bytefederal

BRAND GUIDELINES

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This brand guideline provides a clear framework for presenting Byte Federal consistently across all platforms and communications. It defines the core visual and verbal elements that shape our brand, helping ensure every interaction feels cohesive, recognizable, and aligned with who we are.

Byte Federal is a financial technology company focused on making Bitcoin more accessible for individuals and businesses. Through a nationwide network of Bitcoin ATMs, secure digital wallet solutions, and merchant services, Byte Federal bridges the gap between everyday users and the digital economy.

By following these guidelines, teams and partners can confidently create materials that reflect Byte Federal's commitment to simplicity, transparency, and innovation.

Introduction

Logo
Architecture

Primary Logo:
Use across all core branding and digital touchpoints

Alternative Logo:
functions as the secondary component when media formats require a simplified appearance.

Icon: Ideal for apps, social, and small-scale use

Wordmark: For text-only treatments and minimal contexts

Logo Variations

X

X

X

bytefederal
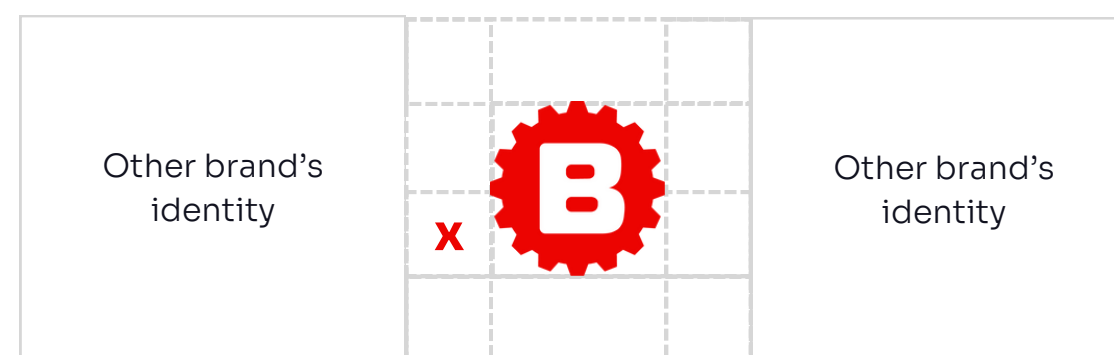
bytefederal

smallest height 25px

To ensure clarity and strong presence, the logo requires a dedicated safe area free from surrounding elements. This clear space, defined by half the height of the logo, acts as a protective boundary that preserves focus and prevents visual clutter around the logo

