

AMULET

BRAND GUIDE

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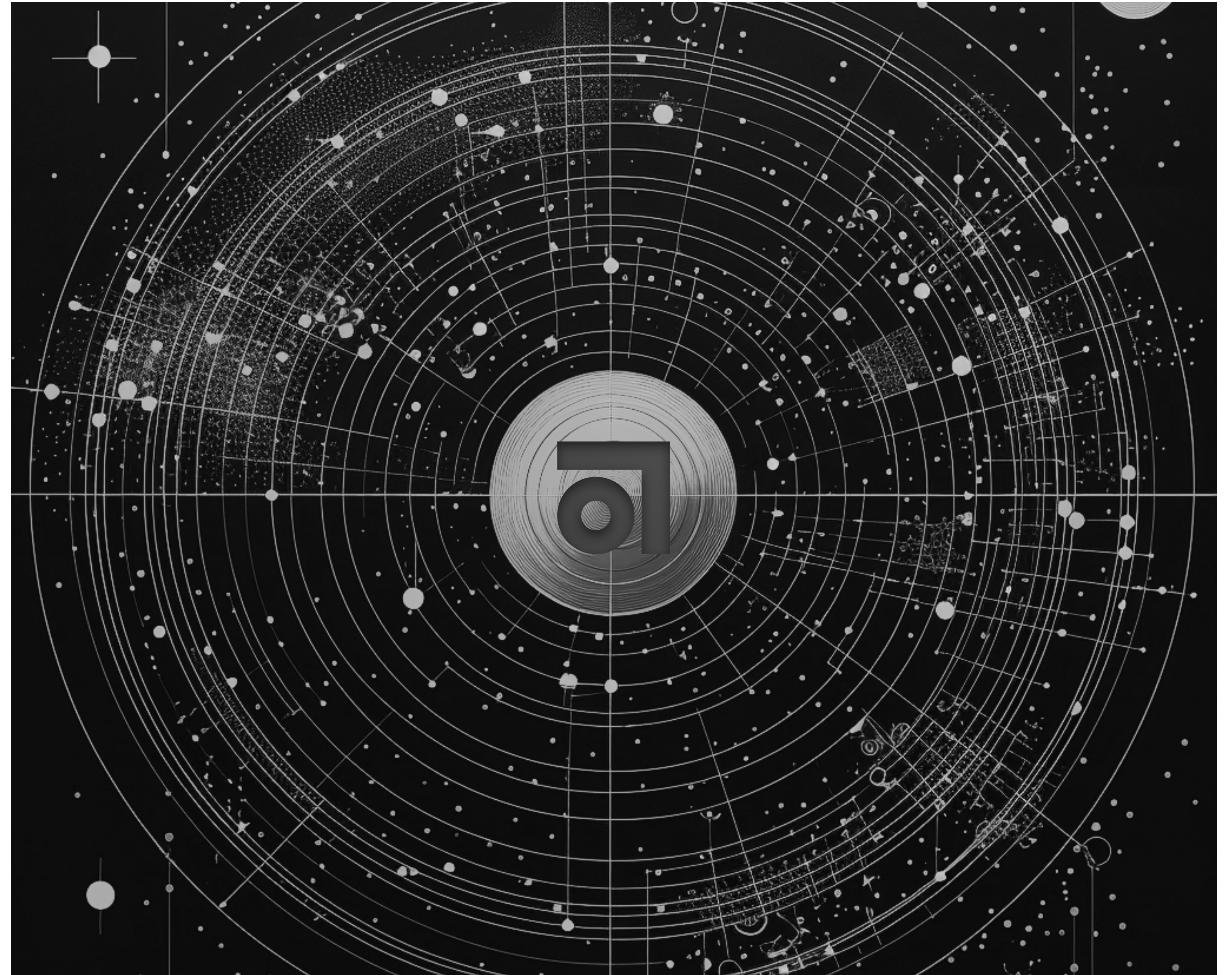
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Overview

The Brand Story

The Guardian of Defi

In the decentralized cosmos, where financial constellations hold boundless potential, Amulet emerges as a pioneering force - a Defi Insured Yield Farming Protocol. Rooted in the core principles of guarding, shielding, protecting, and ensuring safety, Amulet stands as the cosmic sentinel, a beacon of security within the expansive financial galaxy.

