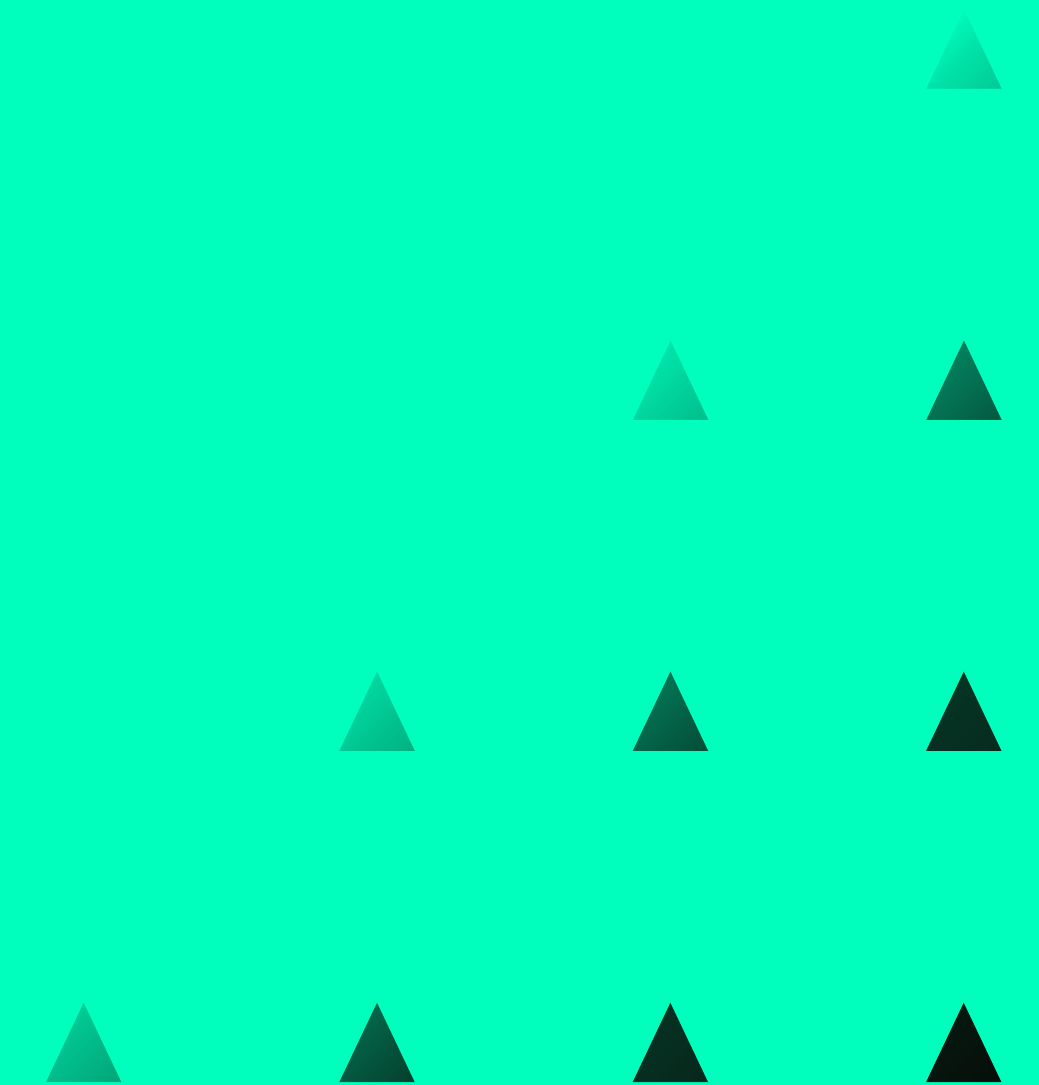


S Δ L T

# Brand Guidelines.





Logo.





# 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 ® above and to the right of the “T” in SALT.

S Δ L T<sup>®</sup>

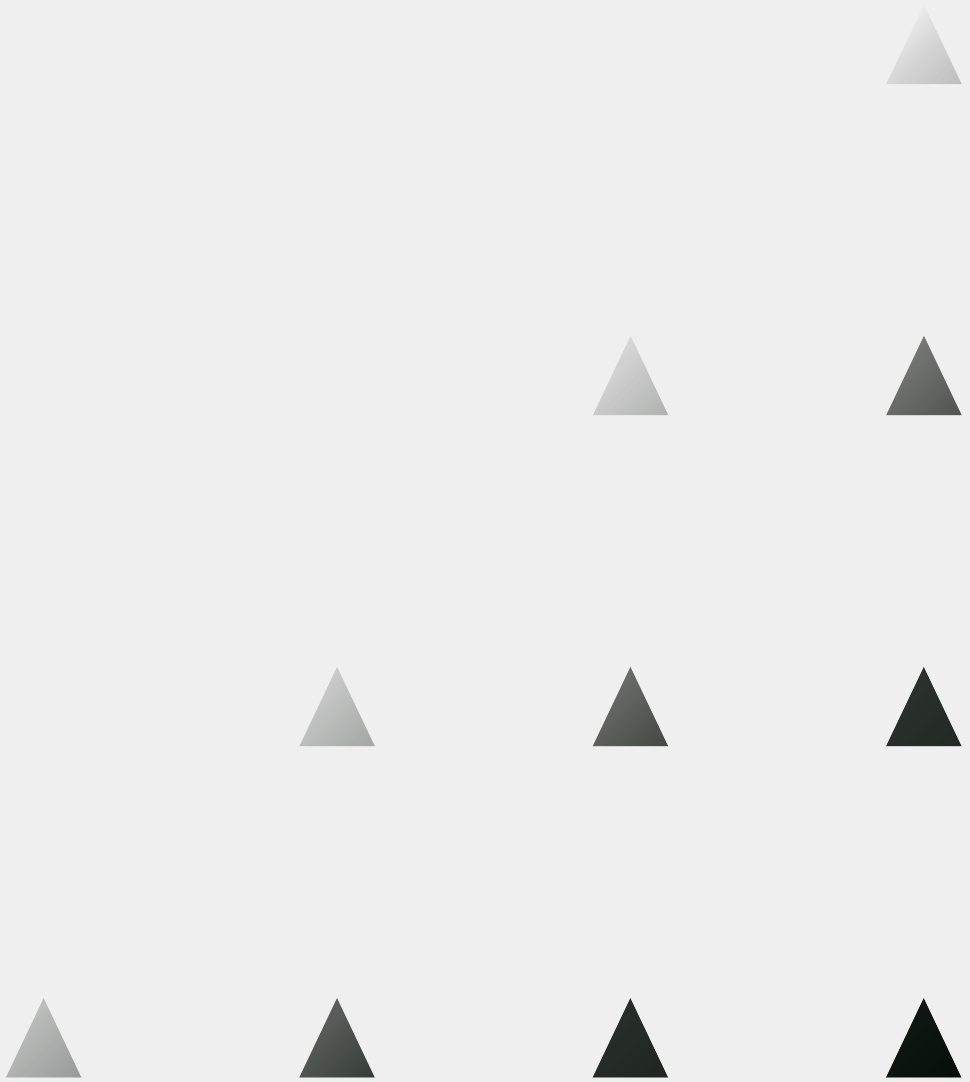
Wordmark + Symbol



Symbol

## Logo elements.

The logo contains both a symbol and a wordmark. They can be used independently or together depending the case.

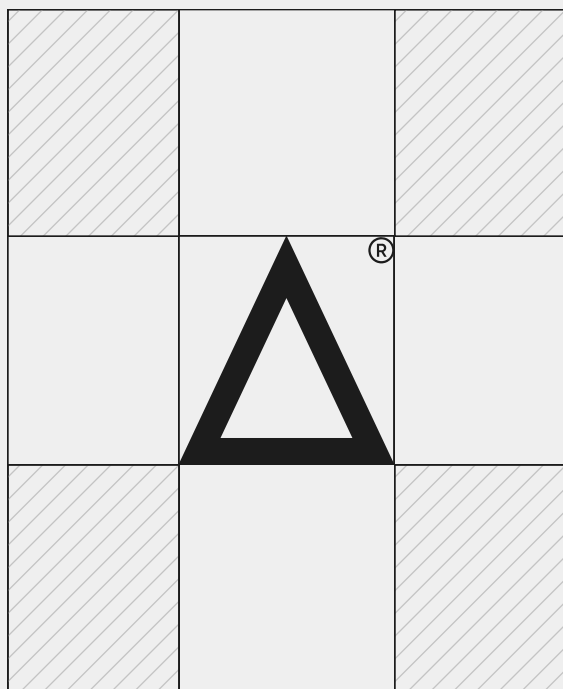






# Clear space and minimum size.

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)







**Brand  
colors.**

**02**



# Primary color scheme.

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.

## SALT Dark Night

#1C1C1C  
R: 28 G: 28 B: 28

## SALT Light Grey

#EFEFEF  
R: 239 G: 239 B: 239

## Electric Mint

#00ffbd  
R: 0 G: 255 B: 189

**Electric Mint rules.** This color can be used when needed as an accent to generate contrast.

E.g. Links, buttons, background elements and call to actions.



# Secondary color scheme.

Complementary color scheme that build contrast between the brand elements across the compositions. These, like the “Electric Mint” serves as an accent to generate contrast and highlight certain elements in the composition. E.g. Links, buttons, background elements and call to actions.

<div>Electric lime</div> <div>#FFFF3F</div> <div>R: 255 G: 255 B: 63</div>	<div>Sapphire</div> <div>#0a2e67</div> <div>R: 10 G: 46 B: 103</div>	<div>Midnight Express</div> <div>#04053e</div> <div>R: 4 G: 5 B: 62</div>	<div>Cyber Grape</div> <div>#5a33e3</div> <div>R: 90 G: 51 B: 227</div>
<div>Periwinkle</div> <div>#6991e6</div> <div>R: 105 G: 145 B: 230</div>	<div>Aqua</div> <div>#7bead7</div> <div>R: 123 G: 234 B: 215</div>	<div>Deep Coral</div> <div>#e5705a</div> <div>R: 229 G: 112 B: 90</div>	<div>Creamsicle</div> <div>#e5b68c</div> <div>R: 229 G: 182 B: 140</div>





# Color usage.

These principles serve as a blueprint to the color usage throughout the entire design system.

