



Brand Identity GUIDELINES



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About Us

AraFi is a sophisticated Omni-Chain governance aggregator designed to optimize the potential returns and governance capabilities of DeFi stakeholders, promoting financial security, stability, and scalability.

AraFi offers the opportunity to combine governance authority and maximize rewards by staking locked and veTokens from various chains and protocols.

This feature also enhances the liquidity of veTokens, which otherwise may not be easily tradable on their native chains. This will scale to Omni-Chain accessible yields.

AraFi incentivizes users to delegate their voting power to protocol-governed pairs, allowing fractal and locked AraFi holders to participate in decision-making processes concerning significant protocol improvements and proposals. AraFi will utilize a rolling governance function to scale with its user base effectively and accumulate governance assets.

This approach guarantees a just and democratic governance system that reflects the shared interests of a scaling AraFi community.

To maximize liquidity and rewards for its users while also consolidating governance under the ARA token, ARA aims to become the dominant Layer 2 governance hub for projects utilizing veTokens.

We have stitched together amazing features from top protocols across various chains to create what we hope to be a sustainable, progressive, and dynamic DeFi protocol on the Metis chain and beyond.



Logo

The AraFi logo features a bold and modern "A" encircled by a dynamic vortex swoosh, embodying the teams' innovative spirit and forward-thinking approach. The vortex swoosh represents the interconnectedness of various chains and protocols that AraFi aims to aggregate, symbolizing seamless integration and fluidity within the DeFi ecosystem. The continuous motion of the swoosh emphasizes AraFi's commitment to fostering liquidity, rewards, and democratic governance for its users. The logo's sleek design and striking visual elements convey AraFi's mission to create a sustainable, progressive, and dynamic DeFi protocol on the Metis chain and beyond.





Logo Variations

The three logo variations—black and white, gradient-filled, and grey-scale—provide versatility and adaptability for AraFi's visual identity across different platforms and contexts. The black and white version offers a minimalist and timeless option, ideal for instances where color printing is not possible or a more understated look is desired. The gradient-filled and grey-scale variations showcase the brand's vibrant color palette and tonal depth, respectively, enhancing visual appeal and ensuring the logo remains impactful and memorable in various applications.

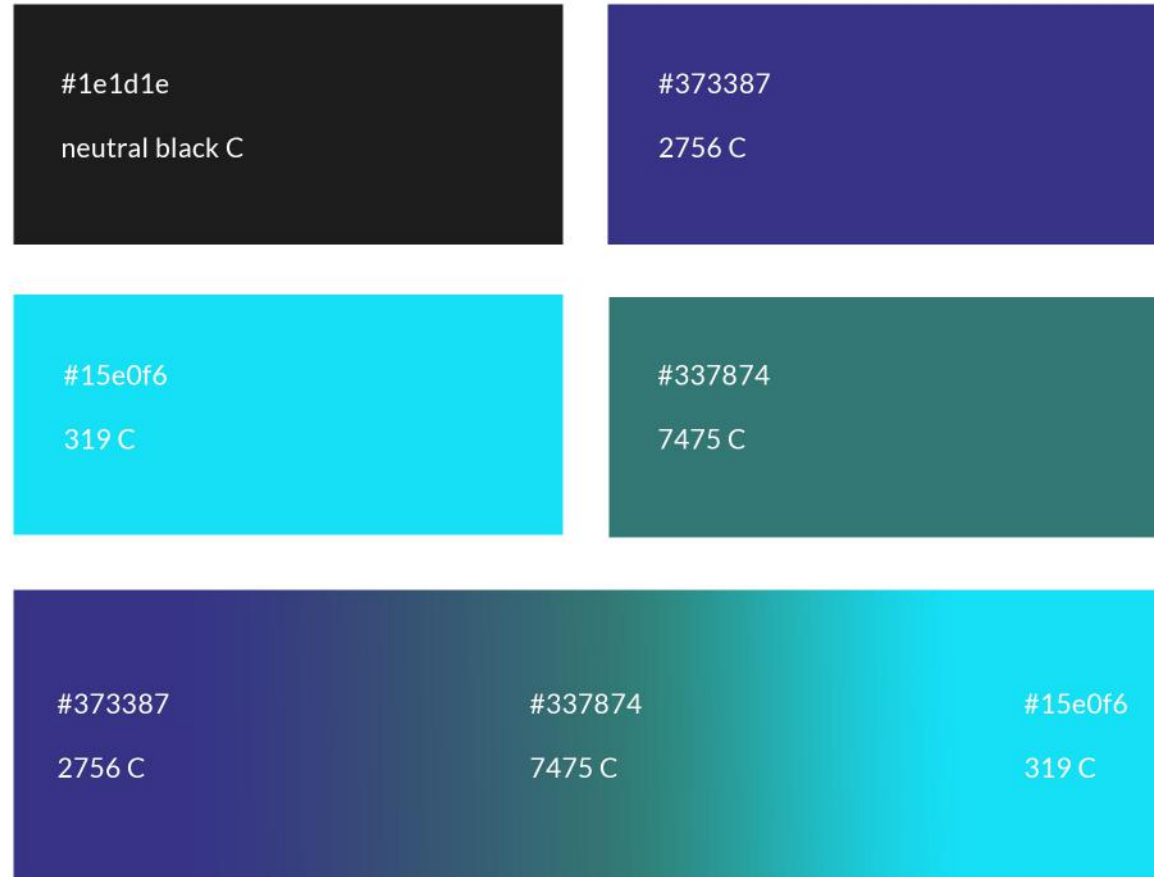




Color Palette

The chosen color palette of deep blues, greens, and turquoise was inspired by the fluidity and interconnected nature of the DeFi ecosystem that AraFi aims to enhance. These cool, calming hues evoke a sense of trust, stability, and growth, resonating with the teams' commitment to promoting financial security and scalability. The harmonious blend of these colors reinforces AraFi's core values and vision, creating a visually striking and cohesive identity that distinguishes the brand in the competitive DeFi landscape.

Gradient





Typeface

The Lato font was selected for its striking features, minimal nature, and boldness, reflecting AraFi's commitment to innovation and clarity in the complex DeFi landscape. Its sleek, sans-serif design conveys a sense of stability and modernity, aligning with the teams' goal to create a scalable and progressive protocol. The Lato font's legibility and versatility make it an excellent choice for communicating AraFi's message across a variety of platforms, ensuring a consistent and professional visual identity.

AraFi

Lato Regular

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

Lato Bold

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