



Logo Guidelines

2024.09

Contents

03 — Logo

20 — Typography

27 — Color



This is the official BitGo Brand Guide. If you have any questions about the information contained below or need assistance with any marketing materials, please email marketing@bitgo.com



Logo

Logo
Primary Lockup

The primary lockup serves as our main identifier. It contains both the logomark and logotype. It should be used most often to represent our brand, especially to an unfamiliar audience.



Logo
Primary Lockup
Construction

Our logomark is placed at a distance of 'x' from the logotype, where 'x' is equal to the width of the 'B' symbol in the logomark.

The height of the logotype is equal to the height of the logomark.



Logo
Primary Lockup
Clear Space

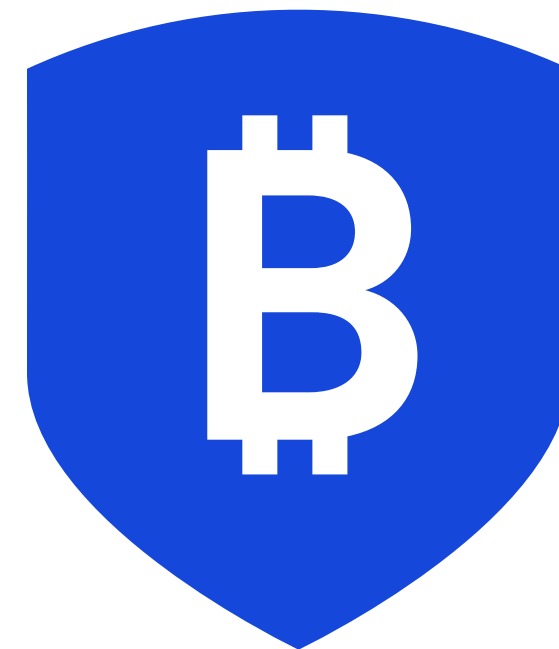
A minimum clear space surrounding the lockup has been established to give it breathing room and to ensure its legibility. No graphic elements or text may enter this area.

The clear space is defined as half the width of the 'B' symbol in the logomark, indicated as 'x' in the diagram.



Logo
Logomark

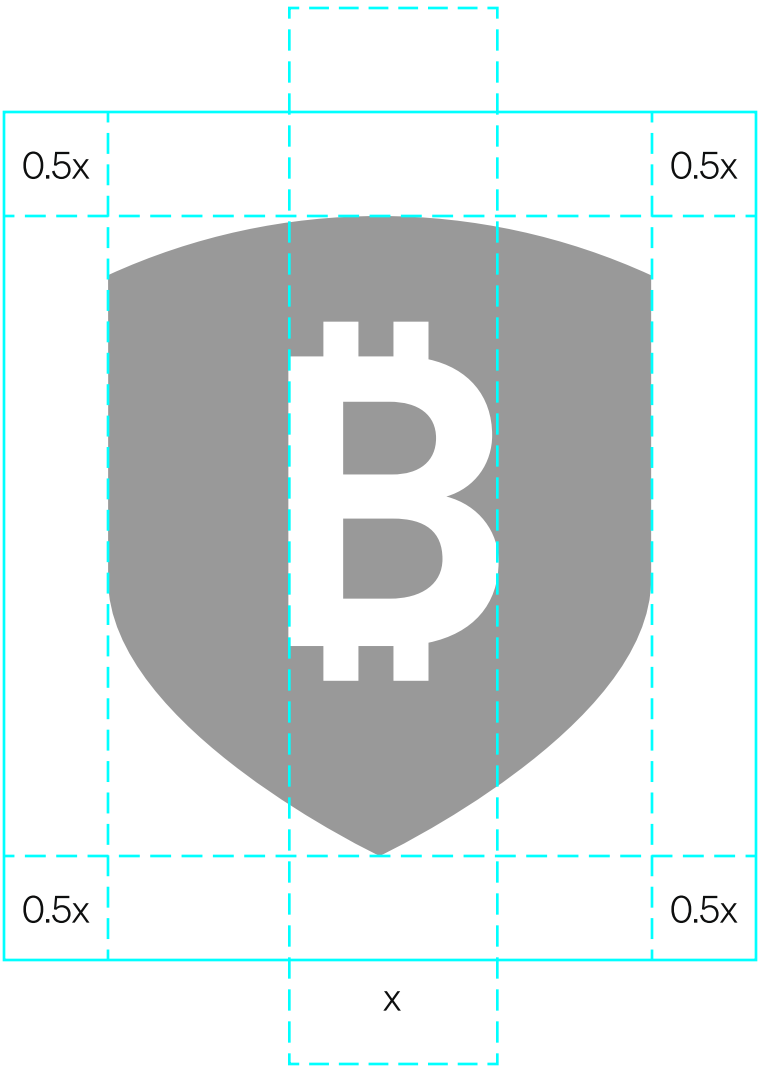
Our logomark is made of the shield element and a modified 'B' symbol. This custom form symbolizes enhanced security and the world of cryptocurrency.



Logo
Logomark
Clear Space

A minimum clear space surrounding the logomark has been established to give it breathing room and to ensure its legibility. No graphic elements or text may enter this area.

The clear space is defined as half the width of the 'B' symbol in the logomark, indicated as 'x' in the diagram.



Logo
Logotype

Our logotype is in the same typeface as our headlines, Söhne in Kräftig weight. It has been adjusted to have even spacing. We use the logotype on its own without the logomark for minimal applications where appropriate.

BitGo

A minimum clear space surrounding the logotype has been established to give it breathing room and to ensure its legibility. No graphic elements or text may enter this area.

The clear space is defined as half the width of the 'B' symbol in the logomark, indicated as 'x' in the diagram.



PRIMARY LOCKUP
Used most often



- Blue
#1647DB
- Black
#000000

LOGOMARK
Used often





LOGOTYPE
Used least often





Download logos ↘


Below are the brand extensions within the BitGo family.


 **BitGo** Holdings


 **BitGo** Prime


 **BitGo** Services


 **BitGo** Trust Company


 **BitGo** Financial


 **BitGo** NY Trust Company


 **BitGo** Switzerland


 **BitGo** Europe GmbH


 **BitGo** Singapore


 **BitGo** Hong Kong


 SECURED WITH
BitGo


 **BitGo** Holdings


 **BitGo** Prime


 **BitGo** Services


 **BitGo** Trust Company


 **BitGo** Financial


 **BitGo** NY Trust Company

 **BitGo** Switzerland

 **BitGo** Europe GmbH

 **BitGo** Singapore

 **BitGo** Hong Kong

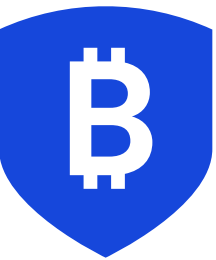
 SECURED WITH
BitGo

Download logos ↘

To ensure legibility, follow these rules for minimum sizing.



84px
0.76in



24px
0.22in

BitGo

BitGo

BitGo

BitGo

BitGo

50px
0.46in

Logo
Minimum Size
Favicon

For use below 30 pixels wide, use the favicon version of the logo, where the symbol is slightly adjusted to optimize its display at small sizes.

