



Brand Guide

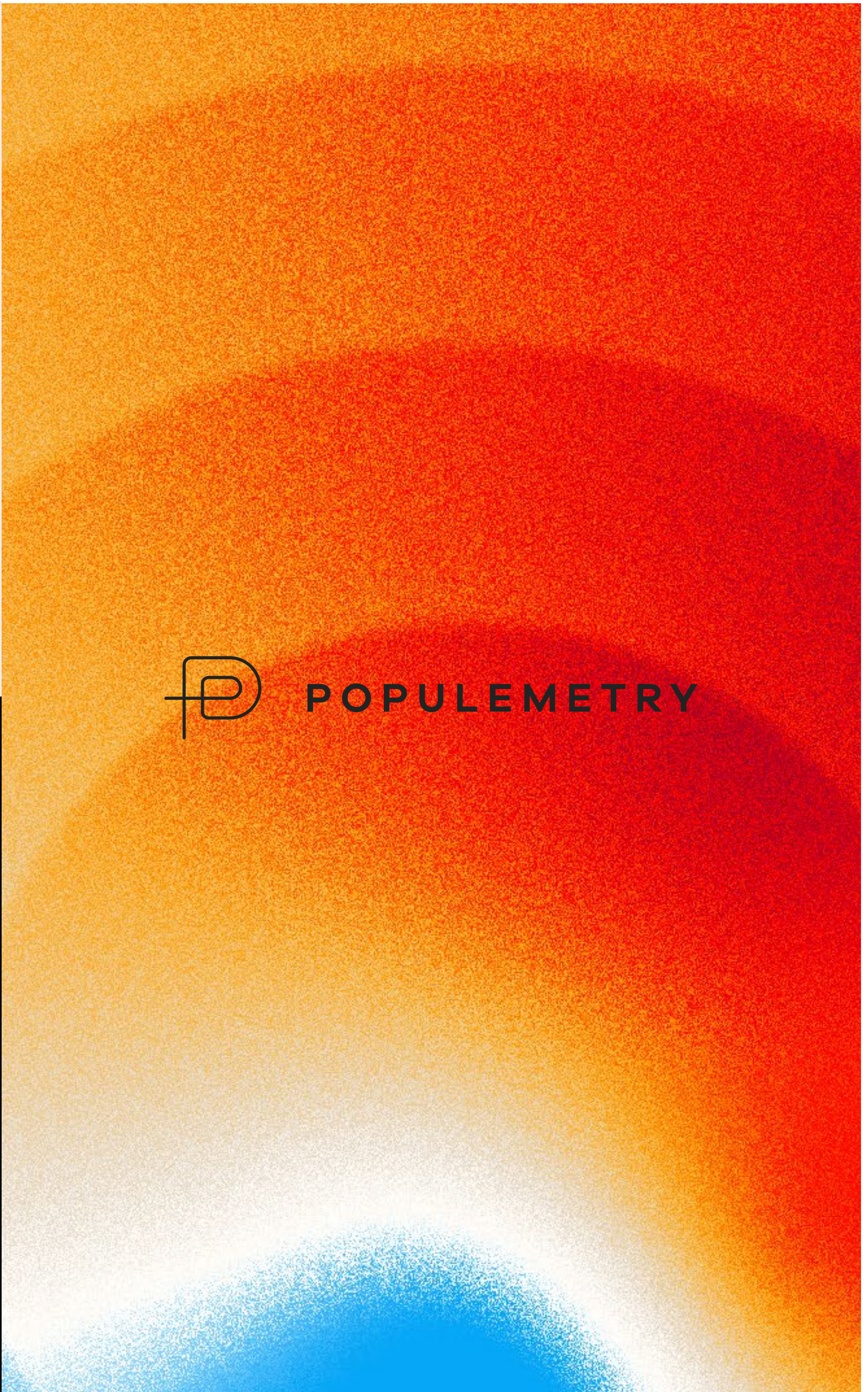
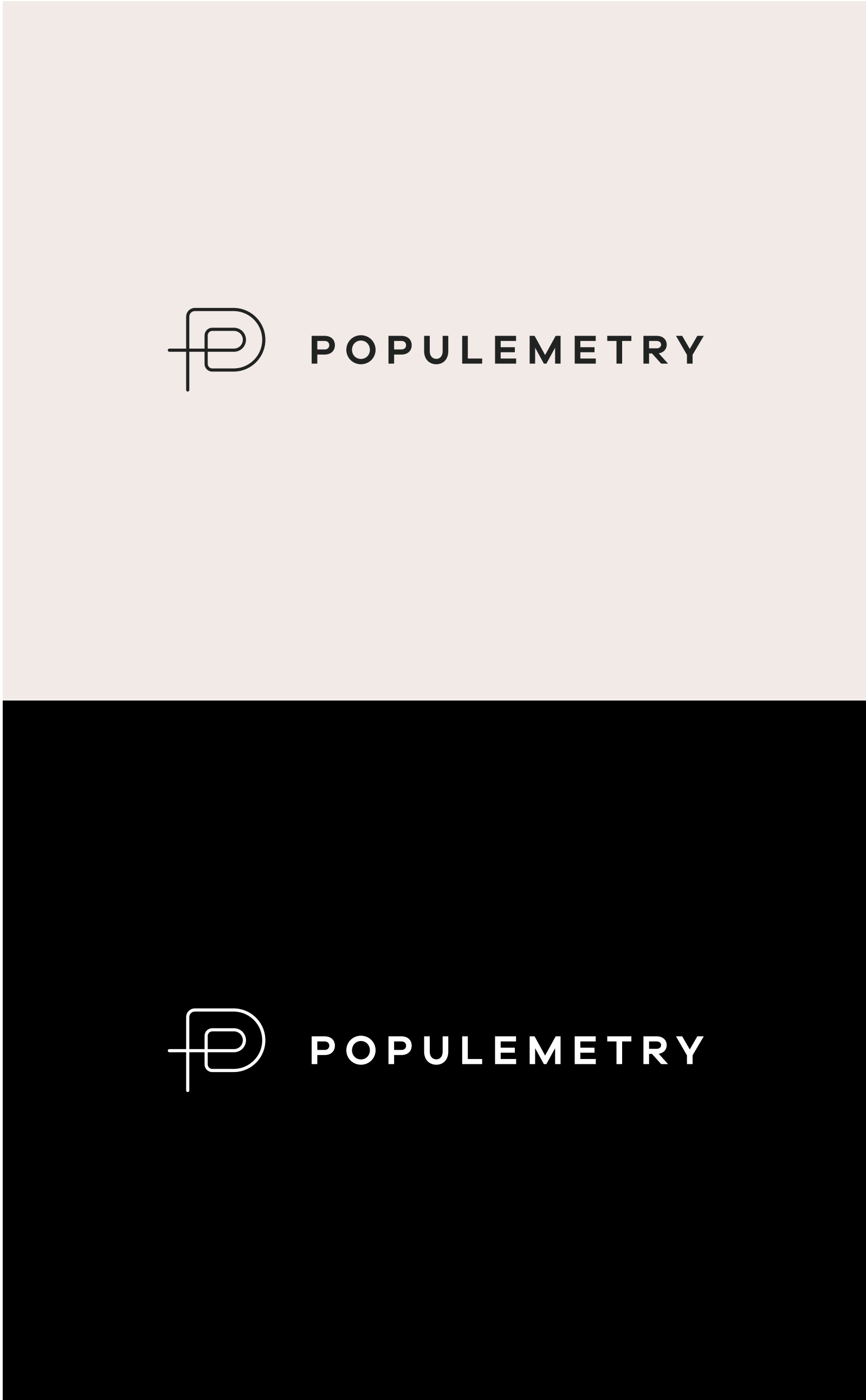
SEPTEMBER 2021

