

Brand Guidelines



Our brand book is an important tool for our organization, and an important resource for anyone who interacts with our brand.

This document defines how we look and how to apply our brand identity consistently across all relevant brand materials.

If you have any questions at all, don't hesitate to get in contact with us.
hello@exchequer.fi

Primary logo

Our primary logo is bold and confident.
The concept of the checkered board is an instant
link to our business model and core values.

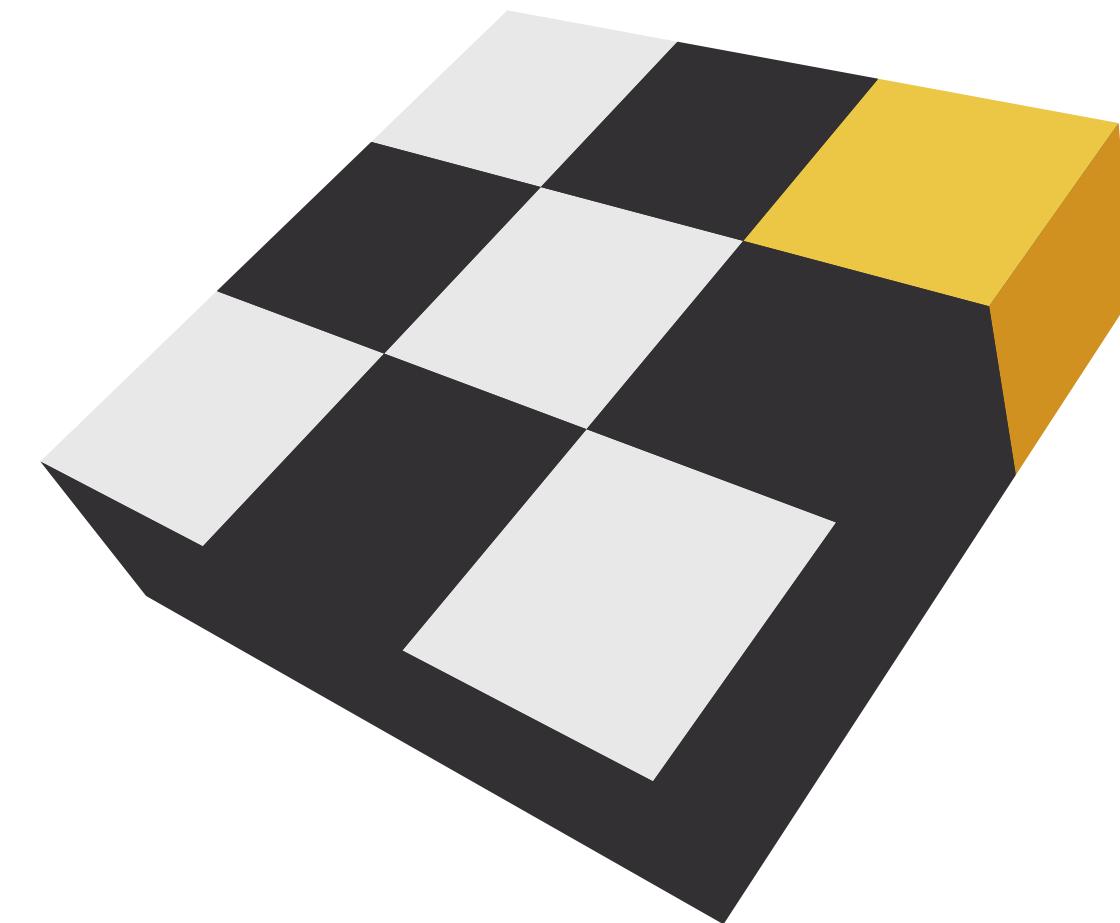
Logo

Typography

Colour palette

Graphic device

Application



Exchequer
Finance

Primary logo

The safe zones around the logo are determined by the height of the logo itself. This ensures that the logo is always legible and stands out when applied to print and digital media.

Logo

Typography

Colour palette

Graphic device

Application



Primary logo

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The concept of the checkered board is an instant
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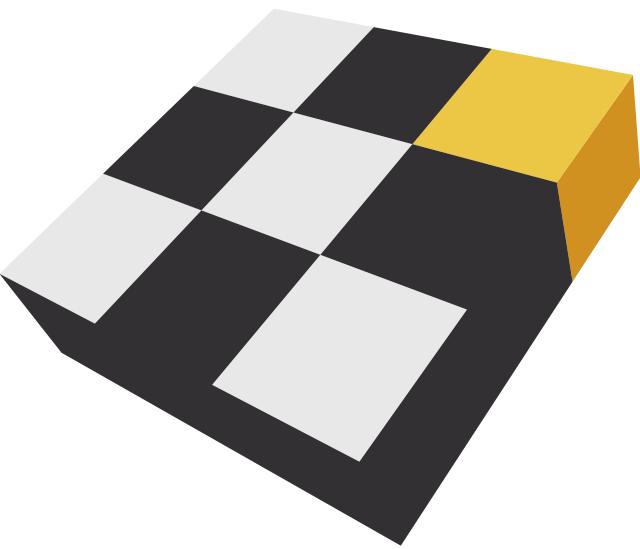
Logo

Typography

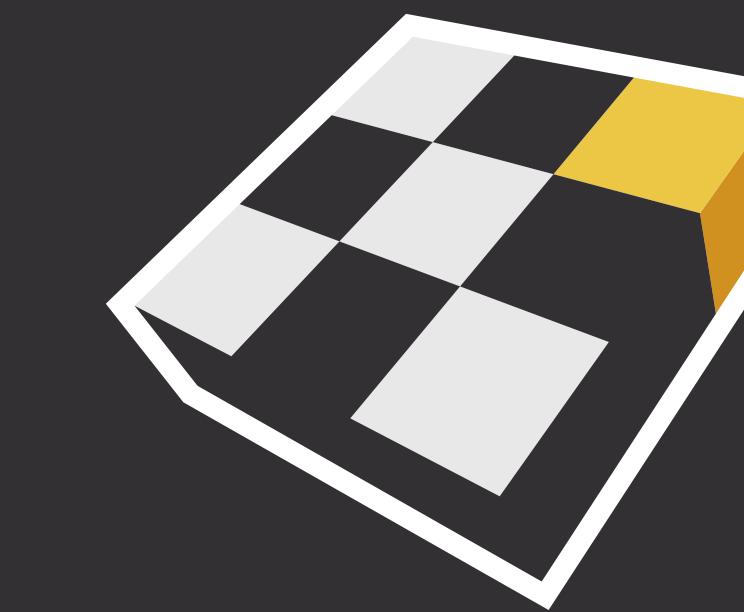
Colour palette

Graphic device

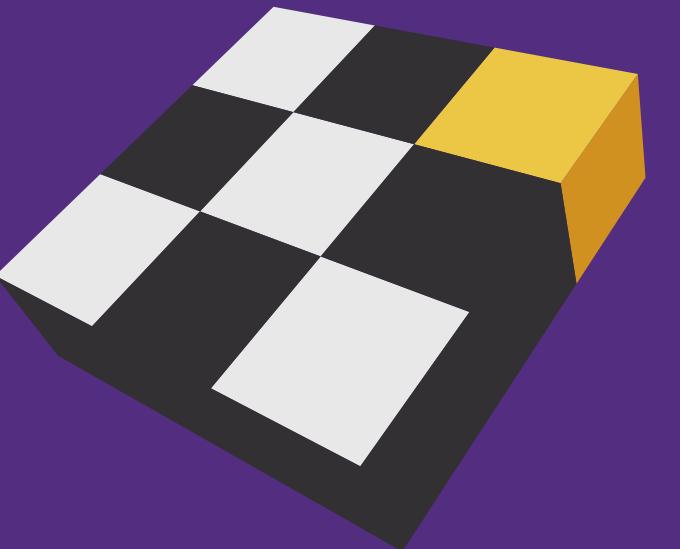
Application



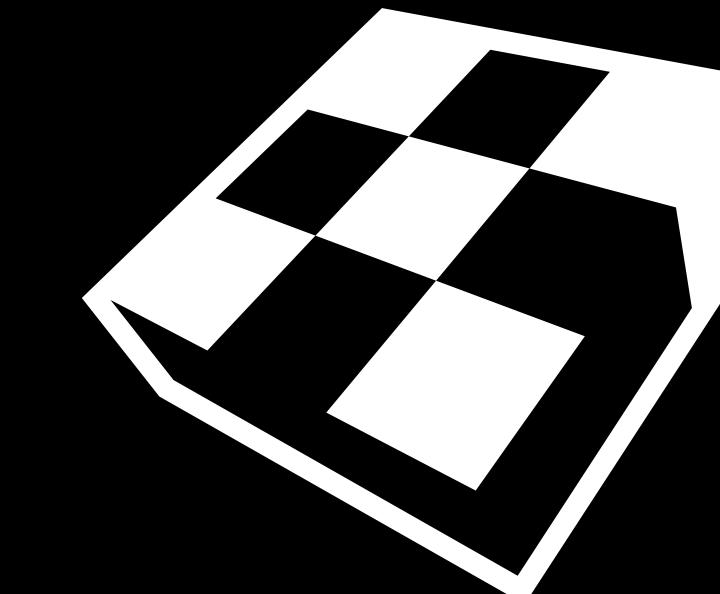
Exchequer
Finance



Exchequer
Finance



Exchequer
Finance



Exchequer
Finance

Logo Marque

The logo marque can be used as a stand-alone symbol where appropriate.

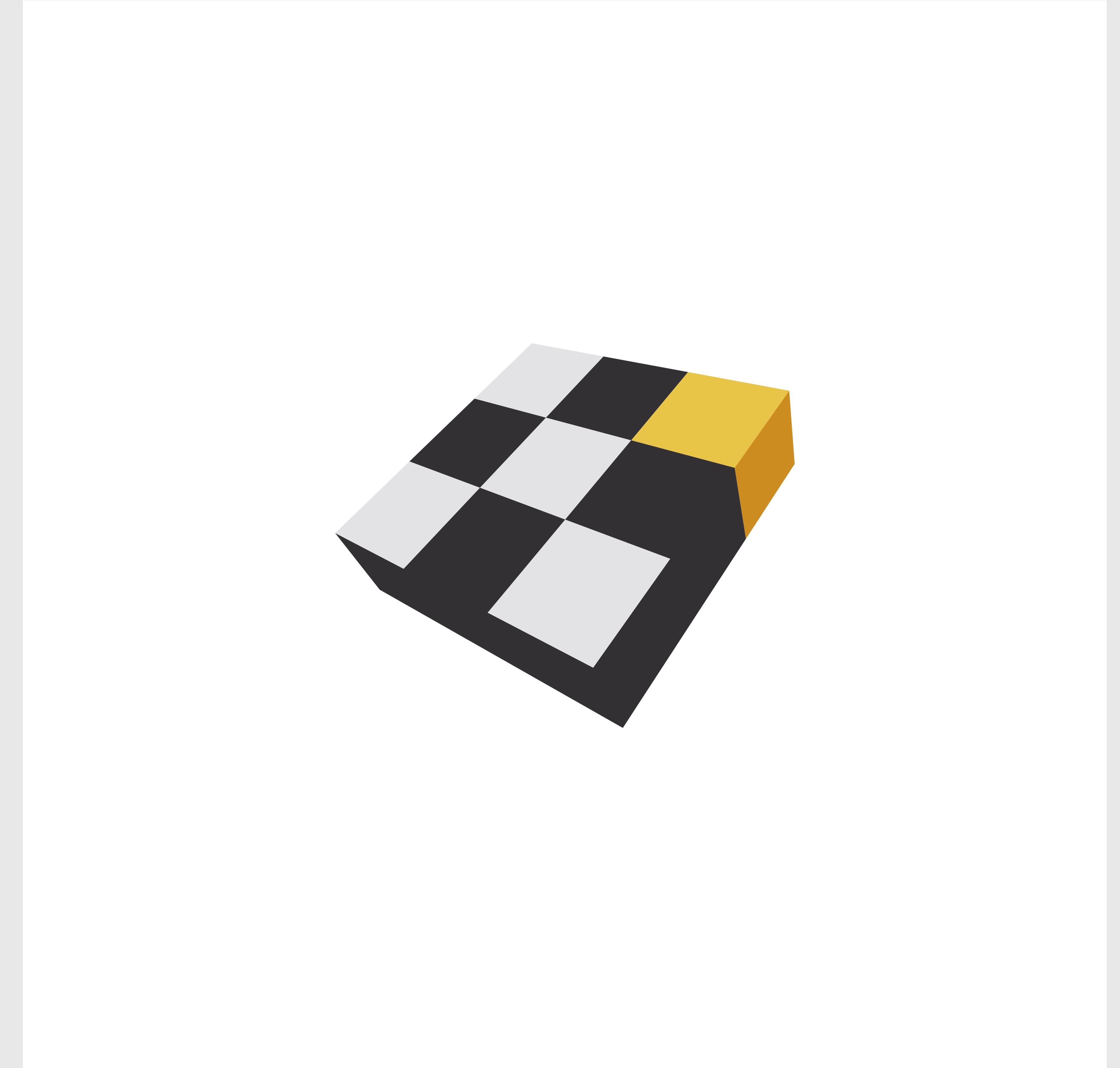
Logo

Typography

Colour palette

Graphic device

Application



Logo Marque

The safe zones around the logo are determined by 50% of height of the logo marque itself. This ensures that the logo is always legible and stands out when applied to print and digital media.