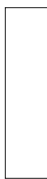
16px



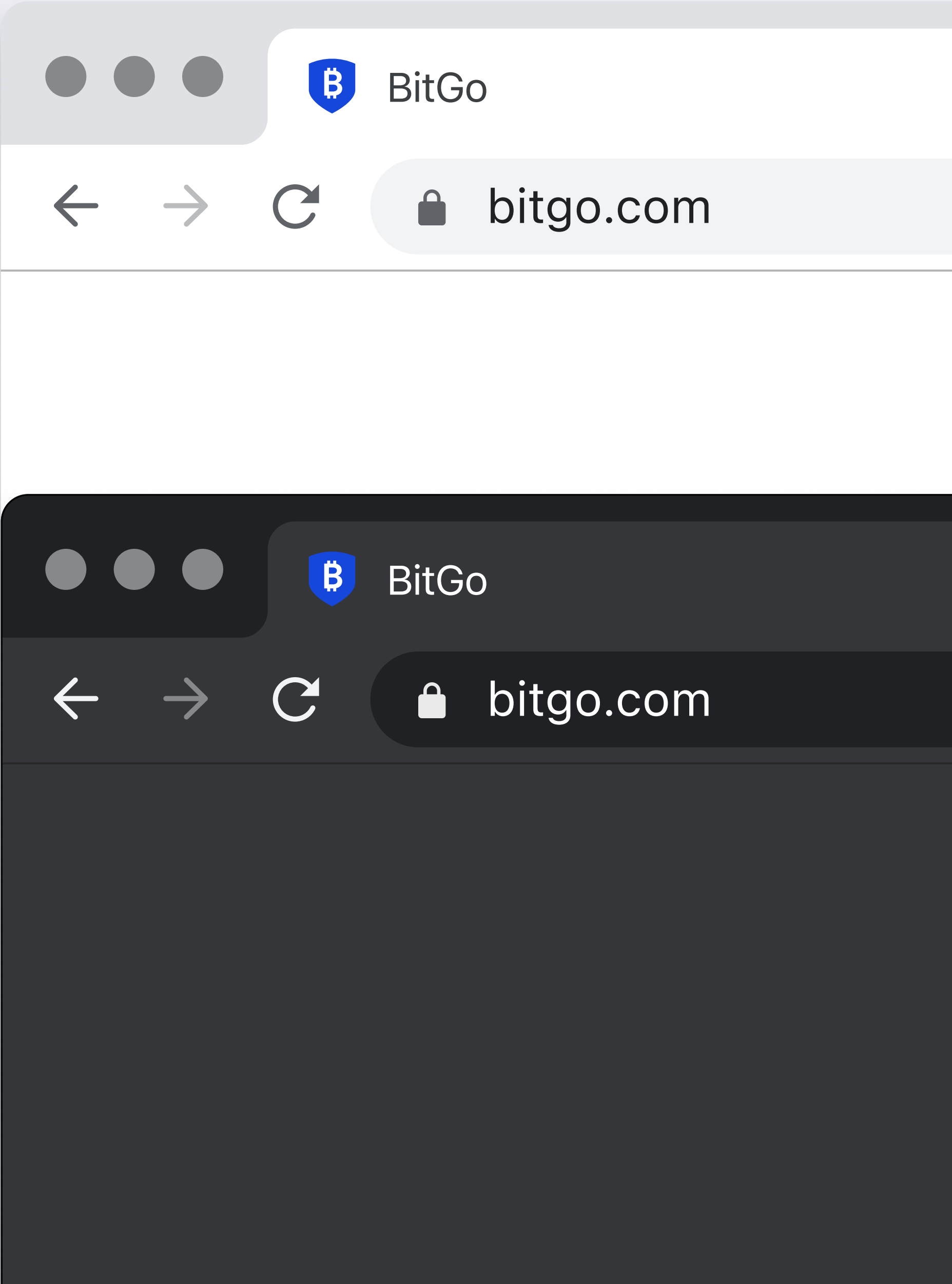
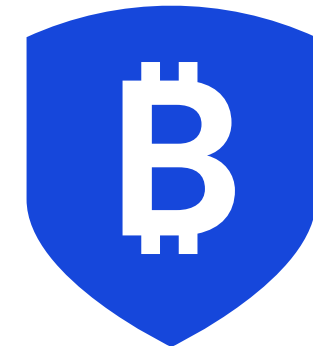
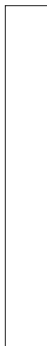
32px



