

LENDEFI

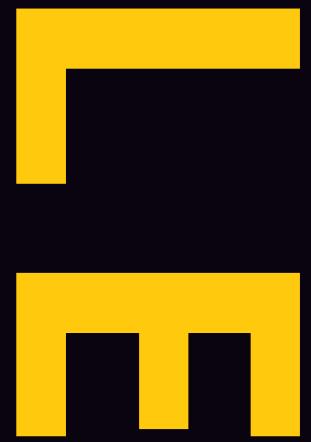
# Brand Guidelines

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Brand Identity & Appearance

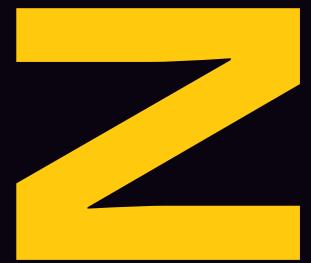
2021

**Undercollateralized  
Secured Loans  
to buy digital assets**



# Basic Elements

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Colour hierarchy



Typeface



Logo



Brand Pattern



Website

# Colour Hierarchy

HEX: #ee3c88  
R238 G58 B136  
C0% M95% Y8% K0%

HEX: #0a0411  
R10 G4 B17  
C76% M72% Y61% K83%

HEX: #ffc90d  
R255 G201 B13  
C0% M21% Y99% K0%

HEX: #f7f7f7  
R247 G247 B247  
C2% M1% Y1% K0%

# Typeface

Headlines

Aa

Open Sans Semibold

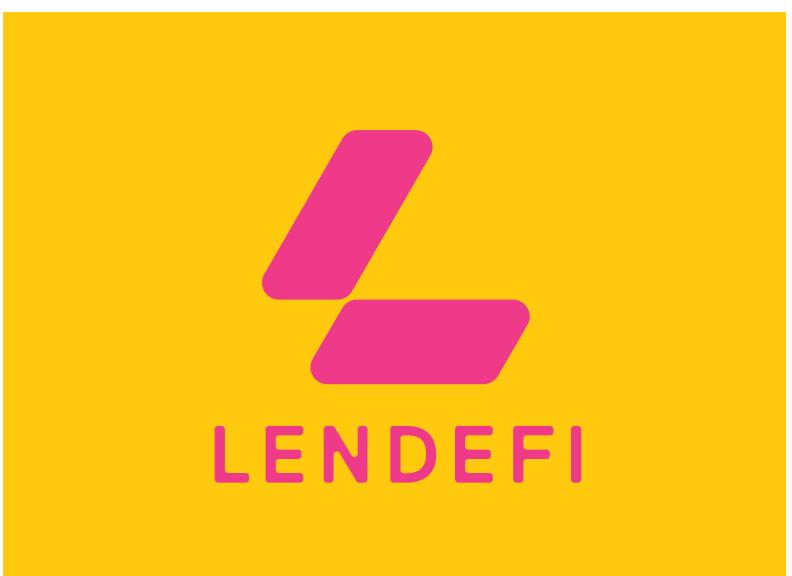
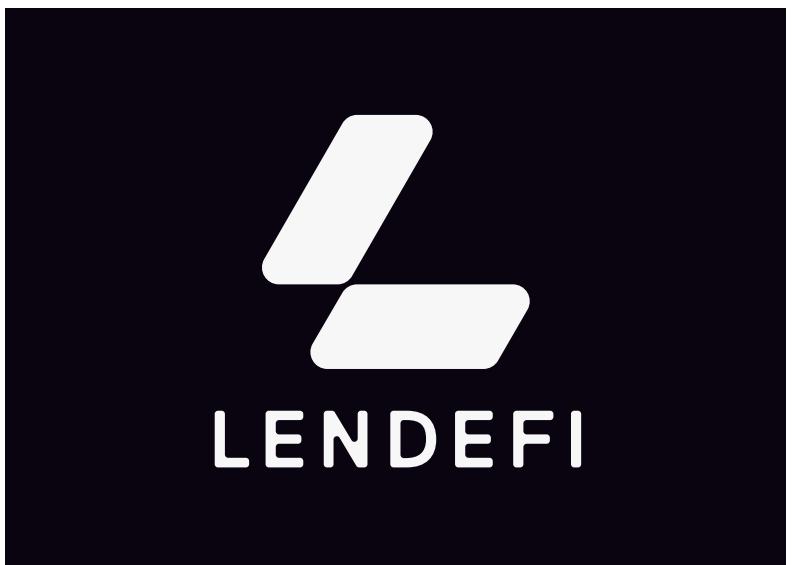
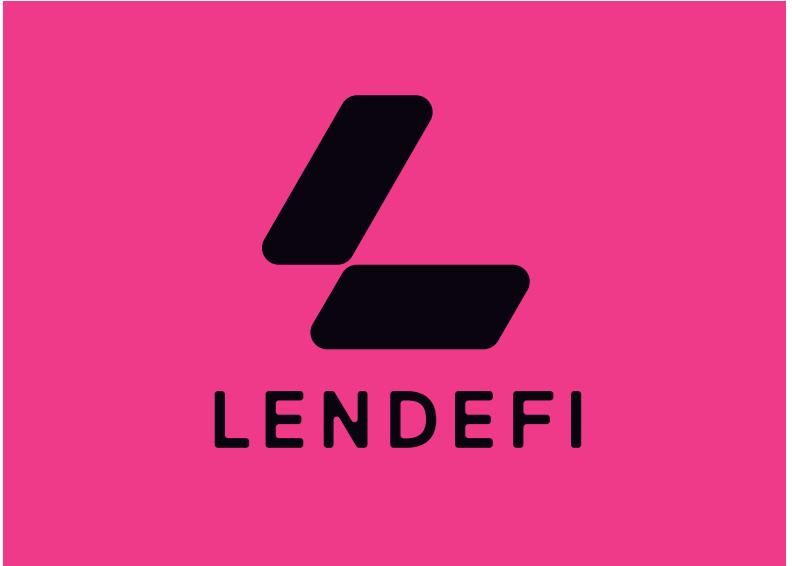
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj  
Kk Ll Mm Nn Oo Pp Qq Rr Ss  
Tt Uu Vv Ww Xx Yy Zz  
1234567890