**This document is an inventory of
all the design elements used in
the Populemetry brand.**

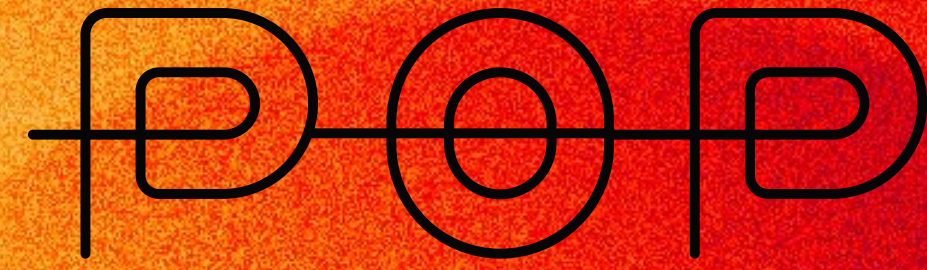
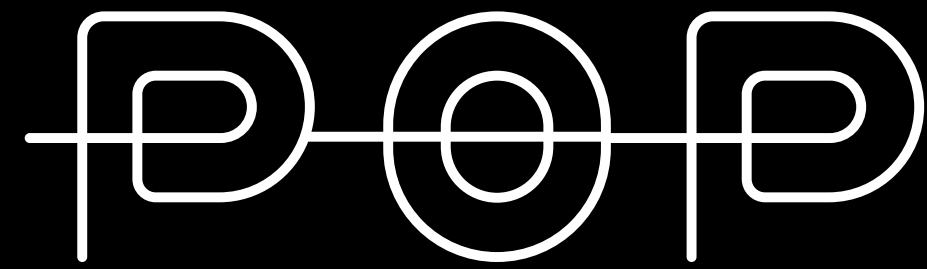
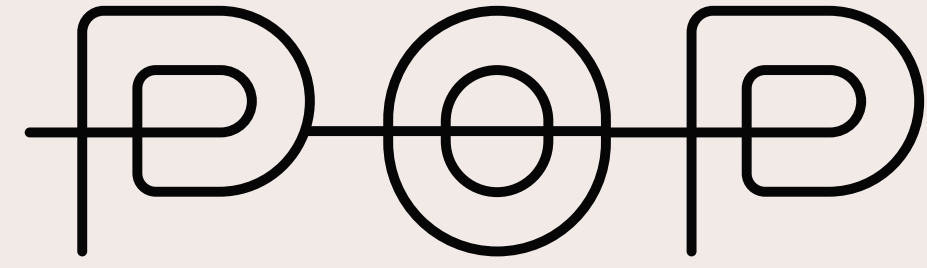
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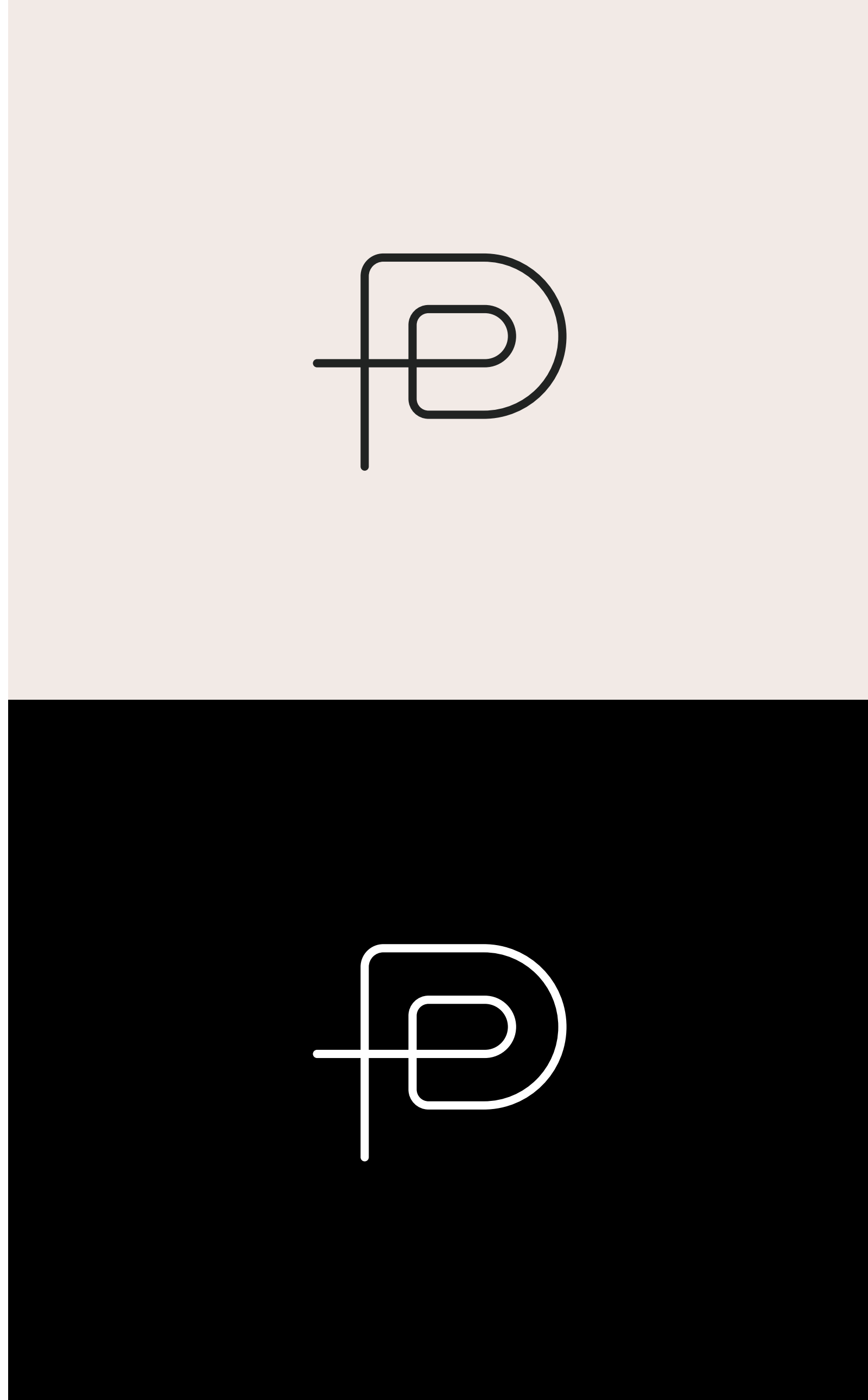
Primary Logo



