

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.

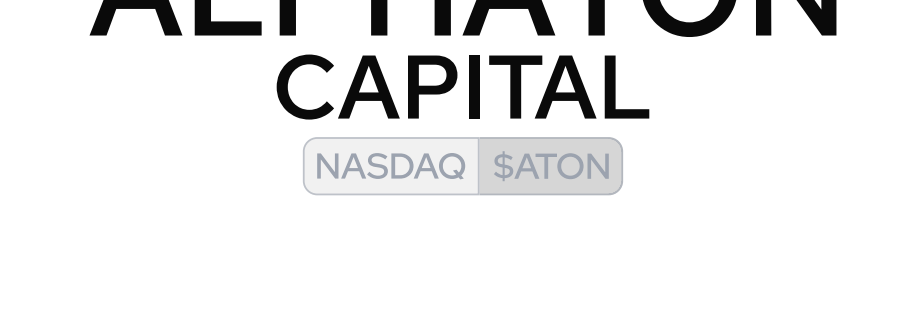
Logo System

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

Horizontal (preferred)



Vertical lockup for constrained spaces



Secondary Logo

Horizontal

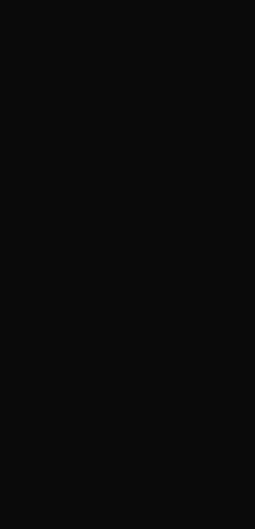


Vertical lockup for constrained spaces



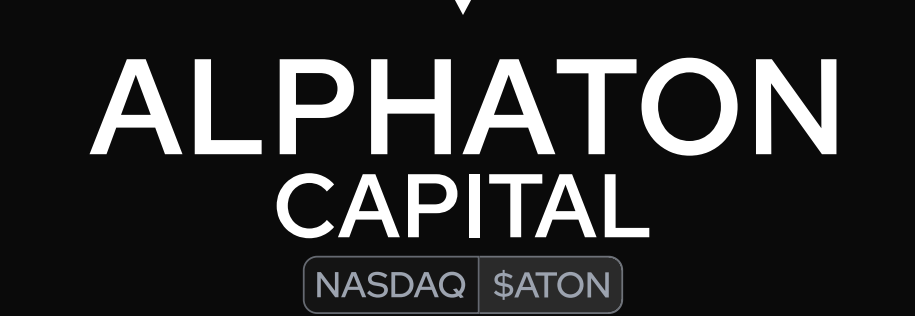
Wordmark Only

Minimal use for digital or monochrome contexts

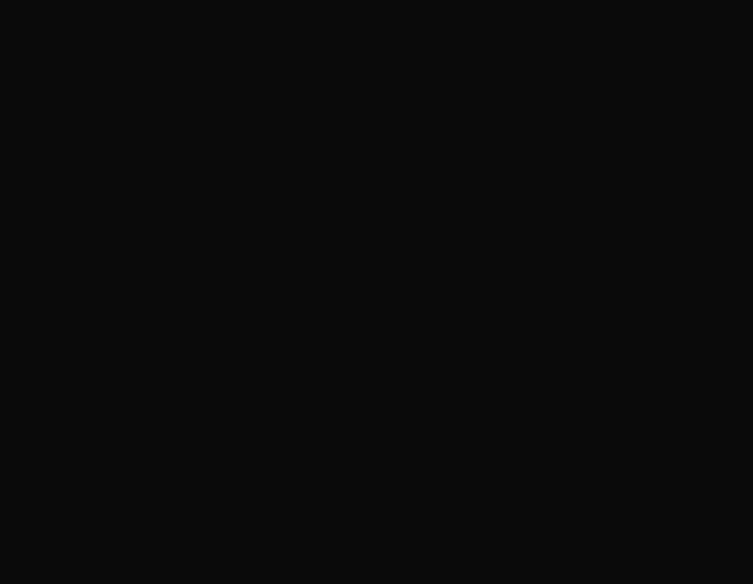


Primary Logo

Horizontal (preferred)



