Open Standard

Brand system

June 2026



Logo system

Brand icon
Use as a favicon, app icon, social avatar, or any small-format placement where the brand name is already established in context.

Brand wordmark
The primary brand signature. Use on websites, presentations, press materials, and anywhere you're introducing Open Standard for the first time and need full recognition.

Coin wordmark
Use when referencing the stablecoin product in editorial, marketing, or partner-facing contexts where clarity and formality matter.

Coin handle
Use in technical, developer, or financial contexts (exchange listings, blockchain explorers, API docs) where you're referring to the specific asset, especially in the context of other assets with ticker symbols being present.

Coin icon
For use as a shorthand in UI when the ticker name is represented as live text alongside.

Brand icon



Brand wordmark



Coin wordmark



Coin handle



Coin icon













Color

Burgundy 100
The core color for logos and backdrops for artwork.

Burgundy 200
A darker tone of burgundy specifically for text.

Burgundy 10
A 10% opacity of the lead color for use in vector artwork to create subtle backdrops.

Warm white
Serves as the main light background color.

Gradient
A rich gradient that brings vibrancy and energy to the vector illustrations.

Burgundy 100		
	HEX	390922
	RGB	57, 9, 34

Burgundy 200		
	HEX	250013
	RGB	37, 0, 19

Burgundy 10		
	HEX	390922
	RGB	57, 9, 34
	Opacity	10%

Warm white		
	HEX	F3E9E3
	RGB	243, 233, 227

Gradient		
	HEX	E500FF FFAA68 00FFFB
	RGB	229, 0, 255 255, 170, 104 0, 255, 251

Type

License
Our brand uses Season, a font designed by Displaay foundry.
Licensing details can be found at:

https://displaay.net/typeface/season

Season VF
Weight 650
Serif 75

Announcement

Introducing Open USD

Season VF
Sans Medium

Today we’re announcing Open USD, a new stablecoin designed to be open infrastructure for businesses moving money over the internet.

Stablecoins are being rapidly adopted for their speed, cost, and programmability, with transaction volumes approaching that of the ACH network.

