

Catholic Token

Brand Guidelines

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Overview

01

Brand Competitive Analysis

The competitive landscape for Catholic Token™ in the Technology & Software industry, particularly in the digital assets and token markets, is rich yet complex. This industry is saturated with various tokens and digital assets, all competing for attention and investment. However, Catholic Token™ occupies a unique niche by directly aligning itself with the values and community of the Catholic Church, setting it apart from the generic and secular focus of other tokens.

A quick glance at the competitors shows an industry filled with established digital currencies that primarily focus on offering financial technology solutions without a distinct cultural or community-based perspective. While some tokens attempt to cater to specific communities or interests, the space tends to lack strong, faith-based initiatives. This provides Catholic Token™ with a distinctive advantage in carving out a niche that resonates with the Catholic values and beliefs of its global audience.

To position Catholic Token™ effectively within this landscape, the brand must underscore its connection to the Catholic community. This means going beyond just being a digital asset; it should become a representation of faith-driven innovation. There is a palpable opportunity to differentiate by embodying not just the financial utility of a token but also reinforcing the community bonds through faith-centered initiatives and projects. This can translate into visuals and messaging that are rich with the values inherent to Catholicism compassion, service, and communal growth while maintaining a tone of modernity and innovation.

Emphasizing a brand tone that meshes the modern and traditional can be an effective strategy. Visuals could draw inspiration from both historical elements of the Catholic Church and sleek, digital-forward aesthetics suggested by the preferred brands like Kenya Token™. The messaging ought to convey a sense of newness and trust, appealing to both tech-savvy individuals and those who are new to digital currencies but see value in a faith-aligned economic system.

Finally, there are opportunities for Catholic Token™ to be seen as a beacon of innovation within the religious community. By focusing on building a robust ecosystem that supports community-building and charitable activities, reinforced through strategic partnerships with Catholic entities, the token can deeply root itself within its target audience. As a result, Catholic Token™ can not only stand out as a digital asset but also as a modern tool for promoting and enhancing the values and missions of the Catholic Church globally.

Logo

02

Logo



Primary

The primary logo is the main representation of the brand and should be used in most situations. It reflects the brand's full identity and should appear in prominent placements such as websites, presentations, and marketing materials.

Logo



Secondary

The secondary logo maintains the same design as the primary logo but is presented in an alternate color variation. It is used when the primary color does not suit the background or specific visual context.

Logo



Tertiary

The tertiary logo is another color variation of the primary logo, designed to provide additional flexibility across different backgrounds and applications while maintaining brand consistency.

Logo Mark



Primary



Secondary



Tertiary

Here are the three logo mark variations, primary, secondary, and tertiary. Each shown in a different color to ensure versatility and consistency across various backgrounds and use cases.

Logo Clearspace

The logo clear space is defined as one-quarter (1/4) of the logo's total height. This area must remain free of any text, graphics, or other visual elements to ensure the logo maintains its visual impact and legibility across all applications.



Logo Clearspace

The logo clear space is defined as one-quarter ($1/4$) of the logo's total height. This area must remain free of any text, graphics, or other visual elements to ensure the logo maintains its visual impact and legibility across all applications.



Colors

03

Colors

Primary Colors

The colors shown here are the primary colors of the brand and serve as the foundation for all visual communications. These hues should be used consistently across all print and digital materials to maintain a cohesive and recognizable brand identity.



