Brand Guidelines

Visual Identity System

Contents

Brand Overview

Brand Essence

Perception is the intelligence layer for new finance. We transform the chaos of information across Bitcoin, stablecoins, and tokenized finance into clear, actionable intelligence. Our brand embodies precision, clarity, and sophisticated simplicity.

Brand Attributes

Intelligent   Data-driven insights that cut through noise

Precise   Accurate, well-sourced information you can trust

Sophisticated   Premium positioning for professional audiences

Clear   Complex information made accessible

**Modern**   Forward-thinking approach to financial intelligence

## Tagline

"The Intelligence Layer for New Finance"
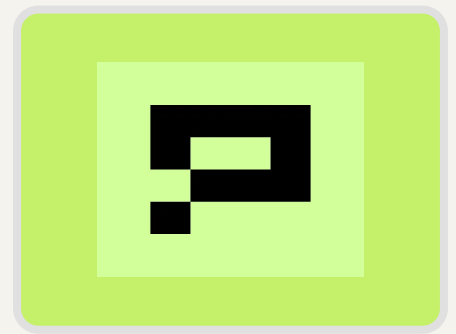
Logo

Primary Logo

The Perception logo is a geometric 'P' mark that represents data visualization and structured information. The negative space within the mark creates a window or viewport, symbolizing clarity and insight. The distinctive pixel element at the bottom-left anchors the mark and references digital precision.
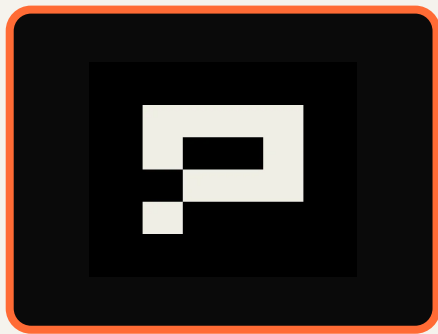
On dark backgrounds
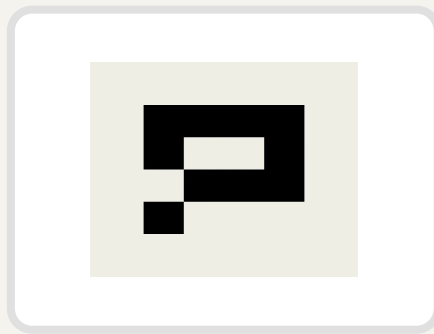
On light backgrounds

Accent variation

Logo Usage

Clear Space

Maintain a minimum clear space around the logo equal to the height of the small pixel element (the bottom-left square). This ensures the logo maintains its visual impact and isn't crowded by other elements.

Minimum Size

The logo should never be reproduced smaller than 24px in height for digital applications or 8mm for print. Below these sizes, the detail of the mark becomes illegible.

## Don'ts

✕   Do not rotate or skew the logo

✕   Do not change the logo colors outside approved palette

✕   Do not add effects such as shadows, gradients, or outlines

✕   Do not place the logo on busy backgrounds without sufficient contrast

✕   Do not stretch or distort the proportions

✕   Do not recreate or modify the logo geometry

Color Palette

Primary Colors

The Perception color palette is built on a sophisticated contrast between deep black and warm off-white, creating a premium, editorial feel. This two-tone foundation provides maximum readability and a distinctive visual identity.

Perception Black

#0A0A0A

Off White

#F5F3ED

Cream

#F0EDE4
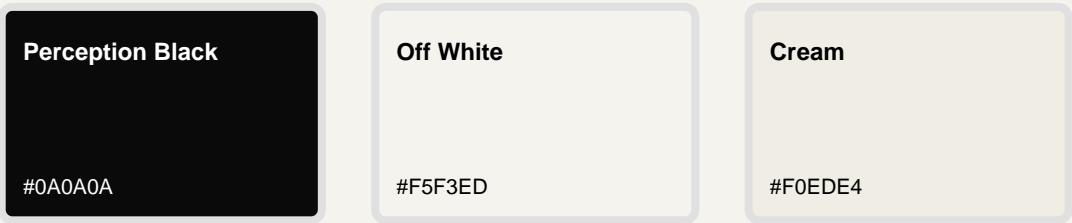
Accent Colors

Orange serves as the primary accent color, used sparingly for emphasis, CTAs, and highlighting key information. Lime green is reserved for special applications and should be used minimally.

