

# ORION

Brand Identity 09/2023



# ORN

Orion makes trading easy.

Our suite of DeFi products offers instant access to aggregated liquidity from both centralized and decentralized exchanges across multiple blockchains, providing users with real-time best asset prices for a simplified, non-custodial trading experience. In other words, we take the hassle out of having to create annoying accounts and aimlessly trying to find the best price for your crypto before placing a trade.

Our products have access to prices from the biggest exchanges in the world, making it super easy to connect and buy what you need using your own digital wallet.

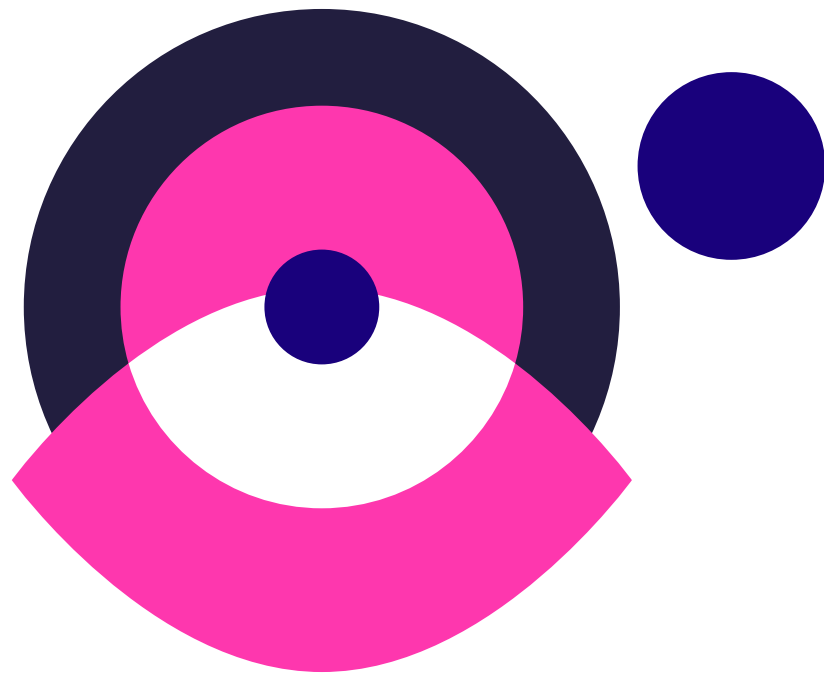
Orion - the new way to trade.



# MISSION

Orion's mission is to build quality products that people depend on for a simple and secure trading experience that saves them both money and time. We firmly believe that it is a fundamental right for everyone in the world to have access to the best prices for all crypto assets, while having the freedom and liberty of using their own digital wallet to achieve true financial independence.

**Orion – Best prices. Your wallet. Global access.**

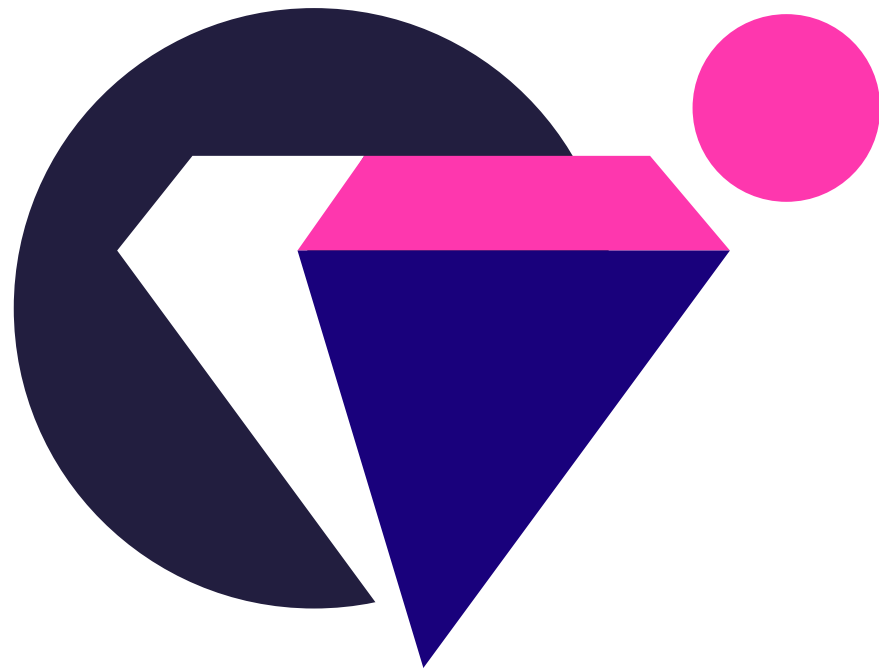


# VISION

Orion's vision is to become a global leader in web3 product innovation, constantly unlocking new potentials and possibilities in the DeFi trading experience. Our goal is to be known around the world as the only place people think of before trading their crypto assets.

**Only on Orion.**





# VALUES

## Innovation

We drive continuous innovation in trading technology, ensuring that our platform remains at the forefront of industry advancements, delivering cutting-edge solutions to our users.

