

PEANUT

BRAND GUIDELINES

Intro

Welcome to the Peanut brand guidelines. This document presents the basic elements of our identity system and explains how they should be used to build our brand. Understanding and adhering to these guidelines will be essential to maintaining a consistent, impactful, and memorable image.

If you have any questions about these brand guidelines or if any brand elements are missing from the brand package, please contact macarenapozzuto@gmail.com

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CHAPTER 1

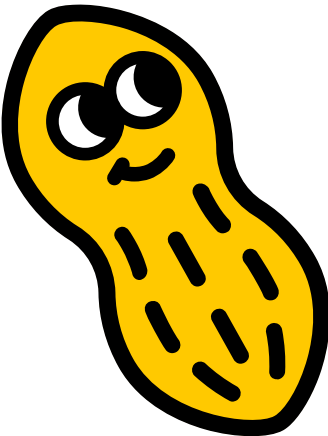
LOGO TYPE

Main Logo

Logo

Icon

Wordmark



PEANUT

Main Logo
Spacing

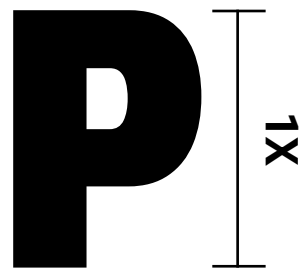
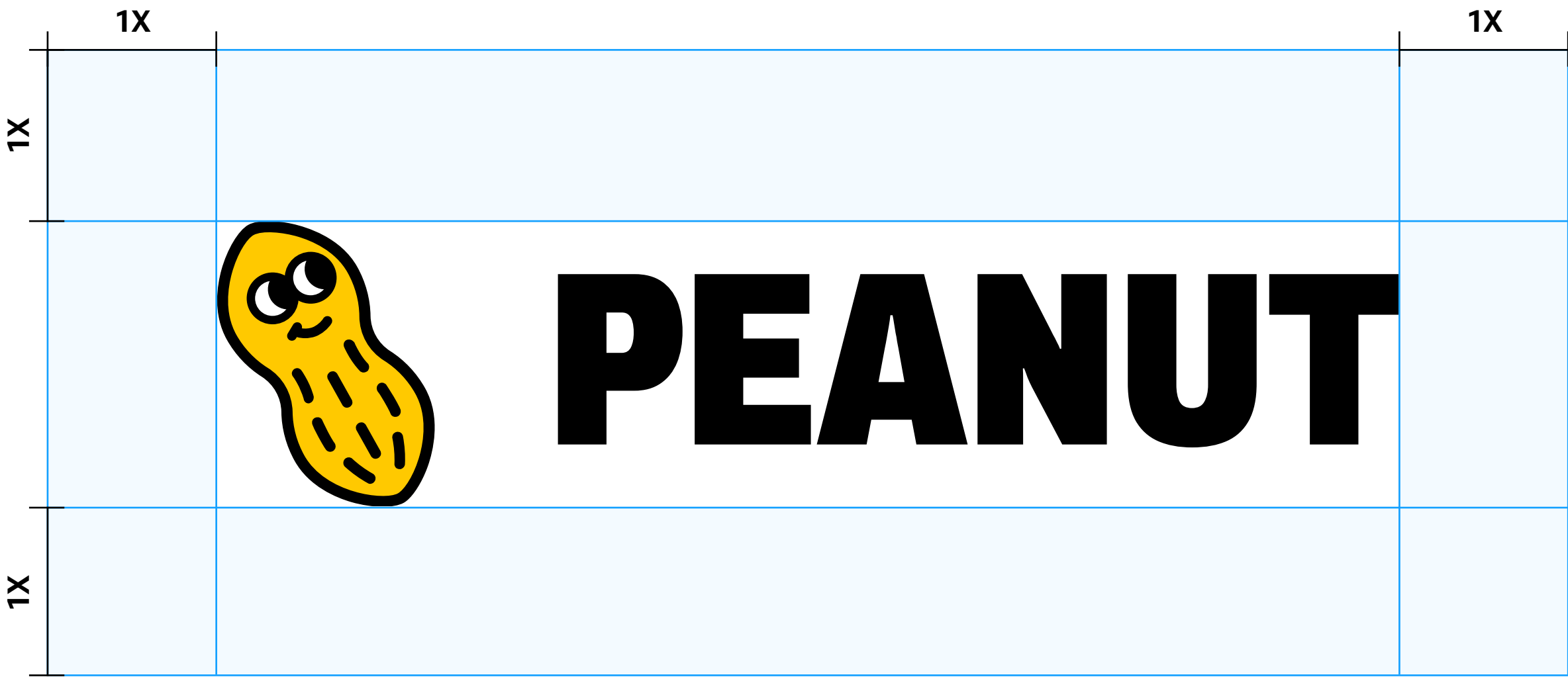
Logo

