



**GAINDAO**  
HYBRID FINANCE

+

LOGO

|                     |       |       |
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## BRAND IDENTI-

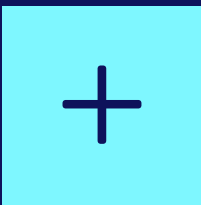
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## APPLICATIONS

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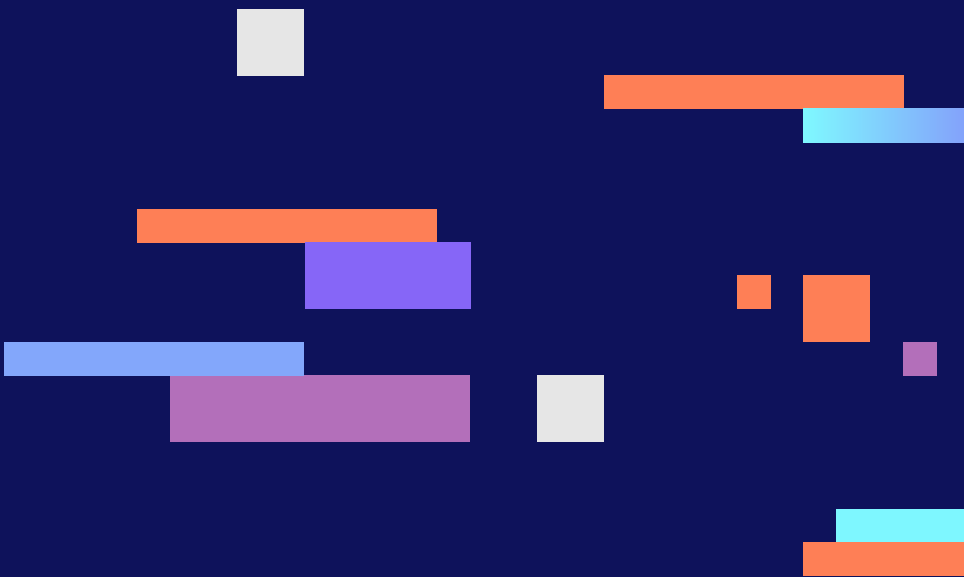
## SOCIAL MEDIA

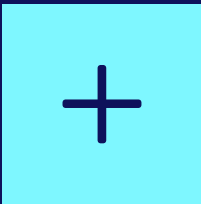
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# Introduction

In this manual we have established the guidelines for the development of the graphic image of **Gain Dao** who are a company driven by trading algorithms optimized by machine learning that operate in traditional financial markets. They function as a great bridge between financial systems. It seeks to establish a balance so that it is perceived as a brand with all the technological support and knowledge, but also as a company focused on providing benefits to its users who are human beings with technical knowledge.



