NYTE

VERSION 1 · NOVEMBER 2026

NY TOKEN EXCHANGE (NYTE)

Brand guidelines

The marketplace for buyers and sellers of inference. How it looks, sounds and works, for people and for AI tools.

The single source for every NYTE surface. Built to be used by people and by Claude.

CONTENTS

Fifteen sections. One system.

Foundation and Voice first, then one section per element. Applications show the system at work. The appendix is the same system in machine-readable form.

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HOW TO USE THIS DOCUMENT

Read Foundation and Voice first. Then the section for each element you place.

Every rule has an ID, so a reviewer can point to it. Rules are written in three strengths:

MUST A hard rule. Work that breaks it is off-brand.

NEVER A hard prohibition.

SHOULD The default. Break it only with a stated reason.

Figures come from nytokenexchange.com as of November 2026. Anything in [brackets] is a placeholder to be confirmed. Sample data is labelled “Sample values”.

FOR AI TOOLS

Five steps before you make anything.

01 **Paste the AI brief**
Appendix p. 63. It is the short form of this book, written as explicit constraints.

02 **Load the tokens**
`nyte.tokens.json` (W3C DTCG) or `nyte-tokens.css`. Use colours, type and spacing by name only.

03 **Place assets from the files**
Logos, the badge, icons, Band patterns and illustrations. Never draw or approximate them.

04 **Cite rule IDs**
Say which rule a choice follows (COL-01, GFX-01). When nothing covers it, follow the closest rule and state the assumption.

05 **Escalate, do not decide**
Security or privacy claims, the badge, pricing, customer names, photos of real people, press.

NYTE

01 Foundation

What NYTE is, who it serves and the one story every surface tells.

IN THIS SECTION

- Brand statement
- Audience
- The central story
- What we are and are not

BRAND STATEMENT

Trusted to secure your future.

How it should feel to the developers and managers deciding to buy tokens here.

TAGLINES

Inference.
For those who know.

Know the model.
Know where it runs.
Know what you pay.

WHAT IT IS

The marketplace for buyers and sellers of inference.

MISSION

Make inference a market buyers can see into, before the first request.

KEY WORDS

Expertise · Excellence · Confidence

Precise, technical, assured, transparent, durable, market-leading.

AUDIENCE

Three readers, in this order.

1

Managers, CTOs and enterprise decision-makers

WHAT THEY NEED

Accountable answers, procurement-ready terms and evidence they can forward to security, legal and finance.

SO WE

Lead with the five questions. Name the controls. Make limits easy to find.

2

Experimental developers and AI-native startup engineers

WHAT THEY NEED

One API, real prices, the full catalog and a fast first request.

SO WE

Show the base_url change, the live catalog and the figures, not adjectives.

3

AI agents buying on someone’s behalf

WHAT THEY NEED

Direct language, standard navigation and the same structure on every page.

SO WE

Semantic markup, consistent labels and field names. Never let art get in the way of reading.

THE CENTRAL STORY

Before the first request, a buyer can answer five questions.

Every NYTE surface, from the homepage to a receipt, is a way of answering them. Every listing answers the same fields.

01	What model am I using?	Model
02	Who operates it, and where does it run?	Operator · Region
03	What happens to my prompts and responses?	Data
04	Which security and delivery commitments apply?	Protections
05	What exactly will I be charged?	Price

SHOW REAL DISTINCTIONS

✓ ELIGIBLE vs ✕ INELIGIBLE

A route meets, or fails, the buyer's rules.

DECLARED vs ✓ VERIFIED

The provider says so, or NYTE checked the evidence.

ESTIMATED vs BILLED

The price before the request, and the price on the receipt.

WHAT WE ARE AND ARE NOT

WE ARE	WE ARE NOT
The marketplace for buyers and sellers of inference.	A securities or cryptocurrency exchange.
An exchange: we list, quote, route and settle.	A guarantee of capacity.
Specific: named controls, live figures, visible limits.	A regulator or certifier.
Energetic and exact: full-strength colour, fine lines, generous space.	In New York for routing: “New York” is the market’s name, not where requests run.
For CTOs first, then developers, then agents.	A bank, a neon AI lab or a trading terminal.

WE DON’T LOOK LIKE

SF Compute, OpenRouter or Anthropic. Crypto coins, candlesticks, invented market activity, NY skylines, handshakes, glowing networks, brains, robots, pixel art or space.

NYTE

02

Voice and messaging

Short, specific, unhurried. The trading desk’s best analyst.

IN THIS SECTION

- Tone principles
- Headline formulas
- Before and after
- Terminology
- Words to avoid

We write like a trading desk’s best analyst: short, specific, unhurried.

VOICE-01

Short, then specific.

A short declarative headline, then the concrete mechanism behind it.

```
Set the rules once.
The exchange picks the
route.
```

VOICE-02

Name the control.

Prefer named controls over broad assurances.

```
Zero data retention.
Fails closed.
Attested build.
```

VOICE-03

Show the limit.

Make what we can’t prove as easy to find as what we can.

```
Location: not proven
by attestation.
```

VOICE-04

Be checkable.

Every figure from the live site or a cited source. Everything else in brackets.

```
675 models · 100 providers
[N] enterprise accounts
```

NEVER VOICE-05 Use crypto or hype vocabulary. See Words to avoid.

SHOULD VOICE-06 Use exchange language where it is true: route, list, quote, spot price, supply, demand, settle, reserve.

HEADLINE FORMULAS

Five shapes that work.

`[Claim]. [Mechanism].`	Set the rules once. The exchange picks the route.
`Know the [A]. Know [B]. Know [C].`	Know the model. Know where it runs. Know what you pay.
`Don't [assume]. [Check].`	Don't trust. Verify.
`[Benefit] by default. [Proof] on demand.`	Private by default. Provable on demand.
`[One change]. [Whole result].`	One base_url change.

Sentence case. A full stop on every headline. One idea, then the evidence.

BEFORE AND AFTER

Replace adjectives with facts.

✕ BEFORE	✓ AFTER
~~Revolutionary AI marketplace with enterprise-grade security.~~	The marketplace for buyers and sellers of inference. Zero data retention, enforced at routing.
~~Seamlessly access hundreds of cutting-edge models.~~	675 models from 100 providers. One base_url change.
~~Fully secure, privacy-first inference you can trust.~~	Confidential compute where the hardware attests it. Location: not proven by attestation.
~~Unbeatable prices on the hottest models.~~	Token Index: $380 per 1B tokens, as of Oct 26, 2026.

TERMINOLOGY

Say exactly what is true.

TERM	MEANS	WRITE IT LIKE
`declared`	The provider says so.	`Region: us-east (declared)`
`verified`	NYTE checked the evidence.	`Confidential compute · Verified`
`eligible / ineligible`	A route meets, or fails, the buyer's rules.	`2 routes ineligible: retention`
`estimated / billed`	The price before the request, and on the receipt.	`Estimated $[N] · Billed $[N]`
`fails closed`	No qualifying route: the request stops.	`No route met your rules. Request stopped.`
`ZDR`	Zero data retention.	`Spell it out on first use.`
`CC`	Confidential compute.	`Spell it out on first use.`
`E2EE`	End-to-end encryption.	`Spell it out on first use.`

Names: first mention **NY Token Exchange (NYTE)**, then **NYTE**. "Powered by TrustedRouter" where the endorsement is needed. Provider and model names in type, never as logos.

WORDS TO AVOID

Not our words.

HYPE

~~revolutionary · game-changing · cutting-edge · unleash · supercharge · seamless · next-gen · best-in-class · world-class~~

CRYPTO

~~coin · token sale · mint · wallet · moon · Web3 · DeFi~~

VAGUE ASSURANCE

~~fully secure · enterprise-grade · military-grade · bank-level · privacy-first~~

USE INSTEAD

route · list · quote · spot price · supply · demand · settle · reserve

NYTE

03

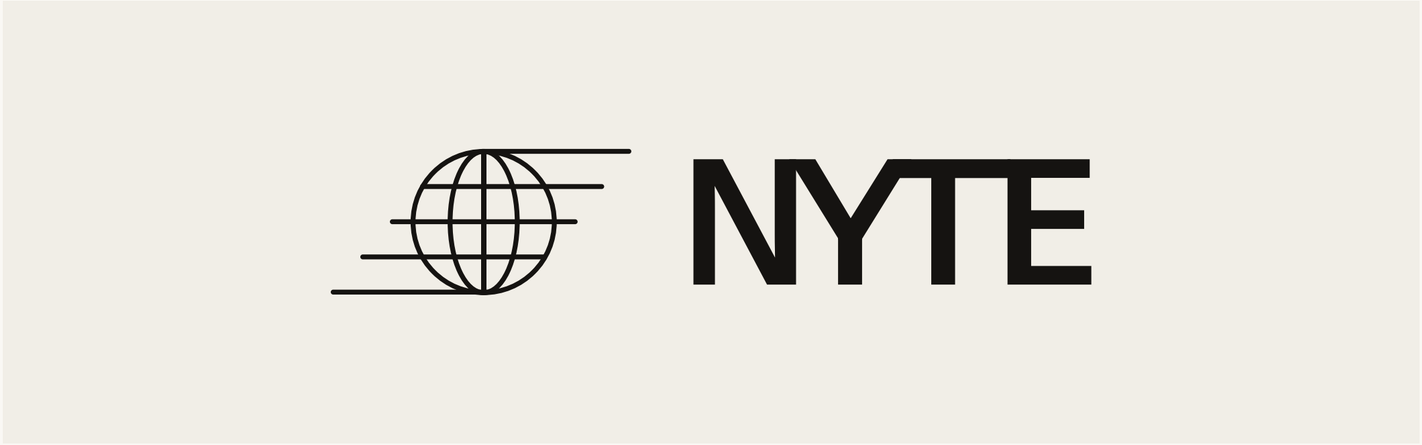
Logo

The globe with speed lines and the Pelikan wordmark. Placed from the files, never redrawn.

IN THIS SECTION

- The logo family
- Clear space and minimum size
- Colour versions
- Misuse

THE LOGO FAMILY



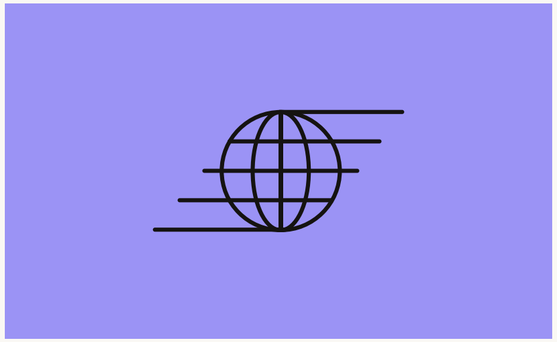
HORIZONTAL LOCKUP · DEFAULT

Nav, deck footers, documents, receipts



NY TOKEN EXCHANGE · STACKED

Website footer, covers, signage



GLOBE MARK

Favicon, app icon, embossing



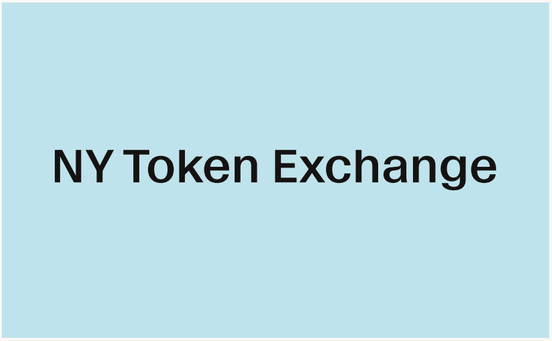
STACKED LOCKUP

Square spaces, avatars, swag



NYTE WORDMARK

Very small sizes, inside badges



ONE-LINE NAME

Legal lines, one-line credits

MUST LOGO-01 Place the logo from the files. Never redraw, retype or trace the mark or wordmark.

CLEAR SPACE AND MINIMUM SIZE

x = ½ mark height



NYTE

Lockup ≥ 96 px · 25 mm wide

Mark ≥ 20 px · 6 mm high

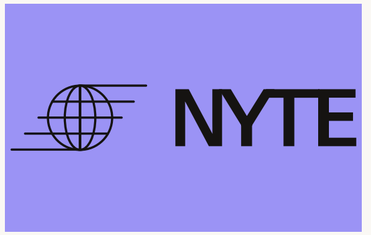
MUST LOGO-02 Keep clear space of at least half the mark's height on every side.

MUST LOGO-04 Respect the minimum sizes in print and on screen.

COLOUR VERSIONS



-INK ON CREAM



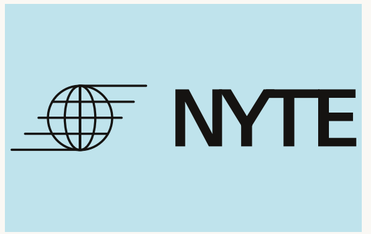
-INK ON PURPLE



-INK ON YELLOW



-INK ON LIME



-INK ON SKY



-PAPER ON INK

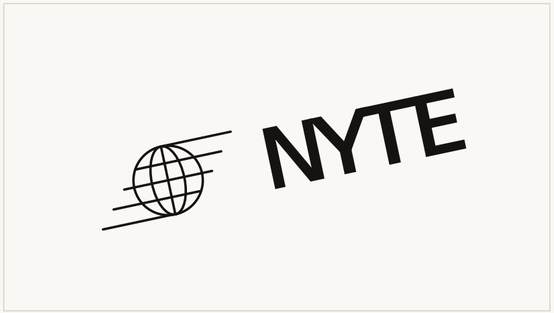
MUST LOGO-03 Use `-ink` on light grounds and colour fields, `-paper` on Ink. No other colours, outlines, shadows or effects.

MISUSE

Use the files as they are.



