

syncddao

**BRAND  
GUIDELINES**

“

**DEFI IS THE ANTIDOTE TO ECONOMIC SLAVERY.**

ROSSCO PADDISON

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## BRAND GUIDELINES

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Implementing the SyncDAO brand in communications - updated 1 November 2021

These guidelines will tell you the story of the SyncDAO brand.

If you have any questions along the way, please email the team at [hello@syncdao.com](mailto:hello@syncdao.com)

## THE STORY

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SyncDAO is a Decentralised Autonomous Organisation (DAO) founded by Rossco Paddison and Paul Holland, which aims to bring decentralized finance (DeFi) to the mass market by incentivising referrals to its easy to use platform, offering the best of DeFi yield generating protocols via its Perpetual Vaults.

There's a wave of retail users coming to DeFi who are attracted to stable returns because traditional banking is failing them. However, helping a new user into DeFi and showing them how to leverage the technology is labor intensive and undervalued at large.

SyncDAO bridges this gap with audited smart contracts that transparently rewards referrers to turn new users into lifelong DeFi advocates — giving them the power to be their own bank — and SyncDAO makes it simple to do so!

The decentralized foundation of SyncDAO means that the community has the decision making power to determine what their finance looks like through Perpetual Vault strategies. The SyncDAO ethos is built on trust, accessibility for all, and guiding people into a brighter future, so the brand is designed to communicate these values.

## THE VISION

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Regenerative wealth, accessible to anyone, anywhere, anytime.

## THE MISSION

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Build DeFi things even we can't break.

## THE BRAND

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### Brand Promise

SyncDAO enables life-changing wealth for all our users, perpetually.

### Brand Essence

SyncDAO empowers everyday people to self-determine their financial future.

### Brand Voice

SyncDAO speaks your language, removing barriers so everyone can learn, earn, and secure opportunities in a decentralized world.

## THE BRAND

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SyncDAO products and services are accessible to everyone.

The brand and visual style fits with the spirit and idea that people are able to choose their own financial future.

## VALUES

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# SyncDAO stands for financial equanimity.

### Open Finance

SyncDAO is a universal community allowing people to play in a space of wealth that's infinite and permissionless.

### Regenerative Systems

SyncDAO develops protocols that give people the power to build long-term wealth generation systems with maximum co-efficiency.

### Rebellious Responsibility

We turn degenerative patterns into long term sustainable wealth practices, leveraging creator incentives, permissionless technology and revolutionary people.

# All communications should reflect SyncDAO as...

### **Friendly & Relatable**

SyncDAO is here to build community & make friends.

### **Genuine & Integral**

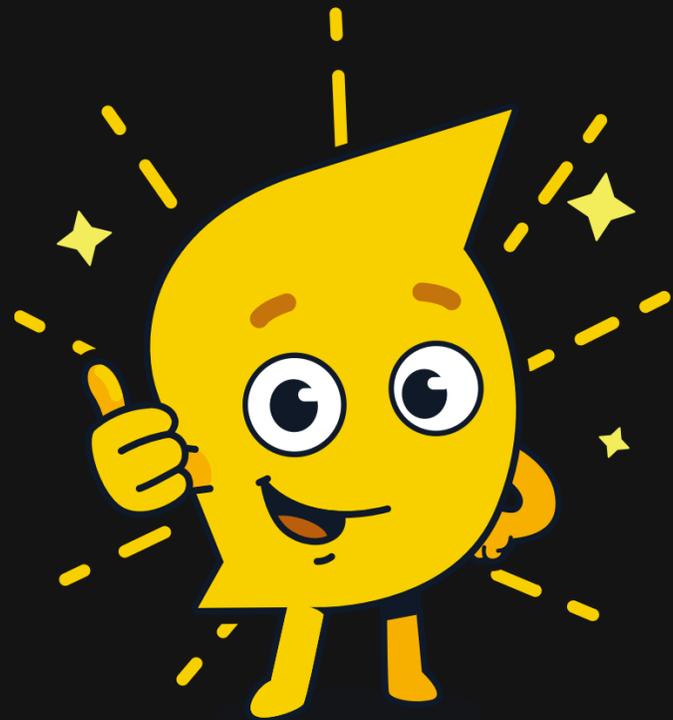
SyncDAO is trustworthy, sincere, and reliable.

### **Inventive & Collaborative**

SyncDAO pushes the boundaries of innovation, both in building new financial tools and in how it interacts with the community.

### **Adaptable & Thoughtful**

SyncDAO is a decentralised platform, where the community has the decision-making power for changes to the SyncDAO Protocol. The core team's role is to build and facilitate these community-driven updates



Sync guides and inspires people through their journey into crypto.

### Sage

Sync is an empathetic and considerate mentor, clarifying user challenges and resolving them with patient wisdom.

