

Brand guidelines

Latest update
October 2025

Version
Version 1.0



Terms of use

Ownership

The AMBTS name, logo, and symbol are the property of AMBTS B.V. They may not be altered, modified, or used in any way that suggests sponsorship or endorsement without prior written permission.

Restrictions

The AMBTS logo and symbol may not be used on merchandise, for commercial licensing, or in a misleading, defamatory, or unlawful manner.

Permitted uses

These brand assets may be used for editorial, press, or partnership purposes, provided they comply with the brand guidelines.

Rights reservation

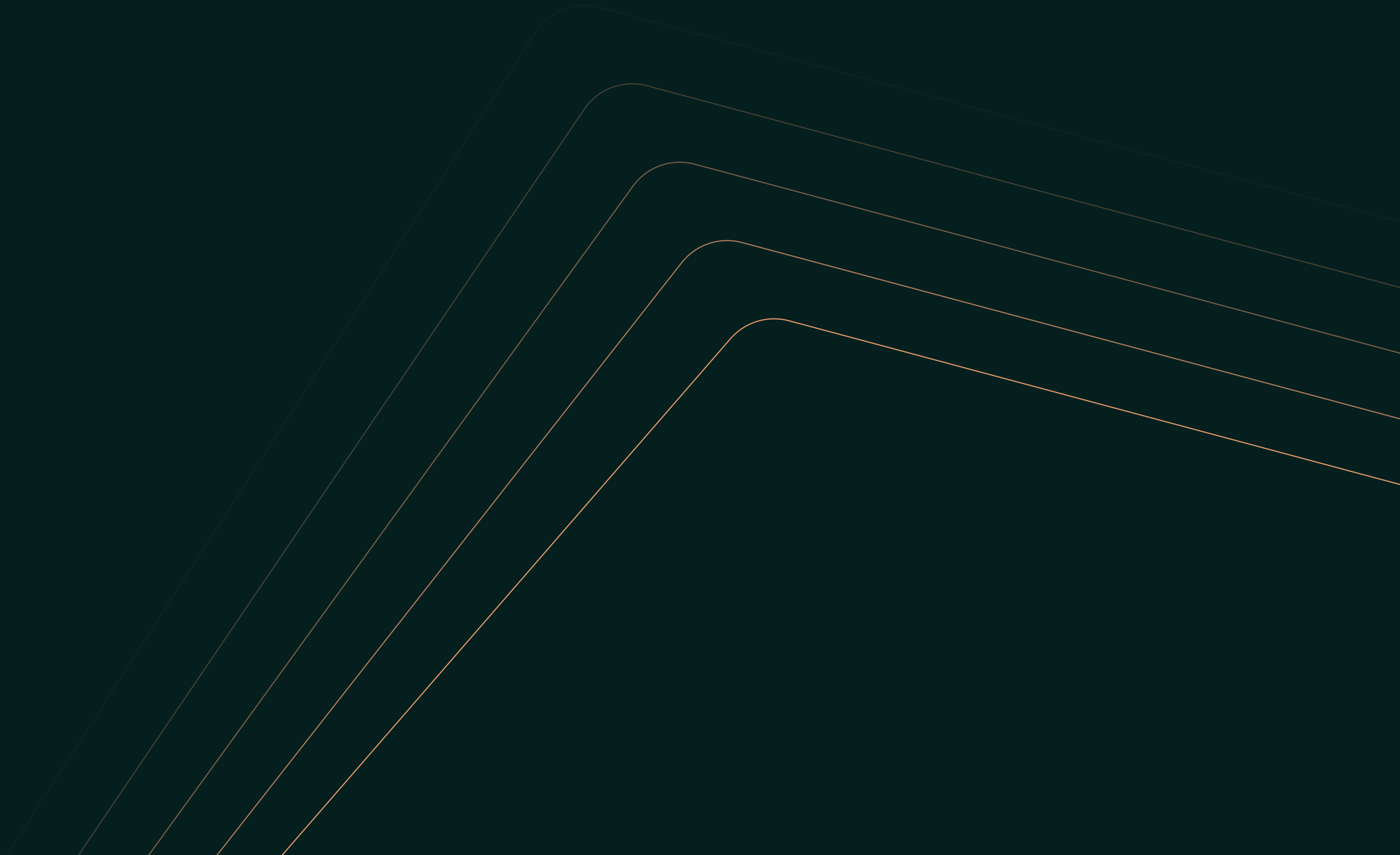
All rights not expressly granted are reserved by AMBTS B.V.

