



ABIT BRAND GUIDELINES

2025

Welcome

This manual brings together the basic tools for the correct use and graphic application of the **ABIT** brand in all its possible expressions. It has been designed taking into account the needs of all those responsible for interpreting, articulating, communicating and applying the brand in its different contours. The correct use of the ABIT brand will help us achieve the objectives of identifying and reinforcing it.

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A high-contrast, black and white photograph of a person's hands holding a smartphone. The person is wearing a watch on their left wrist. The background is dark and out of focus. The text 'ABIT BRANDMARK' is overlaid on the right side of the image.

ABIT BRANDMARK

OUR LOGO

The logo is the identifier of the brand to be used in all applications.

the icon

the wordmark



OUR TAGLINE

Additionally, here is the logo with the brand tagline. The tagline is the creative summary of our positioning and proposal in a single relevant phrase.



the **tagline** — **SECURE TECHNOLOGY.EASY INTEGRATION.RELIABLE SUPPORT.**

LOGO VARIATION

To maintain logo legibility, use the black version on white/light backgrounds, and the white version on dark backgrounds.



LOGO VARIATION

In cases where our **ABIT** logo cannot be used in its horizontal alignment due to a spacing issue, this vertical variation can be used instead.



INCORRECT LOGO USAGE

Special care is recommended to avoid incorrect uses that affect our corporate identity image. Here we present the most common errors for the **ABIT** logo. All of these should be avoided with both vertical and horizontal variations of the logo.



Change of colors



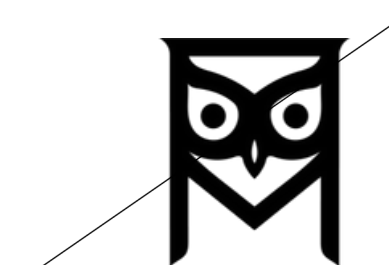
Changes in the distribution of the elements