Logo

Typography

Colour palette

Graphic device

Application



Token

Our primary token uses the logo marque as its symbol. The community token blends our secondary colours to create a unique look.

Logo

Typography

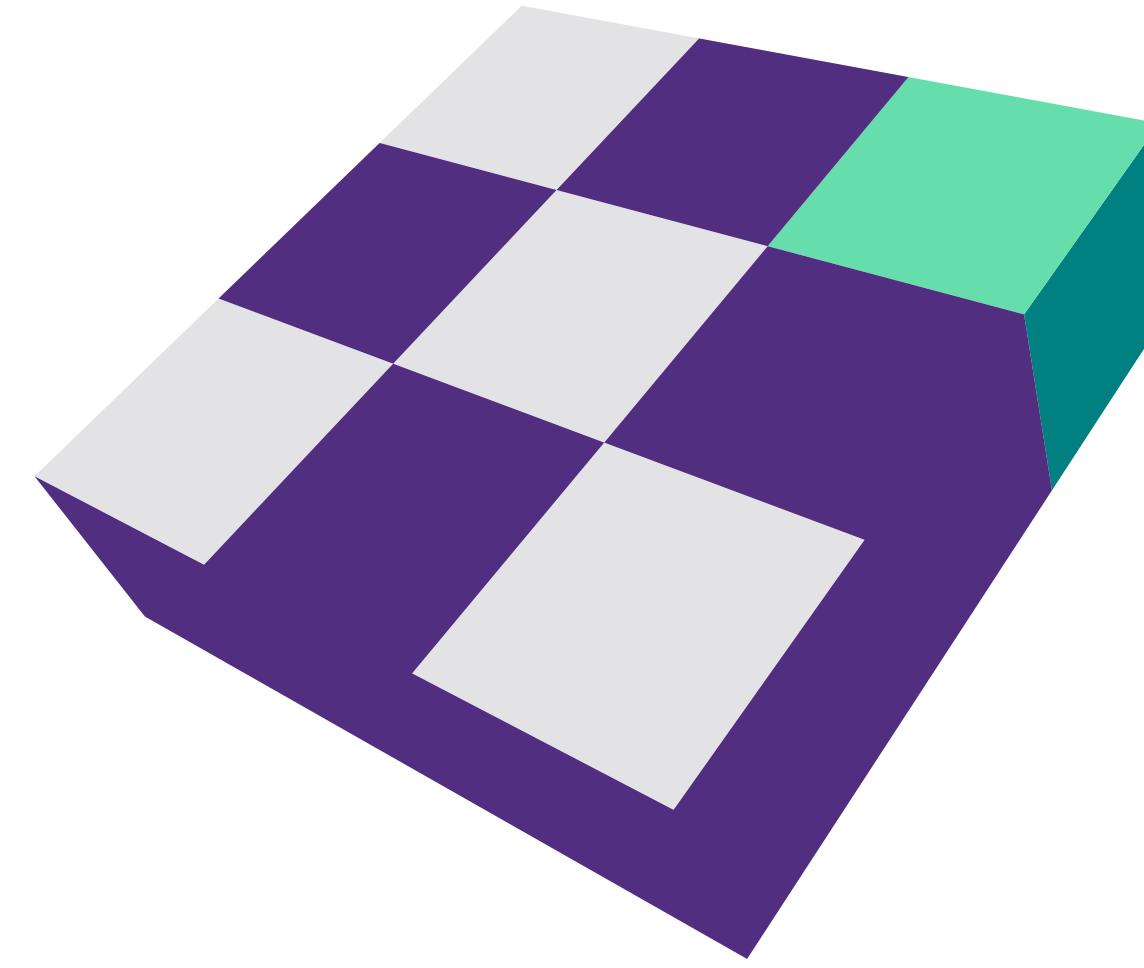
Colour palette

Graphic device

Application



Exchequer
Token



Community
Token

Typography

Our word mark and headline typeface is Raleway, an elegant sans-serif typeface family. Its straight lines, minimal variation in line width give it a simple and clean look with some added unique character.

Logo

Typography

Colour palette

Graphic device

Application

We foster
project growth
& help projects
build liquidity

Headline Typeface - Raleway Medium

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

We foster
project growth
& help projects
build liquidity

Headline Typeface - Raleway Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Typography

Our copy text typeface is Public Sans, a strong, neutral typeface designed for interfaces, text, and headings.

Logo

Typography

Colour palette

Graphic device

Application

The evolution from token incentives toward a token-preserving structured product lets projects build liquidity on any AMM without devaluing their tokens.

Given their estimations of these quantities, traders can use the model described here to evaluate if providing AMM liquidity will yield a greater expected return than holding the risky pool asset outright and take an appropriate position.

Text Typeface - Public Sans Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

The evolution from token incentives toward a token-preserving structured product lets projects build liquidity on any AMM without devaluing their tokens.

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Text Typeface - Public Sans Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Typographic Applications

Logo

Typography

Colour palette

Graphic device

Application

We foster project growth

The evolution from token incentives toward a token-preserving structured product lets projects build liquidity on any AMM without devaluing their tokens.

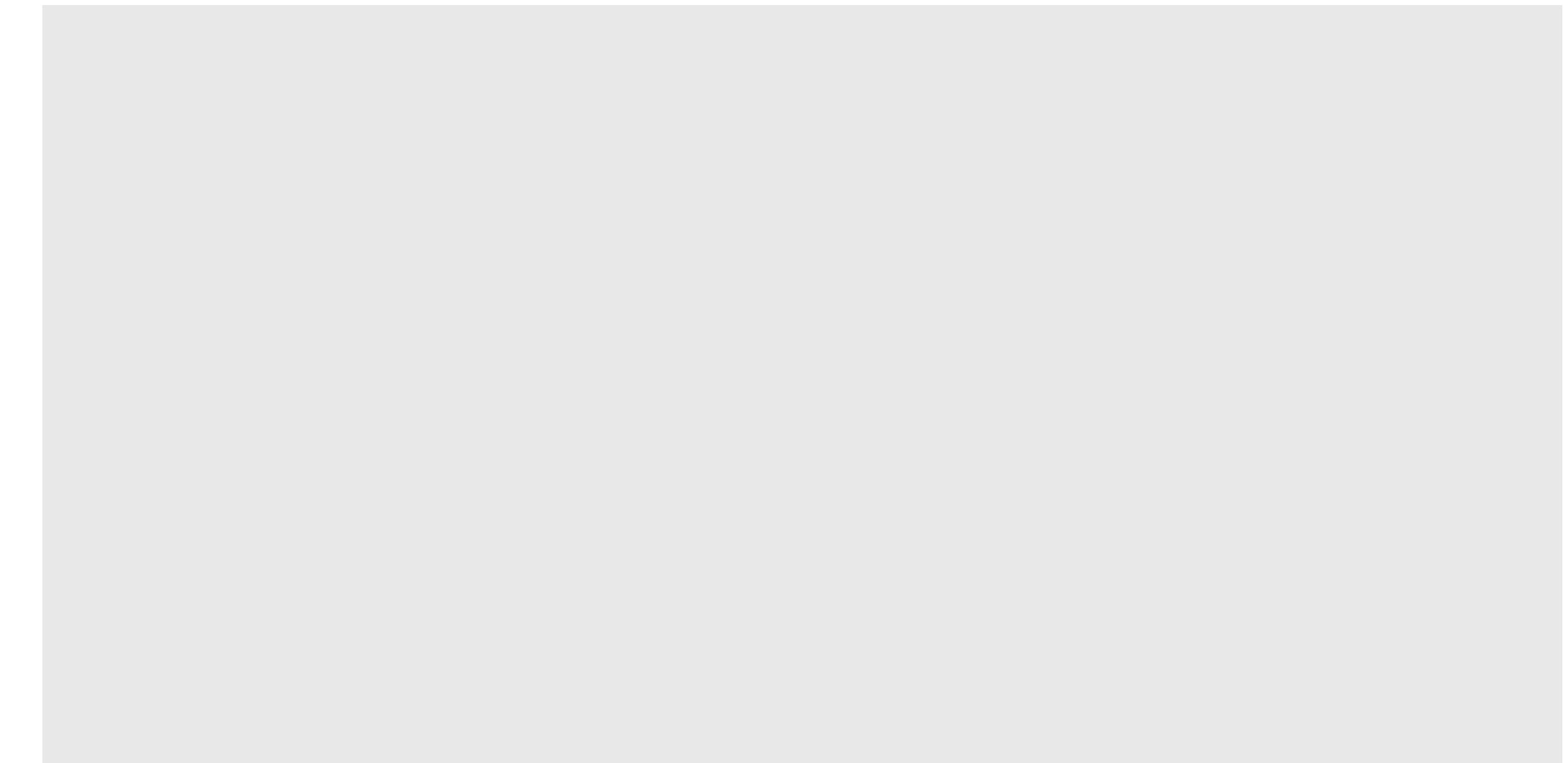
Projects build liquidity

- List item 1
- List item 2
- List item 3

H2 Subheadlines - Public Sans Semibold
Bulleted Lists - Public Sans Regular

"It's an evolution from token incentives toward a token-preserving structured product (Liquidity Bond) that fosters project growth and lets projects build liquidity on any AMM without devaluing their tokens."

Jan Pevzner



Weighted variance swaps hedge against Impermanent Loss

Quotes - Public Sans Italic
Captions - Public Sans Medium

Typographic Hierarchies

We ensure that a strong hierarchy is maintained within our brand. We ensure optimal contrast and ensure that Call-to-Actions are clearly highlighted within holding devices such as a button.

Logo

Typography

Colour palette

Graphic device

Application

TOKEN INCENTIVES

We foster project growth

The evolution from token incentives toward a token-preserving structured product lets projects build liquidity on any AMM without devaluing their tokens.

Subheadlines
Public Sans

Headlines
Raleway

Paragraph
Public Sans

Buttons
Public Sans

[Learn More](#)

Colour

Our colour palette is simple, but we use key combinations to enhance brand recognition and guarantee good legibility throughout the brand.

