

Primary Logo Lockup

Download Logos



Primary Icon



CORRECT Uses



Logo on dark background



Logo on color background



Logo in color



Logo in black & white



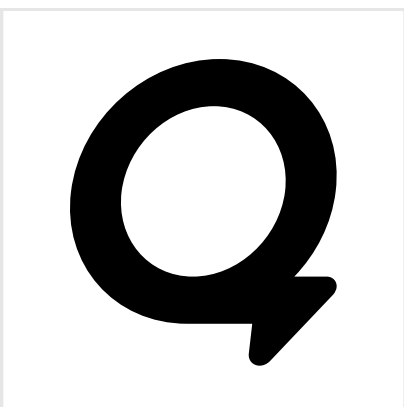
Icon on dark background



Icon on color background



Icon in color



Icon in black & white

INCORRECT Uses



Don't change the logo color or apply clashing backgrounds



Don't apply random gradients or pattern fill to the logo



Do not add drop shadow or other effects



Do not stretch, distort, warp, or rotate the logo



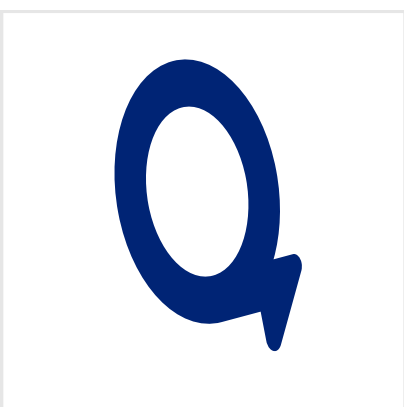
Don't change the icon color or apply clashing backgrounds



