Spool | Your gateway to **Institutional-Grade DeFi.**

Brand Book

SPOOL IS A PIONEERING PLATFORM THAT PROVIDES COMPREHENSIVE INVESTMENT AND WHITE-LABEL SOLUTIONS TAILORED TO THE NEEDS OF INSTITUTIONAL AND PRIVATE CLIENTS IN THE CRYPTOCURRENCY MARKET.

Official Resources

WEBSITE	LINK	spool.fi
DAPP	LINK	app.spool.fi
COMMUNITY HUB	LINK	community.spool.fi
DISCORD	LINK	discord.gg/SpoolFi
X FORMER TWITTER	LINK	x.com/SpoolFi
TELEGRAM	LINK	t.me/SpoolFi
DOCUMENTATION	LINK	docs.spool.fi
MEDIUM	LINK	medium.com/SpoolFi
LINKEDIN	LINK	linkedin.com/company/SpoolDAO

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A

Colouring

> Mere colour — unspoiled by meaning and unallied with definite form — can speak to the soul in a thousand different ways.
>
> OSCAR WILDE, POET

A 1 Colour Palette

Spool Blue

Pantone 307C

HEX #006BA6
RGB 0/107/166
CMYK 100/20/0/25

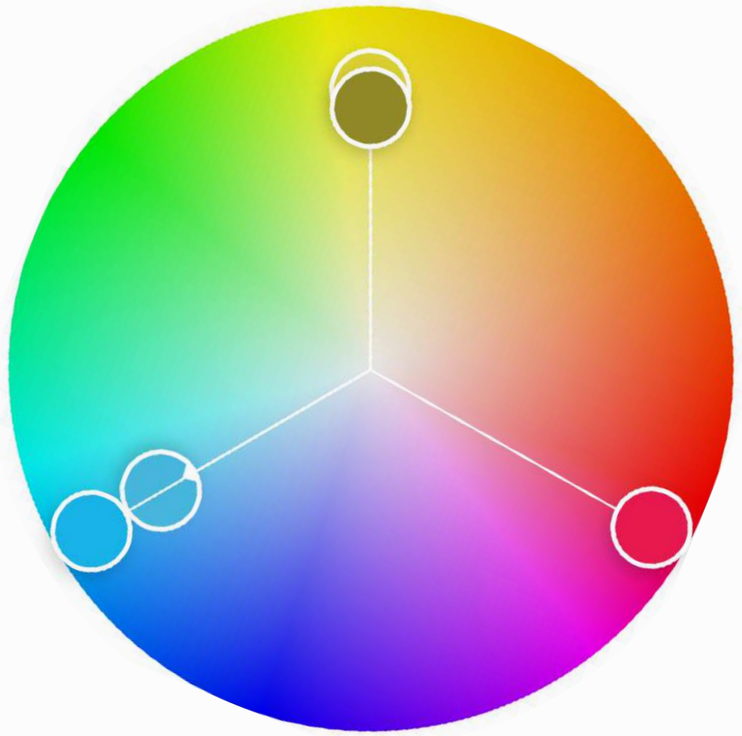
Pantone 306C

HEX #1AB7EA
RGB 0/0/0
CMYK 76/0/0/0

Pantone 305C

HEX #59CBE8
RGB 89/203/232
CMYK 55/0/1/0

Primary



Spool White

HEX #FCFCFD
RGB 252/252/253
CMYK 0/0/0/1

Spool Grey

Pantone 583C

HEX #C5CFDA
RGB 197/207/218
CMYK 19/9/2/0

Spool Black

Pantone 419C

HEX #212322
RGB 33/35/34
CMYK 76/65/66/90

Secondary

Pantone 193C

HEX #BF0D3E
RGB 191/13/62
CMYK 0/100/59/11

Spool Burgundy

Pantone 192C

HEX #E40046
RGB 228/0/70
CMYK 0/100/62/0

Pantone 191C

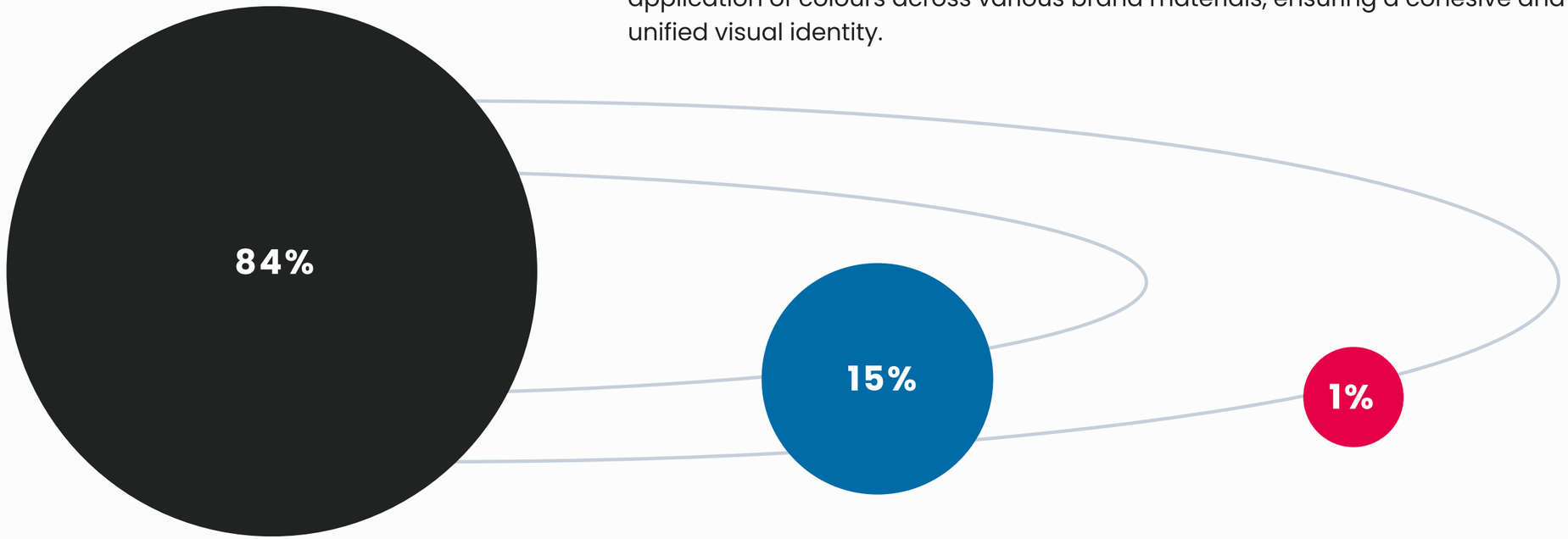
HEX #EF426F
RGB 239/66/111
CMYK 0/85/30/0

