

1

Logo

Ghost Logomark

The Ghost Logomark stands at the heart of Aave's visual identity, embodying the brand across all platforms.

This Logomark reimagines the classic Aave ghost symbol to maintain Aave's image uniformly, whether in print or digital form, and regardless of size.

Crafted from sleek, circular designs, the logomark acts as the foundation for a broader and richer visual identity that includes typefaces, brand accents, and illustrations.



Aave
Wordmark

The Ghost Logomark is supported and extended by the Aave wordmark.

Set in lowercase, the wordmark is designed to mimic the aesthetics of the logomark. The clean geometric forms of the wordmark utilize the same circular profile established within the Ghost Logomark.



Aave
Logo

The full Aave Logo is a combination of the Ghost Logomark and the Aave wordmark.



Aave Logo
Construction

There are multiple ways to utilize all elements of the Aave logo.

Both the Ghost Logomark and the Aave Wordmark can stand alone or be combined to create the full Aave Logo.

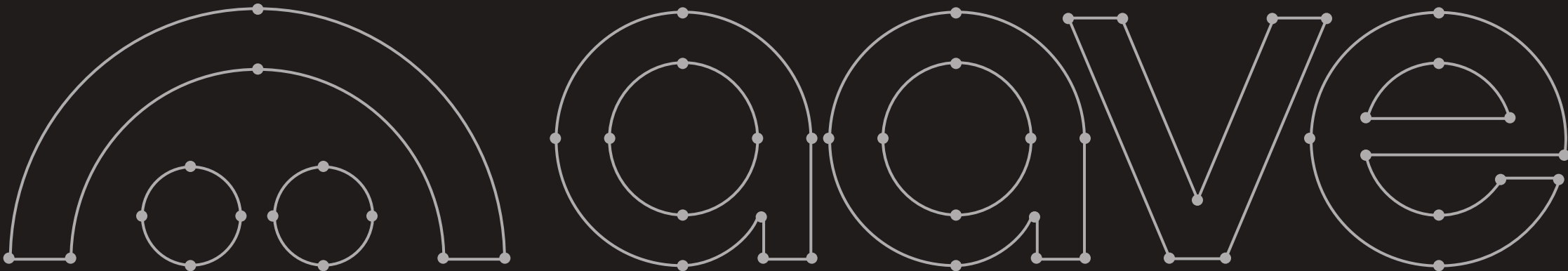
Aave
Logo



Aave
Ghost Mark

Aave
Wordmark

Aave Logo
Construction



Token Logo

The Aave Token Logo is created by positioning the original Ghost Logomark inside a circular container.



Profile
Picture

Square



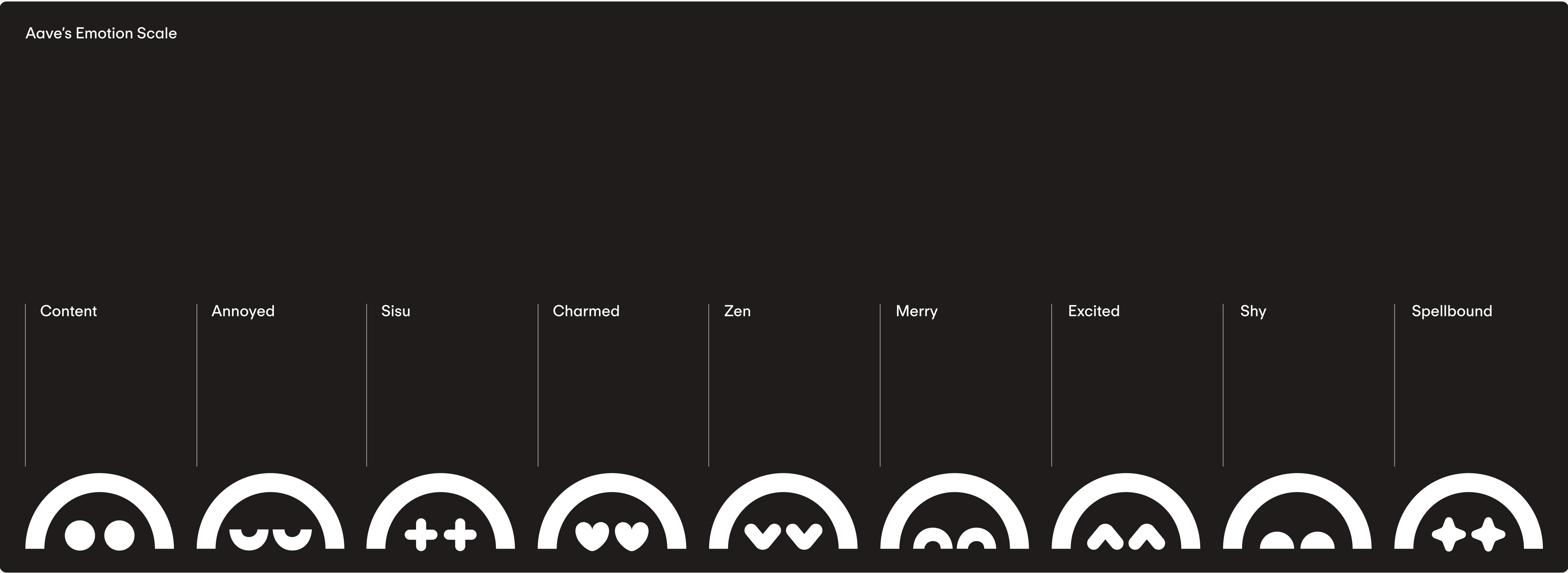
Circular



Ghost Logomark Variations

A delightful feature of the Ghost Logomark is its ability to showcase a spectrum of emotions through the ghost's facial expressions.

