coinzilla

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About

Coinzilla

Coinzilla is part of the Sevio Advertising Technology company. The project was founded in November 2016 as an initiative to promote the continuously–expanding crypto niche.

www.coinzilla.com

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Logo variations

Main Version   coinzilla

Grey Scale   coinzilla

Only Name   coinzilla

Only Mascot

White - Grey

Main Version   coinzilla

Main Version   coinzilla

Grey Scale   coinzilla

Only Name   coinzilla

Only Mascot
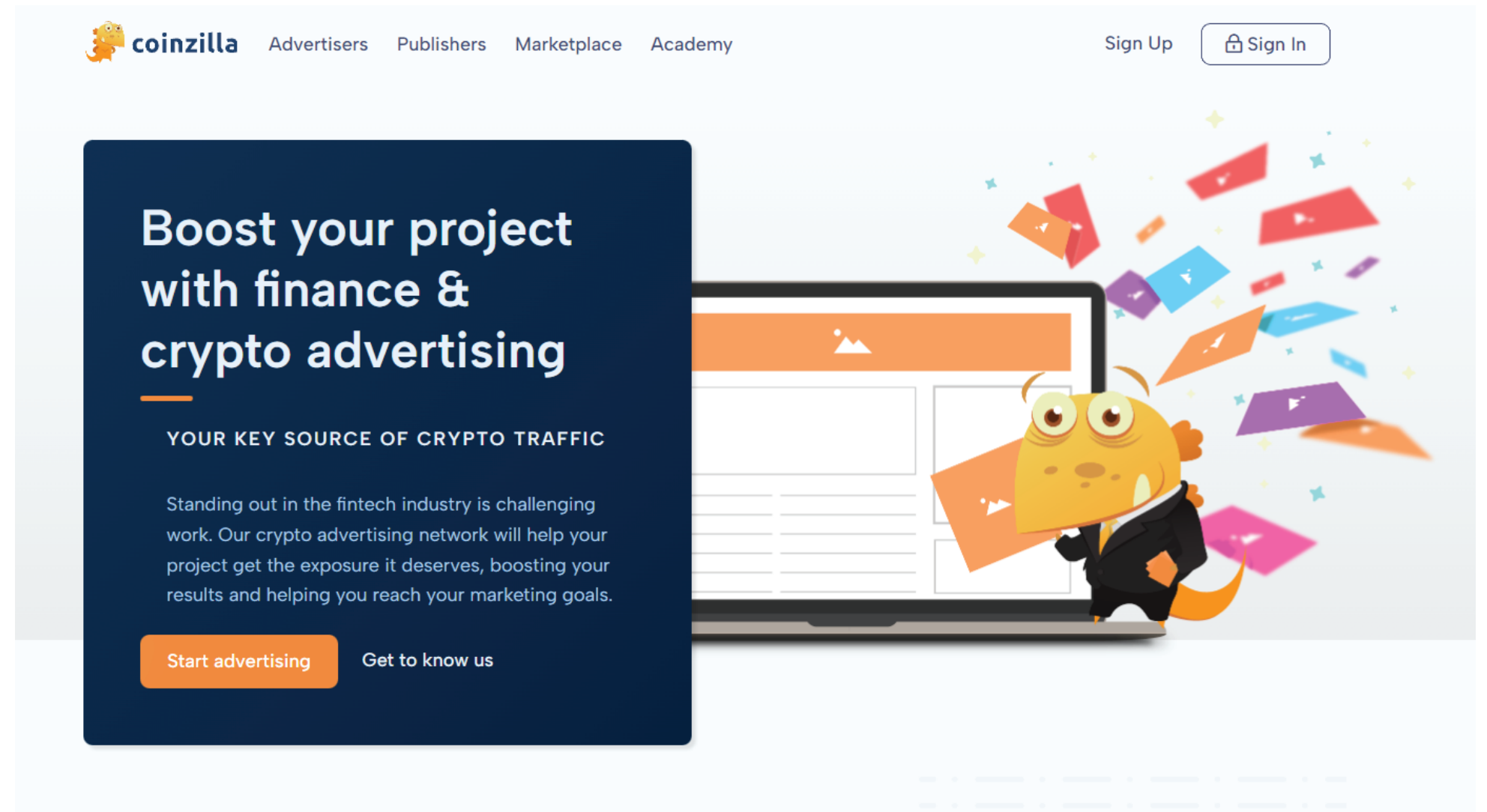
Black - Dark Grey

Logo usage – allowed

- Use the primary logo (main version) when the background is black or white in order to maintain the legibility.

- On backgrounds that are black or darker–colored than the text of the logo, it is accepted to reverse the color of the text to white or light gray.

- Use greyscale only for testimonials or on any greyscale wall of company logos.

- To maintain full legibility of the main version, never reproduce the logo's width below 100px for screens and 1.5 inches (108px) for print. For the name–only version, the minimum size for screens is 40px and 1 inch (72px) for print. For the mascot–only version, the minimum size for screens is 20px and 0.4 inches (28.8px) for print.

coinzilla 100 px coinzilla 40 px 20 px

Minimum width

The main logo minimum width is 100px or 26.4mm.

coinzilla

Maximum width

There is no maximum size defined for this logo.

coinzilla

Exclusion zones

Always allow a minimum space around the logo.

Logo usage – not allowed

- Do not stretch, condense, or change the dimensions of identity;

- Do not crop the mascot or the name;

- Do not use other colors than the ones in our color palette;

- Do not change the font of the text;

- Do not skew the identity;

- Do not rotate the logo;

- Do not rearrange the placement of the elements;

- Do not add any extra elements to the identity;

- Do not use drop shadows, strokes or any other visual effects.

