

LENDEFI

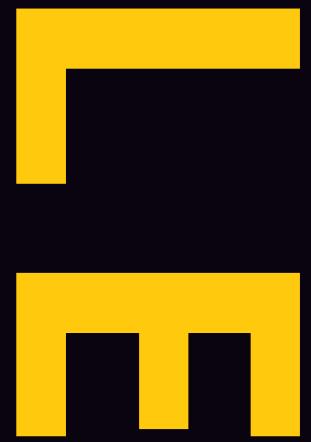
Brand Guidelines

Brand Identity & Appearance

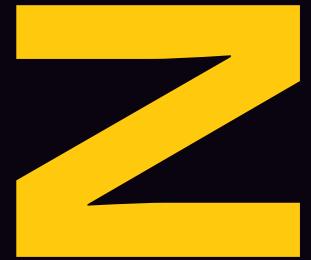
2021

Undercollateralized Secured Loans

on Binance Smart Chain



Basic Elements



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

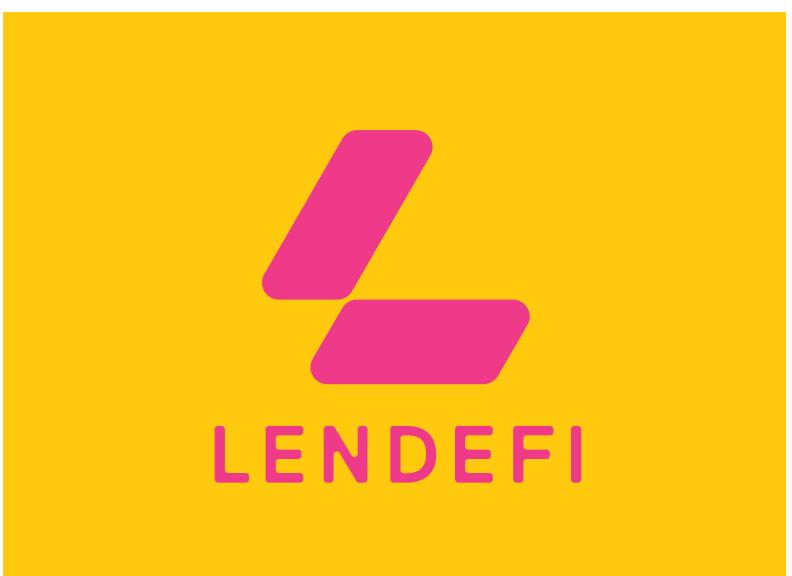
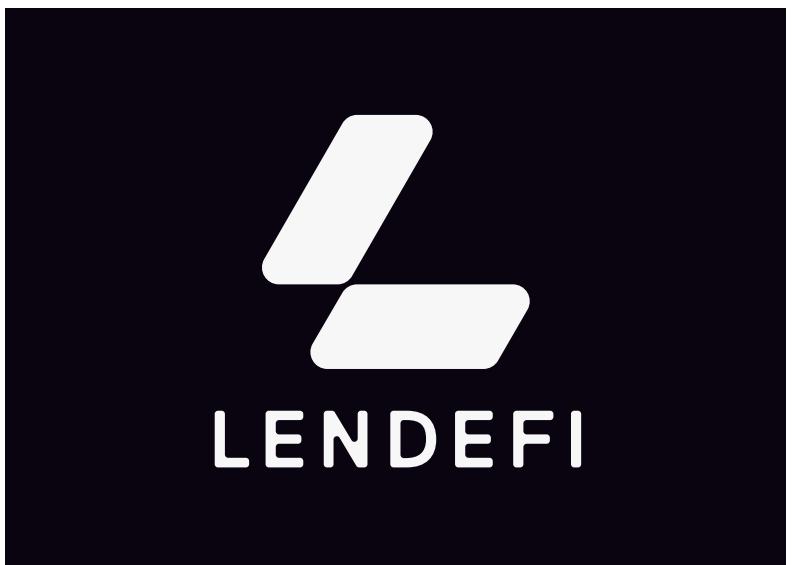
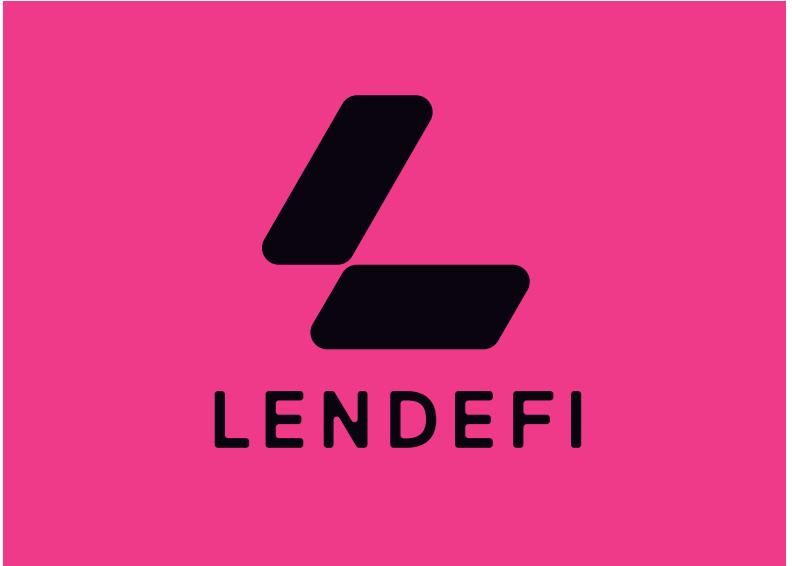
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz
1234567890

