

Step Finance



Brand Style Guide & Assets

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Introduction

Brand Guidelines

This document serves as our brand style guide for Step Finance, focusing on the Step Finance website and the Portfolio Dashboard. It clearly defines our mission, vision, brand values, and guidelines for using our brand assets, providing the foundation for the design and development of all materials related to our marketing and product.

Our Mission

To create powerful data and analytics tools that enable portfolio growth, innovate products that drive financial success, and foster a community where the next generation of Solana products and solutions thrives.

Our Vision

To be the leading platform that empowers the Solana ecosystem, enabling a global community to unlock the full potential of decentralized finance through innovative tools, data-driven insights, and collaborative growth.

02.

Our Principles

Simplicity

Design with clarity. Our products should make complex data straightforward and easy to use.

Autonomy

Build for independence. Empower users with tools that give them full control and ownership.

Integrity

Prioritize transparency. Ensure every interaction and feature is trustworthy and reliable.

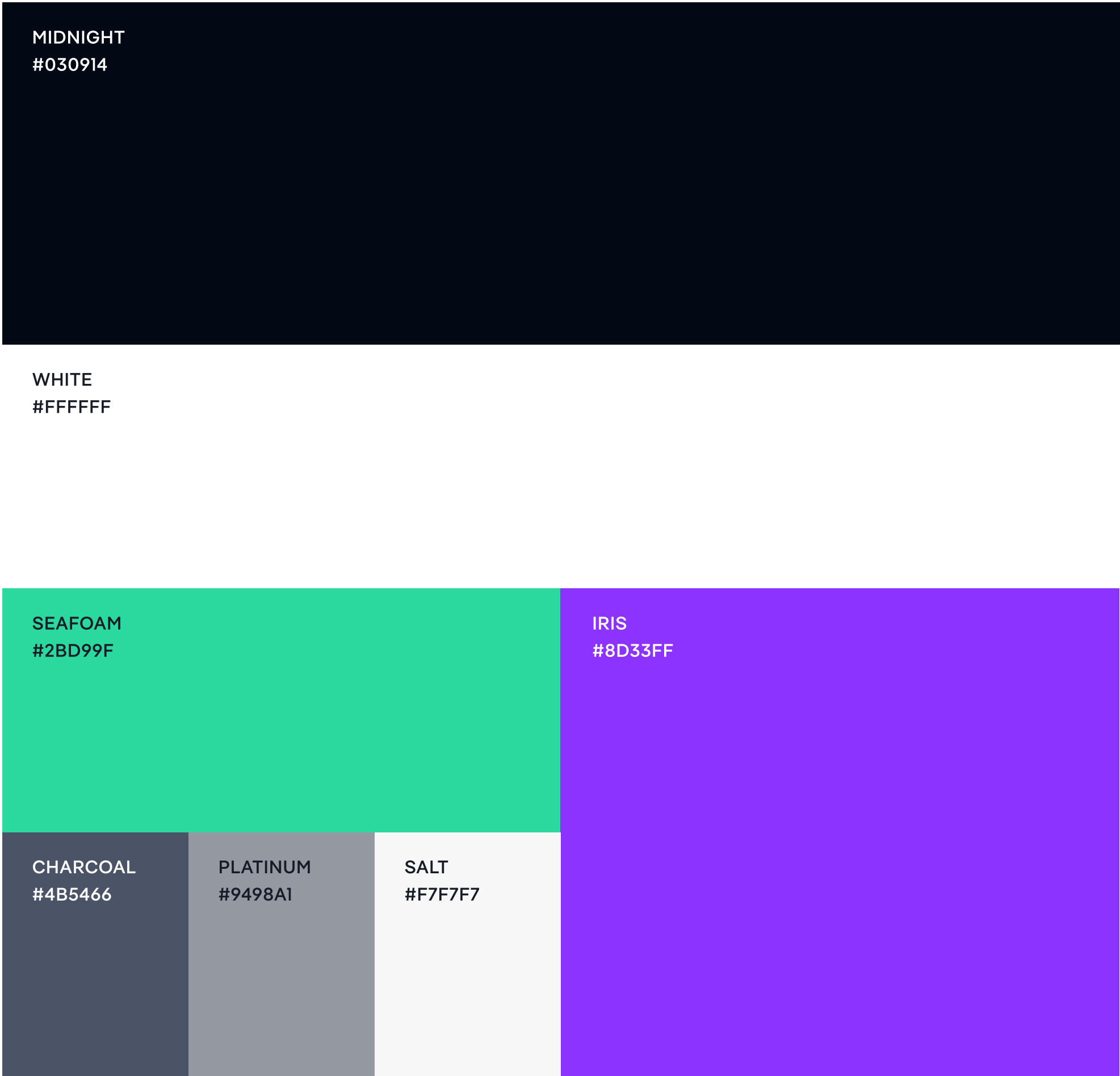
03.

