

THE ESSENTIALS

Make it Lithium.

A practical guide to the logo, color, type, and everyday applications.

[Identity](#)
[Sizing](#)
[Color](#)
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Full logo

[SVG](#) [PNG](#)


Full logo, white

[SVG](#) [PNG](#)


Wordmark

[SVG](#) [PNG](#)


Wordmark, white

[SVG](#) [PNG](#)


Symbol

[SVG](#) [PNG](#)


Symbol, white

[SVG](#) [PNG](#)

Choose the right mark

Use the full logo for first introductions. Use the wordmark when the name should lead, and the symbol for compact placements such as avatars.

Use the original artwork

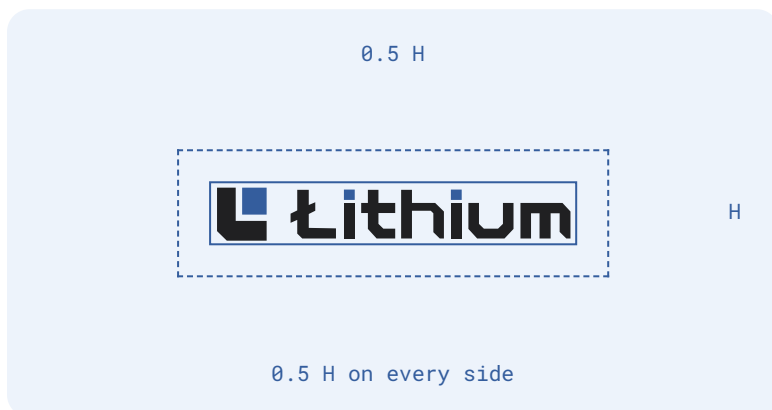
Keep the supplied geometry and spacing. Do not typeset the wordmark, stretch, rotate, recolor, add effects, or combine the symbol into a new lockup.

[Download the brand kit \(ZIP\)](#)

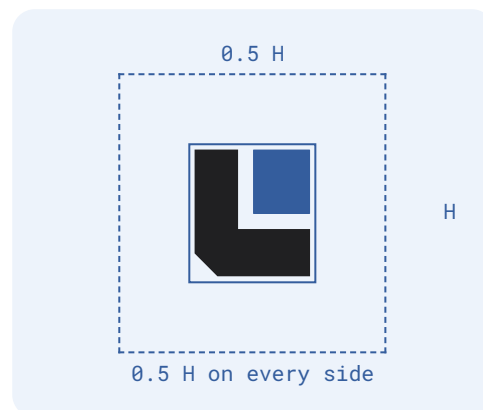
SVG + PNG + guide

Room to breathe.

Keep other text, graphics, and trim edges outside the clear-space area.



Full logo & wordmark



Symbol

H is the height of the supplied SVG canvas. Minimum clear space is half that height on all four sides. Preserve the SVG viewBox when scaling; do not crop the master files.

Recommended minimum widths

Asset	Digital (CSS px)	Print (mm)
Full logo	120 px	32 mm
Standalone wordmark	100 px	26 mm
Symbol	24 px	6 mm

Widths exclude clear space. Digital and print values are separate recommendations, not a resolution conversion. Increase the size for textured stock, embroidery, or distant viewing, and check a proof at final size.

Example: website header

A 156 px full logo is about 26.3 px high. Leave at least 13.2 px of clear space on each side. Below 120 px, use the symbol instead.

Raster exports

For raster UI assets, export at 2× display size. Preserve a transparent background and the original proportions. Prefer SVG for print artwork and high-resolution displays.

Azure, with balance.

Use neutrals for space and readability. Let Azure identify the brand.