Logo Structure
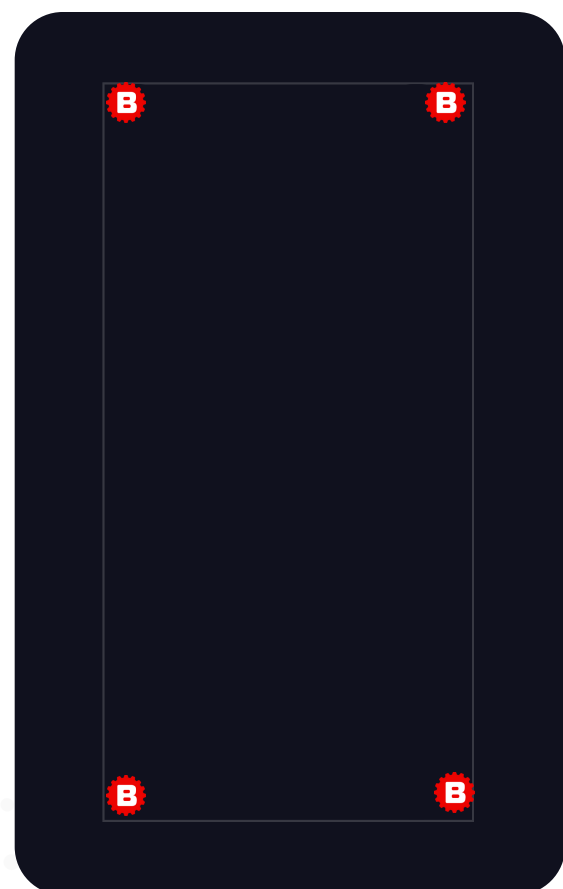
Other brand's identity

B bytefederal

x

Other brand's identity

Other brand's identity

bytefederal

x

Other brand's identity

Other brand's identity

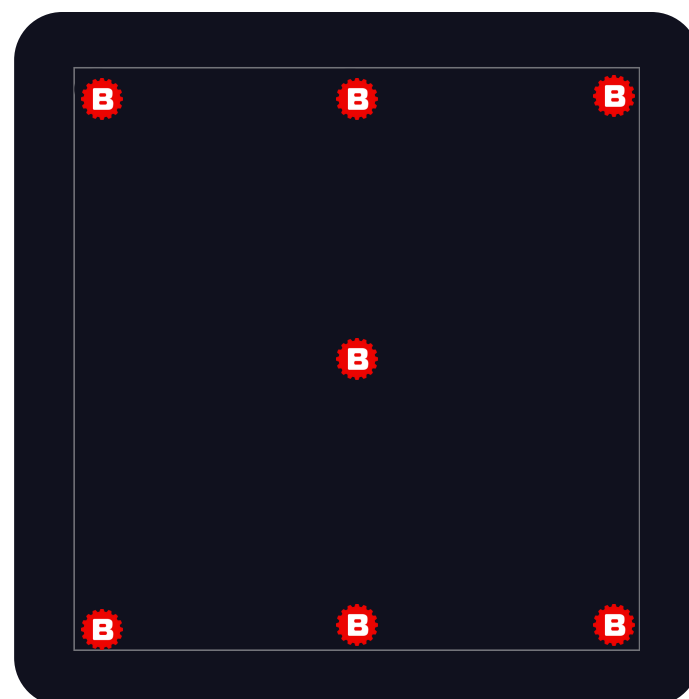**B**

x

Other brand's identity

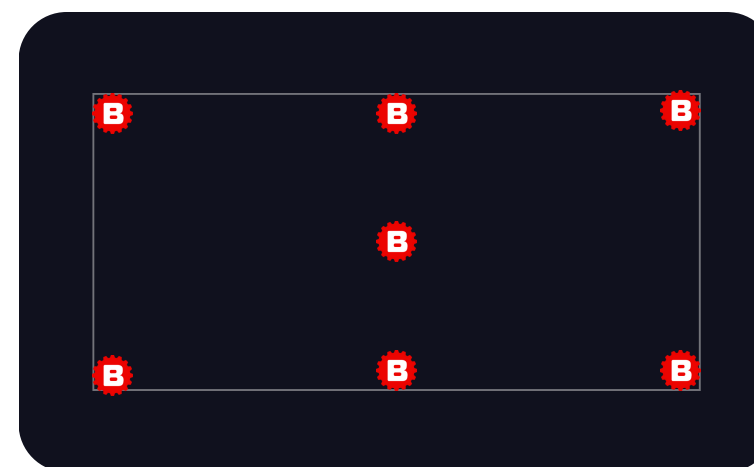This is to illustrate the appropriate spacing between Byte Federal and another brand

Safe Area

Portrait

Square

Landscape

The logo can be positioned in where is best suited, depending on the application and tone.

Consistent logo placement ensures visibility and balance, keeping the mark clear, confident, and seamlessly integrated across all applications.

Logo Positioning

The application of colors highlight the importance of careful choice of color combinations for the logo and its background to ensure the best contrast and harmony, as specified in the color combination rules.

Logo on Color

Shown below are examples that are not recommended for use.

Logo on Color – Caution

When placed on photography, the logo should always sit on clear space to protect legibility. On busier images, ensure sufficient contrast so the mark remains visible, confident, and uncompromised.

Logo on Photo

Shown below are examples that are not recommended for use.

Logo on Photo
– Caution

Don't change the
orientation

Don't use other colors
that are not given

Don't apply any
gradients

Don't present the logo
in outline or add keyline
around it

Don't distort the logo
in any way

Don't change structure
of the logo and use only
what is given

Don't apply shadows or
other effects

Don't scale the logo
too small

The following restrictions safeguard the
consistency and integrity of the Byte Federal logo.
By avoiding these misuses, we protect its
recognizability and preserve a cohesive brand
identity across all applications.

Prohibited Usage

Typography

NEUROPOL X

AaBb CcDd

Ff Gg Hh Jj Kk Ll
Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww
Xx Yy Zz
0123456789

SORA

AaBb CcDd

Ff Gg Hh Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz

0123456789

Neuropol X is Byte Federal's primary font for logo. When people see this font they should think Byte Federal.

Sora is Byte Federal's primary font for web.

Typeface

HEADLINE
SORA EXTRA BOLD

SIZE
64 PT

LEADING
-30

TRACKING
0

BITCOIN MADE SIMPLE

HEADLINE
SORA EXTRA BOLD

SIZE
64 PT

LEADING
-30

TRACKING
0

SUBHEADLINE
SORA LIGHT

SIZE
28 PT

LEADING
-30

TRACKING
0

Bitcoin Made Simple

Accessible digital currency solutions for individuals and businesses.

