



Brand Guideline

2025



Content

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About Faunly

Faunly powers the retail layer of Web3, built on innovation, reach, and adoption that endures worldwide. We simplify the bridge between blockchain and retail, delivering solutions with scale and reliability. From commerce to real-world assets, Faunly combines innovation with utility.

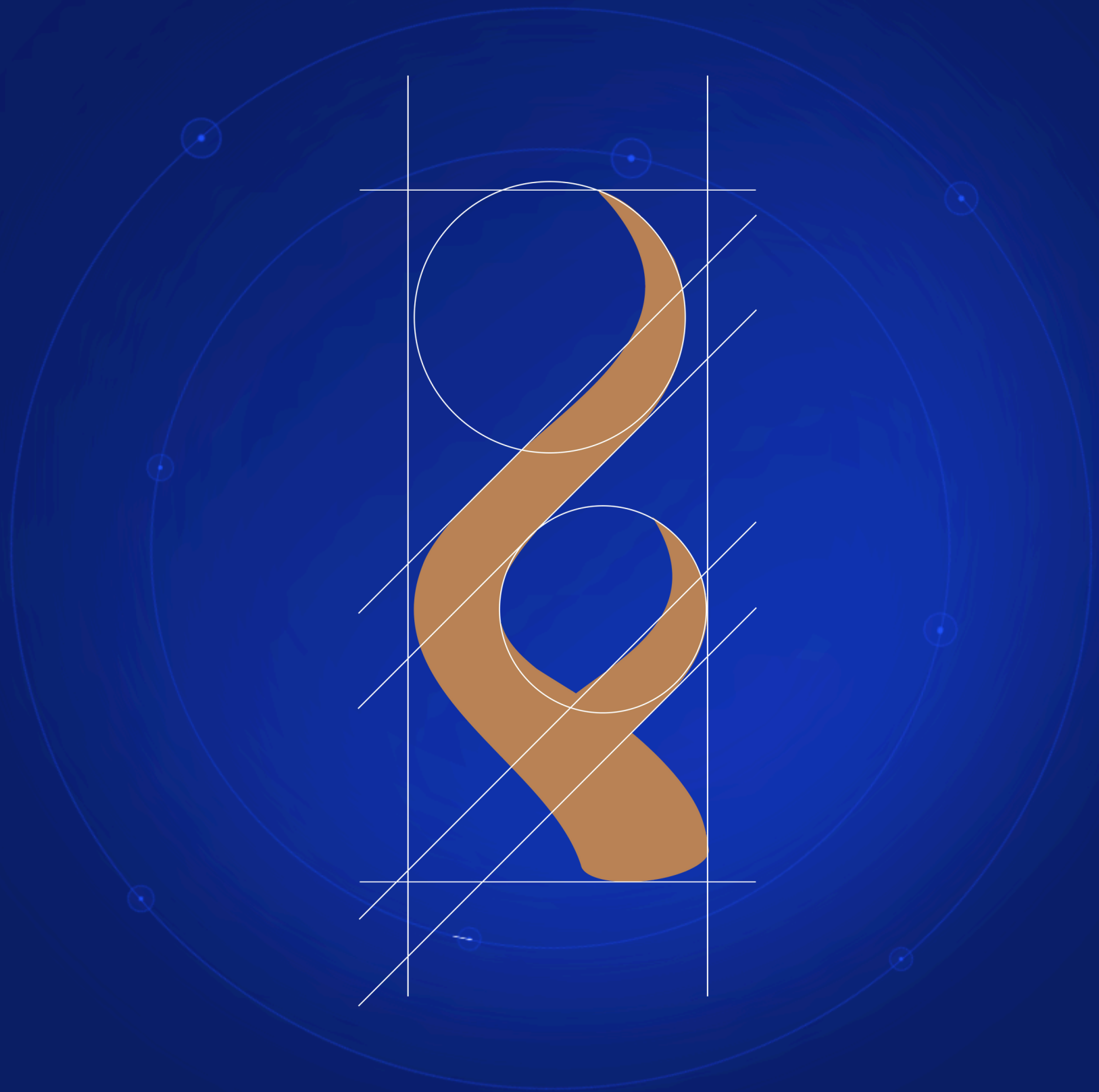
Core Values

- ✧ Redefining Digital Commerce
- ✧ Integrity & Excellence
- ✧ Innovation Without Limits

01

Logo





The Logomark

This stylized F icon features a smooth, organic curve that twists like a single fluid stroke, evoking the graceful shape of a faun's horn or a mythical creature's cranial appendage.

