

Designed by @bigcatmedia  
Version 1.0

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AULT  
BLOCKCHAIN



AULT  
MINING NODE™

# BRAND GUIDELINES

# INTRODUCTION

AULT Blockchain™ is building the financial foundation of tomorrow. As a Layer 1 blockchain purpose-built for programmable finance, AULT combines protocol-level compliance, high-fidelity data infrastructure, and decentralized governance to enable a new era of transparency and control.

This brand guide exists to protect and communicate that vision. It defines how we present AULT across mediums—visually, verbally, and strategically—ensuring every expression aligns with our values: professionalism, clarity, and infrastructure-grade precision.

Within these pages, you'll find guidance on:

- The distinction between AULT Blockchain (parent protocol) and the AULT Mining Node™ (validator product)
- Correct usage of logomarks, colors, typography, and placement
- Compliant, utility-first messaging that upholds our legal framework

Whether you're designing a dashboard, hosting a node, or explaining AULT to the next DAO participant—this guide ensures we speak with one unified voice.

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# BRAND ARCHITECTURE

AULT Blockchain™ is a blockchain protocol and decentralized ecosystem engineered for institutional-grade finance. At its core, AULT is about building trust through transparency—delivering a public ledger where data, digital assets, and algorithmic operations coexist under one unified, compliance-ready framework.

The brand represents more than a chain—it's a vision for rebuilding financial infrastructure from the foundation up. Every element of AULT's identity reflects this mission:

- **AULT Blockchain** is the base layer: a purpose-built, modular ledger secured by hybrid consensus and governed by a decentralized autonomous organization (DAO).
- **AULT Mining Node™** is the network's first product: a perpetual software license that enables operators to validate blocks, support consensus, and participate in DAO governance.

From visual aesthetics to legal disclaimers, AULT Blockchain's brand system is structured to serve operators, not speculators. It blends technical precision with institutional clarity—ensuring the protocol remains credible, secure, and forward-compatible as the financial future takes shape.

[Parent Company]



**AULT**  
BLOCKCHAIN

[Product]



Our aim is to deliver institutional-grade blockchain infrastructure that enables real-time financial transparency, programmable compliance, and decentralized control—without compromising security, scalability, or regulatory integrity.

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We envision a global financial system rebuilt on open infrastructure, where market data, real-world assets, and algorithmic intelligence operate transparently on-chain. AULT exists to lay that foundation—giving banks, asset managers, and builders the tools to transition from legacy finance to decentralized systems with confidence and clarity.

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# BRAND VALUES

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## Protocol-Level Integrity

We operate with transparency and accountability at the core. Every component of Ault Mining Nodes™—from governance to infrastructure—is designed to uphold trust, compliance, and long-term utility.

## Decentralized Collaboration

We believe meaningful change happens when systems are open and people are empowered. Ault is built to support a diverse network of operators, builders, and institutions working together toward a shared financial future.

## Engineering with Purpose

Ault Nodes are more than technology—they're tools for real-world financial coordination. We champion rigorous design, secure code, and meaningful utility over hype or speculation.

## Operator Empowerment

We provide the infrastructure and knowledge that enable individuals and institutions to run critical financial systems on-chain. Our goal is to equip you with control, not dependency.

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# TONE OF VOICE

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## Technical with Clarity

We communicate complex ideas clearly and precisely. Our language is structured to be understandable without oversimplifying the rigor behind our infrastructure. We respect our audience's intelligence and never rely on hype or jargon.

## Professional, Not Promotional

We speak with authority and discipline, avoiding exaggerated claims or speculative tones. Our focus is on utility, reliability, and long-term value—not short-term buzz. Every message reflects the seriousness of building financial infrastructure.

## Empowering

We encourage autonomy by equipping our audience—whether operators, institutions, or developers—with the tools, knowledge, and language to act with confidence in the decentralized financial space.

## Transparent and Responsible

Our voice reflects accountability. We are open about risks, upfront about responsibilities, and compliant in every communication. We don't overpromise—we inform, guide, and build trust.

# LOGO DESIGN

- 2.1 Logomark
- 2.2 Logotype
- 2.3 Lockup
- 2.4 Clear space
- 2.5 Minimum sizes
- 2.6 Common mistakes

# LOGOMARK

## (AULT BLOCKCHAIN™)

The AULT logomark—a stylized piston “A” encased in a segmented ring—serves as the unifying emblem across the entire AULT ecosystem. Designed to evoke movement, structural integrity, and technical precision, this symbol reflects the nonstop validation, security, and processing at the heart of every AULT product.

While the structure of the logo remains consistent across all AULT brands, each sub-brand expresses its identity through a unique color accent. **AULT Blockchain™ is represented by orange**, symbolizing network activation, protocol-level authority, and the foundational infrastructure that powers the full ecosystem—from AULT Wallet™ to AULT Markets™ and AULT DAO™.



# LOGOTYPE (AULT BLOCKCHAIN™)

The Ault Blockchain™ logotype combines the strength of our visual identity with a direct articulation of purpose: Blockchain Mining. This pairing reinforces our focus on infrastructure, not speculation.

The bold, modern typography reflects clarity and command. The phrase “Blockchain” may appear as a locked descriptor in specific configurations to emphasize utility and function.