Accent Orange

#FF6B35

Lime

#C5F06A

Text Gray

#6B6B6B
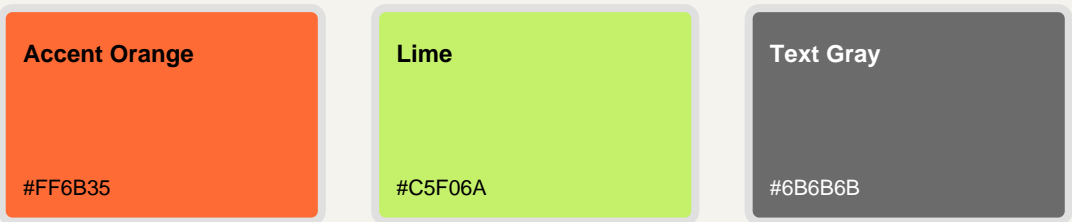
Usage Guidelines

Backgrounds: Use Black for feature sections, Off White/Cream for content areas

Text: White text on black backgrounds, Black/Gray text on light backgrounds

Accents: Orange for CTAs, underlines, and emphasis — use sparingly

Ratio: Aim for 60% Off White, 35% Black, 5% Orange in typical layouts

Color Specifications

Color Name	HEX	RGB	CMYK
Perception Black	#0A0A0A	RGB: 10, 10, 10	CMYK: 0, 0, 0, 96
Off White	#F5F3ED	RGB: 245, 243, 237	CMYK: 0, 1, 3, 4
Cream	#F0EDE4	RGB: 240, 237, 228	CMYK: 0, 1, 5, 6
Accent Orange	#FF6B35	RGB: 255, 107, 53	CMYK: 0, 58, 79, 0
Lime	#C5F06A	RGB: 197, 240, 106	CMYK: 18, 0, 56, 6
Text Gray	#6B6B6B	RGB: 107, 107, 107	CMYK: 0, 0, 0, 58

Accessibility Notes

The primary palette maintains WCAG AA compliance for text contrast. White text on Perception Black achieves a contrast ratio of 19.5:1. Black text on Off White achieves 17.8:1. Orange accent should not be used for body text due to insufficient contrast on light backgrounds.

Typography

Primary Typeface

Perception uses a clean, geometric sans-serif typeface as its primary font. The typography system emphasizes clarity and professionalism, with strong hierarchy between headlines and body text.

DISPLAY / HERO

The Intelligence Layer

Weight: Bold / Size: 48-72px / Line Height: 1.1

HEADING 1

Track sectors. Spot trends.

Weight: Bold / Size: 32-40px / Line Height: 1.2

HEADING 2

From Monitoring to Deliverables

Weight: Bold / Size: 24-28px / Line Height: 1.3

BODY TEXT

We monitor 650+ sources across Bitcoin, stablecoins, and tokenized finance.

Weight: Regular / Size: 16-18px / Line Height: 1.6

EMPHASIS / PRODUCT TERMS

Spaces, Recipes, Intel

Weight: Italic / Used for product feature names

Typography Hierarchy

Type Scale

Display	48-72px	Hero headlines, landing pages
H1	32-40px	Page titles, section headers
H2	24-28px	Subsection headers, card titles
H3	18-20px	Minor headers, feature titles
Body	16-18px	Paragraph text, descriptions
Small	12-14px	Captions, labels, metadata
Micro	10-11px	Legal text, timestamps

Labels & UI Text

Labels use all-caps styling with increased letter-spacing (0.05-0.1em) for improved readability at small sizes. Examples include navigation items, badges, and category indicators like 'USE CASE' and 'PRESS'.

