

# Brand Guidelines

Version 2.0 - October 2025



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# Using the SilverTimes brand guidelines

This guide outlines our brand identity standards to ensure we are presented consistently across all communications.

Inside you'll find guidelines on proper use of our logo, colour palette, typography, imagery, and other brand assets.

By following these standards, you'll help us maintain a polished, professional brand image. Our goal is to equip you with the knowledge and resources to produce on-brand materials that reflect our unique qualities.

For any additional brand guidelines information or to request our brand assets, please contact the admin/designer at [Marketing@silvertimes.io](mailto:Marketing@silvertimes.io)

# OUR BRAND

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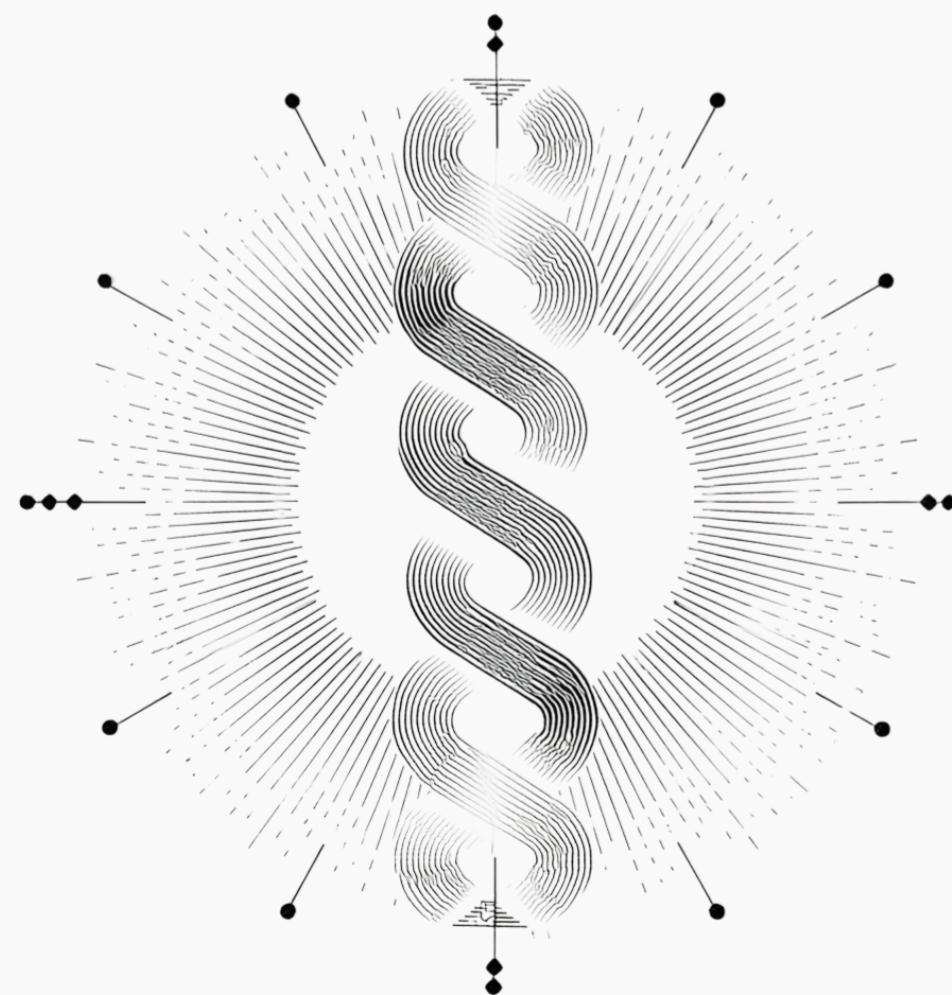
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# Who we are

## tokenized-silver digital asset



SilverTimes is a forward-thinking initiative led by a team of blockchain and financial experts, backed by Alexis Investment Limited, a major subsidiary company of ex-TSX Venture listed mining company, GobiMin Inc, a renowned leader in precious metals management. Built on the Ethereum Chain, we specialize in tokenizing real-world assets, with a focus on creating a secure, compliant, and efficient platform for silver-backed investments. Our mission is to seamlessly connect traditional finance with decentralized technology, offering a trusted solution for investors.

