



Block Tree

Brand Guidelines

July 2026



Block Tree



Block Tree

Primary logo

The primary logo serves as the lead brand mark and should be used in most applications. It represents the brand at its strongest and most recognisable. Always apply it thoughtfully and follow the usage guidelines outlined on the following page.

Secondary logo

The secondary logo is designed for use on dark or complex backgrounds to ensure maximum clarity and legibility. This reversed option provides flexibility while maintaining brand consistency.

Primary logo



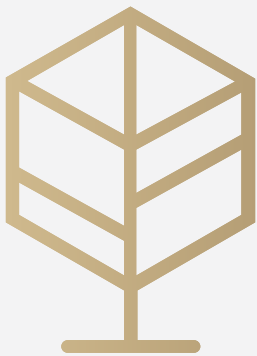
Block Tree

Primary logo + tagline



Block Tree
BY FUSANG

Logo mark



Logotype

Block Tree

Secondary logo



Block Tree

Secondary logo + tagline

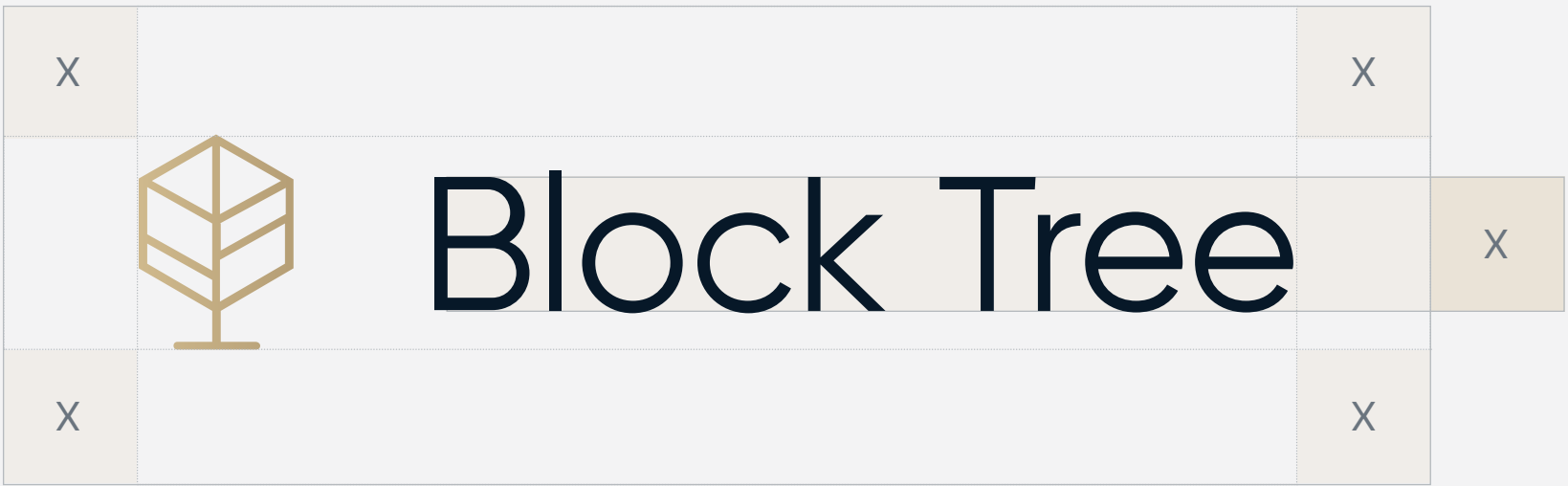


Block Tree
BY FUSANG

Clear space

To preserve the integrity of the logo, a clear margin must be maintained on all four sides, as illustrated. For both the primary and secondary logos, this clear space should be equal to X height.

No text, imagery, or graphic elements may intrude into this area. In digital applications where space is limited, the clear space may be reduced slightly, but only when absolutely necessary.



Colours

This palette communicates confidence and reliability. Rich, deep shades express professionalism, while lighter, complementary tones introduce warmth and sophistication, giving the brand a contemporary yet enduring feel.

