

• BRAND STYLE GUIDE



ReddCoin

THE SOCIAL CURRENCY



SCROLL

The ReddCoin Logo

The ReddCoin logo features a multicolor pinwheel mark paired with the wordmark in Goldplay Semi-Bold. Always use the approved logo files and maintain clear space around the mark.

Significance

The Pinwheel

The eight interlocking segments represent the diversity of the ReddCoin community – different people, platforms, and ideas coming together around a shared centre. The rotational form conveys momentum and the continuous flow of social tipping. Each colour is drawn from the brand's accent palette, reinforcing energy and optimism.

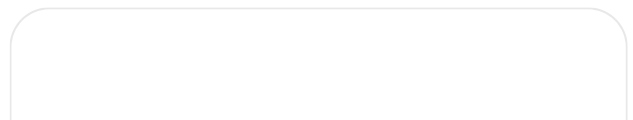
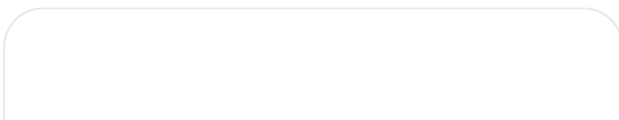
The Wordmark

"**Redd**" is set in the brand's primary red (#E30613) – anchoring the name to the core identity colour and creating an immediate visual link to the pinwheel's red segment. "**Coin**" is set in Neutral 900, grounding the name with clarity and legibility. The colour split reinforces the dual nature of the project: bold social mission, solid digital currency.

Gapped Variants

The all-black and all-white pinwheel marks introduce subtle gaps between segments. Without colour to differentiate the shapes, the gaps preserve the pinwheel's structure and readability at any size. This treatment is exclusive to the single-colour variants – the full-colour mark retains its seamless form.

Full Logo





FULL COLOR



LIGHT THEME



DARK THEME



MONOCHROME



ALL BLACK



ALL WHITE

Full Logo + Tagline



FULL COLOR



LIGHT THEME



DARK THEME



MONOCHROME



ALL BLACK



ALL WHITE

Pinwheel Mark



COLOR / LIGHT



COLOR / DARK



MONOCHROME



ALL BLACK



ALL WHITE



ON RED

Misuse Examples

Visual examples of incorrect logo treatment. Each represents a violation of the brand standards – the red corner indicator marks them as wrong.



Horizontal Stretch

Never distort the logo's aspect ratio.



Vertical Stretch

Always scale width and height together.



Rotation

The logo must sit level, never rotated.



Skew

No italic, skew, or perspective effects.



Recolouring

Only approved palette colours. Never shift hue.



Drop Shadow

No shadows, glows, or outer effects.



Blur or Filter

Logo must always render crisp and sharp.



Low Contrast Background

Red wordmark on red background – illegible.



Busy Background

Never place on patterned or multi-colour backgrounds.



Below Minimum Size

Detail is lost – use the R mark instead.



No Clear Space

Logo crowded by surrounding elements.



Wrong Variant for Background

Use the Dark-theme logo on dark backgrounds.

✓ Do

- Use the logo on white, dark, or brand-red backgrounds only.
- Maintain clear space equal to the height of the "R" glyph on all sides.
- Use the horizontal lockup (mark + wordmark) when space allows.
- Scale proportionally – never resize width or height independently.
- Use the monochrome version when color printing is unavailable.
- Ensure sufficient contrast between the logo and its background.

✗ Don't

- Don't change the logo color to anything outside the approved palette.
- Don't place the full-color logo on busy photographs or patterned backgrounds.
- Don't add drop shadows, gradients, or other effects to the logo.
- Don't rotate, skew, or distort the logo in any way.
- Don't use the wordmark without the logomark in primary contexts.
- Don't recreate the logo in a different typeface or redraw the mark.

02 – CURRENCY SYMBOL

The Stylised R

The stroked capital "R" (Unicode U+024C) is a secondary symbol used where space is limited or as a currency designation in place of "\$". The stroke through the letterform distinguishes it from a standard "R" and must always be preserved.

