01

Introduction

BRAND IDEA

Own your future

01

Strategy

Brand scope

Lorem ipsum

Why the brand exists

The world of finance, and crypto in particular, has been built for expert profiles: focused on speed, complexity, and performance. As a result, many people are left out. In the crypto space, most players position themselves around:

- **short-term thinking,**
- **optimization,**
- **timing,**
- **and immediate reactions to market movements.**

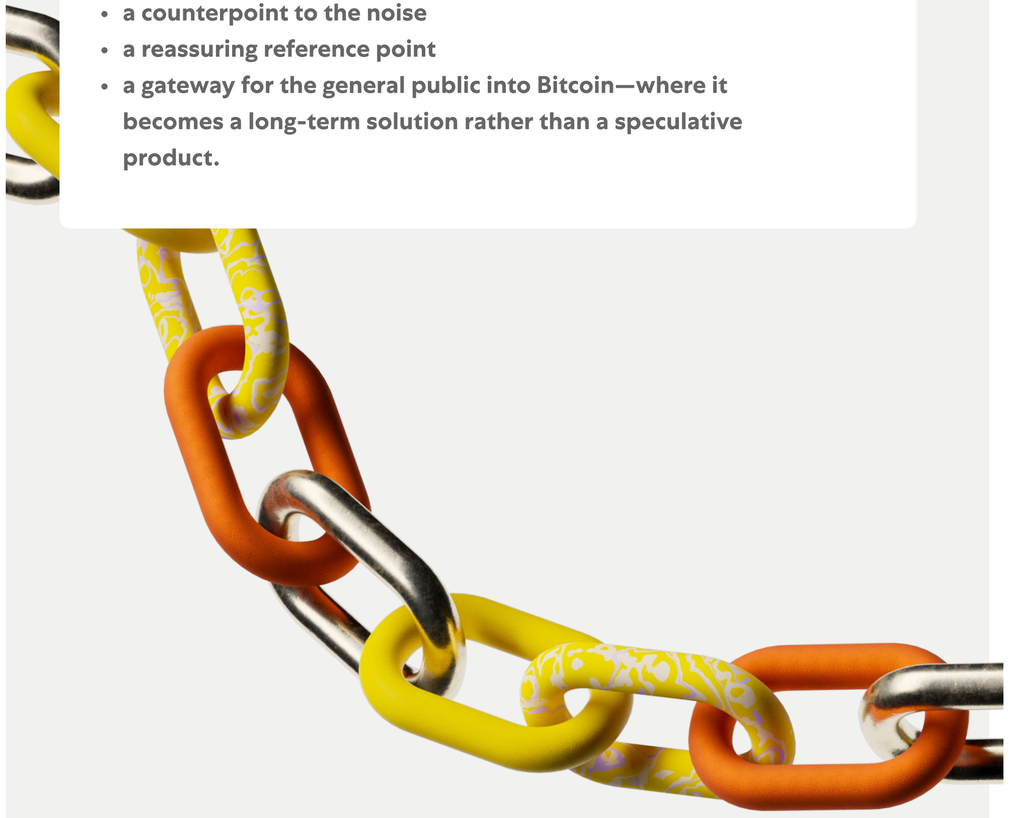
The world of finance, and crypto in particular, has been built for expert profiles: focused on speed, complexity, and performance. As a result, many people are left out. In the crypto space, most players position themselves around:

- **abstract, because it revolves around charts, performance, and signals rather than life goals,**
- **stressful, due to constant urgency and the fear of “missing out,”**
- **hard to integrate into daily life, as it remains disconnected from simple, recurring uses.**

The importance of our brand

In a world saturated with jargon, urgency, and promises, Bitstack plays a different role. It acts as:

- **a counterpoint to the noise**
- **a reassuring reference point**
- **a gateway for the general public into Bitcoin—where it becomes a long-term solution rather than a speculative product.**



Brand scope

Lorem ipsum

The specific and unique needs of our customers

1. Move forward without pressure

Many people want to improve their financial situation, but reject constant urgency and the feeling of being “behind.” **Bitstack acknowledges that everyone moves at their own pace, and that long-term thinking is a healthy condition for making decisions.**

2. Understand without needing to master everything upfront

Finance and Bitcoin are often perceived as technical and reserved for insiders. **Bitstack makes it possible to get started without understanding everything, and to learn progressively through use, without pressure or jargon.**

3. A financial space free from constant pressure

Users need an environment that doesn’t dramatize, push, or constantly demand their attention. **Bitstack creates a calm space where finance doesn’t take over the mind, but integrates quietly into everyday life.**

4. Stay in control

Users don’t delegate blindly. **Bitstack respects autonomy: every decision remains conscious and adjustable.**

What sets us apart

- **We speak to non-experts.**
- **We prioritize usage over short-term performance.**
- **We favor consistency over optimization.**

Bitstack is not a trading app.
Our product creates a reassuring framework that doesn’t add to users’ mental load, but enables them to take a long-term view.

Brand scope

Lorem ipsum

What we want people to express

Bitstack creates a sense of having found a different path, outside the dominant frameworks of finance and crypto. A path the user can help bring to others. It also create a sense of reducing financial anxiety rather than fueling excitement, by choosing a solution built for the long term instead of urgency. This choice creates a natural sense of pride.

Users talk about it with those around them because they feel they've found a different way of doing things, one that aligns more closely with their daily lives, their values, and their relationship with money and everyday finances.

Sharing Bitstack means sharing a different vision of finance, grounded in everyday life and the long term. It also refer to a calmer way to approach Bitcoin and a solution you recommend to your close ones without hesitation.

Brand beliefs

FINANCE SHOULDN'T CREATE MENTAL PRESSURE

UNDERSTANDING IS A PROCESS, NOT A PREREQUISITE

EVERYDAY LIFE IS THE BEST PLACE TO START TAKING ACTION

THE LONG TERM IS A STRENGTH, NOT A DELAY

BUILDING YOUR FUTURE REQUIRES ACTION.



Brand platform

Lorem ipsum

Overview

For several years now, inflation has been steadily eroding purchasing power. Financial models and savings solutions from 20 or 30 years ago are no longer sufficient to protect or improve people's financial situations. At best, they help maintain the status quo.

At the same time, investing and wealth-building remain the preserve of a minority: they are technical, time-consuming, anxiety-inducing, and often designed for people already comfortable with financial complexity and risk.

Many people don't perceive a lack of solutions, but rather a deep mismatch between existing tools and their real needs:

- **lack of time**
- **a need for simplicity**
- **a desire to understand without feeling overwhelmed**
- **a search for solutions that fit into everyday life**

In the crypto space, this mismatch is even more pronounced. The dominant narrative remains focused on short-term performance and urgency, leaving little room for a long-term approach and gradual integration.

Bitstack steps into this gap. The brand offers another path: a way to integrate Bitcoin into everyday financial management that is accessible, progressive, and grounded in real life, without urgency, without pressure, and designed for everyone, whether beginners or experts.

Purpose

Bitstack's purpose is to restore healthy and accessible conditions that enable individuals to take action on their financial situation, in a context where inflation and complexity have made traditional models insufficient.

Yesterday's financial and savings solutions are no longer enough to preserve purchasing power today. At the same time, existing alternatives, especially in crypto, remain largely focused on short-term performance and urgency, and are aimed at already experienced users.

Bitstack exists to open up a different path: a progressive, accessible approach that fits into real life, where Bitcoin can be integrated into everyday routines, without pressure or push.

Brand platform

Lorem ipsum

Mission

Make Bitcoin simple and accessible so anyone can build and protect their financial future.

Vision

A world where everyone can own their future.

Values

CUSTOMER FIRST

We make it easy to begin without jargon or stress.
Then we help users grow in confidence step by step, at their pace. We design for progression, not intimidation.

OWNERSHIP

We act like owners and take responsibility for outcomes.
We solve problems proactively, move fast when needed, and do what the mission requires - even outside our formal role.
We operate with discipline, focus, and a team-first mindset.
We don't wait to be told. We take responsibility and follow through.

AMBITIOUS EXECUTION

We set high standards and move with conviction.
We aim big, stay uncomfortable, and make decisions with speed and clarity. We experiment, learn quickly, and continuously raise the bar on what we build. Progress beats perfection, but quality is never optional.

WE LEAD WITH INTEGRITY

We choose clarity, honesty, and responsibility in every decision. In a business built on trust, we act ethically, communicate openly, and stay true to our word. Reliability is part of our product. Trust isn't a value add, it's the foundation.

SIMPLICITY

We build for clarity, not cleverness. We prioritize ease of use over feature accumulation, and understanding over sophistication. Every decision should make the product clearer and easier to live with over time. Complexity is a cost. We only accept it when it truly serves the customer.

02

ToV

Our tone

Lorem ipsum

Voice & tone

How Bitstack sounds, in writing and in speech. Bitstack's brand concept is own your future. Its archetype is the Protector Magician. This document turns both into rules for how Bitstack writes.
Voice is our personality. It stays the same no matter who is writing or where Bitstack shows up. Tone is how that personality shows up differently, depending on what the moment calls for.

Our Lexicon

Eight words, chosen because they kept surfacing, unprompted, across marketing, product, and leadership. Own your futur is the central brand idea. Independence is the human benefit it delivers. Sovereignty carries the same idea further, into Bitcoin-native, thought-leadership territory, and earns its keep by staying rare rather than common.

Own

Taking back control of your financial future, and building it on your own terms.

Independence

Freedom to build your financial future without needing anyone else's permission to do it.

Sovereignty

Full ownership of your own money, made possible through self-custody. We make it available to everyone and support it responsibly, since it isn't always the right fit. A Bitcoin-native word, used in moderation.

Empowerment

The confidence that comes from having the tools to act.

Our tone

Lorem ipsum

Save

A long-term, disciplined habit of setting money aside consistently, regardless of market timing.

