

March, 2026



Version 1

# Brand Guidelines

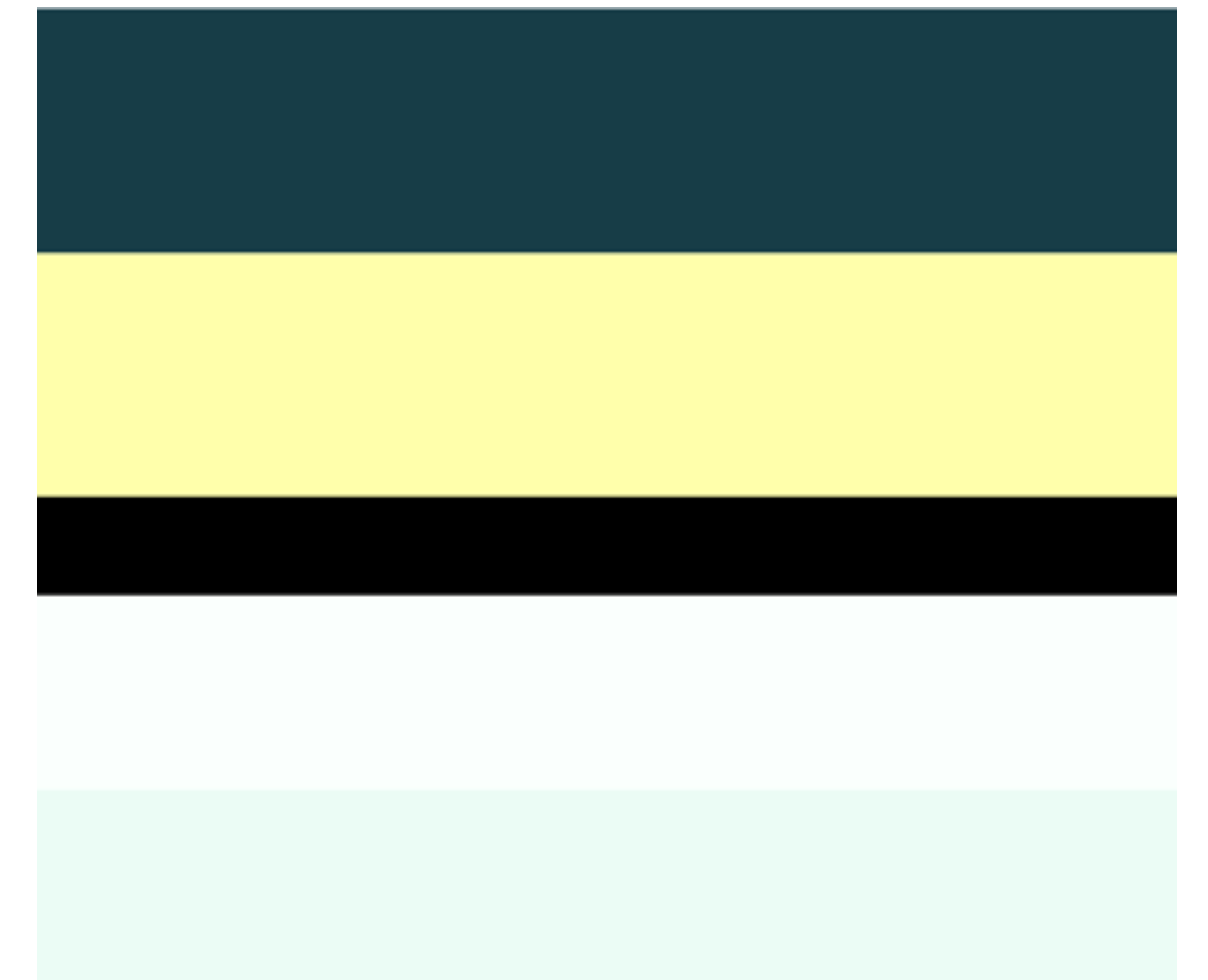
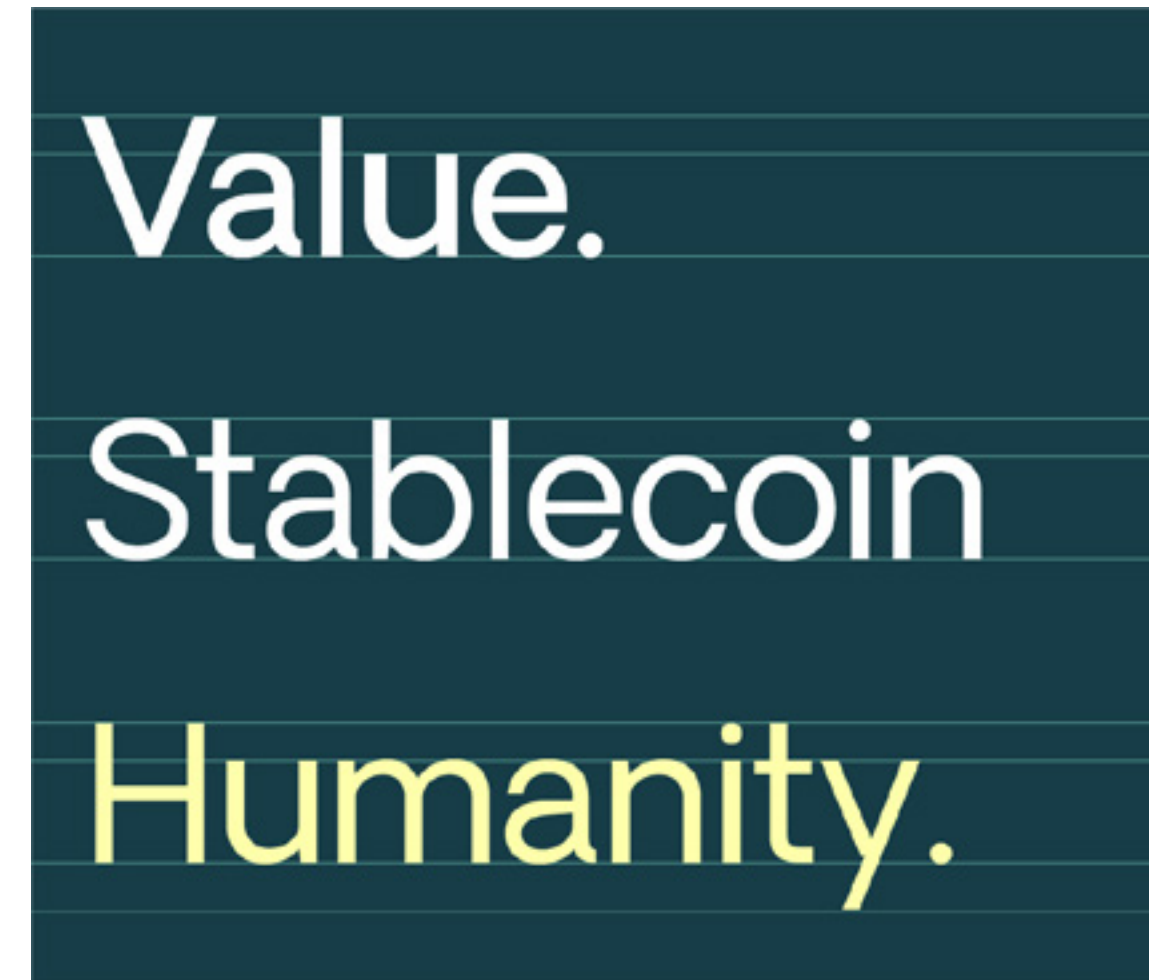
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# Toolkit

### Toolkit overview

This toolkit provides the essential elements of the brand, including logo, color palette, typography, and graphic devices. It is designed to ensure consistency and clarity across all applications. Use these resources to maintain a unified visual identity.