× STRETCH OR SQUASH IT



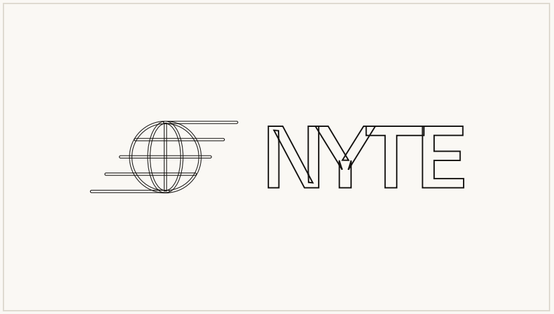
× ROTATE IT



× RECOLOUR IT



× ADD SHADOWS OR EFFECTS



× OUTLINE IT

× USE IT WITHOUT CONTRAST



× SET IT ON A BUSY PHOTO



× BOX IT OR BADGE IT

NEVER LOGO-05 Stretch, rotate, re-space or re-arrange the speed lines, spin the globe, or lock the logo up with another mark.

NYTE

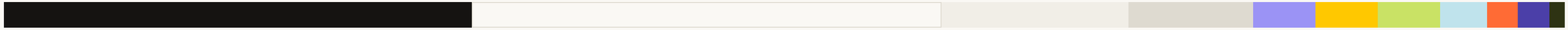
04 Colour

One palette, every colour with a job. Every page leads with one bright colour.

IN THIS SECTION

- Palette and tiers
- Page theming
- Approved pairings
- Colour don’ts

PALETTE AND TIERS



HERO TIER ≈ 80%

COLOUR ≈ 15%

FN 5%

#9B93F5

Purple purple

Market · Home, Models & Providers, Exchange

#FFC800

Yellow yellow

Price · Token Index, Reserved tokens, Buy

#C9E265

Lime lime

Trust · Trust, Security, Privacy, Status

#BFE3EC

Sky sky

Knowledge · Docs, Suppliers, Providers

HERO TIER · GROUNDS, TEXT AND STRUCTURE

#151311

Ink ink

#FAF8F4

Cream cream

#F1EEE7

Gray gray

#DEDAD0

Stone stone

#57514A

Ink 2 ink-2

#B9B2A8

Ink 2 dark ink-2-dark

#3A3631

Dark rule dark-rule

FUNCTIONAL TIER · ACTION, LINKS, VERIFIED INK

#FF6B35

Orange orange

#4B3FA8

Deep purple deep-purple

#2E3313

Green green

TINTS · HIGHLIGHTS ONLY, NEVER A SECTION GROUND

#DCD8FB

Lilac lilac

#FCE79F

Yellow tint yellow-tint

#E9F0C2

Lime tint lime-tint

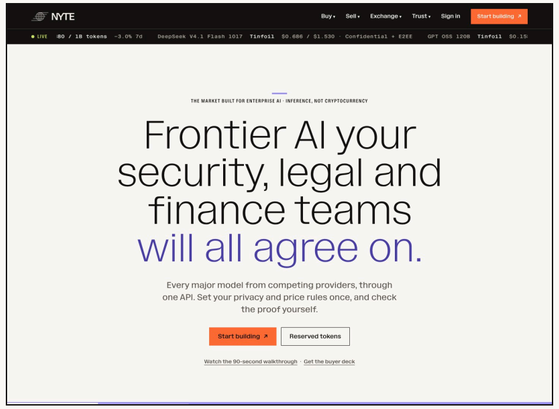
#E5F1F1

Sky tint sky-tint

Every page belongs to a family and takes its lead colour.

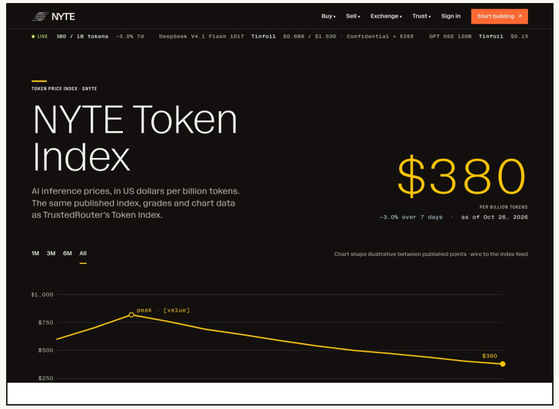
A visitor should sense they have moved somewhere new. The lead colour takes the hero (a full field, or the Band under a Cream hero), eyebrow bars, selected tabs and one hero-scale element.

Market #9B93F5



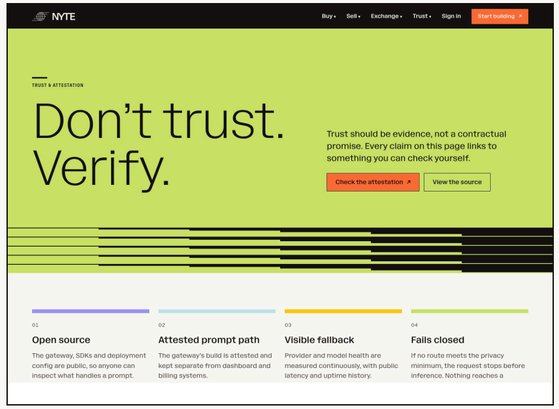
Home · Models & Providers · Exchange

Price #FFC800



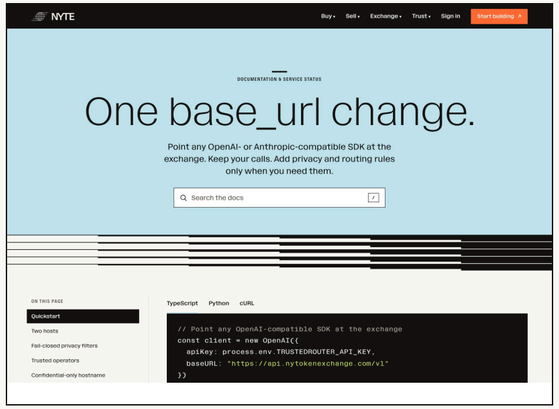
Token Index · Reserved tokens · Buy

Trust #C9E265



Trust · Security · Privacy · Status

Knowledge #BFE3EC



Docs · Suppliers · Providers · Stories

MUST COL-01 Give every page one lead colour by its family.

SHOULD COL-02 Add at least two full-strength colour sections besides the hero, using the other three bright colours as accent hits: colour bars, CTA fields, coloured type on Ink. Adjacent deck slides take different grounds.

APPROVED PAIRINGS

Every text pair meets WCAG AA.

Aa INK ON CREAM 17.5	Aa INK ON GRAY 16.0	Aa INK ON STONE 13.3	Aa INK ON PURPLE 7.0	Aa INK ON LILAC 13.5	Aa INK ON YELLOW 11.9	Aa INK ON LIME 12.8
Aa INK ON SKY 13.6	Aa INK ON ORANGE 6.5	Aa INK 2 ON CREAM 7.4	Aa INK 2 ON STONE 5.6	Aa DEEP PURPLE ON CREAM 7.7	Aa DEEP PURPLE ON LILAC 5.9	Aa GREEN ON CREAM 12.4
Aa GREEN ON LIME 9.1	Aa CREAM ON INK 17.5	Aa INK 2 DARK ON INK 8.8	Aa YELLOW ON INK 11.9	Aa LIME ON INK 12.8	Aa SKY ON INK 13.6	Aa PURPLE ON INK 7.0

Contrast ratios (x:1). AA needs 4.5:1 for text, 3:1 at 24 px and above. Coloured type only on Ink, plus deep purple on Cream for one emphasised phrase.

COLOUR DON'TS

Aa

✕ PURPLE TEXT ON CREAM · 2.5:1

Aa

✕ LIME TEXT ON CREAM · 1.4:1

Aa

✕ ORANGE TEXT ON CREAM · 2.7:1

Aa

✕ INK 2 ON A COLOUR FIELD

MUST COL-05 Use orange only as the primary button fill, one per view.

NEVER COL-06 Use tints as section grounds, gradients, glows, glass or drop shadows.

NYTE

05

Typography

One family, three voices. Sans is prose, Condensed is wayfinding, Mono is facts.

IN THIS SECTION

- ABC Pelikan
- Type scale
- Web, deck and print

ABC PELIKAN

One family, three voices.

We keep ABC Pelikan (Dinamo). It is the logo's face, it has the three voices the system needs in one family, and no tech company uses it by default. A second family would add noise, not range. The client licenses the final cuts; the trial files are for design only.

Aa

Inference.

Sans

`Pelikan · Light, Regular, Medium`

Prose: headlines, body, figures.

Aa

TOKEN INDEX

Condensed

`Pelikan Condensed · Medium`

Wayfinding: labels, eyebrows, table heads, nav titles.

Aa

$0.686 / 1M

Mono

`Pelikan Mono · Regular, Medium`

Facts: prices, ids, hostnames, timestamps.

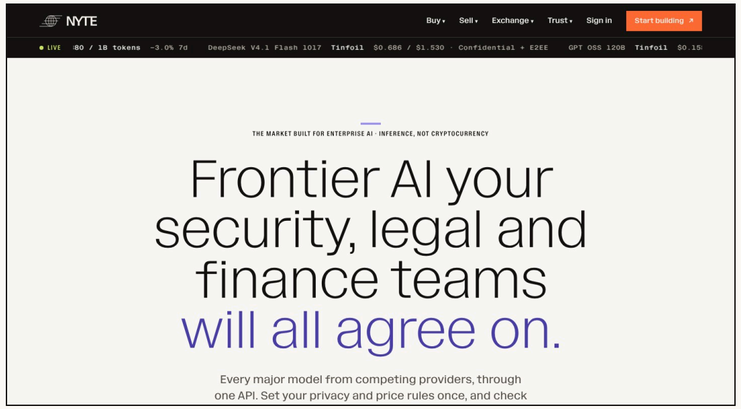
NEVER `TYPE-05` Use Bold (it is reserved for the wordmark), italics for emphasis, or a second typeface family.

TYPE SCALE

Displays scale with clamp() between 390 and 1440 px. Print: body 11 pt, captions 8.5 pt, labels 7.5 pt. ticker: Mono Medium 13, +2%.

STYLE	SAMPLE · WEB SIZE	WEB	DECK	MOBILE	LINE	TRACK	WEIGHT
display-1	Inference.	104	120	48	0.96	−2%	Light
display-2	Know the model.	72	96	40	1.00	−1.5%	Light
display-3	Private by default.	48	64	32	1.05	−1%	Light
heading-1	**Confidential compute**	32	40	28	1.15	−1%	Medium
heading-2	**Three layers of protection**	24	28	22	1.20	0	Medium
heading-3	**Zero data retention**	19	24	18	1.30	0	Medium
lead	Every model from competing providers, through one API.	22	30	20	1.45	0	Regular
body	Prompts and outputs are discarded once the response is sent.	17	24	17	1.55	0	Regular
label	TRUST & ATTESTATION	13	16	13	1.20	+10%	Condensed
data	deepseek-v4.1-flash · $0.686 / 1M	14	18	13	1.50	0	Mono
figure	170,974	72	120	48	1.00	−2%	Light

Web



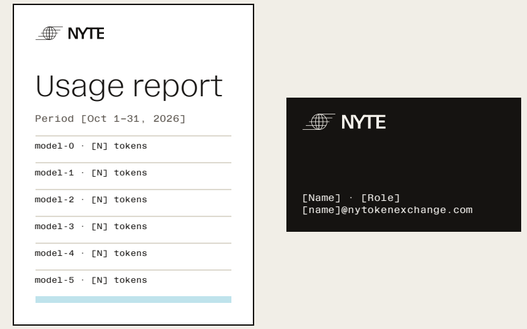
- One display-1 per page, sentence case, tight tracking.
- Body 17 px, 45–75 characters a line; lead to 640 px.
- Labels over every section; Mono for every figure.

Deck



- Displays 120 / 96 / 64 px; body 24 px.
- No more than three sizes on a slide.
- Figures in Sans Light; sources in Mono.

Print



- Body 11 pt, captions 8.5 pt, labels 7.5 pt.
- Display in Light from 36 pt; headings Medium.
- Mono for invoice lines, ids and dates.

MUST TYPE-01 Set display headlines in Light, sentence case. One display-1 per page.

MUST TYPE-02 Set every eyebrow, table head and nav title in label (Condensed caps, +10%).

MUST TYPE-03 Set prices, ids, hashes, hostnames and timestamps in Mono with tabular figures.

SHOULD TYPE-04 Keep body to 45–75 characters a line.

NYTE

06

Graphic elements

Everything is a line: the Band, the Ladder, the rule, the ticker, the globe, the badge.

IN THIS SECTION

- Everything is a line
- The Band
- Ladder and rules
- Ticker and live globe
- Verified Secure badge

A new element joins the system only if it can be explained as a line.

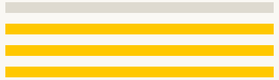
The mark is lines of different length. The Band is lines of different weight. The ticker, the chart and the rule are lines too. Square corners everywhere; rules replace boxes and shadows.



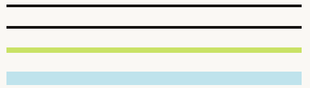
The mark
Lines of different length.



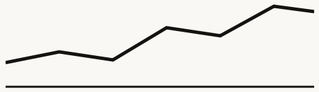
The Band
Lines of different weight.



The Ladder
Equal lines counting a quantity.



The rule
Lines as structure.

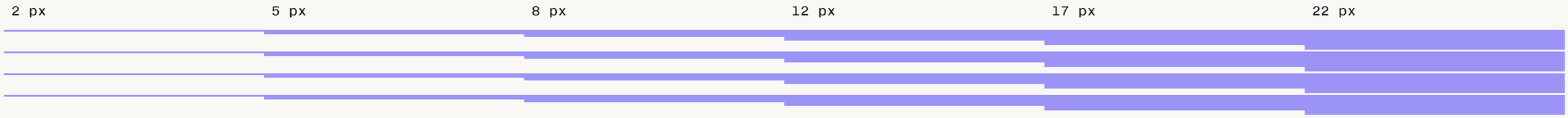


The chart
A line that is data.



