BRAND GUIDELINES

This is a guide that explains how to keep and maintain
the Coin Metrics look and feel.

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COINMETRICS

Put **truth** to work.

VISION

OUR PURPOSE

> ⓘ A company's purpose is its raison d'etre (reason for being). It is the company's north star.

Our company exists to elucidate truth to accelerate value creation in the new crypto economy.

OUR MISSION

> ⓘ The mission describes the company's overarching goal and how to achieve it.

We aim to be the trusted partner for crypto economic data intelligence and innovation. We will do this by organizing the world's crypto data to make it transparent and accessible.

OUR VALUES

> ⓘ Company values are statements about what the company stands for and how we approach work. These are the enduring tenets of our organization.

OPEN

Promote transparency and support open, public crypto networks.

We believe in organizing the world's crypto data and making it transparent and accessible. We are committed to making data available to the community and supporting contributions to open source efforts.

PIONEERING

Set the industry standard for analyzing and monitoring crypto networks and assets.

We've been out in front of the category from the start and will continue to be, continuously innovating, and leading the category forward, We are passionately curious and are not simply a data provider, but instead guide the digital finance space with raw, intellectual power and problem solving.

ELUCIDATING

Provide true collaborative partnership to articulate the nuances of cryptoassets.

While we understand the category better than most, we never pretend to have all the answers and collaborate with the industry and our clients to gain and share new insights about the emerging crypto economy.

NEUTRAL

Remain impartial in our derivation and analysis of indicators and benchmarks.

All of our data and insights are unbiased. We are deeply committed to the integrity of the space.

TAGLINE

Our new tagline is a succinct and powerful expression of our identity and our mission.
It reflects what makes us unique and what we strive to achieve.

Put **truth** to work.

NOTE
- Lato Light
- Lato Black

LOGO VARIANTS

Maximizing our brand's visibility requires the strategic use of specific logos in different situations.

AVAILABLE IN

- SVG
- PDF
- EPS
- PNG @1-4x (transparent)

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LOGO VARIANTS / WORDMARK

Our Wordmark is our brand's primary identifier, and we use it to establish brand recognition in low-awareness markets.

COINMETRICS

COINMETRICS

LOGO VARIANTS / SYMBOL

Use when the Coin Metrics brand is clearly visible or has been well established elsewhere on the page or in the design, or when the **Wordmark** variant cannot be used, e.g. icons, favicons, social, restricted space etc.

LOGO VARIANTS / COMBINATION

Use this logo variant when we have a lot of space available.

LOGO VARIANTS / SINGLE-COLOR

Use the **Single-color** variant of our logo when we don't have control over the background.

COINMETRICS

COINMETRICS

COINMETRICS

CLEAR SPACE

To maximize the visibility and impact of our brand, it is important to provide clear space around our logos. Please make sure to give them enough room to breathe.
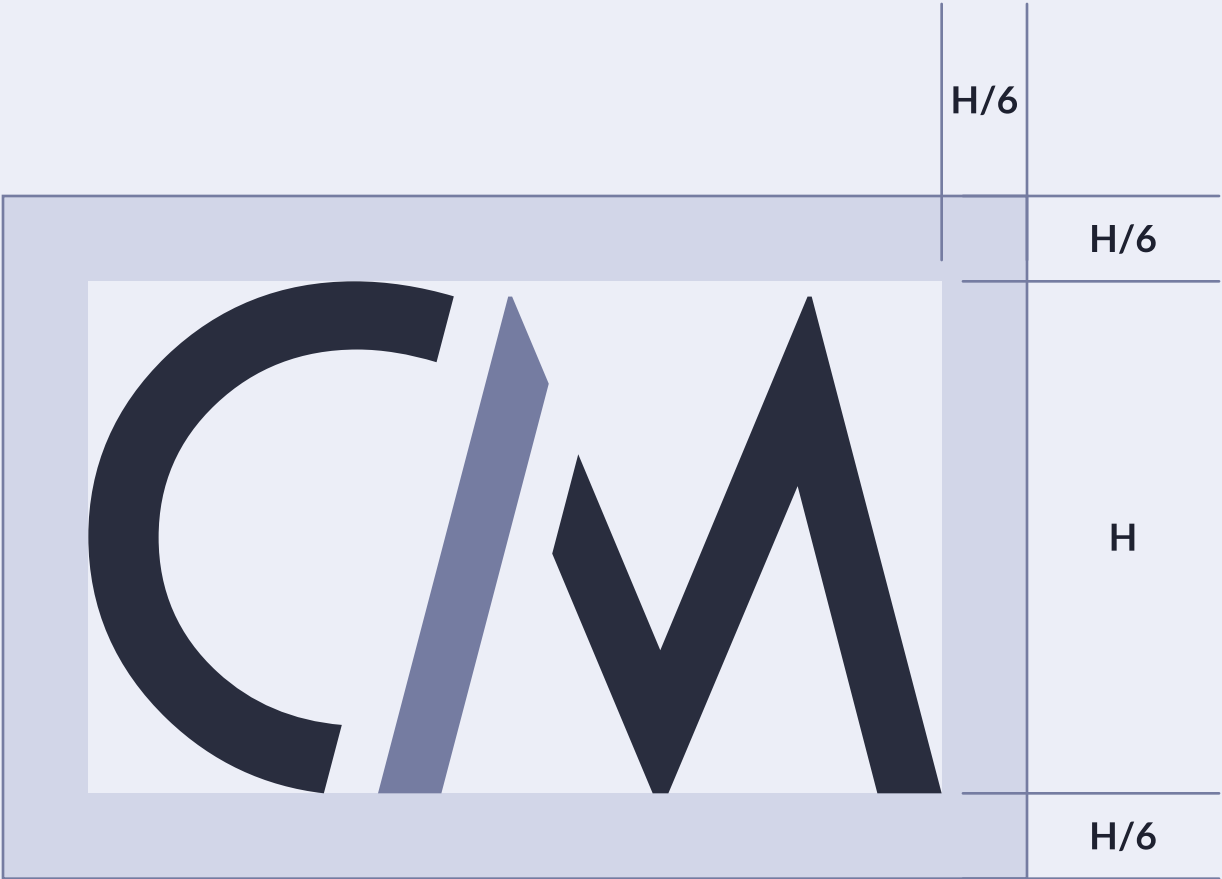
CLEAR SPACE / WORDMARK

