

BALTO TOKEN

WHITE PAPER



CULTURE

OUR CULTURE

When we look into the eyes of a dog, we see more than an animal.

We see a living being. A soul. **A best friend.**

With a shared dedication to helping animals and inspired by the famous sled dog, Balto, and his heroism, our project was formed. Nearly a century after Balto made his illustrious run, we are excited to continue his mission of helping to create a better future for others.

WELCOME TO THE PACK.



ABSTRACT

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Balto Token is a decentralized project with purpose. Fair launched May 20, 2022, Balto Token was formed to bridge defi concepts while adding equity, accessibility and charity to the traditional narrative.

BALTO TOKEN DREAM BIG

Unlike older, comparable projects, Balto Token provides holders with a growth- and utility-forward approach. An integrated ecosystem, Balto Token assimilates cryptocurrency with later-generation concepts like treasury, NFTs, rewards, decentralized exchanges and more.

This omnichannel model allows the project to continually generate holistic growth, while driving liquidity, income and charitable funds.



MISSION

OUR MISSION

With Balto Token, the welfare of animals is a top priority. While we will emphasize our efforts with dog-related charities, we are open to all organizations helping animals. As a community-driven project, our ideas and greatest accomplishments will not be singular, but rather a product of our collective efforts.

The Balto team is committed to responsible stewardship of token and donor funds, including our charity wallet, which will be public and transparent. Philanthropic beneficiaries will be announced ahead of donation, with funds presented in the form of a check if possible and content shared on social platforms to help further champion the organizations. We will act ethically, responsibly, and fairly in all dealings and the checks/aid provided will match the transactions within the wallet.

JOIN THE PACK AND BECOME
AN ALPHA FOR GOOD



VALUES

OUR VALUES



TRANSPARENCY

We encourage open communication and believe trust, transparency and community are the three pillars to build longevity.



TRUST

In cryptocurrency, market trust is paramount. This means complete transparency, not only in community and development, but also in security. We are KYC'd and audited. No rug pulls or team tokens, only love and help for animals.



COMMUNITY

Balto Token will be one of the fastest growing and most loved communities in crypto. We believe that only together we are strong. Community is everything. Balto Token strives to include everyone from around the globe.



LONGEVITY

Balto Token is in it for the long haul. The decentralized community fosters long-term development of the ecosystem with actual use cases, greater rewards and popularity beyond temporary trends. The meaning of our existence is to do good, provide charity and give back to society.



CHARITY

2% of every transaction will go to the community charity wallet. We will do regular charity drops, starting with local no-kill animal shelters, then branching out to other animal welfare organizations with the Balto community heavily involved in the process.



TOKENOMICS

TOKENOMICS

\$BALTO has a hard cap of one billion tokens, with no additional minting in the future. By minting a limited supply, we remain true to our origin, while creating a viable and reliable incentive mechanism. There are currently 780 MM \$BALTO in circulation, with 220 MM burned at launch in a dead wallet.

In addition to supply limitation, Balto Token employs a treasury contract utilizing transaction fees to purchase and lock \$BALTO. Currently, ~21.6% of token supply is locked in the treasury. While accomplishing the same fundamental objective as burn models to remove tokens from supply, the treasury differentiates itself by levying the entire Balto ecosystem plus outside revenue to create a powerful, continual growth structure.



2% TO CHARITY

4% BNB REFLECTIONS

2% BUYBACKS

1% LIQUIDITY

1% MARKETING

30- and 90-day staking pools and Balto-BNB farm available



ROADMAP

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CHECKPOINT I

- Social media launch
- Marketing campaign kickoff
- Roadmap and White Paper
- Website
- BSC token launch
- Staking Day 1
- Lock liquidity for 6 months on Unilocker
- Treasury contract
- Launch weekly "Balto Hour" Twitter Space

CHECKPOINT III

- Bridge token to other blockchains with treasury attached
- New revenue stream onboarding
- NFT minting and launch Phase II
- Expansion of ecosystem to Metaverse through strategic partnerships

CHECKPOINT II

- Charity drops begin for local animals in need
- Online store live
- NFT minting and launch Phase I
- NFT auctions
- NFT and token contests to community holders
- NFT staking pools
- YouTube channel

CHECKPOINT IV

- Lower tokenomics to enable exchange listings
- Attach exchange volume revenue to treasury
- List on multiple exchanges
- International charity expansion



IDENTITY

IDENTITY



The Husky mascot logomark is the official logo of the Balto Token brand and core element of the visual identity system. The Husky silhouette icon is an important supplemental expression and distinguisher of the brand, which may be used with discretion in small-scale or minimalist applications.

Both the primary logo and icon are a 4:5 ratio and should be scaled accordingly. While ideal to keep as much clear space around the logo as possible, at least one tongue-width clear should be maintained on all sides of the mascot logo.

In addition to the Husky logos, the identity system is supplemented by line iconography used to identify specific values and maintain visual cohesion.



IDENTITY

IDENTITY

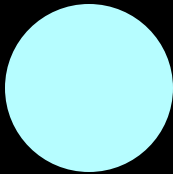
FONT

The Balto Token brand uses Barlow font, a free commercial and web superfamily.

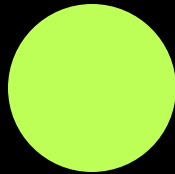
Barlow Light should be the default paragraph weight unless higher contrast is needed for legibility. Headers may use any weight; however, tracking should be adjusted accordingly. Bold or heavier weight headers should have tracking of 100 (in thousands of an em), while lighter weights can be expanded up to 200.

Barlow is a slightly rounded, low-contrast, grotesk type, which includes Normal, Semi Condensed and Condensed families in a variety of weights. The Barlow project is led by Jeremy Tribby, a designer based in San Francisco, California, USA. To contribute, visit github.com/jpt/Barlow.

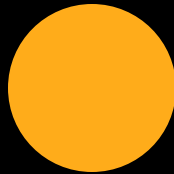
PALETTE



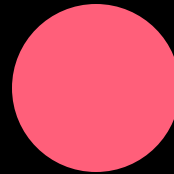
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CMYK 23, 0, 5, 0
HEX #B6FDFF



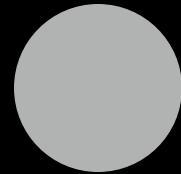
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CMYK 29, 0, 88, 0
HEX #BEFF57



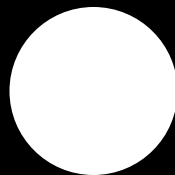
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CMYK 0, 37, 98, 0
HEX #FFAC1A



DAYBREAK
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CMYK 0, 78, 34, 0
HEX #FF5F7A



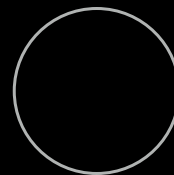
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CMYK 32, 24, 26, 0
HEX #B0B3B2



WHITEOUT
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CMYK 0, 0, 0, 0
HEX #FFFFFF



GUNNAR
RGB 43, 42, 40
CMYK 69, 64, 65, 67
HEX #2B2A28



MIDNIGHT
RGB 0, 0, 0
CMYK 0, 0, 0, 100
HEX #000000



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