



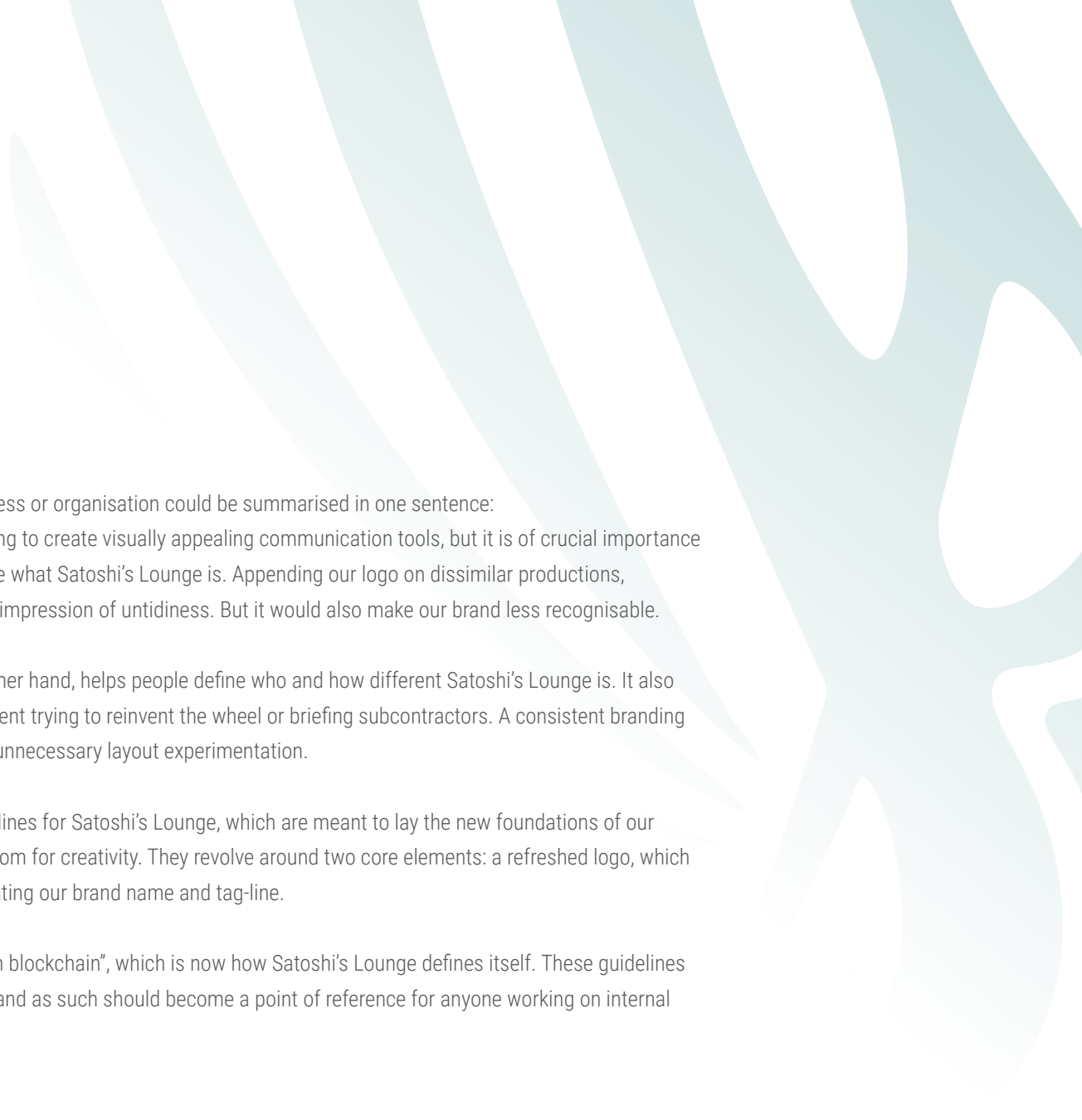
SATOSHI'S
LOUNGE

BRAND IDENTITY GUIDELINES

GERONIMO PROJECT | APRIL 2019

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The importance of visual guidelines for any business or organisation could be summarised in one sentence: “Don’t put the cart before the horses”. It is one thing to create visually appealing communication tools, but it is of crucial importance to remember that these tools will eventually define what Satoshi’s Lounge is. Appending our logo on dissimilar productions, streaming in from every direction, would leave an impression of untidiness. But it would also make our brand less recognisable.

