



 **NUVA**



Brand Guide

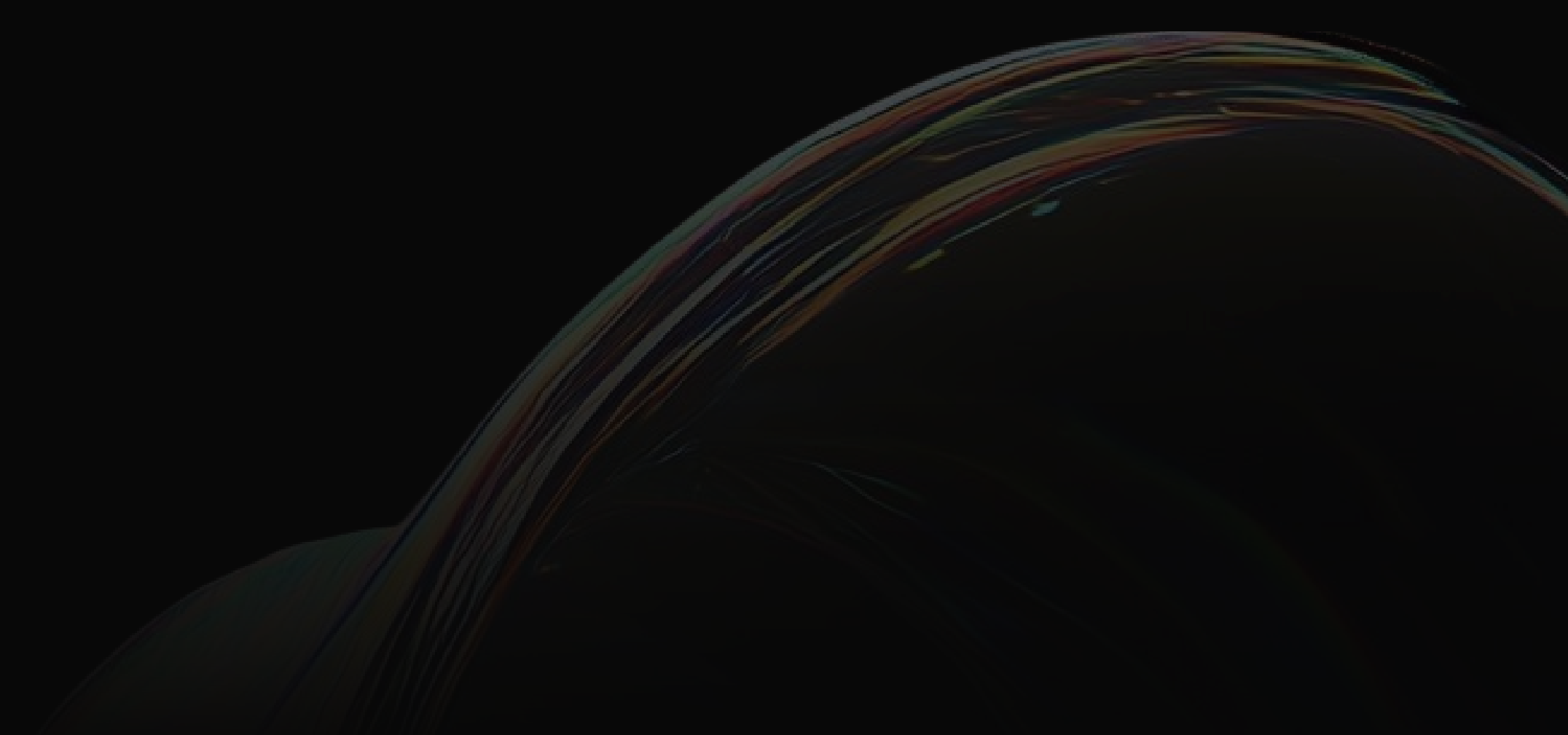
V 2.0

Strategy



Our brand strategy underpins the way our brand looks and sounds whilst defining a clear direction forward.

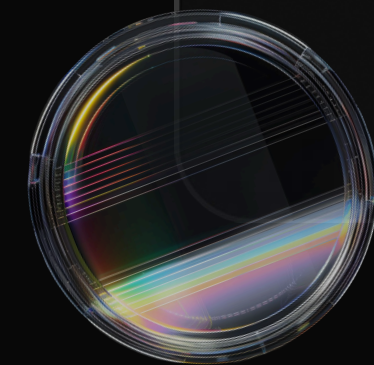
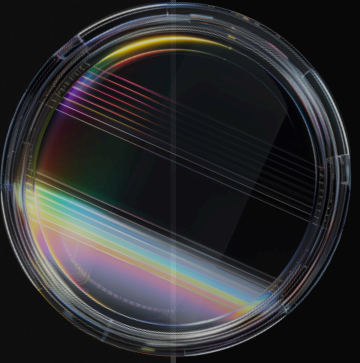
The following pages provide a strategic overview, which should be kept in mind when starting any new creative work for NUVA.



Vision

Our vision is the reason we exist.
It articulates why we do what we do and
the fundamental goal that motivates us
beyond profit.

**Making real-world
assets accessible in a
truly decentralized
economy.**

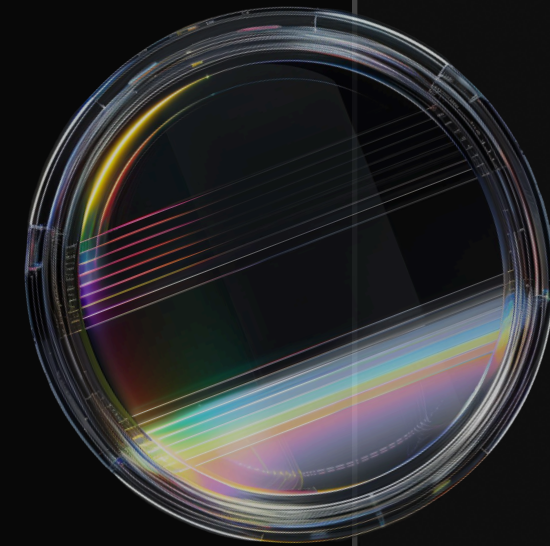


Mission

Our mission is what we do every day to achieve our goals as a company. It's a practical, down-to-earth articulation of what we're about.

We are in a mission to redefine finance by removing the friction of traditional systems.

Creating a transparent, innovative blockchain vault marketplace where real-world assets become tangible, accessible, and where everyone, from individual investors to global institutions, shares in the success of a truly decentralized economy.

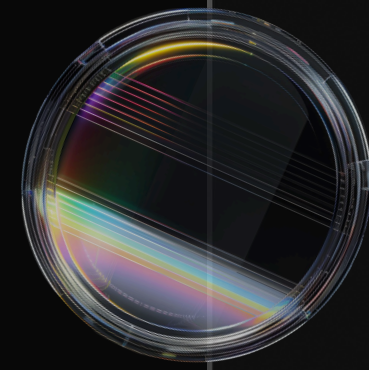


Value Proposition

Our value proposition is a short statement that answers the question: What is NUVA's and what do we do?

We are in a mission to redefine finance by removing the friction of traditional systems.

Creating a transparent, innovative blockchain vault marketplace where real-world assets become tangible, accessible, and where everyone, from individual investors to global institutions, shares in the success of a truly decentralized economy.



Personality

Our personality defines how we look, sound and behave as a brand. It informs the feel of our visual communications as well as the tone of our verbal expression.

Transformative Force



Transparent

Grounded

Fluid



Institutional precision. DeFi fluency. Human clarity.

One voice that earns trust from a treasury manager and a power user on the same page.

Pillar 1

**Confident,
not cocky**

We state facts, cite mechanisms, and let the asset quality speak. We don't hype.

Pillar 2

**Transparent,
not verbose**

Risk, structure, liquidity, we surface them clearly. Brevity is respect for the reader's time.

Pillar 3

**Sharp, not
cold**

Precise language with warmth underneath. Finance doesn't have to feel like a terms-of-service.

Pillar 4

**Accessible, not
dumbed down**

We explain clearly without condescending. The DeFi native and the newcomer both feel respected.

Pillar 5

**Institutional-
grade, not
stuffy**

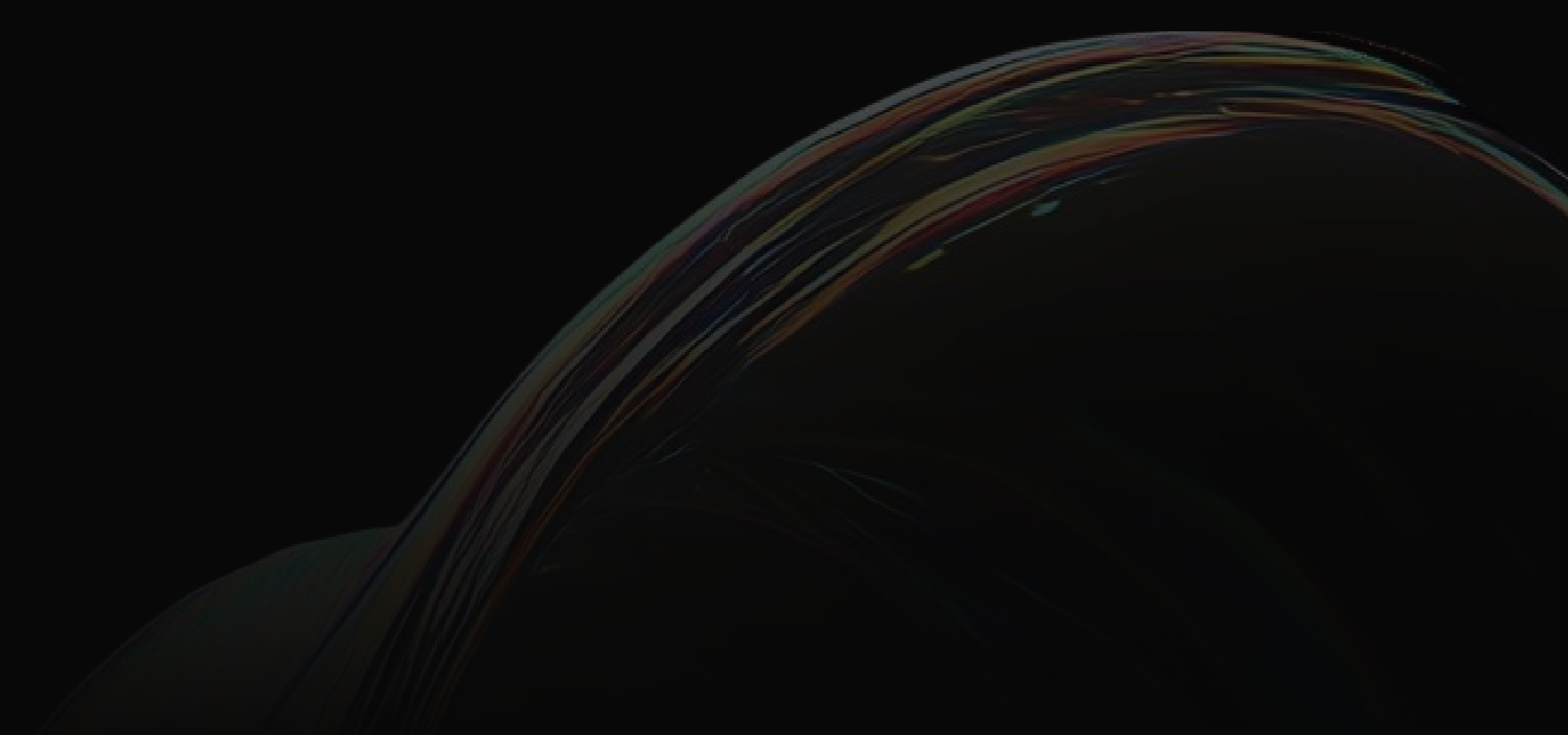
Serious enough for a CFO. Forward enough for a DeFi native. Never sounds like a whitepaper.



Logo



Our logo is the visual cornerstone of our brand identity. It represents who we are, what we stand for, and leaves a lasting impression.



Logo

Our logo is one of our most important brand assets. It appears to be modern and dynamic, representing our transformative force personality. We pair this with a uppercase sans serif typeface that feels approachable and welcoming.

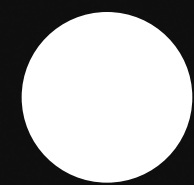
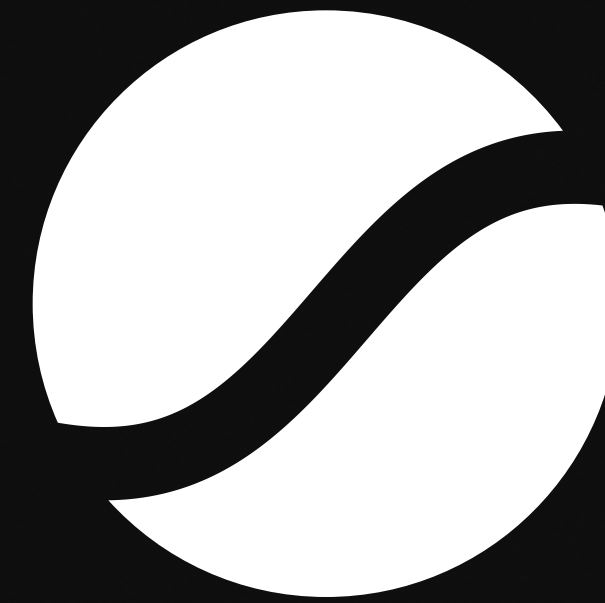
It's distinctive, unique and bold signifier of NUVA. We always treat our logo with the respect it deserves.



Logo breakdown

Our brand symbol brings to life our brand idea: fluid & transparent, visualizing NUVA as this intelligent engagement engine:

Continuously analyzing user behaviors, preferences, and engagement journeys, producing precise insights that drive personalized recommendation and boost user retention.



Circle

completion, continuity, and universal access



+ Left Half

The tangible world assets.



+ Curved Line

Liquidity, transformation, and transparency.



+ Right Half

The transformed RWAs



Logo lockups

Designed for different uses, we have three kinds of logo lockups:

01 Horizontal – Our main and most favored lockup, versatile across applications.

02 Vertical – A secondary lockup used when width is limited.

03 Symbol – A simplified version designed for small sizes, such as avatars.

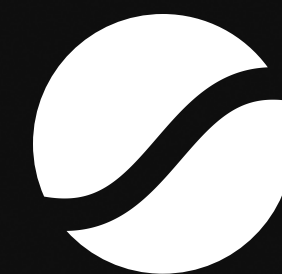
01



02



03



Horizontal logo clear space

Clearspace: To look its best, our logo needs space to stand out. We have defined parameters, defined by the height of the wordmark. Make sure no other elements encroach on this clear space. Our logo's clear space also defines the minimum margin size of our applications when it is used.

Minimum size: To make sure our logo is always legible, we never display it smaller than 128px / 23mm in width.



