

# Liqui Brand Guide

## 1. Brand Essence

Liqui is The Liquidity Pool Intelligence Platform — a refined, data-centric DeFi product focused on clarity, precision, and trust. The visual identity embodies fluidity and depth, mirroring the concept of liquidity itself. Liqui’s tone is analytical yet approachable, designed for advanced DeFi users and liquidity providers seeking insight and control.

## 2. Logo Usage

The Liqui logo combines a handwritten, dynamic wordmark with a minimal droplet symbol representing precision and flow. The droplet symbolizes liquidity and transparency. Always maintain clear space equal to the height of the 'L' around the logo. On dark backgrounds, use the white or mist-blue version.

## 3. Brand Colors

Color Name	HEX	CMYK	Usage
Liqui Navy	#0A1020	C 87   M 78   Y 60   K 75	Primary background
Liqui Ink	#0F1324	C 95   M 86   Y 55   K 80	Card and UI surfaces
Liqui Mist	#B9C7DA	C 26   M 17   Y 11   K 0	Typography and dividers
Liqui Aqua	#75C4FF	C 56   M 9   Y 0   K 0	Accent, hover, interactive elements
Liqui Success	#2ECC71	C 63   M 0   Y 82   K 0	Positive states
Liqui Error	#FF6B6B	C 0   M 73   Y 59   K 0	Errors, alerts

## 4. Typography

Liqui uses modern sans-serif typography for clarity and confidence: • **Headings:** Poppins Bold • **Body text:** Inter Regular • **Tagline / UI elements:** Inter Medium in Liqui Mist (#B9C7DA) Typography should maintain generous spacing and hierarchy to convey analytical calmness.

## 5. Visual Style

The visual system relies on depth, contrast, and reflection — inspired by the dynamics of liquid surfaces. UI backgrounds are deep navy gradients, with subtle aqua accents for active states. Shadows and highlights mimic the clarity of water, reinforcing the analytical identity of the brand.

## 6. Tone of Voice

Liqui communicates with analytical clarity and composure. Tone is \*\*confident, data-driven, and human\*\* — never hype-driven. Use precise language that empowers liquidity providers to make informed, intelligent decisions.

— End of Brand Guide —