

BRAND IDENTITY

Brand Guidelines

Identity, Color & Typography Standards for Real Finance.

VERSION	YEAR	CONTACT
1.0	2026	press@realfinance.com

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Logo System



ON LIGHT



ON DARK



ON BRAND BLUE



MARK — ON LIGHT



MARK — ON DARK



MARK — ON BRAND BLUE

PRIMARY LOGO — MIN. SIZE

120 px digital · 32 mm print

LOGOMARK — MIN. SIZE

24 px digital · 8 mm print

CLEAR SPACE

Equal to height of R icon on all sides

DO

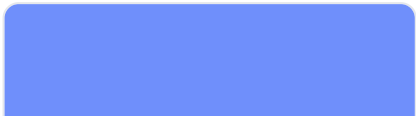
- + Use on white or #F5F5F5 backgrounds
- + Use on solid brand blue (#2050F2)
- + Use on dark (#131313) with reversed variant
- + Maintain minimum clear space at all times
- + Use SVG for digital, PNG for raster contexts

DON'T

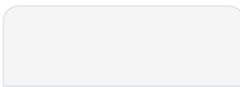
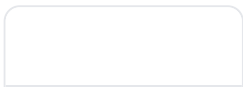
- Stretch, skew, or distort the logo
- Recolor any element of the logo
- Add drop shadows or visual effects
- Place on busy or low-contrast backgrounds
- Use the wordmark without the R icon

Color Palette

BRAND

		
Real Blue #2050F2 RGB 32 80 242 CMYK 87 67 0 5	Real Blue Deep #0D32A9 RGB 13 50 169 CMYK 92 70 0 34	Real Blue Tint #6F8FFB RGB 111 143 251 CMYK 56 43 0 2

NEUTRAL

				
Ink #0F172A Headlines RGB 15 23 42	Body #4A5565 Body copy RGB 74 85 101	Dark #131313 Footer / dark RGB 19 19 19	Subtle #F5F5F5 Alt section bg RGB 245 245 245	White #FFFFFF Page / cards RGB 255 255 255

Usage note — Real Blue (#2050F2) carries all CTA, tagline, and accent weight. Neutral tones carry body content. Never mix multiple blue variants on the same surface — use one role at a time. For print production always use the provided CMYK values.

Typography

INTER — PRIMARY TYPEFACE · GOOGLE FONTS · SIL OPEN FONT LICENSE

Real Finance

Institutional Asset Management

Regulated · Transparent · Technology-driven

Real Finance delivers institutional-grade investment infrastructure built on blockchain rails. Precision, compliance, and clarity at every layer of the stack.

[PLATFORM ACCESS](#) · [GET STARTED](#)

STYLE	SIZE	WEIGHT	TRACKING	USAGE
Display / H1	48 - 64px	700 Bold	-0.02em	Hero headlines, page titles
Heading / H2	32 - 40px	600 SemiBold	-0.01em	Section headings
Subheading / H3	24 - 28px	600 SemiBold	0	Card titles, sub-sections
Body	16 - 18px	400 Regular	0	Main content, descriptions (line-height 1.6)
Label / UI	11 - 13px	500 Medium	+0.08em	Uppercase tags, navigation, badges
Caption	12 - 14px	500 Medium	0	Supporting notes, metadata
Mono / Data	13 - 14px	400 Regular	0	Addresses, numeric data, code (Inter Mono)

Voice & Tone

Real Finance communicates as a credible institutional partner — precise, direct, and never overly promotional. We lead with clarity and let the product speak. Avoid financial jargon for its own sake.

01 Precise

Every word earns its place. Cut filler. No corporate waffle. Specificity builds trust — vague claims erode it.

02 Authoritative

We speak from expertise, not position. Show, don't assert. Let data and capability make the case.

03 Direct

Lead with the point. Conclusions first, context second. Our audience is sophisticated — respect their time.

04 Human

Institutional does not mean cold. Be clear and approachable. Complexity deserves plain language, not more jargon.

Brand & Press Contact

For usage requests, licensing, or press enquiries

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