

AMBIRE

Brand Book & Guidelines

VERSION 2.0 | SEPTEMBER 2023

The Ambire Brand Book

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This brand book instructs the consistent manner in which all strategic and visual elements of the Ambire brand will be employed by the branding, marketing and communications departments or by its partners.

It is recommended that only the original corresponding files for graphic reproduction be used.

The editable design files can be obtained from the Ambire Marketing department.

Introduction

Ambire is an innovator, introducing a new brand breed, at the genesis of a technological shift in human history: bridging blockchain, digital services and a new ethos and ideology, it proposes and delivers outstanding output in every category it operates in.

On the forefront of the blockchain disruption movement, Ambire is spearheading new-tech, customer-oriented solutions, providing best-in-class experiences to its customers and users, as well as its partners and collaborators.

Table Of Contents

CHAPTER 1

	Page
Brand fundamentals	5
1.1 The Ambire Verbal Identity	6
1.2 The Ambire Brand Territory	7
1.3 The Ambire Brand Values	8
1.4 The Ambire Brand Architecture	9

CHAPTER 2

	Page
Visual Identity	10
2.1 Brand Signatures	11
2.2 Visual Platform	17

CHAPTER 3

	Page
Brand Communications	23
3.1 Digital applications	24
3.2 Stationary	30
3.3 Merchandise	40

Chapter 1

Brand Fundamentals

- 1.1 The Ambire Verbal Identity
- 1.2 The Ambire Brand Territory
- 1.3 The Ambire Brand Values
- 1.4 The Ambire Brand architecture

1.1 Verbal Identity

The word 'ambire' comes from Latin and is still used in Italian today as a verb, its meaning being 'to aspire, to yearn, to want ardently'. It conveys both a commitment to a vision of excellence and a promise to always pursue that vision with fervor.

The Ambire verbal identity pronunciation is English-derived, hence the phonetic translation is:

- ['æmbaɪə]
 - ['æmbaɪər] (us)
- (akin to that of 'empire').

1.2 The Ambire brand Territory

The Ambire brand lives in the blockchain tech industry, developing projects in categories inside this large, overarching domain:

- In the Web3 tools and infrastructure category, Ambire's flagship product - Ambire Wallet is a self-custody account abstraction wallet focused on security and crypto UX. With an interface that is easy to use and familiar, it makes navigating the world of Web3 a smooth and pleasant experience for both veterans and newcomers in the crypto ecosystem.
- In the Web3 adtech category, Ambire AdEx proposes a comprehensive and transparent advertising platform, leveraging scaling solutions and payment channels. Set on a mission to support the expansion of the Web3 ecosystem by providing a bridge between Web3 companies and the upcoming billion users ready to join the crypto space and embrace the power of decentralized products.

Ambire is poised to become a cross-category leader by integrating its advertising platform, as well as other solutions, with its flagship wallet product.

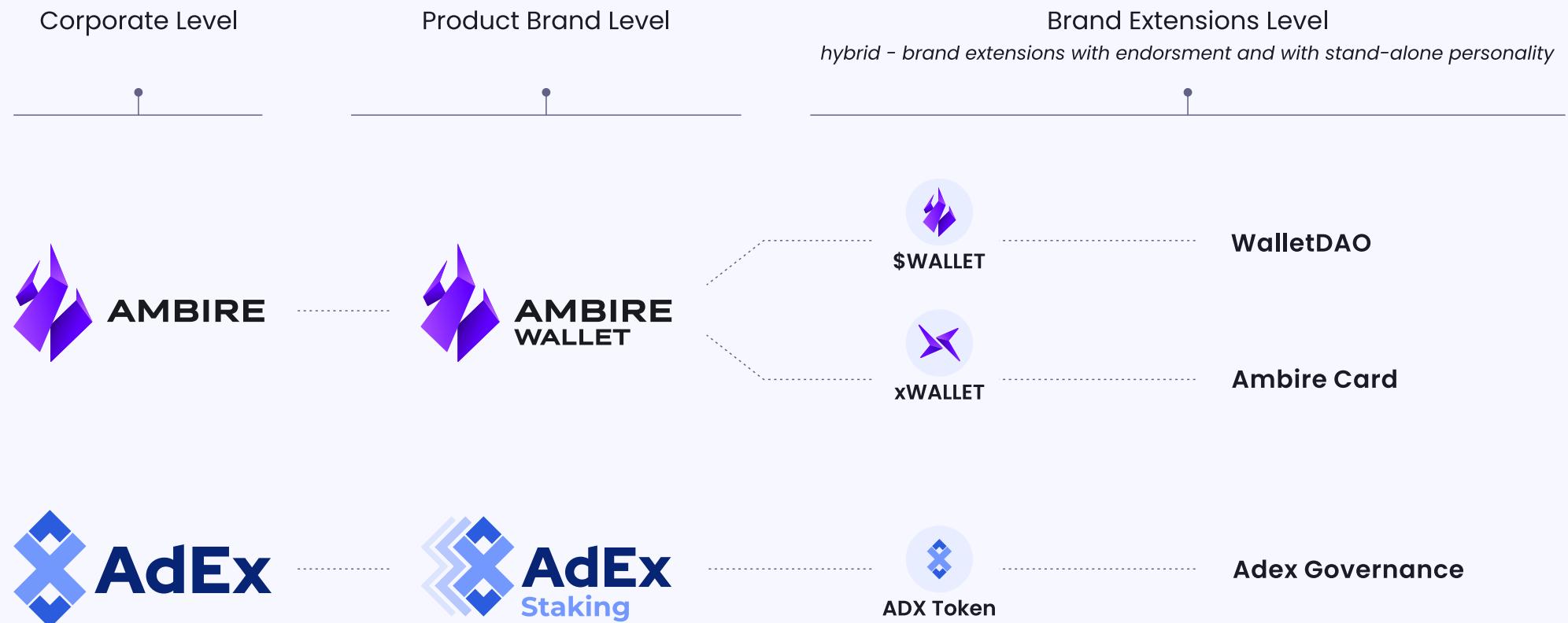
1.3 Ambire Brand Values



1.4

The Ambire Brand Architecture

The Ambire brand architecture is monolithic (branded house). As the company went through a rebranding in late 2021, there are still legacy brand extensions that bear witness to the previous identity, hence creating a hybrid architecture at brand-extension level.



Chapter 2

Visual Identity

2.1 Brand Signature

- 2.1.1 Main Logo
- 2.1.2 Proportions & Safe Area
- 2.1.3 Color Palette
- 2.1.4 Color Combinations
- 2.1.5 Interdictions

2.2 Visual Platform

- 2.2.1 Typography
- 2.2.2 Font Hierarchy
- 2.2.3 Backgrounds

2.1.1 Main Logo

Visual Identity

Ambire Brand

Used in a repeated and consistent way as a graphic signature, the logo helps the brand be quickly and easily recognized while successfully communicating its attributes.

The Ambire logo is formed by the association of two elements:

- the Ambire Symbol as a modern, stylized interpretation of a burning flame composed by three intertwining beams, representing the triple-promise of the brand: innovation in technology, care and attention towards users and customers, and responsibility — together illustrating the unquenchable thirst for exploration and knowledge through the metaphor of fire.
- the clear and modern Ambire Wordmark, which is set in bold sans-serif capital letters and is designed to stay readable even at small sizes, in both print and screen.



2.1.2 Visual Identity Proportions & Save Area

PROPORTIONS

The Ambire brand logo consists of a symbol and a logotype. It has exact proportions and cannot be modified. The symbol is exactly half the length of the logotype and cannot be increased depending on the shape.

SAFE AREA

In order to ensure the correct visual perception of the logo, it is necessary to leave sufficient distance to all side elements or to the end of the form on which it is located. No element should violate the boundaries of the protected area.

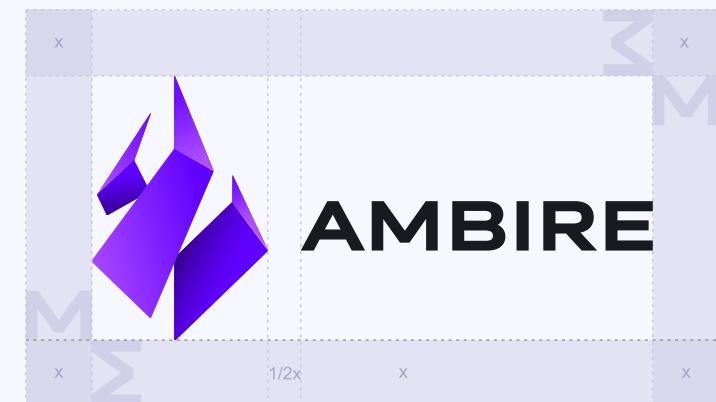
White space

The logo should always be displayed with the minimum blank space around it. It is important to keep it free of any graphic images, presentations, identifications and photos.



