



Brand Guidelines

V1.0 – 12.10.25

Created by Proof of Work Studio



- 01. **Introduction**
- 02. Logo
- 03. Color
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Elevator Pitch

Hemi is building the foundation for programmable Bitcoin finance, transforming idle Bitcoin into productive capital.

Your Bitcoin. Your yield.

Identity

The Hemi brand system is built for productivity, security, and institutional trust. Every element, from logo to color, typography, and tone, expresses the unified Bitcoin economy layer.

This document provides guidance on representing Hemi consistently across all touchpoints, ensuring every application signals authority, clarity, and activation.

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Primary Logo

The Hemi logo combines a bold, stylized "H" symbol with confident, lowercase wordmark typography.

This is our primary brand identifier. Use it to establish authority, build recognition, and signal institutional-grade infrastructure across all major touchpoints.



Construction + Clear Space

The logo is built on precise geometric proportions to ensure visual consistency across all applications. Always maintain the designated clear space around the logo, free from text, graphics, or other visual elements.

This protected area ensures the logo remains legible and impactful, maintaining the authority and clarity that define institutional-grade infrastructure.





Icon

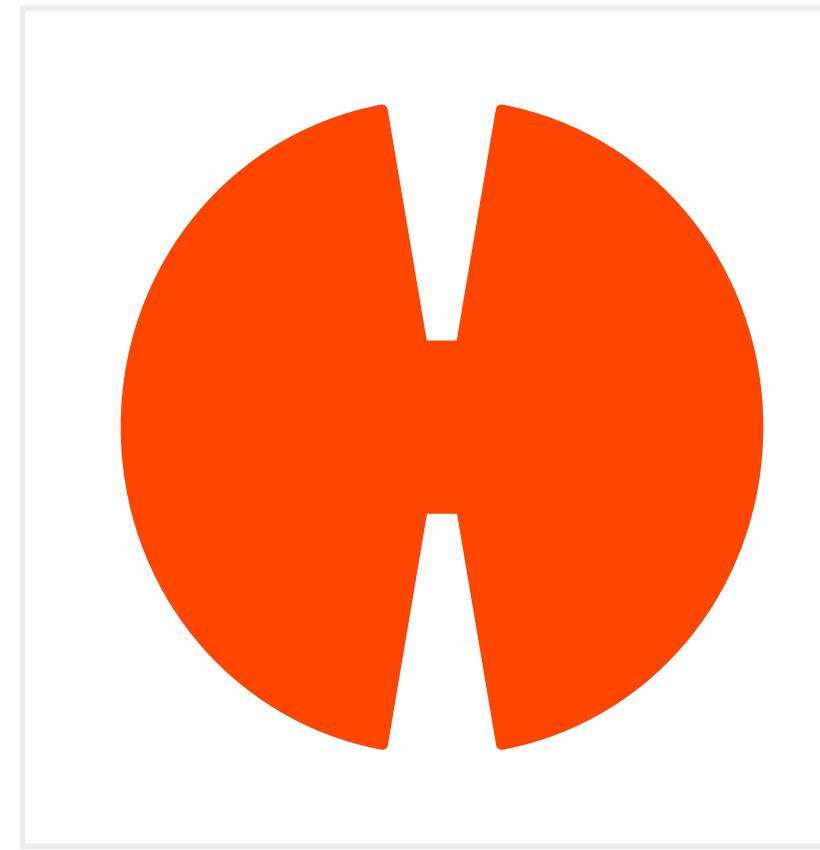
The Hemi icon is a standalone mark that functions independently when space is limited or the full logo would be too small to maintain legibility. Use it for app icons, social media avatars, favicons, and other compact applications.

The icon maintains brand recognition while adapting to digital environments where clarity and instant identification matter most.

