



CEDAR FINANCE



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Brand Values

Transparency

Transparency is at the core of Cedar Finance's operations, ensuring clients have full visibility into their investments.

Innovation

Innovation drives Cedar Finance's approach to yield strategies, blending traditional finance with cutting-edge DeFi solutions.

Security

Security underpins all of Cedar Finance's offerings, ensuring your investments are protected and managed with the utmost care.

Expertise

Expertise ensures Cedar Finance's clients benefit from the highest level of knowledge and skill in managing their investments.

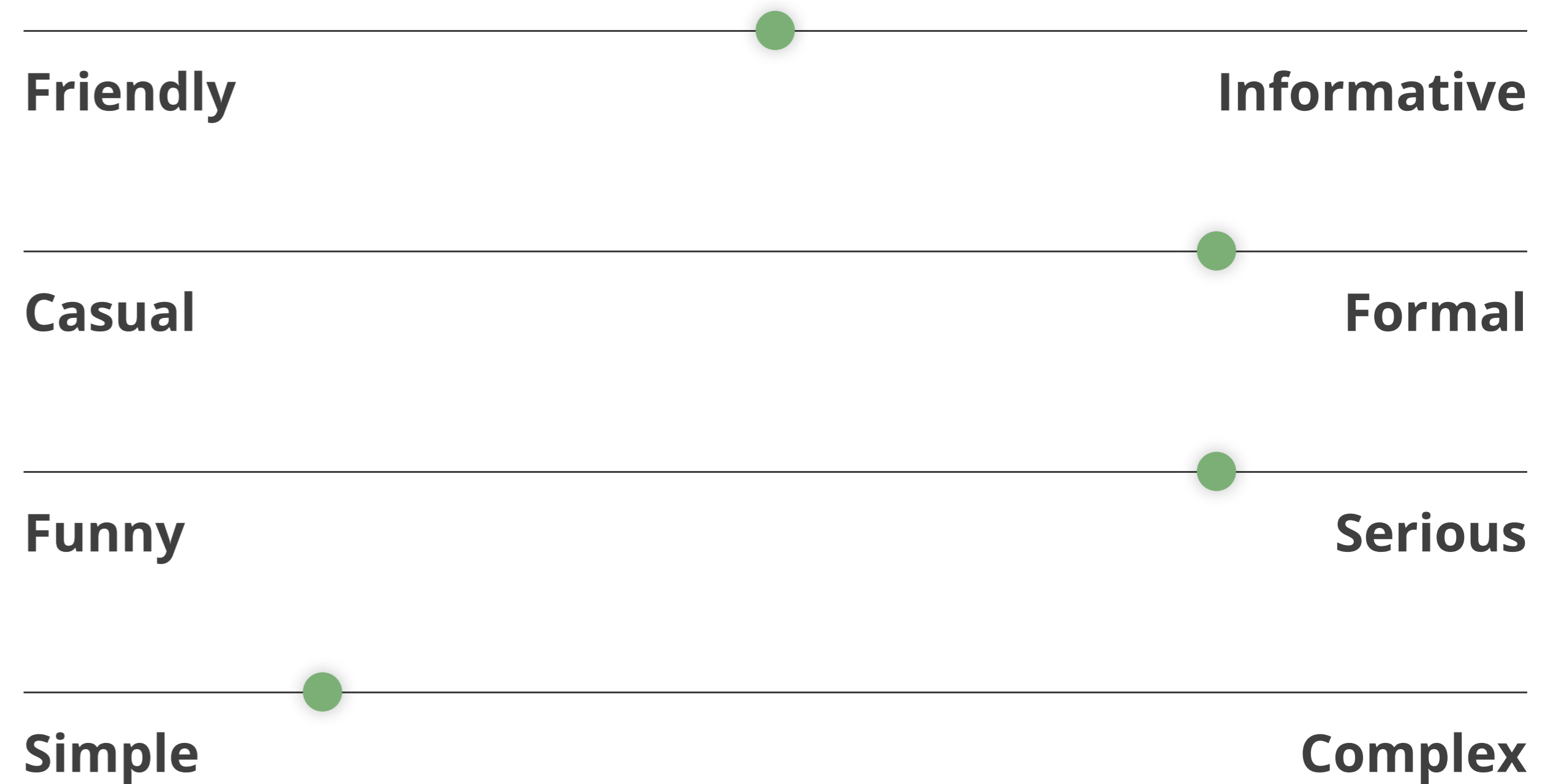


Voice & Tone

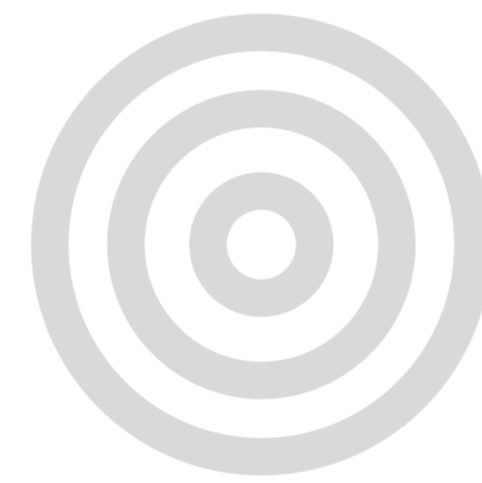
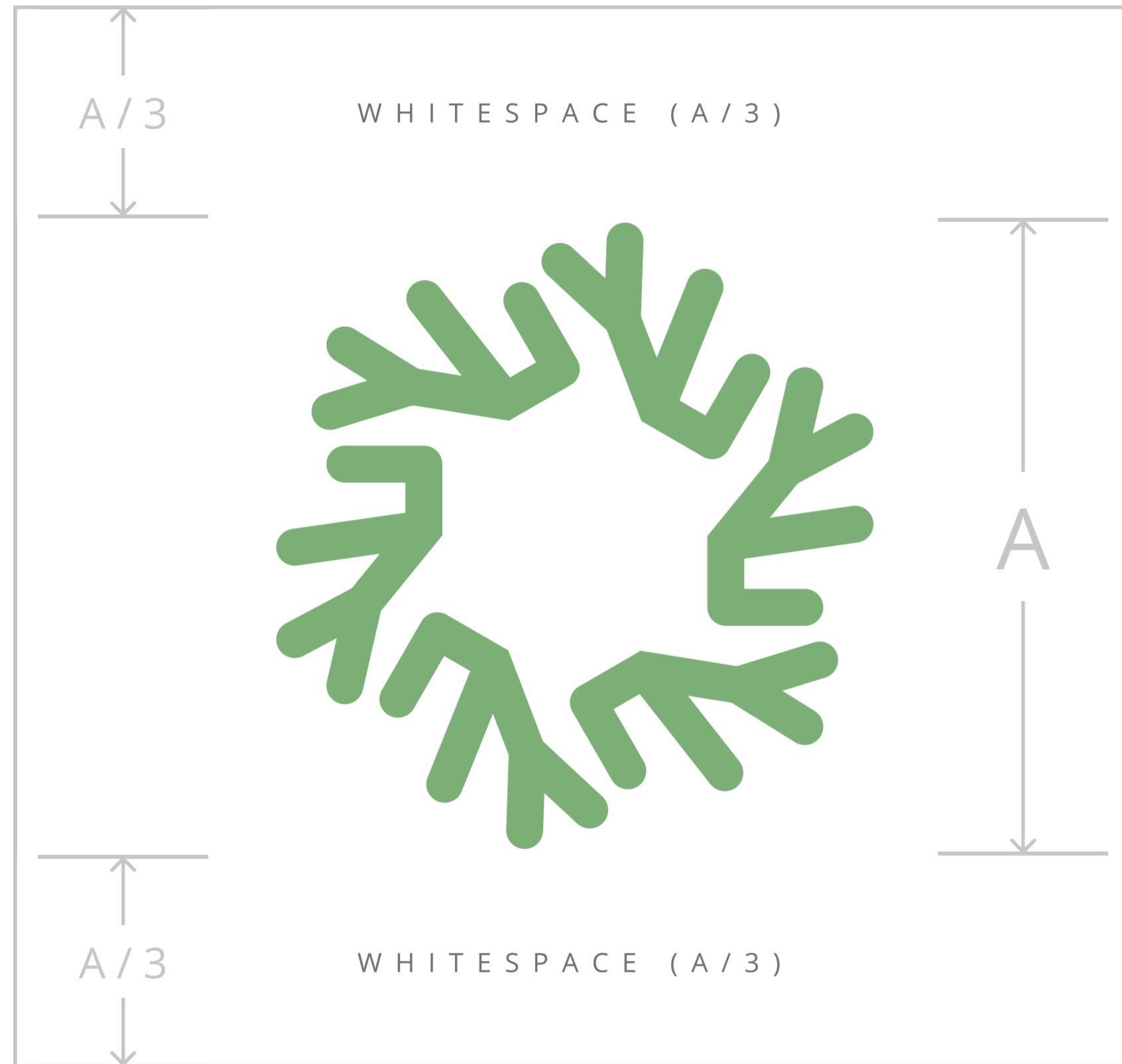
Defining the way your brand communicates...

