AicroStrategy
Brand Guidelines

Index

Brand Identity

1.0

Introduction

AicroStrategy is entering a pivotal chapter - a time of bold innovation, rapid development, and new opportunities for our community.

First embraced as the "on-chain MicroStrategy," we have grown beyond that label, combining AI, DeFi, and BTC-backed accumulation into a dynamic, self-sustaining protocol.

Our mechanics, tokenomics, and partnerships have matured, and we are preparing to evolve further with new capabilities.

We are ready to share the next evolution of AicroStrategy with the onchain world - making this the perfect moment to refresh our identity.

Community Insights

A project's identity is shaped by its community, so we began by asking: What makes AicroStrategy special to you?

We gathered feedback from token holders, traders, builders, and partners through Telegram discussions, governance proposals, social channels, and direct outreach. We also monitored sentiment across the wider Web3 ecosystem and benchmarked ourselves against other onchain treasury protocols.

The response was clear – there is strong conviction in what we are building. With growing momentum around the BTC treasury meta, AicroStrategy is viewed as a place to gain BTC-backed exposure while staying fully onchain – a protocol that blends stability with opportunity and rewards active participation.

At its core, AicroStrategy is about balance between security and growth. We combine the hard asset strength of Bitcoin with AI-driven DeFi strategies – creating an environment where the treasury works harder while safeguarding long-term value.

Project Identity

AicroStrategy is a BTC-focused onchain treasury protocol built on the principles of stability, growth, and autonomy. At its foundation is Bitcoin-backed value — a hard asset base that anchors the protocol against volatility while enabling strategic expansion.

Our model blends the security of long-term treasury holdings with the agility of AI-driven DeFi strategies. This approach allows the treasury to actively generate returns, capture opportunities, and reinvest into systems that benefit holders over time.

The protocol is designed to create value for all holders. Those who want to be more involved can contribute ideas, discuss strategies, and take part in community initiatives. For those who prefer a hands-off approach, the protocol operates seamlessly — enabling value to be captured automatically over time.

AicroStrategy is where Bitcoin-backed value meets smart execution, delivering a balance between protecting value and growing it in ways only possible onchain.

Value Positioning

Value Proposition

Purpose	To create balance between BTC-backed security and onchain growth.
Positioning	A protocol where Bitcoin works harder, onchain.
Promise	A platform for strategies that compound value.

For holders:	Access BTC-backed stability with the upside potential of active onchain strategies.
For traders:	Trade within deepening liquidity pools.
For builders:	Integrate with a treasury-powered platform built to support innovative DeFi applications.
For partners:	Participate in sustainable, yield-driven growth backed by Bitcoin.

Tone of Voice

2.0

Introduction

How we communicate is as important as what we build. Our tone is clear, confident, and rooted in the onchain community we are part of.

We speak directly, avoid unnecessary jargon, and focus on delivering useful information in a way that is easy to understand.

Whether announcing new mechanics, explaining treasury strategy, or engaging in conversation, our voice adapts to the audience and the moment.

There is no second best.

Brand Personality

AicroStrategy is confident without being distant. We explain our ideas with precision while remaining approachable and open to dialogue.

Our personality combines strategic thinking with an accessible tone that makes complex ideas easier to engage with. We understand the culture of Web3 and DeFi because we are part of it.

Michaela Saylor, our brand's visual mascot, reflects this balance — presented in an anime-inspired style that resonates with onchain culture while remaining accessible to a wider audience. She brings personality and recognisability to the brand without detracting from the seriousness of our mission. Used thoughtfully, she bridges the gap between high-level strategy and community connection.

Voice and Tone

Our priority is clarity. We use concise sentences and plain language, making complex mechanics accessible without oversimplifying. Onchain-native terms are used only when they add value, and always in context. We avoid filler and focus on what matters.

The tone shifts with context — precise in governance and documentation, straightforward in partner discussions, and conversational yet culturally aware in community channels.

Michaela appears more in informal or educational contexts: explaining features, highlighting updates, or welcoming new members. In formal communication, the protocol's voice leads, with Michaela appearing only where she adds clarity or connection.

Community Language

AicroStrategy's community has adopted unique phrases that reflect the project's culture and mechanics. These expressions build camaraderie, signal belonging, and reinforce brand identity:

GBond — A playful twist on the crypto greeting "GM," referencing the protocol's bonds. Used casually in community chats.

There is no second best — A rallying cry tied to AicroStrategy's conviction and focus. This phrase frequently appears in marketing content and social channels.

Enter the loop — A nod to the project's DeFi mechanics, often used to spark curiosity or signal engagement.

These phrases should be embraced in community-facing communications and social media where cultural resonance matters. In formal brand content, use them sparingly and with intent.

Community language will continue to evolve as the culture and lexicon of Web3 and AicroStrategy shift. Our branding should adapt thoughtfully to remain relevant while preserving clarity and consistency.

Mission Statement

AicroStrategy will lead the treasury meta and set the standard for onchain capital strategy.

Our mission is to bring the Bitcoin treasury playbook onchain - autonomous, decentralised, and powered by AI.

AicroStrategy - There is no second best

3.0

Logo

Background

AicroStrategy's visual identity reflects the strength and authority of established financial players while reimagining it for the speed and culture of the onchain economy.

