



TUEBOR

BRAND GUIDELINES



Our style guide is your roadmap to maintaining TUEBOR's brand identity. It outlines logo usage, color palettes, typography, and design elements to ensure consistency across all communications. Whether you're creating digital content or print materials, this guide helps you represent TUEBOR with precision and professionalism.

TUEBOR

WE WILL DEFEND

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TUEBOR BRAND GUIDELINES - LOGO



New Logo Lockup and Shield Shape



Alternate Lockups with new Tuebor typeface

TUEBOR BRAND GUIDELINES - LOGO



Logo Lockup with Shield



Alternate Lockups



TUEBOR
WE WILL DEFEND

The logo lockup features the word "TUEBOR" in a large, bold, metallic, 3D-style font with a gradient from light to dark grey. Below it, the phrase "WE WILL DEFEND" is written in a smaller, similar metallic font. The letters have a slight shadow and a beveled edge, giving them a three-dimensional appearance.

Logo Lockup



TUEBOR

The logo only version shows the word "TUEBOR" in the same large, bold, metallic, 3D-style font as the lockup, but without the tagline below it.

Logo Only

COLOR PALETTE

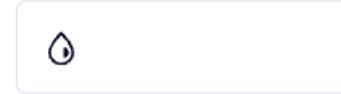
Our color palette is designed to evoke strength, security, and trust. Dominated by bold shades of blue, representing stability and protection, alongside accents of gold for value and resilience, TUEBOR's colors reflect our commitment to empowering the 2A community. These colors are carefully chosen to maintain a strong, professional presence across all materials and platforms.

HEX Values

Base colors



#141416



#ffffff



#1b1c1e

#404348

#8a8a8a

Accent colors



#5d8d9c



#fafeff



#ec662b



#424242

FONTS

The fonts used in the TUEBOR brand are selected for their strength, readability, and modern appeal. We combine bold, sans-serif typefaces for headlines to convey confidence and clarity, with clean, legible fonts for body text to ensure an approachable and professional look. These fonts work together to create a consistent and cohesive visual identity across all brand communications.

Identity Font

OCEANIC DRIFT

**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
0123456789 [!@#\$
%&*,:;"']**

Secondary Font

AVENIR

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz

ICON

The TUEBOR shield icon symbolizes defense, strength, and resilience. It reflects our core mission to protect freedom and empower the 2A community, offering a visual representation of security and trust. As a key element of our brand, the shield embodies our unwavering commitment to safeguarding the future through innovation and blockchain technology.

ICON SHIELD



COIN

The TUEBOR coin icon represents the core of our cryptocurrency mission—empowering financial independence and security. It embodies the strength of blockchain technology while serving as a symbol of value and trust within the 2A community. The coin icon reinforces TUEBOR’s commitment to revolutionizing the future of digital assets with reliability and resilience.

ICON SHIELD



MASCOT

S.O.O. Hodl (Special Operations Officer Hodl) is a seasoned Marine Raider Captain turned crypto strategist, embodying the spirit of resilience, leadership, and freedom. With his military background and sharp focus on protecting the 2A community, S.O.O. Hodl represents the strength and security that TUEBOR stands for. As the face of our brand, he leads the charge for a decentralized future, safeguarding assets and empowering freedom through blockchain technology.

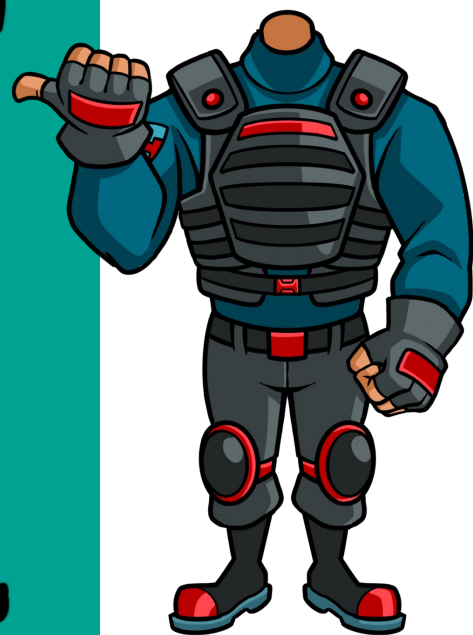
Special Operations Officer

Former
Marine
Raider
Captain



Maximus "Max" Hodl







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& protect your freedom.

	Search	📦	🔔	9+
	Bitcoin BTC	\$96,824.63	↗ 1.97%	
	Tuebor 2.10% APY	\$3,844.08	↗ 8.16%	
	XRP XRP	\$2.46	↘ 1.84%	
	Bitcoin Cash BCH	\$569.74	↗ 7.88%	
	Litecoin	\$128.14		