Accountable

Answering to real oversight, the same kind any serious financial institution does, instead of hiding behind crypto's reputation for answering to none.

Accessible

Understandable by anyone, regardless of how much they already know about finance or Bitcoin going in.

Conviction

Belief in Bitcoin that comes from understanding it firsthand.

Our Voice

Bitstack's archetype is the Protector Magician. Grounded is the Protector half, steady and exact. Liberating is the Magician half, the transformation it makes possible. Engaged is the conviction behind both, said out loud.

Grounded / Protector

We bring proof, not promises.

- State the exact amount, always. €219.85, not “about €220.”
- Round company-wide numbers when it's honest (“400k clients, €400M saved”). Never round anything personal.
- Default to Save over Invest in body copy. Mandatory legal mentions are the one exception: they say Invest, verbatim, and we never reword them to match our tone.
- We're Accountable. Say what oversight we actually have: licensed under MiCA, the EU's crypto framework, by the French AMF.

Instead of

“Oops! Something went wrong.”

We say

“Something didn't go through. Try again in a moment.”

Our tone

Lorem ipsum

Liberating / Magician

What changes for the reader after they read us: more control over their own financial future. We tell their story, not ours.

- Liberating speaks to agency, ownership, and freedom, framed as what the reader gains for themselves, never as a critique of banks or institutions. That's what keeps this pillar feel positive rather than antagonistic: our edge is being Bitcoin-native while staying institutionally credible.
- Make the reader the subject of the sentence: “Own your future.”
- Keep Bitcoin as the vehicle for Independence, present in the sentence, doing real work.
- A straight answer does more for Bitcoin's reputation than a simplified one ever could.
- It's fine to open with emotion. Just make sure the facts can back it up.

Instead of

“We help you build financial independence.”

We say

“You're the one taking your future back. We just get out of the way.”

Instead of

“Market downturns can be stressful for investors.”

We say

“Saving shouldn't be one more thing to think about. Set it up once, and let it sit quietly in the background while you focus on what matters.”

Instead of

“Bitcoin can help you build long-term wealth.”

We say

“What would change if saving stopped being something you had to think about?”

Our tone

Lorem ipsum

Engaged

The conviction Bitstack is willing to say out loud. A point of view on money and who controls it. We take a position, not a hedge.

- Take the position, in one sentence. Sovereignty over money is worth saying plainly.
- Back every claim with something real. Provocative and unsourced don't mix.
- Let Conviction come from the reader's own understanding.
- Watch for hedge words: “kind of,” “sort of,” “honestly.” They're a tell the sentence lost its nerve.
- When a claim brushes against financial advice, let a named source carry it instead of asserting it ourselves. Public channels only, never in Care or any 1 to 1 conversation.
- Reserve this register for channels without a one to one relationship. Never for a live conversation with a single customer.

Example: “According to BlackRock, Bitcoin can be a meaningful piece of a diversified portfolio.”

Our tone

Lorem ipsum

Our Tone

Grounded never switches off. It's the floor under every other register, even the loudest one. What changes is which register sits on top of it, and that depends on what the piece of writing is actually for, not just where it appears.

Operational, support

Grounded

Liberating

Enagaged

Care email and chat, error states, compliance messages, CRM

Educational

Grounded

Liberating

Enagaged

FAQ, onboarding, in app explainers, help articles

Opinion, thought leadership

Grounded

Liberating

Enagaged

YouTube long form, press commentary, LinkedIn analysis, panels

Brand, campaign

Grounded

Liberating

Enagaged

Ads, hero lines, acquisition campaigns, brand social

Channel biases which purpose shows up most often. It does not decide the register on its own. A support reply on X still behaves like Care. A LinkedIn product update behaves like an explainer, while a LinkedIn opinion piece behaves like Engaged, on the same channel, on the same day.

Our tone

Lorem ipsum

The Specifics

The mechanics behind the voice. Most are followed every time. A few are strong defaults with room for judgment, and we've said so where that's true.

1/5

Do	Don’t	Why
State the exact amount for anything client specific.	Round a personal balance or transaction amount.	This is where trust gets proven, one number at a time.
Round aggregate or brand figures when it’s an honest simplification, e.g. "400k clients have saved €400M."	Round or simplify anything that could mislead.	Clarity doesn't require false precision everywhere. Only client specific numbers are untouchable.
Use the correct currency format for each market: FR 1 842,30 € · ES/IT 1.842,30 € · EN €1,842.30.	Mix formatting conventions across languages.	Consistency matters once we operate in seven languages. Date formats need the same treatment; specifics to follow once confirmed.

Our tone

Lorem ipsum

The Specifics

The mechanics behind the voice. Most are followed every time. A few are strong defaults with room for judgment, and we've said so where that's true.

2/5

Do	Don't	Why
Default to "Save" in body copy.	Default to "Invest," except in mandatory legal mentions, which always say Invest and are never reworded to match our tone.	Save points to the long-term, disciplined behavior we're encouraging. Legal mentions follow their own required wording, separate from house style.
Name our regulatory status specifically, e.g. "Licensed under MiCA by the AMF."	Gesture vaguely at "being regulated."	Naming the specific license makes the claim checkable, and checkable is what makes it credible.
Point to what's true and offer options, for anything resembling personal financial guidance.	Give personalized investment advice.	The one hard regulatory line. It doesn't limit ordinary product calls to action such as "Start saving today."

Our tone

Lorem ipsum

The Specifics

The mechanics behind the voice. Most are followed every time. A few are strong defaults with room for judgment, and we've said so where that's true.

3/5

Do	Don't	Why
Attribute claims that brush against financial advice to a real, named source.	Assert border-line claims directly, or use attribution inside a private conversation.	Protects against inadvertent financial advice on public channels, where bold claims still need someone who can own them.
Prefer active voice, including inside the product.	Default to passive voice without a reason to.	A strong preference, with room for judgment when passive genuinely reads better.
Say "I" for an individual, "we" for the company or a named team.	Blur the two.	Warmth without losing accountability.

Our tone

Lorem ipsum

The Specifics

The mechanics behind the voice. Most are followed every time. A few are strong defaults with room for judgment, and we've said so where that's true.

4/5

Do	Don’t	Why
Use "vous" with every customer in France, regardless of age. Use the informal register in Spain and Italy, where the formal equivalent sounds wrong.	Use "tu" with French customers, or the formal register in Spain or Italy.	This is a locale rule. Each market gets whichever register actually sounds natural there.
Adapt structure to the channel.	Force one format across every channel.	Email and chat can look different and still sound the same.
Keep emoji light and occasional.	Use hype coded emoji such as a rocket, or "to the moon" language.	Money deserves a steady hand.

Our tone

Lorem ipsum

The Specifics

The mechanics behind the voice. Most are followed every time. A few are strong defaults with room for judgment, and we've said so where that's true.

5/5

Do	Don’t	Why
Use the latest disclaimer provided by Legal, for the specific market and channel.	Edit, shorten, or translate a disclaimer without Legal's sign-off.	Wording changes by market and over time. Market-specific versions live in a separate Legal annex, not here.
Write with periods, commas, and colons.	Use em dashes or semicolons, in any language.	Those punctuation choices are a giveaway of generated text.
State a claim as one plain, positive sentence.	Lean on “X, not Y” as a recurring rhetorical device.	It's the most recognizable AI writing tic there is. A few uses, genuinely earned, read as confident. Used throughout a document, it reads as generated.

Our tone

Lorem ipsum

Examples in Context

A closer look at the range this voice covers, from a support reply to a campaign line.

Operational, support

1/4

Instead of

“Hi, thanks for reaching out. Your request has been received and is being processed.”

We say

“Hi Sarah, thanks for flagging this. Your transfer of €150.00 is still processing, it can take up to 2 business days to clear. I'll follow up personally once it's done.”

Instead of

“An error occurred while processing your request.”

We say

“Your payment of €25.00 was declined by your bank. This is usually a daily limit or an expired card. Check your card in Settings and try again.”

Instead of

“Your request has been noted.”

We say

“I'm looking into this now and will get back to you as soon as I can.”

Our tone

Lorem ipsum

Operational, support

2/4

Instead of	We say
“Don't hesitate to reach out if you need anything.”	“I'm here if you need anything else! 😊”
“I'm afraid we're unable to fulfill this request at this time.”	“That's not something we can do right now. Here's what we can do instead: [alternative].”
“In order to complete this, please navigate to your profile settings and locate the relevant option.”	“Here's how to do it: Settings → [section] → [action].”
“Please be assured that your request has been received and will be handled shortly”	“I've received your request and I'm looking into it now. I'll follow up personally as soon as I have an update.”

Our tone

Lorem ipsum

Operational, support

3/4

Instead of

“Please try again and confirm that everything has gone through successfully.”

We say

“Give it another try and let me know how it goes, I'm here if it doesn't work.”

Instead of

“We confirm that your card has been successfully activated.”

We say

“Good news: your card is now active! 🎉”

Instead of

“DCA is an investment strategy where an investor divides the total amount to be invested across periodic purchases.”

We say

“Dollar-cost averaging spreads your purchases over time, so you don't have to choose a single moment to buy.”

Instead of

“Market downturns can be stressful for investors.”

We say

“When the Bitcoin price is lower, the same recurring amount buys more Bitcoin. When it's higher, it buys less. Your schedule stays the same.”

Our tone

Lorem ipsum

Operational, support

4/4

Instead of

“Round-ups let you save automatically from everyday purchases.”

We say

“You buy a coffee. Forty cents round up, and it's already in Bitcoin before you've sat down.”

Instead of

“Interesting developments this week in the digital assets space. What are your thoughts?”

We say

“Bitcoin has settled a transaction every ten minutes, without asking a single bank for permission, for over fifteen years.”

Instead of

“Bitcoin is up today! 🚀 Great time to buy.”

We say

“Bitcoin doesn't care what day it is. Neither should your savings plan.”