Vertical lockup for constrained spaces

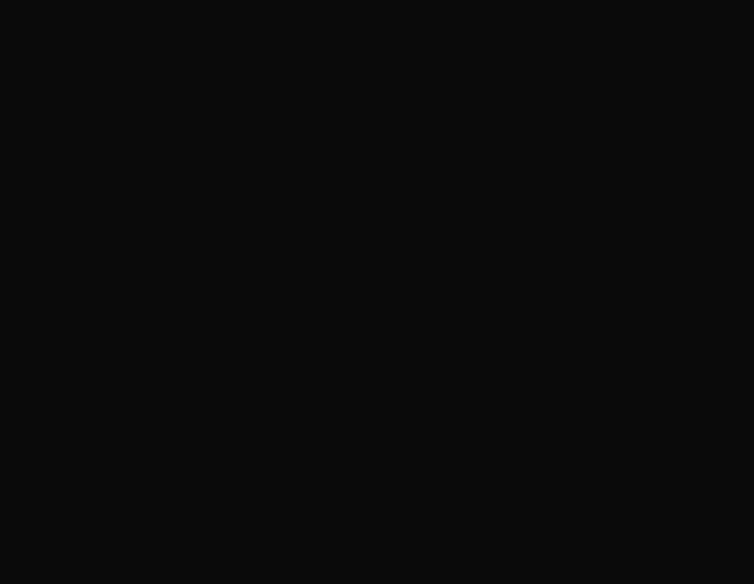


Secondary Logo

Horizontal

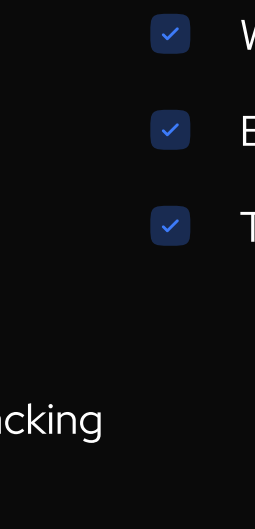


Vertical lockup for constrained spaces



Wordmark Only

Minimal use for digital or monochrome contexts



Usage Guidelines

- ✓ Maintain clear space equal to the 'A' height.
- ✓ Only use black (#000000) or white (#FFFFFF) logos.
- ✓ Place on clean, contrasting backgrounds.
- ✓ No effects, shadows, outlines, or distortions.
- ✓ Do not place over photography unless a scrim or solid backing is used.

