



B E A M

DIGITAL LOGO GUIDELINES

October, 2019

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This document contains a guide for Beam identity system. Make sure to follow the rules to keep brand consistency.

The guide helps you with all elements - logo, colors, typeface, etc - in order to keep consistency in all materials.

You shall reference the document often to become an expert when it comes to using Beam identity elements.

LOGOMARK

This is the official Fields logo mark.
It can be used as a standalone in some cases, for example
favicon, emoji, telegram mask,
small sizes, etc.



Small color view

Has simplified forms and uses in extremely small space.



Small black and white view

Has simplified forms and uses in extremely small space. Could be black or white depending on the background.

Important: to mention company's name in text,
it should be written with capital first letter: "Beam".
Not "BEAM", "beam" or any other variations.

LOGOTYPE

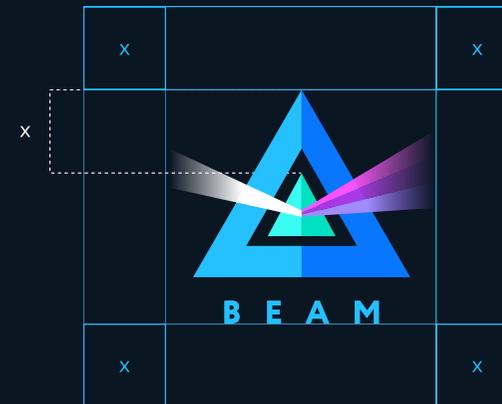
This is the primary visual form in which Beam presented to the public. In the beginning, is very important to associate the name with the mark.



LOGO CLEARSPACE

The whitespace around the brand elements is extremely important. It helps to keep things clean and professional.

Keep in mind this is the minimum - the more the better, always.



SOCIAL MEDIA

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



Instagram / Twitter



Facebook / LinkedIn



Google Drive

LOGO USAGE DON'TS



Don't change the logo's orientation



Don't apply any filters, shadow or other effects



Don't change the logo colors



Don't crop the logo in any way



Don't present the logo in "outline only" fashion



Don't place the logo on similarly colored or white backgrounds



Don't outline the logo in any color



Don't reconfigure or change the size or placement of any logo elements



Don't stretch or squeeze the logo to distort proportions

CORPORATE COLORS

These are the primary and complementary colors of the brand.
Make sure to always use these exact color codes, either for screens or prints.

				
Hex	25C1FF	0B76FF	39FFF2	00E2C2
RGB	37, 193, 255	11, 118, 255	57, 255, 242	0, 226, 194
CMYK	65, 4, 0, 0	82, 55, 0, 0	55, 0, 21, 0	63, 0, 38, 0
				
Hex	9D6EFF	FE52FF	AB37E6	FFFFFF
RGB	157, 110, 255	254, 82, 255	171, 55, 230	255, 255, 255
CMYK	60, 60, 0, 0	33, 67, 0, 0	64, 79, 0, 0	0, 0, 0, 0

TYPOGRAPHY

The complementary typeface for Beam brand identity is Proxima Nova. To represent the brand voice, make sure to use only Regular, Bold and Italic.

HEADER 1	Proxima Nova Bold, All Caps, 16 pt, #24C1FF
Header 2	Proxima Nova Bold, 14 pt, #00E2C2
Primary text	Proxima Nova Regular, 12 pt, #FFFFFF
Secondary text, notes	Proxima Nova Regular, 10 pt, #FFFFFF, 50%
<i>Dates</i>	Proxima Nova Regular Italic, 10 pt, #FFFFFF,
Links	Proxima Nova Regular, 12-10 pt, #00E2C2

CURRENCY SYMBOL AND USING OF “BEAM”



Beam



Groth

1 Beam = 10M Groth

Important: “Beam” spelling in various contexts:

- As a project name “Beam”
Example: *Beam is a best-in-class confidential cryptocurrency.*
- As a currency: “beam”, “groth” (might be plural “beams”, “groths”)
Example: *Alice sent 1 beam to Bob and she still has 100 beams left.*
- As a Currency Code: “BEAM”
Example: *Bob has 100 BEAM and 10 BTC.*

RESOURCES

All Beam brand resources are free for download and using.

[Logotype Pack](#)

[Presentation template](#)

GENERAL INFORMATION

This document is the ultimate guide to use Beam brand elements correctly. It contains the rules for each and every element in order to keep the visuals of this brand consistent.

If ever in doubt, please refer back to this document.

It's recommended to share this guide with anyone responsible to use the brand elements in any way.

CONTACTS

To learn more, visit www.beam.mw and join us on t.me/BeamPrivacy

