

Brand Guideline – 2023

Uniswap Brand Guidelines

Uniswap Brand Guidelines

Welcome to our brand kit.

This kit contains guidelines for how best to convey the Uniswap brand in your surfaces.

Contents

04	Logo
12	Color
16	Typography
19	Layout
21	The Unicorn

If you have any questions regarding the contents in this guide, please reach out to: brand@uniswap.com

Logo

LOGO

Variations

- 01 The horizontal lockup should be used in most cases when representing the Uniswap brand to an external audience.

- 02 The vertical lockup should be used in contexts where there isn't appropriate affordance for the horizontal lockup.

- 01 Best used as an icon or monogram in surfaces that contain other distinct Uniswap branding markers (such as a launch video or product interface), or in surfaces for audiences that are already familiar with the Uniswap brand.

- 02 Best used on our social channels. It should not be altered or redrawn in any other way.

Horizontal logo



Stacked logo



Unicorn



Wordmark

Uniswap

LOGO

Spacing

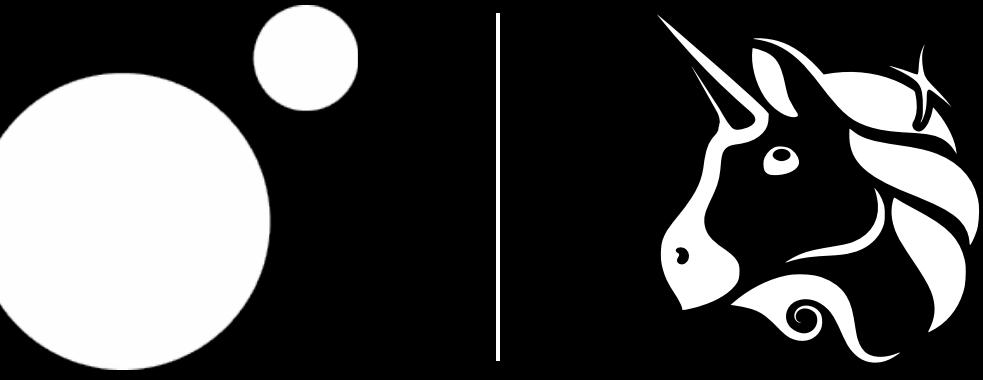
The spacing and orientation of the lockup should not be altered.



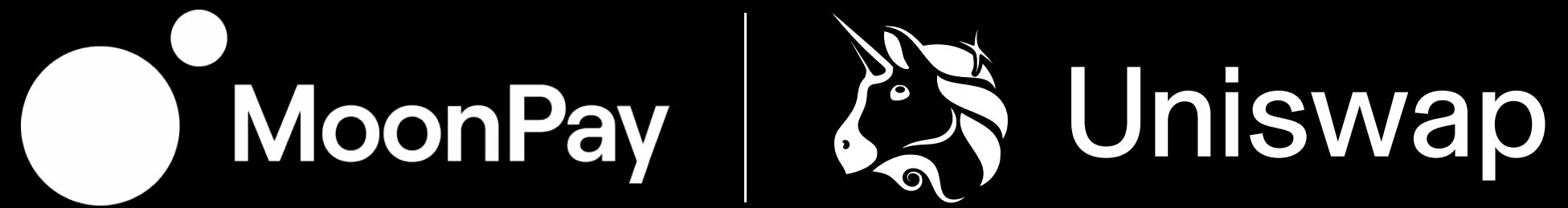
LOGO

Partnerships

01 Partnership A (marks only)



02 Partnership B (logo)



03 Sponsorship

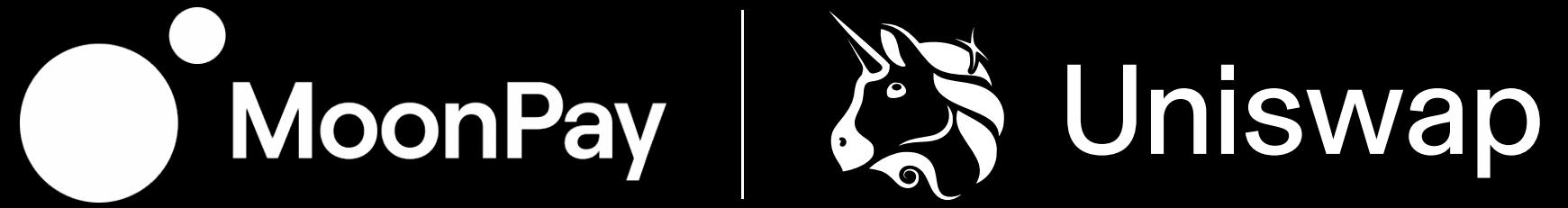


LOGO

Partnerships

Always refer to 'Uniswap' only when creating partnership lockups. Do not refer to specific products (e.g. 'Uniswap Wallet'), even if a partnership is to promote that product.

