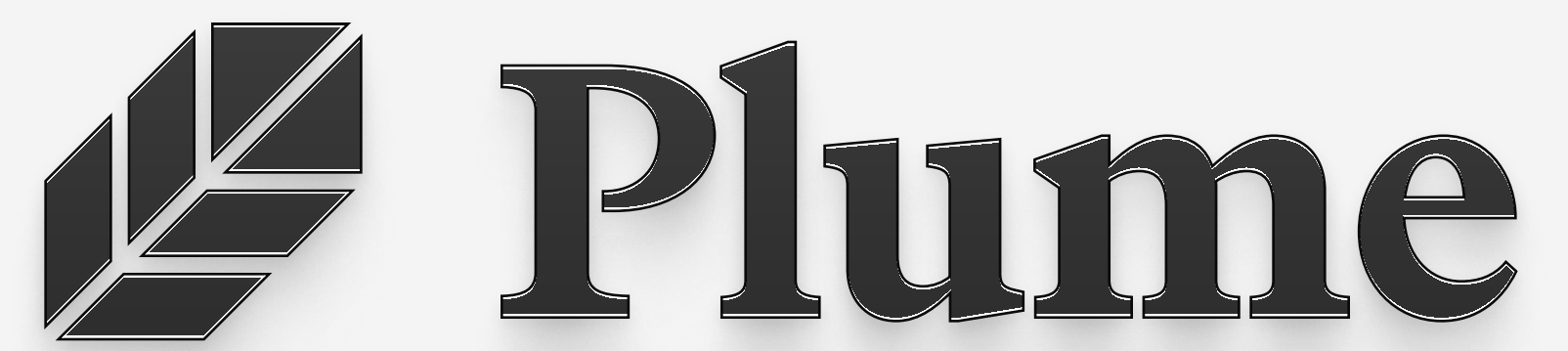
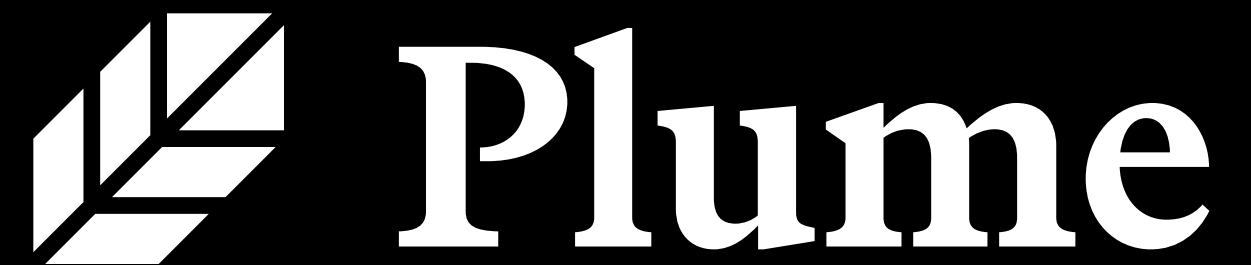