### Creator

Sync is focused on innovation, always believing that any challenge is temporary and has a solution.

### Everyman

Sync is highly relatable and enjoyable, making people from all walks of life feel a sense of belonging in DeFi.

## MARKETING STRATEGIES

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Everyone should feel connected to the SyncDAO brand. The SyncDAO Protocol has many tools for different audiences. From people just learning about the decentralized finance world, to developers with heavy technical knowledge.

Everyone should feel included, regardless of experience, age, background, etc. SyncDAO is for those who want to be in control of their financial future and make the most of their money. SyncDAO is for everyone. Marketing and content strategy must reflect this diverse range of audiences.



## PRESS KIT

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### Founders

Rossco Paddison (CEO) and Paul Holland (COO).

### Tagline

Access the best of DeFi from one platform with one token.

### Short

SyncDAO is a Decentralized Autonomous Organization that uses a non-custodial protocol to access the best returns in DeFi through Perpetual Vaults, rewarding its users, affiliates and governors for optimizing the DAO.

### Medium

SyncDAO is a Decentralized Autonomous Organization that uses a non-custodial protocol on Ethereum enabling users to earn interest on various DeFi protocols. The SyncDAO smart contract aggregates returns and compounds interest in a Perpetual Vault, rewarding users for depositing, referring, and optimizing the vault strategies to benefit the DAO.

## BOILERPLATE

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SyncDAO is a Decentralized Autonomous Organization that uses a non-custodial protocol on Ethereum enabling users to earn interest on various DeFi protocols. The SyncDAO smart contract aggregates returns and compounds interest in a Perpetual Vault, rewarding users for depositing, referring, and optimizing the vault strategies to benefit the DAO.

The SyncDAO Protocol is unique in that it tokenizes deposits as PVT (Perpetual Vault Tokens), which accrue interest gathered across other DeFi protocols in real time, enabling users to access the best of DeFi from one platform with one token. Learn more at <https://syncdao.com>

**Want to write about SyncDAO? For questions or press inquiries, please email [hello@syncdao.com](mailto:hello@syncdao.com)**

## LINKS

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## WEBSITE & SOCIAL MEDIA

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-  **Website** <https://syncdao.com>
-  **Discord** [syncdao.com/discord](https://syncdao.com/discord)
-  **Telegram** [syncdao.com/telegram](https://syncdao.com/telegram)
-  **Medium** [syncdao.com/medium](https://syncdao.com/medium)
-  **Twitter** [syncdao.com/twitter](https://syncdao.com/twitter)
-  **Youtube** [syncdao.com/youtube](https://syncdao.com/youtube)
-  **Facebook** [syncdao.com/facebook](https://syncdao.com/facebook)
-  **LinkedIn** [syncdao.com/linkedin](https://syncdao.com/linkedin)

## RESOURCES

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- Deck** [syncdao.com/deck](https://syncdao.com/deck)
- Litepaper** [syncdao.com/litepaper](https://syncdao.com/litepaper)
- Tokenomics** [syncdao.com/tokenomics](https://syncdao.com/tokenomics)
- Summary** [syncdao.com/summary](https://syncdao.com/summary)
- Branding** [syncdao.com/branding](https://syncdao.com/branding)



**LOGO**

## DESIGN AND SPACING

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### Clear Space

The minimum space on either side of the SyncDAO logo is equivalent to the width and height of the letter 'o'.

### Minimum Size

The minimum recommended height of the vertical logo is 15mm high for print and 80px on-screen.

### Miscellaneous

The angle of the cut between the two icon slices is 36° clockwise.

Use of the light logo on a dark background is preferable.



## LOGO

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## MAIN LOGO

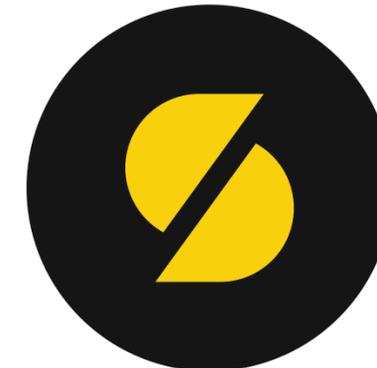
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## ICON

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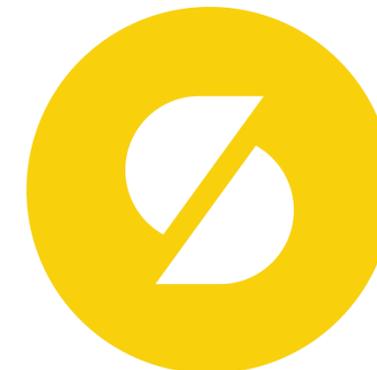
Main logo to be used on dark backgrounds



Icon to be used on dark backgrounds



Alternative logo to be used on light backgrounds



Icon to be used on light backgrounds

# The SyncDAO logo represents connection.



In the icon, the two halves can be representative of the following dualities coming together:

- Halves of a coin; one piece can be considered the traditional finance side of fiat money connecting with the modern piece of DeFi and cryptocurrency.
- Slices of a DeFi portfolio; one representing stablecoins, the other representing volatile assets. Together they form a balanced portfolio for growth.
- Sparks of inspiration; one rooted in finance, the other in technology. Together they make financial access and equity possible through DeFi.
- Users and affiliates connecting to form the basis of SyncDAO.

