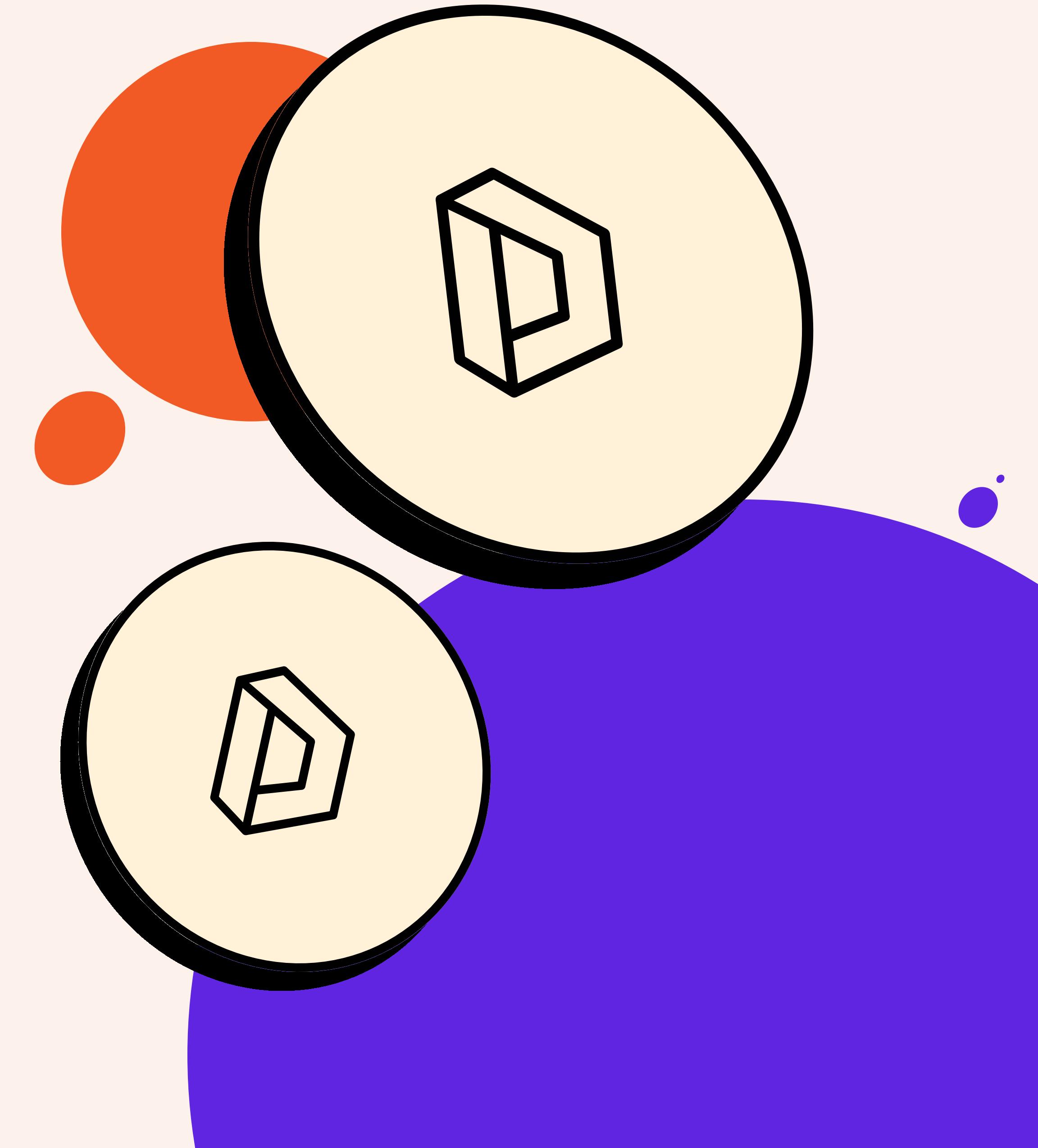




The brand Guidelines



Summary

03 Logo

04 Logo Positive/Negative

05 Colors

06 Undertones

07 Gradient

08 Typography

10 Logo Style

