

L I D O



Brand Guidelines

Vision

Vision is a world where
Ethereum is the internet’s
coordination and value layer.

Mission

Mission is to make staking
simple, secure, and
decentralized.

Purpose

Purpose is keeping Ethereum
decentralized, accessible to all,
and resistant to censorship.

A quietly powerful tone

For Lido, clear, calm, and confident is the natural way to communicate.
Tone of voice principles are rooted in brand personality – quietly powerful.
This has four core qualities: simple essential elements, calmly engaging,
surprisingly insightful, and wit (intelligent humour).

Simple essential elements

Clarity creates confidence, that's why it is used with simple language, removing the unnecessary and making sure everything is clear and understandable.

Calmly engaging

The attention is captured without going overboard, shouting and over-dramatizing. Communication is in a calm and thought-provoking way.

Surprisingly insightful

Communication is in insights in a way that demonstrates solid expertise. Like a Magician showing how the trick is made.

Witty

intelligent humour

When appropriate, it makes serious points with a light touch. It demonstrates wisdom and intelligence, but is also memorable, thoughtful and entertaining.

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Logotype

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Design Elements



The monochrome logo is used in 2 colors: black and white.



The black logo is preferred for light and white backgrounds.



The white logo is preferred for black, blue, and dark backgrounds.

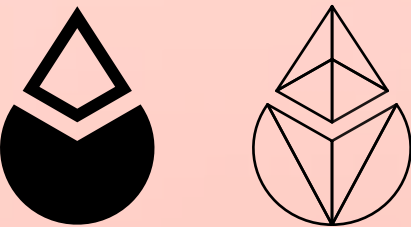
The Sign

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Design Elements



The colored sign is used on most media and serves as a key element of the layout.

The architecture of the sign is based on the Lido's most popular token — stETH.



Monochrome versions (filled and outlined) serve as a watermark on covers, YouTube thumbnails, and in places that do not support colored signs, (e.g. certain types of merchandise clothing).

Usage on backgrounds

L I D O
Design Elements



A modern sans serif font in the Regular style, a lively font with clear proportions and good balance, enhances readability across different screens and makes the text easily understandable.

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Design Elements

Manrope

Font-family

Aa Bb Cc Dd Ee Ff Gg Hh Ii j Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

01234567890

Colors

#000000 100%

#131217 72%

#131217 50%

#131217 32%

#131217 20%

#131217 8%

Shades of black

This palette sets the style for text, icons, and small elements in websites, interfaces, and marketing materials.

Accent Colors

The base palette of Lido — these colors and their shades creates the Lido style.

