

# BRAND GUIDELINES

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# CORE IDENTITY

## Brand Name

Toyow stands for Tokenize Your World, but in all external communication it is treated as a proper brand name, not an acronym. It represents the marketplace where real world assets are issued, discovered, and owned digitally.

# Tagline

## Primary Tagline (B2C)

Owning what you love is just a tap away

This tagline is used when Toyow speaks to:

- Everyday users
- Creators
- Fans
- Retail investors

It expresses **emotional connection + ease of access**.

## Secondary Tagline (B2B)

Tokenize Your World → TOYOW

This tagline is used for:

- Asset issuers
- Institutions
- Media
- Partners

It positions Toyow as **Tokenization infrastructure**, not just an app.

# Mission and Vision

## Mission

Toyow’s mission is to empower individuals globally by making access to ownership of real-world assets and related economic interests available through a secure, efficient, and transparent system of tokenization. By turning physical and cultural assets or related economic interests into digital tokens, Toyow unlocks their true value while ensuring every interaction remains compliant, traceable, and trustworthy.

## Vision

A world where anyone, regardless of location, wealth, or background, can access high-quality real assets without complexity, friction, or traditional gatekeepers.

## Values

These values must show up in how Toyow writes, designs, and communicates.

## Simplicity

We make complex financial systems easy to understand and use.

## Trust

We operate with regulation, transparency, and verifiable structures.

## Ownership

Users don’t hold hype, they hold real assets and get access to economic interests.

## Transparency

Assets, data, and ownership must always be visible and auditable.

## Clarity

We avoid vague promises and unclear language.

# Brand Personality

## Toyow is

### Culturally Sound

In tune with digital culture, creators, and global trends.

### Aspirational

We inspire people to own, build, and participate in a better financial future.

### Approachable

Not intimidating, not elitist, anyone should feel welcome.

### Progressive & Brave

We push boundaries responsibly and embrace new models of ownership.

### Energetic (not speculative)

We generate excitement around real ownership, not price movements.

# Messaging Foundation

This is the core story behind Toyow Marketplace.

## Positioning Statement

Toyow is a global multi-category Real-World Asset (RWA) tokenization marketplace that allows people to access tokenized real estate, films, music, commodities, art, and more through a single compliant platform using blockchain technology. It turns traditionally illiquid assets into fractional, digital, and globally accessible ownership, backed by real world project-based legal structuring, and institutional structures.

## One Liner

The home of multi-category RWAs,  
bringing billions onchain.

This line is used for:

- Website hero sections
- Socials bios
- Investor decks
- Media quotes

It signals scale, ambition, and category leadership.

## Elevator Pitch

Toyow is a compliant RWA marketplace where anyone can access tokenized real estate, films, music, commodities, art, and more through a single compliant platform.

By combining blockchain with compliant asset issuance , Toyow makes real-world ownership digital, fractional, and globally accessible.

# Messaging Pillars

These are the four core ideas  
every Toyow communication must reinforce.

## 1. Multi-Category Access

Toyow is not built around one asset type.

It brings the entire real world economy into one marketplace.

This includes:

- Real estate
- Films
- Music
- Commodities
- Art & collectibles

Toyow should always be described as  
a single home for all RWAs

## 2. Compliance & Trust

Toyow is built for real capital.

Key themes to reinforce:

- Compliant marketplace tokenization
- Legal frameworks including AML/KYC frameworks
- Project-specific alignment with applicable laws
- Structured asset issuance

Toyow must feel like:

“A financial marketplace that happens  
to use blockchain.”

# Messaging Pillars

## 3. Fractional & Digital Ownership

Toyow turns large, expensive, illiquid assets into:

- Fractional
- Tradable
- Transparent
- Onchain

This allows:

- Smaller investors to participate
- Assets to become liquid
- Ownership to be provable

Always reinforce:

People own assets and related economic interests, not speculation.

## 4. Real Value & Real Pipelines

Toyow assets are not synthetic.

They are connected to:

- Institutional issuers
- Media and IP networks for entertainment assets
- \$0.5B+ RWA Tokenization Pipeline

Every Toyow asset must feel:

**Backed, verified, and commercially real.**

# Voice & Tone

## Global and Culturally Aware

Toyow speaks to a global audience. Our tone should feel inclusive, culturally sensitive, and relevant across regions, creators, and asset communities. We avoid language that is religious, political, or polarizing, and we make sure our communication resonates beyond a single market or culture.

## Calm, Confident, and Long-Term

Toyow does not rush or pressure. Our tone reflects long-term value, not short-term trading. We explain how ownership / access works, how assets are structured, and why tokenization matters, without exaggeration or urgency.

## Humor and Wit

Humor is encouraged when used thoughtfully. Light, clever, and culturally aware humor helps make the brand feel alive and relatable, especially on social platforms. It should never undermine trust, compliance, or the seriousness of asset ownership.

## Credible and Knowledgeable

Toyow communicates with the authority of regulated financial infrastructure. We demonstrate expertise in tokenization, real-world assets, and compliance without sounding technical or intimidating. Our goal is to be trusted first, understood second, and exciting only when it is earned.

## Approachable and Human

While we operate in serious financial territory, Toyow should never feel cold or distant. We are friendly, open, and easy to engage with. Our voice should make people feel welcome, whether they are new to digital assets or experienced investors.

## No Financial Hype

Toyow must never sound like a meme coin, a DeFi casino, or a pump campaign. We avoid language that implies guaranteed returns, fast money, or speculation. Words such as “moon,” “100x,” “revolutionary,” “next-gen,” and “disruptive” are not used to describe the marketplace.

# Voice & Tone

## Clear and Structured Language

Toyow uses simple, institutional-grade language. We focus on tokenization, fractional ownership, and transparency, keeping communication concise, well-structured, and easy to read. We speak naturally to both Web3 and traditional finance audiences without relying on excessive jargon.

## NO NFT Comparison

The word “NFT” must not be used to compare assets on Toyow Marketplace communication. We use terms such as tokenized asset, digital ownership, or onchain asset instead, to reflect Toyow’s real-world asset focus.

# Voice & Tone

## Language and Editorial Rules

All Toyow Marketplace communication should:

- Acknowledge web3, blockchain, or onchain where relevant
- Emphasize tokenization, fractional ownership, transparency
- Use simple, institutional grade language
- Avoid excessive crypto slang (except for social media)
- Toyow uses a single, consistent style of spelling and terminology across all communication to maintain clarity and a unified global brand voice.
- Examples: tokenization (not tokenisation), films (not movies) etc.

## Web3 Channels

**Voice:** Web3-native, sharp, and culture aware, can use memes and humor, but always grounded in real assets and long-term credibility.