Horizontal logo colors

We have two color ways for our logo white and raisin black. Where possible we always use our logo in these combinations

01 White

02 Raisin Black

01



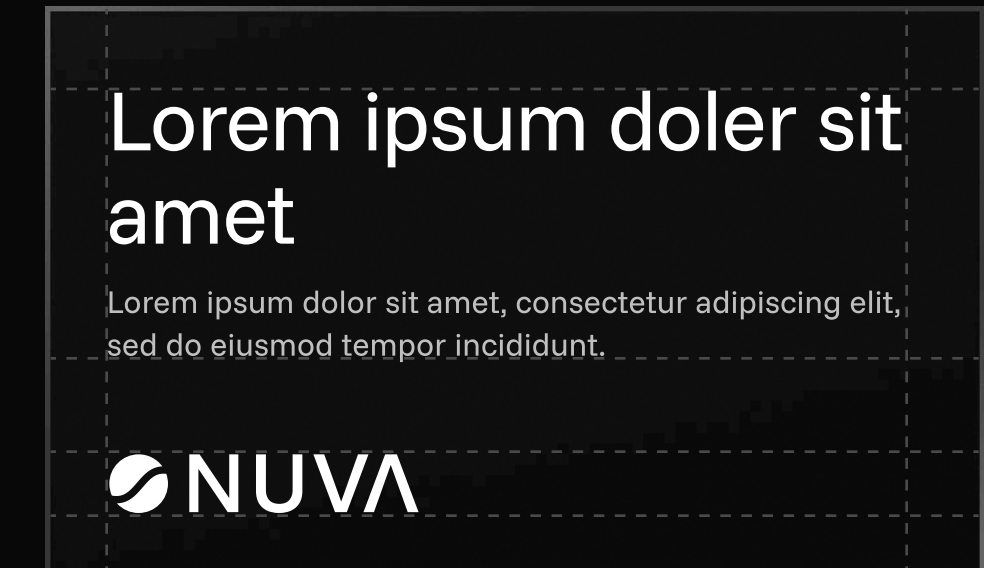
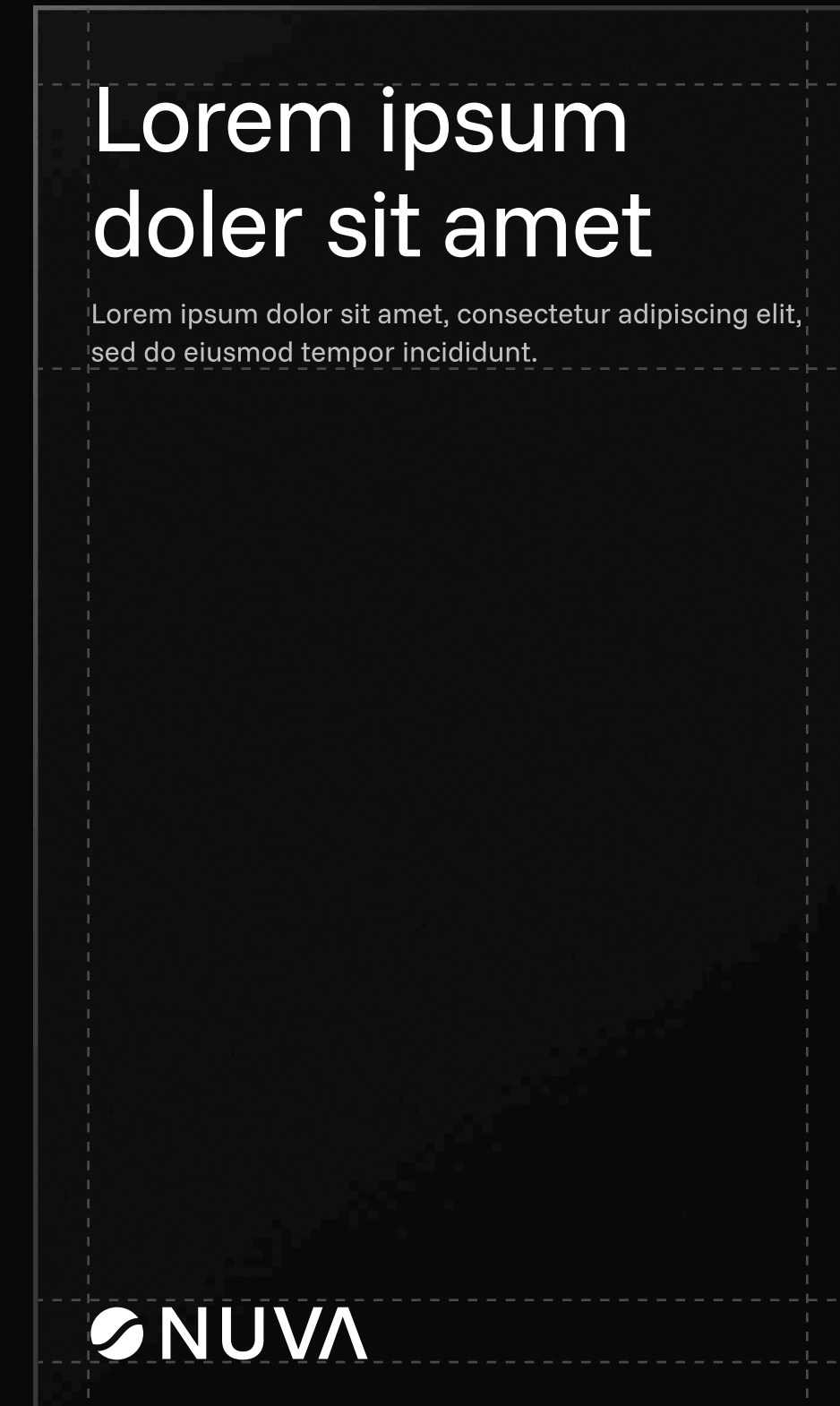
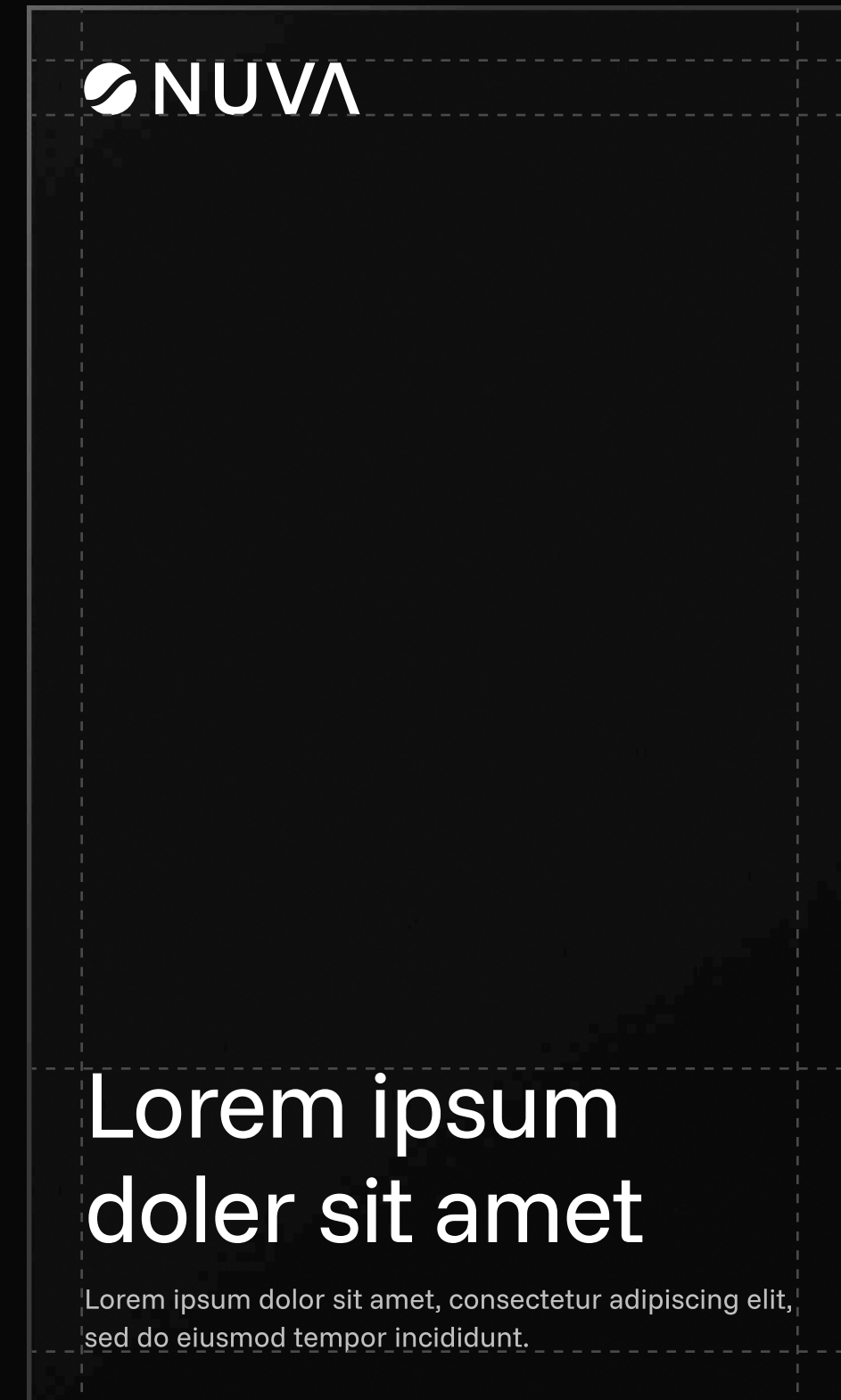
02



Horizontal logo Placement & alignment

The location of our logo depends on the type of communication. When in combination with other content, our logo is positioned either in the top left or bottom left corner. Commonly messaging is also aligned with the logo too.

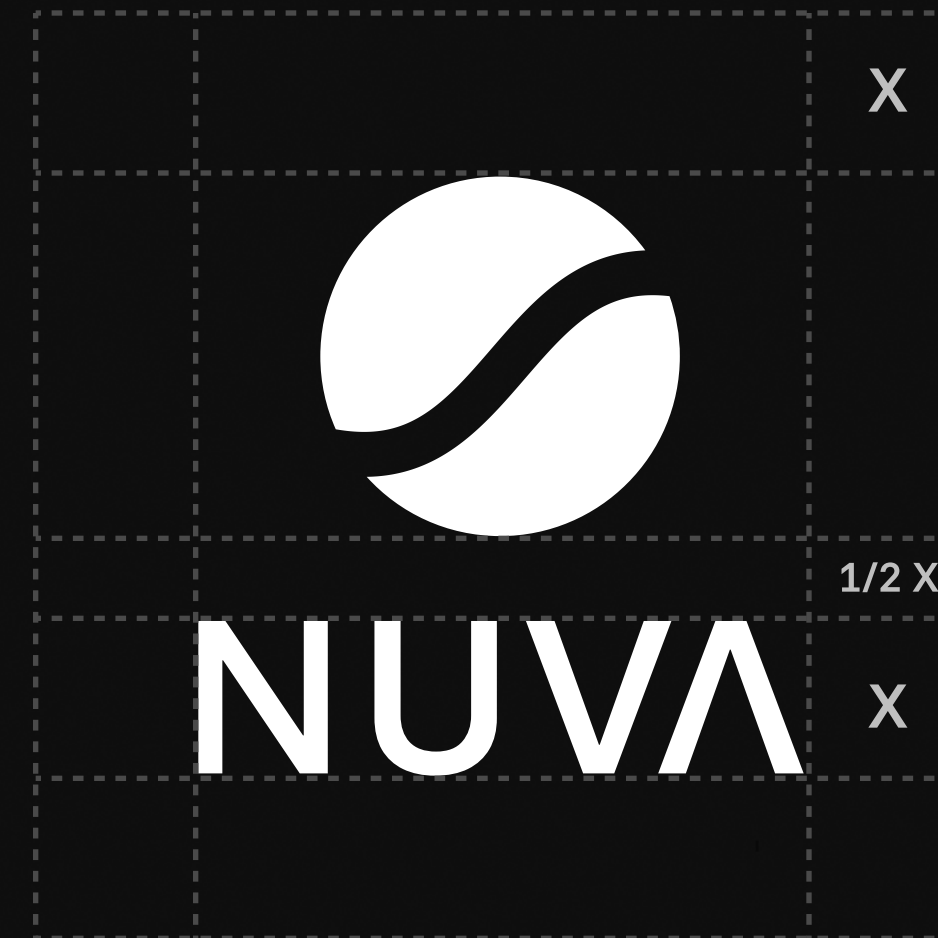
The exception to this rule is when the logo is used on its own, then it is positioned centrally.



Vertical logo Clear space & size

Clearspace: To look its best, our logo needs space to stand out. We have defined parameters, defined by the height of the wordmark. Make sure no other elements encroach on this clear space. Our logo's clear space also defines the minimum margin size of our applications when it is used.

Minimum size: To make sure our logo is always legible, we never display it smaller than 100px/ 12mm in width.



Vertical logo colors

We have two color ways for our logo white and dark blue. Where possible we always use our logo in these combinations.

01 White

02 Raisin Black

01



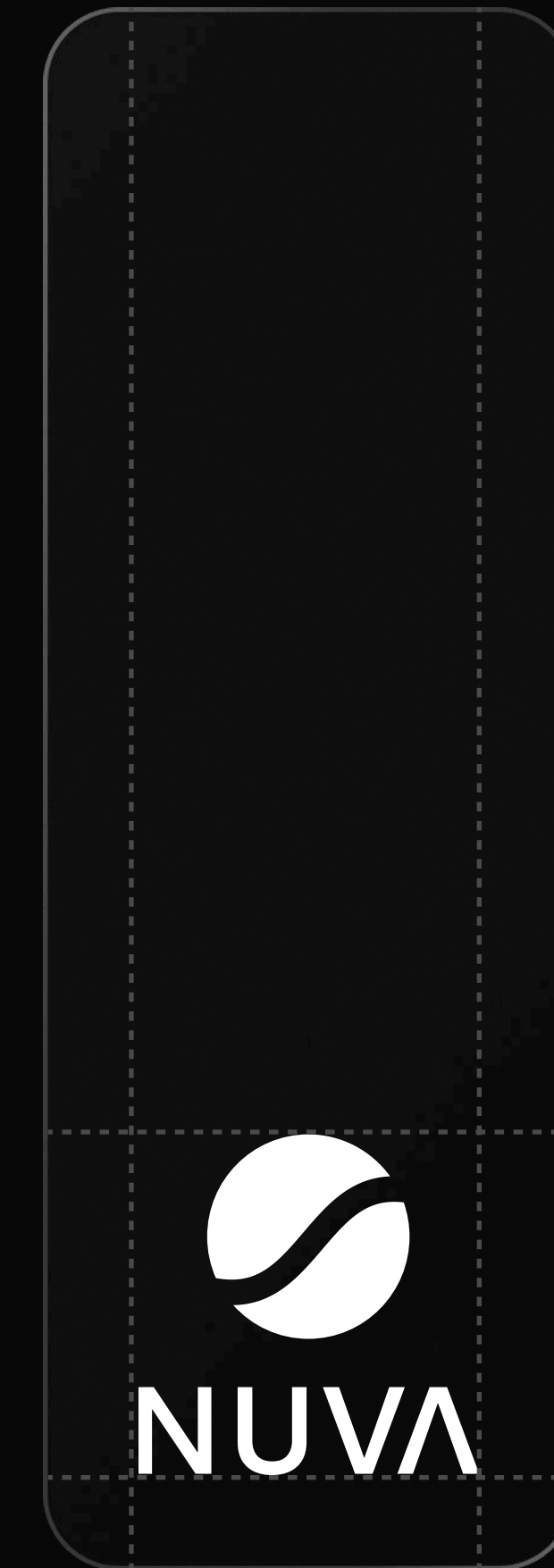
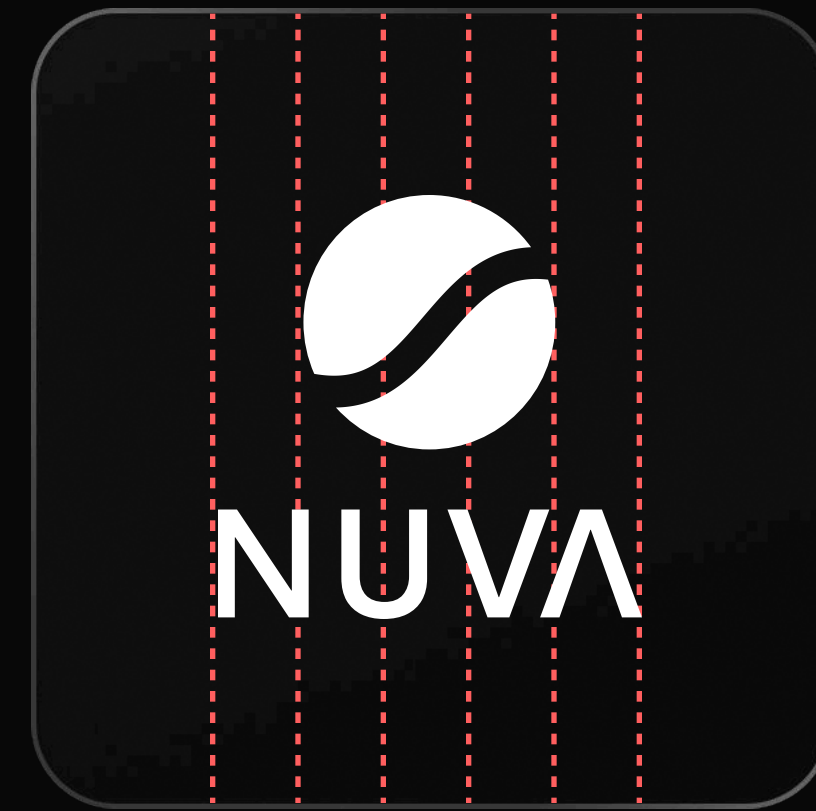
02



Vertical logo Placement & alignment

In instances where horizontal space is limited or very narrow, we use the vertical logo lockup.

