July 2025

Brand Guidelines

M2

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Tone of Voice

Visual Identity

Who We Are

Our clients and team members are our reason and purpose. The way we speak to them should reflect how important they are. We should strive to ensure that every brand execution communicates this tone of voice.

Confident, Not Arrogant

Built for performance, trust, and long-term value.

Human, Yet Professional

A dedicated advisor, every step of the way.

Sophisticated & Precise

Curated yield strategies across 20+ assets, aligned with your portfolio goals.

Purposeful, Not Trend-Driven

Innovation designed around your investments goals.

Global, with a UAE Client-First Philosophy

Global services, shaped by a UAE client-first philosophy.

Discreet, Not Distant

Strategic solutions delivered with the highest discretion.

02

Visual System Overview

Visual Identity

Our Visual Toolkit

In many ways, our visual toolkit serves as a reflection of the brand itself. It has been designed to be flexible enough to meet our diverse branding needs while maintaining a strong, cohesive look.

The components of the toolkit include our logo, color palette, typography system, photography, and layout.

Brand at a Glance

Logo

M2

Type

Castoro Regular
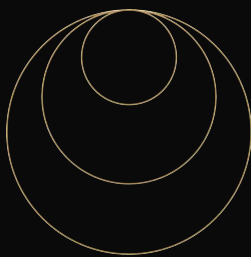## *Castoro Italic*

Poppins Regular   **Poppins SemiBold**
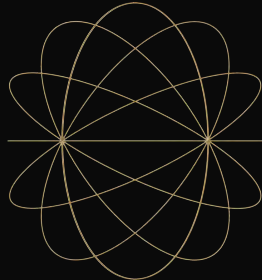
Poppins Bold

Color

Photography
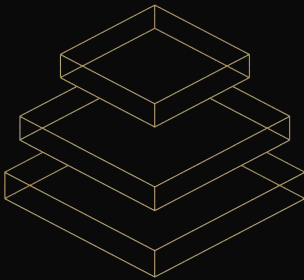
Devices

Iconography

Logo

Our logo is the foundation of our brand – a bold emblem of precision, growth, and forward-thinking capital strategy.

M2

Visual Identity

Logo

The M2 Logo is our primary logo and should appear in the majority of brand applications. Always use the version that provides greater contrast with its respective background.

① **Primary**

To maintain consistency, the logo should appear in Alpha Gold in the majority of applications, preferably on a dark background

② **Monochrome**

The monochrome (single-color) logo exist in black and white. These are to be used in instances where:
- The background color would otherwise clash with Alpha Gold.
- You are limited to black-and-white or one-color printing.
- On top of photography.
- The logo will be locked up with partner logo(s).

① M2

② M2   M2

Minimum Size
For clarity across digital and print applications our logo should never be reproduced at any size below the adjacent guidance.

Clear Space
To look its best, our logo needs space to stand out. We have defined parameters to make sure no other elements encroach on this clear space.

Clearspace rules
Always maintain 50% the height of the 'M' in the logo as clearspace

Visual Identity

Logo

The examples on this page demonstrate some common mistakes to watch out for when applying and reproducing the logo.

Please keep in mind that these mistakes should be avoided when using either the Primary or Secondary logo variations.

Misuse

❌ Do not change the color of the logo

❌ Do not crop the logo

❌ Do not skew or stretch the logo

❌ Do not place the full-color logo on complex patterns, images or backgrounds

❌ Do not add effects to the logo

Bespoke Digital Assets Solutions

❌ Do not add unapproved messages or elements to the logo

04

Colors

Visual Identity
Color

Primary Color Palette

The consistent use of color is vital to effective brand recognition.