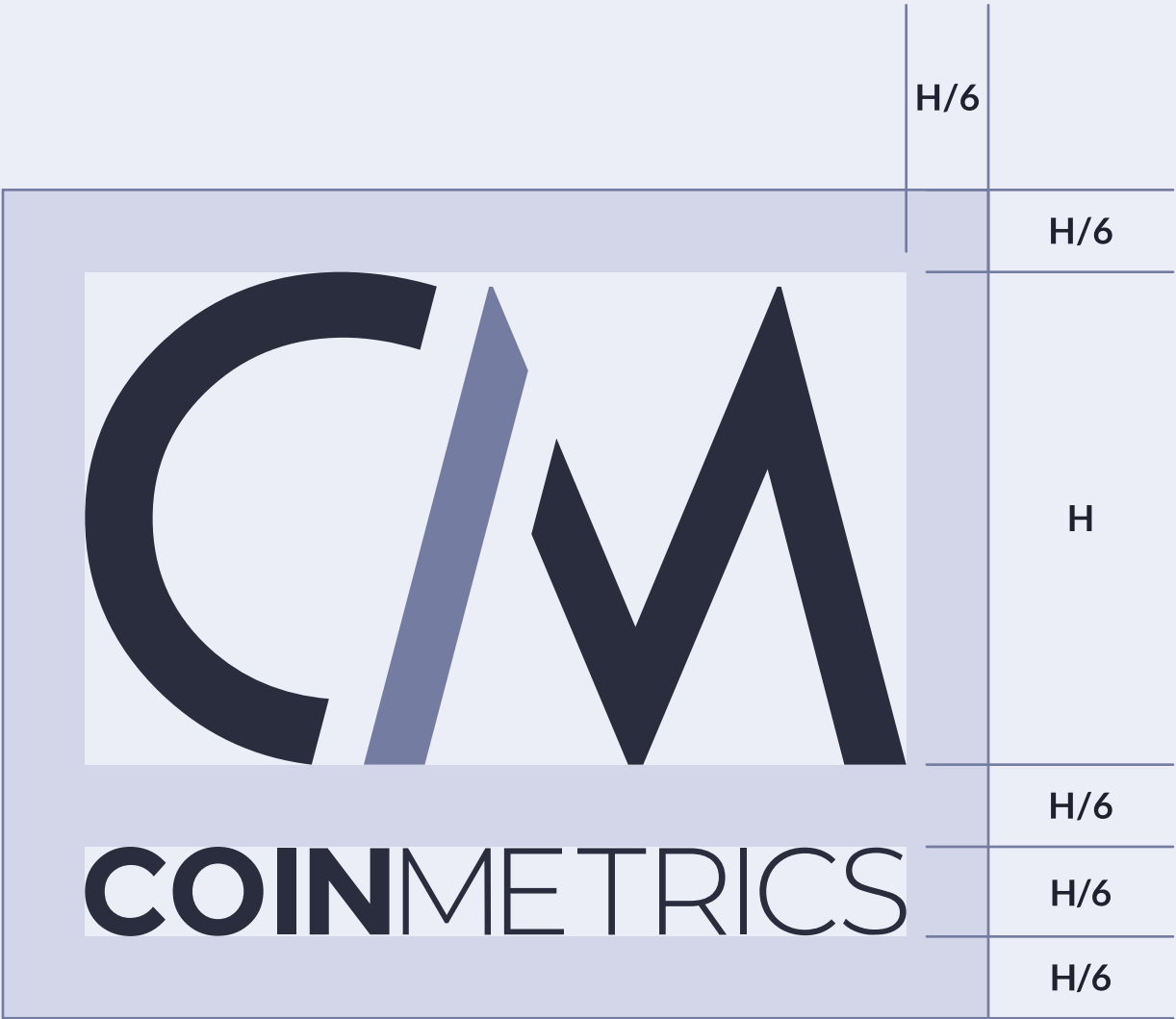The minimum clear space around our **Wordmark** should be equal to half of its height.

CLEAR SPACE / SYMBOL

The minimum clear space around our **Symbol** should be equal to 1/6th of its height.