While these variations of the logomark should not replace the primary symbol, they can enhance personality in specific situations, such as animated content.



Derivative
Logos

Community assets are derivatives of the main Aave logo and can be used by the community as needed.

For example, if you’re throwing an Aave related event, you may want to use the Aave Events logo rather than the standard Aave logo, for clarity.

Community
The Community ghost features star-shaped eyes.

Events
The Events ghost features heart-shaped eyes.

DAO
The DAO ghost features rhombus-shaped eyes.

Community



Event



DAO



Derivative
Logos

The derivative logos are constructed from three core elements:

A
Specific Ghost Logomark variation.

B
The original Aave Wordmark.

C
Specific derivative wordmark based on the original Aave lettering.



Derivative
Logos

Every segment of the Aave universe is paired with distinct color schemes, detailed later in this document.



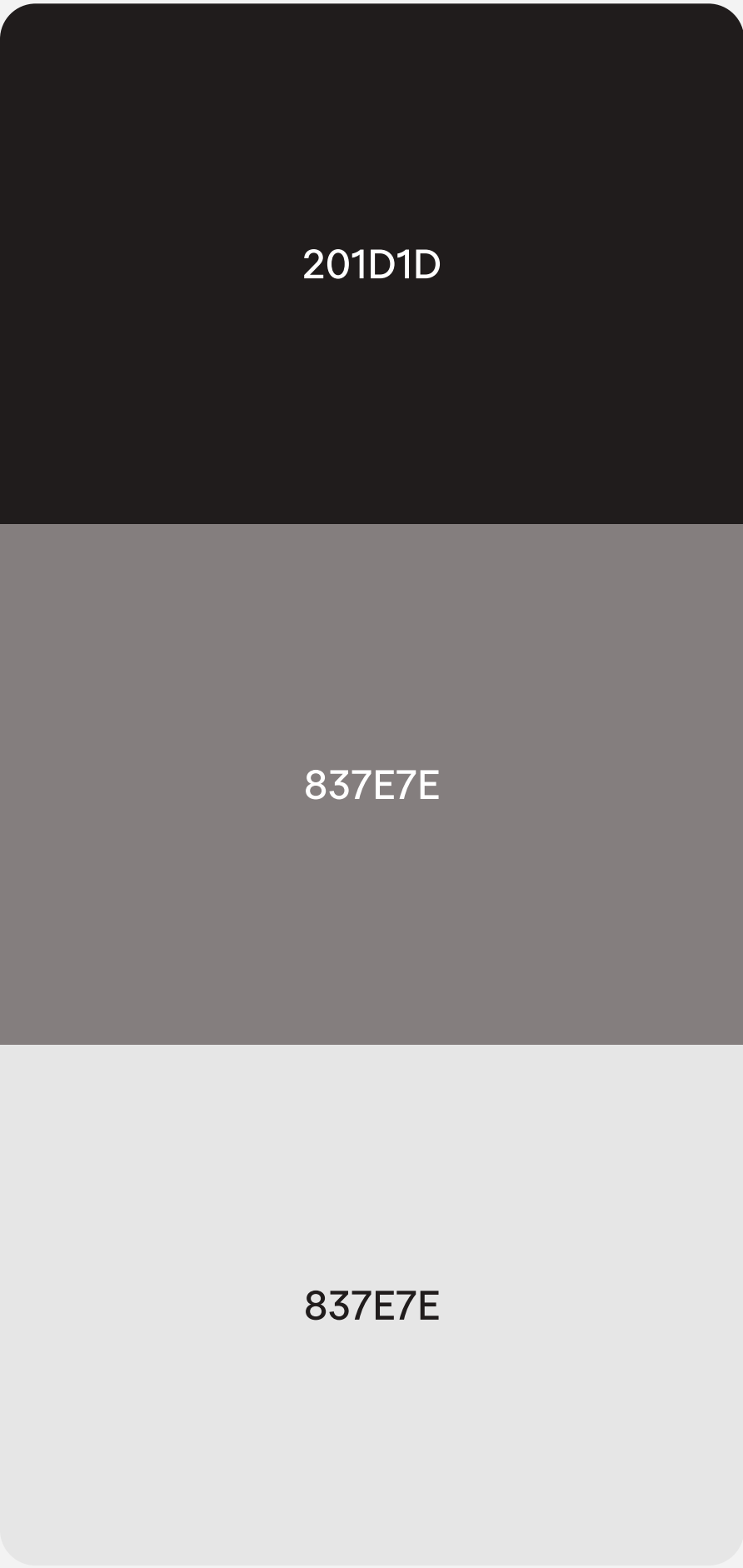
Colors

Core Palette

The Aave primary palette comprises two key scales: Gray and Purple.