Logo

Typography

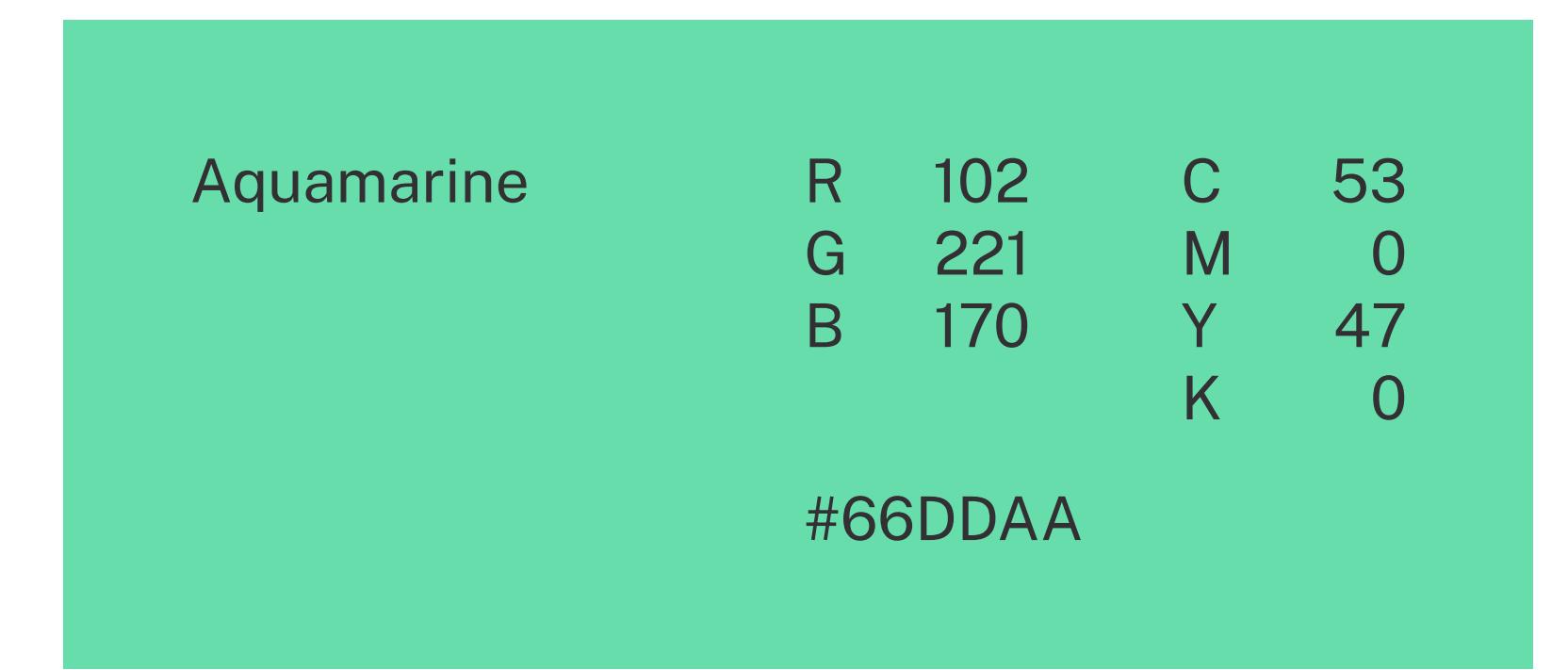
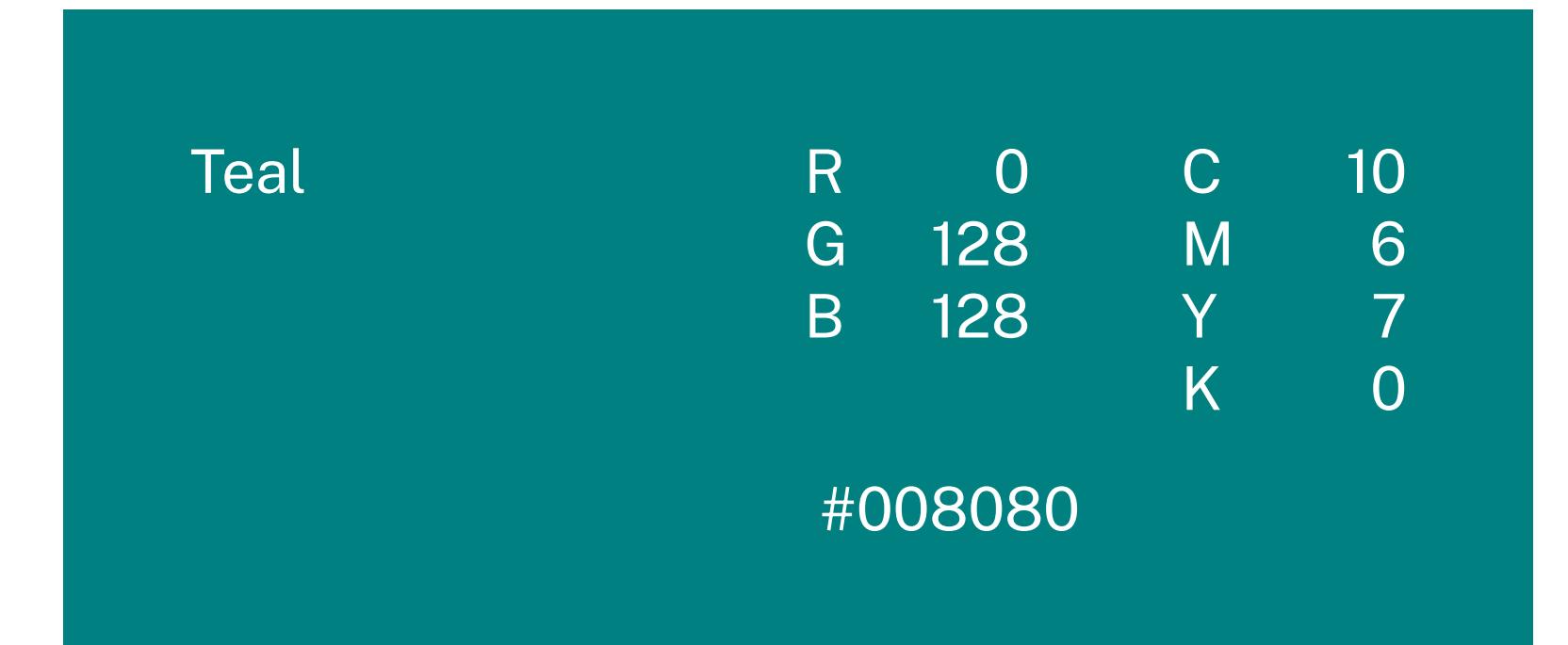
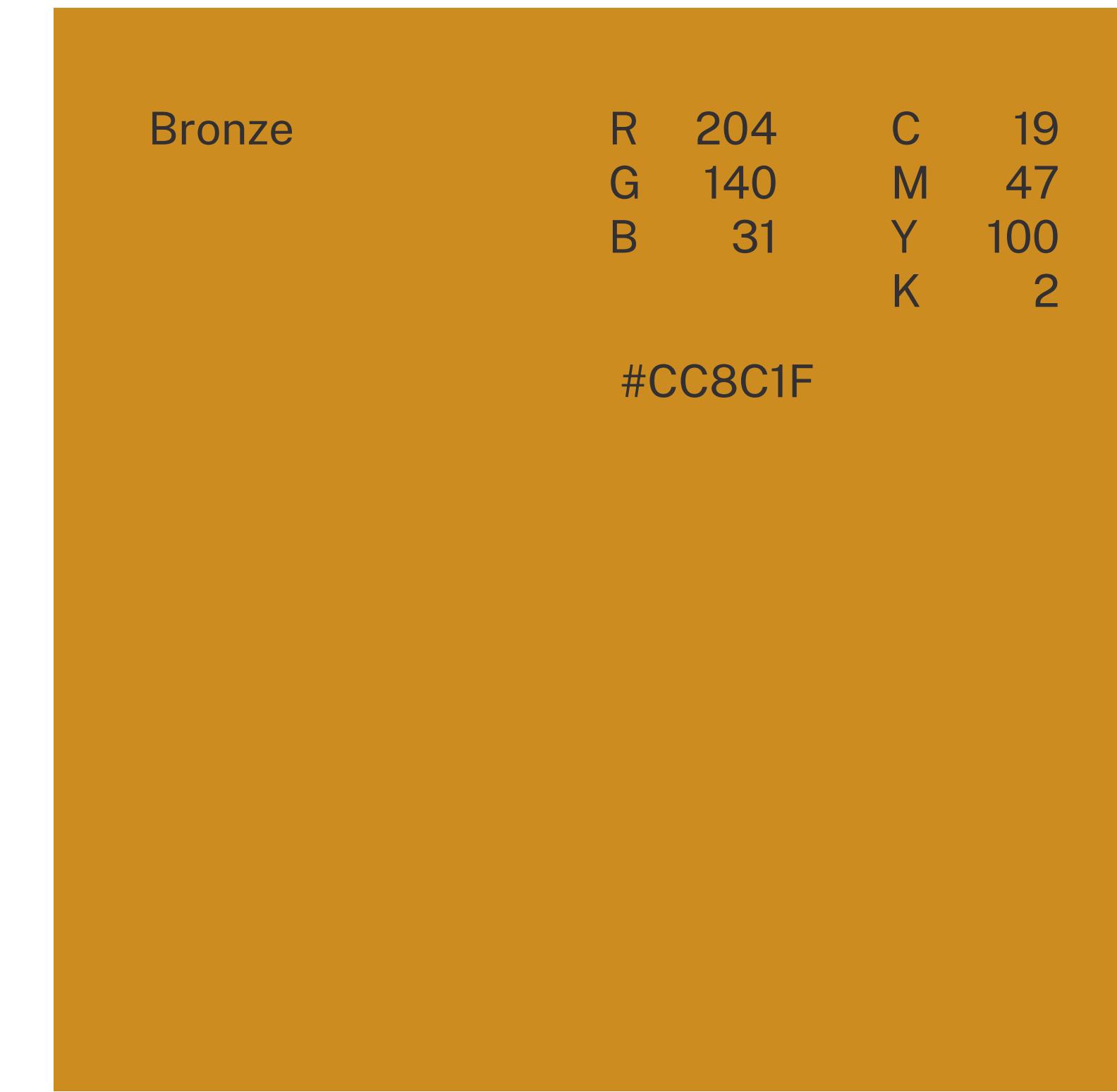
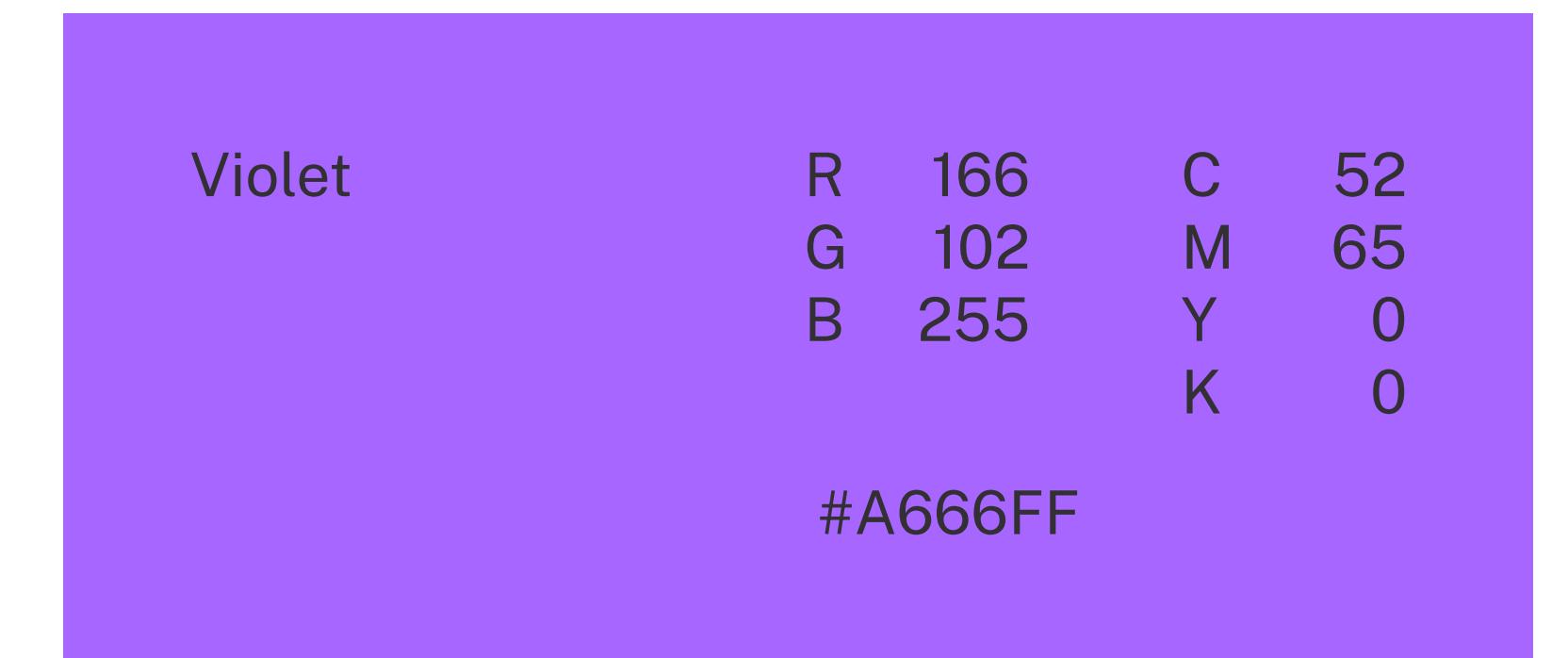