Do not apply a gradient or pattern fill to the icon



Do not add drop shadow or other effects



Do not stretch, distort, warp, or rotate the icon

Typography

Sen

Download Font Family

Sen Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!.,<>/?:;"'[]{}

Sen Medium

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!.,<>/?:;"'[]{}

Sen Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!.,<>/?:;"'[]{}

CINZEL

Download Font Family

CINZEL REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!.,<>/?:;"'[]{}

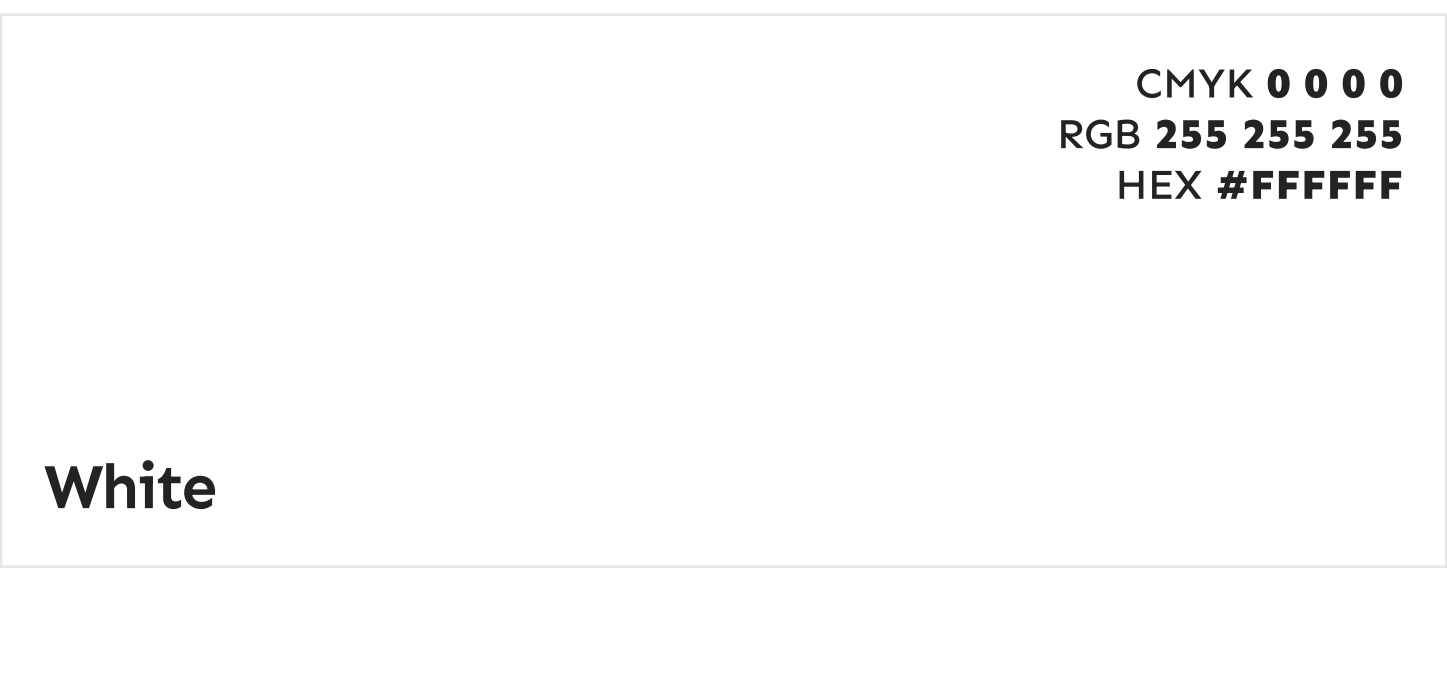
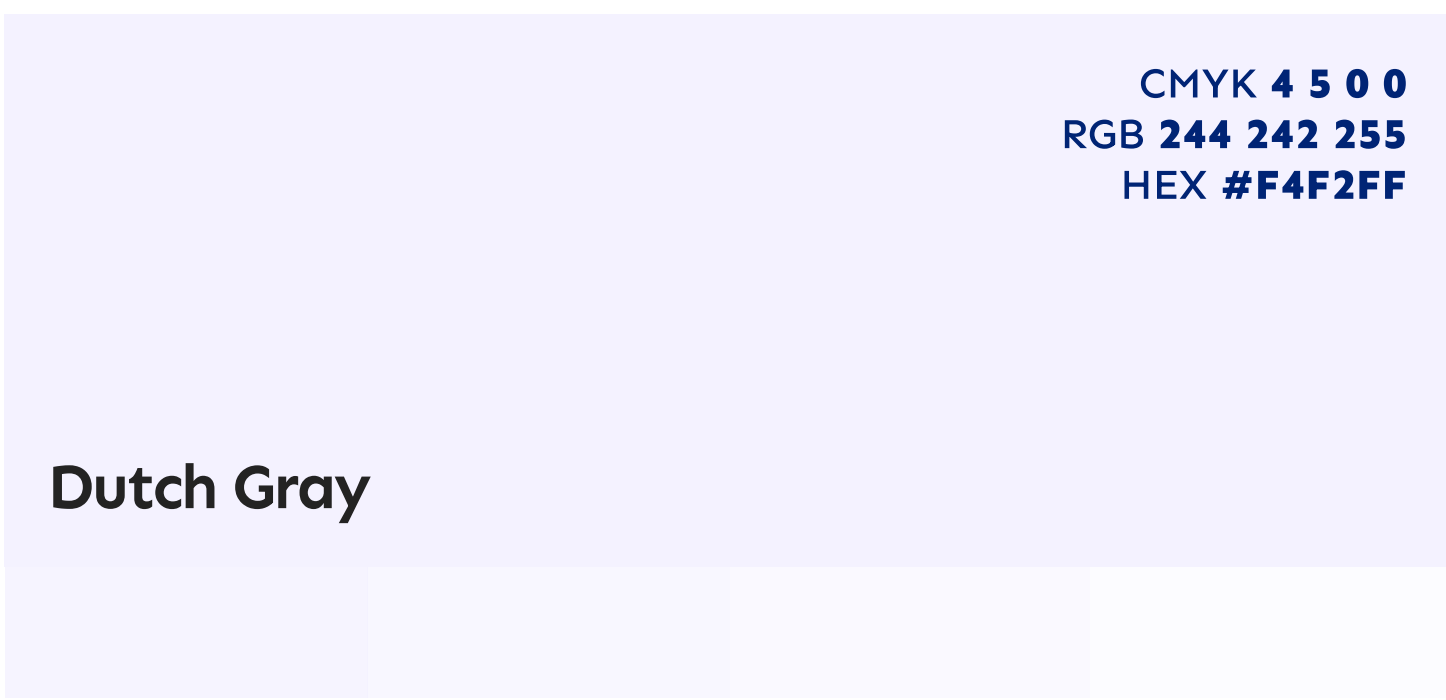
CINZEL MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!.,<>/?:;"'[]{}

