



IDENTITY SYSTEM / EDITION 01

Trade on Solana. Decide what grows.

A practical brand kit built from the live Solve3 identity,
expanded for product, community and partnerships.



Original assets. Exact tokens. Reusable layouts.

Website-derived foundation / Proposed usage system / 21 September 2026

One identity. A clear source of truth.

Use the current website for naming and feature status; use the legacy docs for conceptual context.

01 / Recovered from the live site

Original vector lockup, violet symbol gradient, interface colors, radii, spacing tokens and Be Vietnam Pro rendering.

02 / Proposed in this kit

Clear space, minimum sizes, social composition, partnership rules, tone guidance and the large symbol motif.

Current product status

The site identifies a devnet sandbox. Locking and voting are marked coming soon. Recheck status before each campaign.

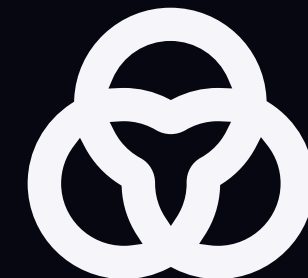
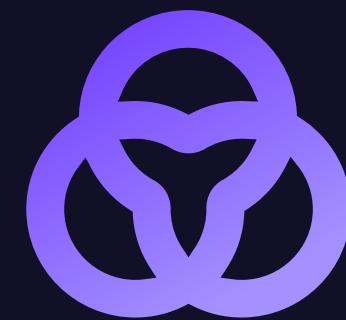
Resolve the naming conflict

Use Solve3, SOLV3 and veSOLV3. The older flywheel page uses SLV and veSLV; do not carry these into new assets.

Source hierarchy: live homepage and its public assets > current product copy > older conceptual documentation. This is a reconstructed working kit, not an existing official brand manual.

The mark, preserved.

The full lockup is the original SVG, not a retyped approximation. Monochrome variants are derived.



Clear space / proposed

Keep at least half a symbol width around every lockup.
Retain the native 161:44 artboard ratio.

Minimum size / proposed

Full lockup: 112 px digital or 28 mm print. Symbol: 24 px.
Never stretch, rotate, add outlines or retype the wordmark.

A dark foundation. Precise color.

Exact hexadecimal values from live CSS; violet gradient stops from the original logo.



Base

#070711



Sunken

#0D0C1B



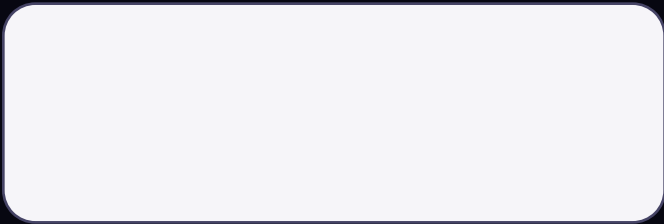
Raised

#121026



Accent

#685DF7



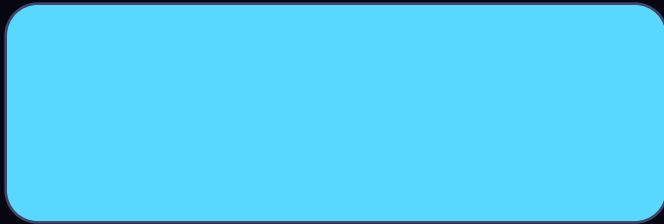
Primary text

#F6F5F9



Secondary text

#ADA8C3



Information

#58D7FF



Caution

#FFBE5C

Logo gradient

#7544FF #A491FF

Preserve the original SVG gradient direction and stop at 96.8831%. Use solid violet for actions; reserve gradients for the mark and decorative accents.

Typography with room to breathe.

Be Vietnam Pro is the rendered family on the inspected homepage. Included: 400, 500, 600 and 700.

Aa Bb Cc 0123

Liquidity. Participation. Choice.

Hierarchy / proposed campaign scale

Display 64/70 regular. Section 36/44 regular. Body 22/34 regular. Labels 13/18 semibold. Avoid dense all-caps paragraphs.

Observed website styling

Regular headlines; 16 px body; 14 px semibold actions; 11 px tracked uppercase mono labels. Hero heading: 40–64 px.

Implementation note: CSS declares a Funnel display token, but the inspected headings render Be Vietnam Pro. This kit follows the visible result. Use Consolas or a system mono for data labels; never recreate the logo with a font.

Clear, useful, grounded.

Proposed voice: explain the action, its purpose and its conditions. Let the product carry the confidence.

Direct

Lead with a verb: explore, provide, learn, review. Prefer a concrete next step over a broad promise.