Weights & Styles

R is available across all Goldplay weights and styles. Use SemiBold for display contexts, Medium for currency notation alongside values, and Regular/Italic for inline references.

WEIGHT	NORMAL	ITALIC	USE CASE
Regular 400	R	<i>R</i>	Inline text, body copy references
Medium 500	R	<i>R</i>	Currency notation, prominent values
SemiBold 700	R	<i>R</i>	Display contexts, headlines, favicons

Usage

CURRENCY

R1,000.00

Used in place of \$ or other currency symbols

FAVICON

R

At 16px where pinwheel detail is lost

INLINE TEXT

Send R50 to @user

Inline references in UI and messaging

Character Reference


Glyph	R
Unicode	U+024C
HTML Entity	Ɍ
CSS	\024C
Name	Latin Capital Letter R with Stroke

03 – COLOR PALETTE


Brand Colors

The palette is anchored by ReddCoin Red – a bold, energetic hue that communicates trust and action. Click any swatch to copy its hex value.


PRIMARY




Red Primary
#E30613
rgb(227, 6, 19)
hsl(356, 95%, 46%)
W 4.9 AA D 4.0 AA Large



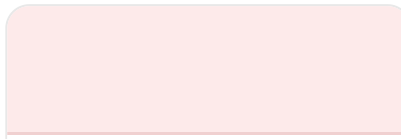
Red Dark
#B80510
rgb(184, 5, 16)
hsl(356, 95%, 37%)
W 6.8 AA D 2.8 Fail



Red Deeper
#8C040C
rgb(140, 4, 12)
hsl(356, 94%, 28%)
W 9.8 AAA D 2.0 Fail

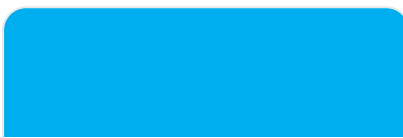


Red Light
#F9596A
rgb(249, 89, 106)
hsl(354, 93%, 66%)
W 3.2 AA Large D 6.2 AA




Red Pale
#FDEAEA
rgb(253, 234, 234)
hsl(0, 83%, 95%)
W 1.2 Fail D 16.8 AAA


ACCENT / LOGO



Sky Blue
#00AEEF
rgb(0, 174, 239)
hsl(196, 100%, 47%)
W 2.5 Fail D 7.7 AAA



Ocean Blue
#008FC5
rgb(0, 143, 197)
hsl(196, 100%, 39%)
W 3.7 AA Large D 5.3 AA



Green
#54B948
rgb(84, 185, 72)
hsl(114, 45%, 50%)
W 2.5 Fail D 7.8 AAA



Lime

#8DC63F
rgb(141, 198, 63)
hsl(85, 54%, 51%)

W 2.0 Fail D 9.5 AAA

Gold

#FDD200
rgb(253, 210, 0)
hsl(50, 100%, 50%)

W 1.5 Fail D 13.3 AAA

Amber

#FDBB30
rgb(253, 187, 48)
hsl(41, 98%, 59%)

W 1.7 Fail D 11.4 AAA

Coral

#F04D3C
rgb(240, 77, 60)
hsl(6, 86%, 59%)

W 3.6 AA Large D 5.4 AA

NEUTRALS

Neutral 900

#0D0D0D
rgb(13, 13, 13)
hsl(0, 0%, 5%)

W 19.4 AAA D 1.0 Fail

Neutral 800

#1A1A1A
rgb(26, 26, 26)
hsl(0, 0%, 10%)

W 17.4 AAA D 1.1 Fail

Neutral 700

#2C2C2C
rgb(44, 44, 44)
hsl(0, 0%, 17%)

W 14.0 AAA D 1.4 Fail

Neutral 600

#4A4A4A
rgb(74, 74, 74)
hsl(0, 0%, 29%)

W 8.9 AAA D 2.2 Fail

Neutral 500

#717171
rgb(113, 113, 113)
hsl(0, 0%, 44%)