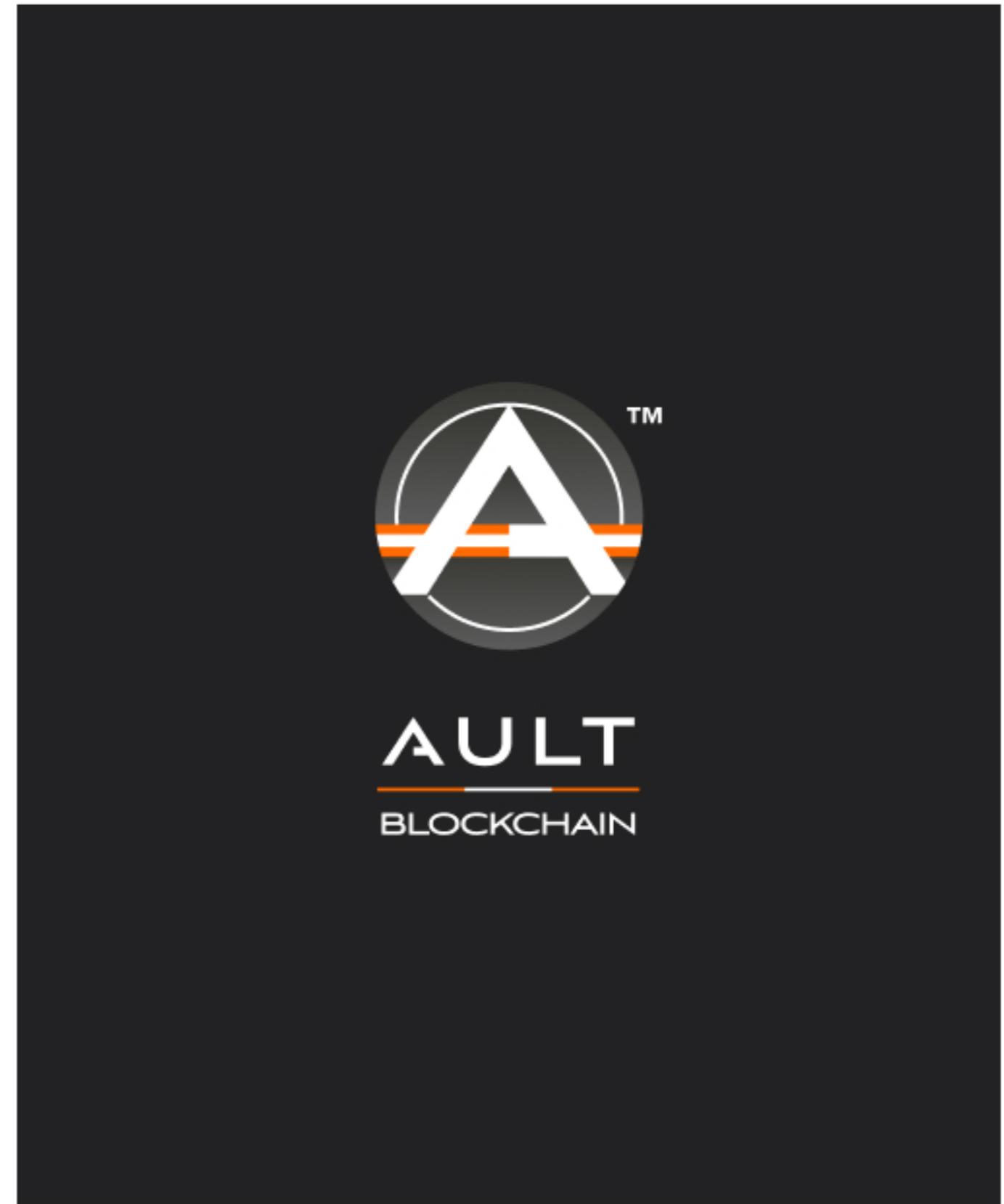
# LOGO LOCKUP

## (AULT BLOCKCHAIN™)

The Ault Blockchain™ Logo Lockup unifies the logomark and logotype into a single, cohesive unit. This configuration is the primary brand signature for use across marketing materials, digital platforms, presentations, and packaging. It visually communicates the full identity—Ault as a technology protocol and Blockchain Mining Node as the utility function.

In this lockup, the piston-inspired logomark reinforces movement and infrastructure, while the bold typography conveys strength and clarity. The vertical stacking ensures balance and adaptability across different formats. This version should be used where brand visibility, authority, and message clarity are critical.

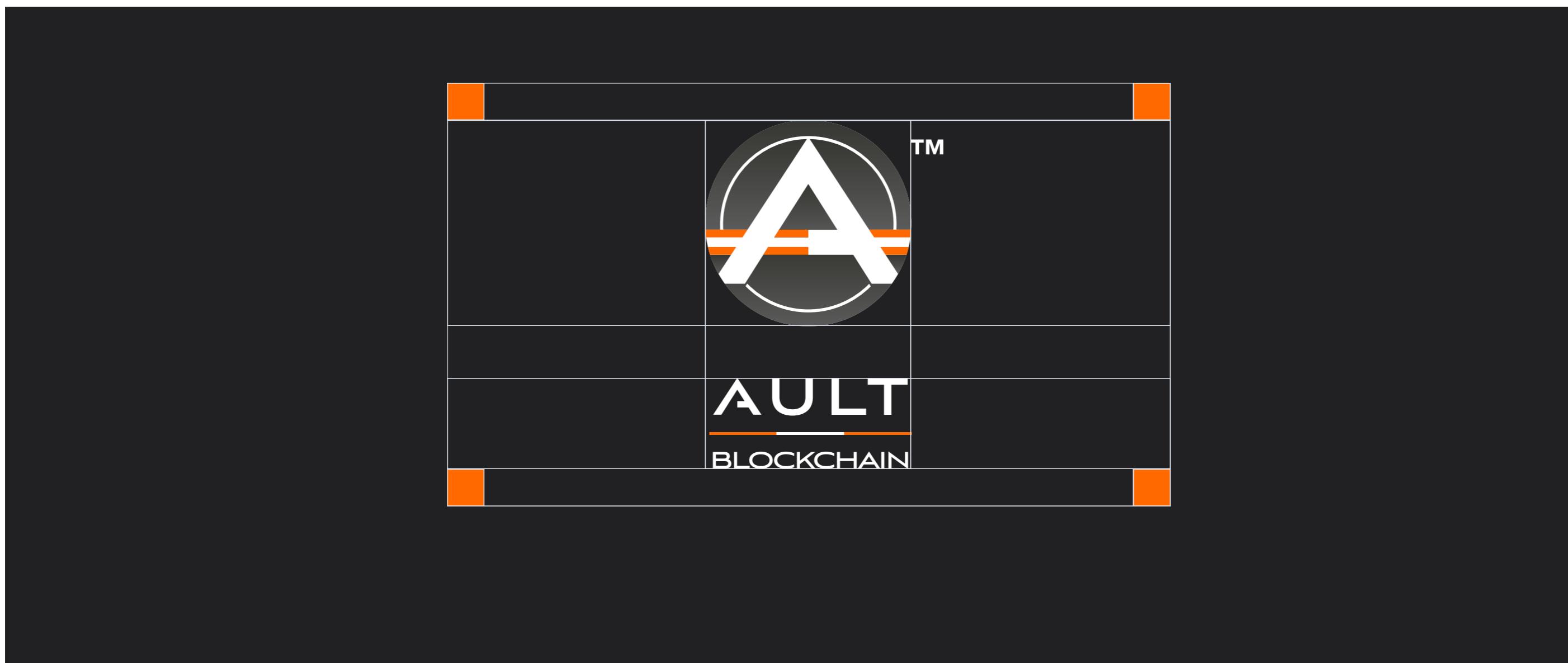
\*The lockup must not be altered, rearranged, or separated. Always use approved color variations and ensure sufficient contrast and clear space when placing the logo on any background.