Precise

Name who receives which reward. Separate rewards for liquidity positions from rewards for voters.

Open

Keep network and availability labels visible. Put conditions near the action they qualify.

Measured

Describe incentives and participation without promising returns, effortless income or guaranteed growth.

WRITE

Explore liquidity on Solve3.

Social posts: one idea, one proof point, one next step.

AVOID

Guaranteed yield. Infinite growth.

Tell the mechanism, not a myth.

Proposed messaging architecture, grounded in the product vocabulary visible today.

Positioning

Solve3 connects token exchange, liquidity and future voting participation on Solana.

For traders

Message: a clear place to exchange tokens. CTA: Explore the app. Keep devnet context adjacent to the action.

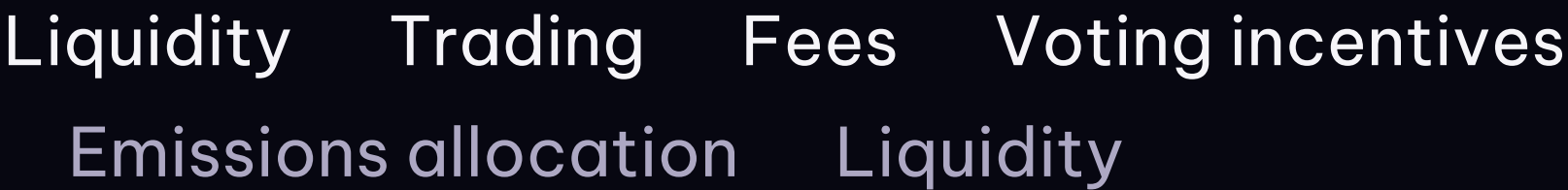
For liquidity providers

Message: pools make exchange possible. CTA: Explore liquidity. Explain position-specific terms before rewards.

For future voters

Message: participation can influence pool incentives. CTA: Learn about voting. Retain a coming-soon label.

CONCEPTUAL FLYWHEEL / NOT A PERFORMANCE PROMISE



Epoch: one protocol cycle. Gauge: a pool-associated destination for votes and funded incentives.

Interface language, carried forward.

Observed: dark nested surfaces, thin borders, restrained color and visible state labels.

COMPONENT SPECIMEN / PROPOSED

Explore liquidity

Give the user a clear action and enough context to decide.

Select a pool

Explore pools

Learn more

DEVNET SANDBOX

Geometry from live tokens

4 px controls / 14 px cards / pill badges. Spacing: 4, 8, 12, 16, 20, 24, 32, 40, 48, 64, 80 px.

States / proposed behavior

Visible focus ring in cyan. Use text with success, warning and error colors. Disabled actions need an explanation.

Do not use low-opacity borders as the only control boundary. White on accent is about 4.6:1; white on the lighter hover token is about 3.2:1, so use dark text on hover for normal-size labels.

A recognizable social system.

Proposed layouts: one headline, generous margins, one accent and a consistent logo position.



Liquidity starts
with participation.



16:9 / 1:1 / 4:5

Keep important content within an 8% inset. Reserve the lower-left of X headers for the avatar overlap. Check the actual crop before publishing.

Included production sizes

X header 1500×500; X avatar 400×400; community icon 512×512; Discord banner 960×540; Telegram welcome 1280×720.

Campaign and partner templates

Square 1080×1080; landscape 1600×900; portrait 1080×1350; partner announcement 1600×900. Text remains editable in source SVGs.

Partnerships with equal presence.

Proposed lockup: preserve both identities, with equal visual weight and generous separation.



×

PARTNER LOGO

Placement

Place original partner artwork in the marked area. Match optical height, not file width. Keep one symbol width between each identity and the separator.

Copy and publication

Replace every bracketed field. Confirm partner naming, scope and status before export. Placeholder partnership graphics are templates, not announcements.

Recommended headline: Solve3 × [Partner]

Supporting line: [Describe the specific collaboration in one sentence.]

Sources, files and handoff.

A dated reconstruction with reusable production assets and clearly identified extensions.

Public source assets

solve3.fi/assets/images/solve-logo.svg Original lockup retained unchanged. Website CSS snapshots and a source register accompany this kit.

Product references

<https://solve3.fi/> and <https://docs.solve3.fi/overview/flywheel>. Live website naming and feature status take precedence over legacy flywheel wording.

Working files

Editable-text SVGs require the included Be Vietnam Pro fonts. Outlined SVGs preserve appearance without fonts. PNGs are ready to upload; PDFs are for reading and sharing.

Font source: Google Fonts / Be Vietnam Pro / SIL Open Font License included.