W 4.9 AA D 4.0 AA Large

Neutral 400

#9E9E9E
rgb(158, 158, 158)
hsl(0, 0%, 62%)

W 2.7 Fail D 7.3 AAA

Neutral 300

#CBCBCB
rgb(203, 203, 203)
hsl(0, 0%, 80%)

Neutral 200

#E8E8E8
rgb(232, 232, 232)
hsl(0, 0%, 91%)

Neutral 100

#F5F5F5
rgb(245, 245, 245)
hsl(0, 0%, 96%)



W 1.6 Fail D 12.0 AAA

W 1.2 Fail D 15.9 AAA

W 1.1 Fail D 17.8 AAA

Neutral 050

#FAFAFA
rgb(250, 250, 250)
hsl(0, 0%, 98%)

W 1.0 Fail D 18.6 AAA

White

#FFFFFF
rgb(255, 255, 255)
hsl(0, 0%, 100%)

W 1.0 Fail D 19.4 AAA

SEMANTIC / UI

Success

#16A34A
rgb(22, 163, 74)
hsl(142, 76%, 36%)

W 3.3 AA Large D 5.9 AA

Warning

#D97706
rgb(217, 119, 6)
hsl(32, 95%, 44%)

W 3.2 AA Large D 6.1 AA

Info

#2563EB
rgb(37, 99, 235)
hsl(221, 83%, 53%)

W 5.2 AA D 3.8 AA Large

Error / Danger

#E30613
rgb(227, 6, 19)
hsl(356, 95%, 46%)

W 4.9 AA D 4.0 AA Large

DARK MODE ADJUSTMENTS

TOKEN	LIGHT	DARK	RATIONALE
--bg-page	<input type="checkbox"/> #FFFFFF	<input checked="" type="checkbox"/> #0D0D0D	Full inversion – true dark surface reduces glare
--bg-surface	<input type="checkbox"/> #FAFAFA	<input checked="" type="checkbox"/> #1A1A1A	Subtle elevation via lighter dark tone
--bg-raised	<input type="checkbox"/> #FFFFFF	<input checked="" type="checkbox"/> #2C2C2C	Cards and modals – higher elevation = lighter surface