Our Colors

Primary Colors

Our color palette at Step Finance reflects our commitment to Simplicity, Autonomy, and Integrity. **Midnight (#030914)** provides a strong, stable foundation, while **White (#FFFFFF)** offers clean contrast. **Seafoam (#2BD99F)** injects vibrant energy, and **Iris (#8D33FF)** adds a bold, creative touch.

Supporting tones—**Charcoal (#4B5466)**, **Platinum (#9498A1)**, and **Salt (#F7F7F7)**—ensure balance and subtle emphasis. The usage ratio of these colors in our designs aligns with our principles, maintaining consistency and reinforcing our brand identity.



Special Use Colors

The Special Use Colors of Step Finance, **Azure (#2991E7)**, **Lemonade (#F6E219)**, **Clementine (#F97016)**, **Ruby (#F23041)**, and **Amethyst (#C326D3)**, are vibrant hues derived from our logo. These colors should be used sparingly.

These Special Use Colors are not intended for primary use in marketing materials or designs. They are reserved for special occasions or specific elements that require emphasis. For guidance or approval, please contact design@step.finance. When in doubt, it's best to avoid using them to maintain brand consistency.



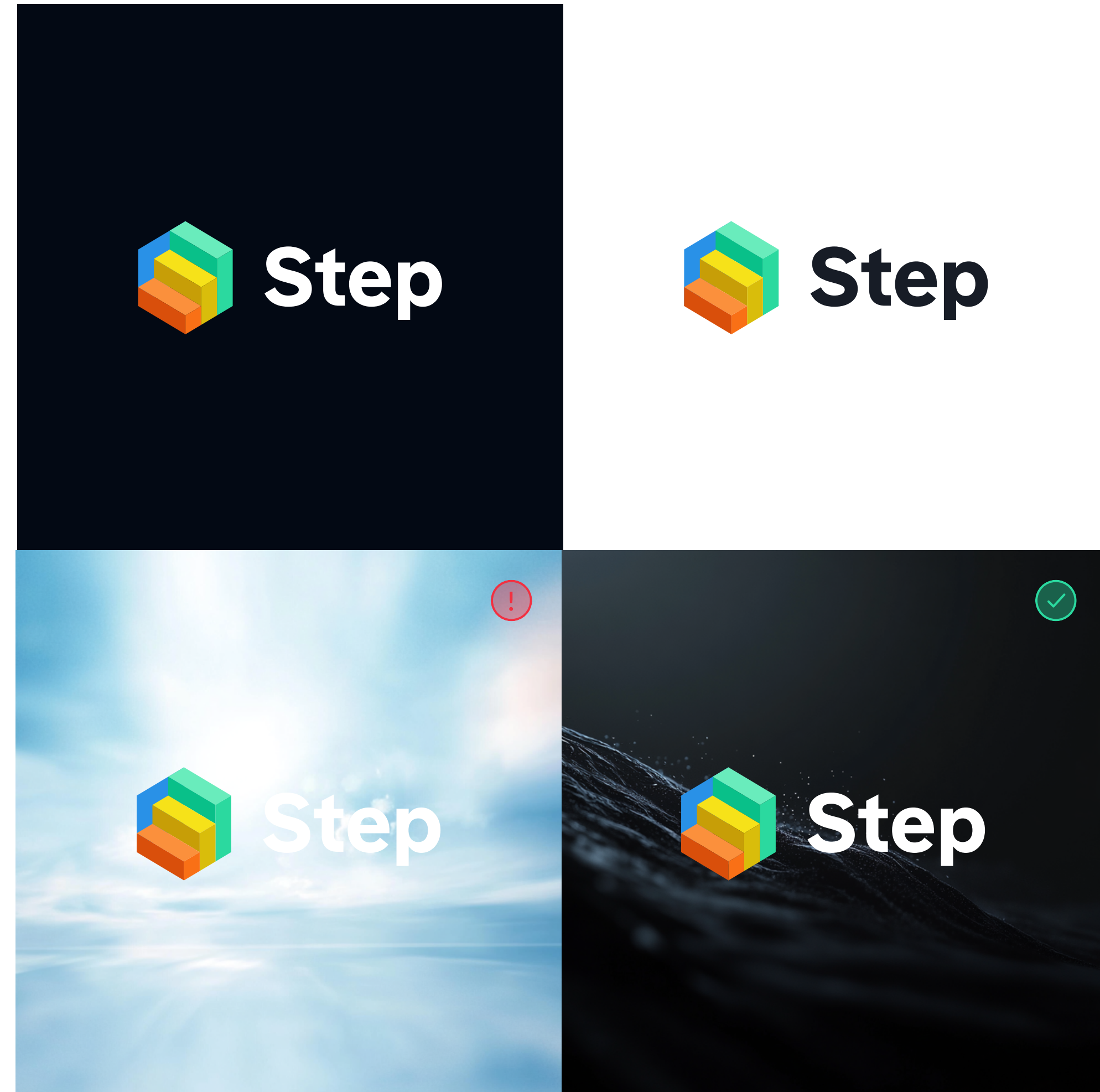
04.

