



Everdawn Labs



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Introduction

This document includes the core elements of our visual identity – such as the logo, colors and typography. It is intended as a practical reference for anyone creating design or communication materials for Everdawn Labs.



Brand foundations

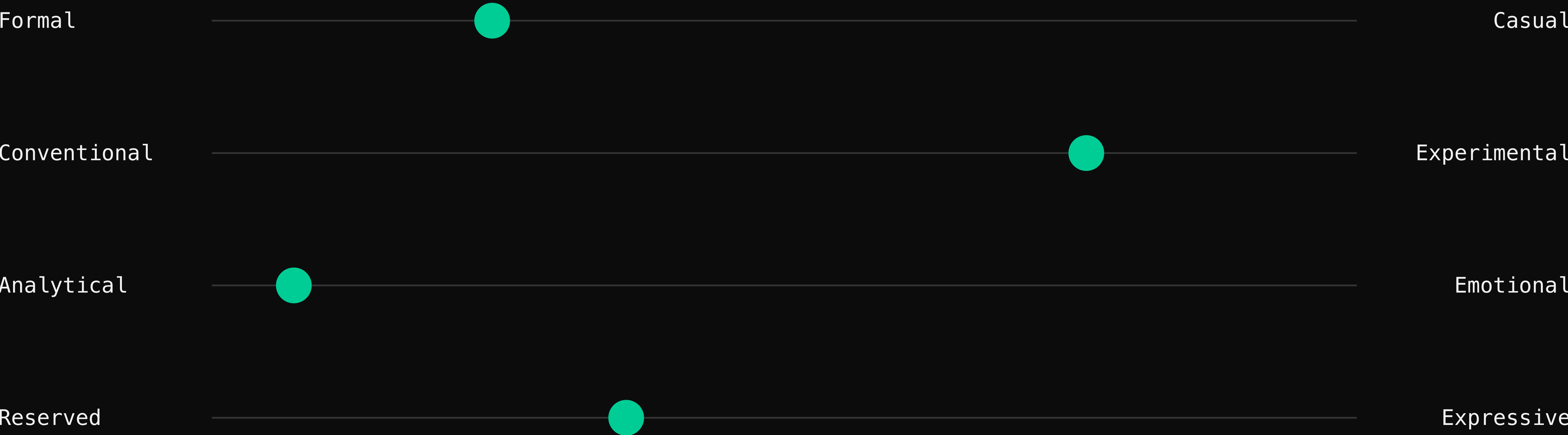


Who we are

We're a software company that builds the products and systems powering Tether's expansion across networks, assets, and markets.



Personality





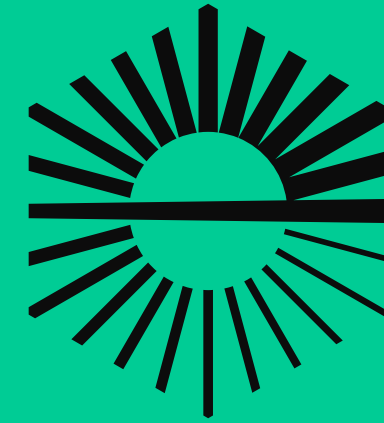
Logo



Logo A in color

Logo A is intended for wide-format applications where a horizontal lockup is most suitable.

The positive version uses a dark gray logo against a green background, whereas the negative version uses a green logo against a dark gray background.



Everdawn Labs

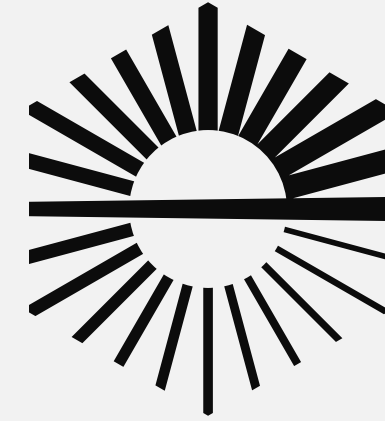


Everdawn Labs

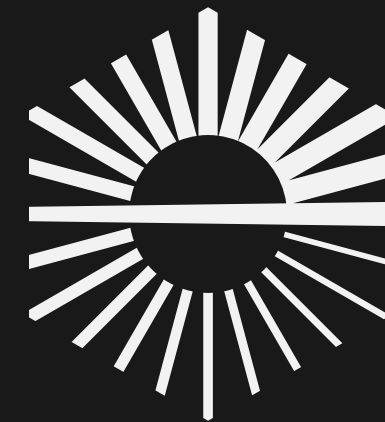


Logo A in black & white

When the color version is not appropriate – for example, in partner materials using another brand palette – use one of the approved black-and-white versions.