# CLEAR SPACE

## (AULT BLOCKCHAIN)

This combination of the logomark and logotype ensures a consistent and recognizable representation of the brand across various applications and reinforces AULT's commitment to its design.



# MINIMUM SIZES

(AULT BLOCKCHAIN™)

The version is optimized for sizes that are not excessively small. It mandates a minimum height of .75" for print applications and a minimum of 50px for digital applications, ensuring legibility and clarity even at larger dimensions.



AULT  
BLOCKCHAIN

.75" or 50px

# PLACEMENT (AULT BLOCKCHAIN™)

Position the logotype on the primary grid line, aligning it to the left side for a prominent presence. In cases where the necessary space is not available, the logo should be placed in either the top or bottom left corners of the page. Detailed stationery layouts can be found in the BrandCollateral section of this document, offering specific guidelines for optimal placement.



# LOGO DESIGN

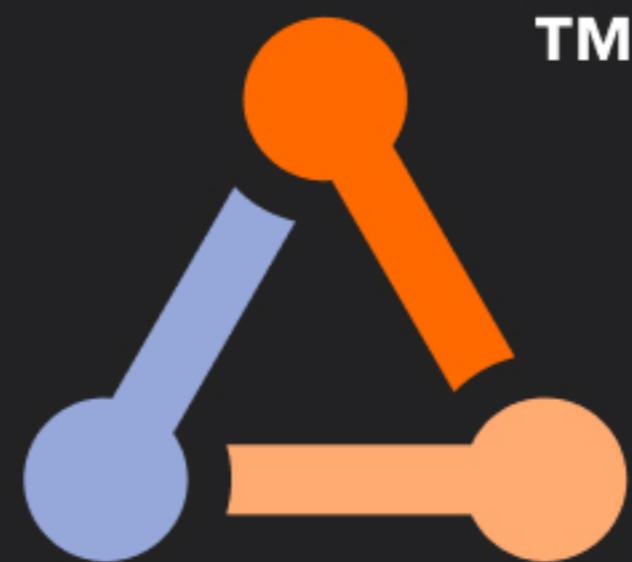
- 3.1 Logomark
- 3.2 Logotype
- 3.3 Lockup
- 3.4 Clear space
- 3.5 Minimum sizes
- 3.6 Common mistakes

# LOGOMARK

(AULT MINING NODE™)

The AULT Mining Node™ logomark is a visual extension of the core AULT identity—reimagined to emphasize operator utility. Retaining the foundational piston “A” structure, this version uses a triangular configuration to evoke distributed infrastructure and computational flow.

Each point and line in the mark represents validator function: uptime, synchronization, and blockwork. The dynamic angles reinforce the active, ongoing nature of node operation. While inspired by the core AULT ring design, this logomark communicates that AULT Mining Node is a product within the AULT Blockchain™ ecosystem—purpose-built for those who run the network, not speculate on it.



# LOGOTYPE

(AULT MINING NODE™)

The AULT Mining Node™ logotype pairs bold typography with a statement of technical purpose: Blockchain Mining. This configuration reinforces our position that node operation is a service function—not a speculative activity.

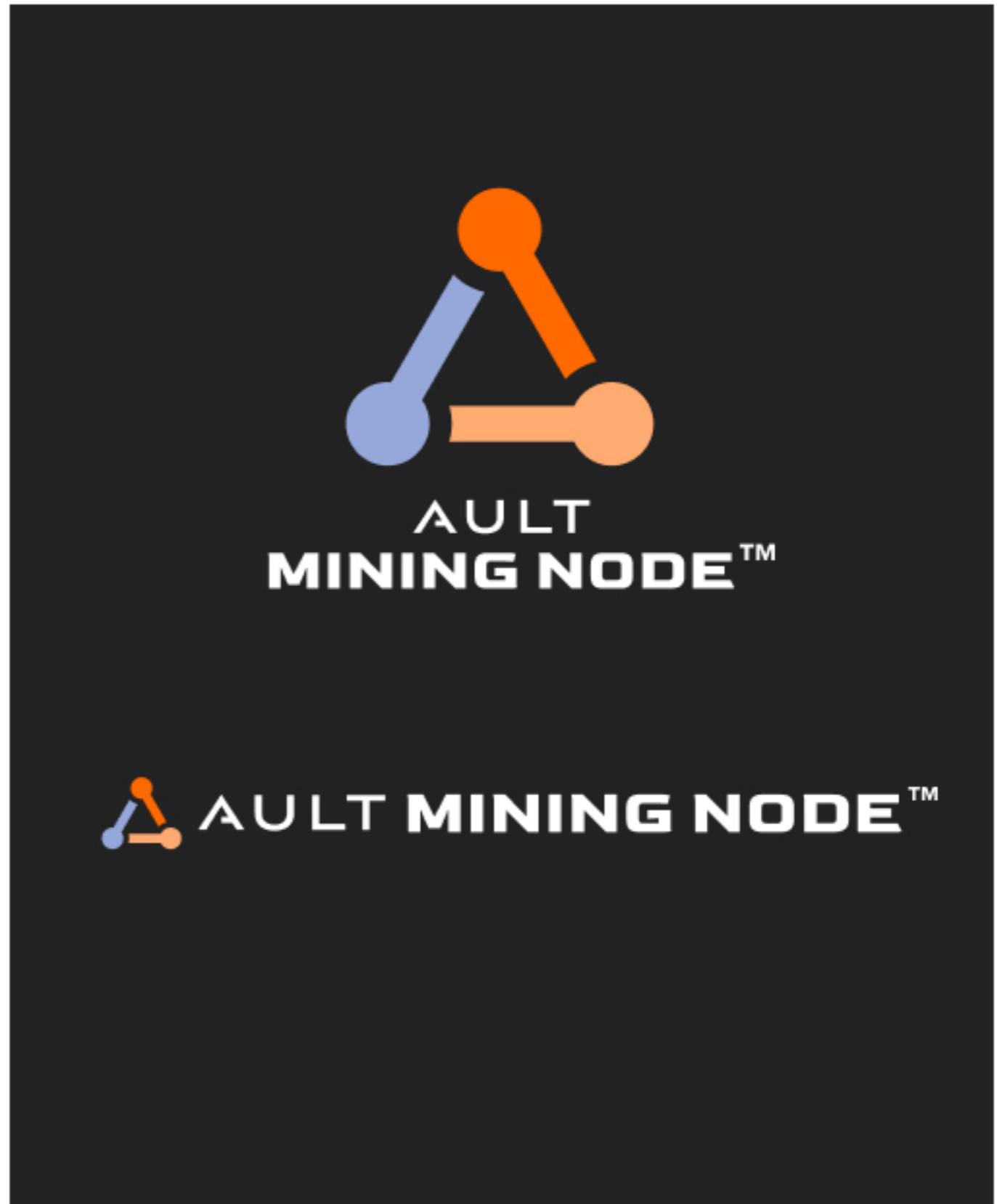
Designed for clarity and authority, the logotype adapts to various environments while maintaining consistent structure.