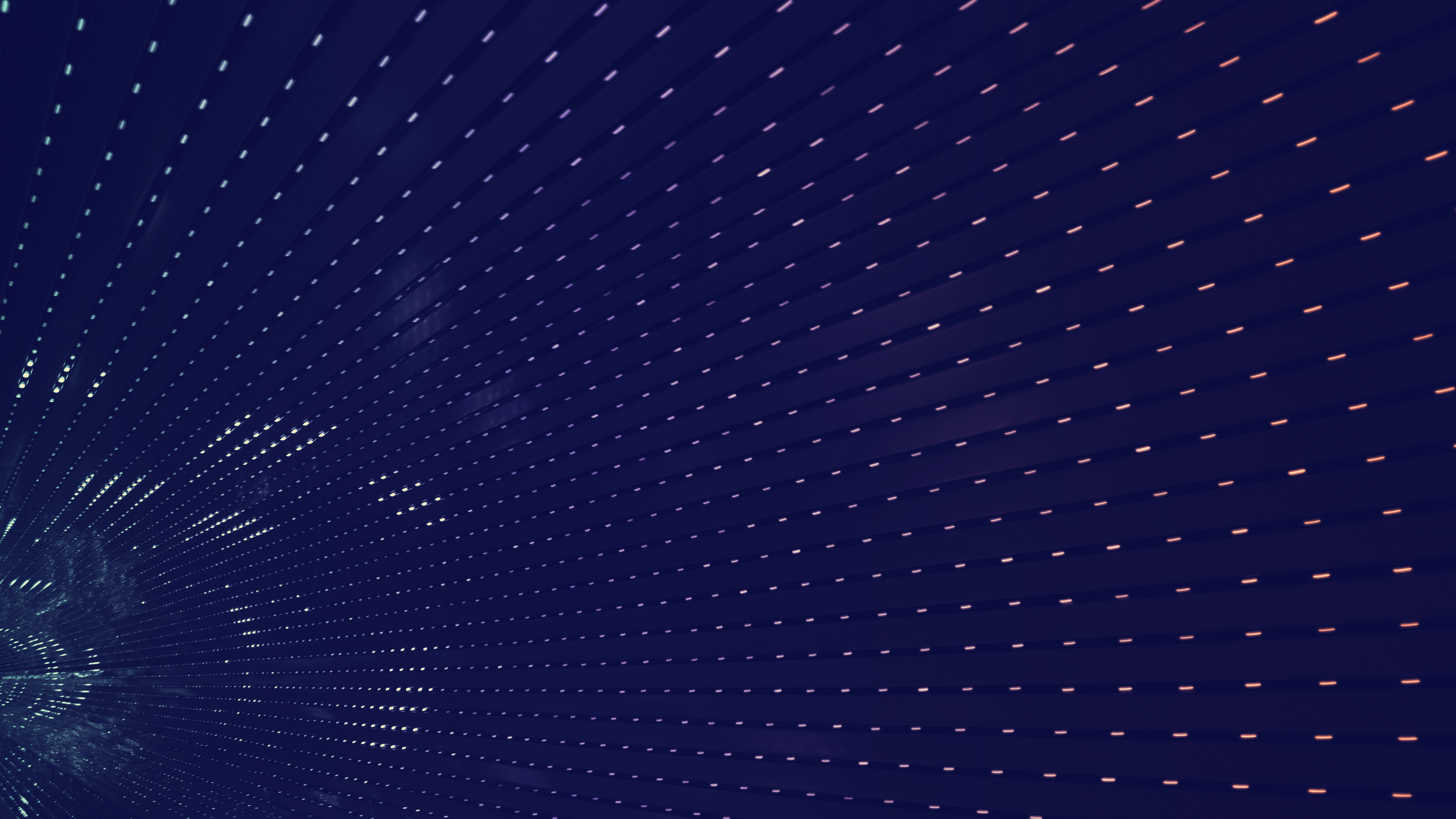


# Definition of the brand's territory

Cryptocurrencies have been created by humans for humans, so we must have a balance so that **Gain DAO** is shown as a brand with all the support and technological knowledge, but also, as a company focused on giving benefits to its users who are beings humans with a technical knowledge and a foundation in cryptocurrencies

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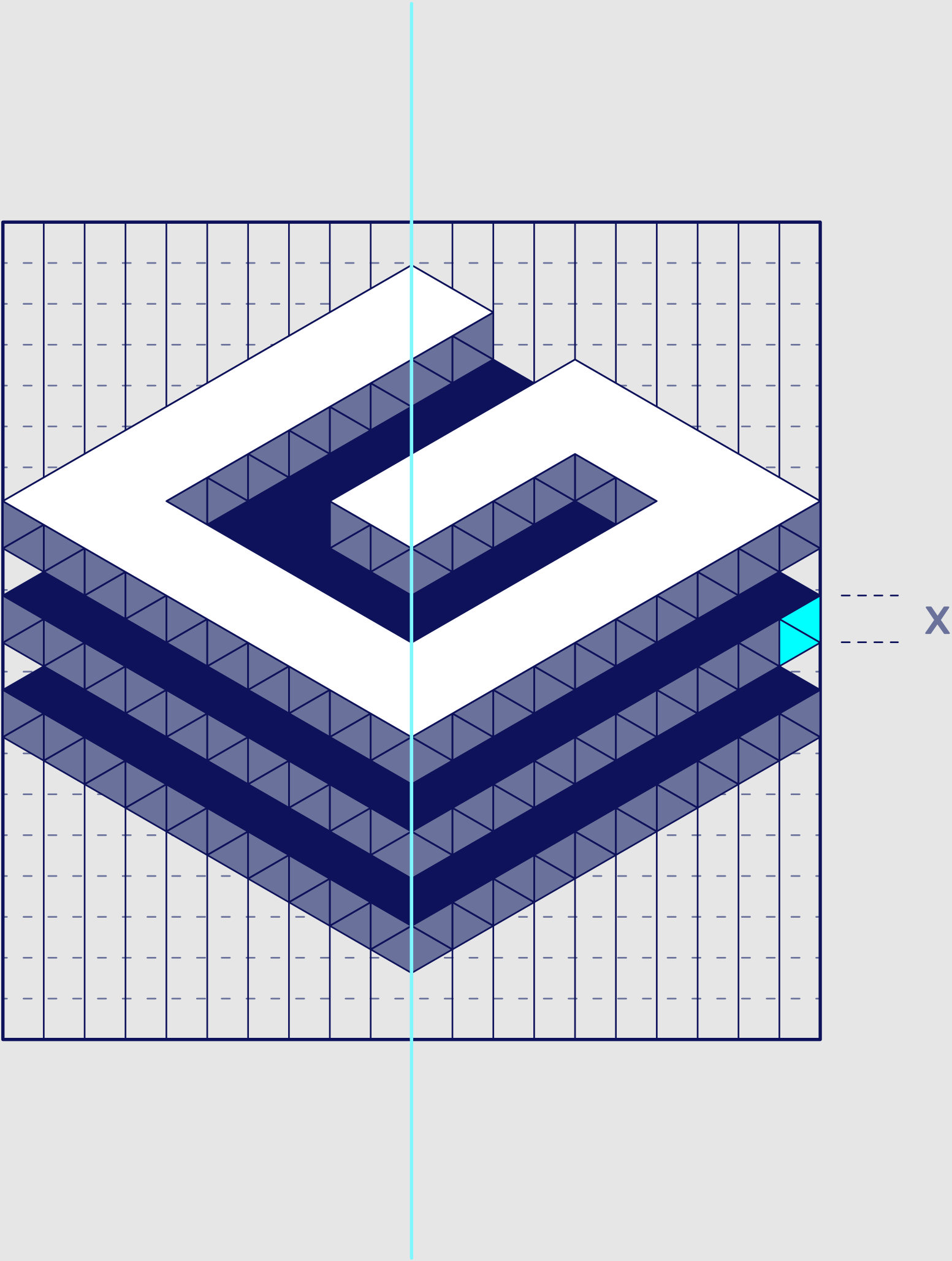




