

eurøp



Brand Guidelines

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01

Brand Strategy.

Brand Purpose

EURØP is a euro-backed stablecoin designed for global users to effortlessly transact on-chain using euros. With EURØP, you can avoid the risks and fees typically associated with USD-based alternatives. EURØP is pegged 1:1 to the euro and fully backed by cash and cash equivalents, providing stability and reliability for your digital finance.





Brand Mission

Despite the euro being the world's second-most used currency, the digital assets landscape remains dominated by the US dollar. Today, euro stablecoins represent less than 1% of the market – this is about to change. As a regulated, fully backed euro stablecoin, EURØP's mission is to contribute to the decentralization of European finance.

02

Brand Logo.

Primary Logo

The visual identity of EURØP merges the letters “E” and “Ø”, symbolizing both the Euro and Openness. This distinctive emblem reflects the intersection of Europe’s strongest currency with the boundless possibilities of blockchain. The result is a bold, unmistakable brand with a sleek, modern design that confidently represents the new era of digital currency.



Inverse Variation

The inverse version features the primary EURØP logo in a contrasting design, placed on a solid circular background that symbolizes a coin. It is used in contexts where the currency symbol must stand out and gain stronger visual emphasis – for example, when displayed alongside competing brands or as an icon.



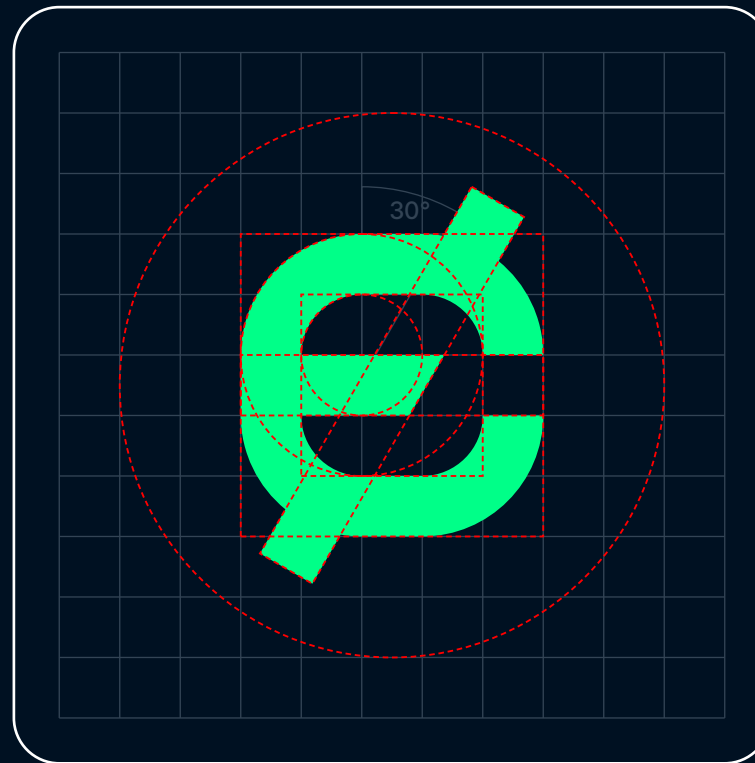
Secondary Logo

The secondary logo serves as the dedicated symbol for the EURØP stablecoin. It is a custom logotype derived from the primary logo, designed specifically for this purpose. This version is best suited for applications where displaying the full brand name ensures clarity and reinforces brand recognition. Combining the primary and secondary logos is a prohibited use.



