



Brand Guidelines + Visual Style Guide

# Brand Guidelines

Promise, Personality, Values and Tone of Voice

# Brand Promise

---

A brand promise is a statement or commitment made by a company or brand to its customers, articulating what they can expect to experience or receive when interacting with that brand. It represents the unique value proposition of the brand and is usually based on the company's core values, mission, and vision.

A brand promise is not just a tagline or a slogan, but a comprehensive representation of what the brand stands for and how it delivers value to its customers. It should be clear, concise, and meaningful, and should reflect the brand's commitment to consistently deliver on its promises to build trust and loyalty with its customers.

**Firelight provides a secure and transparent staking environment that unlocks the potential of XRP within the Flare ecosystem.**

Firelight leverages Flare's blockchain to offer secure, transparent, and trustless XRP staking. It protects assets, ensures verifiable transactions, and fosters user confidence while enabling seamless participation and rewards, strengthening the network's growth.

reliability

innovation

dedication

intelligence

# Brand Values

---



## Security

The protocol emphasizes robust security measures, including in-depth audits and advanced risk analytics, ensuring user assets are thoroughly protected.



## Transparency

The protocol aims to operate transparently under all circumstances. Even when information is limited, clear communication about what is known, what remains uncertain, and what users can expect next is prioritized.



## Reliability

By maintaining high standards of performance and consistency, Firelight aims to build long-term trust among its community and partners.



## Professionalism

Maintains a consistently professional approach, both in communication and operations, to build credibility and appeal to large investors and reputable partners.

# Brand Personality

---

**Firelight is professional yet accessible, ensuring that even novices in the DeFi space feel welcomed and informed. The communication should be clear, jargon-free, yet contain enough detail to be taken seriously by more experienced investors.**

Firelight balances professionalism with accessibility, making DeFi easy to understand for newcomers while delivering the depth experienced investors expect. Its clear, jargon-free communication ensures everyone feels informed and confident.

# Tone of Voice

---

Firelight is professional yet accessible, ensuring that even novices in the DeFi space feel welcomed and informed.

The communication should be clear, jargon-free, yet contain enough detail to be taken seriously by more experienced investors.

## ✓ Knowledgeable and trustworthy

We use clear and concise language to provide reliable and impartial information about digital assets.

## ✓ Curious and exploratory

We use a friendly and approachable tone that shows our curiosity and interest in the latest developments and trends in the crypto/DeFi space.

## ✓ Dedicated to excellence

We use confident and assertive language to reflect our commitment to quality and high standards.

## ✓ User-centered

We use a helpful and supportive tone that shows you understand our audience's needs and challenges.

# Tone of Voice

---

Firelight is professional yet accessible, ensuring that even novices in the DeFi space feel welcomed and informed.

The communication should be clear, jargon-free, yet contain enough detail to be taken seriously by more experienced investors.

## **✘ Too technical / complex**

We don't use very technical language that might be difficult for the audience to understand.

## **✘ Oversimplify topics too much**

We aim to balance clarity and depth in our communications, reflecting our expertise as professional advisors.

## **✘ Make unsupported claims**

We don't use hyperbolic language that may undermine our credibility. Instead, we always back up our claims with data and research.

## **✘ Self-centered or overly promotional**

We focus on providing value to our audience and showing how our products and services can help them.

