



Crown Sterling Branding Guidelines

CREATED BY

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Branding guidelines for Crown Sterling

The Overview

This guide serves as a guide for the branding of Crown Sterling, showing the logo and its usage as well as the brand colors, typography, icons and imagery.

“Design is the silent ambassador of your brand.”
– Paul Rand

All staff working on Crown Sterling brand or assets should be familiar with this guide and follow it for brand consistency.

01 |

Table of Contents

Contents

1	Crown Sterling Branding Guidelines	21	Iconography
3	Table of Contents	25	Color Guide
5	Logotype	28	Graphic Elements
13	Misuse	31	Website
16	Typography	34	Photography
		36	Thank you

02.

Logotype



CROWN STERLING

Primary Logo

The Crown Sterling logo features the heraldic lion from the Strathspey Crown shield, rendered in a polygonal line style. Above the shield is a crown. The logotype uses a modern sans serif face (Arquitectura) with a modified W.



CROWN STERLING

CSOV TOKEN LOGO



White Logo

In addition to the black version of the logo, the logo can be inverted and used in white against a dark background.



CROWN STERLING

CSOV TOKEN LOGO



Logo Color Variants

Following are the colors that the logo can be rendered in, depending on the background being used and whether color or black and white are available.



CROWN STERLING

Crown Sterling Deep Blue



CROWN STERLING

Black



CROWN STERLING

Matte Black/Dark Silver



CROWN STERLING

Crown Sterling Turquoise



CROWN STERLING

White



CROWN STERLING

Off White/Silver

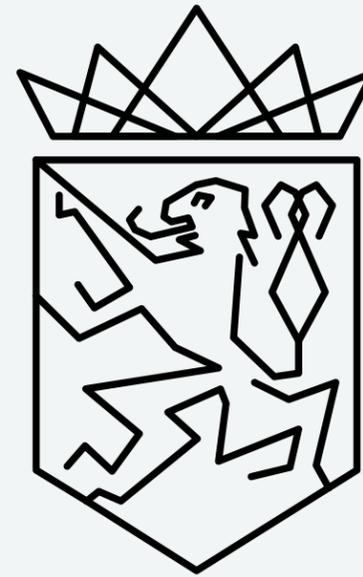
The Logo Construction

A lot of thought has gone into the relationship of all elements to each other in constructing the logo. For this reason, the logo must be used “as constructed”—the individual parts of the logo cannot be used in different configurations except for those shown in the following pages.



The Logomark

The logomark is the Crown Lion Shield. This can be used on its own and exists in the “line version” as well as a solid version for use in very small applications (icons or favicons).



Line Version



Solid Version
(for use in small applications)



Horizontal Logo

In addition to the standard, stacked version of the logo, there are two horizontal versions. These are for use where vertical space is limited, such as a website banner, footer, etc.

Both of the stacked versions can also be used in either black or white.



Stacked Horizontal version



Single line horizontal version

04.

Misuse

Misuse

Changing the logo or using it incorrectly dilutes the brand. Following are misuses of the logo to keep an eye out for.