With deep expertise in both metal markets and blockchain innovation, we are committed to delivering a reliable and accessible way to invest in silver.

Our platform, SilverTimes Token (STT), combines the tangible value of spot silver with strategic allocations in long silver futures and treasury bonds, managed through smart contracts for transparency and efficiency. Backed by rigorous security measures, including audits and insurance, and supported by Ethereum Chain's institutional-grade infrastructure, we ensure your assets are safe and compliant.

Our team is dedicated to fostering a global community, providing value through projected yields of 1-6% and future governance opportunities. By leveraging our partnership with Alexis Investment Limited, a major subsidiary company of ex-TSX Venture listed mining company, GobiMin Inc and the advanced capabilities of Ethereum Chain, we aim to unlock the potential of precious metals for a diverse range of investors, blending tradition with cutting-edge technology to drive sustainable growth.

# Our vision

**Build a trusted,  
tokenized  
pathway for broad  
participation in  
the silver market,  
and bridge digital  
assets with real-  
world metal.**

## Our Vision

The SilverTimes roadmap encompasses DeFi expansions, such as a silver-backed USD stablecoin to augment stability, and the introduction of a governance token. Stakeholders who stake their tokens will qualify for airdrops derived from platform revenues, promoting community-led progression. By integrating robust tokenized asset frameworks with synthetic efficiencies, SilverTimes empowers retail and institutional investors to harness silver's promising trajectory in a streamlined, cost-effective manner.

## Why choose us?

SilverTimes stands out by combining the stability of physical silver with innovative blockchain technology on Ethereum Chain, offering a secure, compliant, and scalable solution. Our expertise, backed by Alexis Investment Limited, a major subsidiary company of ex-TSX Venture listed mining company, GobiMin Inc, ensures robust asset management, while projected yields of 1-6% and future governance opportunities enhance value for holders. With a focus on transparency, low fees, and seamless DeFi integration, we deliver a trusted pathway to tokenize and unlock the potential of precious metals.

# IDENTITY ON A PAGE

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# Identity on a page

We design the communication that makes silver, digital.

SilverTimes helps bring silver to a new era through freedom and accessibility.