CLEAR SPACE / COMBINATION

The minimum clear space around our **Combination** variant, as well as the spacing between the **Symbol** and the **Wordmark**, should be equal to 1/6th of the logo's height.

SUB-BRANDS

Our sub-brands are both extensions of our primary brand and unique entities in their own right. When referencing them in the media, please use the following logos.

AVAILABLE IN

- SVG
- PDF
- EPS
- PNG @1-4x (transparent)

Download ⤓

SUB-BRANDS / ATLAS & FARUM

Please follow the same standards that have been established for our primary logo when using our sub-brand logos.

ATLAS™

FARUM™

ATLAS™

FARUM™

SUB-BRANDS / SOTN & SOTM

When referring to our network newsletter or market coverage in any communications, please use the following logos.

DOS & DON'TS

By following these dos and don'ts, you can help to ensure that our brand is used consistently and effectively in all communications and marketing materials.

DON'Ts

Please don't do this.

✕ Don't use the **Combination** variant alongside the logos of other companies. In most cases, this variation becomes unreadable when resized, which can reduce the visibility of our brand.

✕ Don't rotate or flip.

✕ Don't stretch, skew or distort.

✕ Don't break or change proportions.

✕ Don't re-create with different typeface.

✕ Don't add outline.
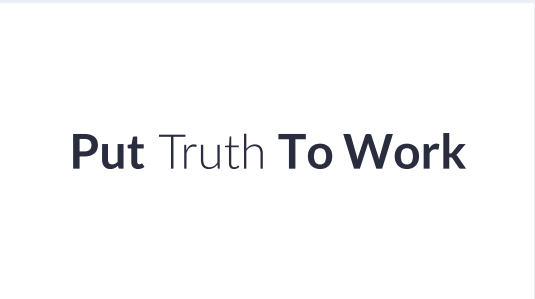
✕ Don't change opacity.

✕ Don't use bevel or emboss.

✕ Don't add mirror effect.

✕ Don't add shadow or glow.

✕ Don't re-format the tagline.

✕ Don't cover the logo.

✕ Don't place design elements too close to the logo.

✕ Don't place the logo on top of an object.

✕ Don't place the logo too close to the edge.

✕ Don't use random color gradients.

✕ Don't place the logo over a photo.

DOs

You can do this.

Use the **Wordmark** variant alongside the logos of other companies for better readability and increased visibility of our brand.

You can use a muted **Symbol** behind charts.
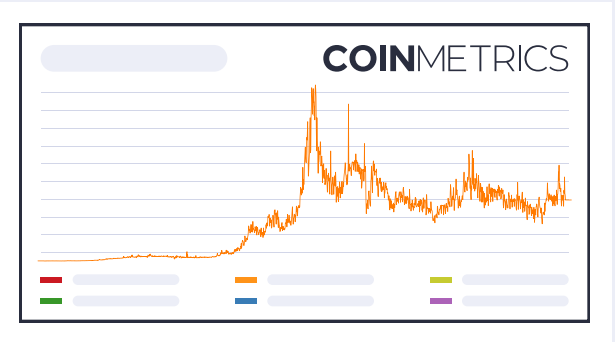
Always add the **Wordmark** on our charts.

You can use the **Single-color** variant on color backgrounds (4.5:1 contrast ratio).

You can use our tagline with the **Wordmark.**
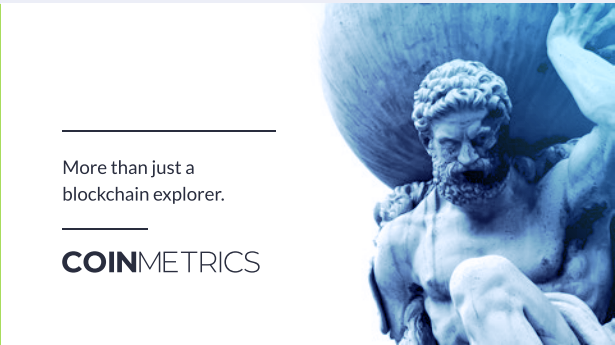
When using a sub-brand logo always add the **Wordmark** or **Symbol.**

You can use line separators to separate logos from the content.

You can crop the **Symbol.**

You can mask photos with the **Symbol** (4.5:1 contrast ratio).

You can use the blurred **Symbol** in the background.

You can use videos with negative space as backgrounds (4.5:1 contrast ratio).

You can use photos with negative space as backgrounds (4.5:1 contrast ratio).

You can use the **Symbol's** slash angle to separate background colors.

You can use the angled background over a photo.

COLORS

Our color palette was carefully selected to enhance user experience, increase brand visibility, and ensure accessibility.

