

1. Project Overview

Client: Shield Finance

Project Title: Development of Comprehensive Brand Assets for DeFi Liquid Staking Platform

Date: December 01, 2025

Prepared By: Emerge Digital

Contact: rami@emergedigital.com

Shield Finance (shyield.finance) is a secure DeFi liquid staking protocol on the Flare network, specializing in high-yield vaults for XRP holders. Key features include institutional-grade security, gasless operations, auto-bridging, insured stakes, and a deflationary \$SHIELD token model. The platform emphasizes protection, innovation, and accessibility in the volatile crypto space.

This project aims to create a full suite of brand assets to establish a cohesive identity. These assets will support cinematic-style marketing content (e.g., videos, social posts, infographics) generated via an automated content factory pipeline. The aesthetic should evoke trust (shield motifs), futurism (tech elements), and growth (yield flows), with a dark, high-contrast theme using navy and cyan accents.

The deliverables will form a lightweight design system, ensuring consistency across digital outputs. Assets must be optimized for web/video use, validated for formats/resolutions, and aligned with DeFi best practices (e.g., accessibility for global users).

2. Objectives

- **Primary:** Build a scalable brand identity that reinforces themes of security, high yields, and community-driven innovation.
- **Secondary:**
 - Enable accurate, brand-aligned content generation (e.g., video scripts incorporating shield animations).
 - Enhance user trust through professional, futuristic visuals.
 - Support testnet/mainnet launches, airdrops, and community engagement.
- **Success Metrics:** Assets should pass internal validation (e.g., size, contrast checks); receive positive feedback from 5-10 stakeholders; integrate seamlessly into the content pipeline.

3. Target Audience

- Crypto enthusiasts and XRP holders (ages 25-45, tech-savvy but seeking simplicity).
- DeFi investors focused on yields, security, and gasless experiences.
- Community testers and early adopters (e.g., via Telegram/Discord).

4. Brand Identity Guidelines

Draw from Shield Finance's core: "Secure DeFi Liquid Staking on Flare." Inspiration: Brands like Chainlink (secure tech) or Aave (modern DeFi), with visuals from the platform's testnet imagery (e.g., hexagonal flywheels, cyan accents). References:

- Website: <https://shyield.finance/>
- X Profile: @ShieldFinanceX (e.g., profile images with shield logos).
- Tokenomics: Deflationary flywheel diagrams.

Core Textual Components

These guide messaging; provide as editable text files (e.g., .txt or Google Doc).

- **Brand Name:** "Shield Finance" (primary); "\$SHIELD" for token. Use title case; no abbreviations unless contextual (e.g., "SHIELD" in tech specs).
- **Tagline/Slogan:** "Stake Securely, Yield Endlessly" or "Secure Liquid Staking on Flare". Keep under 10 words; use in video hooks.
- **Brand Story/Mission:** 150-200 words: "Shield Finance empowers XRP holders with institutional-grade liquid staking on Flare, offering high-yield vaults without gas fees. Founded to bridge secure, accessible DeFi, we auto-bridge assets, insure stakes, and drive deflationary growth via \$SHIELD. Our mission: Protect and amplify yields in crypto's volatile world, fostering a community of testers and believers."
- **Values:** List of 5: ["Security (insured stakes)", "Innovation (gasless & auto-bridging)", "Accessibility (user-friendly vaults)", "Sustainability (deflationary token)", "Community (airdrops & feedback)"].
- **Personality:** "Professional, reliable guardian—innovative, approachable, and empowering." Traits: Trustworthy, forward-thinking; avoid hype or risk language.
- **Tone:** "Energetic yet reassuring; professional with clear explanations of DeFi terms."
- **Forbidden Words:** ["Risky", "Gamble", "Unsecured", "Volatile" (unless positive context), non-DeFi terms like "banking"].
- **Keywords:** ["Liquid staking", "XRP yields", "Flare network", "\$SHIELD", "Gasless vaults", "Deflationary token", "Auto-bridging", "Insured DeFi"].
- **Content Goals:** "Educate on yields, drive staking adoption, build trust; target 20% engagement on social/videos."
- **Past Successes:** ["Coston2 testnet launch (Nov 2025)", "Airdrop boosts for testers", "Deflationary model implementation"].
- **Example Phrases:** ["Stake your XRP securely with Shield.", "Join the \$SHIELD revolution on Flare.", "Gasless, insured yields—endlessly."].

Visual and Design Components

Create with vector tools (e.g., Adobe Illustrator/Figma); ensure scalability and accessibility (WCAG 2.1 AA).

