



ASSETRIX
DAO

Brand guide

The visual system for Assetrix DAO — the mark, the palette, the type, and the one element that carries the idea of a ratchet into every surface.

1. The mark

The mark is a rounded square in Ink with a white letter A. The crossbar of the A is Gold and sits above centre: the A is a rising form, and the bar marks a level that has been passed and cannot be passed back. It is the ratchet, drawn once.



Versions

File	Use
assetrix-lockup.svg	Default. Mark plus wordmark, for light backgrounds.
assetrix-lockup-dark.svg	The same lockup for dark backgrounds.
assetrix-mark.svg	Mark alone, where the name appears in adjacent text.
assetrix-mark-inverse.svg	Mark alone on dark backgrounds.
assetrix-mark-mono.svg	One colour. Inherits the surrounding colour; for stamps, engraving, fax-grade print.
assetrix-favicon.svg	Browser tab and app icon.

Clear space and minimum size

Keep clear space on all four sides equal to one quarter of the mark's height. Nothing enters it — no text, no rule, no edge of a photograph.

Minimum size: the mark alone reproduces down to 16 px on screen and 6 mm in print. The full lockup needs 90 px or 30 mm; below that, use the mark alone.

What not to do

- Do not recolour the mark. The A is white or Ink; the crossbar is always Gold.
- Do not stretch, rotate, outline, or add a shadow, glow, or gradient.
- Do not set the wordmark yourself in another typeface — use the supplied file.
- Do not place the mark on a busy image or on a colour close to Ink.
- Do not combine the mark with another logo inside a shared box.

2. Colour

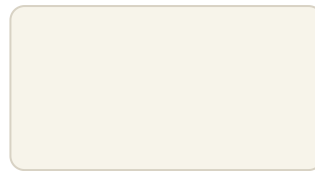
Four colours carry the system. They are taken from the white paper, so documents, site, and print already agree with one another.



#12395C
Ink



#C9A227
Gold



#F7F4EA
Paper



#C0392B
Alert

Colour	RGB	CMYK, approximate	Role
Ink	18 57 92	80 / 38 / 0 / 64	Headings, body text, the mark, dark surfaces.
Gold	201 162 39	0 / 19 / 81 / 21	Accent only. The crossbar, the notch, rules, small marks. Never a background for body text.
Paper	247 244 234	0 / 1 / 5 / 3	The default background. Warm, not white.
Alert	192 57 43	0 / 70 / 78 / 25	Risk notes and irreversible actions. Nothing else.

Neutrals

Name	Hex	Role
Slate	#6B7A8C	Secondary text, captions, table rules on Paper.
Line	#E2DED1	Hairlines and table borders.
Ink deep	#0C2740	Dark surfaces where Ink itself is the foreground.

Proportion

Roughly nine parts Paper, one part Ink, a trace of Gold. If a layout looks gold, there is too much of it. Gold marks one thing per screen.

Print

The CMYK values above are direct conversions, not press-proofed. Ask the printer for a proof before any run, and match Ink and Gold to the proof rather than to a screen. On uncoated stock both darken; ask for a slightly lighter Gold.

3. Typography

Three faces, all under open licences, all shipped with the kit. Nothing is loaded from a third-party server.

Money that appreciates

PT Serif · headings and pull quotes · SIL Open Font Licence

The cost of entry is set by the contract and only rises. The market price is the market's.

Inter · body text, interface, labels · SIL Open Font Licence

0x7f3a... · SHA-256 · \$200.00 · 5.6 %

IBM Plex Mono · figures, addresses, checksums, code · SIL Open Font Licence

Rules

- Headings in PT Serif, regular weight. No bold headlines; size carries the hierarchy.
- Body in Inter at 400. One bold weight, 600, for labels only.
- Every number a reader might check — a price, a rate, a hash, an address — is set in IBM Plex Mono. This is what makes the pages read as a ledger rather than a pitch.
- Sentence case everywhere. No all-caps except inside the wordmark itself.
- Body text sits at 16 px minimum on screen and 9.5 pt in print, with line height 1.6.
- Measure: 60 to 75 characters. Longer lines lose the reader mid-sentence.

