Brand guide for press and partners

The bitcoin.ae logo, colours and typefaces, and how to use them

Our story, our logo and how to use it, and our colours and typefaces. Every file is here to download.

Version 2.1 · 19 Nov 2026 · logo kit (ZIP) and this guide as a PDF



00

The idea

00 · THE IDEA

bitcoin.ae puts the UAE’s crypto news and data in one place

Licences, funds and new rules arrive one at a time, in press releases, licence lists and posts. We put them side by side in plain words. Every fact carries its source and date.

Sourced.

Every figure shows where it comes from and when.

Independent.

We sell no coin and favour no firm.

Labelled.

When someone pays for a place, we say so.

01

The mark

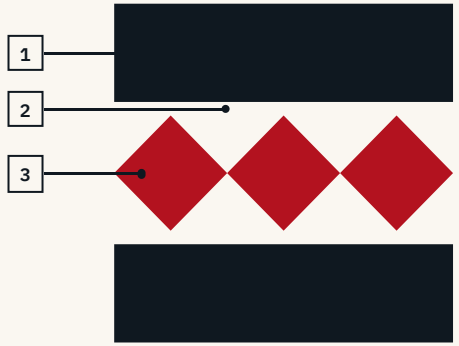
01 · THE MARK

Our mark comes from Al Sadu, the Emirati weaving recognised by UNESCO

Bedouin women in the UAE weave Al Sadu in narrow bands of geometric pattern, in black, white, brown, beige and red.

UNESCO listed Al Sadu in 2011 ↗ as heritage in need of urgent safeguarding, and moved it to the Representative List ↗ in 2025. The mark takes Sadu's geometry and colours. It does not copy any one textile or traditional motif.

Source: UNESCO Intangible Cultural Heritage, decisions 6.COM 8.21 (2011) and 20.COM 7.c.1 (2025)



1 **Two bars.** The warp that holds a weave in place.

2 **The open band.** Left unfilled, so the ground shows through.

3 **Three diamonds.** Sadu's own geometry, in Sadu Red.

02

The name

02 · THE NAME

The name is always lowercase: bitcoin.ae

Even at the start of a sentence, in a heading or in a title.

bitcoin.ae

The only spelling. In Arabic text it stays in Latin letters, kept apart from the Arabic around it.

~~Bitcoin.ae~~ ×

~~BITCOIN.AE~~ ×

~~bitcoin.AE~~ ×

~~Bitcoin AE~~ ×

~~BitcoinAE~~ ×

Bitcoin with a capital B is the network. **bitcoin** in lowercase is the asset and the unit: “1.25 million bitcoin”, “0.04 BTC”.

03

Logo

03 · LOGO

Every logo file is drawn for one ground

Each file carries its own clear space. Never redraw, retype or recolour it. How to download and use it



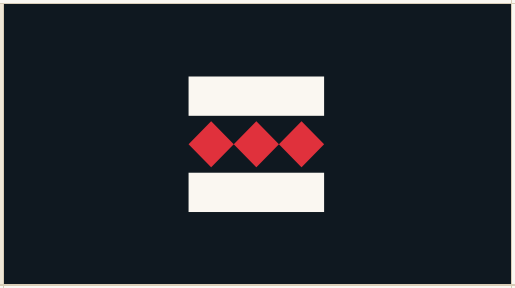
Primary
The default, on Sadu White, Sand or white.



Primary, reversed
On Sadu Black. “.ae” and the diamonds turn Signal Red.



Stacked
Square and tall spaces: signs, merchandise.



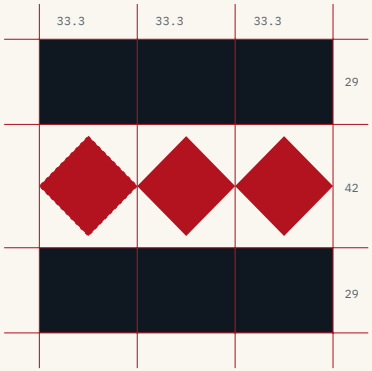
Mark
Avatars and icons, with the name nearby.