Headline Structure

BIG STATEMENT
SORA BOLD

SIZE	LEAD	TRK
51 PT	**1.2**	**-30**

KICKER
SORA REGULAR

SIZE	LEAD	TRK
20 PT	**1.2**	**-30**

MULTI-COLUMN PARAGRAPH
SORA LIGHT

SIZE	LEAD	TRK
14 PT	**1.6**	**-30**

FOOTER/EXTRAS
SORA LIGHT

SIZE	LEAD	TRK
14 PT	**1.2**	**0**

Bitcoin Made Simple

Accessible digital currency solutions for individuals and businesses.

Byte Federal is a financial technology company focused on simplifying access to Bitcoin. Through a nationwide network of Bitcoin ATMs, secure digital wallet solutions, and merchant services, the company provides practical tools that make engaging with digital currency straightforward and reliable.

Built on transparency, innovation, and ease of use, Byte Federal bridges the gap between traditional finance and the digital economy. The brand empowers individuals and businesses to participate in Bitcoin with confidence through consistent, trustworthy experiences.

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Paragraph Structure

HEADLINE
SORA EXTRA BOLD

SIZE   LEADING
64 PT   **–30**

TRACKING
0

SUBHEADLINE
SORA LIGHT

SIZE   LEADING
28 PT   **–30**

TRACKING
0

SINGLE PARAGRAPH
SORA LIGHT

SIZE   LEAD   TRK
14 PT **1.6**   **–30**

FOOTER/EXTRAS
SORA LIGHT

SIZE   LEAD   TRK
14 PT **1.2**   **0**

BITCOIN MADE SIMPLE

Accessible digital currency solutions for individuals and businesses.

Byte Federal is a financial technology company focused on simplifying access to Bitcoin. Through a nationwide network of Bitcoin ATMs, secure digital wallet solutions, and merchant services, the company provides practical tools that make engaging with digital currency straightforward and reliable.
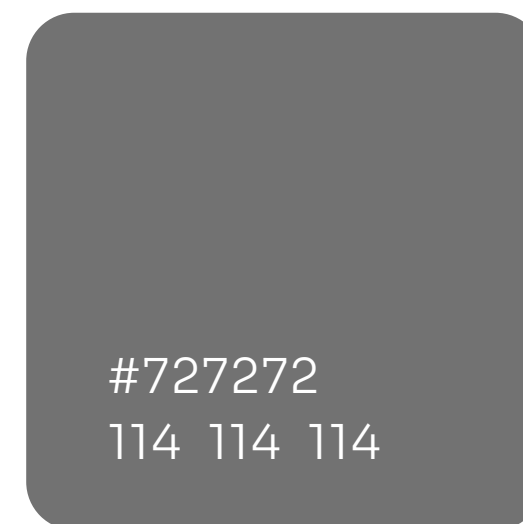
© 2026 BYTE FEDERAL, INC.

BIG STATEMENT
SORA BOLD

SIZE   LEAD   TRK
51 PT **1.2**   **–30**

KICKER
SORA REGULAR

SIZE   LEAD   TRK
20 PT **1.2**   **–30**

MULTI-COLUMN PARAGRAPH
SORA LIGHT

SIZE   LEAD   TRK
12 PT **1.6**   **–30**

FOOTER/EXTRAS
SORA LIGHT

SIZE   LEAD   TRK
14 PT **1.2**   **0**

Bitcoin Made Simple

Accessible digital currency solutions for individuals and businesses.