Everdawn Labs



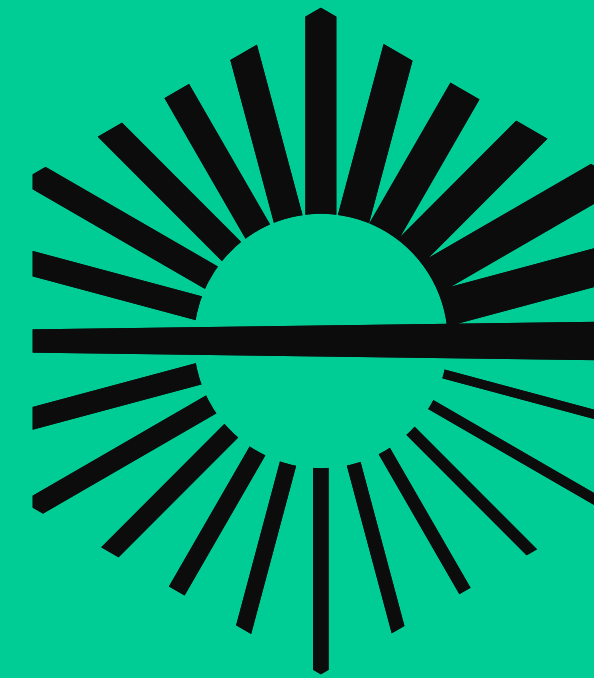
Everdawn Labs



Logo B in color

Logo B is intended for more compact applications where a stacked lockup is better suited to the available space.

The positive version uses a dark gray logo against a green background, whereas the negative version uses a green logo against a dark gray background.