64px

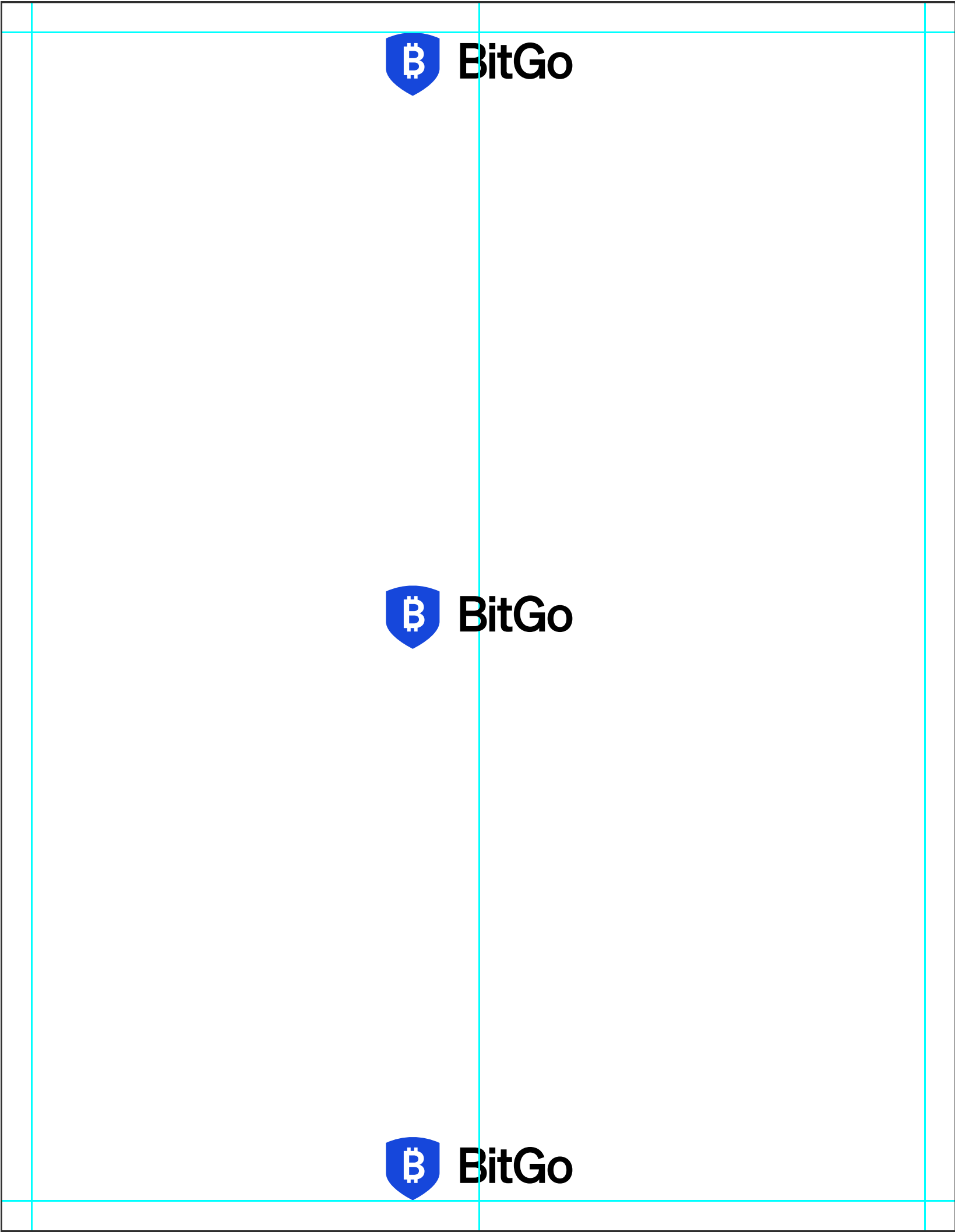
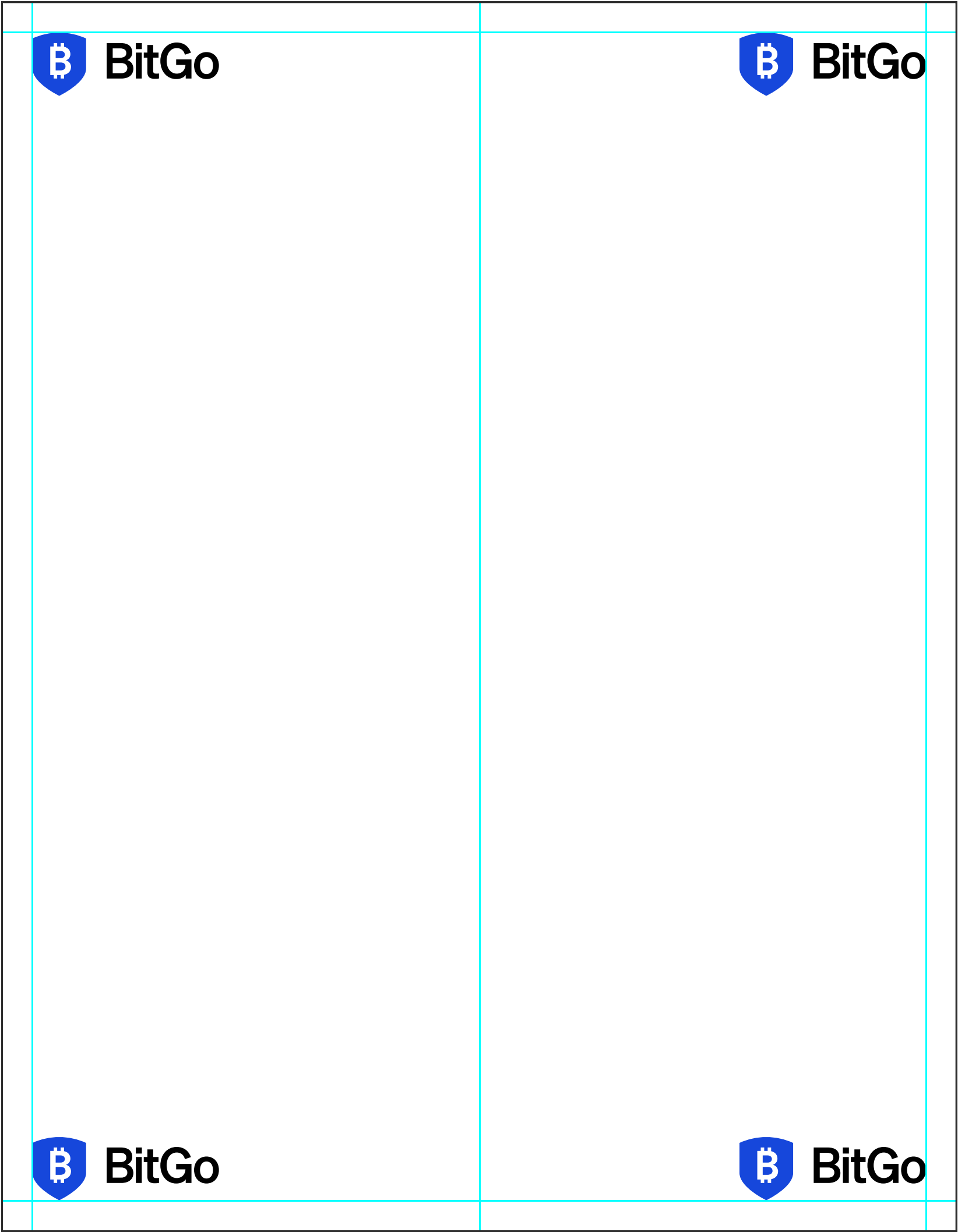


128px



Logo
Positioning

The logo can either be centered in the layout, or in the upper or bottom corners.
This applies to all brand marks.

