

# HALO Investor Deck Design Brief

## For a16z & Tier-1 VC Presentation

Document Version: 8.0 (Creative Icon System + Brand Story)

Date: February 2026

Status: CONFIDENTIAL

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## 1. Strategic Design Direction

### HALO's Position

HALO is the **trusted bridge between legacy rails and the agentic economy**. The visual identity must communicate:

- **Trust:** Institutional-grade reliability, serious financial infrastructure
- **Future:** Building what comes next, not preserving what exists
- **Technical:** Developer-friendly, protocol-level thinking
- **Universal:** Works across ecosystems, chain-agnostic, protocol-agnostic

### Design North Star

“Stripe meets the Agentic Future”

Reference brands: Stripe, Plaid, Mercury, Ramp, Circle, Nouns DAO (for pixel aesthetic)

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## 2. HALO Pixel Art Logo System

### 2.1 The Case for Pixel Art in Professional Contexts

The HALO pixel art aesthetic is **strategic and distinctive** — not nostalgic or retro:

|                         |  |
|-------------------------|--|
| Factor                  | Why It Works for HALO  |
| Digital-Native Signal   | Pixel art communicates “born on the internet” — perfect for agentic infrastructure |
| Web3/Crypto             | Pixel aesthetics are embraced in crypto (CryptoPunks, Nouns DAO)                   |
| Credibility             | without being dated  |
| Memorable & Distinctive | Stands out from smooth vector fintech logos — immediately recognizable             |
| Technical Precision     | Grid-based design signals engineering rigor and computational thinking             |
| On-Chain Heritage       | Nouns DAO built a \$45M+ brand with 32x32 pixel art — proves pixel = professional  |

### 2.2 Brand Reference: Nouns DAO

|                    |                                 |  |
|--------------------|---------------------------------|--|
| Attribute          | Nouns Approach                  | HALO Application                           |
| Resolution         | 32x32 pixel characters          | Clean, legible pixel wordmark              |
| Color Palette      | Limited, intentional colors     | Deep Teal + Success Green (3-4 colors max) |
| Professional Reach | Bud Light Super Bowl commercial | VCs respect pixel art done right           |
| CC0/Open Source    | Public domain IP                | Aligns with protocol/infrastructure ethos  |

## 2.3 HALO Logo Specifications

| Attribute           | Specification                                  |
|---------------------|--|
| <b>Style</b>        | Geometric pixel wordmark (existing)            |
| <b>Grid</b>         | Consistent pixel grid (8x8 or 16x16 base unit) |
| <b>Color</b>        | Deep Teal (#0A3D35) on light backgrounds       |
| <b>Reverse</b>      | Warm White (#FDFFCFA) on dark backgrounds      |
| <b>Minimum Size</b> | 80px width for digital, 0.75" for print        |
| <b>Clear Space</b>  | 16px (or "H" height equivalent) on all sides   |

### What to KEEP

- Pixel/geometric letterforms — distinctive and ownable
- Star/sparkle element — signals innovation
- Wordmark approach — clear brand recognition

### What to AVOID

- Grainy/dithered texture overlay — signals “retro” not “infrastructure”
- Excessive noise or distressed effects — undermines institutional credibility
- Low-contrast applications — fails accessibility

## 2.4 Pixel Art Color Theory

| Color                | Hex      | Pixel Art Role             |
|----------------------|----------|----------------------------|
| <b>Deep Teal</b>     | #0A3D35  | Primary fill, outlines     |
| <b>Forest Teal</b>   | #166856  | Mid-tone, shading          |
| <b>Success Green</b> | #34D399  | Highlights, active states  |
| <b>Warm White</b>    | #FDFFCFA | Background, negative space |
| <b>Slate</b>         | #64748B  | Secondary elements         |
| <b>Soft Mint</b>     | #A7F3D0  | Light accents              |

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## 3. Creative Icon System ✨

### 3.1 Icon Philosophy: “Visual Infrastructure”

Just as HALO is an orchestration layer connecting disparate protocols, the icon system should feel like **visual infrastructure** — clean, modular, interconnected. Every icon belongs to the same “network.”

