








GURUFIN BRAND & ASSETS

Logos	LOGOS
Brand Hashtags	#GuruFin #TGP #GuruFinL1 #GuruFinChain #GuruFinSDK
USPs	<ul style="list-style-type: none"> ✓ Fortified Security – Hybrid Blockchain ✓ Infinite Scalability – GURUFIN Station, Zones, Hybrid Chains ✓ Streamlined, High Speed – 10,000+ TPS ✓ ITMT (Inter-Transaction Multi-Transfer) Processing System ✓ DARK (Divided Authority and Recovery Key) Security System ✓ Machine Learning
URL	Website: https://gurufin.io/
Mission and Vision	<p>A. MISSION STATEMENT</p> <ul style="list-style-type: none"> ● GuruFin is committed to empower individuals, communities, businesses, and public figures by delivering exceptional blockchain solutions that are characterized by speed, low gas fees, and enhanced security. We aim to redefine the boundaries of technology with our comprehensive approach. <p>B. VISION STATEMENT</p> <ul style="list-style-type: none"> ● Our vision is to lead the blockchain revolution as the benchmark for innovation, collaboration, and trust in the digital world. We envision a future where decentralized technology seamlessly integrates into everyday life to enhance transparency, security, and user experience.
Values	<ol style="list-style-type: none"> 1. Innovation and Technology Focus - Innovation is at the core of our DNA. We thrive to develop cutting-edge solutions that redefine the new industry standards. 2. Decentralization and Collaboration - We believe in the power of collective intelligence. We enable a collaborative mindset by working together with other communities and partners to build an ecosystem where power and decision-making are distributed. 3. Security and Trust - GuruFin strives to ensure the highest level of security in the blockchain industry, building confidence among users. We are dedicated to protecting users' assets and data, cultivating a safe and secure environment for everyone within our ecosystem. 4. Transparency and Accountability - Our blockchain technology is designed to offer transparency with verifiable and traceable transactions. We hold ourselves accountable to our users, partners, and stakeholders. 5. Sustainability and Scalability - We are committed to building blockchain solutions that are scalable, sustainable, and interoperable with low environmental impact to create a platform that can sustain long-term growth and evolution. 6. User-Centric Approach - We focus on user experience filled with versatility and immersion, no apps required.
Resource Links	Read our Docs: White Paper Project Brief

Product Typography	<ul style="list-style-type: none"> ● Keep CAPS in logo & headers (e.g., GURUFIN) ● Typed <ul style="list-style-type: none"> ○ GuruFin ○ GuruFin Wallet ○ Guru Wallet, ○ Guru Scan ○ Mu Wallet ○ The GURUFIN Project 	
Collateral	<ul style="list-style-type: none"> ● FONT - SEN ● FONT - SORA ● Title - Font Size 18 ● Subtitle - Font Size 16 ● Paragraph - Font Size 11 	
Color Palette	<p><u>Primary Colours</u></p> <div style="text-align: center;">  <p>Black</p> <p>HEX: #1C1C1C RGB: 28/28/28</p> </div> <div style="text-align: center;">  <p>Dark Blue</p> <p>HEX: #3C454F RGB: 60/69/79</p> </div> <div style="text-align: center;">  <p>Off White</p> <p>HEX: #F7F7F7 RGB: 247/247/247</p> </div>	<p><u>Accent Colours</u></p> <div style="text-align: center;">  <p>Dark Brown</p> <p>HEX: #63300B RGB: 99/48/11</p> </div> <div style="text-align: center;">  <p>Dark Grey</p> <p>HEX: #777777 RGB: 119/119/119</p> </div> <div style="text-align: center;">  <p>Rose Gold</p> <p>HEX: #B76E79 RGB: 183/110/121</p> </div>

	 Orange HEX: #cf8151 RGB: 207/129/81	
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