



Chapter 1

Main Identity Elements

Apply the main identity elements consistently to build a recognizable brand. This section is the rulebook for using them well.

Main Identity Elements

The main identity elements include the logotype, logomark, typefaces, and color palette.

Chapter 1
Main Identity Elements

Logotype

This section introduces the key guidelines for our logotype and offers guidance on its proper usage.

**Logotype**

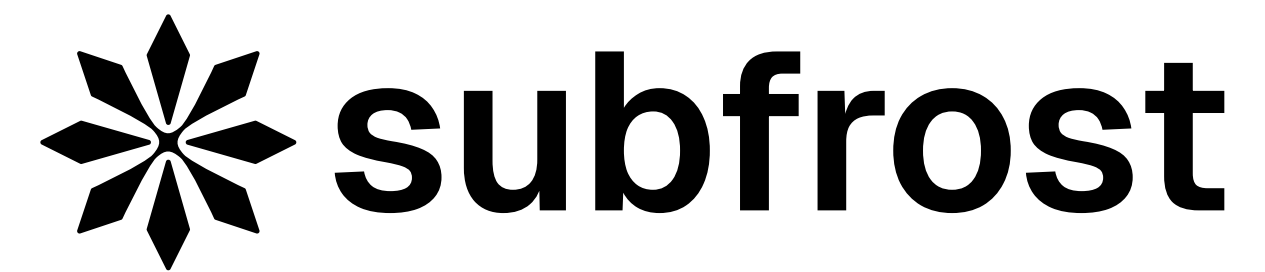
The Subfrost logotype serves as the primary brand mark. Its core element is a geometric snowflake, a precise and structured form built to convey trust, and professionalism. The snowflake ties the logo to the wider Subfrost identity, where "frost" is central.



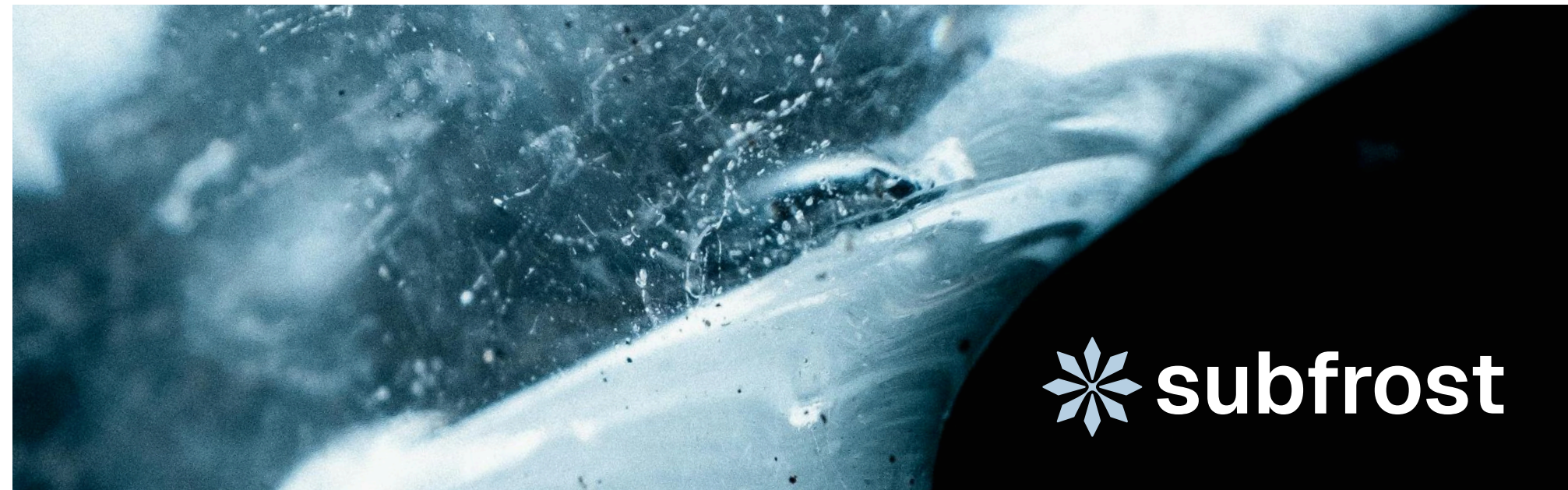
Logotype
Primary Colors

The examples above show correct use of the logotype with color. Always ensure sufficient contrast and enough uninterrupted space around it. **When using color, only the primary Subfrost "Glacial" blue is permitted for the snowflake element.**

Black and White



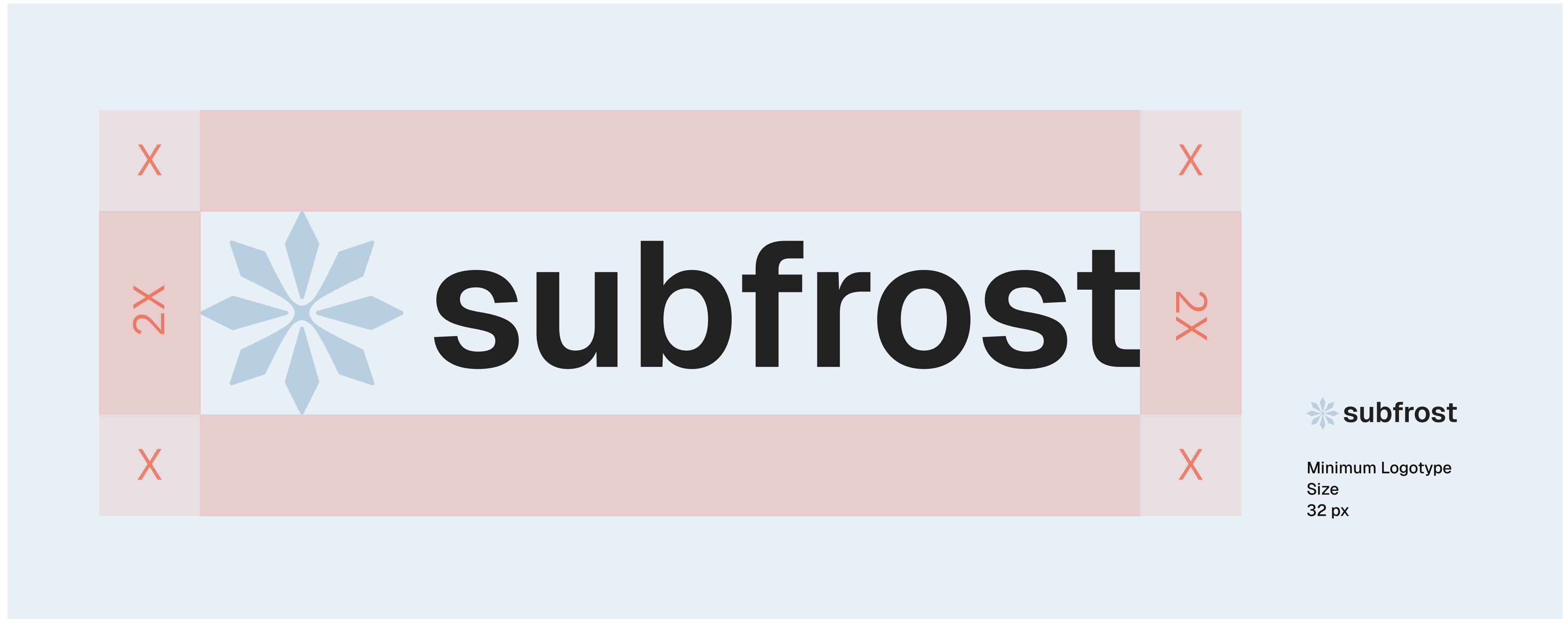
Usage With Image



Logotype
Color Application

When paired with an image make sure to place in a high contrast area so that the logotype is legible.

