

BRAND system

On-chain trading is broken. Aori is here to fix it.
Bringing off-chain performance to on-chain liquidity,
Aori unlocks new levels of speed, efficiency,
and possibility for traders and developers.

aori

LOGO system

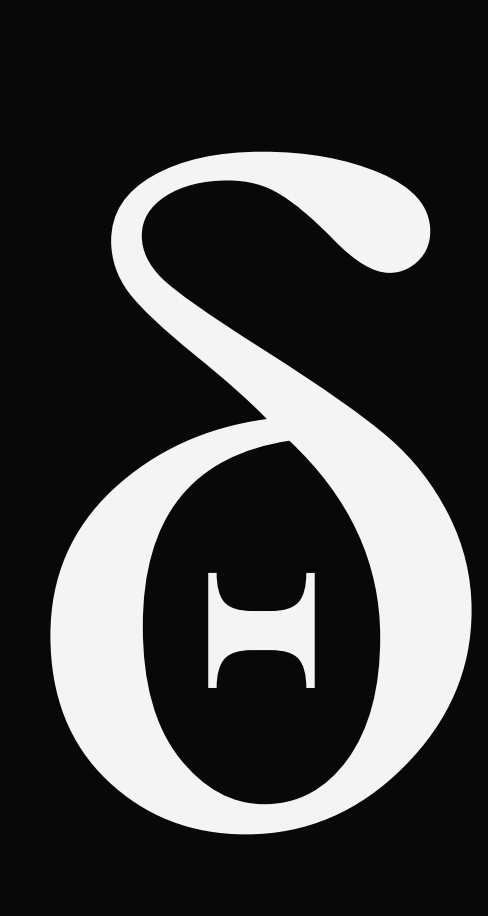
This guide provides a comprehensive ruleset for using Aori affiliated logos across all media formats.

The Aori logo is the cornerstone of our visual identity. More than just a graphic mark, our logo encapsulates the essence of our brand—a symbol of our unique approach and core values. The strategic use of a bold monotone palette color and space reflects our strategic mindset. Whether displayed at small scales or large formats, the logo maintains its integrity and immediately identifies our brand.

WORDMARK



LOGOMARK



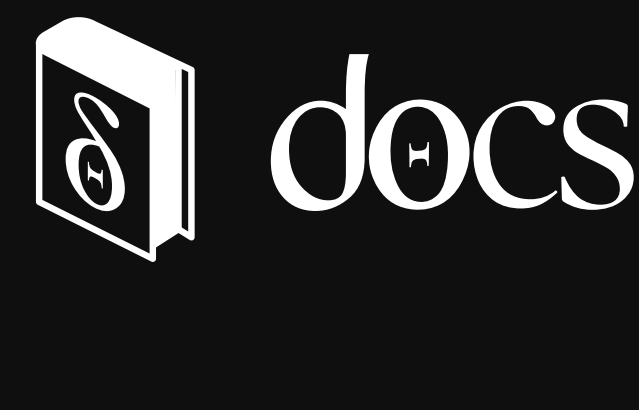
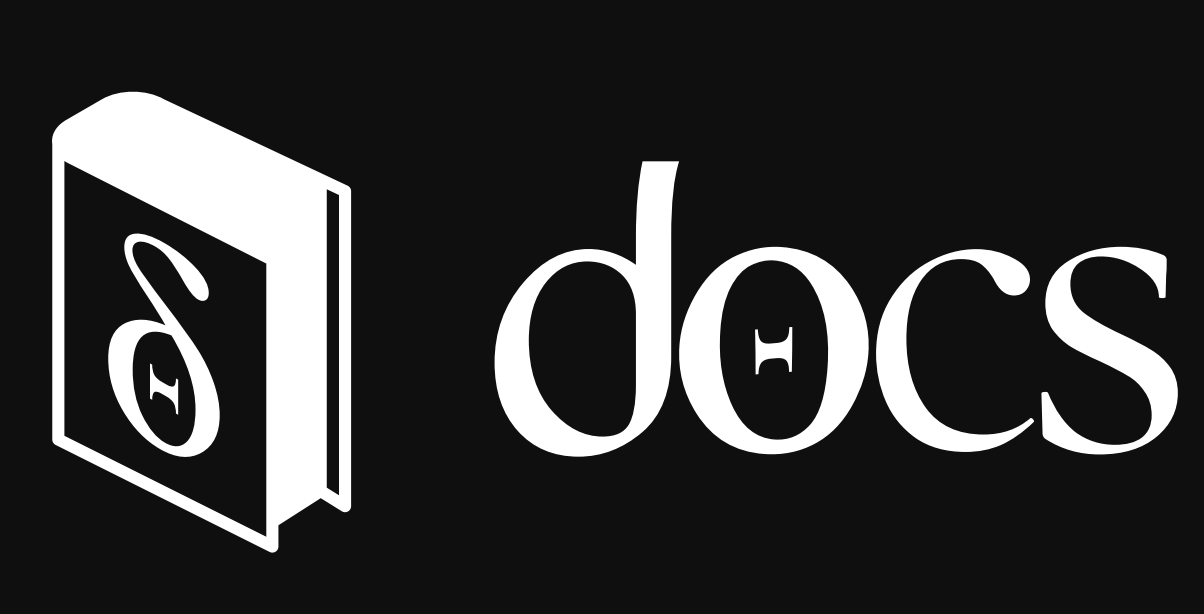
WHITESPACE