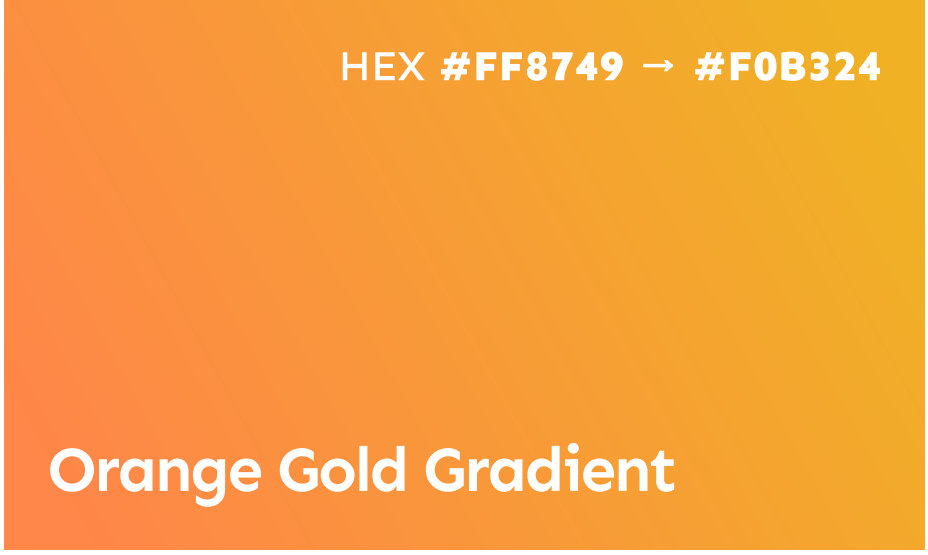
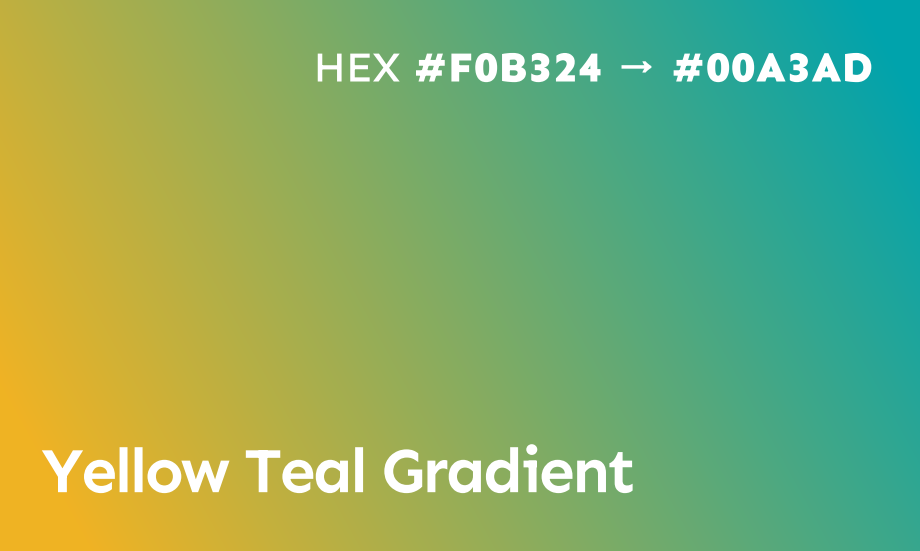
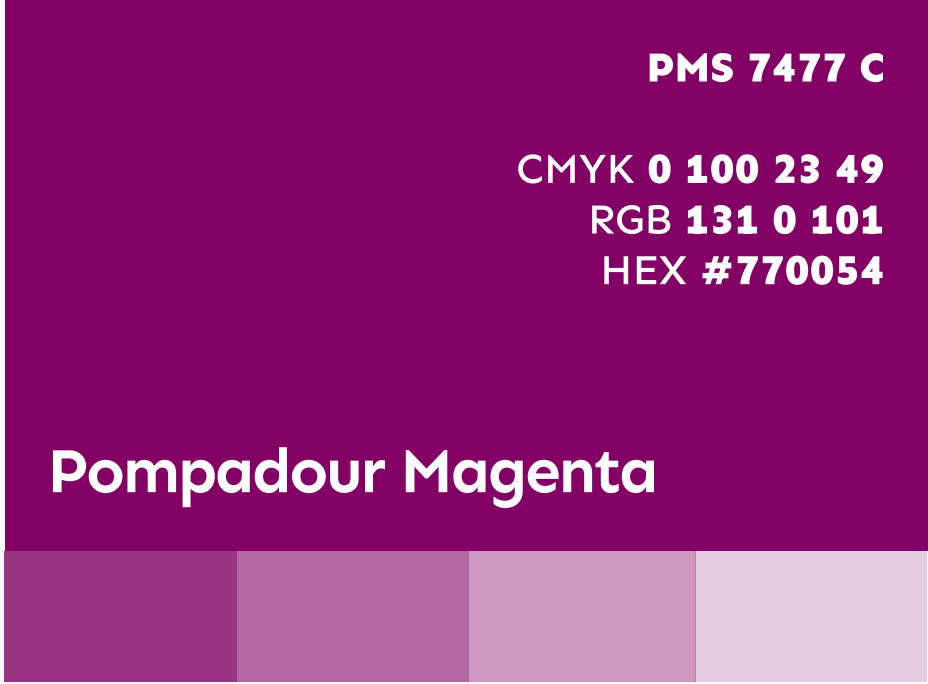
