Wallet of Satoshi
Media Identity Guidelines

Version 2.0 • 2023

Welcome to the Wallet of Satoshi Identity Guidelines.

We want to make it easy for you to integrate Wallet of Satoshi into your collateral while respecting our brand.

These guidelines have been developed to ensure that all users receive consistent design experience.


Primary Logo: Hero: Single Deck

Use case: Colour

The yellow Wallet of Satoshi logo is our primary logo colourway, and should only be used on black or on high contrast backgrounds. Proper contrast ensures logo readability. For application on a light coloured background, use a black backing frame.

Secondary Logo: Double Deck

Use case: Colour, space restriction

The secondary Wallet of Satoshi logo should only be used in the event the primary hero logo cannot. For example; or in partner logo stacks with constricted horizontal space. Exclusion zone requirements apply the secondary Wallet of Satoshi logo.

Alternate Logos: Mono
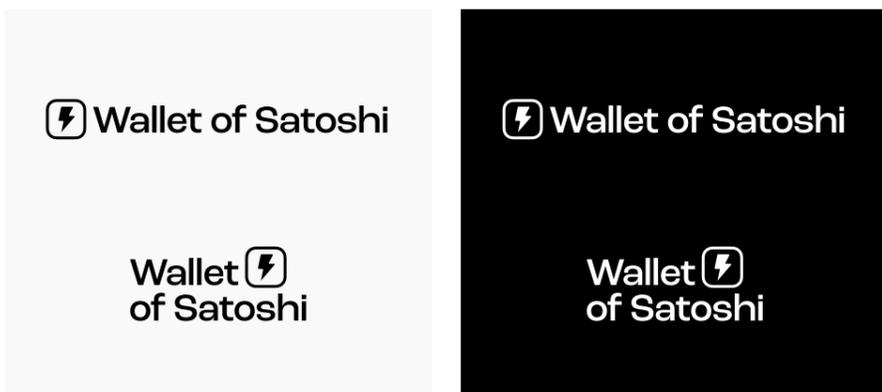
Use case: Black, white, mono output

The black Wallet of Satoshi logo should be used only where use of color is limited by production. Mono versions of the alternative double deck logo also available. Exclusion zone requirements apply the Wallet of Satoshi mono logos.

Logo Exclusion Zone
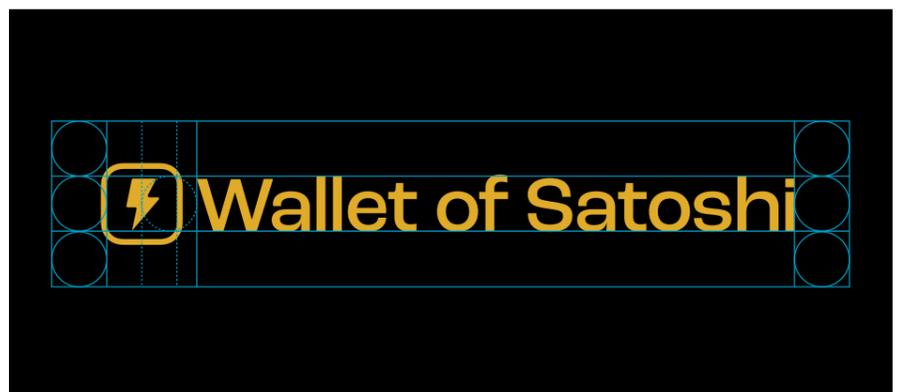
Definition

The exclusion zone is the minimum amount of space around the logo into which no other object should infringe.

Calculation

Each logo's exclusion zone is equal to height of a deck (marked in the diagram).

Minimum size

Establishing a minimum size ensures that the impact and legibility of the logo aren't compromised. The Wallet of Satoshi logo should never be smaller than 30px in digital or 12mm in print.

Brand Colours

Black
CMYK C35 M60 Y60 K100
RGB R0 G0 B0
Web #000000

Yellow
CMYK C13 M33 Y100 K0
RGB R223 G171 B41
Web #DFAB29

Thank you for your interest in Wallet of Satoshi.

If you are having trouble with anything in this guide, need additional information, or you are unsure if your communication best represents the Wallet of Satoshi brand, please contact:

support@walletofsatoshi.com