



Algem Brand Book





**Algem** envisions a world where financial freedom is not just a catchphrase but a lived reality. We understand that true freedom comes from the ability to move dynamically through the decentralized financial landscape.

We redefine financial freedom by providing individuals with the crypto tools and opportunities to chart their own course, unshackled by rigid commitments.

**We believe that financial freedom is more than just a goal; it's a lifestyle!**

It's about unlocking doors to opportunities that were once limited, enabling a future where possibilities are expansive, and profits are maximized.

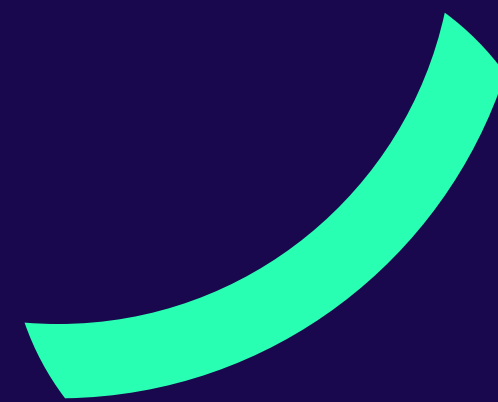
Our mission is to empower you to embrace this new paradigm of financial liberation, where your aspirations align seamlessly with your financial decisions.



**Logotype Creation**



A refers to a mountain peak which signifies the freedom and exploration.



The ascent as a path to prosperity and the pursuit of lofty goals.



