



Branding Guidelines



Index

03 **Logo**

06 **Color**

07 **Typography**

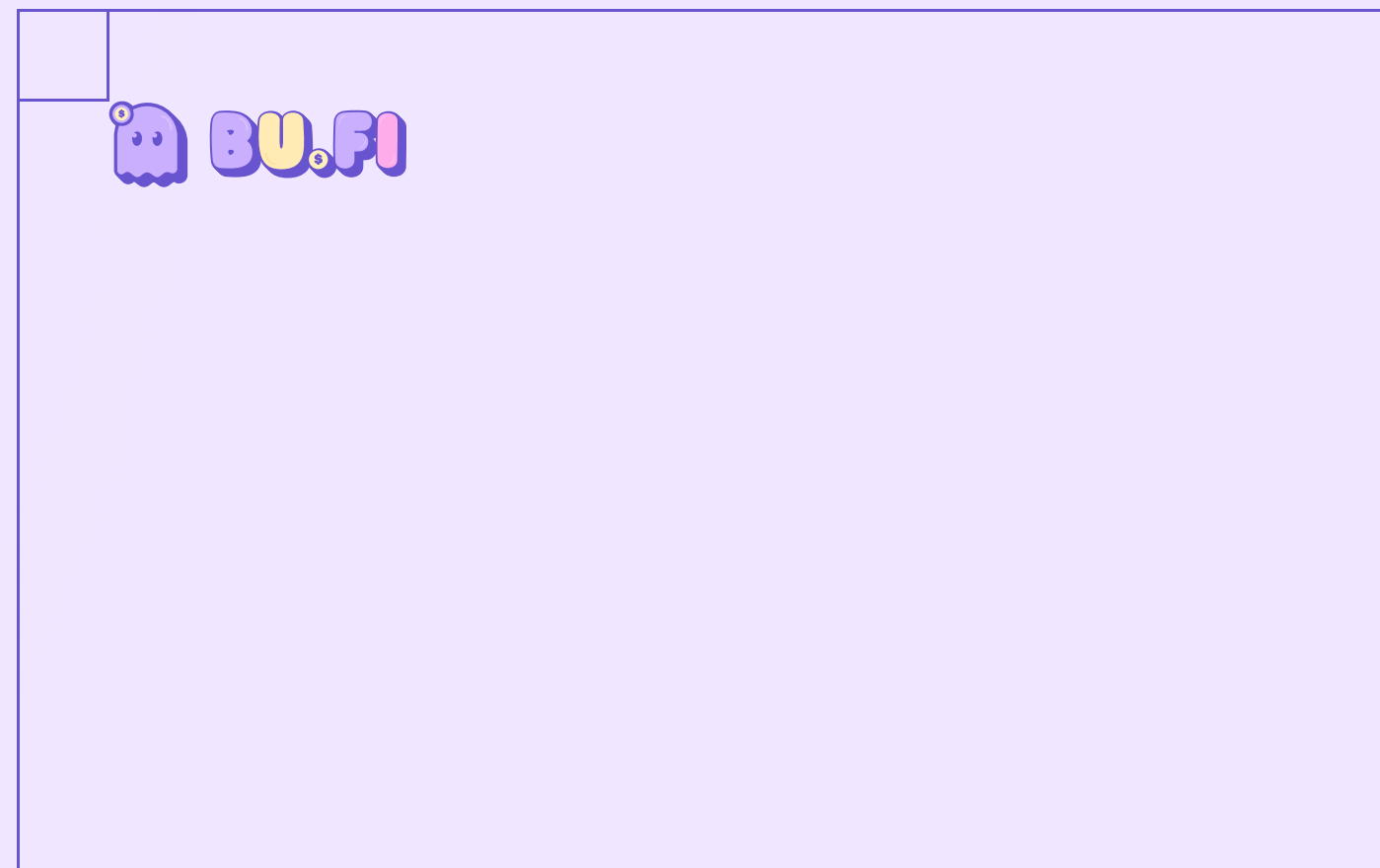
10 **Successful Layouts**



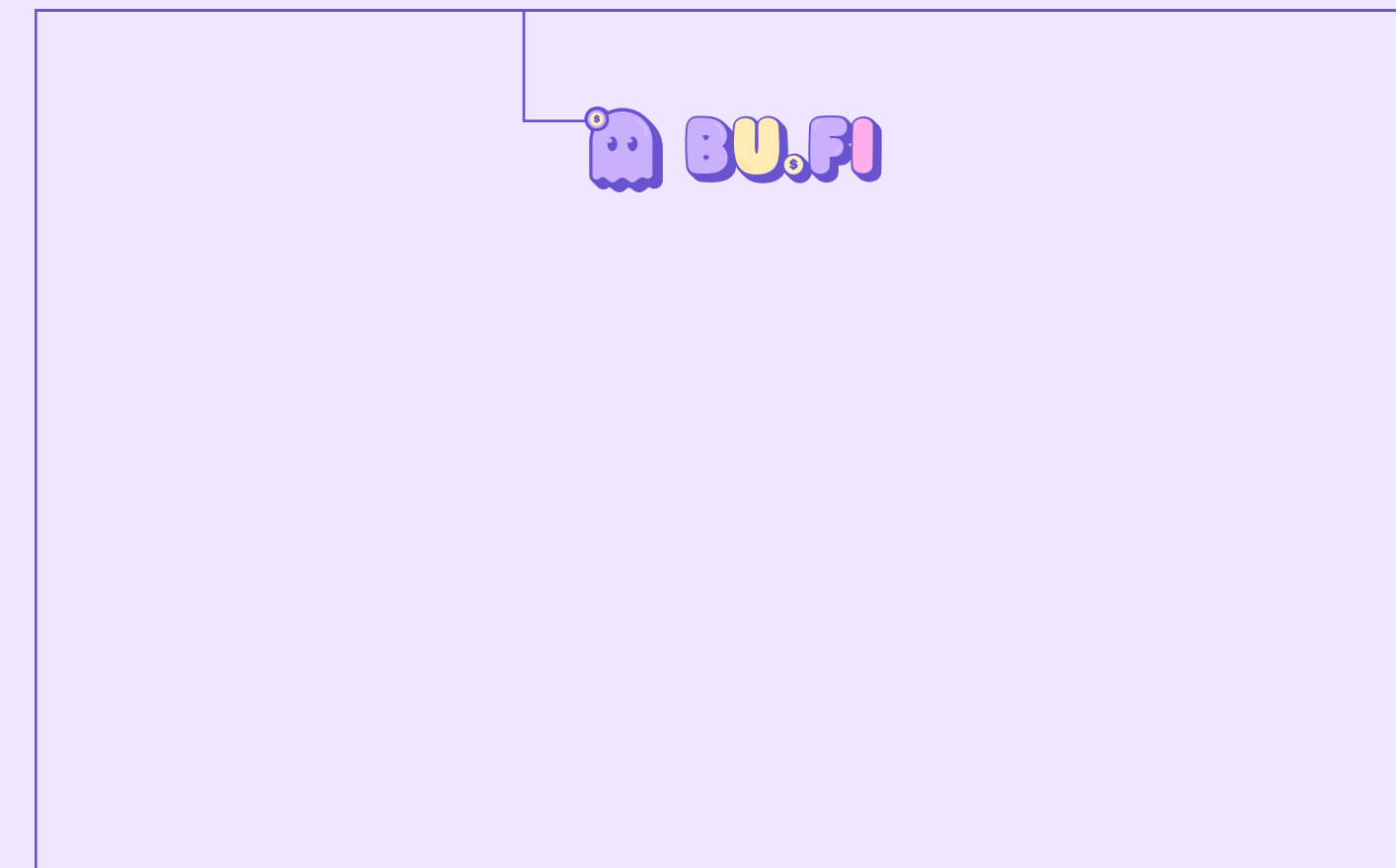
Logo Size & Placement

Aside, we have a template for logo size and placement. While the ones aside are preferred, exceptions can be made depending on the extent of context and imagery.

