UMA

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01

About UMA

About UMA

UMA stands for universal market access, derived from our mission to make financial markets universally accessible and fair. UMA can be leveraged to create unstoppable financial contracts on the blockchain that can securely reference on-chain or fiat-world assets.

Brand Attributes

Our brand attributes describe how UMA should feel as a brand.

These attributes are used to check the tone of feeling of UMA’s brand materials, writing, and website.

Innovative

Global

Institutional

Aspirational

Moonshot

Fundamental

Open

Revolutionizing

Financial

02

Logo Wordmark

Primary Wordmark

A horizontal wordmark is the primary mark for UMA. It should be used in almost all instances that require brand representation and identification.

Usage Examples:

- UMA website
- Social media, avatars, headers
- Advertising, promotional material
- Collateral

Alternate Wordmark

The UMA wordmark can also be used on a dark gray background knocked out in white, with the center element of the “A” colored in the brand’s primary red color.

Tagline Lockup

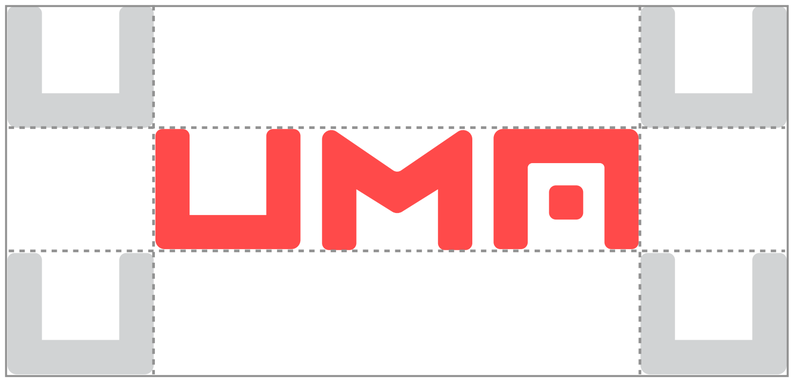
The wordmark can also be used in conjunction with “Universal Market Access” for presentation purposes or further brand representation.

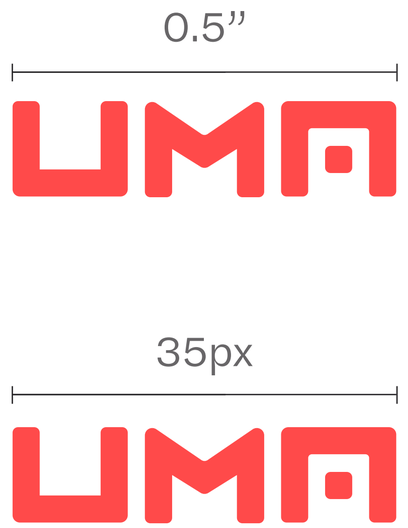
When using this lockup, “Universal Market Access” should always be stacked vertically underneath and equal to the width of the wordmark. “Universal Market Access” should be set in Halyard Display SemiBold.

Project Lockup

For additional brand representation along with the tagline lockup, the UMA wordmark may also be used with the word “Project”.

When using this lockup, “Project” should always sit beside the UMA wordmark on one line and be equal to the height of the wordmark. “Project” should be set in Halyard Display SemiBold.





Clearspace

The full wordmark should be allowed ample space from other elements including edges, images, and other logos. Leave space equivalent to the “U” from the wordmark.

Mark Size Limits

The full wordmark should never be reduced below 35px in width for screen applications, and 0.5” for print applications.

03

Brand Elements

Primary Typography

UMA uses Halyard as its primary typeface.

For all display and heading type,
Halyard Display SemiBold should be used.

For all body type, Halyard Text Book
should be used.

Halyard Display SemiBold

AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVvW
wXxYyZz
0123456789!@#$%^&*( )

Halyard Text Book

AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVvW
wXxYyZz
0123456789!@#$%^&*( )

Primary Color

UMA’s colors are simple yet bold. The dominant color of the brand is a vibrant red, signifying UMA’s aspirational mission and distinguishing the brand from others in a similar space.

This color can be used as a highlight or accent, or can stand alone.

Red

Hex
#FF4A4A

RGB
R: 255 G: 74 B: 74

CMYK
C: 0 M: 71 Y: 71 K: 0

Secondary Colors

The secondary colors are a neutral palette to contrast against the primary red and add visual depth when needed.

These colors can be used within supporting elements such as backgrounds.