**AULT MINING NODE™**

# LOGO LOCKUP

(AULT MINING NODE™)

The Ault Mining Node Lockup unifies the logomark and logotype into a single, cohesive unit. This configuration is the primary brand signature for use across marketing materials, digital platforms, presentations, and packaging. It visually communicates the full identity—Ault brand and Mining Node as the utility function.

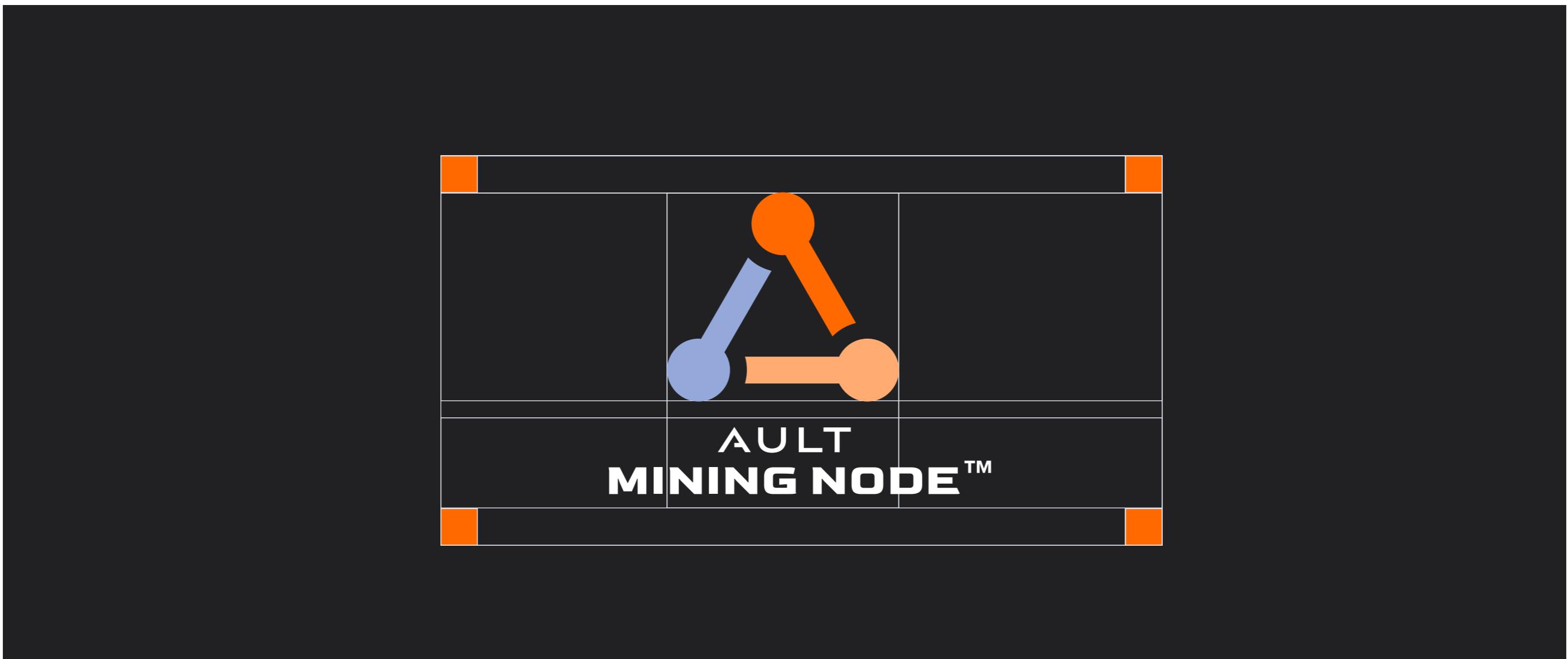


\*The lockup must not be altered, rearranged, or separated. Always use approved color variations and ensure sufficient contrast and clear space when placing the logo on any background.

# CLEAR SPACE

(AULT MINING NODE™)

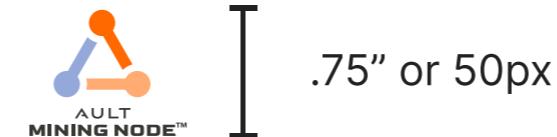
This combination of the logomark and logotype ensures a consistent and recognizable representation of the brand across various applications and reinforces AULT's commitment to its design.



# MINIMUM SIZES

(AULT MINING NODE™)

The version is optimized for sizes that are not excessively small. It mandates a minimum height of .75" for print applications and a minimum of 50px for digital applications, ensuring legibility and clarity even at larger dimensions.



