
Brand Identity Guide: FoxySwap.net

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1.1 Brand strategy

WHY WE ARE HERE

To share our love of Crypto, coding and creativity, to build a leading edge Dex Ecosystem of high utility sites that will engage you, and provide a single platform to meet all your creative needs across the most prominent EVM chains.

WHAT WE DO AND HOW WE DO IT

For our customers

- We build with heart, using the most current, leading edge technology.

For our community

- We are committed to reduce our footprint by implementing green policies and best practices.
- We support and participate in the community.
- We always build with you in mind and will never stop building!

WHAT MAKES US DIFFERENT?

- We are a small business with a global team.
- Our leadership team is fully committed to success.
- We are committed to you first and always
- We support veterans and first responders with discounts wherever possible.

WHO ARE WE HERE FOR?

We are here for the worlds crypto lovers with a system that will meet your needs with a leading edge Dex, Staking System, Token Launchpad and an NFT Marketplace

WHAT DO WE VALUE THE MOST?

Honesty, Integrity, Excellence, Courage, Fun, Innovation and Community

WHAT IS OUR PERSONALITY?

- Adventurous / seeker / traveler / wanderer
- Open / curious / creative / visionary / unconventional
- Accepting / Open-minded / inclusive / independent
- Down-to-earth / genuine / authentic
- Encouraging / supportive / helpful / approachable
- Knowledgeable / reliable / trustworthy / forward-thinking

WHAT IS OUR AMBITION?

Our vision is TO BE ONE OF THE TOP 10 Dex's in Web3.

Our brand identity is the visual expression of our brand to the world.

The content, style, and tone of our communications all evoke emotions and create connections with our audience. In this section are guidelines for using the visual components of the FoxySwap.net brand system.

Refer to this guide to find the elements needed to create engaging and cohesive communications for our brand.

Basic elements

Section 1.0

Basic elements

The FoxySwap logo is the most visible representation of our brand. It is an expression of our personality and a distillation of all the experiences that makes FoxySwap unique.

Horizontal and stacked versions of the logo have been created designed to work in a variety of applications.

The preferred version to use is the horizontal one.

In some cases, the H symbol and the wordmark (or name) may be split to be used as separate elements.

Refer to section 2.0 for examples of how the logo is used.

1.1 Logo

Horizontal version



Small



Large

Stacked version



Small



Large

Section 1.0

Basic elements

1.1 Logo elements

The FoxySwap.net Roundel was designed to be used as a social media avatar, as part of exterior signage or in promotionals or merchandise.

It should not be used in place of our logo in high level applications such as our website, business cards or e-mail signature.

Refer to section 2.0 for examples.



FoxySwap Roundel



FoxySwap Text Only

Section 1.0

Basic elements

The Foxy meme may be used on its own as an accent in certain applications.

Refer to section 2.0 for examples.

1.2 Foxy meme



Foxy Meme

Section 1.0

Basic elements

Our brand colour is the colours of the bird on black. It can be used on its own or combined with our secondary colours.

Tints of all colours may be used.

The following pages and application examples show how they are used.

1.3 Brand colours

Foxy Black Black Colours

CMYK: 60 40 40 100
RGB: 0 0 0
HEX#: 000000

Primary Brand Colours



Section 1.0
Basic elements

Color Specifications:

Since individual printers and computer screens show colours differently, the colour swatches on this page should not be used for colour-matching purposes. Always use the values provided here.

1.3 Brand colors

Secondary Brand Colours

THEME COLORS

Primary #C87100 primary.main	Secondary #1B5E20 secondary.main	Info #1976D2 info.main	Success #388E3C success.main	Warning #FFA000 warning.main	Error #D32F2F error.main
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CUSTOM BRAND COLORS

Lime #A6F500 brand.lime	Forest #163A2E brand.forest	Mint #26E0A0 brand.mint	Orange #FF8A00 brand.orange
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NEUTRALS

Grey 900 #212121 grey.900	Grey 800 #424242 grey.800	Grey 700 #616161 grey.700	Grey 600 #757575 grey.600	Grey 500 #9E9E9E grey.500	Grey 400 #BDBDBD grey.400
Grey 300 #E0E0E0 grey.300	Grey 200 #EEEEEE grey.200	Grey 100 #F5F5F5 grey.100	Grey 50 #FAFAFA grey.50		

Section 1.0

Basic elements

We use other images in Socials to tell our story.