Do not add strokes



Do not add drop shadows



Do not add gradients



Do not skew or stretch



Do not add rotate



Do not change elements



Do not change colors



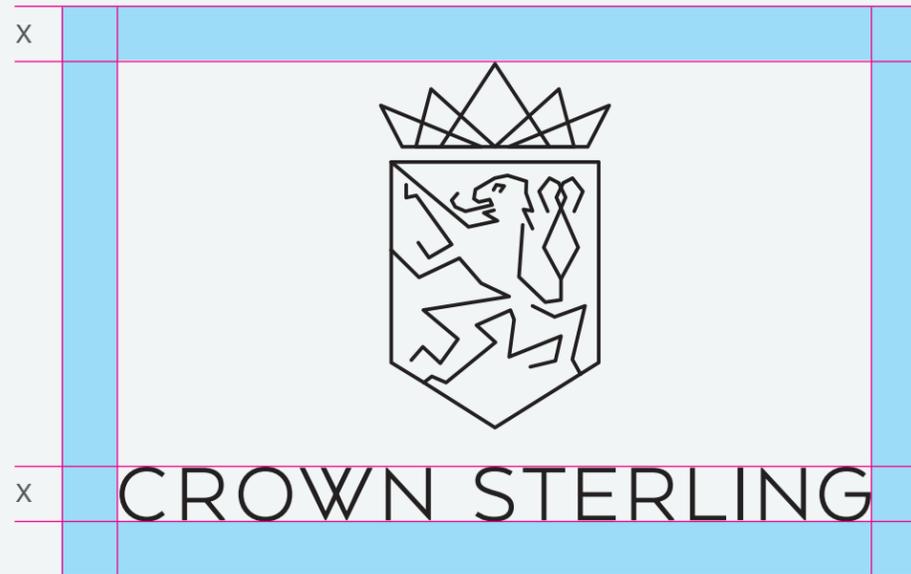
Do not add patterns



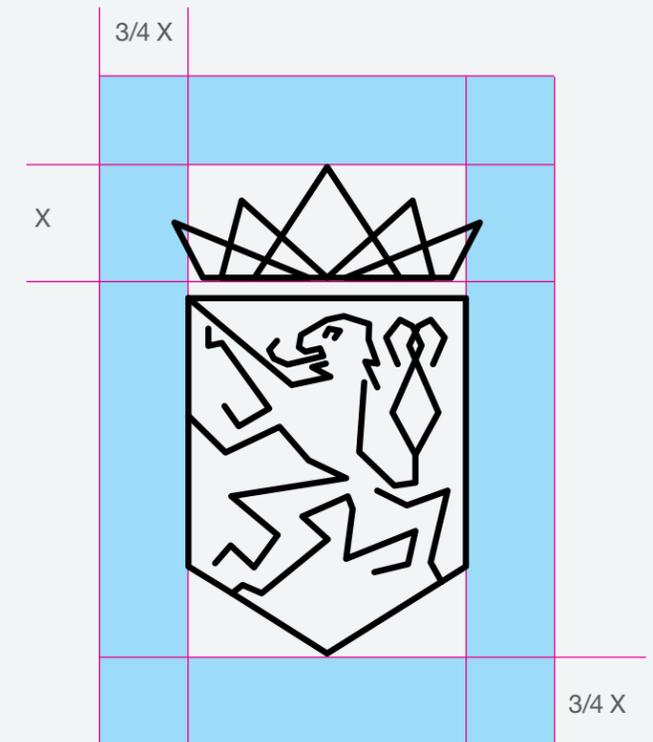
Do not contain in a shape

Safe Zone

Safe zone is the “white space” required around the logo or logomark when used in a design. This safe zone is a measurement determined by an element in the logo itself (the height of the type in the full logo and the height of the crown in the logomark) so that the space is consistent regardless of the logo size.



Full Logo: The safe zone is determined by the height of the text (x-height). This measurement is used all around the logo outer dimensions.



Logo mark: The safe zone is 3/4's of the x-height—determined by the height of the crown.

03

Typography

Typography

Headline Typeface

The font used for headlines in the Crown Sterling brand is Ropa Sans. While the upright styles pay a distant homage to the technical aesthetics of the early-20th century DIN series, the strongly humanistic italics breathe in quirky freshness and create a unique flavour.

Ropa Sans Regular

Ropa Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

abcdefghijklmnopqrstuvwxyz

1234567890!@£\$%^&*

Typography

Body Typeface

For the body, Crown Sterling uses Montserrat. Inspired by the old posters and signs in the traditional Montserrat neighborhood of Buenos Aires, the font was designed by Julieta Ulanovsky to rescue the beauty of urban typography that emerged in the first half of the twentieth century.

Montserrat Regular

Montserrat

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@£\$%^&*

Typography

Heading Variants

Ropa Sans regular is the primary weight of the font used, however, the light and bold versions can also be used in creating typographic hierarchy or as design elements.

Ropa Sans Pro ExtraLight

Ropa Sans ExtraLight

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*

Ropa Sans Pro Regular

Ropa Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*

Ropa Sans Pro Bold

Ropa Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*

Typography

Body font variants

Montserrat comes in a large array of weights. For the brand, the ExtraBold serves as “Bold”, Regular serves as “Roman” and ExtraLight serves as “Light.” The variants can be used for creating visual hierarchy.

