

# **BRANDBOOK & GUIDELINES WICKIE.IO**



# INTRO

## OVERVIEW

Wickie.io is the ideal platform for those with little experience in cryptocurrencies who want to safely and easily benefit from market opportunities. With a free IBAN account, top-tier security standards, and user-friendly technology, Wickie.io allows users to grow their capital. By offering exclusive investment products typically reserved for large investors, even small amounts can yield attractive returns. Wickie.io provides a simple and trustworthy entry into the world of digital currencies.

## MISSION & VISION

Our mission is to provide everyone with easy and secure access to the world of cryptocurrencies, regardless of previous knowledge or financial background. We help our users achieve their financial goals through user-friendly and reliable investment solutions. Our vision is to fundamentally change the way finances are managed and create a future where digital currencies and innovative financial solutions are accessible, secure and profitable for everyone worldwide.

## BRAND VALUES

Wickie.io stands for simplicity, security, accessibility and trust. Our platform is intuitively designed to give even beginners access to cryptocurrencies while offering the highest security standards. We make exclusive investment opportunities accessible to everyone so that our users can benefit from attractive interest rates and stable returns. Wickie.io creates a trusting environment in which every user can achieve their individual financial goals safely and easily.

# FONTS

## PRIMARY FONT - HEADLINES

### MONTERRAT “BOLD”

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789  
!"#\$%&'()\*+,-./:;<=>?@[\\]^\_`{|}~

## SECONDARY FONT - TEXT

### PROXIMA NOVA “LIGHT” | „REGULAR”

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789  
!"#\$%&'()\*+,-./:;<=>?@[\\]^\_`{|}  
~

## COMFORTAA - LOGO

### HEADLINE

Lorem ipsum dolor sit  
amet, consectetur  
adipiscing elit. Vivamus  
lacinia odio vitae  
vestibulum vestibulum.  
Cras venenatis euismod  
malesuada. Nullam auctor,  
justo at elementum  
tristique, lacus velit  
pulvinar magna, id sagittis  
arcu sapien sit amet leo.

# LOGO

## PRIMARY



wickie

## SECONDARY



wickie

# COLORSCHEME

#002A3F

#93E100

#78E87D

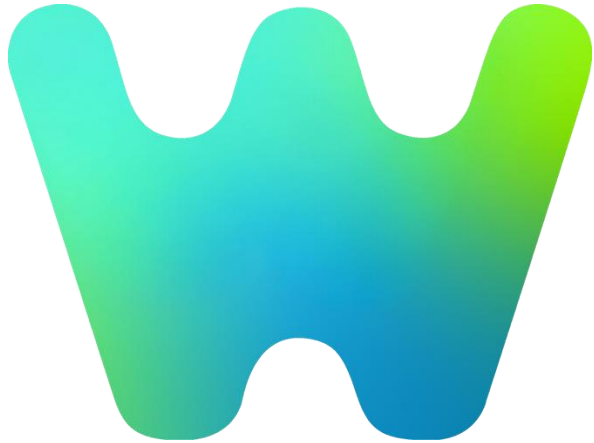
#5FF3DC

#67E0FB

#19B8DF

#00A6FF

# THE “W”



# VISUAL LANGUAGE

## Hashtags für Social Media

#FromWickieToWealth

#WickieYourWealth

#GoWickie

#TheWickieWay

#WeAreWickie

#ThinkWickie

## Wickie logo guidelines for press & partners

To ensure that our brand image remains consistent and professional, the following guidelines apply when using our logo:  
Permitted: Use of the official logo files (PNG, SVG, PDF) provided in the press area. The logo may be enlarged or reduced proportionally as long as the aspect ratio is maintained. Please ensure there is sufficient space around the logo – do not place it too close to other graphic elements. Depending on the background color, use the appropriate logo variant (light/dark).

Not permitted: Any modification of the logo, e.g., new colors, different fonts, or modified shapes. Effects such as shadows, gradients, transparencies, or animations are also prohibited. The Wickie logo may not be combined or superimposed with other logos or symbols. A compressed or distorted representation is not permitted. Available files: Colored and monochrome logo (positive/negative) as PNG, SVG, and PDF, suitable for web and print. We also offer a compact icon version for smaller displays or social media.

Contact for questions or special approvals: If you are unsure or have a special use in mind, please contact us in advance at [sascha@wickie.io](mailto:sascha@wickie.io). We will be happy to help.