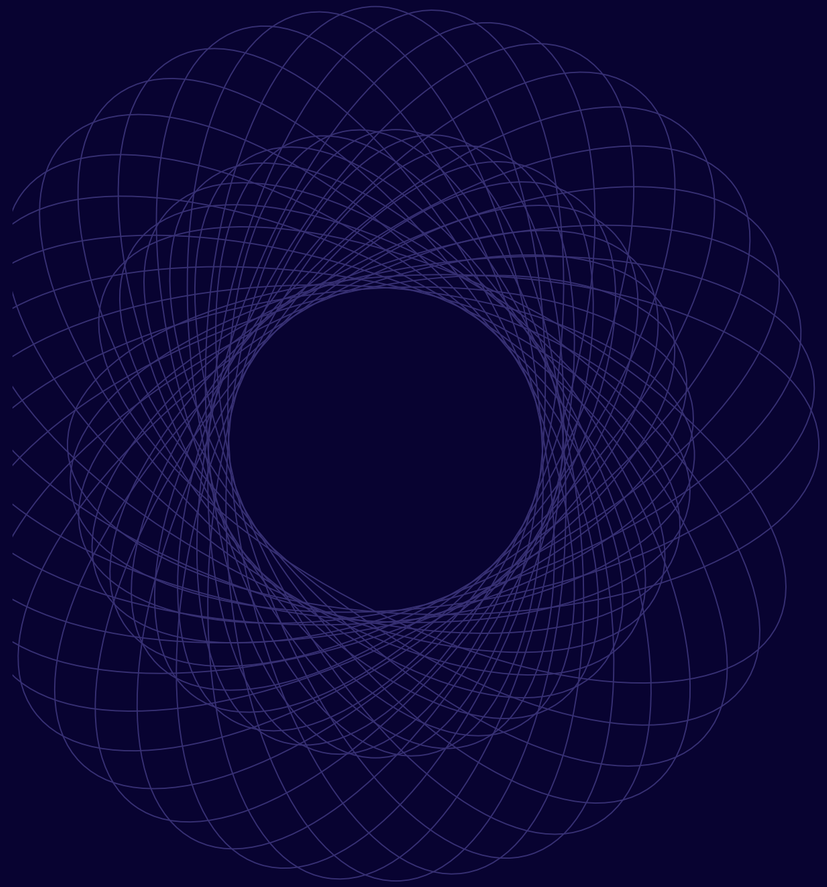
01 / IDENTITY SYSTEM

AiFi.

The infrastructure behind agentic finance.

A shared identity for knowledge, intelligence and economic action.



LOGO / COLOR / TYPOGRAPHY / IMAGERY / VOICE

02 / ABOUT AIFI

Intelligence needs context. Action needs authority.

The infrastructure behind agentic finance.

Connect business knowledge, AI agents and financial services. Keep identity, permissions and accountability clear.

AiFi is AI Financial Corporation (Nasdaq: AIFC). Its offerings bring organizational knowledge, compute and financial workflows into a connected business.

dectec, an AiFi company, develops the Twin direction on this foundation. Hybrid ecosystem participants provide distinct identity, agent, financial and verification capabilities.

AiFi Vault

Business-owned knowledge and controlled application access.

AiFi Compute

Workloads, capacity and accountable use of data and models.

AiFi Hybrid

Authorized instructions, provider confirmations and reconciliation.

AiFi Banking

A coordinated client and institution journey for financial services.

03 / LOGO

One wordmark. The right contrast for every surface.

Use AiFi, with both i letters lowercase. The corporate lockup adds the company name in balanced, outlined lettering.

LIGHT / DEEP INDIGO & CYAN

DARK / LUMINOUS CYAN & BLUE

WEB ADAPTATION FROM THE FLAT PDF REFERENCE; ORIGINAL VECTOR MASTERS WERE NOT SUPPLIED.

Keep clear space of at least half the visible logo height. Use the corporate lockup at 160px or wider; 144px is reserved for compact layouts. Use the standalone wordmark from 72px.

