



Off The Ground.

Brand Identity Guidelines

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This document defines the visual language of OTG. Treat every rule as load-bearing.

OUR STORY

Where the ascent begins.

Every fortune starts on the ground. OTG — Off The Ground — is a Web3 community built for the climb: from algorithmic Alpha to social consensus, we power every explorer's ascent from zero to one.

We turn dense, abstract markets into a launchpad you can stand on and a crew you can trust. The name is the mission — get off the ground, and aim for the moon.



The leap we engineer



Core engines driving the climb



Strategic partners onboard

Four engines, one word.

DeFi · Airdrop · Meme · Narrative. Strung together, the four engines spell one word — **DAMN.**



DeFi

Algorithmic intelligence and protocol deep-dives to maximize sustainable, compounding yield.



Airdrop

Strategic pathfinding and yield engineering to capture the most valuable ecosystem incentives.



Meme

Decoding social consensus and market psychology to catch high-velocity cultural assets.



Narrative

Relentlessly chasing the next market narrative — spotting the story before the crowd prices it in.

MANIFESTO

**We believe every fortune starts on the ground.
That the best signal is felt before it is proven.
And that the only way to the moon is together —
off the ground, **one block at a time.****

The primary emblem

The OTG rocket emblem is our signature asset — a crew launching off the ground, wrapped in flame and forward motion. Always on a dark field, always with room to breathe.

Style Illustrative emblem / mascot lockup

Core color OTG Red — #E60012

Wordmark “OFF THE GROUND”, locked

Format PNG · SVG · WEBP



Anatomy of the mark

Every element earns its place. Never redraw or rearrange — always use the master file.



- **ROCKET**
The ascent — the 0→1 climb the whole community is built around.
- **FLAME**
Launch energy and velocity. Our supporting warm accents live here.
- **OTG LETTERMARK**
The crew's chrome badge — bold, metallic, unmistakable.
- **"OFF THE GROUND" BANNER**
The mission, spelled out. Locked beneath the lettermark.

Give it room to launch



CLEAR SPACE = HEIGHT OF THE "O"

CLEAR SPACE

Keep an exclusion zone on all sides equal to the cap-height of the "O" in OTG. No type, image or edge may enter it.

MINIMUM SIZE

40px

Digital / screen

20mm

Print / material

Below these sizes the emblem's detail is lost. Use the icon-only lockup instead.

Four approved treatments

Full-color on dark leads. Monochrome is reserved for single-color print, engraving and low-contrast surfaces.



Color / on dark — **primary**



Color / on light

OTG

OFF THE GROUND

Mono / white

OTG

OFF THE GROUND

Mono / black

The detailed emblem does not reduce to a flat silhouette — for single-color use, the OTG wordmark is the monochrome mark.

Never do this

The mark's integrity depends on restraint. If in doubt, use the master file untouched.



Don't stretch or distort



Don't rotate the emblem



Don't recolor the mark



Don't add effects or shadows



Don't place on low-contrast



Don't crop or separate parts

Red on black

One hero red, a warm flame accent pair, and a functional signal green — all against deep space black.



