



SettleMint Brand Guidelines

september 2023

Intro

This brand book tells the story of SettleMint. It shows who we are, what we do and how we present ourselves to the world.

We describe how to correctly apply our brand identity. Handy guidelines for anyone who contributes to the SettleMint brand with color and substance. Every piece of communication adds value to our brand. And that value creation succeeds if we communicate our brand in a consistent manner.



Index

Our Verbal Identity

Category Definitions	05
Company Descriptor and Boilerplate	06
Benefits, USPs and Sales Talking Points	07
Language Guidelines	08
Feedback Mechanism	10

Our Visual Identity

Logo	12
Baseline	16
Typography	24
Color	29
Imagery	32
Graphic	38
Applications	43

Our Verbal Identity

Category Definitions

Please note that all one-liners, descriptors and boilerplates have been written so they can be copied and pasted to save time when a specific copy length is required (for example, by a partner or event). This is why the descriptors and boilerplates build off the one-liner, so the one-liner isn't missed out if a descriptor or boilerplate is used. However, all examples can and should be expanded upon when more space is available.

Blockchain Transformation

One liner:

Blockchain Transformation is a discipline that connects people, processes and technology to accelerate value creation with blockchain.

50-word descriptor:

Blockchain Transformation connects people, processes and technology to accelerate value creation with blockchain. It is not just about new technology but also about helping people to understand and use the technology, as well as putting the processes in place that empower them to create value with it.

Blockchain Transformation Platform

One liner:

A Blockchain Transformation Platform is a complete technology that enables IT teams to build and integrate enterprise-grade blockchain applications incredibly fast.

50-word descriptor:

A Blockchain Transformation Platform is a complete technology that enables IT teams to build and integrate enterprise-grade blockchain applications incredibly fast. It radically simplifies blockchain development by offering full-stack capabilities and advanced integrations that are fit for all use cases, making every developer a blockchain developer.

Company Descriptor and Boiler- plate

Blockchain Transformation
Company

One liner:

SettleMint is the Blockchain Transformation Company.

50-word boilerplate:

SettleMint is the Blockchain Transformation Company that connects the dots between people, processes and technology to accelerate value creation with blockchain. It enables enterprises to easily and rapidly build and integrate blockchain applications, while empowering teams with the skills, knowledge, methodologies, guidance and ongoing support they need.

Slogan:

Blockchain Transformation made easy

Benefits, USPs and Sales Talking Points

Blockchain Transformation

Seize the opportunities that blockchain brings

There will be \$3.1 trillion of new business value created by 2030.

Cross the blockchain complexity chasm

Don't be one of the 85% of blockchain projects that get stuck.

Accelerate value creation with blockchain

Launch blockchain applications in weeks not months.

Blockchain Transformation Solution

- Accelerate **value creation** with blockchain to stay ahead of competitors
- Achieve **sustainable results** by avoiding wasteful one-off projects
- Easily and rapidly **build and integrate** blockchain applications
- **Equip your teams** with the necessary skills, knowledge and methodologies
- Access **ongoing support and guidance** throughout the entire process

Blockchain Transformation Platform

Radically simplify blockchain development

Enable your IT team to build, launch and integrate blockchain applications in weeks not months.

Access full-stack capabilities for all use cases

Build end-to-end blockchain applications with no need for re-tooling or retraining as you grow.

Make every developer a blockchain developer

Keep top talent by giving them the best tools and letting their ambition do the rest.

Connect to existing applications and systems

Use advanced integration capabilities to connect to end-user applications and legacy systems.

Scale without compromising performance

Increase your applications and users seamlessly with a platform that evolves to your needs.

Run business-critical blockchain applications

Trust in the platform's enterprise-grade reliability, availability, resilience and security.

Language Guidelines

Terms to avoid

Using these terms will confuse SettleMint's new Blockchain Transformation positioning.

- High-performance low-code
- Low-code
- Blockchain-Platform-as-a-Service (BPaaS)
- The WordPress of blockchain
- The Stripe of blockchain
- Blockchain-enabled digital transformation

DOs & DONTs

Don't say 'leverage', do say 'use' or 'take advantage of' when referring to technology

This is unnecessary jargon, overused in consulting and can be simplified.

Don't say 'unlock', do say 'access' or 'achieve' in reference to benefits or other things.

Again, this is unnecessary jargon, overused in consulting and can be simplified.

Don't say 'allow', do say 'enable' or 'empower' when talking about what we do with clients.

It's condescending and not the collaborative tone we want to use.

Avoid 'blockchain expert', use 'blockchain enabler' instead when describing ourselves.

The topic is too big to be an expert in it all, so be specific when referring to an expertise.

Use 'blockchain' rather than 'distributed ledger technology (DLT)' where possible.

As DLT refers to more than just blockchain, it should only be used in the correct context.

Don't interchange 'blockchain' with 'Web3' or 'the Metaverse'. Web3 and the Metaverse include other technologies that aren't SettleMint's core focus.

Use 'blockchain application' rather than 'decentralized application (dapp)'. For an app to be 'decentralized' is quite a specific thing, so avoid this unless clearly the case.

Use 'Proof-of-Value' rather than 'Proof-of-Concept' when referring to client engagements.

This is the term for a stage of the Blockchain Transformation process in the sales narrative.

Avoid using 'buidl' unless you are absolutely sure it will be recognized by the audience.

Blockchain developers may understand it but senior enterprise personas probably won't.

Language Guidelines

Use American English spellings over British English ones. It is used by more people worldwide and is especially common in business and technology.

Avoid unnecessary adjectives particularly multiple adjectives together. Features and benefits should be based on facts and using too many looks a bit desperate.

Use 'on-prem' rather than the full 'on-premises' when referring to this hosting option. Although the full version is correct and can be used, the shorter version is more common.

Always refer to Soc 2 Type II compliance (or Soc 2 Type II compliant) not certified. This is the correct terminology, as there is no certification provided with an audit.

In general, keep it simple
Blockchain is complex enough. Blockchain enablers shouldn't use jargon, they should explain.

Terms that need to be defined to avoid confusion

- Distributed Ledger Technology (DLT)
- Web3
- Metaverse
- Blockchain complexity chasm
- Proof of Value
- Value discovery

Feedback Mechanism

*Not required as an urgent deliverable before
other sections are filled*

Our Visual Identity

logo

Logo

SettleMint's basic logo consists of an icon and the word mark 'SettleMint'. The icon visualizes the blockchain technology, the blocks of data.

The basic logo must be present on every brand expression to guarantee brand recognition.

The logo has a fixed basic gradient from blue to green, SettleMint's primary colors.

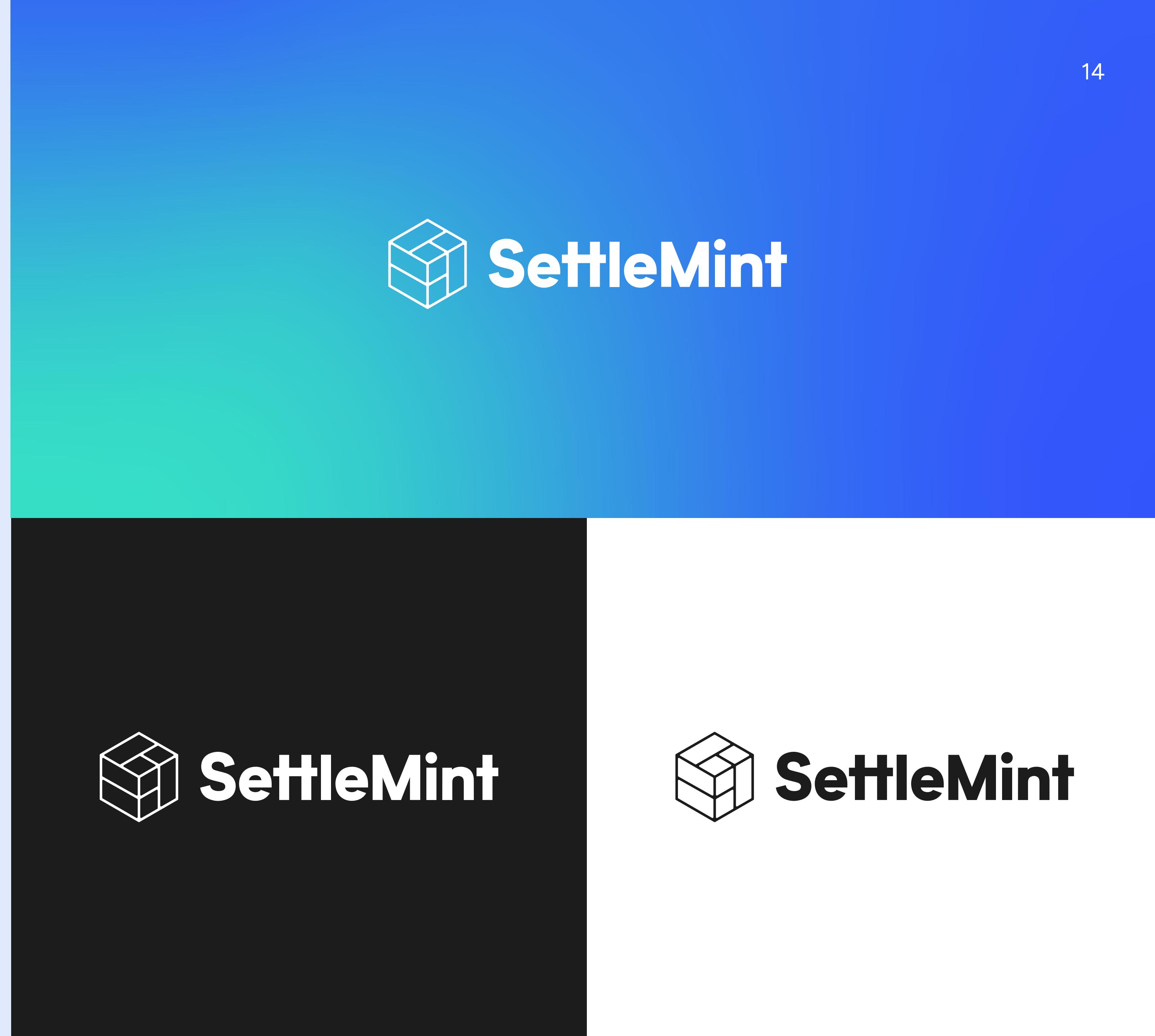


Logo

The general rule? Our colored logo is preferred.

Is that not possible aesthetically or technically? Then you may also use the basic logo in the following color variants: black or white. When the logo is placed on top of the brands color gradient, we prefer to use the white logo as well.

(!) Do not make variations on this logo variant. The icon must always be displayed in outline, never filled.

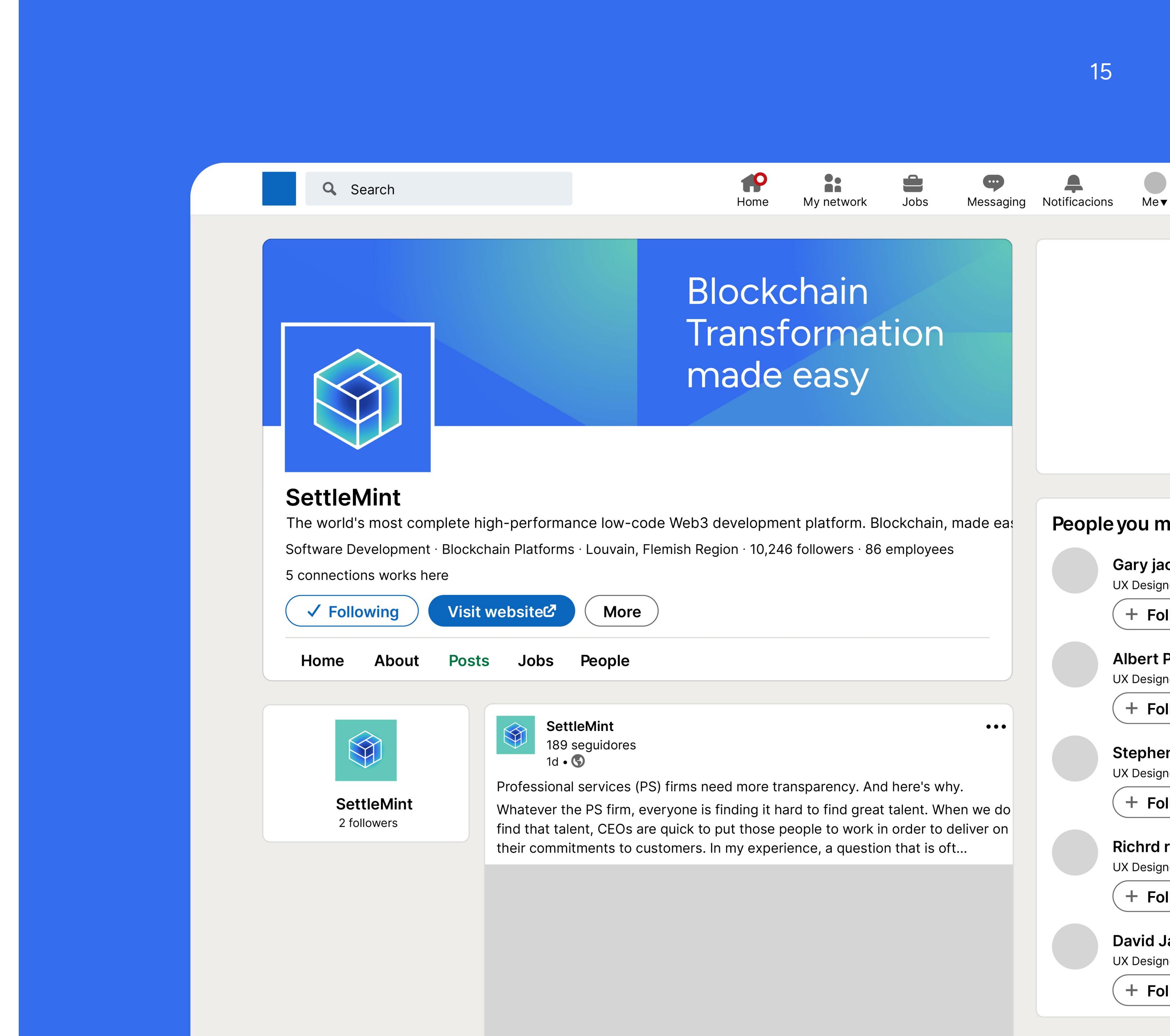


Logo

Logo icon

Our logo icon is a compact icon that lends itself well to online applications.

You use this version as a profile image on our social media channels and to sign posts.



Logo

Logo with baseline

You can also use our basic logo with baseline. The baseline font is Figtree Regular.

! The baseline should be in title case. This is the only correct spelling.



Logo

Logo with TM

You can also use our logo with baseline with the trademark symbol. The TM on a logo means that the logo is a trademark of an organization.

Trademarks are your brand's visual DNA; these marks differentiate your business and its products or services from your competitors.

A trademark serves to identify your business's intellectual property and displays ownership and exclusive rights over your idea, creation, or design. It's also a marketing tool that tells consumers they're buying a "genuine article or service" from a reputable brand.



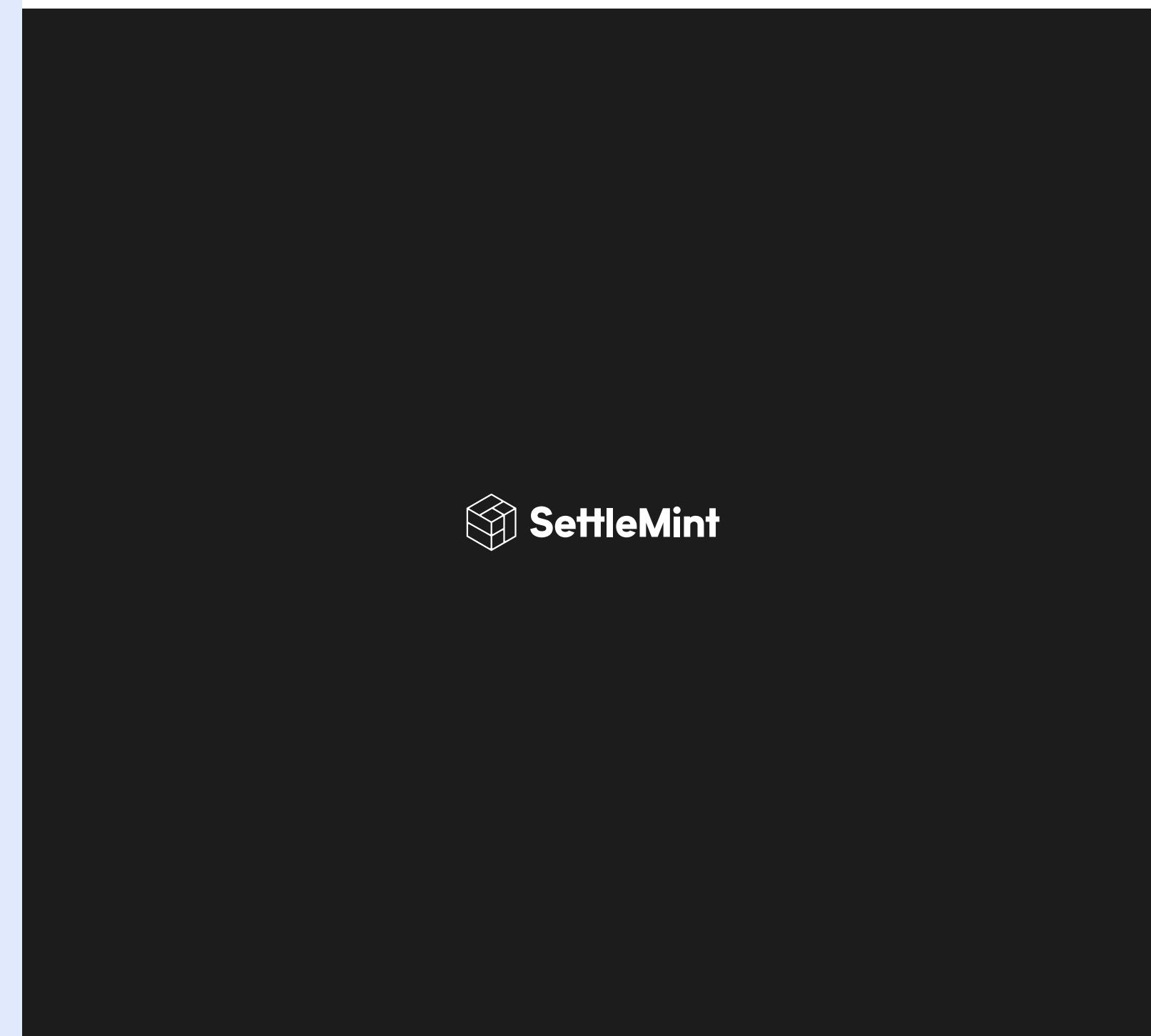
Logo

Minimum size

The logo with text, like the baseline logo, has no maximum size, but a minimum size: You may never use the logo with baseline smaller than with a height of 42px or 15mm.

You may never use the logo without baseline smaller than with a height of 17px or 5mm.

Smaller the text becomes unreadable.



Logo

Protection zone

The protection zone is the white space around the logo in which you are not allowed to place any other visual elements. It gives our logo the necessary space to come into its own.

This protection zone is equal to the 'X', the height of the wordmark 'SettleMint'.



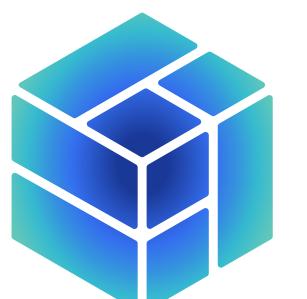
Logo

Logo variant

If there is a need for a vertical arrangement of the basic logo, you can use this logo variant.

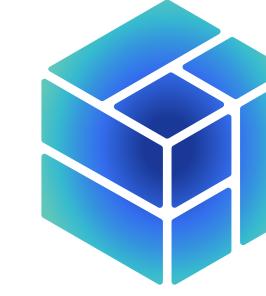


SettleMint



SettleMint

Blockchain Transformation™



SettleMint



SettleMint

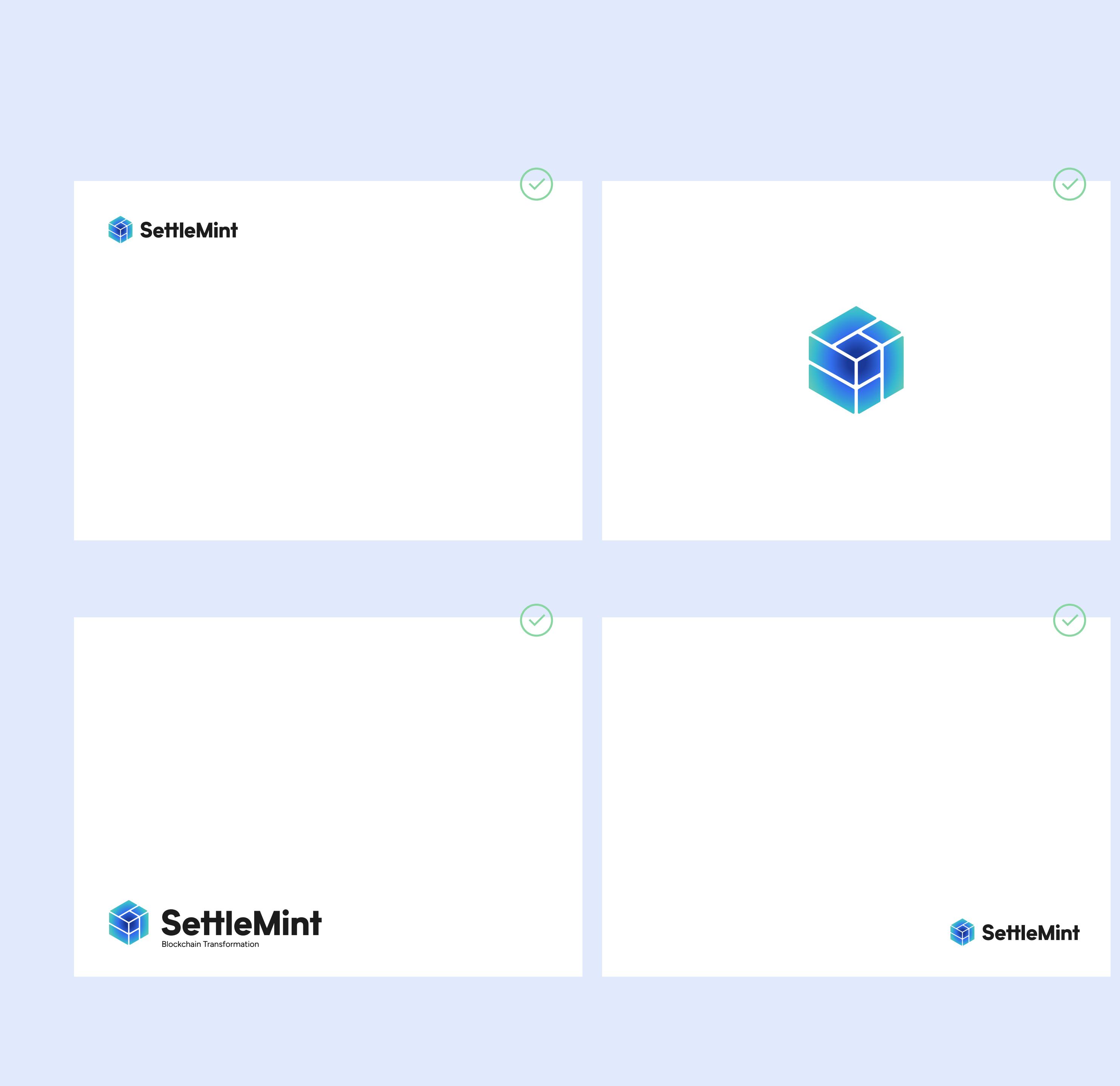


Blockchain Transformation

Logo

Use of the logo

The logo can be placed left, right or central in the layout. You must always respect the minimum size, the protection zone and the distance between the basic logo and the wordmark/baseline.



Logo

Use of the logo

Our logo is flexible, you can use different logo variants. However, it is important to keep a few rules in mind:

- Do not change the respective base logo and wordmark sizes.
- Never place the wordmark below the icon.
- Do not rotate the logo (or parts of it).
- Do not give the logo any other colors or shade.
- Do not change the wordmark by adding extra words, such as url,...



typography

The choice of typography is important.
We advise a neutral yet very modern font.
A font that lets the product talk. A font that doesn't take
the overhand. A font that is very legible when it is used small,
and stays beautiful when used in big size.

