

Visual Style Guidelines

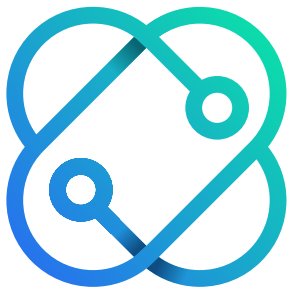


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Overview

A well-designed brand is the foundation of institutional trust. At BlockWyre, one of our key values is excellence above all else. We maintain rigorous standards, always seeking to elevate our brand and our infrastructure to the highest level. Our brand system has been engineered to be a powerful, dynamic tool that expands our reach and effectively communicates our core mission: providing secure, seamless digital asset settlement.



The most important element in our identity is the BlockWyre logo mark, which visually conveys the idea of continuous, secure connectivity. The interlocking loops and embedded nodes symbolize a robust, unified network, bridging the gap between traditional institutional standards and modern digital infrastructure. Our color palette a precise gradient transitioning from a secure, deep blue to a vibrant, forward-thinking cyan, communicates both technological innovation and uncompromising security. Paired with our clean, refined typography, the identity projects clarity, seriousness, and undeniable authority in the market.

Finally, this identity is built for adaptability without sacrificing consistency. Whether the logo mark is standing alone as an icon of trust, or fully locked up with our wordmark across our digital platforms and partnership materials, it must be deployed with absolute precision. By adhering strictly to these guidelines, we ensure that BlockWyre remains a unified symbol of excellence across every touchpoint.



Usage and application

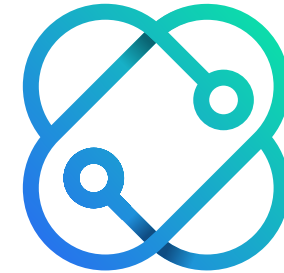
Logo

A definitive, scalable logo is key to reflecting the importance of BlockWyre’s brand message and ensuring we stand out across all digital and physical touchpoints. We took a contemporary approach to our typography, utilizing a sleek, geometric sans-serif typeface designed for maximum legibility and modern appeal. The logo honors BlockWyre’s core mission of institutional-grade security and seamless stablecoin settlement, positioning the brand in our partners' eyes as the premier infrastructure provider in the digital asset space.

Logotype



Icon



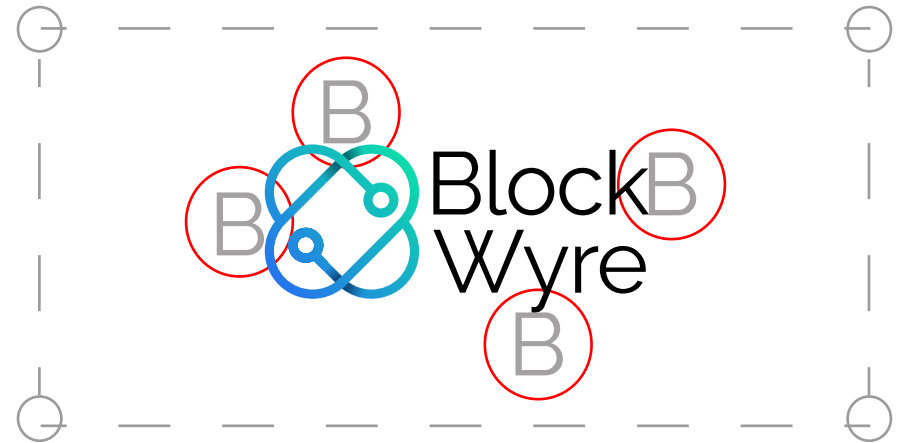
Where standard industry logos often lean on generic utility, our identity is engineered to signify continuous, secure connectivity. The logo mark is constructed from an interlocking node structure—forming a continuous, unified loop that represents the fluid movement and robust security of digital assets. Rendered in a dynamic blue-to-green gradient, the mark signifies the bridge between established financial stability (deep blue) and forward-thinking blockchain innovation (vibrant cyan). Paired with our meticulously proportioned wordmark, the result is an identity that commands authority, trust, and technological precision.

Usage and application

Safe space

A powerful brand requires room to breathe. To ensure optimal visibility, the BlockWyre logo must maintain a strict exclusion zone at all times.

