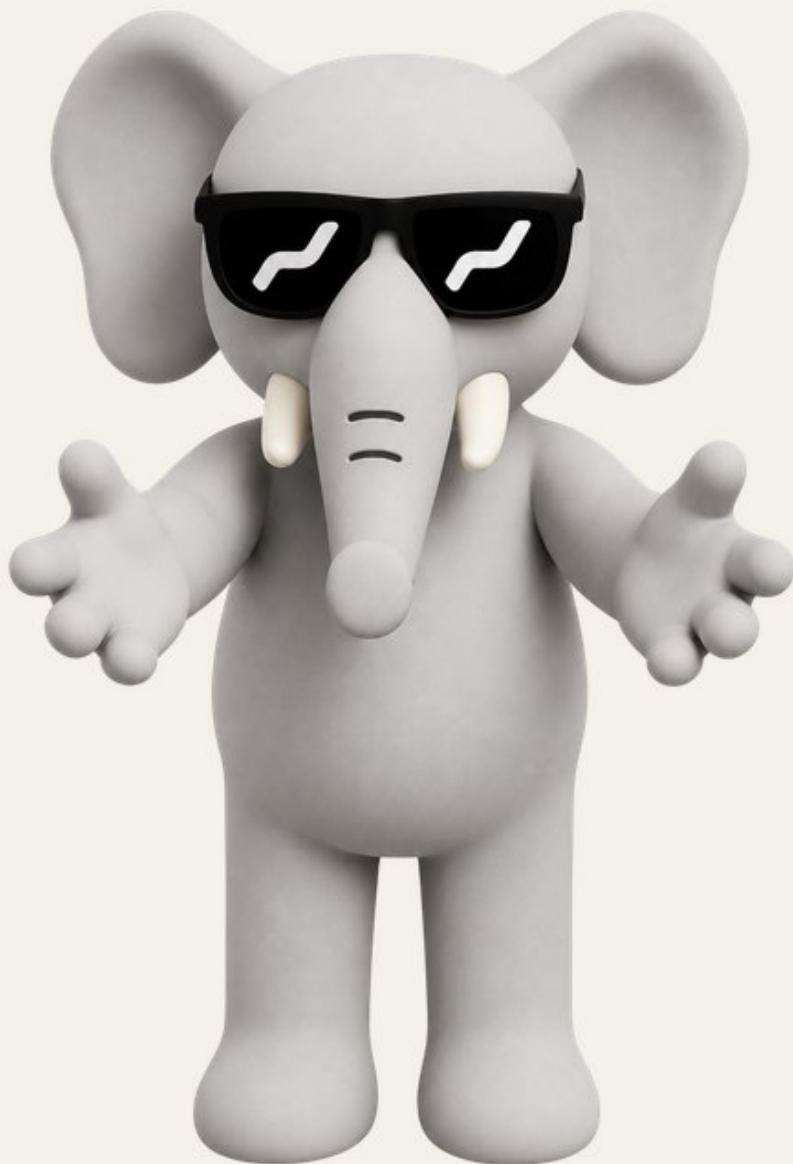


Brand Guidelines

The world has a right to financial services.

The visual system for WALLY DAO and the RWA Foundation.



Mission

The world has a right to financial services.

The RWA Foundation's mission is to connect all people to RWA technology. Open, accessible, and fair markets are possible thanks to tokenization, but everyone needs to be onchain for that to happen. The RWA Foundation and WALLY DAO are made to educate, advocate, and onboard the planet to RWAs.

● Open

Access for everyone, by default.

● Plain

Real things, explained simply.

● Owned

Steered by the community.

INSIDE THIS GUIDE

02 Logo

03 Logo variants

04 Misuse

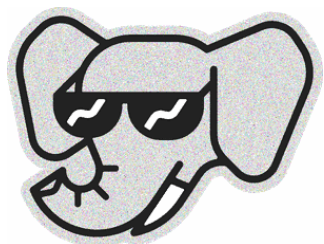
05 WALLY the mascot

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The logo



PRIMARY LOCKUP

The mark pairs WALLY — our elephant — with the RWA Foundation wordmark set in Poppins. WALLY can lead alone as a symbol; the lockup adds the wordmark when you have room and want a full introduction.

ANATOMY



Symbol — WALLY

The elephant in shades. Our most flexible asset for icons, avatars and stamps.

Wordmark — Poppins

Foundation

RWA Foundation set in Poppins SemiBold. Never re-letter or substitute the typeface.

Logo variants

Three core treatments cover every surface, plus the app icon. Choose by background, not preference — keep the elephant confident and the wordmark in Poppins.



RWA Foundation

Grey noise • primary

Full-texture mark on light backgrounds — Paper or Warm Bone.



RWA Foundation

White • line mark

Black-outline mark for busy or photographic light backgrounds.



RWA Foundation

White text • reversed

Reversed mark and wordmark for ink and dark brand backgrounds.

APP ICON



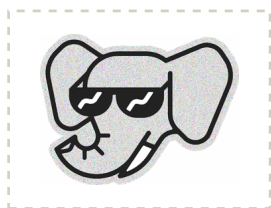
White WALLY on Signal Orange

The squared icon for app tiles, favicons and avatars. Keep WALLY centered with even padding.

Clear space & misuse

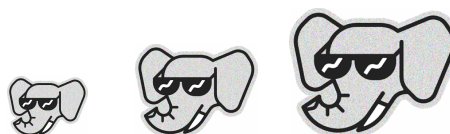
Clear space

Keep at least one ear-height of space around the mark, free of type and graphics.