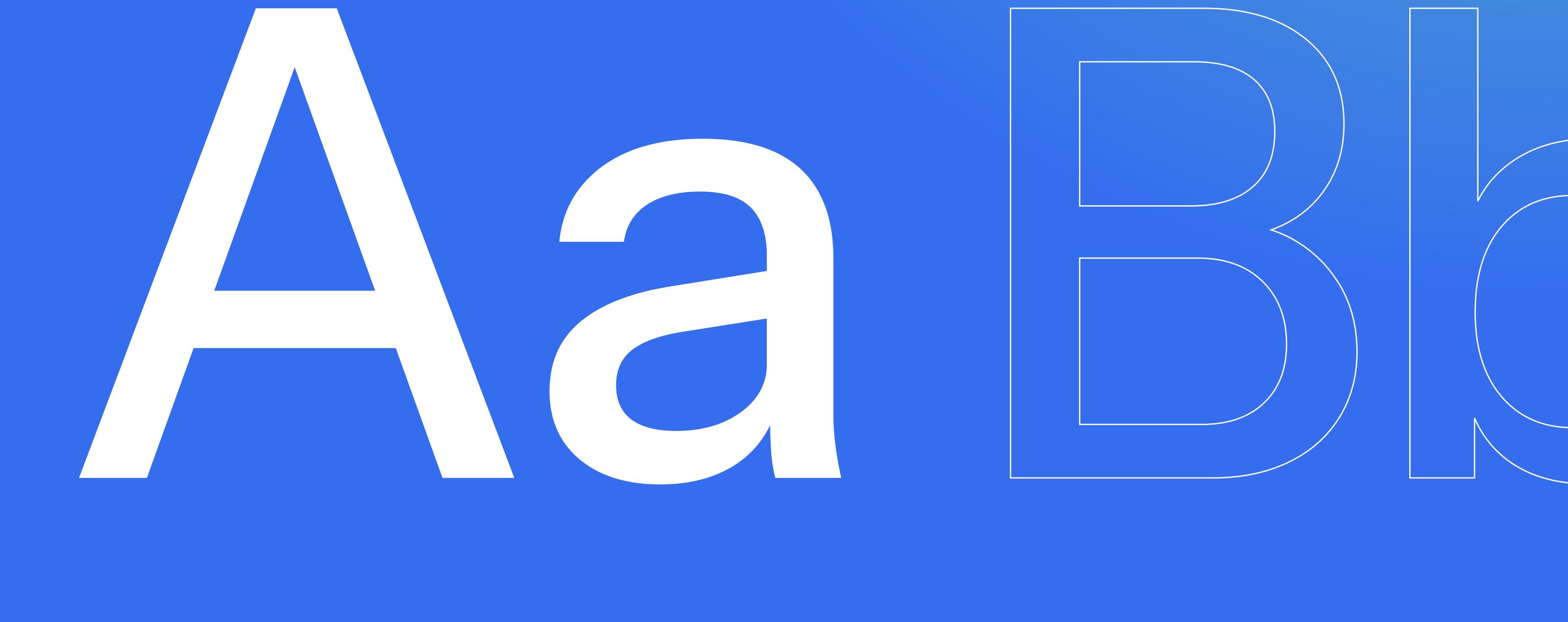
Typography

The brand uses a typography, carefully crafted & designed for computer screens. Figtree is a clean yet friendly geometric sans serif font. It's light-hearted and crisp when used for text, yet still retains some punch when used in uppercase – perfect for buttons and short labels. The font is easy on the eyes and allows the user to read in an easy way.

[You can download the font here](#)

(!) Are there any technical restrictions, such as e-mailing? Then use the default email font Arial.

Figtree - google font



Typography

By default, the body text is displayed in black on a light background. Is the text on a colored background? Then you can color the text white.

For accents such as captions, quotes that are highlighted, you can place the text in one of the brand colors.

Always ensure sufficient contrast so that legibility is guaranteed.

UGH LOCAVORE

UGH LOCAVORE

Whereas a common understanding of these rights and freedoms is

No one shall be held in slavery or servitude; slavery and the slave trade shall be prohibited in all their forms.

No one shall be subjected to arbitrary arrest, detention or exile. Everyone is entitled in full equality to a fair and public hearing by an independent and impartial tribunal, in the determination of his rights and obligations and of any criminal charge against him. No one shall be subjected to arbitrary interference with his privacy, family, home or correspondence, nor to attacks upon his honour and reputation. Everyone has the right to the protection of the law against such interference or attacks.

Typography

The Figtree family has many members. But we don't use them all. With the selection below we always convey our message in a clear way.

- Caption: Figtree Bold
- Titles: Figtree Regular
- Body copy: Figtree Medium & Bold
- Quotes: Figtree SemiBold Italic
- Numbering: Figtree Regular

① Limit capitalization with the Figtree font for captions or buttons. A title, quote or single word does receive an initial capital.

UGH LOCAVORE

Whereas a common understanding of these rights and freedoms is.

No one shall be subjected to arbitrary arrest, detention or exile. Everyone is entitled in full equality to a fair and public hearing by an independent and impartial tribunal, in the determination of his rights and obligations and of any criminal charge against him.

No one shall be subjected to arbitrary interference with his privacy, family, home or correspondence, nor to attacks upon his honour and reputation. Everyone has the right to the protection of the law against such interference or attacks.

No one shall be held in slavery or servitude; slavery and the slave trade shall be prohibited in all their forms.

"
Blockchain Transformation Platforms (BTPs) are the bridge between blockchain ambitions and opportunity.
"

- ①
- ②
- ③
- ④

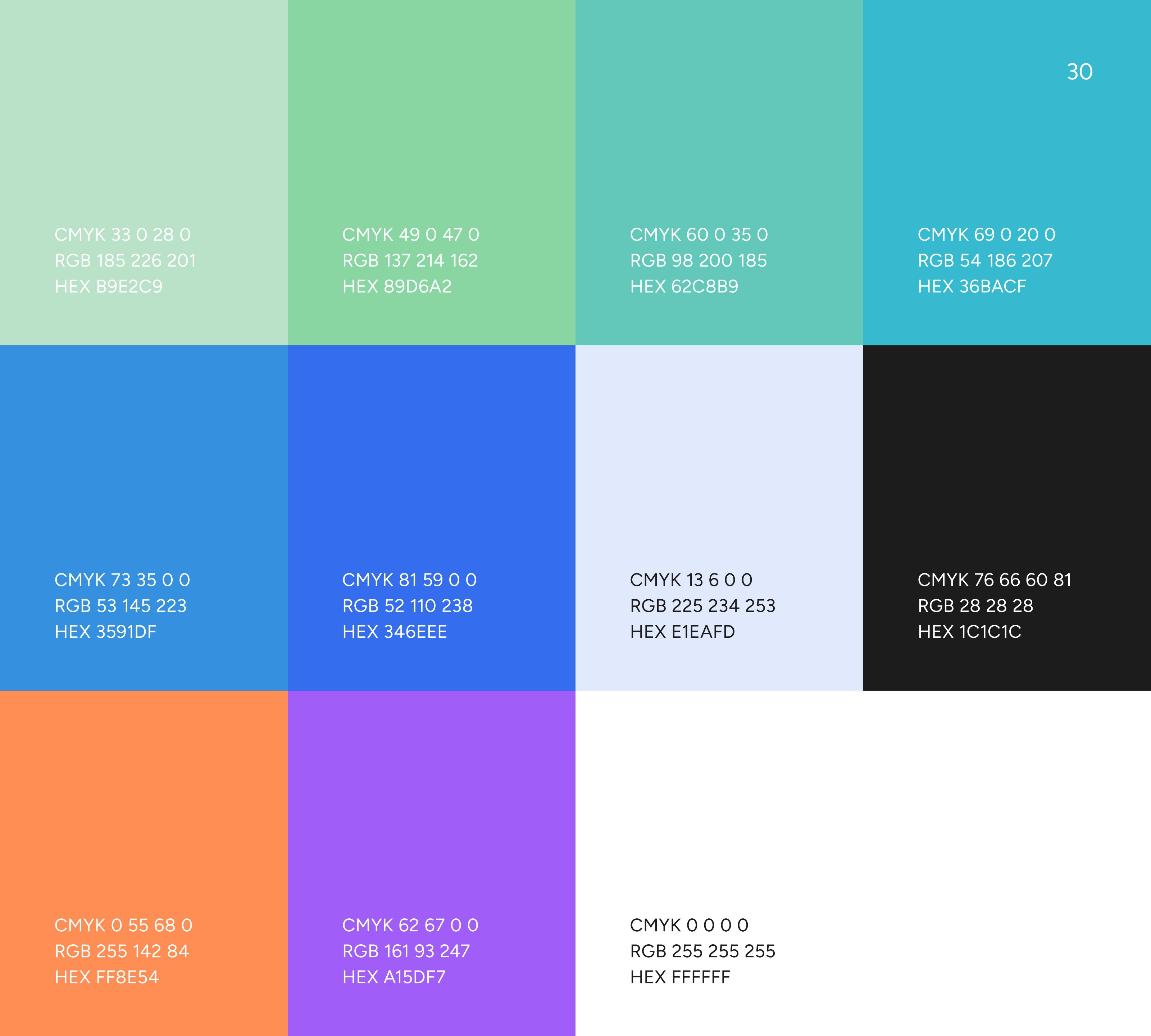
color

Color

Blue and green are the primary brand colours. These colors are given the largest share in general communication.

Two secondary colors support the primary brand color: orange and purple

Granite, a functional colour, is only used as text colour. Light grey can be used for background.



CMYK 0 55 68 0
RGB 255 142 84
HEX FF8E54

CMYK 62 67 0 0
RGB 161 93 247
HEX A15DF7

CMYK 0 0 0 0
RGB 255 255 255
HEX FFFFFF

Color

We improve our perception with the emergence of blockchain technology.

By switching from mostly flat colors to gradients for the background, we elevate our brand in a proper way.

A gradient, without restriction, is edgeless and ever-shifting. A gradient moves, transitions, progresses, defies being defined as one thing. It formalizes difference across a distance. It's a spectrum.

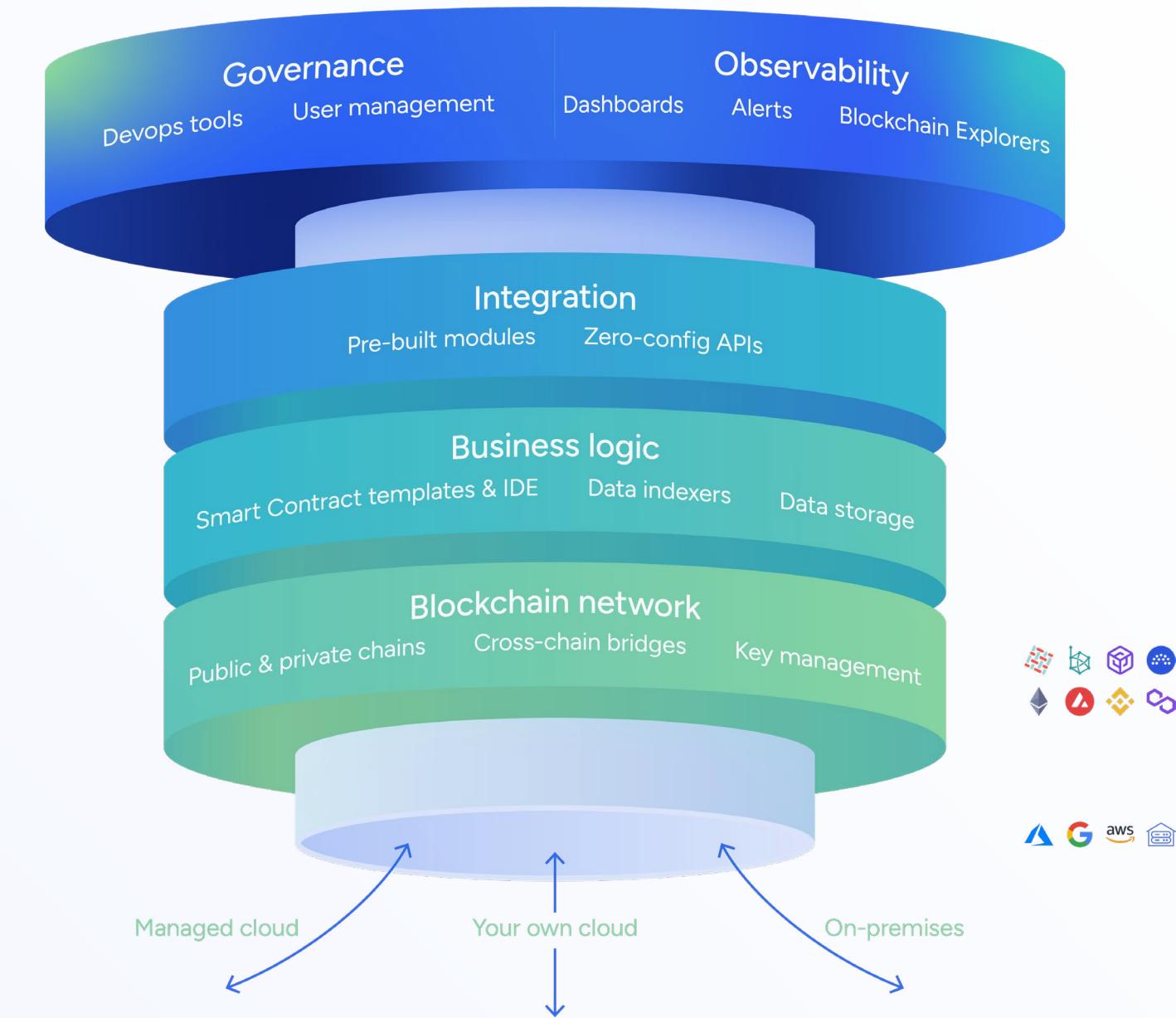
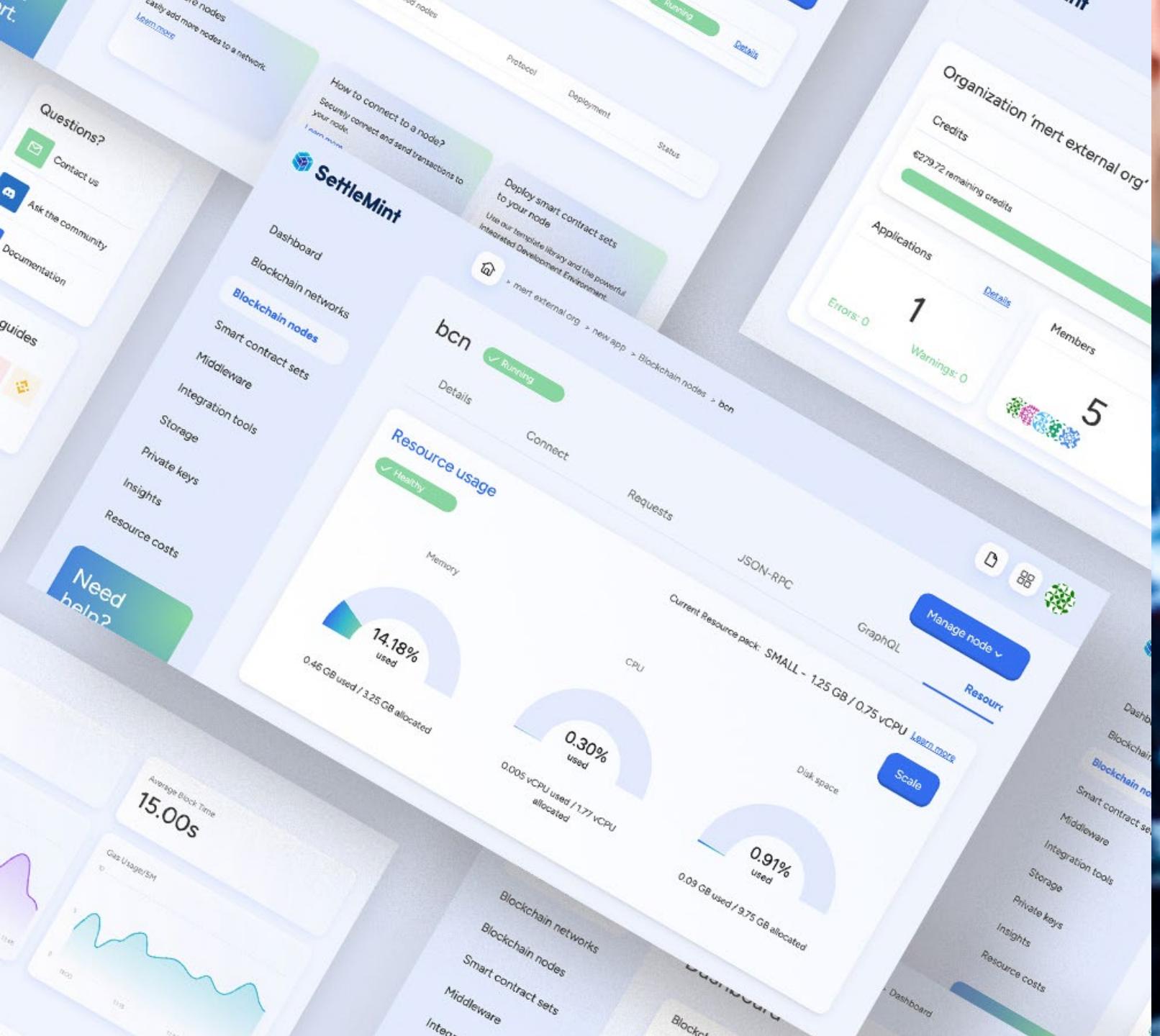


imagery

Imagery

We can divide our image language into 4 large categories:

- our product: the platform
- reportage photography that show people/ organisations
- conceptual imagery to support our story
- graphic visuals to explain our product

