

# CoinTracking

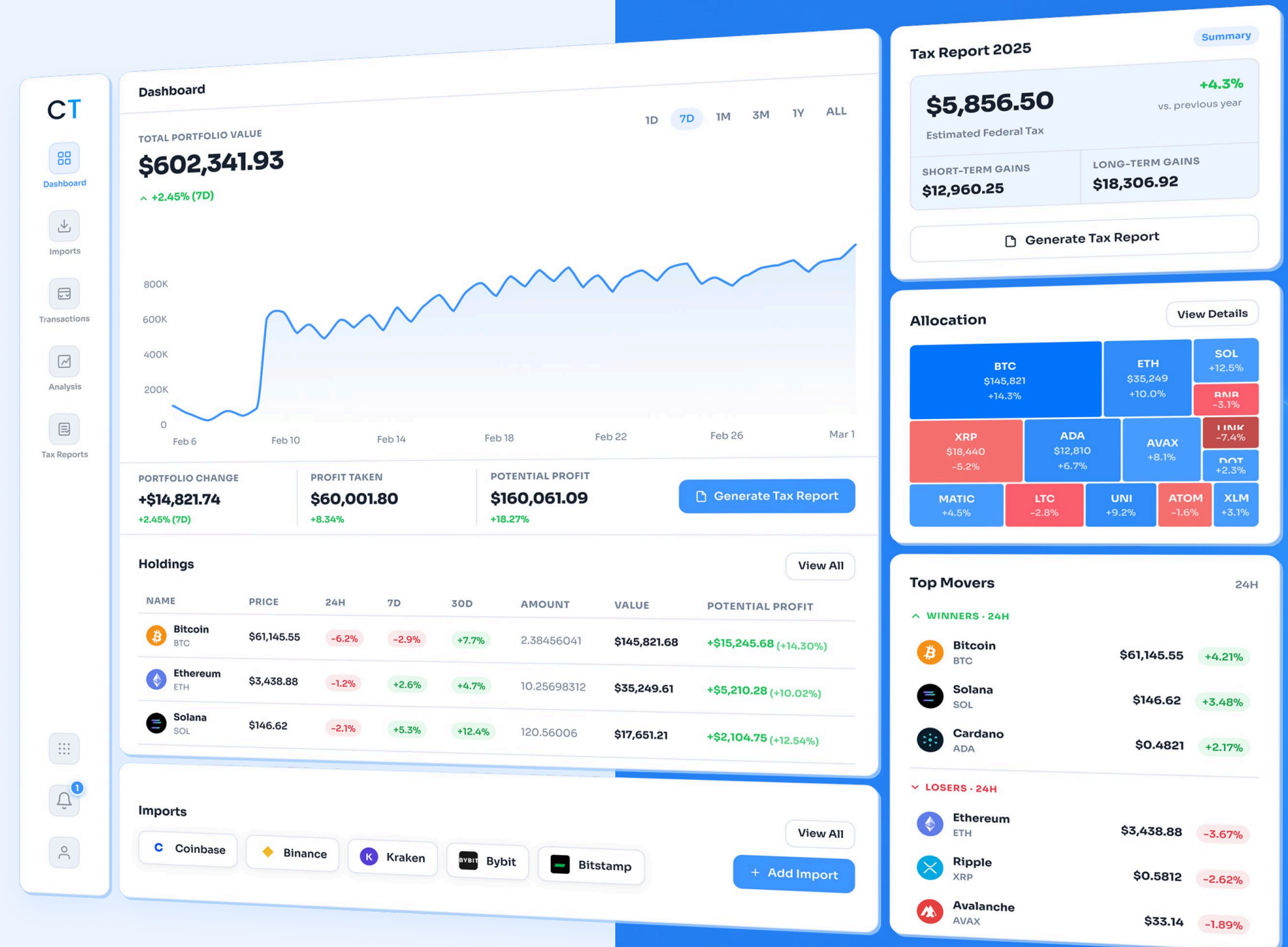
## Corporate Identity

A guide to our brand, identity, and visual language.

# Who We Are

CoinTracking is the world's first and most trusted crypto tax and portfolio tracking platform. Founded in Germany in 2012 – before most of our competitors existed – we've spent over 14 years solving one of the most complex problems in personal finance: making crypto taxation accurate, understandable, and accessible to anyone.

