

Oracle Free Dollar Brand Guidelines

This brand kit defines the core linguistic, visual, and structural guidelines for communication around Oracle Free Dollar (OFD). Its purpose is to ensure that all content - whether in documentation, social media, community messaging, or external partnerships - is consistent, clear, and aligned with the values of the project.

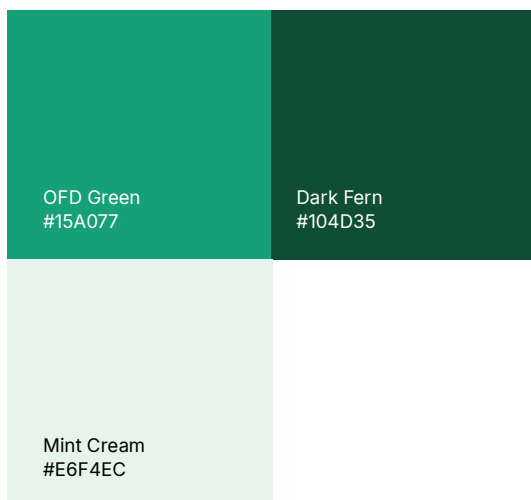
OFD represents a new generation of stablecoins: decentralized, oracle-free, accessible, and secure. The visual and verbal identity of OFD is designed to reflect this attitude: Clear in language, robust in design, and consistent in message.

This document is intended for: project contributors, developers building on OFD, community members creating content, and partners integrating OFD into their systems.

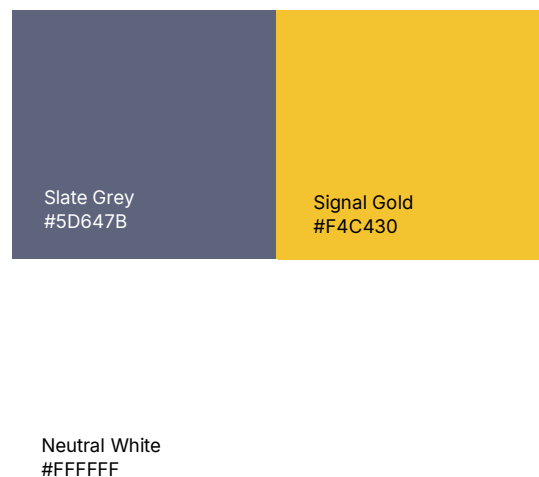
Colors

The color palette supports a tone that is rational, trustworthy, and modern - across both user interfaces and visual content, such as presentations and publications. The primary colors are used to ensure recognizability and to establish a strong visual identity. Secondary colors can be used strategically to structure content, highlight elements, or indicate states in the interface, without compromising clarity.

Primary



Secondary



Green: Represents OFD's core identity. The primary brand color is OFD Green, supported by Dark Fern and Mint Cream as contrasting tones.

Gold: Adds warmth and contrast to the visual identity. It brings energy and a distinct character to the interface, and is used selectively to highlight interactive elements and expressive moments.

Gray and white: Serve as neutral secondary colors to better balance the overall color scheme and look of OFD.

Typography

The typography of Oracle Free Dollar is functional, modern, and clearly structured. It supports the technical nature of the protocol and ensures a consistent visual language across all channels - whether in the app, the GitBook, presentations, or documentation.

The type system is based on two fonts: Satoshi for headings, labels, and buttons, and Inter for body text and descriptive content. This combination balances readability with structure, making it neutral in tone, yet strong in presence.

Font sizes, weights, and use cases are carefully aligned across web, app, and print materials to support a consistent information hierarchy.

Web, App and Gitbook

Role	Font	Size	Use
H1 (Hero-Title)	Satoshi Bold	36-48px	Landing-Pages, Headers UI
H2 (Sections)	Satoshi SemiBold	28-32px	Section titles, Subpages
Body text	Inter Regular	16-18px	Main text in App, Gitbook
Buttons/CTA	Satoshi Bold	16px	Call-to-action Buttons

Dokumente and Pitch Decks

Role	Font	Size	Use
H1 (Deck titles, main titles)	Satoshi Bold	36-48px (Decks) 14-16px (Documents)	Main titles in (pitch-) decks and documents
H2 (Sections)	Satoshi SemiBold	24-32px (Deck) 12-14px (Documents)	Mainly used in documents and not decks
Body text	Inter Regular	18-22px (Deck) 11-12px (Documents)	Main content in decks and documents
Buttons/Labels (if needed)	Satoshi Bold	14-16px	UI-Mockups
Mini text	Inter Regular	6-8px	Use rarely

Download Inter: <https://rsms.me/inter/download/>

Download Satoshi: <https://www.fontshare.com/fonts/satoshi>

Logo

The Oracle Free Dollar (OFD) logo is a core element of the brand's visual identity. It reflects the clarity, modularity, and technical precision of the protocol. Both the wordmark and the symbol are designed to appear distinct and recognizable - in both web environments and decentralized interfaces.

Please observe the following usage guidelines:

1. The logo should primarily be used in the official brand color. A light version is available for dark backgrounds.
2. Logos may be scaled but must not be altered. This includes distortion, mirroring, or combining with other logos.
3. Rotation, drop shadows, gradients, or unauthorized color changes should be avoided.
4. The logo should link to www.oraclefreedollar.org when used digitally.
5. It should be placed on a suitable neutral background.
6. Do not use the logo in a way that implies association with another project unless such an association exists.

The OFD logo:



The OFDPS logo:



Note: These logos are available as SVG files.