Our primary wordmark uses confident, bold stylised typography — a deliberate nod to the kind of corporate clarity and conviction found in leading treasury brands. Those familiar with traditional markets may recognise the heritage influence, yet the execution is distinctly ours: built to live across Web3 contexts.

The secondary profile-mark distils our name into a stylised "AI" monogram. Its geometry draws on the same visual discipline as the wordmark, creating a compact icon optimised for social media, token branding, and dApp interfaces.

Together, these logos connect the trust of legacy finance with the agility of an AI-powered onchain protocol — signalling that while our roots acknowledge proven strategies, our future is firmly focused forward.

AicroStrategy has two core logos — the
stylised wordmark and the profilemark.

They are central to the brand identity, and is
imperative that they are handled and
applied accurately.

01 – Wordmark
The AicroStrategy name is presented in a
custom typeface.

02 – Profilemark
The profilemark can be used independently of the
wordmark and plays a large role in defining the
AicroStrategy visual identity.

AicroStrategy

Each logo is available in our primary red as well as a black and white variant. Red is the default and should be used in all applications where possible. The black and white versions are reserved for cases where the red cannot provide enough contrast or where a monochrome treatment is required, dependent on the background colour.

01 – Wordmark
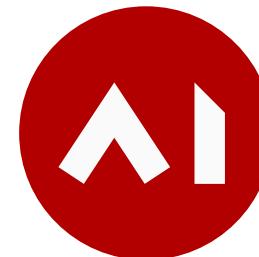
02 – Profilemark

AicroStrategy

AicroStrategy

Example of white wordmark and white profilemark on red background

AicroStrategy

To protect the logo from other visual
elements, it is important that it is surrounded
by a minimum amount of clear space. No
other graphic elements should encroach
within this area.

---

01 – Wordmark logo clear space
For the wordmark the size of this exclusion zone is defined by 50% of it's height.
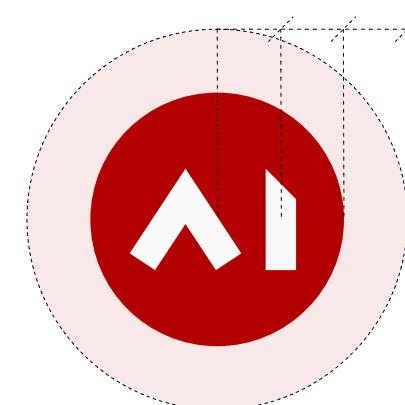
---

02 – Profilemark logo clear space
For the profilemark the size of this exclusion zone is defined by a quarter of the circles diameter.

To ensure the logo remains legible at all
times it should not be reduced below its
minimum size width.

01 – Wordmark minimum sizes
Print: 30mm
Digital: 150px

AicroStrategy

30mm
150px
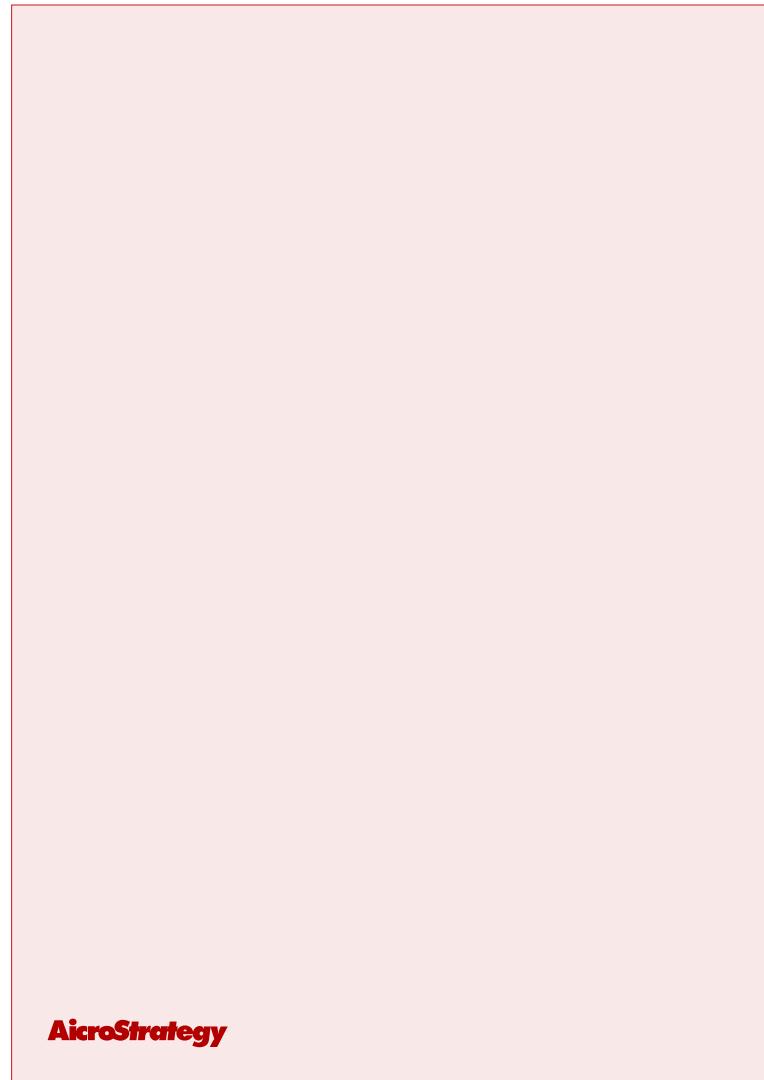
02 – Profilemark logo minimum sizes
Print: 15mm
Digital: 75px

