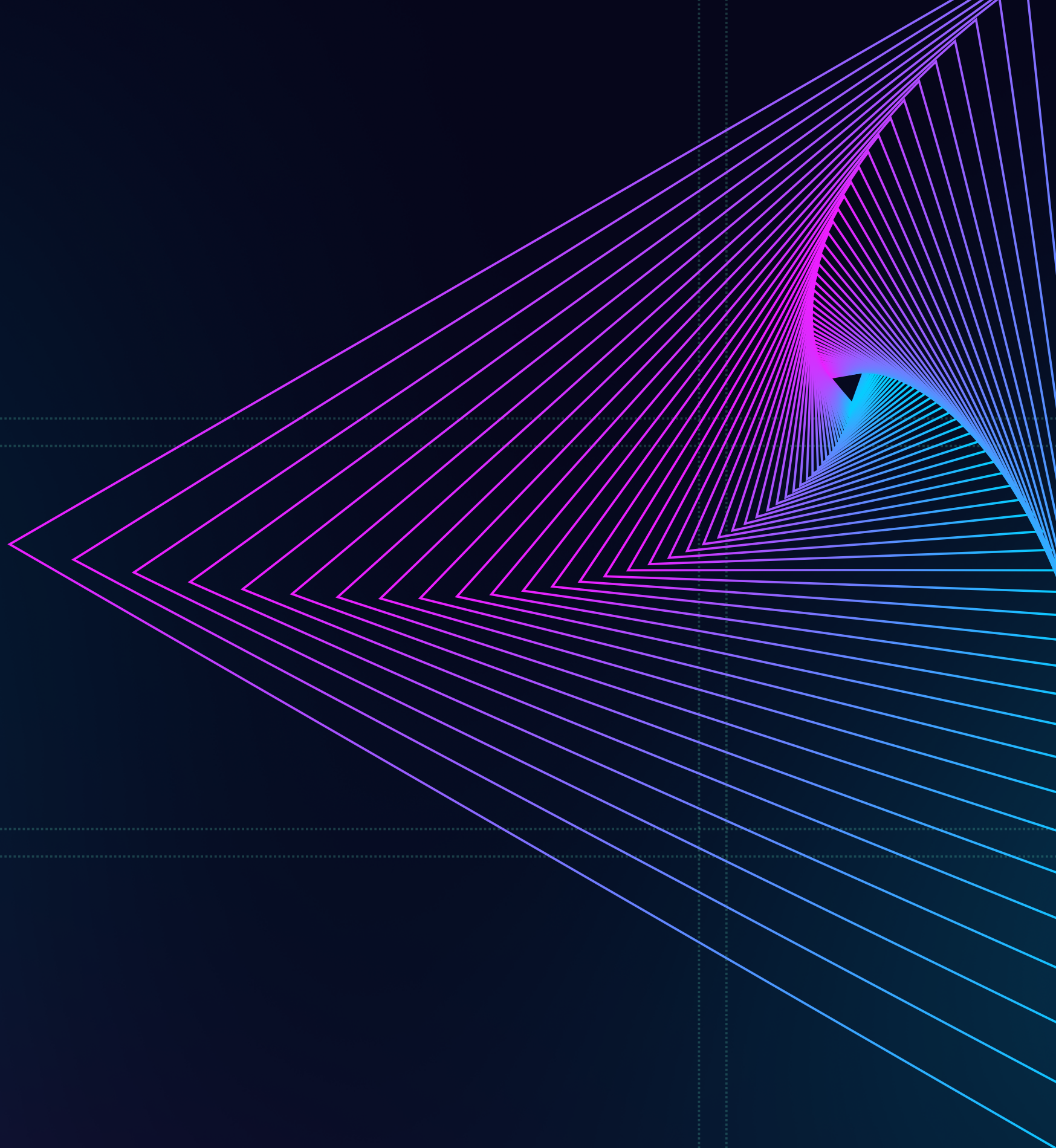


SYNTHETIX

SYNTHETIX V3

Brand Identity

VERSION 3.0



01 Logotype & Mark

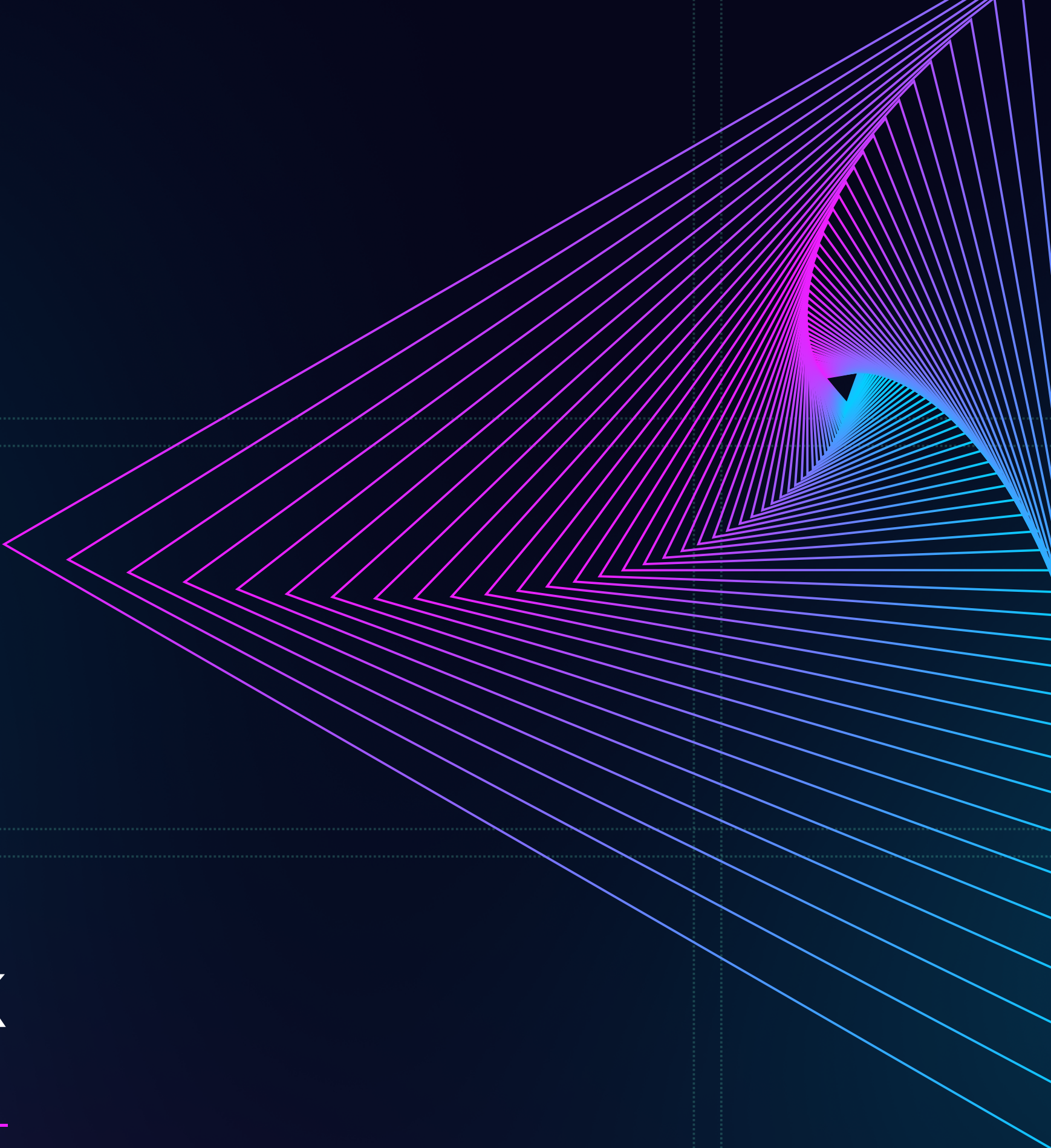
02 Color Palette

03 Typography

04 Patterns & Elements

04 Sub-Brands

04 Visual Applications



01

Logotype & Mark

OVERVIEW

SYNTHETIX



SYNTHETIX

SYNTHETIX

SYNTHETIX

SYNTHETIX

SYNTHETIX

SYNTHETIX

01.01 PRIMARY LOGO

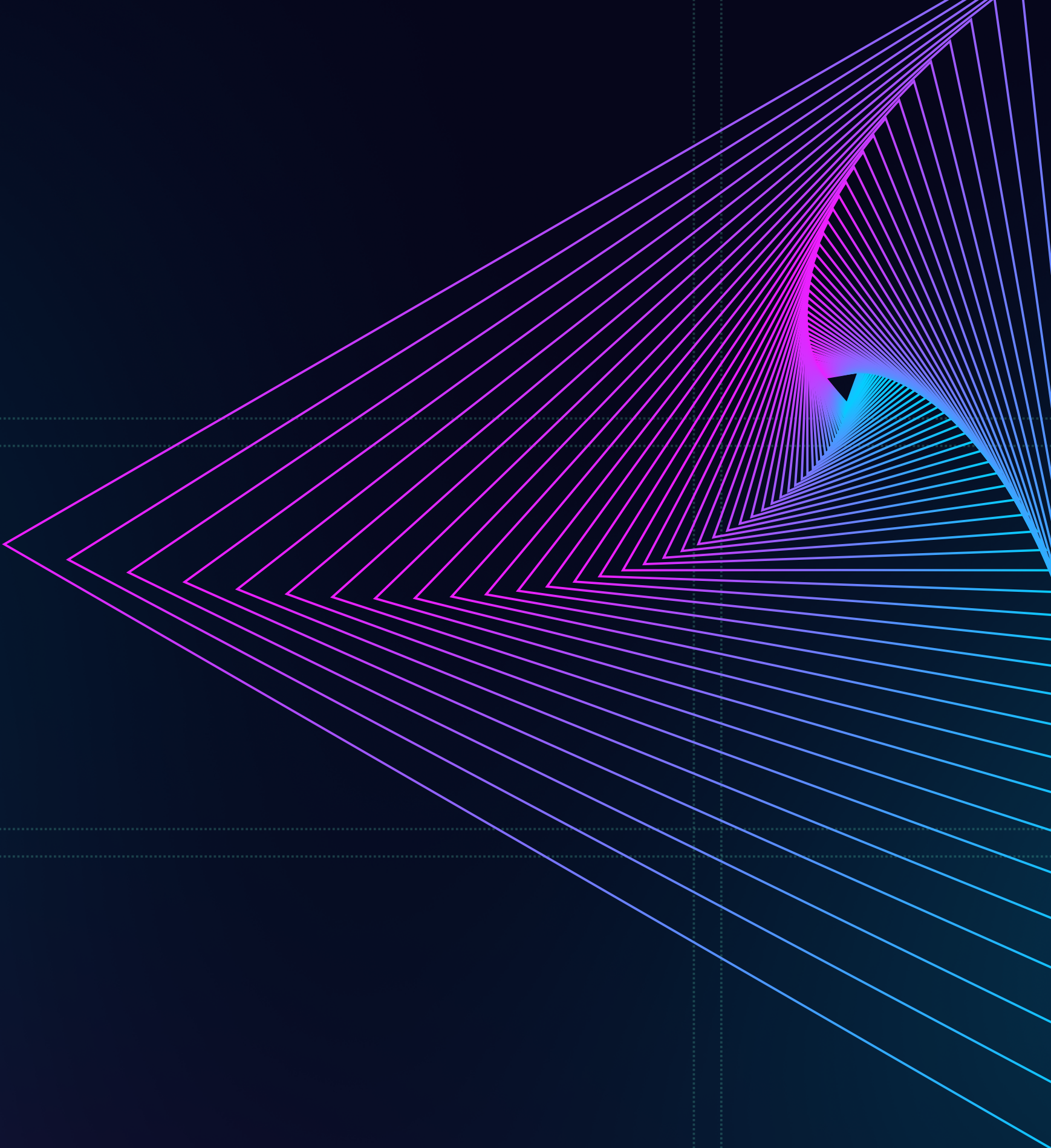
SYNTHETIX

01.02 SECONDARY LOGO





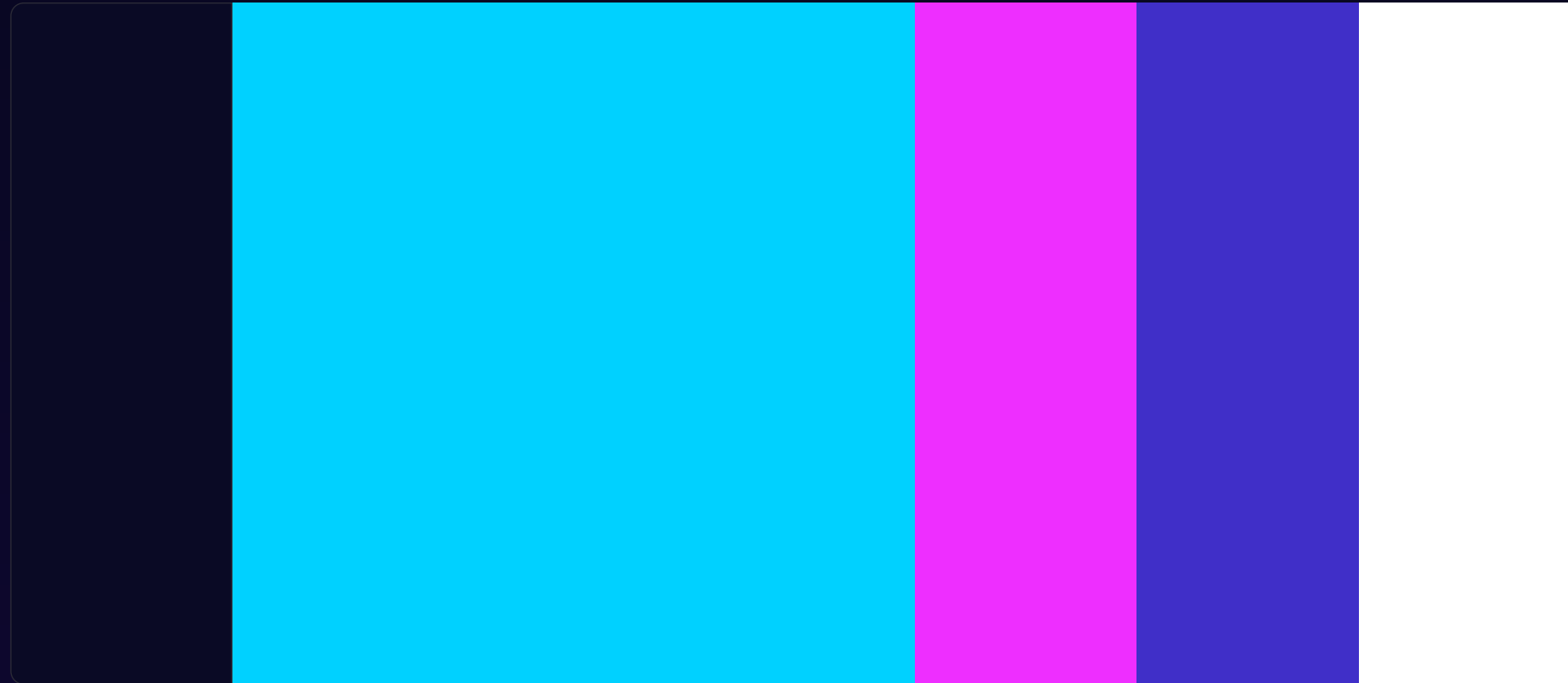




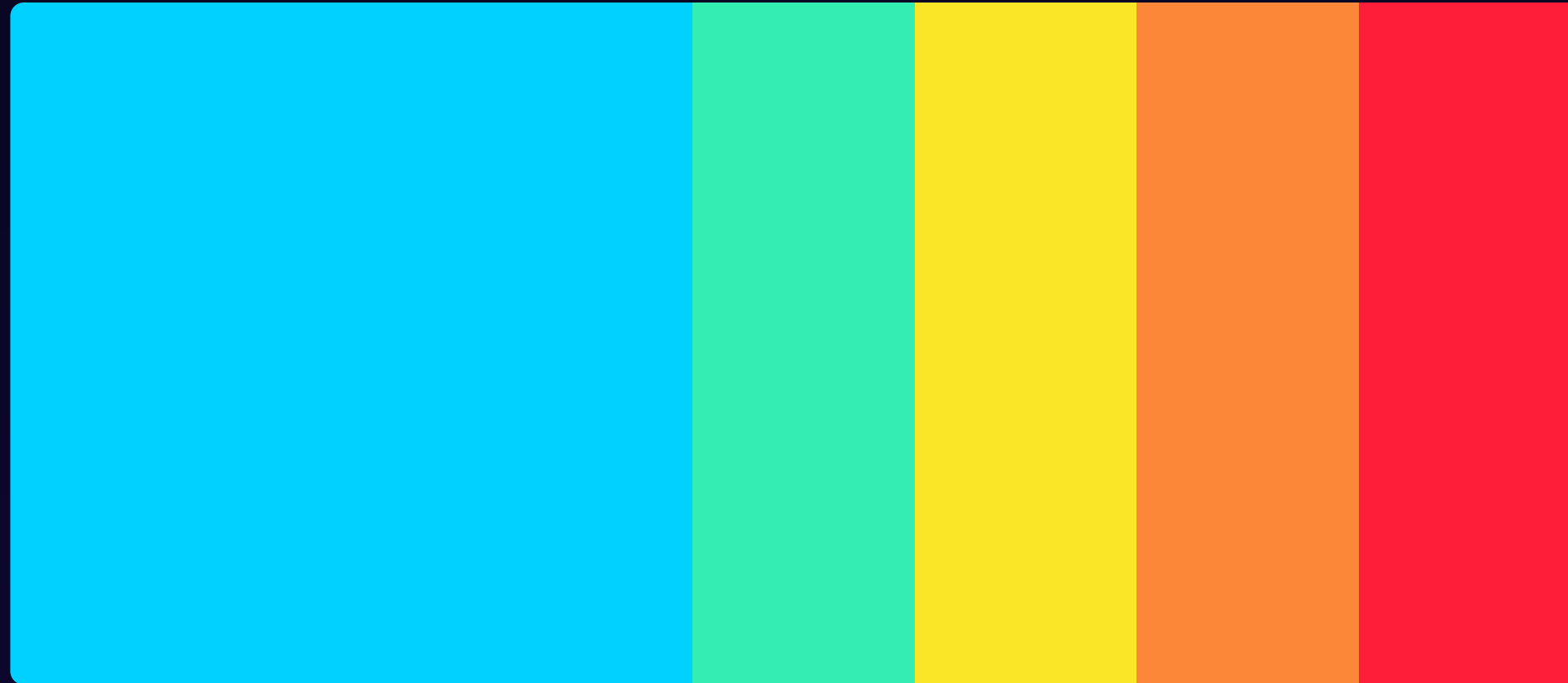
02

Color Palette

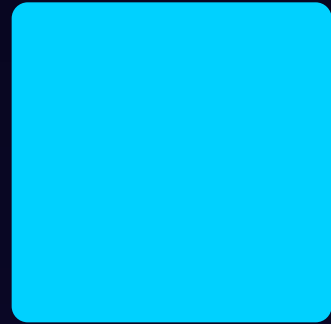
02.01 CORE COLOURS



02.02 SECONDARY COLOURS



