

# *Brand Guideline*

**2ND EDITION**

Official Verge Brand Guideline  
Published 2018, Last edited, June 2019  
Made by @waveon3 for vergecurrency

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 **VERGE**

# Logo Specifics

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There are multiple ways configurations and versions of the Verge Logo. Use the correct one for your needs.

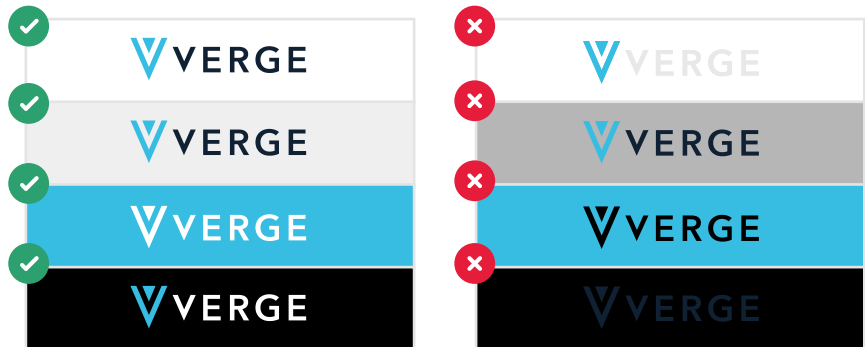


Symbol overlay is black (#000) with 8% opacity.

Always make sure the Verge logo is surrounded by enough space/padding.



Provide a sufficient contrast with the background against the Verge Logo.



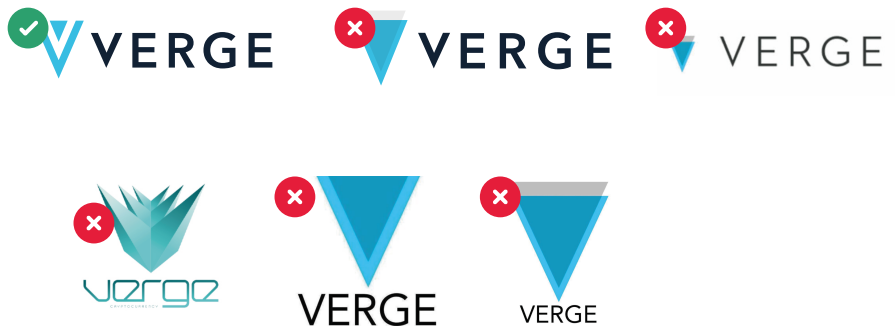
When referencing and mentioning Verge, be case sensitive. Refer to it as "Verge Currency" or "Verge" or "XVG". Always uppercase V and C.

Allowed:  
Verge Currency  
Verge  
XVG  
\$XVG

Not allowed:  
VergeCurrency  
vergecoin  
verge coin  
verge  
Xvg

There should always be space between Verge and Currency.

Use the latest logo. Don't use old Verge logos or any improvised Verge logo. Always use the official one with the official colors.



# Typeface Details

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The Official font for Verge is Avenir Next. Avenir Next is used throughout our Website and all our graphic material.

We are using the following styles within the Avenir Next Typeface Family. Italic styles are also being used.

Avenir Next is both used for content text and titles.

Avenir Next Regular  
Avenir Next Medium  
Avenir Next Demi Bold  
Avenir Next Bold

Verge Currency  
Verge Currency  
Vergy Currency  
Verge Currency

Avenir Next Typeface  
**A B C D E F G**  
abcdefghijklmnopghijklm

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll  
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww  
Xx Yy Zz

**v e**

# Color Palette

# Color Palette

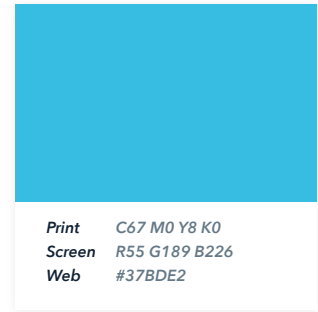
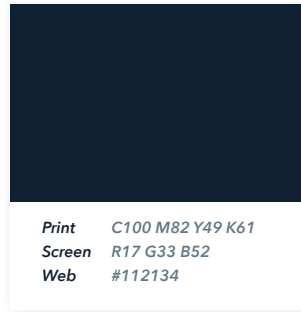
The Verge Color Palette consists of 2 primary colors and 3 secondary colors. These colors are official for the Verge Branding and are also used on our Website, Wallets and Apps.

The Verge logo itself is available in full-color, grayscale, and solid versions. If technical limitations prohibit the use of full-color, use the grayscale or solid version.

## Primary

The Primary colors are used on the logo type and symbol.

They are also used on titles and headings on the website.



## Secondary

The Primary colors are used on the logo type and symbol.

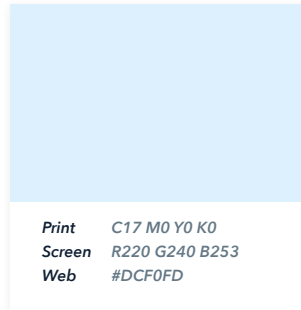
They are also used on titles and headings on the website.



## Background

Usual colors used for backgrounds on web and graphics, in order to highlight content.

Primary colors can also be used as a background color.



## Others

Other colors that are used on the website and graphic material.