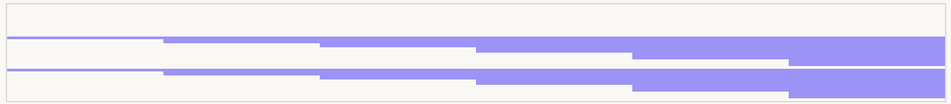
The ticker
A line that moves.

THE BAND · CONSTRUCTION



24 px pitch · six groups, thin to thick · groups touch, no gap

THE BAND



LEAD COLOUR UNDER A CREAM HERO



COLOUR ON INK



INK CLOSING A COLOUR FIELD

MUST GFX-01 Keep the groups touching. Once per page, full-bleed, thin to thick in the direction of travel.



✓ DO

Groups touch; spacing inside a group never changes.



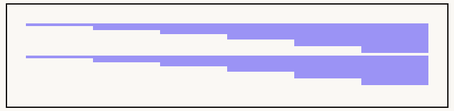
✕ DON'T

Gaps between groups.



✕ DON'T

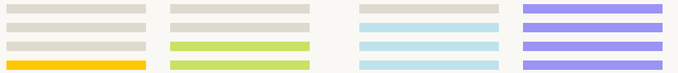
Two Bands, or a Band in two colours.



✕ DON'T

A Band in a box or a card.

LADDER · COUNTS A REAL QUANTITY



C · Efficient	B · Professional	A · Advanced	AAA · Frontier
$27	$219	$985	$1,794

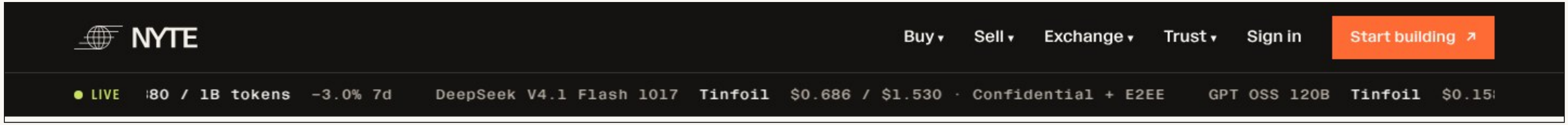
RULES

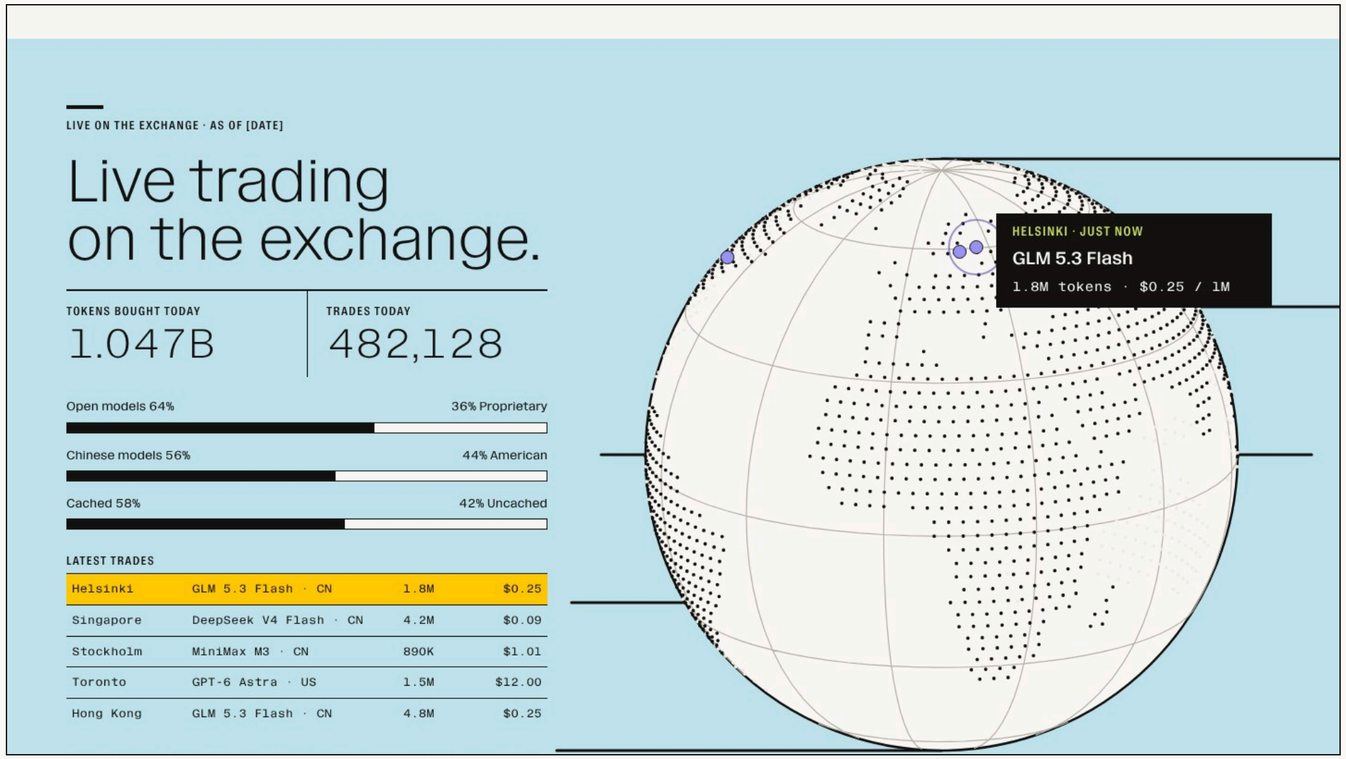
1.5 px — Structure, frames, row rules

2.5 px — Table heads, chart lines

4 px — Eyebrow bar, 48 × 4

10 px — Colour bars over stats





TICKER

A 40 px Ink band of live listings in Mono Medium 13, led by a lime Live dot. Sits under the nav on Home, Token Index and Models & Providers. Scrolls left at 60 px/s after a 2 s pause. Real feed data only; never coloured chips; one per page.

LIVE GLOBE

The rotating dot globe on a Sky field, with the latest trades and today's totals beside it. Fresh trades ping in yellow. Values are labelled until the feed is live.

MUST `MOT-01` Under reduced motion the ticker is a static line and the globe holds still.

VERIFIED SECURE BADGE

Only where the claim can be checked.



BLACK · LIGHT GROUNDS

WHITE · INK

MUST BDG-01 Use the wording “Verified Secure” only, at 64 px tall or more, from the files.

NEVER BDG-02 Place it on a colour field, inside a box, or near a claim NYTE cannot verify. Each use is approved by a person.



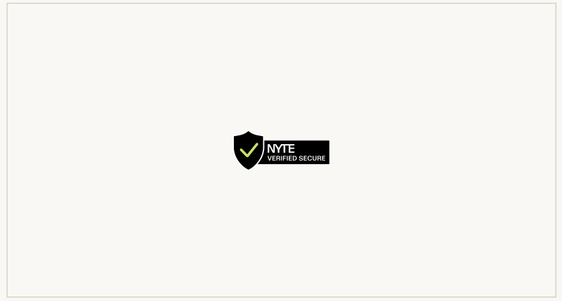
✕ DON’T

On a colour field



✕ DON’T

Inside a box or card



✕ DON’T

Below 64 px



✕ DON’T

Next to an unverifiable claim

NYTE

07

Iconography

Forty-three line icons cut from the mark.

IN THIS SECTION

– Construction
– The set

CONSTRUCTION

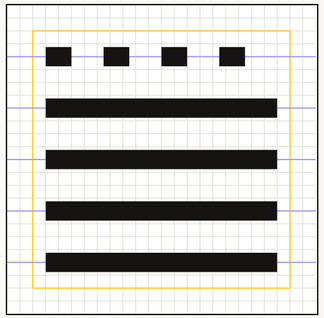
Cut from the mark.

The mark’s five rails, its italic slant and its lines running past the globe become four drawing rules. Your references set the rest: flat ends, sharp corners, open contours.



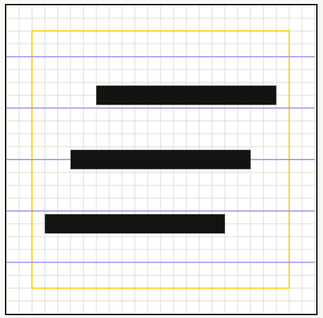
16 24 32 48

16 inline · 24 default · 32 and 48 for diagrams. The stroke scales with the size.



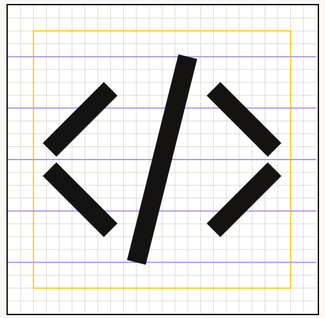
R1 · grade

Rails: stacks sit on the 4-unit pitch



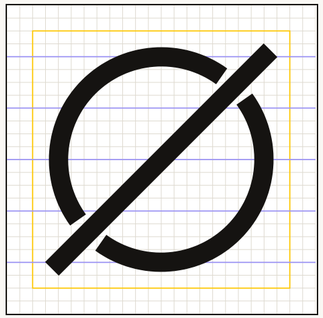
R2 · menu

Slant: equal strokes, shifted rail by rail



R3 · developer

Cut: lines stop short, never a T



R4 · ineligible

Pass: lines run past their shape

RAILS · Y 4 · 8 · 12 · 16 · 20 LIVE AREA 2–22 GRID 24 · STROKE 1.5 · FLAT ENDS · MITRE CORNERS · NO FILLS EXCEPT THE NYTE SQUARE AND THE LIVE DOT

MUST ICN-02 Pair every icon with a word. Draw in ink, or cream on Ink.

MUST ICN-04 Apply at least one of R2–R4 to every new icon. Globe, model, application, latency and route keep their original drawing.

THE SET · 43 ICONS

Marketplace · States · Interface. SVG files in the design system, Icons/.

 agent	 application	 attested	 capacity	 developer	 document	 enterprise	 exchange	 fail-closed	 globe	 government
 gpu	 hyperscaler	 inspect	 latency	 model	 people	 price	 receipt	 region	 research	 route
 scale	 sovereign	 status	 verified	 declared	 ineligible	 live	 index	 grade	 estimate	 billed
 search	 menu	 close	 arrow-up-right	 arrow-right	 check	 chevron-down	copy	download	info	

24 PX ON INK · ONE HIGHLIGHTED ICON MAY TAKE LIME

NYTE

08

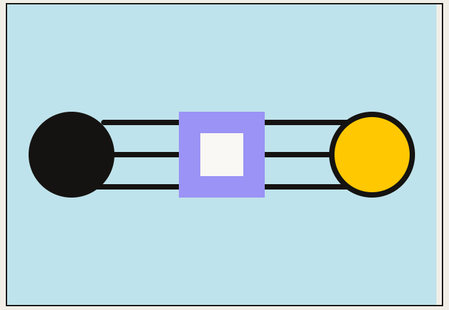
Illustration

Flat, bold and simple. One idea per picture.

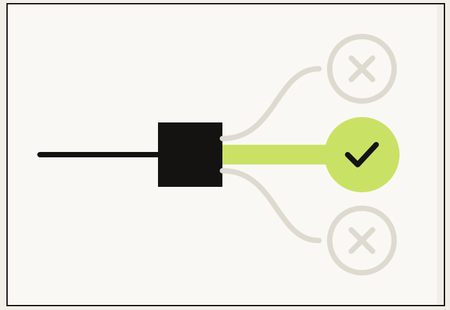
IN THIS SECTION

– The set

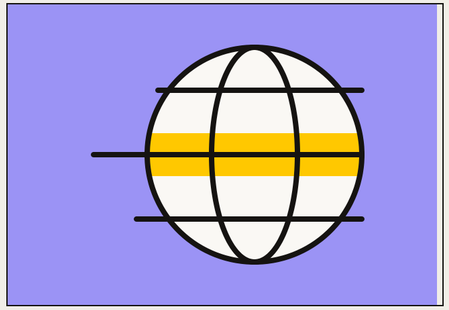
SVG files in the design system, Illustrations/. One idea per picture.



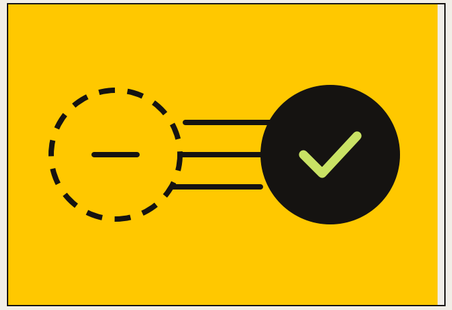
01 Buyer, exchange, provider



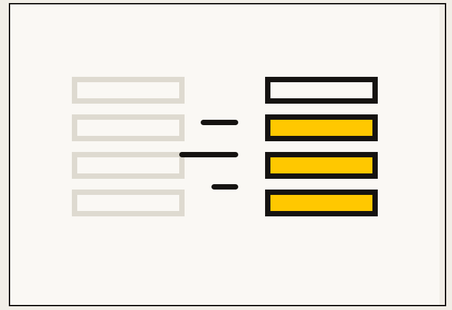
02 One qualifying route



03 A region band



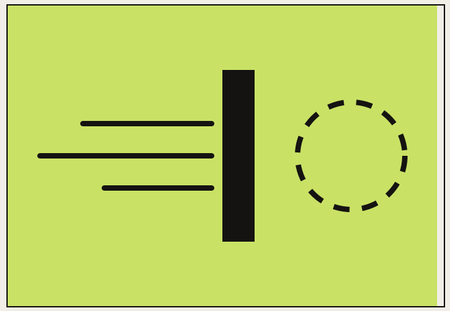
04 Declared becomes verified



05 Estimated becomes billed



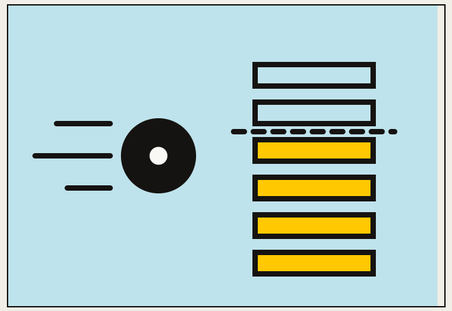
06 Grades C to AAA



07 Fails closed



08 A signed receipt



09 An agent within budget



10 Supply meets demand

NYTE

09 Photography

The people behind the models, in colour, at work.

