



Merge Buenos Aires

Brand Guide

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Brand Principal

**MERGE
BUENOS AIRES**

Brand Secondary constructions

With avatar



MERGE
BUENOS AIRES

3 lines



MERGE
BUENOS
AIRES

Centered



MERGE
BUENOS AIRES

Typography

Borna Font by atipo Foundry

Regular

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 e f g h i j k l m n o

p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

SemiBold

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 e f g h i j k l m n o
p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

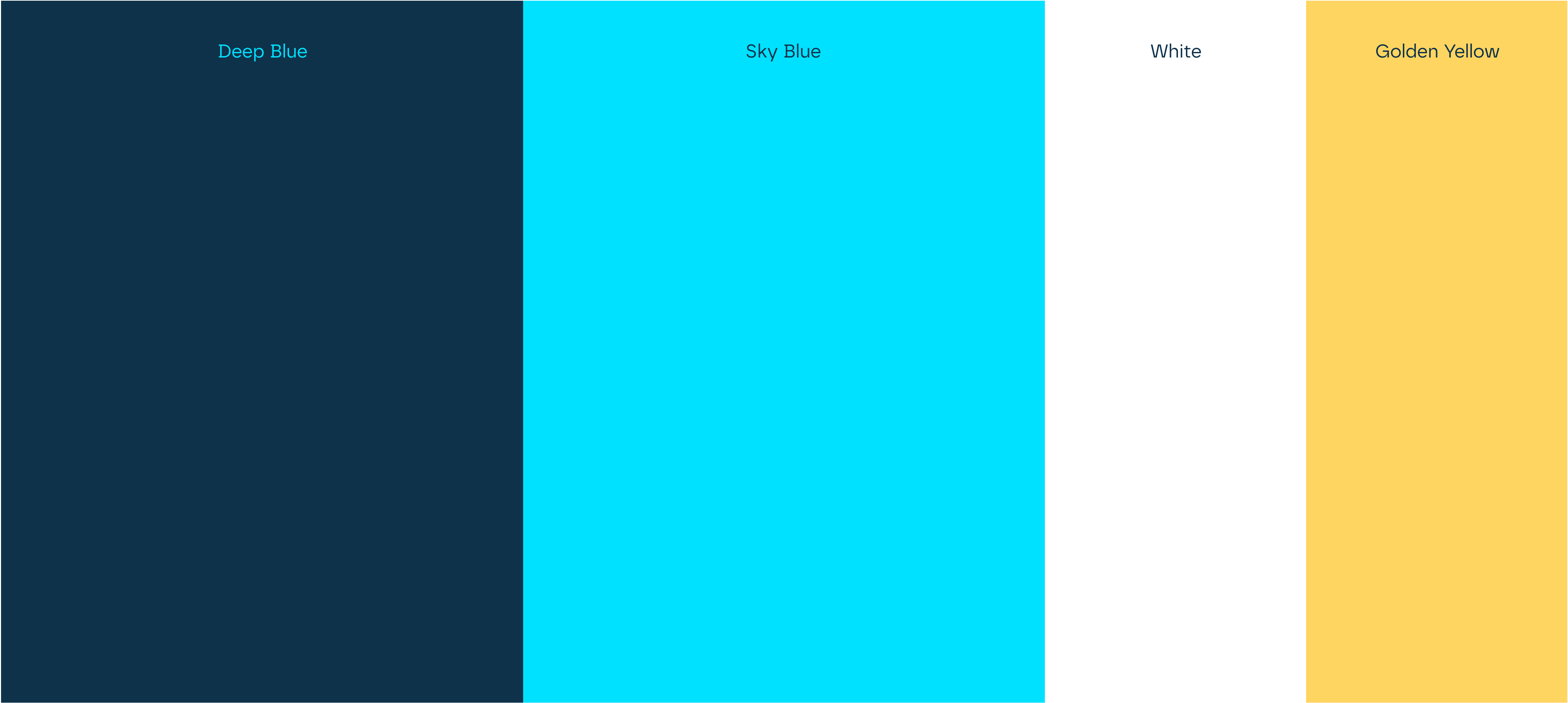
Bold

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 e f g h i j k l m n o
p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

Chromatic range



Claim construction

Disruptively connecting
Latam & Europe through Web3.