Wordmark
Very wide, short spaces.



Single colour
Only where one ink is a limit: foil, emboss, engraving.



Construction. A 100-unit square: bars of 29, an open band of 42, three diamonds that touch point to point and meet both edges.



Clear space. The dashed line sits half the mark's height (0.5M) from the outermost ink. Nothing enters it. Every file carries it.

Smallest sizes. Below them, step down: primary, then wordmark, then mark.

LOGO	ON SCREEN	IN PRINT
Primary	120 px wide	30 mm wide
Stacked	64 px wide	18 mm wide
Mark	16 px	5 mm









Never do this

			
✕ Stretch or squash it	✕ Recolour the diamonds	✕ Rotate or tilt it	✕ Retype the name
			
✕ Change the colour split	✕ Add shadows or glow	✕ Add coins or ฿	✕ Set it on a busy ground

04

Colour

04 · COLOUR

Four colours, and red stays under a tenth of any page

The traditional Sadu palette: black, red and white, grounded with sand.



60 to 70% white and sand 20 to 30% black Sadu Red: 10% at most

Sadu Black

Text, the wordmark, dark bands

HEX	#0F1820
RGB	15 24 32
CMYK	70 50 40 90
Pantone	Black 6 C

Sadu Red

The diamonds, ".ae", one accent

HEX	#B3121F
RGB	179 18 31
CMYK	10 100 90 10
Pantone	187 C

Sadu White

The default ground

HEX	#FAF7F1
RGB	250 247 241
CMYK	1 2 5 0
Pantone	Unprinted warm white

Sand

The second ground

HEX	#EFE6D6
RGB	239 230 214
CMYK	5 8 16 0
Pantone	7527 C at 30%

Signal Red #E0313C is the red on Sadu Black, on screen only. **Gain #1E7A4C and Loss #B4401A** are for market data only, always with a sign: +1.2%, −1.3%.

05

Type

05 · TYPE

Inter for English, IBM Plex for Arabic and code

Two families, four cuts: Inter and Inter Tight; IBM Plex Sans Arabic and IBM Plex Mono. All free under the SIL Open Font License.

Aa 1.25m

Inter Tight
Headings and big figures. Bold and ExtraBold, tight tracking.

Aa Bb Cc

Inter
Text, interface, captions. Regular, Medium, SemiBold.

الأصول الافتراضية

IBM Plex Sans Arabic
Arabic, about 12% larger than the Latin beside it. Never spaced out or slanted.

000000000019d6…

IBM Plex Mono
Hashes, addresses, code, tickers and spec values. Above: the start of the first block's hash.

All four are free to download from Google Fonts and are in the brand kit. Where they are missing, use Arial, and Tahoma for Arabic.

06

Download and use

06 · DOWNLOAD AND USE

Download the logo, then use it exactly as drawn

1 Download it.

Take the whole kit below, or one file from the Logo chapter: SVG for screens and print, PNG where a site or app will not take SVG.

2 Pick the file for your ground.

Light ground: Primary. Dark ground: Primary, reversed. On a photo: the version on its own white tile. Small square spaces, such as an avatar: the Mark, with our name nearby.

3 Give it room.

Keep clear space of half the mark's height on every side. On screen, at least 120 px wide; in print, at least 30 mm.

4 Change nothing.

No new colours, shadows, outlines or effects. Never stretch, rotate, redraw or retype it.

5 Use it to name us, not to vouch for you.

The logo refers to bitcoin.ae. It must not suggest that we endorse, approve or sponsor you, a product or an event.

6 Not sure?

Write to hello@mail.bitcoin.ae before you print or publish.

The files

↓ **Logo kit**	Every logo in SVG and PNG, favicons, app icons, colour values, the four typefaces and the misuse examples	`ZIP · v2.1`
↓ **This guide as a PDF**	The same pages set as an A4 landscape document	`PDF · v2.1`
↓ **Design tokens**	Colour, type, spacing and logo values for code	`JSON · v2.0`

Press, partners and anything not covered here: hello@mail.bitcoin.ae.