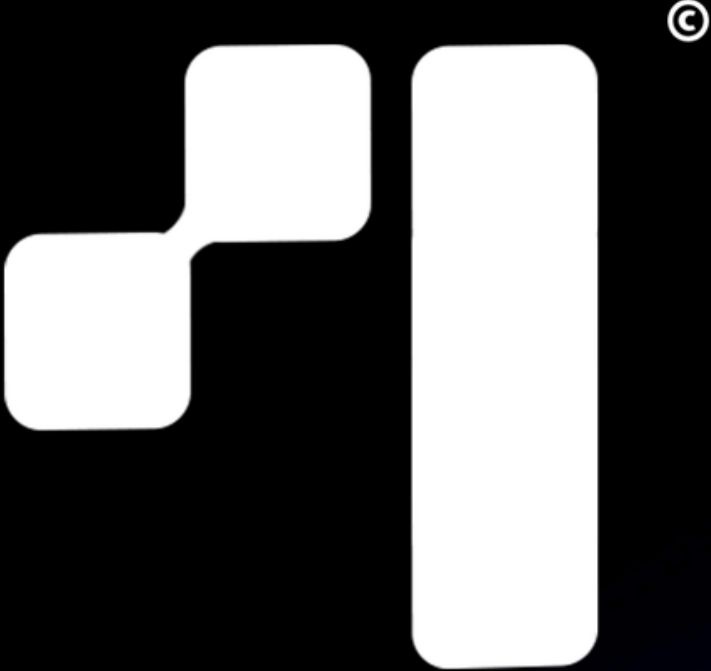


			2026
Single-line Lockup	- Simplicity rules - Consistent experience - Embrace the power of B/W - White space as the continent Less is more. we want the logo to be instantly recognizable at all sizes and in all contexts.		
Brand Guidelines	Logo		002

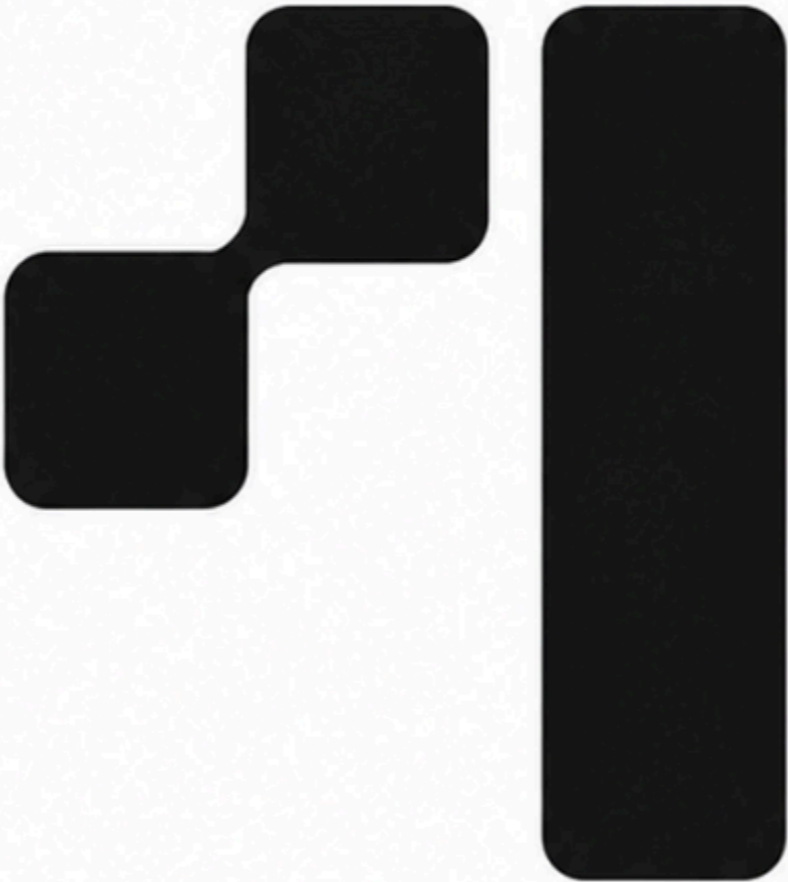
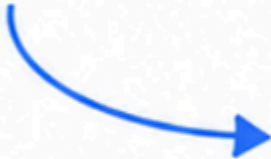


Logo

The logo should be white on darker backgrounds and black on lighter backgrounds

NUMBER 1
IN PIXEL ART

Represented in pixel art
to honor the digital
world and creativity.



ARROW UP

Symbolizes growth,
improvement and
ambition.



NUMBER 1

Represents leadership,
excellence and the will
to be the best.



