



# Pairwise

# Brand Book Guidelines





# 01

## Introduction

# 01

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Pairwise is a community-signaling and decision-making tool that enhances the funding process

Pairwise lets diverse stakeholders to vote or delegate voting power through a user-friendly, on-chain platform, making funding decisions more transparent, inclusive, and impactful.

# Pairwise

02

# Logotype

Pairv

02

## Logotype

Vertical

Pairwise

## 02

### Logotype

Horizontal



**Pairwise**

## 02

# Logotype

## Logomark



# 02

## Logotype

Color Usage



03

# Typography

# 03

## Typography

AaCc

Title & Body font

### Poppins

Regular

Medium

SemiBold

**Bold**

AaBbCcDdEeFfGgHhIiJjKkLlMmNn  
OoPpQqRrSsTtUuVvWwXxYyZz

1234567890©\*\\?!.,®@™

# 03

## Typography Usage

Medium

Tagline

Grant Management

Bold

Headlines

# Powering Grants with Fairness and Engagement

Regular

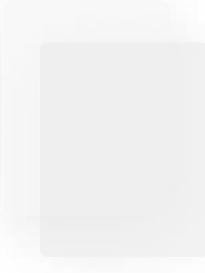
Paragraph

Pairwise is a community-signaling and decision-making tool that enhances the funding process

Bold

Links

[Learn more →](#)



