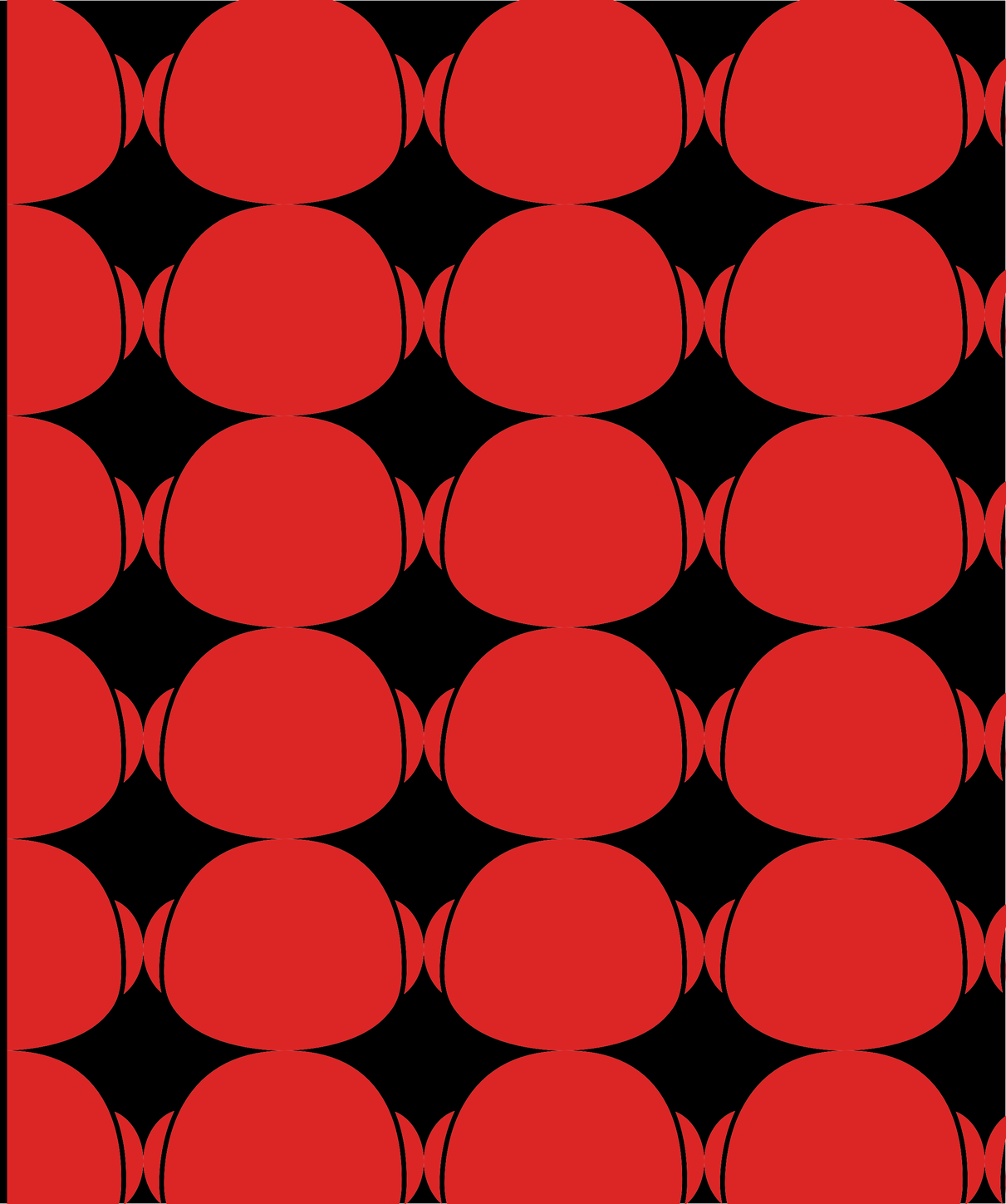
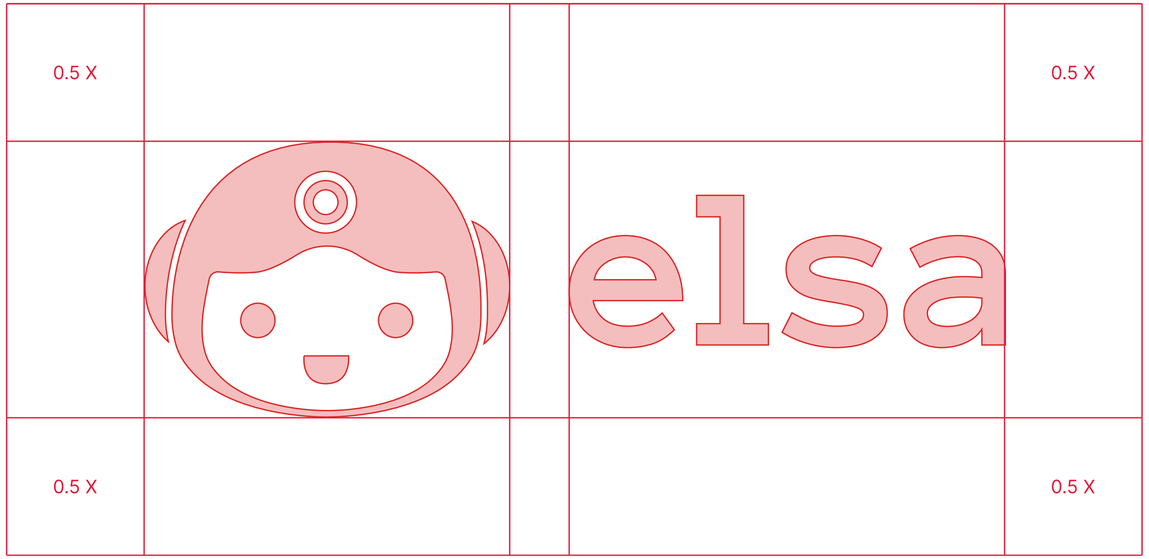
elsa

