



Visual Identity Guidelines

This brand book was designed to be a guide for the correct use of this brand and its corresponding elements as designed and layout across the following pages.

A correct use of the brand and its satellite elements assure us a coherent branded experience across different communication channels and visual applications.

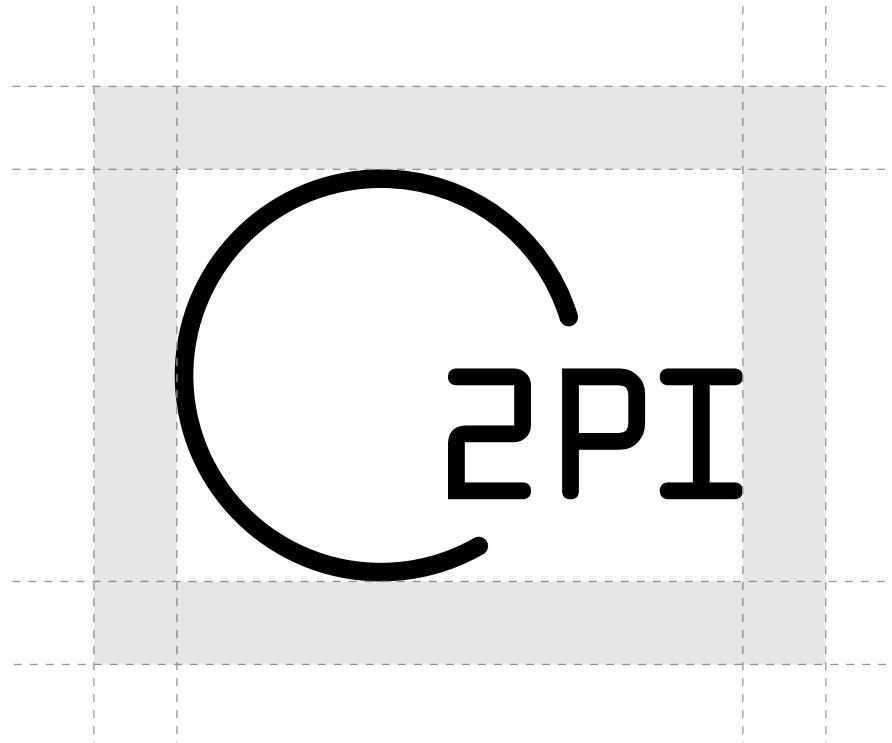


Our brand has a strong personality and voice as seen in its straightforward and concise design approach. This approach makes it easy to understand to the viewer's eye and generates a strong positive impression on the viewer's mind as well.

A balanced logotype that in part represents the pi coefficient which, as we all know, is the geometric relation between a circumference's longitude and its diameter.

We also wanted to illustrate a planet, as to tie in the concept of how our organization is a “non-conventional” groundbreaking entity that makes it out of this planet.

CLEARSPACE



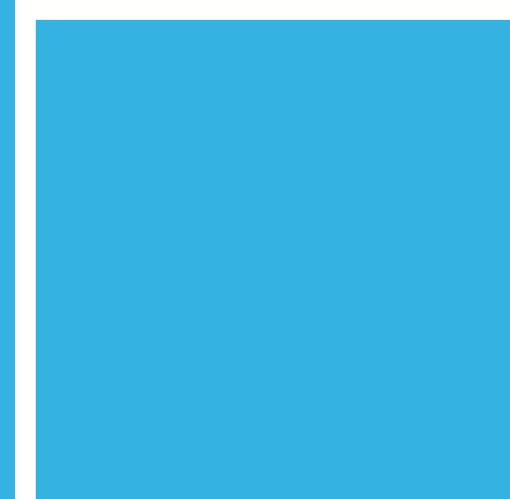
The logo should always have a whitespace around it to aid in its legibility and whatever channel it's been used.

