



Linework
[lɪn-wɜrk]

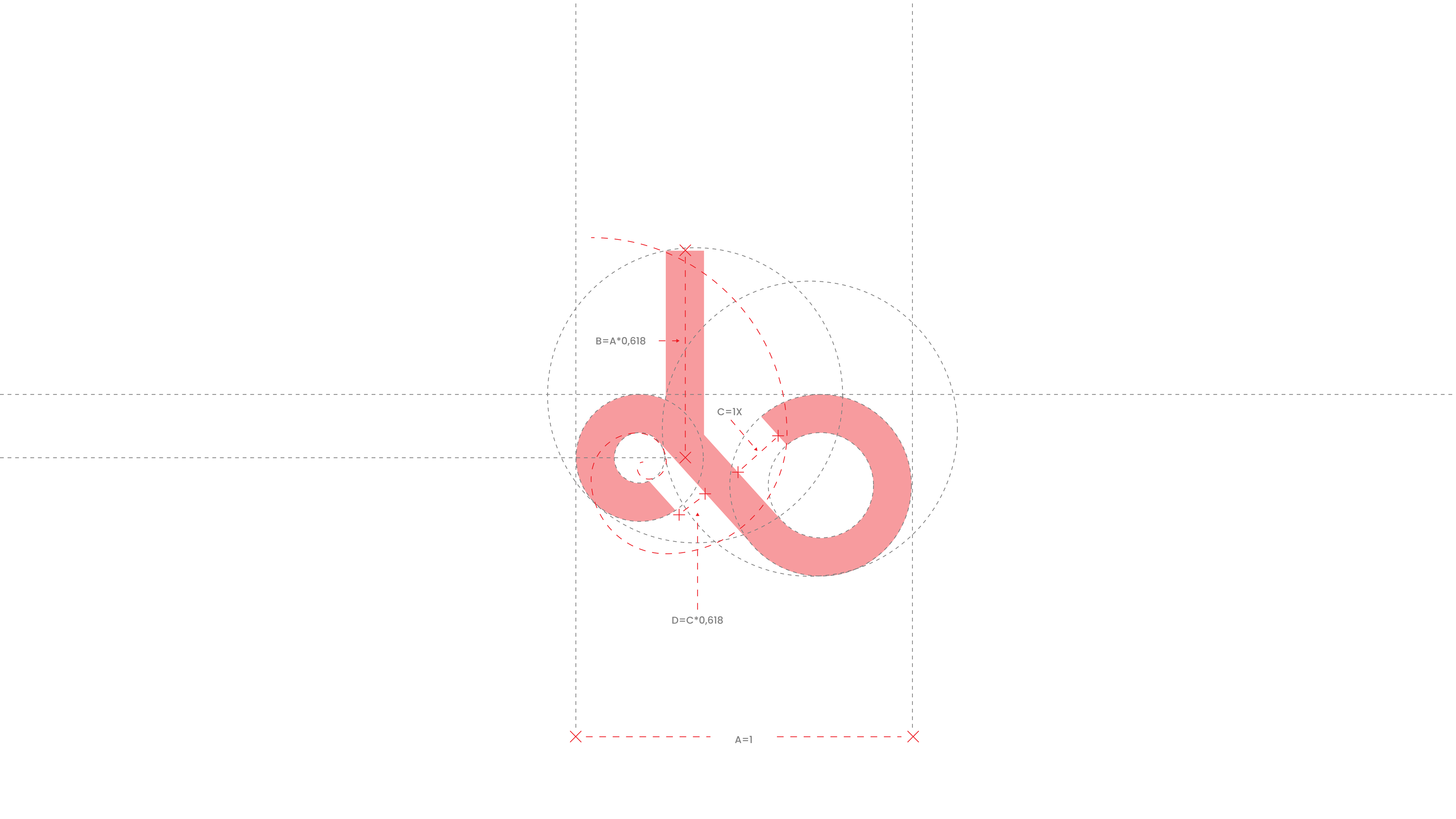
BRAND GUIDE
2025 VERSION

CONTENT

LOGO USAGE
COLORS
COLOR USAGE
FONTS
DO'S & DON'TS
GRAPHIC ELEMENTS
APPLICATIONS



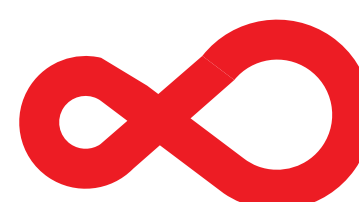