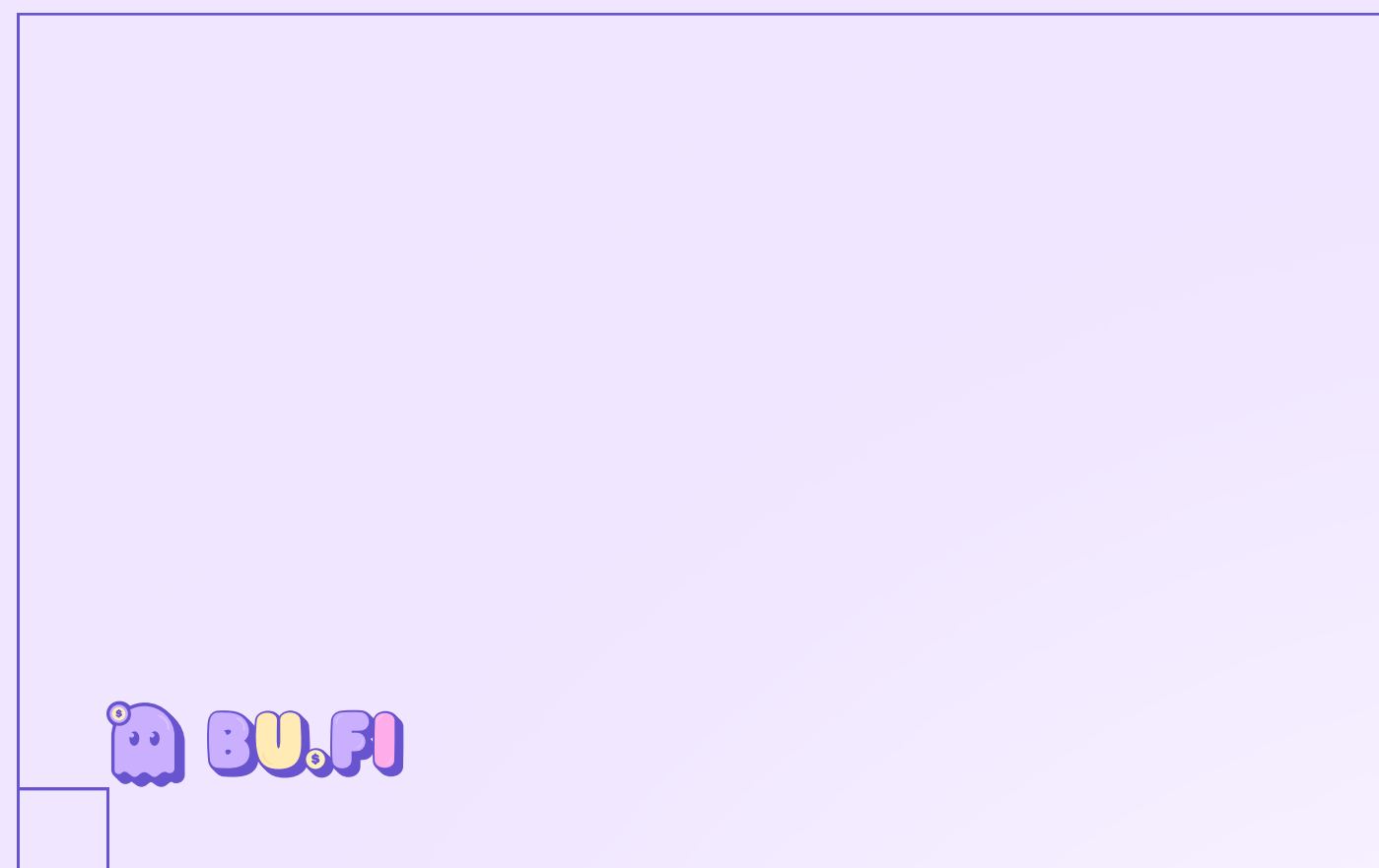
1_Top Left



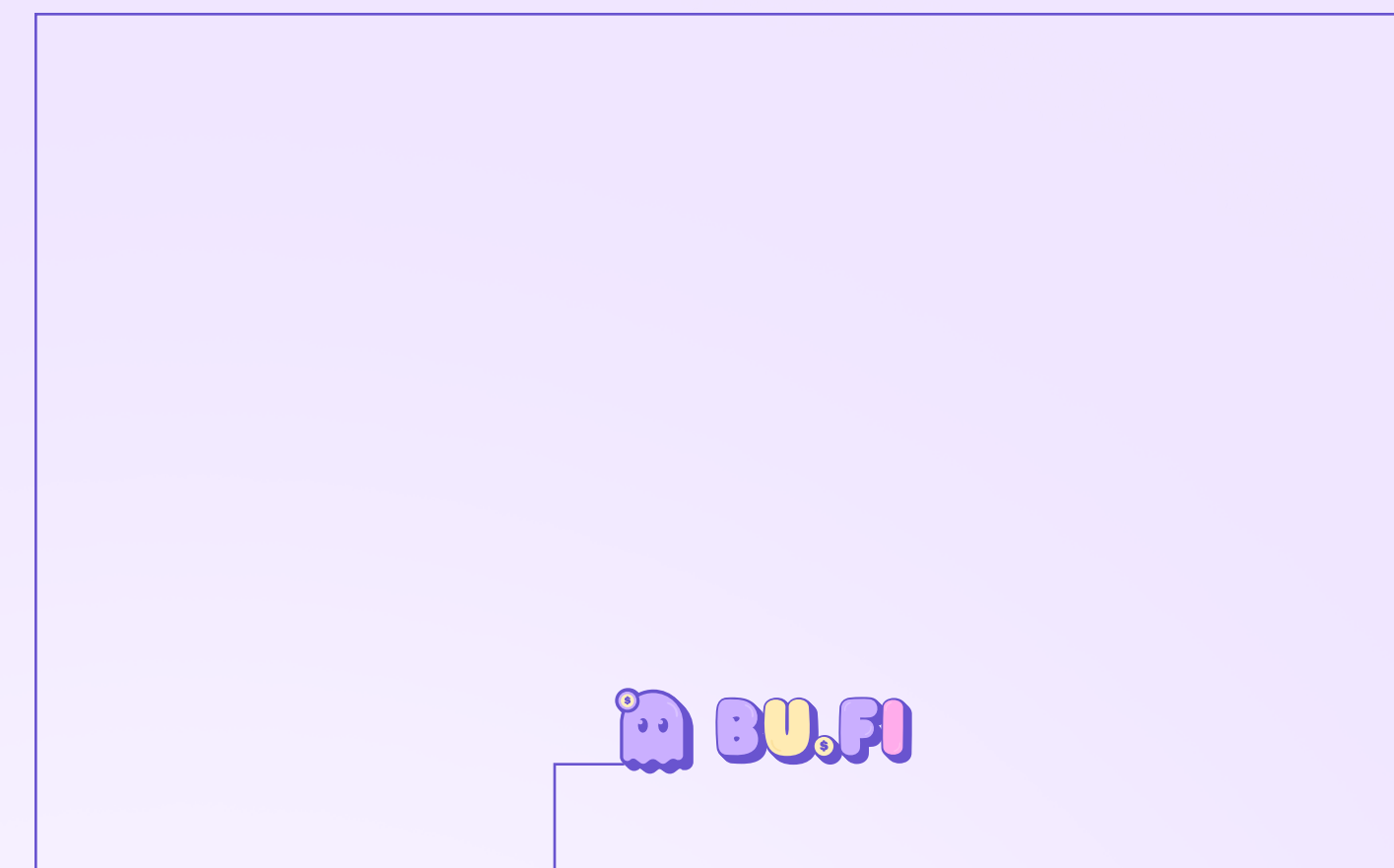
2_Top Center



3_Bottom Left



4_Bottom Center

