FP FIREPAN

BRAND GUIDELINES

AI-Native Smart Contract Security

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SHIP CONTRACTS.
NOT OBITUARIES.

Firepan exists to transform smart contract security from one-off audits into continuous risk monitoring. We make onchain security continuous, affordable, and default — so teams can ship with confidence.

OUR VISION

A world where every smart contract deployed onchain is continuously monitored and protected by default — where security is not a luxury but a standard.

OUR VALUES

SECURITY FIRST

Every decision we make prioritizes the safety of onchain assets and user trust.

CONTINUOUS OVER ONE-OFF

Ongoing monitoring beats point-in-time snapshots. Security is a posture, not an event.

ACCESSIBLE BY DEFAULT

Enterprise-grade protection should be available to every developer, from solo builders to large teams.

AI-NATIVE

We leverage AI not as a feature but as a foundation — augmenting human expertise with machine-scale analysis.

PRIMARY LOGO

The Firepan logo consists of two elements: the FP icon mark (a rounded square with 'FP' letterform) and the FIREPAN wordmark in uppercase monospace type. These elements form the primary lockup and should be used together whenever space permits.

LOGO COMPONENTS

ICON MARK

The FP icon is a rounded-corner square filled with Lime Primary (#D4E157). The letters 'FP' are rendered in dark/black within the shape. Use this standalone for favicons, app icons, and compact spaces.

WORDMARK

The 'FIREPAN' wordmark is set in uppercase monospaced type (Space Mono Bold or equivalent). It appears in white on dark backgrounds and in black on light backgrounds.

CLEAR SPACE

Maintain a minimum clear space equal to the height of the 'F' letterform in the icon on all sides. No other graphic element, text, or edge should intrude on this space.

DO'S & DON'TS

DO

+ Use the full logo lockup (icon + wordmark) as the default.

+ Use the icon mark alone only in compact contexts (favicons, app icons, social avatars).

+ Maintain the minimum clear space around the logo at all times.

+ Use the logo in white on dark backgrounds (#0A0A0A or darker).

+ Use the logo in black on light or white backgrounds.

+ Scale the logo proportionally — never stretch or distort.

+ Use the provided asset files (SVG, PNG) rather than recreating the logo.

DON'T

× Do not change the colors of the logo or icon mark.

× Do not rotate, skew, or apply perspective transforms to the logo.

× Do not add drop shadows, glows, outlines, or other effects.

× Do not place the logo on busy or patterned backgrounds without a solid backing.

× Do not rearrange the icon and wordmark positions.

× Do not use the logo smaller than 24px height for digital or 10mm for print.

× Do not combine the Firepan logo with other logos in a single mark.

× Do not use a low-resolution or pixelated version of the logo.

BRAND COLORS

The Firepan color system is built around a dark-first aesthetic with a signature lime accent. This palette reflects our technical identity and the security-focused nature of the product.

PRIMARY

LIME PRIMARY
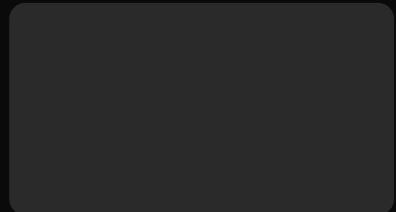#D4E157

DARK BG
#0A0A0A

WHITE
#FFFFFF

SECONDARY / SURFACES

SURFACE
#141414

CARD
#1A1A1A

BORDER
#2A2A2A

SEMANTIC / STATUS

SECURE
#4CAF50

WARNING
#FF9800

CRITICAL
#F44336

RGB values shown. Convert to CMYK for print. Always verify color accuracy in target medium.

TYPE SYSTEM

Firepan's typographic identity is built entirely on monospaced typefaces, reinforcing our technical, code-native brand personality. The monospaced aesthetic communicates precision, security, and developer-first thinking.

PRIMARY TYPEFACE

Space Mono

Google Fonts · Open Source · Designed by Colophon Foundry

USE CASES

Headlines, navigation, buttons, labels, and all UI text. Space Mono is the default typeface for all Firepan communications.

WEIGHTS

Regular (400) — Body text, descriptions, secondary content. Bold (700) — Headlines, labels, CTAs, navigation items, emphasis.

