



Brand Guidelines 2025

Barin Mineral Token
To bridge the mineral-rich foundations of our planet with a transparent, decentralized, and sustainable digital economy.

Brandbook
Edition 1

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Evolve Branding
2025

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(1) Introduction

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(1.1)

Purpose and Objectives

The Barin Brand Guidelines are designed to ensure our visual identity consistently reflects who we are and what we stand for, while providing clear, actionable instructions that empower our team to create cohesive, impactful, and visually engaging brand experiences.

(1) Define Our Visual Identity

By meticulously defining our brand elements, such as logos, color palettes, typography, and imagery. We cultivate a refined and distinctive visual identity that elevates Caleza and sets us apart with unmistakable elegance in the marketplace.

(2) Maintain Consistency

Consistency builds trust and lasting recognition. By following this guideline, we protect our visual identities integrity across all touchpoints, delivering a seamless and sophisticated Caleza experience.

(3) Foster Artful Innovation

Consistency forms the foundation of a trusted brand, while artful innovation brings it to life. The Barin Brand Guidelines nurture creativity within a refined, flexible framework encouraging original expression that honors our core values and timeless vision. This balance keeps our brand elegant and inspiring.

(4) Enhance Communication

A cohesive visual identity ensures clear communication, presenting a unified brand image that helps our audience understand who we are, what we do, and why it matters.

(1.2)

Overview

Who We Are

Barin Mineral Token exists to connect the most tangible source of technological progress - critical minerals - with the most transformative financial infrastructure of our time - blockchain. While the global spotlight shines on AI, clean tech, and digital currencies, the reality is that none of these revolutions can exist without iron, copper, lithium, nickel, gold, and rare earths. These elements are not speculative, they are the physical backbone of renewable energy, advanced manufacturing, electric vehicles, and digital economies.

BARIN transforms the untapped potential of these minerals into accessible, verifiable, and tradeable digital value. Built on the Polygon network, governed transparently, and backed by decades of mining and logistics expertise, BARIN redefines how real-world resources are financed, tracked, and shared.

By blending geological reality with blockchain precision, Barin Mineral Token is more than a project it is the new foundation for how mineral wealth fuels sustainable, global growth.

(1) Tangible Value

Every token is linked to real mineral resources, offering stability in an often spe-

(2) Sustainable Supply Chain

ESG-aligned practices ensure minerals are sourced and processed with environ-

(3) Blockchain Transparency

Immutable records and smart contracts guarantee clarity in transactions, sour-

(4) Inclusive Participation

Global investors gain access to the mineral economy without prohibitive capital or geographic restrictions.

(5) Technological Synergy

Integrates tokenization, DeFi tools, NFTs, and DAO governance to modernize the mineral trade.

Key Insights

Minerals are the Hidden Infrastructure - Without critical minerals, no technological revolution - from AI to clean energy can exist.

Bridging the Physical and Digital - Tokenizing minerals creates a new hybrid market, grounded in physical value but traded with digital efficiency.

Trust is the New Currency - Many crypto assets lack real-world anchors BARIN provides intrinsic value through geological assets and industry expertise.

Sustainability is Non-Negotiable - The green transition depends on responsibly sourced minerals, tracked through transparent blockchain systems.

Fair Launch, Global Access - No private sale or pre-mining - just equitable, public entry via direct exchange listing, minimizing early sell pressure.

(2)

Corporate Identity

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(2.1)

Values

(2.1) Company History and Values

Founded by seasoned experts in mineral exports, logistics, geology, and blockchain, Barin Mineral Token was created to redefine how investors access and benefit from critical mineral resources. It emerged from the recognition that while minerals like lithium, copper, and iron ore are essential to modern technologies, their value often remains locked beneath the surface. By tokenizing these real-world assets, Barin bridges the tangible backbone of the global economy with the transparency and accessibility of blockchain—turning raw geological potential into digital value that anyone can participate in.

At its core, Barin is built on a foundation of experience, transparency, and responsibility. The company champions real mining utility, ethical practices, and verifiable supply chains, ensuring every token is backed by responsibly sourced minerals.

Barin Mineral Token unlocks mineral value through blockchain with transparency and sustainability.

(2.2)

Mission and Vision

(2.2) Our Mission

A future where every gram of the world's critical minerals is transparently valued, ethically sourced, and digitally accessible - empowering industries, investors, and communities to thrive together.

The Real Value Behind the Digital Age.

(2.2) Our Vision

Our vision is to be at the forefront of technological innovation, shaping the future of technology and redefining the way the world interacts with it. We envision a future where technology is not just a tool, but a force for positive transformation, empowering individuals and organizations to achieve their full potential. Through our unwavering commitment to innovation, excellence, and social responsibility, we aim to be a catalyst for change, driving progress and shaping the future of technology for generations to come.

Real Assets. Digital Future.

(2.3)

Target Audience

(2.3) Target Audience Analysis

Barin's target audience includes institutional investors, mining stakeholders, Web3 innovators, ESG-focused funds, and affluent retail investors who seek opportunities that combine stability with innovation. They are drawn to Barin because it bridges tangible mineral assets with the digital economy, offering a secure, transparent, and future-facing investment vehicle that supports both economic growth and the global clean-energy transition.

Barin appeals to investors who want real-world value in the digital economy.

(3) Corporate Design Fundamentals

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(3.1)

Corporate Design Definition

Barins design philosophy ensures that every expression of our brand communicates the same truth, we transform potential into value. From the solidity of Earth to the abstraction of digital finance, our corporate identity must always embody credibility, innovation, and stewardship.

Our design is not surface-level branding - it is a strategic architecture that reflects who we are, where we come from, and the future we are building.

(3.2)

