

Token||Traxx

Visual identity

|| OWN YOUR SOUND

Token||Traxx is an NFT platform, built by musicians for the music community. It provides you with a whole new way to create, curate and collect music.

This document gives an overview how Token||Traxx's visual identity can be used.

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Logos

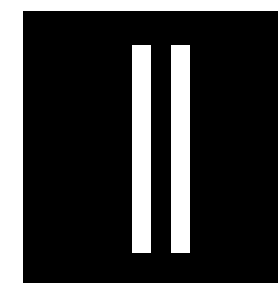
01. Logos

We have several options for our logo to enable brand flexibility.
All are available to use in black and white versions.

Master logo

Token || Traxx

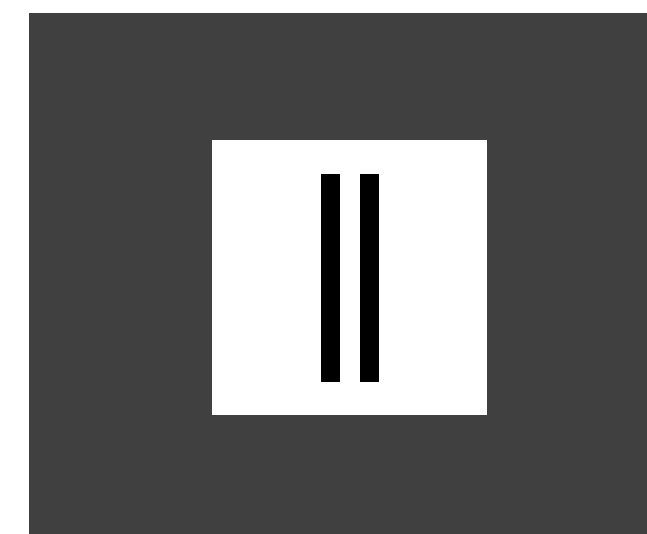
Icon logo



Master Lock-up

Token || Traxx
OWN YOUR SOUND

Token || Traxx



Token || Traxx
OWN YOUR SOUND

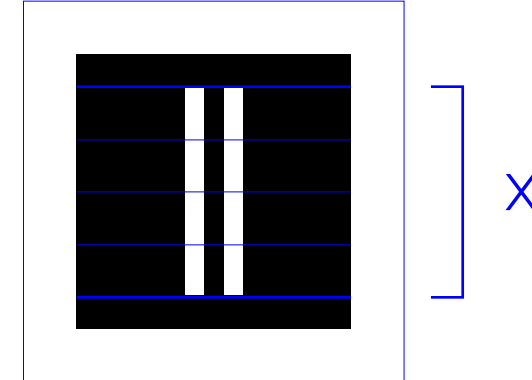
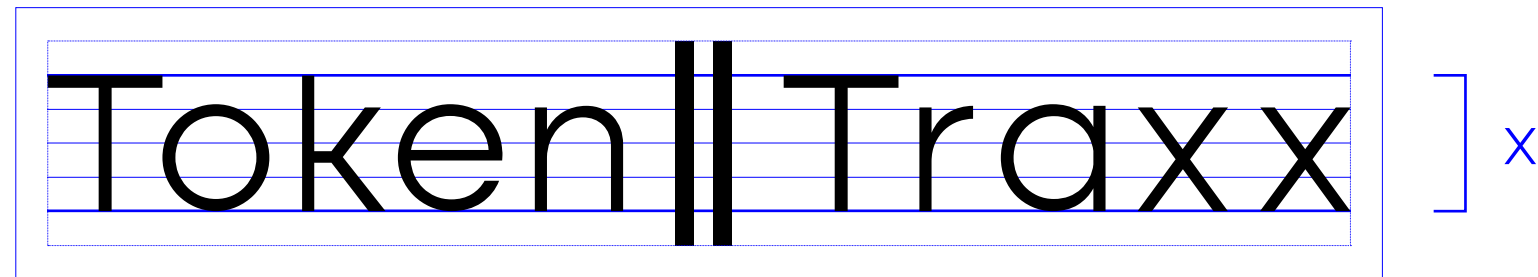
Token || Traxx

01.

