

INKRYPTUS



Visual Identity Guidelines

1.

Logo

1.1

Inkryptus Isotype

The isotype is a crown that carries multiple significant meanings:

“INK” letters marked: Subtly integrated into the crown, reinforcing the brand's name and identity.

Crypto market highs and lows: The variations in the crown's shape represent the natural fluctuations of the market.

Inky coin at the top of the crown: Positioned at the highest point, symbolizing the central role of Inkryptus in the crypto universe.

This composition creates an easily recognizable and memorable symbol.



1.2

Inkryptus Wordmark

Crafted with a geometric and clean typography, the wordmark complements the logomark, ensuring visual consistency across all platforms while maintaining the brand's technological and innovative identity.

The wordmark 'INKRYPTUS' is displayed in a bold, white, sans-serif typeface. The letters are closely spaced and centered horizontally against a solid orange background. The font has a modern, clean feel with consistent stroke widths and no serifs.

INKRYPTUS

1.3

Inkryptus Logo

The Inkryptus Full Logo embodies our brand's essence, featuring a sleek, modern design that reflects our commitment to innovation and security.

The complete Inkryptus Logo is the harmonious combination of the Isotype and the Wordmark, creating a strong and cohesive visual identity.



1.4

Construção do Logo Inkryptus

Guidelines on combining the logomark and wordmark, including spacing, alignment, and sizing to maintain visual harmony.

Logo
Inkryptus



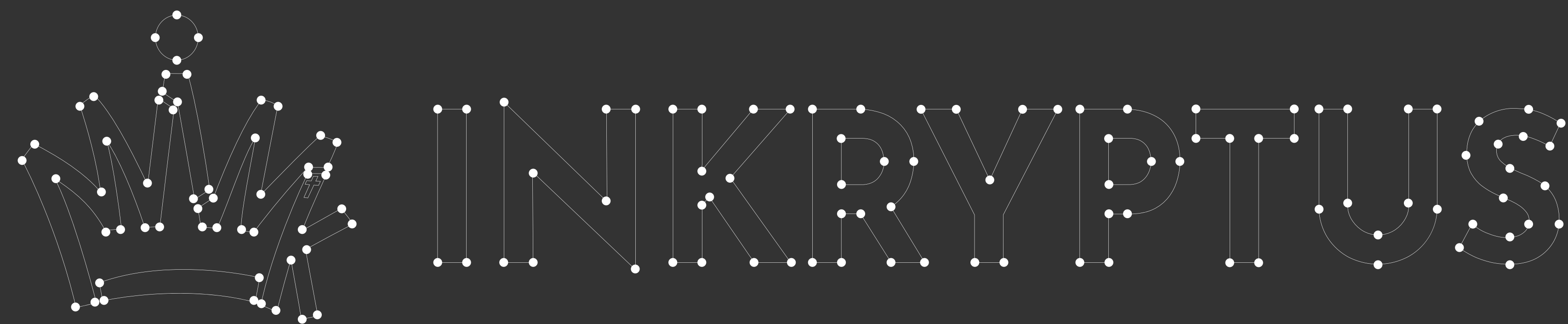
Isotipo
Inkryptus

INKRYPTUS

Logotipo
Inkryptus

1.4

Construção do Logo Inkryptus



1.5

Inky Token Logo

The Inky Token Logo is a distinct and integral part of the Inkryptus brand identity, designed specifically to represent the digital currency within the ecosystem.

It draws inspiration from the main Inkryptus Logomark while establishing its own unique identity as a cryptocurrency.

The Inky Token Logo is optimized for digital environments, making it easily recognizable on crypto exchanges, mobile wallets, and financial dashboards.



1.6

Social Media Pictures & Banners

Circular



Square



Banner



Logo Variations



Logo Padrão



Logo Padrão Horizontal



Isotipo Padrão



Logo Padrão



Logo Padrão Horizontal



Isotipo Padrão



Logo Padrão



Logo Padrão Horizontal



Isotipo Padrão

2.