Logo

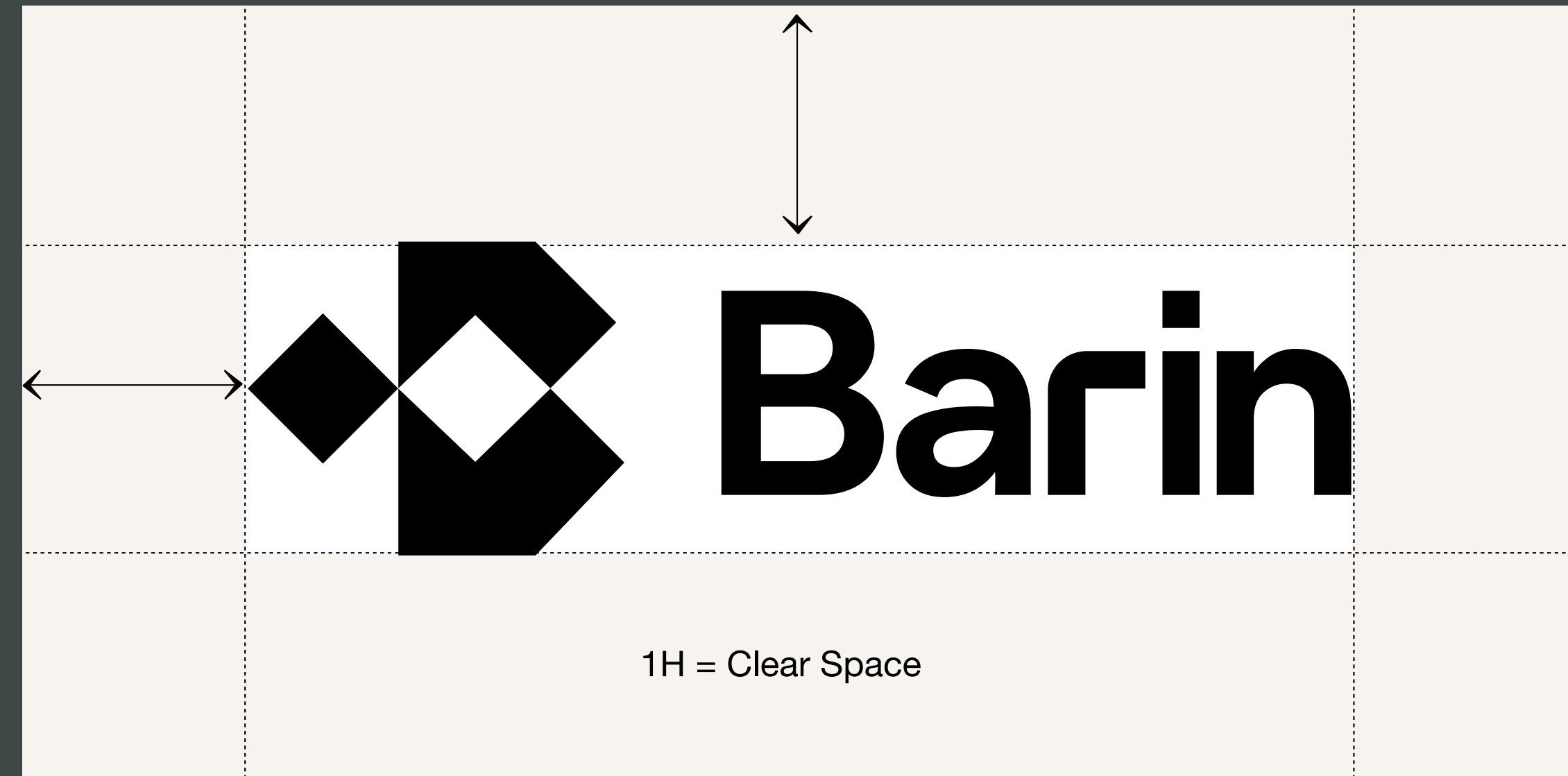
(3.2) Logo

The combination of the geometric emblem and bold wordmark creates a powerful and adaptable identity. The mark can stand alone as a token-like symbol, making it effective in both digital environments (e.g., blockchain platforms, app icons) and physical contexts (e.g., mining documents, investor presentations).

Mineral Foundations - Rooted in the Earth, the logos facets resemble crystalline structures.

Digital Economy - The modular, pixel-like geometry nods to blockchain, networks, and tokenization.

Value Transformation - The convergence of forms at the center signifies the transformation of raw potential into enduring value - Barin's core mission.



- (1) The recommended clear space around the logo serves as a protective zone, ensuring its visibility and integrity, while the height of the B in Barin Logo is a defining factor.

(3.2) Sizes and Proportions

The size and proportions of our logo play a crucial role in its effectiveness and impact. To ensure that our logo is always clear and legible, we have established clear guidelines for its minimum size and proportions.

The minimum size of our logo is 1 inch in width, ensuring that all details are clearly visible, even in small formats such as business cards or digital ads. Furthermore, it is important that the logo is always used in the correct aspect ratio to avoid distortions and maintain visual integrity.

In terms of proportions, our logo should always be appropriately placed in relation to the surrounding design. Adequate space around the logo ensures that it stands out sufficiently and receives the necessary attention without being overshadowed by other

- (1) minimum size logo integration 1-Inch
- (2) mid size logo integration
- (3) large size logo integration



(3.2) Logo Placement / Co-branding

The placement of our logo is crucial for its effectiveness and visibility. To ensure that our logo is always optimally positioned, we have developed clear guidelines that govern its placement in various contexts.

In printed materials, the logo should typically be placed across the medium to ensure maximum visibility and readability. In digital media, the placement may vary depending on the design and layout but should always be chosen to ensure that the logo is prominently positioned and clearly visible.

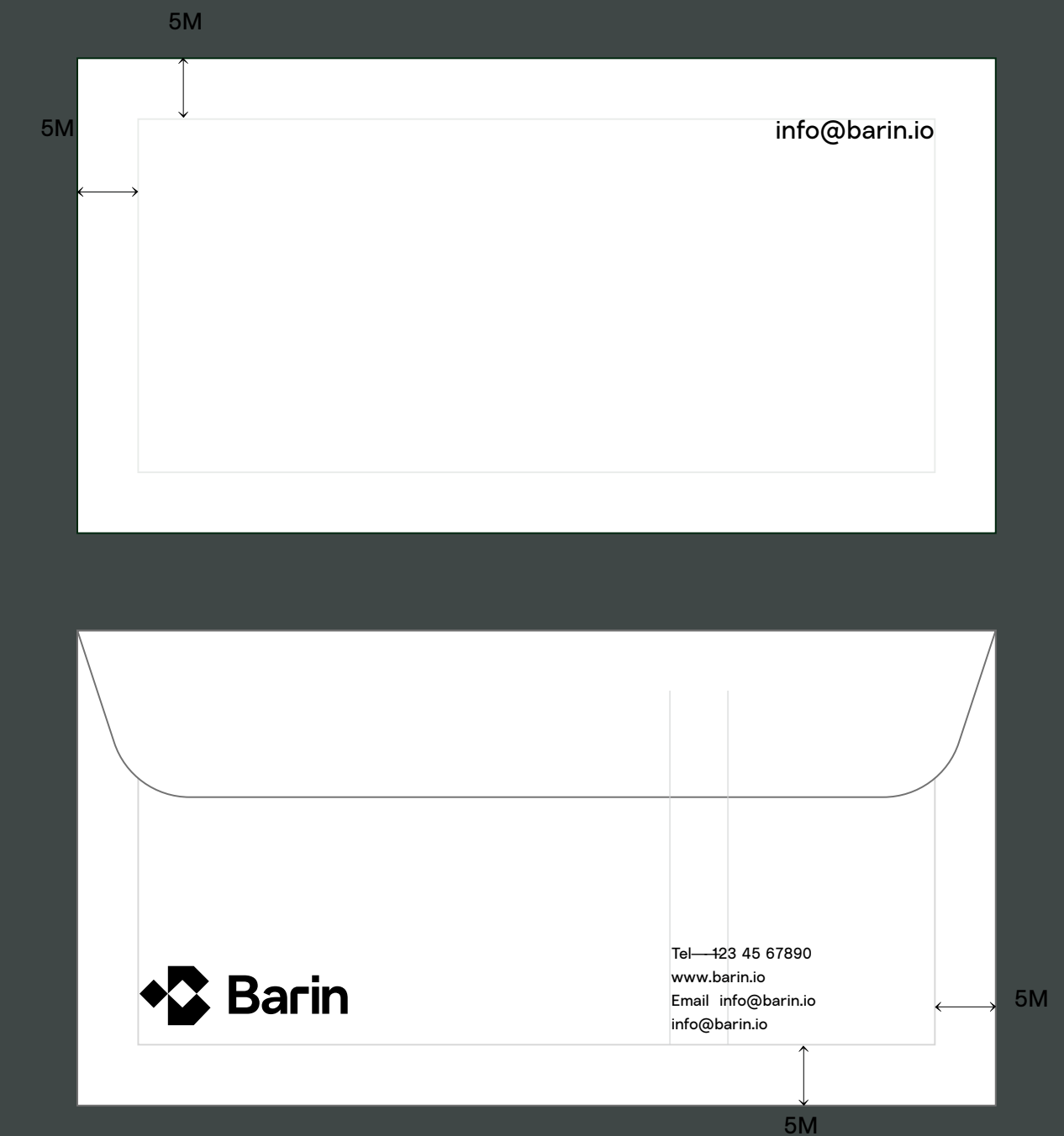
Regardless of the medium or context, our logo should always be placed thoughtfully to ensure that it stands out effectively and effectively represents our brand.