LOGO USAGE / COLORS / FONTS



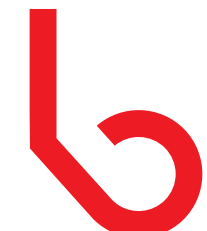


CONNECTIONS

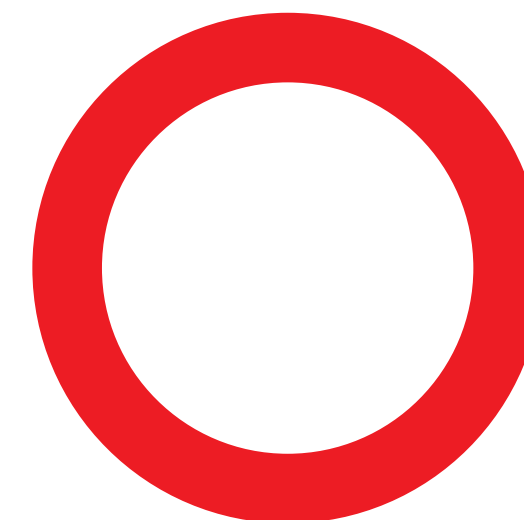
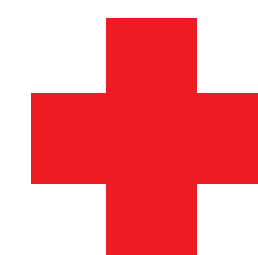
FREEDOM OF SPEECH