Clear Space Rule



Logotype
Clear Space

The logotype must always have clear space around it, defined by x, where the full logo height equals 2x. This area keeps it visible and prevents crowding from other elements. The minimum size for the logotype is 32px in height to ensure legibility across all applications.

Chapter 1
Main Identity Elements

Logomark

This section introduces the key guidelines for our logomark and offers guidance on its proper usage.



Logomark

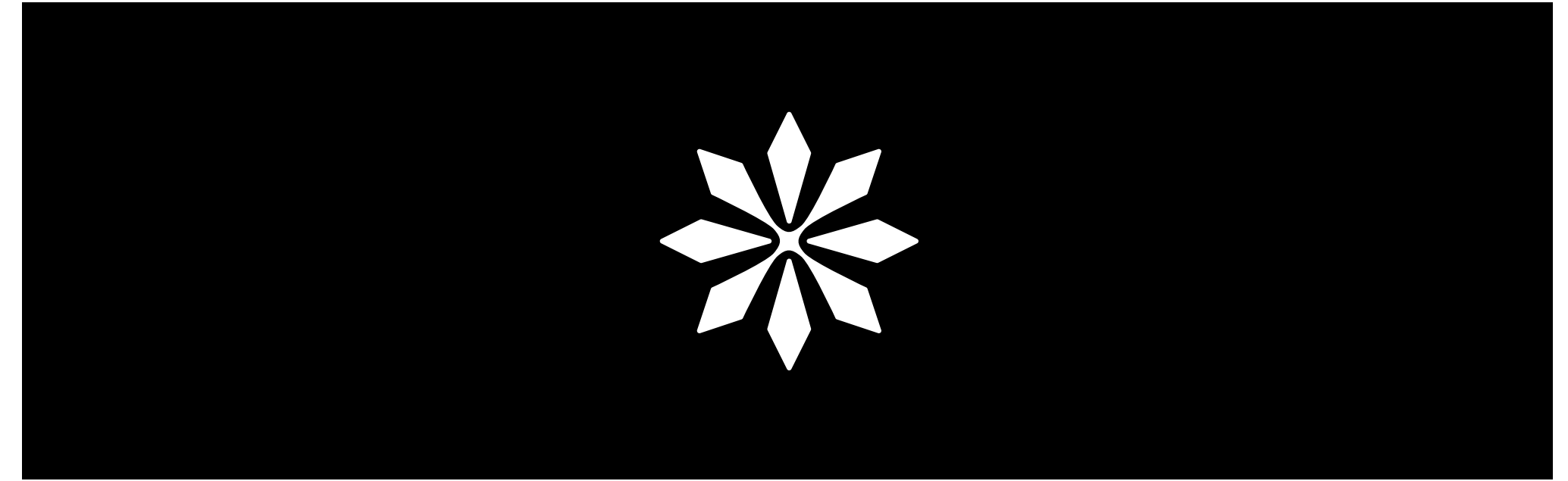
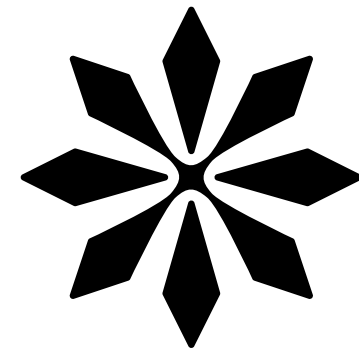
The Subfrost snowflake works as the standalone mark, used wherever the full logo doesn't fit; app icons, social avatars, favicons.



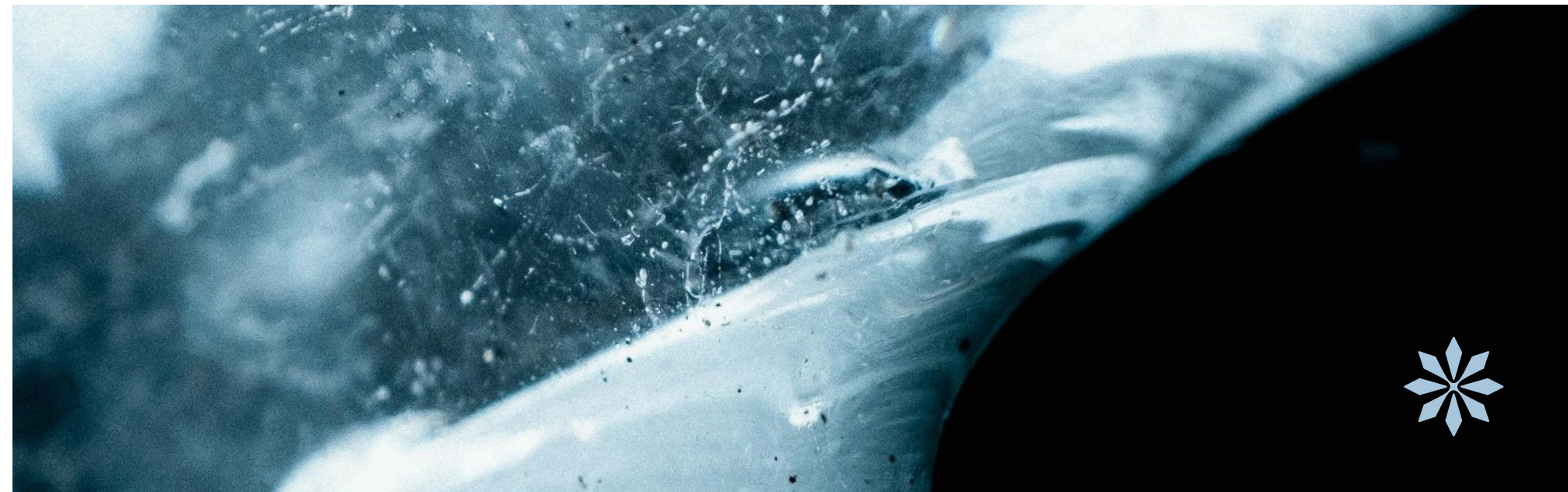
Logomark
Primary Colors

The examples above show correct use of the logomark with color. Always ensure sufficient contrast and enough uninterrupted space around it. When using color, only the primary Subfrost "Glacial" blue is permitted.