Our tone

Lorem ipsum

Brand, campaign

1/1

Instead of

“Comprendre le DCA sur Bitcoin, simplement. Épargner sans stress, sans chercher le timing parfait et dès 1€ ? C'est possible. ✅ Lisse le prix d'achat ✅ Favorise la discipline ✅ Évite le FOMO… 👉 Télécharge Bitstack et commence à épargner sans effort”

We say

“Saving without the stress, without needing perfect timing, from €1. Dollar-cost averaging spreads your purchases over time, so timing the market stops being the point. Download Bitstack, and own your future, at your pace.”

Instead of

“The easiest way to invest in Bitcoin.”

We say

“Own your future. One saved euro at a time.”

Our tone

Lorem ipsum

Social Media Examples / Linkedin

Original

Bitcoin moves fast. The last few days have been a pretty good reminder of that. 👀

And unless you plan on watching the price all day, you won't always catch those moves as they happen.

That's why you can now set custom price alerts directly in Bitstack. 🔔
Choose the Bitcoin price you want to track, and we'll notify you when it gets there.

You decide the price. Bitstack keeps an eye on it.

Now available in the app. bitstack-app.com/download

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*Past performance does not guarantee future results. There is a risk of partial or total loss of invested capital. This is not investment advice.

Revised

Bitcoin doesn't wait for you to check the price. Now you don't have to either.

Set a price alert in Bitstack. We'll tell you when it hits, so you don't have to watch for it.

Now available in the app. bitstack-app.com/download

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*[Legal-approved disclaimer for this market and channel]

Our tone

Lorem ipsum

Social Media Examples / X (Twitter)

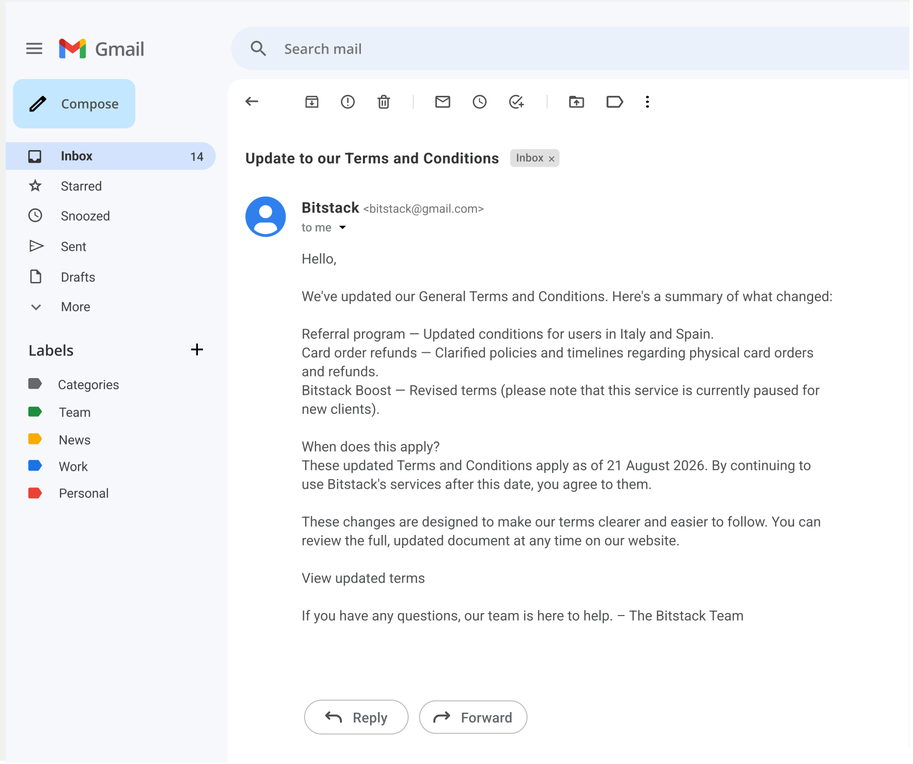
Original	Revised
Bitcoin has been moving fast lately. 👀	Saving in Bitcoin was never about picking the right moment.
If you've been watching from the sidelines, remember: saving for the long term isn't about finding the perfect moment to start.	Turn on Round Ups, and your spare change becomes Bitcoin every time you spend. No charts. No timing. No effort.
Activate Round Ups on Bitstack and automatically save your spare change in Bitcoin as you spend.	Now available in the app. bitstack-app.com/download

Our tone

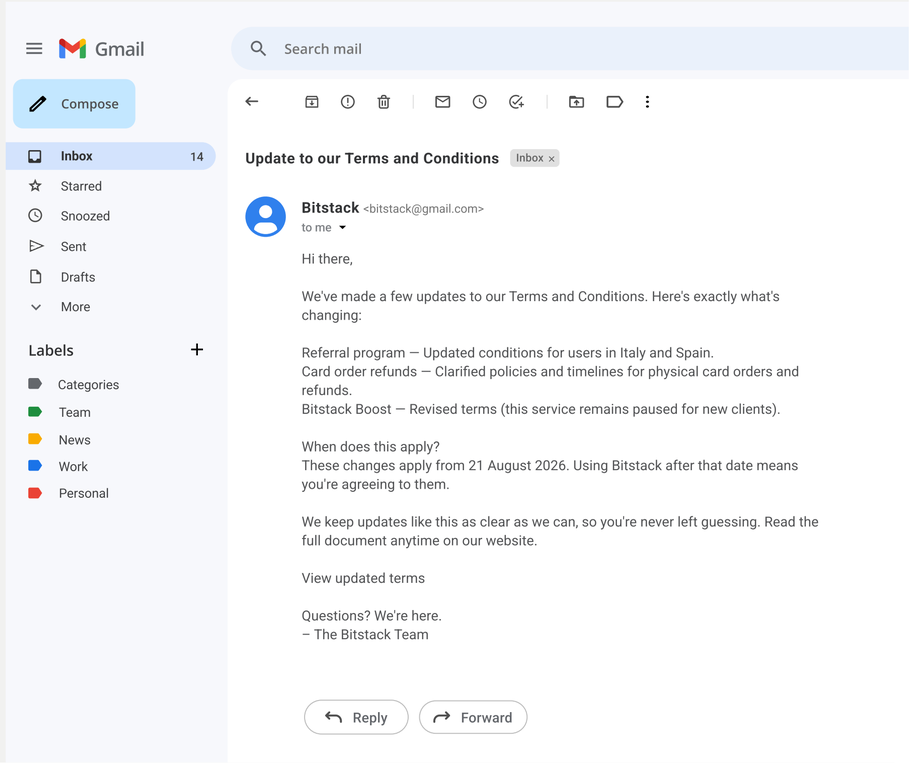
Lorem ipsum

Social Media Examples / Email

Original



Revised



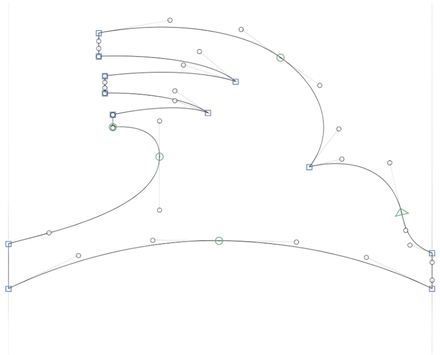
03

Logo

The Bird Mark

The Bitstack symbol unites three ideas in a single form. The letter B anchors the mark to the brand, while the silhouette of a bird in motion evokes freedom, momentum, and collective progress. The curved base of the symbol traces a horizon, steady and unwavering, a reminder that Bitcoin is not a trend, but a direction. Like a bird that always knows where it's headed, Bitstack helps you stay the course, look further, and build with confidence.





The Bird Mark and wordmark

The wordmark is set in Centra No.1, a geometric sans-serif with a humanist touch. It feels precise, but never cold.

Look closely at the two t's in "Bitstack." Their crossbars sit high and lift upward, echoing the upward lines of the bird mark beside them. It's a small detail, but it ties the symbol and the wordmark together into one consistent idea: forward motion.



Clearspace

To keep the Bitstack mark legible and untouched by surrounding elements, always preserve a minimum clearspace around it. This space is measured using the width of the bird mark itself as a unit, applied equally on all sides.

No other graphic element, text, or edge of the page should enter this zone. The clearspace scales proportionally with the size of the logo the bigger the mark, the bigger the space it needs to breathe.

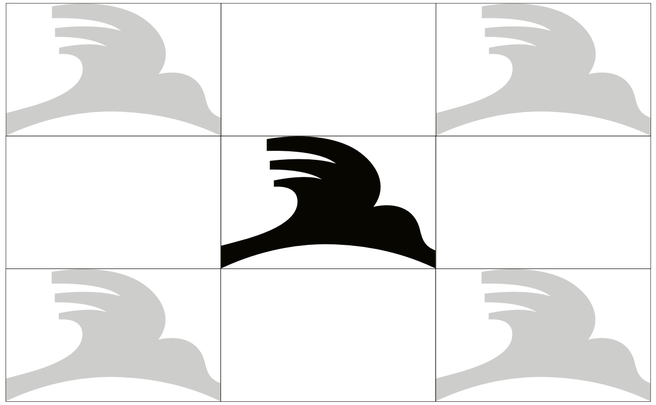


Fig.1

Fig.1 The bird mark alone, surrounded by its clearspace grid. Each surrounding cell equals one unit of the symbol's width.