COLORS / PRIMARY PALETTE

Our primary color palette is essential for our brand identity. These colors can be used to accent, mute, or highlight elements, and work well on both light and dark themes.
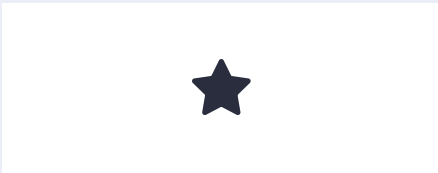
WHITE

HEX	#FFFFFF
RGB	255, 255, 255
CMYK	0, 0, 0, 0
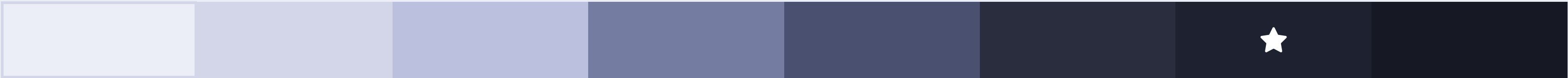
PURPLE 1

HEX	#ECEEF6
RGB	236, 238, 246
CMYK	4, 3, 0, 4

PURPLE 2

HEX	#D2D6E8
RGB	210, 214, 232
CMYK	9, 8, 0, 9

PURPLE 3

HEX	#BAC0DD
RGB	186, 192, 221
CMYK	16, 13, 0, 13

PURPLE 4

HEX	#757CA1
RGB	117, 124, 161
CMYK	27, 23, 0, 37

PURPLE 5

HEX	#495070
RGB	73, 80, 112
CMYK	35, 29, 0, 56

PURPLE 6

HEX	#292D3E
RGB	41, 45, 62
CMYK	34, 27, 0, 76

PURPLE 7

HEX	#1E2130
RGB	30, 33, 48
CMYK	38, 31, 0, 81

PURPLE 8

HEX	#161823
RGB	22, 24, 35
CMYK	37, 31, 0, 86

★ Text or UI components color over dark backgrounds

★ Text or UI components color over light backgrounds

COLORS / SECONDARY PALETTE

Our red and green color palette can be used to represent up and down trends or positive and negative values. These colors can also be used as a chart sequential palette.

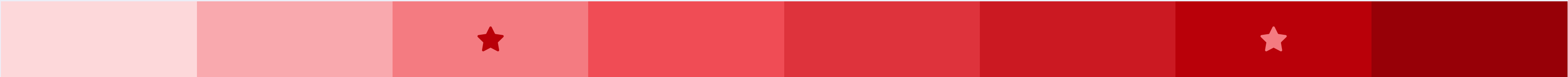| RED 1	RED 2	RED 3	RED 4	RED 5	RED 6	RED 7	RED 8
HEX #FDD8DA	**HEX** #F9A9AE	**HEX** #F47B81	**HEX** #F04C55	**HEX** #DE333C	**HEX** #CB1922	**HEX** #B90009	**HEX** #B90009
RGB 253, 216, 218	**RGB** 249, 169, 174	**RGB** 244, 123, 129	**RGB** 240, 76, 85	**RGB** 222, 51, 60	**RGB** 203, 25, 34	**RGB** 185, 0, 9	**RGB** 151, 0, 8
CMYK 0, 15, 14, 1	**CMYK** 0, 32, 30, 2	**CMYK** 0, 50, 47, 4	**CMYK** 0, 68, 65, 6	**CMYK** 0, 77, 73, 13	**CMYK** 0, 88, 83, 20	**CMYK** 0, 100, 95, 27	**CMYK** 0, 100, 95, 41

GREEN 1	GREEN 2	GREEN 3	GREEN 4	GREEN 5	GREEN 6	GREEN 7	GREEN 8
HEX #DEFAB5	**HEX** #C3EB89	**HEX** #A8DC5C	**HEX** #8DCD30	**HEX** #63B22D	**HEX** #389729	**HEX** #0E7C26	**HEX** #026618
RGB 222, 250, 181	**RGB** 195, 235, 137	**RGB** 168, 220, 92	**RGB** 141, 205, 48	**RGB** 99, 178, 45	**RGB** 56, 151, 41	**RGB** 14, 124, 38	**RGB** 2, 102, 24
CMYK 11, 0, 28, 2	**CMYK** 17, 0, 42, 8	**CMYK** 24, 0, 58, 14	**CMYK** 31, 0, 77, 20	**CMYK** 44, 0, 75, 30	**CMYK** 63, 0, 73, 41	**CMYK** 89, 0, 69, 51	**CMYK** 98, 0, 76, 60

★ Text or UI components color over dark backgrounds

★ Text or UI components color over light backgrounds

★ Text or UI components color over dark backgrounds

★ Text or UI components color over light backgrounds

Our blue and yellow color palette can be used to represent sideways trends or mid-range values.
These colors can also be used as a chart sequential palette.

