

Brand Guidelines

v1.0 - Real Capital S.A.C.

Real. 

CONFIDENTIAL - 2026 - LIMA, PERU

01. The brand

Real provides the infrastructure to invest in and tokenize real assets in Latin America. We combine legal structure, blockchain technology and a simple experience for investors and businesses. Our brand should feel serious, premium and simple, like a modern financial marketplace.

BRAND PILLARS

Premium	Financial, not flashy fintech. Capital markets, not a consumer app.
Simple	Three asset classes. Plain language. No unnecessary jargon.
Real	Assets that physically exist. Verifiable assets. Operators with a track record.
Transparent	Documents before investing. Reports afterward. On-chain traceability.

02. Logo

The Real logo combines the word Real with a gold square, the symbol of an asset. It works on light or dark backgrounds. Never place it over images with insufficient contrast.

The logo consists of the word "Real" in a bold, black, sans-serif font, followed by a small gold square.

PRIMARY - LIGHT BACKGROUND

The logo consists of the word "Real" in a bold, white, sans-serif font, followed by a small gold square.

PRIMARY - DARK BACKGROUND

Brand mark

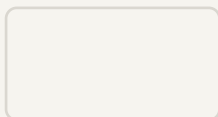


03. Color



Ink #0B0C0F

Primary background and institutional text



Paper #F6F4EF

Light background and premium paper



Peach #F4C97F

Primary accent and highlights



Peach Deep #B27328

Text on light backgrounds



Text 2 #4A5160

Secondary body text



Text 3 #8A919E

Tertiary text and labels

04. Typography

Real uses SF Pro Display on the web and Helvetica in print. Data and labels use a monospaced font, such as SF Mono or Helvetica monospace. No gradients or decorative italics.

Aa Real.

DISPLAY - SF PRO DISPLAY 900 - LETTER SPACING -4.5%

Real assets, now investable.

BODY - SF PRO TEXT REGULAR - LETTER SPACING -0.5%

CTRY-014 TX 0x9a4f...ce21 +12.4%

MONO - SF MONO 500 - LETTER SPACING +18%

05. Voice and tone

DO

- Use plain language at a secondary-school reading level.
- Say what something is, not what it resembles.
- Focus on productive assets and experienced operators.
- Make risks clear before investing.
- Keep the tone premium, simple and real.

DO NOT

- Use financial jargon such as fractional, AUM or NAV.
- Promise guaranteed returns.
- Use crypto slang such as HODL or moon.
- Use decorative italics in headlines.
- Use gradients to highlight words.

Need more?

For brand questions, partnerships, press or interviews: prensa@muyreal.com

WEB - muyreal.com

EMAIL - prensa@muyreal.com

OFFICE - Lima, Peru