Black and White



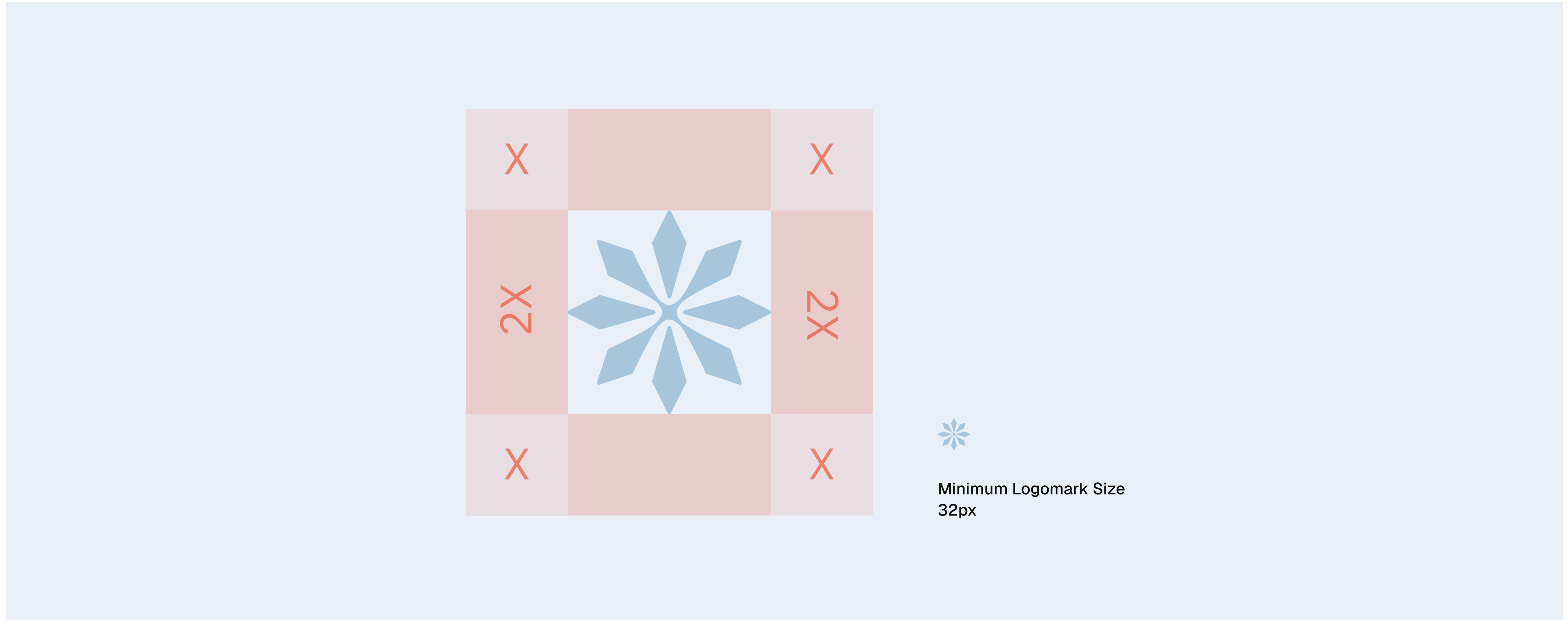
Usage With Image



Logomark
Color Application

When paired with an image make sure to place in a high contrast area so that the logomark is legible.

Clear Space Rule



Logomark
Clear Space

The logomark must always have clear space around it, defined by x, where the full logo height equals 2x. This area keeps it visible and prevents crowding from other elements. The minimum size for the logomark is 32px in height to ensure legibility across all applications.

Chapter 1
Main Identity Elements

Typography

This section introduces the key guidelines for our typography and offers guidance on its proper usage.

Geist supports the Subfrost identity with a clean, modern presence. It establishes clear hierarchy and serves as the primary typeface for all titles and display type.

Primary Type

Geist

Semibold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789°(!"#\$%&?@)**

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789°(!"#\$%&?@)

Geist Mono brings a precise, technical presence to the Subfrost identity. Its equal-width characters keep numbers and data neatly aligned, making it ideal for app elements like dashboards, figures, and interface text.

Monospaced Type

Geist Mono

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789° (!"#\$%&?@)

Character Styles

Heading 1
Geist, Semibold
Size: 3rem, 48px

Heading 2
Geist, Semibold
Size: 2.5rem, 40px

Heading 3
Geist, Semibold
Size: 2.06rem, 33px

Heading 4
Geist, Semibold
Size: 1.75rem, 28px

Heading 5
Geist, Semibold
Size: 1.44rem, 23px

Heading 6
Geist Semibold
Size: 1.19rem, 19px

Paragraph
Geist, Regular
Size: 1rem, 16px

Mono
Geist Mono
Size: 1rem, 16px

The Bitcoin-Native Layer 0

Unlocking Seamless DeFi Across Bitcoin

Native Assets, Built for Bitcoin

frBTC: The BTC Synthetic

Bridge High-Volume Assets to L1

AMM Swaps & Limit Orders

Subfrost brings next-gen DeFi to Bitcoin, enabling native assets to move seamlessly in, out, and across metaprotocols and L2s. Trade native assets, access yield products, and bridge any EVM or UTXO asset directly to Bitcoin L1.

frBTC Supply	12,847.0392 BTC
Total BTC Locked	8,201.5567 BTC
Lifetime Tx Value	\$1,043,892,150

Chapter 1
Main Identity Elements

Color

This section introduces the key guidelines for our colors and offers guidance on its proper usage.

Subfrost's visual identity is anchored in its primary tones, Glacial and Frost, with a Flare orange accent to add emphasis to selected elements.