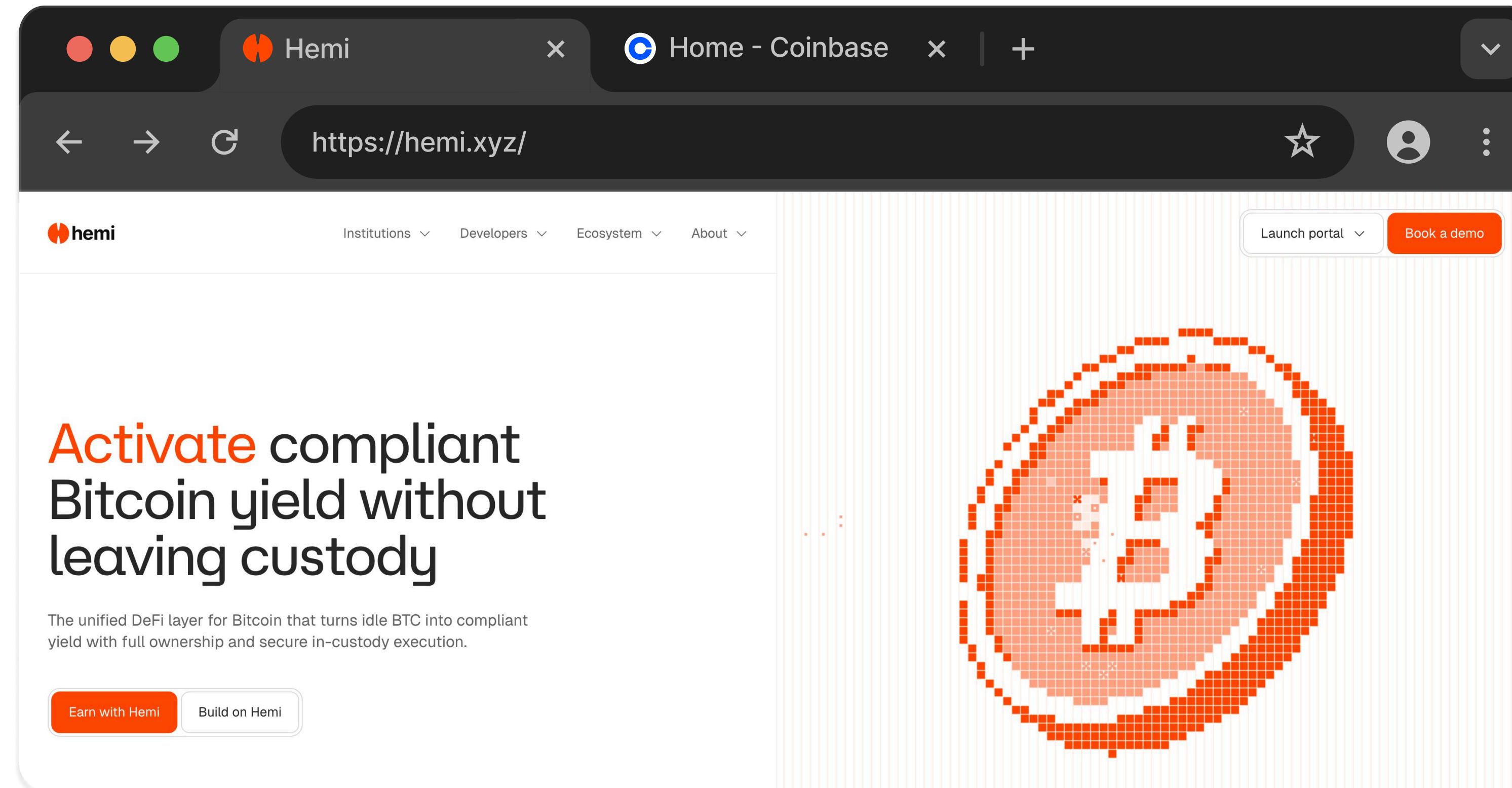


■ LOGO

Social Icons



Favicon



Scaling

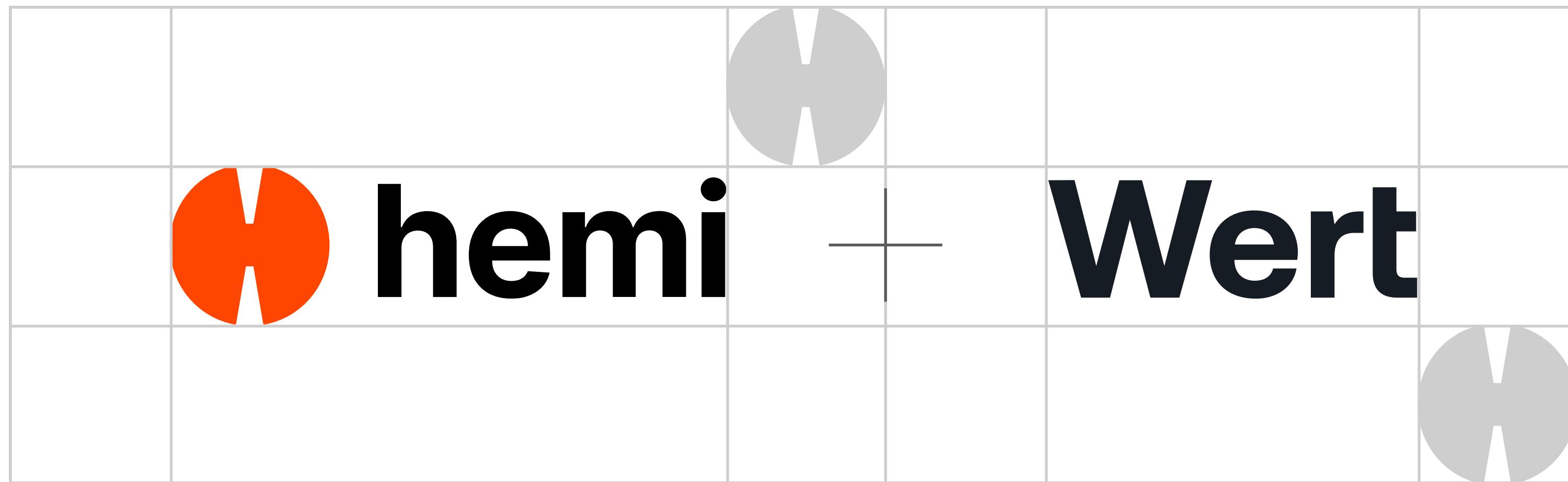
The Hemi logo scales proportionally to maintain visual integrity across all sizes.

The full horizontal logo requires a minimum height of 50px for digital applications to ensure legibility and professional presentation.

For smaller applications like mobile interfaces or compact digital spaces, use the icon-only version at a minimum of 16px. Never scale below these minimums to preserve clarity and brand authority.



