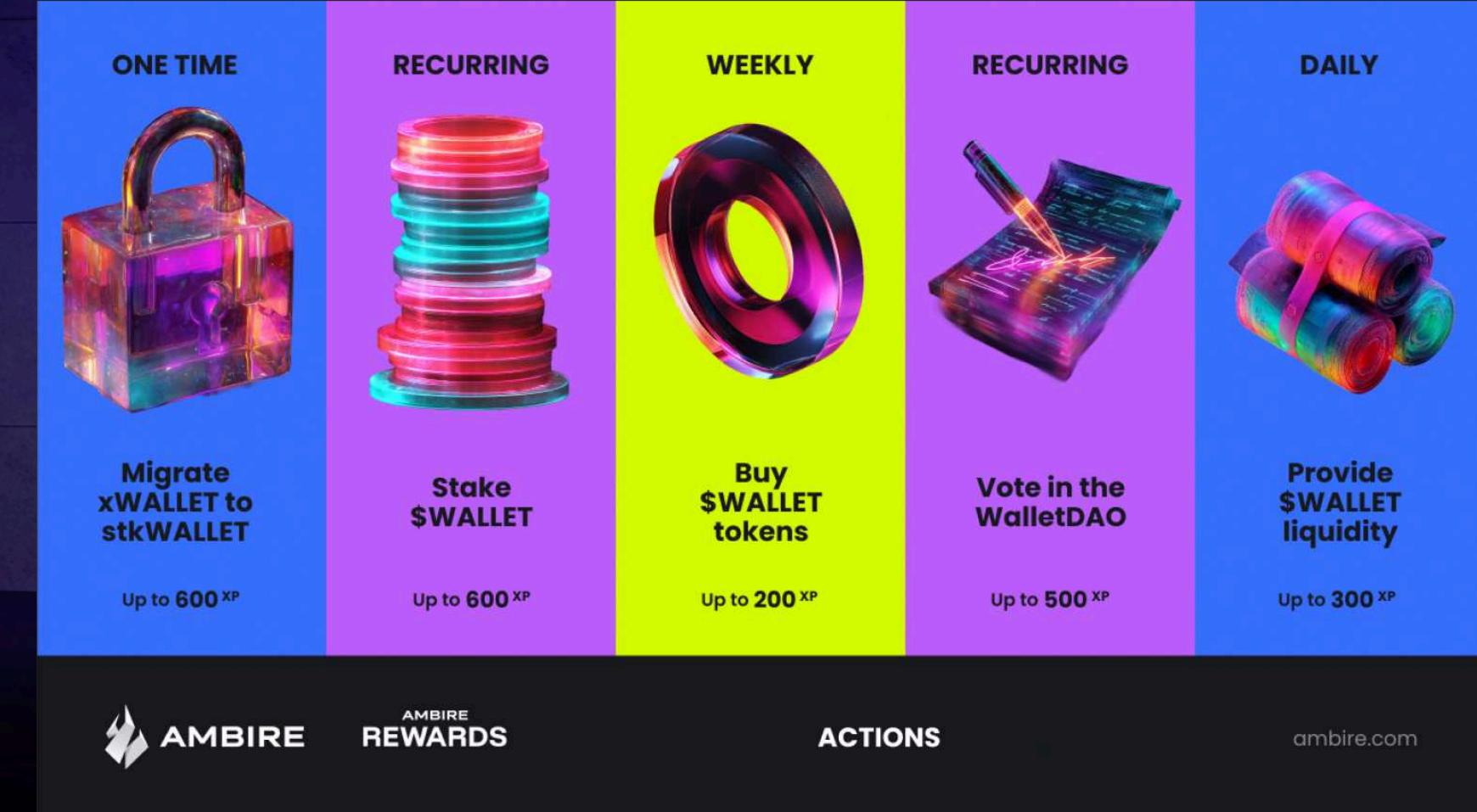
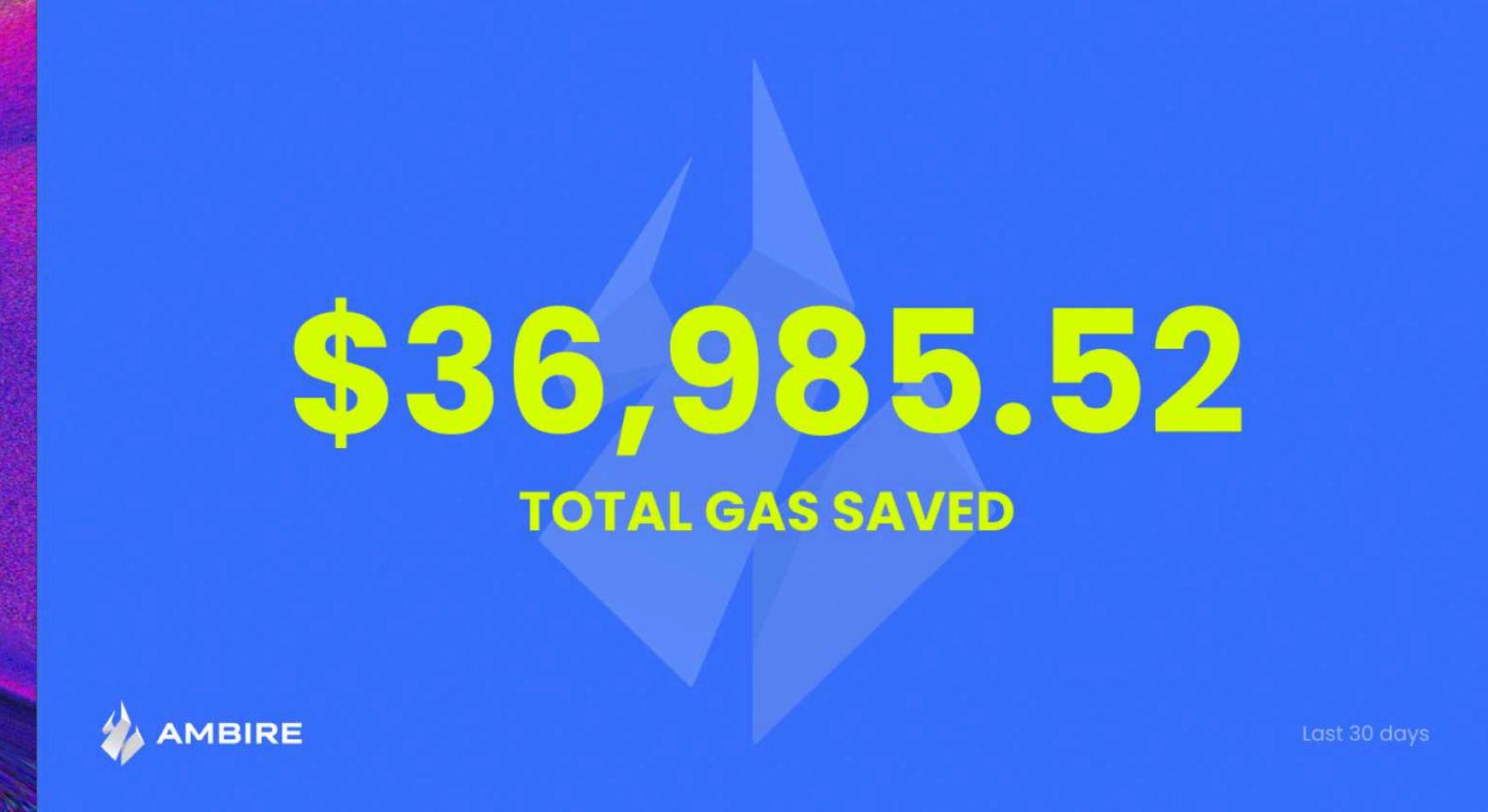
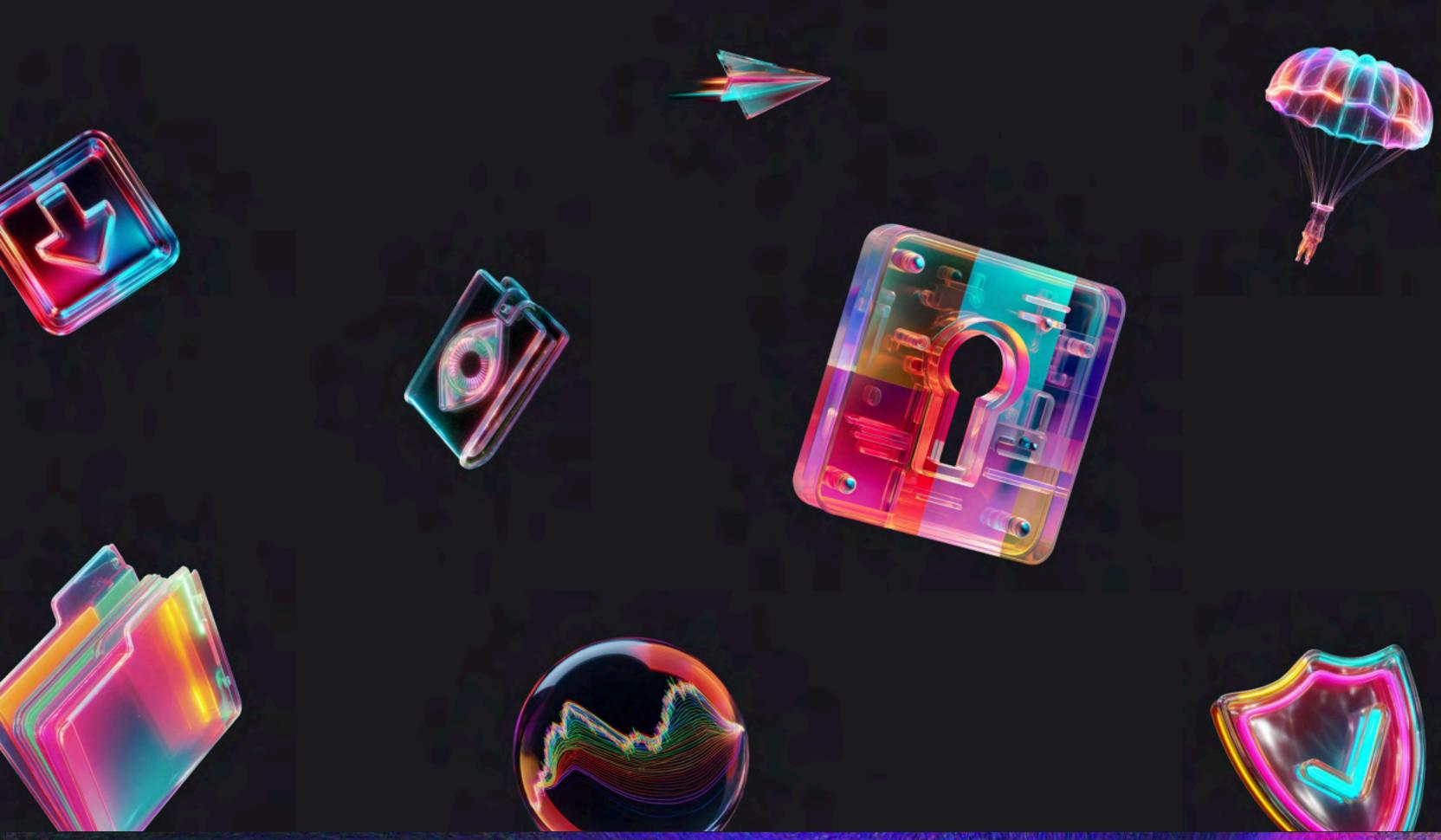


AMBIRE



INTRODUCTION BRAND FUNDAMENTALS TONE OF VOICE VISUAL IDENTITY

INTRODUCTION

Ambire is a new-breed innovator at the forefront of blockchain disruption bridging technology, digital services, and a new ethos to deliver best-in-class, user-first experiences across everything it touches.