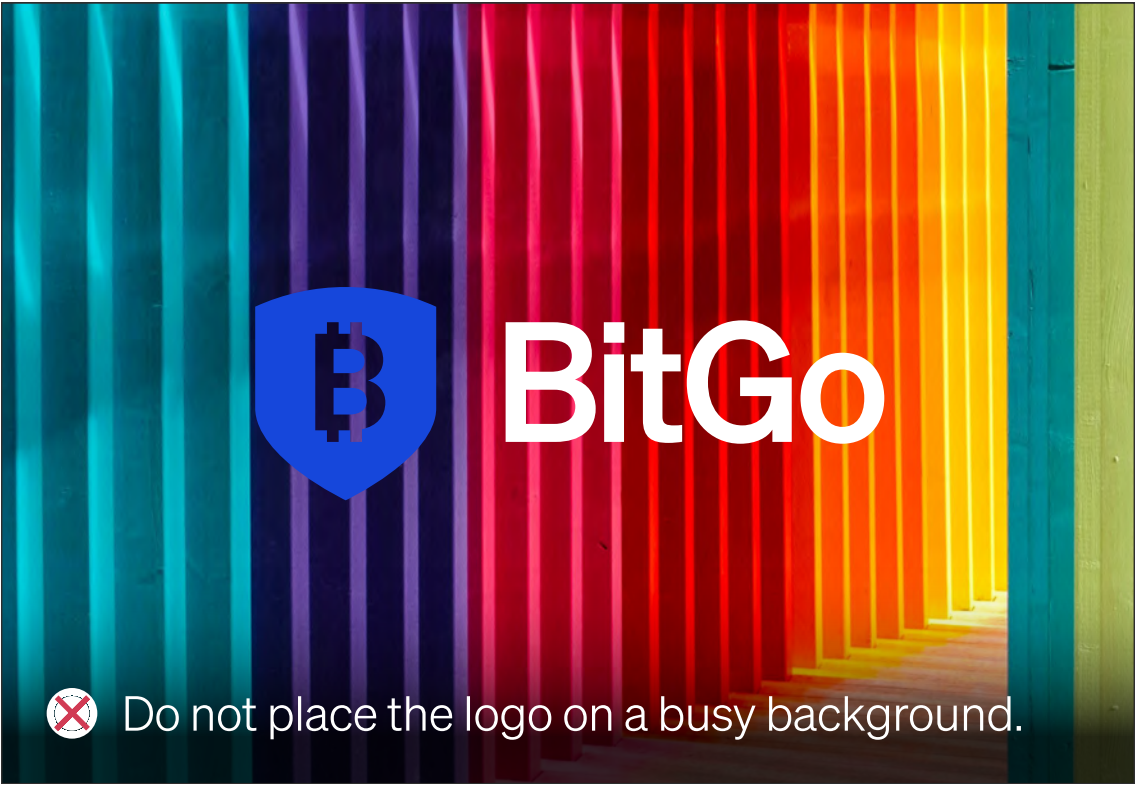
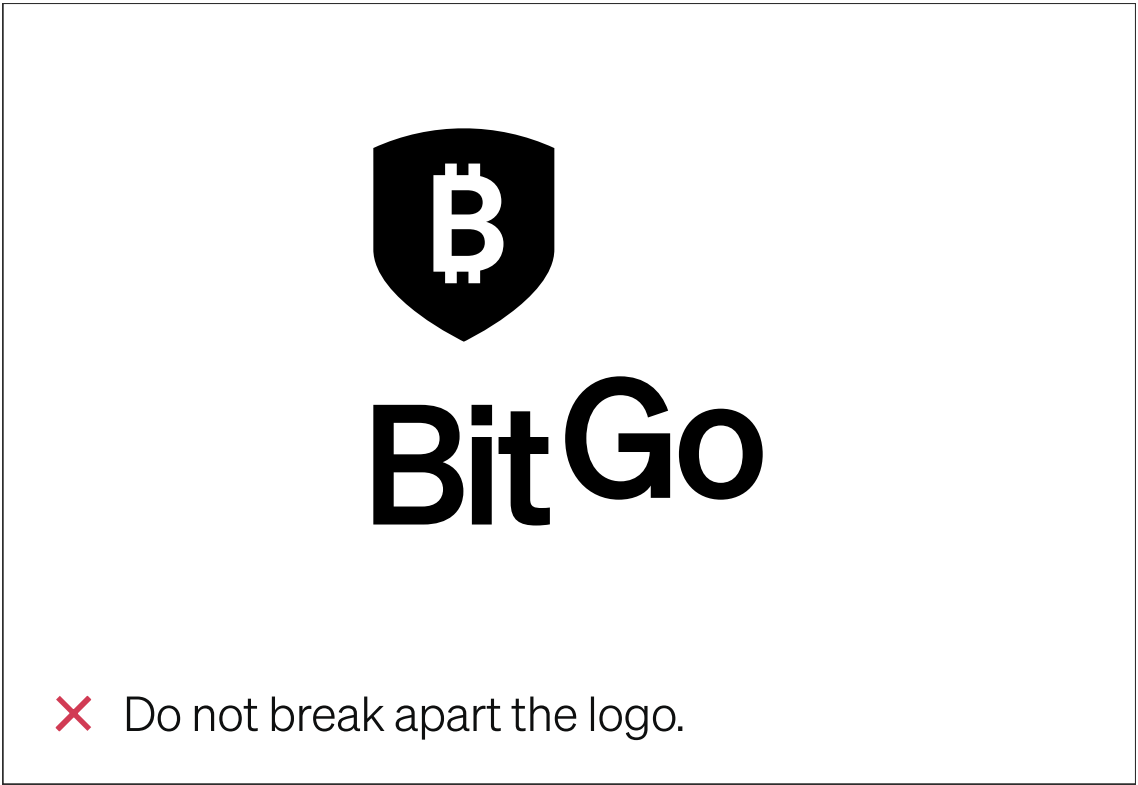
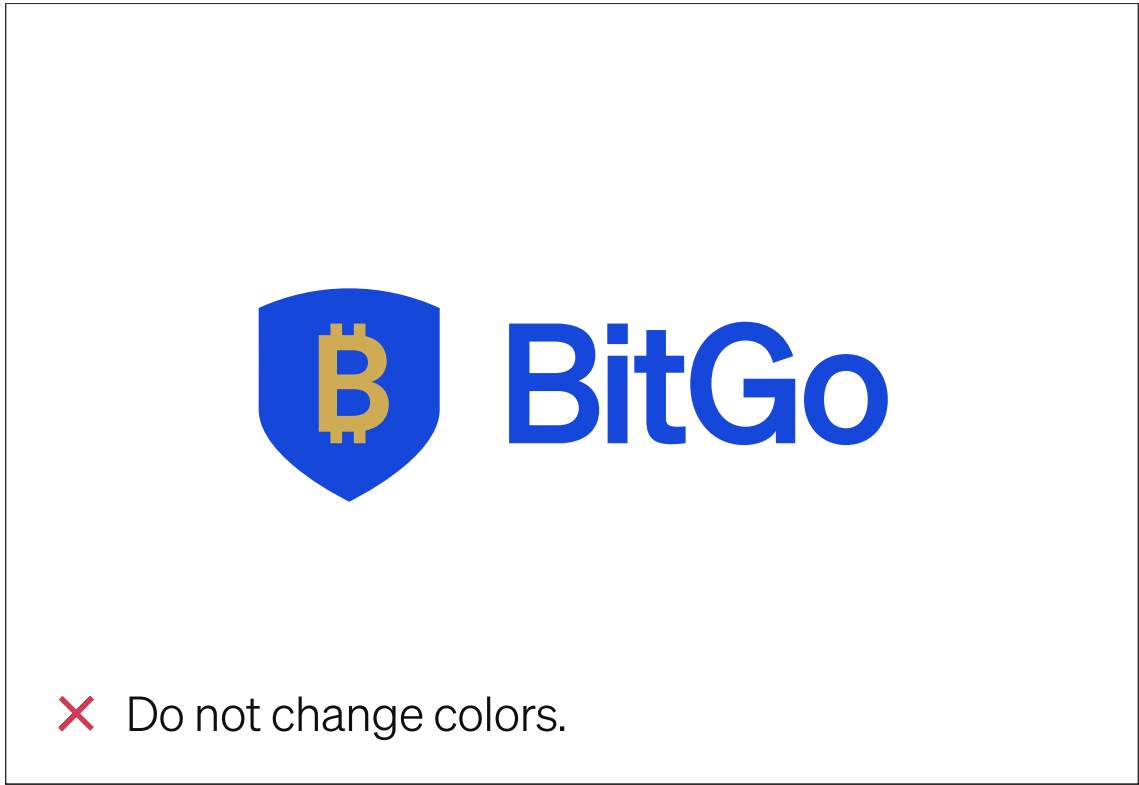


