



LENDEAVOR

Brand Guidelines

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DESIGN SYSTEM

Logo Construction
Color Variations
Scale
Placement
Clearspace
Things to Avoid

LOGO CONSTRUCTION



The logo as a concept is an unbalanced triangle-shaped L that represents the unity and dynamism of the brand.

COLOR VARIATIONS



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The version with the turquoise background will be the main version.



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The white version to generate contrast



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And the dark version as an alternative

SCALE



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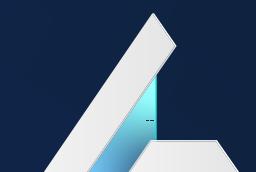
Minimum Size: 150px x 30px



Minimum Size: 43px x 35px

PLACEMENT

The logo placement depends on the type of communication and should follow clearspace and scale guidelines



Logotype: Top left, bottom left, center, top right, bottom right.

Icon: Top left, bottom left, top center, center, bottom center, top right, bottom right.

Exceptions: When approved logo placements cannot be met, follow clearspace and minimum scale guidelines for maximum accessibility.

CLEARSPACE



The module for the safe space of the logo will be the middle part of the logo.

THINGS TO AVOID



1. Do not change the logo color



2. Don't add effects like drop shadows or gradients



3. Don't stretch, distort, or manipulate the logo.



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4. Do not outline or create a keyline around the logo.



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5. Don't place the logo on a background that reduces its legibility.

TYPOGRAPHY

TT Supermolot Neue Expanded
Open Sans

TT SUPERMOLOT NEUE EXPANDED

PRIMARY TYPEFACE

A B C D E F G H I
J K L M N Ñ O P
Q R S T U V X Y Z

A B C D E F G H I
J K L M N Ñ O P
Q R S T U V X Y Z

1 2 3 4 5 6 7 8 9 0 , ; _
* ? ! > < " # \$ % & / 0

Thin

Extra-Light

Light

Regular

Medium

Demi-Bold

Bold

Extra-Bold

Black

aaabccdddeeeeffggg

OPEN SANS

SECONDARY TYPEFACE

Light
Regular
Medium
Semi-Bold
Bold
Extra-Bold

a b c d e f g h i
j k l m n ñ o p
q r s t u v x y z

A B C D E F G H I
J K L M N Ñ O P
Q R S T U V X Y Z

1 2 3 4 5 6 7 8 9 0 , : ; _
* ? ! > < " # \$ % & / ()

COLOR

Color Palette
Color Gradients

COLOR PALETTE

INTENSE
TURQUOISE

HEX: 6DBFEC
RGB: 109, 191, 236
CMYK: 69%, 0%, 0%, 0%

WHITE

HEX: FFFFFF
RGB: 255, 255, 255
CMYK: 15%, 0%, 0%, 0%

DEEP
BLUE

HEX: 192A51
RGB: 25, 42, 81
CMYK: 100%, 87%, 41%, 38%

COLOR GRADIENTS

HEX: 6DBFEC
RGB: 109, 191, 236
CMYK: 69%, 0%, 0%, 0%

HEX: 192A51
RGB: 25, 42, 81
CMYK: 100%, 87%, 41%, 38%

HEX: 6DBFEC
RGB: 109, 191, 236
CMYK: 69%, 0%, 0%, 0%

HEX: FFFFFF
RGB: 255, 255, 255
CMYK: 15%, 0%, 0%, 0%

HEX: 192A51
RGB: 25, 42, 81
CMYK: 100%, 87%, 41%, 38%

HEX: 6DBFEC
RGB: 109, 191, 236
CMYK: 69%, 0%, 0%, 0%

HEX: FFFFFF
RGB: 255, 255, 255
CMYK: 15%, 0%, 0%, 0%

The background features a large, semi-transparent wireframe globe composed of numerous small dots connected by lines, set against a light blue gradient background.