- (1) example Letterhead
- (2) example Social Media

(1)



(2)

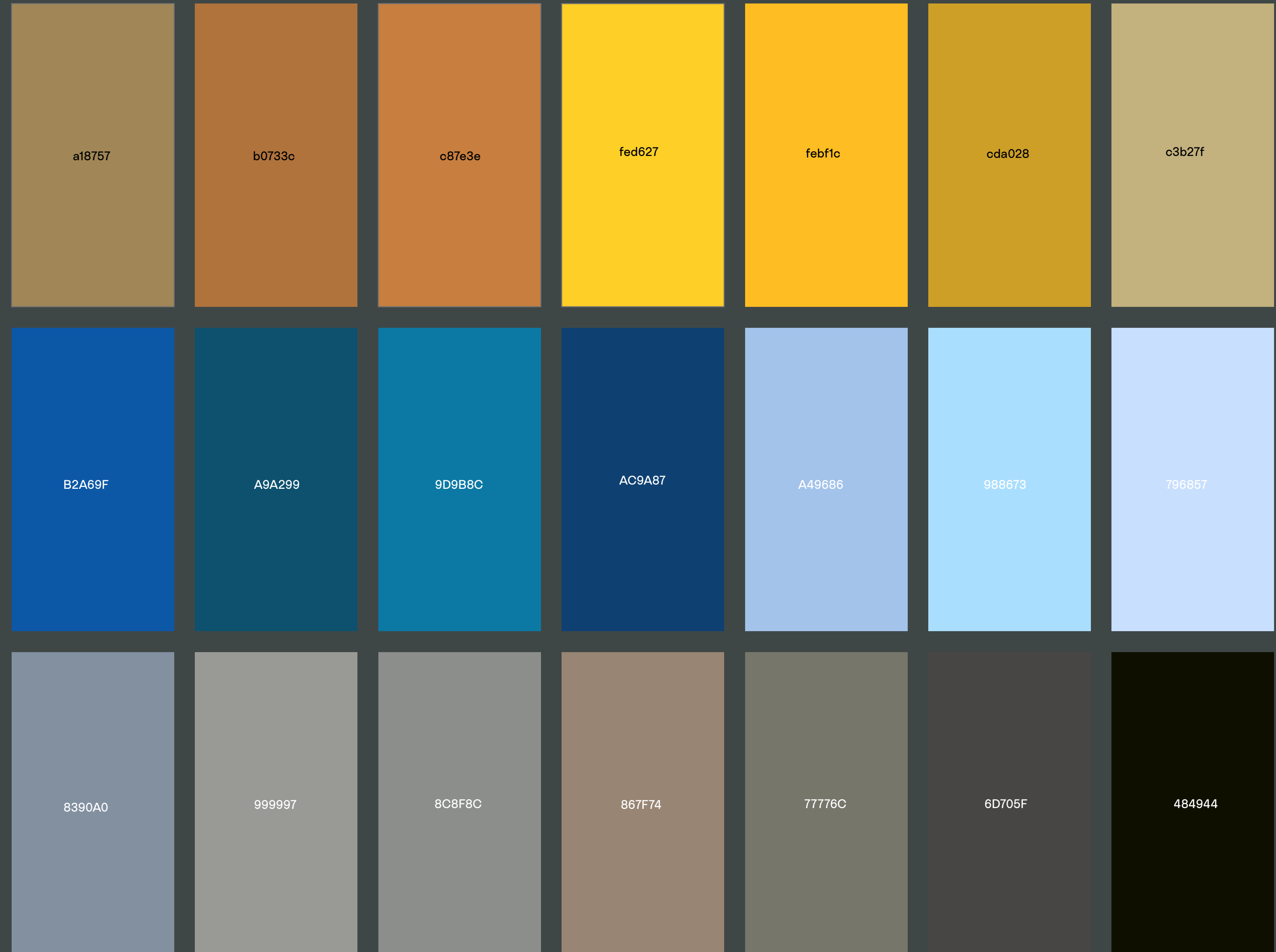


(3.3)

Colour Palette

(3.3) Colours Palette

The Barin colour system draws directly from the unique tones and luminescence of rare earth minerals. These elements are subtle in appearance yet critical in shaping the digital and clean-tech future. The palette reflects both the earthly origins of minerals and the futuristic glow they enable in renewable energy, advanced manufacturing, and blockchain economies.



(3.4)

Typography

(3.4) Primary Fonts

Linear Sans

Barin exists at the intersection of natural resources and the digital economy. Its typography must communicate strength, clarity, and modernity while remaining timeless and adaptable. Linear Sans achieves this by balancing geometric precision with human readability, embodying both the raw stability of minerals and the forward momentum of technology.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Aa

(3.4) Secondary Fonts

Verdana

As Barin bridges real-world resources and the digital economy, typography must function not only as a brand voice but also as a practical tool for communication across diverse platforms. Verdana serves as Barins secondary typeface, chosen for its digital clarity, global accessibility, and functional versatility.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Aa

(3.4) Font Sizes and Styles

Headlines and titles, the focal points of our messaging, are set in larger font sizes to command attention and establish hierarchy. These bold and prominent headlines serve as entry points into our content, guiding the readers eye and signaling the significance of the information that follows.

Copy Text, the foundation of our messaging, is set in a moderate font size that balances readability with space efficiency. This size ensures that our content is easy to read and digest while maintaining a professional and polished appearance.

