



Brand Identity & Appearance

2021

Brand Guidelines



Wall Street Ninja

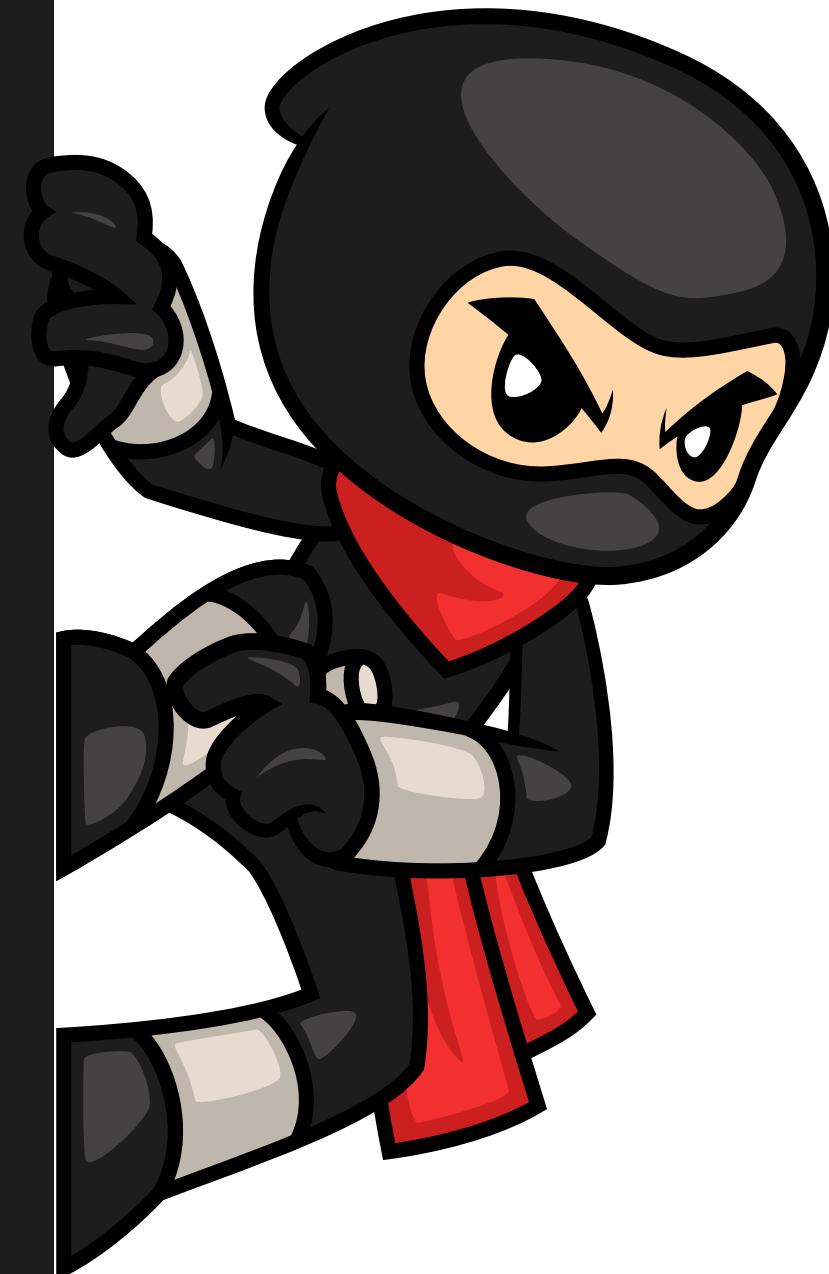
or

WSN

Brand



Basic Elements



Colour Pallete

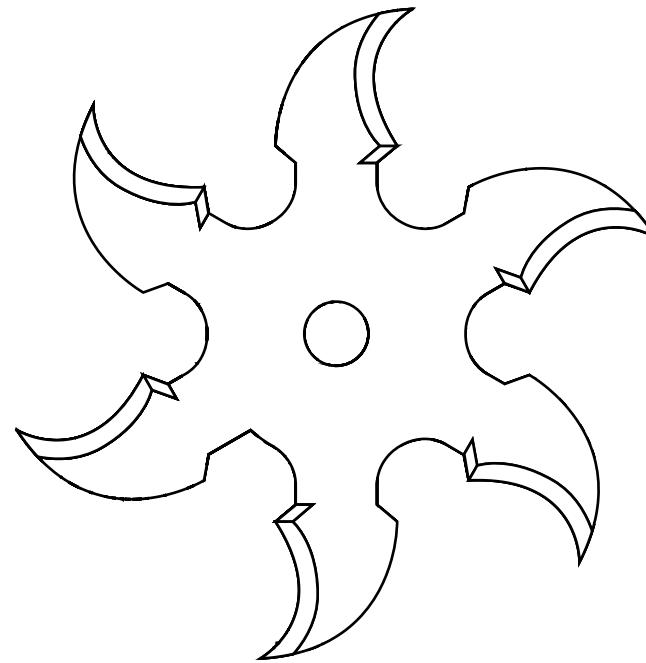
Typeface

Logo

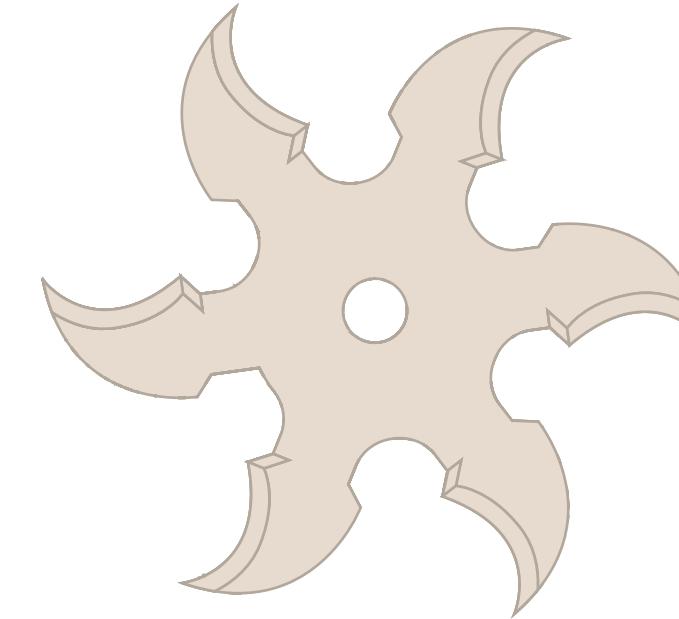
Avatar

Brand Pattern

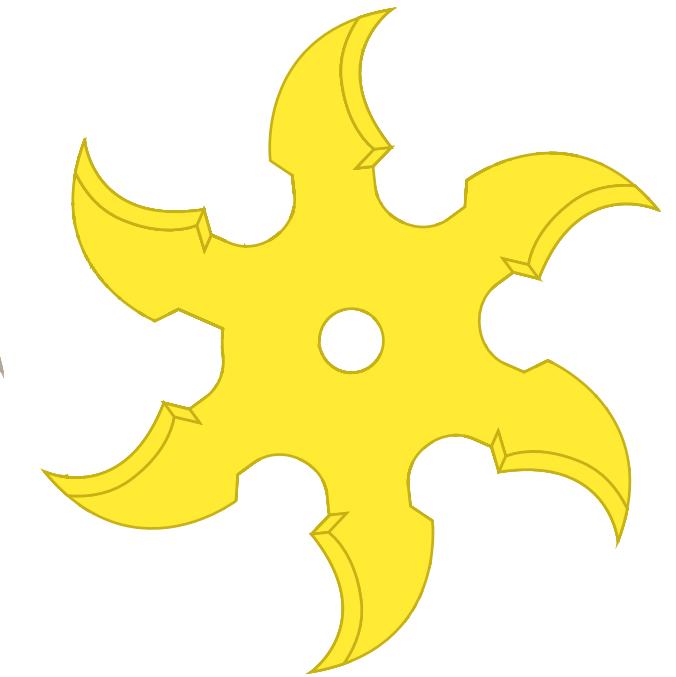
Colour Pallete



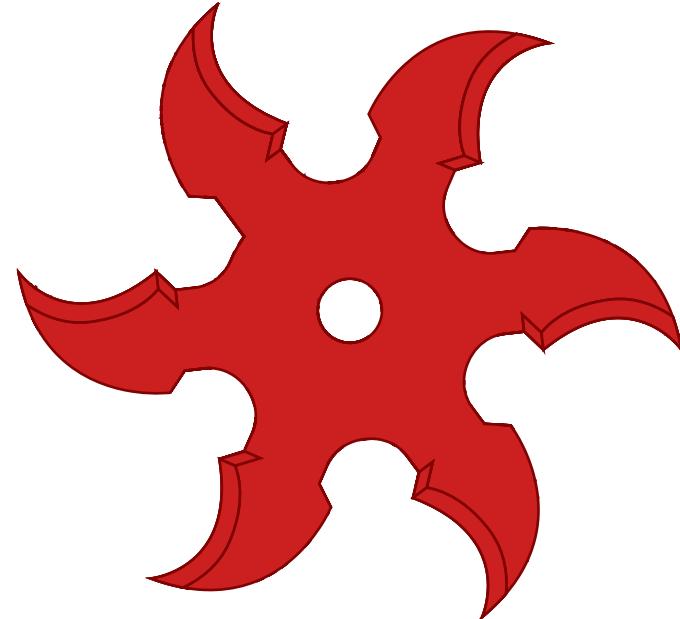
Bright White



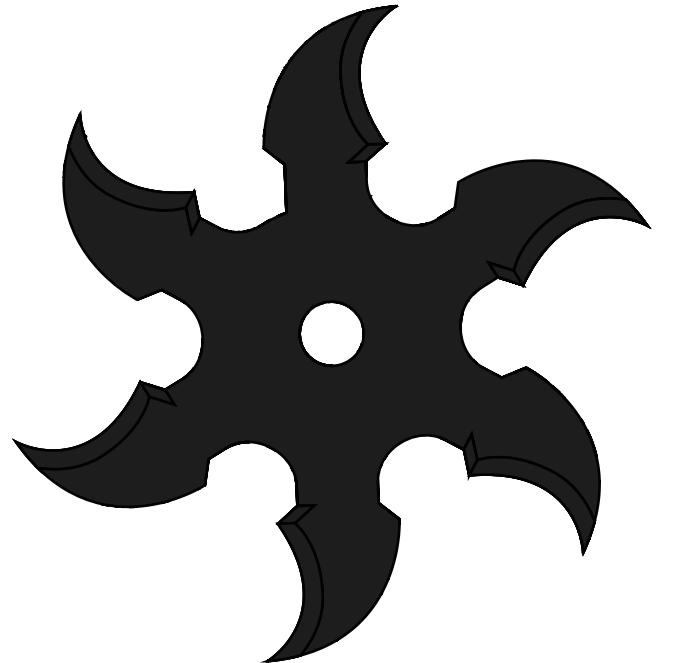
Creamy Biege