✓ DO use the Uniswap logo for partnership



✗ Do NOT use product name for partnership

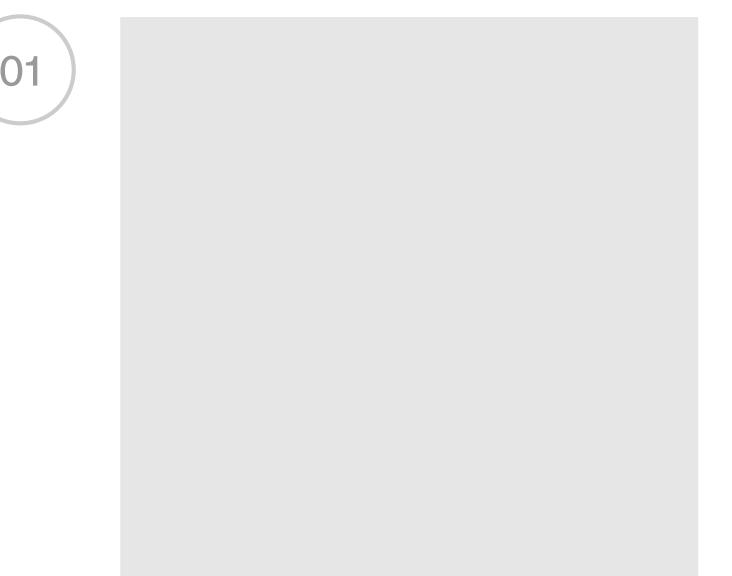
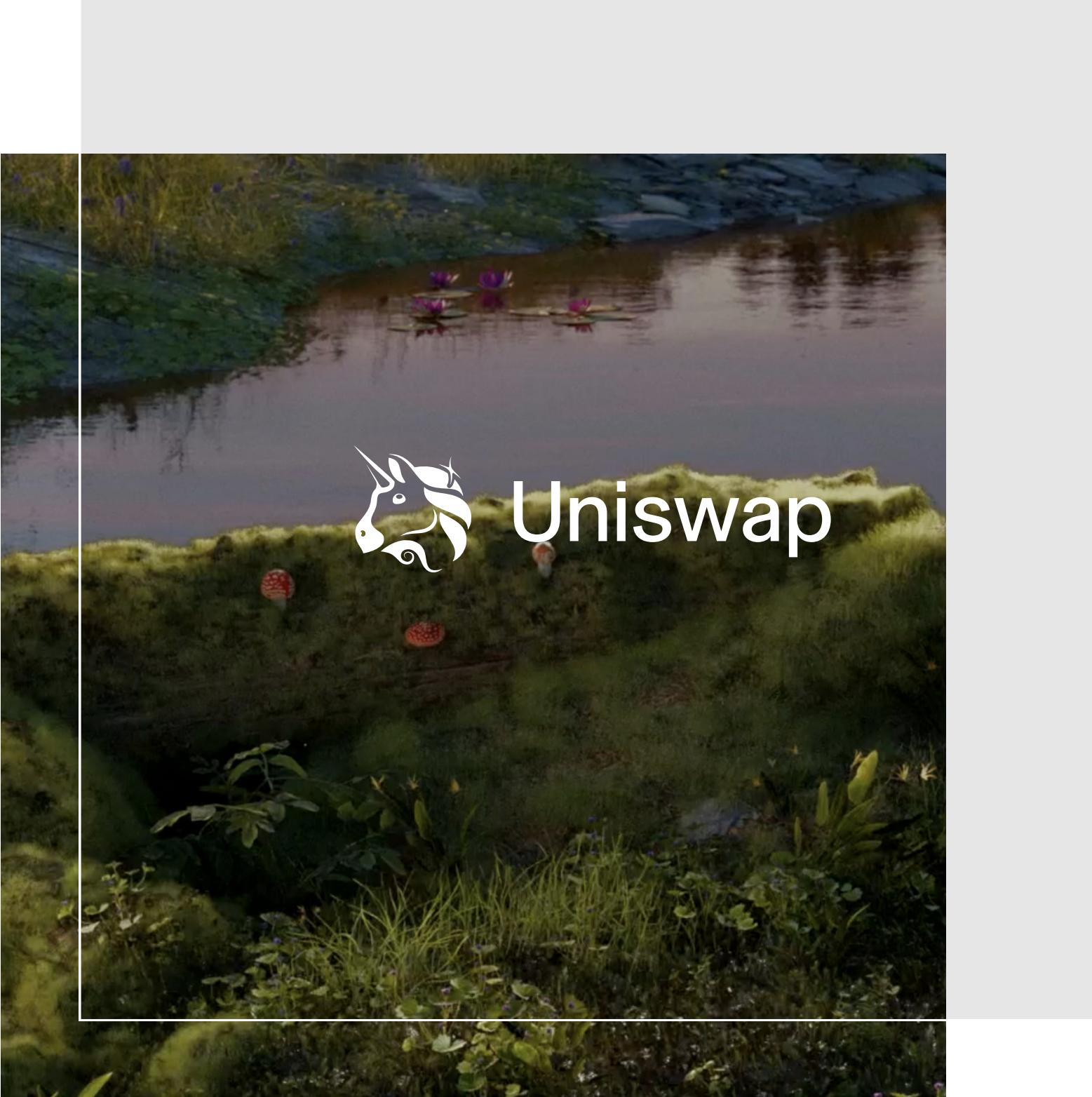