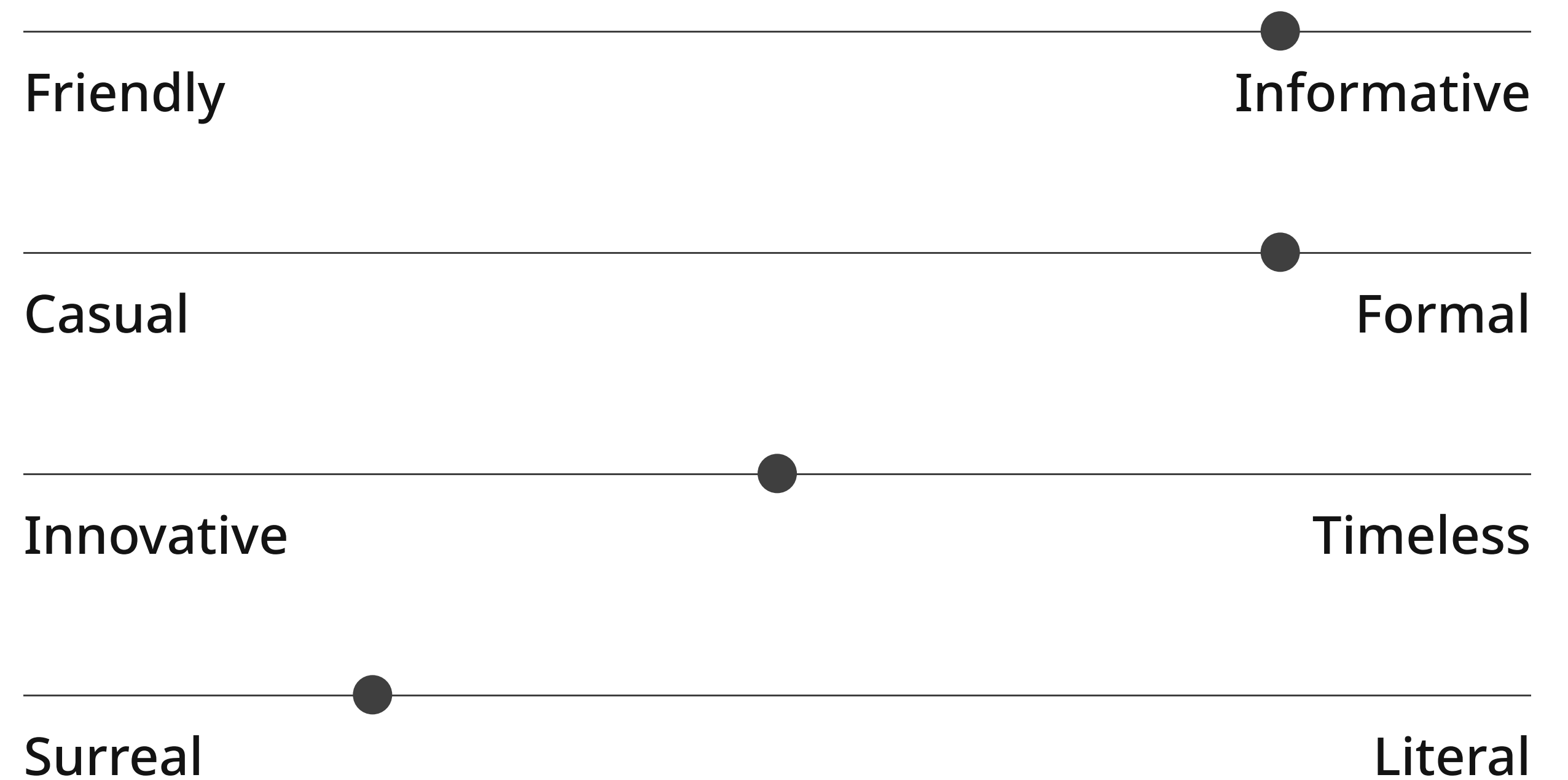


Voice & Tone

Defining the way... ..

How we communicate

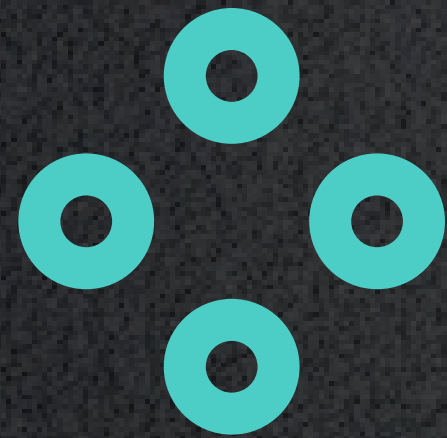
Amulet's visual design language is an artful convergence of informative clarity, formal professionalism, surreal intrigue, timeless aesthetics, and universal appeal. With a simple and sleek aesthetic, the brand seamlessly integrates cinematic elements, creating a polished and enduring identity. This comprehensive approach positions Amulet as not just a financial entity but a timeless and sophisticated experience, blending innovation with a touch of the surreal to captivate a global audience.



