

Version 1.0

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# Veru – Brand Book

October 2025

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# 1. Introduction

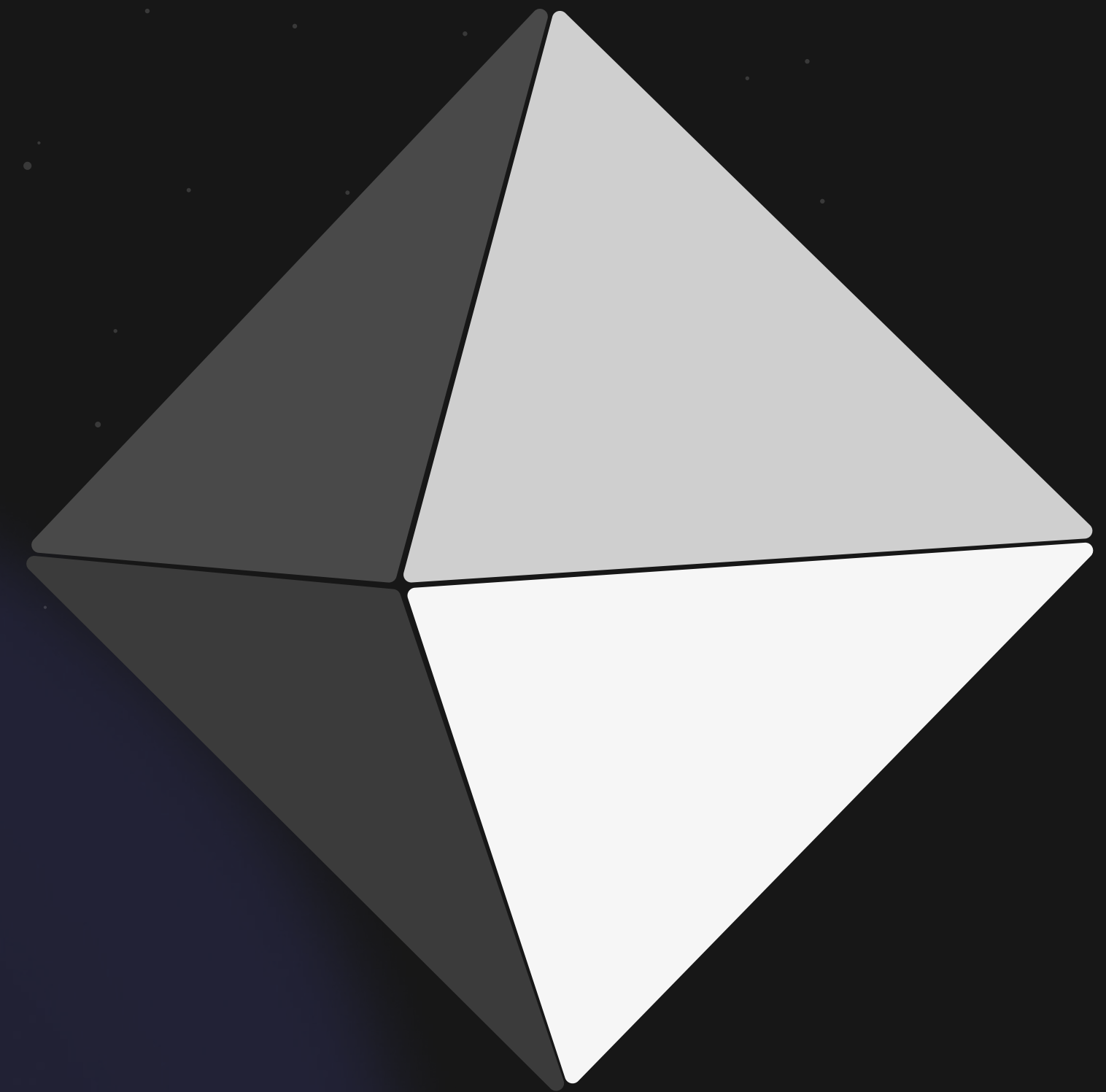
Welcome to the Veru Brand Book. This document defines the visual and verbal identity of Veru — a privacy-first cross-chain DeFi suite built on Aleo. Our brand reflects trust, privacy, and modernity, representing a commitment to secure, shielded financial interactions.

By adhering to these guidelines, all communication, design, and touchpoints will consistently reflect our core values: Truth, Security, and Composability.