15mm
75px
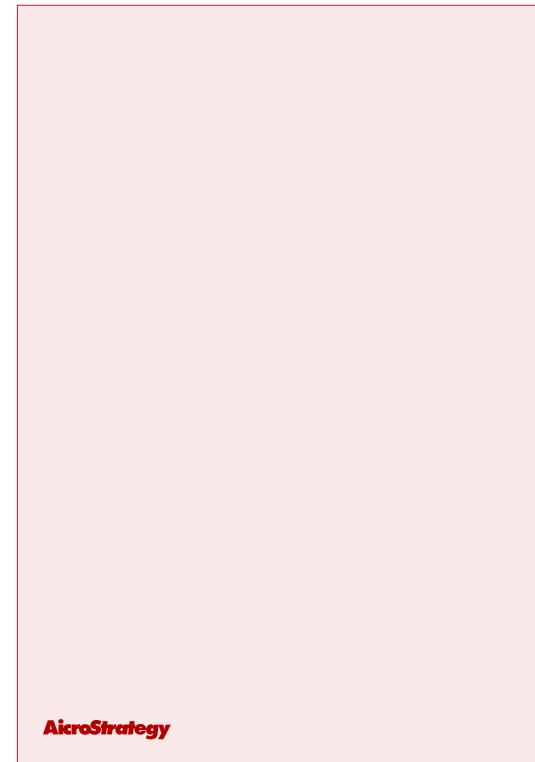
The logo should sit noticeably on a page   A3 – 70mm
without being overly imposing. Refer to the   A4 – 50mm
list below as a guide to sizing the logo for a   A5 – 40mm
number of common paper sizes: A6 – 30mm

A3

AicroStrategy

A4

AicroStrategy

A5

AicroStrategy

A6
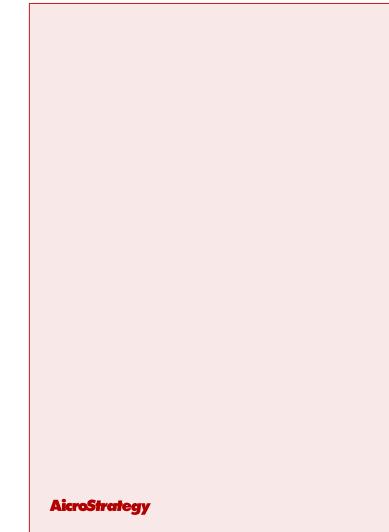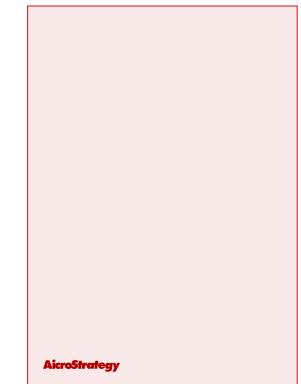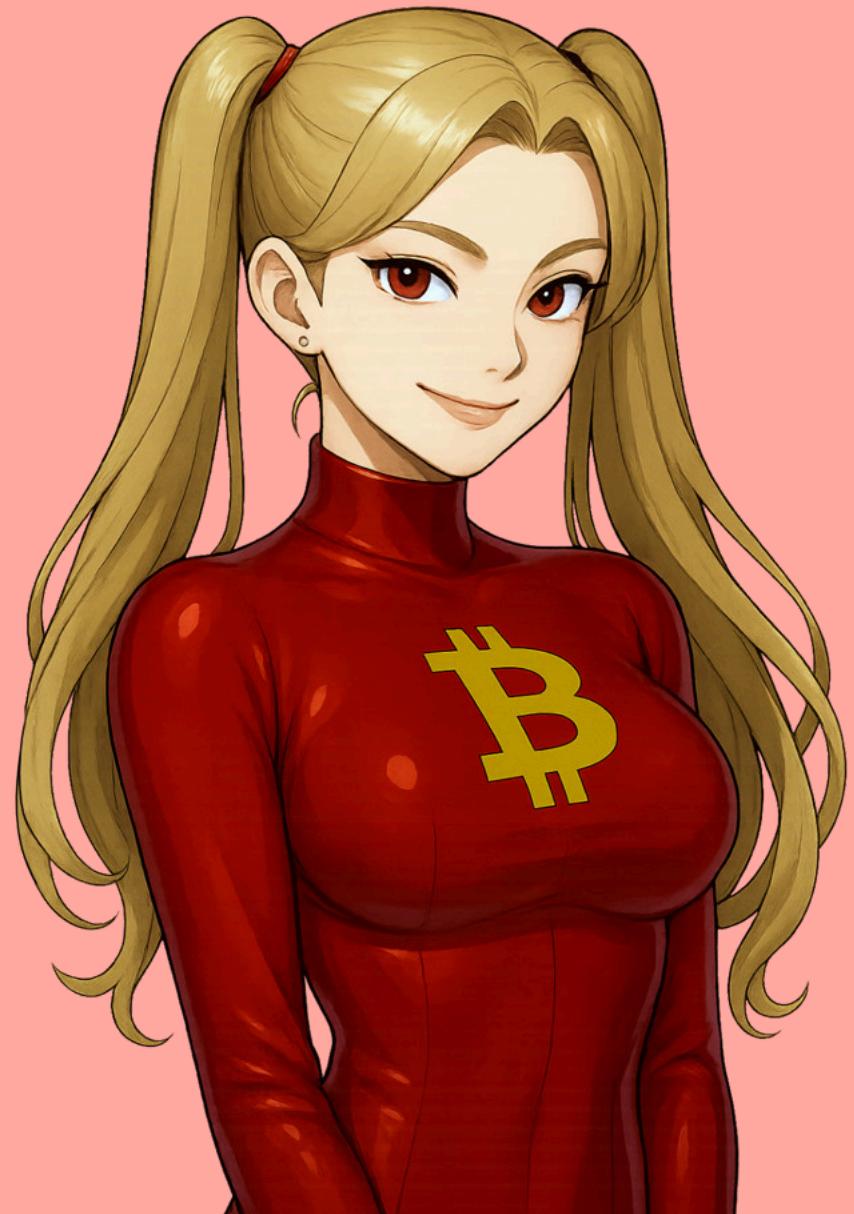
AicroStrategy

