

## essential brand elements

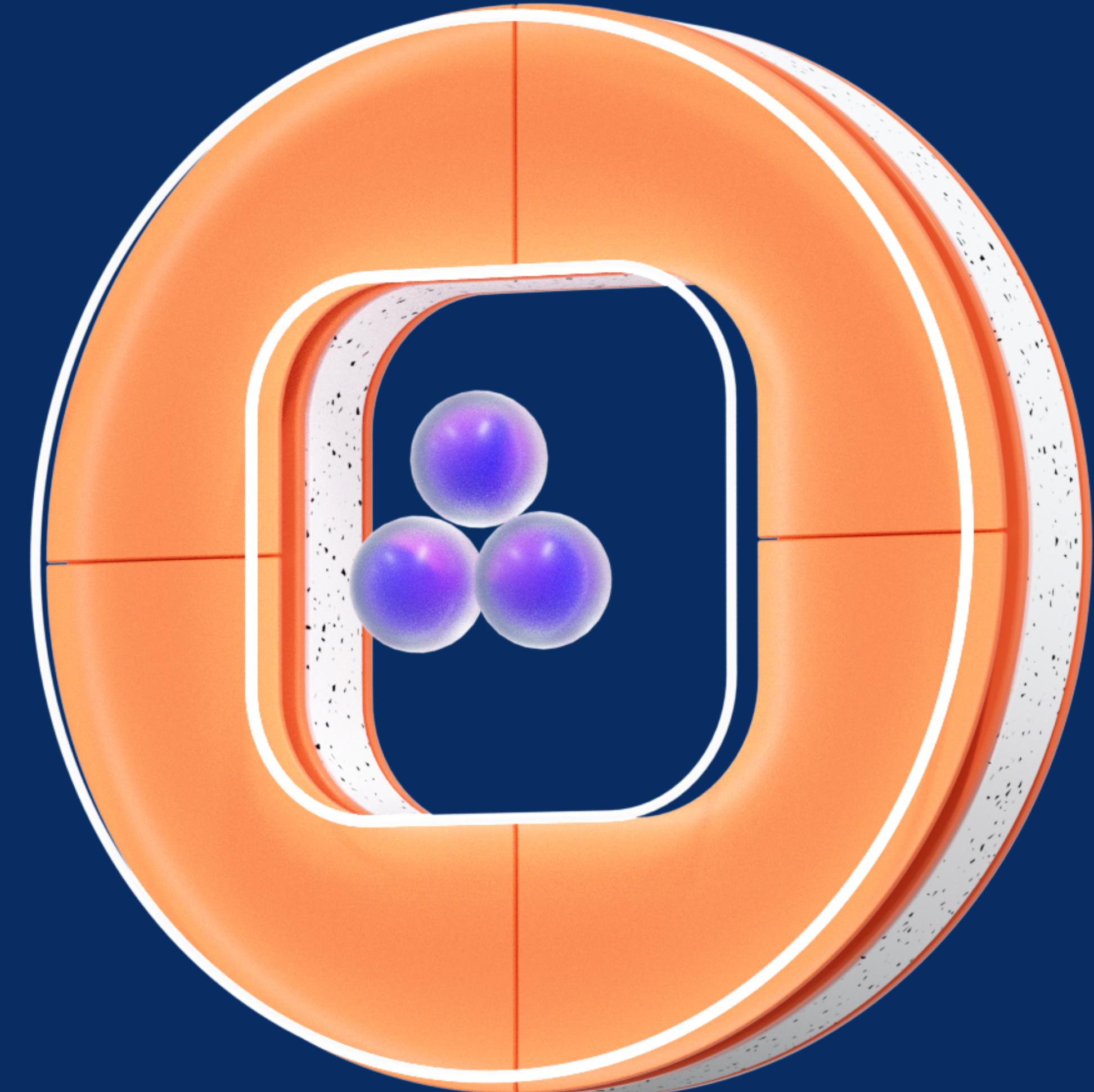
**2**  
Symbol &  
Logotype

**3-4**  
Colors &  
Typography

**5-9**  
Illustration &  
Iconography

**10-12**  
Brand Voice

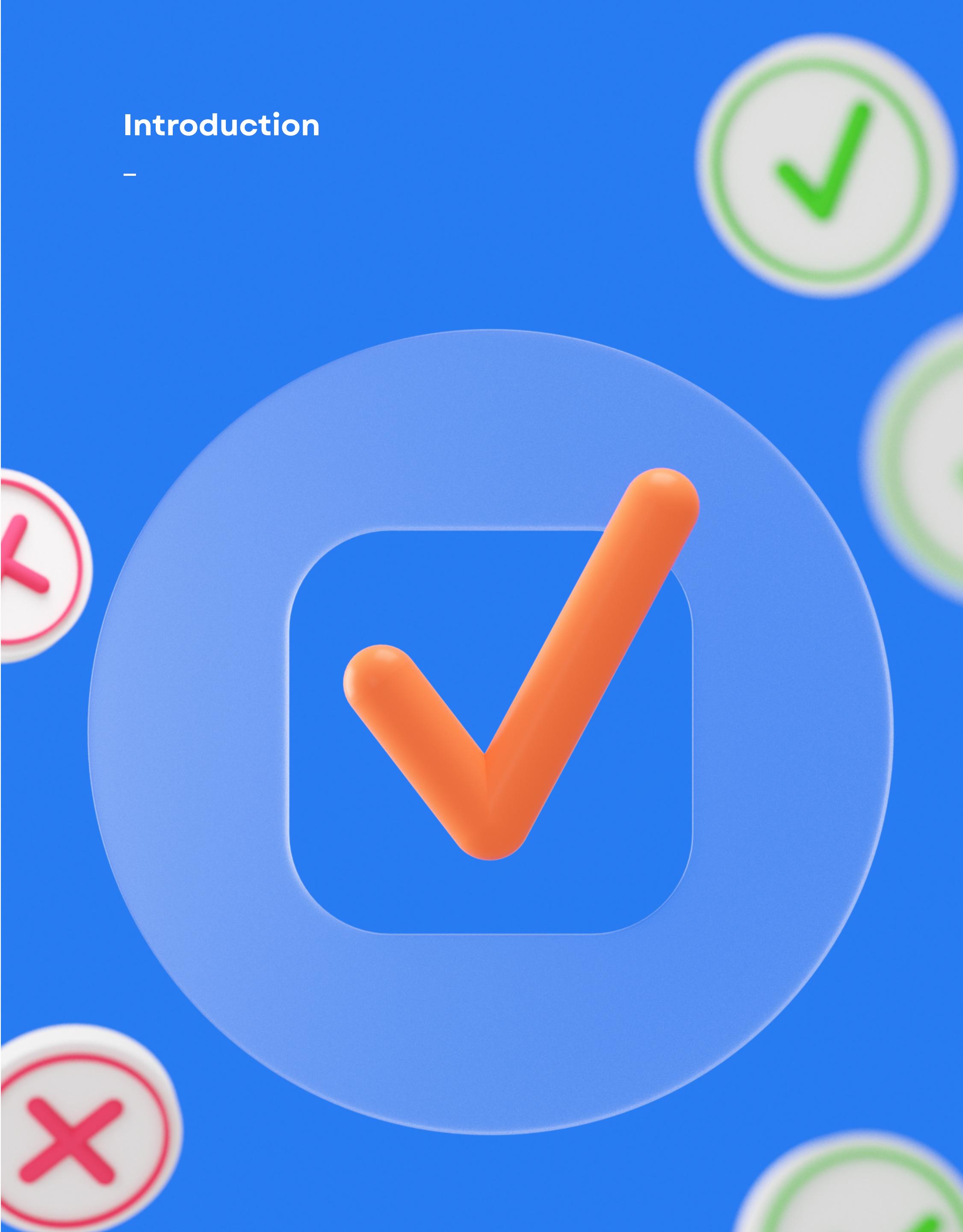
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Media & Contacts



## Introduction

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Nolus is a semi-permissioned blockchain bridging lenders and borrowers in a DeFi money market. With its DeFi Lease, borrowers can secure up to 150% financing on their initial investments, and access to the underlying leveraged assets through whitelisted strategies.

Inspired by traditional leasing, where one pays a fraction upfront and gains ownership after repayment, Nolus' approach cuts down the DeFi sector's high over-collateralization standards. This boosts capital efficiency and offers borrowers better loan terms.

Nolus emphasizes interoperability, connecting to various liquidity sources across chains without fragmenting assets. The system can swiftly swap assets on any integrated DEX, streamlining lending by negating the need for multiple pools and ensuring liquidity providers handle only stable assets.

