

# A8 Core™

# Brand Guide

The operating system for financial accounts.

# Three rules, then the system.

This guide is the single source of truth for the A8 Core™ identity. Where an existing asset disagrees with it, the guide wins and the asset gets corrected.

### 1 · Ground truth beats memory

Every hex value, token name and type face here was measured from the deployed stylesheet on the live site. If you need a value that is not in this guide, read it from the source — do not guess it from an older deck.

### 2 · Web and produced differ

The live site is set in Sora, Inter and JetBrains Mono. Produced decks, PDFs and one-pagers are set in Arial. Both are correct; using the web faces in a deck is not, because the reader may not have them.

### 3 · Claims carry evidence

Structural facts (account types, natures, endpoints) are countable and may be stated. Performance, market and ROI figures may not be stated without a named, dated source. See Claims discipline.

*What changed in v3.0 is recorded in full on the Drift register at the back of this guide — including two errors carried by v2.0.*

# 01

## Brand

Who we are, what we are called, and the sentence everything else has to agree with.

## What A8 Core™ is — and how we say it.

### The one-liner

A8 Core™ is the API-driven, bank-grade account core that fintech and wealthtech build on — opening, funding and transacting across every account type on one multi-tenant, white-label integration.

### The category

The operating system for financial accounts — the account core that spans banking AND wealth.

### The wedge

Cores are siloed by lane. A8 Core™ is one core across DDA, retirement, taxable, trust and private-fund.

### The moat

Full-spectrum coverage, multi-tenant and white-label delivery, structural switching costs, clean registered IP.

### The security position

Secured by B5 Secure™ — a named component, not a claim A8 Core™ makes about itself.



NAME, ENTITY AND MARKS

# Get the name right first.

The product name, the operating entity and the IP holder are three different things and are not interchangeable in copy.

|                  |                                                                                            |
|------------------|--------------------------------------------------------------------------------------------|
| Product name     | A8 Core™ — always two words, capital A, capital C, ™ on first prominent use per asset      |
| Never written    | A8core · A8-Core · a8core (except in a URL or code identifier) · A8 CORE in running copy   |
| Operating entity | Financial Infrastructure, Inc. (Delaware)                                                  |
| IP holder        | Todd Yancey — A8 Core™ and related IP remain solely with Todd Yancey                       |
| Copyright line   | © Copyright 2015–2026 Todd Yancey. A8 Core™ and related IP remain solely with Todd Yancey. |
| Press contact    | press@a8core.com                                                                           |
| Sales contact    | sales@a8core.com — the published address on /contact/                                      |

Retired predecessor platform name (pre-2026). It must not appear in any new asset. Historic files under /uploads/media/ keep their legacy names on purpose and are retained, not republished.

# One stack, four layers.

This is the sentence that closes every page on the site. It is the canonical description of how the four brands relate, and it is the wording to reuse.

1

## InvestNow

Find it on

The retail discovery surface.

2

## A8 Core™

clears and settles it

The account operating system.

3

## Investor Services

custodies it

The custodian of record.

4

## B5 Secure™

authorizes every data element

The enforcement layer.

*“One stack, four layers. Find it on InvestNow. A8 Core™ clears and settles it. Investor Services custodies it. B5 Secure™ authorizes every data element.”*

# 02

## Logo

The lockup, the space around it, and the six things that break it.

## Two runs, one baseline.

The lockup is pure type set in Sora — “A8” in verdigris at weight 800, “Core” in near-white at weight 500, and the ™ at 0.30em. There is no plate: an earlier mark had one and it is retired.



Reverse — default, on ledger ground



Positive — light backgrounds only

### Clear space

Keep clear space on all four sides equal to the cap height of the “A”. Never crowd it.

### Exact values

A8 #6FC3AE at weight 800. Core #E8EEFB at weight 500, offset 0.40em. ™ at 0.30em, #7385A3.

### Home position

Top-left on decks, documents and diagrams. It is the same position on every asset.

## Protect the mark.

Six failure modes. Each one is a rejection, not a preference.



### Don't stretch, condense or distort

Scale proportionally, always.



### Don't recolour outside the palette

White, ink, or a single verdigris tone.



### Don't add shadows, glows or outlines

The mark carries no effects.



### Don't place reverse on a busy ground

Contrast must reach 4.5:1 behind the mark.



### Don't rotate or rearrange

Mark left, wordmark right, level.



### Don't re-typeset the wordmark

It is artwork, not live text.

# 03

## Colour

A dark ledger ground, one verdigris accent ramp, and a legacy token name that lies.