BRAND FUNDAMENTALS

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]

(akin to that of 'empire')

Brand Territory

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

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

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.

BRAND VALUES

Tech Excellence

Ambire pushes into new territory with an engineering mindset and Research and Development spirit that never settles.

Ambire is born of tech: an explorer, a discoverer of new frontiers with engineering-driven and R&D approaches.

Being Human

Ambire connects through empathy, openness and shared dialogue. Ambire is built for people.

Ambire Wallet is guided by connectivity, holding empathy and dialogue as keys to an engaged, vibrant community.

Responsibility

Ambire commits to freedom by taking responsibility inside the team and out in the ecosystem.

A commitment towards all stakeholders, a pledge to uphold freedom, to deliver and sustain autonomy both inside and out.

Fire

Ambire moves with purpose. Passion drives everything we create, from products to community

Fervent pursuit is in our core code: an ardent desire and dedication towards what Ambire envisions, builds and delivers.

TONE OF VOICE

Tone of voice is how Ambire feels wherever we show up. It's not just what we say, it's how we say it, from smart contract popups to Discord replies. We speak like we're in the space: calm, clever and clear. Fluent in the culture and confident in the product.

The Tone

The voice stays consistent but our tone shifts depending on who we're speaking to and what they need from us:

Web3 Newcomers

We speak in a way that meets people where they are. It's welcoming, sharp and helps them move with confidence without dumbing things down or trying to impress.

Crypto Natives & Web3 Creators

We cut the noise and speak like we're already in the thread. The features land fast, the copy gets out of the way and the tone feels like it belongs in the space.

Existing Users

This isn't brand to customer it's team to team. We keep it easy and low-key using a voice that feels like someone you already know from the last update or Discord ping.

The Voice

Our voice comes from how we build, how we write, how we show up. It reflects the values of clarity without stiffness, confidence without noise and a tone that feels human and not templated.

Clear not clinical

Our voice is precise, lean and clean. Smart accounts, gas batching and simulation. These are complex features but we talk about them like people, not manuals.

Trusted not templated

Our voice is grounded, focused and secure. Self-custody is serious, so we speak with calm clarity. If you're trusting us with your assets, our words should feel like a steady hand.

Human not robotic

Our voice is warm and sharp. We build infrastructure but we speak like we're in the group chat. Clever when it helps and always on your side.

Confident not cocky

Our voice is assured and quietly bold. We were early to smart accounts. We don't need to shout as the product holds up. The copy just makes sure you feel it.

TONE OF VOICE PRINCIPLES

The Principles

We have four guiding tone of voice principles that help Ambire come to life.

ToV Principles One

CLEAR FIRST. CLEVER LATER.

ToV Principles Two

BUILT FROM THE INSIDE.

ToV Principles Three

JUST WHAT MATTERS.

ToV Principles Four

CLOSE TO THE CULTURE.

1 Clear first. Clever later.

What it means

We don't write to impress. We write to make things obvious. Clarity is our baseline not a tradeoff. If something takes effort to understand, it's on us to rewrite it, not the user to decode it. We value cleverness but it comes second to usefulness. First make it land. Then make it hit.

How it affects our writing

We lead with what matters: gas saved, actions simplified, steps removed. Headlines highlight the gain, not the jargon. If we can't explain it like someone who actually uses it, we're not ready to say it.

1 Clear first. Clever later.

Do not:

Over-opt for wordplay, metaphors, or punchy lines that don't actually explain anything. If it sounds clever but doesn't clarify, it's not doing its job.

Incorrect

Power to the protocol.

Meet your wallet upgrade.

Built for believers.

Do:

Say exactly what it is and what it solves. Lead with signal not noise.

Correct

Batch transactions.

Pay gas in stables.

Save time every time.

2 Built from the inside.

What it means

We sound like someone who's used a smart account, bridged a chain, hit a failed TX. We speak from inside the experience not outside selling it. There's no distance between the writer and the onchain native here. We know the product. We speak like teammates, not reps.

How it affects our writing

No over-explaining. No talking down. Our tone carries quiet confidence, not instructions. The more familiar the audience, the more we let the product speak for itself. Short, sharp, assured.

2 Built from the inside.

Do not:

Sound like a product manager pitching in an ad. Ambire isn't 'presenting', it's participating like someone who actually uses it.

Incorrect

Ambire is a smart wallet for secure, multichain self-custody.

Enable permissions.

Optimise your swap flow.

Do:

Write like you've used the product, not like you've read the brief.

Correct

Approving 3 tokens?

Done in one click

3 Just What Matters.

What it means

We keep things clear, not corporate. Everything we write is made to land fast, read smart, and sound like someone who actually uses crypto.

How it affects our writing

We avoid abstraction. Every headline should reveal a clear benefit or action. We describe functionality in real-world terms, not B2B blur. Every word has a reason to be there.

3 Just What Matters.

Do not:

Use vague, inflated language like “redefining DeFi” or “empowering users.” If it feels like it could come from any wallet, cut it.

Incorrect

Say what it does.

Why it's better.

In real, specific words.

Do:

Seamless onboarding for the future of digital asset management. Redefining crypto UX through innovation.

Correct

Create a wallet.

No seed phrase.

No Chrome extension.

4 Close to culture.

What it means

We write like we're already in the chat, not presenting to it. Tone is relaxed, plugged-in, and aware of the space we're in. We don't chase memes or force slang but we know how this world talks, and we match it. Cultural fluency means knowing when to joke, when to flex and when to shut up.

How it affects our writing

We keep things warm, reactive, and grounded. Twitter posts sound like a real person. Onboarding copy sounds like a friend showing you around. We avoid corporate polish in favour of internet energy.

4 Close to culture.

Do not:

Sound removed, corporate, or like you're trying too hard to fit in. We're not mimicking internet culture we're part of it.

Incorrect

Welcome to the Ambire ecosystem.

Experience Web3 your way.

Do:

Keep it light, sharp and real. Make it feel like you're already in the chat.

Correct

Gas fees? Covered.

Bridge glitch? Fixed.

You're good.

General do's & don'ts

Summary of general do's and don'ts here

Write with clarity not polish

Don't:

Ambire is a seamless Web3 wallet reinventing how you use the blockchain.

Do:

Ambire sorts it so you don't have to.

Avoid vague fintech language

Don't:

We empower users to explore DeFi with confidence.

Do:

You're in control. We handle the hard parts.

Speak like someone who's already in it

Don't:

Your transaction has been successfully confirmed on-chain.

Do:

You're good. It's sorted.

Say less Make it land

Don't:

Ambire is changing the way people interact with digital assets forever.

Do:

Do less. Get more done

Keep trust at the core

Don't:

Ambire is the most advanced wallet in the ecosystem.

Do:

Ambire makes smart accounts simple, stable and secure.

Make the product the punchline

Don't:

We're redefining what's possible with onchain UX.

Do:

One tap covers gas, signs and sends. That's it.

Be calm not corporate

Don't:

We are committed to providing a best-in-class Web3 experience.

Do:

We built it right, so you don't have to overthink it.

Use tone instead of hype

Don't:

Ambire is live on mainnet! Start swapping now!

Do:

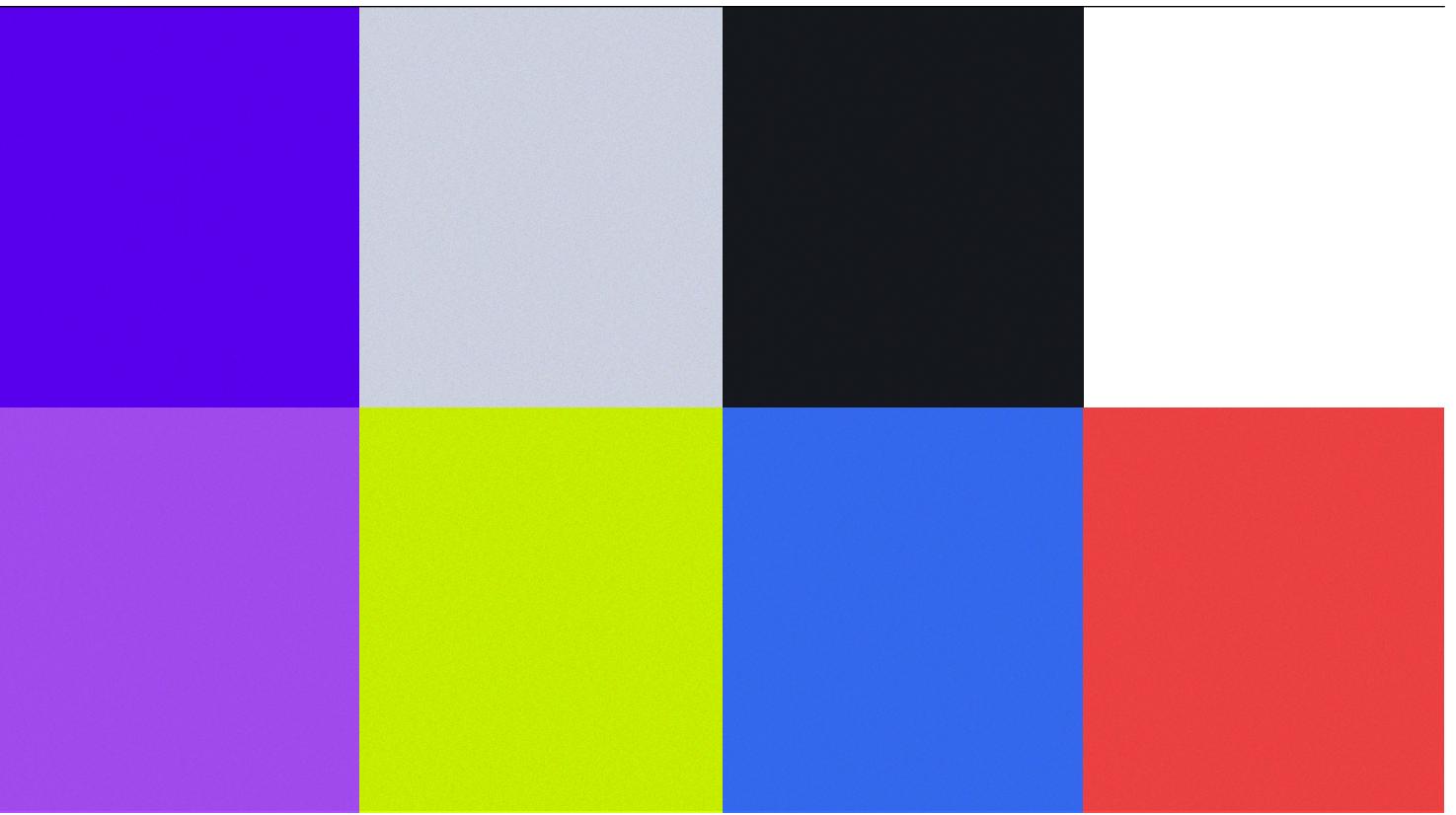
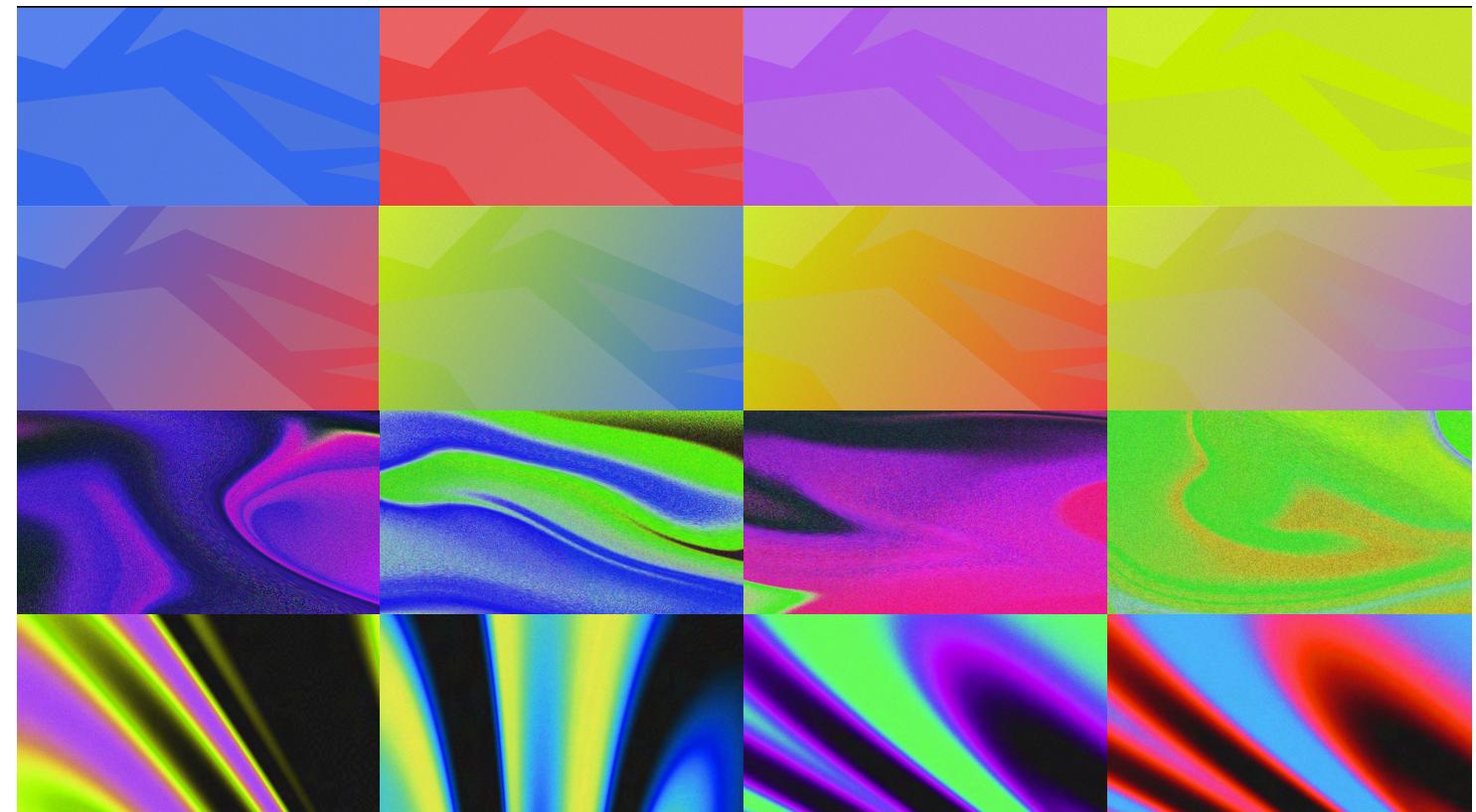
We're live. Ready when you are.

VISUAL IDENTITY

Our identity is more than just a logo it is focused set of elements designed to work together and feel Ambire. This guide exists to clarify how it all fits: what each part does, how to use it right and how to keep the voice consistent across every touchpoint. It's not here to cover everything but to keep things aligned as the brand evolves.

Logo**Typography**

Poppins
123 ABC
 !@£

Color**Background****3D**

LOGO

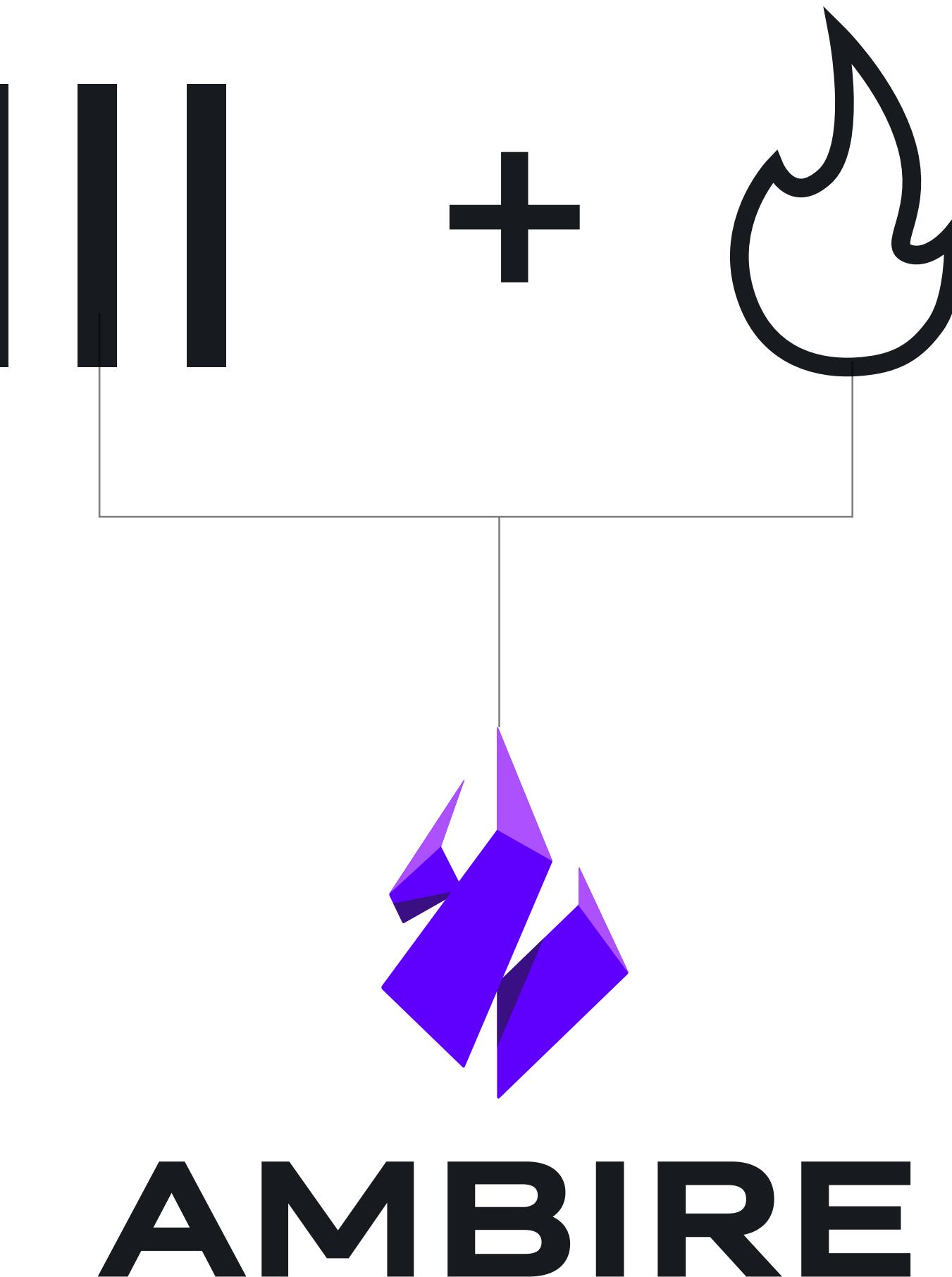
The logo is the most recognisable and visible element of our identity, a universal signature across all Ambire communications, it is vital that it is always applied consistently wherever it appears.

Primary Logo

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.