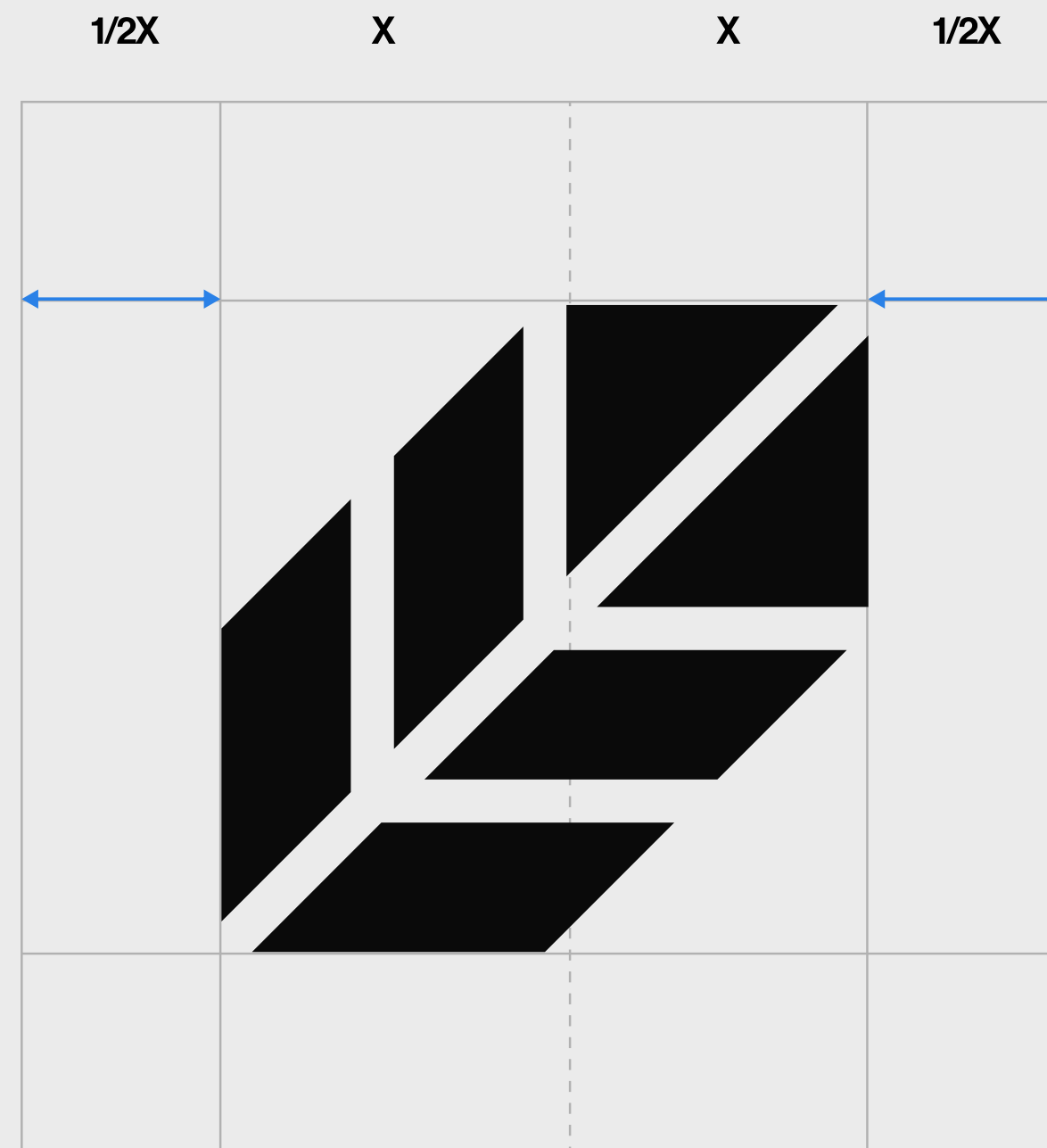
Logo

Use the Monochromatic Logo & Lockups on dark and light backgrounds and photography for best legibility.



Logomark

- Keep the area around the logo relatively clear
- Minimum clear space: 1/2 of the logo's width
- No other logos, type, or other graphic elements should infringe on its space



Subtle skeuomorphism

Selected UI elements use subtle skeuomorphic details to create depth, tactility, and a stronger connection to real-world finance. This treatment should feel refined and restrained — adding materiality without becoming decorative or nostalgic.

Used carefully, it helps Plume feel more human, premium, and grounded in the real-world assets we bring onchain.

Action

Action

Action

Typography

Martina Plantjin

Used for headlines

Open Finance

Requires license

Inter

Used for body text

Built to open institutional assets

Color palette

Greys form the foundation of the Plume visual system. Used across backgrounds, typography, interfaces, and layouts, they create structure, hierarchy, and consistency while allowing content to remain the primary focus.

White

HEX #FFFFFF

CMYK (0%, 0%, 0%, 0%)

Black

HEX #0A0A0A

CMYK (0%, 0%, 0%, 96%)

Color palette

Secondary colors are used sparingly to differentiate content, reinforce meaning, and create points of emphasis. They support the grayscale foundation and should be applied selectively rather than as dominant visual elements.

Green

HEX #627759

CMYK 18%, 0%, 25%, 53%

Blue

HEX #6886A0

CMYK (35%, 16%, 0%, 37%)

Indigo

HEX #856B9C

CMYK (15%, 31%, 0%, 39%)

