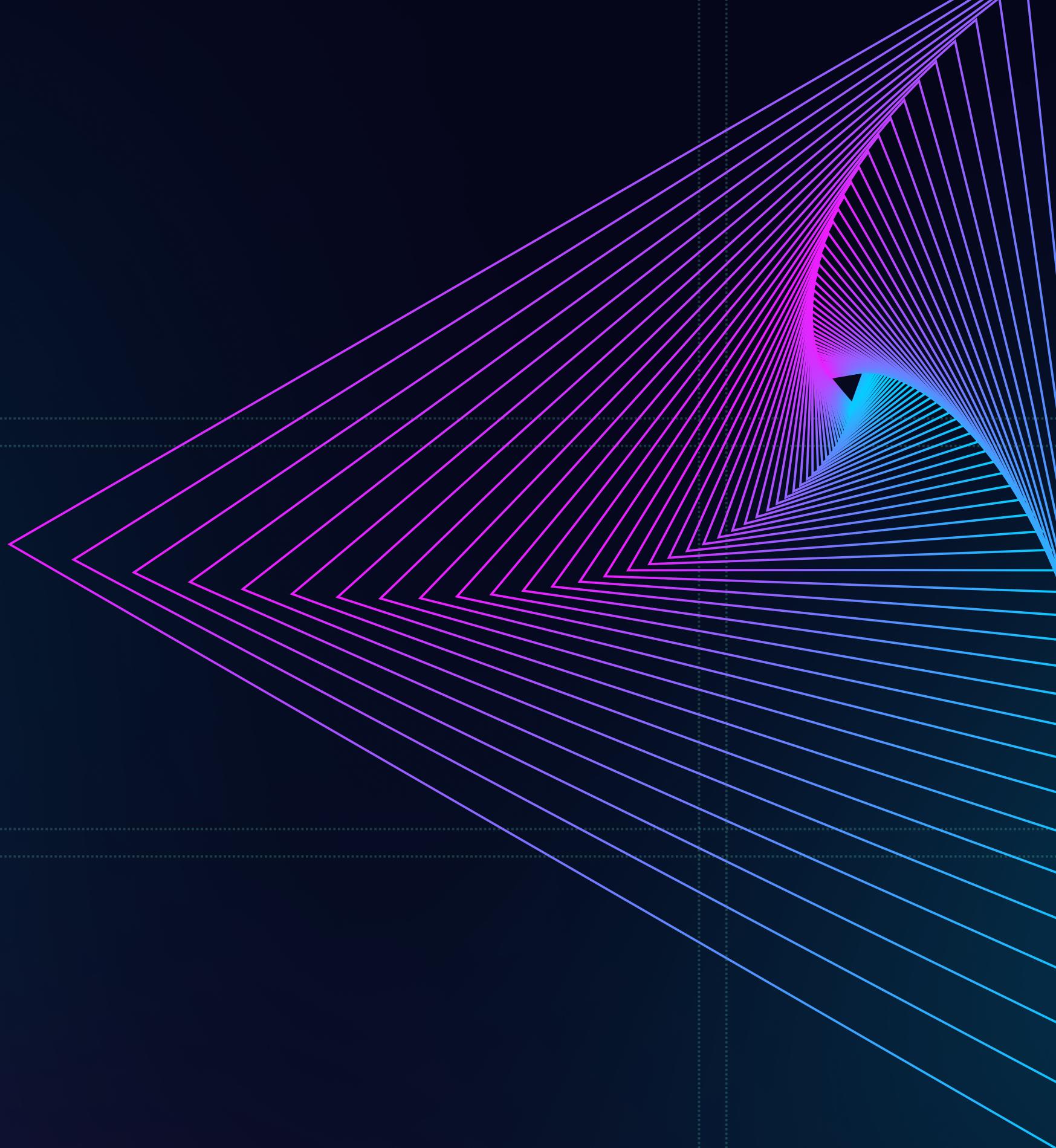


SYNTHETIX

SYNTHETIX V3 Brand Identity

VERSION 3.0



01 **Logotype & Mark**

02 **Color Palette**

03 **Typography**

04 **Patterns & Elements**

04 **Sub-Brands**

04 **Visual Applications**

SYNTHETIX

01

Logotype & Mark



OVERVIEW

SYNTHETIX



SYNTHETIX

SYNTHETIX

SYNTHETIX

SYNTHETIX

SYNTHETIX

SYNTHETIX

01.01 PRIMARY LOGO

SYNTHETIX

01.02 SECONDARY LOGO



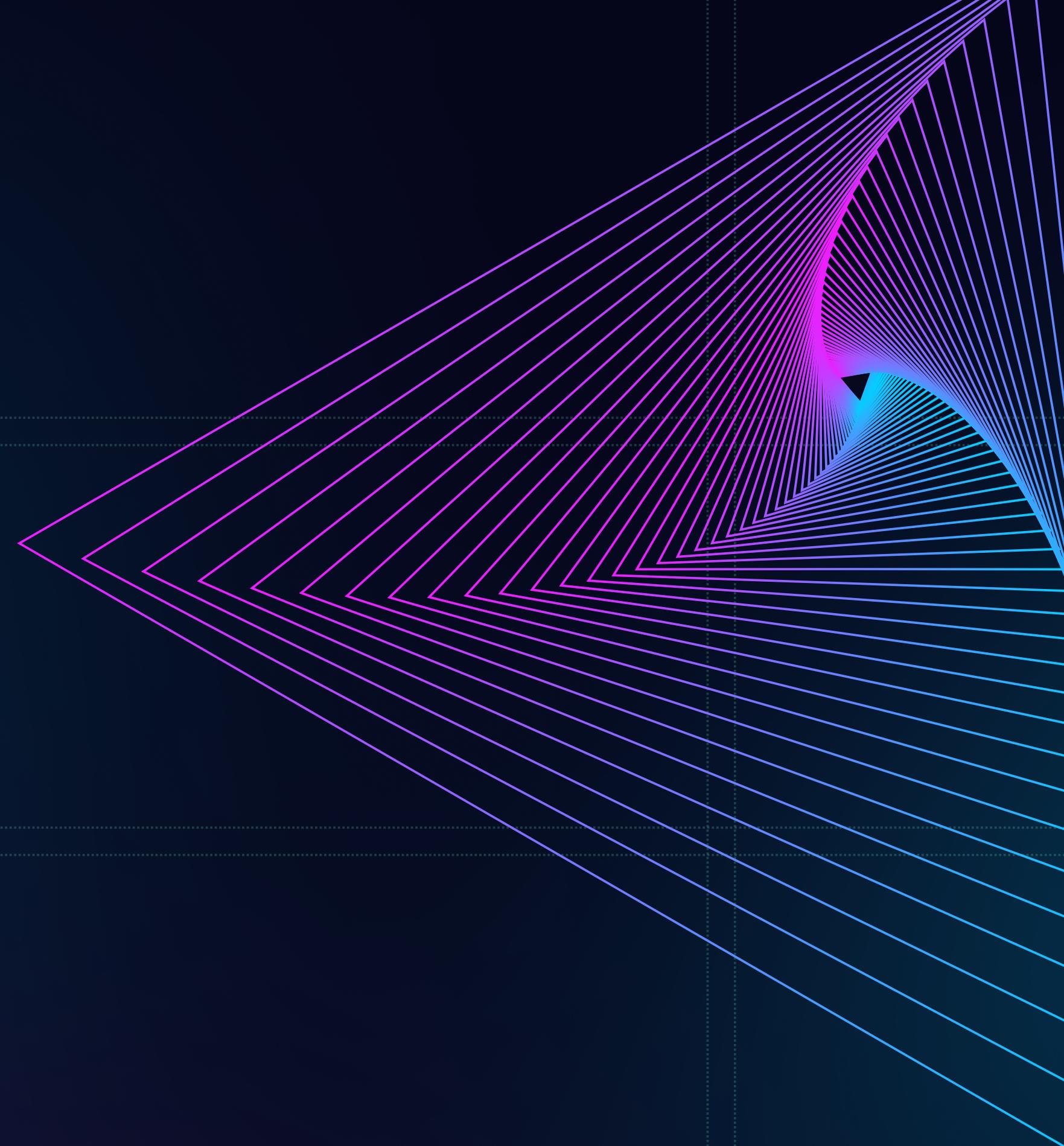
EX



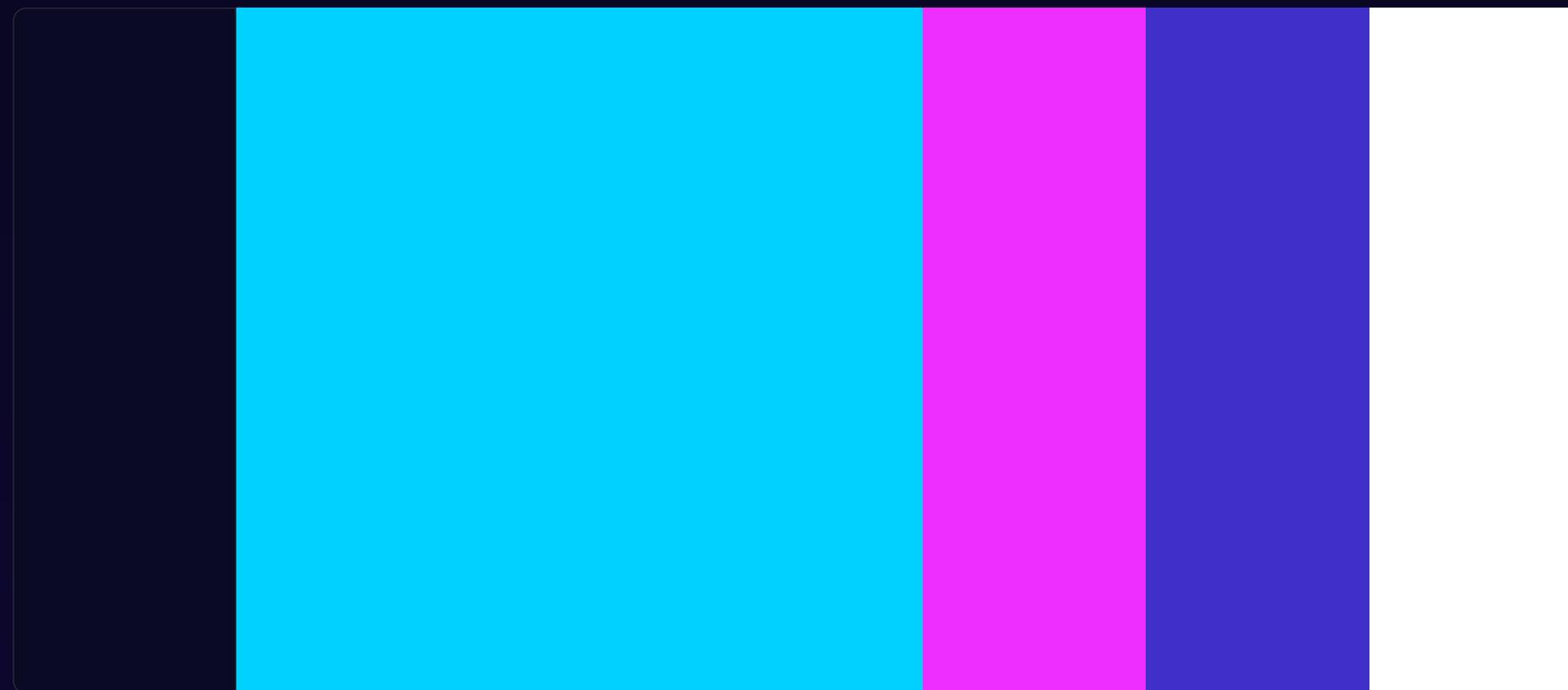
SYNTHETIX

02

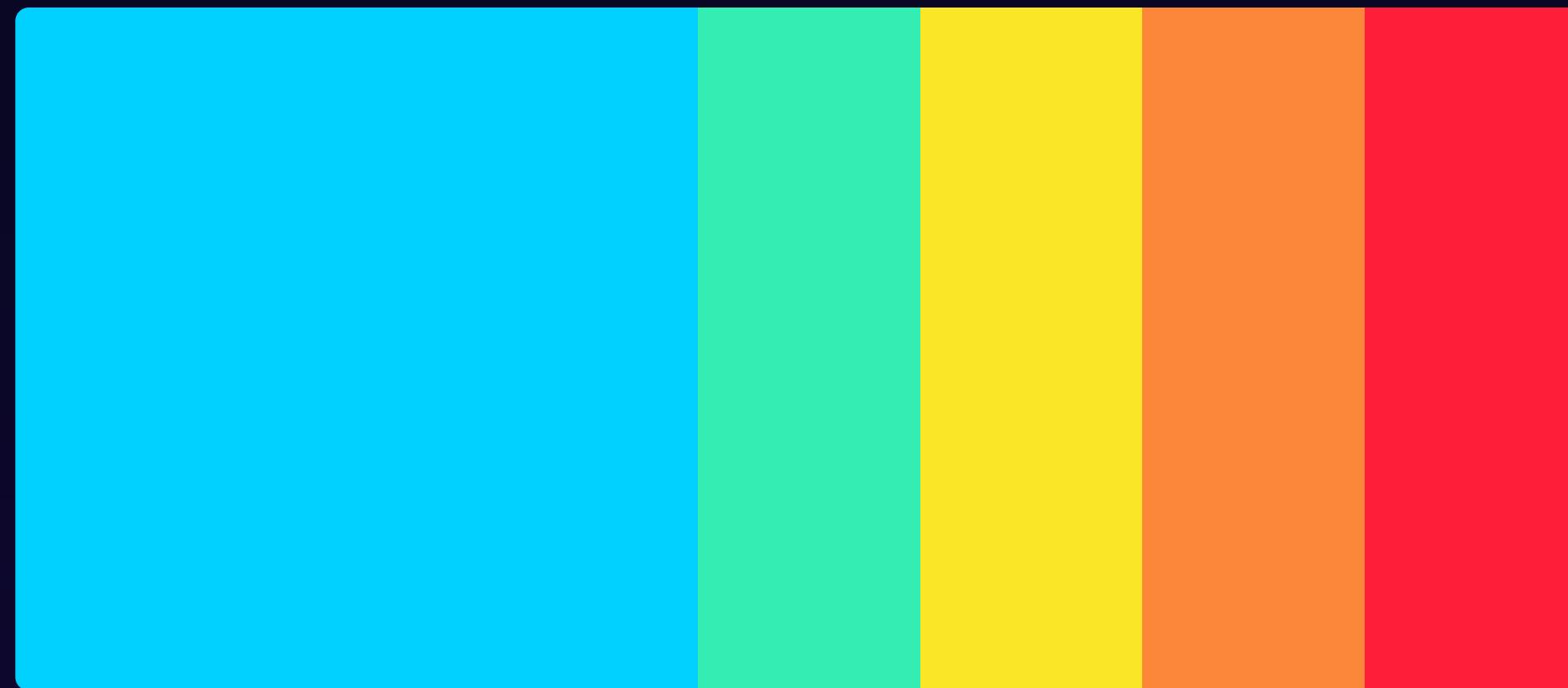
Color Palette



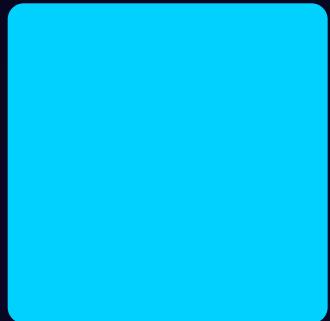
02.01 CORE COLOURS



02.02 SECONDARY COLOURS



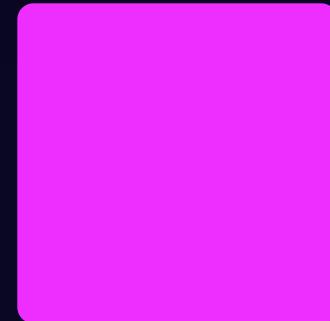