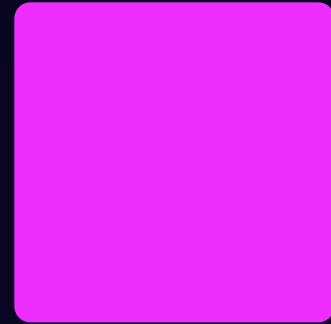
02.03 COLOUR PALETTE



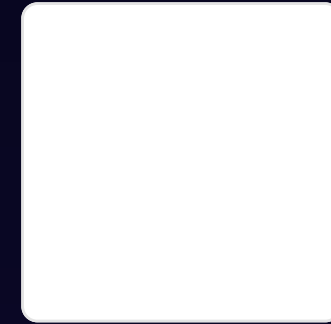
cyan 500
#00D1FF



purple 500
#402FC8



pink 500
#EE2EFF



white
#FFFFFF



navy 800
#0A0A25



green 500
#34ED83



yellow 500
#FAE527



orange 500
#FC8738



red 500
#E4364B

02.04 GRADIENTS

CORE



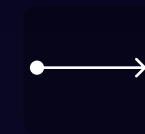
Pink-Cyan 500



Pink 500
#EE2EFF



Cyan 500
#00D1FF



Direction
L to R



Pink-Purple 500



Pink 500
#EE2EFF



Purple 500
#5744EA



Direction
BL to TR



Green-Cyan 500



Green 500
#34EDB3

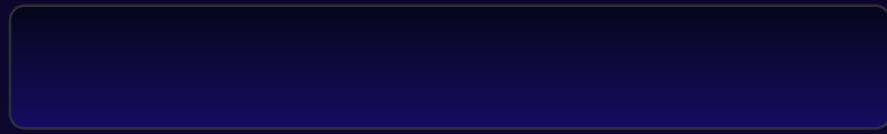


Cyan 500
#00D1FF

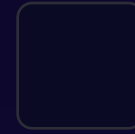


Direction
BL to TR