Consistently following visual guidelines, on the other hand, helps people define who and how different Satoshi’s Lounge is. It also saves precious time which would otherwise be spent trying to reinvent the wheel or briefing subcontractors. A consistent branding means more hours spent on content and less on unnecessary layout experimentation.

This document provides a new set of visual guidelines for Satoshi’s Lounge, which are meant to lay the new foundations of our existing communication products while leaving room for creativity. They revolve around two core elements: a refreshed logo, which ensures visual continuity while seamlessly integrating our brand name and tag-line.

It translates the idea of “exclusive club focused on blockchain”, which is now how Satoshi’s Lounge defines itself. These guidelines are now an integral part of this definition as well, and as such should become a point of reference for anyone working on internal and external communication products.

ABOUT SATOSHI'S LOUNGE



S A T O S H I ' S
L O U N G E

Satoshi's Lounge's Lounge is an exclusive club focused on blockchain and blockchain assets, driven by the idea of privacy and value to the industry. We are committed to protecting the privacy of our members, and give access to real, expert information and valuable deals to help the blockchain industry grow. It is targeted at influencers, high networth individuals and experts that want to participate in the future of technology, wealth and society's renaissance. It gives them the confidence to participate in a manner that they feel comfortable in.

Do you want to be on the right side of history?

SATOSHI'S LOUNGE SYMBOL



Satoshi's Lounge's Lounge symbol is a strong brand ambassador which helps in the dissemination of the brand's visual identity. The symbol is closely related to the nature of the business; which is "Bitcoin". The "B" stands for the most popular crypto-currency and the wings for the will to rise.

This symbol can be used as a stand-alone on particular deliverables/occasions and as a graphic to accentuate brand recognition. Nevertheless, the choice of using the symbol independently should be thoroughly considered to avoid negative disruption in the branding strategy of Satoshi's Lounge.



SATOSHI'S LOUNGE | BRAND GUIDELINES | 1.0 | LOGO

1.1 | LOGO WITH LOGOTYPE



The Satoshi's Lounge logo is our signature. This signature is the key building block of our identity. It must be at all times consistent. It reinforces the message of a clear, strong identity for Satoshi's Lounge. Every aspect of Satoshi's Lounge's activities on view internally and externally should be identified by use of the logo.

All elements of the logo have a fixed relationship and this must never be adjusted, redrawn or modified in any way, and must always be reproduced by using approved digital versions.

1.2 | COLOUR VARIATIONS



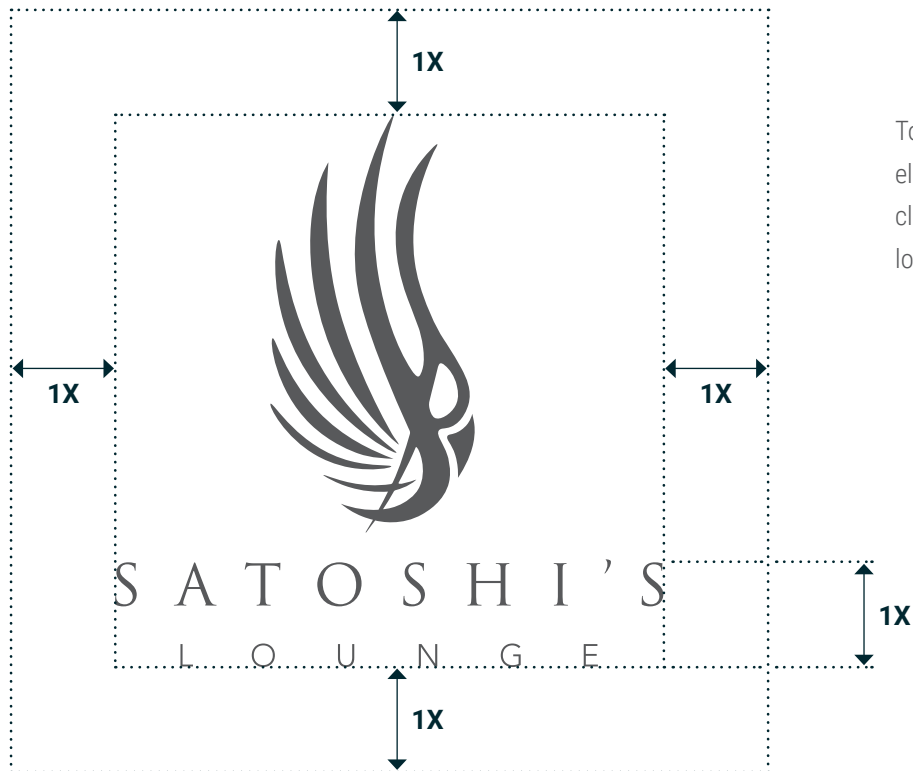
Satoshi's Lounge logo is to be used in one colour only, based on the supporting colours which will be advised further in this document. The different versions of the logo should be properly used on strategic communication materials to ensure brand continuity and recognition.