How to communicate

The brand design voice and tone for Cedar Finance should be authoritative, sophisticated, and reassuring. Given the focus on integrating DeFi and TradFi to provide reliable and innovative yield strategies, the communication style should exude confidence and trustworthiness. The language should be clear and professional, yet accessible, ensuring that complex financial concepts are conveyed in an understandable manner. A balance between technical precision and a warm, inviting tone will resonate well with both institutional and individual investors. The overall impression should be of a cutting-edge, yet stable and dependable, financial partner committed to transforming capital into yield-bearing opportunities with transparency and expertise.



Logo Design



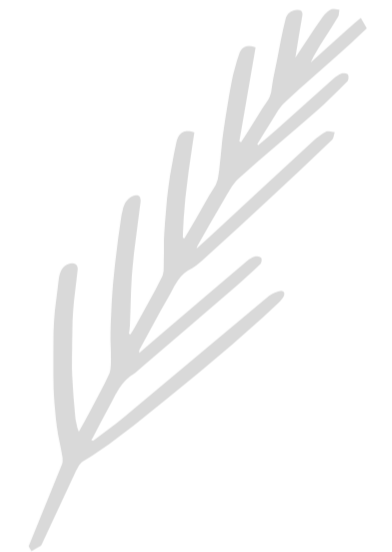
Centralization

+



Decentralization

+



Cedar leaves



Logo Design / Variations



LOGO LOCKUP - DEFAULT



LOGO - ICON



LOGO LOCKUP - REVERSE



LOGO - HORIZONTAL

The Cedar Finance logo is a thoughtful blend of three distinct motifs: centralization, decentralization, and cedar leaves. Each element has been carefully chosen to represent the core values and mission of Cedar Finance, creating a visual identity that is both meaningful and memorable.

1. Centralization (Concentric Circle, Circular Formation):

The concentric circles at the heart of the logo symbolize stability, focus, and unity. This centralization motif reflects Cedar Finance's commitment to creating a strong, centralized foundation for investments. It conveys the idea of bringing together various financial strategies and resources into a cohesive and reliable system that clients can depend on for consistent returns.