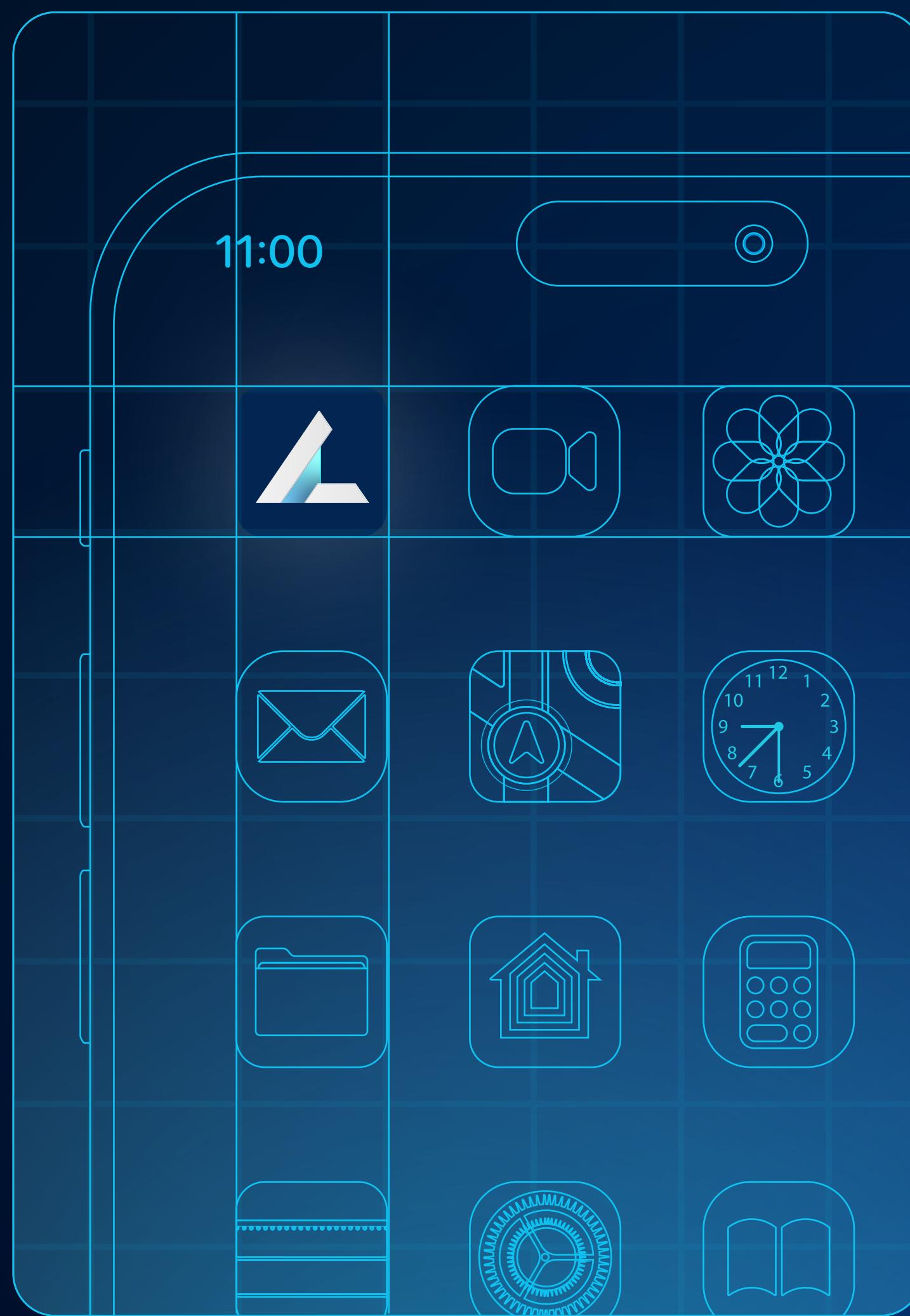
DESIGN TOOL KIT

Social Avatars
App Mockup
Web Mockup

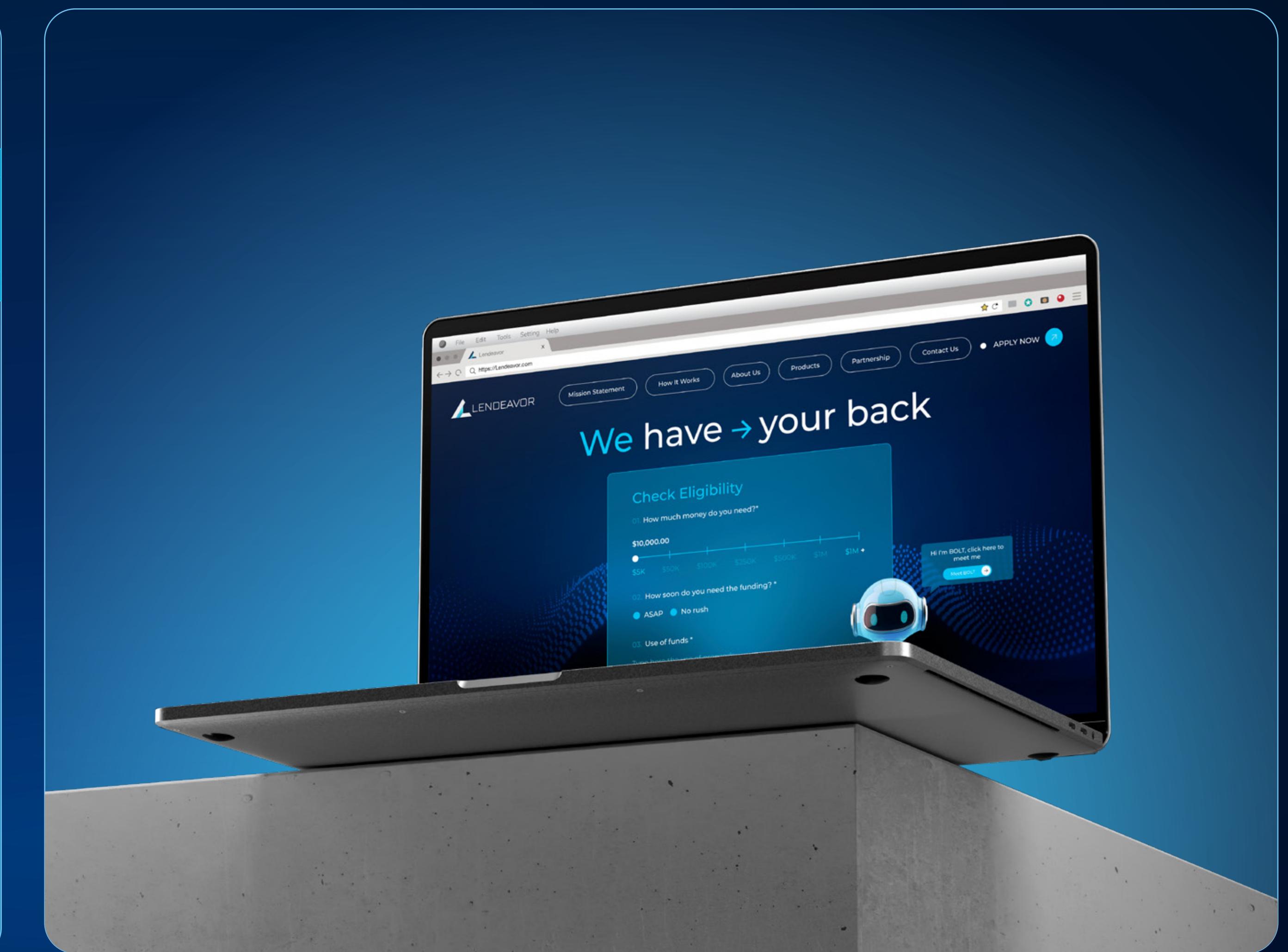