# Ledger ground, verdigris accent.

Deep ledger navy is the foundation and carries roughly 70% of the visual weight. Verdigris is the single accent ramp. Mint is the positive highlight, used sparingly.

| LEDGER GROUND                     |                                    |                                   |                                   |
|-----------------------------------|------------------------------------|-----------------------------------|-----------------------------------|
| <div>ledger-900<br/>#0B1620</div> | <div>ledger-950<br/>#060E14</div>  | <div>ledger-850<br/>#0E1C26</div> | <div>ledger-800<br/>#12232E</div> |
| Page background                   | Covers / deepest                   | Inset panels                      | Cards                             |
| VERDIGRIS RAMP                    |                                    |                                   |                                   |
| <div>verd<br/>#6FC3AE</div>       | <div>verd-bright<br/>#8FD6C3</div> | <div>verd-fill<br/>#38A98F</div>  | <div>verd-deep<br/>#2F8B76</div>  |
| Accent, links, focus              | Headline gradient                  | Filled controls                   | Hover / press                     |
| SIGNAL & TEXT                     |                                    |                                   |                                   |
| <div>mint</div>                   | <div>txt</div>                     | <div>txt-2</div>                  | <div>txt-3</div>                  |

## HOW TO USE IT

### Weight it, don't balance it

Ledger ground carries about 70% of the visual weight, verdigris 20%, mint and amber the last 10%. Equal weighting is the fastest way to look off-brand.

### One accent ramp, not two

Verdigris is the only accent family. There is no secondary brand hue.

### Status colour is semantic

Mint, amber and rose signal state. They are never decorative.

### Where these values came from

Read from uploads/a8core.css on the deployed site — not carried forward from v2.0.

# The tokens called “blue” are verdigris.

A8 Core™ inherited its first stylesheet from B5 Secure™, whose accent is blue. The palette was migrated to verdigris; the token names were not. Both names still resolve, to the same value.

```
--blue:           #6FC3AE      --verd:           #6FC3AE      /* identical */
--blue-bright:    #8FD6C3      --verd-bright:    #8FD6C3      /* identical */
--blue-deep:      #2F8B76      --verd-deep:      #2F8B76      /* identical */
```

### What this means for you

Never describe the A8 Core™ accent as blue. It is verdigris. Any copy, deck or note that says “electric blue” is describing the retired palette — v2.0 of this guide did exactly that on two pages.

### What to write in new CSS

Use the --verd\* names. The --blue\* names are retained aliases so existing rules keep working; they are not deprecated in code, but they are deprecated in language.

# Measured, not assumed.

Every pairing below was computed against the WCAG 2.1 relative-luminance formula. Any new pairing must be measured the same way before it ships.

| SAMPLE                | FOREGROUND | GROUND  | RATIO   | WCAG AA |
|-----------------------|------------|---------|---------|---------|
| Primary text on page  | #E8EEFB    | #0B1620 | 15.70:1 | PASS    |
| Secondary text        | #AEBBD4    | #0B1620 | 9.44:1  | PASS    |
| Muted labels          | #7385A3    | #0B1620 | 4.88:1  | PASS    |
| Verdigris link        | #6FC3AE    | #0B1620 | 8.78:1  | PASS    |
| Verdigris bright      | #8FD6C3    | #0B1620 | 10.94:1 | PASS    |
| Mint positive         | #34E0A6    | #0B1620 | 10.75:1 | PASS    |
| Primary text on card  | #E8EEFB    | #12232E | 13.83:1 | PASS    |
| Link on card          | #6FC3AE    | #12232E | 7.73:1  | PASS    |
| Ink on filled control | #0B1620    | #38A98F | 6.30:1  | PASS    |

### THE RULES

#### 4.5:1 is the floor

Body text and anything below 24px bold needs 4.5:1 against the colour actually behind it. Display text may sit at 3:1, but on this ground it never has to.

#### Measure the composited pixel

Cards, washes and gradients change what is behind the text. Sample the rendered pixel, not the token you intended.

#### Never sample inside a glyph

It returns exactly 1.00:1, because the text is being compared with itself. Snapshot the ground before the text is drawn.

#### Colour is never the only channel

Status must also carry a word or a glyph.

# 04

## Typography

Two type systems, one for the browser and one for everything you hand someone.

# Sora, Inter, JetBrains Mono.

All three are self-hosted on the site. They are the correct faces for anything rendered in a browser.

DISPLAY · SORA

Aa Bb Cc

0123456789 & · ? ?

Headlines, page titles, and the hero line.  
Set tight: 600 weight, -0.01em tracking.

