



Brand Guidelines

Created May 2023

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SECTION 01

Brand

Astra is

The unified API for crypto markets

Astra solves the problem of market fragmentation once and for all.

With a single API call, you have access to liquidity from any trading venue across CeFi and DeFi.

Developers use Astra to seamlessly integrate with every exchange and custodian—both centralized and decentralized.

Brand

When writing in Astra's brand voice, keep these principles in mind:

Astra is **Adaptive**
Competent
Lightweight
Knowlegable
Nimble
Reliable

Astra is not **Arrogant**
Untrustworthy
Amatuer
Greedy

SECTION 02

Logo

PRIMARY
LOGO



Logomark

Logotype

The Logo

The Astra logo is composed of our logomark in Astra Green and logotype set in Figtree Semibold. The logo is horizontal and should not be rearranged or used vertically.

Minimum Size

The minimum size the primary logo may be used for print applications is .8" (20mm) wide. For digital applications, the minimum size is 80 pixels wide.

Logo

Tagline
Large



The unified API for crypto markets

Tagline
Small



The unified API for crypto markets

SECTION 02

Logo

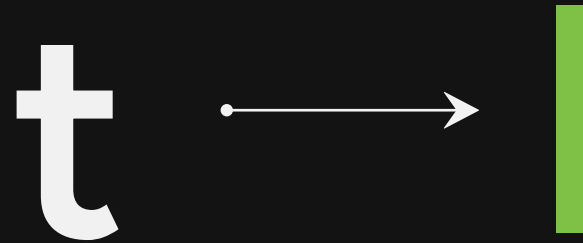
The logo should always be clear and legible against the background.

We prefer to use the color versions of the logo whenever possible.

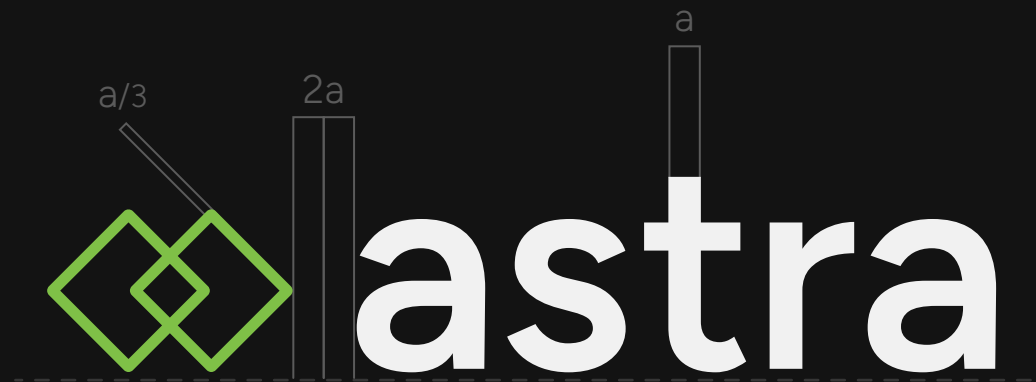
When positioning the logo against a green background or a photo, select the light or dark version that has the highest contrast.

We prefer to use the logo in Paper White or Obsidion Black rather than pure white or black, but is permissible in certain circumstances, for example, black & white print.





This green bar is the approximate width of a stroke of a letter, specifically the t downstroke. This bar creates a specific spacial relationship for elements of the logo.



Logomark and logotype are aligned to the baseline.

SECTION 02

Logo

LOGO MISUSE



Do not distort or rotate the logo



Do not use glows or drop shadows



Do not use colors that aren't brand appropriate



Do not use the logotype without the logomark




Do not use gradients



Do not rearrange or manipulate the size of the logomark

Logo

It is important to allow sufficient space around the logo to establish its authority and identity and give the logo some "breathing room."

The minimum clearspace around the logo is the height of the  logomark.



SECTION 03

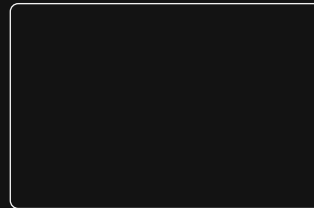
Colors

Never use pure black or white.

Black should always be the Obsidion color.

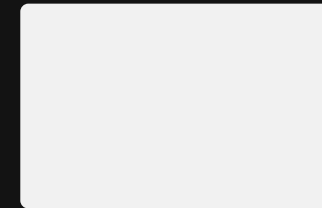
White should always be the Paper color.