### 3.2 Three Visual Motifs

These motifs should subtly appear across the icon set, creating visual cohesion:

| Motif                   | Meaning                                   | Visual Element  |
|-------------------------|---|---|
| <b>The Halo Ring</b>    | Protection, orchestration, completeness   | Circular arcs (270°), partial rings, orbital elements |
| <b>The Bridge</b>       | Connection between legacy and future      | Two-sided elements with pathways joining them         |
| <b>The Node Cluster</b> | Network, protocol layers, interconnection | Dots/circles with connecting lines                    |

### 3.3 Icon Style Specifications

To complement HALO's pixel art logo, icons have **geometric precision** with subtle pixel-inspired details:

| Attribute            | Specification                            |
|----------------------|--|
| <b>Base Grid</b>     | 24px x 24px canvas                       |
| <b>Stroke Weight</b> | 1.5px consistent throughout              |
| <b>Corner Radius</b> | 2px on all corners (pixel-friendly)      |
| <b>Angles</b>        | Prefer 45° and 90° angles (grid-aligned) |
| <b>Terminal Caps</b> | Rounded (not flat or square)             |
| <b>Key Shapes</b>    | Circles, squares, 45° diamonds           |

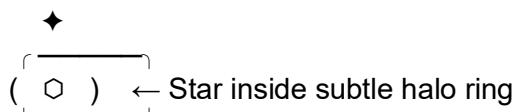
### 3.4 Color States

| State                  | Color                 | When to Use                               |
|------------------------|-----------------------|---|
| <b>Default</b>         | Deep Teal #0A3D35     | Primary state                             |
| <b>Active/Positive</b> | Success Green #34D399 | Highlights, confirmations, "HALO" moments |
| <b>Secondary</b>       | Forest Teal #166856   | Supporting icons                          |
| <b>Reversed</b>        | Warm White #FDFFCA    | On dark backgrounds                       |
| <b>Warning</b>         | #F59E0B (Amber)       | Problems, friction (use sparingly)        |

## 4. Slide-by-Slide Icon Concepts

### Slide 1: Cover

#### Hero Element: HALO Star with Orbital Ring



- Keep the existing star/sparkle element from logo
- Add subtle 270° "halo arc" orbiting behind/around it
- Color: Success Green star, Deep Teal ring (or reversed)
- Signals: Protection, innovation, orchestration

### Slide 2: Timeline / The Four Eras

Create **visual evolution** where each era's icon transforms while sharing a common circular boundary:

| Era               | Icon Name  | Visual Description   |
|-------------------|------------|--|
| <b>Mainframes</b> | Terminal   | Rectangle with blinking cursor, hard 90° corners, contained in circle        |
|                   | Window     |  |
|                   | Cart Globe | Shopping cart with small globe element, contained in circle                  |
| <b>E-Commerce</b> | Tap Pulse  | Phone outline with radiating tap circles, contained in circle                |
|                   | Agent Halo | Simplified robot/AI face with HALO ring above — <b>this is HALO's domain</b> |

**Visual Thread:** Each icon sits in an implied circular boundary, showing evolution as a continuous cycle. The "Agentic" icon glows Success Green.

### Slide 3: Problem — "Agents Can't Click"

### Icon Set: The Broken Journey

| Concept   | Icon Name    | Visual Description   |
|---|--------------|--|
| <b>Blocked Path</b>   | Arrow Wall   | Forward arrow terminating at vertical barrier line                         |
| <b>Access Denied</b>  | Bot No-Entry | Circle with diagonal slash, robot silhouette inside                        |
| <b>Confusion</b>  | Bot Question | Robotic speech bubble with "?" — agents asking questions they can't answer |
| <b>Disconnection</b>  | Chain Break  | Two chain links with visible gap   |
| <b>Friction</b>   | Gear Jam     | Interlocking gears with visible obstruction                                |
| <b>Color Treatment:</b> Deep Teal primary, with subtle Amber (#F59E0B) accents on the "blocked" elements — signals problems without overwhelming. |              |  |

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### Slide 4: Protocol Fragmentation

#### Icon Set: Scattered Pieces (pre-HALO chaos)

| Problem                   | Icon Name        | Visual Description  |
|---------------------------|------------------|---|
| <b>Identity Silos</b>     | Users Scattered  | Three user icons at different angles, no connecting lines |
| <b>Payment Chaos</b>      | Currency Scatter | \$, €, □ symbols at random rotations, misaligned          |
| <b>Trust Gaps</b>         | Shield Crack     | Shield icon with visible fracture line through center     |
| <b>Protocol Confusion</b> | Hex              | Multiple hexagon nodes with broken/missing connections    |
| Disconnected              |                  |   |

