

<

yieldbasis
brand guidelines

>



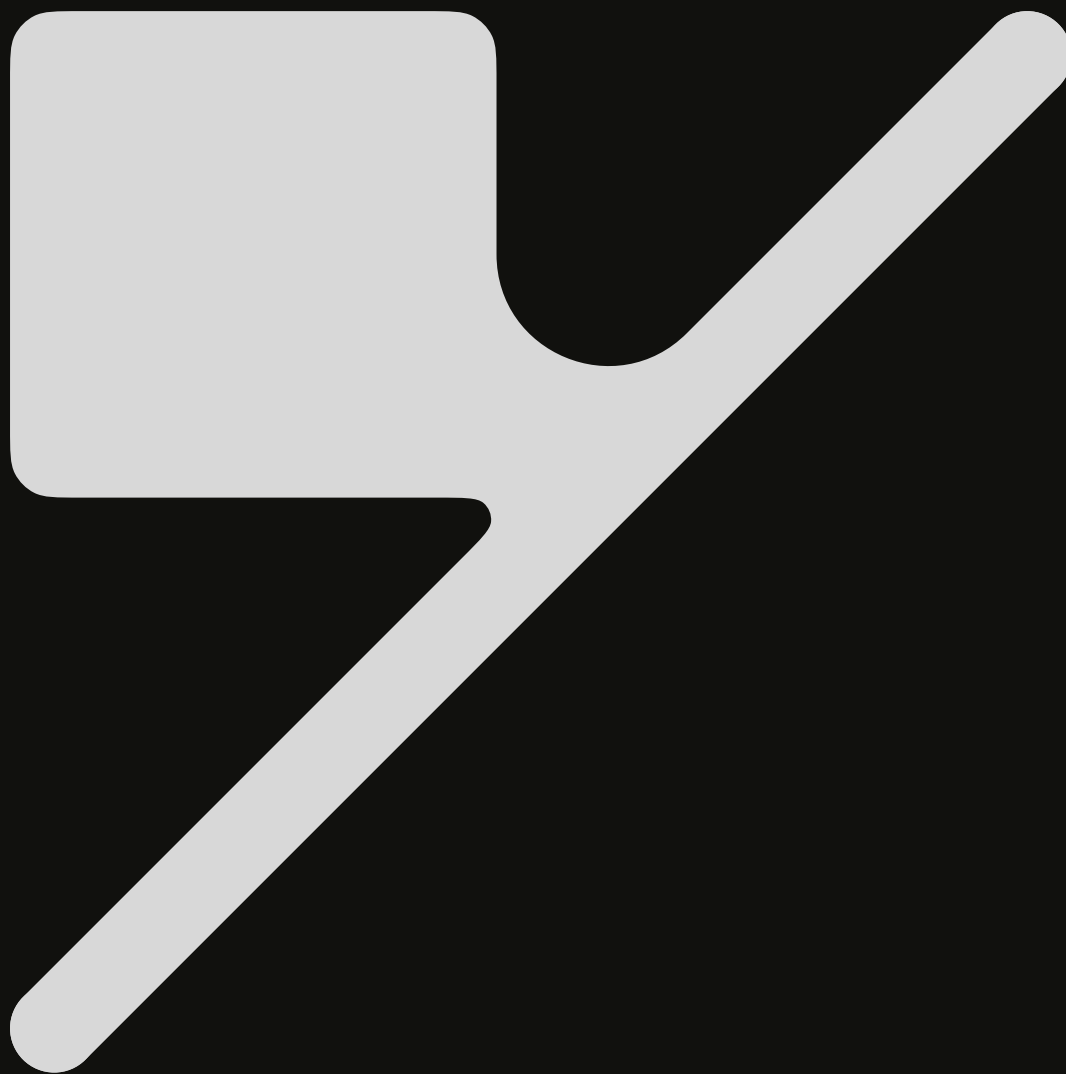
concept



Logo Construction

Our logo is a construction of the letter Y and B fused in a % symbol. Yield basis is about YIELD and nothing represents yield better than the “%”

The result is simple, bold, and instantly recognizable, it captures both our name and our mission in a single mark.