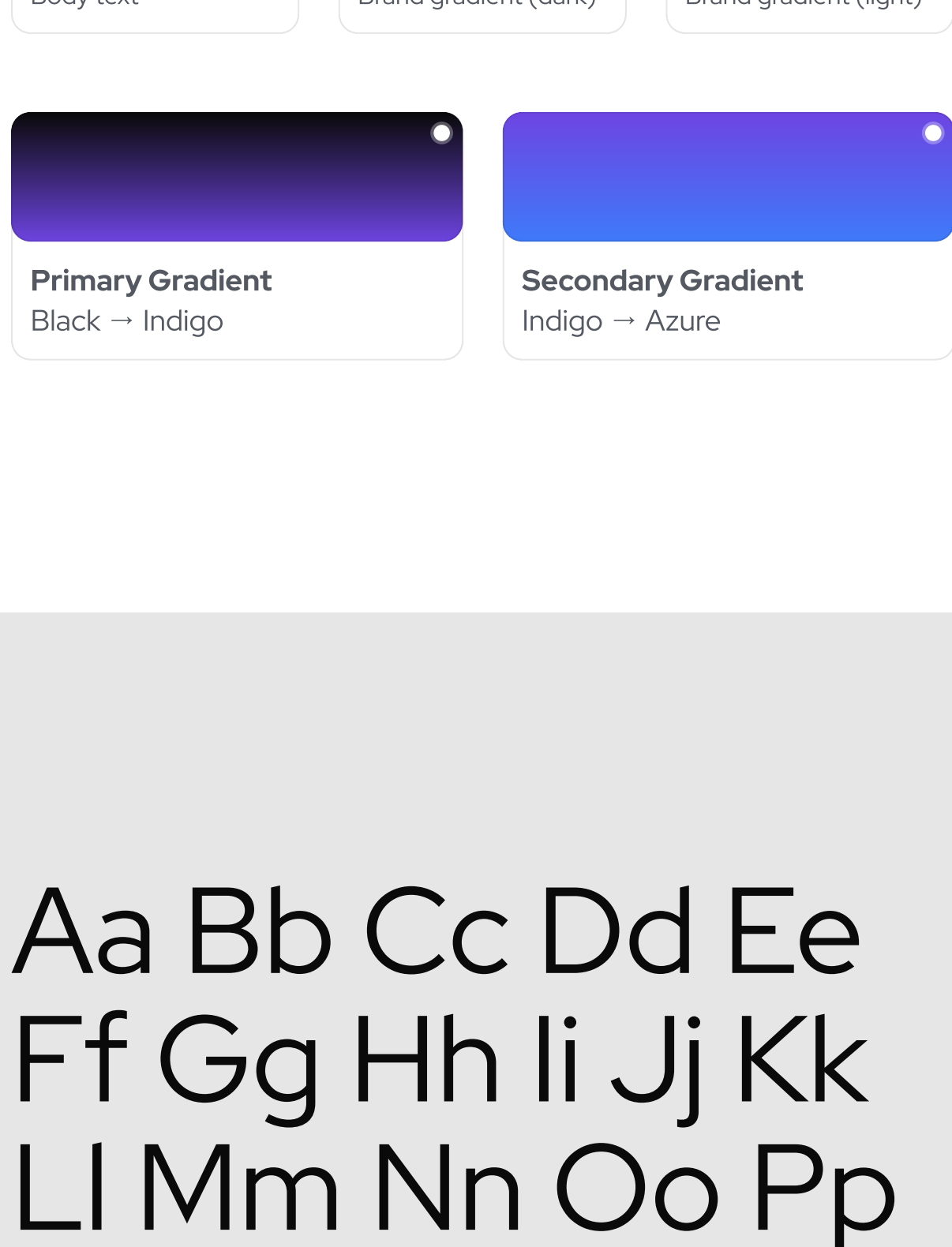
Minimum Sizes

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

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.

