



Verified Deep Audit Badge Brand Guide

Usage rules, color specifications, placement methodology, voice guidelines, and embed instructions for the GhostLabs Verified Deep Audit credential.

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Two color paths. The score decides.

There are exactly two variants of the Verified Deep Audit badge. Variant B (the ink frame shield) is the default for any audit. Variant C (the gold bevel shield) auto-applies when the contract scores 90 or above and earns THE GOLD STANDARD tier. The variant is set by the score, not by your preference.

VARIANT B • DEFAULT

Ink frame shield

Shield with ink (#0F0E0C) frame. Tango three-tone depth face. Score and labels in cloud white. Anti-forgery ring in cloud. Default for every verified deep audit, score 0-89.

VARIANT C • GOLD STANDARD

Gold bevel shield





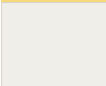
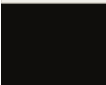
Shield with three-tone gold gradient bevel frame (leaf to deep). Tango three-tone depth face. Score in gold leaf gradient. VERIFIED pill and DEEP AUDIT label in gold. Auto-applied when score reaches 90 or above. Cannot be requested.

A behavioral note

The two variants are deliberate. Founders see the gold seal on competitors' sites and think: that's what I want. The aspiration drives them back to the contract for fixes, then back to GhostLabs for a re-audit. The variant system is a built-in upgrade ladder.

Six hex codes. No substitutions.

The badge ships with these exact values. Do not recolor, retint, or swap any of them to match your brand. The credibility of the badge depends on consistency across every project that earns it.

	Tango primary	#E24B1F
	Tango mid	#C63A17
	Tango deep	#A82E12
	Gold leaf	#F5D97A
	Cloud	#F0EEE9
	Ink	#0F0E0C

Big enough to read. Padded enough to breathe.

The badge is a shield with a fixed aspect ratio (164:200). It scales linearly. Below 64px wide it stops being legible. Do not use it under that threshold. Above 220px wide it starts feeling like decoration rather than a credential.

48px	Too small	Score barely legible. Do not use.
80px	Minimum	Score and DEEP AUDIT label readable. Use for email signatures, inline mentions.
116-140px	Recommended	Full detail visible including anti-forgery texture. Default for footers and hero placements.
180-220px	Maximum	Use only when the badge is the subject of the page (this brand guide, verdict page hero).

Clear space

Reserve a clear area equal to the height of the "DEEP AUDIT" label around the entire badge. Nothing competing for visual weight (other logos, large body text, busy patterns) inside that buffer.

Place the badge where the trust decision happens.

Trust transfers by proximity. The closer the badge sits to a moment of monetary or informational risk, the more work it does. Three placements move conversion. The rest are decoration.

TIER 1 • DEFAULT

Site footer

Anchored next to an "Audited by" label. Every visitor on every page sees it. Lowest friction to install, highest visibility surface.

TIER 1 • HIGHEST LEVERAGE

Deposit / swap / mint button

Place small badge (80px) next to the action button. Trust transferred at the moment of monetary risk. Use this even at the cost of redundancy.

TIER 2 • MARKETING

Landing page hero

Larger badge (140-180px) on launch pages or new-product pages. Pair with a one-line trust message. Don't make it the hero, make it the proof of the hero.

TIER 2 • FUNDRAISE

Pitch deck, slide 4

"Risk & audit" slide opens with the badge plus the verdict link. Investors decide on trust in the first five slides; do not bury this on slide 28.

TIER 3 • OUTREACH

Email signature

80px badge in your sales / BD signature. Every outbound becomes a credibility signal. Especially powerful for the technical lead writing to investors.

TIER 3 • SOCIAL

Launch announcement

Day-one launch tweet pairs the badge image with the announcement. Don't wait for the milestone post. Trust signal arrives with the launch.

Seven plays that turn the badge into a multiplier.

A badge in a footer is worth one audit. A badge used strategically is worth your next funding round. These are the plays that move the metric.