Charcoal

#071828
R7 G24 B40
C89 M76 Y55 K70
PANTONE 5395 CP

Petrol Blue

#04486B
R4 G72 B107
C99 M72 Y36 K21
PANTONE 2188 CP

Gradient

Sand

#D6BD8A
R214 G189 B138
C17 M23 Y51 K0
PANTONE 3599 C

Gold

#B49D74
R180 G157 B116
C30 M34 Y60 K2
PANTONE 4251 C

Gradient

Cloud white

#F3F3F4
R243 G243 B244
C3 M2 Y2 K0
PANTONE 649 C

Typography - Inter

Consistent typography strengthens brand identity. Maintain clear spacing, hierarchy, and legibility across all applications. Do not use unapproved fonts or unnecessary styling.

Primary typeface

Inter was designed by Swedish type designer Rasmus Andersson and is available as an open-source font through [Google Fonts](#).

Block Tree is the brokerage gateway to Fusang Exchange – Asia’s first digital securities exchange, rebuilt on its own on-chain engine.

Direct market access

Trade regulated digital securities with continuous liquidity, transparent pricing, and on-chain settlement – all through a single verified account.

Self-custody & multi-currency banking

Hold your own whitelisted wallet while managing investments across multiple currencies from one streamlined platform. Secure, regulated, and built for modern investing.

Secondary typeface

For Chinese typography, we use Noto Sans SC and Noto Sans TC to ensure consistency, clarity, and readability across all Chinese-language communications.

Code/Technical typeface

For code and technical use, we use Maple Mono, an open-source monospace font used for consistent alignment in code and technical documentation. communications.

Block Tree 是 Fusang Exchange 的券商入口, 连接亚洲首个基于自主链上引擎重建的数字证券交易所。

直接市场准入

通过单一认证账户交易受监管的数字证券, 享有持续流动性、透明定价及链上结算。

自托管钱包与多币种银行服务

持有属于自己的白名单钱包, 并在统一平台管理多币种资产。安全、合规, 为现代投资而打造。

Block Tree 是 Fusang Exchange 的券商入口, 連接亞洲首個基於自主鏈上引擎重建的數位證券交易所。

直接市場准入

透過單一驗證帳戶交易受監管的數位證券, 享有持續流動性、透明定價及鏈上結算。

自託管錢包與多幣別銀行服務

持有屬於自己的白名單錢包, 並於單一平台管理多幣別資產。安全、合規, 專為現代投資而打造。

Letterhead

Use this letterhead consistently across all written correspondence to ensure every client communication reflects the Block Tree standard. Maintain margins, typography, and logo placement as shown.

Colour specs

 PANTONE 2188 CP

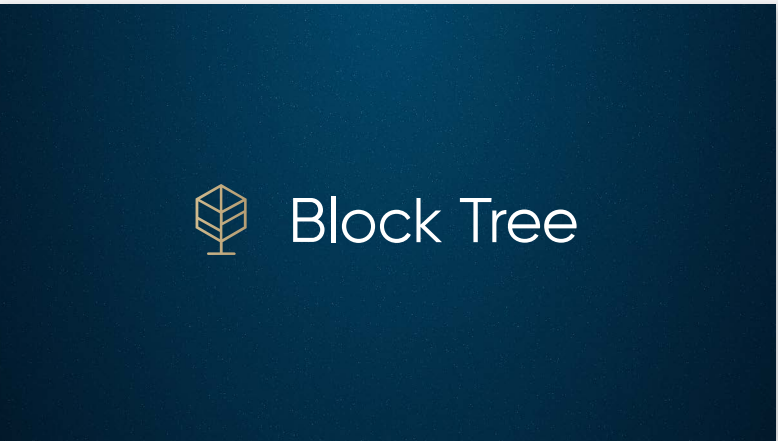
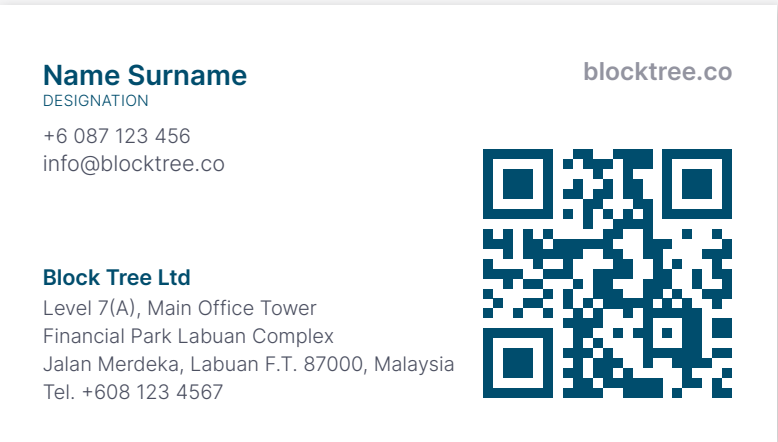
 PANTONE 5395 CP