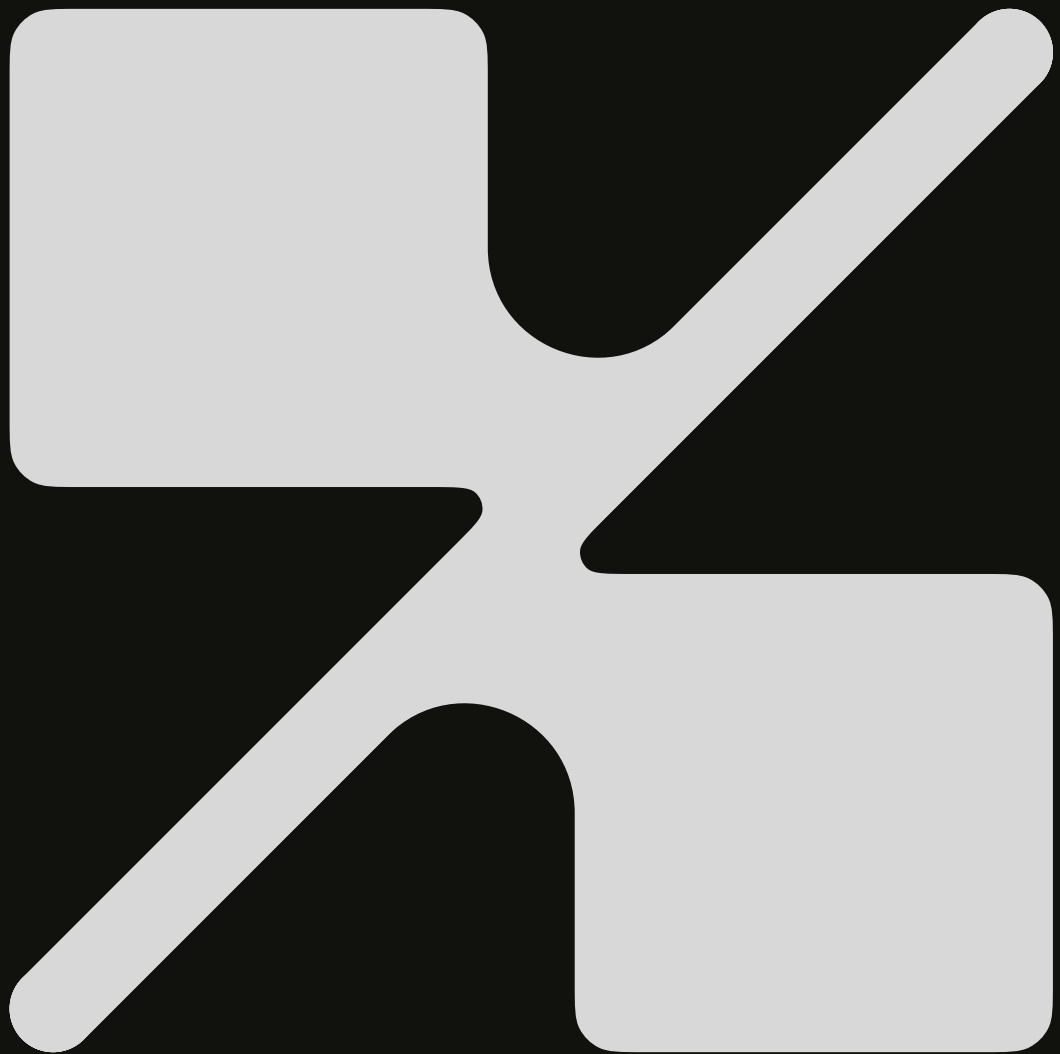
y

+



b

=



%



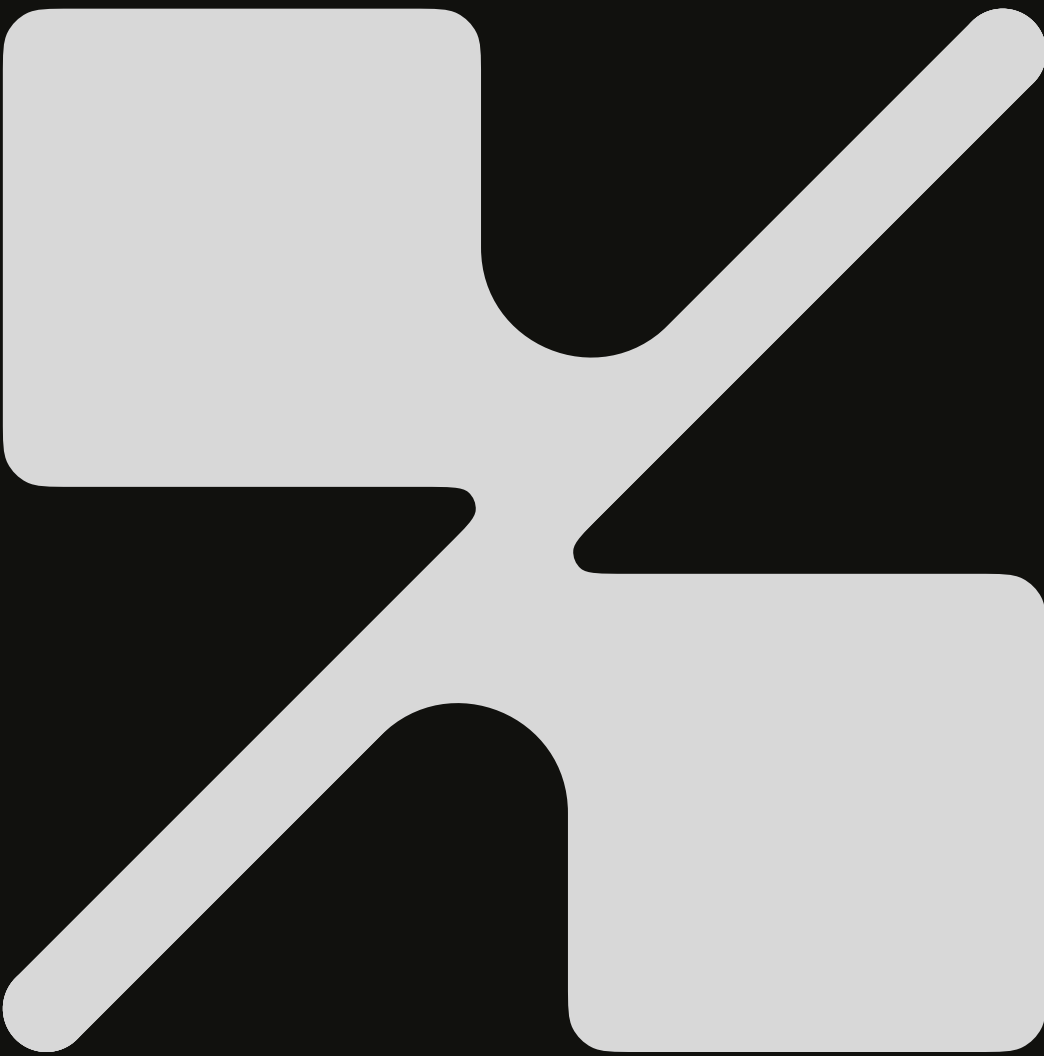
logo



Yieldbasis symbol

The log is meant to be used in isolation, small or huge. It can be colored, filled with patterns, but its shape must NEVER be altered. It