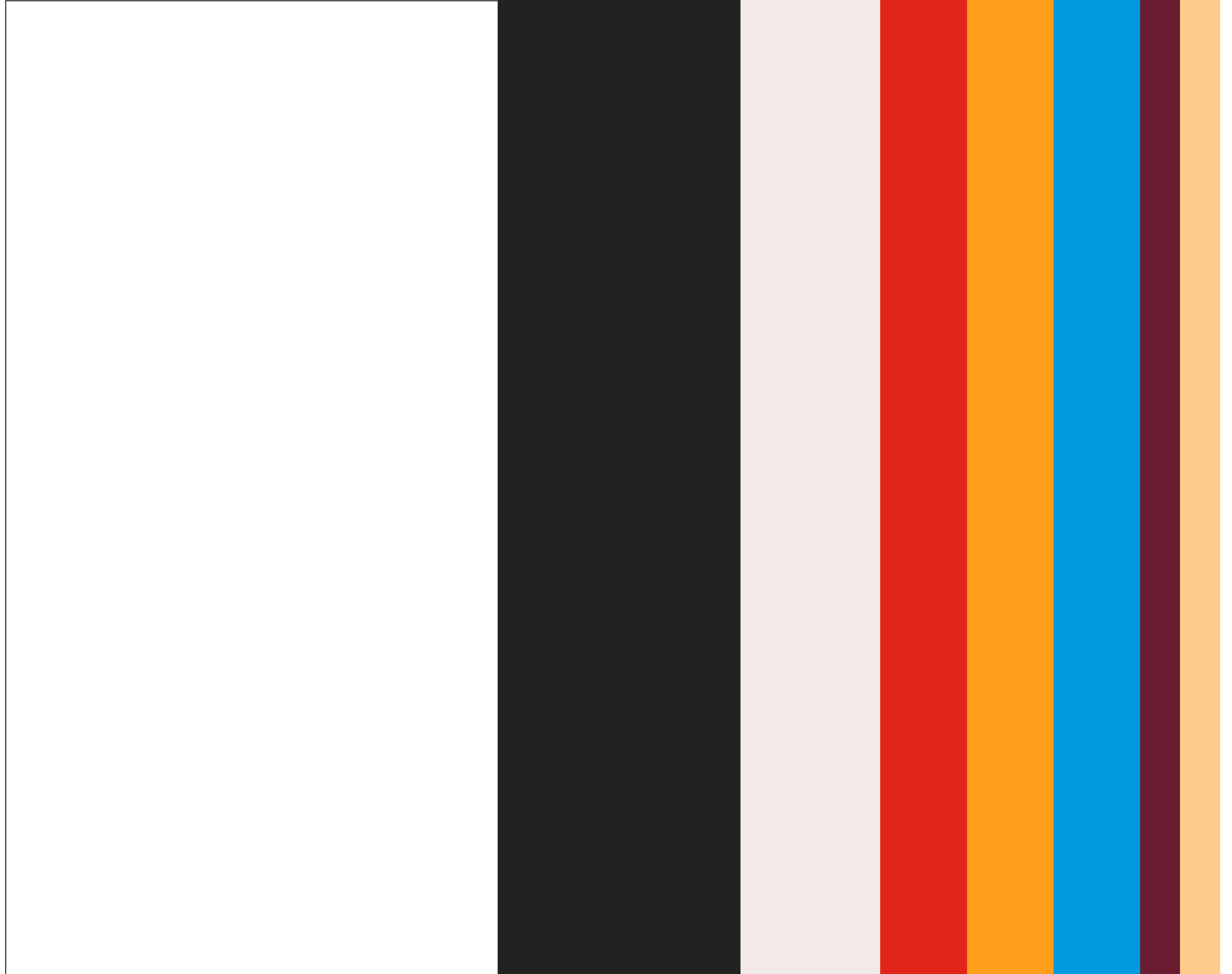
POP Logo



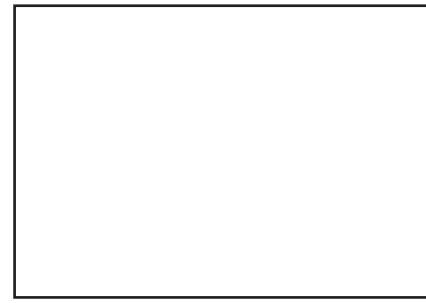
Logo Icon



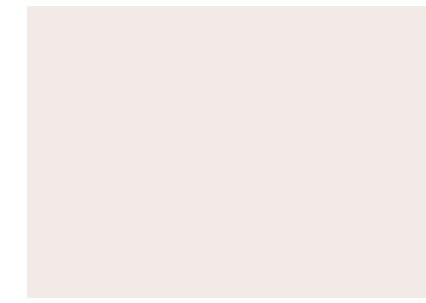
Color Hierarchy



Color Swatches



WHITE
RGB 255, 255, 255
HEX/HTML #FFFFFF
CMYK 0, 0, 0, 0



PANTONE 9285 PASTEL C
RGB 242, 234, 230
HEX/HTML #F2EAE6
CMYK 0, 3, 5, 5



PANTONE 419 C
RGB 242, 234, 230
HEX/HTML #F2EAE6
CMYK 0, 3, 5, 5



PANTONE 485 C
RGB 225, 37, 27
HEX/HTML #E1251B
CMYK 0, 84, 88, 12



PANTONE 1375 C
RGB 255, 158, 24
HEX/HTML #FF9E18
CMYK 0, 38, 91, 0



PANTONE 2925 C
RGB 0, 154, 222
HEX/HTML #009ADE
CMYK 100, 31, 0, 13



PANTONE 7421 C
RGB 105, 28, 50
HEX/HTML #691C32
CMYK 0, 73, 52, 59



PANTONE 148 C
RGB 254, 203, 139
HEX/HTML #FECB8B
CMYK 0, 20, 45, 0

Typography

Poppins
Regular

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Poppins
Semi-Bold

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Poppins
Bold

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Lexend
Light

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Typography Usage

- LABELS
Poppins Regular
- HEADLINES
Poppins Semi-Bold
- Sub-Headlines
Poppins Bold
- PARAGRAPH
Lexend Light
- BUTTONS
Poppins Semi-Bold

LABEL

LABEL

Headline

Sub-Headline

Sub-Headline

Paragraph. Lorem ipsum dolor sit amet, consectetur adipis cing elit. Morbi ut sagittis nulla, eget vulputate elit. Proin ac purus non felis. finibus pharetra at et. nunc. Praesent ornare eget magna ac feugiat sodales tempus.

