

Brand Guidelines



Welcome

This is our brand guide. It's a simple statement that helps to guide everything we do, including how we look and how we talk to the world.

We want to safeguard our brand and assist you to:

- Feature and reference the Liquid Loans brand effectively and accurately
- Access the correct Liquid Loans brand assets easily, and on demand whenever you need them

The Logo

- Logo and Background
- Logotype Rules

The Colors

- Color Code
- Typography

The Assets



The Logo

Logo and Background

Black Background
#000000



White Background
#ffffff



The Logo

Logotype Rules



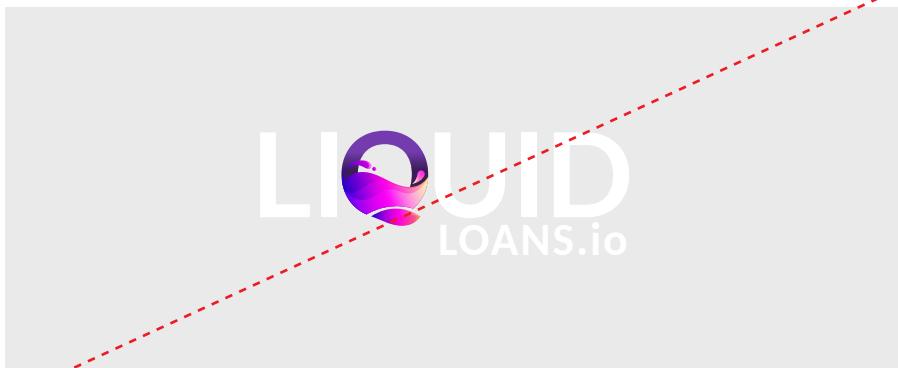
Do not change spacing or size of word or icon in the logo



Avoid stylizing the logotype with outlines, glows, or any other techniques



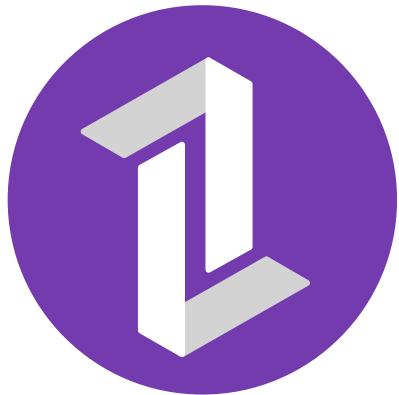
Do not skew, rotate or stretch the logotype



