



Brand Guidelines

Horizontal Version Logo Usage Mockups
Black Color Main Version White Color Pattern
Typography Color Palette Backgrounds

Caizcoin Story

The idea to Caizcoin surged in 2018 when we were thinking about how to provide a financial service that brings the Islamic and western world together and offers a decentralized financial solution and cryptocurrency that enables fast and cost-efficient international money transfers.

Caiz means licit or lawful and Caizcoin describes a cryptocurrency that aims to provide financial freedom to everyone while being compliant with Islamic values through building an innovative blockchain based financial solution that is compliant with Islamic financial principles.

01 Approach

Caizcoin's culture is based on both the Islamic values as well as on the modern Western values

Caizcoin's mission is to provide an innovative financial solutions, that allows everyone to participate in the modern financial world while being able to comply with the Islamic principles

Caizcoin's vision is to create financial freedom to everyone

Islamic Values

- Justice
- Honesty
- Trust
- Safety
- Transparency
- Fairness
- Compassion
- Harmony

Modern Values

- Freedom
- Open mindedness
- Acceptance
- Independence
- Internationality
- Innovation
- Digitalization

02 The Logo



MAIN VERSION



HORIZONTAL VERSION



03 The Font

Logo Font

Isabel - Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
\$%&?!#@

Isabel - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
\$%&?!#@

Isabel - Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
\$%&?!#@

Isabel - Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
\$%&?!#@

General Font

Point - Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
QRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
mnopqrstuvwxyz
1234567890
\$%&?!#@

Point - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
nopqrstuvwxyz
1234567890
\$%&?!#@

Point - Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
MNOPQRSTUVWXYZ
abcdefghijklmnop
lmnopqrstuvwxyz
1234567890
\$%&?!#@

Point - Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
MNOPQRSTUVWXYZ
abcdefghijklmnop
qrstuvwxyz
1234567890
\$%&?!#@



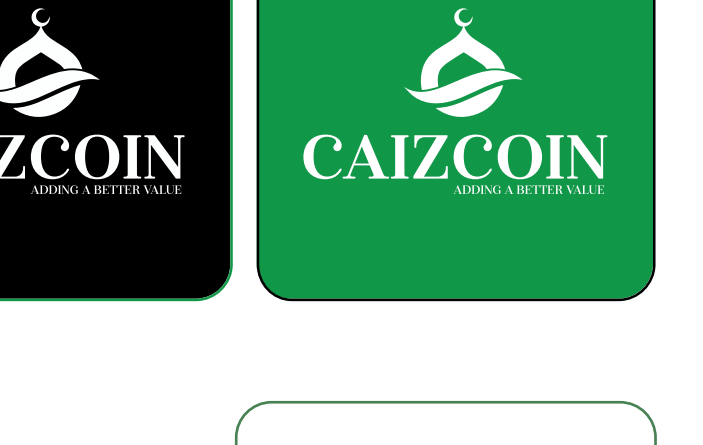
04 The Color

Primary Colors

HEX# 129748
R18 G151 B72
C85 M16 Y100 K2

HEX #0A3E3A
R10 G62 B58
C89 M53 Y66 K58

Tints



Secondary Colors

HEX #FFFFFF
R255 G255 B255
C0 M0 Y0 K0

HEX #04776C
R4 G119 B108
C87 M33 Y60 K14

HEX #000000
R0 G0 B0
C75 M68 Y67 K90

HEX #05C954
R5 G201 B84
C73 M0 Y91 K0

Gradient Effect



HEX #0A3E3A - HEX# 129748

HEX #0A3E3A - HEX# 04776C

HEX# 129748 - HEX# 04776C



05 Images & Logo Variants



06 The End

- Facebook: Caizcoin
- Instagram: caizcoin_official
- Twitter: @caizcoin
- Telegram: caizcoin_official
- Website: www.caizcoin.com
- Reddit: r/Caizcoin