**Note:** Remove Google 'G' logo — replace with generic "Protocol Node" icon (hexagon with inner circuit pattern).

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### Slide 5: Market State

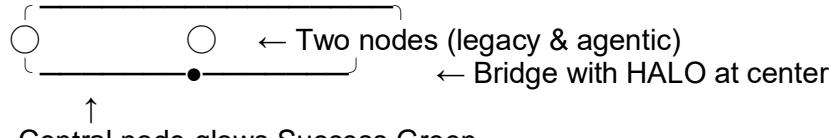
#### Data-Focused Icons:

| Concept               | Icon Name         | Visual Description                      |
|-----------------------|-------------------|---|
| <b>Market Size</b>    | Chart Dollar Peak | Rising chart with \$ at apex            |
| <b>Agent Commerce</b> | Bot Currency      | Robot head with currency symbol overlay |
| <b>Growth Rate</b>    | Arrow Percent     | Upward diagonal arrow with % sign       |
| <b>Opportunity</b>    | Starburst Target  | Expanding rays from central target dot  |

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### Slide 6: Solution — HALO

#### Hero Icon: The HALO Bridge (Custom — must be designed)



↑  
Central node glows Success Green

Side nodes are Deep Teal

#### Supporting Icons for Core Primitives:

| Primitive                     | Icon Name       | Visual Description  |
|-------------------------------|-----------------|---|
| <b>Nexus (Identity)</b>       | User Print      | User silhouette with abstract fingerprint/circuit overlay                       |
| <b>Matrix (Orchestration)</b> | Grid Connect    | 3x3 dot grid with selective connections forming "M" pattern                     |
| <b>Intent Ledger</b>          | Doc Distributed | Document with multiple small checkmarks (not single) — distributed verification |

| Primitive       | Icon Name    | Visual Description   |
|-----------------|--------------|--|
| F.I.R.E (Fraud) | Shield Flame | Shield with stylized flame inside — protective fire, not destructive |

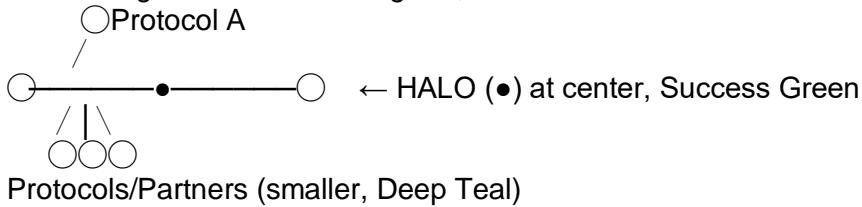
**Color Treatment:** All primitives use Deep Teal, but on hover/active state, they pulse Success Green. F.I.R.E shield can have a subtle orange-to-green gradient flame.

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## Slide 7: Ecosystem / Architecture

### Central Visual: The HALO Hub

Rather than generic network diagram, create a **custom hub visualization**:



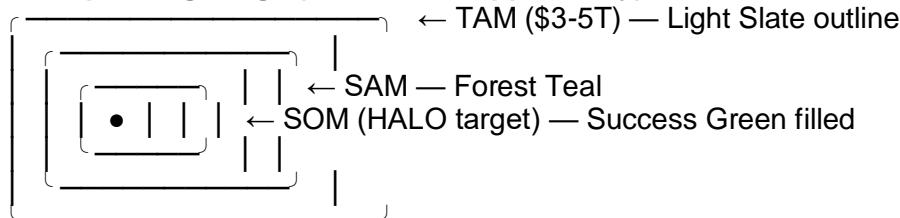
### Icon Elements:

| Element           | Treatment   |
|-------------------|---|
| HALO Hub          | Large central node with halo ring, Success Green fill       |
| Protocol Nodes    | Smaller circles in Deep Teal, consistent 16px size          |
| Connection Lines  | 1.5px curved paths (not straight lines) — suggests fluidity |
| Partner Positions | Partner logos (monochrome) positioned at outer nodes        |

