

Brand standards

The marks, colors and language that identify REAL8 and wREAL8.



**One identity.
Clear, consistent use.**

Edition of 20 October 2026.

Supersedes the edition of 30 August 2026. Marks, colors, typefaces and token identity are unchanged; this edition reorganizes them and adds application guidance.

Using this manual

An identity system for the REAL8 Project, its products and its public communications.

The marks, colors, typefaces, naming rules and token identity in this manual are the standard. Anyone producing material for REAL8, whether a web page, a wallet screen, a slide, a social post or a listing on an exchange, works from it.

SECTION	PAGES
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Applications and handoff	13 to 16

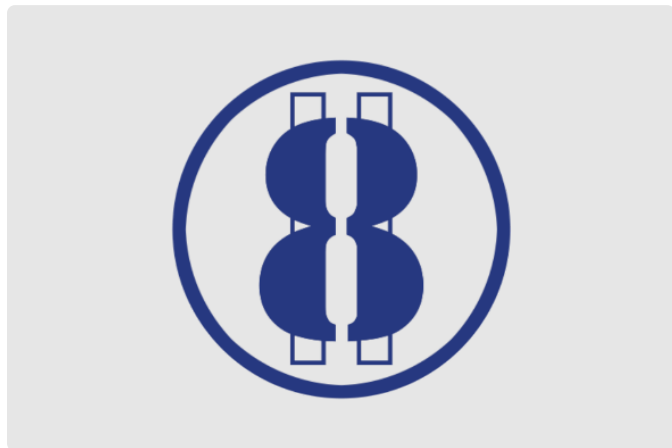
READING THE STATUS LABELS

FROZEN marks a published asset that other people's software already uses. It cannot change. **CANONICAL** marks the approved presentation artwork, to be used as supplied.

Machine-readable values were read from stellar.toml, the token lists and the live sites on 30 August 2026, and the supply was confirmed on chain on 2 October 2026.

Two marks. Two roles.

Both descend from the real de a ocho, the Spanish piece of eight.



FLAT ICON FROZEN

The identity in other people's software, where it sits at 32 pixels beside a hundred other tokens. Submitted to Stellar and to exchanges; listing sites fetch and cache it. Changing the file changes REAL8's face in systems we do not control.

Icon-REAL8.png · 300×300 · also SVG

The figure is an eight rendered as two stacked ovals crossed by a vertical bar, which is also where the dollar sign came from.



STRUCK COIN CANONICAL

The identity in our own material, where there is room for it to be an object. Use the presentation mark at 96 px or larger, on plain grounds. Never use it as a small avatar.

Logo-REAL8.png · 550×425 · 512, 300 and 250 square variants

The lockup family

Use the supplied artwork. The wordmark's letterforms are drawn once, never typed again.



HORIZONTAL WORDMARK

CANONICAL

The website header lockup. The outlined icon sits to the right of the word at cap height.

Logo-REAL8-360x120.png



REVERSED WORDMARK

CANONICAL

For indigo and near-black grounds. It is white on transparent, so it disappears on light backgrounds. Check the ground before placing it.

Logo-REAL8-360x120-blanco.png



WALLET LOCKUP

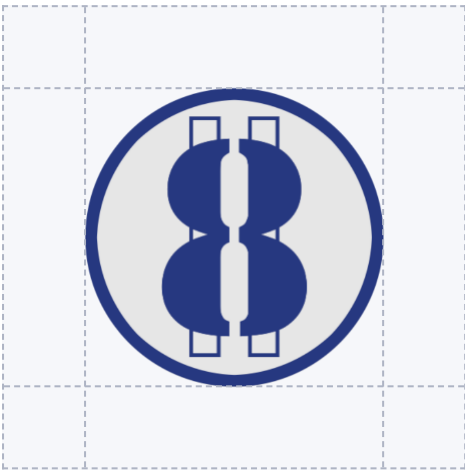
CANONICAL

Product lockup for the wallet, one file per language. The descriptor is WALLET in English and BILLETTERA in Spanish, never monedero.