The visual identity

These brand guidelines define how we present ourselves visually, to ensure a consistent and recognizable brand across every touchpoint.

AMBTS — Amsterdam Bitcoin Treasury Strategy — is built on trust, transparency, and ambition. With the goal of becoming a 1% Bitcoin treasury company, our brand reflects both stability and vision.

Logo





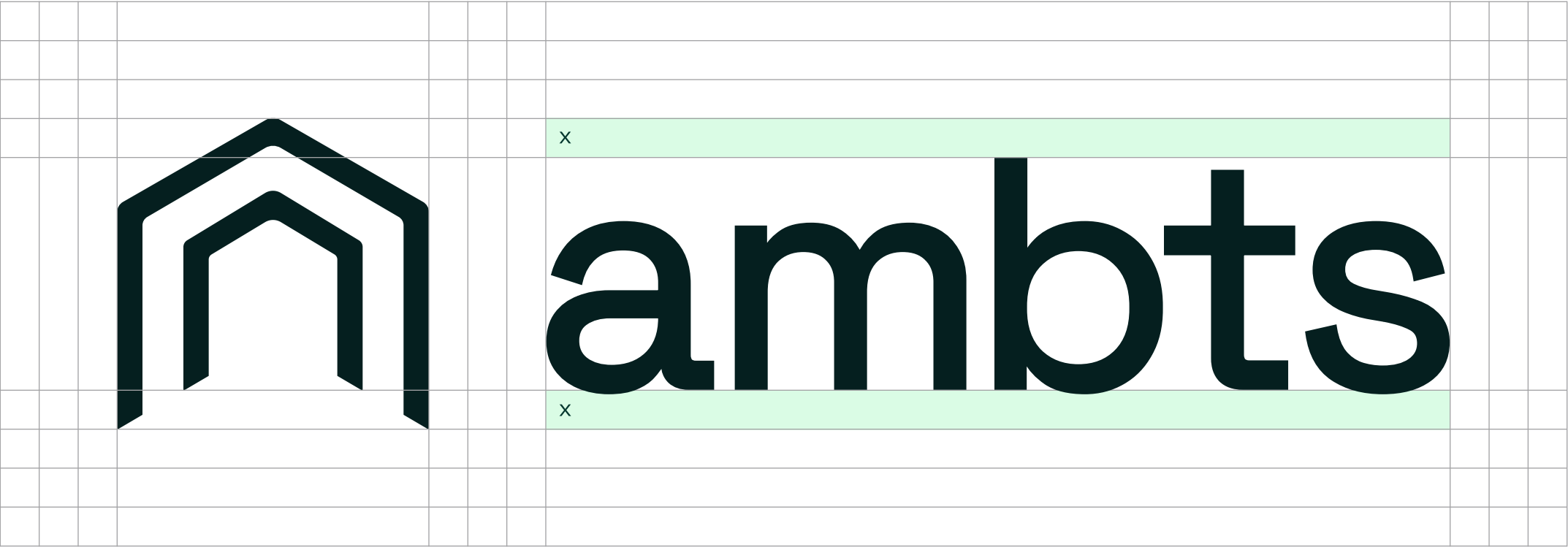
Logotype

The AMBTS logotype uses Space Grotesk, a modern sans serif that combines clarity, structure, and authority with accessibility and independence. Its geometric precision reflects trust and reliability, while its open forms signal innovation and progress.



Color combination

There are three variants of the AMBTS logo. On white and light backgrounds, the logo is used only in Obsidian Green. On dark backgrounds, the wordmark appears in white and the symbol in Aurora Green. The third variant is a fully white version, which can be used on photography or in cases where printing is limited to a single color.