# Brand narrative

Mission

**Unera builds stable digital infrastructure that connects people, strengthens communities, and moves value with purpose.**

Brand pillars

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## Stability With Meaning

Stability is not just about price. It is about reliability in service of people. UNERA provides steady value that communities can build on.

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## Unity in Motion

Value should not fragment. It should flow. UNERA connects individuals, institutions, and regions through a unified digital layer.

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## Human-Centered Infrastructure

Technology is the backbone, but humanity is the focus. Every product, visual, and interaction reinforces real-world impact.

---

## Transparent Integrity

Trust is foundational. UNERA operates with structural clarity, accountability, and long-term responsibility.

---

## Global, Yet Local

UNERA supports a planetary network while honoring the identity and autonomy of local communities and centers.

Brand tagline

Lootfdvdfvd czfx v

**Value in harmony.  
Where stability connects us.  
A world linked by trust.  
Stability for shared purpose.  
The flow of unified value.  
Built for communities, backed by trust.  
One network. Shared progress.  
The human standard of stability.  
Connected by purpose.  
Stability that brings us together.**

# Logo

## Elements overview

A flexible set of logo variations allows the identity to adapt while maintaining consistency across diverse applications.


Logo

The full logo consists of a stylized 'U' symbol followed by the text 'Unera Stablecoin' in a bold, sans-serif font.

Wordmark

The wordmark is the text 'Unera Stablecoin' in a bold, sans-serif font, without the symbol.

Symbol

The symbol is a stylized 'U' shape, consisting of two vertical bars connected at the top by a curved line.

Stand Alone Logo

The stand alone logo consists of the stylized 'U' symbol followed by the text 'Unera' in a bold, sans-serif font.

## Stacked logo

A flexible set of logo variations allows the identity to adapt while maintaining consistency across diverse applications.

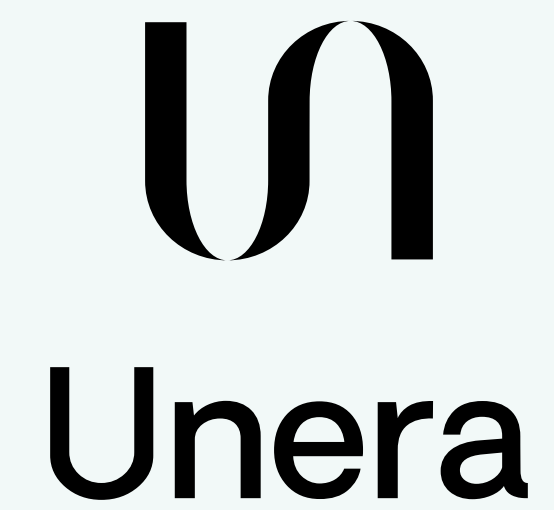
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Secondary



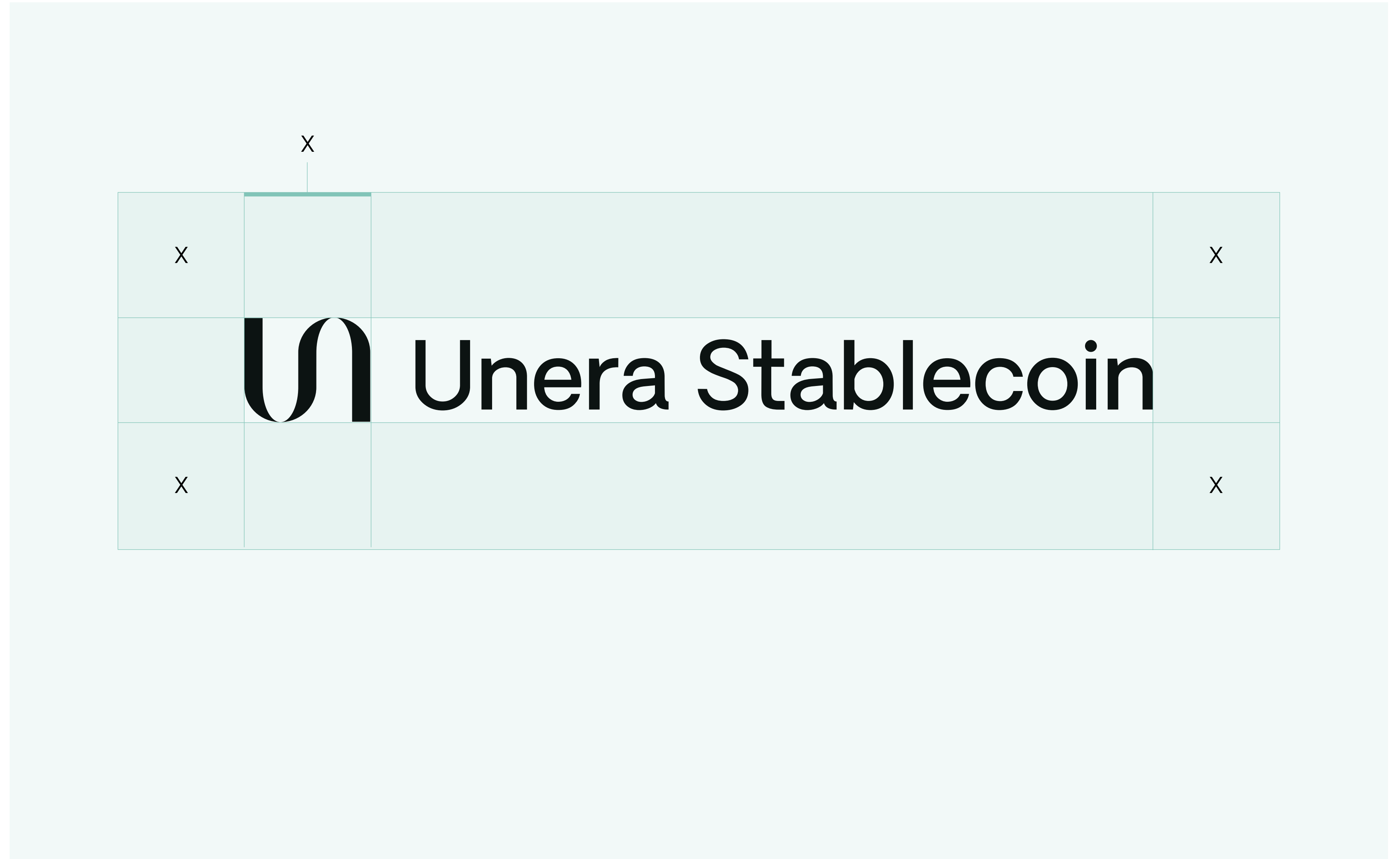
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Square Logo