Everdawn
Labs

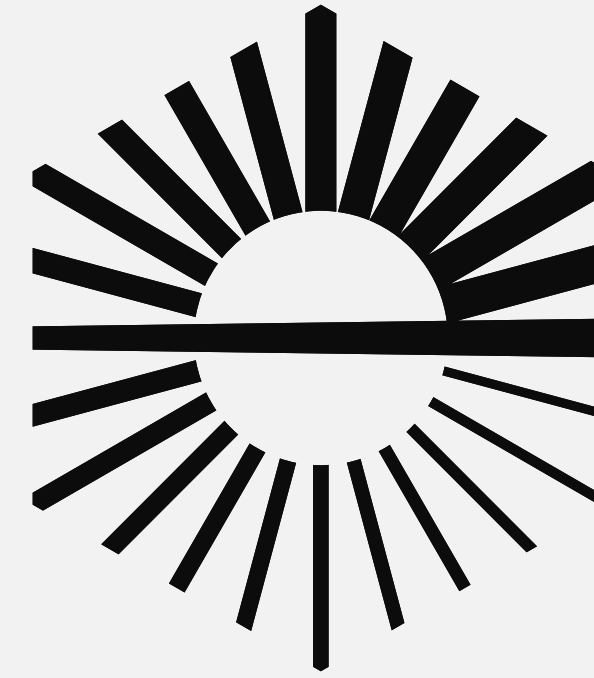


Everdawn
Labs

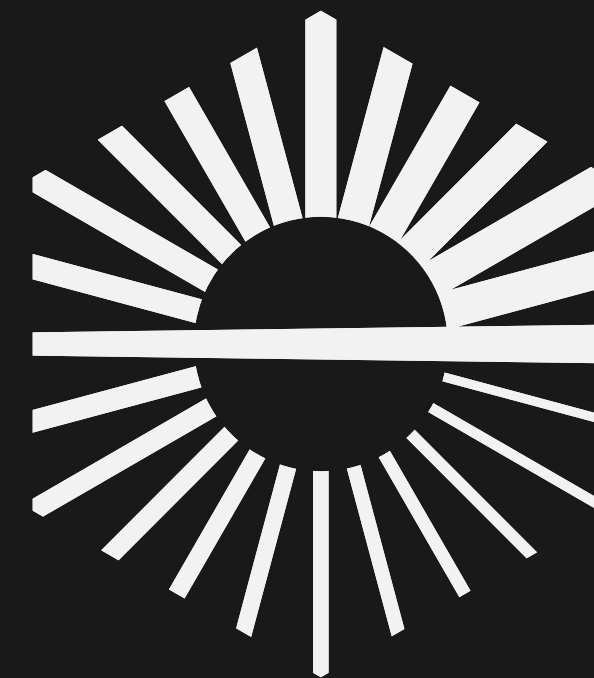


Logo B in black & white

When the color version is not appropriate – for example, in partner materials using another brand palette – use one of the approved black-and-white versions.



**Everdawn
Labs**



**Everdawn
Labs**



Symbol in color

The symbol may be used where the Everdawn Labs name is already established nearby, or as part of the modular system (see page 16).