**Avoid:** Pump language, price talk, urgency, and hype words like moon, 100x, revolutionary, next-gen, disruptive.

## Web2 Channels

**Voice:** Polished, simple, and trust first, focused on clarity, professionalism, RWA thought leader, can use memes and humor when needed

**Avoid:** Crypto slang, technical blockchain jargon, hype marketing, or anything that sounds speculative or promotional.

We speak to both Web3  
and TradFi, without alienating either.

# LOGO

# Logo

The Toyow logo is the primary visual icon of our identity. The simple, mono-weight upper-case letter forms should never be altered or compromised.

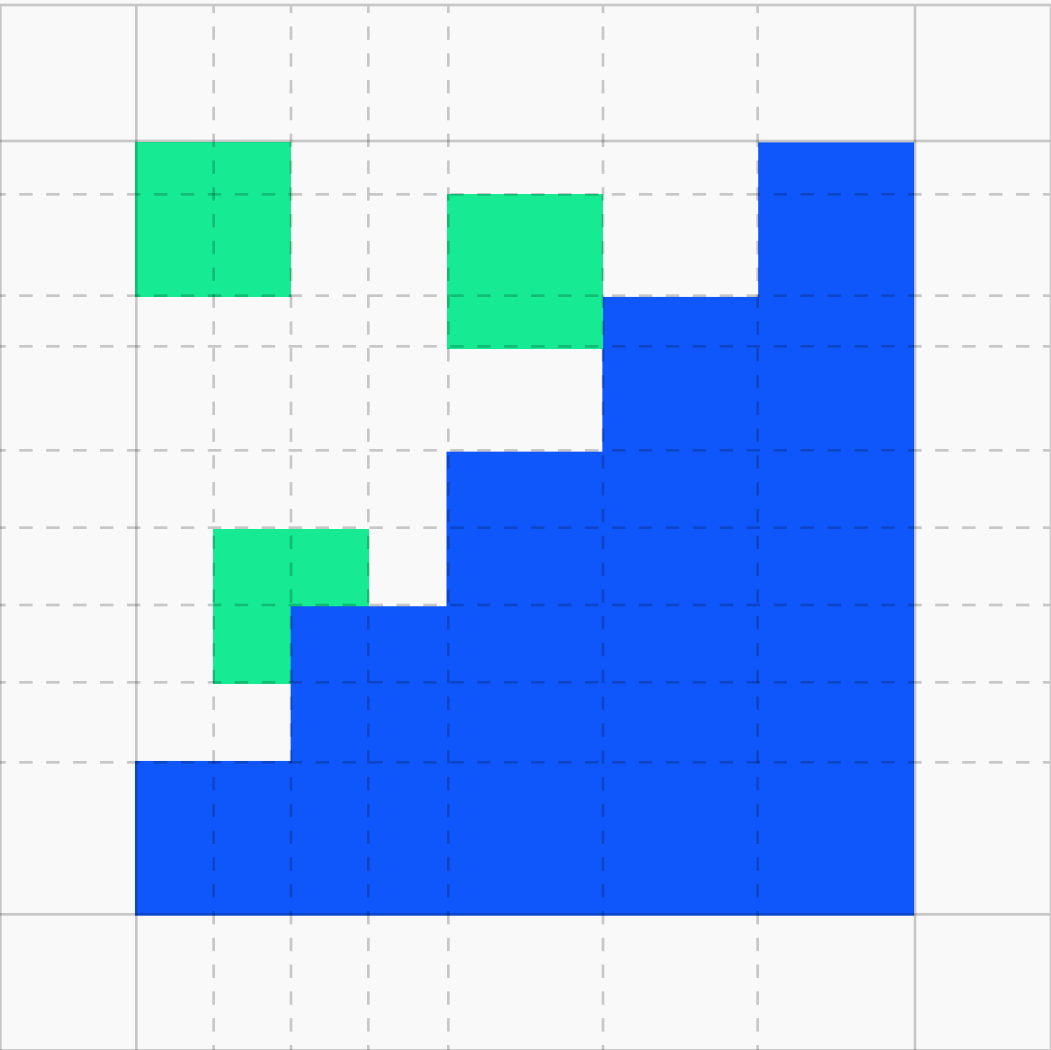
**Toyow:** Pronounced as ‘Toe-yo’ is an acronym for ‘tokenize your world’ which is our corporate tagline



# Logo Icon

To accompany our logo, we also utilize a brand icon.

The icon symbolizes the value of tokenization and fractionalizing assets into parts. This concept embodies accessibility and inclusivity, empowering individuals to participate and benefit from previously untapped opportunities. By stacking these values together, we foster a sense of community, one step at a time. Our brand icon represents our commitment to shaping the way people engage with assets and building a future that is open, and inclusive for all.