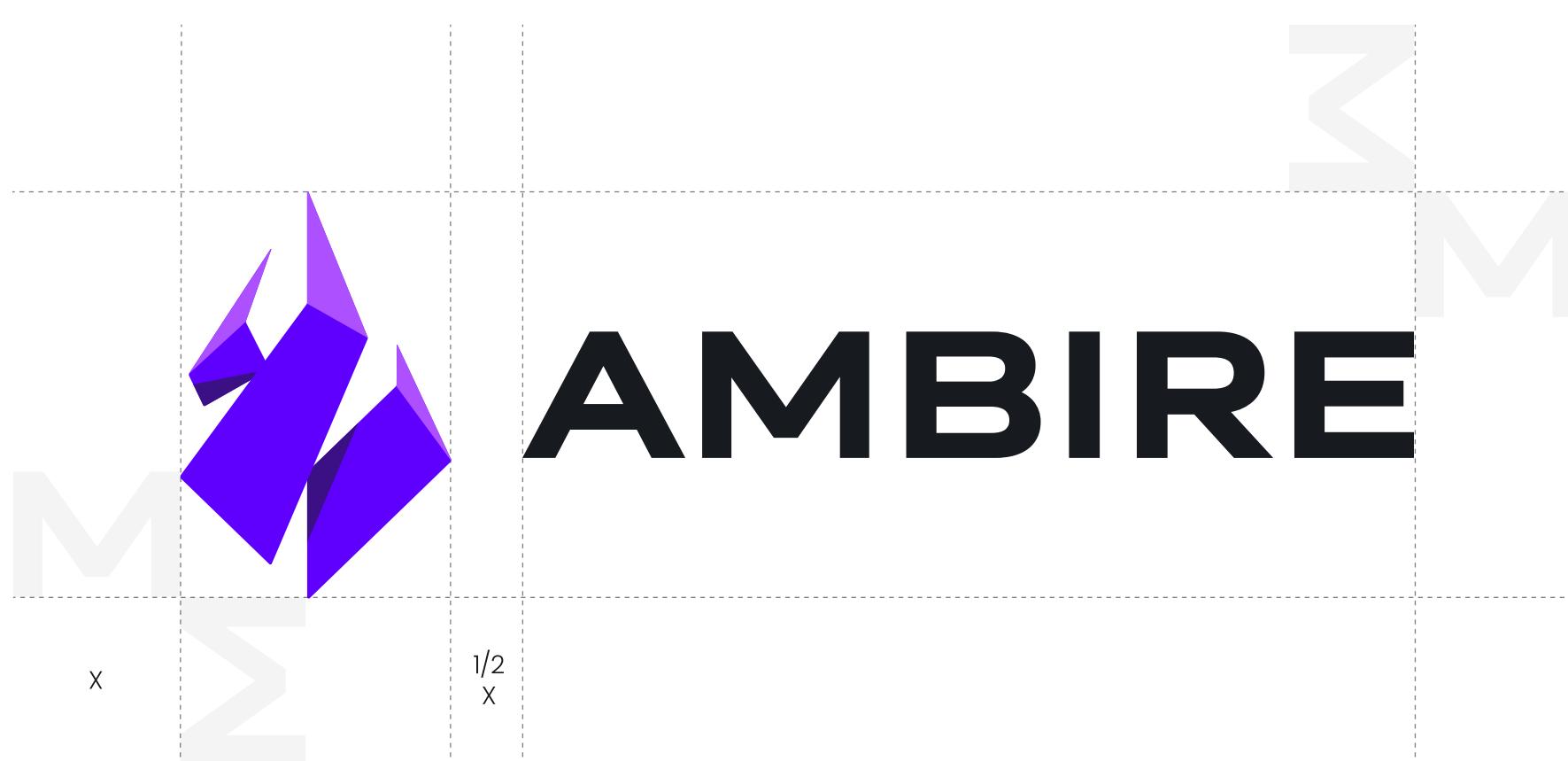
The Ambire logo is made of two elements: A stylised flame symbol formed by three intertwining beams, representing the brand's promise of innovation, user care and responsibility capturing its ongoing pursuit of knowledge through fire.

Paired with this is the Ambire wordmark, set in bold sans serif capitals, designed to stay clear and readable across all sizes and formats.



Clearspace

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.



Horizontal

Colorway

These are the preferred colorways for the logos on different backgrounds.

Use these colorways wherever possible, unless the logo conflicts with the background.

