

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

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)

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 Credibility	Pixel aesthetics are embraced in crypto (CryptoPunks, Nouns DAO) 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
Style	Geometric pixel wordmark (existing)
Grid	Consistent pixel grid (8x8 or 16x16 base unit)
Color	Deep Teal (#0A3D35) on light backgrounds
Reverse	Warm White (#FDFCFA) on dark backgrounds
Minimum Size	80px width for digital, 0.75" for print
Clear Space	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
Deep Teal	#0A3D35	Primary fill, outlines
Forest Teal	#166856	Mid-tone, shading
Success Green	#34D399	Highlights, active states
Warm White	#FDFCFA	Background, negative space
Slate	#64748B	Secondary elements
Soft Mint	#A7F3D0	Light accents

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
The Halo Ring	Protection, orchestration, completeness	Circular arcs (270°), partial rings, orbital elements
The Bridge	Connection between legacy and future	Two-sided elements with pathways joining them
The Node Cluster	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
Base Grid	24px × 24px canvas
Stroke Weight	1.5px consistent throughout
Corner Radius	2px on all corners (pixel-friendly)
Angles	Prefer 45° and 90° angles (grid-aligned)
Terminal Caps	Rounded (not flat or square)
Key Shapes	Circles, squares, 45° diamonds

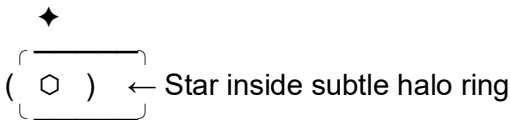
3.4 Color States

State	Color	When to Use
Default	Deep Teal #0A3D35	Primary state
Active/Positive	Success Green #34D399	Highlights, confirmations, “HALO” moments
Secondary	Forest Teal #166856	Supporting icons
Reversed	Warm White #FDFCFA	On dark backgrounds
Warning	#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
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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
Mainframes	Terminal Window	Rectangle with blinking cursor, hard 90° corners, contained in circle
E-Commerce	Cart Globe	Shopping cart with small globe element, contained in circle
Mobile/Apps	Tap Pulse	Phone outline with radiating tap circles, contained in circle
Agentic	Agent Halo	Simplified robot/AI face with HALO ring above — this is HALO’s domain

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

Slide 4: Protocol Fragmentation

Icon Set: Scattered Pieces (pre-HALO chaos)

Problem	Icon Name	Visual Description
Identity Silos	Users Scattered	Three user icons at different angles, no connecting lines
Payment Chaos	Currency Scatter	\$, €, □ symbols at random rotations, misaligned
Trust Gaps	Shield Crack	Shield icon with visible fracture line through center
Protocol Confusion	Hex Disconnected	Multiple hexagon nodes with broken/missing connections
Note: Remove Google ‘G’ logo — replace with generic “Protocol Node” icon (hexagon with inner circuit pattern).		

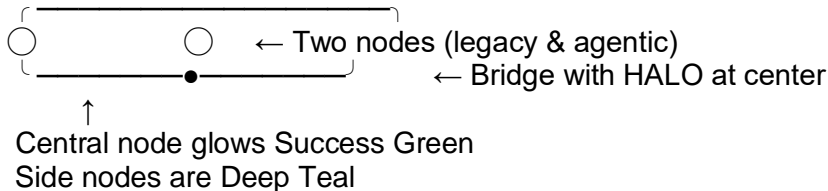
Slide 5: Market State

Data-Focused Icons:

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

Slide 6: Solution — HALO

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



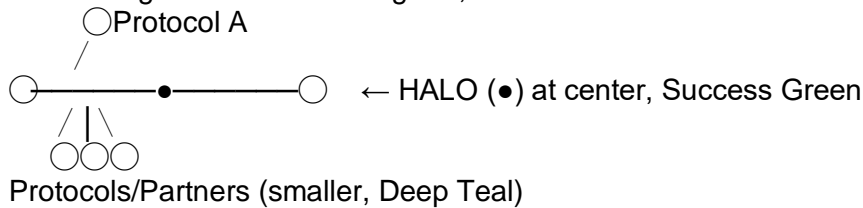
Supporting Icons for Core Primitives:

Primitive	Icon Name	Visual Description
Nexus (Identity)	User Print	User silhouette with abstract fingerprint/circuit overlay
Matrix (Orchestration)	Grid Connect	3×3 dot grid with selective connections forming “M” pattern
Intent Ledger	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.		

