

1.0 LAST UPDATED  
04/23/26

# BRAND GUIDELINES



# Welcome to the Bitcoin for the Arts Brand Guidelines

This document is a practical guide to help introduce you to the essential elements of our brand identity. Here, we'll outline our assets and how we use them to create branded materials that are consistent and cohesive.

In the end, guidelines are just that; a guide. Use your best judgment and reference this document often.

# TABLE OF CONTENTS

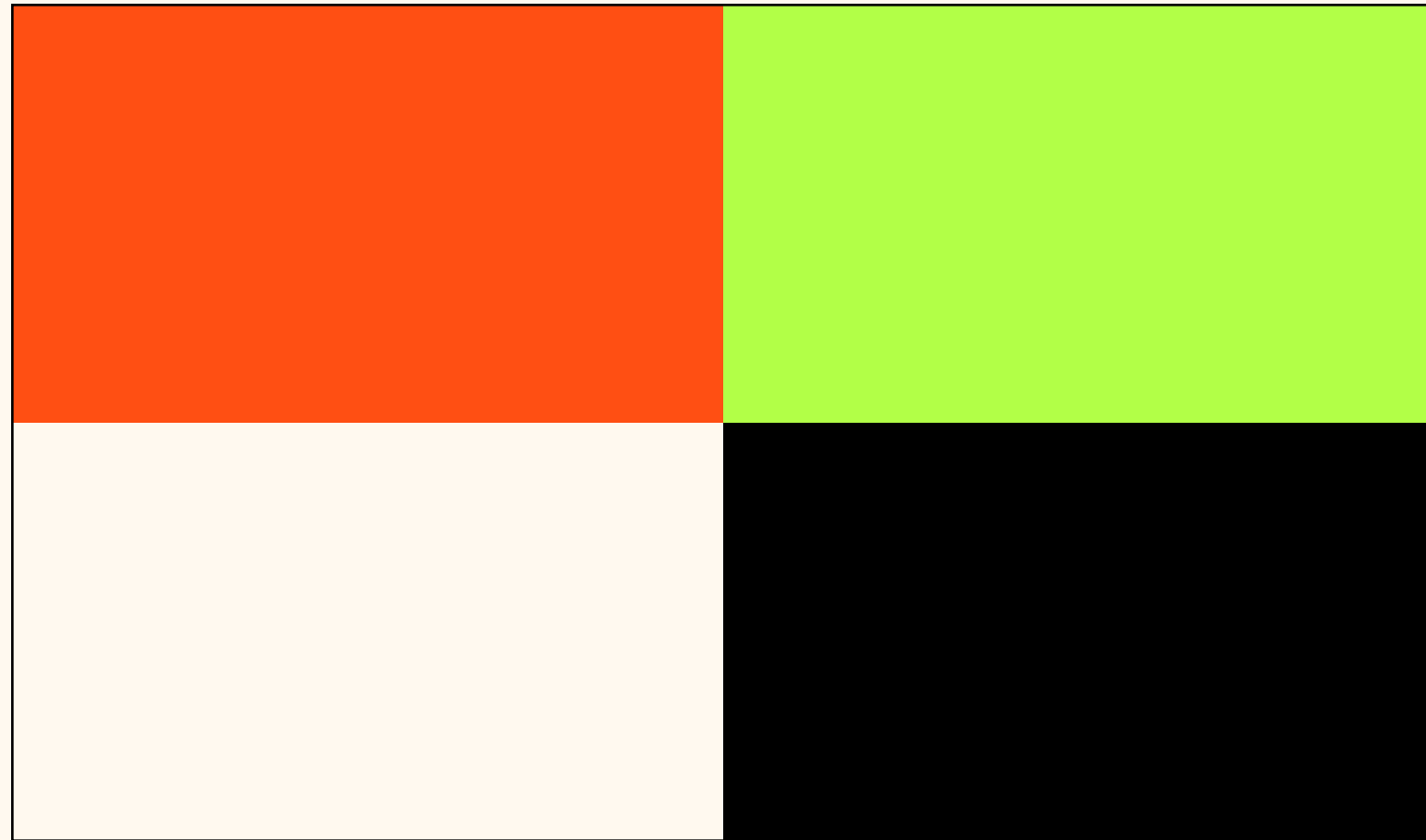
1.0	Overview
2.0	Marks
3.0	Colors
4.0	Typography
5.0	Brand World