Byte Federal is a financial technology company focused on simplifying access to Bitcoin. Through a nationwide network of Bitcoin ATMs, secure digital wallet solutions, and merchant services, the company provides practical tools that make engaging with digital currency straightforward and reliable.
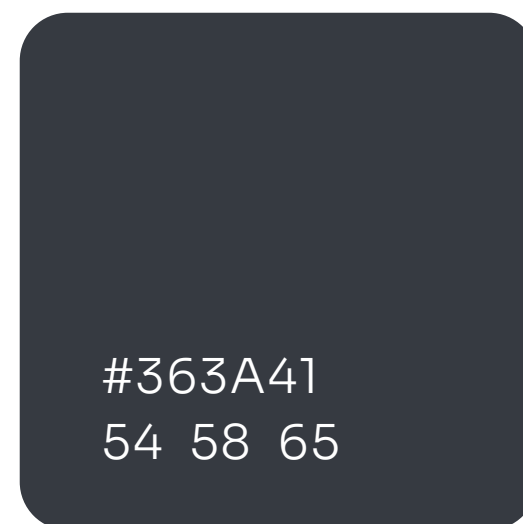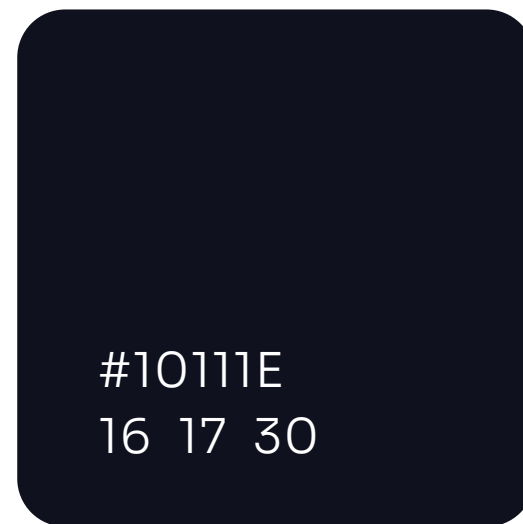