

Brand Guidelines

Non-custodial crypto exchange · Powered by the Honest Money Ecosystem

Proposed brand idea

Potential becoming value.

A seed holds potential. With the right conditions and care, it becomes something of value. Seeds gives people clear tools to take part in crypto on their own terms, with ownership and responsibility made plain.

What Seeds is

A non-custodial crypto exchange. People keep control of their own keys and assets, and with that, responsibility for them.

Who it serves

Experienced crypto users who expect precision, and people who are still learning how self-custody works.

Intended experience

Calm, legible and specific. Each screen makes the next step, and its consequences, clear.

Personality

Confident · Clear · Intelligent · Approachable · Precise · Forward-looking

Primary lockup and symbol

Primary horizontal lockup

Established



Symbol

Established



Use the horizontal lockup by default. Use the symbol alone only where the Seeds name is already visible or space is tight: app icons, favicons, avatars.

Two curved seed forms read together as an abstract S. The wordmark is lowercase. Their size and spacing are fixed; never re-space or re-scale one against the other.

Source: supplied PNG, 1536 × 1024 px. Logos in this guide are transparent PNGs extracted from that file, not vector masters.

Logo applications

Light and dark

Full color on Deep Forest

Deep Forest on Warm Ivory

Single color

Ivory

Near Black on white

Near Black on green

Ivory on Near Black

App icon and favicon



Supplied icon

Raster reference from the approved artwork



Provisional rebuild

Green symbol at 60% of a Deep Forest tile. Favicon shown at 32 and 16 px; test 16 px legibility before release.

Clear space, size and placement

Clear space · lockup

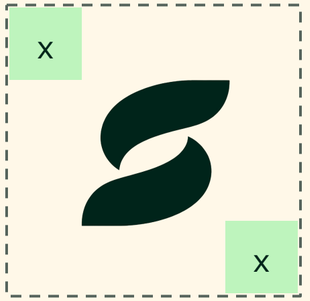


x = the x-height of the wordmark (the height of the lowercase s). Keep at least 1x clear on every side. Measured from the supplied artwork, x is about 51% of the symbol height.

Approved backgrounds



Clear space · symbol



For the standalone symbol, x is half the symbol height, which matches the lockup's x-height.

Minimum size

Proposed · validate

	Screen	Print
Lockup width	120 px	30 mm
Symbol width	24 px	8 mm



Shown at proposed screen minimums

Place the logo on a grid corner or centered on the format's axis. On photography, use a calm, low-detail area.

Incorrect use



✕Don’t stretch or compress



✕Don’t rotate



✕Don’t recolor



✕Don’t add shadows or glows



✕Don’t change proportions



✕Don’t use poor contrast



✕Don’t crowd the logo



✕Don’t place on busy grounds

Color palette

Seed Green

Accent and action

HEX #19ED50
RGB 25 237 80
CMYK out of gamut*
Ref. reading #25F358

Deep Forest

Primary dark surface

HEX #002419
RGB 0 36 25
CMYK ≈ 90 50 80 75
Ref. reading #021D11

Near Black

Text on light, deepest surface

HEX #00170F
RGB 0 23 15
CMYK ≈ 85 55 75 85
Not separable in ref.

Warm Ivory

Light surface, text on dark

HEX #FFF8E8
RGB 255 248 232
CMYK ≈ 0 2 9 0
Ref. reading #FDF5E7

Extended neutrals and status colors Proposed

Forest 700	Moss	Sage	Stone	Ivory 200	Line
#0A3327	#1F4D3D	#9DB5A8	#56645C	#F2EAD6	#DCD2BC

Green Deep	Amber	Amber Deep	Signal Red	Red Deep
#0A7A35	#F5B841	#8A5800	#FF6E5A	#B3261E

Reference readings were sampled from the supplied compressed PNG and drift by a few values. The four working values are retained unchanged. Deep variants serve text on Warm Ivory.

*CMYK values are starting points; confirm with a printed proof. Seed Green cannot be matched in CMYK; evaluate a bright or fluorescent spot ink from a physical swatch book.