Our brand should always be represented in one of the colors on this page, aside from specific recommendations within this guide.
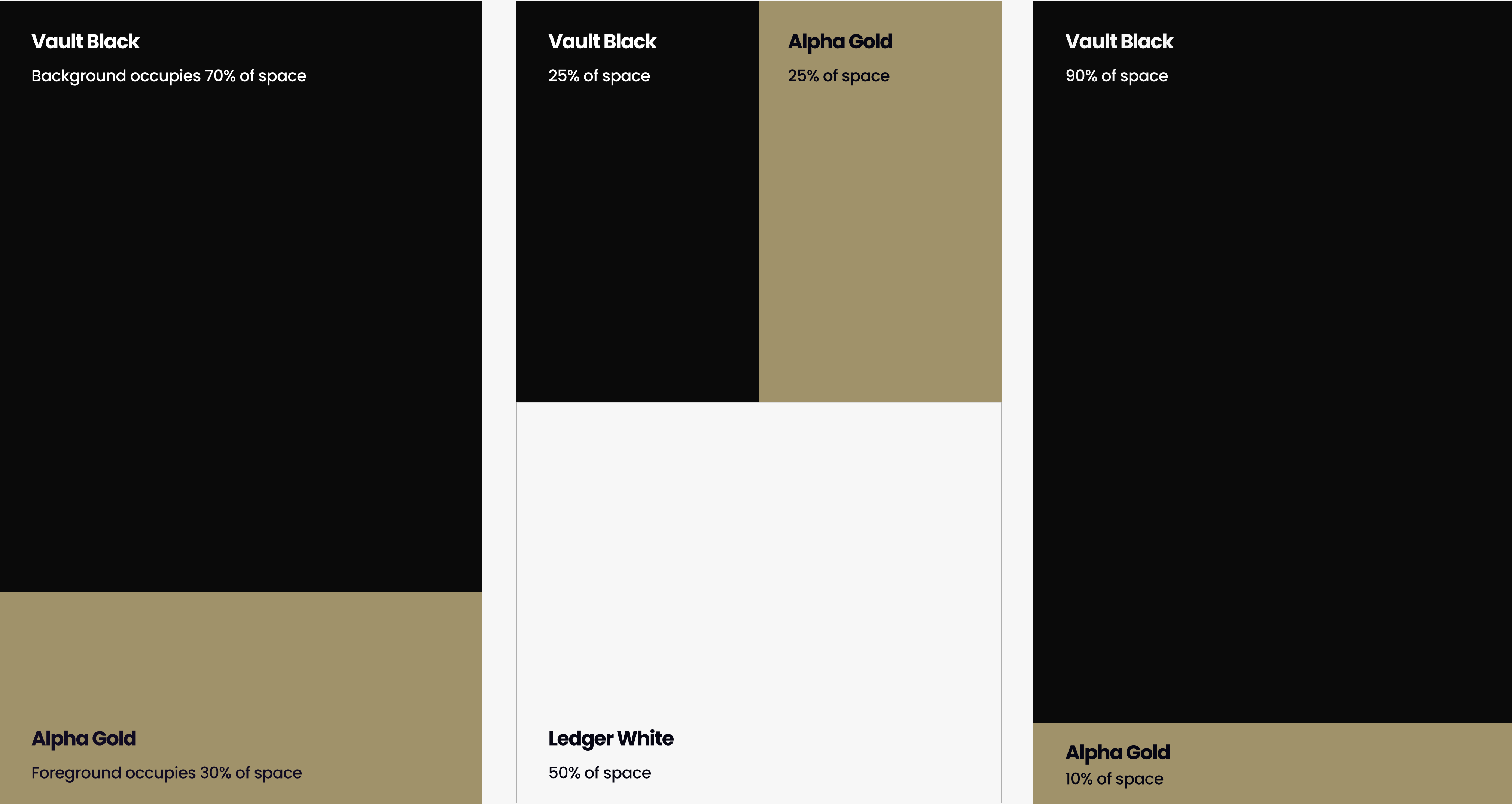
Do not use any unapproved colors.

Alpha Gold

HEX
A1936A
RGB
161, 147, 106

Vault Black

HEX
0A0A0A
RGB
10, 10, 10

Ledger White

HEX
F7F7F7
RGB
247, 247, 247

Visual Identity

Color

This page shows approximate proportional usage of our primary colors. This is a guide only, in some applications we may choose to use more gold for impact & dynamism, or more white for neutrality.

Vault Black

Background occupies 70% of space

Alpha Gold

Foreground occupies 30% of space

Vault Black

25% of space

Alpha Gold

25% of space

Ledger White

50% of space

Vault Black

90% of space

Alpha Gold

10% of space

05

Typography

Visual Identity

We have two typefaces with specific uses in mind.

Castoro
This is our display font and is used at larger scales

Poppins
This is our text font and is used at smaller scales

Display *vs* Text

Display Font

Castoro

Text Font

Poppins

Castoro Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLIMNOPQRSTUVWXYZ
0123456789º(.,'''-;:)!?&©˙°®≈™$₱£¥€

Castoro Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLIMNOPQRSTUVWXYZ
0123456789º(.,'''-;:)!?&©˙°®≈™$₱£¥€

Text Font Hierarchy & Weight

Poppins Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789°(.,'"–;:)!?&©˚°®≈™$₽£¥€

Poppins Medium

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789°(.,'"–;:)!?&©˚°®≈™$₽£¥€

Poppins Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789°(.,'"–;:)!?&©˚°®≈™$₽£¥€

Visual Identity

Typography

We may choose the most appropriate font to match the tone of our headline. We have different levels for different purposes – we encourage a mixture of use to keep our communications looking fresh, varied and interesting.