Sora-SemiBold.ttf

BODY · INTER

Aa Bb Cc

0123456789 & · → ✓

Body copy, navigation, labels and tables.  
Regular 400 and SemiBold 600 only.

Inter-Regular.ttf

MONO · JETBRAINS MONO

Aa Bb Cc

0123456789 & · → ☐

Code panels, endpoints, tokens, receipts.  
POST /v1/accounts → 201 Created

JetBrainsMono-Regular.ttf

|                       |                                                                       |
|-----------------------|-----------------------------------------------------------------------|
| Display — Sora        | 600 weight, tracking -0.01em. Page titles, hero lines, card headings. |
| Body — Inter          | 400 and 600 only. Body copy, navigation, labels, tables.              |
| Mono — JetBrains Mono | 400 and 700. Code panels, endpoints, tokens, receipts.                |

# Arial, and why.

A deck or PDF is opened on a machine you do not control. Sora and Inter are not installed there, so the reader gets a substitute with different widths and your layout breaks. Produced assets are therefore set in Arial.

Aa Bb Cc

0123456789

The quick brown fox jumps over the lazy dog.

SECTION LABEL

Arial — display, body and eyebrow in produced assets

|                |                                                 |
|----------------|-------------------------------------------------|
| Display        | Arial Bold, 32–44pt                             |
| Section header | Arial Bold, 20–24pt                             |
| Body           | Arial Regular, 11–14pt                          |
| Eyebrow        | Arial Bold, uppercase, +2.4 tracking, verdigris |
| Mono           | Courier New — the safe mono across Office       |
| Caption        | Arial Regular, 10pt, txt-3                      |

One exception: a type specimen may show the web faces, because there it is the subject rather than the vehicle. Render it as an image, as the previous page does.

# 05

## Components

The parts the site is actually assembled from.

# Cards, chips, panels, tables.

These class families already exist in `a8core.css`. Before authoring a new component, look for the family that covers it — there usually is one.

### Card — `.fx-card`

Rounded rectangle, ledger-800 fill, 1px line border. The base container for everything. Full borders only; never a single-side accent stripe.

### Code panel — `.console`

`.console` with `.console-bar`, `.console-title` and `.console-body`. Token classes `.c-verb` `.c-path` `.c-str` `.c-key` `.c-num` `.c-ok` `.c-com` `.c-event` `.c-mut`.

### Figure block — `.fx-*`

Fifteen members: `fx-card`, `fx-grid`, `fx-table`, `fx-flow`, `fx-steps`, `fx-calc`, `fx-status`, `fx-chip`, `fx-note`, `fx-out`, `fx-res`, `fx-dep`, `fx-tool`, `fx-q`, `fx-2`.

### Form field — `.field`

Includes `.field select`. Native `<option>` lists are painted by the OS, so both the select and its option must be set explicitly or the popup is unreadable.

The honeypot class `.hp-field` is defined and render-verified off-screen. Use it; do not invent a new hidden field.

# A badge is a claim. Spell it one way.

Status chips tell a buyer what is real today. The label set is closed, and the casing is part of the label.

Product specification

Design partner

In progress

Roadmap

Foundation

Provider dependent

Two CSS states exist: `.fx-chip.st-dp` (design partner) and `.fx-chip.st-ip` (in progress). Everything else inherits the base chip.

## OPEN DEFECT · CASE DRIFT

|                  |         |                  |         |
|------------------|---------|------------------|---------|
| "Design partner" | 4 pages | "design partner" | 5 pages |
| "In progress"    | 8 pages | "in progress"    | 1 page  |

Recommendation: normalise to sentence case — Design partner, In progress — in the next content pass. Ten edits.

# 06

## Voice

How A8 Core™ sounds, and the sentences it does not say.

# Confident, precise, builder-to-builder.

We lead with the customer's problem — build versus buy — name the category, and quantify honestly. No hype, no hedging.

## Confident

We state. We do not hedge.  
Declarative sentences, answer first.

## Precise

Exact terms. Authentication is not authorization. Signing is not encryption.

## Honest

Name the limit. Mark modelled figures as modelled. Cite the source.

## Concrete

Countable nouns and named mechanisms beat adjectives every time.

*“One core, every account type, one integration. A8 Core<sup>™</sup> is the operating system for financial accounts — and B5 Secure<sup>™</sup> authorizes every data element.”*

# Say this. Not that.

## WE SAY

- The operating system for financial accounts
- One core, every account type, one integration
- Spans banking and wealth
- Secured by B5 Secure<sup>™</sup>
- Compliance and reporting are a native feature
- Structural figures, each traceable to the catalog

## WE AVOID

- “The audit record is the product”
- “Compliance is the moat”
- SR 26-2 / fair-lending / UDAAP framing
- “Full core-banking replacement”
- Hype, superlatives and vague claims
- Any market or ROI number without a named, dated source

# The non-negotiables.

Every asset — deck, document, diagram, page — must hold these four. They are what keeps the category clear.



