



Juice Swap

# Brand Guidelines



# Juice Swap

## Lockup

The logo is the most important element of the Juice Swap identity system. It should be present and visible on all branded applications and communications, both external and internal, across all media.

### Do's

- Keep original proportions and colors.
- Maintain sufficient clear space around the logo.
- Ensure adequate contrast on backgrounds.

### Don'ts

- Do not alter colors, rotate, distort, or add effects.
- Do not place the logo over busy imagery that impairs legibility.

## Logomark



The logomark is the primary brand symbol of Juice Swap. Use it consistently across digital channels to ensure clear and immediate recognition.

The logomark may be used on its own only if the brand name “Juice Swap” appears elsewhere within the same layout.

### Do's

- Keep original proportions and colors.
- Maintain sufficient clear space around the mark.
- Ensure adequate contrast on backgrounds.

### Don'ts

- Do not alter colors, rotate, distort, or add effects.
- Do not place the mark over busy imagery that impairs legibility.

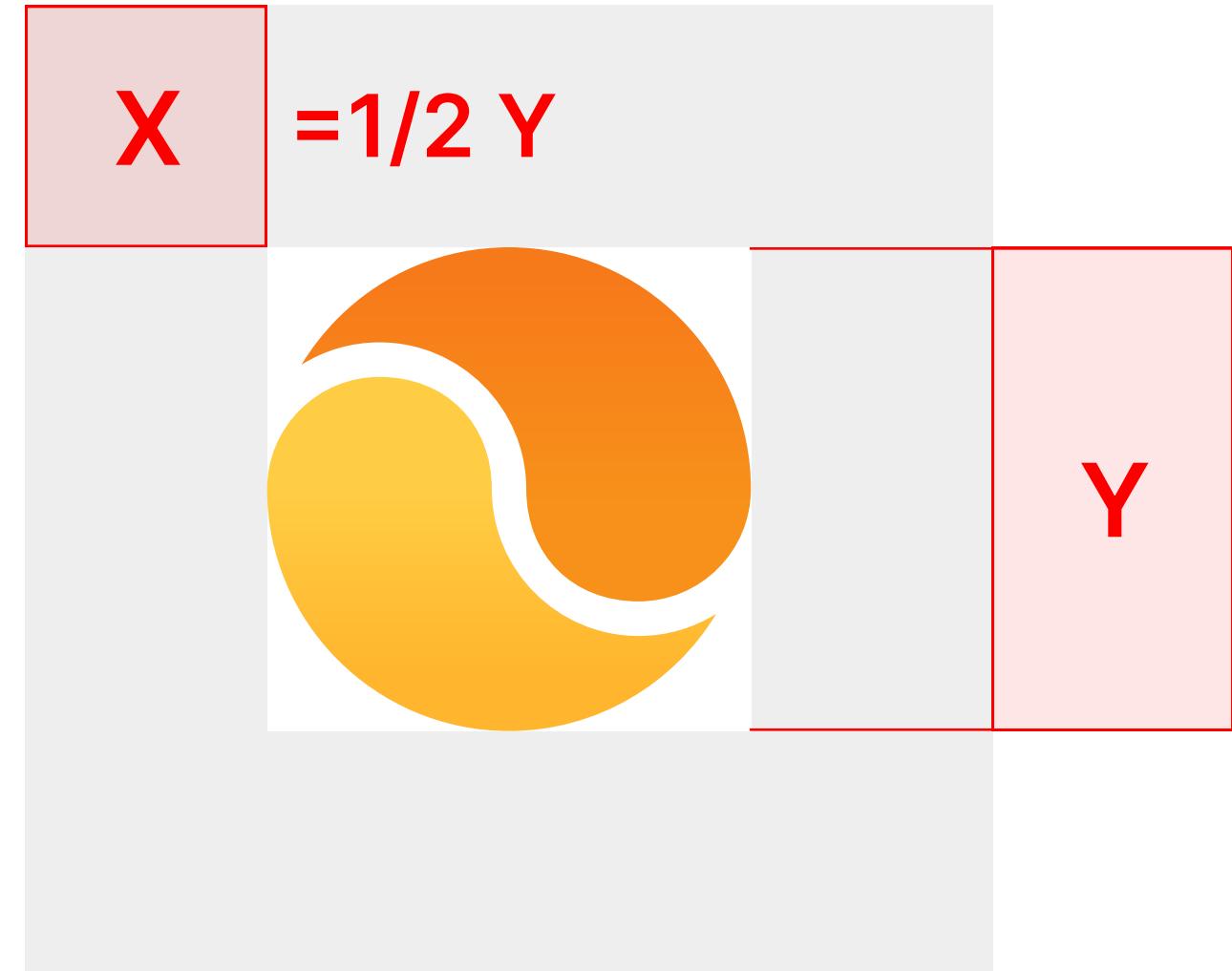


## Lockup Clearspace

Clear space is the area around the logo that must be free of text and other graphics.

This does not apply to background artwork or photography unless it contains text.

Keep at least half (X) the height (Y) around the logo clear.



