

# Inverse Finance Brand

Official Inverse Finance, INV, DOLA, DBR, and FIRM logos, fonts, colors and product screenshots.

## About Inverse

Inverse Finance is a Decentralized Autonomous Organization (DAO) that began in December 2020 to develop and govern a suite of permissionless decentralized financial tools using blockchain smart contract technology. Innovations include our decentralized stablecoin, DOLA, our fixed rate money market, FIRM, our governance token, INV, and our borrowing rights token, DBR. The code base is open source and maintained by the Inverse community.

## Logo Kit

Download Inverse Finance, INV, DOLA, FIRM, and DBR logo kit from [here](#)



### Inverse Finance logo

The logo to be used when referencing Inverse Finance as a DAO.



### INV logo icon

The logo to be used when referencing the Inverse Finance INV governance token.



### DOLA logo

The logo to be used when referencing Inverse Finance's decentralized stablecoin. To be used when referencing DOLA in larger formats or when a text prompt is required (this is the logo with the word DOLA next to it)



### DOLA logo icon

To be used when referencing the DOLA token on websites and UIs (this is just the DOLA logo without the word DOLA)



### DBR logo

The logo to be used when referencing Inverse Finance's DOLA Borrowing Rights stablecoin. To be used when referencing DBR in larger formats or when a text prompt is required (this is the logo with the word DBR next to it)



### DBR logo icon

To be used when referencing the DBR token on websites and UIs (this is just the DBR logo without the word DBR)



### FiRM logo

The logo to be used when referencing Inverse Finance's FIRM fixed rate lending market.



### sDOLA logo icon

The logo to be used when referencing Inverse Finance's yield bearing stablecoin sDOLA (staked DOLA) on websites and UIs (this is just the DOLA logo with inverted colors)



### sDOLA logo

The logo to be used when referencing Inverse Finance's yield bearing stablecoin. To be used when referencing sDOLA in larger formats or when a text prompt is required (this is the logo with the word sDOLA next to it)



## 3D tokens

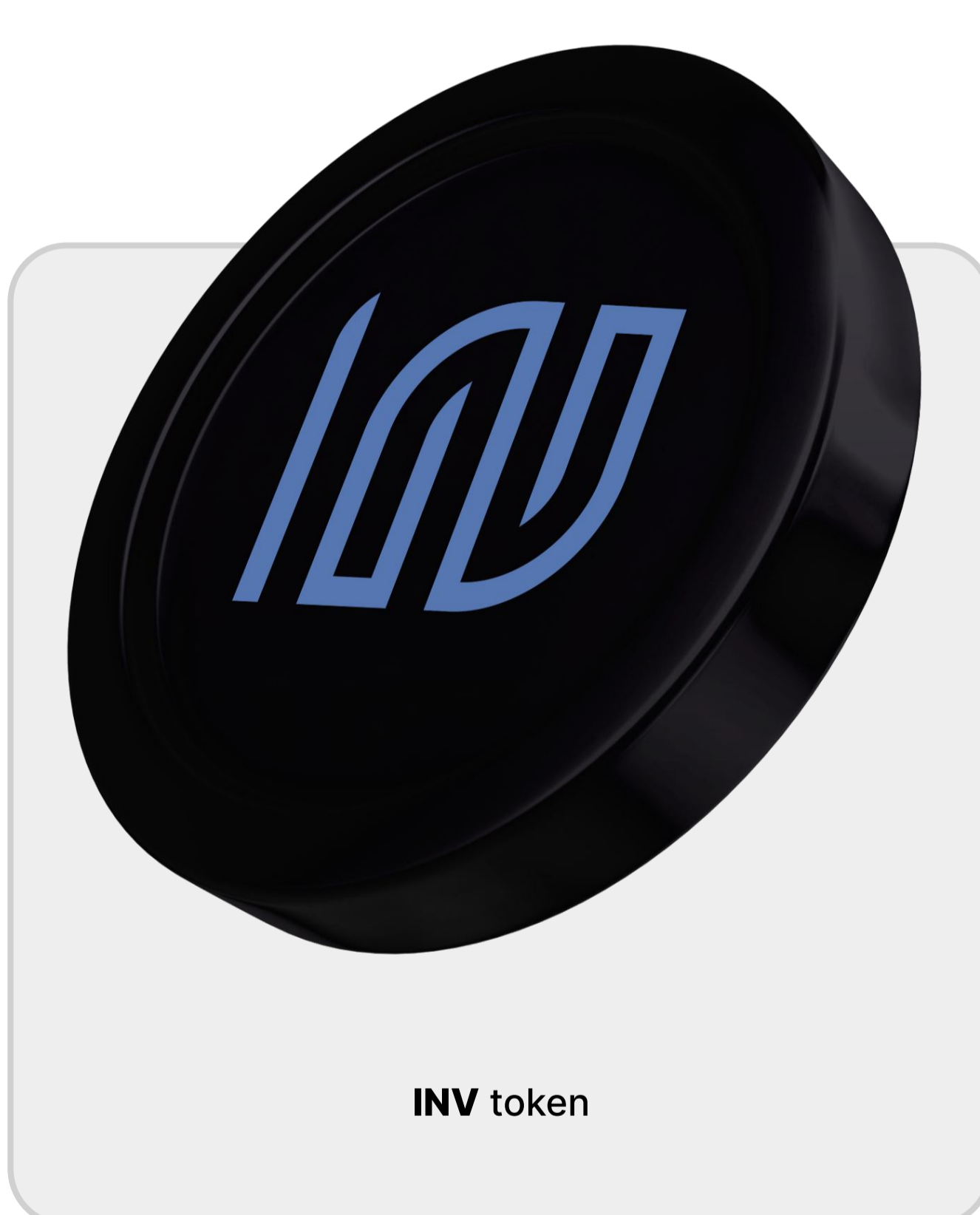
To optionally be used for marketing or creative graphics when a more realistic representation of one of our tokens is required.



