



Brand Guidelines



This document is the foundation of who we are. It defines the visual language, voice, and principles that bring the T-RIZE identity to life.

Every color, every word, every design choice reflects our vision :
to connect the world of real assets and digital innovation, and to build a smarter,
more open, and more inclusive financial future.

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Step into **T-RIZE**'s world, where every color, every word, and every design choice carries meaning.

3 Our Brand Story

Every transformation begins with a spark. For **T-RIZE**, that spark is the belief that finance can be open, fluid, and inclusive. Our story is about turning walls into bridges, and making assets flow as freely as ideas across a connected world.

4 Vision/Mission/Values

Our purpose goes beyond technology ; it is about reshaping finance to be smarter, fairer, and more human. Guided by our vision, driven by our mission, and anchored in values that spell out who we are — **T-RIZE** — we are building an ecosystem where every investor, every partner, and every team member can rise together into the future of finance.

5 Logo usage primary and secondary

Our logo is the cornerstone of the **T-RIZE** identity. Whether in its primary or secondary form, it must always be used with care and consistency.

This section defines how to apply our logo correctly so that, across every touchpoint, it remains a clear, powerful, and recognizable symbol of who we are.

6 Color palette for visual expression

Our colors are the visual language of **T-RIZE**. Each shade carries meaning, from the strength of black and white to the creativity of purple, the optimism of yellow, and the openness of grey. Together, they shape a palette that expresses who we are and the future we are building.

7 Imagery & photography style

Our imagery speaks the language of elevation and clarity. Through timeless black and white photography, we capture the essence of T-RIZE : bold, intelligent, and refined.

9 Brand board style

The Brand Board is your quick-reference guide — a visual snapshot of the T-RIZE identity.

10 Social media guidelines

Our social presence reflects a brand that is innovative, inclusive, and human ; one that communicates with clarity, consistency, and purpose to inspire trust and connection across every platform.

11 Thank you for upholding our Brand

Your creativity, care, and consistency give meaning to T-RIZE, helping our vision rise, shine, and inspire across the world.

Welcome to our Brand Guidelines



This Brand Guidelines document has been designed to define and protect the visual and narrative identity of T-RIZE Group. Our brand is more than a logo or a color palette, it is the expression of a vision : elevating finance toward greater transparency, accessibility, and impact.

These guidelines ensure that, across every channel and every market, the T-RIZE experience remains consistent, recognizable, and inspiring. They are a tool for all our collaborators, partners, and content creators to embody the voice, image, and values that make us unique.

Elevating our brand through consistency and excellence

At T-RIZE Group, we believe that every detail matters. From the choice of words to the design of a presentation, every interaction with our brand must reflect the same standard : consistency and excellence. Consistency ensures that our identity remains strong and memorable, while excellence reflects our ambition to inspire trust and position T-RIZE as a visionary leader.

By adhering to these guidelines, we reaffirm our commitment to building a brand that transcends borders and elevates, at every touchpoint, the experience of those who encounter it.

Our Brand Story

Elevating finance, empowering people



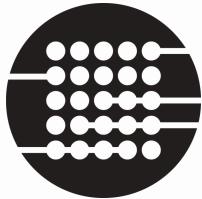
T-RIZE was born from a powerful realization : the world's most impactful assets (real estate, private equity, private credit, and carbon credits) remain illiquid, opaque, and accessible only to a few.

At the heart of our approach is democratization. Through fractional ownership, T-RIZE lowers barriers to entry, empowering individual and mid-sized investors to access opportunities historically reserved for institutions. It's about inclusion, not exclusivity.

But T-RIZE goes further : it is not just a tokenization platform, it's an intelligent ecosystem. By integrating AI and federated machine learning, our system can assess risks, optimize returns, detect fraud, and automate key decisions ; making finance not only more open, but smarter.

We are the architects of a new financial era. An era where real assets become accessible, liquid, and globally connected. An era where every investor, large or small, can rise with us.

A powerfull and meaningful icon



The T-RIZE icon is a visual metaphor for our mission.

Its design of five rows of circles crossed by a flowing line carries a story deeply connected to who we are and what we build.

The aligned circles suggest units or modules ; a representation of decentralization, where each element plays a role within a greater whole. Together, they evoke the idea of a distributed matrix rather than a rigid hierarchy, mirroring the way blockchain networks and tokenized ecosystems are structured.