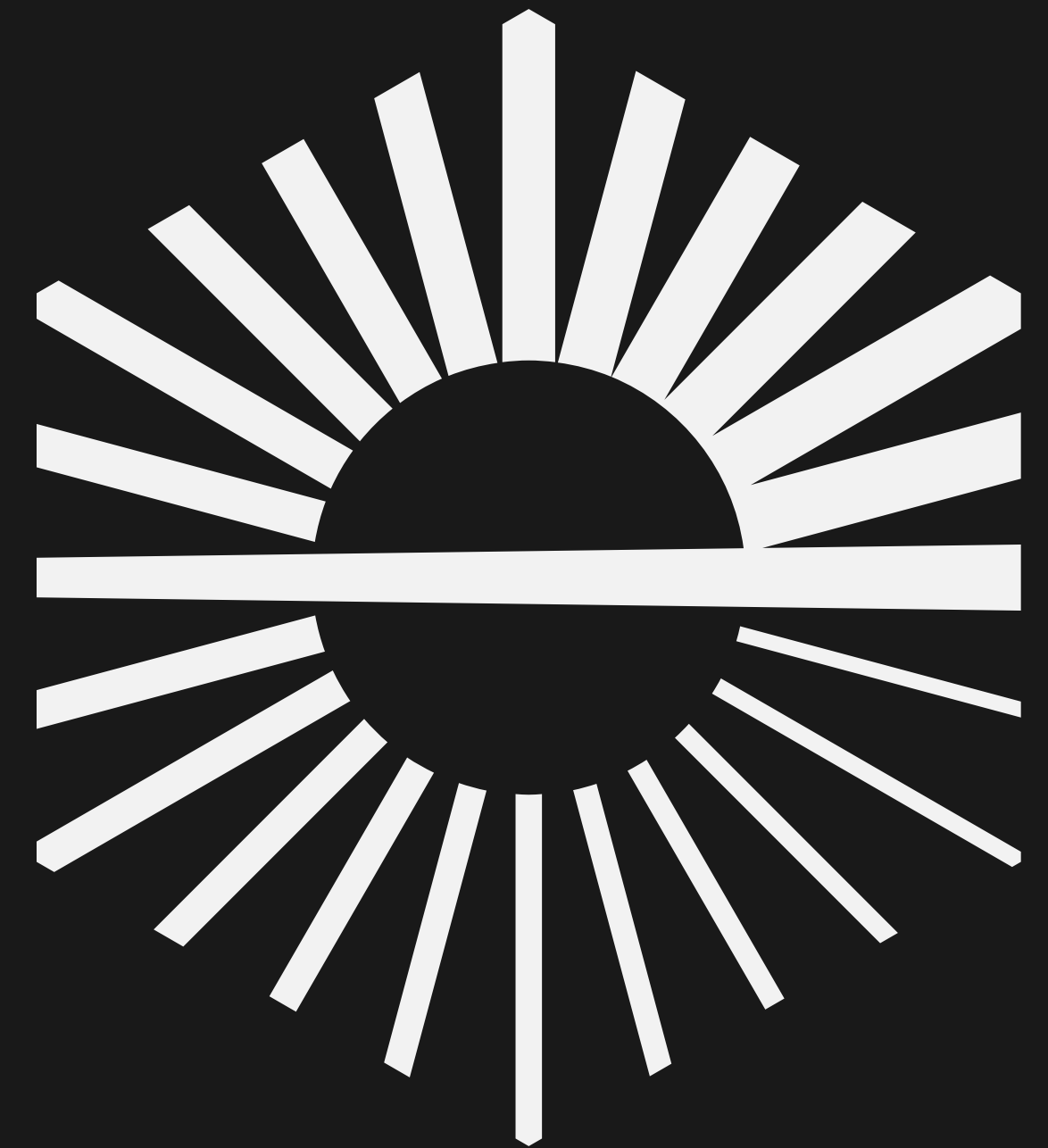
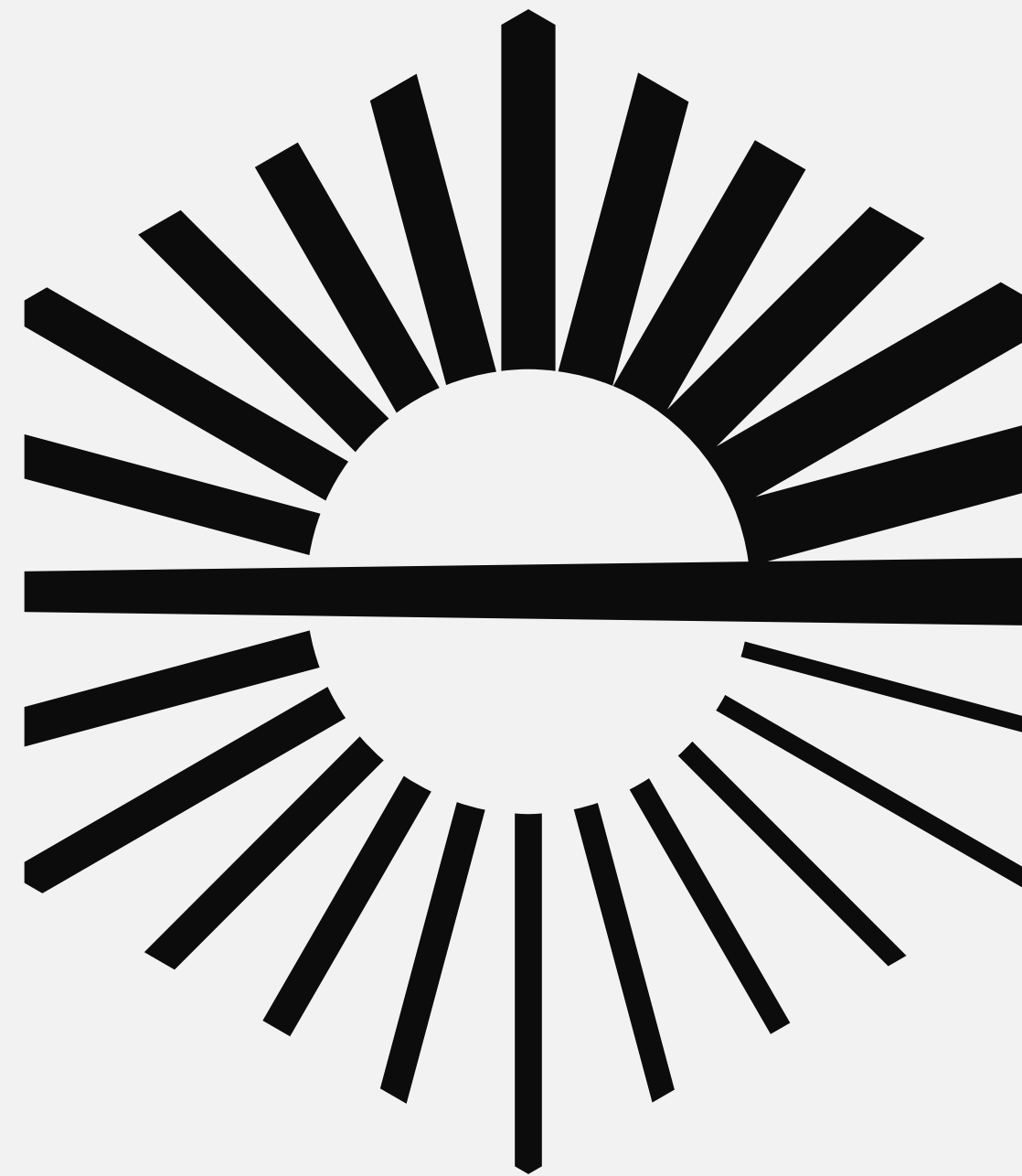
The positive version uses a dark gray symbol against a green background, whereas the negative version uses a green symbol against a dark gray background.