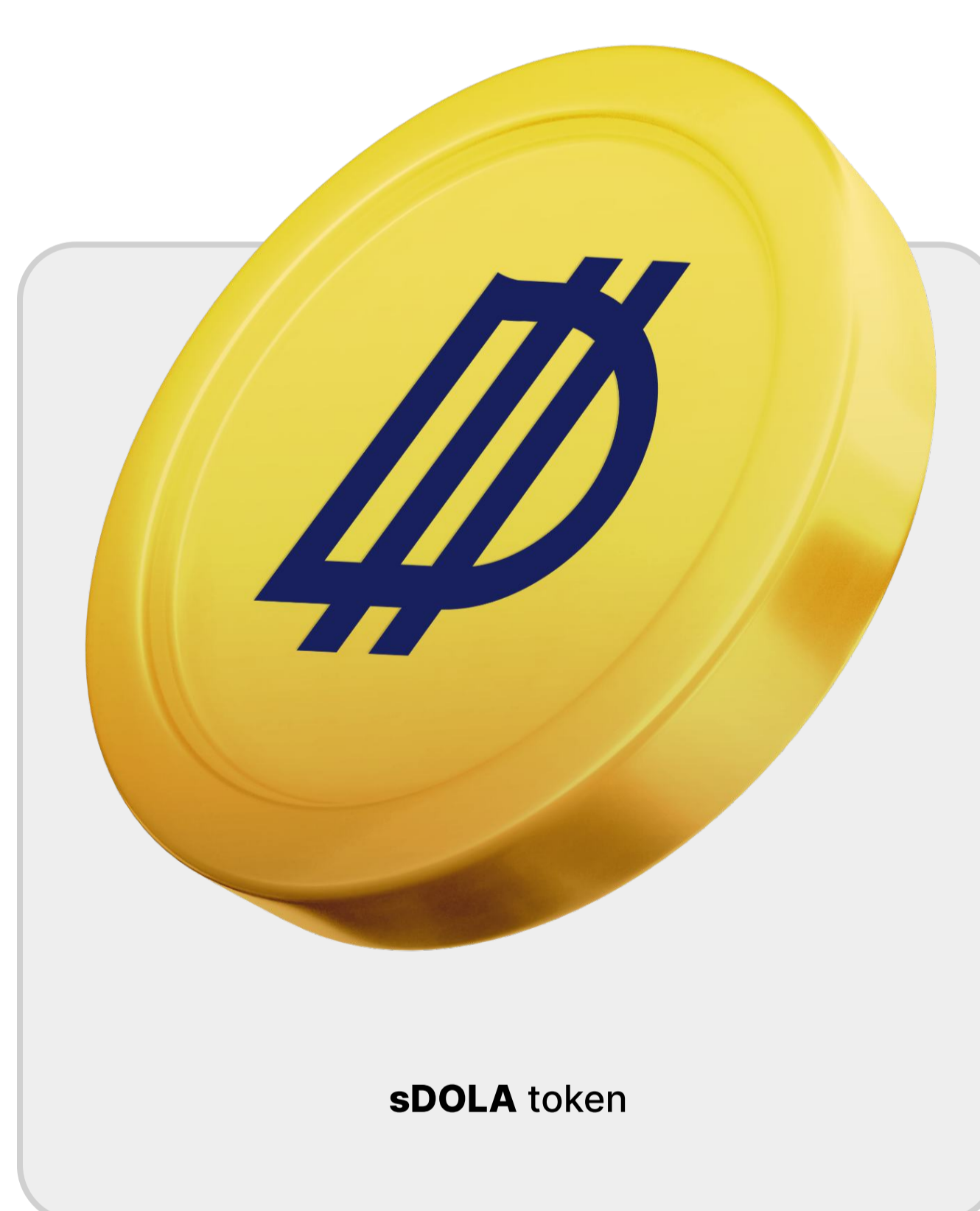
DBR token



DOLA token



INV token



sDOLA token

## Typography

We use **Inter** as our primary font. It can be easily downloaded from [here](#)

Thin 100

Rethink the way you Borrow

ExtraLight 200

Rethink the way you Borrow

Light 300

Rethink the way you Borrow

Regular 400

Rethink the way you Borrow

Medium 500

Rethink the way you Borrow

SemiBold 600

Rethink the way you Borrow

Bold 700

Rethink the way you Borrow

ExtraBold 800

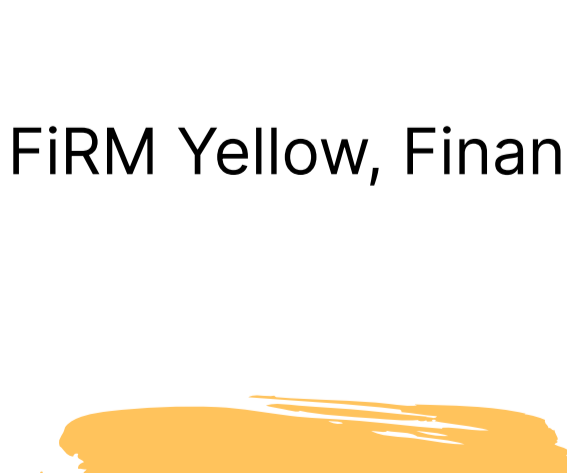