Color in use and accessibility

Suggested proportions **Proposed**



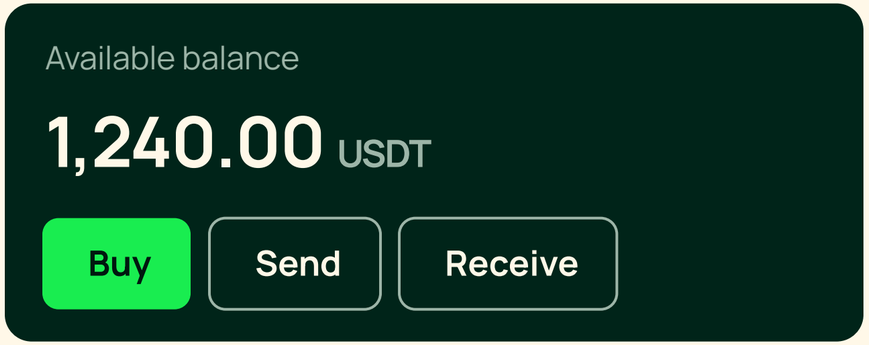
Deep Forest + Near Black · 50%

Warm Ivory · 35%

Extended neutrals · 10%

Seed Green · up to 5%

Green as accent · illustrative



Green marks the primary action and confirmed states. Use one green action per view; everything else stays neutral.

Sample	Text on background	Ratio	WCAG 2.x
Aa	Warm Ivory on Deep Forest	15.67	AAA
Aa	Deep Forest on Warm Ivory	15.67	AAA
Aa	Seed Green on Deep Forest	10.48	AAA
Aa	Near Black on Seed Green	11.75	AAA
Aa	Sage on Deep Forest	7.59	AAA
Aa	Amber on Deep Forest	9.33	AAA
Aa	Signal Red on Deep Forest	6.03	AA
Aa	Stone on Warm Ivory	5.88	AA
Aa	Green Deep on Warm Ivory	5.16	AA
Aa	Seed Green on Warm Ivory	1.50	Fail
Aa	Moss on Deep Forest (lines only)	1.73	Fail

Ratios calculated from the HEX values with the WCAG 2.x relative-luminance formula. Not yet tested on devices, with users, or in print.

Typography

Primary family Proposed

Aa Manrope

Regular 400 Medium 500 **SemiBold 600** **Bold 700**

0123456789 $ € % + − .

Fallback: system UI stack (-apple-system, Segoe UI, Roboto, Helvetica, Arial). Use in email, Office files and anywhere web fonts can't load.

Licensing: Listed on Google Fonts under the SIL Open Font License 1.1, which permits commercial use. Not legally reviewed; confirm the license file at download.

The wordmark is artwork. Never retype it in Manrope or any other font.

Display 700 · 64/68 · −3%	Your keys, your move.
Heading 1 600 · 40/48 · −2%	Set up your wallet
Heading 2 600 · 28/36 · −1%	Recovery phrase
Body 400 · 16/24	Write these 12 words down in order and keep them somewhere offline.
Label 600 · 13/16 · +2%	Network fee
Button 600 · 15/20	Continue
Numeric 600 · 16/24 · tnum	48,201.36 · 0.00421500

Specimens below Heading 1 are enlarged for legibility. Spec values are product sizes at 1×.

Typography for numbers and product

Mobile · illustrative

Total balance

12,480.52 USD

BTC	0.18420000
Bitcoin	≈ 8,104.10 USD
ETH	1.25000000
Ether	≈ 3,876.42 USD
USDT	500.00000000
Tether	≈ 500.00 USD

Price table · sample data

Asset	Price (USD)	24h
BTC	43,995.12	▲ +1.24%
ETH	3,101.14	▼ −0.86%
SOL	98.40	▲ +3.10%
USDT	1.00	0.00%

01 Use tabular figures for every price, balance and table.

02 Right-align numeric columns; keep decimals aligned.

03 Fix each asset's precision within a view.

04 Never show direction by color alone; add a sign or arrow.

Why tabular figures

1,111.11	1,111.11
8,808.80	8,808.80
4,170.41	4,170.41
Proportional	Tabular

Tabular figures share one width, so columns stay aligned and values don't shift while prices update.