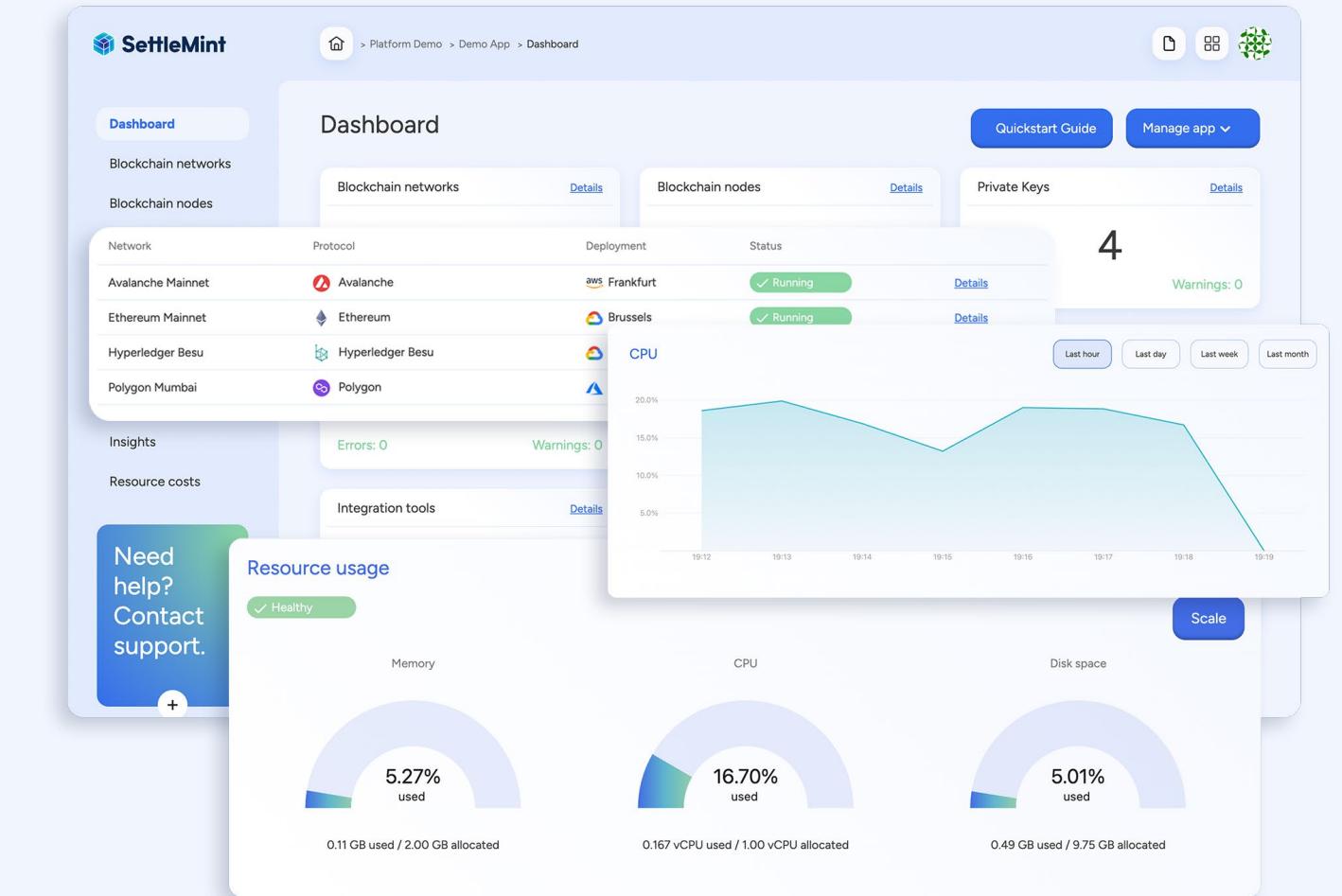
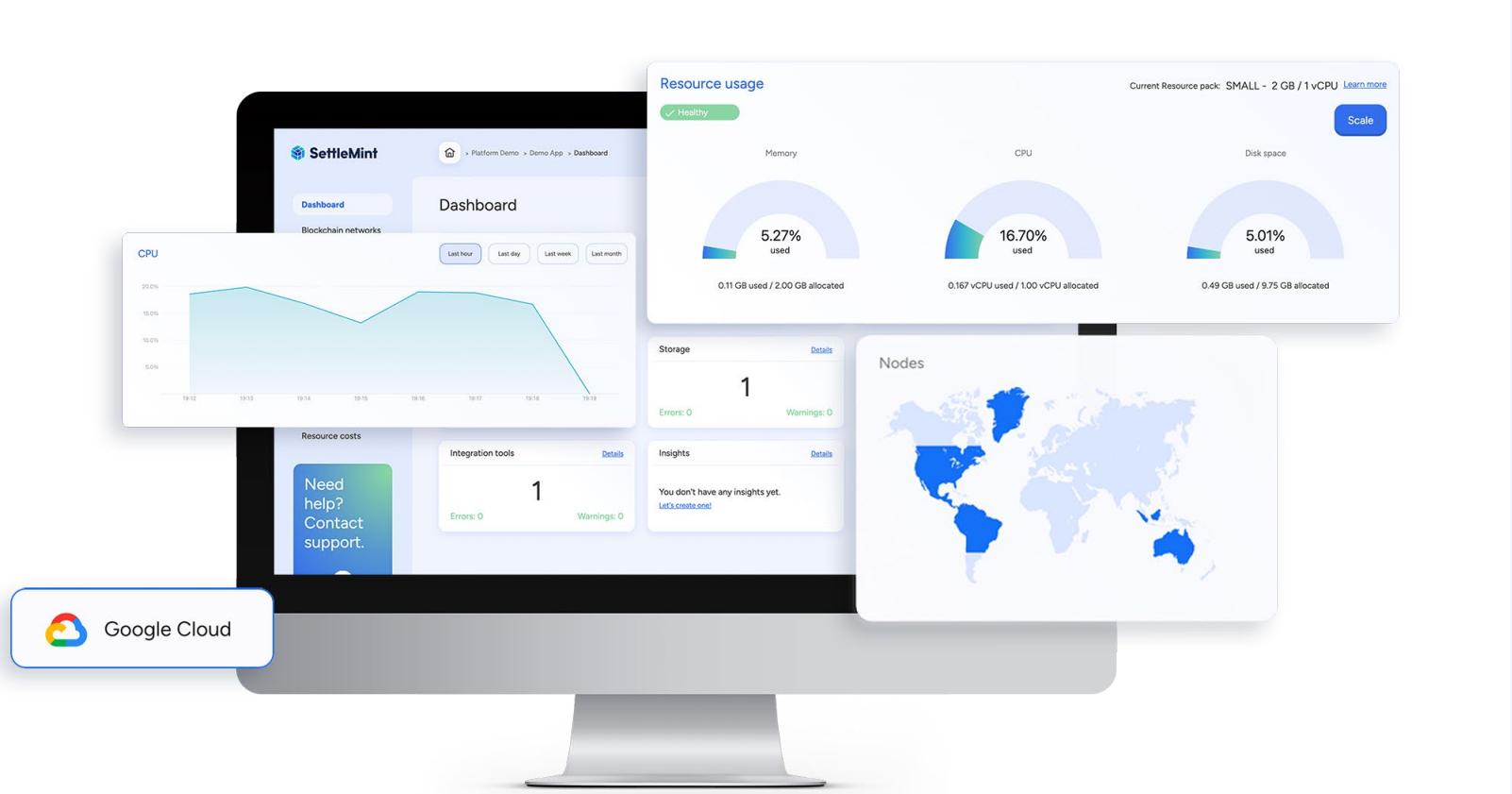
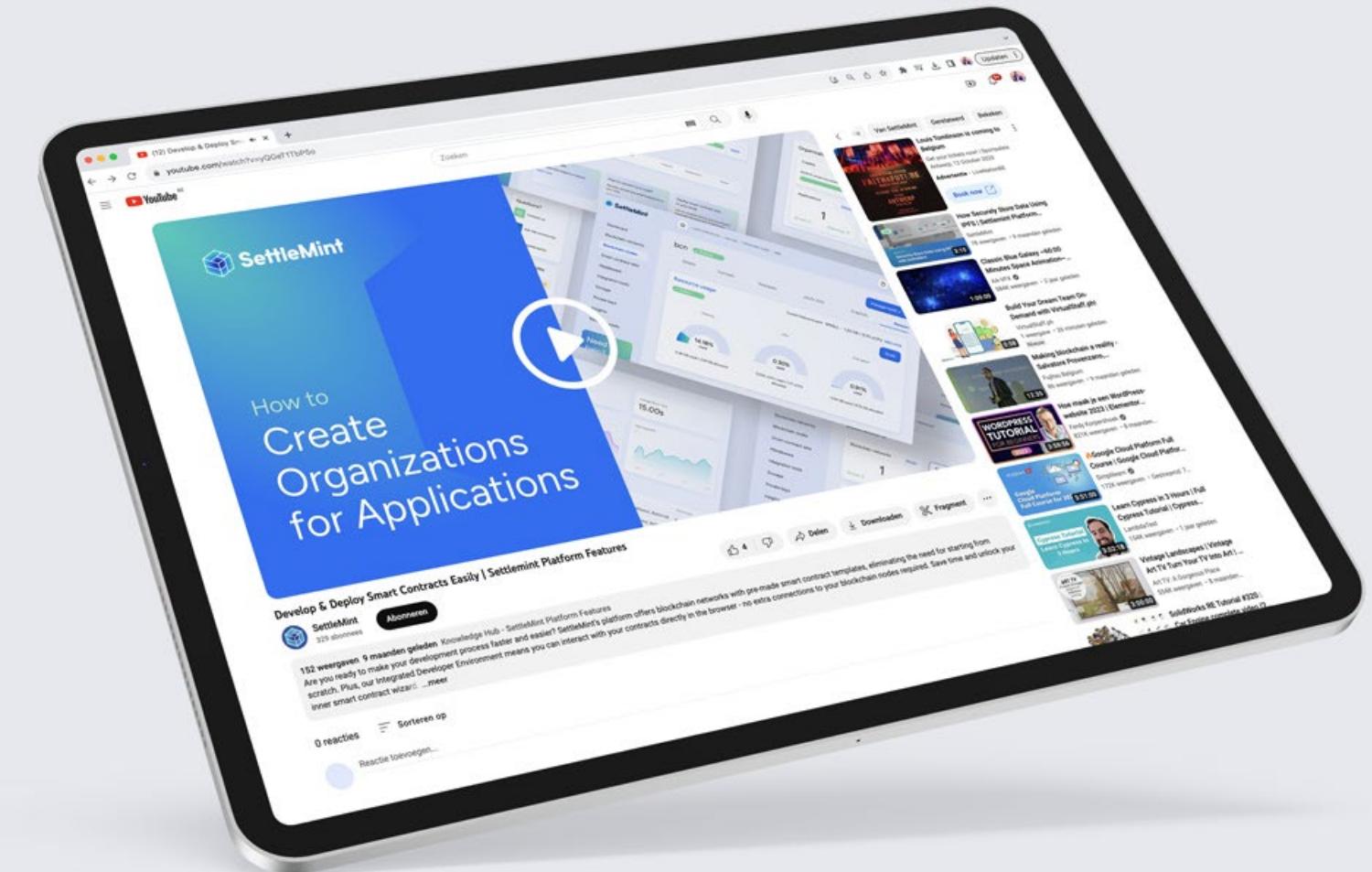
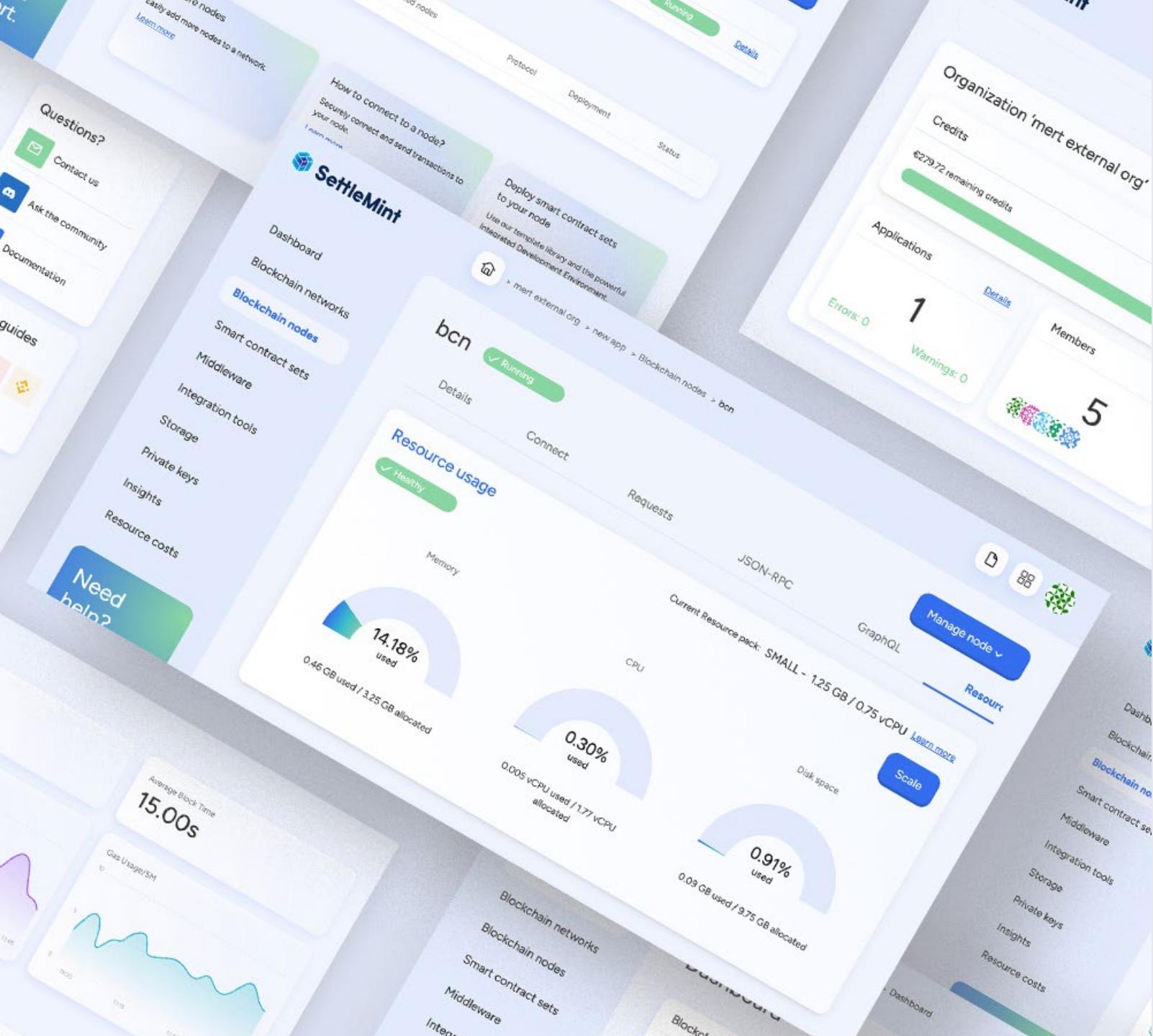


Imagery

Product imagery

When we visualize our product, the platform, we do it by showing real screenshots of our product.

Make use of high-quality mock-ups to display them in a stylish way.



Imagery

Reportage photography

Superpowering developers, having built in partner, expert and community networks to guide and support enterprises of and for entrepreneurs,... makes SettleMint a people's business as well.

That is why we portray developers, entrepreneurs and companies as real people with real business-in-action shots. And we do so in an inclusive way.

Work as much as possible with natural light and daylight. The colors are rather 'desaturated', to emphasize the authenticity of the image.

A blue or green accent is an absolute added value to provide extra brand attribution.



Imagery

Conceptual imagery

When we want to explain the story behind our product: Blockchain Transformation, our new way of doing things, we use conceptual images.

"From a birdview, digital transformation looks much more like a system resembling the interconnectedness of natural elements rather than a filter you simply apply to your business. As we notice the elements needed for a successful digital transformation, is much like how nature adapts to continuous change. We'll see how building a digital strategy can derive from observing nature's well-refined processes."

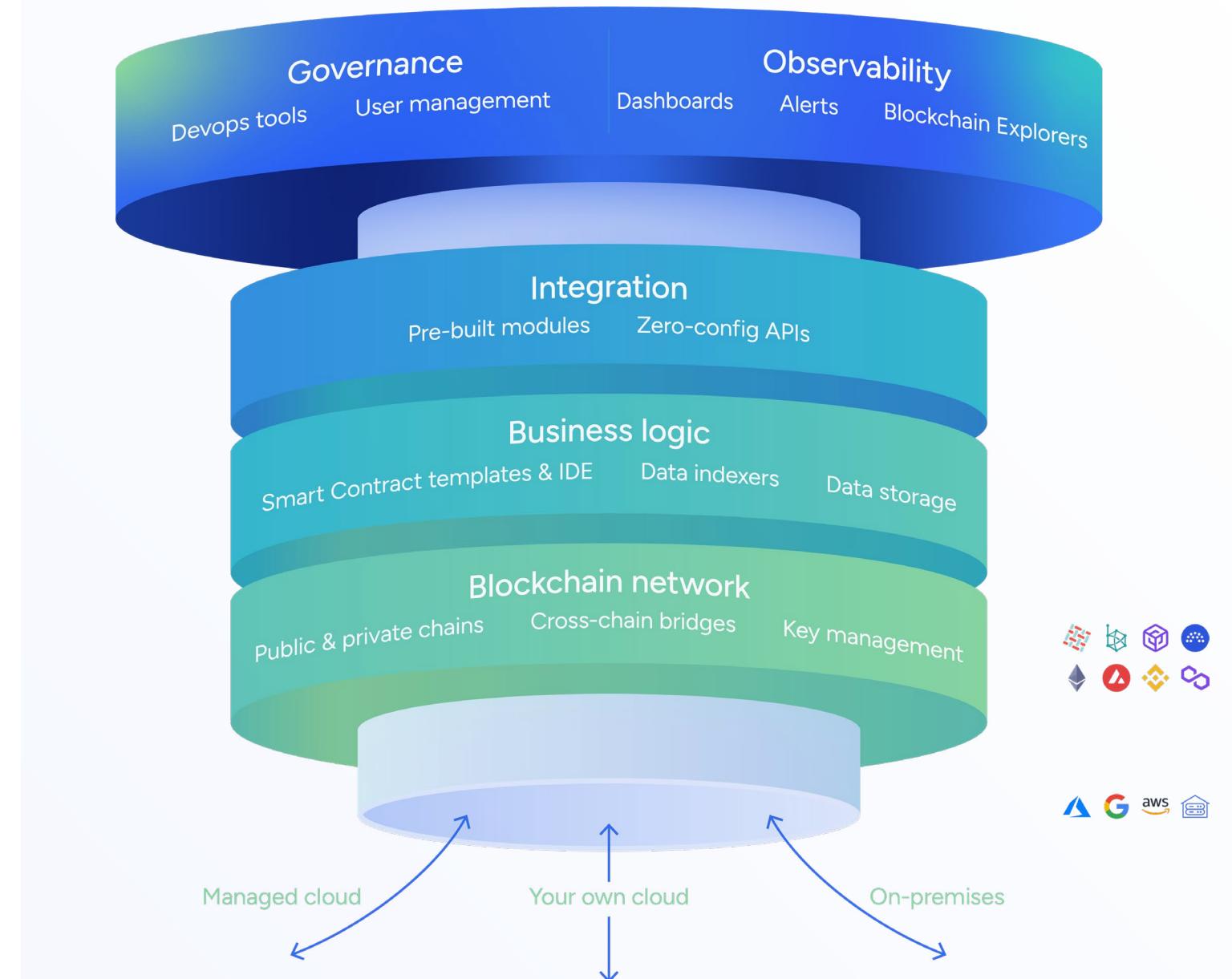
A blue accent is an absolute added value to provide extra brand attribution.



Visuals

We've created 3 main visuals to support our story:

- The Complexity Chasm
- The Product
- The Solution



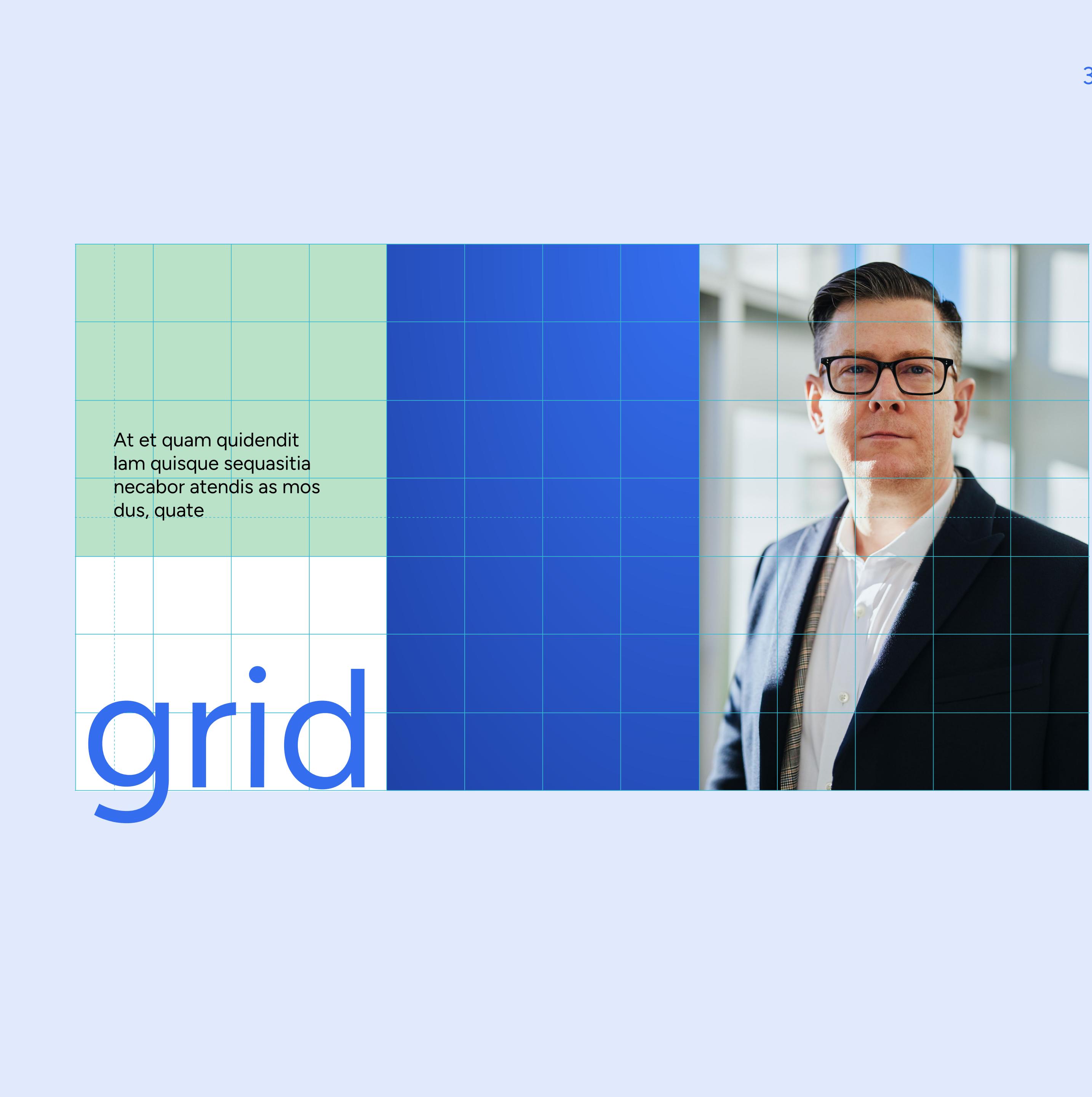
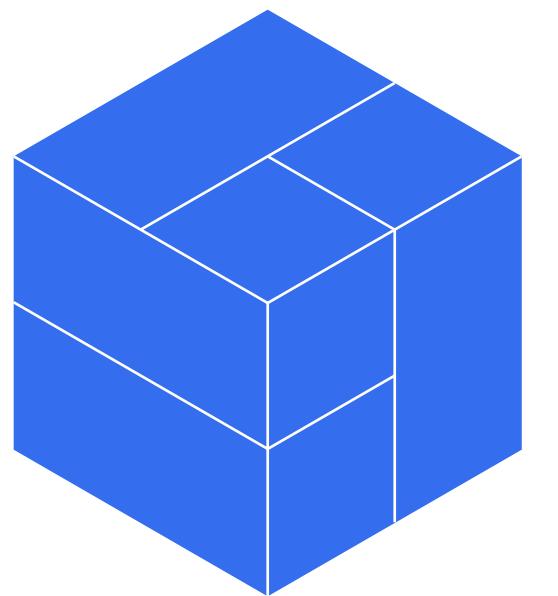
graphic

Graphic

the grid

We define a grid based on the design language of our logo icon: 3D cube.

For a consistent and balanced structure, place all visual components on a grid with 1:1 ratio.



Graphic

We work with a set of graphics that are formed with the same building block: the hexagon / 3D cube from our logo icon.

By fragmenting the hexagon and applying our gradients to it, we create depth and layering. New shapes click together, visualize transformation, growth and progress.

! These shapes are just to demonstrate the range of images you can work with. These should not be used as a complex pattern. We are a straightforward brand and show ourselves as such.

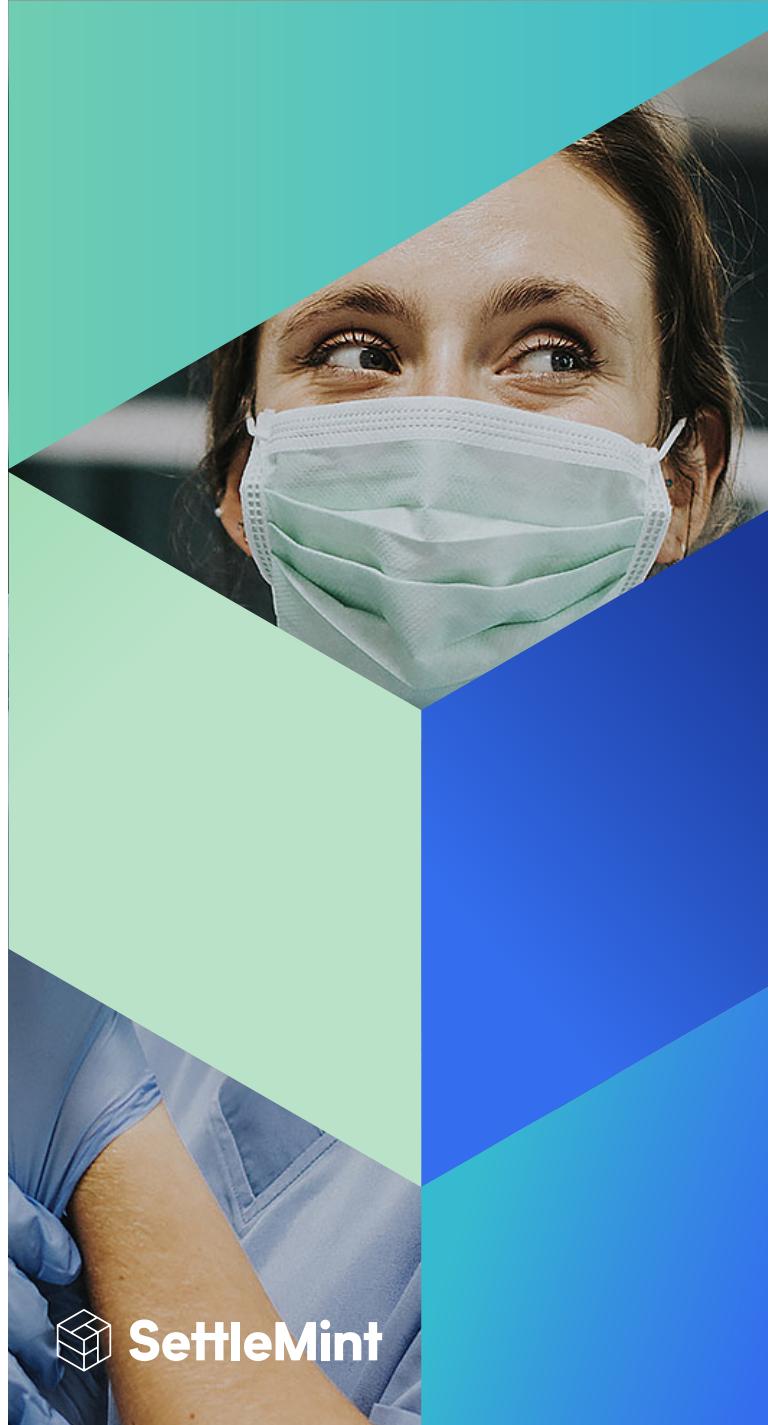


Graphic

The logo icon also forms the basis for new templates. You can use an enlarged and cut hexagon as a template, for example:

- as an image container
- as a graphic element to structure the layout

This graphic imagery forms a dynamic play of form and color.



Blockchain Transformation

For enterprises, public sector and technology partners who want to innovate with blockchain and empower their IT team to build with the right tools.



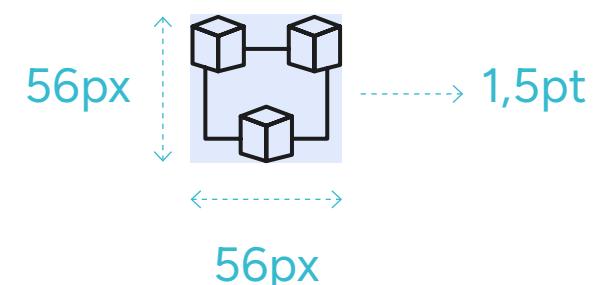
Icons

You can also use icons as visual support:

- to make text more readable, easier to scan.
- as a graphic element in an infographic.
- as a graphic element to reinforce text.

Our icons are given rounded lines. They can be used both positively (granite) and negatively (white).

The line thickness of an icon is 1,5 points at a size of 56px.



applications

Business cards

86 x 55mm



Word-template

A4

SettleMint Contact Details

We welcome any enquiries regarding this document, its content, structure, or scope. Please contact:

Diego Mellouroux
Partner Account Executive
diego@settlemint.com
Belgium: Arnold Nobelsstraat 30 #202 - 3000 Leuven - Belgium (reg BE0661674.810)
Other Offices: Singapore, India, Dubai, Japan

Confidentiality

This document contains confidential and proprietary information of SettleMint. By reading this document, you agree to not disclose the confidential information contained herein to any third party without the written consent of SettleMint, save that you may disclose the contents of this document to those of its agents, principals, representatives, and employees who have a legitimate business need to know of the contents of this document or evaluation of the document. You agree to inform such persons of the confidential nature of this document and to obtain their agreement to preserve its confidentiality to the same extent as yours. As a condition of receiving this document, you agree to treat the confidential information contained herein with at least the same level of care as it takes with respect to its own confidential information, but in no event with less than reasonable care. This confidentiality statement shall be binding on the parties for a period of five (5) years from the issue date stated on the front cover unless superseded by confidentiality provisions detailed in a subsequent agreement.