A 2

Colour Ratio

Colour ratio is a critical consideration for maintaining the visual harmony and consistency of the Spool brand. It refers to the specific proportions and relationships between the primary colours used in the logo and brand elements.

By adhering to the ratio, the brand ensures that the colours are balanced, complementary, and visually appealing. This ratio guides the selection and application of colours across various brand materials, ensuring a cohesive and unified visual identity.



Spool Black

Pantone 419C

HEX #212322
RGB 33/35/34
CMYK 76/65/66/90

Spool Blue

Pantone 307C

HEX #000000
RGB 0/0/0
CMYK 0/0/0/0

Spool Burgundy

Pantone 192C

HEX #000000
RGB 0/0/0
CMYK 0/0/0/0

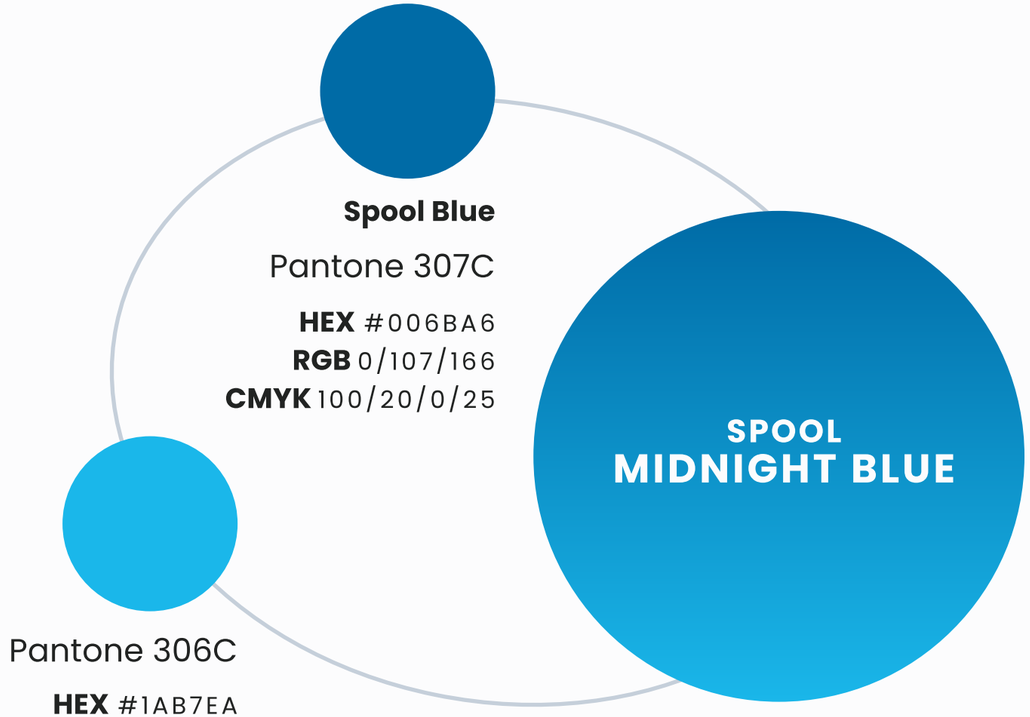
A 3

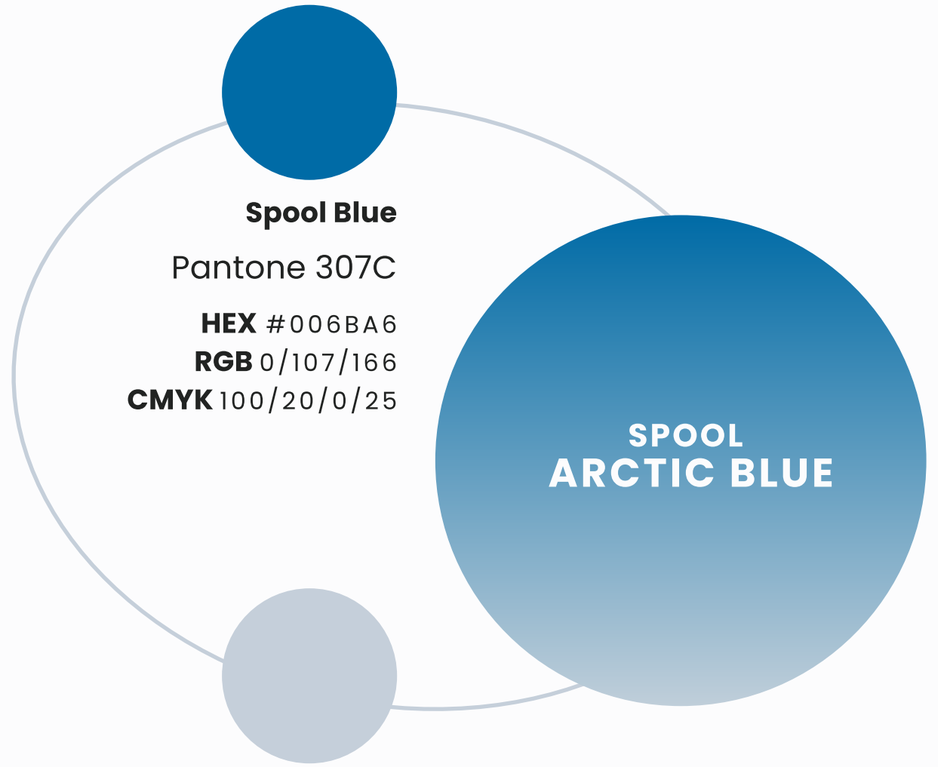
Gradients PRIMARY

Spool's blue colour palette consists of a two shades carefully selected to evoke a sense of trust, security, and innovation.

The lighter shades of blue are used to convey a sense of openness, clarity, and approachability, making them ideal for highlighting important elements and creating a welcoming user experience. The darker shades of blue add depth and sophistication, enhancing the brand's professionalism and authority.

The darker shade of blue represents the core identity of the brand, reflecting reliability and dependability. It serves as the foundation for the brand's visual language.