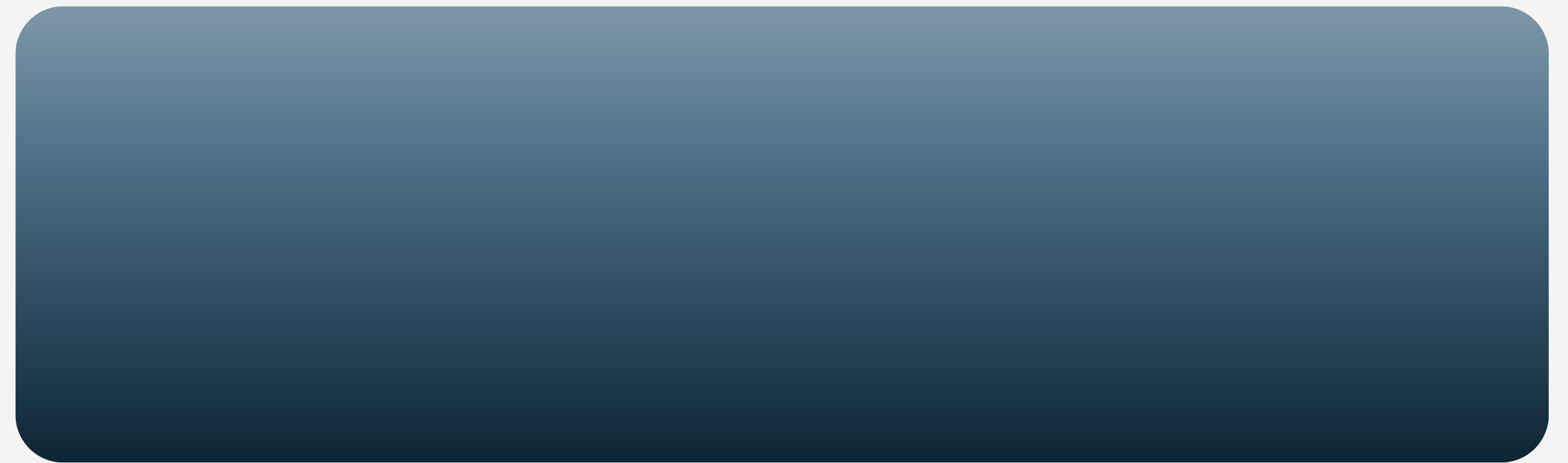
Purple

HEX #9E527C

CMYK (0%, 48%, 21%, 38%)

Gradients

Gradients are the primary expression of the secondary palette. Rather than using accent colors as flat fills, they should be applied as subtle gradients that introduce depth, warmth, and visual interest.



Illustrations

A minimal illustration style defined by geometric construction, light linework, and subtle dimensionality. Illustrations are built from simple forms, grids, and patterns, using transparency, gradients, and depth to communicate systems, relationships, and complex ideas with clarity and restraint.



Photography

A refined photographic style capturing people, spaces, and moments with a natural, editorial feel.



Illustrations

A minimal illustration style defined by geometric construction, light linework, and subtle dimensionality. Illustrations are built from simple forms, grids, and patterns, using transparency, gradients, and depth to communicate systems, relationships, and complex ideas with clarity and restraint.

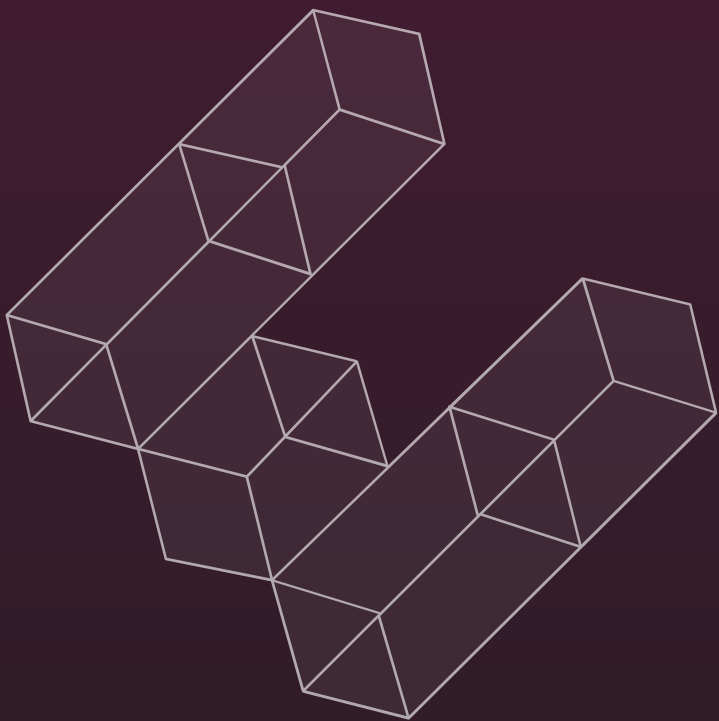


Illustrations

A minimal illustration style defined by geometric construction, light linework, and subtle dimensionality. Illustrations are built from simple forms, grids, and patterns, using transparency, gradients, and depth to communicate systems, relationships, and complex ideas with clarity and restraint.

Etherfi

Binance Pay Brings \$PLUME to 45M+ Users Worldwide



[Read more](#)

Binance

Binance Pay Brings \$PLUME to 45M+ Users Worldwide



[Read more](#)

Open institutional finance

Plume is the Open Finance platform, serving more than half of all real-world asset holders by bringing institutional assets out of closed financial systems.