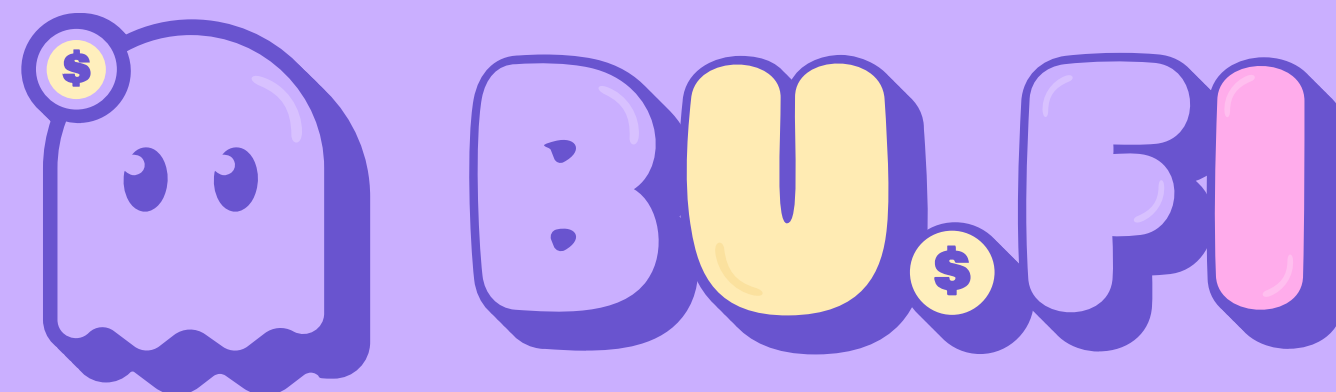




Logo

Color Usage

While on a purple background, use the one color,
vs dark/light background, use the 4C logos.