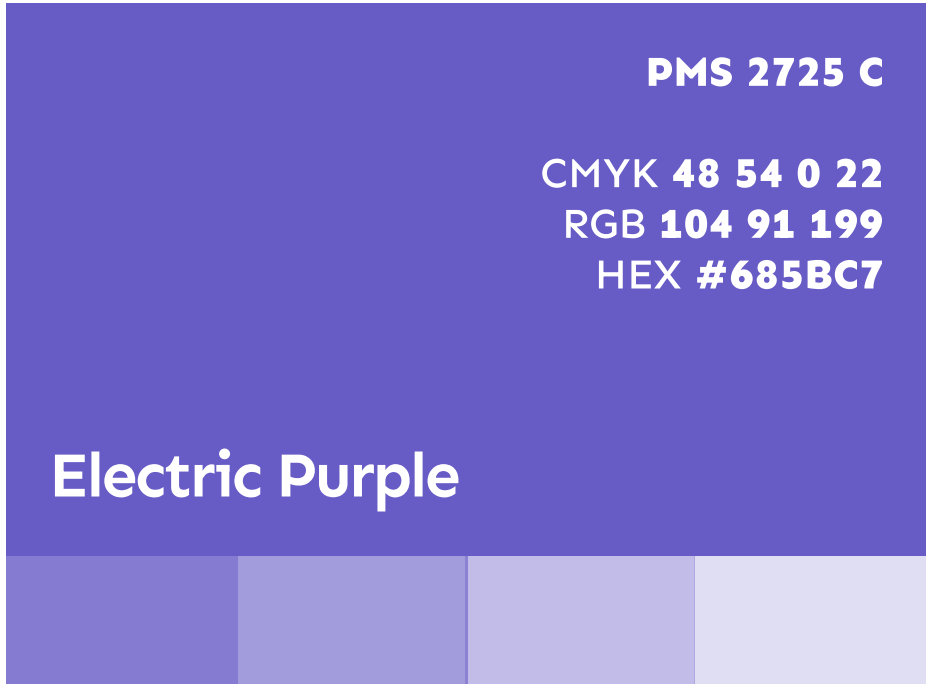
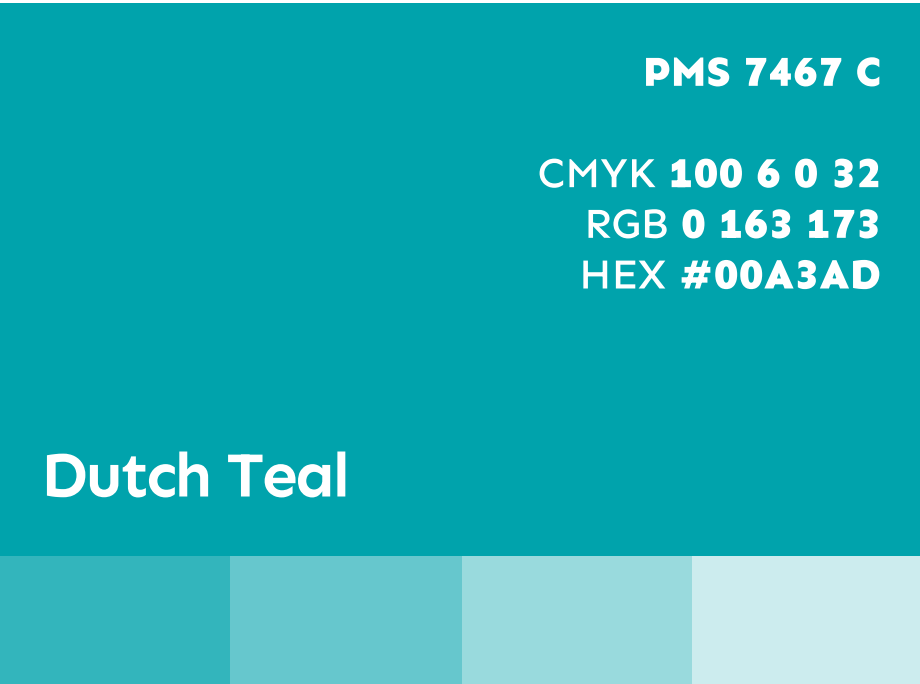