M2

Redefining Digital Finance

M2 is a full-stack digital asset platform focused on serving HNWIs, family offices, and institutions globally, with a strategic emphasis on the Middle East.

M2

Flexible. Secure. Always on.

M2 is a full-stack digital asset platform with a strategic emphasis on the Middle East.

Visual Identity

Typography

While our primary gold color is preferred on dark backgrounds, during instances when a light background has to be used, an alternate gold color is to be used for better text legibility and contrast.

Alpha Gold
Dark Background

HEX
A1936A

RGB
161, 147, 106

Powering the Future of Digital Wealth.

Alpha Gold Lite
Light Background

HEX
9E8B56

RGB
158, 139, 86

Powering the Future of Digital Wealth.

Visual Identity

Typography

Typographic Hierarchy

This page demonstrates how we use our display headline fonts at large scales for impact – and our information fonts to support. As a rule, there should be a numeric relationship between all type sizes as illustrated on this page.

Main Headline

64pt Castoro Regular

Supporting Headline

32pt Poppins Medium

Long-read body copy

16pt Poppins Regular

The essence of life is statistical improbability on a colossal scale

The universe we observe has precisely the properties we should expect if there is, at bottom, no design, no purpose.

No evil, no good, nothing but blind, pitiless indifference. Individuals are not stable things, they are fleeting. Chromosomes too are shuffled into oblivion, like hands of cards soon after they are dealt. But the cards themselves survive the shuffling.

The cards are the genes. The genes are not destroyed by crossing-over, they merely change partners and march on. Of course they march on.

That is their business. They are the replicators and we are their survival machines. When we have served our purpose we are cast aside. But genes are denizens of geological time: genes are forever. If there is a human moral to be drawn, it is that we must teach our children altruism, for we cannot expect it to be part of their biological nature.

Photography

Visual Identity

Photography

Our photography plays a key role in bringing the brand to life. Our visual style is designed to capture a sense of authenticity, warmth and vivacity.

