



Visual Identity Guidelines

Wealth Redefined.

1.0 Introduction

1.0 Introduction

Using the eCash brand

We've created this guide to help you use some of our core brand elements and our logo. It shouldn't take long to read (we kept it short). Definitely check it out before you get started.

Please reach out to contact@e.cash if what you are looking for isn't specifically covered here.

2.0 BRAND PLATFORM





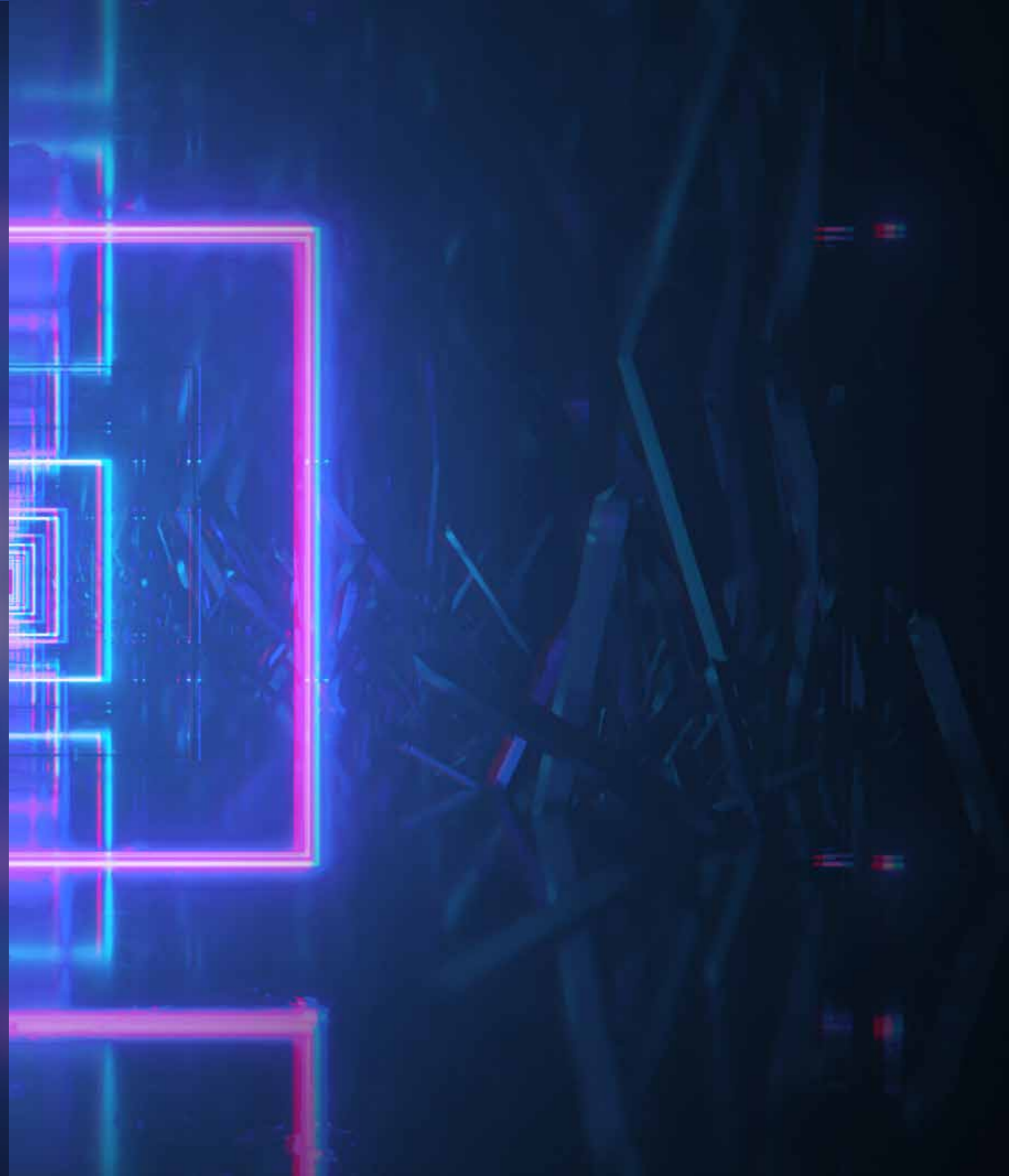
2.3

eCash DNA

2.3

eCash DNA

3.0 ELEMENTS OF THE VISUAL IDENTITY SYSTEM



3.1 Logo Description

3.1 Logo Description



Our logo identifies, expresses, and distinguishes us. It's one of the first things people see and one of the first things people remember when they think about us. It's what enables us to stand out from the rest.