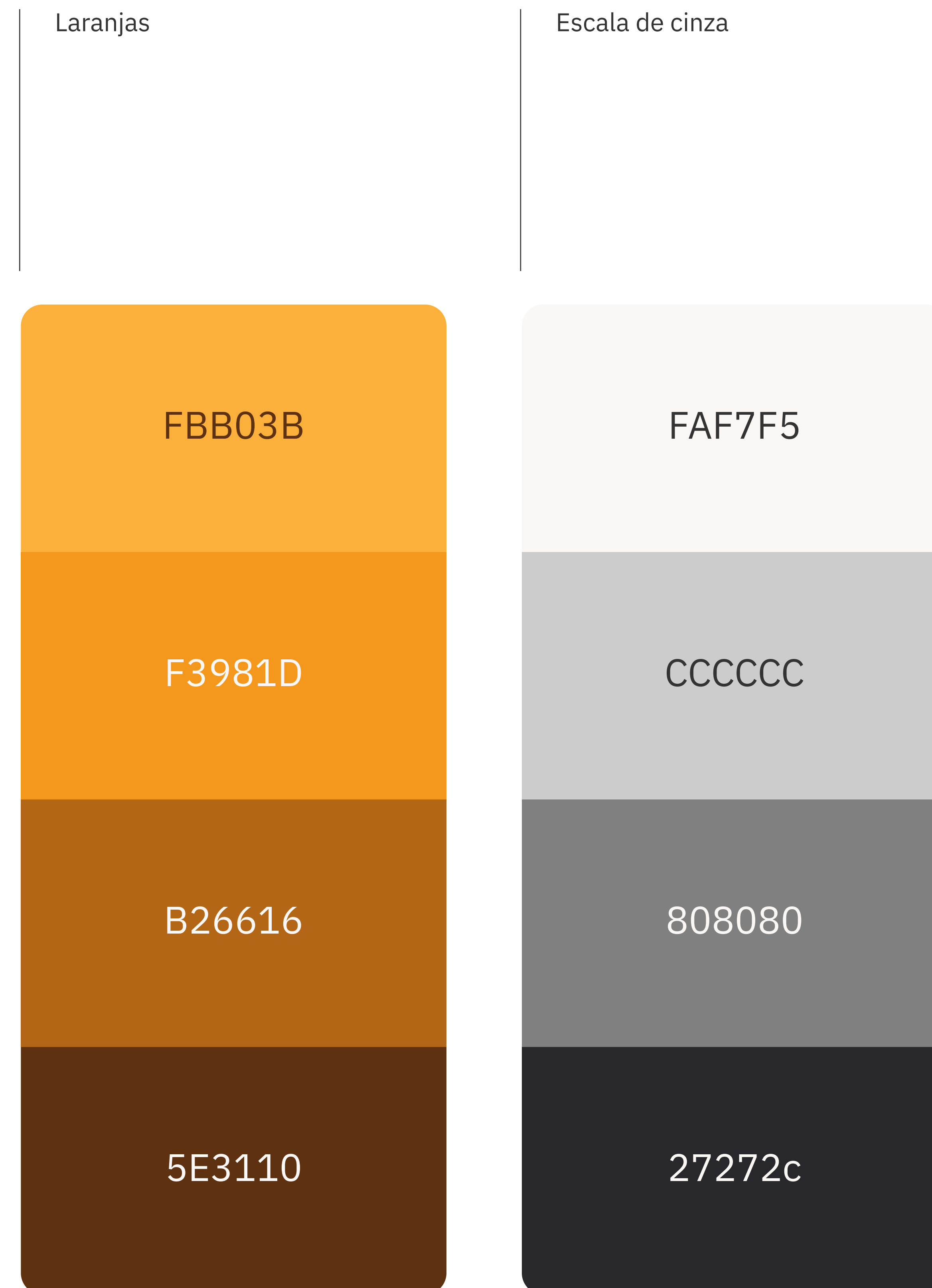
Colors

2.1

Primary Palette

The Inkryptus primary color palette is designed to represent the brand's core values of security, innovation, and trust in the cryptocurrency ecosystem.

These colors should be used consistently across all brand assets to maintain a unified identity.



2.2

Extended Palettes

The extended palettes provides additional flexibility for illustrations, UI elements, and specific applications while maintaining brand consistency.

Vermelhos	Verdes	Azuis	Roxos
FFC5C5	99FFA0	96E9FF	E0CCFF
CE3434	269B38	00ADFF	AB40FF
A21A16	1E7332	0089FF	6D438E
5E130E	16421E	105182	3B1460

3.

Typeface

3.1

Brand Typeface

Typography plays a crucial role in defining Inkryptus identity, ensuring a balance between innovation, clarity, and modernity.

The brand typeface reflects the brand's strong presence, while the supporting fonts provide flexibility and readability across different applications.

The primary typeface of Inkryptus is Lovelo Black. This geometric, sans-serif font delivers a bold and futuristic look, reinforcing the brand's strength and forward-thinking identity.

LOVELO BLACK

(EXCLUSIVELY USED IN THE LOGO AND SPECIAL BRAND APPLICATIONS)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789, . ! ? \$

THE QUICK BROWN FOX JUMPS
OVER THE LAZY DOG

COINFLIP

Supporting Typeface
& Typeface Hierarchy

Inkryptus uses a versatile sans-serif typeface designed for clarity and accessibility across all platforms.

IBM Plex Sans Regular – For body text and longer content.

IBM Plex Sans Medium – For subheadings and emphasized text.

IBM Plex Sans Bold – For strong emphasis and call-to-actions.

IBM Plex Sans Italic – For subtle highlights and secondary emphasis.

IBM Plex Serif Regular – Used in body text for formal documents.

IBM Plex Font Family

IBM Plex Sans Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9 , . ; # @ % & () [] { } / ! ? \$

IBM Plex Sans Medium

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9 , . ; # @ % & () [] { } / ! ? \$

IBM Plex Sans Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9 , . ; # @ % & () [] { } / ! ? \$

IBM Plex Sans italic

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9 , . ; # @ % & () [] { } / ! ? \$

IBM Plex Serif

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9 , . ; # @ % & () [] { } / ! ? \$

3.3

Using Typefaces

Headlines: **IMB Plex Sans Bold**

Subtitles: **IMB Plex Sans Medium**

Body Text: IMB Plex Sans Regular

**This is a short headline
in IBM Plex Sans Bold**

**This is a short subtitle
in IBM Plex Sans Medium**

This is a short body text example set
in IMB Plex Sans Regular. Body text is
the most common element of a document,
forming it's main content and taking
up the most space.

*This is a short body text example set
in IMB Plex Sans Italic. Body text is
the most common element of a document,
forming it's main content and taking
up the most space.*

Using Typefaces

Introduction to Inkryptus

Hybrid Finance Platform for Passive Income
& Crypto Investments

Inky Token	+
Inky Contracts	+
Interacting with Inky contracts	+
Inky Pool	+

- Products

Security

Gaming

Transparency

Glossary

App

4.

Brand Assets

4.1

Iconography

Inkryptus' iconography is designed to be minimalistic, clear, and intuitive, ensuring a seamless user experience across the platform.

Each icon represents key features such as wallet management, transactions, notifications, support, gaming, and ranking systems, maintaining a cohesive and recognizable visual style.

Icons follow the brand's rounded and geometric aesthetic, reinforcing the Inkryptus identity while ensuring accessibility in both light and dark modes.

