



Brand Guidelines

Mission Statement
Brand Logo
Brand Colours
Typography
Mobile App

Mission Statement



Our mission is to increase the daily number of Dogecoin transactions by building a community for Dogecoin enthusiasts to explore the Dogecoin universe and connect/meet with friends.

Brand Logo

Concept **Storytelling**



Wallet

+



Doge Paw

+

MyDoge

Company Name



Brand Colours

Merigold

—

C00 M39 Y98 K00
Hex #ffa818

Citrus

—

C00 M25 Y88 K00
Hex #ffc239

Charcoal

—

C69 M63 Y62 K57
Hex #343434

Typography

Version 1.0

Last Update: 01 / 2022

My Doge INC

www.mydoge.com

Rounded **Primary**



Comic Neue



Google Fonts

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 !"#\$%&/()=?

The quick brown fox jumps over the lazy dog

The quick brown fox jumps over the lazy dog

The quick brown fox jumps over the lazy dog

Rounded **Secondary**

Varela Round



Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 !"#\$%&/()=?

The quick brown fox jumps over the lazy dog
The quick brown fox jumps over the lazy dog
The quick brown fox jumps over the lazy

Sans Serif **Primary**

Poppins



Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 !"#\$%&/'()=?

The quick brown fox jumps over the lazy dog

The quick brown fox jumps over the lazy dog

The quick brown fox jumps over the lazy

Sans Serif **Secondary**

Lexend



Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 !"#\$%&/'()=?

