



woof

Brand Book

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Brand Guidelines

The main mission for WOOF is building the best community and social token on the Solana blockchain.

In the coming months WOOF will be building a fleet of easy-to-understand services that more novice cryptocurrency users can use to trade tokens on Solana, buy/sell NFTs and learn about the blockchain industry, DeFi and avoiding dangerous schemes within the space.

These Brand Guidelines may help to implement a common style and visual appearance for WOOF.

1

The Logo

The Glyph

If the logo is going to be used next to other graphic elements, make sure there is enough space around it to let it breathe.



Lockups and Uses

If the logo is going to be used next to other graphic elements, make sure there is enough space around it to let it breathe.



woof

DEX & NFT MARKETPLACE



woof

DEX & NFT MARKETPLACE

Color Styles

If the logo is going to be used next to other graphic elements, make sure there is enough space around it to let it breathe.



LIGHT W COLOR



LIGHT



DARK WITH COLOR



DARK

2

Typography

Typography

League Spartan is the font used in the woof logo.

Primary Font / Heading:
Inter

Special Headlines or Quotes:
Open Sans Hebrew - Bold - 58px

Body Font:
Libre Franklin - regular - 18px

Testimonials or quotes:
Gudea - regular - 18px

Primary Font.
H1, H2, H3, H4 , H5

**SPECIAL HEADLINES
OR QUOTES**

Lore ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor
incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis
noscLorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod
tempor incididunt ut labore et dolore magna aliqua.

“Testimonials or quotes”

3

Brand Colors

#6A40E1

#A42DA7

#00FFA3

#06FCB2

Brand Colors

WOOF has four primary colors that contribute to the brand identity. The size of the color swatch on the right indicates the degree of usage. We have two main colors purple (#DC1FFF) and green (#06FCB2) which act the two color spots.

Nex to that we have a black tone, a white tone as well as a light grey (#9C9C9C) and dark gray (#232323)

#DC1FFF

#06FCB2

#232323

#F3F3F3

#9C9C9C

#2D8EE8

#2DB8D7

#132B66

#131E39

4

Accents & Elements

WOOF Elements

On occasion, WOOF will use other graphic elements in addition to the WOOF logo to help define different aspects of the company. These are a little less concrete and may evolve with time.



In Practice

If the logo is going to be used next to other graphic elements, make sure there is enough space around it to let it breathe.



5

Visual Language

In Practice

All photos that represent WOOF should positively reflect our culture and high standards of quality.





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