Bold

ExtraBold

Roman

Regular

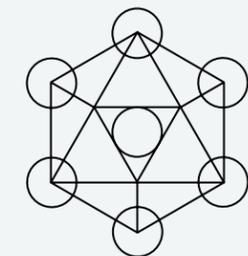
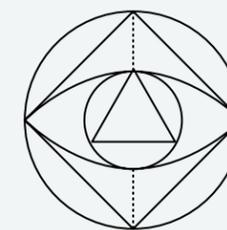
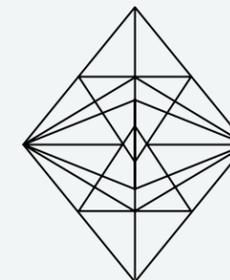
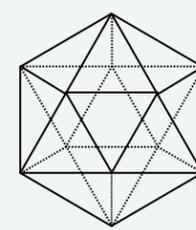
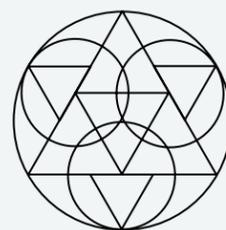
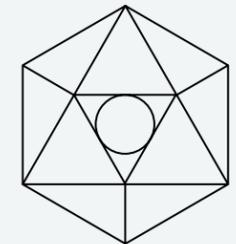
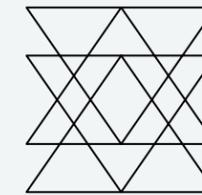
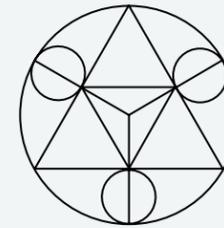
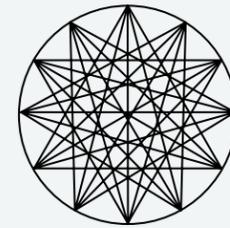
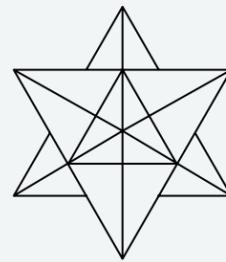
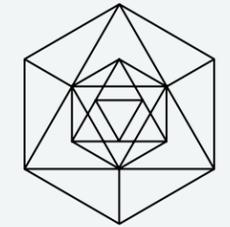
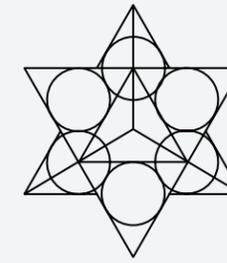
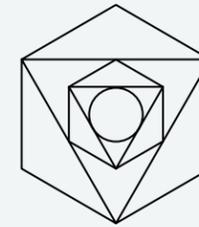
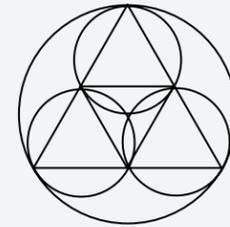
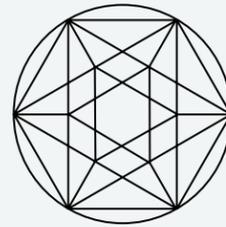
Light

ExtraLight

05 , Iconography

Graphic Icons

The Crown Sterling brand has two types of icons—graphic and illustrative. The graphic icons are geometric patterns/designs that can be used in association with abstract concepts, products or bullet points. They are for visual interest and getting attention and do not confer or illustrate specific significance.