# 2. Logo Design

## Logo Mark

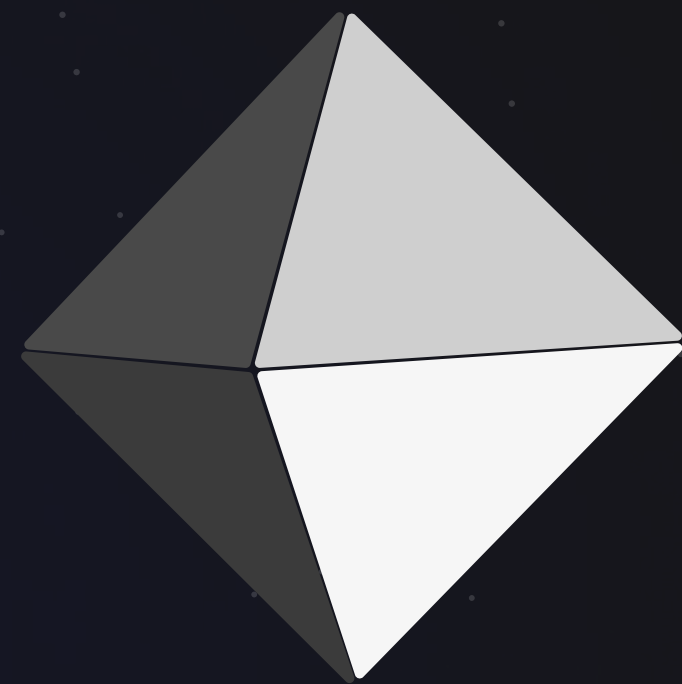
The diamond-like, multi-faceted prism symbolizes trust, precision, and transparency — core principles in finance and blockchain. Each facet represents a unique component of the Veru ecosystem (bridge, swap, lending, liquidity), converging into one coherent structure — unity through decentralization.