LOGO

On image

When placed against an image backdrop, apply a 10% black overlay to ensure legibility of the logo.

Be sure to use White or Black logo variant depending on the contrast of the background image.



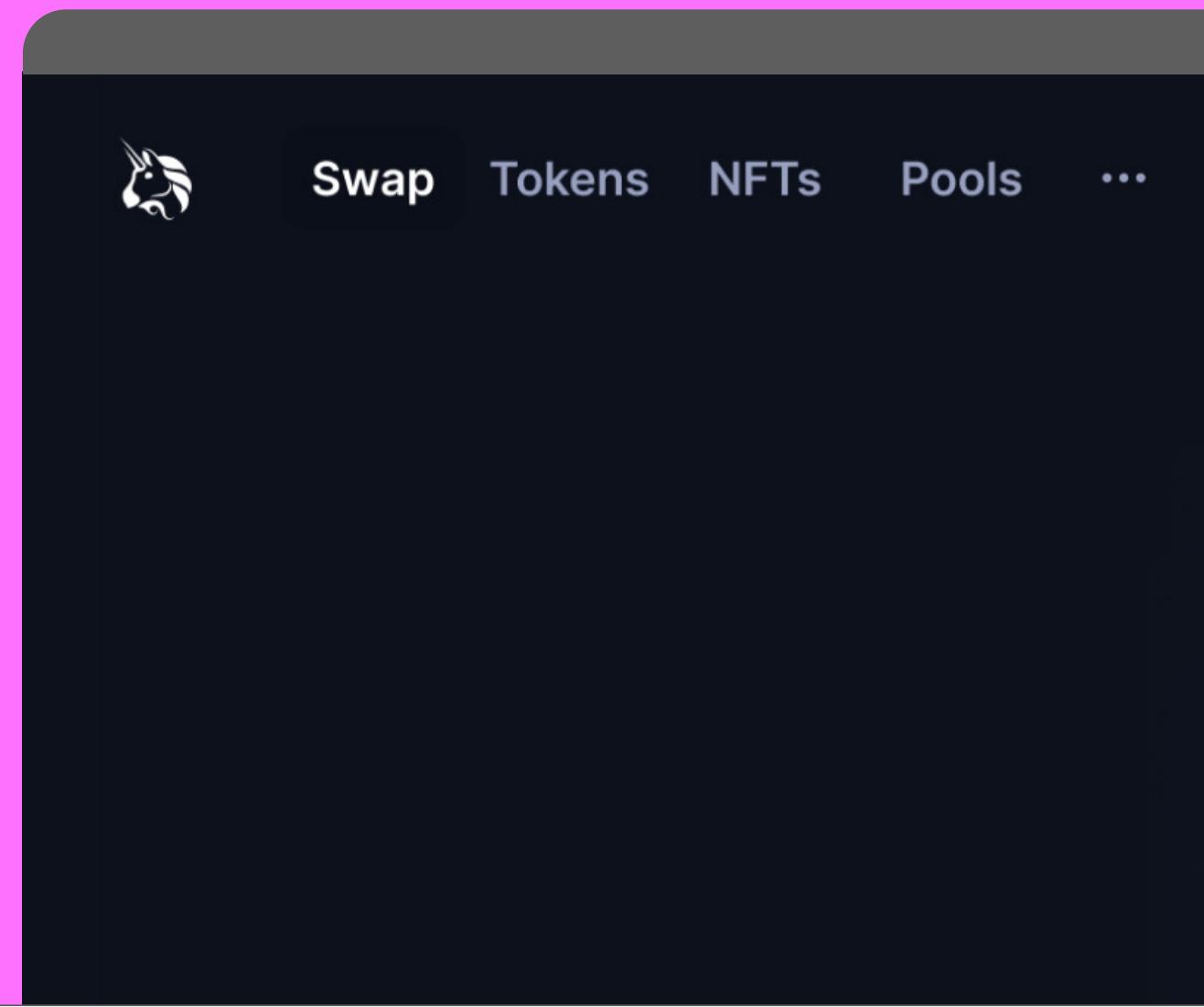
LOGO

Example placements

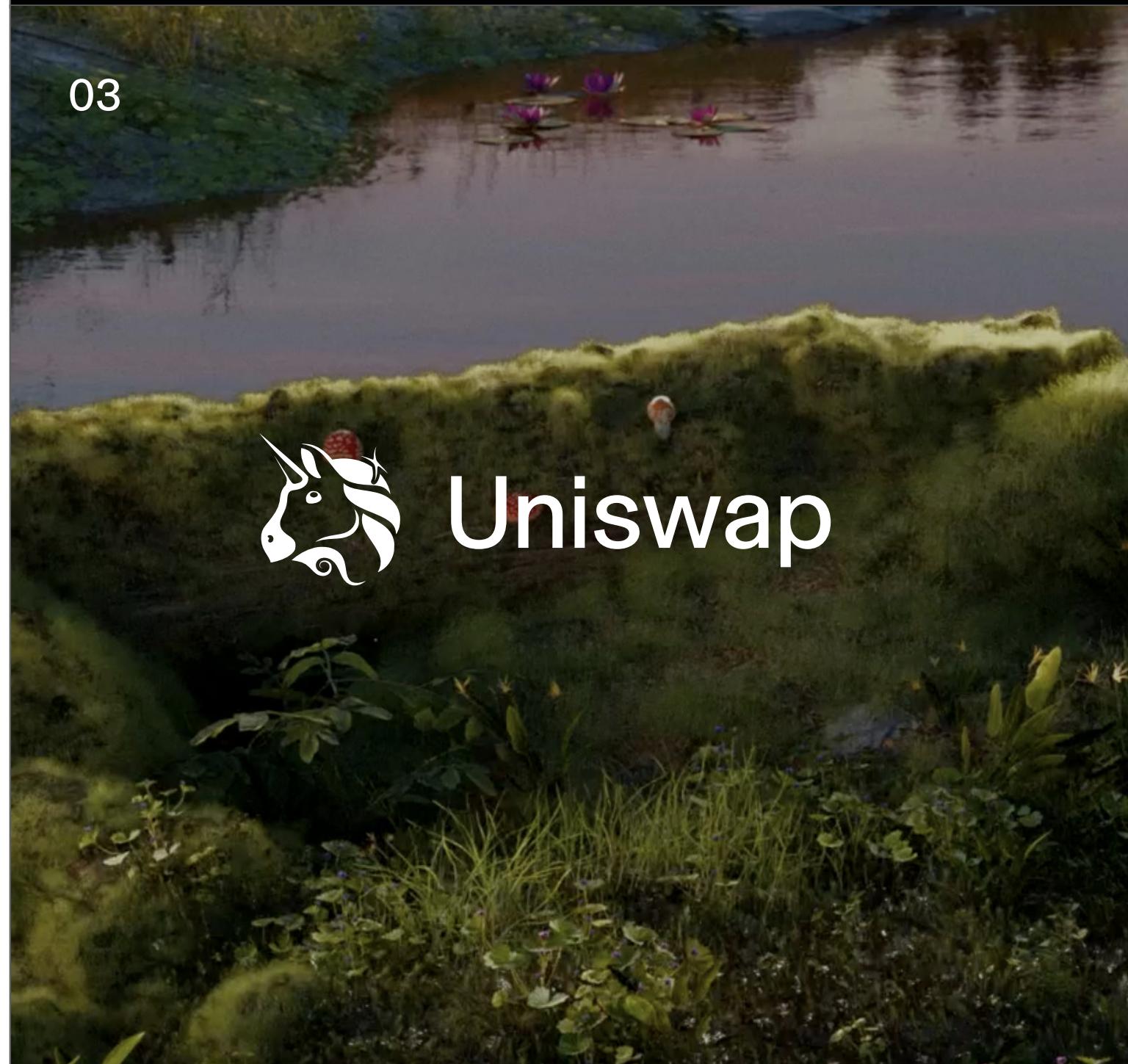
01



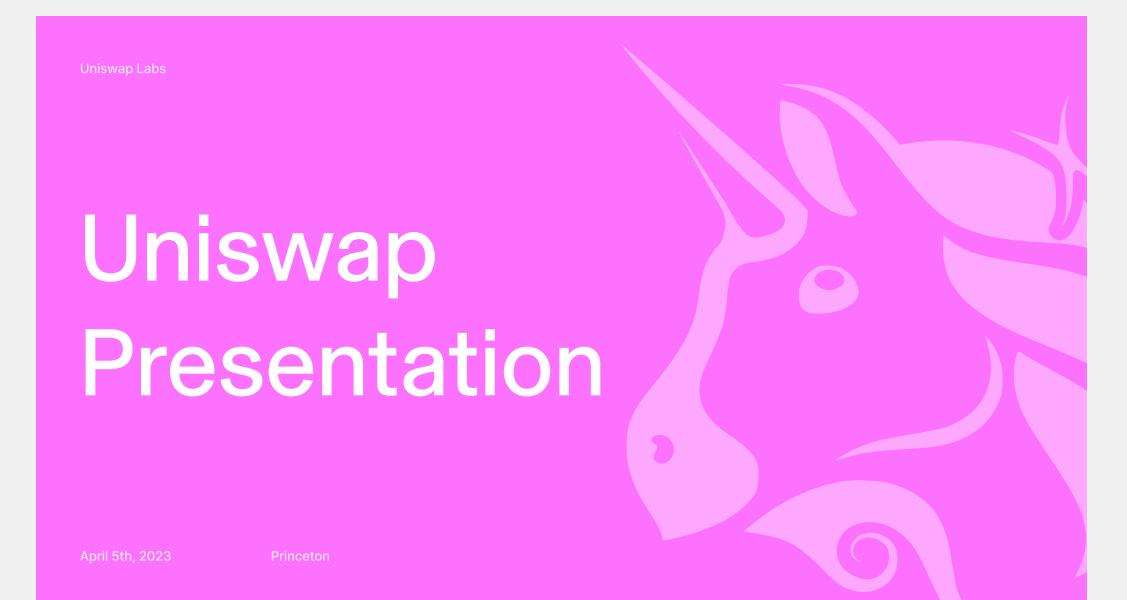
02



03



04



LOGO

Incorrect applications

01 Don't apply drop shadows or glows

02 Don't apply angles

03 Don't mix colors with the logo and wordmark.

04 Don't outline logo

01



02



03



04



Color

COLOR PALETTE

Core Colors

Pink

FC72FF

Soft
Pink

FFF1FF

Black

FFFFFF

Stone

F0F0F0

COLOR PALETTE

Preferred logo color combos

01 White on Pink

Whenever possible, place the white logo on a pink background.

02 Pink on Black

If a pink background is not possible, a pink logo with black backdrop is preferred

03 White on Black

In cases where pink is not visually suitable or a monochromatic color scheme is required, a white logo should be used against black or dark backgrounds.

04 Black on Stone

Same use-case as White on Black but in cases where a light surface is required.

1



2



3



4



Typography

TYPOGRAPHY

Introduction

Our brand typeface is Basel.

We primarily use the Book weight for body-sized type and the Regular weight for larger, hero type.

For special cases such as one-time promotional campaigns, the heavier Semibold weight can be employed.