Astra Green should be used sparingly to maximize the impact



Obsidion

#131313
19 / 19 / 19



Paper

#f2f2f2
241 / 241 / 241



Astra Green

#7fc047
127 / 192 / 71



Stone

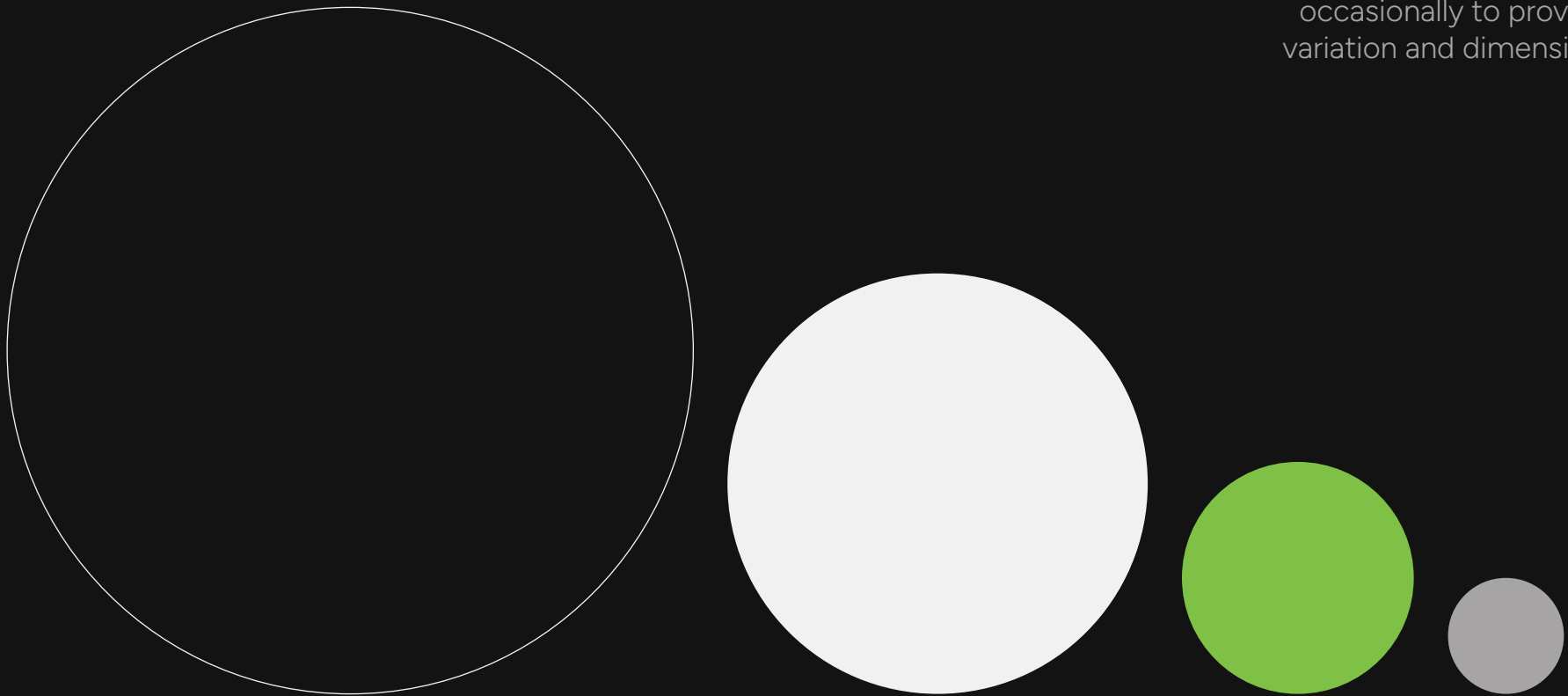
#a7a7a7
166 / 164 / 164

SECTION 03

Colors

COLOR PROPORTIONS

Astra's primary color mode is dark, with pops of Astra Green used sparingly. Text and most elements should be our Paper White color, with Stone Grey used occasionally to provide variation and dimension.



SECTION 03

Typeface

Figtree

Letters Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789

| | | |
|--------|--------------------------------|--|
| Family | Figtree Light | Figtree Bold |
| | <i>Figtree Light Italic</i> | <i>Figtree Bold Italic</i> |
| | Figtree Regular | Figtree ExtraBold |
| | <i>Figtree Italic</i> | <i>Figtree ExtraBold Italic</i> |
| | Figtree Medium | Figtree Black |
| | <i>Figtree Medium Italic</i> | <i>Figtree Black Italic</i> |
| | Figtree SemiBold | |
| | <i>Figtree SemiBold Italic</i> | |

Primary Weights **Medium 500** **Regular 400** **Light 300**

Typeface

H1

Figtree Medium, 72 / 100

I am a headline

H2

Figtree Medium, 48 / 56

I am also a headline

H3

Figtree Regular, 32 / 42

I too am a headline

H4

Figtree Medium Caps, 16 / 24

I AM ANOTHER A HEADLINE

Body

Figtree Light, 16 / 24

I am body text. Astra solves the problem of market fragmentation once and for all. With a single API call, you have access to liquidity from any trading venue across CeFi and DeFi.

Link

Figtree Medium, 16 / 24

I am a link.



Thank you.

Brand guidelines by Avery Chung-Melino for Astra