METHOD 01

Adjacency

Trust transfers by proximity. Place the badge next to risk-transfer moments: the deposit button, the swap confirmation, the connect-wallet flow. The closer the badge sits to the moment money moves, the more weight it carries.

METHOD 02

Stack the proofs

The badge does more work alongside other trust signals. TVL counter, team-photo strip, time-locked ownership, multi-sig disclosure. Stack the badge with two or three of these, never alone. A wall of credibility outperforms a single proof.

METHOD 03

Before / after

Pair the badge with the work it represents. "Before: 100 unknowns. After: 100 documented checks." The badge is the closing punctuation on a transformation. Don't hide the work it stands in for.

METHOD 04

Score transparency

Don't hide a low score. "We scored 67/100. Here's what we're fixing" converts harder than hiding the badge entirely. Honesty is rare. Pair candor with the badge; visitors trust both.

METHOD 05

Launch detonation

The day you launch, the badge ships in the same post. "Live now. Audited by GhostLabs. Score 91/100. Read the verdict." First-day skeptics convert harder than fence-sitters. Front-load the credential.

METHOD 06

The investor cover

Slide 4 of your fundraiser deck is the badge. Not slide 28's "Risk & audit" appendix. Investors decide on trust in the first five slides. Earn that trust early; the rest of the deck reads with the wind at your back.

METHOD 07

Renewal cadence

Re-audit every six months or after every major upgrade. Three audit dates on a verdict page reads as "continuously cared for." One audit date from a year ago reads as "one-time stunt." The cadence is the credibility.

The badge has rules. Break them and the credential breaks with you.

DO

- ✓ Always link the badge to its verdict page (`ghostlabs.asia/c/{chain}/{address}`).
- ✓ Pair the badge with an "Audited by" or "Reviewed by" label.
- ✓ Use the canonical SVG file. Embed once, scales everywhere.
- ✓ Place at 80-140px in most contexts. Larger only when the badge is the subject.
- ✓ Re-audit every six months. Show your audit cadence on a /trust page.
- ✓ Use the Gold Standard variant only when the score qualifies (90 or above).

DON'T

- ✗ Don't recolor the badge to match your brand palette.
- ✗ Don't crop, distort, rotate, or stretch the badge.
- ✗ Don't remove the score, scan ID, date, or attribution lines.
- ✗ Don't embed it without linking to the verdict page.
- ✗ Don't use it on contracts that haven't been audited.
- ✗ Don't claim the badge guarantees safety. It says "reviewed," not "safe."

How to talk about being verified.

Words around the badge matter as much as where it sits. The credential earns you the right to make precise claims. Make precise claims. Avoid making promises GhostLabs hasn't made.

Use these

Default: *"Audited by GhostLabs."*

Specific: *"Verified deep audit by GhostLabs."*

When score \geq 70: *"Score 87/100 by GhostLabs."*

Press / formal: *"Independent forensic review by GhostLabs."*

Never these

✗ "GhostLabs guarantees safety."

✗ "Risk-free, audited by GhostLabs."

✗ "Approved by GhostLabs."

✗ "Insured by GhostLabs."

The badge says "reviewed." It does not say "safe." Treat the language with the same precision you treat the code.

Three formats. One canonical link.

Every project that earns the badge gets all three formats delivered after audit. Use the live HTML embed by default. It auto-updates if the contract gets re-audited. Static files are fallbacks for places that don't accept dynamic content.

.SVG

Vector primary

Scalable, brand-aligned, sharp at every size. Use anywhere your platform accepts SVG.

.PNG @2x

Raster fallback

280x341 transparent PNG for platforms that don't render SVG (some email clients, social uploads).

.HTML

Live embed

Iframe + script tag. Always shows the current verdict. Auto-updates on re-audit. Default option.

Live embed snippet

Drop this into your site's footer. The badge fetches its current state from the verdict page on every load.

```
<a href="https://ghostlabs.asia/c/{chain}/{address}"
target="_blank" rel="noopener">

</a>
```

Replace {chain} with your chain alias (eth, base, bsc, arb, etc.) and {address} with your contract address. The badge URL is delivered with your audit receipt.