- **Visual Style:** "Futuristic DeFi tech: Dark navy backgrounds with high-contrast cyan accents; shield motifs for security, flowing arrows for yields."
- **Color Palette:** Primary: Navy (#001f3f); Accent: Cyan (#00bfff); Secondary: White (ffffff), Light Blue (#add8e6), Gray (#808080). Provide as hex list; ensure 4.5:1 contrast.
- **Fonts:** Primary: Inter (sans-serif, weights 400-700); Secondary: Fira Code (monospace for tech elements). Include Google Fonts links.
- **Cinematic Guidelines:** "16:9 ratio, 1080p+; slow-motion staking animations, dramatic cyan lighting; orchestral/tech soundtrack; 30-60s durations."
- **Iconography Guidelines:** "Hexagonal icons with cyan borders (e.g., shield, lock, flame for token burns); simple vectors, scalable."
- **Usage Rules (Dos/Don'ts):** "Do: Maintain logo proportions, use on dark backgrounds. Don't: Distort shapes, mix non-brand colors, ignore contrast."
- **Accessibility Guidelines:** "WCAG 2.1 AA: Alt text for images, no flashing; test contrast with tools like WAVE."

Reference Assets

Deliver as a zipped folder with organized subfolders (e.g., logos/, icons/). Formats: SVG (vectors), PNG/JPG (rasters), MP4 (videos). Min resolution: 300dpi for print-ready; optimize for web (<1MB where possible).

- **Logo:** Stylized "S" in cyan gradient inside navy shield. Variants: Full color, monochrome, inverted. Sizes: 1024x1024 PNG, SVG.
- **Mood Board:** 1920x1080 JPG collage: Shields, crypto chains, yield graphs, futuristic UI. 5-10 elements.
- **Reference Video:** 30s MP4 promo (1920x1080, 30fps): Staking demo with shield animations, voiceover. <100MB.
- **Tokenomics Infographic:** 1200x1200 PNG/SVG: Circular flywheel with cyan arrows, text overlays.
- **Icon Set:** 10 SVGs (48x48 base): Lock, flame, arrow, etc., in brand colors.

5. Deliverables

- **File Structure:**
 - /textual/ (Docs for story, values, etc.).
 - /visual/ (Palette swatches, font files).
 - /assets/ (Logos, icons, video).
 - Brand Guidelines PDF: 10-15 pages summarizing all components with examples.
- **Formats:** Layered source files (e.g., .ai/.fig) + exports.
- **Quantity:** As specified; 2-3 variants per visual asset.

6. Timeline and Milestones

- **Week 1:** Research & initial concepts (mood board, logo sketches). Review meeting.
- **Week 2:** Draft assets (icons, infographics) + iterations based on feedback.
- **Week 3:** Finals (video, guidelines PDF). Final review & handover.
- **Total Duration:** 3 weeks from kickoff.
- **Review Rounds:** 2 included; additional at \$X/hour.
-
- **In Scope:** All listed components; basic animations if needed for video.
- **Out of Scope:** Full website redesign, 3D modeling, or ongoing maintenance (quote separately).

7. Approval Process

- **Tools:** Share drafts via Figma or Google Drive.
- **Feedback:** Provide within 48 hours; focus on specs alignment (e.g., "Adjust cyan for better contrast").
- **Sign-Off:** Written approval on finals before release.

8. Additional Notes

- Prioritize mobile optimization (e.g., responsive icons).
- Ensure assets are royalty-free/original.
- Questions? Schedule a call.

This checklist outlines all the files and deliverables expected from the designer based on the project brief for Shield Finance (shyild.finance). It's organized by category for easy verification. Each item includes the expected format(s), naming convention (e.g., prefixed with "shield_"), and any notes on variants or requirements. The designer should deliver everything in a zipped folder named shield-finance-brand-assets.zip, with subfolders as specified. Total expected items: ~35 files (including variants).

1. Textual Components (/textual/)

These are editable documents containing brand messaging guidelines.

- ☐ shield_brand_name.txt (Plain text file with the brand name and usage rules).
- ☐ shield_tagline.txt (Plain text file with slogan and variations).
- ☐ shield_brand_story.docx or .txt (Word or text file with 150-200 word narrative).
- ☐ shield_values.txt (Text file with bulleted list of 5 values).
- ☐ shield_personality.txt (Text file describing traits and application).
- ☐ shield_tone.txt (Text file with tone description and examples).
- ☐ shield_forbidden_words.txt (Text file with list of words to avoid).
- ☐ shield_keywords.txt (Text file with list of keywords).
- ☐ shield_content_goals.txt (Text file with objectives).
- ☐ shield_past_successes.txt (Text file with list of successes).
- ☐ shield_example_phrases.txt (Text file with list of phrases).

2. Visual and Design Components (/visual/)

These include guidelines and supporting files for design consistency.

