



BRAND GUIDELINES
(2026)

INTRODUCTION

This document sets up the foundations of the Utila brand. Understanding and adhering to these standards will be essential in maintaining a consistent brand presence and supporting Utila's future ambitions.

This is not an exhaustive representation of all brand elements, however it is intended to serve as a starting point for documenting fundamental aspects of the brand like the logo and color. As the brand evolves, this document should be updated accordingly.

These guidelines provide a clear, scalable foundation for how Utila shows up across all touchpoints, ensuring consistency, alignment, and a strong, recognizable brand.

These guidelines are intended to help guide and inspire you as you bring the Utila brand to life. Before you create new assets, consult these guidelines to ensure you're on the right track.



Enabling organizations of all sizes to
securely manage and build on digital assets.



Logo



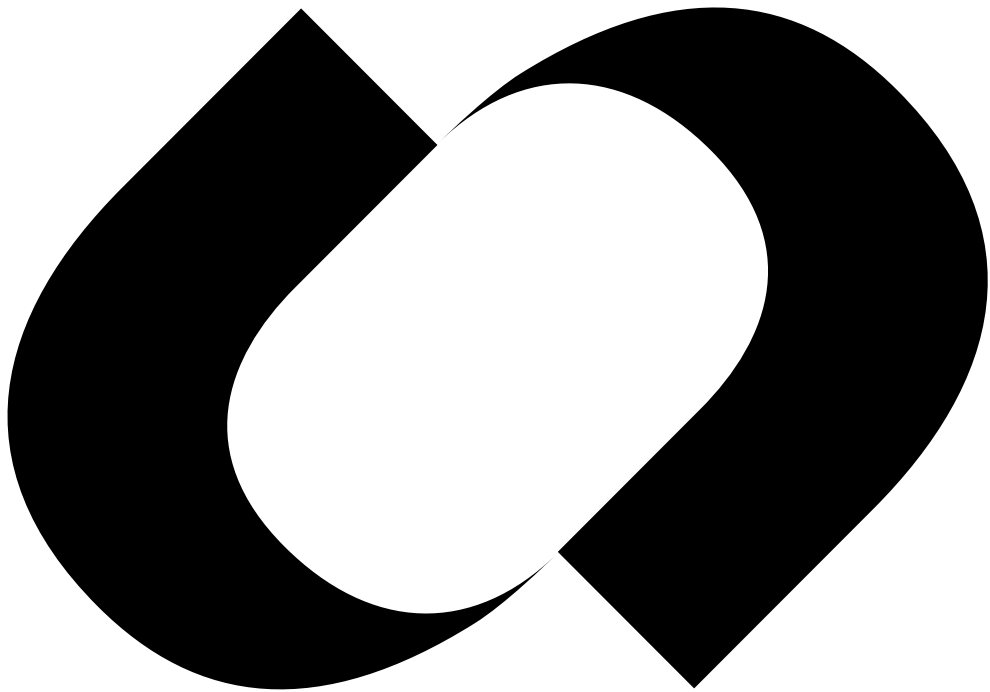
As our most recognizable brand element, our logo merges the precision of blockchain architecture with the clarity of purposeful design. These formal qualities reflect our commitment to building infrastructure that is both powerful and trusted.



The Utila logo is our most visible brand asset and the primary expression of who we are. Consistent, confident application of the logo across all touchpoints ensures a coherent brand presence and reinforces the trust we build with every customer, partner, and stakeholder.



The Utila icon mark is a standalone representation of the brand, derived directly from the proportions and geometry of the full logo. It is reserved for contexts where the full wordmark is not required or where space is limited, such as app icons, favicons, and embossed materials.



Color System

Our primary color palette is built around confidence, clarity, and longevity. The palette is centered around two complementary shades of dark green, paired with white to create a refined, timeless visual identity. The greens evoke trust, financial strength, growth, and stability, reflecting Utila's role, while white brings clarity, balance, and simplicity.

This combination also differentiates Utila from much of the fintech industry, where dark interfaces with bright neon accents have become the standard. By embracing a more grounded and sophisticated color system, the brand conveys reliability, precision, and enduring value while establishing a distinctive presence.

UTILA DARK
PMS BLACK 6 C
CMYK 100 0 6 93
RGB 0 17 16
HEX #001110

UTILA GREEN
PMS 5535 C
CMYK 88 0 6 87
RGB 4 34 32
HEX #042220

UTILA WHITE
PMS 663 C
CMYK 0 0 0 3
RGB 247 247 247
HEX #F7F7F7



The secondary color palette expands the visual system while maintaining consistency with the core brand. It introduces a range of supporting greens, neutrals, and grayscale tones that provide flexibility for UI, data visualization, illustrations, and marketing materials.

These colors are designed to complement the primary palette, creating hierarchy, depth, and contrast without competing with the brand's core identity.



