



Brand Asset Guide

This pack contains the official logos for *Amber*, *AmberApp* & *AmberWallet* designed to help you represent our brand with clarity and consistency.

These logos are valuable assets, and we appreciate your adherence to our guidelines for use.

Key things to keep in mind:

- **Keep proportions**
Our logos are designed with specific aspect ratios. Please do not stretch, squish, or distort any logo.
- **Use with permission**
Only use our logos on communications where you have our explicit approval or an established business arrangement.
- **Bitcoin first**
We are a Bitcoin company. Closely related technologies (such as Nostr, Lightning etc) may be relevant in certain circumstances, however we ask that you apply discretion when using our logos in broader “crypto” contexts.
- **Get the latest logos**
Always request the most up-to-date brand pack from our Head of Marketing at aj@amber.app

Using our logos correctly strengthens the Amber brand and builds trust in the Bitcoin community. For questions, contact marketing@amber.app

Thank you for being a part of the **AmberApp** journey!

www.amber.app