



# AIQUANT BRAND GUIDELINE

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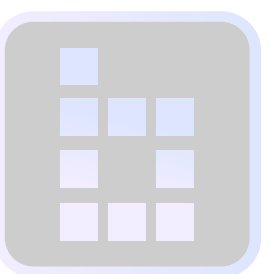
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# INTRODUCTION



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## What is AIQUANT?

AIQuant.fun is where innovation meets automation, revolutionizing the way you trade cryptocurrencies. By creating your own AI Quant, you can eliminate human emotion from trading, focus on precision, and scale your impact. These autonomous agents operate 24/7, leveraging data-driven insights to execute trades with unmatched speed and efficiency—all while enabling you to gamify your trading experience.



# TYPOGRAPHY



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## Font

Gotham Font is essential for maintaining AIQuant's brand's modern and professional image. Its clean lines and balanced proportions convey clarity and consistency across all communications. By exclusively using Gotham Font, we reinforce AIQuant's brand identity and ensure a cohesive presence in the market.

## Titles

### Gotham Black

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@£\$%^&\*()**

**Aa**

### Subtitle

**Gotham Medium  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@£\$%^&\*()**

**Aa**

### Body Text

Gotham Light  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@£\$%^&\*()

Aa



# LOGO



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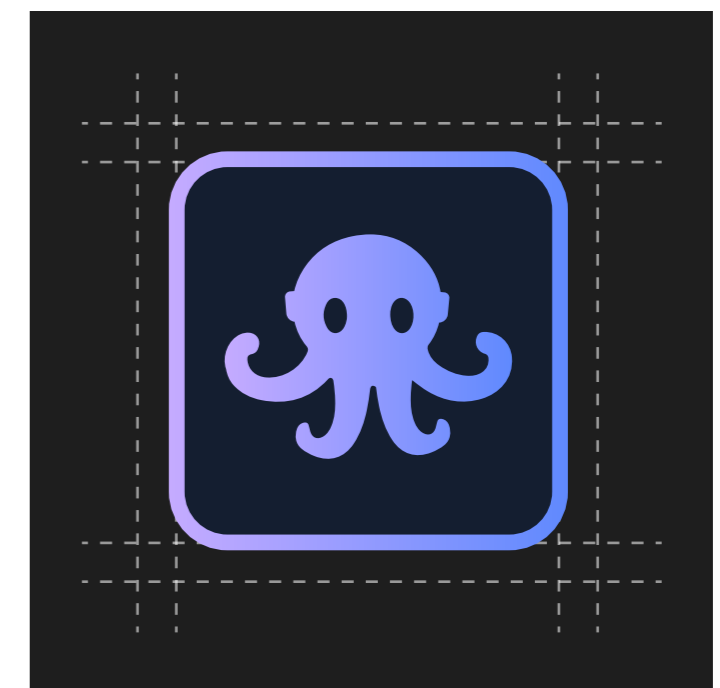
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## Logo Layout

When utilizing the AIQuant logo, adhere to the provided specifications meticulously. Ensure the logo is not altered in any way, including resizing, rotating, or changing colors. Always maintain the correct proportions and clear space around the logo to preserve its integrity and visibility. When placing the logo on various backgrounds, choose appropriate versions provided in the style guide, such as full color, grayscale, or monochrome options. Additionally, refrain from incorporating any elements that could detract from the logo's impact or message. Following these guidelines ensures consistent and effective use of the AIQuant logo across all mediums and platforms.