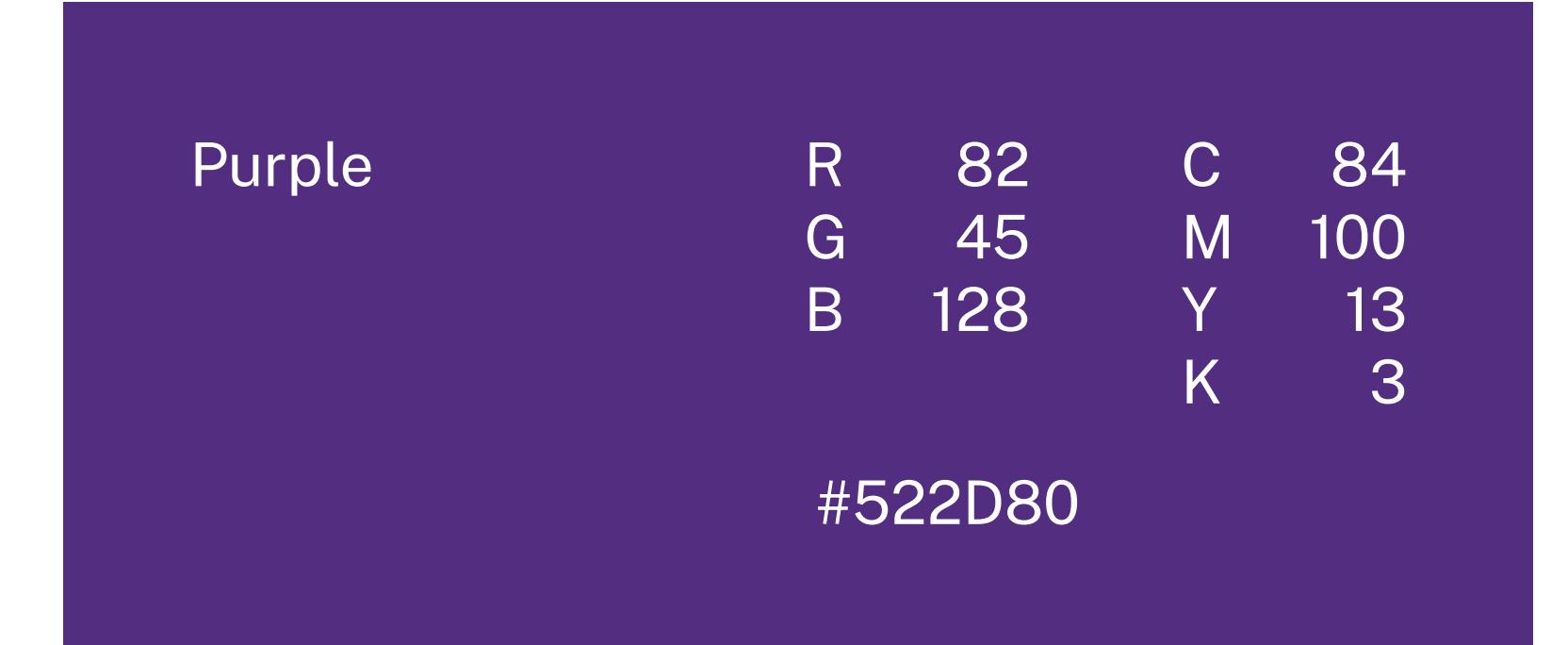
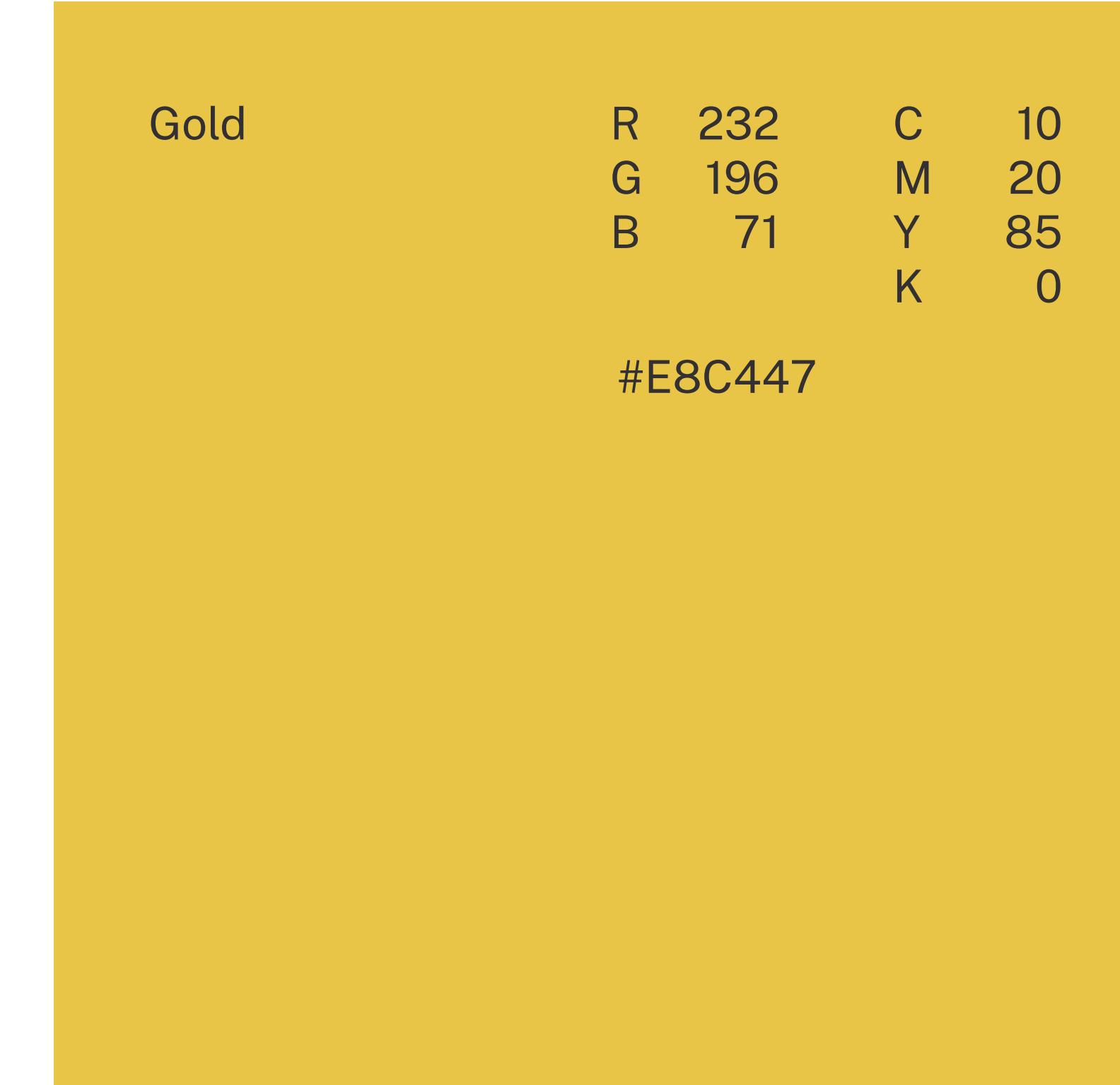
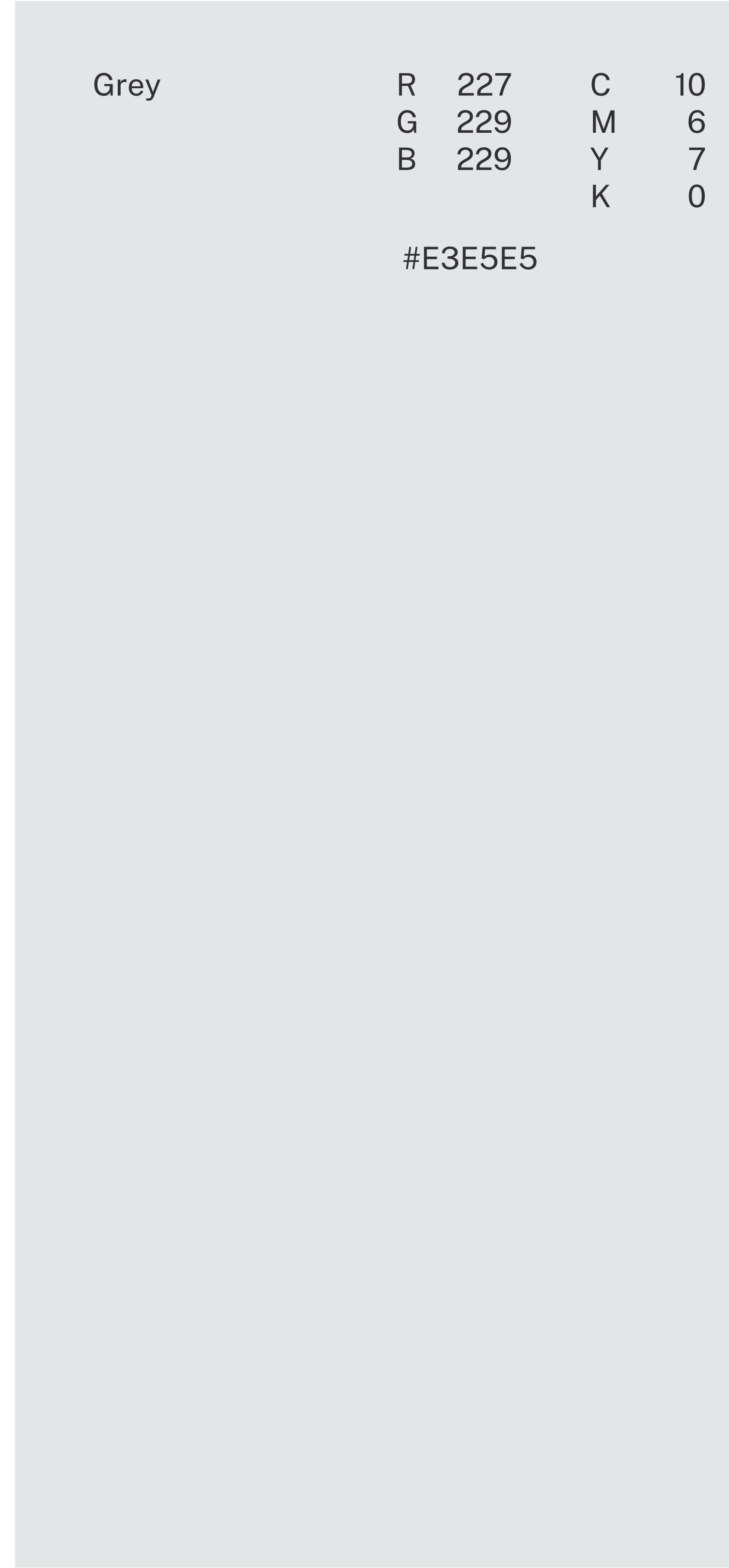
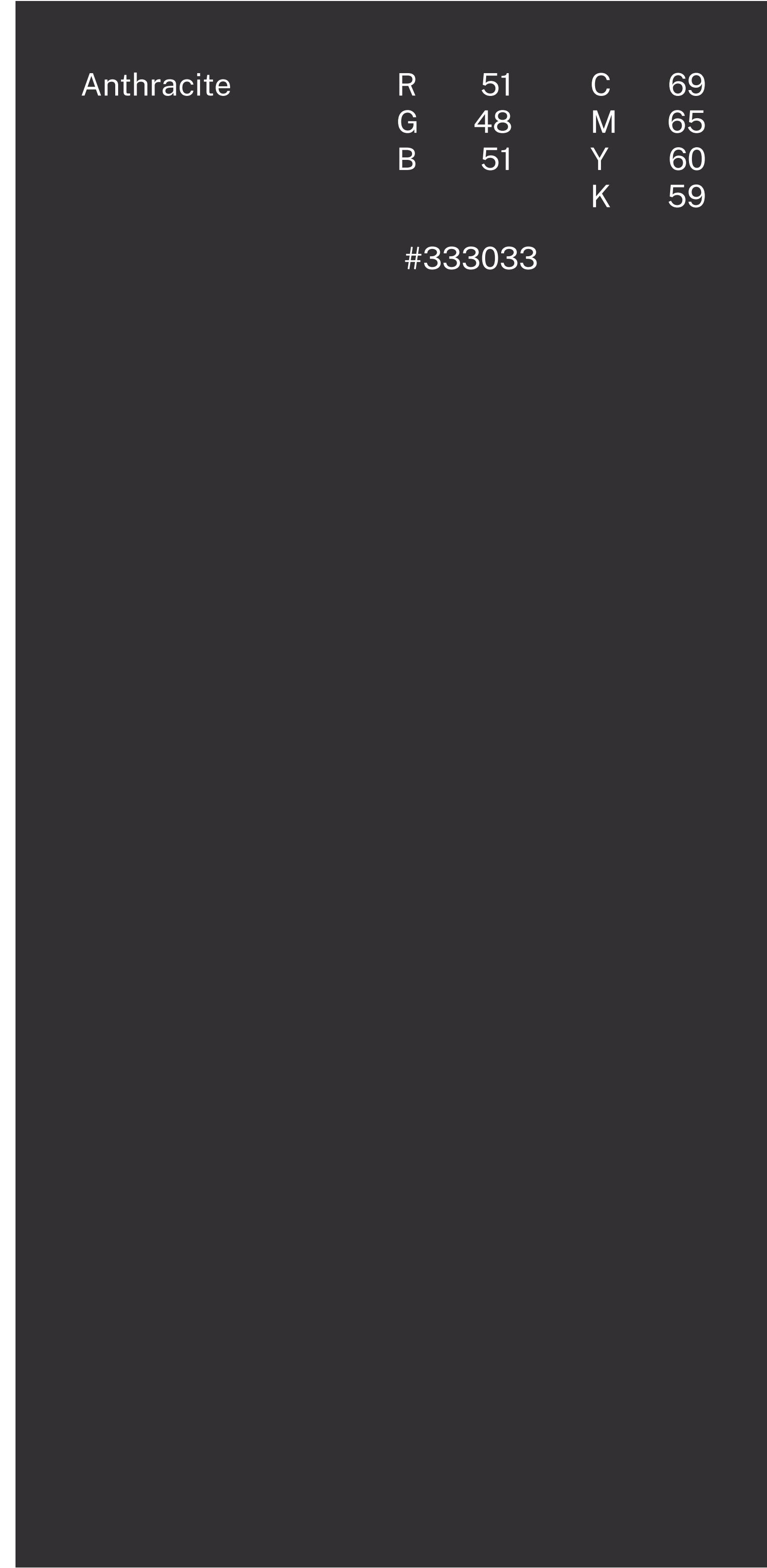
Anthracite	R 51	C 69
	G 48	M 65
	B 51	Y 60