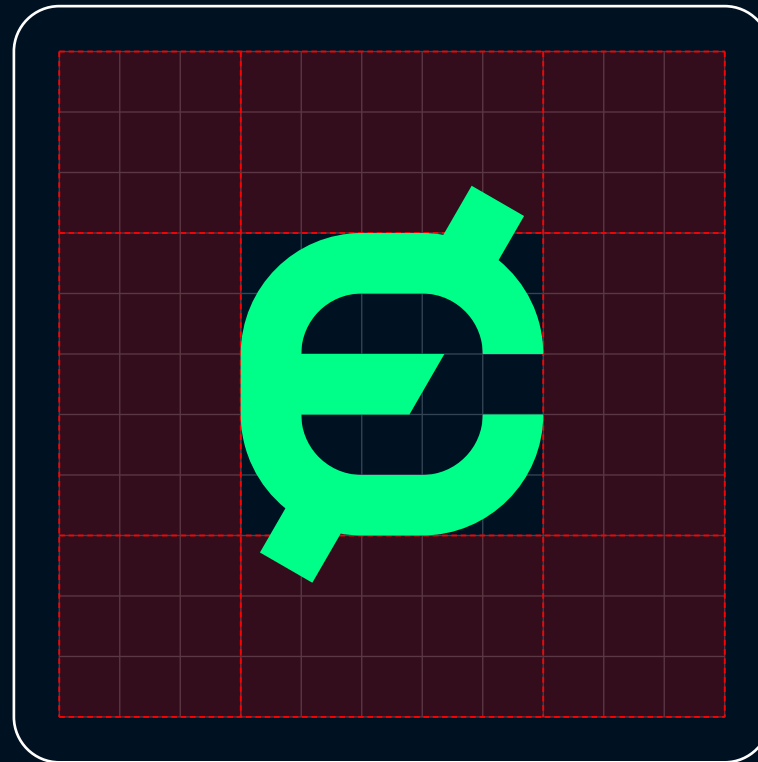
Logo Construction

The EURØP symbol is constructed on a precise geometric framework that ensures perfect balance, scalability, and visual harmony. Its foundation is a reference square, with the entire structure aligned to a consistent square grid. This meticulous construction creates a clean, compact, and highly recognizable mark – a modern emblem that confidently represents the new digital currency.



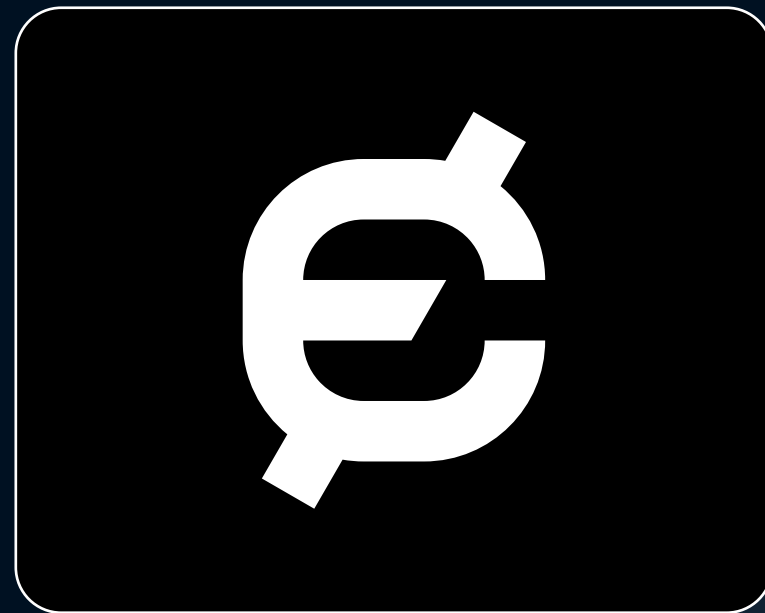
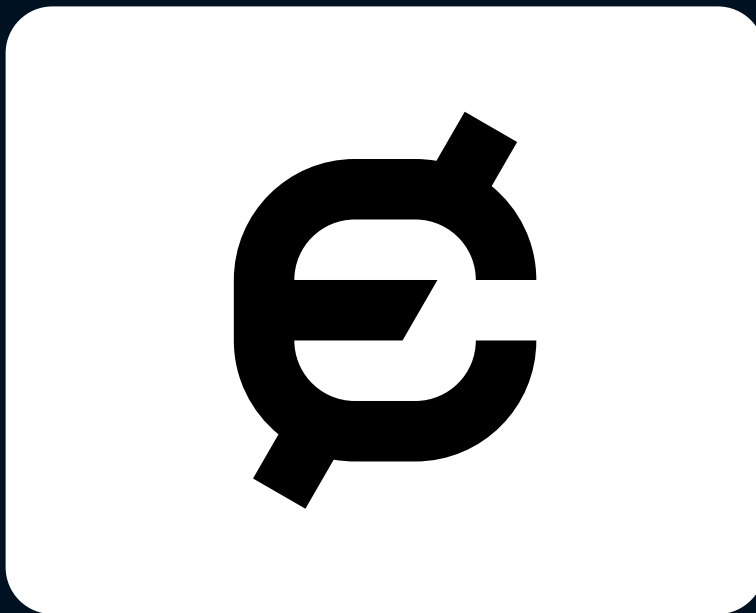
Exclusion Zone