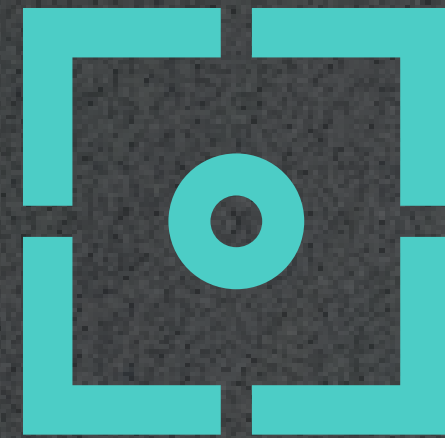
Logo - Family



AMULET



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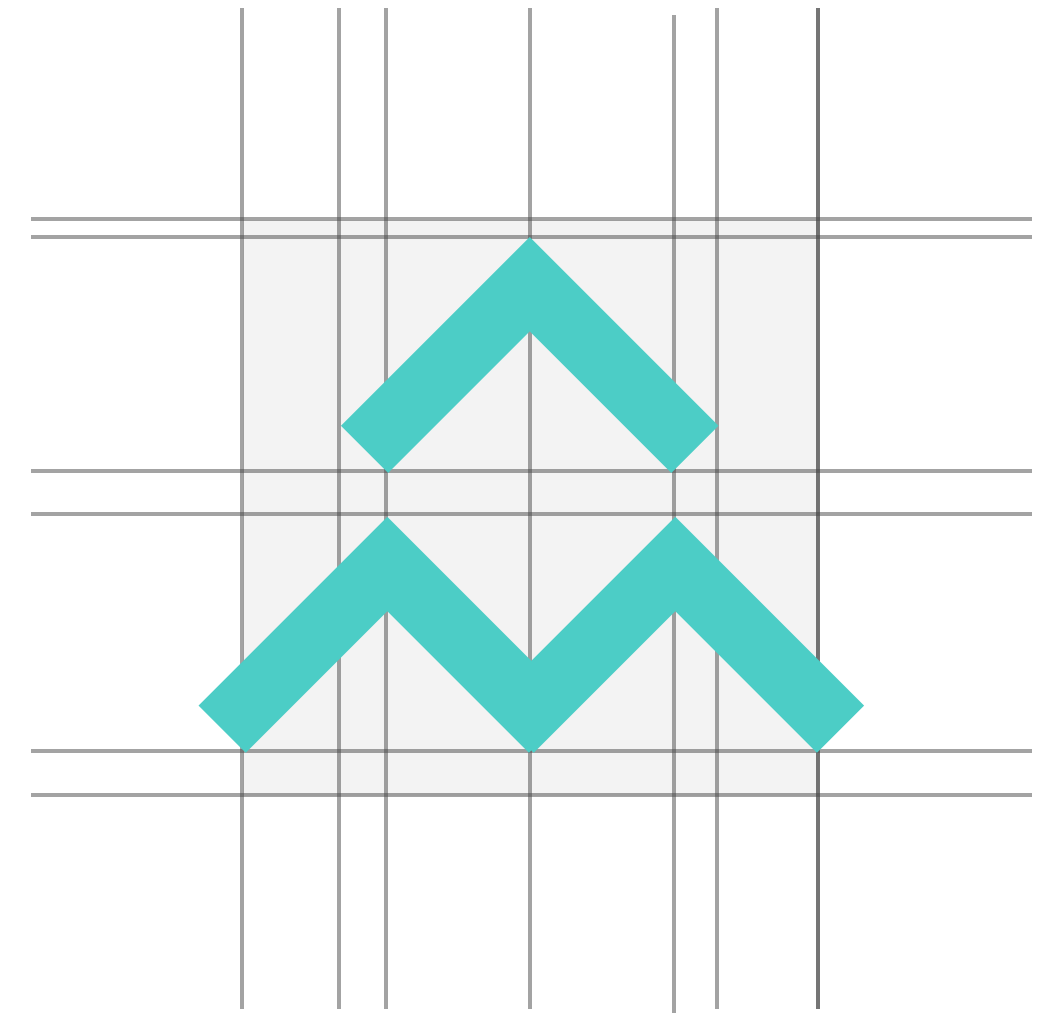
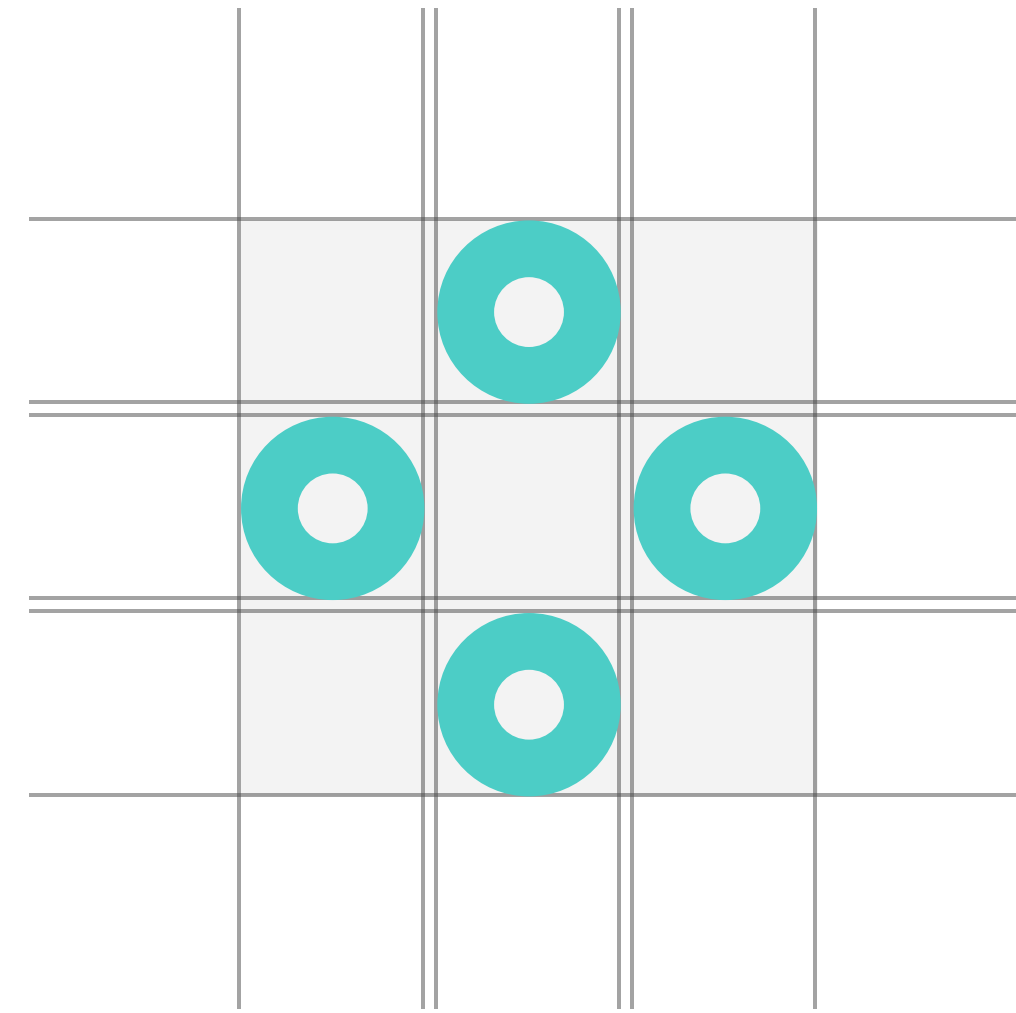
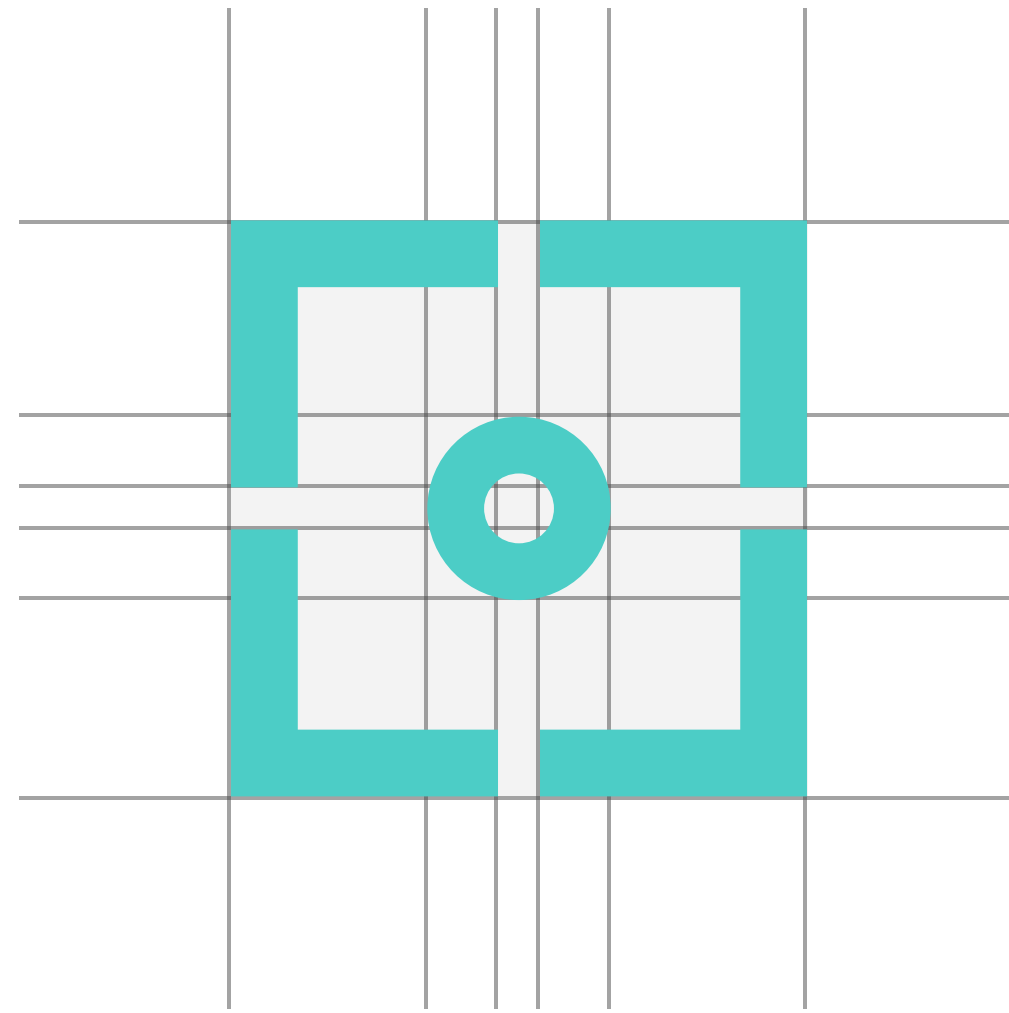
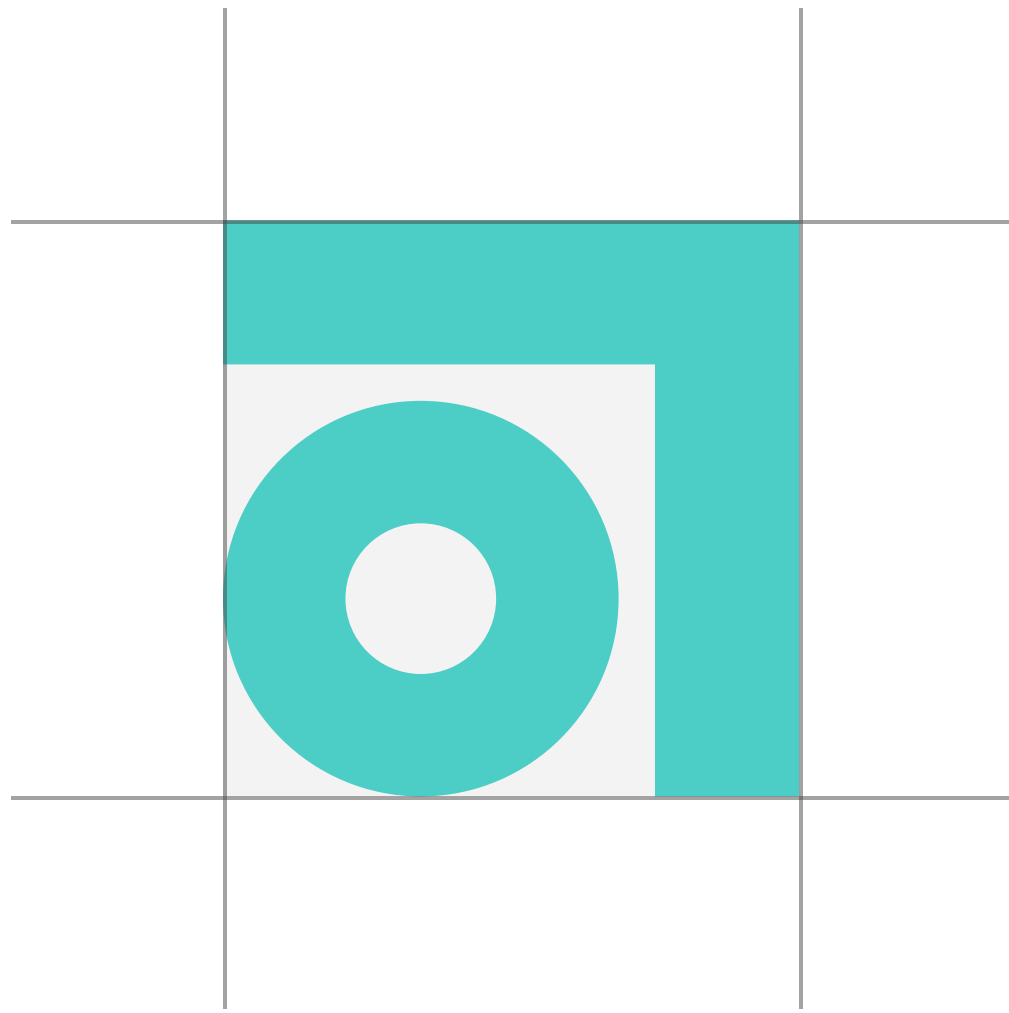


