

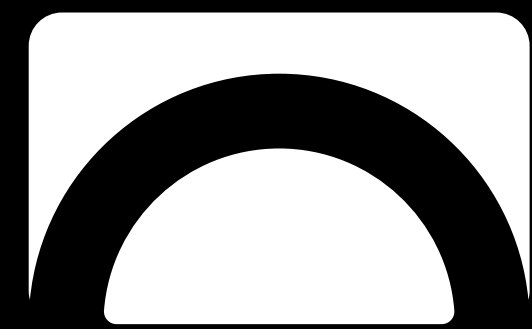


# RingWallet

## Brand Guidelines

## FULL LOGO

The complete logo consists of two parts: the logomark, a minimalist portrayal of a card with a ring-shaped cutout in the negative space, and the logotype, which includes the word "ringwallet."



logomark

ringwallet

wordmark

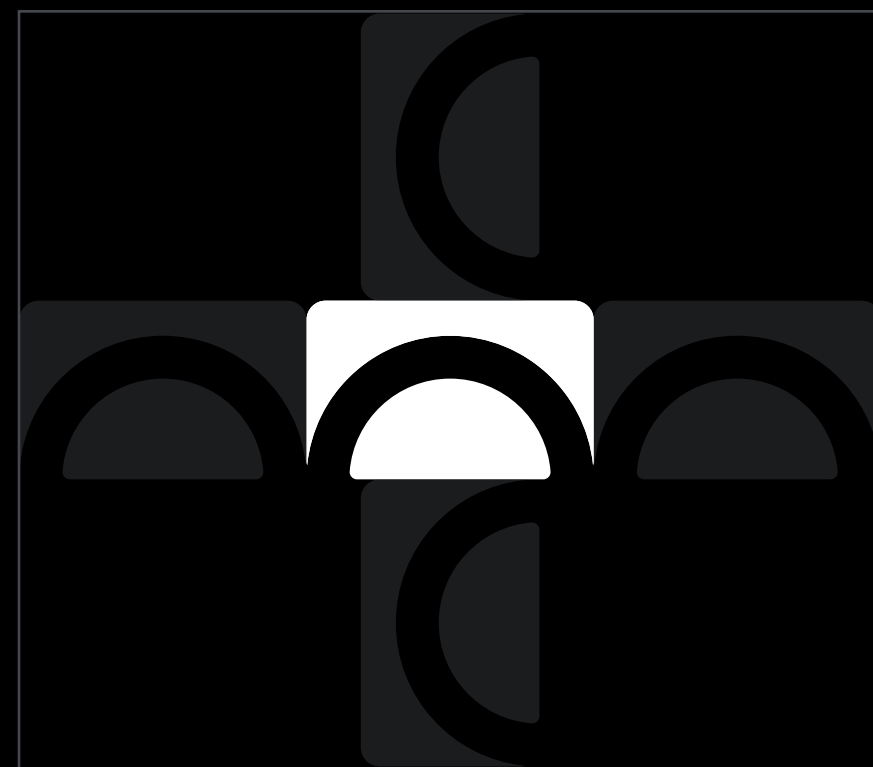
## FULL LOGO - CLEARANCE

Ensure that there is a minimum clear space around the logo to preserve its integrity and visual impact, with the width of the logomark serving as the mandatory reference.