1.3 | USE ON IMAGES



One of the main objectives of a logo is to remain recognisable in whatever situation. Satoshi's lounge logo is no exception. It is advised that whenever the logo is used it is placed on a dark or light plain background to ensure legibility.

1.4 | CLEARANCE



To ensure the integrity of the Satoshi's Lounge logo, no design elements such as typography or graphics may intrude on the logo clearance. The logo clearance is equivalent to the height of the logotype 1 and 2 as applied around the whole logo.

1.5 | THINGS TO AVOID



SATOSHI'S
LOUNGE

DO NOT DISTORT THE LOGO
(HORIZONTAL DISTORTION)



SATOSHI'S
LOUNGE

DO NOT DISTORT THE LOGO
(VERTICAL DISTORTION)



SATOSHI'S
LOUNGE

DO NOT ENCROACH ON
THE LOGO'S CLEARANCE

Palicaut vessin Etrac fex
nition llat, te, se desin
resulvit, unum diAn hos
obus etri, quodi poenat-
us. Hucepost reditiam
ret? qui populin dit.



SATOSHI'S
LOUNGE

DO NOT CHANGE THE COLOR



SATOSHI'S
LOUNGE



DO NOT DISPLACE
LOGO ELEMENTS



SATOSHI'S
LOUNGE

DO NOT PUT THE LOGO
AT AN ANGLE



SATOSHI'S
LOUNGE

DO NOT CHANGE THE LOGOTYPE



SATOSHI'S
LOUNGE

DO NOT CHANGE PROPORTIONS



SATOSHI'S
LOUNGE

DO NOT USE THE LOGO
IN LOW RESOLUTION



SATOSHI'S LOUNGE | BRAND GUIDELINES | 2.0 | COLOURS

2.1 | MAIN COLOURS

BLACK	GREY	GREEN
PANTONE Black	PANTONE ?	PANTONE ?
CMYK C 0 M 0 Y 0 K 100	CMYK C 0 M 0 Y 0 K 80	CMYK C 93 M 68 Y 58 K 54
RGB R 0 G 0 B 0	RGB R 88 G 89 B 91	RGB R 0 G 38 B 48
Web #000000	Web #58595b	Web #002630



2.1 | MAIN COLOURS | GOLD GRADIENT

BELGE	BROWN	G. BROWN
PANTONE	PANTONE	PANTONE
?	?	?
CMYK	CMYK	CMYK
C 0	C 25	C 12
M 16	M 59	M 25
Y 52	Y 79	Y 64
K 0	K 7	K 27
RGB	RGB	RGB
R 255	R 182	R 156
G 215	G 115	G 141
B 139	B 72	B 90
Web	Web	Web
#ffd78b	#b67348	#9c8d5a





SATOSHI'S LOUNGE | BRAND GUIDELINES | 3.0 | FONTS

3.1 | FONTS PRINT AND DIGITAL DOCUMENTS

One family is used in Satoshi's Lounge texts in digital and print documents: **Roboto Condensed**.

Roboto Condensed, which is much more legible, is used for corporate communication, commercials, annual reports, brochures, flyers, adverts, posters and website for main titles and texts. No other fonts may be used for the core texts. As for emails it is very important that you use only **Arial** font family.

ROBOTO LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#€%^&* ()

ROBOTO LIGHT ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#€%^& ()*

ROBOTO REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#€%^&* ()

ROBOTO ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#€%^& ()*

ROBOTO BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#€%^&* ()