Symbol in black & white

When the color version is not appropriate – for example, in partner materials using another brand palette – use one of the approved black-and-white versions.

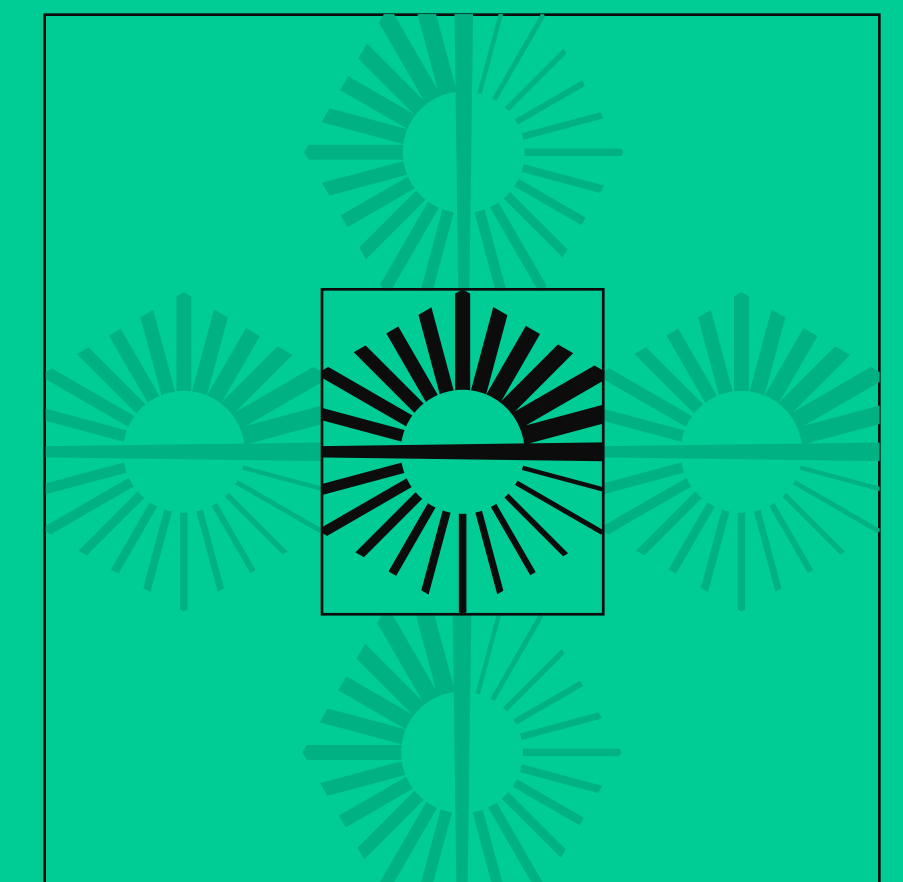




Clear space

To ensure maximum legibility and visual impact, a clear space around the logo should always be maintained. This area must remain free of any other graphic elements, such as partner logos, icons or UI components.

The minimum clear space is equal to one symbol width on all sides of the logo.