Alignment

The wordmark is aligned in the center of the symbol. The white space that remains above and below is referred to as the X-value.



Negative space

To ensure our logo always appears strong and consistent, a minimum negative space must be maintained around it. No other elements may be placed within this area. The negative space around the logo should measure at least 3x the X-value on all sides.

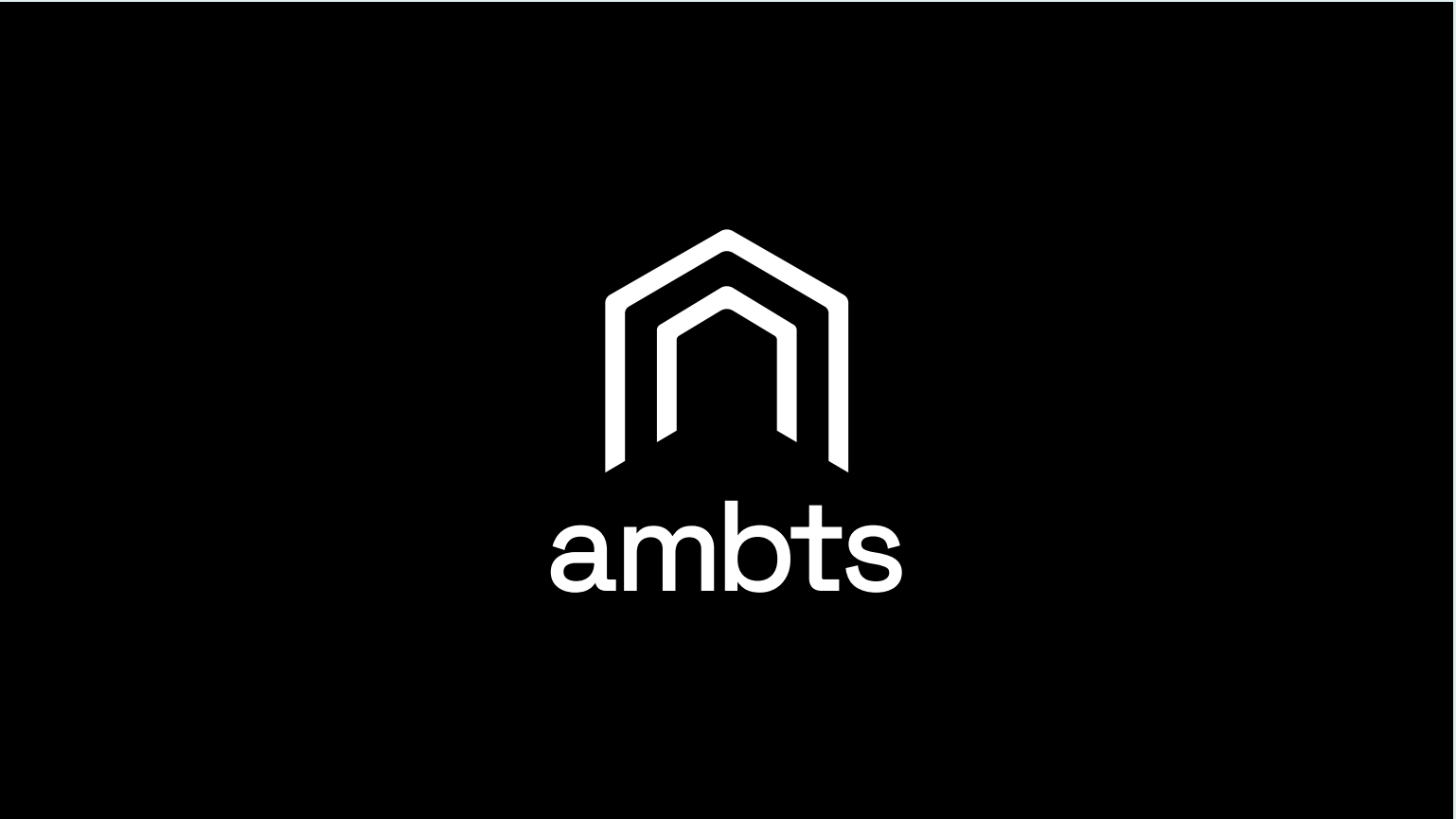
These examples illustrate incorrect logo usage. These treatments must be avoided to ensure the logo always remains consistent, legible, and true to the brand identity.



