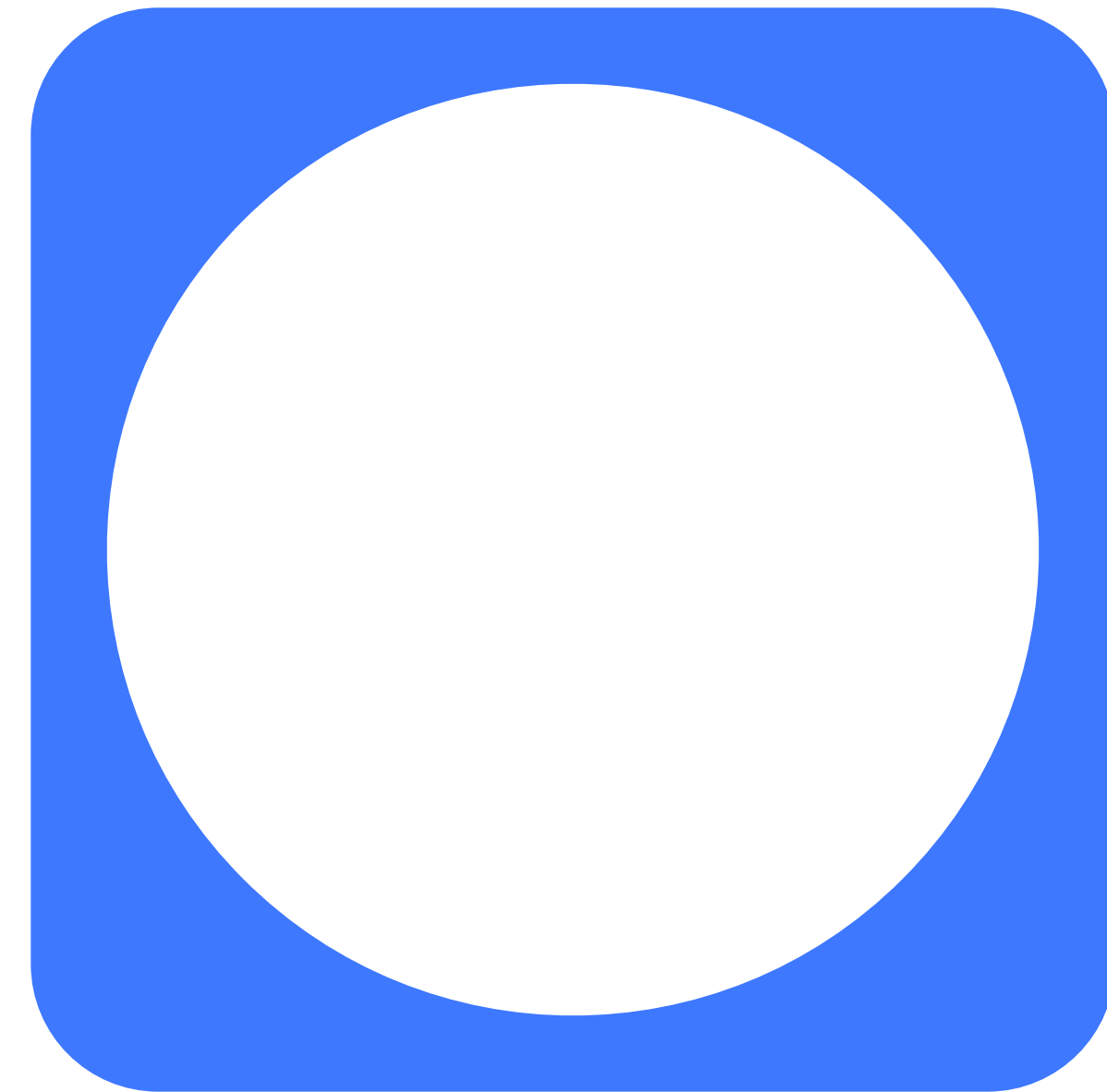