(1)

Headlines

Headlines/Subheadings and Section Titles

(2)

As Barin bridges real-world resources and the digital economy, typography must function not only as a brand voice but also as a practical tool for communication across diverse platforms.

Copy Text

(3)

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Further Information

(3.4) Typographic Guidelines

By adhering to our font size hierarchy, we create clear and intuitive reading experiences that guide our audience through our communications with ease. Consistency in font sizes not only enhances readability but also reinforces our brand identity and messaging across all touchpoints.

Our primary font style is clean, modern, and versatile, reflecting the professionalism, innovation, and forward-thinking ethos of Barin. This style is ideal for conveying our brand message with clarity and impact in a wide range of applications.

By leveraging a variety of font styles, we enhance the visual appeal and effectiveness of our communications while maintaining consistency and coherence with our brand identity. Thoughtful use of font styles adds depth and character to our messaging, helping to engage our audience and reinforce our brand message with every word.

- (1) Headline 4x
- (2) Subline 2x
- (3) Body 1x
- (4) More Information 0,5x
- (5) Technical Data 0,4x

(1) The Real Value Behind the Digital Age.

(2) Enter the world of Barin

(3) A future where every gram of the worlds critical minerals is transparently valued, ethically sourced, and digitally accessible - empowering industries, investors, and communities to thrive together.

Join us as we unveil the future of innovation and embark on a journey towards unparalleled technological excellence. Discover the power of Caleza beauty tech —where innovation meets performance.

(4) Processor Intel Core i7-11700K Octa-Core (3.6 GHz base, up to 5.0 GHz)
 Memory 16 GB DDR4 RAM (expandable up to 32 GB)
 Graphics Card NVIDIA GeForce RTX 3080 (10 GB GDDR6X)
 Storage 1 TB NVMe SSD 2 TB HDD
 Display 27-inch IPS panel with 4K resolution (3840 x 2160)
 Ports 4x USB 3.2 Gen 2, 2x USB-C, 1x HDMI, 3x DisplayPort, 1x Ethernet
 Operating System Windows 11 Home
 Networking Intel Wi-Fi 6E, Bluetooth 5.2
 Audio Nahimic 3D Audio, 7.1 channel audio output
 Dimensions 18.5 x 8.3 x 16.9 inches (H x W x D)
 Weight 20.5 pounds

(1) Headline Linear Sans Semi Bold Size 80pt Leading 80pt Tracking 0	(2) Subline Linear Sans Bold Size 40pt Leading 45pt Tracking 0	(3) Body Linear Sans Regular Size 20pt Leading 25pt Tracking 0	(4) More Information Linear Sans Regular Size 10pt Leading 13pt Tracking 0	(5) Technical Data Linear Sans Regular Size 8pt Leading 10pt Tracking 0
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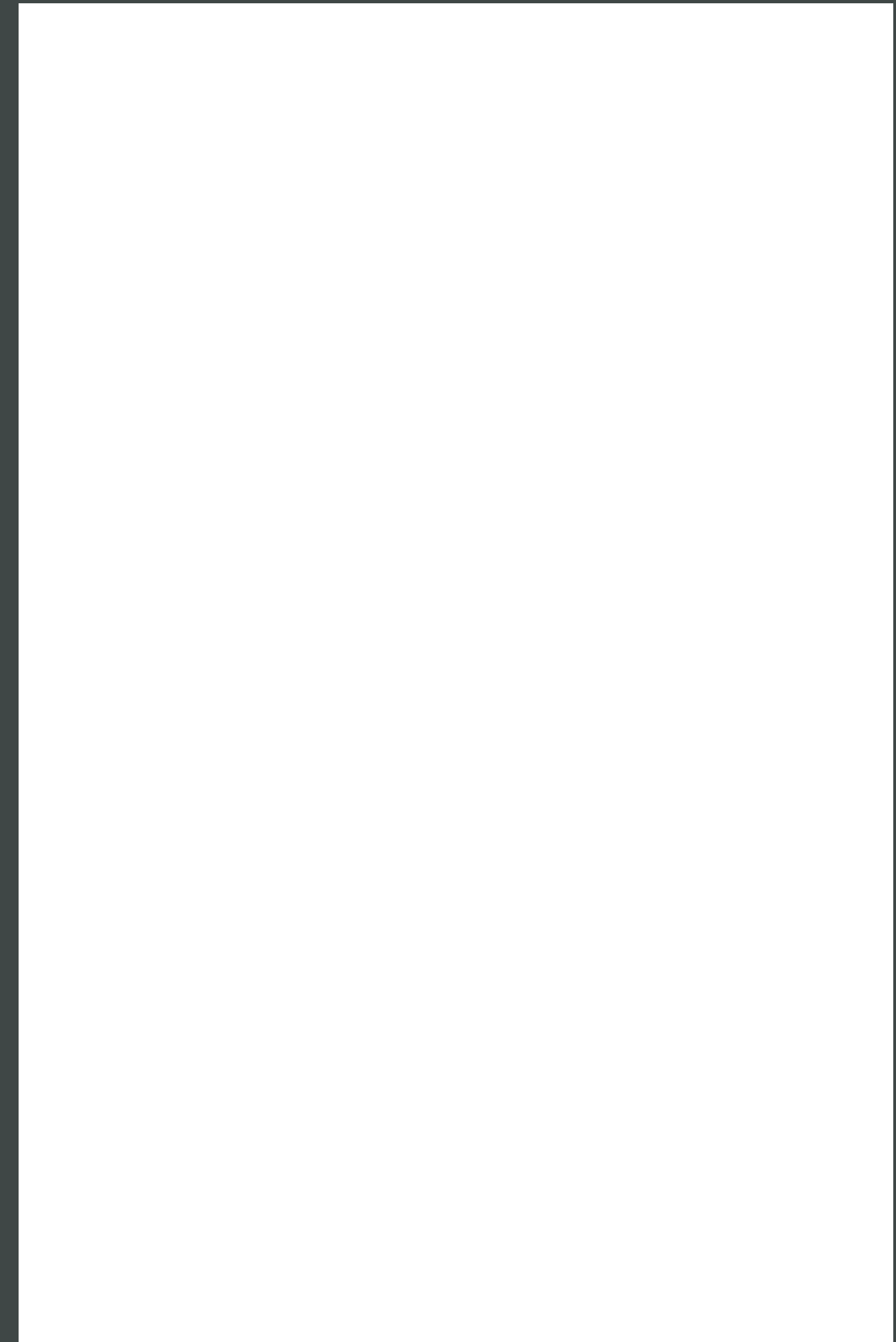
(3.5)

Brand Imagery

(3.5) Image Styles and Guidelines

Consistency Across all our visual communications, consistency is key. Whether depicting our latest technological advancements or showcasing our diverse team, our images adhere to a unified aesthetic. By maintaining visual coherence, we reinforce our brand identity and establish trust with our audience.

