



BRAND GUIDELINE // 2026

WEB3 VC // INCUBATOR

Who We Are

SBCA is a Malaysia-based Web3 incubator that takes early-stage projects from 0 to 1: sharpening the business model, getting the product built, then driving exposure and users through our media network and offline events such as abcd. We invest directly in the projects we believe in.

Focus areas: AI • Web3 Infrastructure • User Acquisition

The brand is always presented as "SBCA" — the full legal name is not used in brand materials. The descriptor line **WEB3 VC // INCUBATOR** explains what we do.



The square = the Block: the foundation of blockchain and capital.

45°

The 45° cuts = speed and upward momentum — launching projects forward.

0 → 1

From block to band to tip, large to small — like early-stage projects carved out to grow.

Primary Logo



FullColor • OnLight — default on light backgrounds



FullColor • OnDark — preferred brand version

Construction: Every Cut at 45°



① All terminals of S / B / C and the inner cut of A are set at 45°, parallel to the symbol.

② Symbol height = cap height, aligned top and baseline.

③ Gap between symbol and S = one stroke width.

④ Symbol cut width = the inner cut width of A.

Logo Versions



Primary



Compact • 80–160 px



Vertical



Stacked



Outline • large formats / backdrops



Choosing a Version by Size



≥ 160 px / 30 mm wide

Primary logo



80–160 px

Compact logo



40–80 px

Symbol



16–40 px

Small symbol • favicon

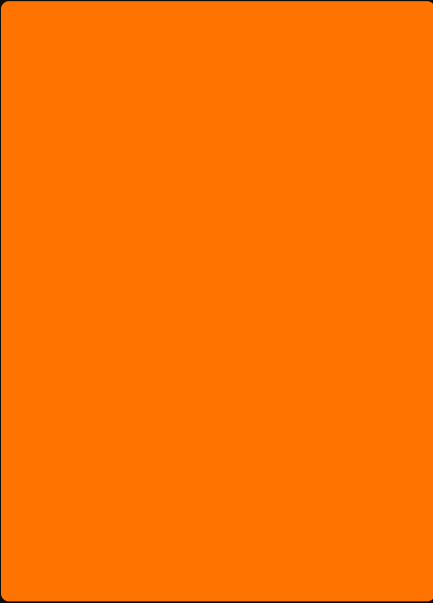
CLEAR SPACE

≥ ½ X on all sides (X = symbol height)

PRINT MIN

Primary 30 mm • Compact 18 mm • Symbol 4 mm

Colour



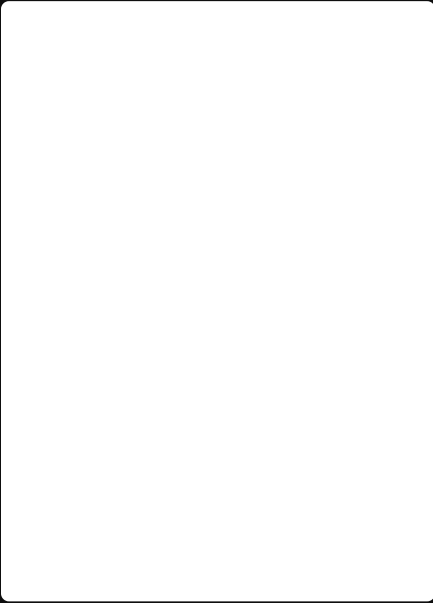
SBCA Orange

#FF7400
RGB 255 116 0
CMYK 0 65 100 0
≈ Pantone 1505 C



SBCA Black

#111111
RGB 17 17 17
CMYK 0 0 0 100
Large areas 60 40 40 100



White

#FFFFFF
RGB 255 255 255



Graphite

#1C1C1C
Cards / secondary surfaces



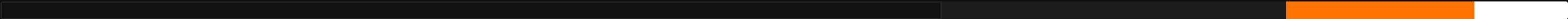
Ember

#FFA057
Glow / highlights



Rust

#B35000
Small orange text on white
Contrast 5.2:1



Area ratio: Black 60 · Graphite 22 · Orange 12 · White 6 | Pantone is an approximation – proof before first print run

Typography

BUILD 0 → 1

Chakra Petch · Headlines / labels

陪早期项目从 0 到 1 (Chinese)

Noto Sans SC / PingFang SC · Chinese

// AI · INFRA · GROWTH

IBM Plex Mono · Data / code

Office documents use Arial (English) + PingFang SC / Microsoft YaHei (Chinese) for body text. Font files are in 00_Fonts. The "SBCA" wordmark is custom-drawn — always use the logo files, never type it out in a font.