COLOR PALETTE

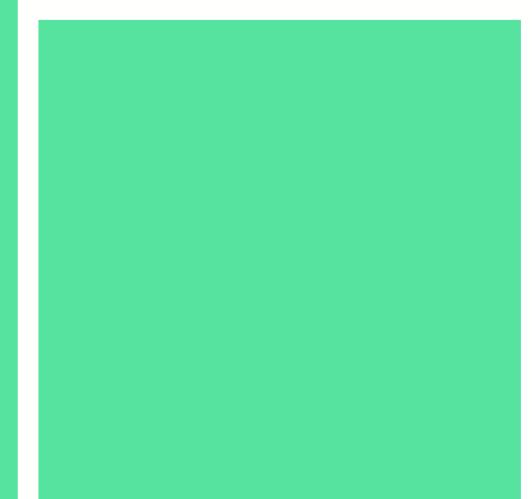
Primary



Tether
#2B79E0



Ethereum
#34B2E2



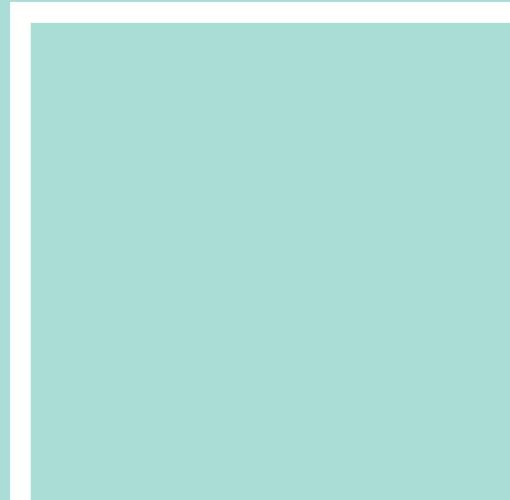
Ripple
#56E39F

COLOR PALETTE

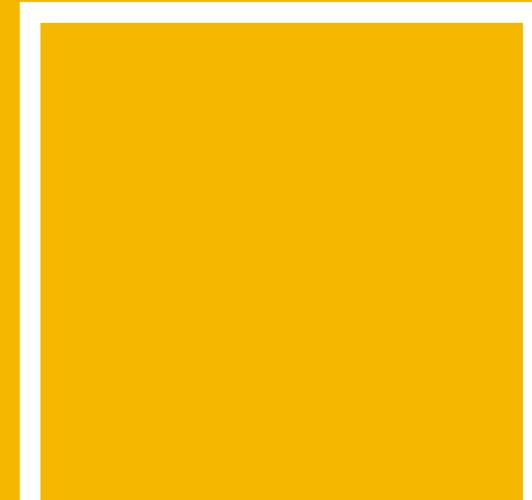
Secondary



Cardano
#212738



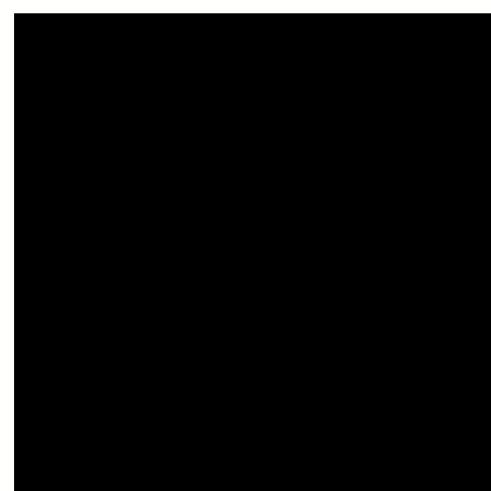
Polkadot
#A9DDDE



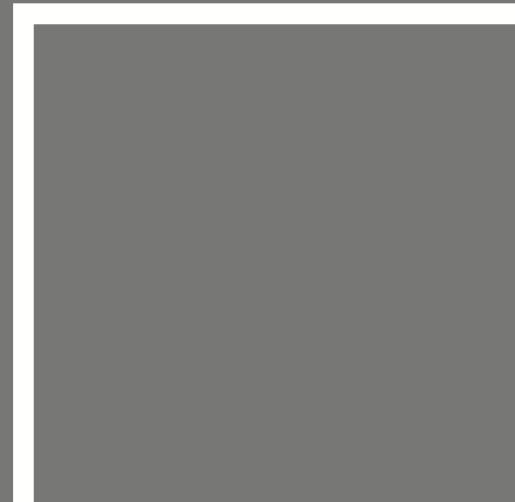
Solana
#F5B700

COLOR PALETTE

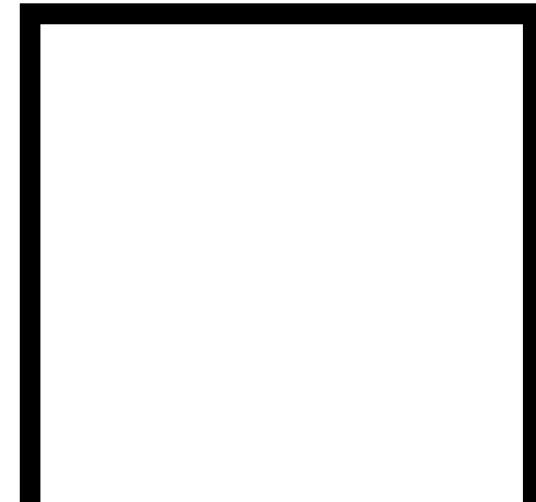
Neutral



Black
#000000



Grey
#777776

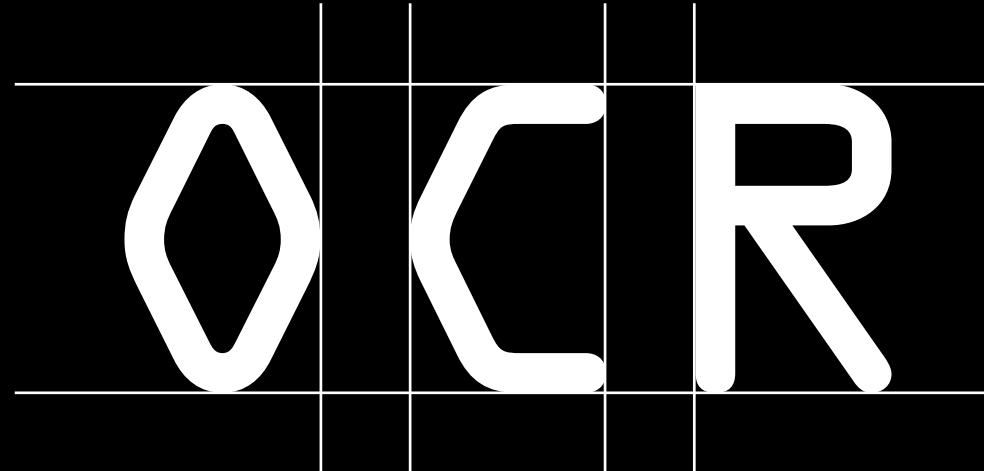


White
#FFFFFF

TYPOGRAPHY

Primary

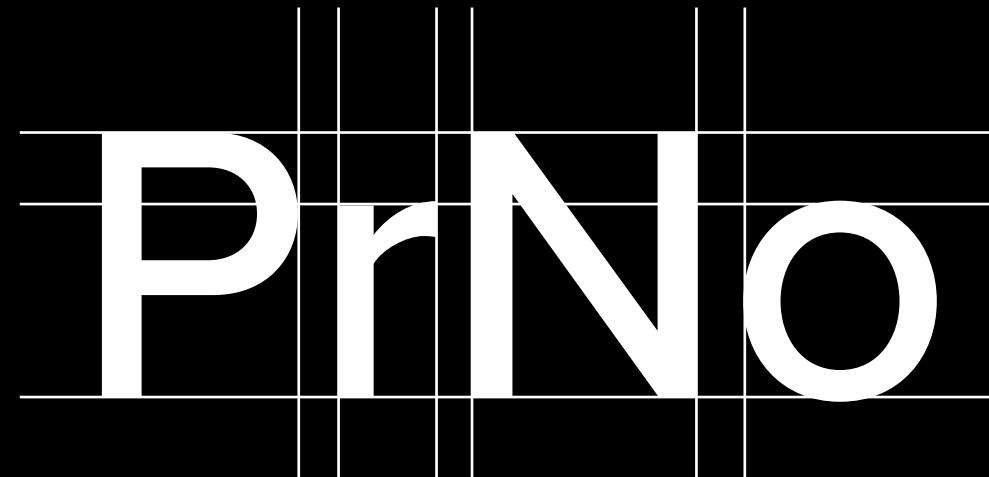
OCR A Std



ONLY USED IN HEADINGS

TYPOGRAPHY
Secondary

Proxima Nova



For longer text copy, recommended
to be used always in its regular variant.

EXAMPLE

Connect 2PI your financial accounts to DeFi