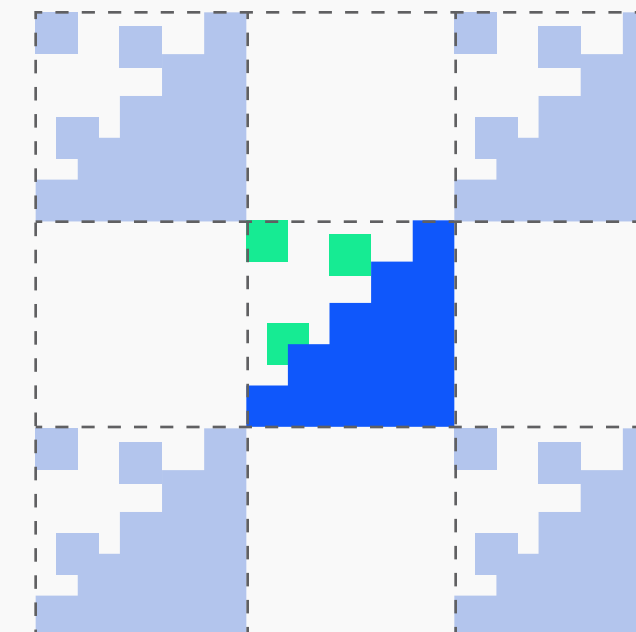
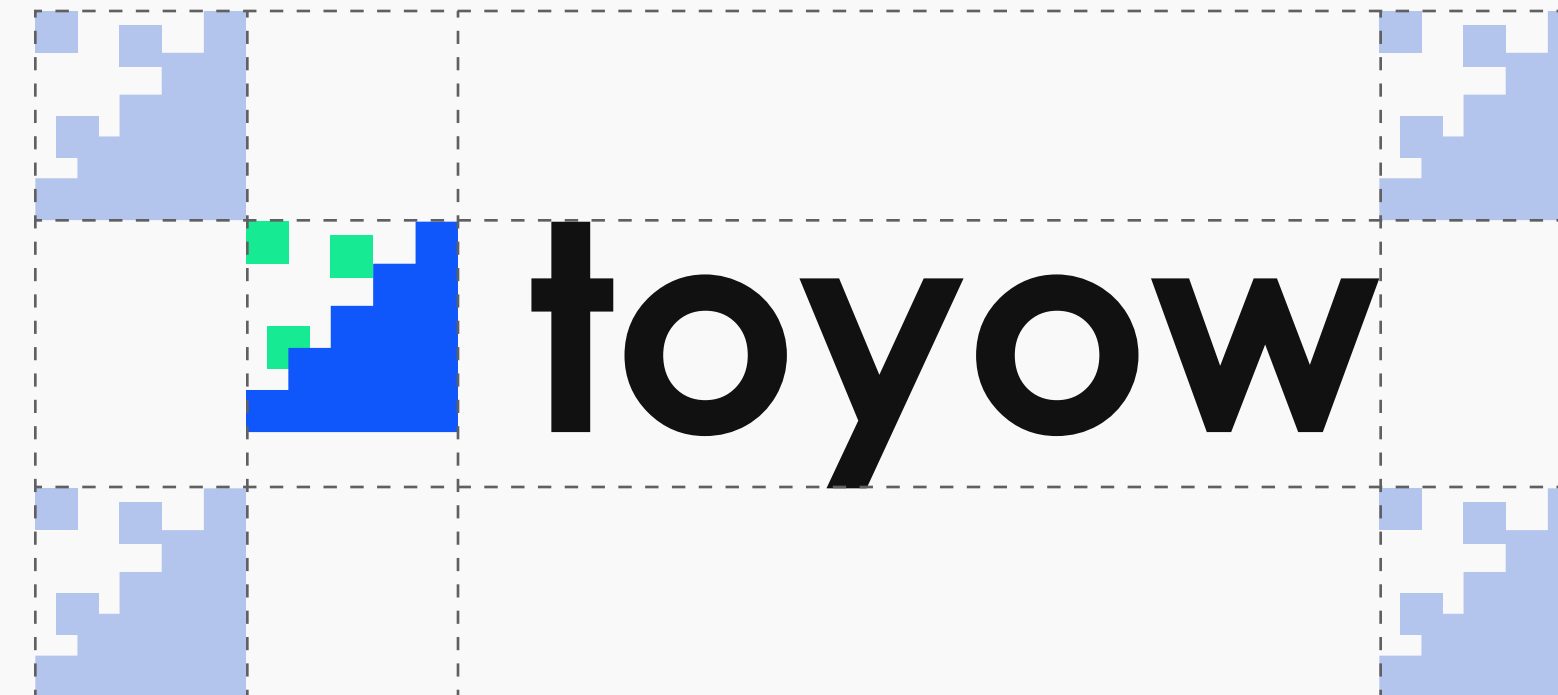


# Safe Zone

Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should appear inside this zone.

Clear space is determined by the height and width of the icon in the logo.

Make sure the logo icon is legible at all times.



# Logo Colors

The color green symbolizes growth and the connection to the real world which Toyow is trying to bring with its tokenization platform.

The color blue symbolizes trustworthiness.

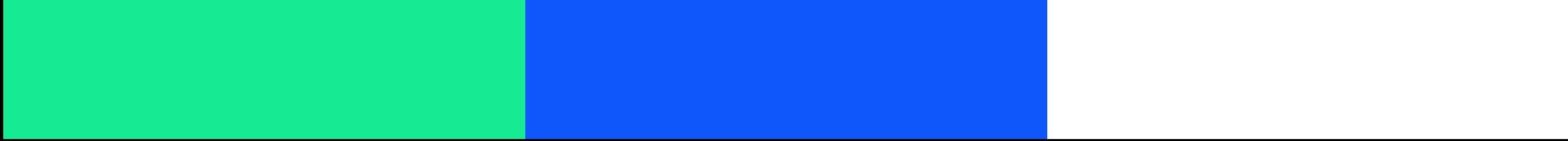
The black and white text are alternate logos.