Misuse



× Do not stretch or squash



× Do not rotate or skew



× Do not change the colours



× No orange symbol on orange — use Mono White

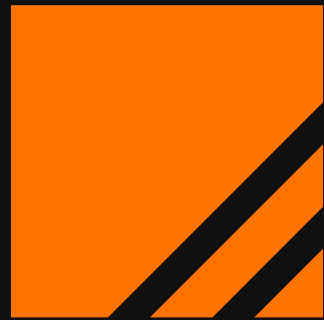


× No shadows, strokes or gradients



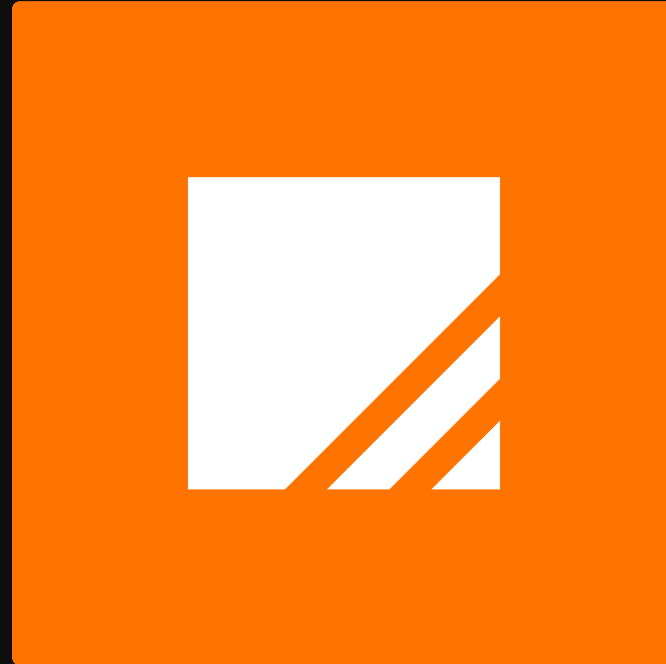
× No busy or low-contrast backgrounds

Social Avatars



01 · Primary

Use on all official X, Telegram, LinkedIn and Discord accounts.



02 · Light Contexts

White-background platforms, group chats, app icons.



03 · Symbol + SB/CA

Square placements and event materials; not for circular avatars.



04 · Special Edition

Limited use for events, anniversaries and major announcements.

Graphic Elements



Cut pattern • covers, backdrops, banners (enter from a corner diagonal, never full-bleed)