Visual Identity

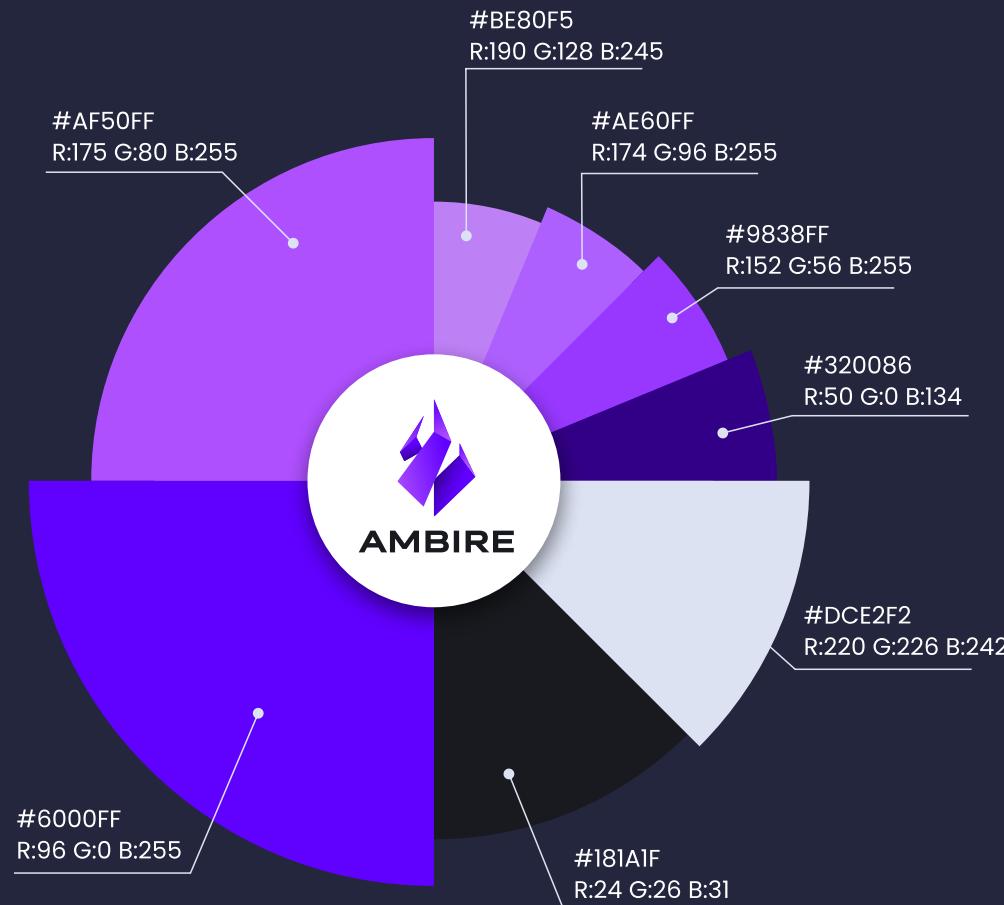
Ambire Brand



2.1.3 Color Palette

Visual Identity

Ambire Brand



2.1.4 Visual Identity Color Combinations



monochrome •-----

simplified •-----



Ambire Brand

2.1.5 Visual Identity

Ambire Brand

The following modifications to the corporate logo, symbol and logotype are strictly prohibited and should not be applied.

DO NOT!

- ✗ 1. Change the brand colors
- ✗ 2. Change the font of the logotype.
- ✗ 3. Add visual effects.
- ✗ 4. Stretch the corporate symbol in all directions.
- ✗ 5. Change the distance between the symbol and the logotype.
- ✗ 6. Change the save area around the logo.
- ✗ 7. Make a texture pattern from the logo.
- ✗ 8. Place the logo on an active background.
- ✗ 9. The logo cannot be used as part of a sentence. The correct way is to write it in words in a text.



The logo  AMBIRE can not be used as part of a sentence



AMBIRE

2.2.1 Visual Identity Typography

Ambire Brand

The AMBIRE brand has 1 corporate font - Poppins. It should be used consistently in any brand communication (corporate presentations and promotional materials).

When the use of the basic corporate font is not possible or in a need of a language different than english, the use of an alternative one - Montserrat - is allowed.

Fallback Font - Arial.

MAIN FONT

Poppins

Aa Aa Aa Aa Aa Aa Aa Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

01234567890
=~!@#\$%^&*(){}[];,:<>?,./

ALTERNATIVE FONT

Montserrat

Aa Aa Aa Aa Aa Aa Aa Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890
=~!@#\$%^&*(){}[];,:<>?,./

Proper use of corporate fonts helps to recognize the brand in all means of communication. Fonts should be used as follows:

a Title – **Poppins Extra Bold**

They are written with the first capital letter and can be in one of the main colors.

b Subtitle

Poppins Regular

c Main Body Text

Poppins Regular with 85,0% line spacing.

- d** When it is necessary to emphasize a part of the text, **Poppins Bold** is used.

e Additional text (explanations, notes, etc.)

Poppins Regular Italic with 70% line spacing

Additional color and a smaller font size can be used for these texts.

This Is Header

b Lorem ipsum dolor sit amet

c Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam a elit gravida orci facilisis mollis non ut nisi. Vivamus sed leo facilisis, maximus sapien vitae, vehicula arcu. Pellentesque et tincidunt ipsum, sit amet fermentum sem. Mauris rutrum nibh ex, quis venenatis felis sagittis quis. **Ut maximus pellentesque lorem, sed vulputate purus**

d **pellentesque lorem, sed vulputate purus ultrices ac. Sed convallis rhoncus nisl, sed pellentesque felis pharetra vel.** Integer at justo facilisis elit vehicula vulputate. Pellentesque a pharetra urna.

e Ut ultrices
pellentesque eros
sed faucibus.
Praesent ac
molestie velit. In a
ex enim. Nulla
luctus nisl leo, eu
eleifend dolor
finibus a. Nunc at
ultrices massa.

Ut ultrices
pellentesque eros
sed faucibus.
Praesent ac
molestie velit. In a
ex enim. Nulla
luctus nisl leo, eu
eleifend dolor
finibus a. Nunc at
ultrices massa.

U t u l t r i c e s
p e l l e n t e s q u e e r o s
s e d f a u c i b u s .
P r a e s e n t a c
m o l e s t i e v e l i t . I n a
e x e n i m . N u l l a
l u c t u s n i s l l e o , e u
e l e i f e n d d o l o r
f i n i b u s a . N u n c a t
u l t r i c e s m a s s a .

