## Inverse Finance Brand

Official Inverse Finance, INV, DOLA, DBR, and FiRM logos, fonts, colors and product screenshots.

## **About Inverse**

Inverse Finance is a Decentralized Autonomous Organization (DAO) that began in December 2020 to develop and govern a suite of permissionless decentralized financial tools using blockchain smart contract technology. Innovations include our decentralized stablecoin, DOLA, our fixed rate money market, FiRM, our governance token, INV, and our borrowing rights token, DBR. The code base is open source and maintained by the Inverse community.

## Logo Kit

Download Inverse Finance, INV, DOLA, FiRM, and DBR logo kit from <a href="here">here</a>



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

**Inverse Finance logo** 



Inverse Finance

## Inverse Finance INV governance token.

**INV** logo icon

The logo to be used when referencing the



#### The logo to be used when referencing Inverse Finance's decentralized stablecoin. To be used when referencing DOLA in

**DOLA** logo

larger formats or when a text prompt is required (this is the logo with the word DOLA next to it)



## DOLA logo without the word DOLA)

DOLA logo icon

To be used when referencing the DOLA

token on websites and UIs (this is just the

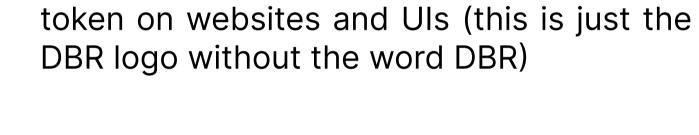


#### Inverse Finance's DOLA Borrowing Rights stablecoin. To be used when referencing DBR in larger formats or when a text

**DBR** logo

prompt is required (this is the logo with the word DBR next to it)