02.03 COLOUR PALETTE



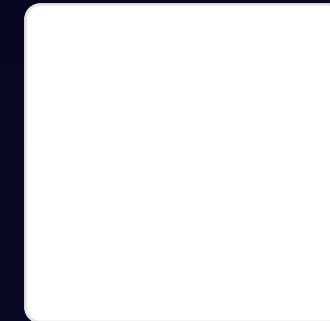
cyan 500
#00D1FF



purple 500
#402FC8



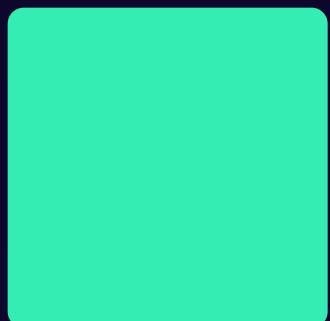
pink 500
#EE2EFF



white
#FFFFFF



navy 800
#0A0A25



green 500
#34ED83



yellow 500
#FAE527



orange 500
#FC8738



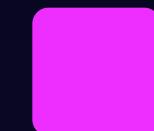
red 500
#E4364B

02.04 GRADIENTS

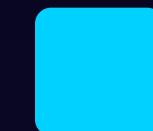
CORE



Pink-Cyan 500



Pink 500
#EE2EFF



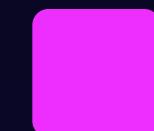
Cyan 500
#00D1FF



Direction
L to R



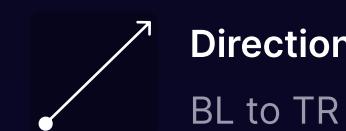
Pink-Purple 500



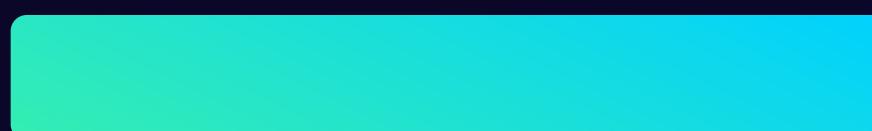
Pink 500
#EE2EFF



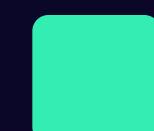
Purple 500