## Logomark Clearspace

Clear space is the area around the mark that must be free of text and other graphics.

This does not apply to background artwork or photography unless it contains text.

Keep at least half (X) the height (Y) around the mark clear.

Brand



Juice Swap

Brand



Juice Swap

Black wordmark



Juice Swap

White wordmark



Juice Swap

## Logo Colour

Use the logo only on backgrounds with strong contrast so the symbol and wordmark remain clearly legible. Prefer clean, low-noise areas and choose the appropriate variant for light vs. dark backgrounds. Always check readability at small sizes and aim for WCAG AA contrast as a rule of thumb.

White



Juice Swap

Black



Juice Swap

White



Juice Swap

Black



Juice Swap

## Logo Colour

Use the logo only on backgrounds with strong contrast so the symbol and wordmark remain clearly legible. Prefer clean, low-noise areas and choose the appropriate variant for light vs. dark backgrounds. Always check readability at small sizes and aim for WCAG AA contrast as a rule of thumb.

## Primary Color

Juice Orange

HEX F57F00

## Secondary Colors

Citrus Orange

HEX F7911A

Ice Mint

HEX D5EAEE

Fresh Aqua

HEX BADEE0

Mint Blue

HEX 7EC2C3

## Brand colors

The brand palette matters because these colors are unique to Juice Swap and should become synonymous with the brand. They also symbolize our interaction with the Citrea ecosystem: orange represents Citrea, while the mint-blue palette complimenting it.