BACKGROUNDS



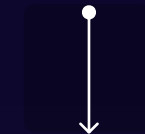
Navy-Purple 500



Navy 800
#06061B



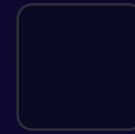
Purple 800
#1D1084



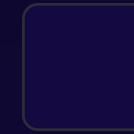
Direction
T to B



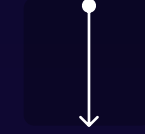
Navy-Navy 500



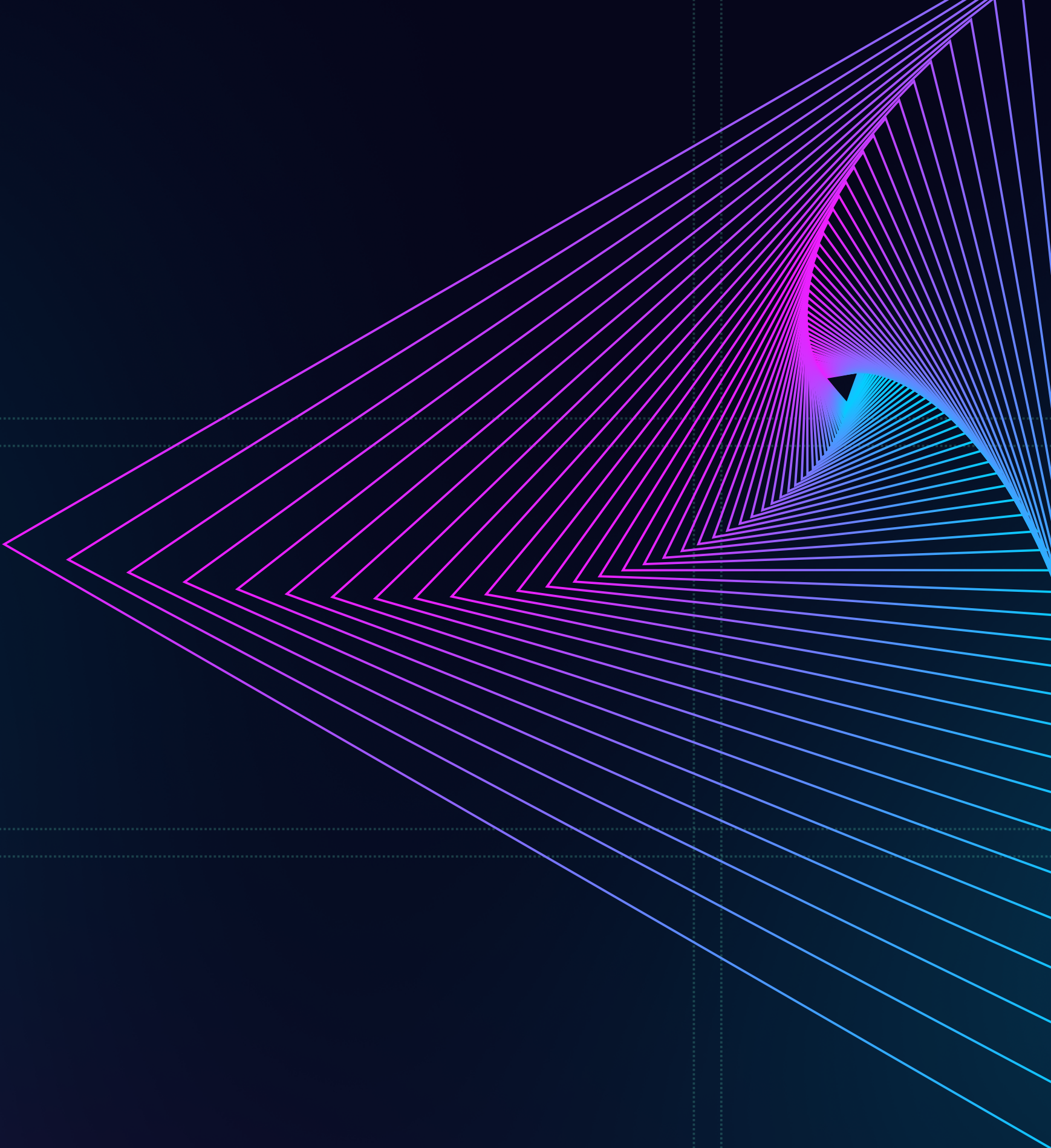
Navy 800
#0A0A25



Navy 500
#150942



Direction
T to B



03

Typography

03.01 TYPEFACES

Our primary typeface is GT America which is used for headlines.

GT AMERICA EXTENDED BOLD

Inter is our secondary typeface. It is more suitable for longer instances of text and interface of apps. Different weights can be used for **emphasis & titles.**