✗ Do not recolor individual elements in different colors.



✗ Do not recolor elements or place them on colored backgrounds.



✗ Do not stack or resize the symbol separately from the logo.



✗ Do not rotate the logo.



✗ Do not apply visual effects (e.g., drop shadows).



✗ Do not outline the logo.

Symbol





Traditional & Modern

The AMBTS symbol combines access, openness, structure, and heritage — into a timeless form. It bridges tradition and modernity, reflecting our role as the gateway between finance and bitcoin.

The symbol on color

Our symbol is designed to remain bold, recognizable, and legible across a variety of backgrounds. To ensure consistent brand expression, follow these rules:

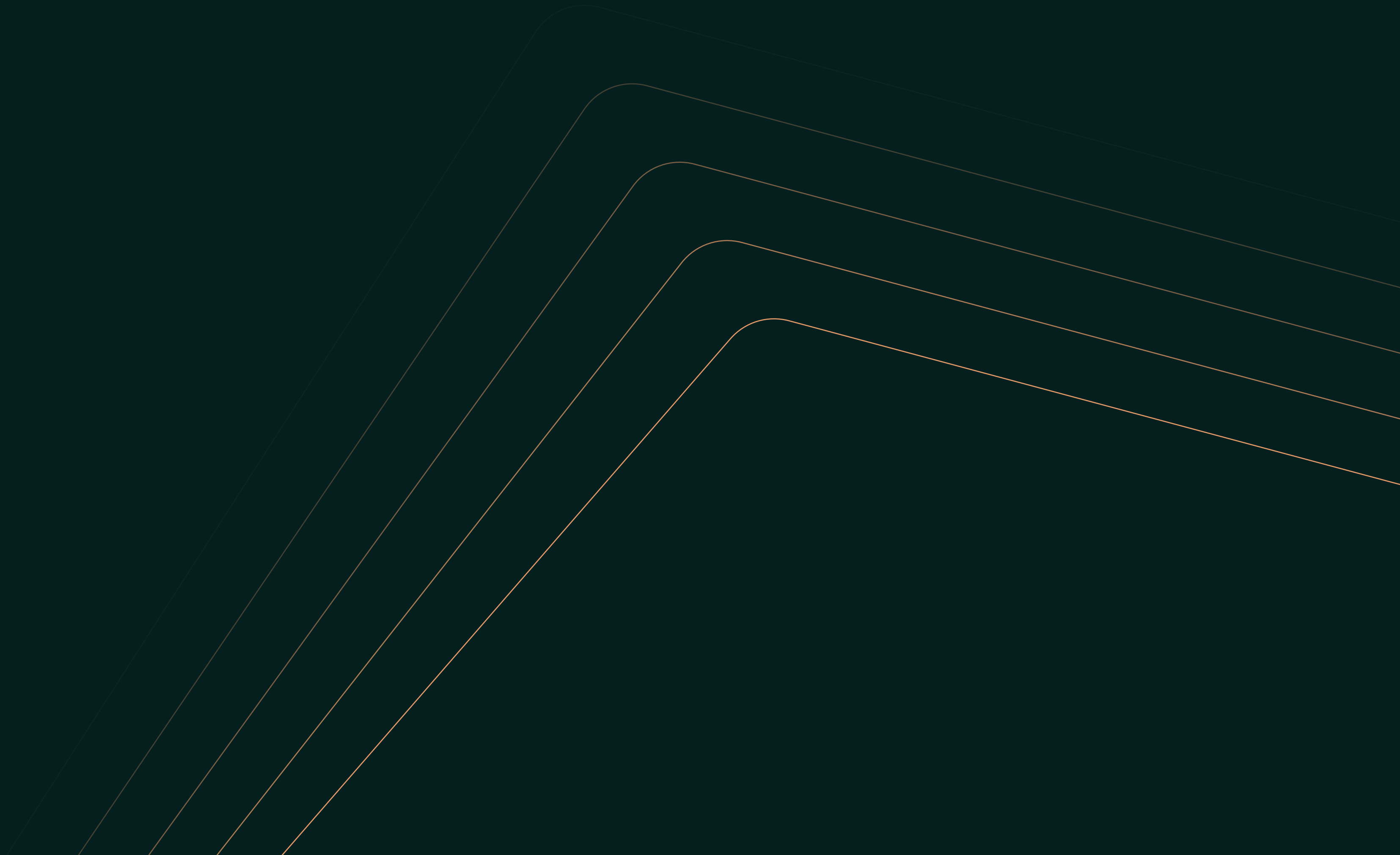
On white and light colored backgrounds
Use the full-color version of the symbol to maintain vibrancy. Black or Obsidian versions may be used if a more minimal look is required.