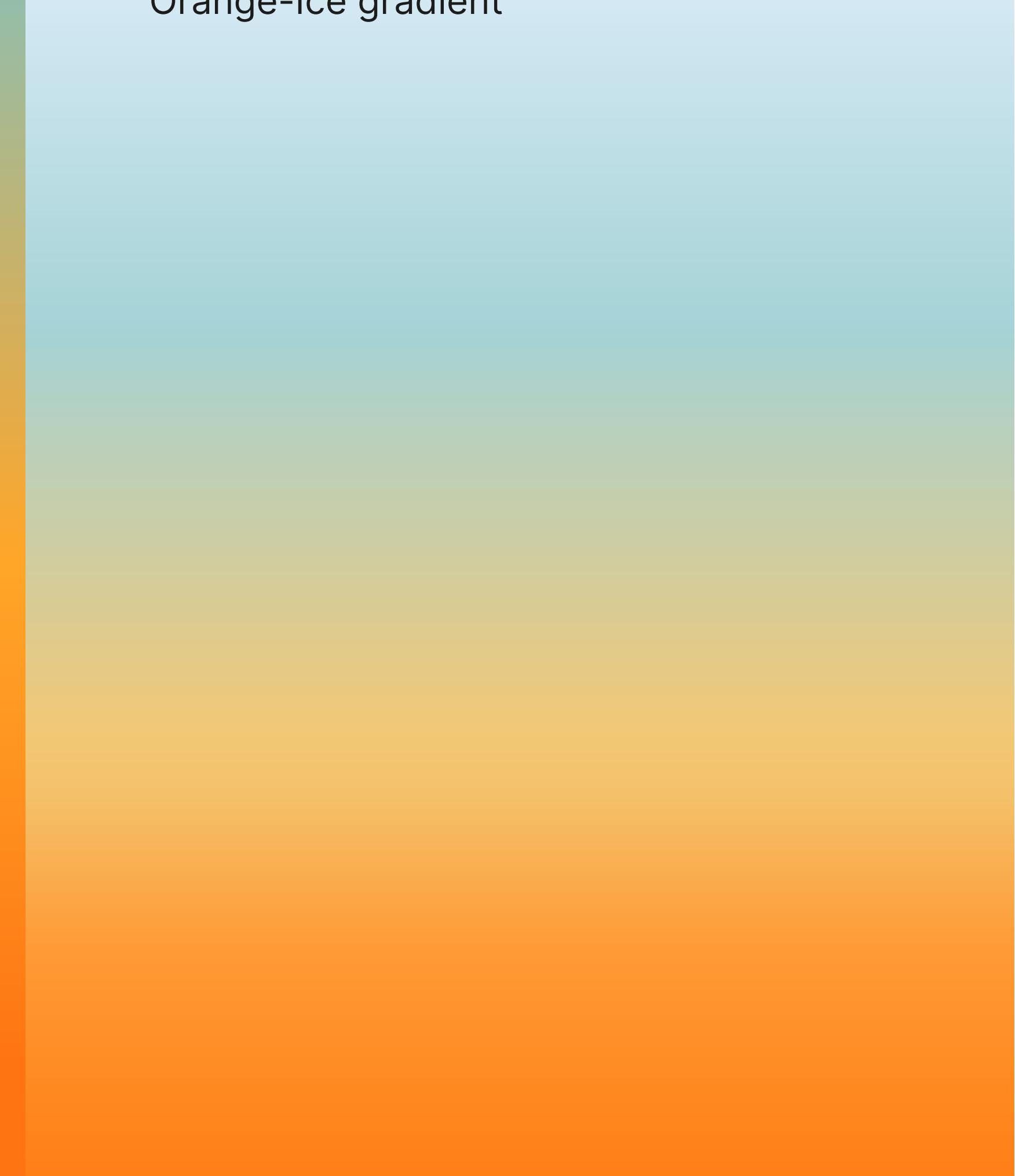
Orange gradient



Orange-Mint gradient



Orange-Ice gradient



## Gradients

Our gradients symbolize transition and interoperability—blending orange and mint-blue to represent the path from Citrea to other chains and back. Apply them to elements that depict motion, swapping and cross-chain actions.



## Key visual

The waves are an important graphic element of Juice Swap,  
• Representation and transition to Citrea Network..  
• To be used as background/embedding element



## Key visual

Should be used on neutral bright or dark backgrounds only and should not negatively affect the contrast with the waves.



## Key visual

To strengthen the connection to the Citrea network, the Citrea watermark can be placed on the waves.

# Inter

## General Use Font

- Main font for use in both digital and print media
- swiss bank sensabilities
- strong
- safe
- unique