CSS: `font-variant-numeric: tabular-nums`

Units follow values in Label style. All balances and prices on this page are illustrative.

Layout and composition

Proposed

Spacing · 4 px base



4 · 8 · 12 · 16 · 24 · 32 · 48 · 64 · 96

Grids

	Cols	Margin	Gutter
Desktop ≤1440	12	80	24
Tablet	8	40	20
Mobile	4	20	16

Align text left and numbers right. Center only on covers.

Corner radii



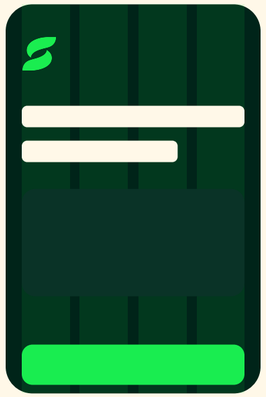
8 12 20 Full

Inputs · buttons and cards · sheets · chips

Desktop · 12 columns



Mobile



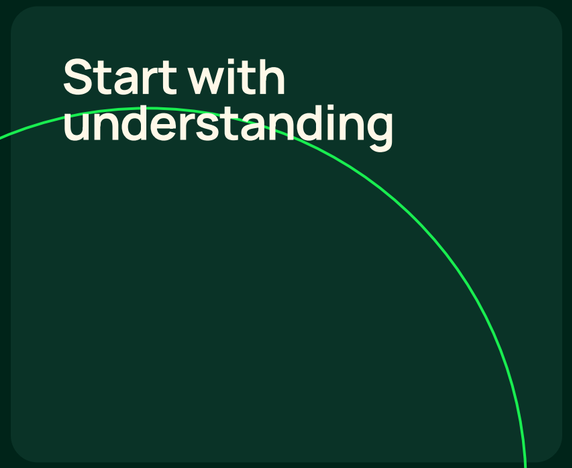
Safe areas · 16:9 and 9:16



16:9: keep text and logo inside the central 80%. 9:16: leave the top 14% and bottom 20% clear of text for platform UI.

Graphic language

Proposed



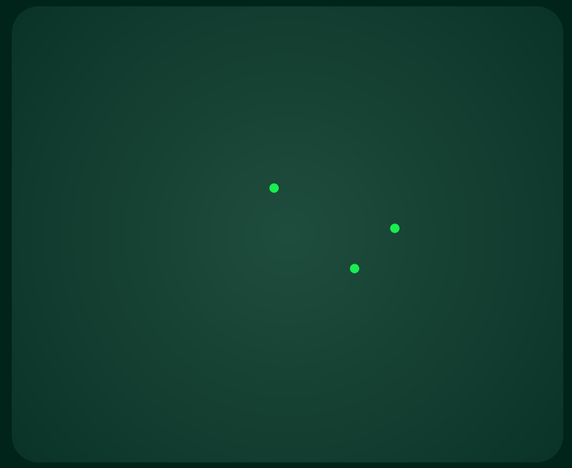
Seed arc

One open arc, 2 px, frames a headline or crop. One per layout.



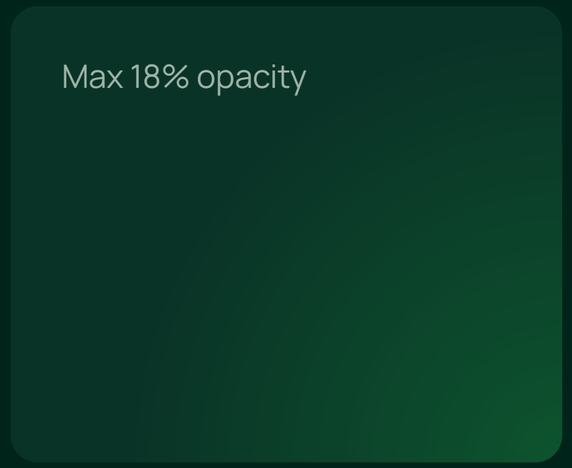
Lens frame

A symmetrical crop for photos and avatars. Never paired into an S.