BUTTON

BUTTON

BUTTON

Brand Icons

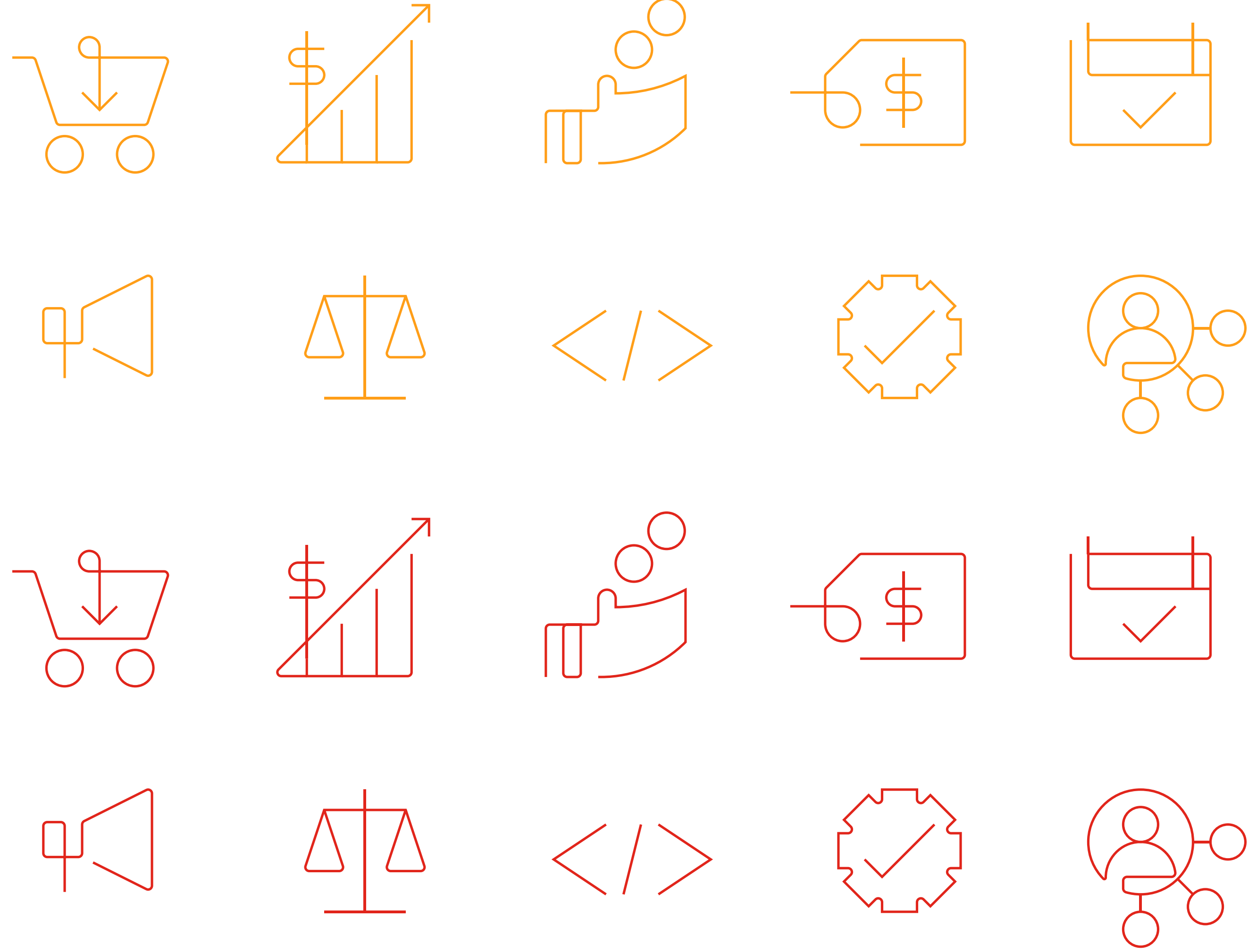


Photo Treatment



Original Photo

Choose an expressive photo that resonates with the audience or references music, movies, or TV.

Add Noise

In photoshop, go to Filter > Noise > Add Noise.

Check the "Uniform" box under "Distribution".

Check the "Monochromatic" box.

Add Gradient Map

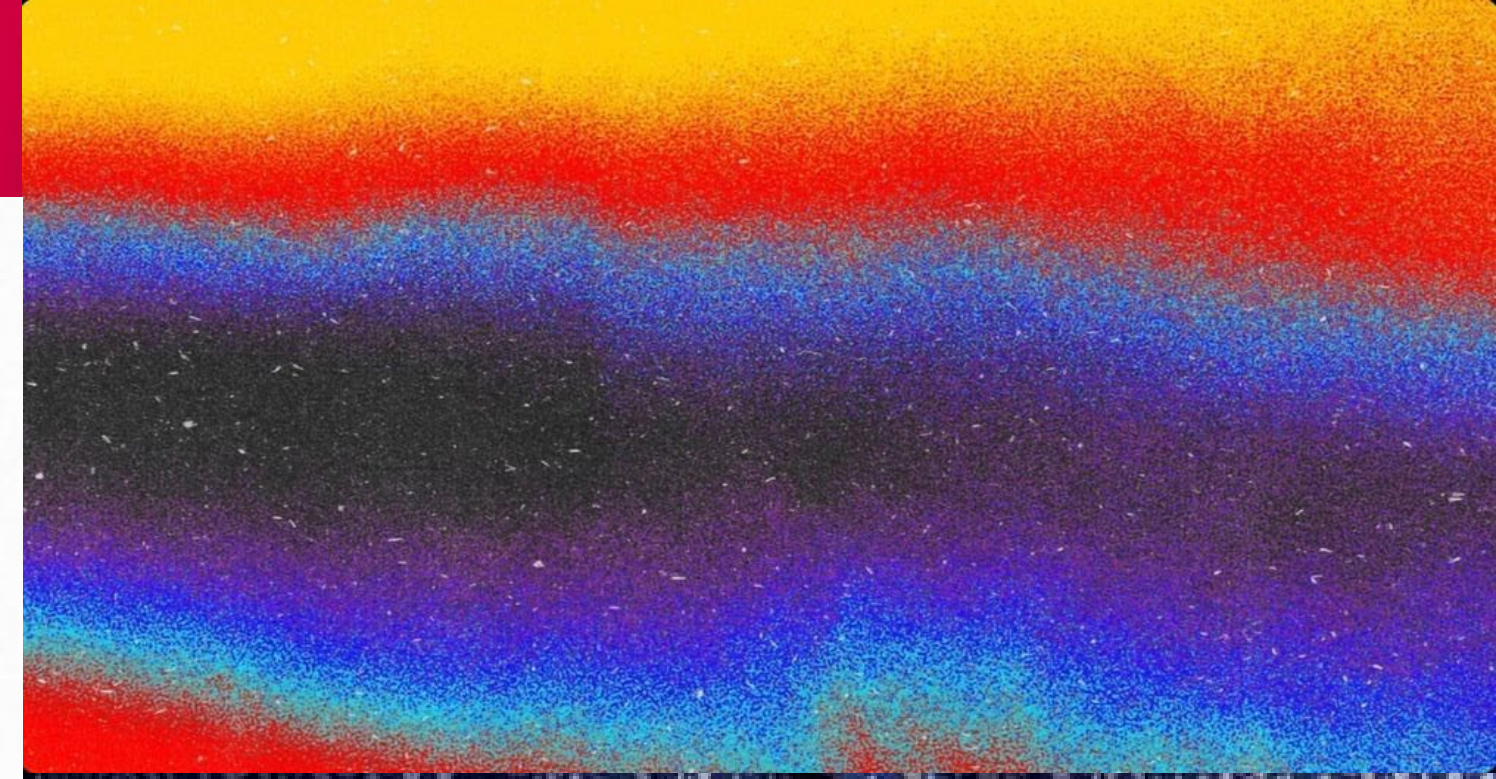
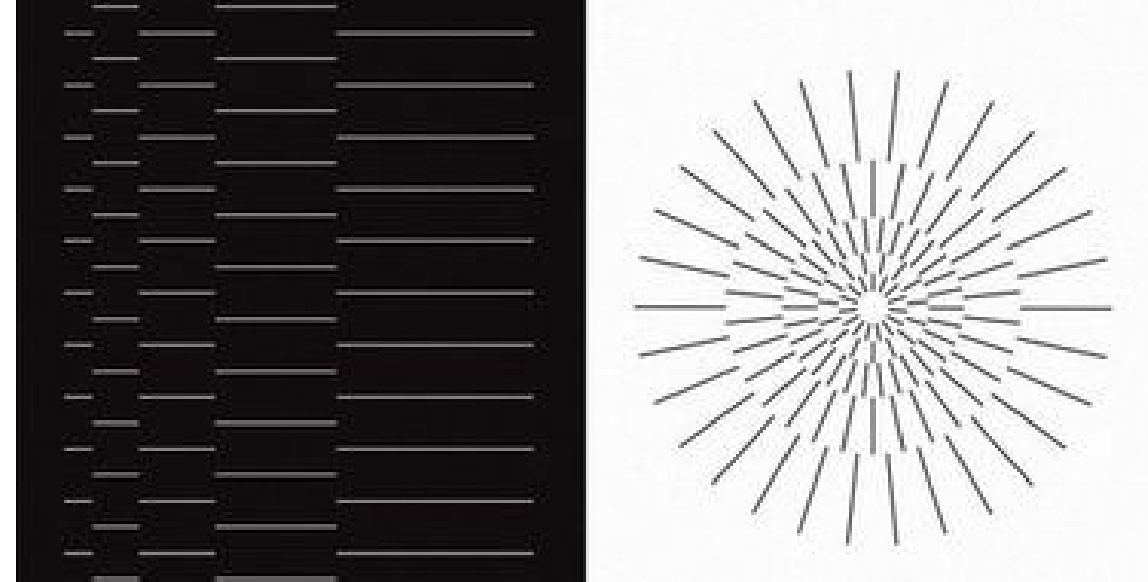
In photoshop, create a new "Gradient Map" adjustment layer in the layers panel.

