THE TERMINAL IDENTITY

# Brand book.



A visual and editorial guide to WICK Vault, the straddle strategy vault.

01 Voice
02 Logos
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04 Type & UI
05 Co-branding
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01 / VOICE

# Vault, not venue.

Lead with what WICK Vault is and what someone can do today. Describe the strategy without promising an outcome.

FIRST MENTION

**WICK Vault is a straddle strategy vault. Powered by Cheoma.**

The strategy model focuses on paired positions across 15-minute Bitcoin prediction markets on Kalshi and Polymarket. Those are the venues; WICK Vault is the vault.

| SAY | NOT |
| --- | --- |
| “The strategy looks for pricing differences between Kalshi and Polymarket.” | “Trade on the WICK Vault exchange.” |
| “Floating APR · 30-day trailing. Returns are not guaranteed.” | “Earn a fixed return” or “Lock in this APR.” |
| “WICK Vault charges a 10% performance fee on yield earned, not on deposited capital.” | “WICK Vault charges a 10% deposit fee.” |

COPY CHECKLIST

Use sentence case and concrete verbs: **Open vault**, **Deposit**, **Request withdrawal**. Say deposit, not native SOL staking. Put the rate basis, fees and limitations next to the relevant number or action. Use a dash for unavailable terms rather than guessing.

02 / LOGOS

# The wick mark.

The angular W and its two wick strokes work as one shape. Keep the silhouette and spacing intact.

**Monogram** / Compact UI, 24 px high

**Wordmark** / Secondary placements, 80 px wide

WICK Vault

**Lockup** / First-touch surfaces, 120 px wide

WICK Vault



## Leave room.

Allow at least ¼ of the visible mark width on every side; for the wordmark alone, use one capital-letter height. The empty margin inside an asset counts. Use the dedicated app icon from 16 px.

## Choose the artwork.

Lime primary or off-white reversed on forest. Use transparent mono light on dark surfaces and mono dark on light surfaces. Use a forest panel over busy imagery.

## Keep it intact.

Don't stretch, rotate, retype, redraw or round the mark. Don't remove the wick strokes, add effects or join another logo to the lockup.

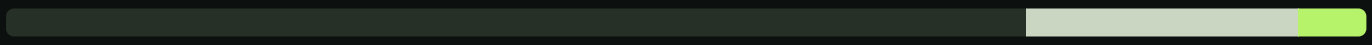
The Terminal header pairs a lime mark with an off-white wordmark. Print starting points: monogram 8 mm high; wordmark 22 mm wide; lockup 32 mm wide. Proof at actual size.

03 / COLOR

# Forest and lime.

Forest anchors the interface. Lime tells the eye where to look or what to do next.

| | | |
|---|---|---|
| **Forest**<br>#0c100e<br>12, 16, 14 | **Surface**<br>#111713<br>17, 23, 19 | **Line**<br>#263026<br>38, 48, 38 |
| **Lime**<br>#b6f36b<br>182, 243, 107 | **Off-white**<br>#edf1e8<br>237, 241, 232 | **Secondary**<br>#cad5c2<br>202, 213, 194 |
| **Muted**<br>#9eaf91<br>158, 175, 145 | **Positive**<br>#a3db87<br>163, 219, 135 | **Warning**<br>#e0bc87<br>224, 188, 135 |



**75 / 20 / 5** · Start with 75% forest and surfaces, 20% neutral layers and 5% lime accents. Use as an editorial guide, not a token rule.

CONTRAST ON FOREST

Off-white **16.74:1** · Lime **14.62:1** · Muted **8.21:1**. Button ink on lime: **12.82:1**.

CONTRAST GUARDRAIL

Aim for AA: 4.5:1 for body, 3:1 for large type and meaningful UI boundaries. Line on forest is 1.40:1; keep state labels and a visible focus outline.

UI detail tokens: button ink #17200e, hover #d2ffa0, disabled #1b241d, selected #232c22, error text #edcb97 and error rail #b8986c.

04 / TYPE & UI

# Built like the Terminal.

Use Space Grotesk for reading and Geist Mono for precision. Give labels as much attention as the numbers they describe.

SPACE GROTESK

## Open vault.

Headlines, body and labels. Headings at 500; the outlined wordmark at 600.

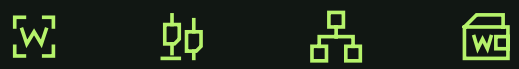
GEIST MONO

## 0123.4567

Tabular figures for quotes, amounts and identifiers.

| | | | |
|---|---|---|---|
| Hero | 36-68 px | Page title | 28-48 px |
| Section / panel | 20-28 / 14-18 px | Body / controls | 13-14 px |
| Labels | 10-12 px | Mono quotes / amounts | 23-24 px |
| Featured APR | 28-42 px / tabular | Wordmark tracking | 0.075em |

FIRST-PARTY GLYPHS




24 × 24 grid, 1.5 px strokes, square caps, miter joins. Label icon-only controls and give them a 44 × 44 px hit area.

ACTIONS & STATUS

Open vault ↗

● Transaction confirmed

14 px panels, 9 px buttons, 2 px lime focus outline with 4 px offset. Use text for status and respect reduced motion.

05 / CO-BRANDING

# WICK Vault leads.

Keep the provider credit distinct and secondary. Third-party marks are identifiers, not endorsements.

WICK Vault

Powered by Cheoma

## Powered by Cheoma

Use the existing credit in a footer or supporting area. In a flow diagram, name Cheoma only as strategy provider. Don't combine WICK Vault and Cheoma into a new product logo.

## Venues, network, asset

Use Kalshi and Polymarket next to their venue names, Solana to identify the network, and Bitcoin to identify the BTC market. Preserve original proportions and colors; skip the hero logo wall.

## Download the assets.

Complete WICK Vault brand kit (ZIP) ↗

Terminal lockup (SVG) ↗

Favicon (ICO) ↗

Powered by Cheoma credit (SVG) ↗

Terminal lockup (vector PDF) ↗

Terminal lockup (vector EPS) ↗

The kit includes this brand book, outlined SVG, PDF and EPS artwork, 512/1024/2048 px PNGs (long edge), and app and favicon sizes. Third-party venue and network marks are not included.