Azure

#345D9D

RGB 52, 93, 157

Primary brand color

Graphite

#202022

RGB 32, 32, 34

Text and dark surfaces

Warm cream

#F5F0EB

RGB 245, 240, 235

Warm neutral surfaces

Pale blue

#EDF3FB

RGB 237, 243, 251

Soft brand surfaces

White

#FFFFFF

RGB 255, 255, 255

Clean backgrounds

Text pairings

Foreground / background	Contrast ratio
White / Azure	6.57:1
Graphite / White	16.26:1
Graphite / Warm cream	14.36:1
Azure / Pale blue	5.88:1

Digital

Use the exact hex values in sRGB. Azure is our palette label, not the CSS named color. Interaction blue, #294B80 (RGB 41, 75, 128), is the darker UI hover tone.

Contrast values are calculated for the solid colors shown. Do not place text over busy photography or use pale blue for small text on white.

Print

Convert with the printer's stock and ICC profile, then approve a physical proof. No universal CMYK recipe or Pantone match is specified for this palette.

A clear hierarchy.

Inter carries the message. Monospaced details add structure.

Lending, in a new light.

Inter / headlines & body

[Get Inter](#)

0123456789
USDC / zkLTC

Roboto Mono

[Get font](#)

Numbers, labels, and supporting detail.

LITHIUM
ON LITVM

Share Tech Mono

[Get font](#)

Short campaign accents, not body copy.

Digital starting scale

Role	Family / weight	Size / line height
Display heading	Inter 500	48 / 52 px
Section heading	Inter 500	32 / 38 px
Body copy	Inter 400	16 / 24 px
Supporting label	Roboto Mono 400	12 / 16 px
Campaign accent	Share Tech Mono 400	24 / 28 px

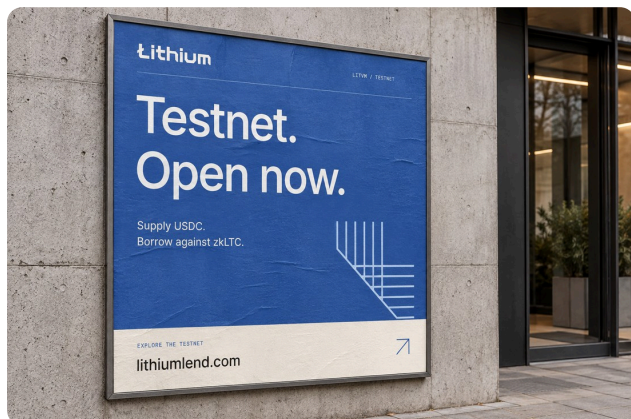
These are starting values, not a fixed scale for every screen. Reduce large headings on mobile, keep paragraphs comfortably readable, and use sentence case for primary messages.

Artwork & font files

The logo lettering is custom vector artwork, not a font. Get the type families from the links above. Font licenses are included in the kit.

Out in the world.

A shared identity across different materials and formats.



Street poster

Lead with one message. Keep the logo and website readable from a distance.



Entrance signage

Use the original vector paths. Confirm material, contrast, and viewing distance in a physical proof.



Printed materials

Keep consistent margins and type hierarchy. Confirm trim, bleed, and color profile with the printer.



Apparel & accessories

Use a simple mark placement. Ask the fabricator to verify minimum detail and thread or ink color.

The working files.

Every underlined link opens an official asset or resource.

[Download all assets \(ZIP\)](#)
[Online brandbook](#)

Logos & wordmarks

Asset	Formats	PNG dimensions
Full logo	SVG PNG	2400 × 405 px
Full logo, white	SVG PNG	2400 × 405 px
Wordmark	SVG PNG	2400 × 464 px
Wordmark, white	SVG PNG	2400 × 464 px
Symbol	SVG PNG	1024 × 1118 px
Symbol, white	SVG PNG	1024 × 1118 px

Which format?

SVG is the scalable master for design and production. Transparent PNG logos are for tools that do not support SVG. Use the primary versions on light surfaces and white versions on dark surfaces.

Opening downloads

Links need an internet connection. Some PDF viewers open images in a browser; use Save image or Save as. The ZIP contains the logos, this guide, and font licenses.

Official links

[Website](#)
[Lending app](#)
[Documentation](#)
[X / @lithiumlend](#)
[Discord](#)

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