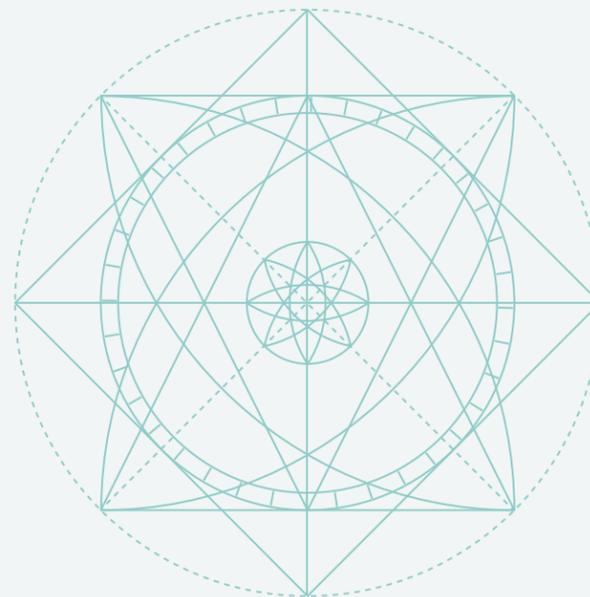
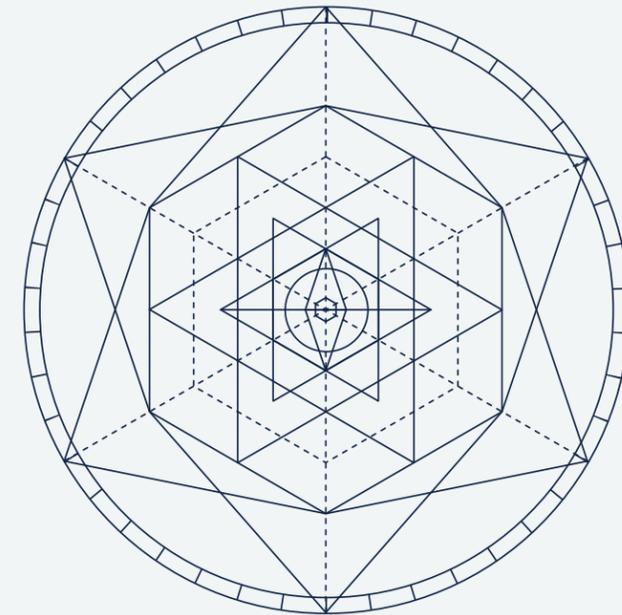
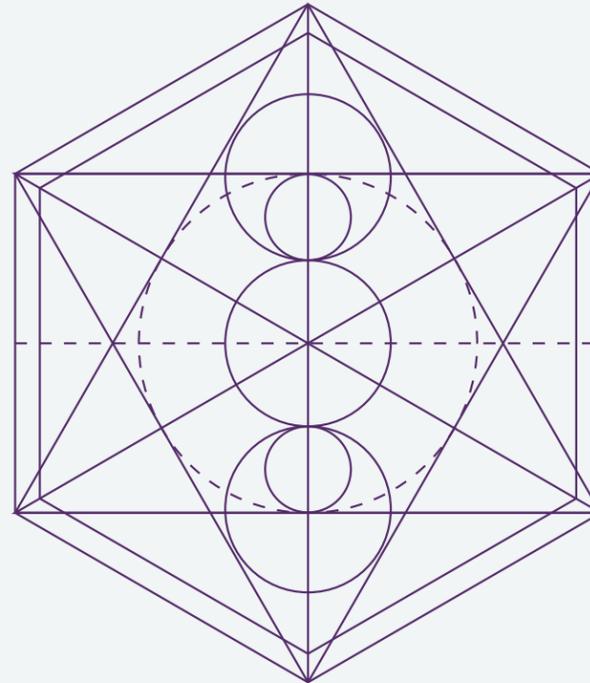
Illustrative Icons

The second type of icon is illustrative. These follow the same thin-line style of the geometric/graphic icons, but illustrate the benefit/subject/topic of the text. These can be displayed on their own or against a colored background circle, as shown here.



Geometric Diagrams

In addition to the small geometric line icons, there are larger geometric pattern diagrams used as a design element—in backgrounds and to identify different sections.



06 |

Color Guide

Primary Colors

These are the primary colors for the Crown Sterling brand. Promotional materials, digital assets and social assets should all use these colors.