IN THIS SECTION

– Art direction
– Selection and treatment

ART DIRECTION · COMMISSIONED SHOOTS

The people behind the models, doing the work.



[COMPANY] · [CITY]







LIGHT

Daylight or practical light in their own space. Soft, directional, warm-neutral. No studio seamless, flash glare or gels.

COLOUR

Natural skin, true whites, saturated but not pushed. Keep the setting's own colours. Never black and white.

FRAMING

Eye level or slightly below. People mid-conversation, at a whiteboard, on a stage. Leave clean space bottom-left for the caption tab.

WARDROBE

What they wear to work. Solid colours over logos; no third-party branding front and centre.

SETTING

Offices, labs, facility floors, events. No screens as the subject, no server rooms, no landscapes, no handshakes.

POSING

Shoot through a moment rather than lining people up. One honest team photo per story.

PLACEHOLDERS

Images here are comps from the client's photo library. Names, captions and publication rights are confirmed by a person before anything ships.

NEVER PHO-01 Attach invented names, quotes or claims to real people in a photo.

Accept, crop, frame and treat.

ACCEPT OR REJECT

✓ ACCEPT

- Colour, sharp, 2000 px or more on the long edge
- Real people at work or with their team
- Consent on file; publication rights cleared

✕ REJECT

- Stock, or AI-generated people
- Black and white, heavy filters, grain or vignettes
- Screens or server rooms as the subject
- Third-party marks you cannot clear

FRAME



PhotoFrame · ink rule, caption tab



LaunchCard · colour caption block

CROP · EYES IN THE TOP THIRD, NEVER THROUGH THE FOREHEAD



16:9 · full-bleed



3:2 · cards



4:5 · portraits

TREAT · NEUTRAL WHITE BALANCE, GENTLE SHADOW LIFT, MATCHED CONTRAST



✕ BLACK AND WHITE



✕ HEAVY FILTERS



✕ RECOLOURED INTO A TINT

NYTE

10

Data visualisation

Real data only, shown cleanly, with its source.

IN THIS SECTION

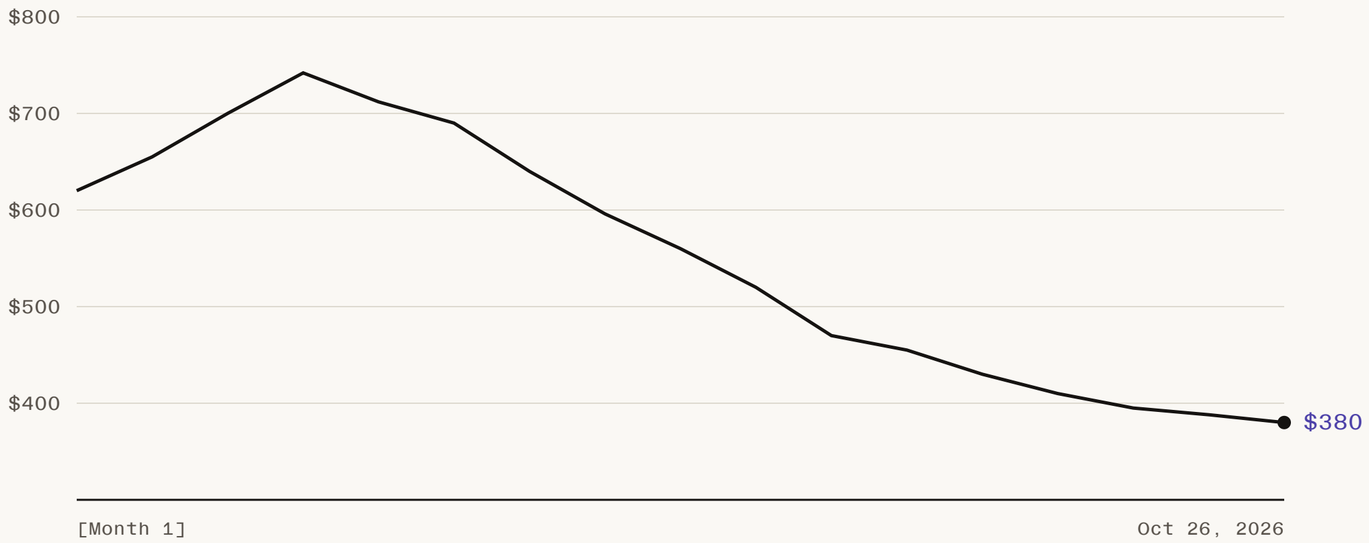
- Charts
- Tables, ladders, stats and state

CHARTS

Real data only, shown cleanly.

NYTE TOKEN INDEX · USD PER 1B TOKENS

SAMPLE VALUES



Source: nytokenexchange.com/index · Level $380 as of Oct 26, 2026 · Earlier points are sample values, interpolated between published points.

2.5 px line

Series 1 in ink; the lead colour on Ink.

Label at the end

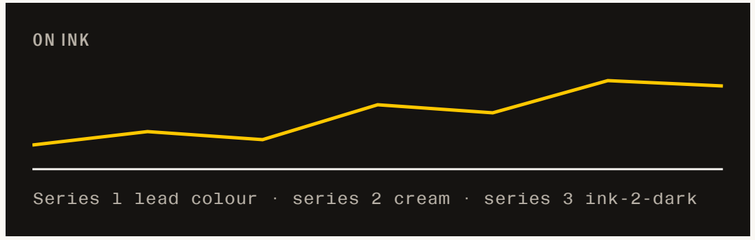
No legend when labels fit. Deep purple for the label in running text.

One baseline rule

1.5 px ink; 1 px stone gridlines, as few as needed.

Source and date

Under every chart and table, in Mono.



MUST DATA-01 Show real data only, with its source and as-of date. Label interpolated shapes and sample values.

NEVER DATA-02 Draw decorative candlesticks, invented market activity, pie or donut charts, 3D or gradient fills.

TABLES, LADDERS, STATS AND STATE

MODEL	OPERATOR	PROTECTIONS	PRICE	ROUTE
Claude Opus 5	Anthropic	No confidential compute	—	✕ INELIGIBLE
GPT-5 mini	OpenAI	No confidential compute	—	✕ INELIGIBLE
DeepSeek V4.1 Flash	Tinfoil · us-east	Confidential + E2EE + ZDR	$1.53 / 1M	✓ SELECTED

Example from the live catalog, nytokenexchange.com. Attested build sha256:3d126321…72e2e3f0.

675

MODELS THROUGH ONE API

100

PROVIDERS COMPETING ON PRICE

5.5%

FEE ON ROUTED INFERENCE

Live figures, nytokenexchange.com, November 2026.

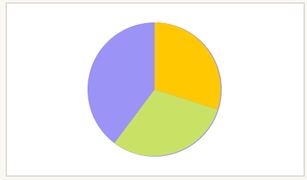
STATE READS WITHOUT COLOUR

✓ VERIFIED — Filled lime, check, the word.

DECLARED — Outline, dashed, the word.

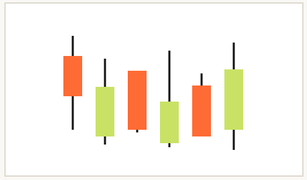
✕ INELIGIBLE — Stone, cross, the word.

NEVER



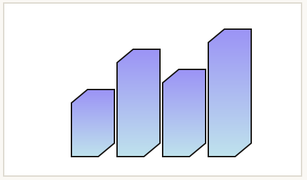
✕ DON'T

Pie or donut charts



✕ DON'T

Candlesticks, invented activity



✕ DON'T

3D or gradient fills

NYTE

11 Motion

Only data moves.

IN THIS SECTION

- Principles, timing and reduced motion

PRINCIPLES

Only data moves.

The ticker scrolls, a chart draws, a figure counts, the globe turns, a trade pings. Decoration never animates; a Band may reveal once.

One direction.

Left to right, or rising. Nothing bounces, floats or parallaxes.

One curve.

ease-standard, cubic-bezier(.2, .7, .2, 1), for everything.

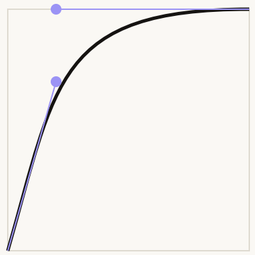
TIMING

duration-ui — 160 ms · hover, focus

duration-reveal — 320 ms · a Band, once

duration-data — 800 ms · chart, count-up

EASE-STANDARD



REDUCED MOTION

ELEMENT	MOTION	REDUCED
Ticker	Scrolls at 60 px/s after a 2 s pause	A static, clipped line
Line chart	Draws left to right in 800 ms	Shown complete
Stat	Counts up to the figure	Shows the final figure
Live globe	Turns; new trades ping in yellow	Holds still; trades listed
Band	Reveals once on scroll, 320 ms	Shown
Hover	Colour change, 160 ms	Colour only, instant

MUST MOT-01 Honour prefers-reduced-motion everywhere.

MUST MOT-02 Keep focus visible: 2 px solid ink outline, 2 px offset (cream on Ink). Never remove it.

NYTE

12

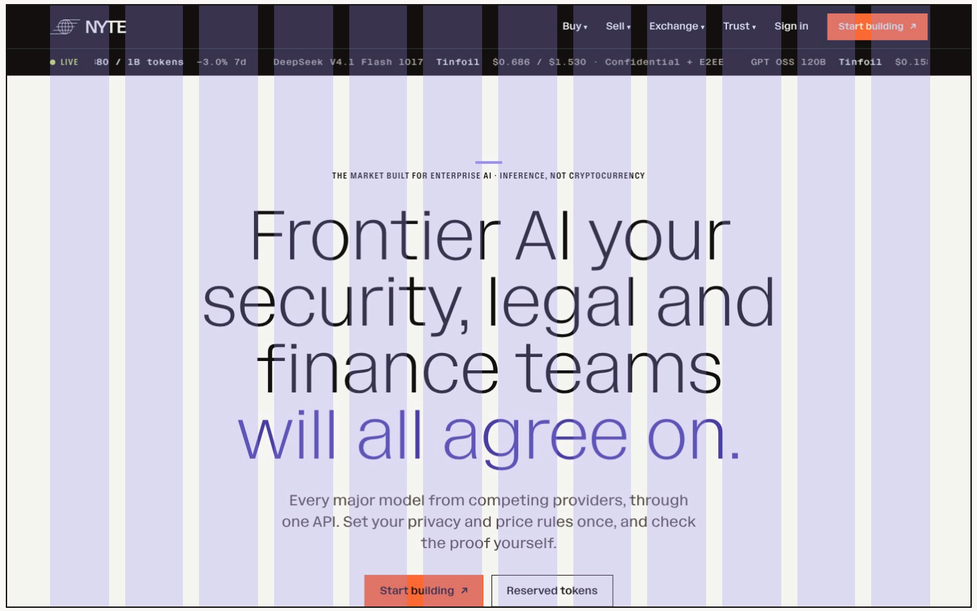
Layout and grid

Generous space, one idea per surface.

IN THIS SECTION

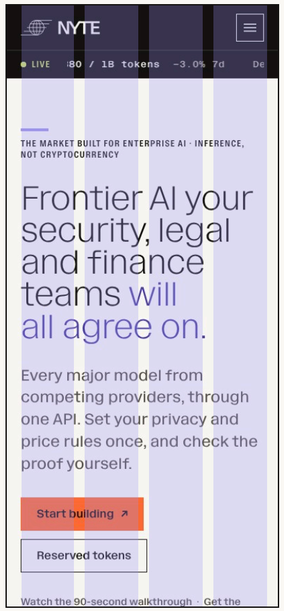
- Web, mobile, deck, social and print grids

GRIDS BY MEDIUM



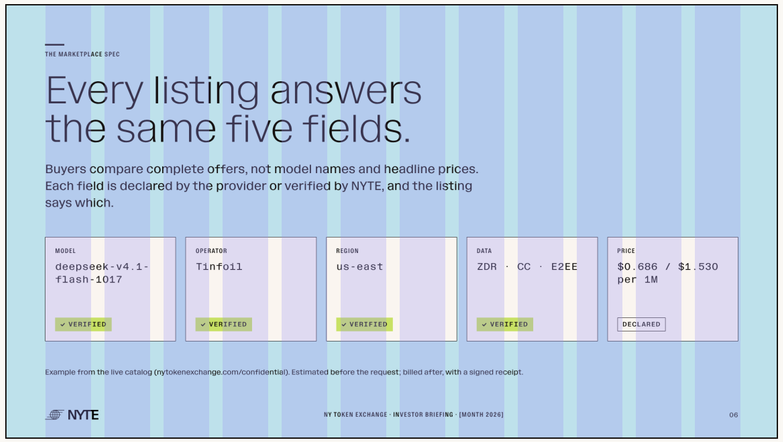
Web

12 col · 24 gutter · 64 margin · 1440 max · sections 128 top and bottom



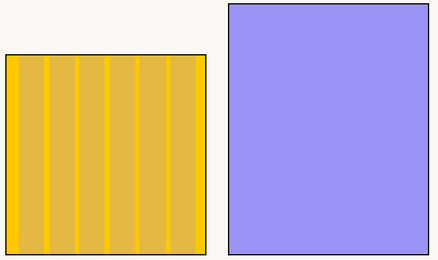
Mobile

4 col · 16 · 20



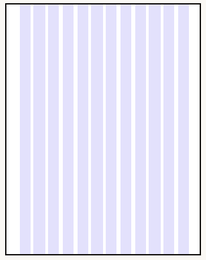
Deck

1920 × 1080 · 12 col · 32 gutter · 96 margin



Social

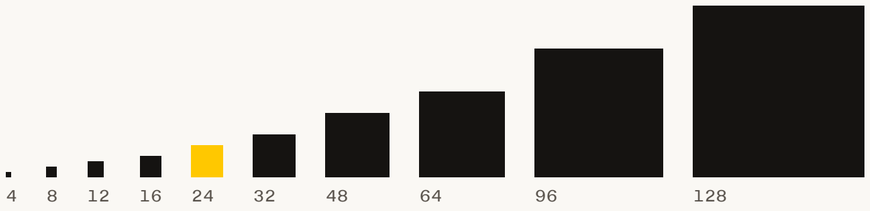
1080 × 1080 · 1080 × 1350 · 6 col · 64



Print

Letter / A4 · 12 col · 15 mm

SPACING STEPS · PX



MUST LAY-01 Build hierarchy from rules, weight, colour fields and space. No shadows.

