



# Brand Guidelines

The pathway to brand perfection

# Brand Guidelines

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01

# Brand Strategy

# Vision

To redefine asset management by making fund creation permissionless, performance-based, and fully on-chain. We envision a world where anyone — not just institutions — can create, manage, and scale investment strategies transparently. A world where merit, not pedigree, determines success.

# Mission

Alvara exists to empower a new generation of fund managers through ERC-7621 a standard, a protocol, and a culture that transforms baskets into on-chain performance assets.

We provide the infrastructure, tools, and community for individuals, DAOs, and builders to launch and govern decentralized portfolios — turning strategy into signal and portfolios into public reputation.

# Personality

We know what we're doing and we'll back it up with logic, transparency, and performance data. But we'll never wear a suit. Our footnotes come with punchlines. Our smartest takes might be delivered by the Intern.

# 02 Logo

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# Logo

At the core of Alvara's brand is our logo — a modular, cubic mark that represents more than just visual identity. It reflects the geometry of tokenized structure, the composability of on-chain baskets, and the mechanics of decentralized creation.

Built from interlocking forms, the icon suggests a basket in motion — a token entering, leaving, or being swapped within a system. It's bold. It's functional. And it hints at what we're really building: a scalable, open protocol for asset management where every move is visible, precise, and performative.

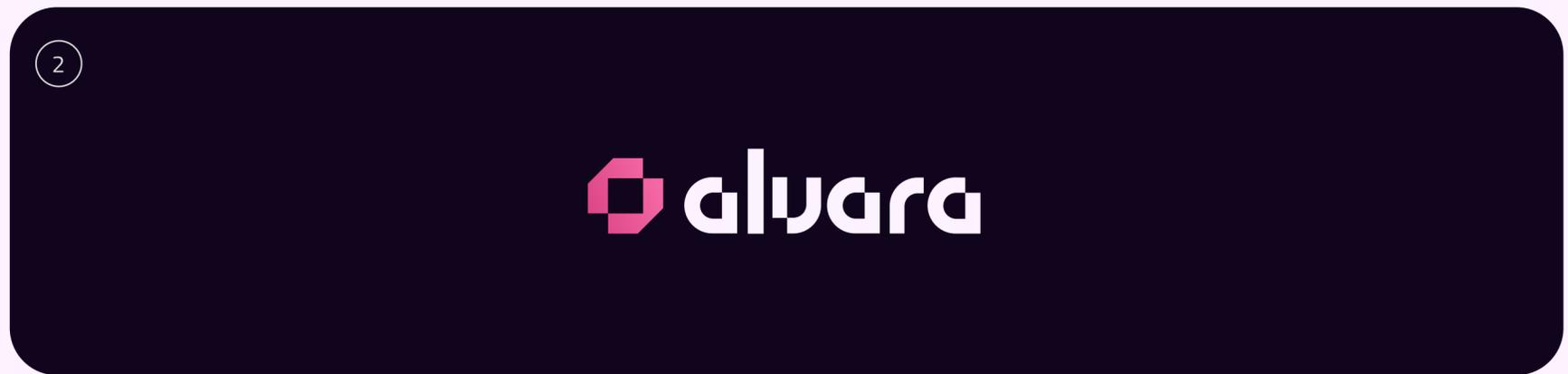
# Colors

The full color versions were designed for optimal use on both light and dark backgrounds, ensuring maximum visibility across various applications.

The monochromatic versions are ideal for specific scenarios where a single color scheme is preferred. This version maintains the logo's essence with a subtle yet impactful aesthetic.

The logo comes in four primary variations:

- ① Color icon and light wordmark for darker backgrounds
- ② Color icon and dark wordmark for lighter backgrounds
- ③ Light monochromatic for colorfull
- ④ Light monochromatic for darker backgrounds
- ④ Light monochromatic for darker backgrounds



# Lockups

The logo is designed to behave like a well-built basket — self-contained, but open to integration. Use it vertically, horizontally, or icon-only when space is limited, but never compromise clarity. Our structure is flexible, but it never breaks.

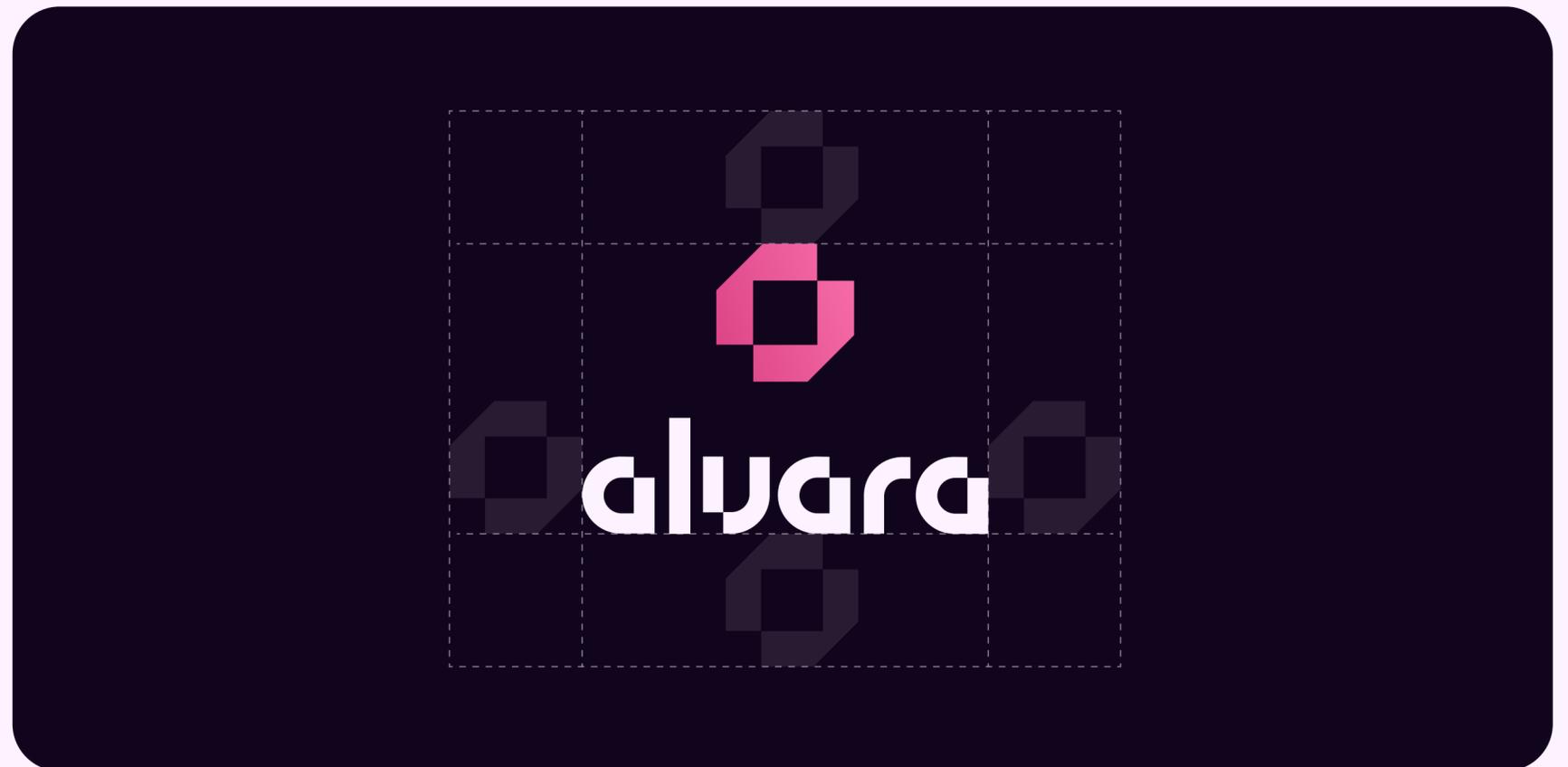
- ① Horizontal lockup
- ② Vertical lockup



# Clear Space

Always preserve a minimum clear space around the logo equal to the height of our logomark. This isn't a suggestion — it's structural integrity. Crowding the mark disrupts legibility and reduces the impact of our visual signal.

Think of it like a well-allocated portfolio: spacing is strategy.



# Incorrect Logo Usage

To ensure brand consistency, the following practices are strictly prohibited.



Don't outline it



Don't change the colour



Don't distort it



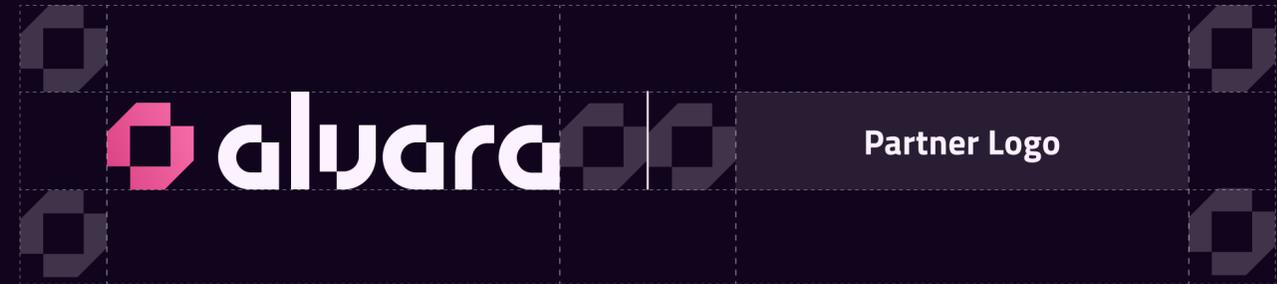
Don't rotate it



Don't add effects

# Partnership

When used together, the Alvara logo and partner marks follow a unified spacing system and visual hierarchy — making collaboration visible, not chaotic. This isn't just brand alignment — it's protocol composability in practice



# Product Logo

They're siblings, not clones.