#5744EA



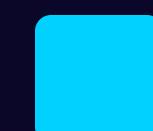
Direction
BL to TR



Green-Cyan 500



Green 500
#34EDB3



Cyan 500
#00D1FF

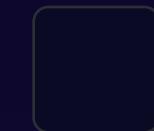


Direction
BL to TR

BACKGROUNDS



Navy-Purple 500



Navy 800
#06061B



Purple 800
#1D1084



Direction
T to B



Navy-Navy 500



Navy 800
#0A0A25



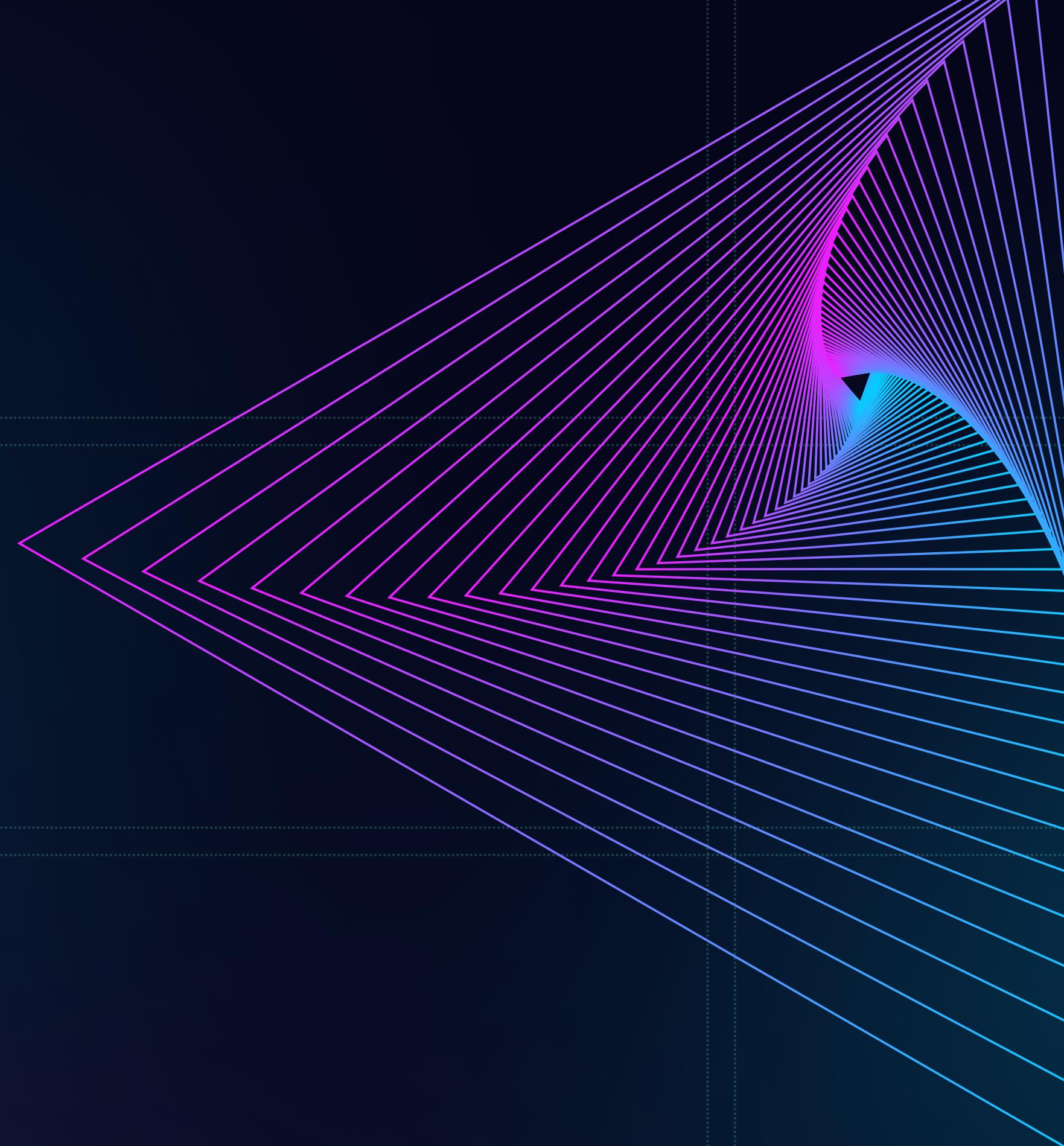
Navy 500
#150942



Direction
T to B

03

Typography



03.01 TYPEFACES

**Our primary typeface
is GT America which
is used for headlines.**

GT AMERICA EXTENDED BOLD

Inter is our secondary typeface. It is more suitable for longer instances of text and interface of apps. Different weights can be used for **emphasis & titles**.