ROBOTO BOLD ITALIC

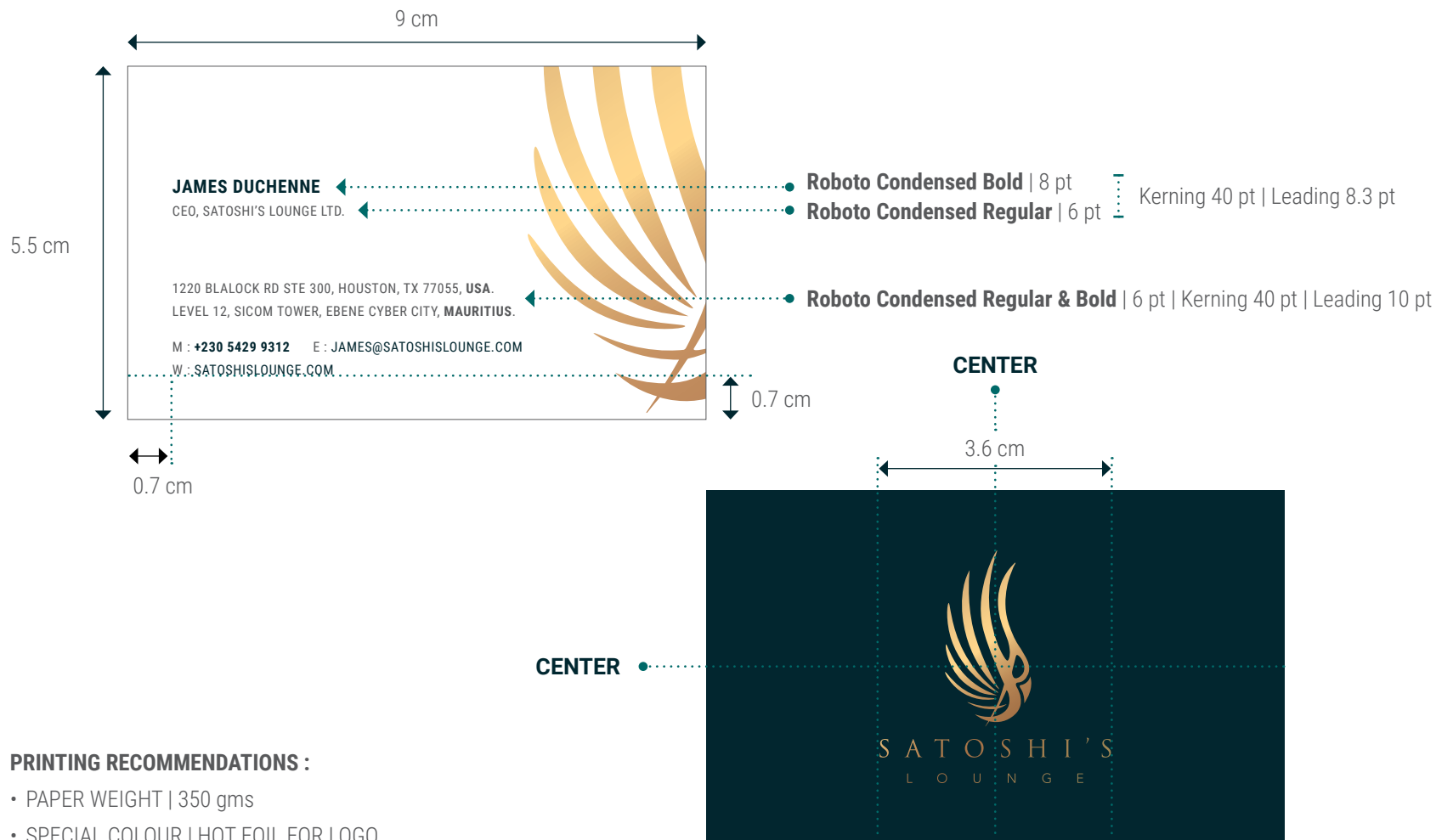
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#€%^&* ()