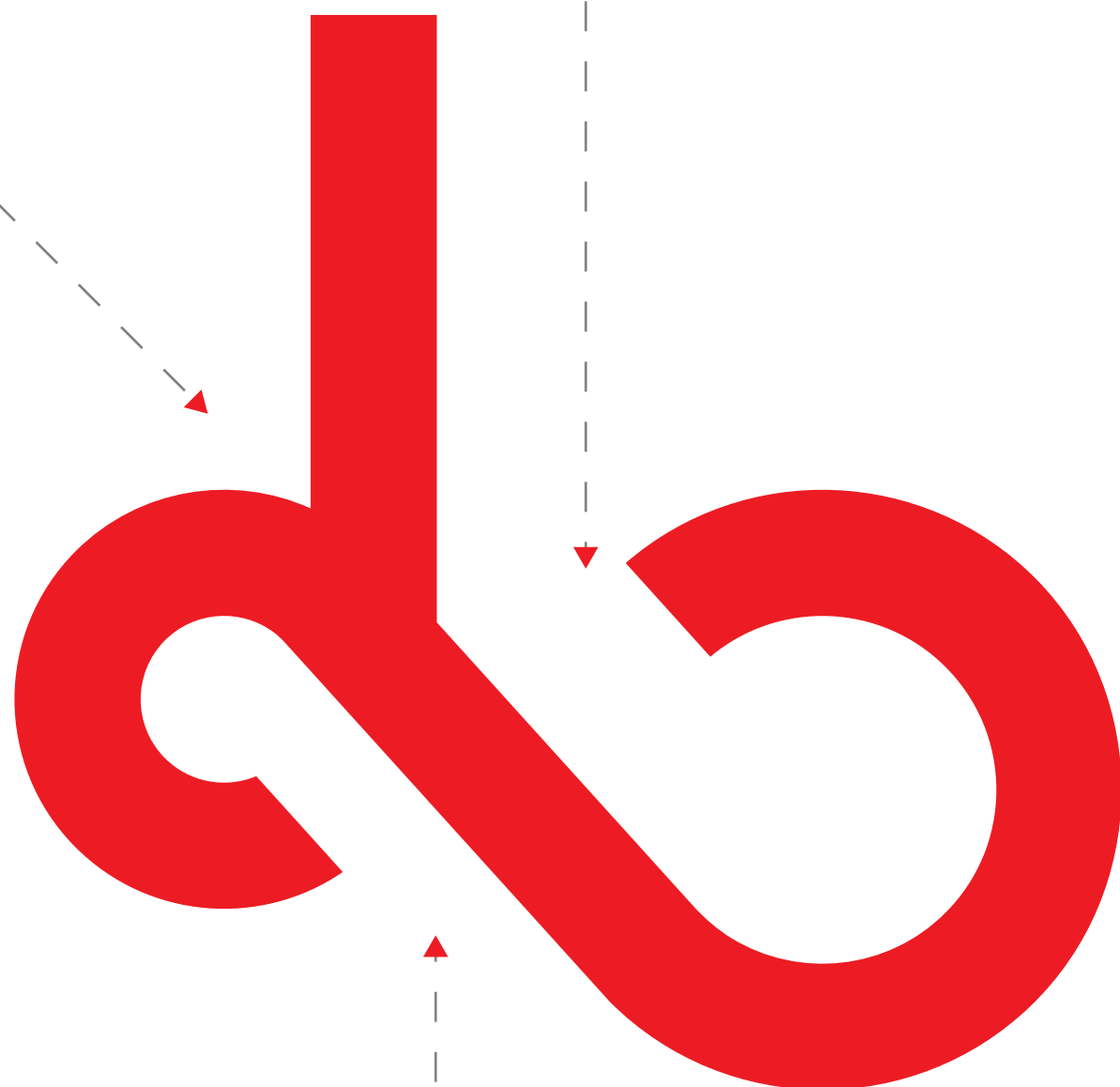
CHAIN FOR BLOCKCHAIN TECHNOLOGY



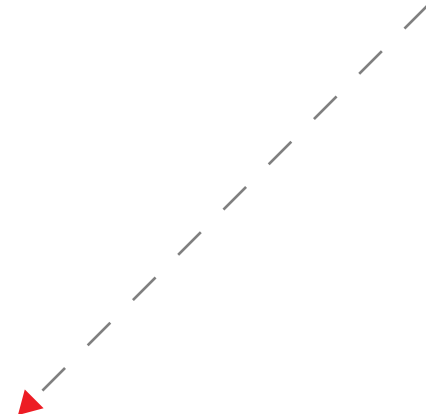
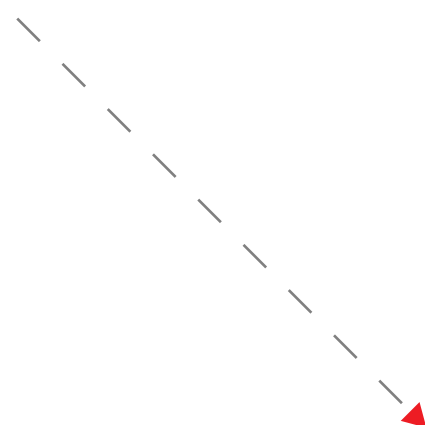
L FOR LINEWORK



ROUNDED CIRCLE SHAPE
FOR WORLD AND COIN



EVOLUTION AND PROGRESS (DIRECTION)