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# Isotype Redesing

The logo proposal is always inspired by Gain Dao's basic logo, however, it has been simplified in terms of figure and color to obtain an easier recognition from its customers and a better positioning among the competition, maintaining that image.



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Logo

Structure



Primary Logo

Primary Logo horizontal Version



- USE:
- Only on light backgrounds
  - Representative Areas
  - The minimum size of the Gain Dao logo will be 245 pixels wide and 80 pixels high.

# + Logo simplified



Primary Logo

Primary Logo horizontal Version



## USE:

- **Only on dark backgrounds**
- Representative Areas
- The minimum size of the Gain Dao logo will be 245 pixels wide and 80 pixels high.

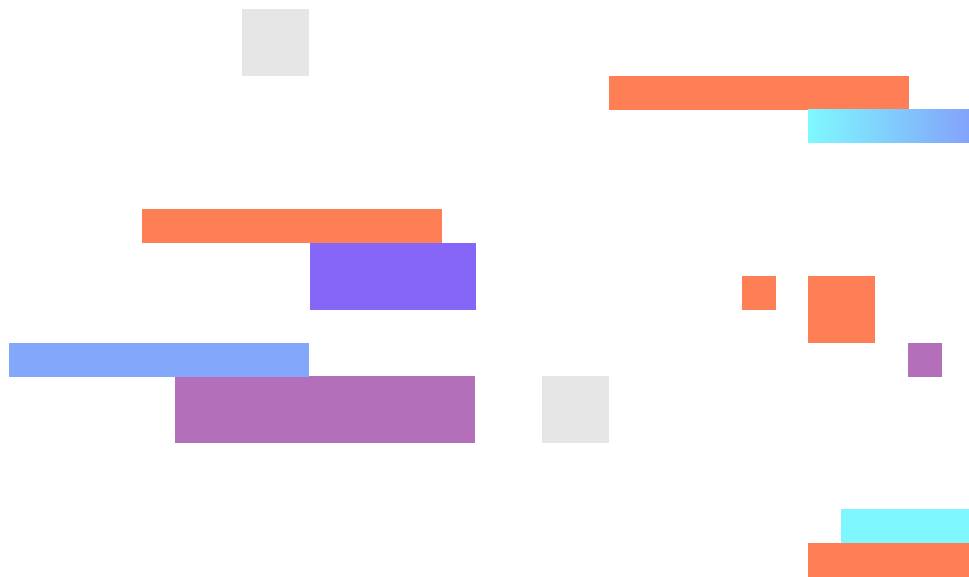


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Logo

Versions

The brand has 4 versions consisting of: the light version; blue on white as the main version, the dark version; white on blue, in addition to the versions where the gradient is suppressed. All these variants are created with the intention of not harming the values and strengthening the brand positioning.





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SIMPLIFIED NEGATIVE VERSION





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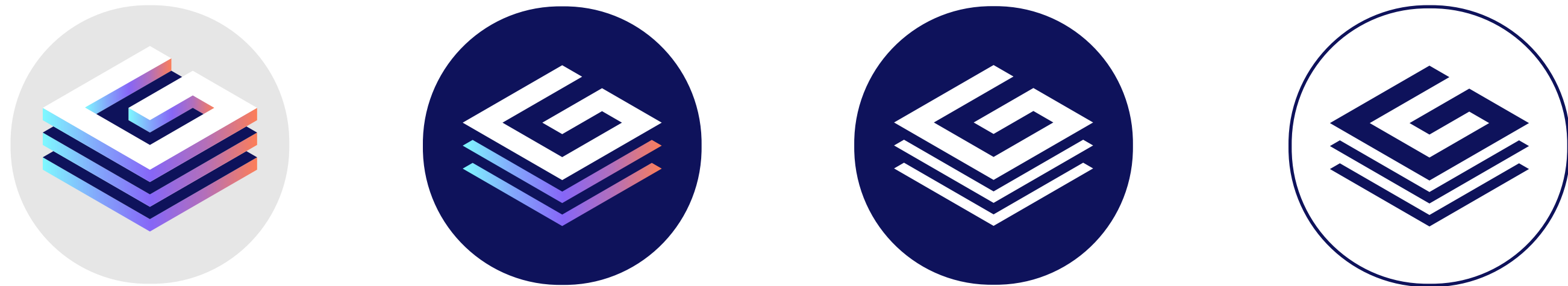
Icon

