

BRAND BOOK / V3.0 / 25 OCT 2026



SLEN

Unified Brand Strategy & Identity Guide

From a song to every story worth keeping.

INDEPENDENT MUSIC · SLENSOCIAL · SLEN PROTOCOL · SLENMARKET

SLEN / SlenSocial

01 / BRAND BELIEF

Creativity is where the brand begins

Unifying a brand does not mean giving every product the same name. It means giving different experiences a shared set of values.

Not everything we share needs to be sold.

Some things are simply worth remembering.

Brand manifesto

Some things are simply worth remembering. SLEN places expression and human memory at its center: music carries feeling, SlenSocial gives stories a place to be shared, NFTs provide verifiable digital possession, and SLEN payment tools serve interactions that actually need them. A price is not the whole story. Technology should not eclipse the person behind it.

Positioning

SLEN is a shared creative identity connecting independent music, decentralized social experiences through SlenSocial, LUSD-backed SLEN stablecoin services, and related NFT marketplace tools, while keeping every product distinct.

Brand promise

Create. Connect. Own.

PRINCIPLE	MEANING
People before protocols	Lead with creativity and memory before wallets, chains, and tokens.
Agency without exaggeration	Make rights and costs checkable; immutability never means zero risk.
Endurance without guarantees	Pursue continuity and handoff while acknowledging that websites and infrastructure need care.

02 / BRAND ARCHITECTURE

One mark. Clearly different roles.

SLEN is the shared identity; products, artistic credits and legal entities have different purposes.

BRAND / PRODUCT	ROLE	PUBLIC EXPLANATION
SLEN	Umbrella brand / gold-orange S	Represents creation, connection and agency, not merely a ticker.
Independent Music	Artistic works and releases	Preserve public artist and copyright metadata; let the music lead.
SlenSocial	Decentralized social experience	Share everyday life, imagery, music and video; each formal post becomes an NFT.
Slen Pay	Wallet experience inside SlenSocial	Wallet connections, transfers, assets and relevant swap interface.
SLEN Protocol	Stablecoin / mint / redeem	LUSD-backed SLEN with separate reserve and risk explanations.
SlenMarket	NFT marketplace experience	Distinct V2 marketplace brand; live trading remains gated pending verification.

Naming discipline

Naming rule: SlenSocial is the social product; SLEN is the token; SLEN Protocol is the protocol identity; SlenMarket is the marketplace. "SLEN MUSIC" may serve as an editorial category, not a claim that a record label exists. Planned company or trademark identities must never be presented as registered without evidence.

03 / VOICE

A voice that is warm and exact

Earn trust through clarity, not urgency or financial hype.

VOICE	EXAMPLE A	EXAMPLE B
HUMAN	"Keep the moments that matter."	"Create a verifiable record of a memory."
CLEAR	"Review storage, gas and maintenance charges."	"Submitted. Awaiting on-chain confirmation."
HONEST	"Verify the official smart-contract address."	"NFT possession does not transfer copyright."
NON-SPECULATIVE	"Worth sharing, even if never sold."	"Trading is an option, not the reason to belong."

What we do not promise

- Avoid "the site will never go offline"; say "designed for responsible maintenance and future handoff."
- Avoid "risk free" and "guaranteed stable"; disclose network, oracle and LUSD dependencies.
- Do not describe SlenMarket trading as fully open while the V2 storefront remains read-only.

Clear. Warm. Verifiable.

Brand language should respect people and facts.

04 / VISUAL IDENTITY

One golden-orange S

Reuse the approved circular S mark. Never create competing master symbols.