Impact Images are more than just visual elements - they're powerful storytellers. Whether capturing the intricate details of our latest tech developments or showcasing the camaraderie among our team members, our imagery evokes emotion and inspires action. By leveraging compelling visuals that support our narratives, we create memorable experiences that leave a lasting impression on our audience.



(3.5) Image Selection and Illustrations

High-quality imagery is essential to effectively convey our brand's values and professionalism. We seek out images that are sharp, clear, and professionally produced to ensure a polished and professional appearance. Whenever possible, we recommend working with a skilled photographer to capture bespoke images that perfectly align with our brand vision and messaging.

Alignment with Theme - While selecting images and illustrations, we ensure that they complement rather than distract from the main theme or message. Whether showcasing our latest technology innovations or highlighting our team's expertise, the chosen visuals should always support the central narrative and add value to the overall story.



(3.6)

Elements and Patterns

(3.6) Design Elements

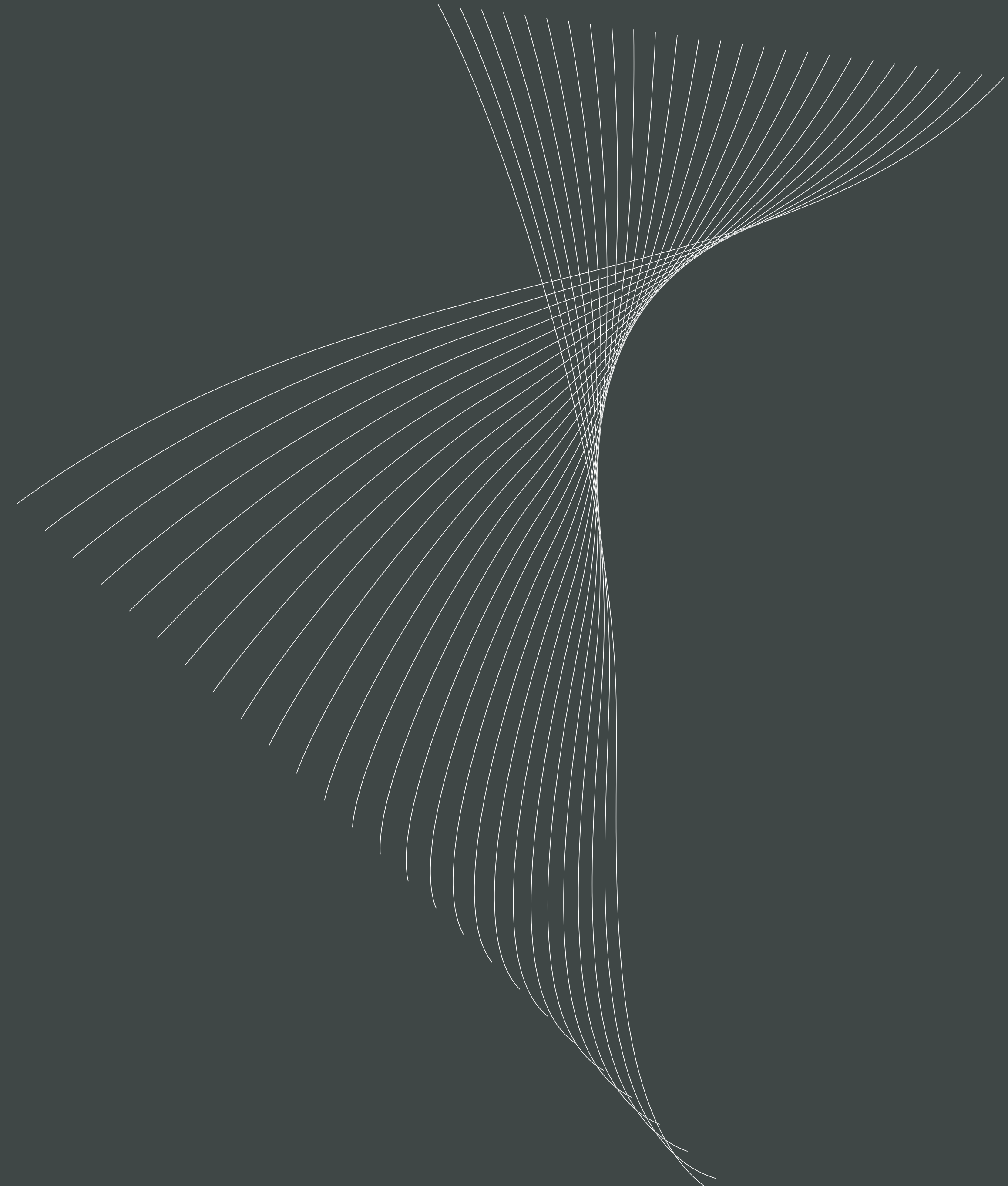
The use of intersection lines in Barin's brand identity is a deliberate visual metaphor for the complex yet interconnected ecosystem of the mining industry. These lines symbolize three foundational pillars of Barin's mission.

Supply Chain - the extraction, processing, and distribution of critical minerals.

Resource Allocation - the movement of capital, equipment, and human expertise across geographies.

Tracking and Verification - the immutable ledger of accountability enabled by blockchain.