Disruptively connecting
Latam & Europe through Web3.

Disruptively connecting
Latam & Europe through Web3.

Brand + Claim

Principal

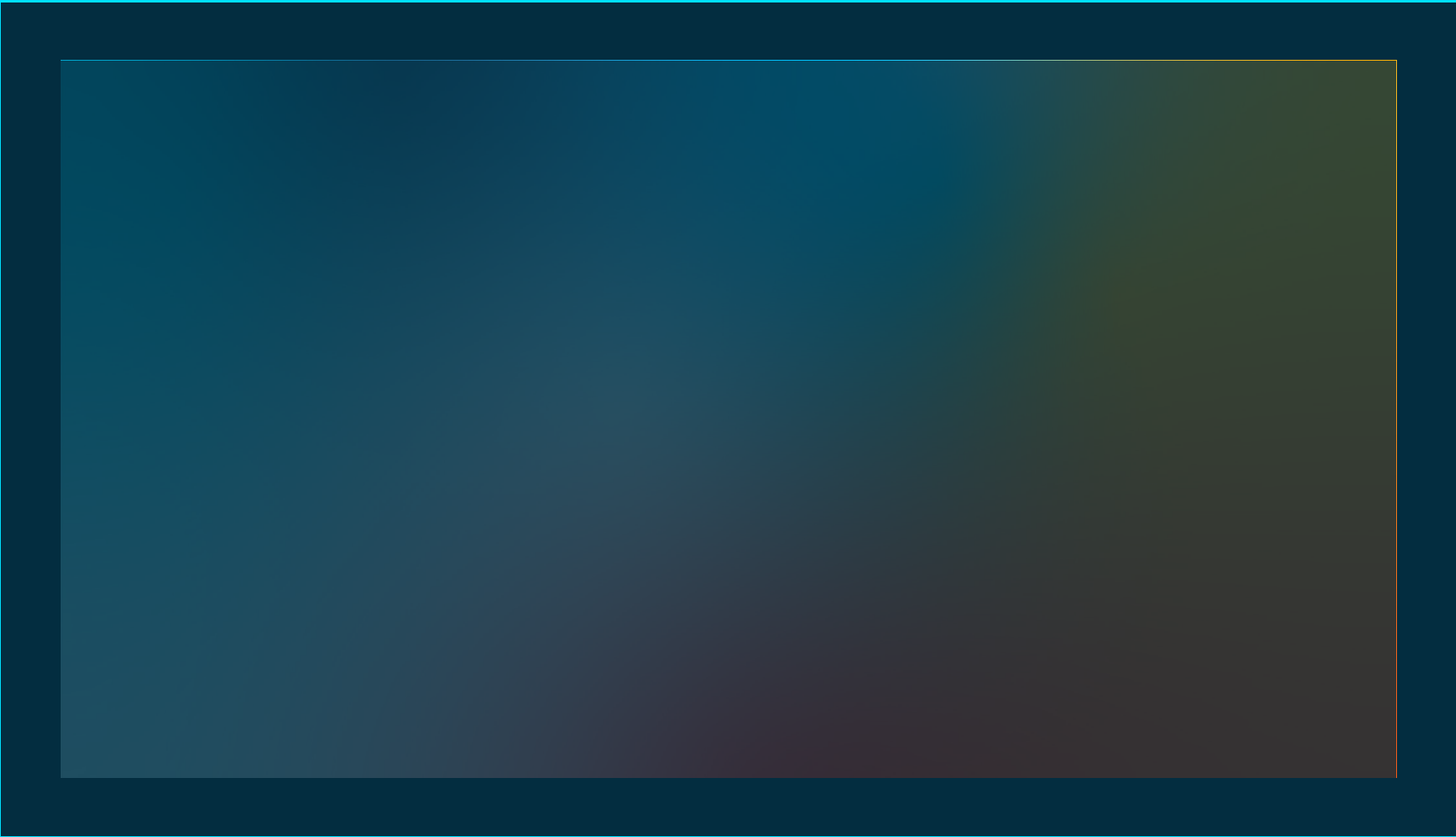
