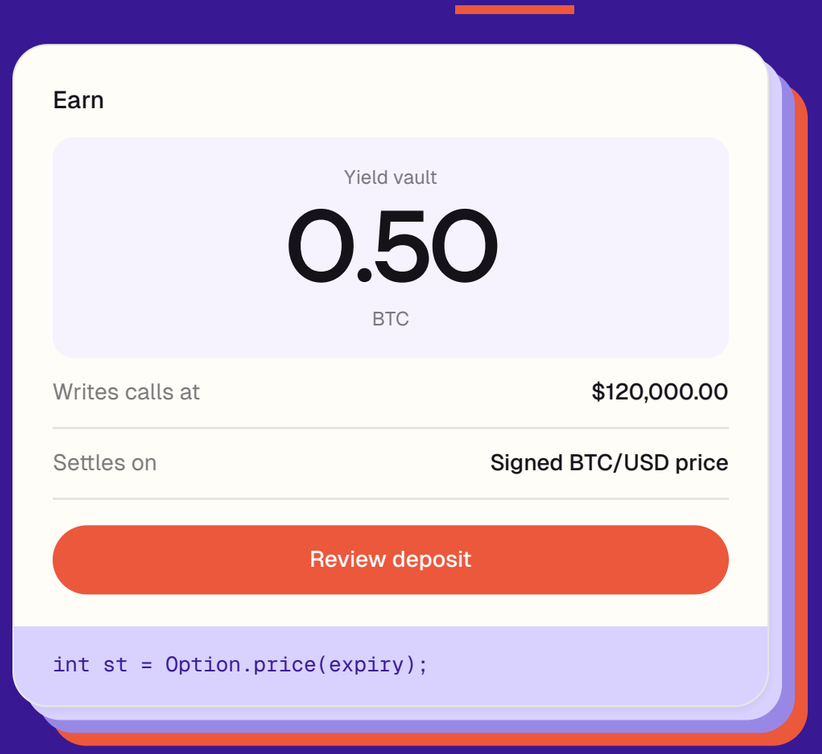
Arkade

Arkade brand guidelines

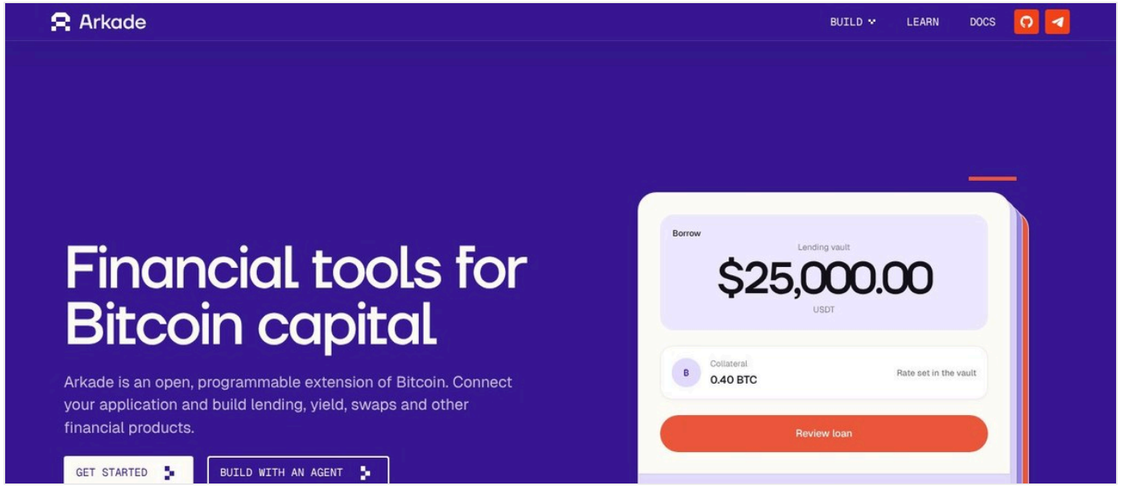


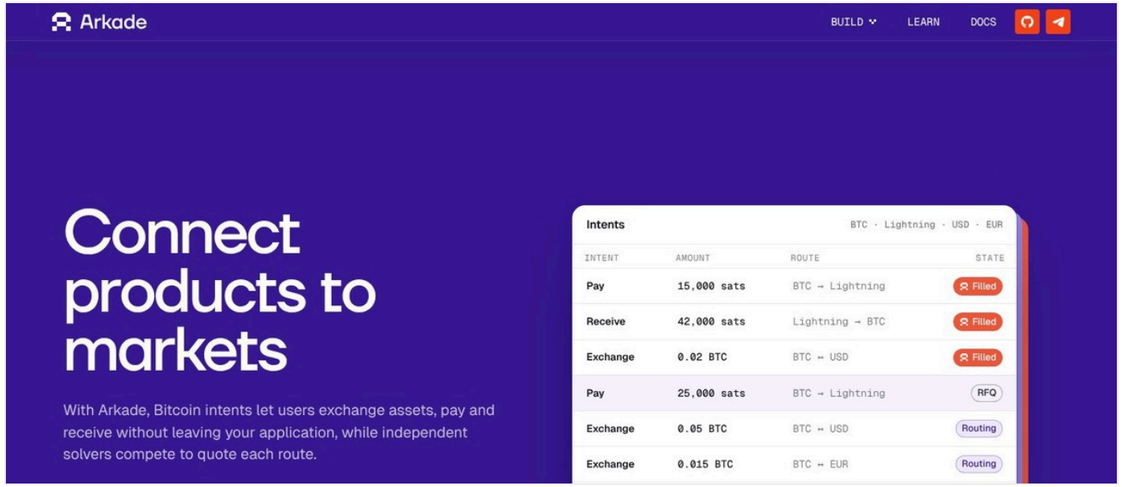
Edition 1, November 2026

The product is the picture

Arkade is an open, programmable extension of Bitcoin. Connect your application and build lending, yield, swaps and other financial products.

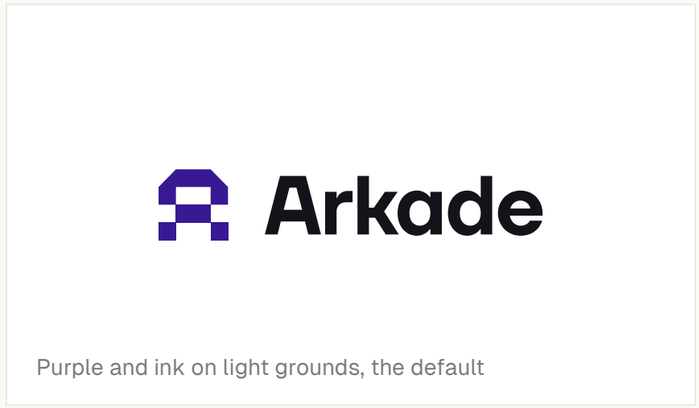
The identity follows that idea. Instead of illustrations, Arkade shows what people build with it, set in live type on a deep purple field: a vault deposit, an intents ledger, a