# 1 Colors and fonts

# 1.1 Weft core color palette

Weft core color palette represents primary brand colors designed to reflect visual identity of our brand in all interfaces, devices, printed or/and digital graphic production.

**Weft blue**
#  273349
R=39 G=51 B=731
C=89 M=73 Y=44 K=46

**Weft green**
#  5AFBC4
R=90 G=251 B=196
C=54 M=0 Y=40 K=0

**Weft grey**
#  5AFBC4
R=90 G=251 B=196
C=54 M=0 Y=40 K=0

# 1.2 Weft secondary color palette

**Weft sky blue**
#93CBFF

R=147 G=203 B=255

C=89 M=39 Y=58 K=41

**Weft rose**
#F9C7CD

R=249 G=199 B=125

C=0 M=30 Y=12 K=0

**Weft red**
#F45B69

R=244 G=91 B=105

C=0 M=77 Y=45 K=0

**Weft purple**
#5B133C

R=91 G=19 B=60

C=51 M=99 Y=35 K=50

**Weft deep green**
#025450

R=2 G=84 B=80

C=44 M=11 Y=0 K=0

Secondary Weft color palette comprises five colors. It should serve to create an alternative visual perspective and help emphasizing important messages such as notifications, quotes or system alerts. Secondary colors should serve to guide users on diffrent interfaces and therefore contribute to assure better user experience.

# 1.3 Weft color usage guides

Secondary colors may obtain different visual aspect due to its opacity adjustements.
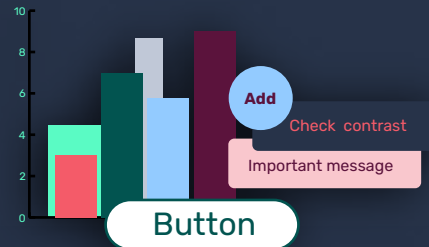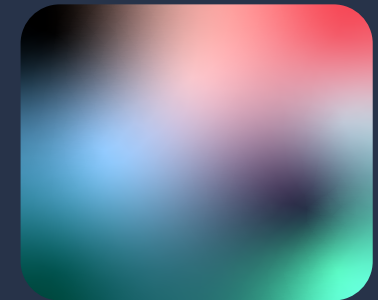
Primary and secondary colors may be used together to produce charts, dashboards, buttons, icons and and other interface elements.

Add

Check contrast

Important message

Button

weft

Never use secondary color palette for Weft icons and logo.

Never mix primary and secondary color palettes in illustrations or any other graphic production to represent Weft.

Never use primary and secondary color palettes together to produce gradients

# 1.4 Weft shadows and gradients

At Weft shadows are used in interfaces in order to create an experience of depth and emphasize our brand's genuine nature.

The production and use of gradients for official communication purposes is exclusively dedicated to Weft's design team.

Do not create any other gradients by compiling Weft's secondary colors, do not change gradient's direction.

All attempts to reproduce Weft's gradients should and will be considered as
contrary to our branding guides.

## Headings
## Rubik semibold

### Body copy
### Rubik light

Weft dApp enables users to deposit assets in order to earn interest/and/or use them as collateral for borrowing. It will allow users to securely lend and borrow digital assets within ecosystem.