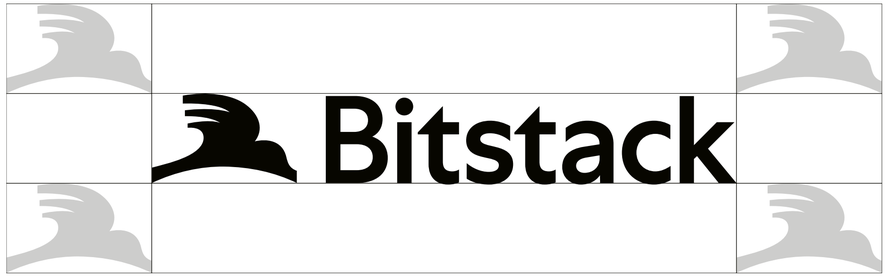
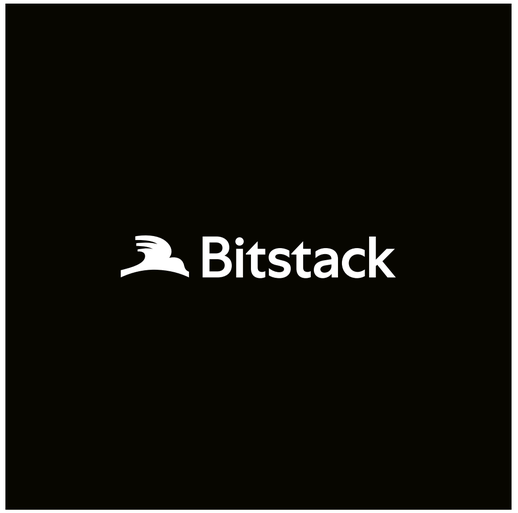


Fig.2

Fig.2 The full lockup, bird mark and wordmark together, with the same clearspace rule applied around the combined logo.

Color Applications

The Bitstack logo is designed to stay legible across a range of backgrounds. Use the all-black or all-white version of the mark depending on the contrast of the surface it sits on, always favoring clarity over decoration.



Black



Taupe



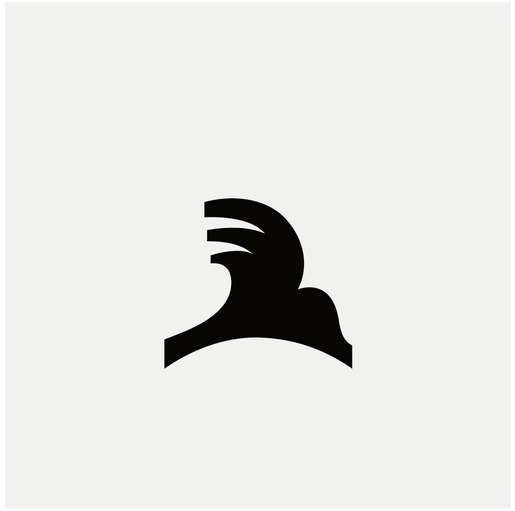
Grey



Yellow

Misuses

The Bitstack mark only works if it stays consistent. The examples below show common ways the logo gets compromised avoid them at all costs to keep the brand sharp and recognizable.



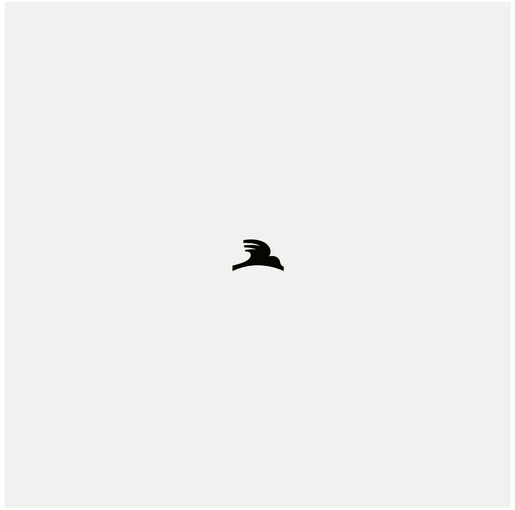
Stretching or distorting the symbol



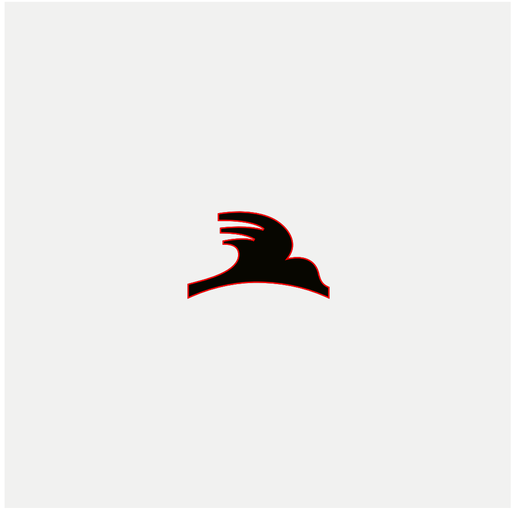
Rotate or tilt the symbol



Apply gradients, shadows, or visual effects



Below the minimum readable size



Add an outline or a stroke

Using on low-contrast backgrounds

Misuses

The Bitstack mark only works if it stays consistent. The examples below show common ways the logo gets compromised avoid them at all costs to keep the brand sharp and recognizable.



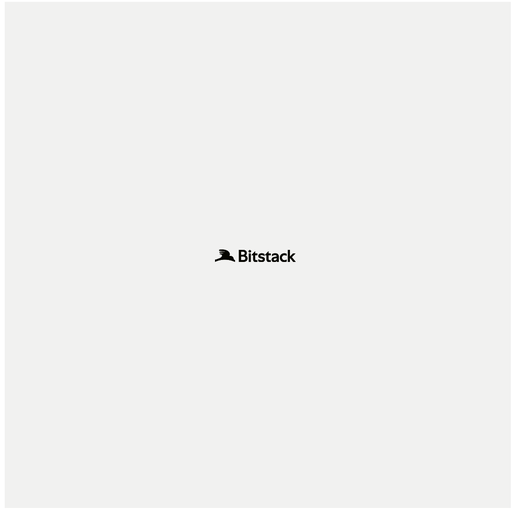
Stretching or distorting the symbol



Rotate or tilt the symbol



Apply gradients, shadows, or visual effects



Below the minimum readable size

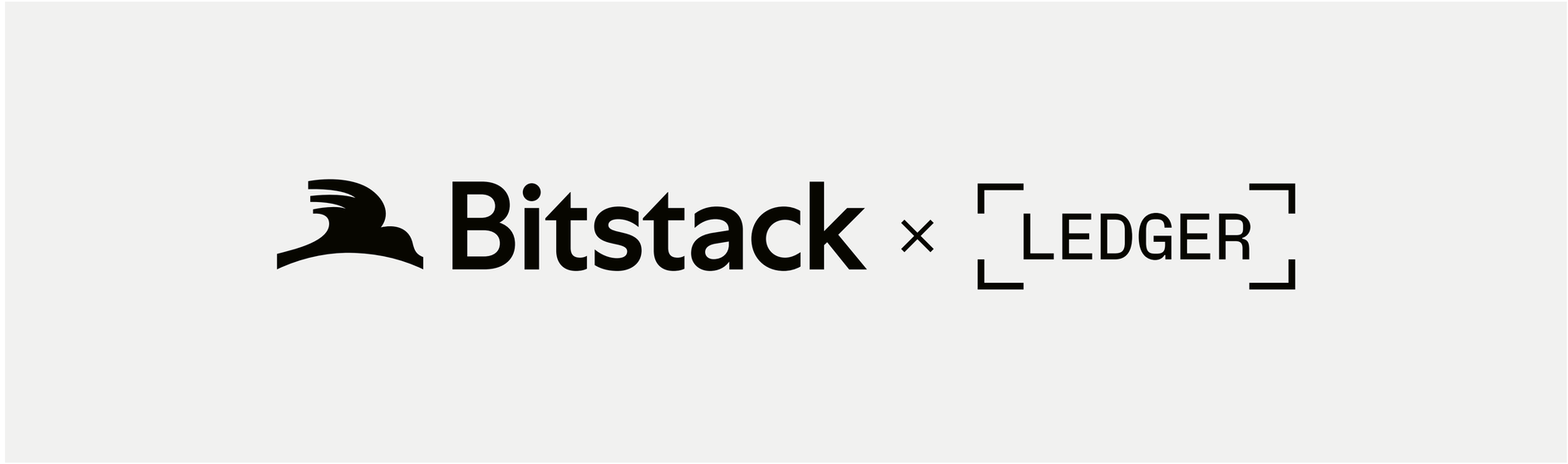


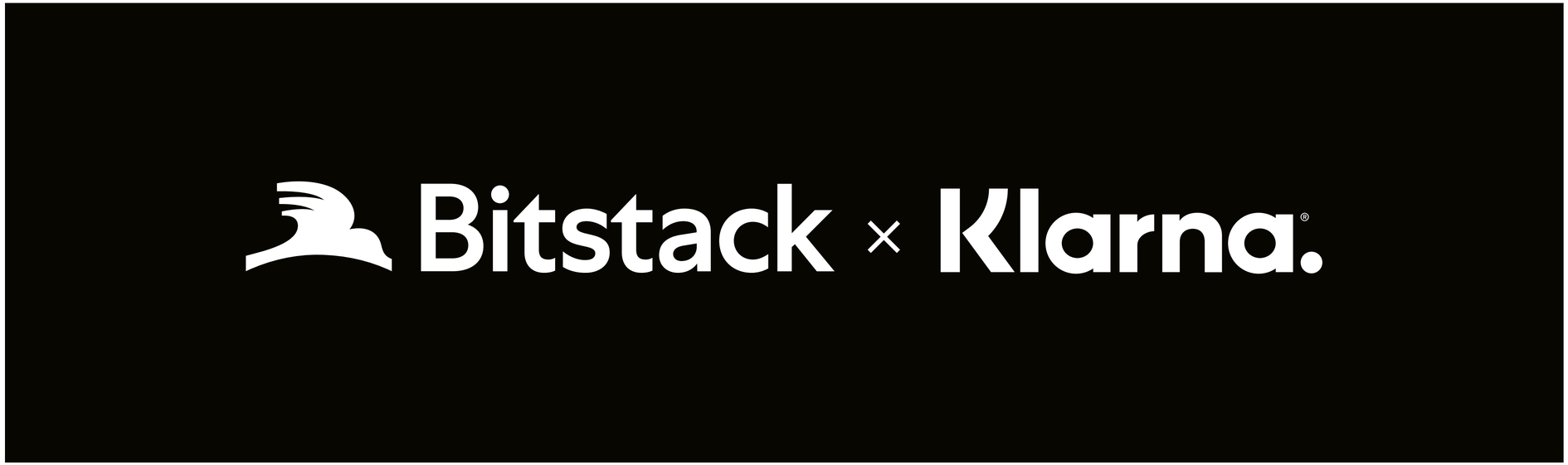
Add an outline or a stroke

Using on low-contrast backgrounds

Co-branding

When collaborating with partners, we maintain clear rules for size and spacing to ensure balance and visual consistency between both brands.