Ocean

#0085FF 100%

Sky

#00A3FF 100%

Coral

#FF8E76 100%

Berry

#D74758 100%

Leaf

#36E6A6 100%

Mist

#3C4254 28%

9

Gradients

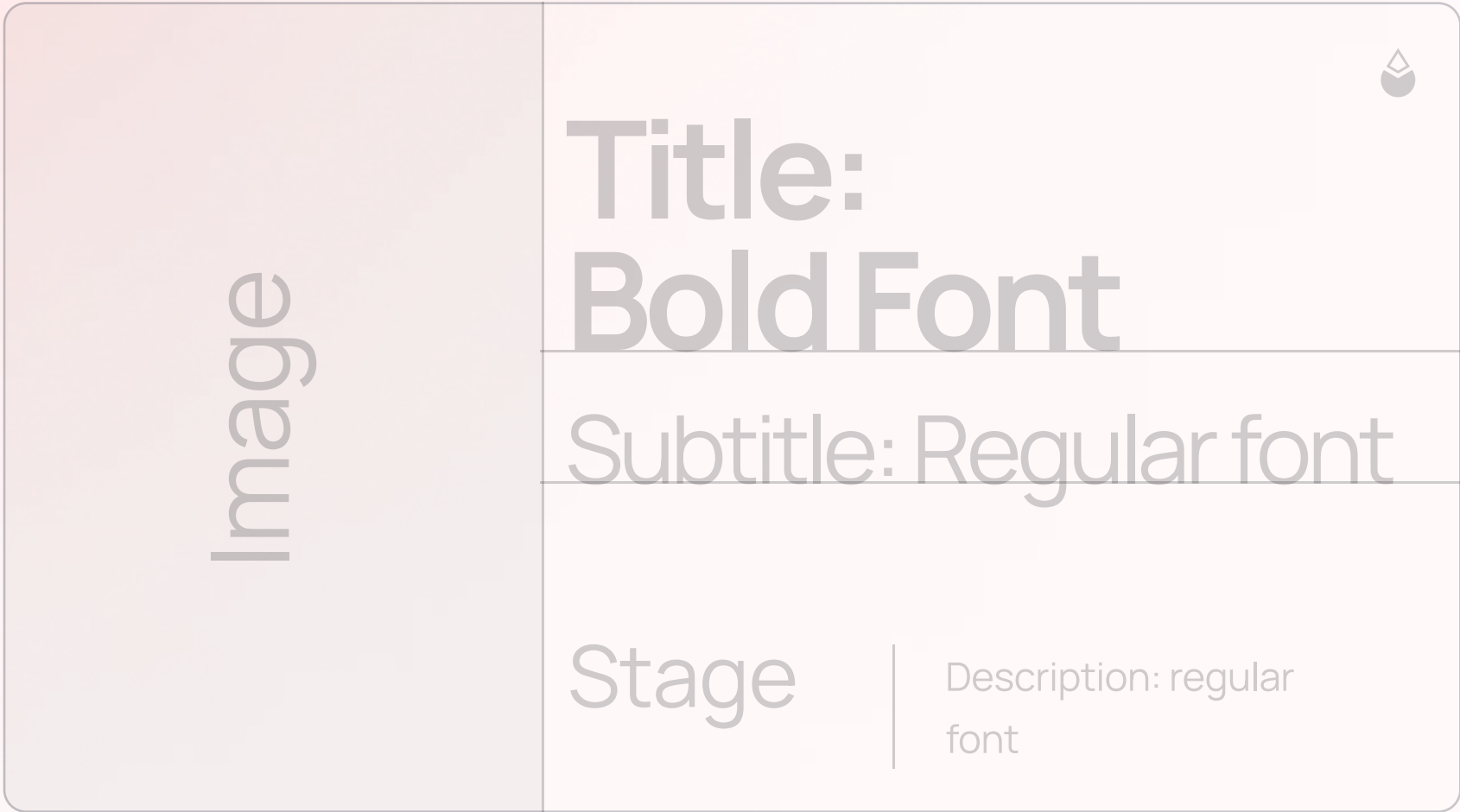
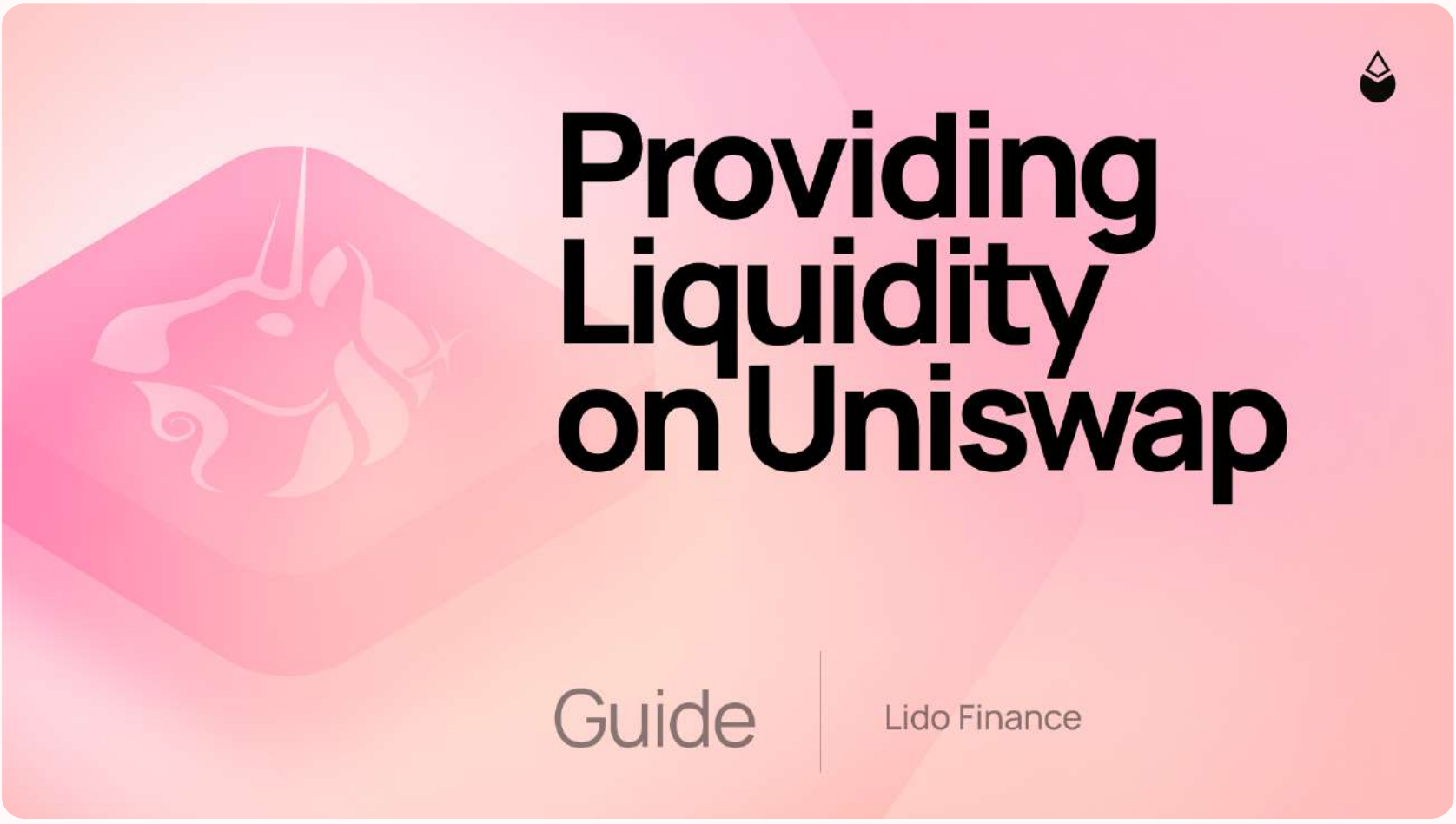
The base rule for gradients — color object → blur.