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## Slide 8: Market Opportunity (TAM/SAM/SOM)

### Icon: Expanding Rings (Concentric Opportunity)



- Innermost ring: Success Green with HALO star at center
  - Middle ring: Forest Teal (SAM)
  - Outer ring: Light Slate outline (TAM)
  - Each ring can have small node markers showing expansion potential
- 

## Slide 9: Competitive Moat

### Icon Set: Comparison Markers

| Element        | Icon          | Visual Treatment   |
|----------------|---------------|--|
| HALO Has       | Check Halo    | Checkmark inside subtle halo ring — distinctive, ownable |
| Competitor Has | Check Plain   | Simple checkmark, Deep Teal                              |
| Missing        | X Subtle      | Subtle X in Light Slate (not aggressive red)             |
| Partial        | Check Partial | Half-filled checkmark or dash                            |

**Table Header:** Use mini HALO logo mark (simplified pixel star) in HALO column header — reinforces brand in comparison.

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## Slide 10: Business Model

### Icon Set: The Revenue Flow (arrows show money flowing INTO HALO)

| Revenue Stream  | Icon Name          | Visual Description                                |
|---|--------------------|---|
| <b>Transaction Fees</b>   | Exchange Percent   | Two arrows exchanging (↔) with % symbol at center |
| <b>Subscription/SaaS</b>  | Recurring Calendar | Circular arrow (recurring) overlapping calendar   |
| <b>Premium Services</b>   | Star Tier          | Star with ascending tier steps below it           |
| <b>Volume Growth</b>  | Stack Grow         | Stacked coins/bars with upward arrow              |
| <b>Visual Treatment:</b> - All arrows subtly converge toward a central HALO node -<br>Numbers/percentages in IBM Plex Mono for data credibility |                    |   |

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## Slide 11: Team

### Icon Approach: Unified Profile Frames

Instead of generic user icons, create a **profile frame system**:

| Element                    | Specification   |
|----------------------------|---|
| <b>Frame Shape</b>         | Rounded rectangle with 2px corner radius (matches pixel aesthetic)  |
| <b>Halo Element</b>        | Subtle 180° arc above each portrait — team “touched by HALO”  |
| <b>Photo Treatment</b>     | Slight Deep Teal overlay for cohesion, or grayscale   |
| <b>Past Company Logos:</b> | - All monochromatic (Deep Teal) - Consistent 24px height - Arranged in neat row below each person - Equal spacing (16px gaps) |

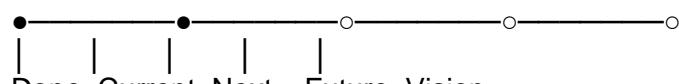
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## Slide 12: Roadmap

### Icon Set: The Journey Markers

| Phase               | Icon Name        | Visual Description                                   |
|---------------------|------------------|--|
| <b>MVP Launch</b>   | Rocket Lift      | Rocket with upward trajectory, small halo at exhaust |
| <b>Beta/Testing</b> | Beaker Check     | Beaker/test tube with checkmark inside               |
| <b>V1 Release</b>   | Flag Plant       | Flag planted in ground — milestone reached           |
| <b>Scale</b>        | Nodes Expand     | Multiple nodes expanding outward from center         |
| <b>Enterprise</b>   | Building Connect | Building icon with network nodes emanating           |

#### Timeline Visual Treatment:



Done Current Next Future Vision  
(filled)(pulse)(outline)(outline)(outline)

- Completed phases: Filled Deep Teal with small checkmark
- Current phase: Success Green with pulse/glow effect
- Future phases: Outlined only (not filled)
- Connection line: 1.5px, consistent with icon strokes

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## Slide 13: GTM Strategy

### Icon Set: The Growth Engine

| Strategy               | Icon Name  | Visual Description  |
|------------------------|------------|---|
| <b>Developer First</b> | Code Heart | Code brackets </> with small ♥ between — “loved by devs”      |
| <b>Protocol</b>        | Handshake  | Two hands meeting, small network nodes above connection point |
| <b>Partnerships</b>    | Nodes      |   |