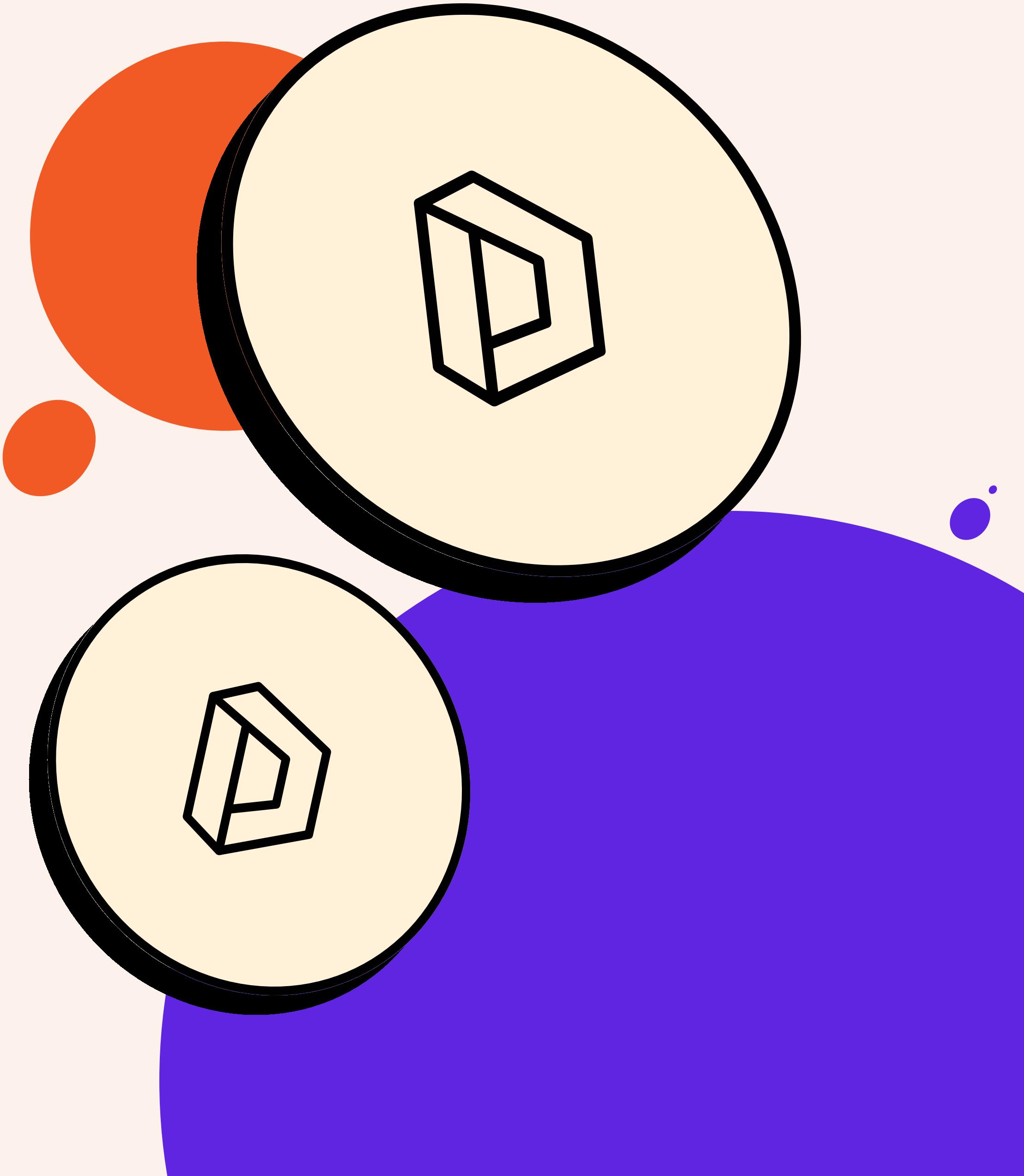
11 Contact Edges

12 What not to do with the logo

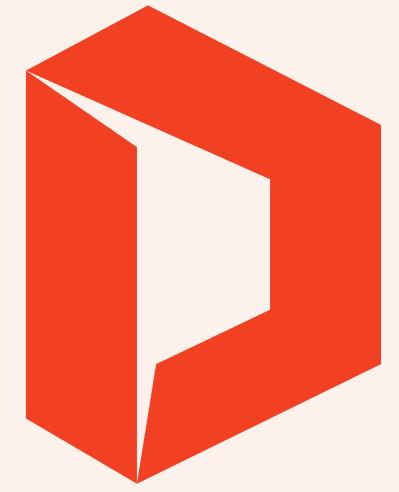
13 Line Dexkit

14 Patterns

15 Applications



Logo



DexKit



DexKit

Logo Positive/Negative