In special cases, the vertical logo lockup may also be used as a profile icon when showcasing the full logo. However, this is not recommended for readability reasons



Logo misuse

Our logo was designed and crafted with rigorous standards, so we should always treat it with respect. Here are some examples of how not to use it.

1 Don't stretch or distort the logo.

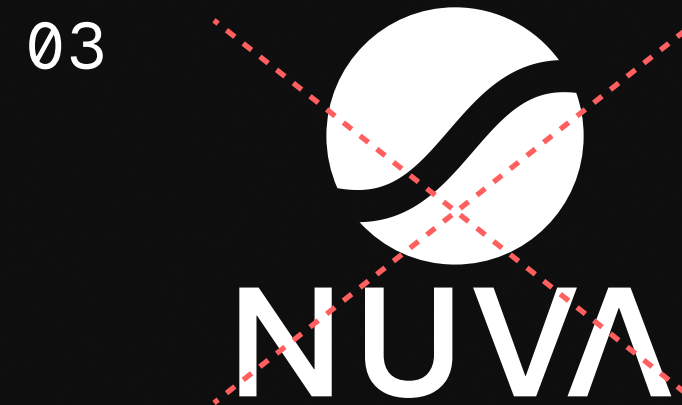
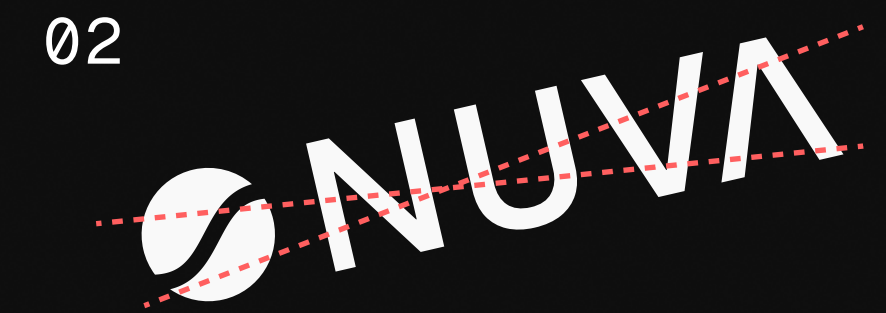
2 Don't rotate or mirror the logo.

3 Don't change the wordmark and symbol relationship.

4 Don't set the wordmark and symbol in different orientation.

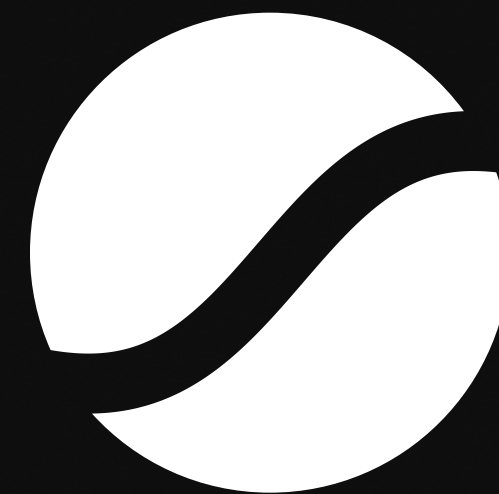
5 Don't put the logo in any color other than the ones mentioned in this document.

6 Don't customize or add any additional element to the logo.



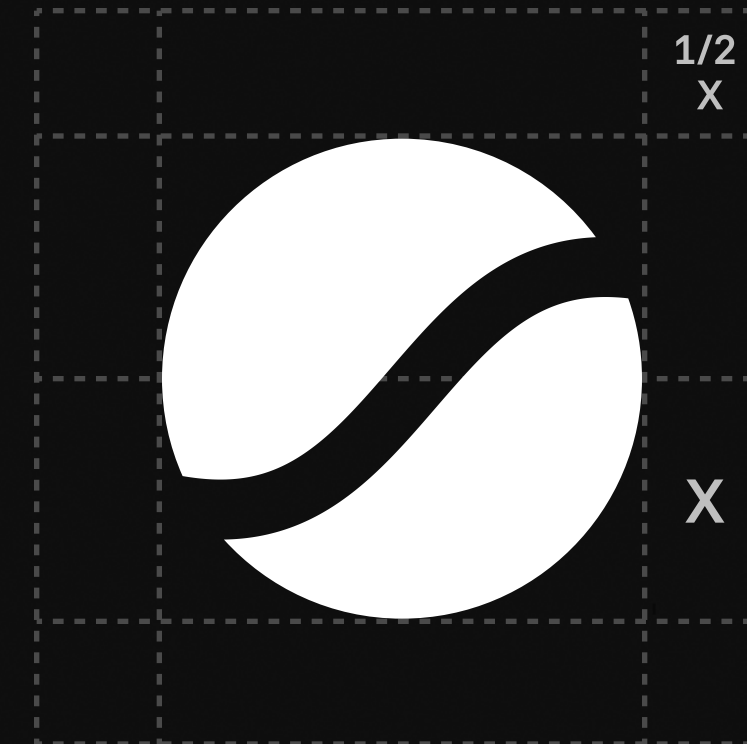
Symbol

Alongside our logo, we also use the symbol on its own. This is ideal for instances where the logo has already been shown but brand presence is still needed (such as the bottom of this page), or when space is limited and the full logo won't fit.



Symbol clear space

Our symbol needs space to shine. Its clear space, defined by its height, ensures no elements encroach on it and sets the minimum margin size for applications.



Primary symbol
minimum size



35px

Favicon symbol
minimum size



16px



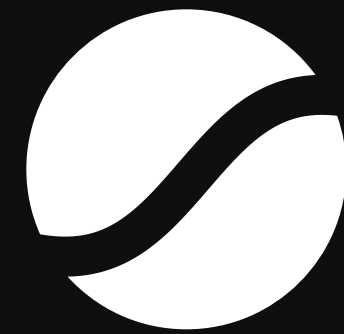
Symbol colors

We have two color ways for our symbol white and dark blue. Where possible we always use our logo in these combinations.

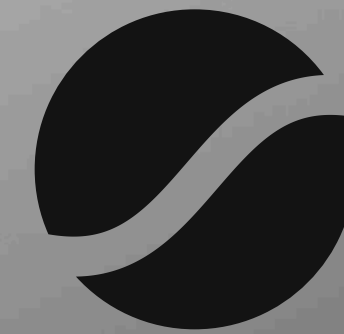
01 White

02 Raisin Black

01

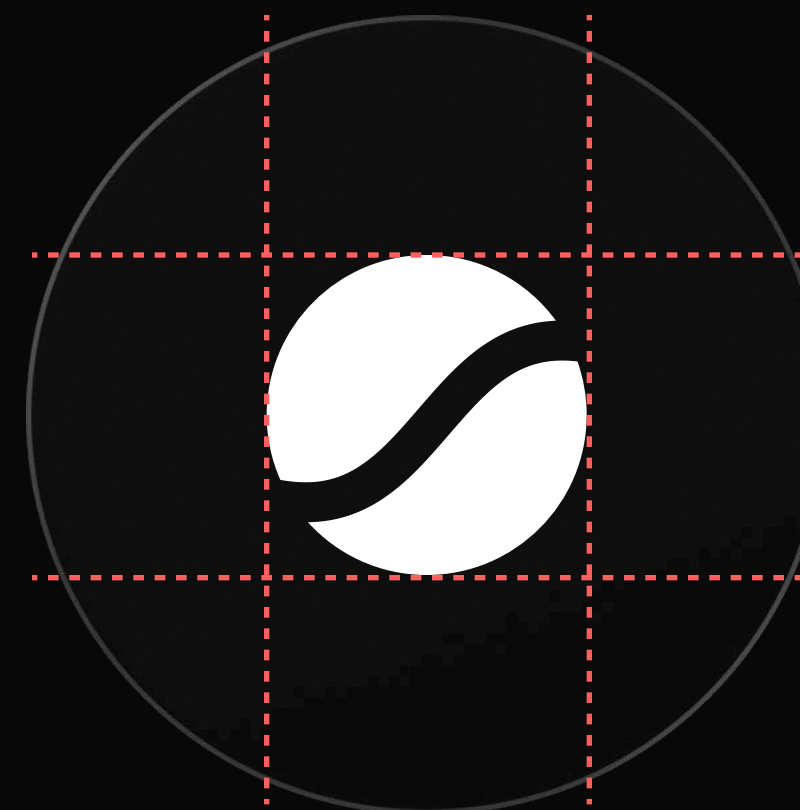
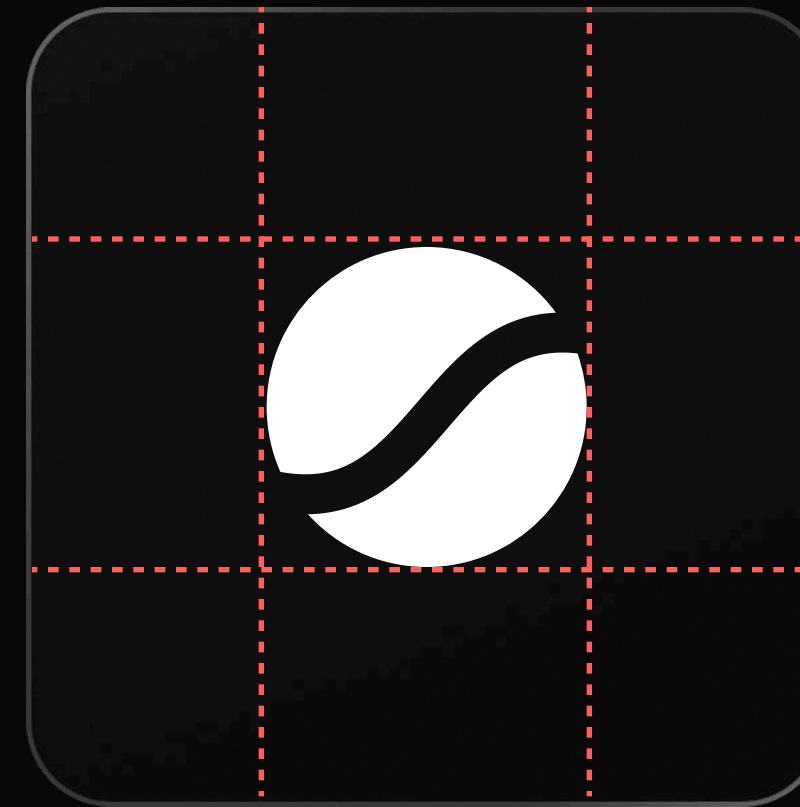