**Logo
Usage**

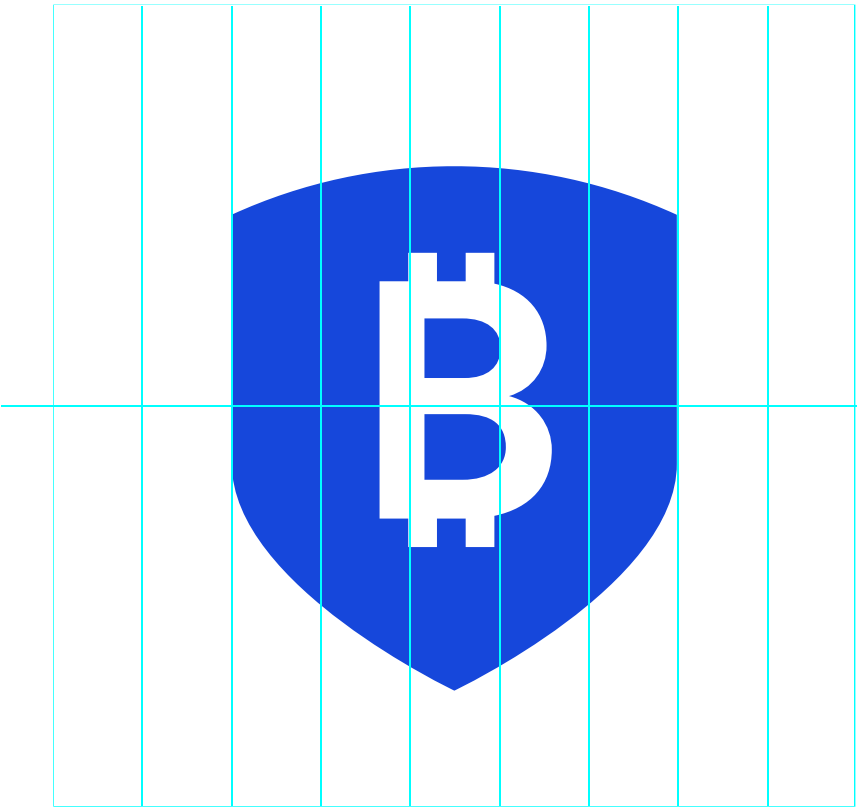
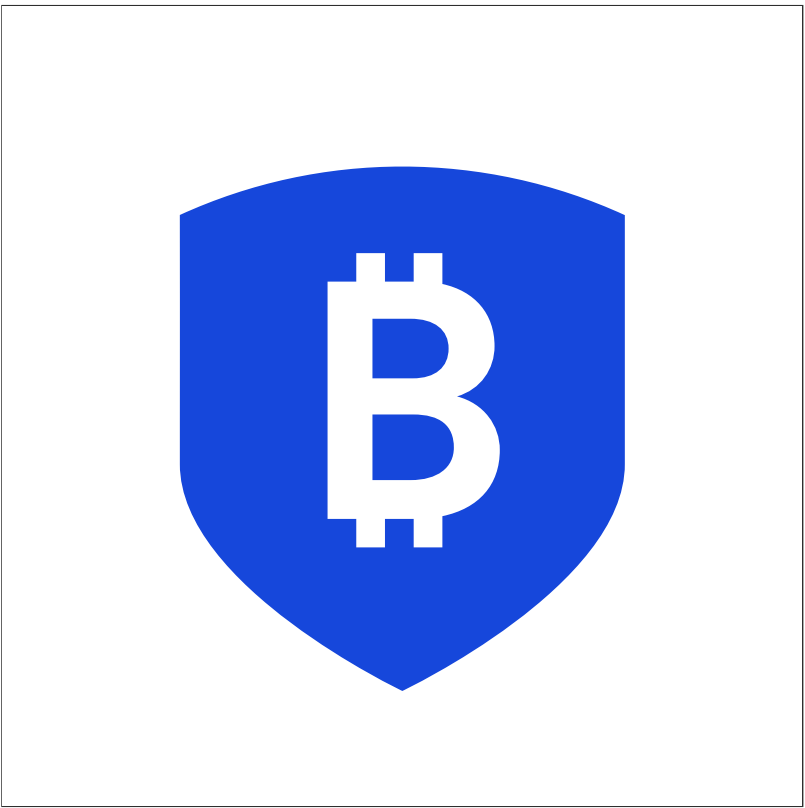
Below are examples of when to use which logo color. When using the logo on an image, the color depends on what provides the most amount of contrast. Please ensure that the image used is not too busy for logo placement.



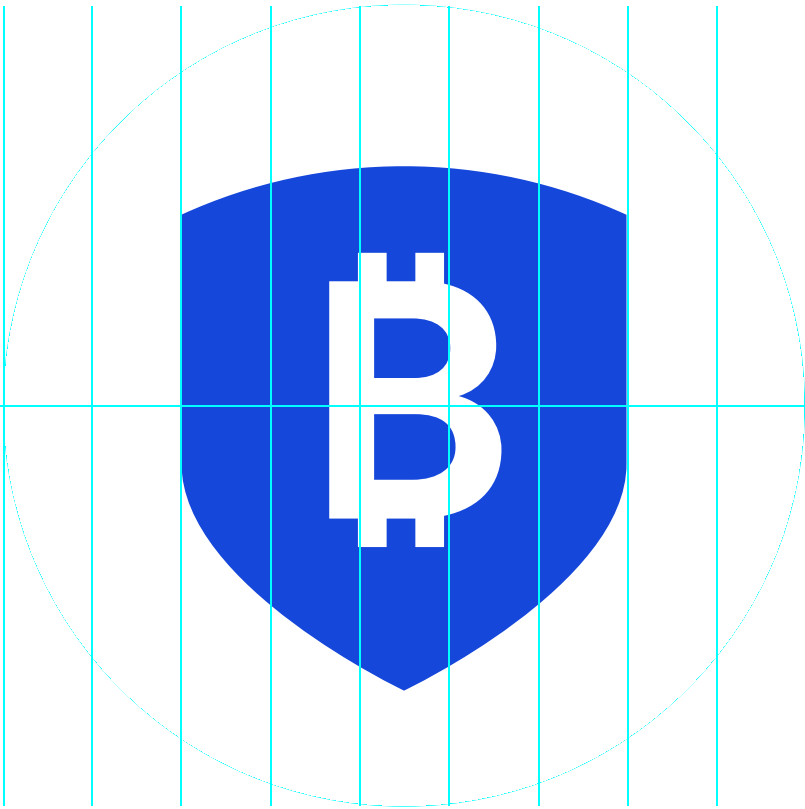
An example to showcase what not to do.



When placing the logomark or lockup within a square or circle frame for social avatars, please follow these guidelines to ensure proper placement.