Colors

F15A24

Orange

F24023

Dark Orange

FFF2D9

Extra Light Orange

5F25EO

Purple Tech

FDF1EC

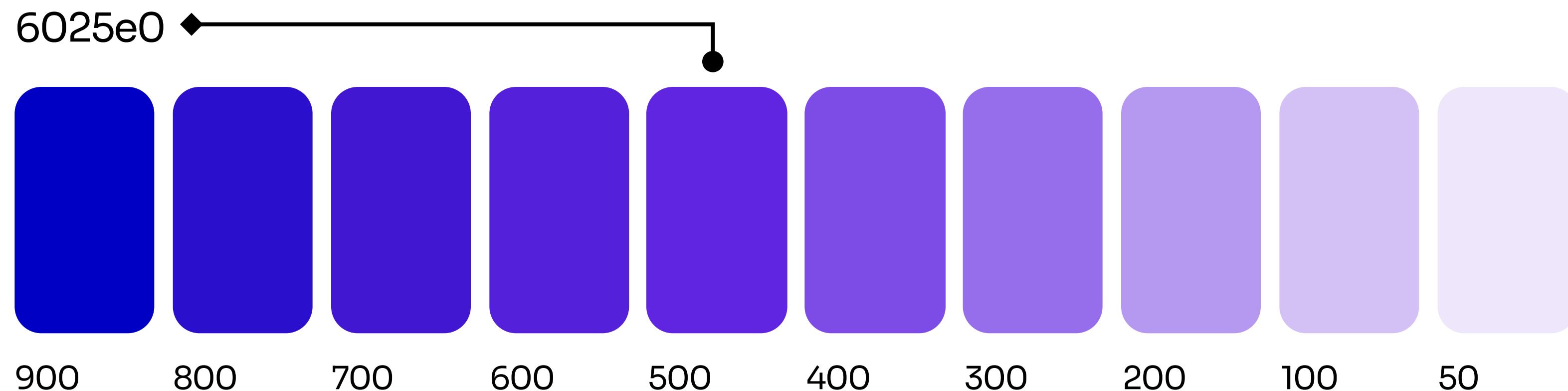
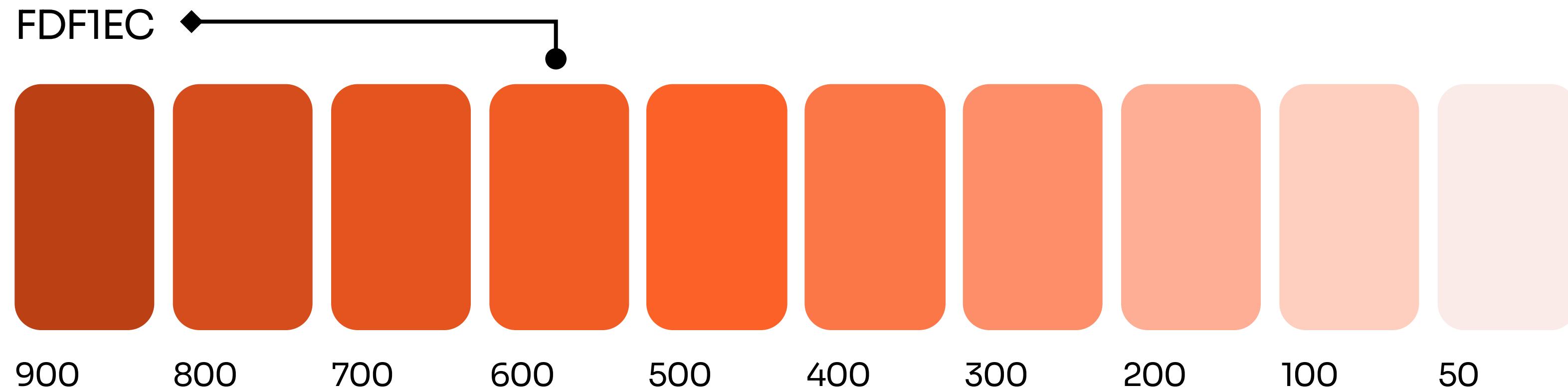
White