Minimum size

Don't render the symbol below 24px on screen or 8mm in print, so the shades stay legible.



DO

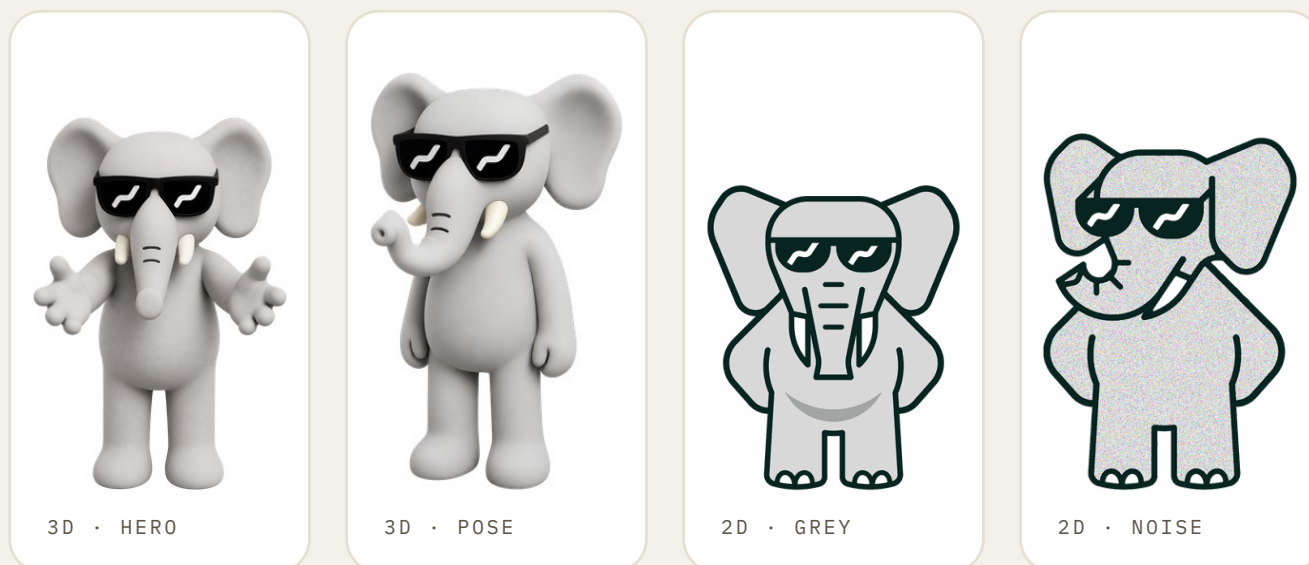
- Give the mark room to breathe.
- Set the wordmark in Poppins, ink on paper or white on ink.
- Use Signal Orange as an accent that points, not a fill.

DON'T

- Add clothes or hair to the elephant — keep WALLY as drawn.
- Stretch, rotate, recolor or add effects to the mark.
- Swap the wordmark typeface or re-letter it.
- Crowd the lockup against other logos.

WALLY, the mascot

Meet WALLY — the Herd’s front-elephant and the face of the Foundation. One character, four finishes: 3D renders for hero shots and merch, the flat grey mark for clean UI, and the holographic noise cut when you want a little shimmer.



Keep WALLY’s proportions and shades intact across every form. The mascot is friendly and confident — never aggressive, never re-styled.

Color

Warm, papery neutrals carry the brand; Signal Orange does the pointing. Tap a swatch in the kit to copy its hex.

BRAND

**Signal Orange**

#FF6200

**Readable Orange**

#D85300

PAPER & SURFACES

**Warm Bone**

#F4F1EA

**Paper**

#FAF8F3

**Card**

#FFFFFF

**Raise**

#EFEAE0

**Hairline**

#E6E0D3

**Hairline 2**

#D7CFBE

INK & TEXT

**Ink**

#201A13

**Muted**

#5C5447

**Faint**

#98907F

Typography

Three open-source typefaces, all free on Google Fonts. Poppins leads, Instrument Sans carries the reading, IBM Plex Mono handles the numbers.

Aa

Poppins

BRAND · DISPLAY · HEADLINES

RWA Foundation

ABCDEFGHJKLM · abcdefghijklm

Aa

Instrument Sans

BODY · UI TEXT

The world has a right to financial services.

ABCDEFGHJKLM · abcdefghijklm

Aa

IBM Plex Mono

DATA · TICKERS · LABELS

\$WALLY · TVL · APY · 0123456789

ABCDEFGHJKLM · abcdefghijklm

Voice & tone

We sound like a smart friend who refuses to make finance sound complicated. Confident, plain-spoken, and a little playful — never hype, never fear.

● Plain-spoken

Short words, real examples. If a sentence needs a glossary, rewrite it.

● Confident

We know the mission and say it plainly. No hedging, no jargon armor.

● Playful

WALLY has a wink. Warmth and wit are welcome; memes in moderation.

● Trustworthy

Concrete claims only. We never promise returns or oversell.

WE SAY

“The world has a right to financial services.”

“Own a slice of real things.”

“Here’s exactly how it works.”

WE DON'T

“Leverage synergistic on-chain primitives.”

“Guaranteed 100x — don’t miss out!”

“Trust us, it’s complicated.”

The world has a right to financial services.



**Keep WALLY confident,
the orange loud, and the
wordmark in Poppins.**

Created & managed by the RWA Foundation. For brand assets
and questions, talk to the Herd.