Logo Color Usage

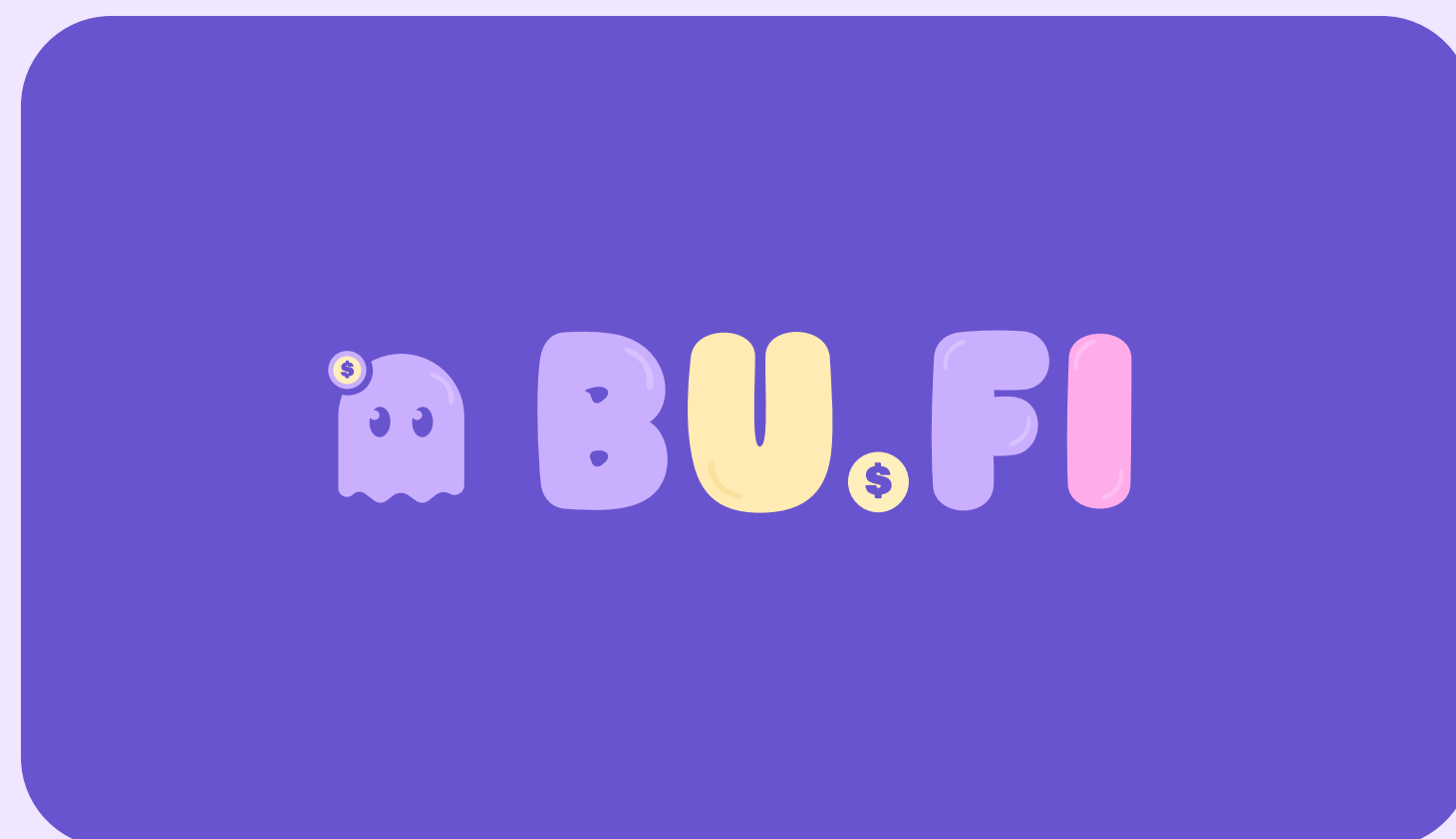
While on a purple background, use the one color, vs dark/light background, use the 4C logos.