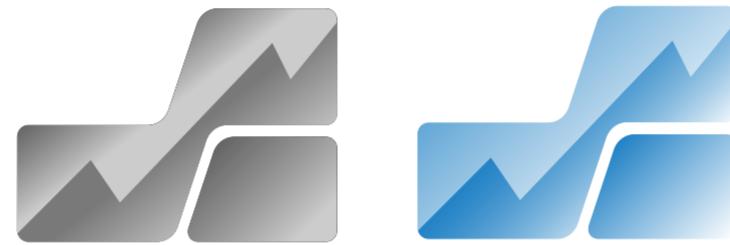
## Tone of Voice

Informative   Modern   Digital   Minimal  
Silver

Logo



Logomark



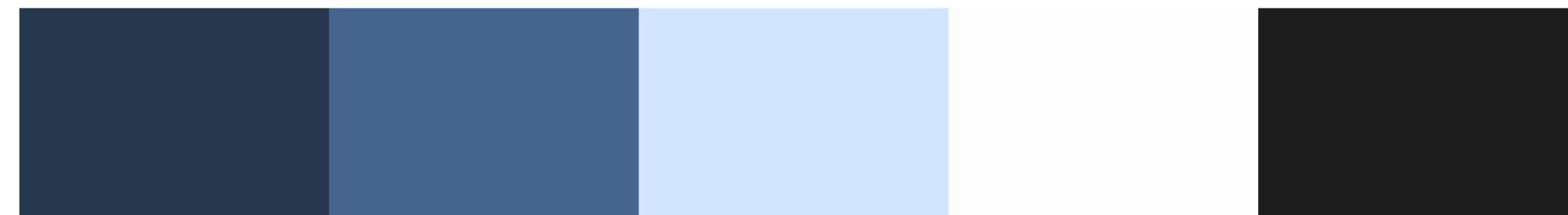
Titles typeface

## Raleway

Test typeface

## Inter

Primary colours



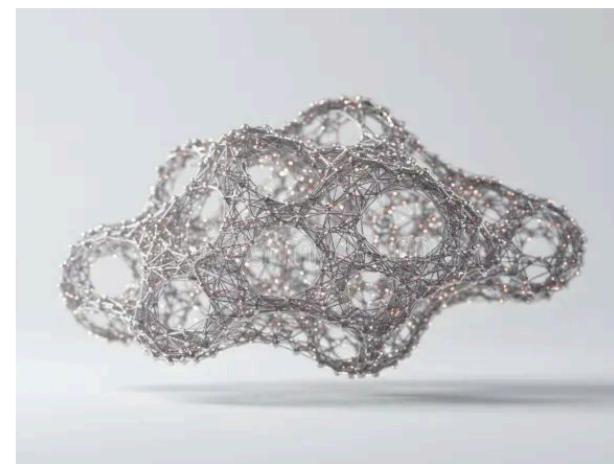
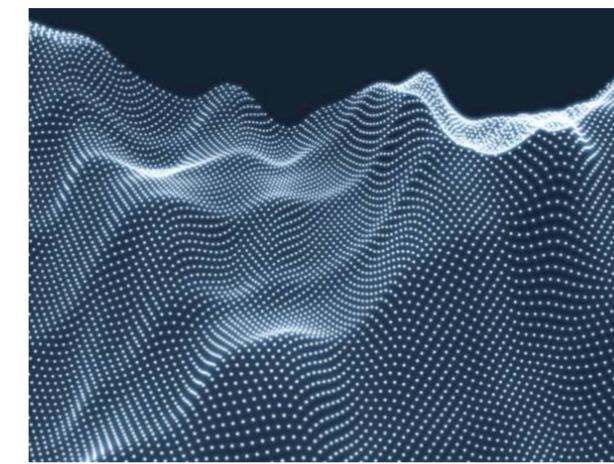
Secondary colours



Greyscale colours



Graphic Inspiration



Photography



# LOGO

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# Logos

A logo's strength comes from its consistent use over time, creating a strong visual link to the brand in consumers' minds.

This recognition allows the logo to embody the brand's entire identity and values. Therefore, maintaining a recognizable logo and using it consistently is crucial for building and reinforcing its meaning to audiences.

This section presents the approved variations of your brand logo, including horizontal and vertical stacking options.

Horizontal



Wordmark



Logomark



# Colour Variations

This section showcases the color variations of your logo and brand elements.

This flexibility allows your brand to maintain its identity while adapting to various design needs and constraints.