## LOGO

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## CONDITIONS

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All SyncDAO's logos are distinctive, designed pieces of graphic artwork, owned by SyncDAO. The following usage guidelines must be followed:

- Only use the official SyncDAO logos provided in the media kit on the official SyncDAO webpage <https://syncdao.com/branding>
- Do not modify or alter the logos;
- Do not change the design of any logo;
- Do not change or vary the colours of any logo;
- Avoid screening logos;
- Do not combine a logo with any other design, trademark, graphic, text or other element, including your name, any trademarks, or any generic terms;
- Logos may only be placed on solid backgrounds (preferably dark) unless approved by SyncDAO, and not over an image or pattern (unless approved by SyncDAO);
- No artistic effects (such as drop-shadows, gradients or embossing) may be applied.

No word mark or logo may be used or displayed in any of the following ways:

- In any manner that, in the sole discretion of SyncDAO, discredits SyncDAO or tarnishes its reputation and goodwill;
- In any manner that infringes, dilutes, depreciates the value, or impairs the rights of SyncDAO in the word marks and/or logos;
- In any manner that is false or misleading;
- In connection with any pornography, illegal activities, or other materials that are defamatory, libellous, obscene, or otherwise objectionable;
- In any manner that violates the trademarks, copyright, or any other intellectual property rights of others;
- In any manner that violates any law, regulations, or other public policy;
- In any manner as part of a name of a product or service of a company or organization other than SyncDAO.

Standard text

Cabin Regular

Aa

Cabin Regular

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Headings, subheadings, and titles

Cabin Semibold

Aa

Cabin Semibold

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Standard text

Gidole

Aa

Cabin Regular  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

HEADINGS, SUBHEADINGS & TITLES

LEAGUE SPARTAN

AA

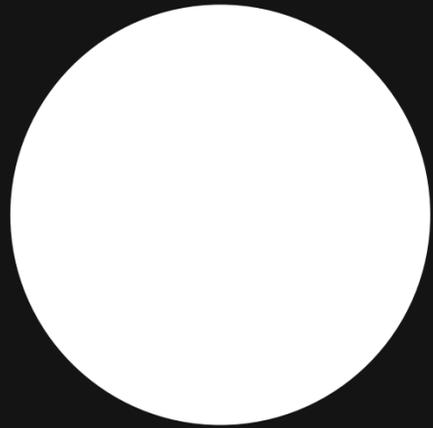
LEAGUE SPARTAN  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
XYZ

## COLOURS

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## PALETTE

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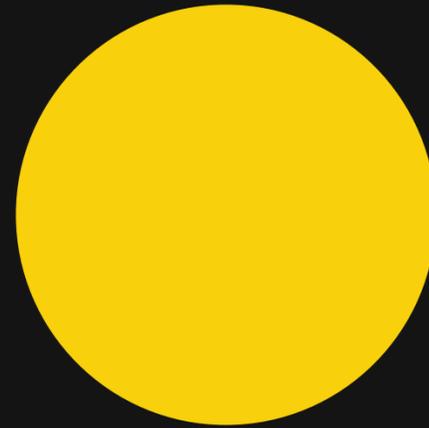
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CMYK:  
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RGB:  
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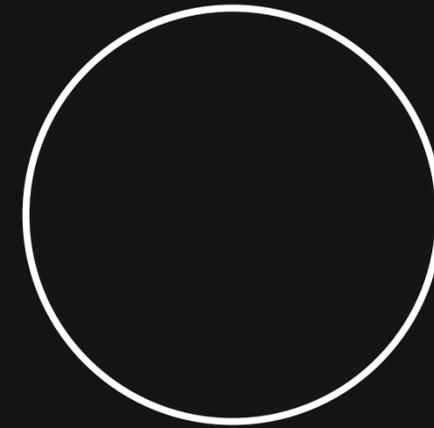
HEX CODE  
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RGB:  
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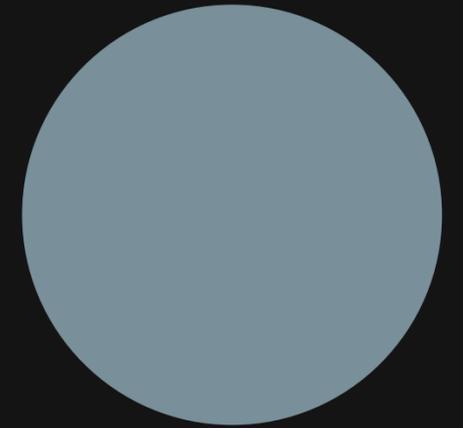
HEX CODE  
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RGB:  
20 20 20



