

BRAND BOOK

Recommendations and stylistic rules

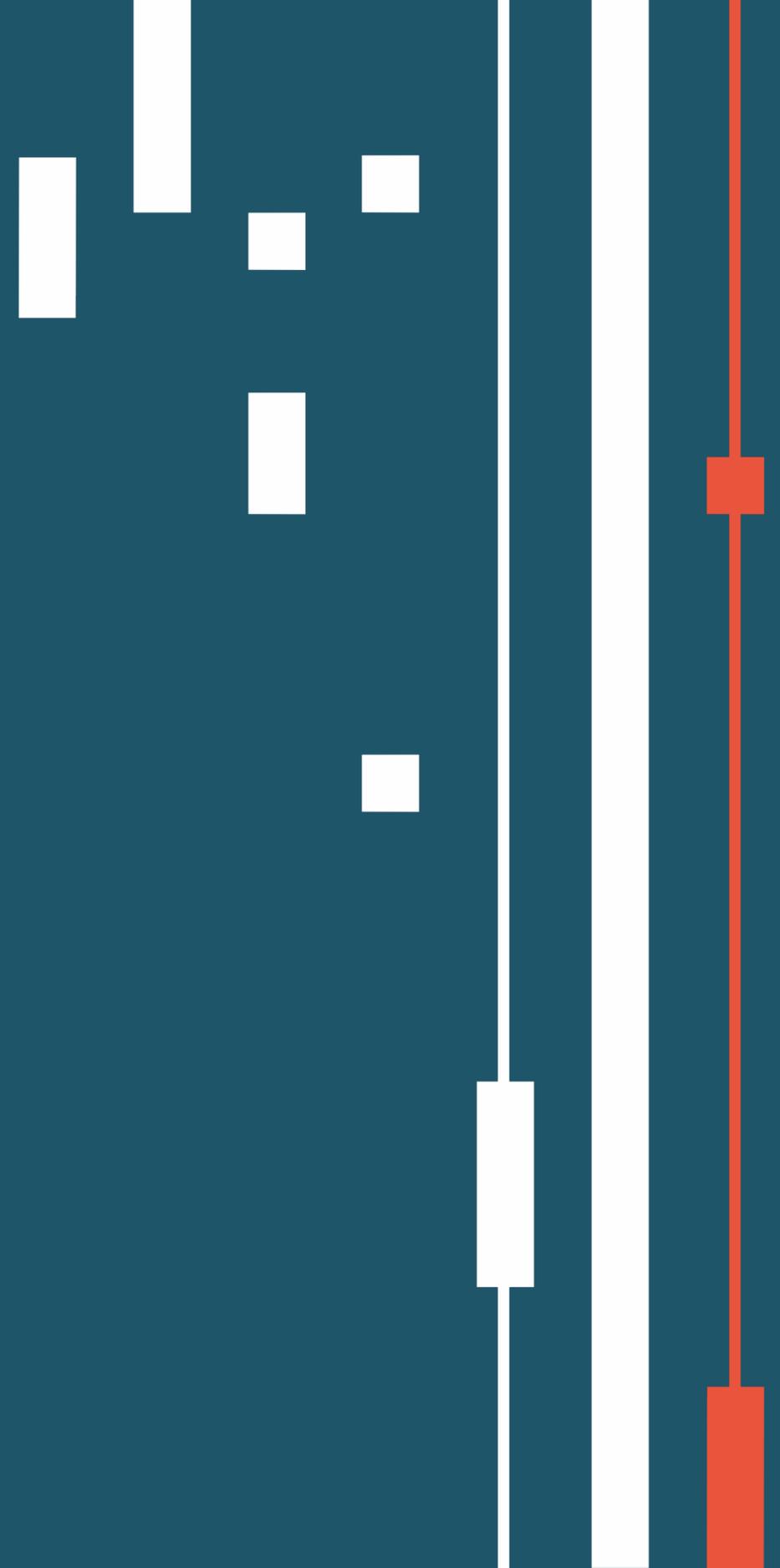


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Why does one need a brand book?

This is a complete set of elements that make the image of the product:

-operational market

-its target audience

-mission and positioning

- communication strategy for interaction with the target audience

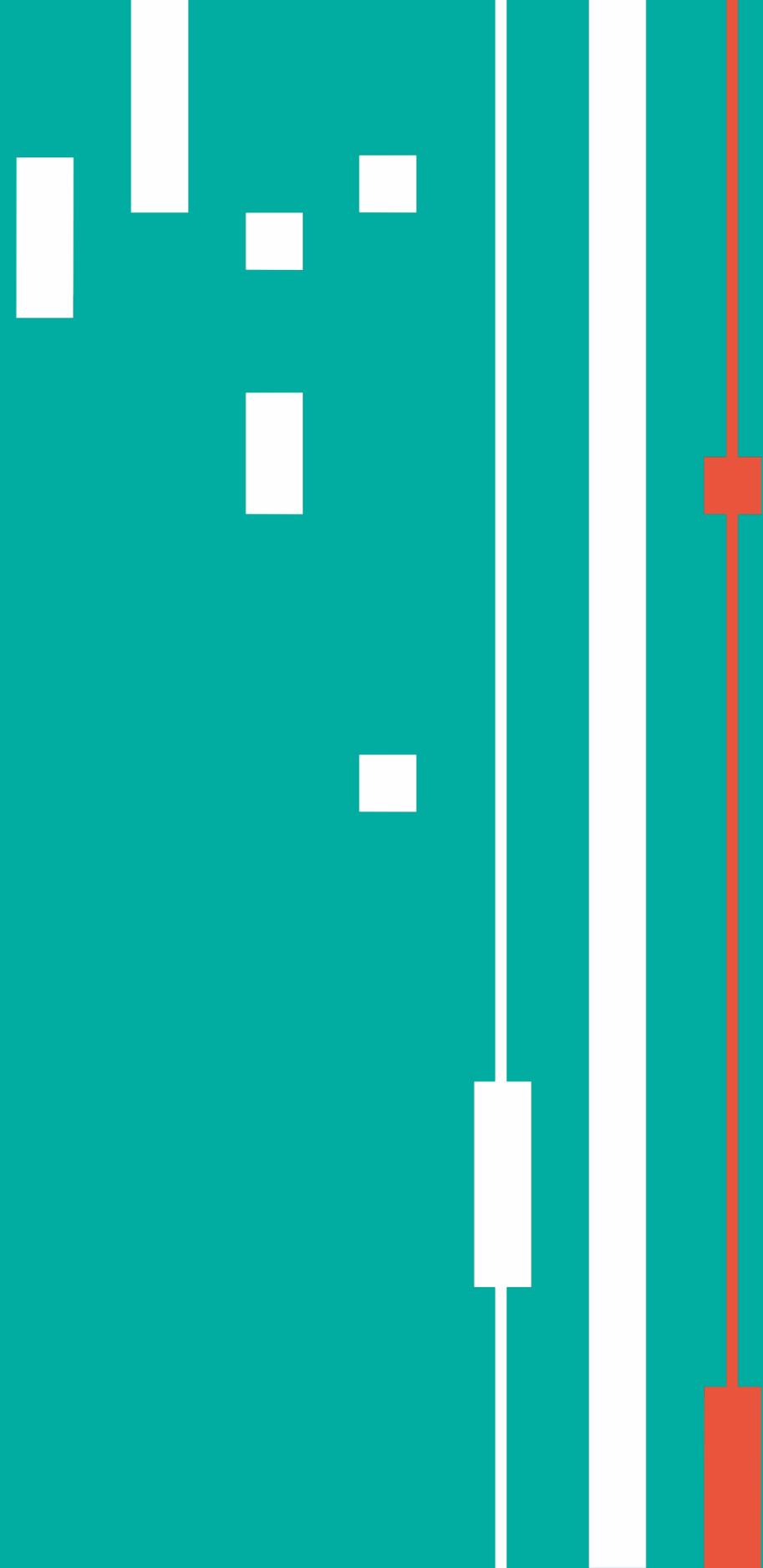
-tone of voice communication with potential and current customers

-corporate identity components (colors, fonts, logo, visual images for online and offline activities)

The brand book contains the best examples of using corporate identity in typographic products and merchandise. A list of limitations on the use of brand positioning elements is also presented.

Please use the rules described here when creating your visuals and make sure your affiliates comply with these rules.

MARKET



What is the cryptocurrency market like?

These are digital assets with a total capitalization of more than \$1.7 trillion.

These are 25 large and about 200 small crypto exchanges that serve traders from all over the world every day.

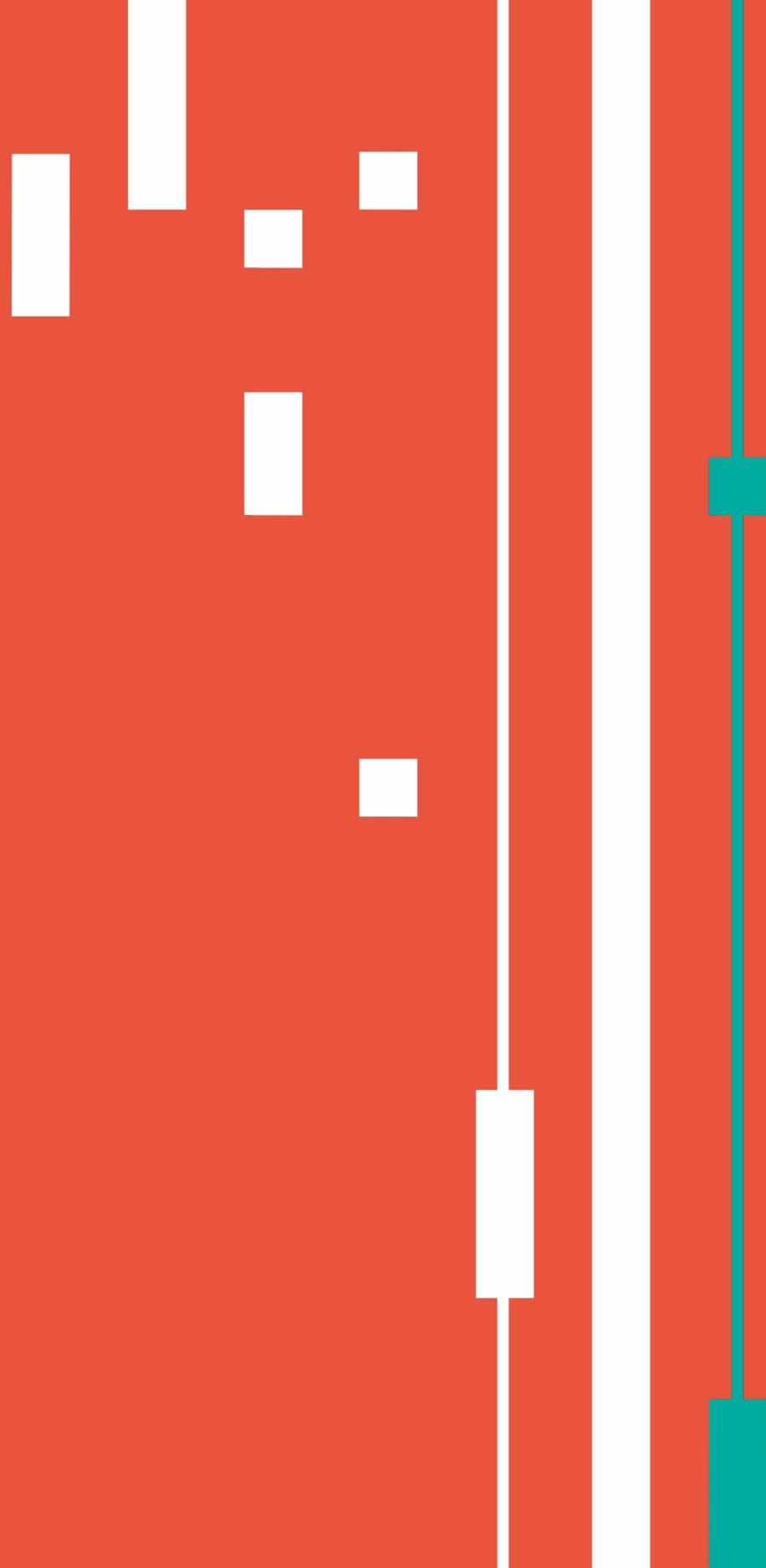
JPY trading volumes exceed USD trading volumes! But Japan accounts for only 6 million traders out of a total of 228 million in the world.

Spot exchanges have a combined trading volume of more than \$1 trillion per day. And the number of altcoins that went through the registration process hit a record 5,000 items in 2021.

Interest in cryptocurrencies and blockchain is on the rise and this trend will continue for many years to come.



TARGET AUDIENCE



01 High Level traders

Pro traders whose main occupation is trading. Their main request is the visibility of indicators and the trouble-free operation of technical analysis tools. The second request is peace of mind (calculation of risks + management of entry / exit according to specified conditions)

02 Middle Level traders

Traders who have mastered the basic set of tools and tactics necessary to generate income. They often combine trading with their day job. Their main request is high-precision analytical tools to increase the profitability of transactions.

03 Entry level traders

Newbie traders who enter crypto exchanges with great enthusiasm. Many of them wear rose-colored glasses and believe that it is possible to achieve success without deep diving. This category of users dumps after the first losses.

04 Potential traders

People who are interested in investments, trading, passive income and asset diversification, but do not trade yet. They may not even fully comprehend the principles of cryptocurrencies.

LETIT

Target audience

Common belief

Trading = Stress

Cryptocurrency trading is associated with emotional stress. Without understanding the extent of the potential risk, the trader is in an uncertain position.

AI and the neural network of the terminal provide information for balanced decision making.



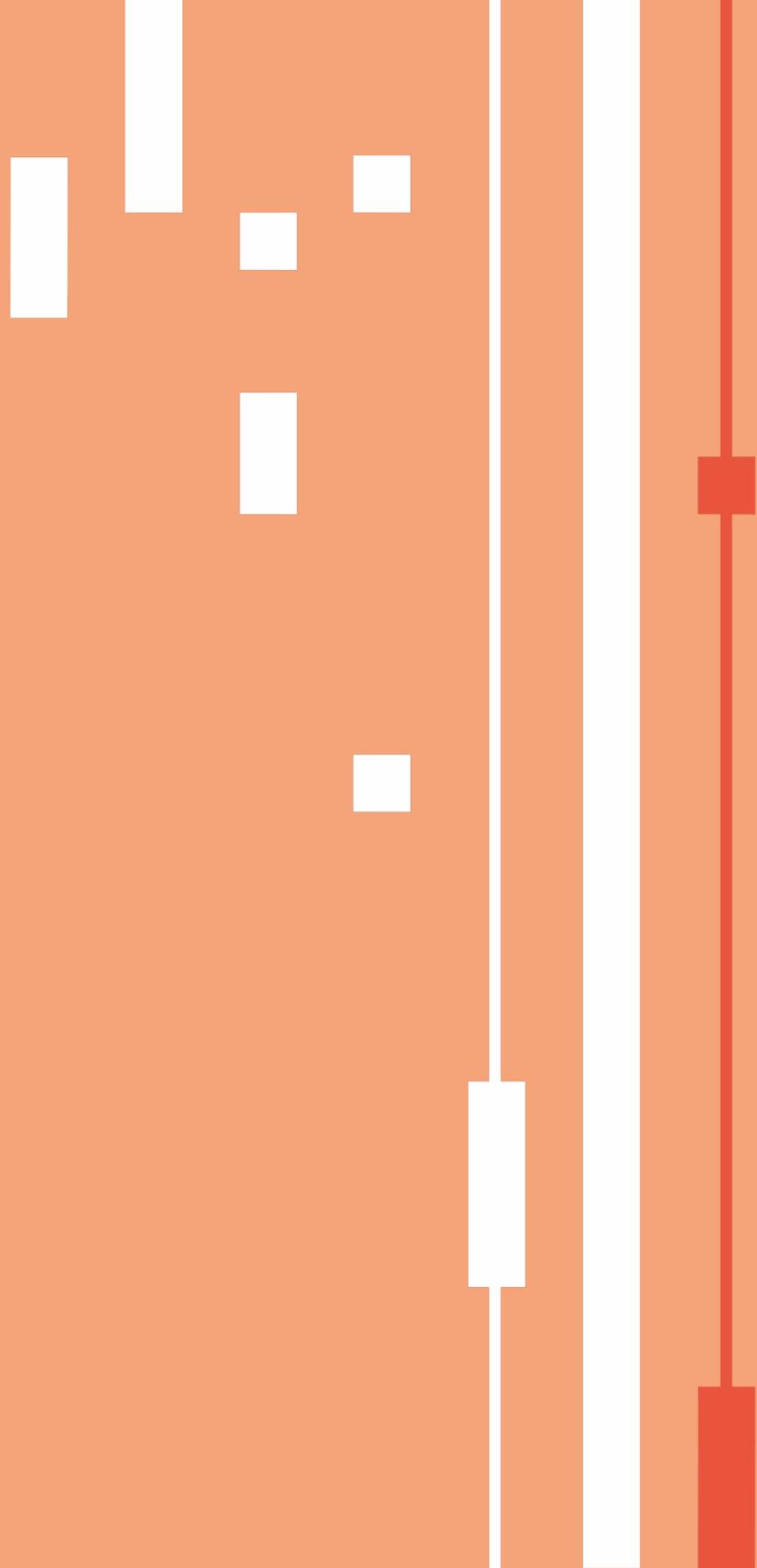
LETIT

Target audience

We are traders

We are traders and have gone from beginners to professionals. That's why we created a product that will help you trade stress-free at all stages of your journey. Our goal is to make trading comfortable and peaceful for our customers.

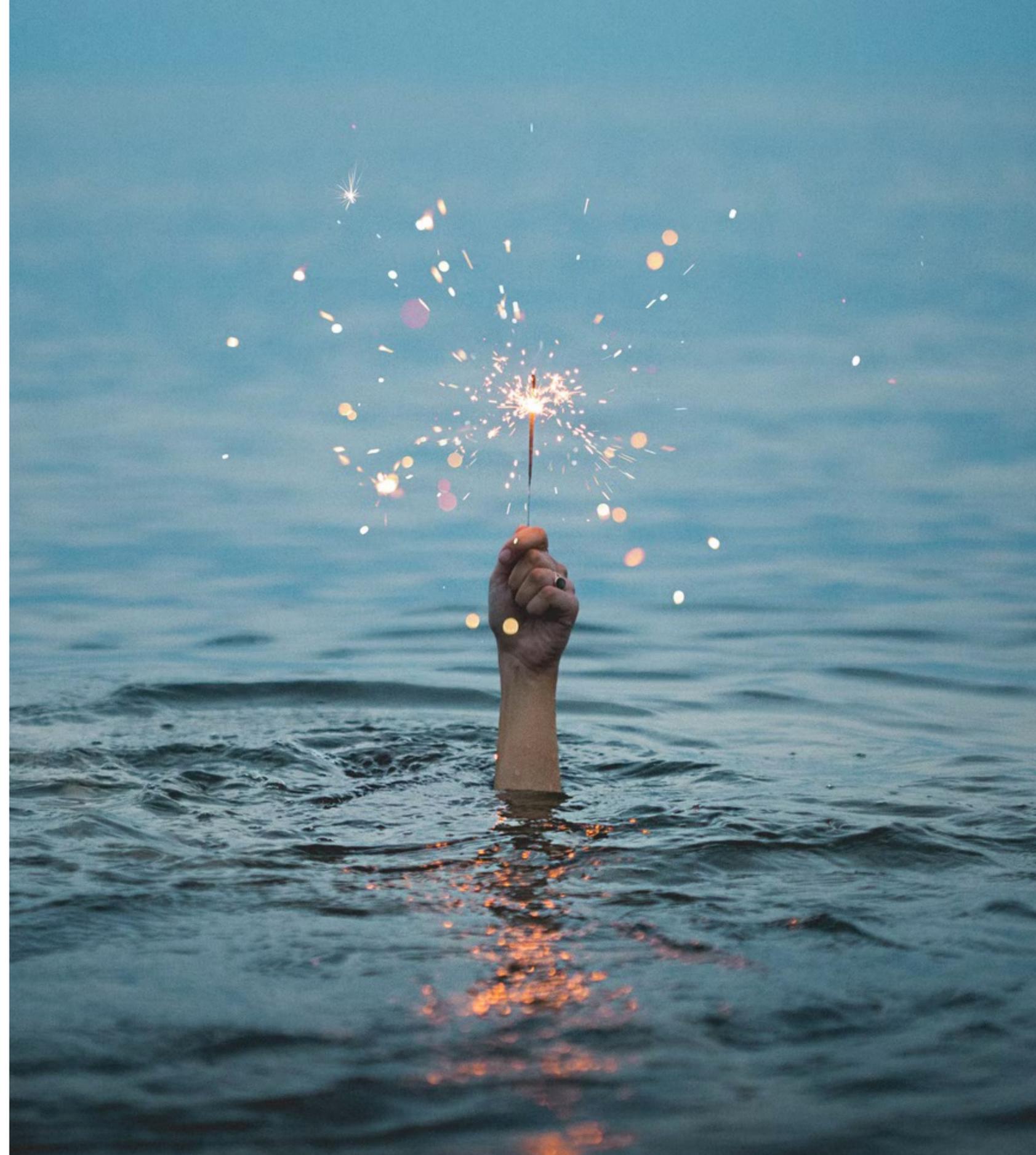
BRAND PLATFORM



Insight

**“Insight is the truth
people usually lie about”**

Traders say they like drive and thrill. But in reality, they want to reduce the level of anxiety and come out of a state of emotional stress. They want to know how to control chaos by finding patterns.



Essence of product

**Cryptocurrency trading terminal
without unnecessary nerves.**

LETIT

Brand platform

Brand purpose & mission

The terminal is continuously improved, providing crypto traders with enhanced tools to control the trading process. Technologies change the users' lifestyle for the better, relieving them of stress and allowing them to assess potential risks and use AI trend prediction tips.

This refers to a peaceful and profitable trade. At least we can guarantee the first.