#333033

Colour palette

Graphic device

Application



Graphic Device

Our graphic device is a direct extention of our logo. The checkered board along with the yellow square can be used as a flat pattern or skewed in space to fit the need of the application.

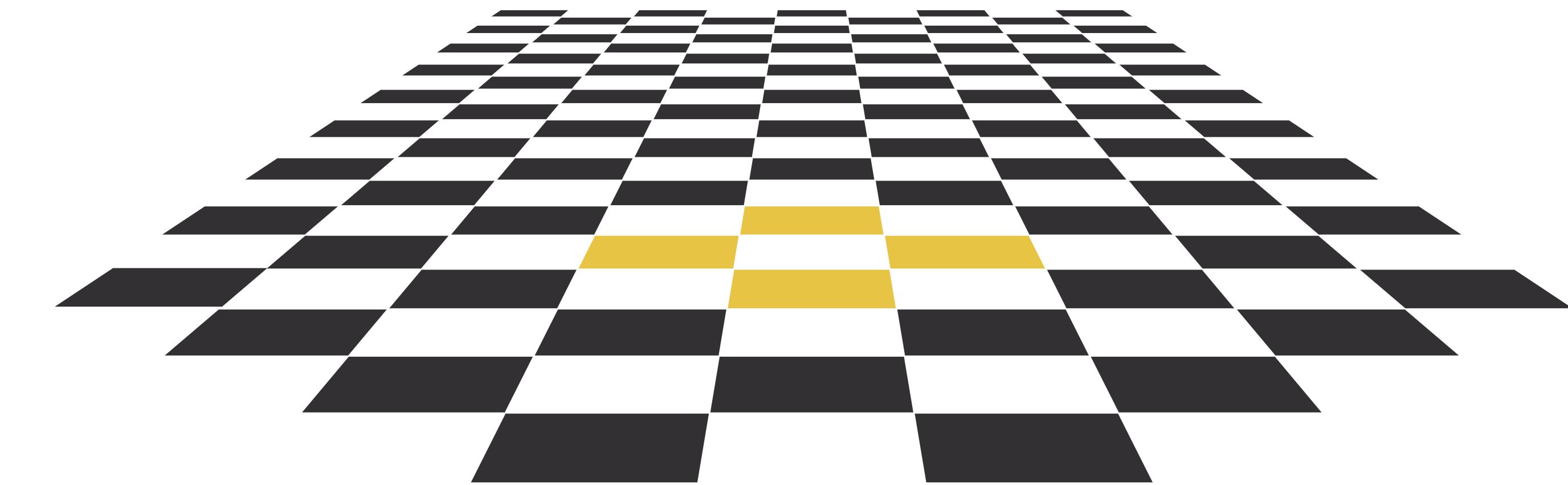
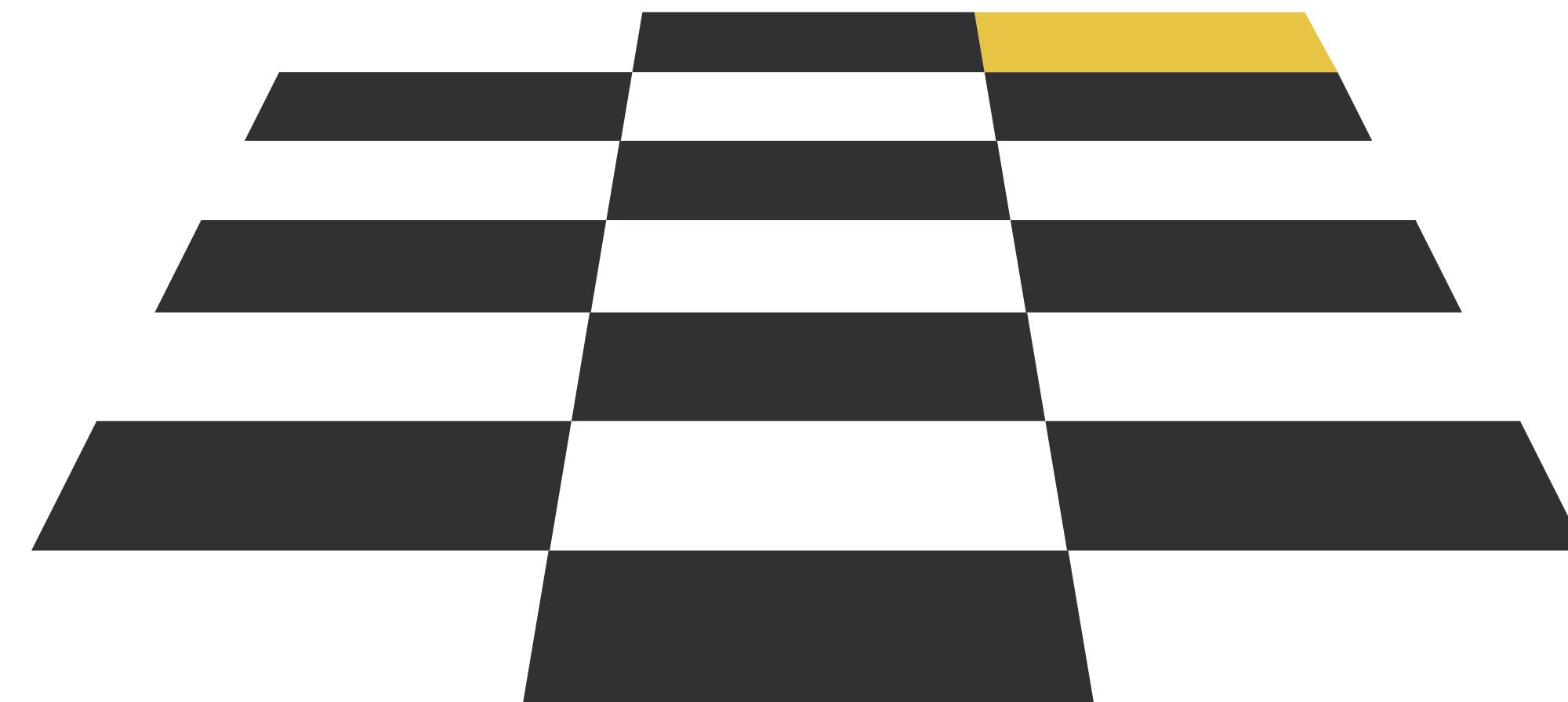
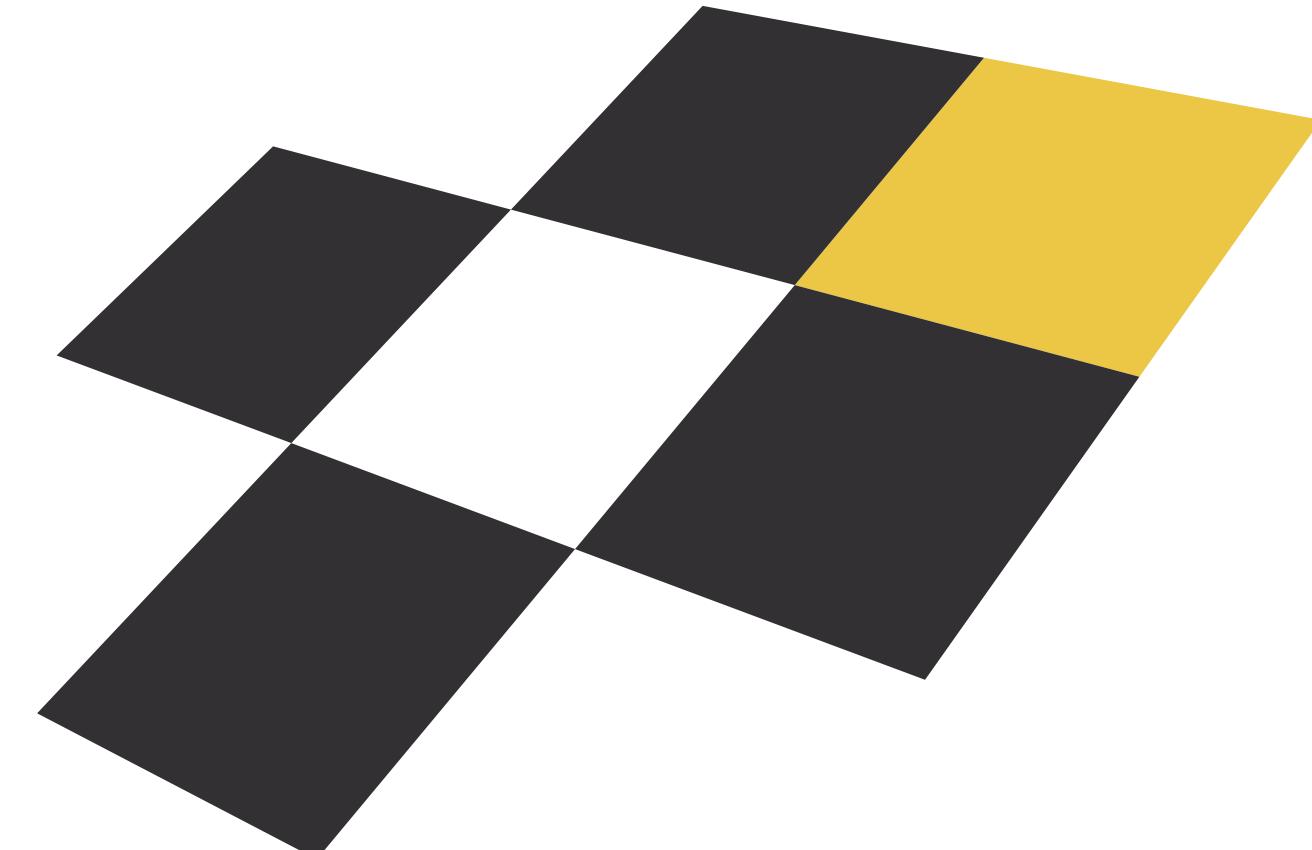
Logo

Typography

Colour palette

Graphic device

Application



Figurines

The checkered world of Exchequer Finance is inhabited by various different players, each represented by a different figurine. These were generated with Midjourney and cleaned up in Photoshop.

