



Version 2.1

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USDT0 Brand Guidelines

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This document includes the core elements of our visual identity - such as the logo, colors, typography and tone of voice - along with foundational principles like brand values and positioning. It is intended as a practical reference for anyone creating design or communication materials for USDT0.

Brand Foundation

Who we are

USDT0, the unified liquidity network bringing
Tether's assets to any chain.

Taglines

Your USDT, Anywhere.

Your XAUt, Anywhere.

Mission

Bring Tether’s assets to crypto’s leading blockchains.

Vision

Accelerate financial freedom by empowering interconnected onchain finance.

Our essence is

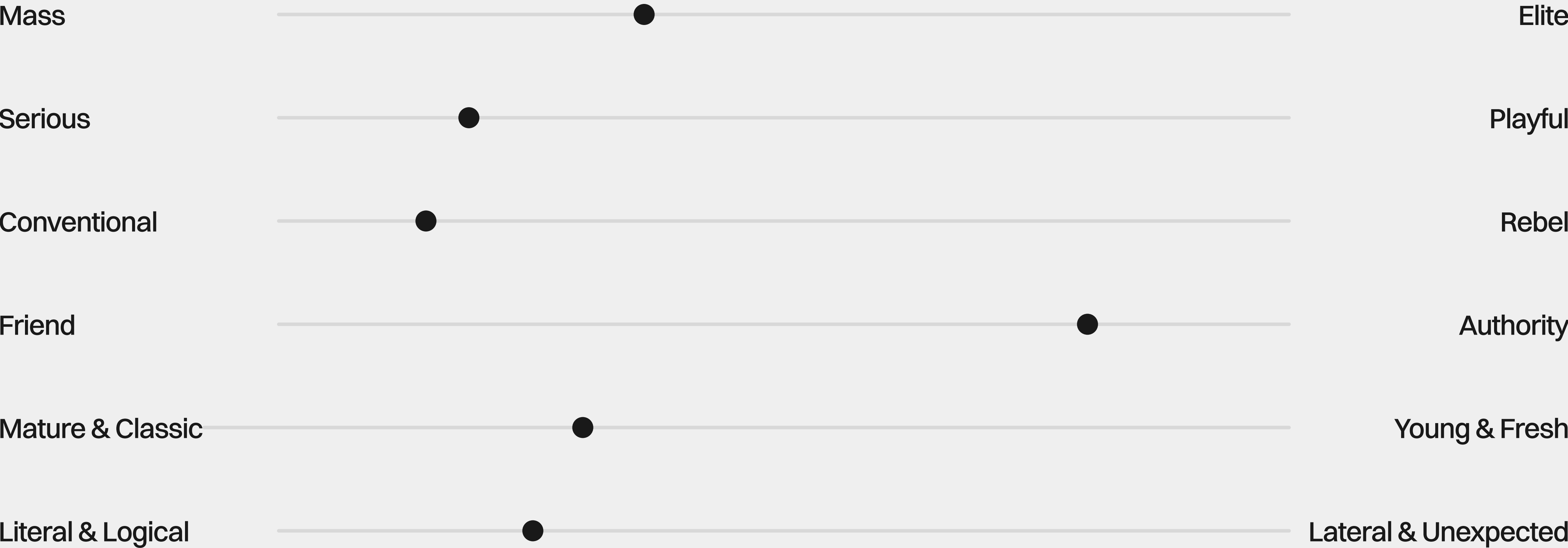
Trust

Everything we design, build, and communicate must reinforce it - in a way that's uncompromised and verifiable.

Values

Efficiency, Stability, Security,
Innovation, Expansion, Scalability

Personality



Tone of voice

**Clever, Collaborative, Consistent, Leader,
Inviting, Personable, Reliable, Trustworthy**

Tone of voice examples



Do

USDT0 delivers the infrastructure DeFi needs for a new wave of institutions, global users, and onchain products.

With USDT0, chains become part of a larger, interconnected ecosystem fueled by the same universal liquidity pool.

USDT0 uses a lock-and-mint architecture that anchors all circulating supply to a single canonical reserve on Ethereum.



Don't

Unlike legacy and so-called 'modern' stablecoins, USDT0 is the only solution capable of powering the future of DeFi.

USDT0 is a comprehensive, institutional-grade liquidity infrastructure solution engineered to facilitate secure, scalable, and compliant interoperability across a diverse array of blockchain networks.

USDT0 utilizes a canonical liquidity abstraction layer to virtualize cross-chain capital flows, optimizing composability and liquidity density across the modular execution environment.

Positioning

USDT0 is the unified liquidity protocol bringing Tether's assets to any chain.

USDT0 brings Tether's assets to the most widely-adopted blockchains with an efficient, cross-liquidity standard.

Logo

Primary logo

The gradient versions of the logo should be used in situations where the logo is prominently visible, so the additional visual depth is noticeable. It should not be used in smaller form factors like icons, where the additional effects could deem it less legible.