## Symbol + Logotype

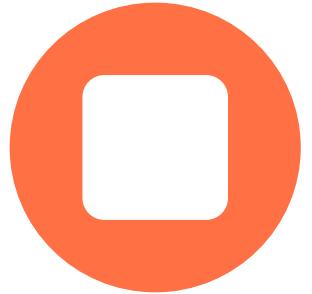
Color Variations

[Download Assets →](#)



 nolus

 nolus



nolus



nolus

## Colors & Typography

The color hierarchy is constructed by 2 main and 3 secondary colors. Nolus orange & space blue are central for their universe. Bright yellow, action blue & subtle grey are supportive colors, used for highlights, call-to-action and backgrounds.

↓ Primary Colors

↓ Secondary Colors

nolus  
orange

R-255 / G-112 / B-68  
#FF7044

bright  
yellow

R-255 / G-195 / B-54  
#FFC136

space  
blue

R-7 / G-45 / B-99  
#072D63

subtle  
grey

R-232 / G-234 / B-241  
#E8EAF1

action  
blue

R-41 / G-104 / B-225  
#2968E1

## Colors & Typography

Brand Font

Garet  
Regular  
& Bold

[Download Assets →](#)

5

ÁäБбҪҹ  
123456-  
7890\$€

Modern geometric  
Sans Serif Font  
by Spacetype

The typeface includes Extended  
Latin & Cyrillic and covers more  
than 200 languages.

