



STYLE GUIDE



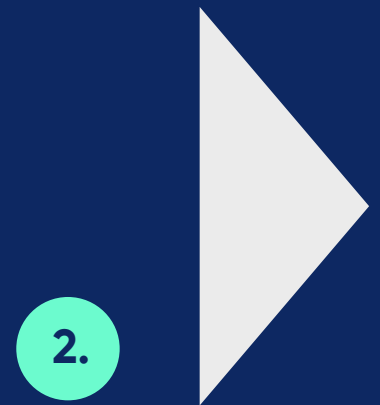
LOGO



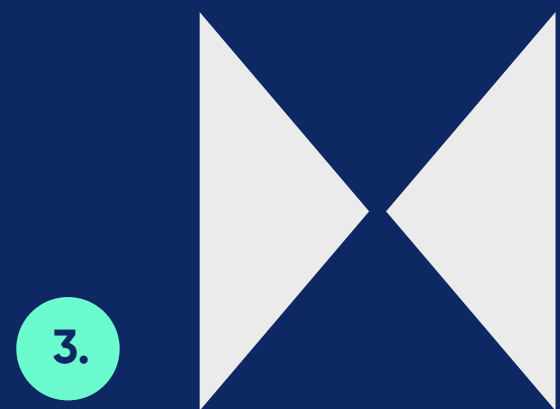
LOGO DERIVATION



The initial inspiration for the MONETA logo is drawn from the concept of a pyramid, symbolizing strength, stability, and growth—essential attributes in the financial sector. The pyramid shape is chosen for its timeless symbolism and association with wealth and prosperity.



The rotation of the shape results in a minimalistc wing, paving the way to the final transformation into a butterfly.



To further refine the icon, subtractive techniques are employed to carve out distinct "wings" from the initial shape.



These wings symbolize freedom, progress and aspiration, reflecting the Moneta's mission to empower individuals and businesses with financial autonomy and opportunity.



By subtracting shapes strategically, the final logo achieves a sense of depth and dimensionality, adding visual interest and intrigue to the design.

MAIN COMPOSITIONS



BLACK & WHITE

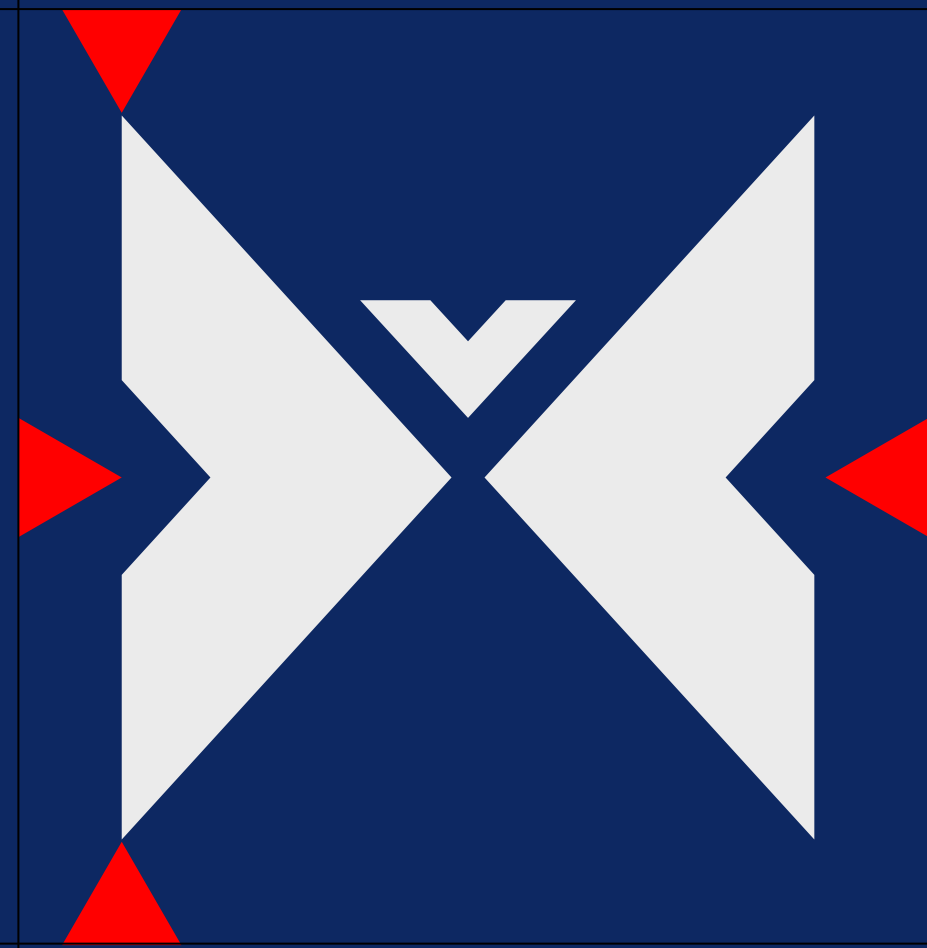
When utilizing the logo or wordmark on different backgrounds, such as white or black, it's crucial to maintain its visibility, legibility and visual impact.