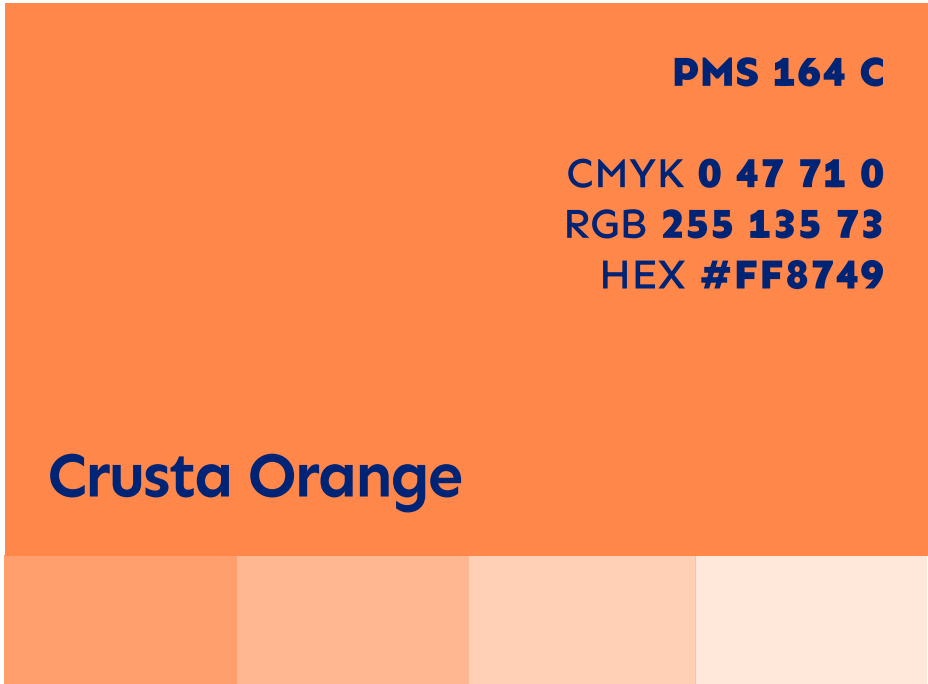
CINZEL BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!.,<>/?:;"'[]{}