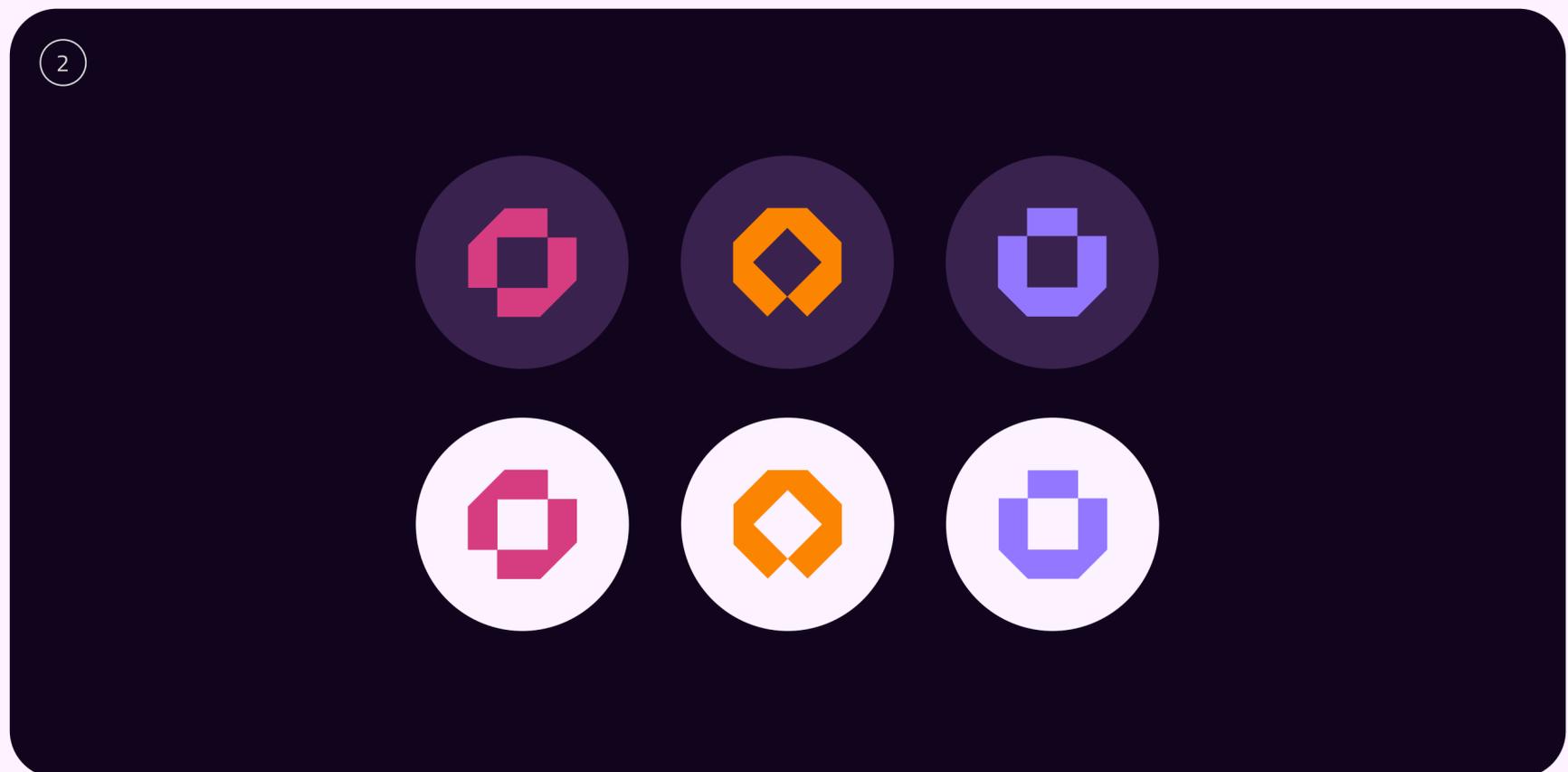
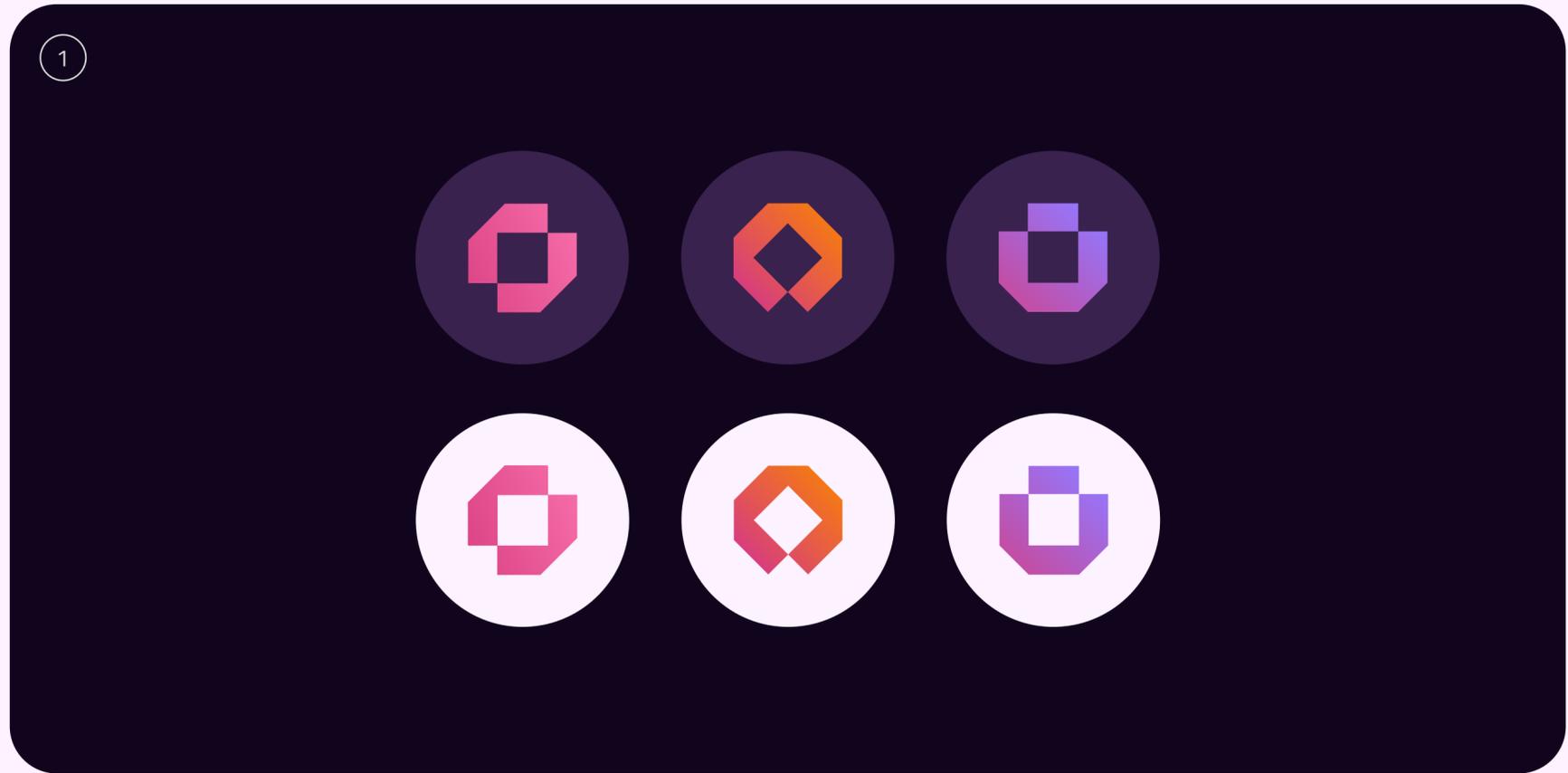
Every product mark retains the modular foundation, communicating cohesion within a decentralized system. These aren't spin-offs. They're composable components of a larger protocol.



# Product Icons

① Gradients

② Flats



03

# Colors

[DOWNLOAD COLOR PALETTE](#)

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# Color

Vibrant, Modular, Unmistakably Alvara Colour plays a powerful role in shaping how Alvara feels. It's more than visual style, it's signal, energy, and mood. Our palette is bold, distinctive, and deeply intentional, echoing the modular design of our logo and the stacked nature of baskets.

Each hue in our palette has a role to play, from deep governance purples to energetic pinks and soft highlight tones, working together to make Alvara's voice instantly recognizable across environments, platforms, and touchpoints.