EXCLUSIVE ZONE



EXCLUSIVE ZONE



MONETA

COLOR PALETTE

Moneta White

#EBEBEB

Blockchain Blue

#0D2862

Treasury Teal

#6CFBCE

Cool Cobalt

#1A56FF

Moneta White is used to subtly convey neutrality, balance, formality and sophistication. It provides a versatile backdrop for other brand elements, ensuring readability and visual coherence across various platforms and materials. It also reflects a modern aesthetic, aligning with the brand's innovative approach to decentralized solutions.



The energetic and uplifting nature of **Treasury Teal** inspires optimism and confidence, fostering a positive association with Moneta's revolutionary services. It signifies innovation and forward-thinking, highlighting the brand's dedication to staying ahead of market trends and delivering innovative financial solutions. Its vibrance and playfulness resembles growth and serves as a visual balance.



Blockchain Blue is a deep, rich shade of navy blue inspired by the underlying technology. This hue represents stability, security, and trust, echoing the immutable nature of blockchain technology and its role in ensuring transparent and secure transactions. The boldness of Blockchain Blue also exudes confidence and authority by reflecting the brand's expertise and leadership in leveraging cutting-edge technologies for decentralized finance.



As a secondary color, **Cool Cobalt** provokes attention and gives an overall refreshing experience to the brand's look while maintaining its natural shade gradient.



LOGO TYPE

COLORED BACKGROUND

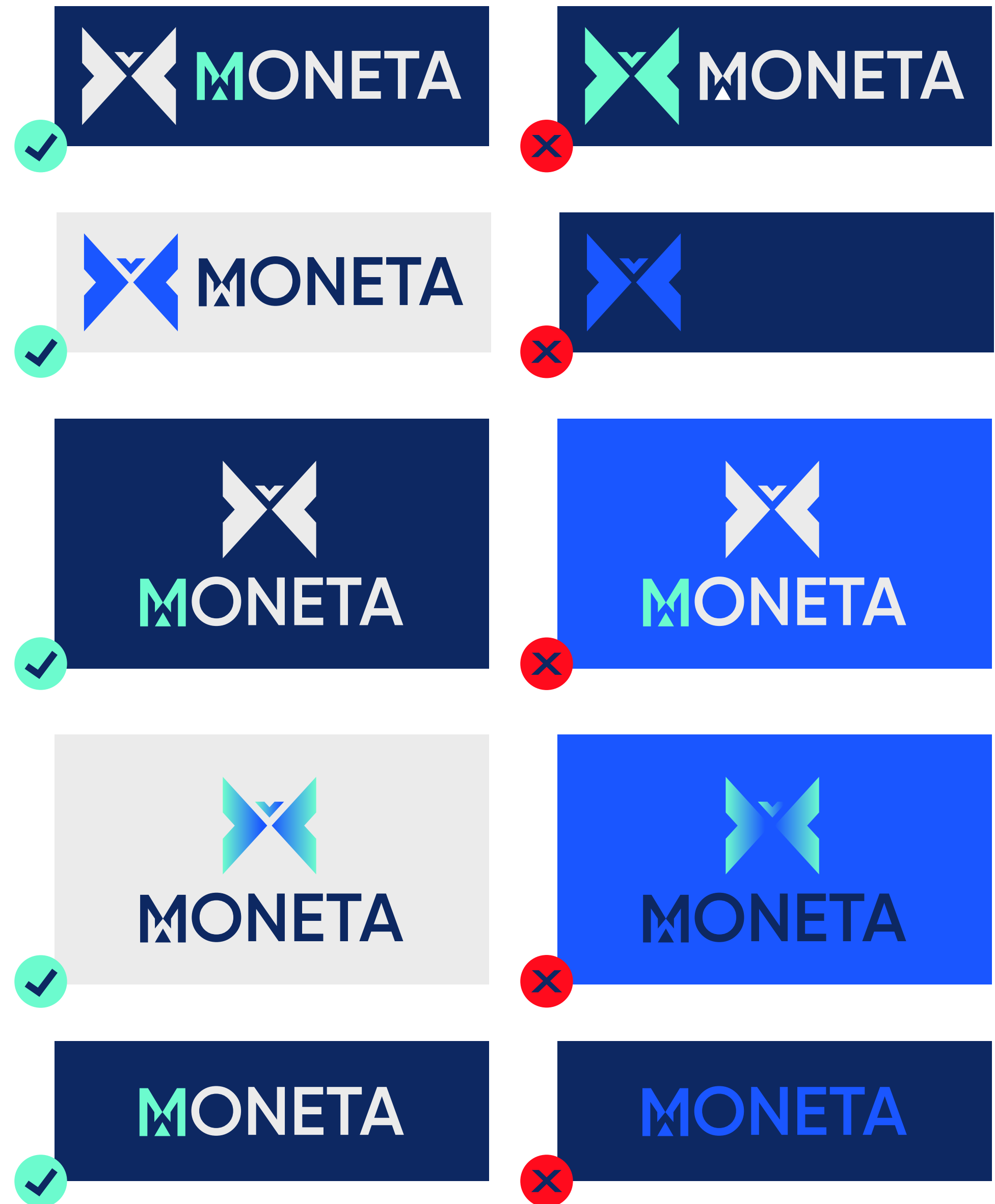
When you are applying the logo type to a colored background it needs to be high contrasting. No additional effects such as stroke or dropshadow are required.