Get started

APOLLO

 **Fidelity**

 **BINANCE**


WISDOMTREE

 **DigiFT**

 **SECURITIZE**

 **FUNDRISE**

 **Shinhan Bank**

BYBIT

🌿

🏠

📊

∞

\$

📈

⋮

🔍 Alpha

⌵ ⌵

?

⋮

🌿

0x1e ... 3F8C

🌿

Alpha

Earn yield from private credit and real-asset yield

nALPHA

US Treasuries

Audited

RWA

Vault APY

Boost APY

TVL

Available networks

0.12%

+2% ⚡

\$16.1M

🌿

🌿

🌿

🌿

🌟 Points

🔍 How Nest works

📄 Documentation

🌐 Blog

📧 Send feedback

● Status

max vault

akes stablecoin deposits and allocates them into a diversified portfolio of tokenized real-world assets, American Oil & Gas, payment financing, and private credit. Depositors receive nALPHA, a receipt... Read more

📅

Weekly

Supported apps

🌐🔥🌐🌐🌐

Delta neutral

Security reviews

Audited by third parties

30 minutes

Management fees

Free for a limited time

7 business days

No. of holders

14,417

Mint

Redeem

Bridge

Deposit

0.0

\$0.00

🌿 USDC

10,000.2376 USDC

Receive

0.0

\$0.00

🌿 nALPHA

0.0 nALPHA

Start earning

Your balance

Overview

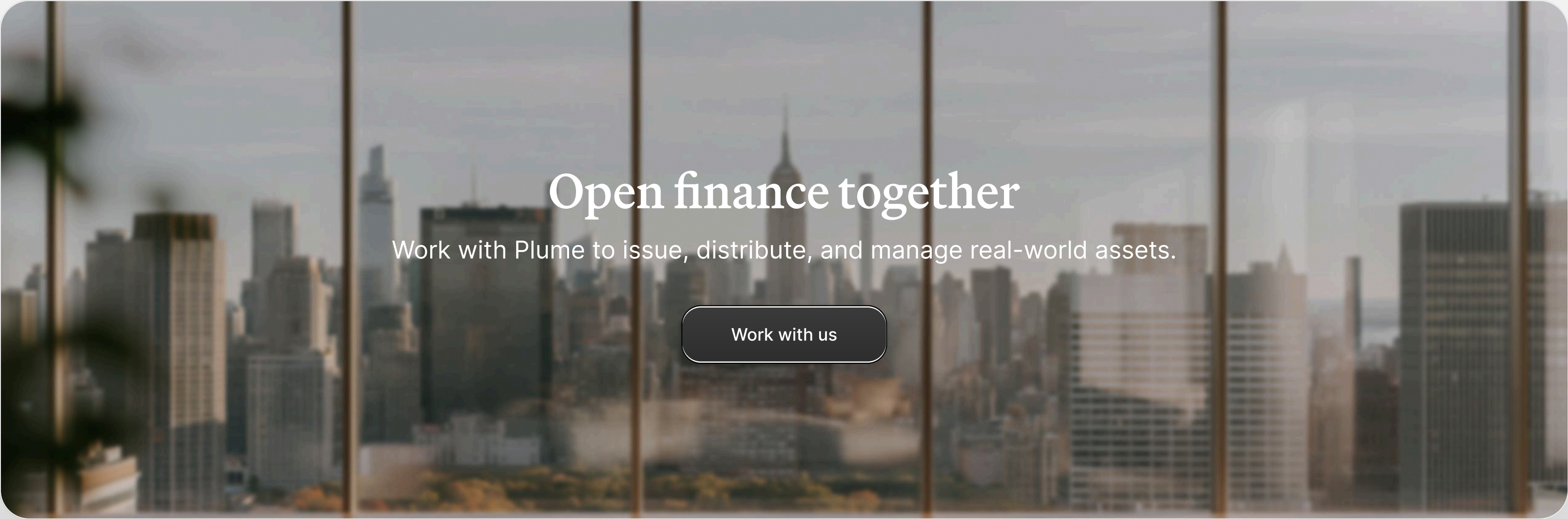
Transparency

Performance

Risk



0x1e ... 3F8C



Open finance together

Work with Plume to issue, distribute, and manage real-world assets.

Work with us

Individuals

- Plume Vaults
- PLUME
- Stake PLUME
- pUSD

Institutions

- Vault infrastructure
- Asset issuance
- Asset management

Company

- About
- Press and brand kit
- Blog
- Careers
- Contact

Socials

- X
- Telegram
- Discord