PRIMARY LOGO



WORDMARK



SYMBOL



SECONDARY LOGO



APP ICON

PRIMARY COLORS



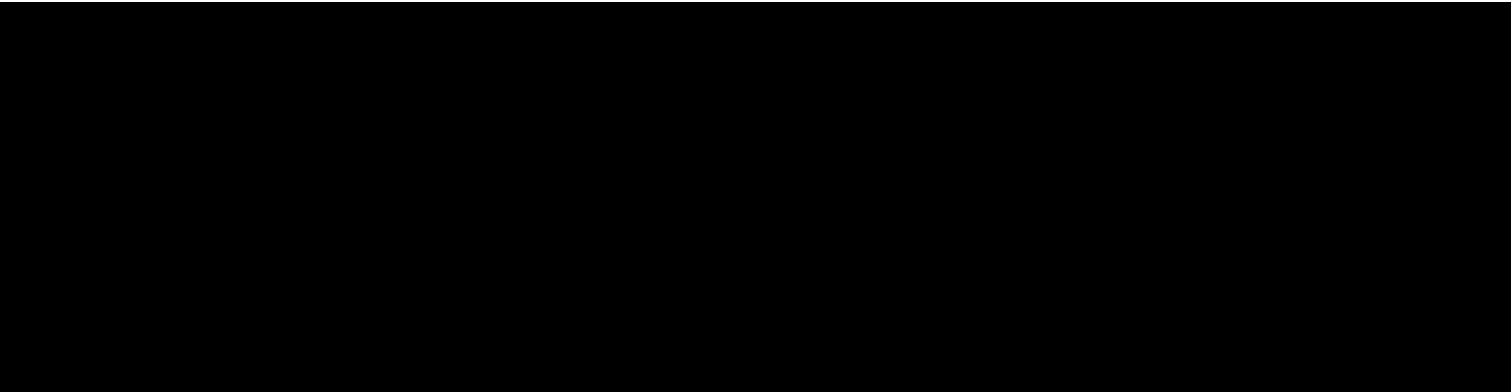
PANTONE 185 C
#ED1C24



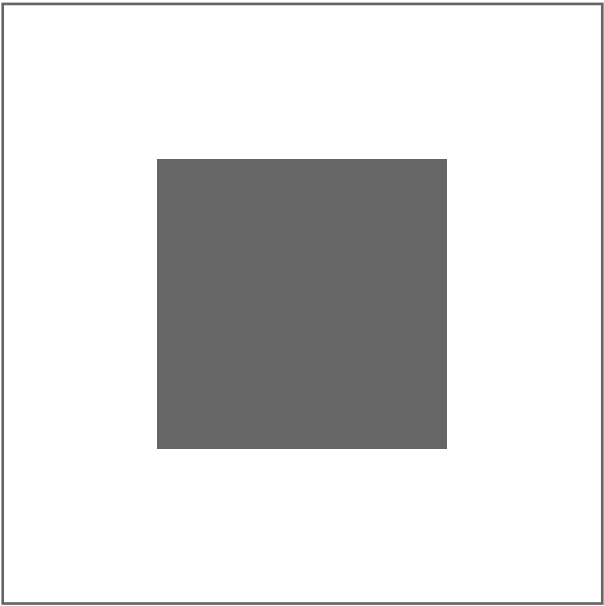