Recommended Web Fonts

Primary: Inter, -apple-system, system-ui

Alternative: Helvetica Neue, Arial

Monospace: JetBrains Mono, SF Mono (for code/data)

ASCII Art Patterns

Core Visual Element

Perception's most distinctive visual element is generative ASCII art — patterns constructed from text characters that form abstract shapes, globes, spirals, and data visualizations. This aesthetic connects to terminal/hacker culture and reinforces the technical, intelligence-focused brand positioning.

Character Set

Patterns are built using a limited set of characters with varying visual density. Lighter characters create negative space while denser characters form solid shapes. The interplay creates depth and dimension.

Light: .   ·   '   `   ,

Medium: –   ~   :   ; | /   \

Dense: #   @   M   W   ■   ■

Structural: [   ]   {   }   (   )   <   >

Pattern Types

Dot Matrix Globe
World map rendered in dots — represents global monitoring

Concentric Spirals
Circular patterns radiating outward — represents trend ripples

Data Streams
Vertical/diagonal line patterns — represents information flow

Particle Clouds
Scattered dot clusters — represents data points and analysis

Waveforms
Oscillating line patterns — represents signal detection

ASCII Art Usage

Color Treatment

ASCII patterns are always rendered monochromatically. The primary treatment is Off White or Cream characters on a Black background. This creates a terminal-like aesthetic while maintaining brand consistency. Never use colored ASCII art.

Opacity & Depth

Vary character opacity between 30-100% to create depth and dimension. Characters closer to the 'camera' or focal point should be brighter, while peripheral elements fade to lower opacity. This creates an organic, three-dimensional feel.

Placement Guidelines

- Use as hero backgrounds in dark sections
- Feature in card headers and visual panels
- Position as half-screen elements in split layouts
- Allow patterns to bleed off edges — avoid boxing them in
- Ensure sufficient contrast for any overlaid text (add dark overlay if needed)
- Scale patterns proportionally — never stretch or distort

Don'ts

- ✗ Don't use ASCII art on light backgrounds
- ✗ Don't combine multiple pattern types in the same visual
- ✗ Don't animate patterns in distracting ways
- ✗ Don't use so much density that patterns become noise
- ✗ Don't place detailed patterns behind body text

Semantic Meaning

Each pattern type should be used intentionally based on context. Globe patterns suit global coverage messaging. Spirals work for trend-related content. Data streams pair with real-time monitoring features. This creates subtle visual storytelling.

Layout Principles

Split Layout System

The Perception website uses a distinctive split-screen layout that juxtaposes dark visual elements with light content panels. This creates visual tension and clear hierarchy while maximizing the impact of both imagery and copy.

Grid Structure

Desktop: Two-column split (50/50 or 40/60), 12-column grid within

Tablet: Stack to single column, maintain generous padding

Mobile: Single column, full-width visuals, inset content

Margins: 40-80px desktop, 24-40px tablet, 16-24px mobile

Gutters: 24-32px between grid columns

Card Design

Content cards use generous border-radius (12-16px) and subtle shadows on hover. Cards typically combine a dark visual header with light content footer. The rounded corners soften the otherwise sharp, geometric brand aesthetic.

White Space

Perception uses generous white space as a design element. Allow content to breathe — this reinforces the premium, sophisticated positioning. Avoid cramming elements together. When in doubt, add more space.