Brand benefits

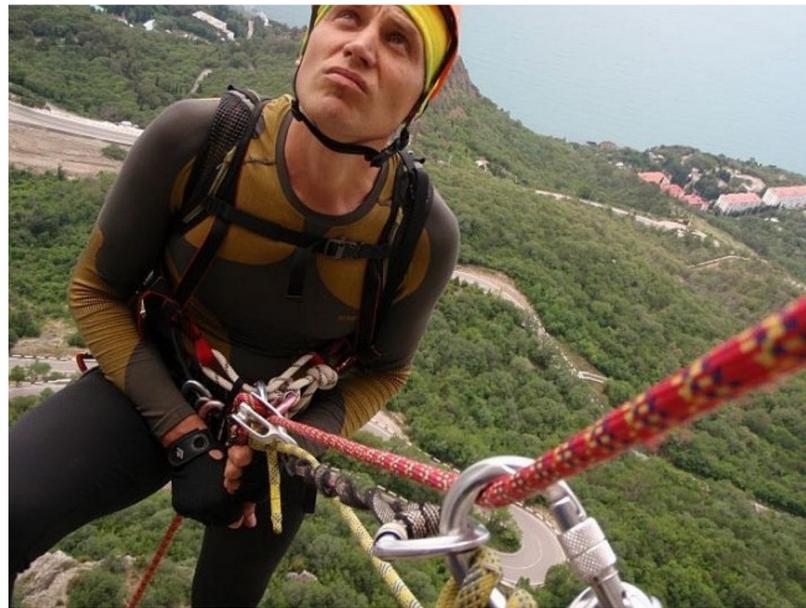
Emotional benefits:

- | Peaceful trading and confidence
- | Flexibility and independence from market chaos

Rational benefits:

- | Unique functionality
- | Best benefit-cost ratio
- | Native interface
- | Built-in indicators
- | Friendly 24/7 support

Brand character



Reliable
(Calm)



Innovative
(Technological)

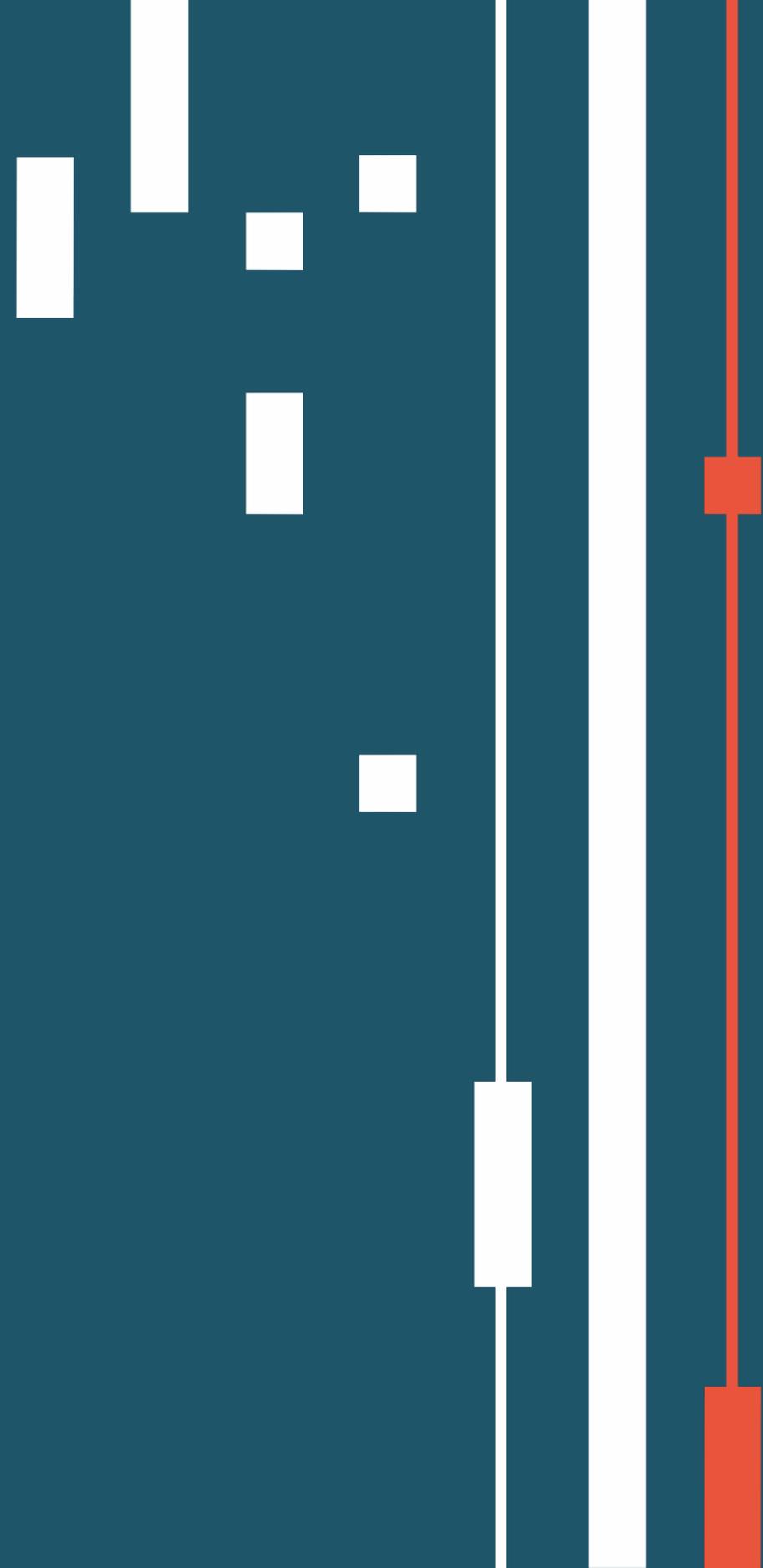


Simple
(Clear)



Casual
(Down-to-earth)

COMMUNICATION STRATEGY



Brand name evaluation criteria

- | Easy understanding in English and Russian
- | Brief and simple writing and pronunciation
- | Compliance with the brand image and the values of the target audience
- | Strong name that doesn't require an additional slogan

LETIT

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Communication strategy

Letit

These English words carry a double message. Let it be so, let it be on the one hand, and let it go on the other hand.

The advantage of such a name to the European public is that the brand name in any sentence conveys the main idea. of Letit: "Relax! Don't worry!"

On this basis, it is possible to create taglines to communicate with users online.

Let it be

Let it go

Let it happen

Let it pass

For Russian-speaking customers, the pronunciation of the English word Letit will be associated with drive, energy, lightness, flight and upward movement. The brand name, written in Latin letters, offers opportunities to create images related to movement: поLetit (it will fly), приLetit (it will fly through), поLetели (let's fly).

Combining in a single name concepts related to relaxation and flying at the same time provides a wide field for positive positioning for all TA groups.

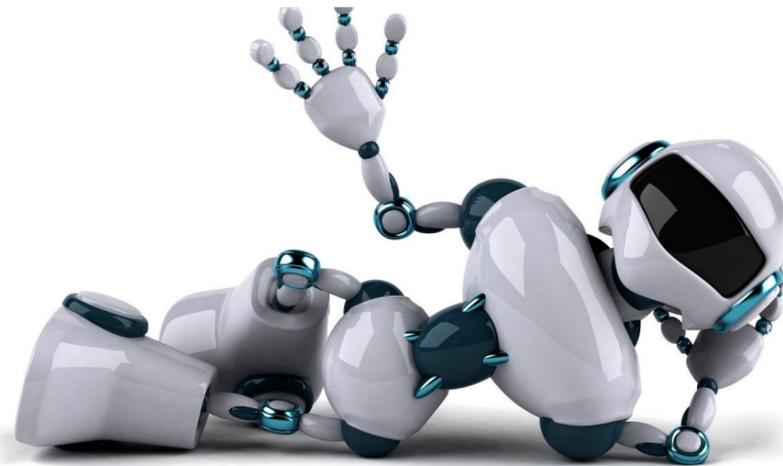
LETIT

Communication strategy

Positioning elements



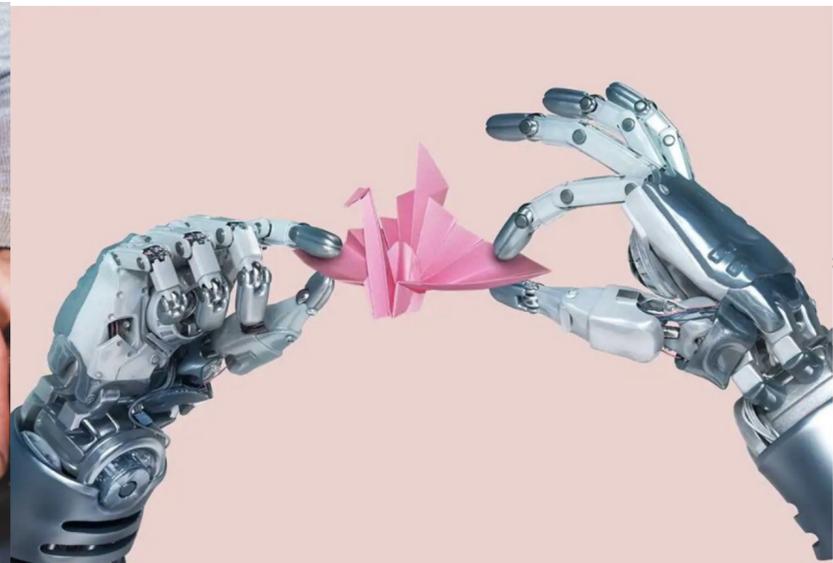
Letit – zen trading



Letit – thought out responsibly



Letit – peaceful and profitable trade



Letit – high technology trading

Tone of voice

Brand personality

Reliable pal who is at the forefront of all the new products in trading. He always goy tour back and explains everything in an understandable language.

Language

Simple, informative, slangful.

Tone

Personalized, friendly, calm, informal.

Goal

Tell the news, share advice, help.

Tone of voice: Informal

How we speak and write:

Hey, Vlad, here's a guide to our risk assessment tool. Use it and you will sleep easier...

How we don't speak:

Greetings! Instructions on how to use the risk calculator are available here.

How we don't speak:

Personalizing the message focuses on how important the customer is to us, and the informal message helps to get closer to the client, removing the stiffness of the banks.

Key message

**Letit — trading
without extra
nerves**

LETIT

Communication strategy

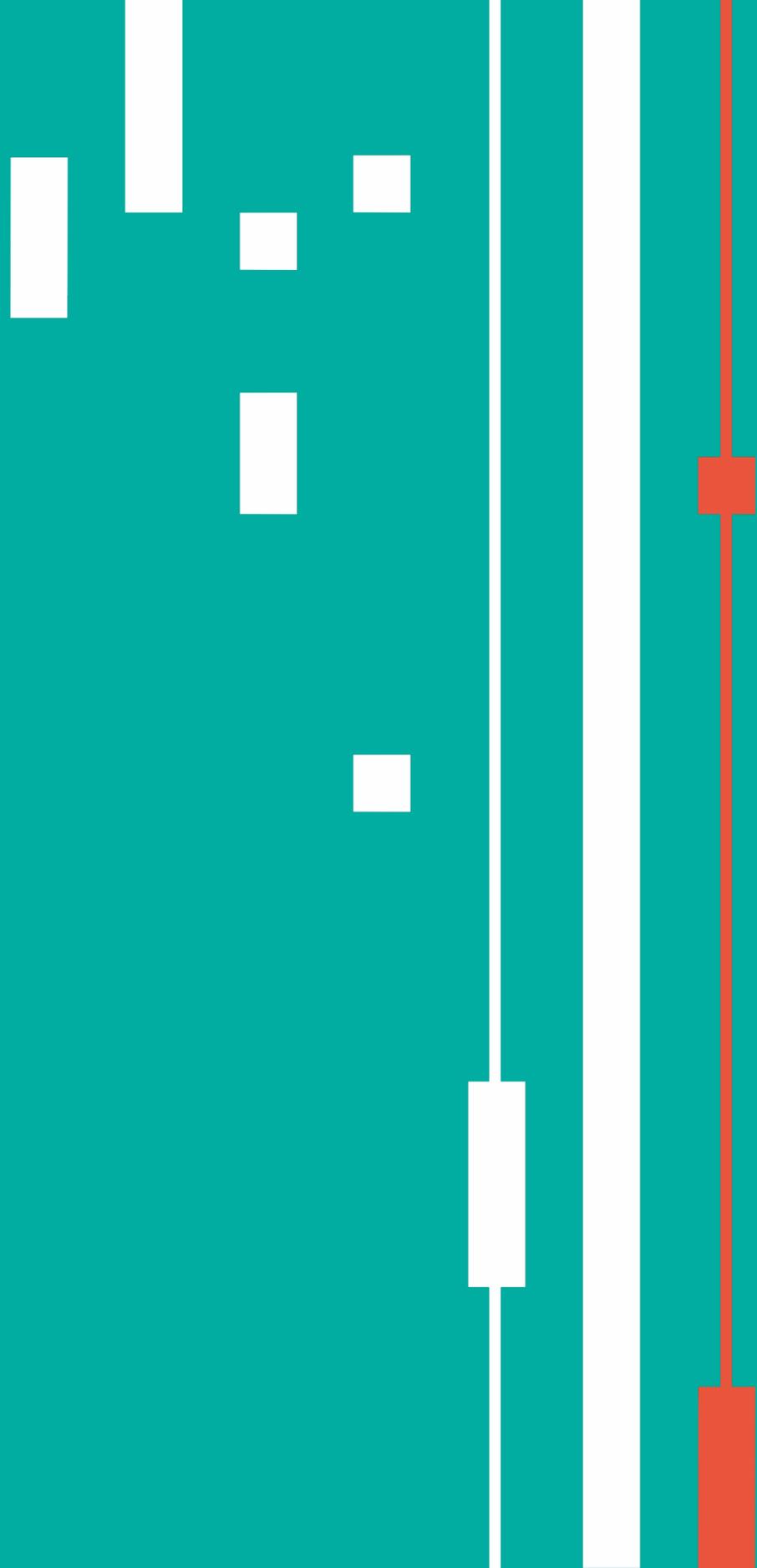


Trader Loseit



Trader Letit

LOGOTYPE

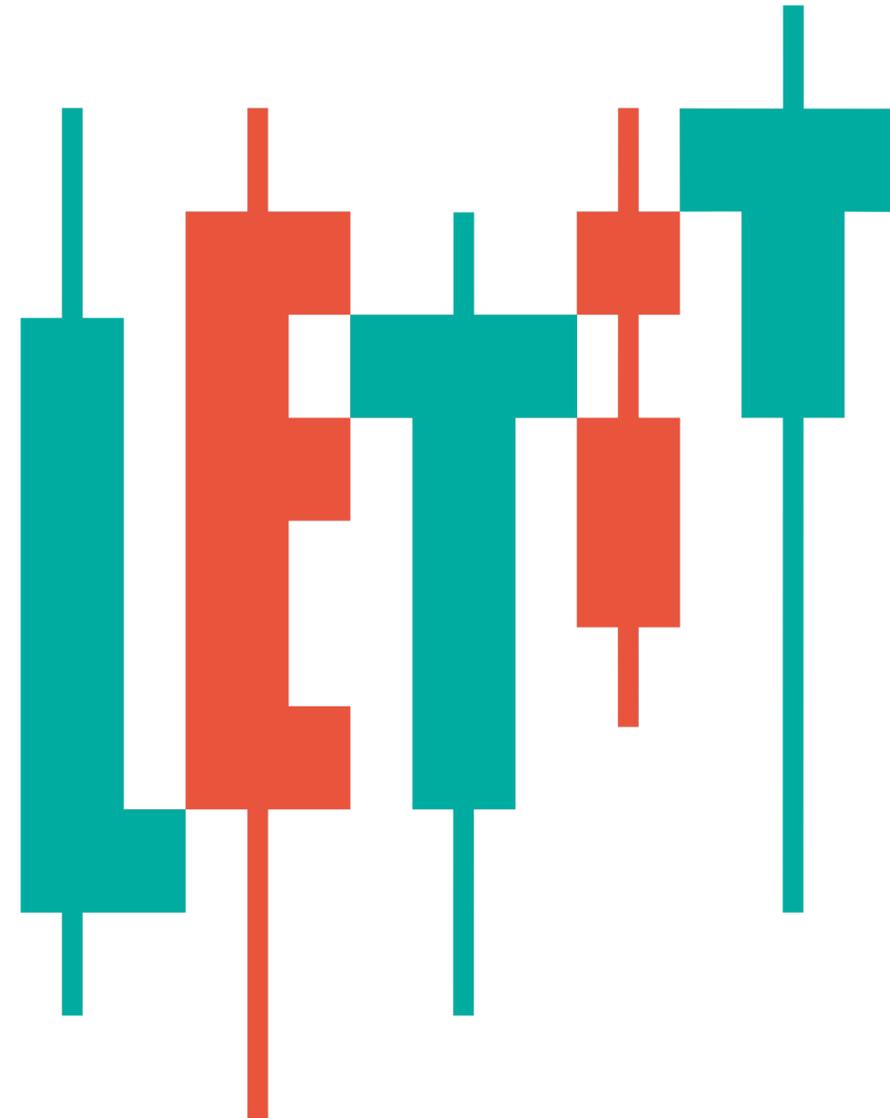


LETIT

Logotype

The logo resembles a classic candlestick chart, a technical indicator of asset price changes.

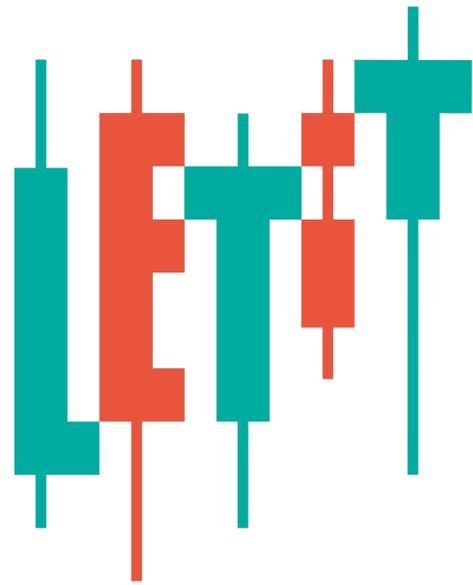
The simple shapes that make up the logo are very handy to use as part of the company's identity.



LETIT

Logotype

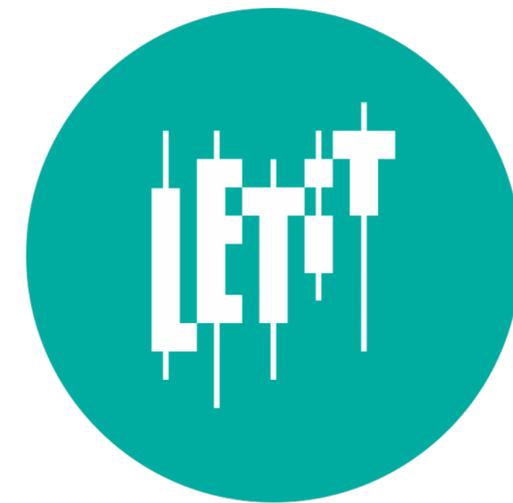
Versions of logotype



Main version of the logo



Main version of the logo and descriptor



Additional print media version

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Logotype



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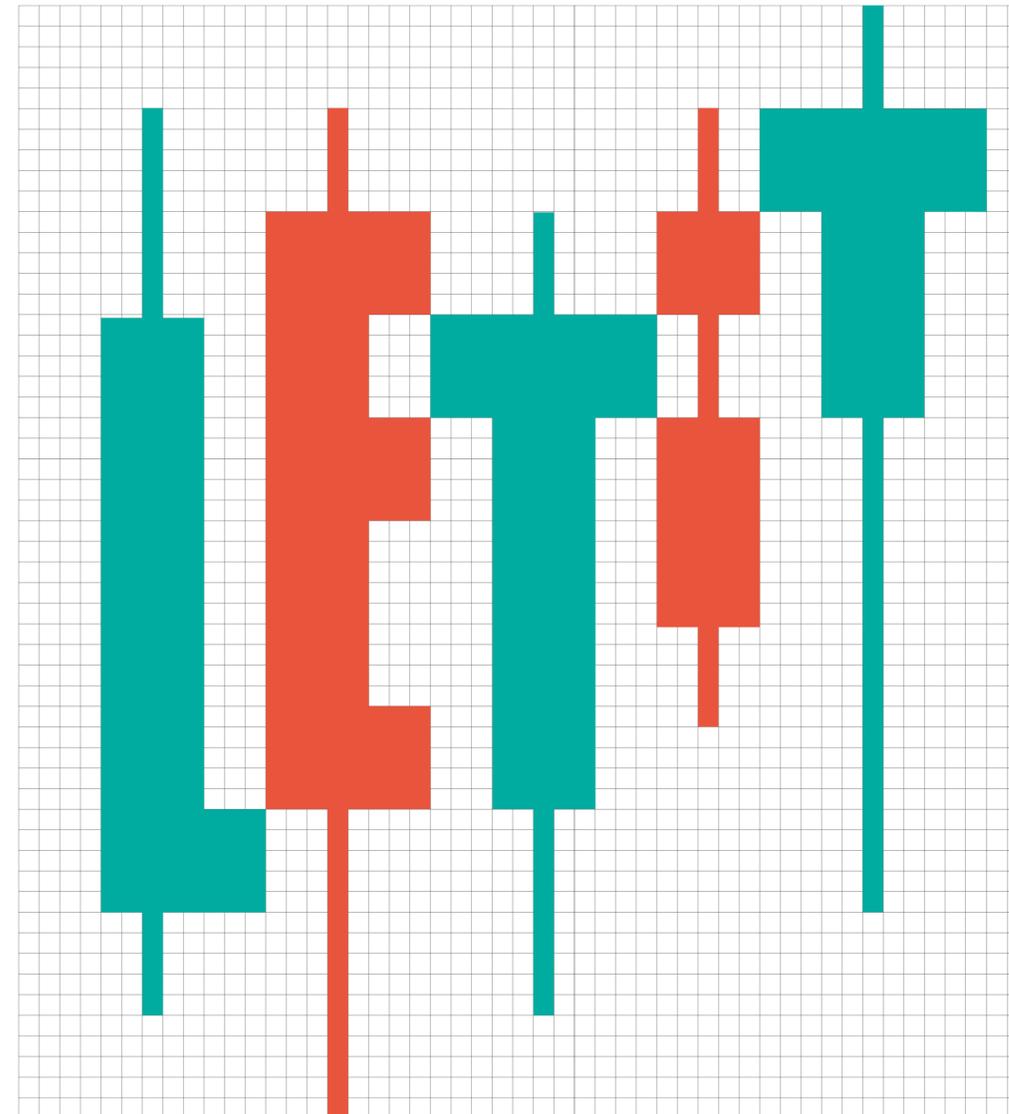
Logotype

Drawing logo

The logo is based on a square grid.

The thickness of the main element is 5 squares in width, the top and bottom extensions are equal to 1 square in width.

Each letter in the word stands beside the next one, creating the form of a candle with a shadow.



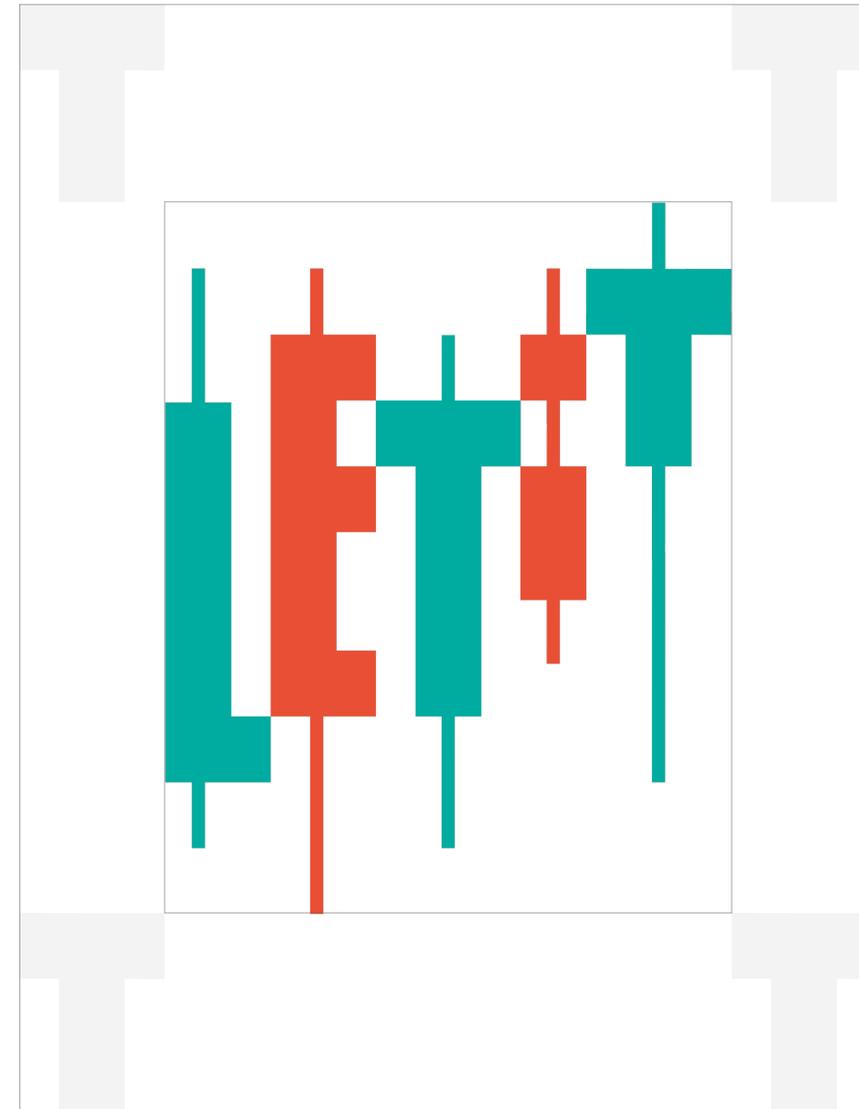
LETIT

Logotype

Free field

In order for the logo to be easily perceived and read, it is necessary to leave free space around it.

Extraneous elements (for example, other logos or images) should not get into the free field.