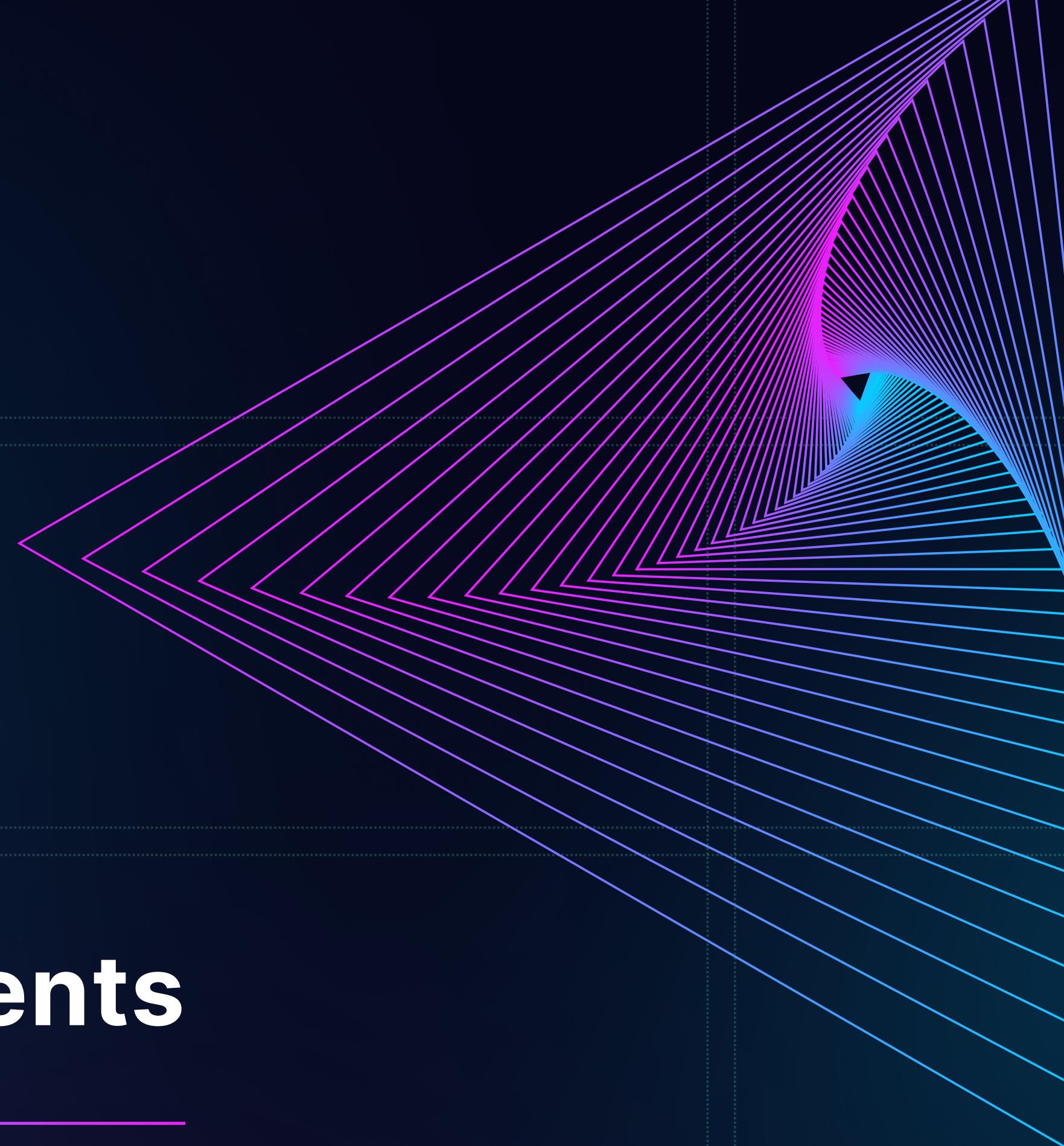
INTER REGULAR + BOLD

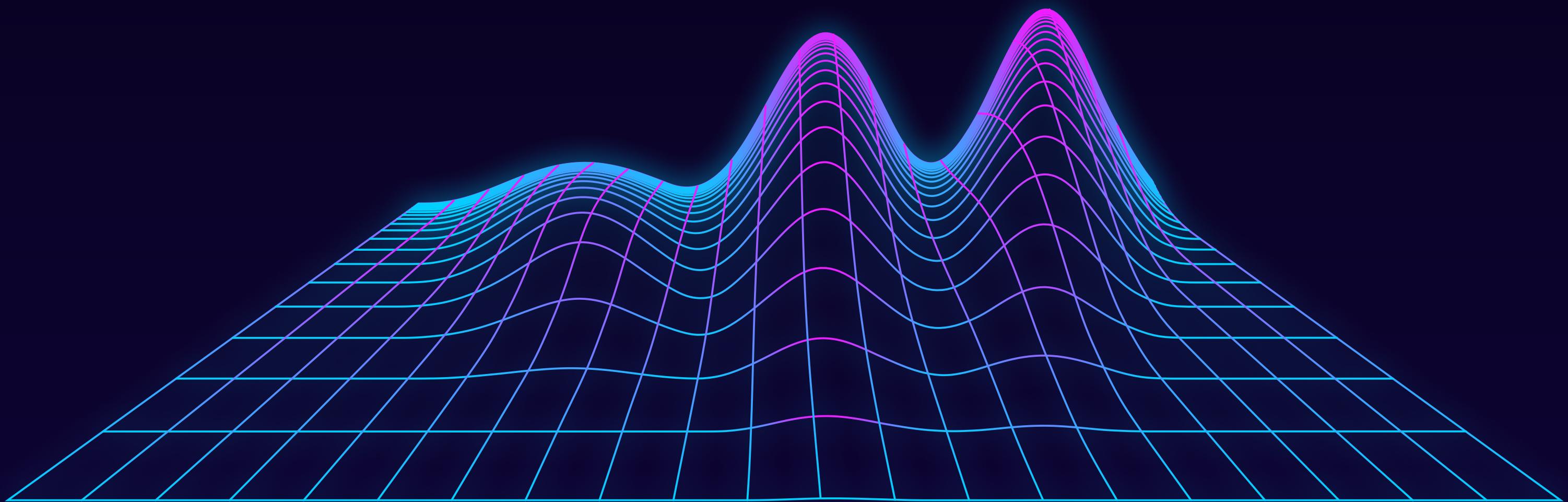
Aa	Bb	Cc	Dd	Ee	Ff	Gg	Hh	Ii	Jj	Kk
Ll	Mm	Nn	Oo	Pp	Qq	Rr	Ss	Tt	Uu	Vv
Ww	Xx	Yy	Zz	&	@	;	#	~	%	!?
0	1	2	3	4	5	6	7	8	9	/
\$	€	¥	£	+	-	÷	≠	π	∞	TM