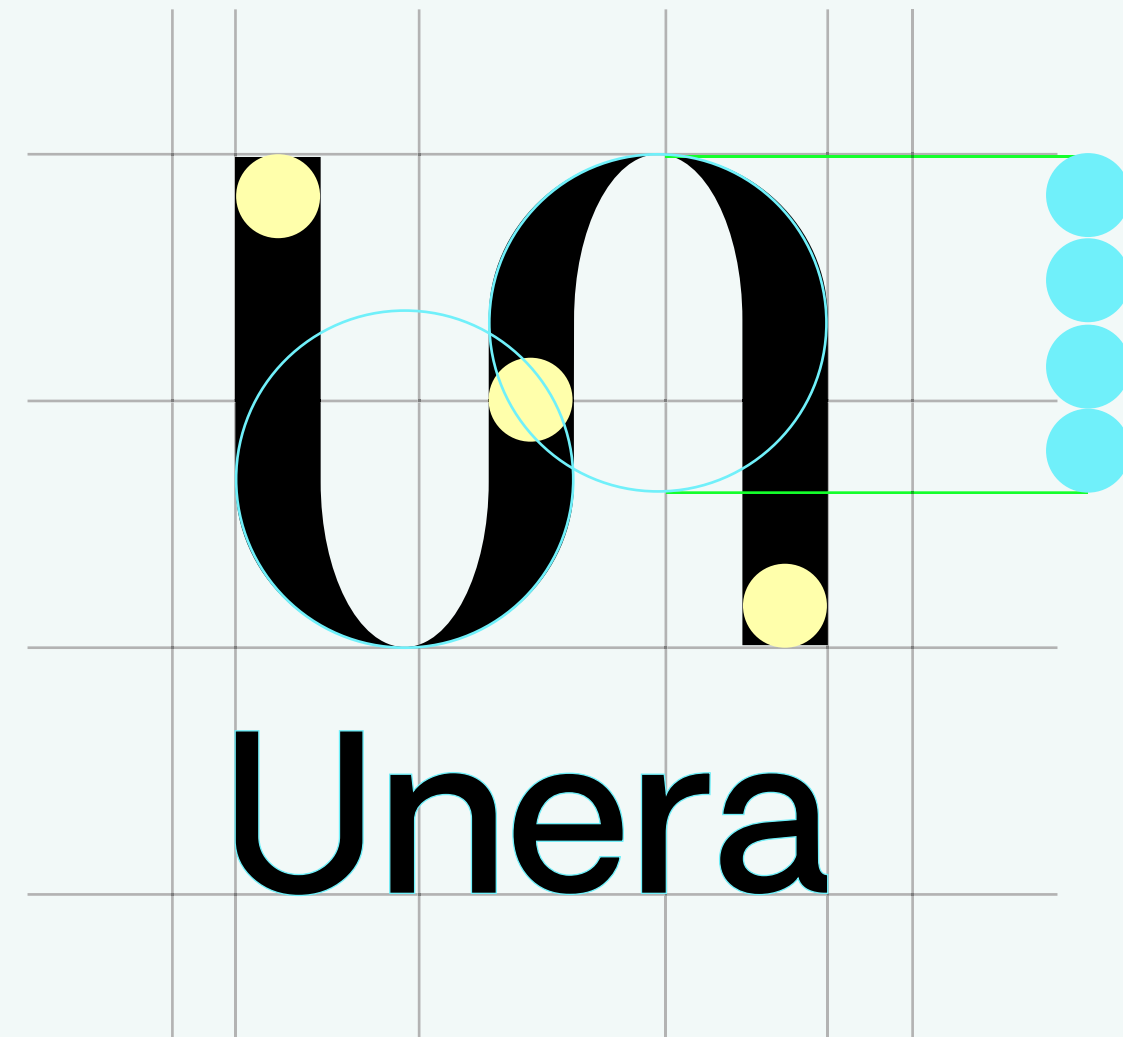
### Clear space

A minimum clear space must be maintained around the logo to preserve its visibility and impact. No other elements should enter this area.



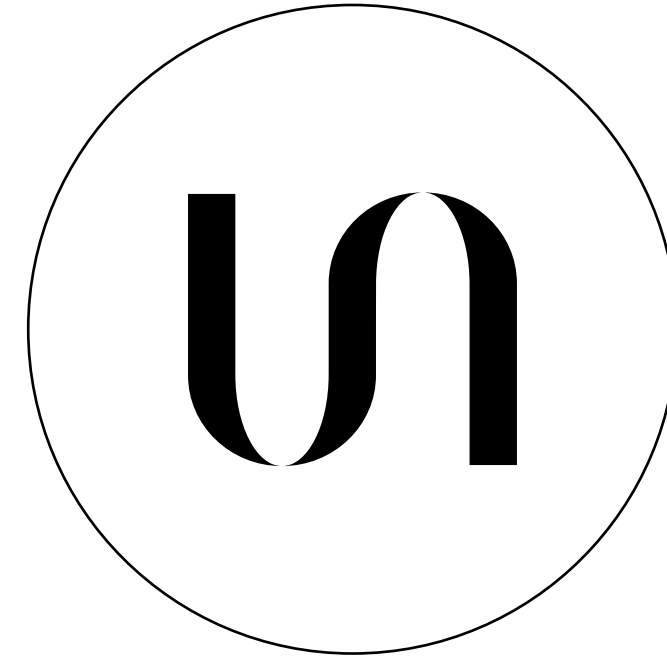
## Logo construction

The logo is built on a structured grid that defines proportions, alignment, and spacing. This ensures consistency and accuracy across all applications.



Social icon

Lootfdvdfvd czfx v



# Typography

## Typographic family

Oakes Grotesk is the official Unera font.  
Oakes Grotesk should not be replaced or mixed  
with other typefaces.

More about the typefaces origin can be found  
here: <https://supply.family/shop/oakes-grotesk/>

Value. Aa

Oakes Grotesk Medium

Stablecoin Aa

Oakes Grotesk Regular

Humanity. 123

## Primary typefaces (English)

Oakes Grotesk is the primary typefaces for the Unera brand. These is used on all communications except where technical restraints limit their use.

Oakes Grotesk Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
»: ? > < & % \$ @ ( 1 2 3 4 5 6 7 8 9 0

Oakes Grotesk Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
»: ? > < & % \$ @ ( 1 2 3 4 5 6 7 8 9 0

Oakes Grotesk Medium

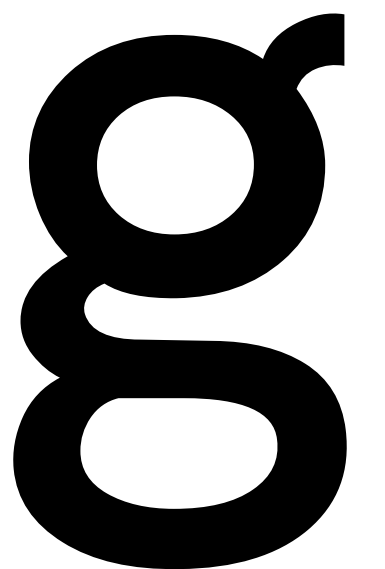
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
»: ? > < & % \$ @ ( 1 2 3 4 5 6 7 8 9 0

Oakes Grotesk SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
»: ? > < & % \$ @ ( 1 2 3 4 5 6 7 8 9 0

Oakes Grotesk Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
»: ? > < & % \$ @ ( 1 2 3 4 5 6 7 8 9 0



## Chinese typefaces

The Chinese font works together with the English to create a strong / bold typographic style – complimenting the English typeface and visa-versa.