Collaborative Lockup



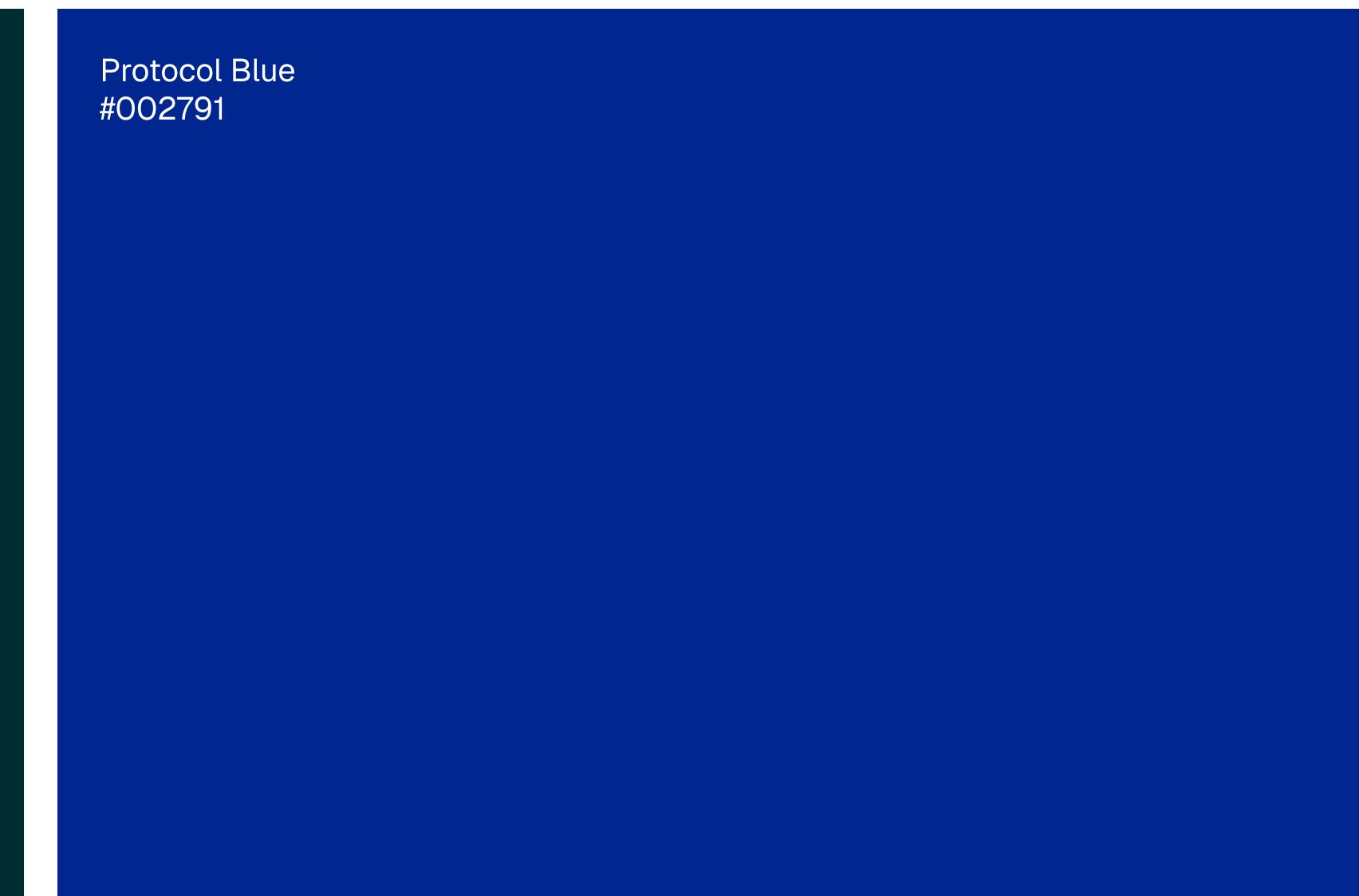
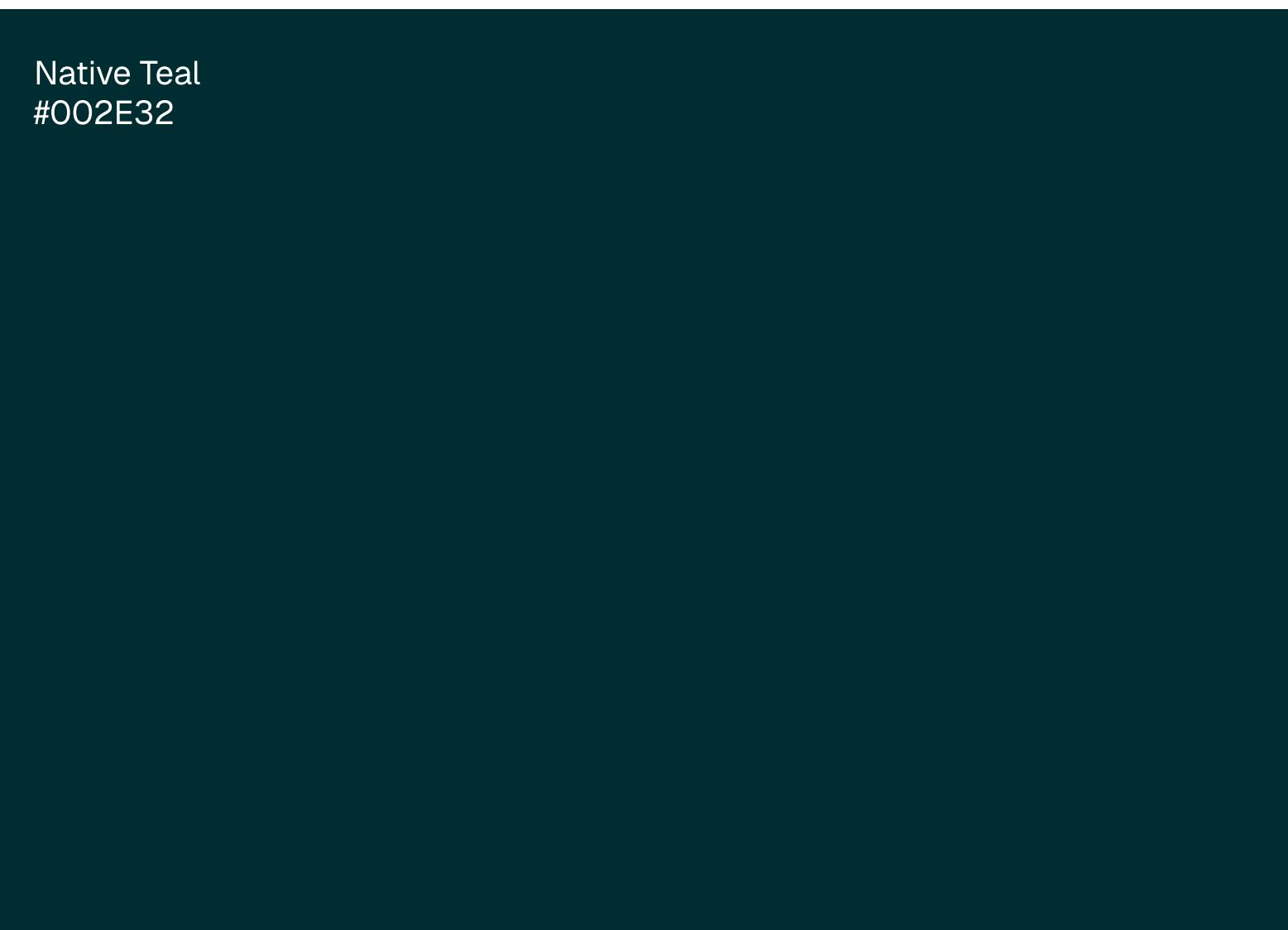
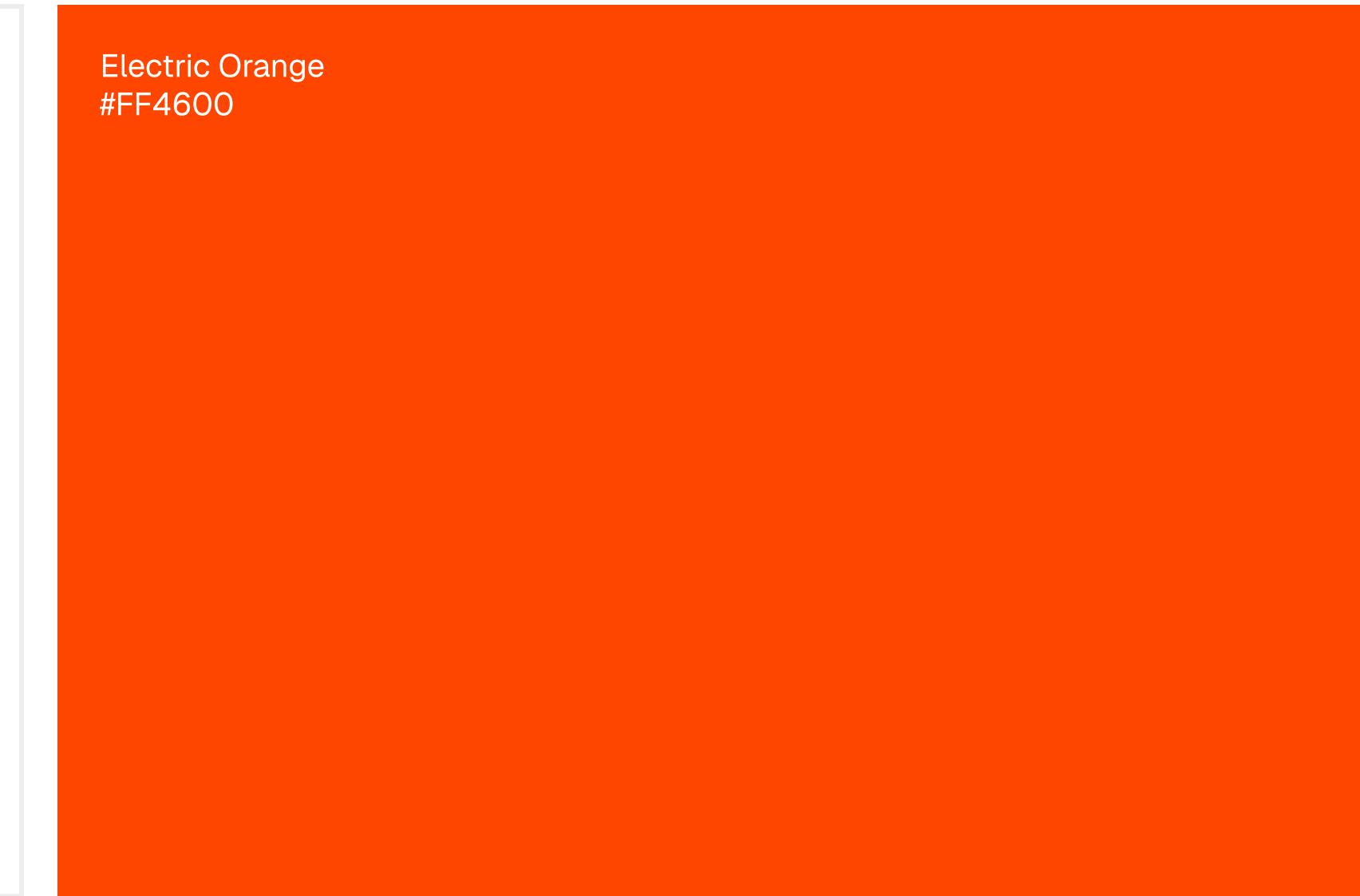