Logos – Safe space

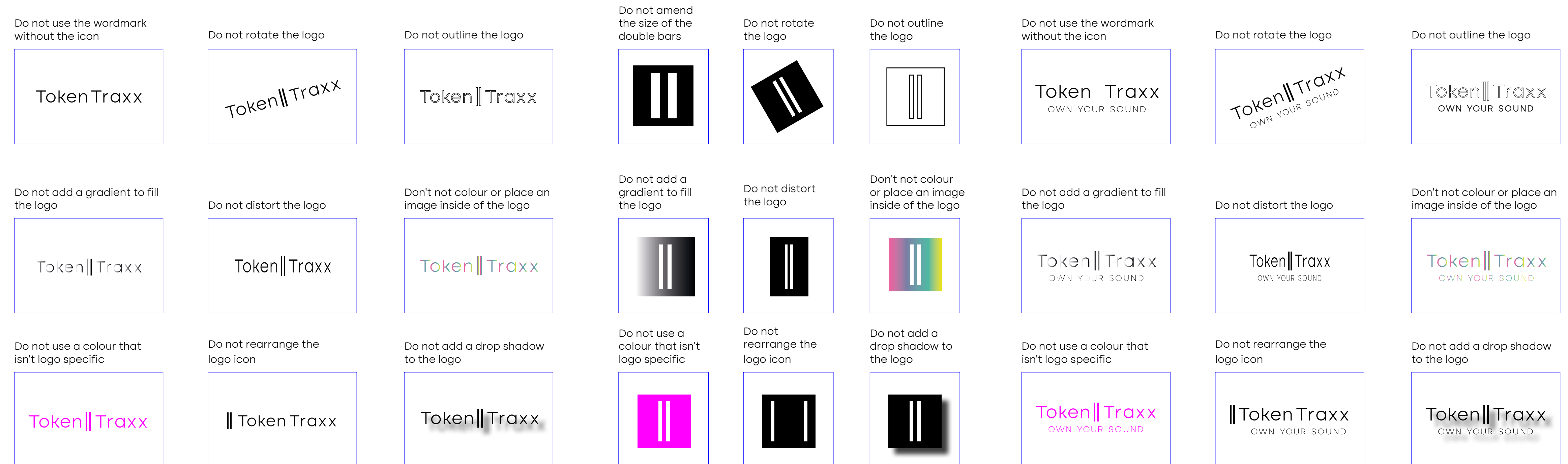
When using the Token||Traxx logo, it's important to allow it to breathe. We use specified safe space to ensure the integrity and impact of the logo.

Minimum safe space = $\times/4$



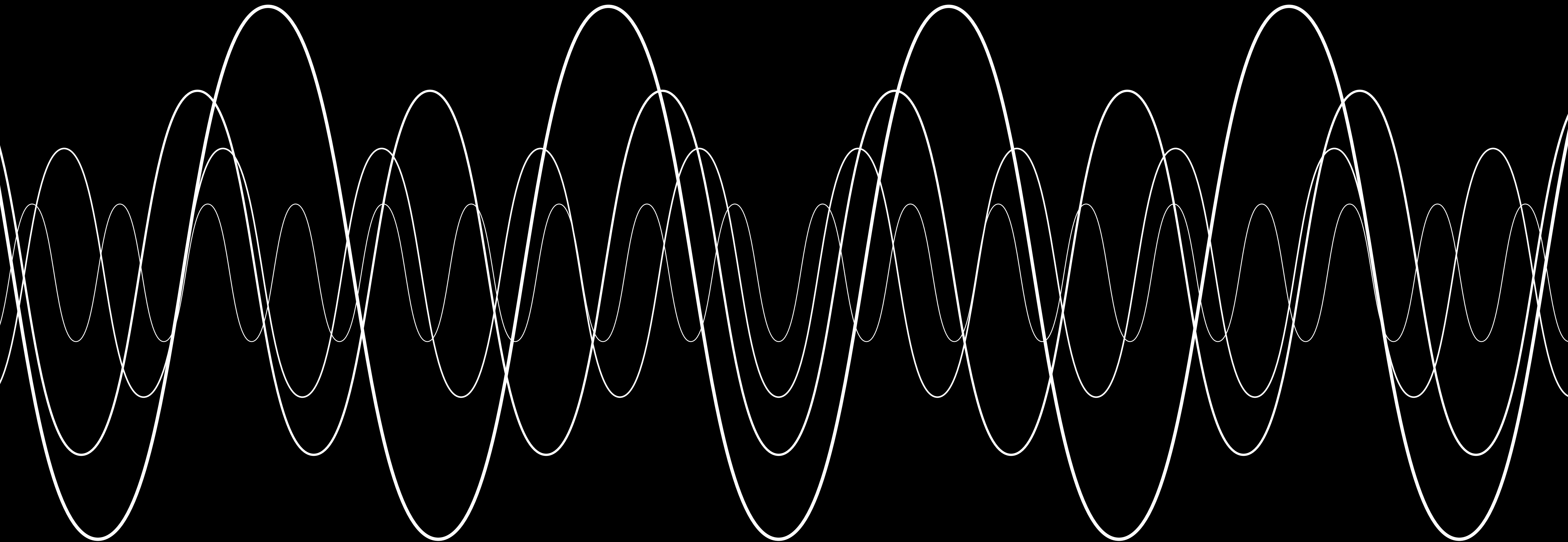
01. Logos – Don'ts

Below are examples of don'ts when it comes to using the Token||Traxx logo. These example aren't exhaustive. If in any doubt please contact the Token||Traxx team.



