Hello, we are SALT—

A global financial company focused on building products that enable individual investors and businesses with cryptoassets to generate and preserve long-term wealth.

We are proud to share our brand book to explain who we are and what we stand for.

These detailed guidelines will help you utilize and extend our new brand identity into all our touchpoints. Because a strong brand relies on the cumulative effect of a consistent look, tone, and feel, we have developed cohesive standards across all channels. We ask for your help to uphold these standards.

Thank you!
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Brand Blueprint
Vision & Mission

Vision
What does the bigger picture look like for us? What are we trying to accomplish long-term?

To create a world where financial inclusion is the norm.

Mission
What are we doing right now to make the brand vision a reality one day? What is our current aim?

To build products that increase access to financial opportunities and give people more control over their ability to generate wealth over the long term.
Brand Persona

Values
Those principles we will never compromise.

Build, measure, learn.

Prioritize relentlessly.

Small squads > Departments

Be as transparent as possible.

Stay curious, question everything.

Strong opinions, weakly held.

Purpose
The style of our communication.

• To inform and therefore empower people to understand their options and make informed decisions
• To provoke thought and challenge conventional thinking
• To bring cryptoassets to traditional finance
• To pioneer ways for people to maximize the potential of their cryptoassets
• To translate industry jargon into easy-to-understand language
Tone of Voice

Personality
Those principles we will never compromise.

- Down-to-Earth
- Straightforward
- Helpful
- Reliable
- Determined

Language
The style of our communication.

- Concise
- Playful
- Conversational
- Clear
Tone of Voice Do's & Don'ts

**Educational but not condescending**

_Do:_ With a crypto-backed loan from SALT you can unlock the value of your cryptoassets without having to sell them.  
_Don’t:_ You’re not being smart with your assets if you don’t have a crypto-backed loan from SALT.

**Candid but not harsh or informal**

_Do:_ It’s never too late to put your assets to work. Consider a crypto-backed loan with SALT.  
_Don’t:_ You could have started getting more out of your cryptoassets a long time ago but you were late to the game.

**Pragmatic but not boring or expedient or hardheaded or uncreative**

_Do:_ We know you have many options for your crypto-backed lender, but we’re confident we can meet your needs. Explore the platform today.  
_Don’t:_ You can probably find better rates elsewhere, but at least we have customer support.

**Intentional but not unyielding or tunnel visioned**

_Do:_ There’s a better way to unlock the value of your cryptoassets. Consider a crypto-backed loan with SALT. Don’t see terms you like? Contact us.  
_Don’t:_ There’s only one right way to unlock the value of your cryptoassets-- a crypto-backed loan with SALT. If you don’t agree, we can’t help you.

**Playful, but not cheesy or tacky**

_Do:_ Everything tastes better with SALT. Use promo code SALT20 for up to a 1% interest rate reduction on a crypto-backed loan.  
_Don’t:_ OMG! Live the SALT Life. New rates FTW (emojis)
Logo

Usage
Our Logo

The SALT logo is a uniquely crafted logomark that should never be manipulated or altered.

The SALT logo should always appear in our core brand color or as a knockout (white) whenever our logo does not have adequate contrast.

The logo is a registered trademark and should always contain the TM above and to the right of the “T” in SALT.
Logo Knockout

In instances where the full color logo proves to be problematic and does not provide adequate contrast, the knockout version of the logo may be used.
Logo Usage

Clear Space and Minimum Size

The SALT logo should always be surrounded by a minimum amount of space. The area of isolation ensures that headlines, text or other visual elements do not crowd the logo.

The clear space is defined by the height and width of ‘T’, which creates an invisible boundary of the area of isolation.

This area of separation is a minimum guideline and should be increased wherever possible.

**Logo Minimum Size:** 20px (Height)
Logo Don'ts

The SALT logo is a uniquely crafted logomark that should never be manipulated or altered.

Please adhere to brand guidelines at all times and do not do any of the following...

Logo should never be manipulated, stretched or distorted.

Logo should never be recolored or appear in colors outside of the specified usage.

When appearing in body copy, SALT should appear in all caps and in the same typeface as the other text.

Visual effects such as abrupt drop shadows, outer glows and outlines should never be used in our logo.

Logo should never appear at an angle or upside down.

Logo should always be clear and legible and should never be placed against clashing backgrounds.
Brand Colors
Brand Colors

SALT’s brand colors are the personification of our brand tone of voice.

When creating graphic assets, it is extremely important to hero our core brand colors as much as possible and utilize supporting hues sparingly to enhance brand identity.
Print Only Colors

These colors should only be used when designing something for print (CMYK). Anything digital should use RGB formatting.