On light background



On dark background

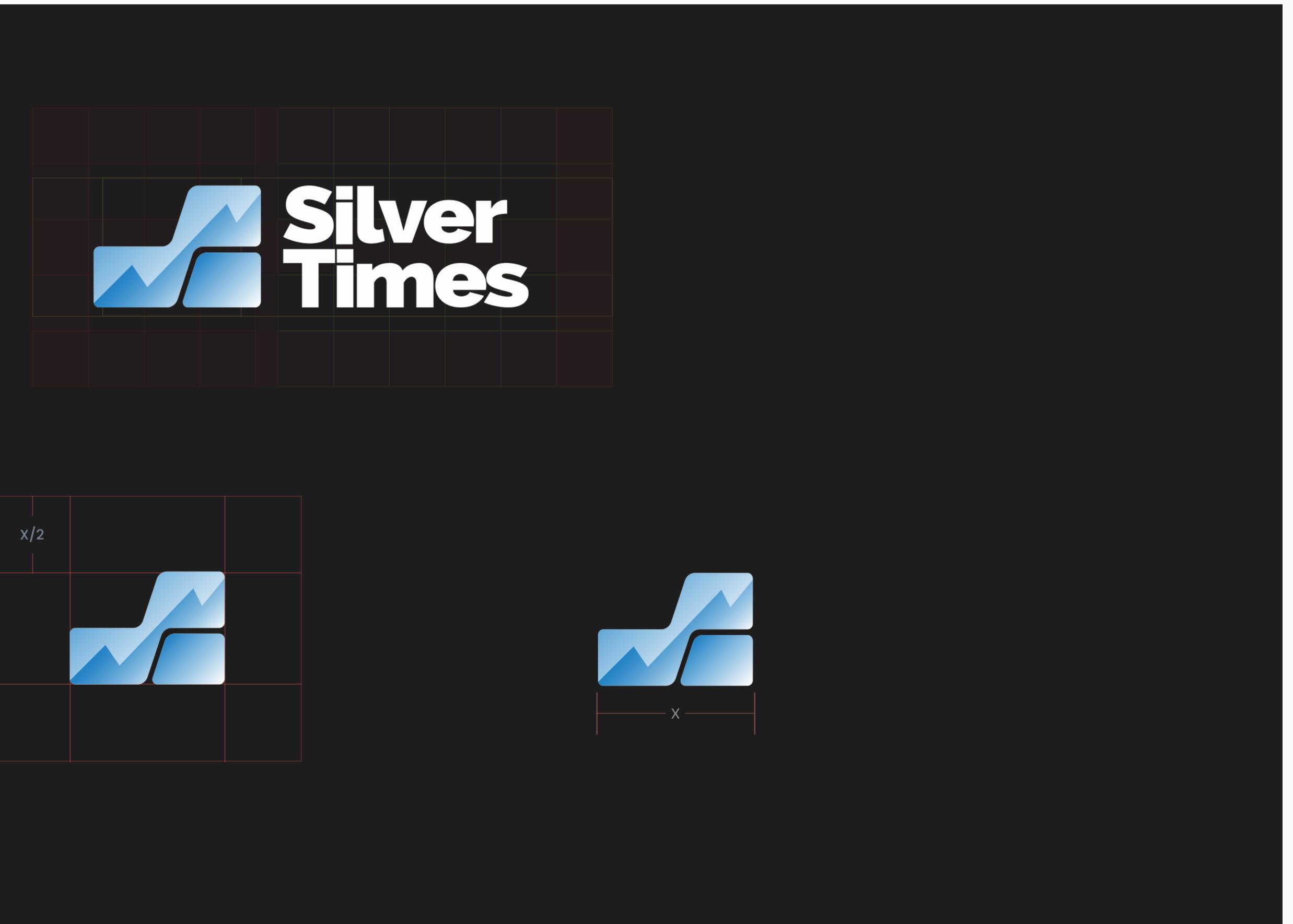


# Logo clearspace

A logo stands out when there are plenty of white space in the surrounds.

This size represents the minimum space around the logo and must be applied in all cases.

Of course, it is allowed, and in some cases it is recommended to go beyond this in order to create a clear and consistent design.



# COLORS

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# Primary colors

Primary colours are the core hues of your brand identity.

These colours appear most frequently in your designs and marketing materials.

Key primary colour come with light and dark versions, adapting to different background colours. This ensures better contrast for accessibility and aesthetics, while maintaining brand consistency across various applications.

AA AA

## Medium Sky blue - Light

HEX #90E0EF

R 210 C 18

G 230 M 10

B 255 Y 0

K 0

P N/A

AA AA

## Linear Neon Sky - Dark

HEX #DBFEFB

HEX #B4F4F1

HEX #97EBEC

HEX #77D6E3

HEX #5FB8E8

HEX #6596FE

AA AA

## Gray storm - Light

HEX #FEFEFE

R 254 C 0

G 254 M 0

B 254 Y 0

K 0

P 7436 C

AA AA

## Gray storm - Dark

HEX #1E1E1E

R 30 C 0

G 30 M 0

B 30 Y 0

K 88

P 419 C

# Greyscale colours

Greyscale colours complement your primary & secondary palette.