# Logo Design

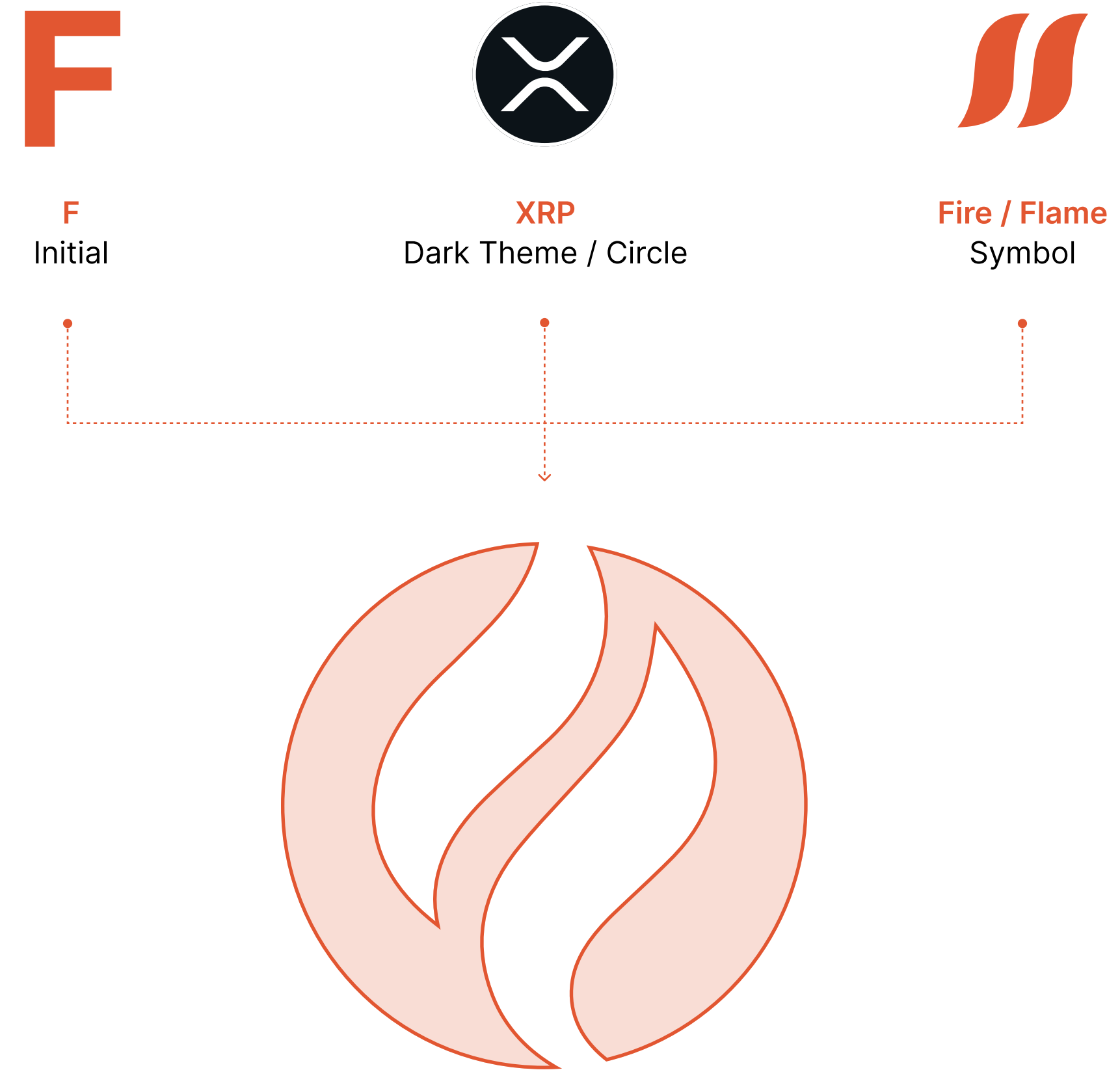
Brandmark, Wordmark, Colors, Fonts and Usage

# Symbol Concept

---

Our logo is built around several core elements. It incorporates the initial “F” from Firelight, enclosed within a circular form that creates a bold and recognizable mark.

The design uses a dark color palette inspired by XRP’s visual identity, helping establish a strong connection to the ecosystem. It also features subtle fire and flame symbolism, reflecting the energy, momentum, and guiding light embedded in the Firelight name.

