

Brand Guidelines

Main Logo

The Juncta logo is built as a system of interconnected modules arranged in a continuous loop.

Each segment represents a unit of liquidity, working together within a unified structure to reflect how capital flows seamlessly across the protocol. The circular formation reinforces the idea of uninterrupted movement and ongoing activity.

The symbol balances:

- Structure (geometric precision)
- Flow (continuous loop)

This creates a visual identity that is both technical and dynamic, aligning with Juncta's core functionality.



Main Logo

Logo Spacing

To maintain clarity and visual integrity, the Juncta logo must always be surrounded by adequate clear space.

This spacing ensures:

- Legibility across all sizes
- Visual impact in different environments
- Separation from other elements

No text, graphics, or other visual elements should enter this defined space.

Maintaining proper spacing preserves the strength and recognition of the brand.

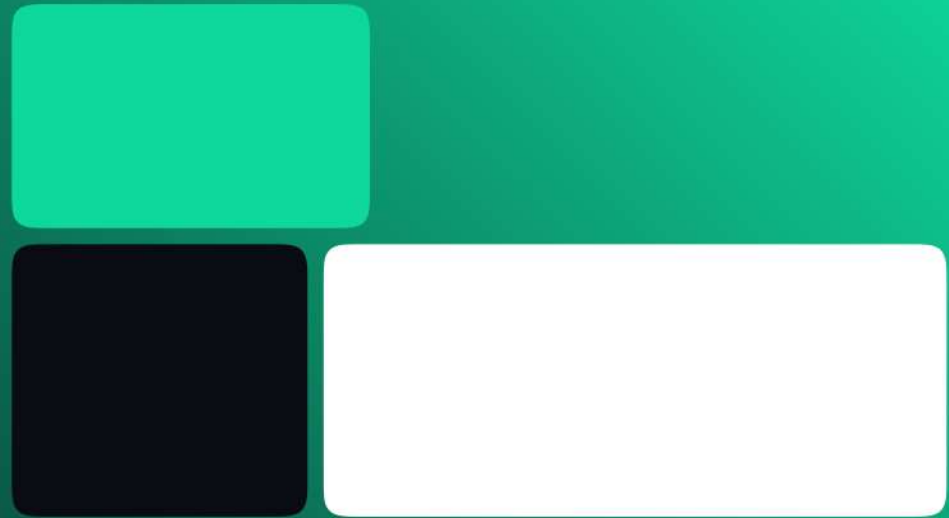


Colors

The Juncta color system is designed to reflect liquidity, energy, and depth.

- Primary Green/Teal represents flow, activity, and digital liquidity
- Dark Base (Black/Navy) provides contrast, stability, and a technological foundation
- White ensures clarity and balance across applications

The combination creates a modern, high-tech aesthetic that aligns with the DeFi ecosystem while maintaining strong visual distinction.



Typography

Juncta uses a clean, modern sans-serif typeface to reinforce clarity and precision.

The typography reflects:

- Simplicity
- Technical confidence
- Readability across digital platforms

The chosen typeface supports the brand's structured identity while remaining highly functional for both interface and communication purposes.

Consistency in typography ensures a unified and professional brand presence.

Space Grotesk

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
NOPQRSTUVWXYZ
XYZ

Usage

 **Juncta**

 **Juncta**

 **Juncta**