signed price. White and paper give the explanation room, and a single coral accent marks what is live or ready to act on.



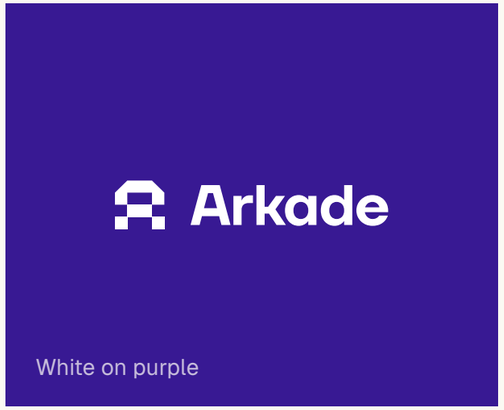


The logo

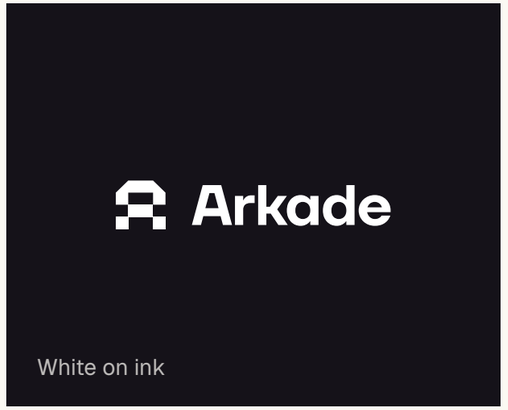
A stepped A built from square pixels, followed by the wordmark. Use the mark alone only where the full logo cannot fit: an avatar, a favicon, the glyph inside a state chip.



Purple and ink on light grounds, the default



White on purple



White on ink



White on coral

Clear space equals half the height of the mark, two of its pixels, on every side.