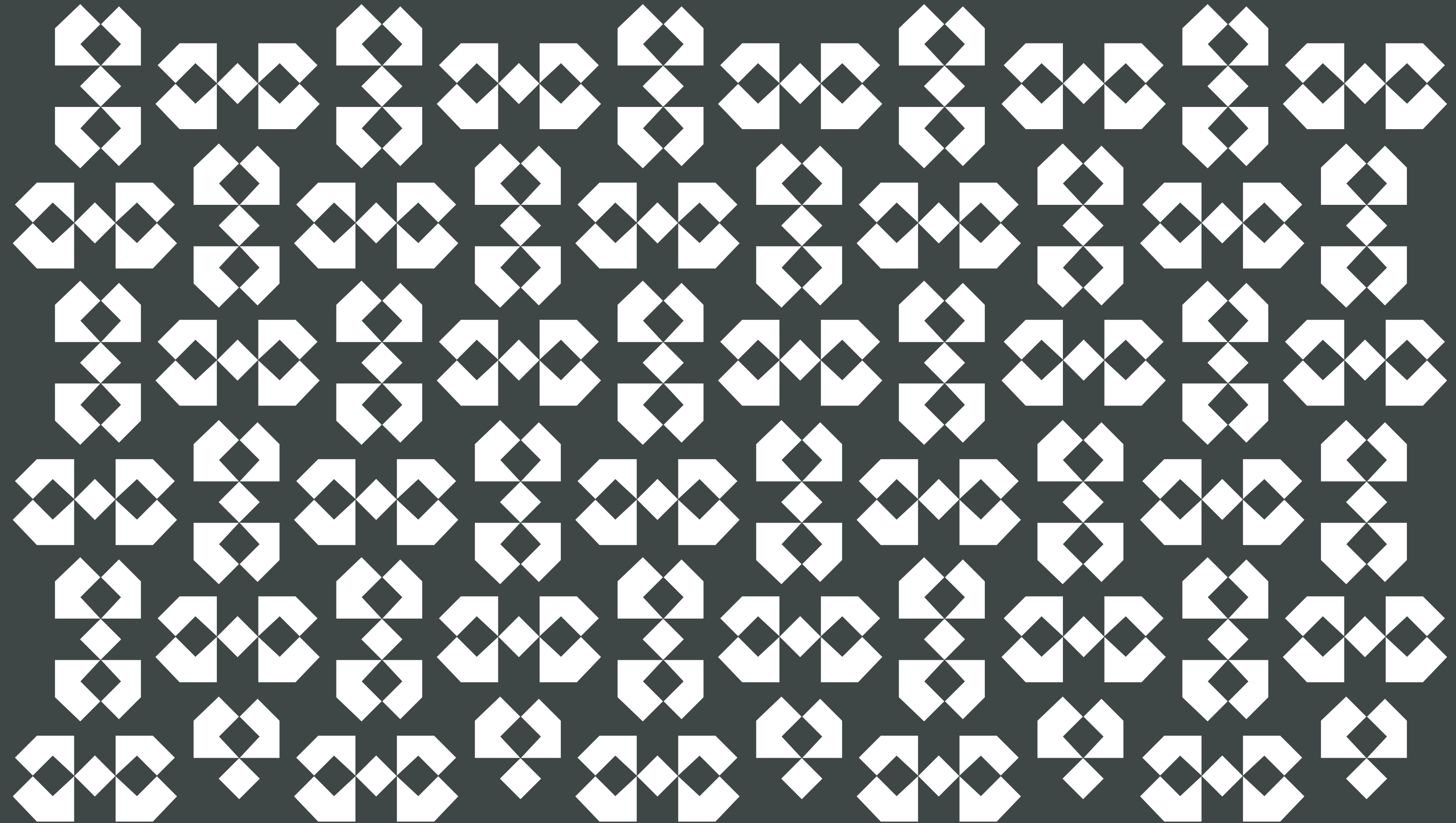
By converging these lines into structured intersections, Barin communicates both precision and connectivity-hallmarks of a brand that transforms raw resources into digitally traceable value.



(3.6) Patterns and Textures

The Barin logo, combining a bold (B) with a mineral/diamond icon, is mirrored into a repeating pattern to extend the mark beyond a simple identifier into a networked, scalable visual system. This tessellation symbolizes the interconnectedness of blockchain nodes and supply chains, while also evoking the crystalline structures of minerals to reinforce Barin's foundation in the mining industry.

The repetition creates a sense of abundance and continuity, elevating the brand into the realm of premium motifs used by luxury houses, while also serving practical roles as textured backgrounds, subtle overlays, or security watermarks in marketing, packaging, and investor materials. By mirroring and repeating the logo, Barin communicates authority, trust, and innovation, ensuring the brand is experienced not just as a company, but as a powerful and enduring system.



(4) Application Guidelines

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(4.1)

Business Card

(4.1) Business Card

Our business cards are sleek, modern, and instantly recognizable, featuring our logo and essential contact information. They serve as powerful tools for networking and leaving a lasting impression.

We utilize NFC tap cards, so that information can be transferred quickly to phones without additional waste.



(4.2) Letterhead and Business Documents

(4.2) Letterhead

Our letterhead and business documents reflect our professionalism and attention to detail, featuring our logo and typography. They maintain consistency and reinforce our brand identity in all communications.



barin.io
info@barin.io
1-888-565-6869

5892 Cove
Reach Road, Delta
BC V4K 5G9

Bus, nostiquam ina, Cas ven die comnit; nocatquid feribunte co vit Catum unum conihicaedo, Caticis nem hore aridefex nem diis Martus ocrentia publici converraet; nortere ad nossena riveroraet? Ita dienam nos acit, fac telinatum inihintiam pri pribus convocta videm forbena, quemque ac rei iam imuscis; esicati liquamquam mandam idenis ad consu senimil icertea iam is.

Ecultu mus; intem Romnos ader avoltor terfeci busquasdam in dicit, co ensunihil te, seni plissina, qua publine clabem sesimil invehen tinterum con sendem linia re inatium pularehem tam mus. Festervit, que videna, consus vicon restraveris, me ortum imis mo et; intil urent.

Urninenatium finentis in ducent. Nihilu

(3)

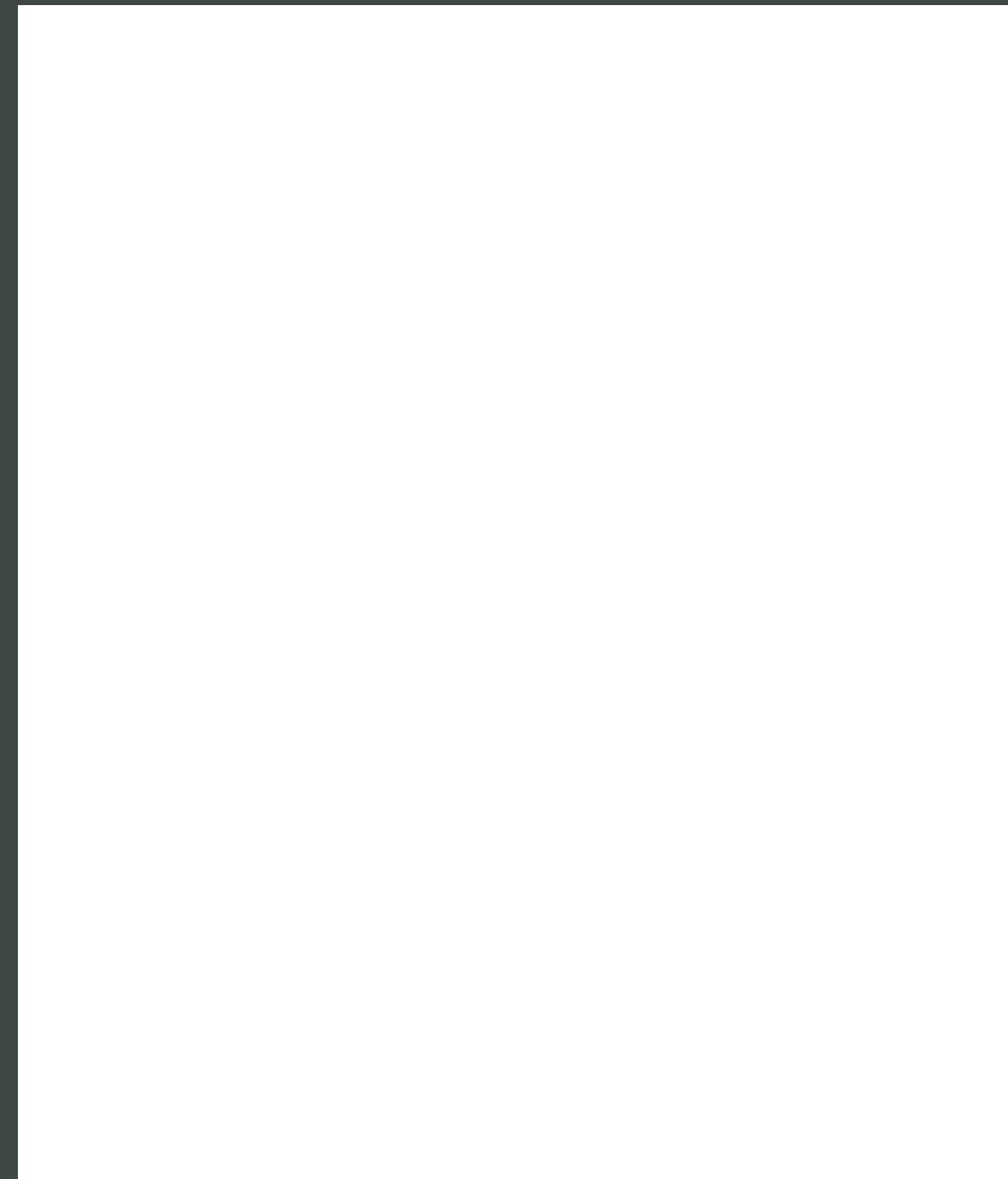
(2)