DARK / LIGHT APPROVED ASSETS

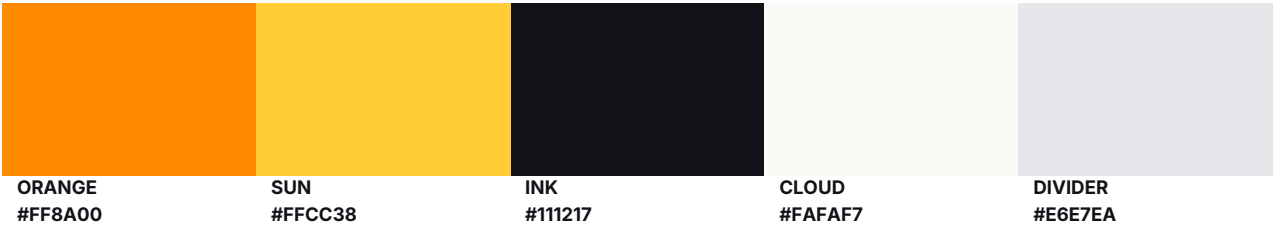
Non-negotiable rules

- Master mark: use the supplied transparent PNG; use the separate approved dark/light lockups against their intended backgrounds.
- Clear space: at least 12% of the outer-ring diameter around the entire symbol.
- Do not distort, rotate, redraw its curves, add music-note / currency / NFT ornaments or replace its gradient.
- Minimum use: test legibility at 32 × 32 px; use the approved dedicated app icon for app surfaces.

File format note: a raster PNG placed inside an SVG container is not an editable vector master.

Color, typography and rhythm

The aim is not to make everything orange. It is to make the important moments unmistakable.



Usage guidelines

- Orange #FF8A00 guides primary actions and accents; warm gold #FFCC38 provides gradient highlights.
- Deep ink #111217 anchors dark surfaces and text; cloud white #FAFAF7 creates quiet light surfaces.
- For body copy on light surfaces, choose dark text or readable #9B5000 rather than vivid orange paragraphs.
- Use Noto Sans TC for Traditional Chinese and Inter for English. Make amounts and contract strings legible.
- Use a practical 4 / 8 / 12 / 16 / 24 / 32 px spacing scale, and validate mobile contrast and touch targets.

Example surfaces

DARK MODE	LIGHT MODE
Deep Ink background / warm highlights	Cloud White background / dark text
Tokens & controls must remain readable	Use readable orange only for key labels

Music is where a story begins

The artistic identity of SLEN should come from the work itself, not from adding a blockchain badge to every song.

Independent music is an emotional entrance to the brand. Albums, singles and performance materials may use SLEN colors and an editorial voice while retaining distinct cover art and aesthetics. Every release should feel like art before marketing.

Keep public artist names, songwriter credits, distributor information and copyright attributions exactly as registered with the relevant music services. The corporate or protocol brand book need not disclose the personal founder of SlenSocial, and artist metadata must not imply protocol control or legal-company status.

Music may be shared as a SlenSocial NFT post or through ordinary listening links. No musical work must be listed or sold through SlenMarket merely because it relates to SLEN.

GUIDELINE	IMPLEMENTATION
Lead with the song	Present the music, context, listening link and credits before the brand symbol.
Respect rights	An NFT purchase does not by itself assign composition, recording or commercial exploitation rights.
Prove credentials	Never invent awards, chart results, stream counts or corporate affiliations.

Music is where the story begins.

Let the work speak first.

Social comes before trading

Every published post becomes an NFT; no one is obliged to sell it.

SlenSocial V2 uses Ethereum NFT posts as part of its social model. By design, post media and metadata are uploaded using Arweave / Irys, with uploaders paying their own one-time storage costs. Ethereum transactions have additional network gas charges.

V2 has a separate profile and NFT namespace from V1. Older contracts and NFTs remain recorded on Ethereum even when the new application no longer surfaces legacy posts. Removing a frontend path is not the same as erasing blockchain history.

Repasts point back to the original NFT and preserve the original author and ownership; sharing someone else's post should not automatically mint a duplicate NFT. The long-term priority is a safe, meaningful, maintainable social experience, not endless feature expansion.

Messaging hierarchy

USE	LINE
SlenSocial headline	Your content. Your ownership.
Social belief	Not everything we share needs to be sold. Some things are simply worth remembering.
Supporting line	Every moment holds a story worth remembering.
Rights reminder	NFT holder, original author and copyright owner may be different parties.

The numbers must be clearer than the slogans

Trust in a stablecoin comes from verifiable mechanics, not a promise of profit or a risk-free peg.

SLEN is an ERC-20 on Ethereum Mainnet. The public code used by the application describes deposits of LUSD to mint SLEN and burning SLEN to redeem LUSD. The 1:1 model refers to LUSD units, not an unconditional promise that one SLEN will always be worth one US dollar on every market.

