

BRAND DYNAMICS



ASSURE DEFITM
THE VERIFICATION GOLD STANDARD

PURPOSE

ADDING CREDIBILITY TO THE BLOCKCHAIN

**We believe with
smarter investment,
Blockchain Technology
can fuel future
innovation.**

**Wouldn't it be great if Investors
could confidently invest in the
blockchain, without the fear of
scams?**

What if crypto had similar requirements for leadership accountability as the traditional investment space, without sacrificing important core pillars such as anonymity and decentralization?

Imagine a blockchain where all projects are verified to a gold standard, driving increased investment into the space, and improving the acceptance of such technologies by the wider world.



O B J E C T I V E

A BLOCKCHAIN THAT INVESTORS CAN TRUST

**Our vision is to create a world where investors chose
Blockchain first and everyone can confidently
participate.**

We believe there is a way to apply many of the same requirements for leadership accountability that are in place IRL to the crypto-space. Investors could quickly ascertain whether basic safeguards are in place without deep knowledge of the complex intricacies of this rapidly evolving market. This will ultimately allow more potential investors to confidently commit capital to the blockchain innovators that are redefining the world as we know it.



W H A T W E A R E

THE VERIFICATION **GOLD STANDARD**

**We aim to create a more investable Blockchain by
empowering investors with world-class verification.**



BRAND PILLARS

**INTEGRITY
TRUST
CREDIBILITY**

TM



CUSTOMER SERVICE VALUES

Accountability : Making the blockchain a safer place

Success : Successful projects start with Assure verification

Scam Deterrent : We want scammers to think twice

Unity : We're all in this together

Respect : We respect you, your privacy and your innovation

Equality : All are equal in our eyes

B R A N D E T H O S

“ Trust, but **Verify.** ”

RONALD REAGAN

PRIMARY LOGO + TAG



ASSURE DEFITM
THE VERIFICATION **GOLD STANDARD**

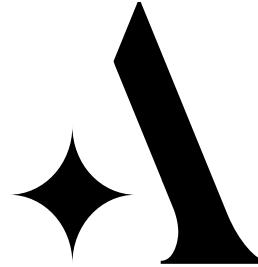
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L O G O + T A G | C O L O U R V A R I A T I O N S



ASSURE DEFITM
THE VERIFICATION **GOLD STANDARD**

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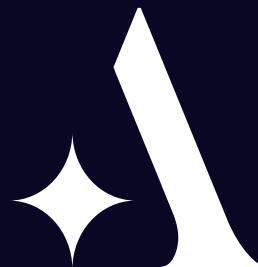
ASSURE DEFITM
THE VERIFICATION **GOLD STANDARD**

B L A C K : # 0 0 0 0 0



ASSURE DEFITM
THE VERIFICATION **GOLD STANDARD**

W H I T E : # F F F F F F F



ASSURE DEFITM
THE VERIFICATION **GOLD STANDARD**

L I G H T G R E Y : # F 2 F 2 F 2

LOGO ONLY | HORIZONTAL



ASSURE DEFITM

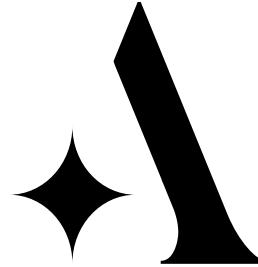
G O L D : # E 2 D 2 4 3

HORIZONTAL LOGO | COLOUR VARIATIONS



ASSURE DEFITM

NAVY : #0A0724



ASSURE DEFITM

BLACK: #000000



ASSURE DEFITM

WHITE: #FFFFFF



ASSURE DEFITM

LIGHT GREY: #F2F2F2

LOGO ONLY | STACKED



G O L D : # E 2 D 2 4 3

STACKED LOGO | COLOUR VARIATIONS



NAVY: #0A0724



BLACK: #000000



WHITE: #FFFFFF



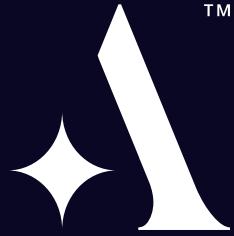
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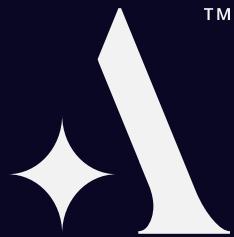


