

POOLABLE



BRAND

GUIDELINES

POOLABLE



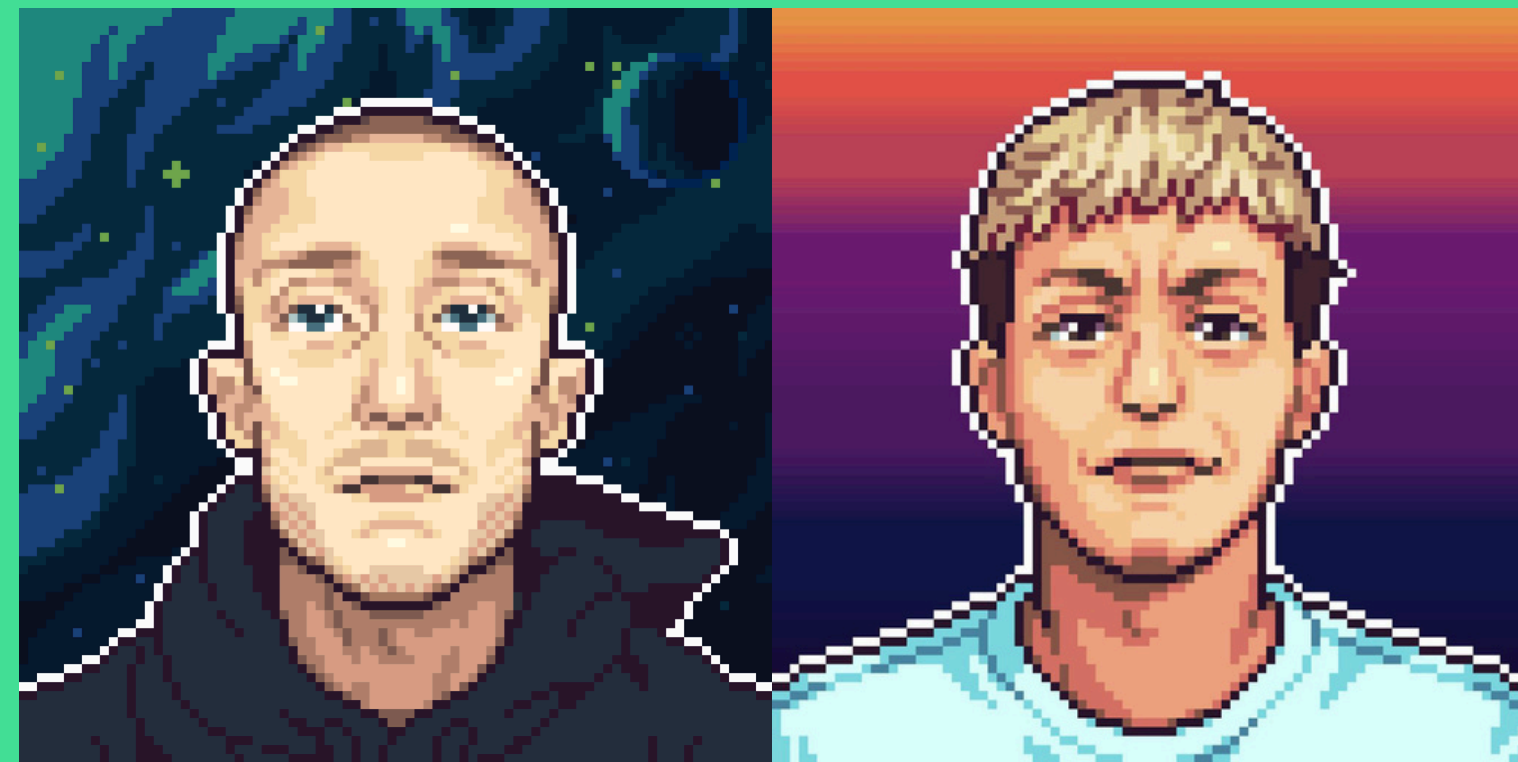
Brand Introduction

Poolable is web3's premier opportunity architect, connecting innovative builders, brands, and communities through strategic partnerships that amplify value across the ecosystem.