Terms and Conditions

This document is valid until **January 16th, 2023** and, in the absence of confirmation to proceed, SettleMint and **Wagers** acknowledge and agree to abide by the Mutual NDA as the remaining agreement. SettleMint reserves the right to vary the terms of this document in response to changes to the specifications or information made available by **Wagers**. SettleMint reserves the right to terminate this document if SettleMint in no way conveys by right, title, interest or license in any intellectual property rights (including but not limited to trademarks, service marks, trade names or domain names) used herein. All rights are reserved. SettleMint does not assume liability for any errors or omissions in the content of this document or any referenced or associated third party document, including, but not limited to, typographical errors, inaccuracies or outdated information. This document and all information within it are provided on an "as is" basis without any warranties of any kind, express or implied. Any communication required or permitted in terms of this document shall be valid and effective only if submitted in writing. All contracts with SettleMint will be governed by Belgian Law and be subject to the exclusive jurisdiction of Belgian courts.

Table of Contents

- 1 MANAGEMENT SUMMARY
- 2 THE VALUE OF OUR EXPERTISE
 - 2.1 Introduction
 - 2.2 SettleMint
- 3 CONTEXT AND NEEDS UNDERSTANDING
 - 3.1 Your context
 - 3.2 Our understanding of your needs
- 4 SOLUTION ARCHITECTURE
- 5 PROJECT METHODOLOGY
 - Discovery & Analysis (2 Weeks)
 - Network Deployment (Minutes)
 - Pilot Development (8 Weeks)
 - Pilot Evaluation (2 Weeks)
- 6 PROJECT PHASING & DELIVERABLES
- 7 PROJECT TEAM
- 8 COMMERCIAL OFFERING
 - 8.1 Professional Services
 - 8.2 Platform Services
 - 8.3 Payment Terms
- 9 PROJECT ASSUMPTIONS
 - 9.1 Planning
 - 9.2 Technical
- 10 ANNEX

APPENDIX - The value of the SettleMint BaaS

1. H1 Title Finibus Bonorum

1.1 H2 At Vero Eos et Accusamus

1.1.1 H3 Nam Libero Tempore

Intro 11pt/16,5pt Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritas et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt.

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritas et quasi architecto beatae vitae dicta sunt explicabo.

Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consecetur, adipisci velit, sed quia non numquam eius modis tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem.

Bullet 1st kinfolk listed etsy mukbang

- Koyote roof party taxidermy
- Pok pok artisan live-edge health goth kinfolk
- Heirloom jarbing man bun fit flannel
- Disrupt gluten-free jeans shorts

Small title 13pt

Bodycopy 9pt/11.5pt Ut enim ad minim veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequat? Quis autem vel eum iure reprehenderit qui in ea voluptate velit esse quam nihil molestiae consequatur, vel illum qui dolorem eum fugiat quo voluptas nulla pariatur?

1. Numbered list kinfolk listed etsy mukbang

1. Koyote roof party taxidermy
2. Pok pok artisan live-edge health goth kinfolk
3. Heirloom jarbing man bun fit flannel
4. Disrupt gluten-free jeans shorts

At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quid dolores et quas molestias excepturi sint occaecati cupiditate non provident, similique sunt in culpa

2. H2 At Vero Eos et Accusamus

2.1 H3 Nam Libero Tempore

Intro 11pt/16,5pt Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritas et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt.

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritas et quasi architecto beatae vitae dicta sunt explicabo.

Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consecetur, adipisci velit, sed quia non numquam eius modis tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem.

Bullet 1st kinfolk listed etsy mukbang

- Koyote roof party taxidermy
- Pok pok artisan live-edge health goth kinfolk
- Heirloom jarbing man bun fit flannel
- Disrupt gluten-free jeans shorts

Small title 13pt

Bodycopy 9pt/11.5pt Ut enim ad minim veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequat? Quis autem vel eum iure reprehenderit qui in ea voluptate velit esse quam nihil molestiae consequatur, vel illum qui dolorem eum fugiat quo voluptas nulla pariatur?

1. Numbered list kinfolk listed etsy mukbang

1. Koyote roof party taxidermy
2. Pok pok artisan live-edge health goth kinfolk
3. Heirloom jarbing man bun fit flannel
4. Disrupt gluten-free jeans shorts

At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quid dolores et quas molestias excepturi sint occaecati cupiditate non provident, similique sunt in culpa

Gurpreet singh (SettleMint India)

Gurpreet has 10+ years experience in leading and developing technical projects, highly skilled in the banking sector and identity and access management, crypto currencies and financial integration.

Mastered programming languages :

- Web Framework: ASP.NET, Laravel
- Microsoft Technologies : PowerShell, PowerBI
- LDAP Directories: Enterprise Directory, Active Directory
- Languages: PHP, C#

He is an MSc in Blockchain from University of Nicosia and has experience working with Ethereum and Hyperledger protocols and has worked on asset supply chain, nft and lending apps. He has keen interests in different blockchain protocols, security, financial systems and web2-web3 interactions.

Role in the project : Technical Lead and Project Manager

A4 map



Brochure

A5



Roll-up banner

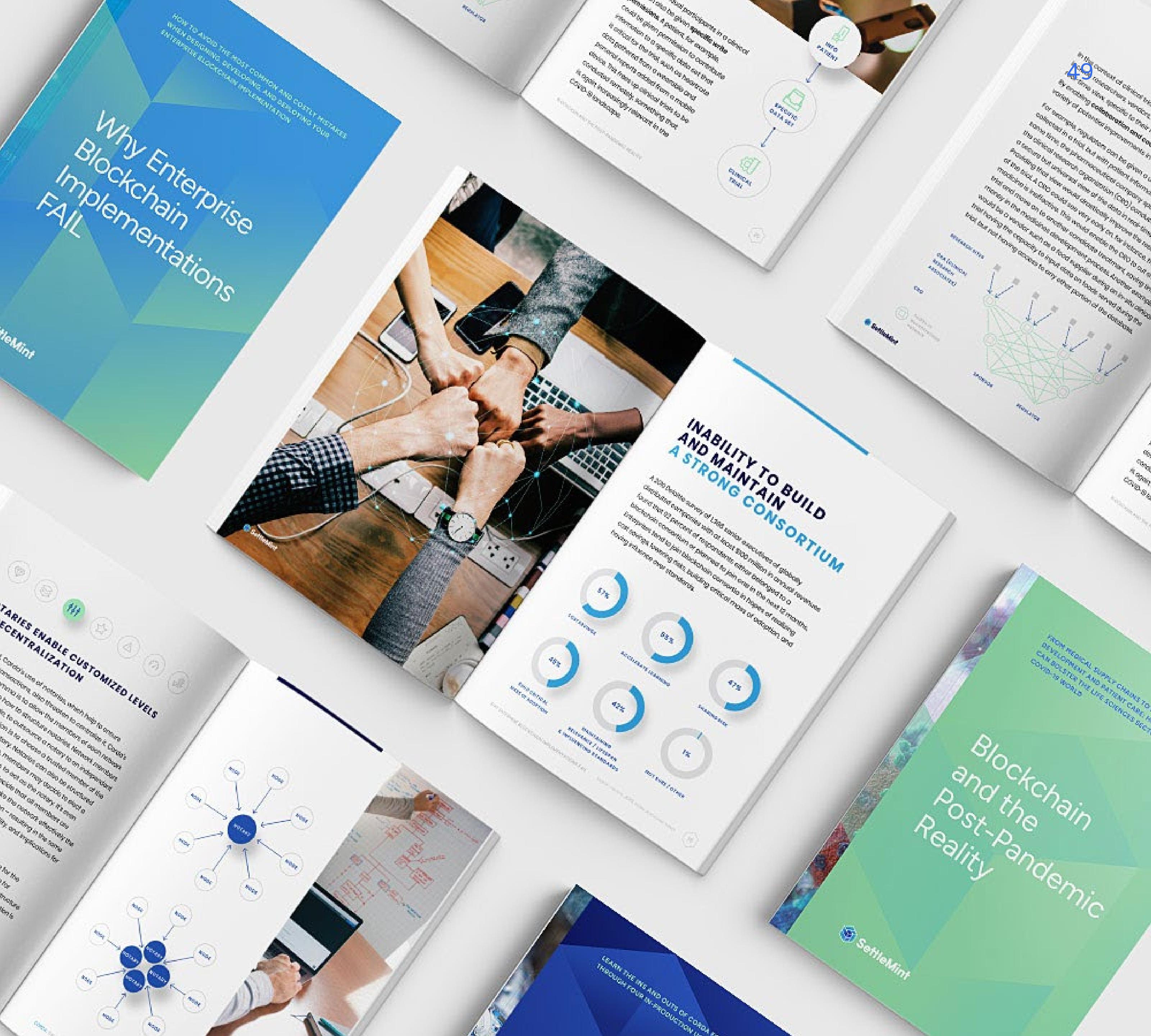
80 x 200cm



Cover minibook

A5

- Use and placement of the logo as shown: bottom left aligned.
 - Work with a combination of our gradients, stock photography and the hexagon style element for extra dynamism
 - Use the Figtree font for headlines and captions



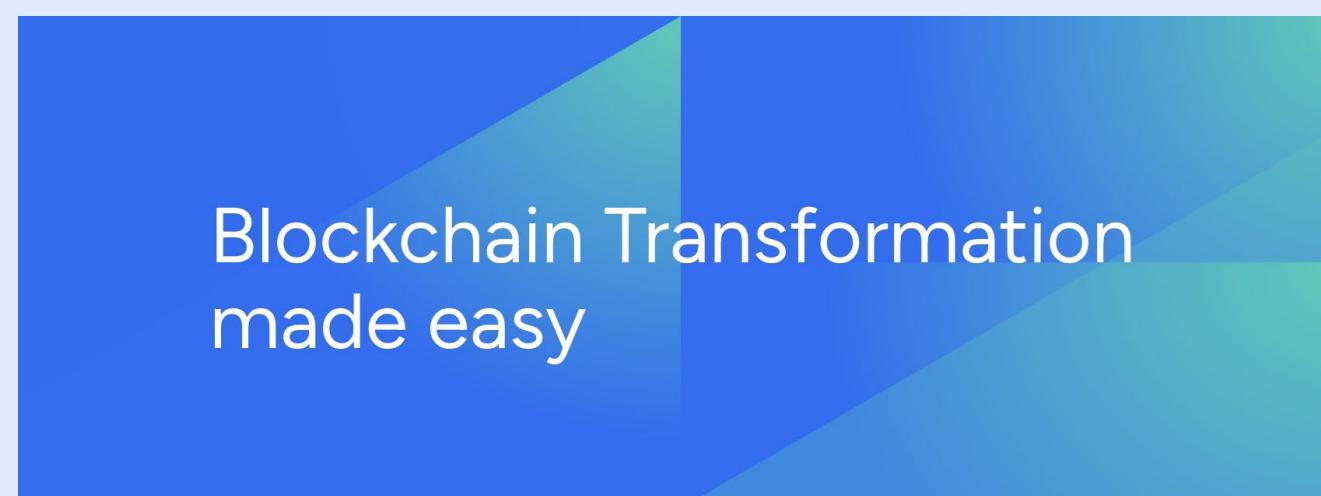
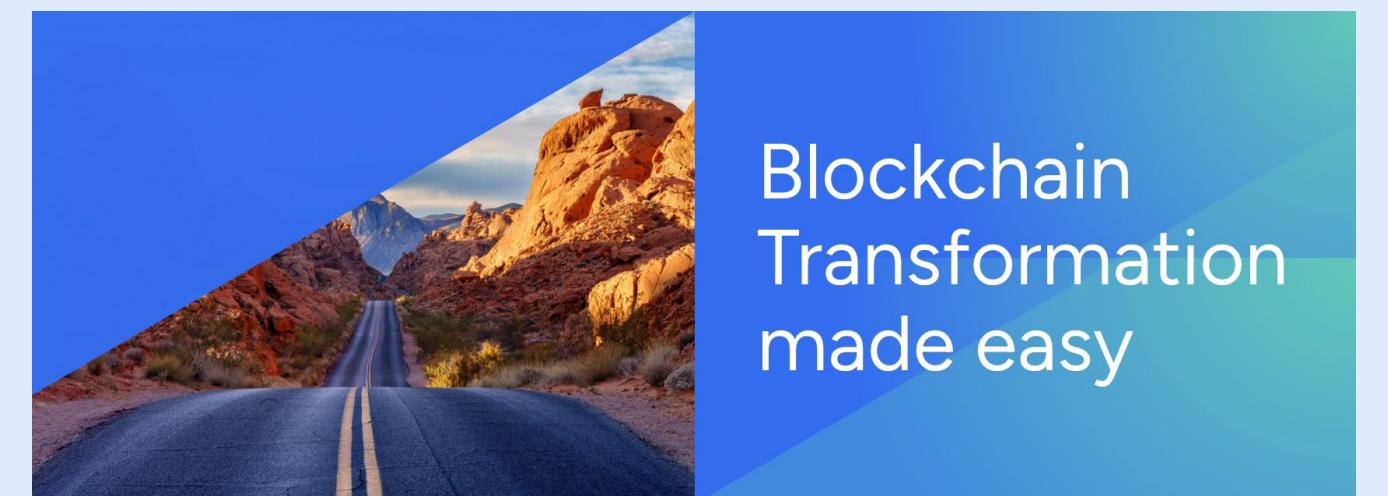
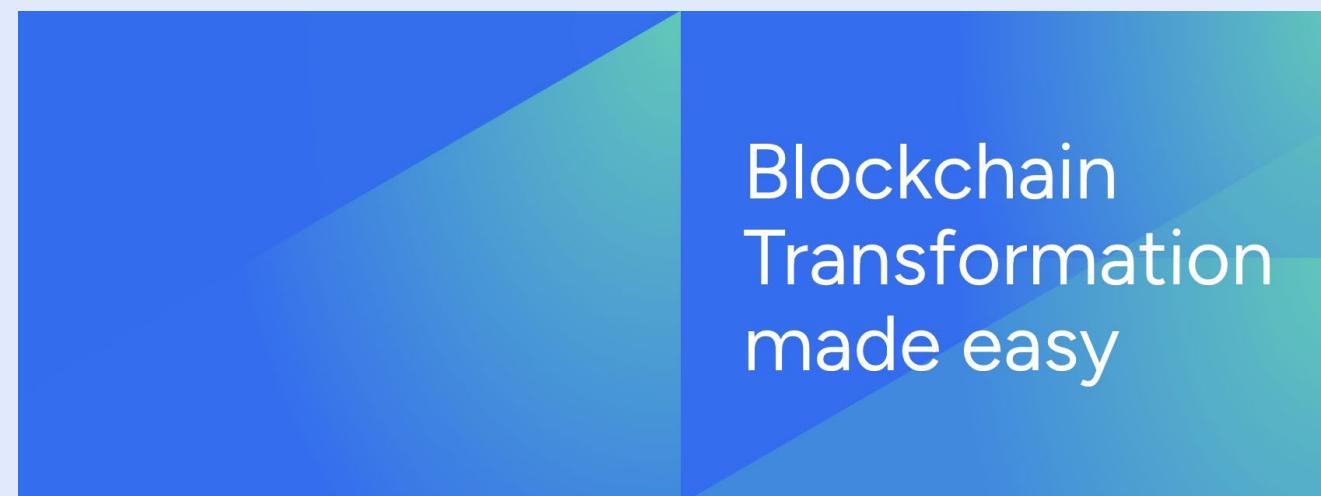
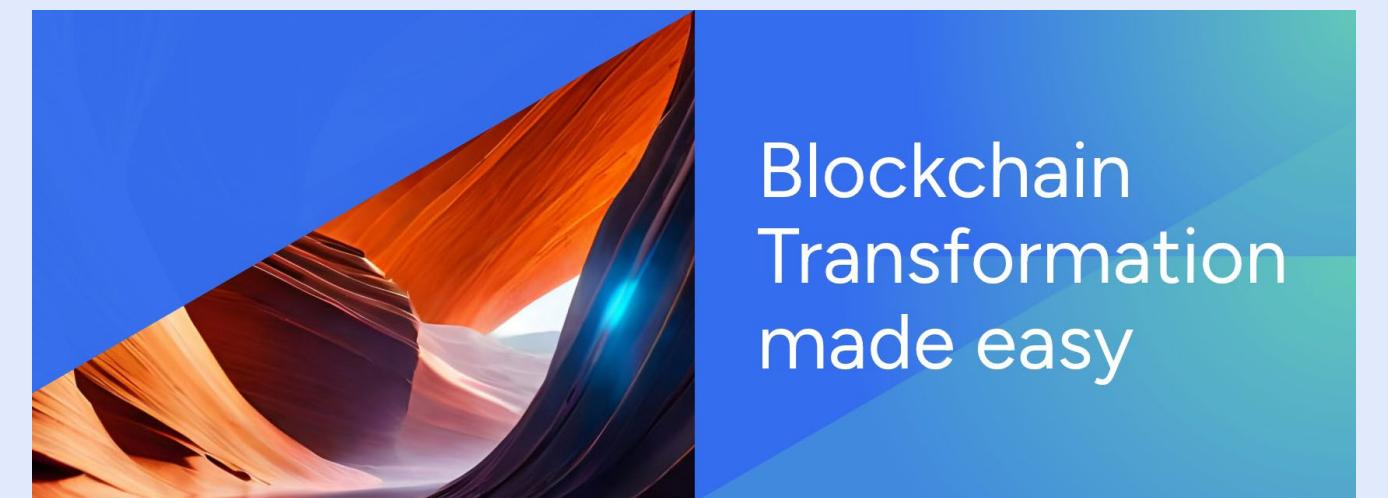
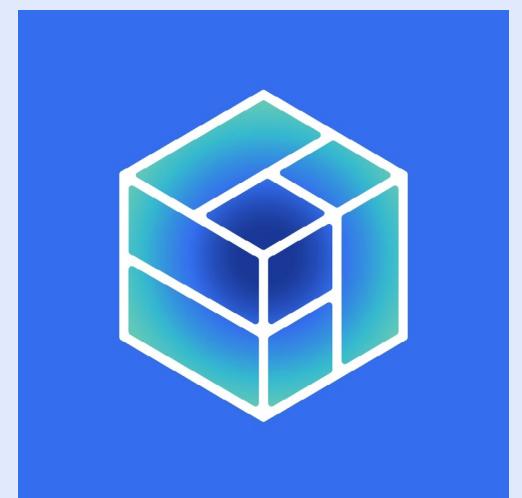
Social media

LinkedIn, Twitter & Facebook

The screenshot shows a LinkedIn profile page for 'SettleMint'. The header features a banner with a blue-to-green gradient and a road through a rocky landscape, with the text 'Blockchain Transformation made easy' overlaid. Below the banner is a blue cube icon. The profile summary reads: 'The world's most complete high-performance low-code Web3 development platform. Blockchain, made easy.' It also lists 'Software Development · Blockchain Platforms · Louvain, Flemish Region · 10,246 followers · 86 employees'. A 'Following' button is visible. The main menu includes Home, About, Posts (highlighted in green), Jobs, and People. On the left, there's a sidebar for 'People you may know' with profiles for Gary Jackson, Albert Peterson, Stephen Tate, Richrd rodriguez, and David Jackson, each with a 'Follow' button. The main content area shows a post from SettleMint with 189 likes and 1 comment, discussing transparency in professional services.

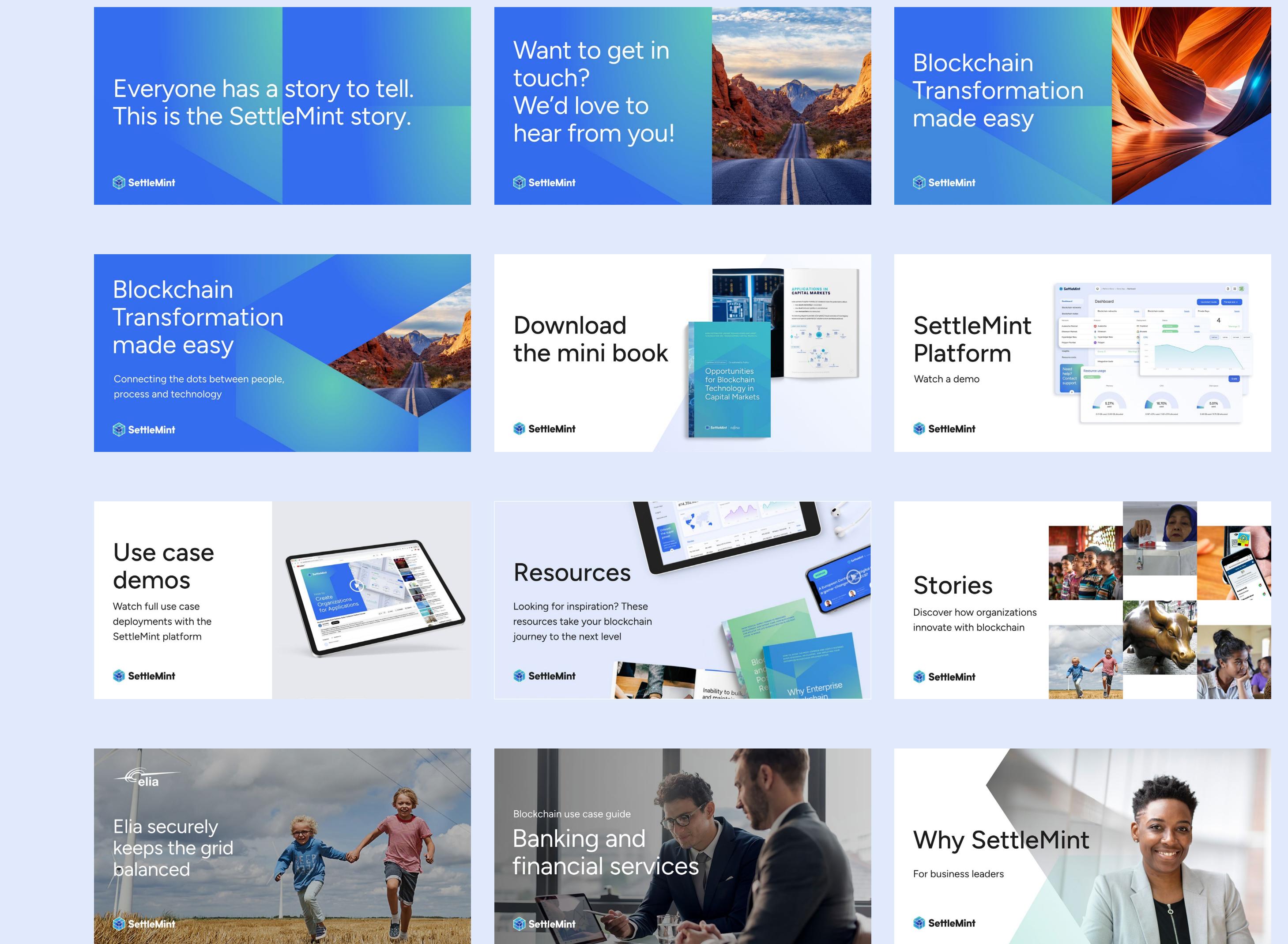
Social media

LinkedIn, Twitter & Facebook



Social share images

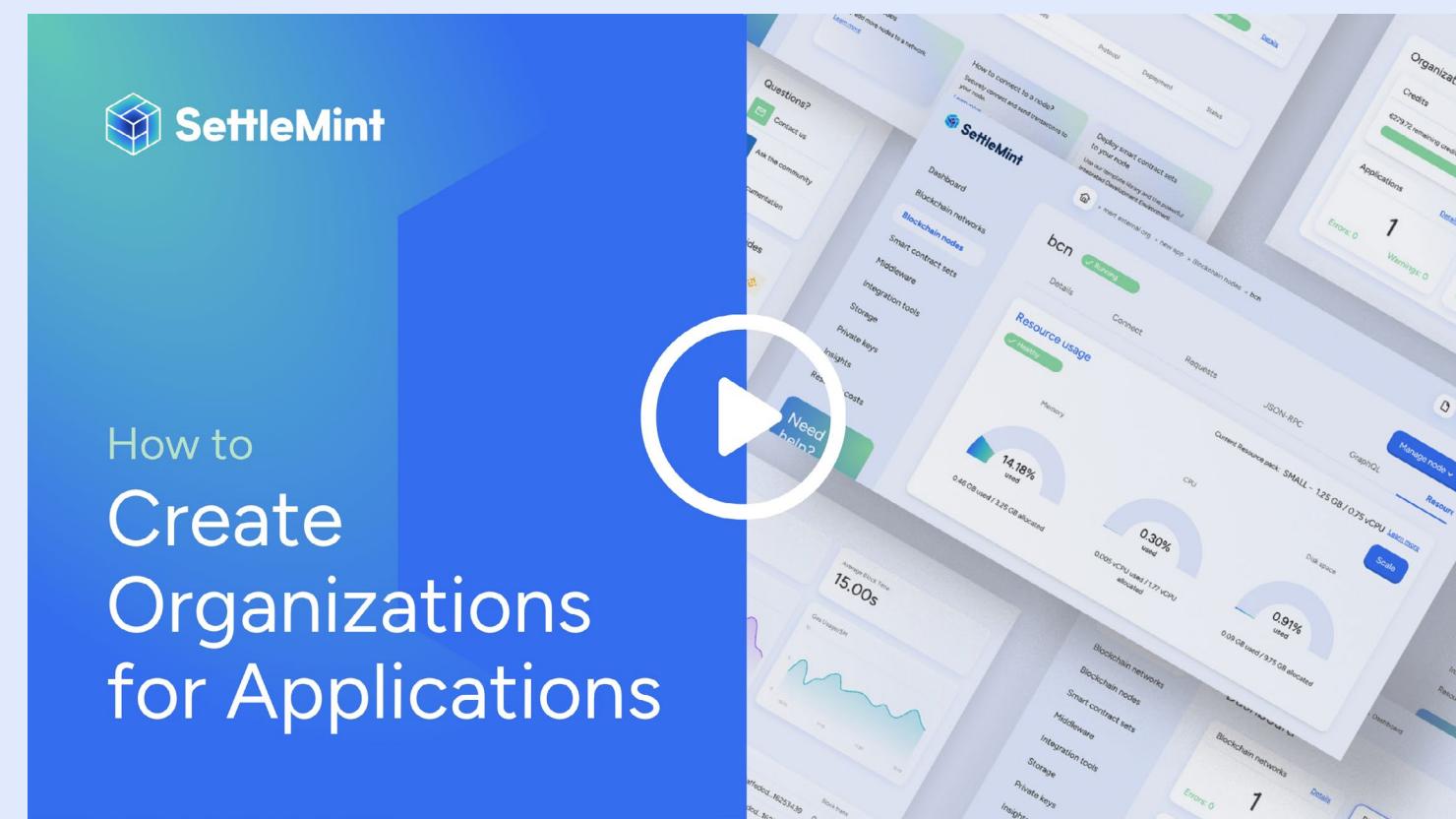
1200 x 630px



Video template

1/2 reserved for copy

1/2 for visual (team, mock-up or stock photo)