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W H I T E :
F F F F F F



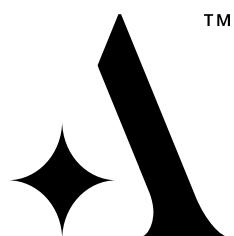
G R E Y :
F 2 F 2 F 2



N A V Y :
0 A 0 7 2 4



B L A C K :
0 0 0 0 0 0



TAGLINE

FULL STRAP

THE VERIFICATION **GOLD STANDARD**TM

STACKED

THE VERIFICATION
GOLD STANDARDTM

EXCLUSION ZONES

LOGO + TAG



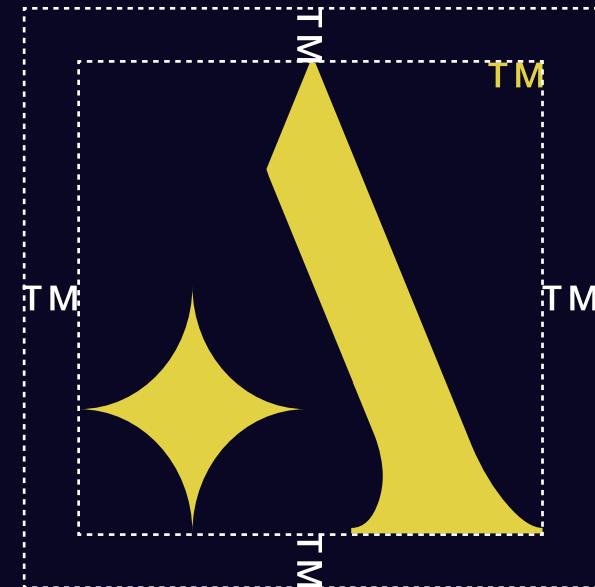
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LOGO ONLY



NO GRAPHIC, TEXT OR MARGIN WITHIN HEIGHT OF 'A' CHARACTER IN ASSURE

BRAND MARK



NO GRAPHIC, TEXT OR MARGIN WITHIN WIDTH OF TM SYMBOL

A S S U R E S E A L



VERIFIED BADGES



FULL STRAP

VERIFIED BY **ASSURE DEFI**
THE VERIFICATION **GOLD STANDARD™**



STACKED

VERIFIED BY
ASSURE DEFI
THE VERIFICATION
GOLD STANDARD™

A S S U R E D L O G O + T A G



G O L D : # E 2 D 2 4 3

A S S U R E D L O G O + T A G | C O L O U R V A R I A T I O N S



N A V Y : # 0 A 0 7 2 4



B L A C K : # 0 0 0 0 0



W H I T E : # F F F F F F F



L I G H T G R E Y : # F 2 F 2 F 2

A S S U R E D L O G O



G O L D : # E 2 D 2 4 3

A S S U R E D L O G O | C O L O U R V A R I A T I O N S



N A V Y : # 0 A 0 7 2 4



B L A C K : # 0 0 0 0 0



W H I T E : # F F F F F F F



L I G H T G R E Y : # F 2 F 2 F 2

B R A N D M A R K



G O L D : # E 2 D 2 4 3

W H I T E :
F F F F F F



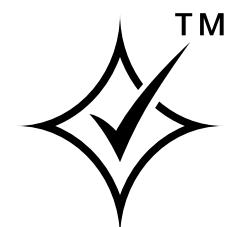
G R E Y :
F 2 F 2 F 2



N A V Y :
0 A 0 7 2 4



B L A C K :
0 0 0 0 0 0



T Y P E F A C E

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This text is used for headings and call out text. Set to a kerning of 10. Text generally to be in Navy, gold, white or black.

This is Aksidenz Grotesk Light.

This text is used for copy text. Set to a kerning of 10. Text generally to be in Navy, gold, white or black.

T H I S I S A K S I D E N Z
G R O T E S K L I G H T .

This text is used for sub-headings . Set to a kerning of 500. Text generally to be in Navy, gold, white or black.