# 04 Color Palette

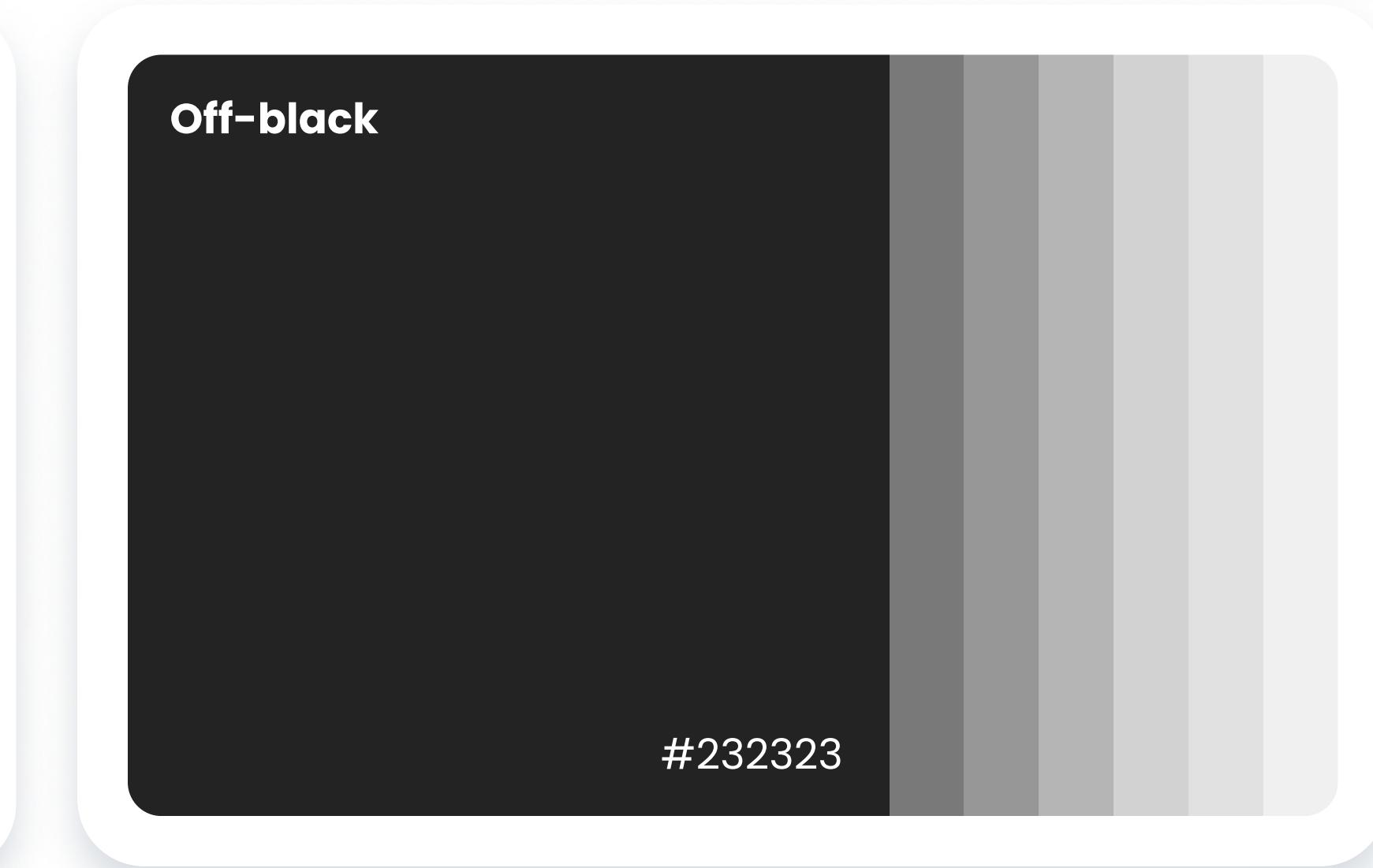


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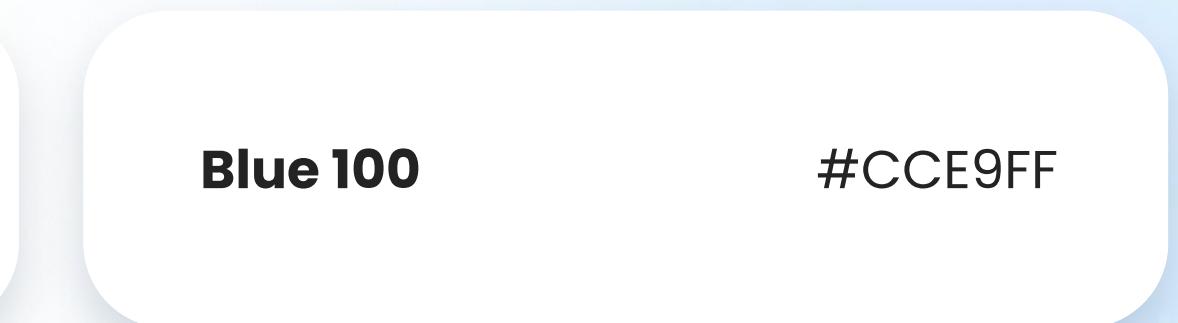
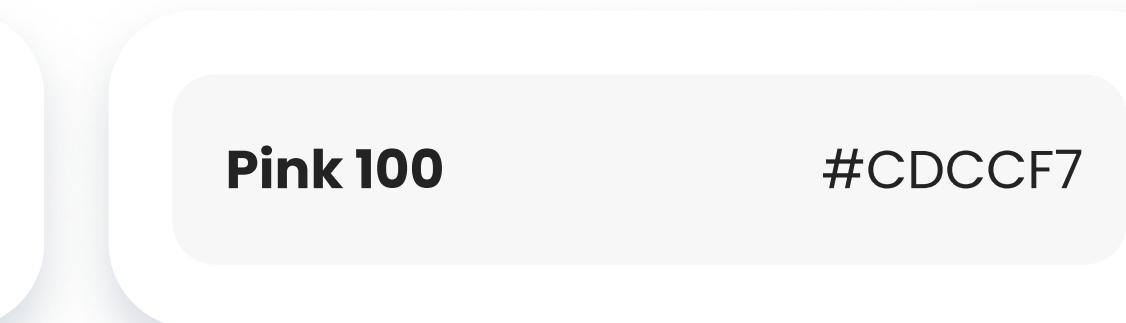
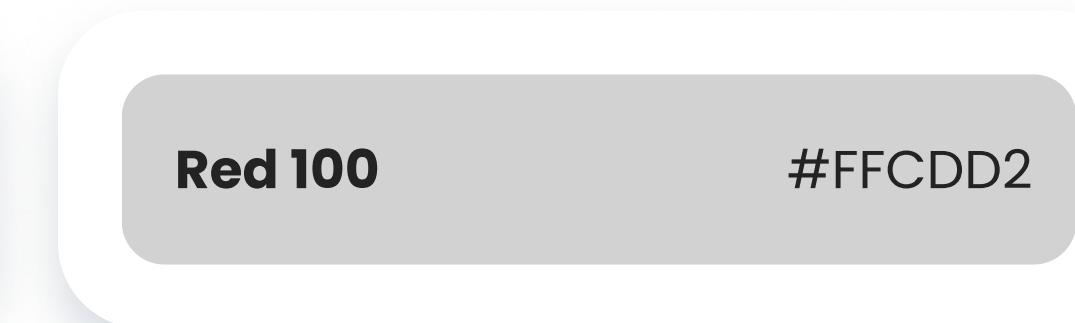
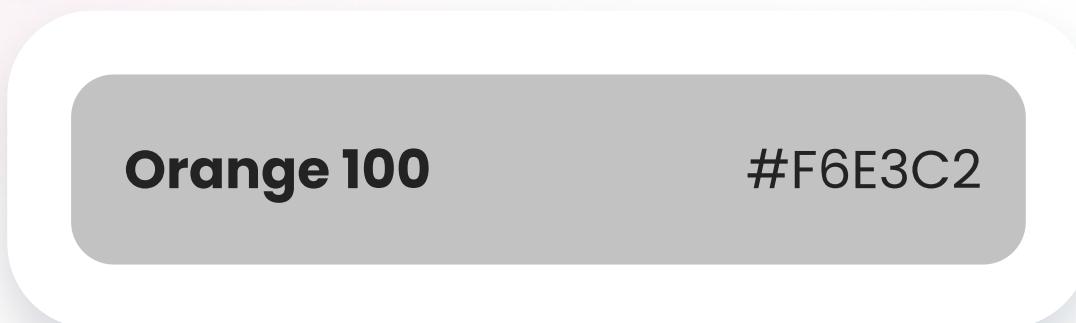
# 04

