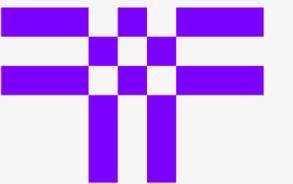


 **THRESHOLD**

BRAND BOOK

Version 2.0

Designed by SpringStudio



Index

Brand Foundations

Logo System

Color System

Typography



Brand Foundations

Who are We

Vision

Mission

Brand Positioning



Who Are We

The Standard for Bitcoin Finance

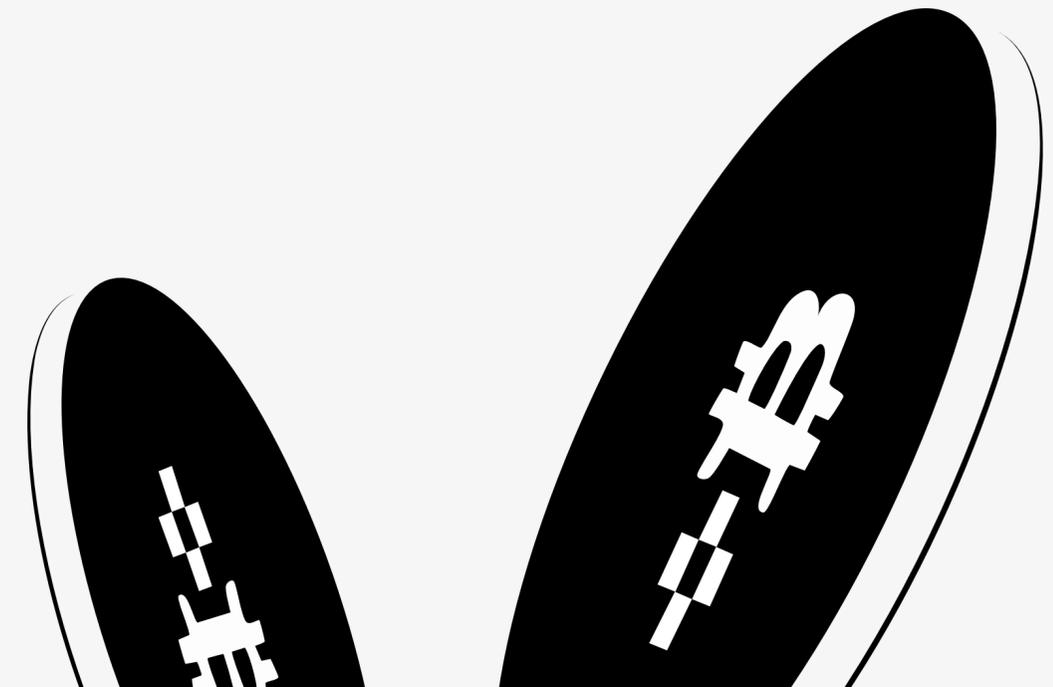
Threshold makes Bitcoin usable
in every market that matters

Bitcoin is the foundation. Threshold delivers its purpose.

Threshold transforms Bitcoin into a usable asset, setting the standard for onchain finance in programmability, yield, and security.

Purpose-built for institutions, protocols, and users,
Threshold offers industry-leading transparency and reliability.

Our battle-tested, cryptographically secured technology opens Bitcoin to lending, staking, trading, and yield — unlocking its full potential across every market that matters.



Who Are We

Security without Compromise

Threshold safeguards Bitcoin through threshold cryptography since 2020, backed by leading node operators who uphold the protocol's integrity and availability.

Vision

To be the global standard for real Bitcoin in finance

bridging traditional finance and decentralized ecosystems with infrastructure that is as secure, resilient, and transparent as Bitcoin itself.

Mission

To unlock the full potential of Bitcoin

by providing trust-minimized, secure infrastructure that delivers composable and liquid Bitcoin, empowering institutions, sovereign holders, and builders to participate in the Bitcoin economy without compromise.

Brand Positioning Framework

Every element is intentional, supporting a brand that is engineered for trust, stability, and long-term purpose.

Color palette has minimal approach. It's black & off-white, with purple only as an accent

Purple follows a 60–30–10 balance, appearing only in the 10% tier to highlight key information. This controlled approach maintains focus, reduces visual noise, and reinforces the brand's institutional character.

Brand aesthetic feels institutional, minimal, modern, and clean,

Every design choice supports transparency and readability, avoiding unnecessary decoration. Elements are structured, deliberate, and engineered to feel stable across all environments.

Tone of the brand lean elite, serious, and visionary

while still approachable in a mature, professional manner. Copy is direct, neutral, and factual, prioritizing clarity over expression.

