



THE BRAND BOOK

Brand guidelines.

The Ferm identity, in practice.



01

About the identity.

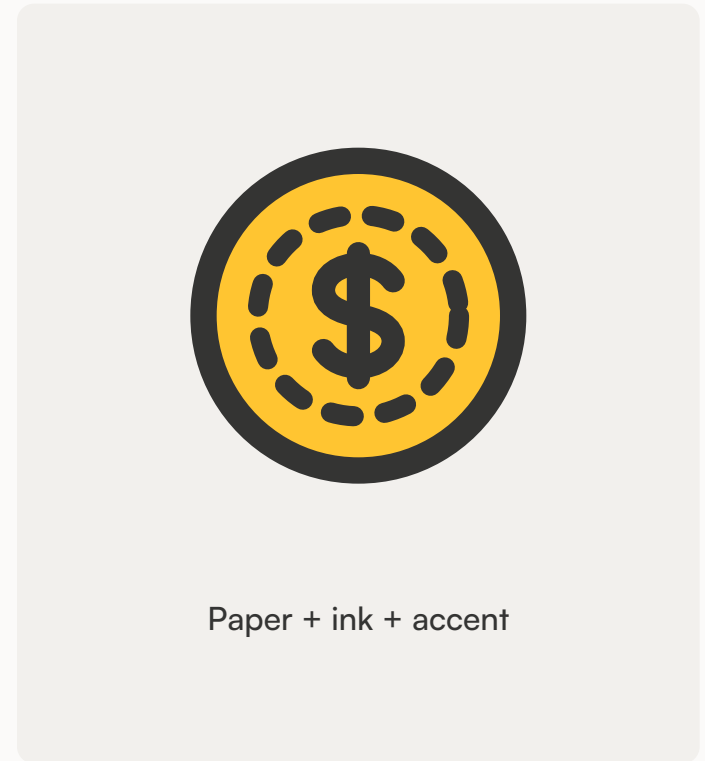


The ingredients behind the look.

The core idea / The recognizable ingredients

Print, not neon.

A calm canvas. Precise information.
Color with a clear purpose.



○ Cream canvas

● Charcoal type

● Flat accents



What makes it Ferm.

● Paper first

Warm neutral surfaces carry the composition.

● Flat accents

Color adds emphasis without effects or gradients.

● Original artwork

Use the supplied marks instead of recreating them.

● Ink-led hierarchy

Charcoal headings; quieter body and supporting text.

● Distinct type roles

Headlines, UI and live values each have their own family.

● Room around the mark

Clear space is part of a correct logo placement.



02

The Ferm mark.



One silhouette. Two practical forms.

Asset selection / Clear space / Contrast / Misuse



The mark. The name.

Product mark



Navigation and compact placements.

Full lockup



Documents, decks and name-led contexts.

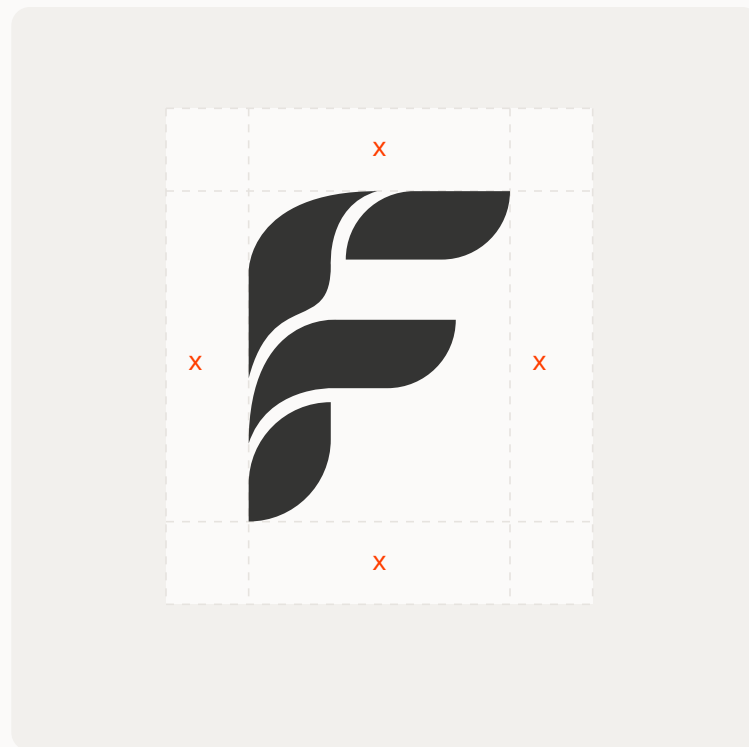
Original artwork only. Do not type a substitute wordmark.