Logos & Alternates

Logo Usage

Our logo is designed for optimal visibility and brand recognition. It's recommended to use the logo on black or white backgrounds to ensure clarity and consistency. When using the logo on other background colors, it can be applied without a background, keeping it transparent.

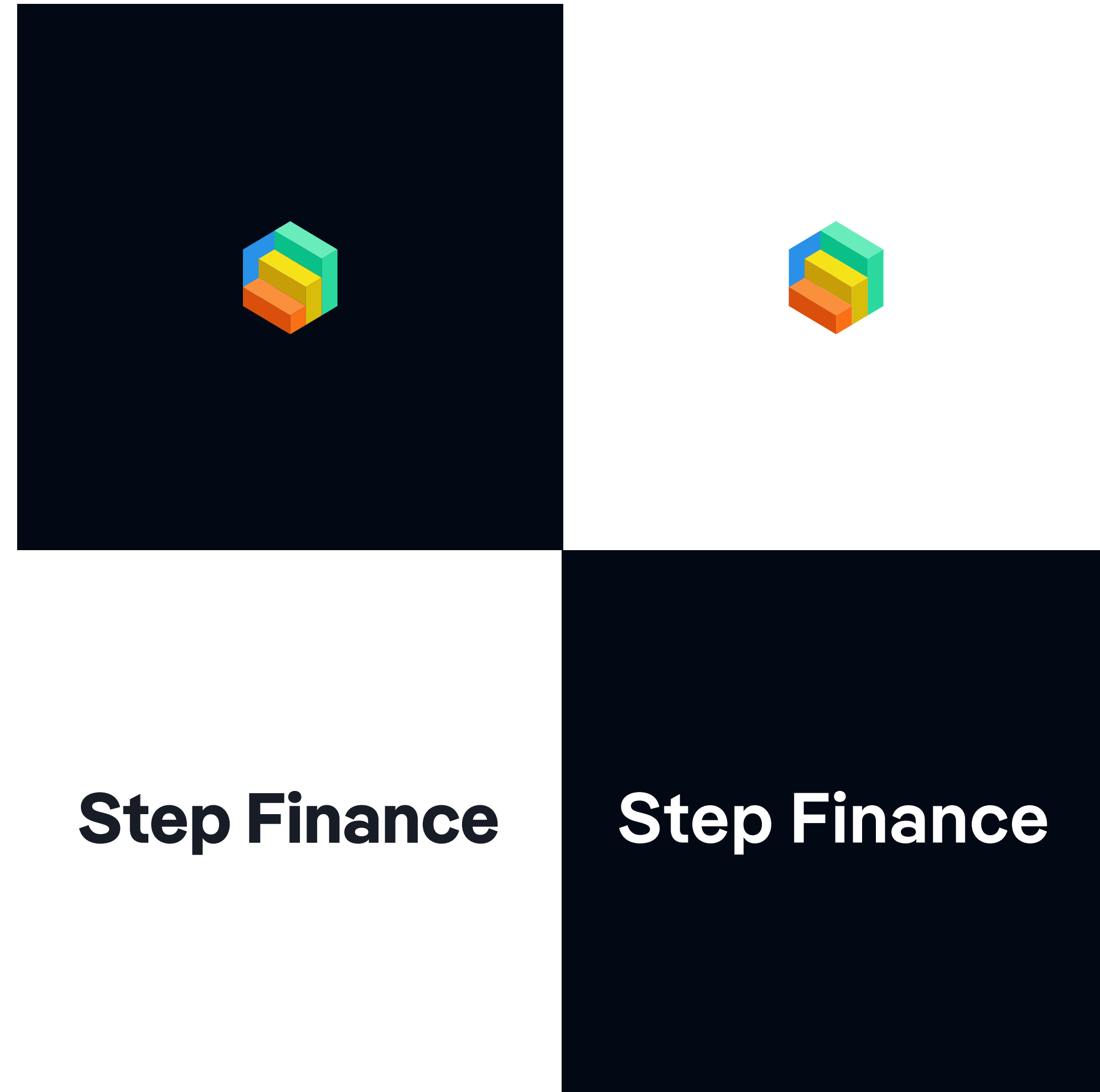
To maintain accessibility standards and legibility, ensure the logo's type color is adjusted accordingly—use dark type on light backgrounds and light type on dark backgrounds. Additionally, avoid placing the logo on visually complex or distracting background patterns or textures to ensure the logo remains clear and readable in all applications.



Alternate Usage

Alternate logo usage, including just the mark or the logo type, should be applied sparingly. When using only the mark, it should be reserved for specific Step-branded products or marketing pieces where the content is clearly focused on Step Finance, such as our promotional and marketing materials.

If choosing not to use the mark, the fallback should be the logo type with the full name “Step Finance” to ensure brand consistency and maintain recognition. The same guidelines for Best Practices and Improper Usage apply to alternate logo usage—ensure the logo is placed on clean backgrounds with high contrast and avoid complex or low-contrast backgrounds that compromise legibility.