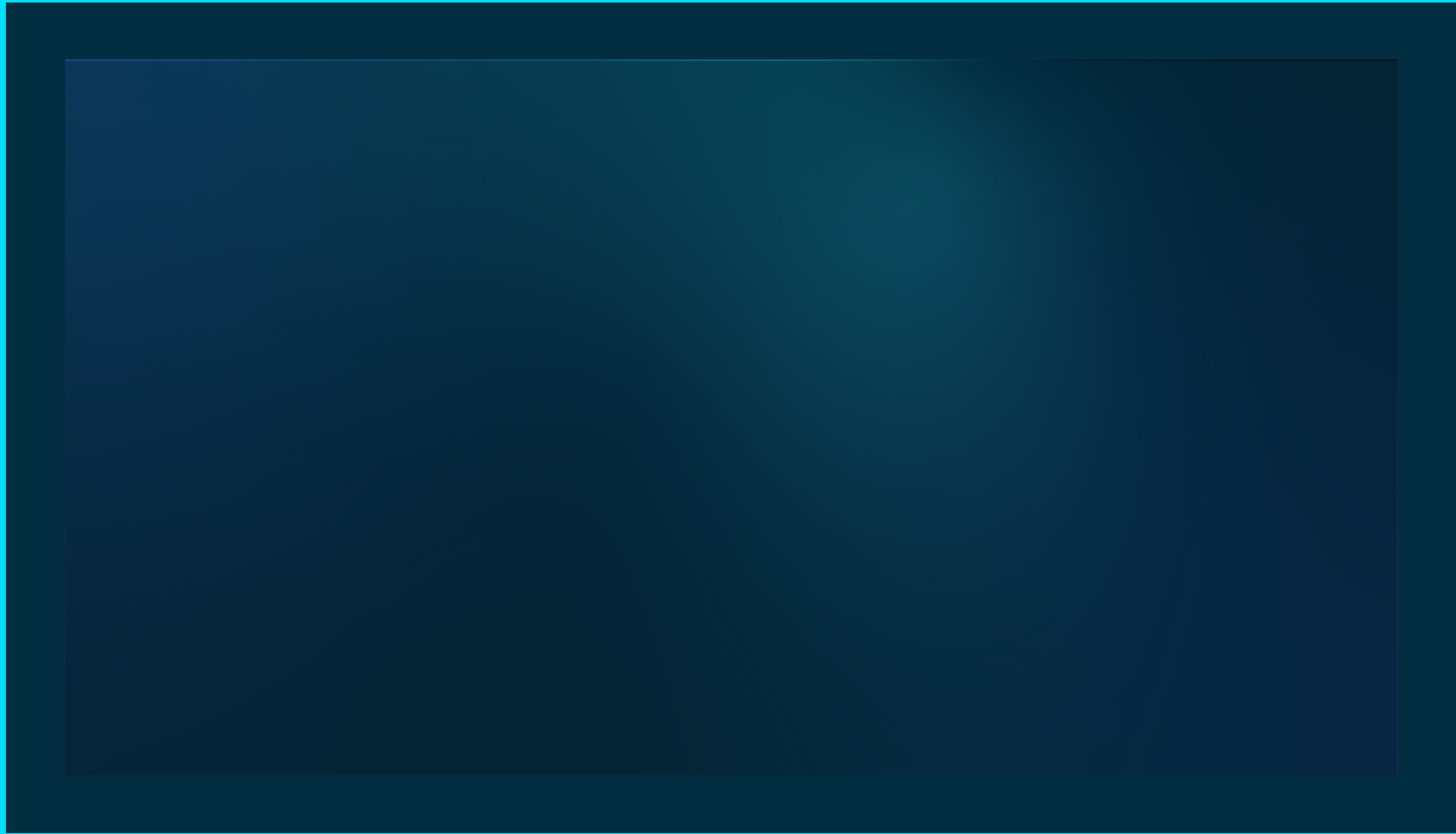
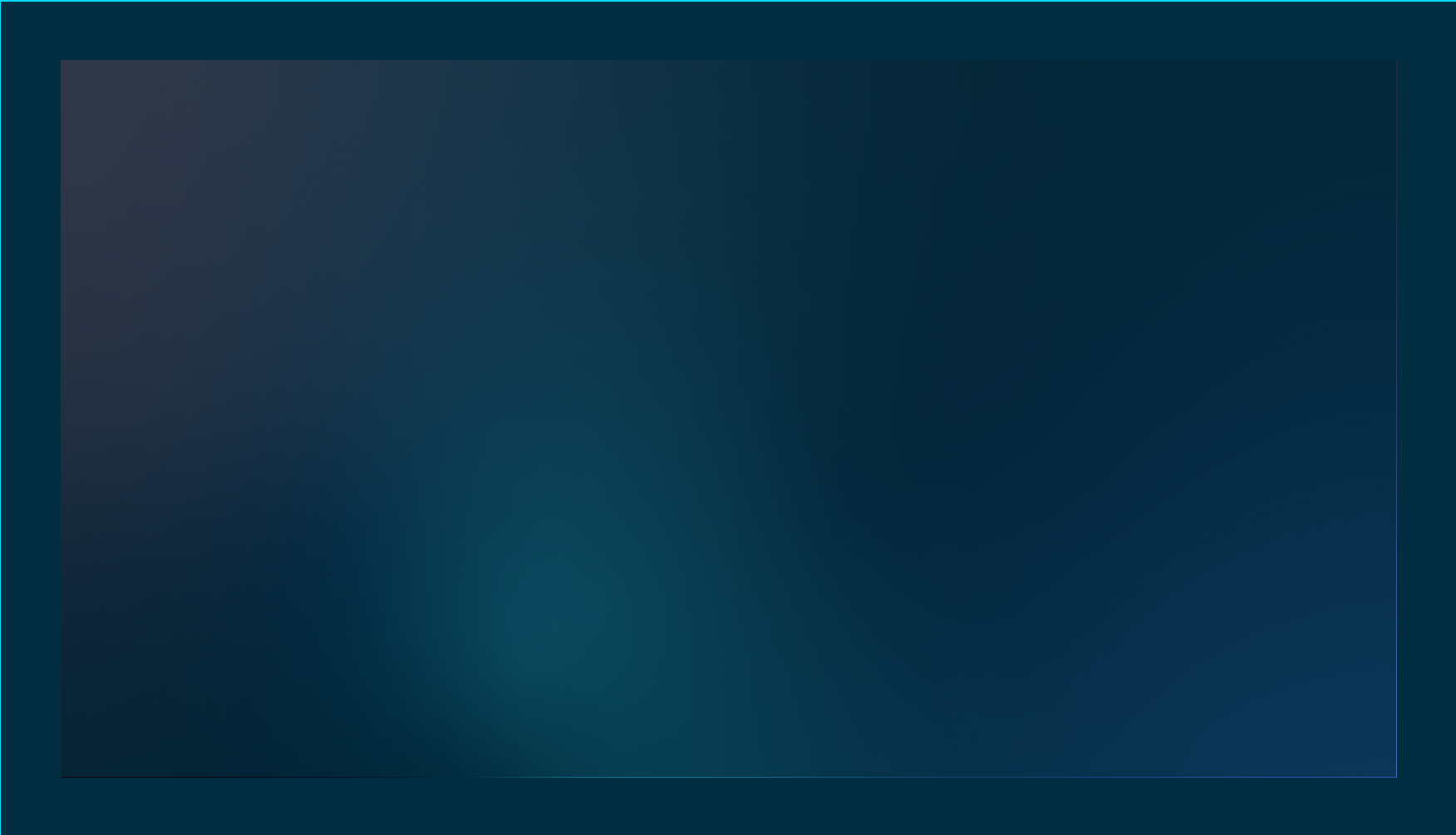