Primary Color

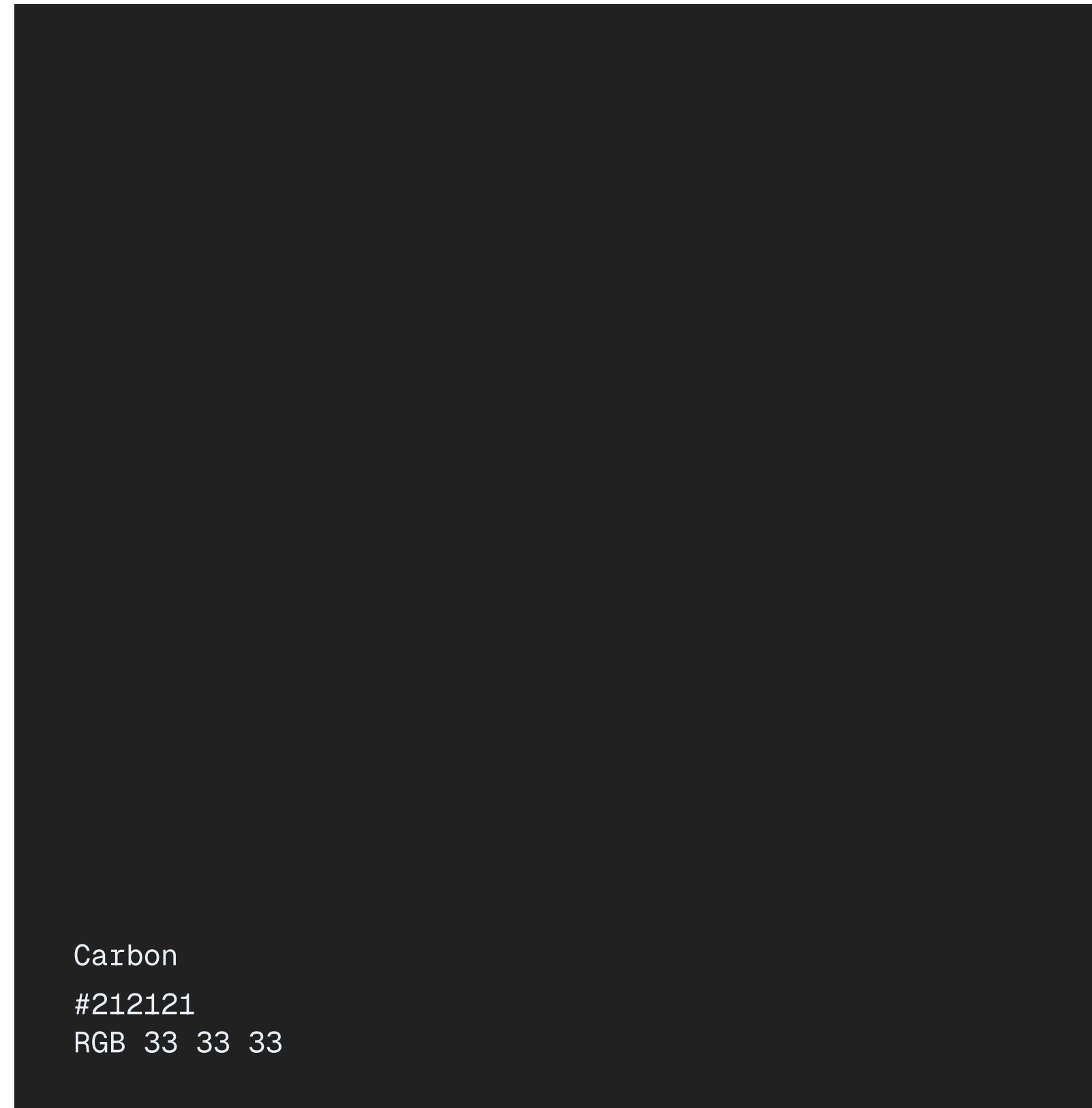
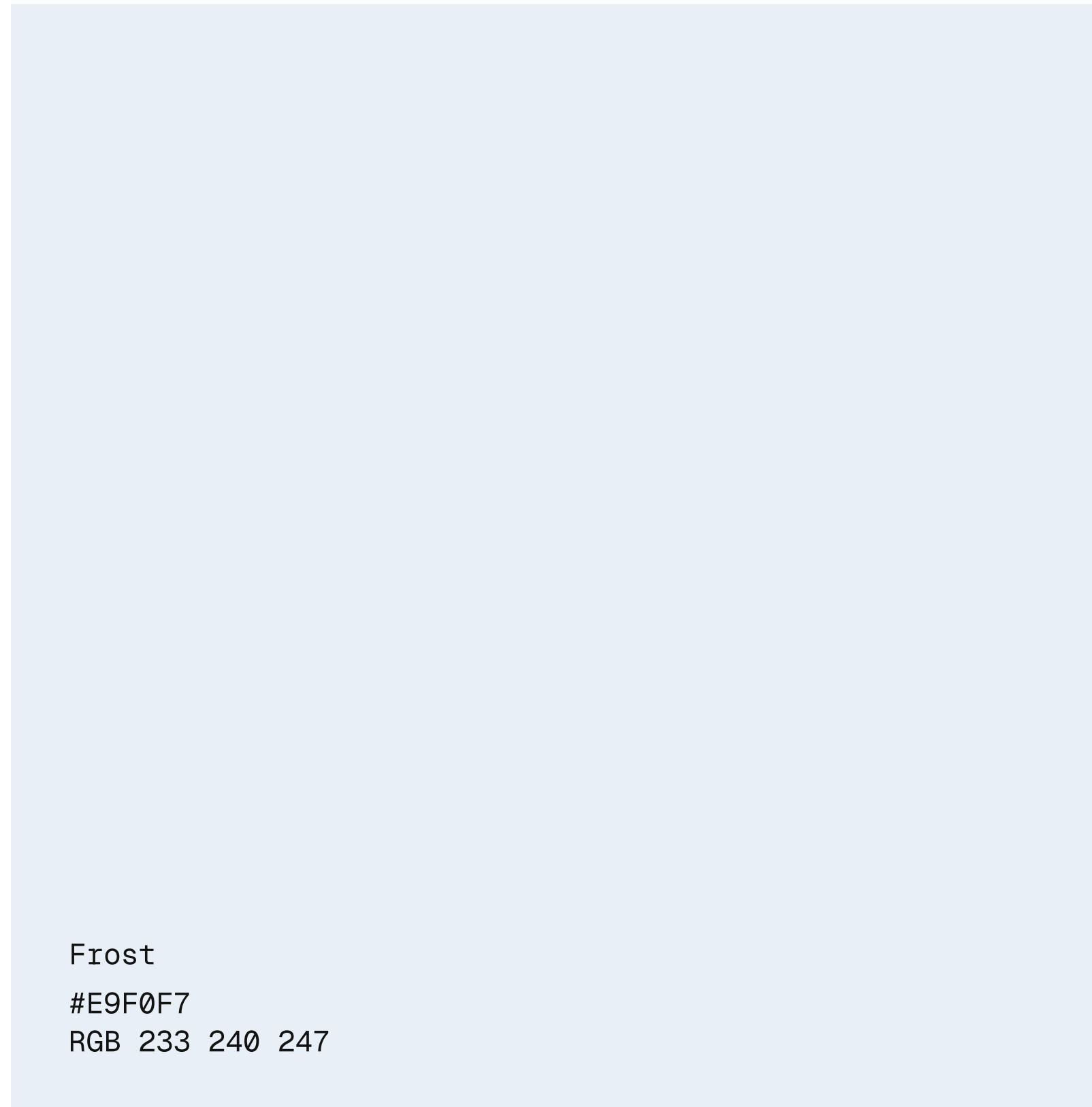


Glacial
#A7C6DC
RGB 167 198 220

Color
Primary Color

Glacial is the core of the brand. It carries the logo, anchors key sections, and gives the identity its cool, structured presence.