LIGHT

DARK

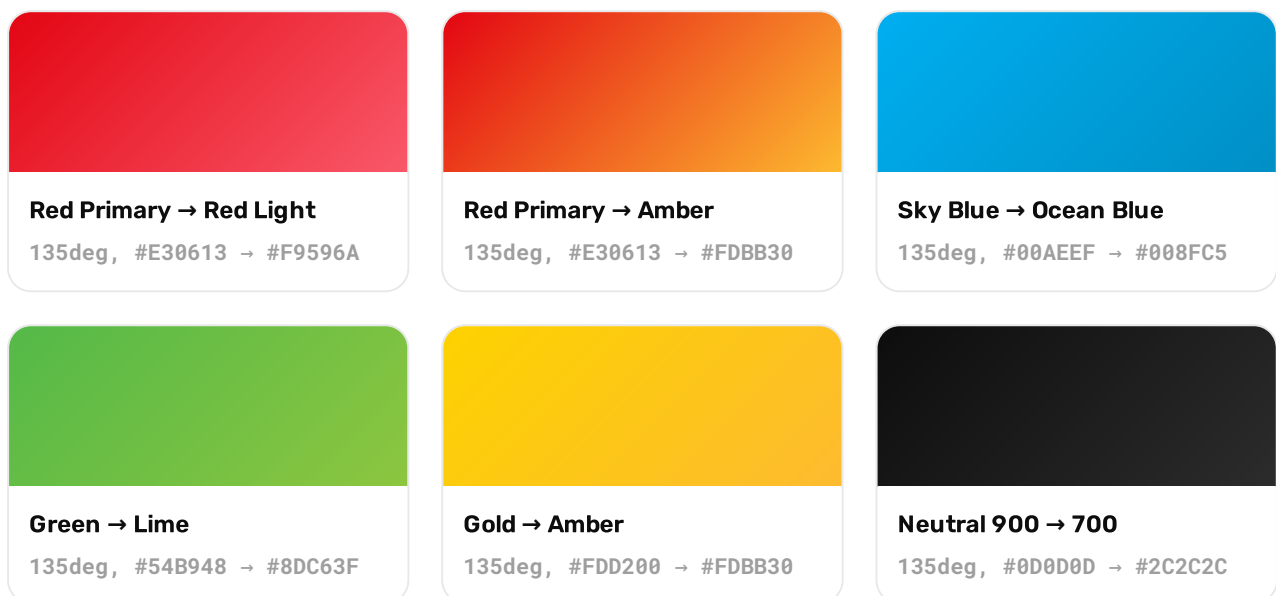
RATIONALE

<code>--text- primary</code>	 #0D0D0D	 #F0F0F0	Off-white avoids harsh glare vs pure #FFF
<code>--text- secondary</code>	 #4A4A4A	 #CBCBCB	Maintains visual hierarchy without washing out
<code>--rdd-red- pale</code>	 #FDEAEA	 rgba(227,6,19,0.15)	Translucent tint blends with dark surfaces naturally
<code>--border</code>	 #E8E8E8	 #2C2C2C	Subtle dividers – visible but not dominant
<code>--shadow-*</code>	<i>Opacity increases in dark mode</i>		Shadows need higher opacity to register on dark backgrounds

RDD Red (#E30613) is used at full saturation in both modes – it maintains sufficient contrast on both light and dark backgrounds. Avoid desaturating or lightening the primary red for dark mode. For tinted backgrounds (alerts, badges), prefer translucent overlays (rgba) over opaque pale tints so they adapt to the surface beneath them.

GRADIENT USAGE

Gradients are permitted in limited contexts – hero backgrounds, banners, and decorative elements. Never apply gradients to the logo, wordmark, or R symbol. All gradients must use colours from the approved palette.



✓ Do



- Use gradients from adjacent colours in the palette (same family).
- Apply to hero sections, banners, and large decorative backgrounds.

- Keep gradient angles consistent — 135deg is the default.

✘ Don't

- Don't apply gradients to the logo, wordmark, or R symbol.
- Don't mix colours from unrelated palette families (e.g. blue → red).
- Don't use gradients on text or small UI elements.

04 – TYPOGRAPHY

Type System

Three typefaces form the ReddCoin type system, each serving a distinct role — from brand identity to body copy to interactive UI elements.

Goldplay Semi-Bold

Logo wordmark & display headings

Logo Font

Commercial

ReddCoin

The Social Currency

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 & ? ! @ # \$ %

Goldplay is a commercial typeface. Fallbacks: Nunito, Poppins, system sans-serif.



ReddCoin

Body text, paragraphs, descriptions

Body Font

Google Fonts

72px / Light

ReddCoin

48px / Regular

The Social Currency

32px / Medium

Peer-to-peer digital cash

20px / Bold

Send value to anyone, instantly.

16px / Regular

ReddCoin is the social currency that enriches social networks and makes the digital gifting of money fun and rewarding for everyone.

13px / Regular

Caption text – used for metadata, timestamps, and supplementary information.

Rubik

UI elements, buttons, labels, navigation

UI Font

Google Fonts

300 – Light

Social Currency Network

400 – Regular

Social Currency Network

500 – Medium

Social Currency Network

600 – Semi Bold

Social Currency Network

700 – Bold

Social Currency Network

Send RDD

Learn More

SECTION LABEL Meta text

Badge

Tag

05 – VOICE & TONE

Brand Voice

ReddCoin's voice is approachable, empowering, and community-driven. Every piece of communication should feel like it comes from a knowledgeable friend – never corporate jargon, never condescending.

Personality

Friendly

Warm and welcoming. We speak to people, not at them. Conversations over broadcasts.

Clear

Simple language that anyone can understand. If it needs a glossary, rewrite it.

Empowering

We help people take action. Focus on what they can do, not what they can't.