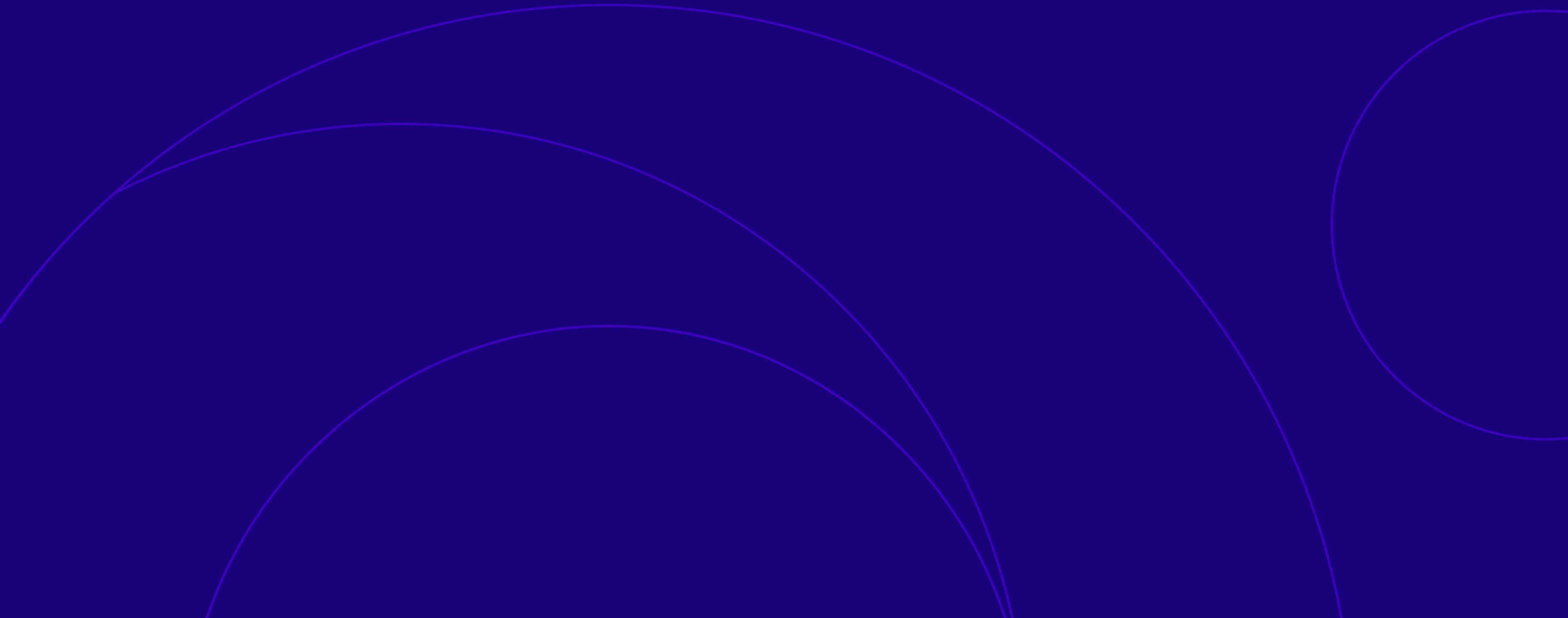
## Integrity

We prioritize transparency, security, and ethical practices, fostering trust among our community and ensuring the highest level of integrity in every aspect of our operations.

## User-Centricity

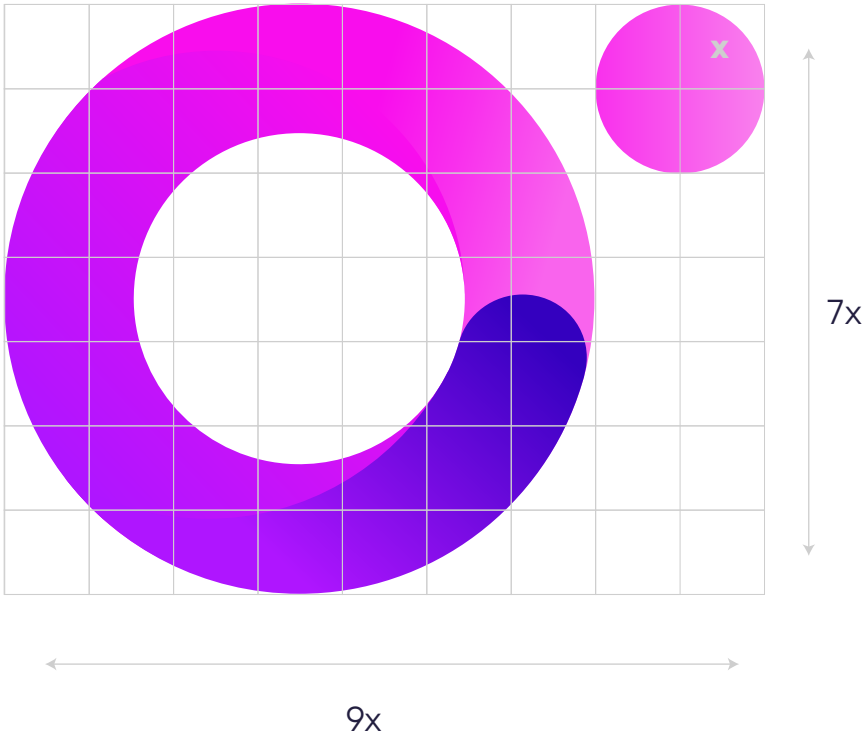
We place our users at the heart of everything we do, tailoring our platform to their needs, providing exceptional user experiences, and delivering the tools and resources they need to succeed in their trading endeavors.