Seed field

Quiet dot texture for large dark areas. Moss dots, up to three green.



Growth glow

Soft depth for dark marketing heroes only.

Flat by default

Product UI, print, documents and anything with numbers or forms use flat color only.

Depth sparingly

Glow is reserved for dark covers and heroes. Never behind text blocks, prices or the logo.

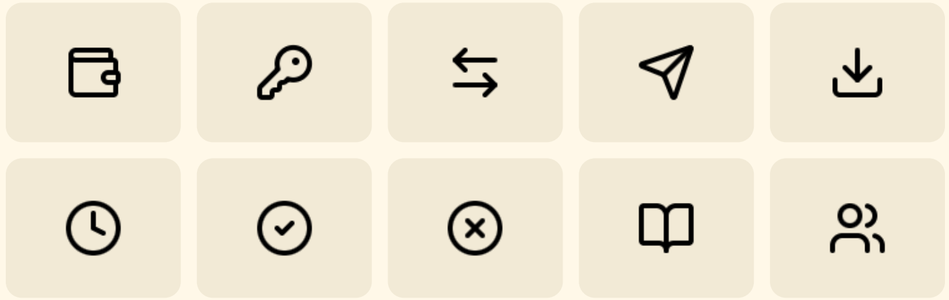
Separate from the mark

Keep devices 2x clear of the logo. Don’t outline, trace, crop or echo the symbol’s S.

Iconography and imagery

Proposed

Icons



Grid	24 px with 2 px live-area padding
Stroke	1.5 px at 24 px; rounded caps and joins
Sizes	16 · 20 · 24 · 32 px
Style	Outline; filled only for the selected nav item
Color	Inherit text color; always pair with a label

Shown: Lucide, a candidate base set (ISC license as published by the project; confirm before adoption). Lucide ships at 2 px stroke; adjust to spec.

Imagery · people, learning, ownership, practical use

people · two friends at a kitchen table, one explaining a phone screen

learning · small workshop, notes and laptops, natural light

ownership · person at home with their own device, calm and unhurried

practical use · phone in hand, generic confirmation screen

Real people in real settings, warm natural light, a tonal grade toward ivory and forest. Screens show generic or Seeds UI only.

Avoid: cash, luxury goods, rockets and moons, glowing coins, hooded hackers, rising charts, and any visible recovery phrase or private key.

Voice and messaging

Plain

Everyday words. Define terms the first time.

Specific

Say what happens, when, and what it costs.

Calm

No urgency, hype or exclamation marks.

Honest

State responsibilities and risks with benefits.

Context	Write	Avoid
Website headline	Trade crypto while you keep your keys.	~~The future of wealth starts here.~~
Product explanation	Seeds is non-custodial. You control your keys, and you're responsible for keeping them safe.	~~Bank-grade security. Zero risk.~~
Registration CTA	Create your account	~~Start earning today~~
Wallet education	Your recovery phrase restores your wallet. Store it offline. If it's lost, your assets may not be recoverable.	~~Don't worry, your funds are always safe.~~
Transaction status	Pending: waiting for network confirmation. This can take several minutes.	~~Almost there!!! Hang tight~~
Community announcement	New in Ignite: a lesson on reading an order book.	~~HUGE news. Don't miss out!~~