## UI Color system

### Primary

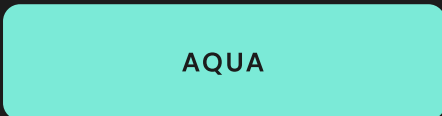


**Brand color**, essential in all compositions.

### Semantic



Success, error, warning, information.



### Accent



Use to emphasize actions and highlighted information



### Background



Use fill the backgrounds.



# Typography.

Typography plays an important role in ensuring and lasting impression of our brand. The main brand typography is sans serif Europa and DM Sans as secondary font, these typefaces creates a distinctive visual impression in our messaging to complement the other design elements.

The following must be used in all printed and digital communications.





# Core Brand Font.

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

Type Sample	Fonts	Weights	Typesetting	Example
<div>Europa</div> <div>DM Sans</div> <div>Ag</div>		<div>Regular</div> <div>Europa</div> <div>ABCDEFGHIJKLMNOPQRSTUVWXYZ</div> <div>abcdefghijklmnopqrstuvwxyz</div> <div>0123456789</div> <div>!@#%&amp;*()</div>	<div>Title</div>	<div>Article Title</div>
		<div>Bold</div> <div>Europa</div> <div>ABCDEFGHIJKLMNOPQRSTUVWXYZ</div> <div>abcdefghijklmnopqrstuvwxyz</div> <div>0123456789</div> <div>!@#%&amp;*()</div>	<div>Lead</div>	<div>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua ut enim ad.</div>
		<div>Regular</div> <div>DM Sans</div> <div>ABCDEFGHIJKLMNOPQRSTUVWXYZ</div> <div>abcdefghijklmnopqrstuvwxyz</div> <div>0123456789</div> <div>!@#%&amp;*()</div>	<div>Paragraph</div>	<div>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris</div>
		<div>Bold</div> <div>DM Sans</div> <div>ABCDEFGHIJKLMNOPQRSTUVWXYZ</div> <div>abcdefghijklmnopqrstuvwxyz</div> <div>0123456789</div> <div>!@#%&amp;*()</div>	<div>Link</div>	<div>Option 1 →      Option 2 →</div>





# Core Brand Font.

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

It is important to maintain the balance between these type pairings. Any of the head sizes or body size could be used keeping the harmony allowing for clarity, consistency and a strong hierarchy for all communications.

Europa  
DM Sans

Ag

Bold

Regular

Bold

H1 Head

H2 Headline

H3 Headline

H4 Headline

H5 Headline

Examples about how to use  
DM sans in content text

Body Big

Body 1

Subtitle 2

**BUTTON**

Body 2

Caption

**OVERLINE**



# Secondary Font.

In order to keep our typography consistent across various digital platforms please use this similar font Outfit. This font would replace the main typography and belongs to google font ensuring its compatibility with the web environment.

Type Sample	Fonts	Weights	Typesetting	Example
<div>Outfit</div> <div>Ag</div>		Light <div>Outfit</div> <div>ABCDEFGHIJKLMNOPQRSTUVWXYZ</div> <div>abcdefghijklmnopqrstuvwxyz</div> <div>0123456789</div> <div>!@#%*&amp;*()</div>	Title	Article Title
		Regular <div>Outfit</div> <div>ABCDEFGHIJKLMNOPQRSTUVWXYZ</div> <div>abcdefghijklmnopqrstuvwxyz</div> <div>0123456789</div> <div>!@#%*&amp;*()</div>	Lead	Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua ut enim ad.
		Medium <div>Outfit</div> <div>ABCDEFGHIJKLMNOPQRSTUVWXYZ</div> <div>abcdefghijklmnopqrstuvwxyz</div> <div>0123456789</div> <div>!@#%*&amp;*()</div>	Paragraph	Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris
		Bold <div>Outfit</div> <div>ABCDEFGHIJKLMNOPQRSTUVWXYZ</div> <div>abcdefghijklmnopqrstuvwxyz</div> <div>0123456789</div> <div>!@#%*&amp;*()</div>	Link	→ Option 1    → Option 2





# Secondary Font

In order to keep our typography consistent across various digital platforms please use this similar font.

It is important to maintain the balance between these type pairings. Any of the head sizes or body size could be used keeping the harmony allowing for clarity, consistency and a strong hierarchy for all communications.

## Outfit

Ag

Bold

Regular

Bold

H1 Head

H2 Headline

H3 Headline

H4 Headline

H5 Headline

Examples about how to use  
Outfit in content text

Body Big

Body 1

Subtitle 2

**BUTTON**

Body 2

Caption

**OVERLINE**





Graphic  
language.





# Moodboard.

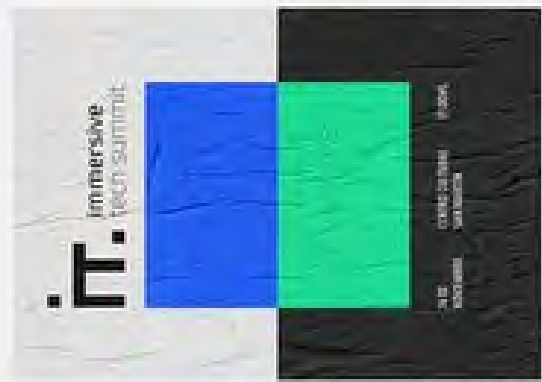
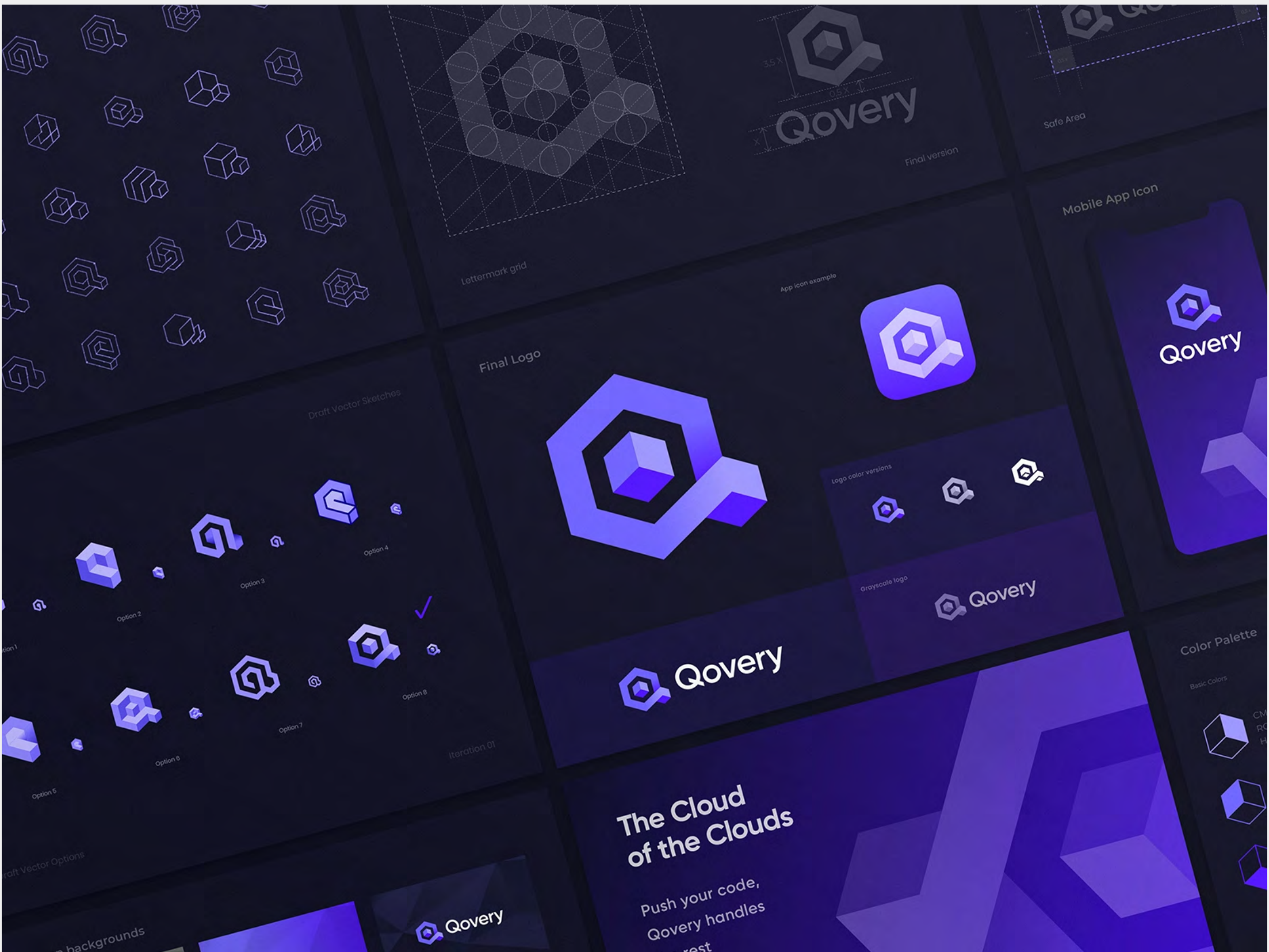






# Moodboard.

The following serves as inspirational references for potential graphic directions. This allows us to ensure we are aligned on aesthetic preferences at the start of the project.



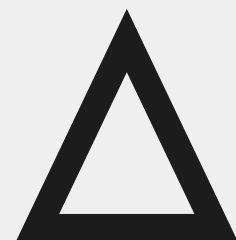




# Rationale.

---

We took the angular shapes of the brand Symbol and use them as placeholders for the content and the starting point for the graphic elements.

