



Merge São Paulo

# Brand Guide

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**Brand** Principal

MERGE  
SÃO PAULO

# 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

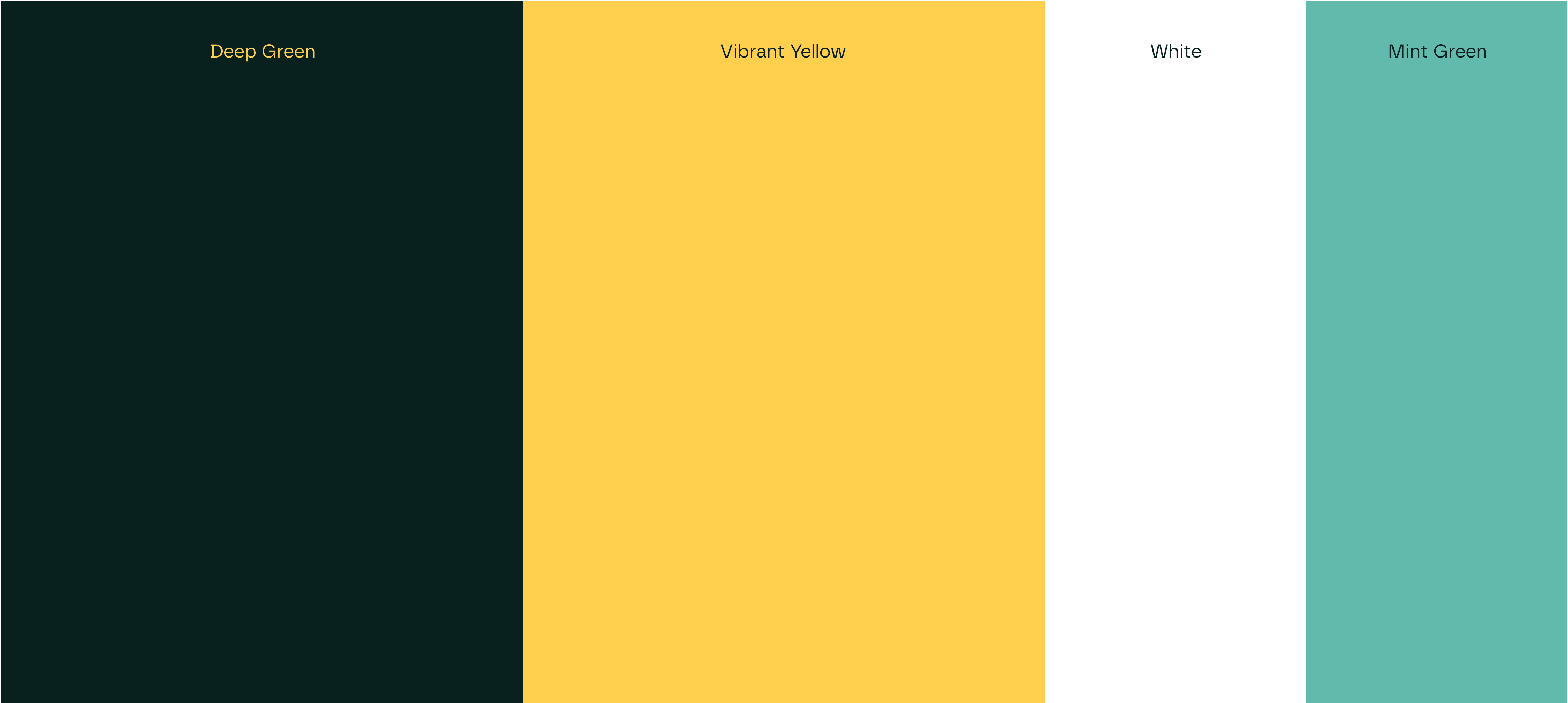
### Bold

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

Where institutions  
meet cryptos & web3.