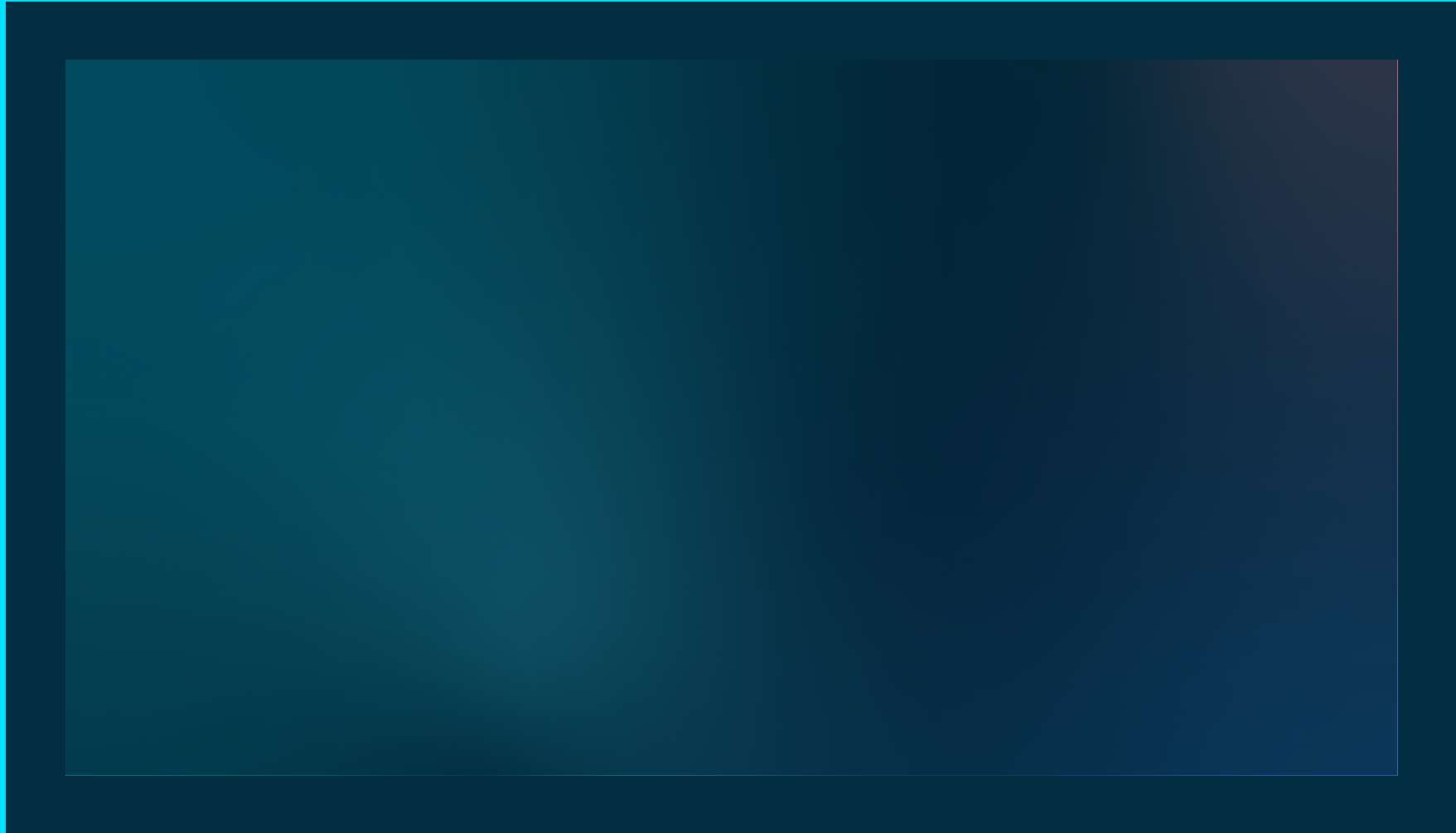
**MERGE
BUENOS AIRES**