Light  
Regular  
Medium  
Semibold  
Bold

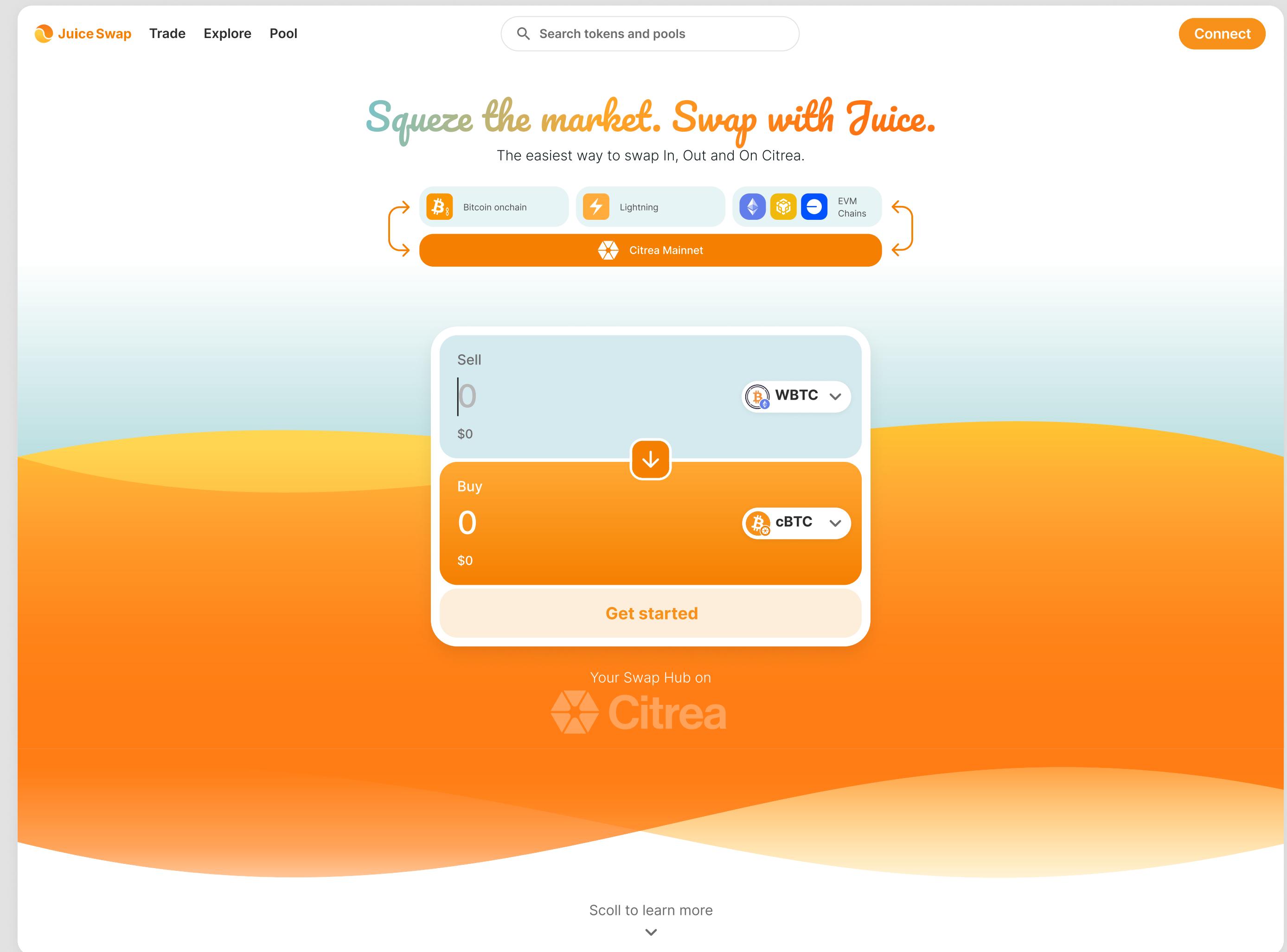
# Pacifico

## General Use Font

- Accent Headline font
- can be combined with Inter as subheadline font

*Squeeze the market. Swap with Juice.*

The easiest way to swap In, Out and On Citrea.



## Juice Swap App

Juice Swap Brand Guidelines

Example of the logo, keyvisual, typography and gradients in use together in the hero section of the Juice Swap App → light mode.

Application

015



## Juice Swap App

Juice Swap Brand Guidelines

Example of the logo, keyvisual, typography and gradients in use together in the hero section of the Juice Swap App → dark mode.