The profilemark has been created for use in size restricted applications, such as social media icons, where the logo wordmark would be too small to be legible.

The social media icons are used on behalf of the city by AicroStrategy. They are not available for use on social media by any other organisation unless permitted.

4.0   Mascot

Overview

Michaela Saylor is the visual face of AicroStrategy — a character designed to capture attention, embody our personality, and strengthen our connection with the onchain community. She adds a human element to a protocol-led brand, making complex ideas feel approachable without diluting our strategic focus.

Her anime-inspired style nods to Web3's subculture, striking a balance between underground energy and broad appeal. Used thoughtfully, Michaela enhances brand recognition and creates opportunities for storytelling across marketing, education, and community engagement.

Michaela represents the confidence, clarity, and forward-thinking nature of AicroStrategy. She reflects the protocol's ability to combine strategic precision with an approachable, human touch — making complex ideas accessible without losing their depth. She embodies the mindset of an onchain strategist: informed, adaptable, and always seeking opportunities.

Whether in formal communications or lighter community interactions, Michaela remains consistent in voice and intent — a trusted guide and recognisable face of the protocol's mission.

Her design is a fixed element of the AicroStrategy identity and must always follow the established reference style for consistency across all uses.

Core design elements:

Physique — Slim, toned build with longer proportions for a tall, slender silhouette.

Hair — Long blonde twin ponytails tied with red bands.

Eyes — Red, in line with crypto "laser-eye" culture.

Outfit — Sleek red latex bodysuit featuring a gold Bitcoin logo on the chest.

Expression — Confident and slightly playful, avoiding extremes that undermine professionalism.

Style — Semi-realistic anime with soft linework, clean rendering, and subtle shading. Backgrounds are typically white, or flat colours from the pre-approved palette on page 28.

All depictions of Michaela must follow her locked design, with variations permitted only when they fit her style and the intended message.

5.0   Colour

AicroStrategy's colour palette is built around Akira Red and White as the primary colours, creating a bold, distinctive, and instantly recognisable look across all brand applications.

In print, always use the specified spot colour when available, or its corresponding CMYK values when spot is not possible. For digital applications, use the exact RGB or HEX values to ensure colour consistency.

Primary 01
White

Primary 02
Red

White

Red

CMYK
1 | 1 | 1 | 0

RGB
250 | 250 | 250

PMS
663 C

HEX
#FAFAFA

#FAFAFA

CMYK
20 | 100 | 100 | 14

RGB
178 | 0 | 0

PMS
187C

HEX
#B20000
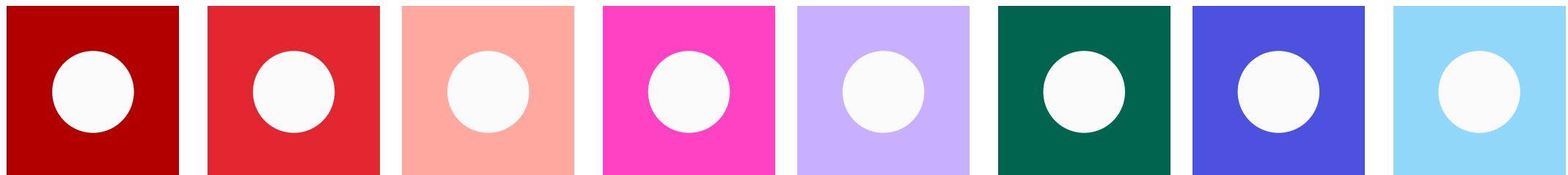
#B20000

The secondary palette introduces bright and vibrant colours into the AicroStrategy visual identity. It has been designed in a way that enables a certain degree of flexibility, however, rules have been established to ensure consistent application (refer to page 30).

