This afternoon we [shared](#) a proposed update to the Uniswap Protocol branding.

This rebranding exercise creates a clearer visual distinction between Uniswap Labs and the Uniswap Protocol, while also injecting some fresh and scalable aesthetics into the Uniswap ecosystem.

We're really proud of the vision that we have created alongside all-star designer Timothy Luke, and we hope that you are equally excited!

Brand assets

The final logo-set consists of 1 primary logo, within a family of 4 variations based on size:

[

Lockup-Right copy

2400×960 117 KB

](https://global.discourse-cdn.com/business6/uploads/uniswap1/original/2X/1/154e640add559c01db6ab565788a4986ba69e2cb.jpeg)

[

ProtocolLogoFamily

2880×1800 147 KB

](https://global.discourse-cdn.com/business6/uploads/uniswap1/original/2X/3/332e8368dbf4cb278eddbba4315d4e0a5d4e91a3.png)

- Hero

: For large surfaces and special moments, e.g. billboards, posters, backdrops

- Primary

: For most 'default' use cases, e.g. merchandise, app icons, business cards, social media avatars

- Micro

: For use in UI, e.g. favicons or navigation bar icons

- Token

: For $UNI token icons

A video walkthrough of the new brand assets can be found[here](#), alongside an accompanying [PDF](#).

Request For Comment

It's vitally important to us that the Uniswap community plays an active role in determining how the Protocol will be visually represented, so over the next week we'll be soliciting feedback from community members on the updated branding.

We'll also be hosting a presentation on Wednesday, November 10th, at 1pm ET, in which the Uniswap Labs design team will walk through the creative process and the various inspirations that contributed to the rebrand work. The presentation will then be followed by an open feedback session. We'll post call details on the forum and the Uniswap Labs Twitter ahead of time.

This [questionnaire](#) outlines some guiding questions that may help you think about and evaluate the brand assets. Of course, feel free to ignore these entirely: they are guiding questions after all!

We can't wait to hear from and work with you all on this process!