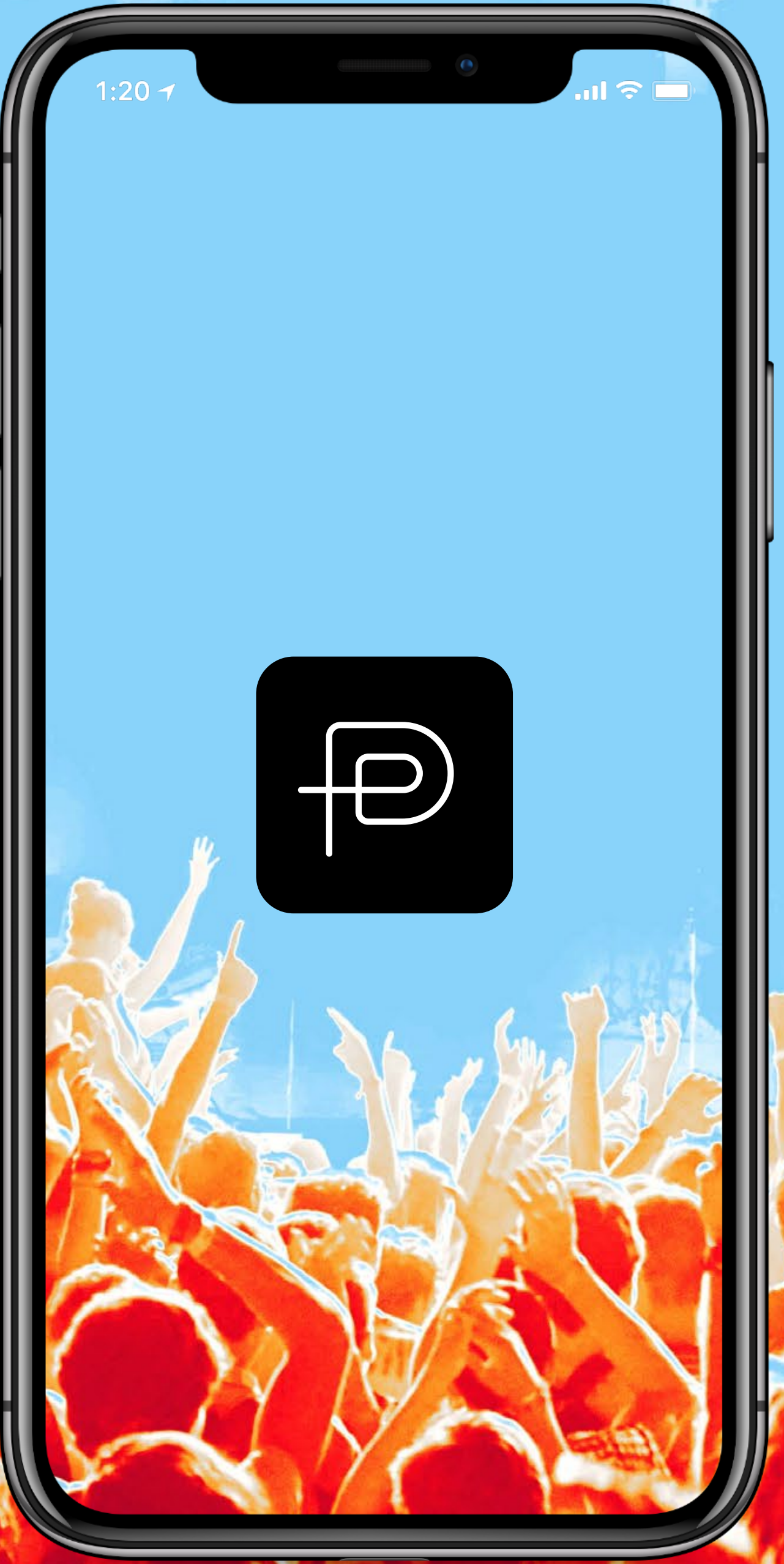
In the Gradient Editor window, choose "Import" and select the "Populemetry_gradient.grd" file from the Populemetry Brand Package Folder.

Once imported, select the swatch in the Presets list and then press "OK".

Brand Moodboard

Unu Fea





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 **POPULEMETRY**

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Your opinion, valued.



20:09 1

Instagram

populemetry
New York, New York

NOAH



CYRUS

1.984 likes

populemetry You knew that band before they were cool. Imagine if you'd invested in their success.
#invest #crypto #cryptocurrency

9 MINUTES AGO · SEE TRANSLATION

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07-07-21

Meet the latest cryptocurrency that's taking the financial world by storm.



