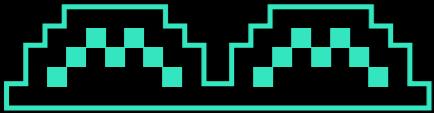


WEWE SWAP

BRAND GUIDELINES



WEWE SWAP

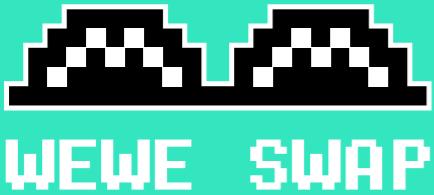
BRAND GUIDELINES

At WEWE, our core philosophy is inclusivity and empowerment. We prioritize "WE"—the collective power of our community. By engaging everyone in our journey, we foster a sense of belonging and mutual growth.

WEWE serves as a practice token for experimenting with Points Farming and Airdrop Registry within our app.

We'll vamp the UniV3 pool and transition liquidity to VAMM V1 on Base, with WEWE-WETH LPs earning the new "Chaos Coin (\$CHAOS)".

WEWE will convert to \$VULT within the next 12 months through an FDV-pump merge process, creating a race-to-exit incentive game.



BRAND VOICE

WEWE embodies an inclusive, community-driven spirit, championing innovation and continuous experimentation.

1. COMMUNITY-FOCUSED

Emphasizing the power of "WE" and fostering a sense of belonging, WEWE is dedicated to creating a collaborative environment where every member feels valued and engaged.

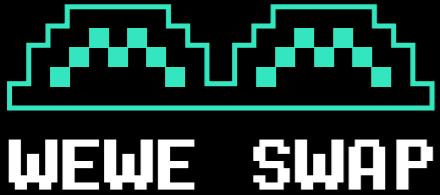
2. INNOVATIVE EXPERIMENTAL

WEWE champions innovation, offering unique features like Points Farming, Airdrop Registry, and Vampire Attacking to keep the community excited and involved.

3. TRUSTWORTHY EXPERIENCED

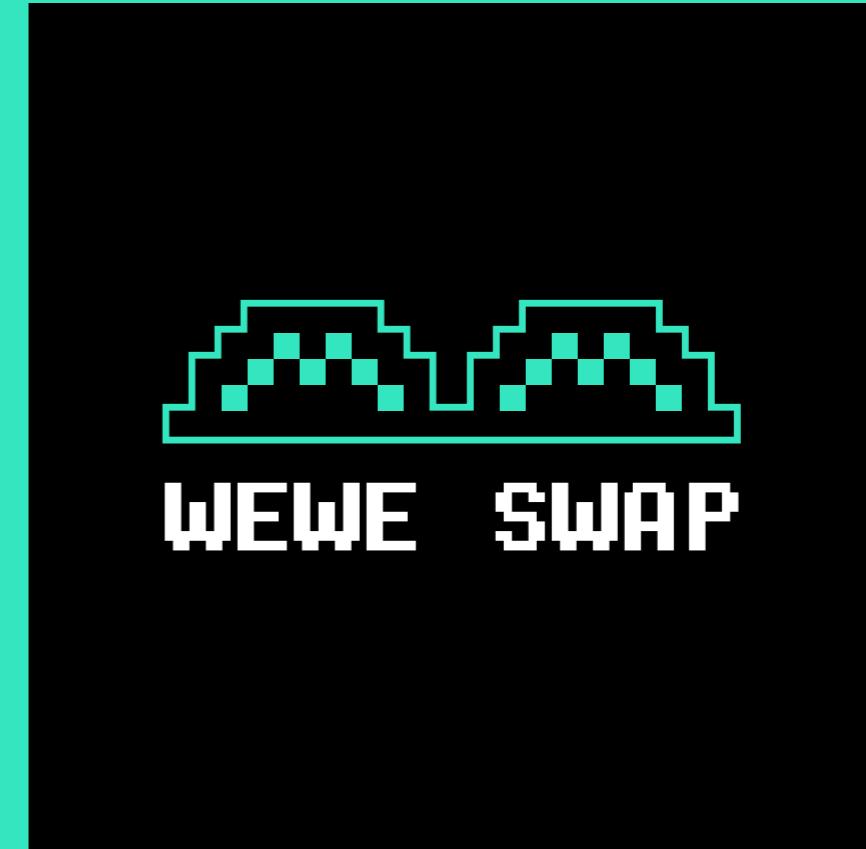
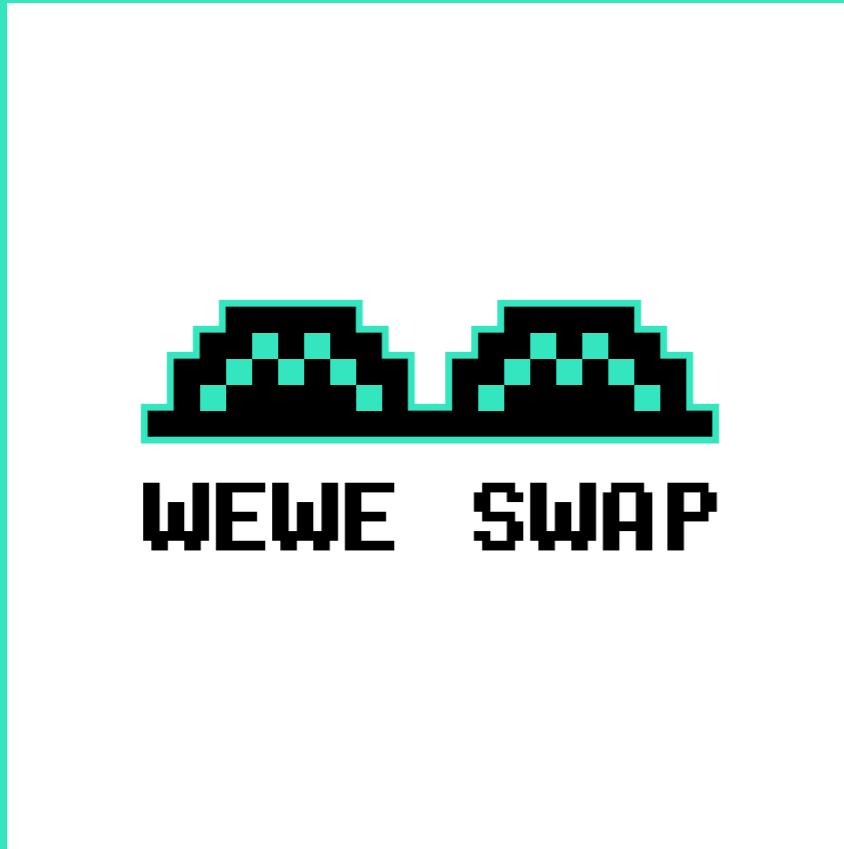
WEWE stands out with a foundation of trust, credibility, and a proven track record in the crypto space.