Primary

Deep Blue

RGB 19/38/75
HEX #13264b
CMYK 100/85/35/30
PMS 288C

Magenta

RGB 226/49/132
HEX #e23184
CMYK 00/85/05/00
PMS 213C

Turquoise

RGB 137/205/199
HEX #89CDC7
CMYK 40/00/20/00
PMS 325C

Purple

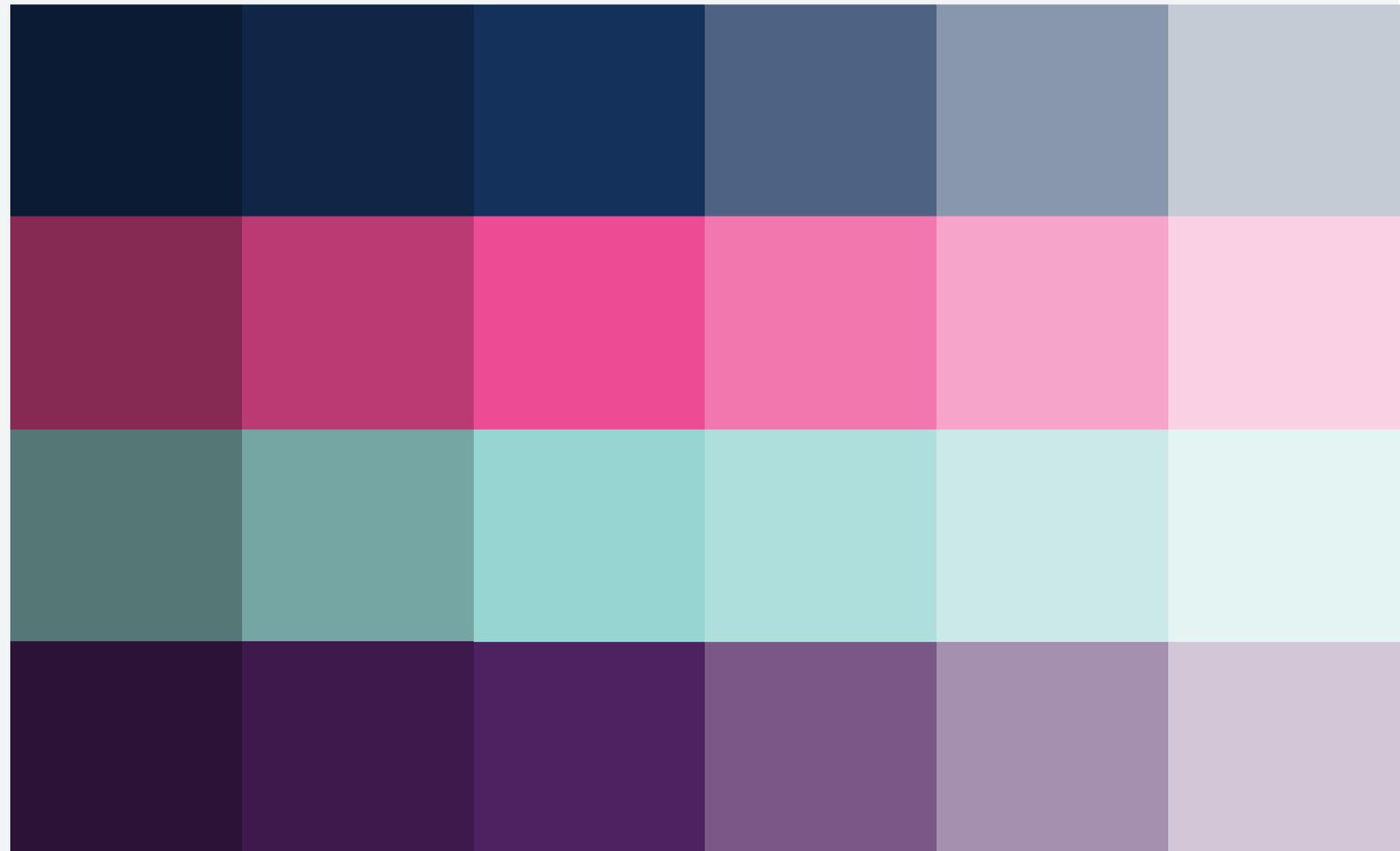
RGB 59/24/50
HEX #3b1850
CMYK 80/100/30/20
PMS 2607