- ☐ shield_visual_style.txt (Text file describing the style).
- ☐ shield_color_palette.png (Image swatch with hex codes labeled; also provide as .json or .txt list).
- ☐ shield_fonts.zip (Zip containing font files: Inter and Fira Code in .otf/.tff; include Google Fonts links in a .txt).
- ☐ shield_cinematic_guidelines.txt (Text file with video rules).
- ☐ shield_iconography_guidelines.txt (Text file with rules for icons/shapes).
- ☐ shield_usage_rules.txt (Text file with dos/don'ts).
- ☐ shield_accessibility_guidelines.txt (Text file with standards).

3. Reference Assets (/assets/)

These are the core visual files, optimized for web/video use.

- **Logos (/assets/logos/):**
 - ☐ shield_logo_full-color.svg (Vector full-color variant).
 - ☐ shield_logo_full-color.png (1024x1024 PNG).
 - ☐ shield_logo_monochrome.svg (Vector monochrome variant).
 - ☐ shield_logo_monochrome.png (1024x1024 PNG).
 - ☐ shield_logo_inverted.svg (Vector inverted variant).

- ☐ shield_logo_inverted.png (1024x1024 PNG).
- **Mood Board (/assets/mood-board/):**
 - ☐ shield_mood_board.jpg (1920x1080 collage).
- **Reference Video (/assets/videos/):**
 - ☐ shield_reference_video.mp4 (1920x1080, 30s, <100MB).
- **Tokenomics Infographic (/assets/infographics/):**
 - ☐ shield_tokenomics.svg (Vector version).
 - ☐ shield_tokenomics.png (1200x1200 raster).
- **Icon Set (/assets/icons/):**
 - ☐ shield_icons.zip (Zip with 10+ SVGs: e.g., shield_icon_lock.svg, shield_icon_flame.svg, etc., each 48x48 base).
 - ☐ Individual files (unzipped for reference):
 - shield_icon_lock.svg
 - shield_icon_flame.svg
 - shield_icon_arrow.svg
 - (And 7+ more as specified in brief).

4. Overall Deliverables

- ☐ shield_brand_guidelines.pdf (10-15 page PDF summarizing all components with examples; include visual previews and usage notes).
- ☐ Source files folder (/sources/): Layered originals (e.g., shield_logo.ai or .fig for Adobe/Figma; one per major asset).
- ☐ readme.txt (Overview of folder structure, file list, and any notes on usage/validation).

Verification Notes

- ☐ **Total File Count:** Confirm all items are present; variants count separately.
- ☐ **Quality Checks:** All visuals should be in brand colors, scalable (SVGs where applicable), and optimized (e.g., PNGs <1MB). Test for accessibility (e.g., contrast ratios).
- ☐ **Completion:** Sign off only after uploading to the content factory pipeline and running asset validation (e.g., no errors on size/resolution).
- ☐ **If Missing:** Note any omissions and request revisions within the 2-round limit.

This checklist ensures nothing is overlooked. Once received, integrate into the attached_assets/brand/shield/ directory for the content factory. If adjustments are needed, let me know!

Core Textual Components

These guide messaging and narrative in content like video scripts or blog posts.

- **Brand Name** Spec: "Shield Finance" (primary); abbreviate as "\$SHIELD" for token references. Use title case. No variations (e.g., avoid "Sheild" misspellings). Format: Plain text or styled with brand font. Creation: Simple text string; enforce in all headers/footers.
- **Tagline/Slogan** Spec: "Secure DeFi Liquid Staking on Flare". Length: Under 10 words for brevity. Use in hooks for videos/ads. Creation: Text-based; pair with logo in visuals. Proposed variation: "Stake Securely, Yield Endlessly" for marketing flexibility.
- **Brand Story/Mission** Spec: A 100-200 word narrative: "Shield Finance empowers XRP holders with institutional-grade liquid staking on Flare, delivering high-yield vaults without gas fees. Born from the need for secure, accessible DeFi, we bridge assets seamlessly, insure stakes, and drive deflationary growth through \$SHIELD. Our mission is to protect and amplify your yields in a volatile crypto world." Creation: Write in engaging, professional prose; use in about pages or video intros.
- **Values** Spec: List of 4-6 core principles: ["Security (insured stakes)", "Innovation (auto-bridging & gasless tech)", "Accessibility (user-friendly for all levels)", "Sustainability (deflationary flywheel)", "Community (tester rewards & feedback loops)", "Transparency (testnet openness)"]. Creation: Bullet list; incorporate into content goals for agents.
- **Personality** Spec: "Professional yet approachable; innovative and reliable, like a tech guardian." Traits: Trustworthy, forward-thinking, community-focused. Avoid casual slang; emphasize empowerment. Creation: Guideline text; apply to tone in scripts (e.g., confident voiceovers).
- **Tone** Spec: "Professional, energetic, and reassuring." Use active voice, technical terms sparingly (explain DeFi jargon). Creation: Reference in prompts; examples: "Protect your assets with Shield" vs. forbidden passive: "Assets can be protected."
- **Forbidden Words** Spec: List: ["Risky", "Gamble", "Unsecured", "Volatile" (unless contextualized positively), any non-DeFi terms like "banking" to avoid regulatory implications]. Creation: Array; enforce in QA agents.
- **Target Audience** Spec: "Crypto enthusiasts, XRP holders, DeFi investors aged 25-45; tech-savvy but seeking simplicity." Creation: Demographic string; tailor content (e.g., videos for mobile users).
- **Keywords** Spec: List: ["Liquid staking", "XRP yields", "Flare network", "\$SHIELD", "Gasless vaults", "Deflationary token", "Auto-bridging", "Insured DeFi"]. Creation: Array for SEO; include 3-5 per piece.
- **Content Goals** Spec: "Drive staking adoption, educate on yields, build community trust; aim for 20% engagement uplift." Creation: Objective string; measure via metrics in the pipeline.
- **Past Successes** Spec: List: ["Successful Coston2 testnet launch (Nov 2025)", "Airdrop boosts for early testers", "Deflationary model reducing supply"]. Creation: Array; use as examples in stories.
- **Example Phrases** Spec: List: ["Stake your XRP securely and watch yields grow.", "Join the Shield revolution on Flare.", "Gasless, insured, and deflationary – that's \$SHIELD."]. Creation: Array; seed prompts for consistency.