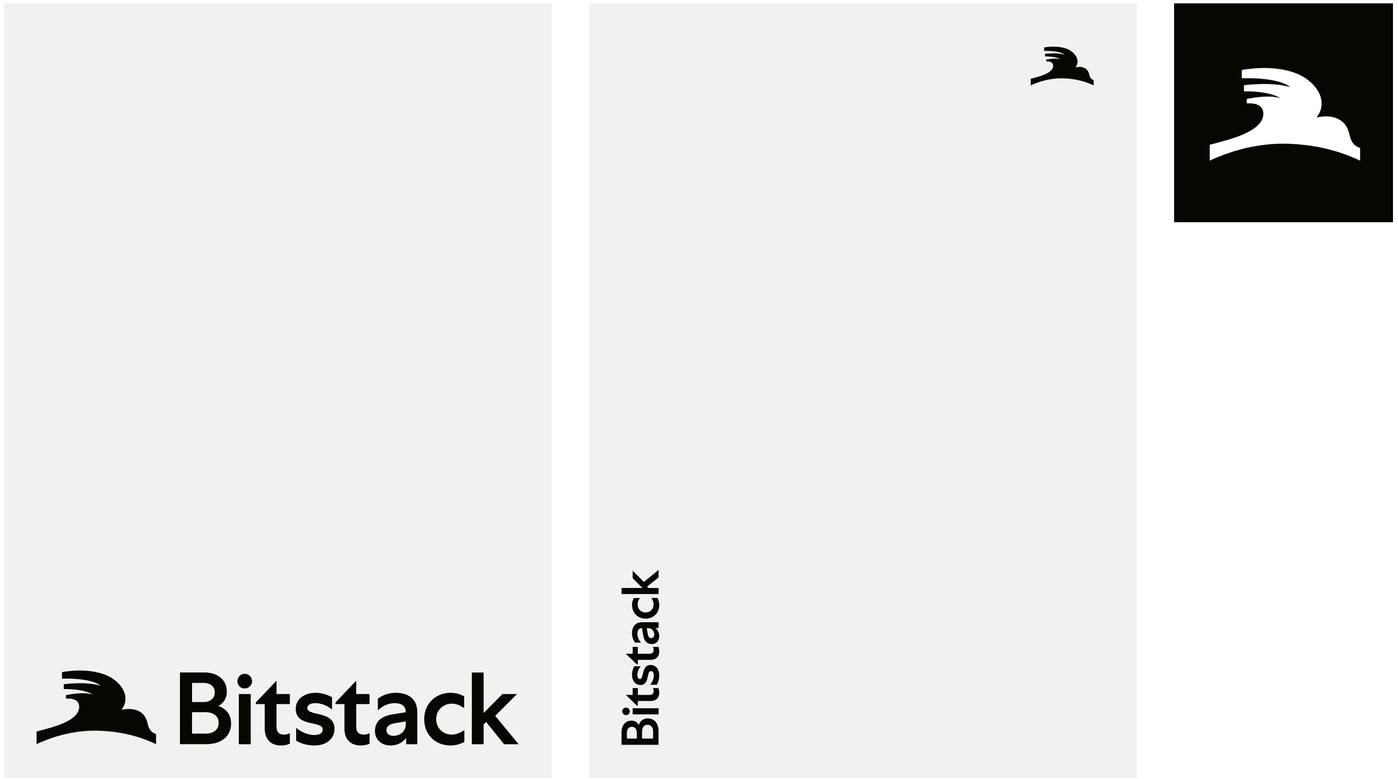
Endorsement

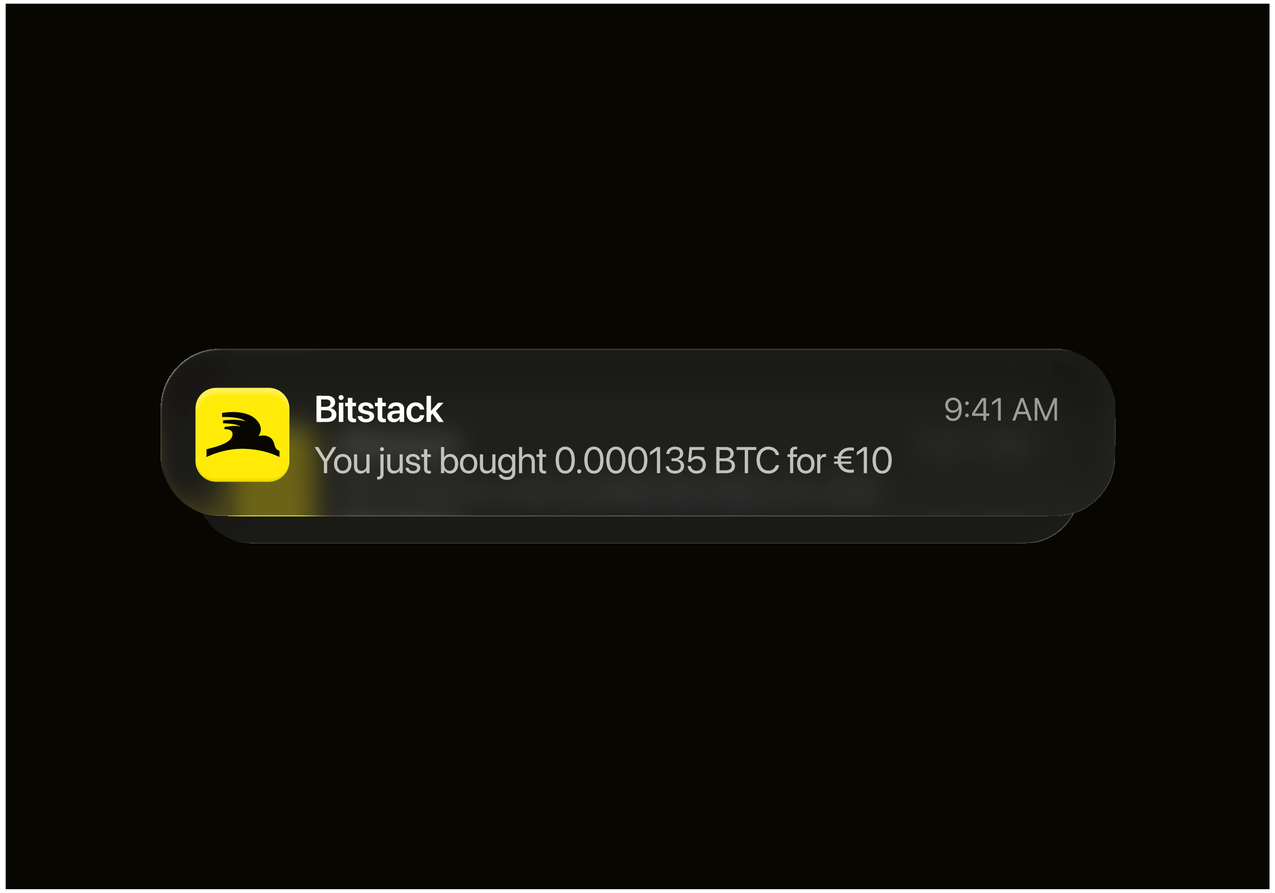
The Bitstack identity is built to flex across contexts. Depending on the space and the level of brand recognition needed, the logo can be used in three ways:

Symbol + wordmark, the primary lockup, for most applications.

Symbol alone, for compact formats like app icons, favicons, or social avatars.

Wordmark alone, when space is wide but shallow, or when the symbol is already present elsewhere on the same page. Each version is a complete expression of the brand on its own never combine, crop, or recreate them differently than shown here.