Please use this logomark according to our guidelines to ensure clear and consistent branding across all printed and digital materials.



Main Logomark



Secondary

The Logo

The Faunly logo is constructed from two elements: the "F" icon and the wordmark rendered in the Newsreader typeface.

The Horizontal Logo is the primary version and is recommended for the majority of applications. The Stacked Logo is designated as a secondary mark. Avoid using the stacked logo at small sizes, as its wordmark may become difficult to read.



Free Margin

To ensure the legibility and visual impact of the logo, a clear space or a free margin must be maintained around it. This must be equal to the full width of the "F" logomark itself. Nothing should be placed within this designated boundary.



Negative Logo Versions

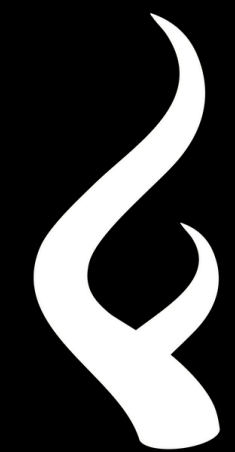


Single Color Versions

 Faunly

 Faunly

 Faunly

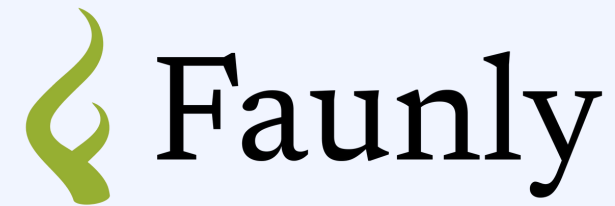
 Faunly

Usage on Backgrounds

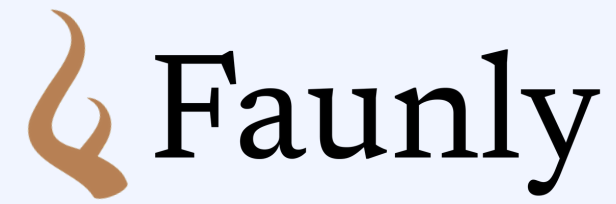
All logo versions should be used only on black, white, color backgrounds within the Faunly color palette and on photographs with color overlay or enough background contrast.



Logo Misuse



Do not use different colors outside the brand palette



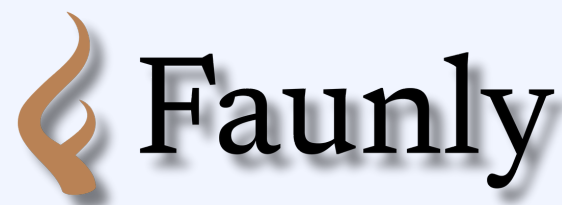
Do not rotate any part of the logo



Do not add or remove elements



Do not distort the logo



Do not use drop shadows or any other effects



Do not re-create using any other typeface

02

Colors



Primary

HEX #0E276A

CMYK 100, 94, 29, 20
RGB 14, 39, 106

HEX #BA8657

CMYK 25, 48, 73, 5
RGB 186, 134, 87

HEX #FFFFFF

CMYK 0, 0, 0, 0
RGB 255, 255, 255

Secondary

HEX #2963FF CMYK 79, 63, 0, 0 RGB 41, 99, 255	HEX #7E542E CMYK 38, 62, 88, 30 RGB 126, 84, 46	HEX #F1F5FF CMYK 4, 2, 0, 0 RGB 241, 245, 255	HEX #C2C9D6 CMYK 23, 16, 9, 0 RGB 194, 201, 214
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Gradient

HEX #0E276A

CMYK 100, 94, 29, 20
RGB 14, 39, 106

HEX #2963FF

CMYK 79, 63, 0, 0
RGB 41, 99, 255



03

Typography



Newsreader is a classic, clean serif font that brings a refined yet modern feel to the brand. Its elegant letterforms create a strong visual identity, making it an ideal choice for headlines and title applications.

Newsreader

Light Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

Switzer is a modern, sans-serif font that elevates and reinforces the brand's look. Its precise geometry and excellent readability make it highly versatile, performing well at all sizes—ideal for body text and equally effective for select titles.

Switzer

ExtraLight Light Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0



Thank You

For any brand inquiries contact
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