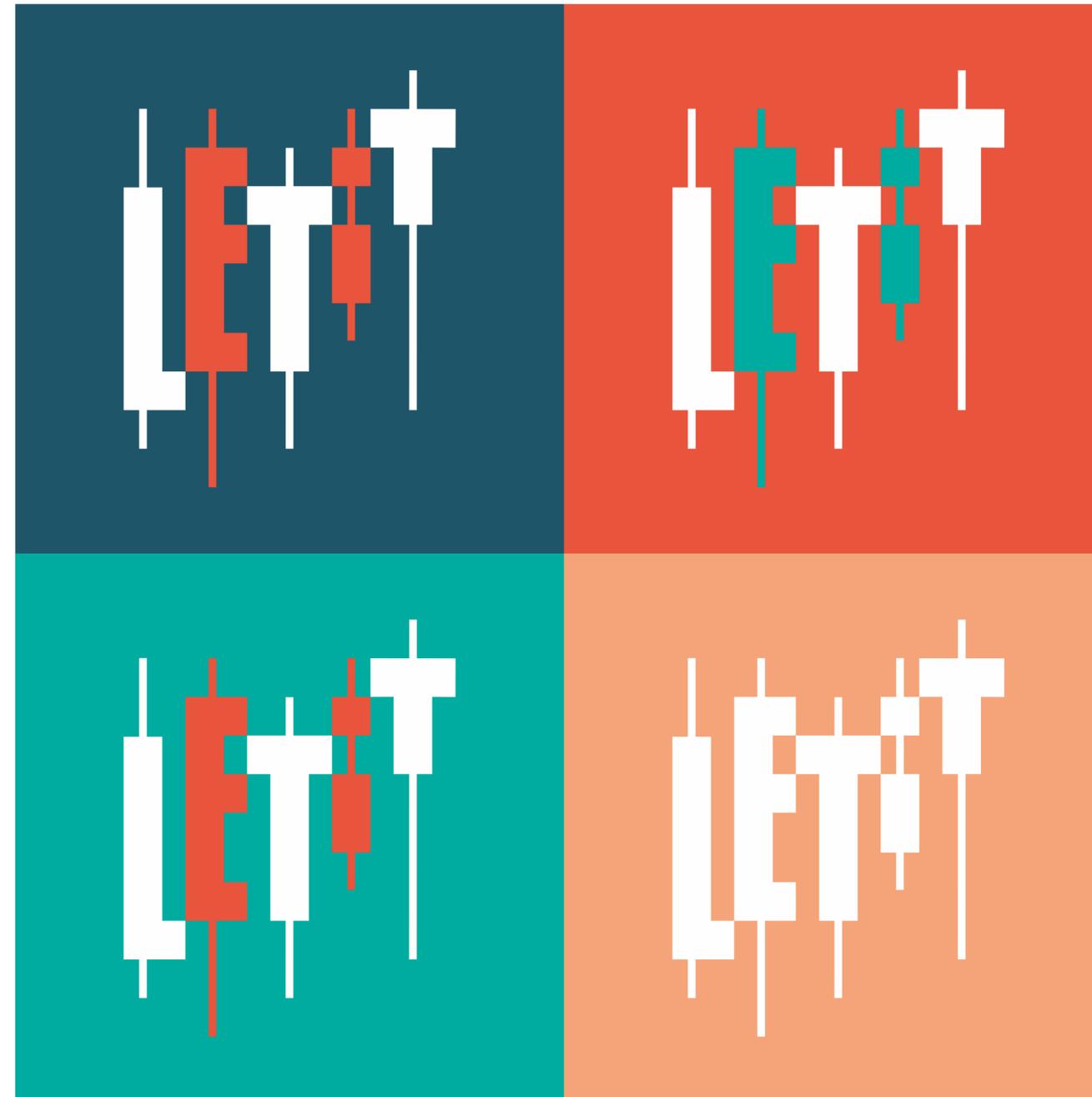


LETIT

Logotype

Logo on colored background

The logo can be placed against the background of any corporate colors listed in this brand book.

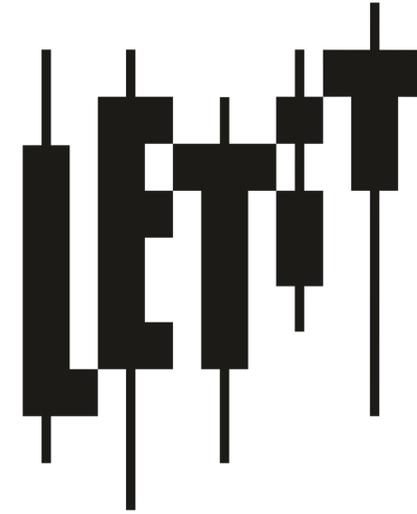


LETIT

Logotype

Black and white version of the logo

You can use the monochrome version in black and white.

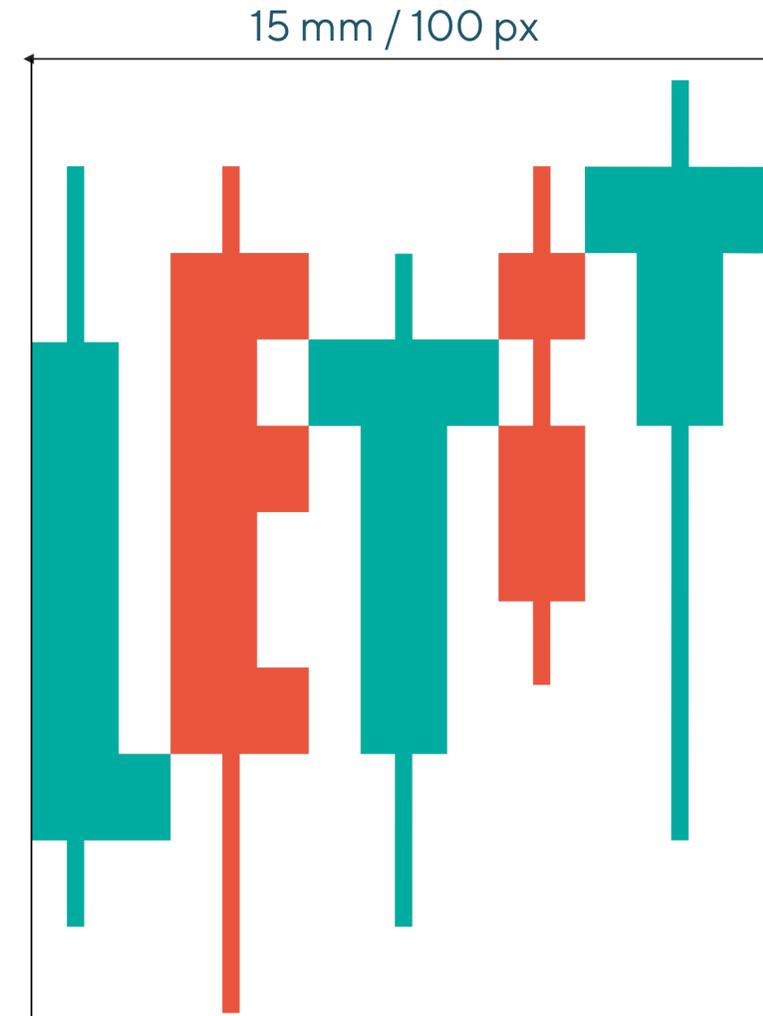


LETIT

Logotype

Minimum size

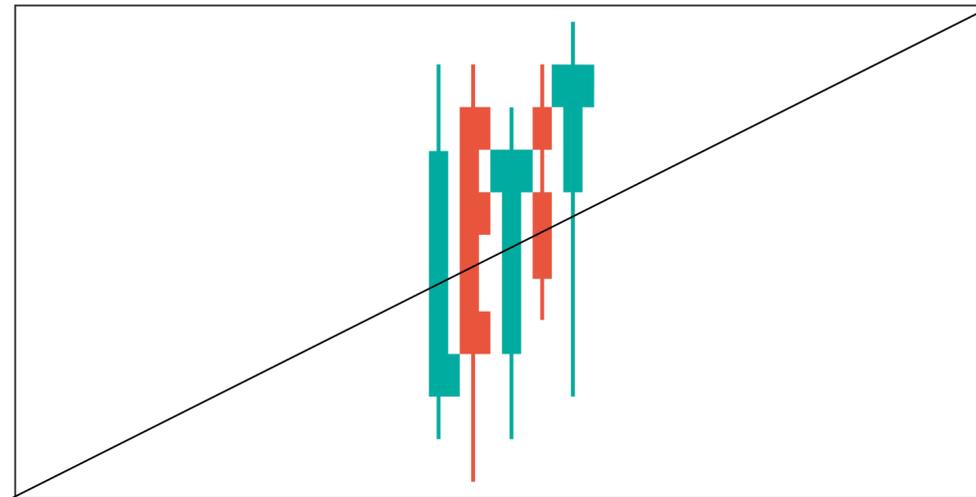
The minimum logo size is determined by the readability of the name. We do not recommend reducing the width of the logo below 100 px.



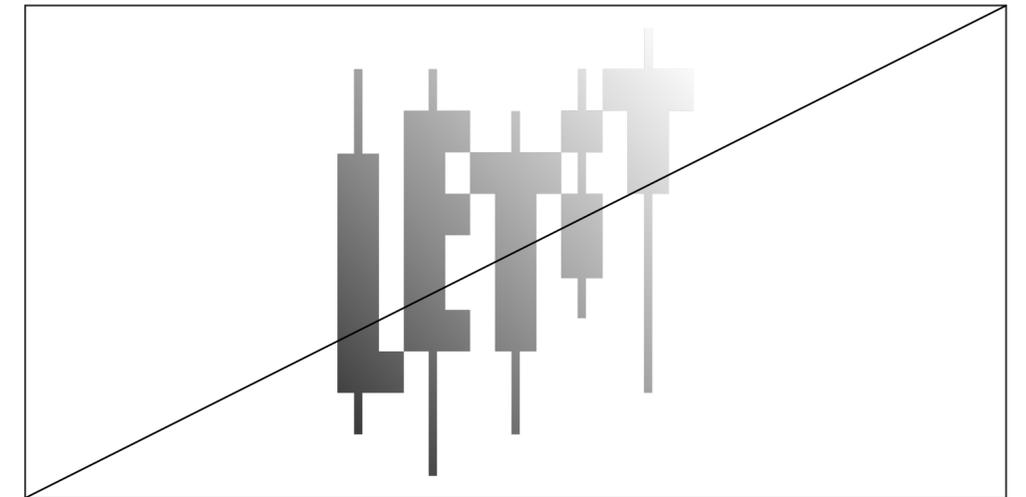
Inappropriate use of logo

Here are examples of inappropriate use of the logo.

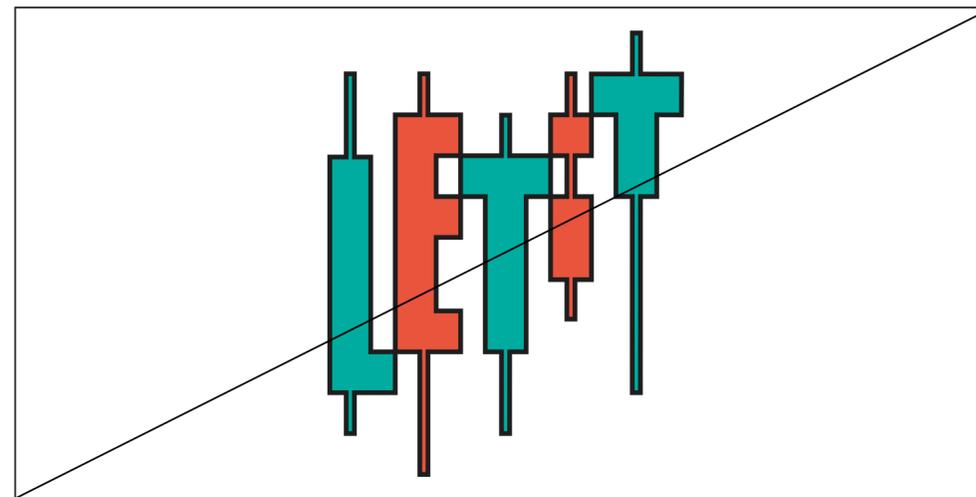
Keep in mind that any breach of the proportions and rules of use of the logo will violate the integrity of the brand's identity and communication.



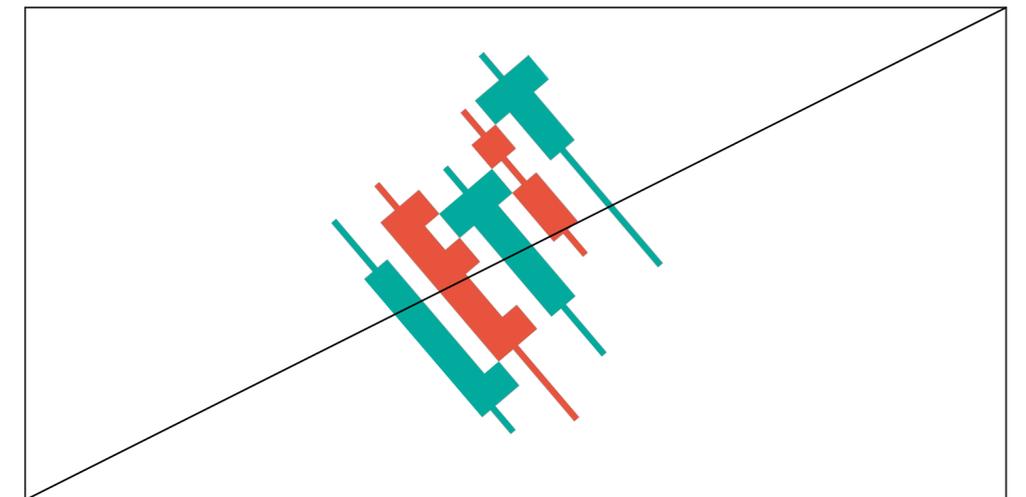
Do not change the aspect ratio of elements.



Do not use non-corporate colors and gradients.

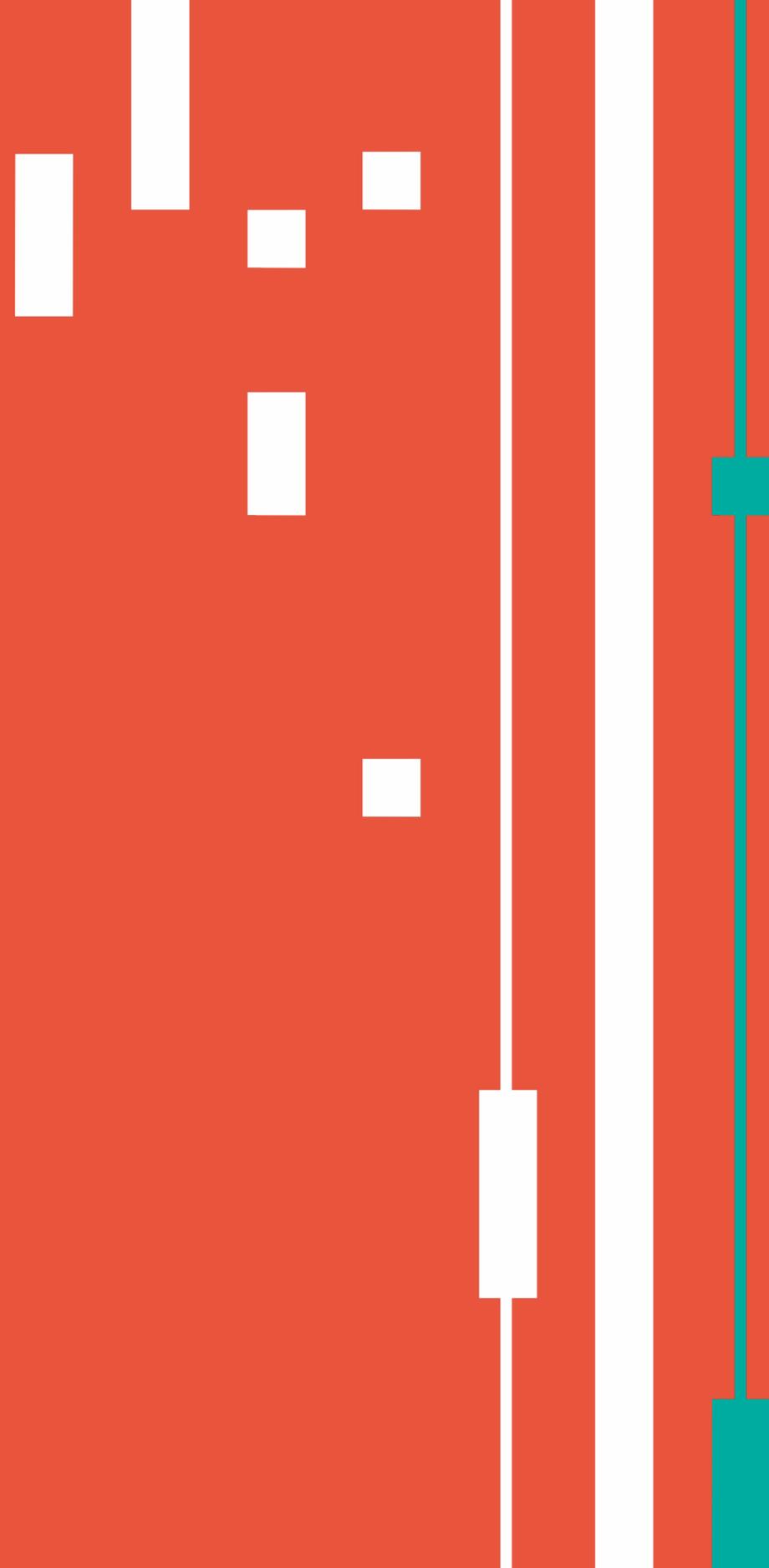


Do not use any strokes of the logo.



Do not place the logo on any media at an angle other than a 90 degree multiple.

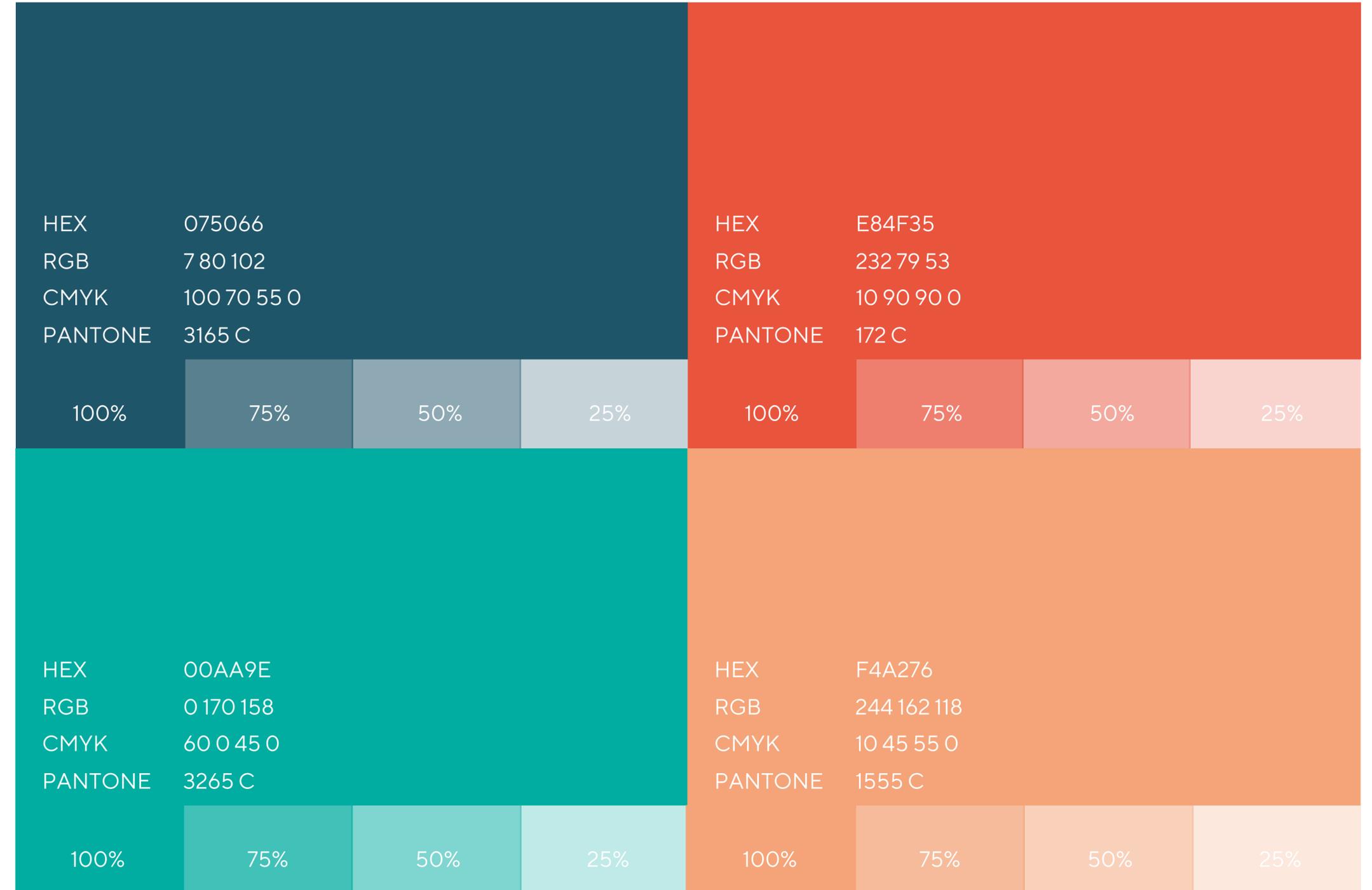
COLOR



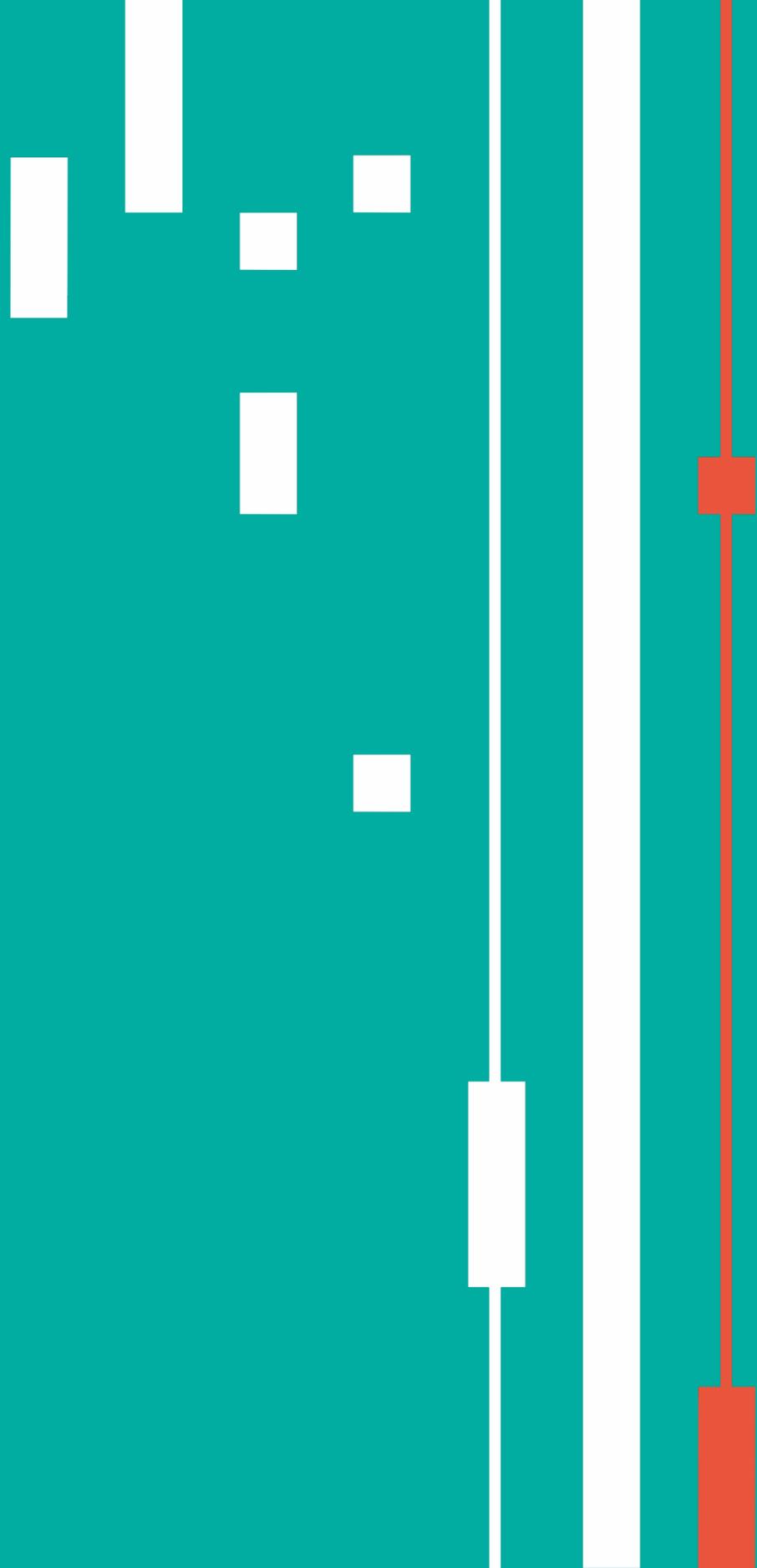
Corporate colors

Here are the brand's color coding for print and web.