Body Text

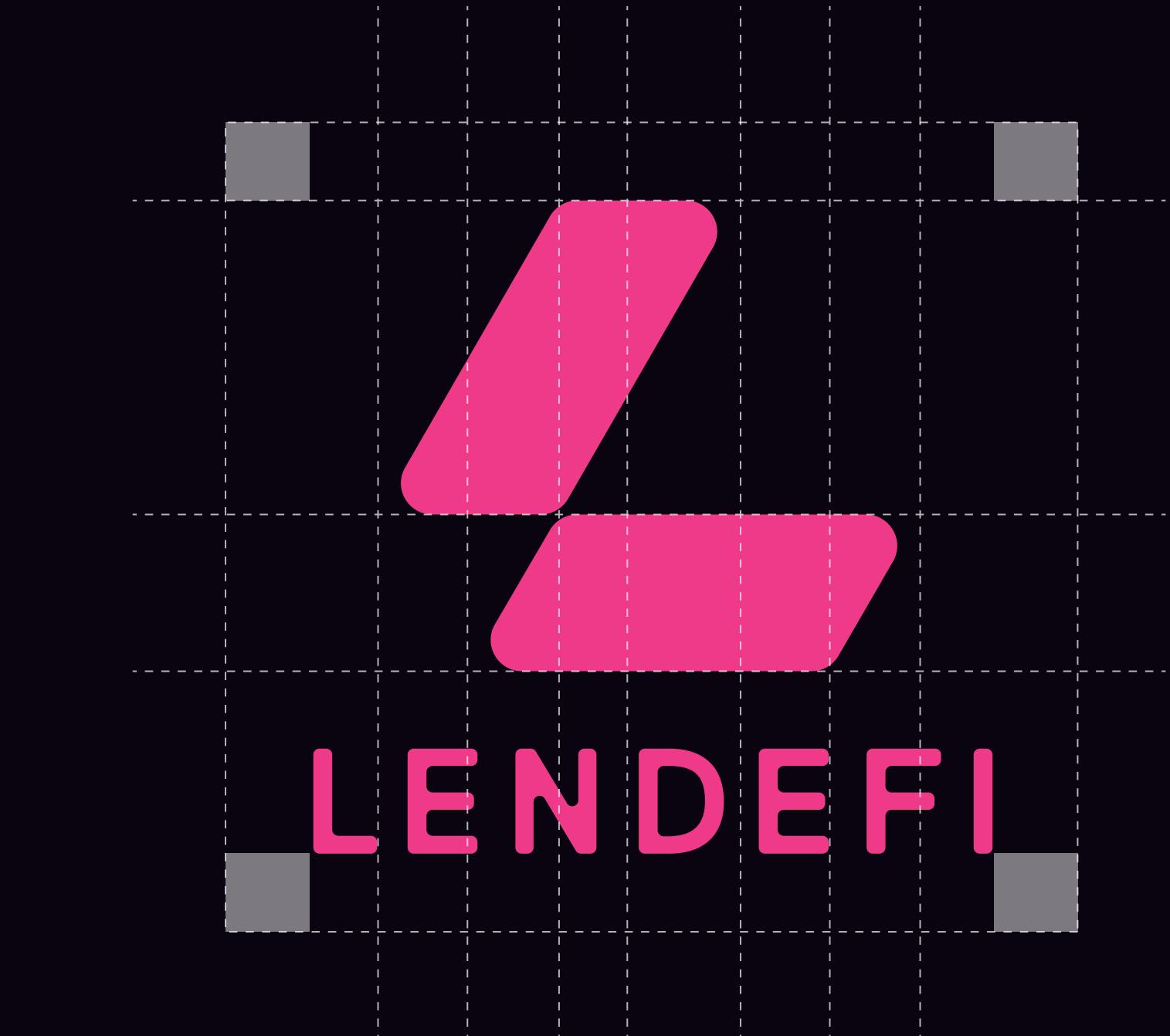
Aa

Open Sans Regular

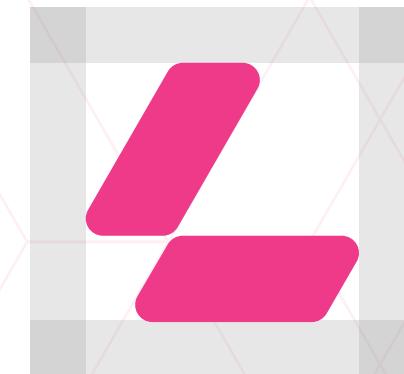
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz
1234567890