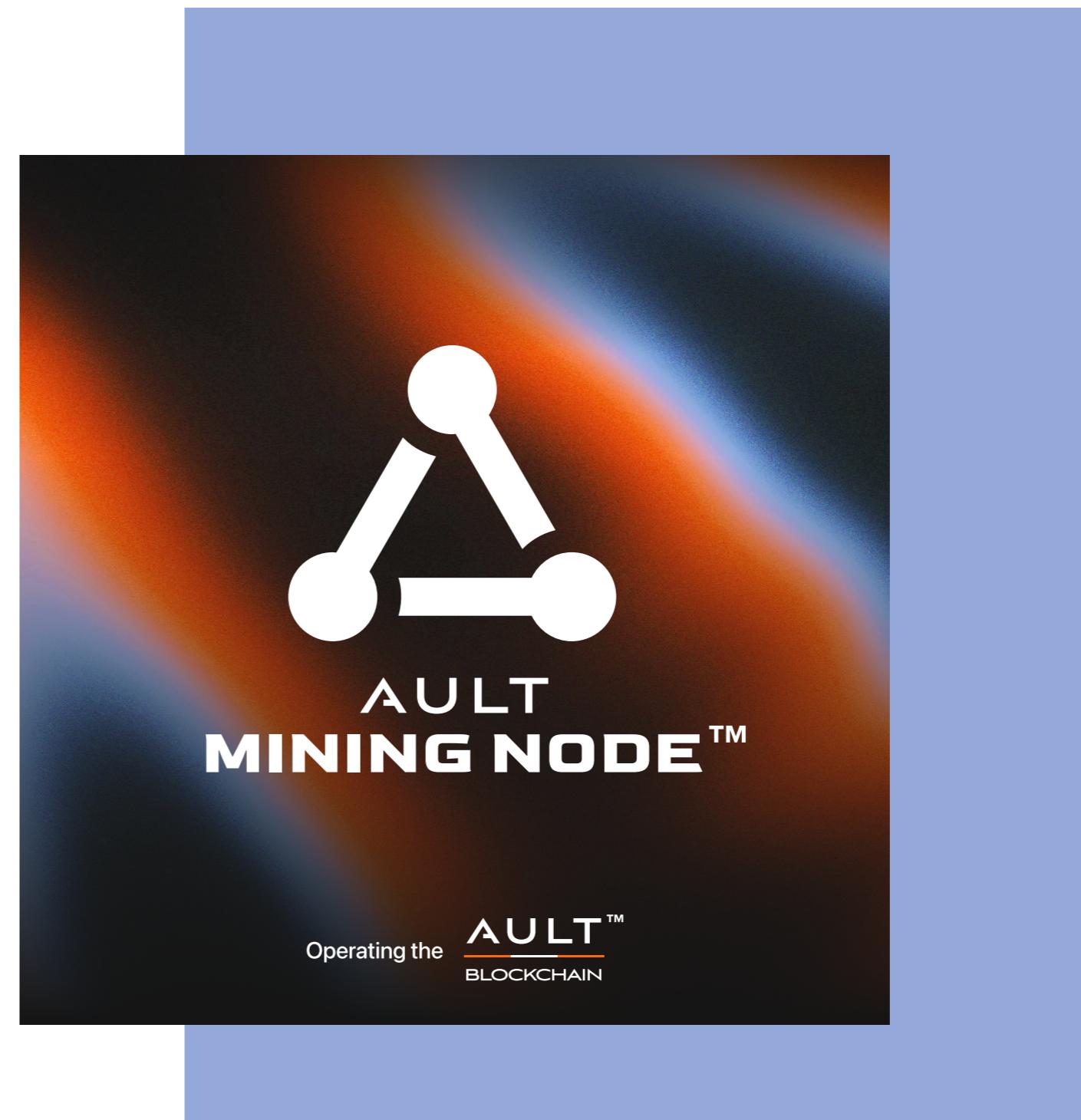
# PLACEMENT

## (AULT MINING NODE™)

The AULT Mining Node logotype should always appear in harmony with the broader AULT Blockchain brand structure. Position it along the primary grid line, typically centered or left-aligned for maximum clarity and consistency with the core visual system.

In layouts where both AULT Blockchain and AULT Mining Node marks appear, the AULT Mining Node logotype may take visual precedence, with AULT Blockchain placed secondary—either slightly smaller or tiered below to reflect its product-level identity.

In isolated product contexts (e.g., node dashboards, license portals, or technical documentation), the AULT Mining Node logotype can be used independently but should still follow placement best practices: Center, top-left as default, bottom-left when required.



# COLORS

- 4.1 Color pallet
- 4.2 Combinations
- 4.3 Shades

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## GRAPHITE SHADOW

C: 3      R: 34      PMS Neutral      Hex #222223  
M: 3      G: 34      Color Black C  
Y: 0      B: 35      Match  
K: 86

\*Used for background + copy on white backgrounds

## ALT SLATE

C: 2      R: 55      PMS 447 C      Hex #373833  
M: 0      G: 56      Color  
Y: 9      B: 51      Match  
K: 78

\*Used for background + copy on white backgrounds

## POLAR MIST

C: 7      R: 221      PMS 656 C      Hex #DDE5ED  
M: 3      G: 229      Color  
Y: 0      B: 237      Match  
K: 7

\*Used for background + copy on white backgrounds

## BLAZING TANGERINE

C: 0      R: 255      PMS 1505      Hex #FF6900  
M: 59      G: 105      Color C  
Y: 10      B: 0      Match  
K: 0

\*Used for background + copy on white backgrounds

## Hazy Horizon

C: 0      R: 255      PMS 7410 C      Hex #FFAB71  
M: 33      G: 171      Color  
Y: 56      B: 113      Match  
K: 0