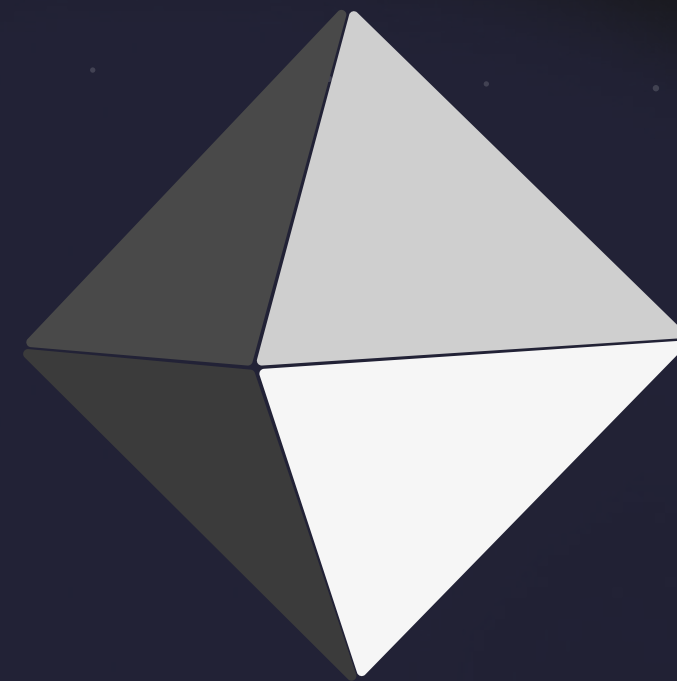
# Logo Variations

Vertical



veru

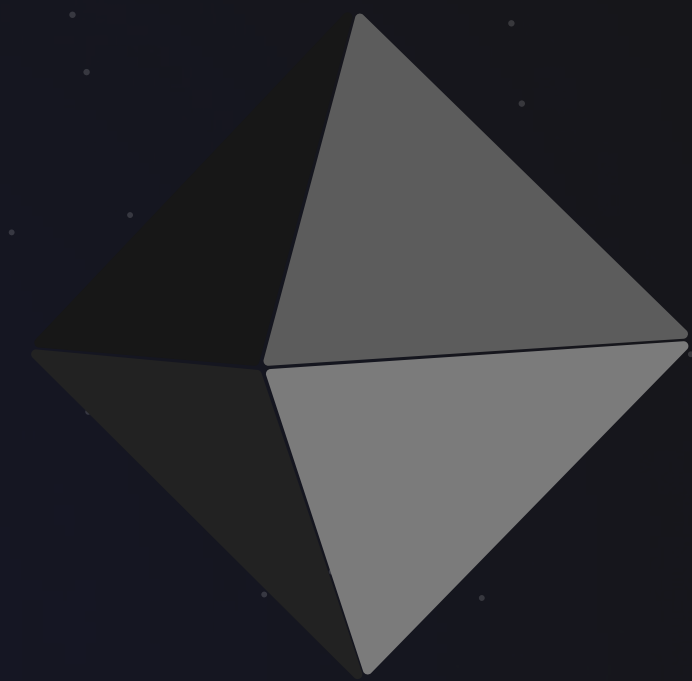
Horizontal



veru

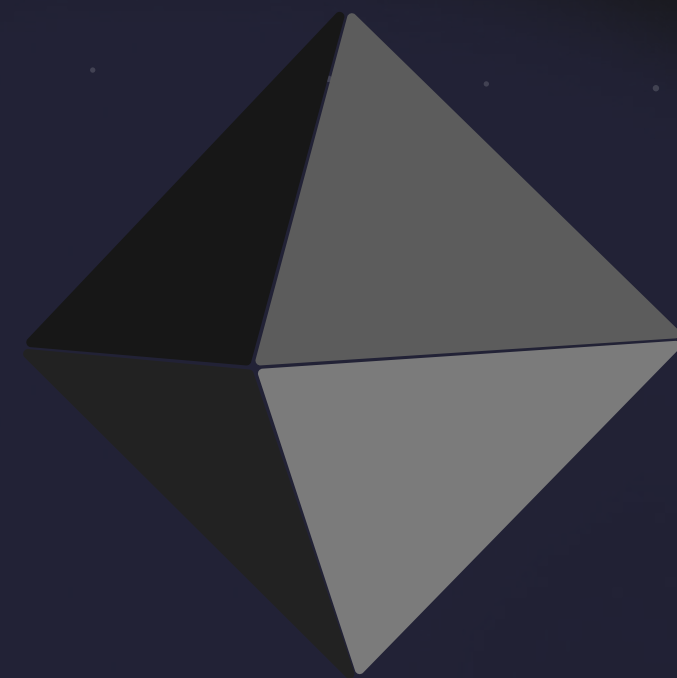
# Logo Variations (b&w)

Vertical



veru

Horizontal



veru



# Symbolic Meaning of the Veru Logomark

## 1. The Geometric Prism (Main Shape)

The diamond-like, multi-faceted prism symbolizes trust, precision, and transparency — core principles in finance and blockchain. Each facet represents a unique component of the Veru ecosystem (bridge, swap, lending, liquidity), converging into one coherent structure — unity through decentralization.

## 2. The Four Facets and Their Colors

- Cyan (Top-left) – Liquidity & Flow: Represents the seamless flow of assets between networks (bridging and swapping). Cyan conveys agility, clarity, and innovation.
- Violet (Top-right) – Innovation & Technology: A nod to cryptography and digital transformation — the core of Veru’s tech-first foundation.
- Indigo-Blue (Bottom-right) – Stability & Depth: Symbolizes financial reliability, lending protocols, and the deep liquidity pools.
- Midnight Blue (Bottom-left) – Security & Foundation: Reflects Veru’s focus on privacy, encryption, and the solid infrastructure that supports transactions.

Together, the color gradients depict a cycle of movement — from innovation to flow, stability, and security — mirroring how assets circulate through the Veru ecosystem.

## 3. The 3D Illusion / Convergence Point

The way the shapes meet in the center forms a convergence point, symbolizing Veru’s role as a unified layer that connects fragmented networks, protocols, and assets — a true cross-chain nexus.

## 4. The Wordmark (“veru”)

The lowercase typography evokes approachability and simplicity, contrasting the complexity of crypto tech.

- The ‘e’ in violet aligns visually and conceptually with the innovation facet — hinting at exchange, economy, and evolution.
- The clean, geometric typeface complements the precision of the logomark — emphasizing Veru’s role as a bridge between users and financial technology.

# 3. Colors & Typography

DeFi Brand Color Palette

Private • Modular • Composable • DeFi-native

Modern

Trustworthy

Privacy-first

Technical

Primary Colors

Indigo Core

#6366f1

Slate Deep

#1e293b

Pure White

#f8fafc

Secondary Colors /Accent Color

Cyan Trust

#06b6d4

Violet Premium

#8b5cf6

Slate Medium

#64748b

Cool Gray

#a5b0c5

Neutral Spectrum

Obsidian

#0f172a

Charcoal

#1e293b

Steel

#475569

Silver

#94a3b8

Information Colors

Success Green

#10b981

Warning Amber

#f59e0b

Alert Red

#ef4444

Veru Original Logo Colors

Champagne Beige

#d5cbb2

Soft Gold

#bba968

Deep Charcoal

#1b1b1f

Color Usage Guidelines

Primary Actions

Use Indigo Core for CTAs, primary buttons, and key interactive elements that drive user engagement.

Trust Indicators

Cyan Trust for security badges, verification status, and privacy-related messaging.

Premium Features

Violet Premium for advanced DeFi tools, pro features, and sophisticated functionality.

Backgrounds

Dark neutrals for main backgrounds, creating a professional, focused environment.

Text & UI

Silver and Steel for secondary text, borders, and subtle UI elements.

Status Indicators

Green for success states, positive yields, and confirmed transactions.



# 3. Colors & Typography

## Typography

Azeret Mono - Primary

Plus Jakarta Sans - Secondary



# 4. Iconography

Icons follow a unified geometric style inspired by the shield and keyhole motif.

- App Icons
- Feature Symbols (Swap, Stake, Bridge, Pool)
- UI Controls

Maintain sharp edges and consistent weight to preserve brand strength.

# 5. Tone of Voice

Veru's tone balances trust and authority with clarity and precision.

- Professional, not cold
- Direct, not harsh
- Confident, not boastful

Voice samples:

- "Shield your assets. Swap in privacy."
- "Stake in silence. Earn without exposure."

# 6. Final Remarks

Veru is the foundation for a new generation of private DeFi. This brand book is a living document — expect evolution as our ecosystem expands.