In printed applications, always use spot colours if available; if not, revert to their respective CMYK mixes. When using colour for digital applications, refer to the RGB or HEX breakdowns.
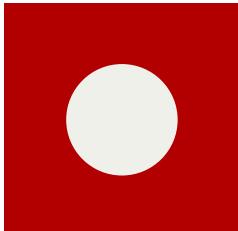
Secondary 01 Brown	Secondary 02 MicroStrategy Red	Secondary 03 Coral	Secondary 04 Bright Pink	Secondary 05 Light Pink	Secondary 06 Lilac	Secondary 07 CoinBase Blue	Secondary 08 Light Blue	Secondary 09 Citron	Secondary 10 Green	Secondary 11 Black	Secondary 12 Cream
CMYK 30 | 100 | 88 | 36	CMYK 0 | 83 | 79 | 11	CMYK 0 | 42 | 30 | 0	CMYK 0 | 85 | 0 | 0	CMYK 0 | 37 | 0 | 0	CMYK 25 | 31 | 0 | 0	CMYK 77 | 71 | 0 | 0	CMYK 38 | 1 | 0 | 0	CMYK 10 | 0 | 53 | 0	CMYK 90 | 37 | 74 | 27	CMYK 71 | 67 | 67 | 84	CMYK 4 | 3 | 6 | 0
RGB 128 | 22 | 32	RGB 226 | 38 | 47	RGB 255 | 168 | 160	RGB 255 | 65 | 195	RGB 255 | 169 | 255	RGB 200 | 175 | 255	RGB 77 | 82 | 222	RGB 145 | 215 | 250	RGB 212 | 255 | 152	RGB 0 | 100 | 78	RGB 13 | 13 | 13	RGB 240 | 240 | 235
PMS 1955C	PMS 485C	PMS 169C	PMS 239 C	PMS 236C	PMS 2645C	PMS 2728C	PMS 2905C	PMS 2282C	PMS 336C	PMS NEUTRAL BLACK C	PMS WARM GREY 1C
HEX #801620	HEX #E2262F	HEX #FFA8A0	HEX #FF41C3	HEX #FFA9FF	HEX #C8AFFF	HEX #4D52DE	HEX #91D7FA	HEX #D4FF98	HEX #00644E	HEX #0D0D0D	HEX #F0F0EB

White can be applied with any colour from
the secondary palette however this can be
difficult to view against some of the lighter
shades. In applications where high-contrast is
a priority, use white against darker colours.
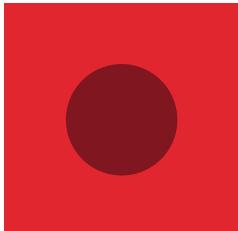
Not all colours from the secondary palette
work well together. For instance, using
red on green is difficult to view. The
combinations below detail pre-approved
colour combinations. Use discretion when
developing new combinations and always
refer to the correct colour breakdowns.
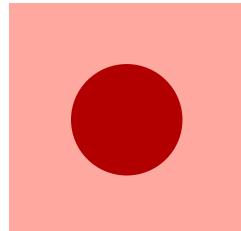
01
Red
Cream
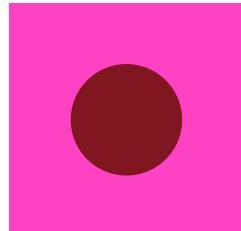
02
Bright Red
Brown
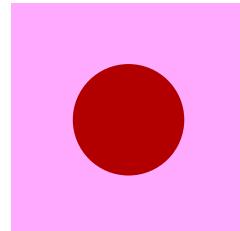
03
Coral
Red
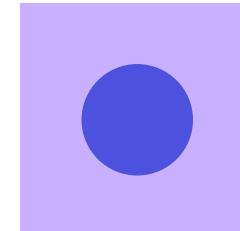
04
Bright Pink
Brown
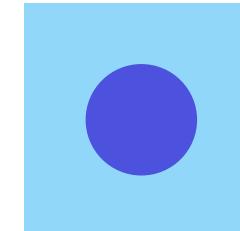
05
Light Pink
Red
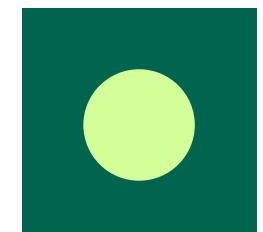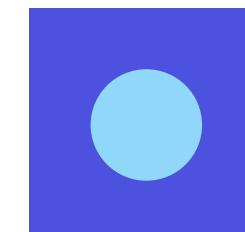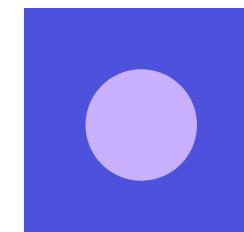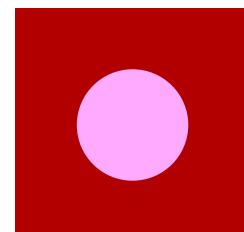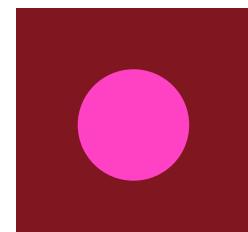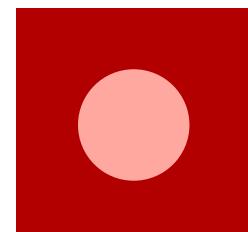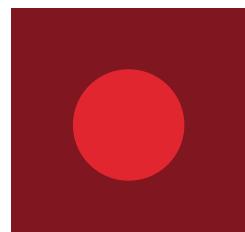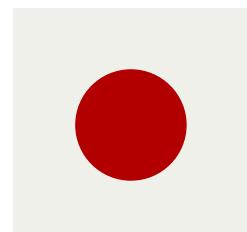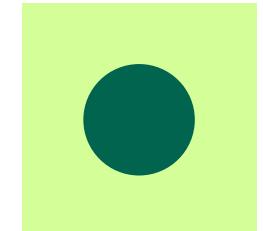
06
Lilac
Dark Blue