**Green**  
#17EB94  
RGB : 23, 235, 148  
CMYK : 61.22, 0, 63.18, 0  
Pantone : 7479 C

**Blue**  
#1058FC  
RGB : 16, 88, 252  
CMYK : 82.29, 66.33, 0, 0  
Pantone : 285 C

**Dark gray**  
#121212  
RGB : 18, 18, 18  
CMYK : 73.17, 67.16, 65.66, 82.02  
Pantone : Black 6 C



**Green**  
#17EB94  
RGB : 23, 235, 148  
CMYK : 61.22, 0, 63.18, 0  
Pantone : 7479 C

**Blue**  
#1058FC  
RGB : 16, 88, 252  
CMYK : 82.29, 66.33, 0, 0  
Pantone : 285 C

**Dark gray**  
#121212  
RGB : 18, 18, 18  
CMYK : 73.17, 67.16, 65.66, 82.02  
Pantone : Black 6 C

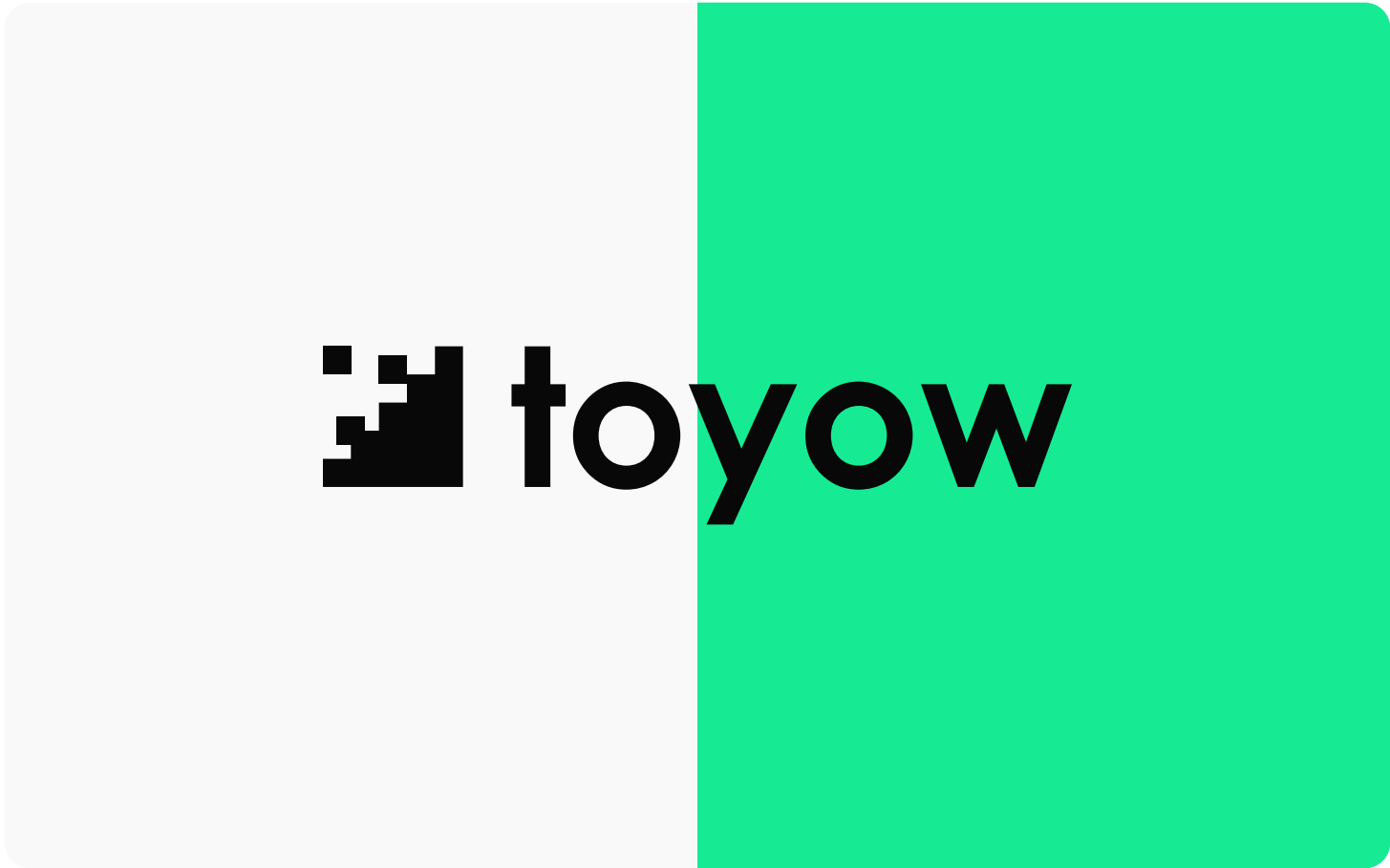
# Backgrounds



On dark backgrounds, use our color logo with white text.



On light backgrounds, use our color logo with black text.

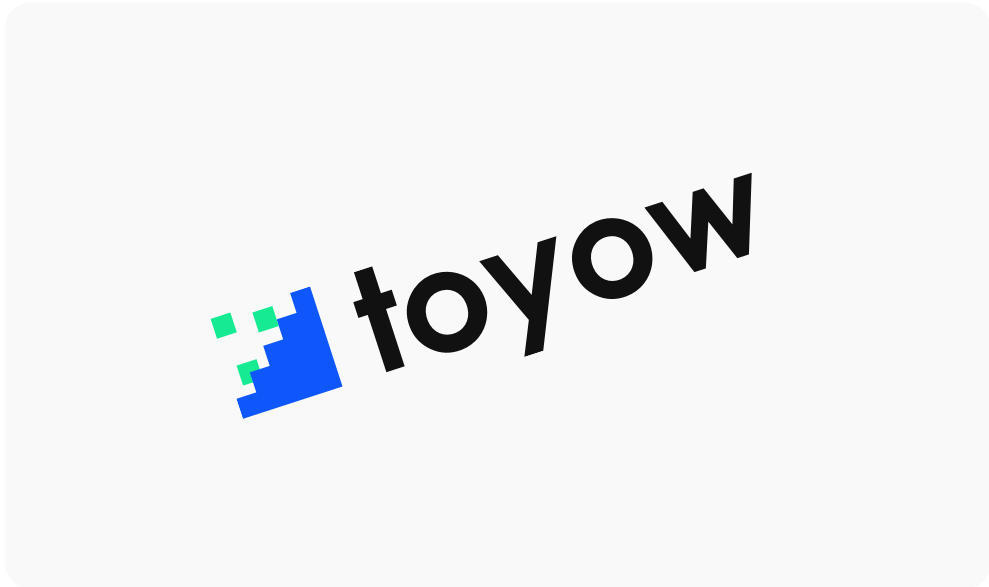


On lighter backgrounds or when printing single colors. Use our black logo



On darker colored backgrounds, use our white logo.

# Usages



✗ Don't angle it.



✗ Don't add a gradient to it.



✗ Don't make it 3D.



✗ Don't stretch it.



✗ Don't remove the icon.



✗ Don't change the colors.



✗ Don't add a stroke to it.



✗ Don't reduce the opacity.

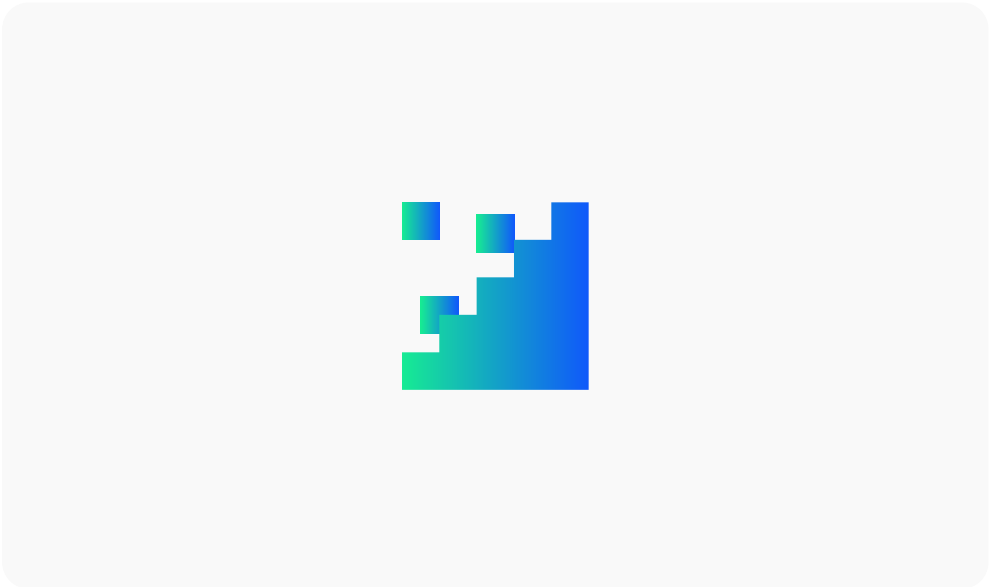


✗ Don't use an image for background.