Core Value

Reliability by Design

Built for resilience and long-term trust, with security and uptime at the core.

Integrity at Our Core

Unwavering commitment to Bitcoin's ethos over hype or short-term gains.

Security Without Compromise

Five years with zero breaches, safeguarding Bitcoin through Threshold Cryptography

Trust Through Transparency

Open, verifiable, and onchain—giving users full visibility and control

Tone & Persona

Trustworthy & Serious

We safeguard Bitcoin's integrity with the rigor of a long-standing institution (heritage-grade trust)

Visionary & Innovative

Always looking ahead, building infrastructure that anticipates the next wave of Bitcoin utility.

Accessible Prestige

Premium quality and professionalism without elitism, making real Bitcoin attainable in the Bitcoin Economy for all who value sovereignty.

Authoritative but Relatable

Confident in our expertise, yet human in our communication.

Logo System

Main Logo

Logo Symbol

Logo Color Variants

tBTC Coin Mark

Correct Usage

Incorrect Usage



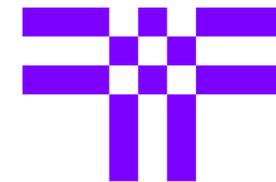
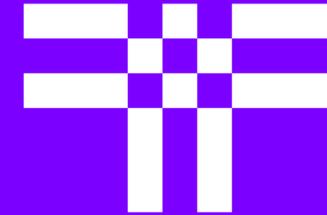
Main Logo

The main logo is our default signature. It anchors the brand with a balanced, modern composition designed for clarity in both small and large formats. Use it whenever space allows for full brand expression.



Logo Symbol

The symbol is a distilled form of the brand, used when the full lockup isn't practical. It retains the same visual strength and should be used with care to ensure consistency across smaller-scale applications.



Logo Color Variants

Our logo variants are built for contrast and clarity, visualised here for different backgrounds - black, the registered purple and white. These options allow the logo to adapt to backgrounds without compromising readability.



 **THRESHOLD**



 **THRESHOLD**



 **THRESHOLD**

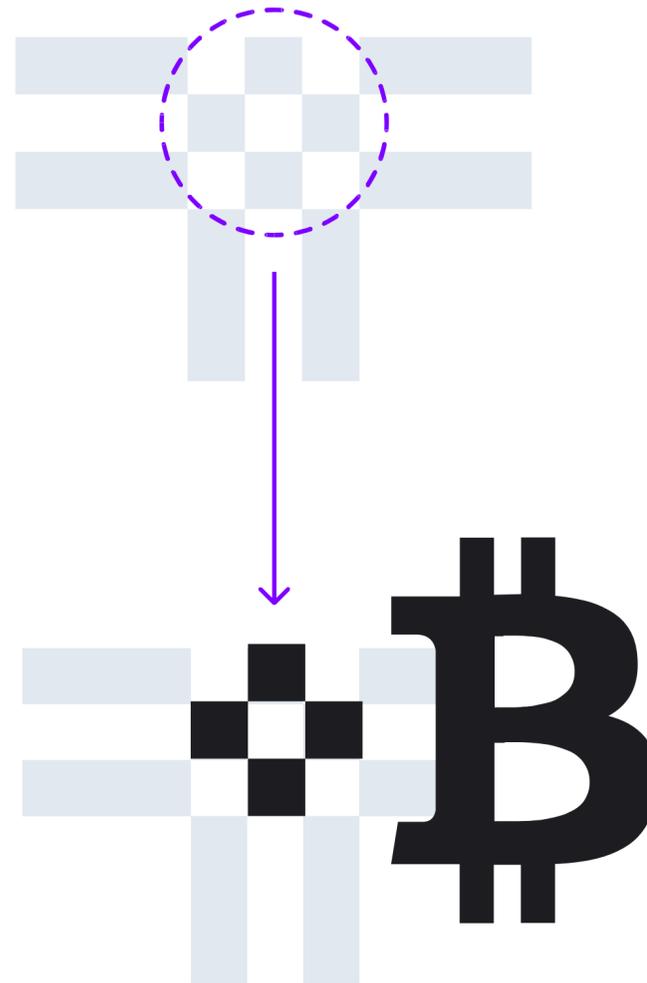
tBTC Coin Mark

The official token symbol or coin mark for tBTC entails a token symbol or inner text on black coin background, wrapped by a gray outline.

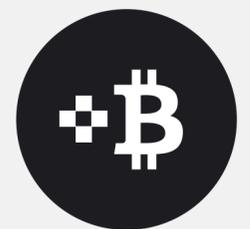
Token marks and coin symbols represent key elements of the ecosystem. Their design follows strict geometry to ensure clarity and recognizability across scales and contexts.