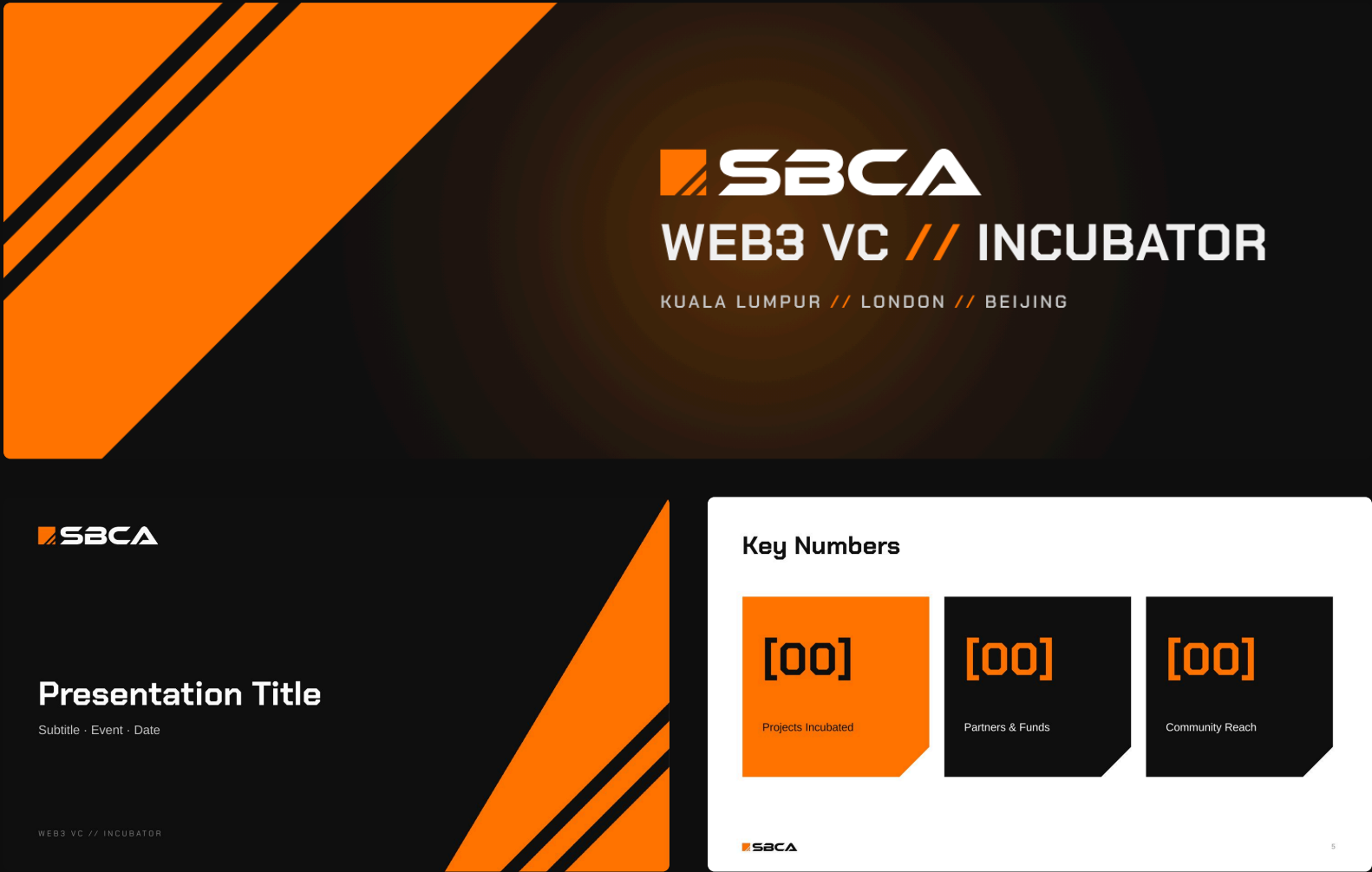


45° snipped card • bottom-right corner

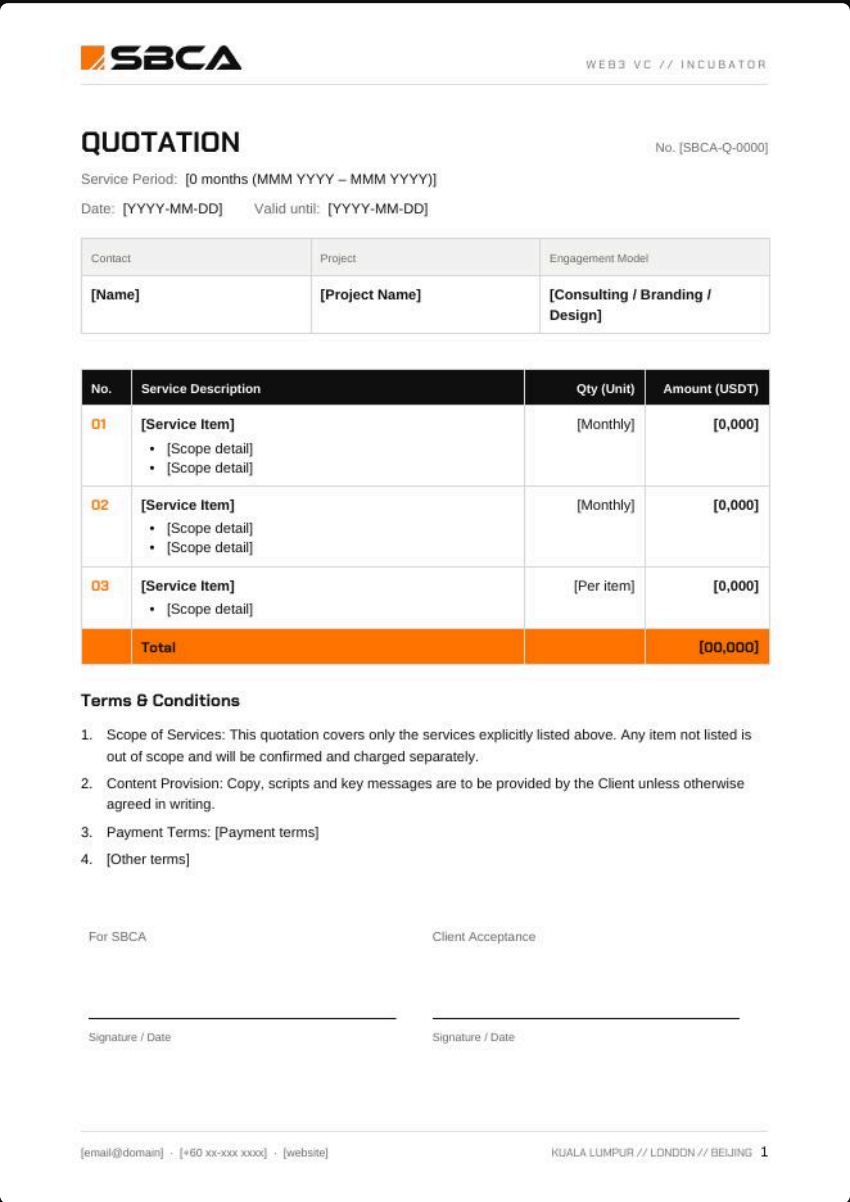


Double-slash divider

Applications



X header • Presentation template (cover / content)



Quotation template A4

File Index

00_Fonts	Brand fonts (TTF)	08_Favicon	Web icons + favicon.ico
01_Primary	Primary logo (incl. with background)	09_Pattern	Cut pattern
02_Primary-Compact	Compact logo	10_Outline	Outline versions
03_Vertical	Vertical logo	11_Print-CMYK	Print PDF / EPS + signboard
04_Stacked	Stacked logo	12_Email-Signature	Email signature
05_Symbol	Symbol + small symbol	13_Social-Banners	Platform banners
06_Wordmark	Wordmark only	14_Office-Templates	Slides / letterhead / quotation
07_Avatar	Social avatars	15_Brand-Guideline / 16_Motion	

SVG = design & web • PNG = transparent, everyday use • PDF / EPS = print (CMYK).