010101

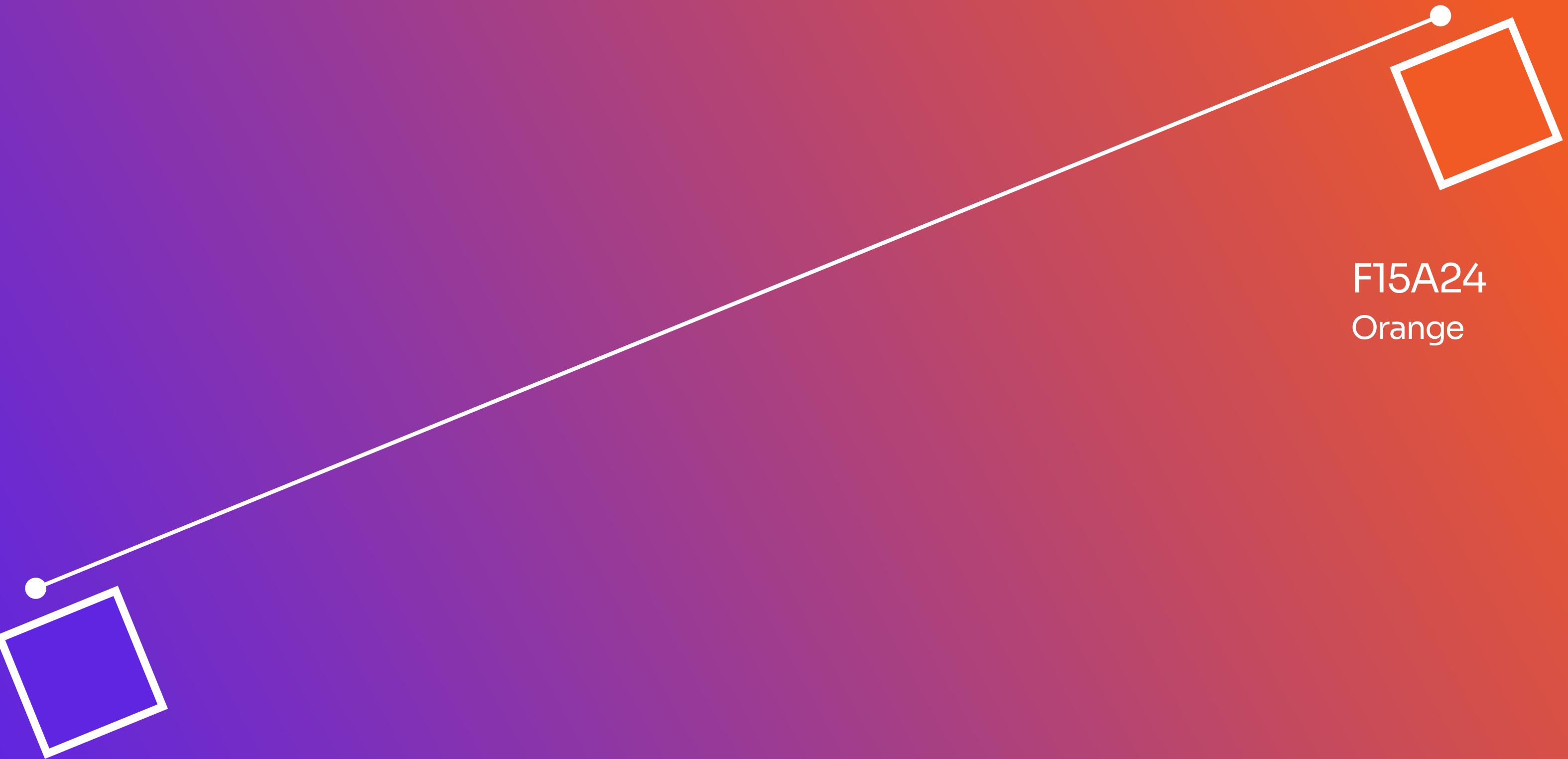
Black

05

Undertones



Gradient



5F25E0
Purple Tech

07

Typography

AaBb

Sora
Weight: 550

Typography

tech, modern, thoughtful and comprehensive

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 ! @ # \$ % &

Logo style



Normal | Impacto



Outline | Clean

Contact edges



What not to do with the logo



01 Distortion



03 Exchange elements



05 Dimensions



02 Compress



04 No contrast



06 Not respect the edge

Line DexKit

Tag DexKit is a way to reference our product line, the products also follow the typography and id. brand look.