The choice of five rows symbolizes balance and diversity. They stand for the five essential layers of our ecosystem : investors, issuers, operators, regulators, and services. Each row is distinct, yet part of an interconnected system where value and information flow seamlessly.

The flowing line that cuts across the rows represents connectivity and movement. It is the channel through which assets, data, intelligence, and decisions circulate. This flow speaks to transparency, interoperability, and elevation, the core principles that guide T-RIZE.

Altogether, the icon embodies the vision of a structured and harmonized financial grid : a network where real assets, AI models, and blockchain governance coexist and interact fluidly. It is a symbol of our promise to create an ecosystem that is modular, intelligent, and interconnected ; a platform where finance is not only elevated, but reimagined.

Vision/Mission/Values



Vision

At T-RIZE, we believe finance must be open, transparent, and accessible.

We bridge real assets and digital innovation, making the illiquid liquid and the exclusive inclusive.



Mission

We are building the infrastructure that makes the tokenization of real assets possible.

Through blockchain and AI, we transform complex and closed markets into simple, liquid, and global opportunities.



Values

T – Trust

Balancing decentralization with compliance and security to inspire confidence.

R – Responsibility

Driving sustainability and global impact through carbon credit tokenization and ESG alignment.

I – Inclusion

Making finance open and accessible to every investor.

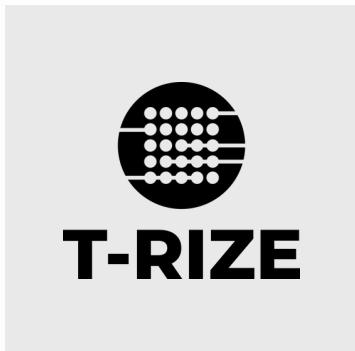
Z – Zeal for Innovation

Harnessing blockchain and AI with passion to transform finance into something smarter and more adaptive.

E – Empowerment

Empowering both our investors and our employees to rise, grow, and shape the future together.

Logo usage primary and secondary



Primary

This logo became the basis of the brand's visual identity across various media.



Secondary

The secondary logo can be used when the primary logo may not fit or read well.

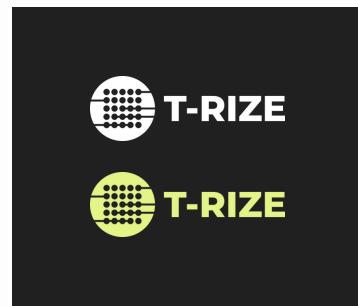
Application on each color medium



Black on light backgrounds, ensuring clarity and professionalism.



Dark on bright and vivid backgrounds, maintaining strong recognition.



High-contrast on dark backgrounds, perfect for sophistication.

Color palette for visual expression

Color variation

The colors of T-RIZE are not chosen at random ; they are a visual expression of our identity, our ambition, and the world we are building. Each shade carries a story that connects deeply to our vision.

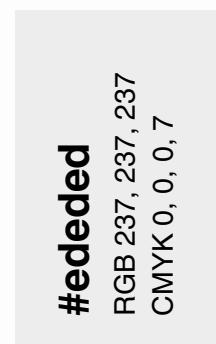
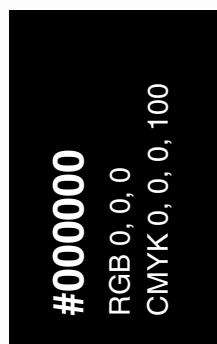
Black & white | These two bold and contrasting colors reflect clarity, strength, and timelessness. Together, they symbolize balance, the duality between tradition and innovation, between the known and the new.

Grey | It represents our playground of exploration. It is the color of the “unmapped zones” in technology, those spaces where innovation happens, where T-RIZE experiments, builds, and creates what does not yet exist.

Neon pastel yellow | A color of light and elevation, yellow embodies the brightness of innovation, the sun rising, and the flow of energy circulating across our ecosystem. However, within the T-RIZE palette, **yellow should be used only as an accent color** — a spark of inspiration and the radiance of new opportunities.

Dark vivid purple | Purple connects us to a sense of power, ambition, and creativity. Historically associated with royalty and rarity, it reflects the magnitude of our mission and the spirit of innovation that drives us. However, within the T-RIZE palette, **purple should be used only as an accent color** — a touch of depth and distinction that enhances, rather than dominates, our visual identity.

Together, these colors form a palette that is both bold and sophisticated, reflecting T-RIZE’s dual nature : a trusted infrastructure for real assets, and a visionary force shaping the financial future.