PRODUCT LOGOS

AORISCAN

AORI
SCAN



TYPOGRAPHY system

This guide provides a comprehensive ruleset for using type across all media formats.

The way we use type isn't just about readability—it's about creating a consistent, powerful brand across all touchpoints. From headlines that command attention to bodies that guide and inform, our typography system is designed to communicate with purpose and impact.

TYPEFACES

Typography forms the foundation of Aori's visual voice. Each character, weight, and spacing decision is carefully selected to embody our brand's core values of innovation and efficiency.

Sans Serif

adri

Aori Sans

Aori Sans is Aori's bespoke grotesque sans-serif font, ideal for text and reading on screen at large and small sizes. It has been carefully crafted for proprietary usage within the Aori organization for Aori affiliated materials both in print and on the web.

CHARACTERS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcćdefghijklmnopqrstuvwxyz
1234567890‘?’“!”(%)[#]{\$}/&\←+÷×=>®

WEIGHTS

Four panels showing the 'Aa' font weight variations: Light, Regular, Medium, and Bold. Each panel includes a 'DOWNLOAD' button.

Monospace

Aori Mono

Aori Mono is Aori's dedicated monospace font. For use in code examples in technical documentation and for figure based text rendering in web applications. Aori Mono comes in one versatile weight for all usage.

```
import { approveToken } from 'aori-ts'

await approveToken(
  wallet,
  CHAIN_ID,
  TOKEN_ADDRESS,
  ZONE_ADDRESS,
  BigInt(2 ** 256 - 1) // Max approval
);
```

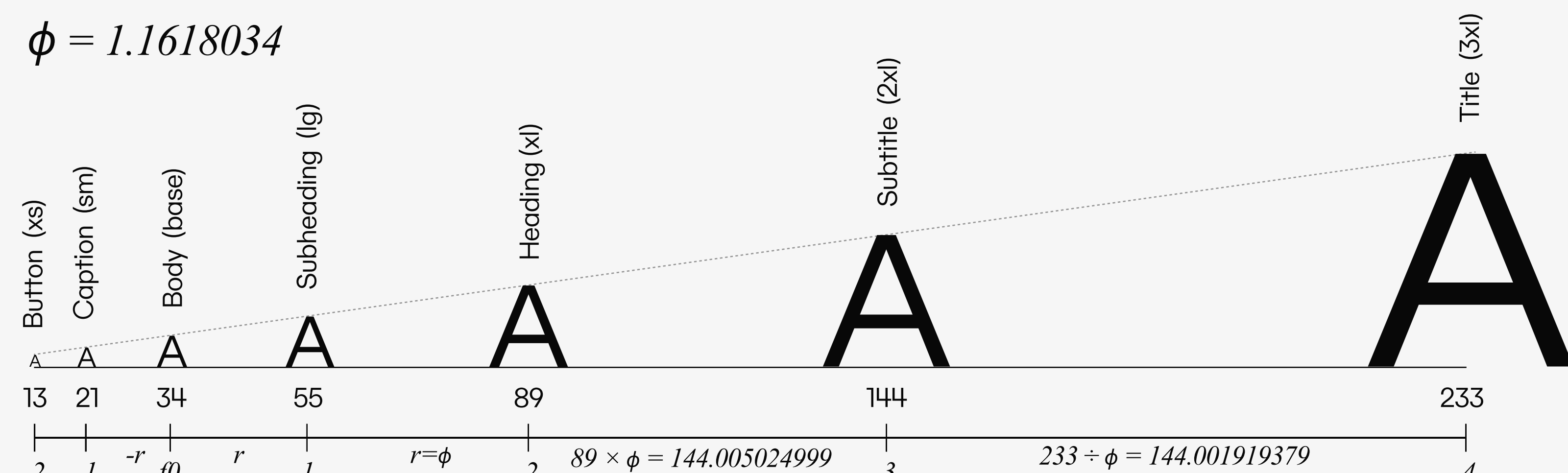
CHARACTERS

A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
P	Q	R	S	T	U	V	W	X	Y	&	Z	™	→	!
a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
p	q	r	s	t	u	v	w	x	y	+	z	©	?	\$
0	1	2	3	4	5	6	7	8	9	®	*	%	#	@

PRINT GUIDELINES

Scaling for Print

*Font scales can be computed by any starting or ending font by multiplying or dividing the start or end font size in the relevant units by ppi and rounding to the nearest whole number. This process can be repeated for as many sizes as needed.