We connect your US dollars via regulated partners into USDC, a digital stablecoin, and supplies them to the 2PI to generate secure high yield interest via APIs.

BRANDING IN TEXTS

Please always be consistent with the 2PI wording. Both its “P” and “I” characters should always be uppercased.

-  **2PI**
-  **2pl**
-  **2Pi**
-  **2pi**

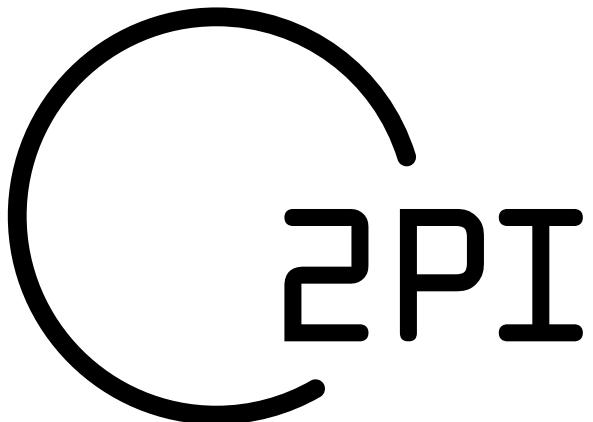


 **2PI** connects your US Dollars via regulated partners into USDC, a digital dollar stablecoin, and supplies them to the 2PI protocol to generate secure high yield interest via APIs.



2PI connects your US Dollars via regulated partners into USDC, a digital dollar stablecoin, and supplies them to the 2PI protocol to generate secure high yield interest via APIs.