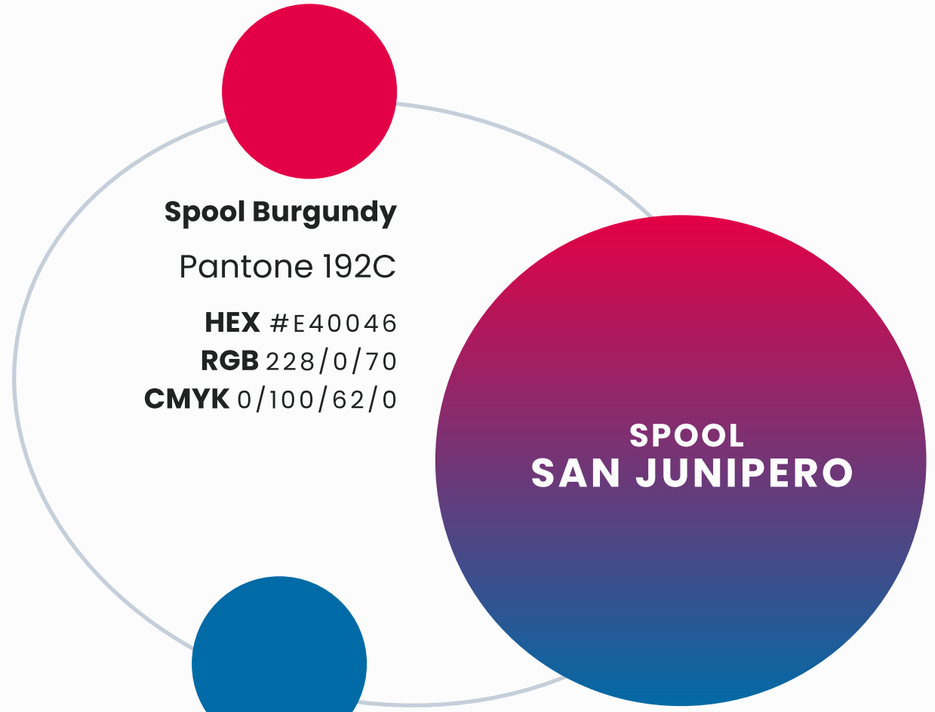
A 4

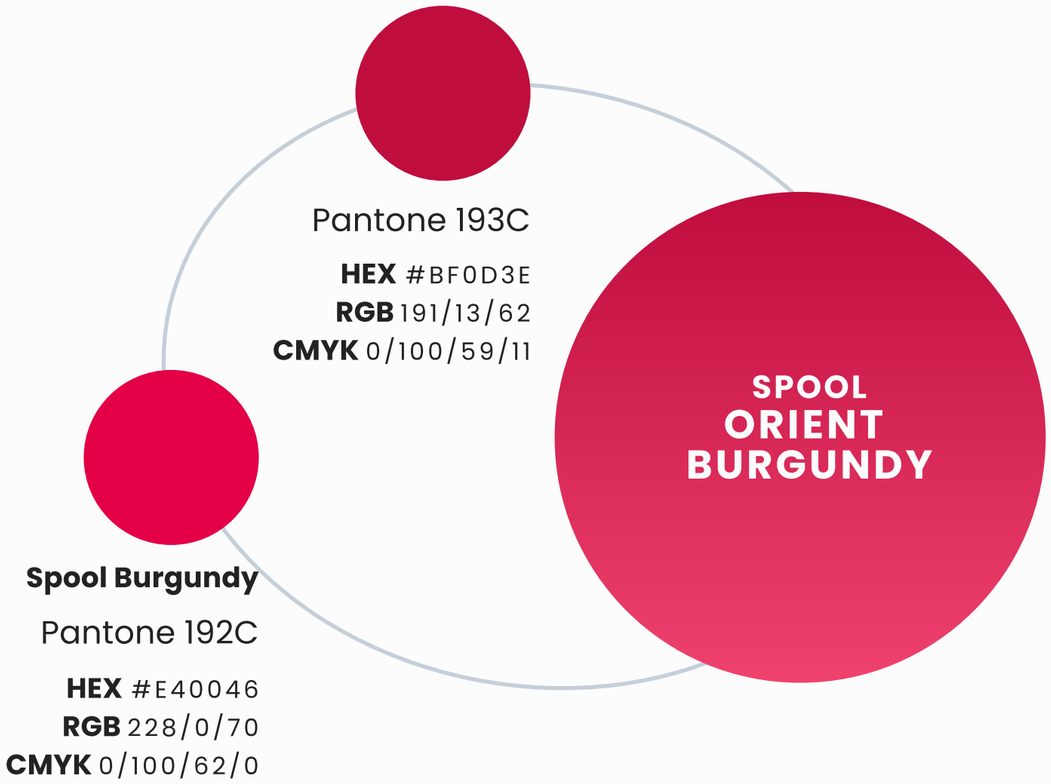
Gradients SECONDARY

Spool's burgundy duotone colour palette brings a touch of elegance and sophistication to the brand's visual identity.

The rich burgundy hue, combined with complementary tones, creates a visually striking and memorable colourist experience. This deep, bold color is often used to accentuate key elements and add a sense of premium quality and exclusivity to the brand's materials.

The duotone effect adds depth and dimension to the visuals, making them visually appealing and captivating. The burgundy duotone palette is carefully curated to convey a sense of luxury, refinement, and uniqueness, reflecting Spool's commitment to providing exceptional products and services.





A 5 Forbidden Usage

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B

Typography

> Typography is the craft of endowing human language with a durable visual form.
>
> ROBERT BRINGHURST, TYPOGRAPHER

B 1

Font Specimen

DOWNLOAD
FONTS.GOOGLE.COM/SPECIMEN/POPPINS

Poppins

Thin 100	*Thin Italic 100*
Extra Light 200	*Extra Light Italic 200*
Light 300	*Light Italic 300*
Regular 400	*Italic 400*
Medium 500	*Medium Italic 500*
Semi Bold 600	***Semi Bold Italic 600***
Bold 700	***Bold Italic Italic 700***
Extra Bold 800	***Extra Bold Italic 800***
Black 900	***Black Italic 900***

Poppins's letters are practically monolinear, although optical corrections have been applied to stroke joints where necessary, to maintain an even colour in text.