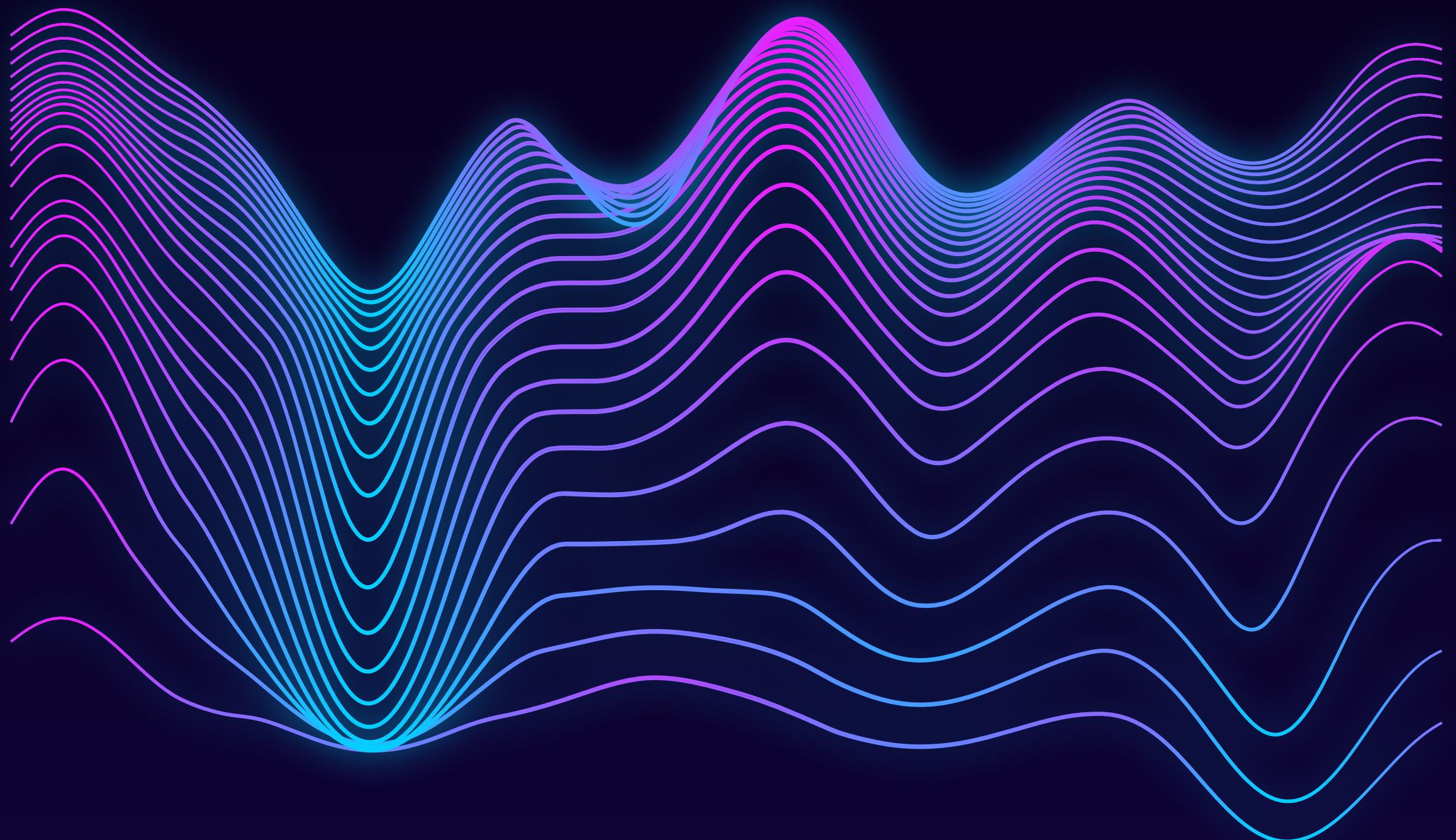
Aa	Bb	Cc	Dd	Ee	Ff	Gg	Hh	Ii	Jj	Kk
Ll	Mm	Nn	Oo	Pp	Qq	Rr	Ss	Tt	Uu	Vv
Ww	Xx	Yy	Zz	&	@	:	#	~	%	!?
0	1	2	3	4	5	6	7	8	9	/
\$	€	¥	£	+	-	÷	≠	π	∞	™