OUR LOGO



PRIMARY LOGO

These are the go-to logos for all brand communications. It's a trademark to help viewers easily identify the WEWE brand. It is essential that the logo is always applied with care and respect.

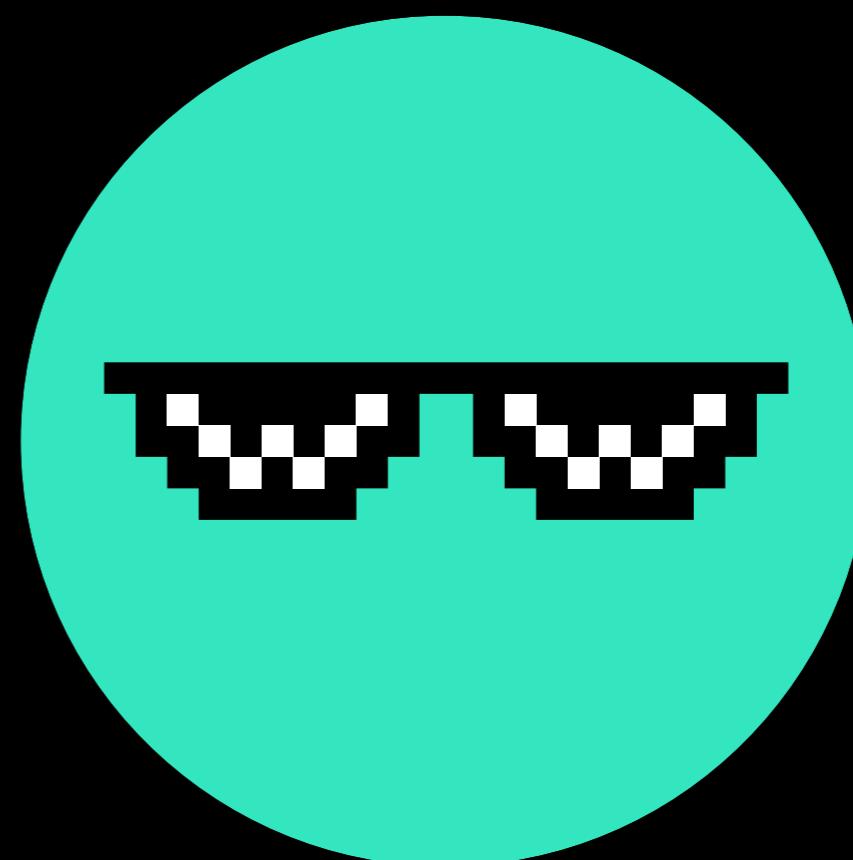




WEWE SWAP

WEWE TICKER

The WEWE ticker, represented as \$WEWE, is the official symbol for our unique memecoin. Use the \$WEWE ticker consistently in all financial and trading communications to maintain brand recognition and integrity.