2.2.3 Backgrounds

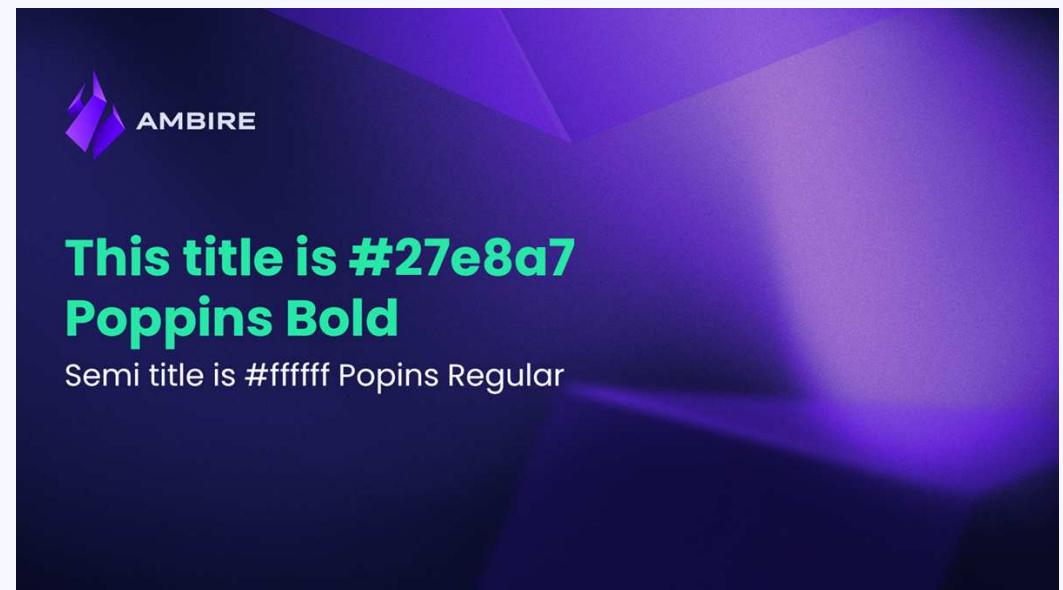
EDUCATIONAL BACKGROUNDS

Sample ad image



Visual Identity

Ambire Brand

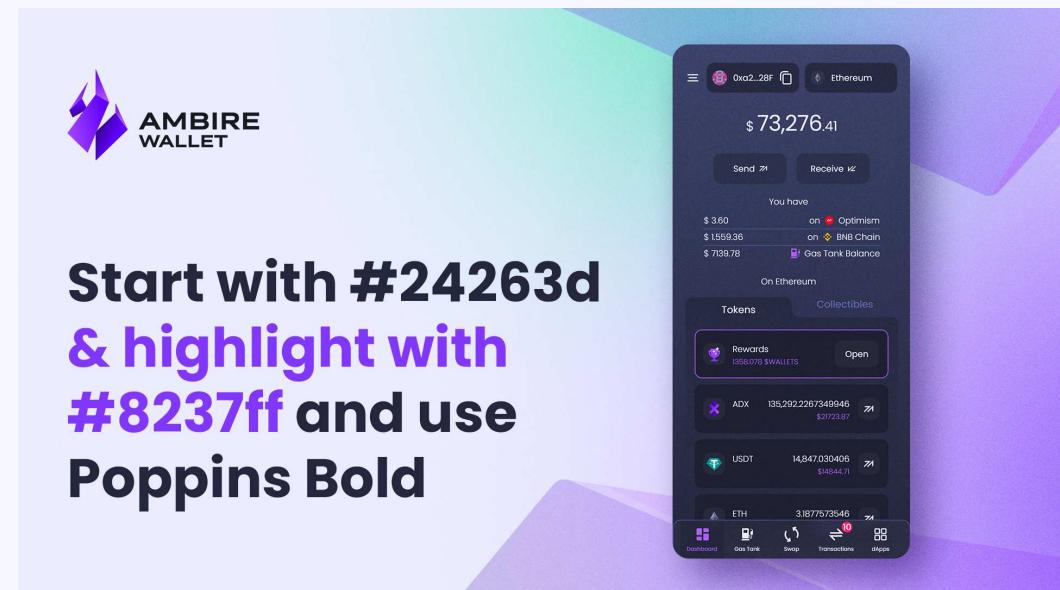


2.2.3 Visual Identity

Backgrounds

PRODUCT UPDATES

Sample ad image



Ambire Brand

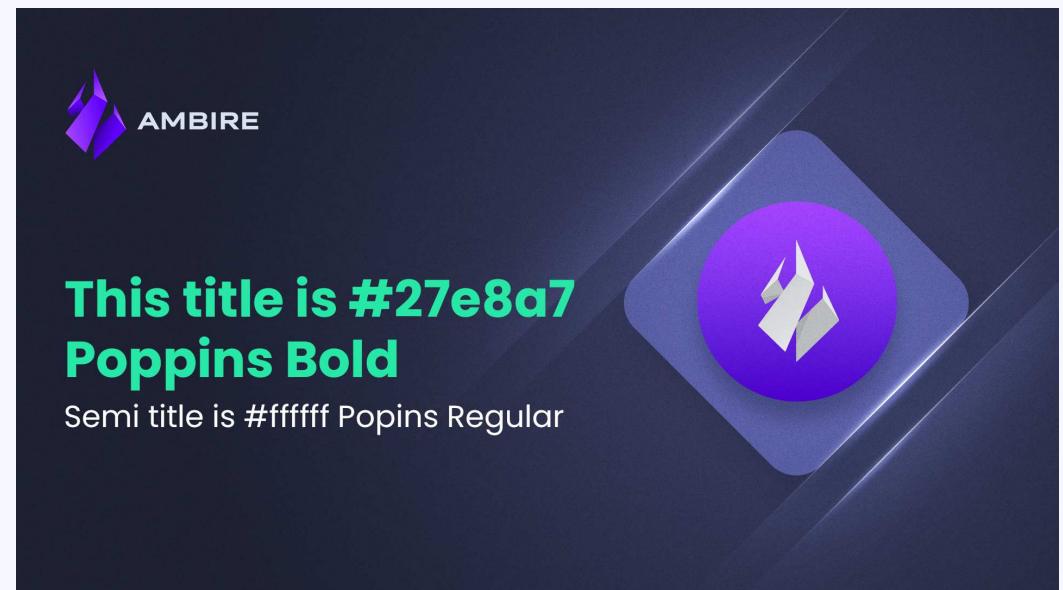
2.2.3 Backgrounds

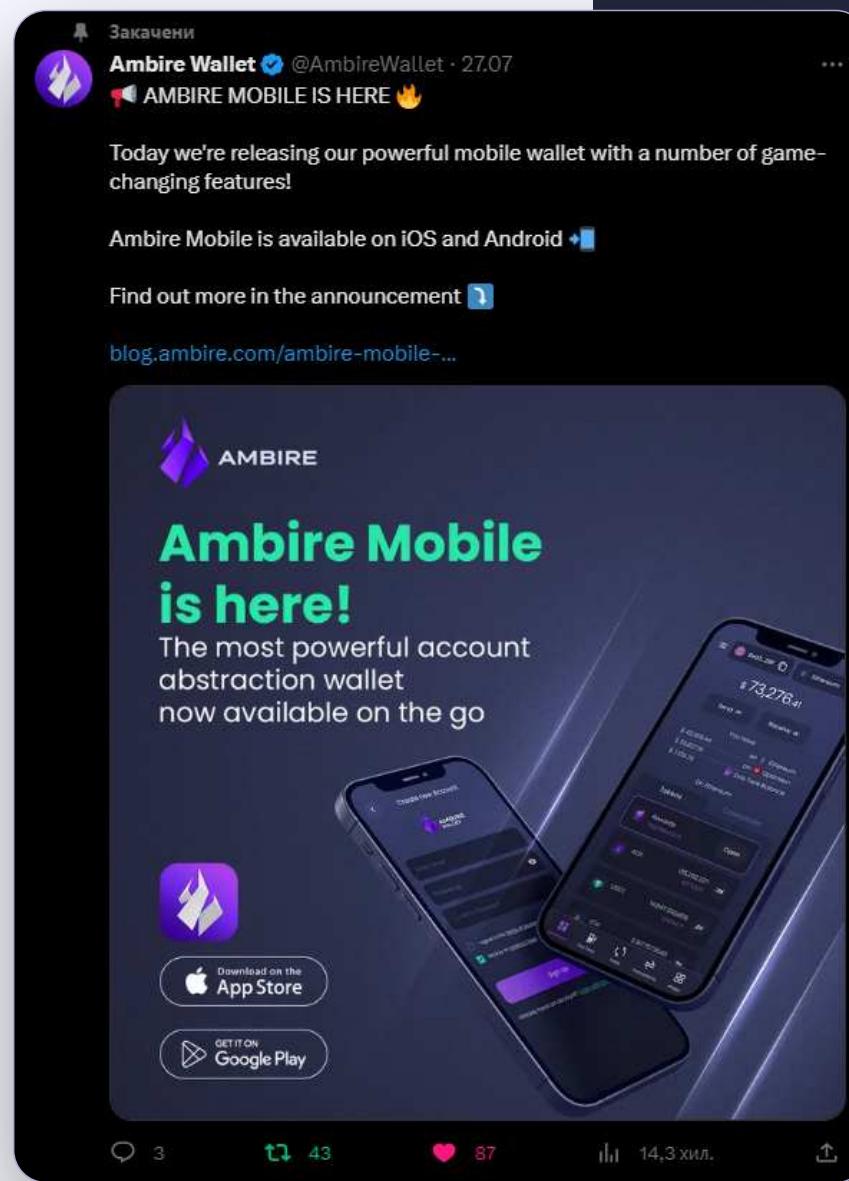
Visual Identity

Ambire Brand

PROMOTIONAL BACKGROUND

Sample ad image





Chapter 3

Brand communications

3.1. Digital applications

3.1.1. Website Look & Feel

3.1.2. Mobile app

3.1.3. Extension

3.2. Stationaries

3.2.1. Business cards

3.2.2. Blank paper

3.2.3. Folder

3.2.4. Email signature

3.2.5. Power Point presentation

3.2.6. Roll up banner

3.3. Merchandise



Any use, not addressed in the presented here guidelines, must receive special approval and be submitted for review.