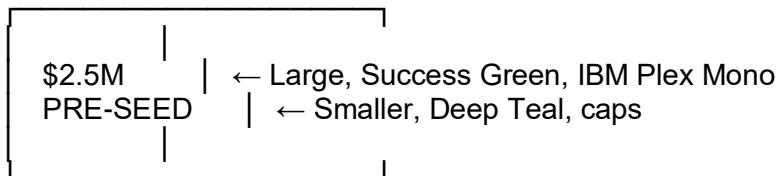
| Strategy   | Icon Name      | Visual Description   |
|--|----------------|--|
| <b>Neobank Evolution</b>                           | Bank Transform | Old bank building → smartphone with arrow showing transformation |
| <b>Enterprise Expansion</b>                        | Building Rays  | Corporate building with radiating growth lines                   |
| <b>Important:</b> “Deobank” → “Neobank” (fix typo) |                |  |

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## Slide 14: The Ask

### Hero Element: The Investment Number

The “\$2.5M” itself becomes iconic:



### Use of Funds Icons:

| Allocation  | Icon Name      | Visual                               |
|---|----------------|--------------------------------------|
| <b>Team Growth</b>  | Users Multiply | User icons multiplying (3→6→9)       |
| <b>Product Development</b>  | Gear Code      | Gear with code symbol inside         |
| <b>Go-to-Market</b>   | Rocket Target  | Rocket with trajectory toward target |
| <b>Operations</b>   | Cog Stack      | Stacked operational gears            |
| <b>Visual Treatment:</b> - Dark slide background (Deep Teal or near-black) - “\$2.5M” in large Success Green - Breakdown shown as clean horizontal bar segments - Each allocation has its small icon identifier |                |                                      |

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## 5. Custom Icons to Design

These should be **created specifically for HALO** (not pulled from Phosphor) to ensure brand uniqueness:

| Icon Name            | Purpose                         | Visual Specification                           |
|----------------------|---------------------------------|--|
| <b>HALO Ring</b>     | Brand mark, headers             | 270° arc with node endpoints                   |
| <b>HALO Bridge</b>   | Solution slide hero             | Two-sided connection with central glowing node |
| <b>Agent Avatar</b>  | Represent AI agents             | Simplified robot head with halo ring above     |
| <b>Protocol Node</b> | Generic protocol representation | Hexagon with inner circuit pattern             |
| <b>Shield Flame</b>  | F.I.R.E fraud detection         | Shield with stylized flame (protective)        |
| <b>User Print</b>    | Nexus identity                  | User with fingerprint/circuit overlay          |
| <b>Grid Connect</b>  | Matrix orchestration            | Connected dot grid (M pattern)                 |
| <b>Doc</b>           | Intent Ledger                   | Document with distributed checkmarks           |
| <b>Distributed</b>   |                                 |  |
| <b>Check Halo</b>    | HALO differentiator             | Checkmark inside halo ring                     |
| <b>Star Tier</b>     | Premium services                | Star with ascending tier steps                 |

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## 6. Phosphor Icons (For Generic UI)

For standard UI elements, use **Phosphor Regular** consistently:

Category Icons to Use

**Navigation** ArrowRight, ArrowLeft, ArrowUp, CaretDown

**Actions** Plus, Minus, X, Check

**Objects** Calendar, Clock, Mail, File, Folder

**Status** Warning, Info, CheckCircle, XCircle

**Data** ChartLine, ChartBar, TrendUp, TrendDown

**People** User, Users, UserCircle

**Phosphor Settings:** - Style: Regular (outlined) - Stroke: 1.5px - Size: 24px standard - Color: Deep Teal default

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## 7. Icon Animation Concepts (Digital/Website)

For presentations or web use:

Icon Animation

**HALO Ring** Slow continuous rotation (15s cycle)

**Agent Avatar** Subtle eye blink (every 3-4s)

**Bridge Connection** Connection line pulses with data flow

**Shield Flame** Flame flickers subtly (protective warmth)

**Node Cluster** Nodes pulse sequentially (network activity)

**Checkmark** Draws on completion (success moment)

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## 8. Color System

### 8.1 Primary Palette

| Name | Hex | RGB | Usage |
|------|-----|-----|-------|
|------|-----|-----|-------|