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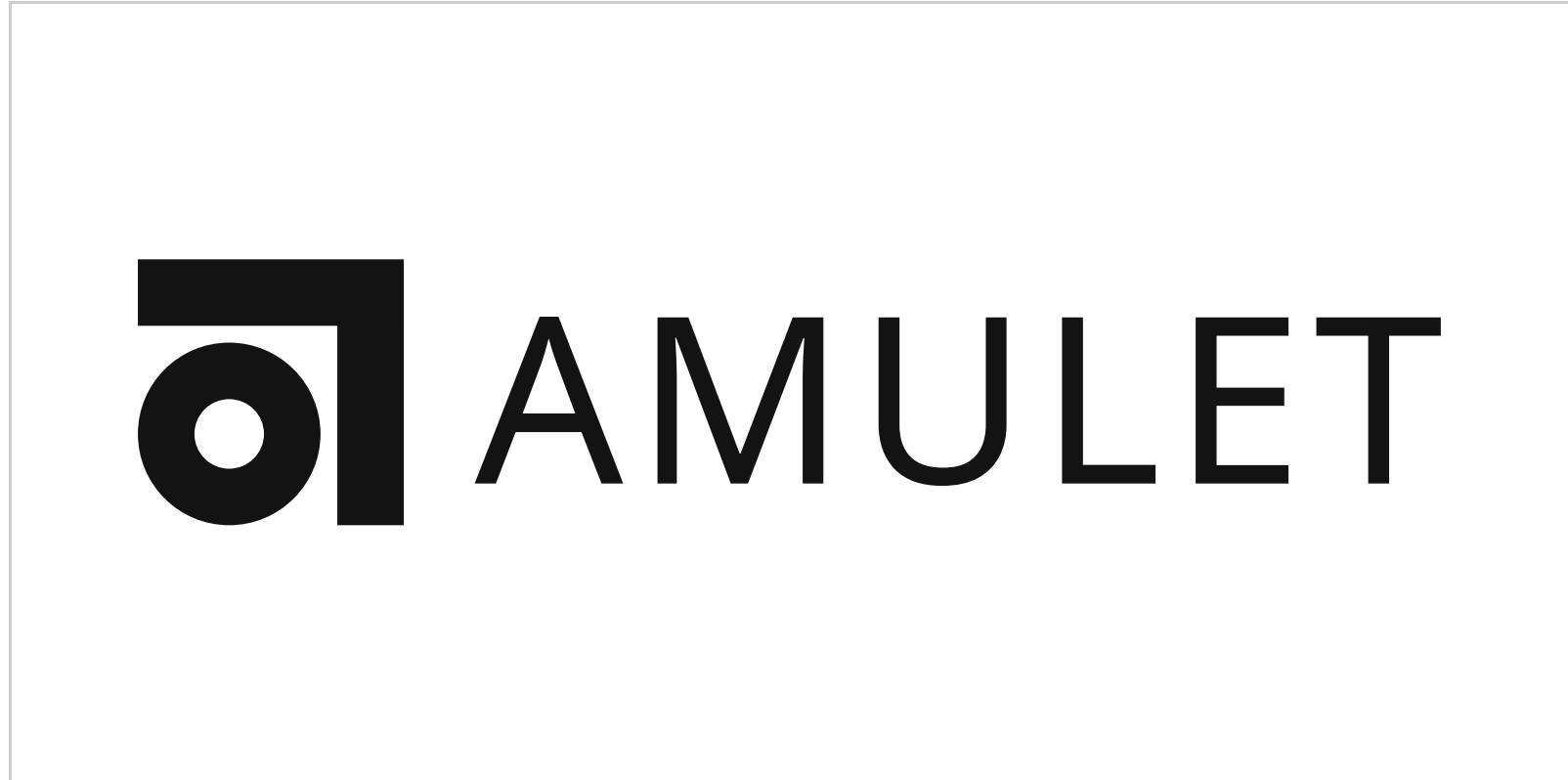


