

brand **guidelines**

AlphaYields

alphayields.ai



introduction

This document is a visual guide for AlphaYield's strategic communication. On these pages, you'll find detailed instructions on how to use the design elements correctly and effectively.

Our branding guidelines are designed to ensure a consistent tone and providing a cohesive blueprint for all our communications.

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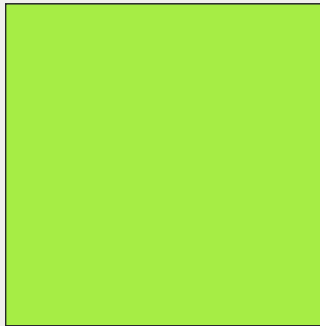
the company

AlphaYields provides next-generation infrastructure for yield automation in DeFi, transforming idle capital into productive assets through ayTOKENs — liquid, yield-bearing positions designed to scale across ecosystems.

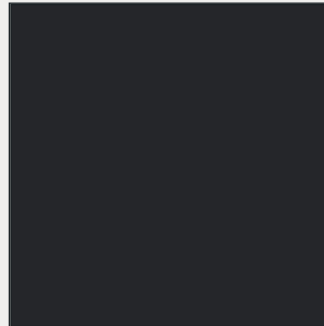
Our mission is to unlock the full potential of fragmented yield in DeFi by abstracting complexity and automating performance. We leverage Artificial Intelligence and real-time strategy execution to empower users, protocols and institutions with capital-efficient tools. From staking optimization to arbitrage, AlphaYields offers a seamless way to access higher returns — transparently, securely and autonomously.

our color palette | brand guideline

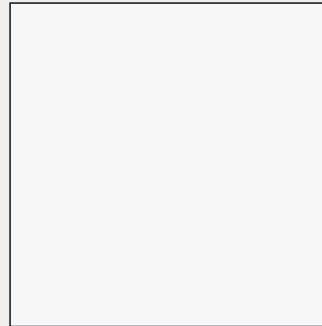
primary colors



#A6ED45



#25262A

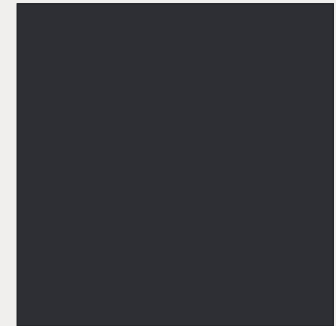


#F7F7F7

secondary colors



#C8EA8C



#2E2F34

our logo

logo usage

colors

logo on backgrounds

unacceptable logo use

The AlphaYields logo consists of both typography and an icon, designed to be used together as a cohesive unit.

However, they can be adapted for separate use when needed, maintaining brand consistency across different applications.

The logo is versatile and can be displayed in both vertical and horizontal orientations, ensuring flexibility across various applications.



In addition to the standard black and white options, the logo is also designed to be used in our dark and light primary colors (**#F1C30** and **#F7F7F7**).

These alternative color options ensure that the logo remains consistent and visually appealing across different backgrounds and applications.



The logotype is highly versatile, performing well on various backgrounds, particularly when contrasting light and dark colors.

Our primary colors have been carefully chosen to enhance these applications.

To preserve the logo's identity, it's essential to match the primary colors, including black and white, with the appropriate background.

black and white



primary colors



unacceptable logo use | brand guideline

In order to maintain the integrity and visual identity of AlphaYields, the following changes should not be made to the logo and icon:

1. do not use colors other than those on the palette;
2. do not distort the elements;
3. do not use outlines;
4. do not change the order or proportion of the elements;
5. do not use effects or textures;
6. do not use wrapping;
7. do not change the typography;



Nexa is our logo typography and is suitable for all types of applications related to AlphaYields, including social media, documents, flyers and more.

Darker Grotesque is our website typography.

Nexa

**abcdefghijklmnopqrstuvxyz
1234567890 @€\$%&#!?**

Darker Grotesque

**abcdefghijklmnopqrstuvxyz
1234567890 @€\$%&#!?**