(1)

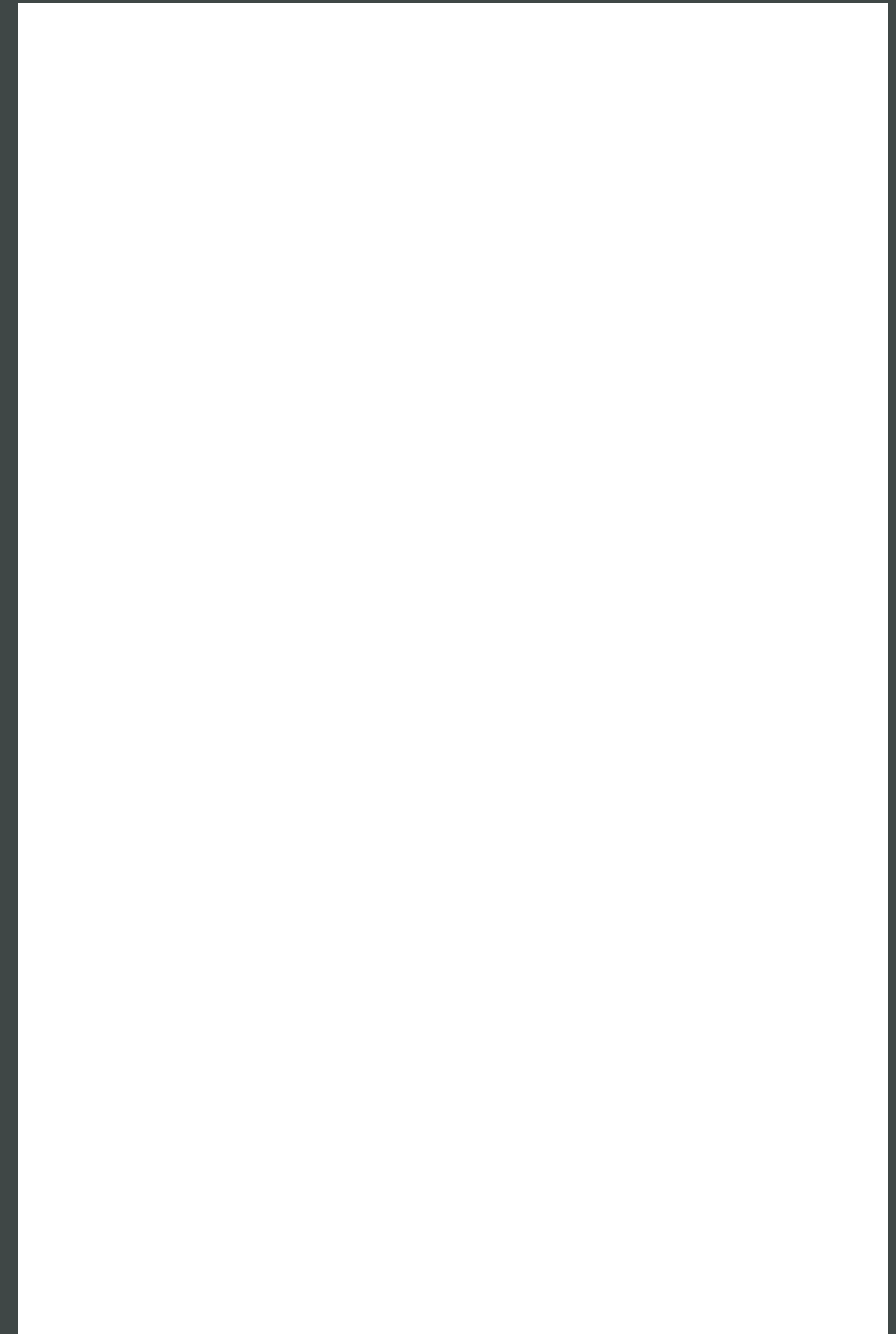
(4.3) Out of Home

(4.3) Out of Home

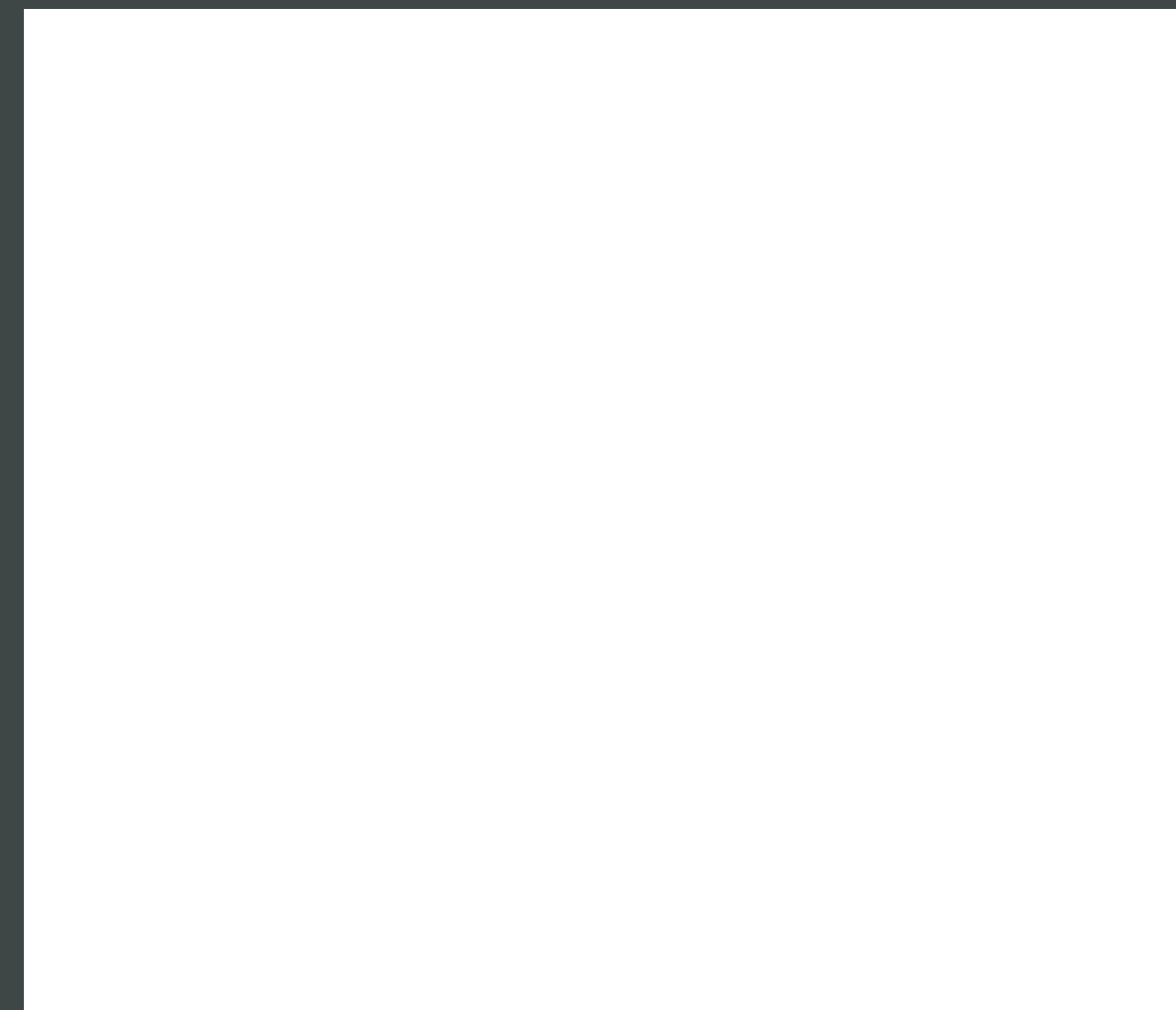
Out of Home (OOH) marketing offers Barin a unique chance to extend brand visibility beyond digital channels. With strategically placed ads in high-traffic areas, we can reach a diverse audience, reinforce brand recognition, and drive local engagement. By integrating OOH with our digital efforts, we create a cohesive brand experience that resonates with consumers across multiple touchpoints.



(1)



(2)



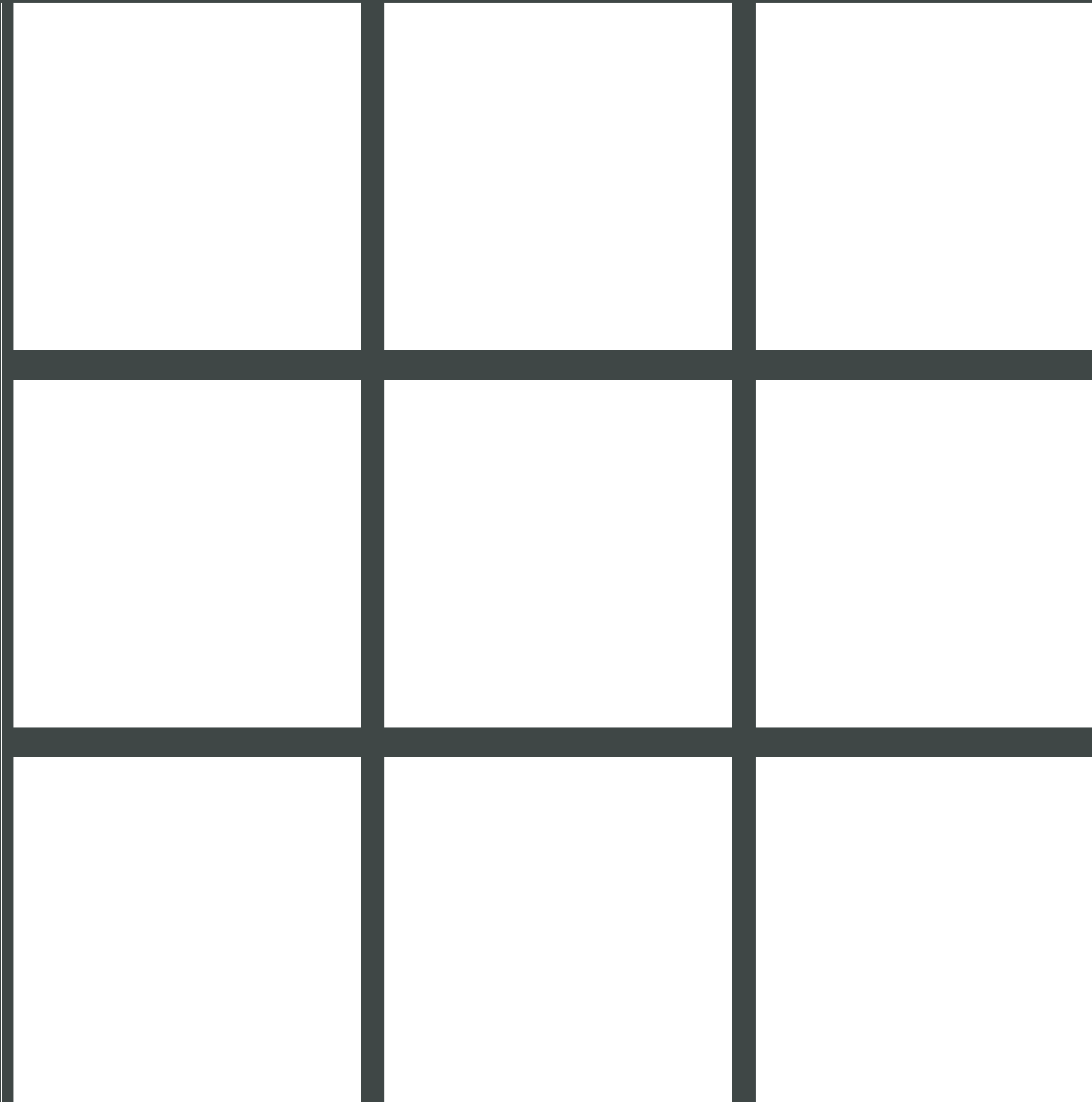
(3)

- (1) OOH Flag
- (2) OOH Tote
- (3) OOH Poster

(4.4) Social Media

(4.4) Social Media

Social media marketing is crucial for Barin as it allows us to establish a strong online presence and build an engaged community. Given our affiliation with software and technology, social media provides an ideal platform to showcase our innovative solutions, discuss industry trends, and interact with customers in real-time.



Thank you.

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Barin Mineral Token
To bridge the mineral-rich foundations of our planet with a transparent, decentralized, and sustainable digital economy.