**LOGO**

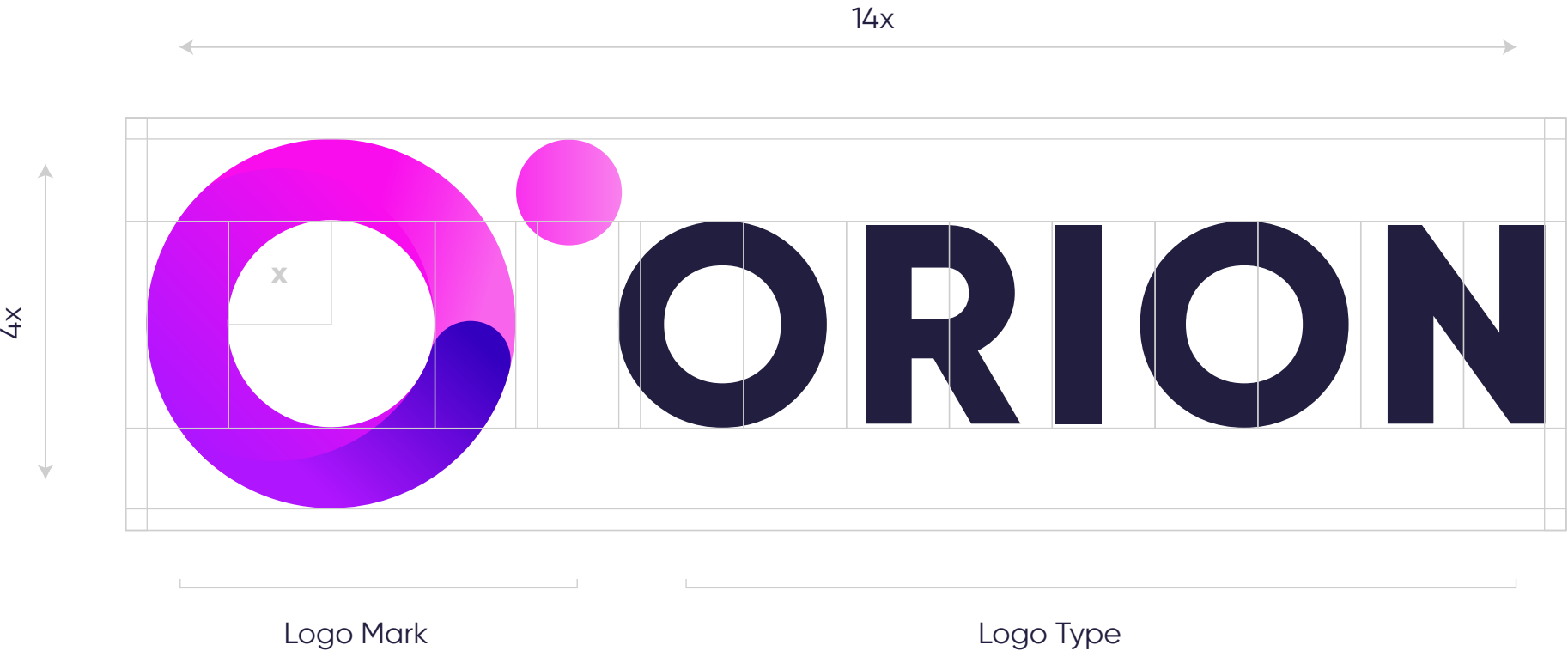


# CLEAR SPACE

Logo Mark



Logo Horizontal



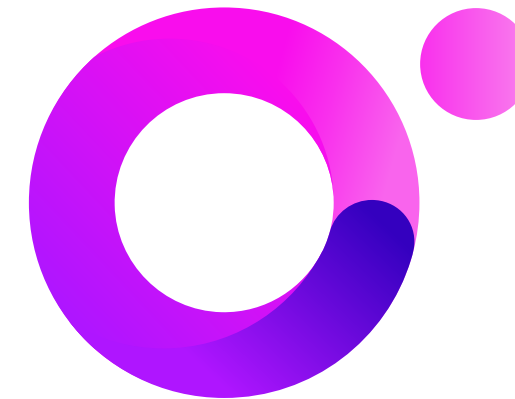


Orion's logo mark draws inspiration from Orion's Belt, one of the most recognizable constellations in the night sky.

Symbolizing strength, resilience, and guidance, Orion represents the core values that drive us forward. It serves as a reference point for finding other stars, constellations, and deep-sky objects, making it easier for the average stargazer to navigate the vastness of our night sky. The three stars that make the belt, elegantly depicted in our logo mark, represent the seamless flow of liquidity within our ecosystem and the independence of a decentralized system. It reflects our commitment to providing a unified and user-friendly trading experience, guiding users towards the best liquidity the universe has to offer.

Just as Orion's Belt has guided sailors and explorers throughout history, this logo mark embodies our mission to lead users towards superior digital asset prices and financial independence in the exceptionally vast landscape of DeFi.

