

Summary

This Temp Check proposes and seeks community approval for an updated, unified and codified Aave visual identity. This new system creates a unified look that propels Aave into the future, standing out as DeFi goes mainstream. The Aave identity should not only stand out among crypto brands, but increasingly alongside blue chip financial brands. At the same time, this new visual aesthetic embraces Aave's heritage as a reliable, resilient and innovative protocol that is accessible, transparent and community governed. The friendly ghost takes new heights.

Motivation

Today, the Aave logomark gets applied inconsistently across various Aave-supported initiatives, diluting recognition power and potentially causing confusion.

The aim of this proposal is to present a new, strong and distinctive visual identity that stands out and supports Aave ecosystem's continued growth into new frontiers. Our idea is that the logomark should be appropriately flexible for multiple usages and across multiple platforms. As well, Aave's visual identity should be distinctive within the broader DeFi community and financial industry.

Preserving Aave's Brand Heritage

The Aave ghost is known and beloved within the DeFi community. Several months of research, positioning and design work – led by Avara's design team and headed by Benji Taylor – went into developing the new proposed logomark to ensure that it retains its core elements while becoming distinctive and instantly recognizable.

This visual identity honors Aave's legacy while streamlining and modernizing its look. The process involved collaboration across the Aave ecosystem, targeting a final design that resonates with the community and reflects the Aave DAO's standing as an industry leader and innovator.

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](<https://www.youtube.com/watch?v=GRMpa2oT51A>)

Proposed Changes

In the proposal, Aave's visual identity has undergone a distinctive refresh. The logo, typeface, and brand accents have been revamped, with new variations introduced for versatility. The signature "ghost" and purple color palette remain at the heart of Aave's identity, but with a modernized and streamlined approach.

Iconic Design

The simplified ghost logomark strikes a perfect balance: iconic and timeless for broad recognition, yet still innovative and dependable. It embodies the approachability that define the Aave community, all while elevating the visual image without sacrificing its established recognition. The new design also conveys friendliness and accessibility, hallmarks of the Aave community.

Scalable Design System

This proposal introduces a scalable design system that reflects Aave's dedication to excellence and adaptability. This system ensures that the visual identity is consistent and powerful across various use cases, reinforcing Aave's leading position and its vibrant, wider ecosystem.

Potential Challenges

We do not expect this logomark refresh to resonate immediately with everyone within the Aave community. Some may not like it or feel it is necessary. It's natural for there to be a spectrum of reactions, and we welcome discussion. But it's crucial to remember that Aave has been through successful brand evolutions in the past, namely the transition from ETHLend to Aave, and that at the time, it was considered unsettling too. Although this was a significant change, it was accomplished successfully and today, few would question this decision.

Built for the Community

This visual identity belongs to the entire Aave Community. Subject to community approval, the proposed visual identity would be irrevocably licensed to the Aave DAO. The idea is to provide a global, perpetual, irrevocable and royalty-free license to the community with the broad rights to reproduce, distribute, perform, display, and communicate the visual identity

for the benefit of the Aave protocol, the Aave ecosystem, the Aave DAO, and related activities. The use of the visual identity will be strictly prohibited for malicious activities, including but not limited to phishing scams and impersonation. For the avoidance of doubt, this identity will be separate from that of Aave Labs, which will have its own distinct identity.

We encourage the community to embrace it to ensure a consistent look and feel across all Aave tools and projects.

Conclusion

An identity of an ecosystem signifies more than its visual outlook; it's a strategic component that should align with Aave's industry leadership, maturity, and celebrate its continued growth. We look forward to community discussion and feedback and are hopeful that this visual identity update will be welcomed and broadly supported by the community.

Specification

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](<https://www.youtube.com/watch?v=TQHLCACwnbE>)

Next Steps

This Temp Check is closely tied to the Aave 2030 Vision grant proposal and its purpose is to collect community feedback on the Aave Visual Identity. If the Aave 2030 proposal is approved, the new Aave visual identity can be used across the community.

Copyright

The text of this TEMP-CHECK is released under the CC0 license. The visuals and the New Visual identity are subject to and governed by the license specified in the approved governance proposal by the DAO (to be included in the ARFC at a later date).