# OVERVIEW

FOR BITCOIN THE Arts

BTA

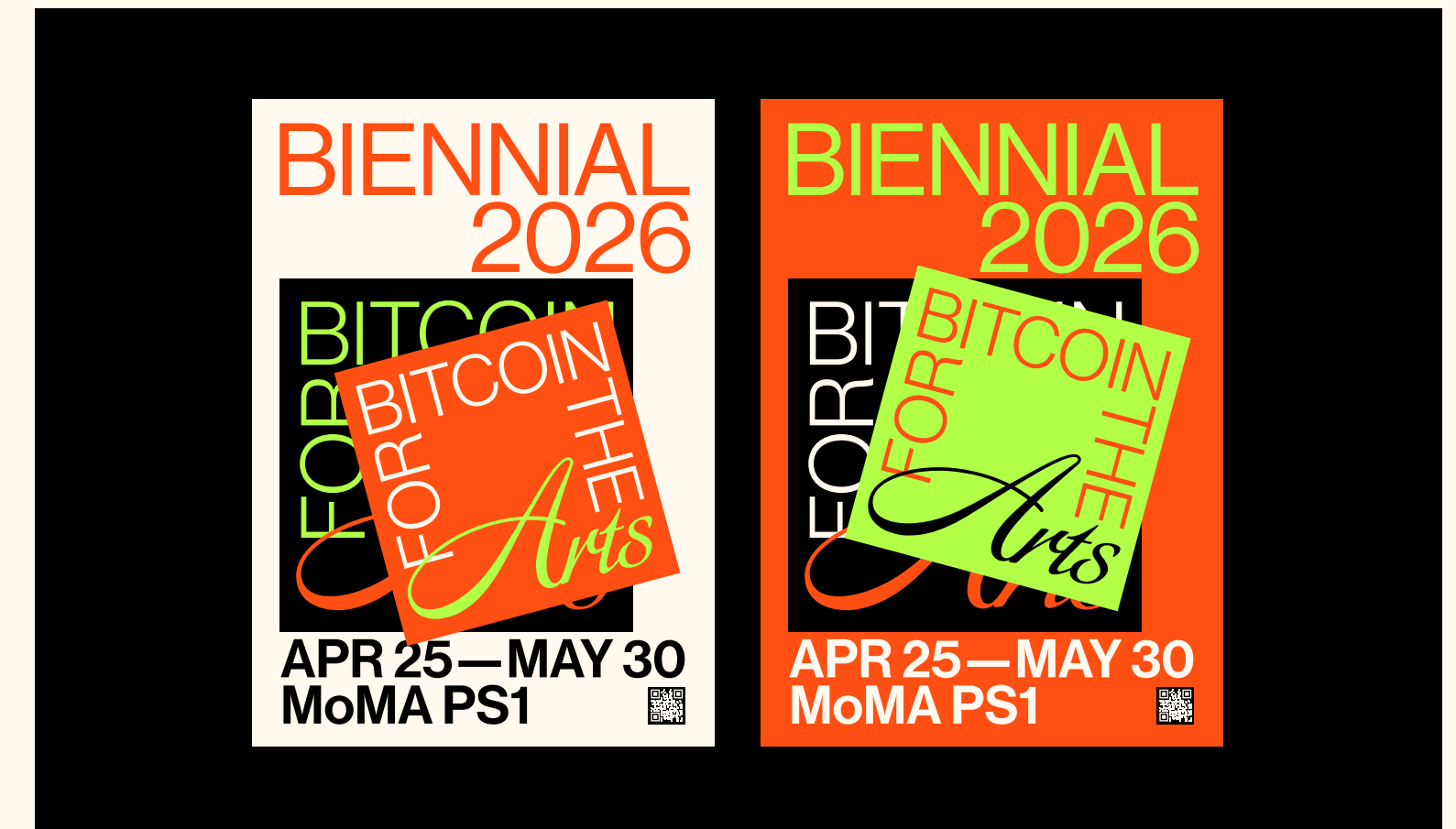
BFA



# ARTS

## Film, Dance, Theater

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation.



# MARKS

## Logo

The Bitcoin for the Arts logo is built from “Bitcoin for the” set in Neue Haas Grotesk and “Arts” set in a modified script. The words are arranged to form a frame, alluding to the goal of the organization: enabling patronage.

BITCOIN  
FOR  
THE  
Arts

## Clearspace

The clearspace defines the distance between the mark and any graphic element it may be sitting next to in a composition.

The minimum distance to any other graphic element should be half the height of the B in BITCOIN.

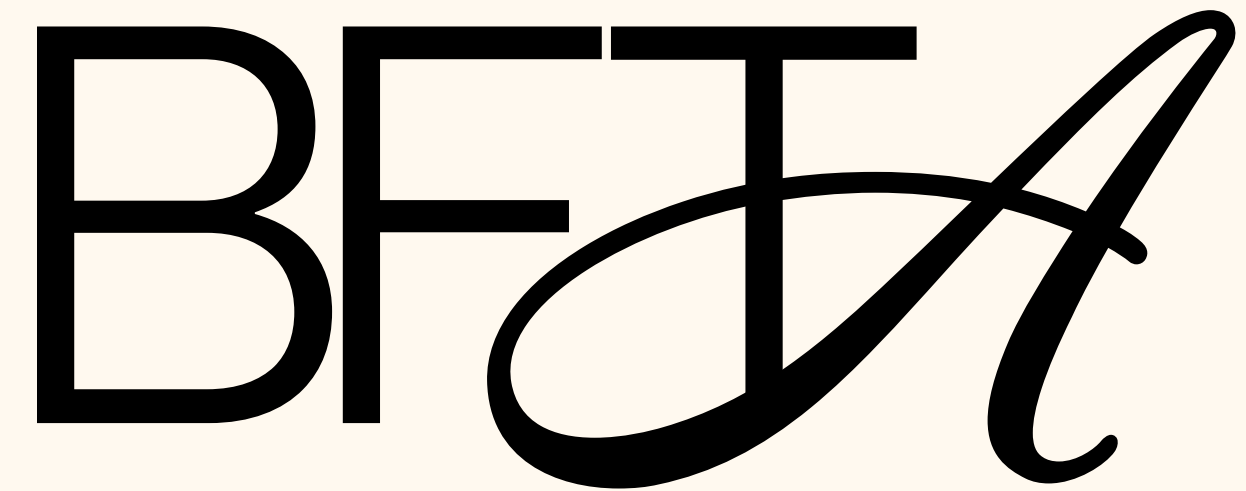
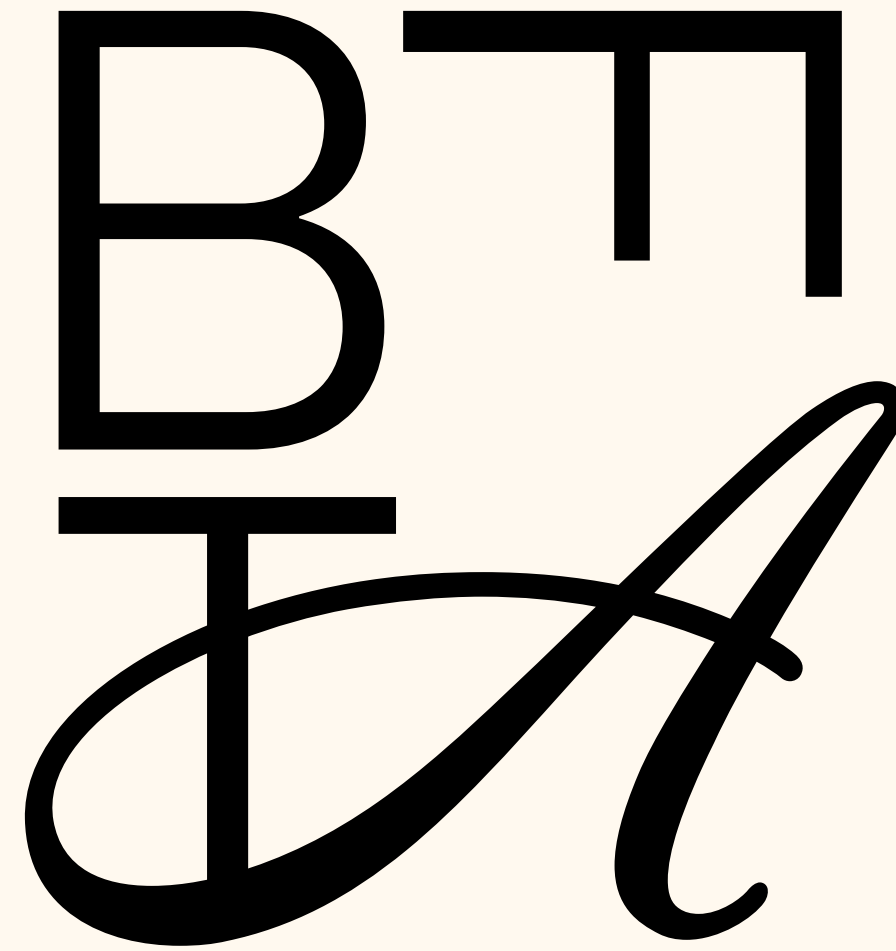


## Bugs

The 'bugs' are reduced versions of the main logo.