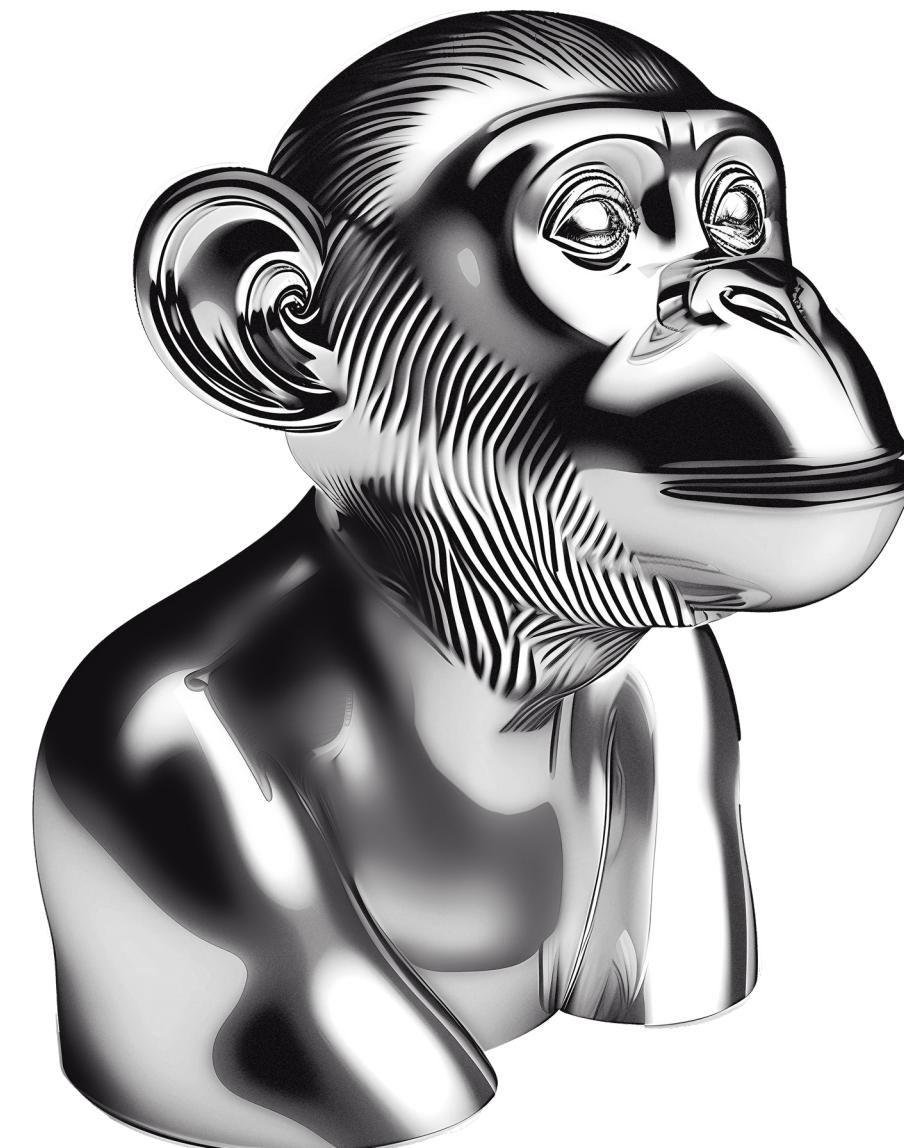
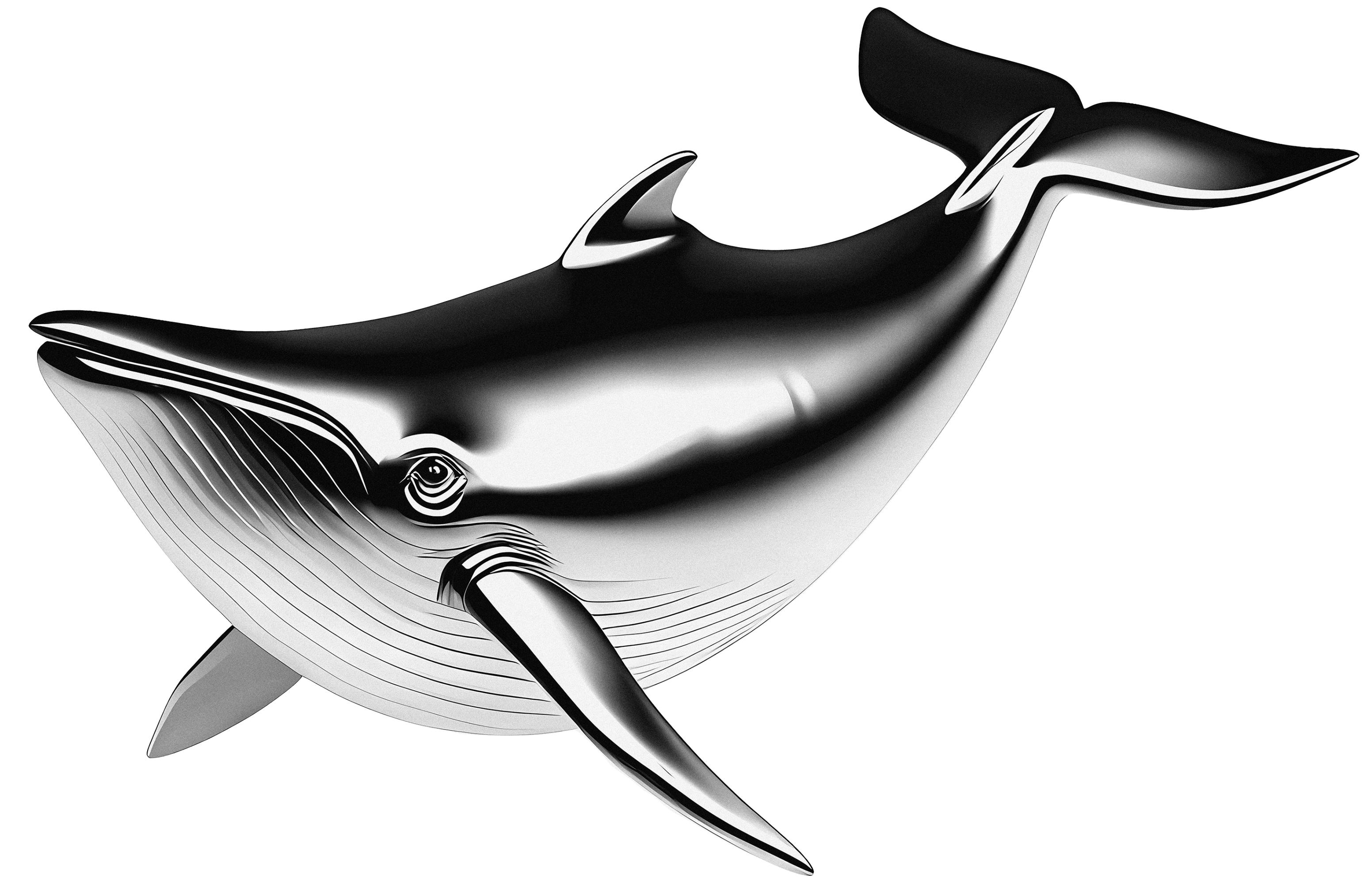
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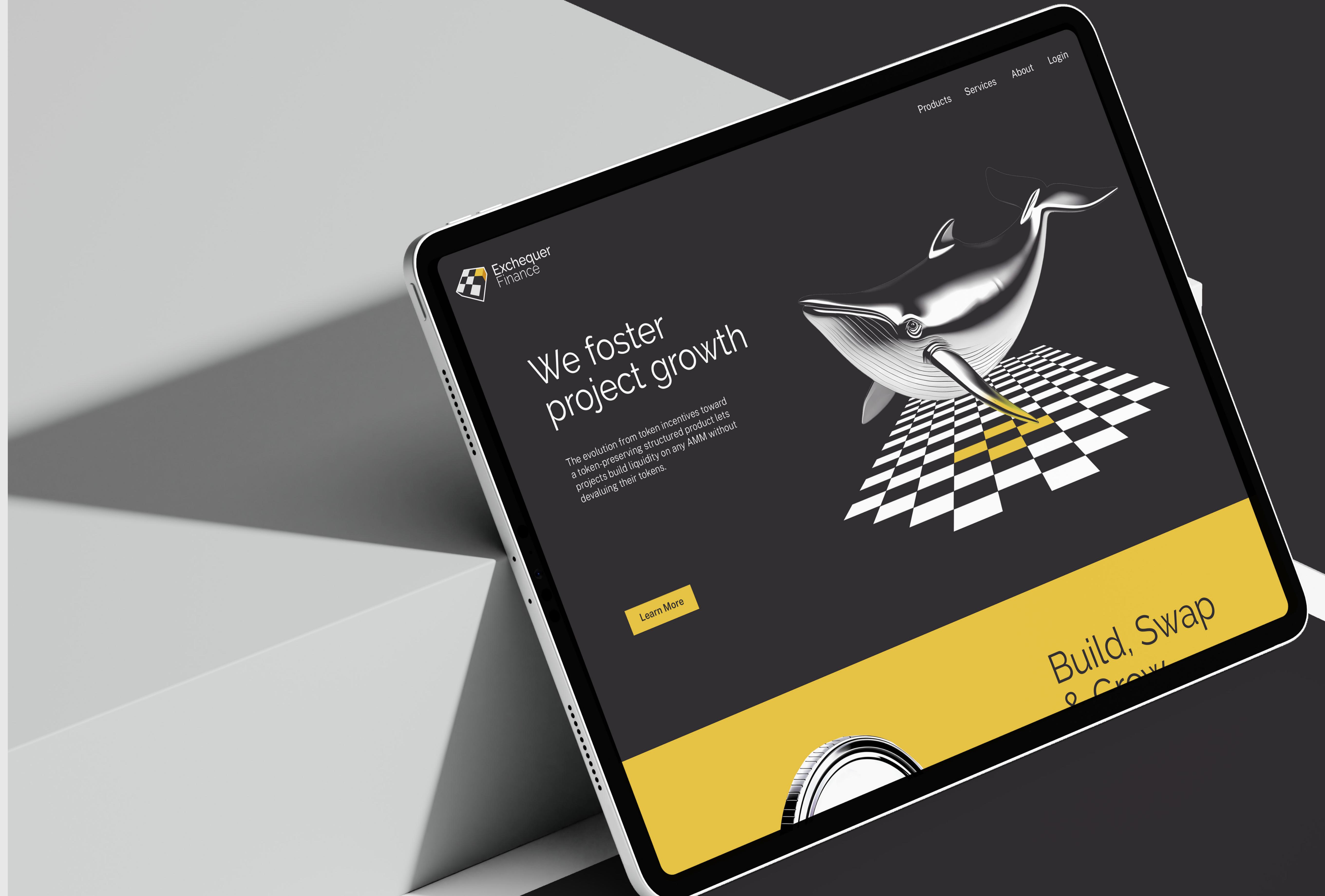
Logo

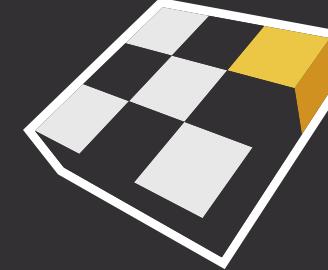
Typography

Colour palette

Graphic device

Application





Logo

Typography

Colour palette

Graphic device

Application

Products

Services

About

Login

We foster project growth

The evolution from token incentives toward a token-preserving structured product lets projects build liquidity on any AMM without devaluing their tokens.