We have two categories of photography:
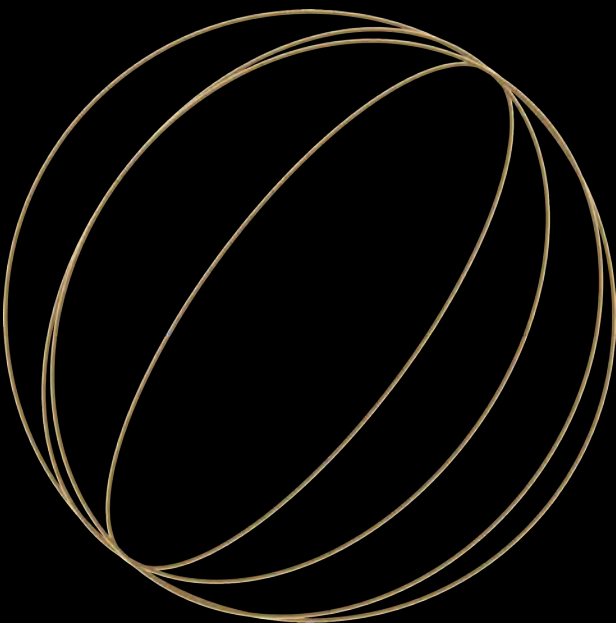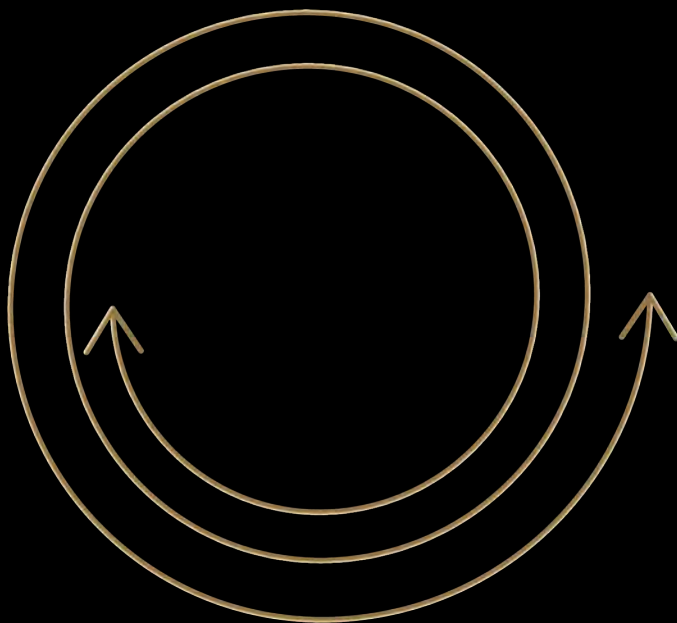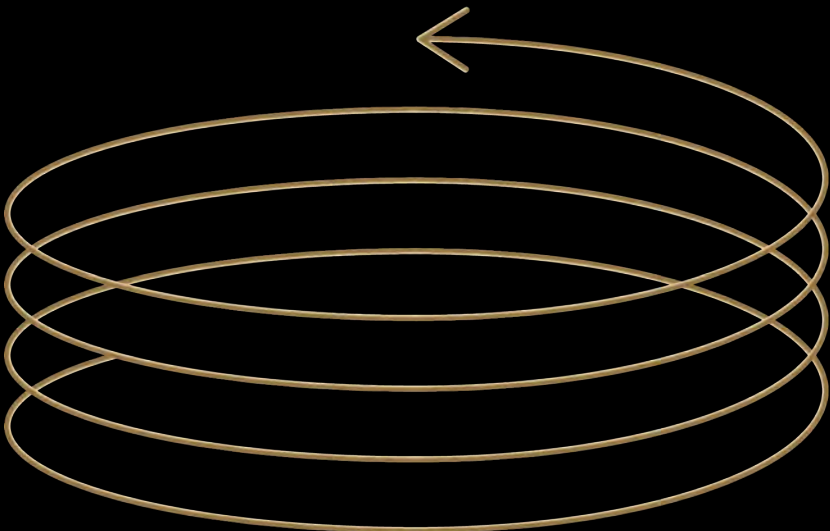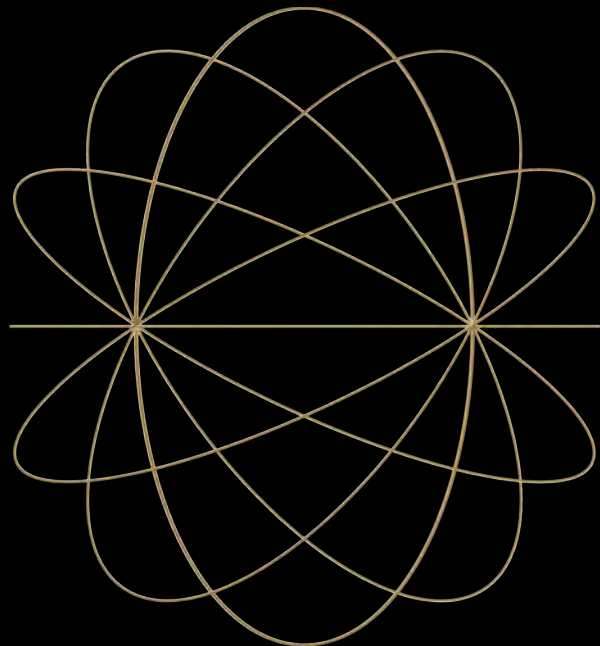- Human centric
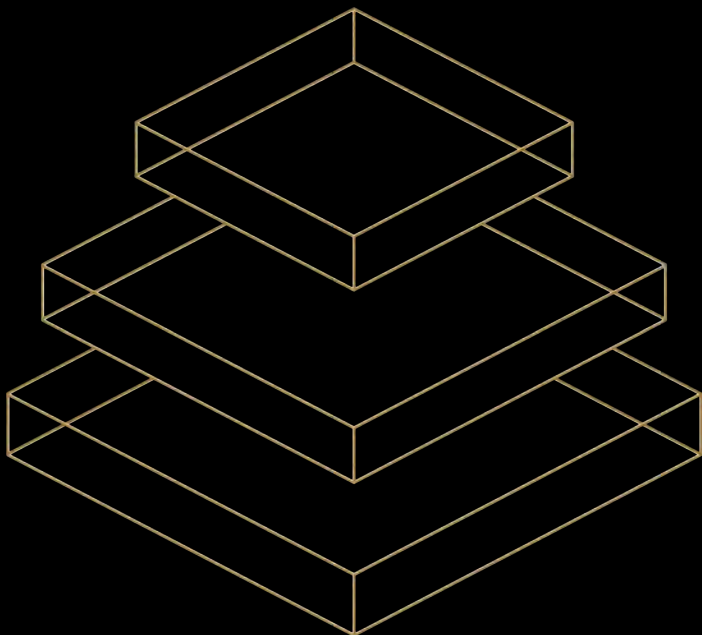