Basel Family

Basel Family

Basel Family

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Layout

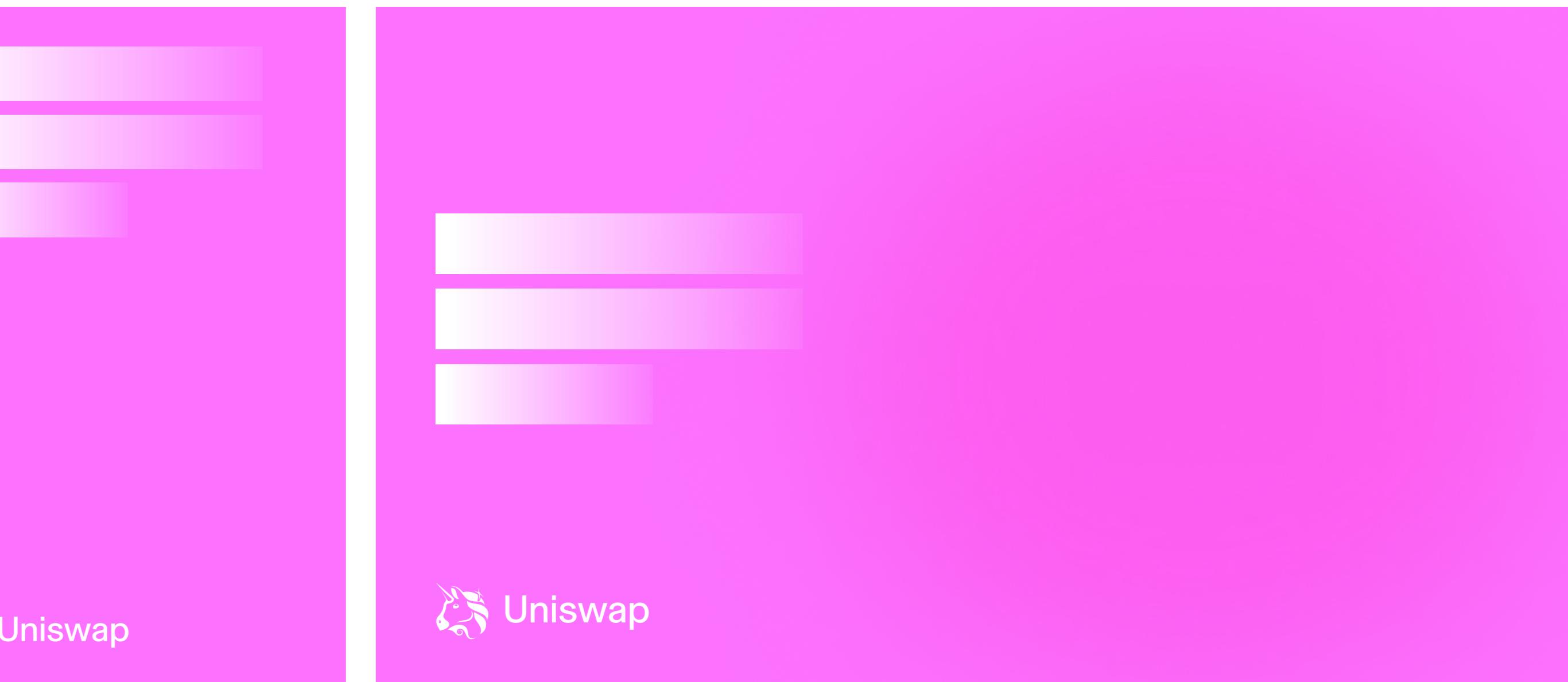
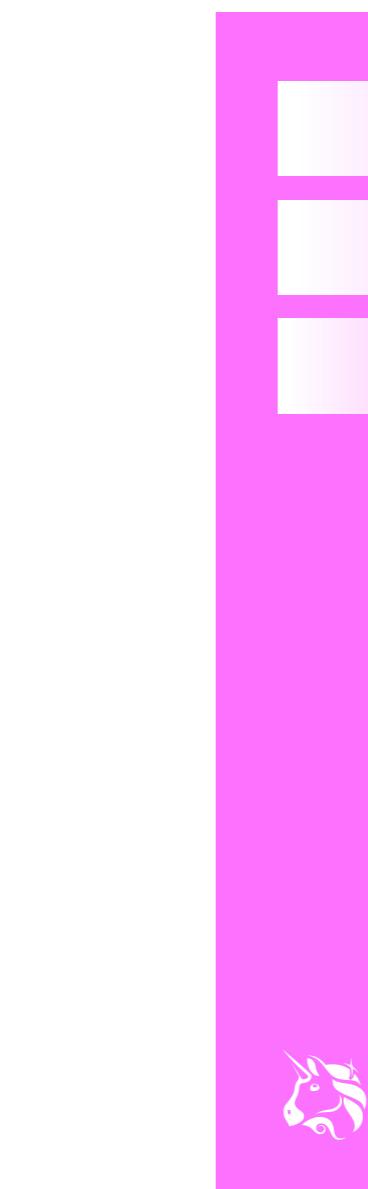


LAYOUT

Logo placement

Generally, the Uniswap logo should be positioned along the bottom edge of compositions.

As a rough sizing guide, it should be no taller than 1/12th of the canvas height.
For canvases with a wide aspect ratio, it should be no taller than 1/5th of the canvas.