Minimum size is 88 px wide on screen or 22 mm in print for the logo, 16 px or 5 mm for the mark.

Placement is the top left of a page, a slide or a social card, never on a product card or its stack.

One colour reproduction uses the logo all in purple or all in ink.

Keep the logo as drawn

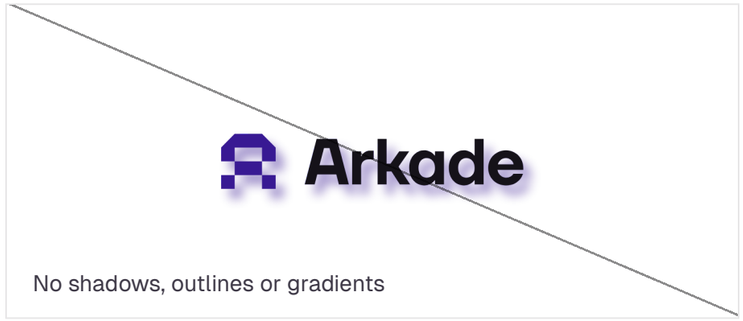
It comes in purple and ink, in white, or in a single colour, and nothing else. Every other treatment weakens it.



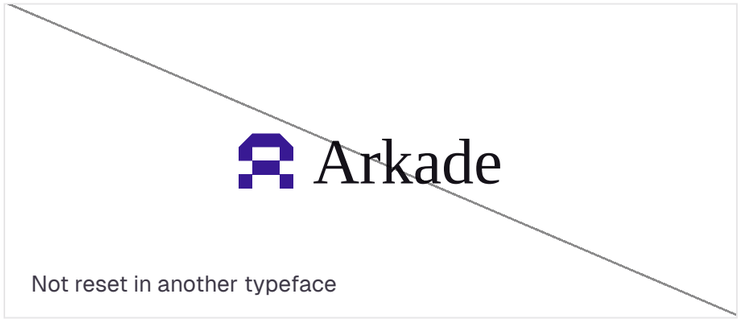
Not in coral, orange or mauve



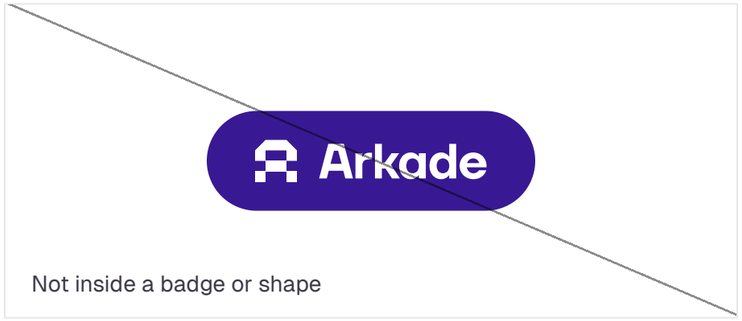
Not stretched or condensed



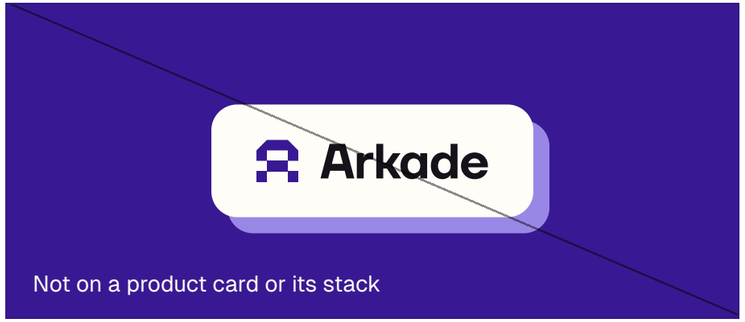
No shadows, outlines or gradients



Not reset in another typeface



Not inside a badge or shape



Not on a product card or its stack

Purple, paper and ink, with one coral

Purple carries the brand and every hero; white and paper hold the explanation; ink does the reading. Lavender and mauve build the stack, and coral marks the one thing that is live or ready to act on.