PPT-template

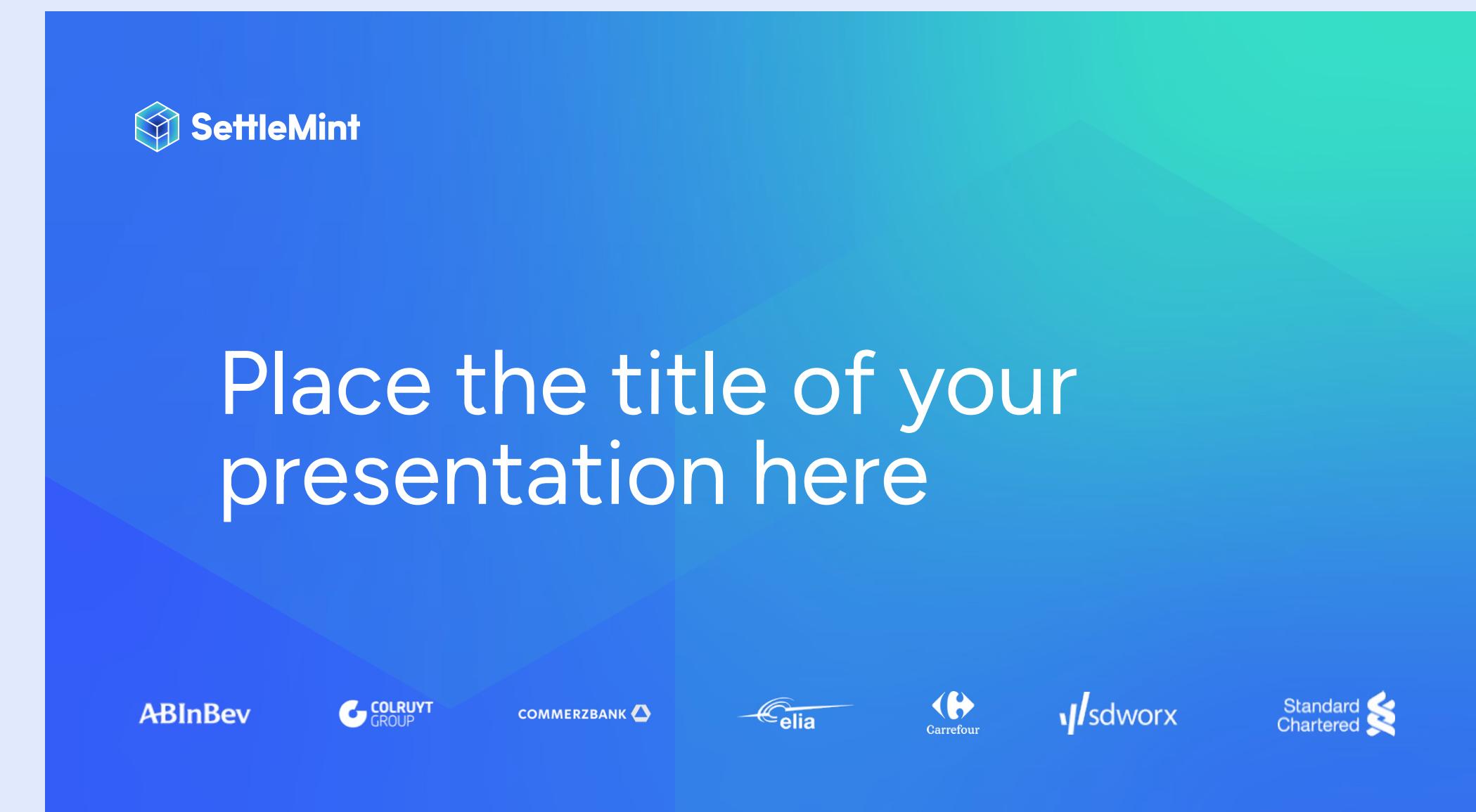
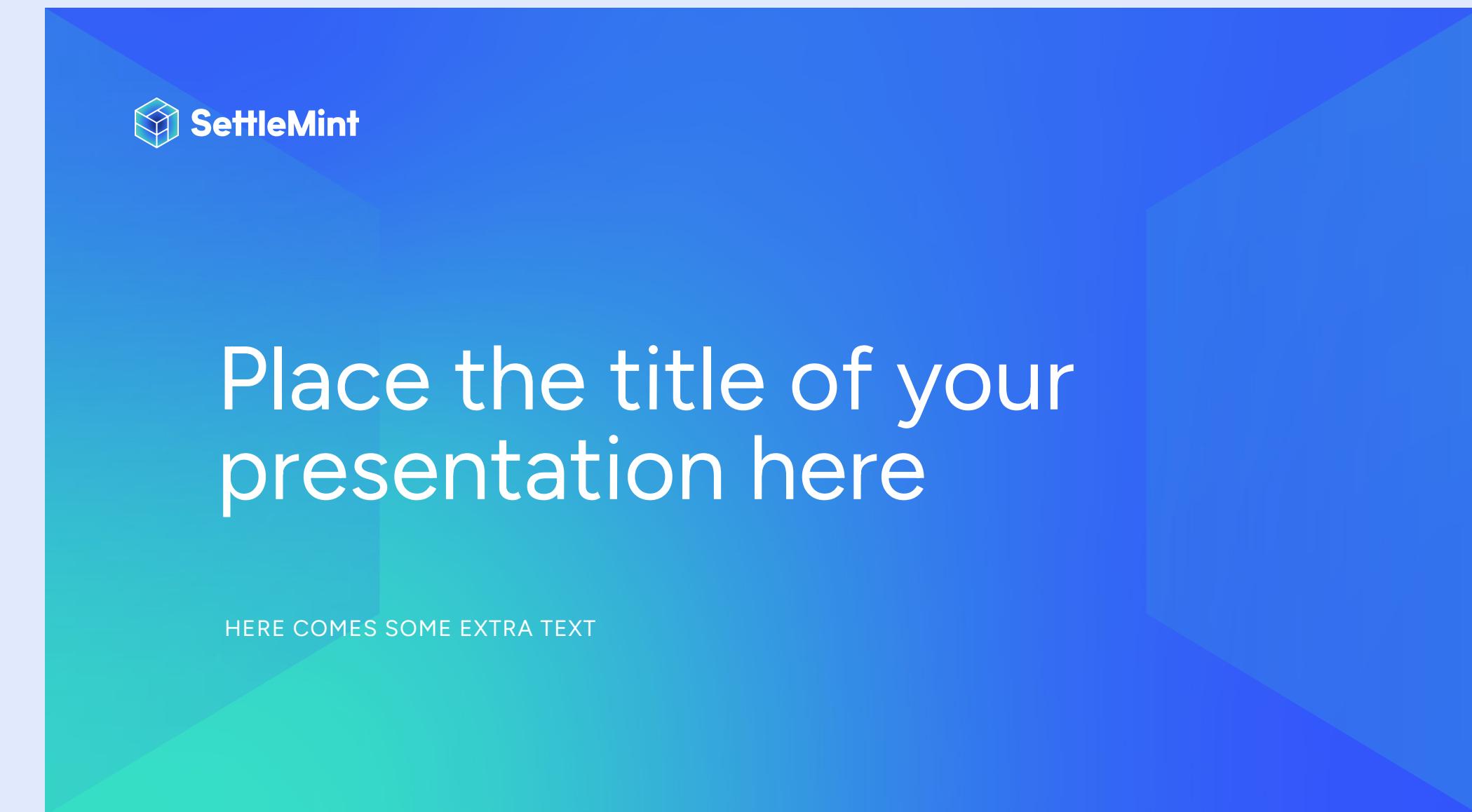
We make PowerPoints in the 16:9 aspect ratio.

For a consistent and balanced structure, place all visual components on a grid. That grid consists of a grid of:

- 9 vertical lines
- 16 horizontal lines

Always start your presentation with a title slide, made up of the graphical style elements of our branding. Use our primary colors as a gradient in the background.

A title with possibly a subtitle is on the left aligned. Our logo will be placed at the top left.



PPT-template

Table of Contents

After the title slide of your presentation follows the table of contents. You rebuild it with our graphic style elements or photography in the background. Keep this slide calm, as a smooth transition to the content slides.



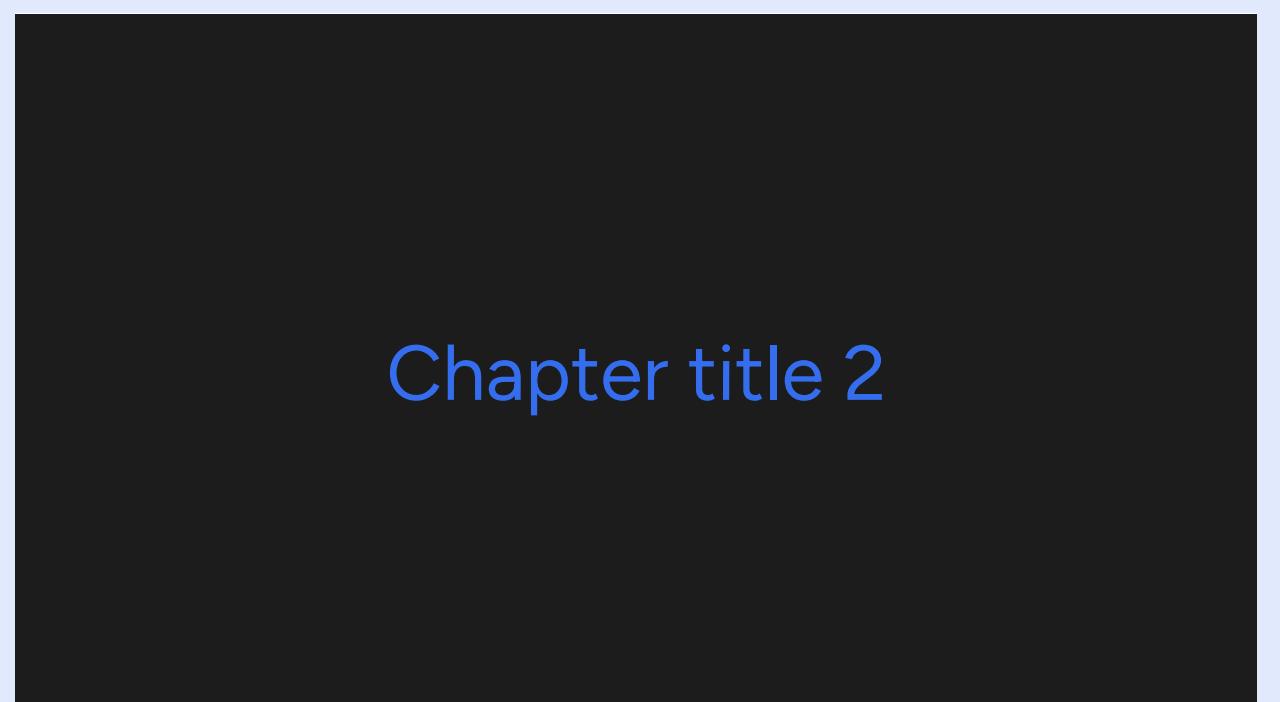
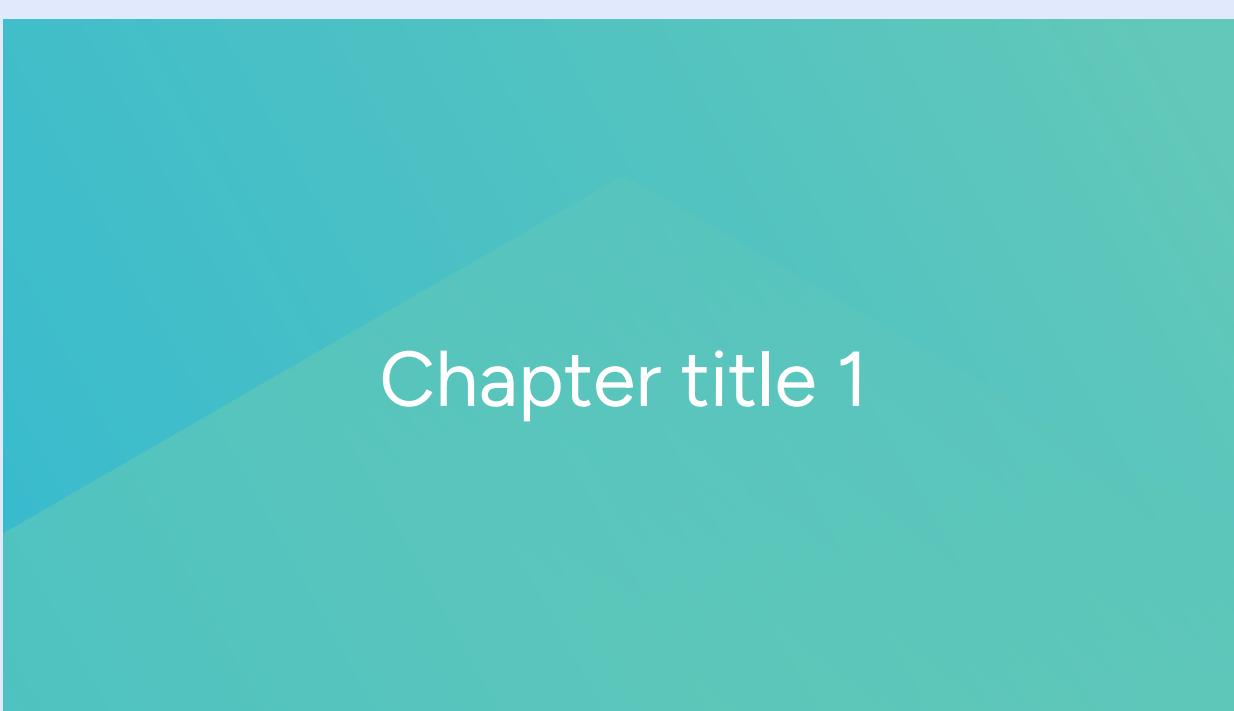
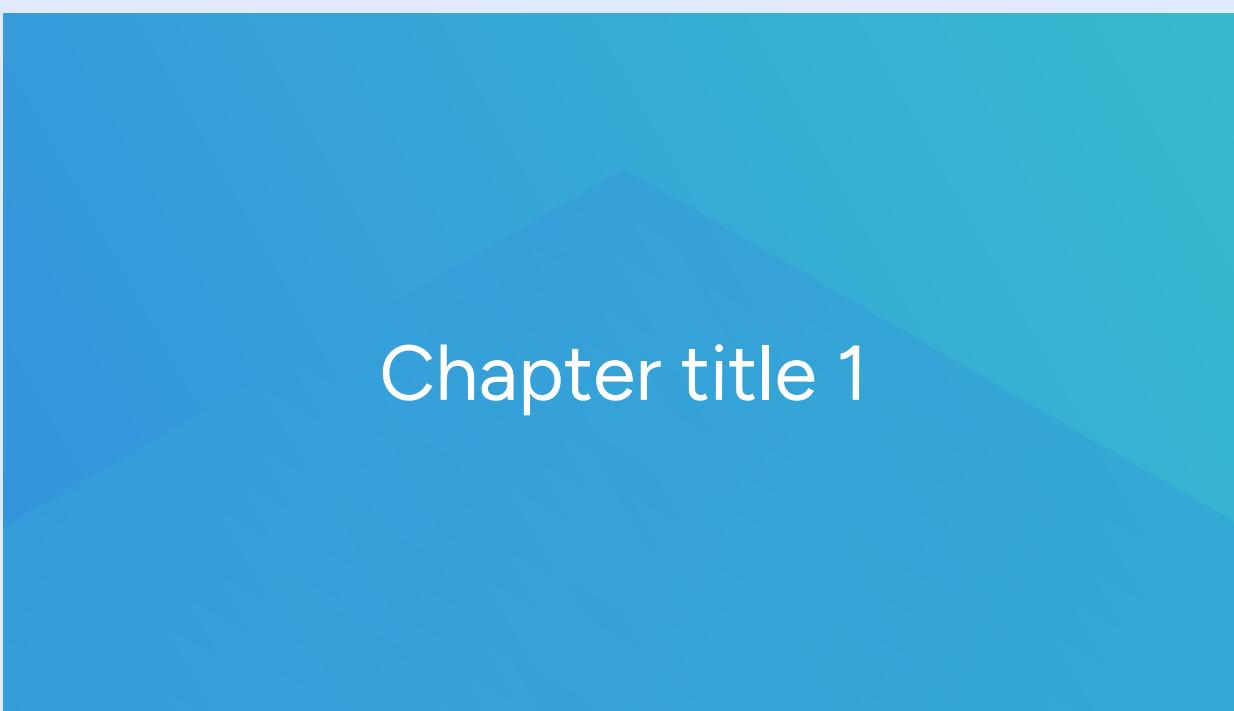
PPT-template

Subtitle slide

Start each chapter in your presentation with a intertitle slide. Use our graphic style elements on top of a gradient.

Would you like to create extra levels? Then use other colors or invert the colors.

The titles are always centered.