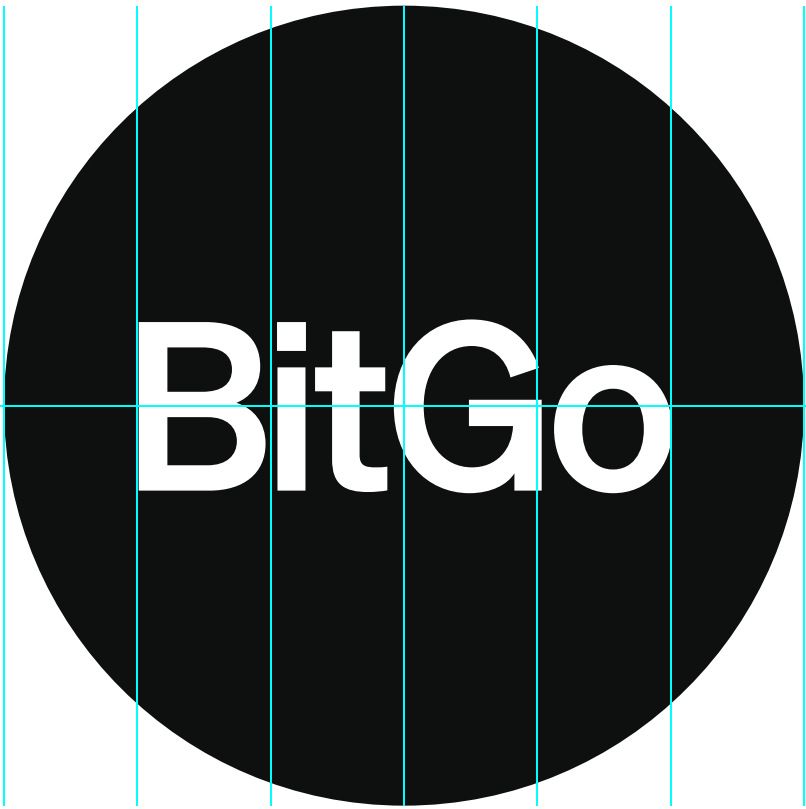
Logomark is 5⁄6 width of the square



Logomark is 5⁄6 width of the circle

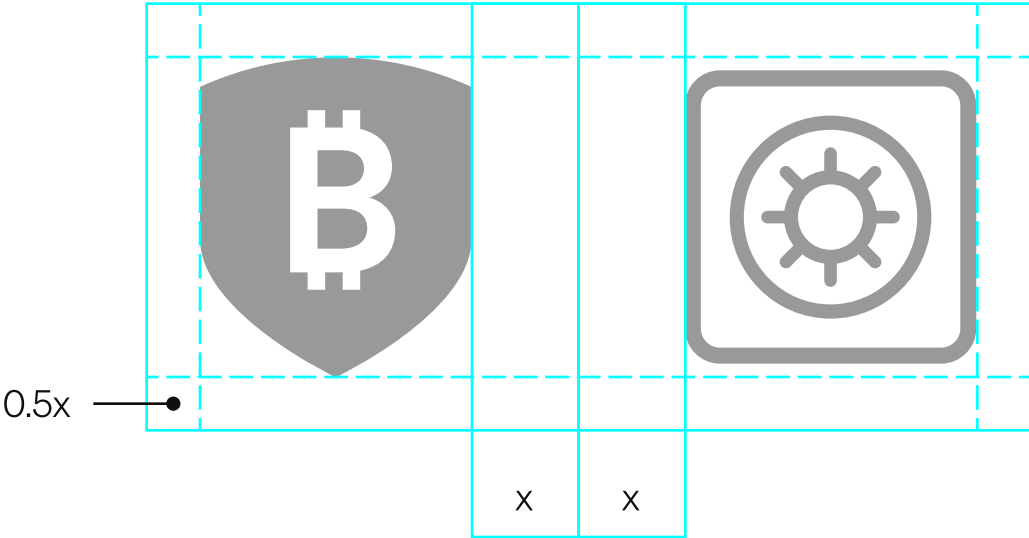
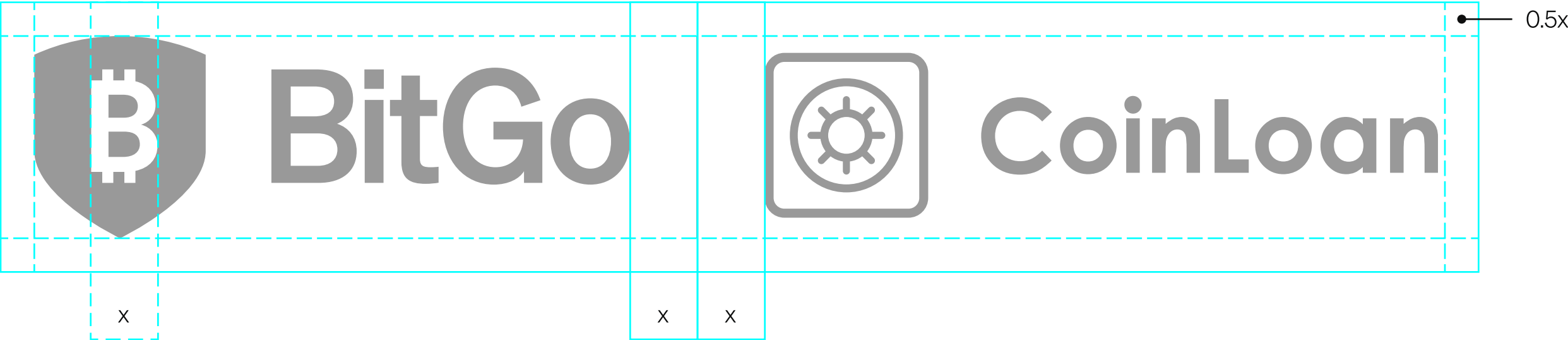
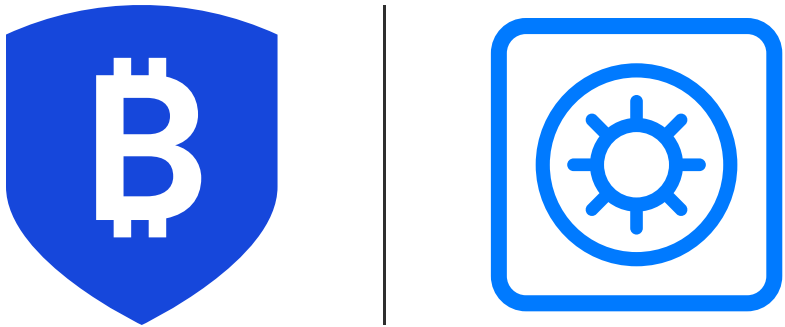
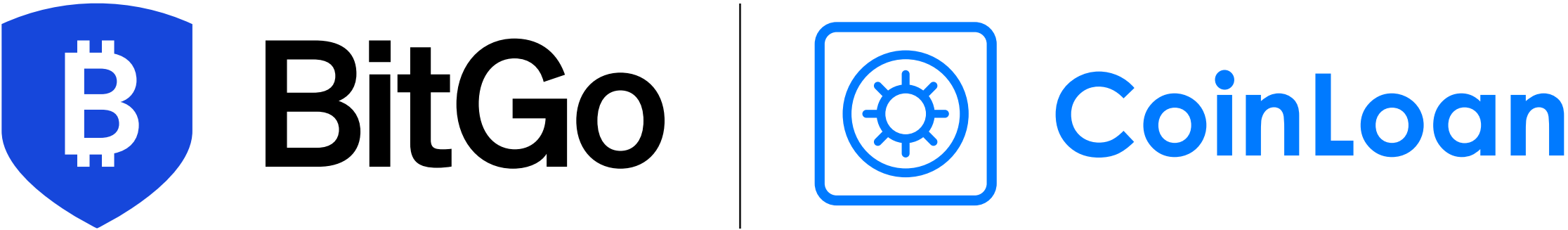


Logotype is 4⁄6 width of the square



Logotype is 4⁄6 width of the circle

The BitGo logo should never appear smaller than the partner's logo. Ensure the minimum clear space is applied, and always opt for extra space when suitable.