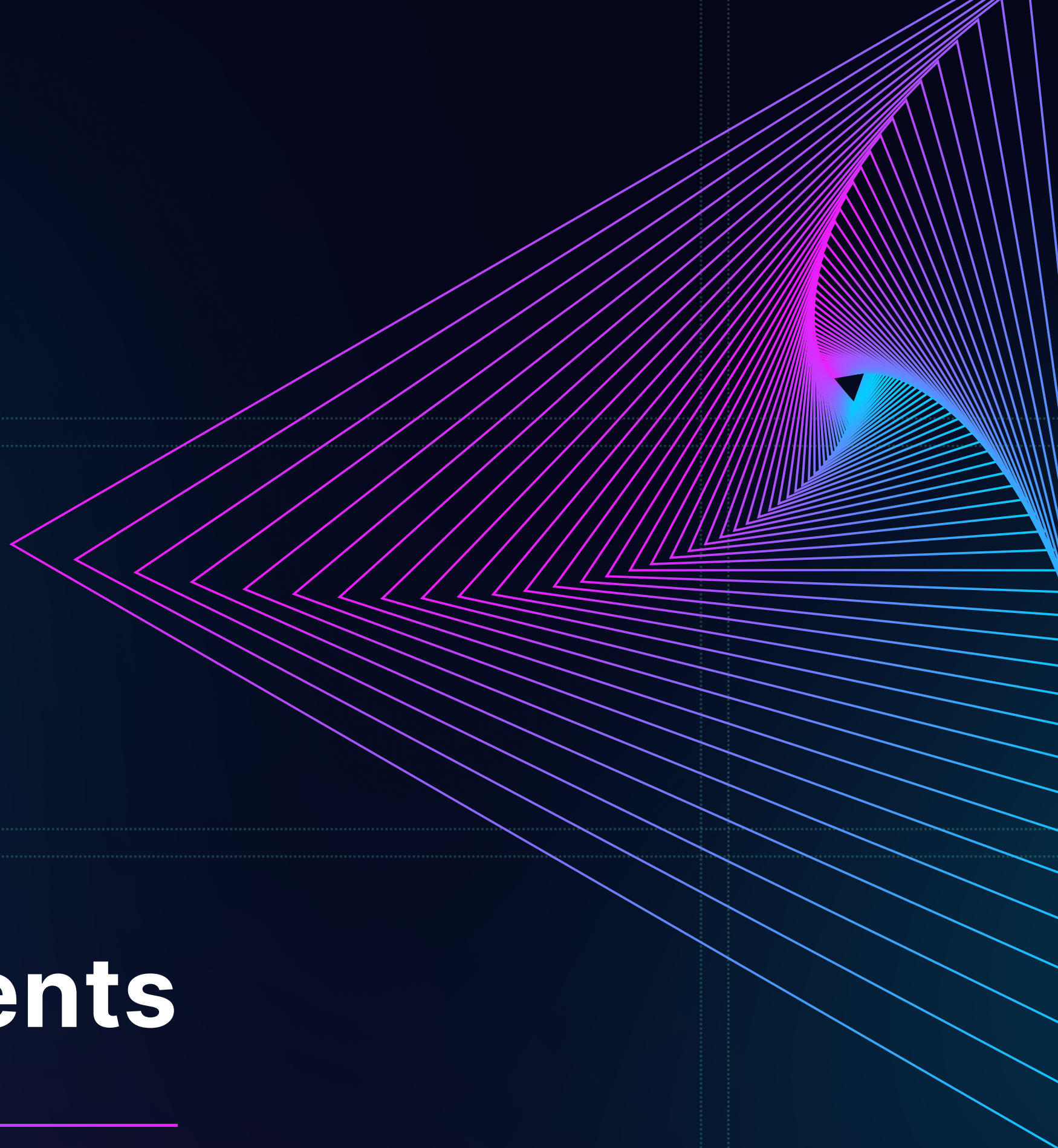
INTER REGULAR + BOLD

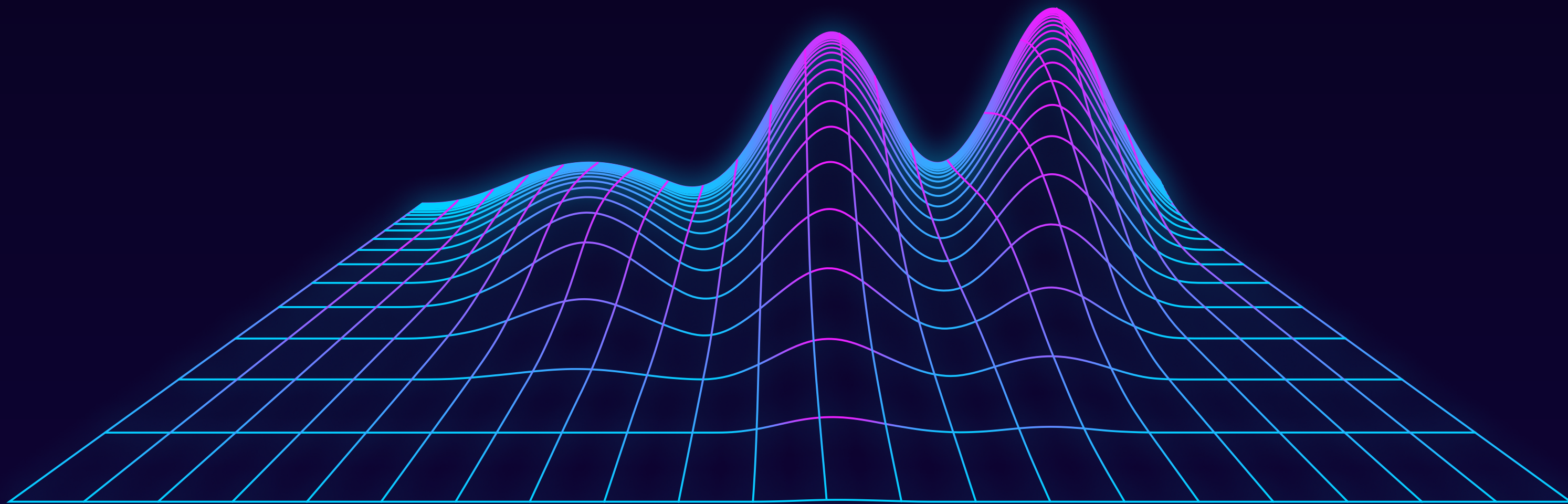
Aa	Bb	Cc	Dd	Ee	Ff	Gg	Hh	Ii	Jj	Kk
Ll	Mm	Nn	Oo	Pp	Qq	Rr	Ss	Tt	Uu	Vv
Ww	Xx	Yy	Zz	&	@	::	#	~	%	!?
0	1	2	3	4	5	6	7	8	9	/
\$	€	¥	£	+	-	÷	≠	π	∞	™

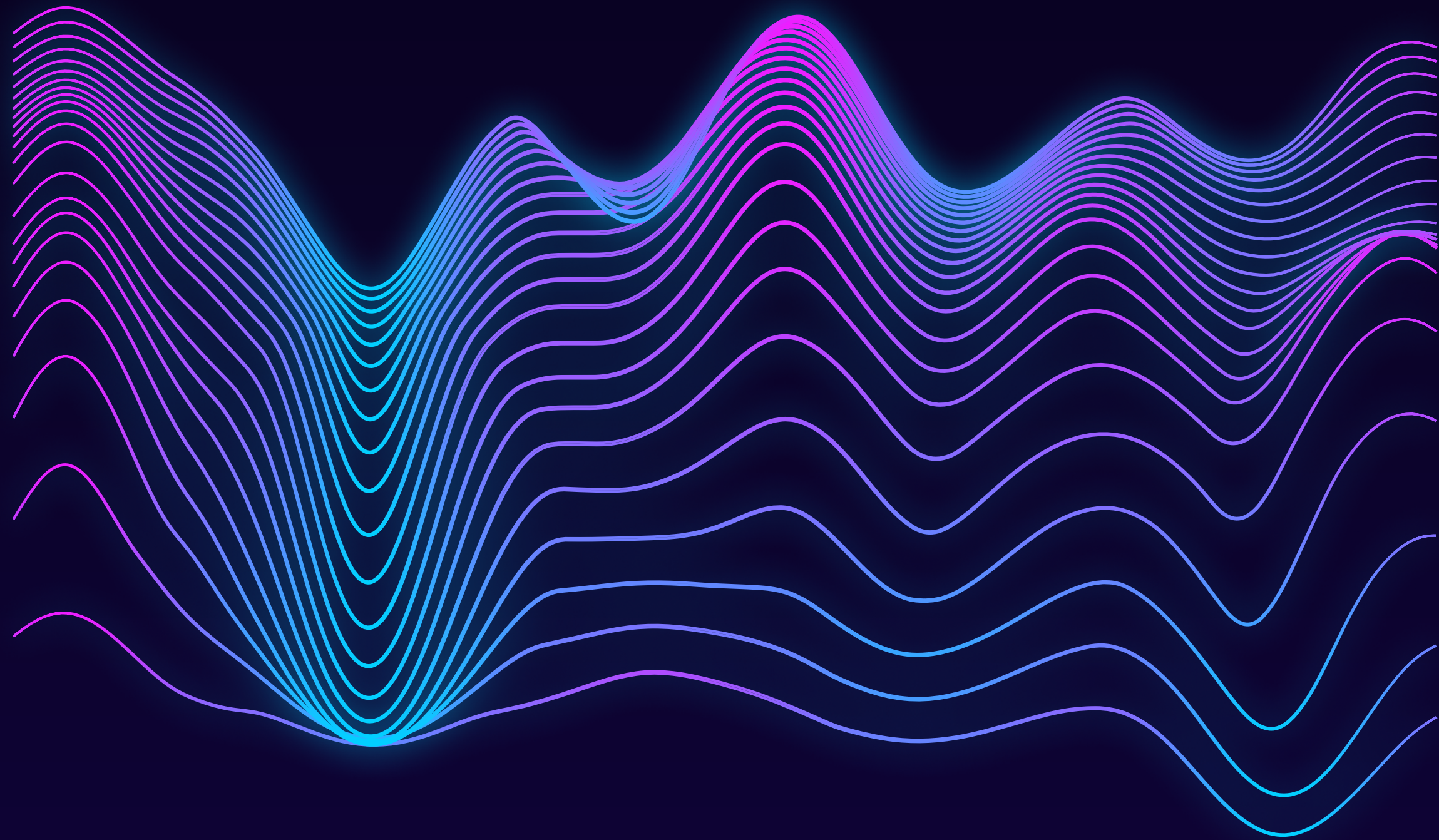
Aa	Bb	Cc	Dd	Ee	Ff	Gg	Hh	Ii	Jj	Kk
Ll	Mm	Nn	Oo	Pp	Qq	Rr	Ss	Tt	Uu	Vv
Ww	Xx	Yy	Zz	&	@	::	#	~	%	!?
0	1	2	3	4	5	6	7	8	9	/
\$	€	¥	£	+	-	÷	≠	π	∞	™