Blurred objects make gradient backgrounds

Covers

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Elements Usage



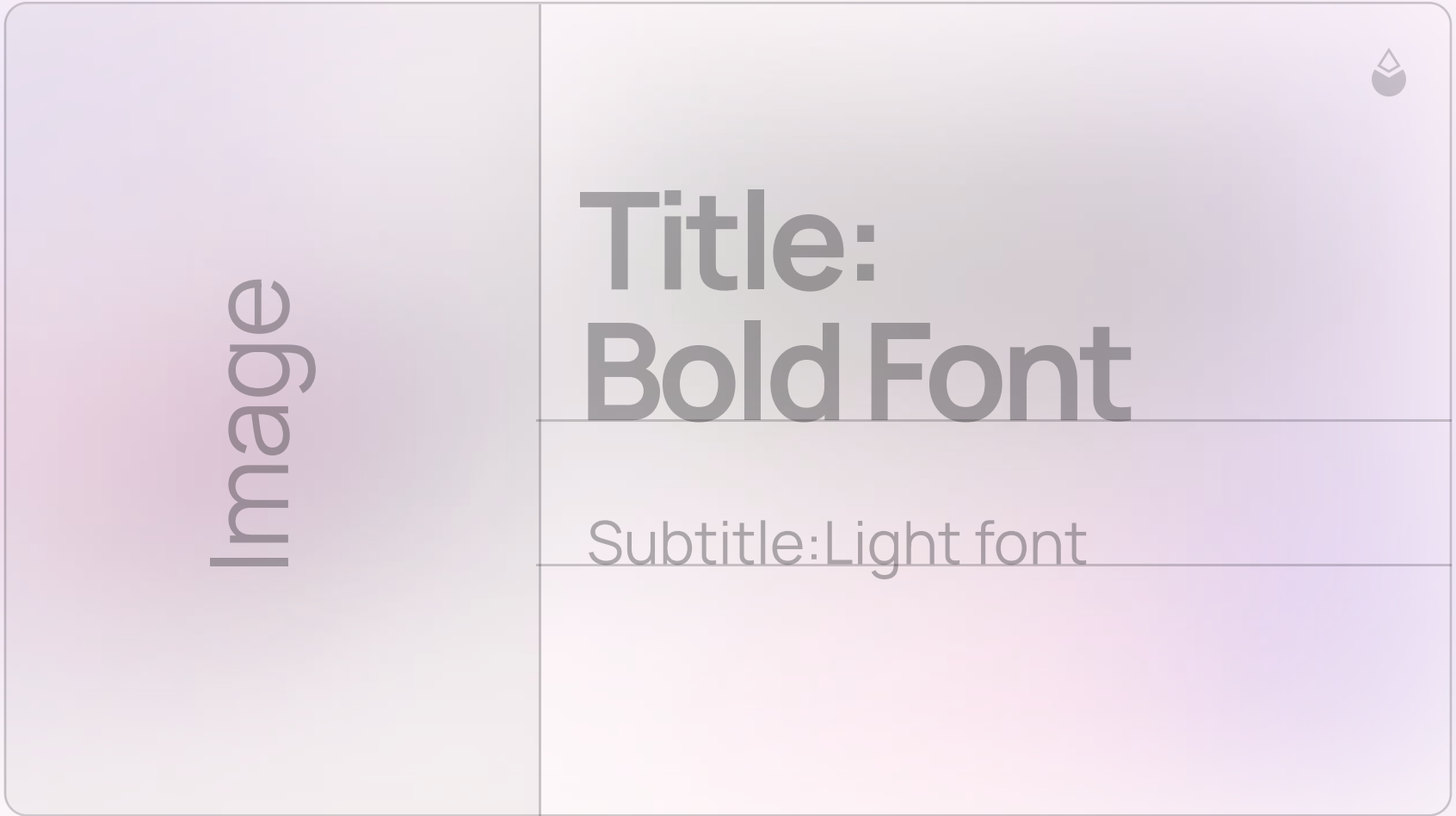
Blog covers

Blog covers use a one-column layout with text aligned vertically and centered, the composition’s focus is moved to the left.

The logo or product image is positioned on the left side of the image.

Covers

L I D O
Elements Usage



Youtube thumbnails

The second type of layout is used for YouTube thumbnails:

Type 1: Text is aligned to the left edge, with the image placed on the right side.

Type 2: Text is aligned to a vertical line, with the composition's center shifted to the left.

1280x720

Merch

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Elements Usage

T-shirt

The minimalist basic style is preferred. The design should be clean and contain the logotype and slogan.



Keychain

The keychain is perfect for organizing your keys, Ledger and YubiKeys. Natural materials and pastel colors are preferred.



Stojo Collapsible Pocket Cup

Lido merchandise includes practical items, like a collapsible pocket cup for drinks, selected in pastel colors.