**They should only be used when the main logo cannot be used, e.g. in very small placements.**

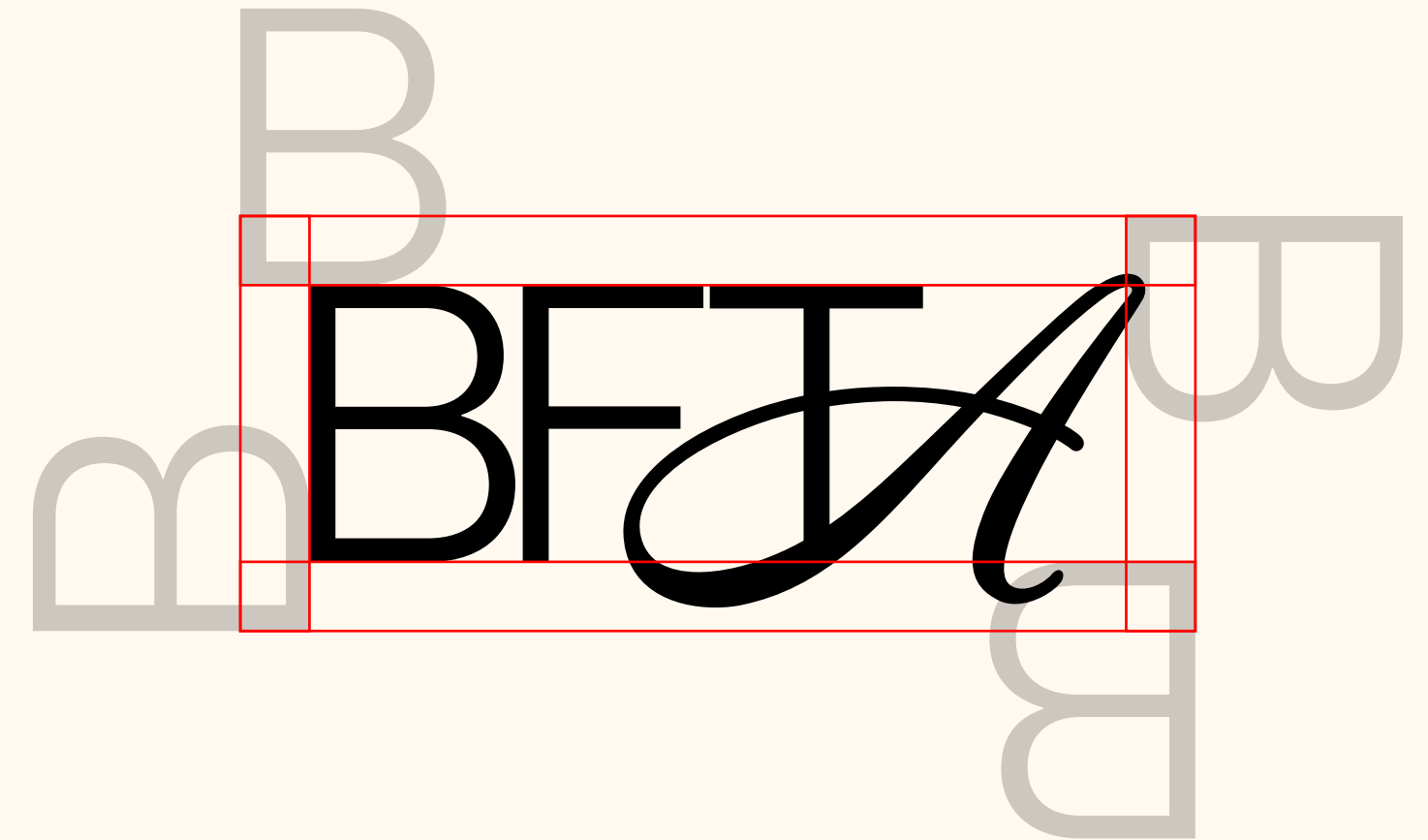
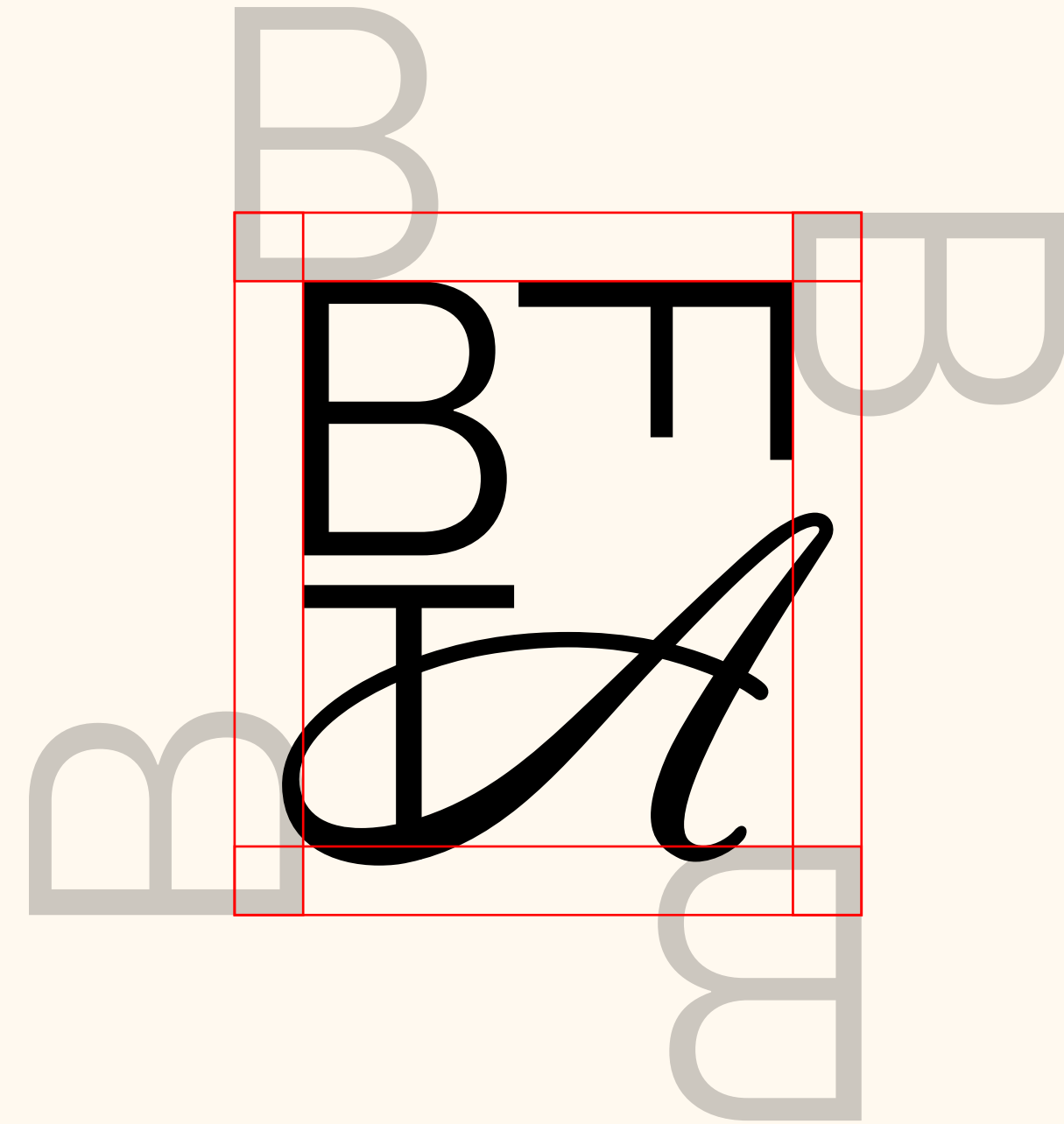
Always use the main logo where possible, in order to build brand equity.