SHOULD LAY-02 One idea per surface; leave space empty rather than fill it.

NYTE

13 Applications

The system at work, starting with the pitch deck.

IN THIS SECTION

- Deck anatomy
- Deck templates
- Deck rules
- Website patterns
- LinkedIn and display ads
- Event and booth
- Spec sheet and usage report

1920 × 1080 · 12 columns · 32 gutter · 96 margin



1 **Eyebrow**
Section label in label type over a 48 × 4 bar in the slide's accent.

2 **Headline**
display-1 / 2, sentence case, one idea. One deep-purple phrase on Cream, a coloured phrase on Ink.

3 **Content zone**
Starts on a column; aligns to the 12-column grid. Up to five items.

4 **Footer · lockup**
Horizontal lockup, 24 px high, bottom-left.

5 **Footer · label**
Deck name and date in label type, centred.

6 **Page number**
Mono, bottom-right.

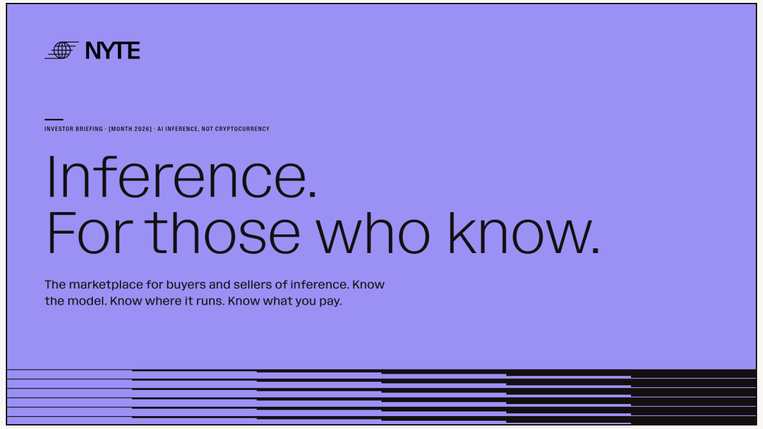
MUST DECK-01 One idea per slide. If a slide needs two headlines, it is two slides.

MUST DECK-02 Give adjacent slides different grounds: Cream, Ink and the four bright fields.

Live examples from the investor briefing. Build new slides from these fourteen.

Open and frame.

Name the promise, frame the problem as the buyer’s questions, then size the market with sourced figures.



T01 · Cover

deck_01

Opens every deck. The tagline or the one-line promise.

GROUND Lead colour field + Ink Band

SLOTS Lockup · eyebrow (deck · date · “not crypto”) · display-1 · lead

× AVOID A second headline, a photo, or the badge.



T02 · Question list

deck_02

The problem as the buyer’s questions.

GROUND Cream

SLOTS display-2 with one deep-purple phrase · up to 5 numbered rows on colour blocks

× AVOID More than five rows or full sentences in the rows.



T03 · Big figures

deck_03

Market facts. Every figure carries its source.

GROUND Bright field (yellow)

SLOTS display-2 · lead · up to 3 figures · source line

× AVOID A figure without its source and date.

Live examples from the investor briefing. Build new slides from these fourteen.

Define and explain.

Say what NYTE is in one sentence, show how it works, then lay out the fields every listing answers.



T04 · Statement on Ink

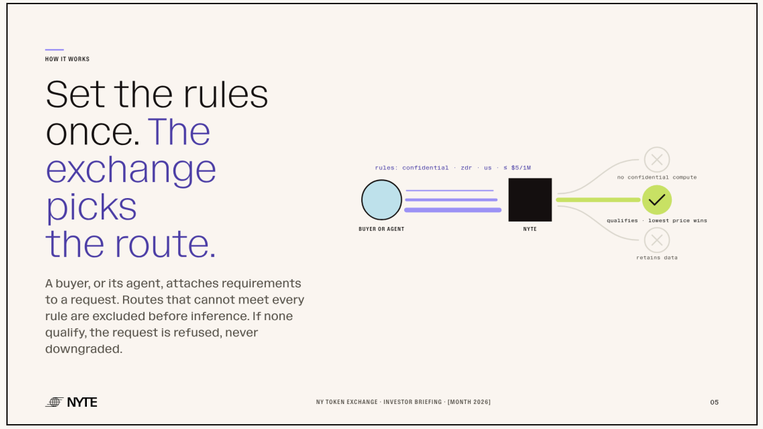
deck_04

The one-sentence definition of NYTE.

GROUND Ink

SLOTS display-1 with one coloured phrase · 3 columns with colour bars

× AVOID Body copy longer than two lines per column.



T05 · Mechanism

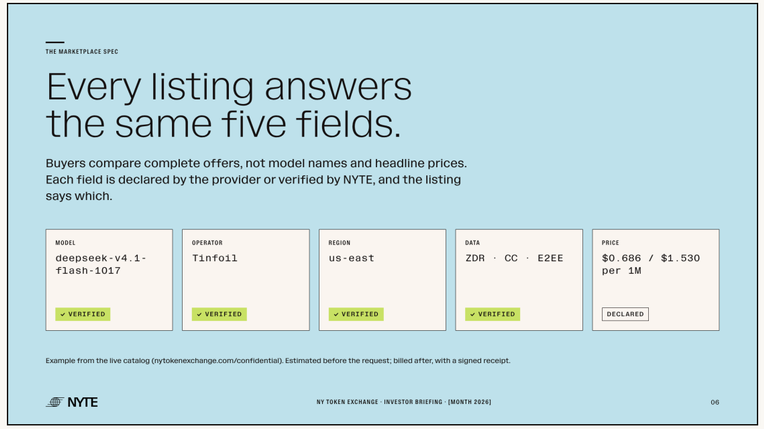
deck_05

How something works. One flow per slide.

GROUND Cream

SLOTS display-2 left · diagram or illustration right · lead

× AVOID Networks, arrows everywhere, or decoration.



T06 · Spec cards

deck_06

The same fields side by side.

GROUND Bright field (sky)

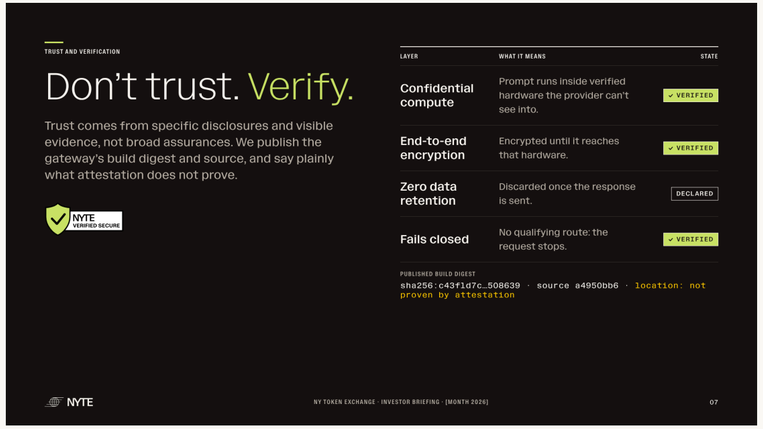
SLOTS display-2 · lead · 5 field cards with state chips · source

× AVOID Hiding a declared field among verified ones.

Live examples from the investor briefing. Build new slides from these fourteen.

Prove it.

Controls with their evidence and limits, the product surfaces, and traction that is live or bracketed.



T07 · Evidence table

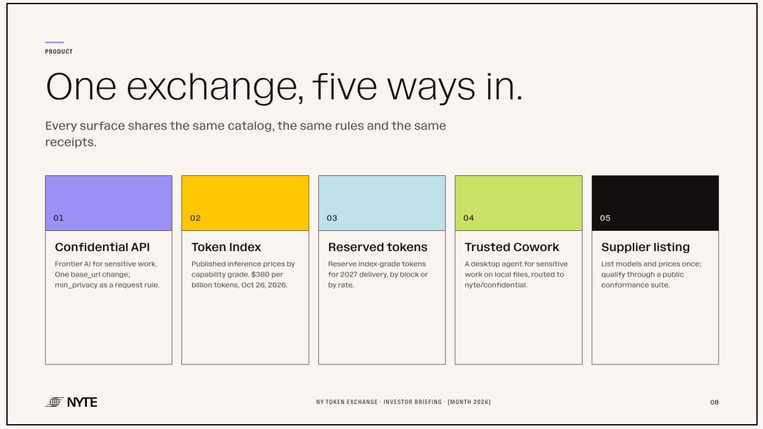
deck_07

Controls and evidence. Limits shown, not hidden.

GROUND Ink

SLOTS display-2 · lead · table: layer, meaning, state · white badge if verifiable

× AVOID The badge next to a claim NYTE has not verified.



T08 · Five-up

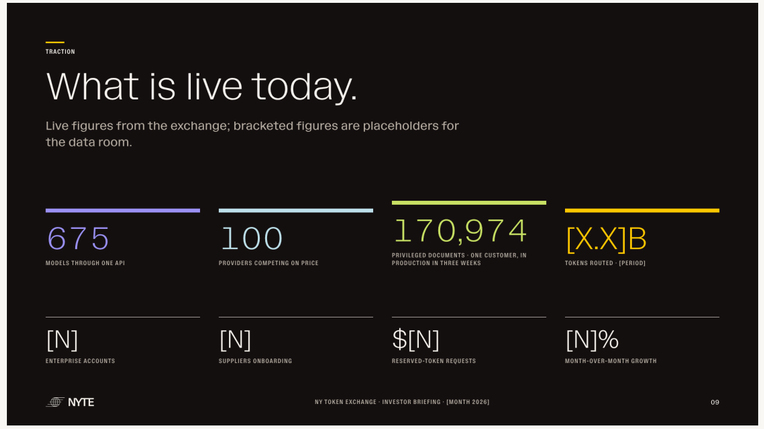
deck_08

Product surfaces or options, never more than five.

GROUND Cream

SLOTS display-2 · lead · up to 5 columns, each topped with a colour block

× AVOID Cards with icons and bullets.



T09 · Stats board

deck_09

Traction. Live figures or [brackets] only.

GROUND Ink

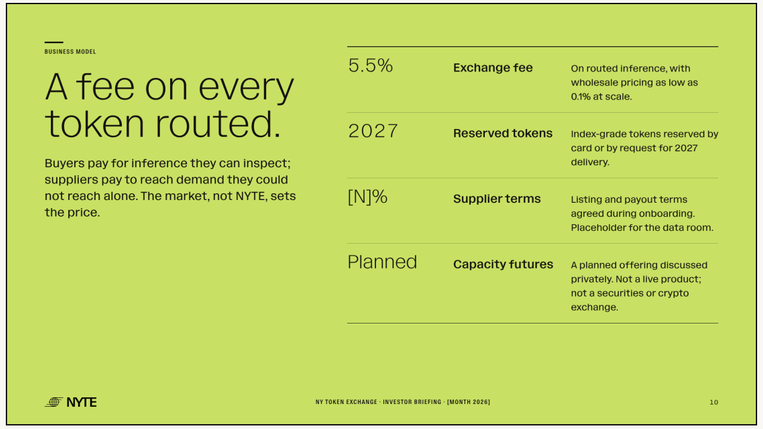
SLOTS display-2 · figures in coloured type · bracketed placeholders

× AVOID Unbracketed estimates or projected figures.

Live examples from the investor briefing. Build new slides from these fourteen.

Terms and people.

How NYTE makes money, where it sits against the alternatives, and who is behind it.



T10 · Terms list

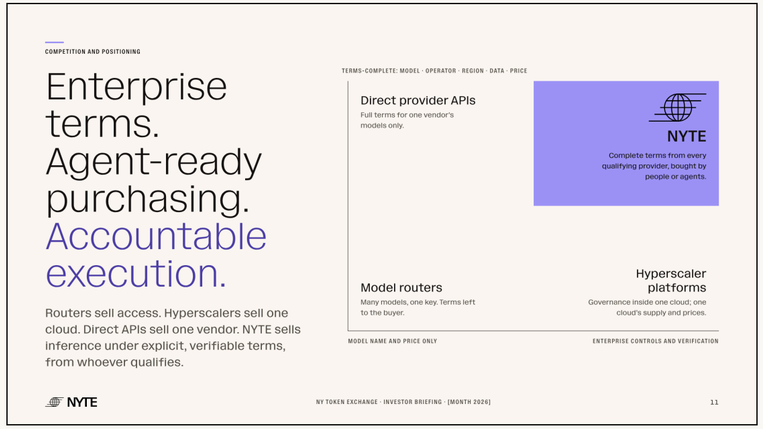
deck_10

Business model, pricing, terms.