This primary palette forms the fundamental color scheme of the brand and is intended for use in all critical visual communications for Aave, including the Ghost Logomark and the Aave Wordmark.

Grays



Purples



Extended Palettes

Colors from the extended palette are used for illustrations and derivative logos.

Reds	Blues	Yellows	Greens
<div>F24900</div>	<div>1A88F8</div>	<div>FFB800</div>	<div>1F807B</div>
<div>FF8947</div>	<div>48ABFF</div>	<div>FFD631</div>	<div>63BBB6</div>
<div>FFC693</div>	<div>A9E7FF</div>	<div>FFF7AE</div>	<div>9DEBE7</div>

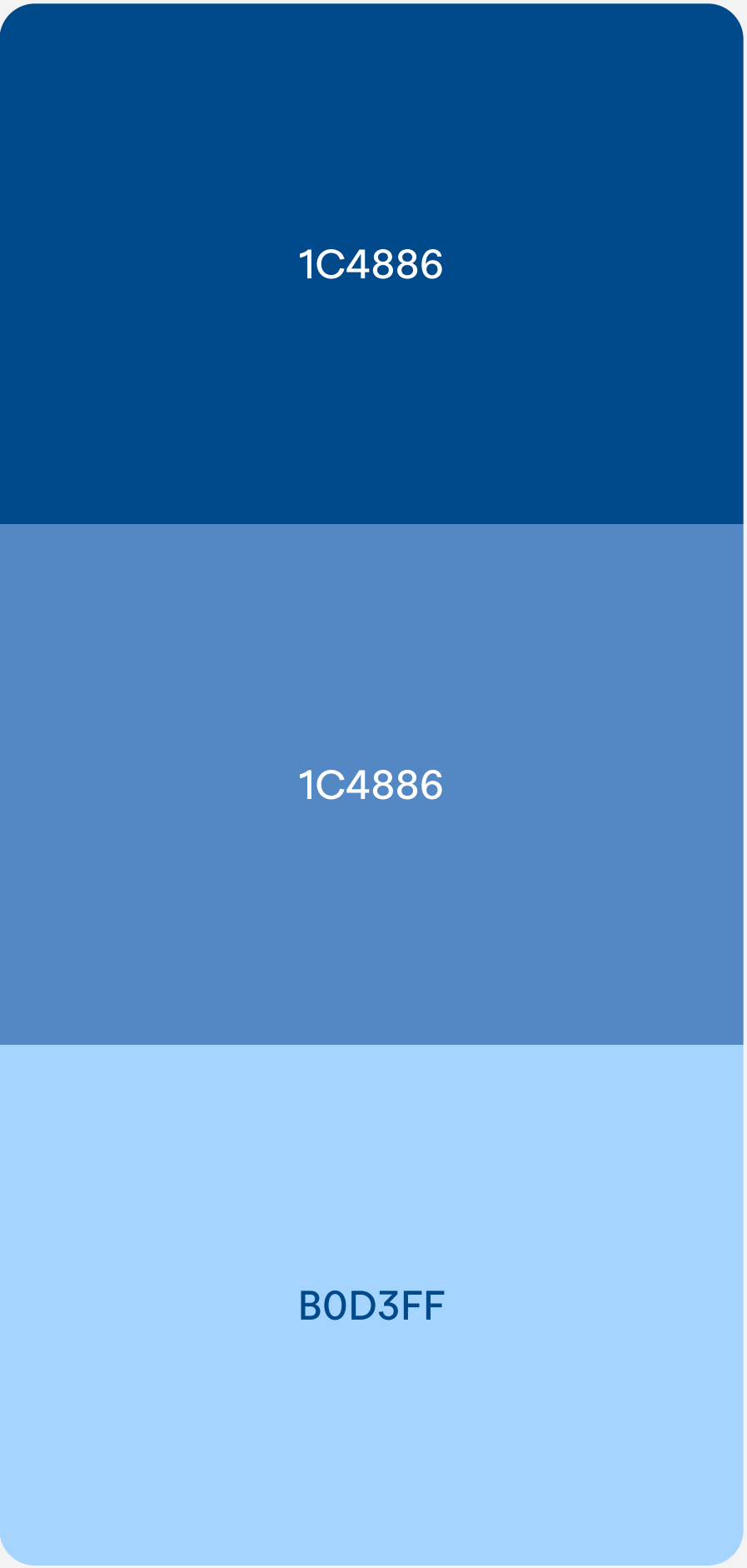
Extended Palettes

Colors from the extended palette are used for illustrations and derivative logos.

Reds



Blues



Logo
Colorways

The Aave logo can be paired with most colors outlined in this guideline; however, it is recommended to predominantly use limited logo colorways derived from the primary color palette, as illustrated in the examples.



Derivative
Palettes

Each Aave derivative (Community, Events, DAO) has its own unique custom color palette.

While white from the primary color palette can be used across all derivatives, the rest of the colors should be allocated to their respective derivatives.