## Brand + Claim

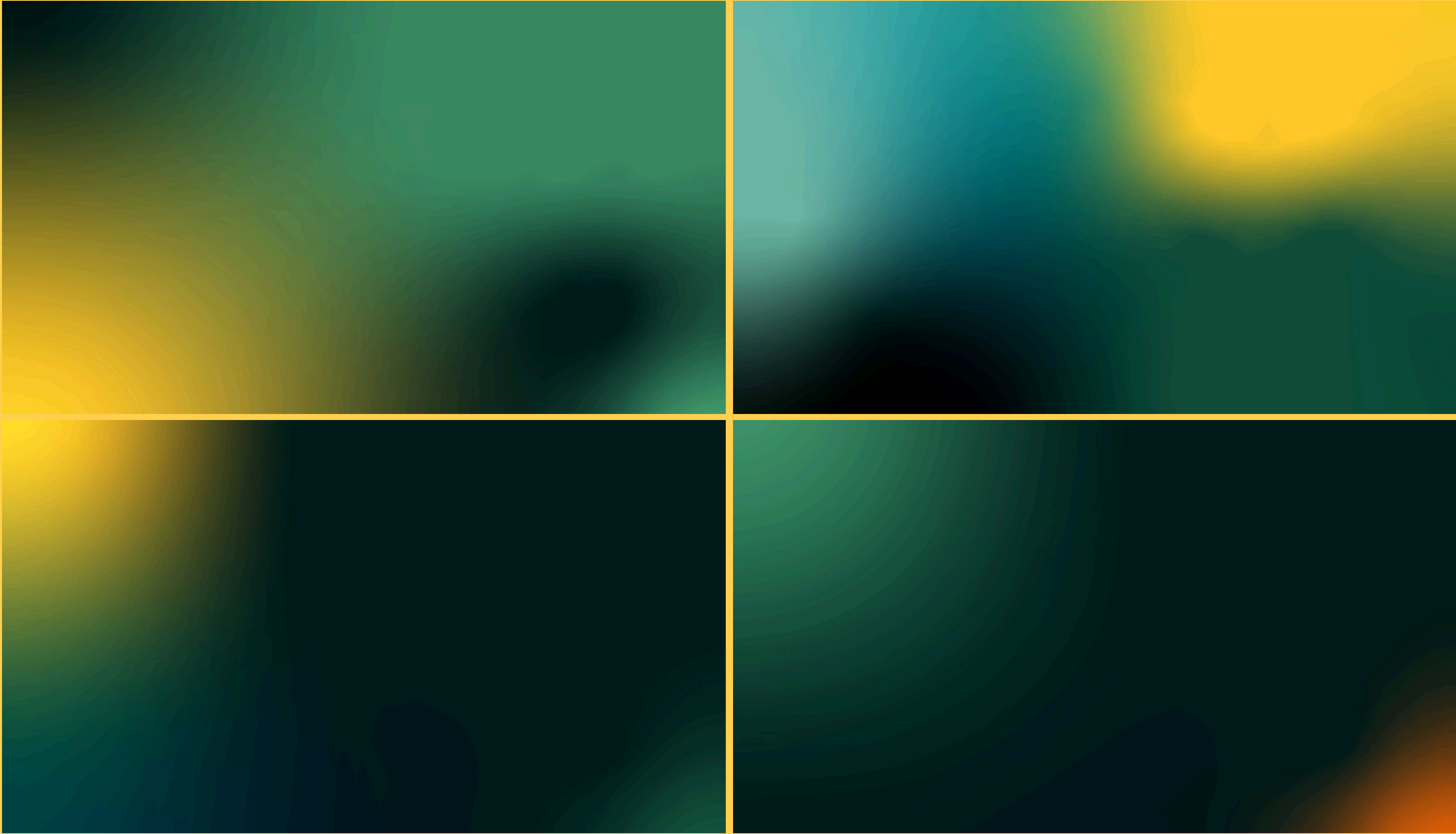
Principal

**MERGE  
SÃO PAULO**  
Where institutions  
meet crypts & web3.

1 Line

Where institutions  
meet crypts & web3.  
**MERGE SÃO PAULO**

# Backgrounds





## Decorative elements





# Examples



## MERGE SÃO PAULO



March 17th, Theatro Municipal de São Paulo.  
March 18-19th, World Trade Center.



## MERGE São Paulo connects institutions with the crypto & Web3 ecosystem.

4,000 attendees.  
Conversations that  
move markets.

Secure your pass today



March 17th, Theatro Municipal de São Paulo.  
March 18-19th, World Trade Center.





+4,000 attendees. 300+ speakers.  
An entire ecosystem in one place.

## MERGE São Paulo is your gateway to institutional crypto in LATAM.

Become a sponsor



March 17th, Theatro Municipal de São Paulo.  
March 18-19th, World Trade Center.



