

# Pipvaro

## Brand Guidelines



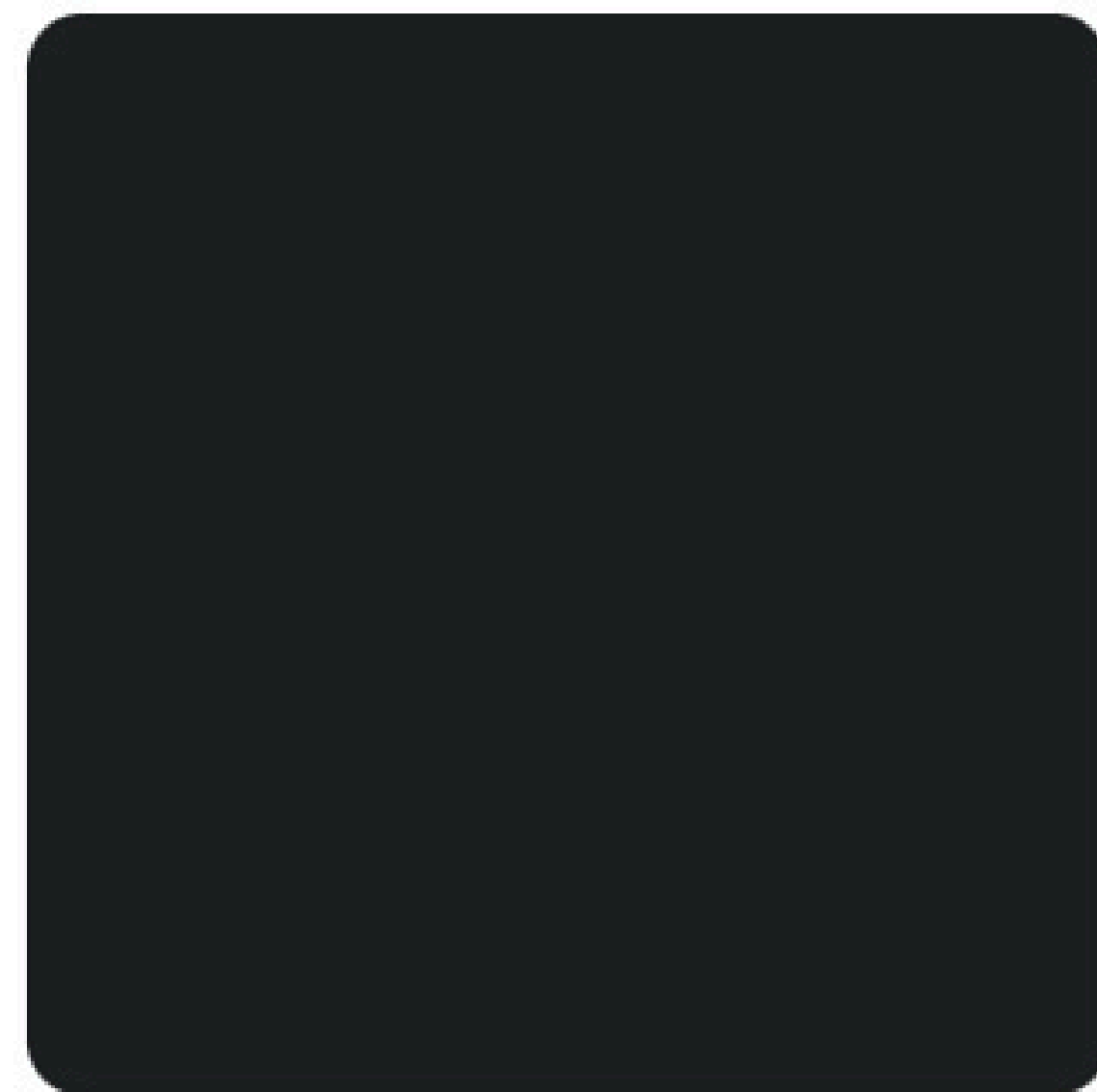
# Logos



# Icons



# Colors



Brand Color

## Shark

HEX: #1e2122

HSL: 195, 6%, 13%

RGB: 30, 33, 34

CMKY: 12, 87, 3, 0



#000000



#3f4bf2



#d3d5f0

# Fonts

## Red Hat Display

Brand-specific fonts are an important visual element in a brand's visual system. Brand-specific fonts are the preferred fonts for the brand and can be used across all communication channels.

.,:;' " ! ? + - \* / = () < >

## Space Mono

Brand-specific fonts are an important visual element in a brand's visual system. Brand-specific fonts are the preferred fonts for the brand and can be used across all communication channels.

.,:;' " ! ? + - \* / = () < >

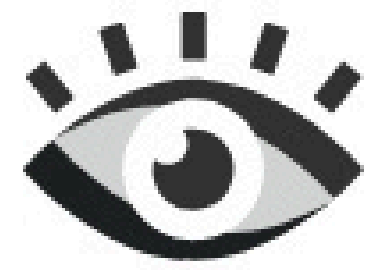


# About Us



Welcome to Pipvaro, the smart trading platform revolutionizing the way you trade. Our advanced trading bot seamlessly executes your winning trades, allowing you to concentrate on strategy. Join a thriving community of traders dedicated to maximizing success through automation and collective insights. With Pipvaro, experience the future of trading and elevate your performance to new heights.