Token||Traxx

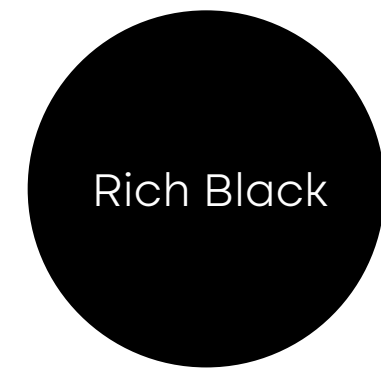
Colour



02. Colour

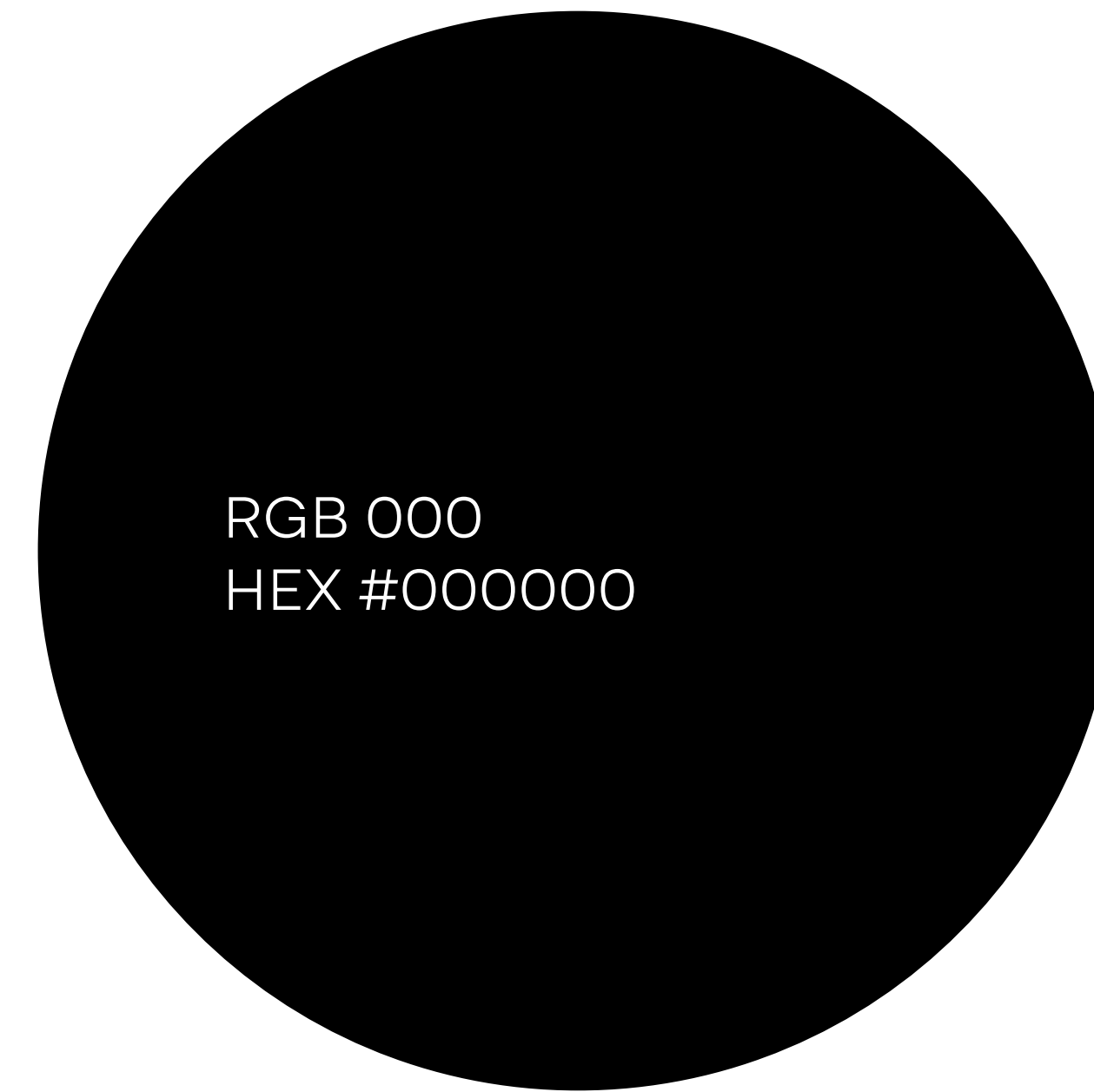
Our palette plays an important role in our visual identity. It consists of black and white.

For all print applications, please use a 4-colour black where possible.



Rich Black

CMYK 20 20 20 100



RGB 000
HEX #000000



RGB 255 255 255
HEX #000000

Taglines

03.

Taglines

How we engage with music is evolving and our tagline 'Own Your Sound' (OYS) epitomises what we stand for. Token||Traxx is ushering in a new era for the music community, providing fair rewards that can be shared with everyone.

When OYS tagline isn't being used in the Master lock-up, it can be using on it's own in the two examples show. When used with the Master logo, it should appear in opposite positions (shown as 1, 2 and 3). The same principles of safe space should also be considered when placing. We also have audience specific tags that can be used in the same way.