Secondary Colors

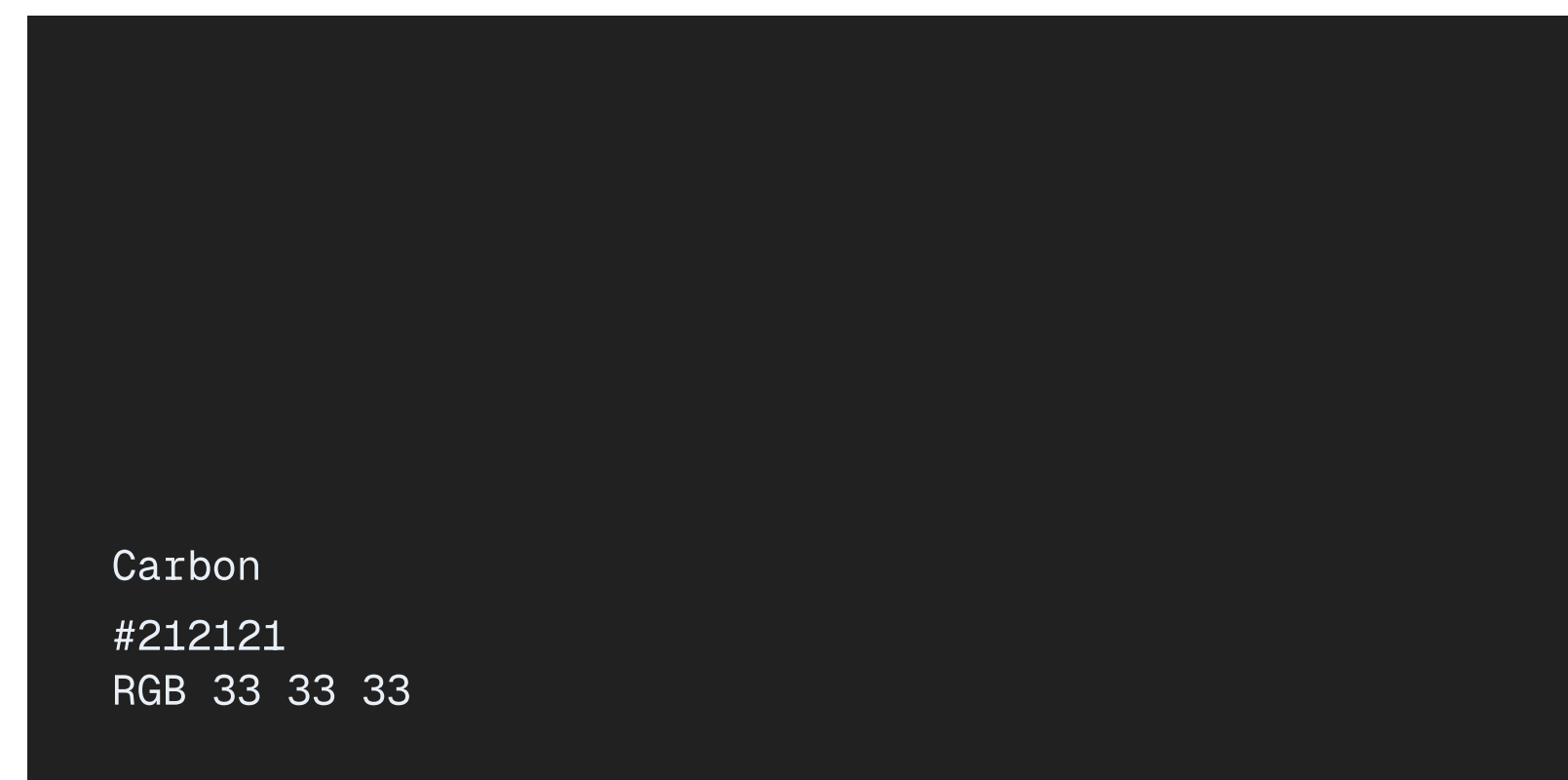
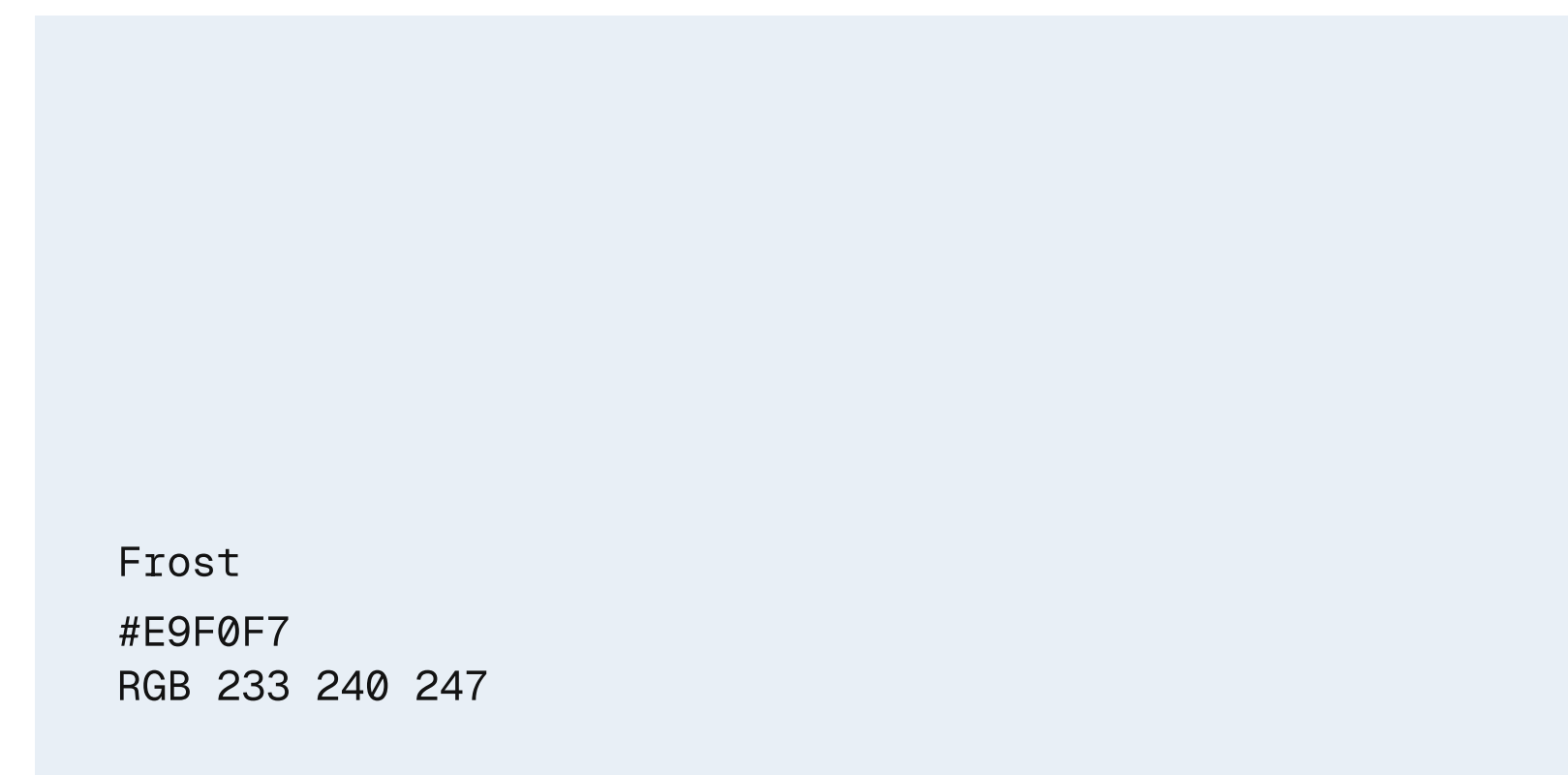


Color
Secondary Colors

Frost provides the brand's background tone, which is light, airy, and almost white, sitting behind all other colors. Carbon serves as its contrast. Dark and grounding, it offsets the lighter scheme and creates balance.