is our DNA and what makes YB recognised everywhere.

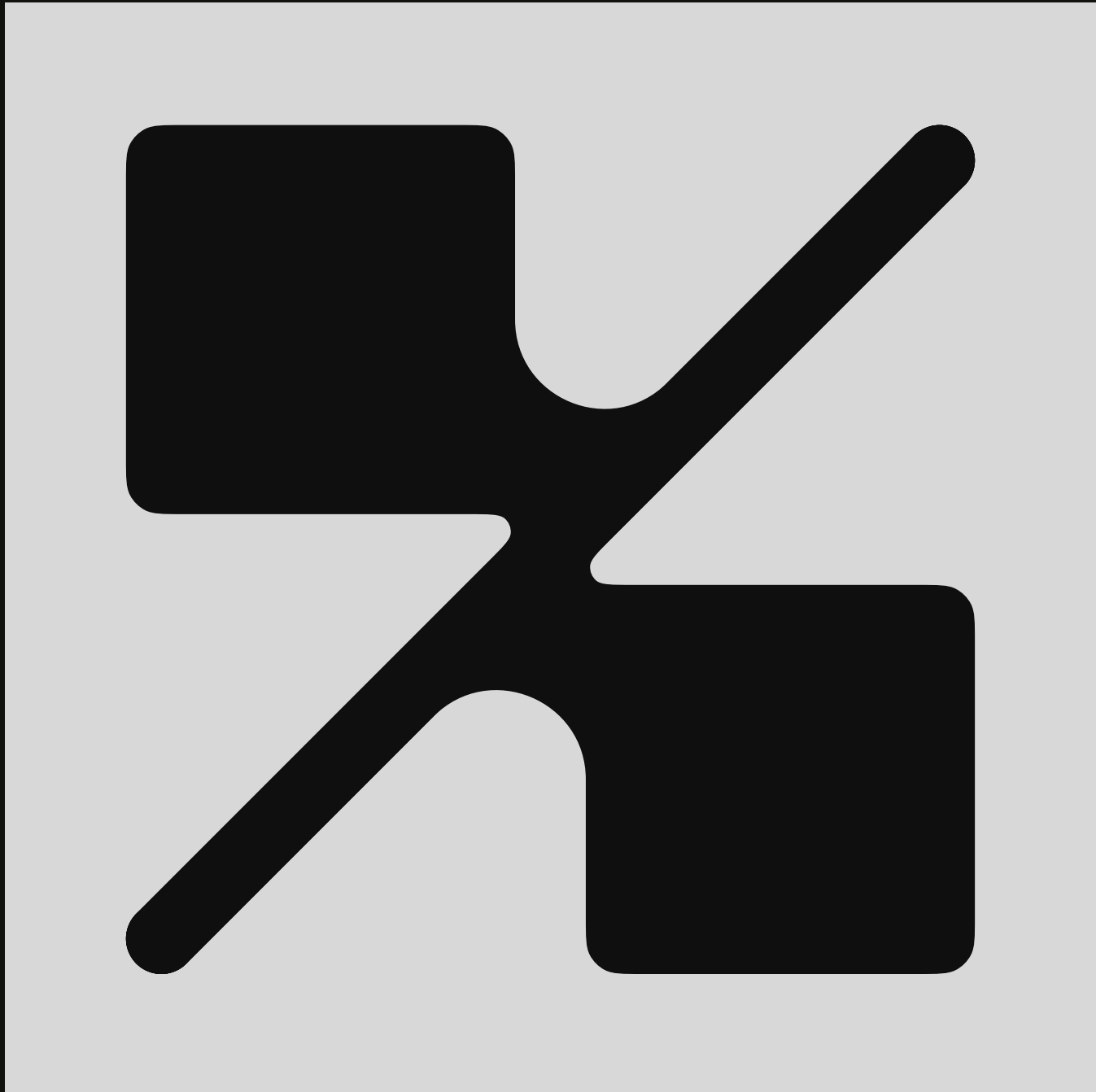
It will be used for our various tokens and can be played with for animations. It is meant to be overused. However it needs to be used with care, consistently and correctly.