You must always use this palette to create a recognizable image of the product.



TYPOGRAPHY



LETIT

Typography

Corporate font

The main font of the brand is Ristretto Pro. Use it in every media design to keep the product recognizable in both online and offline communication.

For headings, use Ristretto Pro Bold. For subheadings and body text use TT Norms.

Ristretto Pro

Ristretto Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@\${}

Ristretto Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@\${}

TT Norms

TT Norms Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@\${}

TT Norms Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@\${}

Font: Ristretto Bold
25 pt

TERMINAL FOR EFFICIENT TRADING WITHOUT NERVES

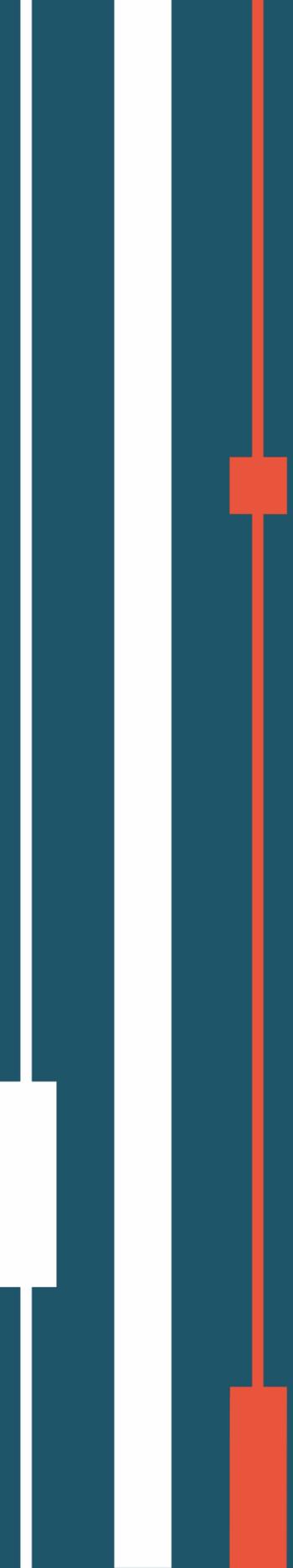
Font: TT Norms Bold
23 pt

Letit is not just a cryptocurrency trading terminal. This is a jet-powered suit that will save you money and prevent you from running into breakdowns or falling to the bottom without a deposit.

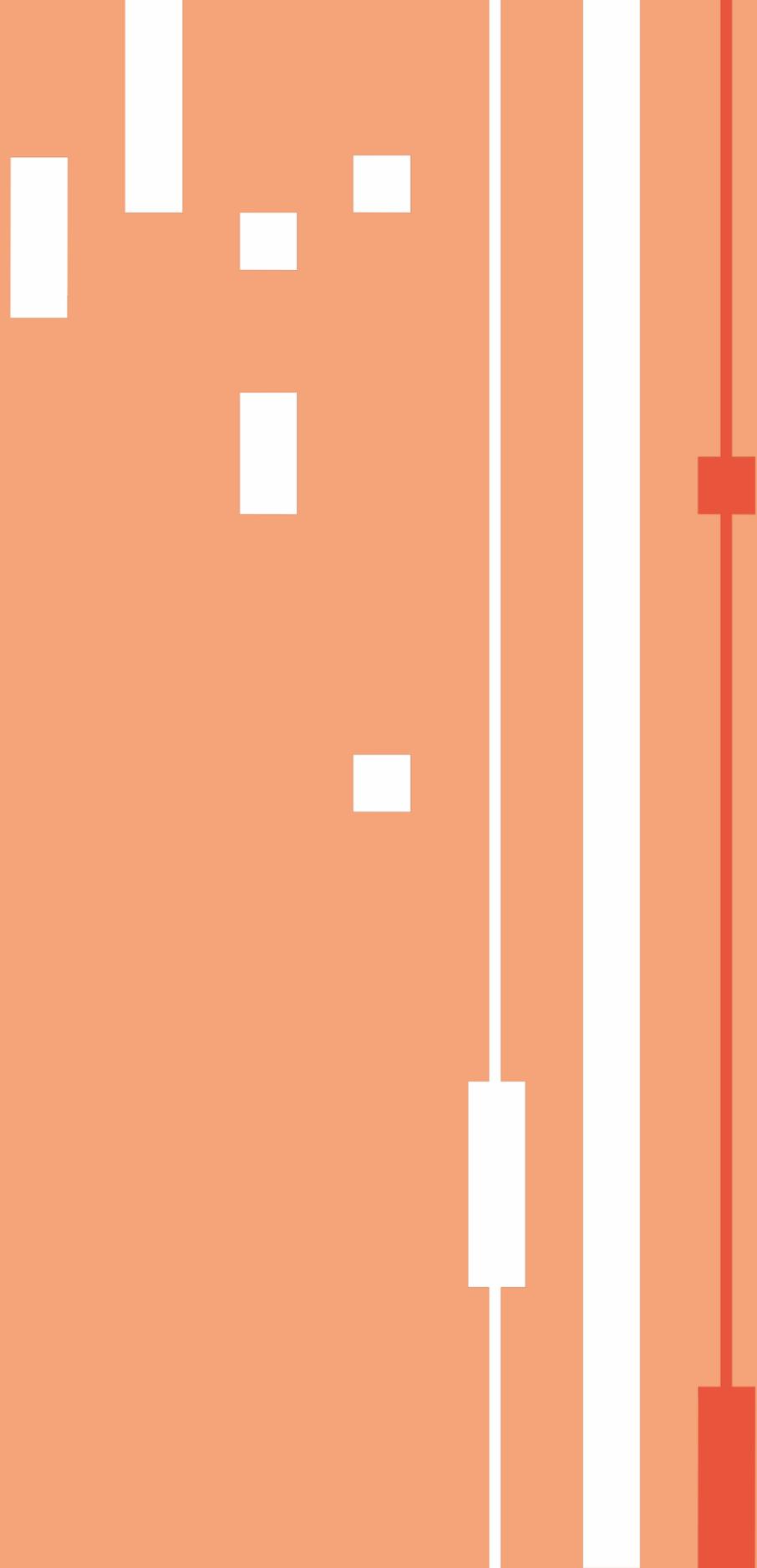
Font: TT Norms Regular
23 pt

It will help you to stay safe where the rest get bruised.

And we will try to place Letit experience somewhere between your grandma's pies and your first PlayStation ever in terms of comfort and pleasure.



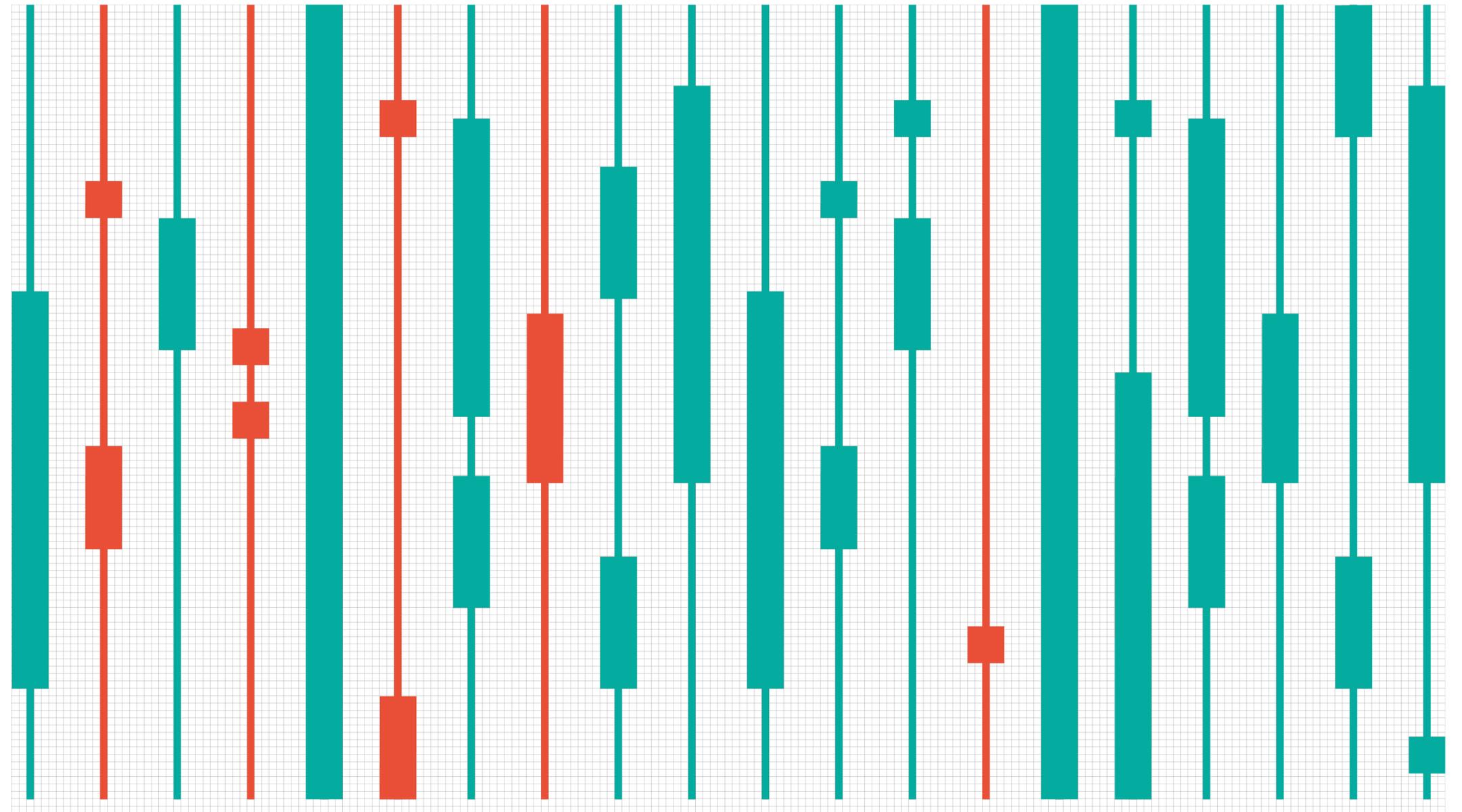
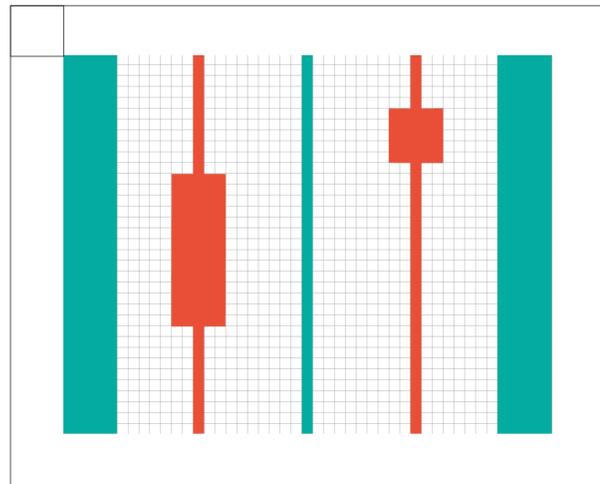
GRAPHICS



Pattern

The pattern can be used in other corporate colors and applied to media based on need.

When using a pattern, always indent from the border of the layout. The indent should be equal to the width of a single candlestick.



Stickers

Brand stickers can be created to match the corporate font.

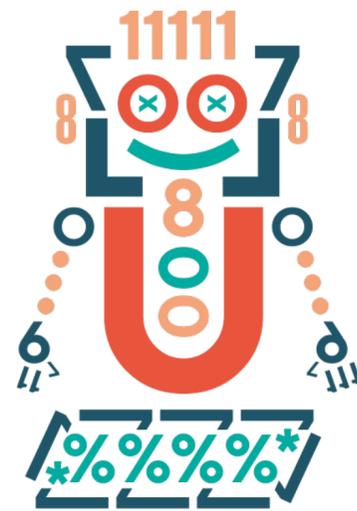
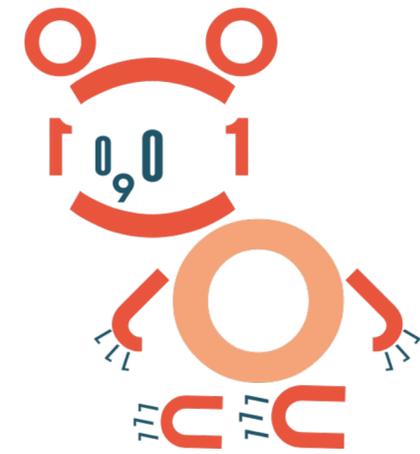
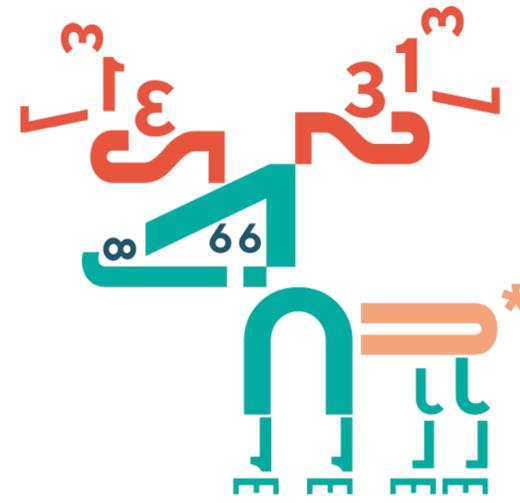
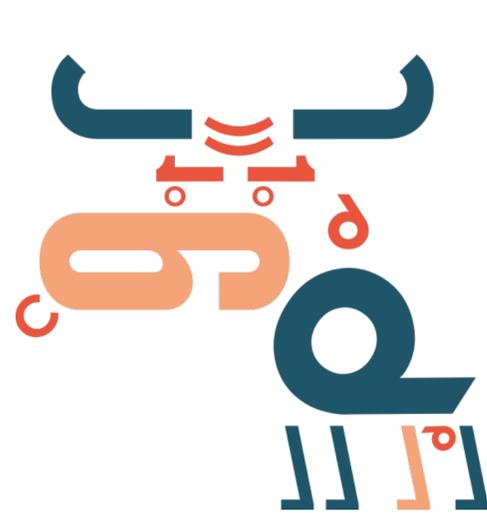


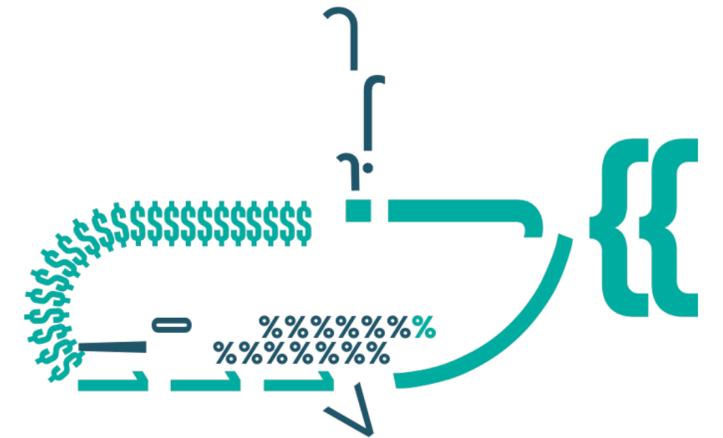
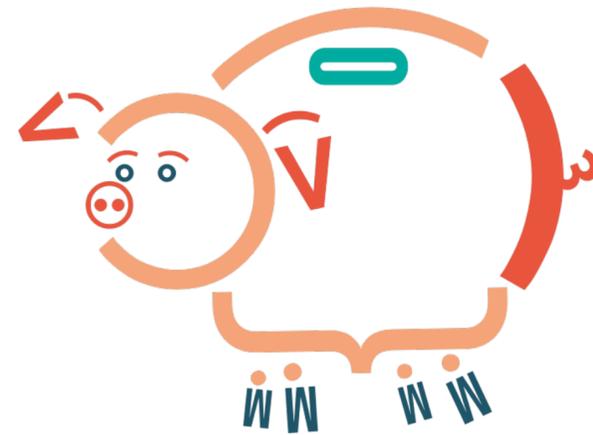
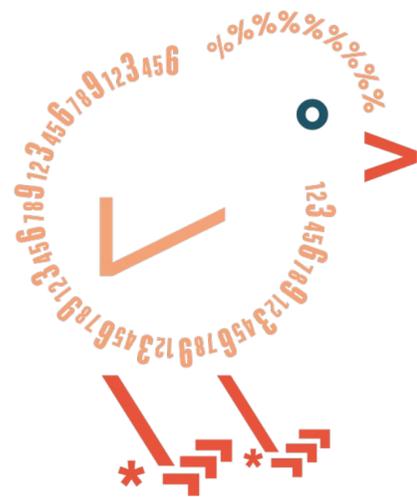
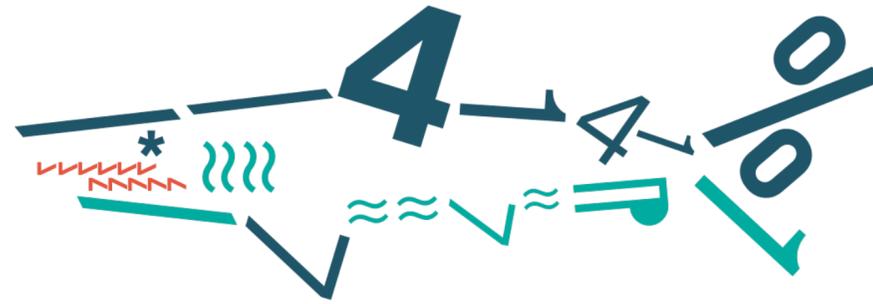
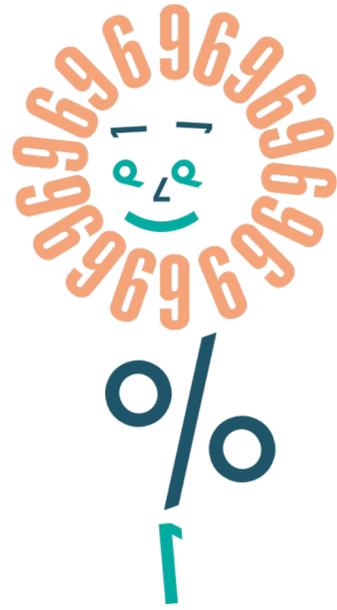
LETIT

Graphics

Illustrations

Illustrations consist of a combination of numeric characters and Ristretto Pro corporate font elements.





LETIT

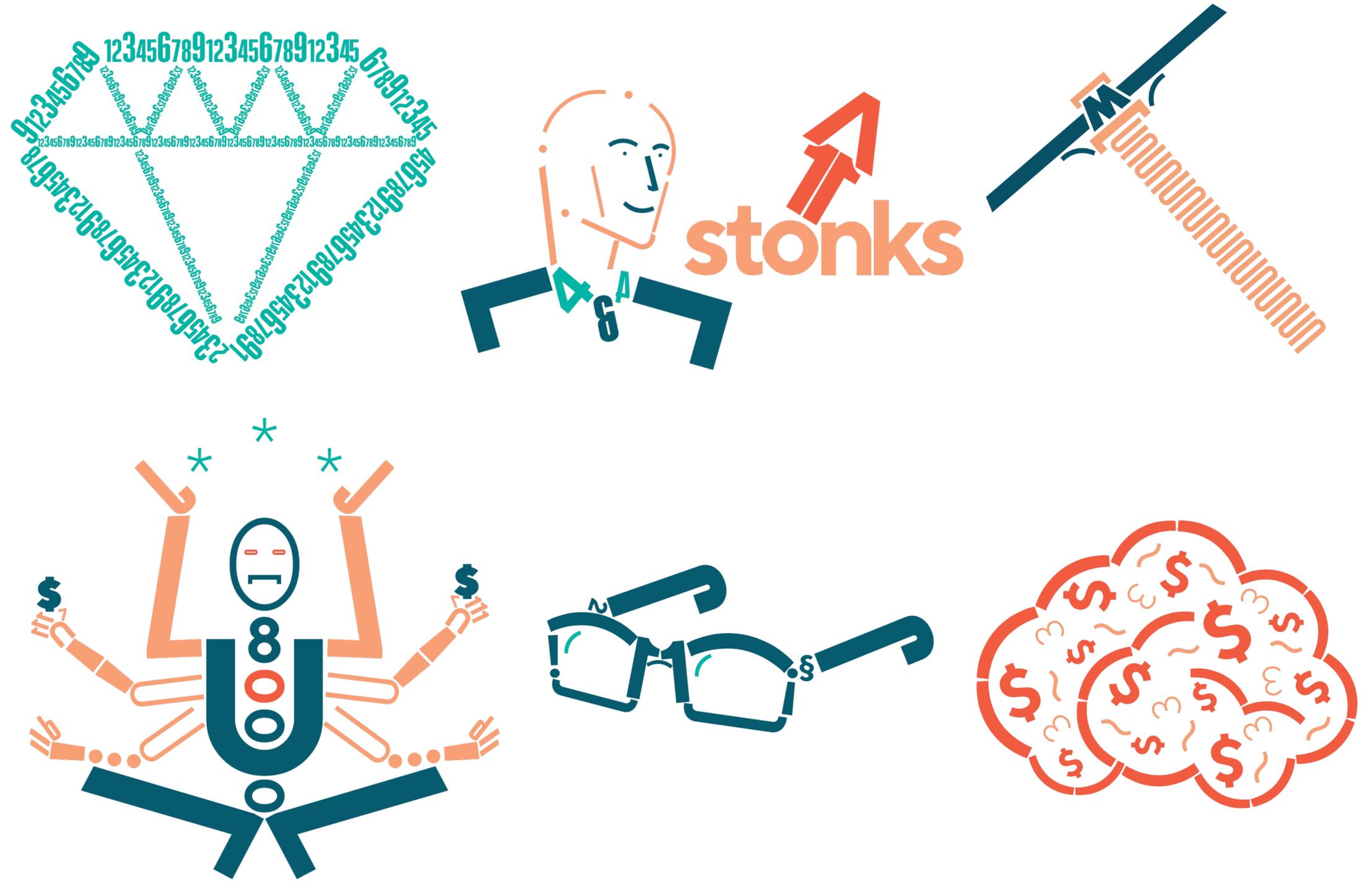
Graphics

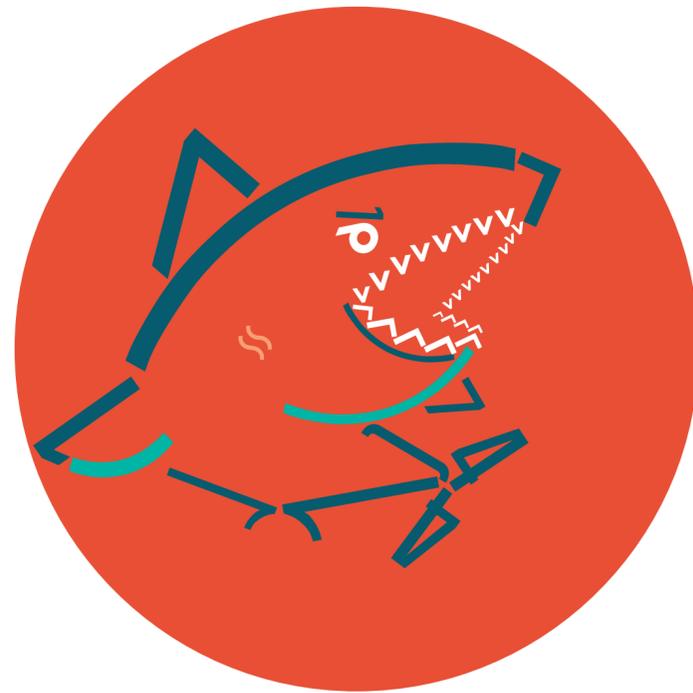
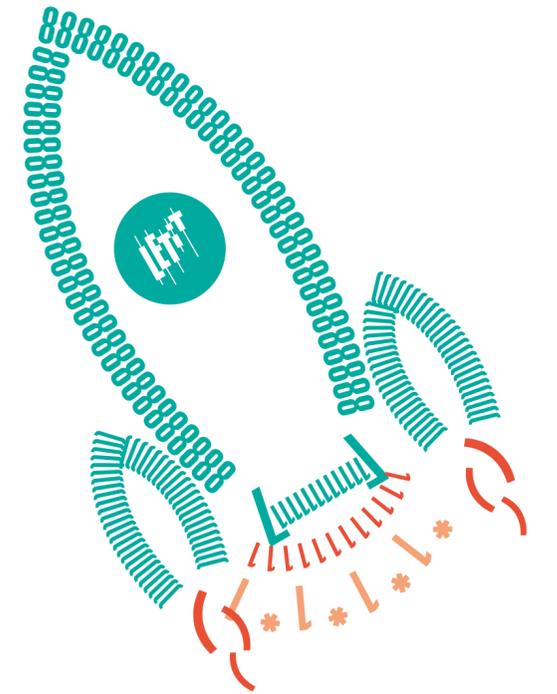
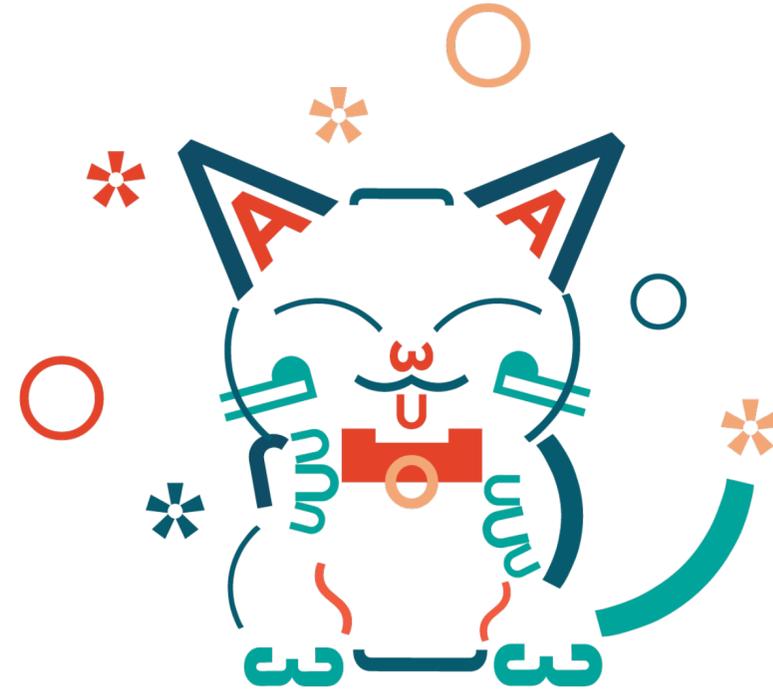
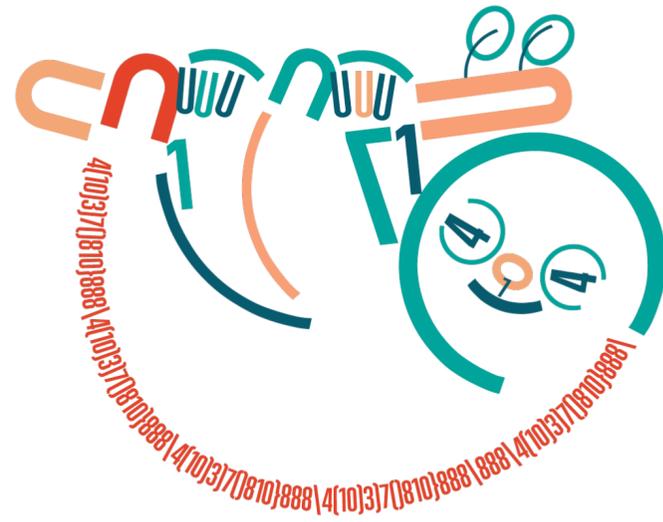