Flare is a warm accent that contrasts with the cool scheme and stands out against it, used only sparingly.

Brand Palette



Shades Palette



Color
Shades Palette

Tint and shade variations of the core colors may be used when needed, primarily for UI elements. These variations help create depth, hierarchy, and clarity while keeping the overall palette consistent.

It's best to use these variations sparingly, using them only when they enhance the design or add necessary color flexibility. Available tints and shades for this purpose are shown on this page.

Chapter 2

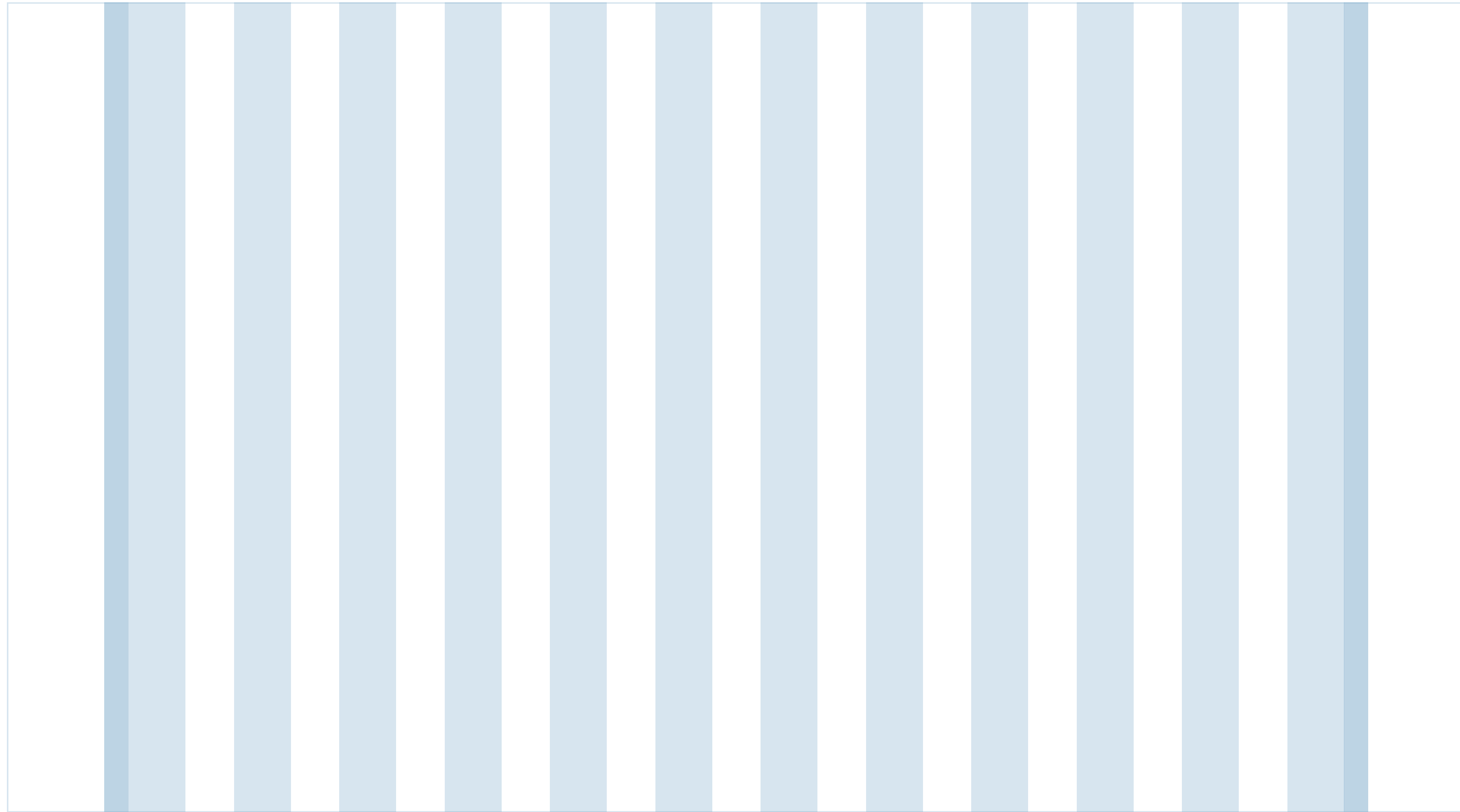
Grid System

This section sets the framework for how content sits on the page. Used consistently, the grid is what makes the brand feel composed rather than arranged.

Chapter 2
Grid System

Web Grids

This section includes the web grid layouts the brand uses, built to keep content visually congruent and consistent across every page.