# Main Colours

Indigo  
#3A234F  
R 58 G 35 B 79

Flamingo  
#FC9FB7  
R 252 G 159 B 183

Salmon  
#D73D80  
R 215 G 61 B 128

Tangerine  
#FD9355  
R 253 G 147 B 85

Midnight  
#13061F  
R 19 G 6 B 31

Steel  
#D8CDE2  
R 216 G 205 B 226

Egg Shell  
#FDF2FF  
R 253 G 242 B 255

# Complete Palette



R 18 G 6 B 30

#12061E



R 58 G 35 B 79

#3A234F



R 215 G 61 B 128

#D73D80



R 252 G 159 B 183

#FC9FB7



R 253 G 147 B 85

#FD9355

# ★ Present in the Main Palette



R 253 G 242 B 255

#FDF2FF



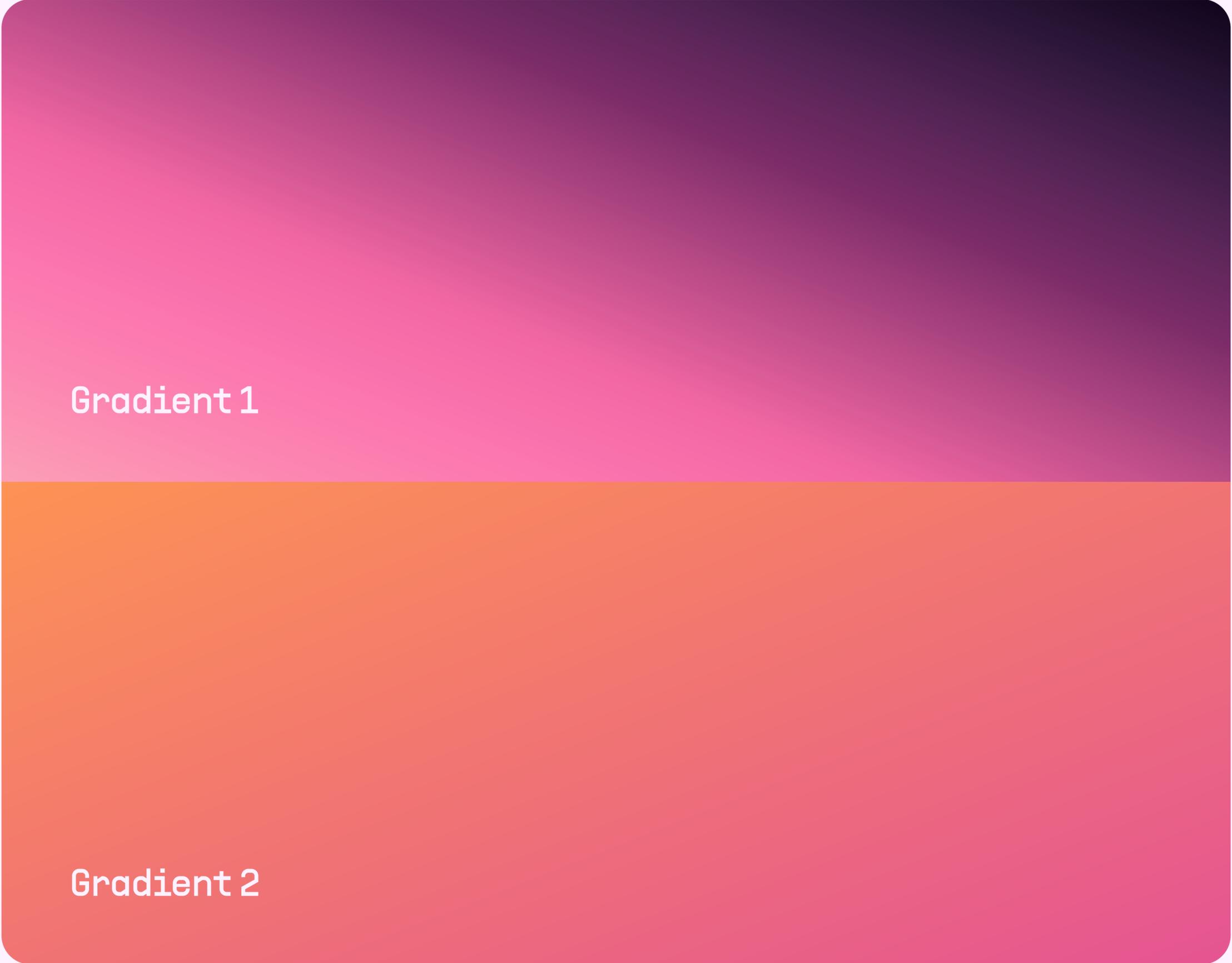
R 216 G 201 B 220

#D8C9DC

R 120 G 97 B 133

#786185

# Gradients

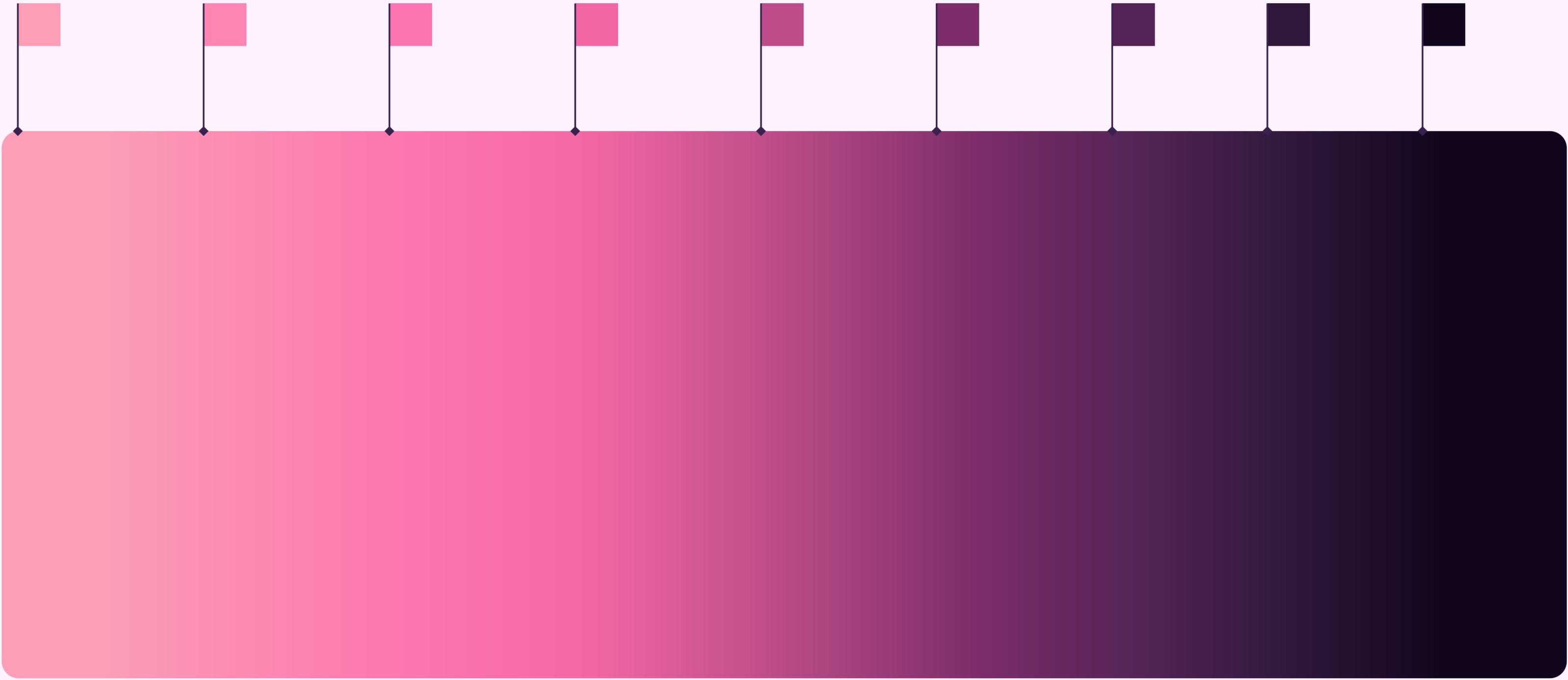


Gradient 1

Gradient 2

# Gradient 1 / Setup

#FC9FB7	#FD85B1	#FC75AF	#F368A4	#BD4D89	#7C2D69	#522454	#2E183A	#12061E
R 252 G 159 B 183	R 253 G 133 B 177	R 252 G 117 B 175	R 243 G 104 B 164	R 189 G 77 B 137	R 124 G 45 B 105	R 82 G 36 B 84	R 46 G 24 B 58	R 18 G 6 B 30



# Gradient 2 / Setup

#FD9355

R 253 G 147 B 85



#E55593

R 229 G 85 B 147



04

# Typography

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# Typography

Maintaining the typographic coherence of the brand while prioritizing compatibility and accessibility is imperative. It embodies cleanliness, boldness, and purposeful expression.

The subsequent segments will provide guidance on leveraging our brand's typeface, to ensure its full potential is harnessed in every typographic context.