Icon

Wordmark



Main Logo
Exclusion zone



Wordmark

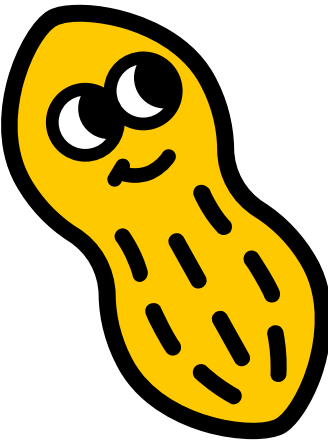
Wordmark



PEANUT

Icon

Icon



Mascot



Mascot
Wordmark included



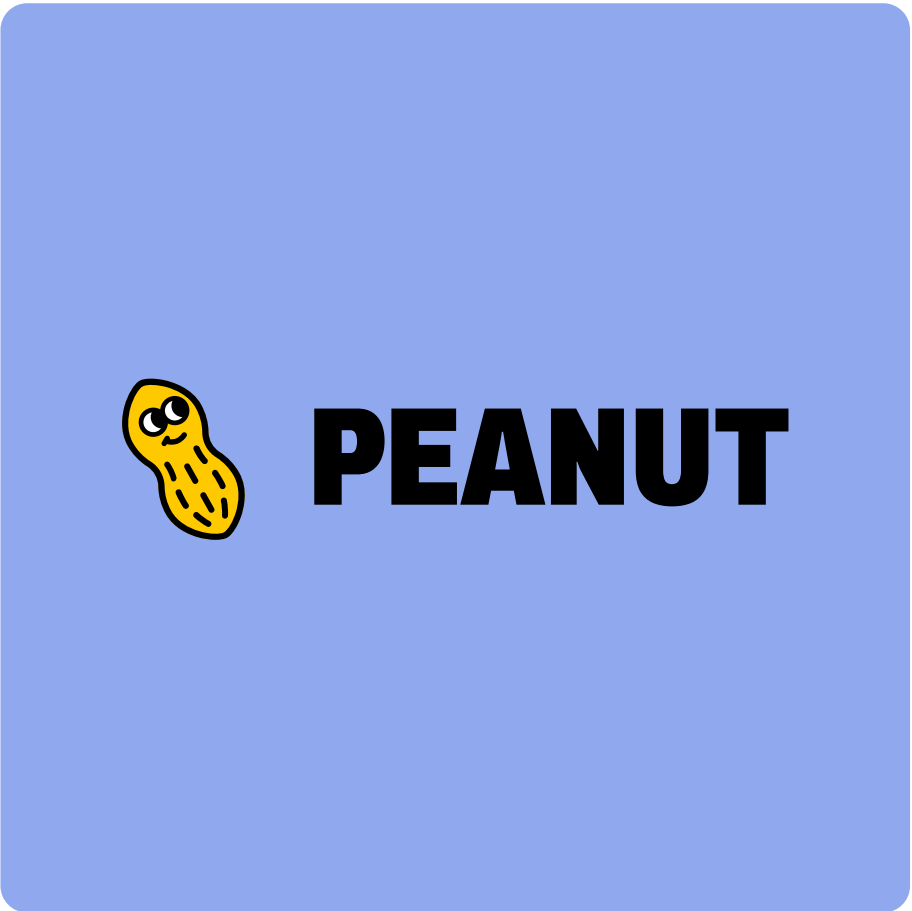
PEANUT

Mascot