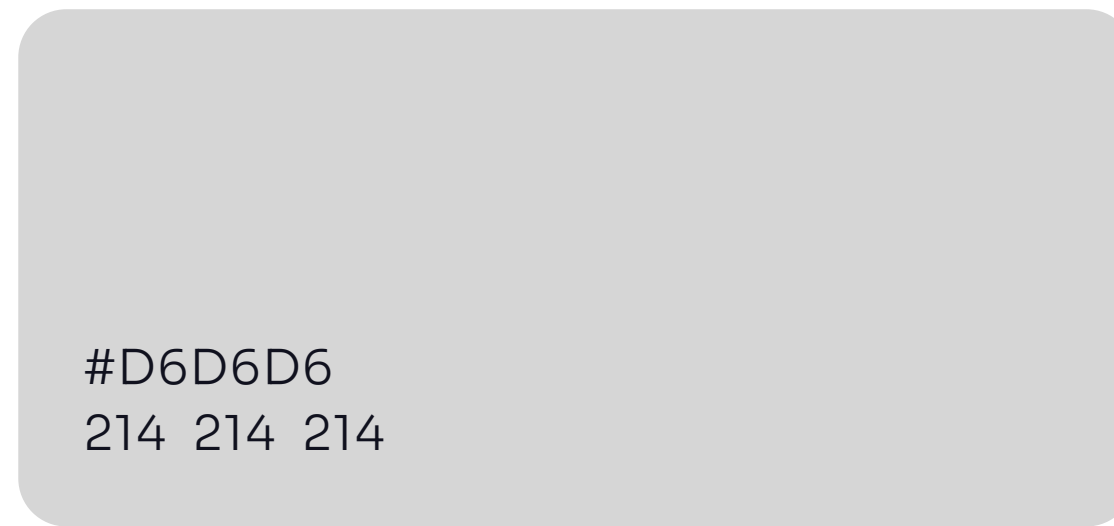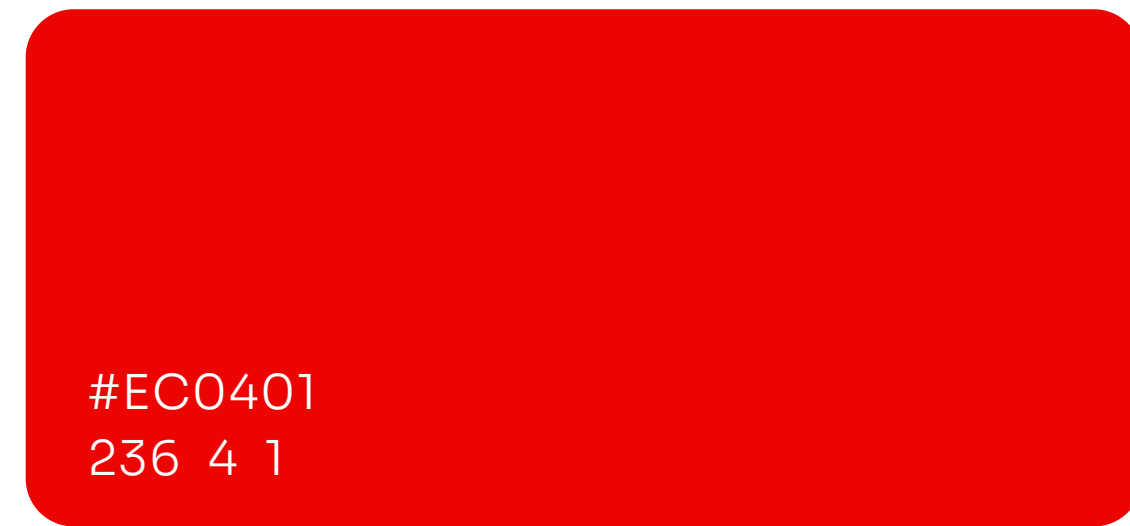
Built on transparency, innovation, and ease of use, Byte Federal bridges the gap between traditional finance and the digital economy. The brand empowers individuals and businesses to participate in Bitcoin with confidence through consistent, trustworthy experiences.
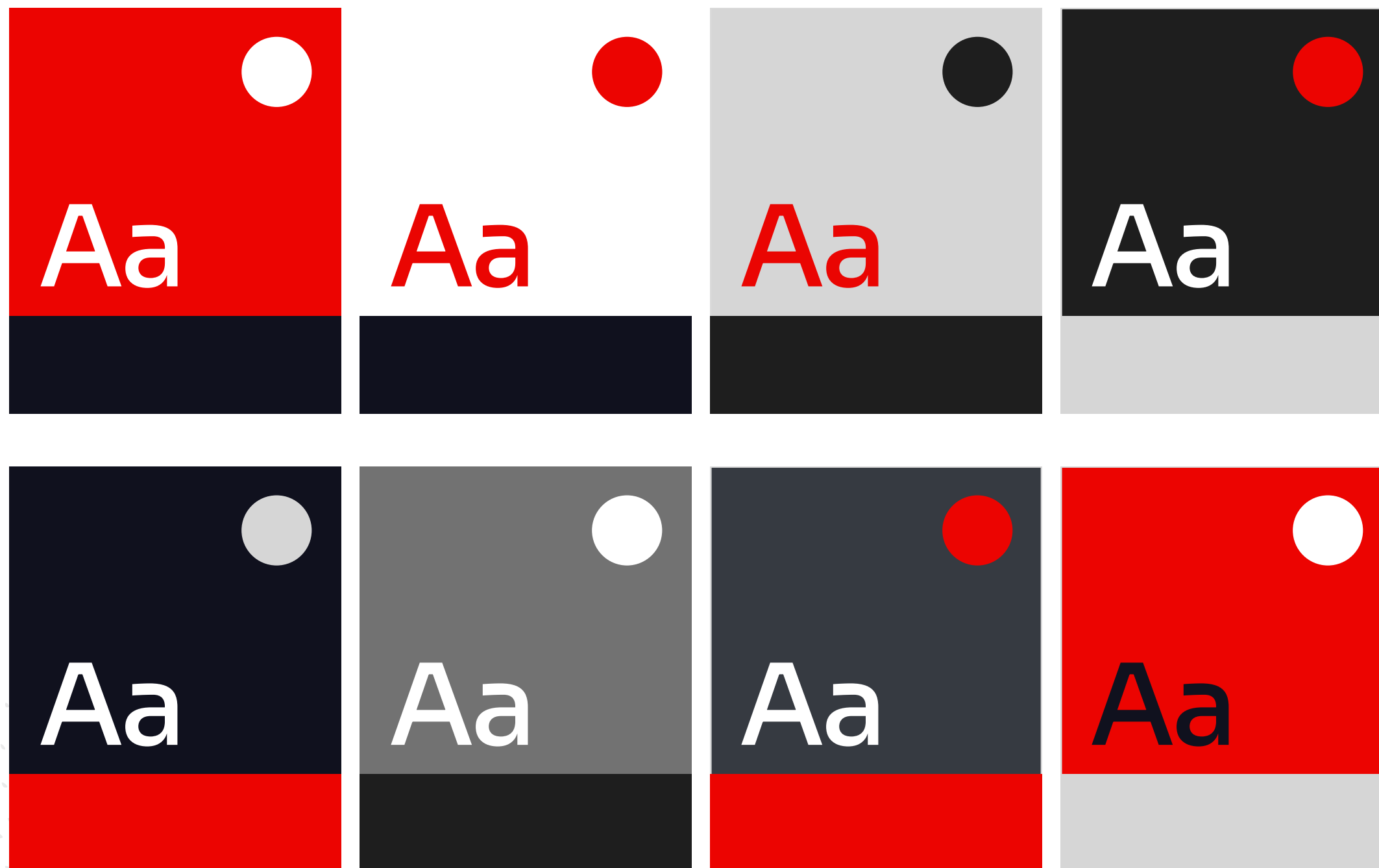
© 2026 BYTE FEDERAL, INC.

