



Elementfi

Press Kit



Our Mission Statement

Element's goal is to provide access to open financial products on a global scale. From the beginning, the protocol has been designed to be open, self-sustaining, and community-governed to enable market participants to build better, more stable, and efficient financial products that stay true to the principles of decentralization that make DeFi so powerful.



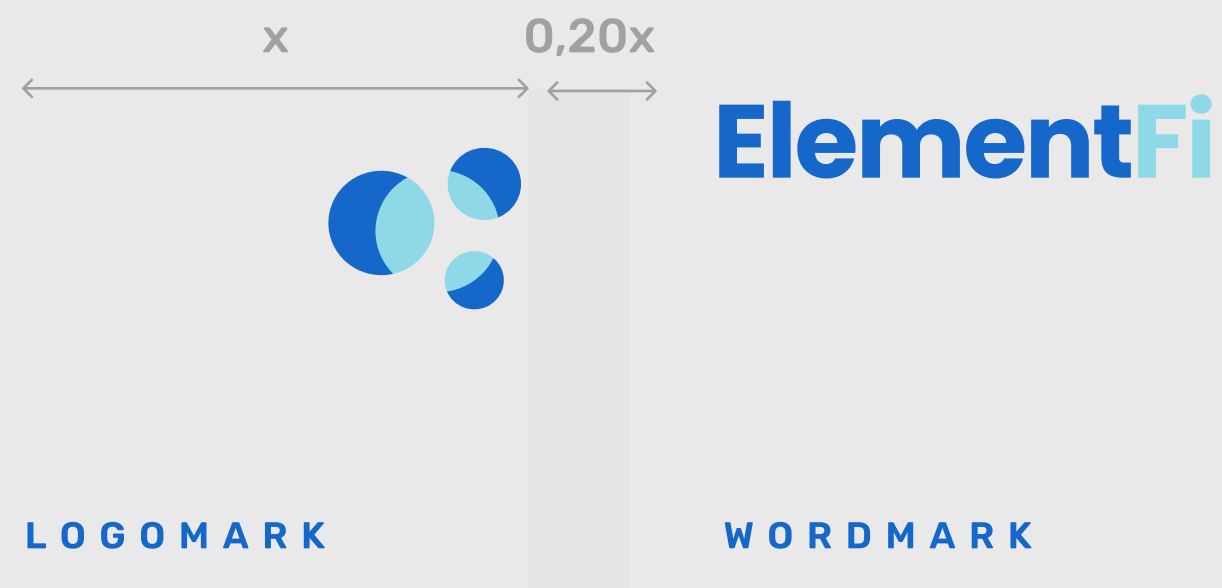
About Element

Element has built a new financial DeFi primitive that enables capital-efficient fixed and variable yield markets. Fixed rates are offered in a decentralized, open format with rates up to 15% on USD, Ethereum, or Bitcoin. Other projects can also develop new products or services by adopting its open-source infrastructure.



Logo Construction

Our logo was constructed with the ideation of portraying a chemical element. The following material contains the logomark and the wordmark. Both Element logos have been exactly positioned and proportionally fine-tuned. When using the logo, please ensure that you use the designated logo mark. Below you can also view the different background colors designated for logo use to ensure brand identity is maintained.



LIGHT VERSION

REVERSED



Elementfi



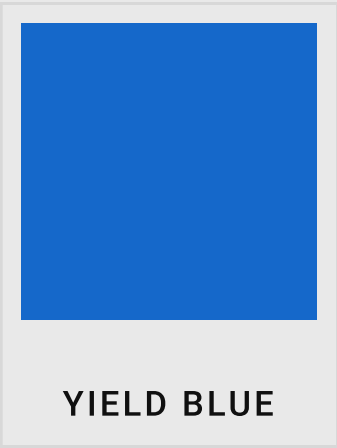
Elementfi

Element Color Palette

The base of the Element color palette is comprised of cool blues, greens and primary hues. In contrast, a bright saturated green can be used to draw attention to important ‘Call to Actions’ in the context of brand and marketing content.