When we introduced the new logo, we wanted to make sure it accurately represents the essence of eCash, showing the world our boldness and dynamism.

The letters "e" & "c" are among the most recognizable symbols in the world. Combined with the block and hexagon elements, we created a logo that is instantly recognizable in a way that identifies the project like never before.

3.1 Logo Description

3.1 Logo Description



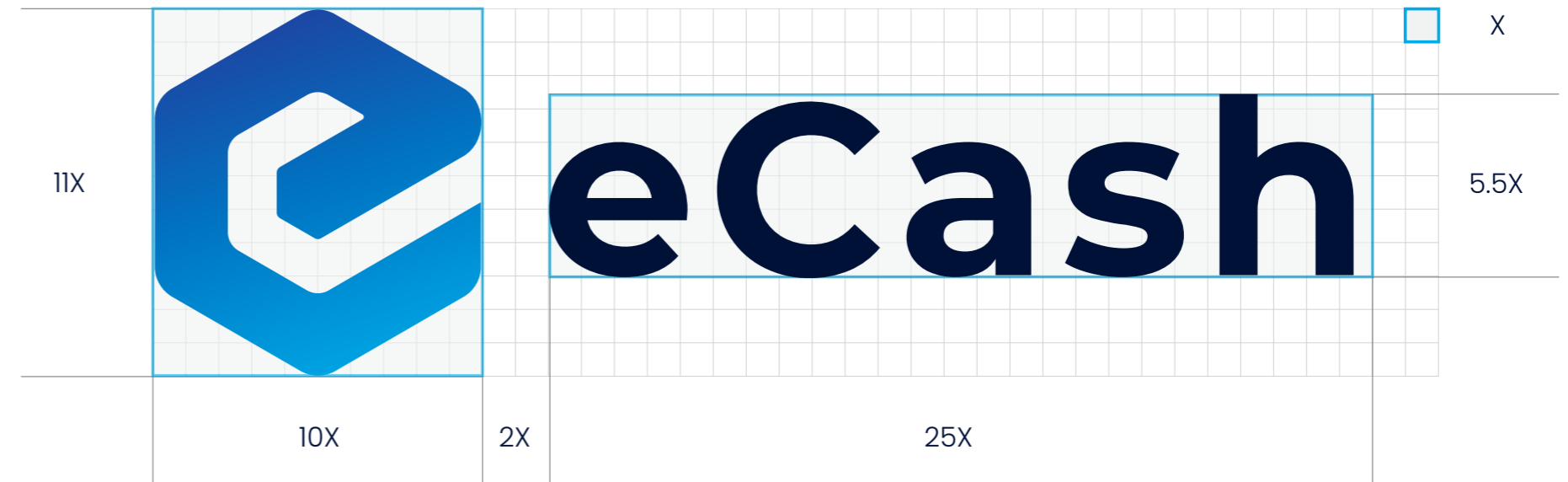
Logo system

The eCash logo should always be afforded a predetermined area of breathing space, referred to as clear space. This ensures that the identity maintains its hierarchy and is not overwhelmed by other visual elements.