**Deep Teal** #0A3D35 10, 61, 53 Primary text, headings

**Warm White** #FDFCFA 253, 252, 250 Primary background

**Slate** #64748B 100, 116, 139 Secondary text

### 8.2 Accent Colors

| Name | Hex | Usage |
|------|-----|-------|
|------|-----|-------|

**Success Green** #34D399 Key metrics, CTAs, HALO moments

**Forest Teal** #166856 Secondary emphasis

**Soft Mint** #A7F3D0 Background tints

**Warning Amber** #F59E0B Problems, friction (use sparingly)

### 8.3 Accessibility

| Combination | Contrast | WCAG |
|-------------|----------|------|
|-------------|----------|------|

Deep Teal on Warm White 11.2:1 AAA

Slate on Warm White 4.9:1 AA

Success Green on Deep Teal 6.1:1 AA

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## 9. Typography System

| Role       | Font          | Weight         | Size    |
|------------|---------------|----------------|---------|
| Display    | Graphik/Inter | Bold (700)     | 48-64px |
| Heading    | Graphik/Inter | Semibold (600) | 28-36px |
| Subheading | Inter         | Medium (500)   | 20-24px |
| Body       | Inter         | Regular (400)  | 16-18px |
| Caption    | Inter         | Regular (400)  | 12-14px |
| Data       | IBM Plex Mono | Regular (400)  | 14-18px |

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## 10. Partner Logo Treatment

| Method             | Specification                             |
|--------------------|---|
| <b>Primary</b>     | Convert to Deep Teal (#0A3D35) monochrome |
| <b>Alternative</b> | Slate (#64748B) for less visual weight    |
| <b>Height</b>      | 24-32px in rows, 40-48px featured         |
| <b>Spacing</b>     | 24px between logos                        |

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## 11. Content Fixes Summary

| Slide | Error             | Correction                      |
|-------|-------------------|---------------------------------|
| 3     | Whats changed     | What's changed                  |
| 3     | Agents Cant       | Agents Can't                    |
| 5     | cant pay          | can't pay                       |
| 13    | Deobank Evolution | Neobank Evolution               |
| 4     | Google 'G' logo   | Remove — use Protocol Node icon |