Typography

The PP Editorial New typeface in Light weight from Pangram Pangram Foundry is our primary brand typeface. This precise and elegant narrow serif is designed for long-form copy, yet carries enough personality to make a bold statement as a title. In its lighter weights, Editorial New is both refined and subtle.

Learn more about the history and design of Editorial New at pangrampangram.com.

PP Editorial New
Light * AaBbCc
&?!\$%()#,.0123

The Söhne type family from Klim Type Foundry is our primary brand typeface. As a modernized evolution of Akzidenz-Grotesk meets Helvetica, it captures the defining characteristics of our typographic past to carry us forward.

Languages supported include English, French, Spanish, Italian, German, Dutch, and Portugese. Learn more about the history and design of Söhne at klim.co.nz.

Söhne — Family
AaBbCcDd+\$€
&?!%()#,-*0123

Type weight helps differentiate between different pieces of information, create contrast, and establish hierarchy. Use the following essential typefaces, and reserve supplementary typefaces only when necessary for design purposes.

ESSENTIALS

PP Editorial New Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.,&?!+_()*\$€£¥

ESSENTIALS

Söhne Halbfett

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.,&?!+_()*\$€£¥

SUPPLEMENTARY

Söhne Fett

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.,&?!+_()*\$€£¥

ESSENTIALS

Söhne Kräftig

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.,&?!+_()*\$€£¥

ESSENTIALS

Söhne Buch

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.,&?!+_()*\$€£¥

SUPPLEMENTARY

Söhne Leicht

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.,&?!+_()*\$€£¥

Please follow the following rules for typesetting.

HEADLINE 1

PP Editorial New Light Title Case Leading 108% Tracking -4%

This is the Headline to Highlight Subject

HEADLINE 2

Söhne Halbfett Title Case Leading 108% Tracking -4%

Alternative Headline and Title for Important Stuff

SUBHEADER

Söhne Kräftig Sentence Case Leading 120% Tracking -2%

Subheader for secondary information that’s under the bigger headline

BODY TEXT

Söhne Buch Sentence Case Leading 130% Tracking 0%

Body texts lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent nec dolor pulvinar, ultricies nisi non, lacinia sem. Vestibulum commodo pretium dictum. Nulla facilisi. Pellentesque dictum tortor felis, non rutrum ligula tempor vel. Nullam quis urna a orci imperdiet egestas. Aliquam eleifend leo quis risus facilisis laoreet. Vivamus tempus velit enim, quis ullamcorper lorem posuere quis. Integer laoreet felis eget nisl cursus, et consequat sem sodales. Duis quam risus, dapibus vel sem nec, feugiat imperdiet nisi. Nulla lobortis nisi eleifend, dictum erat id, sagittis massa. Phasellus vitae suscipit est, quis luctus lorem. Sed sodales venenatis tortor nec vestibulum. Quisque consequat porttitor nunc nec commodo.

EYEBROW / DETAIL

Söhne Halbfett Uppercase Leading 120% Tracking 20%

EYEBROW DETAIL

CTA

Söhne Kräftig Title Case Leading 120% Tracking 0%

Learn More →

Example of type hierarchy.

EYEBROW DETAIL

This is the Headline, Set in Title Case.

Here is the subheader set in sentence case.

Body texts lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent nec dolor pulvinar, ultricies nisi non, lacinia sem. Vestibulum commodo pretium dictum. Nulla facilisi. Pellentesque dictum tortor felis, non rutrum ligula tempor vel. Nullam quis urna a orci imperdiet egestas. Aliquam eleifend leo quis risus facilisis laoreet. Vivamus tempus velit enim, quis ullamcorper lorem posuere quis. Integer laoreet felis eget nisl cursus, et consequat sem sodales. Duis quam risus, dapibus vel sem nec, feugiat imperdiet nisi. Nulla lobortis nisi eleifend, dictum erat id, sagittis massa. Phasellus vitae suscipit est, quis luctus lorem. Sed sodales venenatis tortor nec vestibulum. Quisque consequat porttitor nunc nec commodo.

Learn More →

Söhne, Halbfett

Leading: 120%
Tracking: 0%

PP Editorial New, Light

Leading: 108%
Tracking: -4%

Söhne, Kräftig

Leading: 120%
Tracking: -2%

Söhne, Buch

Leading: 130%
Tracking: 0%

Söhne, Kräftig

Leading: 120%
Tracking: 0%

An example to showcase what not to do.

E y e b r o w D e t a i l

✗ Eyebrow detail should always be uppercase.

DO NOT SET THE
HEADLINE IN
UPPERCASE.

✗ Headline 1 should not be in uppercase only.

Here is the subheader set
in sentence case.

✗ Subheader is too large and lacks contrast with the header.

Body texts lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent nec dolor pulvinar, ultricies nisi non, lacinia sem. Vestibulum commodo pretium dictum. Nulla facilisi. Pellentesque dictum tortor felis, non rutrum ligula tempor vel. Nullam quis urna a orci imperdiet egestas. Aliquam eleifend leo quis risus facilisis laoreet. Vivamus tempus velit enim, quis ullamcorper lorem posuere quis. Integer laoreet felis eget nisl cursus, et consequat sem sodales. Duis quam risus, dapibus vel sem nec, feugiat imperdiet nisi. Nulla lobortis nisi eleifend, dictum erat id, sagittis massa. Phasellus vitae suscipit est, quis luctus lorem. Sed sodales venenatis tortor nec vestibulum. Quisque consequat porttitor nunc nec commodo.

✗ Tracking and leading is too tight and loses legibility.

Learn More →

✗ CTA should be in Kräftig weight, not bolder (Fett).



Color

Color Palette
Primary Colors

For the main brand identity, BitGo’s primary colors span a full range of grays from black to white, complemented by our brand blue and accents of gold.