Application

016



## Website preview image



## Backdrop for X

Image size: 1500×500 px.



## Backdrop for Discord

**X (Twitter)**  
400×400 px



**Github**  
500×500 px



**Telegram**  
512×512 px



## Profile Picture

192×192 px



256×256 px



512×512 px



## App Icon

Selected

**Overview**

Structure and Purpose

Decentralized Euro and Decentralized Euro Pool Shares (nDEPS)

Use Cases

Technical Architecture

**Stablecoin Bridges****Collateralized Minting**

Hover

**Reserve****Governance****Telegram API Bot****Disclaimer****Privacy****Imprint****FAQ**

# Overview

**Introducing the two tokens and the overall structure of the system**

## Structure and Purpose

The purpose of this page is to provide potential users of the Decentralized Euro system with everything they need to know to meaningfully interact with it. For actually interacting with the system, there is a standard [frontend](#). The name Decentralized Euro hints at its self-governing nature, but also the risks associated with releasing an artificial machinery into the wild. If you encounter errors or if things are not clear to you, you can [reach out to us in the Telegram group](#) or [file a suggestion for improving this page on GitHub](#).

## Decentralized Euro and Decentralized Euro Pool Shares (nDEPS)

The Decentralized Euro system comes with two ERC-20 tokens, a stablecoin called [Decentralized Euro](#) and a governance token called [Decentralized Euro Pool Shares \(nDEPS\)](#). Unlike other collateralized stablecoins, Decentralized Euro does not depend on external oracles, making it less susceptible to certain attacks and also more versatile with regards to the used collateral. The disadvantage of that approach is its speed, performing liquidations over the course of days whereas oracle-based systems might react within minutes.

The Decentralized Euro is a collateralized stablecoin that tracks the value of the Euro. There is no hard



## Posting Templates

Example of the logo, keyvisual, typography in use together in social media posting.

# Squeeze the market. Swap with Juice.

The easiest way to swap In, Out and On Citrea.



## Juicy Headline

Juice Swap

## Posting Templates

# Juicy Headline

Squeeze the market.  
Swap with Juice.