HEADLINE

# PP Supply Sans

Aa Bb Cc

BODY

# Titillium Web

Aa Bb Cc

# Paragraph Styles

## Structure 01

- ① Eyebrow: Titilium / Semi-Bold / All Caps  
Title: PP Supply Sans / Bold / Camel Case  
Subtitle: Titilium / Regular / Normal Caps

- ② Body  
Subtitle: Titilium / Regular / Normal Caps

①

ALVARA'S CORE

## Redefining On-Chain Asset Management.

The best baskets become part of DeFi history.

②

The Alvara Protocol is a transformative platform in the DeFi space designed to democratize the world of asset management. Built on the newly developed ERC-7621 token standard, Alvara provides an innovative tokenized basket factory that paves the way for anyone to become a basket manager.

This unique ecosystem maintains complete transparency, allowing other investors to confidently contribute to the basket. Alvara adds a whole new subsector to decentralized finance by revolutionizing how we perceive and engage with basket management as both managers and investors.

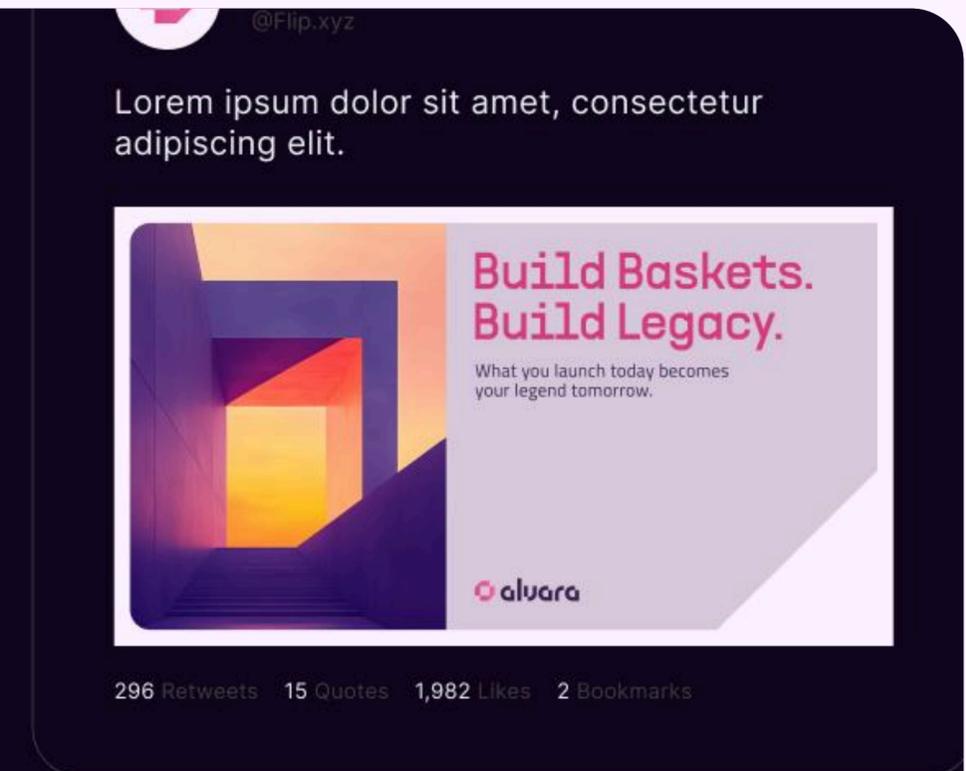
# Case Style

Use **Title Case** for:

- Headlines, Article titles, landing page headers, campaign names, slide titles

Use **small caps** for:

- Body copy, product descriptions, explainer text, Blog posts, brochures, user interfaces (where legibility is maintained)



05

# Iconography

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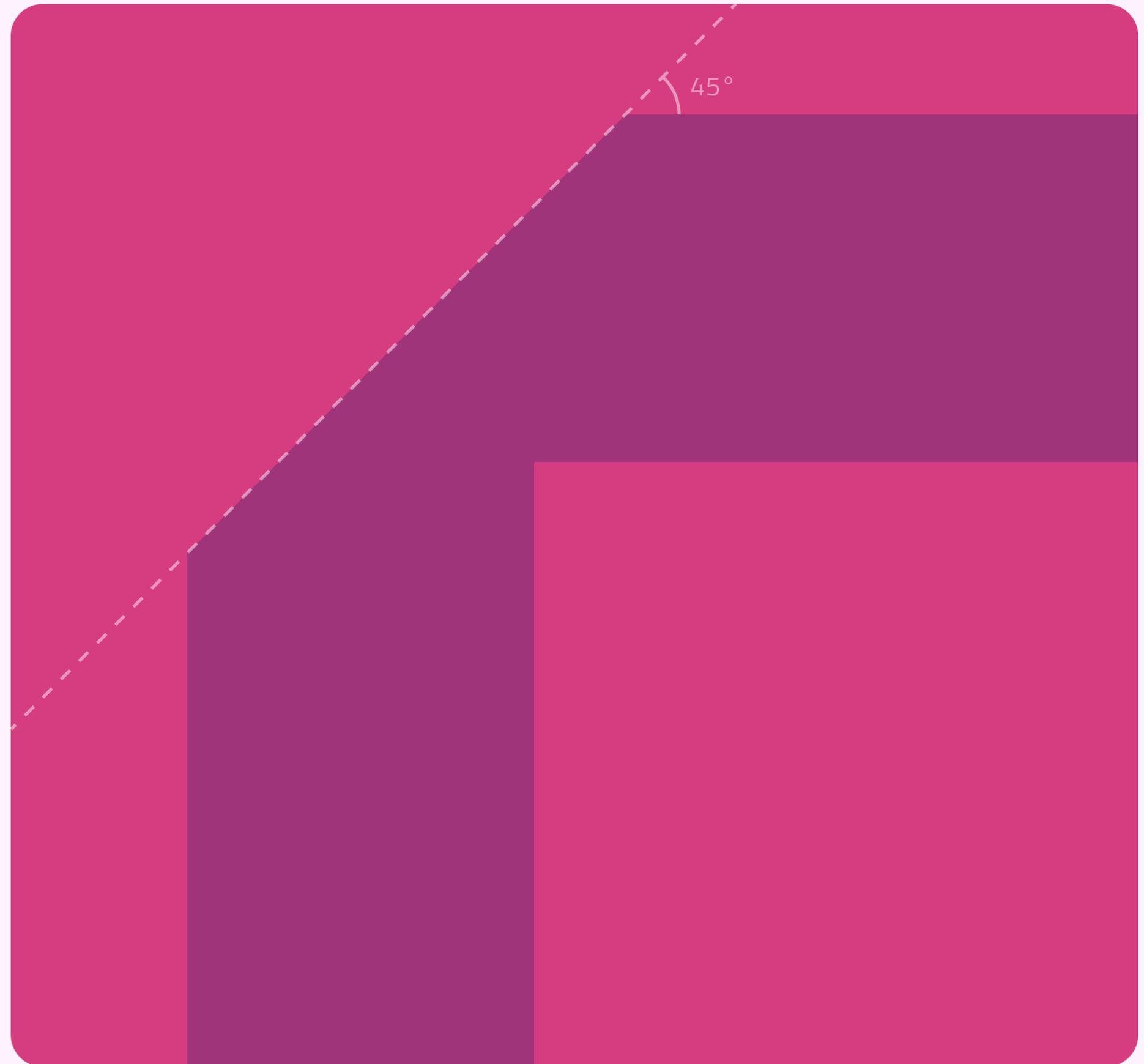
[DOWNLOAD COMPLETE BRAND KIT](#)

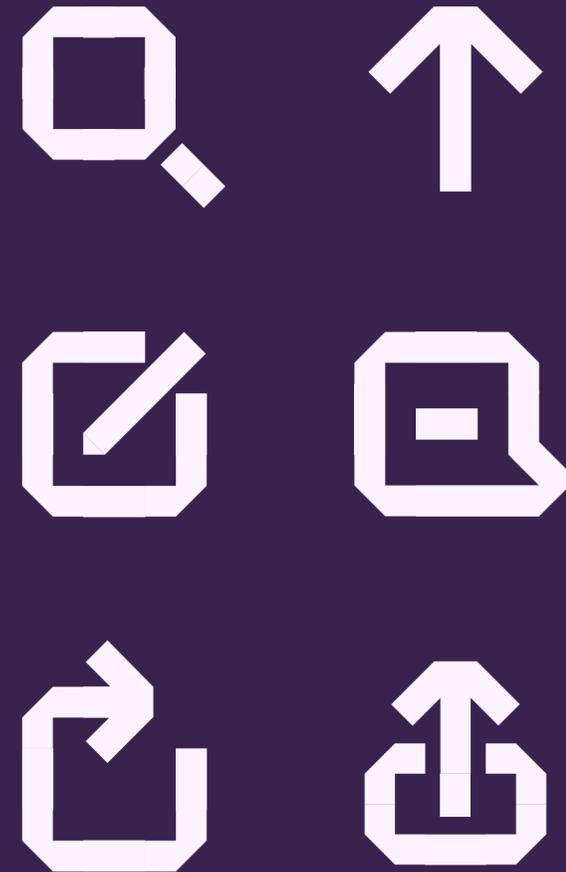
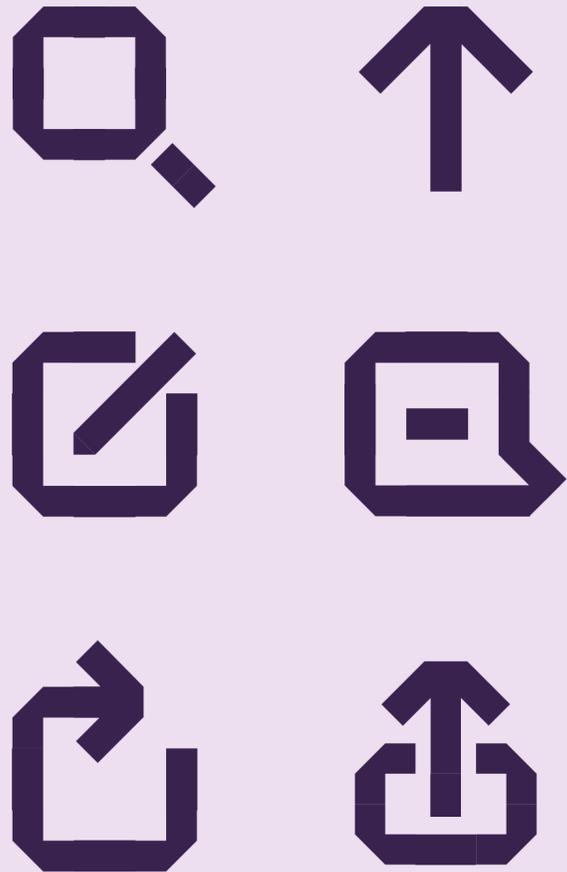
# Iconography