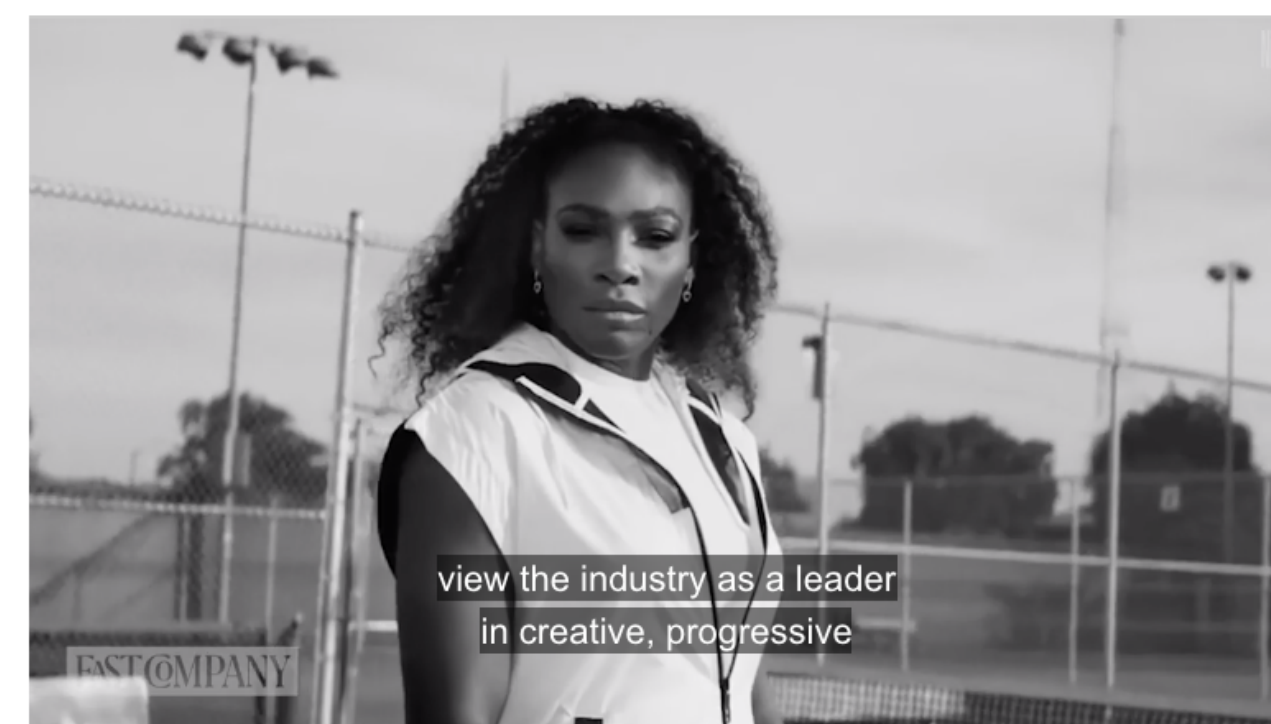
ADVERTISEMENT

INNOCENT YET EXCLUDED



















1 billion children live in countries plagued by poverty.

Save the Children. [FIND OUT WHY](#)

FEATURED VIDEO



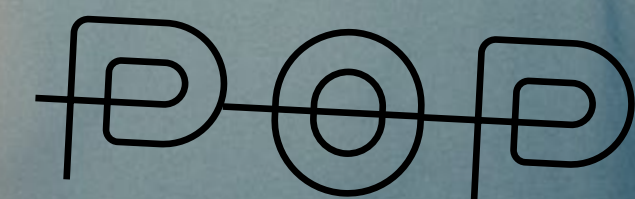
The ad industry just got a wake-up call for its mistreatment of women

1	 Bitcoin BTC	>	2	 Ethereum ETH	>
3	 Ethereum 2 ETH2	>	4	 Tether USDT	>
5	 Binance Coin BNB	>	6	 Cardano ADA	>
7	 XRP XRP	>	8	 Dogecoin DOGE	>
9	 Populemtery POP	>	10	 Polkadot DOT	>
11	 Binance USD BUSD	>	12	 Uniswap UNI	>
13	 Bitcoin Cash BCH	>	14	 Litecoin LTC	>
15	 Chainlink LINK	>	16	 Solana SOL	>
17	 Wrapped Bitcoin WBTC	>	18	 Polygon MATIC	>




 POPULEMETRY





DESIGN EXAMPLE

1-Pager



POPULEMETRY

Making investing as common and relatable as going to a movie.

PROBLEM

Traditional investing is out of reach for the majority of society.

Almost half of Americans (48%) don't invest.

People believe it's too **complicated**, too **risky**, or the system is **rigged**.

The majority of these are **people of color**, **young people**, and **women**.

SOLUTION

A new investment market where people trade on entertainment popularity.


Relatable - Everyone understands entertainment popularity.

Simple - As entertainment popularity grows, people make money.

Balanced - Everyone has an equal chance to make money.


HOW IT WORKS

People invest using POP tokens, which represent a share of the popularity of a movie, a TV show, or a song.




Buy

Buy POP tokens—a new type of cryptocurrency




Invest

Invest POP in entertainment popularity shares



Earn


Earn POP tokens as dividends or by selling shares



Sell

Sell POP tokens to earn a profit or reinvest

Proprietary and confidential. Not for distribution.



Richard Bumbury richard@populemetry.com

Populemetry's platform allows people from all backgrounds to participate.

\$0.99 FEE Populemetry charges a flat \$0.99 fee on every trade.

\$900M+ We project \$900M+ over five years with this model.

MARKET SIZE

At least half of American adults earning less than \$40k don't own stock but want to invest.

88M ⁽⁴⁾
earning <\$40k/year

115M ⁽⁴⁾
current non-investors

→ **STRETCH**

HIGH-LEVEL FINANCIALS



POP Trader Revenue



Legend:
 ■ Earnings
 ■ Earnings Before Interest & Taxes
 ■ Gross Profit
 ■ POP Trader Revenue