Secondary logo

The secondary options feature a flat appearance to limit the amount of colors used. As a result these are suitable for smaller form factors or environments where technical limitations make the primary options ill-advised.



Achromatic logo

Achromatic options should be used
only when it's impossible or
prohibited to use any colors at all.



Primary symbol

The gradient symbol is suitable both for dark and light backgrounds. It can be used in situations where the company's name is present in some form nearby (for example a profile picture next to the “USDT0” name on social networks).



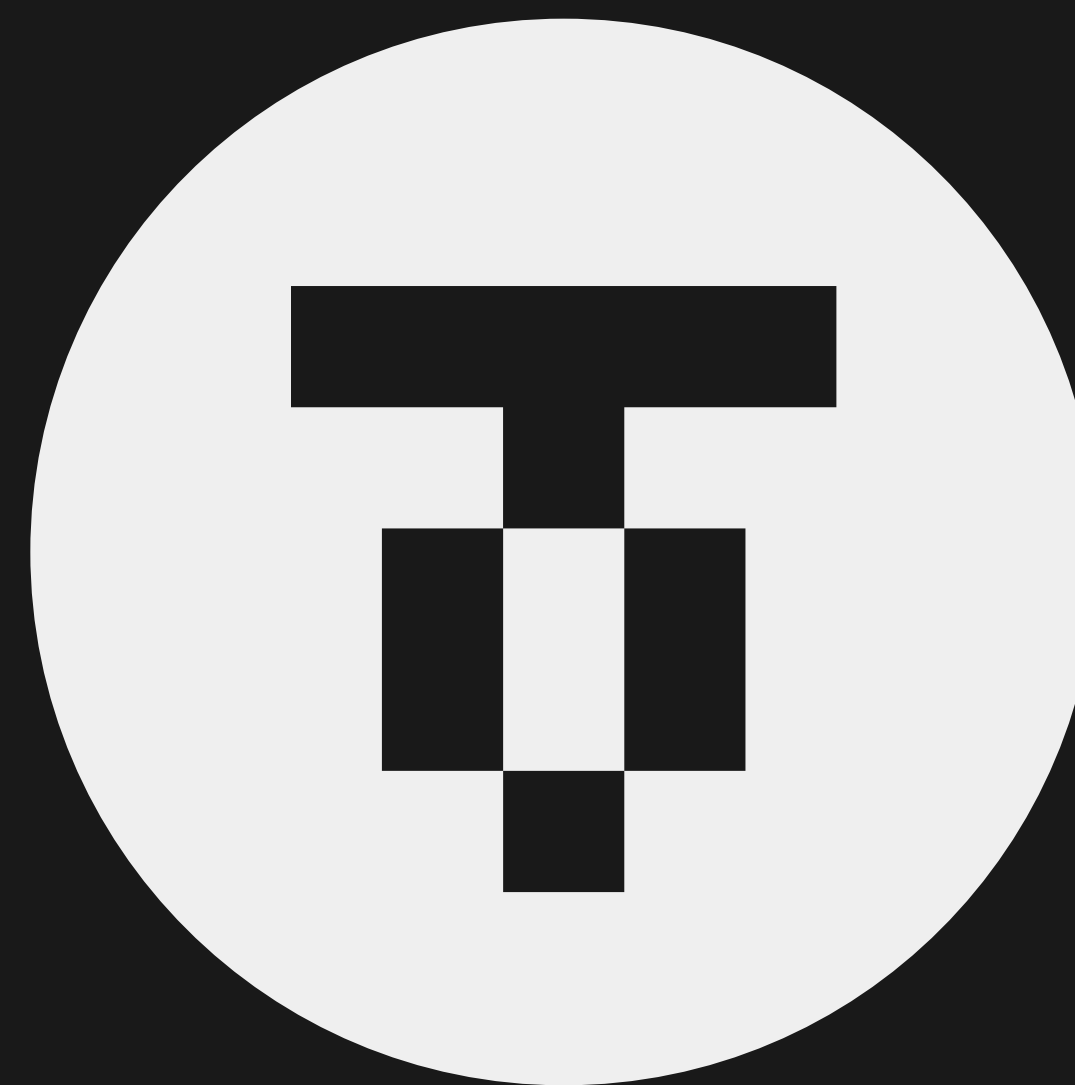
Secondary symbol

The secondary symbol is suitable as an icon and as such - perfect for listings on DEXs, CEXs and other places where it's presented in a small form factor next to the USDT0 name.



Achromatic symbol

Similarly to the logo - the achromatic options should be used only when it's impossible or prohibited to use any colors at all.