Community

Events

DAO



3

Typeface

Brand Typeface

The Aave brand typeface, FT Regola Neue by Formula Type, merges geometric and grotesque elements into a geo-grotesque style.

Its circular profile complements the semicircular shapes common across the brand's various elements.

FT Regola Neue

Protocol
Borrow
Assets
Lend
32%

781
Coin
Flash
Stable
Markets

Brand Typeface
Weights

FT Regola Neue comes in a set
of different weights:

- Regular
- Medium
- Semibold
- Bold
- Italic

Regular
Medium
Semibold
Bold
Italic

AaBbCc
AaBbCc
AaBbCc
AaBbCc
AaBbCc

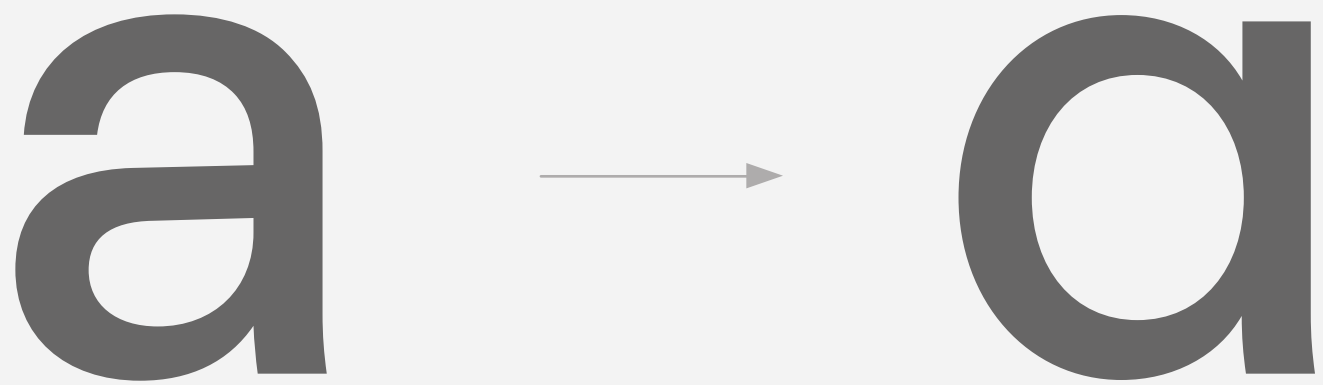
Alternative
Glyphs

FT Regola Neue offers two alternative glyphs for the letter 'a':

- Double-storey [a]
- Single-storey [ɑ]

The single-storey [ɑ] should always be used in Aave’s visual communications.

The alternative shapes of the 'a' can be accessed via OpenType settings.



asset



ɑsset

aave



ɑaave

Typeface
Hierarchy

Each weight of the brand typeface and body typeface should be used considering a particular hierarchy:

Inter Regular
Regular should be used for larger bodies of text and descriptions.

Inter Medium
Medium can be used for both, larger bodies of text and headlines.

Regola Neue Semibold
Semibold usage should be reserved only for headlines or highlighting specific parts of a text.

Inter Regular + Medium
For larger bodies of text and descriptions

Regola Neue Medium + Semibold
For headlines and highlighted text

Aave Protocol has been audited and secured. The protocol is completely open source, which allows anyone to interact with a user interface client, API or directly with the smart contracts on the Ethereum network.

Interacting with the protocol involves transactions and, consequently, transaction fees for using the Ethereum Blockchain. These fees vary based on the network's status and the complexity of the transaction.

Liquidity Protocol

Earn interest,
borrow assets, and
build applications

Using Typefaces

Headlines should be set in either Regola Medium or Regola Semibold.

This is a short headline set in Regola Medium

This is a short body text example set in Inter Regular. Body text is the most common element of a document, forming it's main content and taking up the most space.

This is a short headline set in Regola Semibold

This is a short body text example set in Inter Medium. Body text is the most common element of a document, forming it's main content and taking up the most space.

Introduction to Aave

Decentralised non-custodial
liquidity market protocol

Aave Token	+
Aave protocol	+
Interacting with Aave protocol	+
Supplied funds storage	+
Information shared with TRM labs	+

- Protocol

Security

Glossary

Grants

App

4

Brand Accents

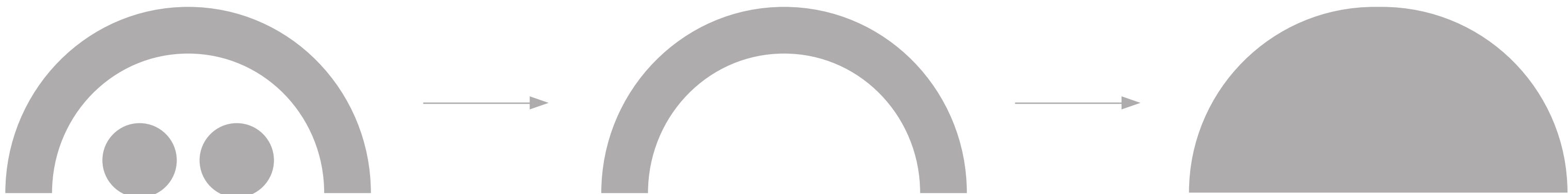
The Semicircle

The semicircle is a modular brand accent, originating from the Aave Ghost Logomark's initial shape.