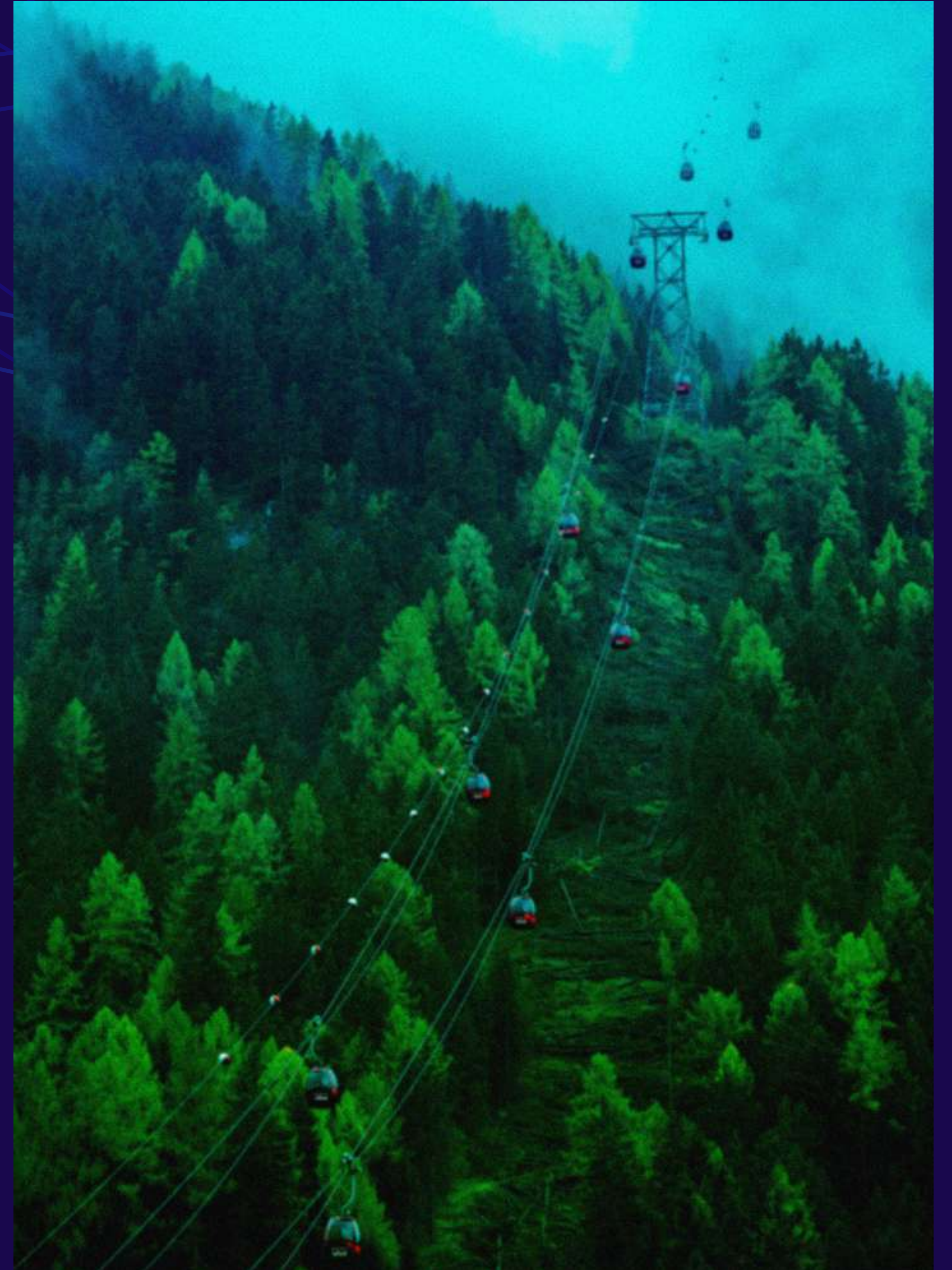
algem

Modern font, mark and vibrant color pallet represent innovations.

**Symbolizm**



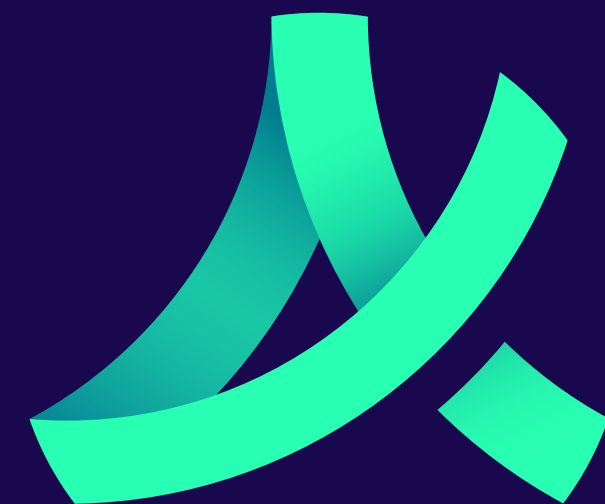
# Logo Variations











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Typography



# Logo Typeface

## Mixcase Unmixed

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

0 1 2 3 4 5 6 7 8 9 ! @ # % ' ; / + - :



# Primary Font

## IMB Plex Sans Font Family

### IBM Plex Sans Regular

For **Algem**, We envision a font that is comfortable to read, and its simplicity will reflect Algem's positioning, conveying transparency and openness.

Fonts like sans-serif with a modern design, similar to **IBM Plex Sans**, fit this description.