Yieldbasis symbol

The log is meant to be used in isolation, small or huge. It can be colored, filled with patterns, but its shape must NEVER be altered. It is our DNA and what makes YB recognised everywhere.

It will be used for our various tokens and can be played with for animations. It is meant to be overused. However it needs to be used with care, consistently and correctly.



Logotype

Our logotype is the cornerstone of our brand identity. It is meant to be used in sponsor lists and in places where the association between the logoshape and yieldbasis needs to be reinforced. It will be particularly useful in the launch period.

Simple, bold, and instantly recognizable, it captures both our name and our mission in a single mark.



Logotype

Our logotype is the cornerstone of our brand identity. It is meant to be used in sponsor lists and in places where the association between the logoshape and yieldbasis needs to be reinforced. It will be particularly useful in the launch period.

Simple, bold, and instantly recognizable, it captures both our name and our mission in a single mark.

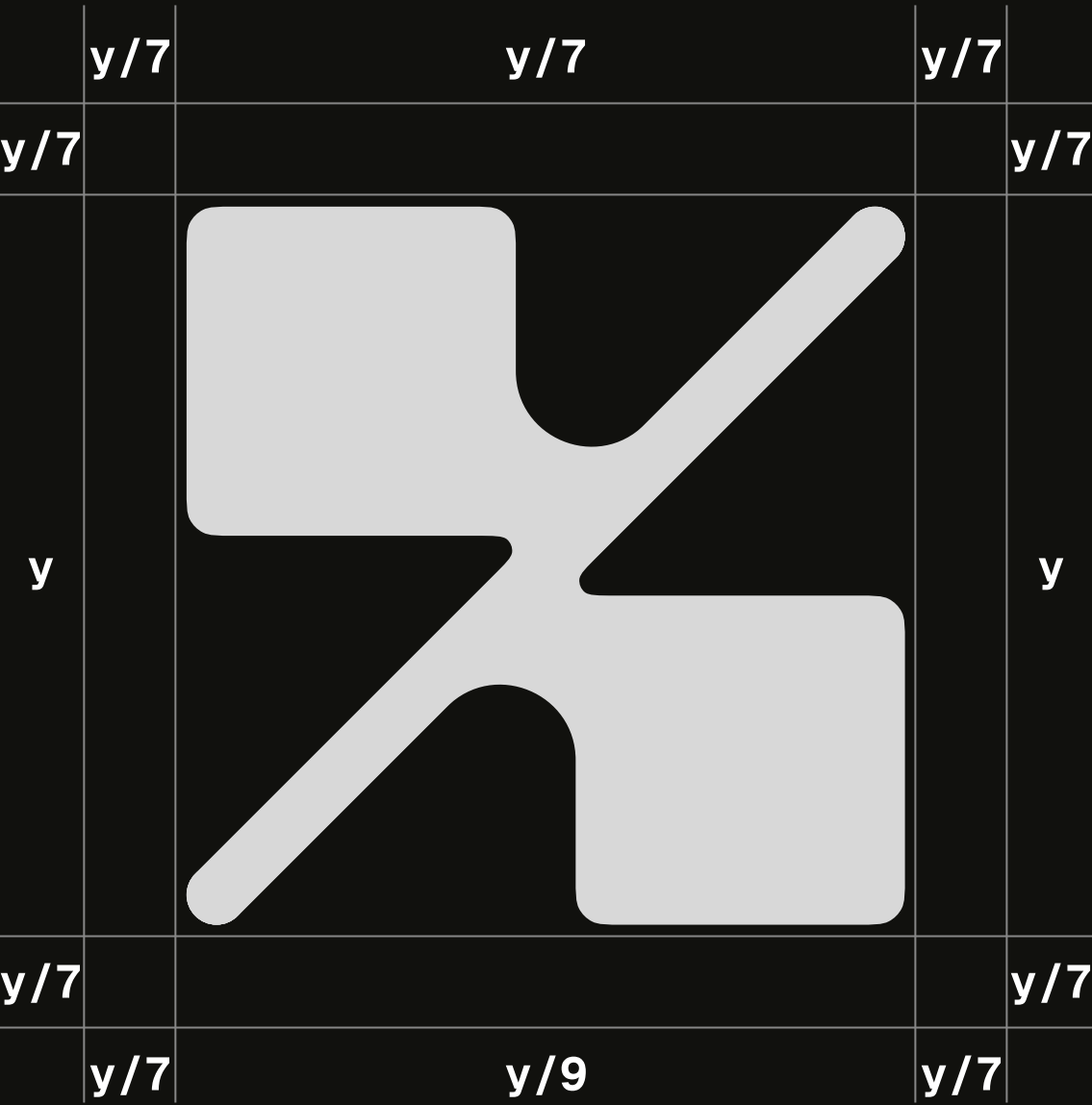




specifications



Spacing



Brand colors

MEDIUM TURQUOISE

HEX#49C4C9

GRANITE GRAY

HEX#616161

LONE PINE

HEX#38412F

PLATINUM

MEDIUM TURQUOISE#D9D9D9

LEO ROYAL FUCHSIA

HEX#2BDE7D

GRAY SHADES

<< 15/11/2025

yieldbasis

Typography

Geist

Use this typeface for titles, body and long form

A4

Extrabold

Medium

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

01234567890 !@£\$%^&*()_

abcdefghijklmnopqrstuvwxyz

\$34,456,678 USD

Geist Mono

Use this typeface for all data tables, metrics and button labels. It is the font used in the logotype

A4

Extrabold

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

01234567890 !@£\$%^&*()_

abcdefghijklmnopqrstuvwxyz

\$34 , 456 , 678 USD

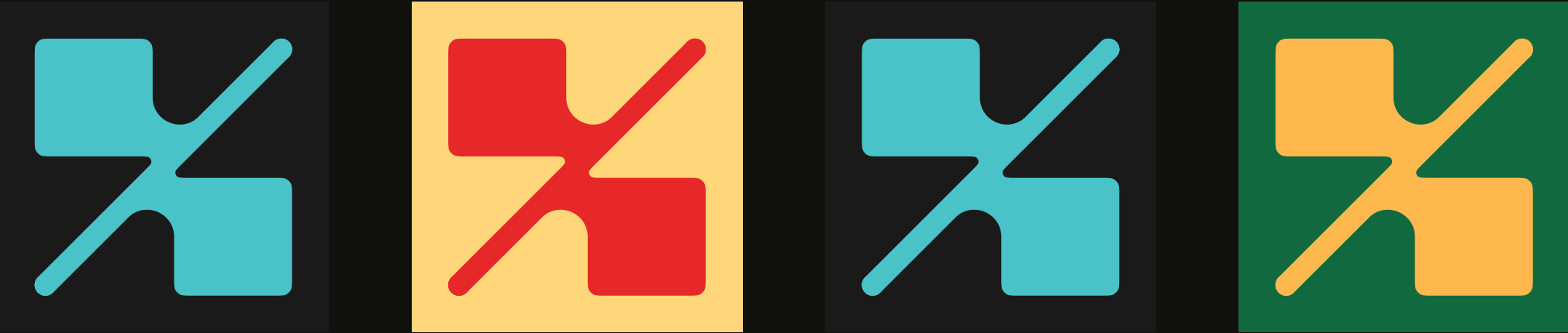
<

usage

>

Color variations

The logo can be switched to different colors as long as they are part of the brand guidelines.