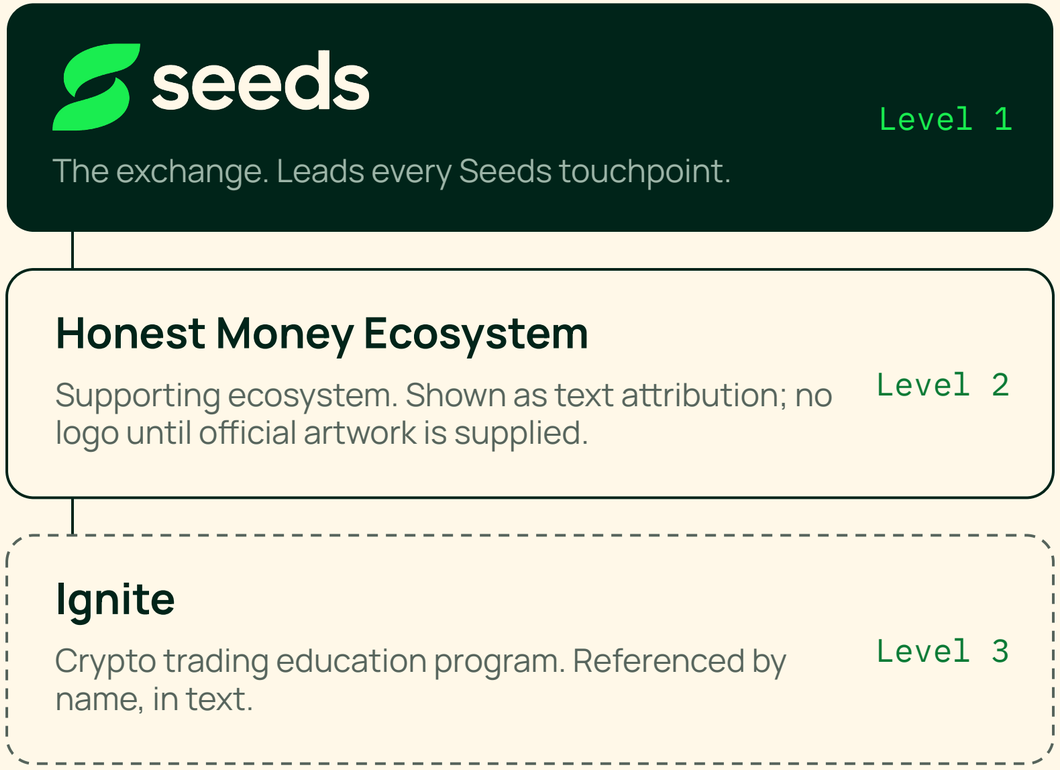
Tagline options · not approved claims

Potential becoming value. / **Your keys, your move.** /

Start with understanding.

Ecosystem and program relationships

Hierarchy in Seeds communications



Visual hierarchy only. Confirm the formal relationship between these entities with the Honest Money Ecosystem before publishing.

Attribution



Manrope Medium, in Label or Body size, below or beside the lockup outside its clear space. Use the full phrase; never larger than the wordmark.

Course enrollment is not an exchange account

✓ Write

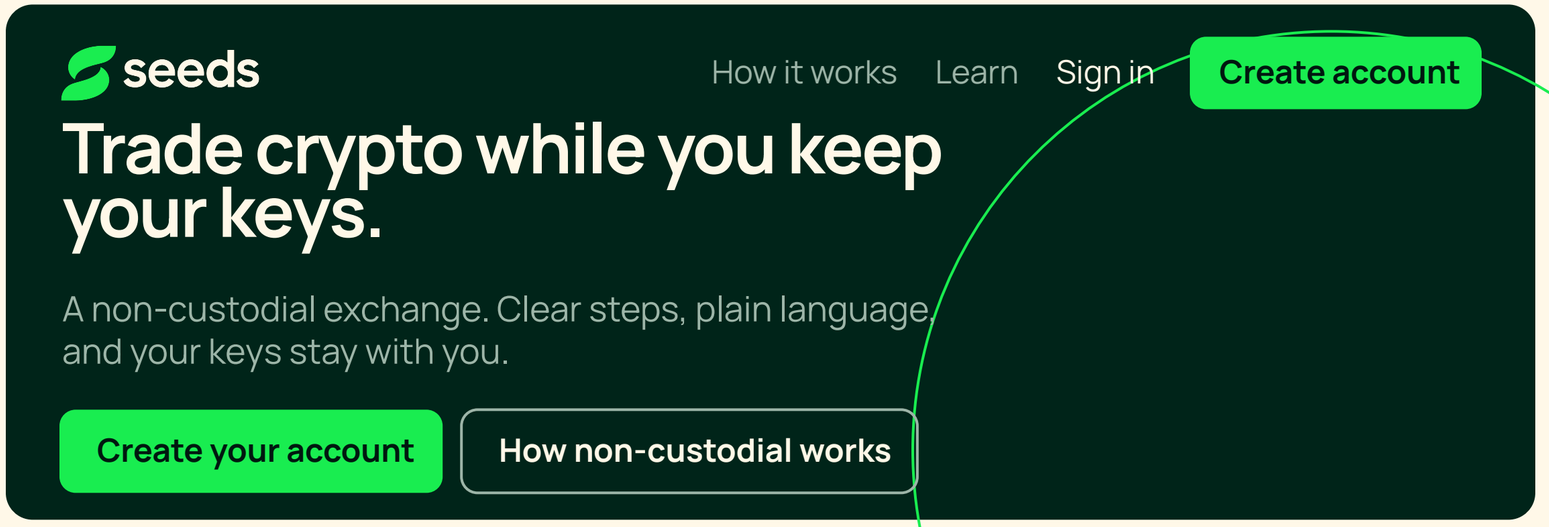
"Enroll in Ignite" and "Create a Seeds account" as separate actions with separate explanations.