We serve 2.2 million users across 190+ countries, from individual investors tracking their first Bitcoin purchase to 25,000+ corporate clients managing portfolios worth billions. We're not a startup chasing growth metrics. We're a mature, stable platform with a 14-year track record and the scars to prove it.





*Dario Kachel*  
Founder & CEO

**CoinTracking**

# How It All Began

## And why it matters

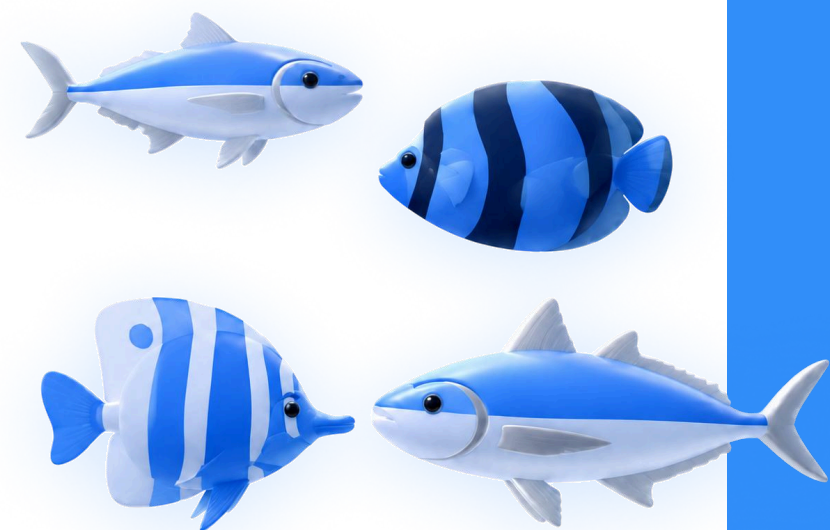
CoinTracking was created single handedly by our CEO, Dario Kachel, who needed some tools for his own crypto investments and programmed the first imports and tax reports.

From there, Dario started adding features for his friends & family, adding more blockchains, the first wallets and exchanges, and CoinTracking began to grow.

Now, together with the growing Team, Dario continues to create more features that allow to not only organize your crypto portfolios but give insights and promote security for all CoinTracking users. It all matters because the people-centered project founded by Dario remains essentially the same since the beginning, always focusing on users' needs & providing extra help.

# Brand Personality

CoinTracking speaks like a knowledgeable friend who happens to be an expert — someone who gives you the real answer, not the safe one. We're direct without being cold, confident without being arrogant, and precise without being robotic.



CoinTracking

1

## **Authoritative.**

We've been doing this since 2012. We earned the right to lead.

2

## **Precise.**

Crypto tax is unforgiving. We don't approximate. We calculate.

3

## **Calm.**

Crypto markets are chaotic. We're the steady hand.

4

## **Honest.**

We tell you what the competition won't — including when something is hard, or expensive, or complicated.

5

## **Human.**

Behind the platform is a real team, real expertise, and real accountability.

# Core Brand Values

These five values from the company identity should be felt in everything we write — not just stated.



## Security

We never overstate certainty. We speak with precision, not bravado. We explain how data is protected without hiding behind jargon.



## Trustworthiness

We back claims with numbers. We show, not tell. We'd rather say "14 years" than "industry-leading."



## Competency

We use the right terminology — never dumbed down, never unnecessarily complex. We respect our users' intelligence.



## Growth

We frame complexity as something to solve together. We celebrate user progress, not just product features.



## Service

We write for the reader, not for ourselves. Every sentence should answer: what does this mean for the user?



# CoinTracking

## Brand Identity

Logo, Colors & Typography

Brand Mark

CoinTracking

CT

CT

CoinTracking

# Logo Usage

The CoinTracking logo is a modern two-tone wordmark where "Coin" and "Tracking" are visually distinguished to represent our core promise: secure asset management meets intelligent monitoring.

**The Monogram** The CT mark serves as a compact alternative for app icons, social media, and small spaces — while maintaining instant brand recognition.

**Adaptability** The logo works across light, dark, and brand-colored backgrounds without modification. Always use the approved versions shown here — never stretch, recolor, or add effects.

CoinTracking

CoinTracking

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CoinTracking

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# Colors

Our color palette reflects the core values of CoinTracking: trust, precision, and innovation in cryptocurrency management.

**Ledger Night** - Our primary dark. Represents stability and professionalism. Used for text, headings, and UI elements requiring authority.

