



CUCKOO BLOCK

Cuckoo Block

Brand Guidelines

About

Cuckoo Block



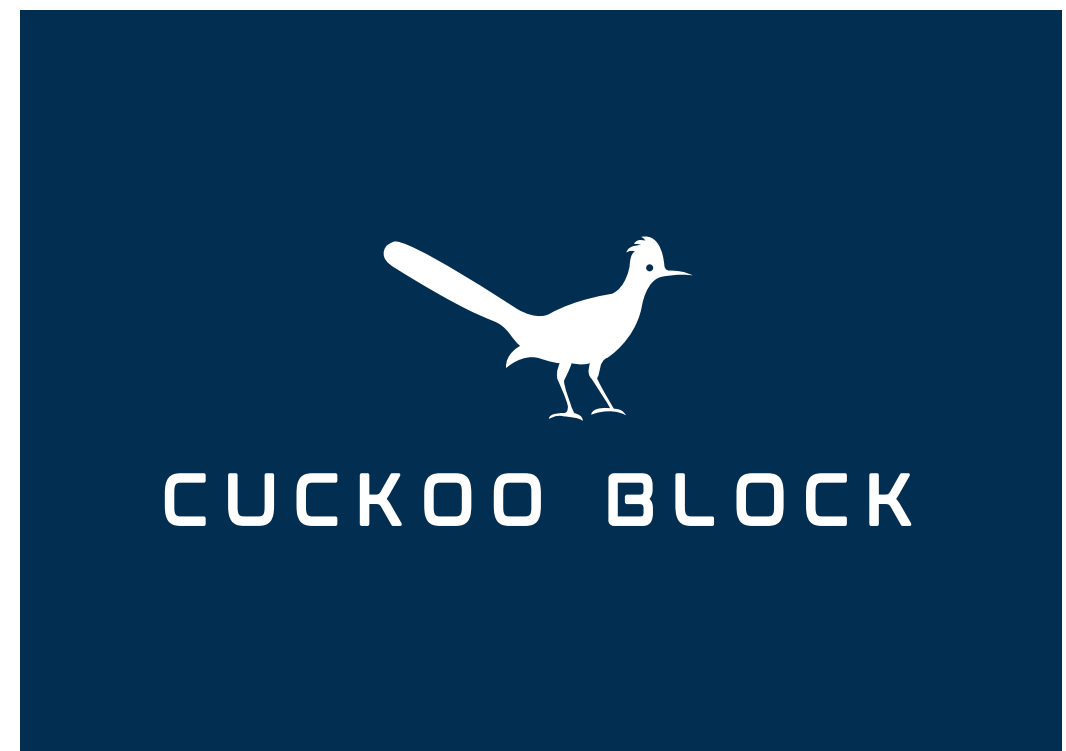
Welcome to Cuckoo Block, your number one consultant group for all blockchain supply chain solutions and applications. We're dedicated to giving you the very best of tailor made solutions, with a focus on traceability, transparency and transfer of value.

Cuckoo Block LLC was founded in 2020 and is a company registered in Austin TX USA.

We look forward to support you.

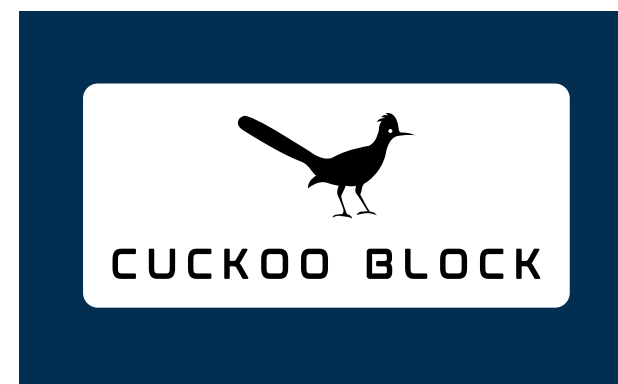
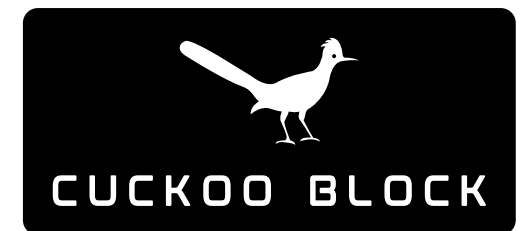
The Logo

Our logo is an integral part of our brand, and should be used thoughtfully and consistently. Our logo is often displayed in it's full-color format and in it's entirety.