COLOR BRAND USAGE



If the logo is applied to a white background, the right color for the logo should be black (#000000).

As a rule of thumb, it is preferred that the logo is always used on a dark background. This will allow a higher contrast and consequently generate a strong branded moment.

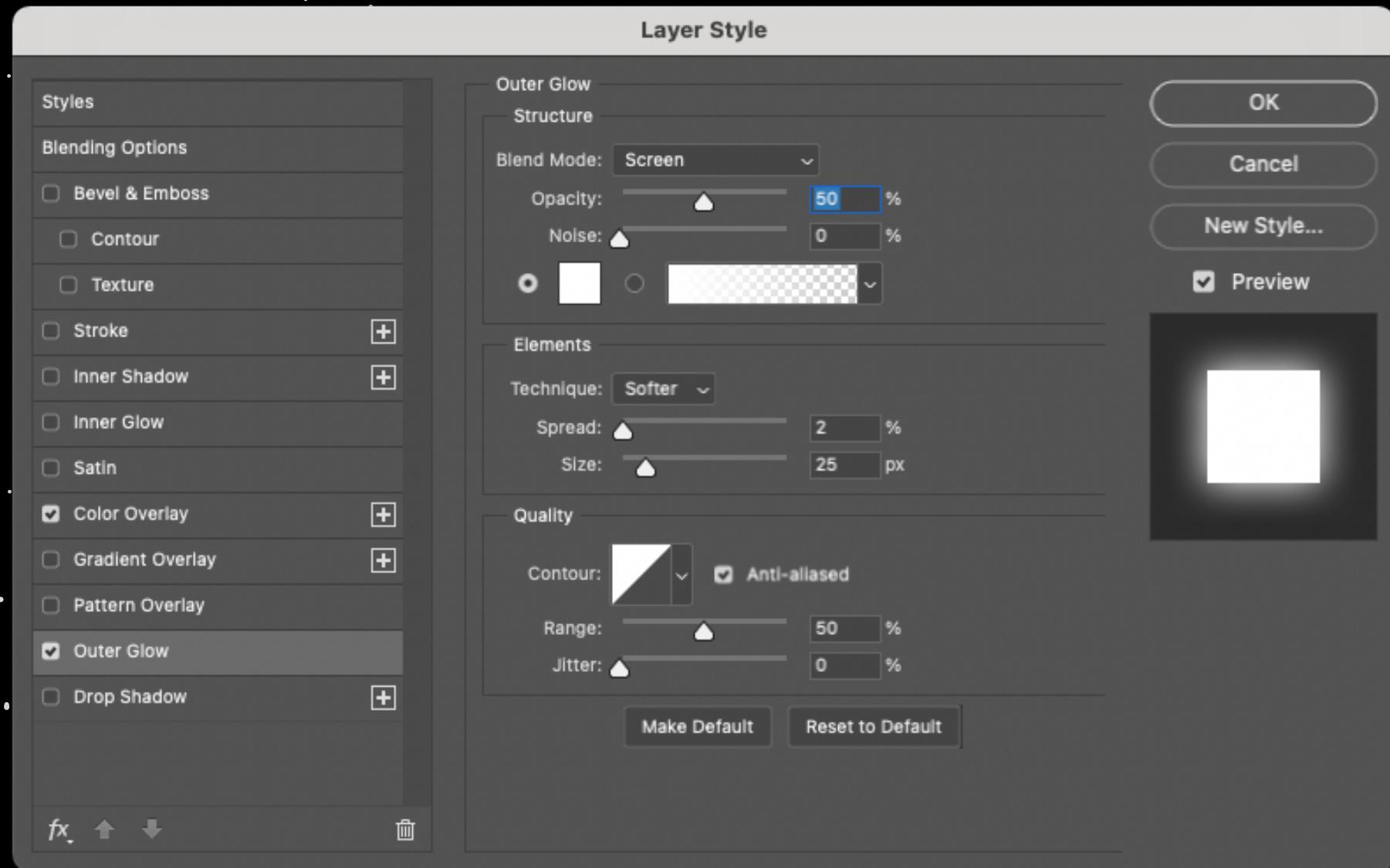
Since most channels where the logo will be used are digital, there shouldn't be any major issues in using dark backgrounds whenever possible.

COLOR BRAND USAGE



If the logo is used on dark backgrounds (images or textures), a neon effect can be applied. In Photoshop the Outer Glow effect can be used in the Layer Styles options. See next page for details.

COLOR BRAND USAGE



These guidelines should always be used with the highest care and in a coherent way to ensure a good brand performance, bringing up our values and the essence of the brand to our potential customers in a solid way.

If you need it, this brand guide may be updated to add new applications of the brand and its elements.



i THANKS!