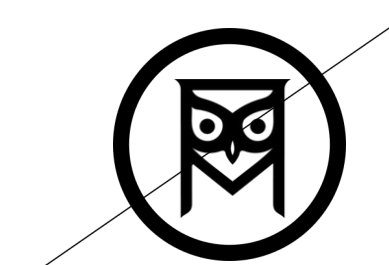
Distortion in its vertical proportion



Removal of icon



Removal of wordmark



Changes of logo elements



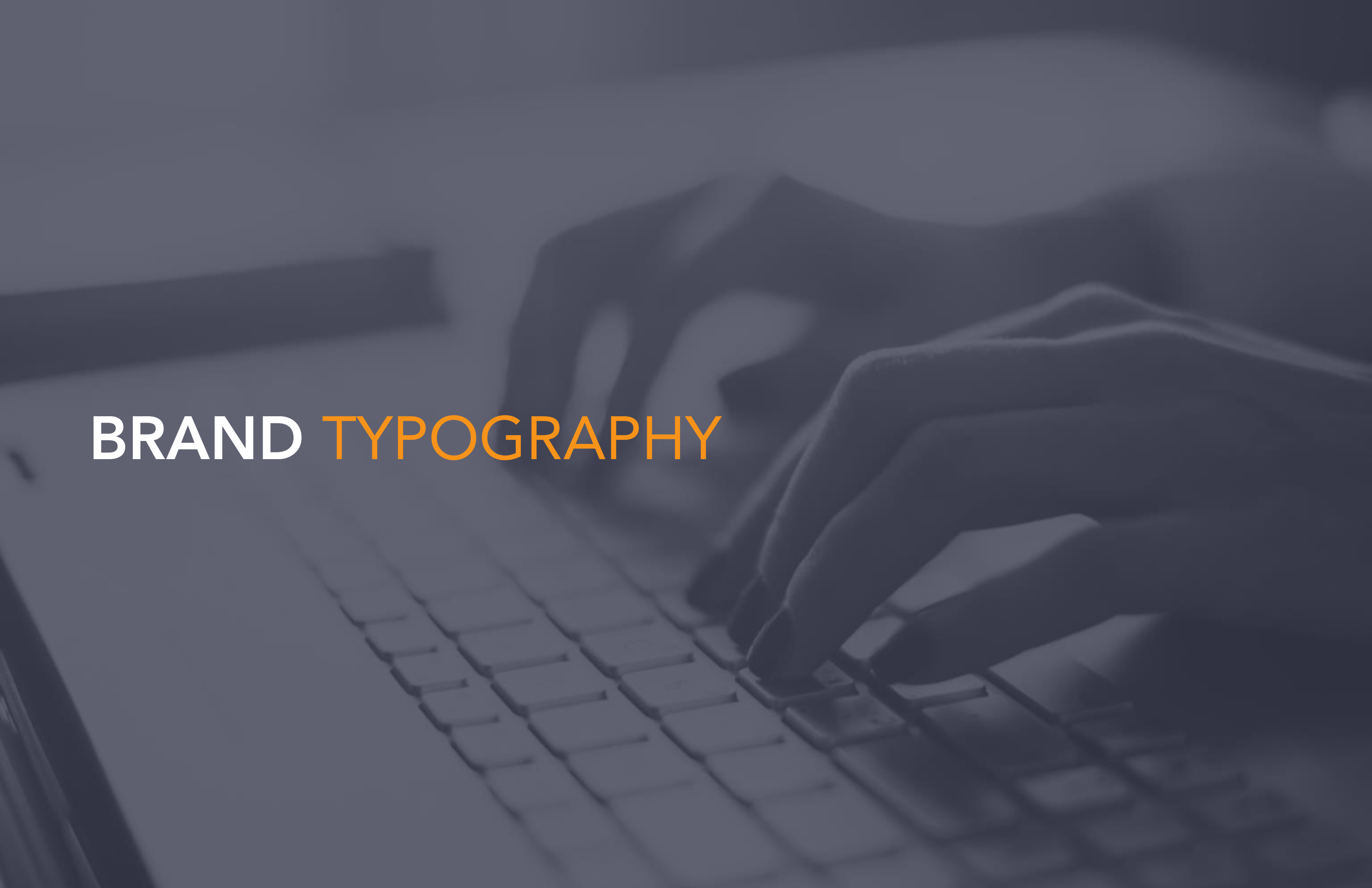
Typography Changes



Distortion in its horizontal proportion



Changes on the color of the icon or wordmark



BRAND TYPOGRAPHY

PRIMARY TYPEFACE

The standardization of typography is an element that provides homogeneity and harmony to all the supports contemplated in a visual identity program. Like the corporate colors, they must also remain constant in the logo.

Avenir

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
0123456789

SECONDARY TYPEFACES

For media or applications that, for technical reasons, do not allow the use of the corporate font other fonts will be used. For example, on the website, the Roboto font will be used, or the texts edited by the company, the Avenir or Helvetica fonts will be used.

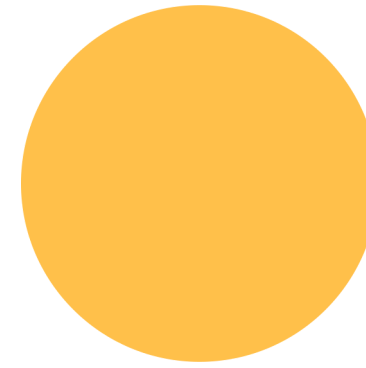
Roboto
AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
0123456789



BRAND COLORS

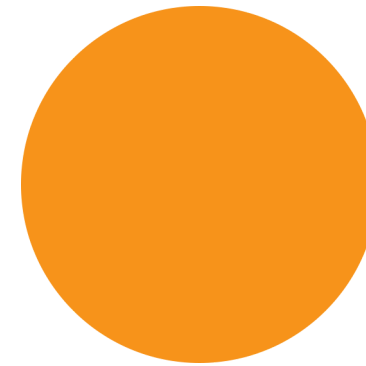
ACCENT COLORS

These are to be used only when additional colors are required, for example on graphs and icons.



