

# BENQI BRAND GUIDELINES

## Typography

### Outfit Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789.,;:"()!?

For body copy

Minimum font size for body copy is 14pt

### Outfit Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789.,;:"()!?

For sub-headings

### Outfit Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789.,;:"()!?

For headings

### Outfit Extrabold

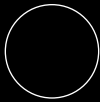
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789.,;:"()!?

For special cases like numerical values

## Colors



#000000

R: 0  
G: 0  
B: 0



#ffffff

R: 255  
G: 255  
B: 255



#00b2ed

R: 0  
G: 178  
B: 237



#04242f

R: 4  
G: 36  
B: 47

## Logos

BENQI LOGO

BENQI

BENQI

BENQI

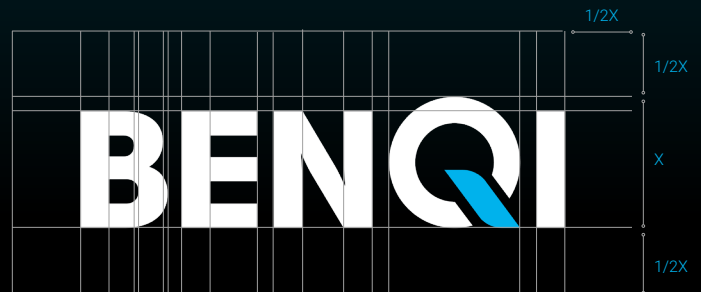
BENQI

Smallest size: 55px wide

QI TOKEN



Smallest size: 25px wide



Use the white logo on dark backgrounds



Use the black logo on light backgrounds

~~BENQI~~

~~*BENQI*~~

~~BENQI~~

~~BENQI~~

~~BENQI~~

~~BENQI~~