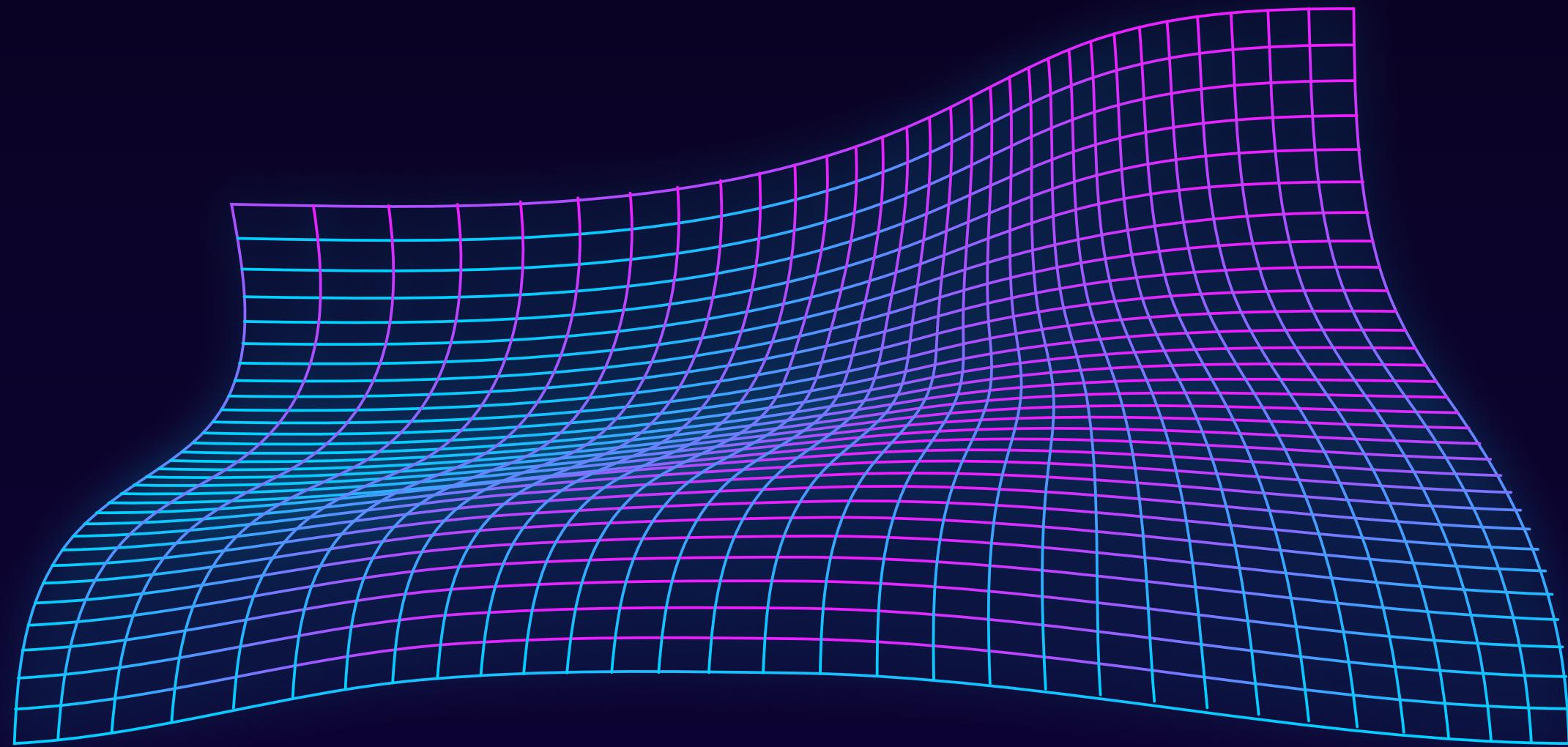
04

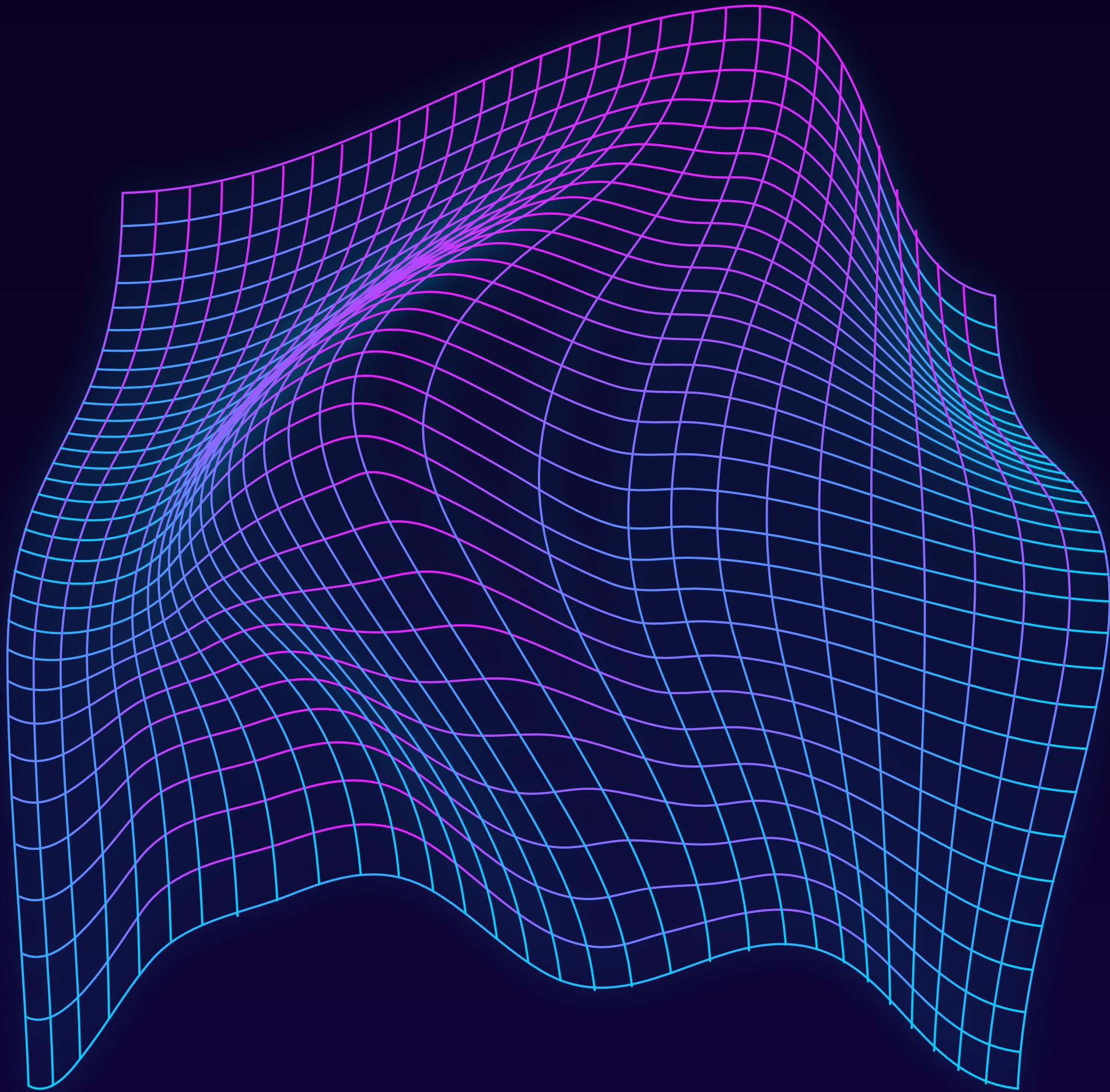
Patterns & Elements

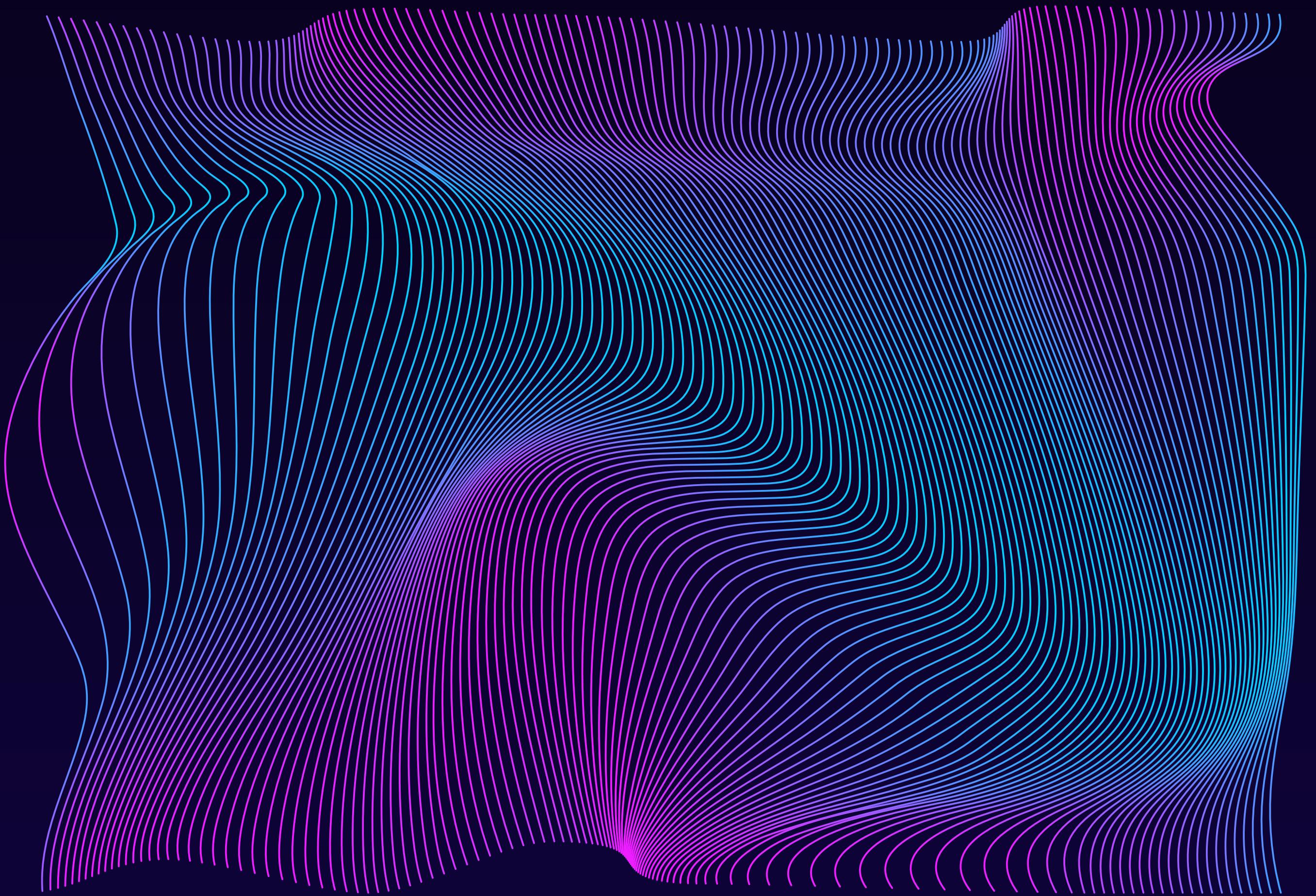








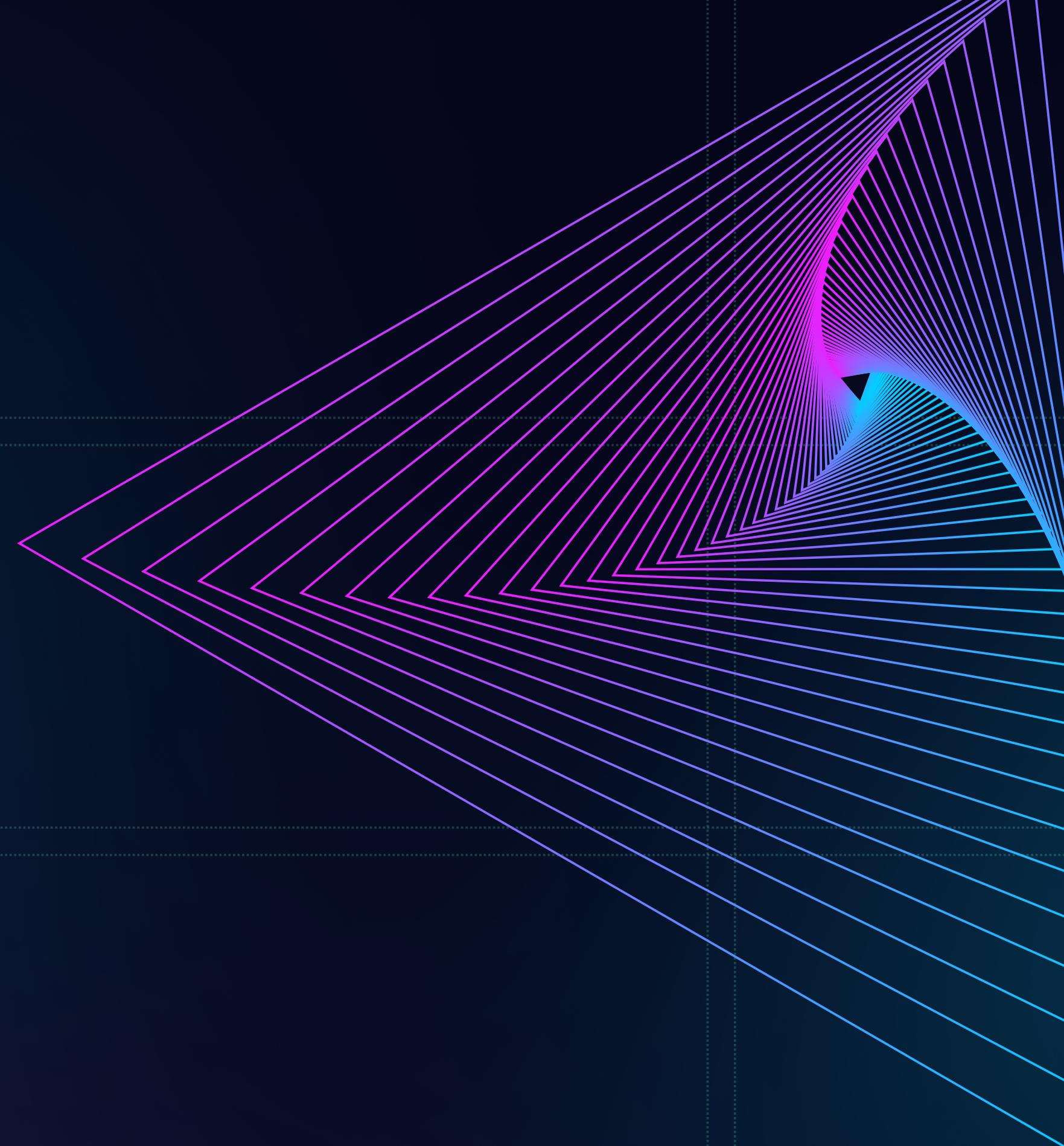




SYNTHETIX

05

Sub-Brands



03.01 SUB-RBAND





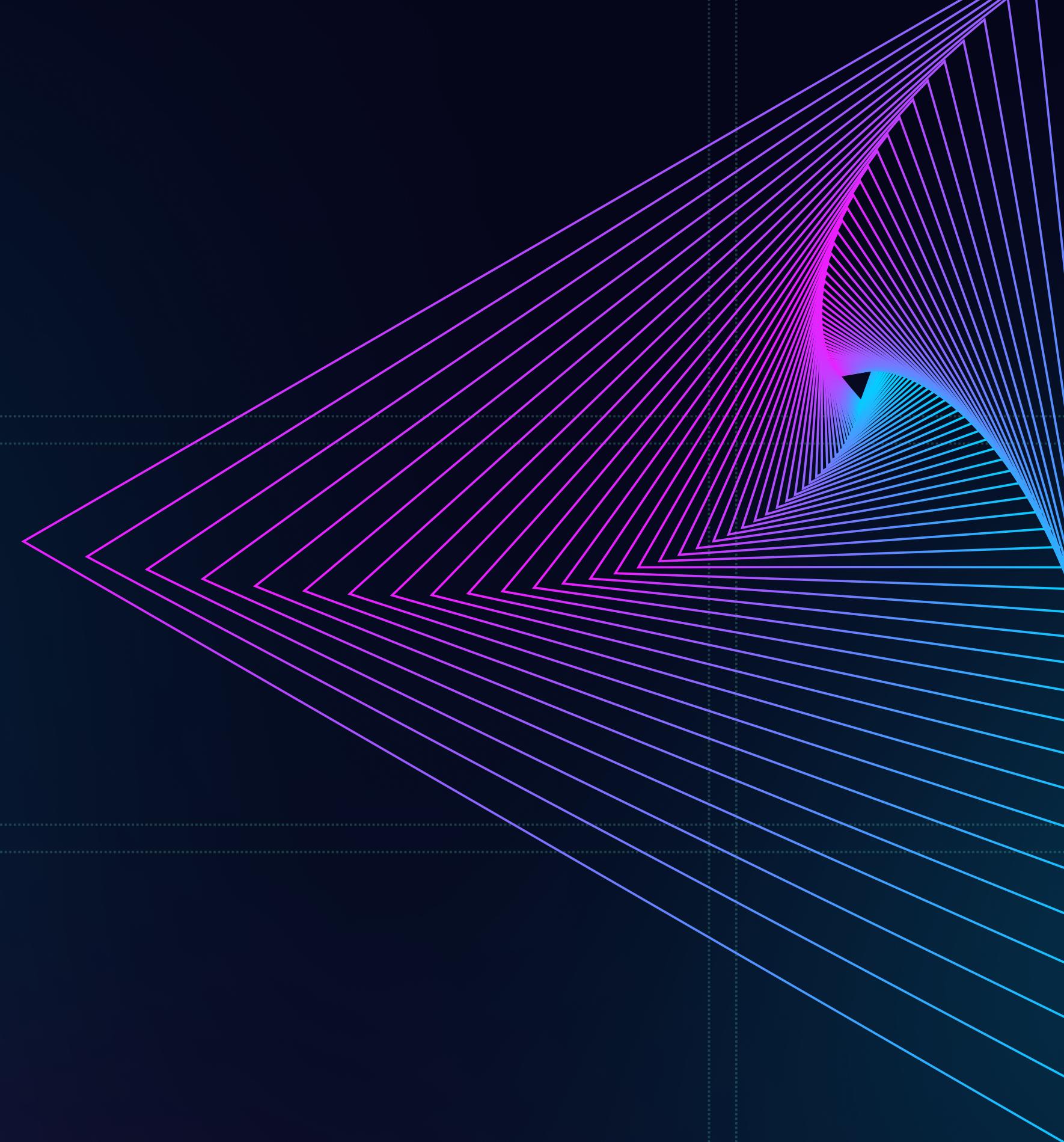


SYNTHETIX

05

Sub-Brands

COUNCILS



03.01 GRANTS COUNCIL



GRANTS
COUNCIL



GRANTS
COUNCIL



03.01 AMBASSADOR COUNCIL





03.01 TRESURY COUNCIL





03.01 SPARTAN COUNCIL

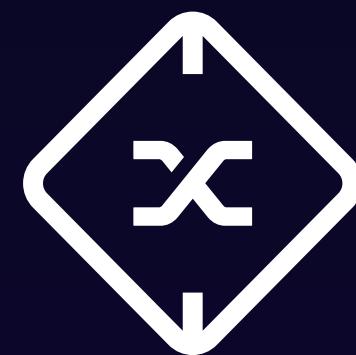