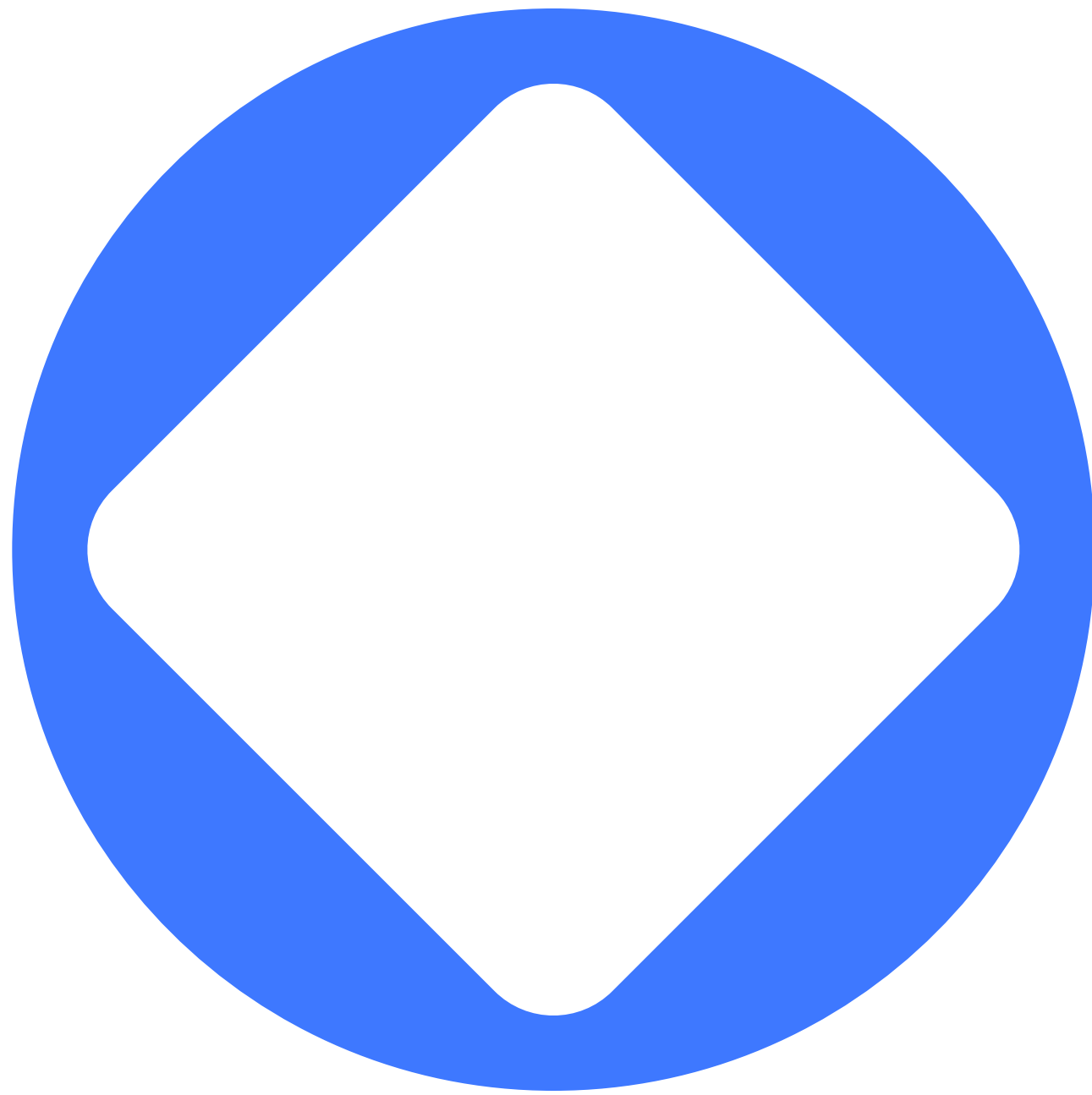# Generic