Font scaling should adhere to the golden monotonic scale. The scale for this document uses a base size of 34px and can be seen here:

Typesets

DISPLAY	P—00	Aori: LIQUIDITY DEFRAGMENTED						
Weight	Regular							
Font Size	3x1"							
Line Height	100%							
Letter Spacing	-0.045em							
Transform	Uppercase							
TITLE	P—01							
Weight	Medium							
Font Size	2x1"							
Line Height	100%							
Letter Spacing	-0.045em							
Transform	Uppercase							
SUBTITLE	P—02	High-Frequency Trading, On-Chain.						
Weight	Light							
Font Size	x1"							
Line Height	120%							
Letter Spacing	-0.03em							
Transform	Title Case							
HEADING	P—03	A HIGH-FREQUENCY EXECUTION LAYER THAT SETTLES NATIVELY TO ANY CHAIN.						
Weight	Light							
Font Size	lg1"							
Line Height	120%							
Letter Spacing	-0.04em							
Transform	Title Case							
BODY	P—04	On-chain trading is broken. Aori is here to fix it. Bringing off-chain performance to on-chain liquidity, Aori unlocks new levels of speed, efficiency, and possibility for traders and developers.						
Weight	Regular							
Font Size	base1"							
Line Height	120%							
Letter Spacing	-0.01em							
Transform	Title Case							
CAPTION	P—05	*This can be used to provide additional context on a webpage or in a piece of digital media	OVERLINE	P—06	LIQUIDTY DEFRAGMENTED	DATA	P—07	The tables to the left are a good example of a use of this typestyle.
Weight	Medium		Weight	Bold		Weight	Light	
Font Size	sm1"		Font Size	sm1"		Font Size	x1"	
Line Height	110%		Line Height	100%		Line Height	100%	
Letter Spacing	-0.01em		Letter Spacing	-0.01em		Letter Spacing	-0.01em	
Transform	Title Case		Transform	Uppercase		Transform	Uppercase	

Color system

This guide provides a comprehensive ruleset for using Color in media and interface design.

Aori's color palette is intentionally designed to be minimalist and versatile, embracing a monotone approach that ensures maximum compatibility across diverse media and design contexts. This strategic color selection allows our brand to adapt seamlessly while maintaining a clean, professional aesthetic.

Black and White

Palette	Primary
/BLACK #080808 rgba (30, 30, 30, 1)	/WHITE #F7F7F7 rgba (240, 240, 240, 1)

Grayscale - Dark

Palette	Mono	
/BLACK—90 #0F0F0F rgba (0, 0, 0, 0)	/BLACK—80 #222222 rgba (0, 0, 0, 0)	/BLACK—70 #383838 rgba (0, 0, 0, 0)
/GRAY—60 #4A4A4A rgba (0, 0, 0, 0)	/GRAY—50 #787878 rgba (0, 0, 0, 0)	/GRAY—40 #B5B5B5 rgba (0, 0, 0, 0)
/WHITE—30 #C7C7C7 rgba (0, 0, 0, 0)	/WHITE—20 #DDDDDD rgba (0, 0, 0, 0)	/WHITE—10 #F0F0F0 rgba (0, 0, 0, 0)
#C7C7C7 rgba (0, 0, 0, 0)	#DDDDDD rgba (0, 0, 0, 0)	#F0F0F0 rgba (0, 0, 0, 0)

Grayscale - Light

Palette

Mono

/WHITE—10

Mono

#F0F0F0
rgba (0, 0, 0, 0)

/WHITE—20

Mono

#DDDDDD
rgba (0, 0, 0, 0)

/WHITE—30

Mono

#C7C7C7
rgba (0, 0, 0, 0)

/GRAY—40

Mono

#B5B5B5
rgba (0, 0, 0, 0)

/GRAY—50

Mono

#787878
rgba (0, 0, 0, 0)

/GRAY—60

Mono

#4A4A4A
rgba (0, 0, 0, 0)

/BLACK—70

Mono

#383838
rgba (0, 0, 0, 0)

/BLACK—80

Mono

#222222
rgba (0, 0, 0, 0)

/BLACK—90

Mono

#0F0F0F
rgba (0, 0, 0, 0)