This simple graphic element can be versatilely employed to complement and enhance the other visual assets.

Logomark

The Semicircle



Using The Semicircle

The semicircle can be used in a variety of ways:

A
Used as a stand-alone element.

B
Repeated, layered and rotated.

C
Overlapped to form more complex pattern elements.

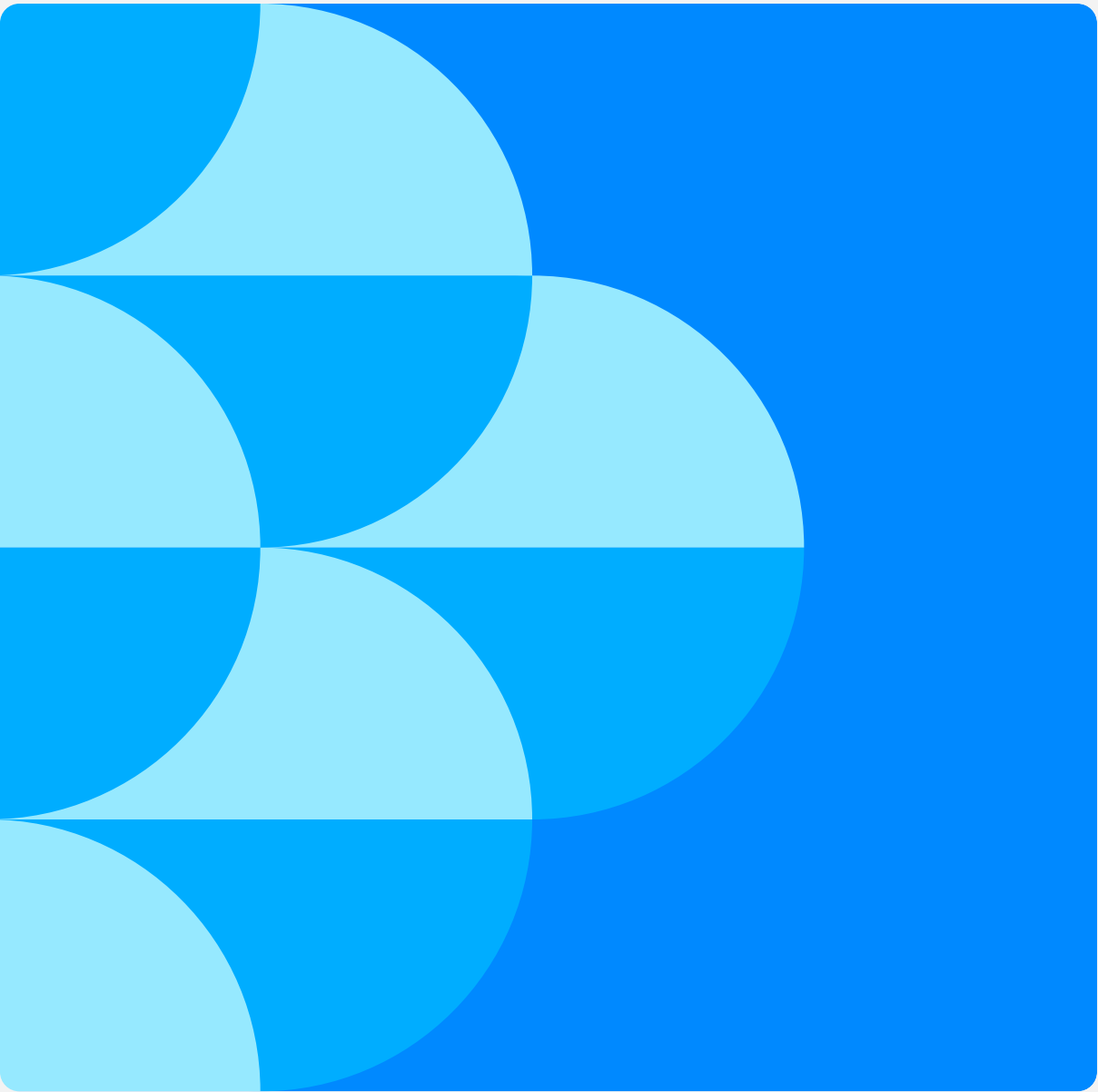
A



B



C



Using The Semicircle

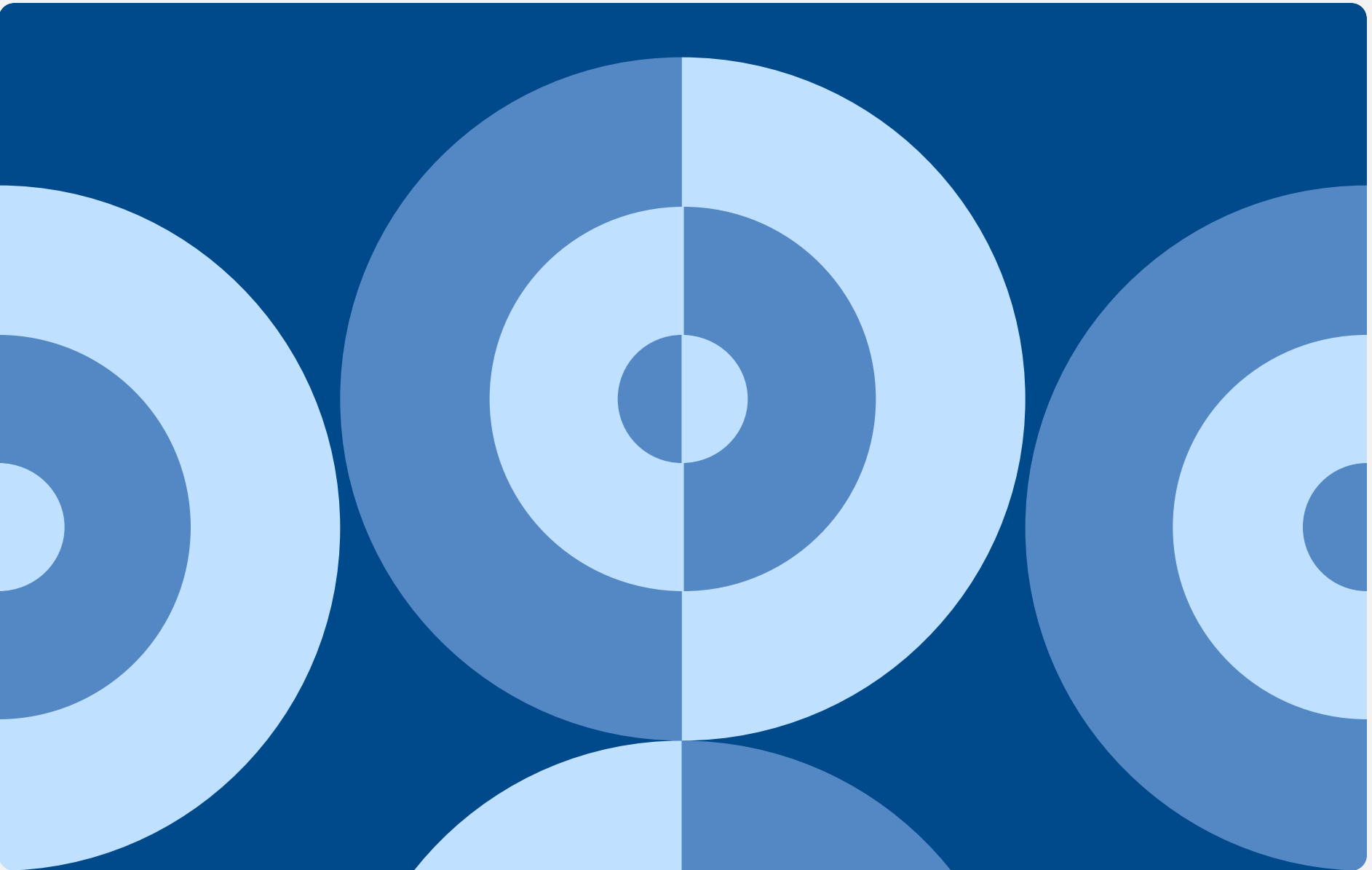
The modularity of the semicircle allows for total control over the complexity of patterns.

The patterns can vary from very simple to detailed.