2. Decentralization (Small Parts Make Up a Whole):

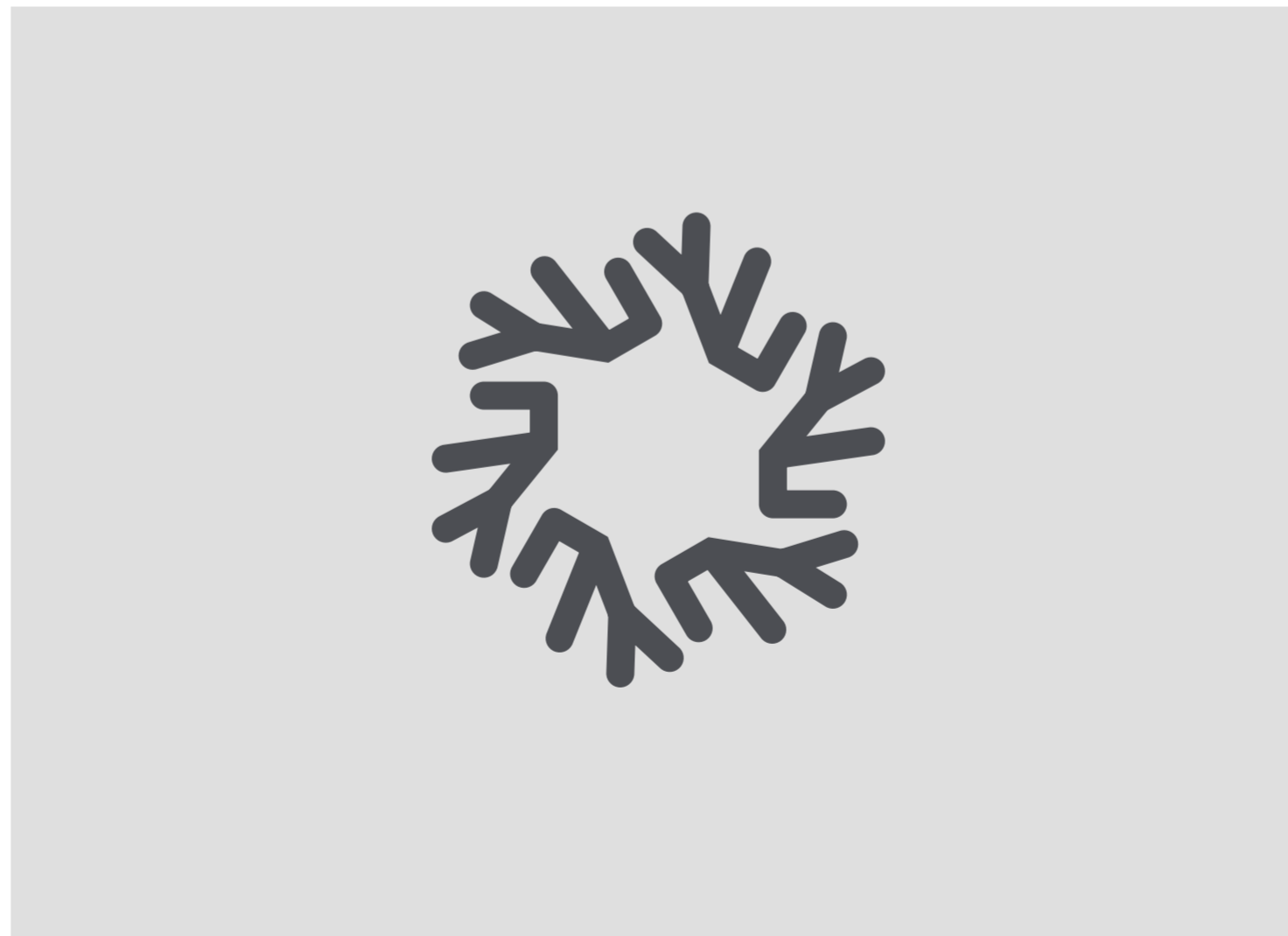
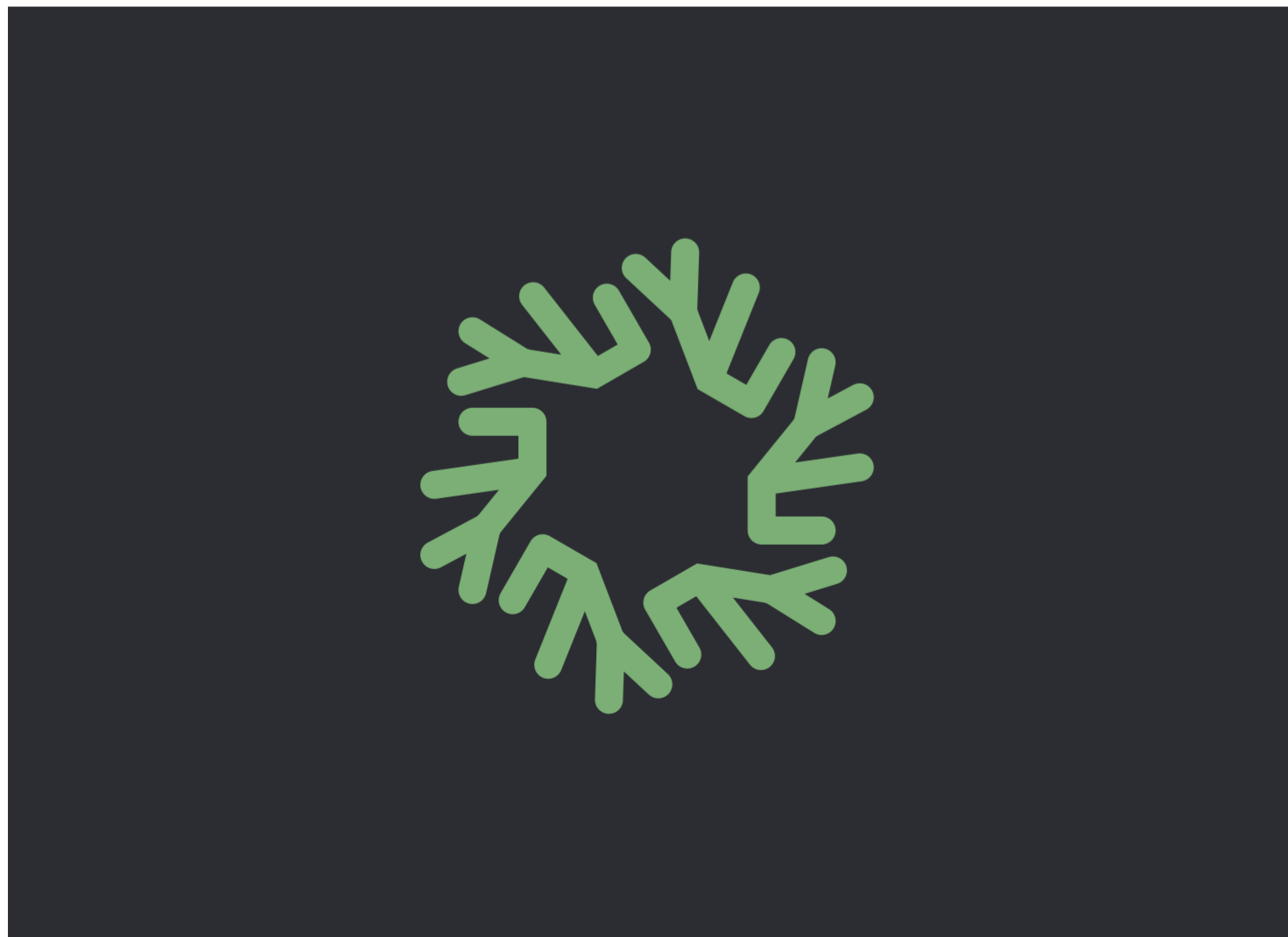
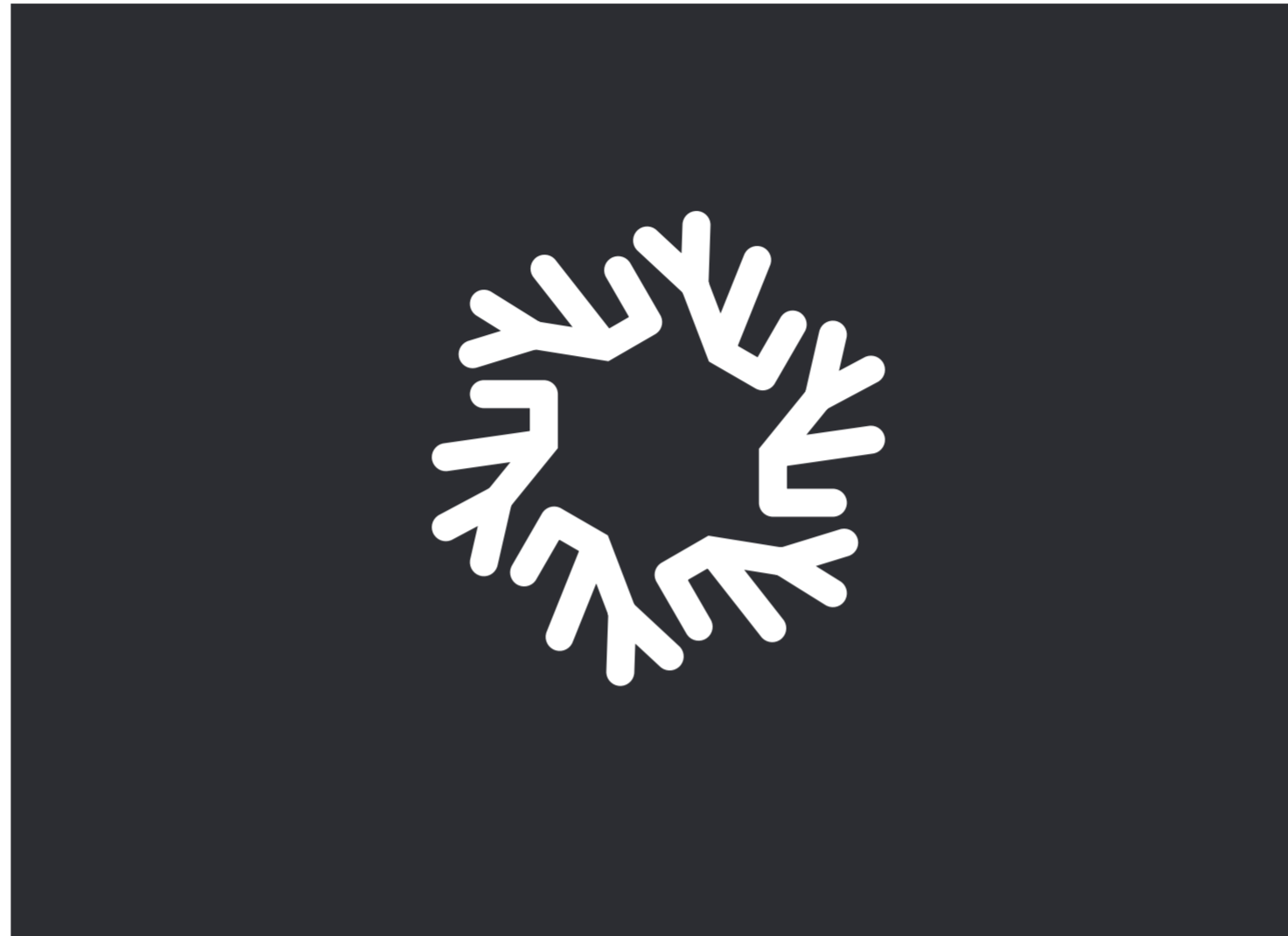
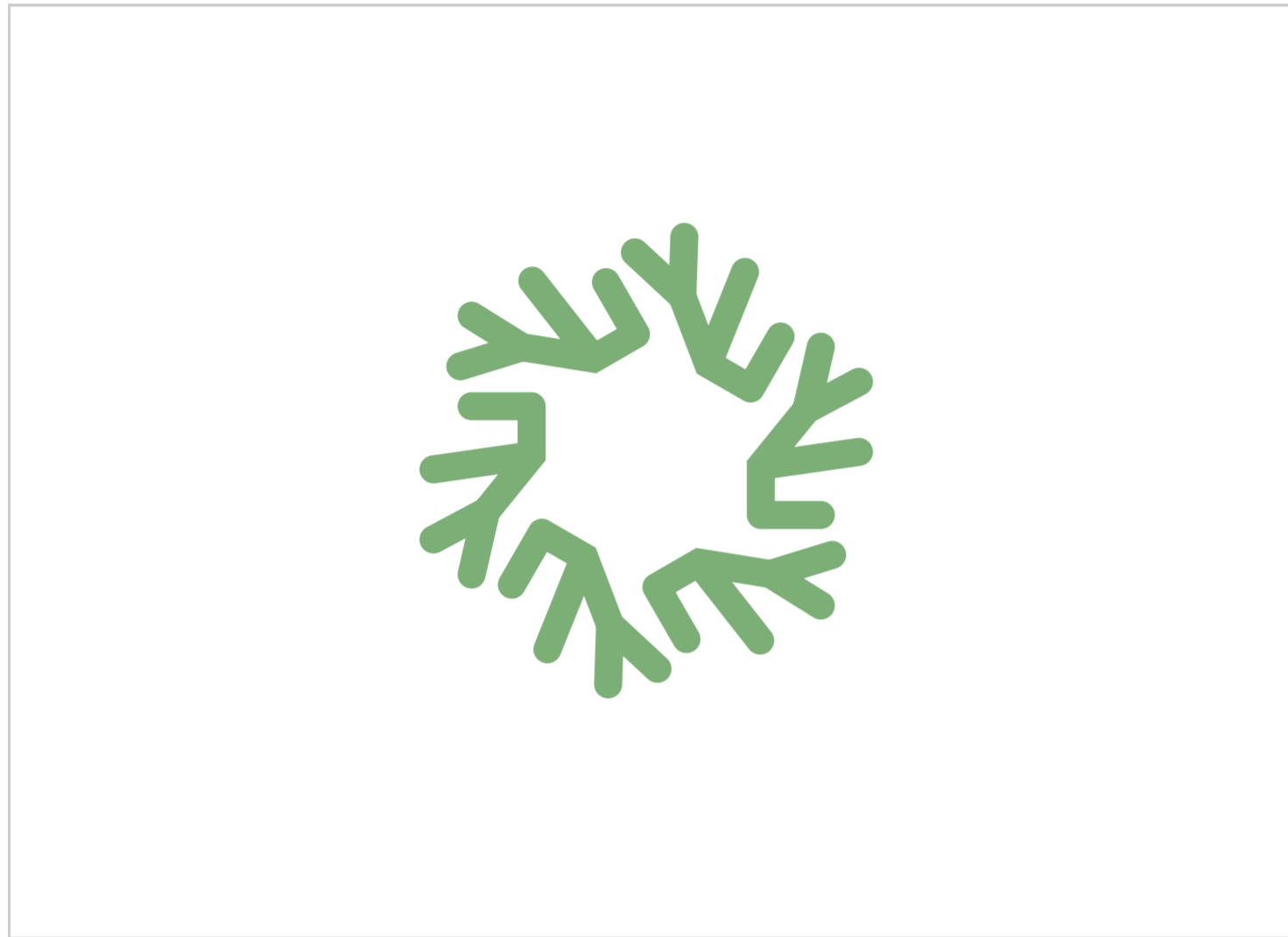
Surrounding the central motif are smaller elements that come together to form a complete whole, symbolizing decentralization. This aspect of the design highlights Cedar Finance's innovative approach of integrating decentralized finance (DeFi) with traditional financial practices. It emphasizes the power of collective contribution, where each small part plays a crucial role in creating a robust and dynamic financial ecosystem.