Don't use unapproved background/logo color combinations.



Don't recolor the bufi symbol.



Don't adjust the baseline/ proportion of the logomark/type.



Don't use the logo over complex/patterned backgrounds.



Logo Symbol

The symbol is used within the primary logo, and is to be used when discussing the avalanche platform/ecosystem as a whole.





Colors

The Bufl color palette is used throughout most. Ad cases, the primary color is purple, with pink, as a supporting accent color.

H E X #6954CF

GHOST
CORE

SPOOKY
HUG

H E X #FFA1E9

WAFFLE
GLOW

H E X #FFEBB4

PHANTOM
MIST

H E X #E2DOFD

GHOST
WHISPER

H E X #CBBOFF



Typography

Headlines

Our display typeface is Bomstad Display. For ads headlines, we use it in its medium weight. Font size can vary from 85 to 120px, depending on copy length and image size. When stacked in multiple lines, the line spacing should be 100%, or the same size as the headline

08

01

Headline Size 01

Bomstad Display 96px
Line Height 100% – Letter Spacing 3px

02

Headline Size 01

Bomstad Display 64px
Line Height 100% – Letter Spacing 3px

03

Headline Size 01

Bomstad Display 48px
Line Height 100% – Letter Spacing 3px



Typography

Subhead & Body

For subhead lines we use Poppins regular at 38 or 32px. For smaller body copy we use Inter Regular. Line height for subheadings should always be 100%, with letter spacing set to -3% for a better use of space. For body copy, use Inter Regular at 16px, with 120% line spacing, and letter spacing of -2%."

01

Subheadline That Extends Onto Two Lines.

Poppins - 38 Px
Line Height 100% - Letter Spacing 3px

02

Subheadline That Extends Onto Two Lines.

Poppins - 32 Px
Line Height 100% - Letter Spacing 3px

03

Lorem Ipsum Dolor Sit Amet, Consectetuer Adipiscing Elit, Sed Diam Nonummy Nibh Eismod Tincidunt Ut Laoreet Dolore Magna Aliquam Erat Volutpat. Ut Wisi Enim Ad Minim Veniam, Quis Nostrud Exerci Tation Ullamcorper Suscipit Lobortis Nisl Ut Aliquip Ex Ea Commodó Consequat.

Poppins - 22 Px
Line Height 100% - Letter Spacing 3px



Successful Layouts



Simplify your
finances and
payments.

www.bu.finance





We make
spooky
things easy





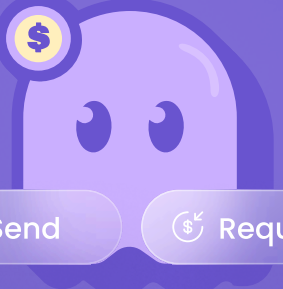
 Send

 Request

 Cards

 Invoices

The app that breaks borders is here!



 Invoices

 Send

 Request

 Cards