The Devanagari base character height and the Latin ascender height are equal; Latin capital letters are shorter than the Devanagari characters, and the Latin x-height is set rather high. The glyphs in Poppins were designed by Ninad Kale. The Latin is from Jonny Pinhorn.

Styles HEADERS

	VARIANT	SIZE	LINE HEIGHT	LETTER SPACING	PARAGRAPH SPACING
Header 1	Thin	96	116.7%	-3.5%	0
Header 2	Light	60	120.0%	-3.5%	0
Header 3	Extra Bold	48	116.7%	-3.5%	0
Header 4	Extra Bold	34	123.5%	-1.0%	0
Header 5	Regular	24	133.4%	-2.5%	0
HEADER 6	Bold	16	100.0%	7.0%	0

Styles CONTENT

Subtitle 1 ”Lorem ipsum dolor LSDs amet consectetur”	VARIANT Regular	SIZE 16	LINE HEIGHT 175.0%	LETTER SPACING 0.5%	PARAGRAPH SPACING 0
Subtitle 1 **”Lorem ipsum dolor LSDs amet consectetur”**	VARIANT Bold	SIZE 14	LINE HEIGHT 157.0%	LETTER SPACING 0.7%	PARAGRAPH SPACING 0
Body 1 ”Lorem ipsum dolor LSDs amet consectetur”	VARIANT Regular	SIZE 16	LINE HEIGHT 150.0%	LETTER SPACING -0.3%	PARAGRAPH SPACING 6
Body 2 ”Lorem ipsum dolor LSDs amet consectetur”	VARIANT Regular	SIZE 14	LINE HEIGHT 127.0%	LETTER SPACING -0.3%	PARAGRAPH SPACING 6
Body 3 ”Lorem ipsum dolor LSDs amet consectetur”	VARIANT Regular	SIZE 12	LINE HEIGHT 127.0%	LETTER SPACING -0.3%	PARAGRAPH SPACING 6
Caption ”Lorem ipsum dolor LSDs amet consectetur”	VARIANT Regular	SIZE 12	LINE HEIGHT 166.0%	LETTER SPACING 5.0%	PARAGRAPH SPACING 0
OVERLINE ”LOREM IPSUM DOLOR LSDS AMET CONSECTETUR”	VARIANT Regular	SIZE 12	LINE HEIGHT 266.0%	LETTER SPACING 13.0%	PARAGRAPH SPACING 0