BRAND TYPEFACE



WEWE SWAP

PRIMARY TYPEFACE

Consistent use of typography helps to make the brand identity strong and cohesive across all applications. The typeface Dogica was selected to complement the voice and tone of WEWE's brand.

D o g i c a

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 0123456789



WEWE SWAP

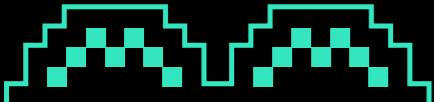
SECONDARY TYPEFACE

Our secondary typeface, Verdana, is chosen for its excellent readability at smaller font sizes. Verdana's clean and modern design ensures clarity and legibility, making it ideal for detailed text and subheadings.

Verdana

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 0123456789

BRAND COLORS



WEWE SWAP

PRI^{MARY} COLOR^S

Our brand colors are inspired by the nostalgic aesthetics of old-school pixelated computers, evoking a sense of retro tech charm.

TURQUOISE

HEX #33E6BF
R51 G230 B191

PERSIAN BLUE

HEX #0439C7
R4 G57 B199

BLACK

HEX #000000
R0 G0 B0

WHITE

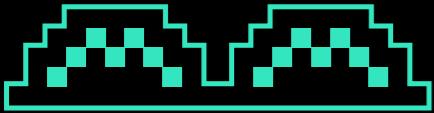
HEX #FFFFFF
R255 G255 B255

This vibrant shade adds a refreshing, energetic touch, reminiscent of early computer screens.

A bold, deep blue that anchors the design, reflecting the digital depths of classic tech.

The essential color for strong contrast and readability, evoking the monochromatic displays of vintage computers.

A clean, bright color used to balance and highlight, ensuring clarity and simplicity.



WEWE SWAP

SECONDARY COLORS

Our brand colors are inspired by the nostalgic aesthetics of old-school pixelated computers, evoking a sense of retro tech charm.



VIOLET

HEX #F29DFF

R242 G157 B255



AUREOLIN

HEX #FFF624

R255 G246 B36



OFF RED

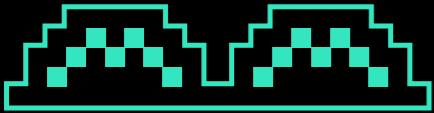
HEX #FE0000

R254 G0 B0

This vibrant pink brings a fun and energetic feel to the interface, reminiscent of classic arcade games. It's perfect for highlighting important buttons or features.

This bright yellow captures the nostalgic essence of retro pixel art, adding a cheerful and eye-catching element. Use it for attention-grabbing elements like notifications or warnings.

This bold red evokes the intensity and excitement of vintage video games, making it ideal for critical alerts or calls to action. It's a strong color that stands out, guiding user focus where needed.



WEWE SWAP

DESIGN ELEMENTS

In our visual identity, we are committed to a distinctive and bold style characterized by:

SHARP EDGES

All design elements feature clean, sharp edges to maintain a crisp and precise aesthetic.

NO GRADIENTS

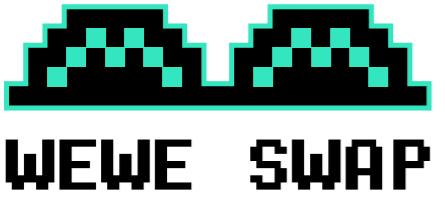
Our style avoids gradients, favoring solid colors to keep the design simple and impactful.

HIGH CONTRAST COLORS

We use high contrast colors to ensure our designs are striking and easily recognizable, enhancing visibility and engagement.

PIXEL STYLE

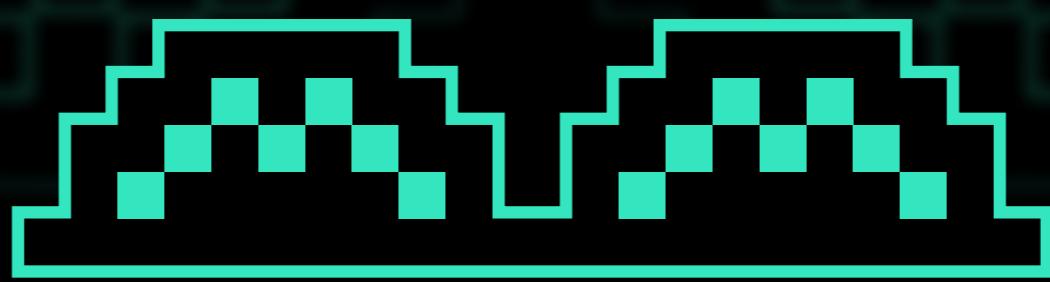
Embracing the pixelated look, our designs echo the retro charm of early digital graphics, aligning with our brand's nostalgic and innovative ethos.



PHOTOGRAPHY

We encourage all community members to proudly showcase their WEWE glasses in their photos. These glasses are a symbol of our collective identity and unity, embodying the playful and innovative spirit of the WEWE brand.





WEWE SWAP

BRAND GUIDELINES