Purple
#381993 · 56 25 147
Heroes, bands, the mark, links

Purple deep
#2B1176 · 43 17 118
One deeper band per page

Purple screen
#23105F · 35 16 95
Data screens inside purple

Lavender
#D9D2FF · 217 210 255
First stack layer, quiet chips

Mauve
#9987E5 · 153 135 229
Second stack layer, chart traces

White
#FFFFFF · 255 255 255
Light sections

Paper
#FBF9F3 · 251 249 243
Alternate sections

Cream
#FFFDF8 · 255 253 248
Cards; text and the logo on purple

Ink
#151219 · 21 18 25
Text, the section rule, the wordmark

Coral
#EB583C · 235 88 60
The accent: a button, a state, one live point



Pairs that read, and pairs that never do

Text on purple is always cream. Coral carries short labels on its own fill, and on a light ground it becomes coral ink; it is never body text.

Cream on purple

Headlines and text on purple

12 to 1

Ink on white

Headlines and text on light grounds

18.5 to 1

Purple on white

Links, figures and the mark

12.1 to 1

Cream at 72 percent

Leads and secondary text on purple

6.8 to 1

White on coral

Button and chip labels, 14 px medium and up

3.5 to 1

Coral ink on white

Coral as small text or a marker

5 to 1

Coral on white

Never as text

3.5 to 1 · never

Cream on mauve

Never as text

3 to 1 · never

Financial tools for Bitcoin capital

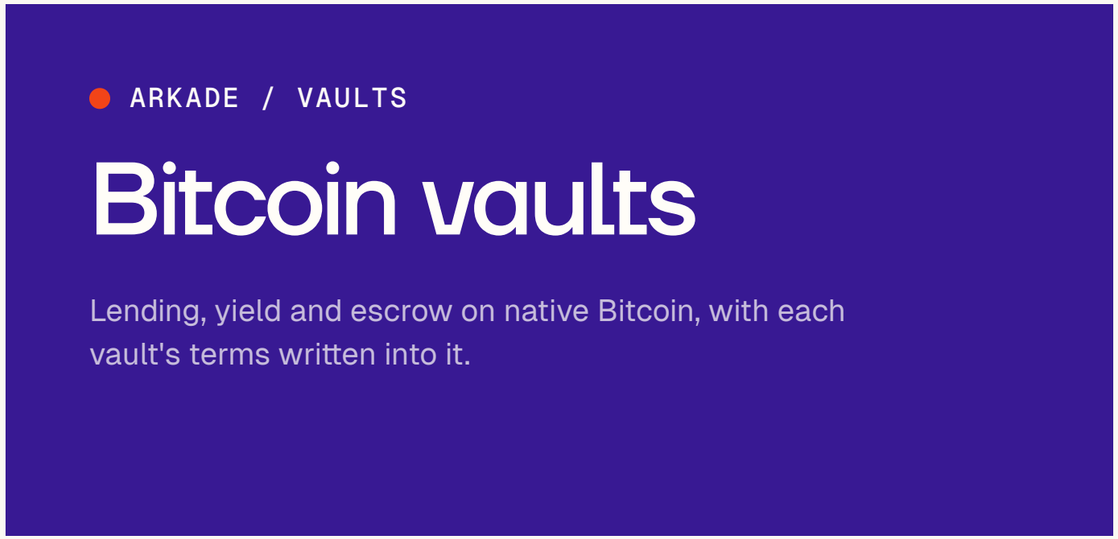
Geist carries every sentence after the headline: leads, body copy and the text inside product cards. It is set in sentence case, with generous leading and a measure of fifty-five to seventy characters.

```
REVIEW DEPOSIT    15,000 sats    require(coll >= take)
```

Display	TT Firs Neue Medium for page, section and card titles and for large figures. Tight leading, tracking near -0.04 em, balanced breaks.
Lead and body	Geist 400, leading 1.45. Ink 2 on light grounds, cream at 72 percent on purple.
Machinery	Geist Mono for buttons, navigation, links, table heads, amounts and code. Buttons, links and heads are uppercase.
Licences	Geist and Geist Mono are free under the SIL Open Font License and included. TT Firs Neue is a commercial font by TypeType, licensed by Ark Labs and not included.

Let the headline stand alone

No breadcrumb, category tag or numbered marker sits above a headline. The channel name belongs in the title itself, and a status goes in a sentence after it.