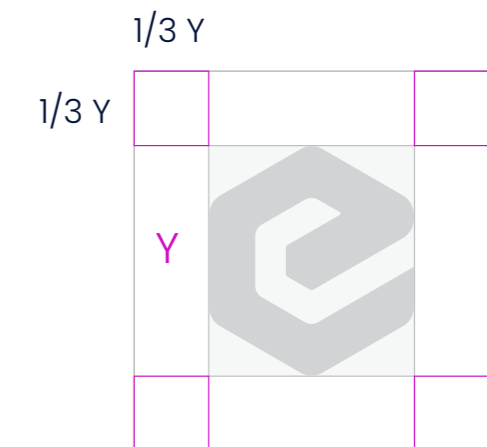
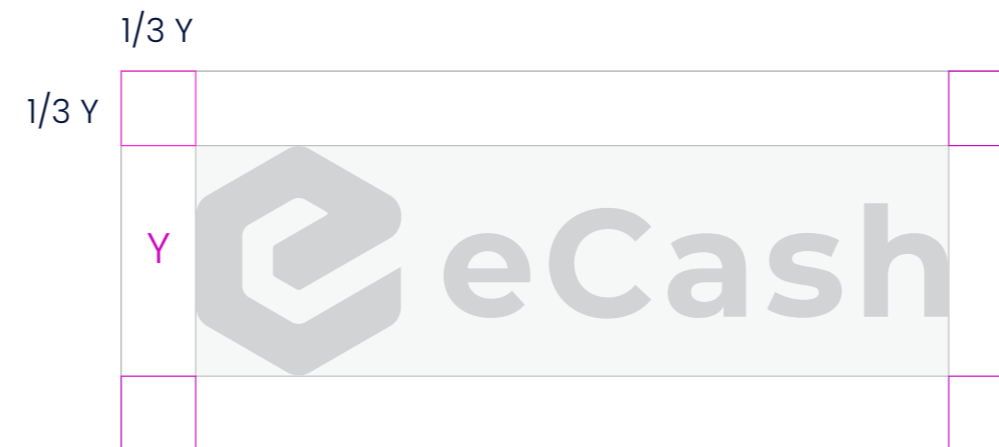
3.1 Logo Description

3.1 Logo Description

Logo construction



Clear space



There are several variations of the logo: primary, secondary, and icon. If you have any questions about usage, please reach out to contact@e.cash.

3.2 Logo Suite Overview

3.2 Logo Suite Overview

Primary



3.2 Logo Suite Overview

3.2 Logo Suite Overview

Secondary



Please do not alter, redraw, or add any additional words or graphic elements to the logo. Always use approved and provided electronic artwork. For additional logo files, contact contact@e.cash.

