Brand Guidelines

Brand description

Aumo is an autonomous treasury agent for stablecoins on X Layer. Someone deposits stablecoins, and an AI agent puts them to work in tokenized real-world-asset yield, on its own, within strict limits, proving every move on-chain. ***(giving a stablecoin a job.)***

The ***Aumo mark*** is one small shape, but it reads four ways at once.

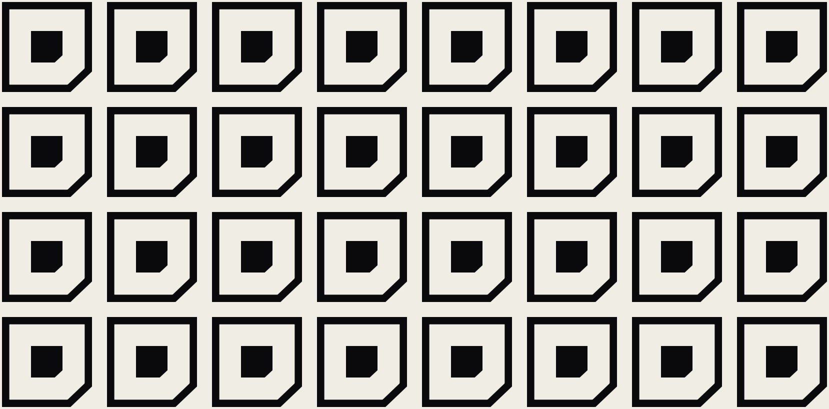
- ▶ It's the letter a — for Aumo
- ▶ It's a safe — closed, holding something valuable.
- ▶ It's a bag — the kind you pick up and take to work. A job, literally, sitting right there in the shape.

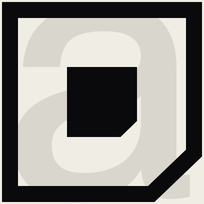
The ***Slight cut*** shows that Aumo is an agent. Something that moves and works on its own, not something that just sits still holding money. always ready to do something.

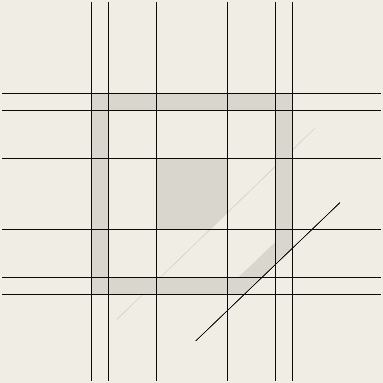
Gold, because Au is the chemical symbol for gold. Old and simple but it already signifies value and trust before anyone has to explain anything.

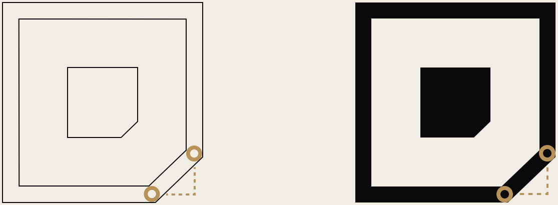
Mood board

[Au]mo



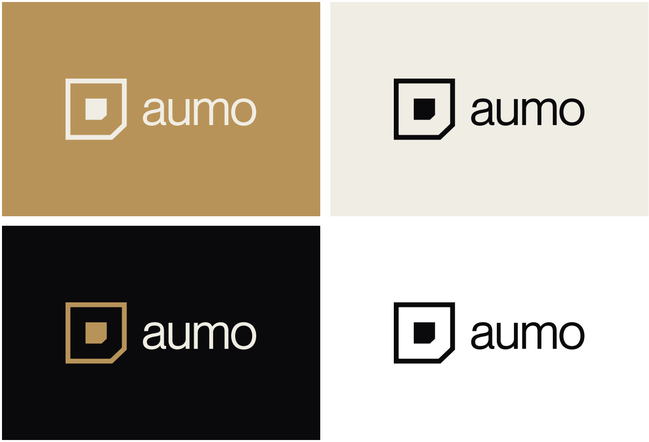






Correct Variations

Whenever possible, the brand will be applied in its main version with its respective colors. In case it is not possible for technical reasons, the positive or negative version will be used.



Color Palette

The predominant color will be Bullion. It will be used as the main color and base color in all its combinations.