## Clearspace

The clearspace defines the distance between the mark and any graphic element it may be sitting next to in a composition.

For the bugs, the minimum distance to any other graphic element should be a quarter of the height of the B in BITCOIN.



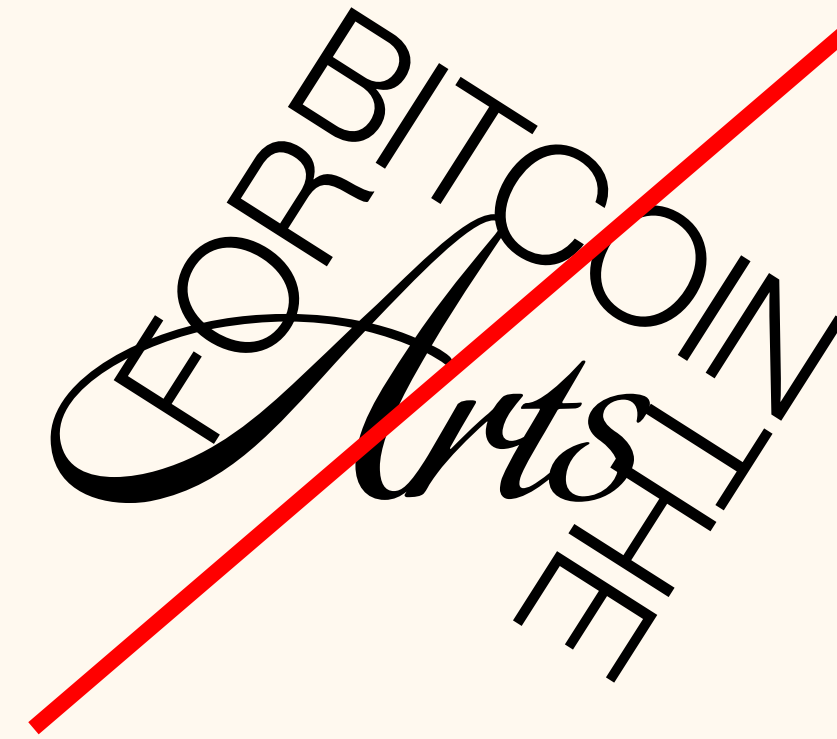
## Incorrect logo usage

It is important to maintain a consistent appearance and treatment of the logos. They should not be misinterpreted, modified, or added to. No attempt should be made to alter them in any way. Their orientation, color, and composition should remain as indicated in this document.

Some examples of common mistakes are shown on the right.



Do not stretch logo



Do not deconstruct logo



Do not use gradient



Do not mix with other typography



Do not use outline



Do not apply effects

## Social avatar

For platforms that place profile photos in round containers, such as Instagram, the mark should be given some breathing room on every side.



# COLORS

## Color Palette

The brand colors are orange, neon green, cream and black. The neutrals create a beautiful balance between the saturated orange and green, resulting in an energetic yet elegant mix.

These four colors are meant to be combined to create dynamic layouts. It is recommend to mix and match these colors, while keeping legibility in mind.

Always confirm Pantone color codes with print production partners.

The cream color being very light, generally won't be printed, and will mainly appear on screen, and in your choices of stock paper or fabric.

Orange  
#FF4F14  
RGB: 255, 79, 20  
CMYK: 0, 70, 90, 0  
Pantone: 172 C

Neon Green  
#B3FF48  
RGB: 179, 255, 72  
CMYK: 30, 0, 70, 0  
Pantone: 2297 C

Cream  
#FFFAF0  
RGB: 255, 250, 240  
CMYK: 2, 5, 0  
Pantone: N/A

Black  
#000000  
RGB: 0, 0, 0  
CMYK: 75, 68, 67, 90  
Pantone: Black C

## Color Logos

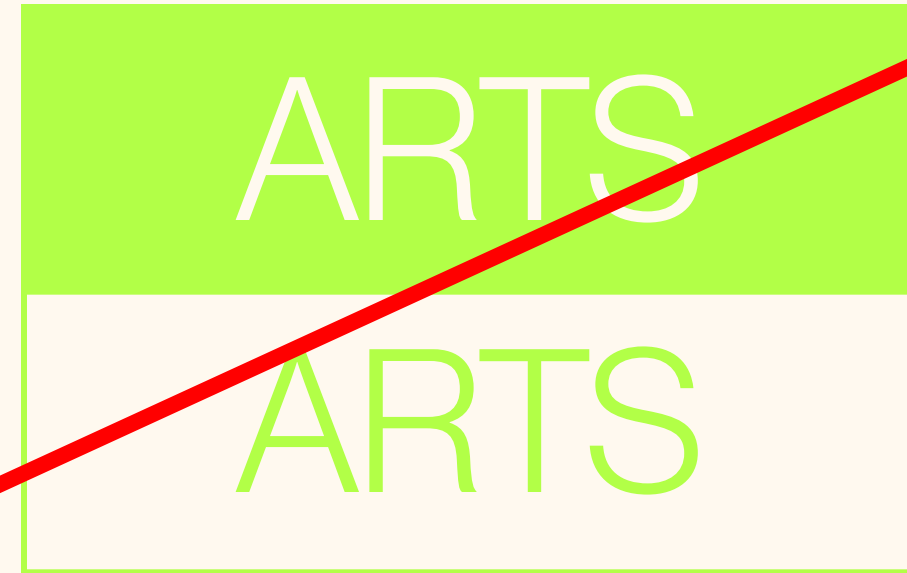
One highly effective application of the color palette is the main logo. Using three colors (one for the background and two for the type) is perfectly acceptable and recommended as it adds to the narrative that is embedded in the logo.