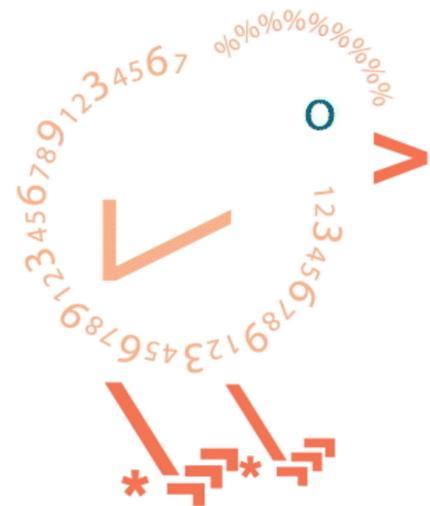
LETIT

Graphics









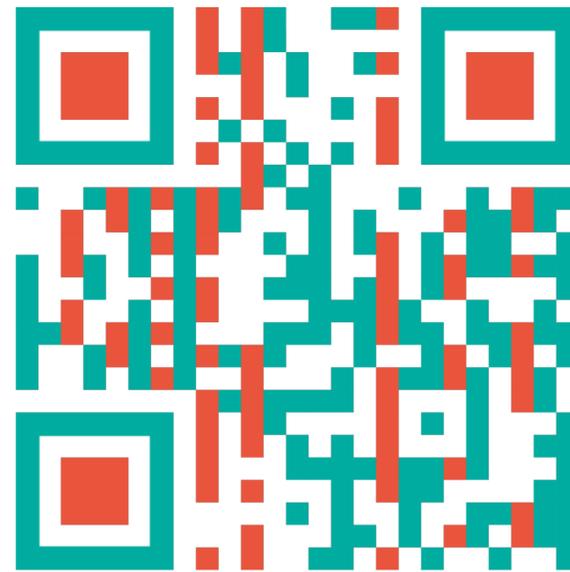
You can access the animated materials via the link. →

[documents/_animation](#)

QR codes

Use special services to generate a branded QR code using corporate graphics and colors.

Make sure that the QR code works on the media and redirects you to the right resource.



Colored version of QR code



Monochrome version

Work with pictures and graphics

Apply branded graphics over the photo. When selecting images, use bright and atmospheric photos that match your brand's tone of voice.

When selecting images, avoid stereotyped images and frequently used symbols (bitcoin, charts, smartphone and computer screens). Choose non-conventional stories that attract the attention of viewers. The image can be applied to the entire layout area (example 01), or just part of the image can be used (example 02).

Do not use poor quality bootleg photos.

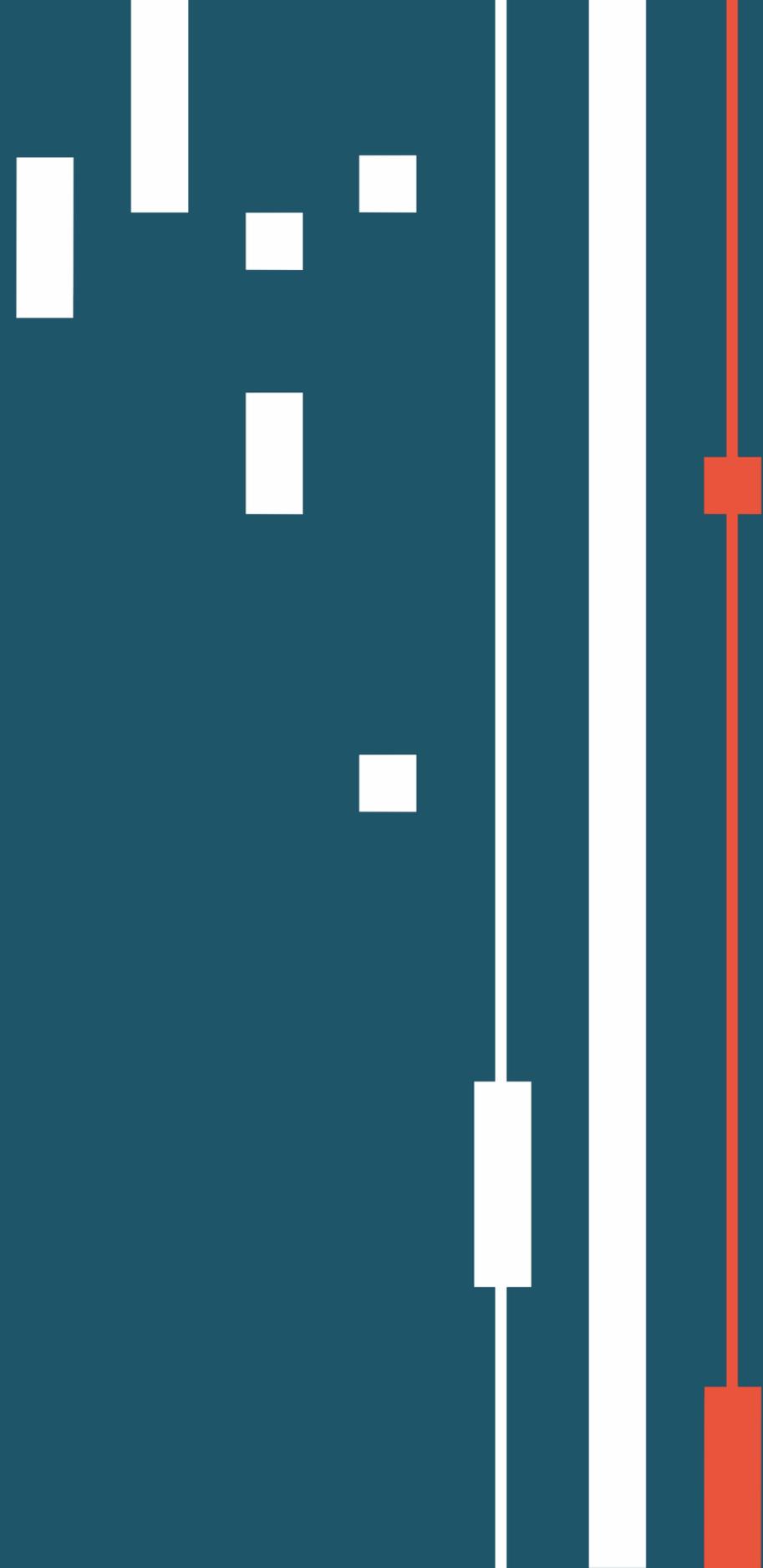


01



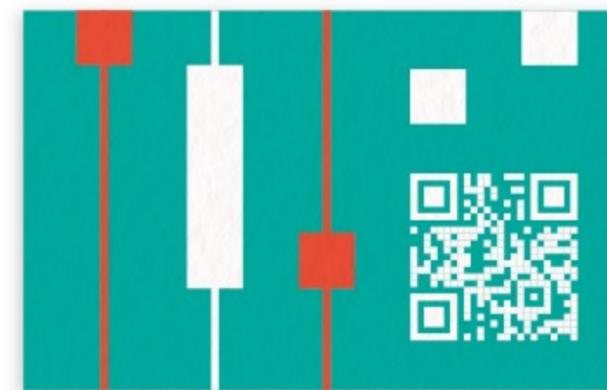
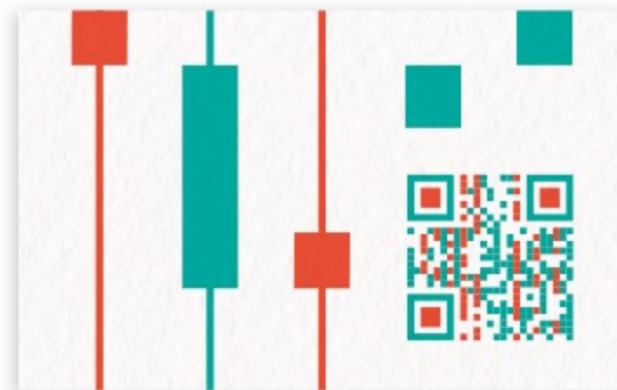
02

CARRIERS



LETIT

Business cards



LETIT

Leaflet business card

Size: 275×170 mm

Title

Font: Ristretto Pro Bold

Font size (pt): 90 50 30

Line spacing: 80 50 30

Main text

Font: TT Norms

Bold, Regular

Font size (pt): 12 09

Line spacing: 15 12



LETIT

Flyer

Size: 210×100 mm

Title

Font: Ristretto Pro Bold

Font size (pt): 90 50 30

Line spacing: 80 50 30

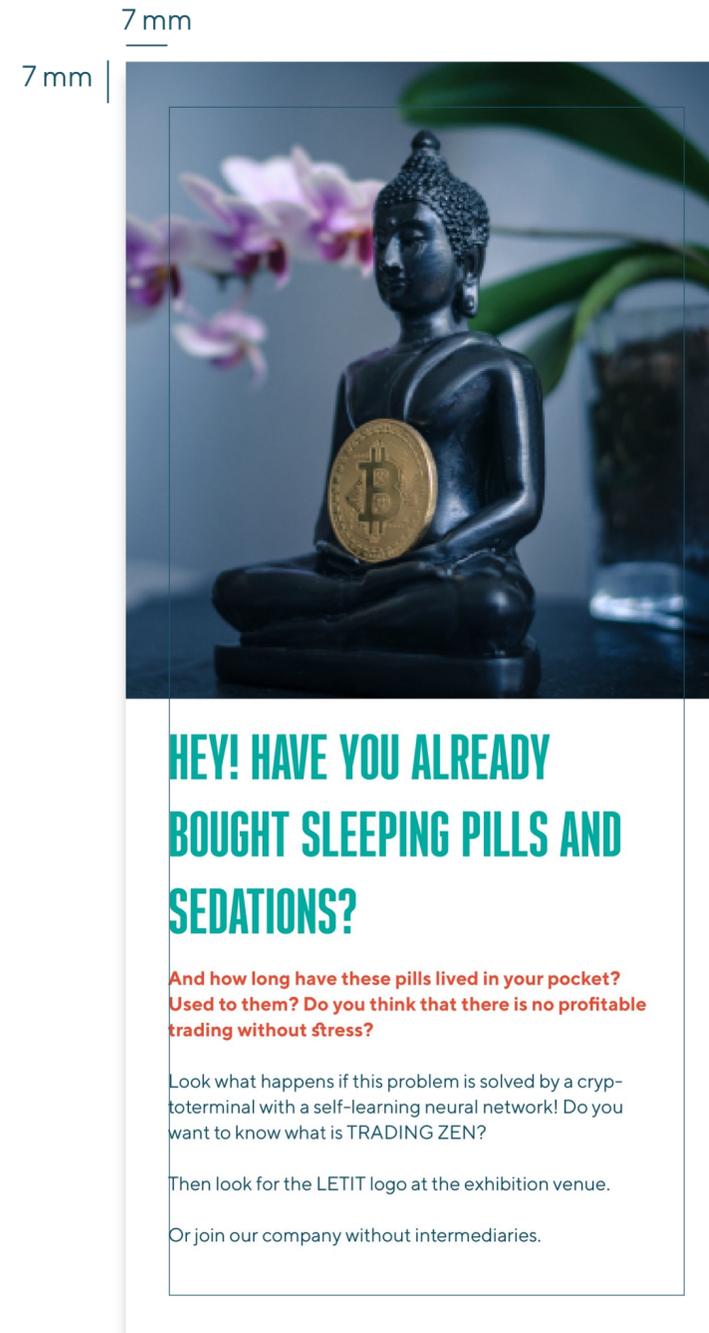
Main text

Font: TT Norms

Bold, Regular

Font size (pt): 12 09

Line spacing: 15 12



LETIT

Leaflet

7 mm
7 mm



Size: A4

Title

Font: Ristretto Pro Bold

Font size (pt): 90 50 30

Line spacing: 80 50 30

Main text

Font: TT Norms

Bold, Regular

Font size (pt): 12 09

Line spacing: 15 12

Size: 210×148,5 mm

Title

Font: Ristretto Pro Bold

Font size (pt): 90 50 30

Line spacing: 80 50 30

Main text

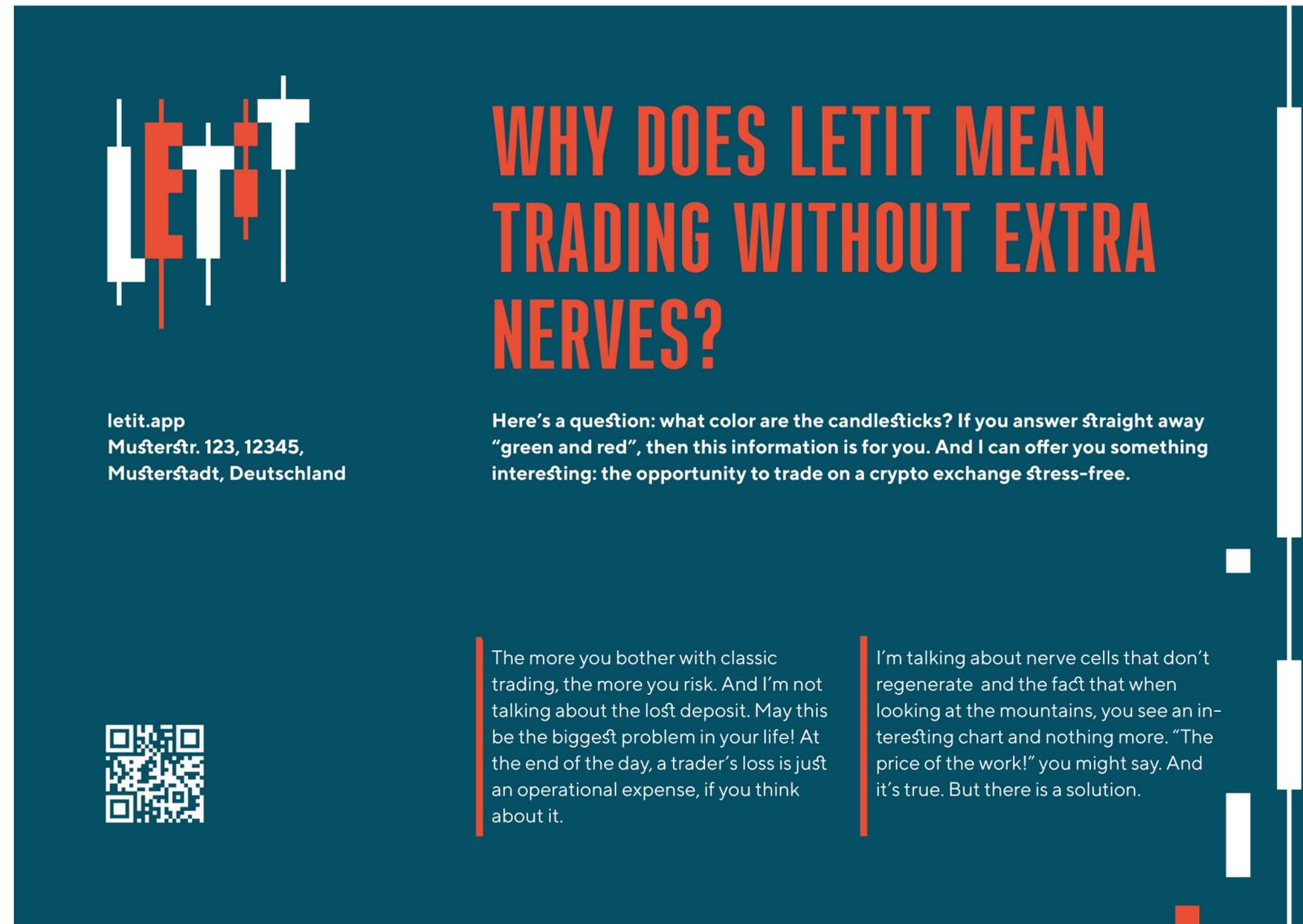
Font: TT Norms

Bold, Regular

Font size (pt): 12 09

Line spacing: 15 12

The grid contains 3 columns. Margins are 15 mm on each side with 5 mm in the middle.





letit.app
hello@letit.com
+00 (11) 222 33 44
+00 (11) 222 33 44
Musterstr. 123,
12345, Musterstadt,
Deutschland

Contract

The cryptocurrency is a sort of digital currency, which takes into account the internal units of account that are provided through a decentralized payment system (there is no internal or external administrator or any analogue thereof), operating in a fully automatic mode. By itself, the cryptocurrency does not have any special material or electronic form, since it is simply a number indicating the amount of these units of account, which is recorded in the corresponding position of the information package of the data transfer protocol and often is not even encrypted, like all other information about transactions between system addresses.

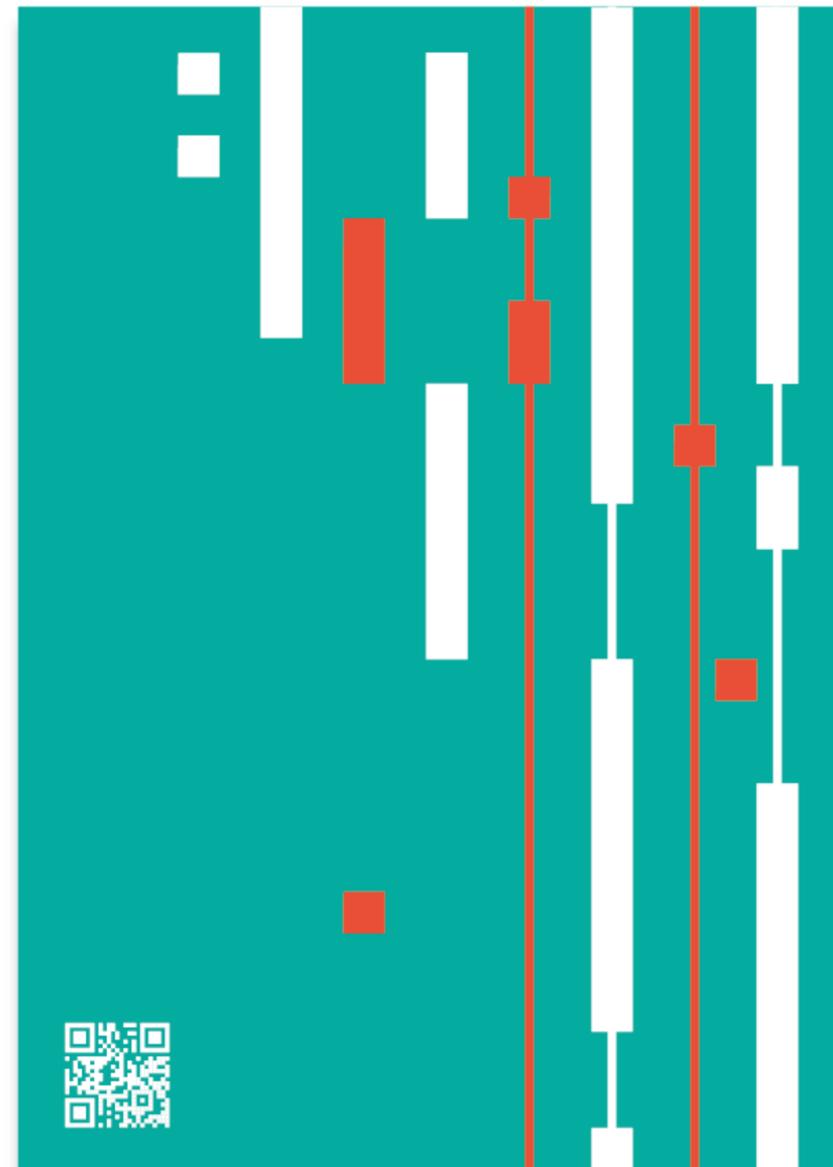
The term cryptocurrency was coined following the publication of an article on the Bitcoin system "Crypto currency", published in 2011 in Forbes magazine. At the same time, the creator of bitcoin, and many other authors, used the term "electronic cash".

Cryptographic methods are involved in the mechanisms of address generation and verification of authorization for operations with them (digital signature based on a public key system, the order is available only to the owner of the secret key corresponding to this address), as well as the formation of a transaction package and its relationship with other packages (sequential hashing makes it impossible to change information about the amount of cryptocurrency). At the same time, the system does not have any information about the owners of the addresses or about the fact that the address was created (addresses can be generated on the network completely autonomously, without connecting to the network and not reporting anything to the network later), that is, there is no way to make sure that the recipient's address really exists, or that the access key to it is not lost. The lack of information about the owner is the basis (but not limited to this) of the anonymity of the transactions participants. In terms of economic conditions and consequences, cryptocurrency payments are more similar to cash payments than other cashless payment options, however cryptocurrencies are developed primarily for remote purchases (for example, via the Internet).

Sincerely yours,
Alexey Alexeev,
Executive Director.



