



Dignity
Through
Identity™

Brand
Manual

BanQu

Pronunciation // **[bank•you]**

About // **The world's first and only non-cryptocurrency blockchain platform that helps lift people out of extreme poverty by connecting them to the global supply chains they participate in and the brands and organizations that power them.**

Spelling / Writing // **BanQu (always written with the B and Q uppercase)**

**Brand
Identity.**

Brand Messaging

Tagline // **Dignity Through Identity**

Action Statement // **Building economic identities through supply chain transparency with blockchain.**

Mission Statement // **BanQu aims to eradicate extreme poverty by connecting unbanked individuals to the global supply chains they participate in, and the brands and organizations that power them.**

Brand Identity

Brand Impact

Impact Statement // **By 2028, BanQu will help lift 100 million people out of extreme poverty by using blockchain technology to create and cultivate the economic identities necessary to connect unbanked individuals to the global economy.**

Condensed Impact Statement // **Over the next 10 years, BanQu will help over 100 million people build the economic identities necessary to lift themselves out of extreme poverty.**

Brand Identity

Brand Positioning

Positioning Statement // **BanQu is the world's first and only non-cryptocurrency blockchain platform. The BanQu platform helps eradicate extreme poverty by thriving at the intersection of people, purpose, and profit. It creates and cultivates economic identities for the unbanked, fosters supply chain transparency, and connects global brands and organizations to new markets.**

Brand Identity

Voice & Tone

Equality.
Transparency.
Empowerment.
Traceability.
Inclusion.

Brand Identity

Brand

Aesthetic.



Typeface

ProximaNova

abcdefghijklmnopqrstuvxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ

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Headings

Proxima Nova Bold

5 Points Larger Than Paragraph
Tracking (Letter Spacing) = 75

Paragraph/Body

Proxima Nova Light

5 Points Smaller Than Headings
Tracking (Letter Spacing) = 75

Proxima Nova (2005) bridges the gap between typefaces like Futura and Akzidenz Grotesk. The result is a hybrid that combines modern proportions with a geometric appearance.

- 8 weights with matching italics for all weights and widths
- Matching small caps for all weights and widths
- Lining and old style figures (proportional and tabular)

[DOWNLOAD FONT KIT](#)

The image features a dark gray background with several overlapping, semi-transparent gray shapes on the left side. These shapes include a large, light gray arc at the top, a darker gray shape below it, and a medium gray shape at the bottom. The word "Colors" is written in a bold, white, sans-serif font across the center of the image, partially overlapping the gray shapes.

Colors

PRIMARY COLOR

BanQu Blue

Pantone
2925 C **Hex (Web)**
009ee6

C 73 **R** 0
M 24 **G** 158
Y 0 **B** 230
K 0

PRIMARY COLOR

Contrast

Pantone
302 C **Hex (Web)**
173753

C 96 **R** 23
M 76 **G** 55
Y 43 **B** 83
K 36

ACCENT COLOR

Emphasize

Pantone
1807 C **Hex (Web)**
ad343e

C 23 **R** 173
M 92 **G** 52
Y 75 **B** 62
K 13

ACCENT COLOR

Highlight

Pantone
124 C **Hex (Web)**
f2af29

C 4 **R** 242
M 34 **G** 175
Y 96 **B** 41
K 0

100% 80% 60% 40% 20%

100% 80% 60% 40% 20%

100% 80% 60% 40% 20%

100% 80% 60% 40% 20%

PRIMARY COLOR

Foundation

Pantone
447 C **Hex (Web)**
474747

C 66 **R** 71
M 59 **G** 71
Y 58 **B** 71
K 41

GRAYSCALE COLOR

Dark

Pantone
445 C **Hex (Web)**
636363

C 61 **R** 99
M 52 **G** 99
Y 52 **B** 99
K 22

GRAYSCALE COLOR

Medium

Pantone
4221 C **Hex (Web)**
acacac

C 34 **R** 172
M 27 **G** 172
Y 28 **B** 172
K 0

GRAYSCALE COLOR

Light

Pantone
Cool Gray 1 C **Hex (Web)**
ebebeb

C 7 **R** 235
M 5 **G** 235
Y 5 **B** 235
K 0

BLACK #1b1b1b

TRUE WHITE #ffffff

A large, stylized number '3' graphic in a dark gray color, positioned on the left side of the page. It has a thick, rounded font style.

Logo

[DOWNLOAD LOGOS](#)

Primary lockup, for use on email, letterhead, and corporate literature.



Inverted lockup, for use on web, design, and inverted corporate literature.



Accent lockup, for use on social media, marketing and advertising collateral.



BanQu Glossary

Unbanked / Underbanked // **Individuals lacking credit history (mostly refugees, the displaced, and the world's poorest) who are excluded from the global economy.**

Economic Identity // **The marriage of identity and commerce, resulting in a global, vetted, and manageable asset. This identity consists of the digital or electronic credentials that define a person's history of economic interactions in the world economy.**

Blockchain // **Everyone who participates in a trade or transaction gets an equal and secured copy of the transaction.**

Supply Chain // **A system of organizations, people, activities, information, and resources involved in moving a product or service from supplier to customer.**

First Mile & Last Mile // **First Mile refers to the brand or organization at the end of the supply chain, Last Mile refers to the individual at the very beginning of the supply chain (those typically excluded from the global economy for lack of Economic Identity)**

Contact.

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