---

Oakes Grotesk Light

中文字体测试：品牌视觉规范  
对齐、间距与层级！

---

Noto Sans SC Regular

中文字体测试：品牌视觉规范  
对齐、间距与层级！

---

Noto Sans SC Medium

中文字体测试：品牌视觉规范  
对齐、间距与层级！

---

Noto Sans SC SemiBold

中文字体测试：品牌视觉规范  
对齐、间距与层级！

---

Noto Sans SC Bold

中文字体测试：品牌视觉规范  
对齐、间距与层级！

## Arabic typefaces

The Arabic font works together with the English to create a strong / bold typographic style – complimenting the English typeface and visa-versa.

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Mada Light

وهمل عطص سردحا

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Mada Regular

وهمل عطص سردحا

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Mada SemiBold

وهمل عطص سردحا

---

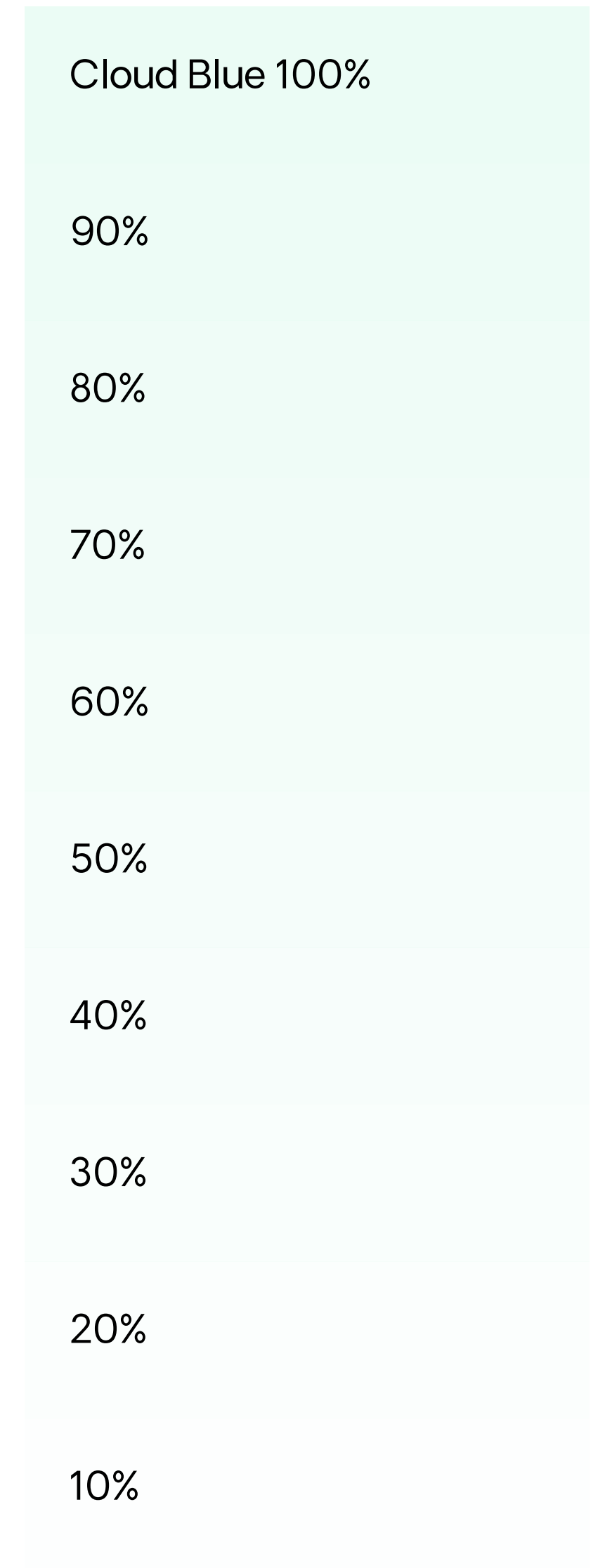
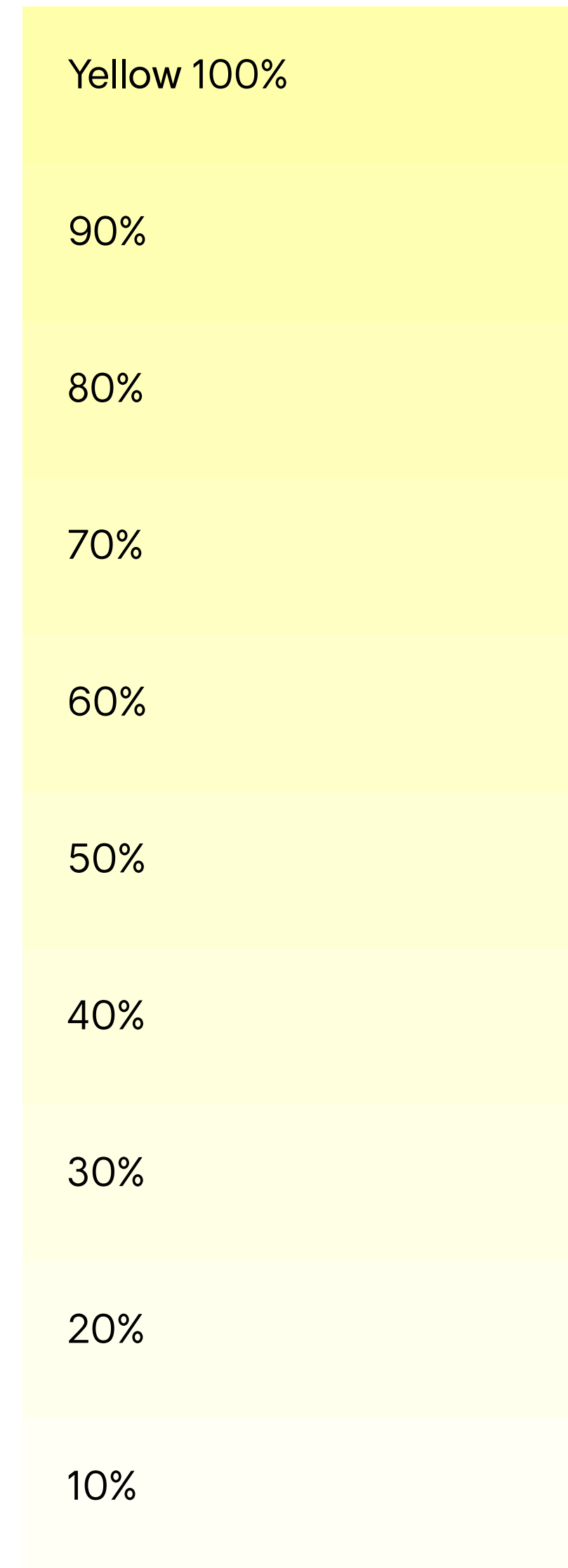
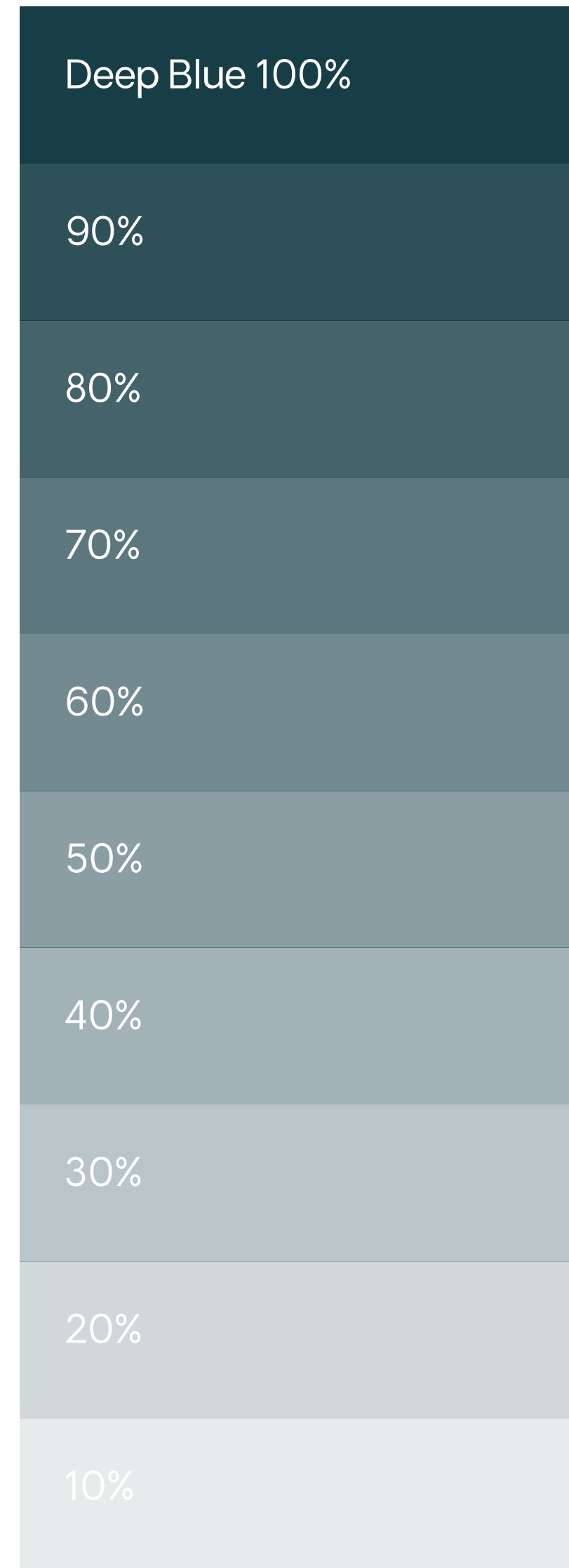
Mada Bold