Type: Sora

Weight: 550

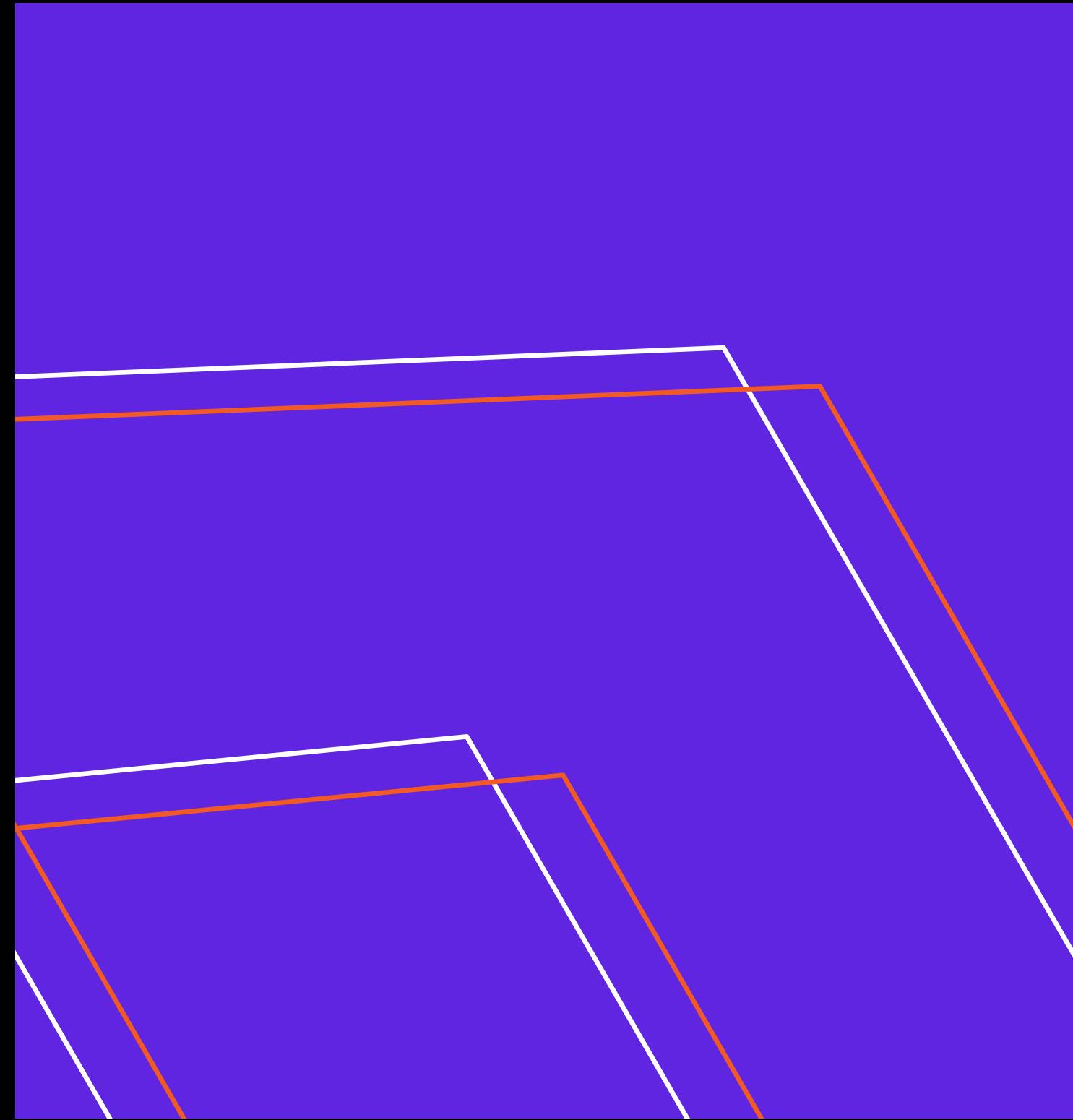