# Usages



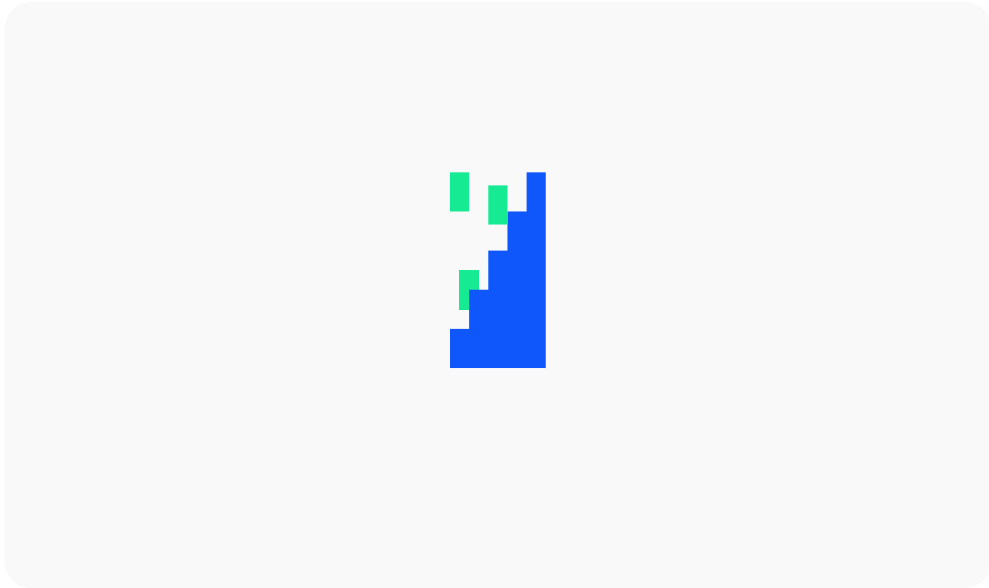
✗ Don't angle it.



✗ Don't add a gradient to it.



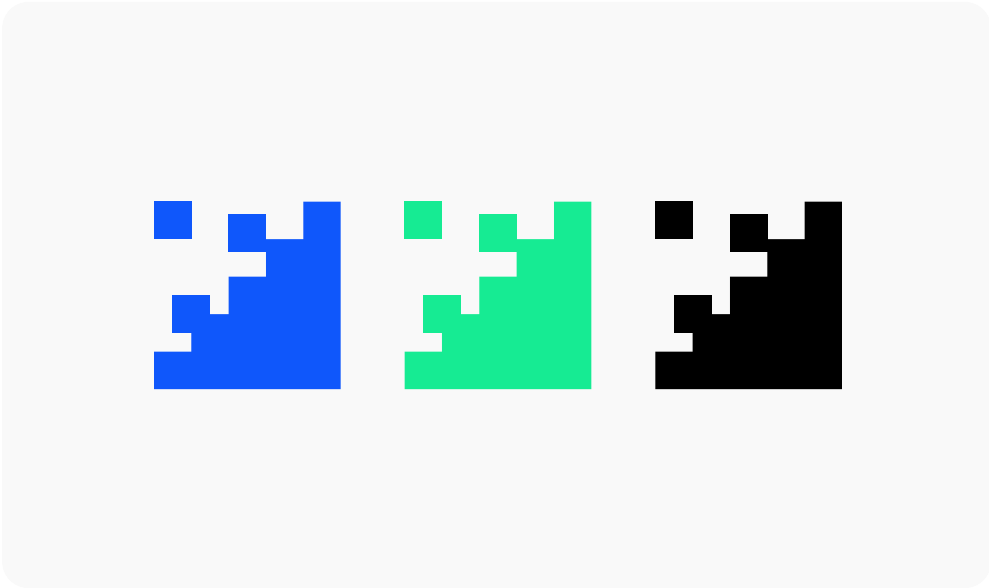
✗ Don't make it 3D.



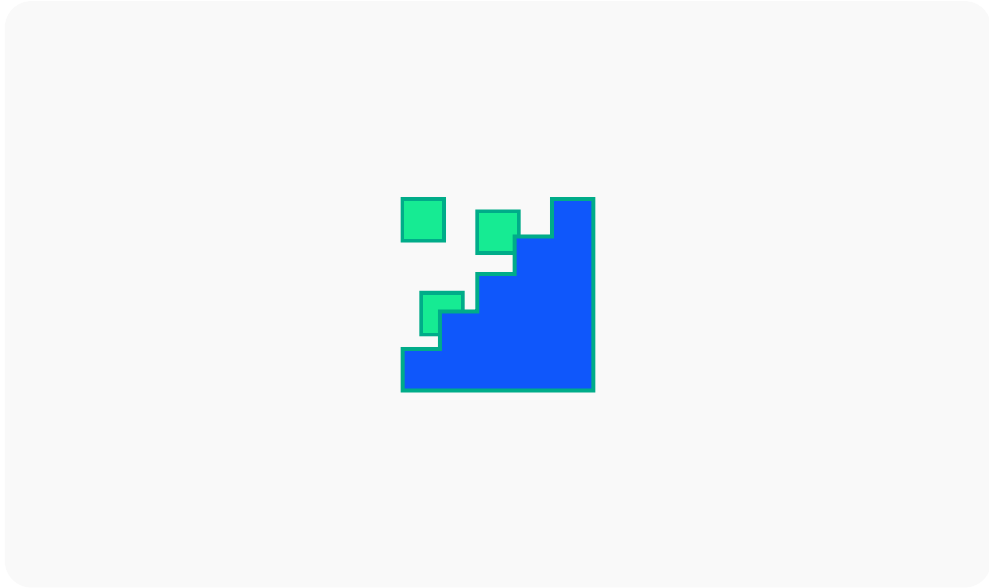
✗ Don't stretch it.



