Follow these guidelines when promoting WBTC in marketing communications, including advertising, articles, websites, and printed promotions.

BRAND GUIDELINES

WBTC

WBTC Brand & Marketing Guide

About WBTC

WBTC is Bitcoin's passport to DeFi.
Bitcoin is the most incorruptible form of digital value ever conceived—final, sovereign, and trustless by design. But as decentralized finance advanced into a universe of composability, automation, and scale, Bitcoin needed a way to move—not to change, but to transcend its static form and enter the world it inspired.

"Bitcoin started a revolution. But what if I told you... it never really began until WBTC?"

Since 2019, WBTC has redefined how Bitcoin moves and interacts within decentralized finance. As the unified standard for using Bitcoin across multiple blockchains, it enables BTC to exist natively on chains like Ethereum, Tron, Solana and many more —allowing it to flow, integrate, and transact without friction. WBTC is not a proxy or derivative; it is Bitcoin re-engineered for composability. A direct, 1:1 representation designed to uphold Bitcoin's value, while expanding its utility.

At its core lies a foundation of transparency and custody integrity. Every unit of WBTC is secured through robust standards, including cold storage, multi-signature authentication, and on-chain, publicly verifiable audits. These measures are not just safeguards—they are signals of accountability, designed for both individual users and institutional participants.

WBTC is the new Bitcoin standard. A singular identity for Bitcoin across multiple chains. It brings BTC into environments where speed, capital efficiency, and scale are essential, while maintaining fidelity to Bitcoin's original principles. There is no second. WBTC stands alone in its role—trusted, verifiable, and engineered for a multichain world.

WBTC's Value

Core Values

The New Bitcoin Standard

- WBTC extends Bitcoin's core principle: freedom over your value.

A Unified Bitcoin

- WBTC, the people's Bitcoin, one unified standard, built for everyone.

Bitcoin Multichain

- Empowering Bitcoin across DeFi with speed, reach and efficiency

Transparent Credibility

- Proof-of-reserves, public mints and burns, no black box.

Protocol-grade security

- Cold storage and multi-sig protection, built for DeFi.

Purpose

To evolve Bitcoin from a passive asset into an active force in the decentralized economy—making it easy, secure, and intuitive for anyone to use Bitcoin across chains. We exist to simplify Bitcoin's role in DeFi, paving the way for mass adoption.

Vision

A future where Bitcoin is not confined by its original layer but empowered by interoperability. In this future, WBTC becomes the unified representation of Bitcoin across chains—streamlining access, increasing capital efficiency, and serving as the default standard for BTC in decentralized finance.

Mission

We are building the infrastructure and experience layer that makes Bitcoin native, scalable, and effortless to use in DeFi. By minimizing complexity, reducing costs, and enhancing security, WBTC empowers both institutions and everyday users to bring Bitcoin into everything from lending to liquidity provision—across Ethereum, Solana, Tron, and beyond.

WBTC Logos

2 types of logos:

- Black(for light BG)
- White (for dark BG)

- **Black logo for light backgrounds**
- **Use on light backgrounds or for general branding**

- **White logo for dark backgrounds**
- **Use in decks, websites, or media where a light-on-dark design is needed**