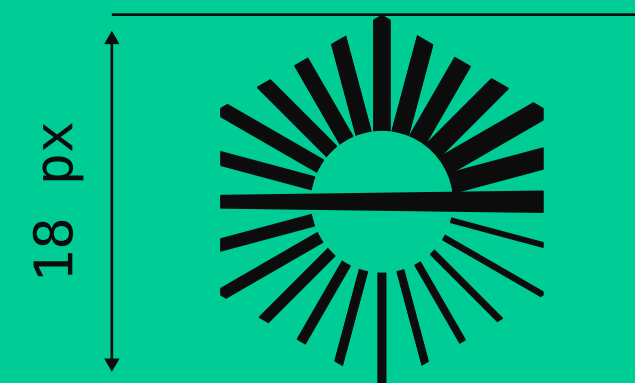




Minimum sizes

Minimum sizes exist to ensure legibility across all uses and they're defined by the thickest part of the symbol – the horizontal line splitting it in half.

For digital applications, that line should be no thinner than 1 px, which corresponds to a logo height of 18 px across all versions.

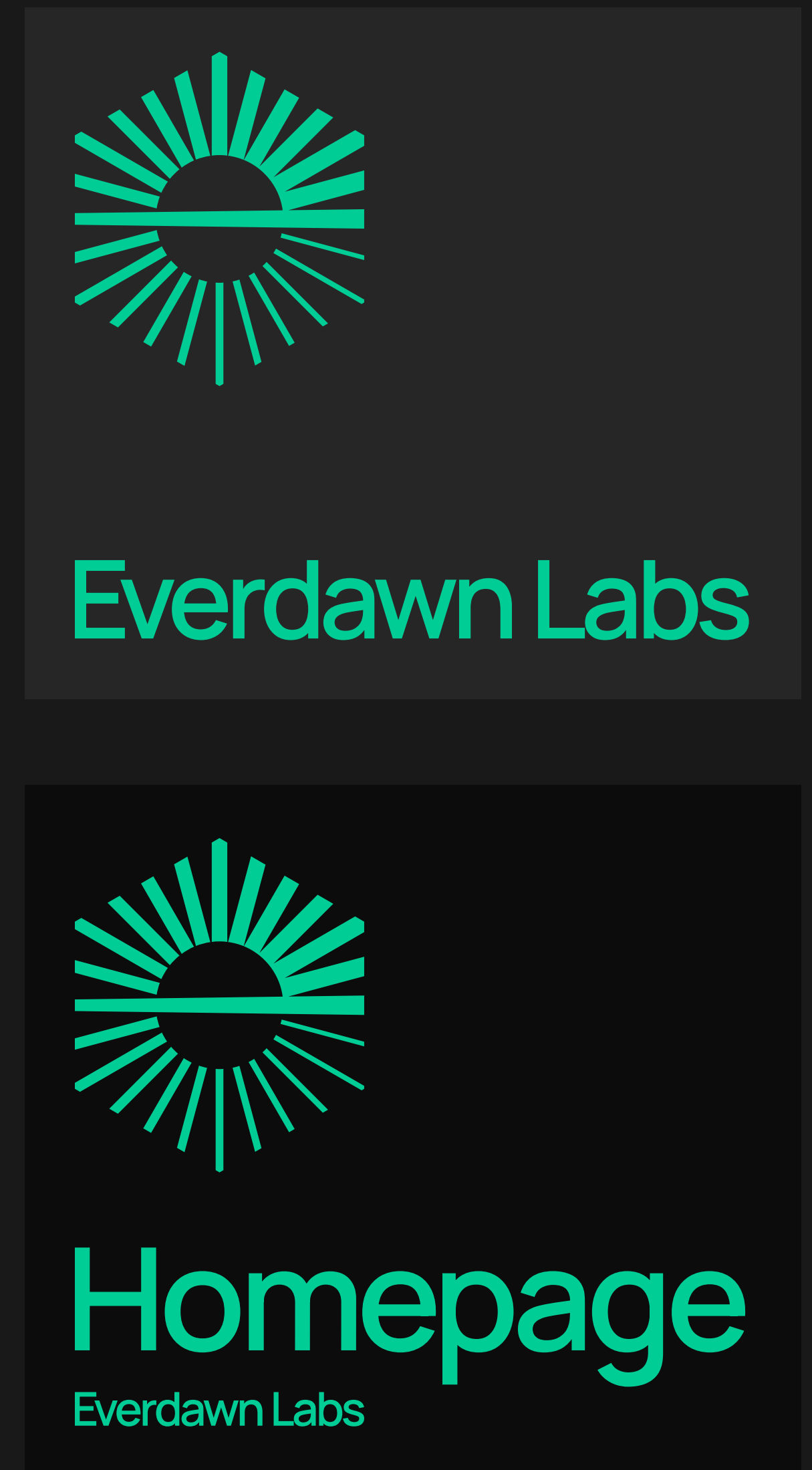
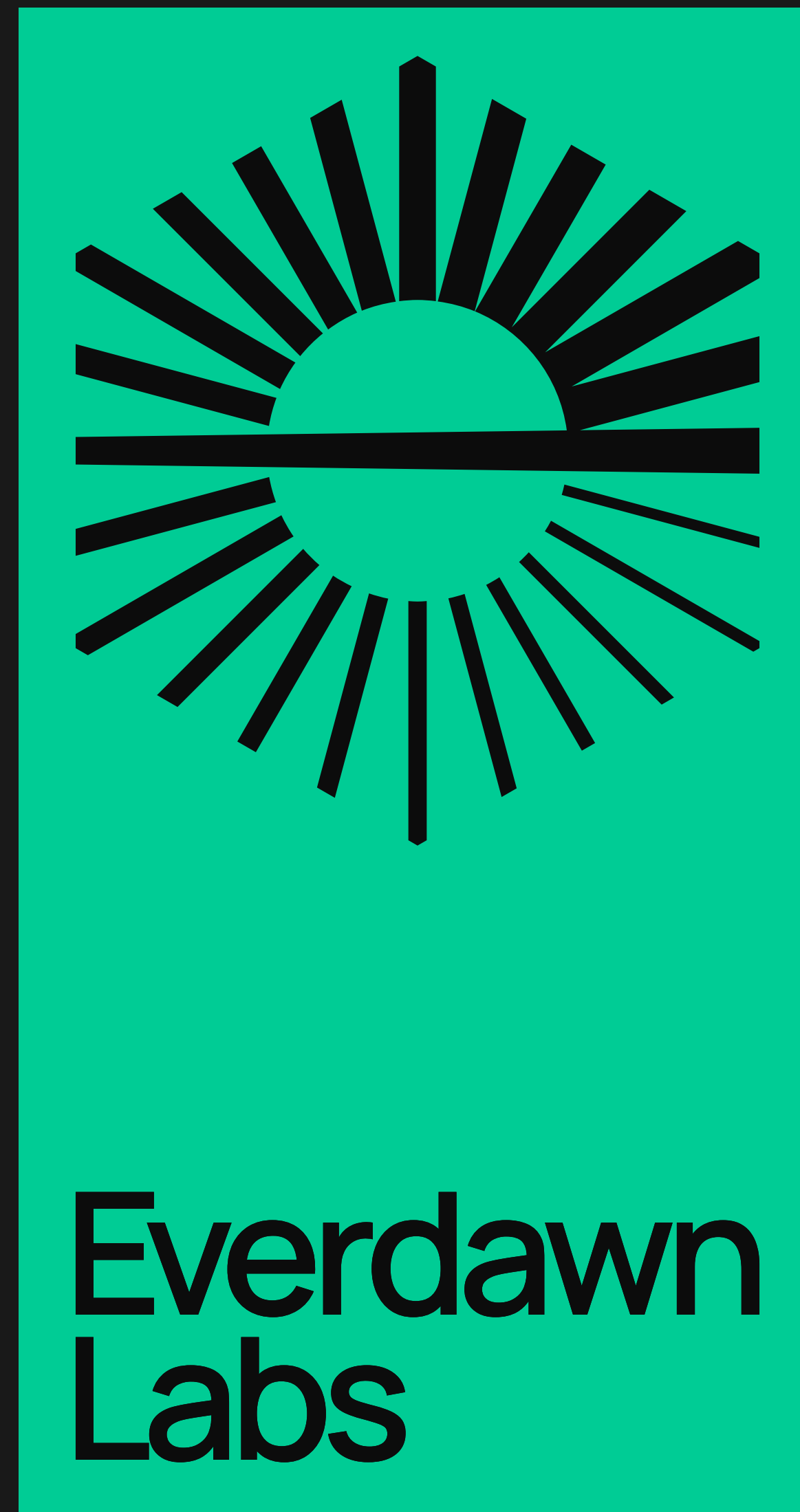




Modular system

For greater flexibility, the wordmark and symbol may be used separately and arranged to suit the format and available space.