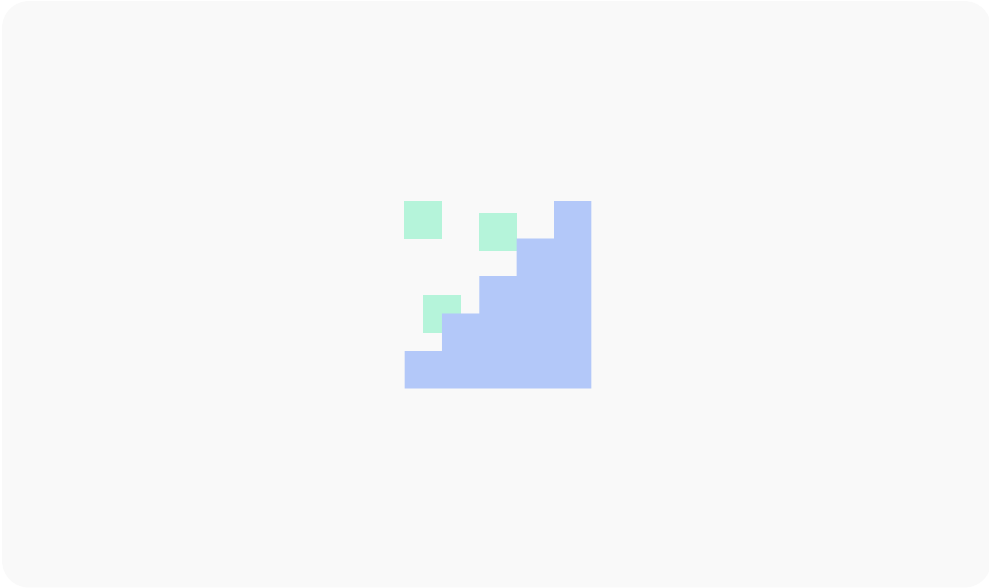
✗ Don't remove the squares.



✗ Don't change the colors.



✗ Don't add a stroke to it.



✗ Don't reduce the opacity.



✗ Don't use an image for background.

# Colors

# Primary Colors

Our main set of colors are the main logo colors - the blue and green. Additionally, a dark grey and light grey. These colors are used on all pieces of Toyow communication in one form or another.

**Primary Blue**  
#1058FC  
RGB : 16, 88, 252  
CMYK : 82.29, 66.33, 0, 0  
Pantone : 285 C

**Primary Green**  
#17EB94  
RGB : 23, 235, 148  
CMYK : 61.22, 0, 63.18, 0  
Pantone : 7479 C

**Dark gray**  
#121212  
RGB : 18, 18, 18  
CMYK : 73.17, 67.16, 65.66, 82.02  
Pantone : Black 6 C

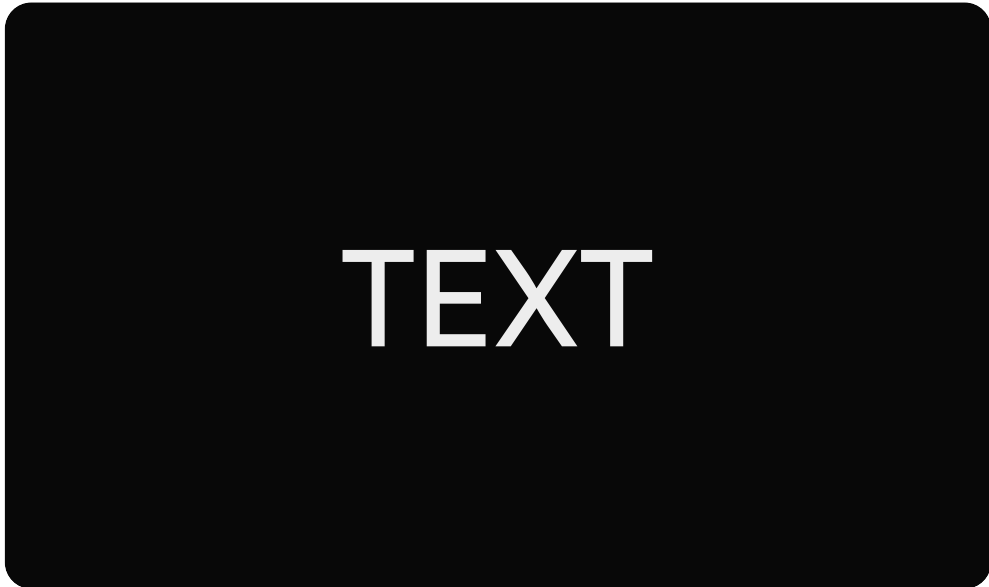
**Light gray**  
#F1F1F1  
RGB : 241, 241, 241  
CMYK : 3.97, 2.8, 2.8, 0  
Pantone : 656 C

# Secondary Colors

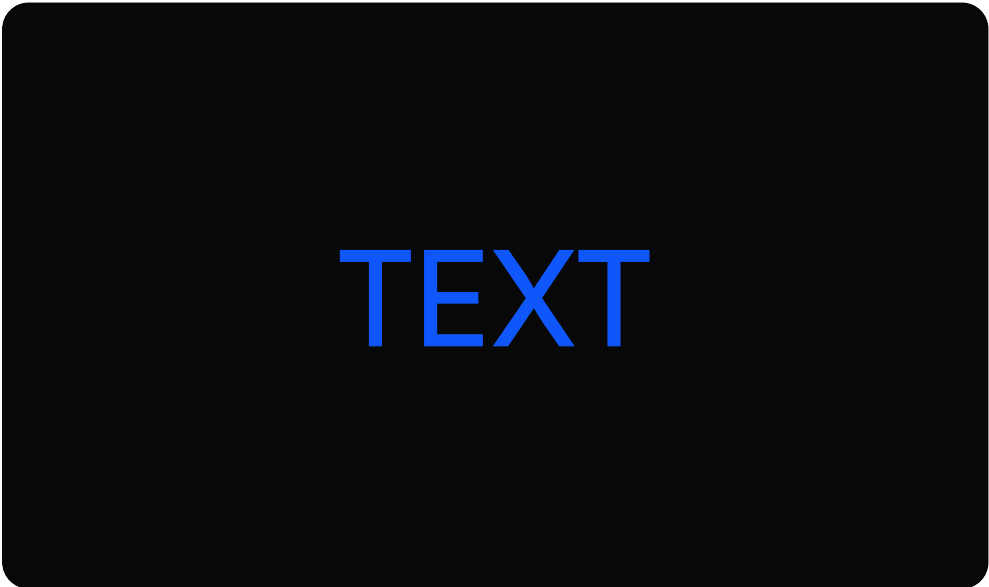
Our secondary colors are used on our website, in presentations and in illustrations. They can help differentiate between demographics and highlight key information.

