

# 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

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Black Background  
#000000



White Background  
#ffffff



The Logo

## Logotype Rules

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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

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LOAN Ticker



LOAN Icon

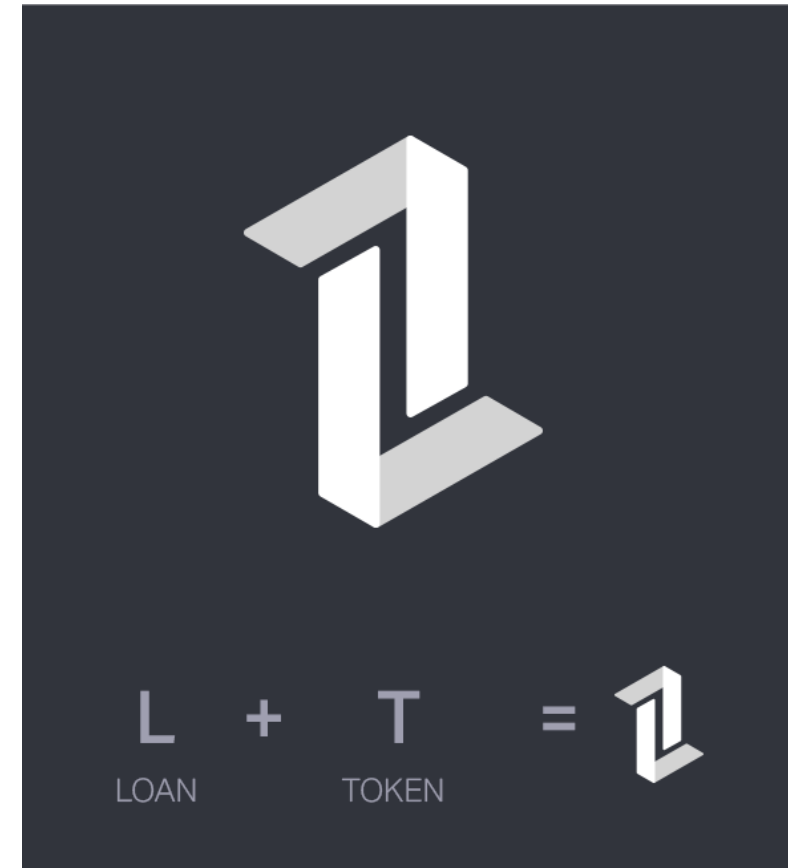


3D Ticker



Color Code  
#733BAD

Creative Concept



The USDL

## The USDL Token

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LOAN ticker



USDL Icon

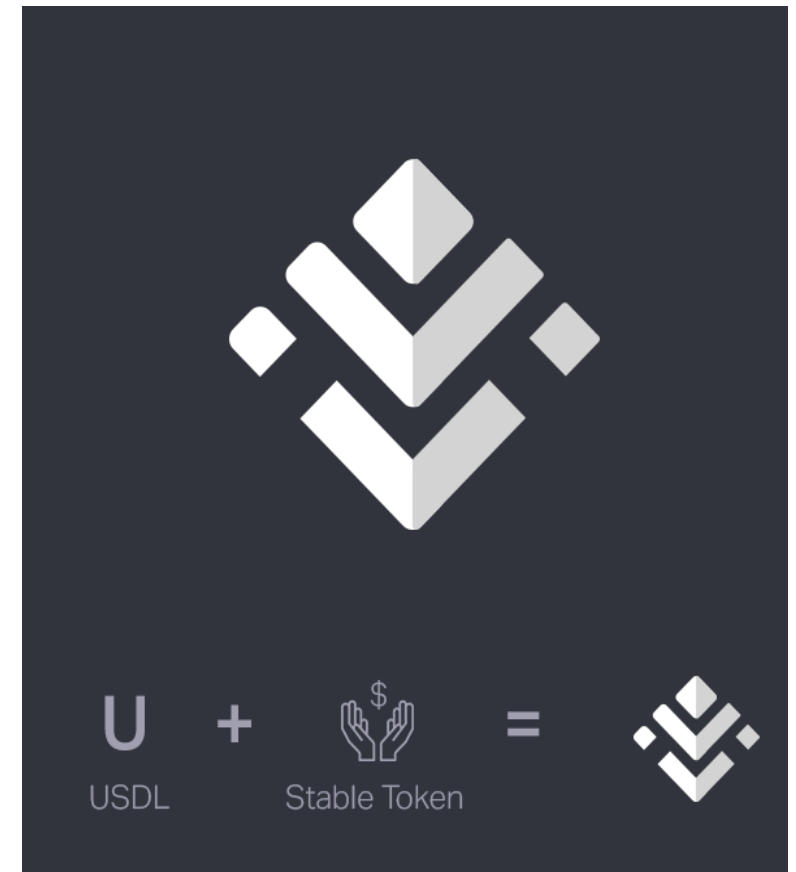


3D Ticker



Color Code  
#3652CC

Creative Concept

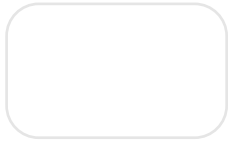


## The Colors

### Color Palette Text

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#### Font Colors (Dark Theme)



#ffffff



#aa8dcc



#8a86a0



#914FF9



#7049FF

#FC0AF6

#FBEDAB

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#### Font Colors (Light Theme)



#000000



#482A2A



#2D2D2D



#75618C



#7049FF

#FC0AF6

#FBEDAB

## The Colors

# Color Palette

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### Background Colors (Dark Theme)



#180928



#1D0446



#3C147D



#1F112F



#F40251

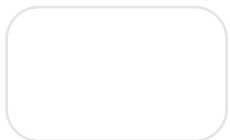


#733bad

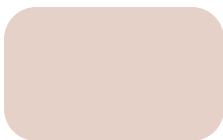
#4f00cf

Primary Background

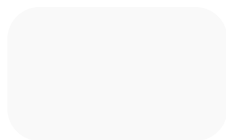
### Background Colors (Light Theme)



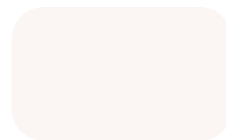
#ffffff



#E6D1C9



#F9F9F9



#FBF5F3



#733bad

#4f00cf

Primary Background



## Typography

### Font Family

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**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

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#### 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