To establish a distinct and recognizable visual identity, all icons in the system should consistently apply diagonal cuts as part of their form language. These cuts introduce motion, directionality, and edge—reinforcing a modern, engineered aesthetic.

# Diagonal Cuts

All diagonal cuts must use a consistent  $45^\circ$  angle (or another defined angle, e.g.,  $135^\circ$ ), measured from the base line of the shape





06

# Architecture

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# Architecture

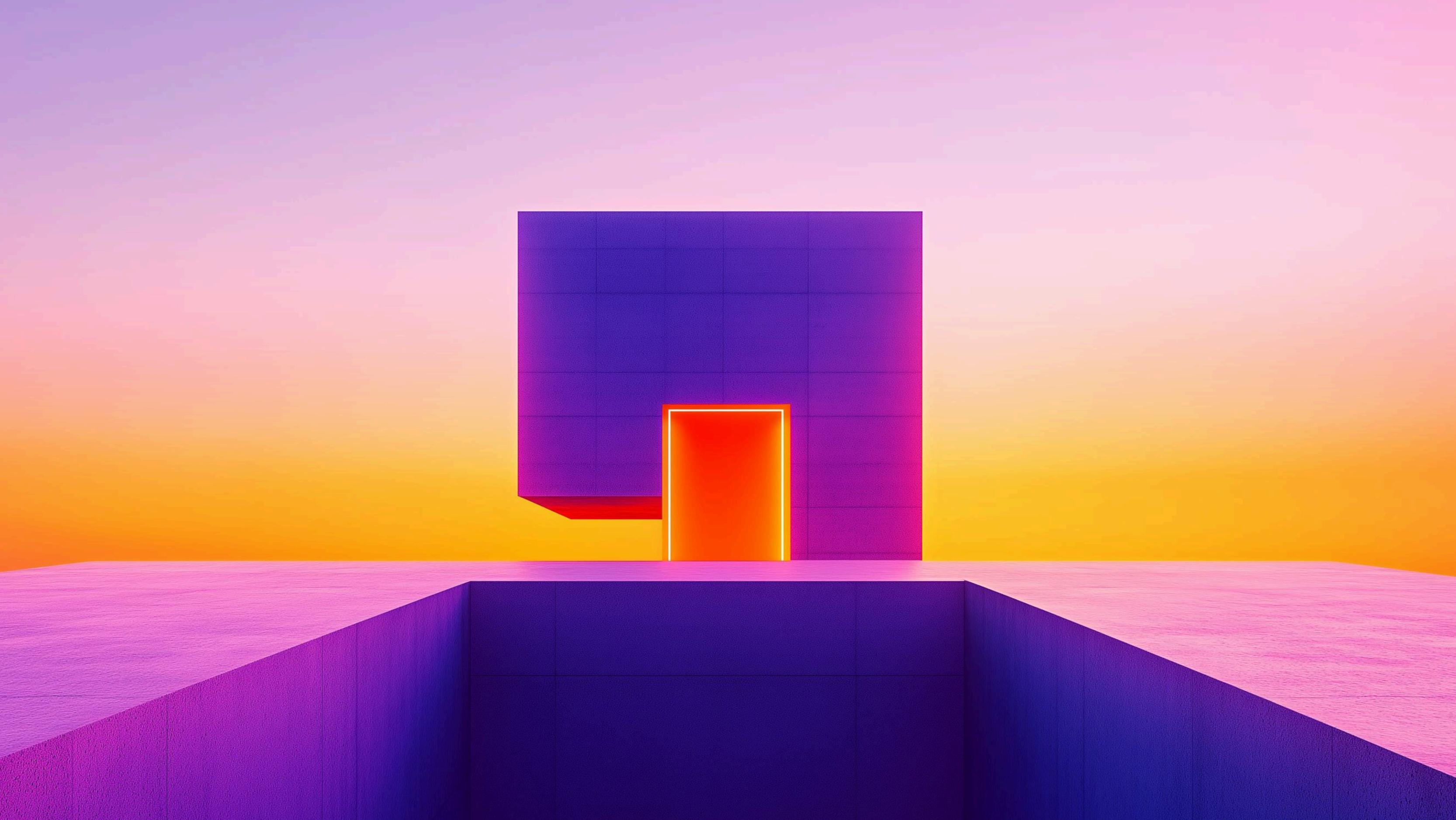
The architecture reflects Alvara's vision: open, directional, and built on performance over pedigree.