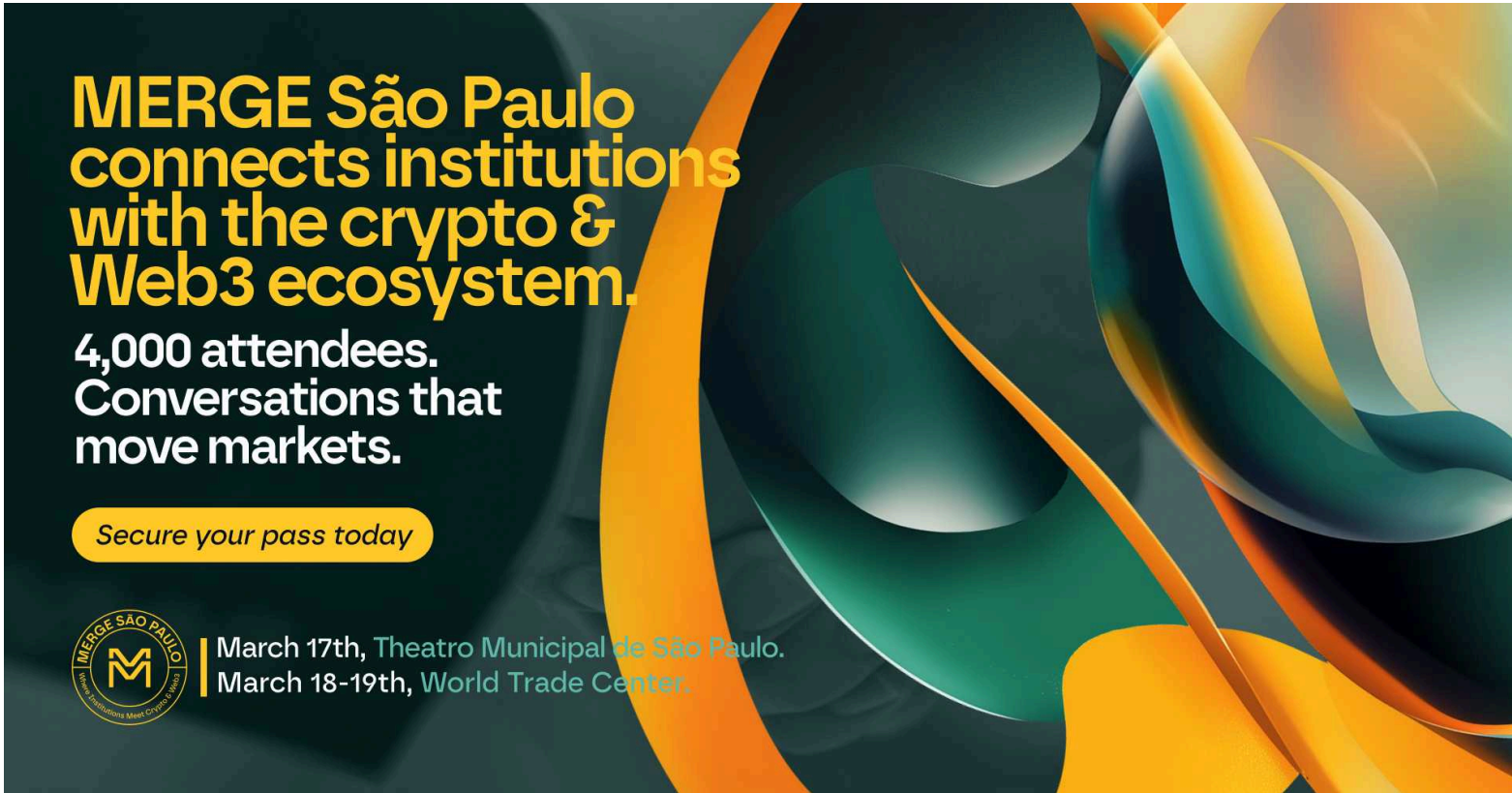
Regulators, institutions, fintechs,  
banks, protocols, custodians, wallets,  
stablecoin issuers, and tokenization  
platforms will be there.

## Ready to MERGE with the leaders of the industry?

Reserve your spot




March 17th, Theatro Municipal de São Paulo.  
March 18-19th, World Trade Center.



