



# Brand Style Guide

Updated at 2022.08.11

# Trademark

## Logo

The logo consists of nautilus 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



Reverse color



Reverse color - Black



100 PERCENT K/Black (Black logo)



50 PERCENT K/Black (50% Gray logo)

# 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



Wrong placement

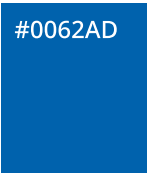
# Brand Colors

## 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



Screen usage

### 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

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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

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Noto Sans Light	Digital assets under your control
Noto Sans Regular	Digital assets under your control
Noto Sans Medium	Digital assets under your control
<b>Noto Sans Bold</b>	<b>Digital assets under your control</b>