<div>PRIMARY Brand Blue</div> <div>#1647DB</div> <div>R22 G71 B219</div> <div>C100 M87 Y0 K0</div>	<div>PRIMARY Brand Off Black</div> <div>#0E0F0F</div> <div>R14 G15 B15</div> <div>C0 M0 Y0 K98</div>	<div>PRIMARY Brand White</div> <div>#FFFFFF</div> <div>R255 G255 B255</div> <div>C0 M0 Y0 K0</div>	<div>PRIMARY Brand Gold</div> <div>#CFAC53</div> <div>R207 G172 B85</div> <div>C20 M30 Y80 K0</div>	
<div>Gray 5</div> <div>#2E2E2E</div> <div>R46 G46 B46</div> <div>C0 M0 Y0 K92</div>	<div>Gray 4</div> <div>#595959</div> <div>R89 G89 B89</div> <div>C0 M0 Y0 K80</div>	<div>Gray 3</div> <div>#969696</div> <div>R150 G150 B150</div> <div>C0 M0 Y0 K50</div>	<div>Gray 2</div> <div>#D9D9D9</div> <div>R217 G217 B217</div> <div>C0 M0 Y0 K20</div>	<div>Gray 1</div> <div>#F2F2F2</div> <div>R242 G242 B242</div> <div>C0 M0 Y0 K8</div>

Color Palette
Secondary Colors

The color palette is made up of a pure color with shades and tints, designed for the BitGo platform's secondary color system. These accents differentiate BitGo's services and serve as a reference point for further development.

SHADE 2

#121E5C
R18 G30 B92
C100 M97 Y32 K25

#342C61
R52 G44 B97
C92 M94 Y28 K20

#0B5351
R11 G83 B81
C92 M48 Y62 K30

#3C2F19
R60 G47 B25
C56 M62 Y84 K64

#3D1118
R61 G17 B24
C49 M83 Y67 K71

SHADE 1

#0F3199
R15 G49 B153
C100 M92 Y5 K0

#4B44B2
R75 G68 B178
C82 M82 Y0 K0

#0C7A68
R12 G122 B104
C87 M31 Y65 K12

#B78A31
R183 G138 B49
C28 M44 Y98 K5

#8C2A3A
R140 G42 B58
C31 M93 Y69 K26

PURE

Brand Blue PRIMARY
#1647DB
R22 G71 B219
C100 M87 Y0 K0

Purple SECONDARY
#594DFF
R89 G77 B255
C78 M74 Y0 K0

Teal SECONDARY
#2E9987
R207 G172 B85
C20 M30 Y80 K0

Brand Gold PRIMARY
#CFAC53
R207 G172 B85
C20 M30 Y80 K0

Red SECONDARY
#D13B54
R209 G59 B84
C13 M91 Y61 K0

PURE

Sky Blue SECONDARY
#62ABF4
R210 G60 B96
C55 M22 Y0 K0

Lavender SECONDARY
#8780FF
R135 G128 B255
C55 M52 Y0 K0

Green SECONDARY
#7ACC8F
R122 G204 B143
C52 M0 Y58 K0

Yellow SECONDARY
#EBC55E
R250 G203 B75
C1 M19 Y83 K0

Orange SECONDARY
#FF704C
R255 G112 B76
C0 M70 Y72 K0

TINT 1

#B6D8FF
R182 G216 B255
C25 M7 Y0 K0

#B8B3FF
R184 G179 B255
C27 M28 Y0 K0

#A3D9B0
R162 G217 B176
C36 M0 Y39 K0

#F6DA8F
R246 G218 B143
C3 M12 Y52 K0

#FF8F6B
R255 G143 B107
C0 M54 Y57 K0

TINT 2

#DFE8F2
R223 G232 B242
C10 M4 Y0 K1

#E2E0FF
R226 G224 B255
C9 M10 Y0 K0

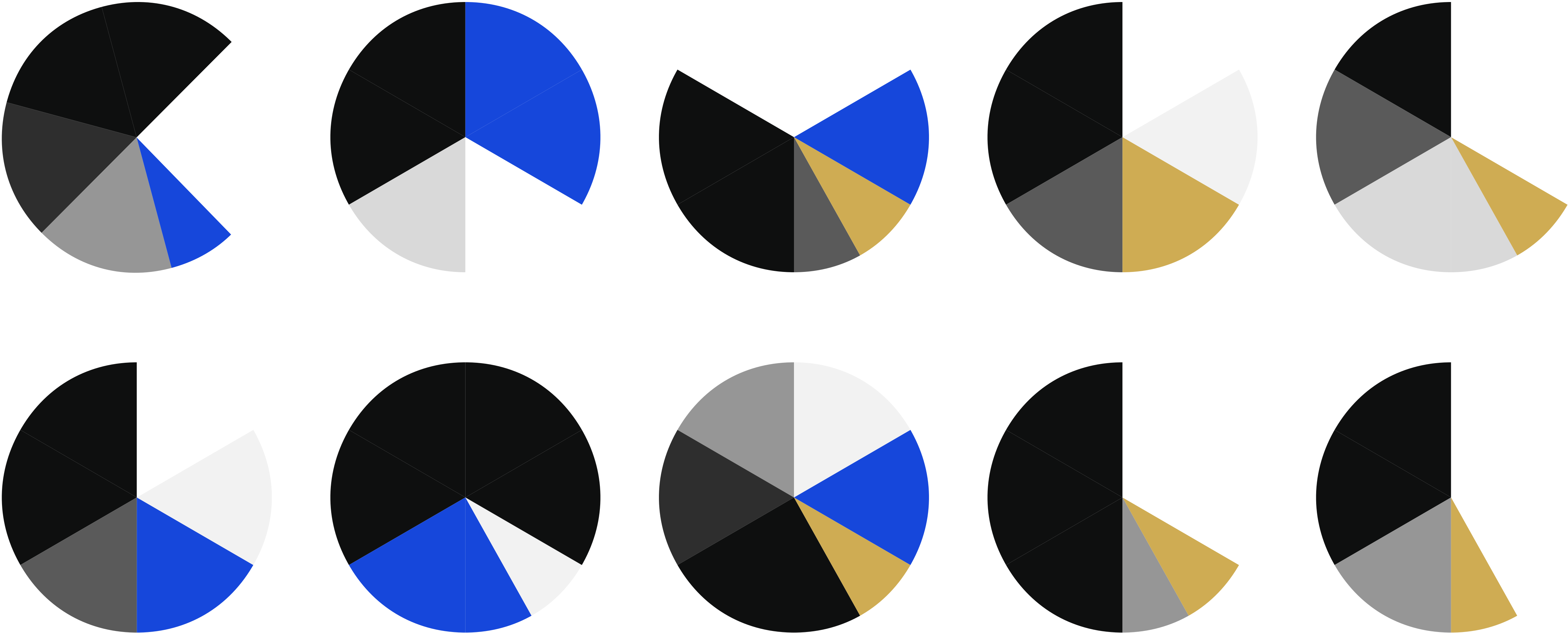
#D8E5DA
R216 G229 B218
C15 M3 Y14 K0

#EBE3CE
R235 G227 B206
C7 M8 Y19 K0

#FFD2C4
R255 G210 B196
C0 M20 Y17 K0

Color Palette
Usage—Primary

BitGo's primary color usage should primarily feature black, white, and grays, with added color accents. The ratio of brand blue should not exceed $\frac{1}{3}$, and gold should not exceed $\frac{1}{6}$.





Thanks

Got a question? Reach out. Say hi.
marketing@bitgo.com