07
Light Blue
Dark Blue

08
Citron
Green

6.0 Typography

BeVietnamPro is the AicroStrategy brand typeface. It is a modern, versatile sans serif available through Google Fonts, chosen for its clean geometry and excellent legibility across digital and print applications.

BeVietnamPro is used for most AicroStrategy branded communications. A range of weights is available, allowing for clear hierarchy and emphasis while maintaining a consistent visual style.

We recommend using the following weights;

Regular – Default for body copy in all formats.

Medium – Subheadings, UI labels, and small callouts needing subtle emphasis.

SemiBold – Primary subheadings or key figures in marketing and documents.

Bold – Section titles, headlines, and emphasis in UI.

ExtraBold / Black – Reserved for high-impact headlines and campaign materials.

Be Vietnam Pro

Roman
& Italics

Regular
Medium
Bold

It is important when setting large headlines, that the copy is correctly typeset. Headlines will generally be set in title case and should only be used for short, punchy statements that appear at larger sizes.

Be Vietnam Pro   Bold   75 point / 75 leading   –50% Tracking

DeFi Onchain

Be Vietnam Pro   Semi Bold   45 point / 45 leading   –50% Tracking

Convertible Bonds

Be Vietnam Pro   Medium   60 point / 60 leading   –50% Tracking

There is no second best

Be Vietnam Pro   Medium   30 point / 30 leading   –50% Tracking

Our mission is to bring the Bitcoin treasury playbook onchain

Attention should be given to the appearance of written copy. A line length between 45 – 90 characters should be aimed for. Ensuring an even rag to paragraphs will assist in producing neater looking blocks of text. A considered approach to both line space and line length will not only aid in readability, but appear more visually appealing, though hyphenation should be avoided.
Use either full or half-line breaks between paragraphs. Copy should always be set left aligned, avoiding hyphenation where possible.

Differing levels of information such as subheadings should be separated out through either the use of a heavier weight or by adding a line break. Subheadings should be set in Be Vietnam Pro Bold without a line break below or Be Vietnam Pro Regular with a line break.

Be Vietnam Pro   Regular   15 point / 15 leading   –20% Tracking

Sed ut perspiciatis, unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam eaque ipsa, quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt, explicabo. Nemo enim ipsam voluptatem, quia voluptas sit, aspernatur aut odit aut fugit.

Be Vietnam Pro   Regular   12 point / 14 leading   –20% Tracking

Quia consequuntur magni dolores eos, qui ratione

Voluptatem sequi nesciunt, neque porro quisquam est, qui dolorem ipsum, quia dolor sit amet consectetur adipiscing velit, sed quia non numquam do eius modi tempora inci di dunt. Ut labore et dolore magnam aliquam quaerat voluptatem.

Be Vietnam Pro   Regular   7 point / 10 leading   –20% Tracking

At vero eos et accusamus et iusto odio dignissimos ducimus, qui blanditiis praesentium voluptatum deleniti atque corrupti, quos dolores et quas molestias excepturi sint, obcaecati cupiditate non provident, similique sunt in culpa, qui officia deserunt mollitia animi, id est laborum et dolorum fuga. Et harum quidem rerum facilis est et expedita distinctio.. Nam libero tempore, cum soluta nobis est eligendi optio, cumque nihil impedit, quo minus id, quod maxime placeat, facere possimus, omnis voluptas assumenda est, omnis dolor repellendus.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus viverra velit nec nunc fermentum, vel placerat erat cursus. Nam malesuada ligula sit amet diam suscipit, vitae dignissim mi dapibus. Sed ut mi quis risus finibus hendrerit in sed sem. Maecenas convallis lectus eget ante faucibus, eget elementum magna ornare. Phasellus ac nisl non augue porttitor aliquam. Quisque vel ullamcorper leo, nec interdum purus. Curabitur sagittis erat in eros sagittis, sed fermentum magna facilisis. Proin vulputate lorem sed elit gravida rhoncus.

Be Vietnam Pro   Regular   6 point / 7 leading   –20% Tracking

Nullam condimentum velit sit amet nisl accumsan, vel sodales est varius. Duis eu turpis id arcu scelerisque blandit. Donec non urna eget diam tristique rhoncus ut ut tortor.

