code_

Brand Identity Guidelines

Version 1

Updated 2023. 6

This guide consists of detailed instructions on the basic principles and application of CODE's brand identity to maintain a consistent brand image in various media. While you should familiarize yourself with and utilize the basic principles in the guide, use caution when using them, as excessive variation can undermine the original purpose of CODE's brand identity.

The graphical elements in this guide are for the demonstration purposes only.

Therefore, they may not be directly reproduced and used. If you need to make any modifications or additions to the guide, or if you want to create something that is not included in the examples, contact us before using it.

The latest version of ths guideline is on our website. www.codevasp.com

About Us

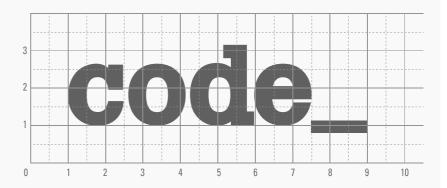
CODE was co-founded by three Korean virtual asset exchanges (Bithumb, Coinone, Korbit), and is the sole Travel Rule consortium in Korea.

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

code_

Safe space



Logo on background

code_

code_

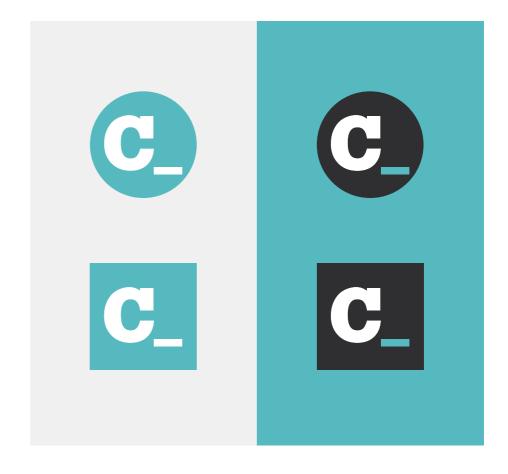
code_

code_

code_

code_

Secondary Logo



Typography

Title Font

Space Grotesk

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789@\$#%8*+=∧<>∩∏

Lorem ipsum dolor sit amet consectetur adipscing elit ut.

Lorem ipsum dolor sit amet consectetur.

Lorem ipsum dolor sit amet conesctetur.

Text Font

DM Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789@\$#%&*+=/\<>()[]

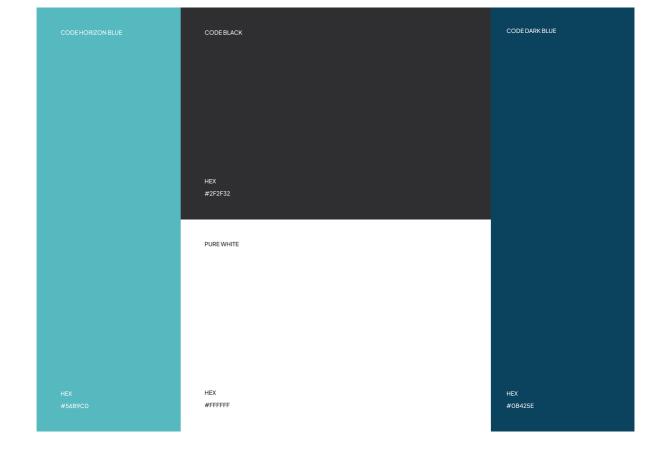
Lorem ipsum dolor sit amet consectetur adipscing elit ut.

Lorem ipsum dolor sit amet consectetur.

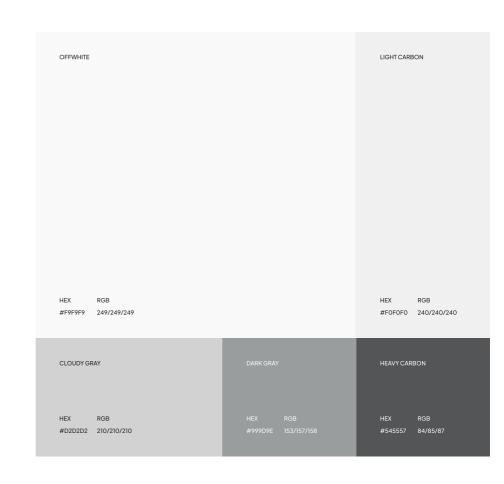
Lorem ipsum dolor sit amet conesctetur.

Brand colors

Color values



Neutrals



Applications

