ShapeShift

Brand Guidelines

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ShapeShift

About the ShapeShift Brand

The ShapeShift Fox has become one of the most recognizable symbols in the field of cryptocurrency trading. As such, great care must be taken to preserve the integrity of this symbol.

The Fox may commonly appear on its own (without text), but many situations will call for the full logo, including text. In these situations, either the primary or secondary logo should be used, based upon the application and available space.

Primary Brand Layout

The primary brand layout is intended to be used in the ShapeShift.io website header, with limited placement elsewhere. The primary brand layout is best suited to appear in smaller formats.

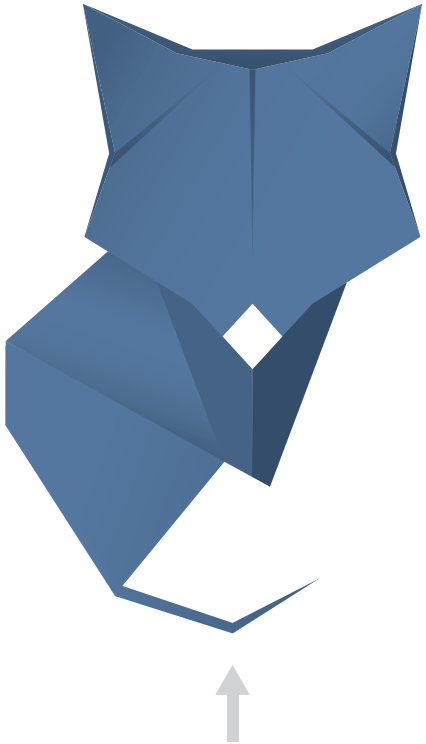
Secondary Brand Layout

The secondary brand layout accentuates the Fox symbol much more boldly than the primary layout, and should be used mainly in larger formats, in order to ensure readable text.

Logo Versions
How To Use

Tail Detail

There are two distinctly different versions of the ShapeShift Fox Logo which can be told apart from the tail detail. One version of the ShapeShift Fox with the blue tail shadow is to be used on the white background while the one with an all white tail is to be used on a dark background.



Colors

Guidelines

These colors have been specially selected for use with promotional and auxiliary materials. The Light and Dark Blue colors are pulled from the Fox mark itself.

The Background Blue color should be used when a dark background is required. The Background Blue can also be used as a font color, as it is dark enough to be readable on white.

Light Blue

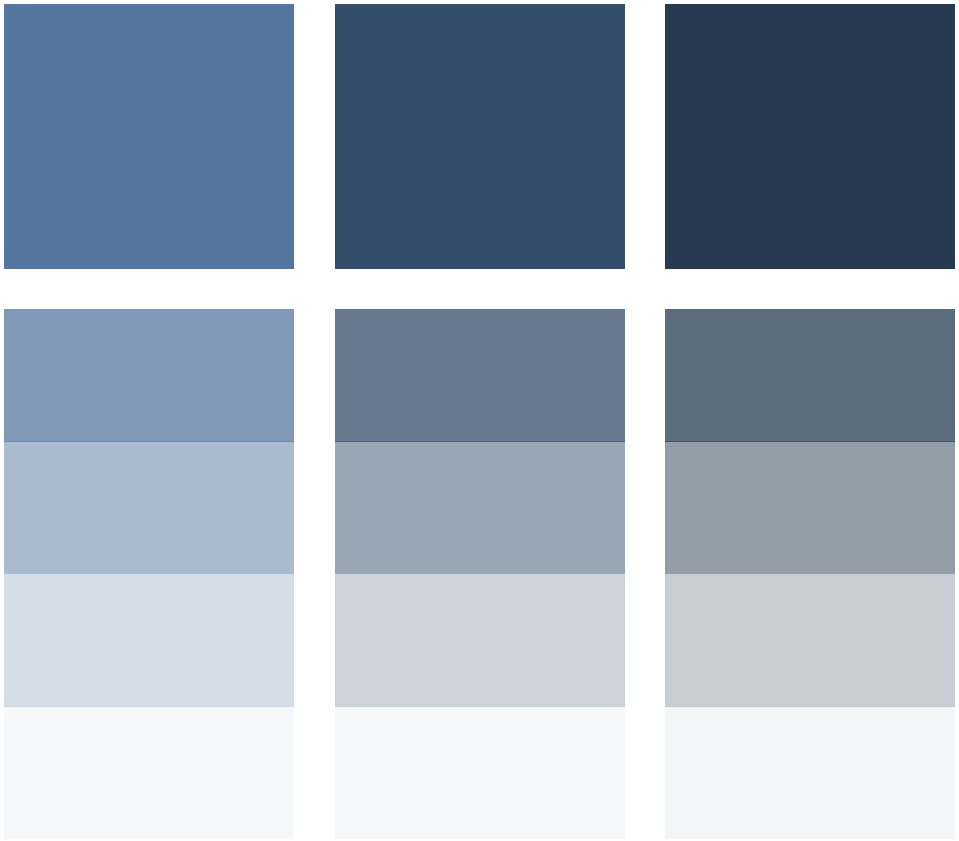
CMYK: **73, 50, 20, 2**
RGB: **84, 118, 158**
HEX: **#54769E**

Dark Blue

CMYK: **85, 68, 38, 22**
RGB: **53, 77, 106**
HEX: **#354D6A**

Background Blue

CMYK: **88, 71, 46, 38**
RGB: **39, 60, 81**
HEX: **#273C51**



Type Usages

Typography is crucial to maintaining a consistent brand message. Typography can act as the voice of a brand and be a large part of the personality.

As such, Nexa was chosen for the ShapeShift brand font because it accurately reflects the light-hearted, playful nature of the brand, while maintaining a consistent, clean style.

Please note that the dot on the 'i', as well as the terminal on the 'f' have been edited from their original versions. Take care to always use the ShapeShift logo in full where applicable. 'ShapeShift' in the brand font without the custom 'i' or 'f' should never be used with the logomark.

Type used in Logo

ShapeShift

Nexa Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Nexa Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Brand Misuses

The ShapeShift brand is the primary visual identity of the company, and its integrity should be respected in all uses.

As such, do not stretch, distort or modify the full brand, or the Fox mark, in any way.

Do not tilt or rotate the logo

Do not adjust text or modify any elements of the logo

Do not stretch the logo

Do not apply a drop shadow or other effects to the logo

Do not skew or distort the logo

Do not add items onto the fox

Do not place the logo on a color other than white or the brand dark blue

Take care to use the correct version of the logo for the background available

Take care to use the correct version of the logo for the background available

Exceptions

On rare special occasions, the Fox maybe decorated with a hat, facial adornment, or some other type of decoration. These special versions of the Fox should only be used with explicit consent from the ShapeShift design team. Never place an unapproved hat, facial adornment, or other decoration onto the Fox. If the Fox should have an additional decoration, assets will be provided with the decoration included.

Star Background

The Star Background image can be used as a background element in most situations. When using the Star Background, make sure to use the correct version of the Fox or full logo (it should be the logo that goes on a dark background, with no tail shadow element).

Thanks for Viewing!

We appreciate you following these guidelines to help maintain the ShapeShift brand consistency. If you have any questions about the brand or specific use cases, please click the “contact us” button below, or email us at:

mail@shapeshift.io

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