02



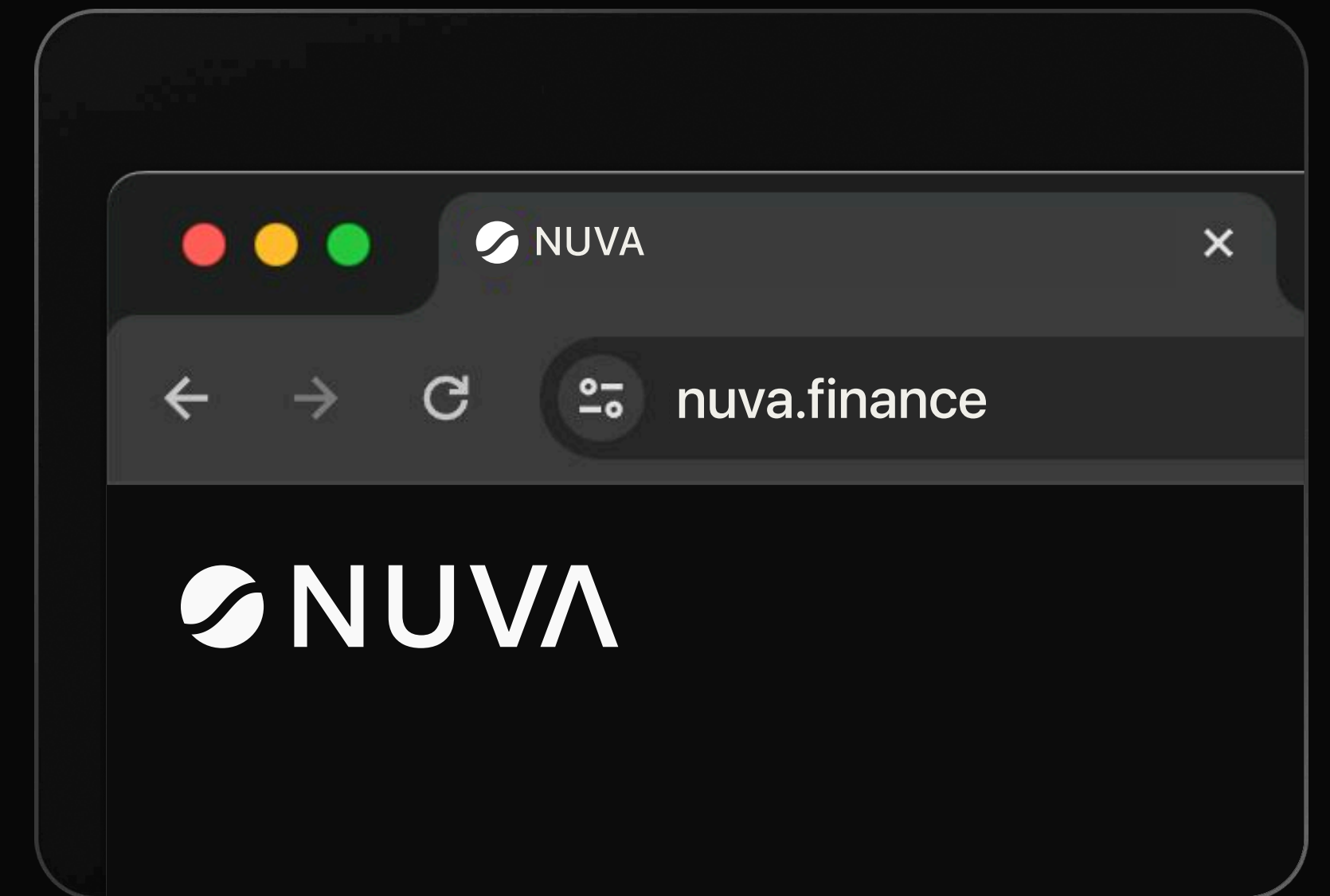
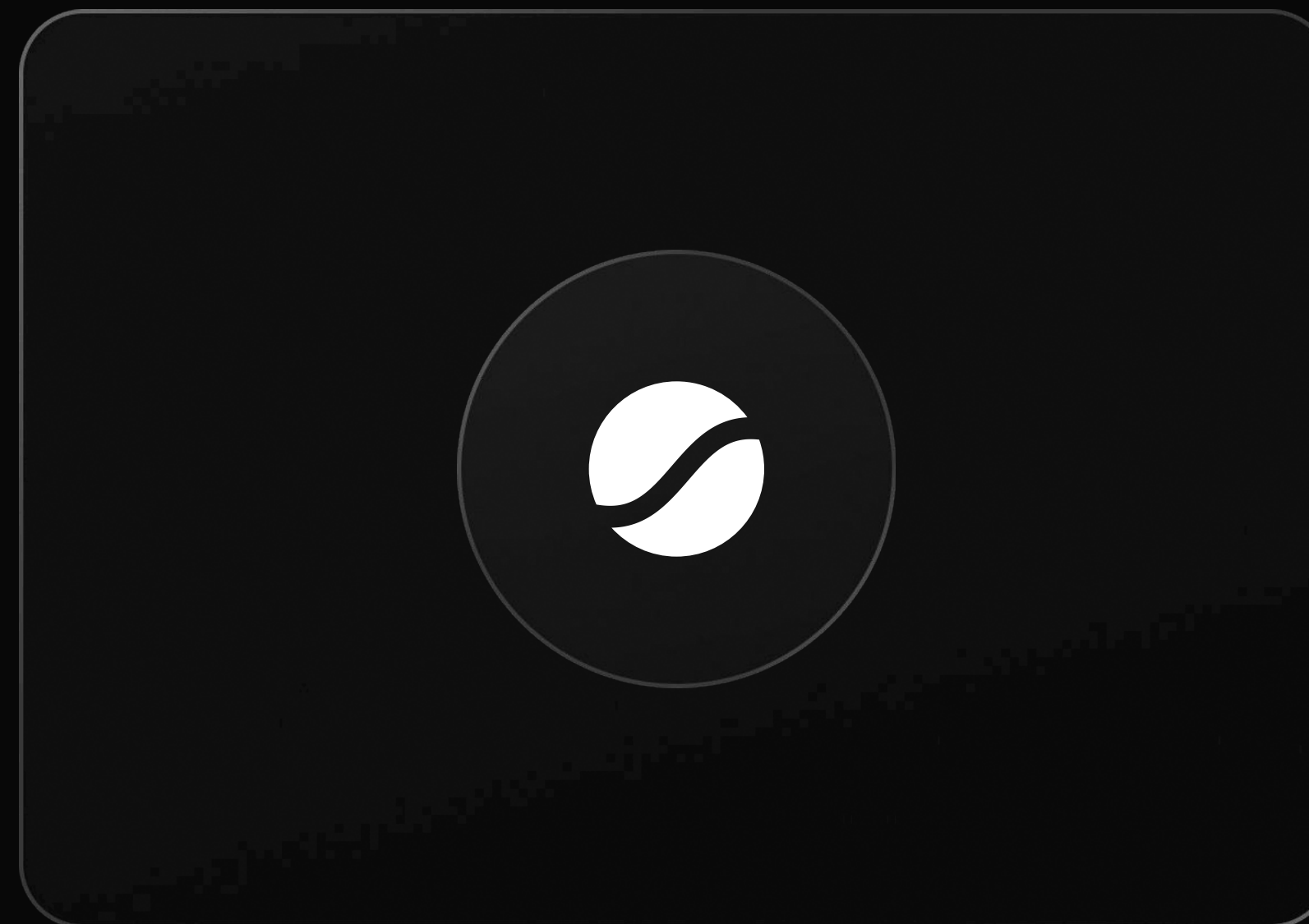
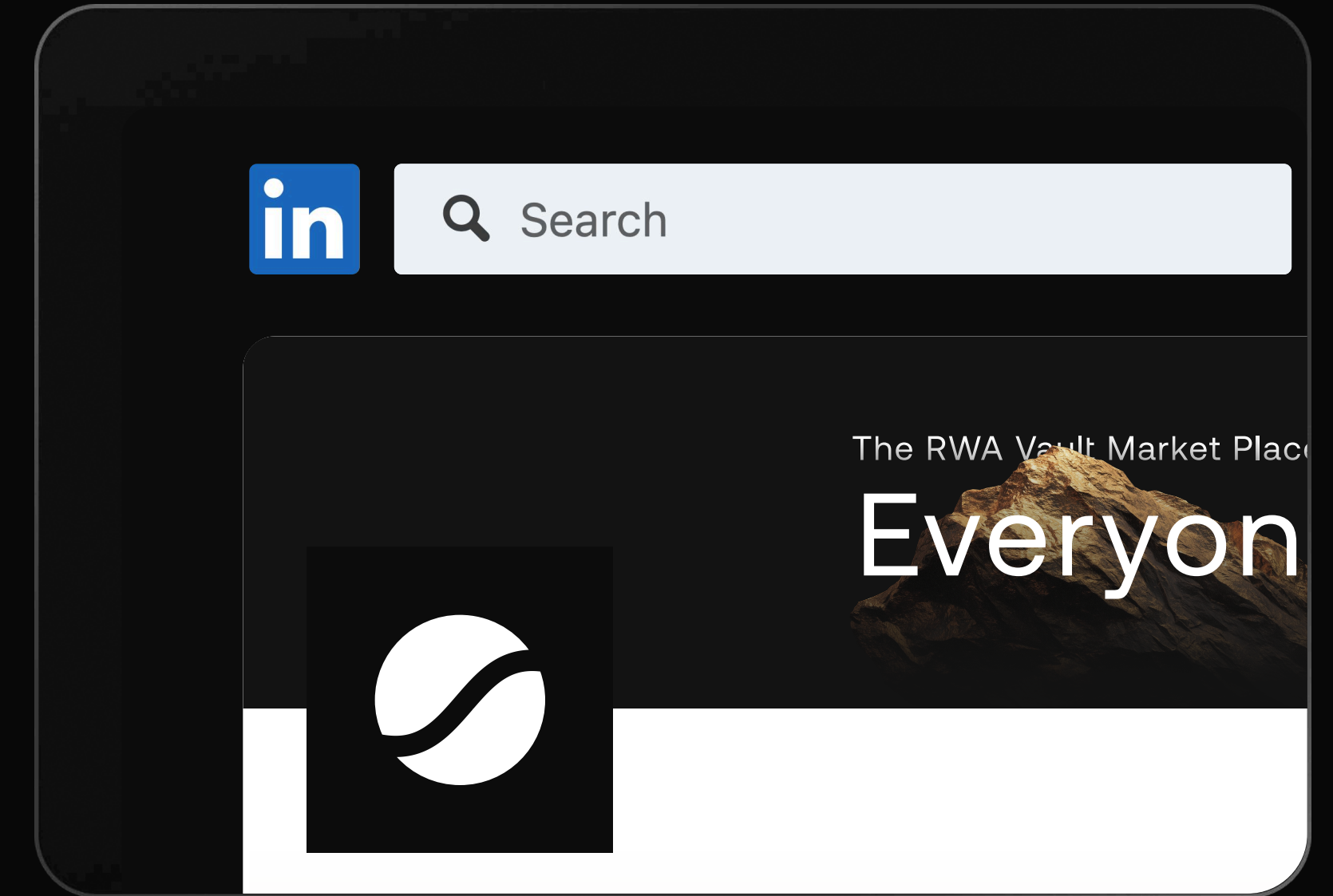
Symbol colors

Depending on the avatar shape our symbol will need to be centered differently. In a square we center it to 45% of the width. In a circle it should be optically centered to 55% of the width.



Symbol use

We use our symbol predominantly in lieu of our logo in situations where the space is small and our name is already present.



Symbol misuse

Our symbol was designed and crafted with rigorous standards, so we should always treat it with respect. Here are some examples of how not to use it.

1 Don't stretch or distort the symbol.

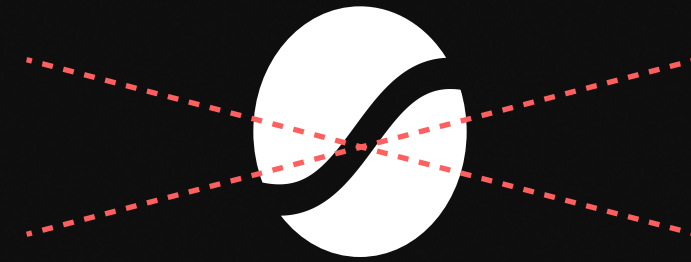
2 Don't rotate or mirror the symbol.

3 Don't customize the symbol.

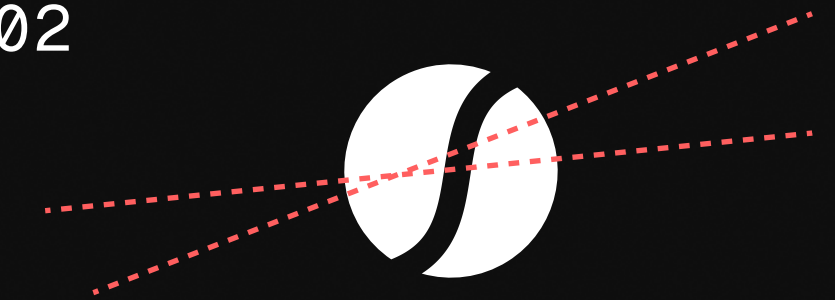
4 Don't put the symbol in any color other than the ones mentioned in this document.

5 Don't customize or add any additional element to the symbol.

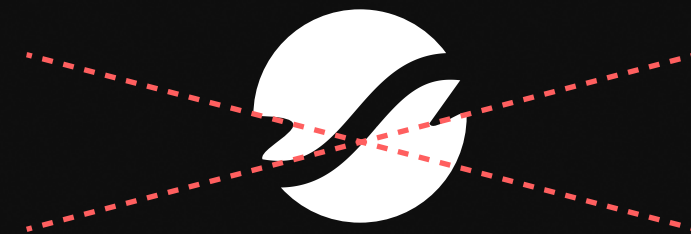
01



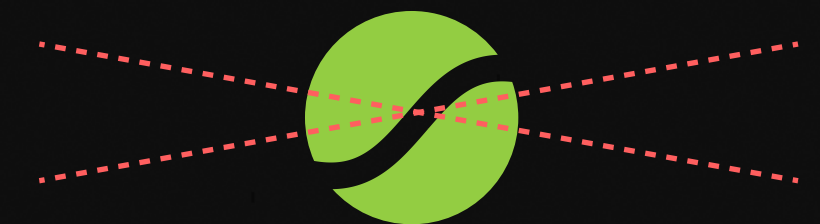
02



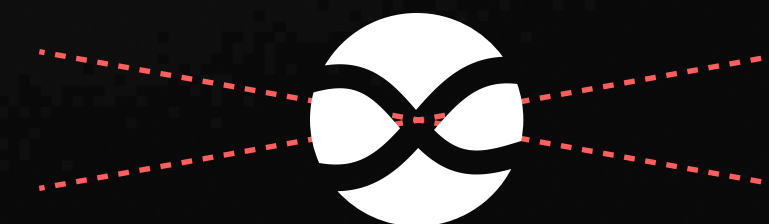
03



04



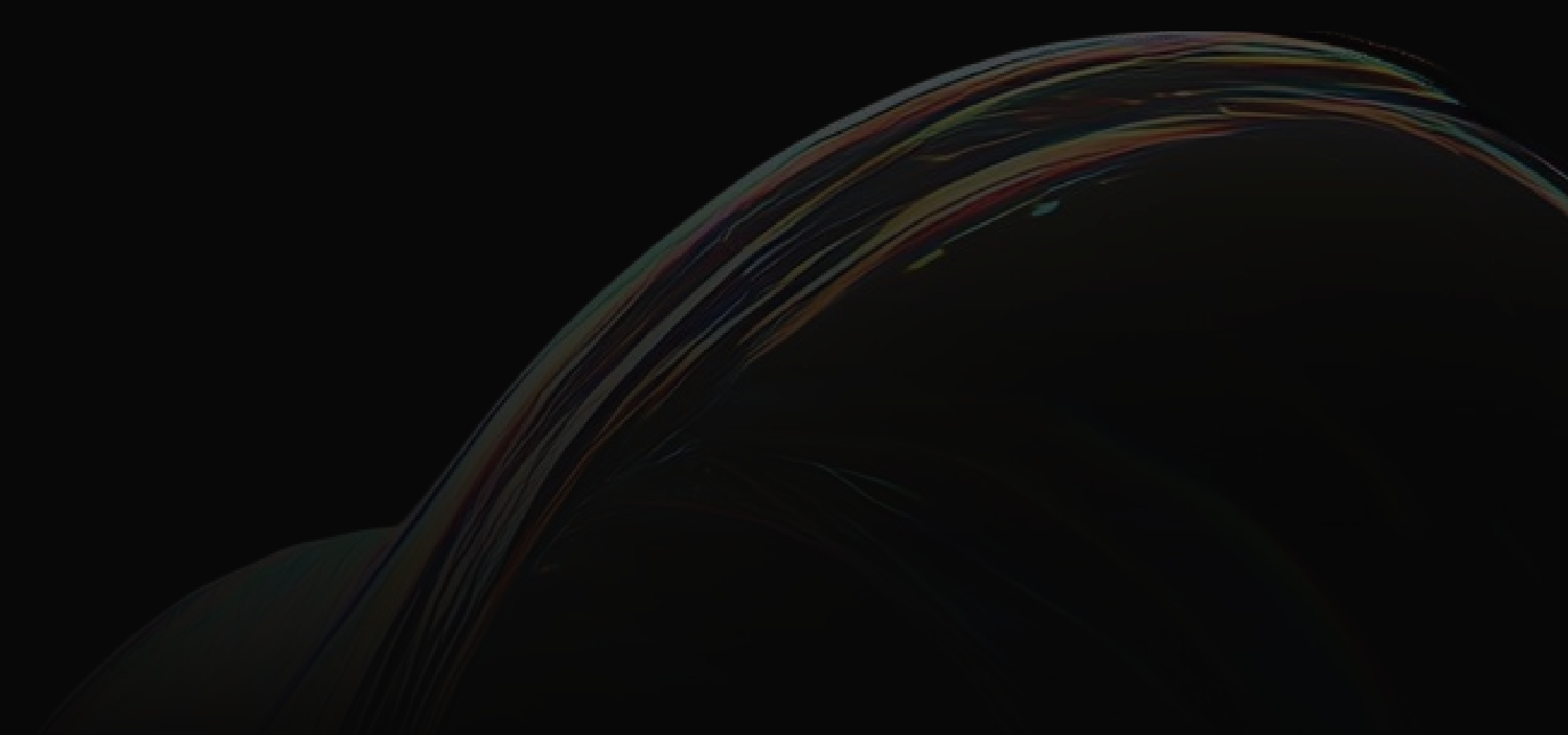
05



Colors



Colors evoke emotions, convey messages, and establish brand recognition. Whether it's online, in print, or in any other medium, using our colors consistently is key to creating a cohesive and memorable brand experience.

The bottom of the page features a series of overlapping, curved brushstrokes in various colors, including shades of blue, green, yellow, and red, set against a dark background.

Lead Smoky Black

Inspired by our previous brand color, our smokey black is modern, welcoming and confident.

It appears professional, clean and stands out against the more traditional blacks in our competitor space.

Smokey Black
RGB (13, 13, 13)
HEX #080808

**This is our smokey black,
it is our lead color.**



Main Colors

Our main colors are used for main purposes as typographies and surfaces.