To maintain its visibility and impact, the logo must always be surrounded by clear space. This exclusion zone should be the same on all sides and is defined by three times the size of the basic building block of the logo - the reference square. No text, images or graphic elements should enter this area. Maintaining this buffer ensures that the logo is never crowded and always remains legible and distinctive.



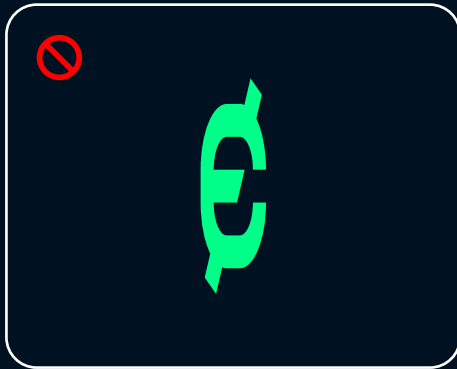
Monochrome Version

The monochrome versions of all versions of the EURØP logo ensures clarity and versatility in single-color applications. Use the black logo on light backgrounds and the white logo on dark backgrounds to maintain contrast and legibility. This version is ideal for printing, embossing, or any context where color isn't an option but brand recognition must be preserved.



Logo Misuse

To protect brand integrity, the EURØP logo must never be altered or distorted. Avoid stretching, rotating, or changing its colors. Do not apply shadows, outlines, or gradients. Never place the logo on cluttered or low-contrast backgrounds, and don't modify the typeface or rearrange elements. Any misuse can weaken brand recognition and reduce professionalism.



03

Brand Elements.

Favicon

Today, the favicon is one of the important parts of brand communication and represents such a footprint in the digital space. The EURØP favicon is simple and recognizable even at low resolutions thanks to the use of the EURØP symbol. And it is universally usable in web and mobile applications of any kind. By combining the three primary colors, it is possible to create clearly distinguishable color combinations.



Brand Pattern

The EURØP brand pattern is derived from the stablecoin symbol. It features a repeating logo shape, whose geometrically clean and symmetrical shapes are suitable for creating a consistent structure that reinforces the brand's digital and technologically advanced identity in visual communication. The pattern can be used subtly on backgrounds to increase visual consistency without overwhelming the core brand elements.



04

Brand Color.

Primary Color

The primary colors representing the EURØP brand are a combination of the fresh Spring Green color symbolically representing modern ecological technologies replacing classic physical money. It is used primarily to highlight and accentuate communication. At the same time, it is the basic and representative color of the brand. Its positive feel is balanced by the Midnight Blue color, which gives the brand seriousness and value.

