Inverse Finance Brand Kit

Welcome to the Inverse Finance Brand Kit. Here, you will find logos, colors, fonts, and more from Inverse.

About Inverse

Inverse Finance is the decentralized autonomous organization that develops and manages the FiRM fixed rate lending protocol, DOLA, its debt-backed, decentralized stablecoin, and sDOLA, the yield-bearing version of DOLA.

Originally founded by Nour Haridy in late 2020, the protocol is governed by the Inverse Finance DAO, a collective of crypto enthusiasts. Our code base is open source and maintained by the community.

Logo Kit

Download the Inverse Finance, INV, DOLA, sDOLA, sINV, FiRM, and DBR logo kit from here.

Inverse Finance logo

The logo to be used when referencing the Inverse Finance as a DAO.

Inverse Finance

INV logo icon

The logo to be used when referencing the Inverse Finance INV governance token.

DOLA logo

The logo to be used when referencing the Inverse Finance's decentralized stablecoin. To be used when referencing DOLA in larger formats or when a text prompt is required (this is the logo with the word DOLA next to it)

DOLA

DOLA logo icon

To be used when referencing the DOLA token on websites and UIs (this is just the DOLA logo without the word DOLA)

DBR logo

The logo to be used when referencing the Inverse Finance's DOLA Borrowing Rights stablecoin. To be used when referencing DBR in larger formats or when a text prompt is required (this is the logo with the word DBR next to it)

DBR logo icon

To be used when referencing the DBR token on websites and UIs (this is just the DBR logo without the word DBR)

FiRM logo

The logo to be used when referencing the Inverse Finance's FiRM fixed rate lending market.

sDOLA logo icon

The logo to be used when referencing the Inverse Finance's yield bearing stablecoin sDOLA (staked DOLA) on websites and UIs (this is just the DOLA logo with inverted colors

sDOLA logo

The logo to be used when referencing the Inverse Finance's yield bearing stablecoin. To be used when referencing sDOLA in larger formats or when a text prompt is required (this is the logo with the word sDOLA next to it)

sINV logo icon

The logo to be used when referencing the yield bearing version of the INV governance token, sINV (staked INV) on websites and UIs (this is just the INV logo with the sDOLA yellow background)

sINV logo

The logo to be used when referencing the yield bearing version of the INV governance token, sINV (staked INV). To be used when referencing sINV in larger formats or when a text prompt is required (this is the logo with the word sINV next to it)

3D Tokens

To optionally be used for marketing or creative graphics when a more realistic representation of one of our tokens is required.

DBR token

DOLA token

INV token

sDOLA token

sINV token

Typography

We follow a clean and consistent typography hierarchy. The design is always more visually appealing and easier to navigate with a coherent design hierarchy.

Funnel Display

We use Funnel Display as our primary headline font. It can be easily dowloaded from here.

LIGHT

Fixed Rates, Unfixed Potential

REGULAR

Fixed Rates, Unfixed Potential

MEDIUM

Fixed Rates, Unfixed Potential

SEMI BOLD

Fixed Rates, Unfixed Potential

BOLD

Fixed Rates, Unfixed Potential

EXTRA BOLD

Fixed Rates, Unfixed Potential

Geist

We also use Geist for body text and captions and it can be downloaded here.

"Inverse Finance is the decentralized autonomous organization that develops and manages the FiRM fixed rate lending protocol, DOLA, its debt-backed, decentralized stablecoin, and sDOLA, the yield-bearing version of DOLA."

Colors

The Inverse color palette is used to express the essence of the brand in most communications. The color palette helps maintain brand recognition and enhances familiarity. A precise and controlled use of these colors is the key to creating a sense of visual consistency across the Inverse Finance identity system.

We have have two palettes - a “hero” palette and a secondary palette.

Hero Palette

Logo Blue
#4d77c5

Stable Blue
#18205d

Secondary Palette

Governor Bay
#4f589c

FiRM Yellow
#ffc35c

Light Steel Blue
#a7addb

Background Dark
#252327

Background Light
#fff8df

Please Do

- Use all caps INV, DOLA, DBR when discussing trading pairs (ETH/DOLA) and displaying amounts (10 DOLA).
- Use lowercase “s” when discussing sDOLA and sINV. Use lowercase “I” when writing “FiRM.”

Please Don’t

- Alter the logos in any way.