AMUSHIELD

Logo - Grids



Logo / Variations



LOGO HORIZONTAL - DEFAULT



LOGO - ICON



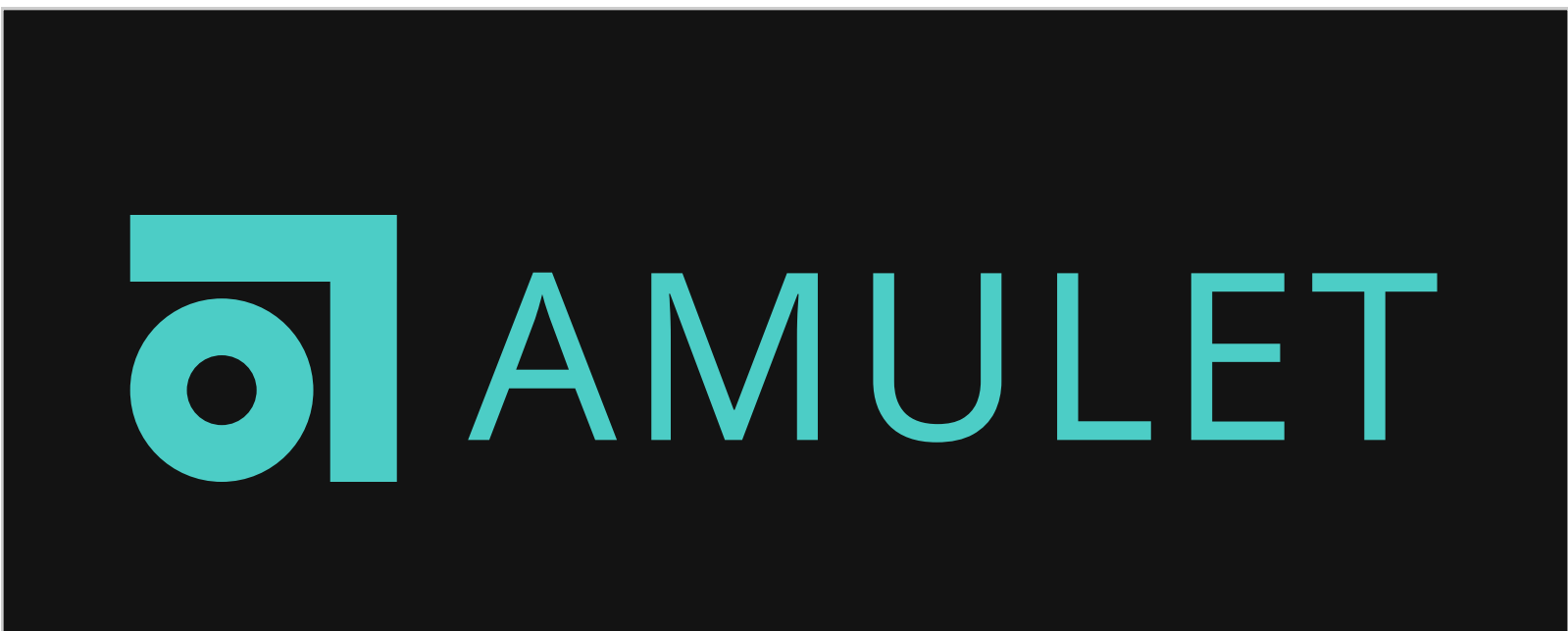
LOGO HORIZONTAL - REVERSE



LOGO - VERTICAL

Addressing the dynamic digital landscape, we present responsive logos optimized for various platforms and devices. From social media avatars to mobile app icons, these adaptations maintain our visual identity while embracing the flexibility demanded by the ever-evolving technological canvas.

Logo / Color Variations



Having different color variations for a logo is crucial. It enhances adaptability, allowing the logo to seamlessly integrate into diverse backgrounds, materials, and mediums. This flexibility ensures that the logo remains visually striking and recognizable across a myriad of contexts, be it on digital platforms, print materials, or various surfaces.