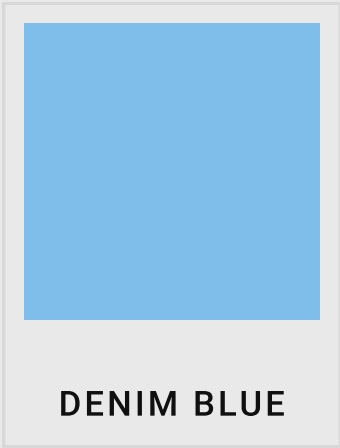
When used in interface design, the color palette is used primarily to convey semantics (eg red for danger, green for success, etc..)

Typically, colors should be used sparingly to draw the eye and call attention to important actions. In interface design, backgrounds should primarily use cool grays with a slight blue hue, in order to appear consistent with the primary palette. (As opposed to entirely neutral grays).



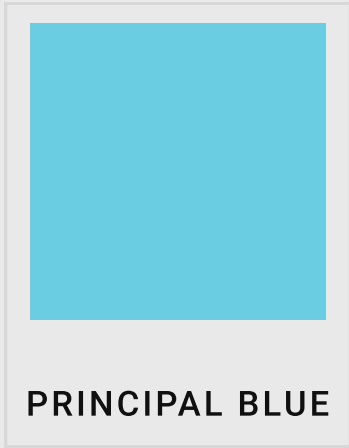
YIELD BLUE

HEX: #1568CA



DENIM BLUE

HEX: #7FBEEA



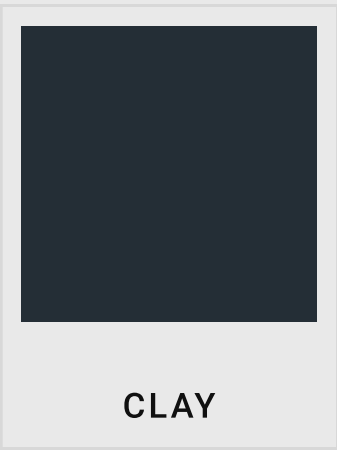
PRINCIPAL BLUE

HEX: #6ACDE2



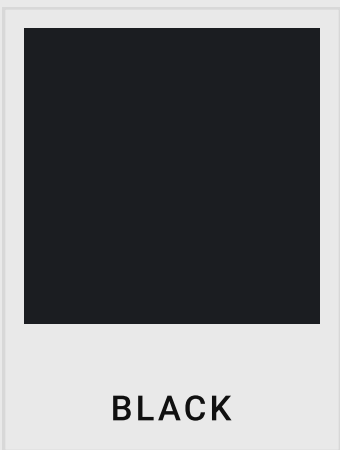
BLIZZARD BLUE

HEX: #AFE7F3



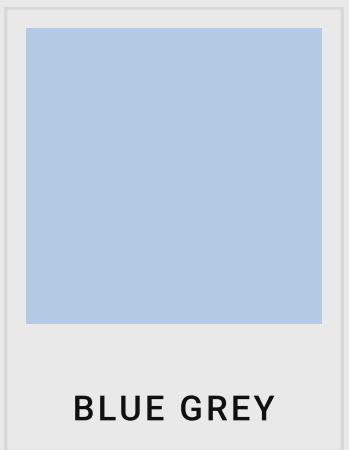
CLAY

HEX: #242E36



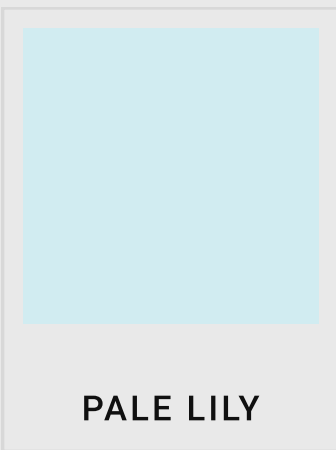
BLACK

HEX: #1B1D21



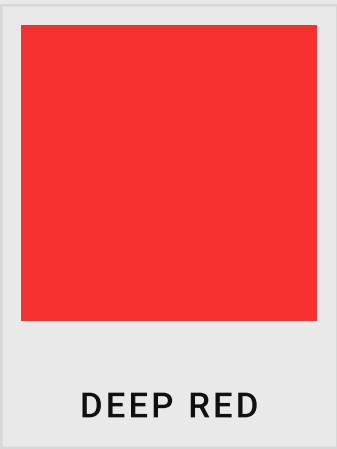
BLUE GREY

HEX: #B2CAE3