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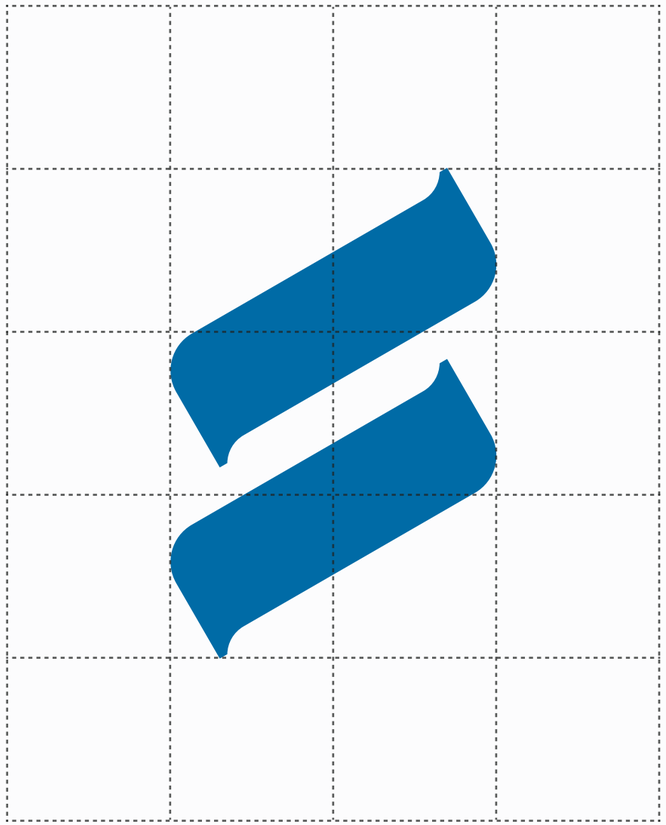
Logotype

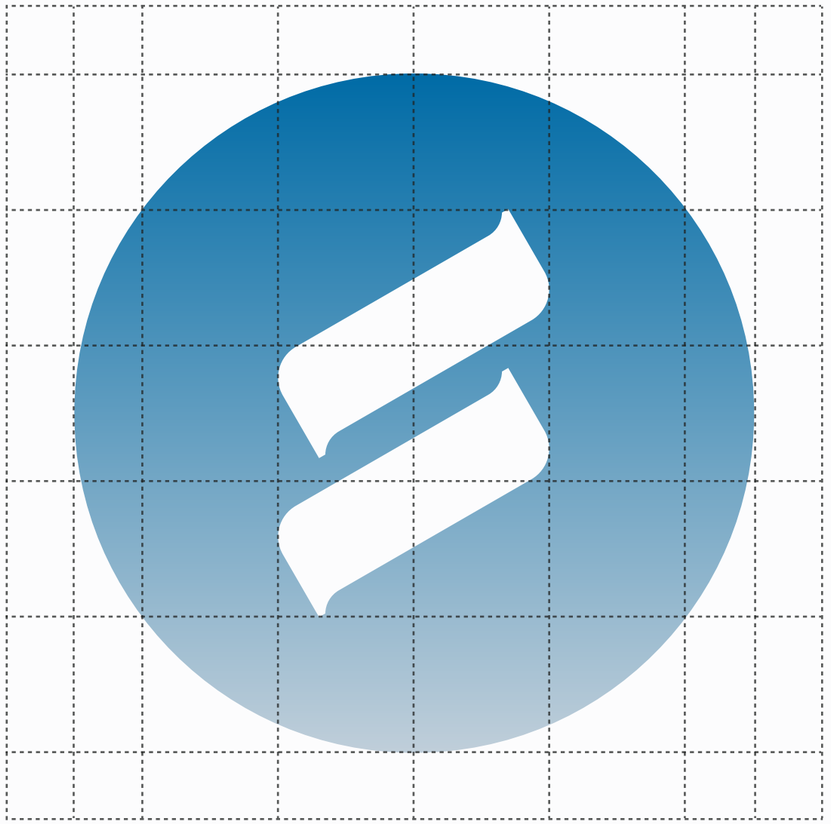
> “Have no fear of perfection
> — you’ll never reach it.
>
> SALVADOR DALI, PAINTER

C 1 Sign



Sign

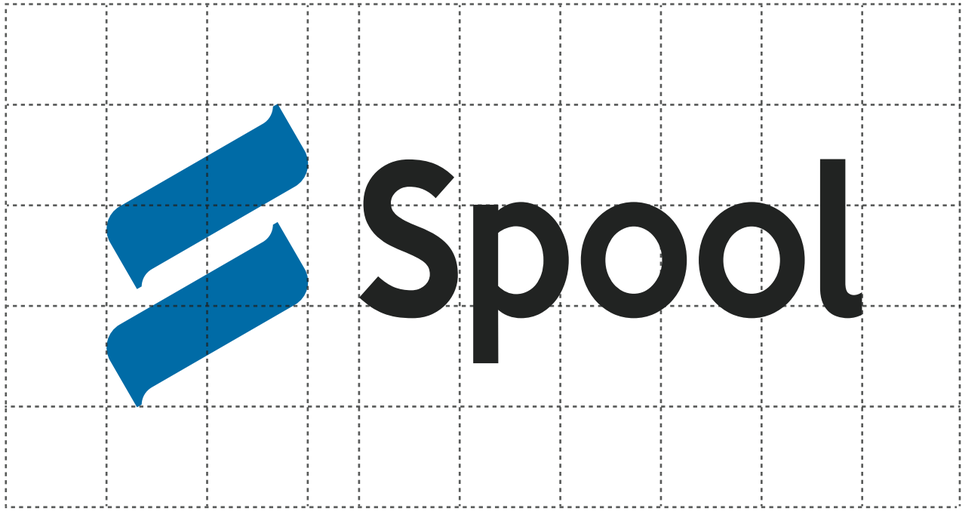
This distinctive mark captures the dynamic and forward-thinking nature of our platform, symbolizing growth, innovation, and connectivity.