Logo / Best Practices



Do



Do



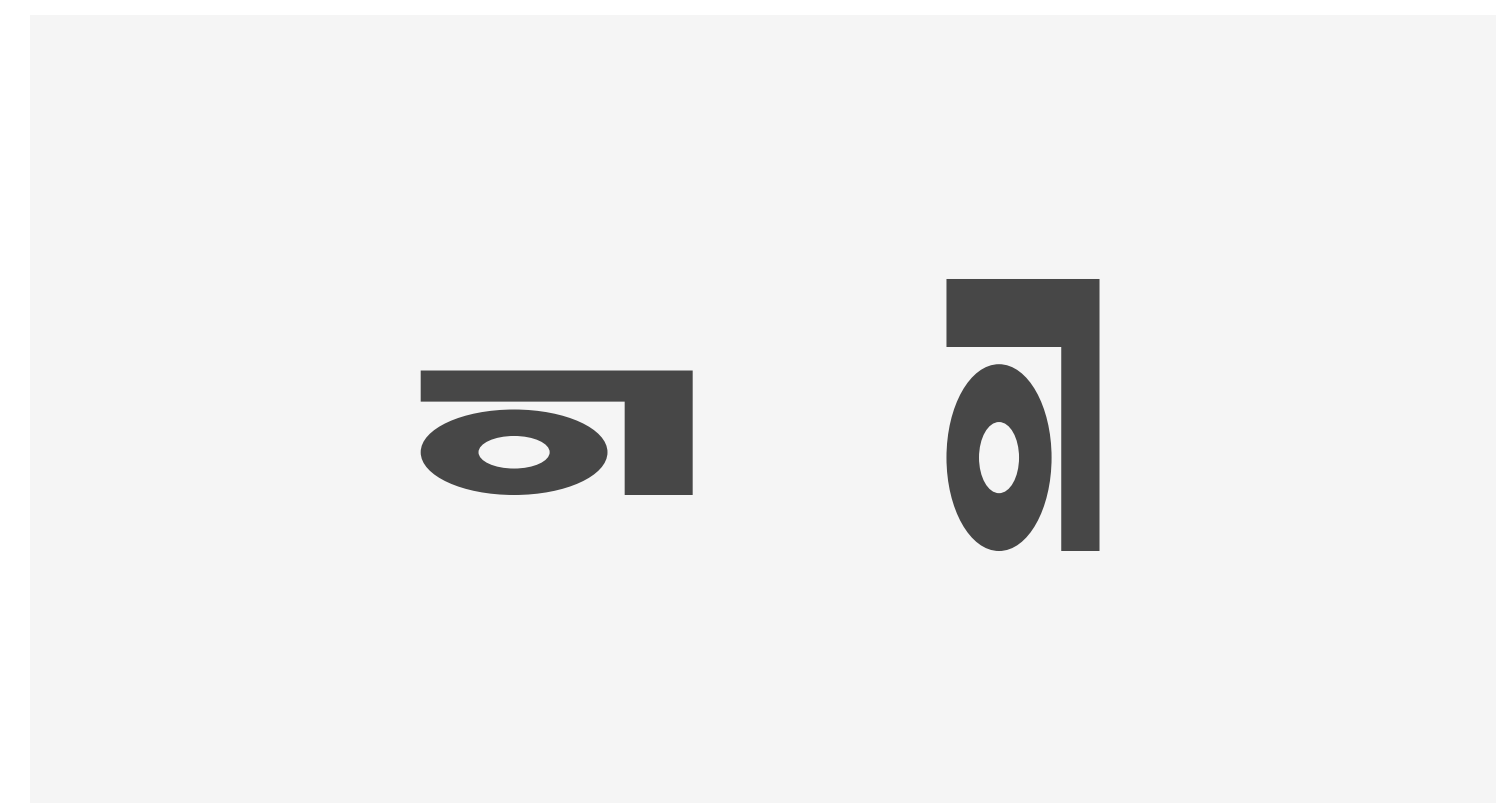
Do



Don't



Don't



Don't

Color Scheme

A cyan color scheme, characterized by a range of blue-green and monotone hues, inherently communicates a sense of security, safety, and professionalism. Cyan is associated with traits such as calmness, trustworthiness, and reliability, making it an ideal choice for brands seeking to convey a strong and professional image.

Gradient

#04374D ~ #4CCDC6

Color Name

#000000

Light Grey

#D8D8D8

Dark Grey

#474747

Cyan

#4CCDC6

Blue

#04374D

Midnight

#131313

Typography

Aa

Noto Sans

Noto Sans is a free and open-source font family designed by Google.