FALLBACK STACK

'Space Mono', 'JetBrains Mono',
'Fira Mono', 'Courier New', monospace

TYPE HIERARCHY

H1 — DISPLAY
28–36px · Bold · Uppercase · Tight tracking

H2 — SECTION
20–24px · Bold · Uppercase

H3 — SUBSECTION
14–16px · Bold · Uppercase

Body
14–16px · Regular · Sentence case · 1.6 line-height

Label
10–12px · Bold · Uppercase · Wide tracking

HOW WE SPEAK

Firepan's voice is confident, technical, and direct. We speak like seasoned security engineers — no fluff, no buzzwords, no fear-mongering. We inform and empower.

DIRECT & PRECISE

Say what we mean. Avoid filler words, vague qualifiers, and corporate jargon. If three words work, don't use ten.

DO: "Your contracts are monitored 24/7."
DON'T: "We offer a comprehensive, best-in-class, end-to-end monitoring solution."

TECHNICAL, NOT ACADEMIC

We speak the language of developers and security engineers. Use industry terms naturally but don't gatekeep — explain when context demands it.

DO: "Hound detected a reentrancy vector in withdraw()."
DON'T: "Our advanced AI has identified a potential exploit scenario."

CONFIDENT, NOT ARROGANT

State facts. Let the numbers and results speak. We don't need superlatives — our product does the talking.

DO: "2,852 vulnerabilities blocked this month."
DON'T: "We are the world's most advanced security platform."

URGENT WITHOUT FEAR

Security is serious. We create urgency through clarity, not panic. Ship contracts, not obituaries — but never exploit fear.

DO: "Oracle manipulation vector identified. Review recommended."
DON'T: "CRITICAL DANGER: Your protocol could be drained at any moment!"

UI PATTERNS

Firepan's UI language is built on a terminal/console aesthetic with monospaced type, dark surfaces, and status-driven color coding. These patterns should be maintained across all brand touchpoints.

STATUS INDICATORS

Status tags use monospaced uppercase labels with semantic color coding. They appear in threat monitors, audit lists, and dashboards.

`SECURE` `WARNING` `CRITICAL` `SCANNING` `QUEUED` `LIVE`

THREAT MONITOR CODES

The threat monitor uses 4-letter uppercase codes in a terminal-style ticker. Each code represents a metric category:

VULN	Vulnerabilities	AUDT	Audits	THRT	Threats
CONT	Contracts	PROT	Protocols	ALRT	Alerts
SCAN	Scans	RISK	Risks	EXPL	Exploits

SURFACES & CARDS

UI cards use subtle background elevation with rounded corners (6-8px radius). Borders are 1px at #2A2A2A. Cards sit on #141414 surfaces against the #0A0A0A base. Never use harsh white backgrounds.