### Links
### Rubik regular

https://app.weft.finance/market

Kodchasan
regular

### Call to actions
### Kodchasan regural

Titles
Labels
Buttons
Navigation
Accent

# 2 Weft logo

weft

# 2.1 Weft logo construction

Weft logo is a four symbol wordmark, representing the word "Weft."  It is constituated of  the inner filling of Weft's logo symbol which stands for "W" and three font-based letters "-eft." Weft logo should always have a horizontal lockup and respect specific size and color guides.
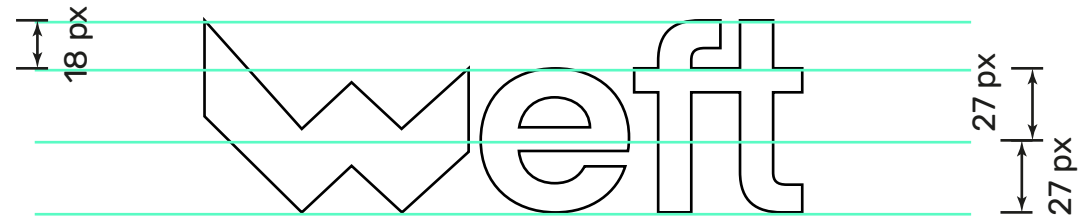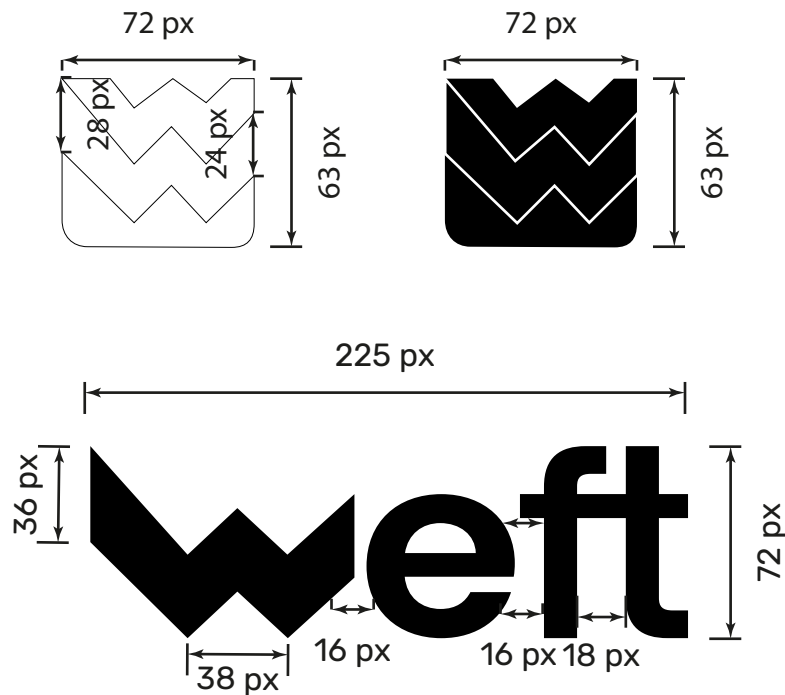
## 2.2 Weft logo usage on backgrounds

Weft logo is designed to be visually presented on plain  Weft core color-palette background. It should never appear in, or be associated with geometric shapes, lines, points, curves or solid figrures (e.g.cube or sphere). However, some exceptions from present guides may occure in  the context of creative process and are reserved for Weft design team members only.
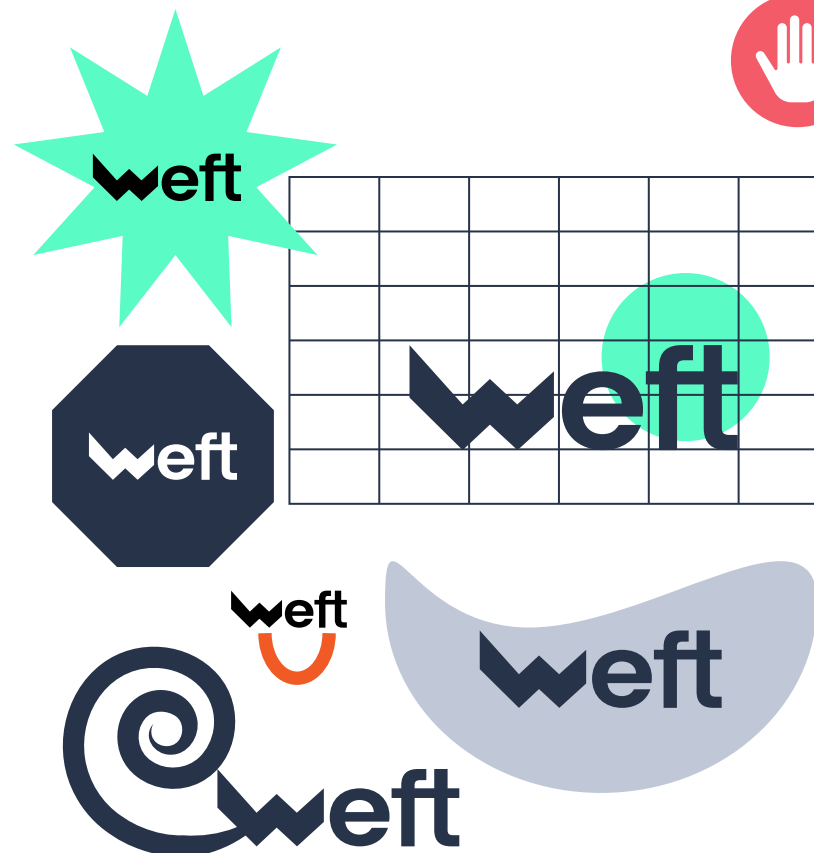
# 2.3 Weft logo usage restrictions

Below is presented an example of non exhaustive list of not authorized Weft logo modifications including all possible changes of position, alignement or color.
Any attempt to transform Weft logo should and will be considered as contrary to Weft brand guides.