C O L O U R S

G O L D :

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#x~~f~~x

CMYK MIX:

11-13-73-1

CLOSEST PANTONE:

7404 C

W H I T E :

WHITE:

#FFFFFF

CMYK MIX:

0-0-0-0

CLOSEST PANTONE:

Black C

B L A C K :

HEX CODE:

#000000

CMYK MIX:

0-0-0-100

CLOSEST PANTONE:

Black C

L I G H T G R E Y :

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CMYK MIX:

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CLOSEST PANTONE:

Cool Gray 1 C

N A V Y :

HEX CODE:

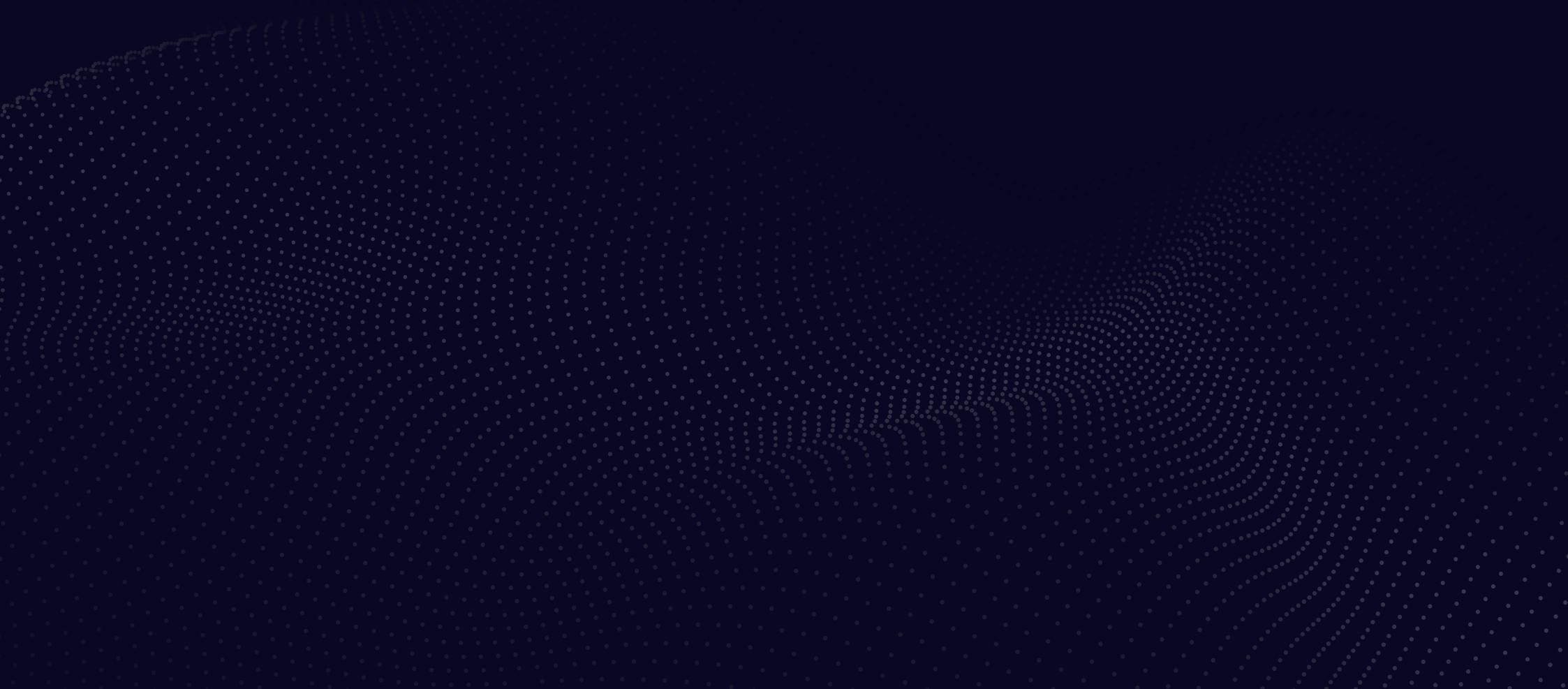
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91-89-42-54

CLOSEST PANTONE:

5255 C



T W I T T E R C O V E R P H O T O

THE VERIFICATION **GOLD STANDARD**



VERIFIED TWITTER POSTS