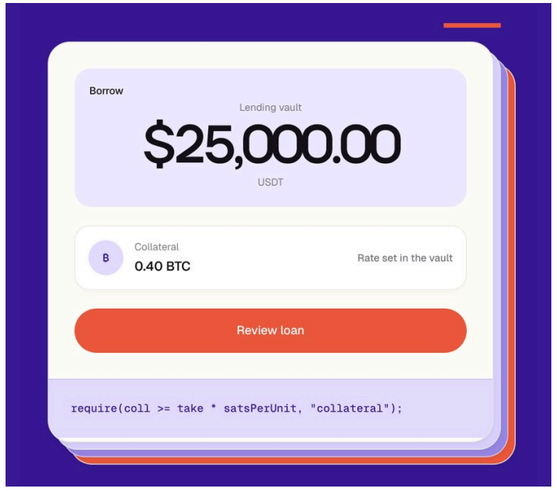
Not this. A label above the headline repeats it and makes the reader start twice; here it also brings back the retired orange.



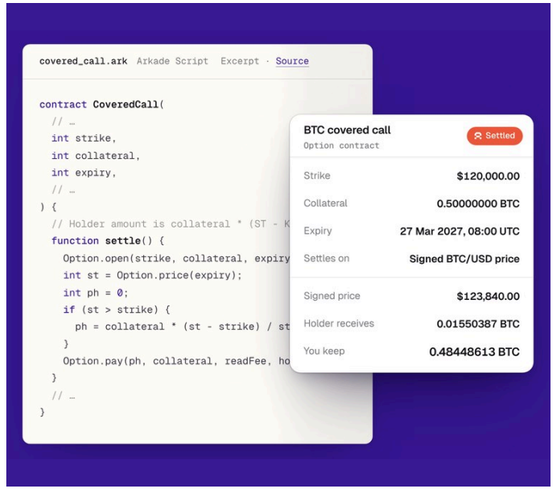
This. The headline names the category and carries the message on its own.

Specimens, not illustrations

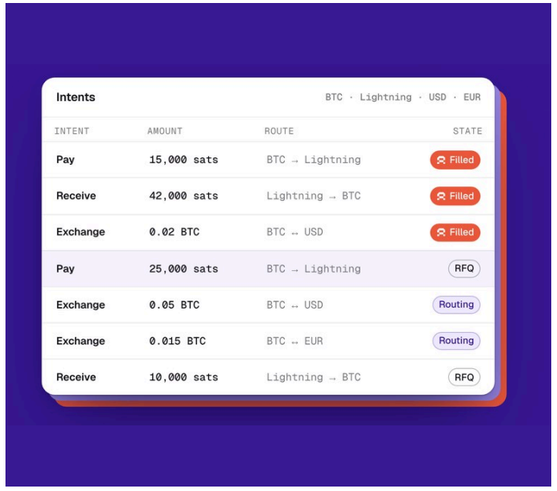
Every picture is a piece of a product built with Arkade, set in live type: a card, a ticket, a ledger, a code panel or a data screen. Figures stay plausible and consistent, and simulated data says so.



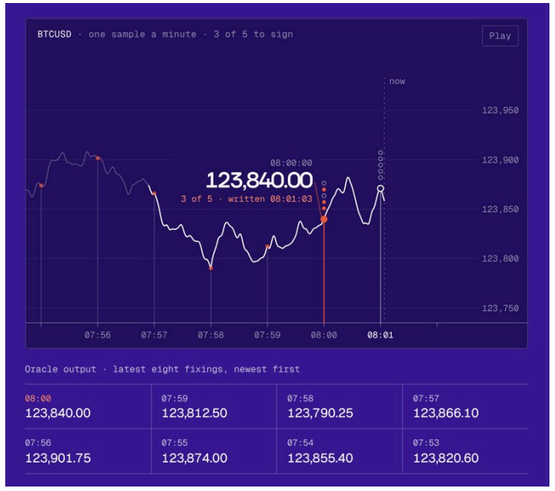
A product card. The lending vault on its stack, from the Home hero.



Code and ticket. A covered-call contract beside its settlement.



A ledger. Intents with their routes and states.

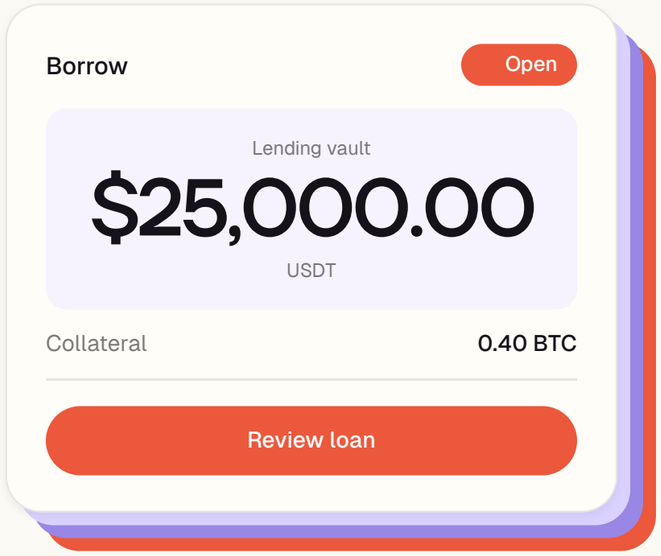


A data screen. A signed BTC/USD price, one point in coral.