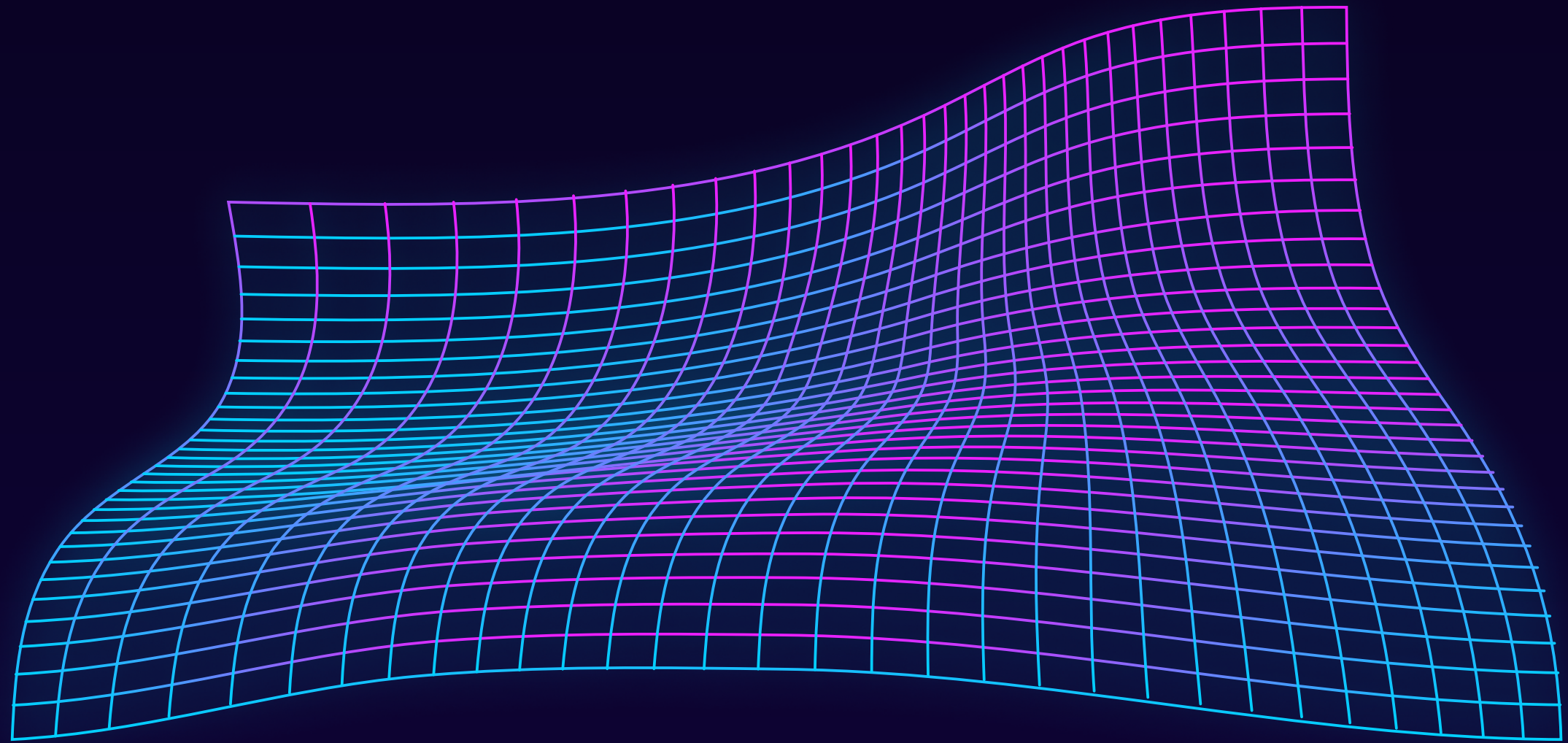
04

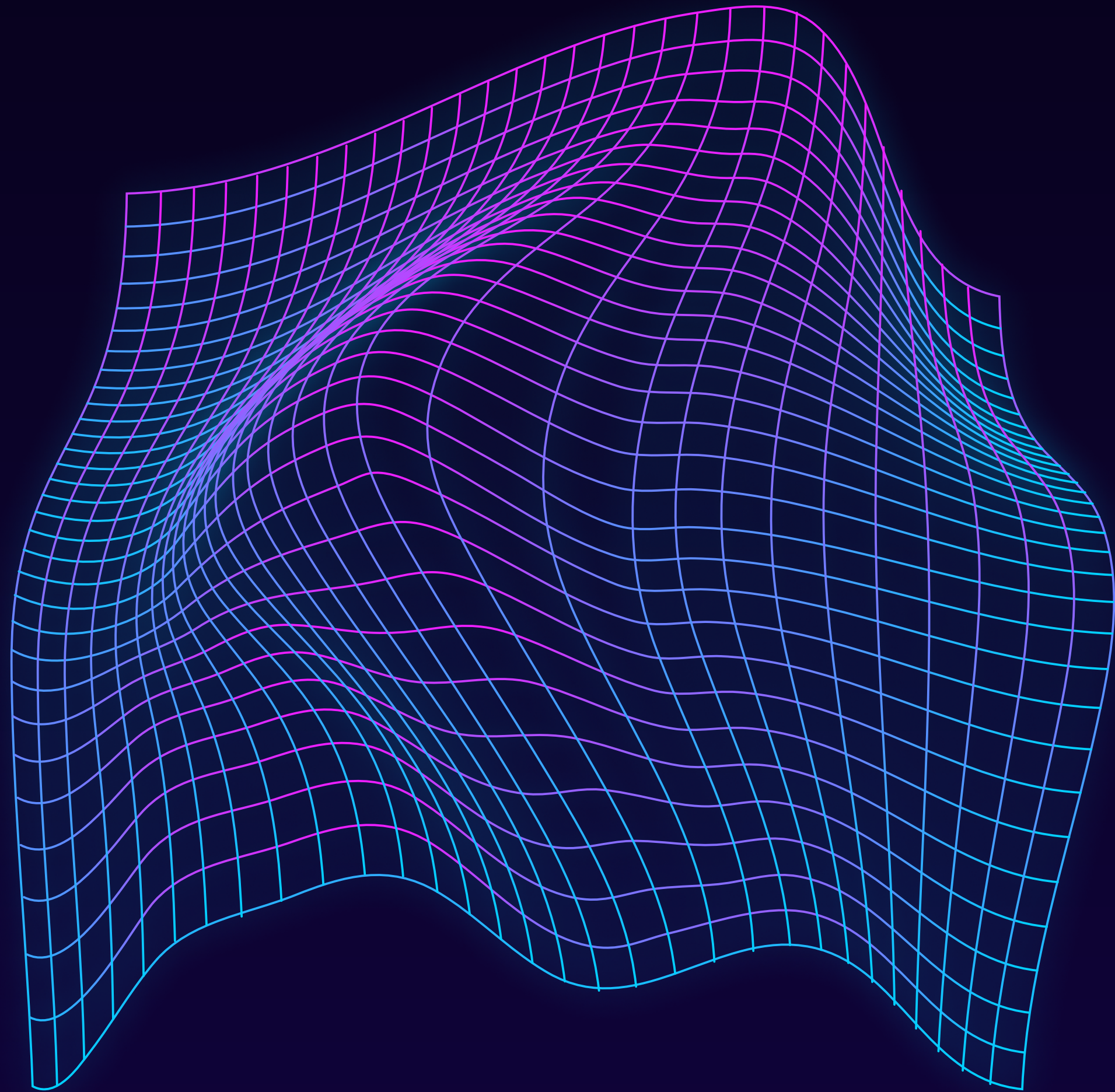
Patterns & Elements

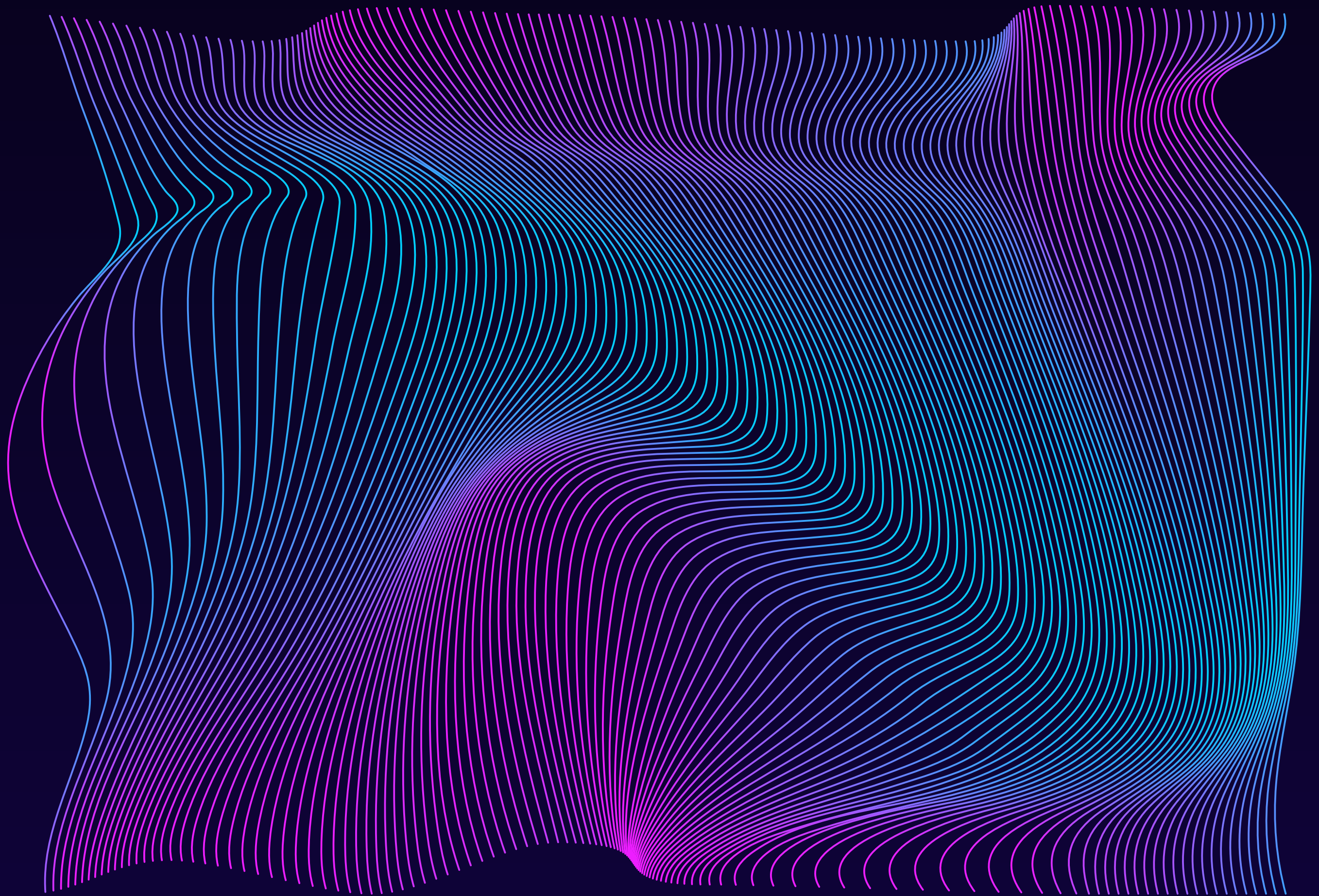






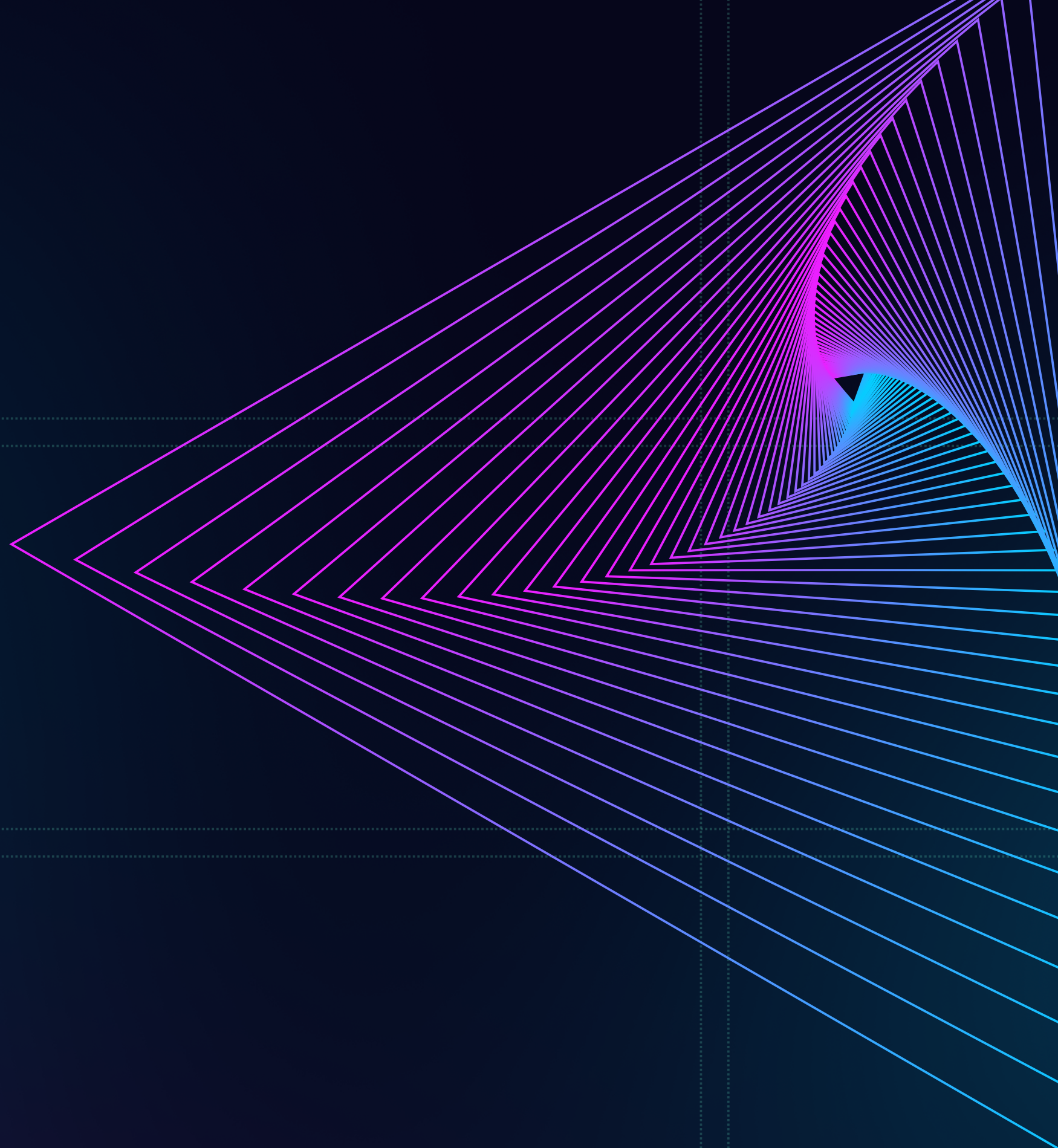






05

Sub-Brands



03.01 SUB-RBAND