<div>Light Blue</div> <div>#75A9FF</div> <div>RGB : 117, 169, 255</div> <div>CMYK : 54, 34, 0, 0</div> <div>Pantone : 292 C</div>	<div>Coral</div> <div>#FF4C55</div> <div>RGB : 255, 76, 85</div> <div>CMYK : 0, 70, 67, 0</div> <div>Pantone : 1785 C</div>	<div>Pink</div> <div>#F52076</div> <div>RGB : 245, 32, 118</div> <div>CMYK : 0, 87, 52, 4</div> <div>Pantone : 1925 C</div>	<div>Orange</div> <div>#FF7A00</div> <div>RGB : 255, 122, 0</div> <div>CMYK : 0, 52, 100, 0</div> <div>Pantone : 1505 C</div>	<div>Yellow</div> <div>#FFC107</div> <div>RGB : 255, 193, 7</div> <div>CMYK : 0, 24, 97, 0</div> <div>Pantone : 123 C</div>
<div>Light Green</div> <div>#65F8C9</div> <div>RGB : 101, 248, 201</div> <div>CMYK : 48, 0, 32, 0</div> <div>Pantone : 338 C</div>	<div>Green</div> <div>#00CA4C</div> <div>RGB : 0, 202, 76</div> <div>CMYK : 78, 0, 95, 0</div> <div>Pantone : 347 C</div>	<div>Navy Blue</div> <div>#0A2E85</div> <div>RGB : 10, 46, 133</div> <div>CMYK : 92, 65, 0, 48</div> <div>Pantone : 280 C</div>	<div>Purple</div> <div>#6D3BF5</div> <div>RGB : 109, 59, 245</div> <div>CMYK : 56, 76, 0, 4</div> <div>Pantone : 2090 C</div>	<div>Lavender</div> <div>#D8B4FE</div> <div>RGB : 216, 180, 254</div> <div>CMYK : 18, 33, 0, 0</div> <div>Pantone : 2635 C</div>
<div>Dark Gray 2</div> <div>#171717</div> <div>RGB : 23, 23, 23</div> <div>CMYK : 0, 0, 0, 91</div> <div>Pantone : Neutral Black C</div>	<div>Dark Gray 3</div> <div>#242424</div> <div>RGB : 36, 36, 36</div> <div>CMYK : 0, 0, 0, 86</div> <div>Pantone : 426 C</div>	<div>Light Gray 2</div> <div>#646464</div> <div>RGB : 100, 100, 100</div> <div>CMYK : 0, 0, 0, 61</div> <div>Pantone : 425 C</div>	<div>Light Gray 3</div> <div>#848484</div> <div>RGB : 132, 132, 132</div> <div>CMYK : 0, 0, 0, 48</div> <div>Pantone : 424 C</div>	<div>Light Gray 4</div> <div>#ADADAD</div> <div>RGB : 173, 173, 173</div> <div>CMYK : 0, 0, 0, 32</div> <div>Pantone : 422 C</div>