UI Components

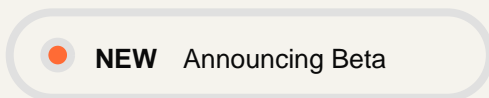## Buttons

Start free trial   **Learn more**

Primary: Black fill, white text, full rounded corners (pill shape)
Secondary: White fill, subtle border, black text
Both use bold weight, ~14-16px text size

Pills / Badges

NEW   Announcing Beta

Badges use pill shape with orange dot indicator for 'new' items
Category labels (USE CASE, PRESS) use all-caps, bold weight

Navigation

Navigation uses a floating header bar with rounded corners, creating a card-like appearance. Nav items use regular weight with hover states. Dropdown indicators use small chevrons. The header maintains the Off White background color.

Underline Accents

Orange underlines are used sparingly to emphasize key words in headlines. The underline should be 2-3px thick and positioned slightly below the baseline. Use only on dark or white backgrounds for sufficient contrast.

Component Specifications

Border Radius

Buttons: 999px (full pill)

Cards: 12-16px

Badges: 999px (full pill)

Input fields: 8-12px

Images/Media: 12-16px

Modal dialogs: 16-20px

Shadows

Use subtle, soft shadows for elevation. Avoid harsh drop shadows. Typical values: 0 4px 12px rgba(0,0,0,0.08) for cards, 0 8px 24px rgba(0,0,0,0.12) for modals and elevated elements.

Spacing Scale

4px   Micro spacing (icon padding)

8px   Small spacing (inline elements)

16px   Base unit (standard padding)

24px   Medium spacing (between components)

32px   Large spacing (section padding)

48px   XL spacing (major sections)

64-80px   XXL spacing (page sections)

Photography & Imagery

Image Style

Perception primarily uses abstract, generative visuals rather than photography. When photography is used, it should be desaturated or treated with a monochromatic filter to maintain brand consistency.

Partner & Press Logos

Third-party logos (Forbes, Bitcoin Magazine, podcast logos) should be displayed in monochrome or grayscale to maintain visual cohesion. Group logos in horizontal strips with consistent sizing and generous spacing.

Iconography

Use simple, geometric icons with 1.5-2px stroke weight. Icons should be monochromatic (black on light, white on dark). Avoid overly decorative or illustrative icon styles. Recommended icon sets: Lucide, Feather, or Heroicons.

Image Treatment

- Apply dark overlay (60-80% black) when using photos as backgrounds
- Maintain high contrast for text legibility over images
- Use CSS blend modes sparingly for artistic effect
- Ensure all imagery supports the technical, professional brand tone

Voice & Tone

Brand Voice

Perception speaks with authority and clarity. We're the expert in the room — confident but not arrogant, technical but not jargon-heavy. Our voice is direct, efficient, and action-oriented.

Voice Attributes

Authoritative
We know our domain deeply and speak from expertise

Direct
We get to the point — no filler, no fluff

Clear
Complex topics explained simply, without dumbing down

Confident
We state facts, not hedging with unnecessary qualifiers

Action-oriented
We focus on outcomes and what you can do

Writing Guidelines

- Use short, punchy headlines with clear value propositions
- Lead with benefits, not features
- Use periods in headlines for emphasis and finality
- Italicize product feature names (Spaces, Recipes)
- Prefer active voice over passive
- Avoid buzzwords and hype language

Copy Examples

Headlines

"The Intelligence Layer for New Finance"

Primary tagline

"Track sectors. Spot trends. Never scramble for intel."

Value proposition

"We monitor everything. You execute what matters."

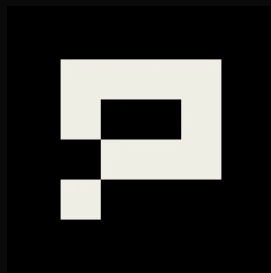Benefit statement

"From Monitoring to Deliverables"

Feature section

"All clients, one workspace."

Use case headline

Avoid

✕   "Revolutionary AI-powered insights" — too hypey

✕   "We leverage cutting-edge technology" — buzzword soup

✕   "Your one-stop-shop for..." — cliché

✕   "Best-in-class solution" — meaningless superlative

perception.to

Brand Guidelines v1.0

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