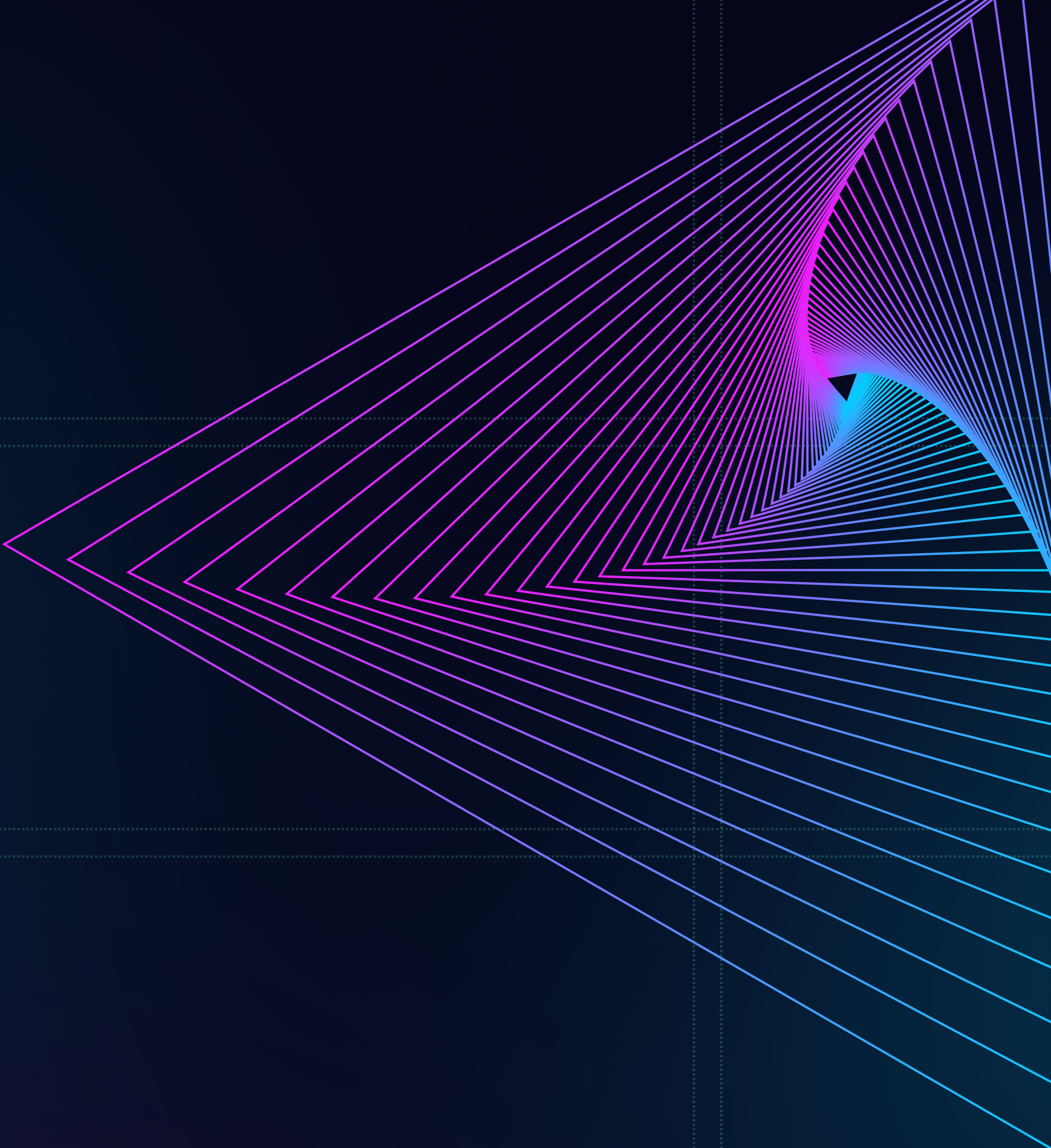




Staking



Perps



05

Sub-Brands

COUNCILS

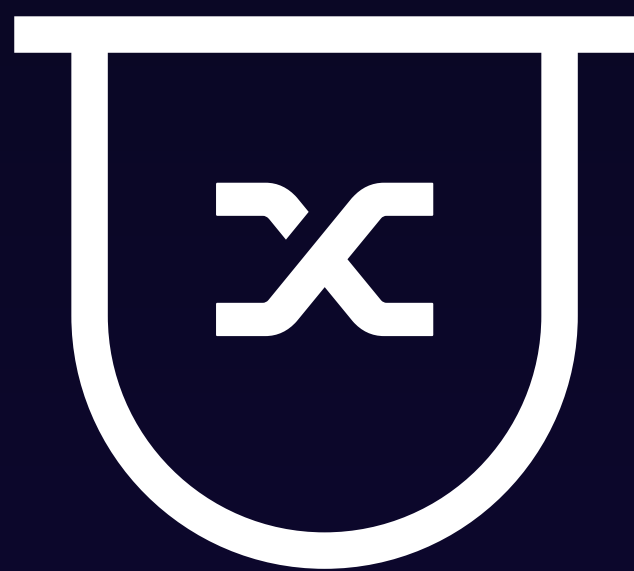
03.01 GRANTS COUNCIL





03.01 AMBASSADOR COUNCIL





03.01 TRESURY COUNCIL



TRESURY
COUNCIL



TRESURY
COUNCIL



