

GM, Aave community!

Aave Labs has been working on executing initiatives that were part of the V4 and branding proposals for a month. This post is to recap what has been accomplished this past month, and outline what is coming next from Aave Labs as a contributor to the Aave DAO. Over the past 30 days, we have:

- Created Aave Protocol brand assets and the visual identity. In line with continuously carrying out the visual identity across the ecosystem.
- Continued designing, developing and architecting Aave V4.

## Creation of Aave Brand Assets and Visual Identity

A key element of the approved work is the update of the Aave branding. This includes creation of an Aave brand kit and asset [repository](#) with brand elements designed, including:

- Logo

The Aave brand features a new logo consisting of the Ghost Logomark and Aave Wordmark. The brand also includes new icons for tokens and profile pictures, as well as derivative logos for Community, Events, and DAO, each with distinct eye shapes and colors to suit different contexts.

- Colors

Aave's new primary color palette is primarily gray and purple, and are used in key brand elements like the logo and token icon. An extended palette provides additional colors for illustrations and derivative logos.

- Typeface

Headlines for the new brand use the FT Regola Neue typeface, which matches the circular design elements of the brand. The single-storey 'a' is standard in all communications. Inter is used for body text and UI elements. Roboto Mono is used where monospaced type is required, such as code blocks, ethereum addresses or numeric data. It's metrics are a close match to Inter.

- Illustrations

The new brand illustrations commonly feature semicircles. These serve as modular, rearrangeable design elements which visually echo the Ghost Logomark. Additionally, the brand features an updated Ronnie in various poses.

We would like to thank our partners and Aave service providers for supporting the initiative and updating brand assets across the ecosystem.

## V4 Protocol Development Kickoff

In our engagement with the Aave DAO we included the development of a new version of the Aave Protocol, V4.

In this first month, we have commenced the development phase of the project. Our approach is to start simple and iterate progressively, making sure that we meet all requirements and specifications in each iteration. This strategy allows us to expedite the implementation process and facilitate building in public.

Below are the key activities we've undertaken over the past month:

- Implementation of the Liquidity Layer contract:

We have developed functionality to support liquidity providers, enabling the supply and withdrawal of funds. This will evolve over time as more functionality is introduced.

- Research on current RBAC systems:

We've explored the existing Role-Based Access Control (RBAC) systems used in the industry to design a rich, flexible, yet simplified permission system for the protocol.

- Bootstrap of test suite:

We initiated the development of a test suite, focusing on the system's invariants and properties from the outset. This initiative is focused on security as it facilitates collaboration with security firms from the very beginning.

## What's coming next?

Our main focus for the coming month will be focused on:

- Continuing graphical iterations of the branding
- Iterating on and improving key assets of V4, including:
- Continued implementation of the V4 Liquidity Layer.
- Focusing on core modules of the Liquidity Layer including independent borrowing modules.
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