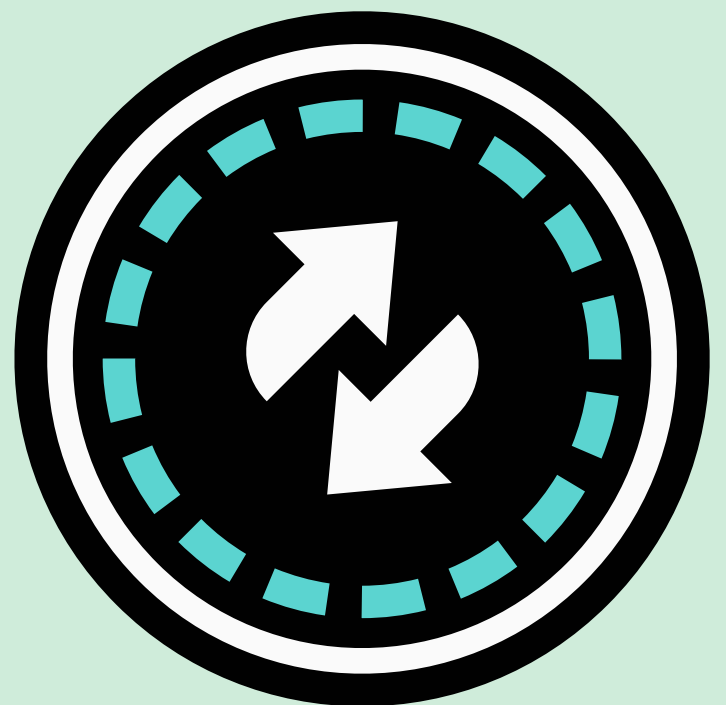


**marsan
exchange**

Brand Identity Guidelines



Our mission is to offer the best crypto services to Canadians.

Honest and trustworthy.
Every word must be
carefully selected to be
in the spirit of factual
transparency.

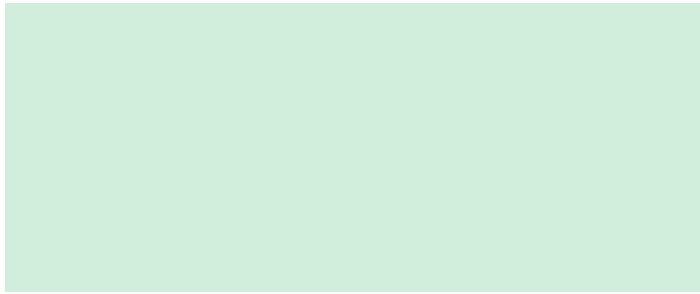
Understanding.
Crypto is scary, erratic
and rapidly evolving.
There's a lot of money on
the line; it's stressful.

Going forward.
Mistakes were made, but
none that merit
disrespect. We stand our
ground with confidence