3.1.1 Brand Communication

Digital Applications

WEB APP

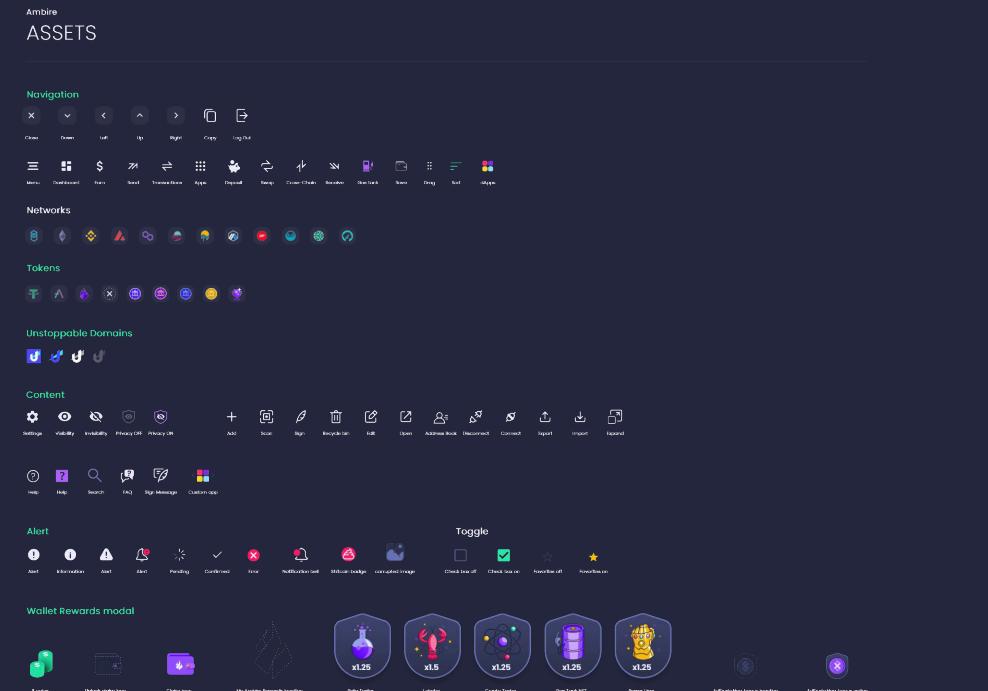
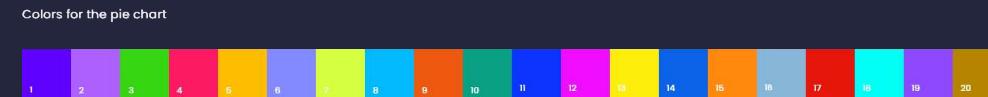
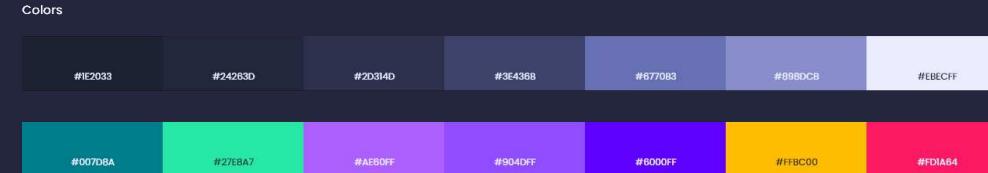


Brand Communication

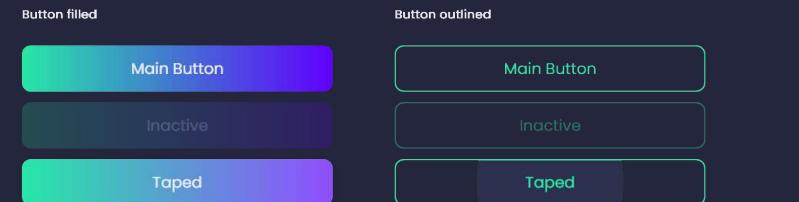
Ambire Brand

3.1.1 Brand Communication

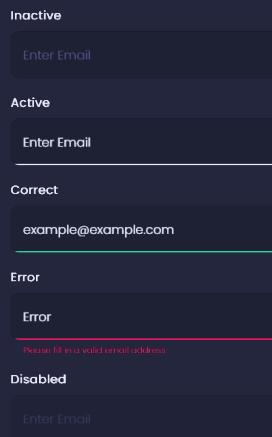
Digital Applications



Ambire BUTTONS



Ambire TEXT FIELDS



Ambire TYPOGRAPHY

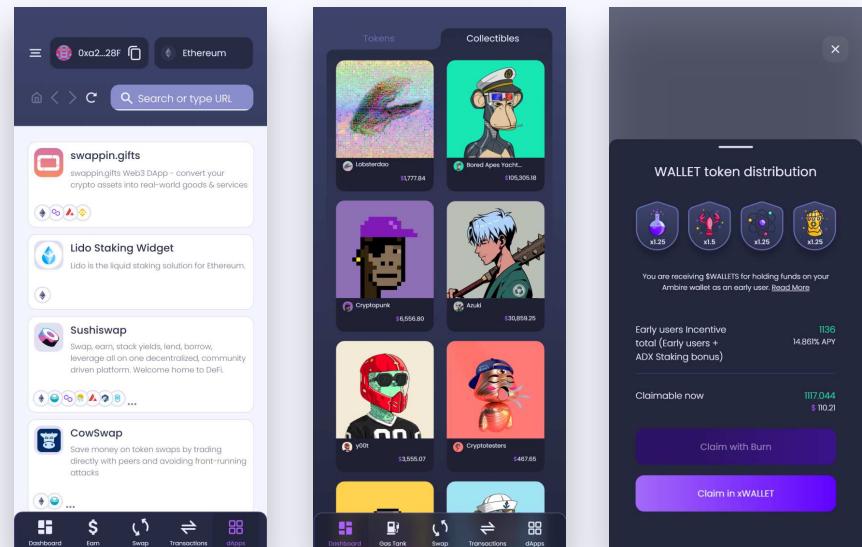
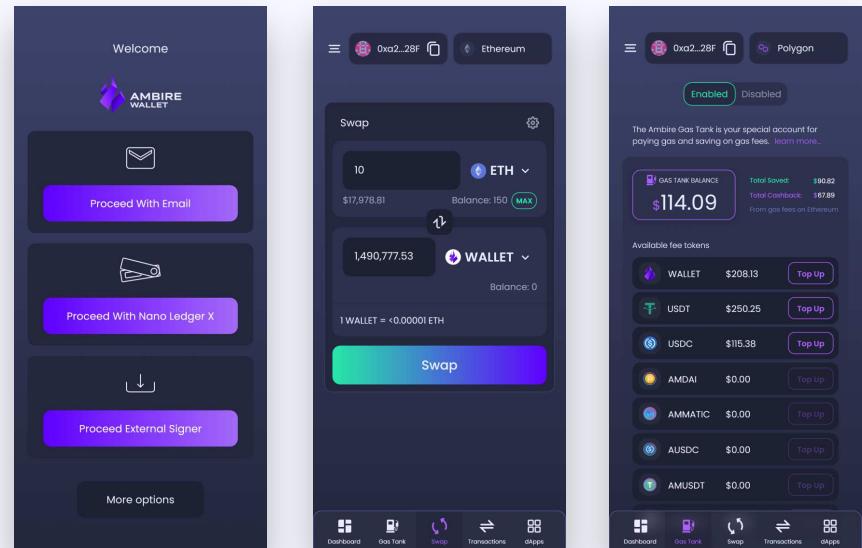
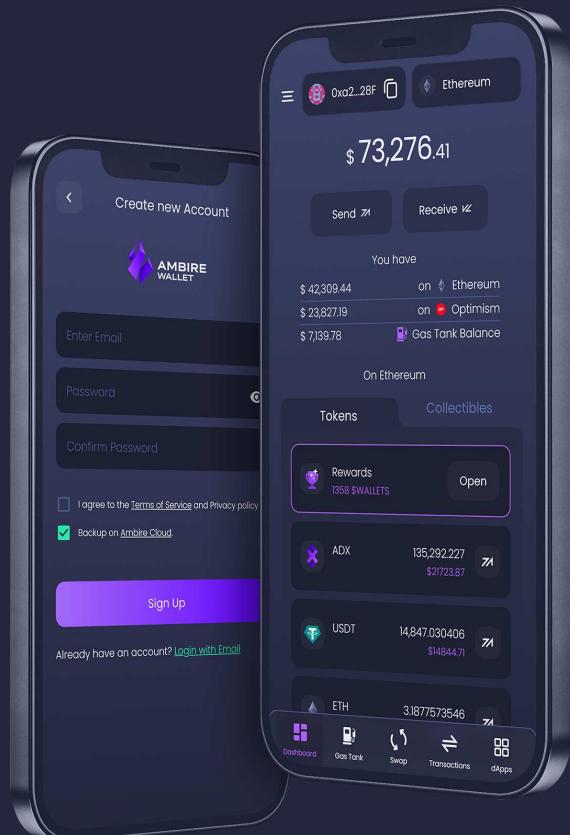
Balance1	Balance1/Poppins Regular/30px
Balance2	Balance2/Poppins Regular/25px
Title Regular	TitleRegular/Poppins Regular/25px
Network	NetworkName/Poppins Regular/18px
Text Field	TextField/Poppins Regular/16px
Button 1	Button1/Poppins Light/16px
Button 2	Button2/Poppins Regular/14px
Text Regular	TextRegular/Poppins Light/14px
Text Small	TextSmall/Poppins Regular/12px