White	Light Gray	Dark Gray
Hex #FFFFFF	**Hex** #F5F5F5	**Hex** #272528
RGB R:250 G:250 B: 250	**RGB** R: 245 G: 245 B: 245	**RGB** R: 39 G: 37 B: 40
CMYK C:0 M:0 Y:0 K:0	**CMYK** C: 0 M: 0 Y: 0 K: 4	**CMYK** C: 2 M: 7 Y:0 K: 84

04

Brand in Use

Business Card

The business card utilizes the wordmark by itself on the front knocked out in white, while the tagline and contact information is on the back.

Alternate Card

A simpler version of the card can be used as a calling card, featuring the tagline lockup on the front and a contact e-mail on the back.

Website

UMA

Team Blog

Building a decentralized financial contracts platform on the EVM.

Our mission is to make financial markets universally accessible and fair. Leverage UMA to create unstoppable financial contracts on the blockchain that can securely reference on-chain or fiat-world assets. Let's create a unified global marketplace for financial risk. **Read Our Whitepaper.**

Get UMA Updates

Email Address Submit

We bring the token, platform, oracle and expertise. We need your help unlocking the financial markets

UMA Financial contracts are the building blocks of fiat financial services. Use UMA's technology and expertise to power borderless access to any financial market.

What will you build with UMA?

A Decentralized Futures Exchange?

The Challenge: Design & deploy levered futures on any underlying asset using the UMA protocols.

Learn More

A Tokenized, Trustless ETF?

The Challenge: Trustlessly tokenize the price returns of any fiat world assets and indices

Learn More

An OTC Marketplace For Financial Risk?

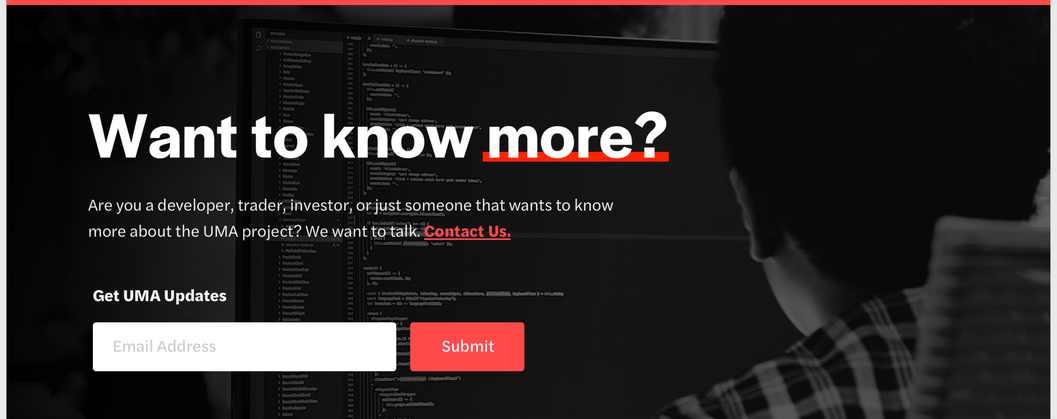
The Challenge: Allow users to trade on the price moves of shares, indices, and forex.

Learn More

Something Else?

Do you have another idea? We want to help make it happen.

Tell us about it



Want to know more?

Are you a developer, trader, investor, or just someone that wants to know more about the UMA project? We want to talk. **Contact Us.**

Get UMA Updates

Email Address Submit

Twitter

Search Twitter
Tweet
Tweets 8,058
Following 721
Followers 1,815
Likes 460
Lists 2
Follow
UMA Project
@UMA_Project
Building a decentralized financial contracts platform
New York, NY
umaproject.org
Joined November 2018
Tweet to
Message
6 Followers you know
522 Photos and videos
Tweets
Tweets & replies
Media
Pinned Tweet
UMA Project @UMA_Project • 10 Nov 2018
What do you want to build with UMA? umaproject.org/about/decentralized-futures-exchange #market #cryptocurrency
A Decentralized Futures Exchange?
The Challenge: Design & deploy levered futures on any underlying asset using the UMA protocols.
Learn More
A Tokenized, Trustless ETF?
The Challenge: Trustlessly tokenize the price returns of any fiat world assets and indices
Learn More
An OTC Marketplace For
Something Else?
17
47
UMA Project @UMA_Project • 23h
Our new website concept;
Coming soon..
instagram.com/p/BNFGrfhBP3M/
1
4
2
UMA Project @UMA_Project • Nov 5
Variable web fonts are coming, and will open a world of opportunities for weight use online
The Future of Web Fonts

Thank You