

# essential brand elements

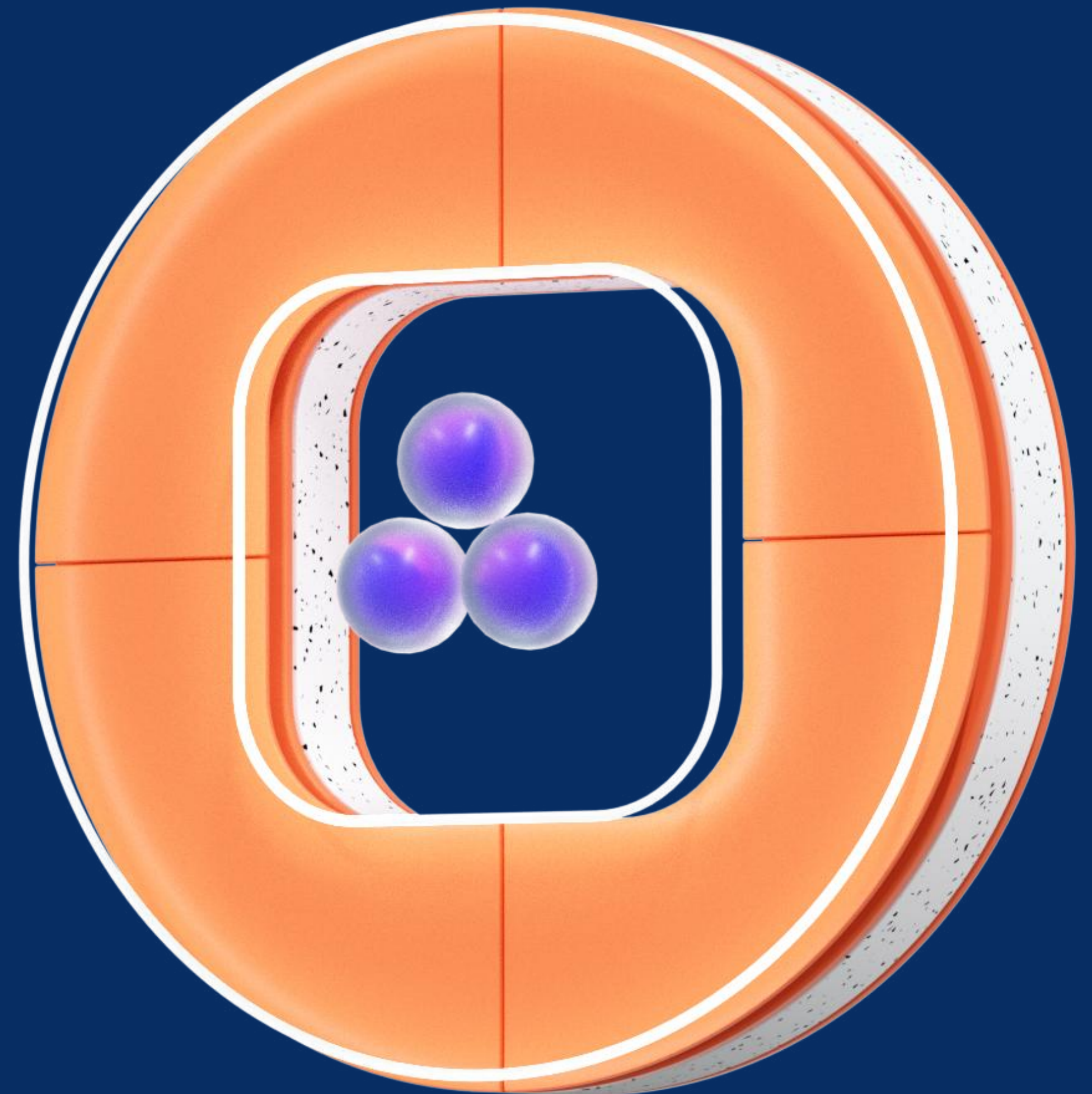
**2**  
Symbol &  
Logotype

**3-4**  
Colors &  
Typography

**5-9**  
Illustration &  
Iconography

**10-12**  
Brand Voice

**13**  
Media & Contacts





## Introduction

Nolus is a semi-permissioned blockchain bridging lenders and borrowers in a DeFi money market. With its DeFi Lease, borrowers can secure up to 150% financing on their initial investments, and access to the underlying leveraged assets through whitelisted strategies.