Tote bag

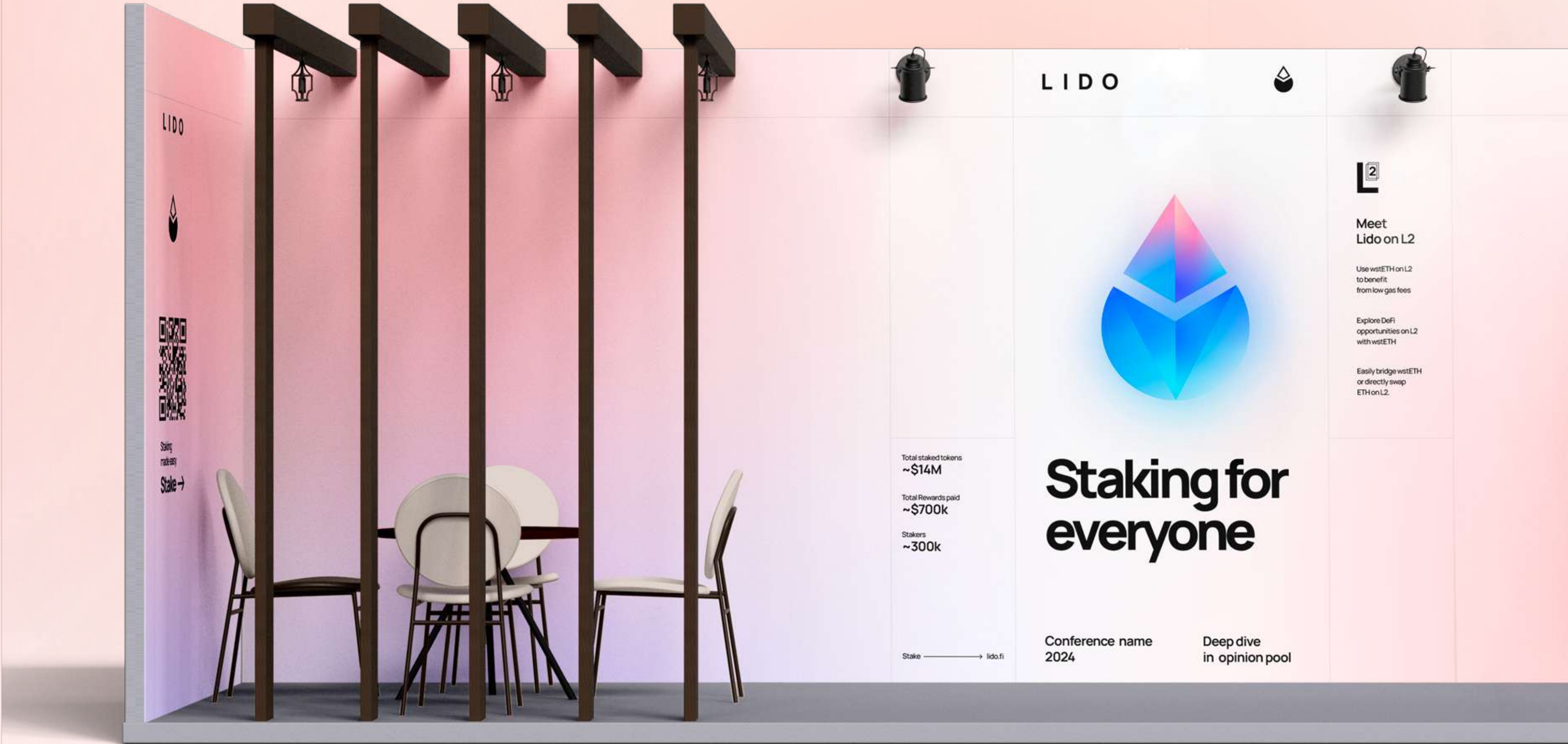
The bag features a minimalist design and is crafted in a dark color for practical use.



Exhibition booth

Exhibition booths are best designed in a minimalist style, paired with natural materials such as stone and wood.

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Elements Usage



Interior

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Elements Usage

Posters

The main technique for the posters is typographic compositions.



Walls

Loft space is preferred for organized coworking. Accordingly, the walls should support the overall style of the interior.



Exterior

Windows and doors

Branding in monochrome colors (white) is used in combination with transparent glass windows and doors.

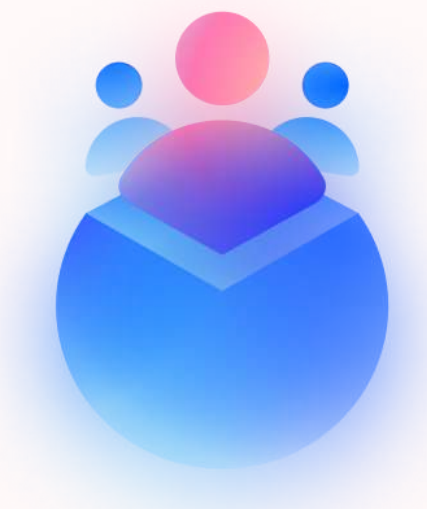
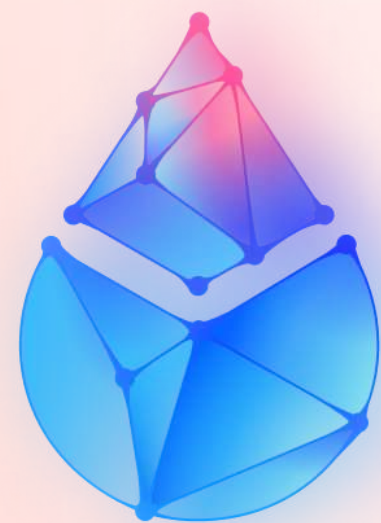
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Elements Usage



Lido Parts

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Elements Usage



Construction

The logos for Lido's parts mirror the architectural style of the main Lido sign.

Illustrations

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Elements Usage



Download Lido press-kit

The set of logos and token icons for both dark and light backgrounds.

Download →