Left out: coins, chains, rockets, glowing networks, 3D, gradients, glass, dot grids, pixel-art scenes and stock photography.

One stack, one coral, a few pixels

The main specimen rests on lavender, mauve and coral, each layer stepping down and to the right. Coral appears there and once more at most. The mark's pixels give buttons and links their arrows.



Lavender, 8 px

Mauve, 16 px

Coral, 24 px

Offsets at a 480 px card; they scale with it

State chips

Filled · Settled · Routing · RFQ

Buttons and links

GET STARTED · BUILD WITH AN AGENT · EXPLORE BITCOIN VAULTS →

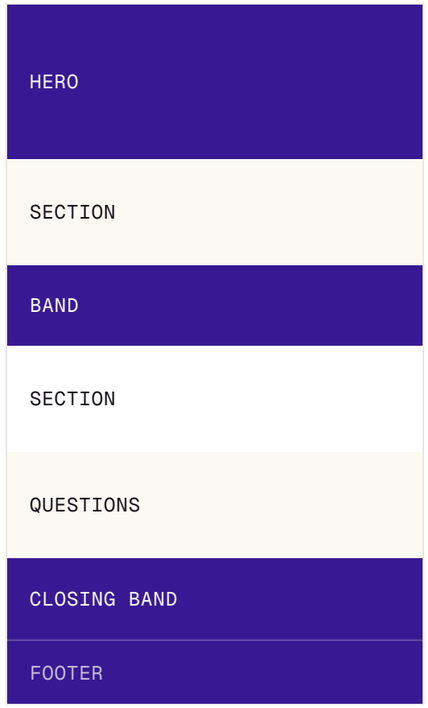
Pixel glyphs

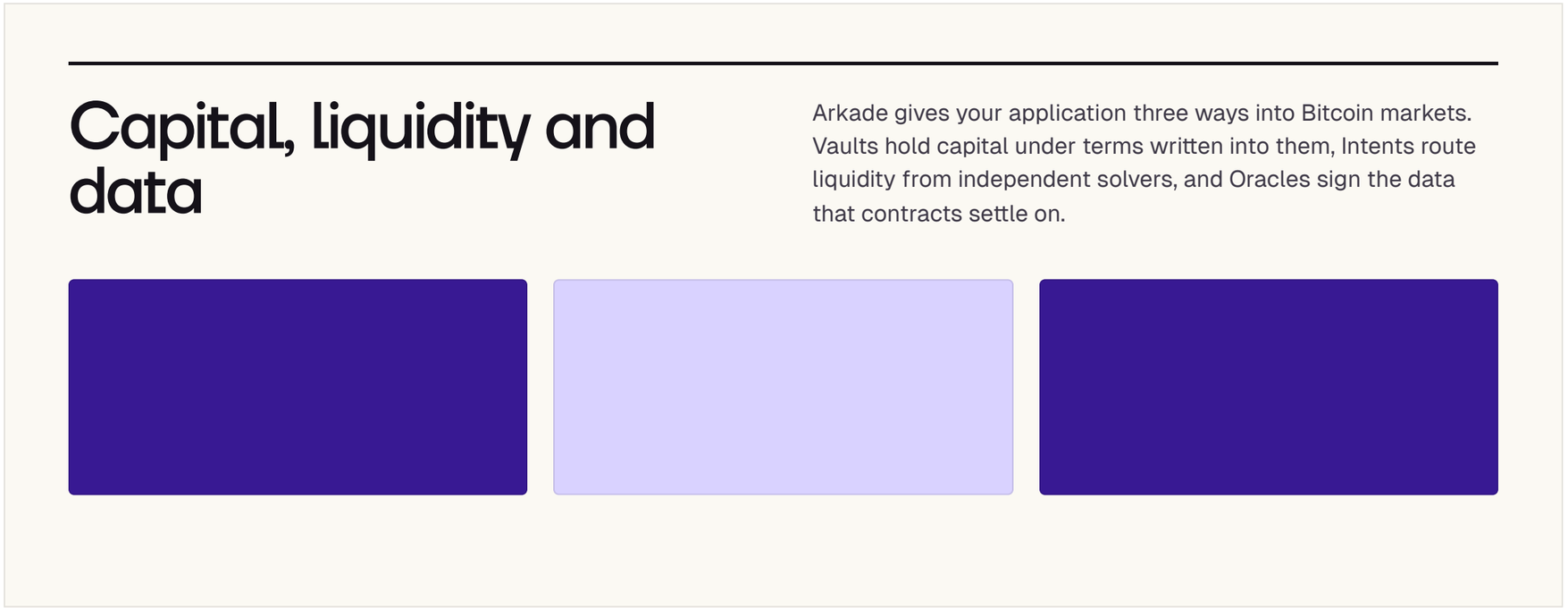


