OnsMaster Kripto Brand Guidelines

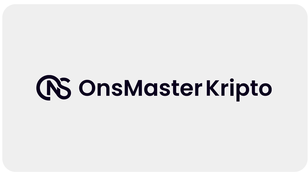
Style Guide

This basic kit has been prepared to ensure that the OnsMaster Kripto logo is used in accordance with the corporate identity and brand usage guidelines.

Logo



The vertical logo is designed for use in situations where space is limited or where a centered layout is required. It is particularly preferred in square or vertical-format designs to enhance brand visibility.



The horizontal logo is optimized for use in layouts with ample space, on web interfaces, and in applications where readability is a priority. It creates a balanced look when paired with the brand name.



The OnsMaster Kripto monochrome logo should only be used in situations where there are technical limitations, such as black-and-white printing. In such cases, a black logo on a white background should be used, and brand consistency must be maintained.



A white symbol and brand logo must be used on a black background.

Icon









Examples of Logo Usage





















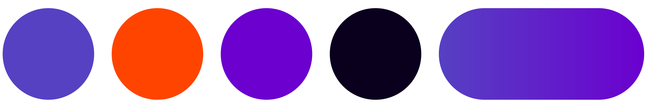


Slogan

“ OnsMaster Kripto
Master in Crypto ”

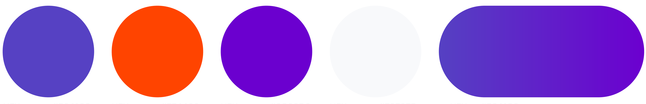
Color

Dark



HEX	#5641C3	HEX	#FF4400	HEX	#6C00D0	HEX	#0B001E	HEX	#5641C3	HEX	#6C00D0
RGB	86, 65, 195	RGB	255, 68, 0	RGB	108, 0, 208	RGB	11, 0, 30	RGB	86, 65, 195	RGB	108, 0, 208
CMYK	56, 67, 0, 24	CMYK	0, 73, 100, 0	CMYK	48, 100, 0, 18	CMYK	63, 100, 0, 88	CMYK	56, 67, 0, 24	CMYK	48, 100, 0, 18

Light



HEX	#5641C3	HEX	#FF4400	HEX	#6C00D0	HEX	#F8F9FB	HEX	#5641C3	HEX	#6C00D0
RGB	86, 65, 195	RGB	255, 68, 0	RGB	108, 0, 208	RGB	248, 249, 251	RGB	86, 65, 195	RGB	108, 0, 208
CMYK	56, 67, 0, 24	CMYK	0, 73, 100, 0	CMYK	48, 100, 0, 18	CMYK	1, 1, 0, 2	CMYK	56, 67, 0, 24	CMYK	48, 100, 0, 18

Font

Inter - Extra Light

ABCDEFGĞHIİJKLMNOÖPRSŞTUÜVYZXQW
abcdefgğhıijklmnoöprsştuüvyzxqw
0123456789

Inter - Light

ABCDEFGĞHIİJKLMNOÖPRSŞTUÜVYZXQW
abcdefgğhıijklmnoöprsştuüvyzxqw
0123456789

Inter - Regular

ABCDEFGĞHIİJKLMNOÖPRSŞTUÜVYZXQW
abcdefgğhıijklmnoöprsştuüvyzxqw
0123456789

Inter - Medium

ABCDEFGĞHIİJKLMNOÖPRSŞTUÜVYZXQW
abcdefgğhıijklmnoöprsştuüvyzxqw
0123456789

Inter - Semi Bold

ABCDEFGĞHIİJKLMNOÖPRSŞTUÜVYZXQW
abcdefgğhıijklmnoöprsştuüvyzxqw
0123456789

Inter - Bold

ABCDEFGĞHIİJKLMNOÖPRSŞTUÜVYZXQW
abcdefgğhıijklmnoöprsştuüvyzxqw
0123456789

Inter - Extra Bold

ABCDEFGĞHIİJKLMNOÖPRSŞTUÜVYZXQW
abcdefgğhıijklmnoöprsştuüvyzxqw
0123456789

Inter - Black

ABCDEFGĞHIİJKLMNOÖPRSŞTUÜVYZXQW
abcdefgğhıijklmnoöprsştuüvyzxqw
0123456789