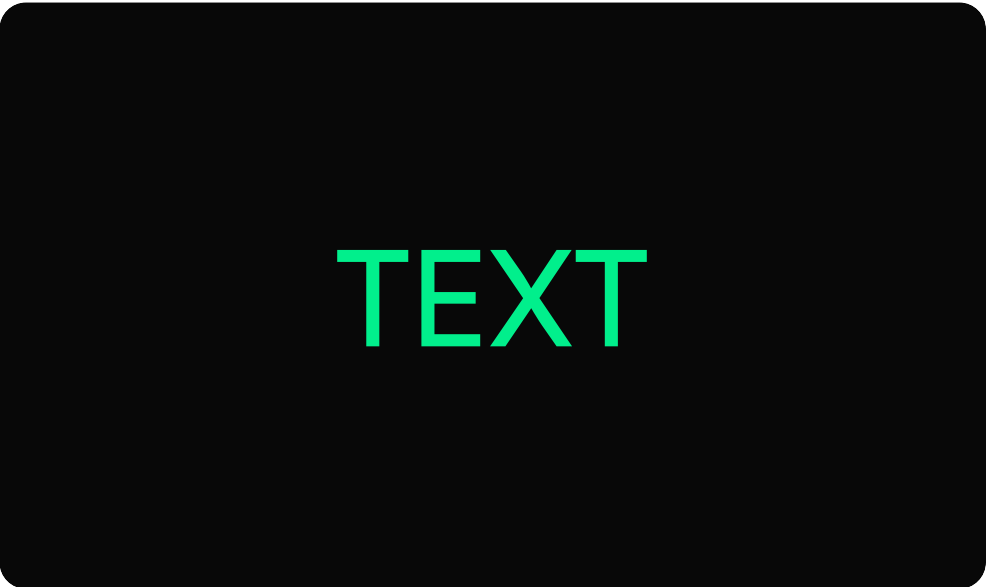
# Color Watchouts



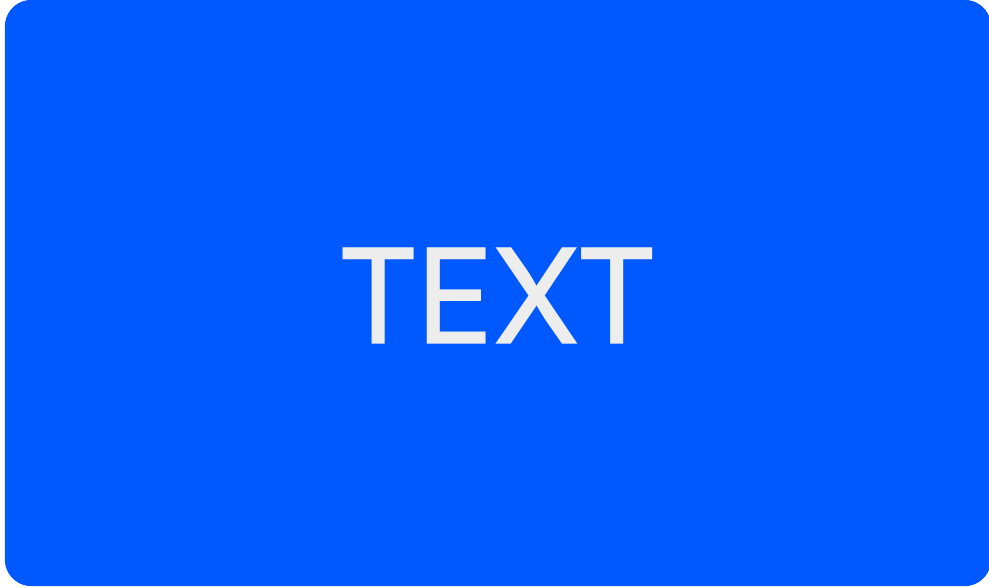
✔ White Text on Black Background



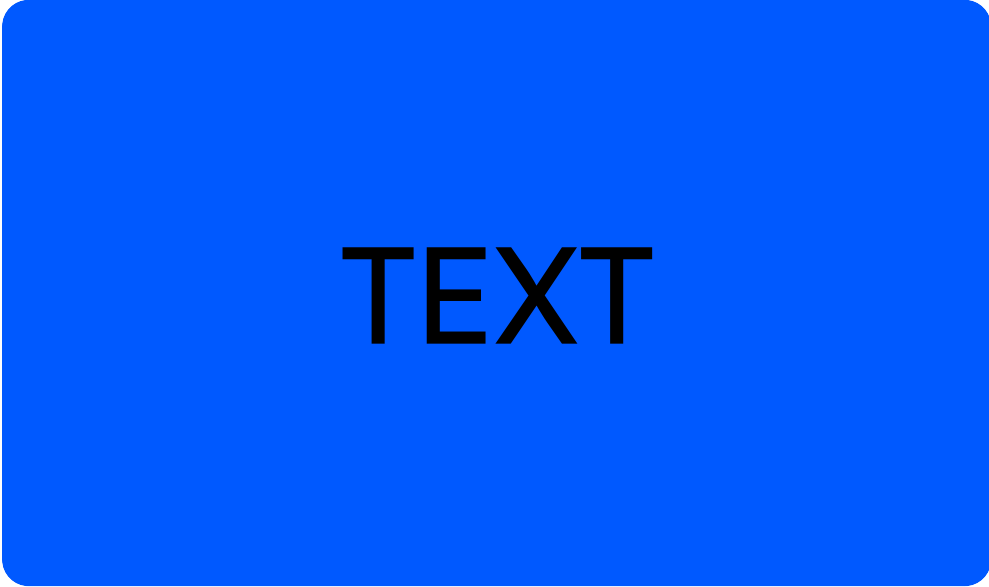
✔ Blue Text on Black Background



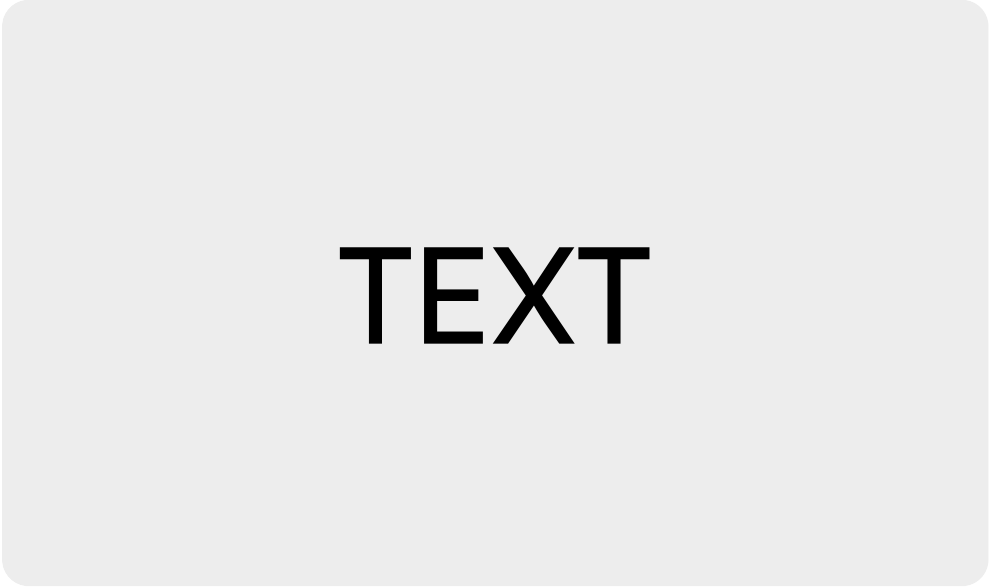
✔ Green Text on Black Background



✔ White Text on Blue Background



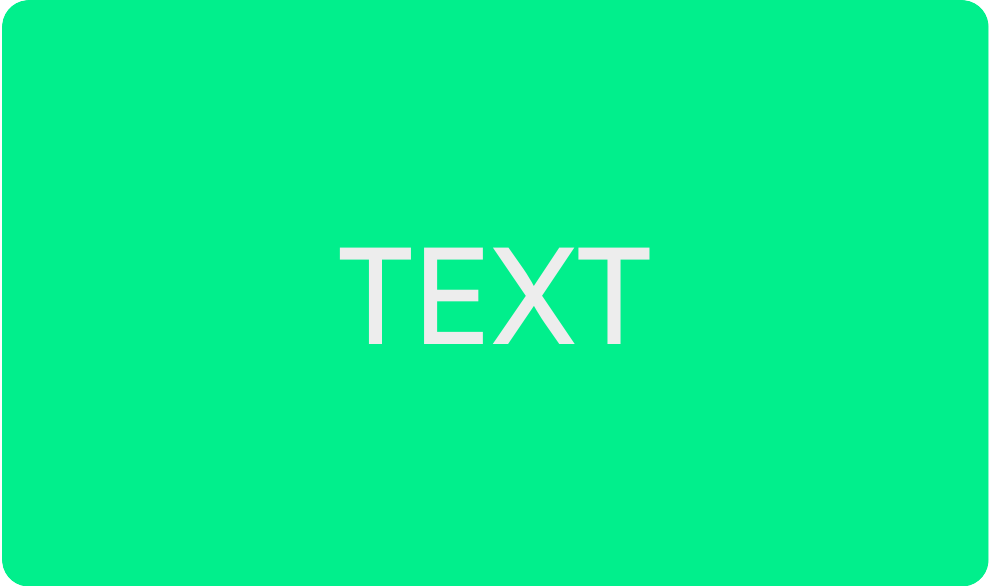
✔ Black Text on Blue Background



✔ Black Text on Light Gray Background



✔ Black Text on Green Background



✘ White Text on Green Background



✘ Green Text on Light Gray Background

# TYPOGRAPHY

## Logo Typeface

We have used the typeface Century Gothic for our logo.

This typeface is not supposed to be used for any other purposes.



# Brand Typeface

## Primary Typeface

Satoshi is the primary typeface of Toyow. It is at the heart of our visual identity, selected for its modern geometry and effortless legibility.

It serves as our main voice, ensuring consistency and adaptability across all brand communications, from digital interfaces to printed materials.

## Secondary Typeface

DM Serif Text complements Satochi as our secondary typeface. It is meant for setting accents and introducing contrast within key visuals.

By breaking the usual rhythm, it adds a layer of dynamic character to the brand, elevating moments that require distinct emphasis or stylistic flair.

Satoshi

Satoshi Light

Satoshi Regular

Satoshi Medium

Satoshi Bold

Satoshi Black

DM Serif Text

DM Serif Text Regular

Satochi Italics

*Satoshi Light Italics*

*Satoshi Regular Italics*

*Satoshi Medium Italics*

*Satoshi Bold Italics*

*Satoshi Black Italics*

DM Serif Text Italics

*DM Serif Text Regular*

**THANK YOU**