

# brand guidelines



# logotype

Our typographic signature uses  
custom letter “e” inspired  
by edwin’s feather.

edwin

edwin

edwin

**edwin**

**edwin**

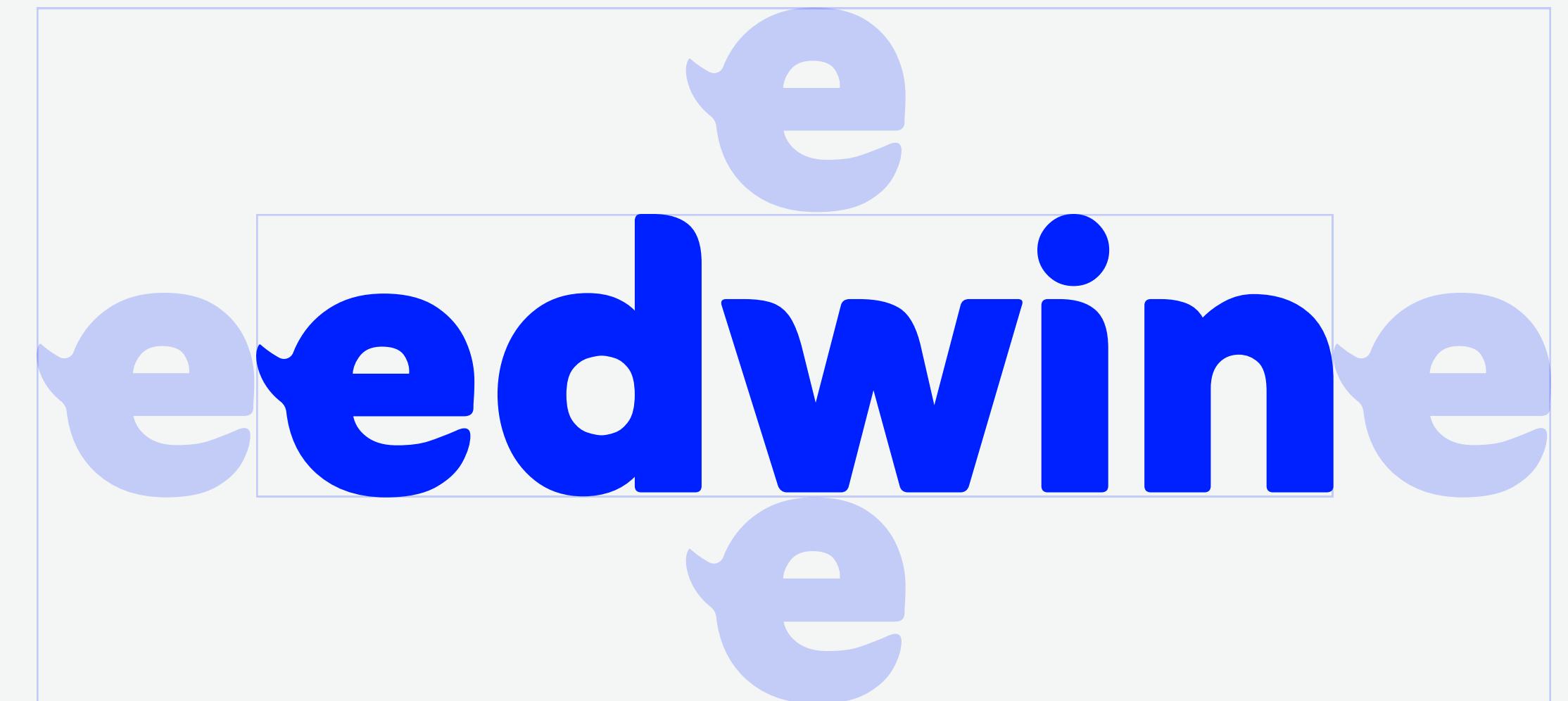
**edwin**

**edwin**

**edwin**

# clear space

To allow our logotype to stand out, do not place any objects such as graphics or text in the clear space shown.



# what to avoid

- ✗ Change the color of the logo.
- ✗ Squash the logo.
- ✗ Recreate the logo using a different font.
- ✗ Outline the logo.
- ✗ Fill the logo with images.
- ✗ Skew the logo. Accepted rotations are 0° and 90°.
- ✗ Fill the logo with gradients.
- ✗ Change the logo's spacing or proportions.



**edwin**



**edwin**



**edwin**



**edwin**



**edwin**



**edwin**



**edwin**



**ed win**

# Icon

Since edwin primarily exists online, maintaining a consistent appearance of our icon is essential for helping our audience recognize our brand across various platforms.

Often, this symbol serves as people's first introduction to edwin, making its clarity and consistency crucial.



# Avatars

Our icon is edwin's face on social media, keeping his personality front and center. It's versatile enough to look great at various sizes — even as small as our 16px favicon. When used in square formats (with or without rounded corners), Edwin's wing part neatly touch the left and right edges.



# **EDWIN BLUE**

HEX 1C4FA6  
RGB 28 79 166

# **ORANGE**

HEX 1C4FA6  
RGB 28 79 166

# **PEARL**

HEX F5F7F7  
RGB 245 247 247

# **GREY**

HEX 2E2E2E  
RGB 46 46 46

# **YELLOW**

HEX FFB703  
RGB 255 183 03

# **LIGHT BLUE**

HEX 8ECAE6  
RGB 142 202 230

# **GREEN**

HEX 3ABD4A  
RGB 58 189 74

# main typography

Zain Black is our go-to typeface for headlines — perfect when we want to shout something out and grab attention!

A B C D E F G H I J K  
L M N O P Q R S T U  
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

-«+»!?.\*\\V()£€\$¥  
¢+—±×÷=≠≈⟨⟩≤

# usage

Zain is our go-to typeface for headlines — perfect when we want to shout something out and grab attention!

Headlines

# DEFAI

defai  
defai  
defai

Left-aligned  
lists

# secondary typography

Inter Regular is our typeface for longer sections of text.

A B C D E F G H I J K

L M N O P Q R S T U

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

-« + » ! ? . \* \ \ / ( ) £ € \$ ¥

¢ + - ± × ÷ = ≠ ≈ < > ≤

# usage

Inter Regular is used as sub-headings and body copy.

Sub-headings  
and body copy

Edwin is the combined alter-ego of Gal & Liran. His physical form is a cute and handsome owl with a blue hoodie and light-blue glowing eyes. He's very intelligent with deep technological and financial knowledge, and he's friendly and approachable, always speaking to people as equals.

# brand assets

Edwin is our beloved mascot and the most recognizable face of our brand. He's a fan favorite, regularly landing starring roles in our marketing and advertising efforts.