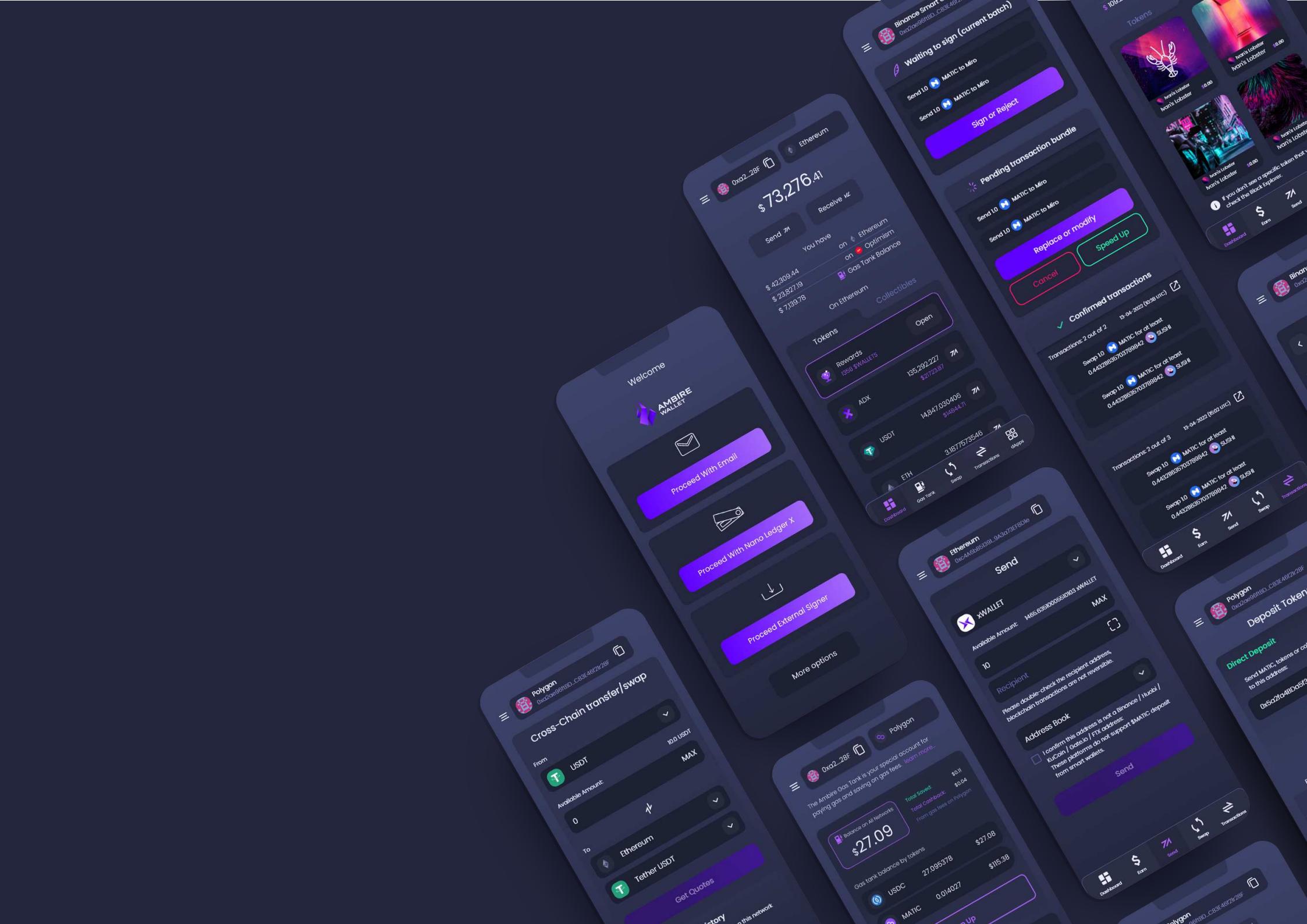
3.1.2 Digital Applications

Brand Communication

Ambire Brand

MOBILE APP





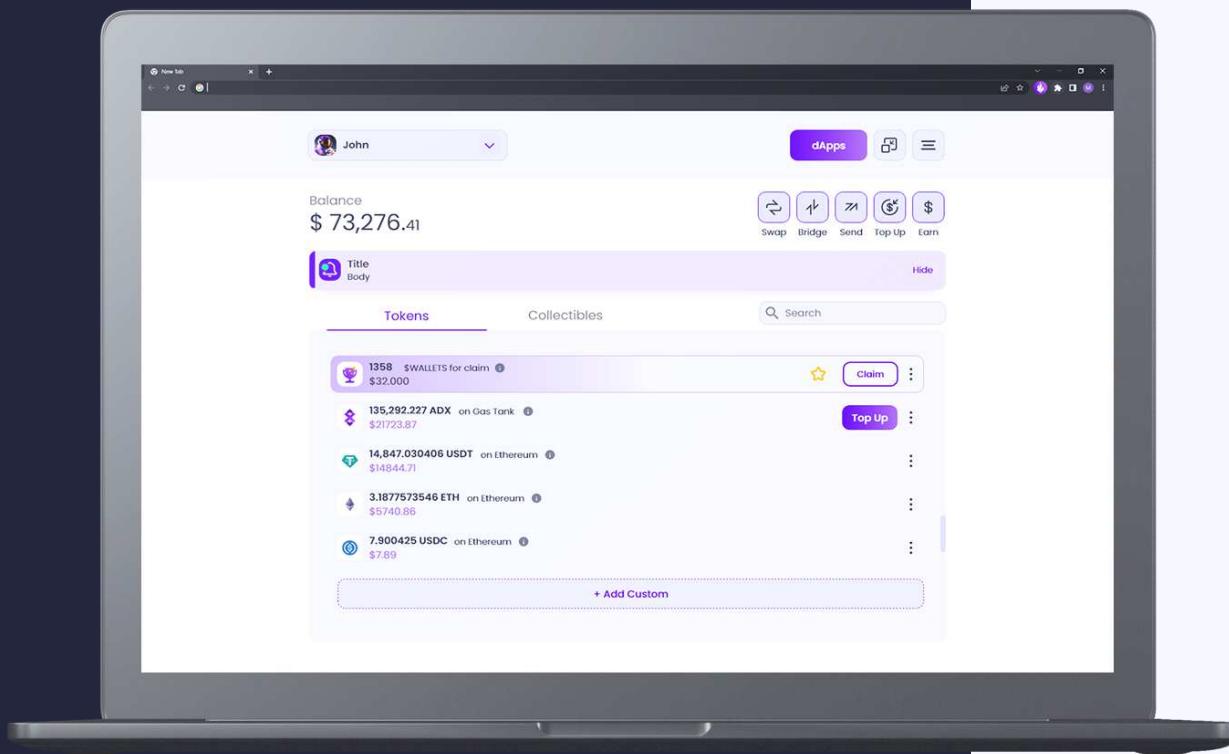
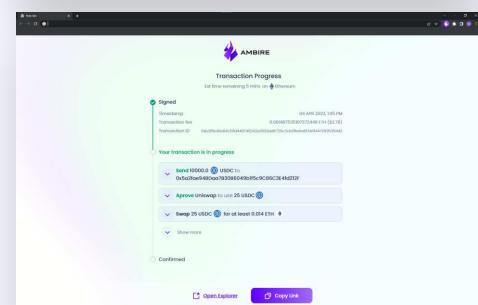
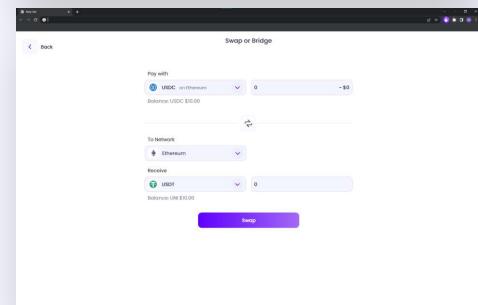
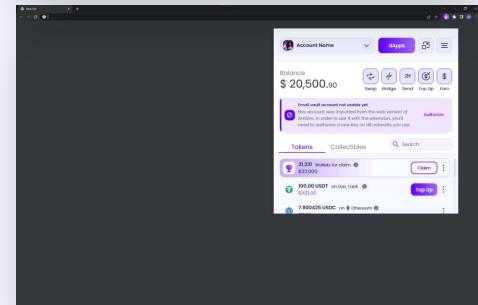
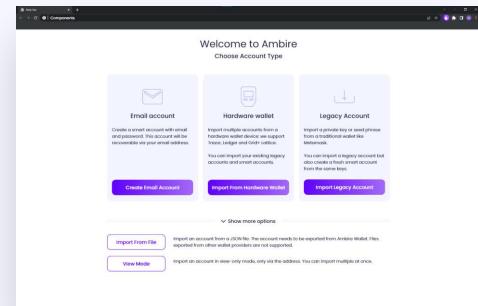
3.1.3