Logo-REAL8-app-en.png · Logo-REAL8-app-es.png

Protect the mark

Keep the proportions, the color and the space around every asset.



CLEAR SPACE

Keep at least one quarter of the mark's width clear on every side. Nothing enters that band, including page edges.

ASSET	MINIMUM SIZE
Flat icon	24 px
Wordmark	120 px wide
Coin	96 px

Below those sizes the eight closes up and reads as a blob.

- + Place the flat icon on its own Field grey or on white. It already has a circular border and needs no container.
- + Scale proportionally. The eight is a drawn figure, not type.
- ✗ Never recolor, stretch, rotate, add a shadow, or rebuild the eight in another weight. Indigo and silver are the identity, and the icon is already published where we cannot update it.
- ✗ Never place the coin on a photograph or busy ground. It is a metallic render and loses its edge. Never use it as an app icon, favicon or avatar; that is the flat icon's job.

06

Color, with purpose

Indigo is the ink. Silver is the metal, warm and slightly olive rather than neutral grey.



Indigo

#263880

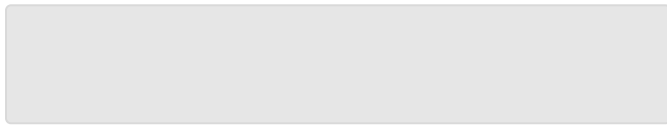
Primary identity, headings and controls. The ink the icon is drawn in.



Indigo Lift

#2D4298

The second tone inside the wordmark. Hover and active states.



Field

#E6E6E6

The disc behind the icon. The one grey that must stay exact.



Silver

#958E84

Sampled from the coin. Rules, borders and quiet accents.



Indigo 200

#C9D0EB

Text over photographs and mid-dark overlays.



Ink

#0F172A

The dark ground, everywhere. Near-black pulled toward the indigo, never pure black.

Both colors come out of the marks rather than out of a palette generator. Signal colors communicate state and nothing else, never decoration and never a second brand color.

The working scale

Choose the tone for the actual background. Measure contrast rather than assuming it.

STEP	HEX	WHERE IT IS USED	CONTRAST
800	#263880	The brand color. Filled controls and links on light grounds, headings, the skip link.	10.7:1 with white
600	#364FB5	A second light-ground action that must not read as the primary. The wallet's Receive button.	7.1:1 with white
500	#4E67CA	Focus rings, which have to stay visible on both grounds. The end of the card gradient.	5.1:1 light, 3.5:1 dark
400	#798CD7	Filled controls on dark grounds, with Ink text.	5.6:1 with Ink
300	#A1AEE3	Text and links on the Ink ground. Not light enough for text over photographs, which sit lighter than Ink.	8.2:1 on Ink
200	#C9D0EB	Text over photographs and mid-dark overlays, where the 300 falls under AA.	11.7:1 on Ink

Indigo is an ink, so it cannot be a fill on a dark ground. On light grounds the 800 carries filled controls with white text. On dark grounds it disappears, so filled controls take the 400 with Ink text and text takes the 300. Over a photograph go to the 200 or to white, as the measured contrast requires.

Indigo on white measures 10.7:1 and so does white on indigo, so both clear AA and AAA for body text. Indigo on Field measures 8.6:1. Silver against white is only 3.2:1, so it is a border and accent color, never a text color on light grounds.

SIGNALS

-  **Mint** #34D399. Success, confirmed, delivered.
-  **Ember** #F87171. Error, refused, over the limit.

RETIRED

DO NOT USE

Amber #FFC03D, Amber Dark #F8B526, Wallet Blue #0052FF and Framework Blue #1976D2. Replace every one with Indigo. Gold fights the silver story and hints at a backing that REAL8 does not claim.

Typography

Three reading roles, plus the logo's own protected letterforms.

MONTERRAT · 700 · HEADINGS

Cobrar y enviar REAL8

Headings on every surface. Google Fonts, open license.

