

BRAND & SOCIAL REFERENCE

Free tools and honest guidance for victims of cryptocurrency fraud.

COLOR — HEX VALUES, ROLES

|                                                                                        |                                                                              |                                                                                       |                                                                                     |
|----------------------------------------------------------------------------------------|------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|
| <div><div></div><div><b>Ink</b><br/>#08131F<br/>Primary dark · backgrounds</div></div> | <div><div></div><div><b>Cobalt</b><br/>#1D4ED8<br/>Primary brand</div></div> | <div><div></div><div><b>Cobalt Bright</b><br/>#2563EB<br/>Links · buttons</div></div> | <div><div></div><div><b>Ice</b><br/>#60A5FA<br/>Accent · highlight word</div></div> |
| <div><div></div><div><b>Paper</b><br/>#F7FAFF<br/>Light background</div></div>         | <div><div></div><div><b>Ink Mid</b><br/>#3C5470<br/>Body text</div></div>    | <div><div></div><div><b>Ink Soft</b><br/>#5E7590<br/>Muted · captions</div></div>     | <div><div></div><div><b>White</b><br/>#FFFFFF<br/>On-dark text</div></div>          |

Signal accents — used sparingly for categories, never as primary brand color: **Green #047857** police / positive · **Gold #B45309** regulatory · **Red #BE123C** alert / warning

TYPOGRAPHY

|                                                                                                                                          |                                                                                                                                                |
|------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------|
| <div><div>PRIMARY · HEADINGS &amp; BODY</div><div><h1>Inter</h1><p>Regular 400 · SemiBold 600 · Bold 700 · ExtraBold 800</p></div></div> | <div><div>LABELS · DATA · URLS</div><div><h1>JetBrains Mono</h1><p>Kickers, taglines, stats, links — tracked +0.2em, uppercase</p></div></div> |
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Motion only (episode videos): large display numbers use **Archivo Black** and condensed headlines use **Oswald**. Static brand surfaces stay on Inter + JetBrains Mono to match the website.

LOGO USE

|                                                                                                                                                                                                                                                                                                                                                              |                                                                                                                                                                                                                                                                                                                                                   |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <div><div>DO</div><div><div>✓</div>Keep clear space around the mark equal to the lens-ring height.</div><div><div>✓</div>Use the white mark on dark; the ink mark on light.</div><div><div>✓</div>Keep "Pursuit" in Ice (#60A5FA) or Cobalt Bright — the one accent word.</div><div><div>✓</div>Minimum mark size 32px on screen, 12mm in print.</div></div> | <div><div>DON'T</div><div><div>✗</div>Recolor the mark outside the palette or add gradients.</div><div><div>✗</div>Stretch, rotate, outline, or add drop shadows / glows.</div><div><div>✗</div>Place the color mark on a busy photo without the ink chip behind it.</div><div><div>✗</div>Recreate the wordmark in another typeface.</div></div> |
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BIOS — PASTE-READY

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|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <div><div>SHORT · X / IG BIO</div><div>Free tools and honest guidance for crypto-fraud victims. No recovery promises, no fees, we never ask for your keys. Follow the evidence.<br/>137 characters</div></div>                                                                                                                                                                                                                                                                                                                                                                                                  |
| <div><div>MEDIUM · LINKEDIN / YOUTUBE ABOUT LINE</div><div>Chain Pursuit is an independent resource for people hit by cryptocurrency fraud. We publish free, plain-language guides and tools that help you report, trace, and protect what's left, built on primary sources like the FBI IC3 and FTC. We are not a recovery firm and we never guarantee funds back.</div></div>                                                                                                                                                                                                                                 |
| <div><div>LONG · ABOUT PARAGRAPH</div><div>Chain Pursuit helps victims of cryptocurrency fraud take the right next steps without being scammed a second time. Everything we publish is free: guides on reporting to the right agencies, understanding what blockchain tracing can and cannot do, spotting recovery scams, and hardening your accounts. Our guidance is drawn from primary sources and written to be read under stress. We never ask for seed phrases, private keys, passwords, or remote access, we take no fees, and we never promise to get your money back. Follow the evidence.</div></div> |
| <div><div>BOILERPLATE · ONE LINE</div><div>Free tools and honest guidance for victims of cryptocurrency fraud.</div></div>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |

VOICE & NON-NEGOTIABLES

|                                                                     |                                                                               |
|---------------------------------------------------------------------|-------------------------------------------------------------------------------|
| → Calm, plain, useful. Lead with the help, link softly.             | ✗ Never guarantee or imply fund recovery.                                     |
| → Cite primary sources (FBI IC3, FTC). Never invent stats or cases. | ✗ Never ask for seed phrases, private keys, passwords, MFA, or remote access. |
| → Be clear we're independent and free, not a recovery service.      | ✗ No fear-baiting, no hype, no fake testimonials or outcomes.                 |

HANDLES & LINKS

**Web** [chainpursuit.com](https://chainpursuit.com)     **YouTube** [@ChainPursuit](https://www.youtube.com/@ChainPursuit)     Use **@ChainPursuit** consistently across X, LinkedIn & Instagram.