BLUE 1

HEX	#D3F2FF
RGB	211, 242, 255
CMYK	17, 5, 0, 0

BLUE 2

HEX	#9CE0FB
RGB	156, 224, 251
CMYK	38, 11, 0, 2

BLUE 3

HEX	#66CDF8
RGB	102, 205, 248
CMYK	59, 17, 0, 3

BLUE 4

HEX	#0BA0DA
RGB	11, 160, 218
CMYK	83, 25, 0, 15

BLUE 5

HEX	#25A3DA
RGB	37, 163, 218
CMYK	100, 36, 0, 24

BLUE 6

HEX	#1A8BBF
RGB	26, 139, 191
CMYK	86, 27, 0, 25

BLUE 7

HEX	#1072A5
RGB	16, 114, 165
CMYK	90, 31, 0, 35

BLUE 8

HEX	#055A8A
RGB	5, 90, 138
CMYK	96, 35, 0, 46

YELLOW 1

HEX	#FFEBB4
RGB	255, 235, 180
CMYK	0, 8, 29, 0

YELLOW 2

HEX	#FFDA73
RGB	255, 218, 115
CMYK	0, 15, 55, 0

YELLOW 3

HEX	#FFC931
RGB	255, 201, 49
CMYK	0, 21, 81, 0

YELLOW 4

HEX	#FCAF27
RGB	252, 175, 39
CMYK	0, 31, 85, 1

ORANGE 1

HEX	#F9951D
RGB	249, 149, 29
CMYK	0, 40, 88, 2

ORANGE 2

HEX	#F77C14
RGB	247, 124, 20
CMYK	0, 50, 92, 3

ORANGE 3

HEX	#F4620A
RGB	244, 98, 10
CMYK	0, 60, 96, 4

ORANGE 4

HEX	#F14800
RGB	241, 72, 0
CMYK	0, 70, 100, 5

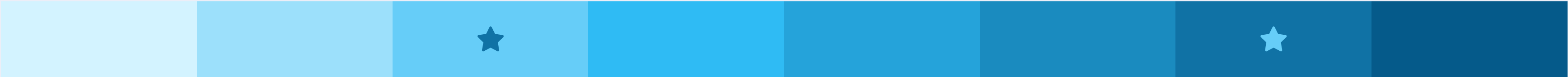Text or UI components color over dark backgrounds

Text or UI components color over light backgrounds

Text or UI components color over dark backgrounds

Text or UI components color over light backgrounds

COLORS / BACKUP SEQUENTIAL PALETTE

In some cases, we may need to use more colors than are included in our secondary color palette. In these situations, we can use our backup sequential color palette to provide additional options and ensure that our content is visually appealing and effective.

RED 5	**RED 6**	**RED 7**	**GREEN 5**	**GREEN 6**	**GREEN 7**	**BLUE 6**	**BLUE 7**	**BLUE 8**
HEX #DE333C	**HEX** #CB1922	**HEX** #B90009	**HEX** #63B22D	**HEX** #389729	**HEX** #0E7C26	**HEX** #1A8BBF	**HEX** #1072A5	**HEX** #055A8A
RGB 222, 51, 60	**RGB** 203, 25, 34	**RGB** 185, 0, 9	**RGB** 99, 178, 45	**RGB** 56, 151, 41	**RGB** 14, 124, 38	**RGB** 26, 139, 191	**RGB** 16, 114, 165	**RGB** 5, 90, 138
CMYK 0, 77, 73, 13	**CMYK** 0, 88, 83, 20	**CMYK** 0, 100, 95, 27	**CMYK** 44, 0, 75, 30	**CMYK** 63, 0, 73, 41	**CMYK** 89, 0, 69, 51	**CMYK** 86, 27, 0, 25	**CMYK** 90, 31, 0, 35	**CMYK** 96, 35, 0, 46

ORANGE 2	**ORANGE 3**	**ORANGE 4**	**CITRON 1**	**CITRON 2**	**CITRON 3**	**LAVANDER 1**	**LAVANDER 2**	**LAVANDER 3**
HEX #F77C14	**HEX** #F4620A	**HEX** #F14800	**HEX** #C6CB31	**HEX** #ADB22B	**HEX** #949825	**HEX** #C370D1	**HEX** #AC63B8	**HEX** #94559F
RGB 247, 124, 20	**RGB** 244, 98, 10	**RGB** 241, 72, 0	**RGB** 198, 203, 49	**RGB** 173, 178, 43	**RGB** 148, 152, 37	**RGB** 195, 112, 209	**RGB** 172, 99, 184	**RGB** 148, 85, 159
CMYK 0, 50, 92, 3	**CMYK** 0, 60, 96, 4	**CMYK** 0, 70, 100, 5	**CMYK** 2, 0, 76, 20	**CMYK** 3, 0, 76, 30	**CMYK** 3, 0, 76, 40	**CMYK** 7, 46, 0, 18	**CMYK** 7, 46, 0, 28	**CMYK** 7, 47, 0, 38

TEAL 1	**TEAL 2**	**TEAL 3**	**BROWN 1**	**BROWN 2**	**BROWN 3**	**PINK 1**	**PINK 2**	**PINK 3**
HEX #00B3BE	**HEX** #009CA5	**HEX** #00848C	**HEX** #AC7A67	**HEX** #936857	**HEX** #795547	**HEX** #EE5DBE	**HEX** #D64FAA	**HEX** #BD4195
RGB 0, 179, 190	**RGB** 0, 156, 165	**RGB** 0, 132, 140	**RGB** 172, 122, 103	**RGB** 147, 104, 87	**RGB** 121, 85, 71	**RGB** 238, 93, 190	**RGB** 214, 79, 170	**RGB** 189, 65, 149
CMYK 100, 6, 0, 25	**CMYK** 100, 5, 0, 35	**CMYK** 100, 6, 0, 45	**CMYK** 0, 29, 40, 33	**CMYK** 0, 29, 41, 42	**CMYK** 0, 30, 41, 53	**CMYK** 0, 61, 20, 7	**CMYK** 0, 63, 21, 16	**CMYK** 0, 66, 21, 26

COLORS / QUALITATIVE PALETTE

A qualitative palette is used when the variable being represented is categorical in nature, meaning that it takes on distinct labels without any inherent ordering.