## Color Palette

Primary palette



Secondary palette



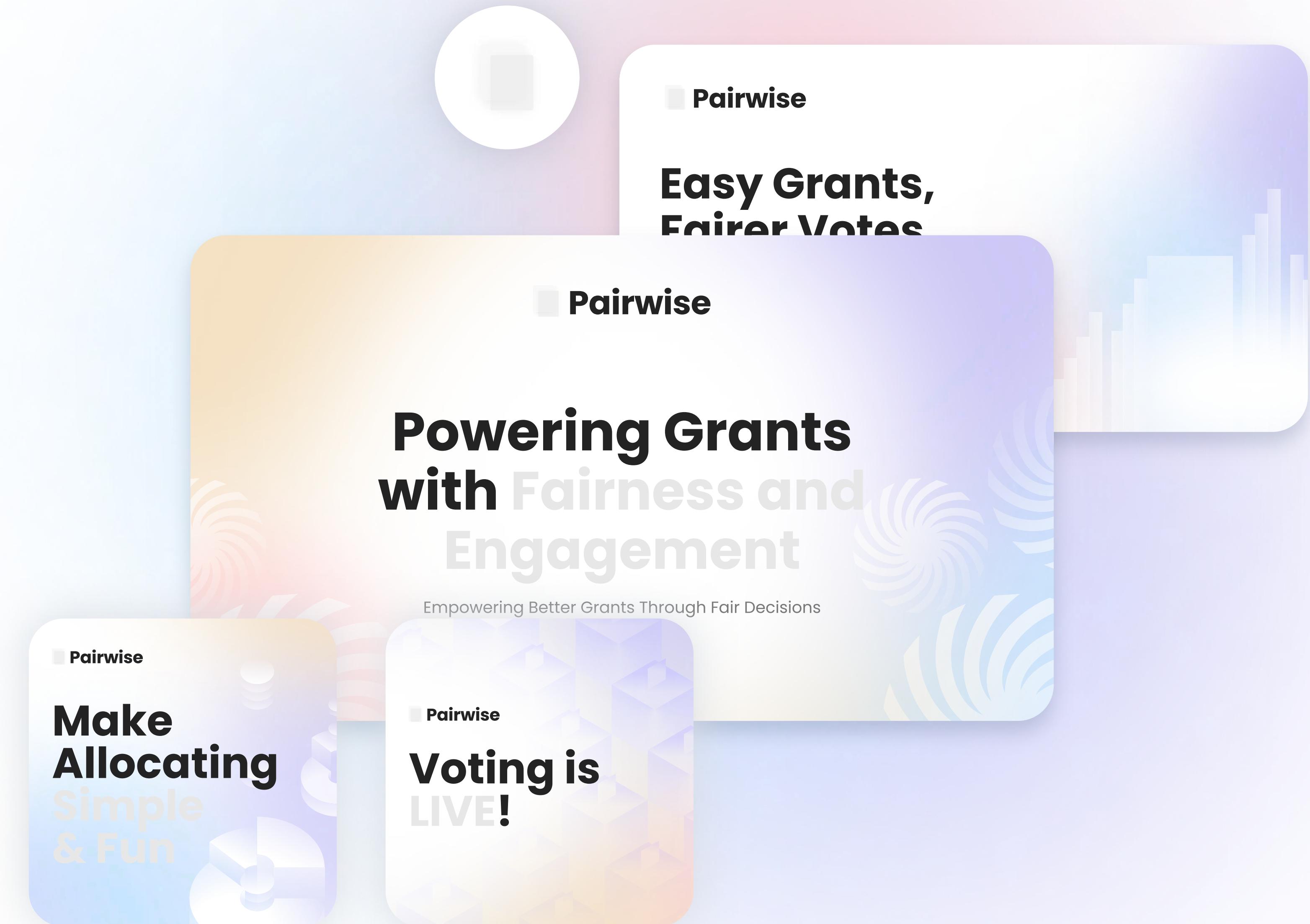
05

# Social Media

# 05

## Social Media Templates

15





# Pairwise

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2024

# Thank you!

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