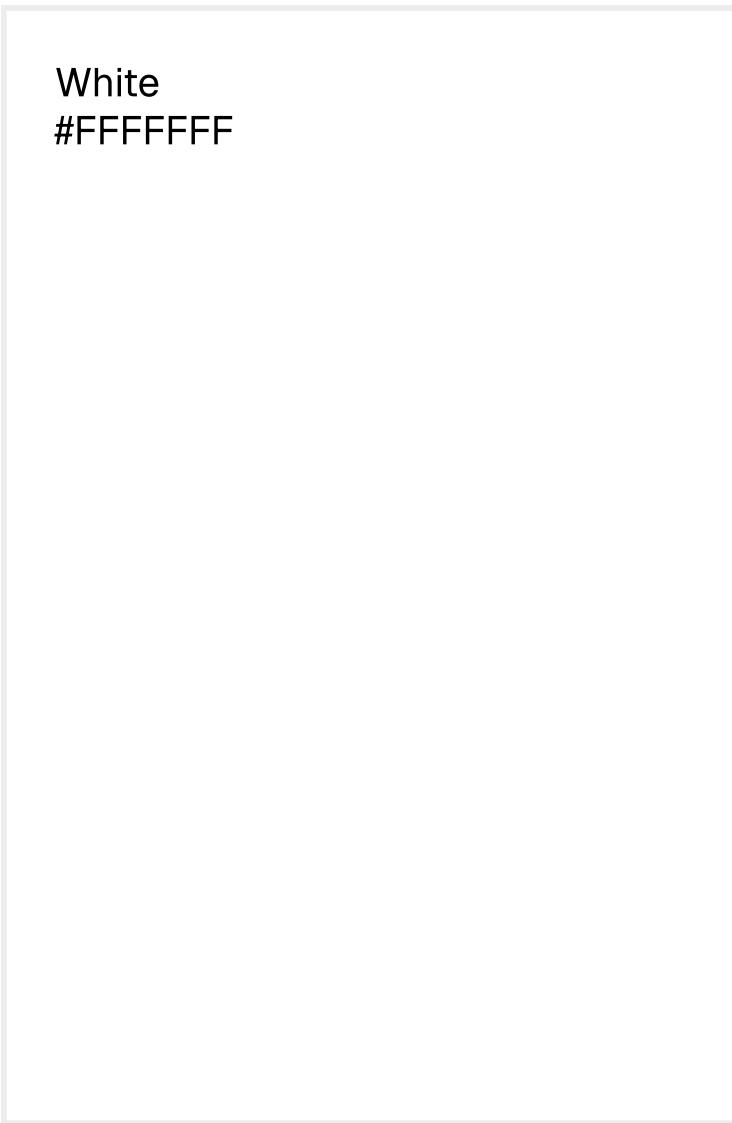
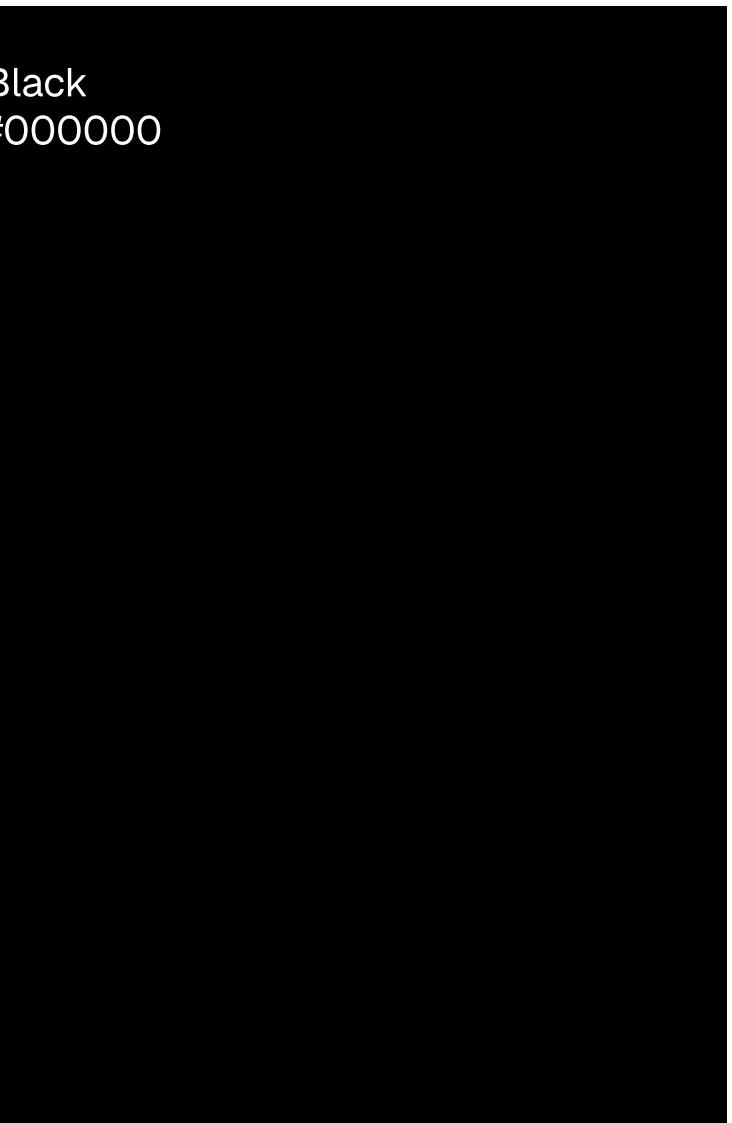
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COLOR