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POOLABLE



Brand Colors

We have 17 colors in our palette, all media with our branding must consist of elements constructed only with those colors.

Main (8)

Hex: #42de95

Accent Blue (5)

Hex: #26969c

Dark (0)

Hex: #2e2c3b

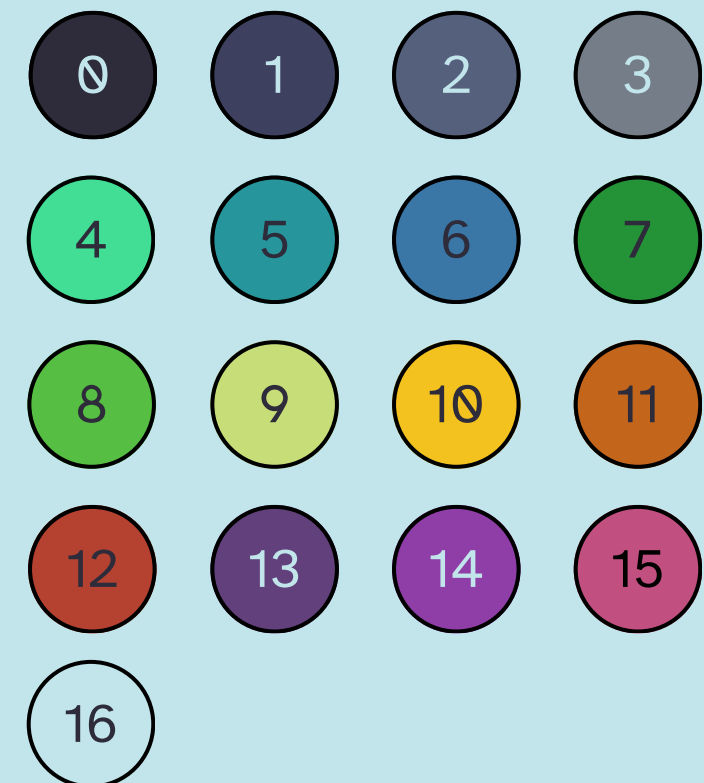
Grey (3)

Hex: #747d88

Light (16)

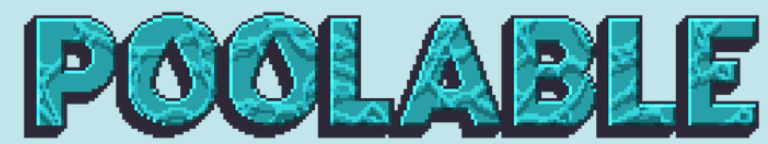
Hex: #c1e5ea

Full Palette

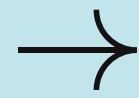


Our Logo

Ensure proper use of the logo by following guidelines on colour accuracy, scale, and white space.



Main



Stacked



Dark Background

Typography

We use a custom font for readability and elegance to enhance brand identity across all communication channels.

Heading

38pt

A a

ABCDEFGHIJKLMN
 OPQRSTUVWXYZ12
 34567890#@!~&

Body / Text

Computer Says No

abcdefghijklmnopqrstuvwxyz

Retropix

Do's



Use Official Color Palette

Ensure you use the brand's specified colours in all assets.



Typography Consistency

Use the specified fonts and styles in the brand guidelines for all written communications.



Follow Imagery Style

Use photography and illustrations that match the brand's aesthetic.



Consistent Messaging

Ensure the message delivered is aligned with our brand values.

Don'ts



Modify the Logo

Do not alter, distort, or change the logo colours without permission.



Misuse Design Elements

Avoid using the brand's graphic elements in a way that is not consistent with the guidelines.



Inappropriate Color Usage

Do not use colours that are not included in the brand's official palette for brand representation.



Conflicting Messages

Avoid communications that contradict or obscure our brand message.

