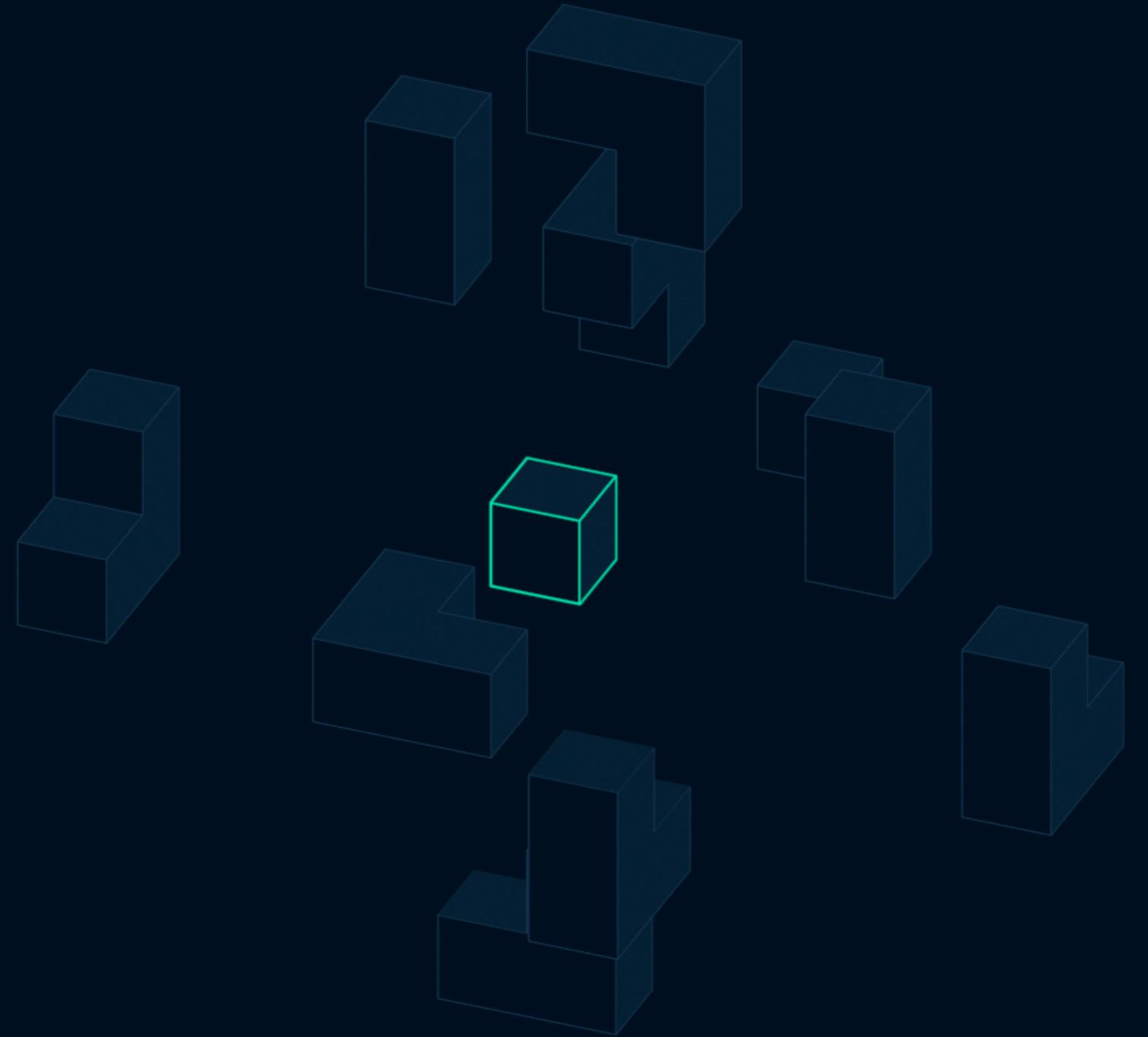


Identity Guidelines





Step into our Visual Identity Guide—a definitive resource illuminating our brand's visual essence. Explore foundational elements: logo usage, color palette, typography guidelines, and imagery standards. Delve into the principles shaping our visual identity, fostering consistent, powerful communication.

Logo Design

The Euler logo has three parallel lines that come together in a shape of an “E”, symbolizing forward movement. The clean, PP Mori font used alongside the logo reflects our brand's focus on clarity and precision.



Symbol

Our symbol serves as an alternative to the full logo when space is limited, ensuring our brand's identity remains distinct and recognizable at any size.



Colour Palette

Our brand palette showcases a vibrant, bright green—embodying vitality and growth—complemented by sophisticated shades of navy. These colours, mirroring our product, evoke innovation and trust, fostering a harmonious brand-product relationship.

Euler Green
#2AE5B9

#03111F

#091B2E

#2A4562

Typography

Our brand's choice of serif headlines embodies experience and wisdom, exuding elegance and authority. Paired with sans-serif body text, this deliberate contrast signifies modernity and readability, ensuring impactful, harmonious communication.

HEADLINE TYPEFACE

Besley Regular

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890()!@#\$%^&*

BODY TYPEFACE

Inter Regular

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890()!@#\$%^&*

Application

Our typography hierarchy ensures consistency across channels, guiding headline emphasis with commanding serif fonts and enhancing readability with sleek sans-serif body text. Applying this consistently amplifies our brand's voice and impact.

Sub-headline Inter Medium 14

Display headline Besley Regular 36

Body copy Inter Regular 16

Button Inter Medium 14

INTEGRATIONS

Creating a decentralized economy built on maths

Euler provides stability pools where lenders can passively swap their tokens for a discounted basket of collateral assets during liquidations.

Launch App

Illustrations

Our illustrations adopt an isometric, modular style to represent the structured and interconnected nature of Euler's ecosystem. Ensure that each component aligns perfectly in 3D space to uphold the precision and clarity.



Icons

Our icons use a clean, geometric design to complement the Euler brand's isometric and modular illustration style. They should be used to simplify complex information and direct user attention.