# 3 Weft icons

There are four Weft icon variations possible: square, rounded, round and token icons.

Weft icons are used to represent Weft on social networks for profile images, as well as Favicons.
It may also appear in mobile devices and Weft dApp.

Weft icon should never be used together with full Weft logo.

Any Weft icon should appear in isolation without Weft name or contextual explanation of its activities.

# 3.1 Weft logo symbol

Weft round icon represents Weft logo symbol placed in centered position on a plane circle backround. It should always appear as non reproductible, not divisible and no-distortable unit.
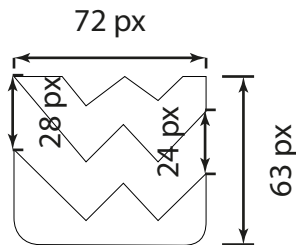


**Weft logo symbol characteristics:**

**Not divisible**
**No-distortable**
**Non reproductible**

**Weft logo symbol can only be used as a constitutive part of Weft icon, never as a stand-alone unit.**
**It should never appear filled in any color.**

**The use of border strokes or /and shadows to present Weft logo symbol is not considered conform with Weft design guide.**

**The mix of colors is not accepted.**
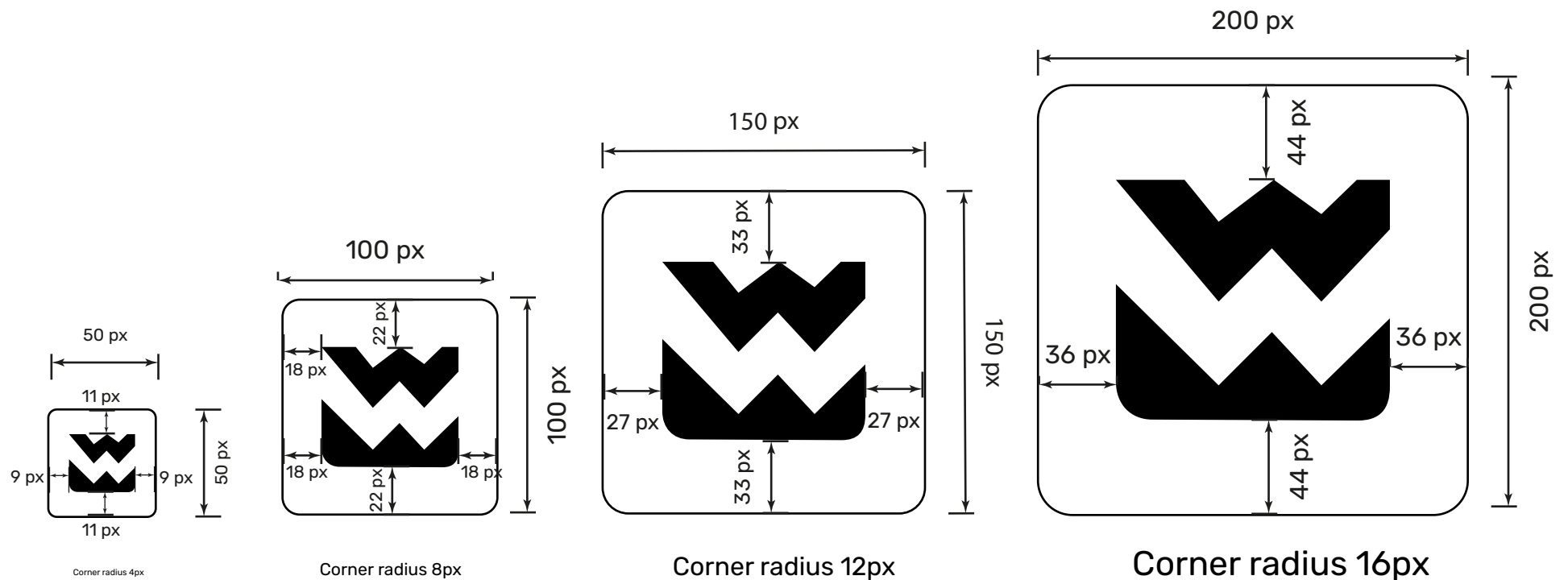
# 3.2 Weft square icon

Weft square icon represents Weft logo symbol placed in centered position on a plane square backround. It should always appear as non reproductible, not divisible and no-distortable unit.