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## 12. Quick Reference

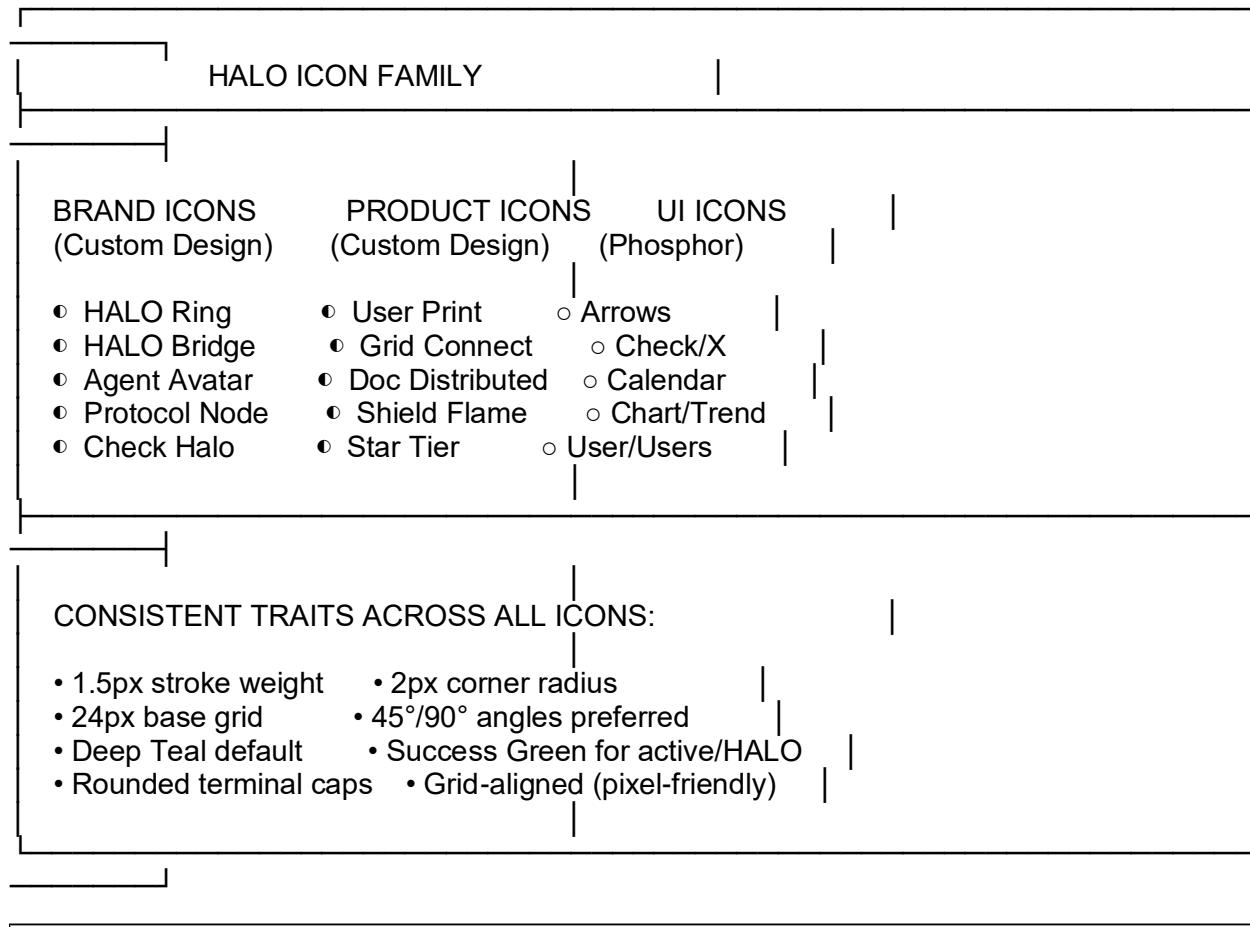
### ✓ DO

- Use Deep Teal (#0A3D35) for primary elements
- Use Success Green (#34D399) for HALO moments and accents
- Keep HALO pixel logo clean and crisp — no grain
- Create custom icons for HALO-specific concepts
- Use the three visual motifs (Ring, Bridge, Nodes) consistently
- Make icons feel like they belong to the same “network”
- Apply monochromatic treatment to partner logos

### □ DON'T

- Apply grainy/dithered texture to HALO logo
  - Use filled/solid icons (breaks outlined consistency)
  - Mix Phosphor with other icon libraries randomly
  - Use generic icons for core HALO concepts (Nexus, Matrix, F.I.R.E, Intent)
  - Apply shadows or gradients to icons
  - Use “fun” or “playful” icons — maintain infrastructure gravity
  - Forget the pixel-geometric hybrid aesthetic
-

## 13. Icon Family Visual Summary



## 14. Brand Examples Gallery

### Pixel Art Done Right

| Brand       | Lesson   |
|-------------|--|
| Nouns DAO   | \$45M+ treasury, Bud Light partnership — pixel = institutional |
| CryptoPunks | Ionic through simplicity and constraint                        |
| Lil Nouns   | Maintains quality at 16x16 scale                               |

### Infrastructure Brands (Clean Reference)

| Brand   | Lesson                                      |
|---------|---|
| Stripe  | Clean vectors, subtle gradients, no texture |
| Plaid   | Geometric precision, consistent system      |
| Linear  | Developer-focused, technical minimalism     |
| Mercury | Premium whitespace, restrained palette      |

## 15. Resource Links

| Resource         | URL   |
|------------------|---|
| Phosphor Icons   | <a href="https://phosphoricons.com">phosphoricons.com</a>                                       |
| Inter Font       | <a href="https://rsms.me/inter">rsms.me/inter</a>   |
| IBM Plex Mono    | <a href="https://github.com/IBM/plex">github.com/IBM/plex</a>                                   |
| Contrast Checker | <a href="https://webaim.org/resources/contrastchecker">webaim.org/resources/contrastchecker</a> |
| Nouns DAO        | <a href="https://nouns.wtf">nouns.wtf</a>   |
| Lospec Palettes  | <a href="https://lospec.com/palette-list">lospec.com/palette-list</a>                           |

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**— End of Design Brief v8.0 —**

*This version includes a comprehensive creative icon system designed to reinforce HALO's positioning as the bridge between legacy infrastructure and the agentic future. Custom icons should be designed for brand-specific concepts; Phosphor fills generic UI needs.*