Wordmark included

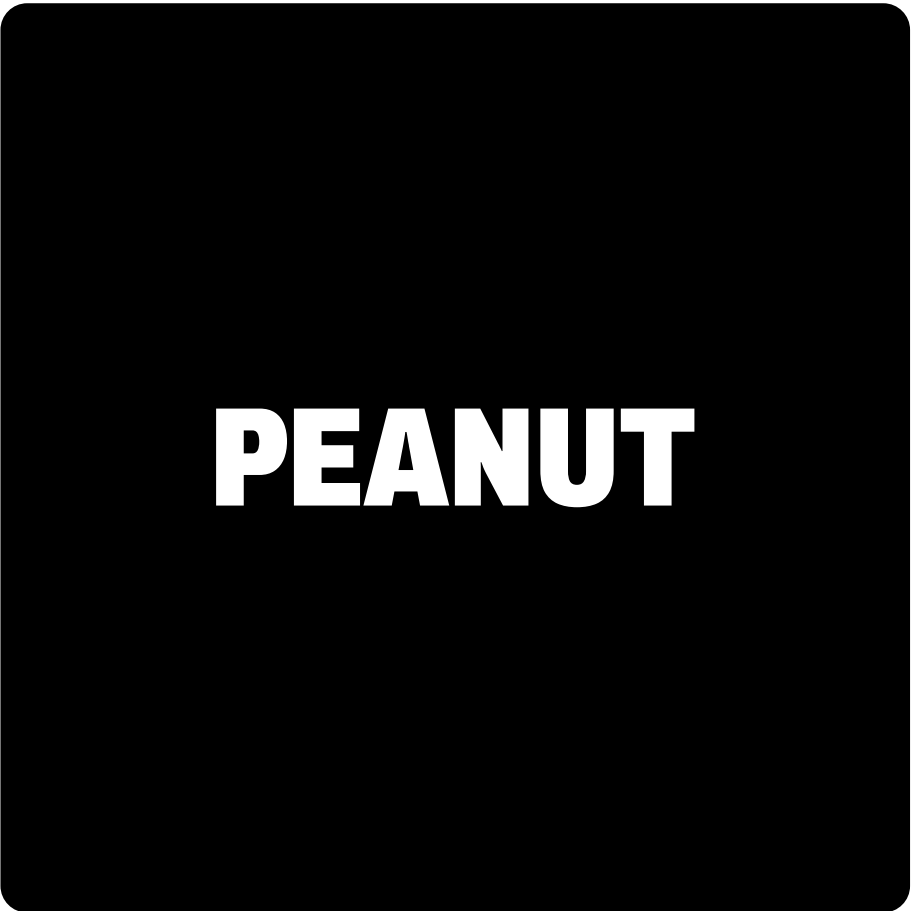
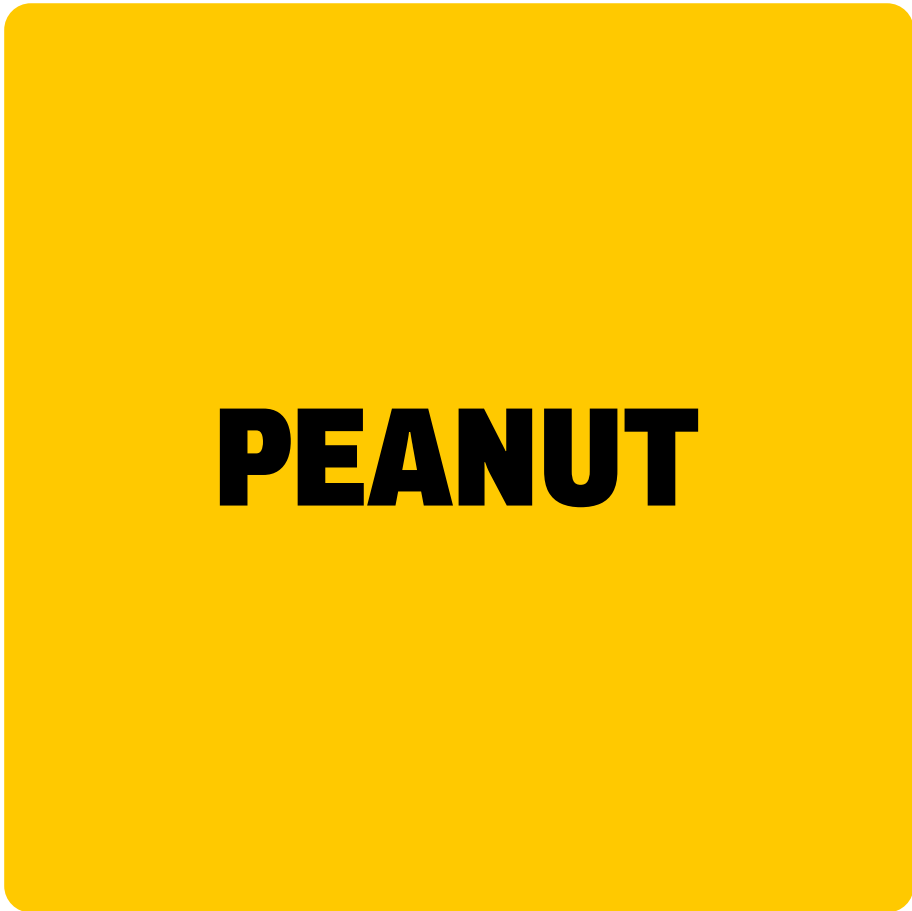