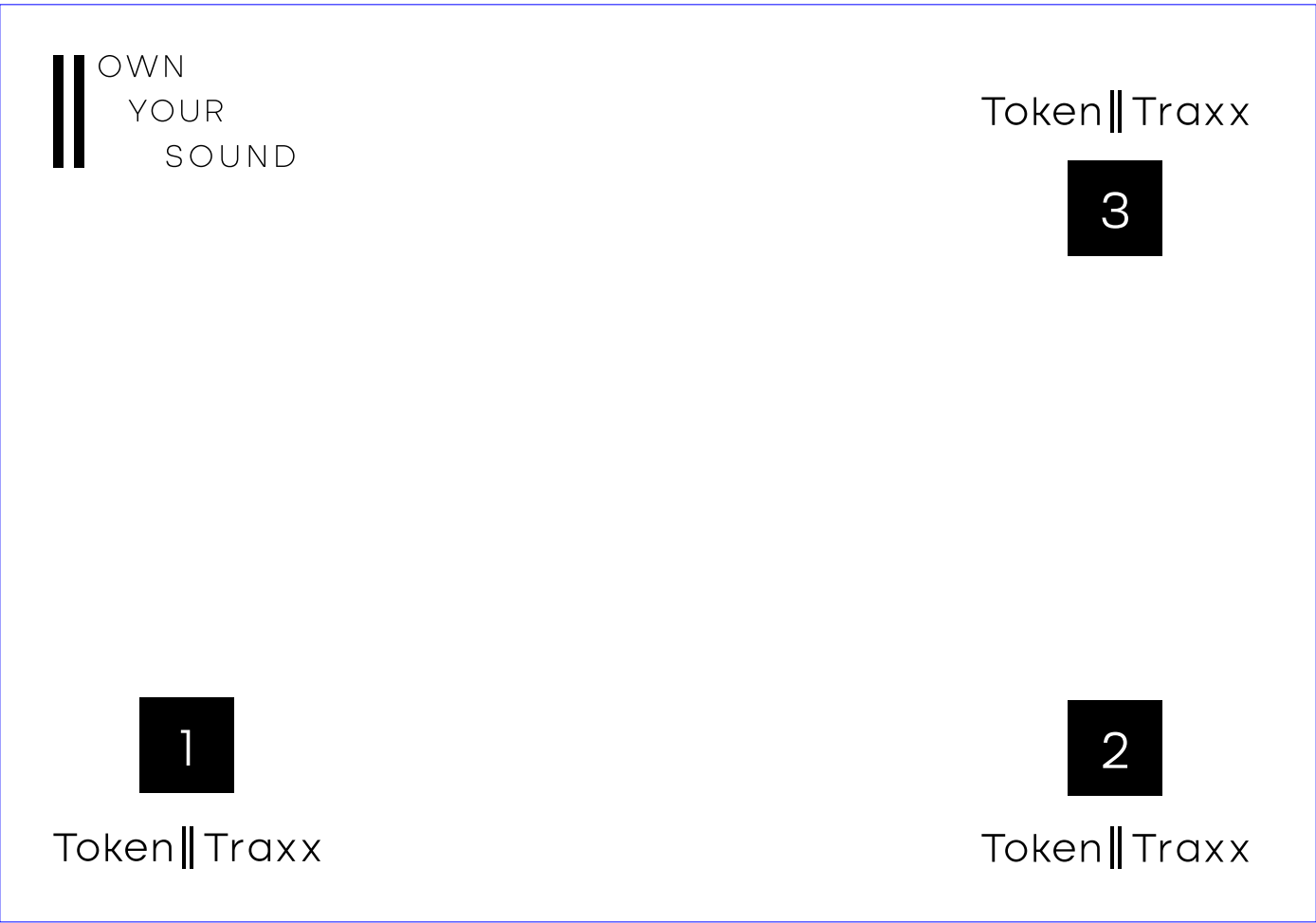
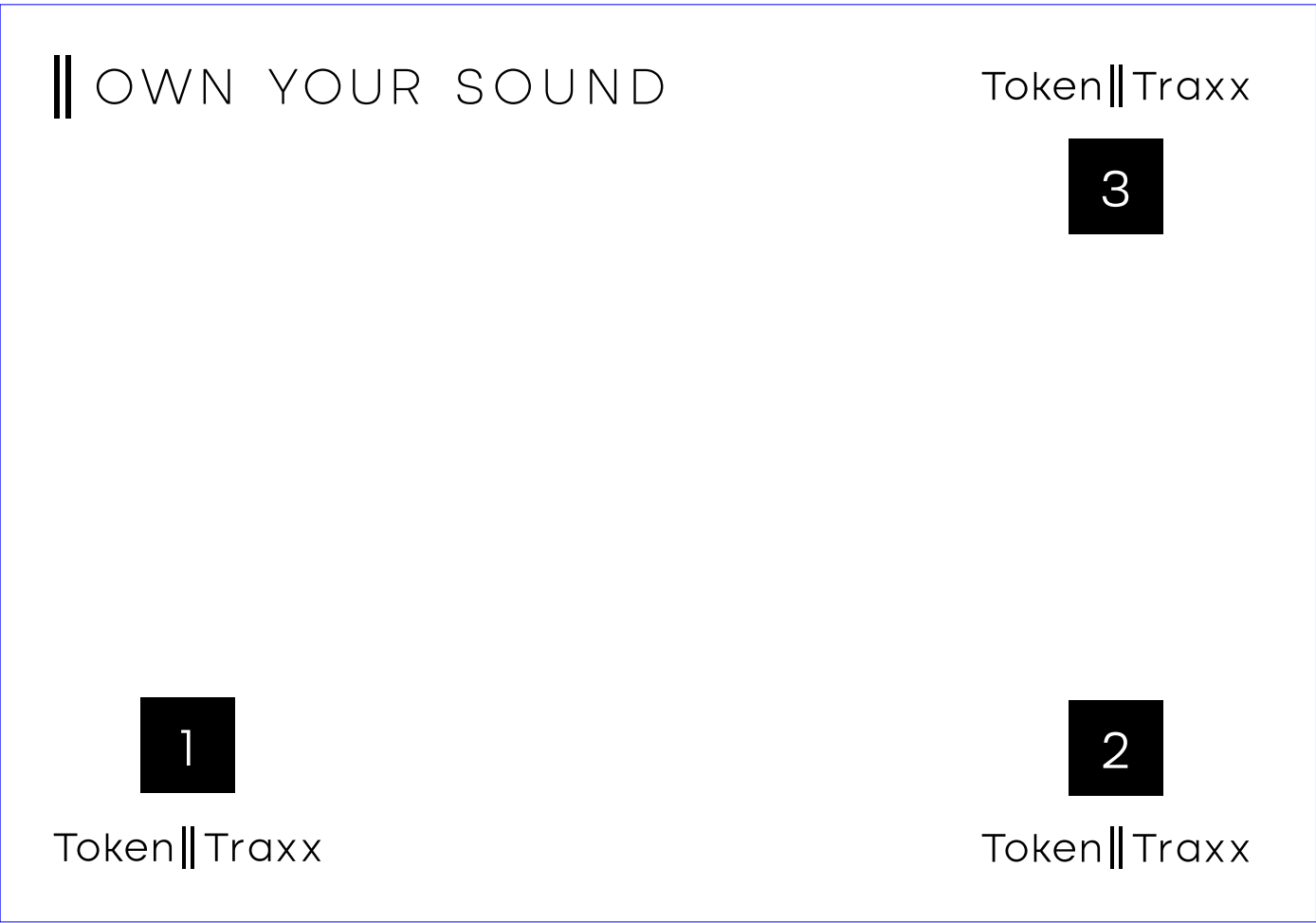
|| OWN YOUR SOUND