Season VF
Weight 690
Serif 0

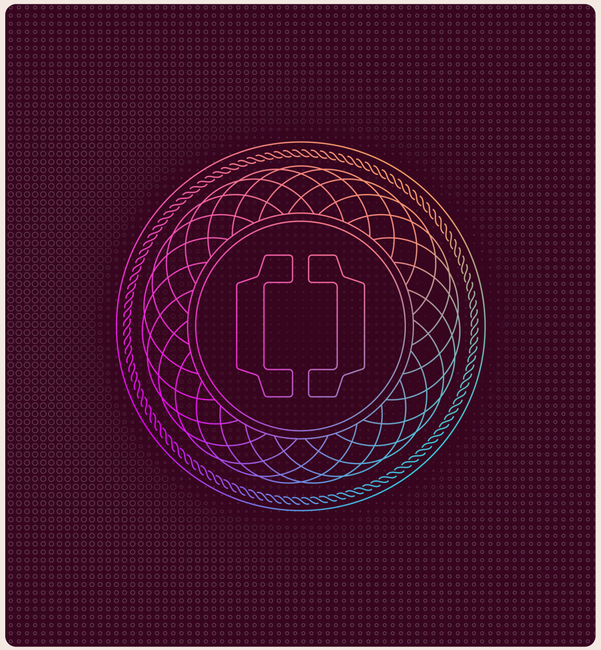
05

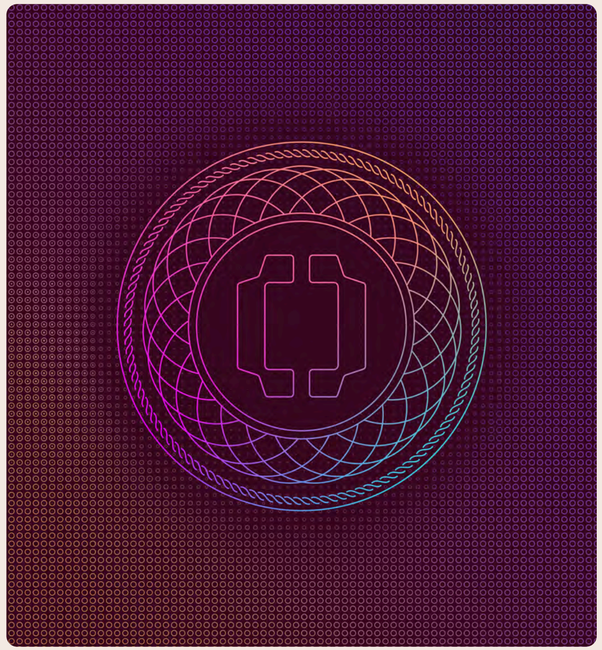
Collaborative management

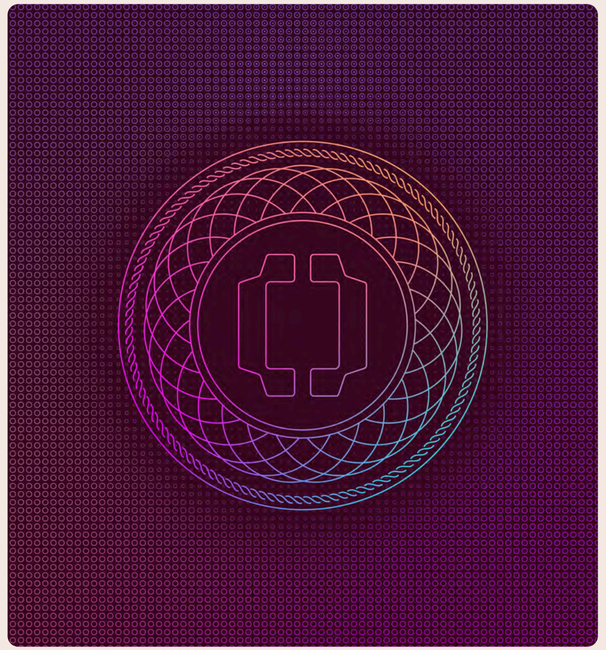
Graphics

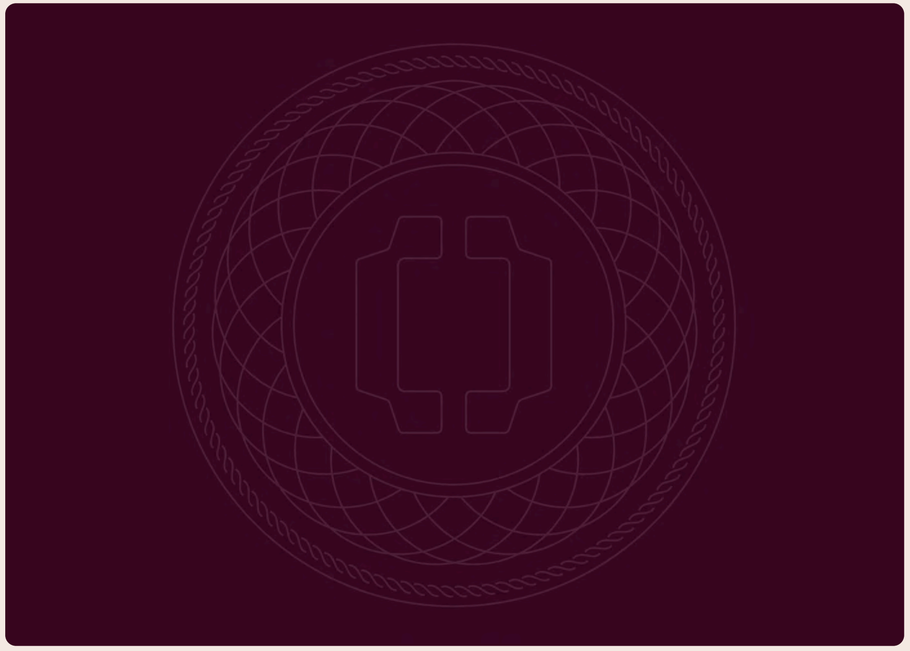
Coin
We use the following coin illustration to create a bit of dynamism in various brand touch points. This coin illustration can be used whole or cropped, depending on the circumstances. It can be used in its gradient form as well as flat, using our brand colors.