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## Logo Misuse



Dont  
Skew, Rotate Or Stretch



Dont  
Use Warp



Dont  
Add Drop Shadow to  
inner logo



Dont  
Add effects



Dont  
Change Brand Color  
(Outside of current)



Dont  
Change Gradients



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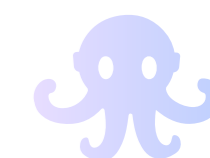
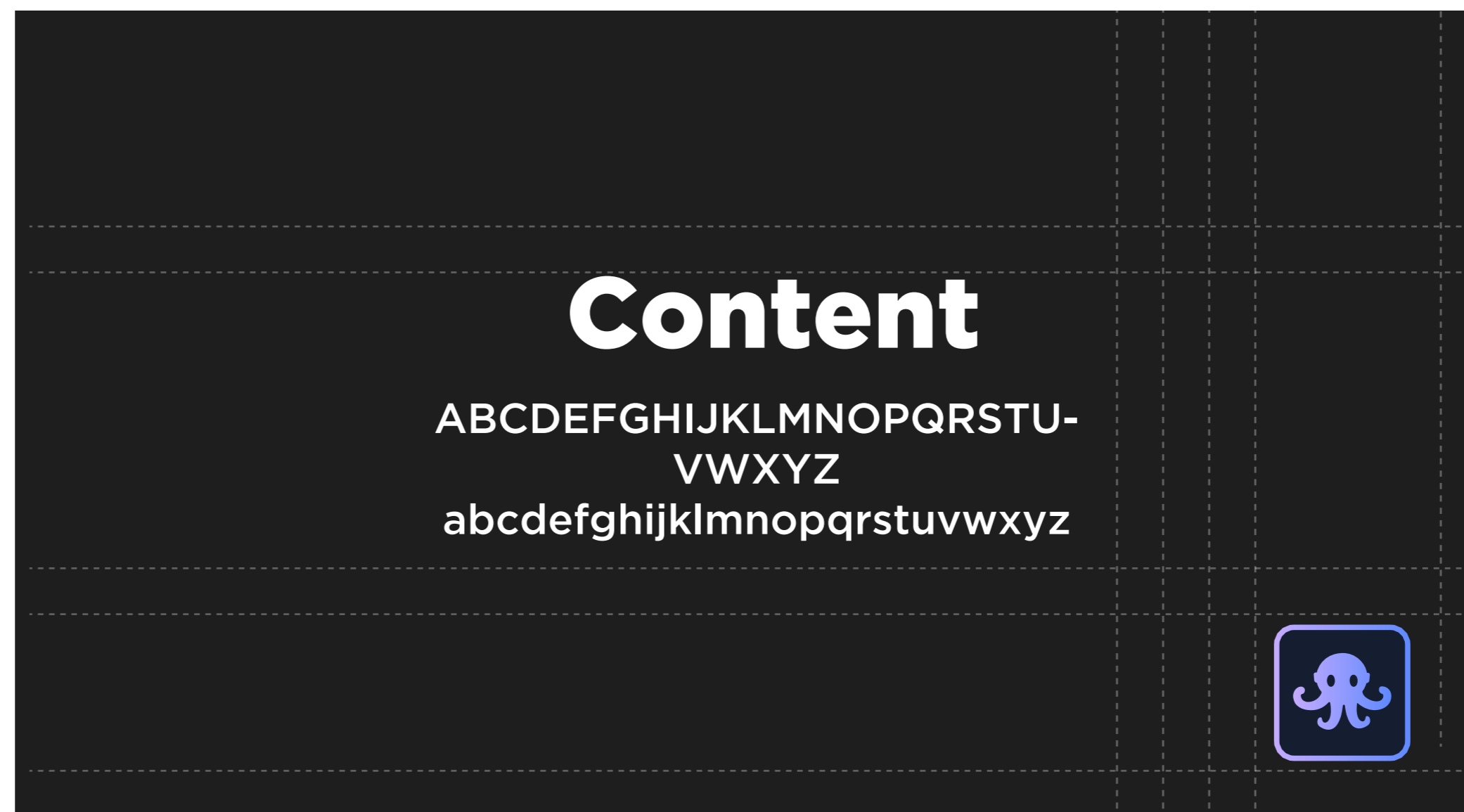
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## Orientation Example



# COLOR



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## Logo Missuse

Consistent use of our chosen colors is vital for reinforcing AIQuant’s identity and visual impact. Stick to the prescribed color palette across all materials to maintain recognition and strengthen our brand presence.