The quick brown fox jumps
over the lazy dog

**The quick brown fox jumps
over the lazy dog**

Noto Sans Regular

A B C D E F G H I J K L M N O P Q

R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s

t u v w x y z

Noto Sans Bold

A B C D E F G H I J K L M N O P

Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r

s t u v w x y z

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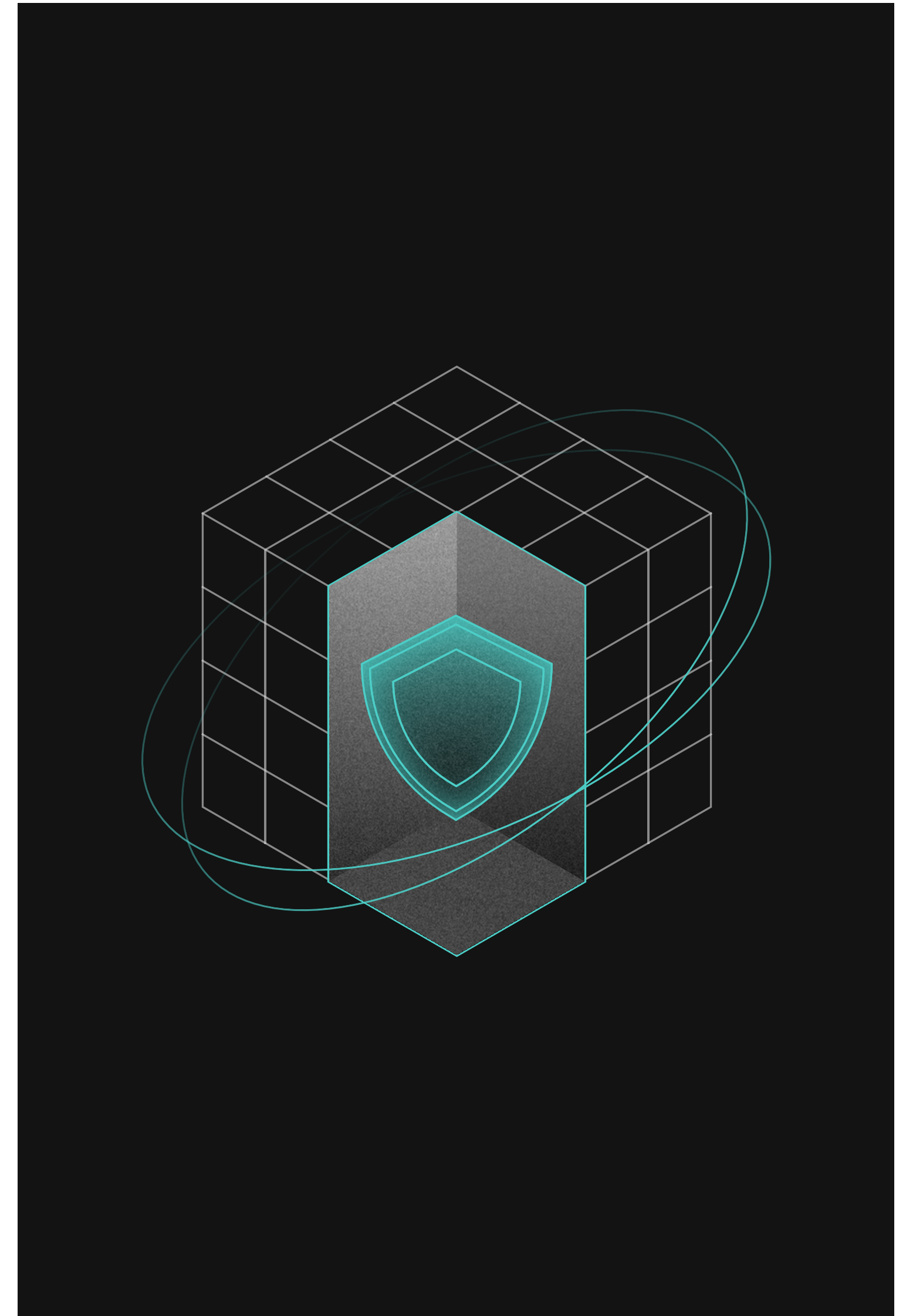
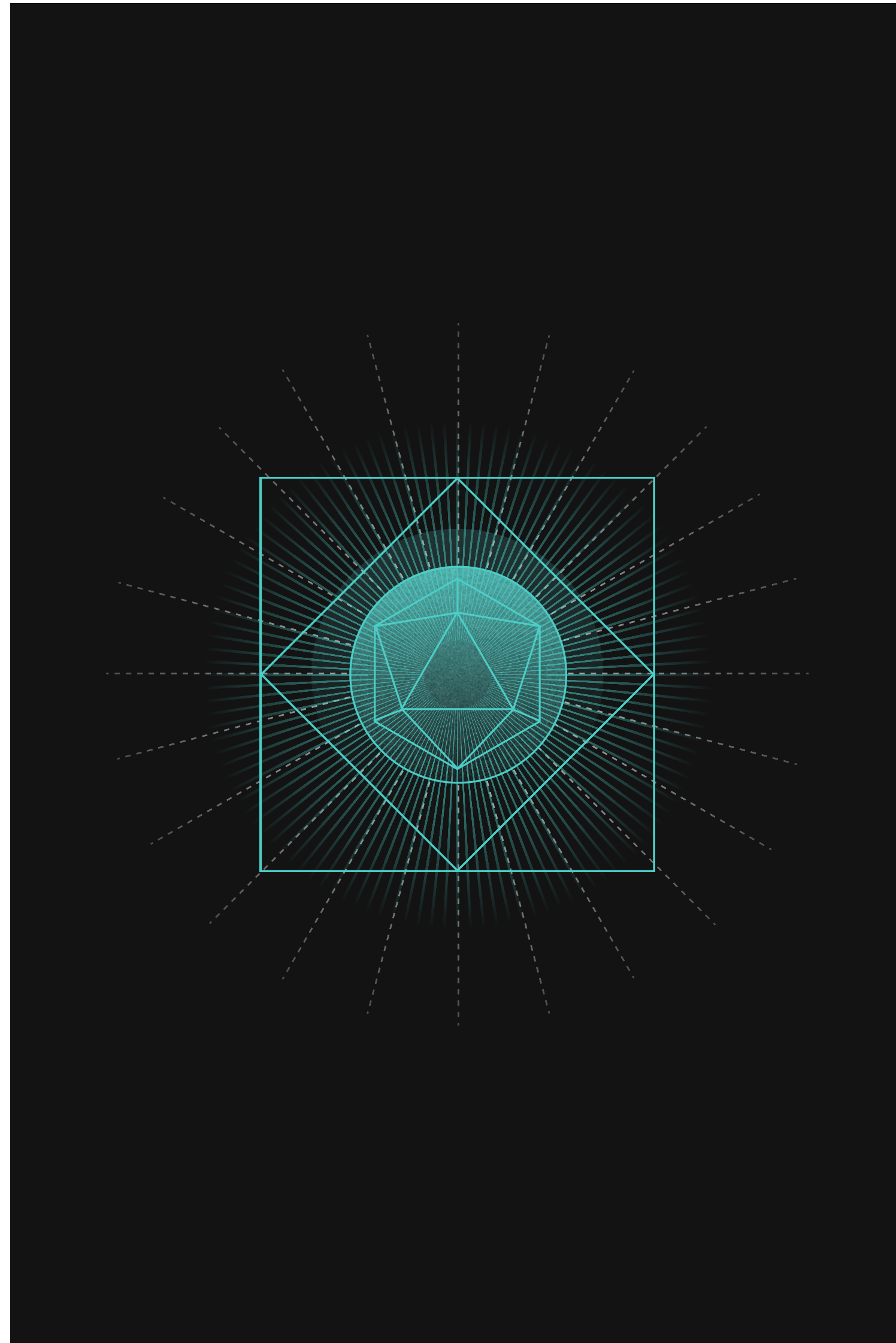
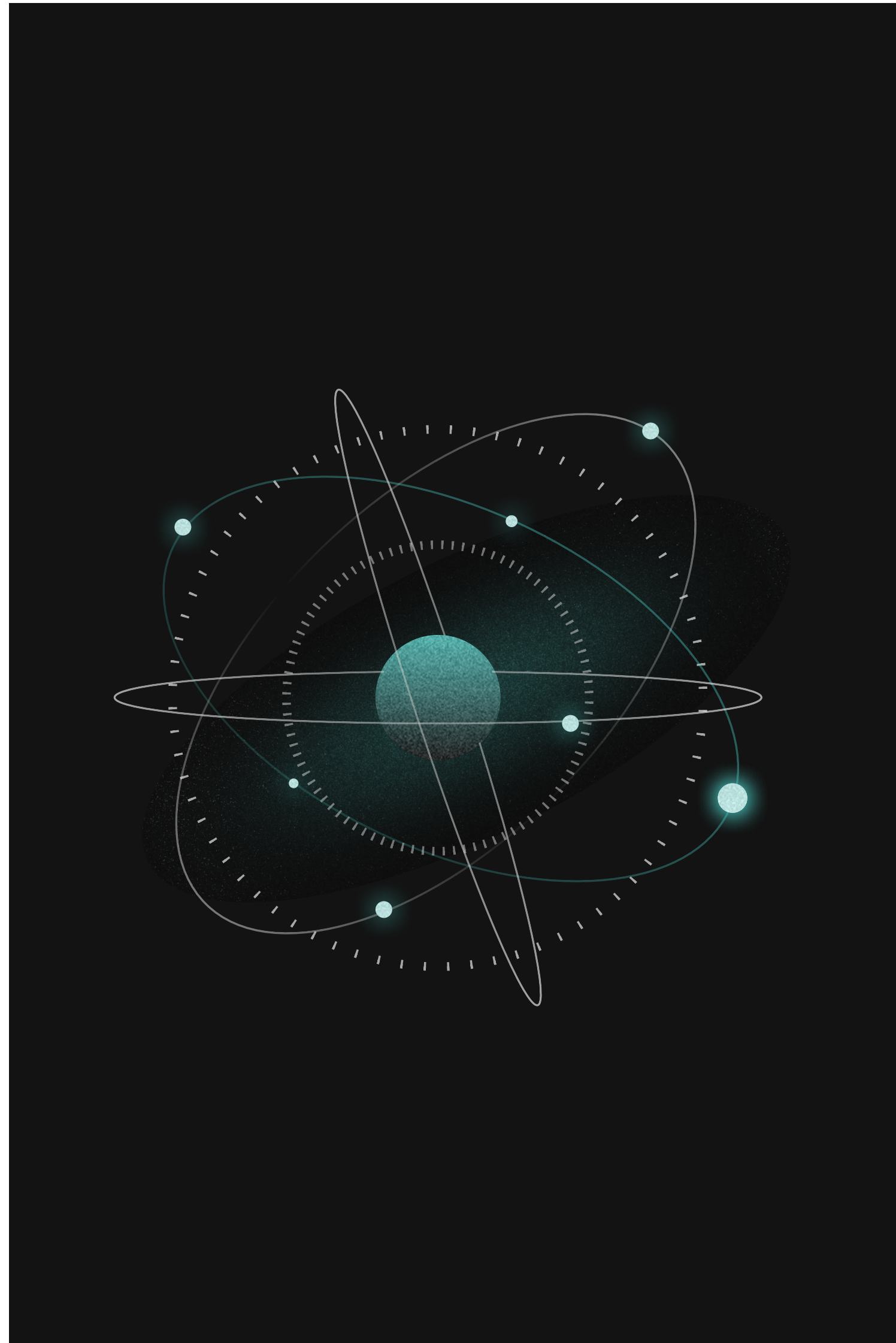
Noto Sans Semibold