Give it breathing room.

Keep a clear zone on every side, equal to the width of the F stem.

No text, illustrations or container edges should enter that space.

x = F stem width





Two clear contrast pairings.



Charcoal on cream

#343433 / #FBFAF9



Cream on dark

#FBFAF9 / #121212

Use the palette-matched SVG icon exports; keep the mark free of effects.



Protect the silhouette.

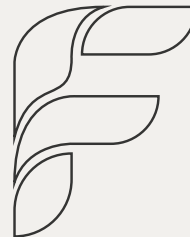
The artwork should not be treated as a starting point for a new logo.



Do not stretch



Do not rotate



Do not outline

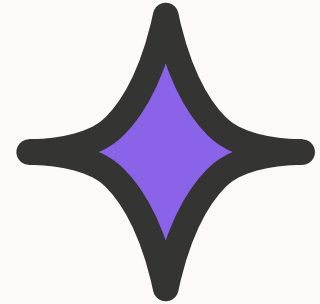


Do not add shadow

Also avoid photos, busy patterns, non-brand backgrounds and font-built replacements.

03

Color, with purpose.



Warm neutrals. A useful set of flat accents.

Foundations / Accents / The role of paper



The neutral foundation.

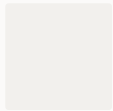
Surfaces



Cream

#FBFAF9

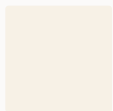
Page canvas



Stone

#F2F0ED

Sunken bands



Sand

#F7F1E6

Secondary pills



Dark

#121212

The only dark surface

Ink



Heading

#343433

Titles and the F mark



Body

#474645

Paragraphs



Muted

#7E7E7D

Eyebrows and hints

Light-mode values.

Neutrals invert in dark mode.



Accent color has a job.

 Ember #FF3E00 Links and emphasis	 Sky #58A9F4 Info and crypto	 Sun #FFC531 Highlights and warn	 Grass #3F9D5F Positive and funded
 Coral #FF7D8A Danger and short	 Plum #8A63E8 Live and family	 Tangerine #FF8A4A Warm category	 Copper #C98A4B Scout and loyalty

Accents keep the same values in dark mode. Reserve full saturation for smaller areas.

The canvas is part of the palette.

Let the canvas breathe.



Use small, flat accents to punctuate
a neutral composition.

Cream

Stone

Sand

Large fills need approved washed colors, rather than a full-strength accent.



04



Typography.



Three families, with distinct responsibilities.

Geist Sans / Satoshi / Geist Mono



Three families. Three jobs.

Headlines

Geist Sans

**Your next
move.**

Weight 600

Tracking $\approx -0.03\text{em}$

Display titles only

Body + UI

Satoshi

Clear language.
Quiet product
labels.

Product labels: 12px

Weight 550, sentence case

No added label tracking

Live values

Geist Mono

\$50,000
+1.24%

Balances, sizes and fills

Prices and PnL

Headers remain Satoshi

Satoshi, Geist Sans and Geist Mono are embedded throughout this PDF.



Build hierarchy by role.