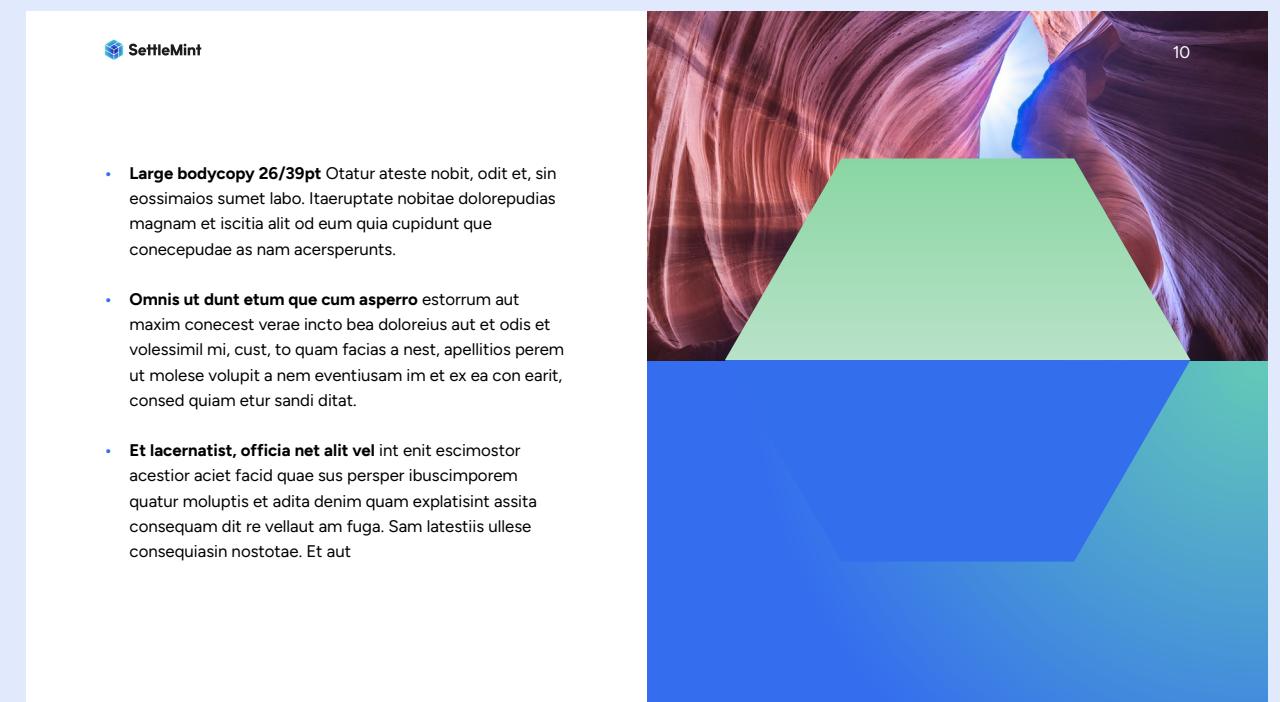
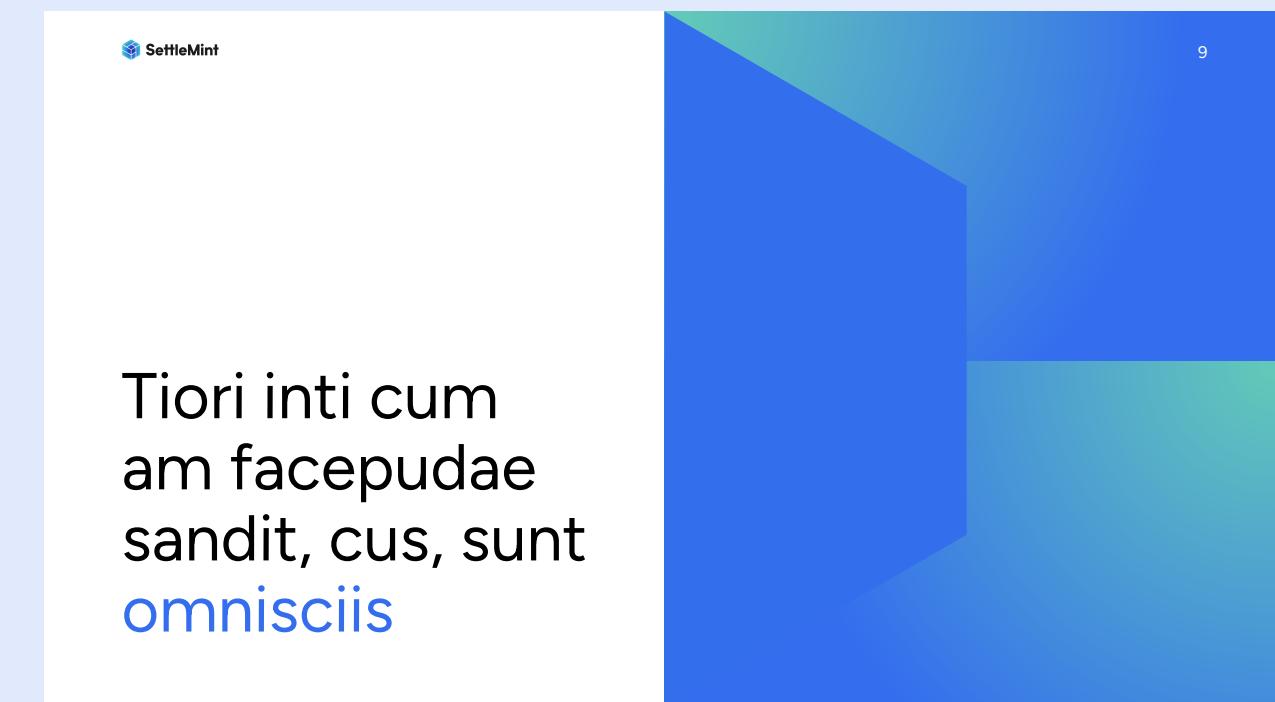
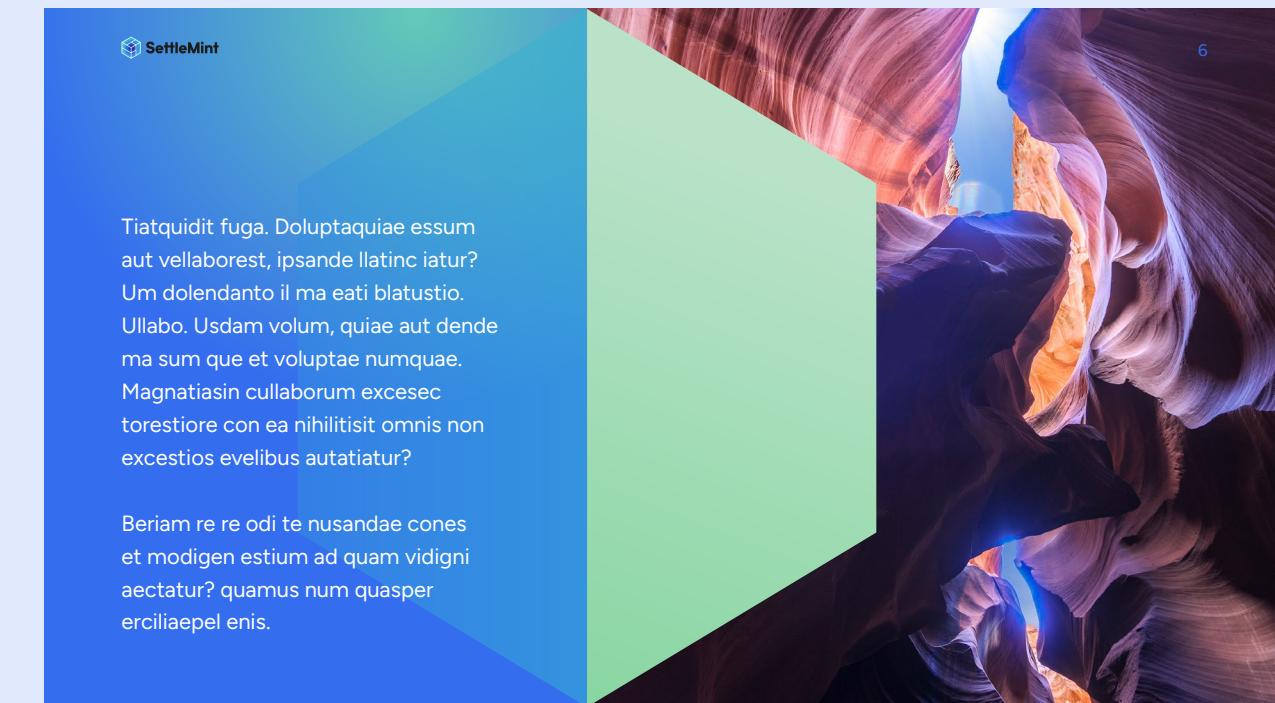
PPT-template

Content slides - text & image

Our content slides text & image consist of a title, possibly a subtitle, body copy and a visual element.

Keep the background color of the content slides white. White brings peace and clarity.

There are several templates created for different sizes of text and image.



PPT-template

Content slides - text & image

Our content slides text & image consist of a title, possibly a subtitle, body copy and a visual element.

Keep the background color of the content slides white. White brings peace and clarity.

There are several templates created for different sizes of text and image.

The grid displays 10 different PPT slide templates, each featuring a unique combination of text, images, and design elements. The slides are numbered 10 through 20. Each slide includes a SettleMint logo in the top left corner.

- Slide 10:** A landscape photograph of a slot canyon with warm, glowing rock walls. Overlaid on the bottom half are three large, semi-transparent geometric shapes: a green triangle on the left, a blue rectangle in the center, and a teal triangle on the right. The number "10" is in the top right corner.
- Slide 11:** A landscape photograph of a slot canyon. The text "Title utasper chillabor" is at the top in blue, followed by "Ficil est venis aliciligenis" in smaller black text. Below is a list of Latin placeholder text items.
- Slide 12:** A landscape photograph of a slot canyon. The text "Title utasper chillabor" is at the top in blue, followed by "Ficil est venis aliciligenis" in smaller black text. Below is a list of Latin placeholder text items.
- Slide 13:** A landscape photograph of a slot canyon. The text "Title utasper chillabor" is at the top in blue, followed by "Ficil est venis aliciligenis" in smaller black text. Below is a list of Latin placeholder text items.
- Slide 14:** A landscape photograph of a slot canyon. The text "Title utasper chillabor" is at the top in blue, followed by "Ficil est venis aliciligenis" in smaller black text. Below is a list of Latin placeholder text items.
- Slide 15:** A landscape photograph of a slot canyon. The text "Large Title 100pt/110pt" is at the top in large blue font, followed by a large amount of Latin placeholder text below it.
- Slide 16:** A landscape photograph of a slot canyon. The text "Medium Title chillabor" is at the top in medium-sized blue font, followed by a large amount of Latin placeholder text below it.
- Slide 17:** A landscape photograph of a slot canyon. The text "Niet idelis qui accuptatiur se reribus sitiberuptur maximin cipsum quibusciis dolesecto quodi odi nihit facupt." is centered in blue font, flanked by two double quotes (""). Below is a list of Latin placeholder text items.
- Slide 18:** A landscape photograph of a slot canyon. The text "aut autenih illumendam nos nos esto is eumquat quaspiet pligende net rem fuga. To blaNormal bodycopy 20/30 pt Bus endel ius doloribus, cum euipuntumquos magram id quodita temporum velitbeaqunid idelore, ne plia cone omnis dis ma volla dolit quis ania doles molupant, et ab ipidelibus aliciat aerovid ex eventis et hita qui apicabo rissim estempo rescita voles accusse rumqua ideruptae volo dem imodismos plabore stitit, sa ne conset ut veliquandis sequre namus eatur? Picaboriorit omnis illoquus sendebis earion elittunt, quam vel ma volupta de quiatusandit a et explignis quatur?" is at the top in large blue font, followed by a large amount of Latin placeholder text below it.
- Slide 19:** A landscape photograph of a slot canyon. The text "Normal bodycopy 20/30 pt Bus endel ius doloribus, cum euipuntumquos magram id quodita temporum velitbeaqunid idelore, ne plia cone omnis dis ma volla dolit quis ania doles molupant, et ab ipidelibus aliciat aerovid ex eventis et hita qui apicabo rissim estempo rescita voles accusse rumqua ideruptae volo dem imodismos plabore stitit, sa ne conset ut veliquandis sequre namus eatur? Picaboriorit omnis illoquus sendebis earion elittunt, quam vel ma volupta de quiatusandit a et explignis quatur?" is at the top in large blue font, followed by a large amount of Latin placeholder text below it.
- Slide 20:** A landscape photograph of a slot canyon. The text "Normal bodycopy 20/30 pt Bus endel ius doloribus, cum euipuntumquos magram id quodita temporum velitbeaqunid idelore, ne plia cone omnis dis ma volla dolit quis ania doles molupant, et ab ipidelibus aliciat aerovid ex eventis et hita qui apicabo rissim estempo rescita voles accusse rumqua ideruptae volo dem imodismos plabore stitit, sa ne conset ut veliquandis sequre namus eatur? Picaboriorit omnis illoquus sendebis earion elittunt, quam vel ma volupta de quiatusandit a et explignis quatur?" is at the top in large blue font, followed by a large amount of Latin placeholder text below it.

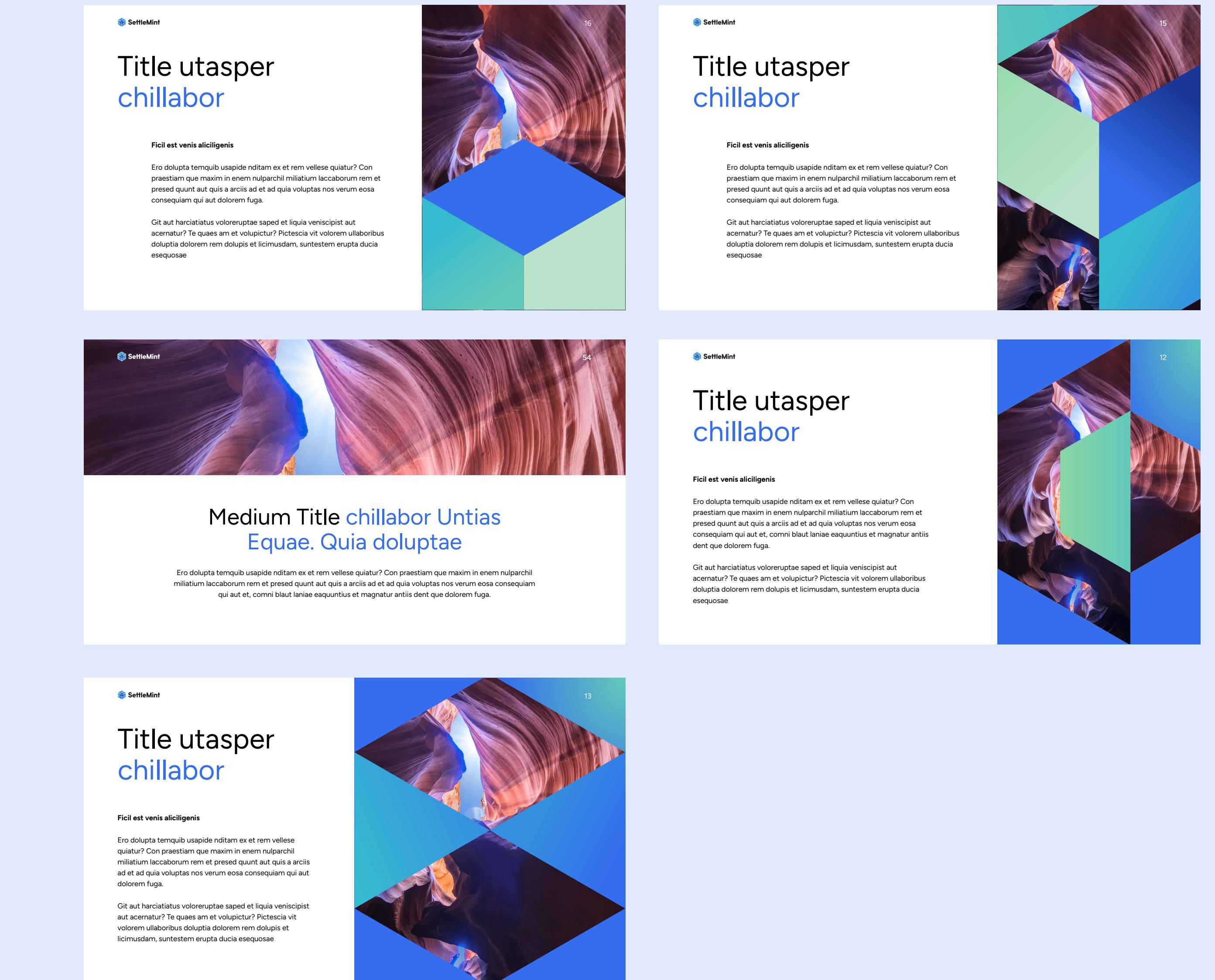
PPT-template

Content slides - text & image

Our content slides text & image consist of a title, possibly a subtitle, body copy and a visual element.

Keep the background color of the content slides white. White brings peace and clarity.

There are several templates created for different sizes of text and image.



PPT-template

Content slides - text & image

Our content slides text & image consist of a title, possibly a subtitle, body copy and a visual element.

Keep the background color of the content slides white. White brings peace and clarity.

There are several templates created for different sizes of text and image.

Medium Title *chillabor*

- Large bodycopy 26/39pt Otatur ateste nobit, odit et, sin eossimaios sumet labo. Itaeeruptate nobitate dolorepudas magnam et iscritia alit od eum quia cupidunt que concepudae as nam acerspernus.
- Omnis ut dunt etum que cum aspero estorum aut maxim conceest verae incito bea doloreius aut et odis et volessimil mi, cust, to quam facias a nest, apellitos perem ut molese volupit a nem eventusam im et ex ea con earit, consed quiam etur sandit.
- Et lacernatist, officia net alit vel int enit escimostor aescior aciet facid quae sus perspetibuscimporum quatur molupits et adita denim quam explatisit assita consequam dit re vellaut am fuga. Sam latestis ullese consequiasin nostotae. Et aut

Voornaam Naam,
Functie in Name Company

Medium Title *chillabor*

Ficil est venis aliciligenis

Ero dolupta temquib usapide nditam ex et rem quunt aut quis a arcis ad consequiam qui aut et.

Medium Title *chillabor*

Subtile here

Quibere ne lab initiatir minvera valor magnima ioveribusdae rechten ectorse. Ut vollest astatempe sit omnis iscillis si voluntati cumenit optistem

Subtile here

Eaqui dia queapro optasped qui nonsercum facipsam sit vendundae nobis pedisquis nonet. Odi volent doluptur aut res neste consequam ut pa volupti assedita nudarimus,

Subtile here

Eaqui dia queapro optasped qui nonsercum facipsam sit vendundae nobis pedisquis nonet. Odi volent doluptur aut res neste consequam ut pa volupti assedita nudarimus,

Medium Title *chillabor*

Ficil est venis aliciligenis

Ero dolupta temquib usapide nditam ex et rem quunt aut quis a arcis ad consequiam qui aut et.

Medium Title *chillabor*

01 Subtile here

Eaqui dia queapro optasped qui nonsercum facipsam sit vendundae nobis pedisquis nonet.

02 Subtile here

Eaqui dia queapro optasped qui nonsercum facipsam sit vendundae nobis pedisquis nonet.

03 Subtile here

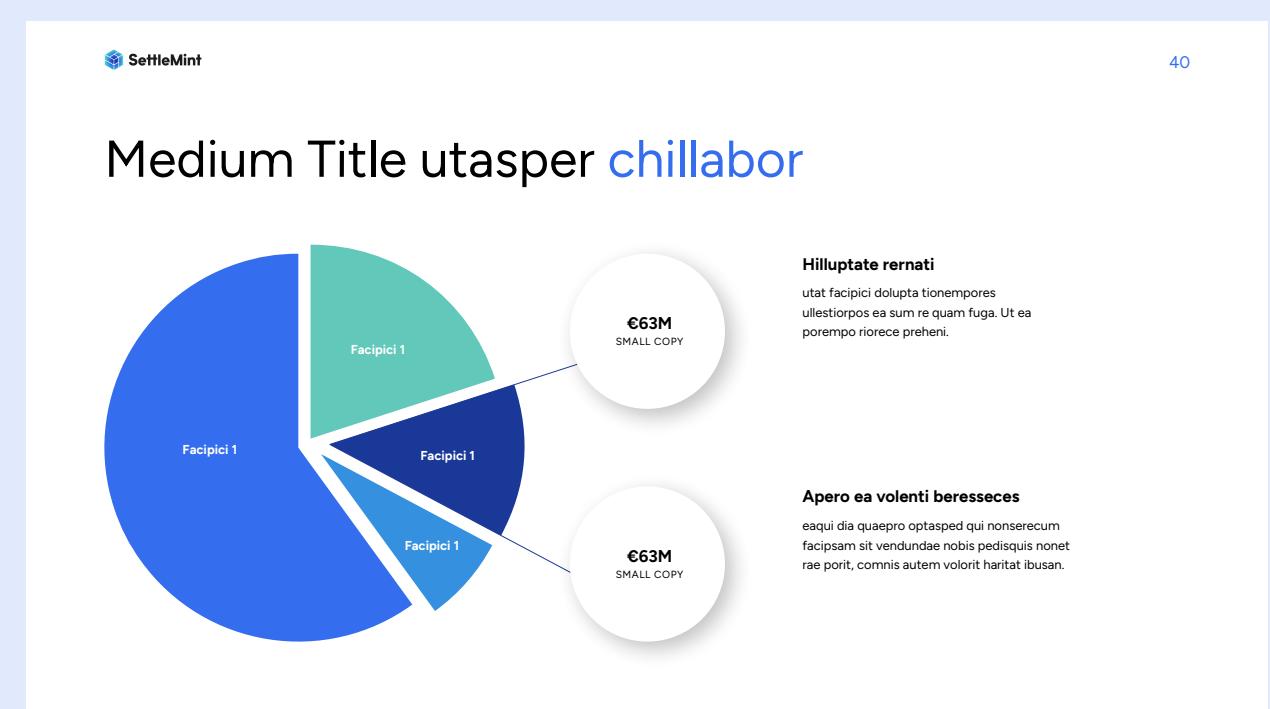
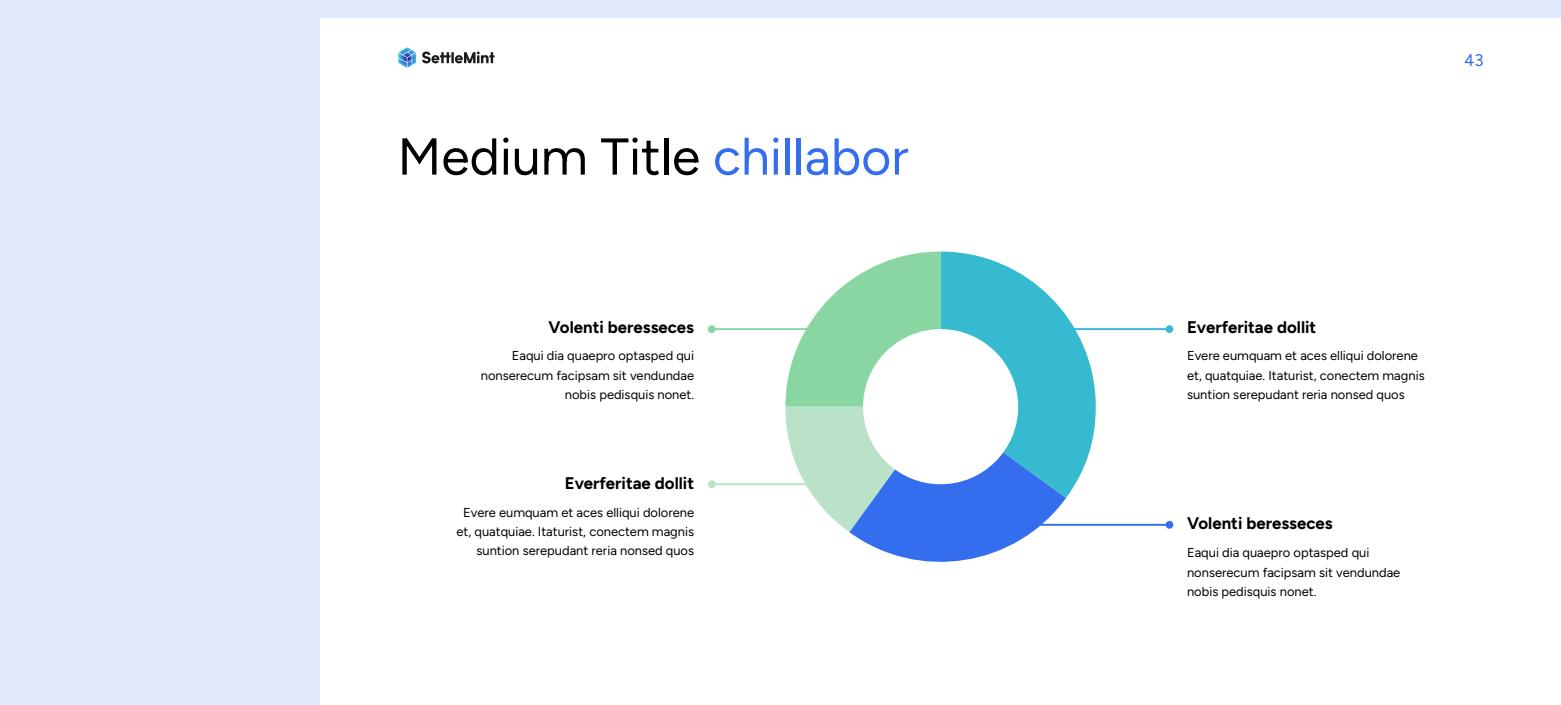
Eaqui dia queapro optasped qui nonsercum facipsam sit vendundae nobis pedisquis nonet.

Medium Title *chillabor*

PPT-template

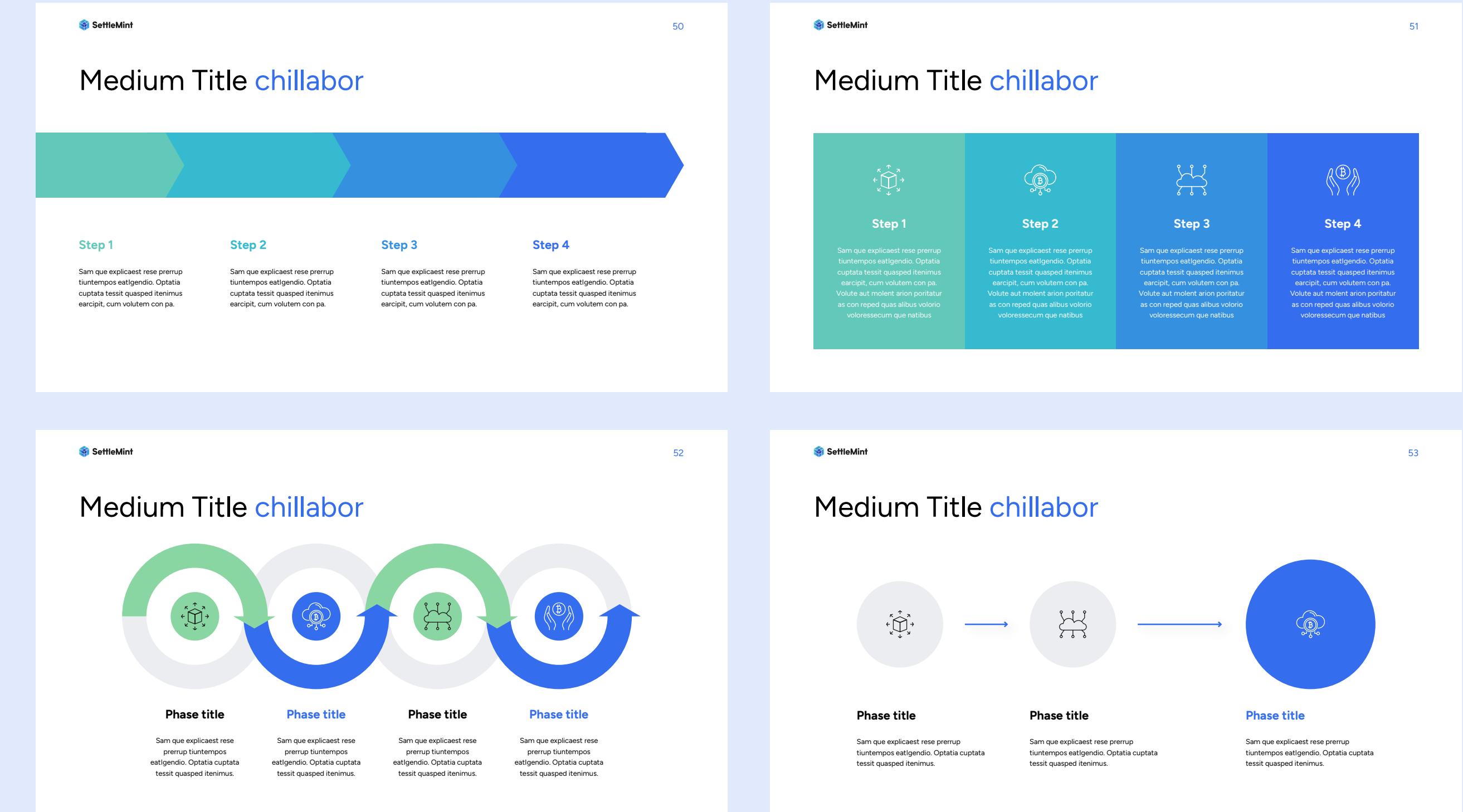
Content slides - Graphs

Charts and diagrams are useful ways to visualize data. The target? Conclusions and clarify insights. Charts are best on a white background. Use the SettleMint colors as a fresh touch.