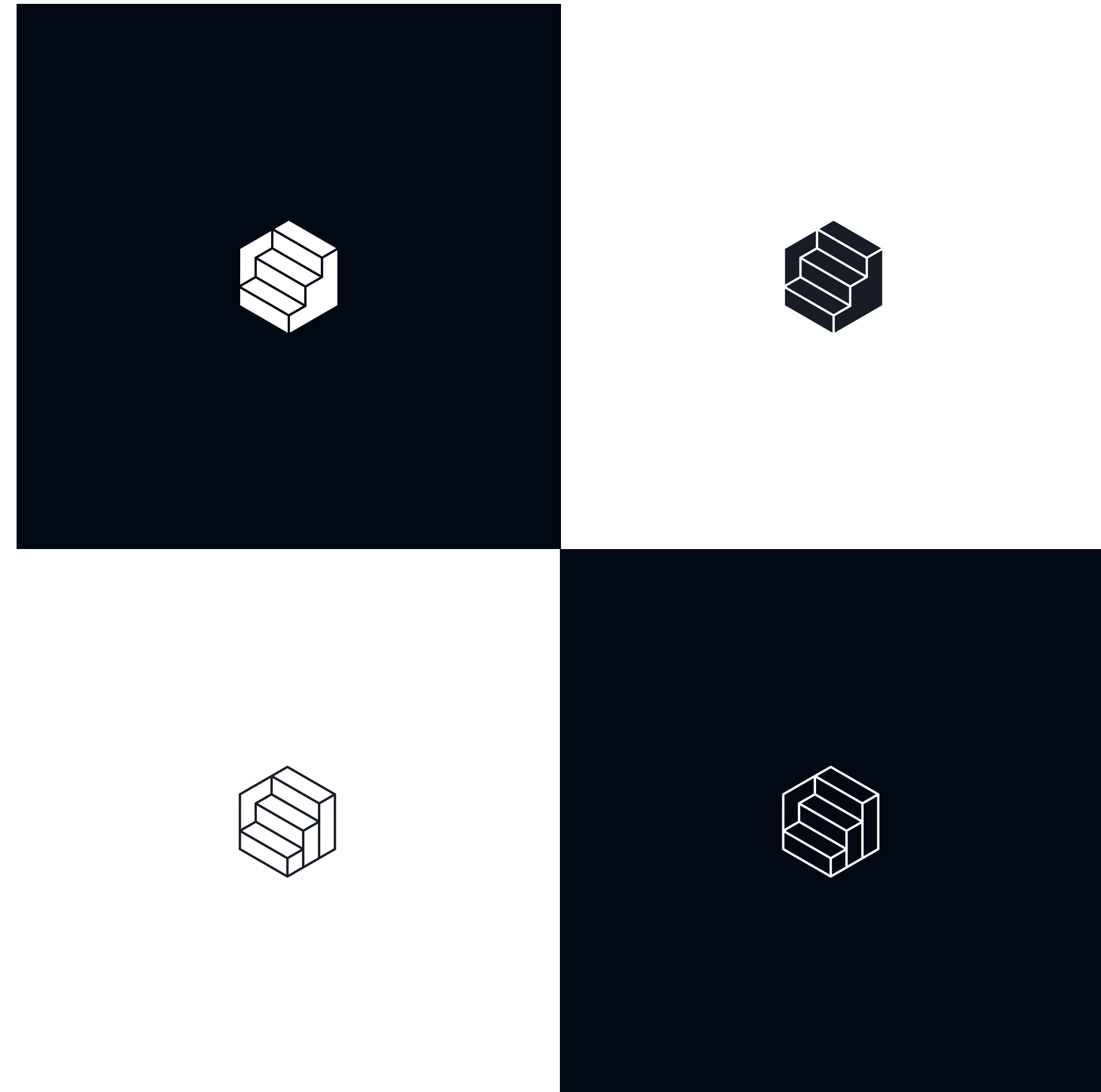


Special Use Cases

The outlined and solid filled variations of our mark are reserved for specific internal or team-related promotional items. These variations are not intended for external promotional or marketing materials unless expressly approved by the Step Finance design team.

For any use of the mark in these special cases, it's essential to maintain brand integrity by limiting it to approved contexts. The logotype should continue to be used consistently with the previous usage guidelines, ensuring brand recognition and consistency.

For any exceptions or approvals, please contact design@step.finance.



Token Symbols

Our tokens—**STEP**, **xSTEP**, and **stepSQL**—each utilize our mark as their symbol. These token symbols are exclusively reserved for representing our tokens on DeFi platforms and related financial contexts.

To maintain consistency and brand recognition, these symbols should not be altered or repurposed for any other use. Their application is strictly limited to accurately representing our tokens within the decentralized finance ecosystem.

For any questions or specific usage guidelines, please contact design@step.finance.



STEP



xSTEP



stepSQL

05.

Typography

Our Typography

Pangea Afrikan, from the Fontwerk foundry, is the typeface chosen to represent the Step Finance brand. Selected for its clean and simple aesthetics, Pangea Afrikan embodies the clarity and precision that define our approach to financial technology. This typeface is not only visually versatile but also designed with accessibility in mind, offering extensive localization capabilities to ensure our content is inclusive and easily readable across diverse languages and regions.

Just as our products are built to empower users with straightforward, intuitive tools, Pangea Afrikan reinforces this philosophy with its functional yet modern design, making it an ideal choice for both digital and print applications within our brand.

Download: <https://fontwerk.com/en/fonts/pangea-afrikan>