Bitstack
9:41 AM
You just bought 0.000135 BTC for €10



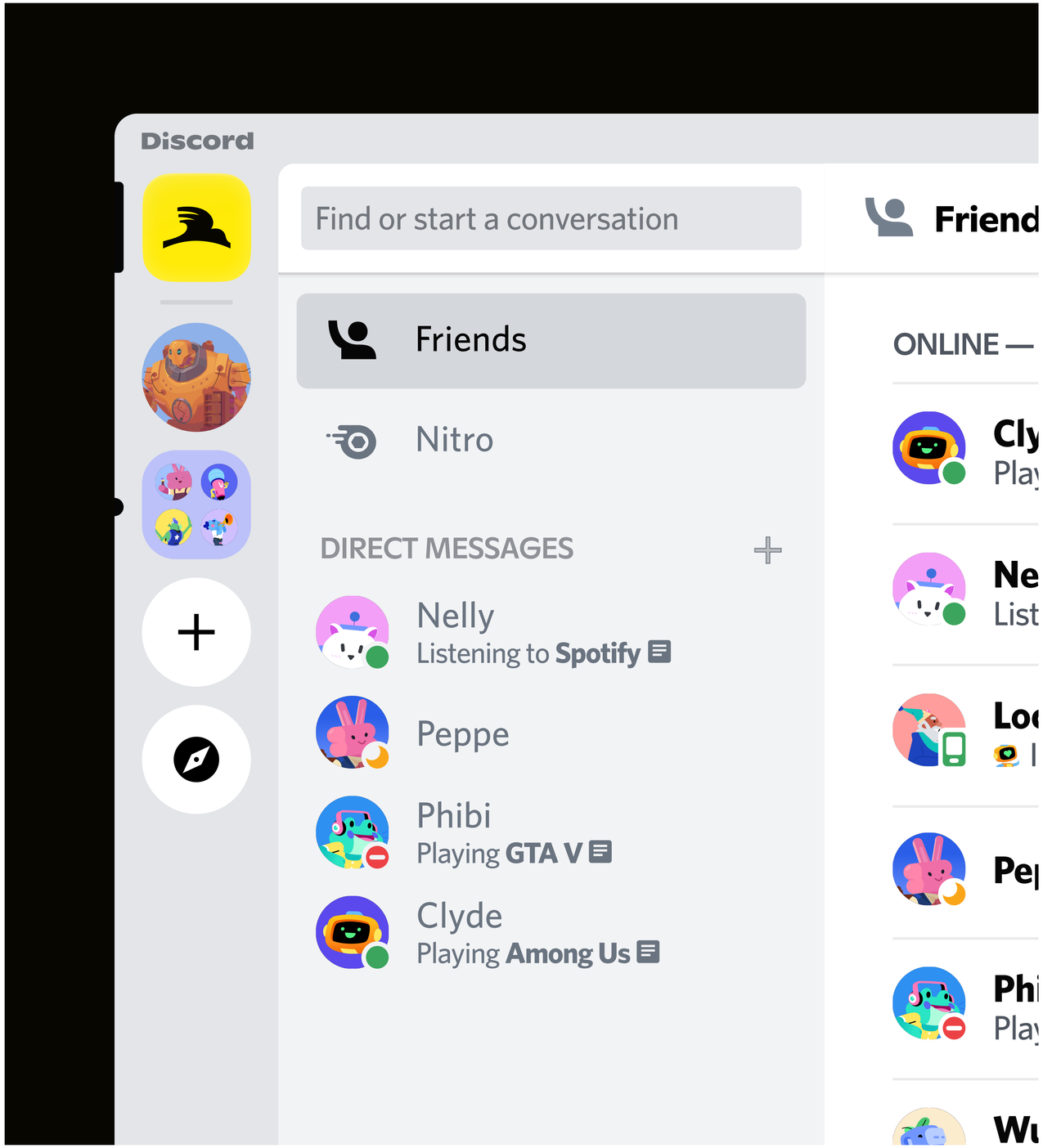

17:29
Bitstack : Épargner en Bitcoin
Votre Compte Épargne Bitcoin
10 K NOTES
4,8
ÂGES
4+
Ans
CLASSEMENT
N°38
Finance
Nouveautés
Version 3.8.3
Il y a 1 sem.
Bienvenue chez Bitstack.
Cette version comporte quelques améliorations pour vous offrir une expérience encore plus fluide.
Des questions ou des commentaires ? Contactez-nous à l'adresse support@bitstack-app.com.
Aperçu
Bitstack
Epargner en bitcoin sans aucun effort

App Icon

The Bitstack app icon is a focused version of the symbol, scaled and centered for small formats. It's available in several color combinations to fit different platform requirements and contexts, while keeping the bird mark instantly recognizable.



TEST FLIGHT VERSION


Discord
Find or start a conversation
Friend
Friends
Nitro
DIRECT MESSAGES
Nelly
Listening to Spotify
Peppe
Phibi
Playing GTA V
Clyde
Playing Among Us
ONLINE —

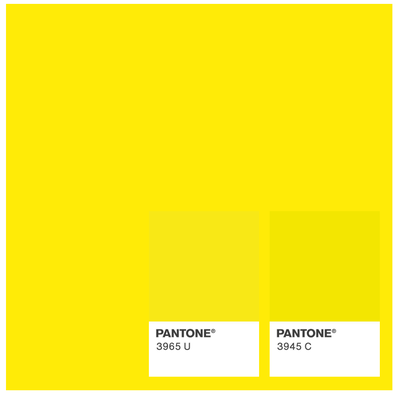

Bitstack

04

Colors

Brands colors

The Bitstack color palette is built around three primary colors and two secondary colors. The primaries, Yellow Horizon, Sand Thermal, and Black Midnight, form the core of the identity and should be used in most applications. The secondaries, Soft Haze and Burning Ember, bring warmth and contrast, and are used to support and complement the primary palette.

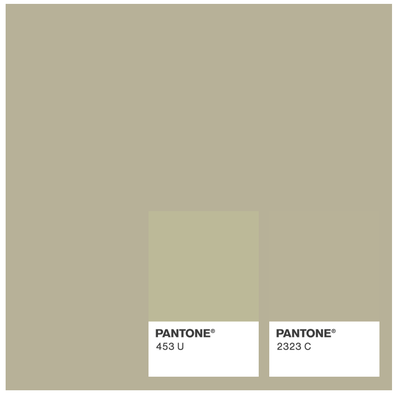


Yellow Horizon

HEX
FFEB07

RGB
255 / 235 / 7

CMJN
0 / 8 / 97 / 0

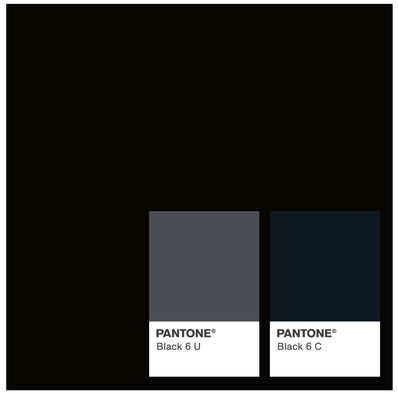


Sand Thermal

HEX
B7B198

RGB
183 / 177 / 152

CMJN
0 / 3 / 17 / 28



Midnight 900

HEX
070600

RGB
7 / 6 / 0

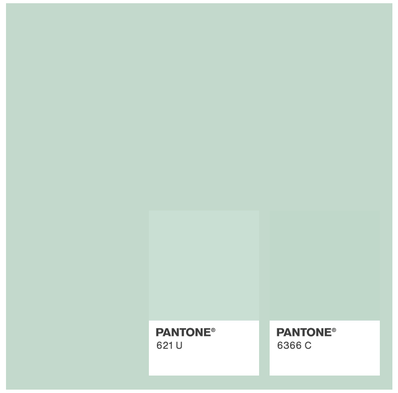
CMJN
0 / 14 / 100 / 97

White Pure

HEX
FFFFFF

RGB
255 / 255 / 255

CMJN
0 / 0 / 0 / 0

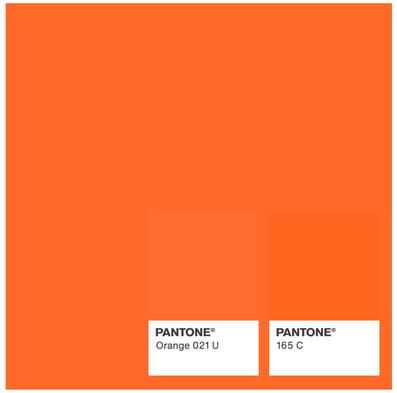


Soft Haze

HEX
C3D9CC

RGB
195 / 217 / 204

CMJN
10 / 0 / 6 / 15

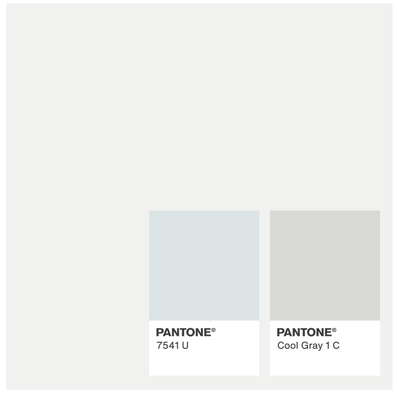


Burning Ember

HEX
FF6A29

RGB
255 / 106 / 41

CMJN
0 / 58 / 84 / 0



Midnight 100

HEX
F1F1F0

RGB
241 / 241 / 240

CMJN
0 / 0 / 0 / 5

Product colors

Product colors are derived from the brand palette and adapted for digital use. Each primary color is declined into a range of tints to ensure flexibility across UI components, backgrounds, and states. The Black Midnight scale,from deep black to near-white, forms the backbone of the interface, providing a full range of neutral tones for text, surfaces, and interactive elements.

Yellow Horizon

HEX
FFEB07

RGB
255 / 235 / 7

CMJN
0 / 8 / 97 / 0

Sand Thermal

HEX
B7B198

RGB
183 / 177 / 152

CMJN
0 / 3 / 17 / 28

White Pure

HEX
FFFFFF

RGB
255 / 255 / 255

CMJN
0 / 0 / 0 / 0

Midnight 900

HEX
070600

RGB
7 / 6 / 0

CMJN
0 / 14 / 100 / 97

Midnight 700

HEX
302F2C

RGB
48 / 47 / 44

CMJN
0 / 2 / 8 / 81

Midnight 200

HEX
CFCFCD

RGB
207 / 207 / 205

CMJN
0 / 0 / 1 / 19

Midnight 100

HEX
F1F1F0

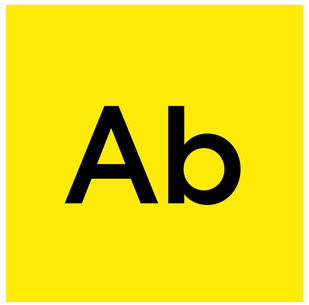
RGB
241 / 241 / 240

CMJN
0 / 0 / 0 / 5

Colors Usage

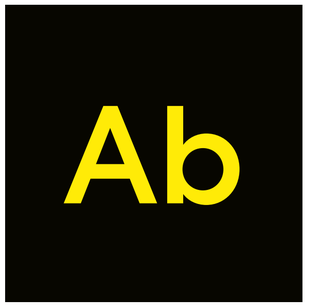
Each brand color has a defined set of approved text and background pairings to ensure sufficient contrast and legibility. Use only these combinations when applying color to text on a colored background, across product and brand materials alike.