Token Symbol

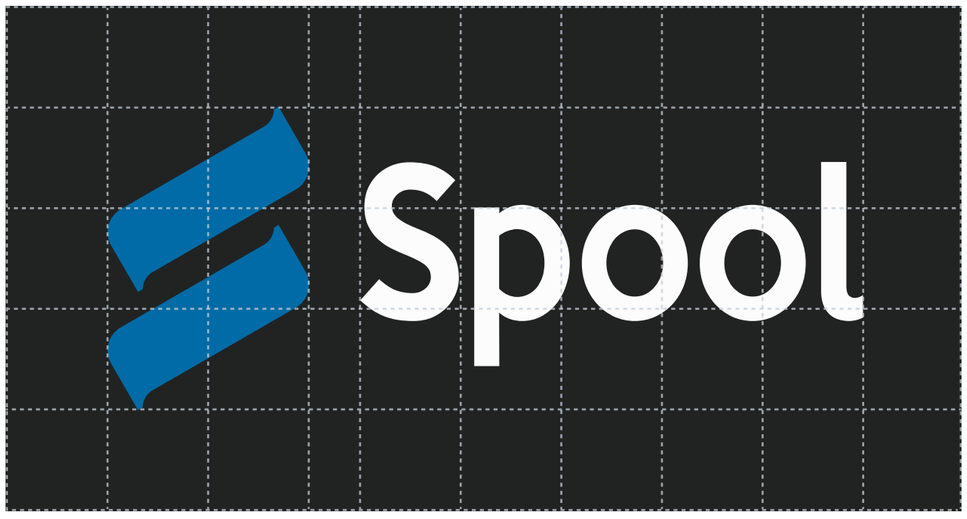
The token symbol encapsulates the essence of Spool's mission to provide users with a secure and user-friendly environment for investing and participating in DeFi.

Logotype HORIZONTAL



Light Variant

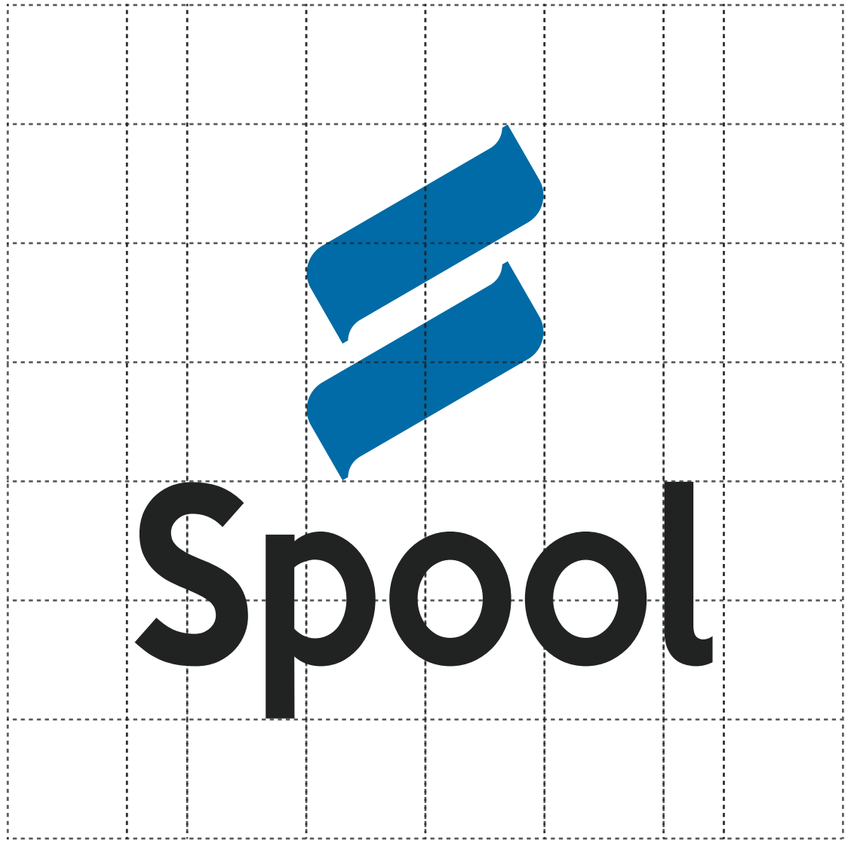
The light version of the logo is ideal for applications where a more subtle and understated presence is desired, while still maintaining the recognizable Spool identity.



Dark Variant

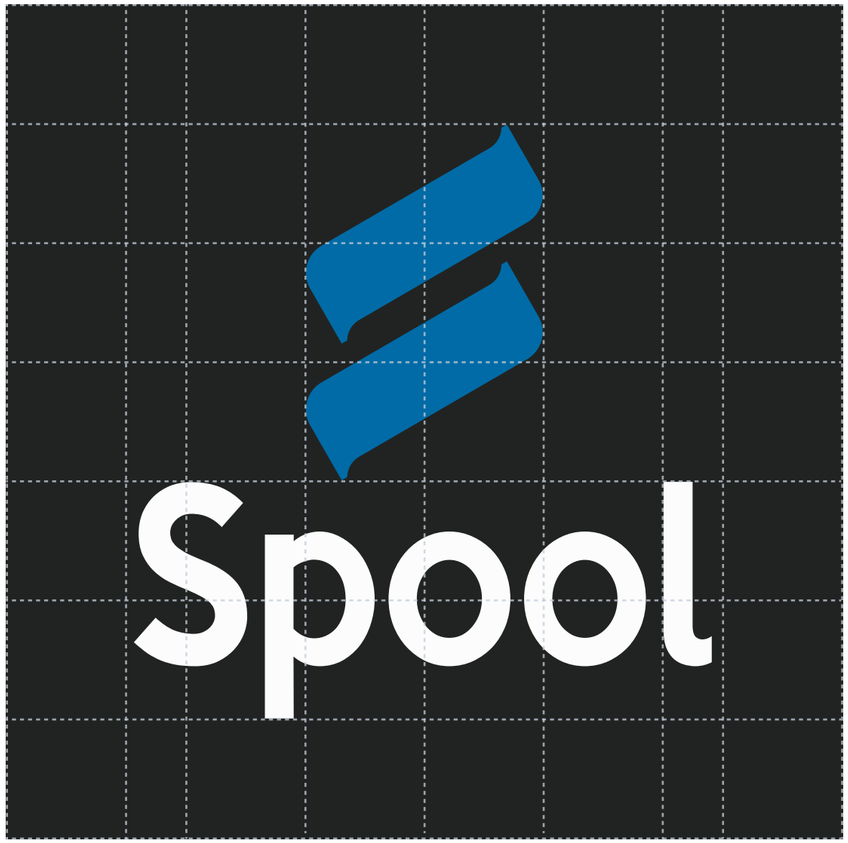
The dark logo is particularly well-suited for use on dynamic backgrounds, providing a striking contrast that captures attention and enhances brand recognition.