Brand Guidelines



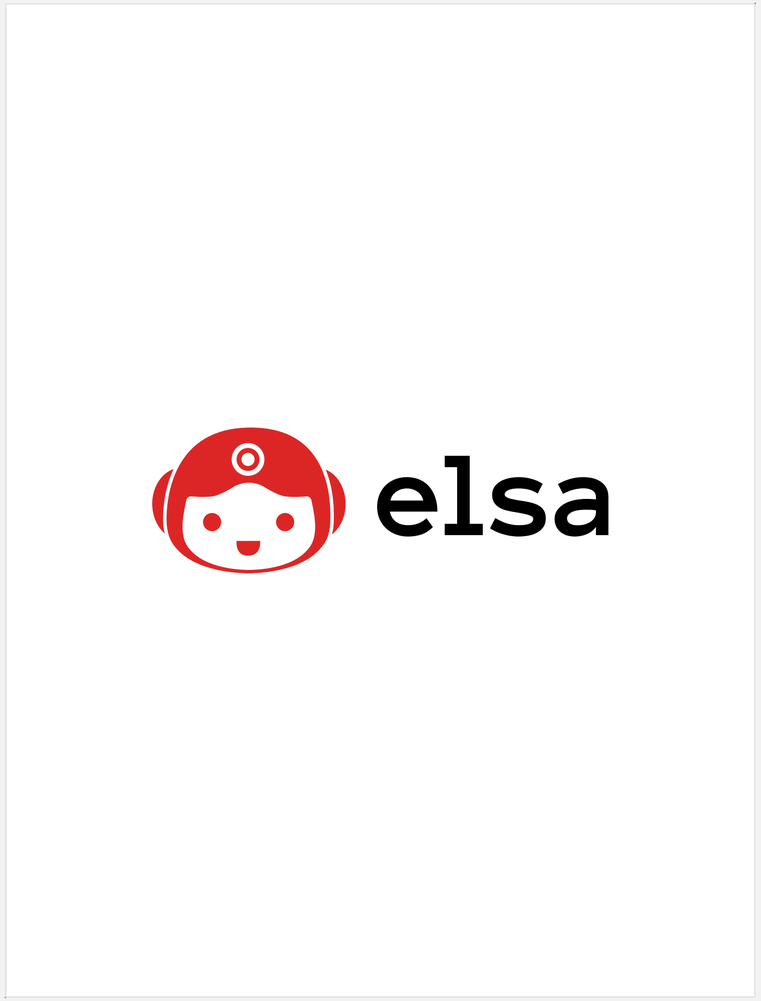

elsa

Logo construction



Logo on backgrounds

Depending on your needs, the logo can be used on different backgrounds. In all situations, be sure to use the right contrast so that it stands out appropriately and does not lose readability.