Hierarchy

Color System

#EC0401
236 4 1

#D6D6D6
214 214 214

#1E1E1E
30 30 30

#10111E
16 17 30

#363A41
54 58 65

#727272
114 114 114

Byte Federal's color palette is built around high contrast and clarity, reinforcing trust, accessibility, and a modern financial technology identity. The use of bold red paired with deep neutrals creates strong visual recognition while maintaining a clean, professional feel across digital and physical touchpoints.
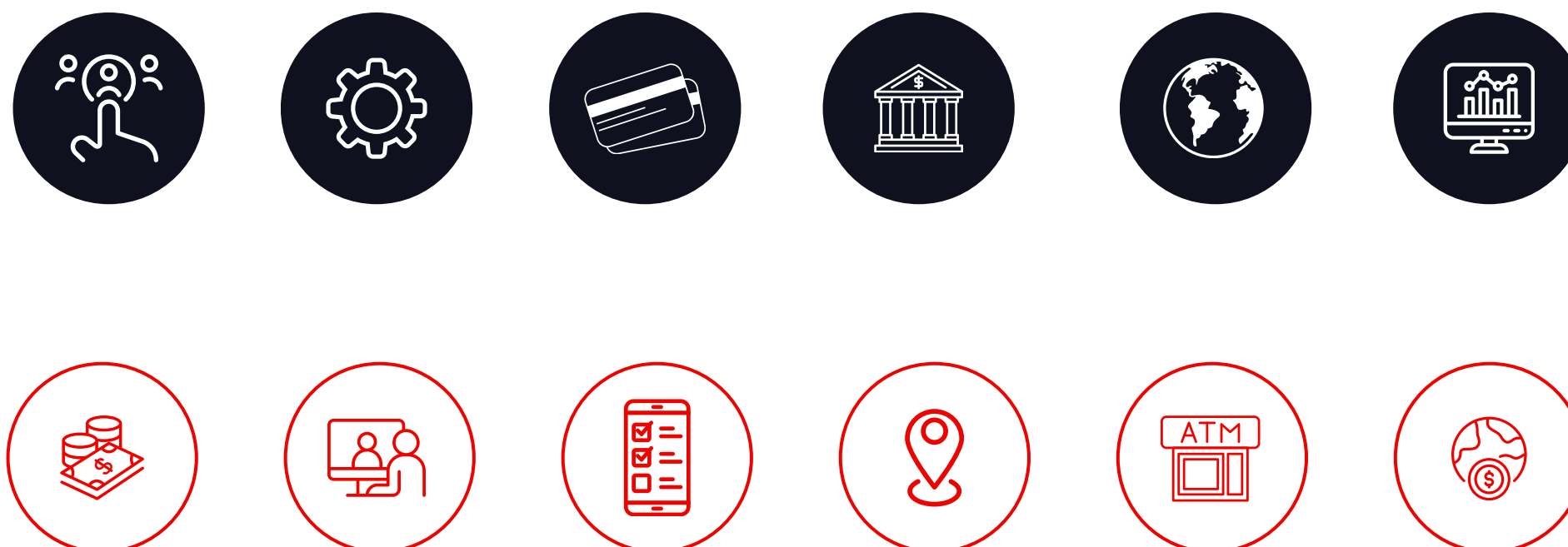
Brand Colors