Small

**Medium**

**Large**

**Extra large**
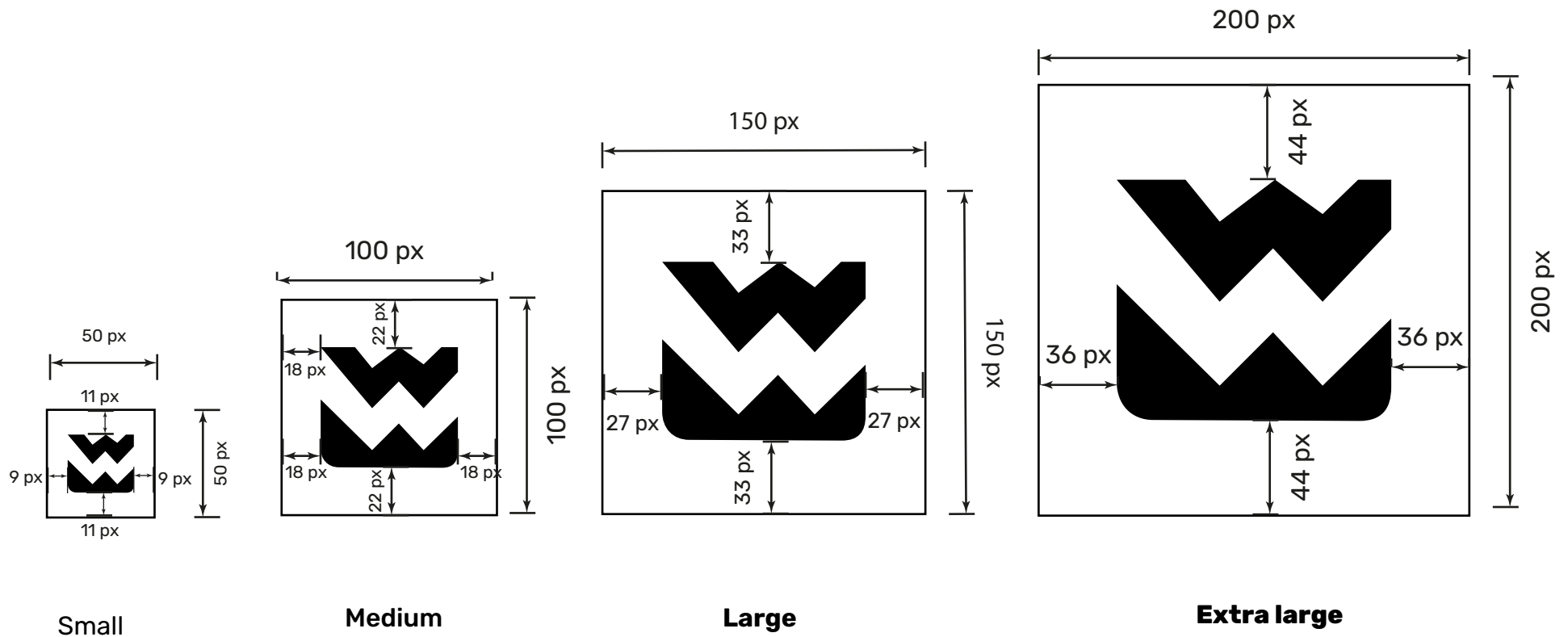
# 3.3 Weft rounded icon

Weft rounded icon represents Weft logo symbol placed in centered position on a plane square backround with proportional corner radius applied.
It should always appear as non reproductible, not divisible and no-distortable unit.