Avoid using the logo against a background other than black and white

The LOAN

The LOAN Token



LOAN Ticker



3D Ticker

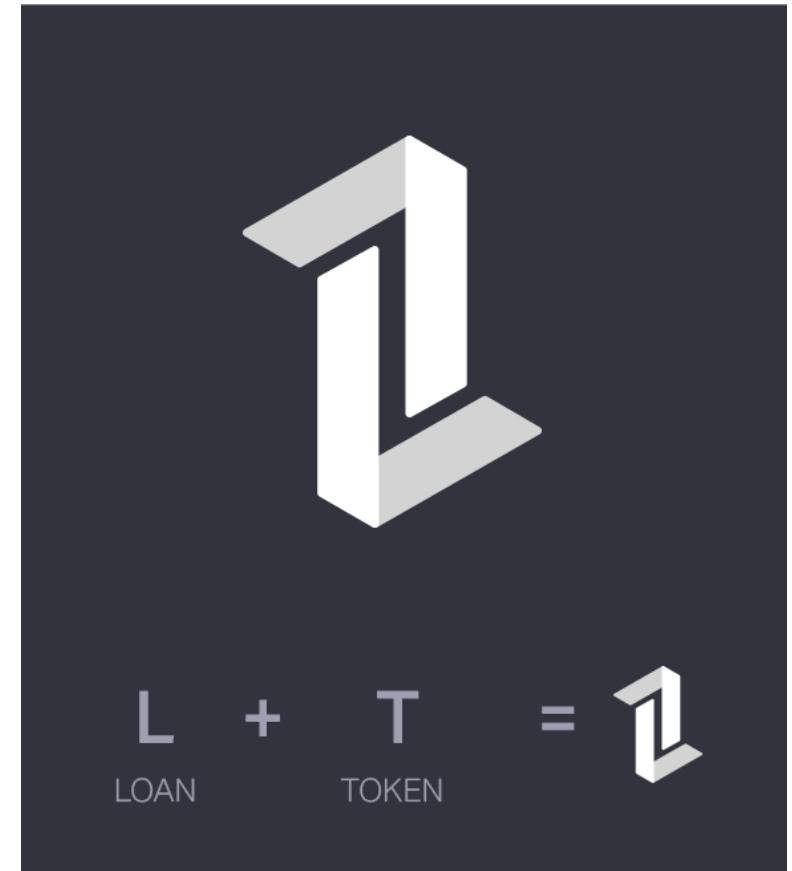


LOAN Icon



Color Code
#733BAD

Creative Concept



The USDL

The USDL Token



LOAN ticker



3D Ticker

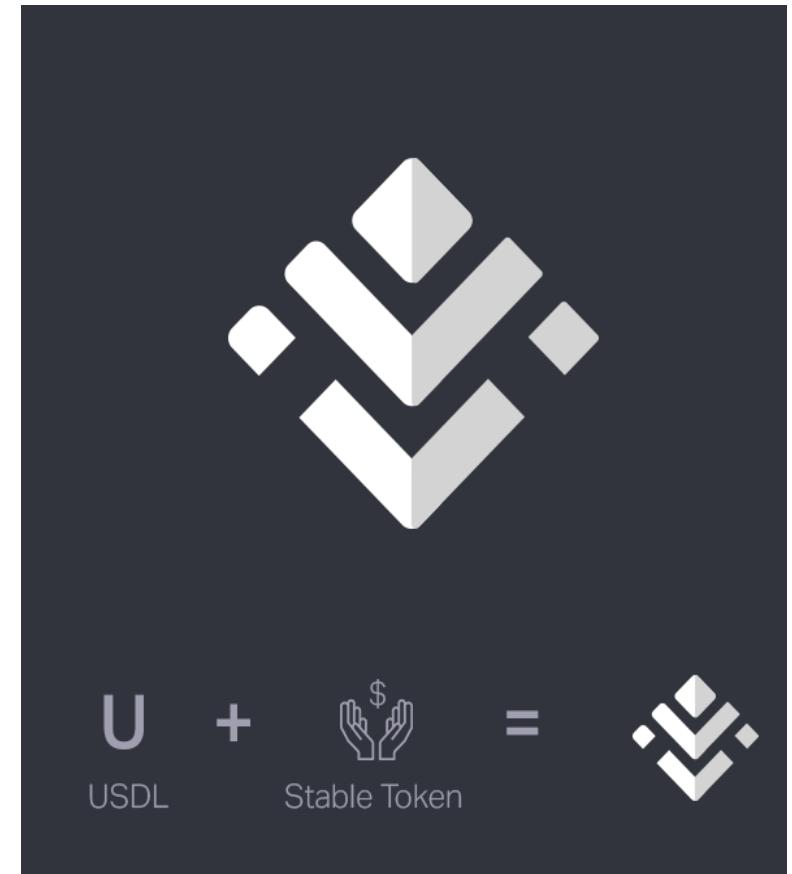


USDL Icon



Color Code
#3652CC

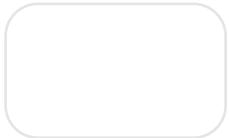
Creative Concept



The Colors

Color Palette Text

Font Colors (Dark Theme)



#ffffff



#aa8dcc



#8a86a0



#914FF9



#7049FF

#FC0AF6

#FBEDAB

Font Colors (Light Theme)



#000000



#482A2A



#2D2D2D



#75618C



#7049FF

#FC0AF6

#FBEDAB

The Colors

Color Palette

Background Colors (Dark Theme)



Background Colors (Light Theme)



Typography

Font Family

Alegreya Sans / Montserrat

Title01

Alegreya Sans - Bold/700

FontSize: 80px

Title02

Montserrat - Bold/700

FontSize: 75px

Title03

Montserrat - Bold/700

FontSize: 30px

Title04

Alegreya Sans - Bold/700

FontSize: 30px

Title05

Alegreya Sans - Regular/400

FontSize: 25px

Typography

Font Family

Alegreya Sans / Montserrat

Text 01

Alegreya Sans - Normal/400

FontSize: 24px

Text 02

Alegreya Sans - Normal/400

FontSize: 20px

Text 03

Alegreya Sans - Normal/400

FontSize: 16px

Download Assets

Logos and Tickers

<https://www.liquidloans.io/base/downloads>

#NeverSelling