Safe area of the logo

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

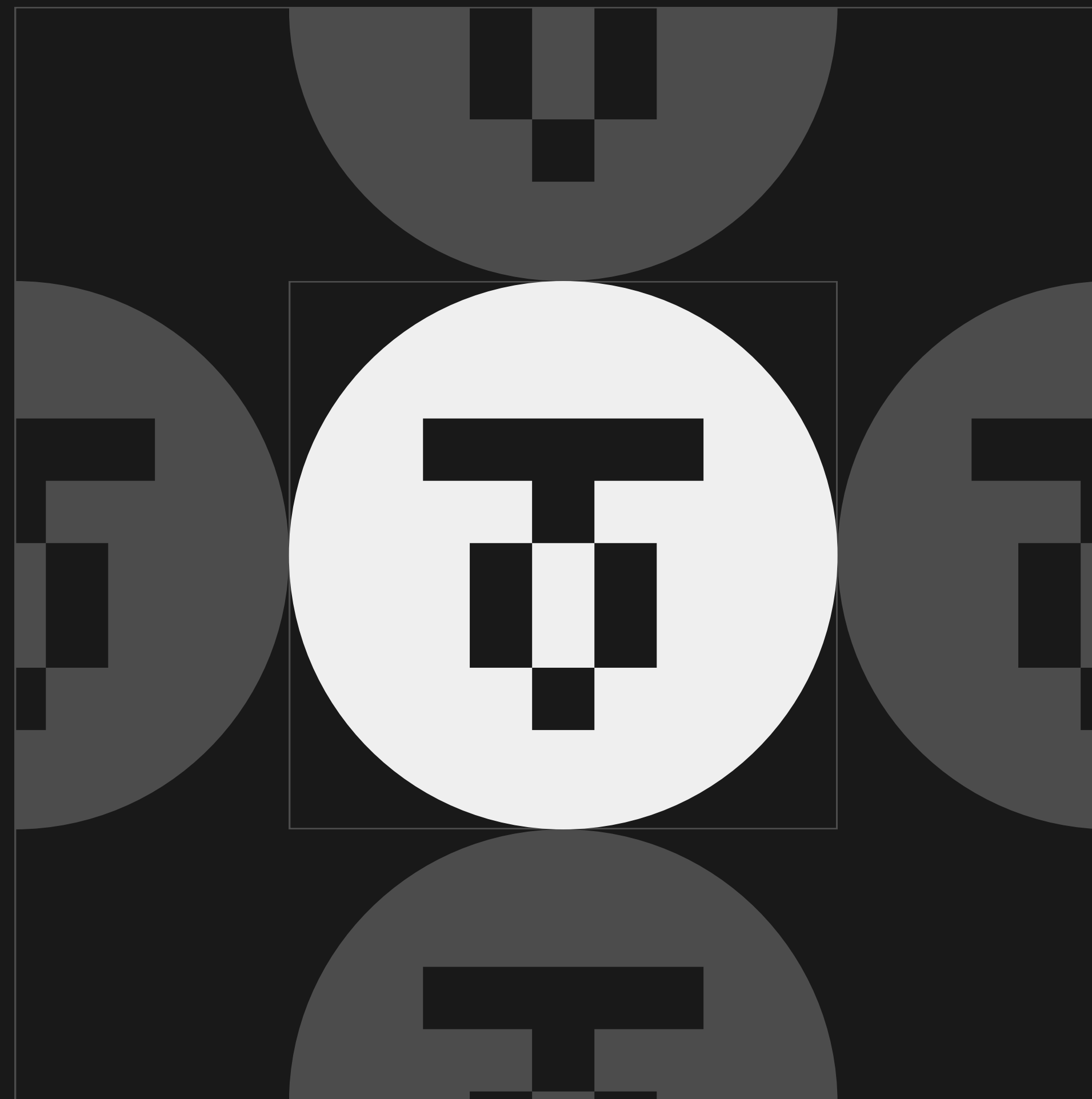
The safe area is defined by drawing a rectangle around the logo and using the letter U as the margin on all sides.



Safe area of the symbol

The exact same rules apply to the symbol when it's used without the wordmark.

The safe area is defined by drawing a rectangle around the symbol and using half of the symbol's width as the margin on all sides.

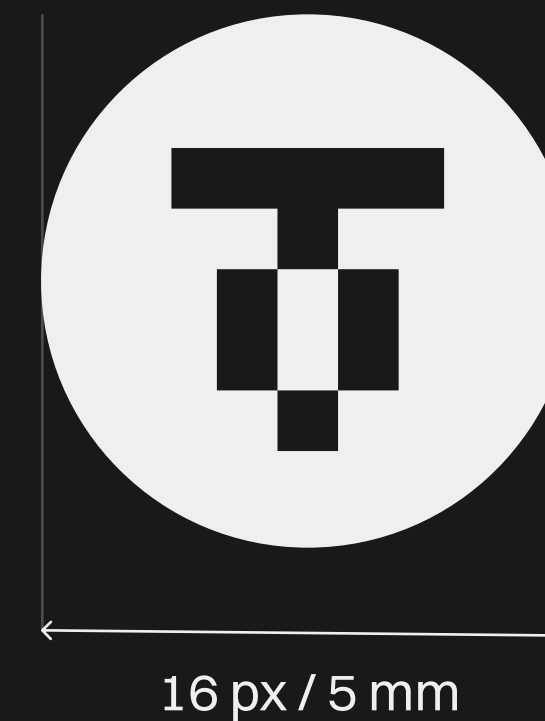


Minimal sizes

Minimal sizes exist to ensure legibility across all uses and they're defined by the thinnest part of the logo - the stem of the letter "T" in the wordmark.