Other colors that will complement the brand identity will be off-white, near-black, white and black.

Bullion

RGB **184, 148, 90**
HEX **#B8945A**
CMYK **0, 20, 51, 28**

Off-White

RGB **241, 238, 229**
HEX **#F1EEE5**
CMYK **0, 1, 5, 5**

Near-Black

RGB **11, 11, 12**
HEX **#0B0B0C**
CMYK **8, 8, 0, 95**

White

RGB **255 255 255**
HEX **#FFFFFF**
CMYK **0 0 0 0**

Typography

PP Neue Montreal

PP Neue Montreal, by Pangram Pangram.
Made for screens, not adapted to them.

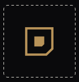
It's clean without being cold, confident without shouting. Which matters when the product's whole job is holding people's money.

It works everywhere Aumo shows up, and it never gets in the way of the numbers.

Font Type: San Serif

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789@#,?^!&$%(-)+"

Usage Guide



Keep clear space around the mark.
No logo, text, or edge inside it

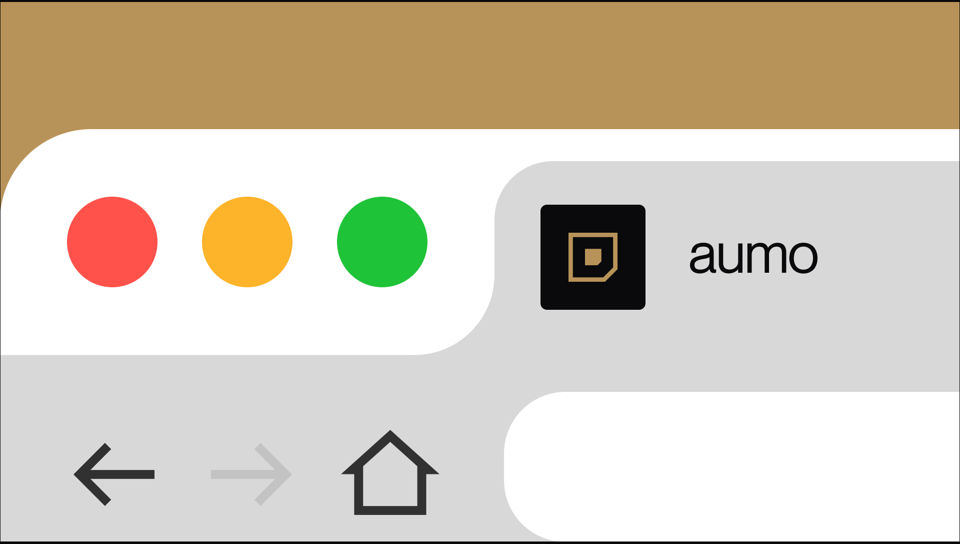
Below 24px, drop the ring. The inner solid alone still reads

Wrong Use

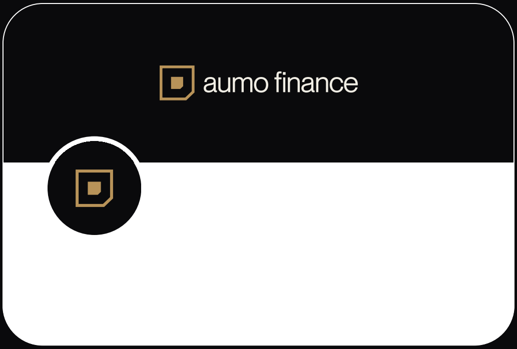
Never recolor outside the palette

Never rotate or tilt the mark

Never stretch, squash or distort proportions



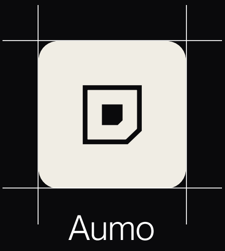
Social Platforms



Merch

aumo
aumo
aumo
aumo

App Icon



9:41
WED
7
Aumo
Calendar
Photos
Camera
Mail
Notes
Reminders
News
Podcasts
App Store

Partnerships

Use the logotype lockup when you need stronger brand recognition. When speaking to an audience already familiar with the Base brand, feel free to use more abstract core identifiers to represent the partnership. Always scale both logos optically to maintain equal size relationship.

aumo + AERODROME

+

aumo + AERODROME

+