The quick brown fox jumps over the lazy dog

The quick brown fox jumps over the lazy dog

The quick brown fox jumps over the lazy

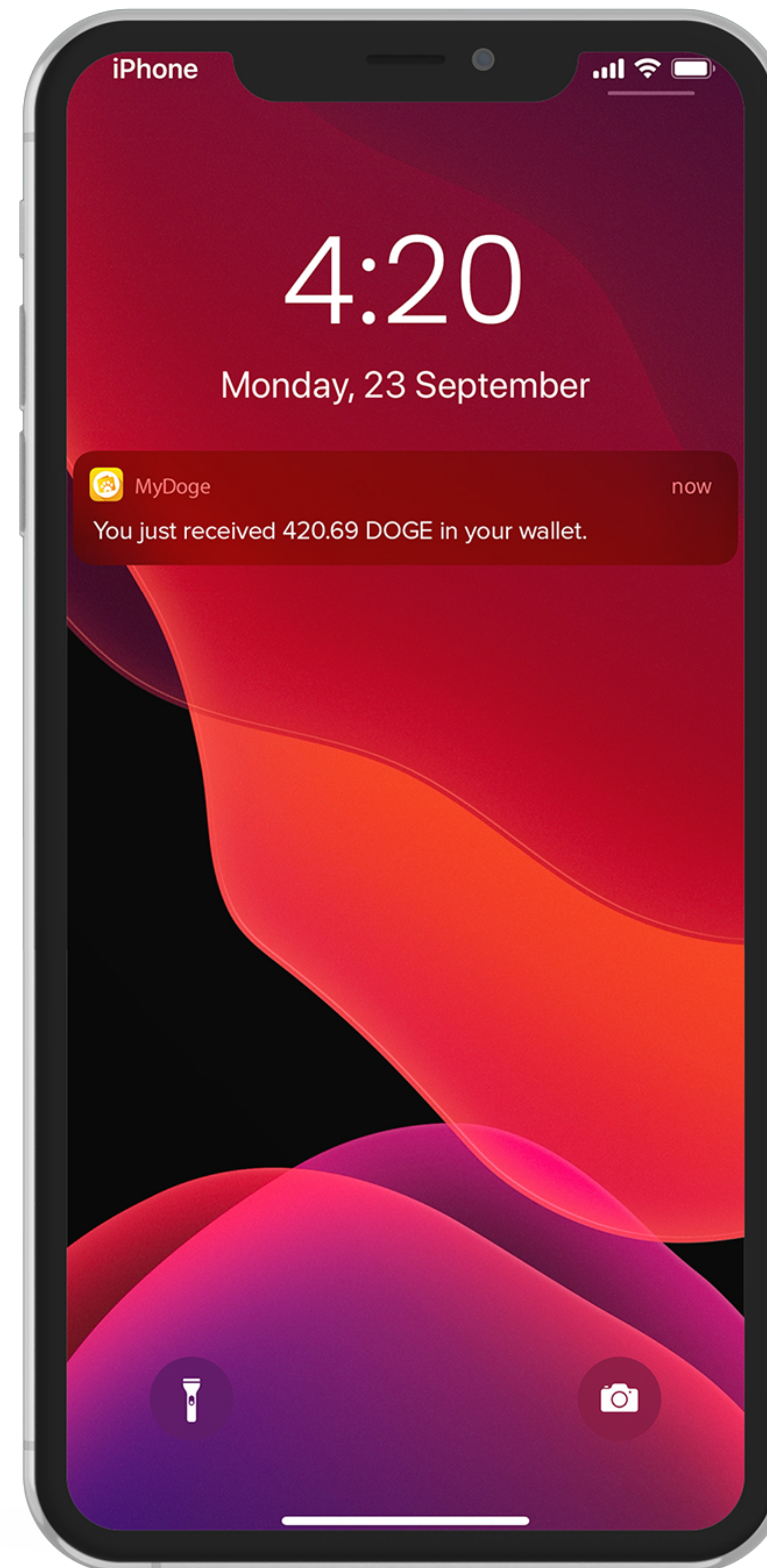
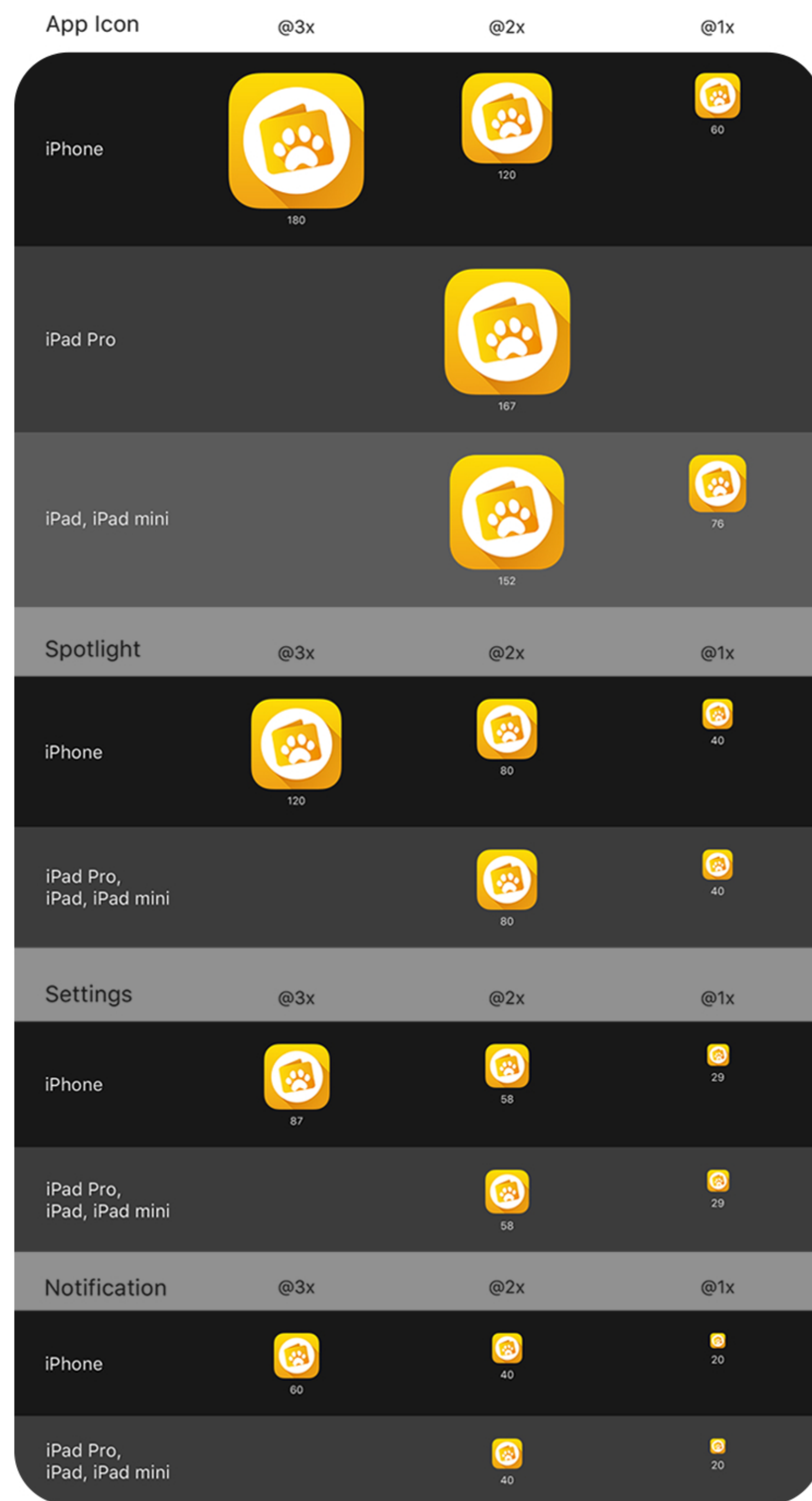
Version 1.0

Last Update: 01 / 2022

My Doge INC

Mobile App

www.mydoge.com



The social wallet for
the people's currency




non **custodial**


much **secure**


lowest **fee**


such **fun**