50 px
11 px
9 px
9 px
11 px
50 px
Corner radius 4px

100 px
22 px
18 px
18 px
18 px
22 px
100 px
Corner radius 8px

150 px
33 px
27 px
27 px
33 px
150 px
Corner radius 12px

200 px
44 px
36 px
36 px
44 px
200 px
Corner radius 16px

# 3.4 Weft round icon

Weft round icon represents Weft logo symbol placed in centered position on a plane circle backround. It should always appear as non reproductible, not divisible and no–distortable unit.
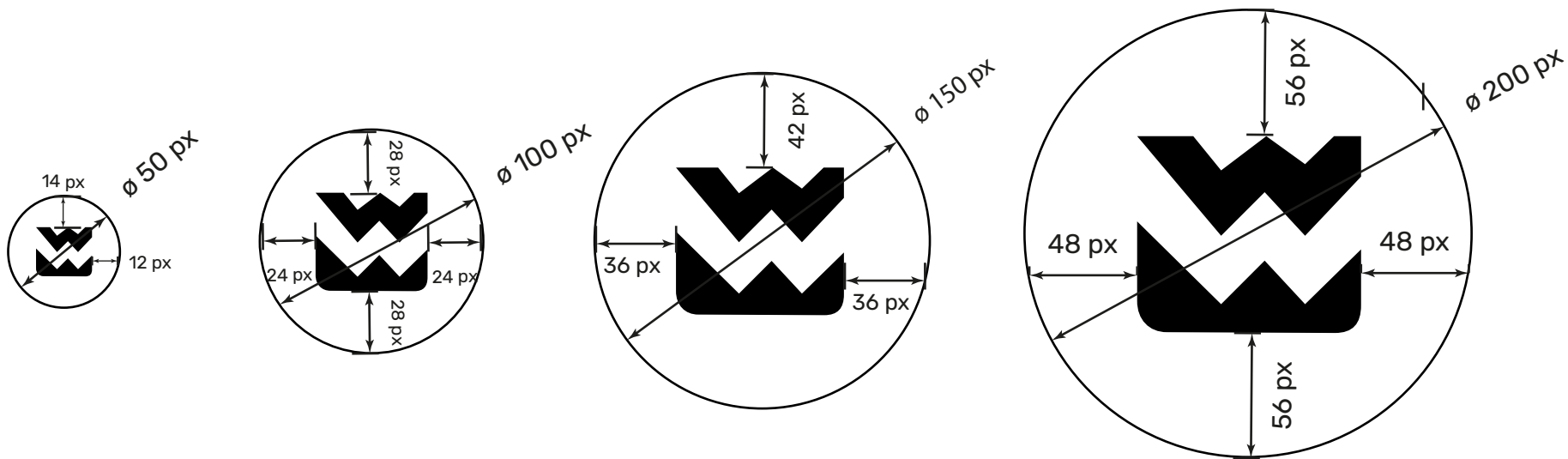
# 3.5 Weft token icon

Weft token icon is constructed on round Weft icon foundations with specific color, shadow and 3D effects applied which make it stand apart form other Weft icons. Weft token icon is never intended to appear in any other color configuration as it stands as non reproductible, not divisible and no-distortable unit.
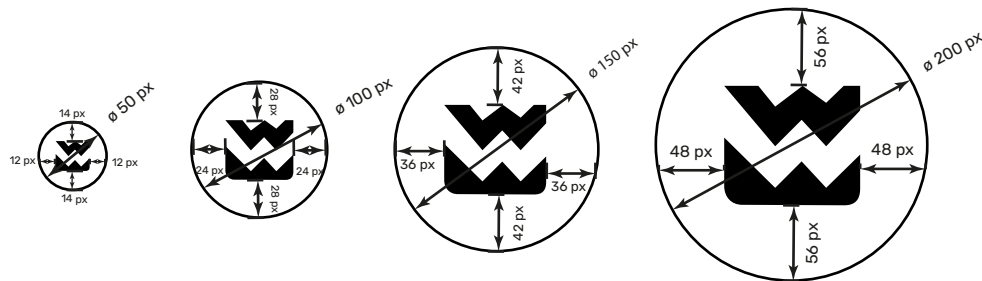
# 3.6 Icon color combination guide

## 3.6.1 Recommended icon color combinations

Employment of this set of icons is highly recommended as it is a reflection of official Weft Finance branding guides.



Black on Weft green

Weft blue on Weft green

Weft green on Weft blue

# 3.6.2 Accepted icon color combinations

Below is presented a list of accepted color combinations of Weft icons.
It means that employment of these icons is tolerated and will be considered as conform
to Weft Finance branding guides.

White on
Weft blue

White on
black

Weft blue on
Weft grey

Weft grey on
Weft blue

Black on
Weft grey

Weft grey
on black

Weft green on
black

# 3.6.3 Not authorized icon color combinations

Below is presented   example of  non exhaustive list of not authorized color combinations of Weft icons. All manipulation of these icons should and will be considered as contrary to Weft Finance brand  guides.

| | | |
|---|---|---|
| White on Weft green | White on Weft grey | |
| Weft grey on Weft green | Weft green on Weft grey | |
| Weft green with borders on Weft green | Weft grey on Weft green  with borders | |
| Black on white with borders | All outlined combinations | |