Over White



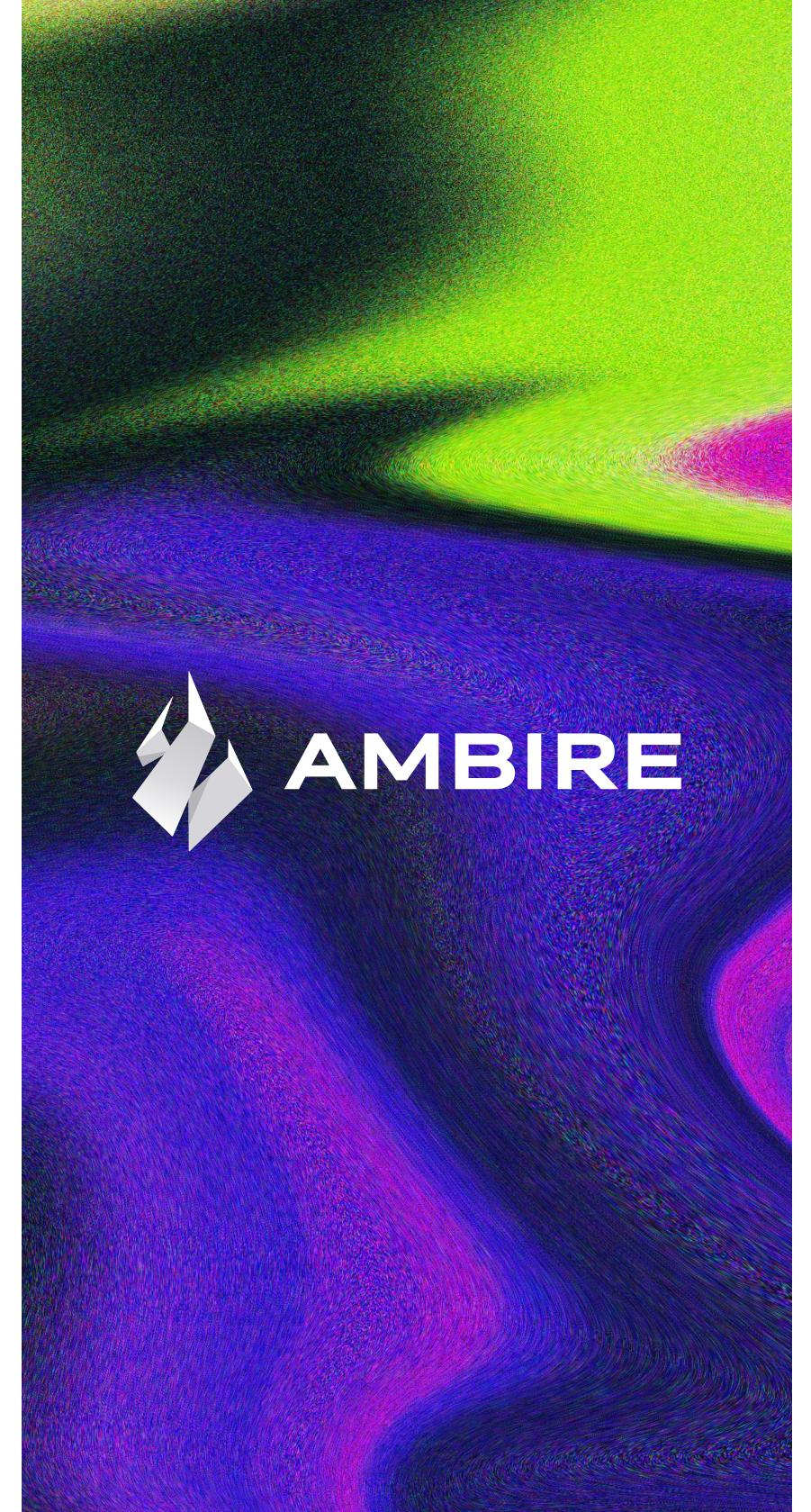
Over Black



Over Colour / Gradient



Over Image



Logo Placement

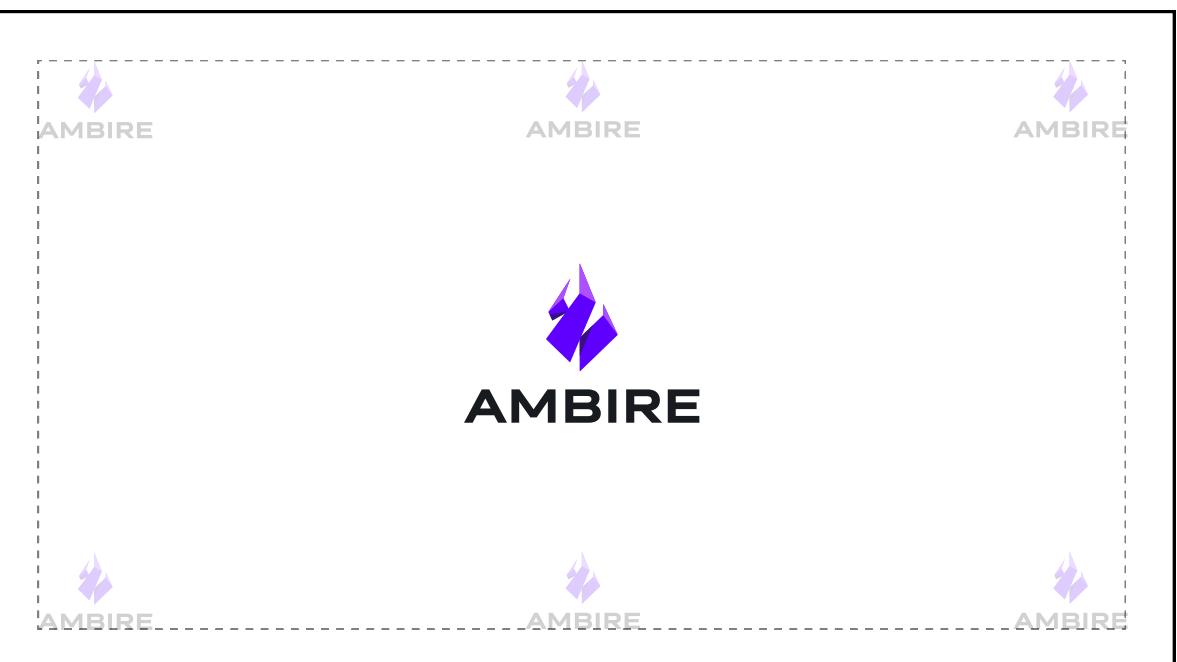
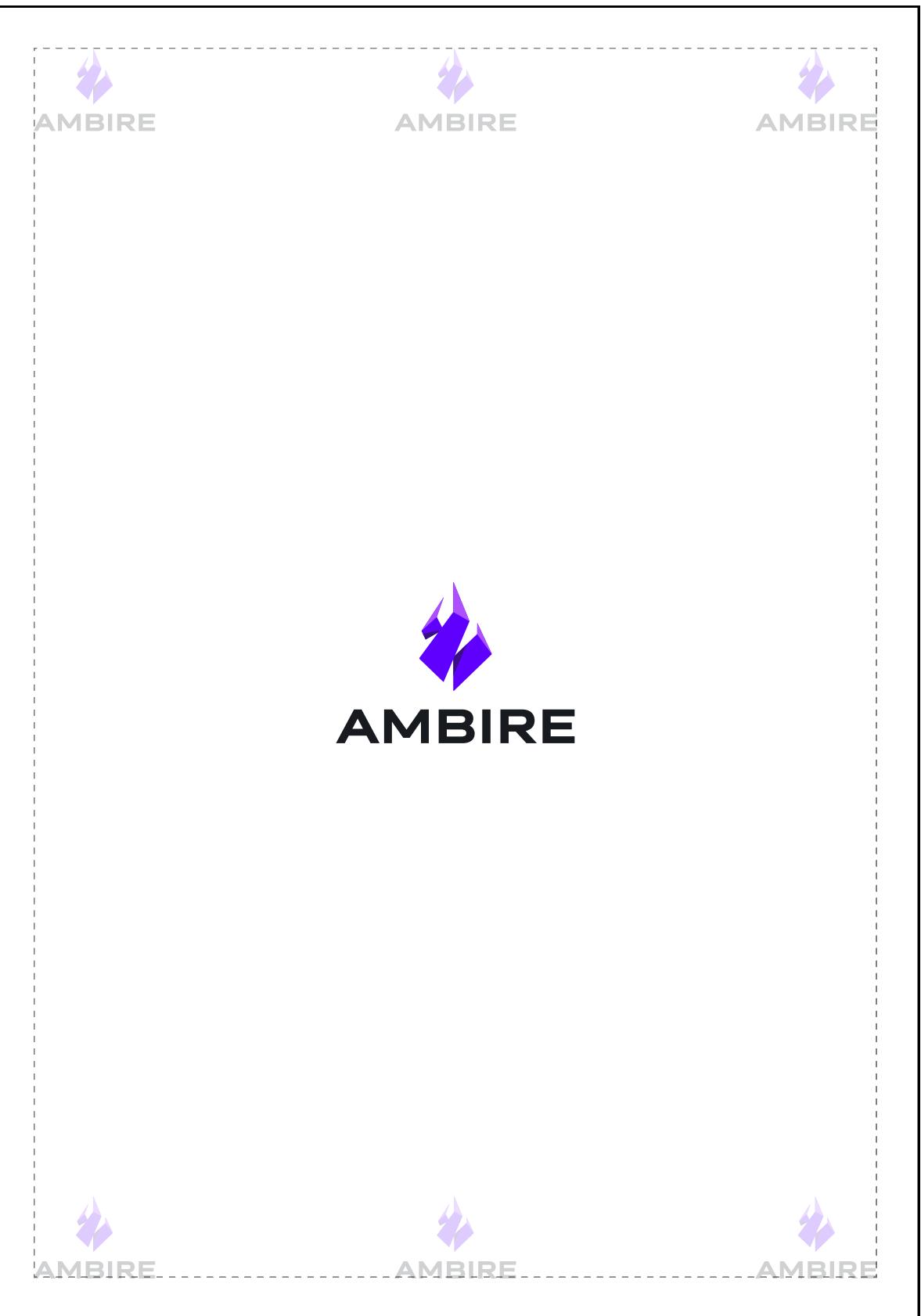
Ambire Logos should always be placed for maximum legibility and the design placement allows for maximum visibility. The right contrasting logos should be used accordingly to the colorway.

Logo

Horizontal



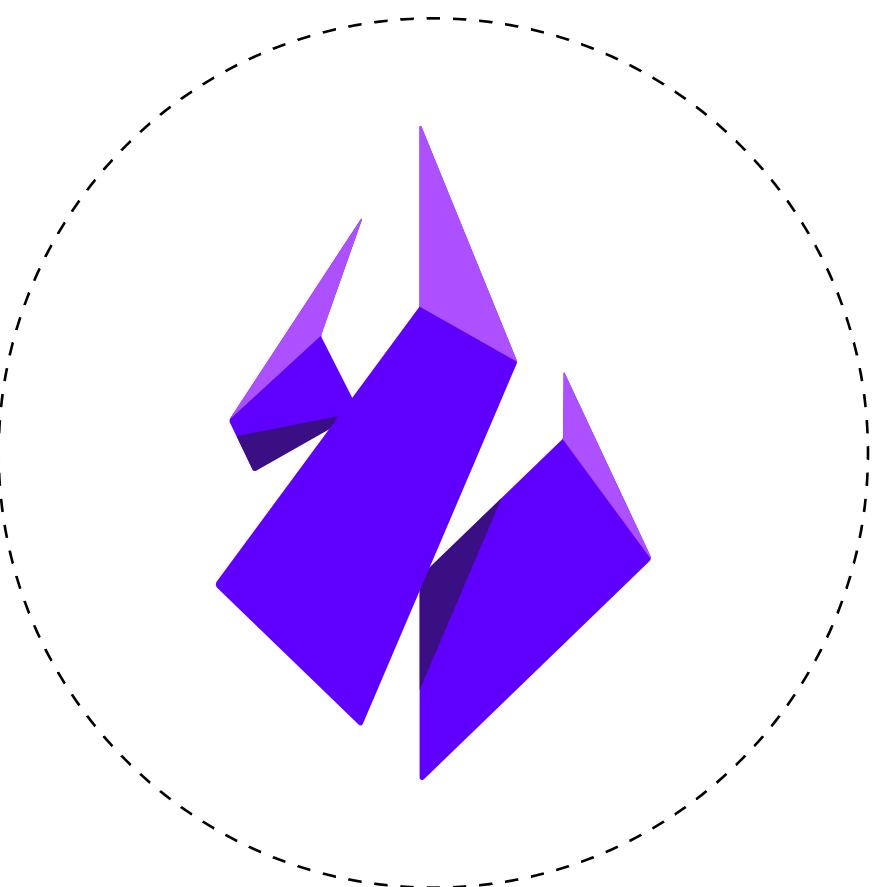
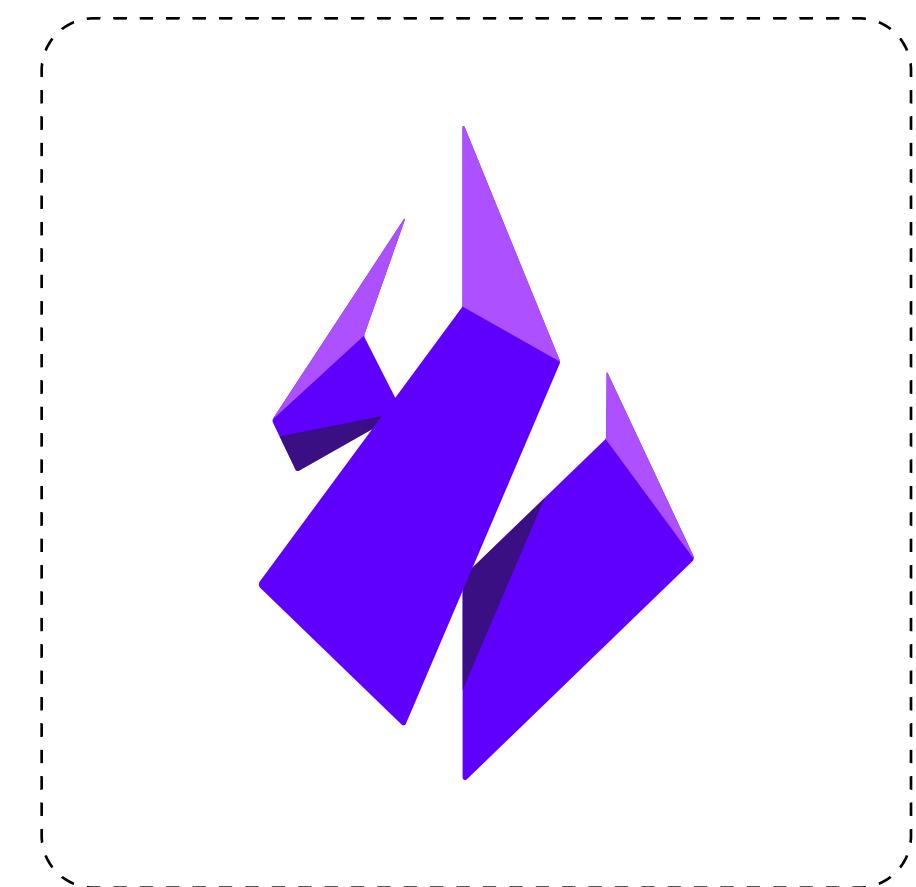
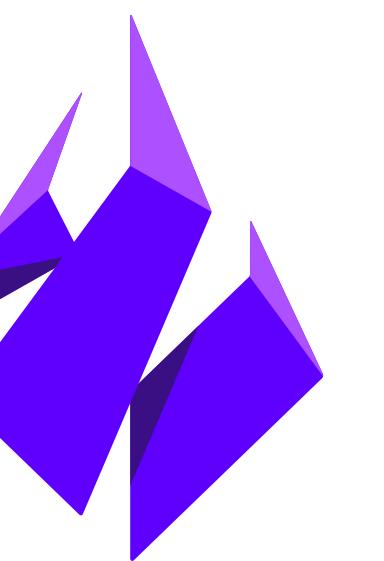
Vertical



Symbol

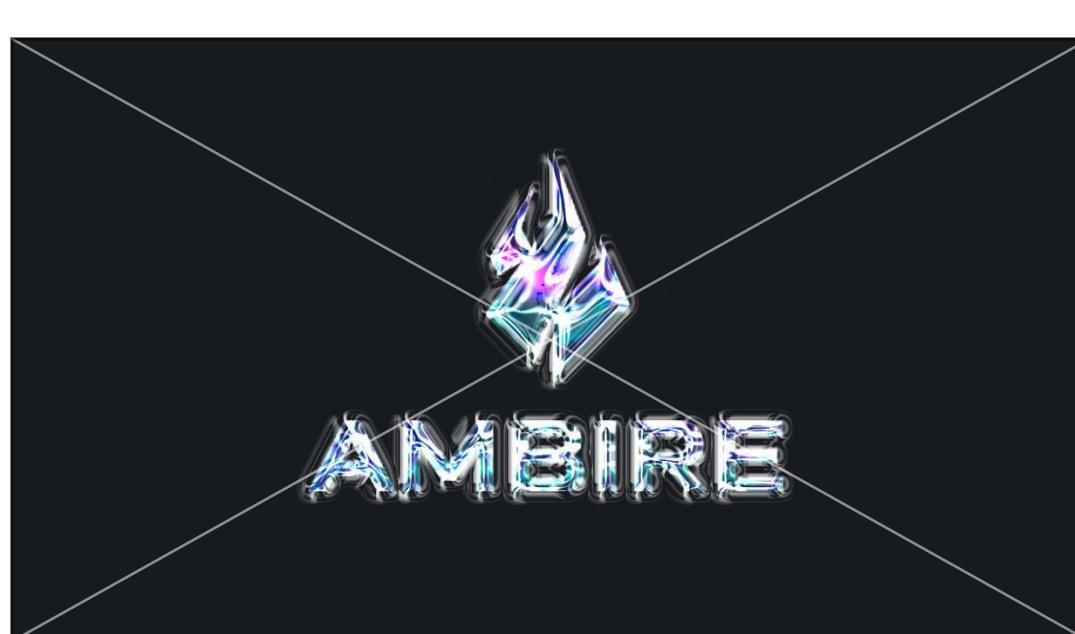
The symbol contains the flame of Ambire in the purple colour. It carries our identity and represents us on multiple platforms from the favicon to our Twitter profile picture.