RED 6
HEX #CB1922
RGB 203, 25, 34
CMYK 0, 88, 83, 20

GREEN 6
HEX #389729
RGB 56, 151, 41
CMYK 63, 0, 73, 41

ORANGE 2
HEX #F77C14
RGB 247, 124, 20
CMYK 0, 50, 92, 3

BLUE 7
HEX #1072A5
RGB 16, 114, 165
CMYK 90, 31, 0, 35

CITRON 1
HEX #C6CB31
RGB 198, 203, 49
CMYK 2, 0, 76, 20

LAVANDER 2
HEX #AC63B8
RGB 172, 99, 184
CMYK 7, 46, 0, 28

TEAL 1
HEX #00B3BE
RGB 0, 179, 190
CMYK 100, 6, 0, 25

BROWN 3
HEX #795547
RGB 121, 85, 71
CMYK 0, 30, 41, 53

PINK 1
HEX #EE5DBE
RGB 238, 93, 190
CMYK 0, 61, 20, 7

RED 5
HEX #DE333C
RGB 222, 51, 60
CMYK 0, 77, 73, 13

GREEN 7
HEX #0E7C26
RGB 14, 124, 38
CMYK 89, 0, 69, 51

ORANGE 3
HEX #F4620A
RGB 244, 98, 10
CMYK 0, 60, 96, 4

BLUE 8
HEX #055A8A
RGB 5, 90, 138
CMYK 96, 35, 0, 46

CITRON 2
HEX #ADB22B
RGB 173, 178, 43
CMYK 3, 0, 76, 30

LAVANDER 3
HEX #94559F
RGB 148, 85, 159
CMYK 7, 47, 0, 38

TEAL 2
HEX #009CA5
RGB 0, 156, 165
CMYK 100, 5, 0, 35

BROWN 2
HEX #936857
RGB 147, 104, 87
CMYK 0, 29, 41, 42

PINK 2
HEX #D64FAA
RGB 214, 79, 170
CMYK 0, 63, 21, 16

RED 7
HEX #B90009
RGB 185, 0, 9
CMYK 0, 100, 95, 27

GREEN 5
HEX #63B22D
RGB 99, 178, 45
CMYK 44, 0, 75, 30

ORANGE 4
HEX #F14800
RGB 241, 72, 0
CMYK 0, 70, 100, 5

BLUE 6
HEX #1A8BBF
RGB 26, 139, 191
CMYK 86, 27, 0, 25

CITRON 3
HEX #949825
RGB 148, 152, 37
CMYK 3, 0, 76, 40

LAVANDER 1
HEX #C370D1
RGB 195, 112, 209
CMYK 7, 46, 0, 18

TEAL 3
HEX #00848C
RGB 0, 132, 140
CMYK 100, 6, 0, 45

BROWN 1
HEX #AC7A67
RGB 172, 122, 103
CMYK 0, 29, 40, 33

PINK 3
HEX #BD4195
RGB 189, 65, 149
CMYK 0, 66, 21, 26

COLORS / DIVERGING PALETTE

Diverging color palettes are often used to represent numeric data that has a meaningful central value, such as zero. In this case, the central value is typically represented by a yellow color, while the values on either side of the central value are represented by increasingly green or red colors depending on their relative magnitude. Green typically represents positive values, while red typically represents negative values.
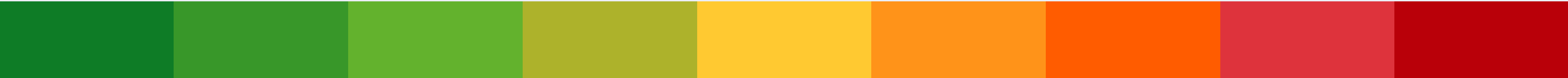
GREEN 7	GREEN 6	GREEN 5	CITRON 2	YELLOW 3	ORANGE 3	ORANGE 4	RED 5	RED 7
HEX #0E7C26	**HEX** #389729	**HEX** #63B22D	**HEX** #ADB22B	**HEX** #FFC931	**HEX** #F4620A	**HEX** #F14800	**HEX** #DE333C	**HEX** #B90009
RGB 14, 124, 38	**RGB** 56, 151, 41	**RGB** 99, 178, 45	**RGB** 173, 178, 43	**RGB** 255, 201, 49	**RGB** 244, 98, 10	**RGB** 241, 72, 0	**RGB** 222, 51, 60	**RGB** 185, 0, 9
CMYK 89, 0, 69, 51	**CMYK** 63, 0, 73, 41	**CMYK** 44, 0, 75, 30	**CMYK** 3, 0, 76, 30	**CMYK** 0, 21, 81, 0	**CMYK** 0, 60, 96, 4	**CMYK** 0, 70, 100, 5	**CMYK** 0, 77, 73, 13	**CMYK** 0, 100, 95, 27

COLORS / A11Y CONTRAST CHECK

To ensure that our materials are accessible to all users, including those with visual impairments, we should use color combinations that follow the WCAG 2.1 Level AA guidelines.