Versions

Icon – Square version



Icon – Circle version

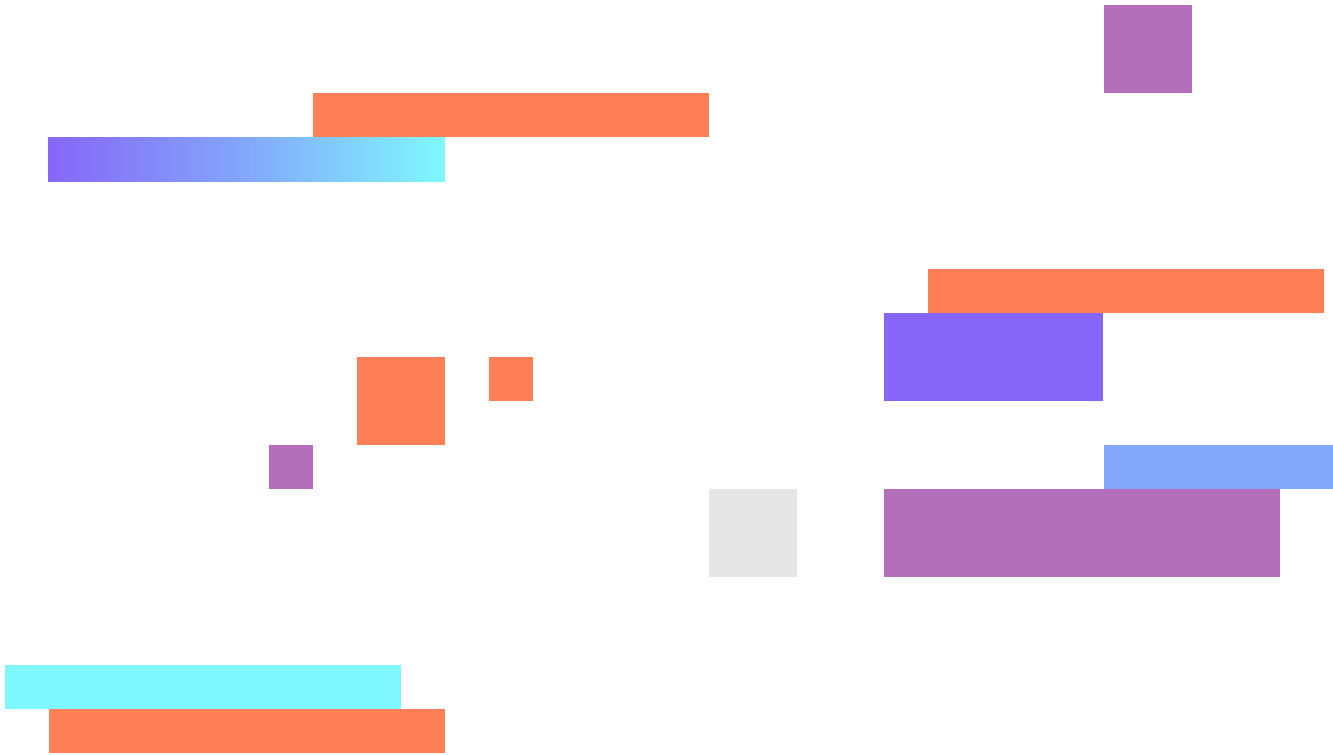


Its use will be only for social media profile pictures and photographs when the brand is fully established and easy to recognize.  
The minimum size for use is 50 pixels by 50 pixels.

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Do and Dont's

Misuses are all those that express another personality and are affected by the values of the brand, so any change in graphics, such as typography, color or shape, does not proceed to **Gain Dao** company.





Light version





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Don'ts

Dark version



Do not rotate or stretch



Do not move the elements

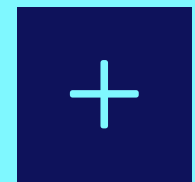
Light version



Do not mix colors or gradients



Do not use secondary colors in the logo



**SHARE  
THE FINANCIAL  
BENEFITS**

+

# Chromatic Palette

Colors are used through a hierarchy: It is important to keep in mind that the main colors are white, blue and turquoise. However, additional colors such as violet, orange and undertones of the same are complemented by gradients that are used for details and reinforcements of the brand in different graphic elements.