Button arrow · Link arrow · Open · Close · The mark

A steady rhythm of grounds

Every page opens on purple, alternates white and paper for the explanation, and closes on purple. A section opens with a 2 px rule above its heading row: the title on the left, the lead on the right.

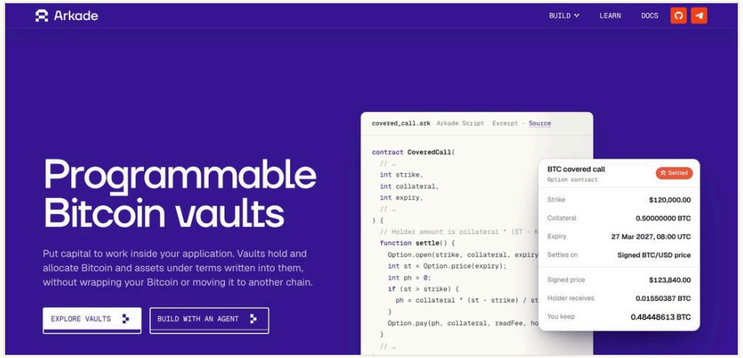




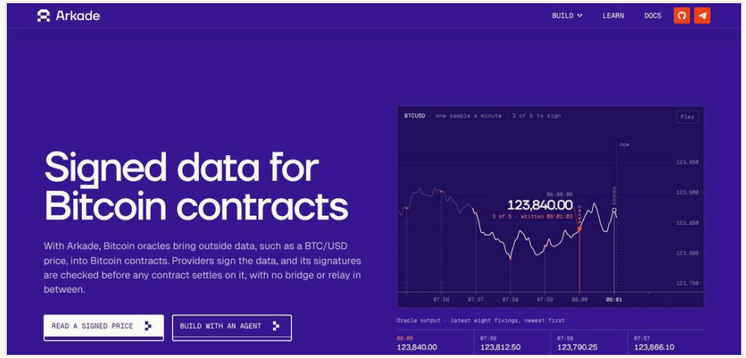
From 1024 px wide in landscape, each section fits one screen. Sections are square, flat and shadowless; only cards and panels are rounded.

In use

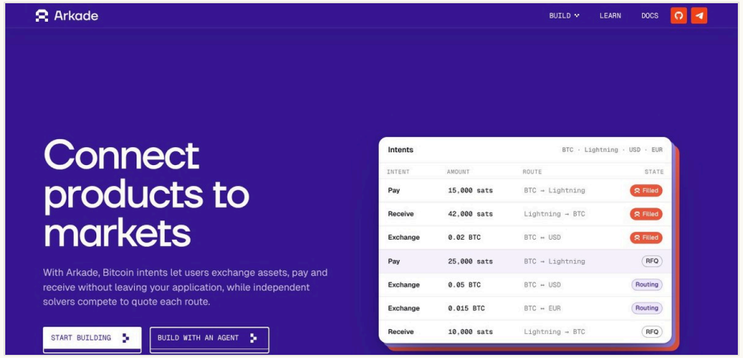
arkadeos.com and the social card, built from the same parts: purple, a live headline and one specimen on its stack.