Imagery & photography style

At T-RIZE, imagery plays a vital role in expressing our brand's character ; elevated, modern, and intelligent.

Our visual language relies on clarity, balance, and emotion, ensuring every image supports our values of trust, innovation, and inclusion.

We prioritize black and white photography for its timeless elegance and visual consistency.

The contrast of monochrome imagery enhances our bold color palette, allowing the yellow highlights and deep purples of our brand to shine with precision and intent.



However, color photography may be used when the tone is well-balanced and the image quality meets our visual standards. In these cases, applying a soft, luminous filter can subtly warm the image, bringing a gentle touch of yellow light to evoke brightness, optimism, and the idea of rising energy.

Whether in black and white or color, our imagery should always convey sophistication, authenticity and forward motion, reflecting the confidence of a brand shaping the future of finance.

Imagery & photography style

To ensure consistency across every platform, we use images exclusively from the T-RIZE AI-generated library. This curated collection embodies the essence of our brand through a distinctive visual approach that blends technology, creativity, and purpose.

Each image is the result of a unique process where AI-generated collage, realistic textures, and brand colors merge to create a bold yet balanced aesthetic. These visuals capture the intersection of the worlds that define us — technology, finance and innovation.



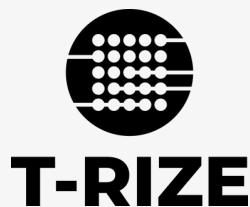
The T-RIZE image style draws inspiration from the themes that shape our ecosystem : artificial intelligence, federated learning, real estate, intellectual property, environment, and the future of innovation.

These images are designed for use across social media, digital publications, print materials, and marketing assets, ensuring that every expression of T-RIZE, whether online or offline, conveys the same elevated and unified aesthetic.

Brand board style



Logo



Alternative logo



Submark logo



Color palette

#000000

#e5f487

#ffffff

#eddede

#3c0068

Brand fonts

MONTSERRAT

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9

HELVETICA

a b c d e f g h i j k l M N
o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

Social media guidelines



Representing our Brand online

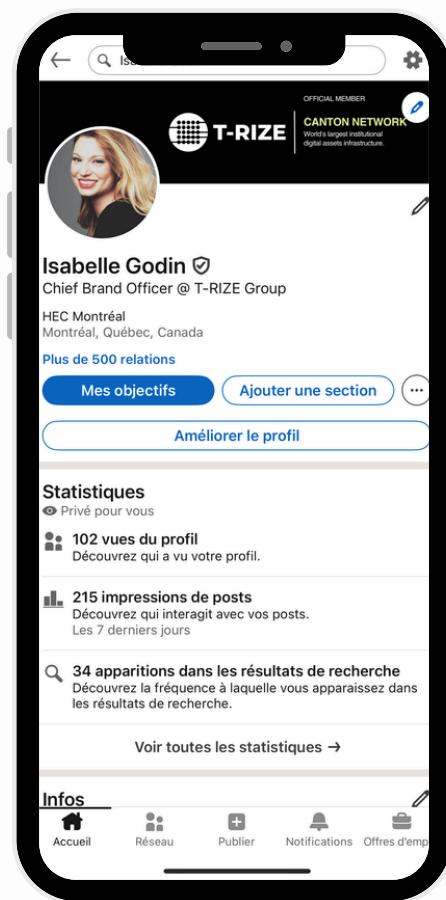
Our presence online is an extension of who we are ; innovative, inclusive, and forward-thinking.

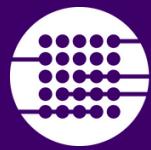
Every post, comment, and interaction reflects the voice and values of T-RIZE.

On social platforms, we aim to inform, inspire, and engage with clarity and credibility. Our tone should always be professional yet human, combining expertise in finance and technology with accessibility and warmth.

Visuals must remain consistent with our brand identity : clean compositions, high-quality imagery, and thoughtful use of our color palette : primarily black and white, accented with touches of yellow and purple for energy and sophistication.

Every digital interaction is an opportunity to build trust and connection. By communicating with intention and coherence, we ensure that the T-RIZE brand remains consistent, inspiring and globally recognizable, across every platform and in every conversation.





T-RIZE



Thank you for upholding our Brand!

Every action, every detail, and every creative choice contributes to the strength of T-RIZE.

By following these guidelines, you help ensure that our brand remains cohesive, credible, and inspiring, wherever it is seen.

Thank you for carrying the T-RIZE vision forward with passion, precision, and purpose.

Our contact informations

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