Primary Colors

|                      |   |                |  |
|----------------------|---|----------------|--|
| <b>Electric Blue</b> | <b>HEX:</b> 7EF7FF<br><b>R</b> 126 <b>G</b> 247 <b>B</b> 255<br><b>C</b> 0.51 <b>M</b> 0.03 <b>Y</b> 0 <b>K</b> 0 | <b>Whisper</b> | <b>HEX:</b> #0E6E6E6<br><b>RGB:</b> 230 230 230<br><b>CMYK:</b> 0 0 0 0.10 |
| <b>Midnight Blue</b> | <b>HEX:</b> #0E125B<br><b>RGB:</b> 14 18 91<br><b>CMYK:</b> 0.85 0.80 0 0.64                                      | <b>White</b>   | <b>HEX:</b> #FFFFFF<br><b>RGB:</b> 255 255 255<br><b>CMYK:</b> 0 0 0 0     |

Secondary Colors

|                         |   |   |
|-------------------------|---|---|
| <b>Light Slate Blue</b> | <b>HEX:</b> #8666F7<br><b>R</b> 134 <b>G</b> 102 <b>B</b> 247<br><b>C</b> 0.46 <b>M</b> 0.59 <b>Y</b> 0 <b>K</b> 0.03 |   |
| <b>Waikawa Grey</b>     | <b>HEX:</b> #6A729B<br><b>RGB:</b> 106 114 155<br><b>CMYK:</b> 0.32 0.26 0 0.39                                       | <b>Fuchsia</b><br><b>HEX:</b> #B36FBA<br><b>R</b> 179 <b>G</b> 111 <b>B</b> 186<br><b>C</b> 0.04 <b>M</b> 0.40 <b>Y</b> 0 <b>K</b> 0.27 |
| <b>Jordy Blue</b>       | <b>HEX:</b> #83A7FB<br><b>R</b> 131 <b>G</b> 167 <b>B</b> 251<br><b>C</b> 0.48 <b>M</b> 0.33 <b>Y</b> 0 <b>K</b> 0.02 | <b>Coral</b><br><b>HEX:</b> #FE7F56<br><b>R</b> 254 <b>G</b> 127 <b>B</b> 86<br><b>C</b> 0 <b>M</b> 0.50 <b>Y</b> 0.66 <b>K</b> 0.00    |



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Gradient colors

0°

Location

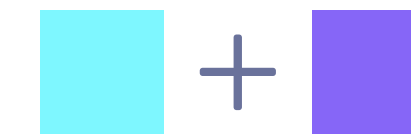


## + Gradient colors

## PALETTE VARIATION



## OPTION 1



## COLOR COMBINATIONS



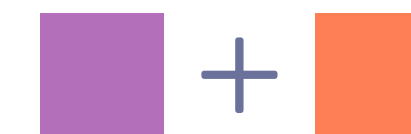
## OPTION 2



### OPTION 3



## OPTION 4



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Tipography

The san serif typeface Chakra Petch promotes a modern and high-level technological image that generates greater confidence and closeness, but it also has an imposing and sophisticated look, accompanied by a Rubik typeface that generates a reliable, human and professional image, and is also accessible for a better reading comprehension.

AaBb

Rubik

Rubik Light  
Rubik Regular  
Rubik Bold

AaBb

Chakra Petch

Chakra Petch Bold  
Chakra Petch Regular

+

Tipography

Chakra Petch

Headlines (Option 1)  
Very Small texts

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!\$“/()

Rubik (Bold)

Headline (Option 2)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!\$“/()

Rubik (Regular)

Subhead

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!\$“/()

Rubik (Light)

Body text

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!\$“/()