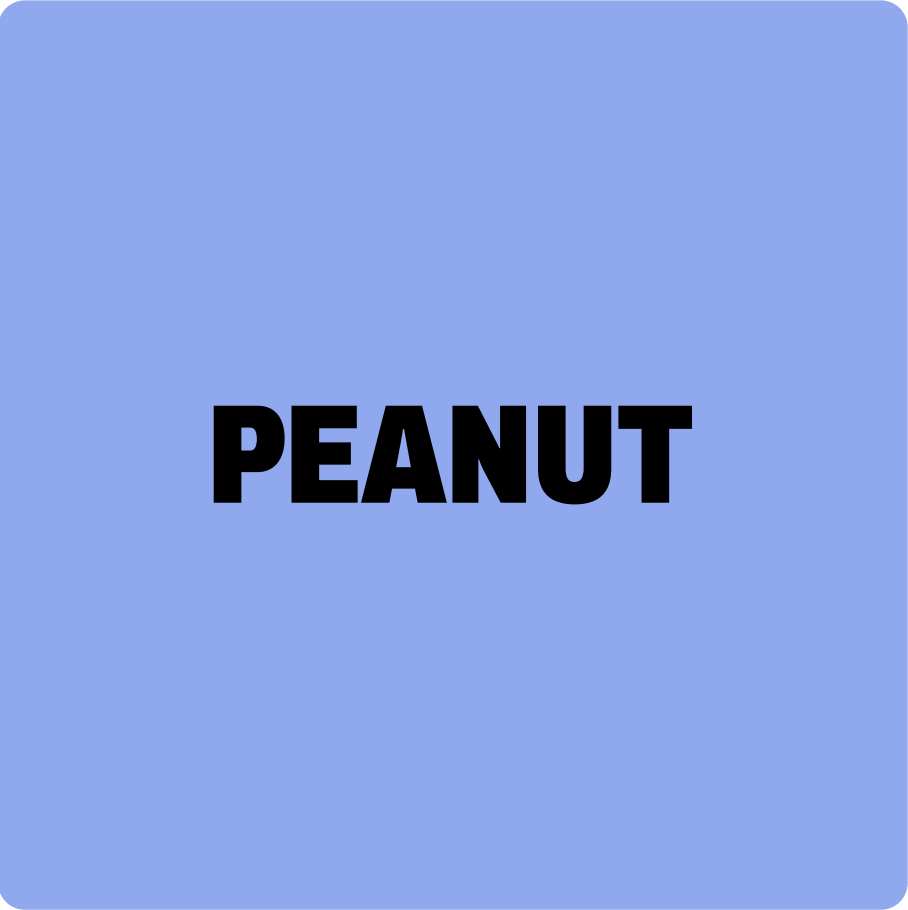
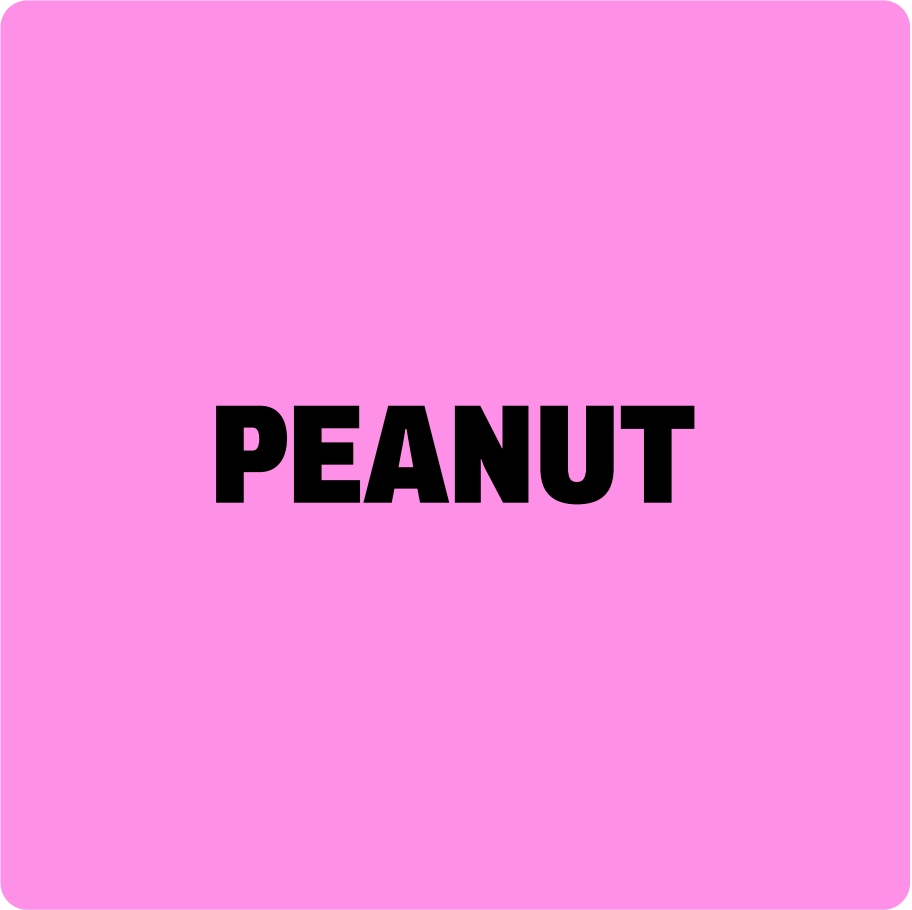
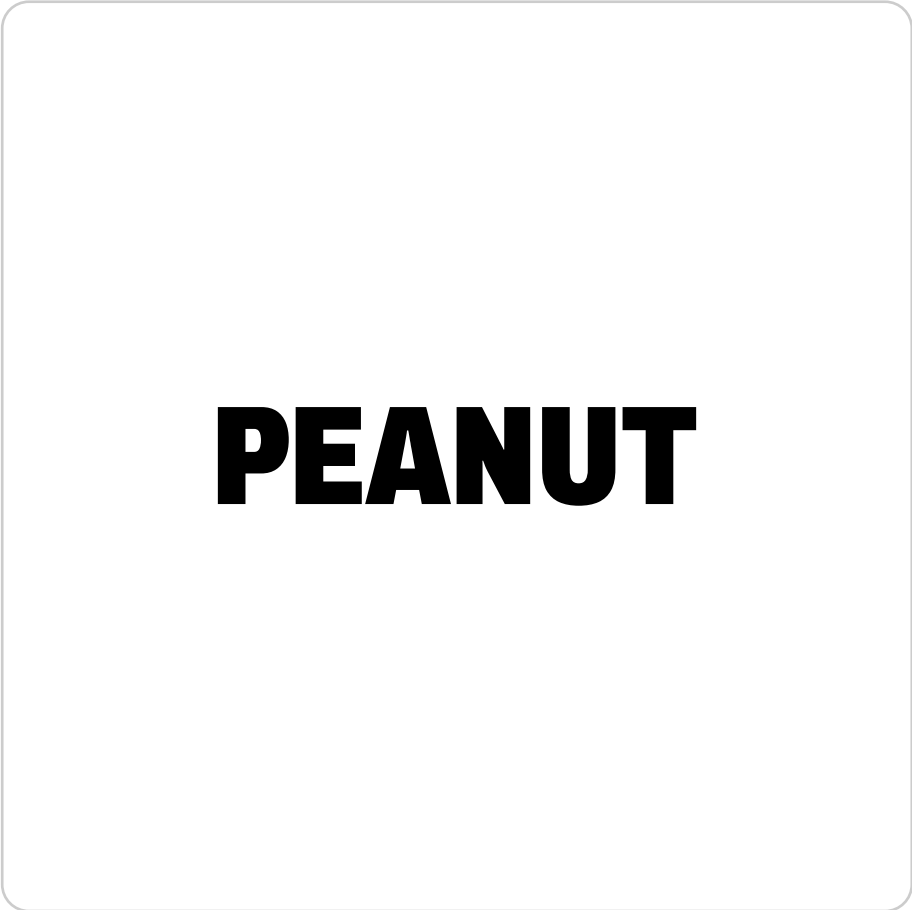