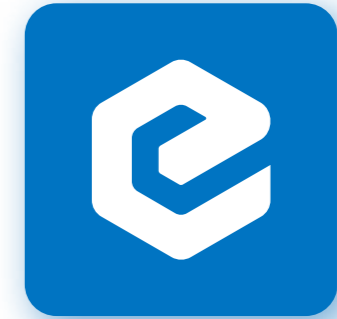
3.2 Logo Suite Overview

3.2 Logo Suite Overview

Icon



Gradient color background



Single color background



Single color logo



Gradient color logo

Logo pattern

3.2

Logo Suite Overview

3.2

Logo Suite Overview



Logo pattern

3.2

Logo Suite Overview

3.2

Logo Suite Overview



3.3

Improper Use of the Logo

3.3

Improper Use of the Logo

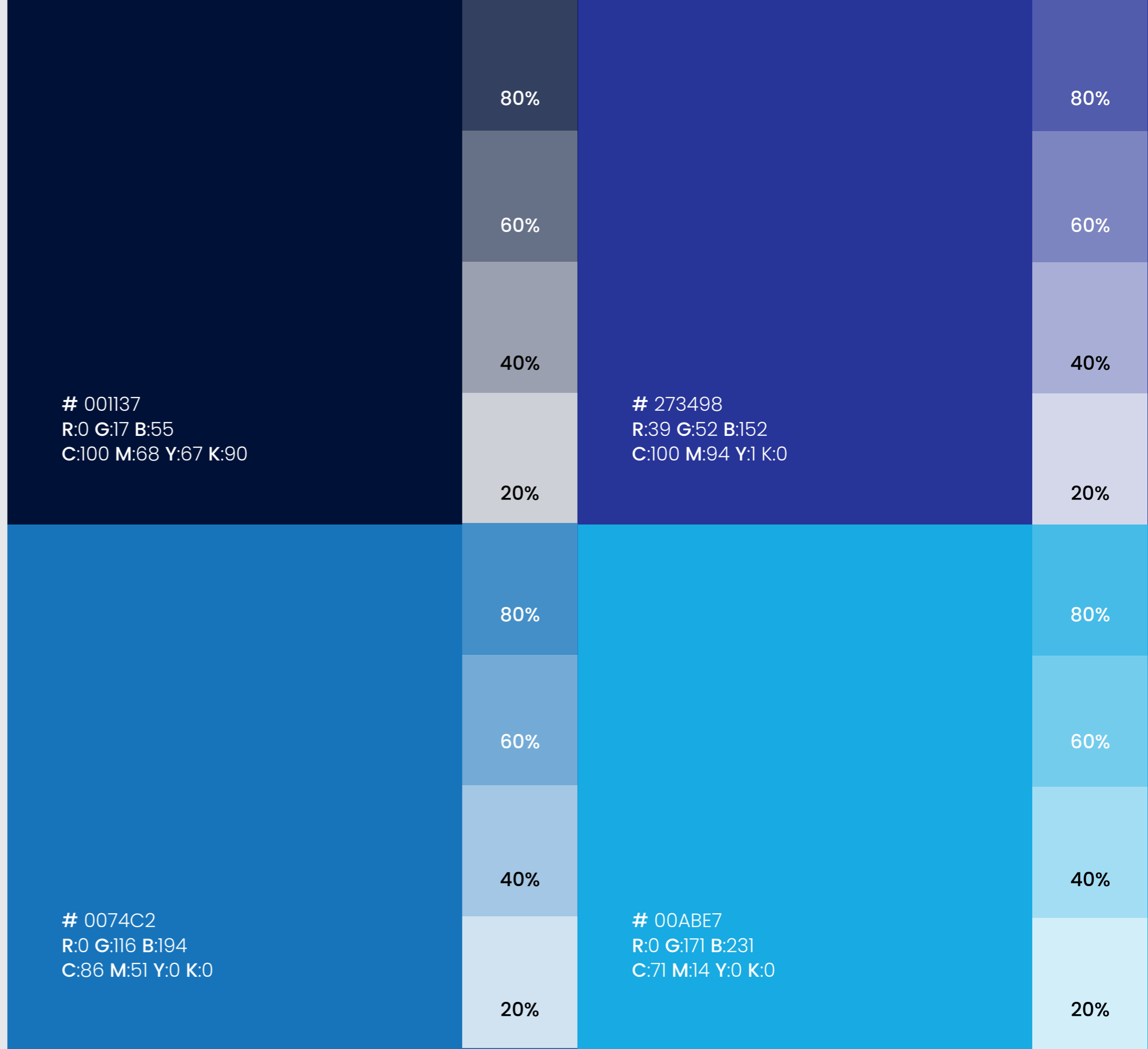


No elements of the logo should be modified. Avoiding these misapplications helps maintain the visual integrity of the brand and allows for a cohesive look across all materials. Some examples of what should be avoided are listed here.

The primary colors are the major identity color which will be most use in different situation. They are to be used across all communications and applications, including as background colors and body copy.

