



The *programmable* layer for real-world assets.

THE PITCH

An operating system that orchestrates token technologies and service providers, so institutions can program, manage, and deploy real assets at any scale.

OUR POSITION

The bridge between traditional finance and what comes next.

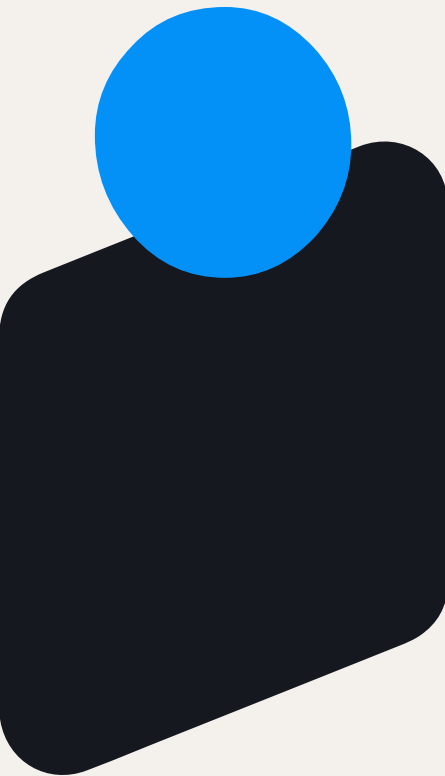
The mark

is·su·ant

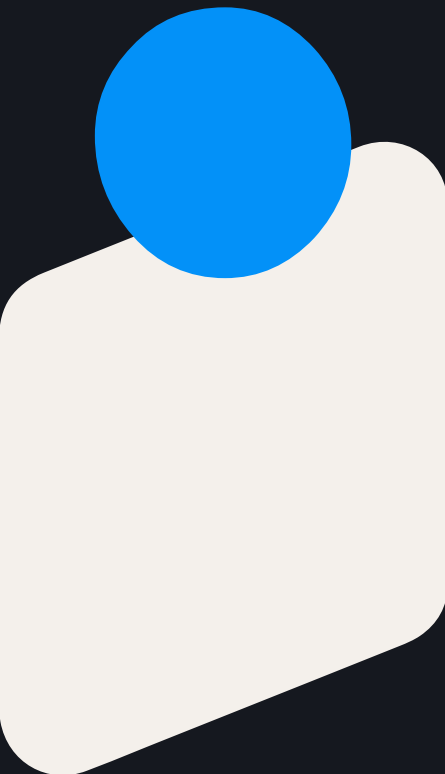
Issuing or coming up; -- a term used to express a charge or bearing rising or coming out of another

It reads first as a figure rising from a frame, our heraldic insignia and a literal expression of the word issuant. The parallelogram is carried forward from our original logo, honoring the continuity between what was and what is becoming.