Token



Logo Misuse

Logo is the most impor tant visual element , consistency in its presentation builds brand recognition. On this page you can find examples of logo usage that are not acceptable. If you plan any modification please refer to the examples.



DO NOT ALTER THE COLORS



DO NOT CHANGE LOGO PROPORTIONS



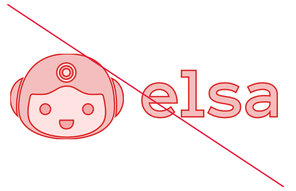
DO NOT ADD SHADOW TO THE LOGO



DO NOT DELETE LOGO SYMBOL



DO NOT CHANGE LOGO FONT



DO NOT OVERLINE THE LOGO



DO NOT CHANGE POSITION OF THE SYMBOL



DO NOT STRETCH OR SQUEEZE LOGO



DO NOT ROTATE THE LOGO

Sora

Primary Font

Sora

Regular Aa

Semibold **Aa**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Secondary Font

Geist

Regular Aa

GEIST MONO Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Fonts in use

Headline
Sora Semi Bold

Your AI Crypto Copilot

Bodycopy
Geist Regular

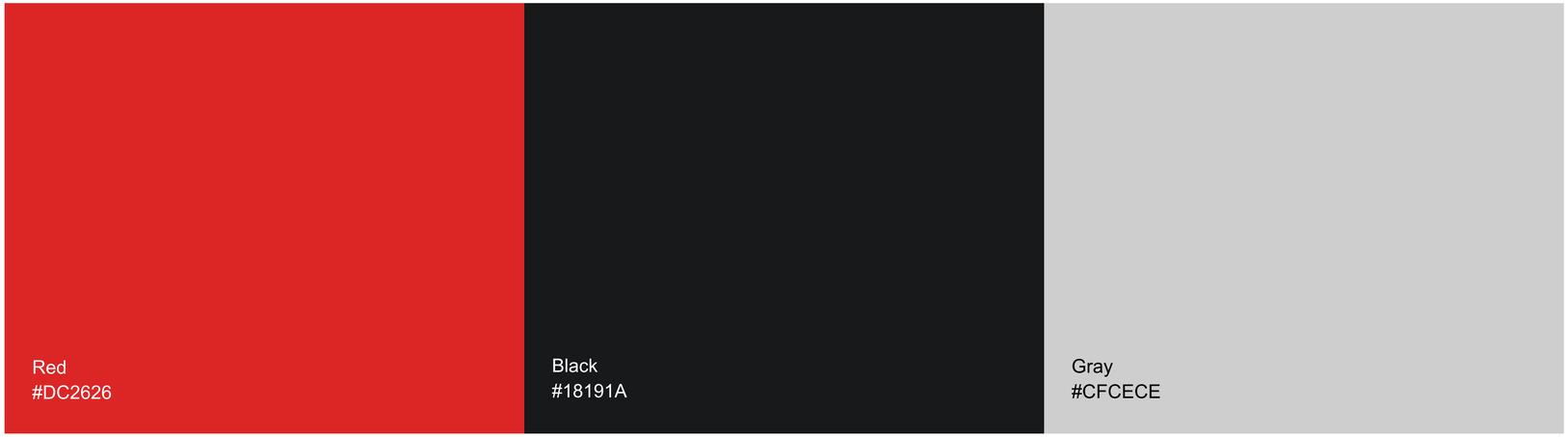
Elsa helps you discover opportunities, execute trades, and manage your portfolio through simple conversations.

Bodycopy
Geist Mono

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Colours

Primary



Grays