WBTC

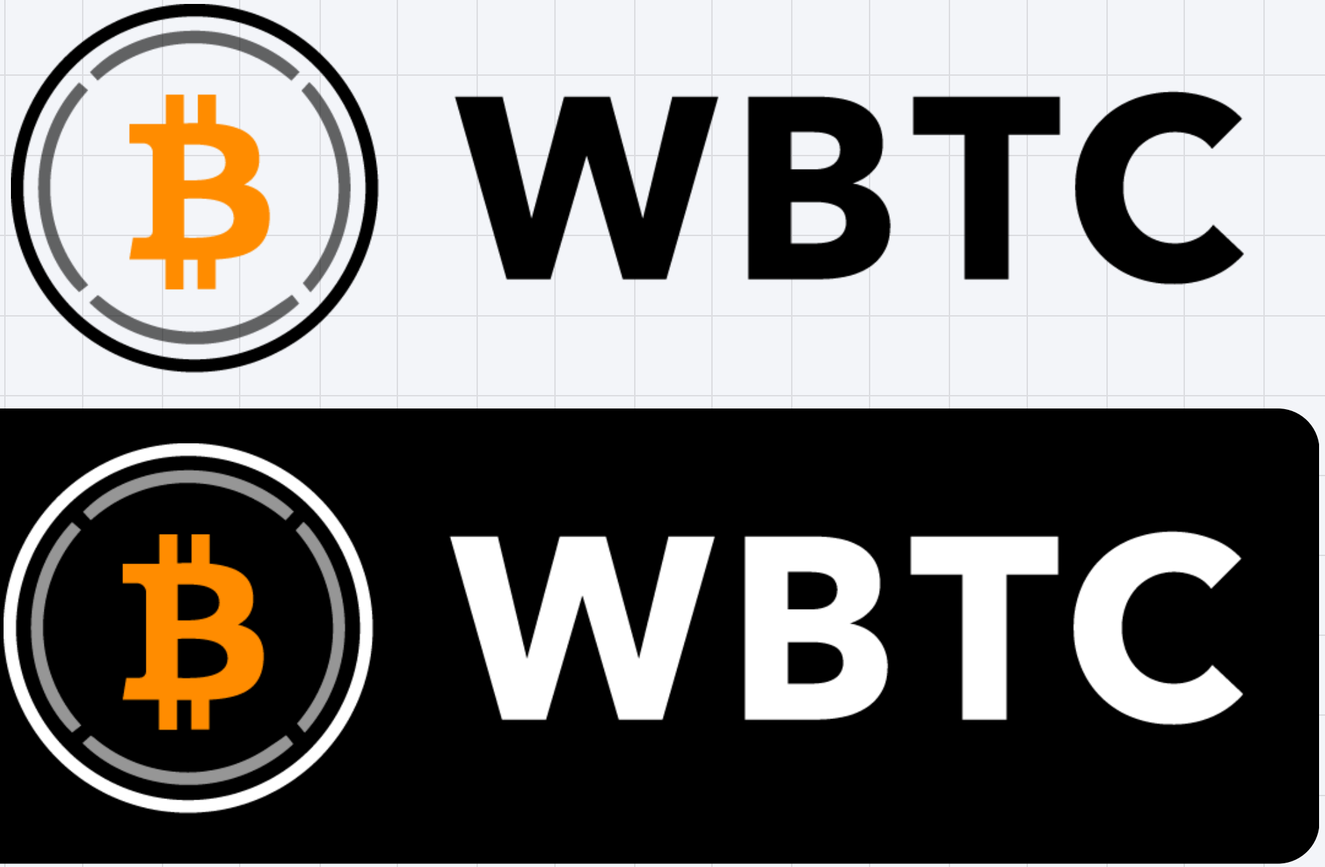
Our color palette for logo usage

Wrapped Bitcoin Orange
#ff8d02

White
#ffffff

Wrapped Bitcoin Black
#000000

Wrapped Bitcoin Grey
#999999



- Logo with Bitcoin color palette
- Use on light backgrounds or for general branding

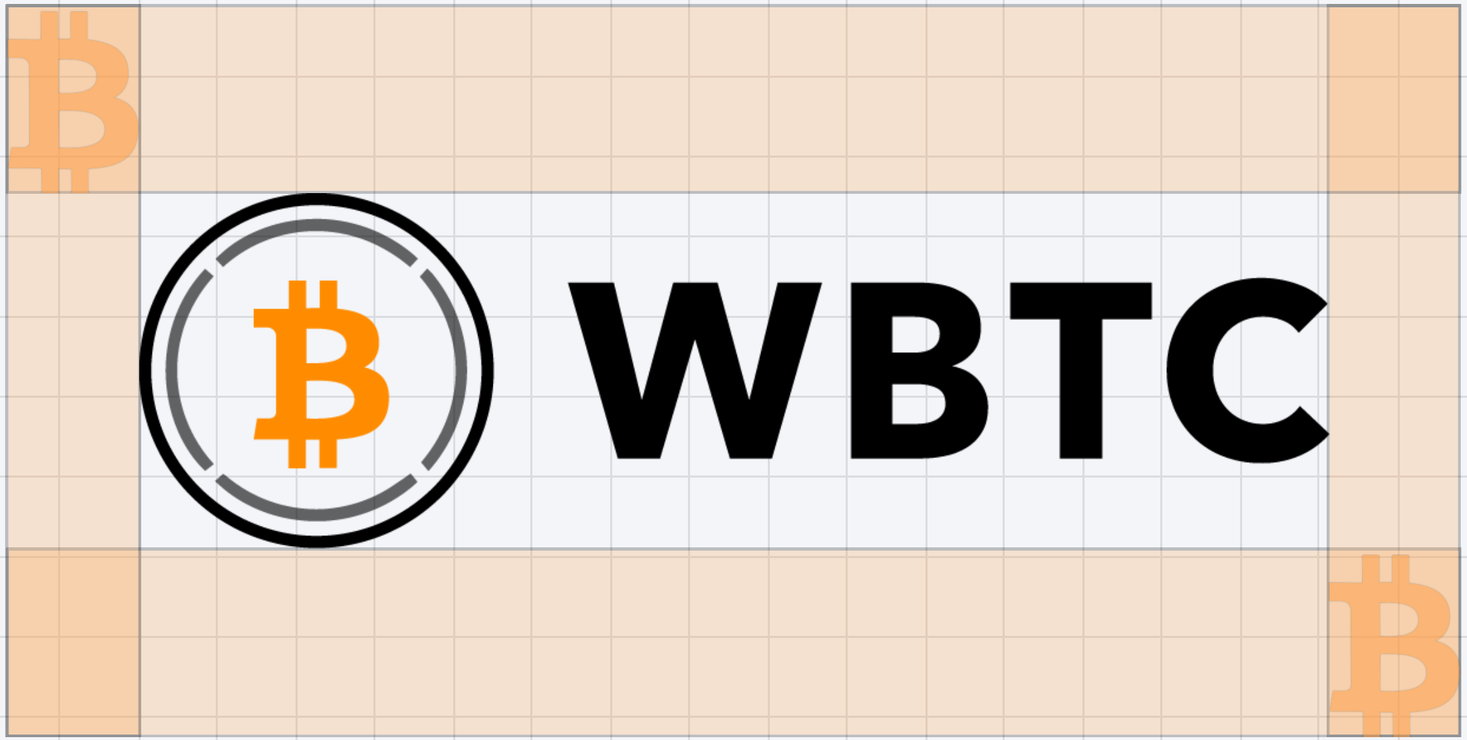
- White logo for dark backgrounds
- Use in decks, websites, or media where a light-on-dark design is needed