BUTTONS

Primary CTA buttons have a 1px white border, white text, and transparent background (ghost style). On hover, they may invert to filled white with dark text. Secondary buttons may use lime accent styling.
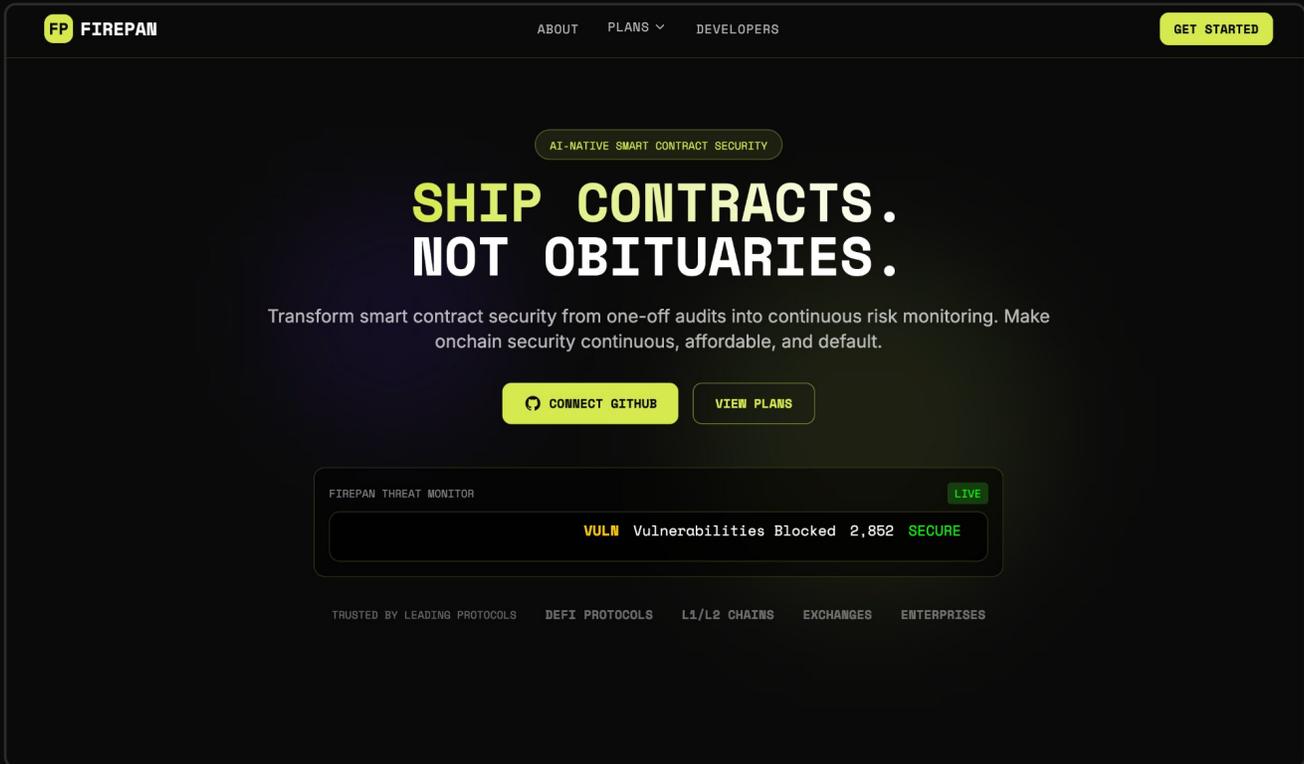
DATA VISUALIZATION

Charts and graphs use the lime primary for positive/active metrics and the semantic palette (green/orange/red) for status. Bar fills use lime (#D4E157). Background grid lines are #2A2A2A.
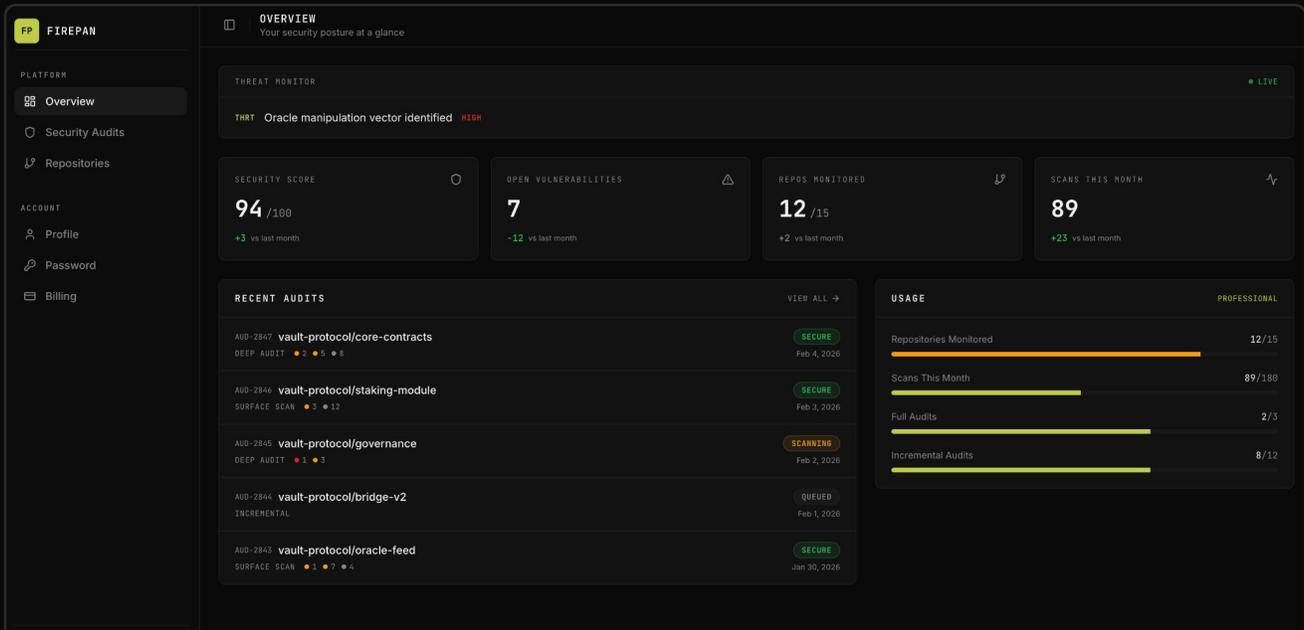
LIVE EXAMPLES

