Aave Brand Identity & Guidelines

Implementing the Aave brand in communications
Updated 25 November, 2020

These guidelines will tell you the story of the Aave brand. If you have any questions along the way, please email the design team at wecare@aave.com.
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THE AAVE BRAND
The Aave Story

Aave was founded by Stani Kulechov in 2017 as one of the first decentralised financial applications. Aave means “ghost” in Finnish, which represents Aave’s mission to build transparent and open infrastructure for decentralised finance.

The Aave team, known as the Genesis Team, is made up of a diverse team of innovators across the globe who are actively shaping the future of finance. The Genesis Team’s role is to build new financial tools and update the Aave Protocol according to proposals and vote by the community. The decentralised foundation of Aave means that the community has the decision making power to determine what their finance looks like through the Aave Protocol. The Aave ethos is built on trust and accessibility for all, and the brand has been carefully designed to communicate these values.

The decentralised finance space moves fast, and the brand is communicating this dynamism and spirit of innovation. Aave builds cutting-edge technology to make finance more accessible and non-discriminatory.
Mission Statement

Aave revolutionises how people access and engage with financial services.

Brand Essence

The Aave brand essence can be boiled down to: letting people decide what their finance looks like.

Brand Voice

Aave is accessible - communications break down the DeFi jargon so everyone can understand and participate in the space.
Brand Values

Aave stands for financial integrity.

Communications should convey that Aave is:

Accessible - Aave is a global community with non-restrictive access to innovative financial tools.

Open - Not a limited service. The Genesis Team contributes in developing financial protocols. You decide what you want your finance to be.

Secure - Aave does not sacrifice security for innovation. In this nascent industry that develops at the speed of light, Aave sets and upholds strict security standards.
Brand Personality

Aave is not your old finance.

So what is it?

Aave is finance as you like it. Aave creates new tools to make your assets work for you, so you’re never stuck with something you don’t want. Aave’s financial services are open to everyone regardless of background. The brand and visual style fits with the spirit and idea that people should get to choose their finance.
All communications should reflect that Aave is:

**Friendly** - At the heart of it, innovation stems from collaboration, and Aave is here to build community and make friends.

**Genuine** - Aave is trustworthy, sincere, and reliable.

**Inventive** - Aave keeps pushing the boundaries of innovation, both in building new financial tools and in how it interacts with the community.

**Refreshing** - Finance should not be stuffy. Aave is here for the memes.

**Community** - Aave is a decentralised platform, where the community has the decision-making power for changes to the Aave Protocol. The Genesis Team’s role is to build and facilitate these community-driven updates.
Aave Brand: Marketing Strategies

Everyone should feel connected to the Aave brand. The Aave Protocol has many tools for different audiences. From developers and people with heavy technical knowledge; to people just learning about the decentralised finance world. Everyone should feel included, regardless of experience, age, background etc. Aave is for those who want to be in control of their financial future and make the most of their money. Aave is for everyone.

Marketing and content strategy must reflect this diverse range of audiences.
Want to write about Aave? We’ve got you covered. For questions or press inquiries, please email press@aave.com

Company Description

CEO: Stani Kulechov

Tagline: The Liquidity Protocol

Short: Aave is an open source and non-custodial protocol enabling the creation of liquidity markets.

Medium: Aave is an open source, decentralized non-custodial protocol enabling the creation of liquidity markets on Ethereum where users can earn interest on deposits and borrow assets. The Aave Protocol features access to highly innovative Flash Loans, the first uncollateralised loan option in DeFi.
Boilerplate: Aave (fun fact: the name is taken from the Finnish word for "ghost") is a decentralized, open-source, and non-custodial protocol for liquidity market creation on Ethereum where depositors can earn interest on deposits and borrow assets. Less than one year since launching, the Aave Protocol’s market size surpassed $1 billion. The Aave Protocol is unique in that it tokenizes deposits as aTokens, which accrue interest in real time. It also features access to Flash Loans and Credit Delegation as uncollateralised loan options. Head over to https://aave.com/ to learn more!
Website
https://aave.com/

Discover Aave on Social Media

**Twitter:** https://twitter.com/AaveAave
**Chinese twitter:** https://twitter.com/AaveChina
**Japanese twitter:** https://twitter.com/AaveJapan
**Discord:** https://aave.com/discord
**Telegram:** https://t.me/Aavesome
**Facebook:** https://www.facebook.com/AaveCom/
**LinkedIn:** https://www.linkedin.com/company/aaveaave
**Reddit:** https://www.reddit.com/r/Aave_Official/
**Instagram:** https://www.instagram.com/aave.aave/
Clear space and minimum size

Clear space
The minimum space on either side of the horizontal Aave logo is equivalent to half the height of the wordmark and symbol combined. The minimum space on either side of the vertical Aave logo is equivalent to the height of the wordmark.

Minimum size
The minimum recommended height of the vertical logo is 1 inch high for print and 141px on-screen. The minimum recommended height of the horizontal logo is 1 inch wide for print and 141px on-screen.

Clear space for horizontal and vertical logo:
All Aave’s logos are distinctive, designed pieces of graphic artwork, owned by Aave. The following usage guidelines must be followed:

- Only use the official Aave logo provided in the media kit on the official Aave webpage: https://aave.com/branding
- Do not modify or alter the logos;
- Do not change scale, skew, or rotate any logo;
- Do not change the design of any logo;
- Do not change or vary the colours of any logo;
- Avoid screening logos;
- Do not combine a logo with any other design, trademark, graphic, text or other element, including your name, any trademarks, or any generic terms;
- Logos may only be placed on solid backgrounds (preferably white) unless approved by Aave, and not over an image or pattern (unless approved by Aave);
- No artistic effects (such as drop-shadows, gradients or embossing) may be applied
No word mark or logo may be used or displayed in any of the following ways:

- In any manner that, in the sole discretion of Aave, discredits Aave or tarnishes its reputation and goodwill;
- In any manner that infringes, dilutes, depreciates the value, or impairs the rights of Aave in the word marks and/or logos;
- In any manner that is false or misleading;
- In connection with any pornography, illegal activities, or other materials that are defamatory, libellous, obscene, or otherwise objectionable;
- In any manner that violates the trademarks, copyright, or any other intellectual property rights of others;
- In any manner that violates any law, regulations, or other public policy;
- In any manner as part of a name of a product or service of a company or organization other than Aave
TYPOGRAPHY
Roboto Black

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
.,;?!(/)
0123456789
Roboto Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
.,;?!(/)
0123456789
#B6509E
R: 182
G: 80
B: 158

#2EBAC6
R: 46
G: 186
B: 198

#2EBAC6 - #B6509E
45 degrees, left bottom to top right
If you have any questions along the way, please email the design team at wecare@aave.com.

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