A B C D E F G H I J K L M N O P
Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r
s t u v w x y z

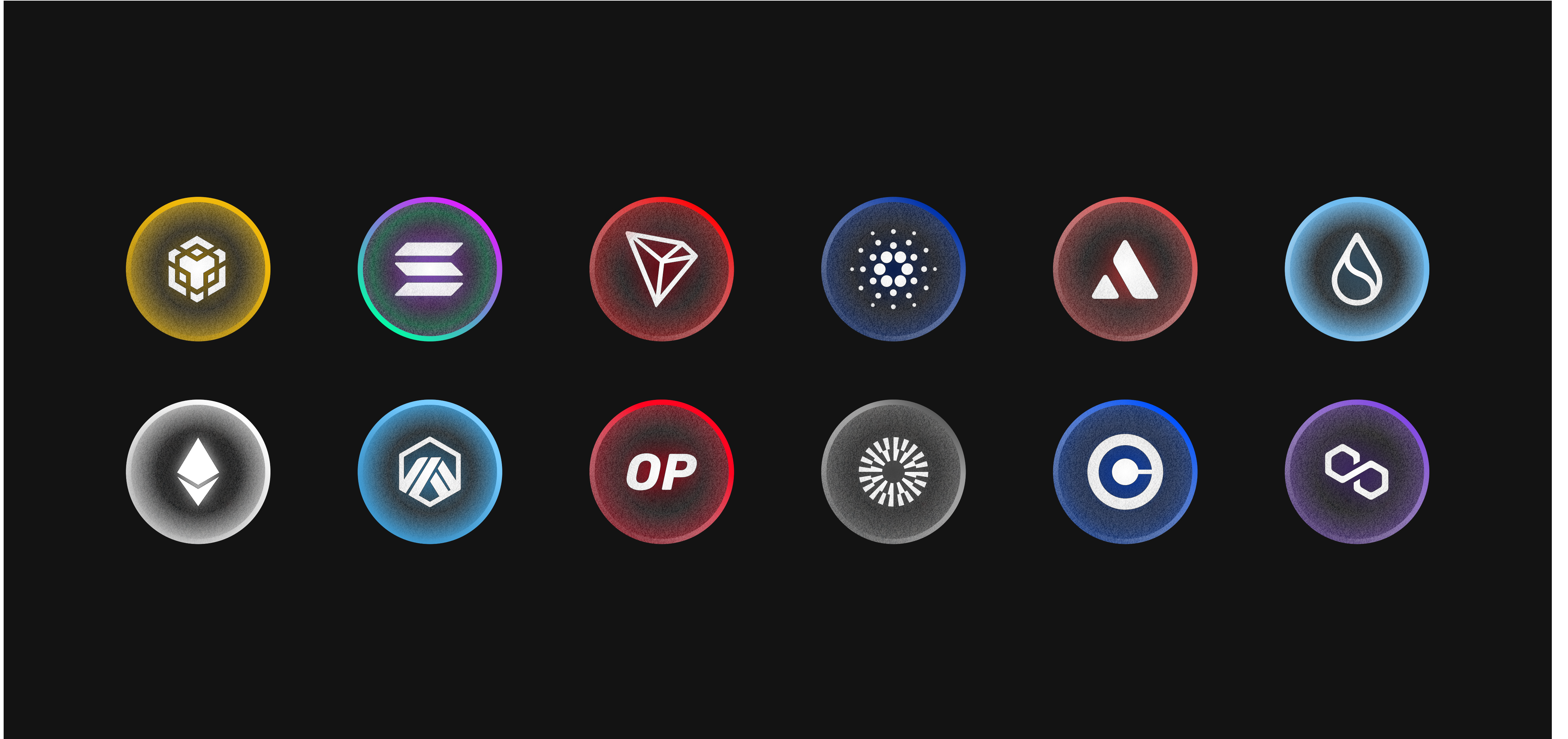
Noto Sans Light

A B C D E F G H I J K L M N O P Q
R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t
u v w x y z

Illustrations



Illustrations



Illustrations



Layouts



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Layouts



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