Trustworthy

Honest and transparent. We don't overpromise. Technical accuracy matters.

Tone Spectrum

Tone shifts depending on context, but always stays within the brand voice. The further right, the more formal and precise the language becomes.

CONTEXT	TONE	EXAMPLE
Social media	Casual	"Tip your favourite creator with R – it's that easy."
Product UI	Conversational	"You sent R50 to @alice. They'll be notified shortly."



CONTEXT

EXAMPLE

Blog /

announcements

Informative

"Today we're rolling out PoSV v2 – here's what changes and why it matters."

Technical docs

Precise

"The staking reward is calculated as a function of coin age and network weight."

Legal / compliance

Formal

"ReddCoin does not constitute financial advice. Users are responsible for their own decisions."

Tagline

The Social Currency

Primary tagline – set in Goldplay Medium. Use in hero sections, social bios, and marketing materials.

Writing Guidelines



Do

- Use "ReddCoin" (capital C) – never "Reddcoin" or "reddcoin".
- Refer to the currency as RDD or use the R symbol.
- Write in active voice: "Send R" not "R can be sent".
- Lead with benefits, not features.
- Use "community" and "social" – they're core to the brand.



Don't

- Don't use "crypto" or "blockchain" as selling points – focus on what people do with ReddCoin.
- Don't make price predictions or financial claims.
- Don't use hype language: "moon", "gem", "100x".
- Don't speak negatively about other projects.

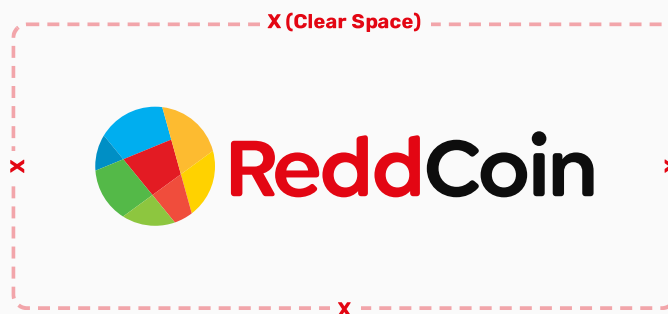
06 – SPACING & ICONOGRAPHY

Clear Space & Sizing

Consistent spacing and minimum size rules protect the integrity of the ReddCoin mark across all contexts.

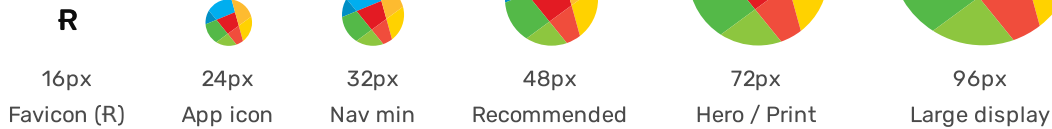
Clear Space

Every logo placement must include a minimum exclusion zone – free of text, imagery, or other graphic elements – so the mark reads clearly at any scale. The unit of measurement (**X**) equals the height of the pinwheel mark. Apply at least 1× on every side. When co-branding or placing the logo near a page edge, increase to 1.5× to prevent visual crowding.