OTG Red
#E60012
230·0·18



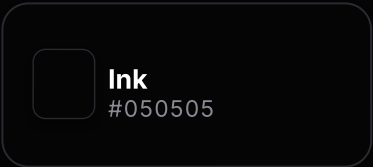
Flame
#FF6A1A
255·106·26



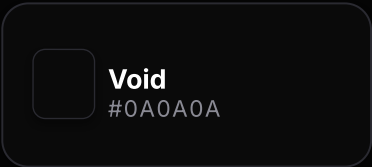
Ember Gold
#FFC01E
255·192·30



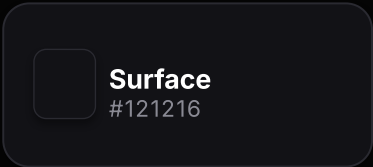
Signal Emerald
#10B981
16·185·129



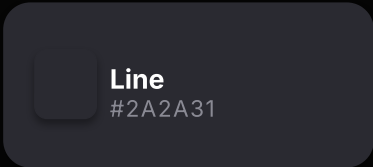
Ink
#050505



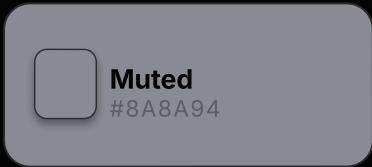
Void
#0A0A0A



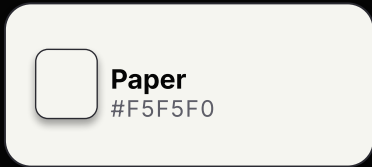
Surface
#121216



Line
#2A2A31



Muted
#8A8A94



Paper
#F5F5F0

One red, always leading

#E60012

GLOW → FADE TO BLACK

CSS — SIGNATURE GLOW

```
box-shadow:
  0 0 20px rgba(230,0,18,.6);

color: #E60012;
background: #050505;
```

DO

- ✓ Lead with red on deep black.
- ✓ Use the red glow to signal focus & energy.
- ✓ Keep flame + gold as accents only.

DON'T

- ✗ Tint or shift the signature red.
- ✗ Let emerald spread beyond status cues.
- ✗ Wash red over light, low-contrast fields.

DISPLAY — ORBITRON

Black 900 · Italic · Skewed

OTG Aa Bb 01

Headlines, statements, the loud moments — uppercase and tracked.

BODY / UI — INTER

Clear, modern and highly legible — Inter carries every paragraph, label and interface across the OTG system, in English and 中文 alike.

METADATA — INTER UPPERCASE, WIDE TRACKING

SYSTEM ONLINE · #E60012 · EST. 2026

TYPE SCALE

Display 48–72

Heading 28–40

Body 14–18

CAPTION 9–11

PRINCIPLES

Orbitron italic for loud moments. Inter for everything readable. Uppercase micro-labels with wide tracking for all metadata and specs.

The launch system

Four recurring motifs carry the OTG feeling across every screen — motion, depth and heat.

STARFIELD

A living warp-speed star canvas behind everything — constant forward motion.

GLASS CARDS

Frosted surfaces with a hairline border that ignites red on hover.

LASER BUTTONS

A light beam sweeps across primary actions — charged and ready.

RED GLOW

A soft red halo on key marks and CTAs — the engine's heat.

How OTG speaks

Aspirational, sharp, crew-first and Web3-native — bilingual EN · 中文 by default, punchy over padded.

- ASPIRATIONAL
- SHARP
- CREW-FIRST
- WEB3-NATIVE

SIGNATURE SLOGAN

OTG — OFF THE GROUND

ONE VOICE · NO TRANSLATION

EN	Off the ground, to the moon.
CN	起飞，直奔月球。
EN	From zero to one.
CN	从 0 到 1。

Everywhere it shows up



OFF THE GROUND

CONNECT WALLET

CN



X (TWITTER)

@otgdeficommunit



INSTAGRAM

@otgdeficommunity



LINKTREE

linktr.ee/otgdeficommunity

OFF THE GROUND. TO THE MOON.

Join the community →

GENESIS ASSET

OG Passport NFT

Proof of consensus, and the spiritual lighthouse of the early OTG community — a founding badge for those who left the ground first.

- **Founding Adopter Status**
Recognition as day-one crew.
- **Priority Ecosystem Access**
First through every new hatch.
- **Governance Participation**
A real vote in the trajectory.

A dark red rectangular graphic with the text "OG PASSPORT" in a white, italicized, sans-serif font.

OG PASSPORT

PROOF OF CONSENSUS

Animated genesis collectible · og-passport.mp4

The early community's lighthouse.

Now go — off the ground.

Community → linktr.ee/otgdeficommunity

Follow → x.com/otgdeficommunit