Don'ts

Our logo and brand need to be expressed consistently. Below is a list of examples of what **NOT** to do.

DO NOT

Stretch, resize the logo or alter its shape under any circumstances.
Always maintain its proportions.



DO NOT

use any other font.
The logo is always accompanied by Geist mono in lowercaps.



DO NOT

use any colours that are not part of this brand guide even if they look similar.
Use the official colour specifications detailed in these guidelines.



DO NOT

use more than 2 colors or gradients.
Keep it simple. Part of our DNA is routed in old TUI interfaces, which had limited colours available. Respect this and find solutions around shades of the same colours or experiment with contrast



X.COM



Home



Explore



Notifications



Messages



Lists



Bookmarks



Communities



Verified Orgs



Profile



More

Post

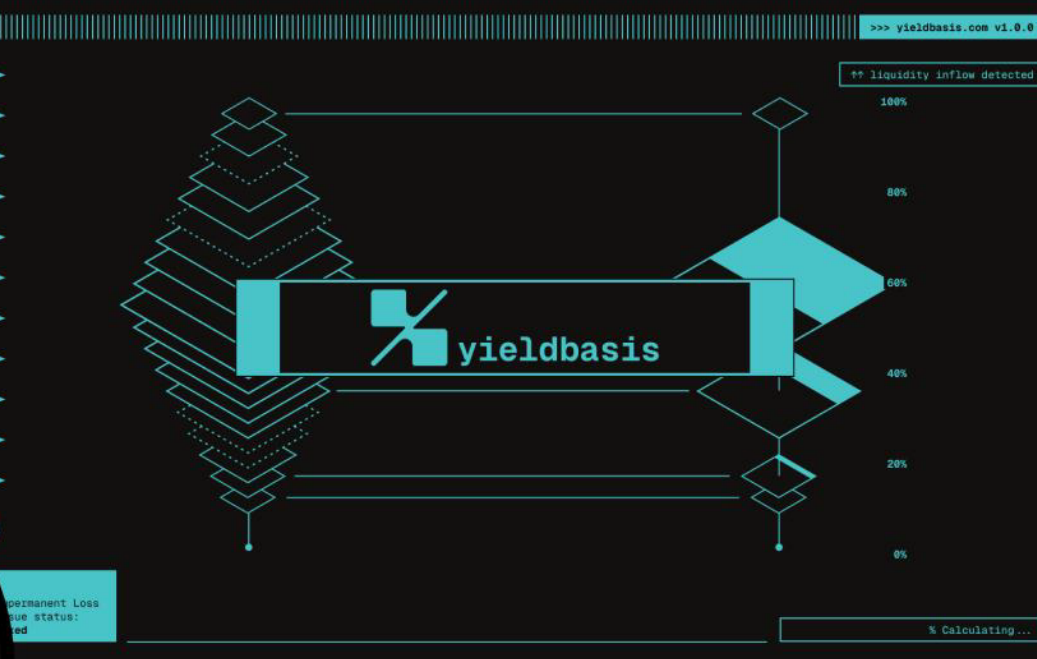


yieldbasis
@yieldbasis



yieldbasis

23 post



Follow

yieldbasis

@yieldbasis

Turning crypto into productive assets using original Automatic Market Making without IL. Focusing on \$BTC first.

<https://discord.gg/yb> yieldbasis.com Joined January 2025

0 Following 369 Followers

Posts

Replies

Highlights

Media



Michael Egorov @newmichwill · Oct 20, 2025
wen?



You reposted



TzTok-Chad v2 (💎, 💎) @ModestMitkus · Oct 25, 2024
alas, they were right. yieldbasis is the ultimate basis.
GM



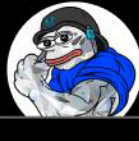
You reposted



TzTok-Chad v2 (💎, 💎) @ModestMitkus · Oct 25, 2024
alas, they were right. yieldbasis is the ultimate basis.
GM



You reposted



TzTok-Chad v2 (💎, 💎) @ModestMitkus · Oct 25, 2024
alas, they were right. yieldbasis is the ultimate basis.