These additional hues provide connectivity and union in your designs without overshadowing your main brand colours.

AA AA

Gray  
storm 70

HEX #2B2B2B

AA AA

Gray  
storm 60

HEX #404040

AA AA

Gray  
storm 50

HEX #696969

AA AA

Gray  
storm 40

HEX #919191

AA AA

Gray  
storm 30

HEX #A8A8A8

AA AA

Gray  
storm 20

HEX #C4C4C4

AA AA

Gray  
storm 10

HEX #D9D9D9

# TYPOGRAPHY

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# Fonts

This section outlines the typography guidelines for the brand.

It includes:

1. Title font: The main typeface used for headlines and key messaging.
2. Text font: Used for body text and supporting content.

## Raleway

<https://fonts.google.com/specimen/Raleway>

## Crimson Text

<https://fonts.google.com/specimen/Inter>

Titles

**Raleway**  
**Black Bold**

Text

**Inter**  
**Bold Regular**  
***Bold Italic***   ***Italic***

# APPLICATION

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# Swag

This section provides guidelines for applying your brand identity to promotional merchandise and giveaway items.

It covers how to incorporate your logo, colours, and brand personality into various products such as t-shirts, bottle, tote, and other branded items.

These guidelines ensure that your swag items effectively represent your brand, create a positive impression, and serve as memorable touchpoints for your audience.