### **A8 Core™ is the account operating system**

Spanning the full account spectrum. Not single-lane, not a thin wrapper, not a full core-banking replacement.



### **Compliance and reporting are native features**

Controls plus 1099/5498-style reporting per account type and transaction — never “compliance as the product”.



### **Security is “secured by B5 Secure™”**

A named component: fail-closed authorization, signed requests, evidence. Do not import B5’s GTM or scale claims into A8 copy.



### **Lineage is pedigree only**

ICP → ISCP → A8 Core™. ICP is the owner’s registered work; full rights retained. It is not a customer logo wall.

# What may be stated, and on whose authority.

The site publishes structural facts about a catalog. That is defensible. Anything else needs a source or an owner attestation.

## STATEABLE — STRUCTURAL AND COUNTABLE

|    |                                                   |
|----|---------------------------------------------------|
| 45 | Account types defined                             |
| 43 | Account types enabled (2 defined, not enabled)    |
| 5  | Account natures                                   |
| 10 | Asset classes modelled                            |
| 39 | Contribution-limit figures, cited to IRS releases |

Each of these is a count over a published catalog. State the figure and the date, and say “structural, not a performance claim” where it could be misread.

## NOT STATEABLE WITHOUT A SOURCE

- Market size, growth rate, or share
- ROI, cost saving, or time-to-market for a customer
- Uptime, latency or throughput without a measurement window
- Any comparison to a named competitor’s capability
- Customer names, logos or counts before consent is on file
- Regulatory status, approval, or charter language

*A dated “last updated” line on a legal page is itself a factual claim. Re-dating a document you did not revise is a false statement — leave it.*

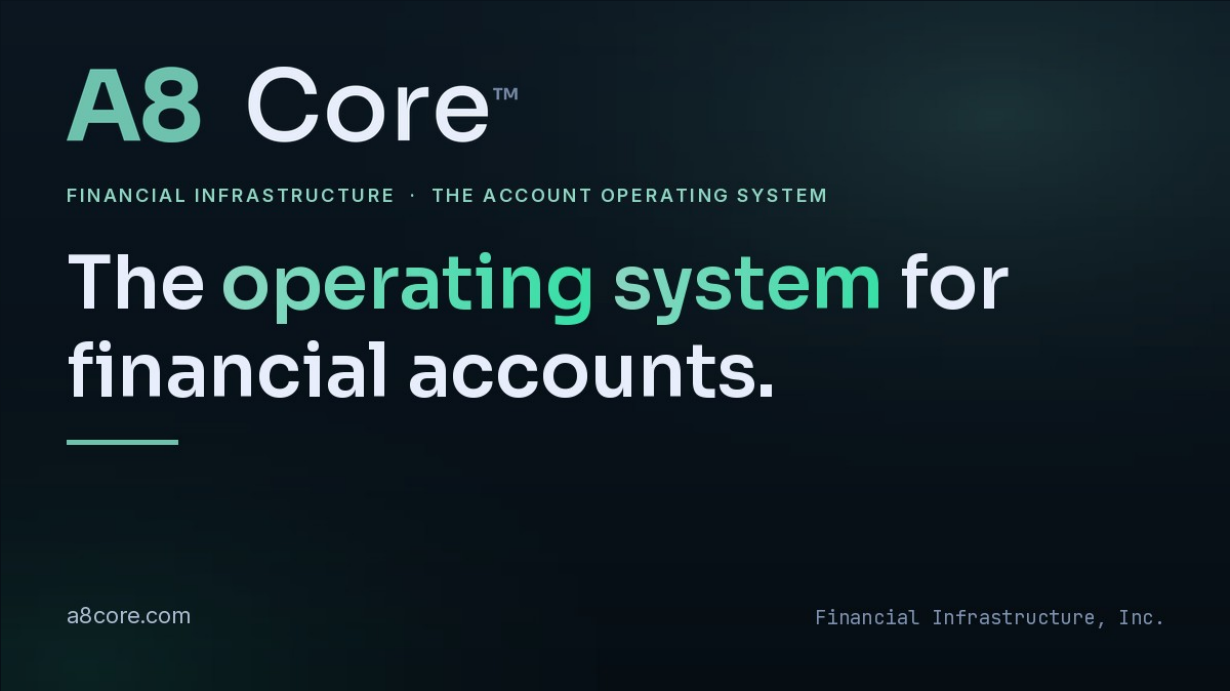
# 07

## Assets

Where everything lives, and what is new in this edition.