03.01 SPARTAN COUNCIL



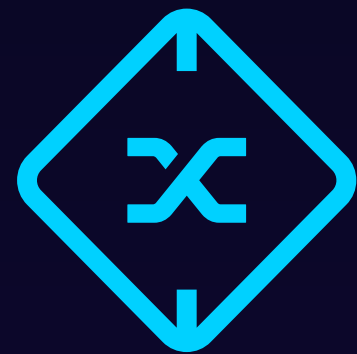
SPARTAN
COUNCIL



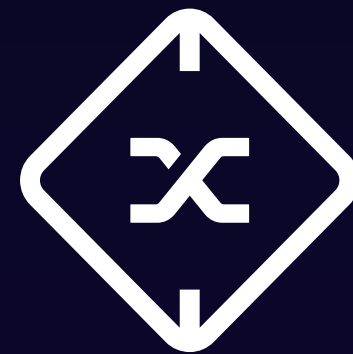
SPARTAN
COUNCIL



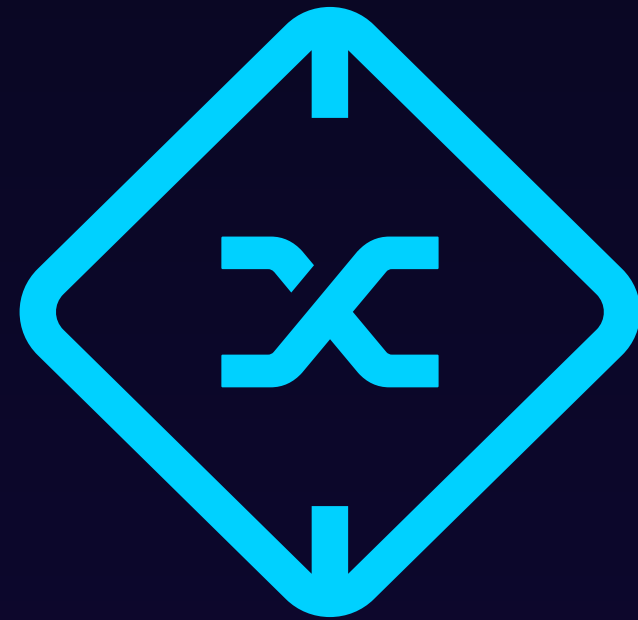
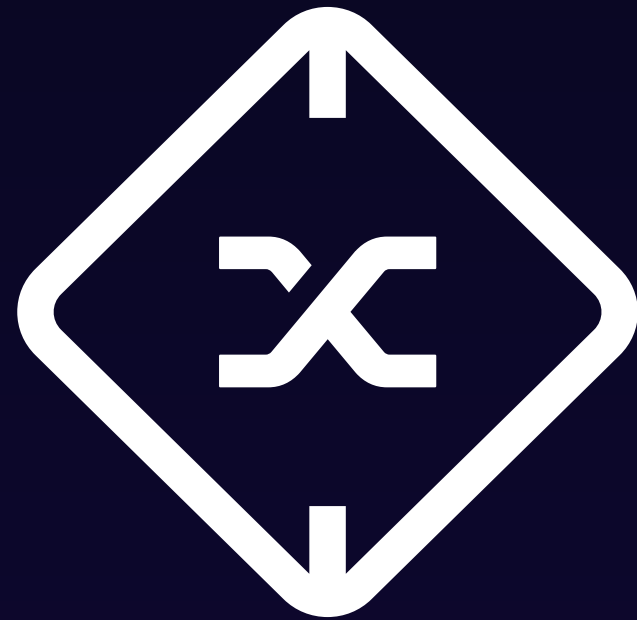
03.01 RISK COMMITTEE