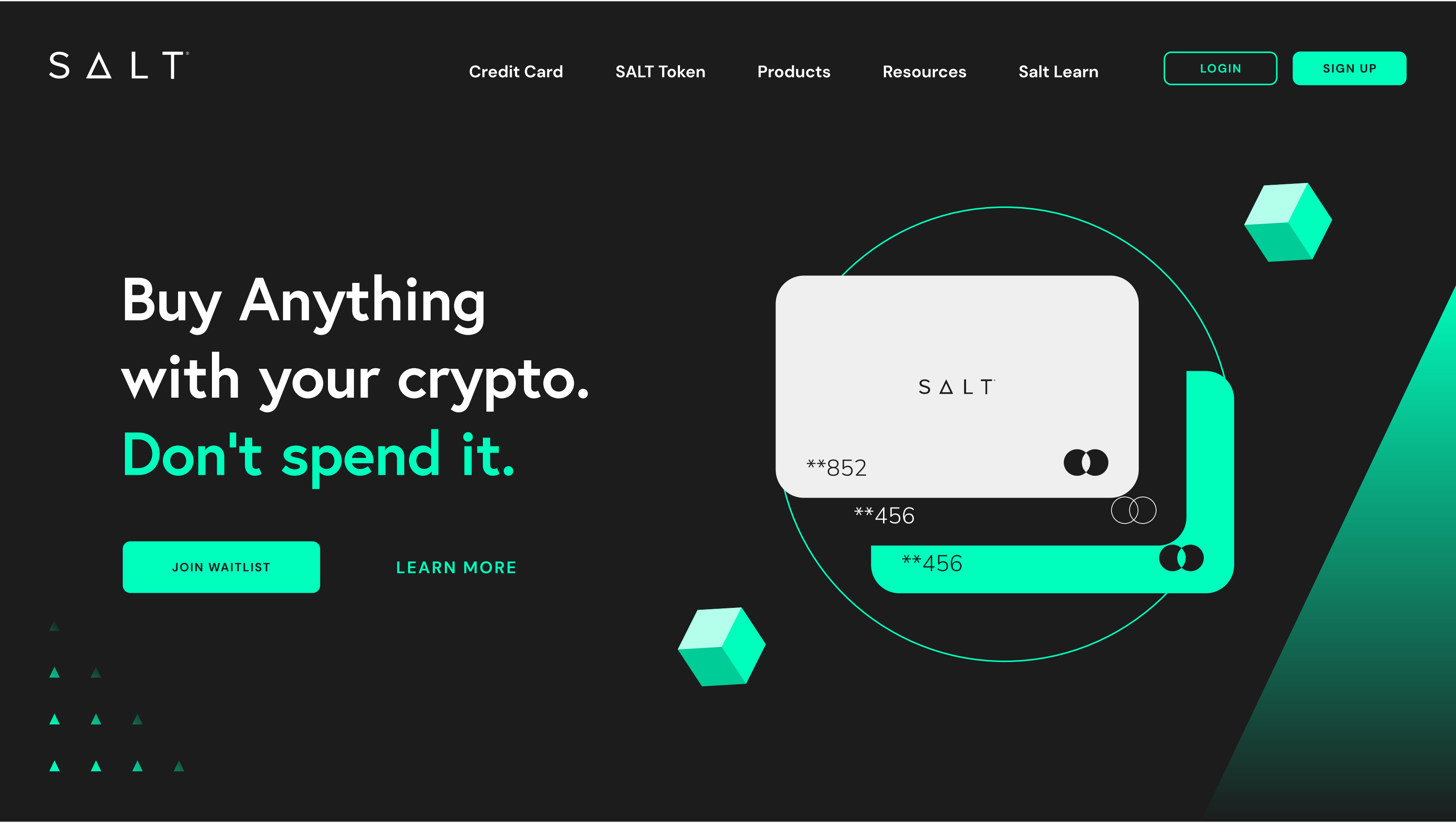


SALT symbol



# Hero dark theme 1.

As we can see in the following exercise, the two main colors used with the accent color give an example of how the brand should look like, deep dark mood with some pops of color for the dark theme.