Search

You might like



Typeface
@typefaceai

Follow



Paul Mit
@pmitu

Follow



Sam Altman
@sama

Follow

Show more

Trends for you

Trending

Stripe

4,377 posts

Business & finance · Trending

S&P 500

4,555 posts

Trending

SaaS

4,486 posts

Technology · Trending

Tailwind

1,430 posts

Trending

Notion

23.7K posts

Technology · Trending

#figma



Follow

yieldbasis

@yieldbasis

Turning crypto into productive assets using original Automatic Market Making without IL. Focusing on \$BTC first.

<https://discord.gg/yb> yieldbasis.com

Joined January 2025

0 Following 369 Followers

Posts

Replies

Highlights

Media



Michael Egorov @Mo... · Nov...
wen?



You reposted



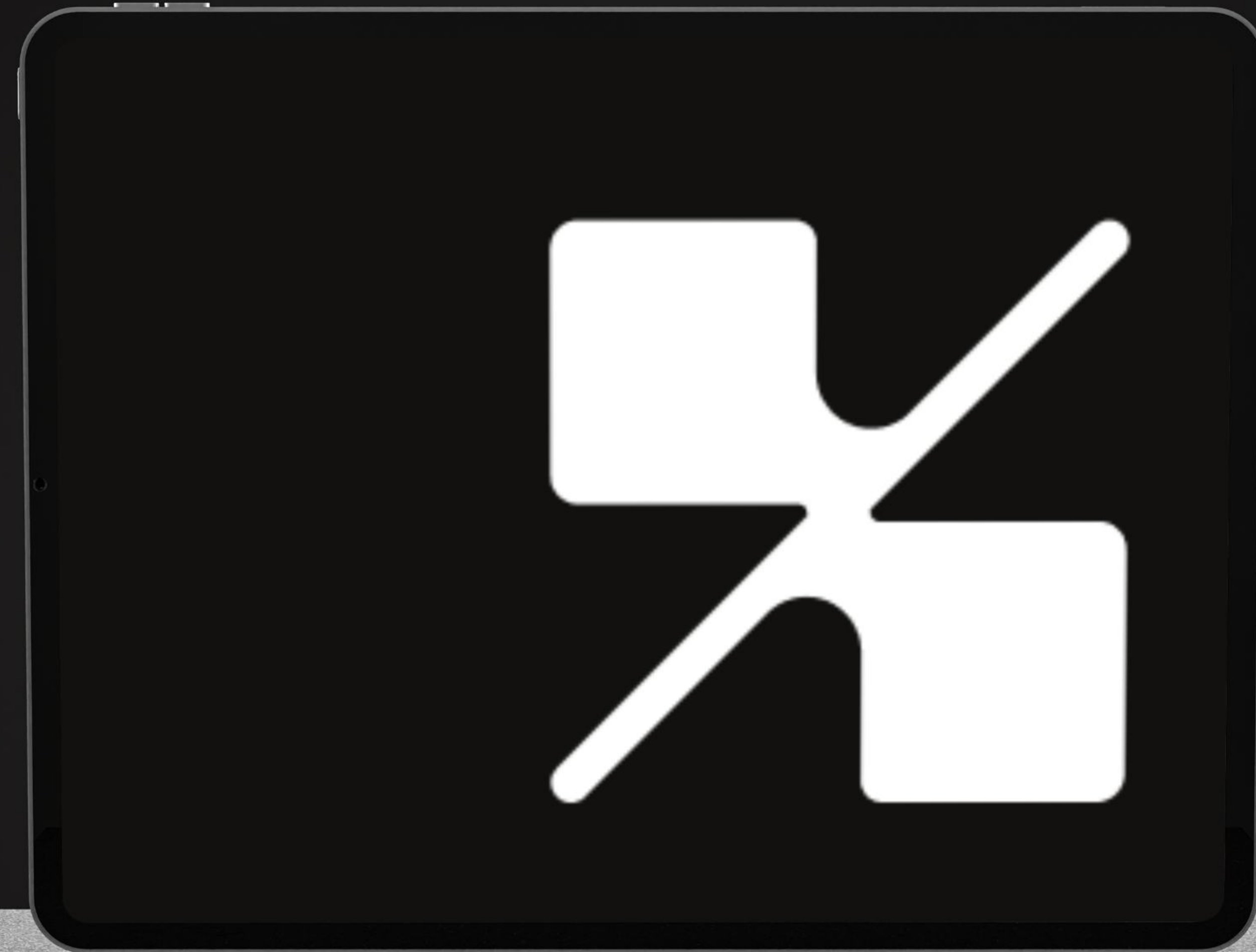
TzTok-Chad v2 (💎, 💎) @Mo... · Nov...
Everyone should own products that earn
\$10,000/month.

Unfortunately, most people have no idea how...