\*Used for primary branding elements and backgrounds

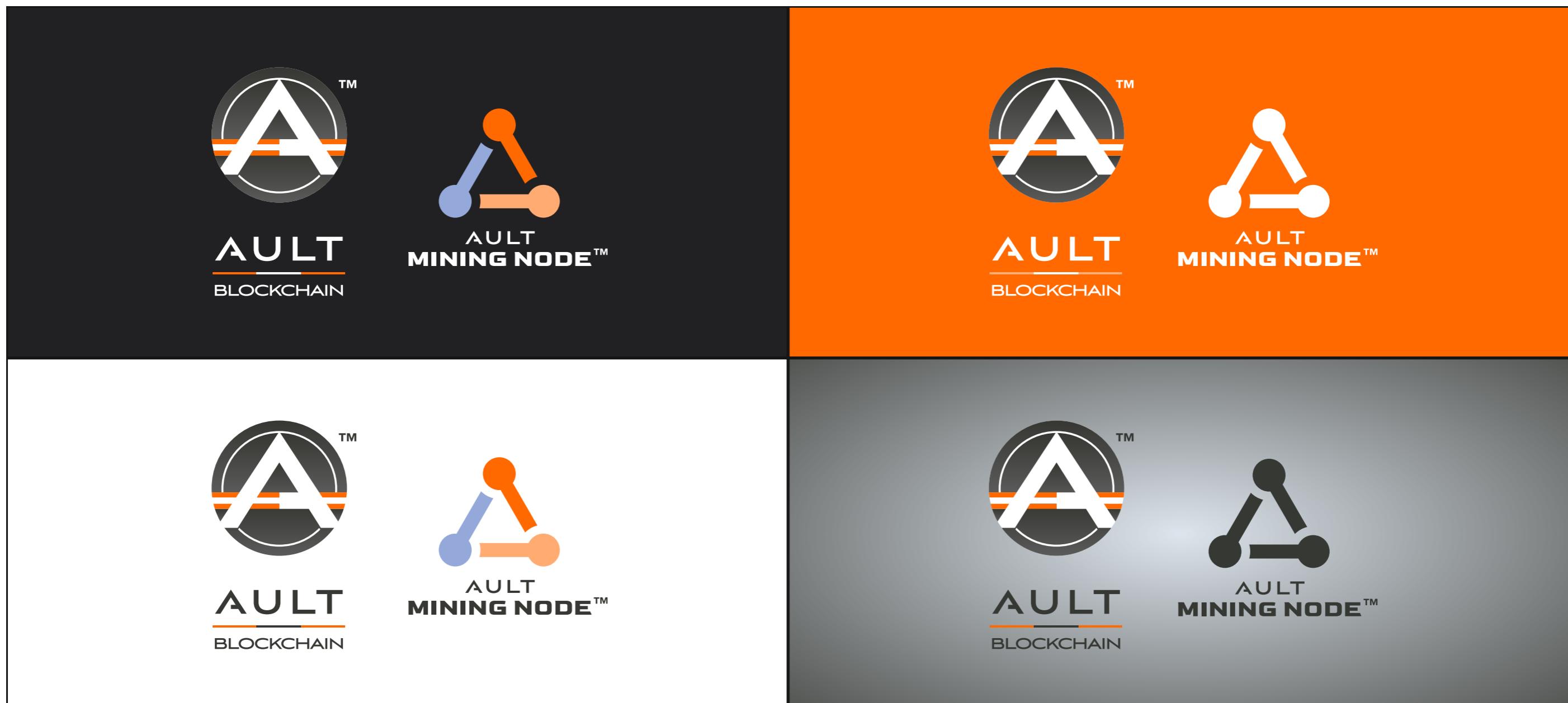
## Blue Tranquility

C: 31      R: 150      PMS 7681 C      Hex #96A8DA  
M: 23      G: 168      Color  
Y: 0      B: 218      Match  
K: 15

\*Used for highlights & accents

# COMBINATIONS

The consistent use of color is vital to effective brand recognition. Our brand should always be represented in one of the colors on this page, aside from specific recommendations within this guide.



# TYPOGRAPHY

- 5.1 Typeface
- 5.2 Weights
- 5.3 Type Scaling
- 5.4 Common mistakes

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# TYPEFACE

This versatile and free-for-commercial-use font lends a contemporary edge to the brand's visual communication, ensuring consistency and legibility across various platforms and materials.

HEADER

# INTER BOLD

PARAGRAPH

INTER

# WEIGHTS

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Regular

**A****B****C****D****E****F****G****H****I****J****K****L****M****N****O****P****Q****R****S****T****U****V****W****X****Y****Z**  
**a****b****c****d****e****f****g****h****i****j****k****l****m****n****o****p****q****r****s****t****u****v****w****x****y****z**  
**0****1****2****3****4****5****6****7****8****9**° (!"#\$%&?@)

---

**Bold**

**A****B****C****D****E****F****G****H****I****J****K****L****M****N****O****P****Q****R****S****T****U****V****W****X****Y****Z****a****b**  
**e****f****g****h****i****j****k****l****m****n****o****p****q****r****s****t****u****v****w****x****y**  
**0****1****2****3****4****5****6****7****8****9**° (!"#\$%&?@)

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Regular

**A****B****C****D****E****F****G****H****I****J****K****L****M****N****O****P****Q****R****S****T****U****V****W****X****Y****Z**  
**a****b****c****d****e****f****g****h****i****j****k****l****m****n****o****p****q****r****s****t****u****v****w****x****y**  
**0****1****2****3****4****5****6****7****8****9**° (!"#\$%&?@)

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**Semi-Bold**

**A****B****C****D****E****F****G****H****I****J****K****L****M****N****O****P****Q****R****S****T****U****V****W****X****Y****Z**  
**a****b****c****d****e****f****g****h****i****j****k****l****m****n****o****p****q****r****s****t****u****v****w****x****y**  
**0****1****2****3****4****5****6****7****8****9**° (!"#\$%&?@)

