

USD Coin

Logo and Brand Asset Guide

PRIMARY LOGO



The full **USD Coin** logo features dark gray lettering alongside a blue and white icon.

ALTERNATE LOGO - DARK BACKGROUNDS



On dark backgrounds, the white wordmark is used.

CLEAR SPACE



Clear space means giving the logo some breathing room. The clear space for the logo is equal to the diameter of the USDC icon.

MINIMUM SIZE



The full logo should never appear smaller than 72 pixels wide in digital treatments, or 1 inch/25mm wide in print.

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PRIMARY ICON



The full color icon should be used to represent USDC in smaller areas, such as on exchange listings. When using the icon, accompanying text should reference USD Coin or USDC for clarity.

USDC COLORS



Stable Blue
#2775CA



Dark Gray
#4E4E50

USD COIN IN TEXT

USD Coin is the coin's full name, and should be spelled with space in between USD and Coin when in text. The acronym for USD Coin is **USDC**. This acronym should be used whenever a currency code is required, or in copy after the coin has been referred to by its full name.

Ex: CENTRE's first stablecoin is USD Coin. USDC is available to trade on Poloniex.