Shown here are a few effective color combinations. Do not hesitate to create more! The only combination to avoid is neon green and cream, as the low contrast hampers legibility.

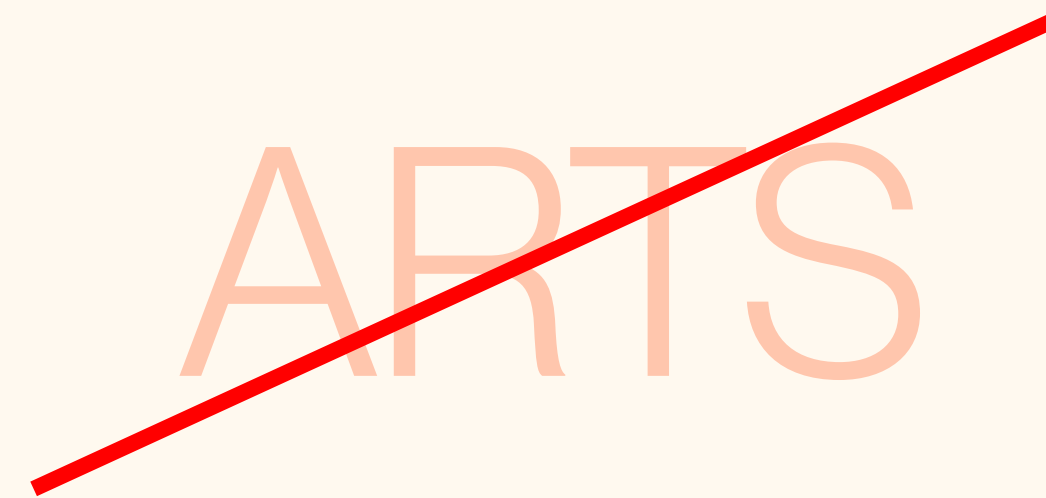


## Incorrect color usage

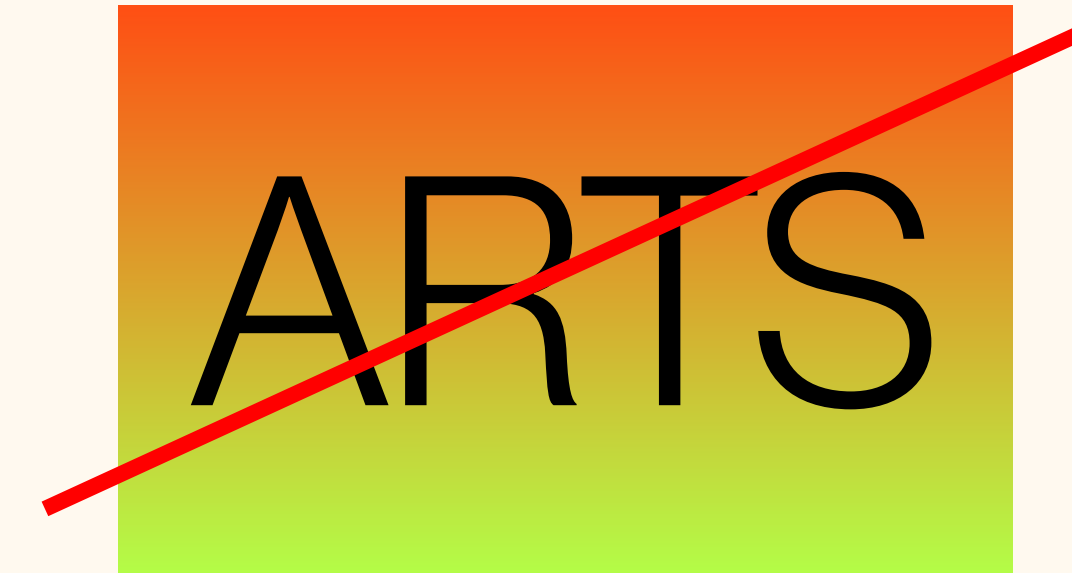
For legibility, brand recognition and overall success of the design system, it is important to be consistent and thoughtful with color. Here are examples of things you should avoid.



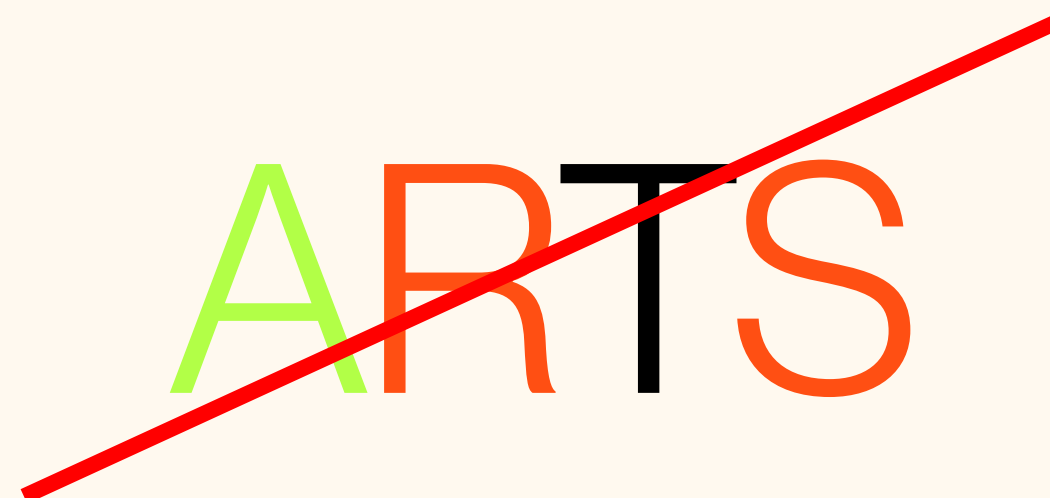
Do not use cream on neon green  
or neon green on cream