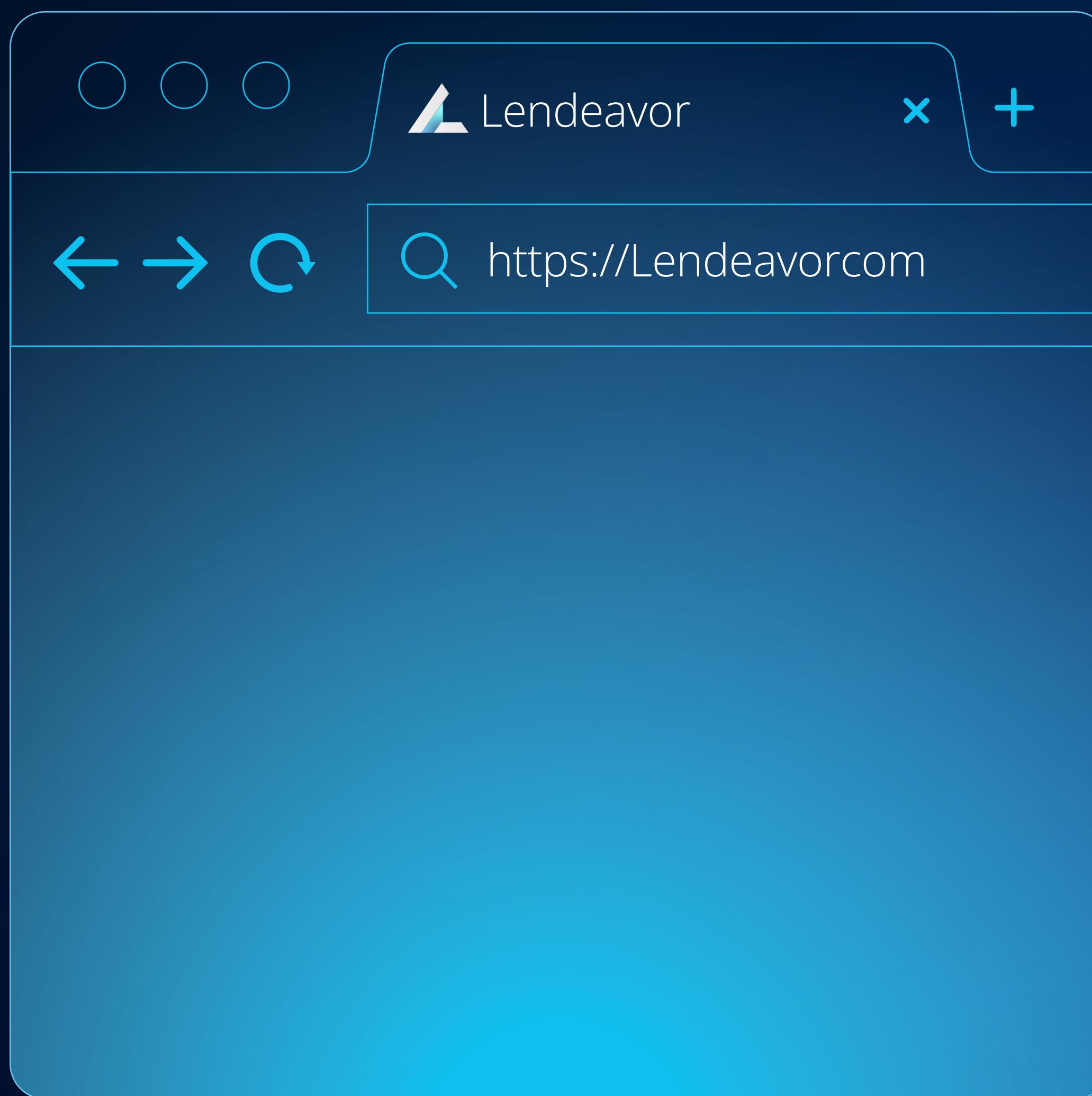
SOCIAL AVATARS



APP MOCKUP



WEB MOCKUP



The background of the image features a complex, abstract network structure composed of numerous small, glowing blue dots connected by thin lines, forming a mesh-like pattern that curves across the frame.

THANKS FOR WATCHING!