|| FOR THE CURATORS

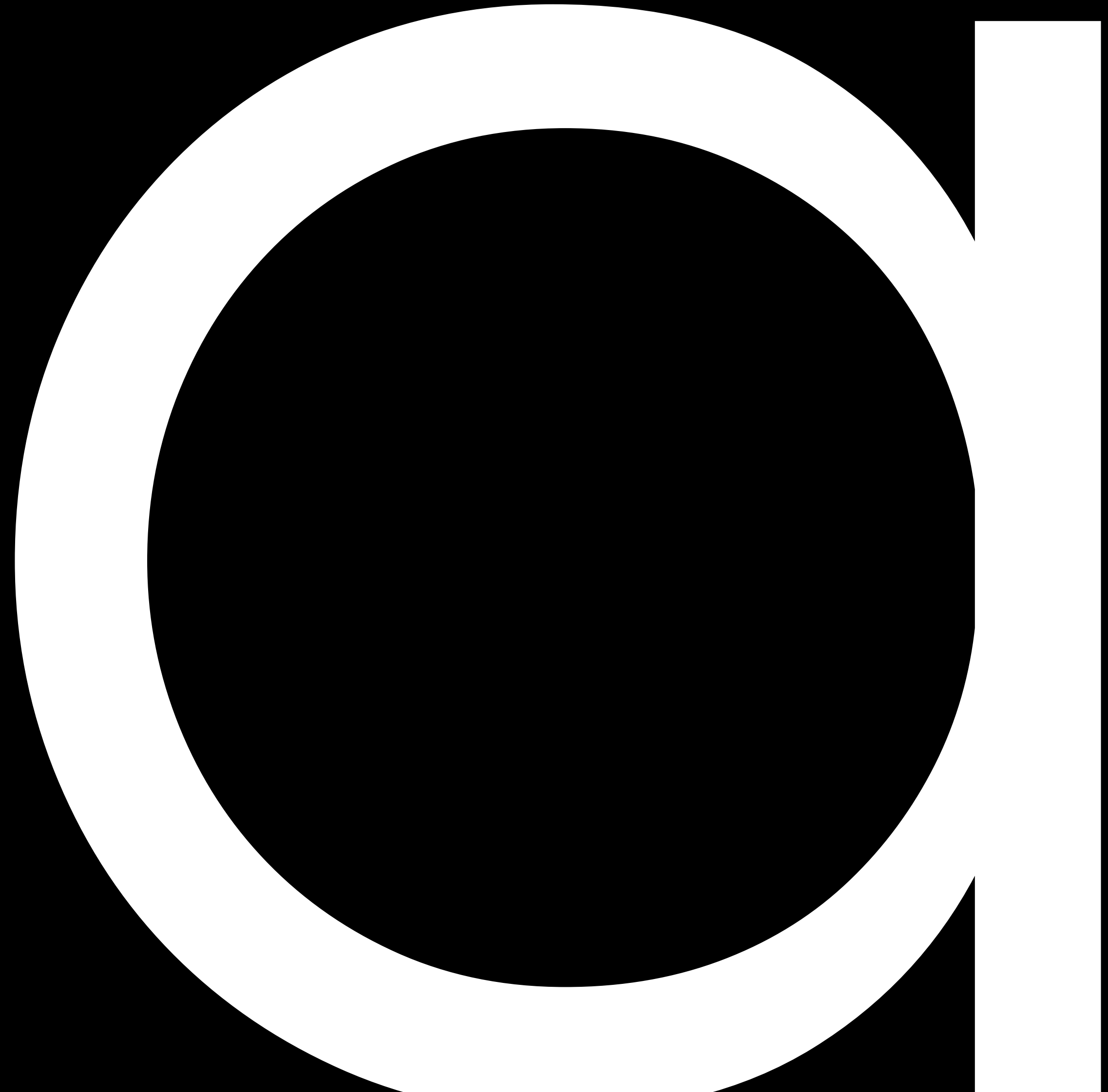