**Alpha Blue** - Our signature brand color. Communicates intelligence, technology, and innovation. Used for interactive elements, CTAs, and brand accents.

**Cloud Base** - Pure white. Provides clarity and breathing room, creating the clean, minimal aesthetic essential for financial interfaces.

Together, these colors balance technical credibility with human approachability.

**CoinTracking**

#1B334A  
**Midnight Ledger**

#318EFA  
**Alpha Blue**

#FFFFFF  
**Cloud Base**

# Typography

## Font Family Selection

### Heading Font: Sora (Google Fonts)

Used for all headings, titles, large displays, and emphasis elements. Communicates precision, modernity, and technical expertise, ideal for fintech/crypto brand positioning.

### Body Font: Plus Jakarta Sans (Google Fonts)

Used for all body text, UI elements, buttons, form labels, and general content. Optimized for readability and adds warmth to balance Sora's technical character.

### Why This Pairing:

- Creates clear visual hierarchy between headings and body text
- Balances authority (Sora) with approachability (Plus Jakarta Sans)
- Superior readability for long-form content (documentation, guides, FAQs)
- Professional fintech standard—builds trust and credibility
- Provides flexibility for growing content needs

### heading font

## Sora

1 2 3 4 5 6 7 8 9 0

A B C D E F G H I J K L M N O P R S T U V W X Y Z

a b c d e f g h i j k l m n o p r s t u v w x y z

<https://fonts.google.com/specimen/Sora>

### body font

## Plus Jakarta Sans

1 2 3 4 5 6 7 8 9 0

A B C D E F G H I J K L M N O P R S T U V W X Y Z

a b c d e f g h i j k l m n o p r s t u v w x y z

<https://fonts.google.com/specimen/Plus+Jakarta+Sans>

# Imagery

## Interface Widget Imagery

CoinTracking's interface imagery uses stylized UI widgets and dashboard components presented as marketing compositions — not raw screenshots. Elements like portfolio charts, tax reports, tax calculator, and data tables are extracted, refined, and layered against soft blue gradient backgrounds to create a sense of depth and motion.

The style bridges the gap between the product and the illustration system: clean white cards with precise data, floating on light backgrounds with subtle shadows and transparency. The goal is to communicate the power and clarity of the platform visually — without requiring the viewer to read a single line of copy.



# Imagery

## People & Lifestyle Photography

CoinTracking's lifestyle photography features real, relatable people in natural, everyday environments — a café, a home office, a co-working space. Subjects are calm, focused, and in control. They're not reacting to screens with exaggerated emotion; they're simply getting things done.

Photography should feel premium but approachable: natural light, muted tones, and environments that suggest professional competence without being corporate or sterile. No staged smiles. No stock-photo energy.



# Imagery

## 3D Illustrations

CoinTracking's illustration style is a premium light 3D fintech visual system. It combines clean white space, soft blue gradients, frosted-glass UI elements, rounded 3D objects, and subtle glow effects to communicate trust, clarity, security, and ease of use.

The style is modern and polished, designed to feel professional, approachable, and enterprise-ready without becoming overly technical or visually cluttered



# Marketing Banner Examples

## UI Compositions

Data-driven visuals that show the product in action. Best for performance campaigns where clarity and specificity convert.

## 3D Illustrations

Expressive, conceptual visuals that communicate brand feel. Best for awareness campaigns where emotion and identity lead.

CoinTracking



**Portfolio Balance**  
\$70,480.61 ↗ +32.74%

LAST 8 MONTHS

24H CHANGE	7D CHANGE	30D CHANGE	ALL TIME HIGH
+\$2,458.32	+\$8,924.67	+\$15,337.89	\$72,891.45

**Crypto Taxes Made Simple**


Track your portfolio.  
Generate tax reports.  
Stay compliant.

[Get Started](#)

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**Crypto taxes, simplified.**

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**Portfolio Tracking & Crypto Taxes, Simplified.**

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**Crypto taxes, simplified.**

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**Crypto taxes, simplified.**

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# Brand in Use / Real-world Applications



# CoinTracking

 [www.cointracking.info](http://www.cointracking.info)

 [support@cointracking.info](mailto:support@cointracking.info)

## Press & Brand Assets

Download logos and brand materials for editorial use.

[Press Materials](#)



All CoinTracking processes, reports and encryption methods are ISO/IEC 27001 certified. [View the certificate.](#)