Measurement Rule: The minimum safe space around the logo is defined by a proportional element from the logo itself. The height of the letter "B" within our Logo Mark. Keeping this designated area completely clear of competing elements protects the structural balance and modern aesthetic of our identity.



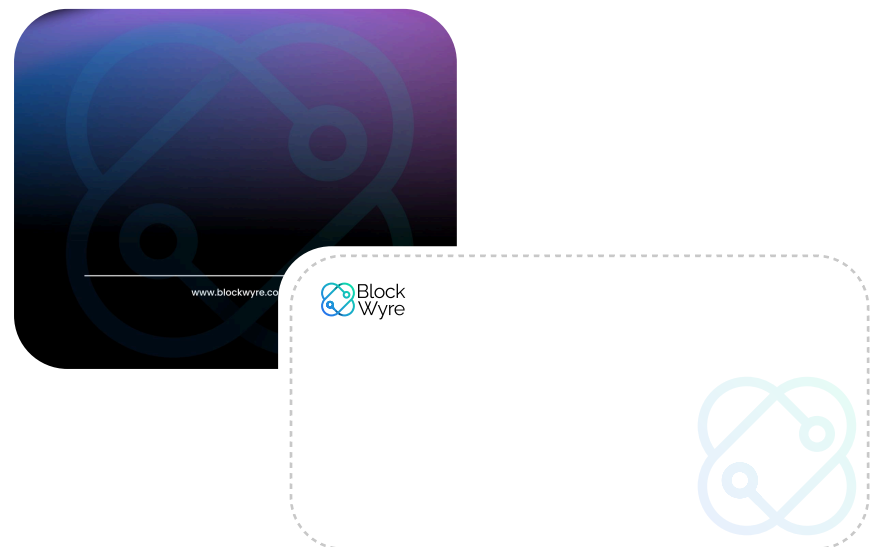
Backgrounds

The Deep Gradient Background

Designed to reflect the smooth flow of liquidity and absolute security. The sweeping color gradient symbolizes the continuous, transparent nature of BlockWyre's robust digital infrastructure.

The Clean Canvas Background

Created to reflect pristine clarity and network efficiency. The minimalist, off-white design and subtle watermark symbolize the ever-present reliability of frictionless asset settlement.



Using the brand palettee

Colors

Like the infrastructure it represents, this color palette is built for a definitive purpose. This system goes deeper than straightforward aesthetics; it establishes absolute trust and reinforces a sense of control for the institutional partners it serves.

First up is our core digital spectrum—the vibrant cyan and the deep, secure blue—which showcases the seamless execution of stablecoin settlement and technological precision. From a highly legible operational dashboard to critical security audit reports, every aspect of our primary palette is constructed with operational clarity in mind.

Then there is our foundational structure, pairing an authoritative black with a dynamic, forward-thinking purple. This combination takes a more structural approach to the brand, focusing on our uncompromising compliance framework and showcasing the palette's versatility as the ultimate backdrop for secure digital finance.



#00A578



#2A66F6



#83218A



#000000

Using the brand palettee

Typography

Primary

Poppins

Primary Typography: Poppins

Our primary typeface is Poppins, a sleek and geometric sans-serif font reserved exclusively for titles, headlines, and major brand messaging. Its modern structure commands attention and reflects the forward-thinking innovation of our digital infrastructure, ensuring our most critical statements are delivered with both visual authority and immediate impact.

Aa

Aa	Bb	Cc	Dd	Ee	Ff	Gg	Hh	Ii
Jj	Kk	Ll	Mm	Nn	Oo	Pp	Qq	Rr
Ss	Tt	Uu	Vv	Ww	Xx	Yy	Zz	
01	02	03	04	05	06	07	08	09

Using the brand palettee

Typography

Secondary

Helvetica

Secondary Typography: Helvetica

For our body copy, detailed paragraphs, and technical documentation, we rely on Helvetica as our secondary typeface. Renowned as the ultimate standard for neutrality and legibility, it grounds our communications in established institutional trust. This classic font ensures that complex information, operational data, and long-form text remain seamlessly readable across all platforms.

Aa

Aa	Bb	Cc	Dd	Ee	Ff	Gg	Hh	Ii
Jj	Kk	Ll	Mm	Nn	Oo	Pp	Qq	Rr
Ss	Tt	Uu	Vv	Ww	Xx	Yy	Zz	
01	02	03	04	05	06	07	08	09