Digital Applications

EXTENSION

Brand Communication

Ambire Brand



3.1.3 Digital Applications

Brand Communication

Ambire Brand

Typography extension Ambire Wallet

Poppins Medium – 64pt – H1

H1

Poppins Medium – 20pt – H2

H2

H3/Input Poppins Medium – 16pt – H3/Input

Card Poppins SemiBold – 16pt – card

Button Poppins Medium – 16pt – button

Body big Poppins Regular – 16pt – body big

Body small Poppins Regular – 14pt body small

Body small text Poppins Regular – 12pt – small text

Buttons

active

Primary Button

active

Secondary Button

Tertiary Button

active

Reject Button

Inputs

default

Enter Email

hovered

Primary Button

hovered

Secondary Button

hovered

Reject Button

tapped

Primary Button

tapped

Secondary Button

tapped

Reject Button

inactive

Primary Button

inactive

Secondary Button

Add Custom

Add Custom

correct

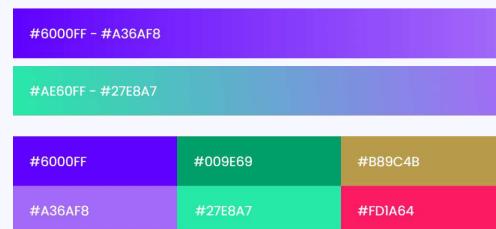
example@example.com

incorrect

Please fill in a valid email address

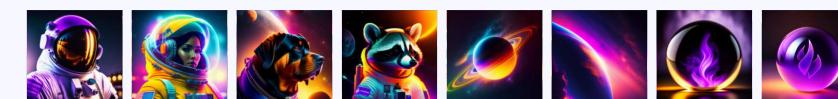
blabla

Colors extension Ambire Wallet



#FFFFFF	#F7F8FF	#B6B9FF	#6770B3	#2D314D
35%		#6770B3	#2D314D	80%
#B6B9FF		#2D314D	65%	15%

Icons extension Ambire Wallet



Wallets to claim

Airdrop

Denied badge

Blocked badge

Confirmed badge

Toggle/Switch

Checkbox

Radio button

Visibility

Accounts

Networks

Transaction History

Ambire Key Store

Connected Dapps

Settings

Address book

Custom Tokens

Email Vault

Wallet Rewards

Kebab menu

Help Center

Report an Issue

Twitter

Wallet

Earnings

AdEx staking bonus

Remove

Pin

Maximize

Calendar

Hamburger menu

Ethereum

Info

Telegram

Discord

ToS

3.2 Stationaries

Brand Communication

ⓘ

Any use, not addressed in the presented here guidelines, must receive special approval and be submitted for review.

Ambire Brand



3.2.1 Stationaries

Brand Communication

Ambire Brand

Business cards

a Vertical logo in monochrome

b Font: **Poppins (SemiBold)**

Size: 16 pt.

c Font: Poppins (Regular) (UPPERCASE)

Size: 9 pt.

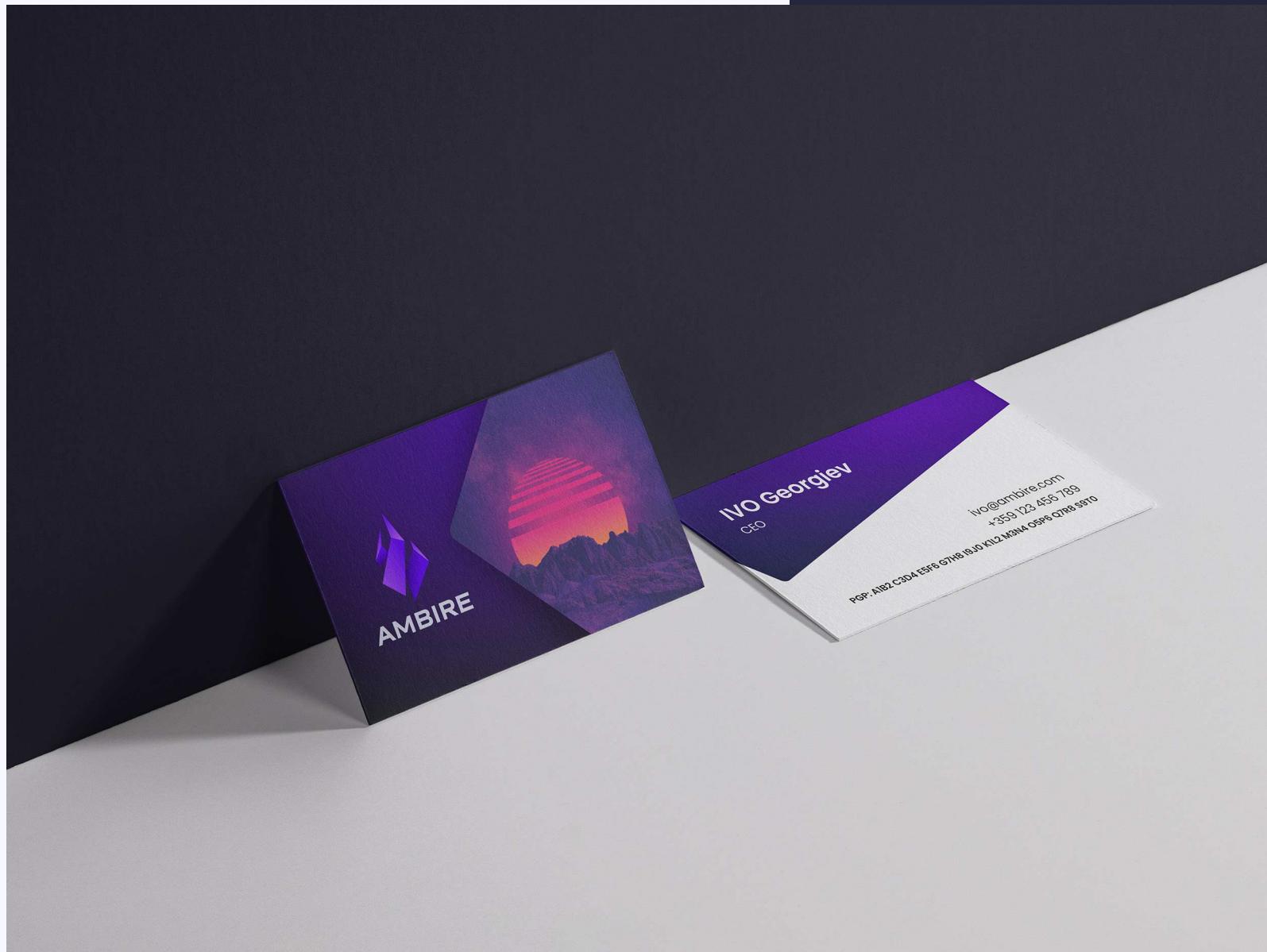
d Font: Poppins (Regular)

Size: 9 pt.

e Font: **Poppins (SemiBold)**

Size: 7 pt.





