LENDROID

Brand Guidelines

Brand Guidelines

This PDF highlights Lendroid's essential visual brand and style. Following the guide maintains brand consistency.

All of the elements included —logos, typefaces, colors, and more— illustrate Lendroid's consistent tone, look, and feel.

Use this document and reference it to maintain the brand.

Last updated April 25, 2018

Logo Mark

The name of the Lendroid mark is "The LST Medallion".

LST stands for Lendroid Support Token. Supporters of Lendroid received LST at the token generation event (TGE).

Mark

Logotype

The Lendroid logotype derives itself from a well known Grotesque font. Both bold weight and all caps act as starting points. With the Lendroid wordmark, there is a handful of kerning adjustments and specific characters reshaped and clarified.

The timbre of the logo is one of stability, strength, and simplicity. The goal here was to create a memorable logo even at small sizes where often protocols are relegated.

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Logotype

Lock-ups

The "horizontal lockup" is our first visual design which developers and supporters experience Lendroid. It is vital we establish the Lendroid wordmark with the logo and vice versa.

Only after the brand establishes itself can we use the mark and wordmark separately, but until then this is Lendroid's core visual brand.

Horizontal Lock-up

Stacked Lock-up

Logo Color

The color logo options presented here are the primary logo colorways to be used. The full-color logo is the preferred version.

When a limited number of colors are available, choose the single color version. In that case, use only black or white.
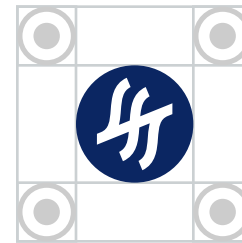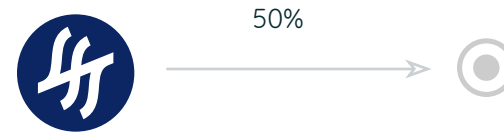
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Whitespace

Modern style dictates the importance of whitespace around brand elements throughout all layouts. Whitespace lowers cognitive load adding cadence and clarity to the character readthrough and brand messaging.

The minimum whitespace around the mark and lock-up is equivalent to the logo scaled down to 50%.

50%

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Minimum Sizes

For readability, the scale needs to have special considerations. Reducing these elements below the following designated pixel values is not advised.

Mark

Lock-up

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16 pixels

81 pixels

Favicon

Lendroid leverages its mark as the favicon due to its scalability and readability.
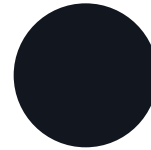
16 pixels square

Welcome To L

Color Palette

The following core color palette will cover the majority of your needs. It's intentionally small in variety to not dilute the brand visuals, which adds confusion.

The Blue-Green gradient rarely gets used except in highlighting essential elements in our web design.
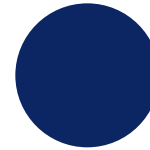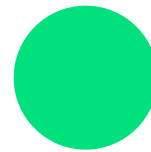
Primary Palette

Hex	#12161E	#12265E	#57DE87 - 53DBFF
RGB	18, 22, 30	18, 38, 94	87, 222, 135 - 83, 219, 255

Secondary Palette

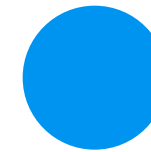| Hex	#57DE87	#CCCCCC	#1991EB
RGB	87, 222, 135	204, 204, 204	25, 145, 235

Typography

Quicksand is a contemporary, rounded sans serif typeface designed by Andrew Paglinawan. It was optimized for print, web, and mobile interfaces, and has excellent legibility characteristics in its letterforms.

Download for free: https://fonts.google.com/specimen/Quicksand

Quicksand

Aa

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9
& @ £ $ % [ ] ! ? * °

Information

This document serves as a foundational guide to using this brand identity. These guidelines are for general use of the public and press. If there is ever doubt, please refer back to this document. If you should have any questions please feel free to contact us at hello@lendroid.com

Thank you.

We believe credit is a force for societal good.

A fundamental motivation for Lendroid is enabling a global free market for credit providers. Existing credit systems are millennia-old and out-dated. With the blockchain, Lendroid endeavors to create a universal language - cryptographic, unstoppable and uncensorable - for borrowers and lenders around the world.

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