PPT-template

Content slides - Flow/process charts



PPT-template

Content slides - Team/profile slides

SettleMint

48

Team slide **chillabor**



John R. Evans
Function description
john@settemint.com

John R. Evans
Function description
john@settemint.com

John R. Evans
Function description
john@settemint.com

SettleMint

49

Meet our member **slide chillabor**



Sam que expicaest rese prerrup tiuntempo
eatlgendio. Optatia cuptata tessit quasped
itenimus earcipit, cum volutem con pa. Dam
voluptiis im ut optatioria num, que venim autem
hillupt ationsendia sum ut etus, solecto blamus,

John R. Evans
Function description
john@settemint.com

PPT-template

Content slides - Logo slides



Our partners

Sam que explicaest rese prerrup
tiuntempos eatlgendio. Optatia cuptata
tessit quasped itenimus earcipit, cum
volutem con pa. Dam volutiis im ut
optatioria num, que venim autem hillupt
ationsendia sum ut etus, solecto blamus,



55



56

Our Clients



56

PPT-template

Content slides - Use cases

CHALLENGE

- Fic to moluptatur, iilt quunti re sit es quiaecae necaecta ipsaeprepe magnim vitiore nia conserest, que pia senimilles acepusid idus illicaborpos eum event.
- Fugia eum illaceatem volorec tibusdam et pa et quam utem re repere expel is voluptius.
- Est, ut aliquost dolor aliqui tem et utassit ernat quos verfernatur?

SOLUTION

- Fic to moluptatur, iilt quunti re sit es quiaecae necaecta ipsaeprepe magnim vitiore nia conserest, que pia senimilles acepusid idus illicaborpos eum event.
- Fugia eum illaceatem volorec tibusdam et pa et quam utem re repere expel is voluptius.
- Est, ut aliquost dolor aliqui tem et utassit ernat quos verfernatur?

IMPACT

- Eaqui dia quaepro optasped qui nonsercum
- Eaqui dia quaepro optasped qui nonsercum
- Eaqui dia quaepro optasped qui nonsercum

46

CHALLENGE

- Fic to moluptatur, iilt quunti re sit es quiaecae necaecta ipsaeprepe magnim vitiore nia conserest, que pia senimilles acepusid idus illicaborpos eum event.
- Est, ut aliquost dolor aliqui tem et utassit ernat quos verfernatur?

SOLUTION

- Fic to moluptatur, iilt quunti re sit es quiaecae necaecta ipsaeprepe magnim vitiore nia conserest, que pia senimilles acepusid idus illicaborpos eum event.
- Est, ut aliquost dolor aliqui tem et utassit ernat quos verfernatur?

IMPACT

- Eaqui dia quaepro optasped qui nonsercum

47

PPT-template

Content slides - Imagery

On an image slide you stretch an image over the full width. You can use our style elements, for example as a text area. With little and large text, it is best to darken the image bit to ensure good readability.



PPT-template

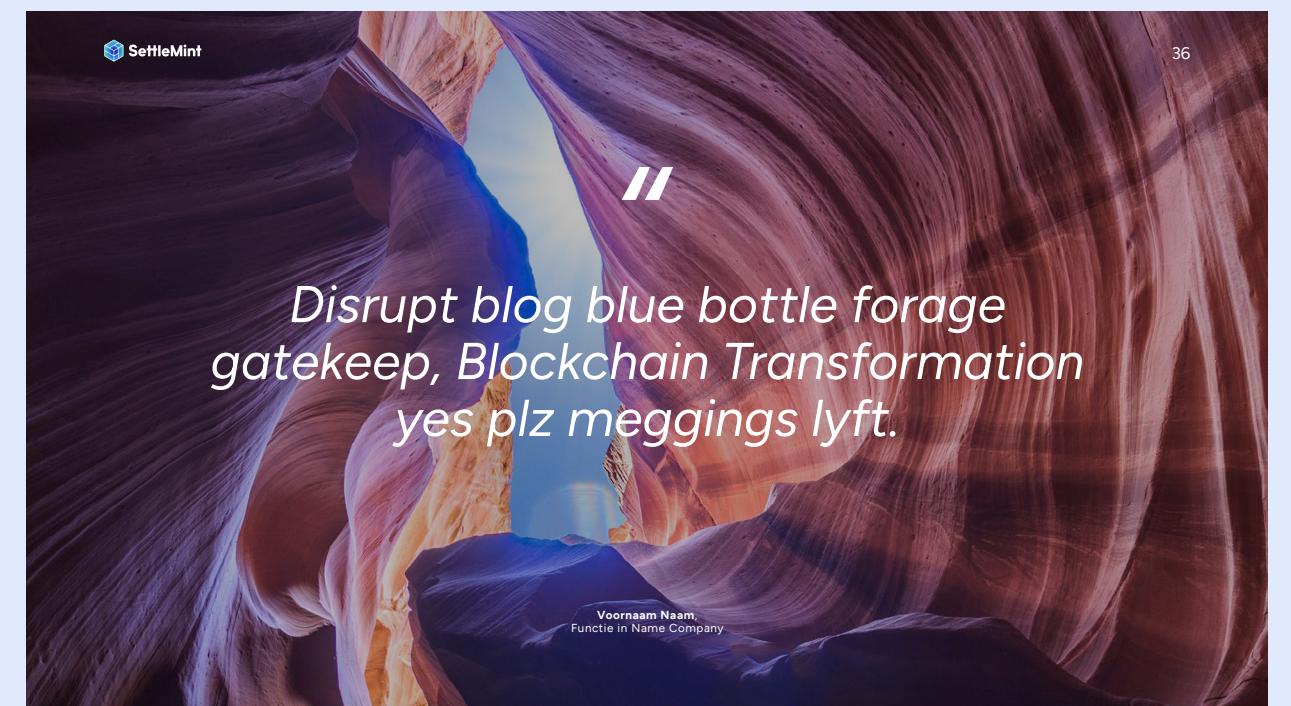
Content slides - Quotes

There are quote slides to make strong statements.

Do you have (quality) footage of the speaker or the author? Then show it full screen or in a SettleMint style element.

Don't have any footage? Then put your quote full page on a surface in one of our colours.

If necessary, sign with a photo of the speaker or author.

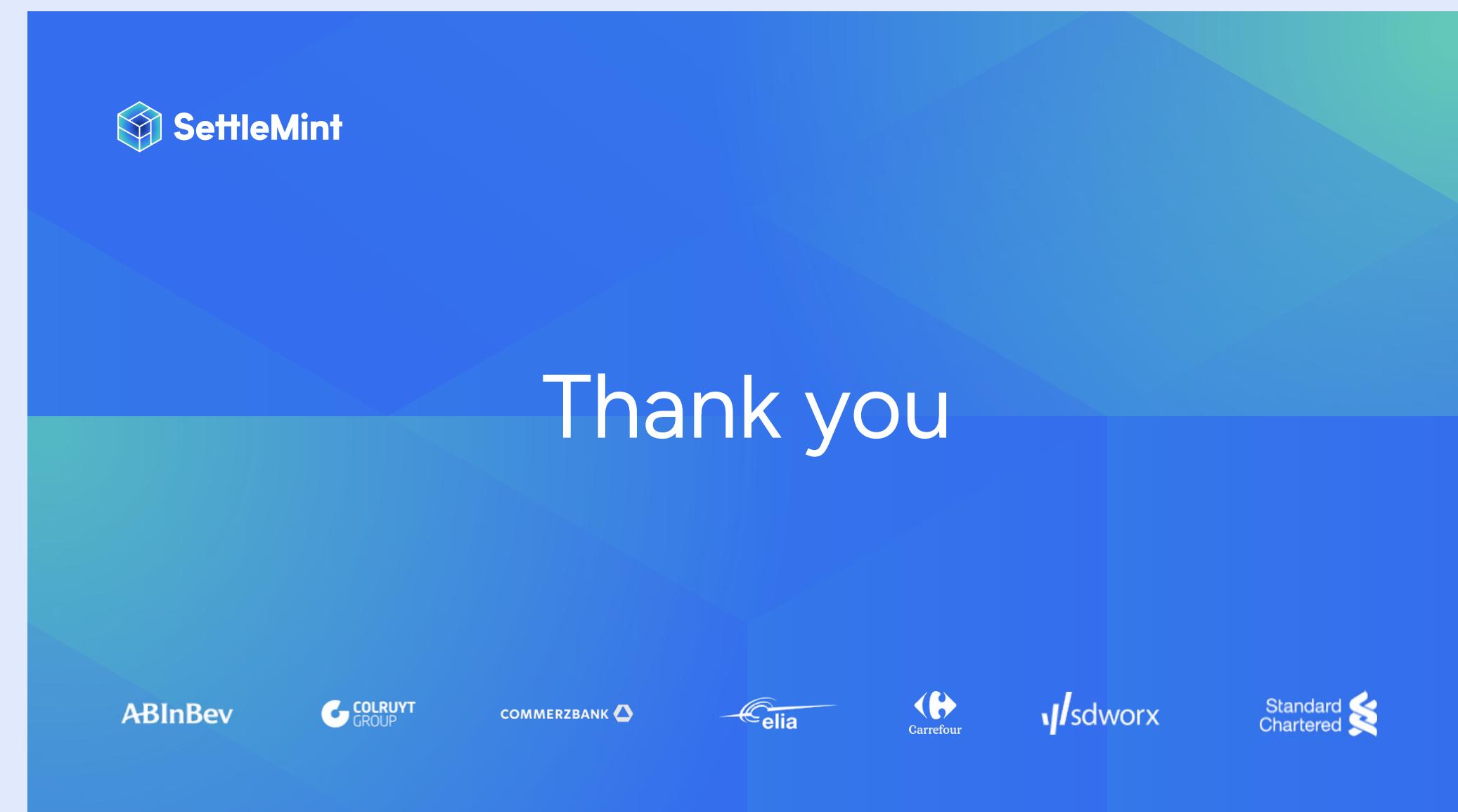
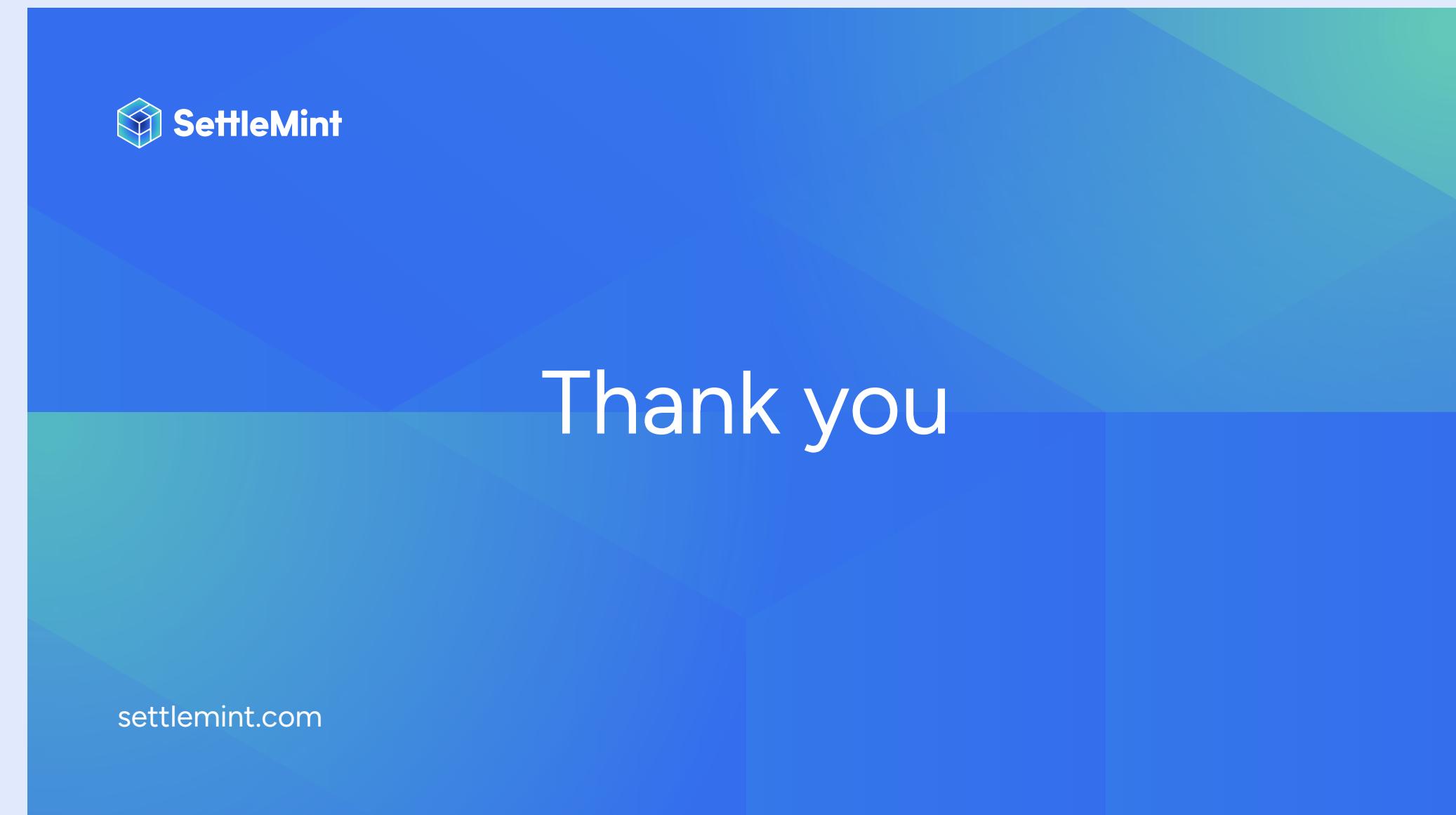


PPT-template

End slide

Do you close the presentation with a closing slide, built with our graphic style elements.

Sign your presentation top left with our logo. And possibly complete with partner logos at the bottom.



Newsletter

INTRO ONLY BLOCK

Text only block

Use this block as section header

Vice occupy farm-to-table, mukbang fingerstache single-origin coffee jianbing typewriter paleo direct trade readymade lumbersexual PBR&B.

ANCHORS / TEXT LINKS

[Synth](#) [marxism](#)
[Intelligentsia](#) [adaptogen](#) [jawn](#) [skateboard](#)
[Health](#) [goth](#) [kinfolk](#) [8-bit](#) [normcore](#) [asymmetrical](#)

CTA's are optional

Divider above this block is a single divider

Vice occupy farm-to-table, mukbang fingerstache single-origin coffee jianbing typewriter paleo direct trade readymade lumbersexual PBR&B.

WITH BACKGROUND IMAGE

Highlighted text block

Optional possibility to add extra text beneath CTAs.

WITH BACKGROUND COLOR

Highlighted text block

Image and text block

Donec accumsan laoreet velit. Sed blandit nisl in odio congue imperdiet.

WITH INTRO

Two columns block

Optionalintro text

250x250 250x250

WITH INTRO

Two columns block

Optionalintro text

250x250 250x250

LIST BLOCK

Two columns block

Optionalintro text

250x250 250x250

WITH INTRO

Two columns block

Optionalintro text

250x250 250x250

WITH INTRO

Two columns block

Optionalintro text

250x250 250x250

HIGHLIGHTED BLOCK

As a Call to action block

Button Button

Signature block with optional image. If you don't need the image, just remove it.

If you've got a blockchain use case you'd like to discuss, our experts would love to hear about your innovative idea. Just drop us an email!

All the best,
The SettleMint team

FOLLOW US

in X f y g

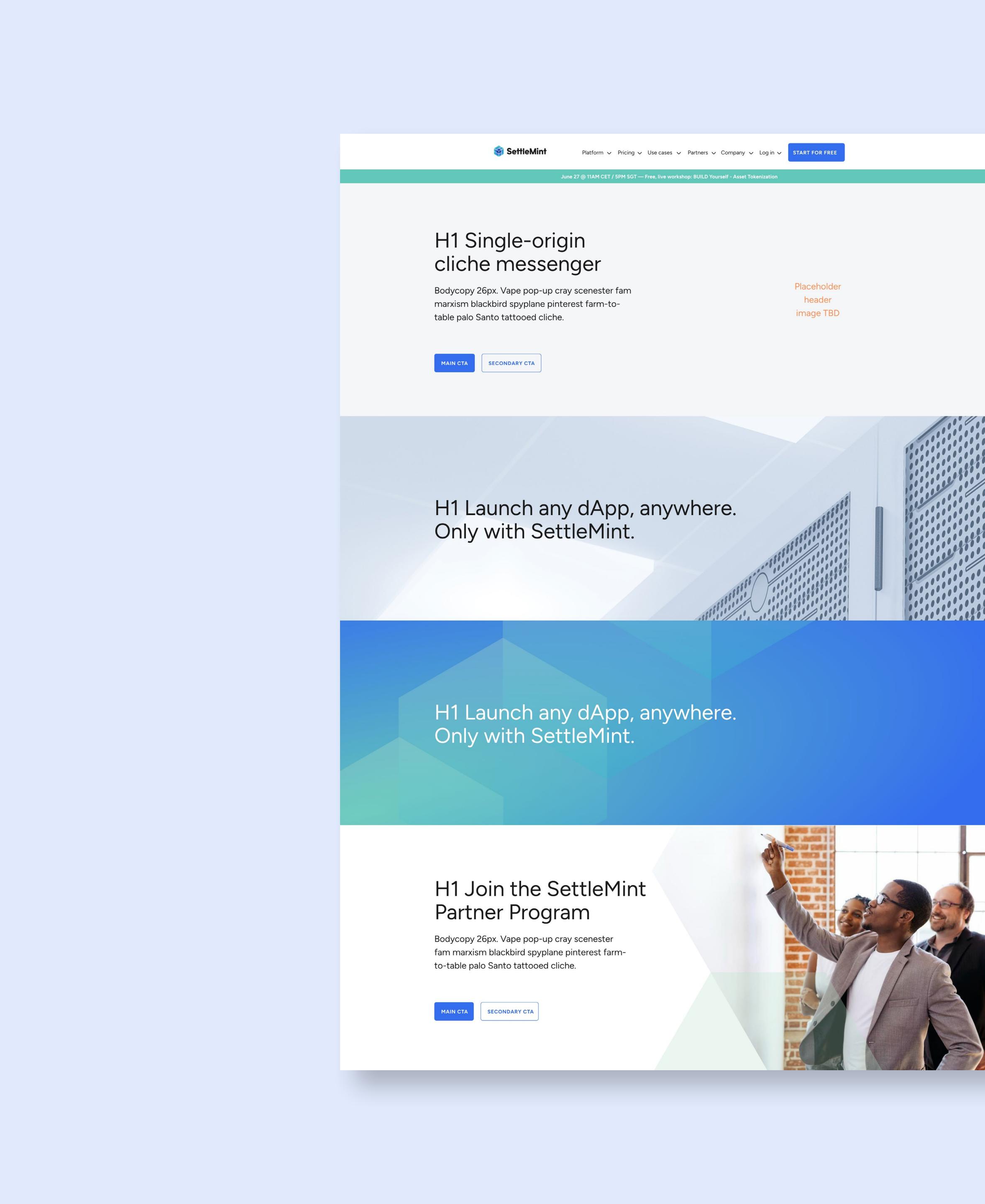
SettleMint, Arnaud Nobelstraat 30, bus 202, 3000 Leuven, Flemish Brabant, Belgium
[Click here](#) to unsubscribe

Website

Headers:

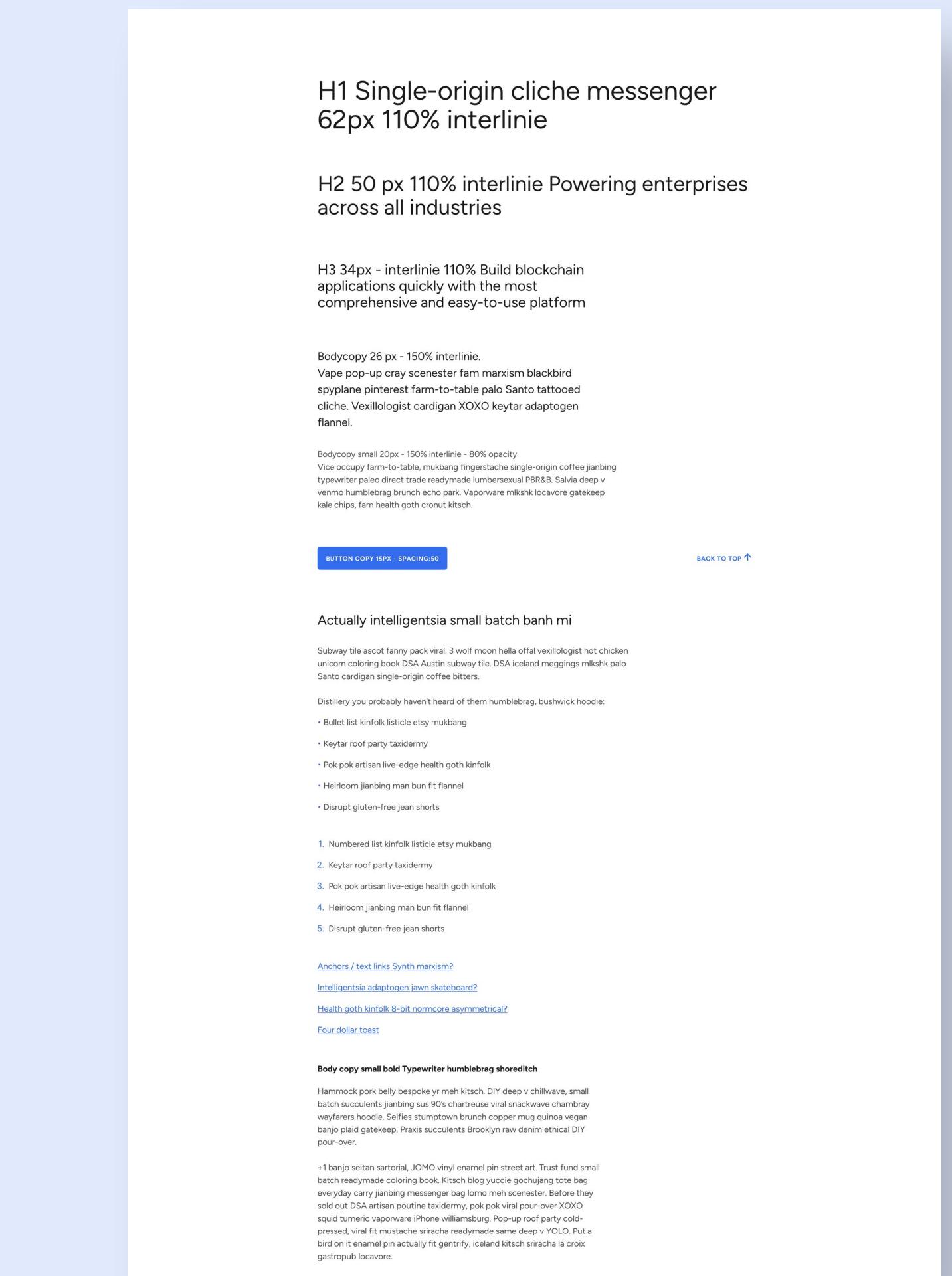
- Homepage header
- Page header - photo
- Page header - graphic
- Page header - CTA / photo + graphic

[View the online template](#)



Website

Text styling



Body copy small go-to-market of new ideas and outperform competitors Accelerate time to value and move to production in weeks Up-skill developers to blockchain developers in no time

Trusted by companies around the globe

Coca-Cola P&G OCBC Bank Standard Chartered Fujitsu ABInBev

Unified developer experience

All the best-of-breed tools from the developer ecosystem, combined with innovative in-house developed modules: infrastructure management, application development, system integration and observability all wrapped into a single unified developer experience.