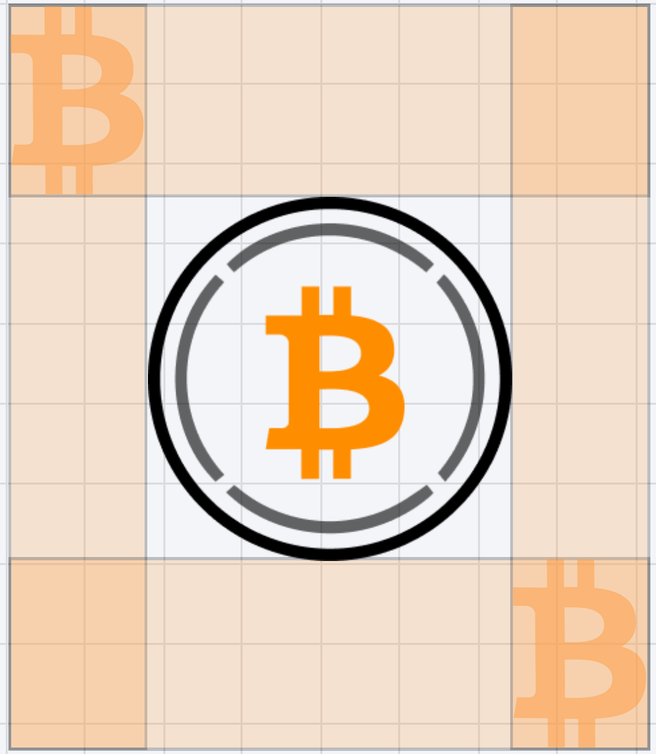
Logo Variations

Main Logotype	Logomark	WBTC Slogan
WBTC		BITCOIN'S PASSPORT TO DEFI

Clearspace

The safe distance to put your logo in





Typography

for all WBTC titles and headings

LEAGUE SPARTAN

Our preferred font

“WBTC serves as a BTC passport by allowing Bitcoin holders to use their BTC across multiple blockchain networks. It enables broader utility while preserving the value and backing of the original Bitcoin.”

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

Typography

for all other WBTC brand communications

Montserrat

Our preferred font

“WBTC serves as a BTC passport by allowing Bitcoin holders to use their BTC across multiple blockchain networks. It enables broader utility while preserving the value and backing of the original Bitcoin.”

Regular

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

Semi bold

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

Black

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

Reminders

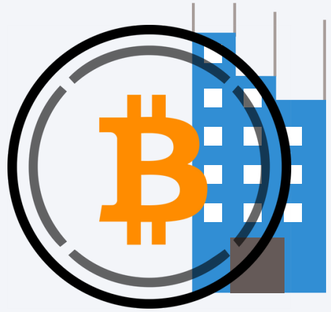
Common mistakes with our logos:

DO NOT change the color.
Use colors in the palette.

DO NOT crop
the logo.

DO NOT add
shadows or effects.

DO NOT tilt or
rotate the logo.



DO NOT put over
another illustration

DO NOT use
tint or opacity.

WBTC

Download Resources

CLICK ME