Firo Brand Guidelines

2020

Logo Guidelines

Logo Presentation

Full Logo

Symbol

Usage on Background

White Background

Gray Background


Dark Background

Colored Background

Logo Guidelines

Clear Space

It is important to keep the logo clear of any other graphic elements. To regulate this, clear space around the logo is established to ensure the logo visibility and impact. This zone indicates the closest any other graphic element or message can be positioned in relation to the logo.

To work out the clear space (x), take the height of the logo and divide it in half.
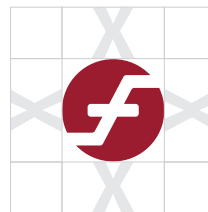
Minimum Logo Sizes & Social Media Icons

Minimum Size

Whenever you use the logo, it should be used with a minimum height of 16 px. The clear space is additional to the logo height to ensure its visibility.
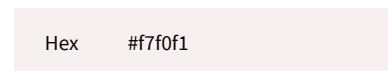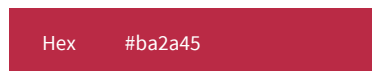
Full Logo   Symbol

Social Media

These are the recommended versions for each social media profile picture. It's important to keep consistency in all networks.
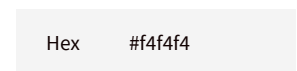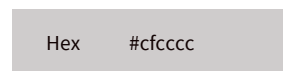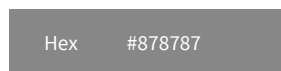
Color Palette

Primary Color

Burgundy
Hex   #9b1c2e
RGB   155 28 46
CMYK   26 100 82 22

Hex   #7c1624

Hex   #ba2a45

Hex   #f7f0f1

Secondary Colors

Black
Hex   #110202
RGB   17 2 2
CMYK   68 70 66 86

White
Hex   #FFFFFF
RGB   255 255 255
CMYK   0 0 0 0

Hex   #3d3939

Hex   #878787

Hex   #cfcccc

Hex   #f4f4f4
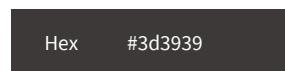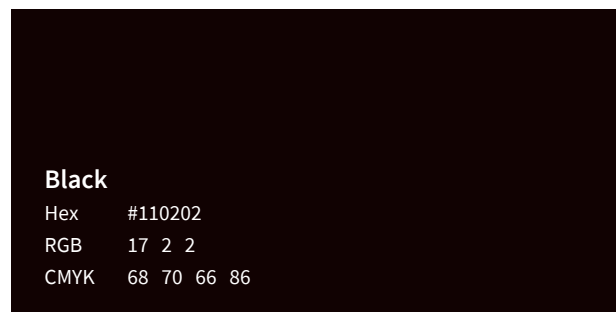
Typography

Used Fonts

Source Sans Pro Regular

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Source Sans Pro Bold

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Saira Semi Condensed Bold

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Saira Semi Condensed Light

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Hierarchy

Zcoin v14.0.3 and Zcoin Client 1.1.1 Release

Overview

Zcoin Core Changelog

This version is primarily a maintenance and bug fix release but is highly recommended especially for Znodes as there are times a low 'maxconnections' can result in PoSe bans.

H1
Saira Semi Condensed
Bold, 40

H2
Saira Semi Condensed
Light, 24

H3
Source Sans Pro
Bold, 18

Body
Source Sans Pro
Regular, 16