



CYPHERPUNK  
GUILD

## LOGO GUIDELINES

Questions? [jake@near.org](mailto:jake@near.org)

### Horizontal

This is the primary logo mark



CYPHERPUNK  
GUILD

cpg-horiz (.png/.svg/.pdf)



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cpg-horiz-rev (.png/.svg/.pdf)

### Special Use

There is a leet version of the logo created for special use. They are available in both regular and reversed.



CYPH3RPUNK  
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CYPH3RPUNK  
GUILD

[logo name]\_leet (.png/.svg/.pdf)

### Stacked

This is the secondary logo mark for use in confined spaces.



CYPHERPUNK  
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cpg-stack (.png/.svg/.pdf)



cpg-stack-rev (.png/.svg/.pdf)

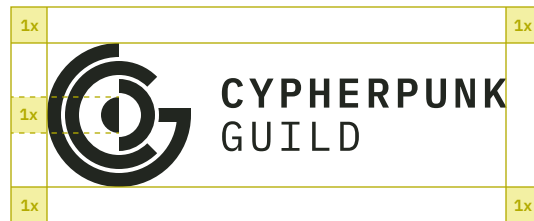
### Avatar



Avatar / avatar (.png/.svg/.pdf)

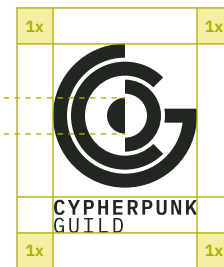
### Usage

Each logo is prepared with a proper margin.



Margin is equal to the height of the half-circle at the center.

1x



### Typography

#### IBM Plex Sans

<https://fonts.google.com/specimen/IBM+Plex+Sans>

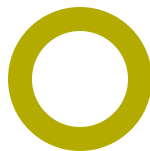
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890; '[]-=

#### IBM Plex Mono

<https://fonts.google.com/specimen/IBM+Plex+Mono>

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890; '[]-=

### Primary Colors



PANTONE

Black 3c

Cool Gray 3c

383c

HEX

#212721

#C8C9C7

#A8AD00

CMYK

74 / 52 / 71 / 90

18 / 13 / 10 / 0

19 / 0 / 100 / 18

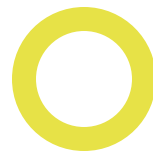
RGB

33 / 39 / 33

200 / 201 / 199

168 / 173 / 0

### Accent Colors



PANTONE

631c

380c

HEX

#3EB1C8

#DBE442

CMYK

67 / 2 / 11 / 0

13 / 0 / 83 / 0

RGB

62 / 177 / 200

219 / 228 / 66