SATOSHI'S LOUNGE | BRAND GUIDELINES | 4.0 | PRODUCTS

4.1 | BUSINESS CARDS

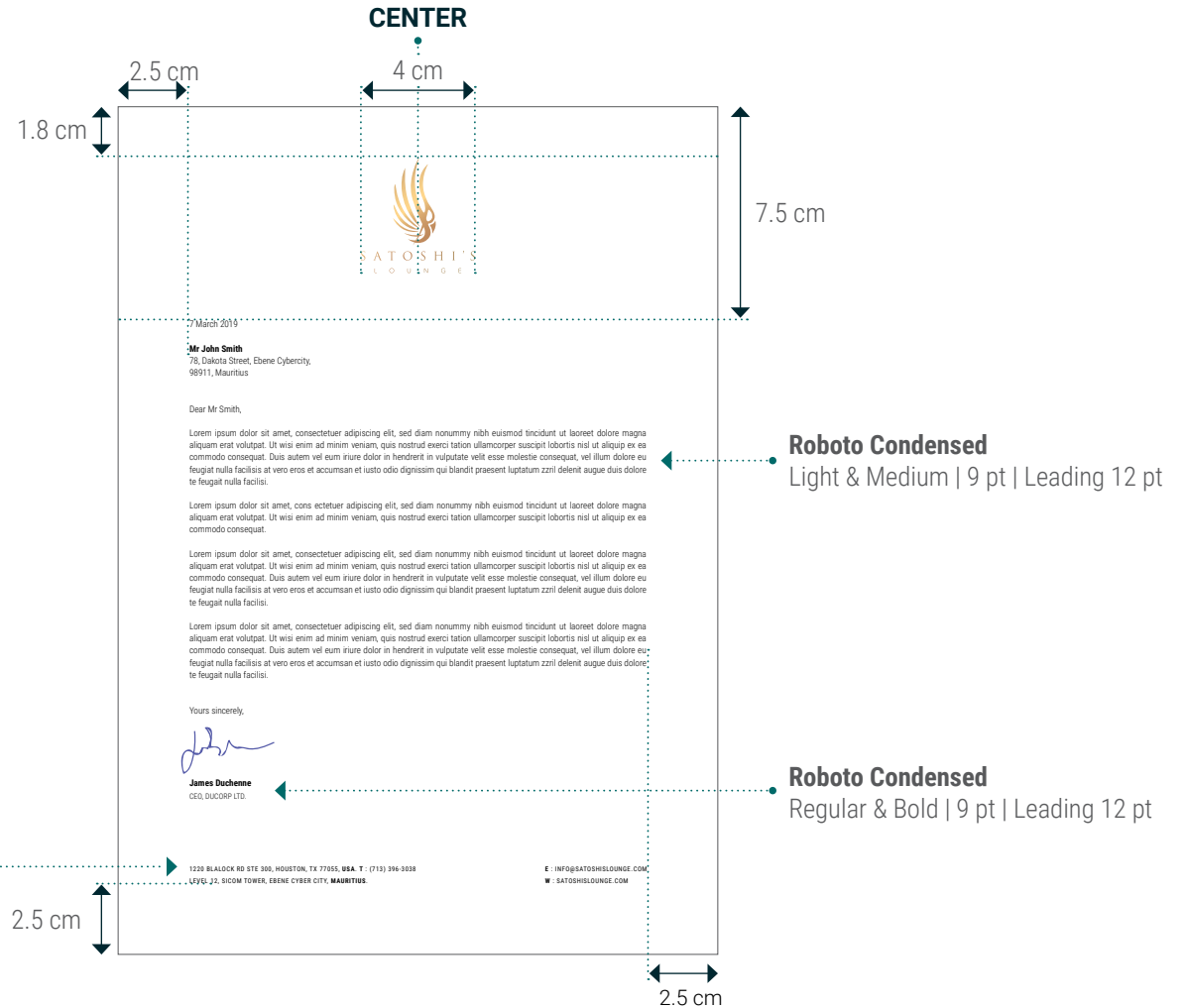
Satoshi's Lounge business cards are effective networking tools for its employees and also serve as a promotional tool for the company. It features two sides: one with the Satoshi's Lounge full logo on a green background, and one with the contact details of both Satoshi's Lounge and the owner.



PRINTING RECOMMENDATIONS :

- PAPER WEIGHT | 350 gms
- SPECIAL COLOUR | HOT FOIL FOR LOGO

4.2 | LETTERHEAD



Satoshi's Lounge letterhead is a must, as it serves as an additional advertising and branding tool. Please follow the guidelines to ensure proper communication and branding strategy.

4.3 | MEMBER'S CARD

The member's card is a unique piece of "art" which is given to a member.

The card is made of metal which is cut-out which forms a globe and node configuration representing blockchain. The engraved logo of Satoshi's Lounge is the central component of the piece.

The back of the card consists of the hand-engraved portrait of the owner, name, serial number, symbol of Satoshi's Lounge and a QR code displaying the members attributes.

Roboto Condensed
REGULAR | 7 pt

Roboto Condensed
BOLD | 11 pt

Roboto Condensed
REGULAR | 8 pt



4.4 | SATOSHI'S LOUNGE MASK



The privacy of our members is very important. The mask is a high-end symbol, crafted by artists, which represents our commitment to the privacy of those joining our exclusive club.



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WWW.SATOSHISLOUNGE.COM