Logo Variations

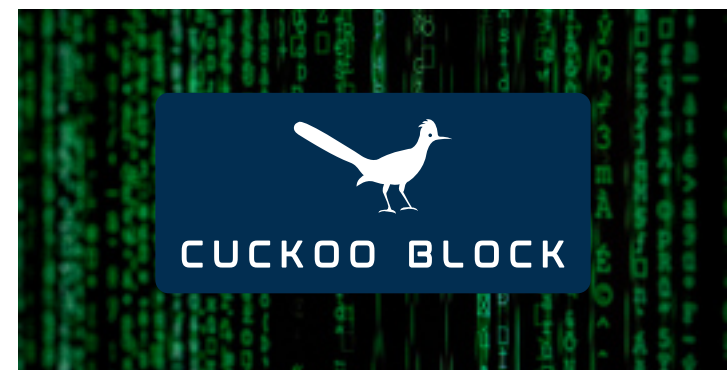
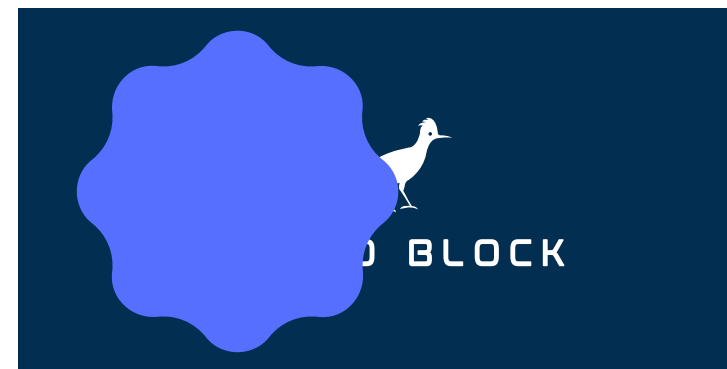
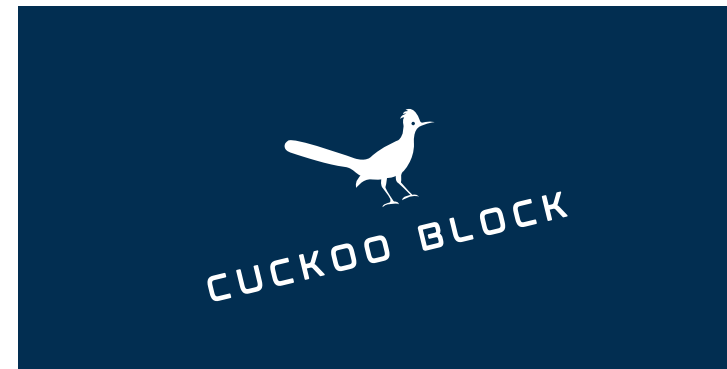
Our full-color logo is our primary colorway - but only use it when displaying the logo on a white background. When displaying the logo on a photo or colored background, use the white or black version.



Logo Usage



Avoid rotating the logo, distorting it, partially covering it up, or displaying it directly on a photo



Colors

Our brand is made up of the following colors.
Any colors outside of this palette must be used
with discretion.

rgb(2, 46, 81)
hsl(207, 95%, 16%)
#022e51

rgb(255, 255, 255)
hsl(0, 0%, 100%)
#ffffff

rgb(3, 74, 131)
hsl(207, 95%, 26%)
#034a83

rgb(1, 18, 31)
hsl(207, 94%, 6%)
#01121f

rgb(236, 235, 236)
hsl(.83, 0.03, 0.92)
#ecec

rgb(4, 103, 181)
hsl(207, 95%, 36%)
#0467b5

Typography

Typography is the work of typesetters, typographers, graphic designers, art directors, comic book artists, graffiti artists and now anyone who arranges words, letters, numbers and symbols for publication, display or distribution.

Header Text

Saira Light

Saira Bold

Saira Light

Saira Bold

Saira Light

Applications

Below are some examples of how the logo and brand elements may be used in brand applications such as business cards.



John Smith
Marketing Director

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