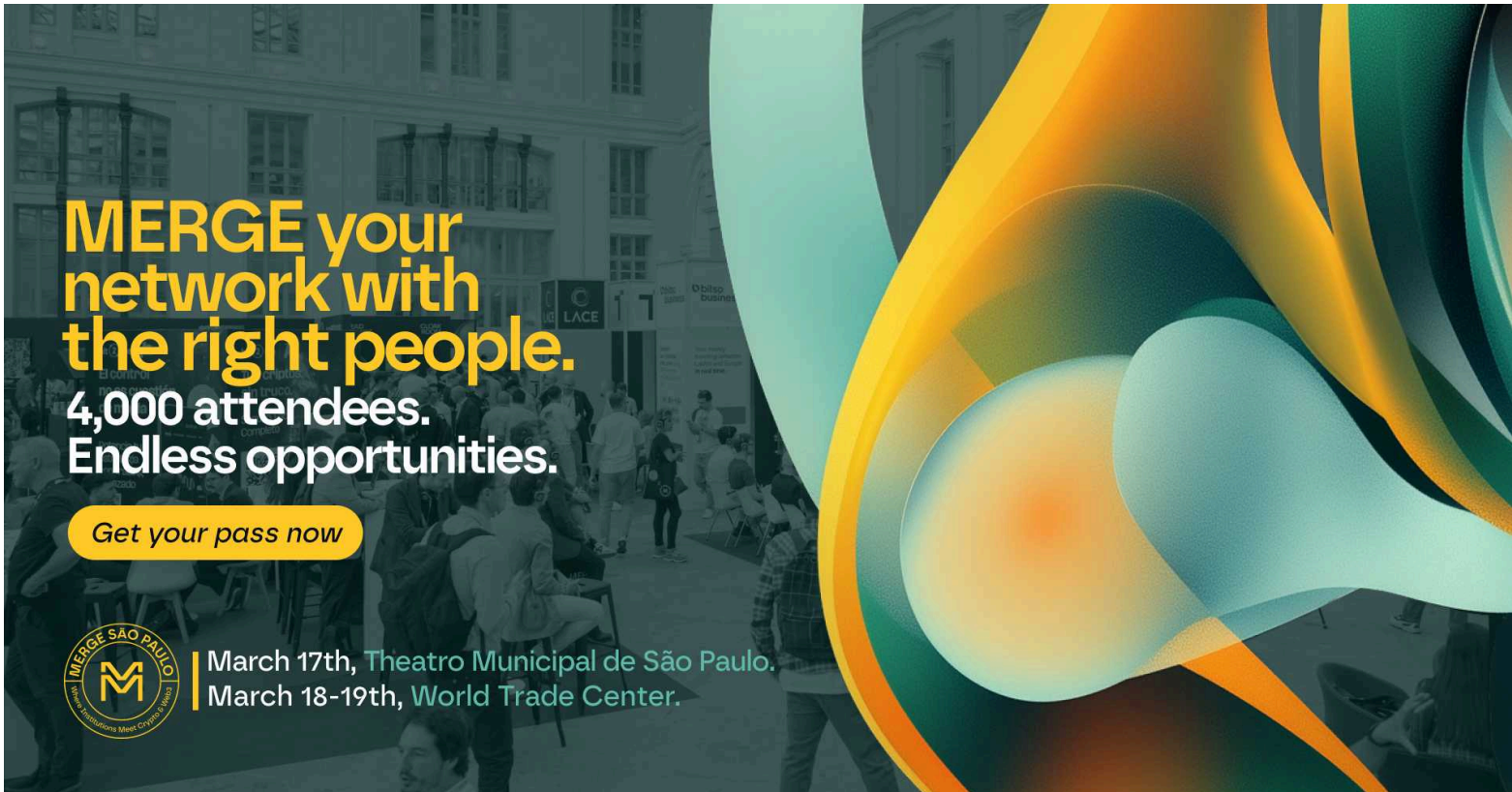
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March 18-19th, World Trade Center.



## MERGE your network with the right people.

4,000 attendees.  
Endless opportunities.

Get your pass now



March 17th, Theatro Municipal de São Paulo.  
March 18-19th, World Trade Center.



# Early bird tickets.

Secure your Early Bird ticket at a  
price that won't come back.  
Now with + 50% OFF.

## MERGE SÃO PAULO

March 17th, Theatro Municipal de São Paulo.  
March 18-19th, World Trade Center.





# Thanks

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