Minimal Brand Kit

Logo

Our logo reimagines the Generic Currency Symbol "¤" using basic circles and squares, creating a universal mark that supports a scalable, modular identity system for future applications.

Building Blocks

Built from simple geometric forms, our visual identity system is highly adaptable and opens broad creative possibilities, while reflecting the universal idea behind "Generic."

gmUSD Logo

The gmUSD logo extends the core Generic symbol by placing the dollar sign inside the same geometric form. This creates a clear visual link to the brand while allowing to adapt for other tokens.

Typeface

Gilroy

Typography

Unified Liquidity for L2 Blockchains

H0 Large Header

Semibold 160px

H1 Normal Header

Semibold 128px

H2 Small Header

Semibold 96px

H3 Large Title

Semibold 64px

H4 Normal Title

Semibold 48px

H5 Small Title

Semibold 40px

H6 Subtitle

Semibold 32px

H7 Body Text

Medium 24px

H8 Small Text

Medium 20px

Color Palette

Generic Greyscale 95

#0A0B0D

R10 G11 B13

Generic Greyscale 50

#393B40

R57 G59 B64

Generic Greyscale 25

#AAACB2

R170 G172 B178

Generic Greyscale 10

#C8C9CC

R200 G201 B204

Generic Greyscale 5

#E3E4E5

R227 G228 B229

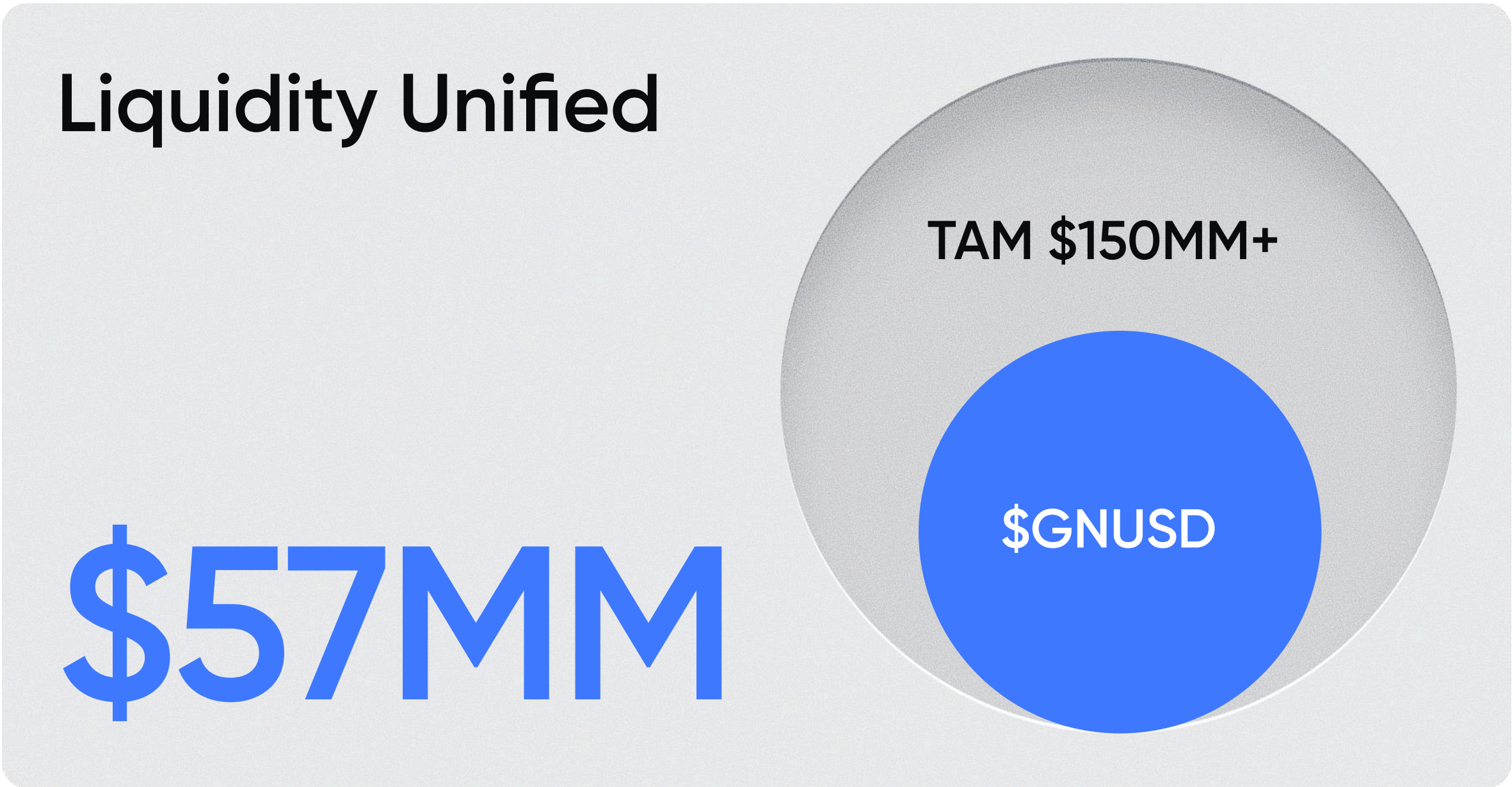## Generic Blue 100

#3F79FF

R63 G121 B255

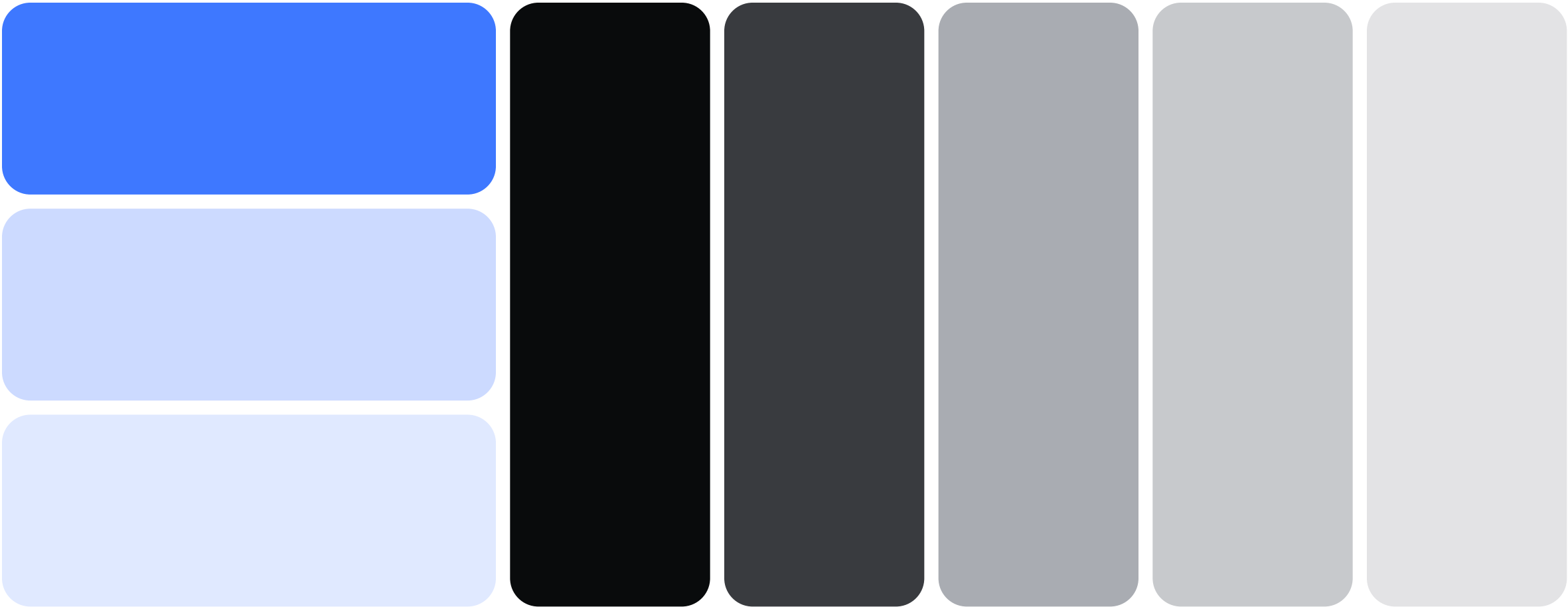## Generic Blue 25

#CCDBFF

R204 G119 B255

Generic Blue 15

#E0EAFF

R224 G1234 B255

Brand Identity

Generic

Unified Liquidity for L2 Blockchains
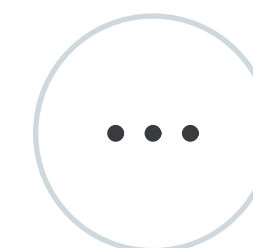
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TAM $150MM+

$GNUSD

$57MM

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