Slide 7: Ecosystem / Architecture

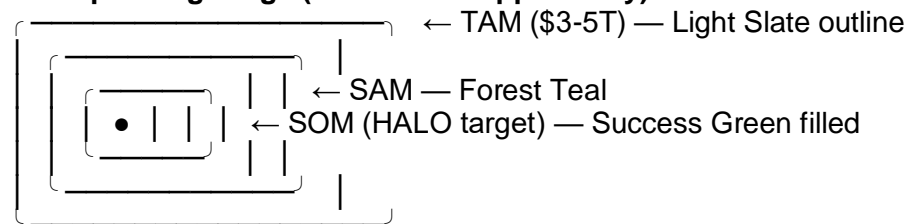
Central Visual: The HALO Hub
Rather than generic network diagram, create a **custom hub visualization**:



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

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.

Slide 10: Business Model

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

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

Slide 11: Team

Icon Approach: Unified Profile Frames

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

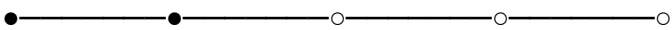
Element	Specification
Frame Shape	Rounded rectangle with 2px corner radius (matches pixel aesthetic)
Halo Element	Subtle 180° arc above each portrait — team “touched by HALO”
Photo Treatment	Slight Deep Teal overlay for cohesion, or grayscale
Past Company Logos: - All monochromatic (Deep Teal) - Consistent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

Slide 12: Roadmap

Icon Set: The Journey Markers

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

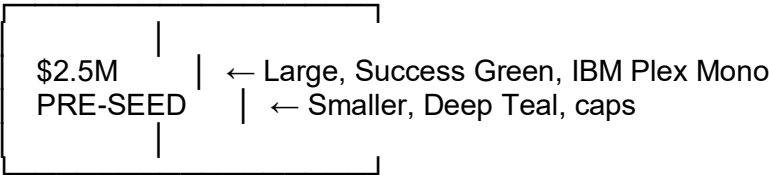
Strategy	Icon Name	Visual Description
Developer First	Code Heart	Code brackets </> with small ♥ between — “loved by devs”
Protocol Partnerships	Handshake Nodes	Two hands meeting, small network nodes above connection point

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

Slide 14: The Ask

Hero Element: The Investment Number

The “\$2.5M” itself becomes iconic:



Use of Funds Icons:

Allocation	Icon Name	Visual
Team Growth	Users Multiply	User icons multiplying (3→6→9)
Product Development	Gear Code	Gear with code symbol inside
Go-to-Market	Rocket Target	Rocket with trajectory toward target
Operations	Cog Stack	Stacked operational gears
Visual Treatment: - 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		

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

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

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)

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

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

10. Partner Logo Treatment

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

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

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
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13. Icon Family Visual Summary

HALO ICON FAMILY		
BRAND ICONS (Custom Design)	PRODUCT ICONS (Custom Design)	UI ICONS (Phosphor)
<ul style="list-style-type: none">• HALO Ring• HALO Bridge• Agent Avatar• Protocol Node• Check Halo	<ul style="list-style-type: none">• User Print• Grid Connect• Doc Distributed• Shield Flame• Star Tier	<ul style="list-style-type: none">○ Arrows○ Check/X○ Calendar○ Chart/Trend○ User/Users
CONSISTENT TRAITS ACROSS ALL ICONS:		
<ul style="list-style-type: none">• 1.5px stroke weight• 24px base grid• Deep Teal default• Rounded terminal caps• 2px corner radius• 45°/90° angles preferred• Success Green for active/HALO• Grid-aligned (pixel-friendly)		

14. Brand Examples Gallery

Pixel Art Done Right

Brand	Lesson
Nouns DAO	\$45M+ treasury, Bud Light partnership — pixel = institutional
CryptoPunks	Iconic 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	phosphoricons.com
Inter Font	rsms.me/inter
IBM Plex Mono	github.com/IBM/plex
Contrast Checker	webaim.org/resources/contrastchecker
Nouns DAO	nouns.wtf
Lospec Palettes	lospec.com/palette-list

— 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.