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This document has been provided to ensure total consistency in brand aesthetic for Cudos. Please follow the guidelines provided for any visual work and contact Marketing department for any queries regarding usage.

Our Mission

Empower people and organisations to earn and save through cheaper, accessible, and sustainable computing by utilising spare capacity.

Our Vision

A decentralised, sustainable, and connected world where no computing is wasted.
Our Token

This token should not be changed or updated without out sign off from the CMO at Cudo Ventures. The shape, icon and colour scheme should always be indentical to the token shown below. Keeping the Cudos token consistant will help the token gain awareness and stop the brand becoming “messy”.

Outer Ring Hexcode #1B2031

Inner Ring Hexcode #0B1426

Cudos icon Gradient Hexcodes #4C80E9 & 91D2F5
In this brand guideline document, when we refer to the name main logo, we are describing the collection of brand assets seen here. Example of logo with light background.

A set of our logos can be found at www.cudos.org/brand-assets
In this brand guideline document, when we refer to the name main logo, we are describing the collection of brand assets seen here. Example of logo with dark background.

A set of our logos can be found at [www.cudos.org/brand-assets](http://www.cudos.org/brand-assets)
When full colour usage of the logo is unavailable or impractical, it will be appropriate to use a simplified, one-colour version of the logo.

The version shown here allows for a degree of flexibility of use: choice will largely be determined by the method of printing reproduction used.
Examples of what to avoid

Please do not use the full logo in anything less than 100% opacity.

Please do not stretch or distort the logo. The logo must be scaled in the aspect ratio provided.

Please do not use the text logo on anything other than a light background, unless its white text.

Please do not add effects, including drop shadow, bevel or glow.

Please do not crop the logo.
Exclusion Zone & Minimum Size

Make sure that text or other design element do not get too close to the logo. Use the recommended space provided in this document.

To ensure legibility of the logo, it should never be reduced beyond the minimum size stated here.
When creating a Cudos social media platform please use the following profile image and cover photo, dimensions change depending on the platform.
Open Sans SemiBold is the Primary font to be used both in print and on screen where text can be used as an image.

**Primary font**

Open Sans SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Open Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Open Sans Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
Our Fonts

For secondary messaging the font Lato Regular should be used.

Please use bold for headings.

Secondary font
Lato Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
Lato Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
Lato Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
Our Fonts

Audiowide is our accent font, we use it sparingly to gain effect and promote something special.

Audiowide can be used for promos, campaigns and titles.

Wallpoet can be used for numbers for example when we have a countdown timer or “Days left” asset.

Accent fonts

Audiowide
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Wallpoet
0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
Our colour palette is determined by the colours found within your logo.

As a broad guideline, the colour palette should always be used.

**Our Colours**

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Our gradients offer more depth within our creative assets and gives the brand more flexibility.
Iconography

Selection of our most recent icons which we have used on Cudos.org. The icons are isometric and opacities of 100%, 50% and 10%.
A collection of “Abstract Imagery” has been created and used to tie in the brands subjects together, especially on blog posts and social media.

The abstract imagery is usually included.
Introduction

‘The world of Blockchain and Cryptocurrency can be a confusing and intimidating roller coaster ride, filled with technical jargon that would make anyone’s head melt. CudosCast episodes will simplify this jargon-packed world for you, and help you understand technical concepts and their applications using real world examples. If you want to know more about blockchain technology, cryptocoin, mining, digital wallets, digital tokens, hash, forks, ICO (initial coin offerings) amongst so many others, check out our episodes!’
Our Ambassador program

AMBASSADOR PROGRAM

SOCIAL RANGER
SECURITY RANGER
OMNI RANGER
DEVELOPER RANGER
CREATIVE RANGER
Ambassador colours

SOCIAL RANGER
#EA7878

SECURITY RANGER
#C62C6B

DEVELOPER RANGER
#8E5CDE

CREATIVE RANGER
#F8F598
Our Merch

Here are some examples of our recent merch drop that we have had created for events, staff and ambassadors to help build up the brands visibility.
Thank you for protecting our brand