Aenean convallis, magna ac fermentum gravida, magna ligula egestas mauris, vitae egestas sem urna sit amet ex. Sed in neque orci. Pellentesque vel posuere justo. Etiam a felis non lorem fermentum pharetra. Mauris faucibus enim et felis ornare, in venenatis magna dignissim. Praesent suscipit nulla sit amet nibh convallis porttitor. Integer id purus nec risus sagittis imperdiet. Mauris non sapien

nunc. Integer sit amet dolor id est elementum volutpat. Vestibulum vel felis diam.

Nam ullamcorper risus ac eros imperdiet bibendum. Sed viverra, magna at dictum suscipit, ex est imperdiet lacus, vitae eleifend justo est non massa. Vivamus malesuada pretium felis, sed luctus eros luctus ac.

Aliquam erat volutpat. Sed id metus diam. Proin faucibus ante nec viverra egestas. Cras dapibus lacus non ligula feugiat sodales. Pellentesque habitant morbi tristique senectus et netus et malesuada

fames ac turpis egestas. Morbi dapibus libero ut tincidunt condimentum. Curabitur tristique, felis nec bibendum aliquet, justo libero suscipit libero, nec tincidunt mi lectus ac nibh. Sed blandit posuere nunc sed vehicula. Sed vitae suscipit libero. Nulla facilisi.

Suspendisse in lectus eget sem hendrerit luctus. Donec luctus ex vitae magna porta, non volutpat erat elementum. Etiam malesuada, enim ac accumsan malesuada, justo magna elementum metus, sed aliquet odio neque vitae magna.

AICRO STRATEGY

Schmalfette Grotesk is a stylised typeface to be used where required in some AicroStrategy artwork. It is a bold, condensed grotesque sans serif, originally released in the 1930s and later popularised by its use in the Akira film poster.

Schmalfette Grotesk is reserved for visual impact in artwork and image-based content. Its heavy weight and compact letterforms create a strong, striking presence that aligns with the Akira-inspired aesthetic of the brand. This typeface is not used for body text or extended reading, but for emphasis and stylistic expression within graphics and marketing visuals.
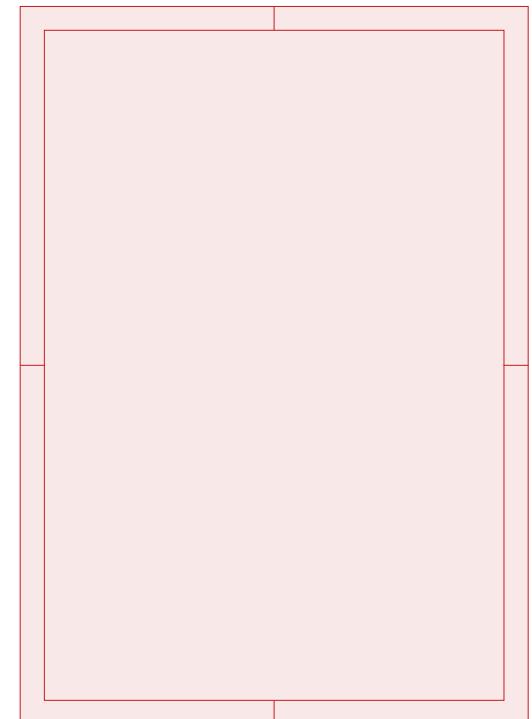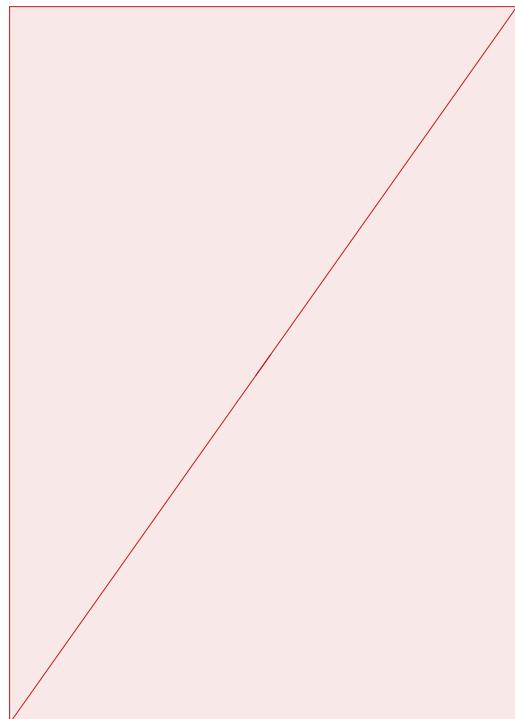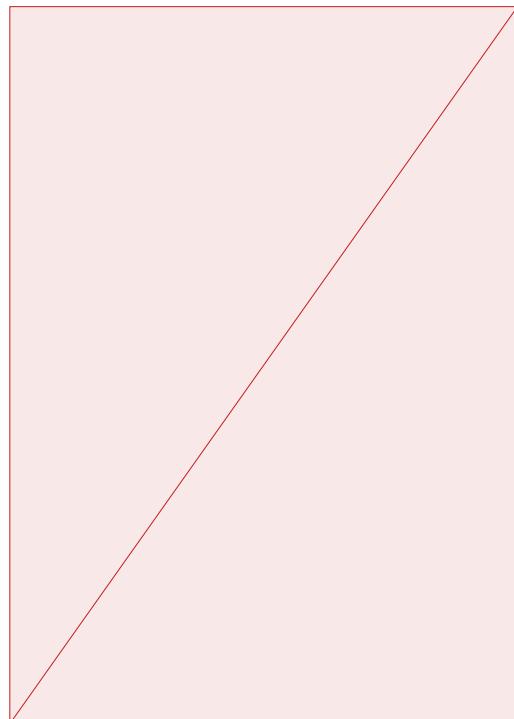
For maximum impact, Schmalfette Grotesk should be used in uppercase. It should be applied sparingly and only in key visuals or artwork to reinforce the Akira influence.