OPEN SANS · 400 / 600 / 700 · TEXT AND INTERFACE

Every REAL8 delivery is final once it is on Stellar.

Body 17 px on the site, 16 px in the products, line-height 1.6. Open Sans carries text and interface copy.

IBM PLEX MONO · 400 / 500 · DATA

GBVYYQ7X...W4CD · 8,888,888,888

Addresses, hashes and amounts in tables, always with tabular figures. The face separates 0 from O and 1 from l, which matters when someone checks a Stellar address character by character. Never set running text in it.

THE WORDMARK LETTERFORMS

REAL8

A B C D E F G H I J K L M N O P Q R S T U V W X

0 1 2 3 4 5 6 7 8 9

The logo is supplied artwork. Never re-type it and never set anything else in its drawn letterforms, so no headline, no slide, no button.

Japanese. real8.org, the wallet and pay.real8.org publish in Japanese.

Set Noto Sans JP after the Latin face in every stack, so Japanese text never falls back to a system default that does not match.

Voice and naming

Write plainly, in the reader's language, without crypto hype.

USE	RULE
REAL8	Always full capitals. Never Real8, real8 or R8.
wREAL8	Lowercase w against the uppercase code, on chain and in prose.
la Billetera	Capital B, feminine, in every public Spanish text. Never el monedero.
Spanish	Spanish from Spain, using tú. Never voseo.
English	American spelling. Color, organize, license.
Punctuation	No em dashes, in any language.
Communication	Written and asynchronous. Never offer a call.

WHO WE ARE

Hispanopedia sponsors the REAL8 Project. Hispanopedia is a Spanish non-profit based in Málaga. Never describe it as "trading as REAL8"; it is a sponsor, not a trade name.

The team is twelve people plus a technical partner. Check the team page on real8.org before describing it. Pilot countries are listed with Venezuela last, every time.

The silver rule

Describe the project accurately. Wording must not imply a mechanism or a backing that does not exist.

Correlation with silver is a long-term objective of the project.

DO NOT USE

"pegged to silver" · "vinculado al precio de la plata" · "emparejado" · "silver-backed" · "respaldado por plata"

REQUIRED CONTEXT

Currently REAL8 is not a stablecoin. Keep this disclaimer wherever the mechanism is described. Correlation with the silver price is an objective, not a current mechanism.

WHY THE WORDING MATTERS

REAL8 has never been presented as pegged to silver. Under MiCA, a crypto-asset that "purports to maintain a stable value by referencing another value" is an asset-referenced token and needs authorization from the Banco de España. One careless sentence can create a regulatory claim the project does not make.

Numbers that need clearance. No yield, interest or bonus percentage is published before the wording has been reviewed. Describe the mechanism, never a rate, until it is cleared.

REAL8 on Stellar

Machine-readable identity is part of the brand. Preserve strings and asset URLs exactly.

FIELD	VALUE
Code	REAL8
Decimals	7
Supply	8,888,888,888 REAL8
Icon	https://real8.org/Icon-REAL8.png
Organization logo	https://real8.org/Icon-REAL8.png
Home	https://real8.org/
Email	info@real8.org
X	Real8Coin

ISSUER

GBVYYQ7XXRZW6ZC>NNCL2X2THNPQ6IM4047HAA25JTAG7Z3CXJCQ3W4CD

Published in <https://real8.org/.well-known/stellar.toml>.
The asset code is five characters, so it is a `credit_alphanum12` asset, not `credit_alphanum4`. Wallets, explorers and exchanges read these strings directly, and several of them cannot be corrected once indexed. Treat the image URLs as part of the identity, not as file paths.

wREAL8

The wrapped version of REAL8, never a second token or its own currency.



FROZEN icon **CANONICAL** coin

The REAL8 mark plus a W badge at lower left. Never create a separate design.