For digital applications the stem should be no thinner than 1 px, which corresponds to a logo width of 40 px and a symbol size of 16 px.

For print applications the stem should be no thinner than 0.25 mm, which corresponds to a logo width of 10 mm and a symbol size of 5 mm.

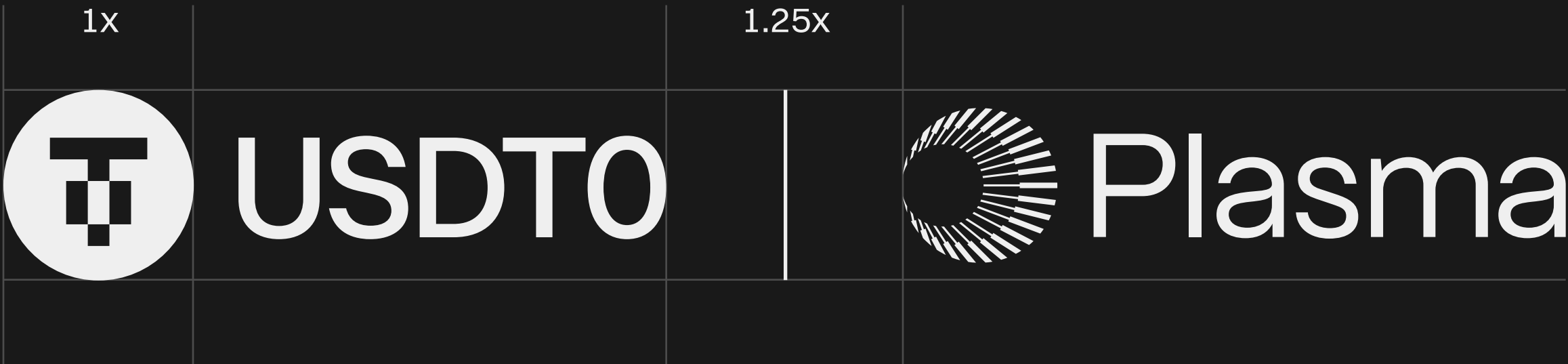


Co-branding lockup

The co-branding lockup is used in communications involving approved USDT0 partnerships.

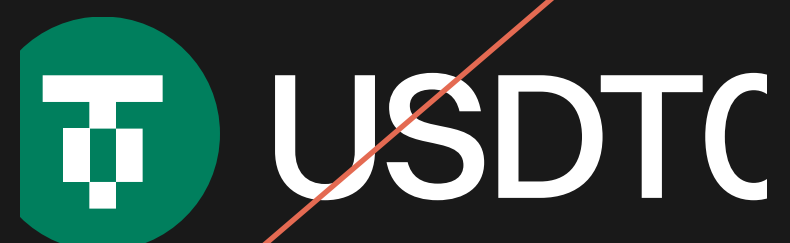
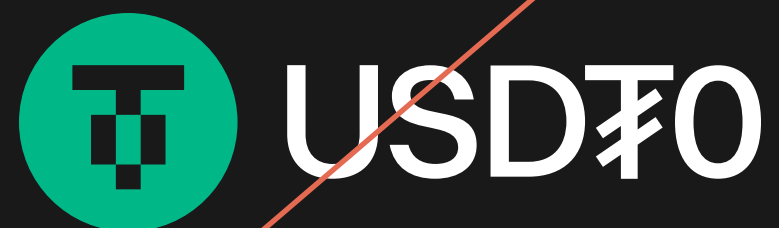
The USDT0 logo should appear either to the left or on top of the partner’s logo. The gap between the logos should be equivalent to 125% of the USDT0 symbol’s width, with a line running through the middle.

Both logos should be optically equal in size.



Incorrect logo usage

1. Do not use outdated versions of the logo.
2. Do not scale the logo disproportionately.
3. Do not use color versions not specified in the brand guidelines.
4. Do not crop the logo.
5. Do not apply additional effects to the logo.
6. Do not use the “T” symbol without it’s circular background.
7. Do not change the font of the wordmark.
8. Do not change the layout of the logo.
9. Do not use the name “USDT” without the “0”.



Asset Marks

Construction

USDT0 supports multiple asset representations built on a shared visual system. Each asset mark uses the same core USDT0 symbol, differentiated by a unique color and name.

The page shows how to structure a new asset mark to keep the system consistent. The font used should always be Switzer Medium with kerning set to -25 in Adobe Illustrator (or -3% in Figma).



XAUt0

primary mark

The gradient asset mark should be used in situations where the mark is prominently visible, so the additional visual depth is noticeable. It should not be used in smaller form factors like icons, where the additional effects could deem it less legible.

The symbol alone can be used in very limited capacity when the XAUt0 name is visible close-by.



