

**xcoin**

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VISUAL IDENTITY GUIDELINES

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## 01

**Logo design**  
Full color

The logo mark is based on the symbol of weight used by the money changers in the Edo period for signs. The red circle surrounding the weight represents a global company originating in Japan.



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# 02

## Logo design Monochrome

Use monochrome logo for media that is expressed in shades of one color, such as single color printing.

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## 03

## Color scheme

The main color is the two-color expression that displays the logo mark as “red” and the logo type as “black”.

For full color logos, “the weight” should always be white. For monochrome logos, “the weight” is transparent.

However, when the specified background color is “Red”, it will be handled in the same way as a monochrome logo with a black background, and “the weight” will be transparent.

■ Full color / Background: White



■ Full color / Background: Black



■ Full color / Background: Red



■ Monochrome / Background: White or light color



■ Monochrome / Background: Black or dark color

**Red**

[ CMYK ] M100% Y100% K10%

[ 特色 ] DIC-197

[ RGB ] R215 G0 B15

[ HTML ] #D7000F

**Black**

[ CMYK ] K100%

[ 特色 ] DIC-582

[ RGB ] R0 G0 B0

[ HTML ] #000000

## 04

## Background color standard

Use a black full color logo on a lighter background than 40% gray. Use a white full color logo on a darker background than 50% gray.

If the full color logo is difficult to see due to the background color, use the monochrome logo instead.

“The weight” of the monochrome logo is transparent.

	Full color	Monochrome
White (0%~10%)		
Light background color (20%~40%)		
Medium lightness background color (50%~60%)		
Black, dark background (70%~100%)		

## 05

Isolation and  
minimum size

[アイソレーション]

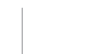
In order to avoid interference with the logo, provide a certain isolation (protection area) around the area, and do not display other design elements or characters in this area.

Shown to the right is the minimum isolation that should be ensured, but consider making as much space as possible. Also, please refrain from using a smaller size than the minimum size.



[ミニマムサイズ]

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12mm

## 06

## Misuse

In order to unify the brand image, avoid misuse by referring to prohibited examples.

■ Do not deform italics, flat bodies, etc.



■ Do not change logotype font



■ Do not add special effects



■ Do not change to a color other than specified



■ Do not rotate



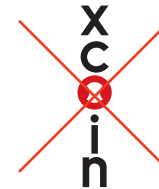
■ Do not change character spacing



■ Do not change the ratio



■ Do not set vertically



■ Do not add elements



■ Do not display on a different background color from the guideline



■ Do not display on the background which make difficult to recognize



■ Do not display "the weight" in black when it's full color logo