RISK
COMMITTEE



RISK
COMMITTEE



03.01 CC COMMITTEE





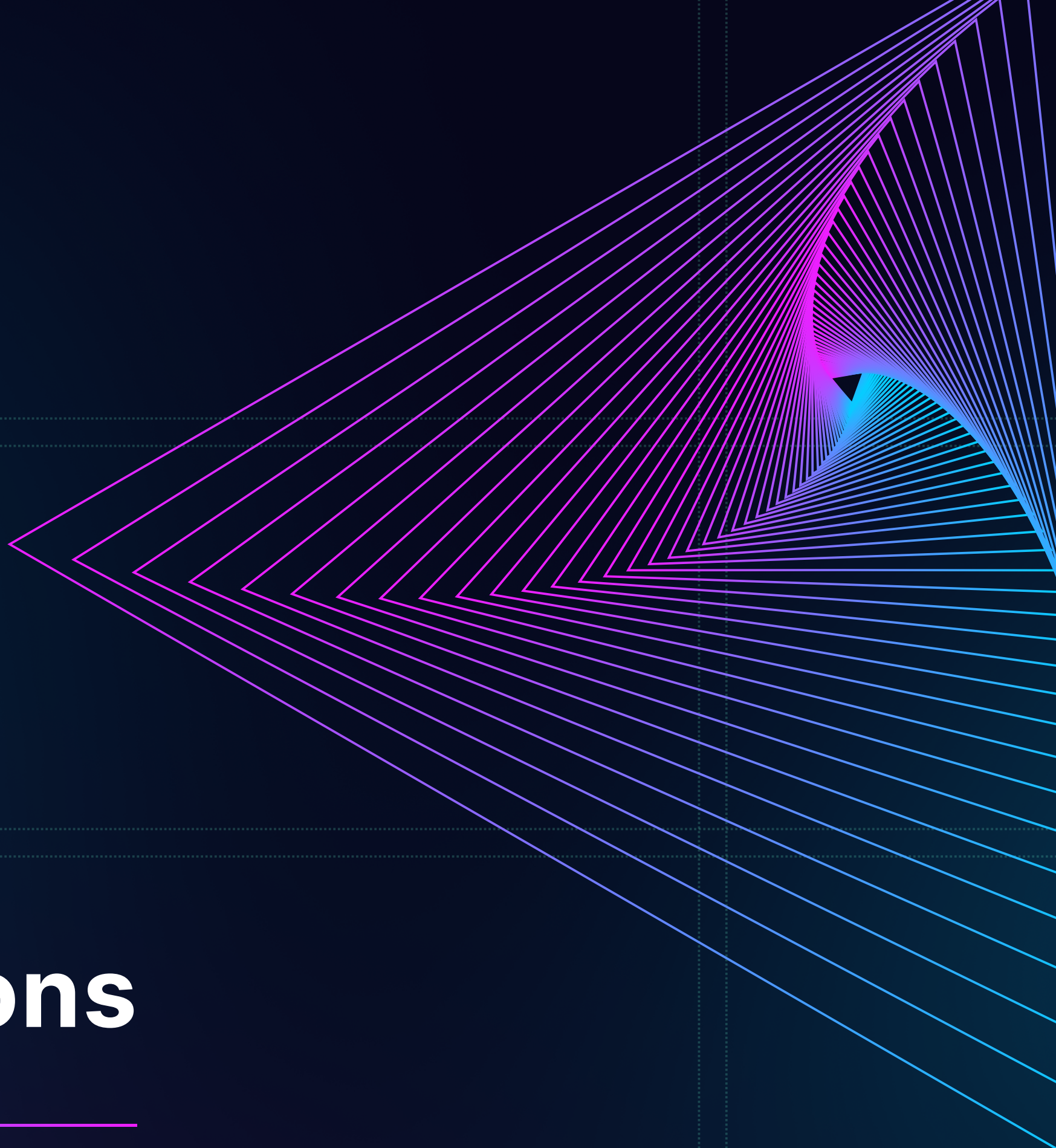
03.01 PROTOCOL DAO





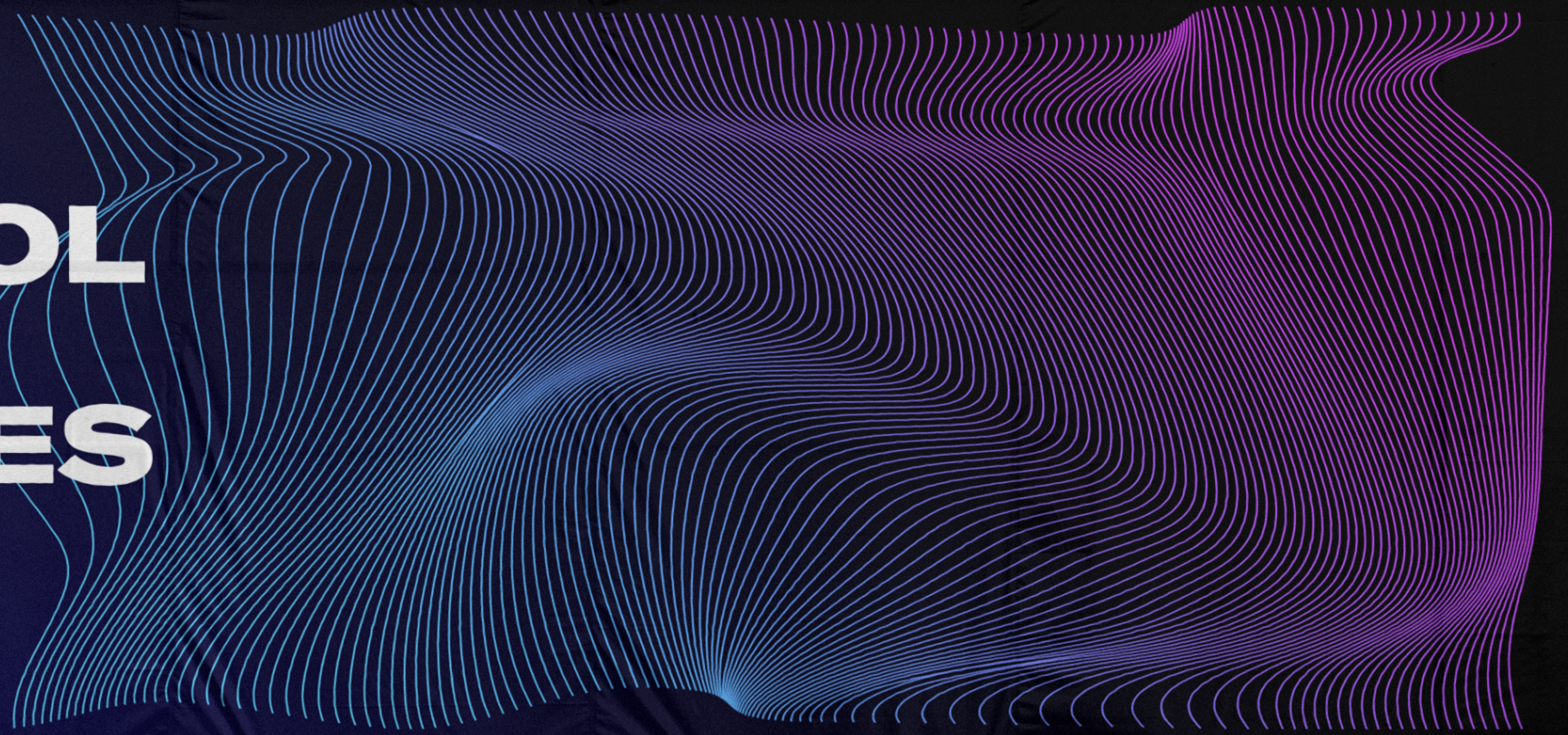
06

Visual Applications

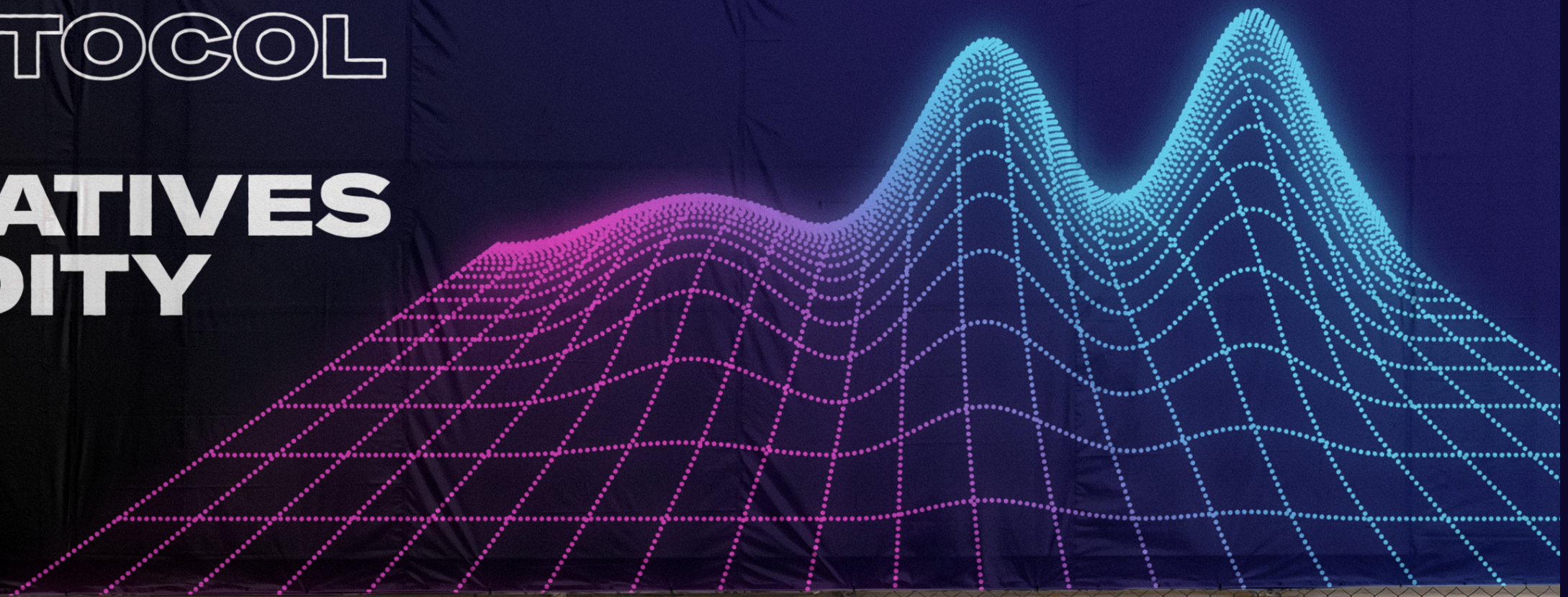




**A PROTOCOL
FOR
DERIVATIVES
LIQUIDITY**



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FOR
DERIVATIVES
LIQUIDITY







DEFI IN ETHER



PARADIGM
BIWEEKLY REPORTS

DeFi Summit London

DeFi Summit London is a 2 day community conference connecting DeFi entrepreneurs, liquidity providers, academics, investors, economists, regulators and others who are looking to learn and network in the Decentralized Finance industry. Through presentations, round table discussions and demos attendees will explore the current opportunities and challenges in the space. There will be one large lecture theatre, four rooms for breakout sessions and a foyer for networking throughout the day.

WHERE

**Imperial College, South
Kensington London**

WHEN

**Tue 10, Wed 11 September
2019**

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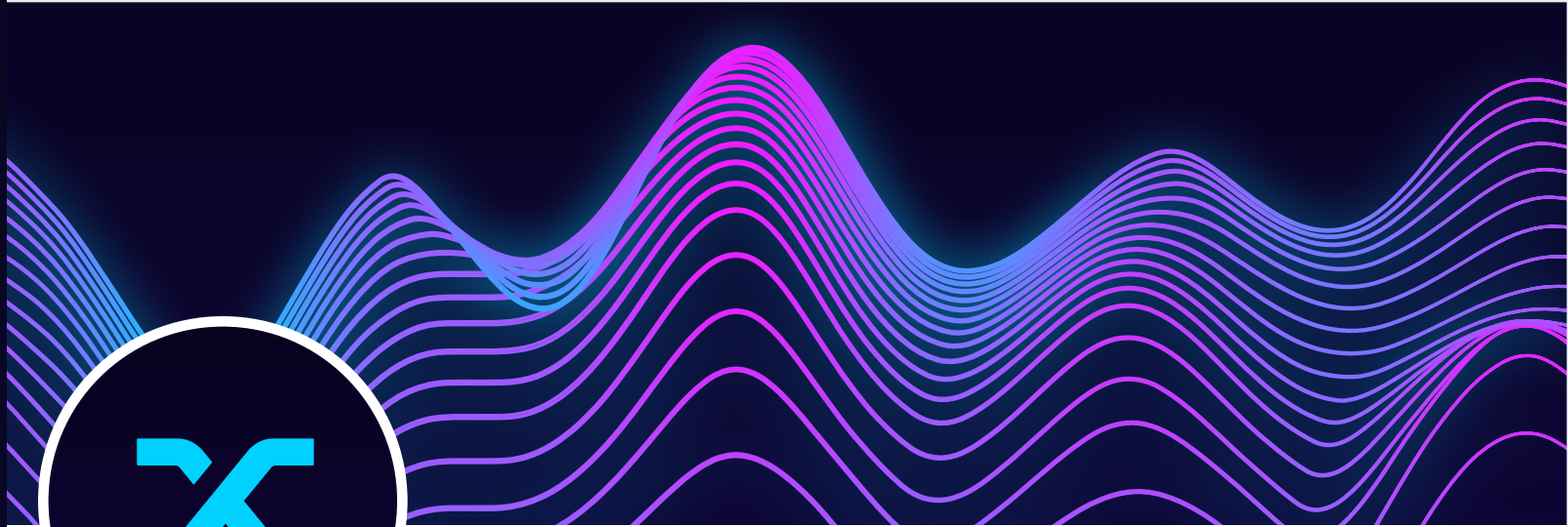


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