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# TYPE SCALING

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64 Px

# Heading 1

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48 Px

## Heading 2

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36 Px

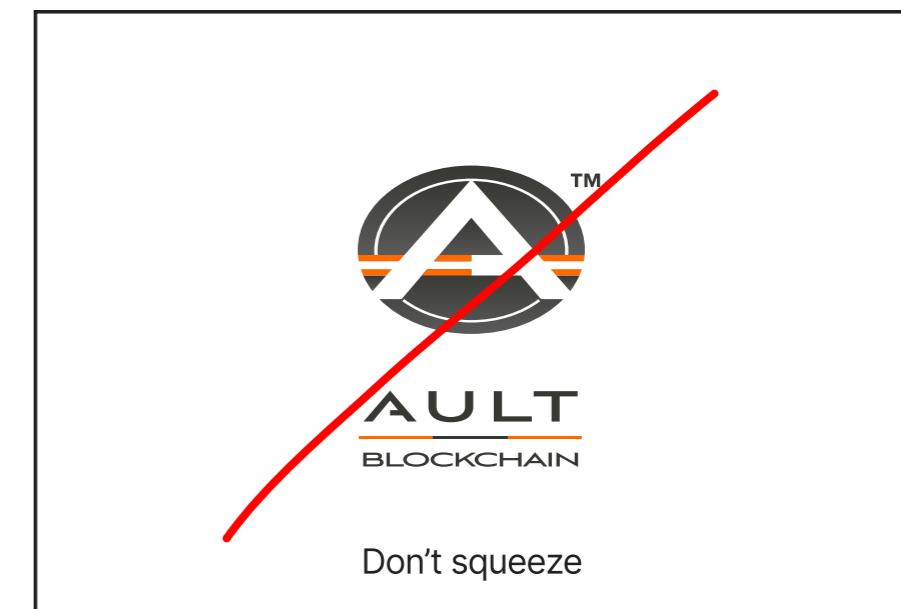
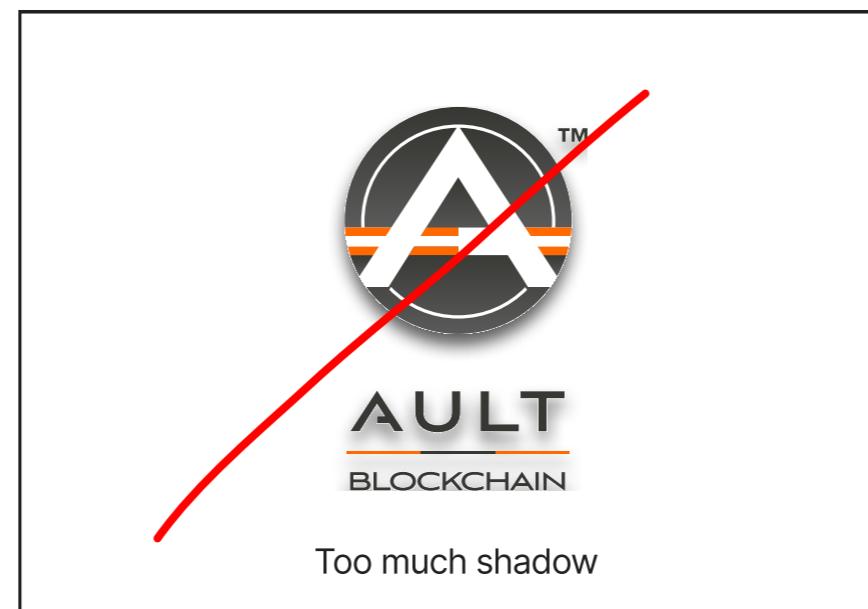
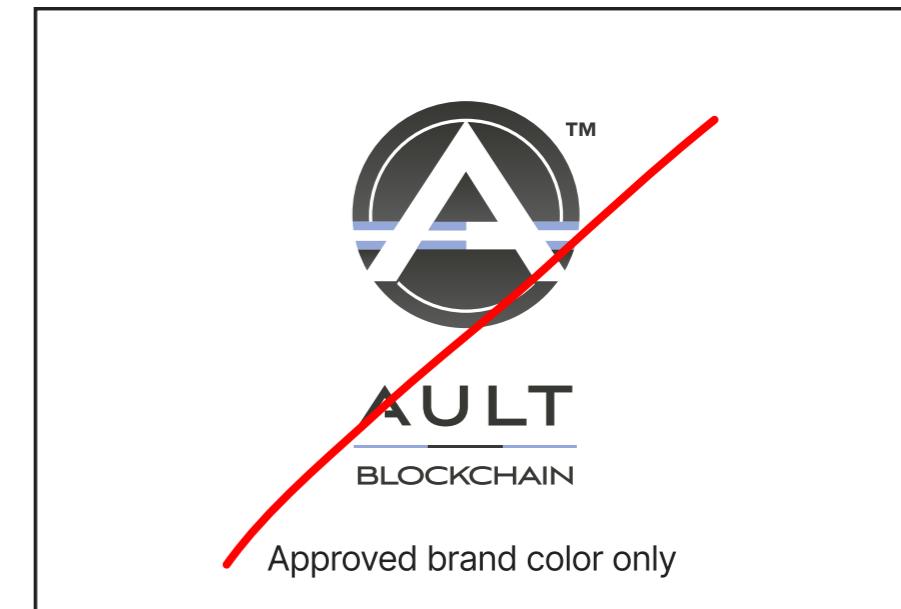
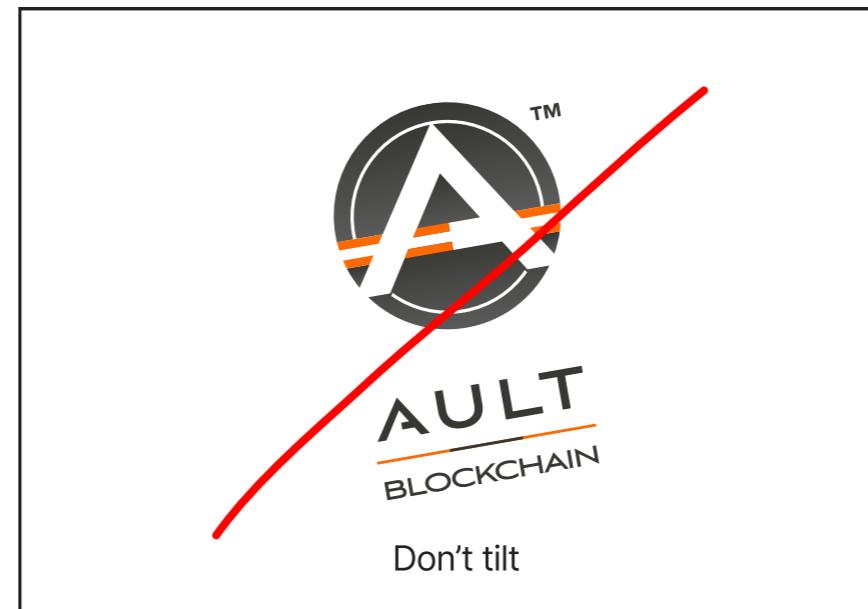
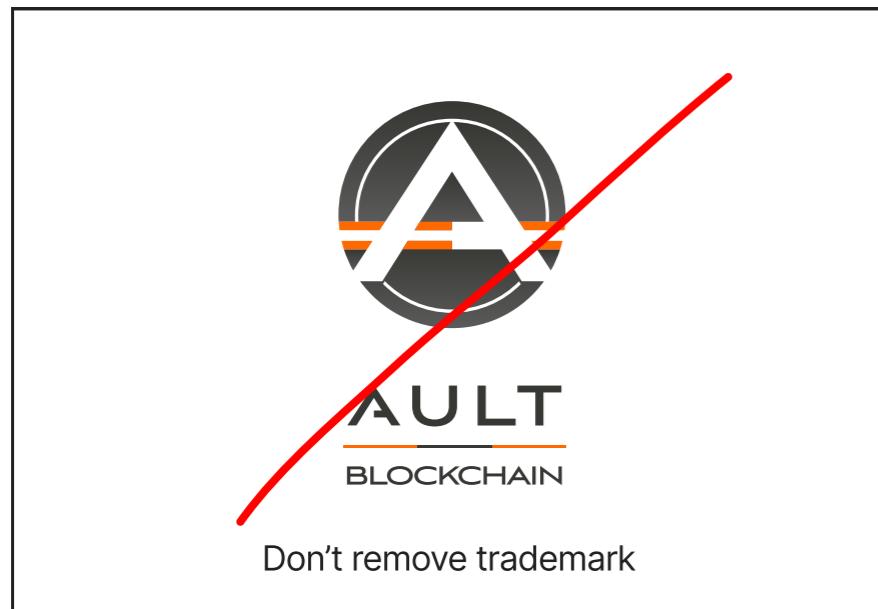
### Sub-Heading 1