3.2.2 Stationaries

Brand Communication

Ambire Brand

Blank Paper

a Horizontal logo in main colors

b H1: **Poppins (ExtraBold)**

Size: 24 pt.

c H2: Poppins (Regular)

Size: 16 pt.

d H3: **Poppins (SemiBold)**

Size: 14 pt.

e Body: Poppins(Regular/Bold)

Size: 11 pt.

f Font: **Poppins (Bold)**

Size: 9 pt.

g Font: Poppins (Regular)

Size: 9 pt.

h Folding line



b **Ambire Wallet: Whitepaper**

c Ambire Wallet is a next-generation Web3 wallet focused on DeFi and the EVM ecosystem.

d **Intro**

e This document explains the common user experience issues of Ethereum/EVM wallets, and how smart contract (account abstraction) wallets and in particular [Ambire](<https://www.ambire.com/>) Wallet solve most of them.

f It requires some level of prior knowledge of the Ethereum ecosystem and cryptocurrencies.

g Throughout this document, when we say Ethereum, we mean the broad EVM ecosystem including all EVM chains like Polygon, Arbitrum, Optimism, Avalanche, Fantom, BSC, etc.

h **Ethereum wallets have a tough problem to solve**

i The Ethereum and EVM ecosystem has always been particularly challenging to build a wallet for, due to a few underlying characteristics that ultimately lead to user inconveniences, due to leaky abstractions (complexity "leaking" to the UX layer):

j **How transaction fees work: gas price and gas limit**

k Transaction fees have always been particularly unintuitive for users: for example, you may be inclined to think about increasing the gas limit in the hopes of getting a transaction mined faster, when in fact achieving the opposite.

l Fee parameters are even more complicated since EIP-1559, where the gas price is split in base fee and tip. To make matters more complicated, you need to broadcast the transaction with a 'realistic' base fee, but the tip is the main parameter that matters when competing with other transactions.

m Historically wallets have opted for exposing the underlying complexities without an attempt to educate users or visually distinct values that should be modified (gas price) vs values that should be automatically calculated (e.g. gas limit).

n Finally, gas must be paid in ETH, which is particularly inconvenient for someone who's just starting out their crypto journey and doesn't hold ETH yet, adding an extra step to their journey.

o Kind regards,
The Ambire Team

p Ambire
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T +359 123 456 789, M +359 123 456 789

office@ambire.com
www.ambire.com

8mm.



AMBIRE

Ambire Wallet: Whitepaper

Ambire Wallet is a next-generation Web3 wallet focused on DeFi and the EVM ecosystem.

Intro

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Ethereum wallets have a tough problem to solve

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How transaction fees work: gas price and gas limit

Transaction fees have always been particularly unintuitive for users: for example, you may be inclined to think about increasing the gas limit in the hopes of getting a transaction mined faster, when in fact achieving the opposite. Fee parameters are even more complicated since EIP-1559, where the gas price is split in base fee and tip. To make matters more complicated, you need to broadcast the transaction with a 'realistic' base fee, but the tip is the main parameter that matters when competing with other transactions. Historically wallets have opted for exposing the underlying complexities without an attempt to educate users or visually distinct values that should be modified (gas price) vs values that should be automatically calculated (e.g. gas limit).

Finally, gas must be paid in ETH, which is particularly inconvenient for someone who's just starting out their crypto journey and doesn't hold ETH yet, adding an extra step to their journey.

Kind regards,
The Ambire Team

[Signature]

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office@ambire.com
www.ambire.com

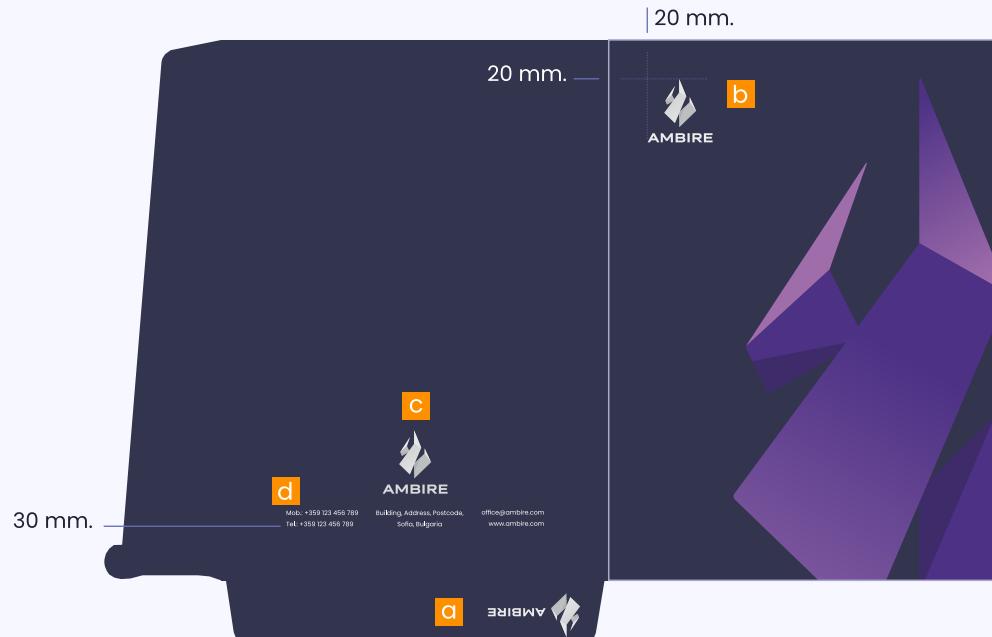
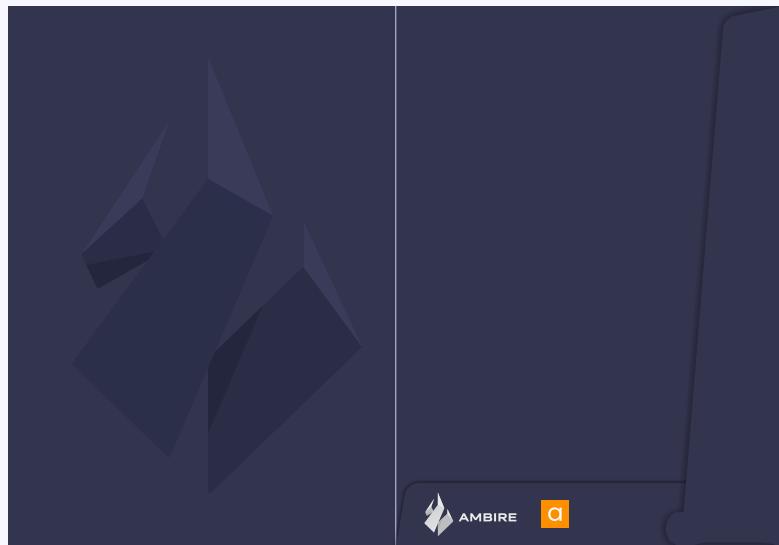
3.2.3 Stationaries