CHAIN	CHAIN ID	CONTRACT	DECIMALS
Base	8453	0x9f1605a496FD56A728bbd088Cf2Ecade4d40129c	7
BNB Chain	56	0x34445f2cbA3964b5E814dB419F2beF12420A4C49	7
Optimism	10	0x34445f2cbA3964b5E814dB419F2beF12420A4C49	7
Solana	n/a	2wy52bRjFd9dsNDF92GgVWVHpEBn3h9pT5j9CZKFDsu4	n/a

All chains point to <https://w.real8.org/Icon-wREAL8.png> via `wreal8-tokenlist.json` and `wreal8-metadata.json`. The icon is 300×300; the coin is `Logo-wREAL8.png`.

The icon is referenced by the token lists on Base, BNB Chain and Optimism and by the Solana metadata.

A consistent visual rhythm

Layout principles for extending the identity to new material.

- Lead with one idea. Use one main heading, one visual focus and a clear next step where needed.
- Use a consistent alignment and generous margins. Align headings, body copy and asset edges to the same grid.
- Use the original wordmark as an asset. Place the coin only where its size, quiet ground and clear space can be maintained.
- Use color by role. Indigo for identity, Ink for dark surfaces, Silver for quiet accents. Reserve Mint and Ember for meaningful state.
- Treat decoration as optional. Keep patterns and illustration outside the protected logo space.
- Write accessible copy, keep the type readable at the intended viewing size and measure contrast on the finished composition.

A PRACTICAL STARTING POINT

Build layouts around the content and the logo's existing clear-space rule. A grid helps consistency; it does not replace the protected space around the mark.

Social media covers

One visual system, with a separate export and crop check for each channel.



Illustrative composition. The dashed guide is not part of the exported artwork and is not a platform specification.

- Keep the wordmark and essential copy well inside the canvas. Allow for profile-photo overlaps and interface controls.
- Prepare a master composition, then adapt the crop separately for each destination.
- Check desktop and mobile previews. There is no universal safe area that guarantees identical results across services.
- Use a plain background behind the mark. Keep headlines short and optional; never make financial promises.
- Export crisp artwork in the format accepted by the destination. Check current platform requirements before setting final dimensions.

Asset directory

Filenames and published image URLs are part of the identity, not incidental paths.

ASSET	FILE / LOCATION
Flat REAL8 icon	Icon-REAL8.png · 300×300 · also SVG https://real8.org/Icon-REAL8.png
Struck REAL8 coin	Logo-REAL8.png · 550×425 512, 300 and 250 square variants
Horizontal wordmark	Logo-REAL8-360x120.png
Reversed wordmark	Logo-REAL8-360x120-blanco.png
Wallet lockups	Logo-REAL8-app-en.png Logo-REAL8-app-es.png
Wrapped icon	Icon-wREAL8.png · 300×300 https://w.real8.org/Icon-wREAL8.png
Wrapped coin	Logo-wREAL8.png

ASSET HANDOFF

Provide the original files, keep their aspect ratios and retain a clear distinction between frozen identity assets and presentation exports. Never overwrite an externally referenced file as part of a visual refresh.

Only the two published image URLs are download links. Every other file is supplied on request to info@real8.org.

Before you publish

A short check for every piece of material that carries the marks.

- Correct original asset, correct product and correct language.
- Approved color roles, enough clear space and no distortion or effects added to the marks.
- Text remains readable at the final viewing size; contrast checked on the actual background.
- Naming and wording follow the standards; no implied silver backing, stable value or unreviewed rate.
- Technical strings verified against the published metadata when used operationally.
- Each platform crop checked, including mobile and profile-photo overlap.

EDITION RECORD

Edition of 20 October 2026, superseding the edition of 30 August 2026.

Marks, colors, typefaces, naming rules and token identity are unchanged. This edition reorganizes them one chapter per page and adds the application guidance on pages 13 to 16.

The REAL8 Project is sponsored by Hispanopedia, a Spanish non-profit based in Málaga. Questions about use of the marks go to info@real8.org.

This manual in other languages: <https://real8.org/REAL8-brand-standards-es.pdf> · <https://real8.org/REAL8-brand-standards-ja.pdf>