4. The notch

One element recurs everywhere: a line that steps upward and ends in a small square. It never steps down. This is the signature of the system — the mechanism of the protocol expressed as a graphic rather than as a claim.



Where it appears

- **Section rules.** In place of a plain horizontal line between sections.
- **Link underlines.** On hover the underline rises by one step and stays there for the rest of the visit. The page behaves like the protocol.
- **List markers.** A single step instead of a bullet.
- **Print.** Under the running head, above a page number, alongside a URL.

Construction

Three risers, each one step higher than the last, over a run at least six times the total rise. The terminal square is three stroke-widths on a side and sits at the top of the last riser. Stroke: Gold, square caps, one stroke-width per step of rise multiplied by three.

Restraint

The notch is not a chart and is never labelled with values. It carries no numbers, no axis, no data. Once per screen; twice on a long page. Never animated on load — it moves only in response to a person's action.

5. Voice

The design is quiet so that the language can be exact. Both halves fail together: a page that promises returns is not saved by good typography, and a careful sentence set in a loud layout is not believed.

Always

- Growth figures are ceilings on the **cost of entry**, set by the contract — never expected or promised returns.
- The market price sits in a corridor: backing below, the mint price above. Say the corridor.
- Name the mechanisms that hold the lower boundary — redemption is always open, and the contract is neutral to it: when someone leaves, the pool shrinks but the share of those remaining does not.
- Say plainly that the protection level holds literally for stablecoin collateral, and that with volatile collateral it weakens as that collateral's own price falls.

Never

- **Yield, return, profit, passive income, investment** — the protocol pays no interest and promises nothing to a holder.
- **Guaranteed growth, risk-free, a safe place for your money.**
- **A statement that the market price will rise.** What rises by rule is the cost of entry; the market price may fall.
- **"The market price is guaranteed by nothing."** Describe the corridor instead.
- **Urgency** — countdowns, counters, seats remaining, last chance.
- **Claims about features that are not in the deployed code.**
- **Screenshots** in explanatory material. Use drawn schematics, captioned as schematics.

Latitude

Suggestion is allowed; a promise is not. A rising line, the ratchet, the weight of gold, a phrase such as *Assetrix fixes the direction* — all of this may invite the reader to imagine. The line is crossed only when a sentence states, in words, that the market price or a holder's balance will grow. Let the image do the hinting and keep the sentence exact.

The slogan

Money that appreciates. Where the slogan is the headline of a message — the home banner, a social header, the title of a deck, the end card of a film — the first line beneath it is the subline: *The cost of entry is set by the contract and only rises. The market price is the market's.* Where it is a signature rather than a headline — a menu, a watermark, a caption, a footer — it stands alone. Repeating the subline everywhere turns a clarification into a nag.

Translations are fixed: Spanish *Dinero que se aprecia*, Chinese 日益珍贵的钱, each with its own subline from the site.

Paid placement

Every paid post carries the platform's disclosure label, without exception. On X this has been enforced since February 2026.

6. Files

File	Size and use
logo/*.svg	Vector. Scale freely; these are the source of truth.
social/avatar-400.png	400 × 400. X profile picture.
social/avatar-512.png	512 × 512. Telegram, GitHub.
social/avatar-800.png	800 × 800. YouTube.
social/x-header-1500x500.png	1500 × 500. The lower left corner is left empty for the profile picture.
social/youtube-banner-2560x1440.png	2560 × 1440. Content sits inside the central safe area, 1546 × 423.
social/telegram-cover-800x800.png	800 × 800. Channel image.
social/og-image-1200x630.png	1200 × 630. Link previews.
fonts/*.ttf	PT Serif, Inter, IBM Plex Mono. Open licences, redistributable.

Changing a file

Platforms cache images by address. When an image changes, change its filename too — `og-image-v2.png` — and update every reference. Replacing a file under its old name leaves the old picture in circulation for weeks.

Never, from anyone. No part of this project ever asks for a seed phrase or a private key — not on the site, not in a chat, not in a direct message, not from a person claiming to be a member of the team. Any such request is theft in progress.