وهمل عطص سردحا

# Color

### Color palette tint

The primary colors define the brand's visual foundation. They should be used prominently to ensure strong recognition and consistency across all touchpoints.



### Color palette tint secondary

The secondary color palette supports the primary colors and adds flexibility to the visual system.



## Color specifications

The brand colors are provided in both HEX and RGB formats to support digital design and development. These values must be used consistently to preserve visual integrity across all platforms.

### Primary Colors



Black

HEX #000000  
RGB (0 0 0)



Deep Blue

HEX #173d47  
RGB (23 61 71)



Yellow

HEX: #ffffab  
RGB (255 255 171)



Cloud Blue

HEX: #ebfcf5  
RGB (235 252 245)



White

HEX #ffffff  
RGB (255 255 255)

### Secondary Colors (For infographics and UI)



Earth

HEX #cec4b8  
RGB (206 196 184)



Light Blue

HEX #173d47  
RGB (23 61 71)



Purple

HEX: #6a5770  
RGB (106 87 112)

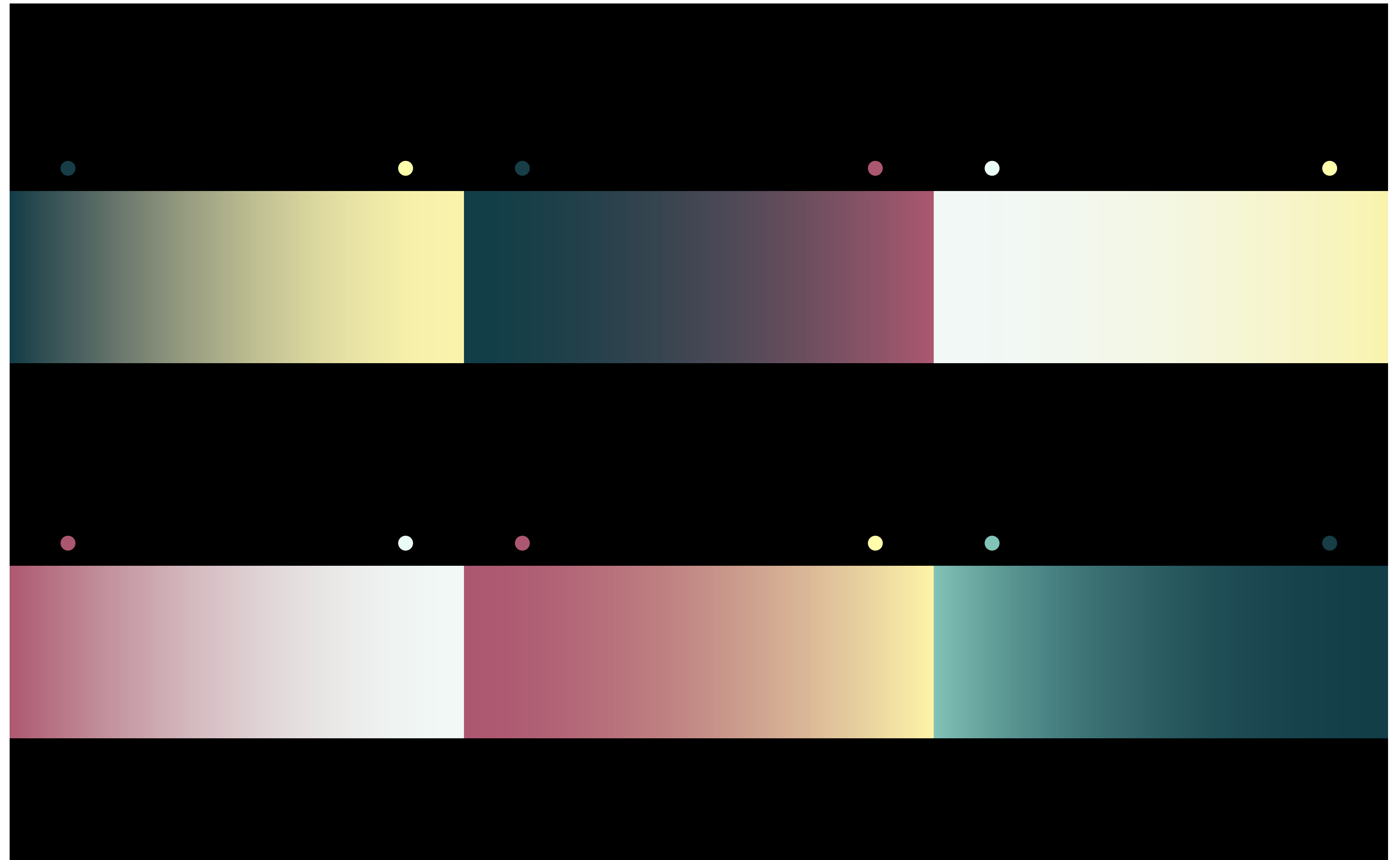


Red

HEX: #ab5770  
RGB (171 87 112)