Aa Aa Aa Aa

Aa Aa Aa Aa

Intentional color combinations ensure balance, clarity, and contrast—allowing the palette to work seamlessly across all brand touchpoints while reinforcing a professional, trustworthy, and simple visual experience.
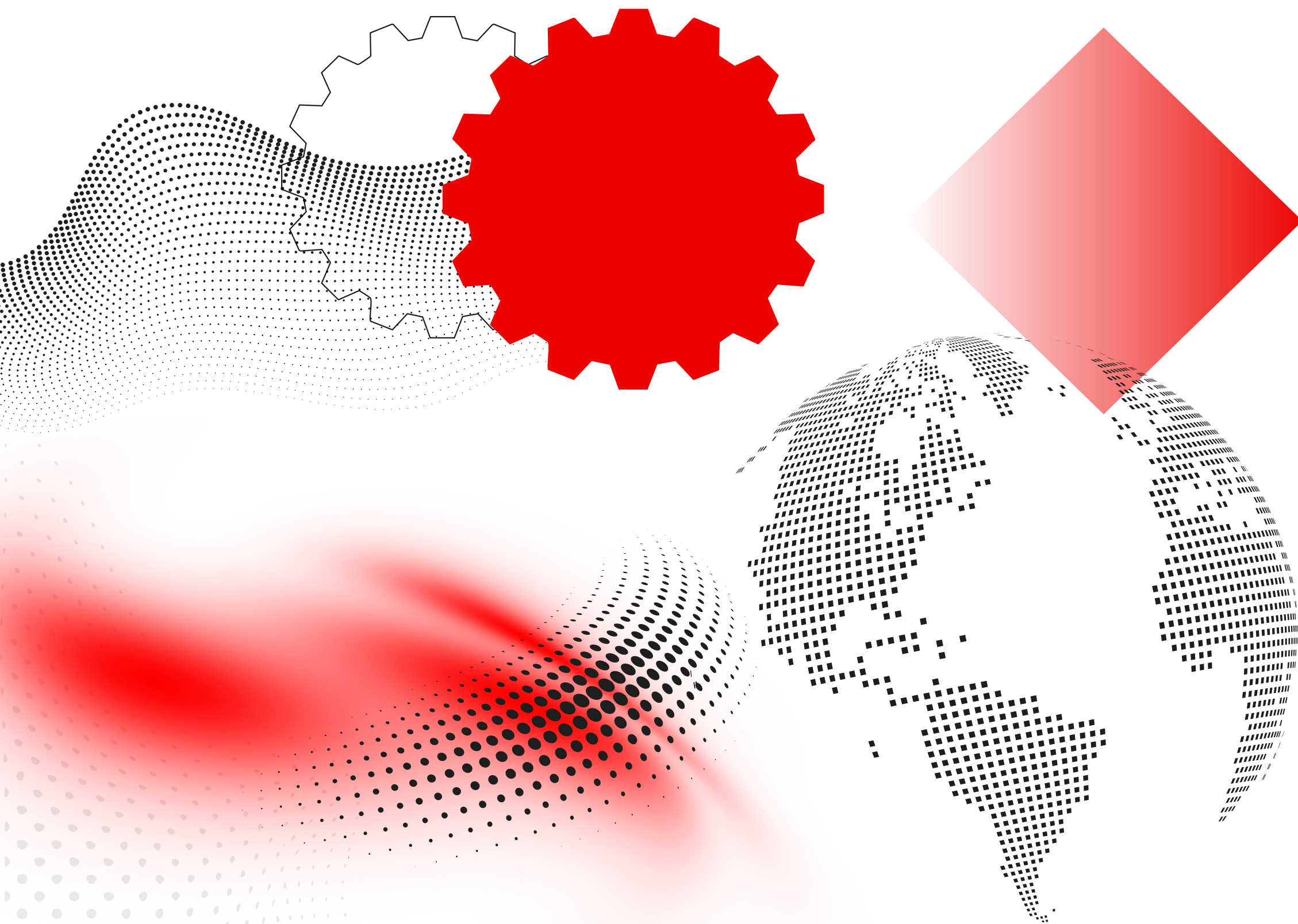
Color Combination

Visual Elements

Byte Federal icons are designed to be outlined, rounded, and straightforward, reflecting the brand's approachable yet professional identity. Their simple geometry ensures clarity and readability, making complex concepts easy to understand at a glance.

Icons are versatile and can be used across both dark and light backgrounds, maintaining visibility and consistency in all digital and print applications. They support the brand's visual language by reinforcing usability, trust, and a modern financial technology aesthetic.
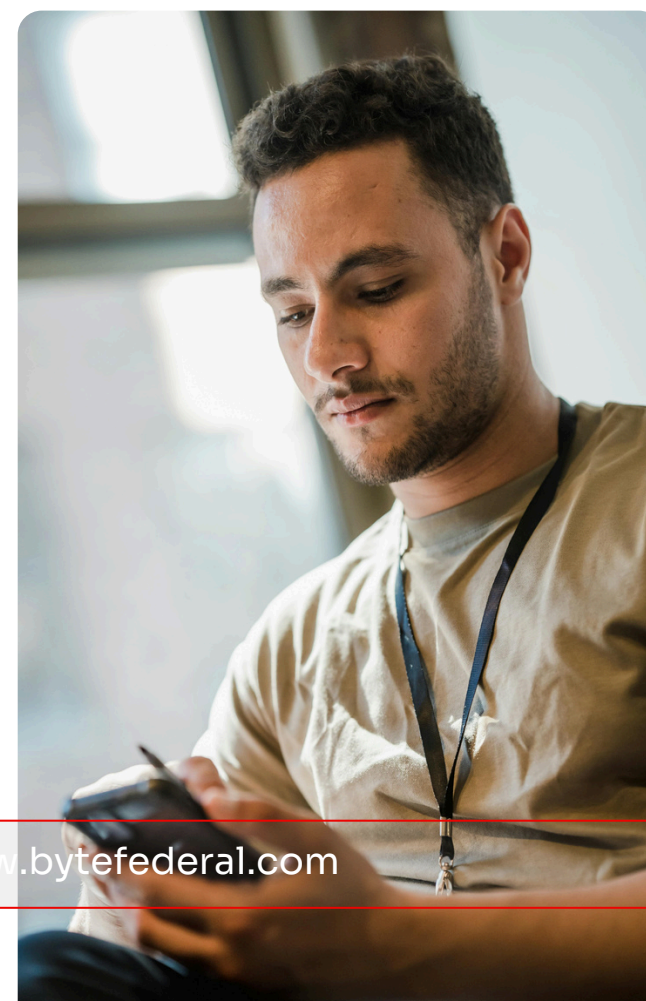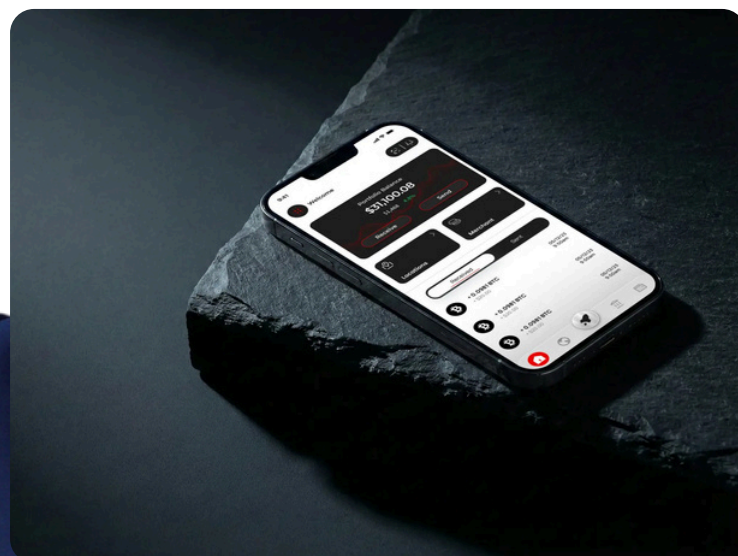
Icons