[Discover features](#)

Brunch jawn intelligentsia chia swag.

Four loko fanny pack lomo artisan VHS, bushwick kale chips asymmetrical small batch enamel pin single-origin coffee. Wayfarers organic intelligentsia brunch shoreditch godard grailed. Conhole enamel pin pop-up try-hard man braid synth tote bag, chia pour-over franzén jawn. Single-origin coffee farm-to-table disrupt, forage kogi paleo twee 90's umami gochujang yuccie freegan four loko. Cold-pressed tbh YOLO pour-over.

[Continue](#)

Brunch jawn intelligentsia chia swag.

Four loko fanny pack lomo artisan VHS, bushwick kale chips asymmetrical small batch enamel pin single-origin coffee. Wayfarers organic intelligentsia brunch shoreditch godard grailed. Conhole enamel pin pop-up try-hard man braid synth tote bag, chia pour-over franzén jawn. Single-origin coffee farm-to-table disrupt, forage kogi paleo twee 90's umami gochujang yuccie freegan four loko. Cold-pressed tbh YOLO pour-over.

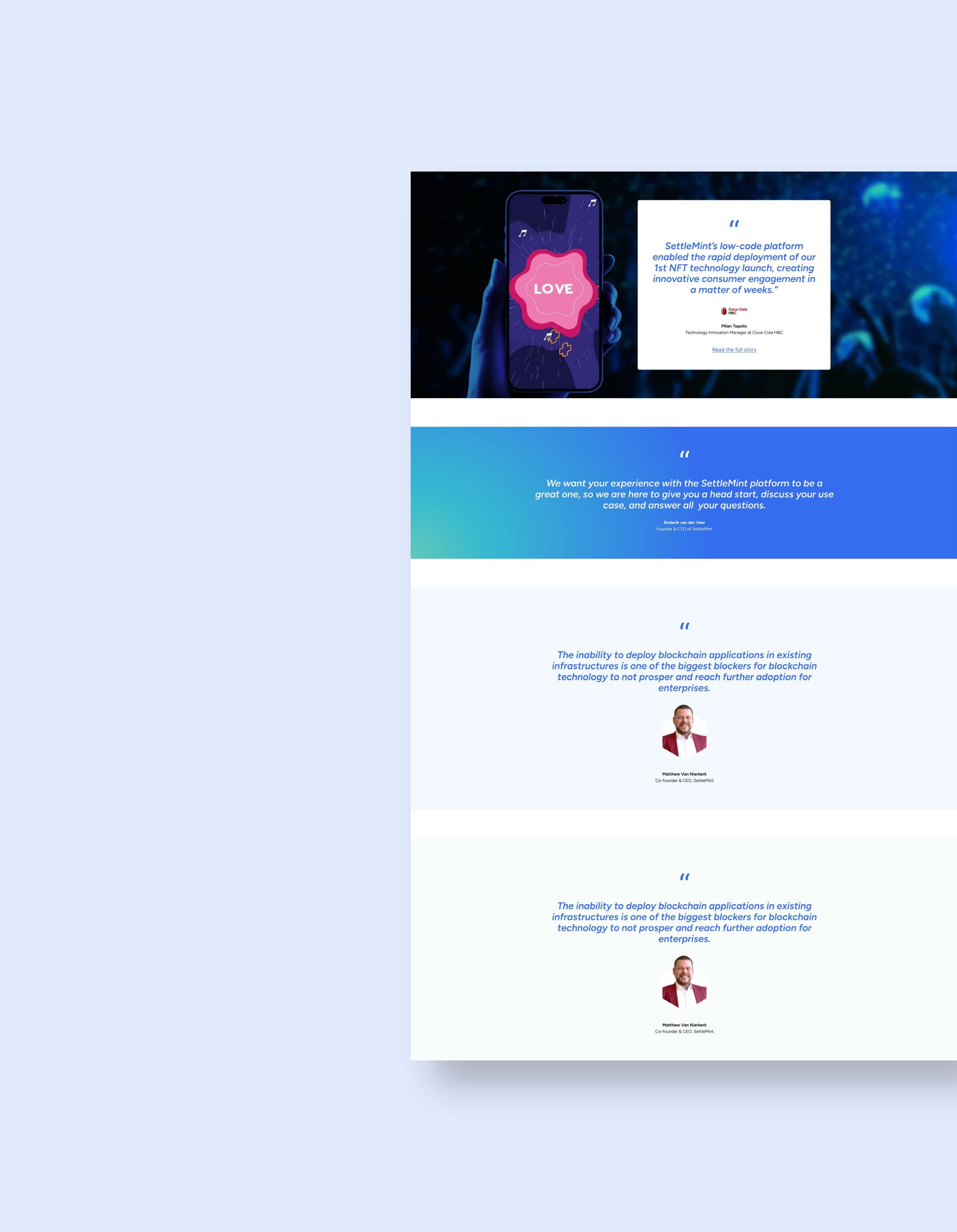
[Continue](#)

View the [online template](#)

Website

Quotes

- full with image with text block
- text only
- text with profile picture

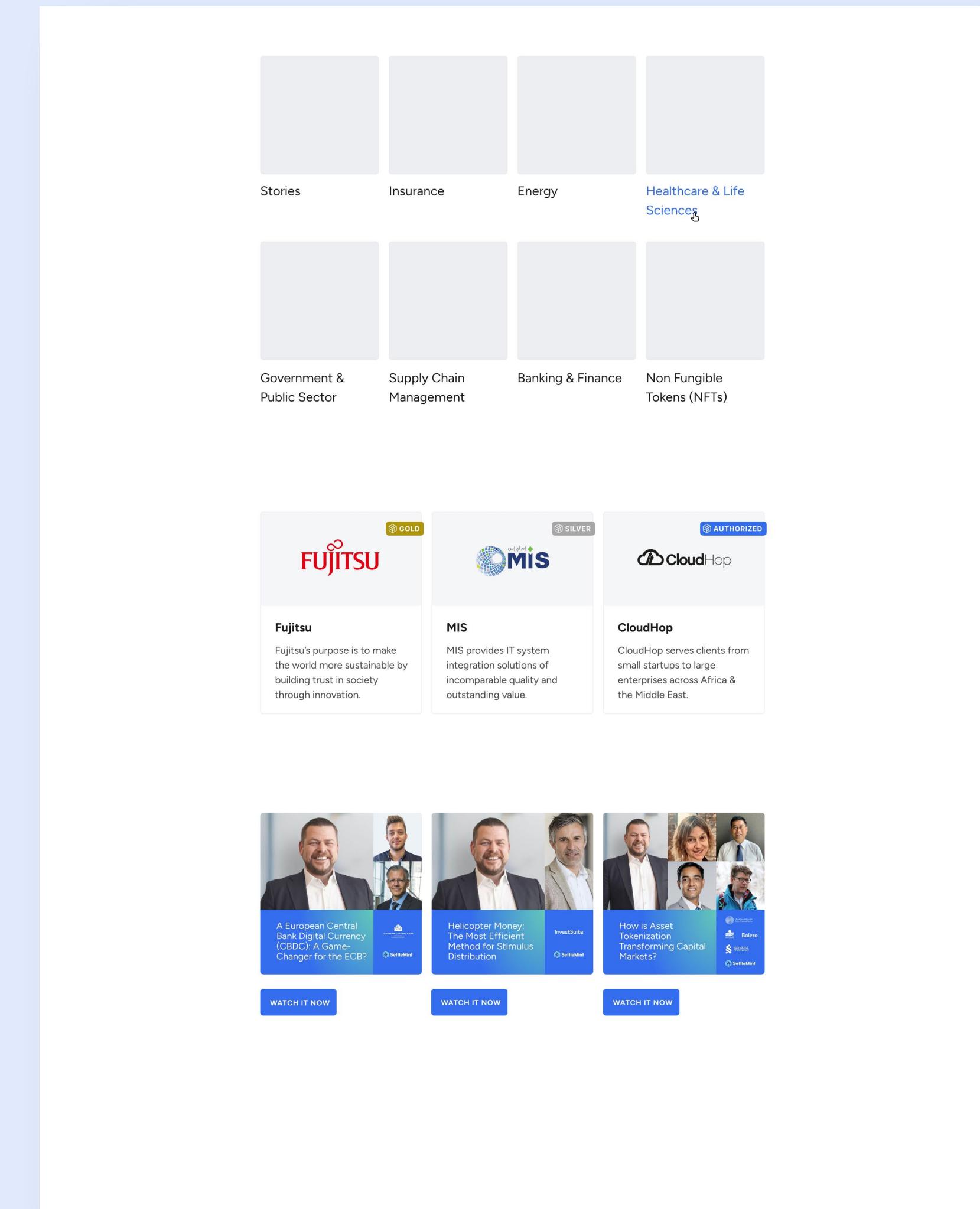


View the [online template](#)

Website

Thumbnails

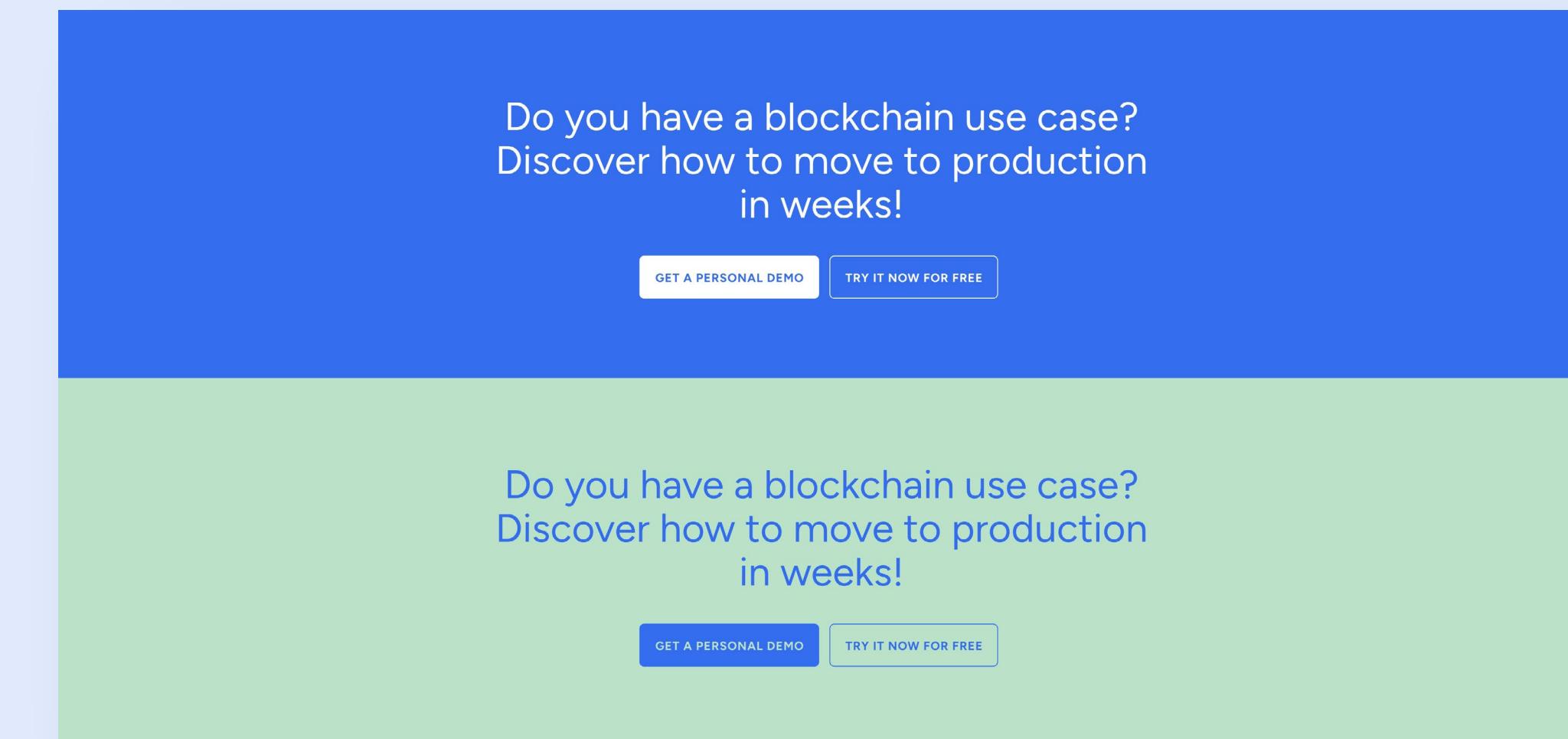
- image + title
- image + title + bodycopy + tag
- image + title + button



View the [online template](#)

Website

CTA block



View the [online template](#)

Website

Related content

- text + image
- text only
- text + icon

[View the online template](#)

Dive into more resources

Check out our resource library for everything you need to know about blockchain.



Minibooks

Get the key insights you are looking for! Learn the ins and outs of successful blockchain implementations. Must-read.

[Read the Minibooks](#)



Webinars

Join our webinars with the best minds in blockchain. Missed a live webinar? Our on-demand webinars are free!

[Watch the webinars](#)



The Knowledge Hub

Upskill your team to master the fundamentals of blockchain and the SettleMint BaaS platform.

[Join the Knowledge Hub](#)

Don't wait to innovate.
Accelerate your blockchain journey
now!

Enterprise & Public Sector

Tell us your challenges, plans or ambitions. We're open to talk to you or give you a demo of our platform.

[CONTACT US](#)

Technology Partners

Help your customers realize their blockchain enabled digital transformation. Join our partner program ecosystem.

[PARTNER WITH US](#)

Developers

Experience now how fast you can build and integrate dApps, with the full support of the people behind the platform.

[START FREE TRIAL](#)

 **Book a call**

Book a 15-minute Zoom call with an expert. Get a quick tour of the platform and leave no questions unanswered. Just pick a moment!

[Book a call now](#)

 **Join the community**

Start the conversation! Join our community on Discord; ask all your questions, chat with other users and with the platform creators.

[Join the SettleMint community](#)

 **Check our documentation**

For a full guide on the platform and features, check our product documentation, and find out everything you need to know.

[Check our documentation](#)

Website

Form

Form

Email

First name

Last name

Company

Phone number

Message

Reason for contact

Please select

I would like to receive insights on Enterprise Blockchain and SettleMint updates via email.

We're committed to your privacy. Your details are collected and securely stored so we can respond to your query. If you check the box to receive insights and updates from us via email, you can unsubscribe or update your details at any time via a link in the emails you will receive.

SUBMIT

View the [online template](#)

Website

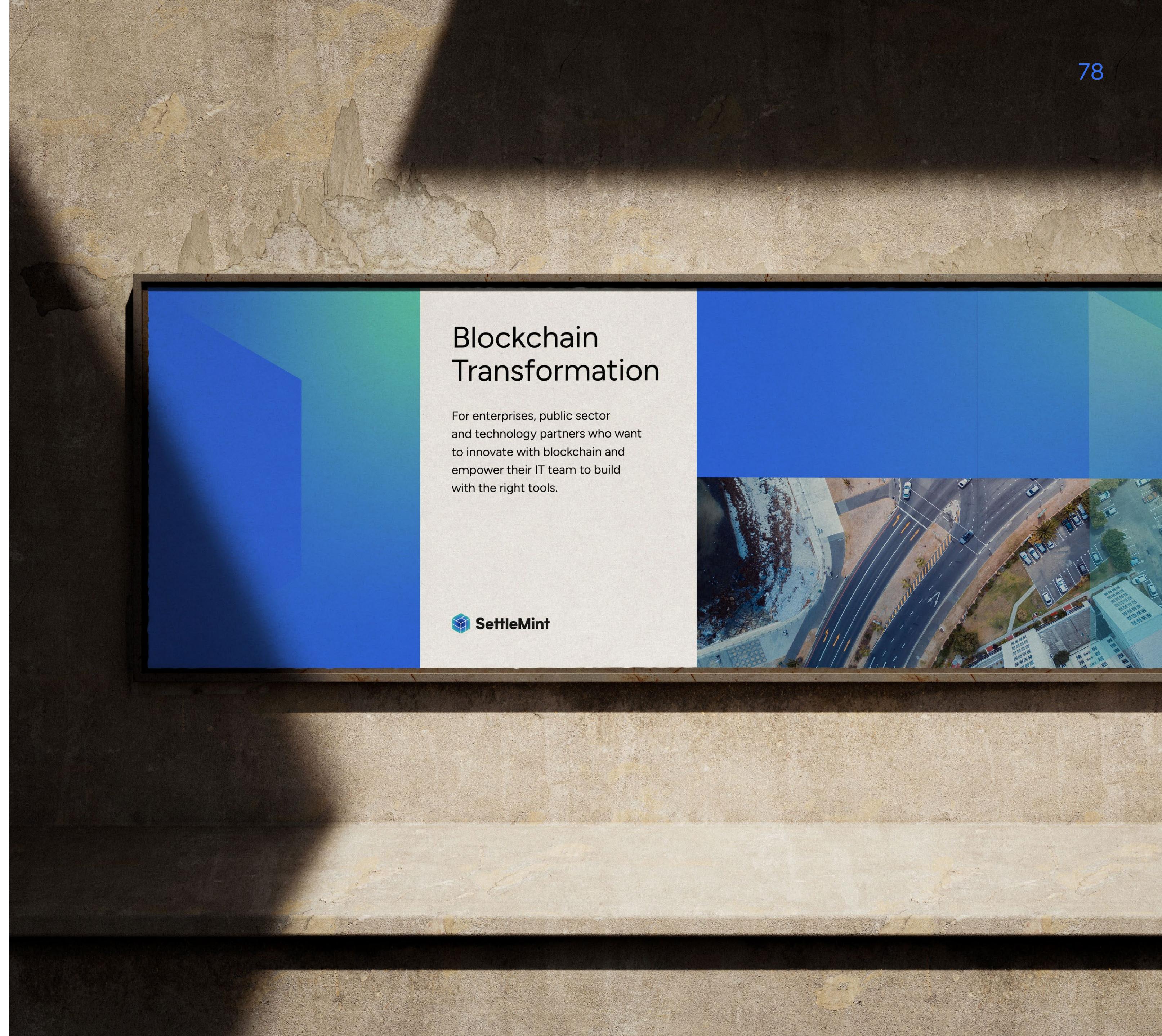
Footer

- socials
- newsletter
- links

[View the online template](#)

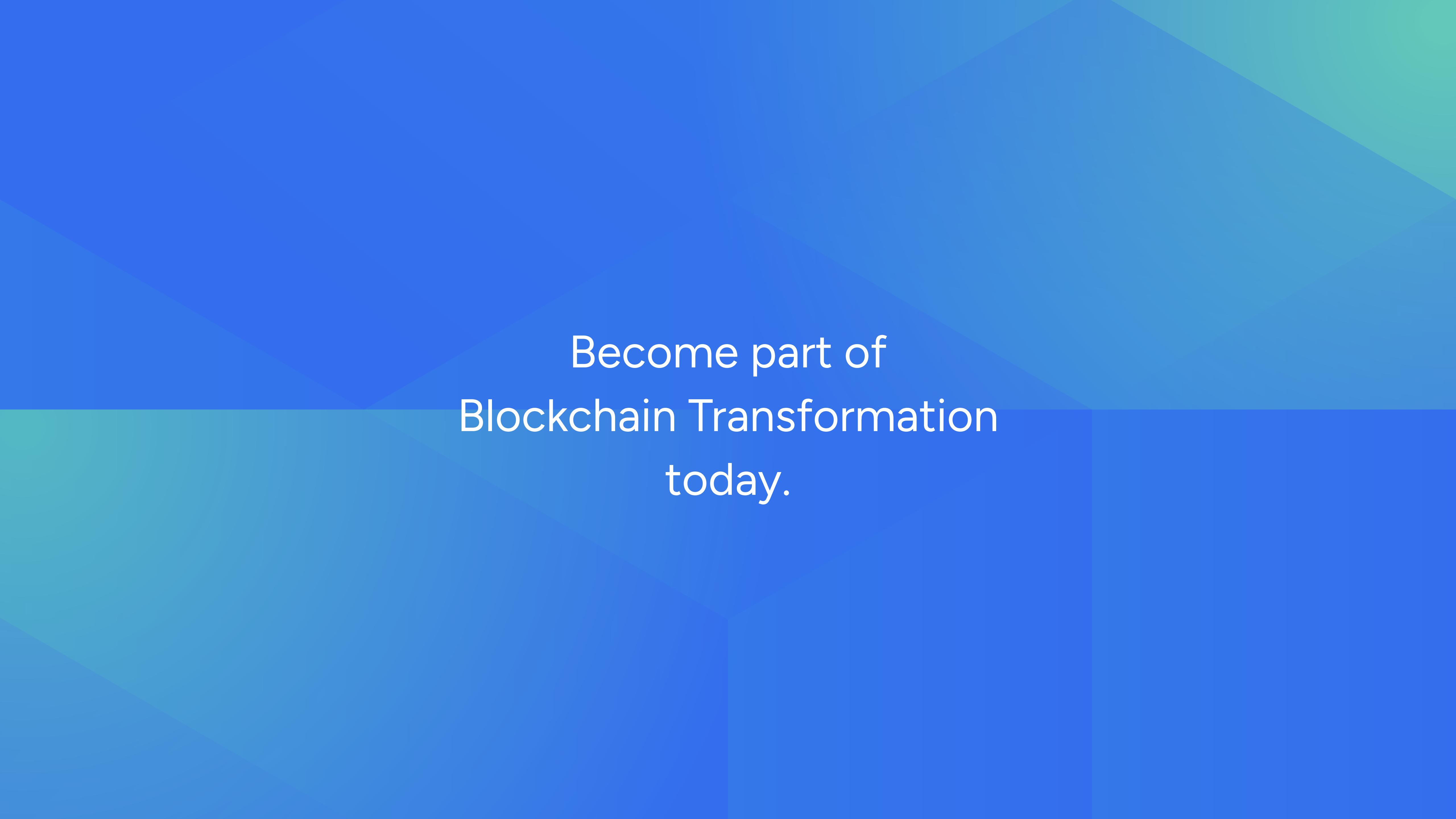
The image shows the footer section of the SettleMint website. At the top, there's a call-to-action: "Join the community and stay up to date". Below it are three social media icons: Twitter (blue bird), Discord (blue speech bubble with a hand cursor), and LinkedIn (blue 'in'). A note below the LinkedIn icon says "Real color on-hover". In the center, there's a form for newsletter sign-up with fields for "Email" and a blue button "YES, SEND ME UPDATES". Below the form is a small checkbox with the text "I agree to receive communications from SettleMint.". At the bottom, there's a dark footer menu with several sections: PLATFORM (Feature Overview, Deploy On-Premises, Launch NFTs, Platform Demos, Polygon Supernets, Support, Documentation), PRICING (Pricing Calculator), USE CASES (SettleMint Stories, Insurance, Non-Fungible Tokens (NFTs), Banking & Financial Services, Supply Chain Management, Government & Public Sector, Energy, Healthcare & Life Sciences), PARTNERS (Partner Directory, Partner Program, Knowledge Hub), and COMPANY (About, Why SettleMint, Webinars, Minibooks, News, Blog, Careers, Contact, Download Brand Assets). A "LOGIN" link is also present. At the very bottom, there's a small copyright notice: "© 2023. All rights reserved. Terms of service. Privacy policy. Cookie policy. This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 849969."

Poster / display



Billboard





Become part of
Blockchain Transformation
today.