Do not lower opacity



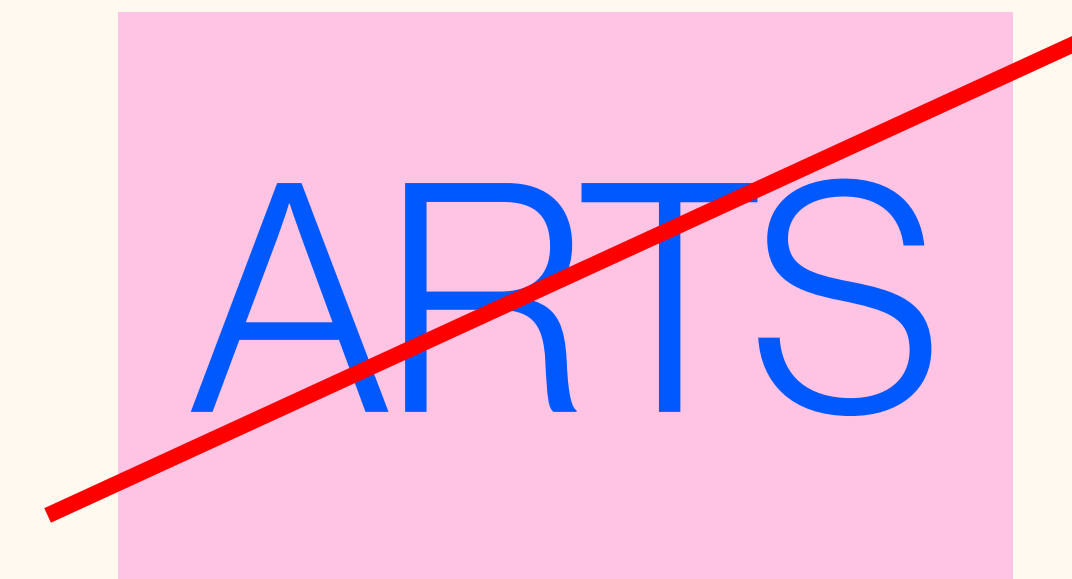
Do not use gradients



Do not randomly mix colors



Do not apply effects



Do not use off-brand colors

# TYPOGRAPHY

## Typeface

Neue Haas Grotesk, originally designed by Haas Type Foundry, is a modernist sans serif rooted in Swiss design, known for its clarity, neutrality, and balanced proportions. It offers a clean, highly legible voice with a timeless, understated feel across print and digital.

[Neue Haas Grotesk](#)

NEUE HAAS  
GROTESK 45 LIGHT

**Neue Haas Grotesk 65 Medium**

Neue Haas Grotesk 55 Roman

## Typeface

The typographic system uses Neue Haas Grotesk for its clarity and timeless, modern feel. Headlines in the Light weight set in all caps create an elevated, refined tone, while the Medium weight supports subheads and key details. Body copy is set in Roman for readability, creating a balanced hierarchy that feels clean, confident, and legible.

Headings: Neue Haas Grotesk 45 Light, All Caps

# ARTIST GRANTS

Subheads, details, accents: Neue Haas Grotesk 65 Medium

## Film, Dance, Theater

Body copy: Neue Haas Grotesk 55 Roman

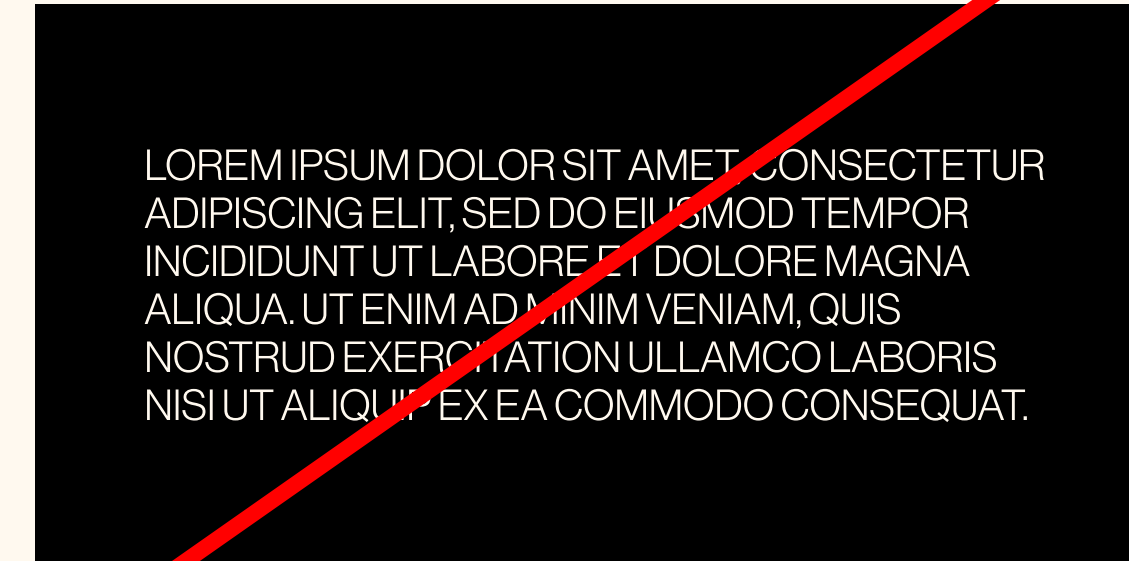
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

## Incorrect type usage

Use type consistently. Avoid the following.