# The share card is a brand surface.

A link posted to LinkedIn or X renders the OpenGraph card, not the page. It is often the first brand impression a buyer gets.



|                |                                    |
|----------------|------------------------------------|
| New default    | a8core-og-1200x675.png             |
| Size           | 1200 × 675 px (16:9)               |
| Set in         | Yeast SEO → Social → Default image |
| Ground         | ledger-900 to ledger-950           |
| Type           | Sora SemiBold + gradient run       |
| Safe area      | 64px on all four edges             |
| Also available | 1200×630, 1584×396, 1500×500       |

1200 × 675 is 16:9, which X and LinkedIn prefer. Facebook’s canonical ratio is 1.91:1, so it may trim a few pixels top and bottom — which is why nothing sits within 64px of an edge.

# Everything, with its real path.

All paths are relative to <https://a8core.com/wp-content/>. Verified present in the deployed site.

### BRAND AND MEDIA

uploads/media/

|                              |                     |
|------------------------------|---------------------|
| a8core-lockup-white.png      | reverse lockup      |
| a8core-lockup-ink.png        | positive lockup     |
| a8core-wordmark-white.png    | wordmark only       |
| a8core-wordmark-ink.png      | wordmark only       |
| a8core-og-1200x675.png       | OG default (new)    |
| og-card-1200x630.png         | legacy OG card      |
| linkedin-banner-1584x396.png |                     |
| x-header-1500x500.png        |                     |
| A8-Core-Brand-Guide-v3.pdf   | this document (new) |
| A8-Core-Brand-Guide.pdf      | v2.0, retained      |
| A8-Core-Media-Kit.pdf        |                     |

### DIAGRAMS, CSS AND CHROME

uploads/media/

|                          |        |
|--------------------------|--------|
| 01-where-a8core-fits.svg | / .png |
| 02-account-spectrum.svg  | / .png |
| 03-architecture.svg      | / .png |

uploads/

|                    |                         |
|--------------------|-------------------------|
| a8core.css         | tokens + components     |
| a8core-base.css    | base layer              |
| a8core-docs.css    | documentation pages     |
| a8core-nav.html    | live header (edit here) |
| a8core-footer.html | live footer (edit here) |
| og/*.png           | 176 per-page OG cards   |

The header and footer are HTML files rendered by a mu-plugin, not theme templates or a menu. Editing the theme does nothing.

# What v2.0 got wrong, and what is still open.

A brand guide that hides its own errors cannot be trusted as a source. These were found by measuring the live site against the previous edition.

## CORRECTED IN v3.0

**“Electric blue is the primary accent”**

Wrong on two pages of v2.0. The accent is verdigris #6FC3AE. The --blue\* tokens are aliases of it.

**ledger-850 = #12232E**

Wrong. The live value is #0E1C26. #12232E is ledger-800.

## OPEN — NEEDS AN OWNER DECISION, NOT A DESIGN DECISION

**“per-record” on 16 pages**

20 instances, 6 on legal pages, while 133 pages say “data element”.

**Status label casing**

“design partner” vs “Design partner”; “In progress” vs “in progress”.

# One page to keep open.

## COLOUR TOKENS

|            |         |
|------------|---------|
| ledger-900 | #0B1620 |
| ledger-950 | #060E14 |
| ledger-850 | #0E1C26 |
| ledger-800 | #12232E |
| line       | #1E3846 |

|             |         |
|-------------|---------|
| verd        | #6FC3AE |
| verd-bright | #8FD6C3 |
| verd-fill   | #38A98F |
| verd-deep   | #2F8B76 |
| mint        | #34E0A6 |

|       |         |
|-------|---------|
| txt   | #E8EEFB |
| txt-2 | #AEBBD4 |
| txt-3 | #7385A3 |

## TYPE

- Web display: Sora 600
- Web body: Inter 400 / 600
- Web mono: JetBrains Mono
- Produced: Arial (Courier New for mono)
- Eyebrow: bold, uppercase, +2.4 tracking, verdigris
- Home position: top-left, every asset

## THE FOUR THINGS

- The accent is verdigris, never blue
- Reverse logo is the default; dark ground
- Structural counts may be stated; ROI may not
- Secured by B5 Secure<sup>™</sup> — a component, not a claim about A8



**The operating system for financial accounts.**

Questions, or a new asset to review: [press@a8core.com](mailto:press@a8core.com)

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