PRIMARY



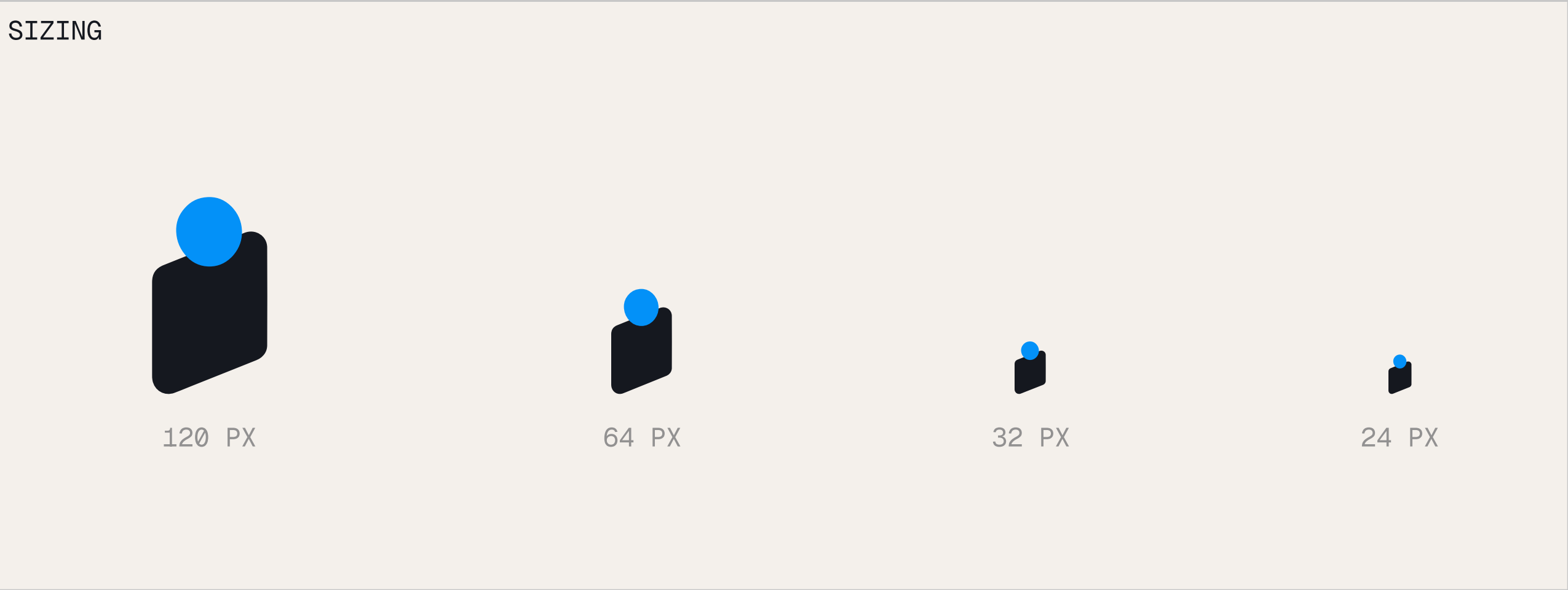
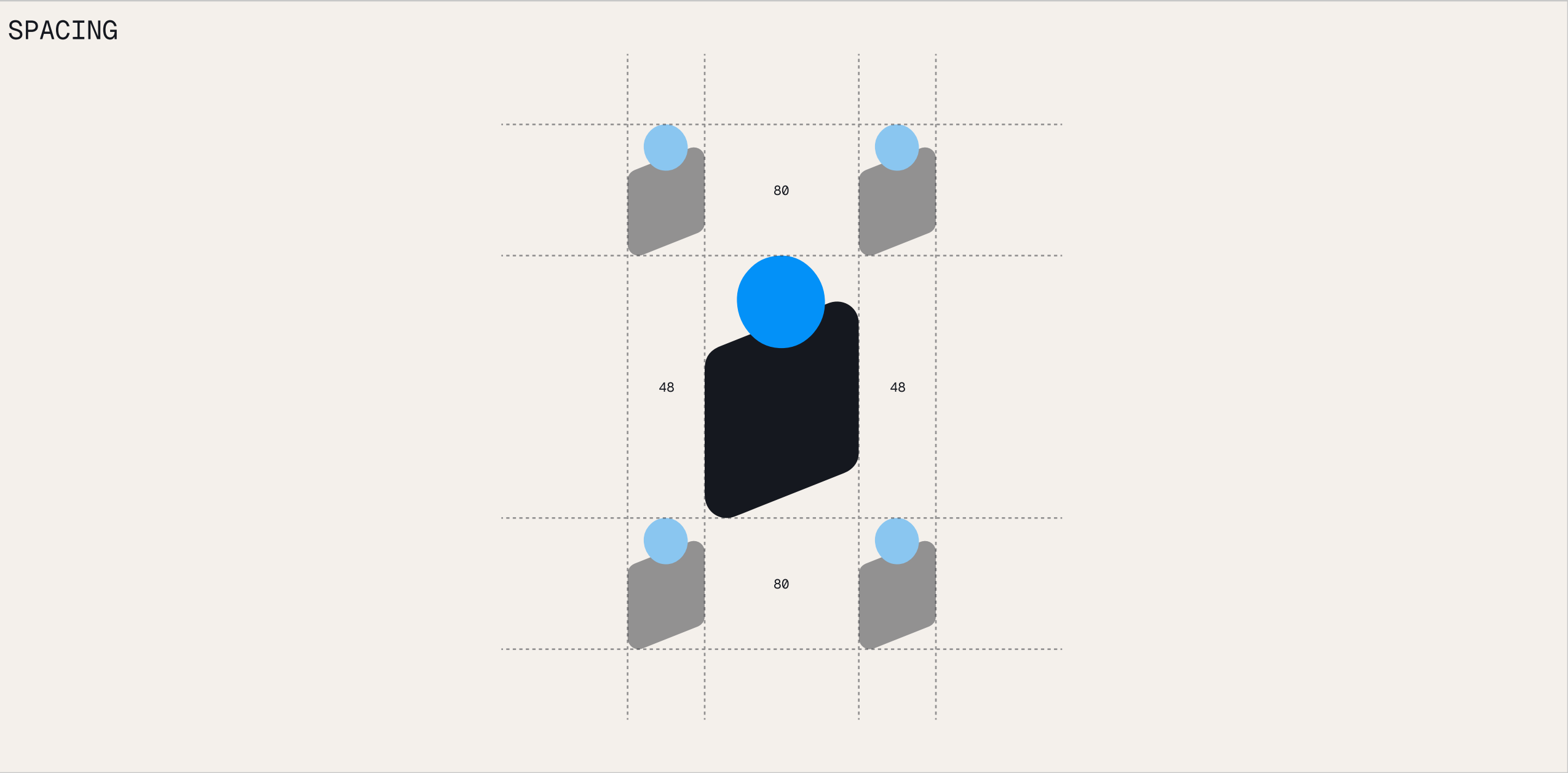
SECONDARY