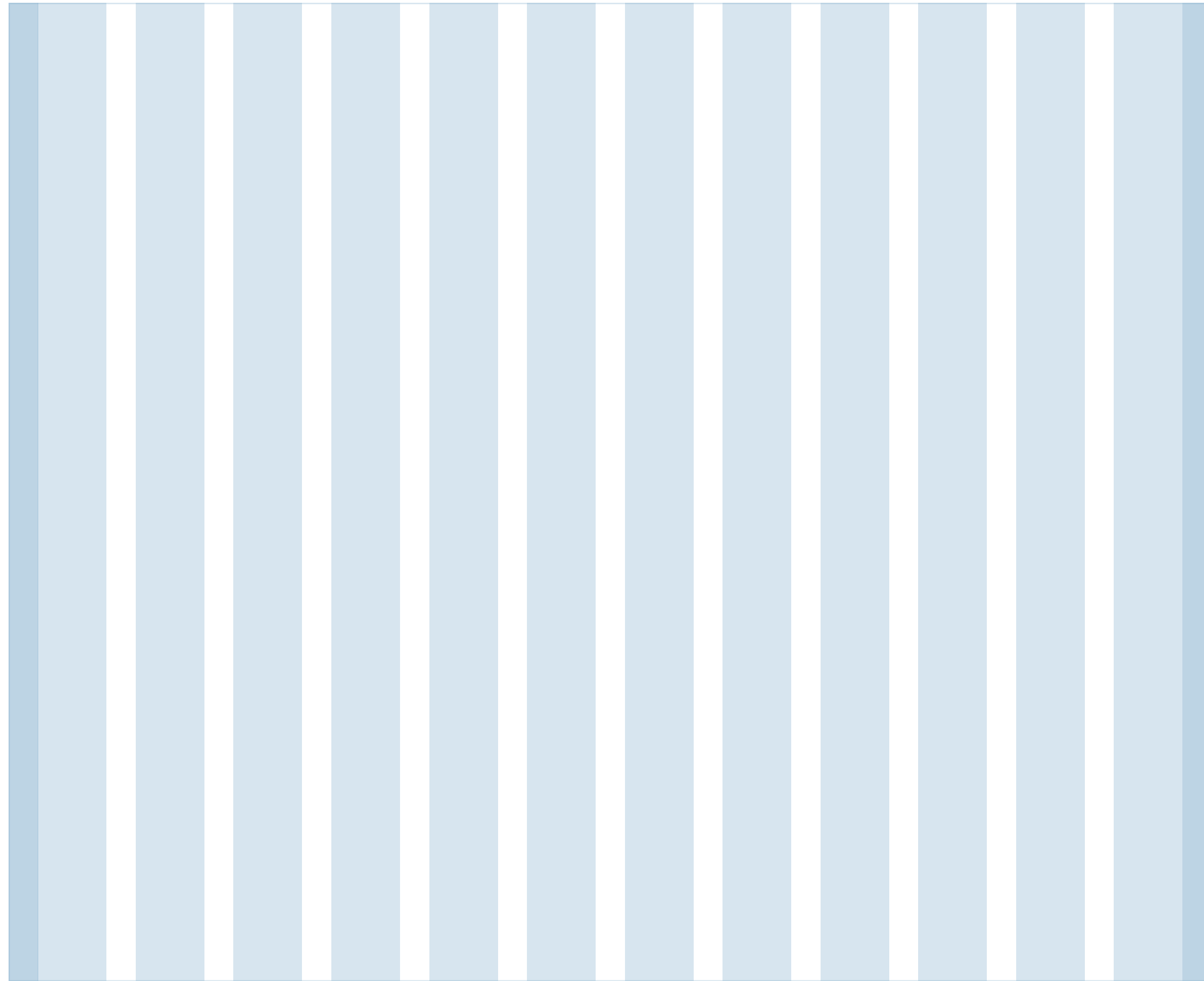


Desktop	
Columns	12
Gutters	48px
Margin	24px
Max Width	1248px

Grid System
Desktop

At desktop scale, the layout uses a 12-column grid. Gutters are set at 48px to provide comfortable separation between columns. A minimum margin of 24px keeps content spaced evenly away from the viewport edge.

This configuration allows for wide hero sections, multi-column content blocks, and information-dense layouts while maintaining clear alignment and visual order. A max width of 1248px keeps content centered and readable even on ultra-wide displays.

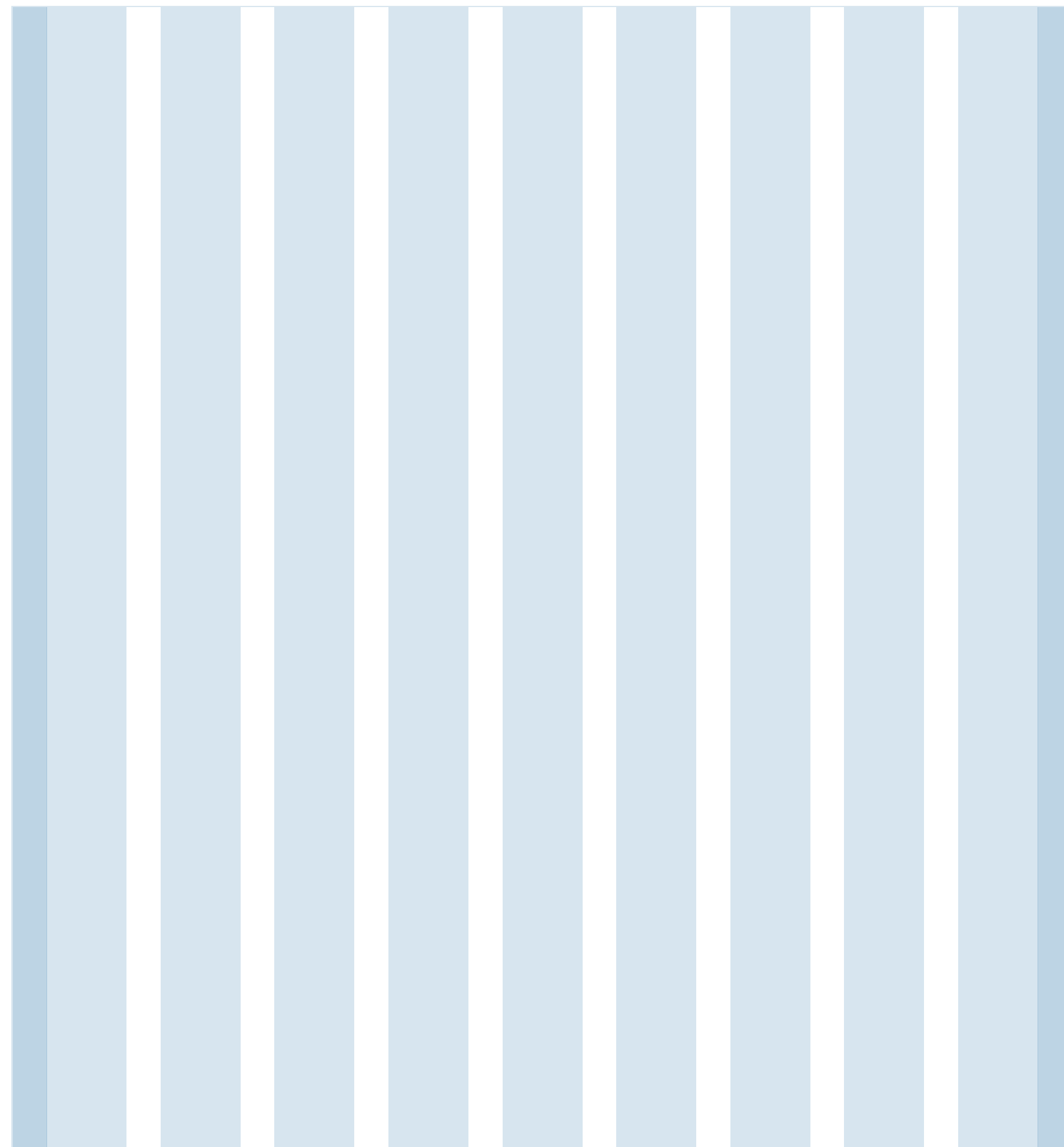


Laptop	
Columns	12
Gutters	24px
Margin	24px

Grid System
Laptop

The laptop grid keeps the full 12-column structure, with gutters shrunk to 24px to suit the smaller viewport.

Optimized for standard laptops, this breakpoint preserves desktop's layout flexibility while keeping content tight to the frame. Most desktop layouts translate directly without modification.