## Gradients

Gradients introduce fluidity and depth to the visual language, allowing colors to interact dynamically while preserving a cohesive identity.



# Layout

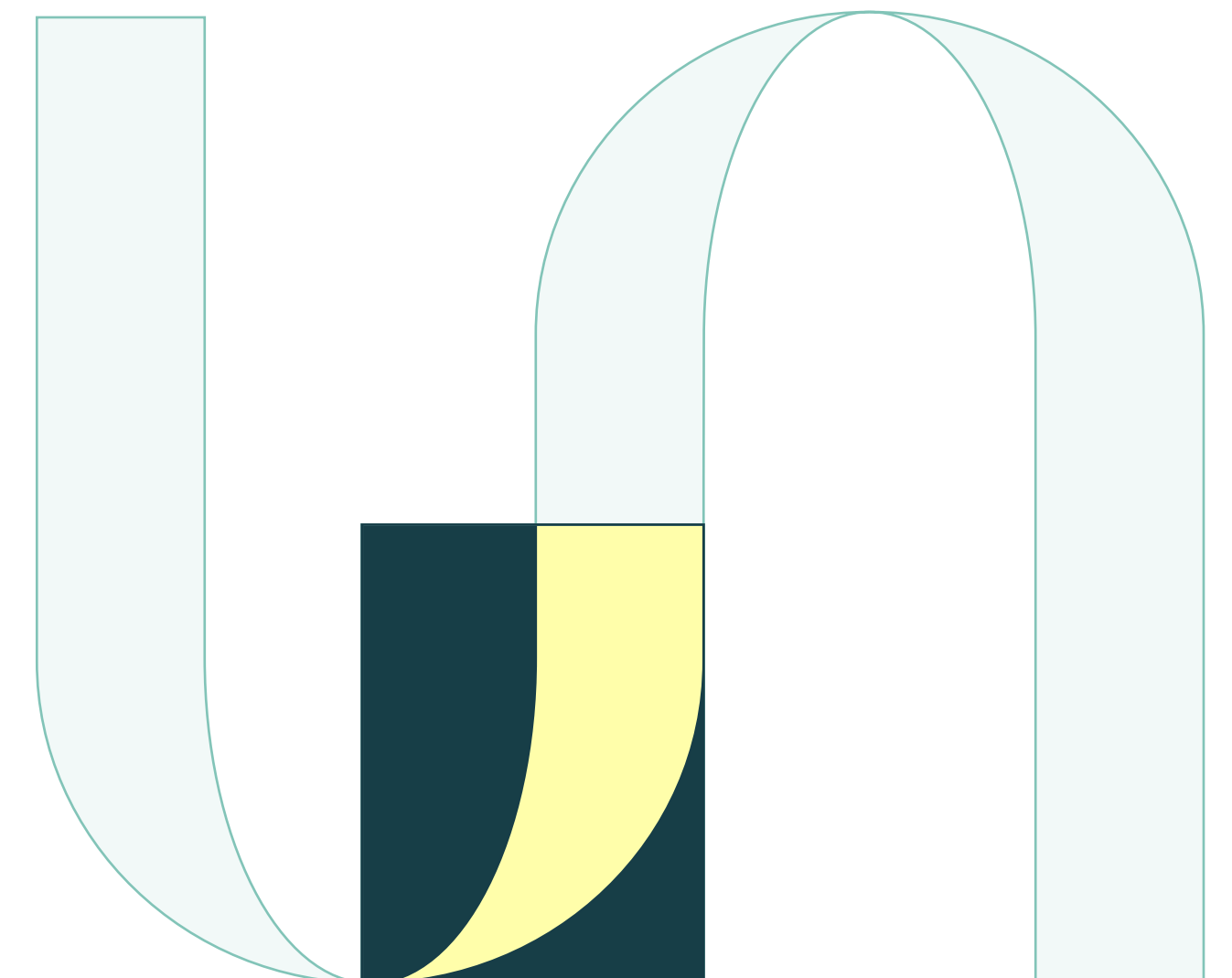
### Graphic device

As the infographic shows, the graphic device is used to support the visual identity and create a consistent language across applications.