Logo Meaning

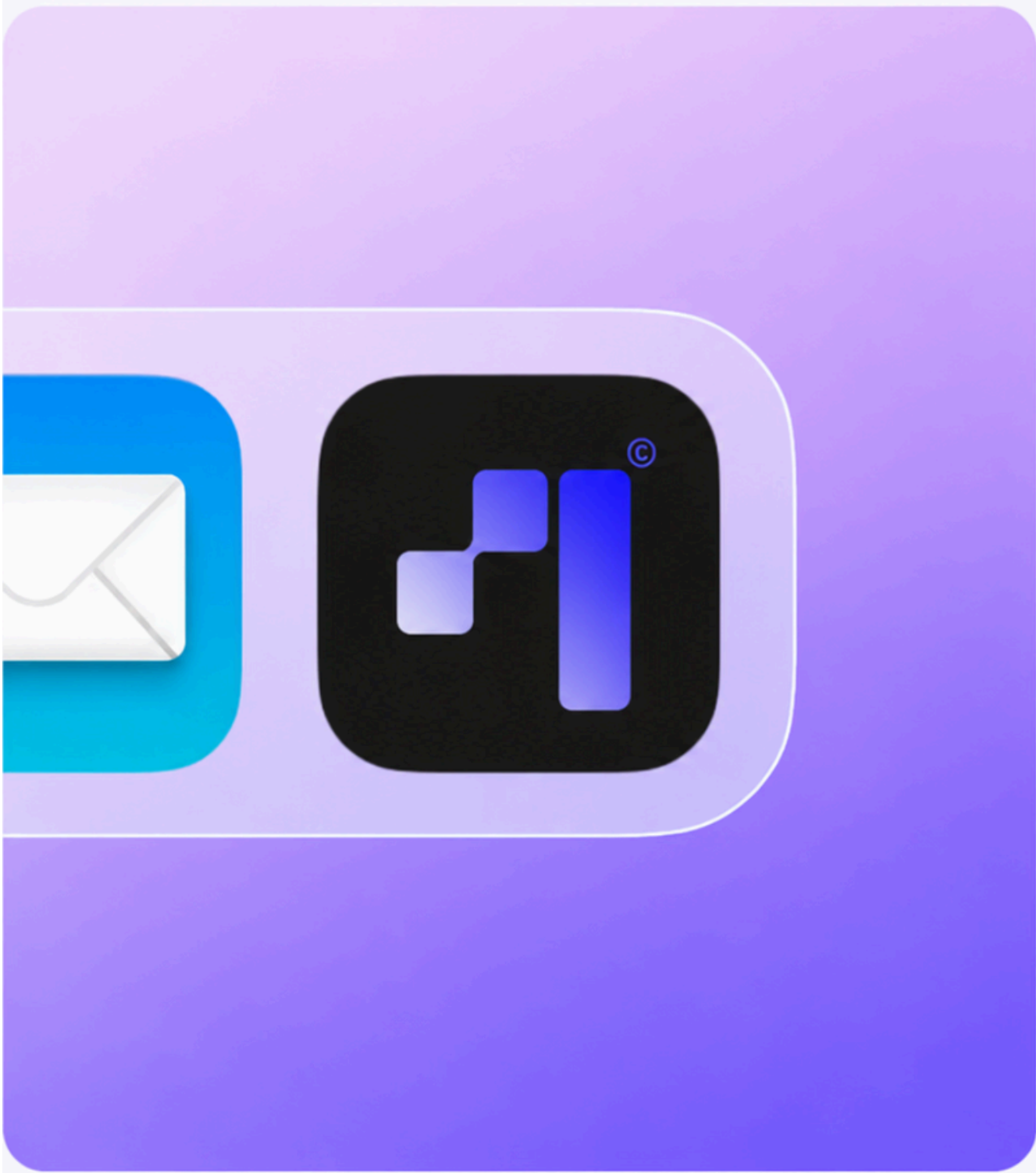
The logo should be white on darker
backgrounds and black on lighter backgrounds

LIGHT GREY	01	HEX E2E7EA
STONE	02	HEX 313847
BLACKOUT	03	HEX 131818
TAILWIND	04	HEX 8AAAD9
HORIZON PRIMARY	05	HEX 3E88FF
OCEANIC SECONDARY	06	HEX 1248A6
Colours	Thee brand palette is important because these colors are unique to Truflation and should be synonomous with the brand. Used sparingly for important moments of support, assurance, delight, calls to action and especially moments of interaction between a user and the brand.	2026
Brand Guidelines	Colours	007



Imagery — Moodboard

A visual guideline for the look and feel we aim to achieve when photography and our core branding colours are combined.



Imagery — mockups

The TRUF token 2D graphics should be represented in the core blue branding or black.

The TRUF token 3D graphics should always be in the blue gradient style.