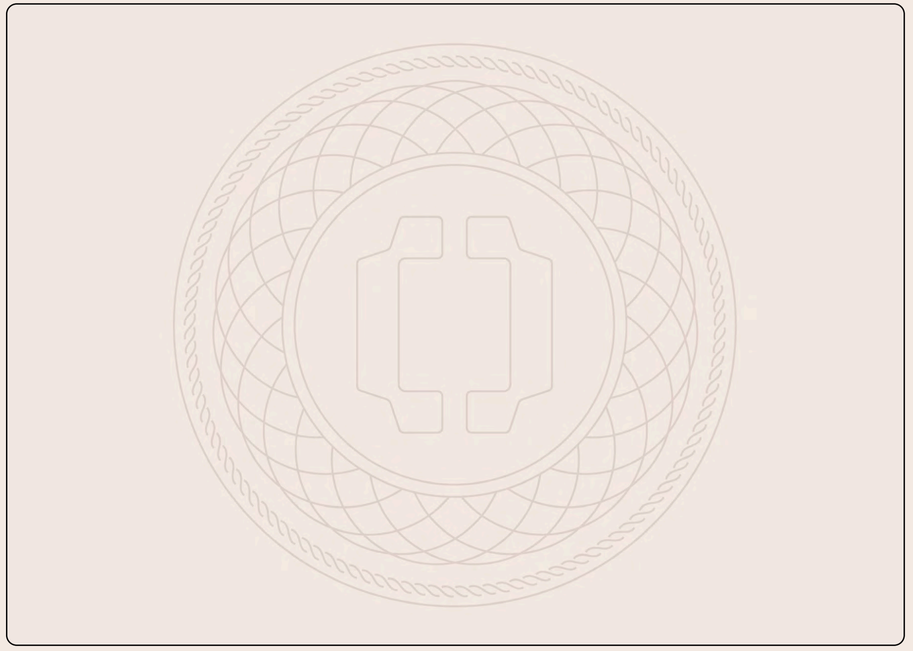
Texture
A patterned texture can be used in addition to the coin to create further depth. This texture is comprised of a number of circles varying in size, creating a slight embossing effect. The texture is not always required in order to use the coin as it can be used on flat colors.









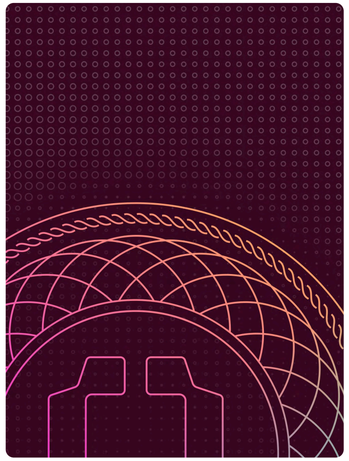


Cropping

Logic
The coin design can be cropped in a number of ways, but special care should be taken in making sure that its central bracket symbol is still partially read as such.

Gradient icon







Gradient icon

Open Standard

Partnerships

Spacing
We use a simple stroke to create our partnership lockups. The spacing between the Open Standard wordmark and said stroke is equivalent to an Open Standard “O” width, and should be reflected on the partner side of the lockup.

The partner logo can either be aligned to the baseline of the Open Standard wordmark or vertically to the separating stroke.

Please refer to our OS Partnerships Template for further context.