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24 Px

Paragraph

# COMMON MISTAKES



# MINING NODES MASCOT

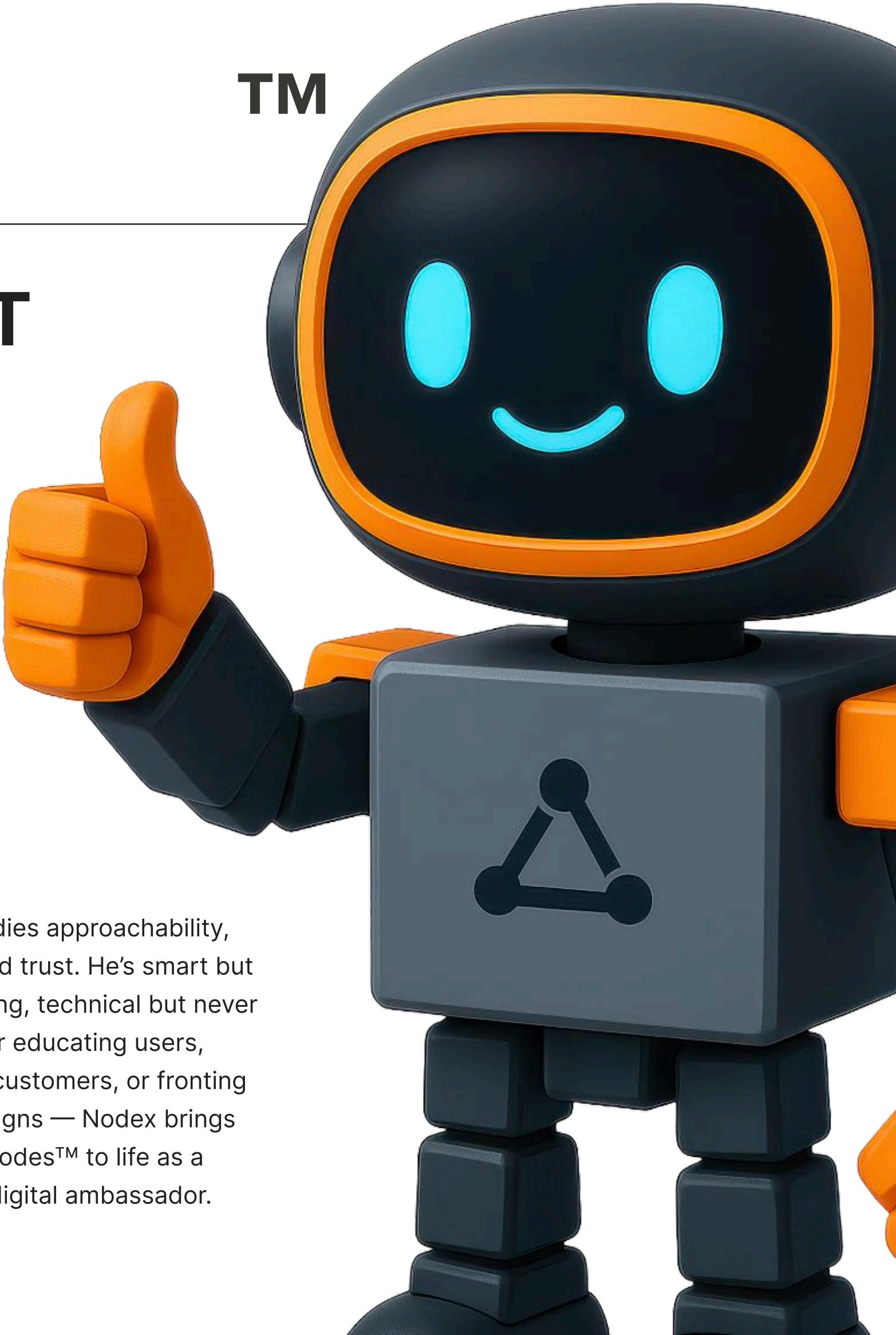
**"NODEX™"** — The Network Navigators

Nodex is a blockchain bot built from modular, block-like components — a visual nod to the core structure of blockchain technology. With a sturdy, geometric frame and vibrant digital display face, he bridges the gap between complex backend systems and accessible user engagement.



## TONE

Nodex embodies approachability, efficiency, and trust. He's smart but not intimidating, technical but never cold. Whether educating users, guiding new customers, or fronting brand campaigns — Nodex brings Ault Mining Nodes™ to life as a dependable digital ambassador.





Designed by @bigcatmedia  
Version 1.0

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**THANK YOU**

CAT  
BIC