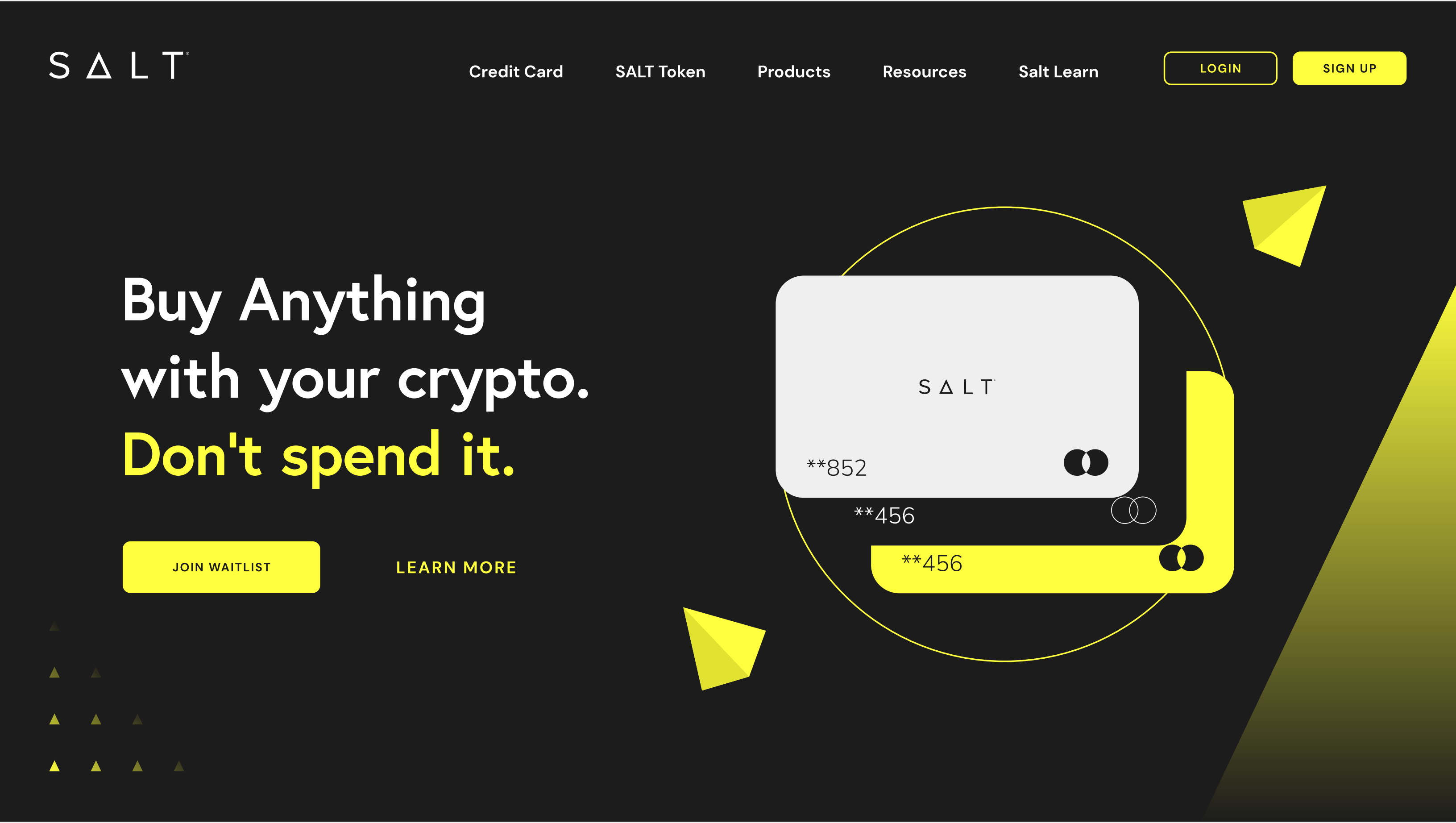






# Hero dark theme 2.

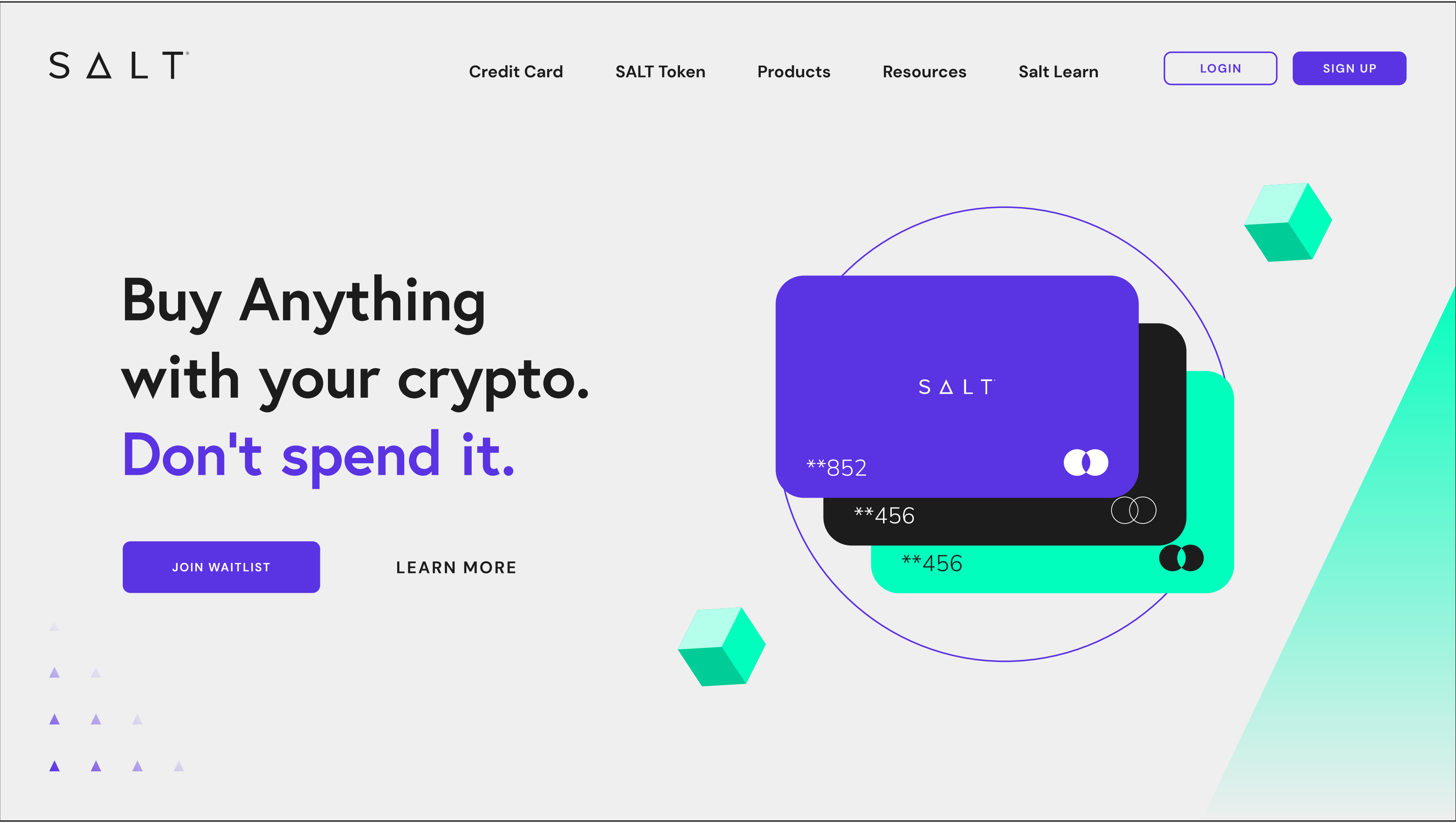
As we can see in the following exercise, the two main colors used with the accent color give an example of how the brand should look like, deep dark mood with some pops of color for the dark theme.





# Hero light theme.

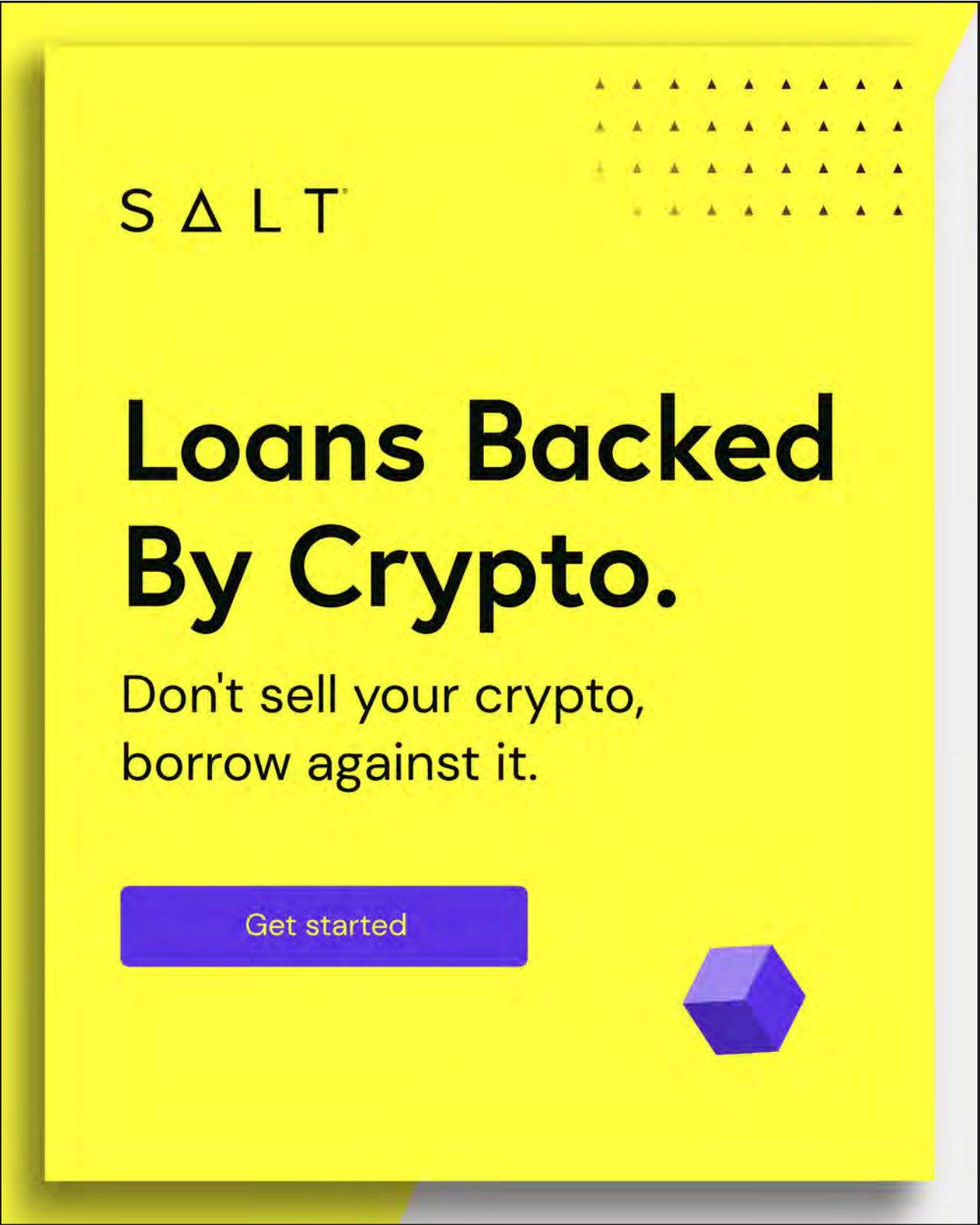
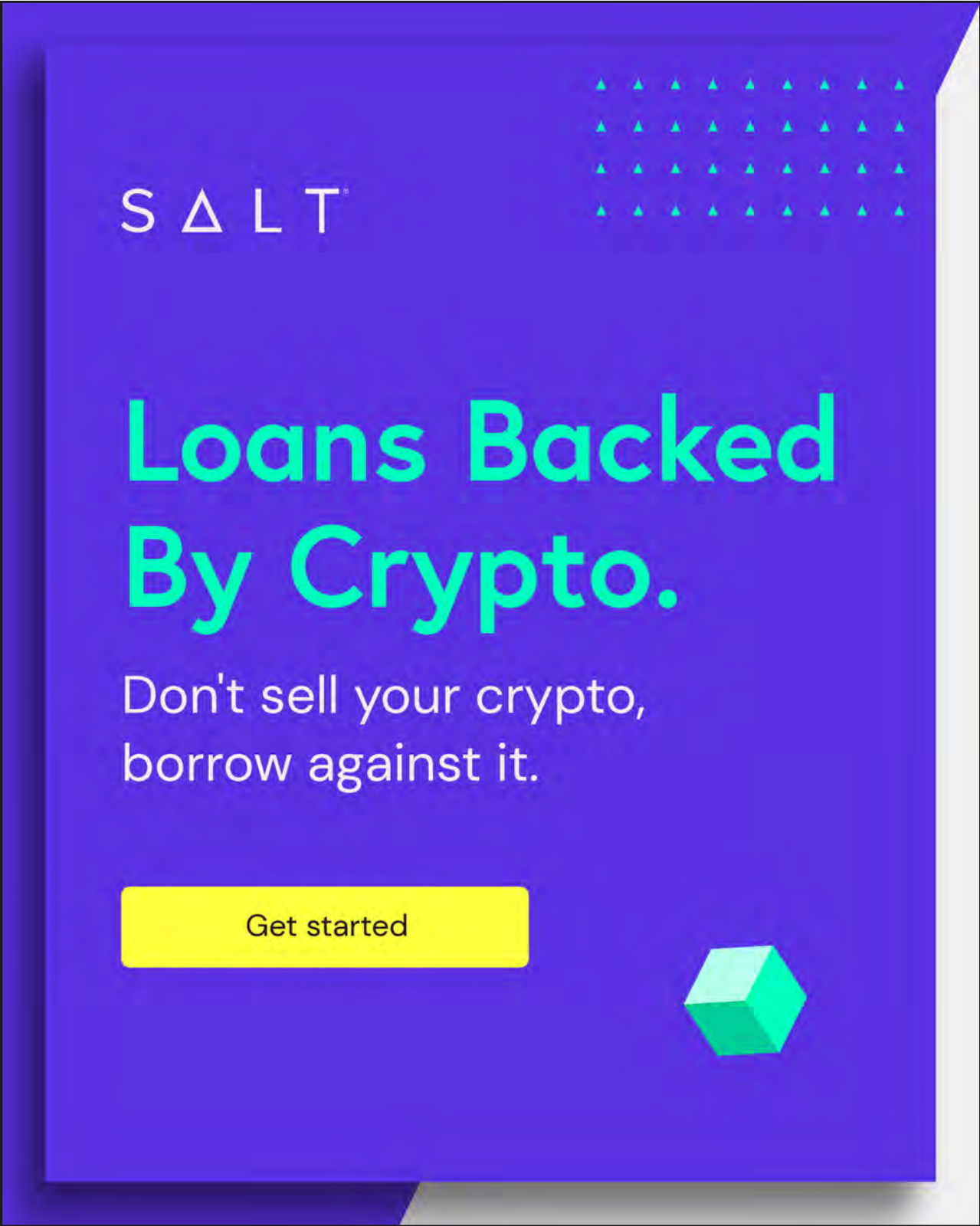
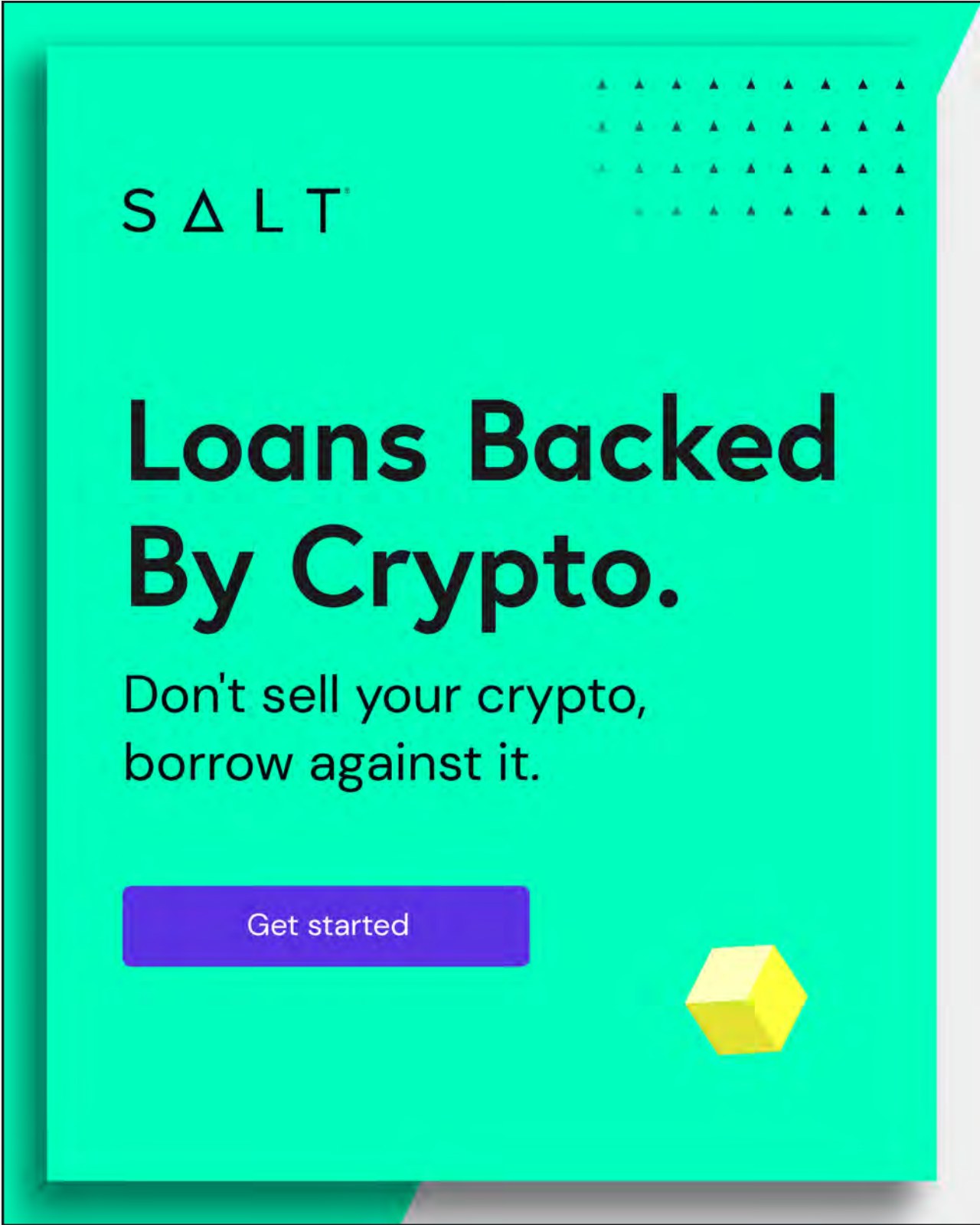
As we can see in the following exercise, the two main colors used with the accent color give an example of how the brand should look like, mood with some pops of color for the light theme.







