

Branding Guide

The bridge between institutional capital and Telegram's financial layer.

AlphaTON Capital is a NASDAQ-listed digital asset company building the infrastructure that connects traditional finance with TON – Telegram's blockchain ecosystem. We exist to make the TON economy accessible, investable, and institutional-grade.

One-liner: Institutional access to Telegram's financial layer.

Public identity: NASDAQ-listed digital asset company on TON.

Proof: We build and acquire yield-generating TON infrastructure and translate onchain value to public markets.

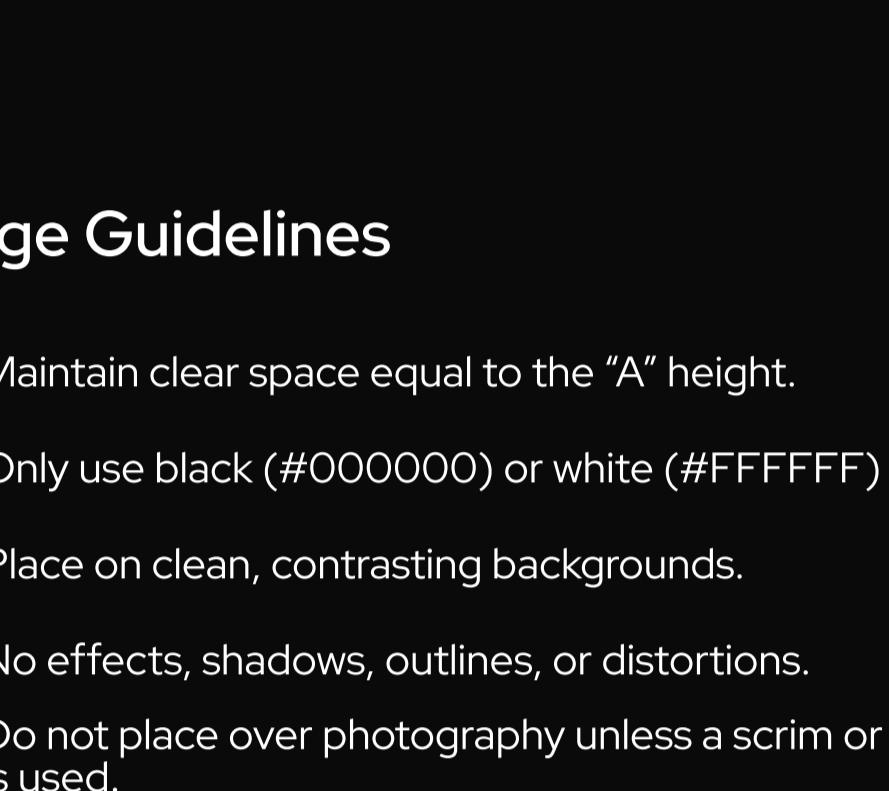
Brand attributes: Institutional · Precise · Crypto-native · Composed · Forward-looking.

Logo System

A clean, institutional mark designed for flexibility.

The AlphaTON Capital logo reflects trust, clarity, and technical precision. It should be used consistently across all media to maintain a strong and unified brand presence.