PEANUT

Color application
Main Logo



Color application
Main Logo



CHAPTER 2

OUR SYSTEM

TYPOGRAPHY

2.1

Primary typeface
Titles

Roboto Flex
ExtraBold

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 \$! ? & # - _ (*) @ - : + % [=]

Primary typeface
Copy

Roboto Flex Regular

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 \$! ? & # - _ (*) @ - : + % [=]

Secondary typeface
Accents

KNERD
FILLERD

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 \$! ? & # - _ (*) @ : + % [=]

Secondary typeface
Accents

KNERD
OUTLINE

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 \$! ? & # - _ (*) @ : + % [=]

Send crypto with a link

Deposit some crypto to the link, no need for wallet addresses.
Send the link to the recipient. They will be able to claim the
funds in any token on any chain from the link.

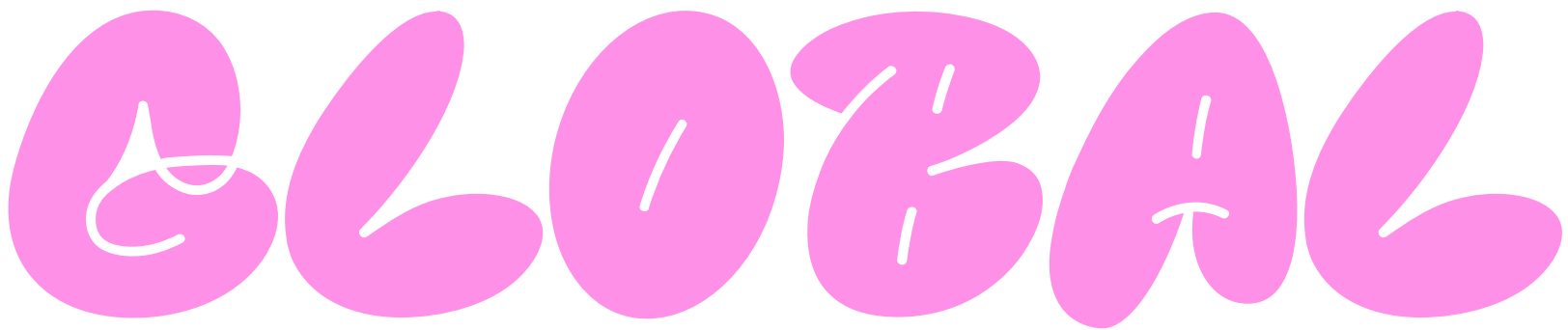
Fonts in use

BUTTERY SMOOTH
GLOBAL
MONEY

Deposit some crypto to the link, no need for wallet addresses.
Send the link to the recipient. They will be able to claim the
funds in any token on any chain from the link.

Knerd offset usage

Layer 1 / Offset
Knerd Filled



The first type layer works as the offset and should have the same color as the background.