The avatar is constructed so that it can be placed and cropped from square to circle without scaling.

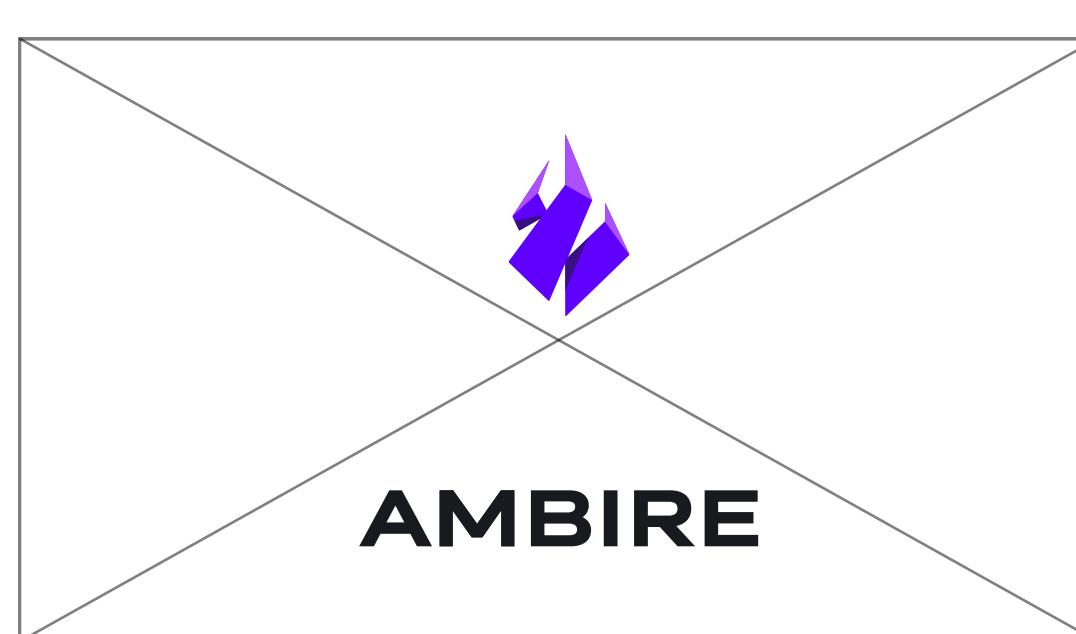


Logo don'ts

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



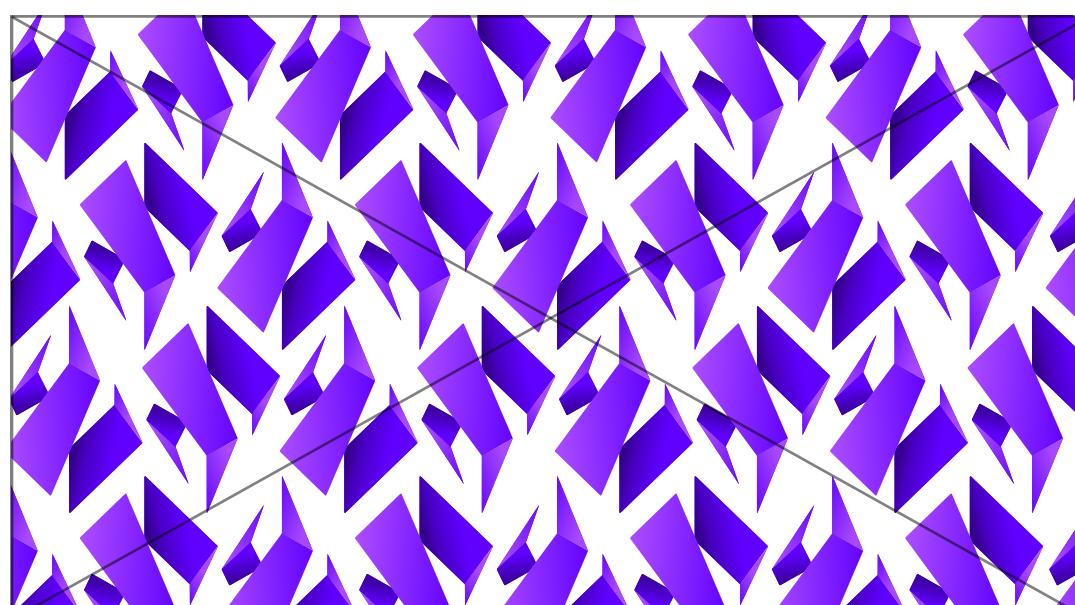
Don't change the brand colors



Don't change the font of the logotype



Don't overlap the safe zone



Don't create patterns using the logo



Don't use bad contrast



Don't use the logo in a sentence

TYPOGRAPHY

Typefaces

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.

Fall back Font- Arial.

MAIN FONT

Poppins

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & * () [] ? +

ALTERNATIVE FONT

Montserrat

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & * () [] ? +

Font Hierarchy

This is our everyday expression. Proper use of corporate fonts ensures ease of use for more functional moments in our brand.

Where to use:

- Brand campaigns
- Brand creative
- Performance marketing

| | Weight | Leading | Tracking |
|---|---------|-----------------------------------|-----------------------------------|
| Header | | | |
| The Ambire Wallet Blog | Bold | 60% | -20 -2% |
| Sub-header | | | |
| The Web3 Wallet That Just Works | Regular | 60% | 0 0% |
| Body | | | |
| Ambire is a web3 product company. Founded in 2017, it developed the first decentralized ad network AdEx Network, the largest payments channels network on Ethereum. In 2021 the company launched Ambire Wallet, a self-custody open-source smart contract wallet, currently hosting more than 110,000 registered users. | Regular | 120% | 0 0% |
| Additional text | | | |
| Ambire enables smart wallet features to EOA accounts via EIP-7702. | Regular | 120% | 0 0% |
| | | +/- based on size & legibility | +/- based on size & legibility |

COLOR

Color is a powerful element within the Ambire visual identity. It allows for a bold and modern expression which can be both toned down and sophisticated, or more expressive with color taking a lead.

Primary Proportion Brand

This is our primary palette, weighted in order of importance. The bigger the block, the more prominence it should carry.

60%

20%

20%

Primary Proportion Informative

This is our other primary palette, weighted in order where we want to use colour as a way of highlighting key points e.g. content like infographics or using our purple as CTA. This may be used instead of primary proportion 1 where it may apply.

40%

40%

20%

Primary Colors

Our primary colors form the base of our design system.

Color

Ambire Purple

Our primary brand color represents the fresh distinctiveness of our brand and stands out from more traditional entertainment palettes.

Hex
#6000FF

R 96
G 0
B 255

C 62
M 100
Y 0
K 0

PMS
2725 C

White

Ideal for background layers, input fields and light mode UI. Balances the purples and holds space without stealing focus.

Hex
#DCE2F2

R 220
G 226
B 242

C 9
M 7
Y 0
K 5

PMS
656 C

Black

Designed for text, overlays and dark mode backgrounds. Maximum contrast without harshness.