NOTE

Refer to the diagram below for creating token assets related to Threshold.



THRESHOLD
tBTC



Correct Usage

These guidelines outline the correct use of the logo to preserve its impact. They emphasize legibility, balance, and consistent representation in every environment.

NOTE

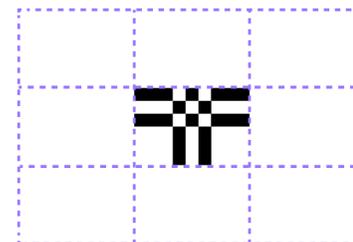
Care should be given to make sure the logo has plenty of space around it for clear legibility.

FULL LOGO



Maintain clear space around the full logo equal to the size of the logo symbol. This protective area preserves legibility, provides breathing room, and prevents other graphic elements from competing with the logo.

LOGO SYMBOL



Keep clear space around the symbol-only logo equal to the symbol's full dimensions. This guarantees maximum visibility and a clean presentation.

Incorrect Usage

These examples illustrate treatments that weaken the logo - distortion, effects, recoloring, or busy backgrounds.

Avoiding these ensures the visual identity remains strong and consistent.



THRESHOLD

Do not rearrange logo arrangement.



THRESHOLD

Do not recolor or use gradient color in the logo.



THRESHOLD

Do not recolor any element on the logo.



THRESHOLD

Do not put logo inside shape.



THRESHOLD

Do not put logo on a busy background.



THRESHOLD

Do not add shadow element.



THRESHOLD

Do not tilt logo.



THRESHOLD

Do not mask image to the logo.



THRESHOLD

Do not resize individual element of the logo.



THRESHOLD

Do not use stroke outline to color the logo.



THRESHOLD

Do not add any reflection.



THRESHOLD

Do not stretch the logo.

Color System

Color Palette

Purple Family

Neutral Family

Dark & Light Themees



Color Palette

Our palette is rooted in black and off-white, supported by the signature purple accent. The result is a clean, modern system that feels premium and intentional, with purple used as a precise highlight rather than a dominant element.

121212

F6F6F6

7D00FF

Purple Family

A controlled set of tints and shades supporting the main purple, offering flexibility without losing identity.

7D00FF

925BFF

B886FE

Neutral Family

Soft blacks and off-whites that build a refined visual foundation across all surfaces.

121212

1D1C21

262626

FFFFFF

E0E0E0

EFEFEF

Dark & Light Themes

Both themes ensure the brand feels grounded and consistent in any medium. Components should maintain clear hierarchy and contrast when transitioning between modes.

DARK THEME

Large Title Goes Here

Lorem ipsum ut leo turpis sed gravida ut tortor dignissim sit amet interdum mattis fringilla dolor leo eu dignissim in.

Subtitle Goes Here

Lorem ipsum ut leo turpis sed gravida ut tortor dignissim sit amet interdum mattis fringilla dolor leo eu dignissim in.

BUTTON CTA

LIGHT THEME

Large Title Goes Here

Lorem ipsum ut leo turpis sed gravida ut tortor dignissim sit amet interdum mattis fringilla dolor leo eu dignissim in.

Subtitle Goes Here

Lorem ipsum ut leo turpis sed gravida ut tortor dignissim sit amet interdum mattis fringilla dolor leo eu dignissim in.

BUTTON CTA

Typography

Primary Typeface – Nohemi

Secondary Typeface – Inter

Numeric Typeface – Geist Mono



Primary Typeface

Nohemi

Nohemi is a bold and contemporary sans-serif typeface, chosen as the primary font for Threshold Network.

Used for headlines and key statements, the primary typeface sets the brand voice: confident, modern, and precise.

NOHEMI REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!
@#\$%^&*

Aa

Secondary Typeface

Inter

Inter is a versatile and highly legible sans-serif typeface, selected as the secondary font for Threshold Network.

Optimized for readability, the secondary typeface supports body content, interface elements, and longer-form text.

INTER REGULAR

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
bcdefghijklmnopqr
stuvwxyz
0123456789 !@#\$
%^&*

INTER MEDIUM

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
bcdefghijklmnopqr
stuvwxyz
0123456789 !@#\$
%^&*

Aa Aa

Numeric Typeface

Geist Mono

Geist Mono is a clean, modern monospaced typeface chosen for its clarity and precision—ideal for displaying numerical data within the Threshold Network brand.

A dedicated numeric typeface ensures accuracy and clarity in data-heavy surfaces such as dashboards, metrics, and financial content.

NOHEMI REGULAR

0123456789

NOHEMI MEDIUM

0123456789

01 01