Simple



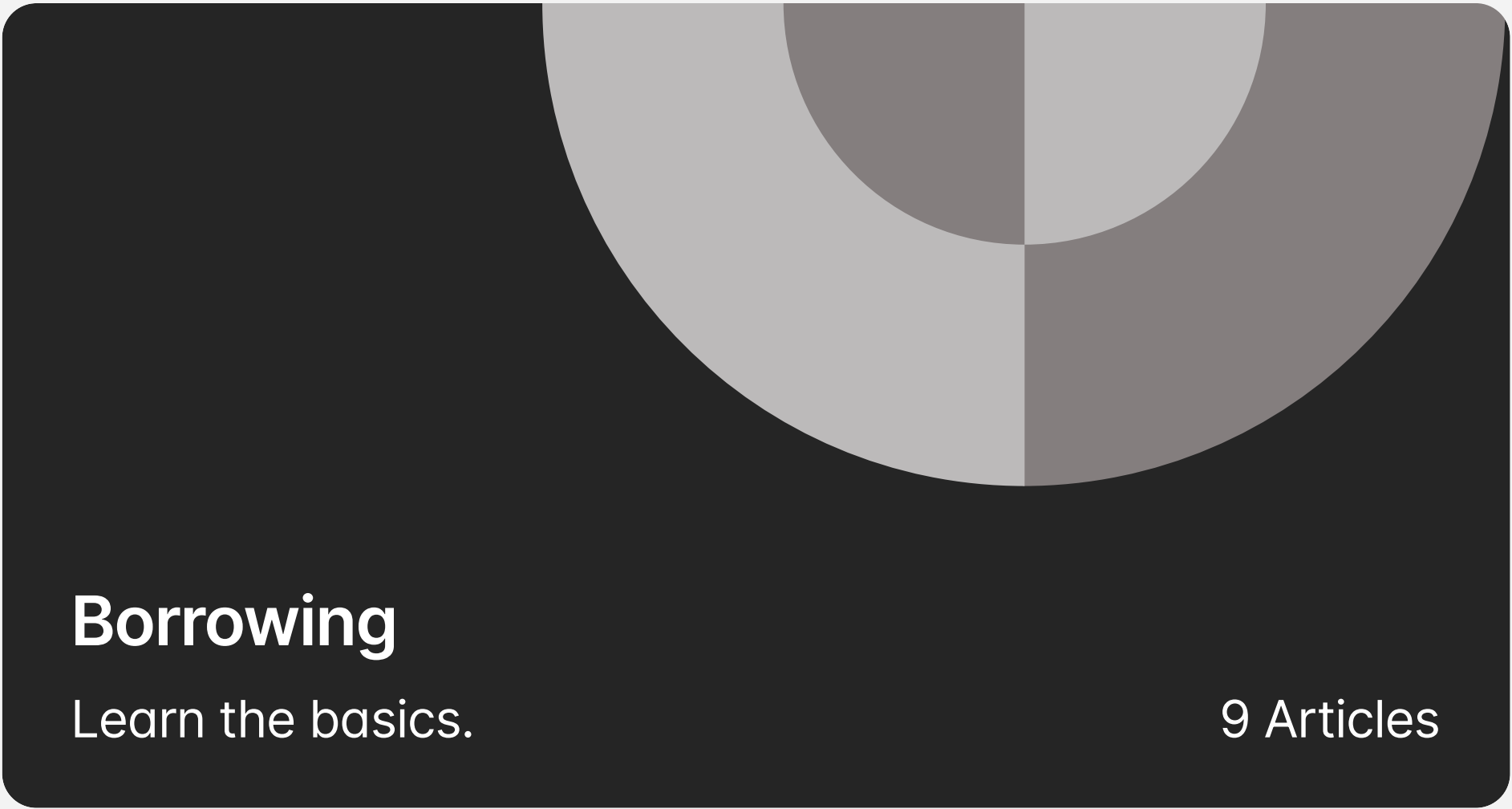
Detailed



Using The Semicircle

- The Semicircle element can be paired with text.
- Text can be placed below, above or next to the semicircular elements.
- Avoid overlapping text and semicircles.