3. Cedar Leaves:

The incorporation of cedar leaves into the logo serves as a natural and organic symbol of growth, resilience, and sustainability. Cedars are known for their strength and longevity, qualities that Cedar Finance aims to embody in its services. The leaves also represent the company's dedication to nurturing and growing clients' investments, ensuring they flourish over time.



Logo Design / Variations



Logo / Best Practices



✓ Do



✓ Do



✓ Do



⊘ Don't



⊘ Don't



⊘ Don't



Color

The combination of white, grey, and green in the Cedar Finance logo creates a harmonious and meaningful color palette. White represents transparency and trust, grey conveys stability and professionalism, and green symbolizes growth and sustainability. Together, these colors embody Cedar Finance's core values and mission, creating a visual identity that is both modern and reassuring.

Cedar Green

#7BAF76

Cedar Gradient

#7BAF76 ~ #70747E

White

#000000

Mist 100

#E7E8E9

Mist 200

#CFD1D4

Mist 300

#9FA2A9

Mist 400

#70747E

Mist 500

#4C4E53

Typography

Libre Baskerville

The font is for logo and brand identity.

Libre Baskerville, a modern adaptation of the classic Baskerville typeface, retains the refined elegance and high contrast that make serif fonts associated with security, safety, and old money. Its sophisticated design features balanced proportions and sharp serifs, evoking a sense of tradition and reliability. Libre Baskerville's historical roots and use in formal, authoritative documents enhance its connection to wealth and stability, making it a preferred choice for conveying trustworthiness and a timeless, luxurious feel.

Creating the Yield Standard

Aa

Libre Baskerville Bold

ABCĆDEFGHIJKLMNOPQ
RSŠTUVWXYZŽabccdefghi
jklmnopqrsštuvwxyzž12345
67890‘?’“!”(%)[#]{@}/&\<-+÷×
=>®©\$€£¥¢:;,.*

Libre Baskerville Regular

ABCĆDEFGHIJKLMNOPQR
SŠTUVWXYZŽabccdefghijkl
mnopqrsštuvwxyzž12345678
90‘?’“!”(%)[#]{@}/&\<-+÷×=>®
©\$€£¥¢:;,.*



Typography

Open Sans

The font is for paragraph and app.

Open Sans, a widely used sans-serif typeface designed by Steve Matteson, is associated with simplicity and clarity due to its clean, modern lines and straightforward design. Its open forms and wide letter spacing enhance readability, making it an ideal choice for digital content and user interfaces. The neutrality and versatility of Open Sans lend it a sense of accessibility and friendliness, which aligns with contemporary design principles focused on clarity and ease of communication.

Creating the Yield Standard

Aa

Opensans Bold

ABCĆDEFGHIJKLMNOPQRSŠTU
VWXYZŽabcćdefghijklmnopqr
sštuvwxyzž1234567890'?"'!"(%
)[#]{@}/&\<-+÷×=>®©\$€£¥¢::,,.*

Opensans Regular

ABCĆDEFGHIJKLMNOPQRSŠTUV
WXYZŽabcćdefghijklmnopqrsštu
vwxyzž1234567890'?"'!"(%)[#]{@
}/&\<-+÷×=>®©\$€£¥¢::,,.*