BACKGROUND	TEXT	CONTRAST	WCAG AA	WCAG AAA
★	★	15.96:1	✓ Normal Text (4.5:1) ✓ Large Text / UI (3:1)	✓ Normal Text (7:1) ✓ Large Text / UI (4.5:1)
★	★	13.78:1	✓ Normal Text (4.5:1) ✓ Large Text / UI (3:1)	✓ Normal Text (7:1) ✓ Large Text / UI (4.5:1)
★	★	15.96:1	✓ Normal Text (4.5:1) ✓ Large Text / UI (3:1)	✓ Normal Text (7:1) ✓ Large Text / UI (4.5:1)
★	★	13.64:1	✓ Normal Text (4.5:1) ✓ Large Text / UI (3:1)	✓ Normal Text (7:1) ✓ Large Text / UI (4.5:1)
★	★	6.84:1	✓ Normal Text (4.5:1) ✓ Large Text / UI (3:1)	✗ Normal Text (7:1) ✓ Large Text / UI (4.5:1)
★	★	5.91:1	✓ Normal Text (4.5:1) ✓ Large Text / UI (3:1)	✗ Normal Text (7:1) ✓ Large Text / UI (4.5:1)
★	★	6.07:1	✓ Normal Text (4.5:1) ✓ Large Text / UI (3:1)	✗ Normal Text (7:1) ✓ Large Text / UI (4.5:1)
★	★	5.19:1	✓ Normal Text (4.5:1) ✓ Large Text / UI (3:1)	✗ Normal Text (7:1) ✓ Large Text / UI (4.5:1)
★	★	5.34:1	✓ Normal Text (4.5:1) ✓ Large Text / UI (3:1)	✗ Normal Text (7:1) ✓ Large Text / UI (4.5:1)
★	★	4.61:1	✓ Normal Text (4.5:1) ✓ Large Text / UI (3:1)	✗ Normal Text (7:1) ✓ Large Text / UI (4.5:1)

BACKGROUND	TEXT	CONTRAST	WCAG AA	WCAG AAA
★	★	9.92:1	✓ Normal Text (4.5:1) ✓ Large Text / UI (3:1)	✓ Normal Text (7:1) ✓ Large Text / UI (4.5:1)
★	★	8.48:1	✓ Normal Text (4.5:1) ✓ Large Text / UI (3:1)	✓ Normal Text (7:1) ✓ Large Text / UI (4.5:1)
★	★	5.28:1	✓ Normal Text (4.5:1) ✓ Large Text / UI (3:1)	✗ Normal Text (7:1) ✓ Large Text / UI (4.5:1)
★	★	4.56:1	✓ Normal Text (4.5:1) ✓ Large Text / UI (3:1)	✗ Normal Text (7:1) ✓ Large Text / UI (4.5:1)
★	★	8.85:1	✓ Normal Text (4.5:1) ✓ Large Text / UI (3:1)	✓ Normal Text (7:1) ✓ Large Text / UI (4.5:1)
★	★	7.57:1	✓ Normal Text (4.5:1) ✓ Large Text / UI (3:1)	✓ Normal Text (7:1) ✓ Large Text / UI (4.5:1)
★	★	3.7:1	✗ Normal Text (4.5:1) ✓ Large Text / UI (3:1)	✗ Normal Text (7:1) ✗ Large Text / UI (4.5:1)
★	★	3.19:1	✗ Normal Text (4.5:1) ✗ Large Text / UI (3:1)	✗ Normal Text (7:1) ✗ Large Text / UI (4.5:1)
★	★	10.37:1	✓ Normal Text (4.5:1) ✓ Large Text / UI (3:1)	✗ Normal Text (7:1) ✓ Large Text / UI (4.5:1)
★	★	8.86:1	✓ Normal Text (4.5:1) ✓ Large Text / UI (3:1)	✗ Normal Text (7:1) ✓ Large Text / UI (4.5:1)

COLORS / USAGE

When designing any materials, please make sure to use the appropriate background and text color combinations.

The right color combinations can improve the legibility, readability, and overall effectiveness of our content, and they can help to ensure that our materials are accessible and inclusive.

EXAMPLES

BACKGROUND	TEXT	CONTRAST	WCAG AA	WCAG AAA
		5.19:1	✓ Normal Text (4.5:1) ✓ Large Text / UI (3:1)	✗ Normal Text (7:1) ✓ Large Text / UI (4.5:1)
		8.48:1	✓ Normal Text (4.5:1) ✓ Large Text / UI (3:1)	✓ Normal Text (7:1) ✓ Large Text / UI (4.5:1)
		7.57:1	✓ Normal Text (4.5:1) ✓ Large Text / UI (3:1)	✓ Normal Text (7:1) ✓ Large Text / UI (4.5:1)

COINMETRICS

MONITORING DEFI'S BIGGEST RISK

By Lucas Nuzzi, Saulo Ricci and Mudabbir Kaleem and the Coin Metrics Team

DEFI

COINMETRICS

THE RISE OF NFTs
DATA-DRIVEN OVERVIEW
NON-FUNGIBLE TOKENS

Kate Maddrey, Kyle Waters and the Coin Metrics Team

COINMETRICS

PRINCIPAL
PRICE (PMP)
METHODOLOGY

By Uriel Morone and the Coin Metrics Team

TYPOGRAPHY

By following our typography guidelines, you can help to ensure that our content is readable and consistent across all mediums and platforms.