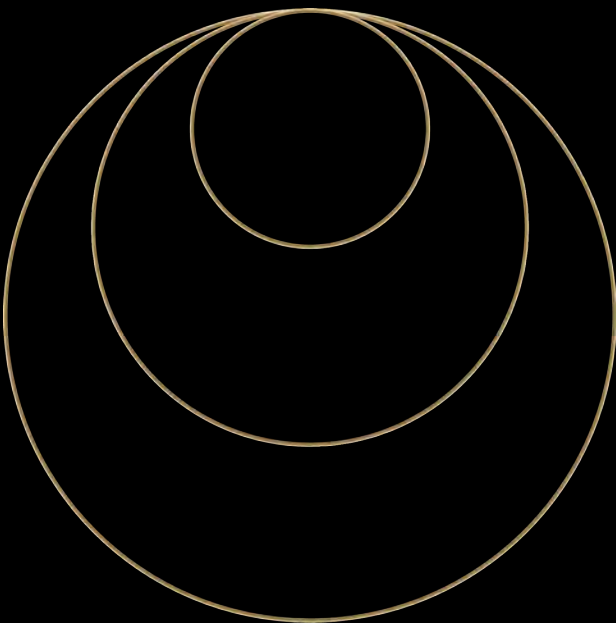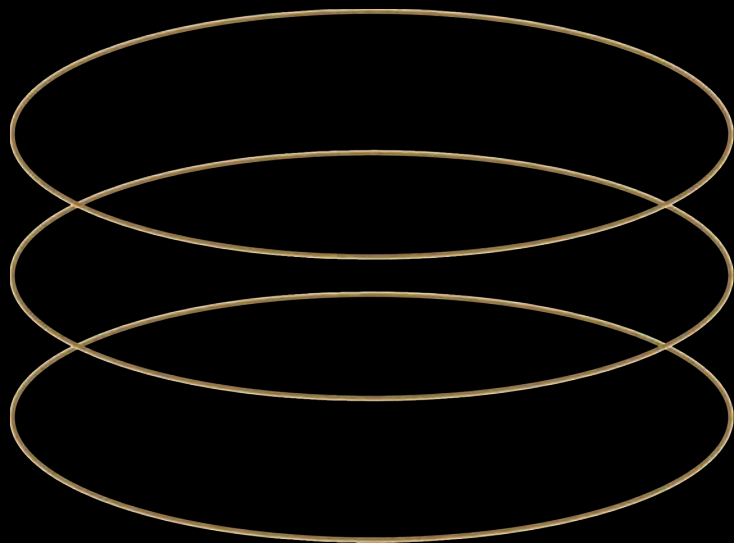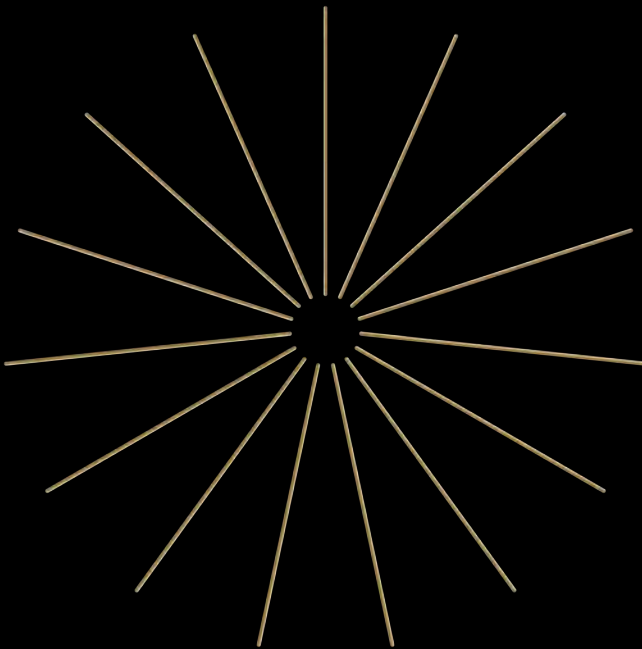- Product centric

07

Graphic Elements

Visual Identity

Graphic Elements

Illustrations

Visual Identity

Graphic Elements

Iconography