Spring Green

#00FF88

White

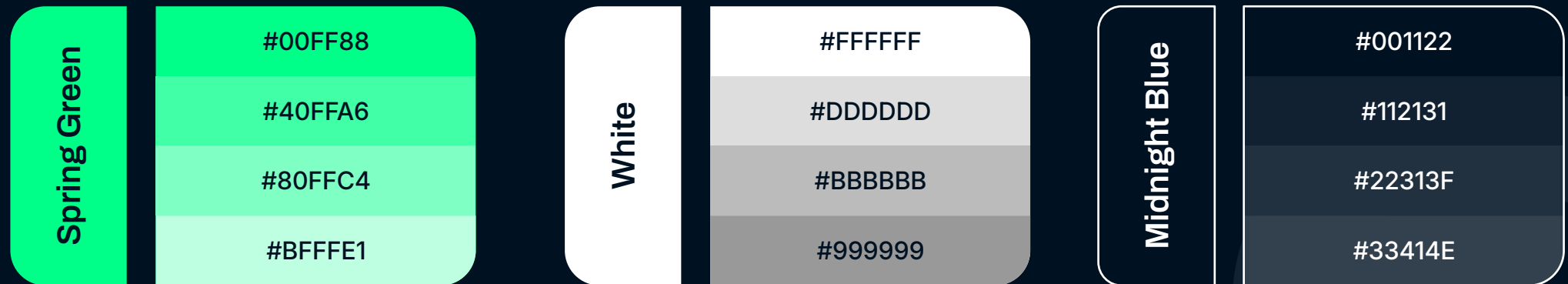
#FFFFFF

Midnight Blue

#001122

Secondary Color Palette

Our secondary color palette supports and enhances our primary brand. It extends it with shades of the primary colors and provides flexibility across different backgrounds, themes, and content types, ensuring consistency while allowing for variety. This palette can be expanded to include other color types in the future to increase variety and creative communication possibilities.



05

Typography.

Primary Typeface

Archivo

FEATURES

Weights - 9
Designed – Héctor Gatti
Omnibus-Type Team

ABOUT

Archivo is a grotesque sans serif typeface family originally designed for highlights and headlines. This family is reminiscent of late nineteenth century American typefaces. The technical and aesthetic characteristics of the font are both crafted for high performance typography.

WEIGHTS

Light
Regular
Medium
Semibold
Bold

OVERVIEW

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0
! @ # \$ % ^ & * ()

Secondary Typeface

Inter

FEATURES

Weights - 9
Designed – Rasmus
Andersson

ABOUT

Inter is a variable font family carefully crafted & designed for computer screens. Inter features a tall x-height to aid in readability of mixed-case and lower-case text.

WEIGHTS

Light
Regular
Medium
Semibold
Bold

OVERVIEW

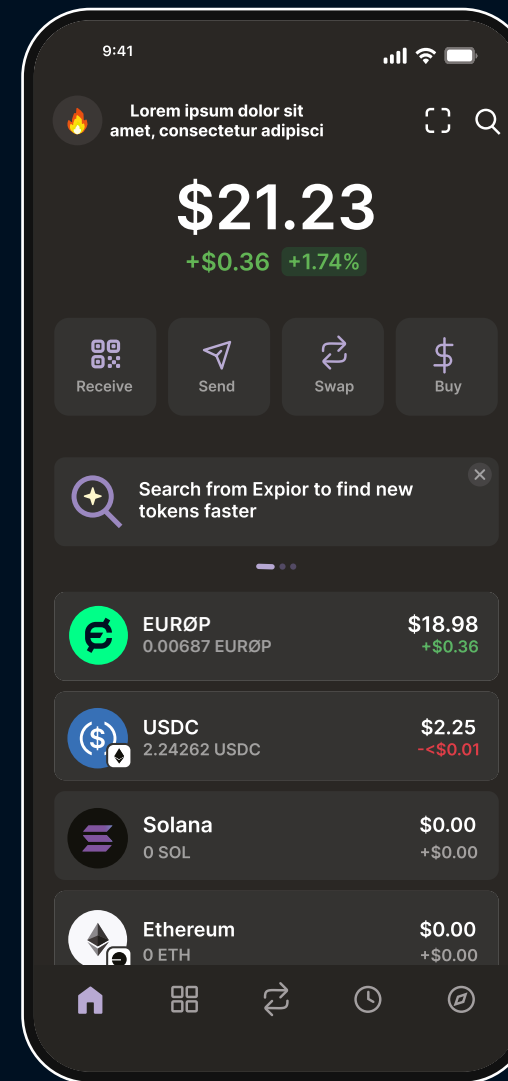
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0
! @ # \$ % ^ & * ()

06

Digital Media.