# LOGO - ADAPTABILITY

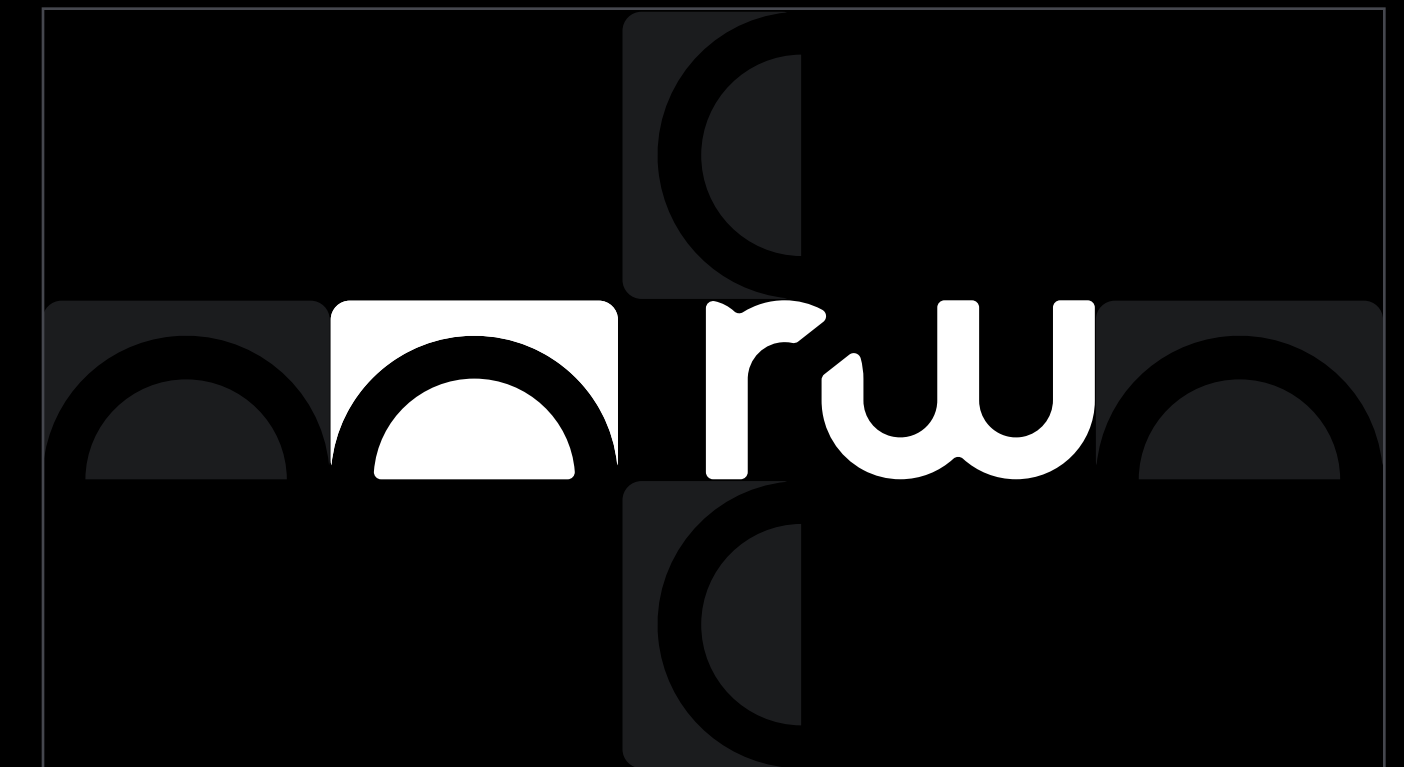
Our logo is designed with adaptability in mind, featuring variations tailored to suit diverse usage scenarios. Crafted to ensure optimal performance across a range of applications and environments, these variations enhance versatility and maintain brand consistency.



logomark only



wordmark only



logomark & initials

# TYPOGRAPHY

Focused on digital applications, our primary typeface, Onest, embodies our vision of a sleek, modern, and clean aesthetic, while also optimizing readability across diverse platforms.

Onest  
Aa

**Your wearable hardware wallet.**  
Onest ExtraBold

**Your wearable hardware wallet.**  
Onest Bold

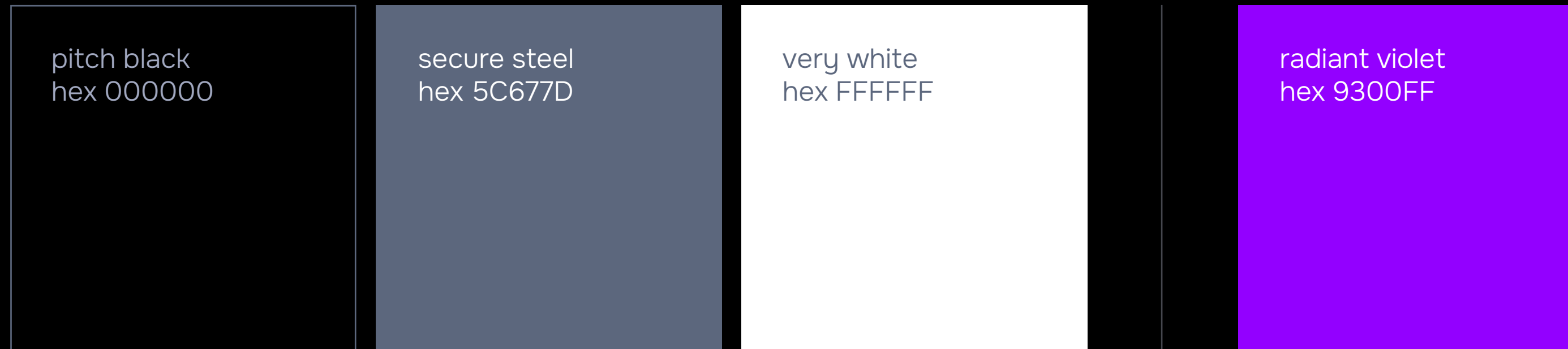
Your wearable hardware wallet.  
Onest Medium