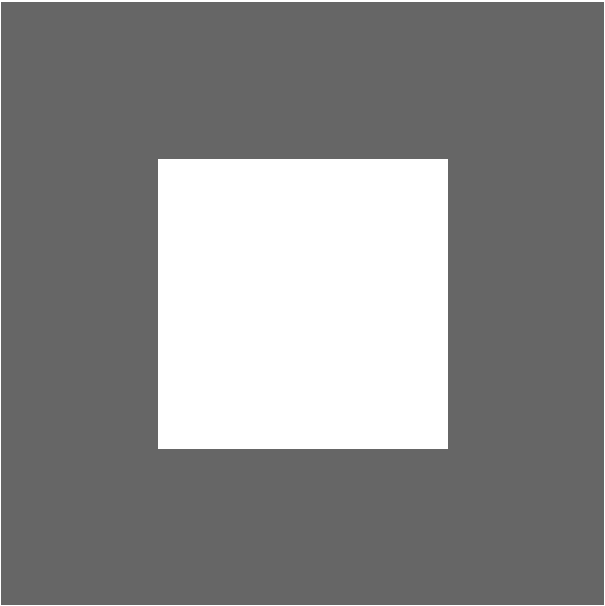
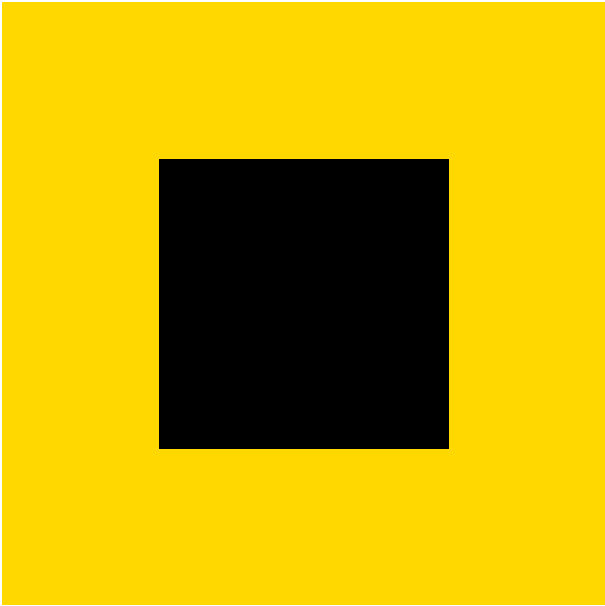
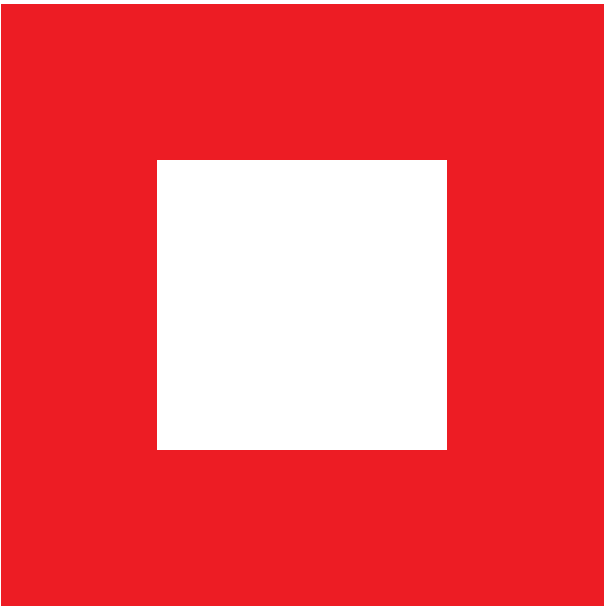
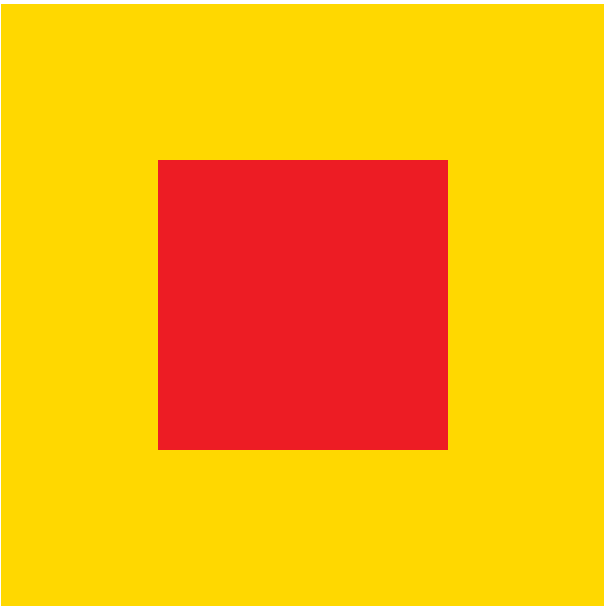
PANTONE 108 C
#FFD800