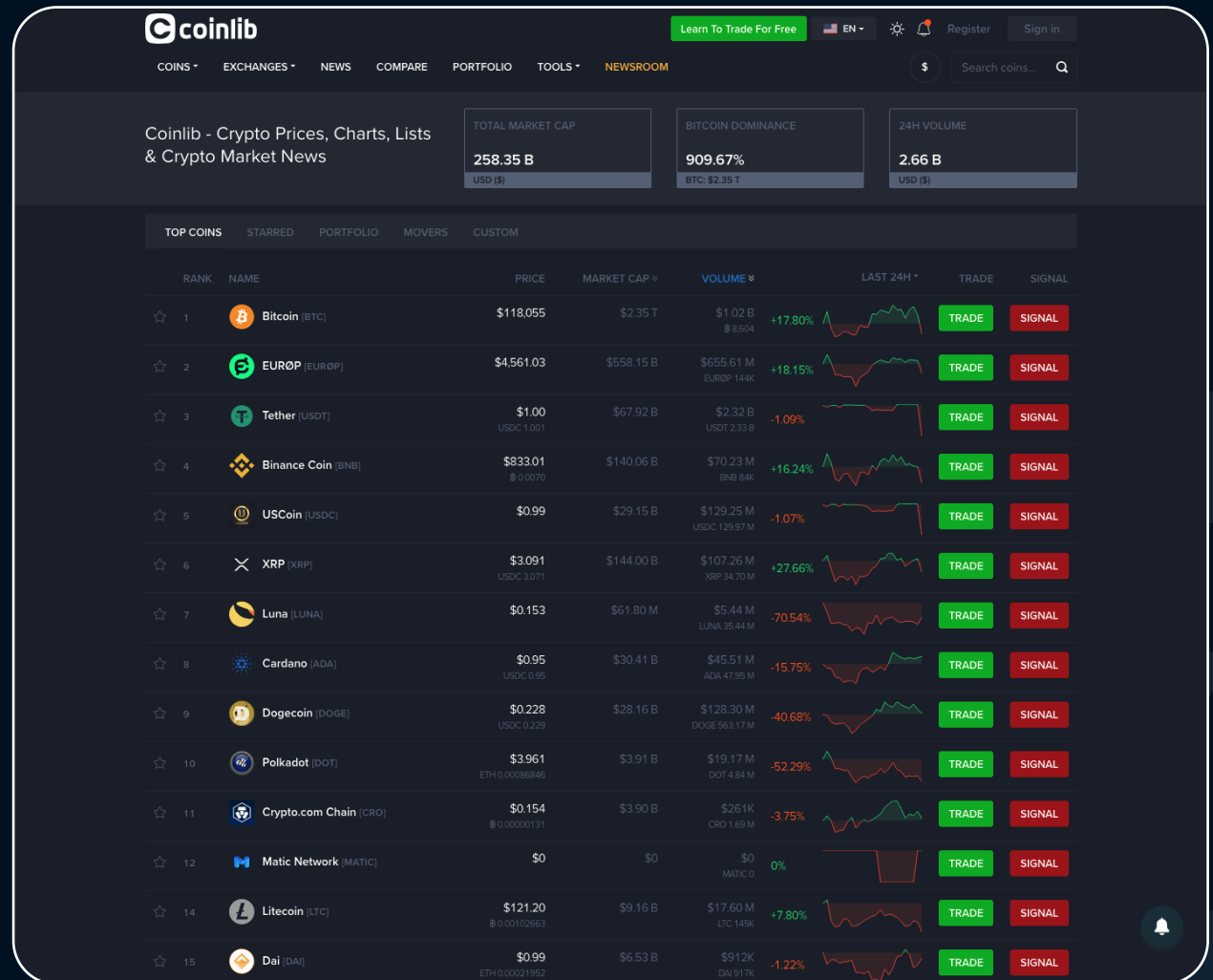
Crypto Wallets

For use in cryptocurrency listings and crypto wallets, the EURØP logo is presented on a circular background, symbolizing a coin. This treatment strengthens the brand's visibility and ensures it stands out clearly among competing symbols.