XAUt0



XAUt0

XAUt0

secondary mark

The secondary asset mark features a flat appearance to limit the amount of colors used. As a result it's suitable for smaller form factors or environments where technical limitations make the primary option ill advised.

The symbol alone can be used in very limited capacity when the XAUt0 name is visible close-by.



XAUt0

achromatic mark

The achromatic asset mark should be used only when it's impossible or prohibited to use any colors at all.

The asset mark symbol must not be used on its own in achromatic form, as it becomes indistinguishable from the USDT0 master symbol.



Colors

Primary colors

USDT0’s core colors are shades of green, supplemented with achromatic colors. The simplicity of the palette helps in maintaining consistency across various applications.

<div>Light Green</div> <div>#00A67A</div> <div>R.0 G.166 B.122</div> <div>C.81 M.9 Y.69 K.0</div>	<div>Green</div> <div>#00805E</div> <div>R.0 G.128 B.94</div> <div>C.87 M.27 Y.75 K.12</div>	<div>Dark Green</div> <div>#00664B</div> <div>R.0 G.102 B.75</div> <div>C.90 M.36 Y.78 K.27</div>
<div>Dark Grey</div> <div>#1A1A1A</div> <div>R.26 G.26 B.26</div> <div>C.73 M.67 Y.65 K.78</div>	<div>Grey</div> <div>#888888</div> <div>R.136 G.136 B.136</div> <div>C.49 M.41 Y.41 K.5</div>	<div>Off-White</div> <div>#F0F0F0</div> <div>R.240 G.240 B.240</div> <div>C.4 M.3 Y.3 K.0</div>

Secondary colors

Secondary colors exist to assist the primary palette in situations where more visual complexity is required. These colors should never be used instead of the primary palette.

<div>Gold</div> <div>#807148</div> <div>R.128 G.113 B.72</div> <div>C.46 M.46 Y.78 K.20</div>	<div>Brown</div> <div>#804D19</div> <div>R.128 G.77 B.25</div> <div>C.36 M.67 Y.100 K.32</div>	<div>Red</div> <div>#803718</div> <div>R.128 G.55 B.24</div> <div>C.31 M.82 Y.100 K.35</div>
<div>Blue</div> <div>#005580</div> <div>R.0 G.85 B.128</div> <div>C.97 M.67 Y.28 K.10</div>	<div>Azure</div> <div>#628699</div> <div>R.98 G.134 B.153</div> <div>C.66 M.39 Y.31 K.3</div>	<div>Rich Black</div> <div>#000000</div> <div>R.0 G.0 B.0</div> <div>C.75 M.68 Y.67 K.90</div>
		<div>White</div> <div>#FFFFFF</div> <div>R.255 G.255 B.255</div> <div>C.0 M.0 Y.0 K.0</div>

Gradients

Gradients can be used as backgrounds, colors for headlines or other visual elements. They should be utilized consciously though in order not to overwhelm the viewer.



Typography

Brand font

Switzer is the brand font of USDT0, both for headlines and body text.

There are no hard rules regarding what weights are allowed or not allowed to provide some flexibility in usage but generally weights over Switzer Medium should be used sparingly.

A B C D E F G H I J K L M N

O P Q R S T U V W X Y Z

& ?

a b c d e f g h i j k l m n o p q r

s t u v w x y z > < + - , . : ;

1 2 3 4 5 6 7 8 9 0 ! / \$ %

Sample type scale

The example shows how various weights and sizes of Switzer can be used together as a system.

Headline 1

Switzer Medium 200 pt / Kerning -5%

Headline 2

Switzer Medium 128 pt / Kerning -5%

Subheader

Switzer Semibold 72 pt / Kerning -5%

Body Text

Switzer Regular 32 pt / Kerning 0%

Caption

Switzer Regular 20 pt / Kerning 0%

Correct usage examples

The first example works because the headline isn't overwhelming thanks to being medium weight. It establishes a clear hierarchy between the headline and the caption below but leaves enough negative space to keep the layout pleasant to the eyes.

The second example works thanks to a proper size difference between the subheader and the body text (60 pt vs 32 pt) as well as spacing between the two text areas, despite both fonts being Switzer Regular.

USDT0
now
supports
multihop.

No more pit-stops and clunky transaction experience. Read more below.

What is USDT0?

Built on LayerZero's Omnichain Fungible Token (OFT) standard, USDT0 unifies liquidity across chains without wrapping, bridging, or duplicating supply. The result is a single liquidity layer where assets behave consistently everywhere and move natively anywhere.

Incorrect usage examples

The first example doesn't work because of the font weights being too strong and the lack of negative space between the text areas, which makes the layout feel too heavy.

In the second example the lack of proper spacing and smaller size difference (40 pt and 32 pt) make the subheader almost indistinguishable from the paragraph.

**USDT0
now
supports
multihop.**

**No more pit-stops and
clunky transaction
experience. Read more
below.**

What is USDT0?