12.12.2022



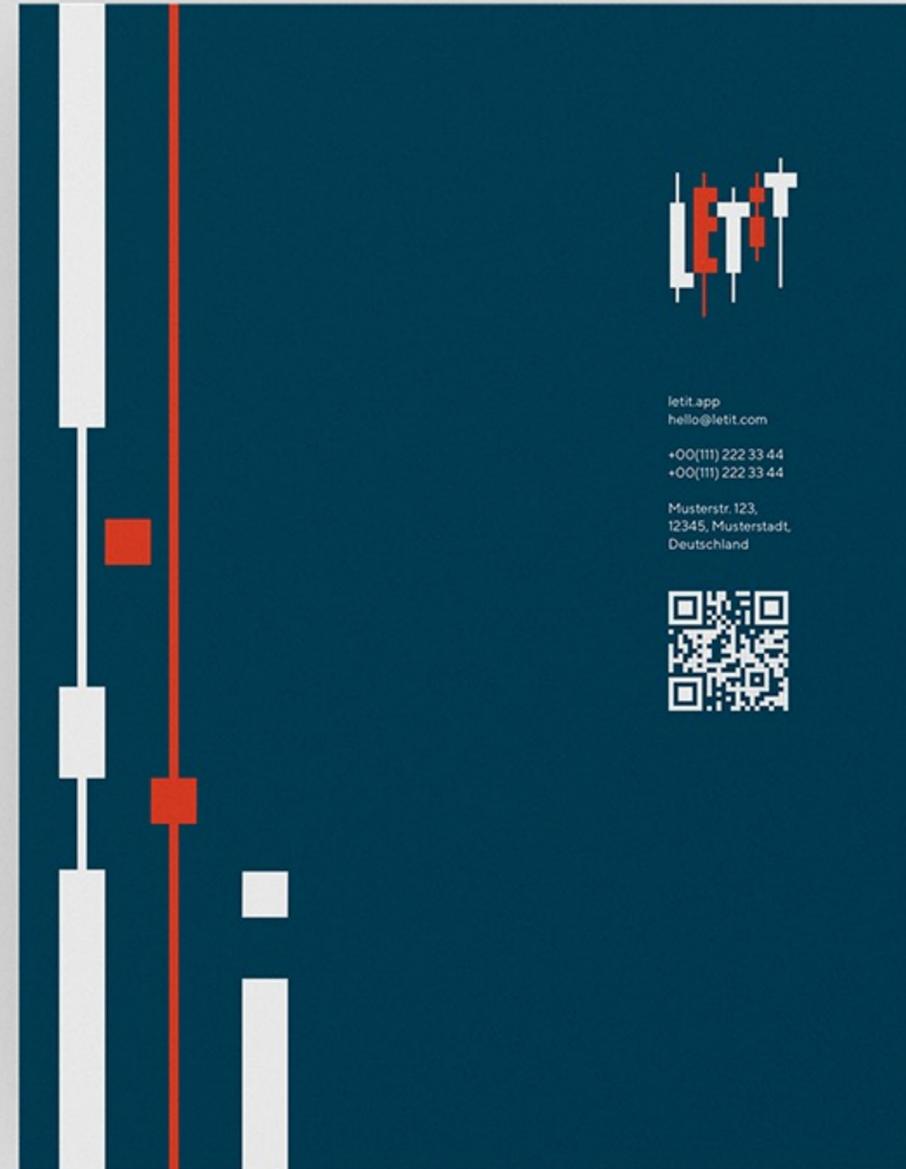
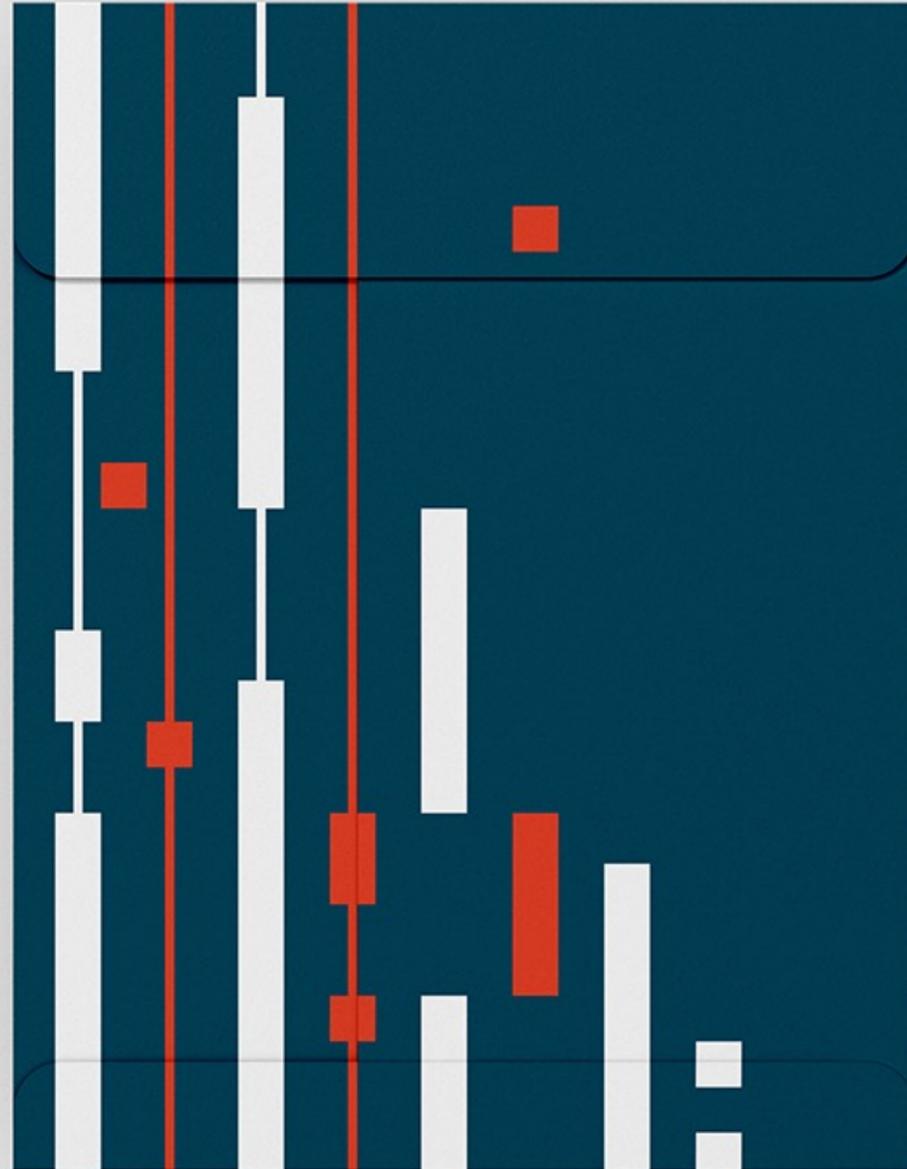
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Envelope (E65)



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Envelope (C4/C5)



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Day planner



Front cover

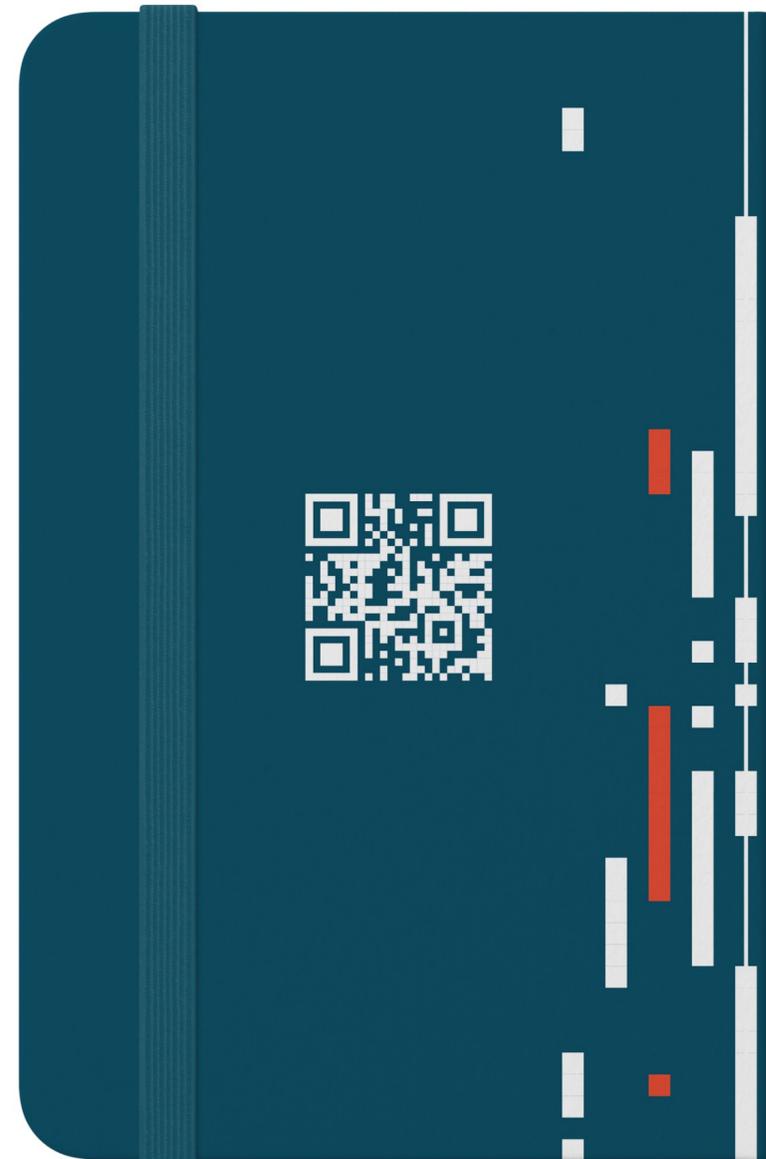
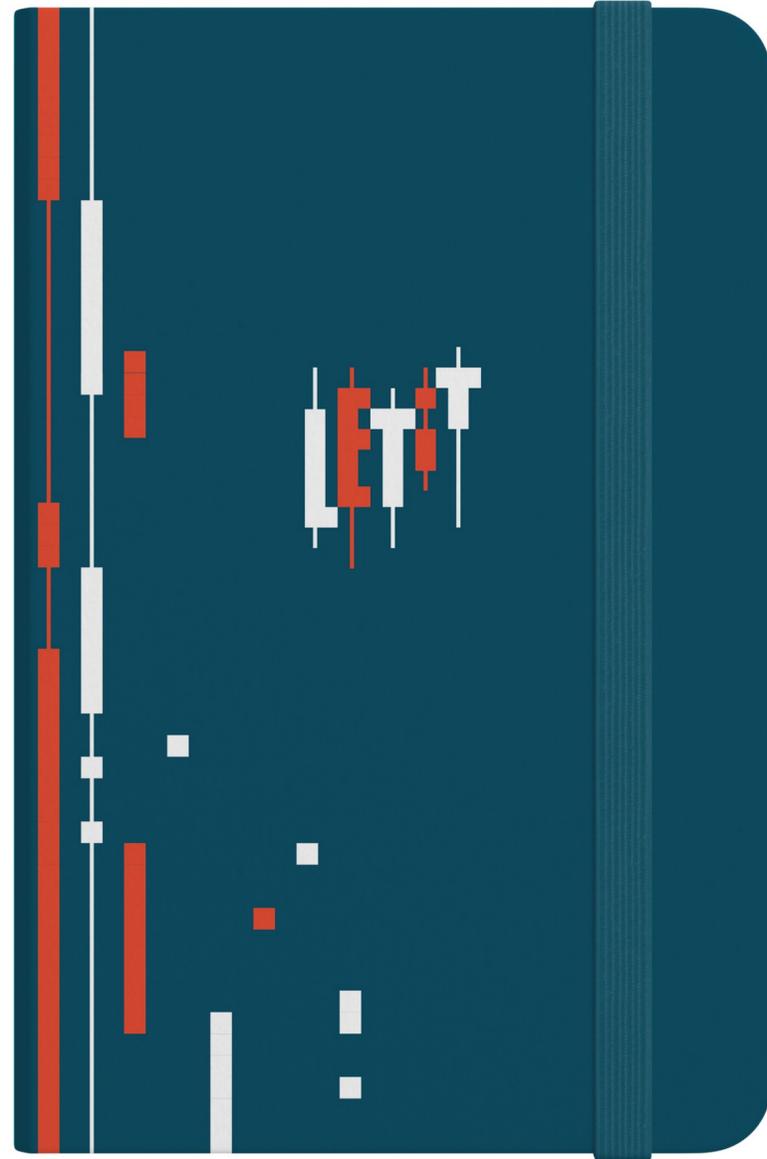


Back cover

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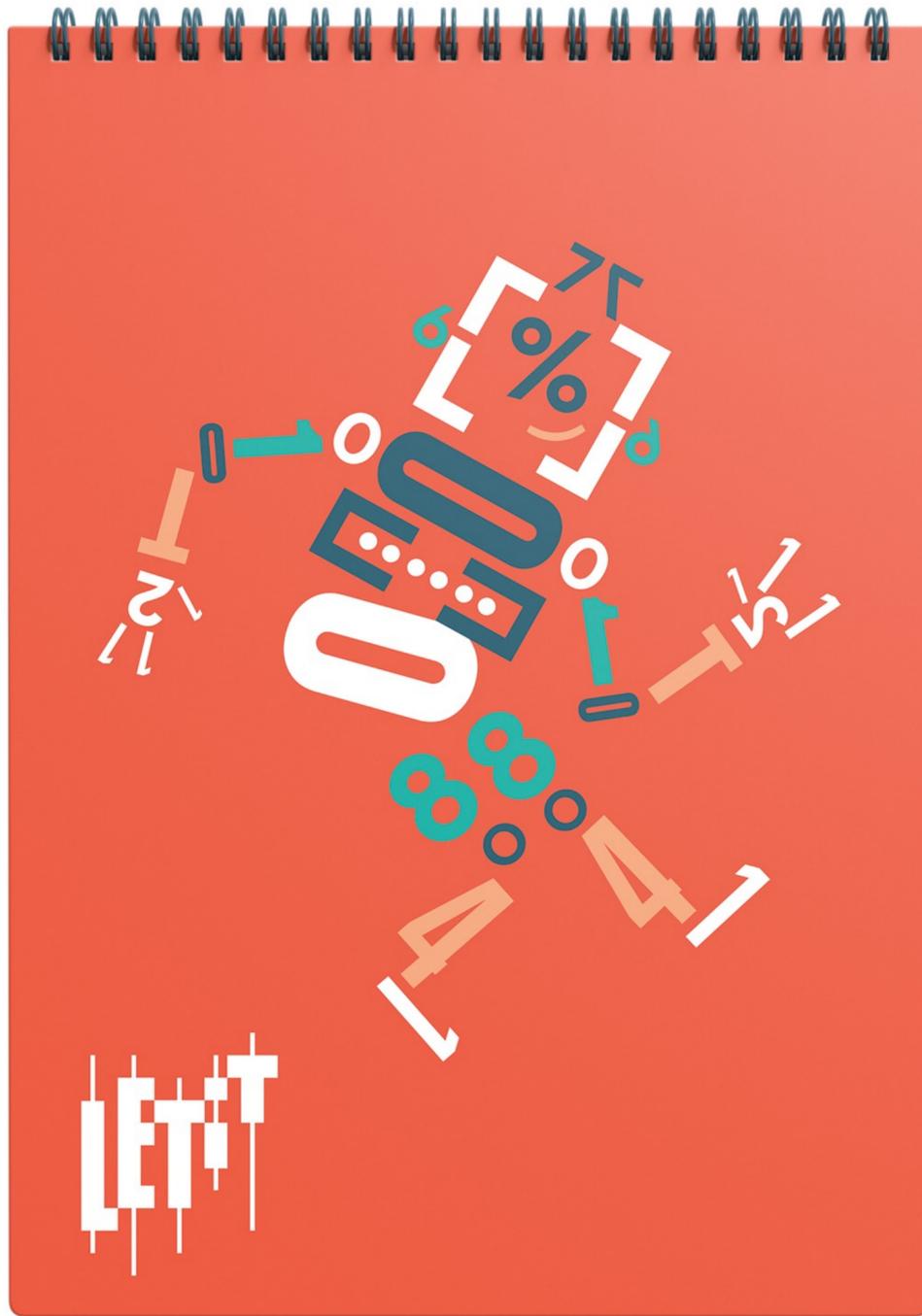
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Day planner