Woodsmoke
RGB (20, 20, 20)
HEX #141414

Raisin Black
RGB (32, 32, 32)
HEX #202020

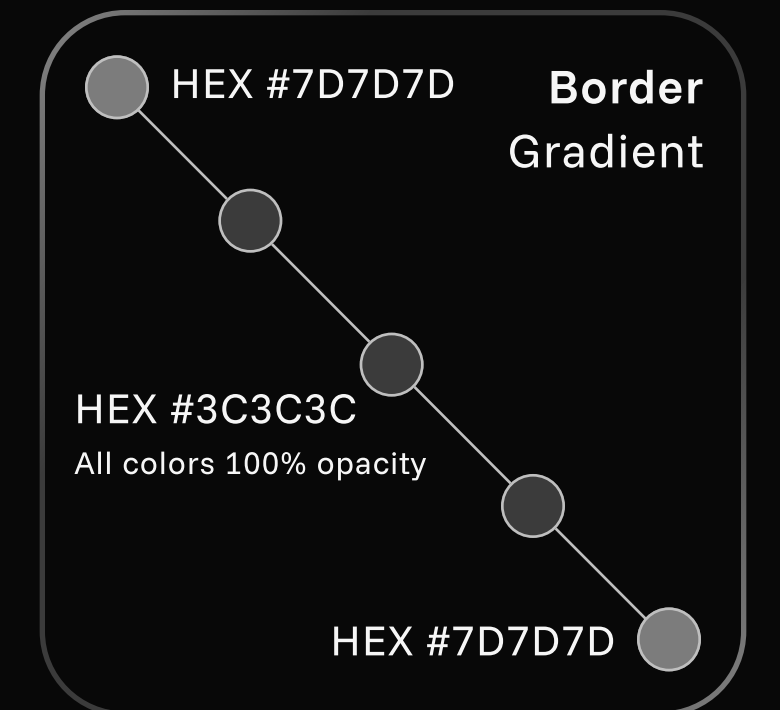
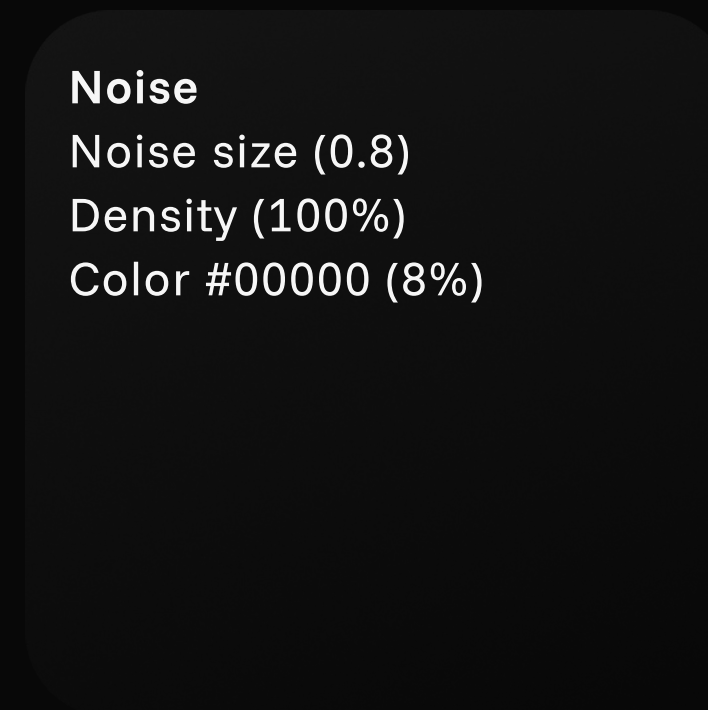
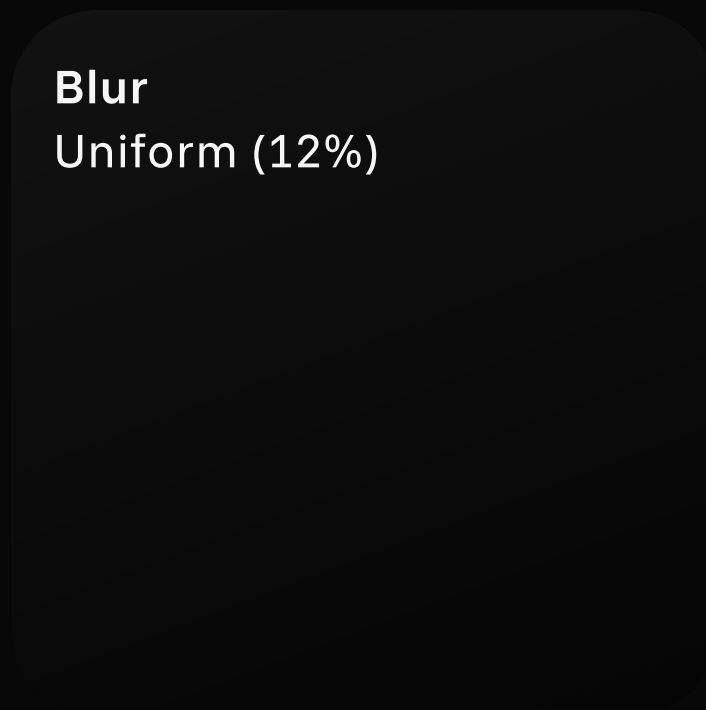
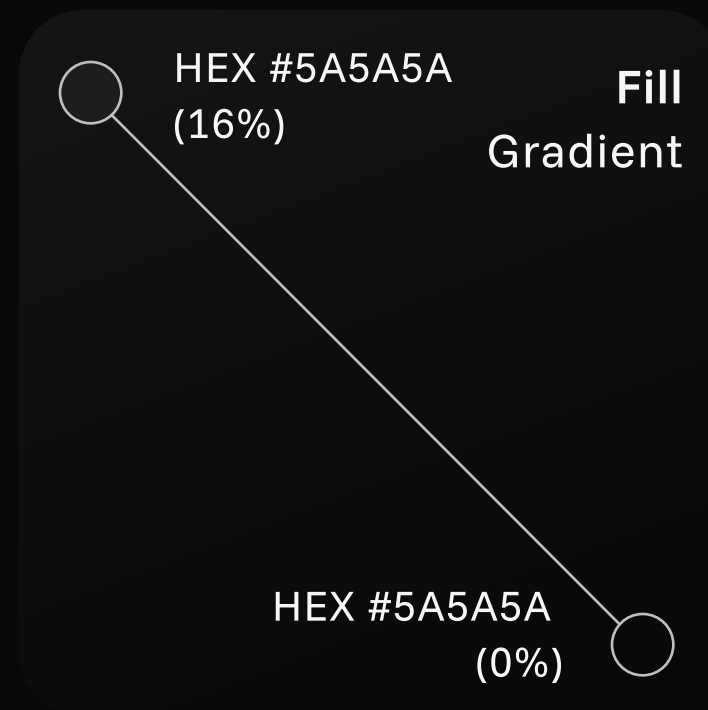
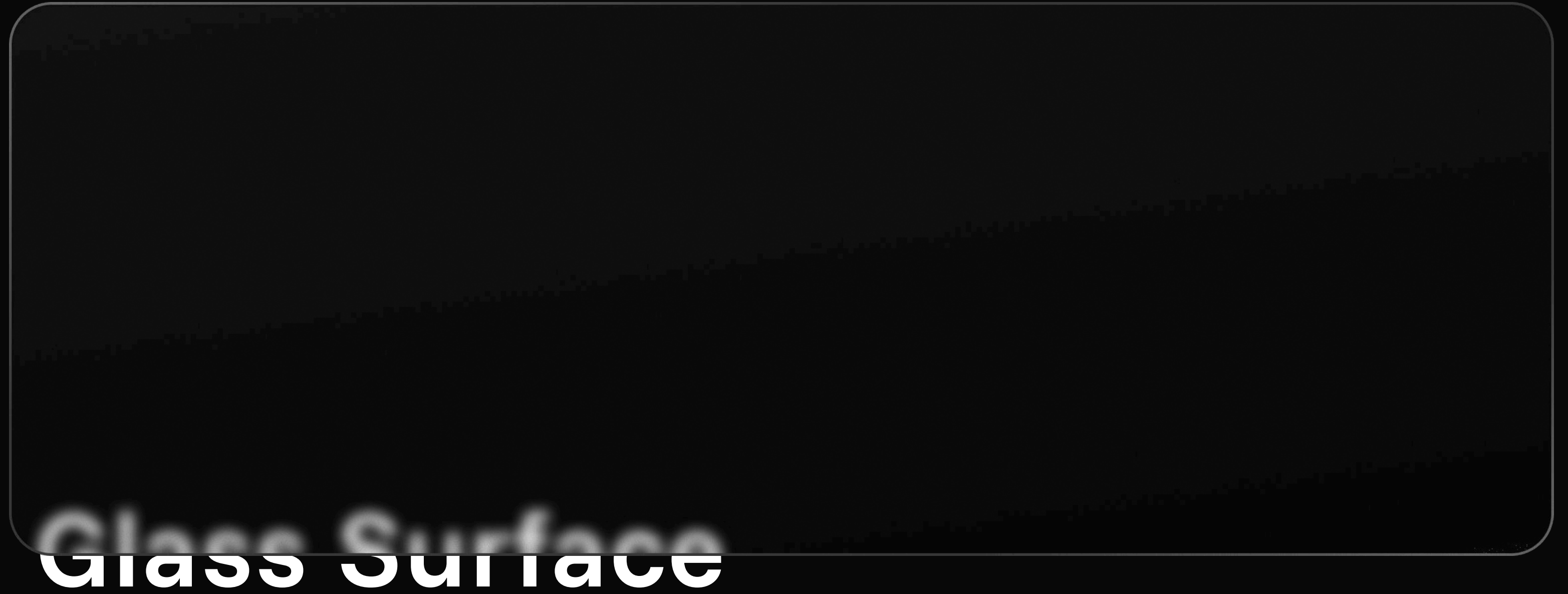
Argent
RGB (191, 191, 191)
HEX #BFBFBF

Cultured
RGB (20, 20, 20)
HEX #F7F7F7



Main glass surface

Our glass surface is mainly used in all our components, containers and card that we want to highlight using it.

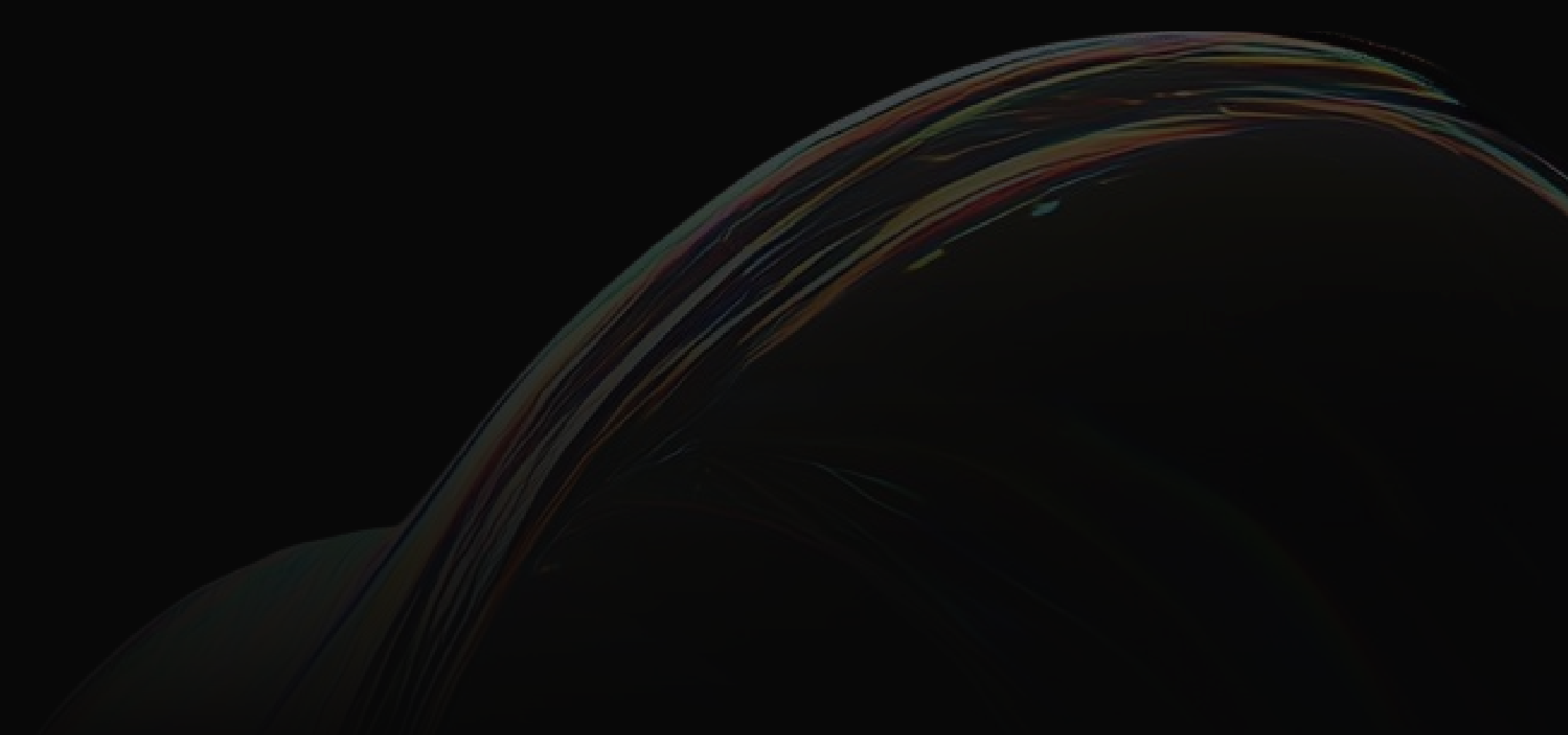


Typography

Aa

A decorative graphic in the bottom right corner of the page, consisting of a thick, flowing stream of liquid. The liquid is dark with iridescent highlights in shades of blue, purple, and green, creating a sense of movement and depth.

Typography is a powerful storyteller in our brand toolkit. Our primary typeface Funnel Sans is packed full of subtle character and is balanced out by our functional secondary typeface Geist Mono.



Symbol clear space

Our symbol needs space to shine. Its clear space, defined by its height, ensures no elements encroach on it and sets the minimum margin size for applications.

Headline
Funnel Sans
Medium

The first natively on-chain RWA assets

Headline
Funnel Sans
Regular

NUVA is making real-world assets accessible in a truly decentralized economy.

Numerics
Geist Mono
Regular, Medium

600.5 M
Total Value Locked



Headline & body typography

Funnel Sans is a modern sans serif echoing a futuristic style of our logo and graphic system. We primarily use the medium weight to maintain consistency across headline communications and regular weight across all bodies in communications and platform.

The first natively on-chain RWA assets

NUVA is making real-world assets accessible in a truly decentralized economy.

ABCDEFGHIJKLMN
 OPQRSTUVWXYZ
 abcdefghijklmnop
 qrstuvwxyz

Light

Regular

Medium

Semi-bold

Bold



Numeric typography

We use Geist Mono as our numeric typeface. It is a functional and versatile, working extremely well at small sizes. It comes in a wide range of weights and italics that lend themselves to a multitude of use cases.

**600 M Total Value
Locked**

1234567890

Light

Regular

Medium

Semi-bold

Bold



Typography hierarchy

This is an example of our brand typefaces working together to create a clear hierarchy. Using the headline typeface, supported by our body typeface and CTA, we can promote focus and help readers navigate easily.

Headline

Font: Funnel Sans (Semibold)
 Letter spacing: 2%
 Line height: 116%

Subheadline

Font: Funnel Sans (Medium)
 Letter spacing: 2%
 Line height: 124%

Body

Font: Funnel Sans (Regular)
 Letter spacing: 3%
 Line height: 132%

Buttons

Font: Funnel Sans (Semibold)
 Letter spacing: 2%
 Line height: 116%

The first natively on-chain RWA assets

Build your portfolio with fully composable vaults.

We are creating a transparent, innovative blockchain vault marketplace where real-world assets become tangible, accessible, and where everyone, from individual investors to global institutions, shares in the success of a truly decentralized economy.



Typography hierarchy (numeric)

This is an example of our brand typefaces working together to create a clear hierarchy. Using the headline typeface, supported by our body typeface and CTA, we can promote focus and help readers navigate easily.