## LOGO VERSIONS



Logo Mark



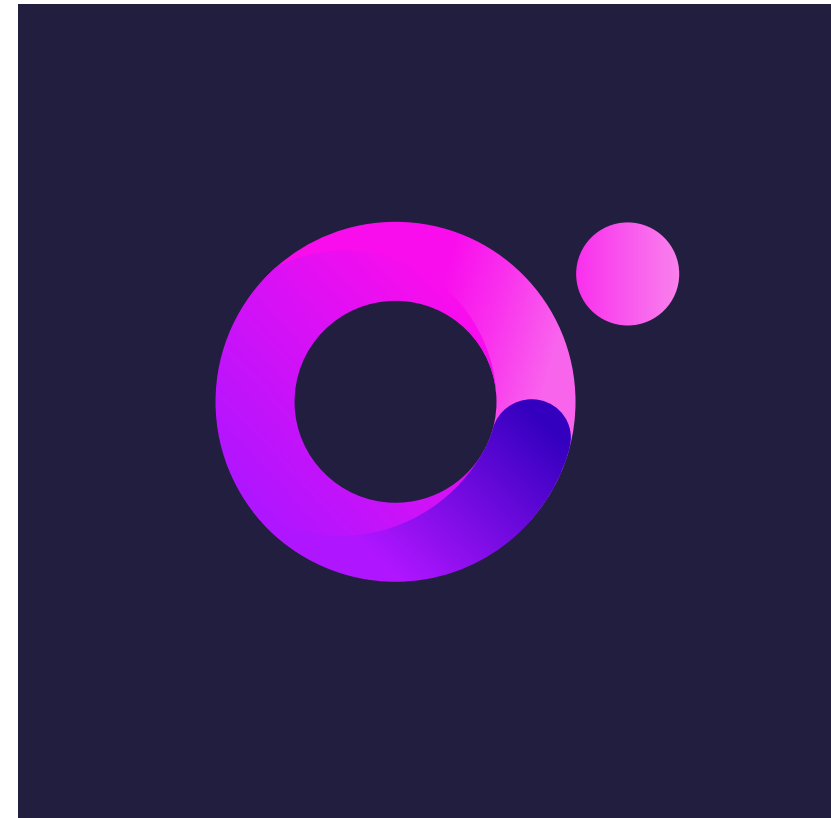
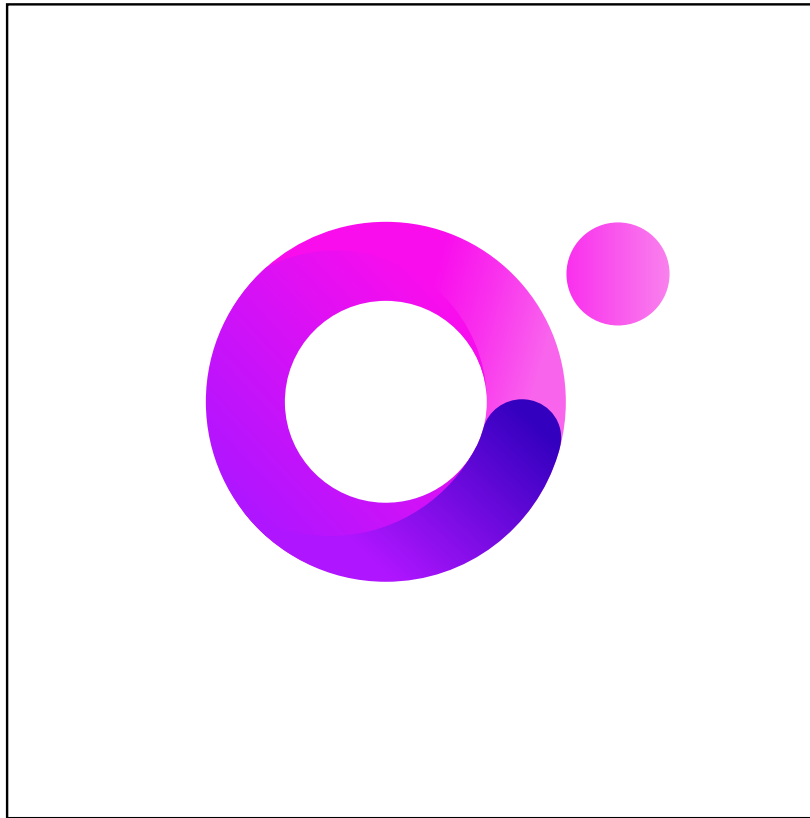
Logo Full