Use supplied SVG files. Preserve proportions, dots and spacing. Use the monochrome versions when color reproduction is limited.

04 / COLOR

Indigo gives structure. Cyan brings energy.

The official palette is retained. Functional tones make text, controls and both themes readable.

Indigo

#1400B6

Primary actions / links

Blue

#0608CF

Graphic depth

Cyan

#04D6E4

Dark-surface highlights

Night

#080331

Dark surfaces / depth

Light interface

Text #171132 / Supporting #57566D

CONTROL BORDERS #76758A

Surfaces and decorative dividers use quieter tonal steps.

Dark interface

Text #F4F3FF / Supporting #C0BED8

CONTROL BORDERS #9691B5

Surfaces and decorative dividers use quieter tonal steps.

TEXT CONTRAST Indigo / white 12.32:1 | Cyan / night 11.00:1 | Cyan / white 1.79:1: decorative use only.

05 / TYPOGRAPHY

Clear hierarchy. Confident headlines. Room to read.

Inter for headings and interface emphasis. Liberation Sans for clear, practical body copy. Self-hosted, open-source font files.

INTER BOLD / 700

The infrastructure behind agentic finance.

INTER SEMIBOLD / 600

Connect the capability to the task.

LIBERATION SANS / 400 & 700

Connect business knowledge, AI agents and financial services. Keep identity, permissions and accountability clear.

Hero — **56–88px**

Mobile: 43–56px. One main idea.

Section title — **34–60px**

Use 600 weight; allow natural wrapping.

Body — **16–18px**

Comfortable line height: 1.5–1.7.

Supporting text — **12–14px**

Keep contrast as strong as body text.

Technical labels — **11px minimum**

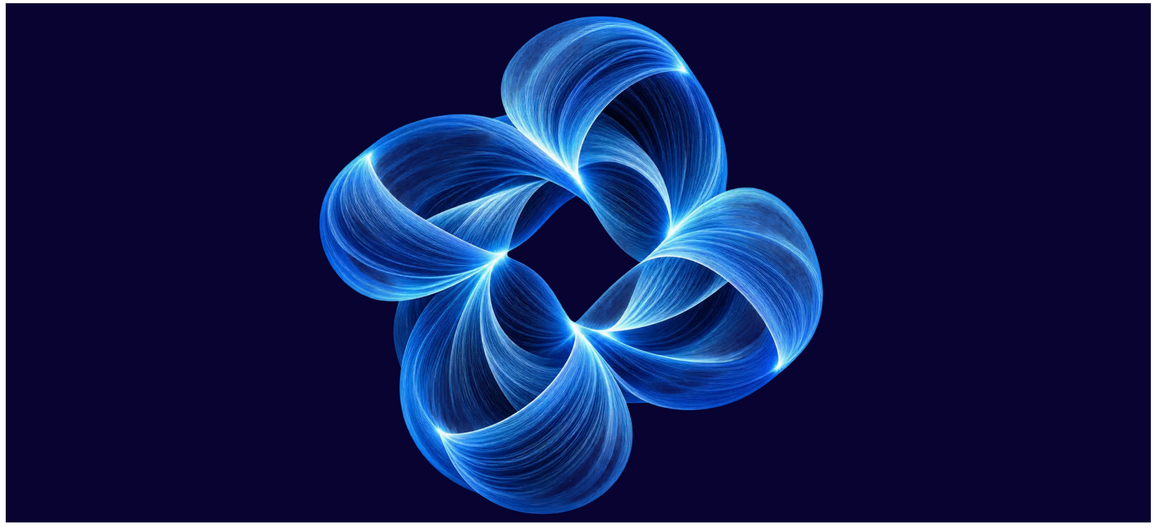
Use short labels, not paragraphs.

Use bold to establish priority. Keep long passages regular. Align type to a consistent grid and leave space between ideas.

