

Brand Guideline

Visual
Identity

New Guideline
(2025)

Industry
Web3
Decentralized Finance

Primary logo



About Logotype

Our typographic signature inspired by the curves and shapes of our mascot, Purro.

The logotype can be used in one of three colors: white, feather green or dark green.



Minimum sizes



Clear space



Look closely and you'll see that the "O" mirrors Purro's eye.



Logo variations

Secondary Logo

Displaying the Purro icon next to our logotype is useful in third-party applications, where Purro's recognizability will aid in brand awareness.

This fixed lockup ensures that they can safely coexist in such instances.



Use this logo lockup in press releases, at conferences, or in spaces managed by other companies.

Clear space



Background usage



Logo Icons



Because Purro's presence largely exists online, the consistent appearance of our icon is critical in ensuring our audience recognizes our brand across various spaces. In many cases, this symbol is the first introduction that people have to Purro.

Avatars



Ideal for avatar, icon,..

Our icon is our face on social accounts, keeping Purro's personality front and center. It can be safely used at a wide variety of sizes, as small as 16px like our favicon.

Colors

DEEP TEAL

#004236

R:0, G:66, B:54

C:100%, M:0%, Y:18%, K:74%

BRIGHT AQUA

#00f7da

R:0, G:247, B:218

C:100%, M:0%, Y:12%, K:3%

MINT WHITE

#f1f7f6

R:241, G:247, B:246

C:2%, M:0%, Y:0%, K:3%

LIGHT TEAL GRAY

#aacac3

R:170, G:202, B:195

C:16%, M:0%, Y:3%, K:21%

CHARCOAL GREEN

#0b221e

R:11, G:34, B:30

C:68%, M:0%, Y:12%, K:87%

Typography

Chillax

Display font
(6 styles)

Chillax is a geometric sans-serif font with Bauhaus DNA, embodying the perfect balance between modernity and timelessness.
Ideal for headlines, logos, and brand statements

Figtree

Body font
(14 styles)

Figtree is a geometric sans-serif designed by Erik D. Kennedy with the philosophy of being "friendly but minimalist, casual but not silly".
Perfect for body text, subheadings & UI elements