HEX
#FFFFFF



HEX
#7A111A

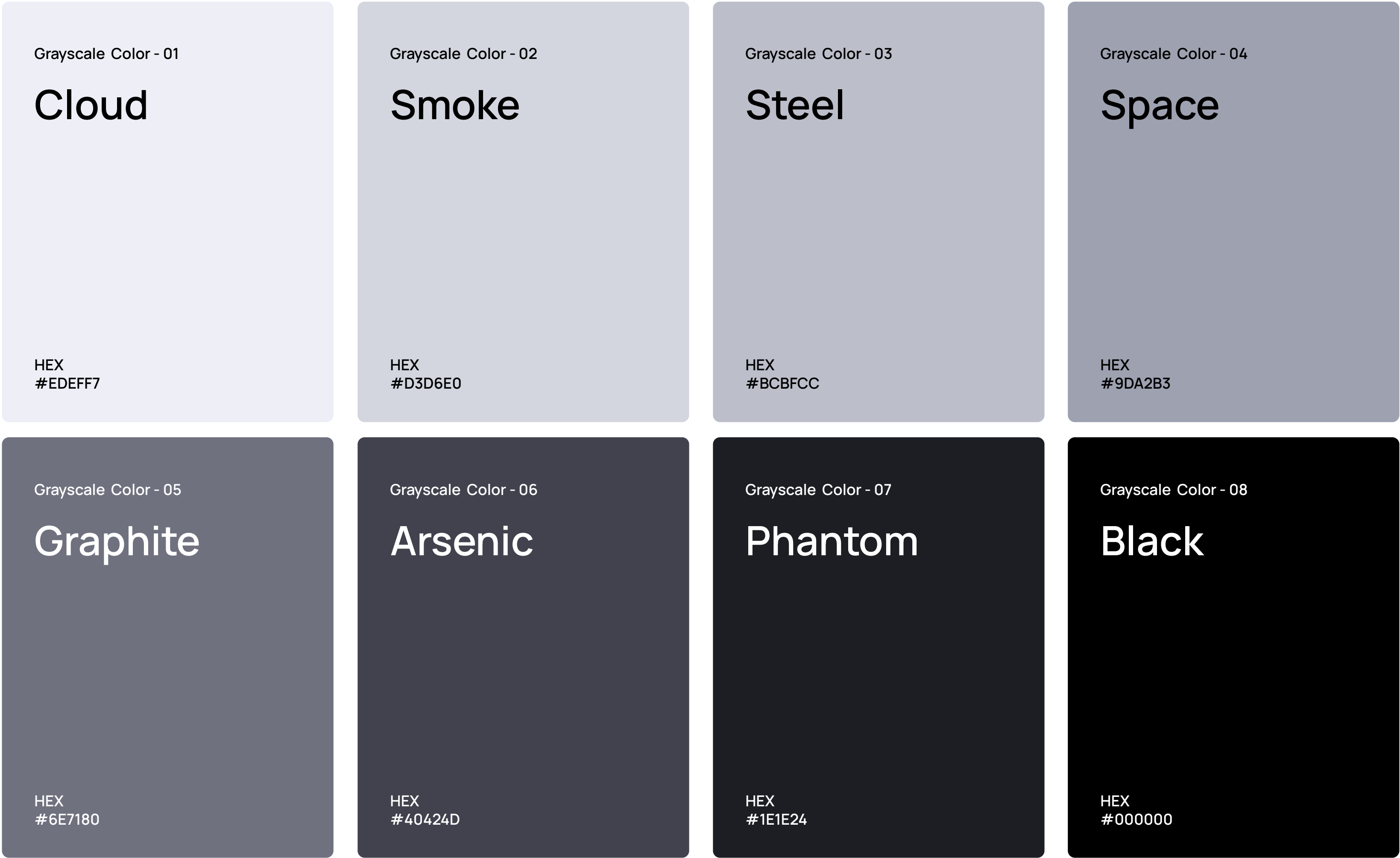


HEX
#CEAA34

Colors

Grayscale Colors

A grayscale color palette consists of varying shades of gray, ranging from pure black to white, with all the intermediate tones in between. The palette doesn't contain any hue or color, it only varies in lightness or darkness.



Typography

04

Typography

This font represents the brand’s primary typography and should be used across all communications to ensure a consistent and professional visual identity.

Manrope

Light	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz0123456789° (!"#\$%&?@)
Regular	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz0123456789° (!"#\$%&?@)
Medium	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789° (!"#\$%&?@)
Semibold	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789° (!"#\$%&?@)
Bold	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789° (!"#\$%&?@)
ExtraBold	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789° (!"#\$%&?@)

Typography

Typography scaling ensures a consistent and harmonious visual hierarchy across all brand materials. By applying proportional size relationships between headings, subheadings, body text, and captions, we maintain readability while reinforcing brand identity. This system allows type to adapt seamlessly across different formats and devices, ensuring clarity and cohesion in every application.

Type Scaling

64 Px	Heading 1
48 Px	Heading 2
32 Px	Subheader 1
24 Px	Subheader 2
18 Px	Paragraph 1
16 Px	Paragraph 2

Applications

05

Applications



This section demonstrates how the brand's visual elements, logo, typography, color palette, and imagery are applied across various touchpoints.

Thank You