06 / IMAGERY

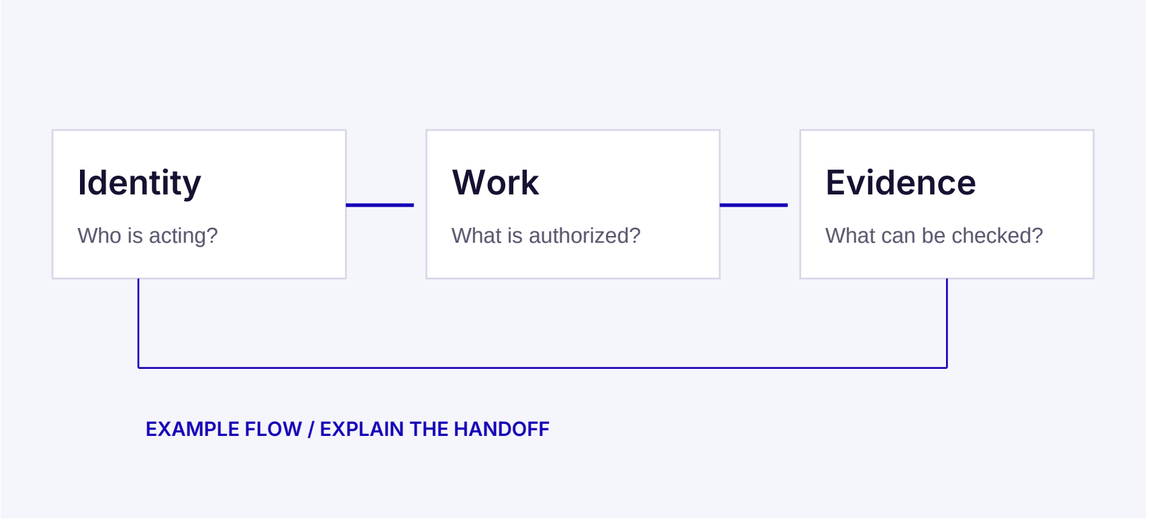
Expression creates interest. Diagrams create understanding.

Choose the visual to match the job. Give each major story a distinct composition, with space for the message.



01 / ABSTRACT EXPRESSION

Filaments, layers and interconnections suggest depth. Keep the focal point away from headlines. Avoid generic chrome objects and repeated decorative plates.



EXAMPLE FLOW / EXPLAIN THE HANDOFF

02 / EXPLANATORY SYSTEMS

Name the actors, show a meaningful sequence and label the outcome. Application screenshots remain grayscale; preserve their real labels and context.

07 / VOICE & MESSAGING

Say what it does. Explain why it matters.

Confident, specific language makes a complex infrastructure business easier to understand.

Educated

Explain a technical concept through a recognizable business task.

Precise

Name the product, the participant and the next action.

Honest

Distinguish supported functionality, an integration and a rollout.

Human

Use familiar words and active verbs. Explain acronyms on first use.

Articulate

Lead with one idea. Give the reader a clear next step.

THE MESSAGE, IN PRACTICE

AiFi connects business knowledge, AI agents and financial services. Identity, permissions and accountability stay clear.

AiFi Vault gives approved people and applications access to relevant organizational knowledge.

Hybrid-Chain supplies shared infrastructure. OVRYDE supports enterprise implementation. Each participant retains its defined role.

EDITORIAL RULE Use current website messaging. Source financial claims from issuer disclosures; verify service, license and partner scope.

08 / DIGITAL APPLICATION

A consistent system. Light and dark.

Apply the same hierarchy, spacing and interaction rules across product, company and investor pages.

AI FINANCIAL CORPORATION

Connect the right capability.

Start with the business outcome.

Find your starting point Explore the platform

AI FINANCIAL CORPORATION

Connect the right capability.

Start with the business outcome.

Find your starting point Explore the platform

Give content room

Use a shared 8px spacing rhythm. Let large heroes span the viewport; keep text on a clear reading grid.

Make actions legible

Normal text: 4.5:1 minimum. Large text and necessary control boundaries: 3:1. Show a visible keyboard focus.

Keep relationships clear

Use the neutral partnership-verification bar below footer links and above copyright. Preserve the current participant hierarchy.