Tone and Voice

Marsan Exchange
Brand Identity Guidelines





**Frostee
Tealish Green**

#D0EEDB RGB: 208, 238, 219



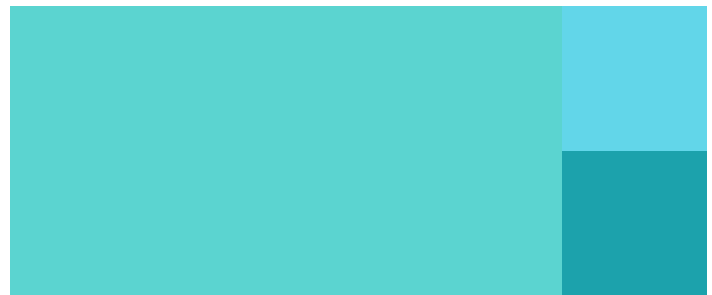
**Cyan-Blue
Ebony Clay**

#272E37 RGB: 39, 46, 55



**De York
Summer Green**

#84C29C RGB: 132, 194, 156



**Downy
Viking**

#5BD4D0 RGB: 91, 212, 208

Colors

Marsan Exchange
Brand Identity Guidelines



Aa Bb Cc 0123

Headers

Exo

Bold, Extra Bold, 700

Contemporary geometric sans serif typeface

Aa Bb Cc 0123

Text

PT Sans

Regular, Bold, 400, 700

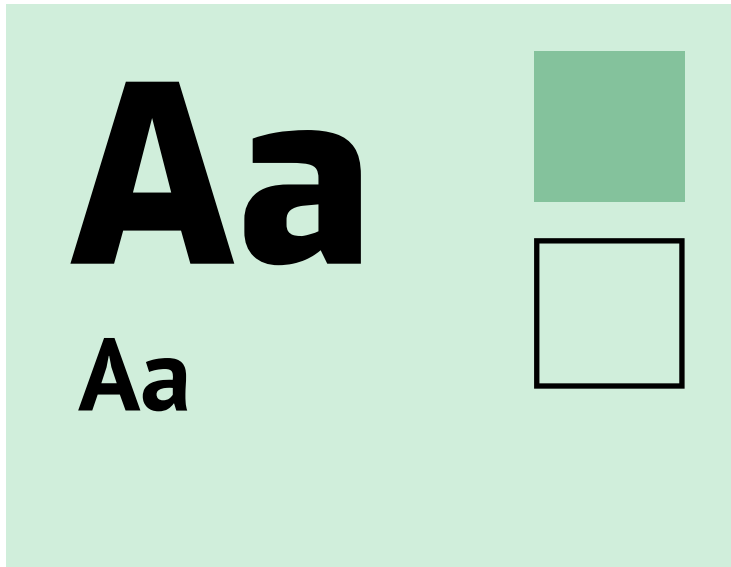
Light sans serif font for text

Typography

Marsan Exchange

Brand Identity Guidelines

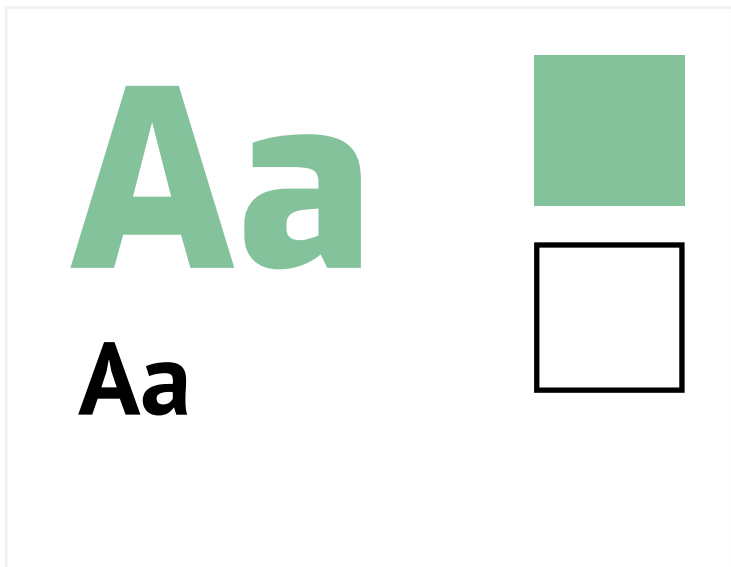




Exchange
Default pairing for exchange



Token
Default pairing for token



Poster
Light pairing for brand
graphics and posters

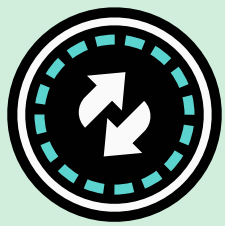


Alternative
Pairing for any other type
of simple graphics

Pairs

Marsan Exchange
Brand Identity Guidelines





**marsan
exchange**

Marsan Exchange.
This is the logo and
wordmark of the com
pany and the brand for
all exchange related
activities.



**marsan
exchange
token**

Marsan Exchange Token.
This is the logo and
wordmark of the com
pany and the brand for
all token related
activities.

Brand

Marsan Exchange
Brand Identity Guidelines





The full branding is designed to support the qualities, professions, and goals of the brand and company.

The styles in the exchange branding reflect the reason for the logo. It provides a general feel that attracts the target audiences of the brand.

The token branding also does the exact job for token. The dark background of this provides a feeling of something extra. And introduces its speciality.

With all the style sets and qualities, it's able to do its job perfectly.



Brand Execution

Marsan Exchange
Brand Identity Guidelines



**marsan
exchange**

**marsan
exchange**

**marsan
exchange**

**marsan
exchange**

**marsan
exchange**

Company Wordmark.
This is the wordmark
for the Marsan
Exchange brand and
company.