The Unicorn

UNICORN

Styles to avoid

As a symbol of Uniswap's innovative spirit and playful crypto roots, specific considerations should be taken into account when depicting a unicorn in the context of the Uniswap brand.

01 Overtly Medieval Fantasy

Depicted alongside knights, elves, or other Medieval Fantasy tropes. Too culturally specific and not evocative of a future-facing brand.

02 Overtly Cyborg

Depicted as a purely mechanical, machine-like entity. Too cold, overly aggressive and intimidating. Not inline with our people-centric mission

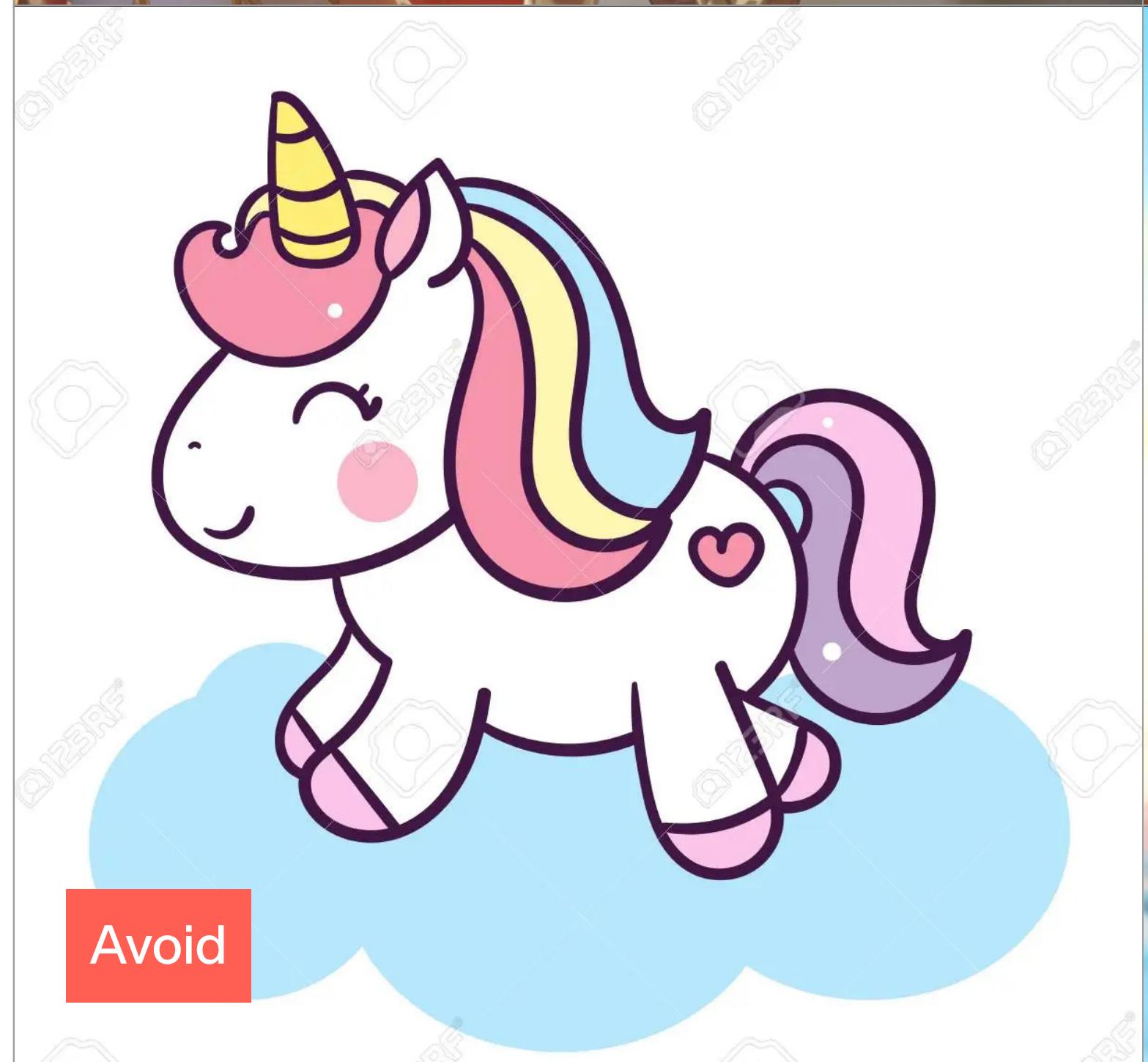
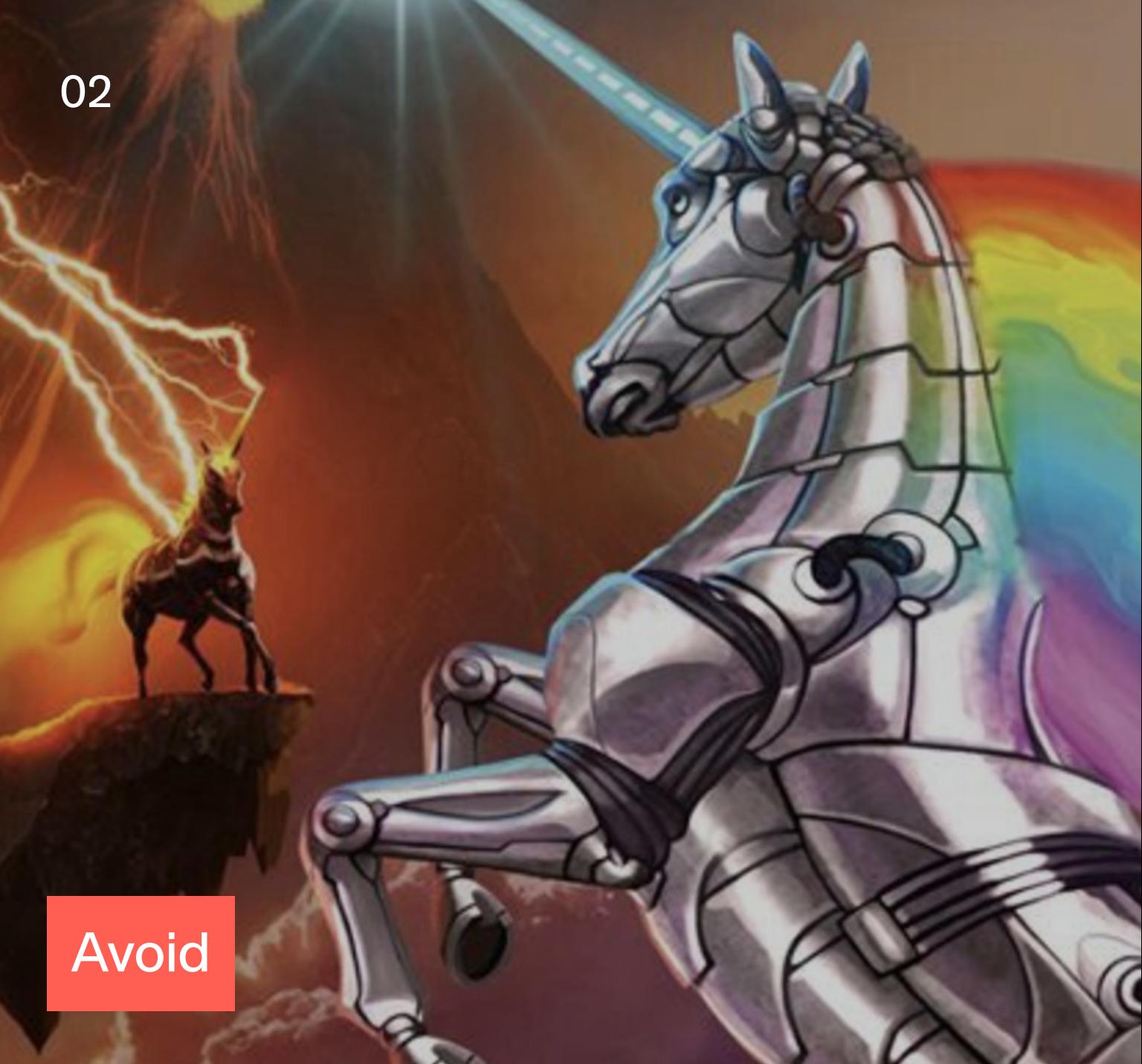
03 Overtly Chibi / Cutesy

Depicted as hyper cute, baby-like. Too infantile – suggests helplessness and lack of trustworthiness

04 With wings

Traditionally unicorns are not depicted as having wings.

*Note that these guidelines describe overt, excessive styles – light, considered usage of tropes is acceptable



01

UNICORN

Qualities to embrace

A unicorn that's depicting Uniswap should feel friendly and approachable while being sophisticated and dignified.



01 Sophisticated & dignified

Majestic pose, tranquil demeanor, luminescent

02 Friendly & approachable

Clear human touch, organic material

02