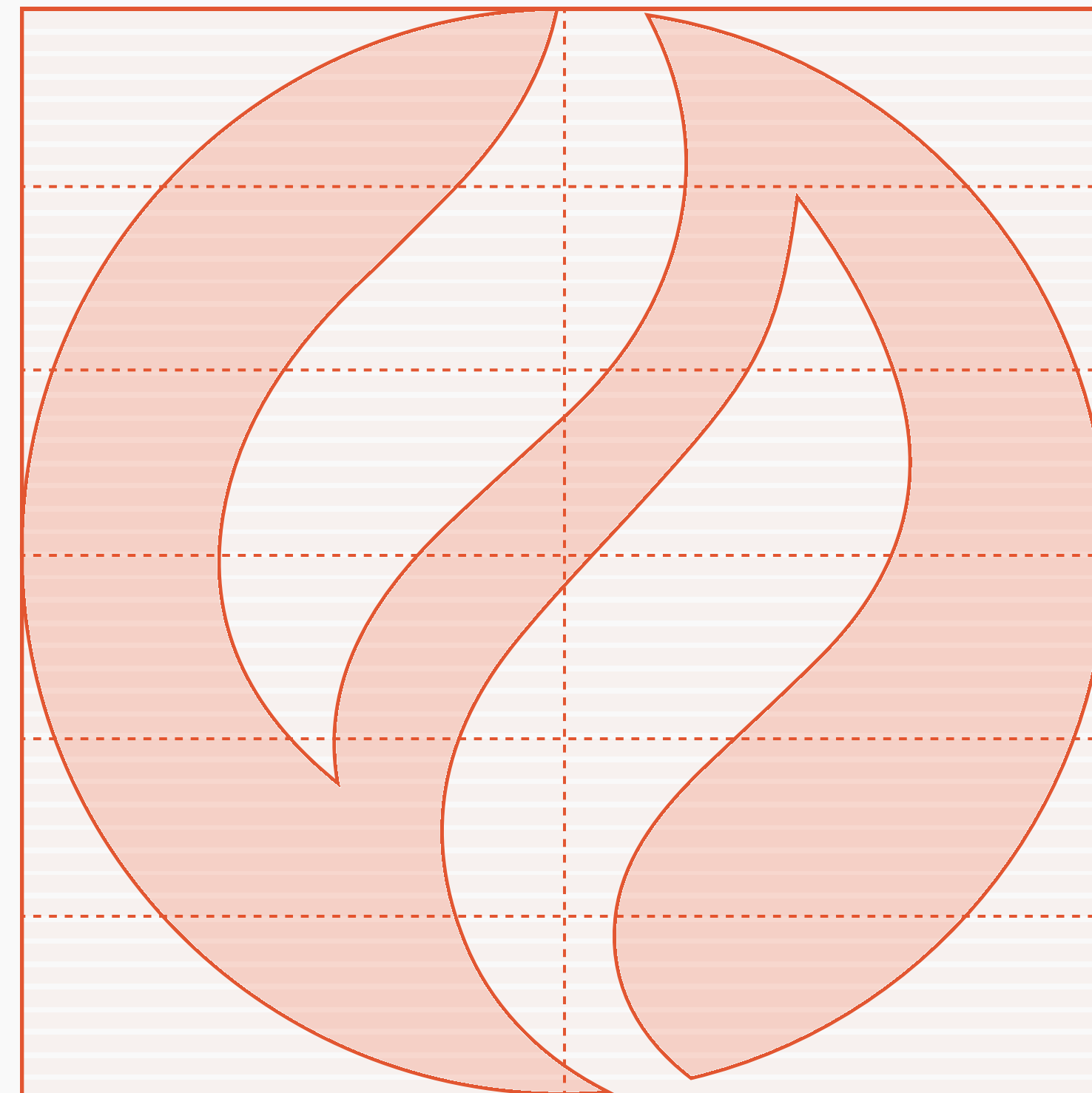


# Symbol Construction

---

Our logo is built around several core elements. It incorporates the initial “F” from Firelight, enclosed within a circular form that creates a bold and recognizable mark.

The design uses a dark color palette inspired by XRP’s visual identity, helping establish a strong connection to the ecosystem. It also features subtle fire and flame symbolism, reflecting the energy, momentum, and guiding light embedded in the Firelight name.



# Symbol Application

The Firelight orange logo is our primary logo colorway, and it should only be used with Black, White, and non-duotoned photography.

Please note: The Firelight orange logo should only be used on a black or white background, for any other background you should use a monochrome logo.

- The dark logo should be used on light colored backgrounds.
- The light logo should be used on dark colored backgrounds.



# Wordmark

---

The wordmark was built using the organic shapes of the font 'Lazare Grotesk' as a foundation.

However, several optical adjustments were made to the character serifs to ensure they align perfectly with the brandmark's rounded but modern geometry, enhancing legibility and allowing the font to stand out more.

## Wordmark Anatomy

Ascender Height / Cap Height

X Height

Base Line

Descender Line

The wordmark 'Firelight' is displayed in a light orange color. It is overlaid with four horizontal lines that define its vertical structure: a solid line at the top for 'Ascender Height / Cap Height', a dashed line for 'X Height', a solid line for 'Base Line', and a solid line for 'Descender Line'. The wordmark itself sits between the base and descender lines, with its ascenders reaching the cap height line.

# Combination Mark

---

The Firelight logotype is a modern and clean wordmark that is easily applicable in all areas. It represents our place in the modern DeFi space.