Primary Logo



Vertical lockup for constrained spaces

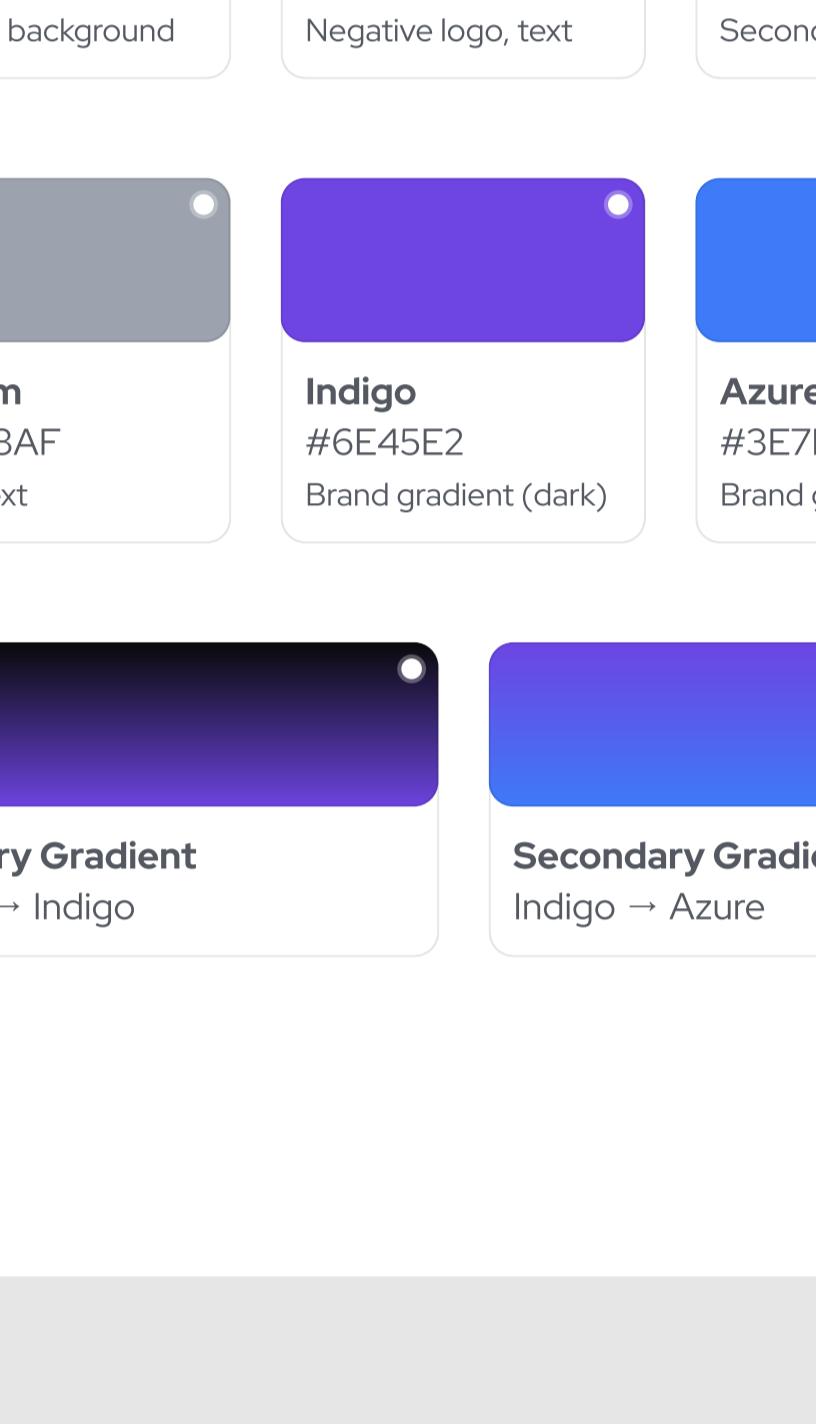


Secondary Logo



Horizontal

Vertical lockup for constrained spaces



Wordmark Only

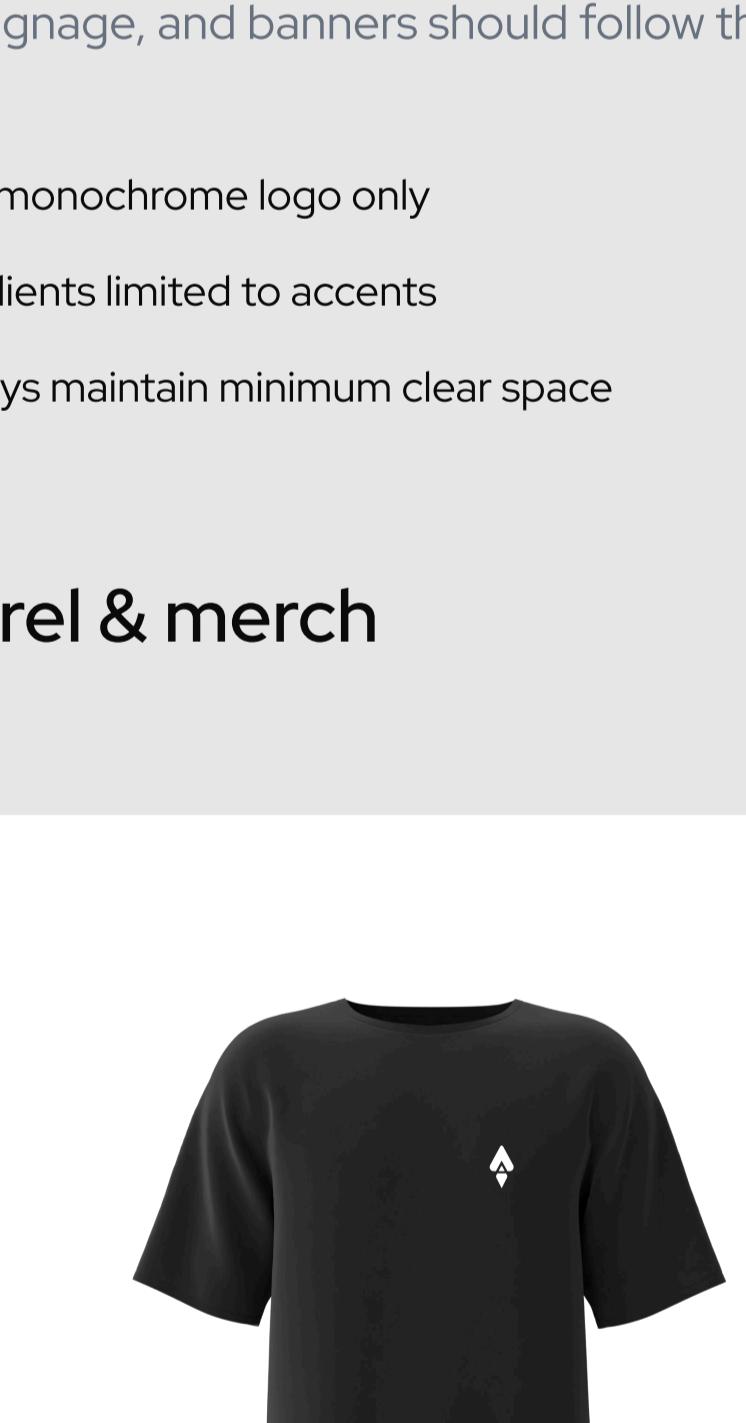
Minimal use for digital or monochrome contexts