Hex
#181A1F

R 24
G 26
B 31

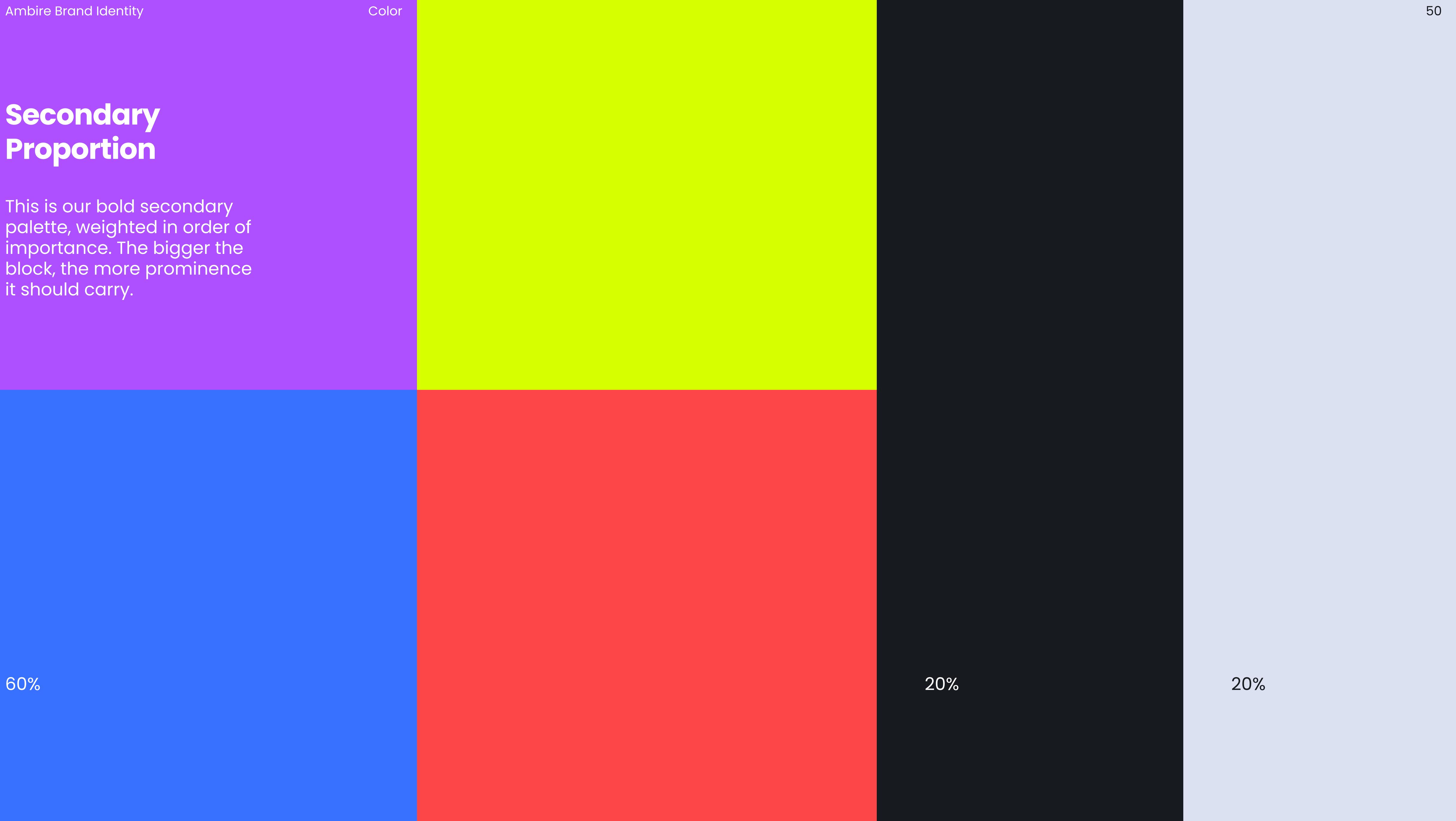
C 23
M 16
Y 0
K 88

PMS
Black 6 C

Secondary Proportion

This is our bold secondary palette, weighted in order of importance. The bigger the block, the more prominence it should carry.

60%



Secondary Colors

This is our secondary palette. Which adds punch, contrast and flexibility to Ambire's visual system.

These colors are used mainly within specific applications like posts on X, asset generation and to reflect our boldness.

Color

Ambire Violet

Hex R 175 C 31 PMS
#AF50FF G 80 M 69 2587 C
B 255 Y 0
K 0

Ambire Volt

Hex R 215 C 16 PMS
#D7FF00 G 255 M 0 388 C
B 0 Y 100
K 0

Ambire Signal Blue

Hex R 56 C 78 PMS
#3871FF G 113 M 56 2728 C
B 255 Y 0
K 0

Ambire Heat

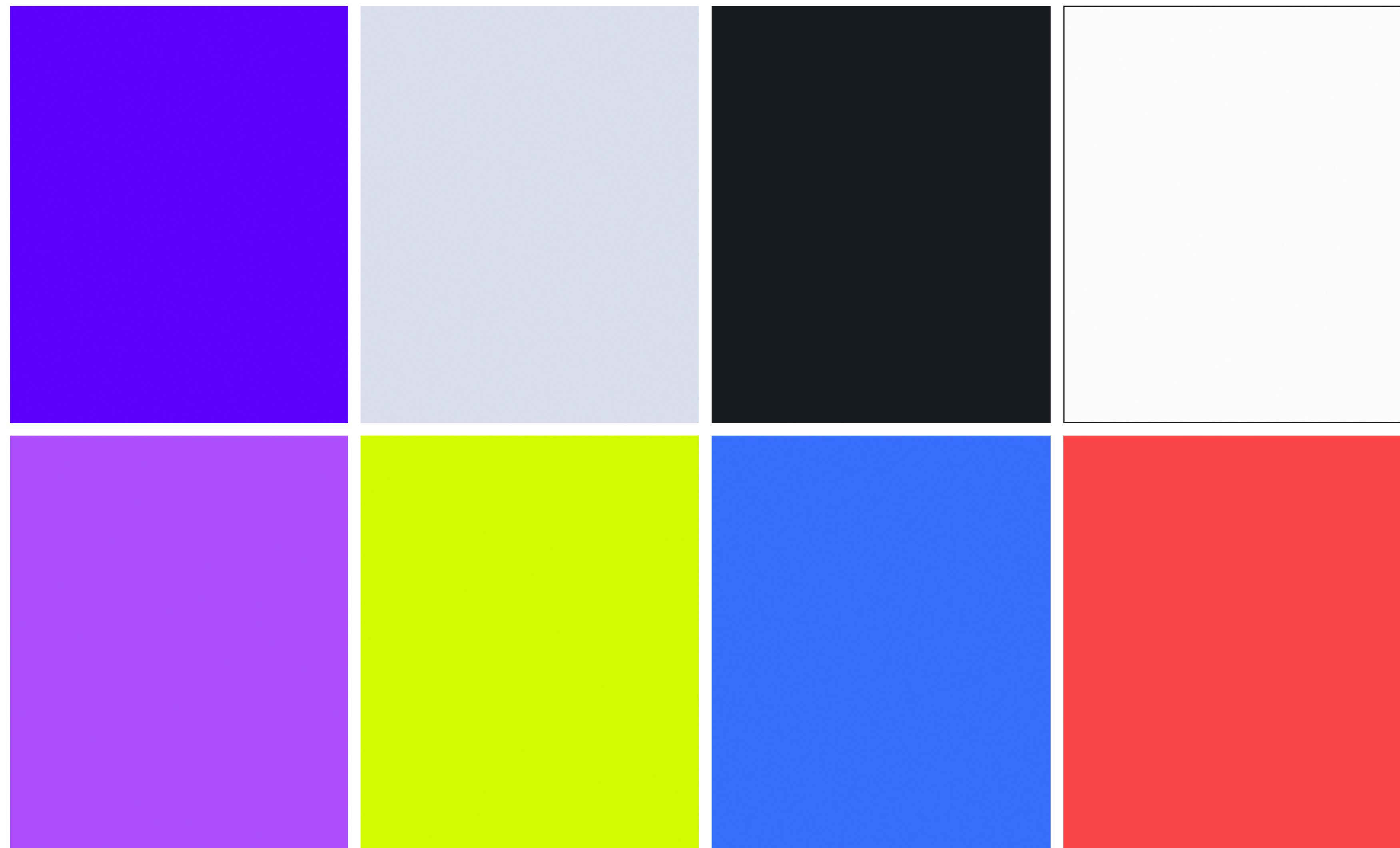
Hex R 254 C 0 PMS
#FE4648 G 70 M 86 Warm Red C
B 72 Y 72
K 0

BACKGROUNDS

Backgrounds in the Ambire system aren't just filler but instead framing devices. Used boldly, they add texture, depth and contrast that elevate content. Whether reinforcing hierarchy, amplifying messaging, or creating space for elements to breathe, our backgrounds flex according to need.

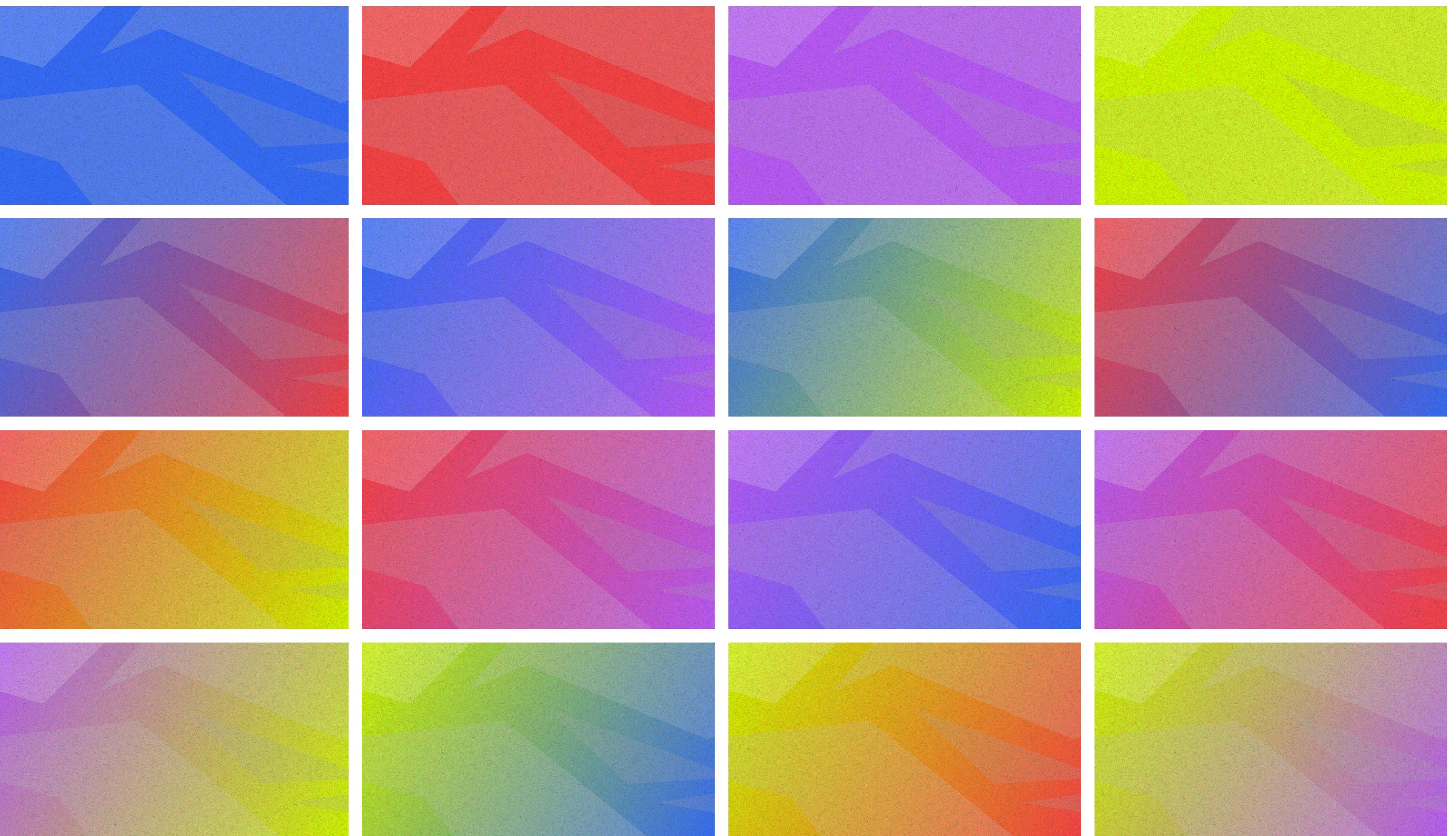
Bold

Our core solid backgrounds bring clarity and confidence. Used to anchor content with high impact, they offer strong contrast and clean framing, perfect for direct messaging and focal layouts.