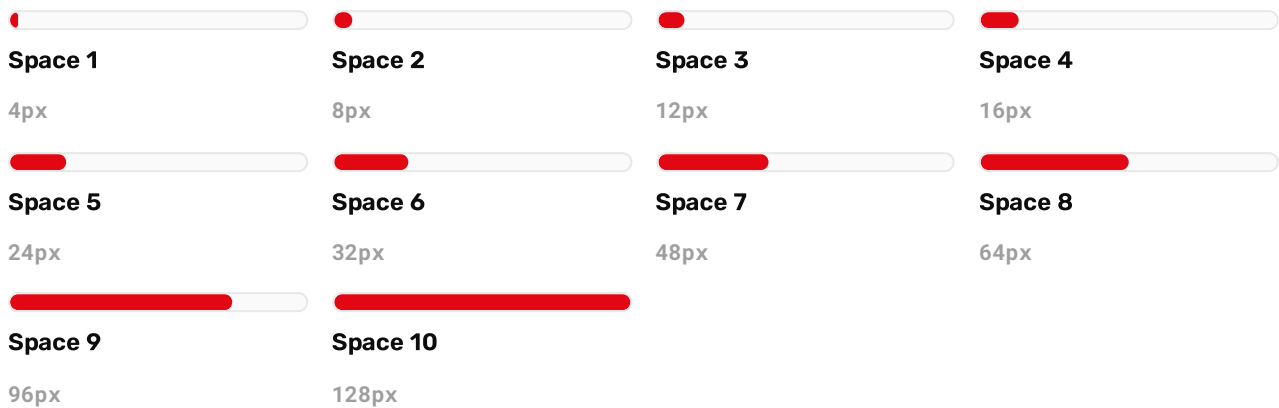
Minimum Sizes

Below 16px the pinwheel detail is lost – use only the simplified favicon at that size. At 24px the mark is legible but tight; avoid pairing it with the wordmark. 32px is the minimum for the mark + wordmark lockup in navigation. 48px and above is preferred for general use where the full colour detail should be visible.



Spacing Scale

A base-4 spacing scale provides consistent rhythm across layouts. Use smaller values (4–12px) for inner padding and tight element grouping. Mid-range values (16–32px) suit component padding and gaps between related elements. Larger values (48–128px) create section breaks and breathing room between major content blocks.







Iconography

ReddCoin uses **Lucide** as its icon library. Lucide provides a consistent outlined style with rounded caps and joins that complements the brand's clean, approachable aesthetic.













Specifications

Library	Lucide (lucide.dev)
Style	Outlined, stroke-based
Stroke width	2px at 24px icon size
Stroke caps	Round
Stroke joins	Round



Size Scale

			
16px	20px	24px	32px
Inline text	Buttons	Default	Feature

Common Icons

 send	 wallet	 trending-up	 heart	 message-circle
 bell	 search	 check-circle	 globe	 download
 share-2	 user			

Icon + Text Pairing

 Send RDD	gap: 8px
 My Wallet	gap: 12px

Use 8px gap for compact UI (buttons, list items) and 12px for larger contexts (nav items, section headers). Icons should vertically centre-align with adjacent text. Use `currentColor` for stroke so icons inherit the text colour automatically.

ReddCoin's brand is built for everyone. These standards ensure our visual system works across abilities, devices, and contexts. Meet WCAG 2.1 Level AA as the baseline, Level AAA where practical.

Contrast Requirements

All text and meaningful graphics must meet minimum contrast ratios against their background. Every colour swatch in the palette section shows its contrast rating against white (W) and dark (D) backgrounds.

ELEMENT	MINIMUM (AA)	PREFERRED (AAA)	NOTES
Body text	4.5:1	7:1	Normal weight, under 18pt / 14pt bold
Large text	3:1	4.5:1	18pt+ regular or 14pt+ bold
UI components	3:1	–	Buttons, inputs, icons vs background
Meaningful graphics	3:1	–	Icons, chart lines, status indicators
Decorative elements	–	–	No requirement (purely visual accents)

Colour-Blind Safety

Never rely on colour alone to convey meaning. Always pair colour with an additional signal – an icon, label, pattern, or shape. Approximately 8% of men and 0.5% of women have some form of colour-vision deficiency.

GOOD – COLOUR + ICON + LABEL

 **Success** – Transaction confirmed

 **Error** – Transaction failed

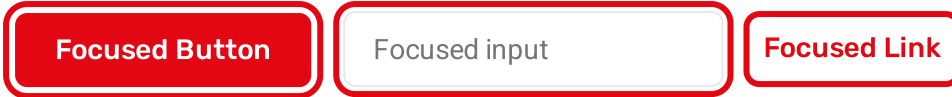
BAD – COLOUR ALONE

 Transaction confirmed

 Transaction failed

Green + red is the most common confusion pair (deuteranopia/protanopia). The brand's red (#E30613) and success green (#16A34A) look similar to red-green colour-blind users. Icons and labels disambiguate them.