Clearspace & scale

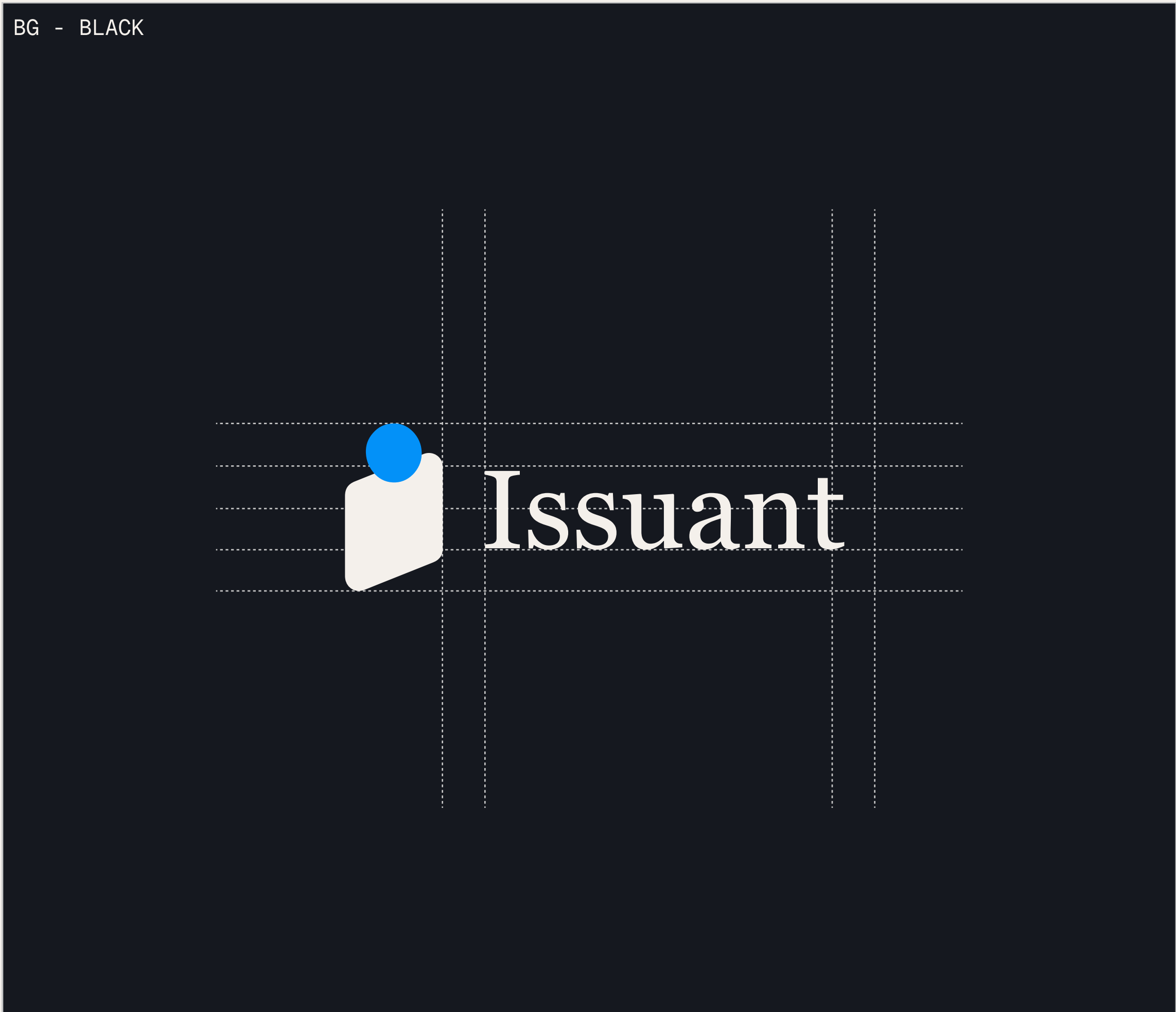
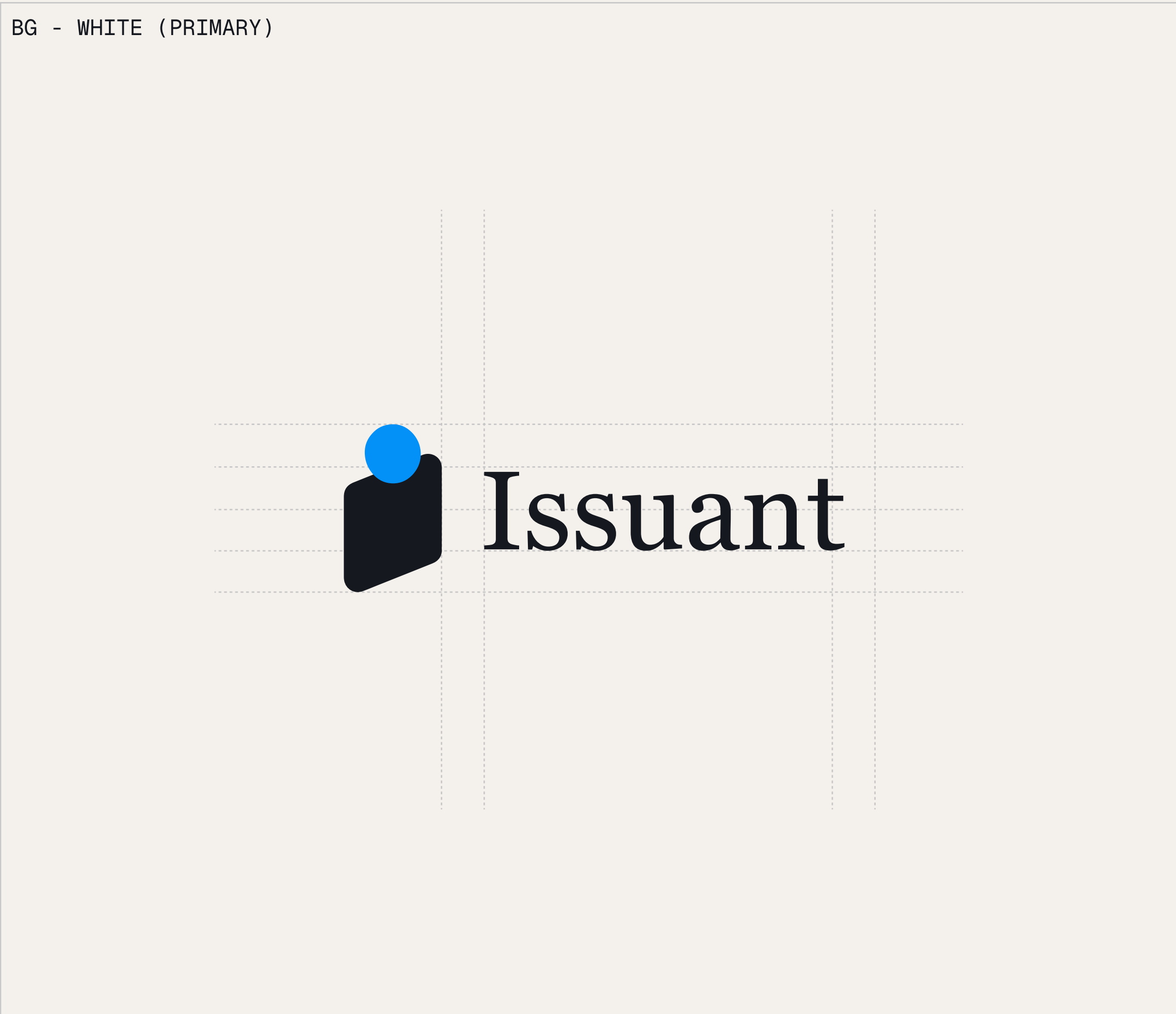
Reserve a margin equal to 1/2 the height of the mark on every corner.