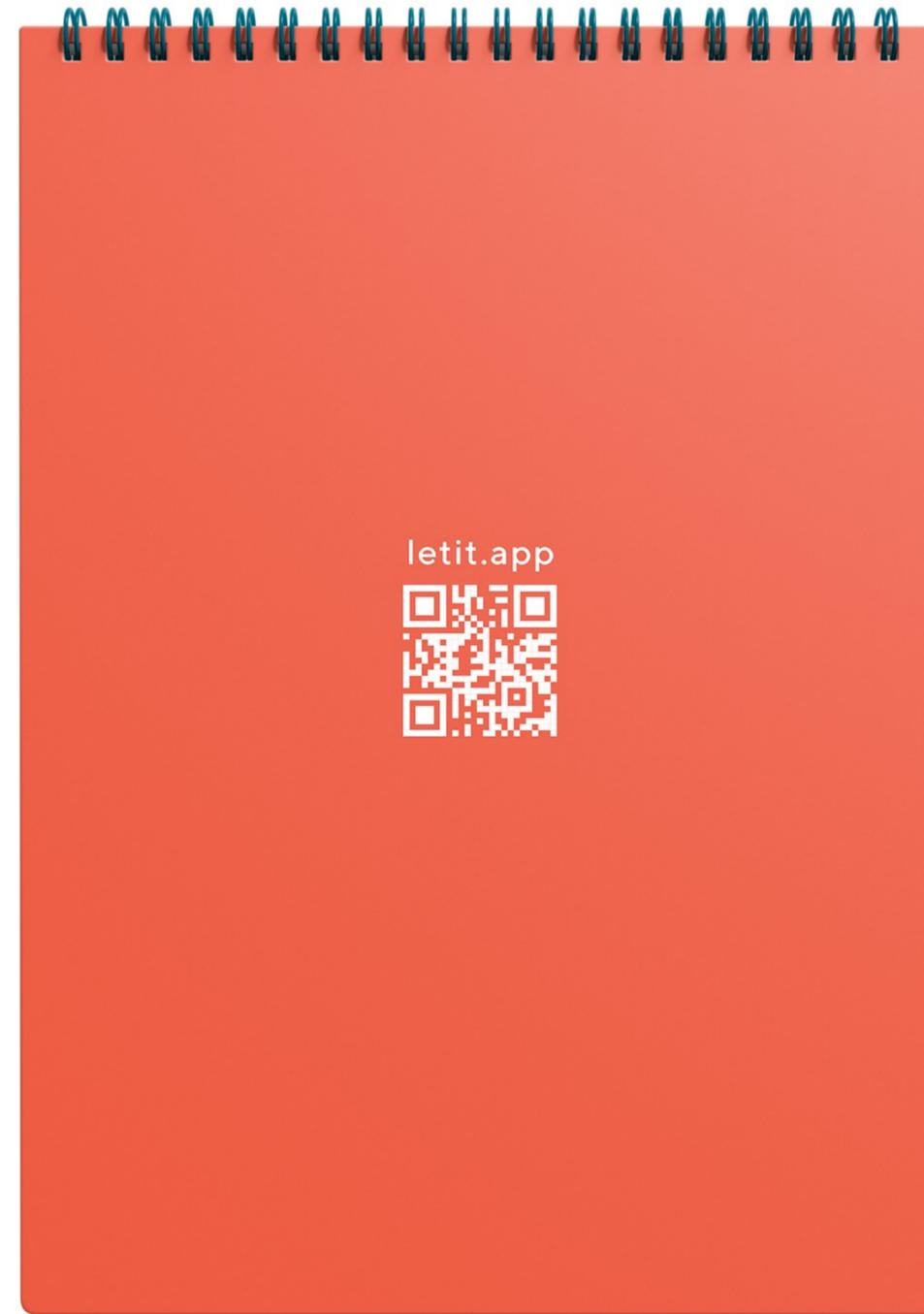


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Notebook



Front cover

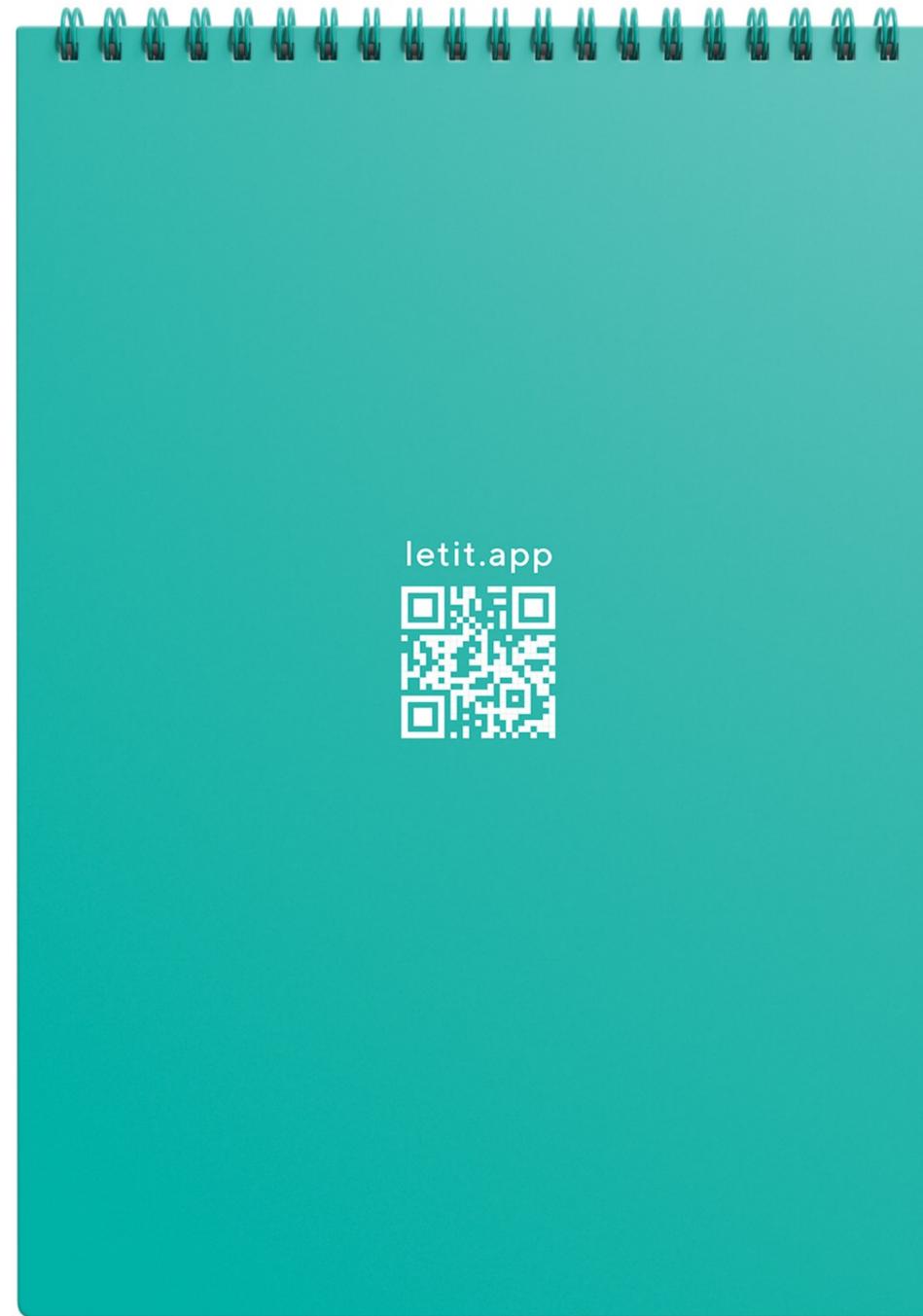


Back cover

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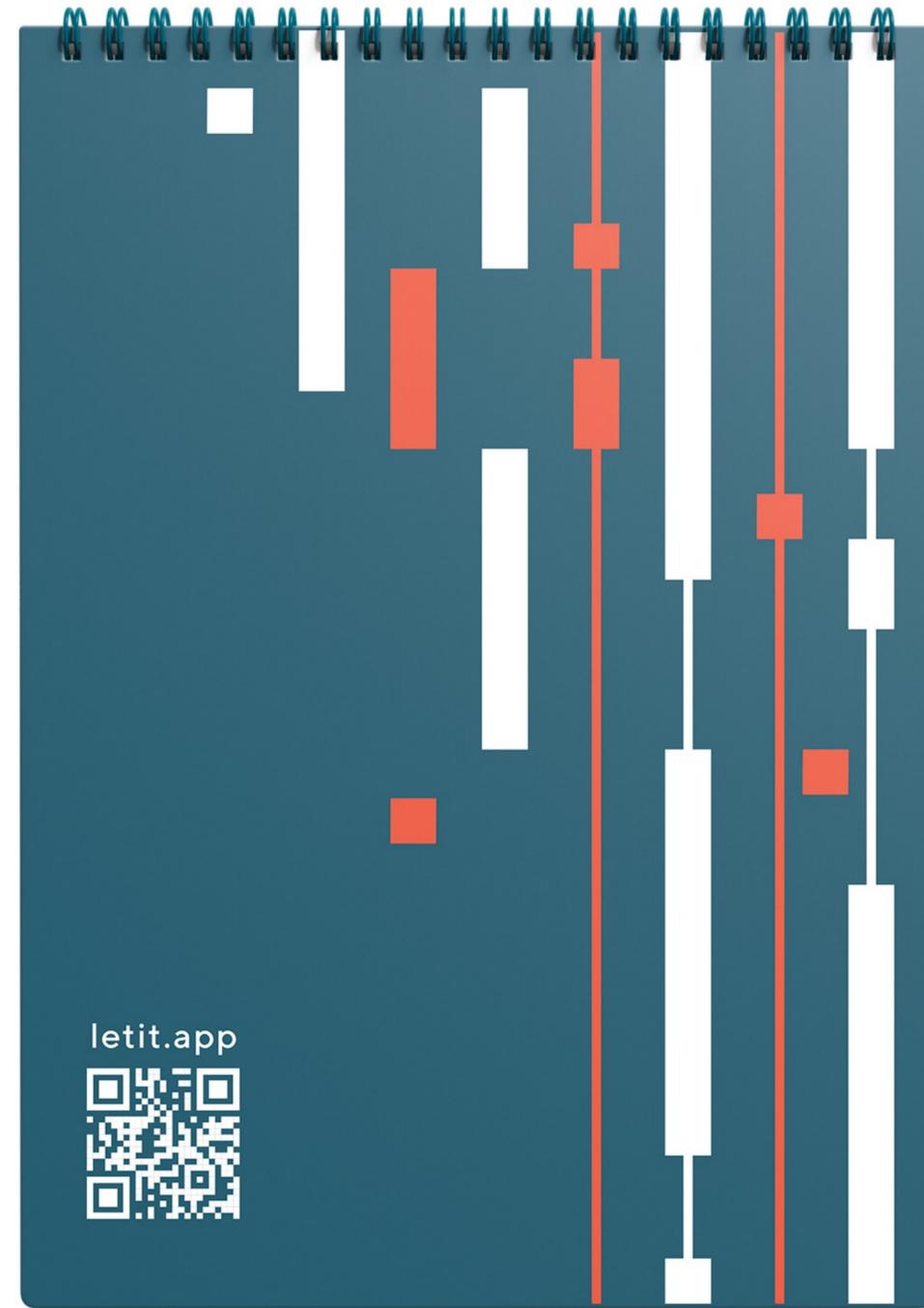
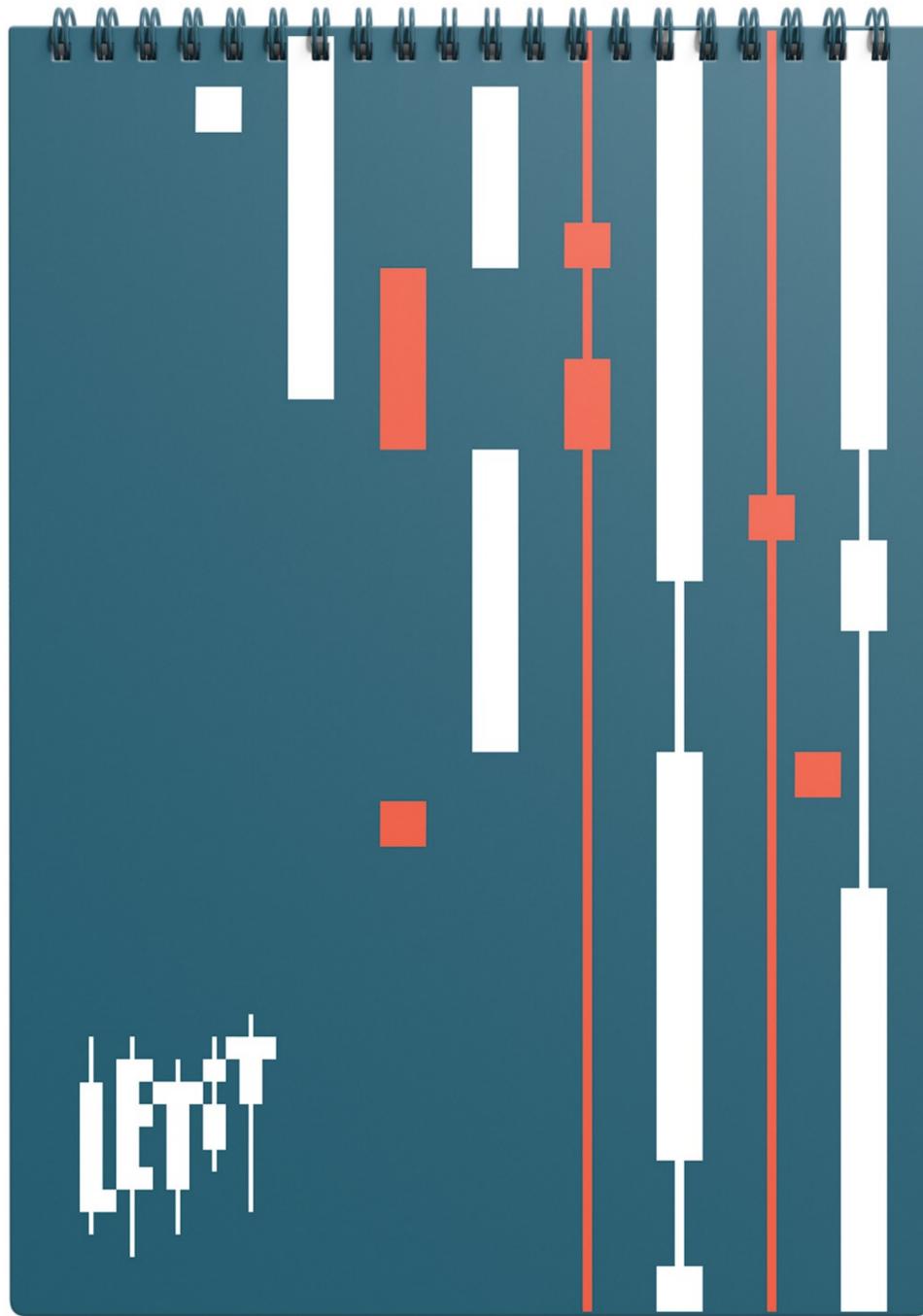
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Notebook



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Notebook



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Folder



_documents_assets_folder

LETIT

Poster

Size:A2

Title

Font: Ristretto Pro Bold

Font size (pt): 250 200 135

Line spacing: 260 210 145

Main text

Font: TT Norms

Bold, Regular

Font size (pt): 80 35

Line spacing: 90 45

The grid contains 3 columns. Margins are 45 mm on each side with 10 mm in the middle.

The image can be offset or adjacent to 2 sides of the layout. It should be placed on $\frac{1}{2}$ or $\frac{1}{3}$ of the surface depending on the text length.



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Poster



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Poster



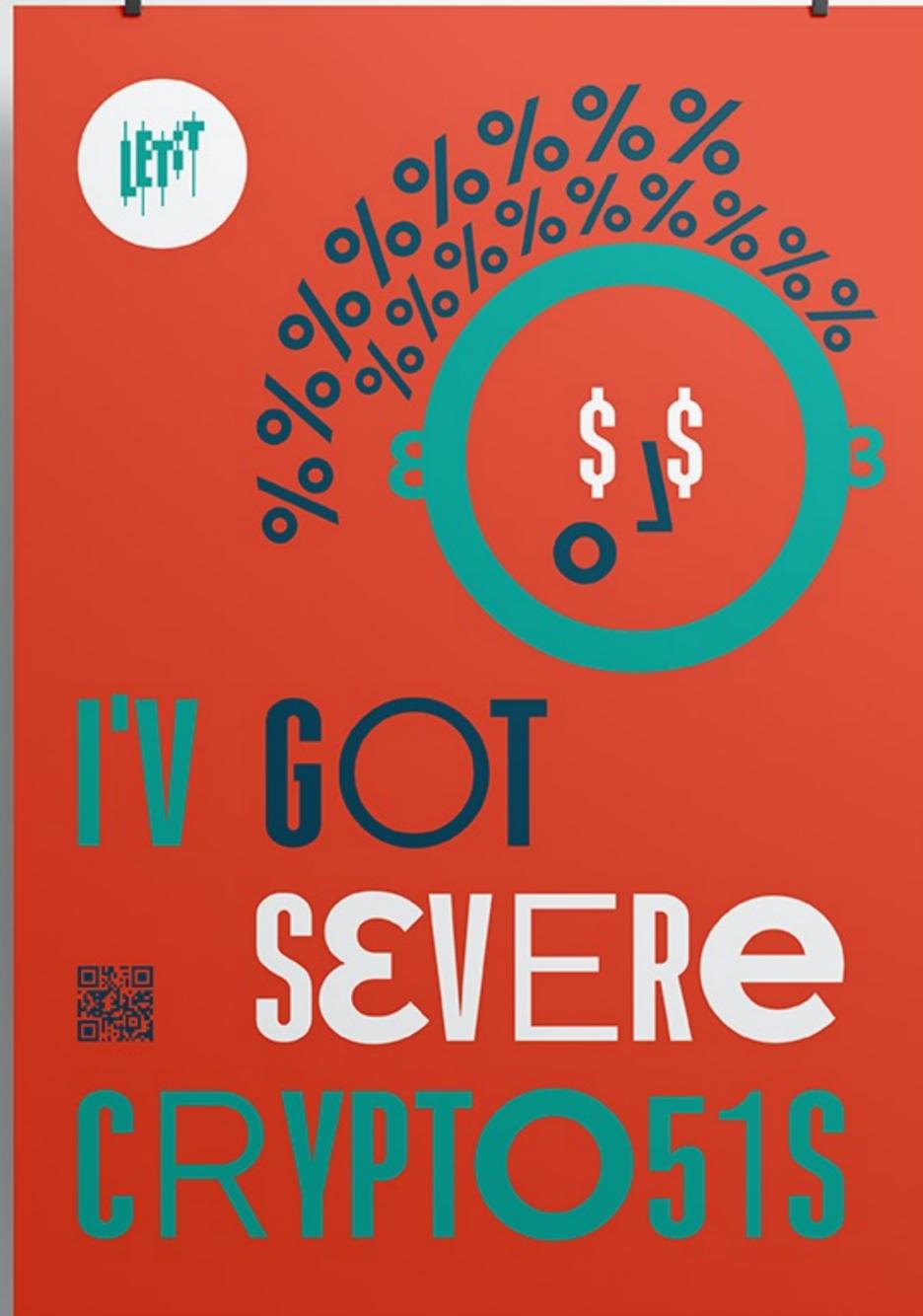
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Poster



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Poster



Size:1920x1080px

Title

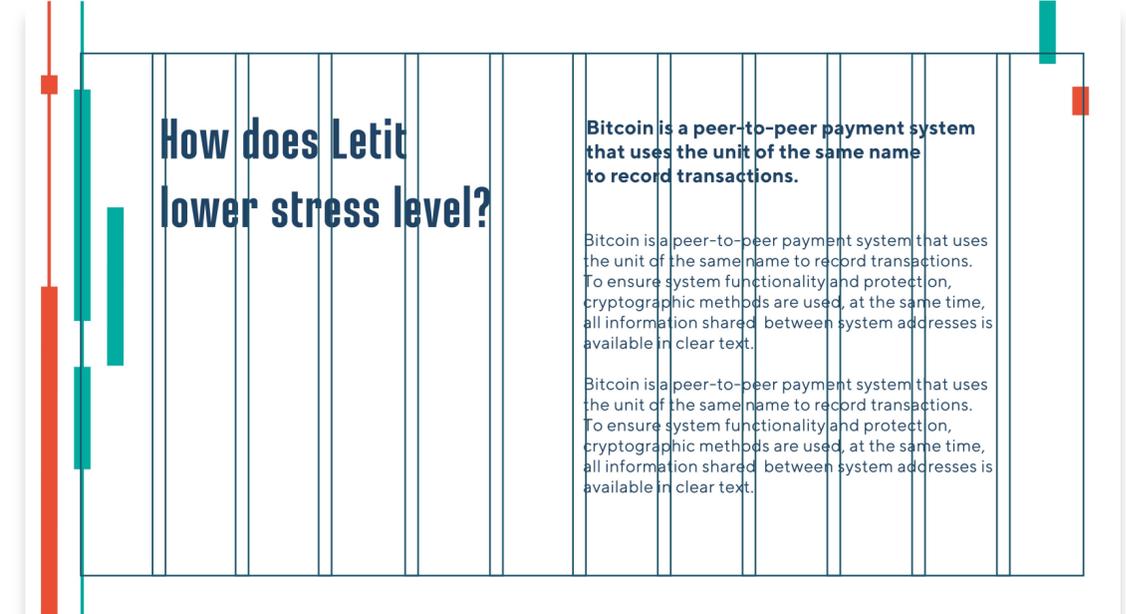
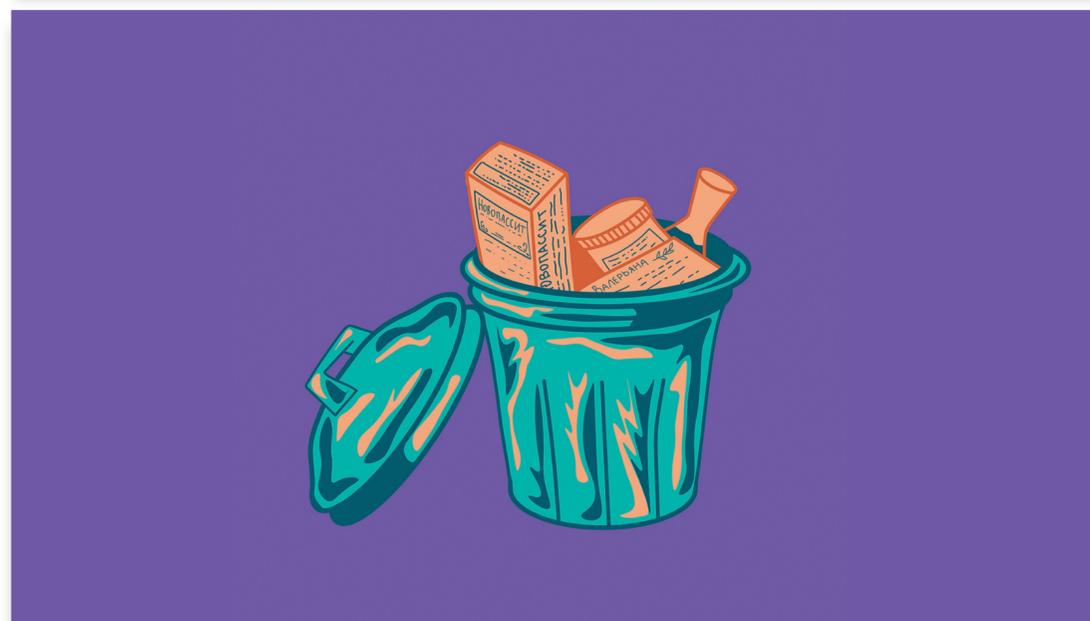
Font: Ristretto Pro Bold
Font size (pt): 185 100 65
Line spacing: 195 110 75

Main text

Font: TT Norms
Bold, Regular
Font size (pt): 35 30 25
Line spacing: 45 40 30

Grid = 12 columns
Margins are 80pix on each side
with 24pix in the middle.

The image can be offset or
adjacent to 2 sides of the layout. It
should be placed on 1/2 or 1/3 of the
surface depending on the text
length.



How does Letit lower stress level?

Bitcoin is a peer-to-peer payment system that uses the unit of the same name to record transactions. To ensure system functionality and protection, cryptographic methods are used, at the same time, all information shared between system addresses is available in clear text.

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How does Letit lower stress level?

Bitcoin is a peer-to-peer payment system that uses the unit of the same name to record transactions. To ensure system

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How does Letit lower stress level?

Bitcoin is a peer-to-peer payment system that uses the unit of the same name to record transactions. To ensure system

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May the reliable provider and common sense be with us!



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Email

New Message — ↗ ✕

To Cc Bcc

Subject

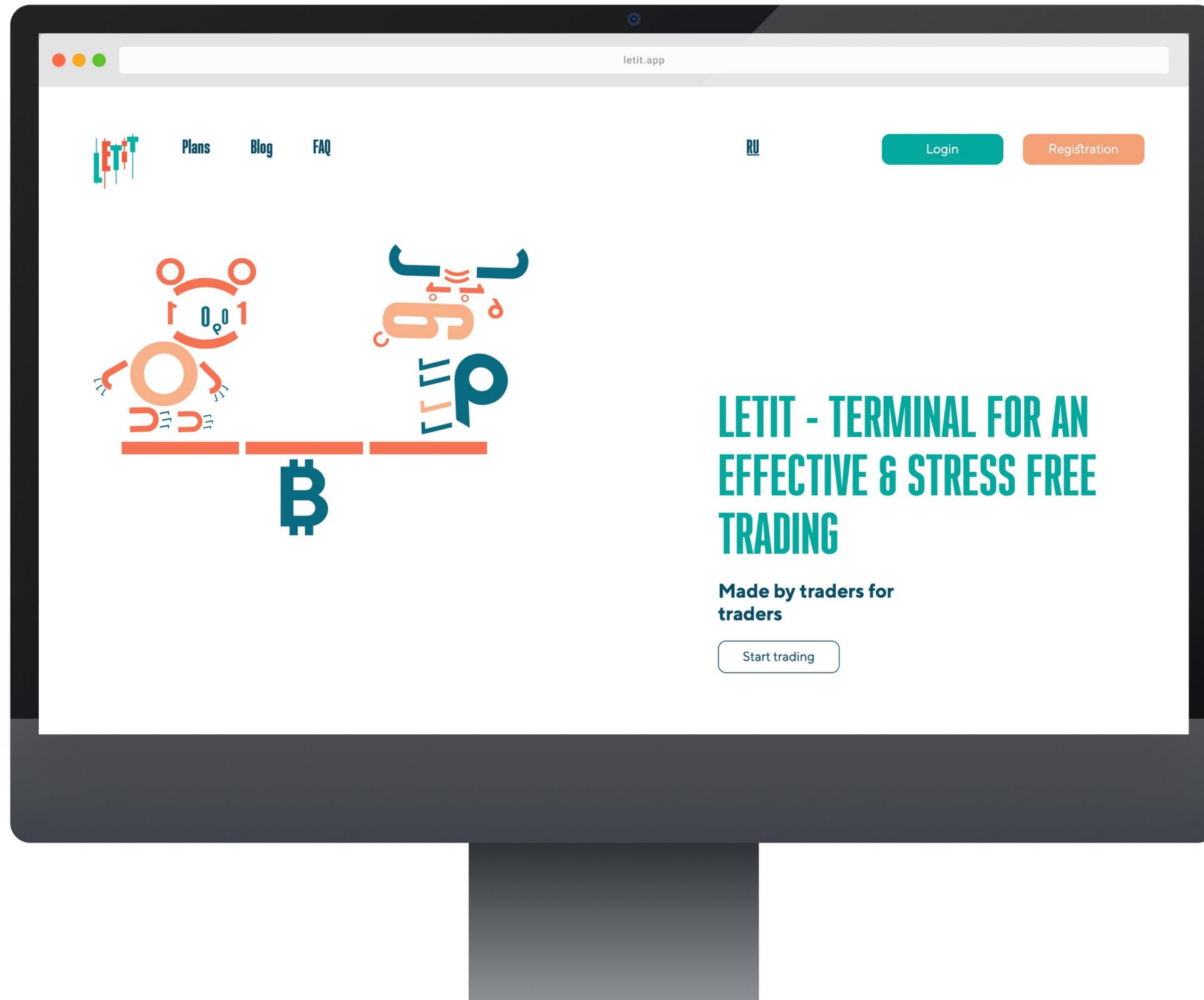
**RUSTAM BURKEEV**
CEO
+7 (499) 111-11-11
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Send ▾ A 📎 🔗 😊 📷 🕒 ✍️ ⋮ 🗑️

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Desktop site



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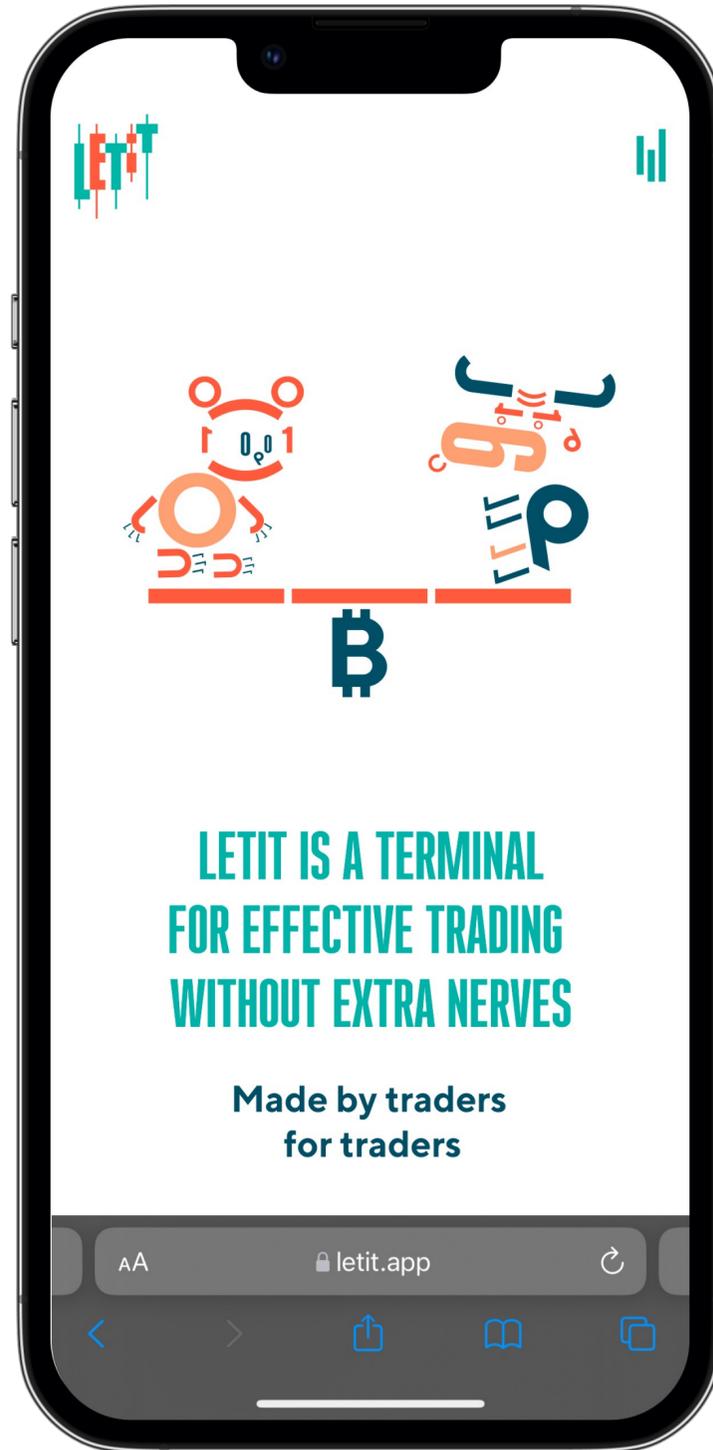
Ipad site