Your wearable hardware wallet.  
Onest Regular

Your wearable hardware wallet.  
Onest Thin

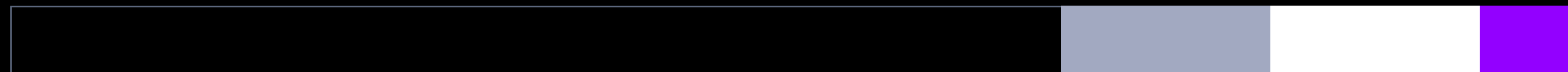
# COLORS

Distinguished by sleek grays and blacks, our brand aesthetic ensures a polished and sophisticated presence across all touchpoints. The three primary colors are used for both digital and print applications, while the purple hue is exclusively reserved for digital platforms.



main colors of the brand

secondary color  
used in small quantities to  
accentuate details

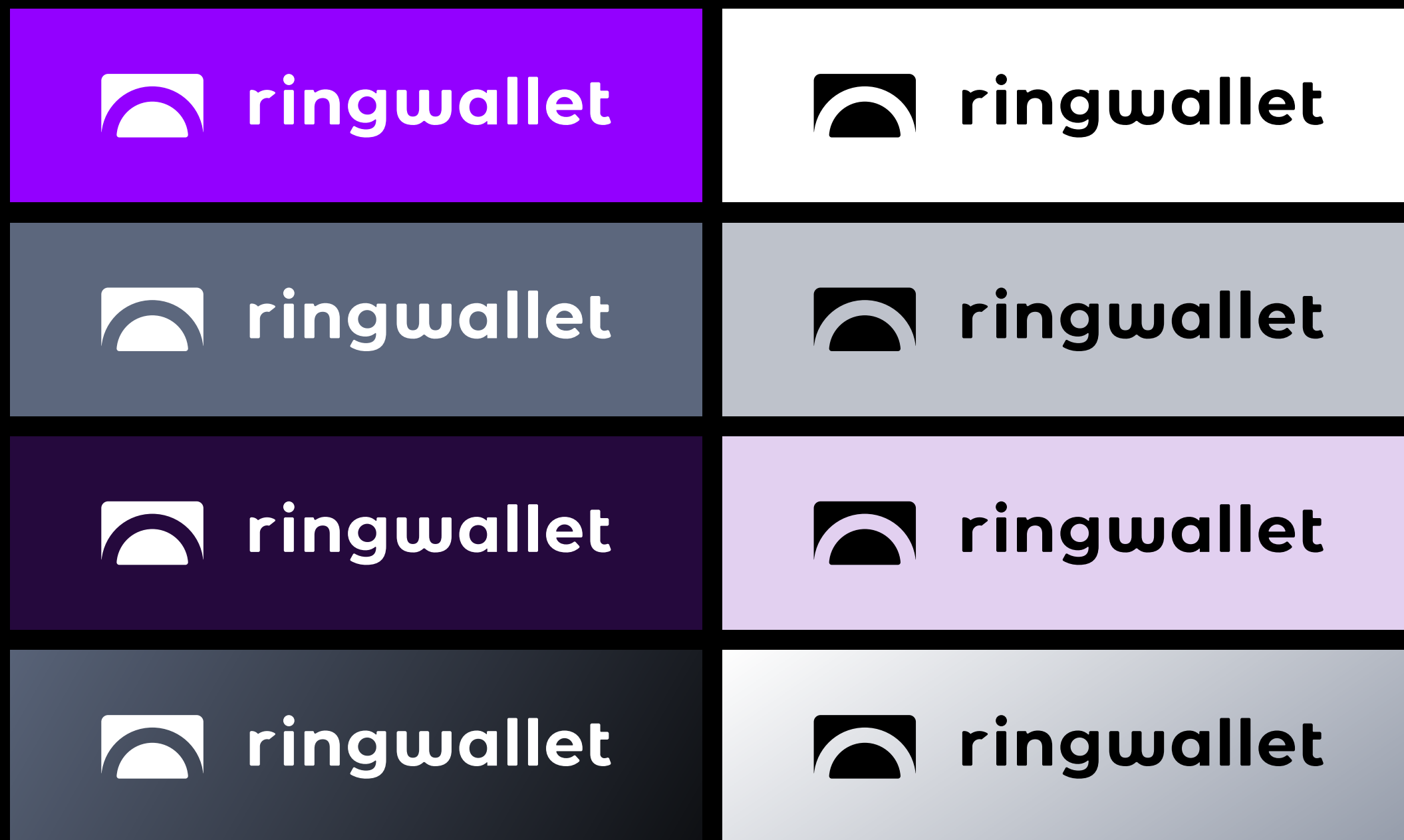


color usage quantities

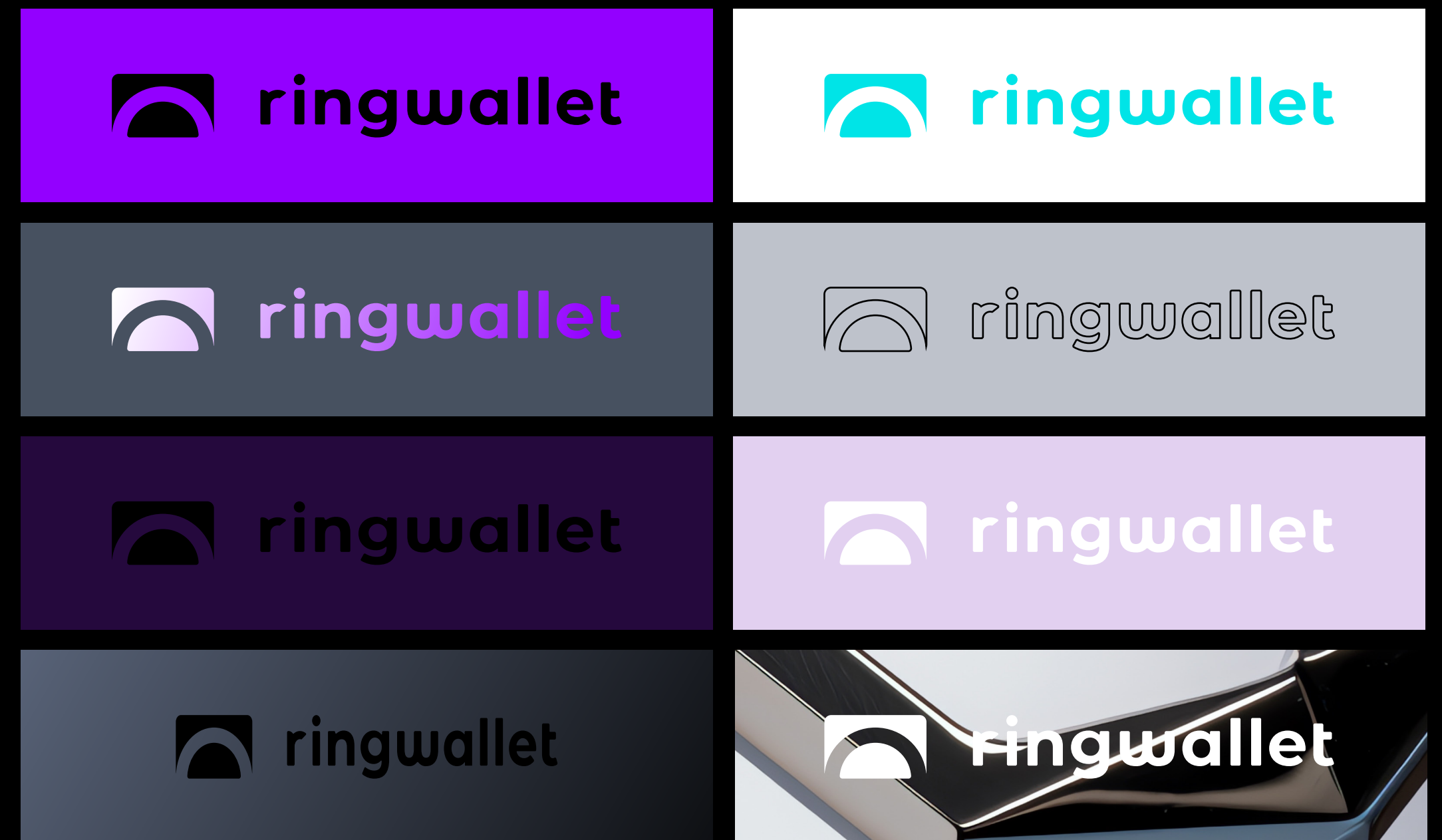
# LOGO USAGE

The RingWallet logo is exclusively designed in two colors: very white and pitch black. It's imperative to consistently provide a strong contrasting background to ensure optimal logo visibility; the logo should never appear in any other color.

✓ accepted scenarios



✗ rejected scenarios



## Important note:

Do not add elements to the logo; Do not change the color of the logo; Do not stretch or compress the logo; Do not edit the layout of the logo; Do not alter the alignment of the logo; Do not place the logo on crowded backgrounds; Do not shrink the logo to the extent that its visibility is compromised. Reach out to us for further guidance on how to use the logo correctly.



# Contact us

**RingWallet**

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**Design and Branding:**

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