LOGO



Logo Placement



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

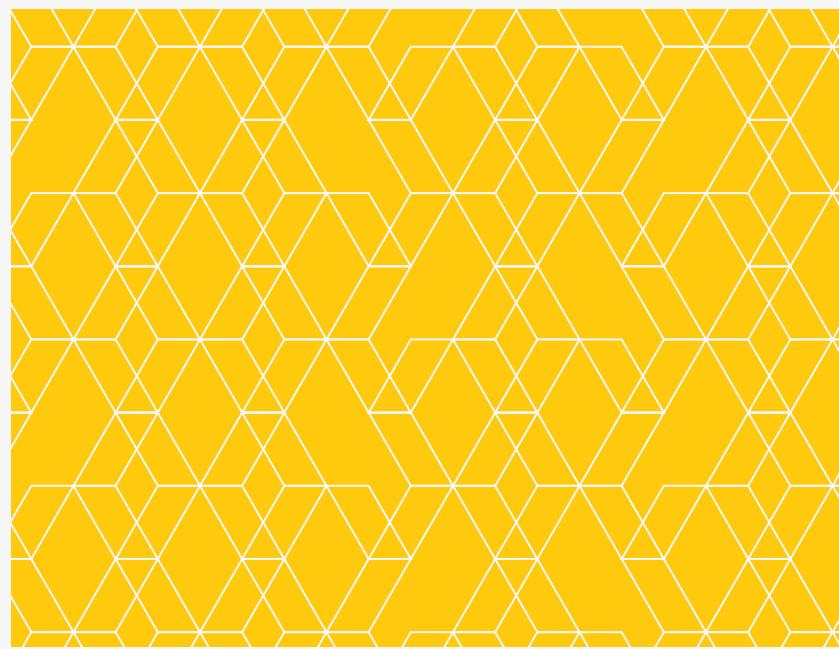
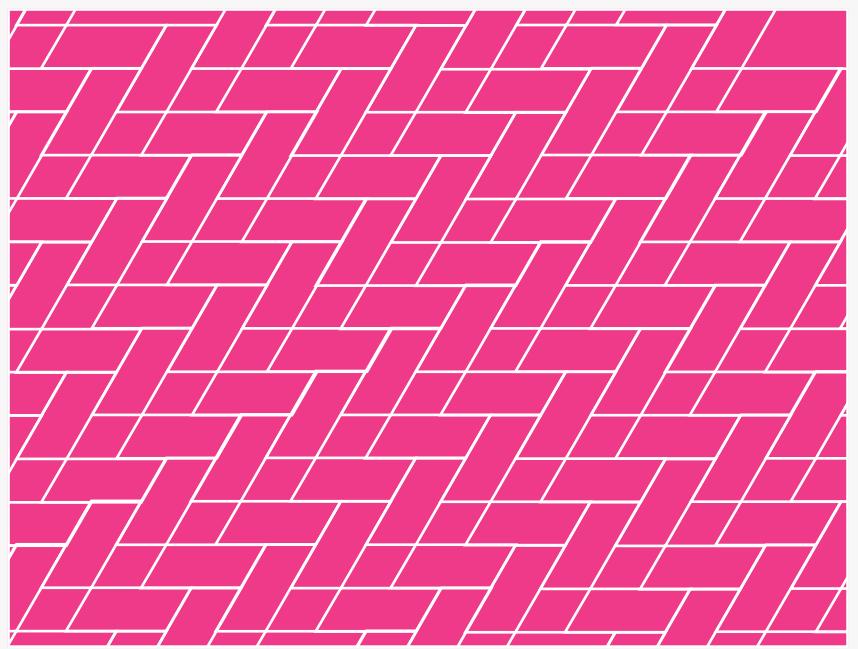
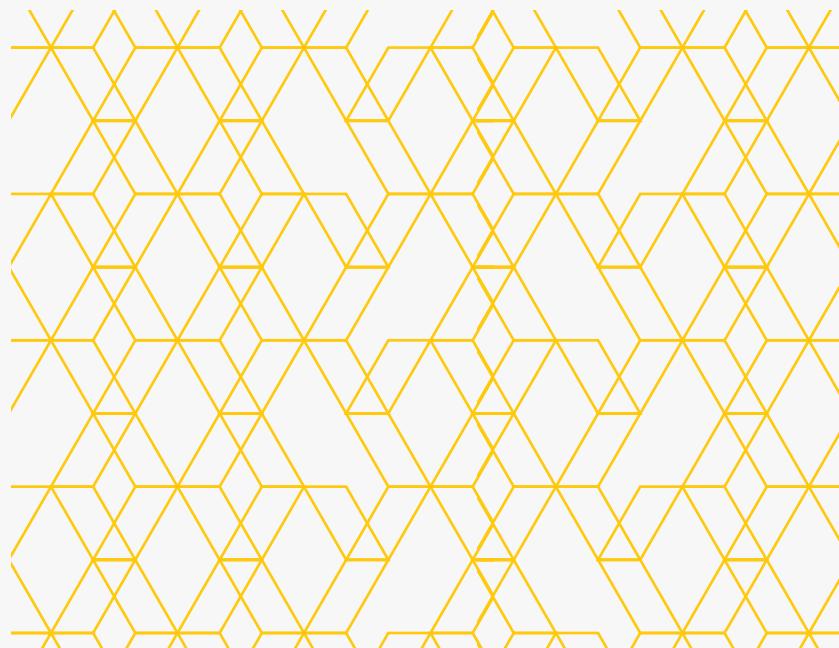