Primary Palette

The Hemi primary palette establishes brand recognition and visual authority. Electric Orange signals activation and productivity. Native Teal represents Bitcoin's security and institutional trust. Protocol Blue conveys Ethereum's programmability and innovation. Black and White provide clarity and contrast.

Use these colors to anchor all brand communications and maintain consistency across touchpoints.



COLOR

Secondary Palette

The secondary palette extends the primary colors with tonal variations that add depth and flexibility to designs. These gradients from bold to soft allow for layered compositions, backgrounds, and UI elements while maintaining the core brand identity.

Use secondary colors to create visual hierarchy and enhance readability without diluting brand recognition.



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Headline Copy

At Aero Regular

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
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 ! @ # \$ % ^ & * () _ = + - ; ?

Aa

Body Copy

Geist Regular

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
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 ! @ # \$ % ^ & * () _ = + - ; ?

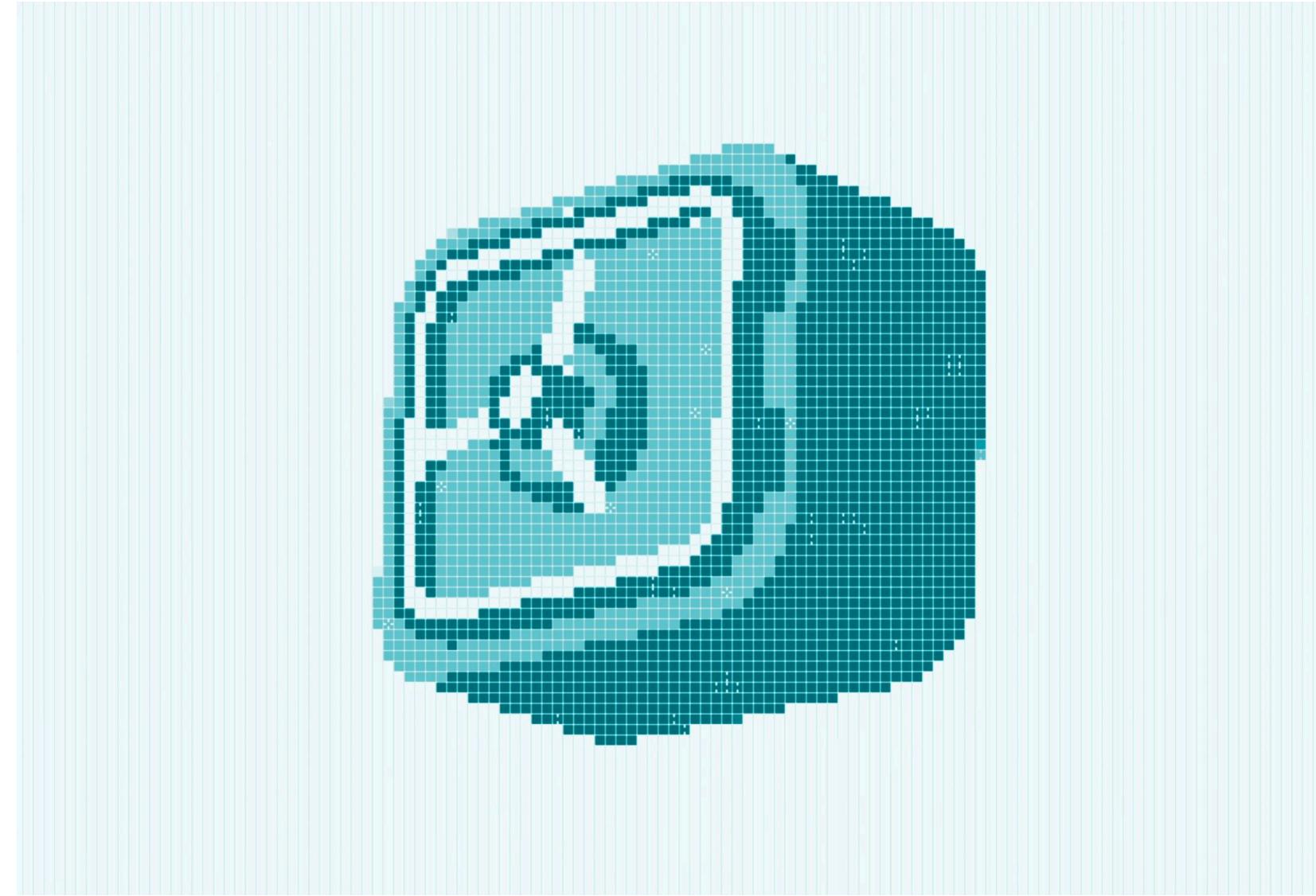
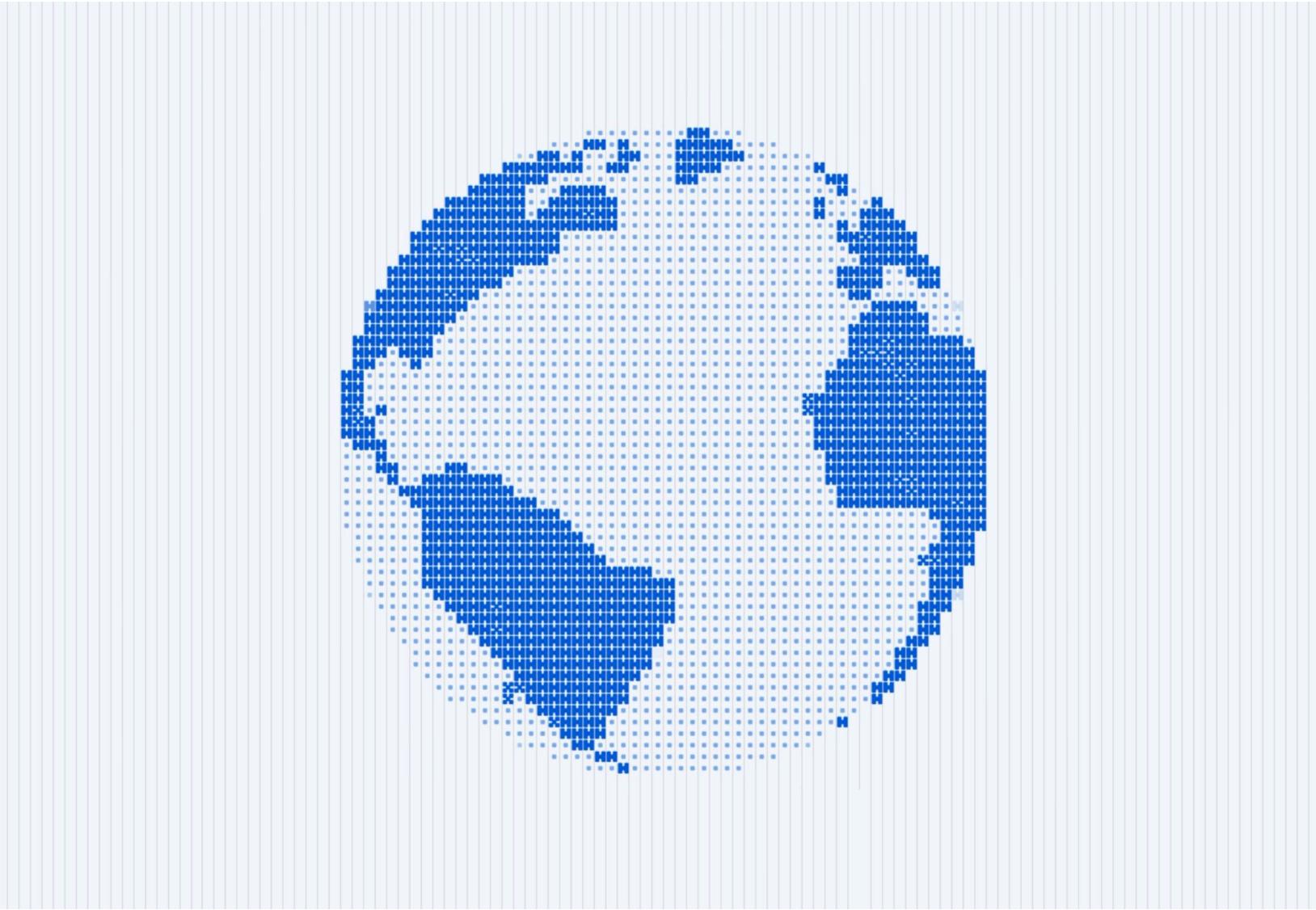
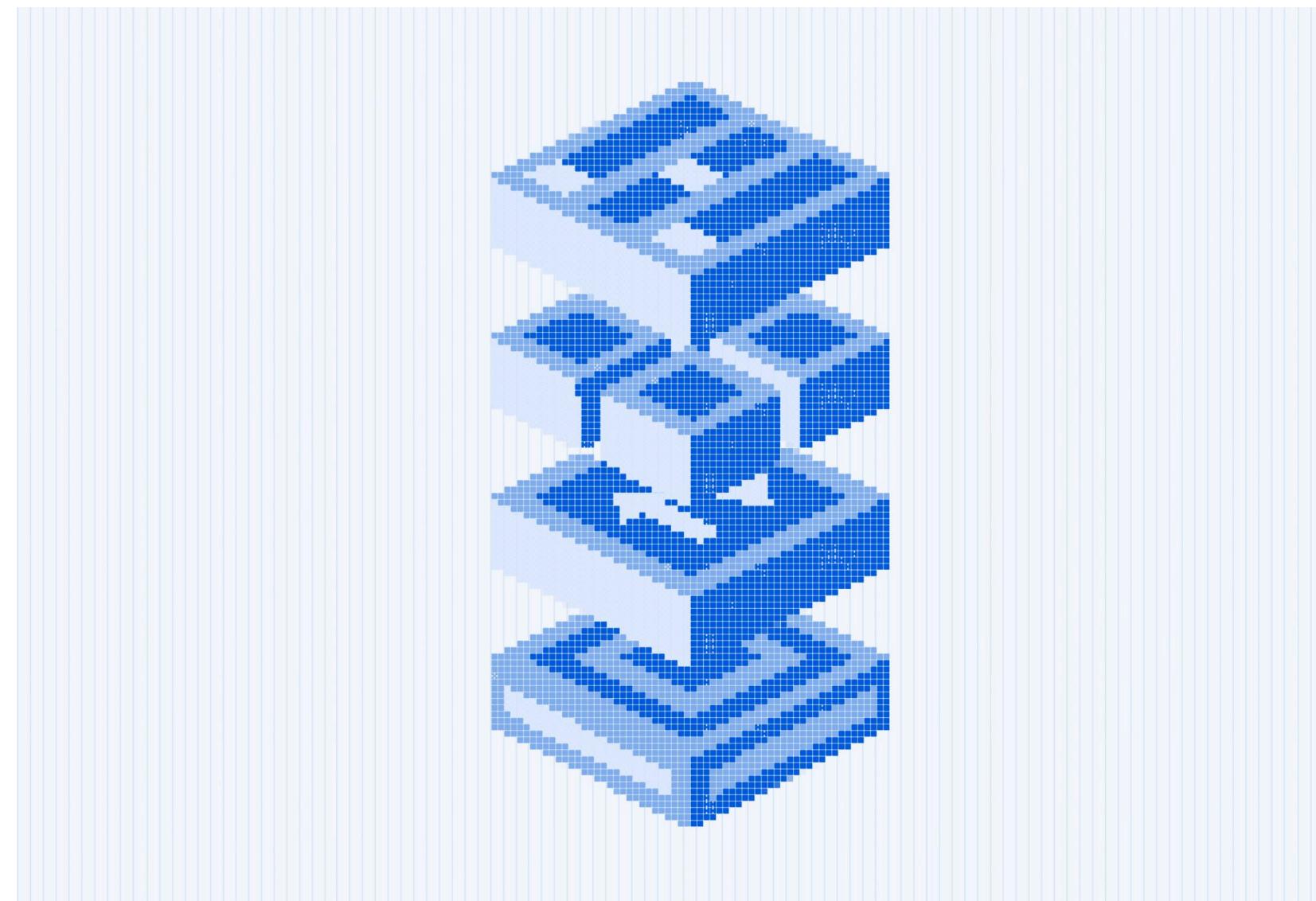
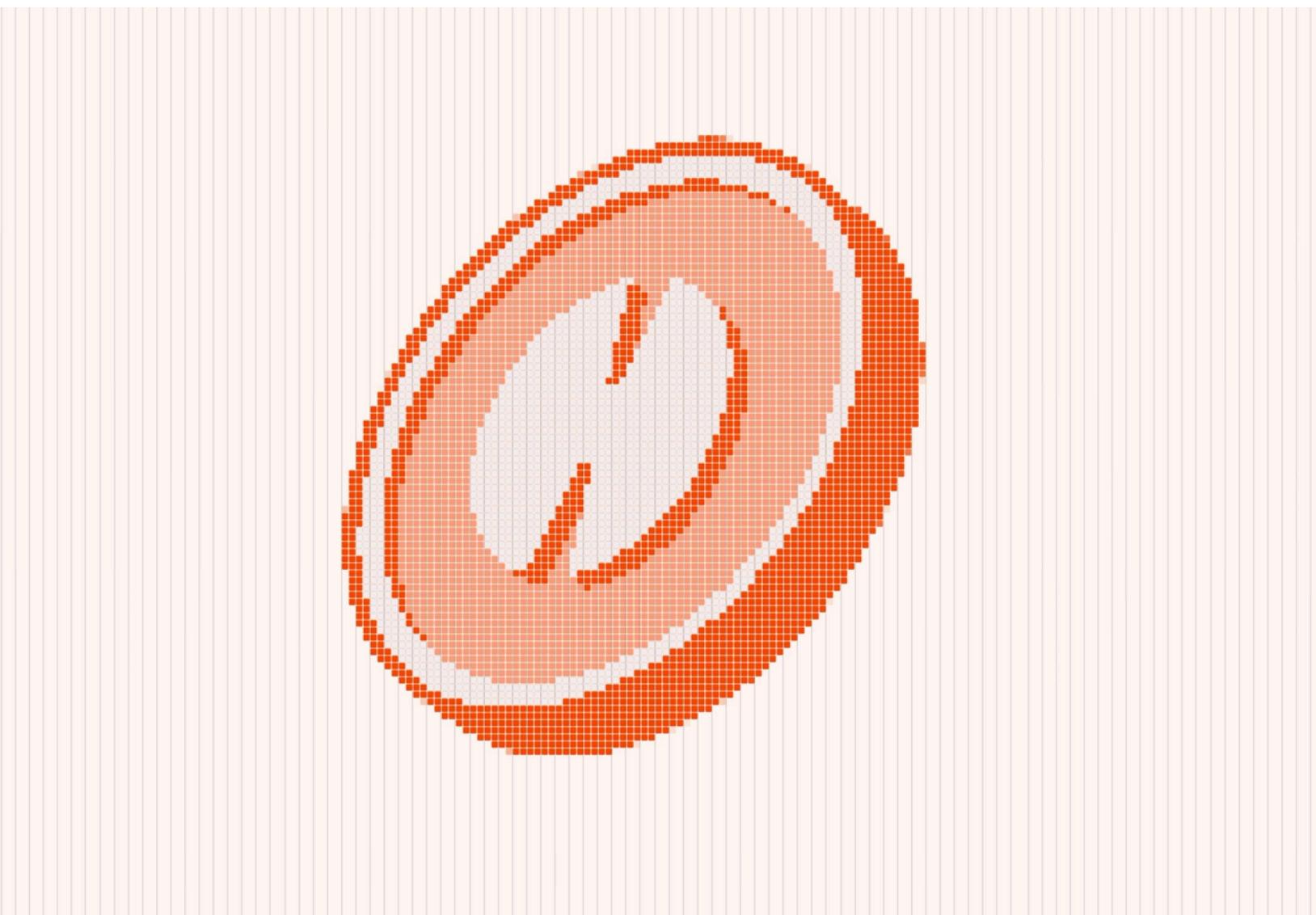
Aa