The logo to be used when referencing



**DBR** logo icon

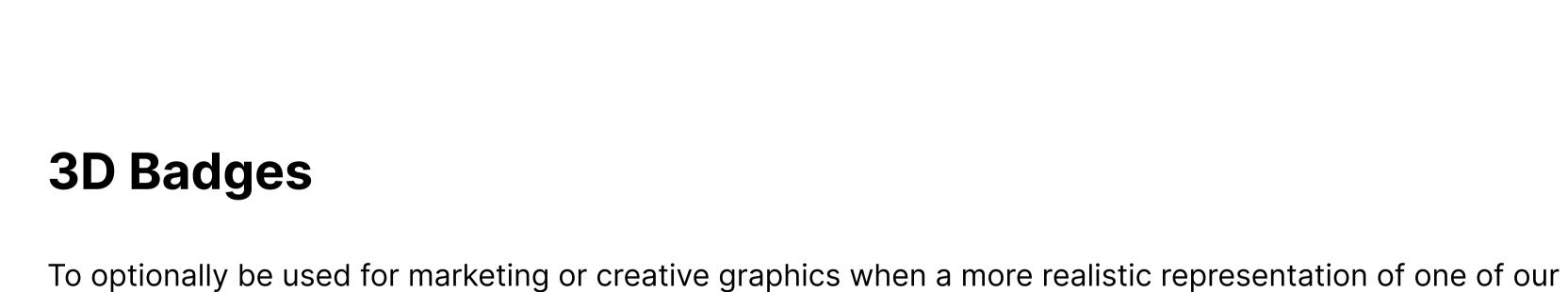
To be used when referencing the DBR



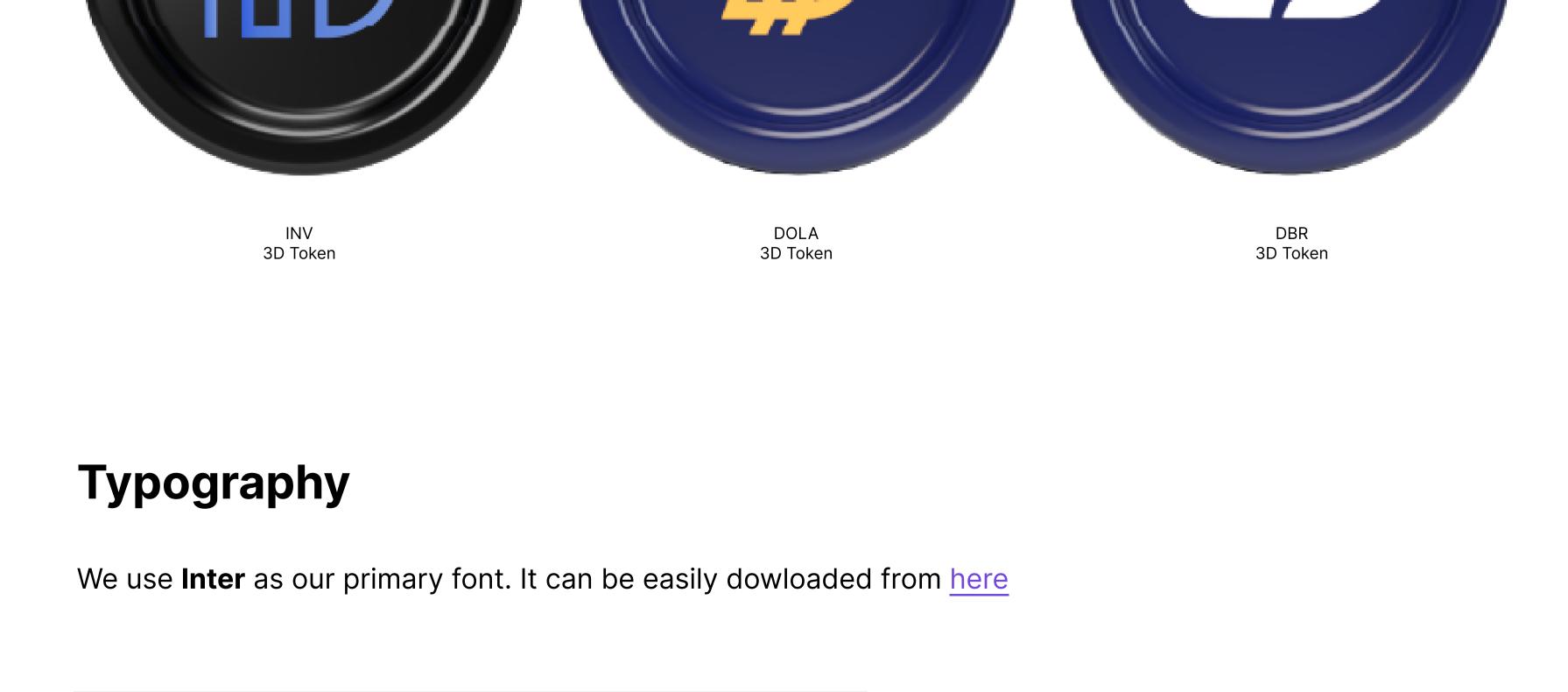


FiRM logo

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



tokens is required.



### ExtraLight 200 Rethink the way you Borrow

Light 300 Rethink the way you Borrow

Regular 400 Rethink the way you Borrow

Medium 500

Thin 100

Rethink the way you Borrow SemiBold 600 Rethink the way you Borrow

Rethink the way you Borrow

Rethink the way you Borrow

ExtraBold 800

Bold 700

Rethink the way you Borrow Black 900 Rethink the way you Borrow

Colors FiRM Yellow, Finance Green, Inverse Purple and Stable Blue are our four primary colors.

FiRM Yellow Finance Green HEX: #49c235 HEX: #ffc35c



Please do

Alter the logos in any way.

# **Products** Download product screenshots.

Stable Blue

HEX: #18205d

Inverse Purple

HEX: #7448dc

Use all caps INV, DOLA, DBR when discussing trading pairs (ETH/DOLA) and displaying amounts (10 DOLA).