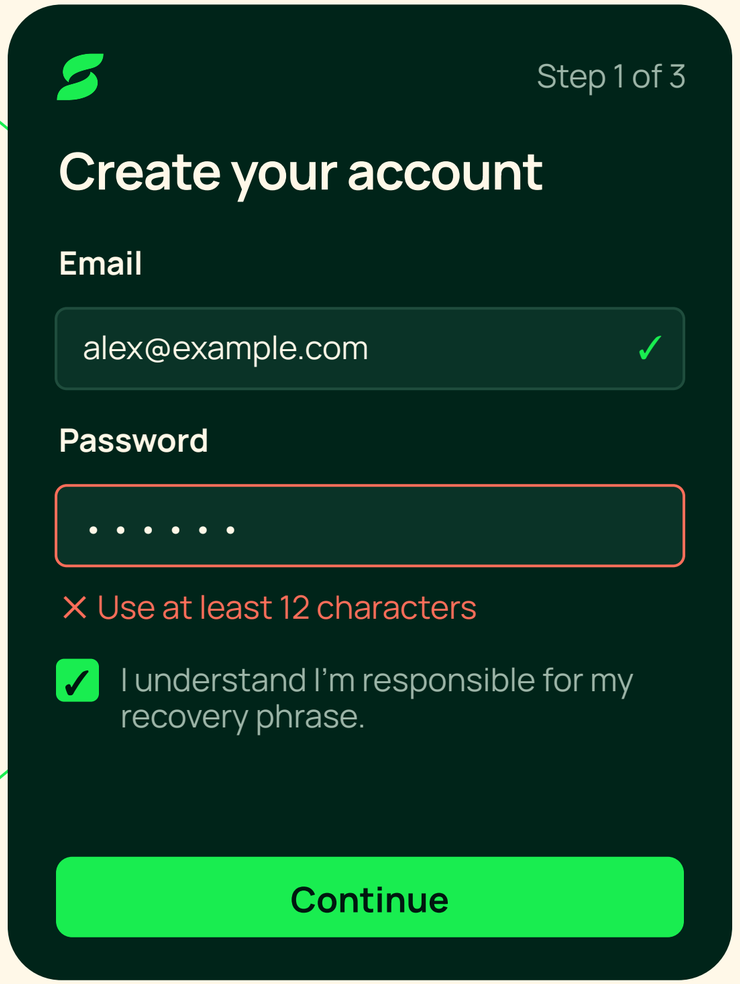
✕ Avoid

"Join Ignite to open your trading account." "Fund your account to unlock the course."

Product design: core components

Illustrative · not implemented features





Buttons

Primary | Secondary | Tertiary | Disabled

One primary per view. 48 px min height; 44 px min touch target.