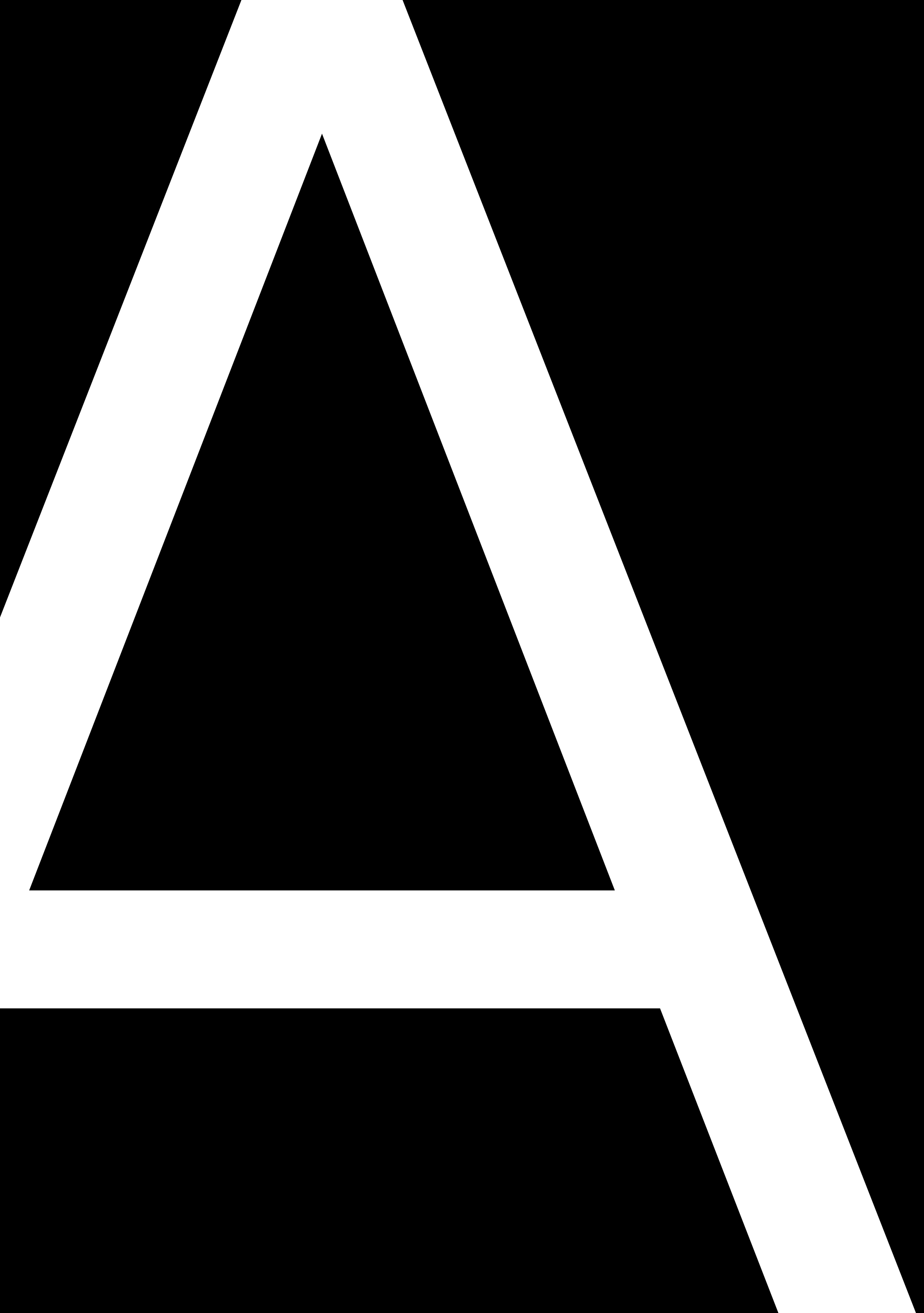
|| FOR THE CREATORS