GROUND Bright field (lime)

SLOTS display-2 · lead · rows: figure, label, description

× AVOID Fine print that changes the headline.



T11 · Positioning

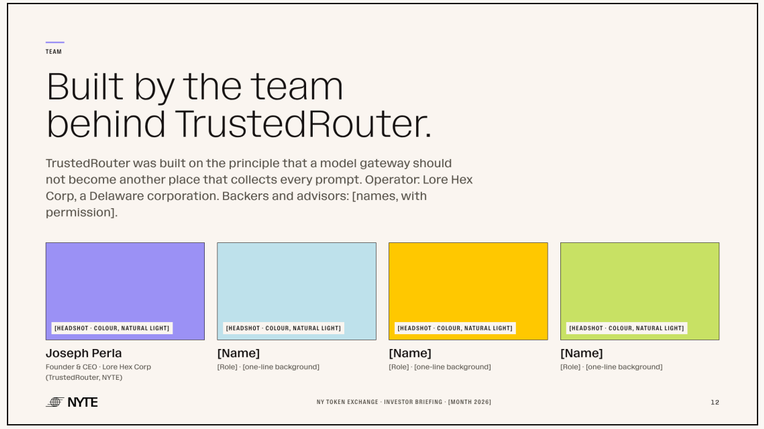
deck_11

Competition. Others named in type, never logos.

GROUND Cream

SLOTS display-2 with deep-purple phrase · 2 × 2 with NYTE in the lead colour

× AVOID Competitor logos or unsupported superlatives.



T12 · Team

deck_12

Team and advisors. Names with consent only.

GROUND Cream

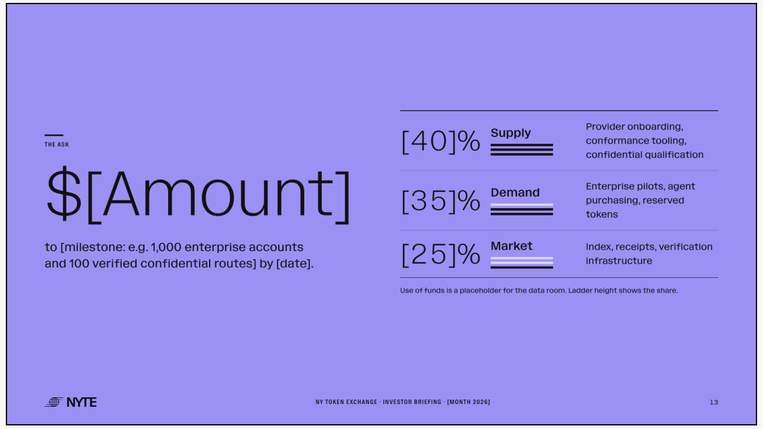
SLOTS display-2 · lead · up to 4 portrait frames on colour blocks · names

× AVOID Stock portraits or invented bios.

Live examples from the investor briefing. Build new slides from these fourteen.

Ask and close.

One number for the ask, then the close: the promise again and how to reach us.



T13 · The ask

deck_13

The raise or the request. One number.

GROUND Lead colour field

SLOTS One figure-size amount · use-of-funds ladder rows

× AVOID More than one number at hero size.



T14 · Close

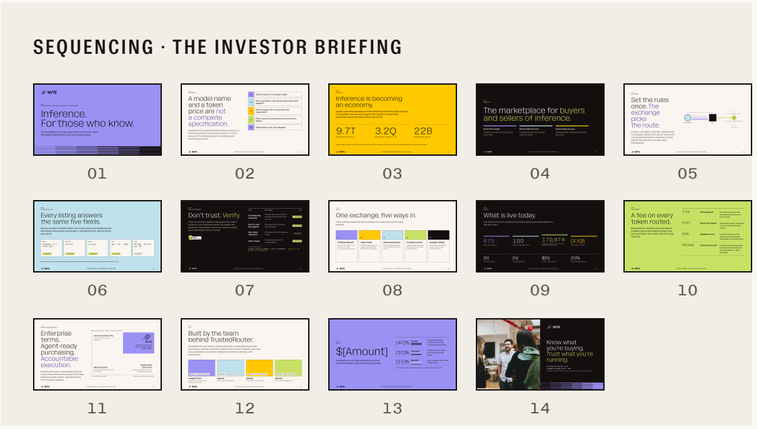
deck_14

Ends every deck. Contact and the not-crypto line.

GROUND Photo + Ink panel + Band

SLOTS Paper lockup · display-2 with lime phrase · contact in Mono

× AVOID A new message. Repeat the promise and stop.



Grounds in order

Lead field · Cream · Yellow · Ink · Cream · Sky · Ink · Cream · Ink · Lime · Cream · Cream · Purple · Photo. No two neighbours share a ground, except two Cream slides with different accents.

Read at a glance.

MUST DECK-03 Use no more than three type sizes on a slide.

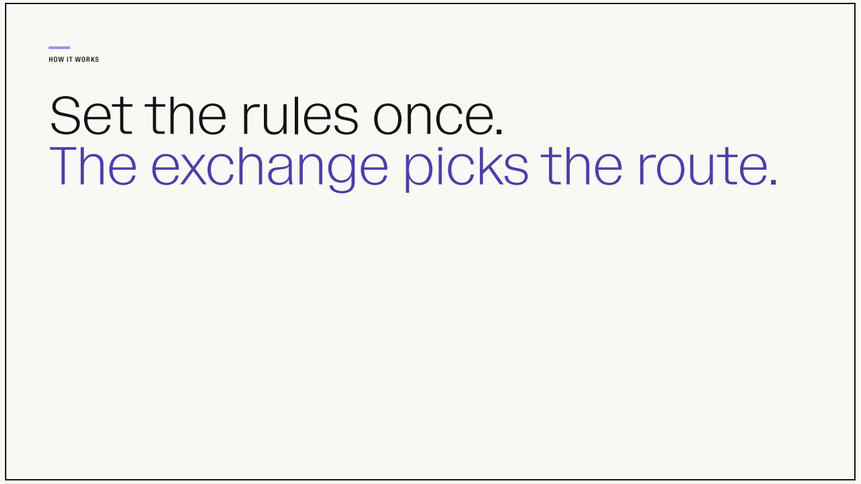
MUST DECK-04 Put a source and as-of date under every figure; bracket unverified numbers.

MUST DECK-05 Footer on every slide except the cover and close: lockup left, deck label centre, page number right.

SHOULD DECK-06 Keep 12–16 slides for an investor or buyer briefing.

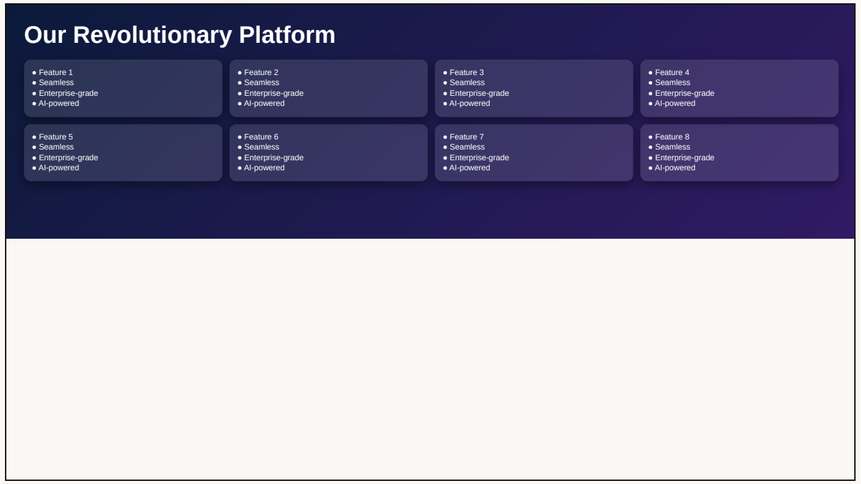
NEVER DECK-07 Use card grids, bullet walls, gradients, shadows, rounded corners, stock icons or clip art.

MUST DECK-08 Say “not a securities or cryptocurrency exchange” on the cover or the first content slide.



✓ DO

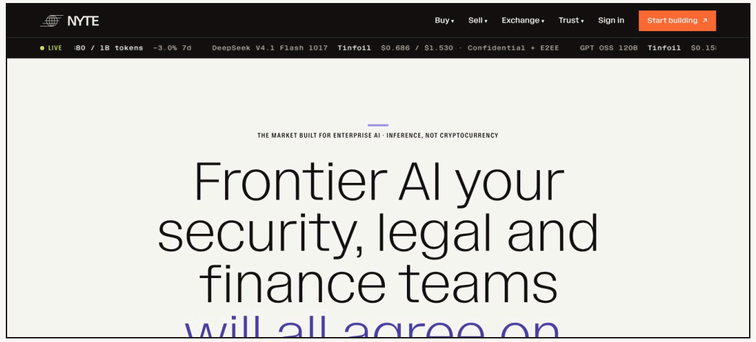
One idea, set large, with space around it.



✕ DON’T

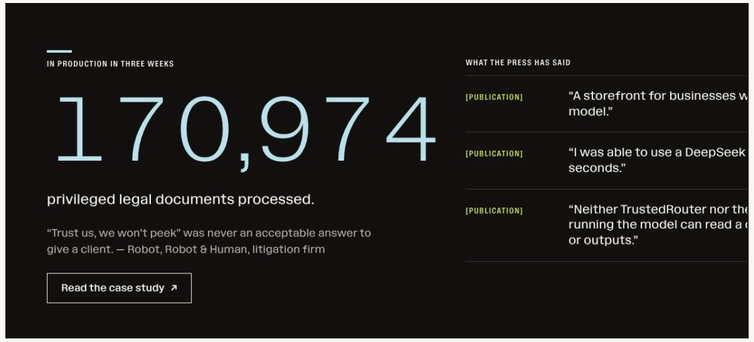
Crammed cards, bullets, gradients, shadows and hype.

Each page: Ink nav + ticker, one lead colour, two or more colour sections, the stacked-name footer.



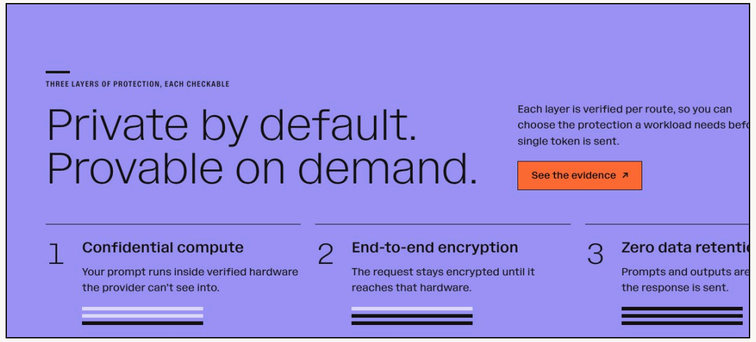
Hero + Band

Cream hero, display-1 with a deep-purple phrase, one orange action; the lead-colour Band closes it.



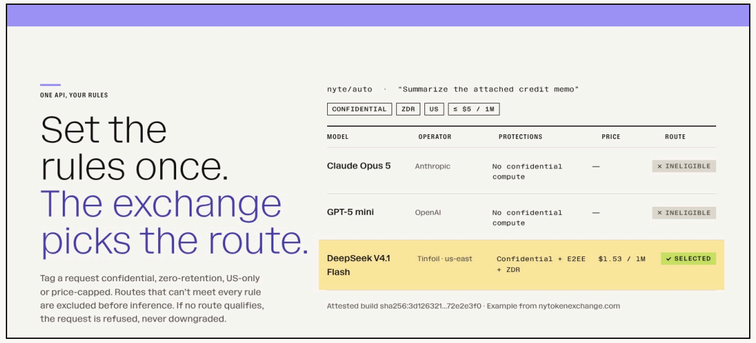
Proof on Ink

One large figure in coloured type, quotes as placeholders until approved.



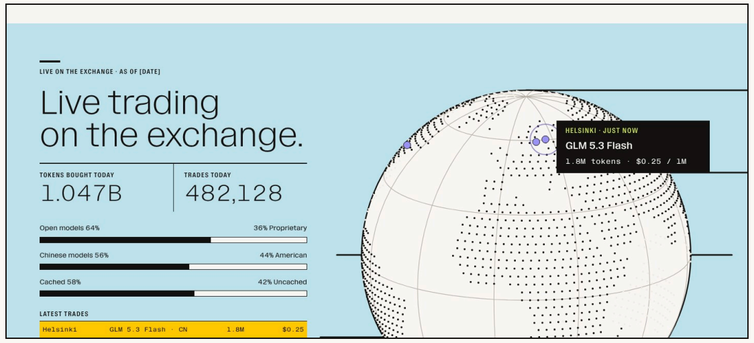
Colour field

A full-strength field with Ink text and numbered columns.



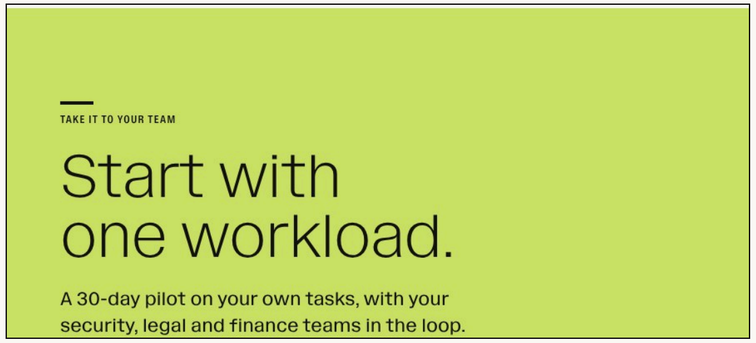
Routing table

DataTable with state chips; the selected route in yellow tint.