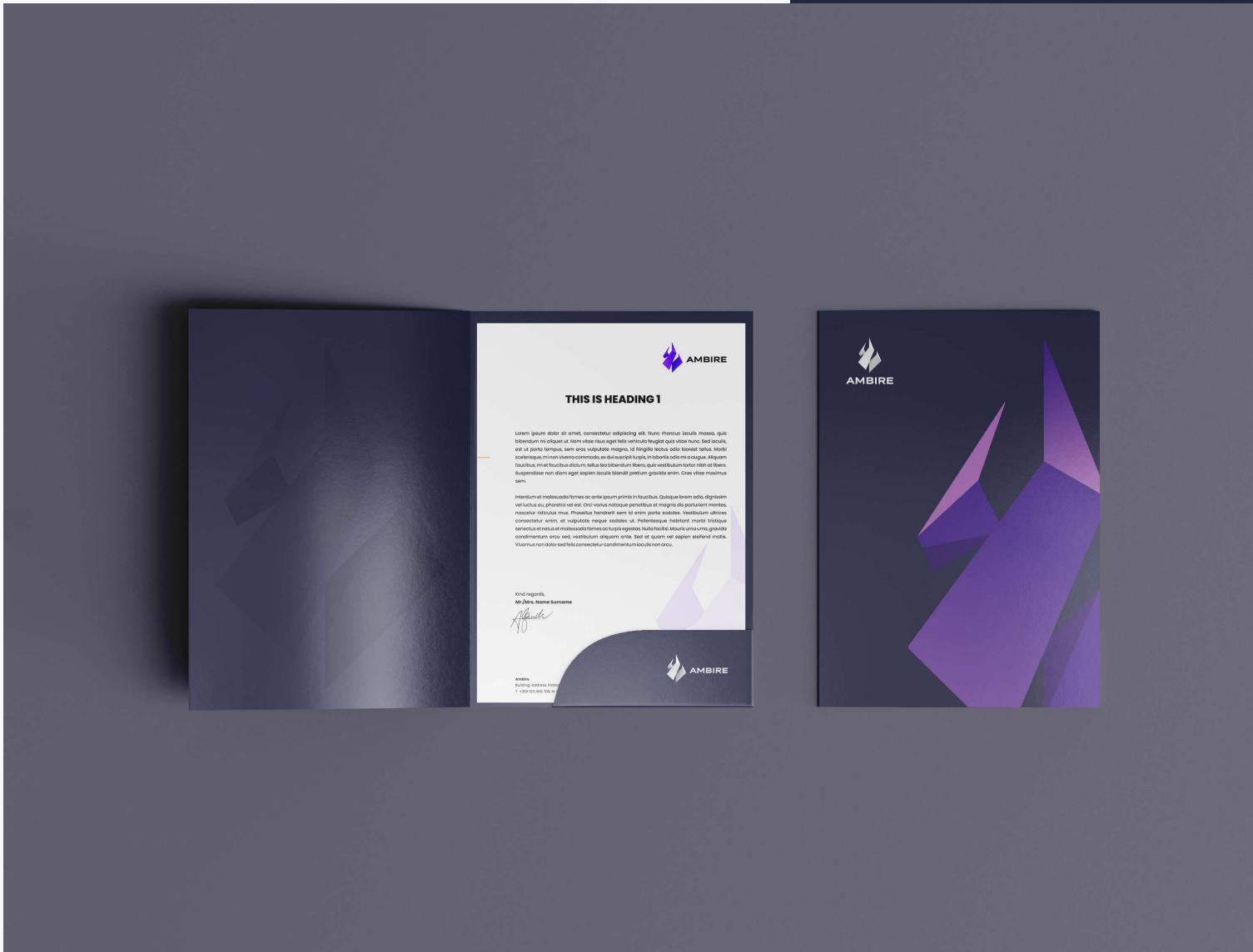
Brand Communication

Ambire Brand

Folder

- a Horizontal logo in monochrome colors
- b Vertical logo in monochrome color
- c Vertical logo in main colors
- d Font: **Poppins (Regular)**
Size: 10 pt.



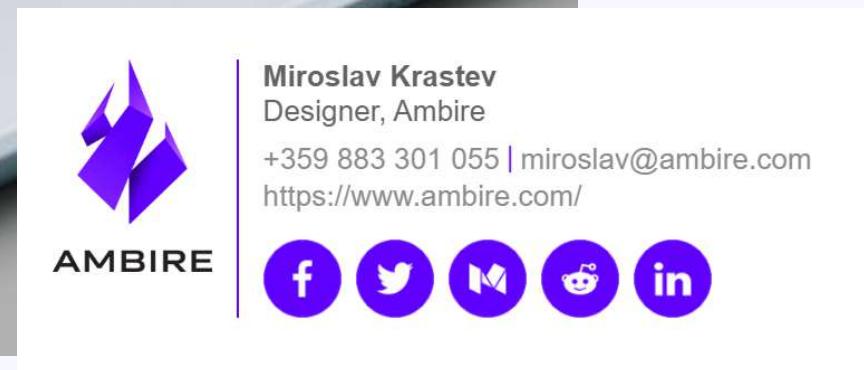
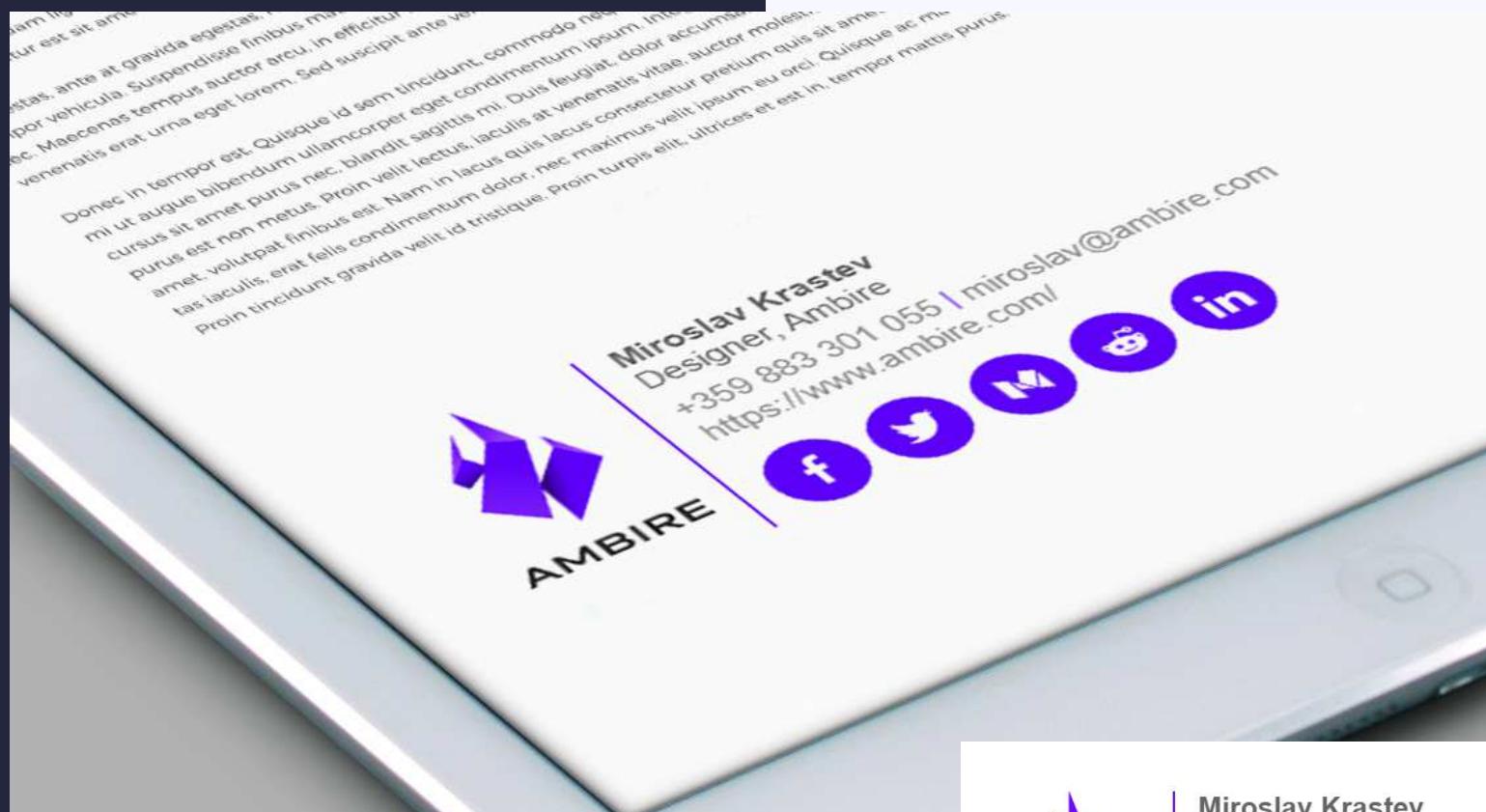


3.2.4 Stationaries

Brand Communication

Ambire Brand

EMAIL SIGNATURE

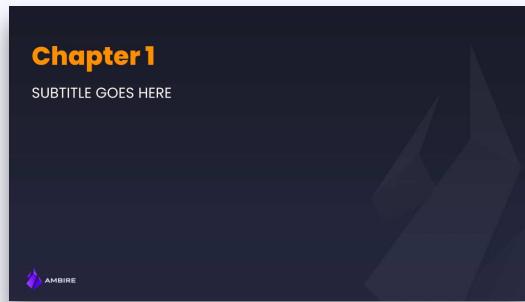


3.2.5 Stationaries

Brand Communication

Ambire Brand

POWER POINT SLIDES



3.2.6 Stationaries

Brand Communication

Ambire Brand

ROLL UP BANNER



3.3 Merchandise

Brand Communication

Ambire Brand

STICKERS



3.3 Merchendise

Brand Communication

Ambire Brand

T-SHIRT





3.3

Merchandise

Brand Communication

Ambire Brand

HOODIE



3.3 Merchandise

Brand Communication

Ambire Brand

BACKPACK



3.3 Merchandise

Brand Communication

Ambire Brand

CAP



3.3 Merchandise

BEANIE



Brand Communication

Ambire Brand

3.3 Branding

Brand Communication

Ambire Brand

AMBIRE CAR



3.3 Branding

Brand Communication

Ambire Brand

BOOTH DESIGN



AMBIRE

www.ambire.com