Headline

Font: Geist Mono (Semibold)

Letter spacing: 2%

Line height: 116%

200M TVL

Subheadline

Font: Geist Mono (Medium)

Letter spacing: 2%

Line height: 124%

200M TVL

Body

Font: Geist Mono (Regular)

Letter spacing: 2%

Line height: 132%


200M TVL

Buttons

Font: Geist Mono (Semibold)

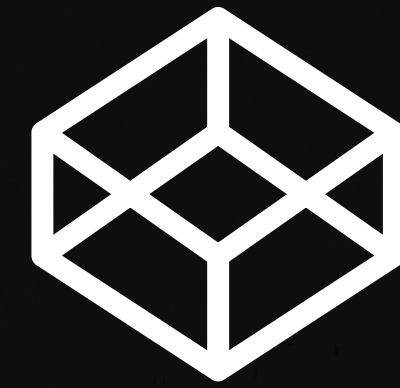
Letter spacing: 2%

Line height: 116%

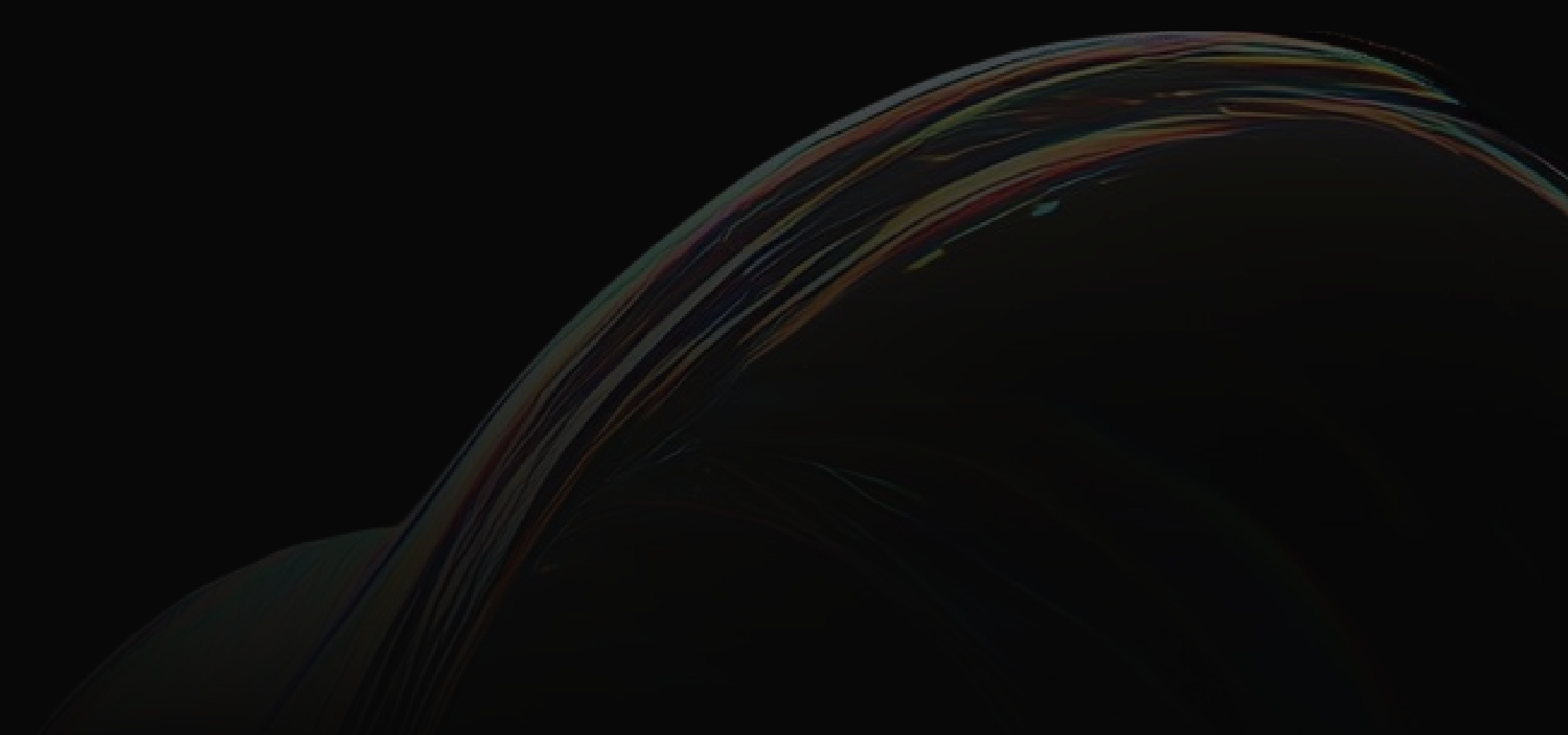
Claim 200 



Iconography

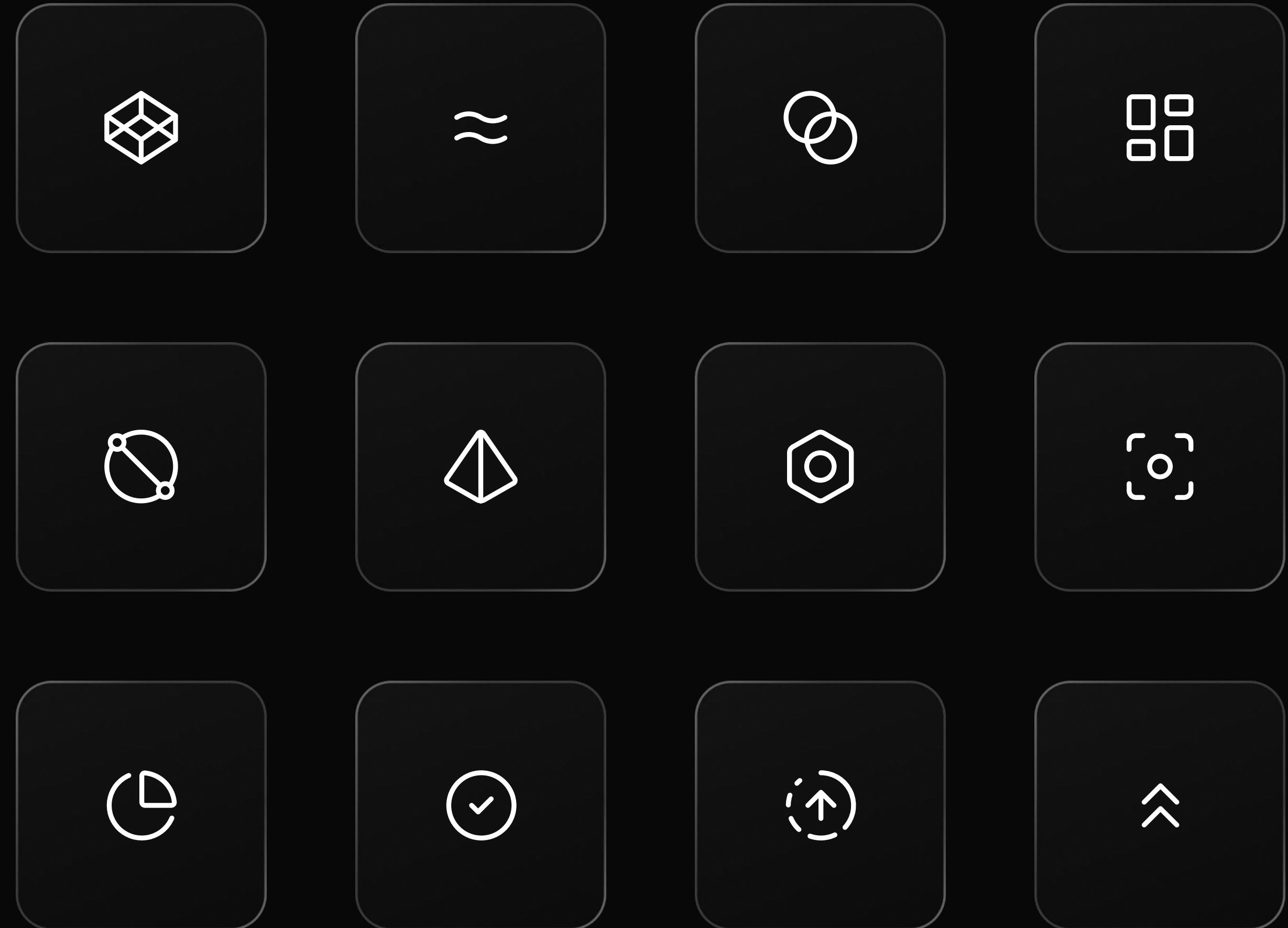


Our icons are simple and confident. They are a useful tool to practically visualize information and functionality, channeling our brand personality in a subtle, ownable manner.



Icons overview

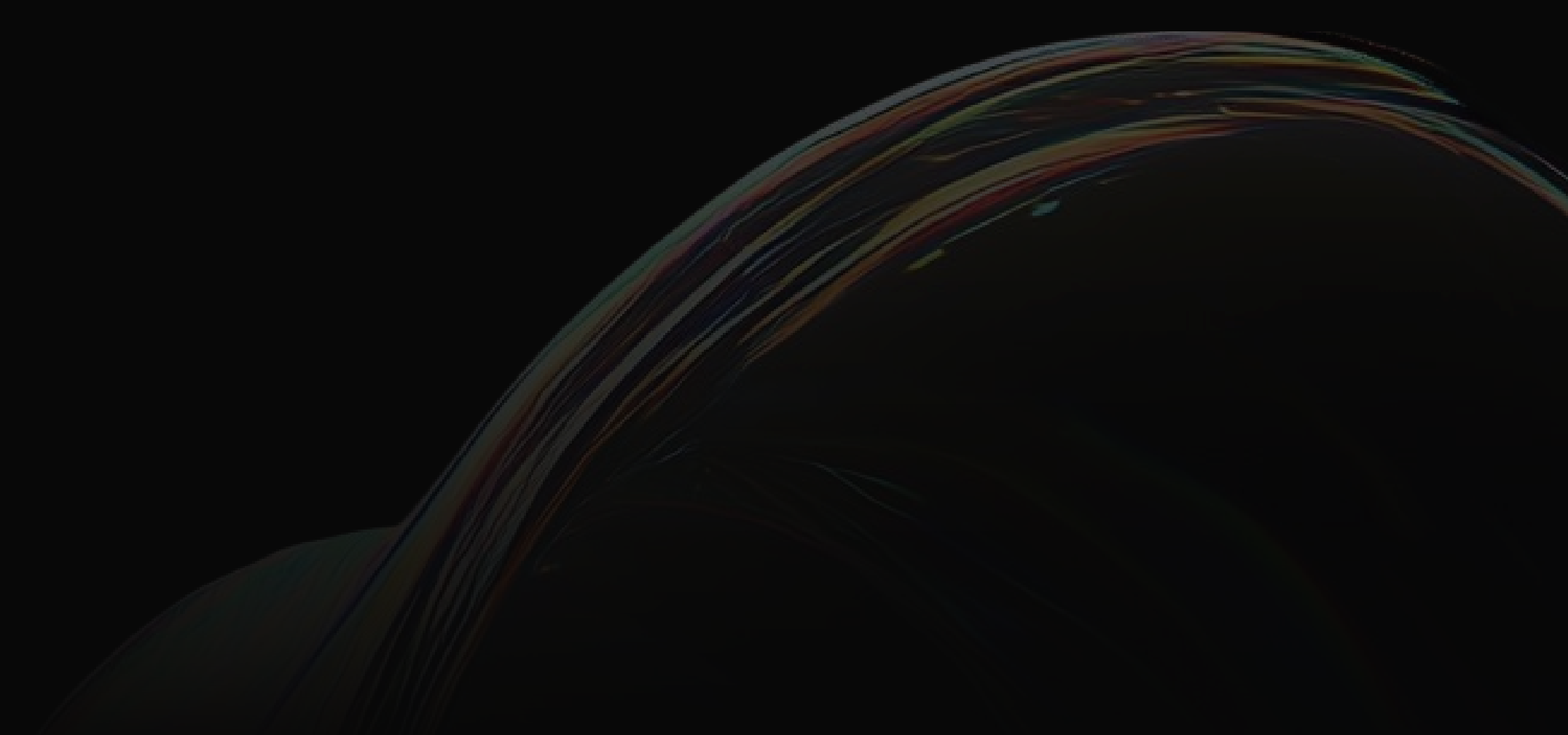
We use [Lucide icons](#) library to support our UI based on their simplicity and combination with our design patterns.



Asset System



Our design system has been designed to have the ability to flex from high-real 'brand' expressions, through to realistic & glass futurists graphics, all whilst retaining a strong design language that feels owned by NUVA.



Raw / Real World Assets Explanation

These are the assets the world already trusts. NUVA's innovation is turning them into programmable, accessible investment products through tokenization, unlocking their value globally, transparently, and instantly.

Real-world assets (RWAs)

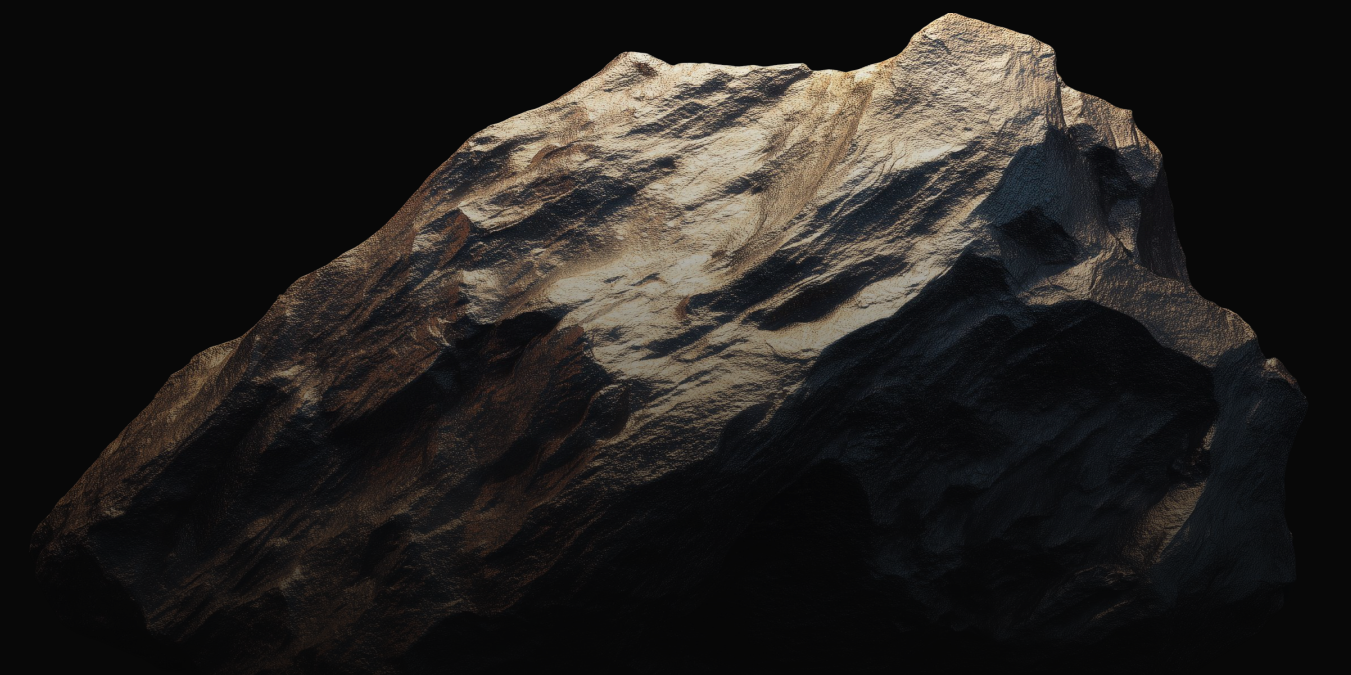
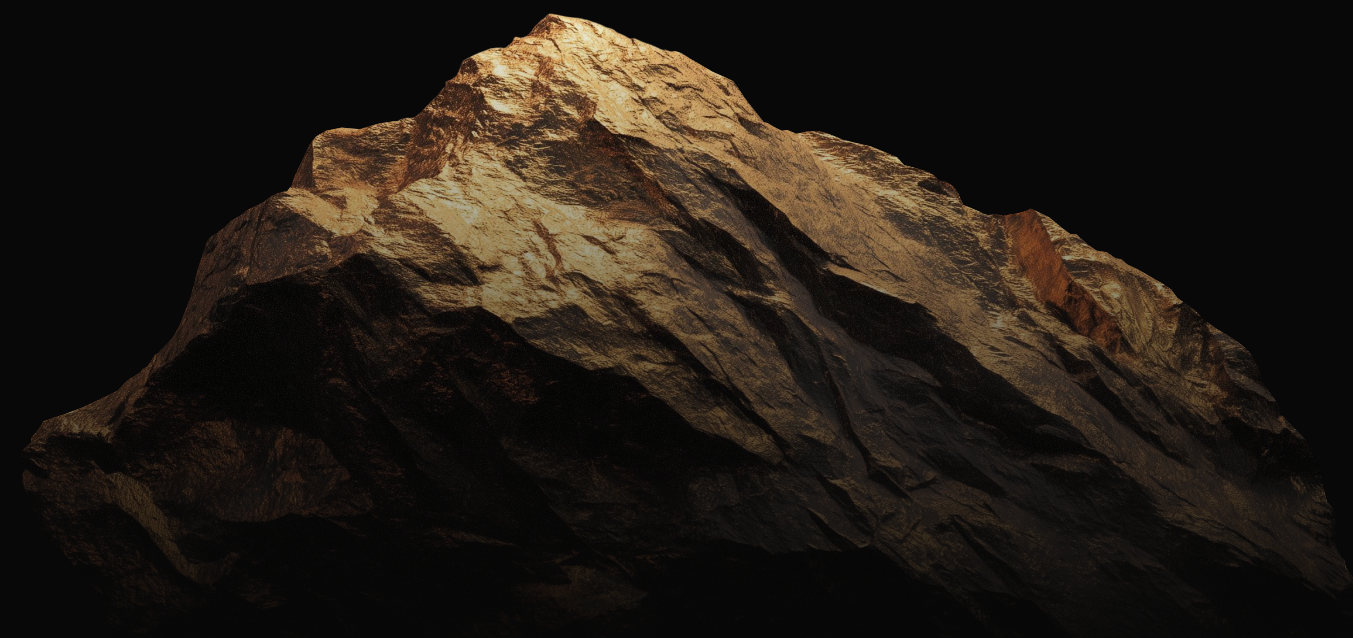
Tangible, time-tested assets like commodities, real estate, credit, or physical goods.