Text hero.





# Iconography





# Icon set.



You want to avoid  
selling your crypto.



You're profit-oriented  
and all about efficiency



You're growth-oriented



You've got crypto



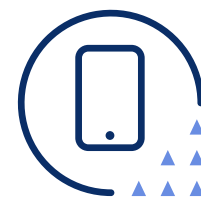
Cryptoasset  
Portfolio



Pay Loan interest



Wealth



Keep Tabs on  
the go



No credit  
checks



Fireblocks  
Partnetship



You're always on  
the clock



You may or may not  
have a bank account



You want choice  
and flexibility



You care about  
security



Customer  
Service



No hidden  
fees



Holdings



Security



Pay fees



Insurance



Competitive  
health benefits



Generous PTO



Montly remote work  
Stipend



401 (k) Matching



Increase your  
rewards rate



Payout in flat  
or stablecoin



Stress



Loan Health



Stabilization



Custody  
Agnostic



Employee  
recognition Program



Equity  
incentive plan



Virtual Team events



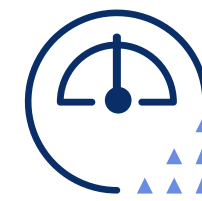
Remote work  
set-up stipend



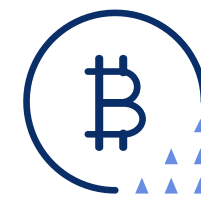
Loan collateral



Competitive  
rates



Your loan,  
your way



Easy payments  
in bitcoin



No bank account  
required



Realiable access  
to assets



# Icon set.



You want to avoid  
selling your crypto.



You're profit-oriented  
and all about efficiency



You're growth-oriented



You've got crypto



Cryptoasset  
Portfolio



Pay Loan interest



Wealth



Keep Tabs on  
the go



No credit  
checks



Fireblocks  
Partnetship



You're always on  
the clock



You may or may not  
have a bank account



You want choice  
and flexibility



You care about  
security



Customer  
Service



No hidden  
fees



Holdings



Security



Pay fees



Insurance



Competitive  
health benefits



Generous PTO



Montly remote work  
Stipend



401 (k) Matching



Increase your  
rewards rate



Payout in fiat  
or stablecoin



Stress



Loan Health



Stabilization



Custody  
Agnostic



Employee  
recognition Program



Equity  
incentive plan



Virtual Team events



Remote work  
set-up stipend



Loan collateral



Competitive  
rates



Your loan,  
your way



Easy payments  
in bitcoin



No bank account  
required

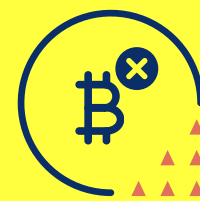


Realiable access  
to assets





# Icon set.



You want to avoid  
selling your crypto.



You're profit-oriented  
and all about efficiency



You're growth-oriented



You've got crypto



Cryptoasset  
Portfolio



Pay Loan interest



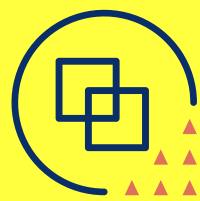
Wealth



Keep Tabs on  
the go



No credit  
checks



Fireblocks  
Partnetship



You're always on  
the clock



You may or may not  
have a bank account



You want choice  
and flexibility



You care about  
security



Customer  
Service



No hidden  
fees



Holdings



Security



Pay fees



Insurance



Competitive  
health benefits



Generous PTO



Montly remote work  
Stipend



401 (k) Matching



Increase your  
rewards rate



Payout in flat  
or stablecoin



Stress



Loan Health



Stabilization



Custody  
Agnostic



Employee  
recognition Program



Equity  
incentive plan



Virtual Team events



Remote work  
set-up stipend



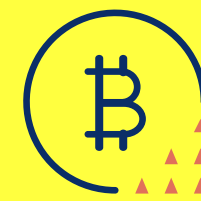
Loan collateral



Competitive  
rates



Your loan,  
your way



Easy payments  
in bitcoin



No bank account  
required



Realiable access  
to assets



# Photography

Warm images, with natural light and not overproduced.  
In the case of having people, they must be found  
in daily situations and also using devices.

All images must include the SALT delta pattern. The brand  
should avoid any kind of cliché images.







Visual identity guidelines







# Montage

All images must show clearly the product in natural situations.  
Focusing brand target.



Visual identity guidelines







# Creative Compositions

Images with people in everyday situations.

Important that they are not looking at the camera.