Disruptively connecting
Latam & Europe
through Web3.

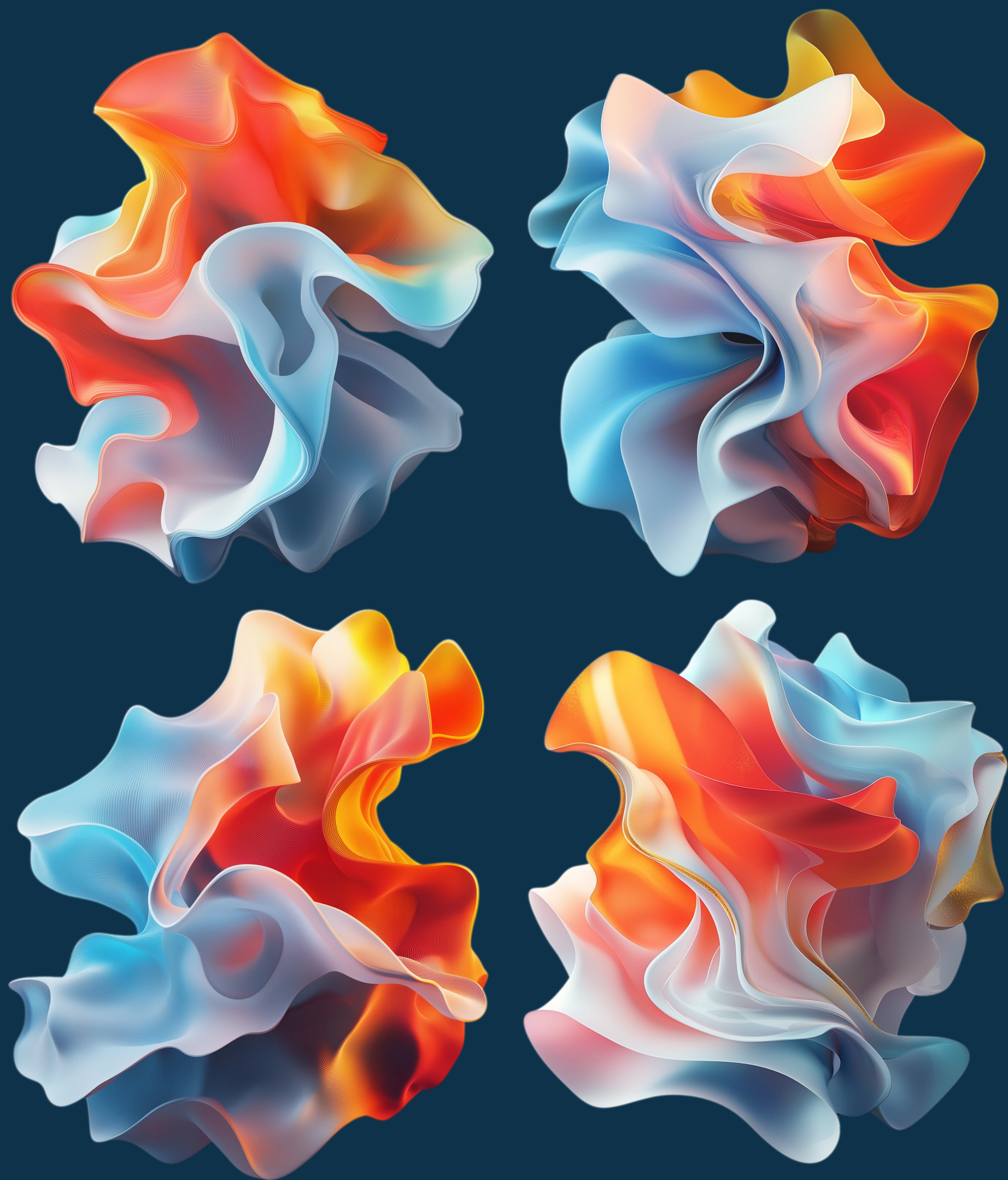
1 Line

Disruptively connecting
Latam & Europe through Web3.
MERGE BUENOS AIRES

Backgrounds



Decorative elements



Examples





Thanks

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