- Barrel: whiskey, wine, or aging commodities.
- Rocks: gold, metals, or mineral reserves.
- Brick: real estate, property, or infrastructure loans.
- Rusty barrel: energy assets like crude oil or carbon credits.



Raw / Real World Assets Usage

These assets range from very practical to more expressive. More can be created and added as needs arise.



Liquid Fluid Glass Ribbons

NUVA doesn't obscure complexity, we transform it into clarity. These liquid forms represent the invisible made visible: capital that flows with ease, structure, and purpose.

Wavy iridescent glass ribbons

These ethereal, flowing forms represent liquidity and transformation, they're not just decorative, they're functional metaphors for NUVA's two core principles:

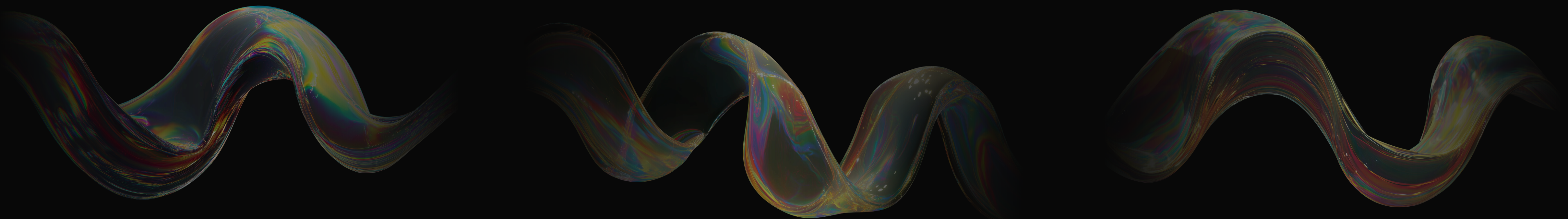
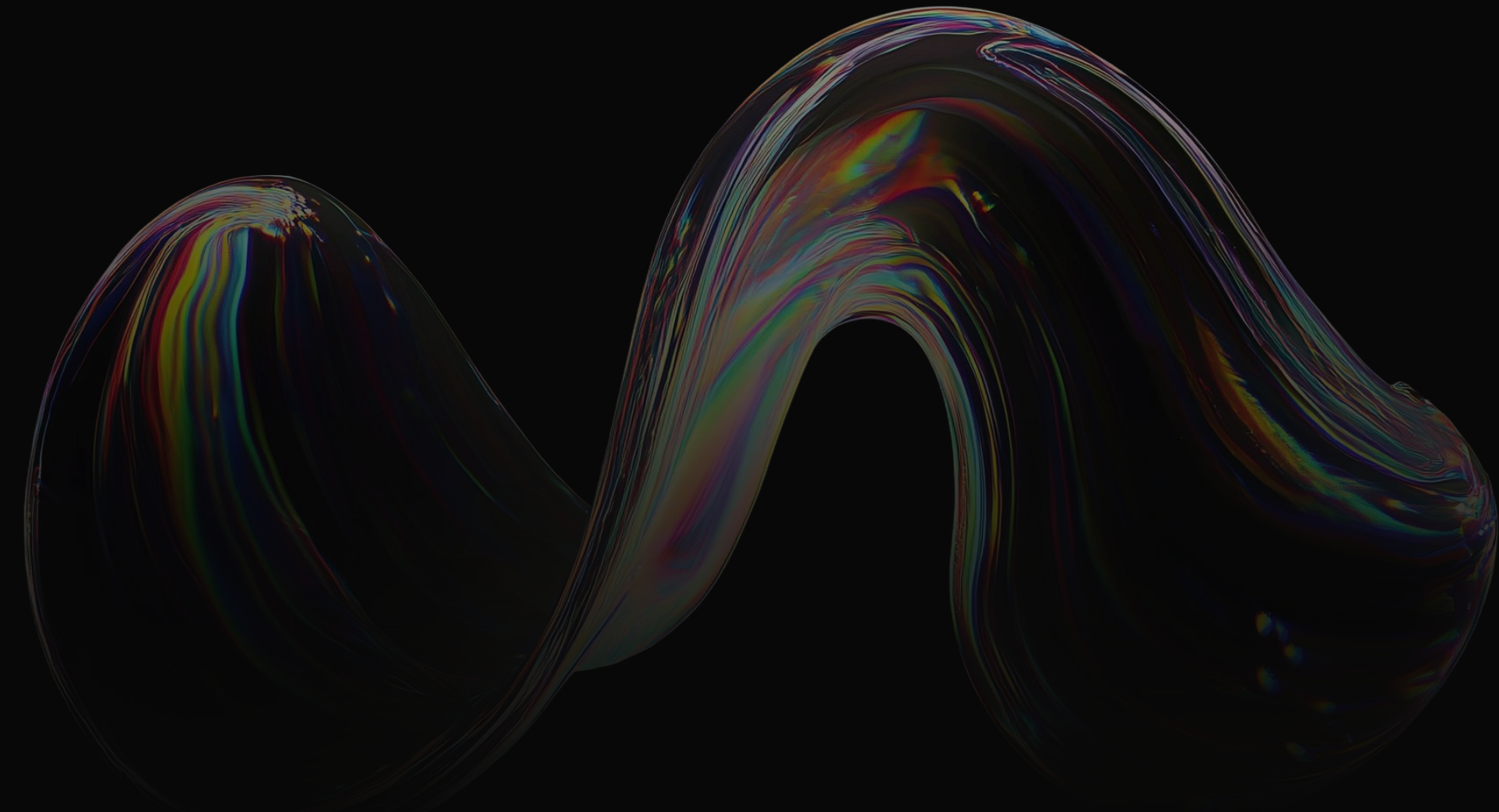
Liquidity: The flexibility and accessibility unlocked by wrapping RWAs into DeFi-native products.

Transparency: Just like liquid glass, NUVA is open and clear. Investors can see what's inside, how it works, and what they're earning from.



Liquid Fluid Glass Ribbons Usage

These are some of the assets of the library with different shapes and enlogations. More can be created and added as needs arise.



Glass Assets / Vaults / Tokens

These forms are the future of finance, where what's inside matters more than who's behind it. Transparent, tokenized, and accessible, that's how NUVA vaults differentiate from every opaque fund or asset manager in TradFi.

Glass safe, padlock, rocket, coin, etc.)

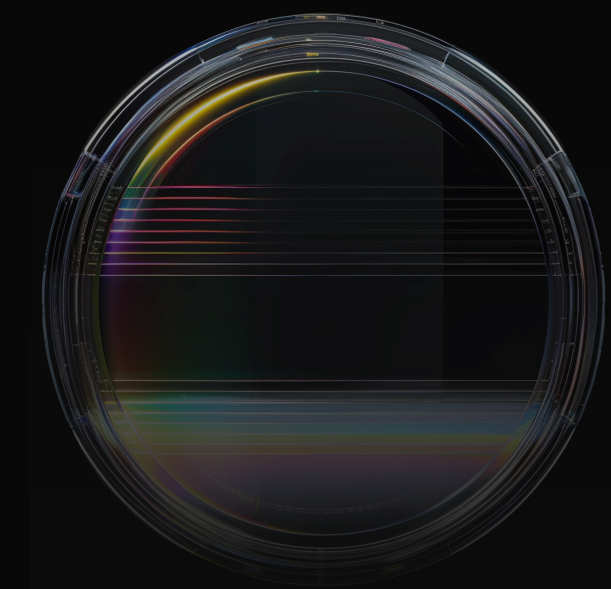
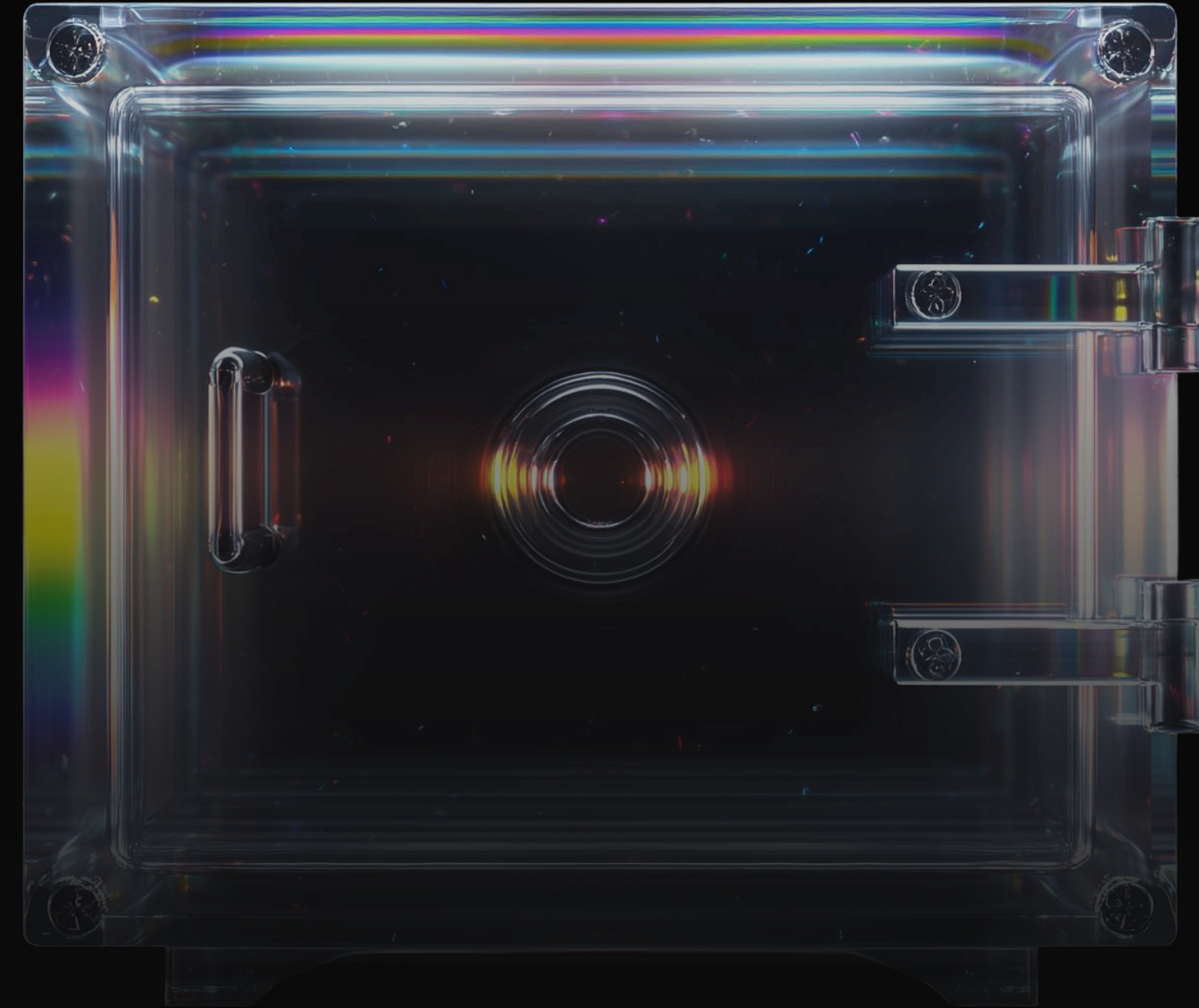
These assets represent the final digital state of RWAs inside NUVA's ecosystem. Once transformed and made liquid, they are reformed into vaults, tokens, and products that are:

- Secure (glass safe, padlock)
- Transparent (see-through materials)
- On-chain and composable (token-like forms, coins, rockets)