Byte Federal's graphic elements are inspired by the logo, using dynamic shapes and dots that convey movement, depth, and energy. These elements can appear in gradients or solid colors, creating visual interest while remaining consistent with the brand palette.

The shapes are designed to be modular and flexible, allowing them to enhance layouts, highlight key information, or support storytelling across digital and print materials. They reinforce the brand's modern, approachable, and professional identity, while adding a sense of motion and innovation to the visual system.

Graphics

Byte Federal imagery highlights people using the app and digital financial tools, with clean layouts, ample white space, and neutral backgrounds. Brand colors are used as key accents to ensure consistency, creating visuals that feel modern, approachable, and professional.
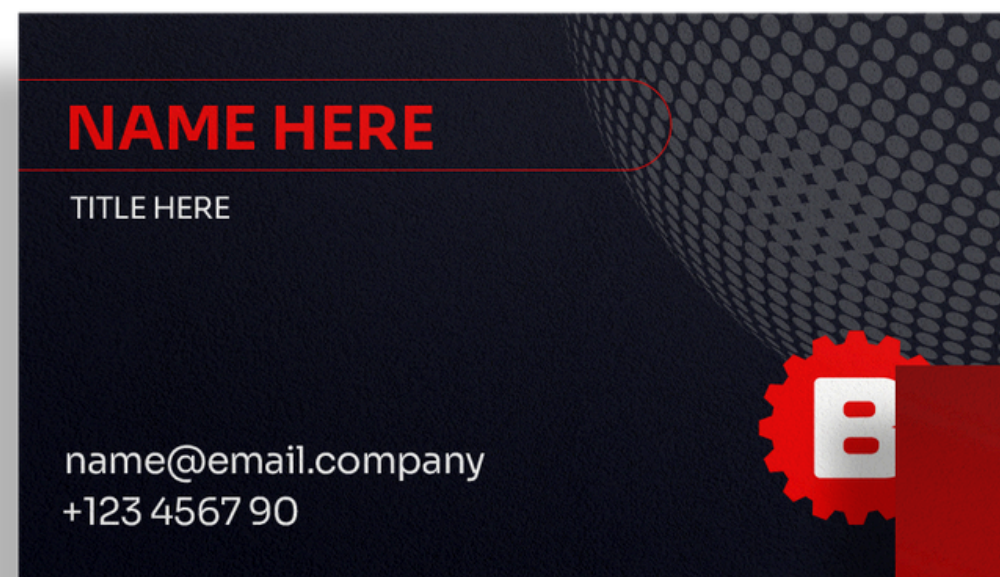
Images

Application

Social Media

NAME HERE

TITLE HERE

name@email.company
+123 4567 90

NAME HERE

TITLE HERE

name@email.company
+123 4567 90

bytefederal

Business Card

OOH

bytefederal