Wordmark

Marsan Exchange
Brand Identity Guidelines



marsan exchange

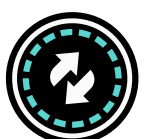
Wordmark is one of the most important assets of brand identity. It directly represents the company.

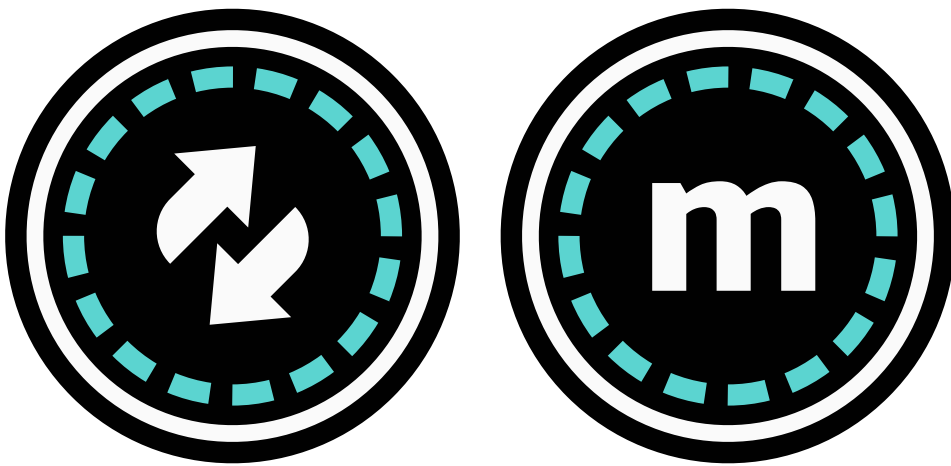
It resembles the seriousness and boldness of the company. It also provides technological feelings.

It always should be used in its own ratio. It never should be stressed by this, it may lose its quality and standards.

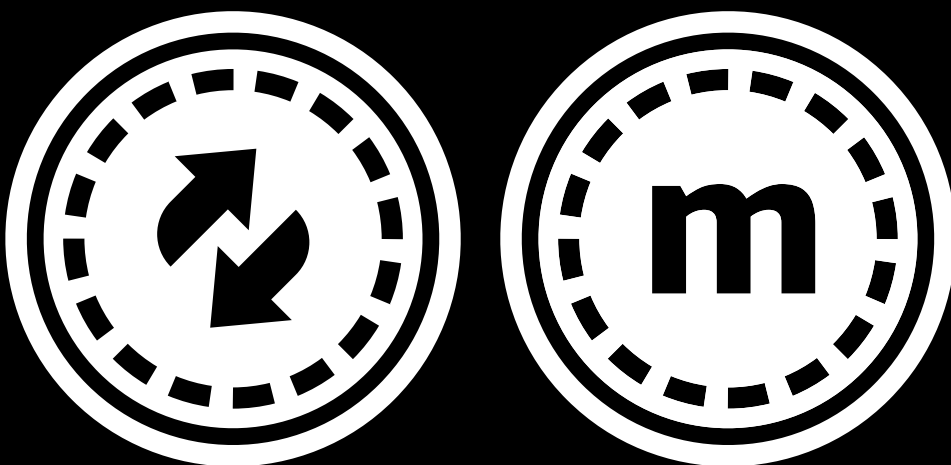
Wordmark Execution

**Marsan Exchange
Brand Identity Guidelines**





Marsan Exchange.
This is the colored logo
of the company and
the brand for all ex-
change and token re-
lated activities.

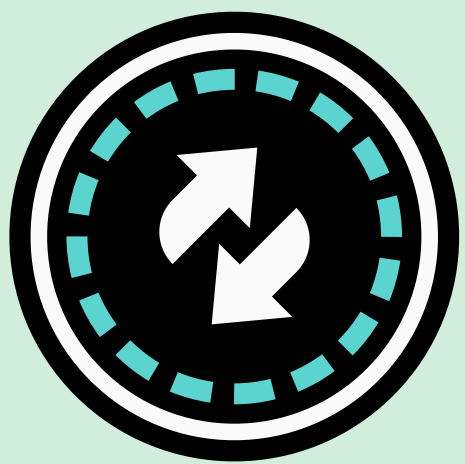


Marsan Exchange.
This is the white logo
of the company and
the brand for all ex-
change and token re-
lated activities.

Logos

Marsan Exchange
Brand Identity Guidelines





The logo icon is the most important asset of a brand's visual identity. Only this can keep the brand rememberable by itself.