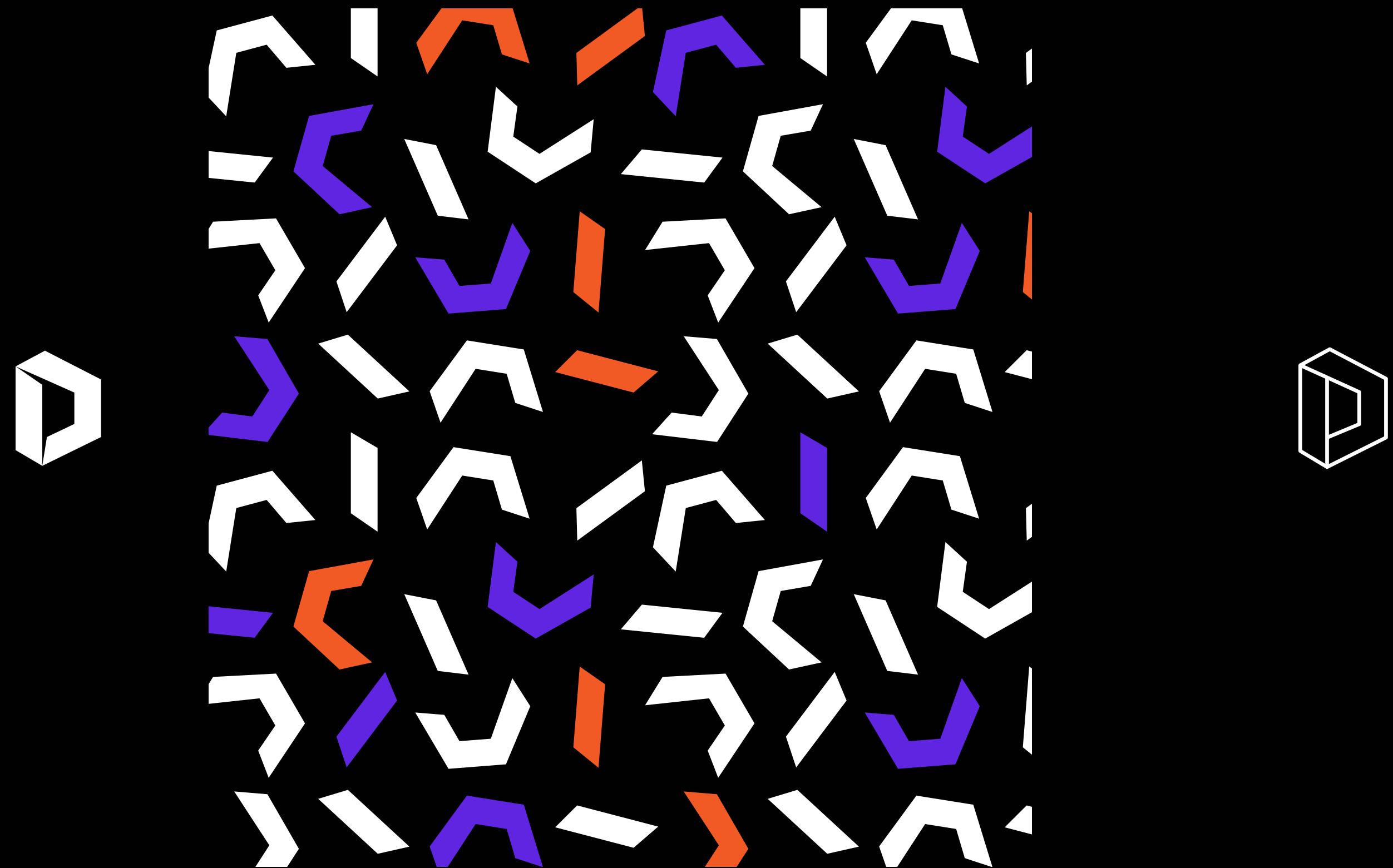
Letter Spacing: -4%