 C99 M72 Y36 K21

 C89 M76 Y55 K70



Name	Title
Charcoal	Gold
#071828	#b49d74



Presentation template

Our presentation template provides a consistent framework for sharing ideas, proposals, and reports. Use the supplied layouts, colours, and typography to maintain a cohesive brand presence across every presentation.



Block Tree

by Fusang

Empowering investors with secure, direct access to regulated digital securities.

July 2026

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla tortor magna, scelerisque ut pharetra eu, consectetur tellus. Etiam ultrices egestas erat.

Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia curae; Mauris et urna lacinia maximus.

A NEW WORLD OF INVESTMENT OPPORTUNITY

2

Lorem ipsum dolor sit amet, consectetur adipiscing elit, Etiam vel auctor lacus.

Morbi ultrices enim quis orci tempor sagittis quis a nunc. Quisque rutrum sagittis leo vel eleifend. Etiam fringilla ligula vitae lacinia mollis. Fusce dictum ligula sed rutrum fringilla. Nulla sit amet dolor arcu. Vestibulum vel placerat elit. Integer vitae vulputate ex.

A NEW WORLD OF INVESTMENT OPPORTUNITY

4

CASE STUDY 1

Praesent nec nulla nec nulla laoreet ullamcorper. Cras blandit nec velit vitae egestas

Aenean at massa

Fusce a ultrices massa. Vivamus imperdiet ultrices arcu nec bibendum. Vivamus ut ipsum nisl. Sed loenest gravida efficitur. Aenean ornare vestibulum lorem, sed tincidunt dui vestibulum et. Aenean nec pharetra felle. Donec suscipit ex tellus, sollicitudin interdum sem lobortis ac.

Maecenas molestie

ETIAM TINCIDUNT Duis pharetra urna quis odio aliquam, ac imperdiet massa dignissim. RUTRUM VESTIBULUM Nulla accumsan nibh id lacinia interdum.

+

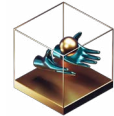
NULLAM RHONCUS Phasellus sit amet dictum leo. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Nunc eleifend diam odio, in tincidunt diam vulputate vitae.

+

PELLENTEQUE AC NIBH AC NEQUE (ACULIS) Donec imperdiet venenatis mauris id porta. Ut lobortis sem eu lectus laculis tincidunt. Aliquam porta conus dui.

Orci varius natoque

Donec bibendum felle quis congue sollicitudin. Suspendisse accumsan justo vitae maximus dictum. Maecenas ut blandit enim. Curabitur tempus, tellus quis elementum porttitor, dui nisl lacinia sem, at sodales turpis nulla eu eros.



A NEW WORLD OF INVESTMENT OPPORTUNITY

19

Morbi nec purus quis elit gravida varius

Quisque hendrerit congue sapien, ut suscipit erat molestie nec. Iquam posuere nisl ut massa facilisis consectetur. Nam maximus hendrerit magna id sollicitudin



A NEW WORLD OF INVESTMENT OPPORTUNITY

15

Table Layout & Description

Phasellus faucibus enim sapien, in auctor ante dictum ut. Praesent risus lorem, ultrices eget enim eu, venenatis pharetra eros. Vivamus tristique, tortor sit amet semper tincidunt, odio elit blandit nisl, sit amet efficitur neque lorem vel nulla. Morbi consectetur a augue vitae tincidunt.