Silver

RGB 207/212/222
HEX #cfd4de
CMYK 05/02/00/10
PMS 649C

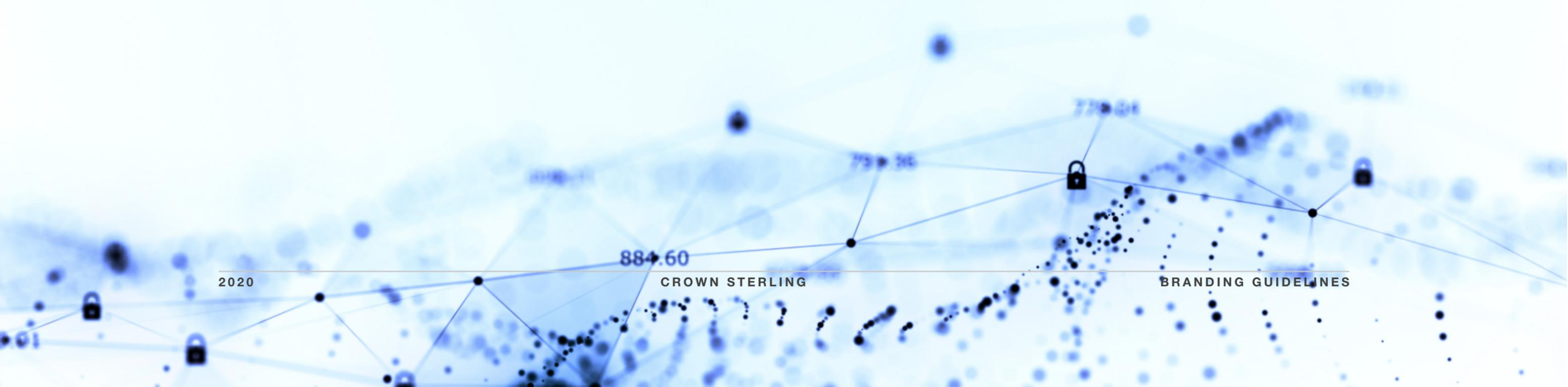
Shades & Tints

Tints and shades of the four primary colors can be used where color diversity is needed in branded designs.



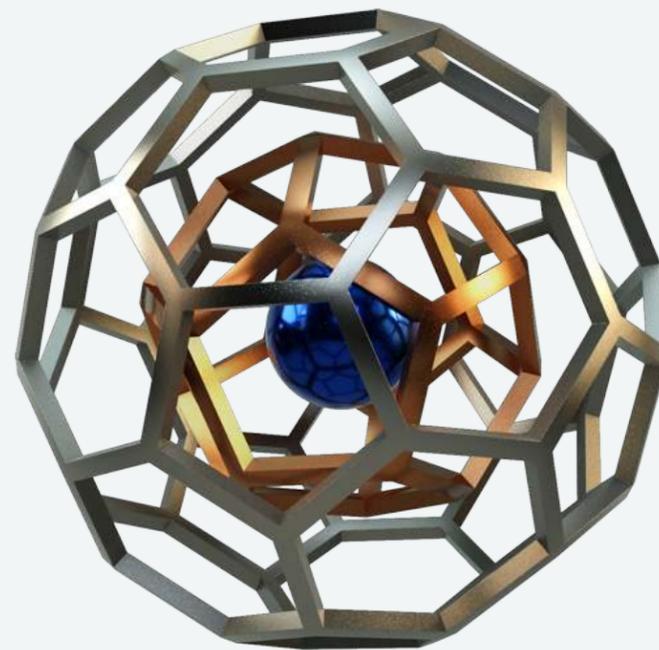
07 |

Graphic Elements



3D Elements

In order to represent abstract concepts of encryption and cryptography, the Crown Sterling brand uses 3D rendered objects.



Background Artwork

Backgrounds use a similar 3D rendered style, but with the addition of light sprites and use of shallow depth of field to give the idea of “quantum” computing.