Visual and Design Components

These ensure accurate cinematic-style content, with specs for creation (e.g., formats, sizes).

- **Visual Style Spec:** "Futuristic tech with dark themes; high-contrast cyan accents on navy backgrounds for trust and security." Creation: Descriptive guideline; apply to videos (e.g., neon glow effects, 3D animations of shields).
- **Color Palette Spec:** Primary: Navy blue (#001f3f); Accent: Cyan (#00bfff); Secondary: White (#ffffff), Light blue (#add8e6), Gray (#808080). 5-7 colors max. Creation: Hex list; extract from logos if auto-populating; ensure 4.5:1 contrast for text.
- **Fonts Spec:** Primary: Modern sans-serif (e.g., Inter or Roboto, weights 400-700); Secondary: Monospace for code/tech elements (e.g., Fira Code). Sizes: Headings 24-48pt, Body 14-18pt. Creation: Google Fonts import; fallback to system sans-serif.
- **Cinematic Guidelines Spec:** "16:9 aspect ratio, 1080p min resolution; use slow-motion for staking flows, dramatic lighting on shield motifs; orchestral/tech soundtrack; duration 30-60s for promo videos." Creation: Rule string; enforce in video agents (e.g., "Incorporate cyan glow transitions").
- **Iconography Guidelines Spec:** "Hexagonal icons with cyan borders (as in tokenomics flywheel); simple, scalable vectors; themes: Shields, locks, arrows for growth." Creation: Guideline text; create in SVG, 64x64px base size.
- **Usage Rules (Dos/Don'ts) Spec:** "Do: Use logo on dark backgrounds, maintain 1:1 proportions. Don't: Stretch/distort logo, use non-brand colors, overlay text on shield center." Creation: Bullet list; include in dashboard for enforcement.
- **Accessibility Guidelines Spec:** "WCAG 2.1 AA compliant: Min 4.5:1 color contrast, alt text for all images, keyboard-navigable videos; avoid flashing effects." Creation: Standard string; validate in QA (e.g., via tools like WAVE).

Reference Assets

These are physical/digital files to create and store (e.g., in attached_assets/brand/shield/).

- **Logo Spec:** Stylized "S" (curved, blue-white gradient) inside a dark navy shield shape. Formats: SVG (vector), PNG (transparent, 1024x1024px), JPG (for web, 512x512px). Creation: Design in vector software; min resolution 300dpi; variants: Full color, monochrome, inverted.
- **Mood Board Spec:** Collage of DeFi visuals: Shields, crypto chains, yield graphs, futuristic interfaces. Size: 1920x1080px JPG/PNG. Creation: Compile 5-10 images; theme: "Secure tech fortress".
- **Reference Video Spec:** 30s promo clip showing staking process with shield animations. Format: MP4, 1920x1080, 30fps, <100MB. Creation: Use tools like Adobe After Effects; include voiceover with brand tone.
- **Tokenomics Infographic Spec:** Circular flywheel diagram with logo center, cyan arrows/hexagons. Format: PNG/SVG, 1200x1200px. Creation: Based on existing visual; add text for deflationary elements.
- **Icon Set Spec:** 10+ icons (e.g., lock, flame for burns, up arrow for yields). Format: SVG pack, 48x48px each. Creation: Consistent with iconography guidelines.