Rethink the way you Borrow

Black 900

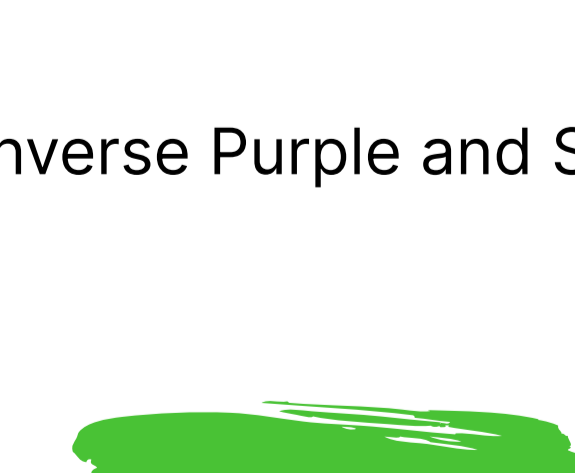
Rethink the way you Borrow

## Colors

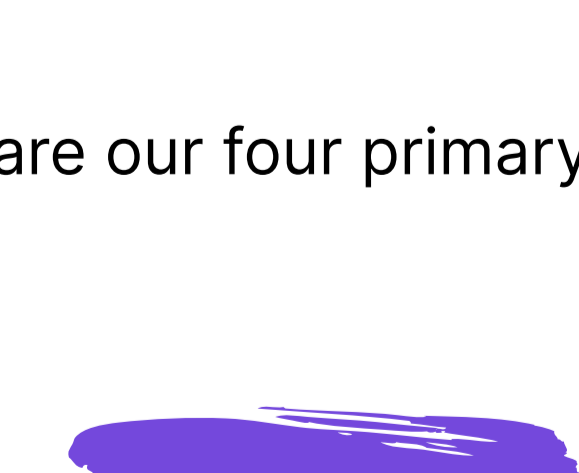
FIRM Yellow, Finance Green, Inverse Purple and Stable Blue are our four primary colors.



FIRM Yellow  
HEX: #ffc35c



Finance Green  
HEX: #49c235



Inverse Purple  
HEX: #7448dc



Stable Blue  
HEX: #18205d

### ✔ Please do

Use all caps INV, DOLA, DBR when discussing trading pairs (ETH/DOLA) and displaying amounts (10 DOLA).

### ✘ Please don't

Alter the logos in any way.