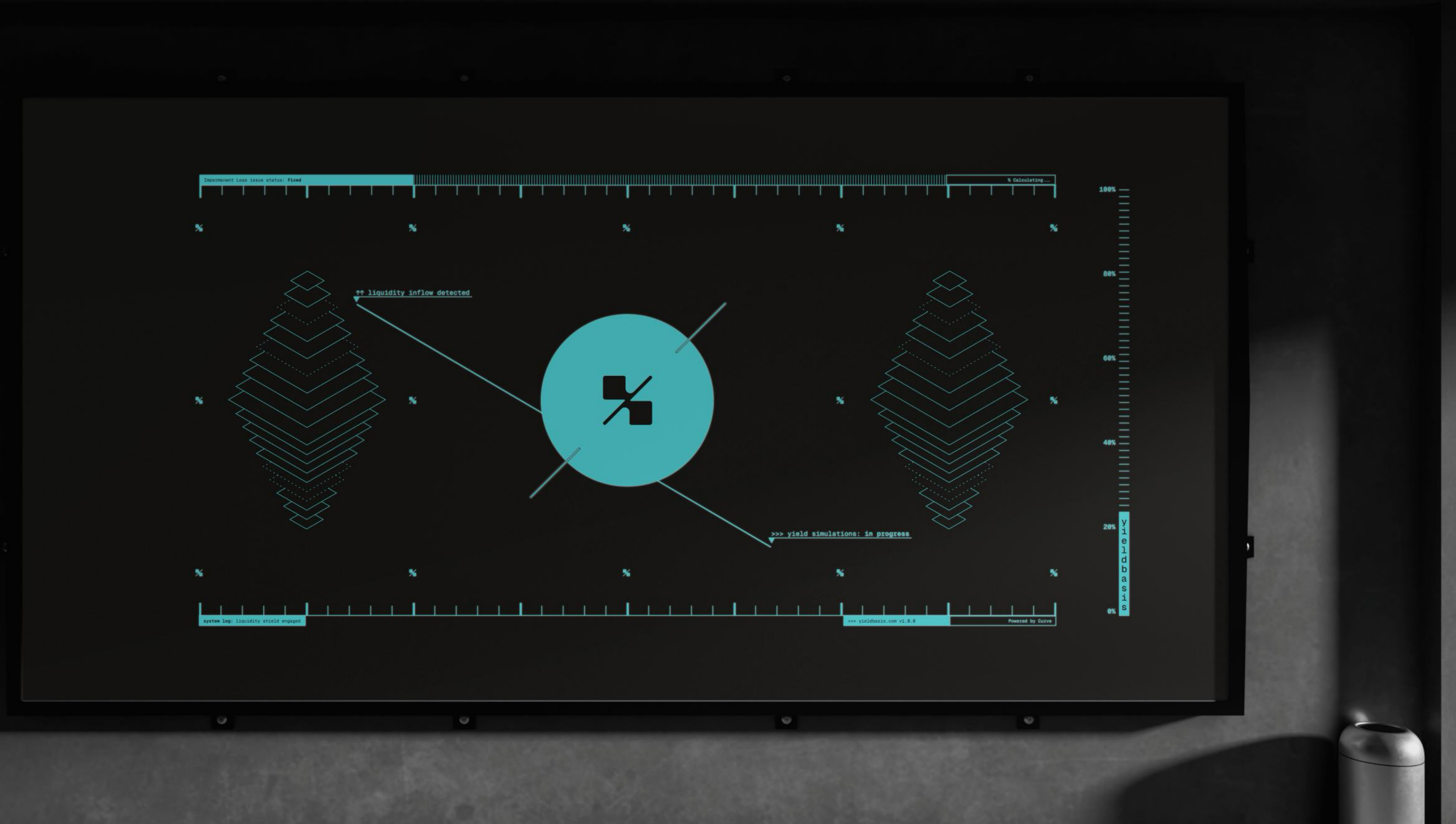
Here's my tested blueprint to go from \$0 →
\$10,000/month:



SCREEN



POSTER DESIGNS



Logo plays

ield / asis

ieldbasis /

<

tokens

>

Governance Tokens

Yieldbasis supports 2 tokens, YB and veYB. The latter is locked and non-transmissible, the former is a reward token and can be used for trading and speculations. Both use the token logos each with its own background color and different contrast.



YB



veYB

Pool tokens

Pool tokens represent ownership of asset in the pool. As they are somehow special tokens, they are heavily branded to spread brand awareness across DeFi. The “b” of the logo becomes the pool token symbol and supports the “y”, suggesting “yield cBTC”



yb-cbBTC