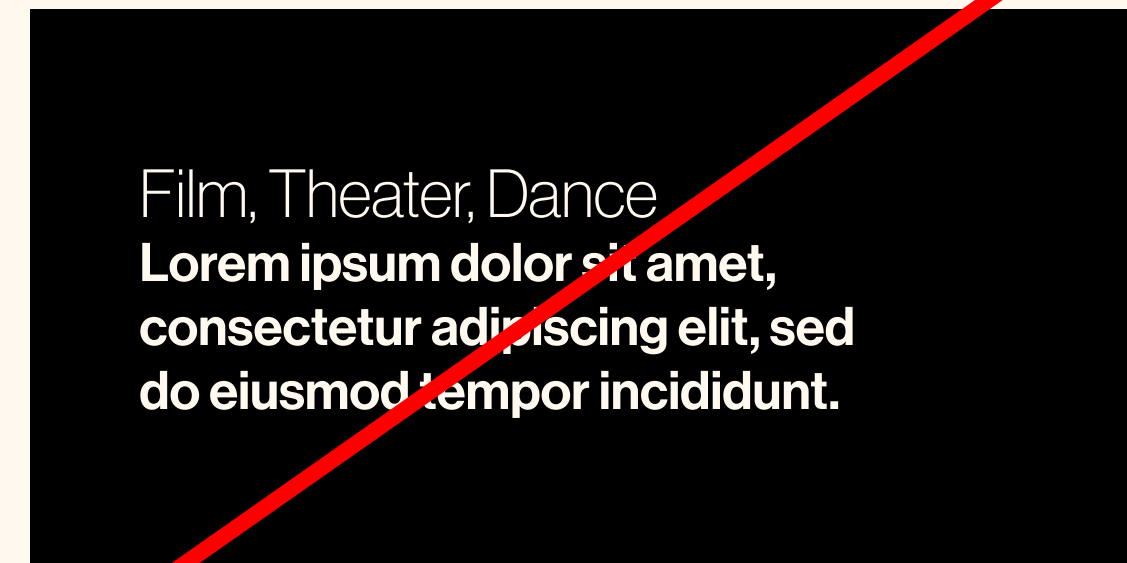
Do not use other typefaces



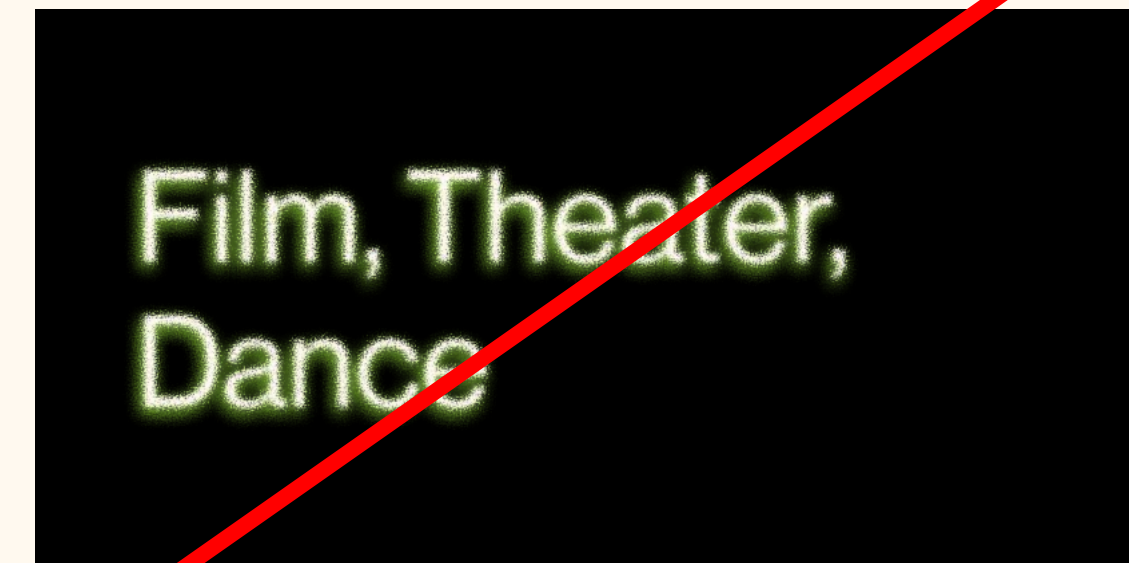
Do not use Neue Haas Grotesk 45 Light in all caps for long copy



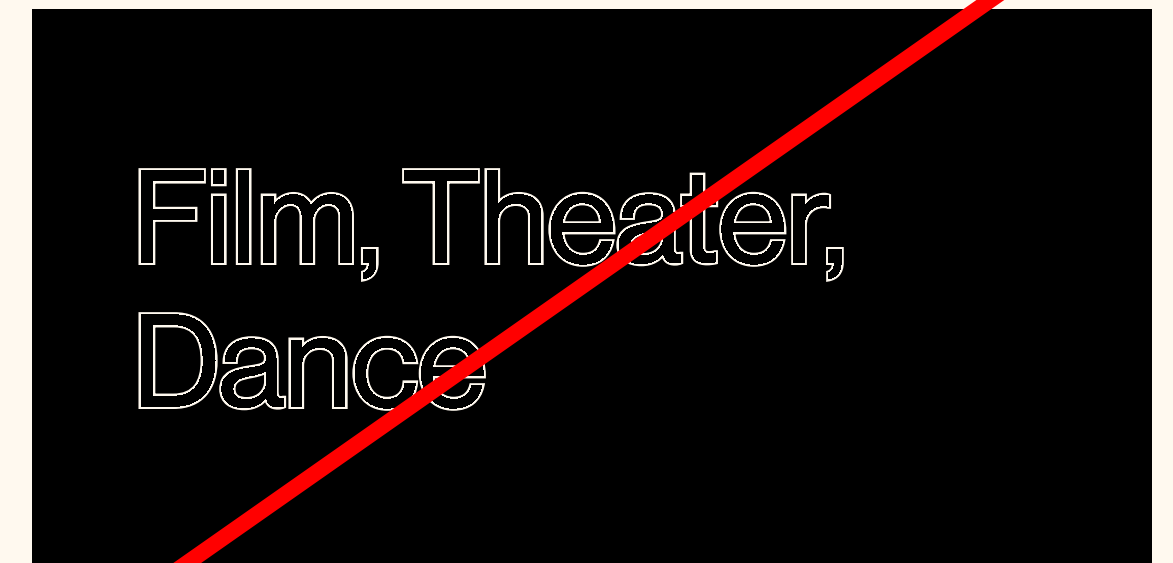
Do not use Neue Haas Grotesk 65 Medium for main titles



Do not underuse size contrast and spacing for clear hierarchy



Do not apply effects



Do not outline type

## Disciplines

Disciplines are expressed through a consistent typographic system using Neue Haas Grotesk 65 Medium for clear, bold labeling. Each lockup pairs one of the Bitcoin for the Arts marks with the discipline name, creating immediate recognition while allowing flexibility across applications.

FOR BITCOIN  
THE  
*Arts* **Music**

FOR BITCOIN  
THE  
*Arts* **Theater**

FOR BITCOIN  
THE  
*Arts* **Film**

FOR BITCOIN  
THE  
*Arts* **Dance**

 **Music**

 **Theater**

 **Film**

 **Dance**

# BRAND WORLD

## QR Codes

QR codes should balance brand expression with functionality. Custom styling, color, and logo integration are encouraged, but codes must remain easily scannable across devices and lighting conditions. Always test before use, maintaining sufficient contrast, clear spacing, and legibility to ensure performance is not compromised.



## Merch

The brand world comes to life in various ways like bold layering, high-contrast color combos and dynamic compositions. Graphic elements can overlap, rotate and interact to create a sense of energy and disruption, while maintaining a clear typographic hierarchy. Applications should feel flexible and expressive, scaling from posters to environmental placements while staying rooted in the system's vibrant palette and structured type.