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Illustration

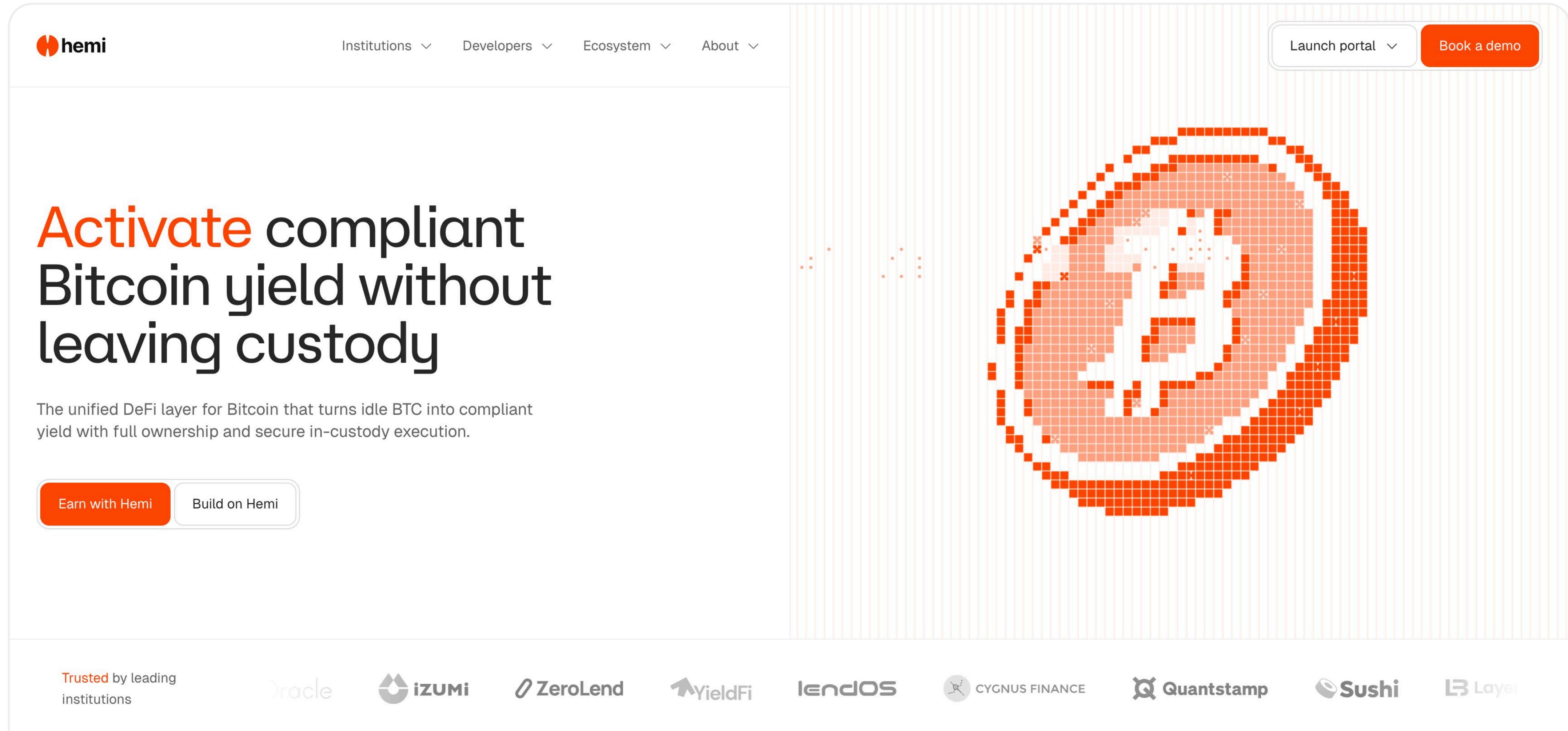
Hemi's illustration style uses pixel-based graphics that form a core part of the brand identity.

The illustrations maintain clean geometry and limited color palettes aligned with the brand palette. This visual language creates a recognizable aesthetic that signals technical precision while remaining accessible across all communications.



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Website



The screenshot displays the Hemi website's homepage. At the top left is the Hemi logo. The top navigation bar includes links for Institutions, Developers, Ecosystem, and About, each with a dropdown arrow. On the far right of the header are two buttons: "Launch portal" and "Book a demo". The main headline reads: "Activate compliant Bitcoin yield without leaving custody". Below it, a subtext states: "The unified DeFi layer for Bitcoin that turns idle BTC into compliant yield with full ownership and secure in-custody execution." Two buttons at the bottom left are "Earn with Hemi" (orange) and "Build on Hemi" (white). At the bottom, a section titled "Trusted by leading institutions" lists various partners: Oracle, izumi, ZeroLend, YieldFi, lendOS, CYGNUS FINANCE, Quantstamp, Sushi, and Layer. A large, pixelated graphic of a dollar sign (\$) is centered on the page.