Inspired by traditional leasing, where one pays a fraction upfront and gains ownership after repayment, Nolus' approach cuts down the DeFi sector's high over-collateralization standards. This boosts capital efficiency and offers borrowers better loan terms.

Nolus emphasizes interoperability, connecting to various liquidity sources across chains without fragmenting assets. The system can swiftly swap assets on any integrated DEX, streamlining lending by negating the need for multiple pools and ensuring liquidity providers handle only stable assets.

Symbol + Logotype  
Color Variations

[Download Assets →](#)

3



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↓ Primary Colors

↓ Secondary Colors

# Colors & Typography

The color hierarchy is constructed by 2 main and 3 secondary colors. Nolus orange & space blue are central for their universe. Bright yellow, action blue & subtle grey are supportive colors, used for highlights, call-to-action and backgrounds.

nolus  
orange

R-255 / G-112 / B-68  
#FF7044

brigh  
yellow

R-255 / G-195 / B-54  
#FFC136

subtle  
grey

R-232 / G-234 / B-241  
#E8EAF1

space  
blue

R-7 / G-45 / B-99  
#072D63

action  
blue

R-41 / G-104 / B-225  
#2968E1

# Garet Regular & Bold

Á ä Б б Ç ø  
1 2 3 4 5 6 –  
7 8 9 0 \$ €

Modern geometric  
Sans Serif Font  
by Spacetype

The typeface includes Extended  
Latin & Cyrillic and covers more  
than 200 languages.