Use `:focus-visible` so the ring only appears for keyboard navigation, not mouse clicks.



```
/* Focus ring spec */
:focus-visible {
  outline: 3px solid var(--rdd-red);
  outline-offset: 3px; /* 2px for inputs */
  border-radius: inherit;
}
```

Minimum Text Sizes


Text below these thresholds becomes difficult to read, especially on mobile or for users with low vision.

CONTEXT	MINIMUM	PREFERRED	EXAMPLE
Body / long-form content	16px	16–18px	Body text at 16px
UI labels & buttons	14px	14–16px	UI label at 14px
Captions / metadata	13px	13–14px	Caption at 13px
Eyebrows / labels	11px	12px	EYEBROW
Dense tables / fine print	12px	13px	Table cell at 12px

Touch Targets

Interactive elements on touch devices need generous tap areas. Visual size and hit area can differ – use padding or invisible hit zones to meet minimums without making UI visually bulky.



24 x 24px
 **ReddCoin**
Absolute minimum for dense UI. Acceptable only when space is genuinely constrained.

44 x 44px

WCAG AAA standard. Apple HIG default.
Comfortable for most users.

SPACIOUS



48 x 48px

Material Design recommendation. Ideal for primary actions.

Maintain at least **8px spacing** between adjacent touch targets to prevent mis-taps. For list items and menu rows, give each item the full row height ($\geq 44\text{px}$) even if the visible content is smaller.

08 – DOWNLOADS

Asset Downloads

Official logo files, brand assets, and guidelines. Always use the most recent versions before deploying in any public context.



SVG Logo Pack

Scalable vector logos in all approved variants
– full color, monochrome, dark and light.

SVG • 66 KB • v2.1



PNG Logo Pack

High-resolution PNG files. Logos at 400/800/1600px wide, pinwheel marks at 64/128/256/512/1024px.

PNG • 72 KB • v2.1



ReddCoin

Download SVG Pack



Brand Guidelines PDF

Complete brand guidelines including logo usage, color specs, typography, and examples.

PDF • 1.3 MB • v2.1

Download PDF



Figma Design Kit

Design components, color styles, and text styles ready to use in Figma.

Figma • Community • v2.1

Open in Figma

File Naming Convention

All brand assets follow a consistent naming pattern so the right file can be identified at a glance.

ReddCoin-Logo-{Variant}-{tag}.svg

ReddCoin-Pinwheel-{Variant}-256.svg

SEGMENT	VALUE	MEANING
Prefix	ReddCoin-Logo	Full logo (pinwheel + wordmark)
	ReddCoin-Pinwheel	Pinwheel mark only
Variant	CLR	Full color – Redd in red, Coin in Neutral 900
	Light	For light backgrounds – same as CLR
	Dark	For dark backgrounds – Coin in white
	Mono	Greyscale – all elements in neutral greys
	Black	All elements in Neutral 900 (#0D0D0D), gapped pinwheel
	White	All elements in White (#FFFFFF), gapped pinwheel
Red	Pastel pinwheel for red backgrounds (mark only)	



MEANING

Suffix

-tag

Includes "The Social Currency" tagline

-256

256x256px mark (pinwheel only)

Examples

ReddCoin-Logo-CLR.svg

Full color logo, no tagline

ReddCoin-Logo-Dark-tag.svg

Dark theme logo with tagline

ReddCoin-Pinwheel-Black-256.svg

All-black pinwheel mark, 256px

ReddCoin-Pinwheel-CLR-256.svg

Full color pinwheel mark, 256px

Usage Note: All ReddCoin brand assets are provided for approved use. Commercial use, modification, or redistribution without written permission is prohibited.



[reddcoin.com](#) [Logo](#) [R](#) [Colors](#) [Typography](#) [Voice](#) [Spacing](#) [Accessibility](#) [Downloads](#)
[Symbol](#)

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