1.4 Other images

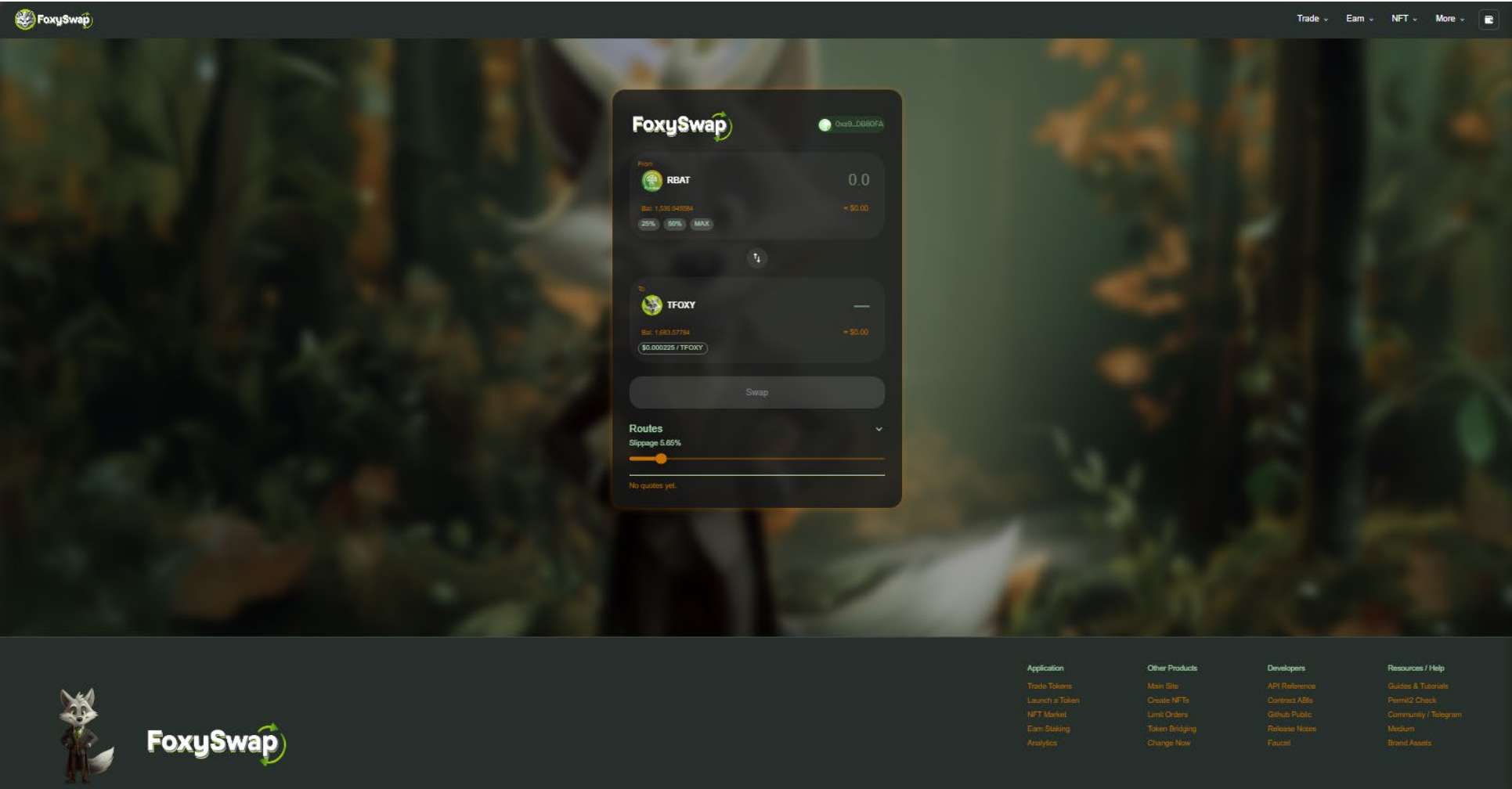


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Brand application examples

The following section when added will show how to best apply the brand identity across a range of touch points in a cohesive manner.

In each example, note how the logo, typography, color, photography and graphic expressions work together to best represent everything FOXYSwap stands for.



Section 2.0

Brand application examples

FOXYSwap.net, a whole new world!!

EXPLORE
NEW WORLDS