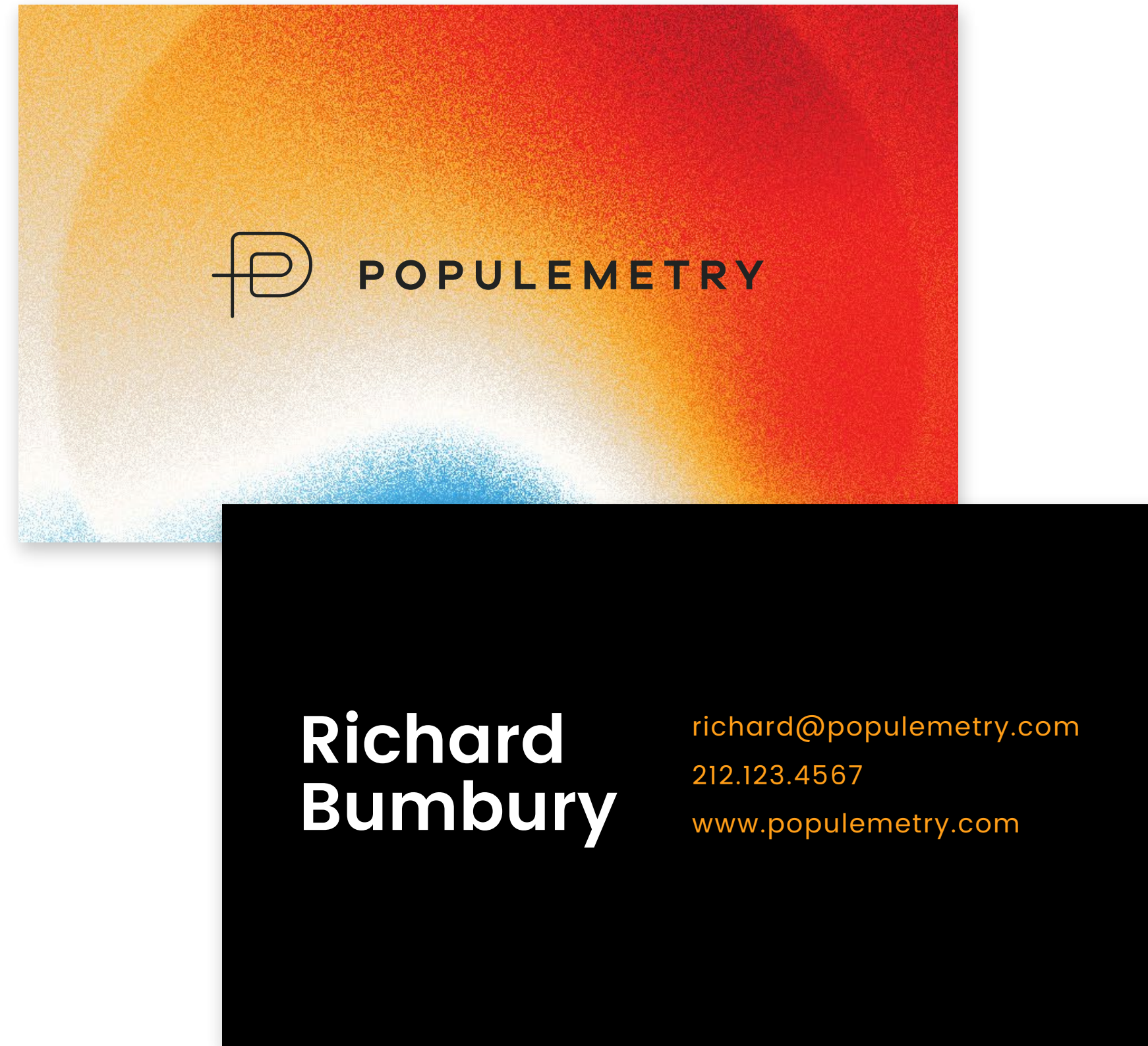
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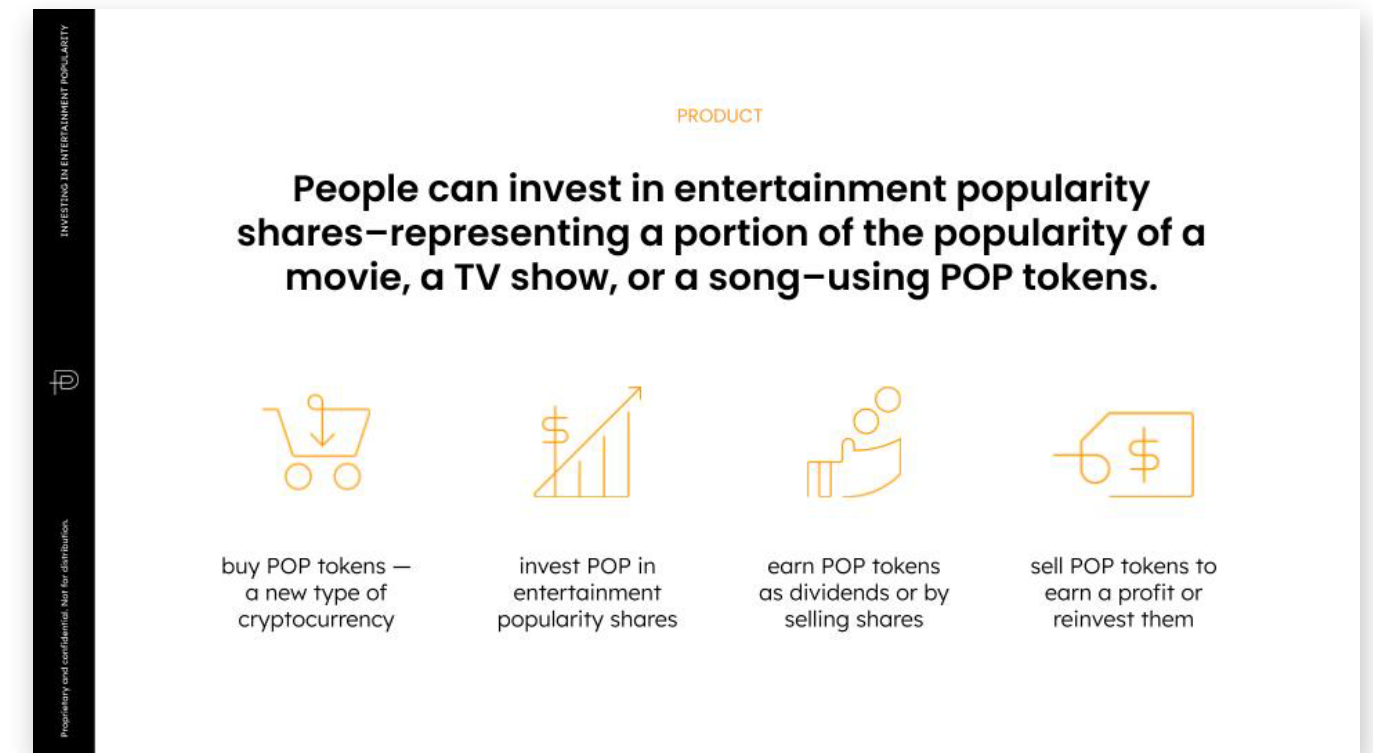
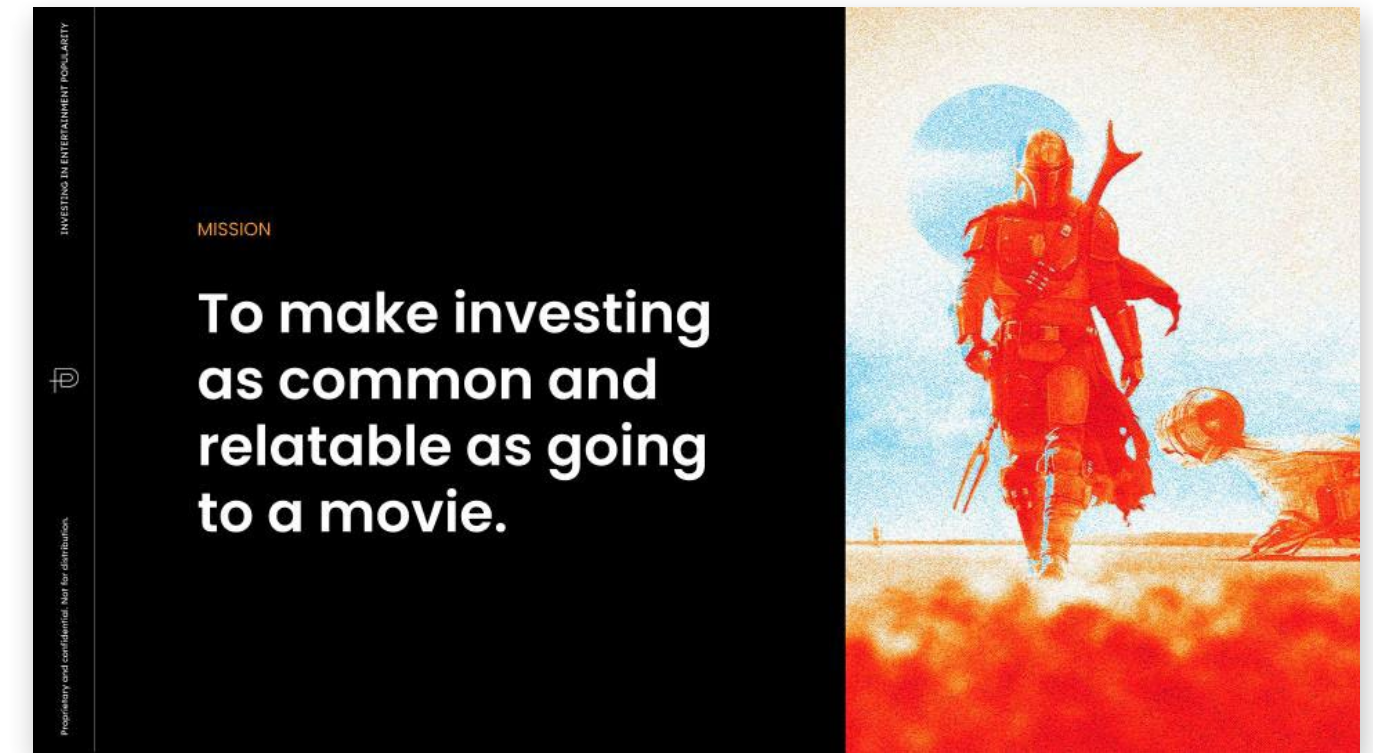
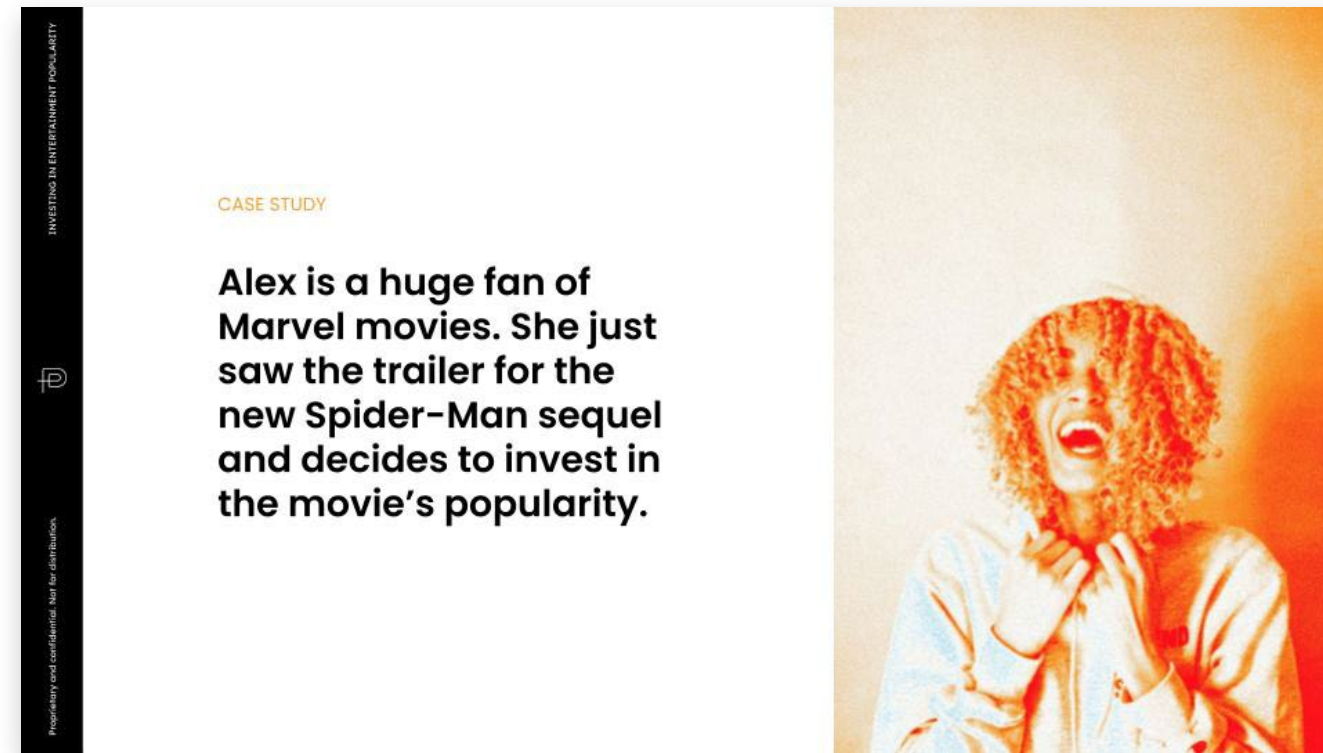
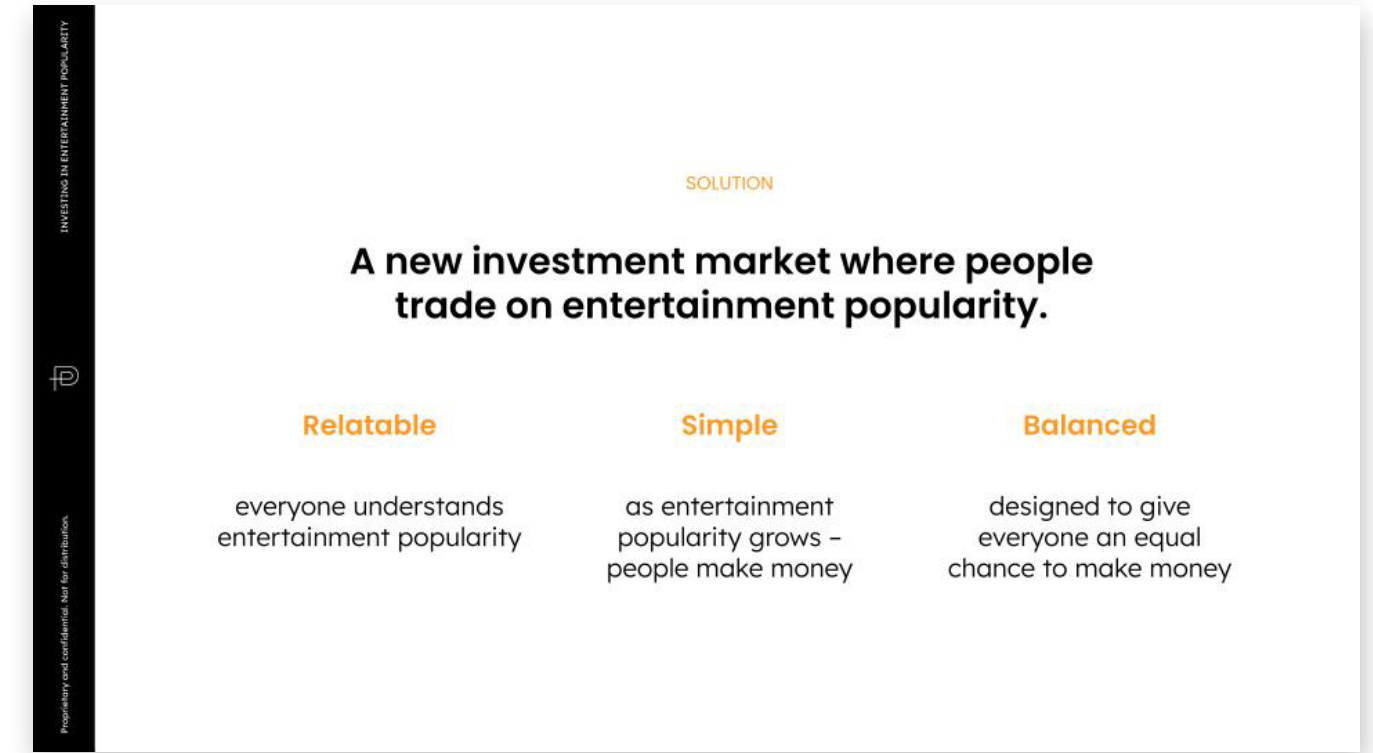
DESIGN EXAMPLE

Business Card



DESIGN EXAMPLE

Presentation





Thank You

This document was created by Andrew Brynjulson
and overseen by Richard Bumbury of Populemetry.

If you have questions, please reach out to

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www.brennifresh.com