

Brand Guidelines

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01 LOGO



This is Lend's official logo

[Download Logo Asset ->](#)

02 CLEAR SPACING



The logo must always be surrounded by a minimum amount of clear space to make sure that it is easily legible wherever it is being used.

03 CLEAR SPACING ILLUSTRATION



04 LOGO VARIATIONS



It is crucial that the logo is always as visually legible as possible irrespective where it is used. Choosing which version to use is dictated by whichever creates the highest contrast, in its context.

05 ICON



06 ICON VARIATIONS



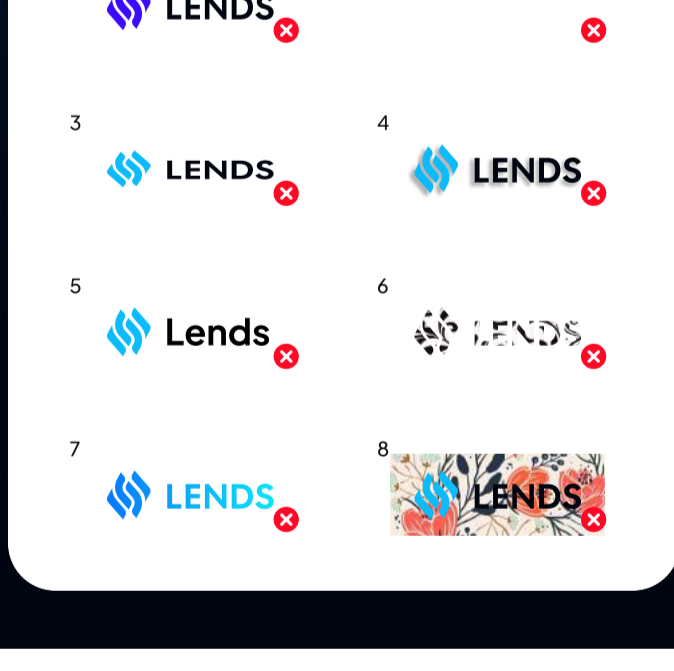
These are the recommended versions for the Lend's icon. Please use any of the icon types instead of the logo for any online account of Lend's such as profile pictures.

07 LOGO: INCORRECT USE

In building a brand identity, consistency is key. This is a list of absolute "don'ts" when applying the logomark:

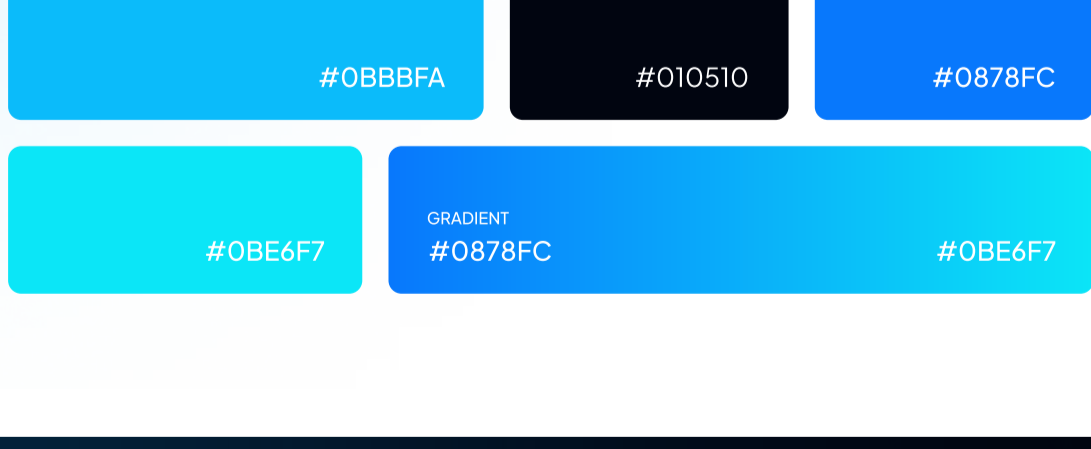
DO NOT:

1. display the logomark in any other colour other than the specified ones
2. apply an outline to the logo
3. distort the logomark or change its proportions
4. add special effects such as shadow
5. recreate the logo using an alternative font
6. fill with colors/patterns
7. use multiple colours or apply a gradient to the logo
8. apply the logo to a very detailed background, instead place a solid dark or white block behind it to ensure legibility



08 COLOR PALETTE

These are the primary and complementary colors of the brand. Make sure to always use these exact color codes.



09 TYPOGRAPHY

Plus Jakarta Sans

Plus Jakarta Sans is the primary type family of Lend's brand identity system. It's a Sans Serif typeface with a modern and minimal look. It's simple and easy to read. We use seven (7) different weights to create hierarchy and consistency in designs and documents.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

- Extra Light
- Light
- Regular
- Medium
- Semibold
- Bold
- Extra Bold