ORION

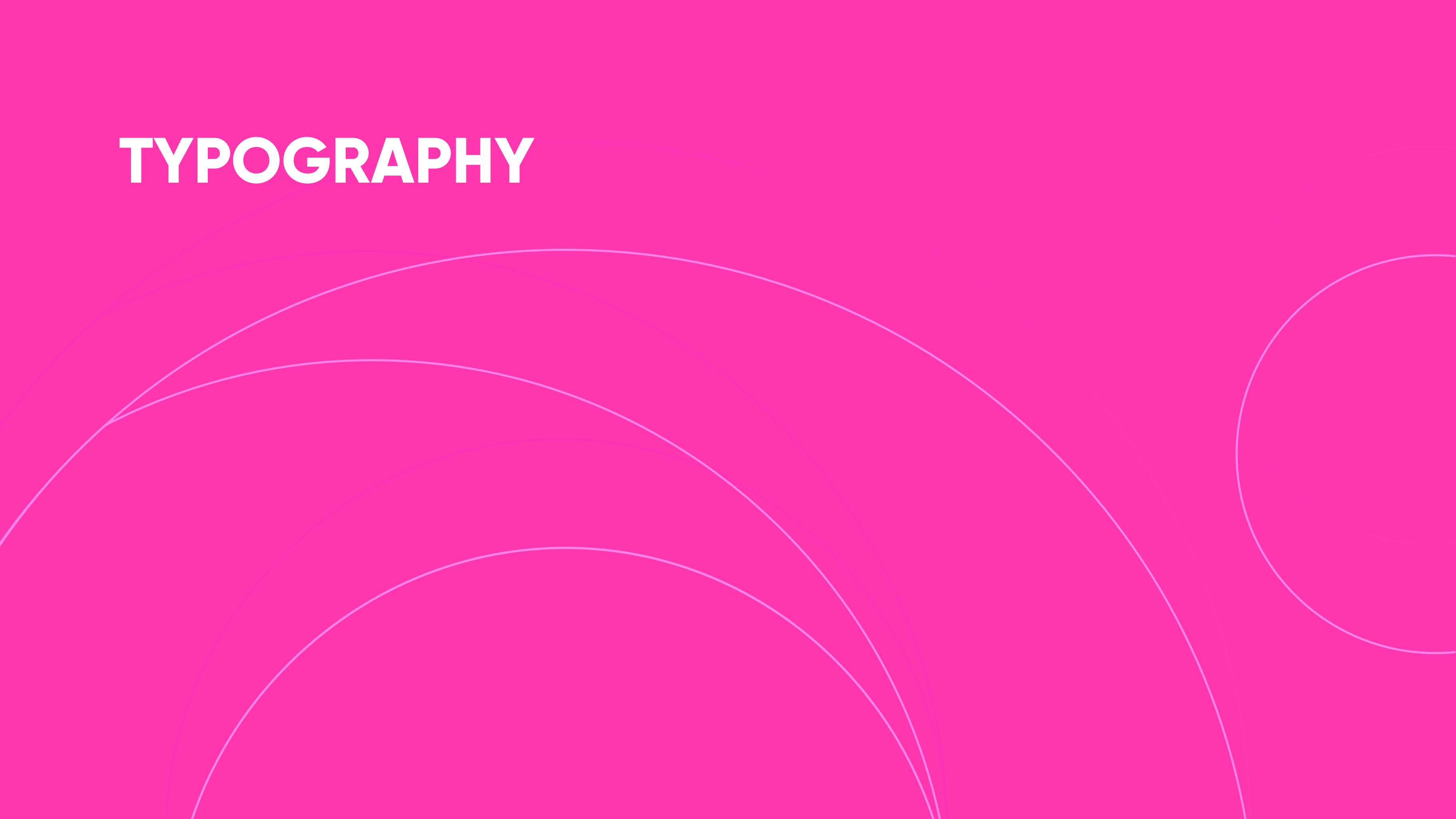
Logo Type



# LOGO MARK AND LOGO TYPE



# TYPOGRAPHY





GILROY



Primary Font

## Gilroy Extra Bold

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789

Secondary Font

## Gilroy Regular

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789

TEXT IN USE

Title

# DECENTRALIZED ACCESS TO **BINANCE**

Subtitle

**The CEXs you love with the wallet you trust.**

**Only on orion.xyz**

Paragraph

Our suite of DeFi products offers instant access to aggregated liquidity from both centralized and decentralized exchanges across multiple blockchains, providing users with real-time best asset prices for a simplified, non-custodial trading experience. In other words, we take the hassle out of having to create

Powered

**Powered by **ORN****

Call to Action

Buy ORN

TEXT IN USE

Title

# DECENTRALIZED ACCESS TO **BINANCE**

Subtitle

**The CEXs you love with the wallet you trust.**

**Only on orion.xyz**

Paragraph

Our suite of DeFi products offers instant access to aggregated liquidity from both centralized and decentralized exchanges across multiple blockchains, providing users with real-time best asset prices for a simplified, non-custodial trading experience. In other words, we take the hassle out of having to create

Powered

**Powered by **ORN****

Call to Action

Buy ORN

# SOCIAL MEDIA

For our social media assets, it is essential to maintain a clean and minimal style, ensuring legibility and visual appeal. The font size should be optimized for easy reading, and titles should be concise and impactful. We should prioritize good contrast to enhance visibility and ensure that the information is presented in a professional and tasteful manner.

Posts should have sufficient breathing room, avoiding over-designing and clutter. Our focus should be on conveying information effectively while maintaining a visually pleasing aesthetic. By adhering to these principles, we create social media assets that are visually appealing, professional, and easy for our audience to engage with.



Twitter Spaces

June 24 | 10:00 AM EST

ARE YOU MAKING  
INTELLIGENT TRADES?