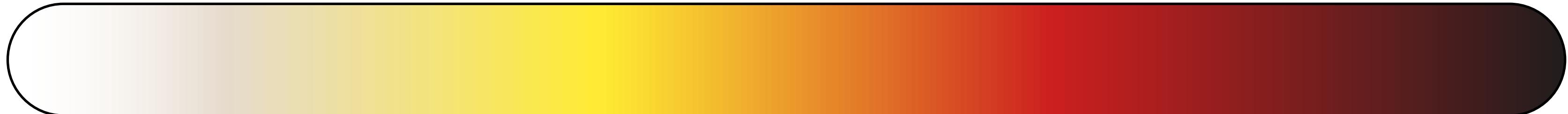
Very Yellow



Fiery Red



Charcoal Black



Gradient map for more colors that can be used for visual representation

Colour Hierarchy

HEX: #1e1d1d
R30 G29 B29
C71% M67% Y65% K76%

HEX: #cc1f1f
R204 G31 B31
C6% M100% Y100% K1%

HEX: #ffeb33
R255 G235 B51
C2% M2% Y100% K0%

HEX: #e6dbce
R230 G219 B206
C8% M12% Y18% K0%

Typeface

Title
ROBOTO BOLD

Subtitle
ROBOTO REGULAR

Headlines

Aa

Roboto Bold

**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
1234567890**

Typeface

Body

Montserrat Medium

Subtitle

Montserrat Bold

Body

Aa

Montserrat 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
1234567890





Minimum free space around the logo for hassle free use.

No other variation of the logo to be used except these two.





Avatar



Wall Street Ninja



Brand Pattern

Brand pattern created
to support product's
visual language







THE COMPLETE
DECENTRALIZED
FINANCE SOLUTION

ws.ninja