Typography

Albert Sans

Headline font

ABCDEFGHIJKLMNOPQRSTUVW

abcdefghijklmnopqrstuvw

1234567890!@#$%^&*()_+=":?><

Color

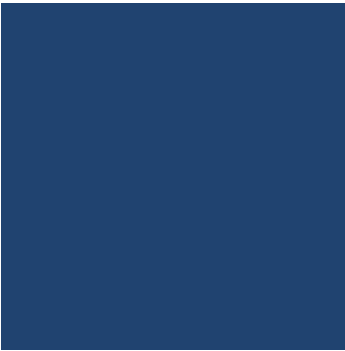## Primary

Independence

HEX #4e5768
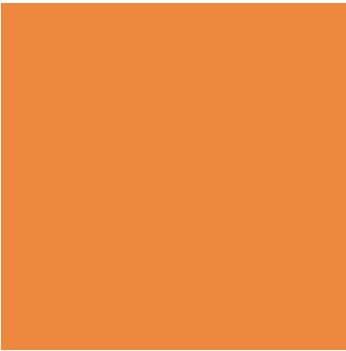
RGB 78 87 104

CMYK 25 16 0 59

Deep Koamaru

HEX #2b4470

RGB 43 68 112

CMYK 62 39 0 56

Candium Orange

HEX   #ed893f

RGB 237 137 63

CMYK 0 42 73 7

Secondary

Aero

HEX   #7ebae5

RGB 126 186 229

CMYK 45 19 0 10

Anti Flash White

HEX #eff4f9

RGB 126 186 229

CMYK 4 2 0 2

Brand application

Wall Sign

Brand application

Car Wrap

Brand application

Polo T-shirt

Company Terminology

1

When referring to Conzilla in a body of text, please capitalize only the first letter, "C".

2

When referring to the Coinzilla software, please use only terms such as "Crypto Advertising", and not marketing or media advertising.

Glossary

RGB

(Red, Green, Blue) color mode is for anything that is computer-based design. This includes websites, apps, banner ad and any other design created for electronic use.

CMYK

(Cyan, Magenta, Yellow, Black) color mode is used for print design. This includes logos, business cards, stationary, illustration, packaging and any other designs used for print.

Vector

Vector images are made up of points, lines, and curves that can be infinitely scaled without any loss in image quality.

Raster

Raster images are made up of a set grid of dots called pixels, where each pixel is assigned a color value. Unlike a vector image, raster images are resolution dependent. When you change the size of a raster image, you shrink or stretch the pixels themselves, which can result in a significant loss of clarity and produce very blurry images.

Lossless

Lossless image formats capture all of the data of your original file. Nothing from the original file, photo, or piece of art is lost—hence the term "lossless." The file may still be compressed, but all lossless formats will be able to reconstruct your image to its original state.

Lossy

Lossy image formats approximate what your original image looks like. For example, a lossy image might reduce the amount of colors in your image or analyze the image for any unnecessary data. These clever technical tricks will typically reduce the file size, though they may reduce the quality of your image.

Glossary

JPEG/JPG

JPEG is a lossy raster format that stands for Joint Photographic Experts Group, the technical team that developed it. This is one of the most widely used formats online, typically for photos, email graphics and large web images like banner ads. JPEG images have a sliding scale of compression that decreases file size tremendously, but increases artifacts or pixelation the more the image is compressed.

AI

AI is a proprietary vector image format that stands for Adobe Illustrator. The format is based on both the EPS and PDF standards developed by Adobe. Like those formats, AI files are primarily a vector-based format, though they can also include embedded or linked raster images. AI files can be exported to both PDF and EPS files (for easy reviewing and printing), and also JPEG, PNG, GIF, TIFF and PSD (for web use and further editing).

EPS

EPS is an image format that stands for Encapsulated PostScript. Although it is used primarily as a vector format, an EPS file can include both vector and raster image data. Typically, an EPS file includes a single design element that can be used in a larger design.

PDF

PDF stands for Portable Document Format and is an image format used to display documents and graphics correctly, no matter the device, application, operating system or web browser. At its core, PDF files have a powerful vector graphics foundation, but can also display everything from raster graphics to form fields to spreadsheets. Because it is a near universal standard, PDF files are often the file format requested by printers to send a final design into production. Both Adobe Photoshop and Illustrator can export straight to PDF, making it easy to start your design and get it ready for printing.

PNG

PNG is a lossless raster format that stands for Portable Network Graphics. Think of PNGs as the next-generation GIF. This format has built-in transparency, but can also display higher color depths, which translates into millions of colors. PNGs are a web standard and are quickly becoming one of the most common image formats used online.

Lossy

TIFF is a lossless raster format that stands for Tagged Image File Format. Because of its extremely high quality, the format is primarily used in photography and desktop publishing. You'll likely encounter TIFF files when you scan a document or take a photo with a professional digital camera. Do note that TIFF files can also be used as a "container" for JPEG images. These files will be much smaller than traditional TIFF files, which are typically very large.

Company Social Media / Contact

- When possible link to the correct Coinzilla

  social media accounts:

  > Facebook :   https://www.facebook.com/adsbycoinzilla/
  >
  > Twitter: https://twitter.com/adsbycoinzilla?lang=en
  >
  > Youtube: https://www.youtube.com/c/Coinzilla
  >
  > Website: https://coinzilla.com

- Contact:

  > Email: office@coinzilla.com