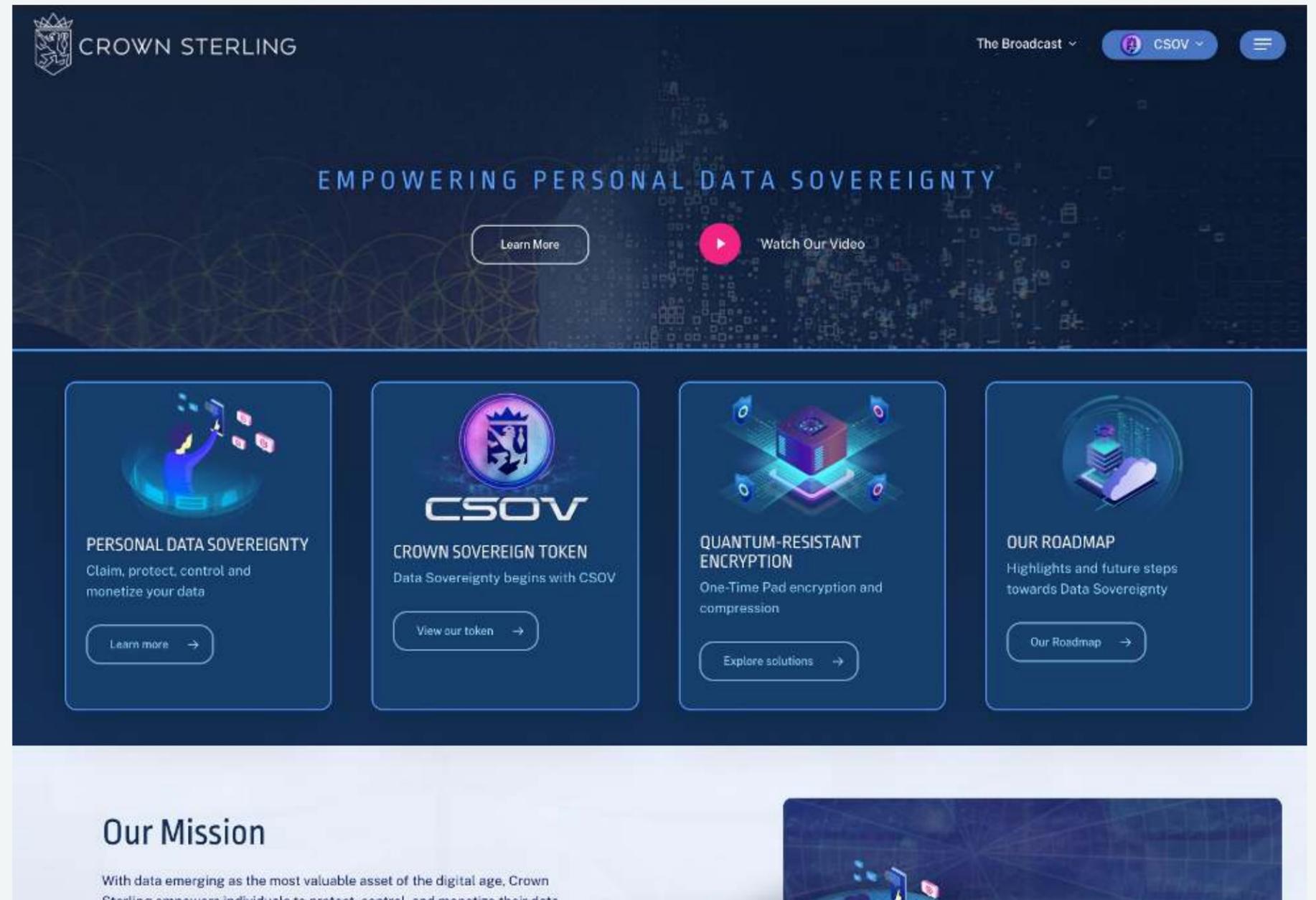


08 |

Website

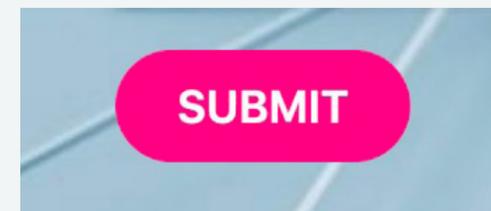
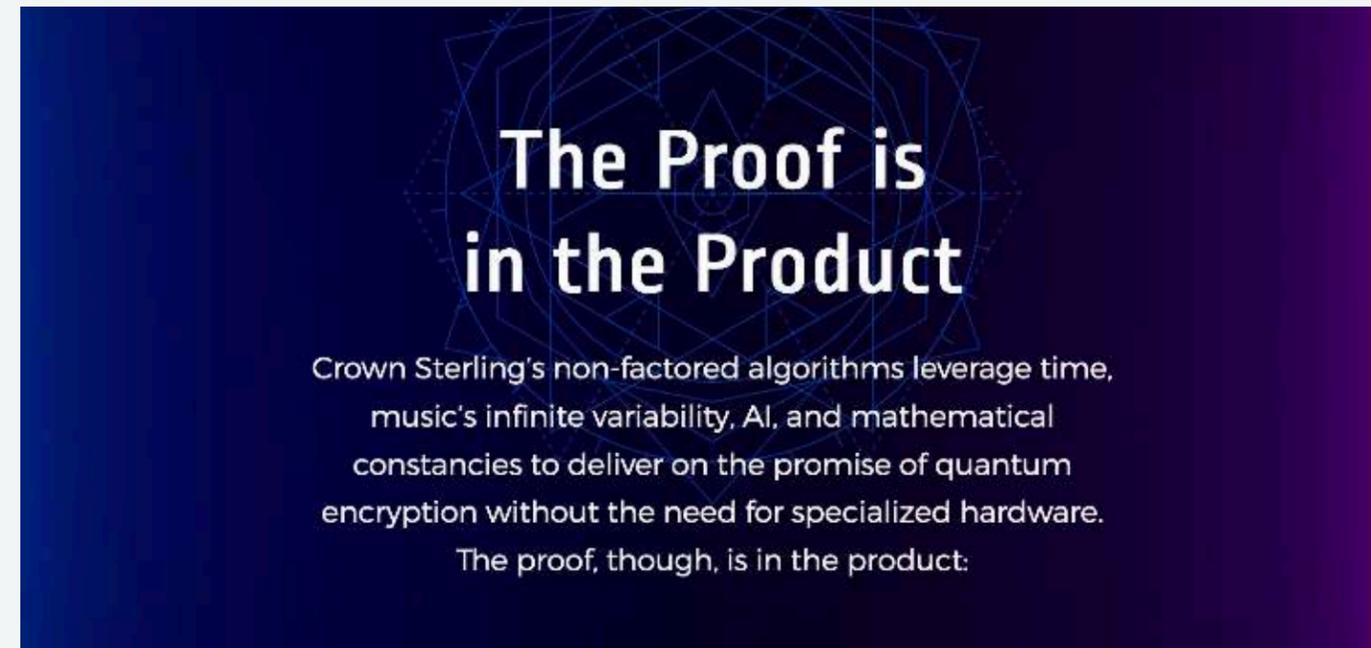
Web Page

Crown Sterling's website is our resource for all information and news about the company and ongoing efforts.



Website Elements

On this page are displayed elements of the website that show how buttons are displayed, the relationship between headlines and type and how blurbs with icons are treated.



Get in Touch

Name

Email

Message

This form is set against a light blue background with a subtle geometric pattern. It features the heading 'Get in Touch' in a bold, dark grey font. Below the heading are three input fields: two for 'Name' and 'Email' (each in a white rounded rectangle with a light blue border) and one larger 'Message' field (a white rounded rectangle with a light blue border).

09 |

Photography

Photography

The Crown Sterling website and brand primarily features abstract, 3D imagery as described in a previous section of this guide. There are photographs, however, used in the blog for feature images and for illustrative purposes. The basic guidelines for Crown Sterling photography:

1. High quality photographs with shallow depth of field.
2. Conceptual in style rather than documentary.
3. Should feature one or more of the brand colors.



VERSION 0.2

Thank you

FOR ANY ADDITIONAL QUESTIONS REGARDING THE CROWN STERLING BRANDING
OR DESIGN GUIDELINES, PLEASE CONTACT OUR MARKETING DEPARTMENT.

Brand Guide

crownsterling.io