Yellow Horizon

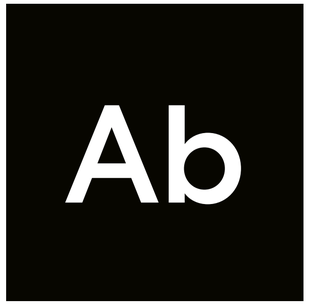


Background: Yellow Horizon
Text: Black Midnight

Black Midnight

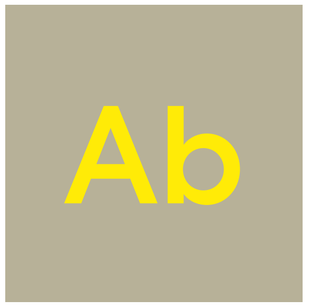


Background: Black Midnight
Text: Yellow Horizon

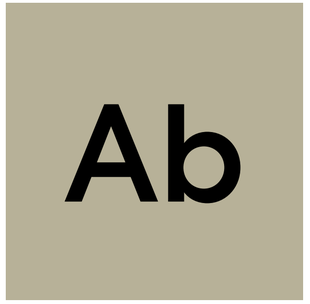


Background: Black Midnight
Text: White Pure

Sand Thermal

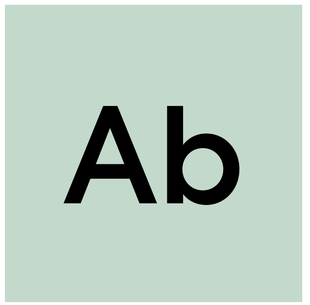


Background: Sand Thermal
Text: Yellow Horizon



Background: Black Midnight
Text: Black Midnight

Soft Haze



Background: Soft Haze
Text: Black Midnight

Background: Soft Haze
Text: White Pure

Burning Ember



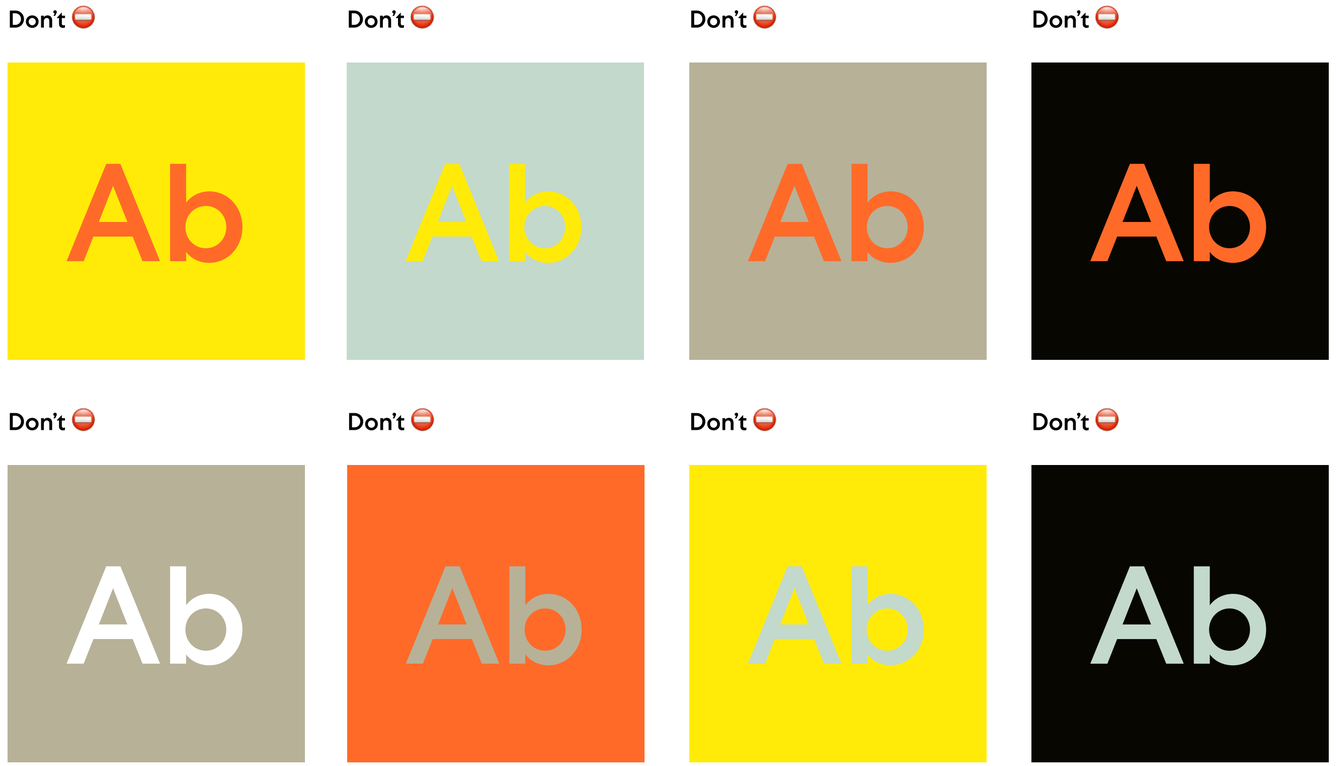
Background: Burning Ember
Text: Black Midnight



Background: Burning Ember
Text: White Pure

Colors Usage

Given the wide range of colors, it is recommended to avoid overly complex color combinations to prevent contrast issues. We should maintain a consistent balance between the yellow and the black and grey contrasts.



05

Typography

Brand Typography

Centra No.1 is the exclusive typeface of the Bitstack brand. Geometric in structure, humanist in spirit, it brings the same balance the brand stands for: precise without being cold, confident without being rigid. It is used across all brand communications: campaigns, brand book, print, and identity materials. Centra No.1 is a brand-only typeface. It is not used in the product.

https://www.sharptype.co/typefaces/centra-no-1

Centra No1

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

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Stop Renting Your Future. A world where everyone can own their future. It gives effort the ability to endure.

Ab Book

Ab Medium

AB Bold

AB ExtraBold

AaBb

Centra-Usage

Centra No.1 adapts to a wide range of brand expressions through three main typographic styles. Medium paired with Book works for balanced, editorial layouts. Bold caps adds impact and energy for campaign headlines. The arched title style, built with a dedicated tool, follows the curve of the horizon and is reserved for signature brand moments where the identity needs to speak at full volume.

https://www.sharptype.co/typefaces/centra-no-1

Centra No1

Own your future

Stop Renting Your Future. A world where everyone can own their future. It gives effort the ability to endure.

Title: Medium

Rules: Line height: 100% Letter spacing:-2

Body: Book

Rules: Line height: 110% Letter spacing:-2

OWN YOUR FUTURE

Stop Renting Your Future. A world where everyone can own their future. It gives effort the ability to endure.

Title: Bold (caps)

Rules: Line height: 100% Letter spacing:-2

Body: Book

Rules: Line height: 110% Letter spacing:-2

OWN YOUR

FUTURE

Stop Renting Your Future. A world where everyone can own their future. It gives effort the ability to endure.

SubTitle: Bold (caps)

Rules: Line height: 100% Letter spacing:-2

Title: arc

Rules: with the tool

Body: Book

Rules: Line height: 110% Letter spacing:-2

Arc Type

The arched title style is a signature effect, not a default. It exists to make the identity speak at full volume for a single moment — so it only works if it stays rare. Used too often, or on too much text, it loses the impact it's designed to create.

1 Where
Reserved for marketing campaigns and social posts only. Never used for product UI, editorial layouts, or day-to-day communications.

2 Word count
Sweet spot: 1 to 3 words. This is where the arc reads instantly and hits hardest. Can extend to 7–8 words maximum if the moment calls for it, but beyond that, legibility and impact both drop — switch back to standard Bold caps instead.

3 Frequency
Use sparingly. If every campaign uses it, it stops being a signature moment and becomes wallpaper.

Tool: https://rotate-omega.vercel.app/



Stop Renting Your Future. A world where everyone can own their future. It gives effort the ability to endure.

Bottom Arc Type

For a versatile implementation of the Arc system, we can also explore different arc configurations. The arc can be positioned at the bottom, at the top, or retained in its more traditional central placement, depending on the desired visual hierarchy and application.

Tool: https://rotate-omega.vercel.app/

OWN YOUR

FUTURE

Stop Renting Your Future. A world where everyone can own their future. It gives effort the ability to endure.

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Tool: https://rotate-omega.vercel.app/



Product Typography

Inter is the typeface used across the Bitstack product. Designed for screens, it prioritizes clarity and legibility at small sizes, making it well suited for interfaces, data, and everyday interactions. Inter is a product-only typeface. It is not used in brand communications.

Inter

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

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Stop Renting Your Future. A world where everyone can own their future. It gives effort the ability to endure.

Ab
Book

Ab
Medium

AB
Bold

AaBb

06

3D

3D Product

The 3D illustrations are divided into two distinct styles: product 3D assets, used primarily as icons, and marketing 3D assets, designed for applications such as metro posters, website hero banners, and social media.

For this example, we are focusing exclusively on the product illustrations. These can be used across key screens, specific transactions, or selected features to enhance the user experience and provide visual context.

Within the product, these illustrations should only be used at a defined maximum size and rendered according to a specific set of rendering parameters, ensuring consistency across the experience.