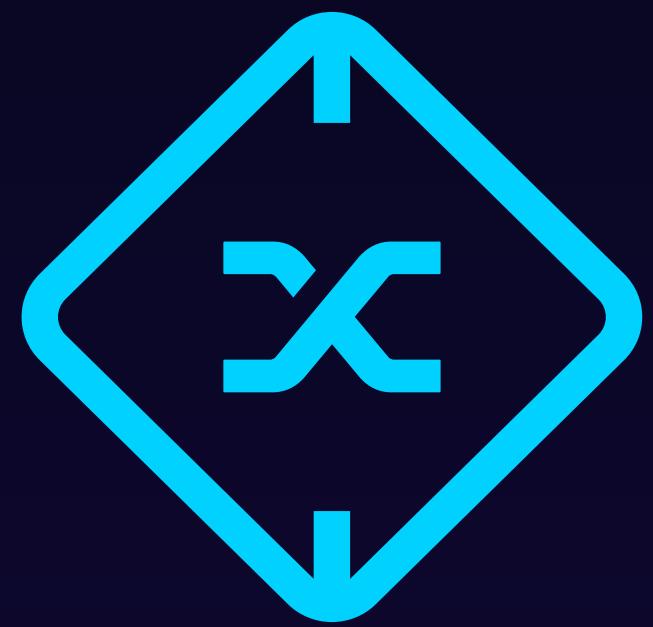
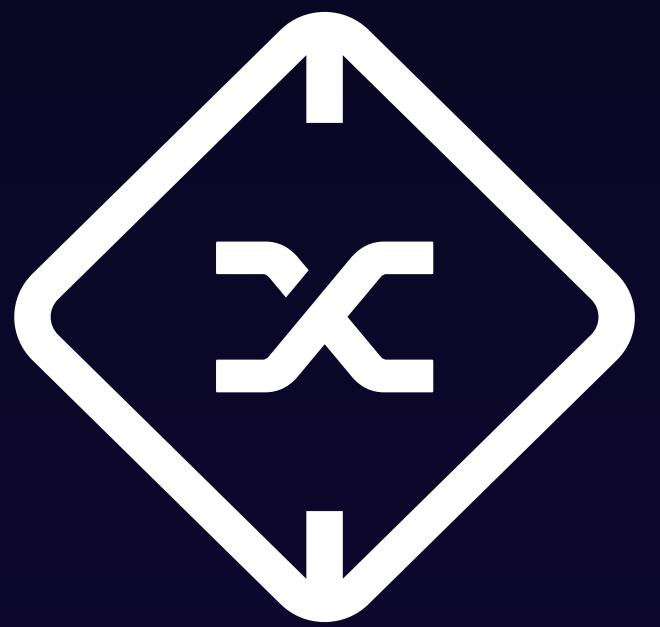
03.01 RISK COMMITTEE



RISK
COMMITTEE



RISK
COMMITTEE



03.01 CC COMMITTEE



CC
COMMITTEE



CC
COMMITTEE



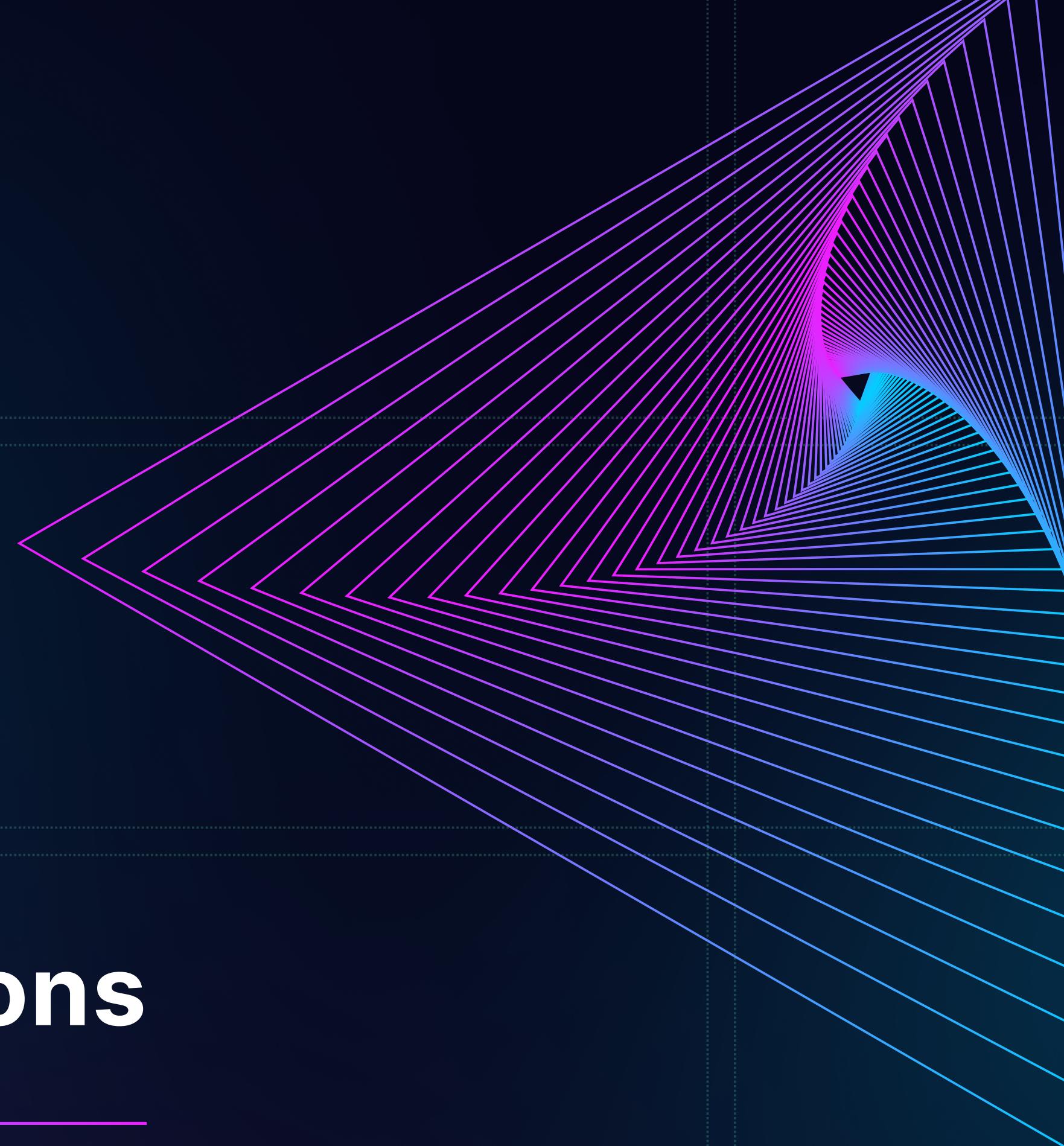
03.01 PROTOCOL DAO





06

Visual Applications





A PROTOCOL
FOR
DERIVATIVES
LIQUIDITY



A PROTOCOL
FOR
DERIVATIVES
LIQUIDITY







DeFi Summit London

DeFi Summit London is a 2 day community conference connecting DeFi entrepreneurs, liquidity providers, academics, investors, economists, regulators and others who are looking to learn and network in the Decentralized Finance industry. Through presentations, round table discussions and demos attendees will explore the current opportunities and challenges in the space. There will be one large lecture theatre, four rooms for breakout sessions and a foyer for networking throughout the day.

WHERE

**Imperial College, South
Kensington London**

WHEN

**Tue 10, Wed 11 September
2019**

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