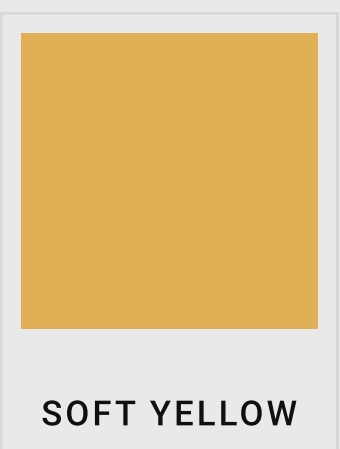
PALE LILY

HEX: #D1ECF1



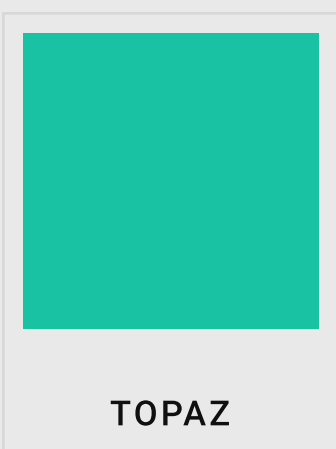
DEEP RED

HEX: #F73030



SOFT YELLOW

HEX: #E1AF55



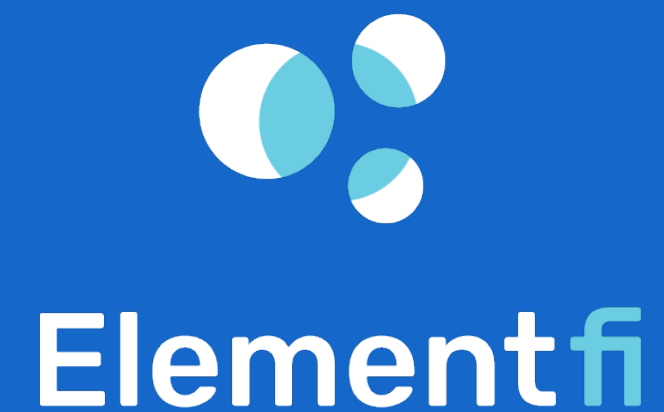
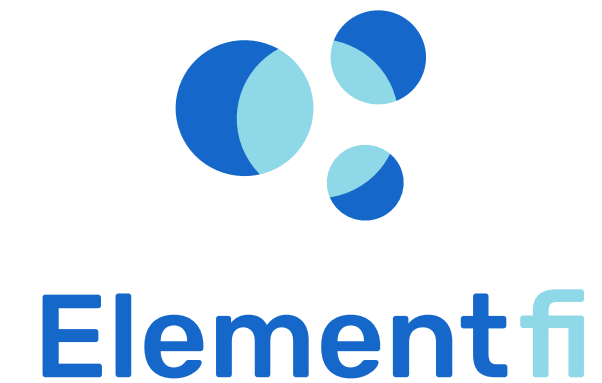
TOPAZ

HEX: #19C2A3



Logo on Alternative Backgrounds

Alternative color combinations can also include a variance of other brand palette colors, ensuring that the alternative background doesn't include our 'Principal Blue' hue (#8FD8E7) or our 'Yield Light Blue' hue (#1568CA). Please ensure when utilizing our logos the Light Blue hue is only to be used on dark backgrounds and the Royal Blue hue logo to be used on light backgrounds.





On Single Colour Backgrounds

When utilizing the single colour logo, please ensure to only use 'Yield Light Blue' hue when using white backgrounds, and white logo when using coloured single-colour backgrounds.