3.5 Color - Primary

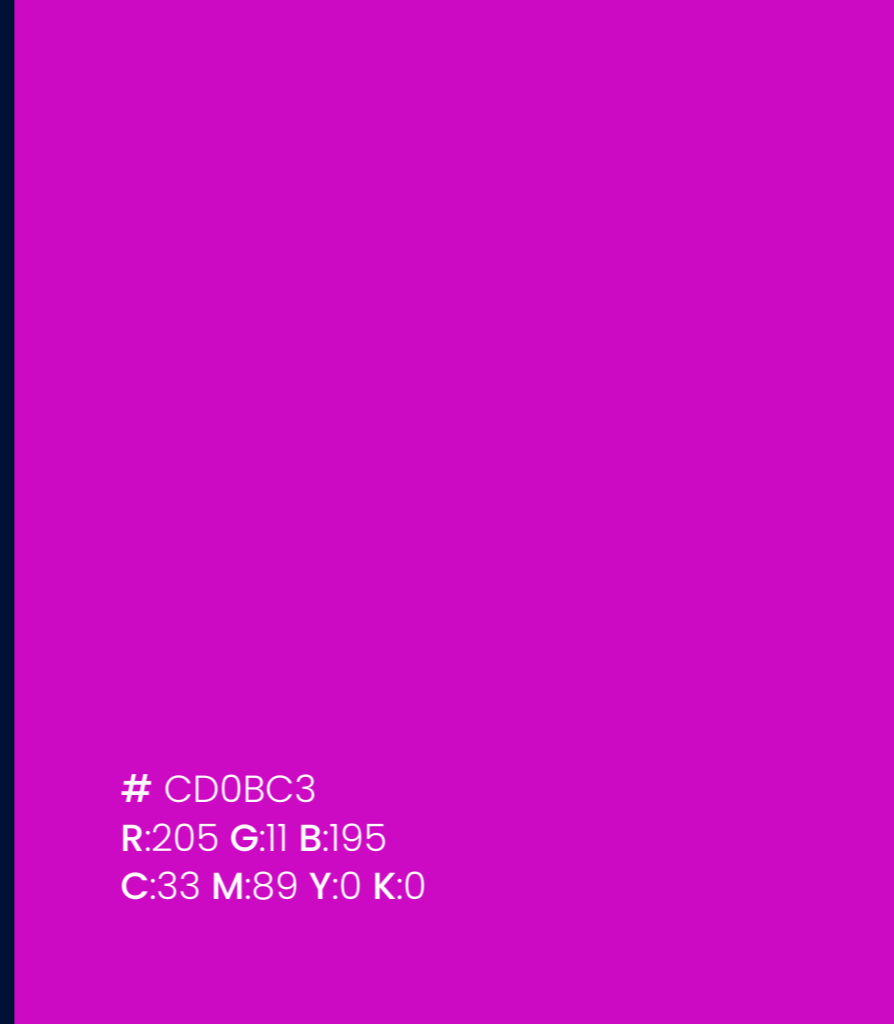
3.5 Color - Primary



The secondary colors are use to support primary color such as decorative element, place visual element in dark background and more.