John Smith

BD Orion



/orion\_protocol



John Snow

CTO Project



Frodo Baggins

CEO Project



ULTRA FAST  
CROSS-CHAIN  
TRANSFERS



 /orion\_protocol

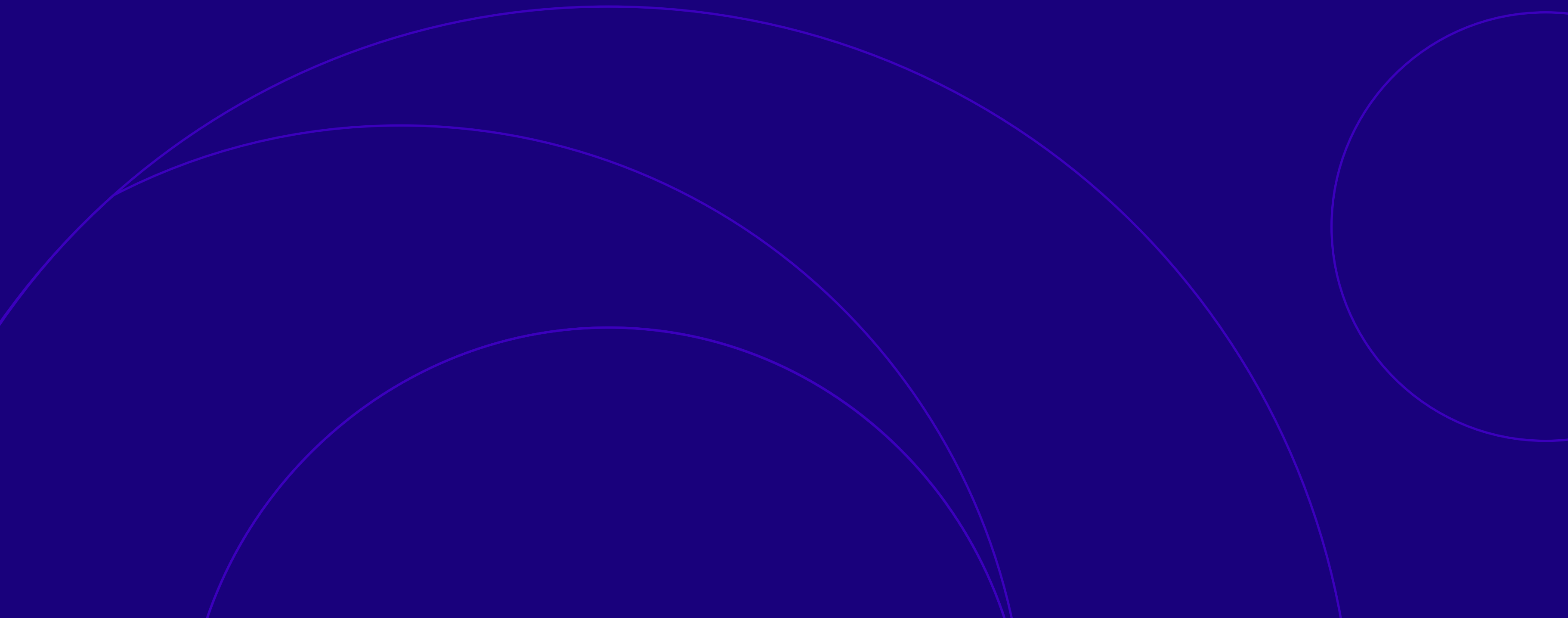
PARTNERSHIP



DeRace

 /orion\_protocol

# COLOR PALETTE



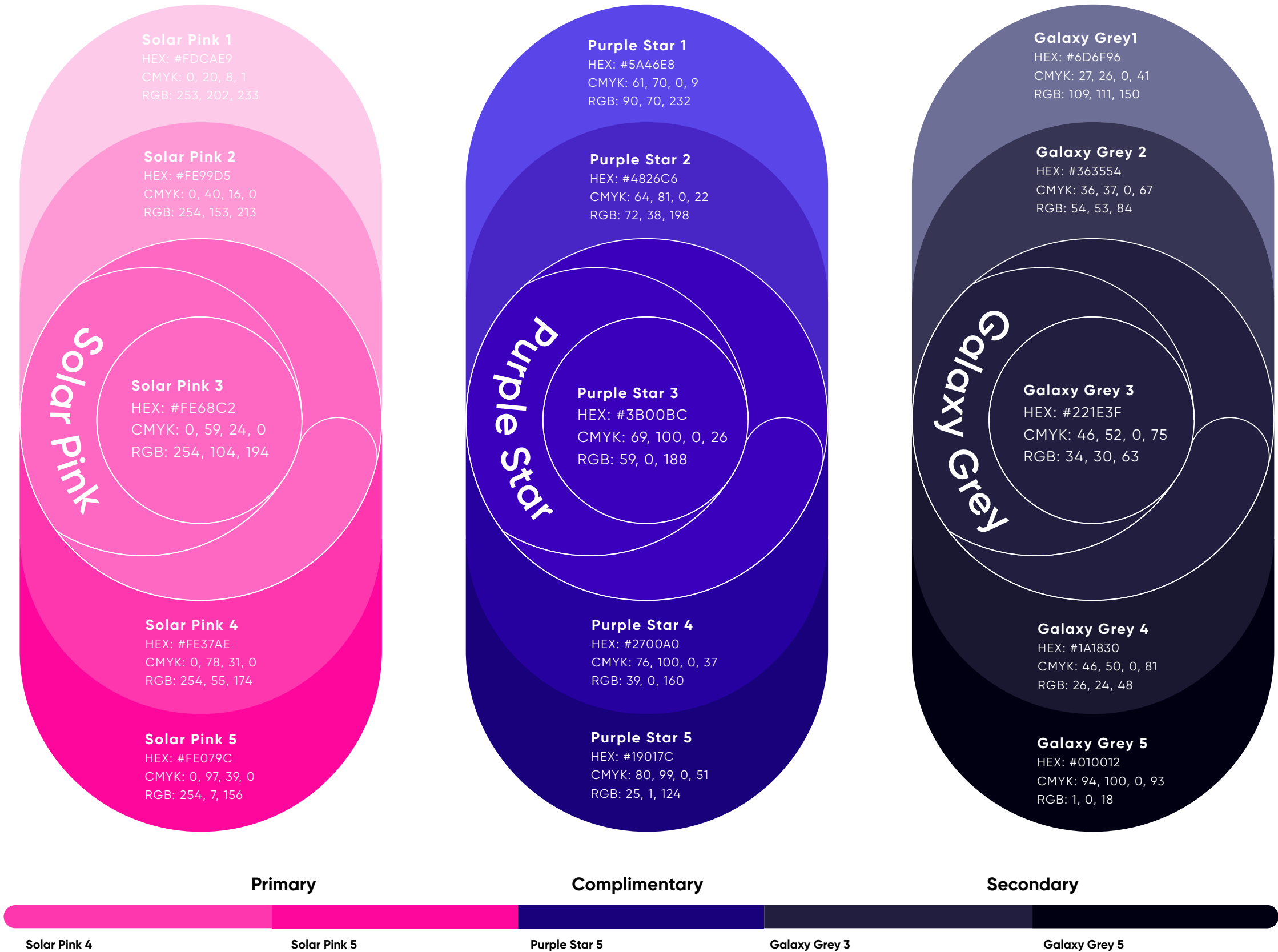
Our color palette draws inspiration from the mesmerizing beauty of the Orion's belt star constellation.