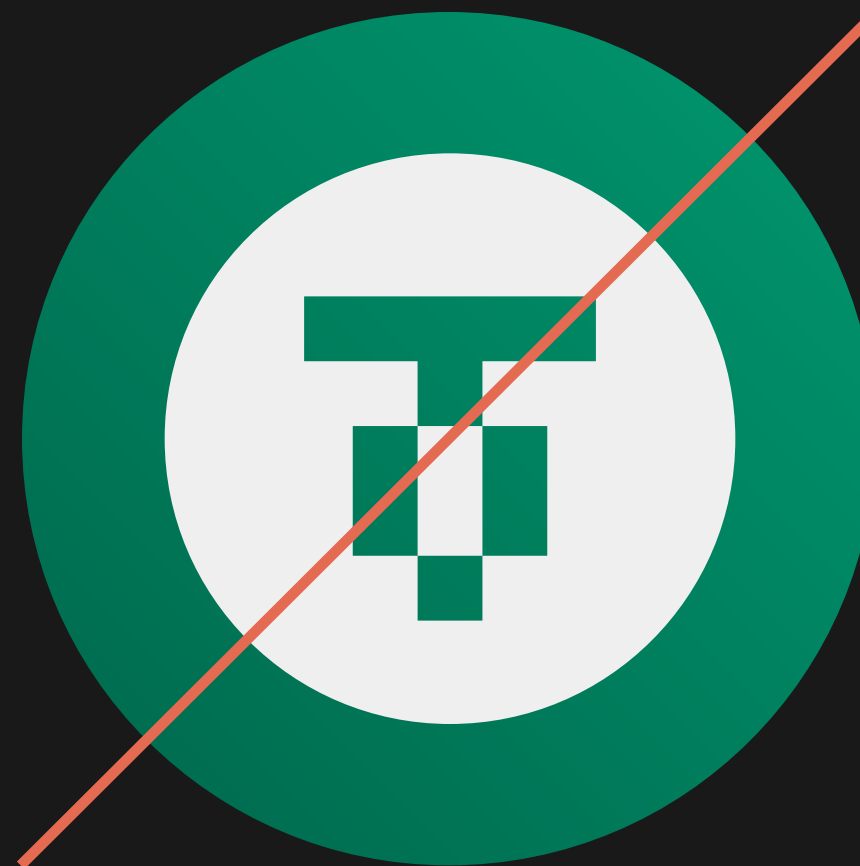
Built on LayerZero's Omnichain Fungible Token (OFT) standard, USDT0 unifies liquidity across chains without wrapping, bridging, or duplicating supply. The result is a single liquidity layer where assets behave consistently everywhere and move natively anywhere.

Social media

Profile picture

The profile picture is an exception to the requirement of a circular background behind the “T” character.

That’s to avoid clashing with profile picture containers (especially rectangular ones) that make the symbol look more complex than necessary, especially in smaller sizes.



Brand in use

The following examples demonstrate how the USDT0 brand is applied across real-world touchpoints and use cases.