3.5 Color - Secondary

3.5 Color - Secondary



CD0BC3
R:205 G:11 B:195
C:33 M:89 Y:0 K:0

80%

60%

40%

20%



FF21D0
R:255 G:33 B:208
C:14 M:84 Y:0 K:0

80%

60%

40%

20%



231F20
R:35 G:31 B:32
C:70 M:67 Y:64 K:74

80%

60%

40%

20%



FFFFFFFF
R:255 G:255 B:255
C:0 M:0 Y:0 K:0

80%

60%

40%

20%

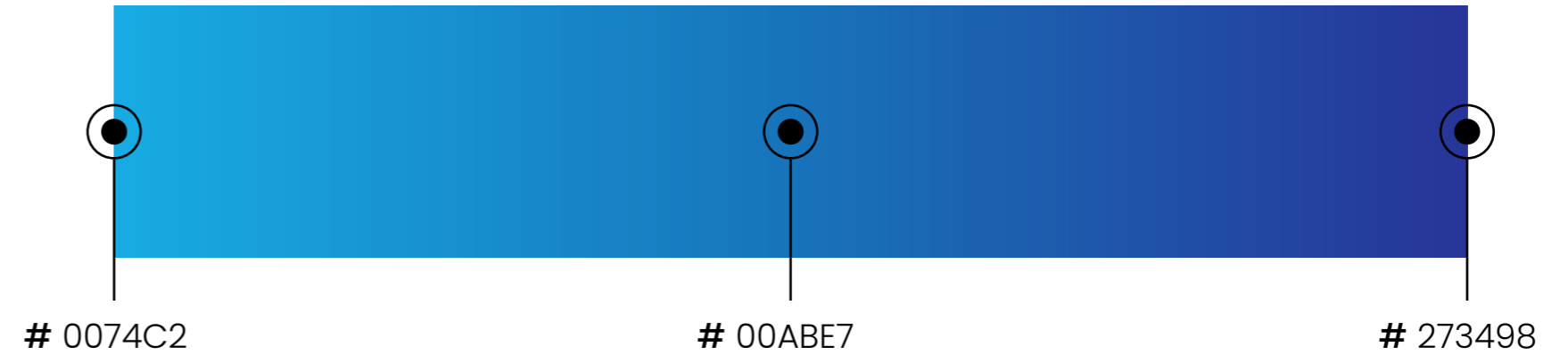
The primary gradient is the only gradient color can be used in the logo.

The secondary gradients are used in buttons, icons, and other supporting elements.

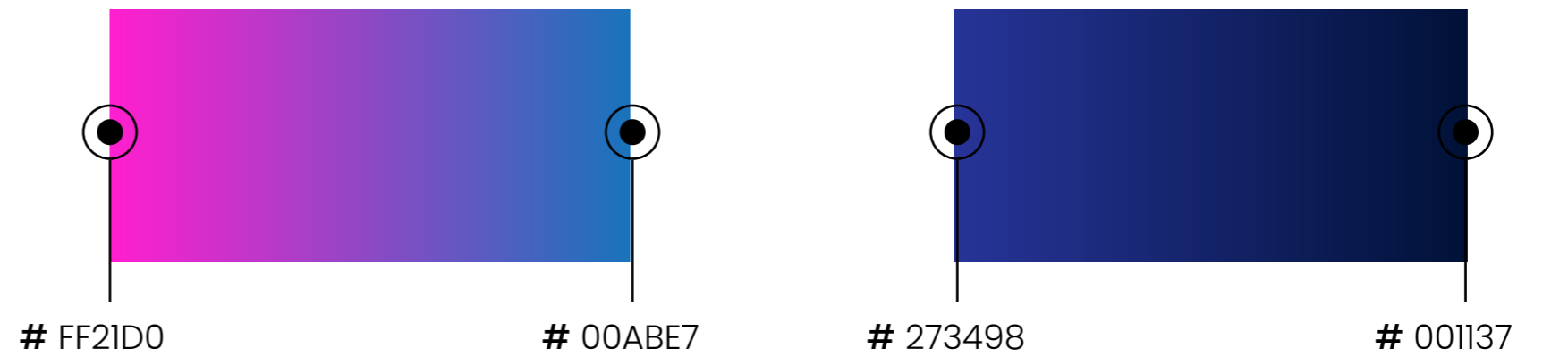
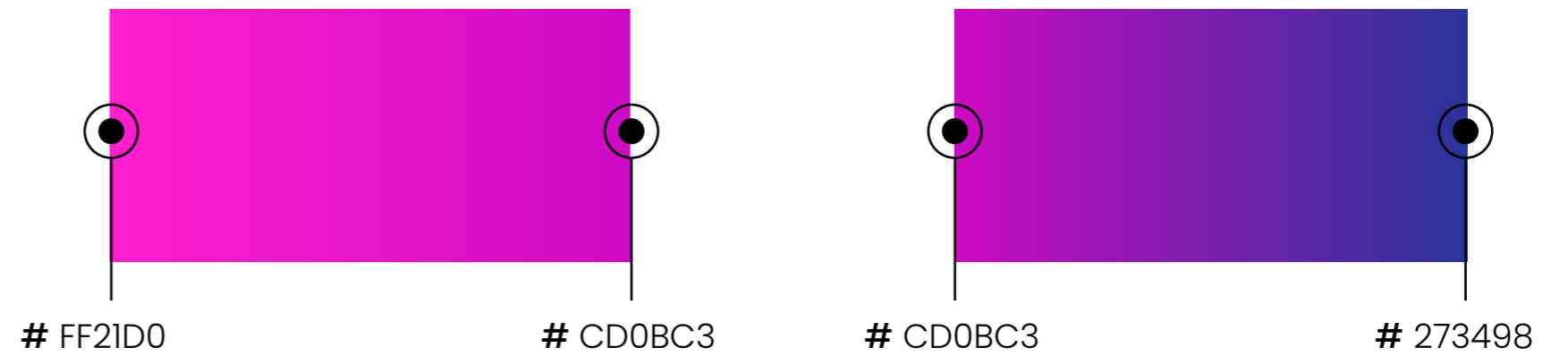
3.5 Color - Gradient