# + Brand Elements

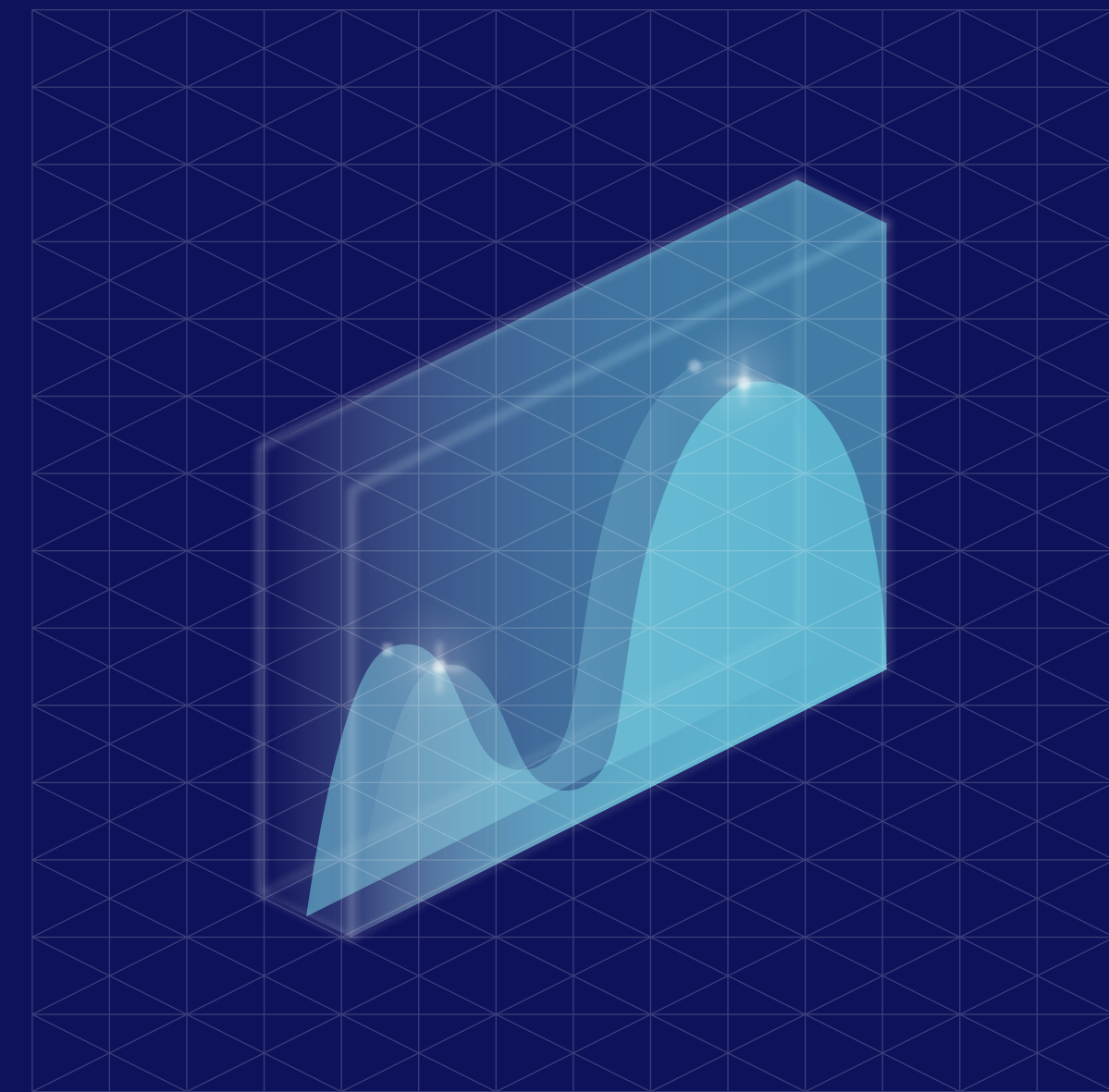
## Definition of icons



Gain on ETH



The Harvest Mechanism



Tokenized Wealth Pool

Gradient icons to be used for website and social media on dark and light backgrounds.  
The minimum size for use is 300 pixels in height.

# + Icons

## Light version



DAO



Backed by Ether



Scalable



Secure



Audited



Price Floor

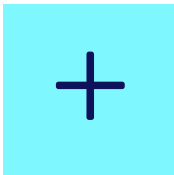


Algorithmic Trading



Limited Supply

Flat icons to be used for website and social media on dark and light backgrounds.  
The minimum size for use is 40 pixels in width and height.



# Icons

## Dark version



DAO



Backed by Ether



Scalable



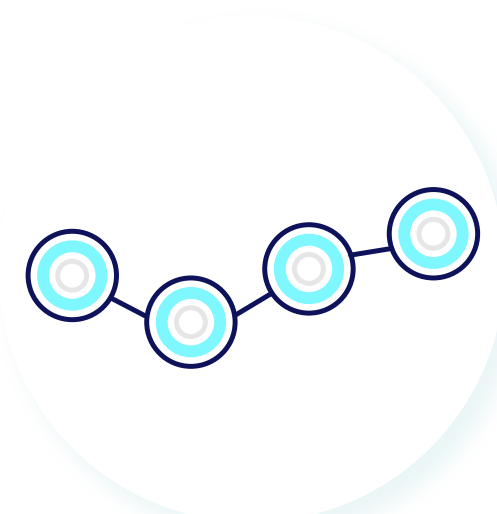
Secure



Audited



Price Floor



Algorithmic Trading



Limited Supply

Flat icons to be used for website and social media on dark and light backgrounds.  
The minimum size for use is 40 pixels in width and height.

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Brand Elements:  
Video treatment