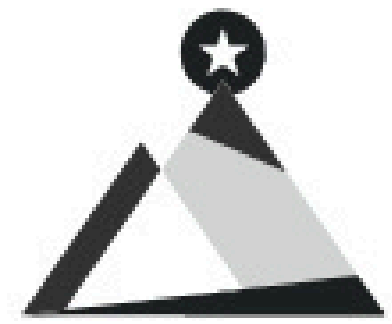
# Mission/Vision



## Mission

To empower traders with innovative tools and a collaborative community to optimize trading success through automation and shared knowledge.

---

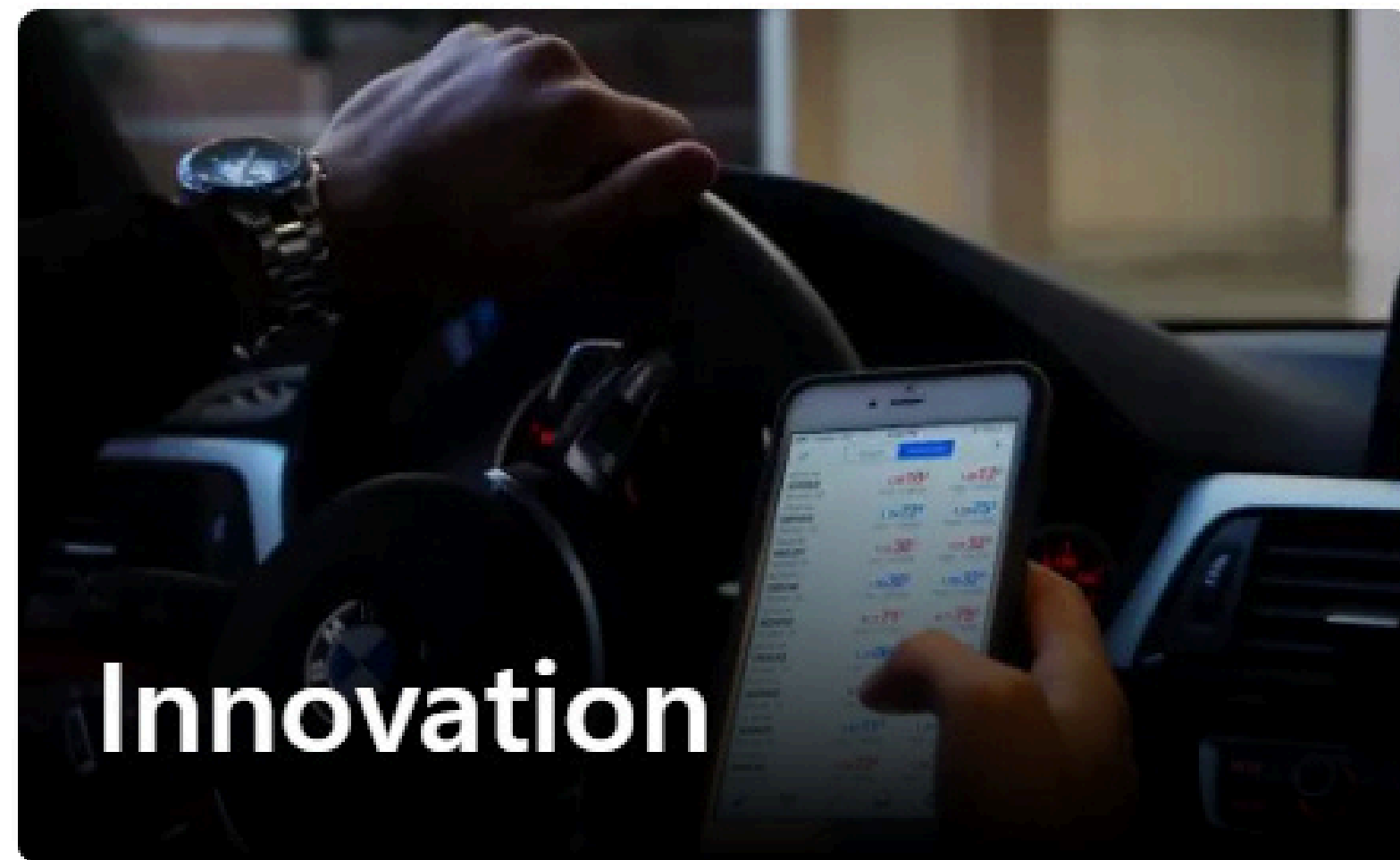


## Vision

To be the leading platform where traders globally harness technology and collective insights for unparalleled trading excellence.

---

# Values





# Slogan/Voice

## Slogan

***" Automate, Strategize, Succeed "***

## Tone

■ Empowering

● Insightful

▲ Supportive



Sometimes, usually due to production costs, only one color can be used, so in this case the use of a logo, logo or symbol must follow the use of light type on a dark background or use of dark type on a light background Type convention.

The logo and/or symbol outline must be clearly distinguished from the background color.



# Brand Guidelines

Version 1.0

## Logo Version

Main Logo



About Us

"Through pro

Mono Logo