Example Usage



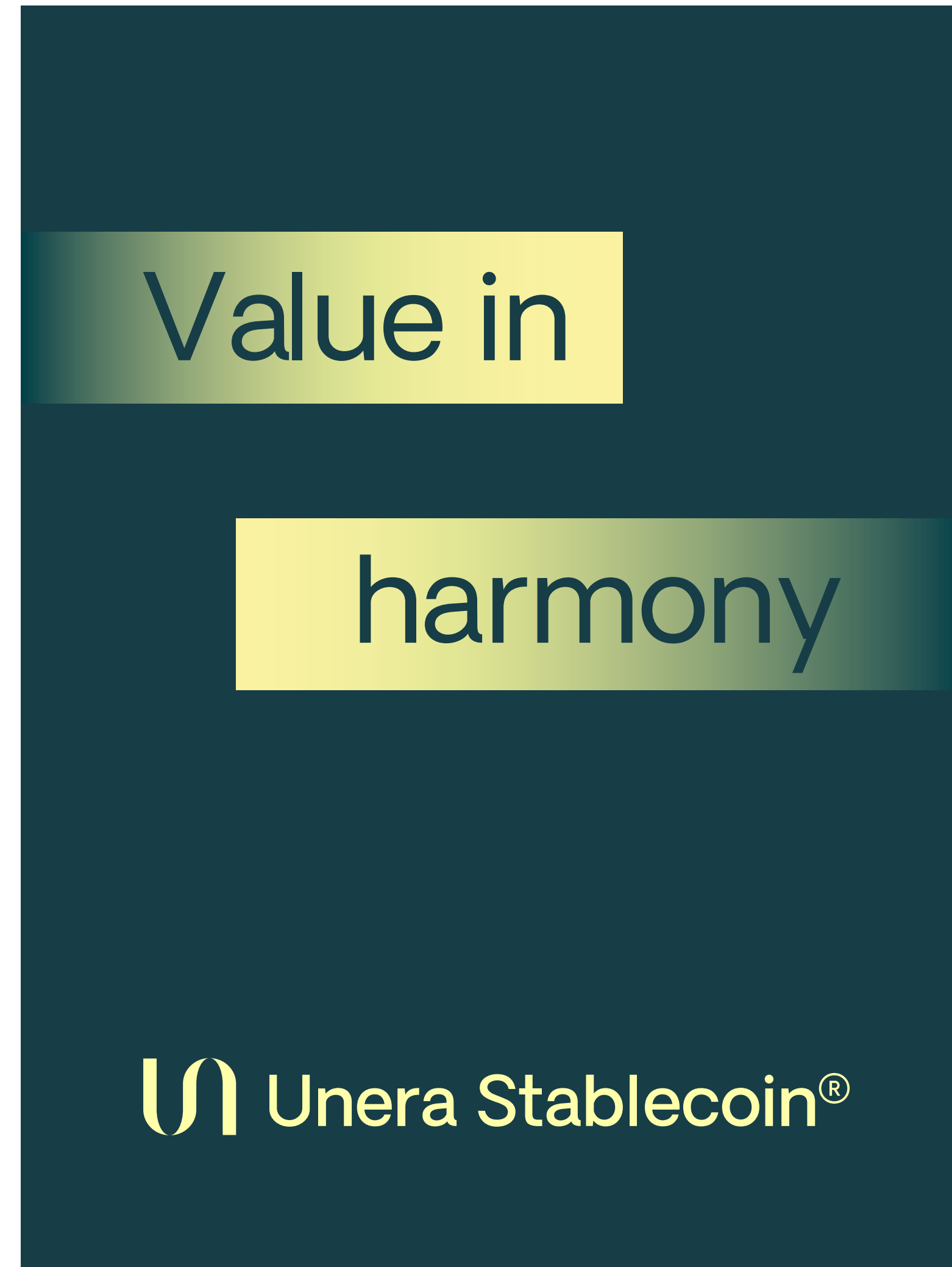
Graphic Device



### Graphic device

As the infographic shows, the graphic device is used to support the visual identity and create a consistent language across applications.