Live globe

Sky field, globe, totals and latest trades; values labelled.



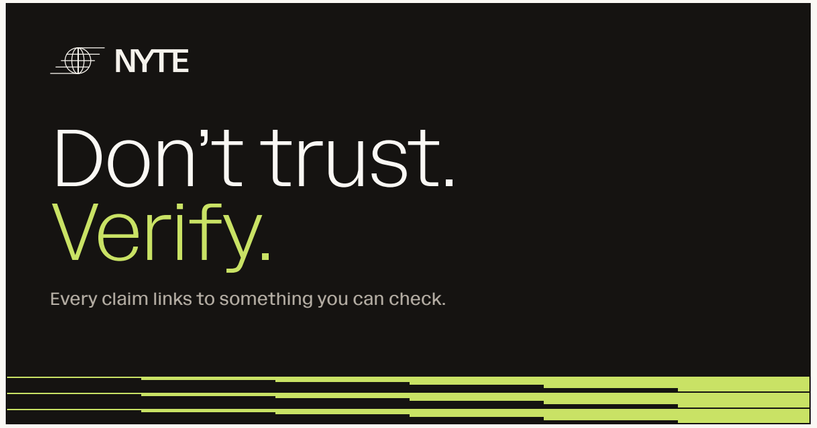
CTA field

A bright field, one orange primary and one secondary button.

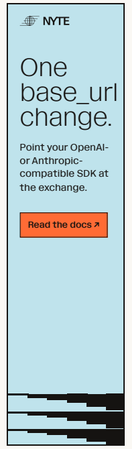
One headline, one figure or claim, one action. The lockup on every ad.



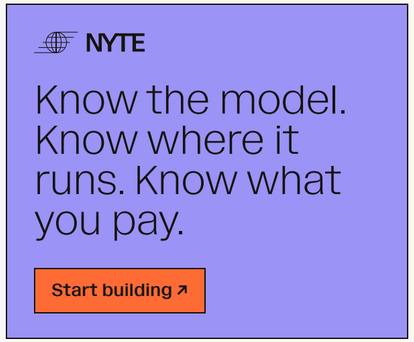
LinkedIn single image · 1200 × 627 · Price



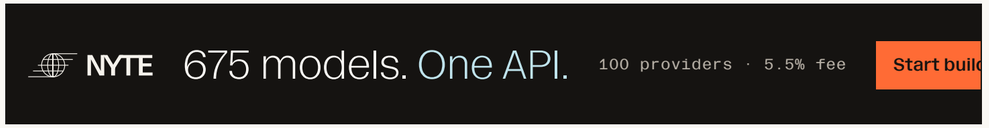
LinkedIn single image · 1200 × 627 · Trust



160 × 600



300 × 250 · Market

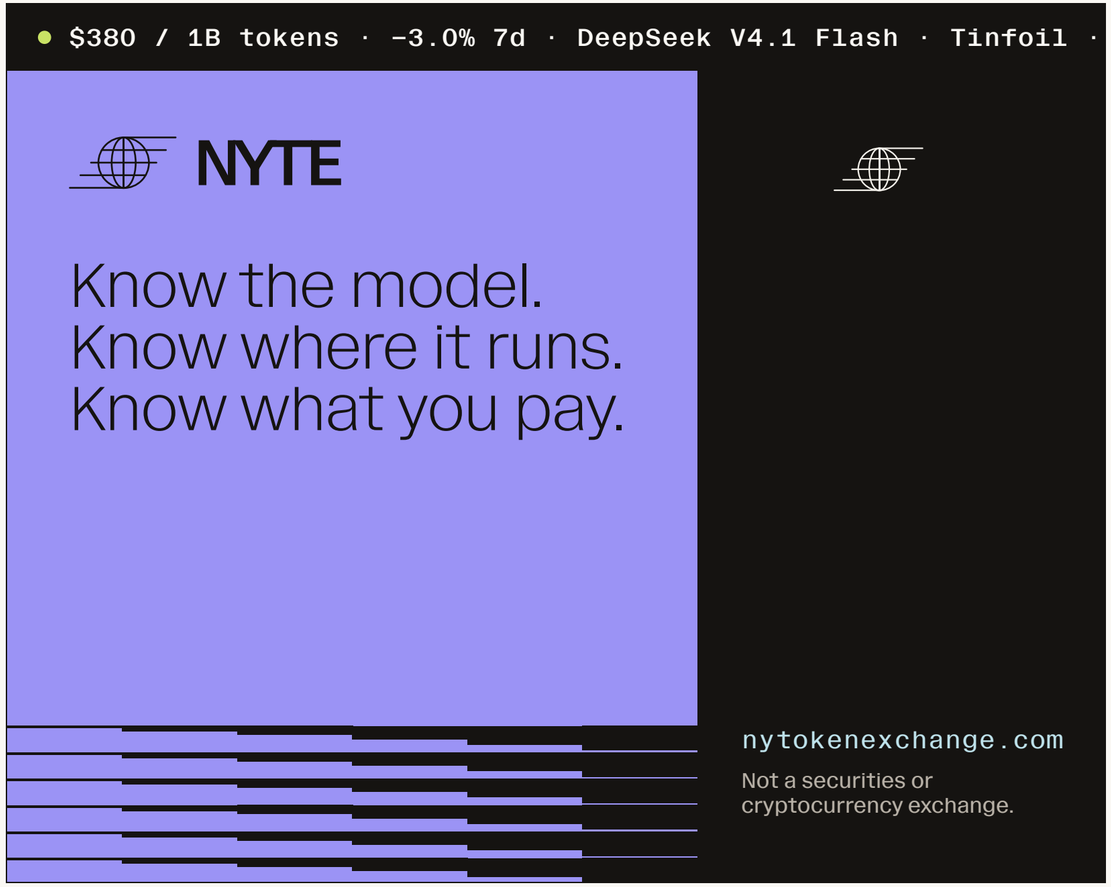


728 × 90 · on Ink

MUST ADS-01 Use live figures with their date; never “best”, “#1” or prices without a source.

MUST ADS-02 Keep one orange button. On Ink and colour fields it keeps its ink rule.

Read at five metres: headlines at least 120 mm cap height; nothing important below one metre.



Booth backdrop · 3 × 2.4 m · Market field, Ink panel, live ticker screen



Roll-up · 850 × 2000 mm · Trust

MUST EVT-01 Show the ticker only with a live feed; otherwise print the date of the figures.

MUST EVT-02 Use the stacked name or the horizontal lockup, never both on one surface.

NEVER EVT-03 Print the Verified Secure badge on signage or giveaways.

Letter / A4, white paper. Family colour bar under the header; tables are DataTables; numbers in Mono.

NYTE

MODEL LISTING · SPEC SHEET

KNOWLEDGE · LISTING

DeepSeek V4.1 Flash via Tinfoil

Every listing answers the same five fields. Each field is declared by the provider or verified by NYTE.

MODEL	DeepSeek V4.1 Flash	✓ VERIFIED
OPERATOR	Tinfoil	✓ VERIFIED
REGION	us-east	DECLARED
DATA	Confidential compute · E2EE · ZDR	✓ VERIFIED
PRICE	$0.686 input · $1.530 output, per 1M tokens	DECLARED

Attested build sha256:3d126321…72e2e3f0 · Location: not proven by attestation.
Source: nytokenexchange.com/confidential · [date]

NY Token Exchange · Powered by TrustedRouter · AI tokens measure model inputs and outputs. NYTE is not a securities or cryptocurrency exchange.

Product spec sheet · Knowledge

NYTE

USAGE REPORT · RECEIPT

PRICE · [ACCOUNT NAME]

Usage report

Period [Oct 1–31, 2026] · Sample values

MODEL	OPERATOR	PROTECTIONS	TOKENS	ESTIMATED	BILLED
DeepSeek V4.1 Flash	Tinfoil	CC · E2EE · ZDR	[N]	$[N]	$[N]
GLM 5.3 Flash	[Operator]	ZDR	[N]	$[N]	$[N]
GPT-OSS 120B	Tinfoil	CC · ZDR	[N]	$[N]	$[N]

Inference	$[N]
Exchange fee · 5.5%	$[N]
Total billed	$[N]

Receipt sha256:[hash] · Estimated before each request, billed after, with a signed receipt.

NY Token Exchange · Powered by TrustedRouter · AI tokens measure model inputs and outputs. NYTE is not a securities or cryptocurrency exchange.

Usage report / invoice · Price

MUST DOC-01 Show estimated and billed side by side, and the fee as a line, not inside the price.

MUST DOC-02 Label every field declared or verified, and print the limits.

MUST DOC-03 Carry the not-crypto line in the footer of every document.

NYTE

14 Accessibility

Legible for people and for agents.

IN THIS SECTION

— Checklist

Run it before anything ships. WCAG 2.2 AA is the floor.

Legible for people and for agents.

Colour and contrast

- [ ] Every text pair is on the approved list (AA: 4.5:1, or 3:1 at 24 px and up).
- [ ] Coloured type only on Ink; deep purple on Cream for one phrase.
- [ ] State never relies on colour alone: a word, a check or cross, a fill or outline.
- [ ] Focus is visible: 2 px solid outline, 2 px offset, never removed.

Type and reading

- [ ] Body at least 17 px on the web, 24 px in decks, 11 pt in print.
- [ ] Lines of 45–75 characters; sentence case; no italics for emphasis.
- [ ] No copy inside images, except the logo.
- [ ] Figures in Mono with tabular numerals, and their units.

Structure, for people and agents

- [ ] One h1 per page; headings in order; landmarks for nav, main and footer.
- [ ] Data tables use header cells; every input has a visible label.
- [ ] Nav labels and field names are the same on every page.
- [ ] Link text says where it goes; ↗ marks links that leave the site.

Motion

- [ ] prefers-reduced-motion stops the ticker, charts, counters and globe.
- [ ] The ticker has a pause control; nothing flashes more than three times a second.
- [ ] Only data moves; nothing autoplays with sound.

Media

- [ ] Photos have alt text; names only with consent.
- [ ] Illustrations carry an aria-label that states their one idea.
- [ ] Charts have a text summary or the table behind them.
- [ ] Video has captions and a transcript.

Documents and decks

- [ ] PDFs are tagged, with a logical reading order and real text.
- [ ] Each slide has a unique title; slide order follows the story.
- [ ] Print colours are checked for contrast on the actual stock.

NYTE

15

Machine-readable appendix

Tokens, component specs and the AI brief, also exported as files.

IN THIS SECTION

- Design tokens
- Component specs
- AI brief
- Files

nyte.tokens.json · W3C Design Tokens Format Module 2025.10 · 113 tokens

■	color.hero.ink	#151311	HERO	Text, structural rules, nav, ticker, footer, dark sections, the logo. Ink on Crea…
■	color.hero.cream	#FAF8F4	HERO	Light page ground and text on Ink. One ground among several, not the defa…
■	color.hero.gray	#F1EEE7	HERO	Light gray: sunken panels and row hover on Cream.
■	color.hero.stone	#DEDAD0	HERO	Row rules, photo mats, ineligible chips, ineligible routes in illustration. Ink o…
■	color.hero.ink-2	#57514A	HERO	Secondary text on Cream, Gray and Stone (7.4 / 6.8 / 5.6:1). Never on colour …
■	color.hero.ink-2-dark	#B9B2A8	HERO	Secondary text on Ink (8.8:1).
■	color.hero.dark-rule	#3A3631	HERO	Row rules and empty ladder rungs on Ink.
■	color.colour.purple	#9B93F5	COLOUR	Lead colour for Home, Models & Providers, Exchange pages; accent elsewh…
■	color.colour.yellow	#FFC800	COLOUR	Lead colour for Token Index, Reserved tokens, Buy; CTA fields, story panels, …
■	color.colour.lime	#C9E265	COLOUR	Lead colour for Trust, Security, Privacy, Status; verified chips, the badge ch…
■	color.colour.sky	#BFE3EC	COLOUR	Lead colour for Docs, Suppliers, Providers, launch stories; the live-globe se…
■	color.functional.orange	#FF6B35	FUNCTIONAL	Primary CTA fill only, one per view. Ink label on it 6.5:1. Never text, never a fie…
■	color.functional.deep-purple	#4B3FA8	FUNCTIONAL	Links, chart labels and headline emphasis on Cream (7.7:1) and Lilac (5.9:1).
■	color.functional.green	#2E3313	FUNCTIONAL	Verified and operational text and checks on light grounds (12.4:1 on Cream, …
■	color.tint.lilac	#DCD8FB	TINT	Purple's tint: empty ladder rungs on Purple, a selected row on Cream. Highli…
■	color.tint.yellow-tint	#FCE79F	TINT	Selected route row, highlighted table row. Highlights only.
■	color.tint.lime-tint	#E9F0C2	TINT	Rare highlight on Trust pages. Highlights only.
■	color.tint.sky-tint	#E5F1F1	TINT	Rare highlight on Docs pages. Highlights only.


```
{
  "color": {
    "$type": "color",
    "colour": {
      "purple": {
        "$value": {
          "colorSpace": "srgb",
          "components": [
            0.6078,
            0.5765,
            0.9608
          ],
          "hex": "#9B93F5"
        },
        "$description": "Lead colour for Home, Models & Providers…",
        "$extensions": {
          "com.nytokenexchange": {
            "tier": "colour",
            "usage": "Colour tier · Market. Lead colour for Home…",
            "pageFamily": "Market",
            "approvedTextPairs": {
              "on ink": 7.0
            },
```

```
{
  "typography": {
    "display-1": {
      "$value": {
        "fontFamily": "{font.family.sans}",
        "fontSize": {
          "value": 104,
          "unit": "px"
        },
        "fontWeight": 300,
        "lineHeight": 0.96,
        "letterSpacing": {
          "value": -2.08,
          "unit": "px"
```

nyte-tokens.css mirrors the JSON as CSS custom properties, with light and dark themes and type classes.