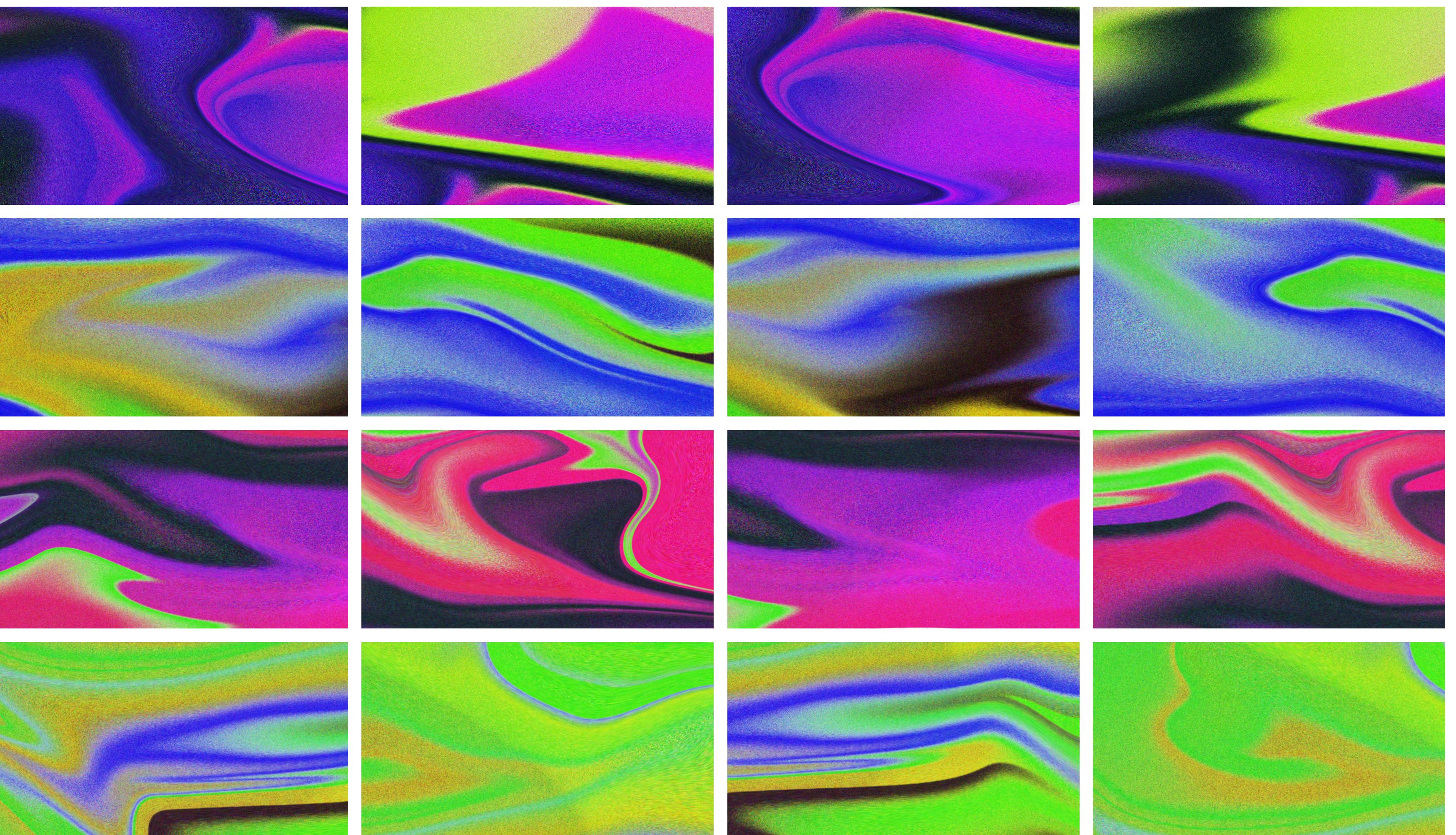
Modern Bold

A contemporary remix of our base colors. Modern Bold backgrounds add layered geometry using elements of the logo and gradient play to reinforce brand energy. Use for branded assets where movement and edge are needed.



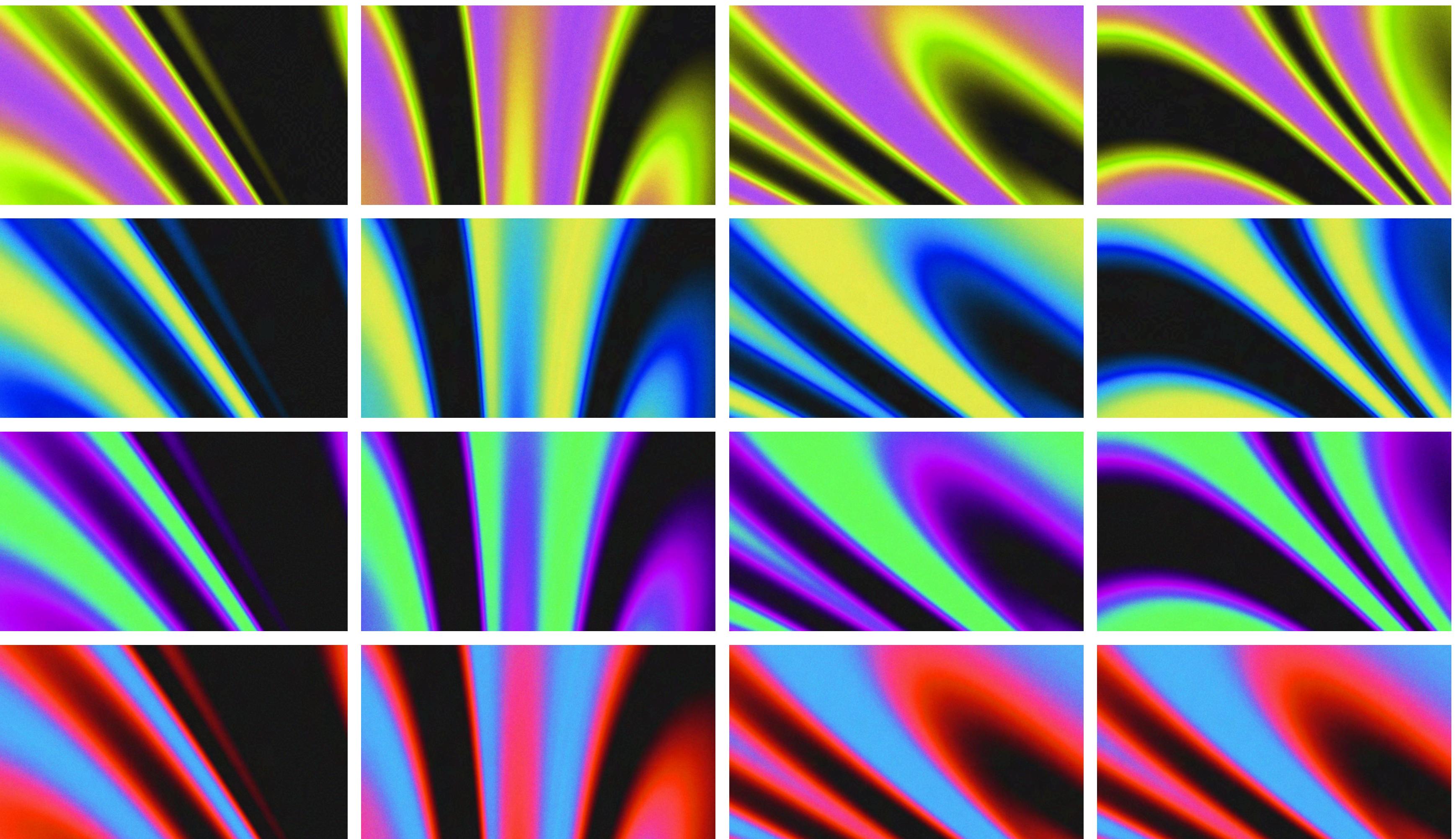
Liquid Backgrounds

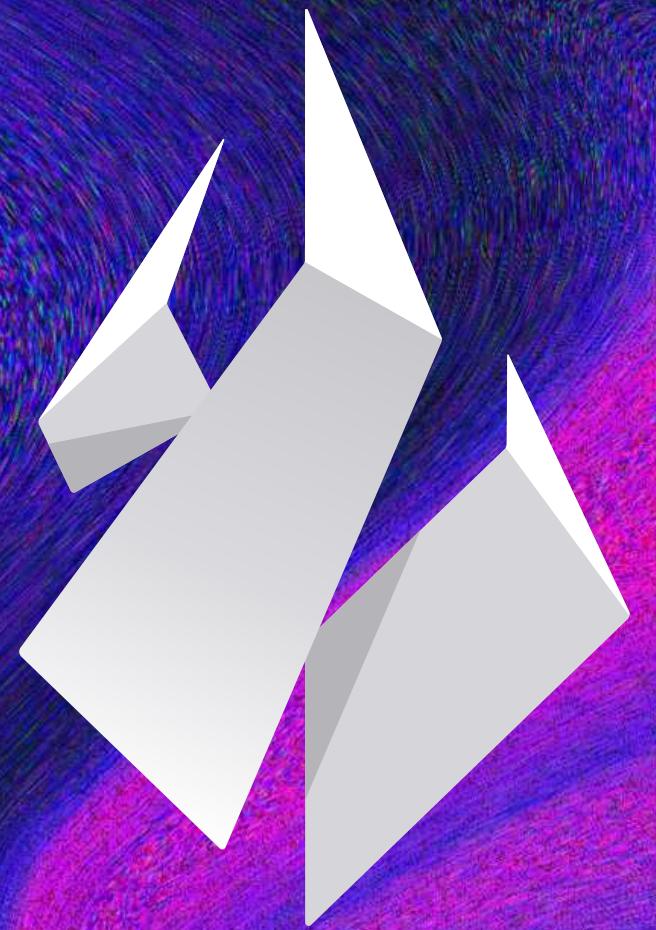
These fluid textures are our signature brand expression hypnotic, high-gloss, and instantly recognisable. Best used in brand campaigns, creative drops, and performance marketing moments where attitude meets aesthetic.



Flare Backgrounds

Flare brings a cleaner, chromatic finish to everyday assets. Still bold but with more clarity, these backgrounds are ideal for performance comms, UI mockups, and moments that require balance between design and readability.





AMBIRE