



# CFRI Brandbook

# LogoType

The CFRI logo is a bold and modern representation of the Canadian Fintech Research Institute, embodying the intersection of finance and blockchain technology.

The stylized "C" integrates a 3D cube, symbolizing trust, security, and the structured nature of financial research, while also referencing blockchain's foundational building blocks. The deep blue color conveys professionalism, stability, and confidence—core values in the fintech space.

The strong, clean typography of "CFRI" reinforces credibility and authority, ensuring brand recognition across digital and traditional platforms. This logo reflects CFRI's commitment to innovation, research, and leadership in the evolving financial landscape.



# Logotype Color Versions

The logotype color variations ensure flexibility and adaptability across different backgrounds and materials. The primary color palette consists of:

- #111633 (Black) – Representing strength, authority, and sophistication.
- #0D1965 (Rich Blue) – Symbolizing trust, innovation, and expertise in fintech and blockchain.
- #FFFFFF (White) – Ensuring clarity, contrast, and versatility.

The primary color version should be used whenever possible to maintain brand consistency. Alternate color versions are available for use on specific backgrounds where the primary version may not provide sufficient contrast or legibility, ensuring optimal visibility and recognition across all applications.



# Color Palette

The CFRI color palette features Rich Blue (#0D1965) as the primary tone, complemented by Black (#111633) and White (#FFFFFF) to create a sophisticated and modern contrast. This combination reinforces CFRI’s identity as a leader in fintech and blockchain research, ensuring a bold and professional visual presence.

These colors should be used consistently across all brand materials to maintain a cohesive and recognizable brand experience.



# Typography

Typography is a key element of our brand identity, contributing to the overall tone and readability of our communications. The chosen typefaces should be used consistently across all platforms to maintain a unified and professional appearance.

The typography chosen for CFRI aligns with the same attributes as the logo. "Monument" typeface carries significant visual weight, conveying an advanced, technological and intelligent environment, while the Lexend typeface behaves with a more neutral tone. However, it is well-suited for the digital environment, helping to create a serious tone for the brand.

Download  
[PP Monument Extended](#)  
[Lexend Font](#)

**PP Monument Extended**  
**Regular**  
**PangramPangram**

**Aa Bb Cc Dd Ee Ff Gg Hh Ii**  
**Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss**  
**Tt Uu Vv Ww Xx Yy Zz**

**Lexend**  
**Light**  
**Google Fonts**

**Aa Bb Cc Dd Ee Ff Gg Hh Ii**  
**Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss**  
**Tt Uu Vv Ww Xx Yy Zz**

# Typography

Font hierarchy establishes a clear structure for text, ensuring readability and emphasis in our communications. Different type sizes, weights, and styles are used to distinguish headings, subheadings, and body text. Consistent application of the hierarchy helps guide the audience through the content and enhances the overall clarity and visual appeal.

## HEADINGS

# Shaping Tomorrow. DeFinining Now.

## BODY TEXT

We empower builders and embrace the future.

## SUBHEADINGS OR BULLETS

CFRI BRANDBOOK © 2024



# Contact Us

Email: [info@cfri.xyz](mailto:info@cfri.xyz)  
Website: [www.cfri.xyz](http://www.cfri.xyz)