

One neutral intelligence layer
One global market

Discover, compare and understand tokenized real-world assets across issuers, markets and blockchains.

A discovery and sourced-data brand. Independent in presentation, neutral in purpose, professional without excluding individuals.

Keep the identity intact



NIGHT SURFACE

Use the current purple-and-silver logo, with transparent surroundings. Preserve proportions, gradient and interior detail. Align the visible artwork, not the original image canvas.

Recommended starting point: clear space of at least one quarter of the visible logo height. For this detailed raster logo, begin at 80 px visible width and check readability at the final size.



DAY SURFACE

Never stretch, redraw, place inside a decorative ring, or add an extra glow. The supplied tight crop removes empty margins; it does not retouch the artwork.

Primary source: 800 × 533 px raster. The cropped export is 455 × 215 px. No editable primary-logo vector master is included.

Lavender is the common thread

Lavender
#A78BFA
Network symbols / highlights

Night purple
#7247B8
Night-mode primary token

Day purple
#7C3AED
Day-mode primary token

Night canvas
#1F0F2E
Night background token

Deep chrome
#1A0D2E
Navigation / brand surfaces

Day ink
#0D0B1E
Text on white

White is the day canvas. Use lavender on dark surfaces; use the stronger day purple for readable text on white. Brand lavender is not a universal body-text color. Keep status colors semantic, not decorative.

Clear, not louder

Montserrat

Light / Regular / Semibold

Use light display headings, regular body text and restrained semibold emphasis. Keep headings free of trailing periods; do not use emojis. Avoid dense all-caps paragraphs.

Practical hierarchy
Display: 40–56 px
Heading: 24–32 px
Body: 16–18 px
Caption: 12–14 px
Phone inputs: at least 16 px

NEUTRAL. SOURCED. PROFESSIONAL.

Say: discover, compare, indexed, observed, sourced, professional-grade.

Avoid: trade here, matching counterparties, guaranteed returns, recommendations, predictions or implied custody.

Core description
UNIALL is a neutral discovery and data layer for tokenized real-world assets.

Interest language
Record anonymous, one-sided, non-binding interest signals, shown to issuers only as aggregated demand.

One system, truthful signals

NETWORK SYMBOLS

Use recognizable symbol-only logos in #A78BFA, on transparent backgrounds. Remove surrounding plates and frames; preserve intrinsic symbol geometry. Fade and glow affect only the symbol, never its tile. Keep the network name readable.

MOTION & BACKGROUNDS

Use a gentle logo-only fade with restrained glow. Respect reduced-motion settings. The decorative particle network belongs only on the landing page; never imply that its links are actual asset relationships.

DATA & CLAIMS

Show sourced current or historical observations. Keep unknown asset facts undetermined. Publish coverage figures only from authoritative live statistics. Do not invent AUM, endorsements, certifications, investment advice or future outcomes.

MOBILE & ACCESS

Start with one left-aligned column. Preserve the real content and primary actions on larger screens. Keep buttons clear of labels and badges. Free registration unlocks Find; never imply that Find requires a paid plan.

This kit documents the current identity. Website behavior is unchanged. For large-format production, obtain the original vector master rather than redrawing or upscaling the logo.