Primary Palette

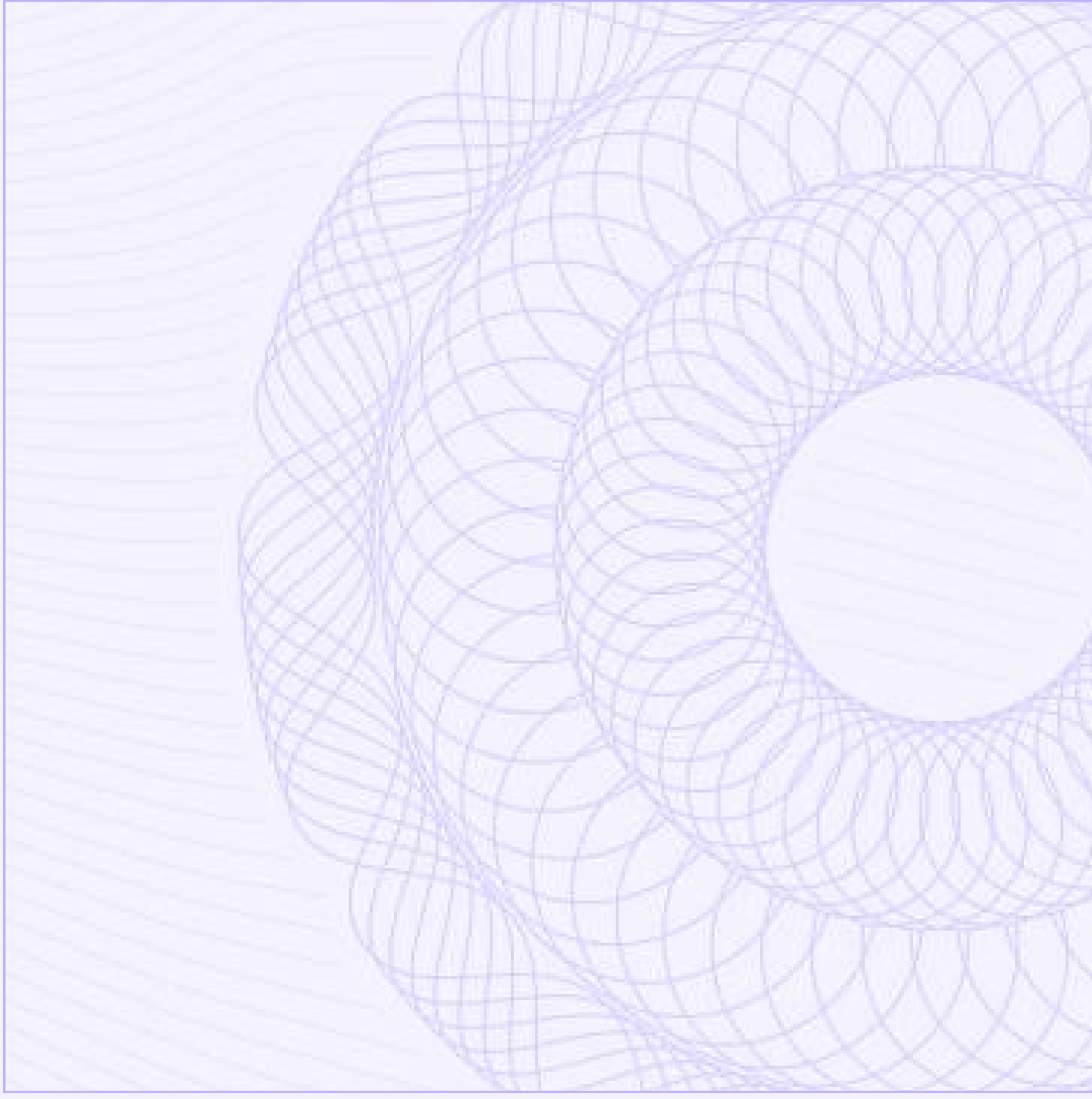


Extended Palette

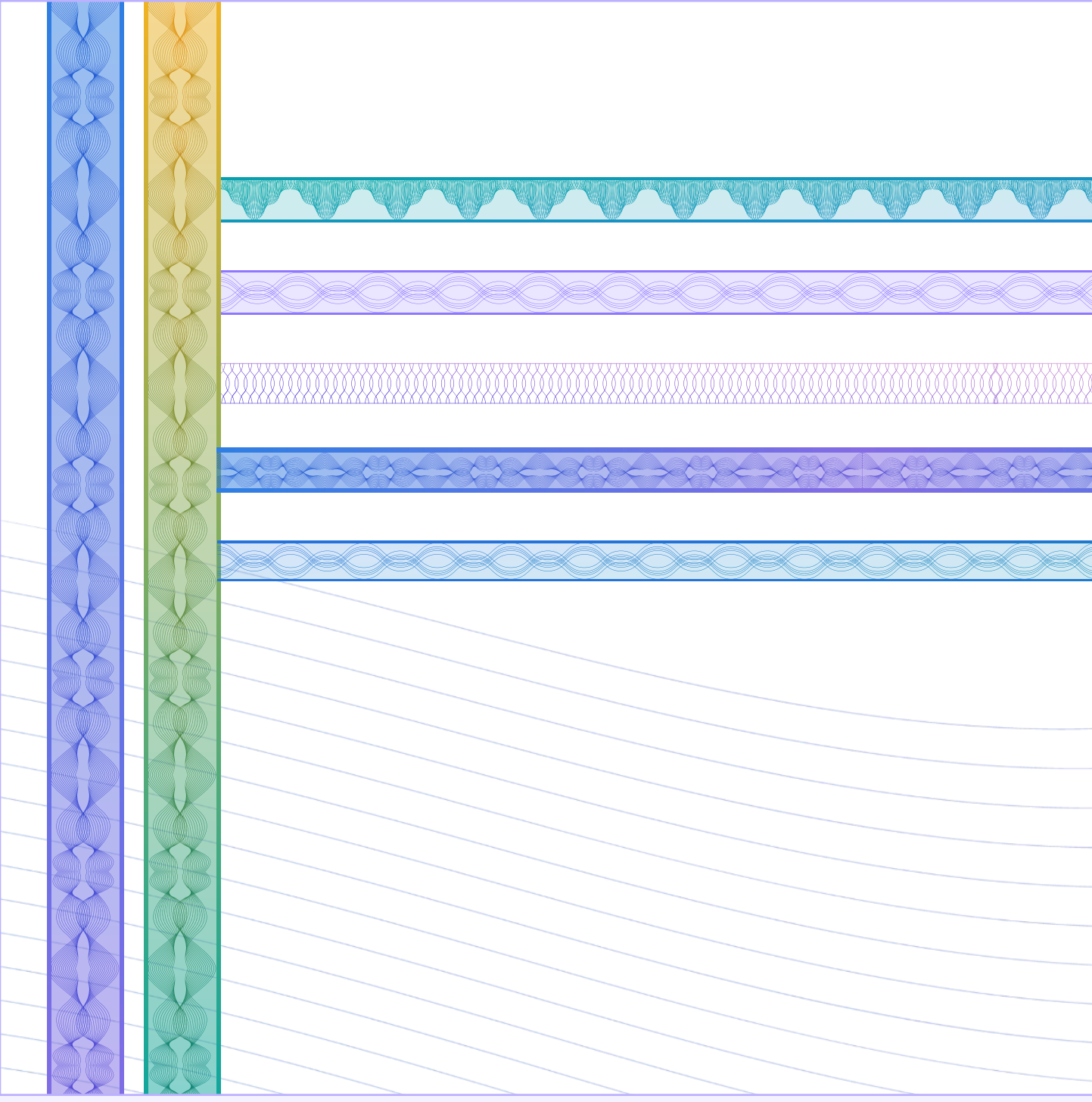


Textures

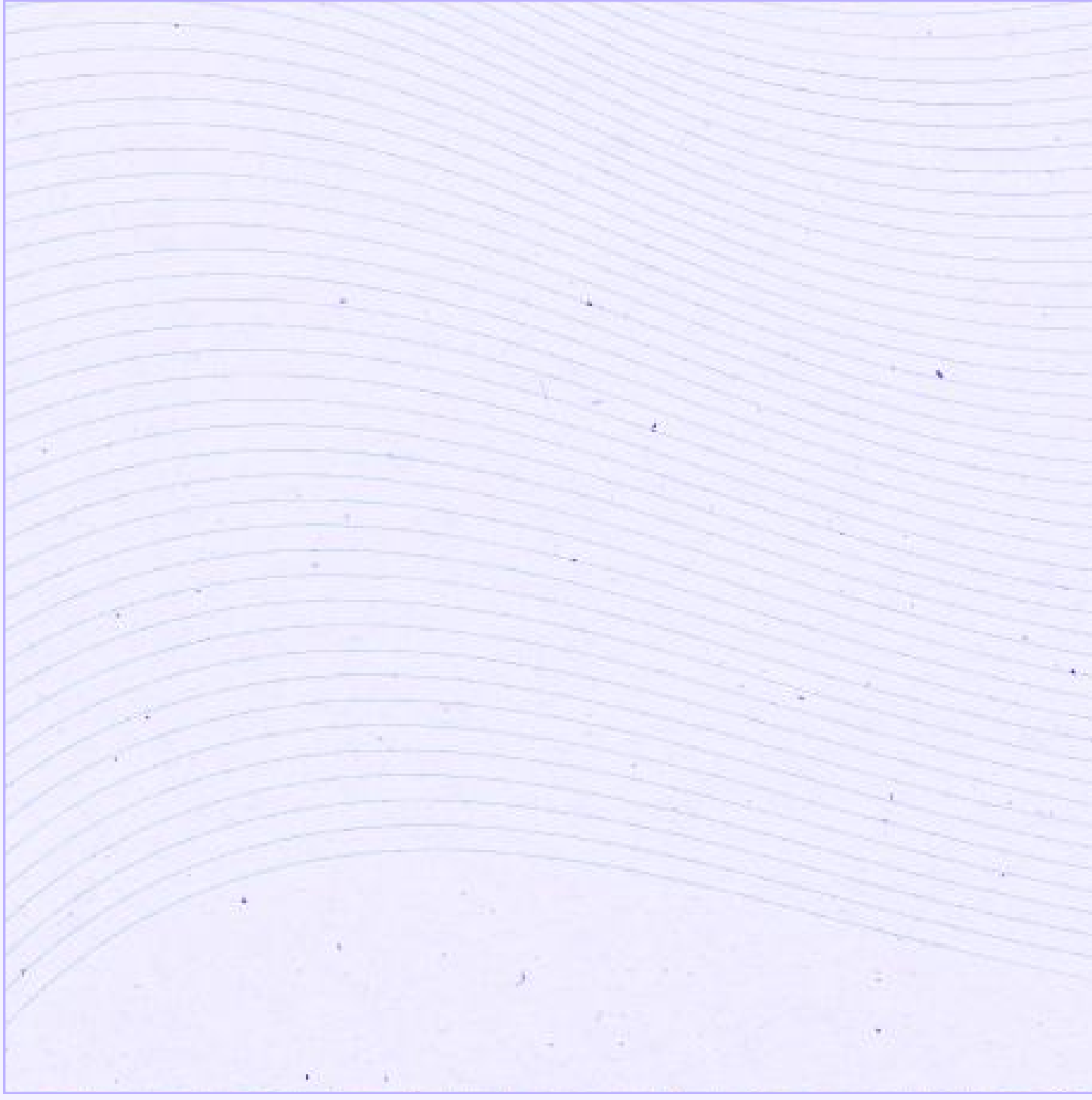
Download Textures



Guilloche Pattern
Use these guilloche shapes images (found in the shared folder) and apply them as assets on backgrounds to create an on-brand aesthetic.



Security Thread Pattern
Please use these banded pattern (found in the attached folder) as borders for various uses across marketing collateral.



Paper Texture
To model after texture found on paper currency, we're overlaying linework images and scratched cotton paper images. Please use Color Burn blend mode to enable this effect.

Imagery

Download Imagery



Animal Overprints
Add one of the animal graphics, apply a gradient on them, and add a overlay style of Exclusion 25%. This will appear like metallic ink on paper currency.

Marketing Collateral



Create collateral with theme and concept of celebrating paper currency with a digital twist.