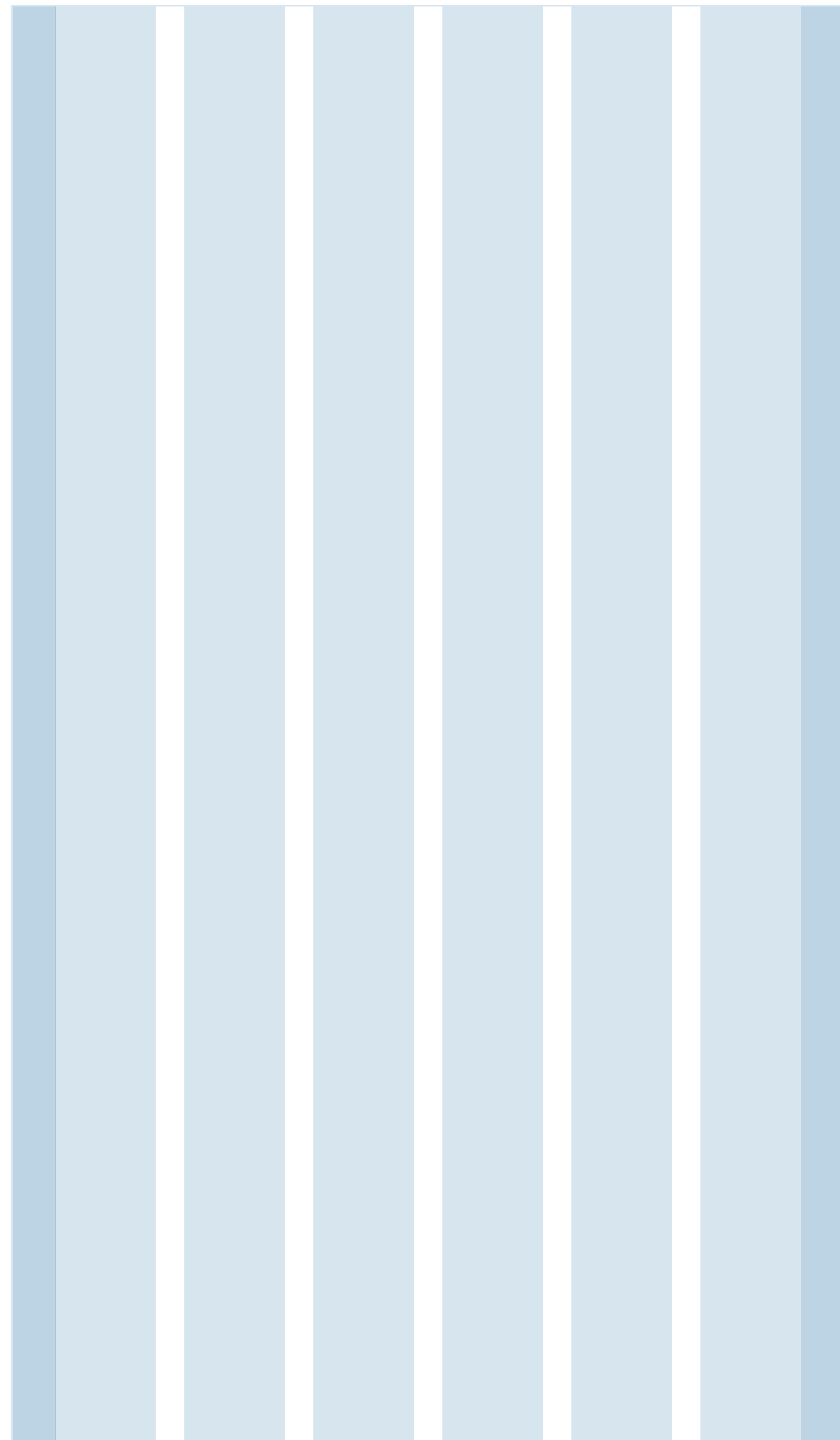


Tablet

Columns	9
Gutters	24px
Margin	24px

Grid System Tablet

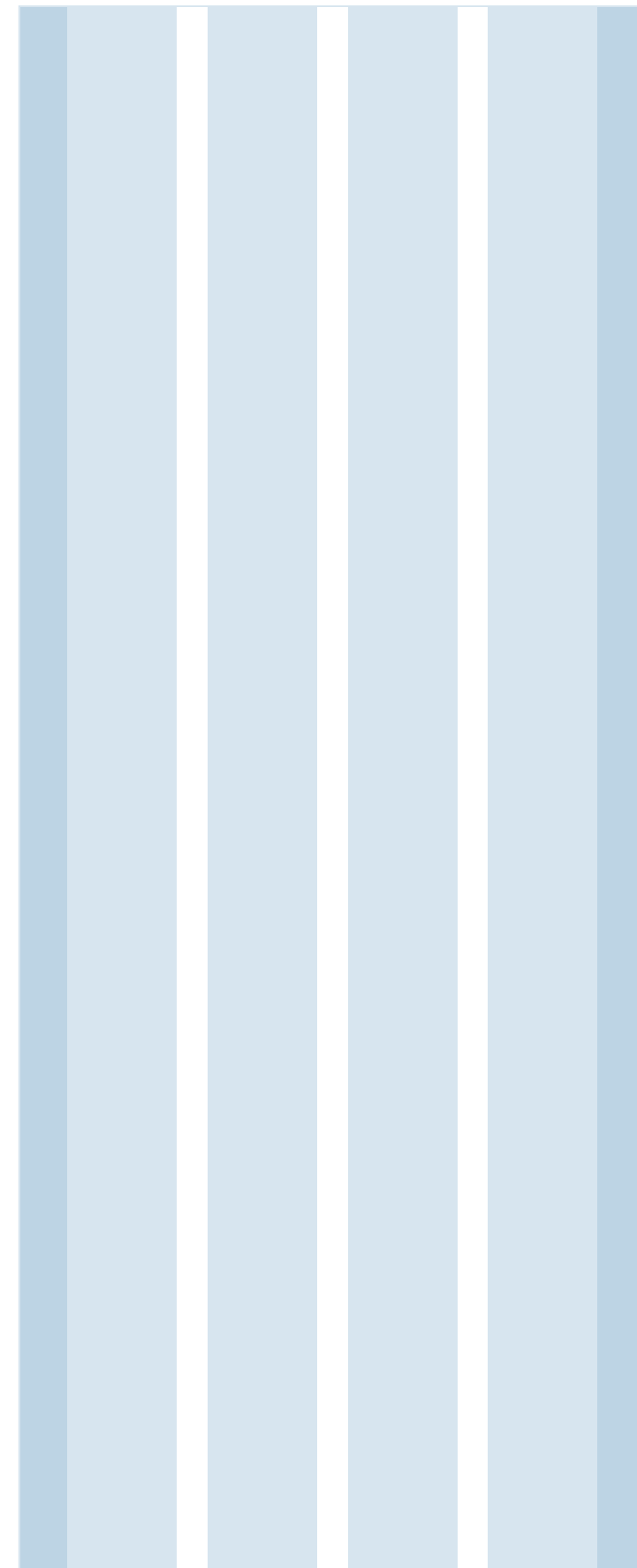
At tablet scale, the grid shifts to a 9-column structure, reflecting the narrower viewport. This configuration accommodates both landscape and portrait orientations, supporting two- and three-column content arrangements that remain legible and well-proportioned.

**Mobile, 464px**

Columns	6
Gutters	16px
Margin	24px

Mobile, 320px

Columns	4
Gutters	16px
Margin	24px



Mobile layouts use a simplified column structure to prioritize readability and vertical flow. At 464px and above, a 6-column grid provides enough flexibility for side-by-side elements, compact cards, and form layouts.

At 320px, the grid reduces to 4 columns, with content stacking into a single- or two-column flow.