Validation

Email

name@example

Enter an email like name@example.com

Product design: transactions and trading

Illustrative · sample data

• Pending Send

0.05000000 BTC

Waiting for network confirmation. This can take several minutes.

View details

✓ Confirmed Send

0.05000000 BTC

Confirmed on the network. Network fee 0.00002100 BTC.

View details

✕ Failed Send

0.05000000 BTC

This transaction didn't go through. Review the details and try again.

Try again Get help

BTC / USDT Order book

Price	Amount
44,002.50	0.4120
44,000.00	0.1835
43,998.20	0.6047
43,995.12	Last price
43,994.80	0.7311
43,990.00	0.2502
43,987.45	0.4890

Buy Sell

Limit price USDT

43,990.00

Amount BTC

0.0000

Review order

State and trading rules

01 Every status pairs a word and a symbol with its color.

02 Failed states say what happened and offer one next step.

03 Orders go to a review step showing total and fee before submission.

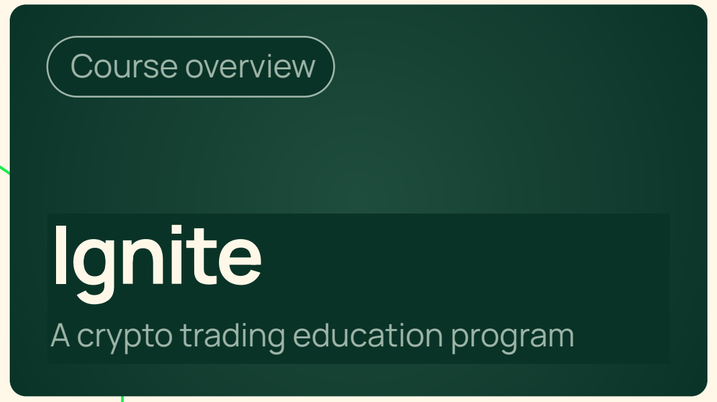
04 Never pre-fill trade amounts.