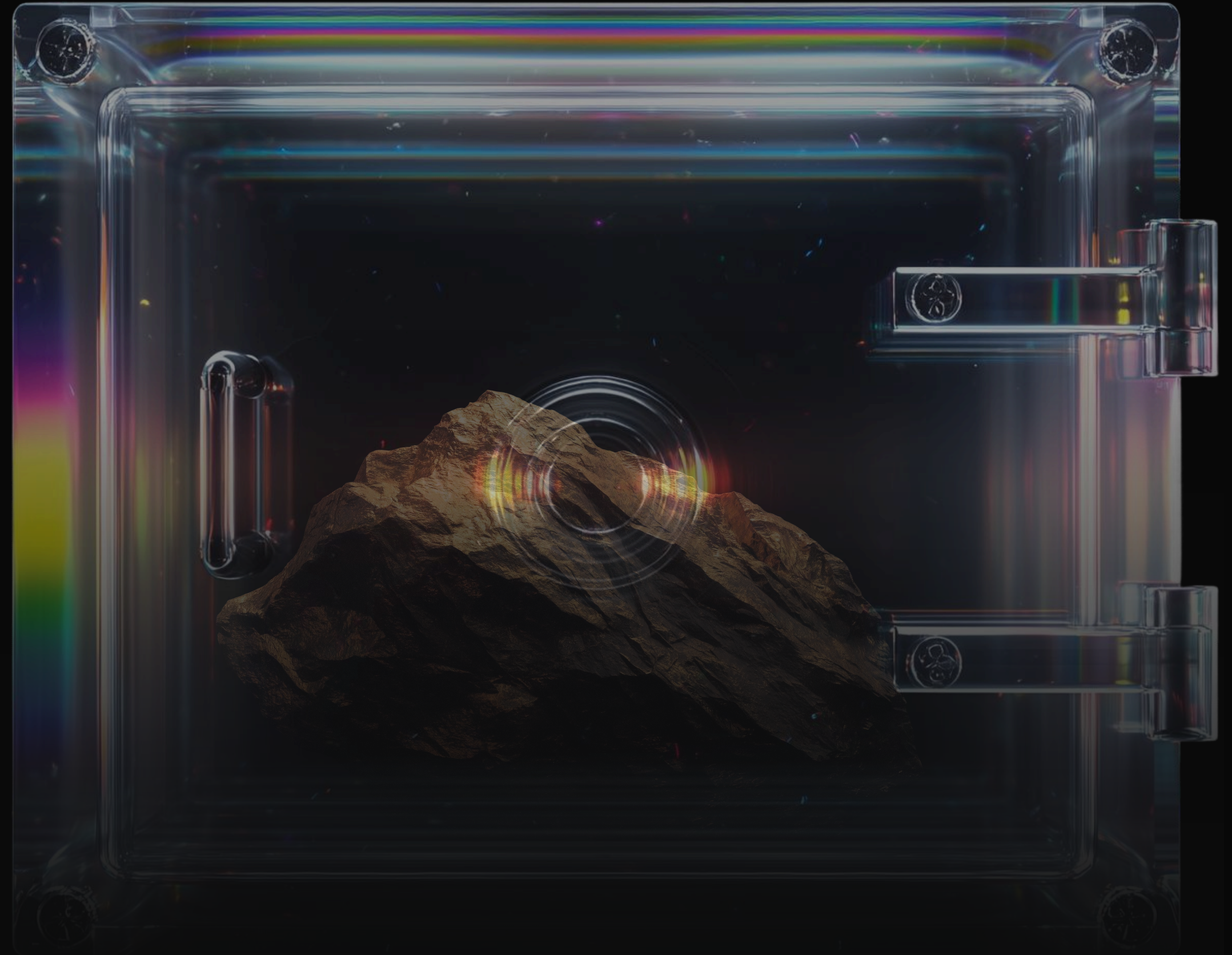


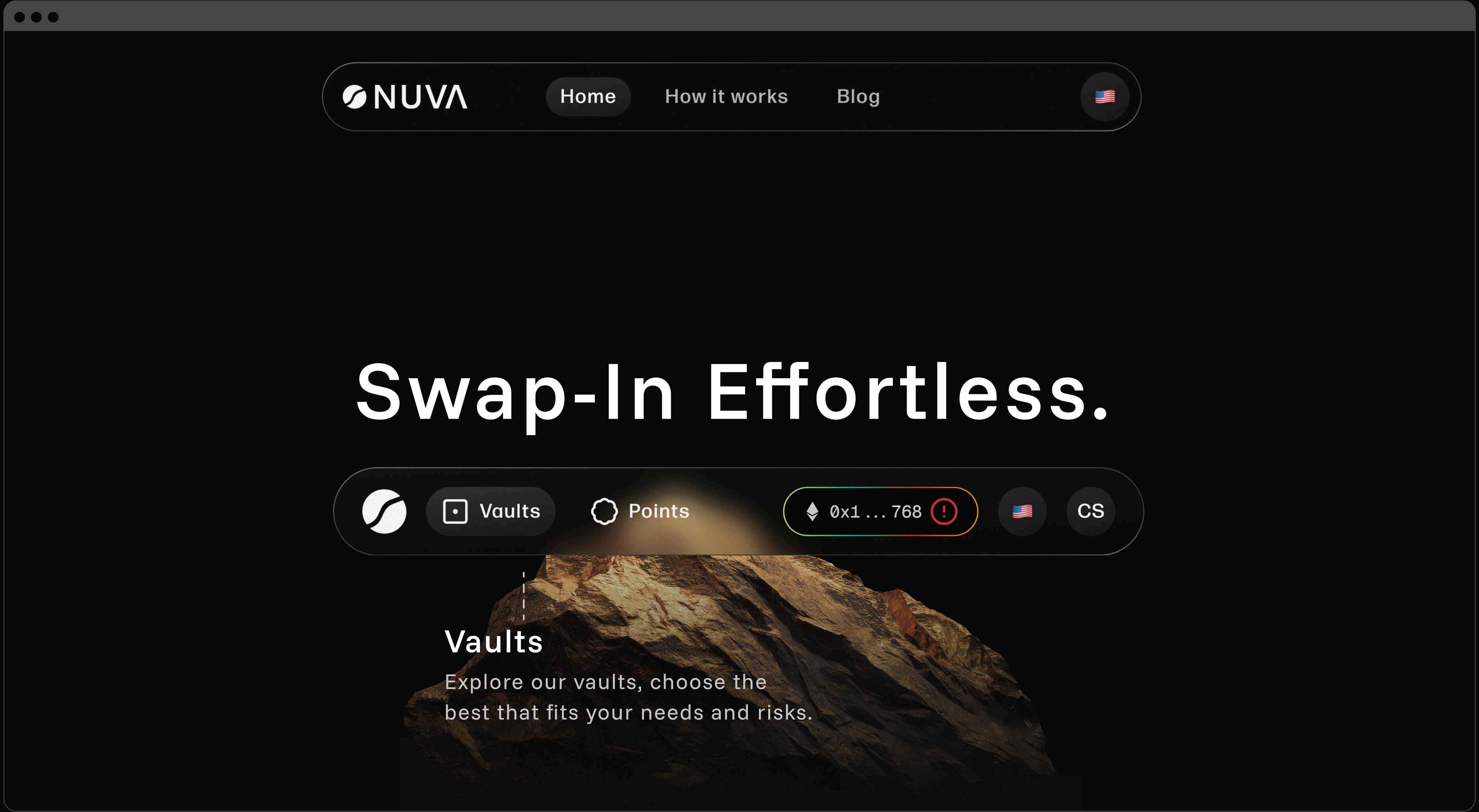
Glass Assets / Vaults / Tokens Usage

These are some of the assets of the library with different shapes but maintaining the same style. More can be created and added as needs arise.



Brand In Action





NUVA

Home

How it works

Blog



Swap-In Effortless.



Vaults

Points

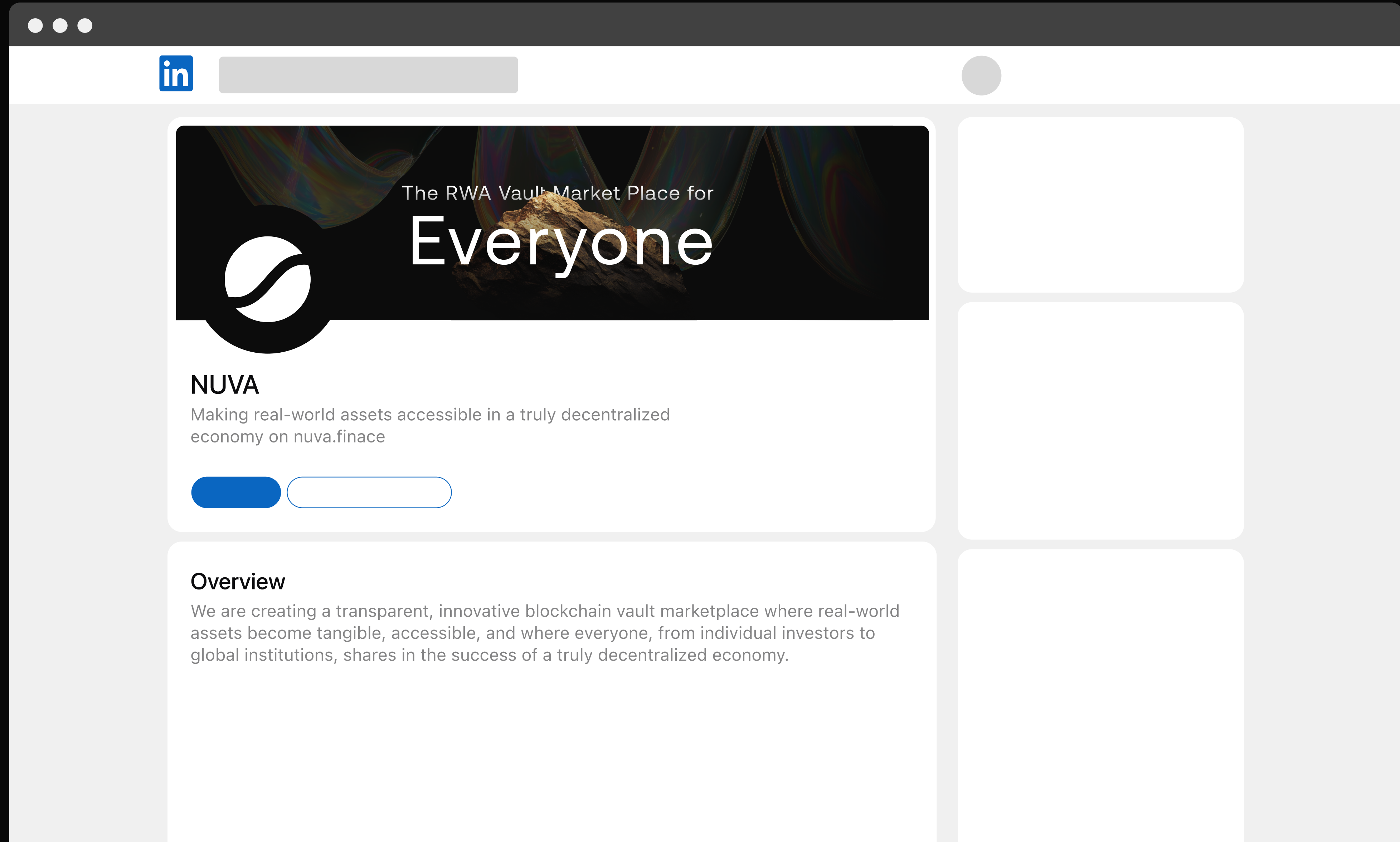
0x1...768



CS

Vaults

Explore our vaults, choose the best that fits your needs and risks.



Vaults

Real-world

F nuAG

Gold Treasury Reserves

Est. APY


9%

+ 200 NUVA Points


[Join Waitlist](#)

[See Underlying Assets](#)


Assets

 NUVA ⋮


We're growing fast. A big thank you to all of our users.

 NUVA ⋮


New vaults coming soon...

 NUVA ⋮

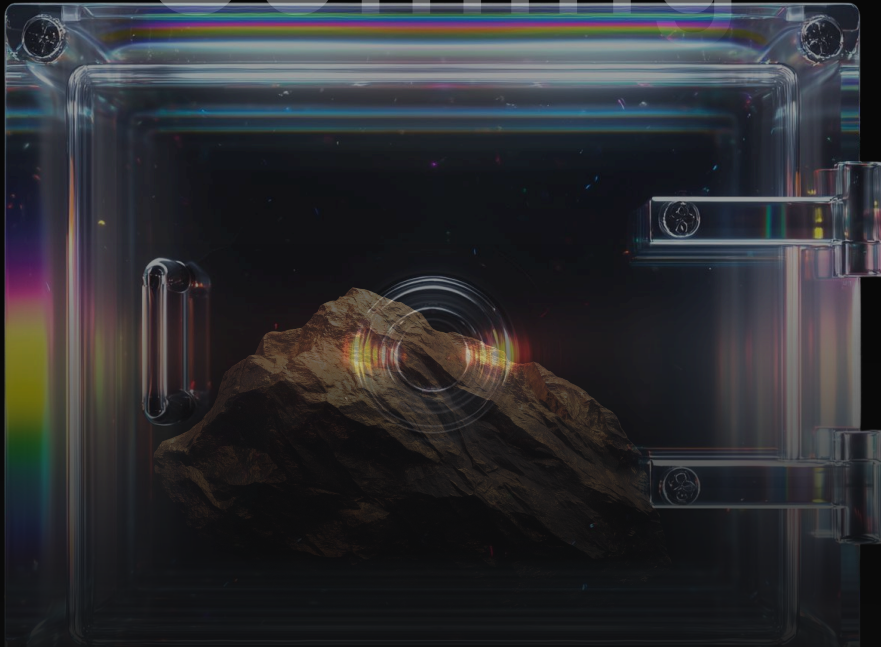
Our home equity vault is live!




600M
Total Value Locked


⋮ 

Coming




Soon..


⋮ 


 nuHELOC Est. APY

Home Equity Lines of Credit **9%**

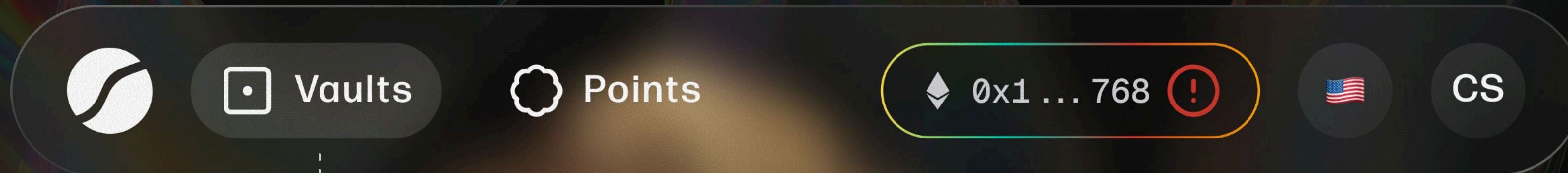
 + 200 NUVA Points

[Join Waitlist](#) [See Underlying Assets](#)



⋮ 

Swap-In Effortless.



Vaults

Explore our vaults, choose the best that fits your needs and risks.

On-chain Real-world Assets

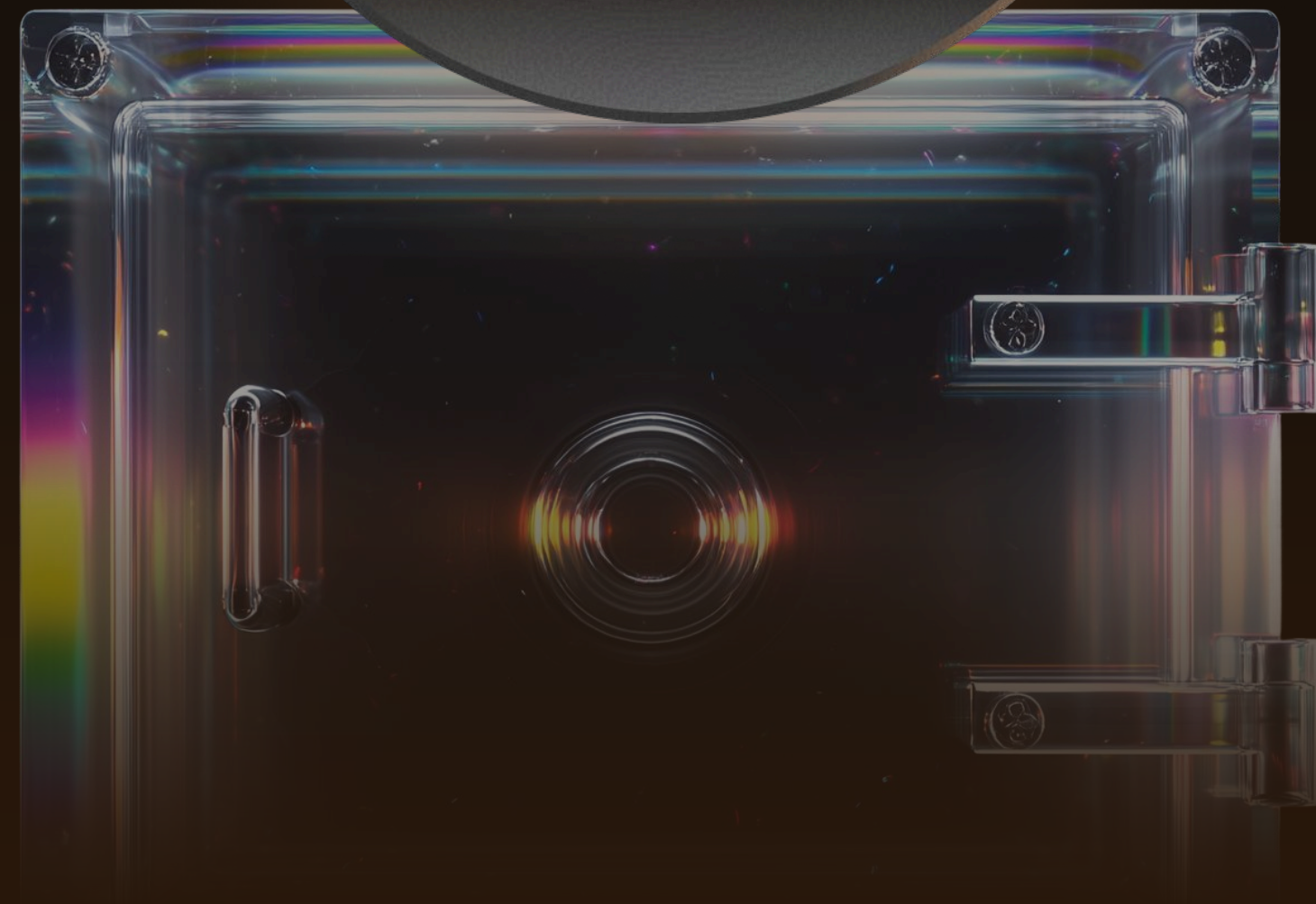


Introducing

Super



NUVA





8.00%
up to APY

Engages in DeFi strategies including liquidity provisioning,
yield splitting and leveraged looping.



With great power comes
great responsibility

Use our brand wisely.

 **NUVA**