A company's audiences always put their attraction on the logo icon first. The word-mark does other things.

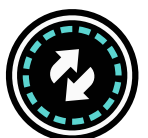
This is the logo design for both exchange and token. The exchange icon keeps the details of the company on it and the token one keeps the details of the Marsan Exchange Token.

And these are the official logo icons of both sections.



Logos Execution

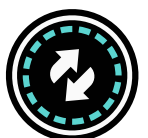
Marsan Exchange
Brand Identity Guidelines

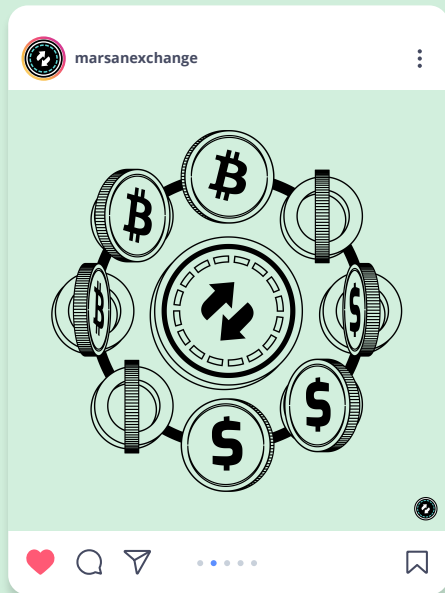
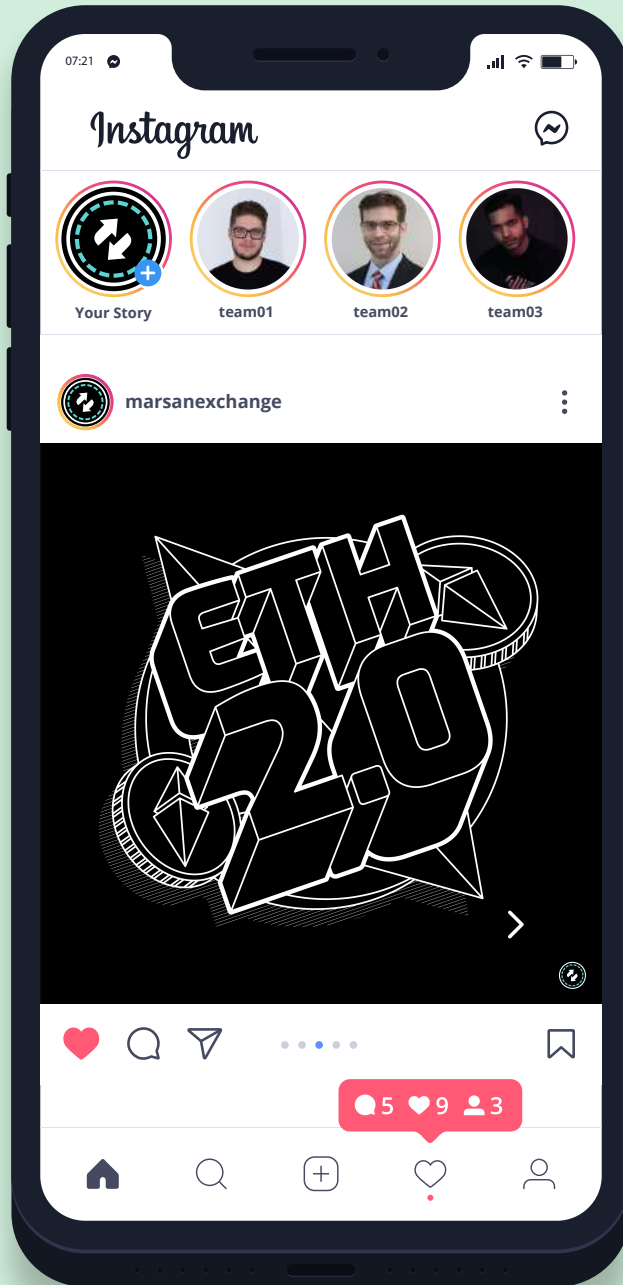




App UI

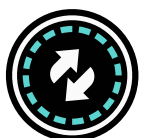
Marsan Exchange
Brand Identity Guidelines





Social Media Kit

Marsan Exchange
Brand Identity Guidelines



The end