Example Usage



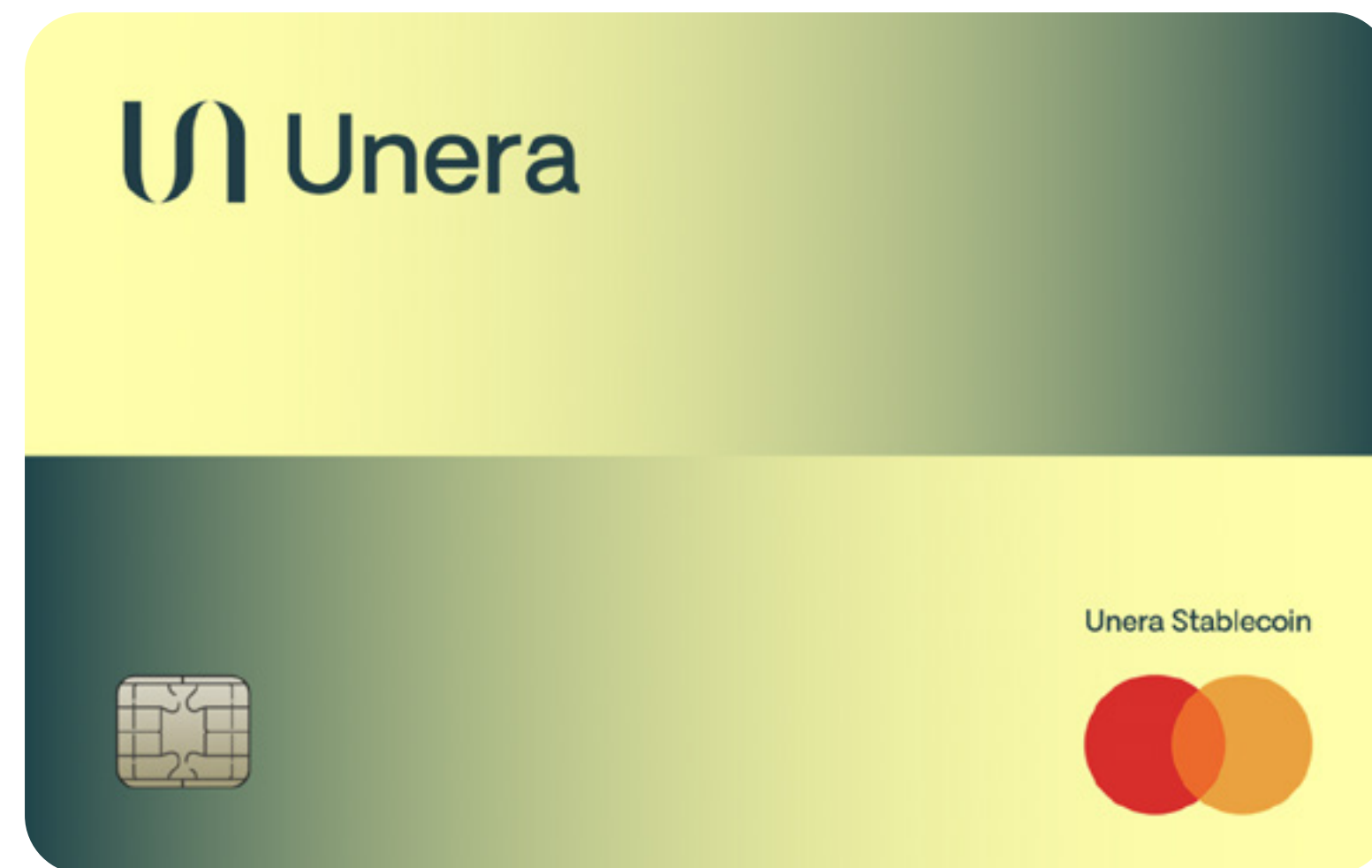
Graphic Device



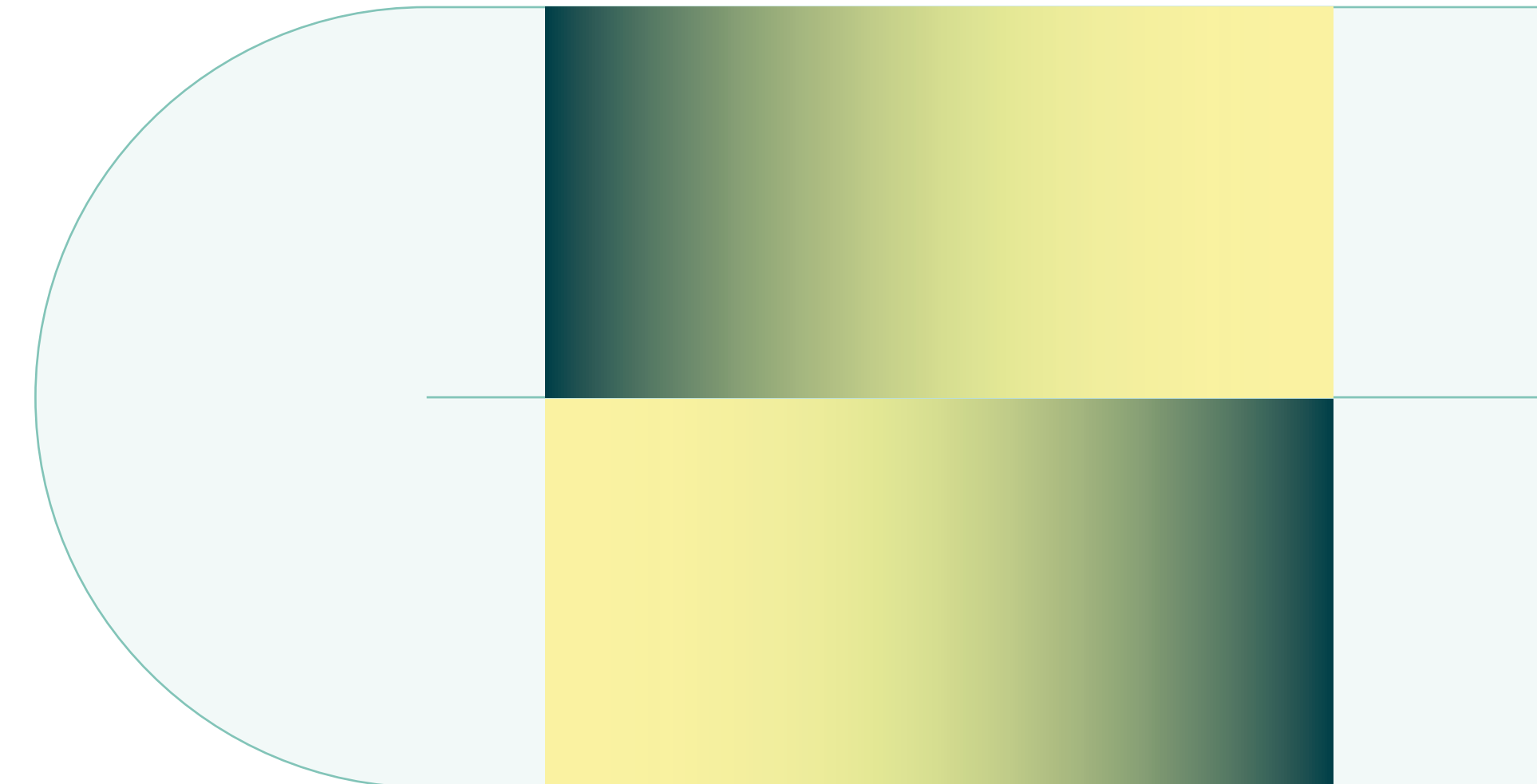
### Graphic device

As the infographic shows, the graphic device is used to support the visual identity and create a consistent language across applications.

#### Example Usage



#### Graphic Device



## Grid usage

On small application such as business cards, structured grid ensures alignment, spacing, and consistency across the layout, clear hierarchy through size and weight enhances readability and brand clarity.



## Grid usage

On large screen digital application, structured grid ensures alignment, spacing, and consistency across the layout, clear hierarchy through size and weight enhances readability and brand clarity.



# Applications

Letterhead



Business cards



Merchandise



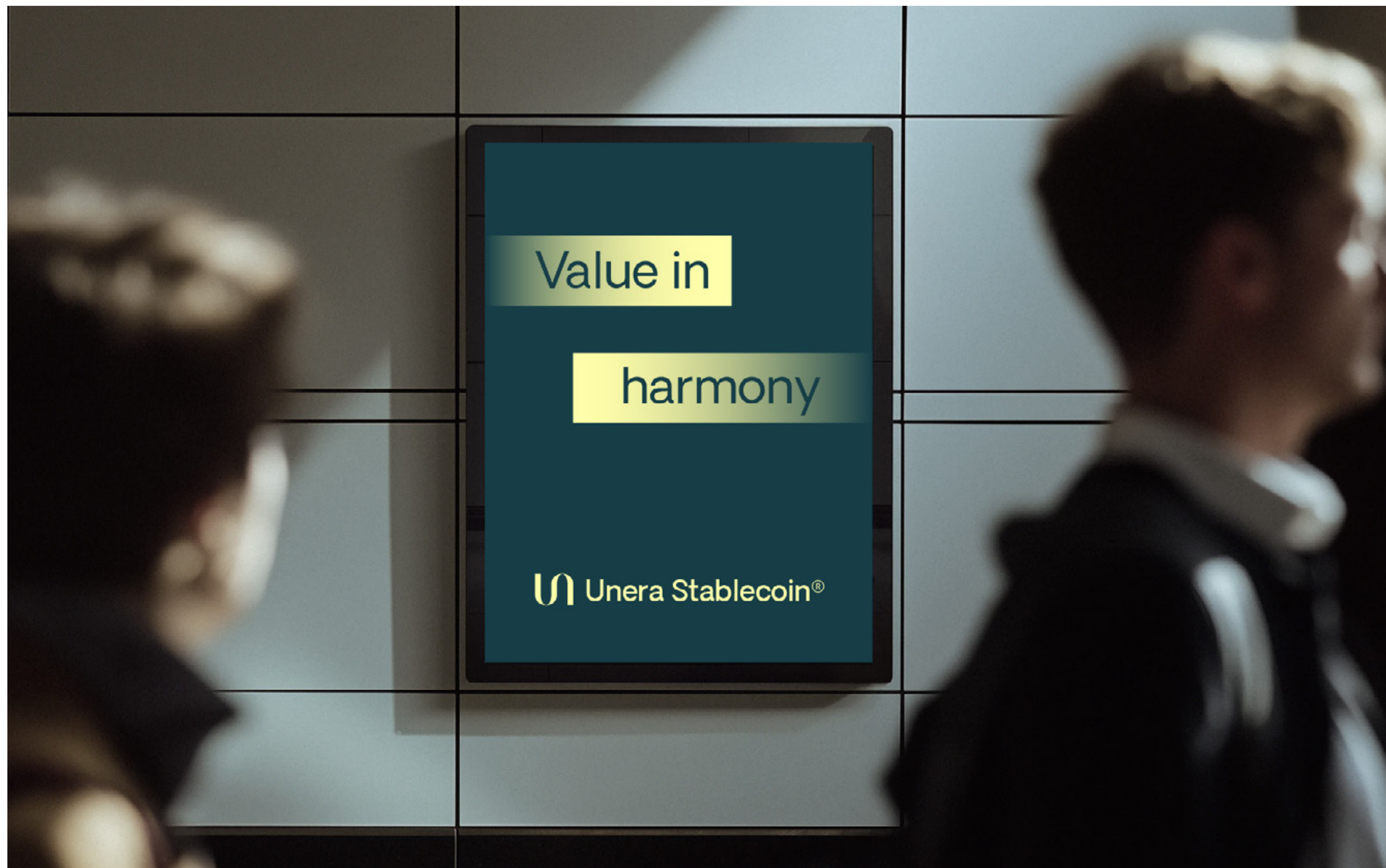
Unera Card Concept



Screen for conference



B2C advertising



City advertising



# Photography


Imagery



Cinema



March, 2026

 Unera Stablecoin

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