Logotype VERTICAL



Light Variant

The vertical light version of the Spool logo offers a unique and versatile representation of the brand. With its vertical orientation, it provides a compact and streamlined design that is perfect for narrow spaces and vertical layouts.



Dark Variant

The dark color scheme conveys a sense of sophistication and professionalism, evoking a feeling of trust and reliability.

C 4 Slogan

The slogan plays a vital role in capturing the essence of the Spool brand and conveying its unique value proposition. Serving as a succinct and memorable statement, it encapsulates the core message and positioning of Spool, creating a lasting impression on the audience.

It provides as a powerful tool to communicate the brand's key attributes, benefits, and mission, resonating with the target group and differentiating Spool from its competitors.

Whether used in marketing materials, advertisements, or social media campaigns, the slogan serves as a rallying cry, reinforcing Spool's commitment to revolutionising decentralised finance and empowering users to unlock the full potential of their investments.

Light Variant

Dark Variant

Light Variant

Dark Variant

Your gateway to
Institutional-Grade DeFi.

Partnership

Light Variant

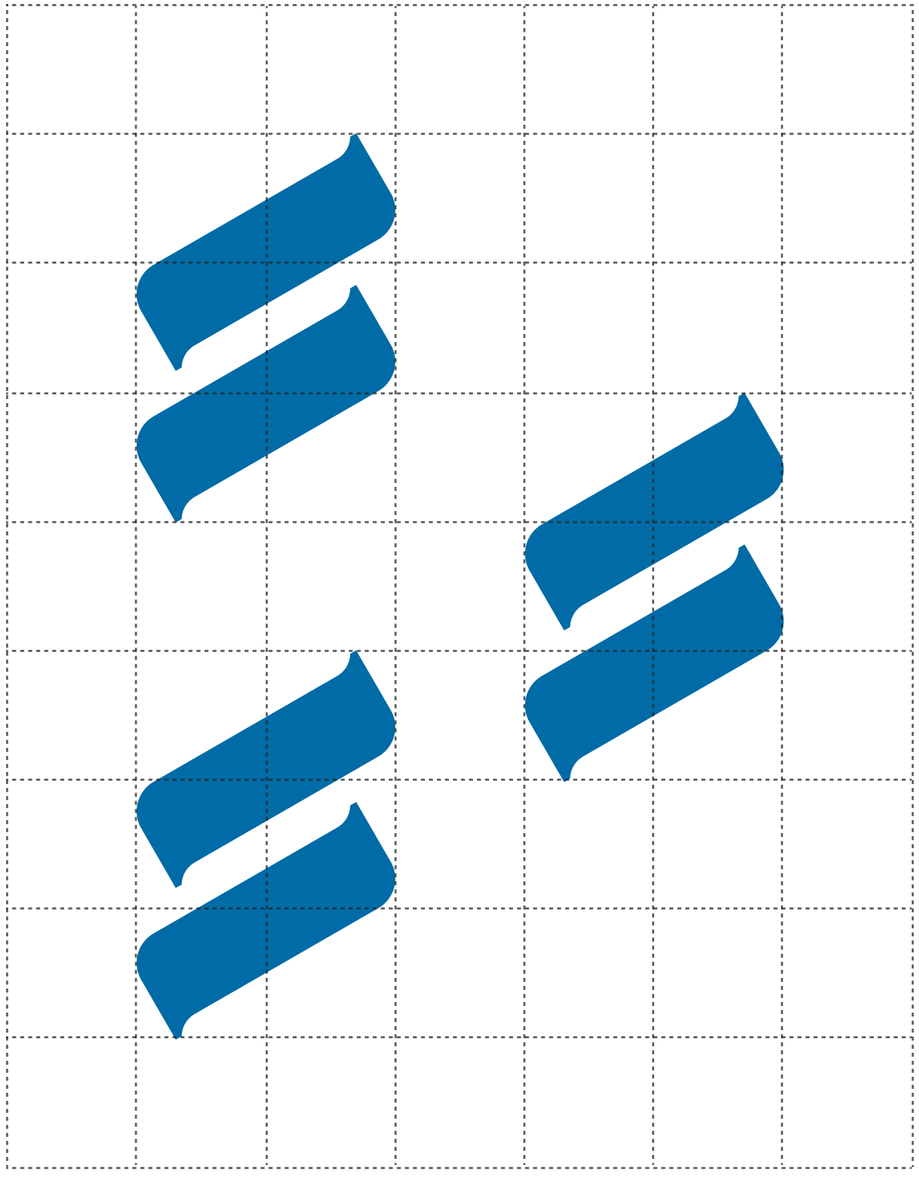
Dark Variant

7 Pattern

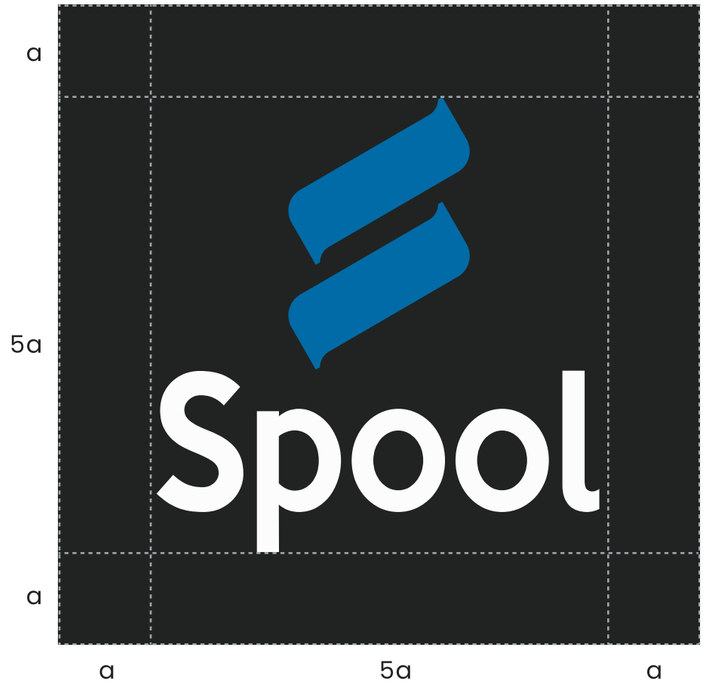
Inspired by the geometric elements of the Spool logotype, the pattern is a versatile graphic composite that can be used across various brand applications.

The pattern consists of repeated elements derived from the Spool sign, forming a cohesive and visually appealing motif. It adds depth and texture to the brand identity, creating a dynamic visual experience.

