BRANDING GUIDELINES

GUIDE TO USAGE OF COLORS, FONTS, AND LOGO

The origin

Varen, or Varenne, was considered the dark horse in trotter racing. Always coming up from behind, before eventually going on to become the legendary and best racing horse of all time.

This is our thesis: we build quietly, humbly, yet determined and dedicated to build this project into a DeFi blue chip.

As one of the strongest communities in the DeFi industry we are determined to work collaboratively towards our goal.

Colors

Primary

- #000120
- Light: #292D47
- Dark: #000000

Secondary

- #3949AB
- Light: #606DBB
- Dark: #273377

Tertiary

- #FFD149
- Light: #FFE188
- Dark: #FFBF00

Gradients (radial, top-centered)

- #292D47 - #000120
- #606DBB - #3949AB
- #FFBF00 - #FFD149

Fonts

Fonts: Monument Extended, Avenir Book

- **Title 1 (#FFFFFF)**
- **Title 2 (#DDDDDD)**
- SUBTITLE HIGHLIGHTED (#FFD149)
- Subtitle (#DDDDDD)
- Paragraph (#BEBEBE)

Logo