SPACING

spacing.space-1	4 px	Icon-to-text nudge, chip padding.
spacing.space-2	8 px	Gap inside chips and tight stacks.
spacing.space-3	12 px	Button group gap, label to rule.
spacing.space-4	16 px	Mobile gutter; input padding.
spacing.space-5	24 px	Web gutter; card internal gap; the stripe pitch.
spacing.space-6	32 px	Card padding; deck gutter.
spacing.space-7	48 px	Between a heading block and its content.
spacing.space-8	64 px	Web side margin; inside sections.
spacing.space-9	96 px	Between blocks; deck margin.
spacing.space-10	128 px	Section top and bottom padding on web.

STROKE

stroke.rule	1.5 px	Structural rules, borders, card and photo frames, inputs, ic
stroke.head	2.5 px	The top rule of a table and the line in a line chart.
stroke.accent	4 px	The eyebrow bar over every section label (40 × 4px), in the
stroke.bar	10 px	Colour bars above stats, columns and guides.
stroke.illustration	6 px	Lines in illustrations on the 480 × 336 artboard (scales wit

MOTION

motion.duration.ui	160 ms	Hover and focus changes.
motion.duration.reveal	320 ms	A Band or section revealing once on scroll.
motion.duration.data	800 ms	A chart drawing, a figure counting up.
motion.easing.standard	.2 .7 .2 1	The one curve
motion.ticker-speed	60 px/s	After a 2 s pause

RADIUS, ELEVATION, BAND, LAYOUT

radius.none	0 px	Everything is square
radius.round	50%	Globe, live dot, nodes
elevation.rule	border	1.5 px theme rule
elevation.frame	border	1.5 px ink
elevation.head	border	2.5 px ink
band.weight-1…6	2–22 px	2·5·8·12·17·22, pitch 24
layout.web	12 · 24 · 64	1440 max
layout.deck	12 · 32 · 96	1920 × 1080

```
:root {
  --ink: #151311;
  --cream: #FAF8F4;
  --gray: #F1EEE7;
  --stone: #DEDAD0;
  --ink-2: #57514A;
  --ink-2-dark: #B9B2A8;
  --dark-rule: #3A3631;
  --purple: #9B93F5;
  --yellow: #FFC800;
  --lime: #C9E265;
  --sky: #BFE3EC;
  --orange: #FF6B35;
  --deep-purple: #4B3FA8;
```

Button
ACTIONS

Square, 48 px buttons with a 1.5 px rule, set in Pelikan Medium 16.

Tabs
NAVIGATION

Text tabs over a 1.5 px rule; the selected tab carries a 3 px underline in the page's lead colour (purple here).

Ticker
DATA

A 40 px Ink band of live listings in ticker (Mono Medium 13), led by a lime Live dot. The only element that moves on its own.

Stat
DATA

A headline figure in figure (Pelikan Light, tabular), a label under it, and a 10 px colour bar above.

PhotoFrame
CONTENT

Colour photography of the people behind the models, square-cropped inside a 1.5 px ink rule, with a Cream caption tab bottom-left in label style.

CodeBlock
CONTENT

Ink code panels in data (Mono 14 / 1.7). Strings lime, the key privacy value yellow, comments ink-2-dark.

Nav
NAVIGATION

The Ink bar at the top of every page: horizontal lockup (paper) left, four families (Buy, Sell, Exchange, Trust), Sign in, and one orange primary…

Band
GRAPHICS

The stepped stripes: six groups of stripes, 2 · 5 · 8 · 12 · 17 · 22 px thick on a 24 px pitch, thin to thick in the direction of travel. The groups…

StateChip
DATA

One mono chip whose form carries the state, so it reads without colour.

LiveGlobe
DATA

The rotating dot globe: an orthographic globe of land dots in ink on a cream disc, a graticule in ink-2-dark, the mark's speed lines passing behind…

LaunchCard
CONTENT

A launch story: photo above, a full-strength colour block below with eyebrow, headline and byline in ink.

Input
FORMS

Forms are plain and square: a label above, a 52 px field in a 1.5 px text rule on surface, help text in small text-2 below.

NavMenu
NAVIGATION

The open state of a nav family: all four families at once, each titled in its own colour, every item with a one-line description from the live site.

Ladder
GRAPHICS

Equal-weight stripes stacked on a 12 px step. The number of filled rungs encodes a real quantity (a grade, a protection layer, a share of funds) and…

DataTable
DATA

The default way to show offers, providers, attestation values and status. Rules, not boxes.

Badge
TRUST

NYTE Verified Secure — the only badge wording.

StoryCard
CONTENT

The featured founder or customer story: a large photo (7 columns) joined to a yellow panel (5 columns) that shares its rule.

PageThemes
PAGE

How a page gets its identity: one lead colour from its family, plus accent hits from the other bright colours.

Footer
NAVIGATION

The Ink footer on every page: the stacked, type-only NY Token Exchange logo, the four families with their links, and the large globe mark in #2A2825…

Eyebrow
TYPE

A 40 × 4 px bar in the page's lead colour over a label (Condensed Medium caps, +10% tracking), then a Pelikan Light display headline. It opens every…

LineChart
DATA

A line of real prices. One idea per chart.

Receipt
TRUST

The signed inference receipt: proof of one request, verifiable offline.

Card
CONTENT

Optional. An outline card: 1.5 px ink rule, square, 28 px padding, on the section ground. Guide cards add a 6 px colour bar along the top.

AI BRIEF

Paste NYTE_AI_Brief.md in full. This page is the short form.

TRUTH

MUST take every figure, feature and claim from nytokenexchange.com or a cited source. Live figures, as of Nov 2026: 675 models, 100 providers, 5.5% fee. · Token Index $380 per 1B tokens as of Oct 26, 2026. · Grades: AAA $1,794 · A $985 · B $219 · C $27.

MUST put anything unverified in brackets: [N], [date], [Company], [Name, role]. Label sample data "Sample values".

NEVER invent customers, partners, certifications, quotes, metrics, trades or market activity. NEVER attach invented names or quotes to real people.

MUST say "NYTE is not a securities or cryptocurrency exchange" wherever NYTE is introduced to a new audience.

MUST escalate to a person rather than decide: security or privacy claims · any use of the Verified Secure badge · pricing · customer or partner names · photos of real people · anything for press or regulators

VOICE

MUST write short, declarative headlines, then the concrete mechanism. Example: "Set the rules once. The exchange picks the route."

MUST name the control instead of making an assurance: "zero data retention", "fails closed", "attested build". NEVER write "fully secure", "enterprise-grade", "military-grade" or "bank-level".

MUST make limits easy to find: "Location: not proven by attestation." "Provisional. Not for trading."

MUST use the terms exactly as defined: declared: the provider says so. · verified: NYTE checked the evidence. · eligible / ineligible: the route meets or fails the buyer's rules. · estimated / billed · fails closed: no qualifying route, so the request stops.

NEVER use crypto or hype words: Crypto: coin, token sale, mint, wallet, moon, Web3, DeFi. · Hype: revolutionary, game-changing, cutting-edge, unleash, supercharge, seamless, next-gen, best-in-class.

MUST name the company "NY Token Exchange (NYTE)" on first mention and "NYTE" after. Provider and model names go in type, never as logos.

COLOUR

MUST use only the palette tokens: Hero tier (≈80%): ink #151311, cream #FAF8F4, gray #F1EEE7, stone #DEDAD0, ink-2 #57514A. · Colour tier (≈15%): purple #9B93F5, yellow #FFC800, lime #C9E265, sky #BFE3EC. · Functional tier (≈5%): orange #FF6B35, deep-purple #4B3FA8, green #2E3313. · Tints, for...

MUST give every page or piece one lead colour by family: Market = purple: Home, Models & Providers, Exchange. · Price = yellow: Token Index, Reserved tokens, Buy. · Trust = lime: Trust, Security, Privacy, Status. · Knowledge = sky: Docs, Suppliers, Providers, stories.

MUST use at least two full-strength colour sections besides the hero, using the other bright colours as accents: colour bars, colour fields, coloured type on Ink. NEVER let cream or pastels dominate. NEVER reduce the palette to black, cream and purple.

MUST keep text on any colour field in ink. Coloured type is allowed only: on Ink, in lime, sky, yellow or purple · in deep-purple on Cream, for one emphasised phrase

NEVER set purple, lime, yellow or orange as text on Cream.

MUST use orange only as the fill of the single primary button in a view.

NEVER use gradients, glows, glass, drop shadows, or tints as section grounds.

MUST keep every text pair at WCAG AA: 4.5:1, or 3:1 at 24 px and above.

TYPE

MUST use ABC Pelikan only, in three voices: Sans for prose: Light 300 for displays and figures, Regular 400 for body, Medium 500 for headings. · Condensed Medium caps with +10% tracking for labels, eyebrows and table heads. · Mono for prices, ids, hostnames and timestamps, with tabular figures.

NEVER use Bold except in the wordmark, italics for emphasis, a second typeface family, or more than three sizes on one slide or ad.

Web scale: display 104 / 72 / 48 · heading 32 / 24 / 19 · lead 22, body 17, small 14 · label 13, data 14 · Deck displays are 120 / 96 / 64. · Headlines are sentence case with tight tracking.

SHAPE AND GRAPHICS

MUST use square corners everywhere. The only round things are the globe, the live dot and illustration circles.

MUST build with lines: rules of 1.5 px for structure, 2.5 px for table heads and chart lines, 4 px for eyebrow bars, 10 px for colour bars · the Band: six stripe groups of 2 · 5 · 8 · 12 · 17 · 22 px on a 24 px pitch, thin to thick in the direction of travel, with groups touching and no gap between...

MUST place the logo, the Verified Secure badge, icons, Band patterns and illustrations from the asset files. NEVER redraw, retype, recolour beyond the approved versions, stretch, rotate or animate the logo.

Logo: -ink on light grounds and colour fields, -paper on Ink. · Clear space: half the mark's height on every side. · Minimum sizes: lockup 96 px / 25 mm wide; mark 20 px / 6 mm.

Verified Secure badge: Use that wording only. · Black on light grounds, white on Ink. · At least 64 px tall. · NEVER on a colour field or inside a box. · Only where the claim is verifiable.

Icons: 24 px grid, 1.5 px stroke, flat ends, sharp corners, in ink or cream. · Always paired with a word. · New icons follow the cut-line grammar: rails on a 4-unit pitch, slanted parallel strokes for motion, lines stopping short instead of meeting at a T, contours opened where a line passes...

Illustration: A circle is a place, a line is a flow (parallel lines slanted like the mark), and NYTE is the square at the centre. · Flat, one ground plus ink plus at most two brand colours, one idea per picture. NEVER use the Band or stepped stripes in an illustration.

Photography: The people behind the models, in colour, natural light, at work. · NEVER stock, AI-generated people, black and white, screens as the subject, data centres, landscapes, handshakes or skylines. · Framed in a 1.5 px ink rule with a cream caption tab.

DATA AND MOTION

MUST show source and as-of date under every chart and table. Line charts are 2.5 px and labelled at the line ends, with no legend when labels fit.

NEVER draw candlesticks, invented activity, pie or donut charts, 3D, or gradient fills. State must read without colour: words, check and cross.

Motion: Only data moves: ticker, chart draw, count-up, globe turn. · 160 / 320 / 800 ms with one easing curve, cubic-bezier(.2,.7,.2,1). Nothing bounces, floats or parallaxes. · MUST honour prefers-reduced-motion.

LAYOUT

Grids: Web: 12 columns, 24 px gutter, 64 px margins, 1440 max, 128 px section padding. · Mobile: 4 columns, 16 px gutter, 20 px margins. · Deck: 1920 × 1080, 12 columns, 32 px gutter, 96 px margins.

Decks: One idea per slide. · Adjacent slides on different grounds. · Footer lockup bottom-left, page number bottom-right in Mono.

NEVER produce crammed layouts, filler copy, generic card grids, everything-the-same-weight pages, or AI and tech tropes. That rules out pixel art, network meshes, brains, robots, space, glowing orbs, padlocks, coins and NY skylines.

FILES

Exported alongside this PDF.

`NYTE_Brand_Guidelines_V1.pdf`	This document.	Everyone
`nyte.tokens.json`	Every token in W3C DTCG format (2025.10): colour with tier, usage and approved pairs; type; spacing; radius; stroke; band; elevation; motion; layout; page themes.	Developers, design tools, AI
`nyte-tokens.css`	The same tokens as CSS custom properties: light and dark themes, page lead colour, type classes, focus and reduced motion.	Developers
`nyte-components.css`	Component classes (prefix n-) built only on the token variables.	Developers
`NYTE_Component_Specs.md`	All 23 components: what each is, what the consumer provides, do and don’t.	Designers, developers, AI
`NYTE_AI_Brief.md`	The constraints another model needs to make on-brand work, with a pre-flight checklist.	AI tools, reviewers
`Design system artifact`	Live component previews, logos, badge, 43 icons, 10 illustrations, Band patterns and fonts.	Everyone

Fonts: ABC Pelikan, Pelikan Condensed and Pelikan Mono by Dinamo. The trial files are for design; the client licenses the final cuts before production.

NY Token Exchange

nytokenexchange.com

AI inference, billed by the token.
Not a securities or cryptocurrency exchange.

Know the model.
Know where it runs.
Know what you pay.