|| FOR THE COLLECTORS

|| OWN YOUR SOUND || FOR THE CURATORS || FOR THE CREATORS || FOR THE COLLECTORS



Typography



04. Typography

Our primary typeface is Altone. It is well balanced, modern and reflects the digital world that we operate in. Although there is a varied selection of weights, we mainly use 'Light' for body copy and '**Medium**' for headlines / impact.

When writing, we use sentence case in all communication. The only exception is when using the OYS tagline in it's logo form.

In copy we write the following like this:

Token||Traxx

Own Your Sound | **#OwnYourSound**

For The Curators | **#ForTheCurators**

For The Creators | **#ForTheCurators**

For The Collectors | **#ForTheCollectors**

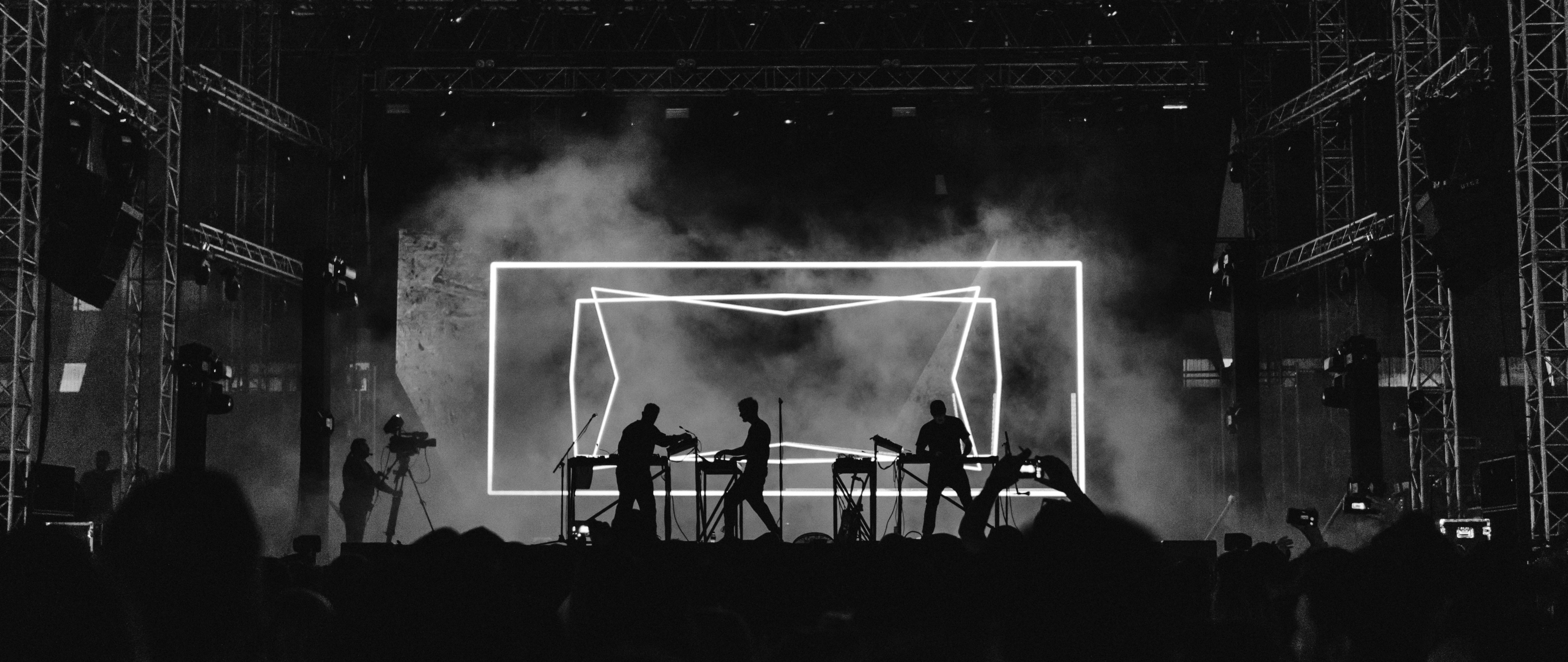
Token||Traxx

Altone Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.<>#
""!@£\$%^&*()[{}]