# Combination Mark **Application**

## Logo Application

Light



## Logo Application

Dark



## Logo Application

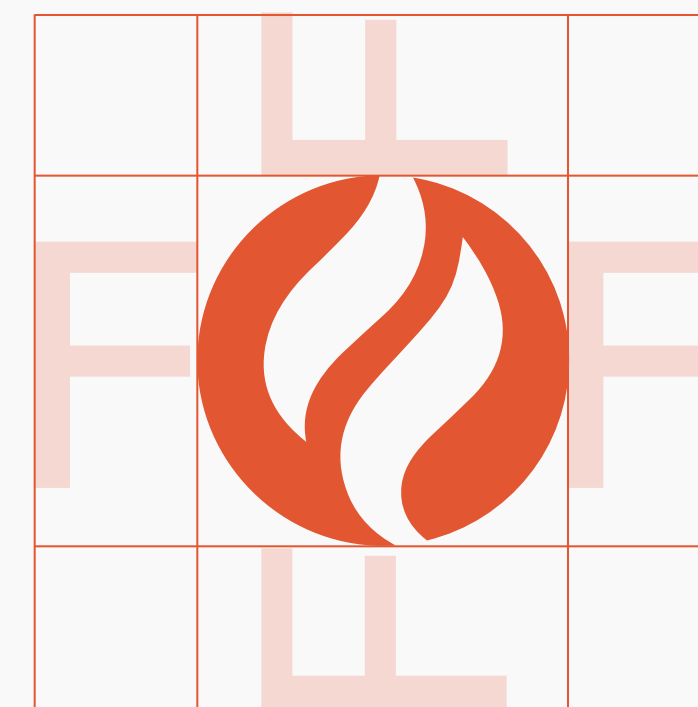
Variations



# Combination Mark **Exclusion Zone**

Clear space ensures that no text, imagery, or other graphic elements interfere with the legibility of our logo. The space around the logomark should match the width and height of the logomark's letter 'F'.

The spacing between the wordmark and logomark should always be half the width of the wordmark's letter 'F'.



# App Icon

---

The app icon uses our Firelight “flame” logo. Combined with our vibrant Firelight Main Orange as a background, this icon will definitely pop among all other app icons.



# Colors

Our Firelight Orange color is vibrant and distinct. Keeping up with the latest trends in the crypto industry, we've made some tweaks to our palette as a result. We wanted to make sure that it stands out and looks great on dark backgrounds, which we anticipate will be a big part of the upcoming User Interfaces. Combined with black and white, it creates a minimalistic style while still looking modern and bold. Our secondary colors creates a modern and usable scheme for our Design System.

## Color Usage Proportion



## Firelight Orange Shades



## Neutral Shades



# Typography

---

For headers, subheaders and body we use Suisse Int'l. It's a modern and symmetric font that emphasizes the forward-thinking nature of Firelight.

The Suisse typeface forms the centerpiece of the Swiss Typefaces library. Comprised of 6 collections with a total of 55 styles, Suisse is a utilitarian font set that covers all basic needs of the contemporary typographer, from Suisse Int'l, the go-to Grotesk with its monospaced and condensed companions, to the sturdy text serif Suisse Works, the clear-cut sans serif Suisse Screen, and the reliable slab serif Suisse Neue. Suisse combines classic style with cutting edge design quality and the most user-friendly license.

## More info

<https://www.swisstypefaces.com/fonts/suisse/>

## Suisse Int'l

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll  
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww  
Xx Yy Zz 0123456789

Light

Earn Yield With XRP

Regular

Earn Yield With XRP

Medium

Earn Yield With XRP

SemiBold

Earn Yield With XRP

**Bold**

**Earn Yield With XRP**

# Logo Misuse

---



🚫 **DON'T**

Do not use a stacked version of the logo.



🚫 **DON'T**

Do not apply a gradient to the wordmark.  
Only solid colors.



🚫 **DON'T**

Do not rotate the logo.



🚫 **DON'T**

Do not change the logo color or tone outside  
of the Firelight Primary Orange



🚫 **DON'T**

Do not resolve the logo in two different colors.



🚫 **DON'T**

Do not distort or wrap the logo in any way.



🚫 **DON'T**

Do not use the wordmark without the icon.



🚫 **DON'T**

Do not outline or create a stroke around the  
icon or wordmark.

# Iconography

---

We decided to go with the Phosphor library because of its flexibility, wide range of options, and open-source nature, which makes it a great fit for economics, finance, and the crypto space. This library provides icons that can symbolize almost any idea and adjusts smoothly to different resolutions, sizes, and formats, whether it's for UI interfaces, diagrams, or presentations.

[phosphoricons.com](https://phosphoricons.com)