It's an evolution from token incentives toward a token-preserving structured product (Liquidity Bond) that fosters project growth and lets projects build liquidity on any AMM without devaluing their tokens.

[Learn More](#)



Logo

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Products Services About Login

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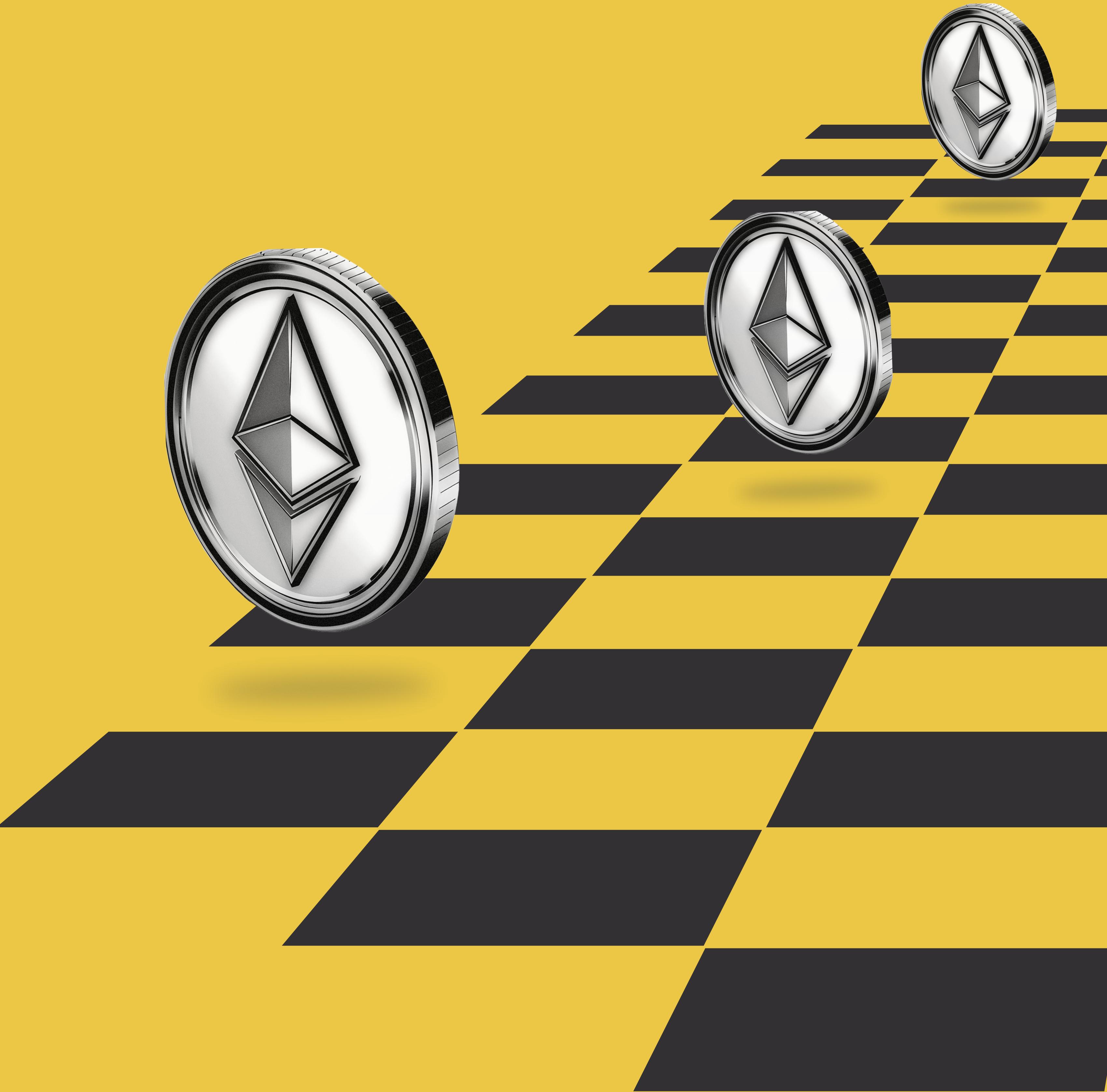
[Learn More](#)



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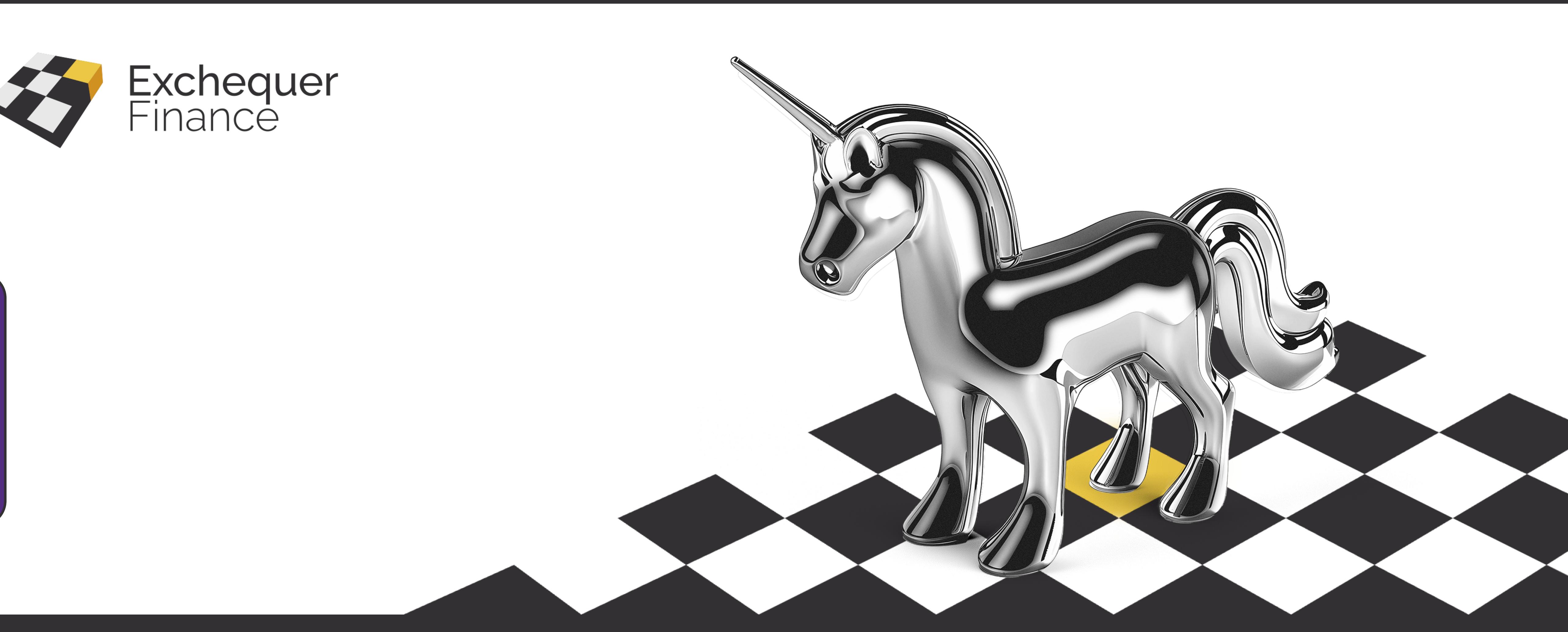
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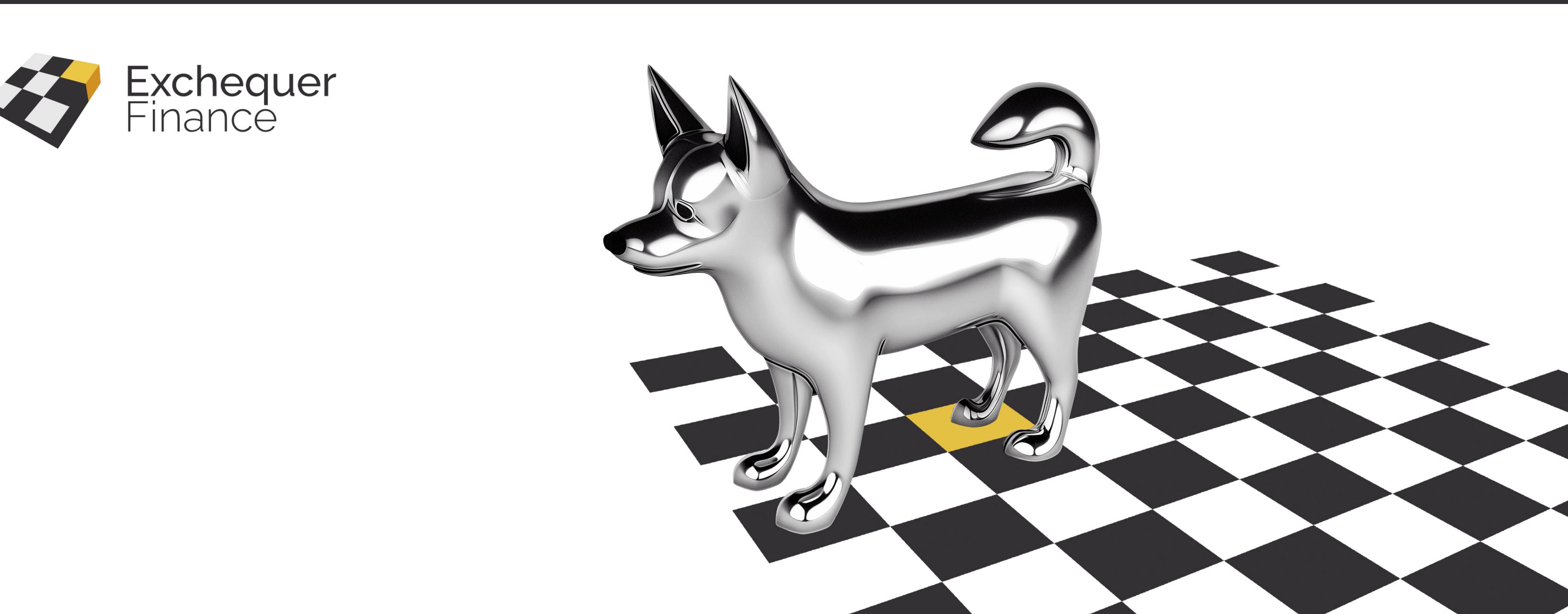
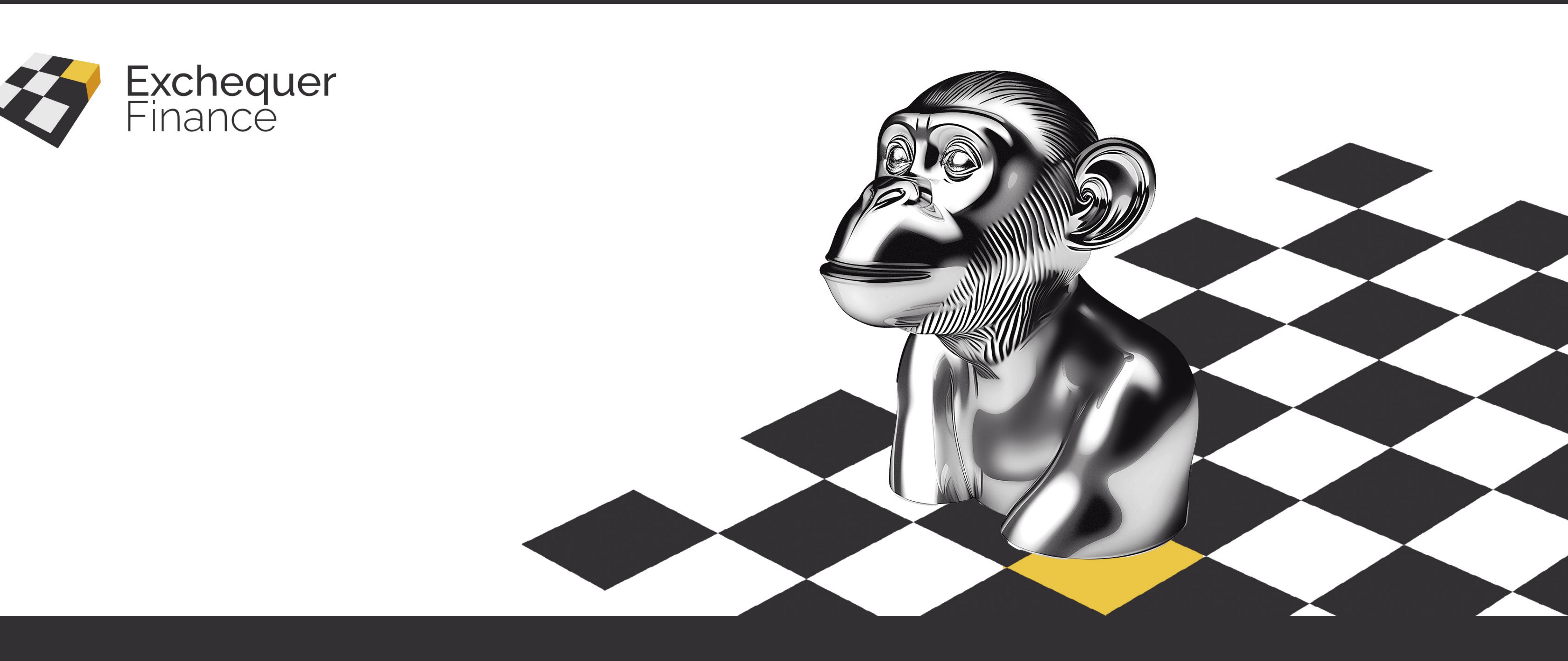
Logo