Primary Logo



Vertical lockup for constrained spaces



Secondary Logo



Horizontal

Vertical lockup for constrained spaces



Color System

Institutional monochrome base with a bold gradient accent.

AlphaTON's palette is designed for clarity and composure, centering on dark institutional tones with a single gradient accent for emphasis.

Minimum Sizes

- Wordmark: 120 px (digital) / 30 mm (print)
- Badge: 48 px (digital) / 12 mm (print)
- Ticker Pill: 140 px (digital)

Black
#000000
Primary background

White
#FFFFFF
Negative logo, text

Ink Mid
#E6E6E6
Secondary background

Ink Dim
#9CA3AF
Body text

Indigo
#6E45E2
Brand gradient (dark)

Azure
#3E7BFA
Brand gradient (light)

Primary Gradient
Black → Indigo

Secondary Gradient
Indigo → Azure

Background & Imagery

High-contrast, institutional, and crypto-native.

The AlphaTON brand relies on strong monochrome foundations, clean gradients, and symbolic visual language that reflects the scale of the TON network.

- Use black or deep blue gradients as the base for layouts.
- Keep imagery minimal, with subtle light effects and geometric motifs.
- Partner logos must be displayed in monochrome.
- Avoid excessive illustration or meme imagery.

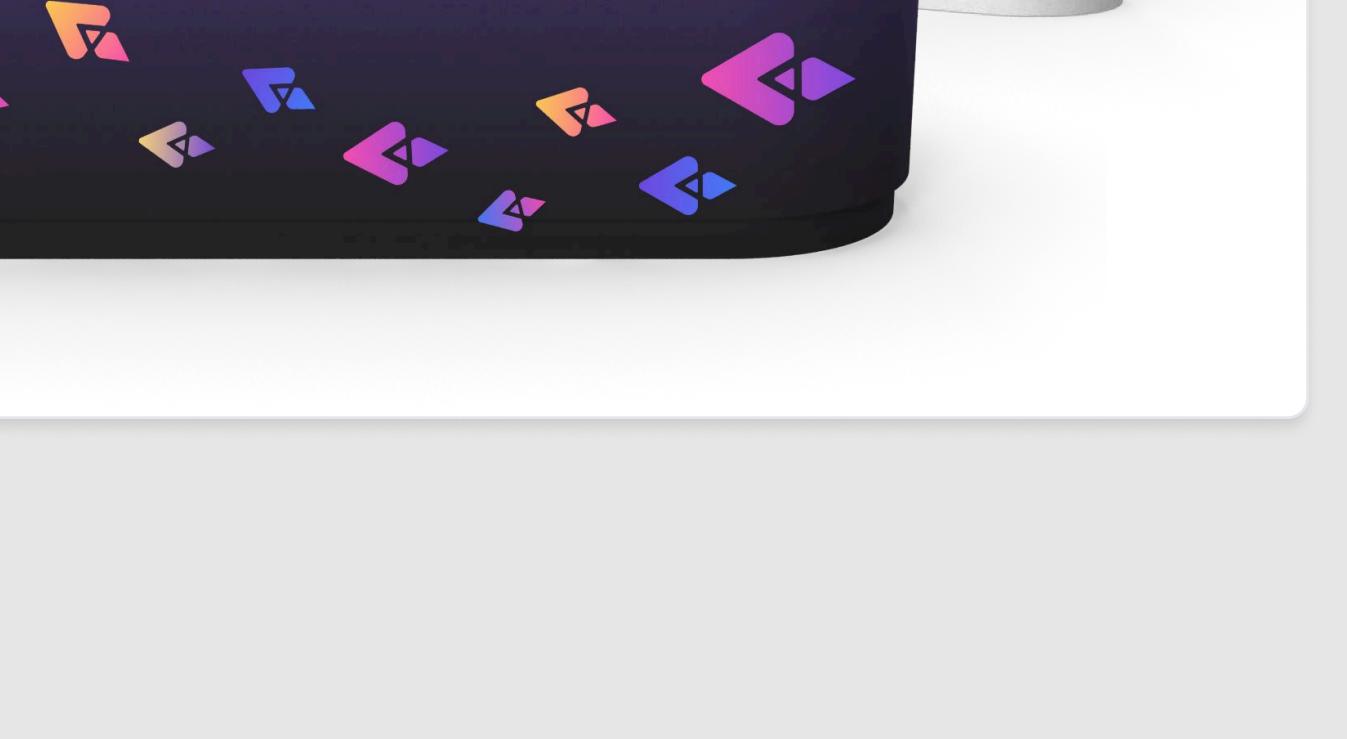
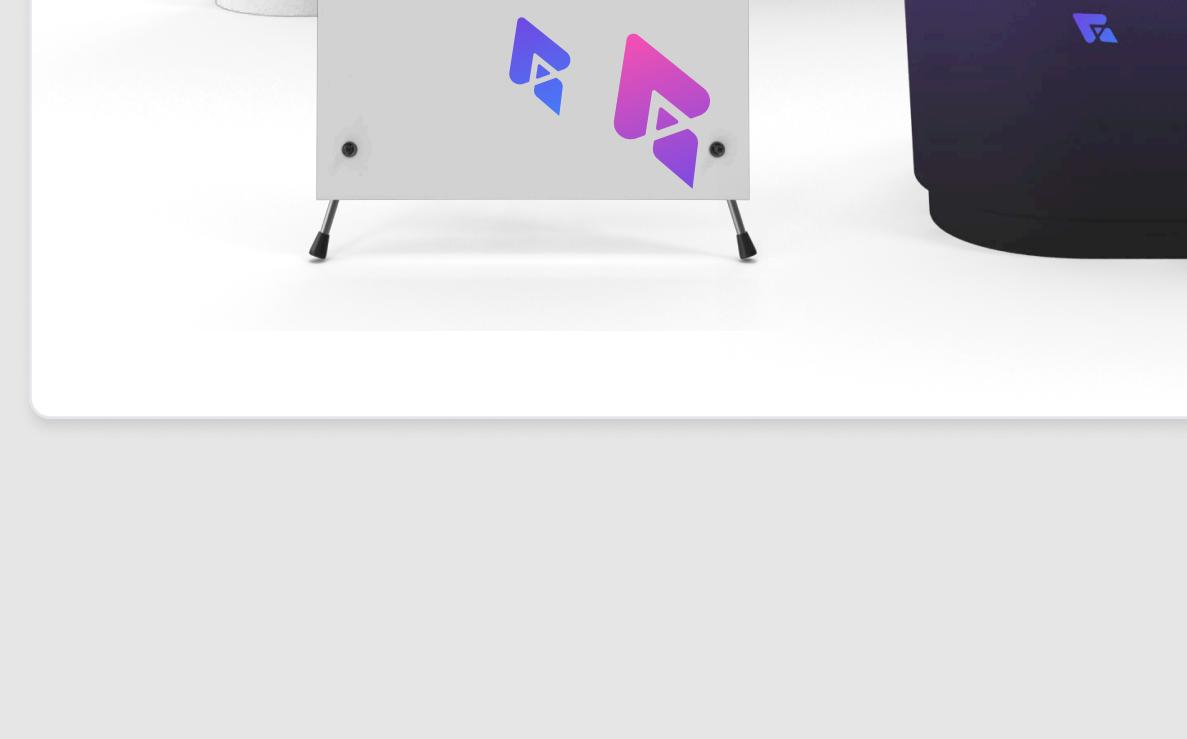
Brand Application

Extend the brand with consistency.

Merch, signage, and banners should follow the core logo, color, and type rules without variation.

- Use monochrome logo only
- Gradients limited to accents
- Always maintain minimum clear space

Apparel & merch



Event banners

