



SLEN Unified Brand Guide

Create. Connect. Own.

Based on Traditional Chinese Brand Proposal V2 · October 2026

REVIEW DRAFT: English reading edition adapted from the supplied Traditional Chinese document. Intended for review, not yet an independently verified or certified translation. Contract claims, audits, legal status and live figures must be checked separately.

Built on Transparency. Designed for Permanence.

Positioning and design status

This document translates the direction of the October 2026 SLEN Unified Brand System, Proposal V2. It is a brand proposal, not a registered trademark certificate or evidence that a future SLEN LLC has been incorporated. It does not alter smart contracts or supersede published music metadata.

One gold-orange S emblem connects independent music, SlenSocial, the SLEN stablecoin and any future company identity. Product identities and technical responsibilities remain separate.

01 / Brand idea

The master line is Create. Connect. Own. SLEN begins from creation: music is heard, SlenSocial shares works and ideas, and digital payment tools allow independent exchange and support. Technology serves people making art; different products should share one coherent design language without conflating their legal, economic or technical risks.

The tone is warm, artistic, trustworthy and evidence-conscious. Avoid sensational returns, promises of financial certainty or unsubstantiated claims of unlimited decentralization.

- Keep the existing gold-orange S-in-circle as the sole shared parent mark, without redesigning it for each category.
- Preserve existing professional music credits as Tommy Slen / the artist's established platform metadata.
- Keep SlenSocial as the social application name; SLEN is the stablecoin name and ticker in financial contexts.

02 / Brand architecture

SLEN is the master brand. Tommy Slen represents the artist and music catalog, subject to original publishing metadata. SlenSocial remains the decentralized social app. The stablecoin should be named SLEN stablecoin (SLEN), with the Ethereum address clearly identified. SlenSocial NFT Market is a function inside the app. SLEN LLC was a proposed future company name in V2; do not claim government registration before confirmation.

03 / Visual identity

Use the approved gold-orange circular S art as provided. Do not stretch, rotate, recolor, re-create or cover it with musical notes, dollar signs or NFT icons. Pair one emblem with descriptive words such as SLEN, Tommy Slen, SlenSocial or SLEN stablecoin as appropriate. Keep clearspace around the circular icon of at least 12% of its diameter.

A raster PNG placed inside an SVG wrapper does not become an editable native-vector logo. Authentic vector redrawing requires separate inspection and quality control.

04 / Color and typography

Core orange: #FF8A00. Supporting gold: #FFCC38. Deep Ink: #111217. Cloud White: #FAFAF7. For light surfaces use readable orange #9B5000; divider gray #E6E7EA. Dark mode uses Deep Ink and dedicated dark surfaces; light mode combines Cloud White with deep text.

Use Inter for English and Noto Sans TC for Chinese, with semibold/bold headings and tabular figures. Prefer predictable 4/8/12/16/24/32 pixel spacing, 12px button corners, 16px cards and accessible contrast. Avoid overusing bright orange in lengthy paragraph text on white backgrounds.

05 / Music identity

Music should be the emotional entry point, without replacing album art or published distribution records. Keep approved artist attribution as used by music platforms. SLEN MUSIC can be a website category or collection label, not a required new stage name or record company. Present songs with title, artist, release/platform dates, listening links and rights information, preserving each release's unique cover treatment.

06 / Social experience

The design proposal described SlenSocial's established sections Home, Shorts, Wallet, SLEN Mint, Market and Profile (actual UI labels may evolve separately). Add music and creator storytelling naturally within profile and social feeds, not through a compulsory extra navigation tab. Distinguish permanent-storage aspirations and user-paid Arweave fees from Ethereum NFT records and on-chain settlement. Branding changes must not quietly alter application contracts or fee logic.

07 / Product trust

Describe SLEN as an Ethereum token using LUSD as its designated reserve asset according to deployed rules. Encourage visitors to inspect official contract addresses, current reserves, fees and actual transaction receipts. Do not describe the protocol as guaranteed 1 USD forever; do not treat a familiar logo as proof of token identity. Separate Arweave charges, protocol fees and Gas, and distinguish pending from successful transactions.

Keep the NFT market name tied to SlenSocial. Trading a music-related NFT does not automatically assign the sound recording or composition's rights. Trademark, incorporation, compliance and technical verifiability remain different matters.

08 / Approved writing direction

Master identity: SLEN | Create. Connect. Own.

Brand description: "SLEN is a creative brand connecting independent music, decentralized social experiences, and digital payment tools. From the music of Tommy Slen to SlenSocial and the SLEN stablecoin, the shared identity brings these experiences together while keeping each product distinct and transparent."

Music: Music is where the story begins. Social: Your content. Your ownership. SlenSocial: Create and share, on your terms. Wallet and minting: Verify the contract. Review the fees.

09 / Implementation handoff

The V2 handoff specifically called for brand changes without changing smart contracts. Use the existing approved emblem; keep product names and official network references consistent. Preserve currently deployed navigation, NFT, Arweave, markets, protocol quotes and wallet behavior. Distinguish account roles and display accurate public evidence and transactional costs before authorization. Test responsive logo readability, light/dark palettes, profile, Feed/Shorts, Mint and Market.

10 / Rollout and status controls

Phase one: confirm the shared brand presentation, align official profiles and artwork, and review image readability. Phase two: separately verify any proposed LLC name, trademarks, live smart contracts and public technical references before making formal claims. Do not represent any intended legal or safety checks as completed unless independently established.

The final principle: share a coherent brand, but never erase the boundaries between the musician, social network, stablecoin and future legal entity.

Document scope: discussion of protocol, product, brand or risks; not financial, legal, tax or investment advice and not a substitute for an independently commissioned security audit.