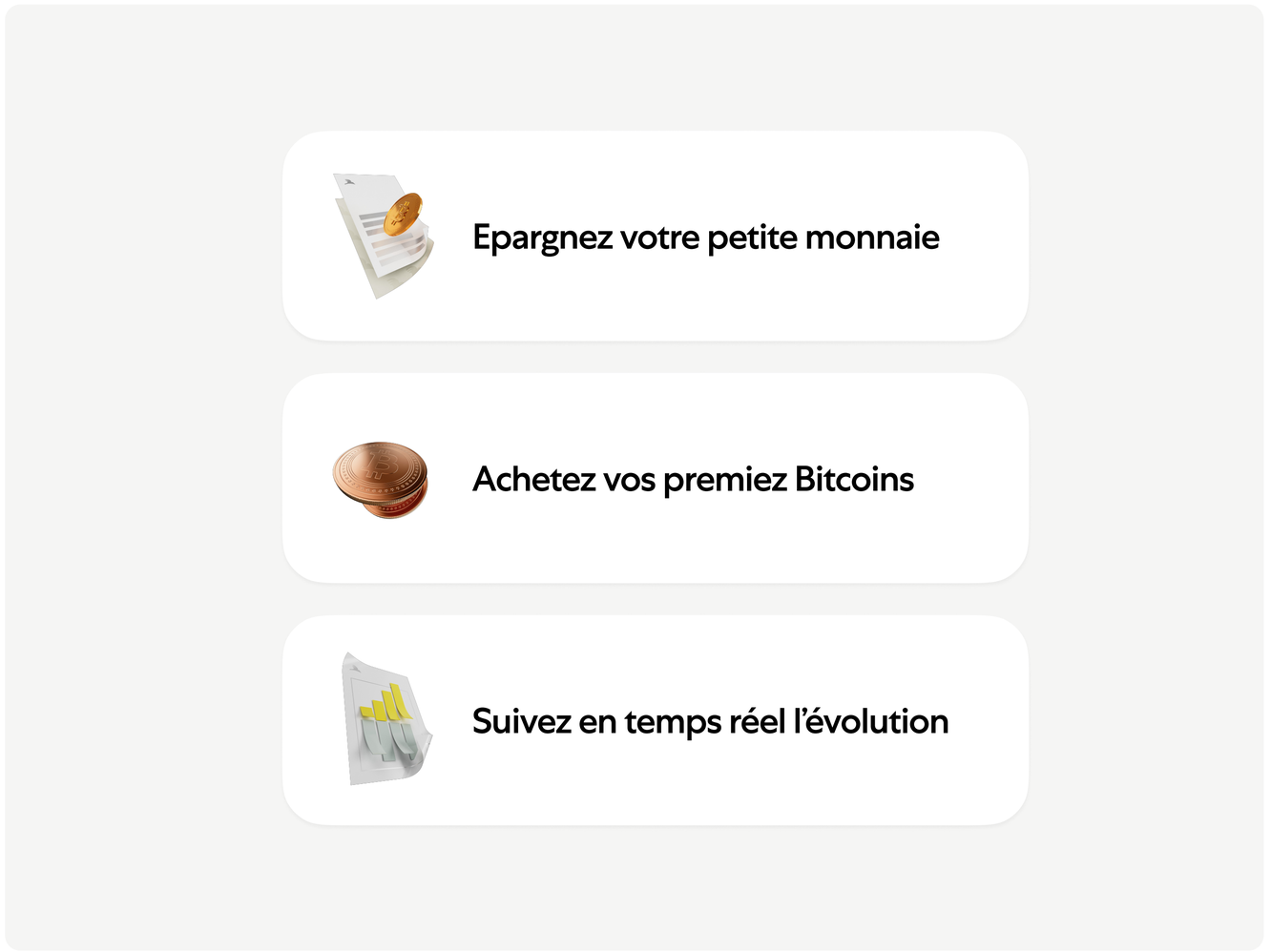






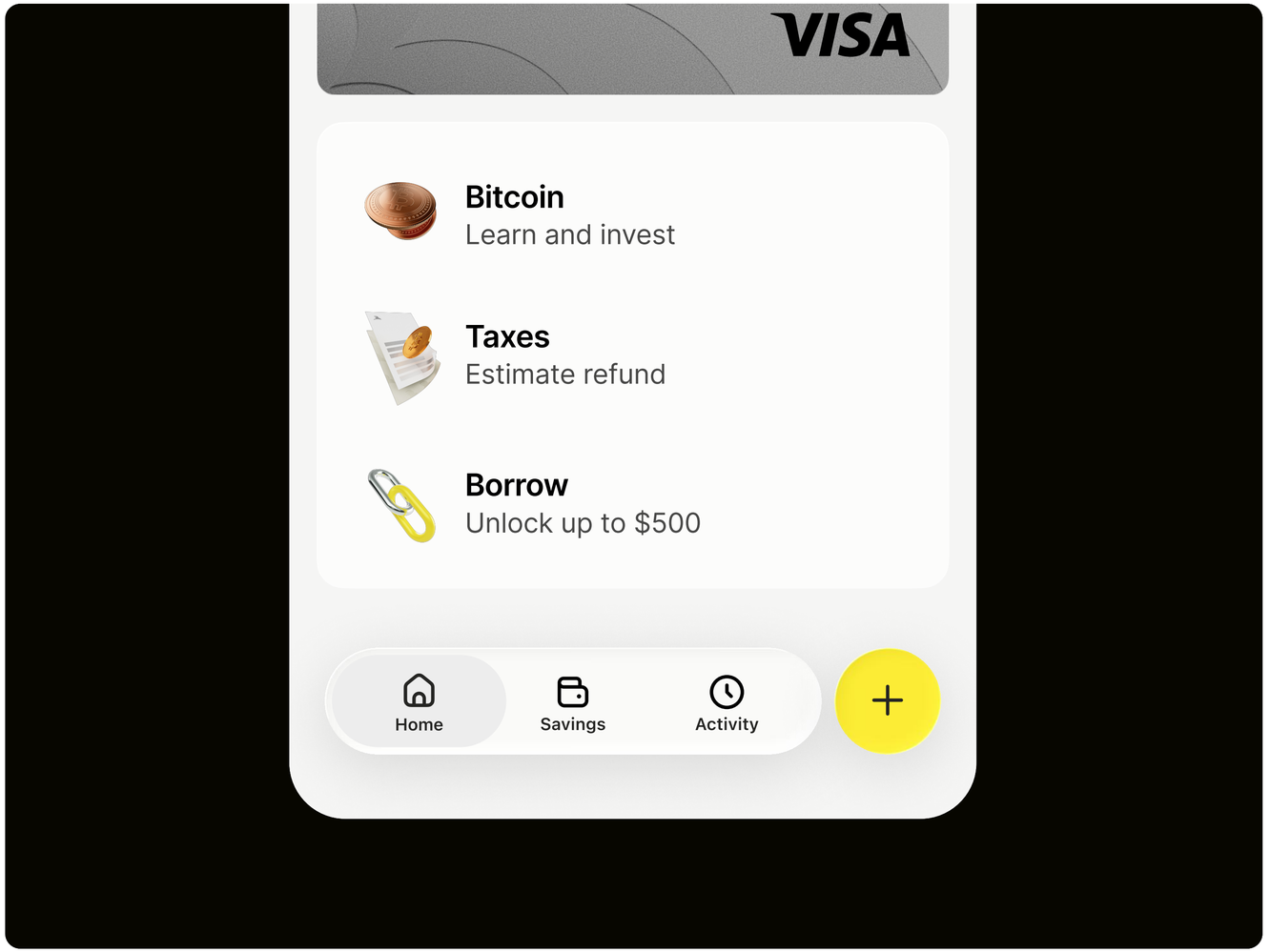
3D Product

The details are designed to work at smaller scales.
Illustrations remain clear and recognizable, with each object retaining its distinct identity without compromising the quality of the rendering.



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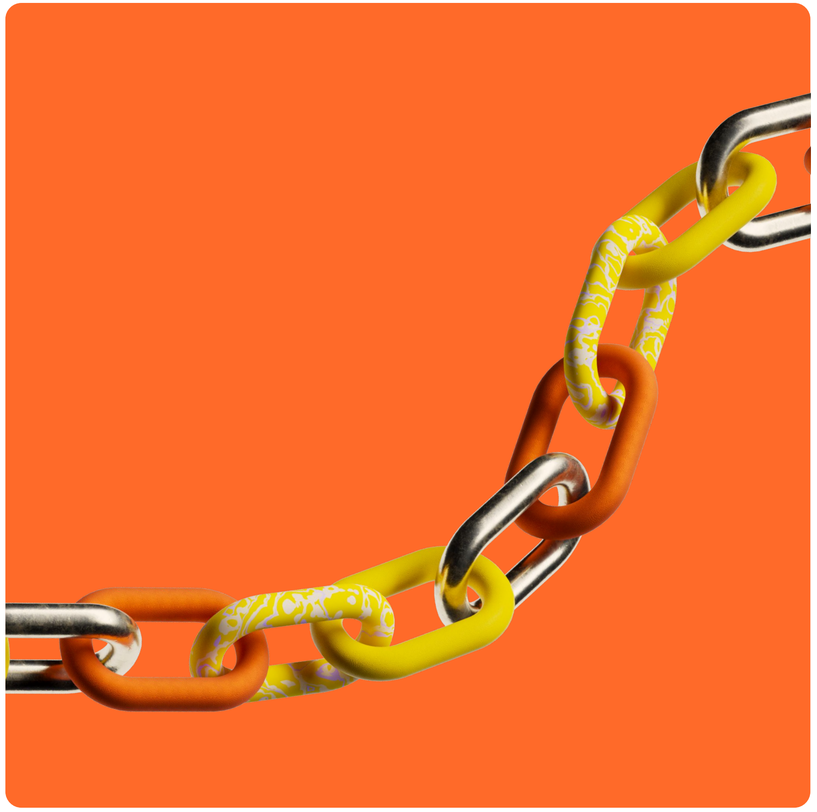


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07

Photography

Photography

The photography should maintain a warm, inviting feel through the use of rich, vibrant tones that are consistent with the brand's visual identity. Warm, diffused light should provide a natural glow, creating a sense of sunlight and capturing authentic, sun-filled moments of everyday life.



These images are part of an exploratory photoshoot and are intended solely to illustrate the creative direction. They should not be used across any external communication materials and are reserved for internal use within the brand guidelines.

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