



Brand Guidelines

ABOUT

Built using Avalanche ICM and ICTT technology, Tesseract is a trustless, non-custodial, on-chain trading platform designed to connect liquidity between the C-Chain and Avalanche's growing network of L1s.

PROBLEM

There will be thousands of Avalanche L1s, and users need to be able to swap tokens L1 to L1 and L1 to C-Chain seamlessly.

SOLUTION

Build a DEX aggregator and router that connects C-Chain and Avalanche L1s in a user-friendly UX.



LOGO

The full logo includes the icon and the wordmark.

The icon can be used independently when within context and the wordmark should never exist without the icon.

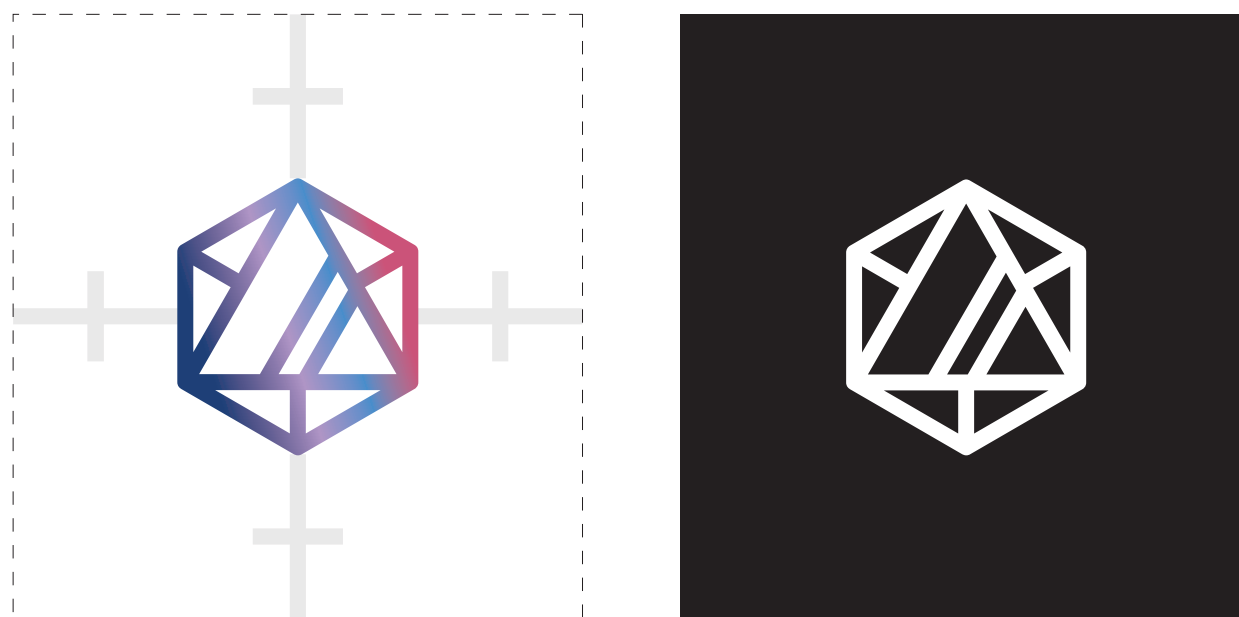


ICON

The icon should only be used independently when Tesseract is mentioned in the copy/context, when the visual is already branded or when space is limited.

The icon can be used as an avatar on Social Media. Just like the full logo, the icon should only be used with the original colour or in back and white.

If this is the case and the logo is used in colour, adjust the gradient so both light and dark blues are included and evident.



LOGO VARIATIONS

The below variations can be used for added contrast, as a full logo or just the icon on its own.

Nevertheless, the original logo/icon should be the primary choice wherever possible.



DONT'S

It's important that the appearance of the icon and/or full logo remains consistent.

The icon/logo should not be misinterpreted, modified or added to and should be applied on high contrast backgrounds



Do not apply gradient.



Do not change typeface.



Do not change colors.



Do not stack.



Do not use wordmark without icon.



Do not alter proportions.



COLOR PALETTE

C100 M91 Y28 K15
R35 G54 B110
#23366E

C19 M82 Y34 K1
R202 G83 B119
#CA5377

C70 M35 Y0 K0
R76 G143 B204
#4C8FCC

C30 M43 Y0 K0
R177 G150 B198
#B196C6

#23366E

#CA5377

#4C8FCC

#B196C6



FONTS

AZONIX REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

,.+!?@#\$%^&*

Montserrat Extra Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

,.+!?@#\$%^&*

*Montserrat Extra Light Italic**ABCDEFGHIJKLMNOPQRSTUVWXYZ**abcdefghijklmnopqrstuvwxyz**1234567890**,.+!?@#\$%^&**

Montserrat Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

,.+!?@#\$%^&*

*Montserrat Italic**ABCDEFGHIJKLMNOPQRSTUVWXYZ**abcdefghijklmnopqrstuvwxyz**1234567890**,.+!?@#\$%^&**

Montserrat Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ**abcdefghijklmnopqrstuvwxyz****1234567890****,.+!?@#\$%^&****Montserrat Semibold Italic****ABCDEFGHIJKLMNOPQRSTUVWXYZ******abcdefghijklmnopqrstuvwxyz******1234567890******,.+!?@#\$%^&****

Montserrat Extrabold

ABCDEFGHIJKLMNOPQRSTUVWXYZ**abcdefghijklmnopqrstuvwxyz****1234567890****,.+!?@#\$%^&******Montserrat Extrabold Italic******ABCDEFGHIJKLMNOPQRSTUVWXYZ******abcdefghijklmnopqrstuvwxyz******1234567890******,.+!?@#\$%^&****