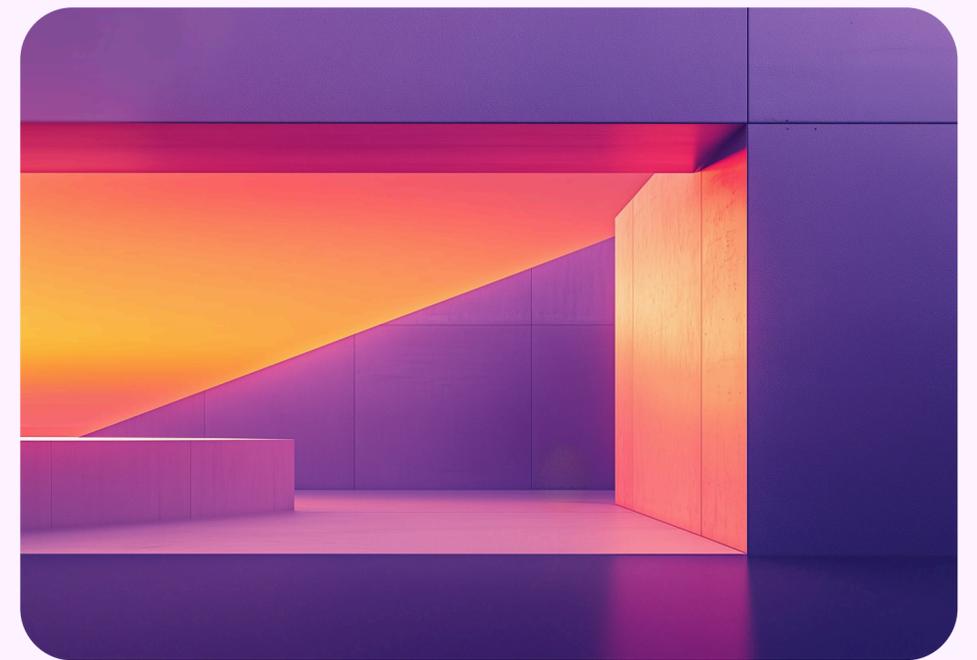
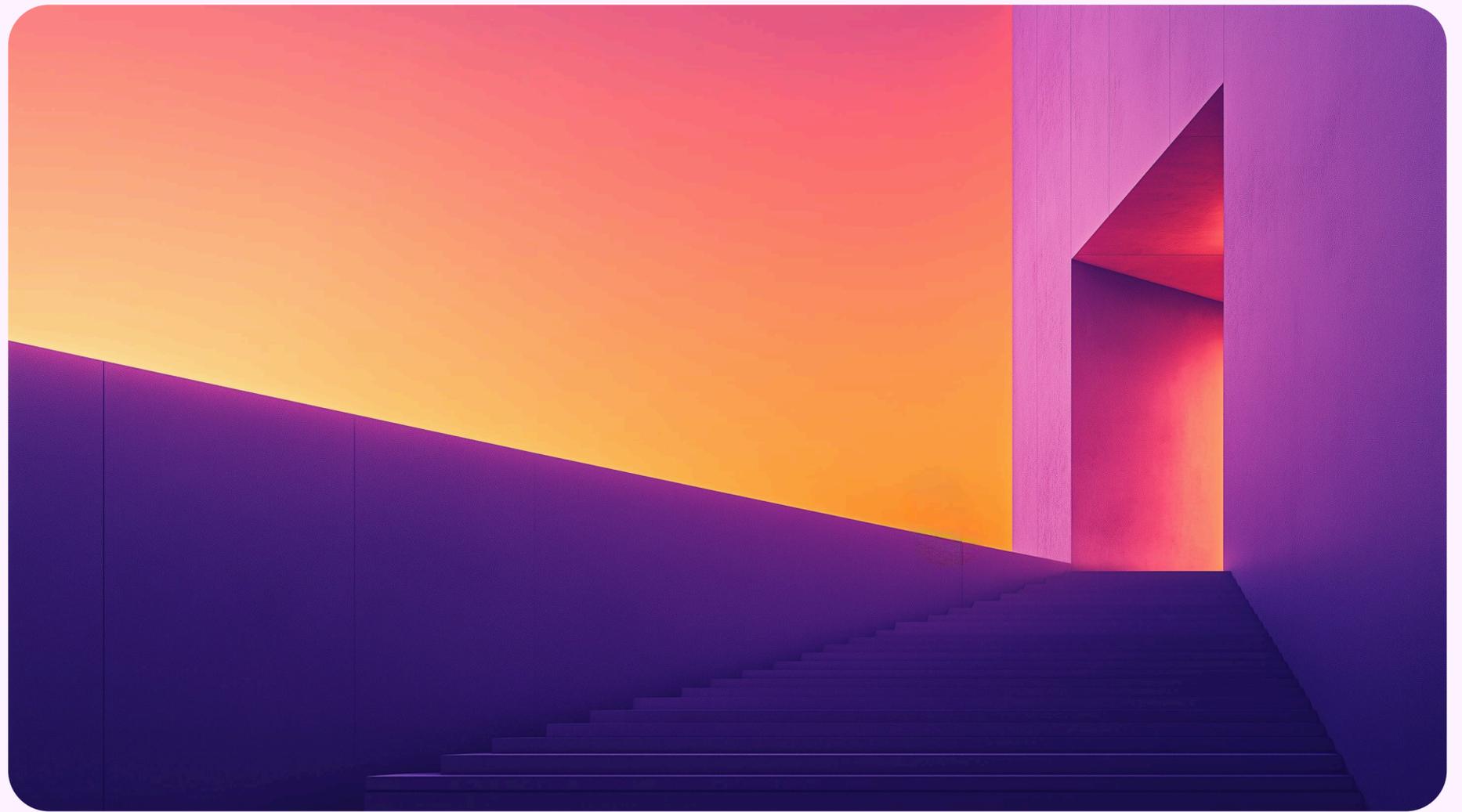
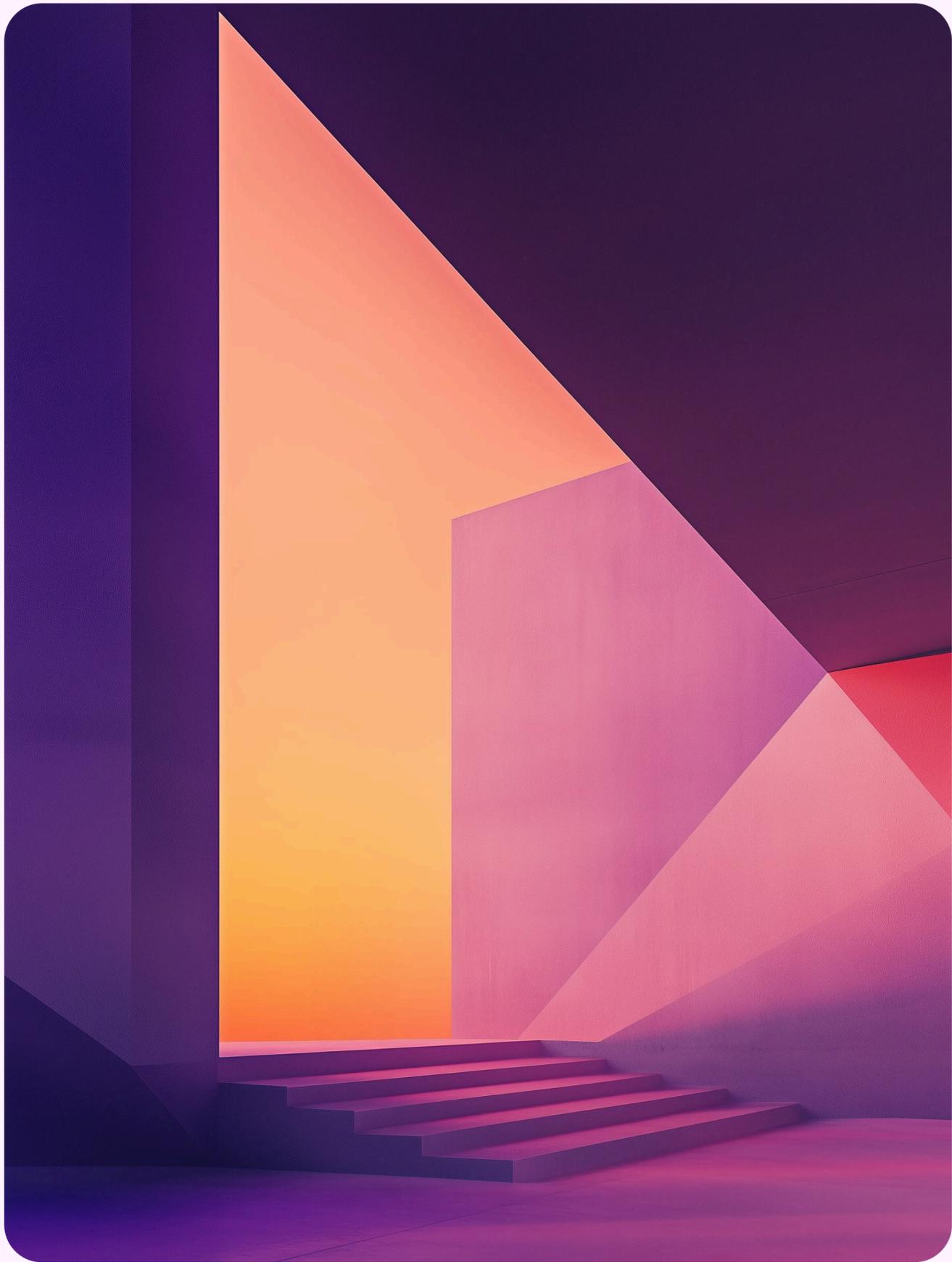
Sharp diagonal cuts in the structures symbolize the intentionality of ERC-7621 — a protocol that transforms passive baskets into dynamic, on-chain performance assets.

Each open void and illuminated threshold evokes radical transparency, mirroring how Alvara enables individuals, DAOs, and builders to publicly own, signal, and scale their strategies.

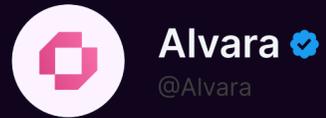
The monolithic forms represent the trustless infrastructure beneath it all — resilient, permissionless, and composable by design.

Together, this space embodies a culture where strategy becomes signal, portfolios become public reputation, and a new generation of fund managers rise through code, not credentials.

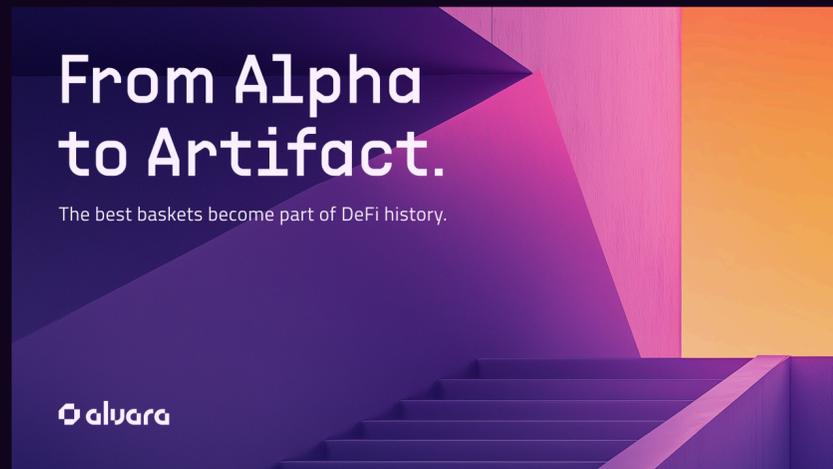




# In Use



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@Alvara  
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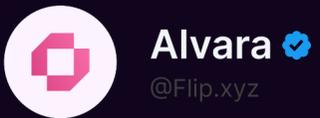
296 Retweets 15 Quotes 1,982 Likes 2 Bookmarks



Alvara   
@Alvara  
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296 Retweets 15 Quotes 1,982 Likes 2 Bookmarks



