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The Litecoin brand guidelines demonstrate the key brand elements and simple instructions on how to use them.

It's important these guidelines are followed correctly in order to maintain brand recognition and consistency.

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## Logo

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The Litecoin logo is the key identifier of the brand and should be as consistent as possible.

This section demonstrates when to use which logo, as well as rules around how to use them.

## Primary logo

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As a preference the silver primary logo, or full blue logo should be used. Where this isn't possible, or on dark backgrounds the mono white logo should be used.

[CLICK TO DOWNLOAD LOGOS](#)



## The stacked logo

The stacked logo can be used as an option to utilise space better. As a preference the silver primary logo, or blue logo should be used. Where this isn't possible, or on dark backgrounds the mono white logo should be used.

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litecoin



litecoin



litecoin

# The coin icon

As a preference the silver primary logo, or blue logo should be used. Where this isn't possible, or on dark backgrounds the mono white logo should be used.

[CLICK TO DOWNLOAD ICONS](#)



## The typemark

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As a preference the silver primary logo, or blue logo should be used. Where this isn't possible, or on dark backgrounds the mono white logo should be used.

[CLICK TO DOWNLOAD TPEMARKS](#)

*litecoin*

*litecoin*

*litecoin*



## Logo suite

These are the logo variations that can be used.

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Full colour

Mono white

### Primary

As a preference the full colour logo should be used. Where this isn't possible the mono white logo should be used.



### Typemark

As a preference the full colour typemark should be used. Where this isn't possible the mono white typemark should be used.

*litecoin*

*litecoin*

### Stacked

The stacked logo can be used as an option to utilise space better. As a preference the full colour logo should be used. As an alternative, the mono white logo should be used.



### Coin

As a preference the full colour coin should be used. As an alternative, the mono white coin should be used.





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## Rules and usage

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To ensure that the Litecoin brand looks as professional and consistent as possible, please follow the rules and guidelines around usage detailed in this section.

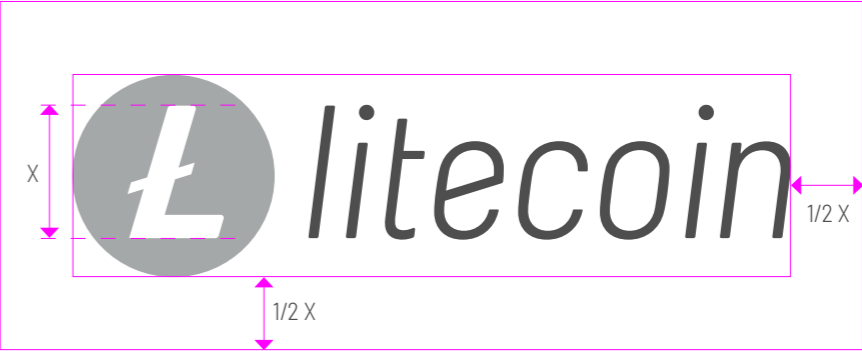
# Clearspace & minimum size

## Clearspace

The primary logo needs to be surrounded by an area of uninterrupted clear space to allow legibility and prominence in all communications.

Clear space is the non-print area surrounding the logo.

Wherever possible, apply more clear space than the minimum specified.



## Minimum Size

**Primary logo:**  
20mm wide (print)  
100px wide (digital)  
64px wide (digital: rendering for small screen)

**Coin icon:**  
34px wide (digital)  
18px wide (digital: rendering for small screen)



## Incorrect usage

The logo should only be used as described on previous pages.

These are some common incorrect usages we should try to avoid.



Do not use other colours



Do not distort the logo



Do not rotate the logo



Do not add gradients



Do not alter the proportions of the logo



Do not add drop shadows



Do not use coloured logo on dark coloured backgrounds



Do not use coloured logo on dark images



Do not use mono white logo on complex or light backgrounds



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## Colours

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Colours are super important to the Litecoin brand.

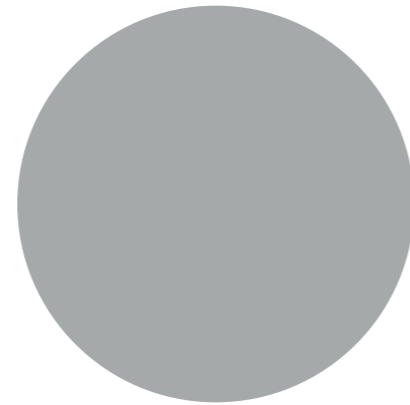
The following page documents Litecoin's primary and secondary colours and breakdowns.