Public messaging should identify the network, token contract, dependency on LUSD, reserve-verification method, ETH protocol charges, SLEN transfer charges and gas. Check rates against deployed code and a current transaction quote; do not replace on-chain evidence with marketing language.

slenusd.com is the named public entry point for SLEN Protocol. Slen Pay is the wallet and asset experience inside SlenSocial. Shared branding does not make them one contract, a custody provider or an interchangeable website.

Ethereum Mainnet contract

0x78c8bF385224162Fac7cc8545333Fa1DEa4999c9

Do not claim

- Never say "1 SLEN is guaranteed to equal 1 USD forever."
- Do not claim an independent audit without a review report that readers can verify.
- Do not present SLEN as a bank deposit with equivalent legal protections.

<https://slenusd.com/> · <https://etherscan.io/address/0x78c8bF385224162Fac7cc8545333Fa1DEa4999c9>

09 / SLENMARKET & PAY

Let users understand each step

A refined financial UI is one that discloses costs and transaction states before asking for a signature.

SlenMarket names the SlenSocial NFT marketplace and uses a separate V2 market contract from the legacy V1 marketplace. As documented in the 24 October 2026 main-branch release notes, the new storefront remains read-only with financial write operations disabled pending authentic Mainnet trading tests.

Listings, auctions, token IDs, provenance and contract data can be explained as the intended market interface. Buying, bidding, claiming and refunds must only be described as live after they have actually been validated and enabled.

Slen Pay should make connections, balances, transfers and swaps understandable, including networks, token identity, gas, value and approvals. A wallet holder retains control of keys; no legitimate SLEN screen should request a recovery phrase.

CATEGORY	WHAT THE USER SHOULD SEE
NFT creation	Arweave / Irys storage + Ethereum gas + SocialNFT V2 maintenance charge equivalent to US\$0.02 in ETH.
SLEN mint / redeem	LUSD in or out, with separately disclosed protocol ETH fee; use live chain quotes.
Marketplace flows	Explain SLEN transaction charges, token transfer fees and gas; label the service read-only until activated.

V2 contract references

SocialNFT V2 0x56Bb80ff9743868e42EAFcA659031b8208c4f6C4

SlenMarket V2 0x06b4d481a6ac710be9ddde73c51dd71bf5c45ff6

Ready-to-use public writing

A common spirit can be expressed differently at each touchpoint; one tagline need not appear everywhere.

CONTEXT	RECOMMENDED LANGUAGE
Master brand	SLEN — Create. Connect. Own.
Brand description	Music and imagination lead. Social and payment tools serve real people and real stories.
SlenSocial	Not everything we share needs to be sold. Some things are simply worth remembering.
SlenMarket	Every moment holds a story worth remembering.
Music	Music is where the story begins.
SLEN Protocol	Built on Transparency. Designed for Permanence.
Transaction reminder	Verify the network, contract, gas and all fees before signing.

Official brand description

SLEN connects independent music, SlenSocial’s decentralized social experiences, and LUSD-backed digital payment infrastructure. These experiences share the recognizable golden-orange S while keeping distinct purposes and risk boundaries. We believe expression deserves to be heard, memories deserve to be kept, and digital rights deserve to be understood.

Every moment holds a story worth remembering.

A shared idea, never a compulsory sales pitch.

Maintenance, handoff and brand discipline

A durable brand does not depend on constantly adding features. It depends on responsible stewardship and records others can understand.

FOCUS	ONGOING COMMITMENT
Users & community	Show that uploaders cover Arweave costs; separate one-time payment from absolute permanence claims.
Web operations	Monitor Cloudflare, RPC, indexing, wallet dependencies, domains and recovery procedures.
Technical security	Immutable contracts require exact release-state labels and careful treatment of untested trades and unverified audits.
Brand assets	Maintain master files, version history, color tokens, addresses and product naming as a single source of truth.
Continuity	Record deployment, backups, recovery contacts and permission handoff for future maintainers.

Sources and verification limits

1. Previous SLEN Unified Brand Proposal V2 (Chinese and English) and five supplied official logo assets.
2. Public SlenSocial GitHub repository: main-branch V2 configuration, SlenMarket component and 24 October 2026 release notes (reviewed 25 October 2026).
3. Designated sites: tommyslen.com (social) and slenusd.com (protocol). Their live page contents could not be independently fetched in this run.
4. This strategy guide is not a company or trademark registration, investment solicitation, financial guarantee or smart-contract security audit.

One mark. Many stories. Clear boundaries.