01 Let the headline lead.

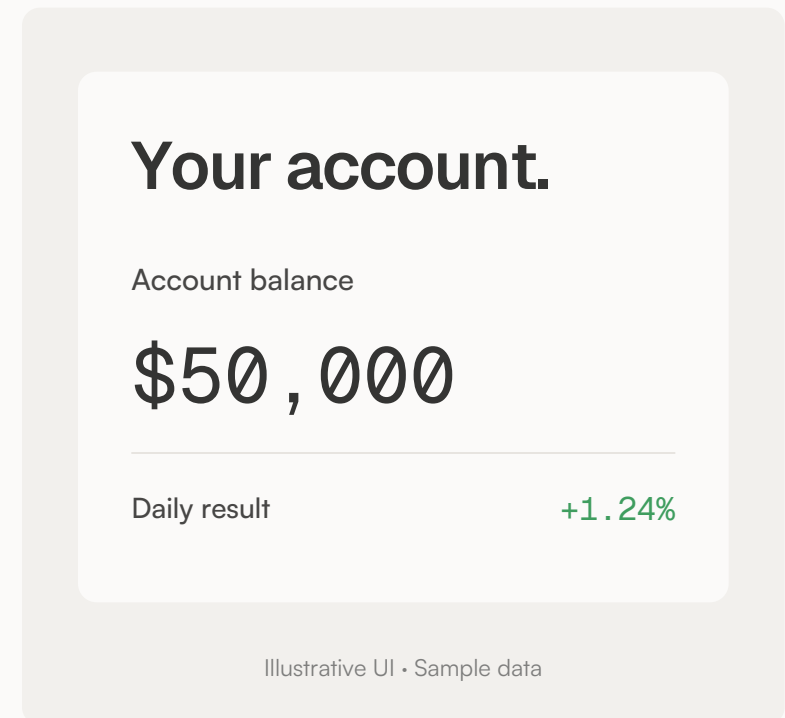
Geist Sans, with tight display tracking.

02 Keep labels quiet.

Satoshi, sentence case, no tracking.

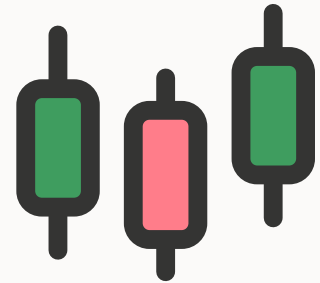
03 Make values scannable.

Geist Mono for the changing numbers.



The published rules define roles; a complete numeric type scale still needs to be specified.

Illustrations.



The supplied SVG library, used as a family.

Asset library / Working with the library

Ten assets. One visual language.



star-sun.svg



star-sky.svg



star-plum.svg



star-coral.svg



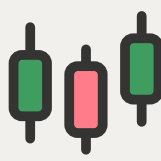
squiggle.svg



coin.svg



pie.svg



candlesticks.svg



chart-line.svg



arrow.svg

Preserve the original outlines, curves and color. Keep SVG masters for scalable use.



Give the drawing a purpose.

**Your next
move.**

A clear message.
One focal illustration.



One focal point

Let the drawing support the message.

A clean backdrop

Keep the charcoal outlines easy to see.

Native proportions

Scale the complete SVG as one asset.



06

Digital interfaces.



Translate the identity into usable components.

Action hierarchy / Spacing and surfaces / Applications



A clear order of action.

Proposed examples, not a production component specification.

	Light surface	Dark surface
Primary		
Secondary		
Text link		

Use sentence case and a visible action hierarchy. Validate actual component states in the UI system.



Space is a design material.

Separate different ideas.