- **Night Sky**
  - Core Brand Color
  - CMYK: C 83 M 79 Y 48 K 53
  - RGB: #29283d

- **Midnight Express**
  - Supporting Hue
  - CMYK: C 99 M 94 Y 36 K 56
  - RGB: #0e123d

- **Sapphire**
  - Supporting Hue
  - CMYK: C 100 M 90 Y 31 K 21
  - RGB: #203265

- **Dark Turquoise**
  - Supporting Hue
  - CMYK: C 79 M 12 Y 45 K 0
  - RGB: #01a69d

- **Cyber Grape**
  - Core Brand Color
  - CMYK: C 99 M 94 Y 36 K 56
  - RGB: #3b44ac

- **Periwinkle**
  - Supporting Hue
  - CMYK: C 58 M 39 Y 0 K 0
  - RGB: #708ec9

- **Aqua**
  - Supporting Hue
  - CMYK: C 44 M 0 Y 24 K 0
  - RGB: #8dd2ca

- **Electric Mint**
  - Core Brand Color
  - CMYK: C 79 M 12 Y 45 K 0
  - RGB: #00cfb5

- **Deep Coral**
  - Supporting Hue
  - CMYK: C 6 M 69 Y 65 K 0
  - RGB: #e6705b

- **Creamsicle**
  - Supporting Hue
  - CMYK: C 9 M 30 Y 47 K 0
  - RGB: #e5b68c

- **Foggy Gray**
  - Supporting Hue
  - CMYK: C 9 M 6 Y 3 K 0
  - RGB: #e3e6ed

- **Light Gray**
  - Supporting Hue
  - CMYK: C 5 M 4 Y 2 K 0
  - RGB: #eef3f3
These are a few recommended color combinations that provide appropriate contrast and showcase our color palette's flexibility.
Core Brand Font

In order to keep our typography consistent across various digital and print executions, please apply the following typography principles:

1. Europa Bold should be used as our main font and preferred font weight.
2. Utilize Europa Light whenever a secondary font weight or typographic hierarchy is needed.
3. Implement the use of contrasting colors to build typographic hierarchy, add a layer of boldness and enhance our brand identity.
4. Use grids and systematic typography ratios whenever possible for a more holistic approach.
5. Rules are meant to be broken; we can be expressionistic and continue to have fun with our typography as long as we remain consistent.

Europa

Keep your crypto. Get cash.

The original crypto-backed loan.

Do you hold several cryptocurrencies? Use a combination of them to get a loan and get funds in USD or Stablecoin.
Email Only Font

Due to HTML email typography limitations and the lack of cross-platform support from various email clients, our core brand font cannot be utilized as in-line text across email executions.

For these specific scenarios, please use Montserrat as an alternative.

This font should only be used as in-line text in HTML email newsletters.

Montserrat

Keep your crypto. Get cash.

The original crypto-backed loan.

Do you hold several cryptocurrencies? Use a combination of them to get a loan and get funds in USD or Stablecoin.
Graphic Element
Graphic Element

The unique nature of the angle in the SALT "A", makes it a perfect ownable graphic element.

This graphic element can help introduce depth and color into our compositions.
Graphic Element

We can utilize this graphic element to create arresting compositions and help introduce supporting hues.

The graphics to the right showcase how our SALT angle and be turned and scaled up to break-up the layout.
Photography
Brand Photography

Our portrait photography should showcase bold colored backdrops, realistic shadows, high contrast photography.

Portraits should be shot in front of colorful seamless paper backdrops with high contrast lighting and real cast shadows in order to create a sense of place and avoid our portraits feeling overtly manipulated.
Illustrations
Brand Illustrations

Brand illustrations are a simple and fun way to showcase otherwise dry and overtly complex information.

Our brand illustrations utilize bold contrasting colors and feature stylized characters with rounded and elongated features. They are made up of simple shapes with line accents.
Brand Iconography

Our iconography style utilizes line forms mixed with solid color blocks to showcase complex information.
Sample Executions
Website

Crypto Backed Lending

How much do you want to borrow? CALCULATE

- Insurance: Loan collateral 100% insured
- Loan Health: Monitor your loan-to-value
- Collateral: Liquid assets

SALT
Mobile App

Sample Executions

Before you can be approved, make sure all necessary profile information is complete and sufficient collateral has been deposited on the online portal.
BRAND BOOK

Paid Banner Ads

Why Sell Your Ethereum?  
Borrow Money With Your Crypto

Crypto Backed Loans

Have You Seen The New SALT?

Loan collateral 100% insured

Terms & Conditions apply. Subject to credit, KYC & AML screening.

Terms & Conditions apply. Subject to credit, KYC & AML screening.

Terms & Conditions apply. Subject to credit, KYC & AML screening.

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Paid Banner Ads

SALT
Now's the time to refinance your loan
GET MY RATE

SALT
Rates as low as 1%
JUST ADD SALT
APPLY NOW

SALT
New Lower Rates
GET MINE

SALT
Now's the time to refinance your loan
GET MY RATE

SALT
MAKE IT HAPPEN.
WITH A CRYPTO-BACKED LOAN
GET MY RATE

SALT
MAKE YOUR GOALS HAPPEN.
WITH A CRYPTO-BACKED LOAN
GET MY RATE
Charts

If you could tokenize any real-world asset to borrow against, what would it be?

- Gold & Silver: 20%
- Tesla: 6.6%
- Artwork: 13.3%
- Social Security: 6.6%
- Yves: 6.6%
- Wine: 6.6%
- Collection: 6.6%

What was the first cryptocurrency you bought?

- BTC: 66.3%
- ETH: 16.3%
- LTC: 9%
- Other: 6.8%

Twitter Poll Results
Brand Awareness Campaign

Until your accountant accepts Bitcoin
SALT - Keep your crypto, get cash.

Until every pizza is a "Bitcoin Pizza"
SALT - Keep your crypto, get cash.

Until your puppy school accepts Bitcoin
SALT - Keep your crypto, get cash.

Until your housekeeper accepts Bitcoin
SALT - Keep your crypto, get cash.
Brand Awareness Campaign

Sample Executions

Until your stylist accepts Bitcoin

Until your kid's daycare accepts Bitcoin
Instagram Feed