## Merch

The brand world comes to life in various ways like bold layering, high-contrast color combos and dynamic compositions. Graphic elements can overlap, rotate and interact to create a sense of energy and disruption, while maintaining a clear typographic hierarchy. Applications should feel flexible and expressive, scaling from posters to environmental placements while staying rooted in the system's vibrant palette and structured type.



## Merch

Additional examples shown here for Satscard; refer to the first page for clear instructions.



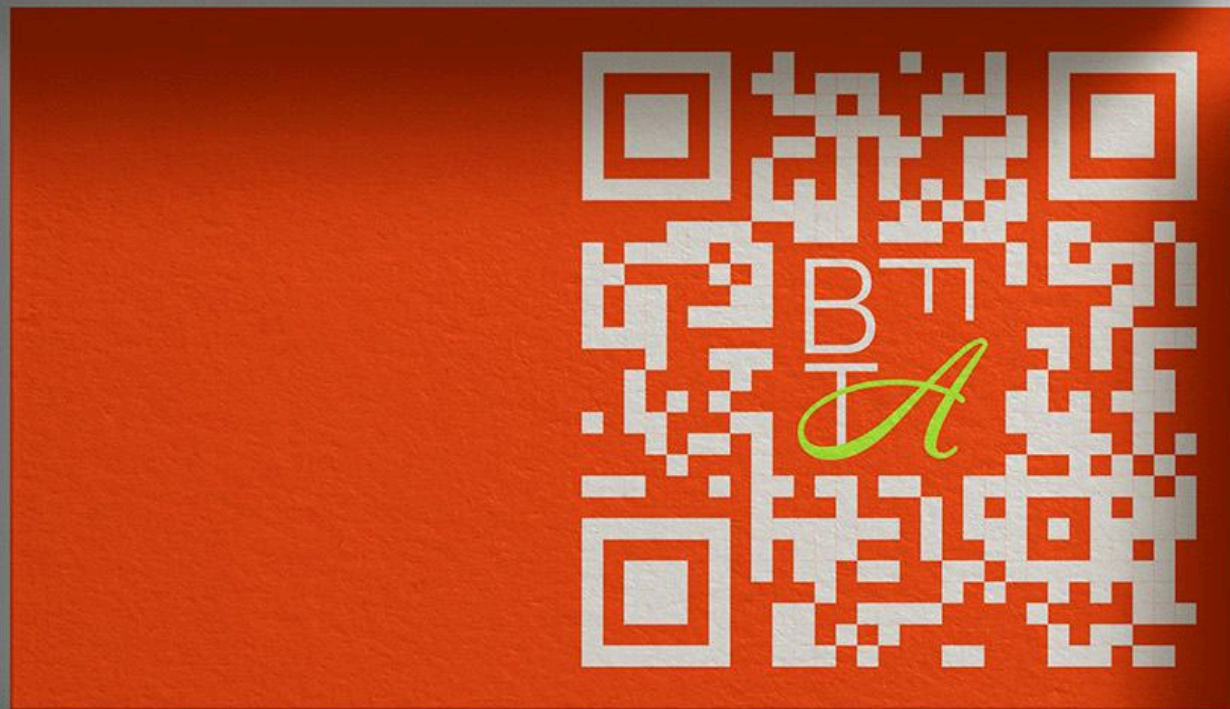
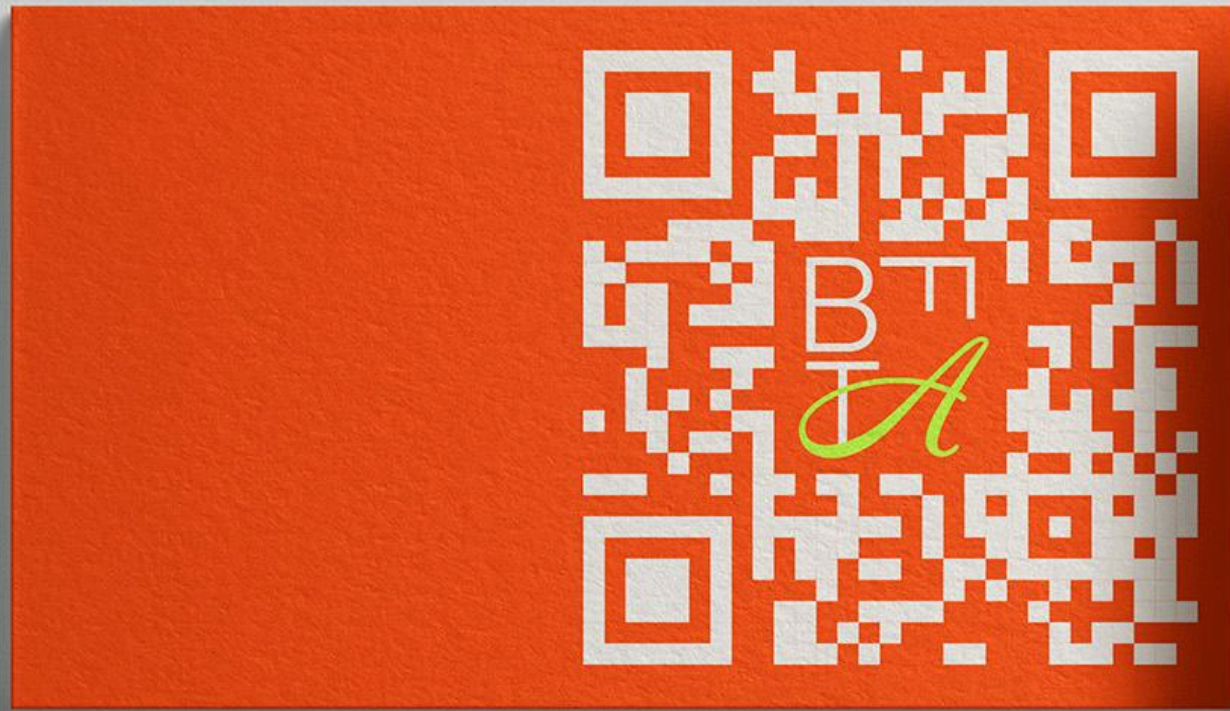
## Merch

Additional examples shown here for various merch; refer to the first page for clear instructions.



# Print

Additional examples shown here for business cards; refer to the first page for clear instructions.



## Events

Additional examples shown here for out of home; refer to the first page for clear instructions.



THANKK  
YOU!

FOR BITCOIN  
THE  
*Arts*