These compositions should not be treated as alternate logo lockups.



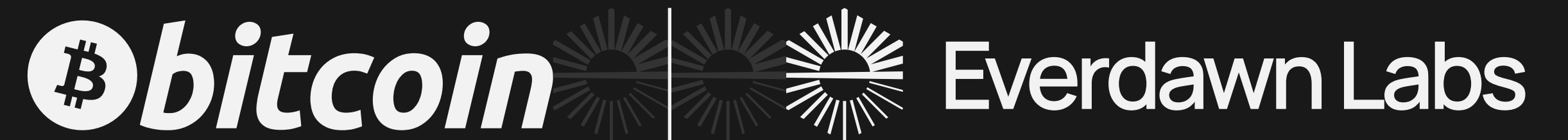


Co-branding lockup

The co-branding lockup is used in communications involving approved Everdawn Labs partnerships.

Only the Everdawn Labs Logo A should be used and appear either to the left or to the right of the partner's logo. Separate the logos with a vertical line, leaving clear space equal to one Everdawn Labs symbol on each side.

Both logos should be optically equal in size.





Incorrect logo usage

1. Do not use low-contrast color combinations (except for decorative purposes).
2. Do not cut the “Labs” part from the wordmark.
3. Do not alter the relationship between the symbol and the wordmark.
4. Do not create new logo lockups by rearranging the symbol and wordmark.





Colors



Primary colors

Everdawn Labs’ core palette combines vibrant green with black and neutral grays. The limited palette helps maintain consistency across applications.

Evergreen HEX#00CC96 RGB0,204,150 CMYK70/0/58/0	Gray HEX#262626 RGB38,38,38 CMYK71/65/64/69
Dark Gray HEX#1A1A1A RGB26,26,26 CMYK73/67/65/78	Black HEX#0D0D0D RGB13,13,13 CMYK74/67/66/85



Typography



Display, headings & subheadings

For display, heading, and subheading applications, we use Manrope Semibold. It is also the font used in the Everdawn Labs wordmark, so it should be the only Manrope weight used throughout.

Sizes 32 pt and above should use adjusted letter spacing of -5%; sizes below 32 pt should keep it at 0%.

Display 128 pt

Display 104 pt

Heading 84 pt

Heading 64 pt

Subheading 32 pt

Subheading 16 pt



Statements & body

To write standard text, we use Menlo Regular in a variety of sizes, with leading set to 135%.

Statement 48 pt

Finance and software are
converging.

Body 32 pt

Finance and software are converging. AI is
creating a new class of economic participant.
Emerging markets are leapfrogging legacy
infrastructure.

Body 24 pt

Finance and software are converging. AI is creating a new class of economic participant. Emerging markets are leapfrogging legacy infrastructure. Money is becoming programmable, markets are moving at software speed, and billions of people now expect finance to work like the internet.



Brand in use

Everdawn Labs

George Leclerc
Head of Product
george@everdawn.to



Our brands overview

Everdawn Labs



George Leclerc
Head of Product
Everdawn Labs

Dear Mrs Chen,

Maya Chen
Director of Product
Atlas Digital Holdings

Finance and software are converging. AI is creating a new class of economic participant. Emerging markets are leapfrogging legacy infrastructure. Money is becoming programmable, markets are moving at software speed, and billions of people now expect finance to work like the internet.

That creates an extraordinary number of problems worth solving. Everdawn Labs exists to identify the important ones and build products that make a meaningful difference.

We started by working closely with Tether, whose assets already have global demand, distribution, and trust. That gave us the chance to build around products people already use, expanding their reach and impact across more networks and markets. The same approach guides how we operate - start with existing demand, find what is getting in the way, and build technology that removes the constraint.







Everdawn Labs