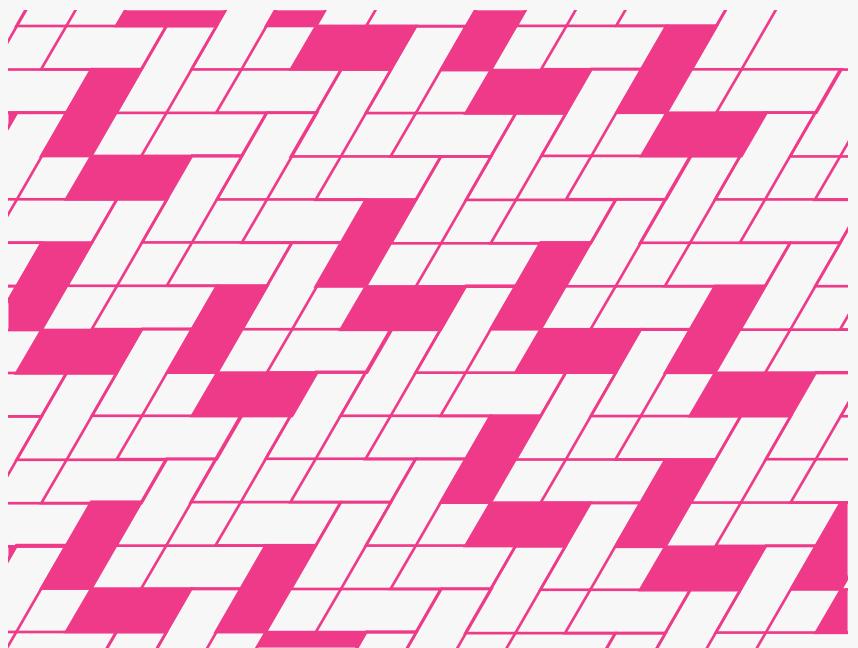
LENDEFI

Lendefi

LDFI

Brand Pattern

Brand pattern created to support product's visual language



Button Color

Click here

Launch App

Click here

Launch App

Website

