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Brand Identity Guidelines

Version 1

Updated 2023. 6

About Us

CODE was co-founded by three Korean virtual asset exchanges (Bithumb, Coinone, Korbit), and is the sole Travel Rule consortium in Korea.

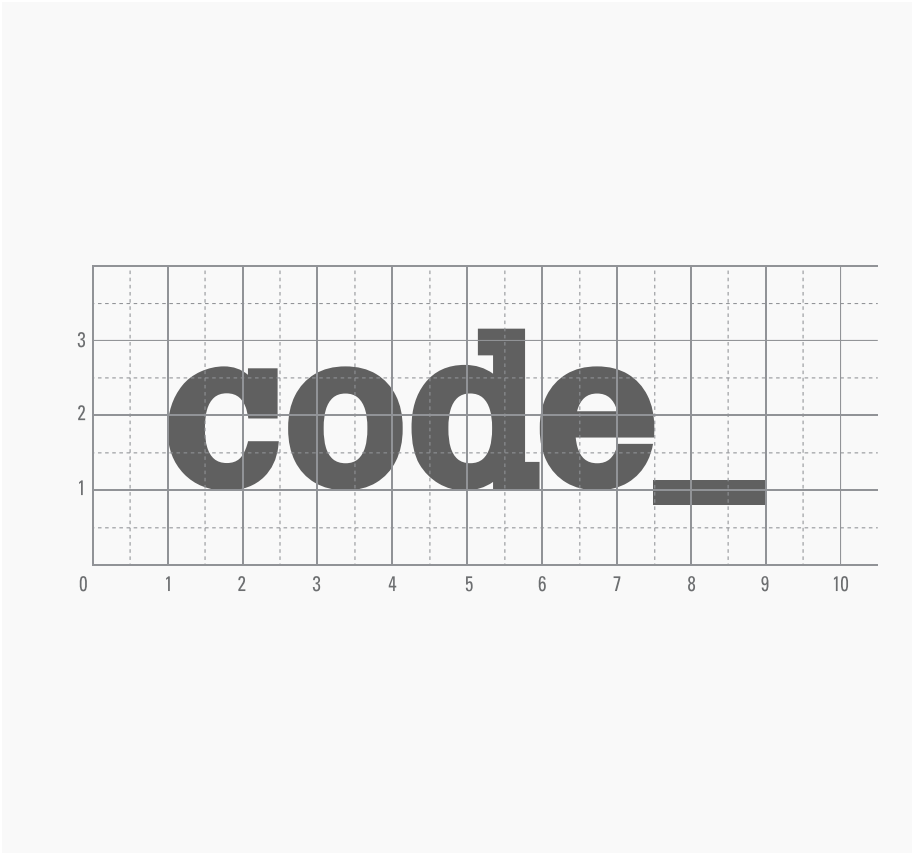
CODE provides VASP with specialized technology solutions and customized compliance services in accordance with global Travel Rule standards that meet the requirements of the Financial Action Task Force(FATF) and regulators.

The brand logo

Primary Logo

code 

Safe space



Logo on background

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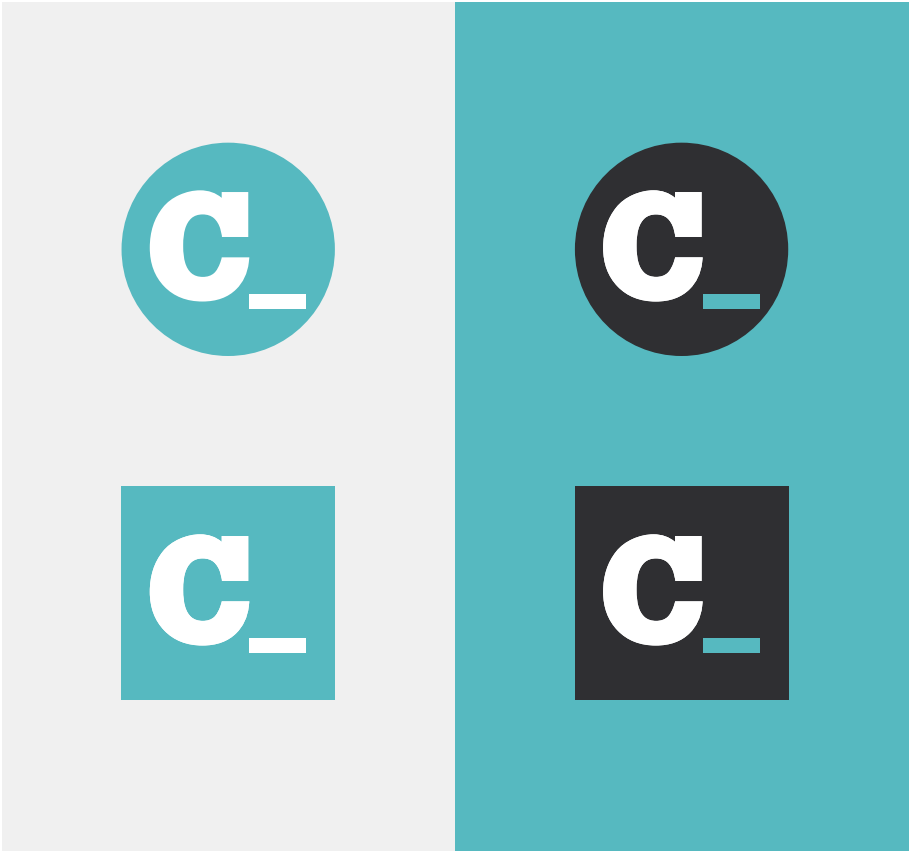
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Secondary Logo



Typography

Title Font

Space Grotesk

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Text Font

DM Sans

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Brand colors

Color values

<p>CODE HORIZON BLUE</p> <p>HEX #56B9C0</p>	<p>CODE BLACK</p> <p>HEX #2F2F32</p> <p>PURE WHITE</p> <p>HEX #FFFFFF</p>	<p>CODE DARK BLUE</p> <p>HEX #0B425E</p>
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Neutrals

<div>OFFWHITE</div> <div>HEX RGB</div> <div>#F9F9F9 249/249/249</div>		<div>LIGHT CARBON</div> <div>HEX RGB</div> <div>#F0F0F0 240/240/240</div>	
<div>CLOUDY GRAY</div> <div>HEX RGB</div> <div>#D2D2D2 210/210/210</div>		<div>DARK GRAY</div> <div>HEX RGB</div> <div>#999D9E 153/157/158</div>	
		<div>HEAVY CARBON</div> <div>HEX RGB</div> <div>#545557 84/85/87</div>	

Applications

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