Altone Medium

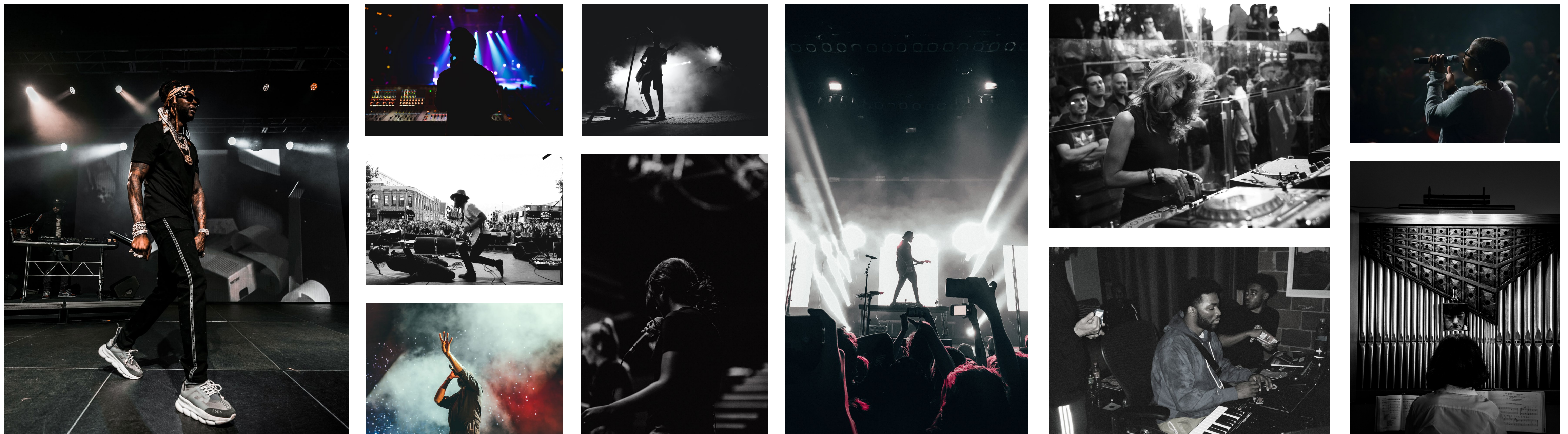
ABCDEFGHIJKLMNOPQRSTUVWXYZ
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
nopqrstuvwxyz
1234567890.<>#
""!@£\$%^&*()[{}]



Photography

05. Photography

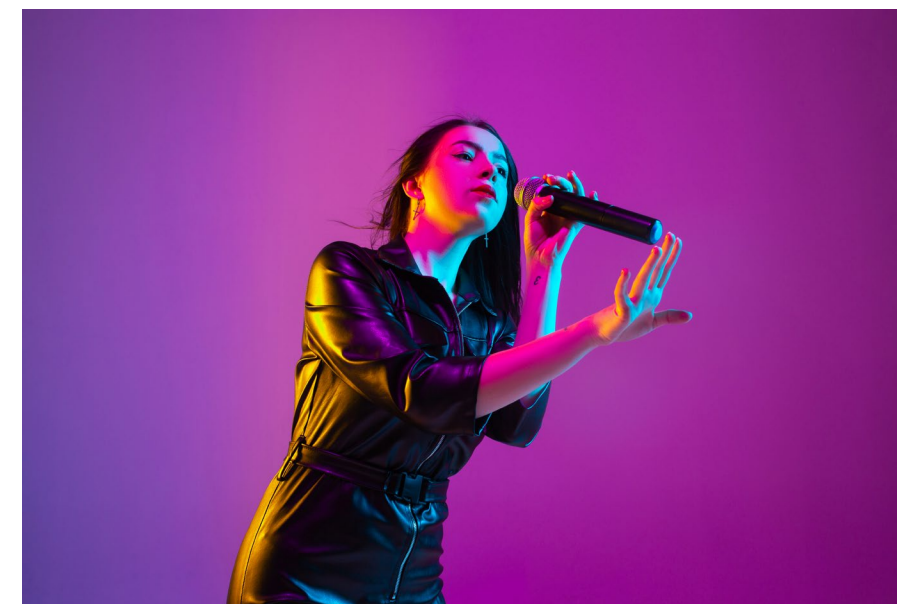
Photography plays an important role for the brand. We want to show the meaningful connection people have with music – afterall, this is our passion. Black and white photography or images with little colour, accentuates and captures the moment. Music is broad and diverse and it is important to reflect this in our photography.



05.

Photography – Don'ts

Below are examples of don'ts when it comes to selecting photos. Avoid anything that is heavily staged, clichéd, artificial, overly photo edited or designed and brightly coloured.





Token||Traxx

For further information, please contact:

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