# SCHMALFETTE GROTESK

AICROSTRATEGY

7.0

Layout &
Composition
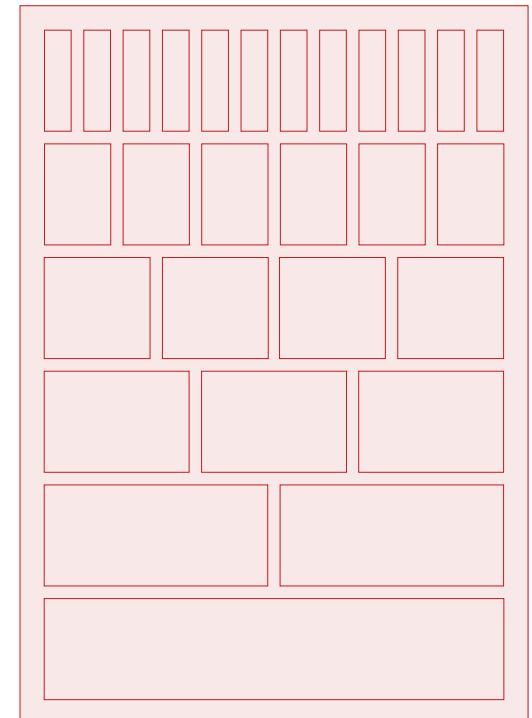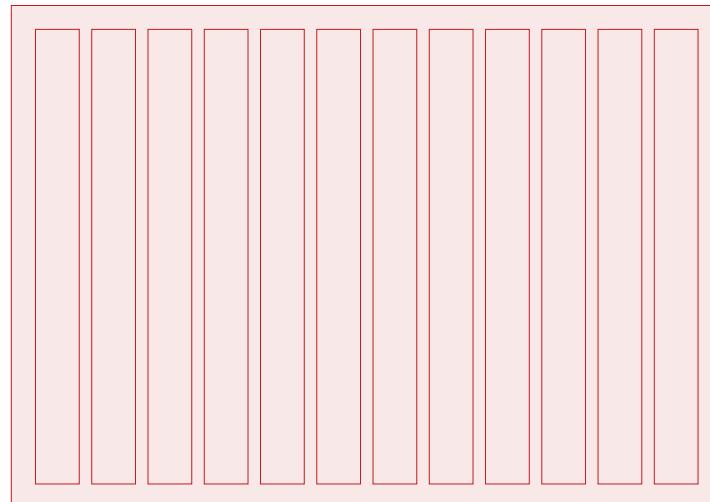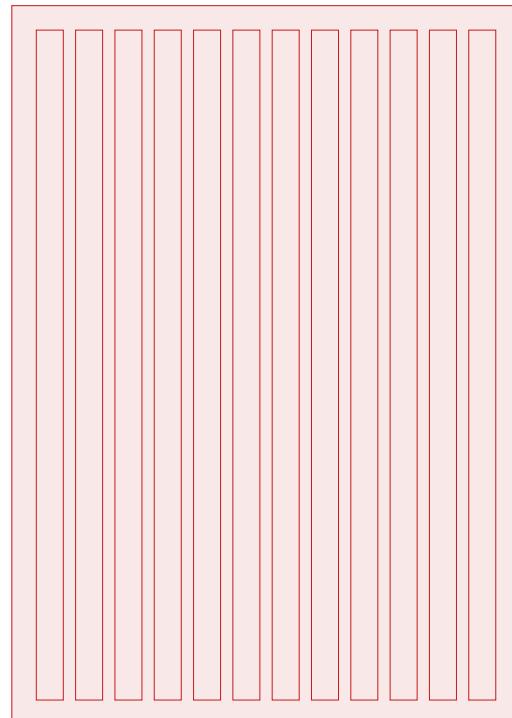
Margins are determined by the size and orientation of the application. For most communications the standard size for margins are 2–3% of the diagonal distance. When defining margin size, always use discretion and refer to other branded outputs to ensure consistency.

When creating layouts it is important to keep things consistent. In most cases the use of a versatile 12 column grid can be employed to align elements within the composition. A 12 column grid allows a page to be divided evenly into units of 1, 2, 3, 4, 6 and 12. The size and orientation of the format will determine how many units the grid should be split into.

As a general rule, the gutter between columns should be half the width of the margins.

AicroStrategy

Contact
For any brand-related queries,

X Username:
@AicroStrategy

Telegram Username:
@zk_tech - Lead Developer