



BRAND GUIDELINES



FONT GUIDE

Headings, subheadings, titles, and large areas

DM Sans

Aa

DM Sans Medium

DM Sans Bold

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

FONT GUIDE

Paragraphs and small material

DM Sans

Aa

DM Sans Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNPQRSTUVWXYZ

FONT GUIDE

Typography Examples

ClimateDAO: Where Activist Investing Meets Web 3

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ClimateDAO: Where Activist Investing Meets Web 3

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COLOR SCHEME

Primary Colors

Green 1
#1CDOA7

Green 2
#A4DACP

Green 3
#36555A

Secondary Colors

Light Blue 1
#EFF3F9

Black
#000000

Grey
#D4D4D4

LOGO VARIATIONS



DIGITAL STYLE

Buttons

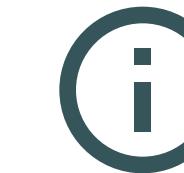
Connect Wallet

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Icons



Banners

Where **Activist Investing** Meets Web 3.

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