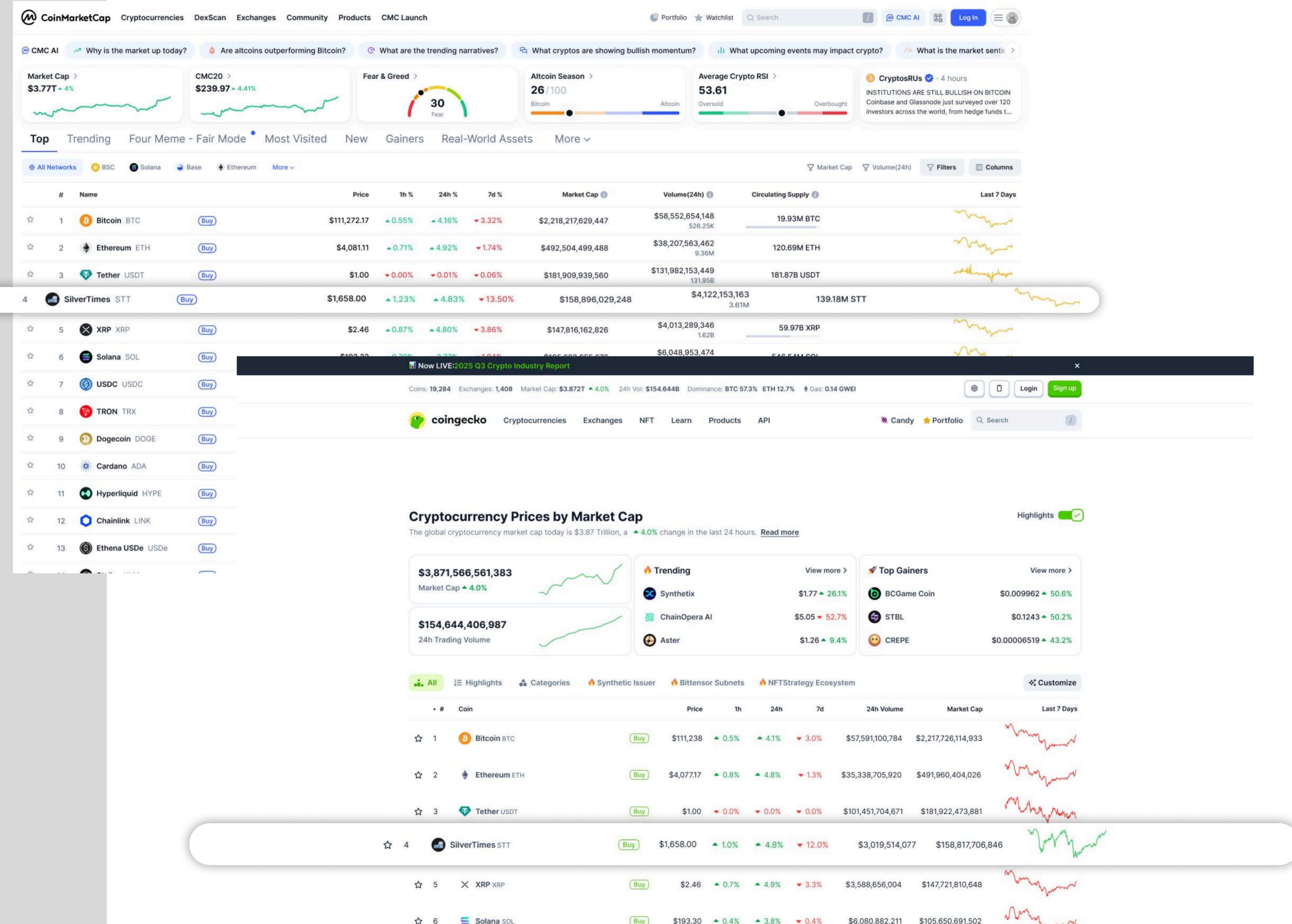


# WEB

This section provides guidelines for applying your brand identity to 3rd party websites

It covers how to incorporate your logo, colours, and brand personality in sample web page applications

These guidelines ensure that your logo effectively represent your brand, create a positive impression, and serve as memorable touchpoint for your audience.



# WEB

This section provides guidelines for applying your brand identity to 3rd party websites

It covers how to incorporate your logo, colours, and brand personality in sample web page applications

These guidelines ensure that your logo effectively represent your brand, create a positive impression, and serve as memorable touchpoint for your audience.

The image displays three distinct web-based interfaces:

- Top Interface:** A dark-themed version of the Investing.com website. It features a navigation bar with links like Markets, My Watchlist, Investing Challenges, News, Analysis, Charts, Technical, Brokers, Tools, Academy, Economic Calendar, Stock Screener, Investing Pro, and More. Below the navigation is a sub-navigation bar for Cryptocurrency, All Cryptocurrencies, Cryptocurrency Pairs, Currency Converter, Cryptocurrency Brokers, ICO Calendar, and Cryptocurrency. A prominent banner at the top says "Undervalued stocks to consider before Q3 earnings" with a link to "See Undervalued Stocks". A specific stock card for "SilverTimes" is shown, displaying a price of \$1,658.00, a gain of +199.75 (+5.15%), and a day's range from 1,654.43 to 1,659.00. The card includes a "Add to Watchlist" button and a note that it moved 5.15% today, returning 864%. Below the card are tabs for General, Chart, News & Analysis, Technical, and Forum, along with Overview, Historical Data, and Markets links.
- Middle Interface:** A TradingView platform. It shows a chart for "SilverTimes" with the same price and performance data as the top interface. Below the chart is a "Crypto Coins Heatmap" section. The heatmap uses color coding to represent the performance of various cryptocurrencies over a year. Large green areas indicate significant growth, particularly for Ethereum (+67.56%) and BNB (+125.30%). Other visible coins include Bitcoin (+82.16%), Solana (+33.57%), USDC (+0.02%), and XRP (+374.25%). The TradingView interface includes a search bar, product links (Products, Community, Markets, Brokers), and language selection (EN).
- Bottom Interface:** A large, detailed heatmap of the entire crypto market. The heatmap is color-coded by performance, with many coins showing strong gains. Ethereum and BNB are highlighted with large green boxes. Other prominent coins include Bitcoin, Solana, USDC, and XRP. The background of this section is a dark green gradient.