Item 1	Item 2	Item 3	Item 4	Item 5	Item 6
1 Lorem	Vivamus eros leo	HK\$800m (US\$102m)	16/02/23	4.05%	1 year
2 Ipsum	Vivamus eros leo	€50m (US\$64.2m)	14/02/23	N/A	1 year
3 Consectetur adipiscing elit	Vivamus eros leo	€50m (US\$60m)	31/01/23	Floating Rate	2 years
4 Phasellus	Vivamus eros leo	€450,000 (US\$482,000)	11/01/23	N/A	N/A
5 Interdum	Vivamus eros leo	€100m(US\$107m)	30/11/22	2.59%	2 years
6 Donec faucibus purus sem	Vivamus eros leo	C#F375m (US\$405m)	14/11/22	2.33%	3 years
7 Donec facilisis	Vivamus eros leo	PHP 1billion (US\$18m)	20/08/22	3.5%	1.5 years
8 Duis est nunc	Vivamus eros leo	AUD110m(US\$76m)	Aug 18	2.251%	2 years

A NEW WORLD OF INVESTMENT OPPORTUNITY

6

Tier Layout

Morbi ultrices enim quis orci tempor sagittis quis a nunc. Quisque rutrum sagittis leo vel eleifend. Etiam fringilla ligula vitae lacinia mollis.



Lorem ipsum dolor sit amet consectetur adipiscing elit. Quisque faucibus ex sapien vitae pellentesque sem placerat.



Lorem ipsum dolor sit amet consectetur adipiscing elit. Quisque faucibus ex sapien vitae pellentesque sem placerat.



Lorem ipsum dolor sit amet consectetur adipiscing elit. Quisque faucibus ex sapien vitae pellentesque sem placerat.



Lorem ipsum dolor sit amet consectetur adipiscing elit. Quisque faucibus ex sapien vitae pellentesque sem placerat.

A NEW WORLD OF INVESTMENT OPPORTUNITY

2 Column List Layout

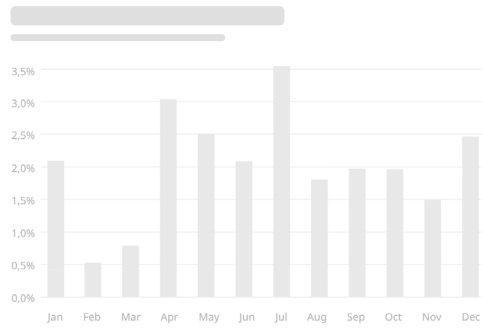
Date et augue veli suscipit luctus et eget eros	\$6,142,400,000,000	Date et augue a veli suscipit luctus et eget eros	0.01%
Date et augue veli suscipit luctus et eget eros	5.90%	Date et augue a veli suscipit luctus et eget eros	0.05%
Date et augue veli suscipit luctus et eget eros	0.10%	Date et augue a veli suscipit luctus et eget eros	0.10%
Date et augue veli suscipit luctus et eget eros. Fusce maximus eleifend congue. Morbi tincidunt ullamcorper eros congue eleifend. Phasellus fringilla, felicitas vel orci ven, tristique porttitor leo.	\$145,400,000,000,000	Date et augue a veli suscipit luctus et eget eros	1,454,000
Date et augue veli suscipit luctus et eget eros	\$6,142,400,000,000	Date et augue a veli suscipit luctus et eget eros	7,270,000
Date et augue veli suscipit luctus et eget eros	1%	Date et augue a veli suscipit luctus et eget eros	14,540,000
Date et augue a veli suscipit luctus et eget eros	1%	Date et augue a veli suscipit luctus et eget eros	365
Date et augue veli suscipit luctus et eget eros	\$81,424,000,000	Date et augue a veli suscipit luctus et eget eros	\$30,710,000
Date et augue veli suscipit luctus et eget eros	14,540,000,000	Date et augue a veli suscipit luctus et eget eros	2,653,000,000
		Date et augue a veli suscipit luctus et eget eros	5,307,100,000

A NEW WORLD OF INVESTMENT OPPORTUNITY

17

Pulvinar vivamus fringilla lacus nec metus bibendum egestas, laculis massa

Ad litora torquent per conubia nostra inceptos himenaeos



A NEW WORLD OF INVESTMENT OPPORTUNITY

7

2026 BRAND GUIDELINES

09

Social icons & favicon

For social and profile use, the logo is applied without the logotype, as illustrated.

X
400 × 400



LinkedIn
400 × 400



Facebook
360 × 360



Instagram
180 × 180



Favicon
32 × 32





Block Tree