Marketing applications

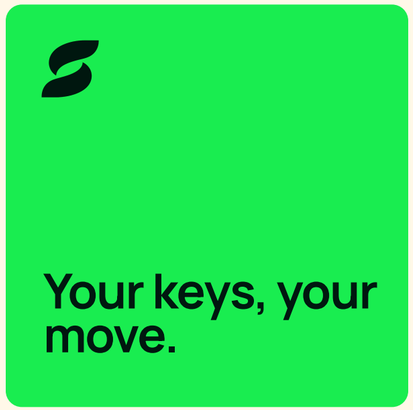
Illustrative · evergreen copy



16:9 community hub cover

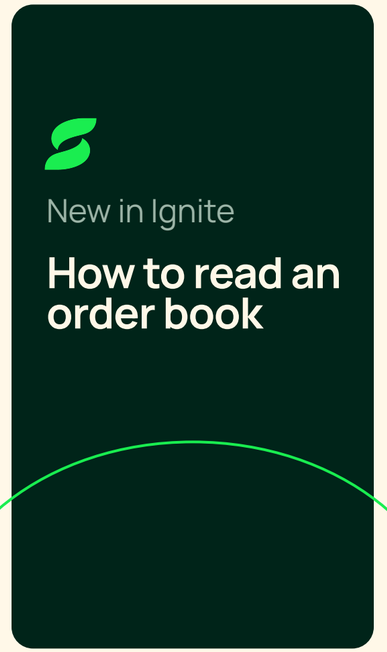


Course overview cover

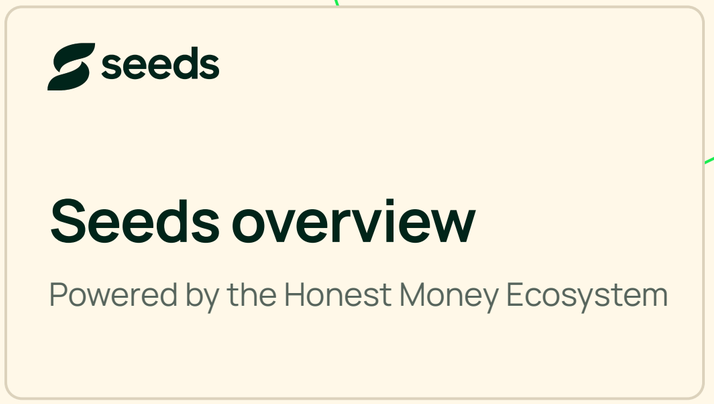


Square social

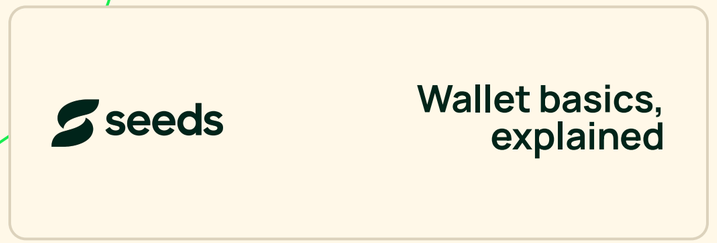
Full Seed Green grounds are limited to single social tiles. Tagline shown is an option.



9:16 announcement



Presentation title slide



Email header · 600 × 200

Ignite materials name the program in text and never imply that enrolling opens or funds a Seeds account.

Motion principles

Proposed

Symbol reveal · two forms converge along their own axis



0 ms 160 ms 320 ms 480 ms · at rest

Micro	120 ms
Standard	200 ms
Emphasis	320 ms
Logo reveal	≤ 480 ms
Ease	0.2, 0, 0, 1

Whole forms only

The seed forms move as complete shapes. Never morph, bend, rotate or scale them separately.

Purposeful

Motion confirms an action or shows a change of state. Short travel, 24 px or less, no bounce.

Never required

Every change is also stated in text. Prices update in place without flashing.

prefers-reduced-motion

Replace movement with a 150 ms fade or none. The logo appears at rest. Pending indicators stop pulsing; their text label remains.

Asset handoff

Delivered now In project

Brand guidelines
Editable HTML source; PDF via print export

Lockup · 4 color versions
Transparent PNG, 2332 × 664 (raster)

Symbol · 4 colors + motion halves
Transparent PNG, 658 × 648 (raster)

Wordmark · ivory, forest
Transparent PNG, 1610 × 468 (raster)

App icon 1024, touch icon 180, favicon 32
PNG, provisional rebuilds

Color and type tokens
seeds-tokens.json

All logo files are extracted from the supplied PNG at 2× and are not vector.

Recommended next Not yet created

SVG masters
Lockup, symbol, wordmark from original source files

Print-ready vector files
PDF / EPS in CMYK and chosen spot ink

Transparent PNG sets
1×, 2×, 4× exported from vector

Light, dark and monochrome kits
From vector, all approved grounds

Platform icons and favicons
iOS, Android adaptive, PWA, .ico, SVG

Templates
Social, email and presentation files

Core tokens · CSS

```
:root {
--seed-green: #19ED50;
--deep-forest: #002419;
--near-black: #00170F;
--warm-ivory: #FFF8E8;
--green-deep: #0A7A35;
--font: Manrope,
system-ui, sans-serif;
--radius-card: 12px;
--space-unit: 4px;
}
```

Quick reference

seeds

Powered by the Honest Money Ecosystem



Logo

Use supplied artwork only. Never redraw, recolor, re-space or add effects.

Space and size

1x clear space (wordmark x-height). Lockup ≥ 120 px / 30 mm; symbol ≥ 24 px / 8 mm, pending validation.

Color

Forest and Ivory lead. Seed Green up to 5%, for actions and confirmed states. No green text on Ivory.

Type

Manrope, with a system UI fallback. Tabular figures for every number.

Voice

Plain, specific, calm, honest. No hype, return promises or "risk-free".

Ecosystem

HME as text attribution only. Ignite enrollment is separate from a Seeds account.

Aa Manrope