Whether used as a background, a border, or an accent, the logotype pattern reinforces the brand's visual identity and strengthens its overall presence. With its consistent and recognizable design, the logotype pattern ensures a cohesive and memorable brand experience.

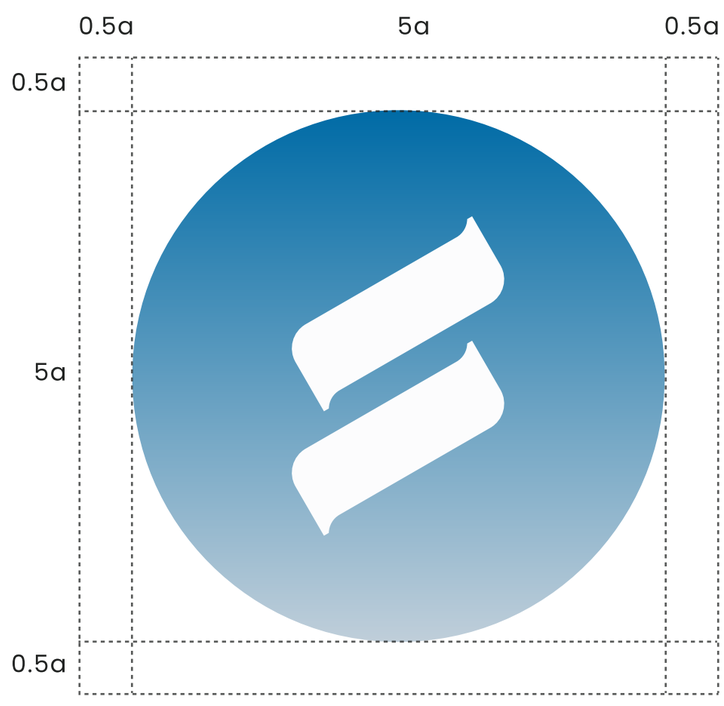


8 Clear Spaces



The clear spaces for the vertical version of the Spool logo play a crucial role in maintaining the integrity and visibility of the brand.

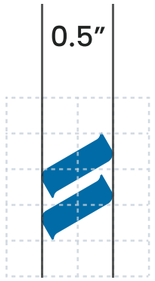
It refers to the minimum amount of empty space that should surround the logo to ensure its legibility and impact.



C 10 Minimal Sizing

The clear spaces for the vertical version of the Spool logo play a crucial role in maintaining the integrity and visibility of the brand.

It refers to the minimum amount of empty space that should surround the logo to ensure its legibility and impact.



Sign

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam

Vertical

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam

Horizontal

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam

Forbidden Usage

Changing the colour is not allowed.

Styling with shadows is not allowed.

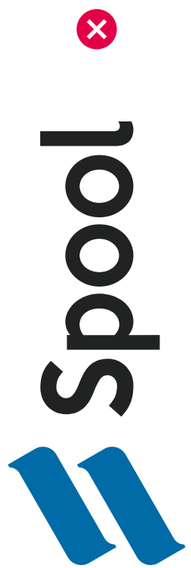
Changing inner light of the lettering is not allowed.

Stacking is not allowed.

Changing the proportions is not allowed.

Changing the plotting module is not allowed.

Forbidden Usage



Changing the angle of the logotype is not allowed.

Creation of custom patterns is not allowed.

Adding a graphical accent is not allowed.