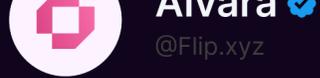
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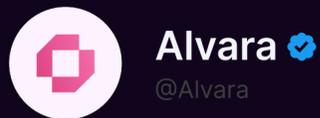
Alvara   
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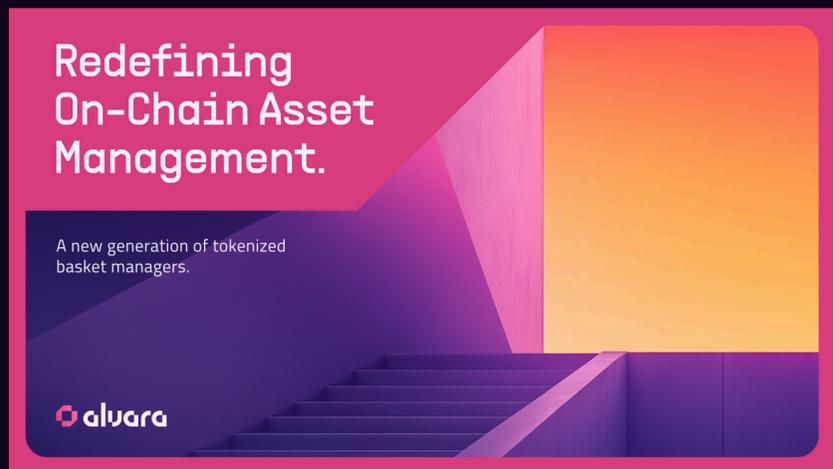
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07

# Graphic assets

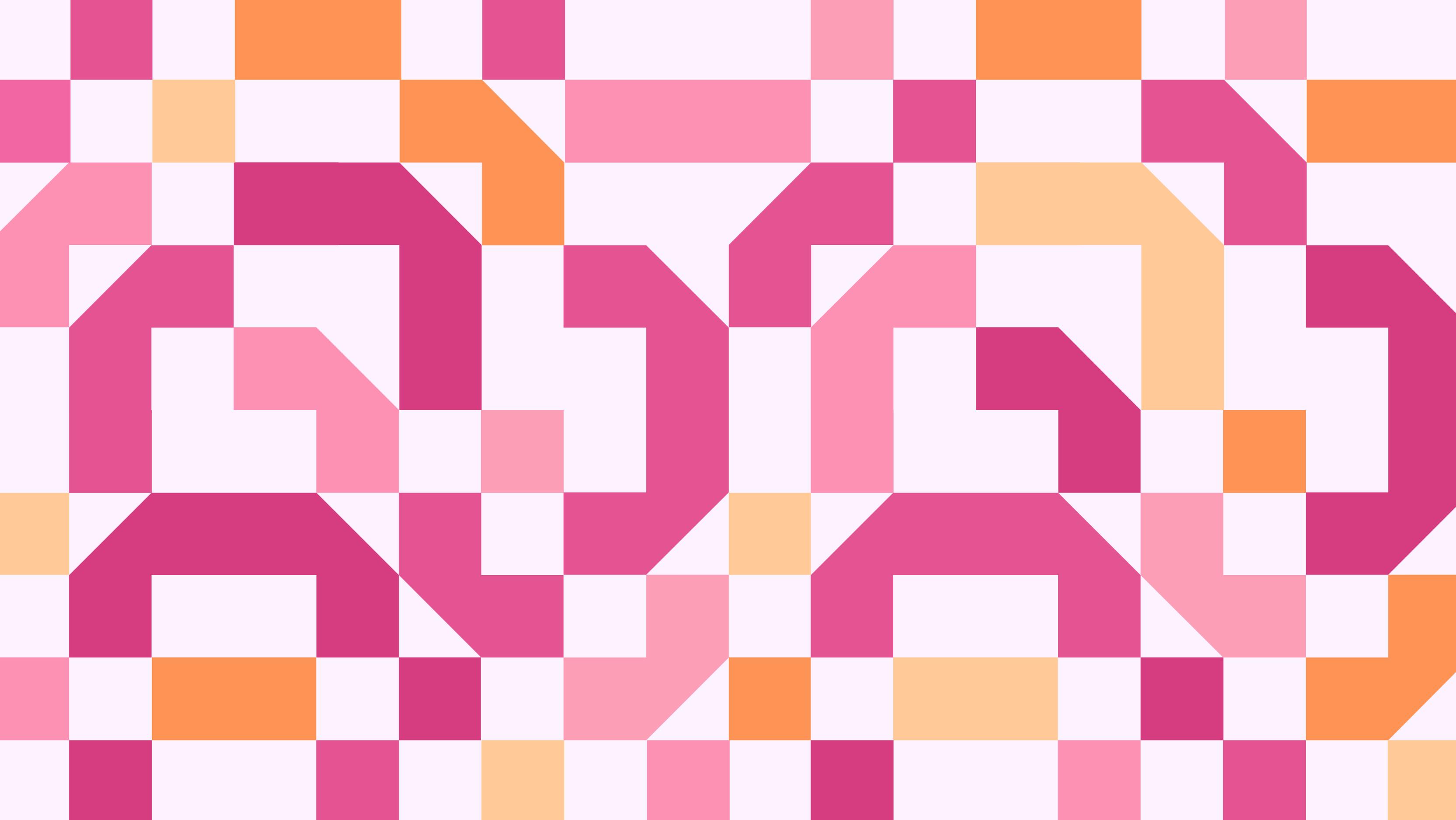
[DOWNLOAD ASSETS](#)

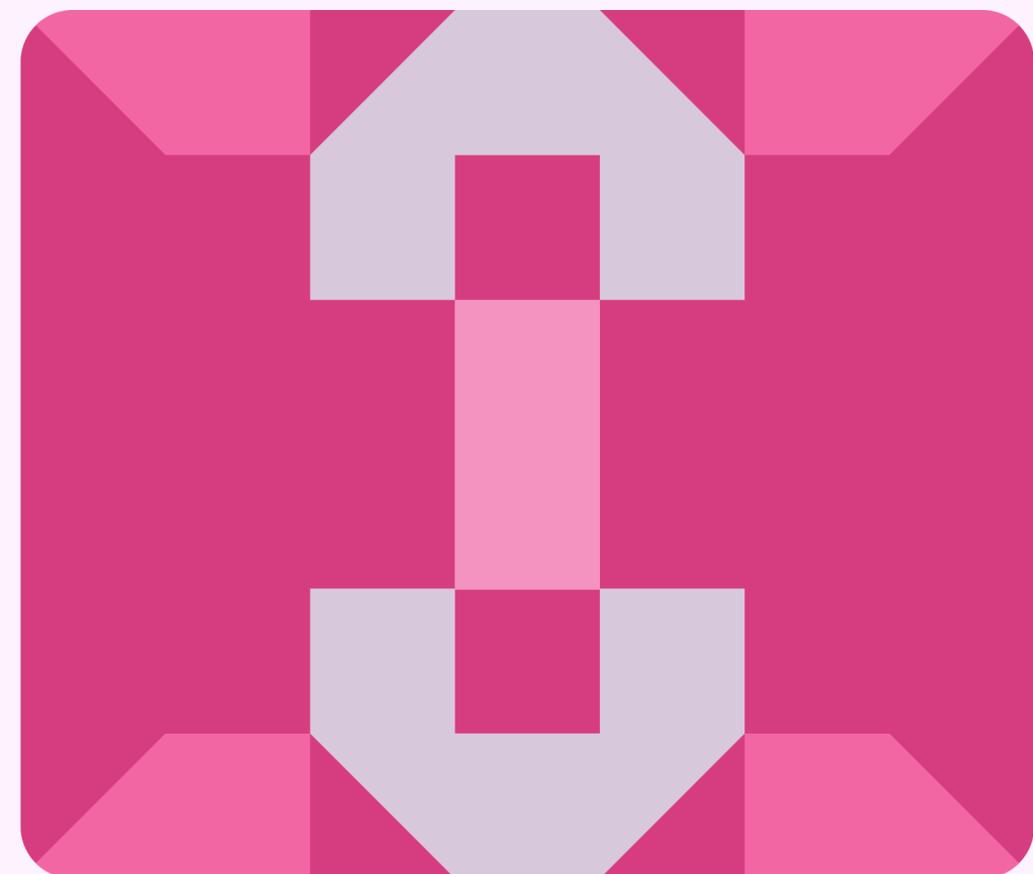
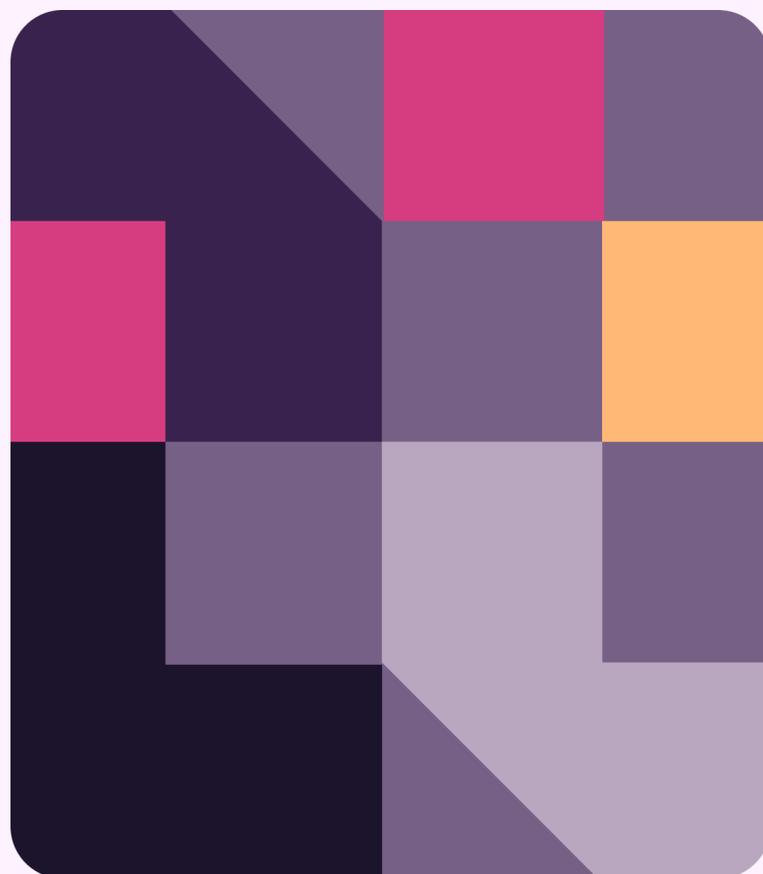
[DOWNLOAD COMPLETE BRAND KIT](#)