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Dots Patterns



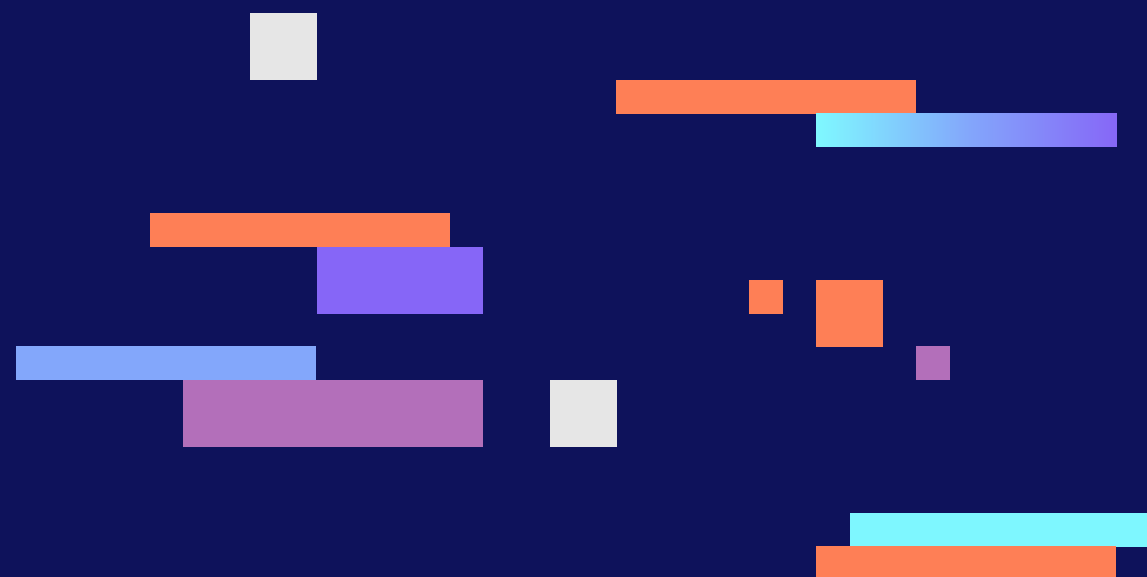
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Tittles

GAIN  
ON ETH

+

Glitches

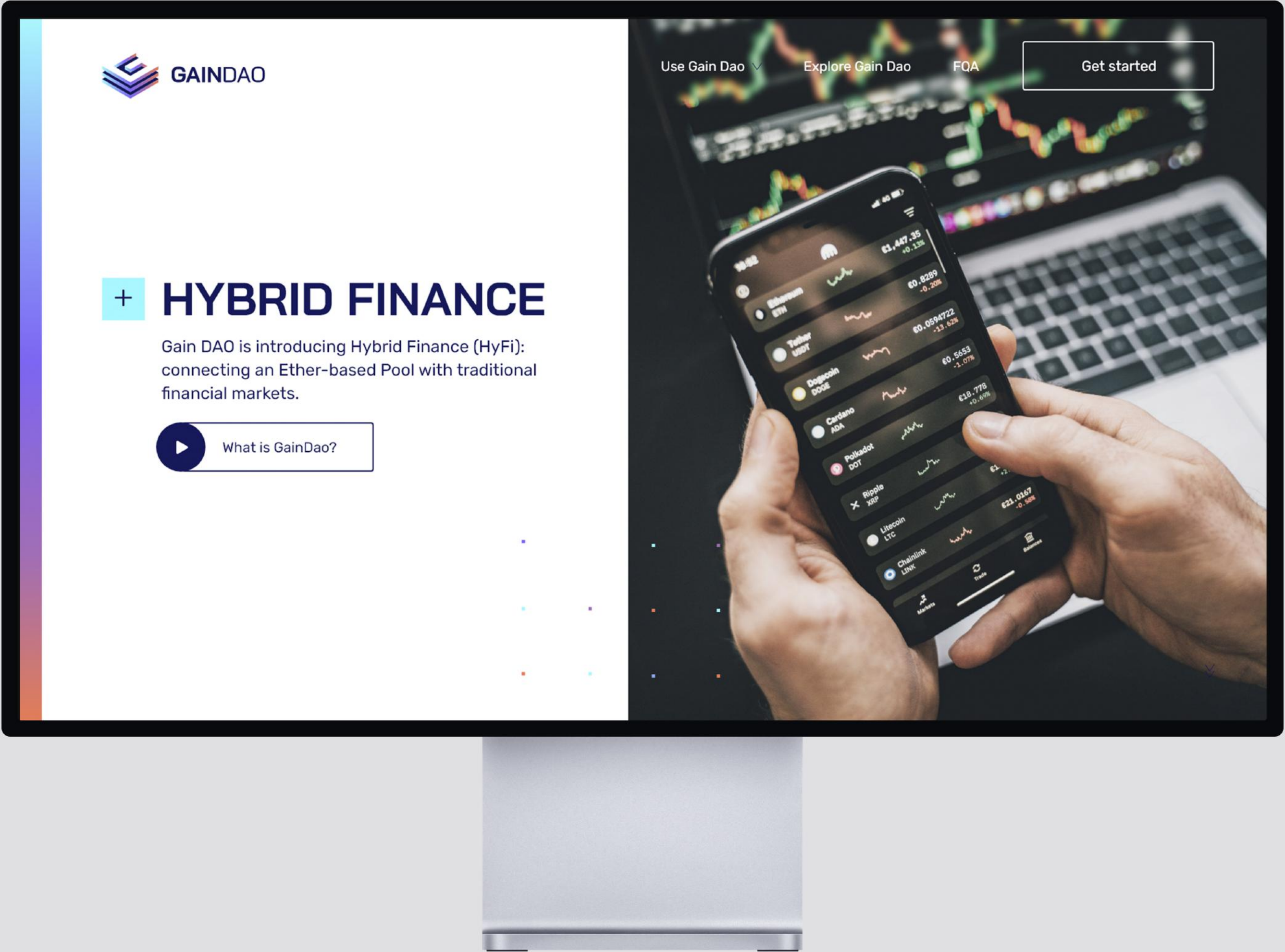






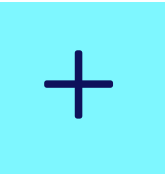








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# Instagram

In order to maintain a compatible image for each social network, it is ideal to keep it in a square format in each publication, so the format of Instagram will be 1080 x 1080 px, for stories 1080 x 1350 px.