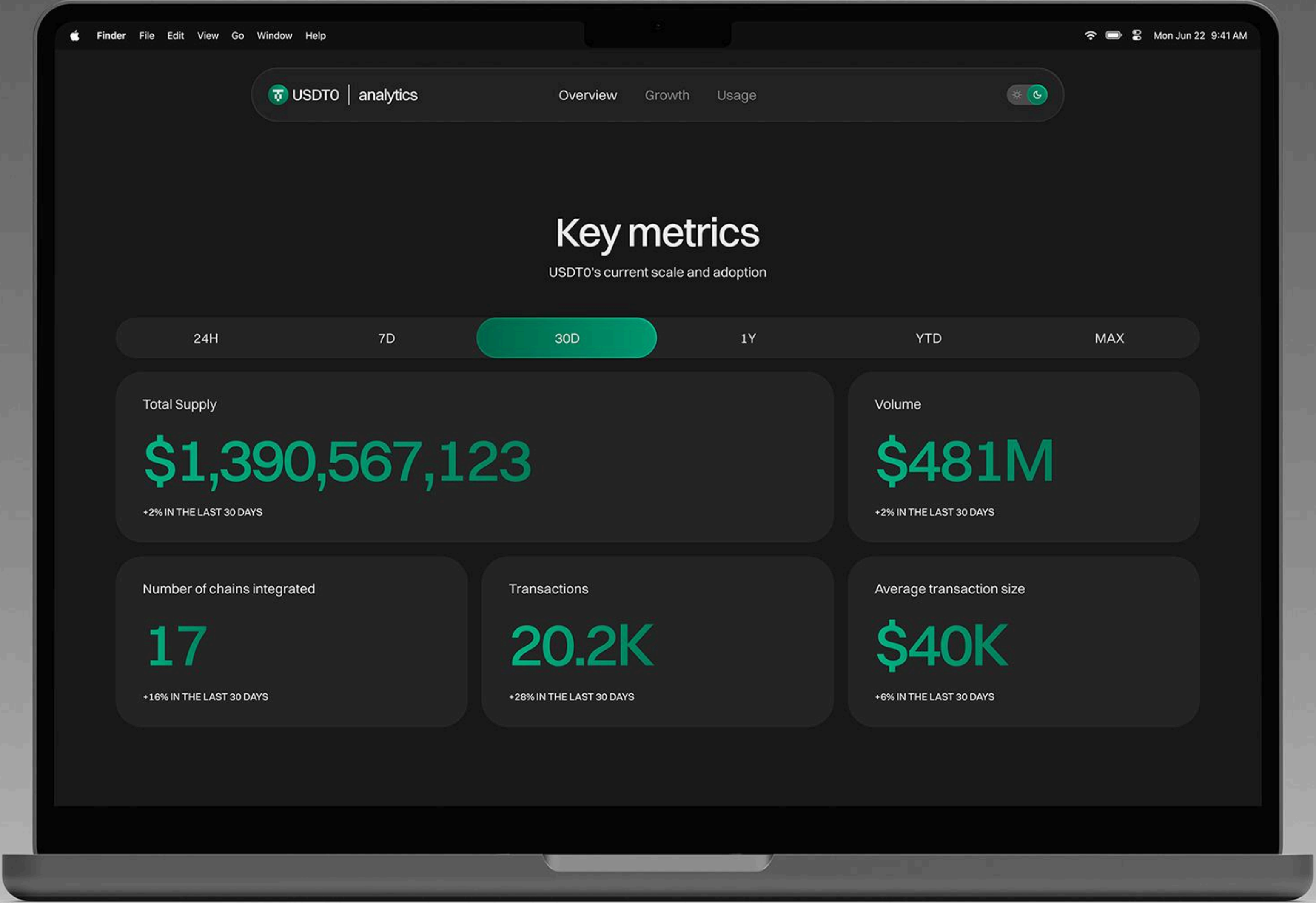
**Toto
Horner**
Product



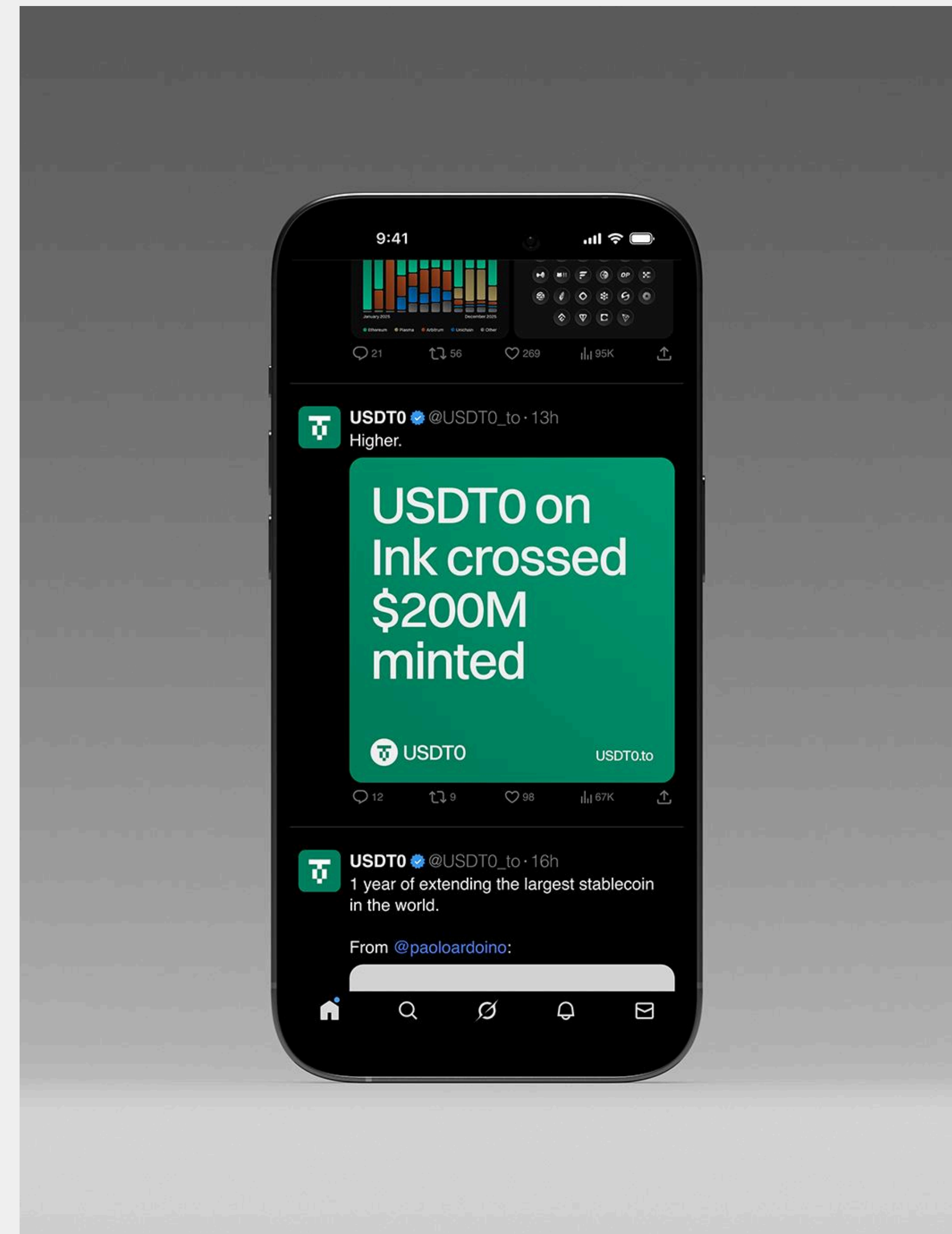
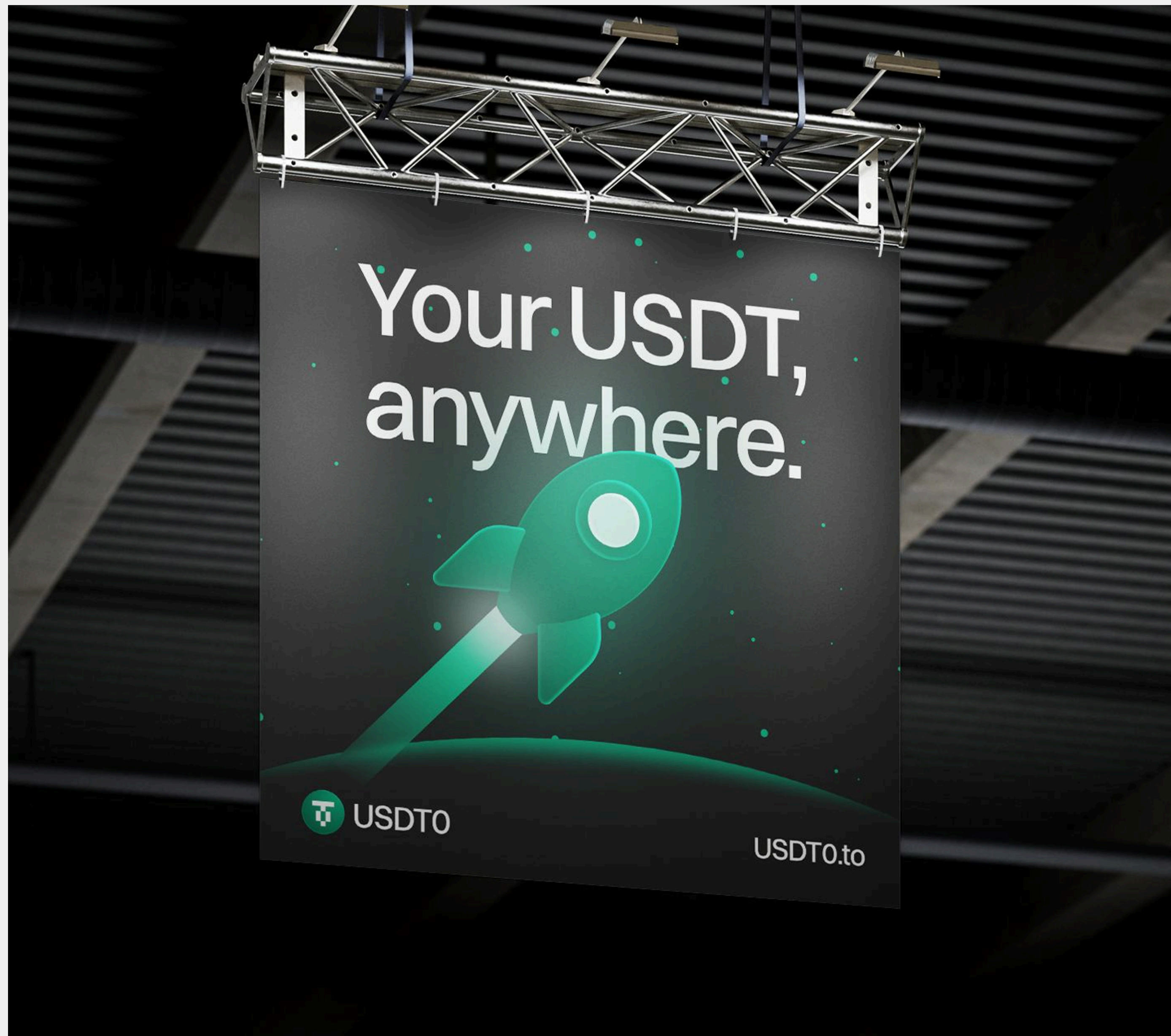
**Alex
Russel**
Engineering



**Michael
Norris**
Design









The USDT0 brand identity is designed as a system. Consistent application across products, communications, and partnerships is essential to maintaining clarity and trust.

For questions, edge cases, or new applications not covered in these guidelines, alignment should be sought before execution.