## Colours

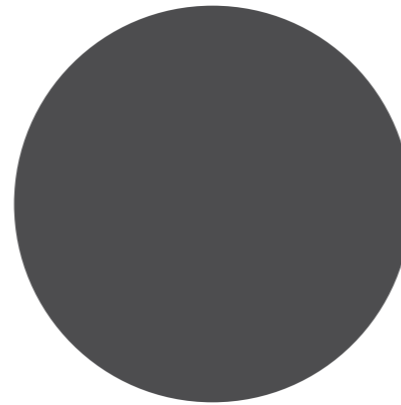
---

Everybody knows that Litecoin is the silver to Bitcoin's gold.

### Primary



PMS Silver C  
CMYK 32 22 18 4  
RGB 166 169 170  
# A6A9AA

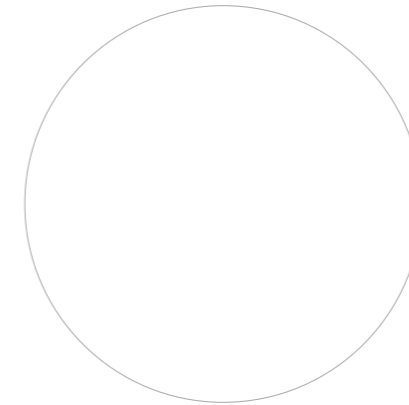


PMS Cool Gray 11 C  
CMYK 66 58 56 36  
RGB 77 77 78  
# 4D4D4E

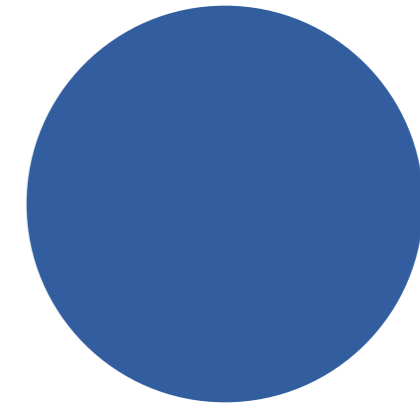
These are the primary brand colours.

The silver should primarily be used for the 'coin' icon.

### Secondary



White/paper



PMS 7684 C  
CMYK 88 68 9 0  
RGB 52 93 157  
# 345D9D

The blue will be used as a secondary colour for the brand, and can be used for the logo. Having a single brand colour can be limiting and monotonous.

The blue can be used to add highlights across applications such as posters, merchandise, social media and websites (see example of secondary colour use on page 20).



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## Typography

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Typography enhances brand recognition. To ensure all communications are consistent please use the typefaces detailed in this section.

## Typography - English

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### Primary typeface

Barlow Semi Condensed is the brand typeface.

Barlow Semi Condensed is the same font the logo was created from. This connection strengthens brand recognition.

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Barlow Semi Condensed Light  
Barlow Semi Condensed Regular  
**Barlow Semi Condensed Medium**  
**Barlow Semi Condensed Semibold**

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Barlow Semi Condensed can be used for both headings, subheadings and body copy.

**The preferred weight for headings and subheadings are:**

- Semibold
- Medium

**The preferred weight for body copy are:**

- Light
- Regular

Barlow Semi Condensed is a free typeface that can be downloaded from [www.fonts.google.com](http://www.fonts.google.com)



## 印刷格式 / Typography - Chinese

这是简体中文和繁体中文翻译的推荐字体。

This is the recommended typeface for simplified Chinese and traditional Chinese translation.

[CLICK TO DOWNLOAD FONTS](#)

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Source Han Sans CN Light  
Source Han Sans CN Normal  
**Source Han Sans CN Medium**  
**Source Han Sans CN Bold**

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Source Han Sans 简体中文可用于标题, 副标题和正文。

标题和副标题的首选字体粗细是:

- 中体
- 粗体

正文首选字体粗细是:

- 西体
- 正常

Source Han Sans CN is a free typeface that can be downloaded from [www.fonts.google.com](http://www.fonts.google.com)

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Source Han Sans TW Light  
Source Han Sans TW Normal  
**Source Han Sans TW Medium**  
**Source Han Sans TW Bold**

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Source Han Sans 繁体中文可用于标题, 副标题和正文。

标题和副标题的首选字体粗细是:

- 中体
- 粗体

正文首选字体粗细是:

- 西体
- 正常

Source Han Sans TW is a free typeface that can be downloaded from [www.fonts.google.com](http://www.fonts.google.com)



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## Merchant assets

**Window decal and A5 leaner:**  
*“Litecoin Accepted Here”*

A decal pack that merchants can purchase via the  
Litecoin foundation website: <https://litecoin-foundation.org/>

[CLICK TO PURCHASE DECAL](#)

[CLICK TO DOWNLOAD A5 LEANER](#)



**Standard**  
65mm W x 21.5mm H



**Large**  
70mm W x 84mm H



**A5 leaner**  
148mm W x 210mm H

## Blue colour use example

The blue can be used as a highlight colour to enhance dynamism and information hierarchy. It can be used for headers, icons, links and call-to-action buttons.