TYPOGRAPHY / APPS

For easier design handoff, the font sizes displayed are pixel equivalents. In our apps, the values are converted to em/rem units.

DESKTOP

STYLES	SIZE	FAMILY	WEIGHT	CASE	DECORATION
HEADING 1	48	LATO	BOLD	UPPERCASE	NONE
HEADING 2	36	Lato	Bold	Title Case, Capitalized or UPPERCASE	None
HEADING 3	24	Lato	Bold	Title Case, Capitalized or UPPERCASE	None
HEADING 4	18	LATO	REGULAR	UPPERCASE	NONE
Heading 5	14	Lato	Bold	Title Case or Capitalized	None
HEADING 6 / LABEL	12	LATO	BOLD	UPPERCASE	NONE
Apps / Large	18	Lato	Regular	As typed	None
Apps / Large Bold	18	Lato	Bold	As typed	None
Apps / Regular	14	Lato	Regular	As typed	None
Apps / Regular Bold	14	Lato	Bold	As typed	None
Apps / Regular Link	14	Lato	Regular	As typed	Underline
Apps / Regular Paragraph	14	Lato	Regular	As typed	None
Apps / Small	12	Lato	Regular	As typed	None
Apps / Small Bold	12	Lato	Bold	As typed	None
Apps / Small Link	12	Lato	Regular	As typed	None
Apps / Small Paragraph	12	Lato	Regular	As typed	None
Apps / Code	14	Ubuntu Mono	Regular	As typed	None
Apps / Code Bold	14	Ubuntu Bold	Bold	As typed	None
Apps / Code Link	14	Ubuntu Mono	Regular	As typed	None
Apps / Code Small	12	Ubuntu Mono	Regular	As typed	None
Apps / Code Small Bold	12	Ubuntu Bold	Bold	As typed	None
Apps / Code Small Link	12	Ubuntu Mono	Regular	As typed	None

MOBILE

STYLES	SIZE
HEADING 1	28
HEADING 2	24
HEADING 3	20
HEADING 4	18
Heading 5	18
HEADING 6 / LABEL	16
Apps / Large	20
Apps / Large Bold	20
Apps / Regular	18
Apps / Regular Bold	18
Apps / Regular Link	18
Apps / Small	16
Apps / Small Bold	16
Apps / Small Link	16
Apps / Code	18
Apps / Code Bold	18
Apps / Code Link	18
Apps / Code Small	16
Apps / Code Small Bold	16
Apps / Code Small Link	16

TYPOGRAPHY / WEBSITE

Our website font sizes are measured in rem and pixels.

DESKTOP

STYLES	SIZE (REM)	SIZE (PX)	FAMILY	WEIGHT	CASE	DECORATION
HEADING 1	3REM	48PX	LATO	BOLD	UPPERCASE	NONE
HEADING 2	2.25rem	36px	Lato	Bold	Title Case, Capitalized or UPPERCASE	None
Heading 3	1.5rem	24px	Lato	Bold	Title Case, Capitalized or UPPERCASE	None
HEADING 4	1.25REM	18PX	LATO	REGULAR	UPPERCASE	NONE
Heading 5	1rem	16px	Lato	Bold	Title Case or Capitalized	None
HEADING 6 / LABEL	0.875REM	14PX	LATO	BOLD	UPPERCASE	NONE
Website / Regular	1rem	16px	Lato	Regular	As typed	None
Website / Bold	1rem	16px	Lato	Regular	As typed	None
Website / Link	1rem	16px	Lato	Regular	As typed	Underline
Code	1rem	14px	Ubuntu Mono	Regular	As typed	None
Code / Bold	1rem	14px	Ubuntu Bold	Bold	As typed	None
Code / Bold	1rem	1rem	Ubuntu Bold	Regular	As typed	Underline

TYPOGRAPHY / DOCUMENTS

Our document font sizes are measured in points.

DESKTOP

STYLES	SIZE	FAMILY	WEIGHT	CASE	DECORATION
TITLE	48	Lato	Bold	UPPERCASE	None
Subtitle	18	Lato	Regular	Title Case, Capitalized or UPPERCASE	None
HEADING 1	36	Lato	Bold	UPPERCASE	None
HEADING 2	24	Lato	Bold	Title Case, Capitalized or UPPERCASE	None
HEADING 3	18	LATO	BOLD	Title Case, Capitalized or UPPERCASE	NONE
HEADING 4	16	LATO	REGULAR	UPPERCASE	NONE
Heading 5	14	Lato	Bold	Title Case or Capitalized	None
HEADING 6 / LABEL	10	LATO	BOLD	UPPERCASE	NONE
Regular	12	Lato	Regular	As typed	None
Regular Bold	12	Lato	Bold	As typed	None
Regular Link	12	Lato	Regular	As typed	Underline
Small	10	Lato	Regular	As typed	None
Small	10	Lato	Regular	As typed	None
Small Link	10	Lato	Regular	As typed	None
Code	12	Ubuntu Mono	Regular	As typed	None
Code Bold	12	Ubuntu Mono	Bold	As typed	None

THE END

Thank you for following our brand guidelines.

Put **truth** to work.