Merch



Social

hemi

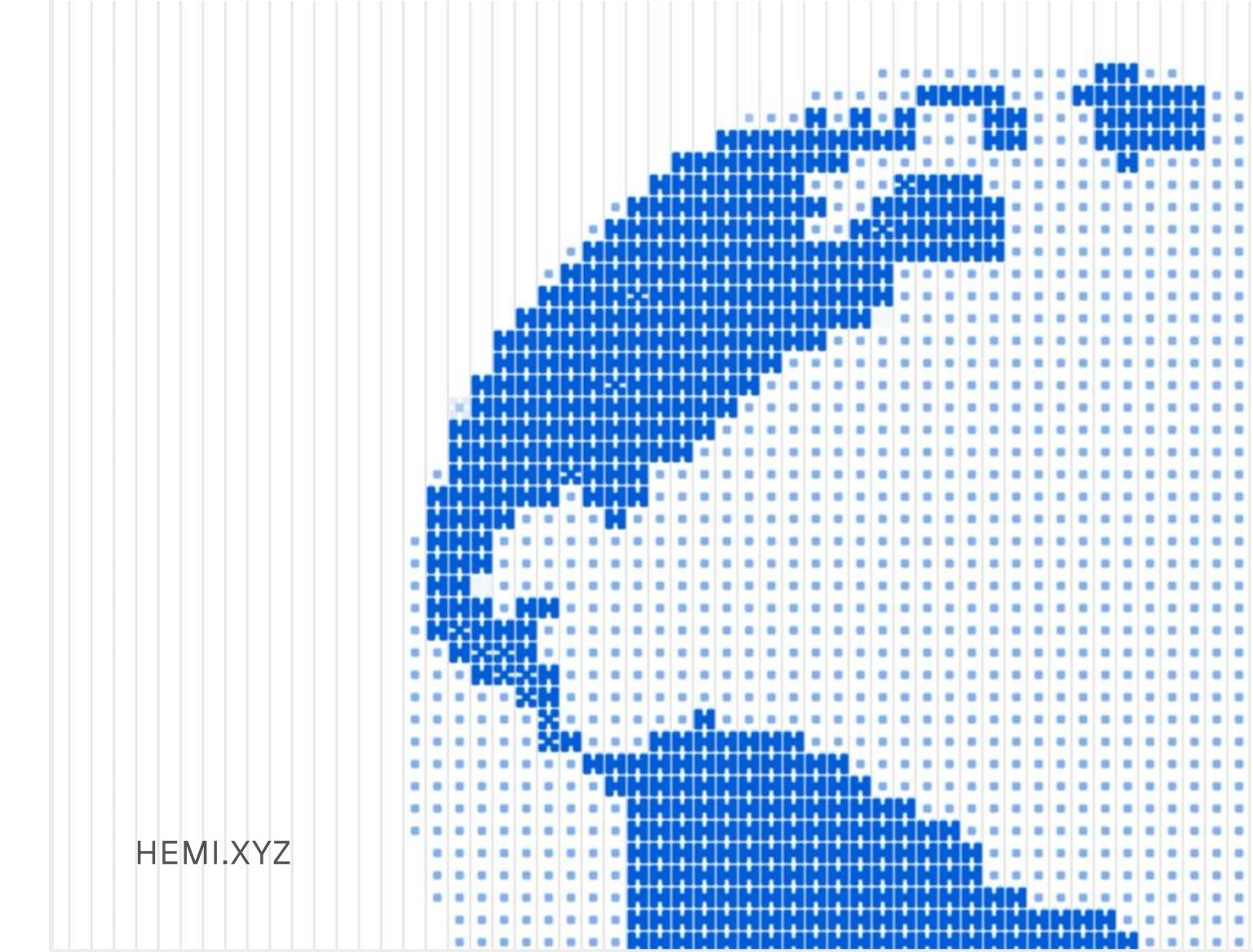
The next era of activated Bitcoin



A pixelated map of the Americas, primarily the United States and Canada, rendered in a gradient of orange and red. The map is set against a background of light blue horizontal grid lines. In the bottom left corner of the map area, the text "HEMI.XYZ" is visible.

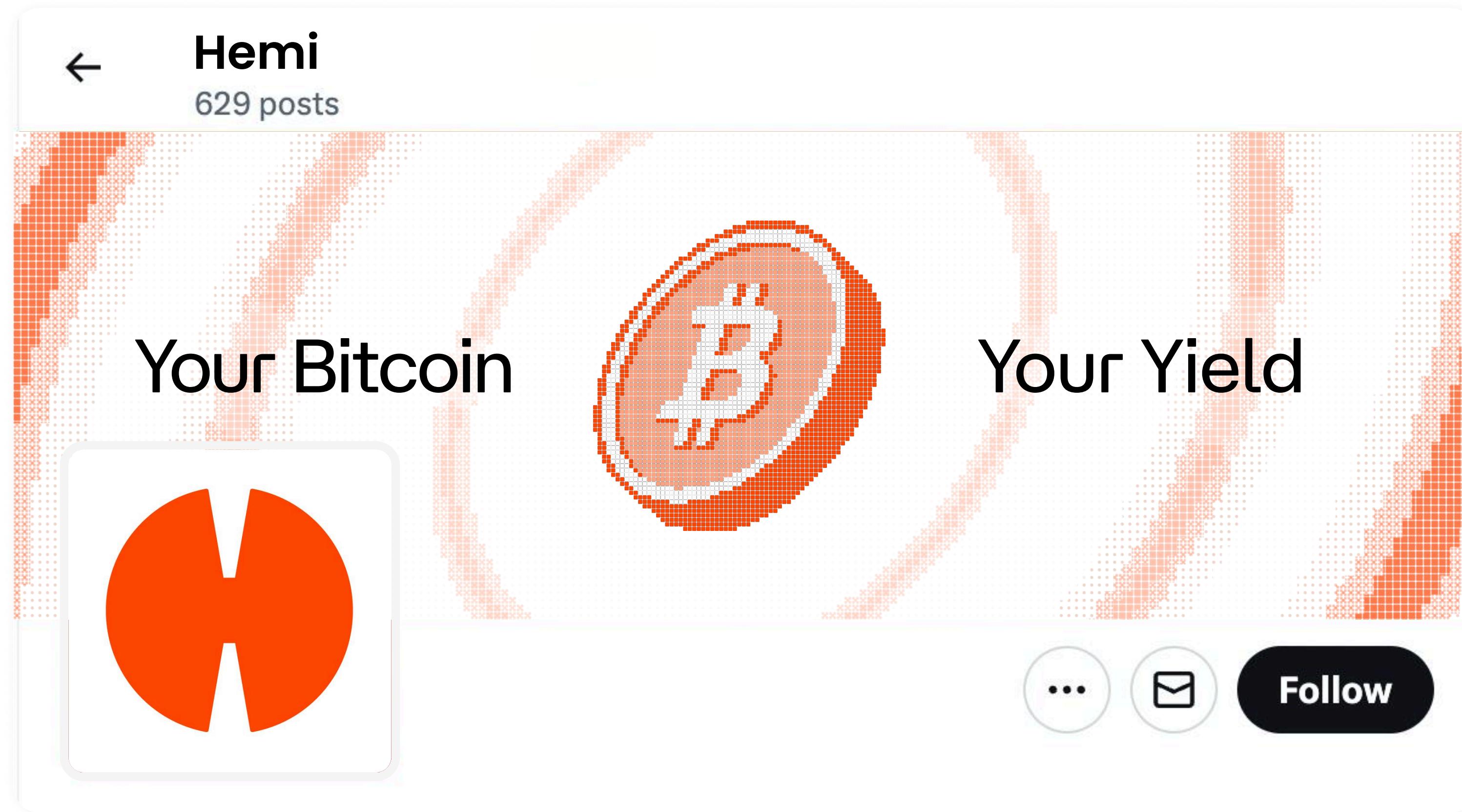
hemi

Built for global capital



A pixelated map of the Americas, primarily the United States and Canada, rendered in a gradient of blue. The map is set against a background of light blue horizontal grid lines. In the bottom left corner of the map area, the text "HEMI.XYZ" is visible.

Social





This is Bitcoin, brought to life.

The infrastructure layer that transforms Bitcoin from a
static asset into programmable capital.