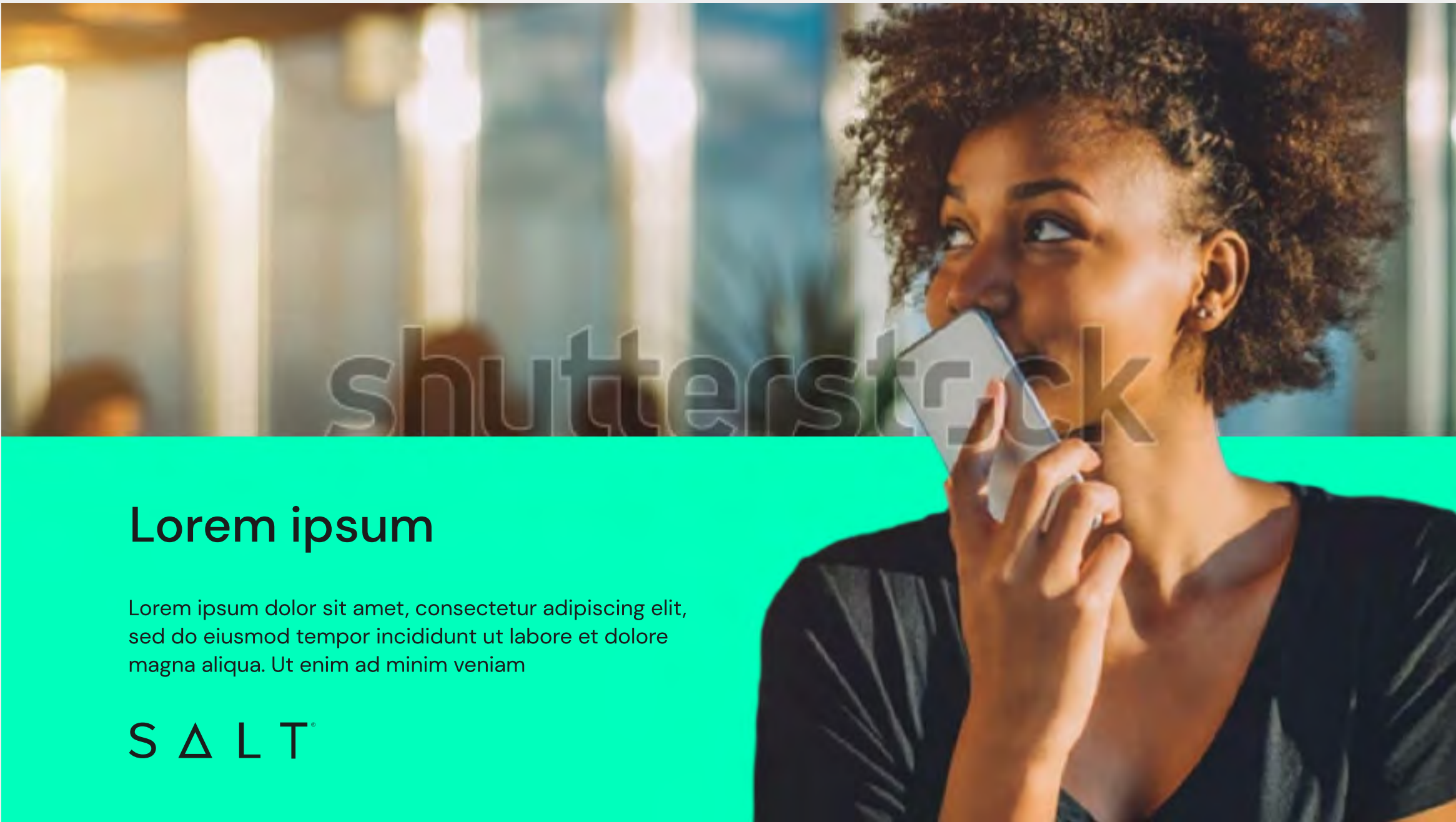
Brand elements such as the angles of the delta (triangle of the symbol) as containers.

Understated color treatment.





# Creative Compositions.







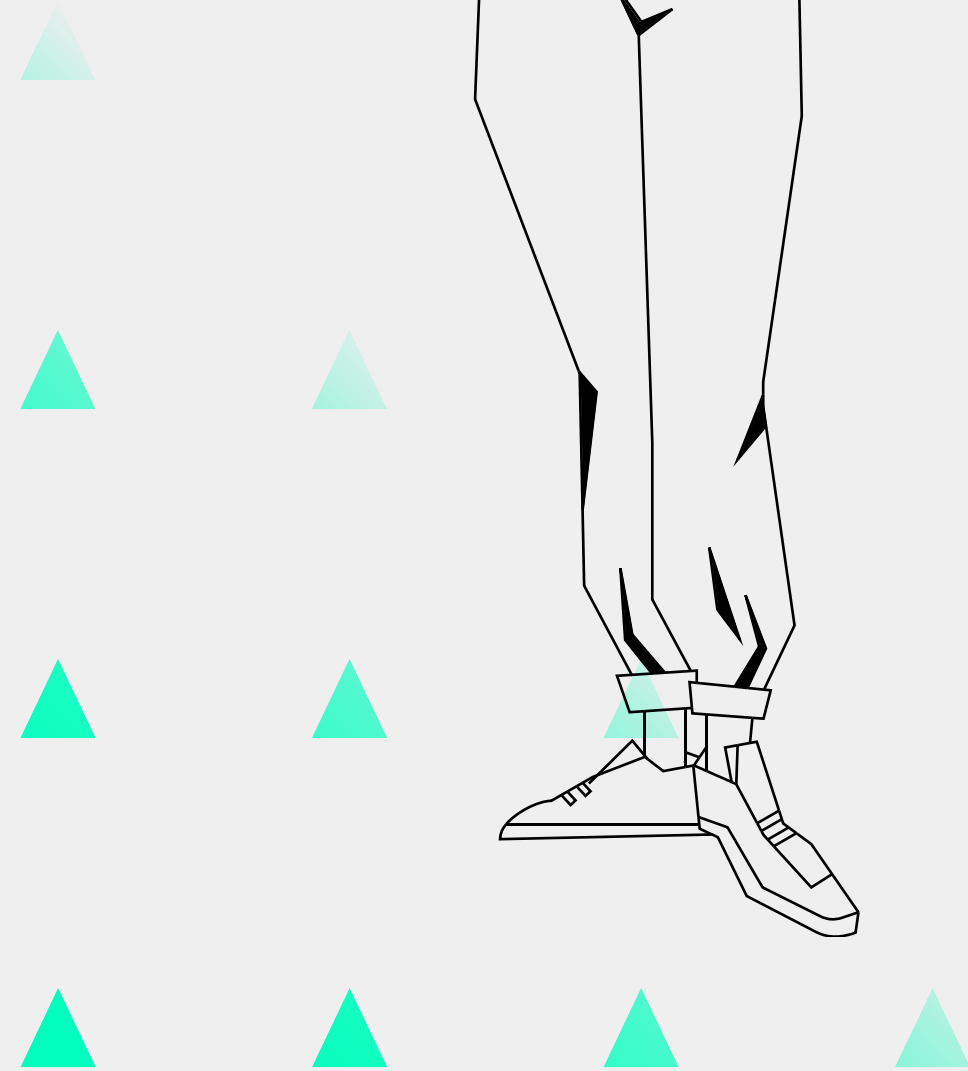
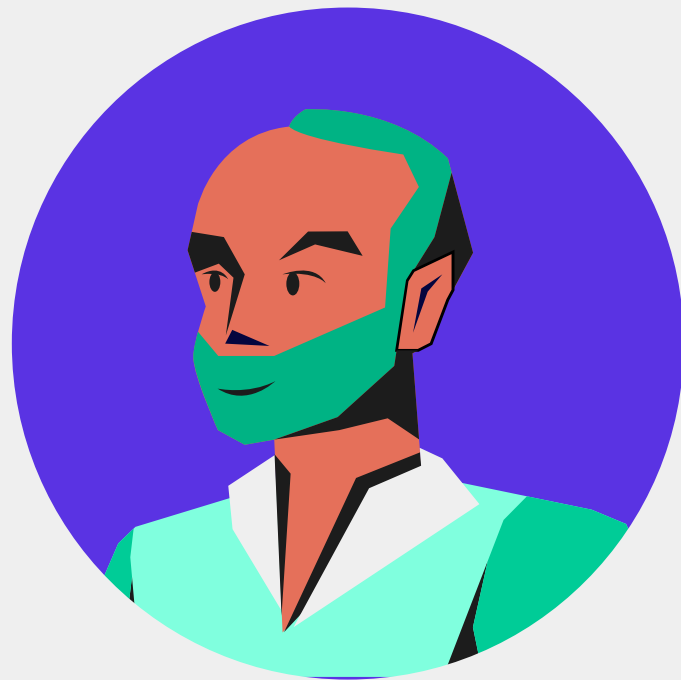
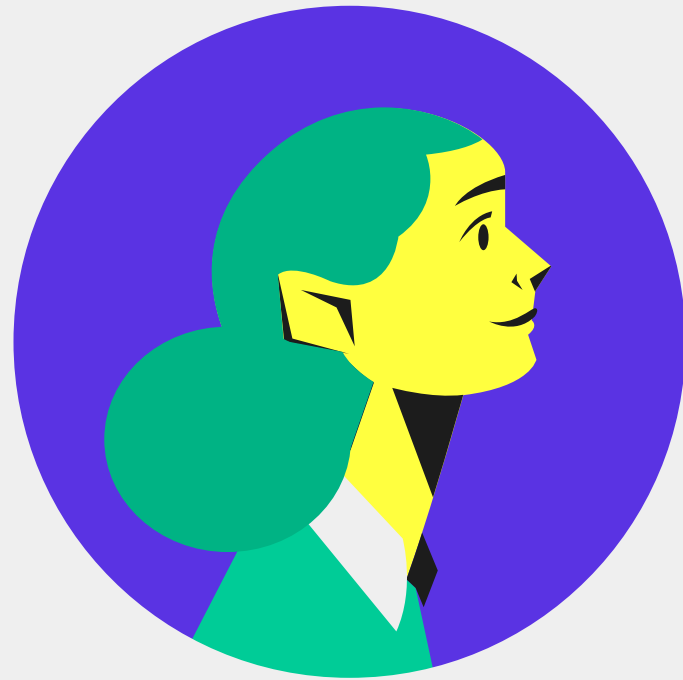
# Illustration

The style for character design and illustration is created from mainly angular shapes, with the use of high contrasts between saturated colors of the brand and quite marked shadows.

For the characters color skin lets not use blue or green, we can do real skin colors or yellow like the one showing in the example.