3.5 Color - Gradient

Primary gradient



Secondary gradient



For logotype, subtitle and heading materials, eCash's primary font Montserrat should be used. For the logotype please set the tracking to 50.

3.6 Typography - English

3.6 Typography - English

Montserrat Bold - Logo type

**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
1234567890_ *@?!/+ (,;.:)”**

Montserrat Medium

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
1234567890_ *@?!/+ (,;.:)”

Montserrat Regular

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
1234567890_ *@?!/+ (,;.:)”

Montserrat Light

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
1234567890_ *@?!/+ (,;.:)”

For paragraph and other text elements, eCash's secondary font Poppins should be used.

3.6 Typography - English

3.6 Typography - English

Poppins Bold

**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
1234567890 _ * @?!/+ (,;:)"**

Poppins Medium

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
1234567890 _ * @?!/+ (,;:)"

Poppins Regular

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
1234567890 _ * @?!/+ (,;:)"

Poppins Light

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
1234567890 _ * @?!/+ (,;:)"

For Traditional Chinese content, eCash's Chinese font Noto Sans TC should be used.

3.6 Typography - Chinese TC

3.6 Typography - Chinese TC

Noto Sans TC Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
一 二 三 四 五 六 七 八 九 十 百 千 萬 上 中 下 左 右 大 小 春 夏 秋 冬 東 南 西 北 金 木 水 火
土 天 地 日 月 星 黑 白 紅 橙 黃 綠 藍 靛 紫 食 住 衣 行 育 樂 忠 孝 仁 愛 信 義 和 平 子 曰 父
母 兄 弟 夫 婦 君 臣 馬 牛 羊 雞 犬 豕 喜 怒 哀 懼 惡 目 耳 口 手 足 見 聞 聲 貝 車 雨 赤 青 言
語 魚 鳥 羽 電 不 乃 之 乎 人 以 何 俱 倫 儀 先 光 入 具 初 則 匏 協 去 友 同 名 善 器 嚴 執 孟
孫 學 宜 容 專 少 山 師 席 常 幼 序 從 性 恩 恭 情 愴 應 成 所 才 揚 擇 教 敬 數 文 斷 方 於 族
昔 時 智 曾 有 朋 本 杼 某 梨 機 次 欲 此 歲 溫 為 燕 玄 玉 琢 畜 當 相 知 石 祖 禮 稷 稻 穀 窮
竇 竹 梁 紊 絲 綱 習 老 者 而 能 自 至 與 苟 菽 處 融 親 調 識 讓 貴 身 近 運 過 道 遠 遷 鄰
長 非 革 音 順 飼 養 首 香 高 麥 黍 齡 思 源 谷 歌 1234567890? " ! " (%) [#] { @ } / & \ < -
+ ÷ × = > ® © \$ € £ ¥ ¢ : ; , . *

Noto Sans TC Regular

Noto Sans TC Light

Paragraph Use

Noto Sans TC Medium

Noto Sans TC Bold

Heading and Title Use

Noto Sans TC Thin

Noto Sans TC Black

Design Use

For Simplified Chinese content, eCash's Chinese font Noto Sans SC should be used.