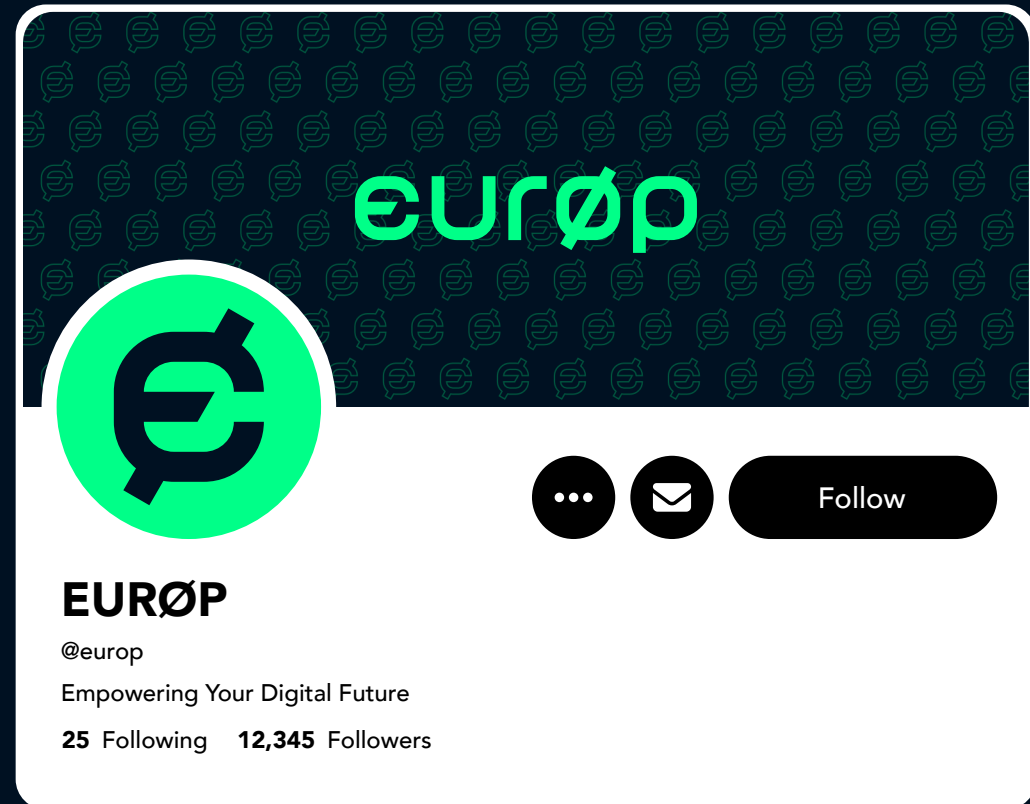
Cryptocurrency Lists

The EURØP brand is distinctive and clearly recognizable in any cryptocurrency listing across all digital media. Its bold, contrasting colors combined with strong and clearly communicating symbolism make it stand out from competing brands.



X Profile

EURØP's presence on the X platform is crafted to convey consistency, clarity, and professionalism. The logo is prominently displayed against a branded patterned background, reinforcing the visual identity. Both the display name and logo are clean, modern, and instantly recognizable, while the bio communicates the brand's mission in a clear and concise way.



Facebook Profile

The Facebook cover for EURØP showcases the brand's logo against a clean, repeating pattern that subtly reinforces brand identity. The bold green icon stands out on the profile image, while the cover photo maintains a minimal, modern layout that aligns with the brand's tech-forward tone. This cohesive visual presentation strengthens brand recognition and delivers a professional first impression.



Thank You