## IBM Plex Sans JP Regular

**Algem** では、読みやすいフォントをイメージしており、そのシンプルさが Algem のポジショニングを反映し、透明性とオープンさを表現します。

**IBM Plex Sans** に似た、モダンなデザインのサンセセリフのようなフォントは、この説明に当てはまります。



# Color Palette

INDIGO SLOTH  
#19084D

## Main Color

MINT  
#29FFB2

GRAPE HYACINTH  
#4A33CC

BABY PURPLE  
#BCA4F7

QUACK  
#FFF252

CREAMY PASTEL  
#FFF9B3

PASTEL WHITE  
#EDEDED

PASTEL SUGAR  
#FFFEFA

LIGHTSABER BLUE  
#1CEE9

TIBETAN PLATEAU  
#88FFDD

PINK BITE  
#EF37A0

ROSY PINK  
#F97094

# Gradient Variations

**MINT**  
**#29FFB2**

**LIGHTSABER BLUE**  
**#1CEE9**

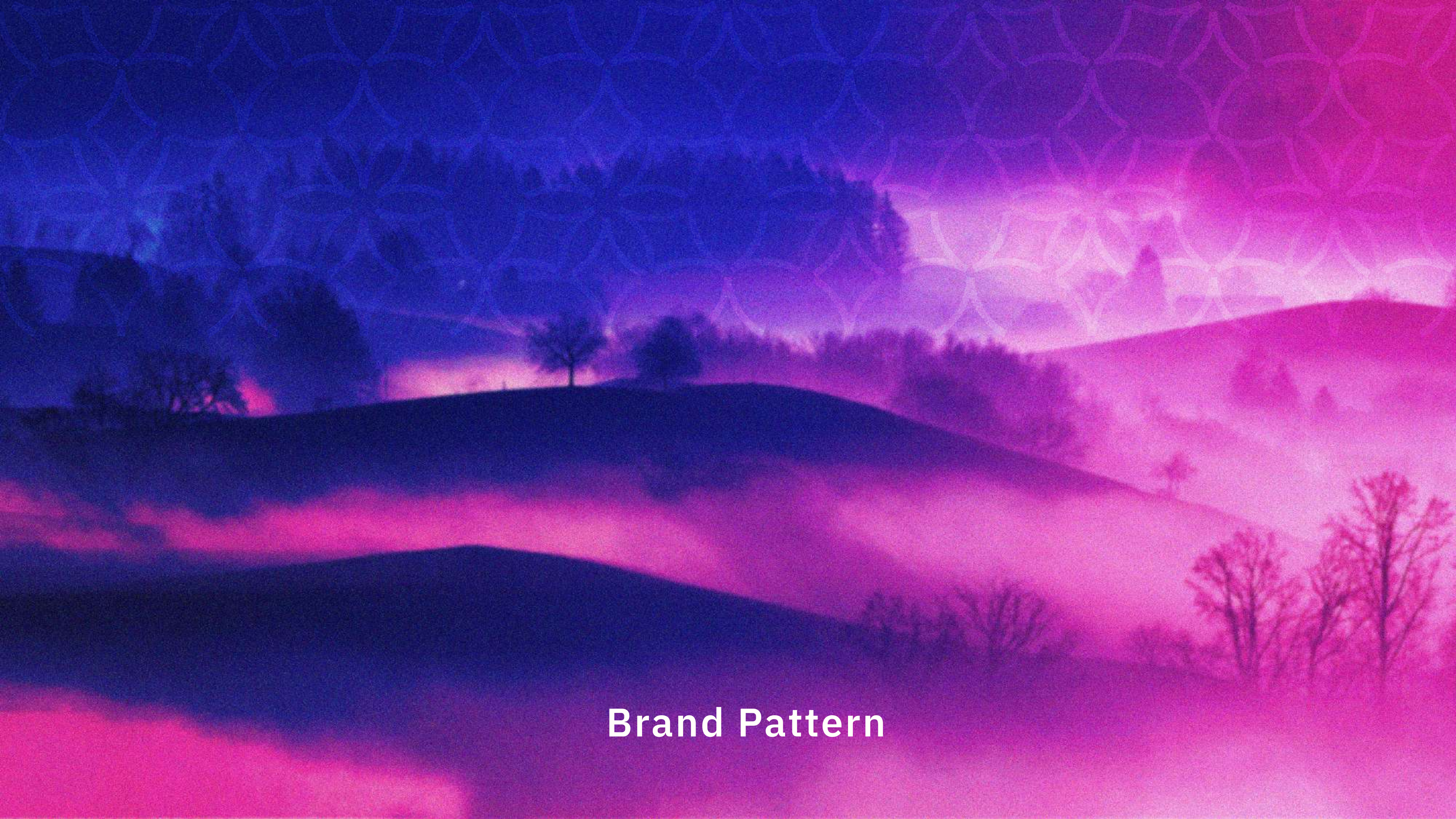
**PINK BITE**  
**#EF37A0**

**GRAPE HYACINTH**  
**#4A33CC**

**PASTEL SUGAR**  
**#FFFEFA**

**GRAPE HYACINTH**  
**#4A33CC**





Brand Pattern