3.6 Typography - Chinese SC

3.6 Typography - Chinese SC

Noto Sans SC Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
一 二 三 四 五 六 七 八 九 十 百 千 万 上 中 下 左 右 大 小 春 夏 秋 冬 东 南 西 北 金 木 水 火
土 天 地 日 月 星 黑 白 红 橙 黄 绿 蓝 靛 紫 食 住 衣 行 育 乐 忠 孝 仁 爱 信 义 和 平 子 曰 父
母 兄 弟 夫 妇 君 臣 马 牛 羊 鸡 犬 豕 喜 怒 哀 惧 恶 目 耳 口 手 足 见 闻 声 贝 车 雨 赤 青 言
语 鱼 鸟 羽 电 不 乃 之 乎 人 以 何 俱 伦 仪 先 光 入 具 初 则 匏 协 去 友 同 名 善 器 严 执 孟
孙 学 宜 容 专 少 山 师 席 常 幼 序 从 性 恩 恭 情 愔 应 成 所 才 扬 择 教 敬 数 文 断 方 于 族
昔 时 智 曾 有 朋 本 杼 某 梨 机 次 欲 此 岁 温 为 燕 玄 玉 琢 畜 当 相 知 石 祖 礼 稷 稻 谷 穷
窳 竹 梁 紊 丝 纲 习 老 者 而 能 自 至 与 苟 菽 处 融 亲 调 识 让 贵 身 近 运 过 道 远 迁 邻
长 非 革 音 顺 饲 养 首 香 高 麦 黍 龄 思 源 谷 歌 1 2 3 4 5 6 7 8 9 0 ? “ ! ” (%) [#] { @ } / & \ < -
+ ÷ × = > ® © \$ € £ ¥ ¢ ; , . *

Noto Sans SC Regular

Noto Sans SC Light

Paragraph Use

Noto Sans SC Medium

Noto Sans SC Bold

Heading and Title Use

Noto Sans SC Thin

Noto Sans SC Black

Design Use

For Korean content, eCash's Korean font Noto Sans KR should be used.

3.6 Typography - Korean

3.6 Typography - Korean

Noto Sans KR Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
가개가거게겨고괴괘교구귀궤규그긱기나내냐너네녀노뇌뵤뇨누늬눠뉴느늬니
다대다더데더도되돼도두뒤뉘류드디디라래랴러레려로뢰료루뤼류르리리
마매마머메며모뵤뵤묘무뉘뉘뉘므미미바배바버베벼보뵤뵤뵤부뷔뵤뵤브브비
사새샤서세셔소쇠쇄쇼수쉬췌슈브브비아애야어에여오외왜요우위웨유으의이
자재자저제저조죄좨쵸주쥐췌췌즈지차채차처체쳐초최쇄쵸추취췌췌츄츄츄치
카캐카커케켜코괴괘교쿠궤궤큐크크키태태타터테터토태뵤투튀뵤뵤트티티
파패파퍼페펴포퓌뵤표푸퓌뵤뵤프프피하해하허헤혀호회화효후휘뵤뵤히히
1234567890‘?’“!”(%)[#]{@}/&\<-+÷×=>®©\$€£¥¢:;,.*

Noto Sans KR Regular

Noto Sans KR Medium

Noto Sans KR Thin

Noto Sans KR Light

Noto Sans KR Bold

Noto Sans KR Black

Paragraph Use

Heading and Title Use

Design Use



If you have a need that has not been covered in this guide, please contact Marketing and Communications at contact@e.cash.