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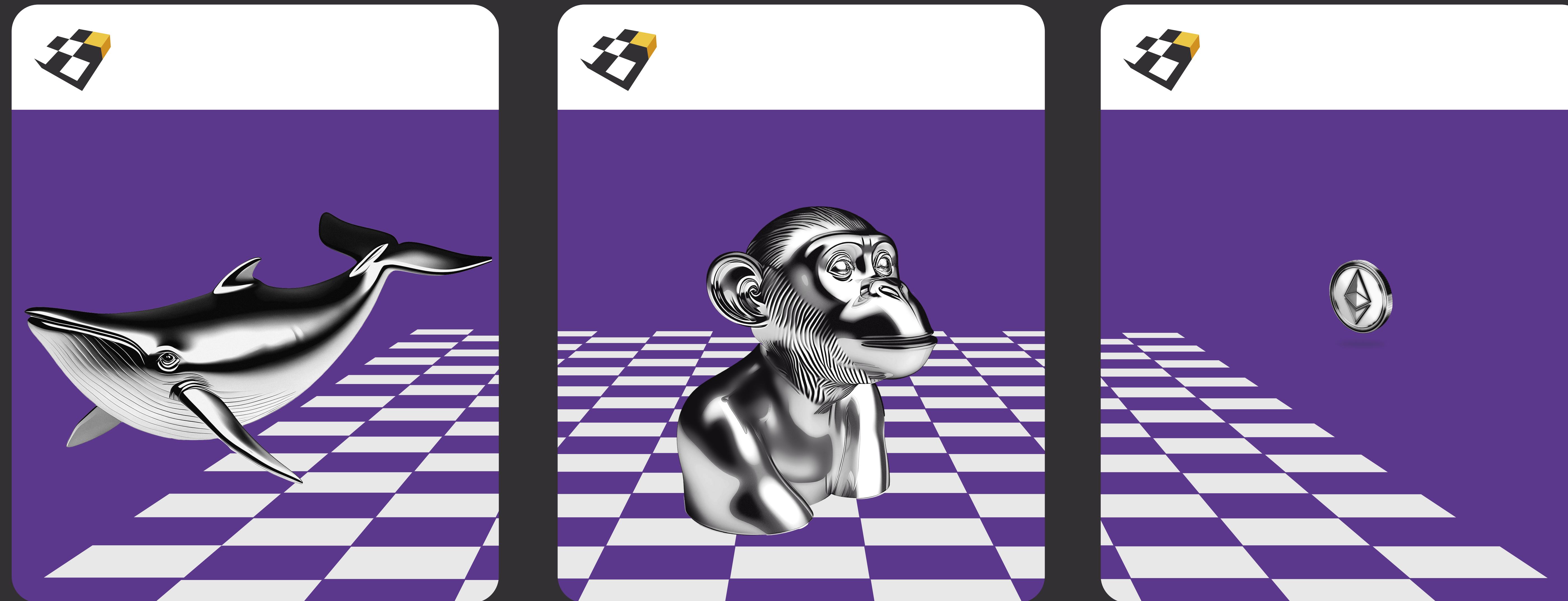
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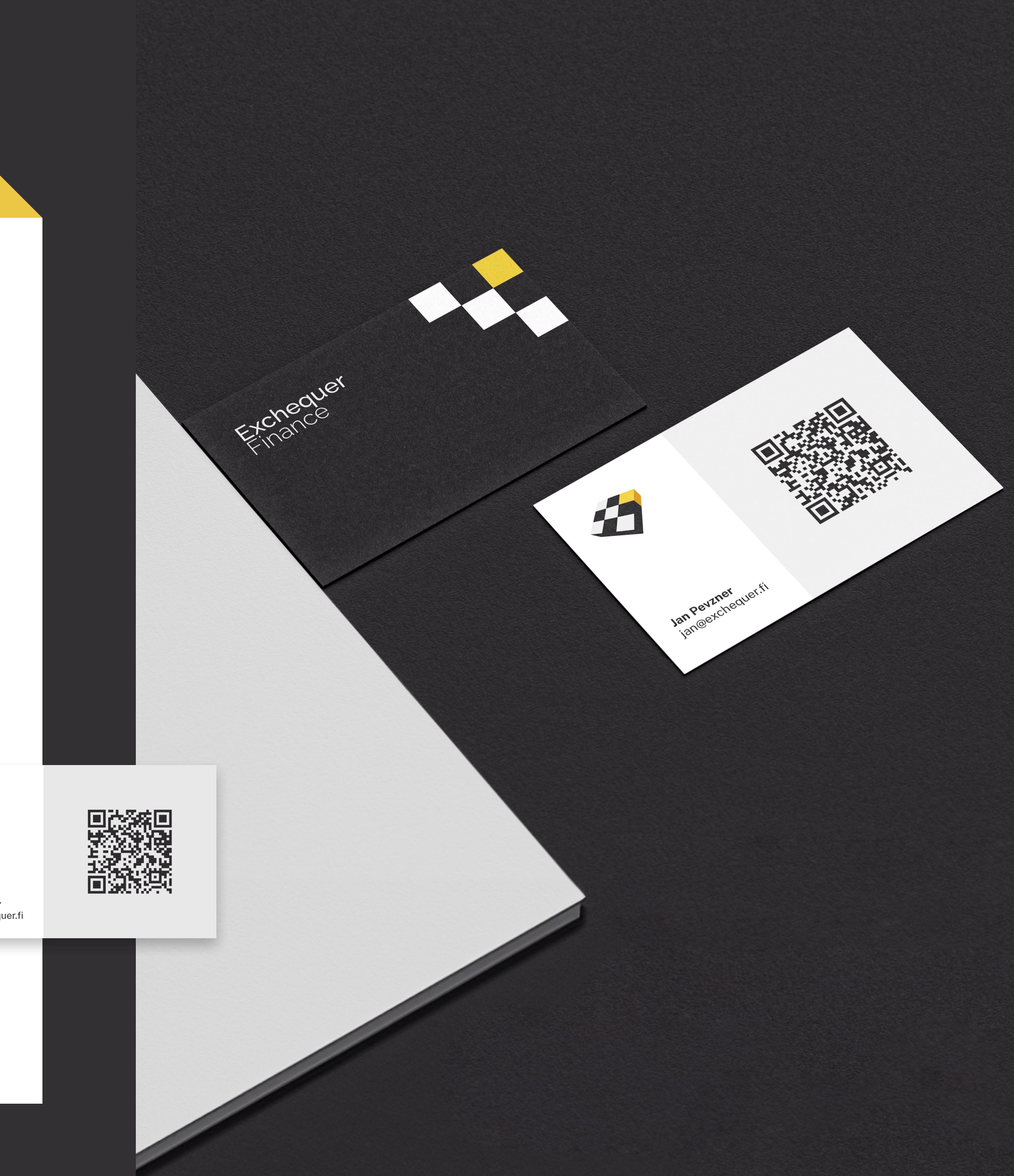
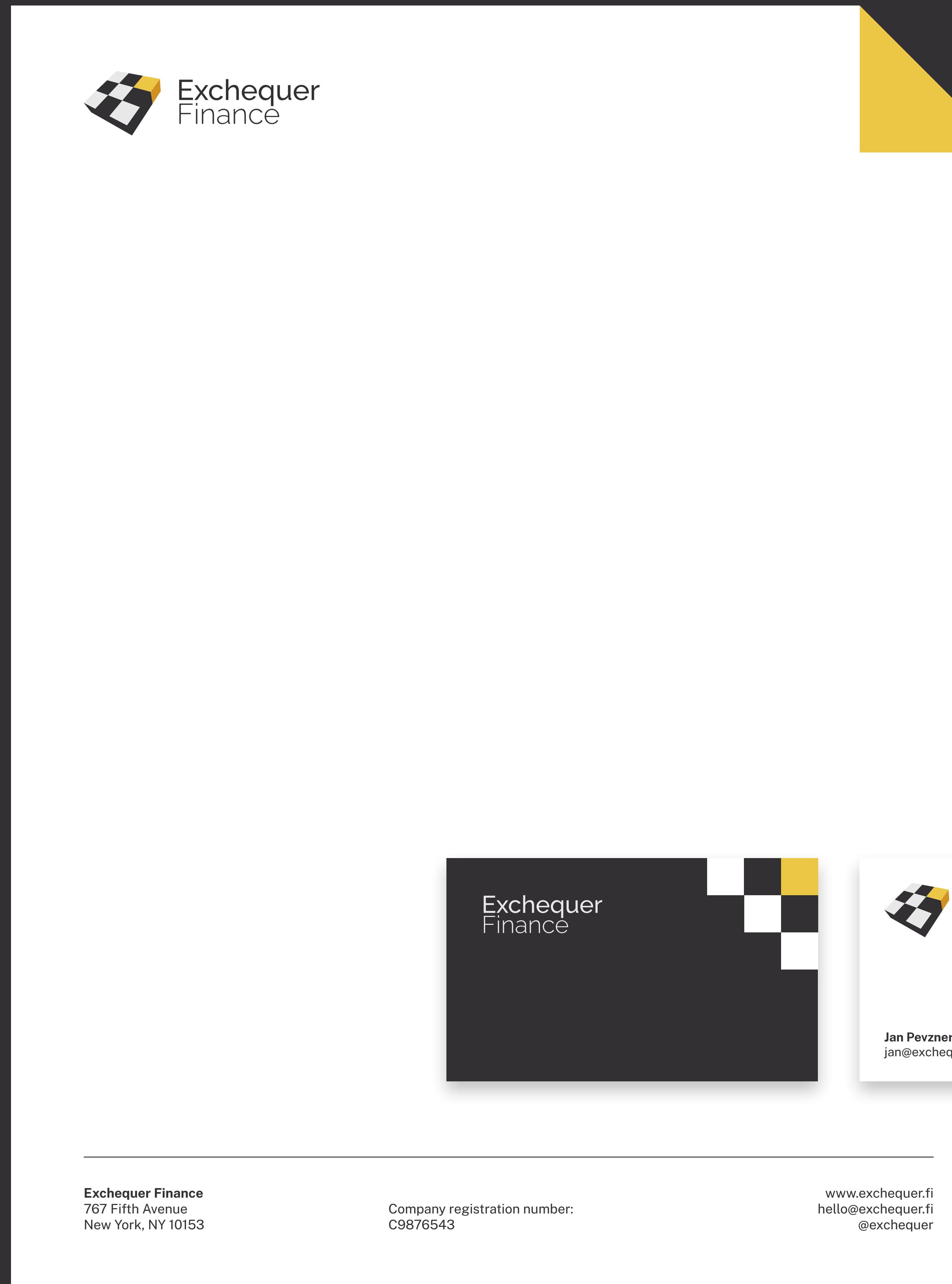
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