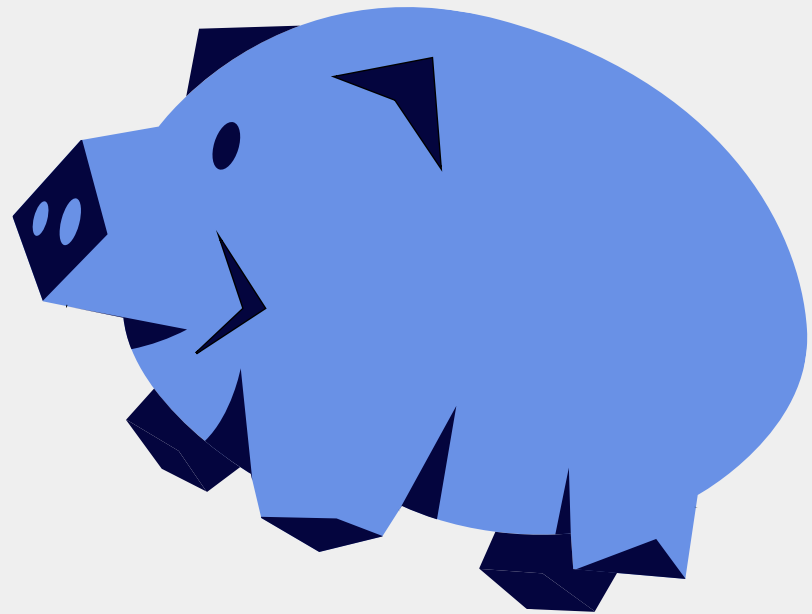
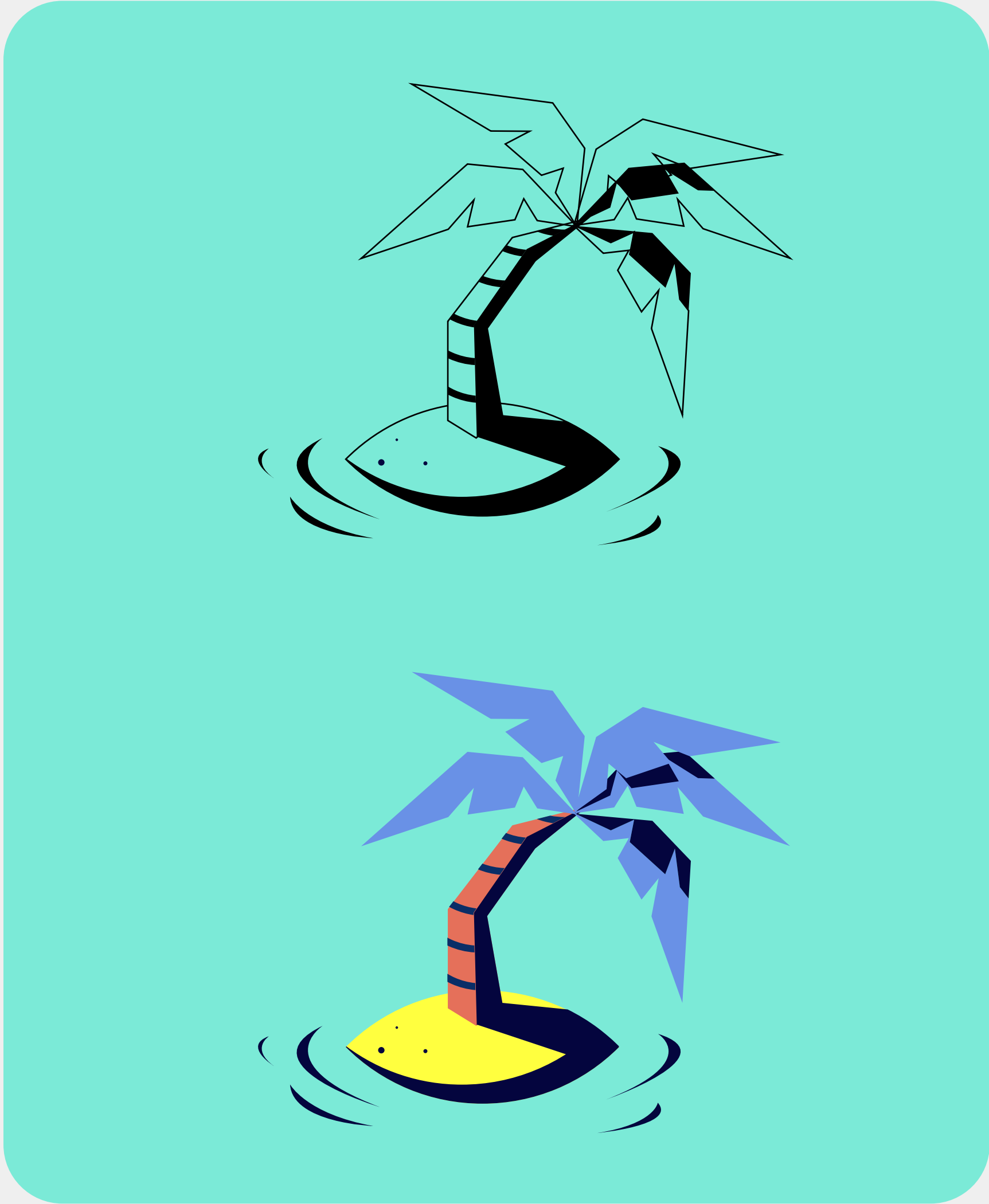
Character Design







Prop and elements





StackWise  
logo.







# StackWise logo.

The Delta symbol of the umbrella brand represent the SALT rewards program. In that direction it has the same structure for the construction of this sub-brand, with this structure it can maintain a coherent language throughout the system.

STACKWISE® → Horizontal structure

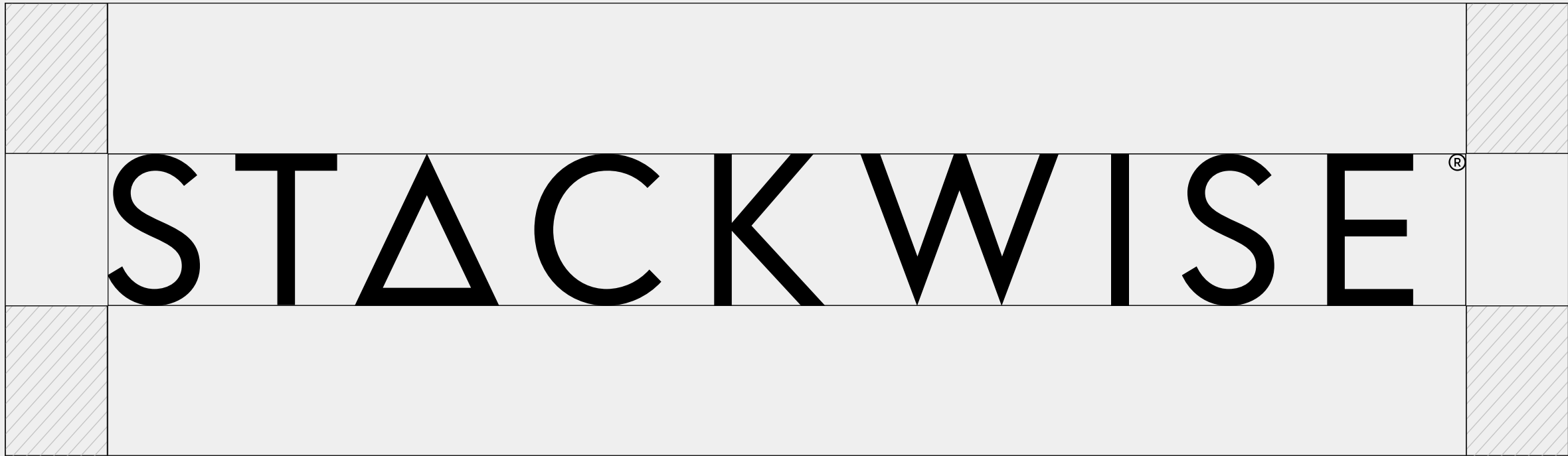


Delta symbol



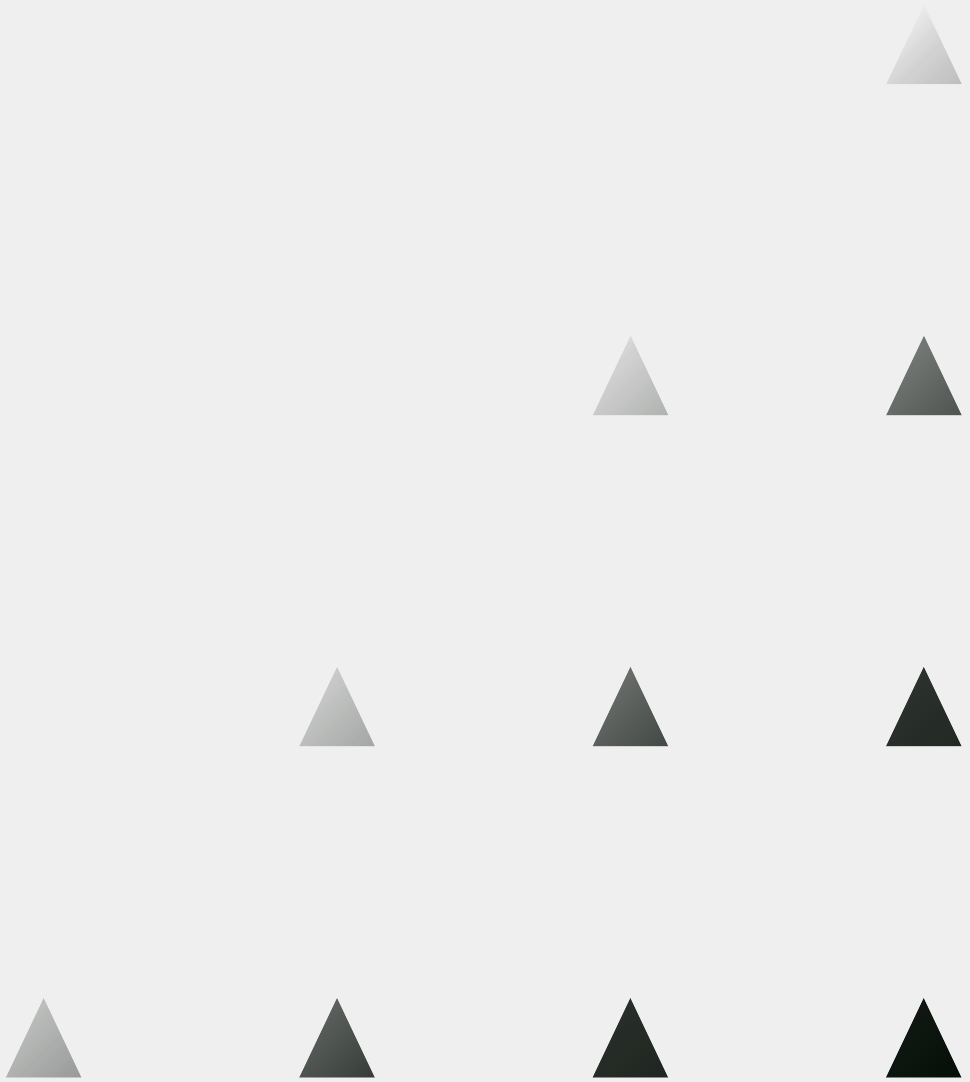
# Clear space and minimum size.