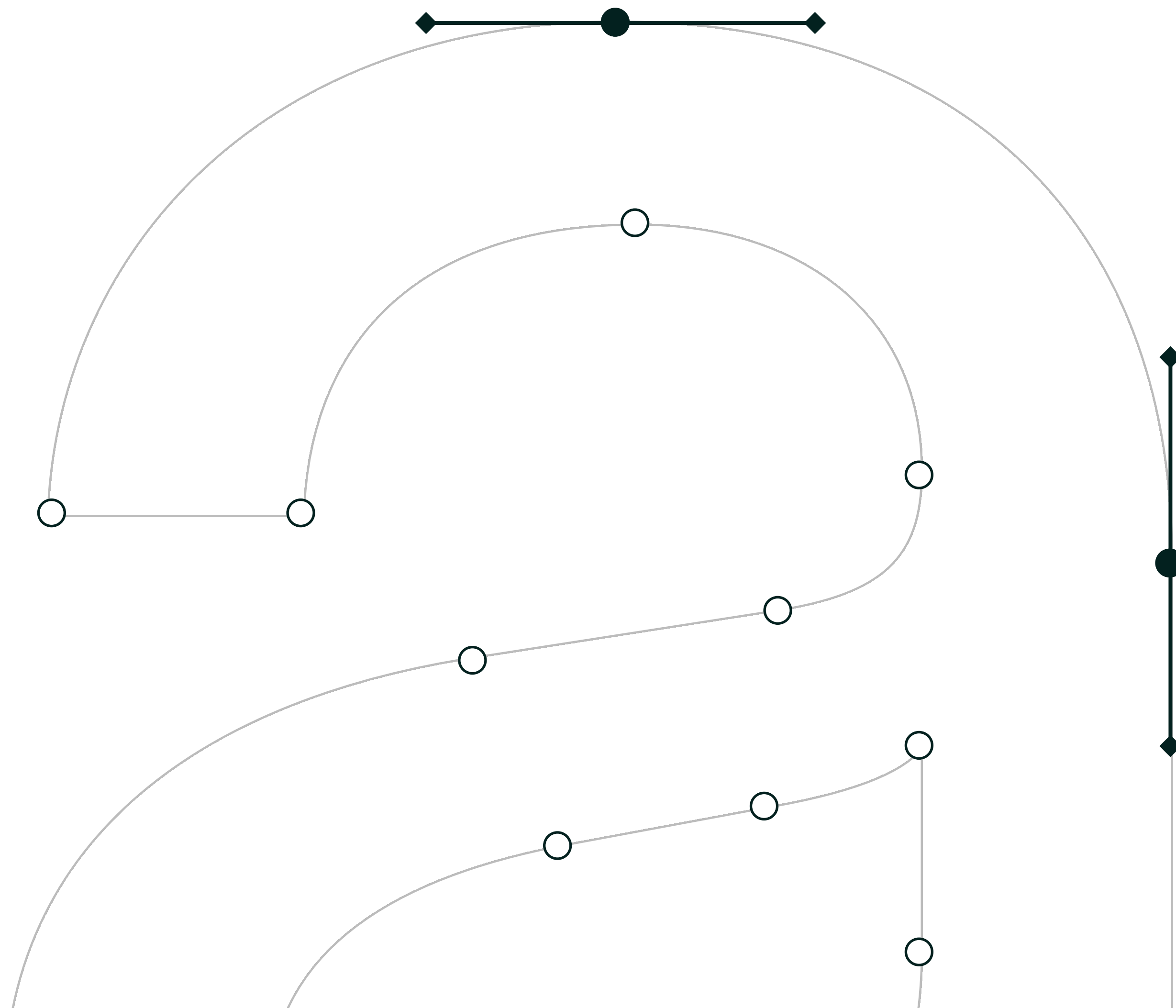
Gradients reflect Utila's forward-thinking approach to digital asset infrastructure. They add depth, dimension, and a sense of momentum, creating a premium visual language that feels modern, secure, and sophisticated.

Across digital products and brand applications, gradients introduce subtle layers and a floating sense of depth, reinforcing Utila's innovative technology while elevating the overall user experience.



Typography

Typography is an essential element of our identity and a powerful tool for achieving consistent expression across all Utila communications.



ABC Diatype is Utila's primary typeface. Selected for its geometric precision, technical clarity, and broad weight range, Diatype brings a contemporary, confident character to all brand communications. It performs with equal strength across digital interfaces and marketing materials.

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz

Diatype a a a



Diatype is available in a range of weights that allow for clear typographic hierarchy across all Utila communications. Each weight serves a defined role, from expressive display settings to dense body copy. Mixing weights intentionally creates contrast and structure without sacrificing cohesion.

Regular

120% LINE HEIGHT -3% LETTER SPACING

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz

MONO

120% LINE HEIGHT -1% LETTER SPACING ALL CAPS

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz





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