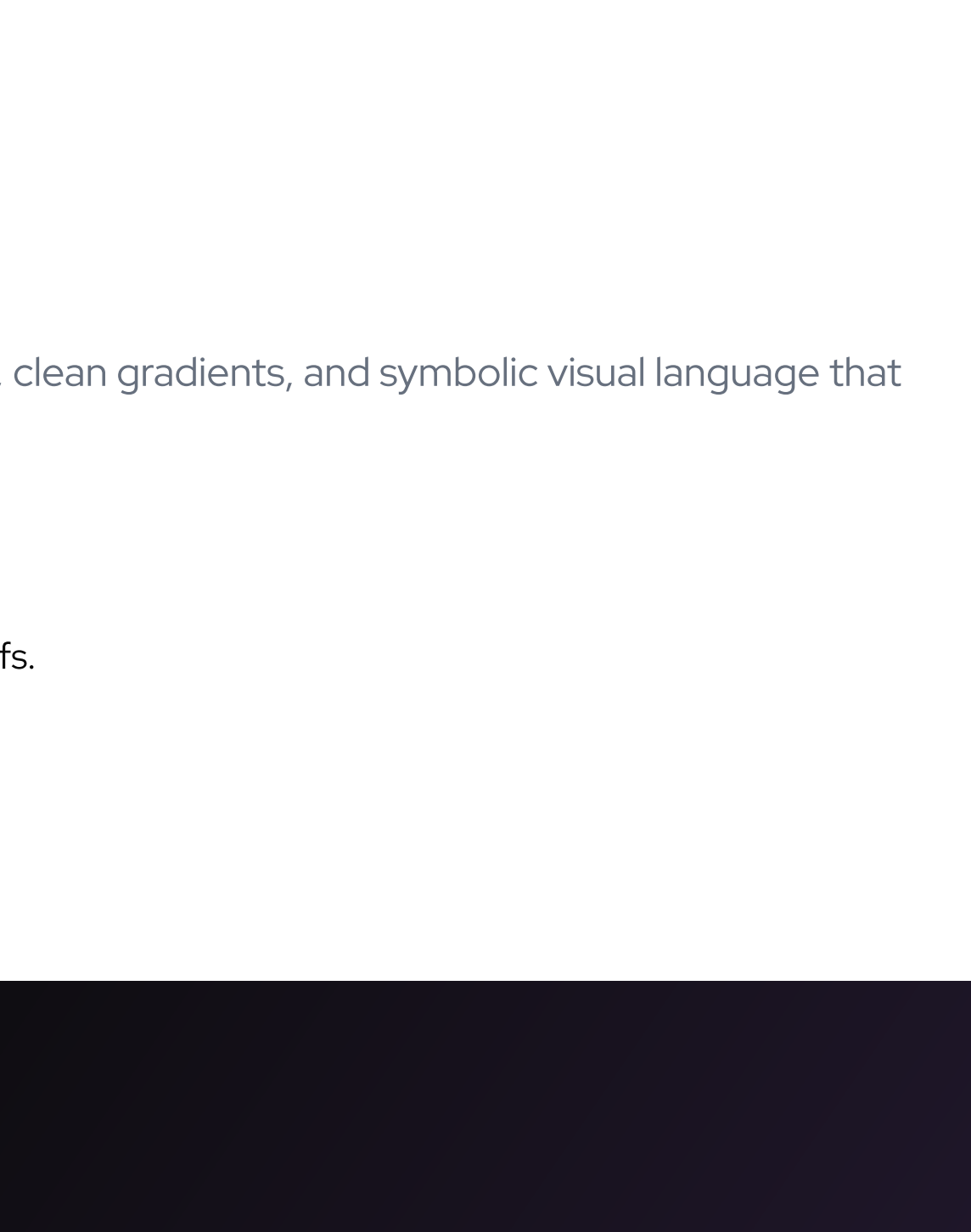


Typography System

Red Hat Display as a modern institutional voice.

Typography reinforces AlphaTON's identity: modern, composed, and legible across digital and print contexts.

- ✓ 700 (Bold) for H1-H3
- ✓ 600 (SemiBold) for subheads
- ✓ 400 (Regular) – Text, labels/UI

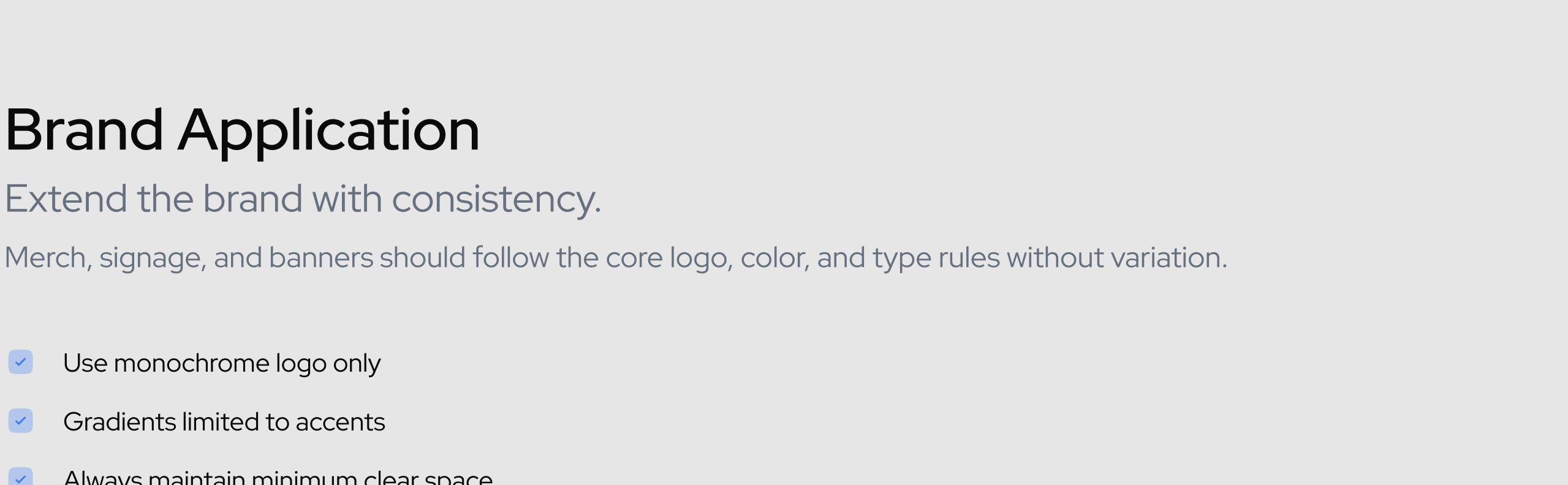


Background & Imagery

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