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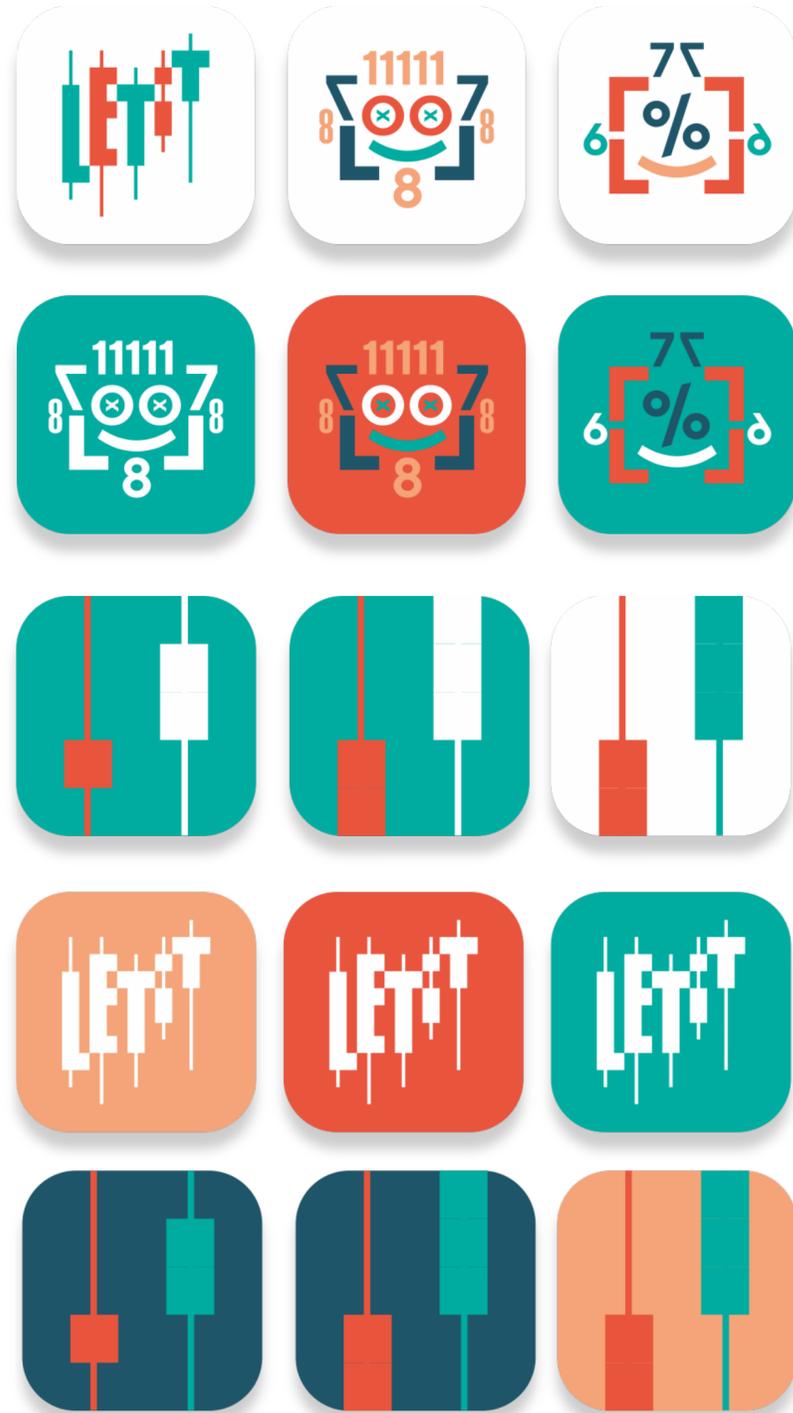
Phone site



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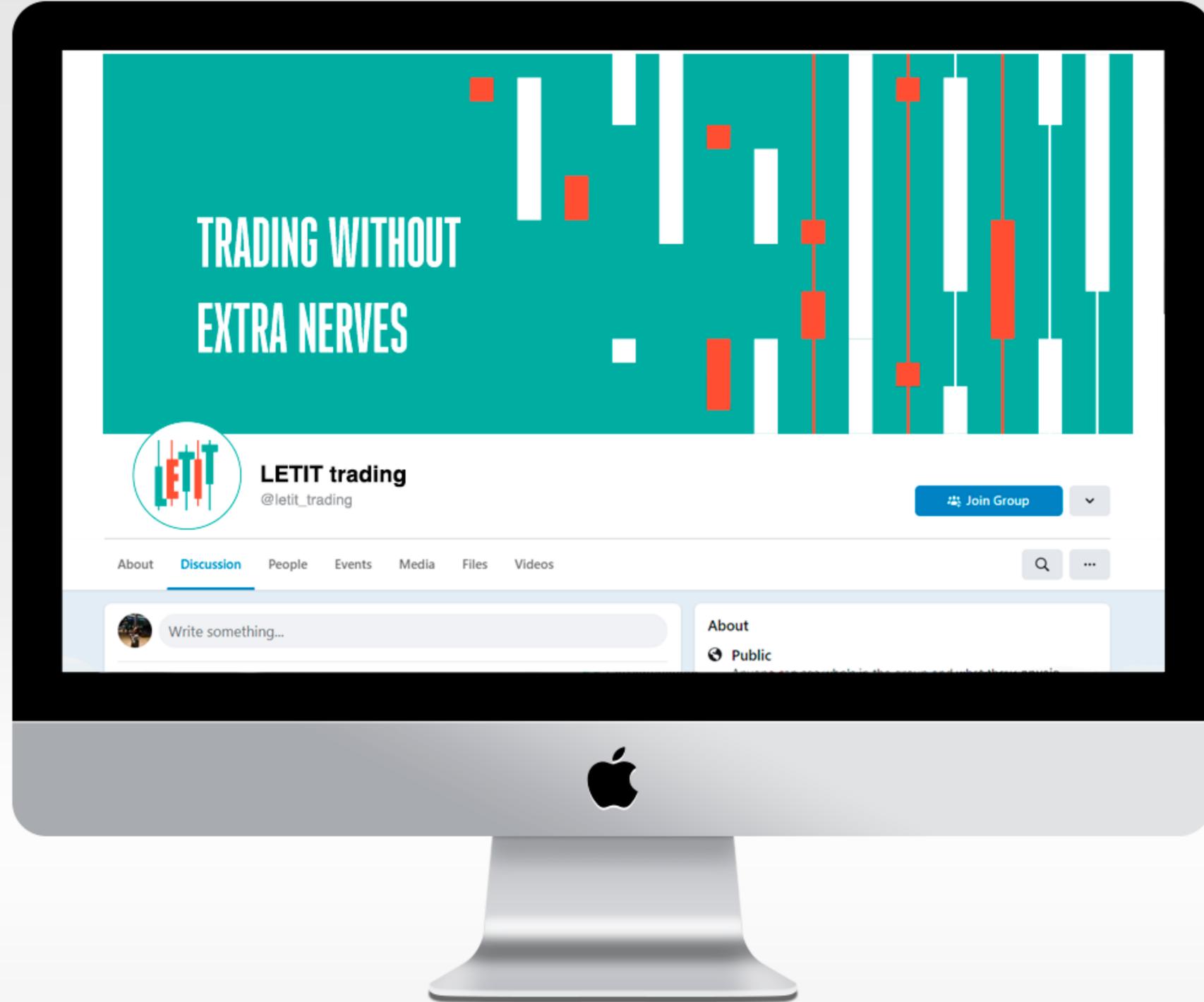
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Icons for smartphones



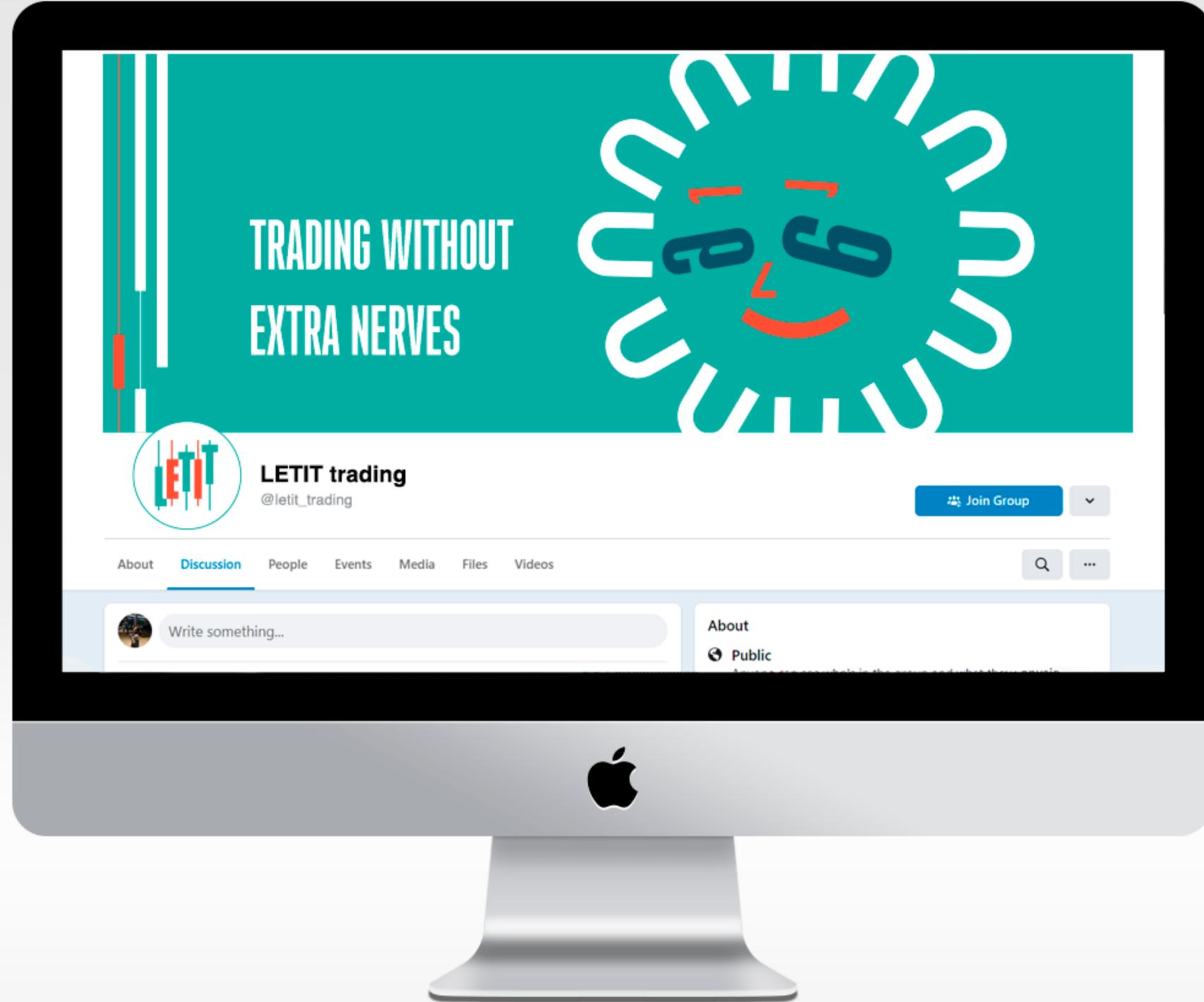
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FB



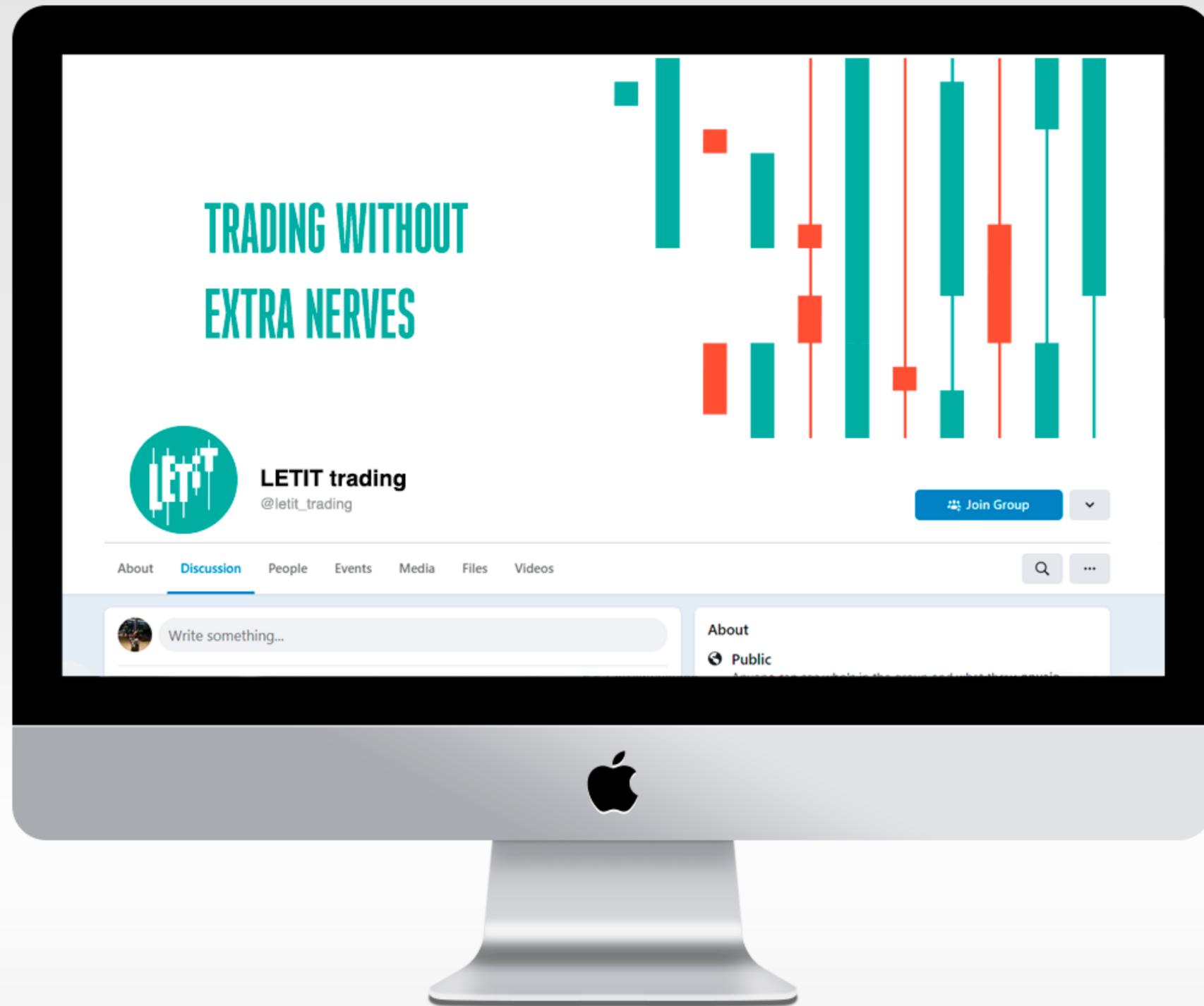
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FB



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FB



How we communicate in social networks:

Reddit

What to do if there is little experience, but you want to trade? Need a guide and teacher! A team of lazy traders made a smart assistant for colleagues. Developed a risk-free trading mechanism!

Twitter

? Let me ask you just one question: what color are the candles?

If you immediately answer “green and red”, then you are here - [*link*](#)

LETIT

Communication strategy

How we communicate in social networks:

Facebook

? Let me ask you a single question: what color are the candlesticks? ?

If you answer straight away "green and red", then this page is for you.

And if you hear "caught another loss" and sigh with compassion, then I can offer you something interesting: the opportunity to relax and trade without stress.

The more you bother with classic trading, the more you risk. And I'm not talking about the lost deposit. May this be the biggest problem in your life! At the end of the day, a trader's loss is just an operational expense, if you think about it.

I'm talking about worn out nerves and the fact that when looking at the mountains, you see an interesting chart and nothing more. "The price of the work!" you might say. And it's true.

But this doesn't mean that you have to run for a discount card to the nearest pharmacy, because you buy large amounts of sedatives there.

🤖 I am Letit and I was created by lazy traders. These guys decided that buying from pharmacists is more expensive than trading cryptocurrencies without nerves.



LETIT

Communication strategy

How we communicate in social networks:

Telegram

🤖 I am Letit and I was created by lazy traders. These guys decided that buying from pharmacists is more expensive than trading cryptocurrencies without nerves.

🤖 I am your intellectual trading assistant who never panics because I have nothing to fear. I just don't have this feature in me.

What can I do? Lots of things:

- ◆ connect to exchanges via API
- ◆ recognize candlestick patterns
- ◆ suggest possible price direction
- ◆ calculate risks before opening an order
- ◆ create orders in one click
- ◆ record the history of your transactions

You can learn more about my talents here on **this website**

By the way, you can take a trading learning video course, read trader stories, find recommendations on the books and movies you need.. 📈📖🎬📊

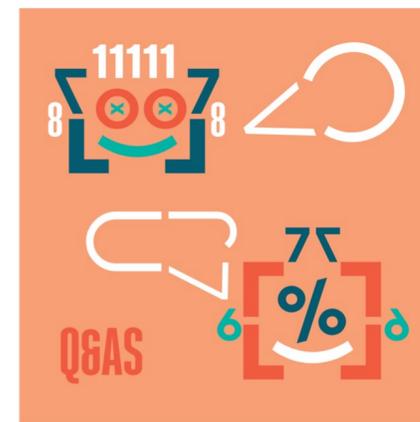
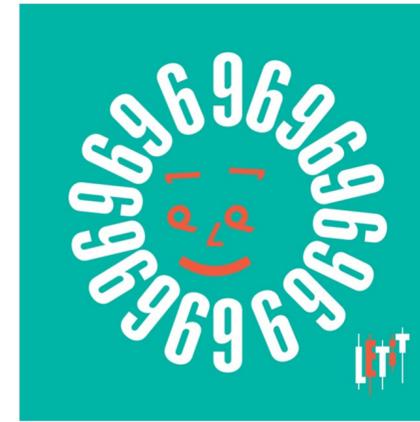
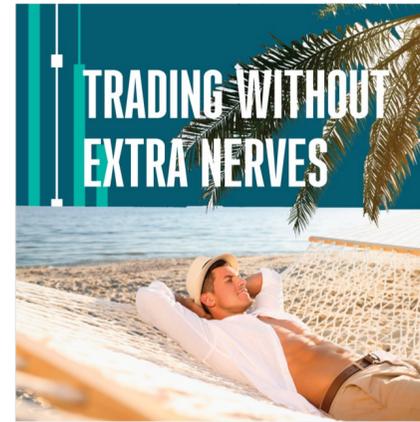
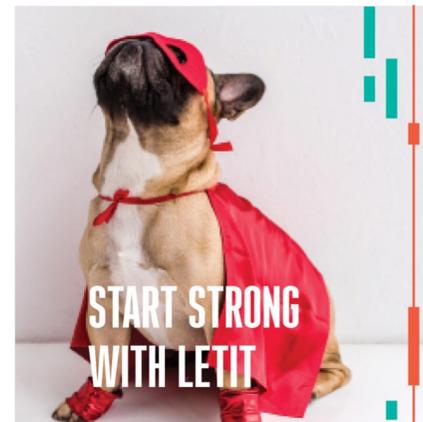
But if you're too lazy to read, then subscribe to this account to receive short and brief memos about everything that I already know and what I'm still learning without any unnecessary stuff.

Your friend Letit 🤖❤️



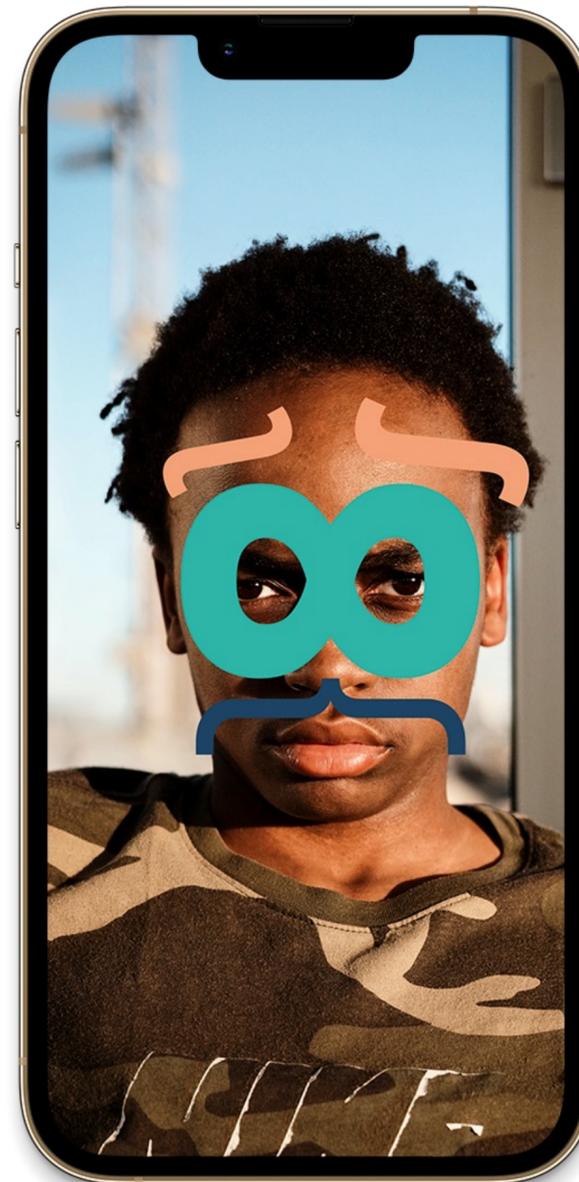
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Instagram layout



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AR-mask



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Shopping bag



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Shopping bag



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Shopping bag



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Shirt



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Shirt



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Shirt



LETIT

Hoodie/sweatshirt



LETIT

Pins



LETIT

Cap



LETIT

Face mask



LETIT

Face mask



LETIT

Face mask



LETIT

Oculus



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Oculus



LETIT

Mug



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Mug



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Pens



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Badge



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Exhibition stand

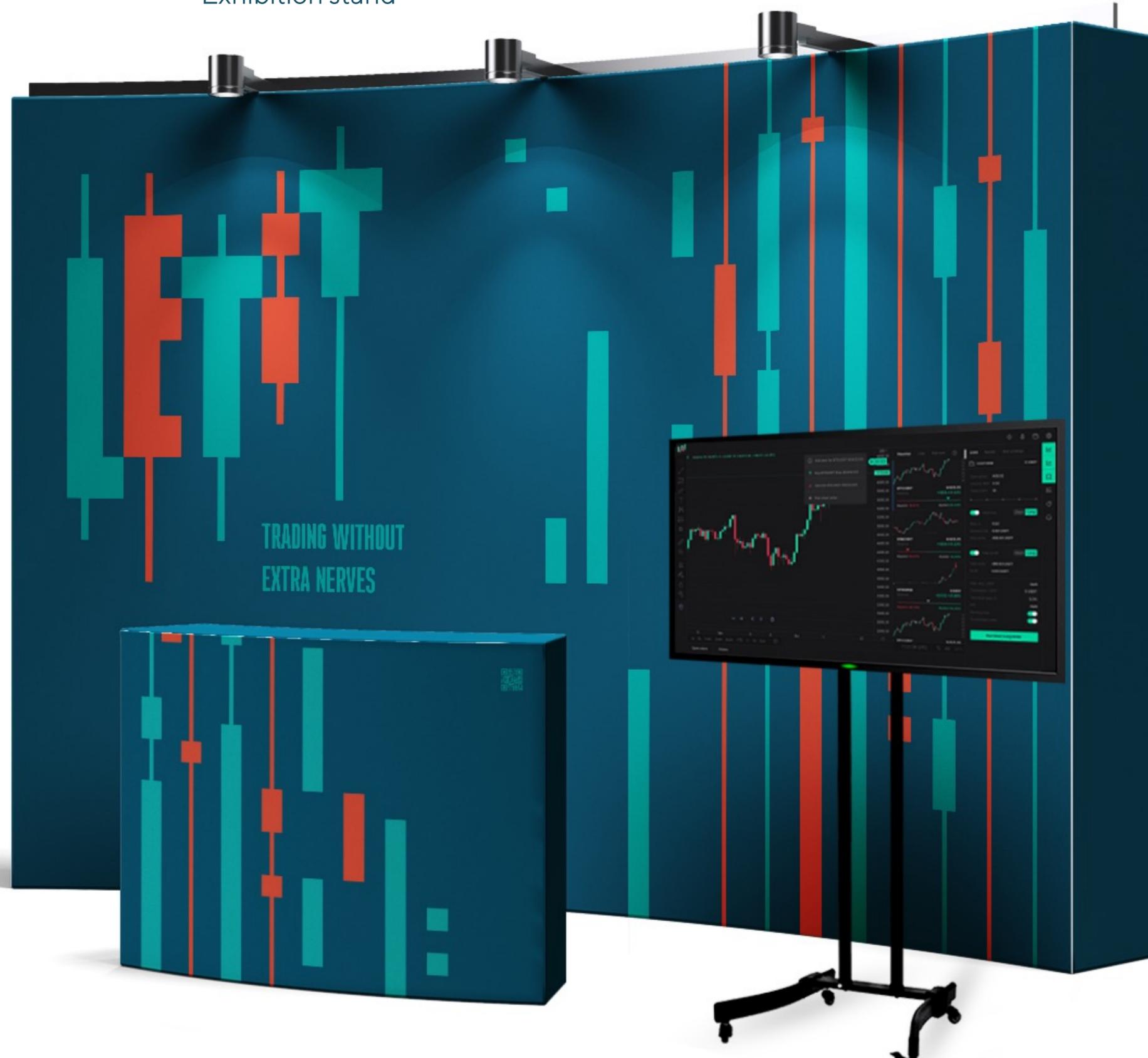


The stand is designed individually for each event.

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Exhibition stand



The stand is designed individually for each event.

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Exhibition stand



The stand is designed individually for each event.

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