SCALE

Scale is a consideration when using the logo type. If the logo type is too small and impairs legibility then the wordmark can be used as a replacement.

ORIENTATION

The orientation and should be used as is. In no circumstances should the logo type be rotated, mirrored or flipped.



Gilroy SemiBold

HEADLINES (-30 TRACKING)

Gilroy Medium

Empowering the Future of DeFi on Cardano

BODY COPY

Moneta's USDM is set to revolutionize decentralized finance on Cardano. With unmatched transparency, adaptability, and security, USDM is the stablecoin you've been waiting for.



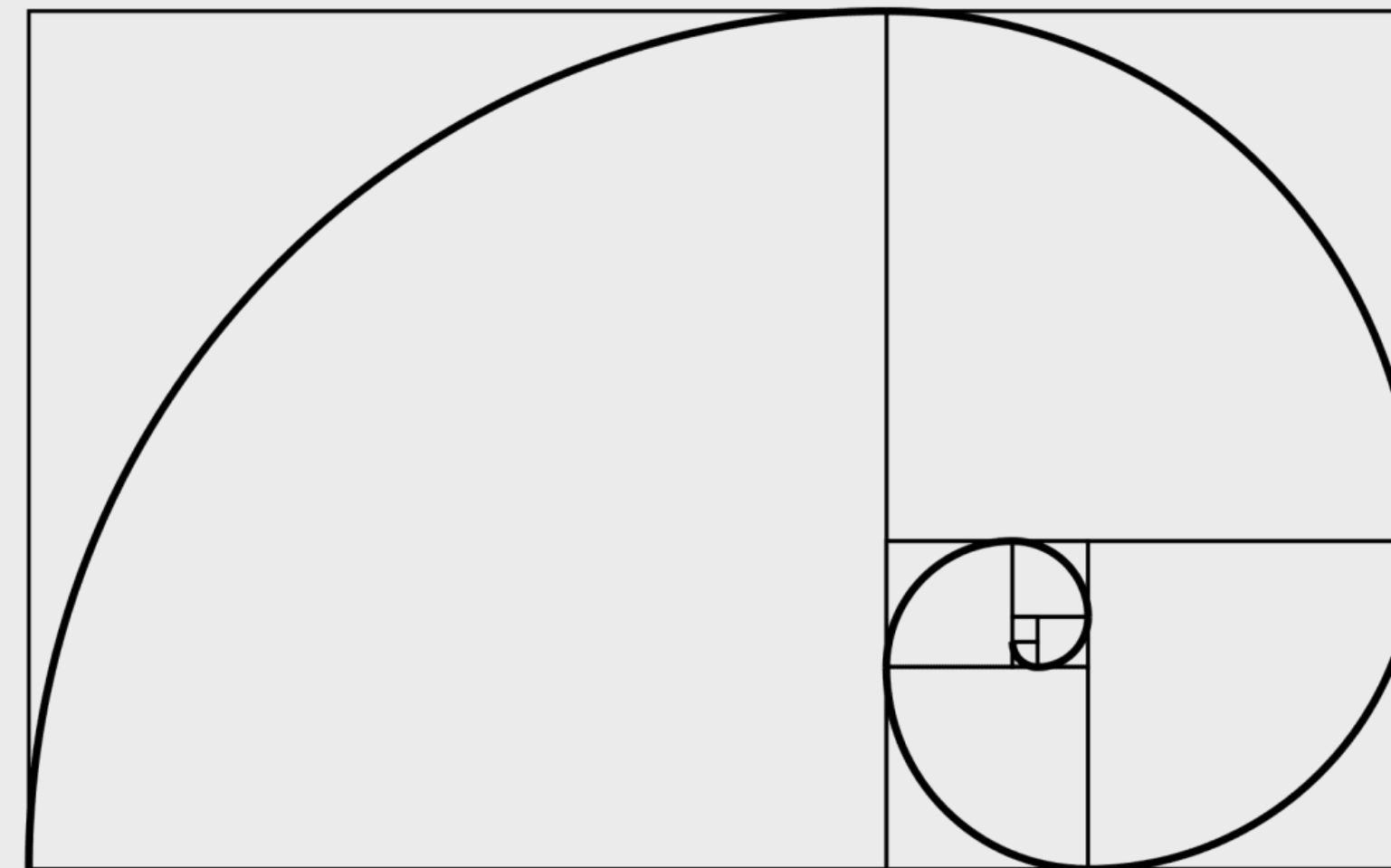
Gilroy SemiBold, 75 pt

Gilroy Medium, 46 pt

Gilroy Regular, 28 pt

In crafting the visual identity of our brand, typography plays a pivotal role in communicating our message with clarity and impact. Consistency and coherence in typography sizing are essential to maintain brand integrity across various platforms and media. At the heart of our typography sizing guidelines lies the principle of the "Golden Circle" ratio, a time-honored design principle that ensures harmonious proportions and aesthetic appeal.

The Golden Circle, often associated with the number 1.618, refers to a mathematical concept known as the Golden Ratio or Phi (ϕ). This ratio, approximately equal to 1.61803398875, holds a special aesthetic significance in art, architecture, design and nature.