The StackWise logo should always be surrounded by a minimum amount of space that ensures any elements like headlines, text or visuals couldn't cross the logo. This area of isolation is defined by the height and width of "T". This separation is a minimum guideline and should be increased wherever possible.



Logo minimum size

20px (Height)

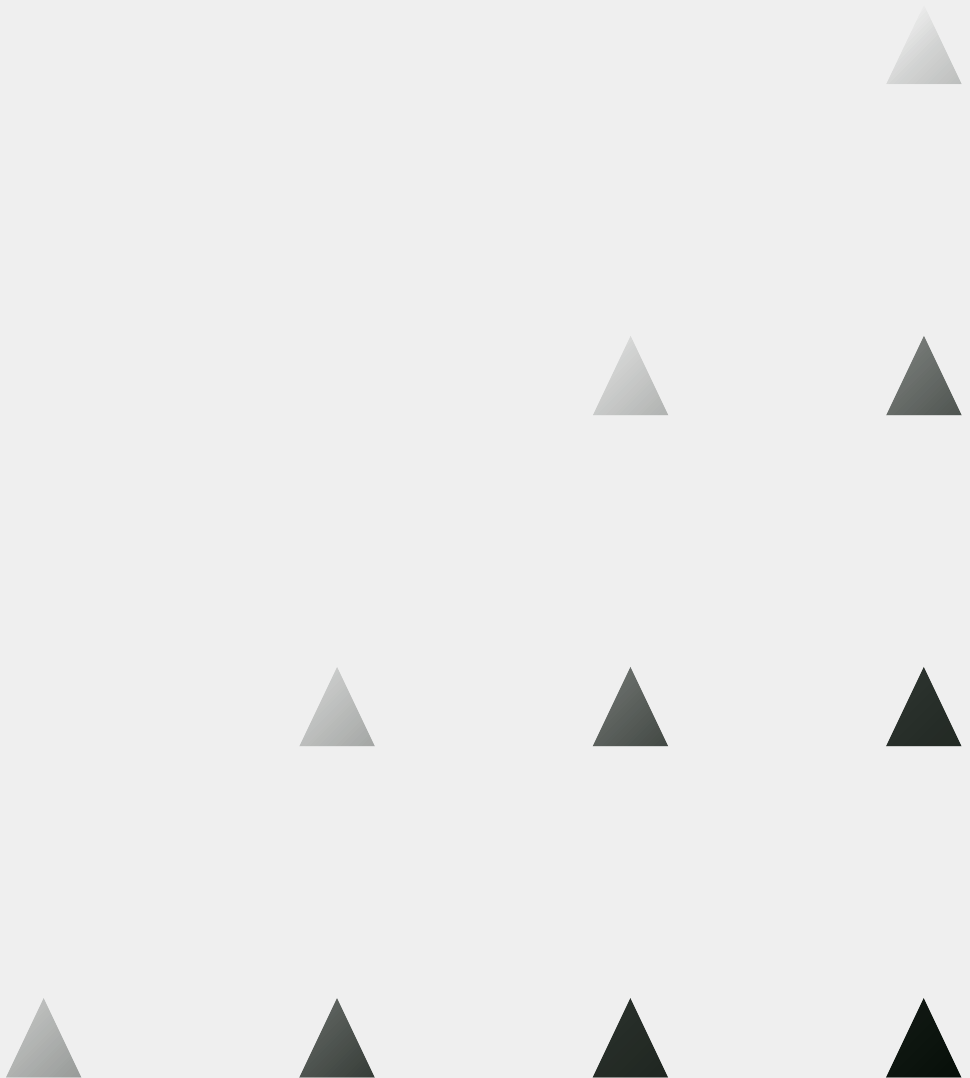






# Logo variants.

---





# Dont's.

ST<sup>Δ</sup>CKWISE<sup>®</sup>



Avoid moving the brand symbol to other positions.

ST<sup>Δ</sup>CKWISE<sup>®</sup>



Avoid add effects on the logo.

ST<sup>Δ</sup>CKWISE<sup>®</sup>



Avoid poor color contrast.





# Primary color scheme.

---

## Midnight Express

#04053e  
R: 4 G: 5 B: 62

## SALT Light Grey

#EFEFEF  
R: 239 G: 239 B: 239

## SALT White

#FFFFFF  
R: 255 G: 255 B: 255



# Accent color scheme.

Complementary color scheme that build contrast between the brand elements across the compositions. These, like the “Electric Lime” serve as an accent to generate contrast and highlight certain elements in the composition. E.g. Links, buttons, background elements and call to actions.

## Cyber Grape

#5a33e3  
R: 90 G: 51 B: 227

## Aqua

#7bead7  
R: 123 G: 234 B: 215

## Electric Lime

#FFFF3F  
R: 255 G: 255 B: 63





# Key visuals.

STACKWISE<sup>®</sup>

A new kind of  
**Crypto-Backed**  
loan.

Ready to start stacking with StackWise? Contact support to get started with the refinance process.

CONTACT SUPPORT

S Δ L T<sup>®</sup>

STACKWISE<sup>®</sup>

A new kind of  
**Crypto-Backed**  
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CONTACT SUPPORT

S Δ L T<sup>®</sup>

STACKWISE<sup>®</sup>

A new kind of  
**Crypto-Backed**  
loan.

Ready to start stacking with StackWise? Contact support to get started with the refinance process.

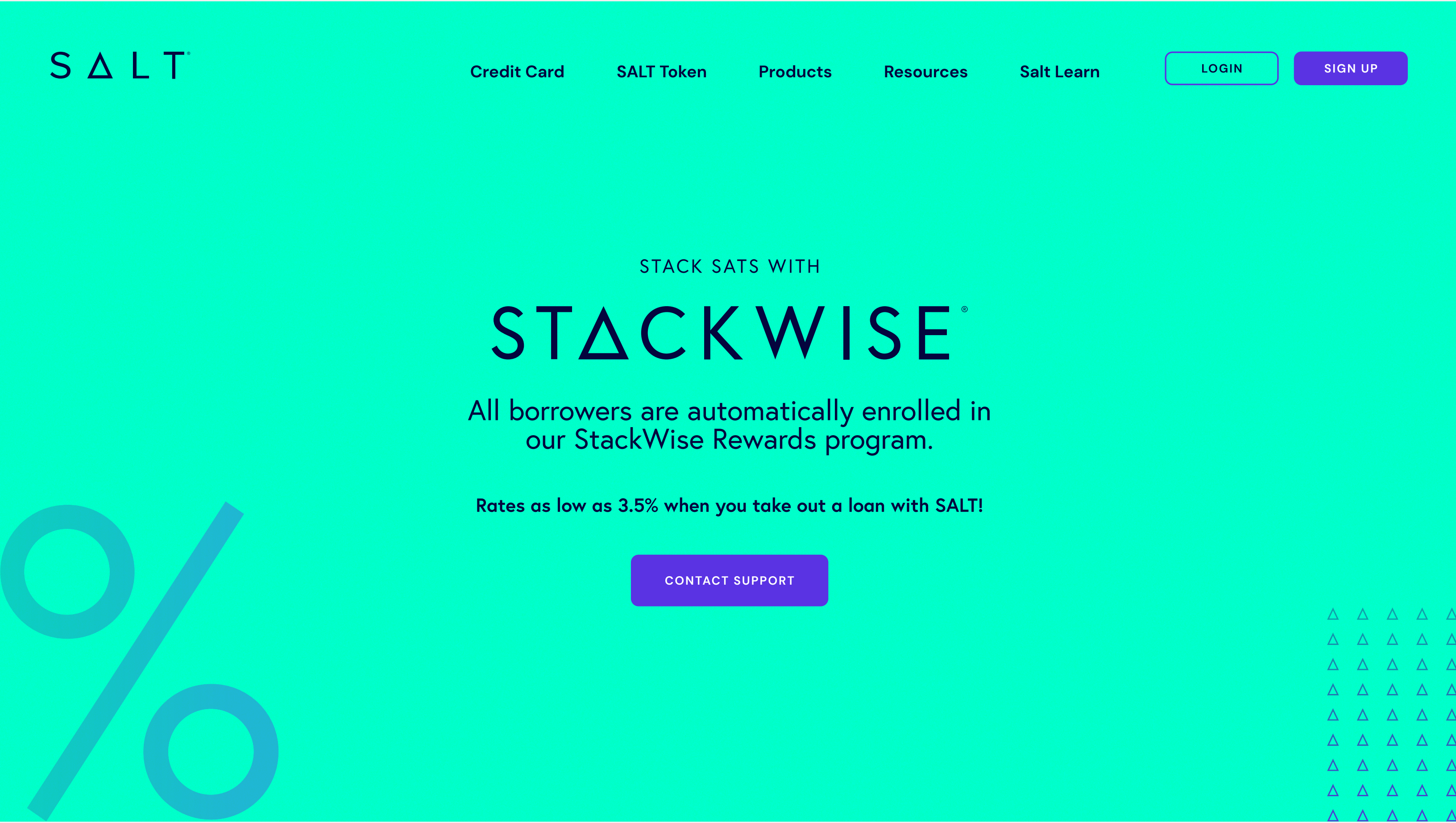
CONTACT SUPPORT

S Δ L T<sup>®</sup>





# Key visuals.





S Δ L T<sup>®</sup>

