

# GotSOL Brand Identity Guide

## 1. Logo Usage & Design Philosophy

The GotSOL logo represents the blend of Caribbean vibrancy and blockchain innovation. The sun-inspired swirl symbolizes warmth, energy, and decentralization. The color gradients reflect seamless digital transactions and Web3 connectivity.

## 2. Color Palette & Meaning

#89f8cb: Mint Green - Growth, freshness, and technological progress.

#dac0ff: Soft Lavender - Creativity, trust, and blockchain innovation.

#a5dae0: Light Aqua Blue - Stability, transparency, and seamless integration.

#ffffff: White - Clarity, simplicity, and openness.

## 3. Typography Recommendations

Headings: Montserrat or Poppins (Bold, modern, and readable).

Body Text: Open Sans or Lato (Professional and easy to read).

Call-to-Action: High-contrast variations of mint green or aqua blue.

## 4. Brand Messaging & Tone

Tagline: 'Bridging the Caribbean to the Blockchain.'

Tone: A balance between trustworthy, innovative, and community-driven.

Imagery: Bright visuals of the US Virgin Islands with GotSOL's color overlays.

## 5. Application of Brand

Website & UI: Soft gradients with clean layouts.

Marketing Materials: Blend brand colors in infographics, banners, and content.

Merchandise: Minimalistic designs with subtle variations of the logo.