Body Text

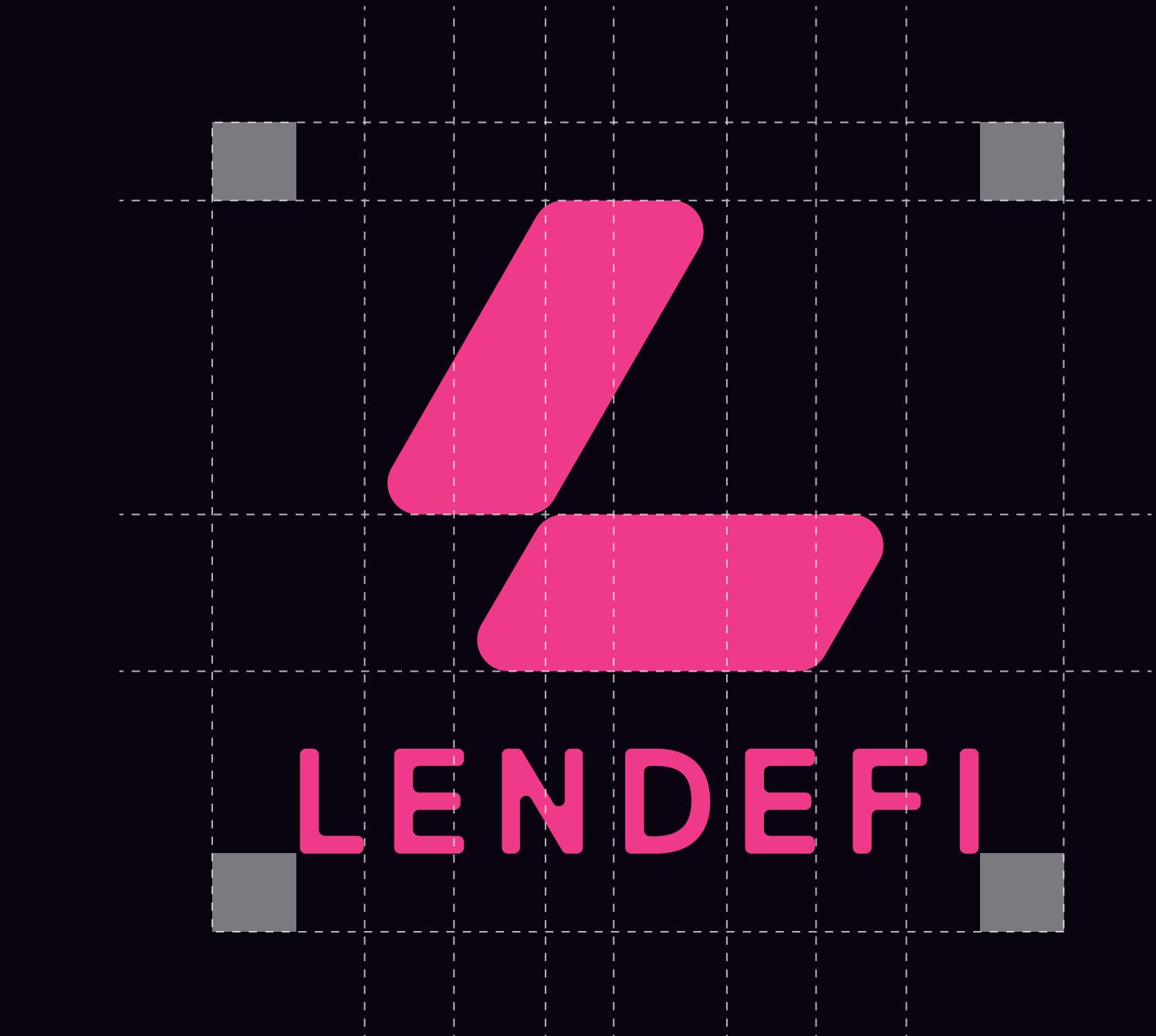
Aa

Open Sans Regular

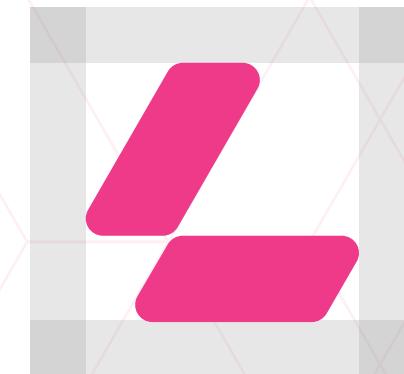
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj  
Kk Ll Mm Nn Oo Pp Qq Rr Ss  
Tt Uu Vv Ww Xx Yy Zz  
1234567890



LOGO



# Logo Placement



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Minimum free space around the logo for hassle free use.  
No other variation of the logo to be used except the three above.

Lendefi should always be written as LENDEFI or Lendefi  
The short version is LDFI