#666666



#000000



FONT FAMILY

POPPINS

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

FONT USAGE

Lorem ipsum dolor sit amet, dolor sit amet,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut

HEADLINES – POPPINS BOLD

SUBHEADLINES – POPPINS SEMIBOLD

BODY – POPPINS REGULAR

DO'S & DON'TS



YES
DO place the WHITE logo on Red Background



YES
DO place the RED logo on Yellow Background



YES
DO place the YELLOW logo on Red Background



YES
DO place the RED logo on Red Background



YES
DO use the secondary version when needed



NO
DON'T apply any effect or shadow to the logo



NO
DON'T use different colors that are not on the brandguide



NO
DON'T rotate the logo



NO
DON'T stretch the logo



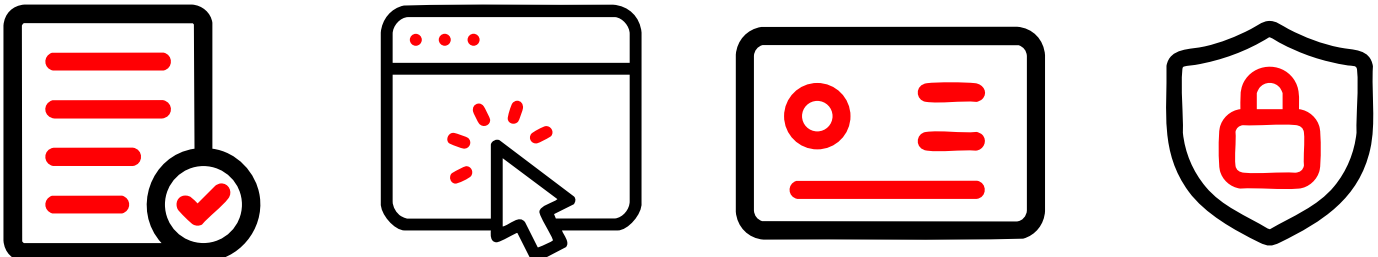
NO
DON'T use the wordmark alone

GRAPHIC ELEMENTS

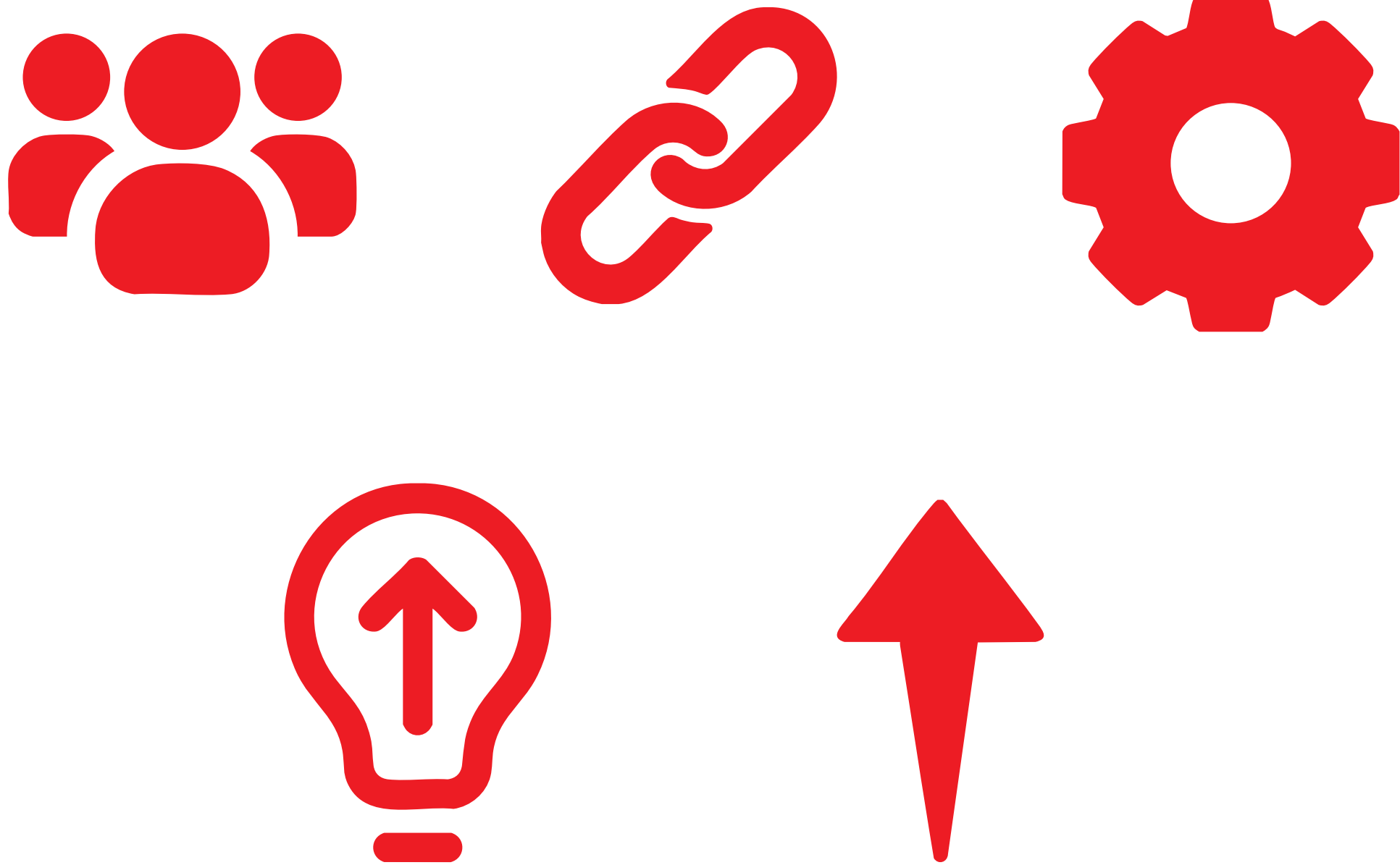




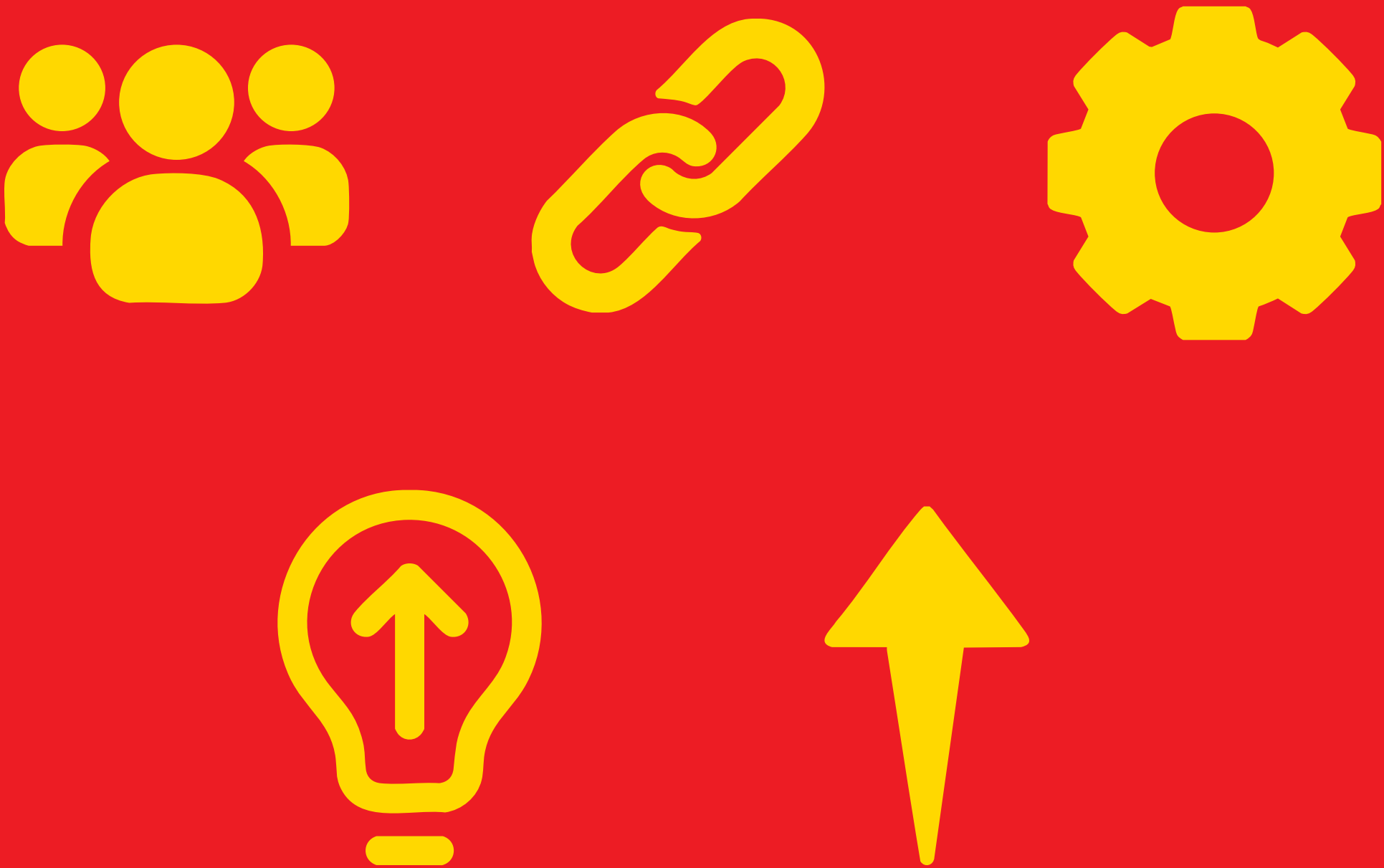
YELLOW OR WHITE BACKGROUND DEPENDING OF DESIGN

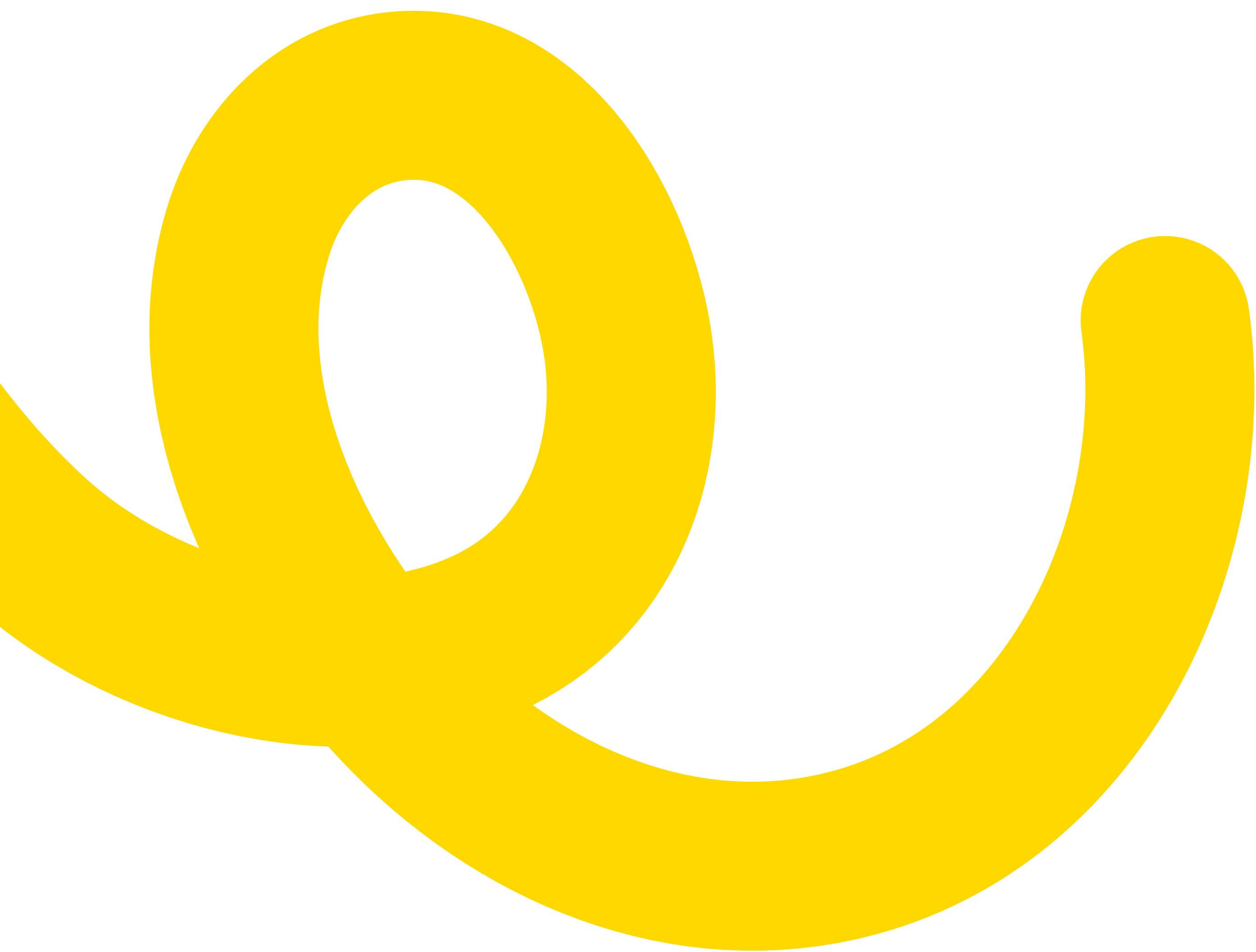


SOLID RED ICONS



SOLID YELLOW ICONS





Lines must be created with the **Pencil Tool** on Illustrator and Smoothed with the **Smooth Tool**

Line end must be rounded

Lines must be thick

Lines must be yellow must of the time, depending of design requirements



APPLICATIONS



Do you want to make hidden purchases without your partner knowing? **Pay with crypto on Linework.**



linework.app



Pay with
freedom,
Shop with
vision.



linework.app



Linework
[lain-w3rk]

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SAVE.**









Designed by Linework's Graphic Department

For any question or suggestion contact:

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