A



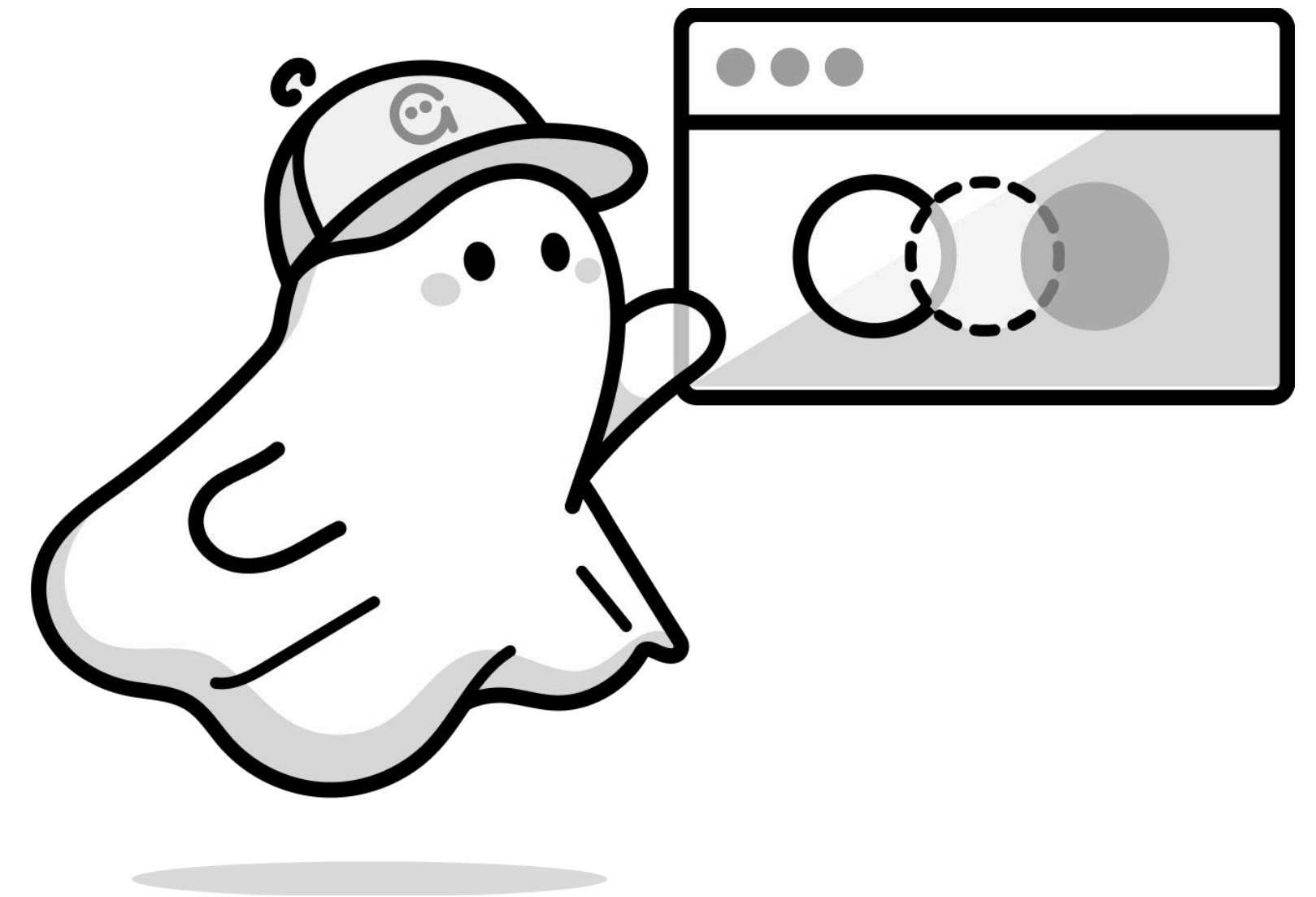
B



Illustrations

Another significant brand feature is a collection of illustrations depicting Ronnie, a friendly ghost mascot.

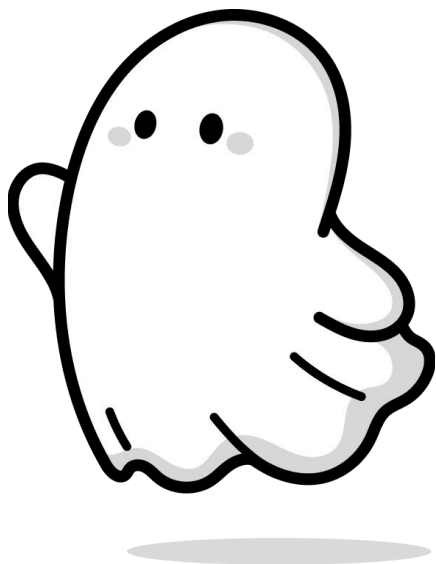
These illustrations can function as purely decorative elements or be employed to elucidate different facets of the Aave universe.



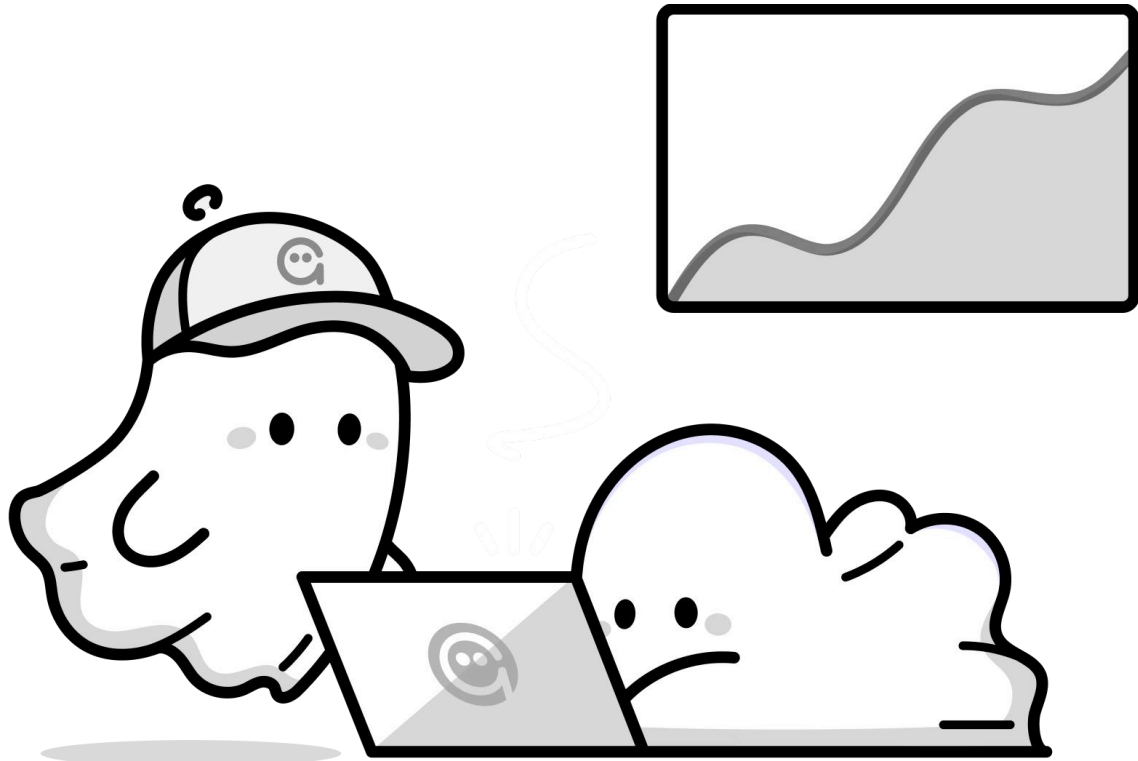
Illustrations

A

Illustrations come in various degrees of complexity and detail



B



Illustrations

The illustrations are semitransparent and will blend with solid background colors.

Purple



Red



Green