**LENDEFI**

**Lendefi**

**LDFI**

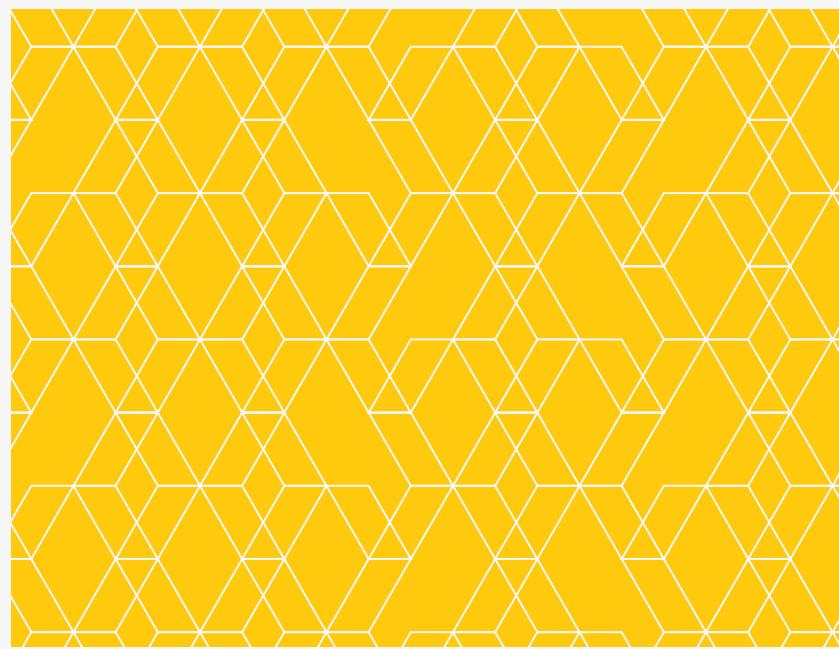
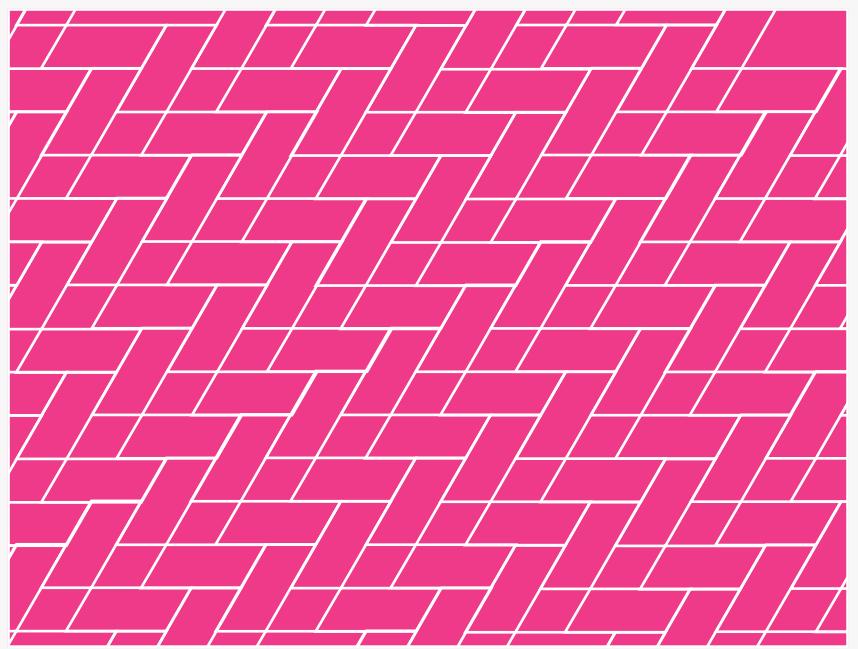
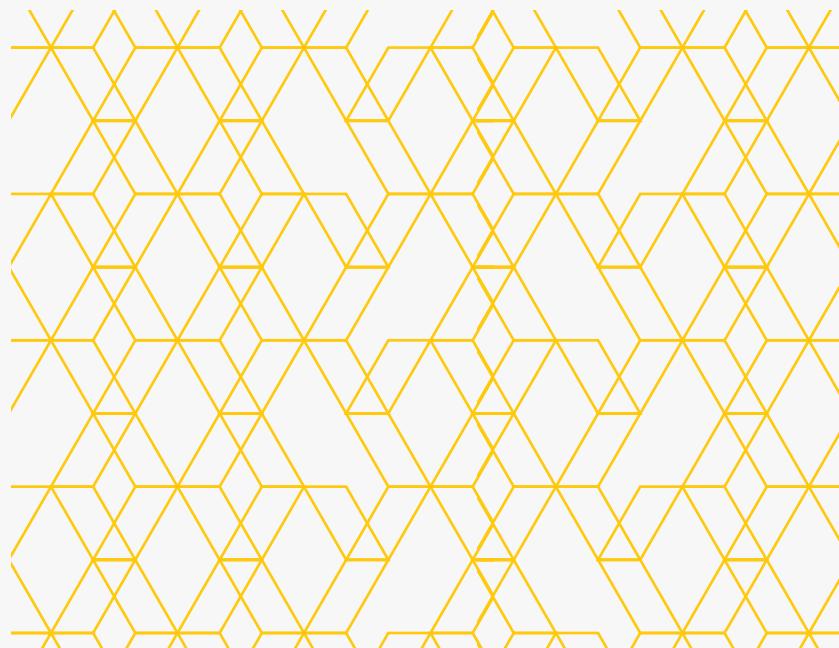
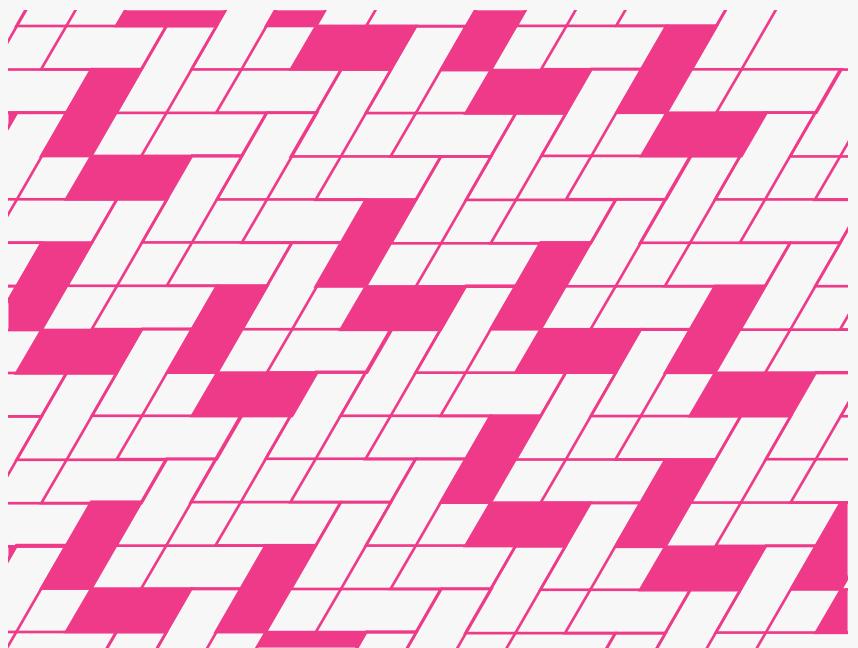
**LENDEFI**

**Lendefi**

**LDFI**

# Brand Pattern

Brand pattern created to support product's visual language



# Button Color

Click here

Launch App

Click here

Launch App

# Website

