

Brand Guidelines.

Foundation, voice, logo, colour, typography, motion,

product cards, co-branding, and trademarks.

FOUNDATION

Why Plutope exists.

Plutope makes self-custody money feel as simple as a bank account. We design for people who want full ownership of their crypto and stablecoins without giving up the everyday experience of cards, transfers, and clear receipts.

Brand pillars

Clarity. Every screen, sentence, and asset should be readable at a glance. If something needs explaining twice, it's wrong.

Confidence. We talk plainly. No hype, no jargon, no "to the moon." Stablecoin rails, on-chain settlement, and global cards — described in normal words.

Craft. Typography, motion, spacing, and copy are part of the product. We treat brand the way we treat shipping code.

Audiences

Consumers buying, holding, spending, and sending crypto and stablecoins. Businesses moving money across borders with stablecoin APIs and issued cards. Press, partners, and designers covering or integrating Plutope.

VOICE

Voice and tone.

Plutope writes like a careful, slightly understated product team. Short sentences. Specific numbers. No exclamation marks except in error states that genuinely warn the user.

Do

- Lead with what the user gets, not what we built.
- Use concrete numbers: "25,000+ assets", "13 chains", "160+ countries".
- Prefer "you" and "your" over "users" and "customers".
- Name the rail (USDC, USDT, Polygon, Base) when it matters.

Don't

- Don't say "revolutionary", "disruptive", or "next-gen".
- Don't promise yields, returns, or financial outcomes.
- Don't use emoji in product copy. Limited use on social only.
- Don't capitalise mid-sentence words for emphasis.

LOGO

Logo.

The Plutope wordmark is the primary identity. The mark — the rounded P — is used where the wordmark won't fit: app icons, favicons, social avatars, and small product placements.

Clear space

Keep a margin equal to the height of the "P" on every side of the wordmark and the mark. Nothing — text, imagery, edges of containers — enters this space.

Minimum size

Wordmark: 80 px wide on screen, 20 mm wide in print. Mark: 24 px on screen, 8 mm in print.

Don't

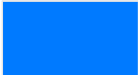
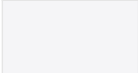
- Don't rotate, stretch, recolour, or outline the logo.
- Don't apply shadows, gradients, or effects.
- Don't place the logo on busy photography without a solid plate behind it.
- Don't recreate the logo in a different typeface.

COLOUR

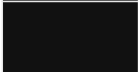
Colour.

Plutope uses an extremely restrained palette: white surfaces, black ink, and a single blue accent. Everything else is a neutral grey scale. This is deliberate — colour is a signal, not decoration.

Core palette

	Name	HEX	Usage
	Plutope Blue	#007AFF	Accent. Links, primary CTAs, focus states, key marks.
	Ink	#0A0A0A	Primary text and foreground on light surfaces.
	Surface	#FFFFFF	Default background, cards, and content surfaces.
	Surface raised	#F5F5F7	Subtle elevation, code blocks, inert chips.
	Mute	#6B6B6B	Secondary text, captions, eyebrow labels.
	Line	#E5E5E5	Hairline borders, dividers, table rules.

Dark surfaces

	Name	HEX	Usage
	Dark ground	#000000	Dark-mode background and full-bleed sections.
	Dark surface	#111111	Cards and panels in dark mode.
	Dark line	#2E2E2E	Borders and dividers in dark mode.

Plutope Blue (#007AFF) is the only chromatic accent. Do not introduce additional brand colours without written approval from press@plutope.io.

TYPOGRAPHY

Typography.

Plutope uses a system-native sans-serif on the web (SF Pro on Apple platforms, Segoe UI on Windows, Inter as a fallback) and Helvetica Neue in print and PDFs. The brand never uses serif or display-script typefaces.

Type scale (web)

Token	Size	Leading	Use
Display	72 / 56 / 44 px	1.02	Hero headlines
H1	40 / 32 px	1.06	Section headings
H2	24 px	1.2	Sub-sections
Body	17 px	1.55	Paragraph copy
Small	14 / 13 px	1.5	Captions, meta
Eyebrow	12 px, uppercase	1.2	Section labels, tracking +0.08em
Mono	13 px	1.4	Numbers, code, technical detail

Tracking

Headings: -0.03em. Body: 0. Eyebrow: +0.08em, uppercase. Never letter-space lowercase body copy.

MOTION

Motion.

Motion in Plutope is short, confident, and never decorative. Defaults:

- Duration: 180–240 ms for UI, 320–480 ms for hero reveals.
- Easing: cubic-bezier(0.2, 0.8, 0.2, 1) for entries, ease-out for exits.
- Travel: 8–16 px for micro-interactions, never more than 24 px.
- Always respect `prefers-reduced-motion` — collapse to opacity or no motion at all.

Don't

- Don't bounce, spring, or overshoot.
- Don't loop motion in marketing pages once the section has settled.
- Don't use parallax on body content.

PRODUCT

Product cards.

Plutope issues three card tiers: Core, Plus, and Private. Card art is owned brand IP and may only be used in editorial and partner contexts.

Tier	Cashback	Network	Notes
Core	0.5%	Mastercard / Visa	Entry tier, available in 160+ countries
Plus	1%	Mastercard / Visa	Mid tier, includes travel benefits
Private	2%	Mastercard / Visa	Top tier, metal card, concierge

Cashback rates, supported networks, and benefits are subject to change. Always check plutope.io/cards before publishing.

CO-BRANDING

Co-branding.

When pairing Plutope with a partner mark, present both logos at equal visual weight, separated by a vertical hairline at 50% opacity of the Line colour (#E5E5E5). Place the Plutope wordmark on the left in left-to-right languages.

Approvals

All co-branded assets must be approved by press@plutope.io before publication. Allow three working days.

LEGAL

Trademarks and legal.

"Plutope", the Plutope wordmark, and the Plutope mark are trademarks of Plutope. Use of these marks requires written permission outside of editorial coverage. Editorial use is permitted under fair-use principles provided the marks are not altered and are not used in a way that implies endorsement.

Boilerplate description

Plutope is a self-custody wallet, exchange, and card platform. Buy, hold, send, and spend 25,000+ crypto assets and stablecoins across 13 chains. Plutope cards are accepted in 160+ countries with cashback of up to 2%. Plutope is built on stablecoin rails and serves both consumers and businesses.

Contact

Press, partnerships, and brand approvals: **press@plutope.io**

General support: **support@plutope.io**

Web: **plutope.io**