+

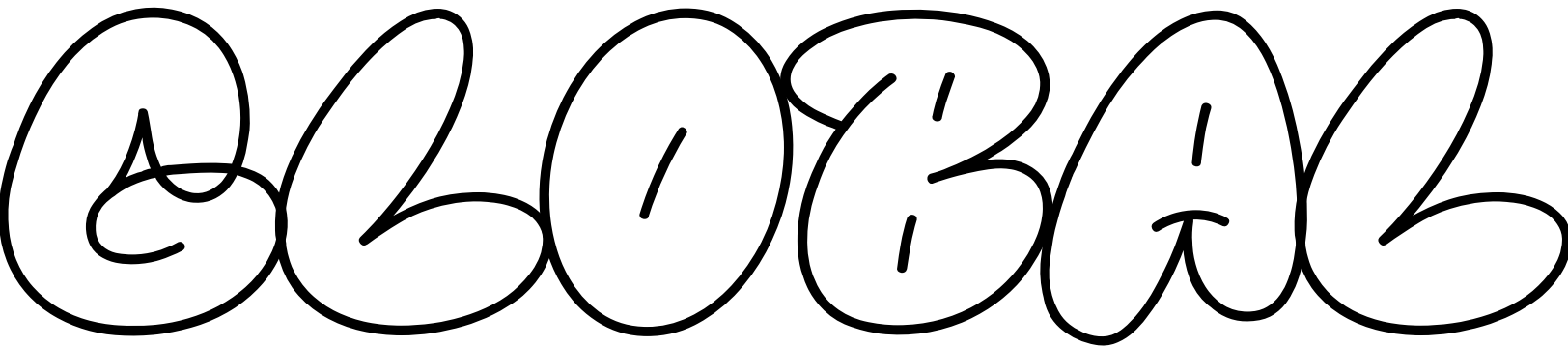
Layer 2 / Fill
Knerd Filled



The second type layer works as the fill color and should always be white. This layer must be moved to the right to show the offset color underneath.

+

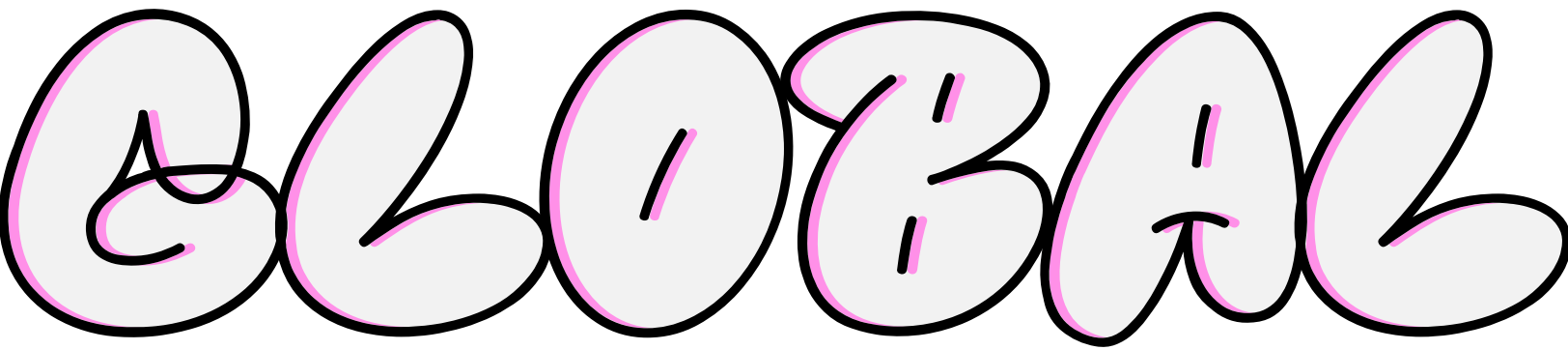
Layer 3 / Stroke
Knerd Outline



The last type layer works as the stroke and must always be black.

=

Complete effect





Main Colors

Pink

HEX

FF90E8

RGB

255 144 232

CMYK

7 50 0 0

Yellow

HEX

FFC900

RGB

255 201 0

CMYK

0 21 100 0

White

HEX

FFFFFF

RGB

255 255 255

CMYK

0 0 0 0

Black

HEX

000000

RGB

0 0 0

CMYK

75 68 67 90

Secondary Color

Lavender

HEX

90A8ED

RGB

144 168 237

CMYK

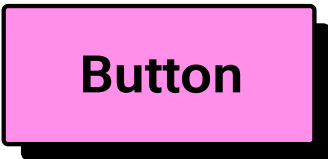
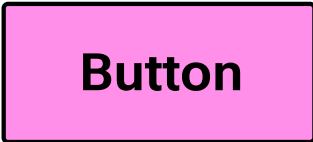
41 28 0 0