Illustration & Iconography  
Icons



COST EFFICIENT



LESS RISK



EFFORTLESS



VISION



MISSION



VALUES

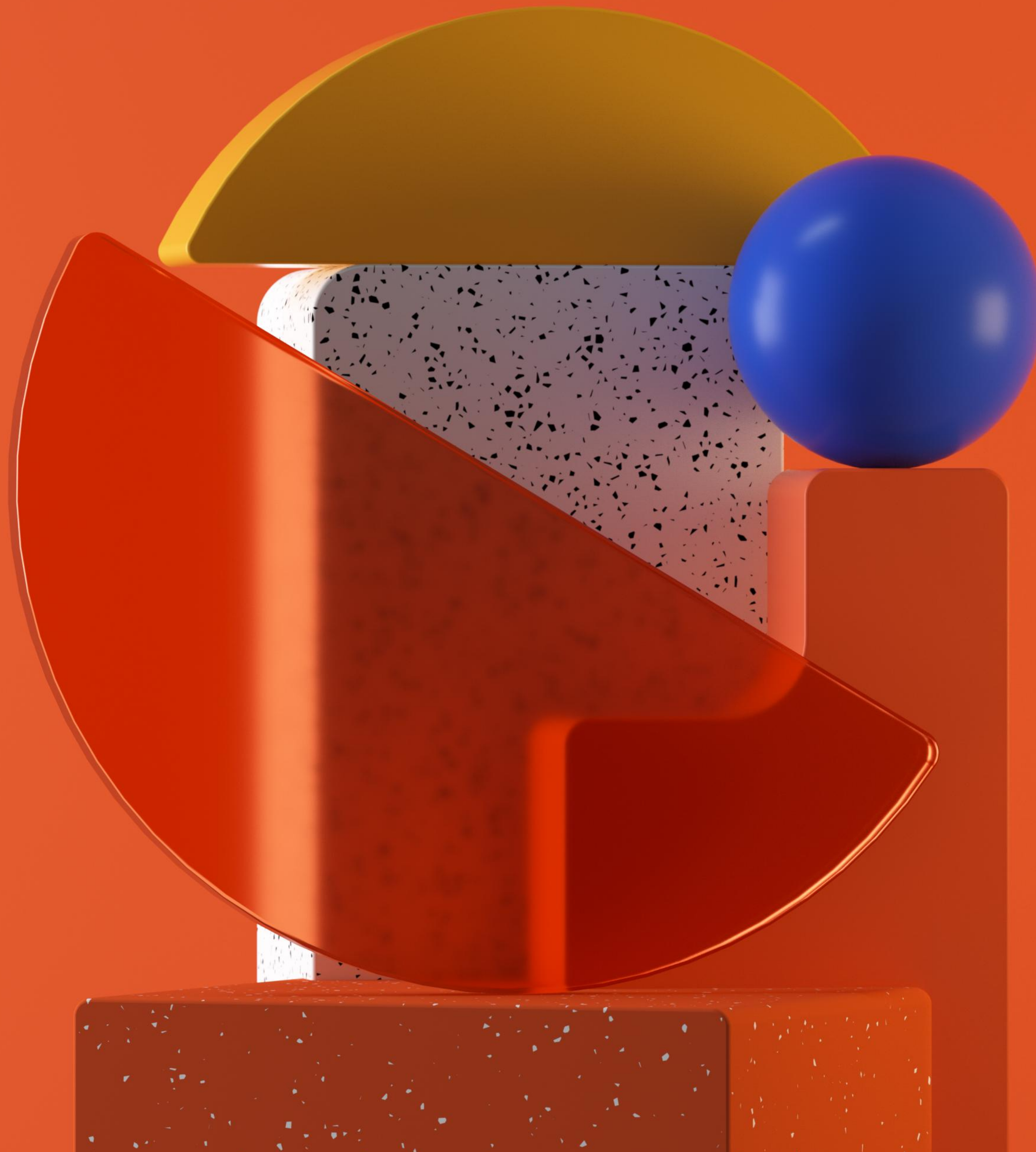




**Illustration & Iconography**

Illustration examples

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## Illustration & Iconography

### Illustration examples

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Better

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↓ Nodus’s voice is

↓ Nodus’s voice is NOT

A note on using “Nodus”

- “Nodus” is a protocol (the Nodus Protocol). An all-in-one multi-asset digital wallet with a Defi twist.
- The Nodus native asset can also be written as NLS (\$NLS on X)

Aspirational  
Inspirational  
Accessible  
Intellectual  
Honest  
Transparent  
Positive  
Humble  
Technically Savvy  
Collaborative  
Authentic  
Uncomplicated  
Up-front  
Open  
Experienced  
Helpful  
Prepared  
Innovative

Overpromising  
Overly Upbeat  
Exclusive  
Pedantic  
Elusive  
Vague and Mysterious  
Sugarcoated  
Assertive  
Overly Technical  
Competitive  
Falsified



## How to speak about Nodus

Think of Nodus like an all-in-one multi-asset digital wallet with a Defi twist. A revolutionary invention in plastic that's accessible to everyone, a household name. It's strong and secure, but also easy to use and flexible. And most importantly, transparent people are welcome to take a peek behind the scenes. Nodus is not helping people, nor is Nodus a charity. Nodus empowers people.



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↓ Nodus says

↓ Nodus does NOT say

Welcome to Nodus

Get in on the next big thing in cryptocurrency

Updates from the team working on Nodus

Big things in Defi coming around the bend

Nodus aims to increase financial inclusion and provide easy-to-understand secure access to digital currencies.

Nodus is a world-changing revolution in the cryptocurrency

Human-Centric

Wallet/Defi done better

Nodus is shifting the financial tide

The next big thing in blockchain

Check out what’s new on Nodus

Something disruptive is coming

Meet the designers, developers, dreamers behind Nodus

Nodus geniuses at work

Make a difference. Become a part of Nodus

Think you’ve got what it takes to be a part of Nodus?

Nodus empowers people to be more financially independent

Nodus is taking back control of big banks

Nodus is a wallet with a Defi twist that invites everyone to participate

Nodus is better than another Defi/Wallets

The chance to become a part of the crypto world now!

We are open to our community



## Media

Website [nolus.io](https://nolus.io)

Knowledge Hub [hub.nolus.io](https://hub.nolus.io)

X [x.com/NolusProtocol](https://x.com/NolusProtocol)

Telegram [t.me/NolusProtocol](https://t.me/NolusProtocol)

Discord [discord.com/invite/nolus-protocol](https://discord.com/invite/nolus-protocol)

Medium [medium.com/nolusprotocol](https://medium.com/nolusprotocol)

## Contacts

Marketing [comms@nolus.io](mailto:comms@nolus.io)

Investors Relations [investors@nolus.io](mailto:investors@nolus.io)



Reshaping  
Money Markets