On black and darker backgrounds
Use the White or full-color versions for maximum contrast and visibility. Avoid using dark variations that reduce clarity.

On vibrant brand colors
Always use the symbol in Obsidian or Black to create a strong contrast against our vibrant palette.



Color



A color palette with **strength and balance**

AMBTS is the professional bridge between the traditional financial world and bitcoin. We enable safe, innovative, and accessible routes to bitcoin for institutional parties in Europe. Reliable, forward-looking, and with a clear vision for the future of finance.

The color Obsidian forms the solid foundation of our brand. Deep and powerful, it radiates authority and trust. Blaze brings energy and decisiveness — the color of innovation and progress. Aurora and Eden add freshness and accessibility, underlining our promise to make bitcoin approachable and within reach. Finally, White represents clarity and transparency.

Together, these colors tell our story: a brand that stands for order and trust (Ruler), that innovates and explores (Explorer), and that protects and makes accessible (Caregiver)

Obsidian

HEX	#06201F
RGB	6, 32, 31, 100
CMYK	84, 62, 67, 75

Blaze

HEX	#FF883E
RGB	255, 136, 62, 100
CMYK	0, 57, 82, 0

Aurora

HEX	#83F7AB
RGB	131, 247, 171, 100
CMYK	42, 0, 49, 0

Eden

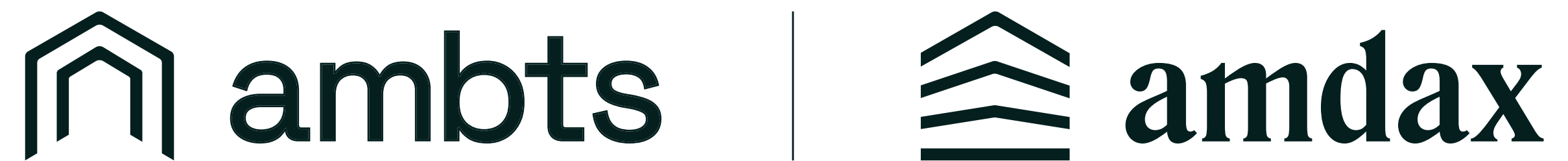
HEX	#DEEFED
RGB	222, 239, 237, 100
CMYK	12, 1, 6, 0

White

HEX	#FFFFFF
RGB	255, 255, 255, 100
CMYK	0, 0, 0, 0

Co-branding

To ensure clarity and brand recognition, the AMBTS logo should always be displayed in a consistent and balanced manner when used alongside partner or third-party logos. Placement, size, and spacing should reflect an equal and respectful relationship, symbolizing trust, collaboration, and shared expertise.

**Side by side lockup**

In side by side lockups, the AMBTS logo and partner logo should be presented with equal weight and clear separation. Maintain sufficient spacing between the two logos, using a vertical divider line to ensure balance and visual clarity.



✗ Do not replace the divider line with other elements.



✗ Do not recolor elements or place them on colored backgrounds.



✗ Do not stack the logos.

These examples illustrate incorrect logo usage. These treatments must be avoided to ensure the logo always remains consistent, legible, and true to the brand identity.