To stay consistent with our 8pt system, these values are rounded to 48px horizontally and 80px vertically on a 160px-tall mark.



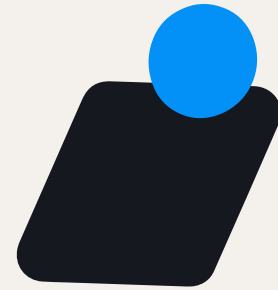
Logo behavior

Use the lockup whenever space allows.
Reach for the mark only when constrained.

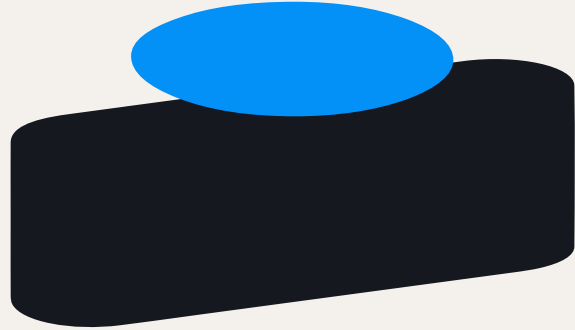


Dont's

DON'T ROTATE



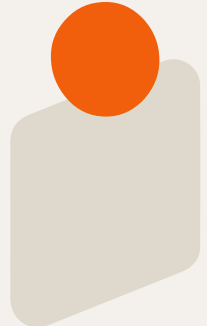
DON'T DISTORT



DON'T BLEND WITH BACKGROUND



DON'T INVERT COLORS



DON'T REDUCE OPACITY



DON'T GO PAST MINIMUM SIZES



DON'T ADD EFFECTS



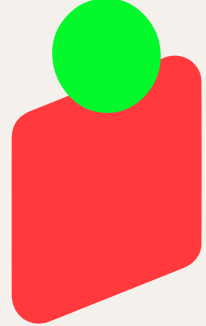
DON'T USE GRADIENT BACKGROUND



DON'T USE LOWERCASE I



DON'T USE CUSTOM COLORS



Three pigments

Bone White
HEX #F4F1EC
OKLCH(0.9591 0.0074 80.72)
ROLE READING SURFACE

Ink Black
HEX #15181F
OKLCH(0.2091 0.0147 266.87)
ROLE INK - TYPE

Issuant Blue
HEX #0492F8
OKLCH(0.6494 0.1823 249.89)
ROLE READING SURFACE

Brand typography

DISPLAY - SERIF Georgia Aa HEADINGS - QUOTES REGULAR - ITALIC	TEXT - SANS Geist Aa BODY - UI - CAPTIONS 300 - 400 - 500	DISPLAY - SERIF Geist Mono Aa LABELS - DATA - CODE REGULAR - MEDIUM
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Four principles

We use precise, measured language suited to institutions, avoiding novelty when accuracy suffices.

01

Plain, not *plainspoken*

Our writing is concise, and thorough, like a senior counsel's. We avoid filler and slang.

02

Concrete, never *vague*

An instrument, coupon, transfer rule. Specific nouns and verbs. Metaphors, if used, come from finance, not engineering.

03

Institutional *first*

We engage with asset managers, banks, and issuers as equals. We do not simplify finance for financial experts.

04

Of *this market*

We outline current issuer capabilities and name what we build, not its origins.

Brand voice

Six pairs. The vocabulary on the right exists; the vocabulary on the left is the one we use

- SAY

Issuant is the operating system for real-world assets.
- SAY

A fund unit that enforces eligibility at the moment of transfer.
- SAY

Programmable. Composable. Auditable.
- SAY

A single platform across providers, jurisdictions, and asset classes.
- SAY

Issue, program, and operate at any scale.
- SAY

An asset that carries its own rules.

- DON'T SAY

~~Issuant is the Web3 layer for the future of finance.~~
- DON'T SAY

~~A tokenised fund unit on-chain with built-in smart contract logic.~~
- DON'T SAY

~~Decentralised. Trustless. Permissionless.~~
- DON'T SAY

~~Chain-agnostic infrastructure with multi-rail support.~~
- DON'T SAY

~~Mint, stake, and deploy across ecosystems.~~
- DON'T SAY

~~An NFT representing your asset on the blockchain.~~

Thank *you*