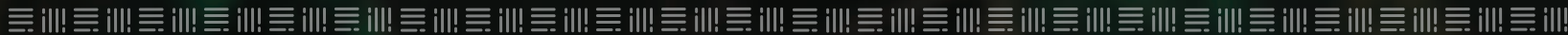




APRAEMIO | BRAND KIT



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01

LOGO

Apraemio logo is simple but easily recognizable anywhere. It should be always visible and preferably together with its iconic mark.

APRAEMIO



02 SAFE MARGINS

When using Apraemio's logo in any sort of material, take in consideration the safe margins, both for printing and digital.

In print : X: 1.3 cm



Online : X: 48px

03 LOGO USAGE

Apraemio logo can be used in a large variety of ways. See the following table to better understand each scenario.

dark

APRAEMIO 

light

APRAEMIO 

on colored bg

APRAEMIO 

on gradient

APRAEMIO 

inverted

APRAEMIO 

regular

APRAEMIO 

ΛPRAEMIO 

regular



logo mark

SINGLE COLOR GREEN



SINGLE COLOR BLACK



SINGLE COLOR WHITE



04 RULES

These rules have to be followed strictly, to assure the harmony of the brand and it's usage throughout any kind of material (online and offline).

wrong background

APRAEMIO 

stretched

APRAEMIO 

wrong spacing

AP R A E M I O 

missing key elements

APRAEMIO 

vertical


APRAEMIO

wrong rotation

APRAEMIO 

05 COLOURS

The palette table displays the proportions of usage of each colour related to our brand. Note that, for any of the three main colours, we can use any shade in the colour spectrum, adding or removing the percentage of black of each one.

CASTLETON GREEN

PRIMARY

HEX:
#259064

HEX:
#075434

HEX:
#048B53

HEX: #096940
RGB: # 09, 105, 64
CMYK: #39, 34, 89, 26

GOLDIE

PRIMARY

HEX:
#dca70f

HEX:
#997401

HEX:
#4d3803

HEX: #feb0f
RGB: # 254 191, 15
CMYK: # 1, 27, 99, 0

JET

PRIMARY

HEX:
#64595a

HEX:
#000000

HEX:
#blabcb

HEX: #373435
RGB: # 55, 52, 53
CMYK: # 68, 64, 61, 57

PLATINUM

Tertiary

HEX:
#e4e5e5

LOTION

Tertiary

HEX:
#fafaf9

06 TYPOGRAPHY

The typography that accompanies Apraemio is clean and simple. The rules for headers and body have to be followed strictly in order to maintain brand's consistency. See here how to use it also in lighter themes.

Poppins

Aa

Primary

Headline 1

Poppins Semi-Bold - 96px - Non-Caps

HEADLINE 2

Poppins Semi - Bold - 60px - ALL-Caps

Headline 3

Poppins - 34px - Regular

Headline 4

Poppins - 24px - Light

Headline 5

Poppins - 20px - Light

SUBTITLE

Poppins - 16px - Rg

BUTTON

Poppins Regular - 20px

Caption

Poppins- 20px Rg

Overline

Poppins- 14px Regular

Body 1

Poppins - 16px

Highlights Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim [link](#), quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut

In case of light mode

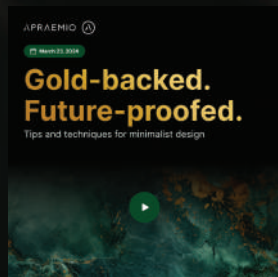
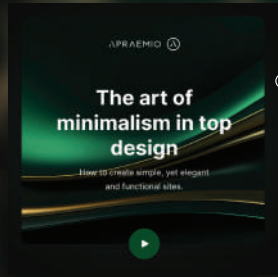
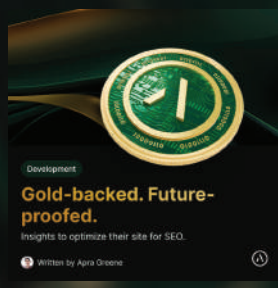
Body 1

Poppins - 16px

Highlights Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim [link](#), quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut

07 IMAGE DIRECTION

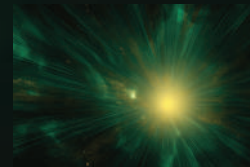
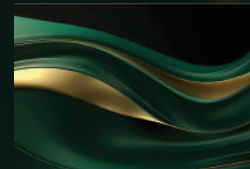
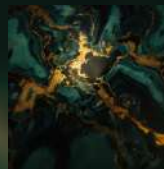
When creating campaigns, posts, advertisements, and even animations using Apraemio's branding, take in consideration the recommended imagery. Using marble patterns and resemblance of gold is also highly suggested, since the brand is backed by our gold mine in Mali. These are not mandatory, although-people can be used, objects or outdoors shots.



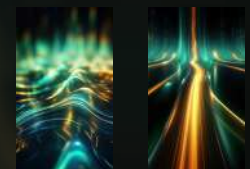
Lighter images also work, but they should have some tint of colour or gradient, preferably aligned to some spectrum of the palette.



Rendered or abstract images mixing 3D and 2D textures or objects. Prioritizing Gold or resemblance of gold, but always conversating to the palette. Adding a little bit of golden texture and mixing tech or futuristic -featured elements can add quite a lot to the luxurious look and feel we are looking for. Use the colours and contrast in a smart way.



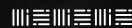
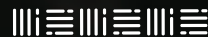
Rendered objects ad relevance to our look, keeping in mind the minimalist, luxurious and futuristic style of our brand.



08 PATTERNS

When creating campaigns, posts, advertisements, and even animations using Apraemio's pattern can serve as an essential design element, which can be manipulated in many ways, but keeping in mind the main body and it's repeating point.

The pattern represents bars of gold and it's flow through the blockchain.



Apraemio's brand book is a collection of guidelines that should be followed and respected when creating, using or manipulating any material, online or offline, that involves Apraemio's name, elements, website or any other asset.

If you need to use Apraemio's branding elements for anything and feel the need of breaking any rules presented in this book, **please contact any of the brand-responsible people via any channel before doing so.**

APRAEMIO 