DexKit
Coin League

DexKit
Exchange

DexKit
Marketplace

Patterns



Applications

Exchange



Future of finance.

www.dexkit.com/exchange

DexKit

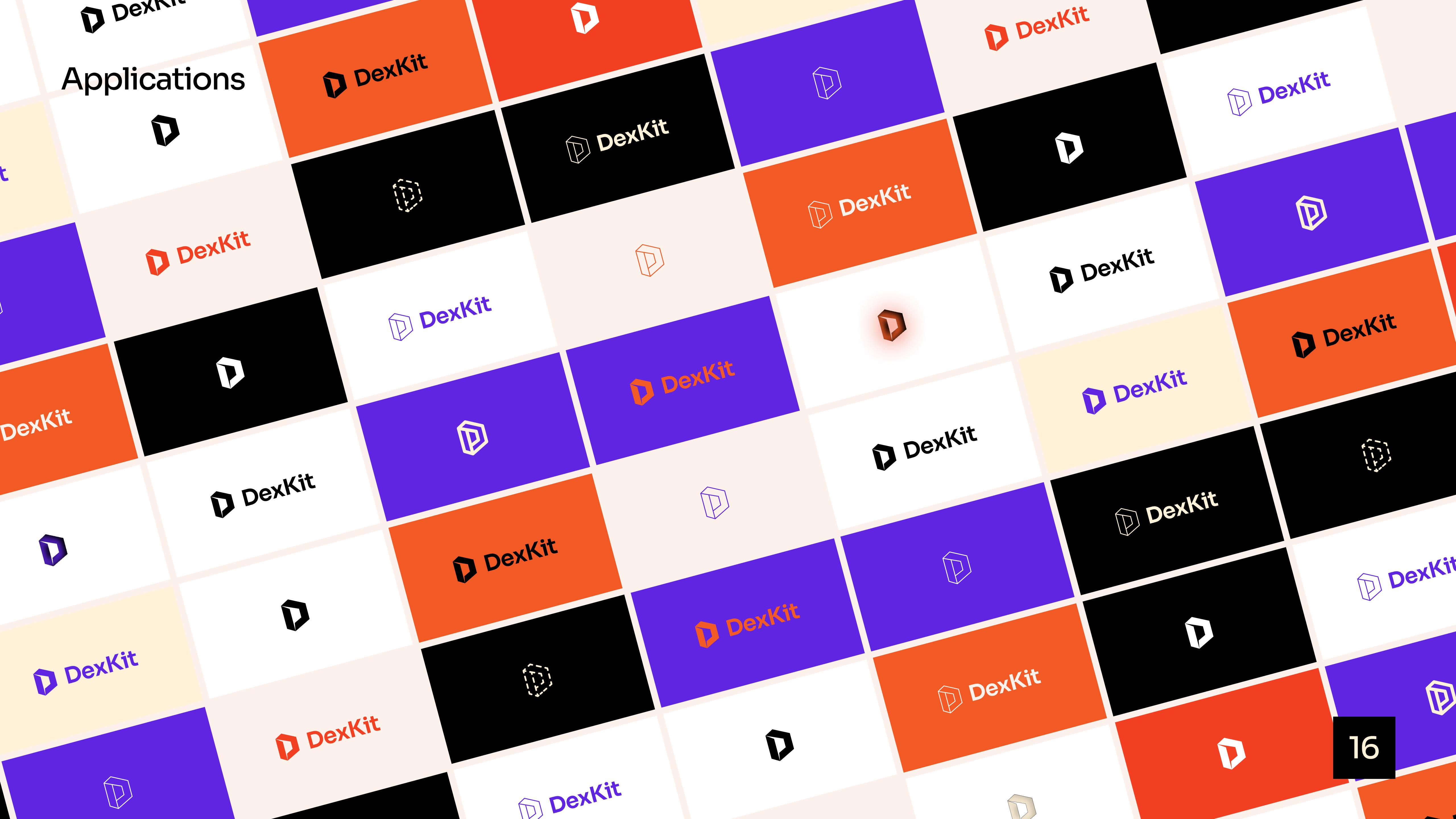
The future of
finance and
gaming.

Coinleague



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Applications

DexKit

DexKit

D

DexKit

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DexKit

DexKit

DexKit

DexKit

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