

A8 Core

Brand Guide

The operating **system** for financial accounts.

BRAND AT A GLANCE

What A8 Core™ is — and how we say it.

One-liner

A8 Core™ is the API-driven, ultra-secure, 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 the one core across DDA, retirement, taxable, trust, and private-fund.

The moat

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

The proof line

The marquee 2022 core acquisitions lacked exactly this coverage; A8 Core™ starts from it.

The lockup: aperture mark + wordmark.

A8 Core

Reverse (white) — for dark backgrounds (default)

A8 Core

Positive (ink) — for light backgrounds

Clear space

Keep clear space around the lockup equal to the height of the aperture mark. Never crowd it.

Minimum size

Don't render the wordmark below ~90px / 0.9in wide; below that, use the aperture mark alone.

Placement

Top-left is the home position on decks, docs, and diagrams.

LOGO — DON'T

Protect the mark.



Don't stretch, condense, or distort the proportions.



Don't recolor the mark outside the brand palette.



Don't add shadows, glows, gradients, or outlines to the logo.



Don't place the reverse logo on a busy or low-contrast background.



Don't rotate the lockup or rearrange the mark and wordmark.

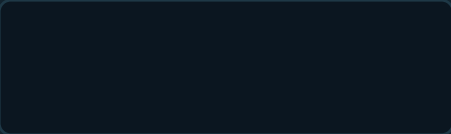
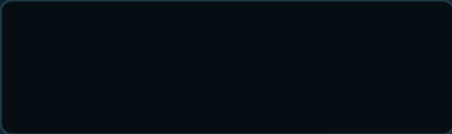
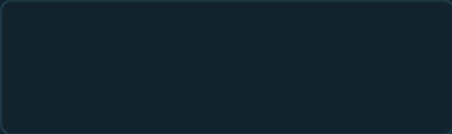


Don't recreate or substitute the wordmark in a different typeface.

COLOR

The palette.

Deep navy is the foundation. Electric blue is the primary accent; mint is the highlight (used for the gradient in “operating system” and for positive/affirmative emphasis). Gold is a sparing accent.

 Ink 900 #0B1620 Primary background	 Ink 950 #060E14 Deepest bg / covers	 Surface #12232E Cards	 Line #1E3846 Borders
 Verdigris #6FC3AE Accent, links, focus	 Verdigris Bright #8FD6C3 Headlines / gradient	 Mint #34E0A6 Highlight / positive	 Verdigris Fill #38A98F Filled controls

Text tones: Primary #E8EEFB · Secondary #AEBBD4 · Muted #7385A3. Hero gradient: verdigris → mint, left to right.

TYPOGRAPHY

Type system.

The big idea

The operating system

Display / Headlines

Sora (display) on web; Arial Bold in produced docs & decks (QA-safe).

Aa Bb Cc 0123

Body

Liberation Sans / Arial. Set generously; 1.15–1.2 line spacing.

The quick brown fox jumps over
the lazy dog.

Eyebrow / labels

Arial Bold, uppercase, +3 letter-spacing, electric blue.

SECTION LABEL

VOICE & TONE

How A8 Core™ speaks.

Confident, precise, builder-to-builder. We lead with the customer's problem (build-vs-buy), name the category, and quantify honestly. No hype, no hedging.

We say

- “The operating system for financial accounts”
- “One core, every account type, one integration”
- “Spans banking and wealth”
- “Secured by B5 Secure”
- “Compliant by design / reporting built in”
- “Ship in weeks, not months”

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
- Unsourced market or ROI numbers

POSITIONING GUARDRAILS

The non-negotiables.

Every asset — deck, doc, diagram, site — must hold these. They are what keeps the brand sharp and 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 & reporting are a native feature

controls + 1099/5498-style reporting per account type/transaction — never “compliance as the product.”



Security is “secured by B5 Secure”

a component (per-record authz, signed requests, fail-closed, audit) — don't import B5's GTM/scale claims.



Founder lineage is pedigree only

ISCP → IRA Services → Forge Trust → Schwab, full rights retained — not a A8 Core™ customer logo wall; hold until dismissal entered.

APPLICATIONS

The system in use.

Decks, documents, one-pagers, and diagrams share one system: dark foundation, logo top-left, electric-blue accents, mint highlights, Arial.

WHERE A8 CORE FITS

The account core, between your product and the regulated rails

Your product / app (white-label UX, your brand)

A8 CORE™ — THE ACCOUNT OPERATING SYSTEM

Open · Fund · Transact across every account type

5 service families · 600+ endpoints · event-sourced ledger · multi-tenant & white-label

Native compliance & reporting (1099/5498...) · secured by B5 Secure

Regulated rails

Sponsor banks · ACHWire/RTPIFedNow · custodians

Identity & data

KYC / KYB / AML · verified-identity reuse

One integration replaces a bank core + wealth platform + retirement recordkeeper + docs + compliance.

A8 Core™ · Financial Infrastructure, Inc. · the operating system for financial accounts

Diagrams

ACCOUNT SPECTRUM

Every account type, on one integration

1

Demand Deposit

Checking, savings & credit

2

Retirement

IRA, Roth, SEP, Solo 401(k), HSA, 529

3

Taxable

Individuals and entities

4

Trust

For benefit of a third party

5

Private Fund

For benefit of private funds

Compliant by design — native controls and reporting per account type, secured by B5 Secure.

For individuals and entities, across unlimited providers — the union no single incumbent core serves.

A8 Core™ · Financial Infrastructure, Inc.

Coverage map

ARCHITECTURE

Account core + event-sourced ledger, secured by B5

API SURFACE — 5 SERVICE FAMILIES

Create · Manage · Update · Financial · Unity

Account-type model

DDA · Retirement · Taxable · Trust · Private-fund · Entity

Unified event-sourced ledger

Append-only events · derived state · replayable · tamper-evident

Multi-tenant provider isolation

External integrations

Sponsor banks · ACHWire/RTPIFedNow · custodians · KYC/KYB · coreLOS/warehouse

B5 Secure

Per-record authorization

Signed requests (HMAC · RFC 9421)

Fail-closed pipeline

Detok gating (PIBPAN/SSN)

Tamper-evident audit

A8 Core™ · Financial Infrastructure, Inc. · illustrative architecture (see 7.1)

Architecture

Produced assets use Arial for cross-platform fidelity; the live web uses Sora + Inter per the type system.

QUICK REFERENCE

Tokens & assets.

Color tokens

ledger-900 #0B1620 · ledger-950 #060E14
ledger-850 #12232E · ledger-800 #162A36
line #1E3846
verd #6FC3AE · verd-bright #8FD6C3
verd-deep #2F8B76 · verd-fill #38A98F
mint #34E0A6
txt #E8EEFB · txt-2 #AEBBD4 · txt-3 #7385A3

Type & assets

Display: Sora (web) / Arial Bold (produced)

Body: Inter (web) / Arial (produced)

Eyebrow: Arial Bold, uppercase, +3 tracking

Logo (reverse): assets/a8core-lockup-white.png

Logo (positive): assets/a8core-lockup-ink.png

Diagrams: assets/diagrams/*.svg + .png

Home position: top-left, every asset