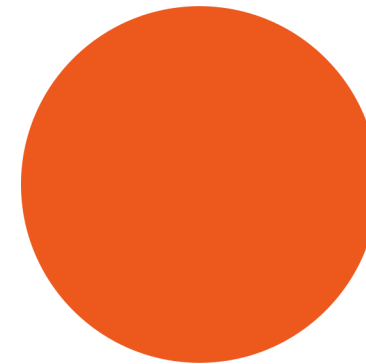
Yellow/Gold

R255 G192 B74
C0 M25 Y71 K0
#FFC04A



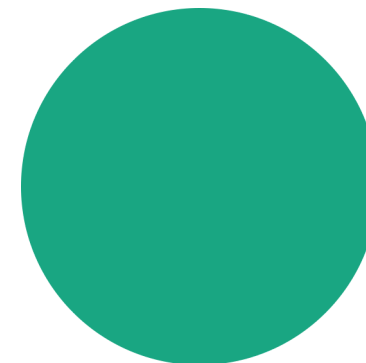
Bitcoin Orange

R247 G147 B26
C0 M40 Y89 K3
#F7931A



Red/Orange

R237 G88 B29
C0 M63 Y88 K7
#ED581D

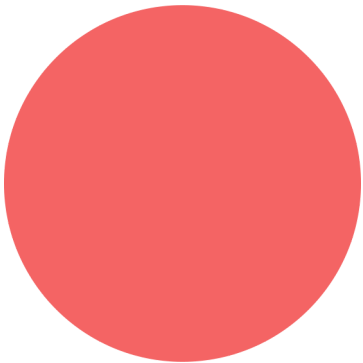


Green

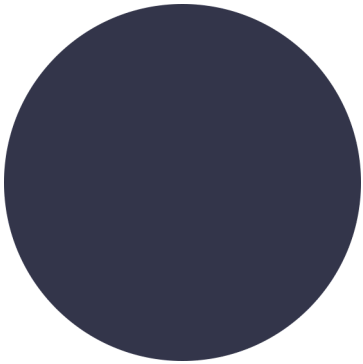
R25 G166 B130
C85 M0 Y22 K35
#19A682

ACCENT COLORS

These are to be used only when additional colors are required, for example on graphs and icons.



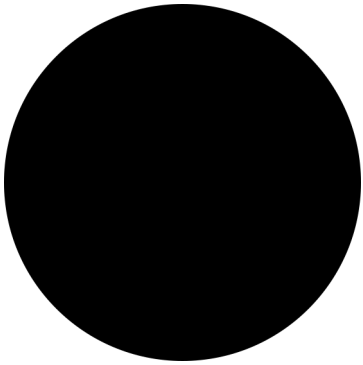
Dark Pink
R244 G100 B100
C0 M59 Y59 K4
#F46464



Navy
R51 G53 B74
C31 M28 Y0 K71
#33354A



Blue
R118 G165 B255
C54 M35 Y0 K0
#76A5FF



Black
R0 G0 B0
C100 M100 Y100 K100
#000000

A man in a black t-shirt and dark pants is sitting on a concrete ledge in a city street. He is looking down at a smartphone in his hands. The background shows a busy urban environment with tall buildings, street signs, and other pedestrians. The image has a dark, muted color palette.

ATHENA PAY

LOGO & VARIATIONS

The logo may appear on other colored backgrounds, as long as there is enough contrast.



the icon

the wordmark

LOGO & VARIATIONS

Whenever possible, the logo will be used in its main versions. If it is not possible for technical reasons, these versions must be used.



LOGO USAGE

These are a few examples to show the differences of the logo in product features and partnerships.



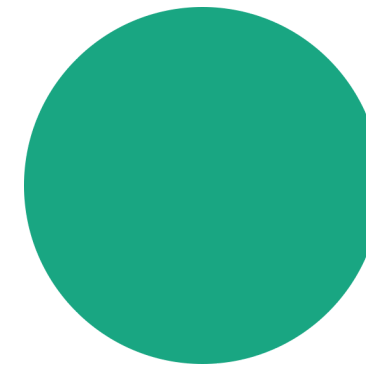
Space between the Athena Pay logo and a **product feature** should be one third of the length of the Athena Pay wordmark.



For **partnerships**, the space between the logos should be the same length of the Athena Pay wordmark.

BRAND COLOR PALETTE

These are to be used only when additional colors are required, for example on graphs and icons.

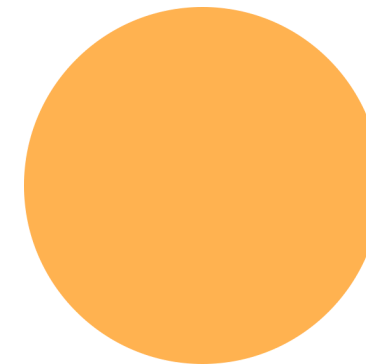


Athena Pay Green

R25 G166B130

C85 M0Y22K35

#19A682

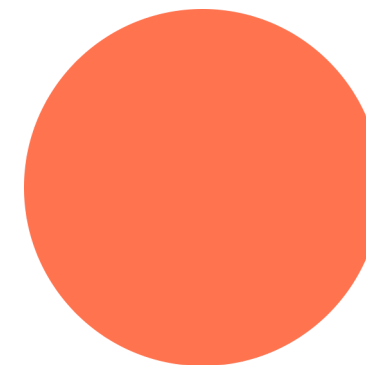


Gold

R255 G178 B80

C0 M30 Y69 K0

#FFB250



Salmon

R255 G115 B78

C0 M55 Y69 K0

#FF734E