2.3 GRAPHIC ELEMENTS

Doodles



UI Components



Send crypto with a link

Deposit some crypto to the link, no need for wallet addresses.
Send the link to the recipient. They will be able to claim the funds in any token on any chain from the link. ⓘ

\$ 0.01

USDC

Balance: 100

▼

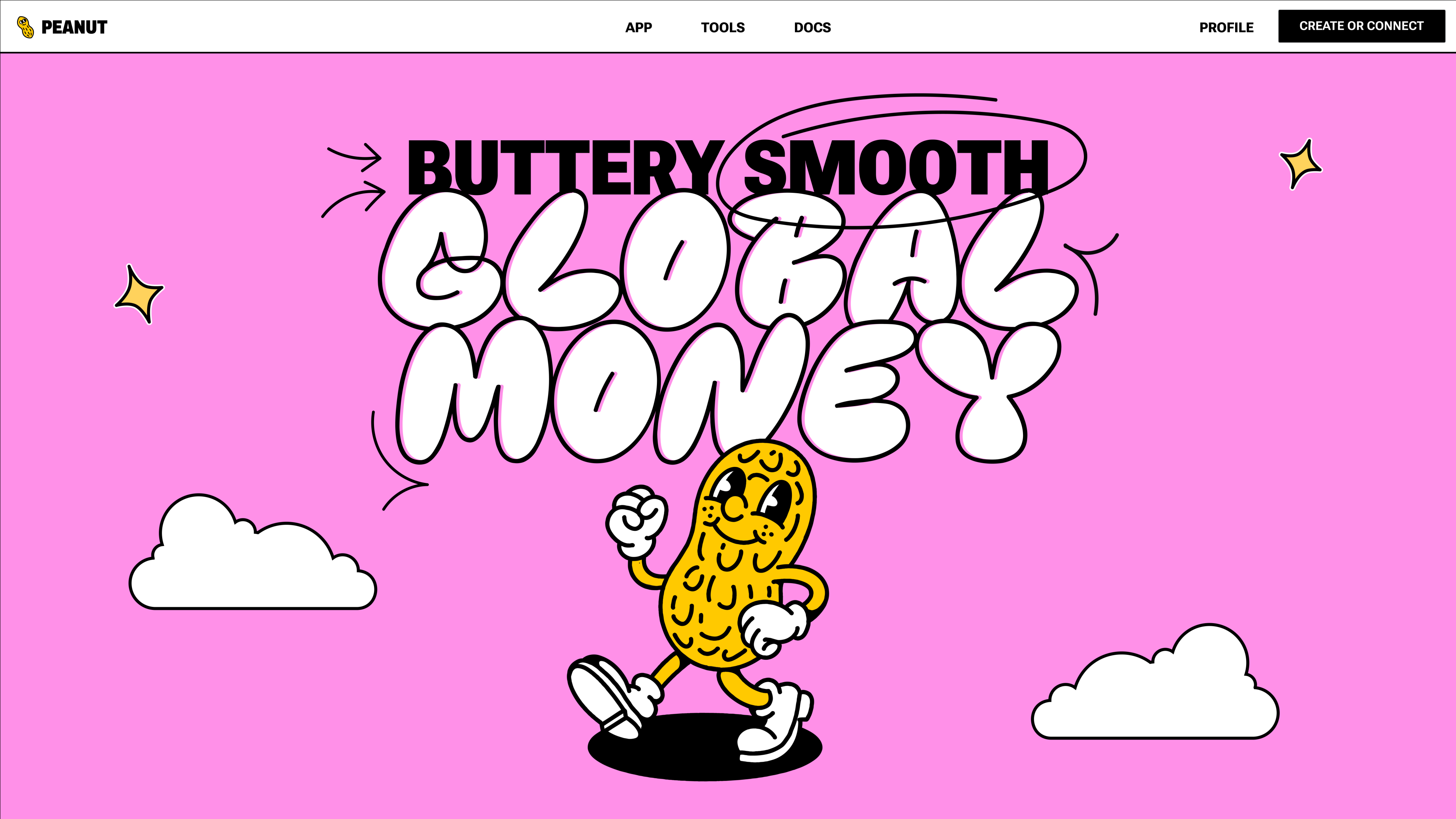
📎

Add payment reference

Continue

CHAPTER 3

KEY VISUAL



Thank you

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Version 1 – 30.10.2024