# Graphic Assets

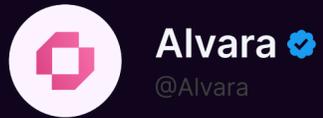
Following the core of Alvara's visual identity, the modular cubic logo — a symbol of structured intent and composable design.

The form is constructed from interlocking geometric units of our modular cubic shape, creating a dynamic visual while its negative space reinforces the clarity and openness of permissionless system.





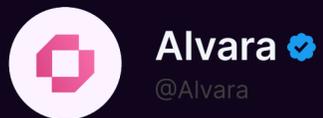
# In Use



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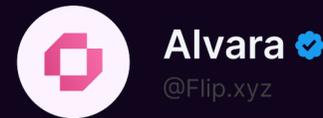
alvara

### Redefining On-Chain Asset Management

A new generation of tokenized basket managers



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06

# Application

# Application

Here is a sneakpeek of how to use our brand identity across touchpoints and marketing materials to ensure consistency and reinforce brand recognition.

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# From Alpha to Artifact.

The best baskets become part of DeFi history.

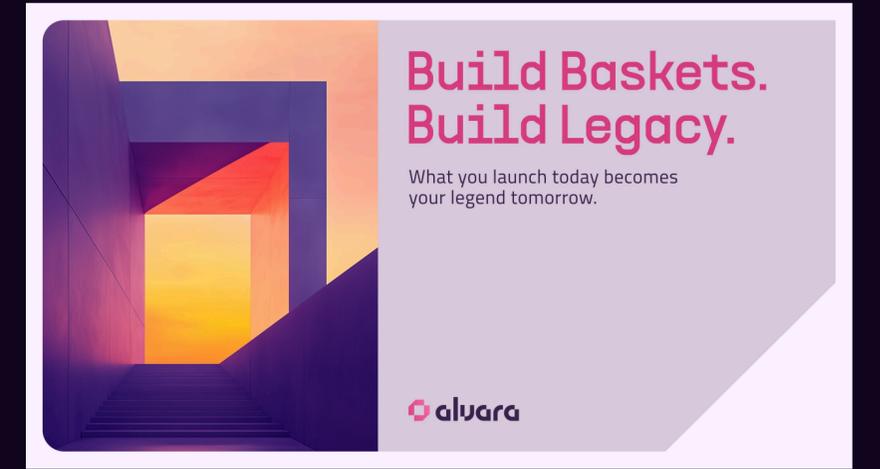


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**Alvara** @Flip.xyz

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**Alvara** @Alvara

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**Alvara** @Flip.xyz

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**Alvara** @Alvara

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**Alvara** @Alvara

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3.75%

\$20M

TOTAL

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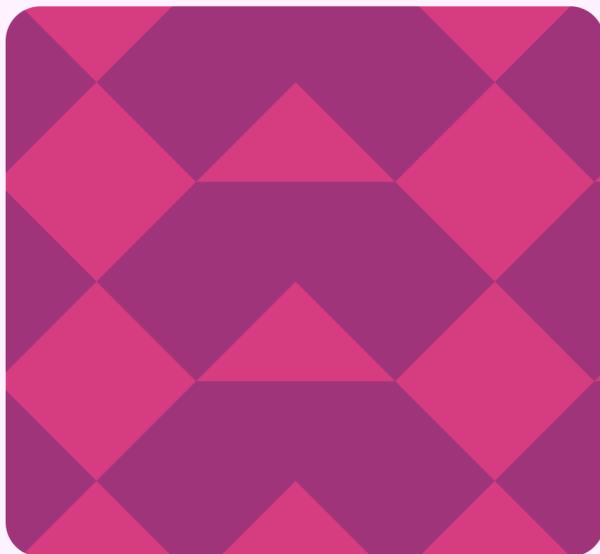
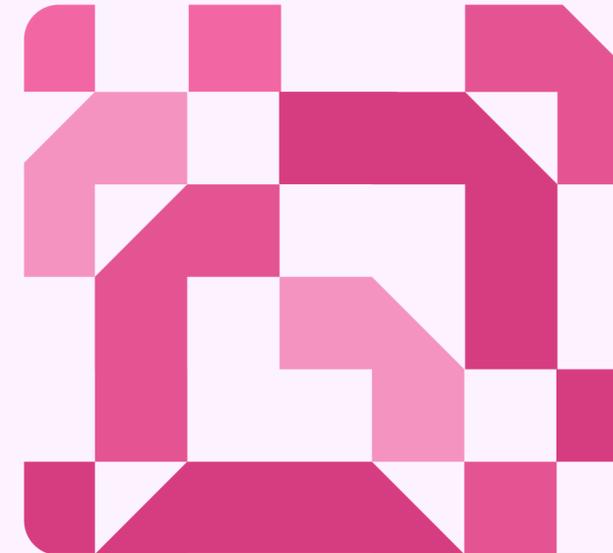
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Aa

Supply Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@£\$%^&\*[]\_+



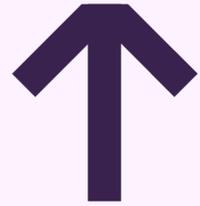
🔍

Assets

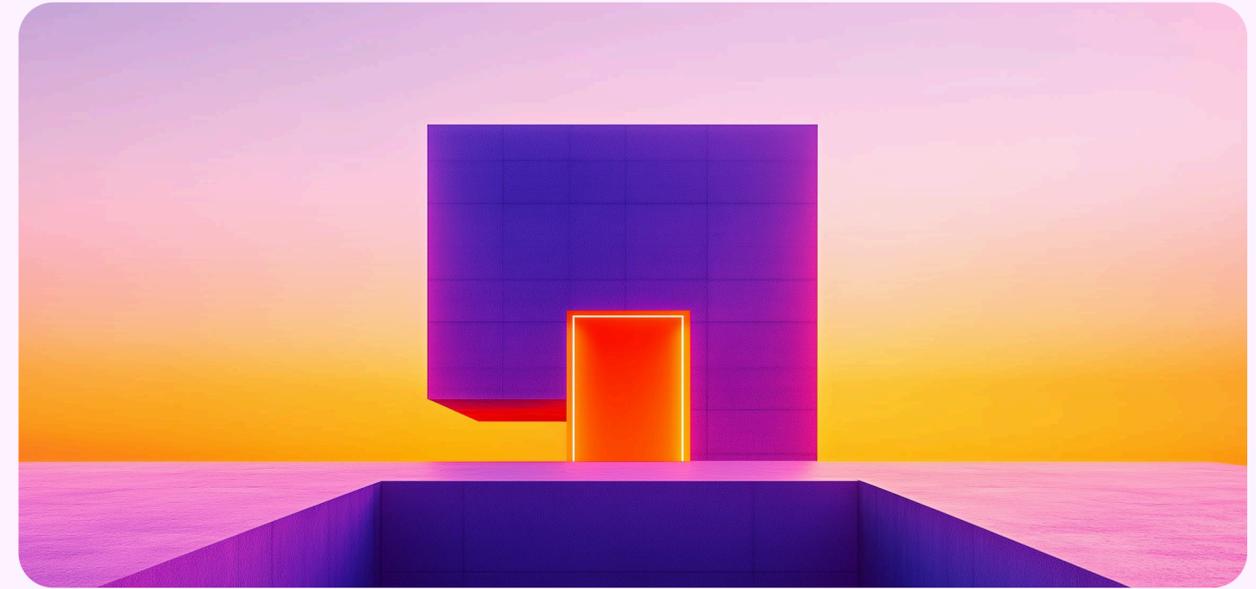
191K

alvara

+4,7%



# Alva



A new generation  
of tokenized  
basket managers



**\$1.43B**

Assets volume on  **alvara**

# Build Baskets. Build Legacy.

What you launch today becomes  
your legend tomorrow.

 **alvara**



 **alvara**

From Alpha  
to Artifact.

 alvara





# Thank You!

We're always on hand to help with any design system questions. Just send us an e-mail:

Max / [max@alvara.xyz](mailto:max@alvara.xyz)

Cal / [cal@alvara.xyz](mailto:cal@alvara.xyz)