In the case of photographs the size may vary, but it is important that the information or point of interest is kept centered

**Historias**  
1080 x 1920 px

PNG

**Profile Picture**  
720 x 720 px

PNG

**Post**  
1080 x 1080 px

PNG

+

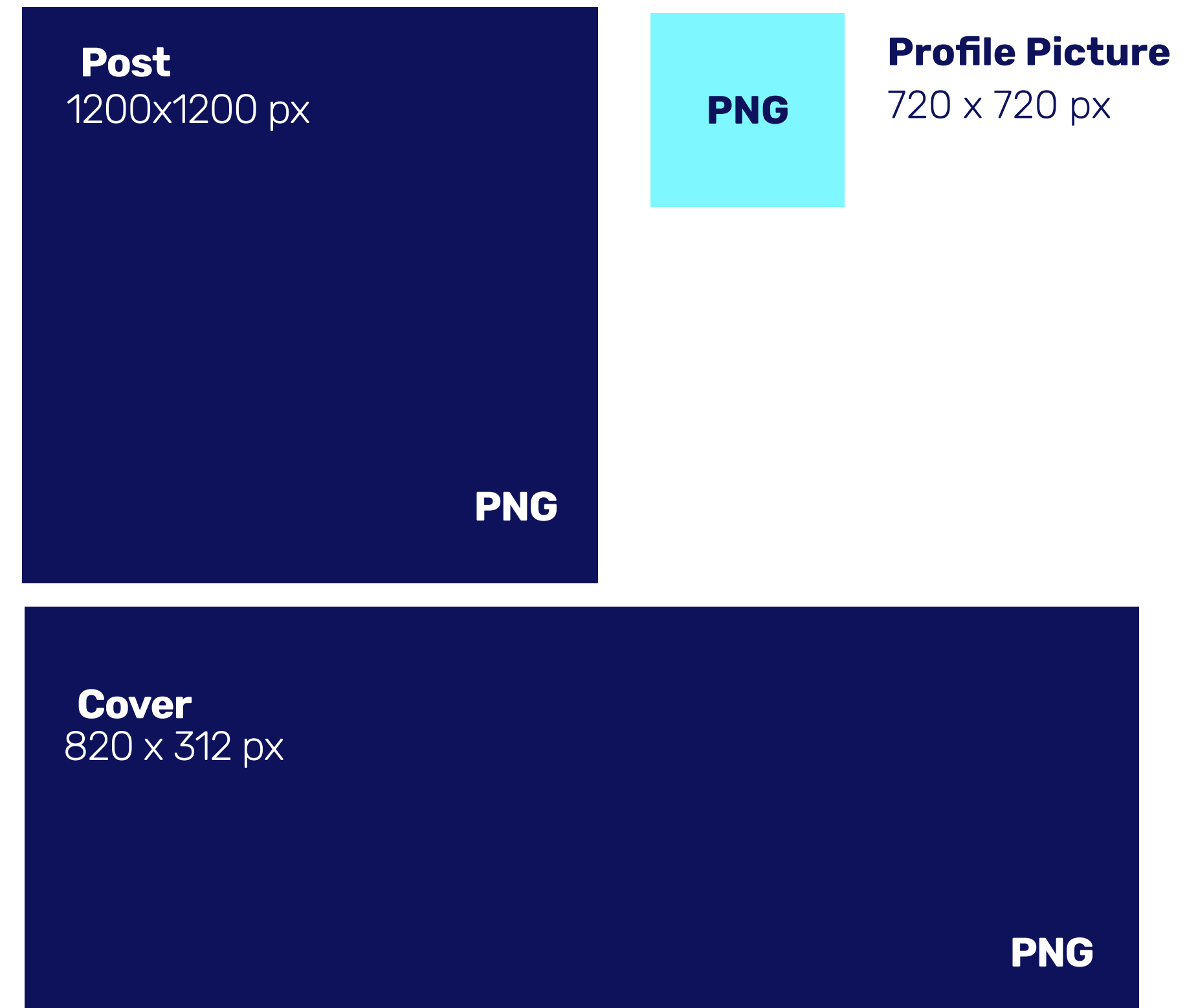
Instagram



## Facebook

The format of this social network corresponds to 1200x 1200px, but the advantage of linking Instagram publications to Facebook, will avoid not recreating an image, and will remain active in both networks.

However, sharing something specific on each social network will help keep interest in your account.





+

Facebook

+

SHARE  
THE FINANCIAL  
BENEFITS





GAIN DAO

Hybrid Finance

Send message

+

Twitter