## Illustration & Iconography

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### Icons

-



COST EFFICIENT



LESS RISK



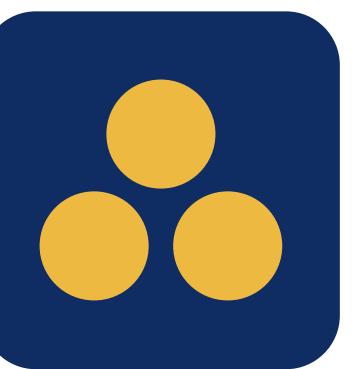
EFFORTLESS



VISION



MISSION



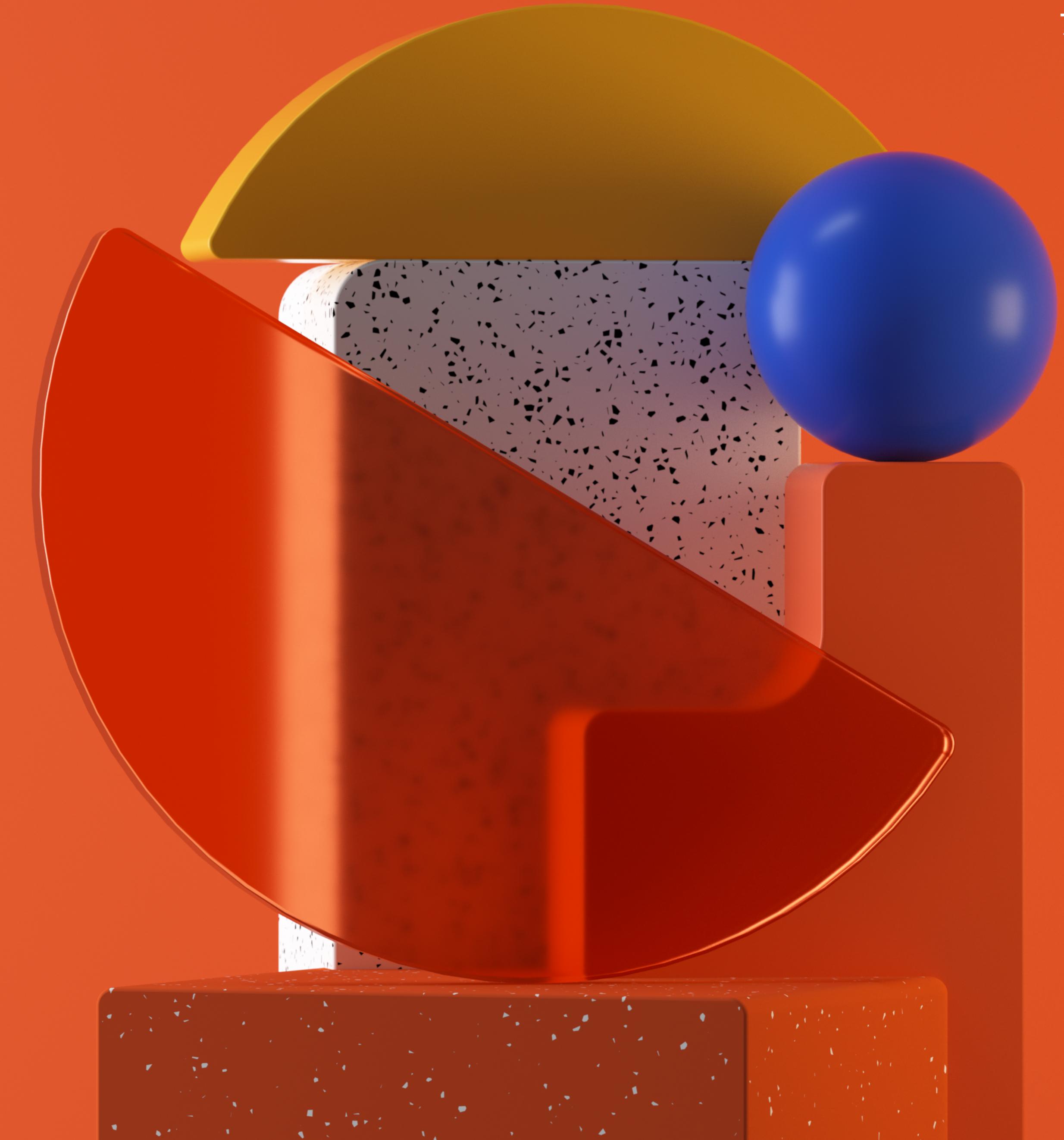
VALUES



## Illustration & Iconography

### Illustration exemples

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## Illustration & Iconography

### Illustration exemples



## Illustration & Iconography

Illustration exemples

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## A note on using “Nolus”

→ “Nolus” is a protocol (the Nolus Protocol). An all-in-one multi-asset digital wallet with a Defi twist.

→ The Nolus native asset can also be written as NLS (\$NLS on X)

↓ Nolus's voice is

Aspirational  
Inspirational  
Accessible  
Intellectual  
Honest  
Transparent  
Positive  
Humble  
Technically Savvy  
Collaborative  
Authentic  
Uncomplicated  
Up-front  
Open  
Experienced  
Helpful  
Prepared  
Innovative

↓ Nolus's voice is NOT

Overpromising  
Overly Upbeat  
Exclusive  
Pedantic  
Elusive  
Vague and Mysterious  
Sugarcoated  
Assertive  
Overly Technical  
Competitive  
Falsified

## How to speak about Nolus

Think of Nolus like an all-in-one multi-asset digital wallet with a Defi twist. A revolutionary invention in plastic that's accessible to everyone, a household name. It's strong and secure, but also easy to use and flexible. And most importantly, transparent people are welcome to take a peek behind the scenes. Nolus is not helping people, nor is Nolus a charity. Nolus empowers people.



## Brand Voice

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### How to speak about Nolus

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#### ↓ Nolus says

Welcome to Nolus

Updates from the team working on Nolus

Nolus aims to increase financial inclusion and provide easy-to-understand secure access to digital currencies.

Human-Centric

Nolus is shifting the financial tide

Check out what's new on Nolus

Meet the designers, developers, dreamers behind Nolus

Make a difference. Become a part of Nolus

Nolus empowers people to be more financially independent

Nolus is a wallet with a Defi twist that invites everyone to participate

The chance to become a part of the crypto world now!

We are open to our community

#### ↓ Nolus does NOT say

Get in on the next big thing in cryptocurrency

Big things in Defi coming around the bend

Nolus is a world-changing revolution in the cryptocurrency

Wallet/Defi done better

The next big thing in blockchain

Something disruptive is coming

Nolus geniuses at work

Think you've got what it takes to be a part of Nolus?

Nolus is taking back control of big banks

Nolus is better than another Defi/Wallets

## Media

- Website [nolus.io](https://nolus.io)
- Knowledge Hub [hub.nolus.io](https://hub.nolus.io)
- X [x.com/NolusProtocol](https://x.com/NolusProtocol)
- Telegram [t.me/NolusProtocol](https://t.me/NolusProtocol)
- Discord [discord.com/invite/nolus-protocol](https://discord.com/invite/nolus-protocol)
- Medium [medium.com/nolusprotocol](https://medium.com/nolusprotocol)

## Contacts

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Reshaping  
Money Markets