HEX CODE  
#798F99

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CMYK:  
0.21 0.07 0.0 0.40

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RGB:  
121 143 153

Keep it simple



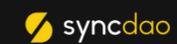
Keep it simple



Keep it simple



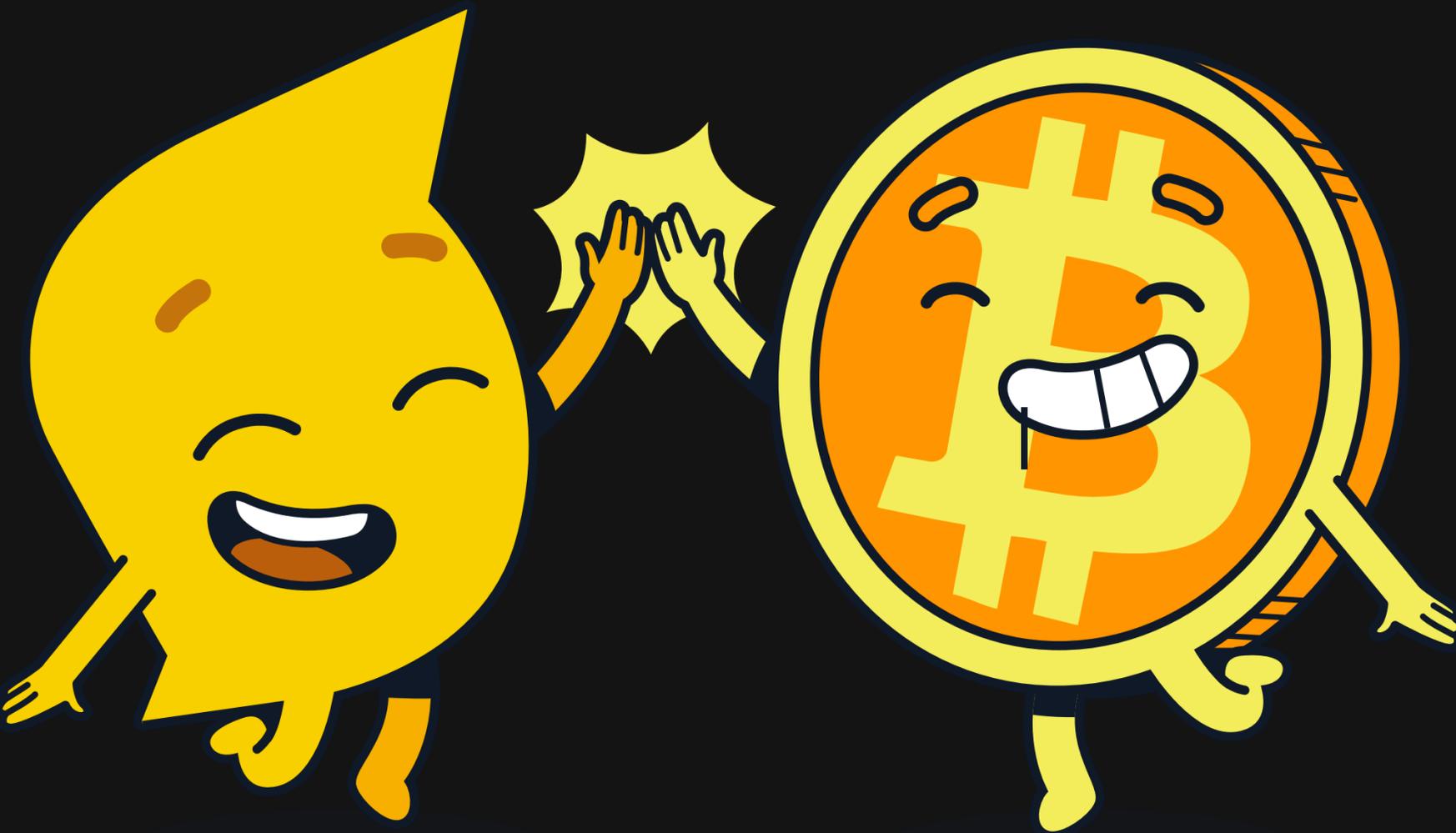
Keep it simple



# APPLICATIONS

# MOBILE APPS





## CONTACT INFORMATION

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[hello@syncdao.com](mailto:hello@syncdao.com)

[www.syncdao.com](http://www.syncdao.com)