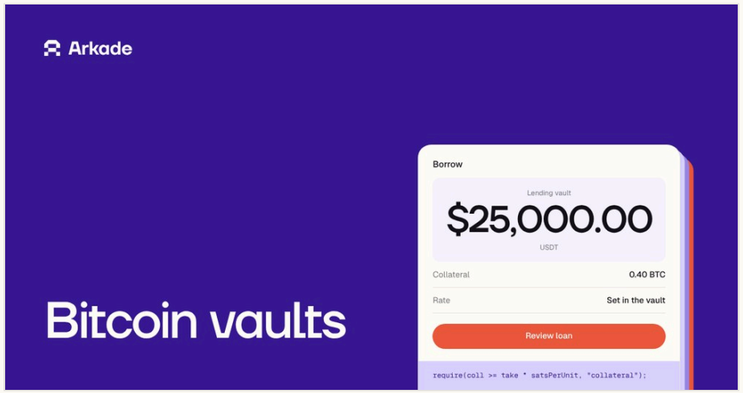
arkadeos.com/vaults

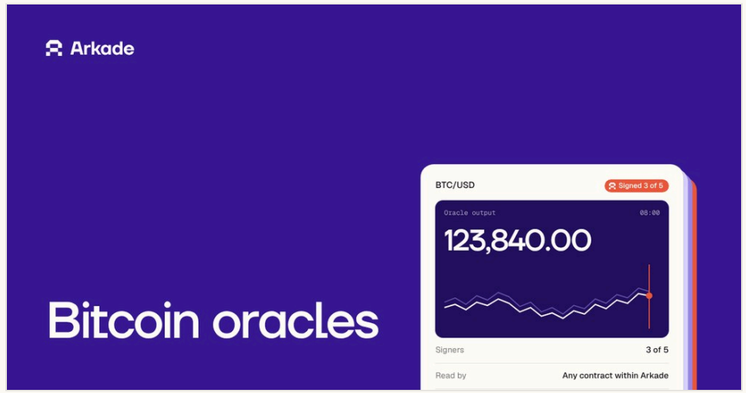


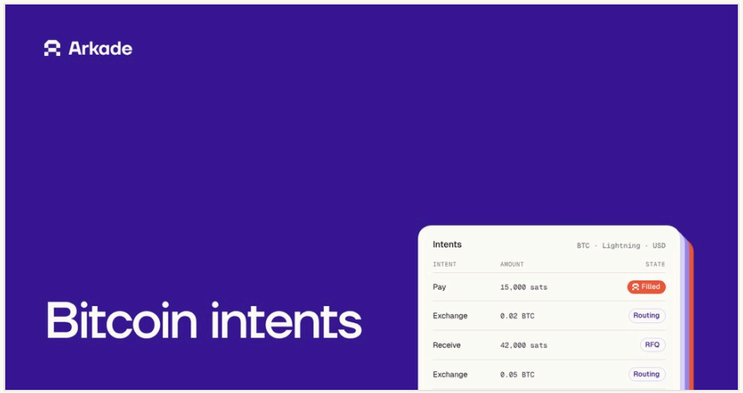
arkadeos.com/oracles



arkadeos.com/intents







The social card at 1200 × 630, from the template in the design-language skill.

Words do one thing at a time

Copy speaks about what people build with Bitcoin, with Arkade as the tool. It leads with the category, states facts, and keeps its lists to three.

Financial tools for Bitcoin capital.

The platform line

Vaults for capital, Intents for liquidity, Oracles for data.

The three channels

Arkade is an open, programmable extension of Bitcoin.

The definition, followed by "Connect your application and build lending, yield, swaps and other financial products."

Name the category before the brand: Bitcoin vaults, Bitcoin oracles, Bitcoin intents.

Bitcoin always takes a capital B; BTC is the ticker.

Sentence case for every headline and product name; no em dashes.

Yield, not income; **within Arkade** for what happens inside it; **built with Arkade** for products.

No metrics, volumes or adoption claims on visuals, and no partner named before they approve.

Status is a plain fact in a sentence, never "coming soon" or a date.

Using this kit

Use the logo to refer to Arkade and to products and services built with it, unaltered and with clear space. Do not use it to suggest a partnership or an endorsement without a written agreement with Ark Labs.

For product pictures to accompany editorial coverage, ask the team at arklabs.xyz/talk.

Logo: SVG and PNG in purple and ink, white, purple and ink, the mark alone, and avatars.

Colour: the palette as CSS, JSON and an Adobe swatch file.

Typography: Geist and Geist Mono, free under the SIL Open Font License.

Social card: the image arkadeos.com shares on social platforms.

These guidelines as a PDF.

Arkade is an open, programmable extension of Bitcoin, built by Ark Labs in Lugano, Switzerland.

ARKADEOS.COM