



Brand Style Guide

Updated at 2021.09.15

Trademark

Logo

The logo consists of a whale image and imToken in text. Do not change, distort, reconfigure and recolor the logo.

Slogan

The slogan of imToken App is:
Chinese: 数字资产 尽在掌控
English: Digital assets under your control



imToken Logo



Inverse



Inverse - Black



100% black (plain black)



40% black

imToken in Text

Lettercase

When referencing imToken in text, use a lowercase “i” and an uppercase “T” with no space between “im” and “Token”. The name must not be modified in any way.

Do

imToken

❌ Don't

imtoken

- Use a lowercase “t”.

ImToken

- Capitalize “i” even if imToken appears in a sentence.

Imtoken

- Use an uppercase “i” and a lowercase “T”.

Logo Variations

Variations

Various logo versions can be used in different situations, but do not change the ratio of the image and the text.

Do



Horizontal



Vertical

Don't

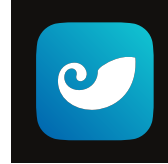


- Fill the background with unspecified colors.
- Use unspecified fonts.

imToken Logo / App icon Apply

App Icons

App icons appear in app stores and throughout the system, such as in settings and search results. Do not adjust the proportion of the image.



Square icon with rounded corners
imToken App icon



Square icon with square corners
imToken App icon

As the Profile photo of the External Media

Please use the proportions and colors shown on the right as your account picture. Do not adjust the scale or change the color at will.

Do



Don't



White gradient background



Out of proportion

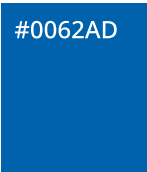
Brand Colors

Primary and Secondary Brand Colors

The primary color should be used primarily in print. The use of spot color in print should be conditional.

The primary color should be used primarily on screen too.

Primary Color - Print



PANTONE P110-8 C

C 90 PERCENT
M 62 PERCENT
Y 9 PERCENT
K 0 PERCENT

Primary Color - Screen



Secondary Color



PANTONE P121-6 C

C 73 PERCENT
M 9 PERCENT
Y 24 PERCENT
K 0 PERCENT

Font

Primary Font - Simplified Chinese

Noto Sans CJK SC

纤细	数字资产 尽在掌控
常规	数字资产 尽在掌控
中粗	数字资产 尽在掌控
粗体	数字资产 尽在掌控

Primary Font - English

Noto Sans

Noto Sans Light	Digital assets under your control
Noto Sans Regular	Digital assets under your control
Noto Sans Medium	Digital assets under your control
Noto Sans Bold	Digital assets under your control