Reflecting a harmonious blend of elegance and modernity, our primary colors consist of Pink, Purple, and Galaxy Grey. These colors not only pay homage to the celestial brilliance of the stars but also embody the essence of the Orion brand.

**Pink:** Symbolizing creativity and innovation, our vibrant Pink hue represents our dedication to pushing the boundaries of technology and delivering cutting-edge solutions.

**Purple:** Evoking a sense of wisdom, sophistication, and transformation, our regal Purple shade embodies our passion for empowering traders to unlock their full potential.

**Galaxy Grey:** Inspired by the depth and mystery of the cosmos, our sleek and versatile Space Grey color embodies professionalism and elegance.





The correct usage of the Orion logo ensures a consistent and visually appealing representation of our brand. The logo should always be presented with ample whitespace, allowing it to stand out and maintain legibility. It should not be altered with drop shadows, color alternations, or changes in layout.

By adhering to these guidelines, the logo maintains its original integrity and maintains a strong visual impact. The whitespace surrounding the logo allows it to breathe and enhances its visibility, ensuring that it remains easily recognizable and effectively represents the Orion brand. This consistent usage of the logo reinforces our commitment to professionalism, clarity, and brand recognition in all communications and presentations.

## INCORRECT USE

Do not outline the logo



Do not use colours not specified



Do not rotate the logo



Do not distort the logo



Do not add gradient fill



Do not add a dropshadows

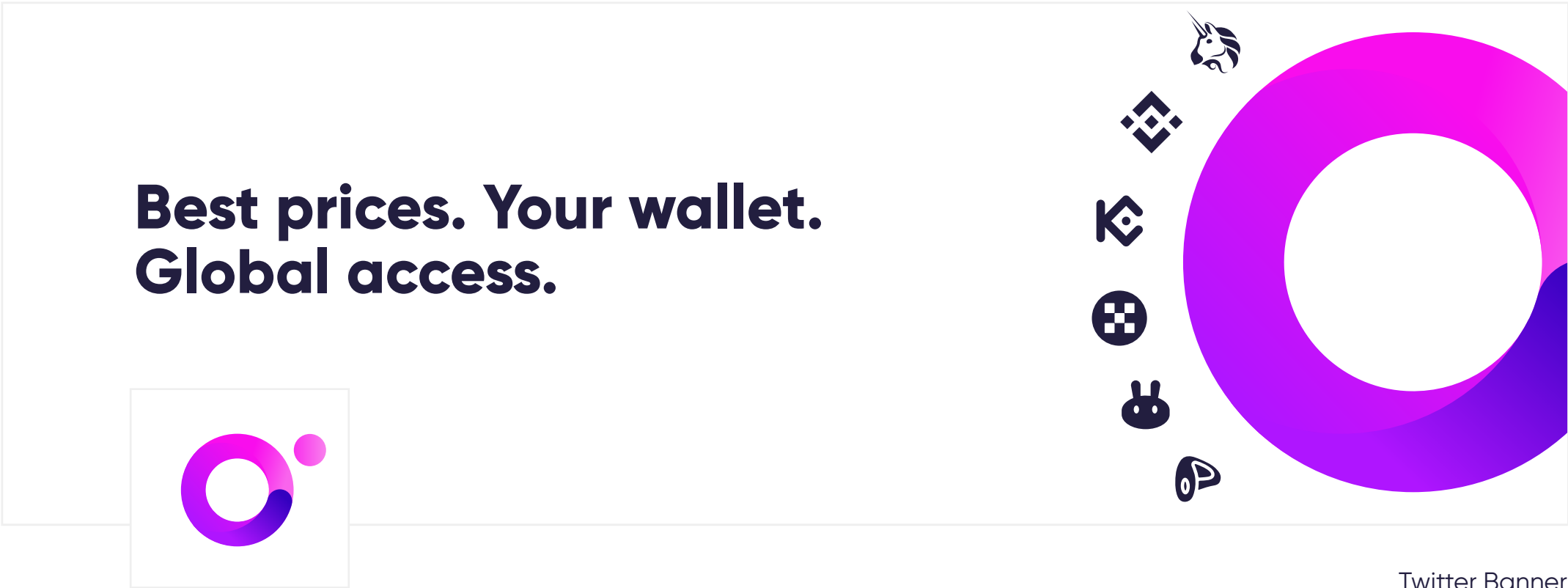


# COLLATERAL

The background is a solid light pink color. It features several thin, white, curved lines that sweep across the frame. These lines are of varying lengths and radii, creating a sense of movement and depth. Some lines are more prominent than others, and they all appear to originate from or pass near the top left corner, where the text is located.



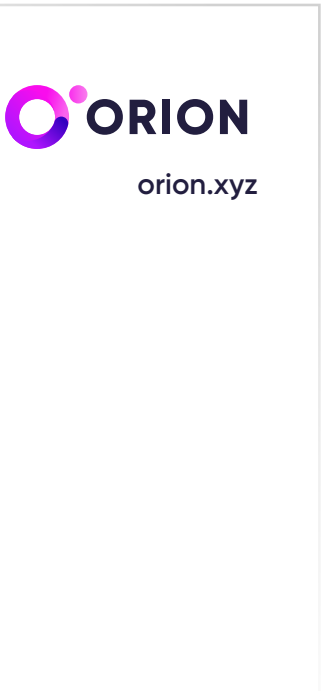
Email Signature



Twitter Banner

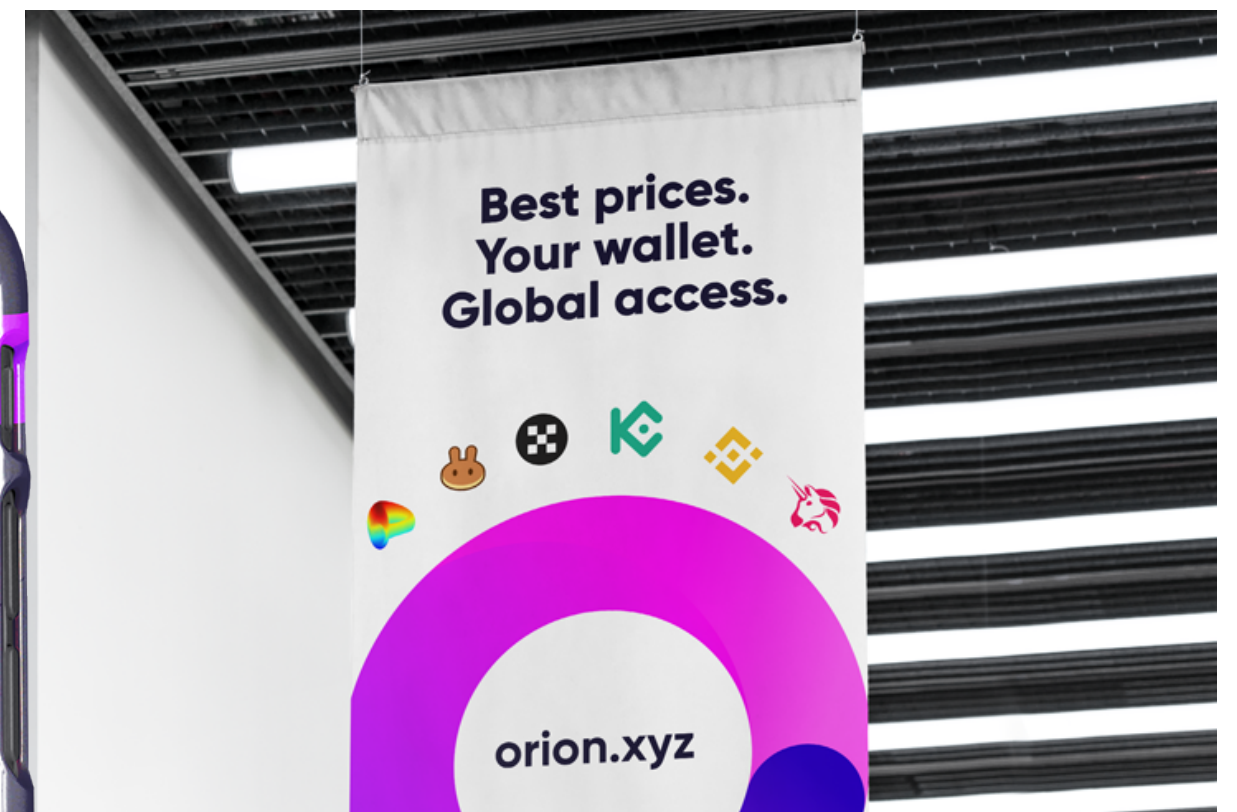


Business Card



Document Header





Brand Mockups



orion.xyz