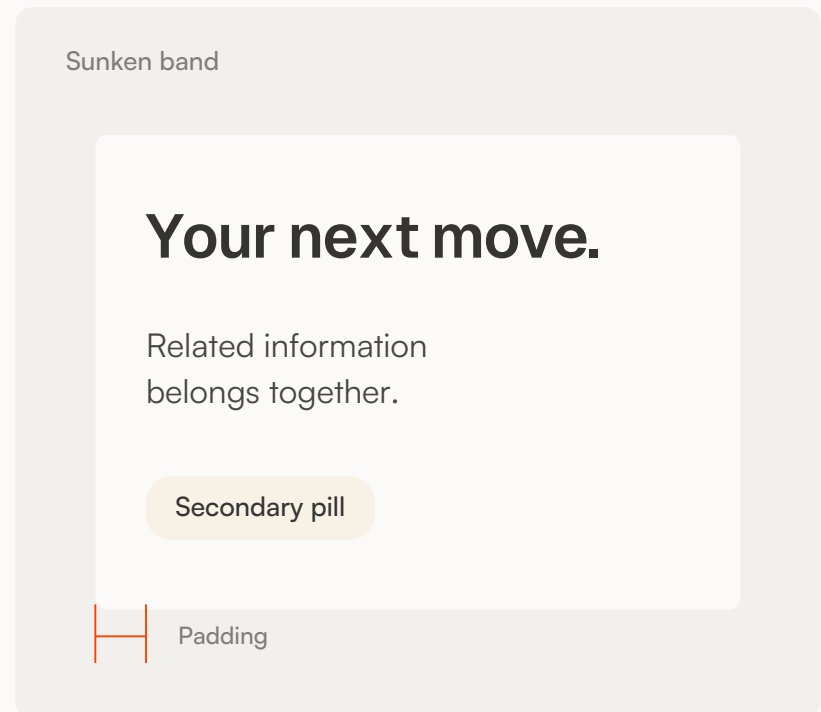
Give independent sections a clear break.

Group related details.

Keep a label close to the value it explains.

Make the frame quiet.

Use neutral bands and deliberate padding.

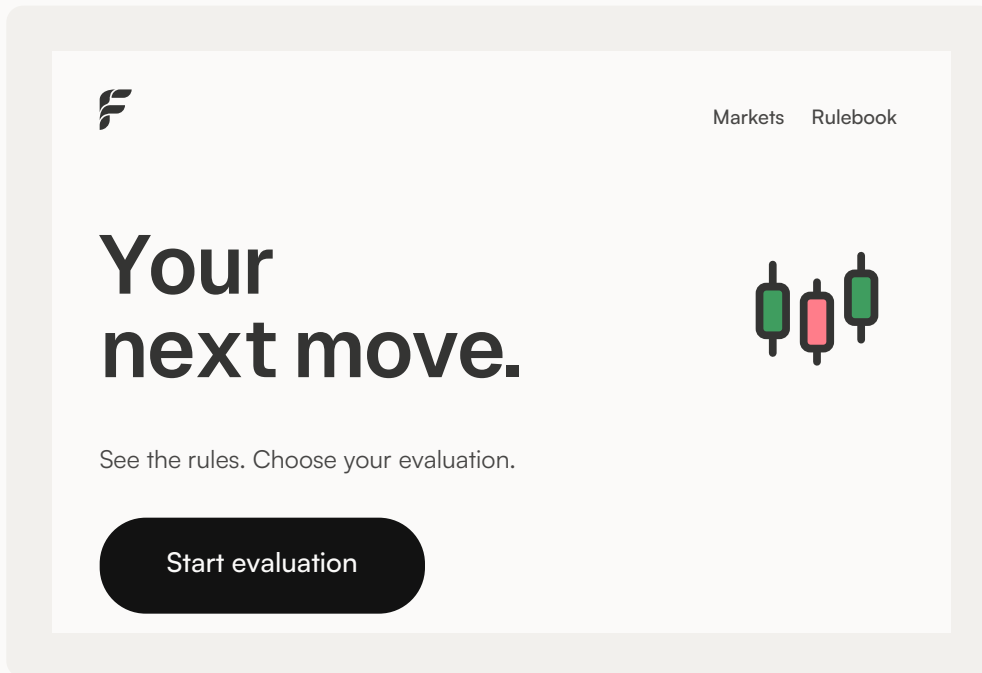


The brand page does not define spacing or radius tokens. These are layout relationships, not pixel rules.



One identity, different formats.

Web-style layout



Social-style cover



Proposed applications • Original assets • No gradients, glow or reconstructed wordmarks

Good things grow together.