$$75/1.618 \approx 46$$

$$46/1.618 \approx 28$$



USDM COIN

USDM stands at the forefront of Moneta's innovative offerings, serving as the fiat-backed stablecoin that bridges traditional finance with the decentralized world of blockchain technology. Designed to uphold stability, security, and accessibility, USDM represents a pivotal tool for financial empowerment within the Cardano ecosystem and beyond.



The design of USDM reflects its status as a trusted and stable asset within the digital economy. By using the signature component of the Moneta wordmark, lean and professional aesthetics are derived, leaving room for further iterations in different currencies. As USDM continues to grow and evolve, its design should remain scalable and adaptable to accommodate future enhancements and functionalities. Flexibility in design enables seamless integration with emerging technologies and market trends, ensuring USDM's relevance and longevity in the ever-changing landscape of digital finance.

USDM DESIGN VARIATIONS



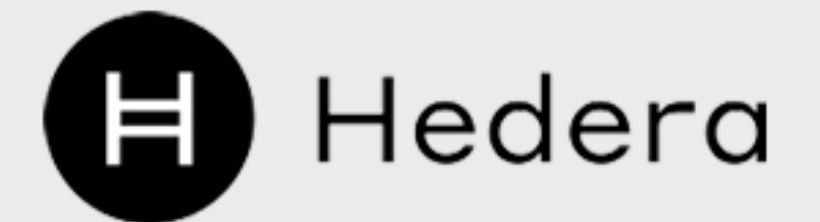


MONETA

MONETA CREDIT CARD



WORDMARK APPLICATION STEP AND REPEAT BANNER



LOGO APPLICATION BLACK AND WHITE