The Firepan brand comes to life across the marketing site and product dashboard. Both share the same dark palette, lime accents, and monospace type system.

MARKETING SITE

FP FIREPAN   ABOUT   PLANS ⌄   DEVELOPERS   GET STARTED

AI-NATIVE SMART CONTRACT SECURITY

SHIP CONTRACTS.
NOT OBITUARIES.

Transform smart contract security from one-off audits into continuous risk monitoring. Make onchain security continuous, affordable, and default.

[⊙ CONNECT GITHUB]   [VIEW PLANS]

FIREPAN THREAT MONITOR   LIVE

VULN Vulnerabilities Blocked 2,852 SECURE

TRUSTED BY LEADING PROTOCOLS   DEFI PROTOCOLS   L1/L2 CHAINS   EXCHANGES   ENTERPRISES

PRODUCT DASHBOARD

FP FIREPAN

PLATFORM
- ▦ Overview
- ◌ Security Audits
- ⎇ Repositories

ACCOUNT
- ⚇ Profile
- ⚷ Password
- ▭ Billing

OVERVIEW
Your security posture at a glance

THREAT MONITOR   ● LIVE
THRT Oracle manipulation vector identified   HIGH

SECURITY SCORE ⊙
94 /100
+3 vs last month

OPEN VULNERABILITIES ⚠
7
-12 vs last month

REPOS MONITORED ⎇
12 /15
+2 vs last month

SCANS THIS MONTH ∿
89
+23 vs last month

RECENT AUDITS   VIEW ALL →

AUD-2847 **vault-protocol/core-contracts**	SECURE	
DEEP AUDIT ●2 ●5 ●8	Feb 4, 2026	
AUD-2846 **vault-protocol/staking-module**	SECURE	
SURFACE SCAN ●3 ●12	Feb 3, 2026	
AUD-2845 **vault-protocol/governance**	SCANNING	
DEEP AUDIT ●1 ●3	Feb 2, 2026	
AUD-2844 **vault-protocol/bridge-v2**	QUEUED	
INCREMENTAL	Feb 1, 2026	
AUD-2843 **vault-protocol/oracle-feed**	SECURE	
SURFACE SCAN ●1 ●7 ●4	Jan 30, 2026	

USAGE   PROFESSIONAL

Repositories Monitored   12/15
Scans This Month   89/180
Full Audits   2/3
Incremental Audits   8/12

BRAND USAGE GUIDELINES

ALWAYS

+ Refer to the company as "Firepan" (one word, capital F).

+ Use dark backgrounds as the default for all materials.

+ Maintain the terminal/code aesthetic in all visual communications.

+ Use monospaced type for all headings and body text.

+ Reference security data and metrics factually — let results speak.

+ Include the tagline "AI-Native Smart Contract Security" in marketing materials.

+ Use uppercase for headings, labels, navigation, and buttons.

+ Pair the lime accent with dark backgrounds for maximum contrast.

NEVER

× Use light/white backgrounds as the primary surface color.

× Use serif or decorative fonts in place of monospace type.

× Apply gradients, 3D effects, or glossy treatments to the logo.

× Use fear-based or sensationalist language in marketing copy.

× Refer to Firepan as "Fire Pan" (two words) or "firePan" (camelCase).

× Use the lime accent as a background for large areas of text.

× Place the brand alongside competitors in a way that implies partnership.

× Alter the icon mark's color, shape, or proportions.

GET IN TOUCH

For questions about brand usage, asset requests, or partnership inquiries, reach out to the Firepan team.

WEBSITE	firepan.com
EMAIL	contact@firepan.com
TWITTER / X	@firepanhq
LINKEDIN	linkedin.com/company/firepan
GITHUB	github.com/firepan-labs
DOCUMENTATION	docs.firepan.com

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