## Posting Templates



## Posting Templates

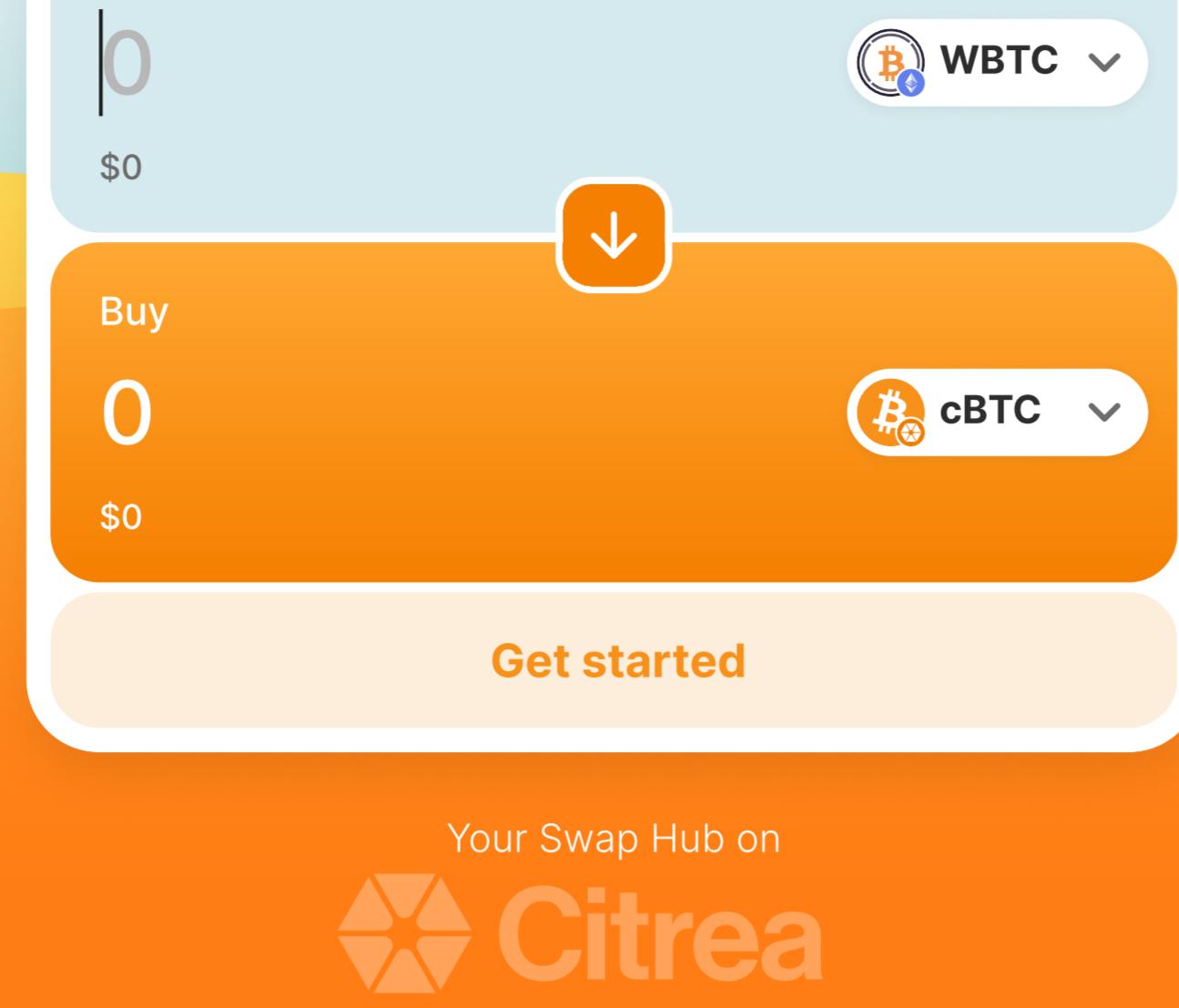
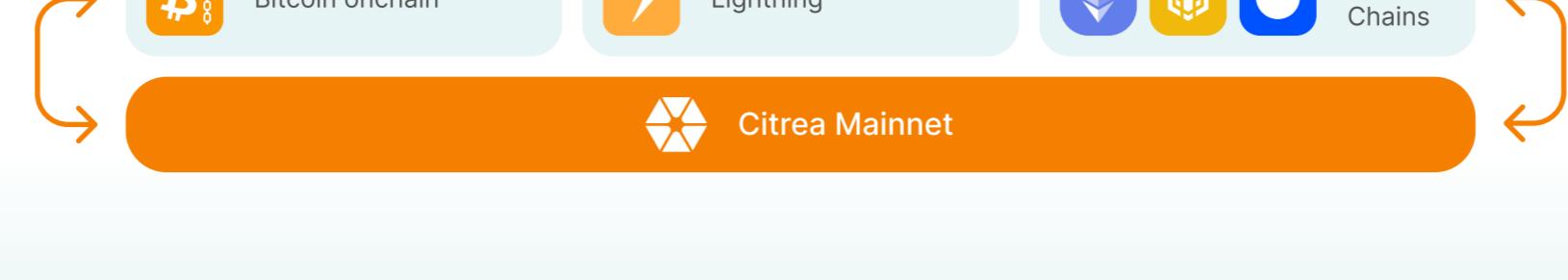
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## Posting Templates

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Your Swap Hub on



Citrea

Scroll to learn more

### Citrean Bapps Campaign

Complete swaps on JuiceSwap and qualify for the Bapper Badge NFT

- Earn rewards while trading
- Contribute to Citrea ecosystem
- Qualify for future airdrops

[Start Earning →](#) [Learn More →](#)

## Uniswap V3 Fork on Citrea, Trusted by Citreans

• JuiceSwap Protocol stats

Bapps Campaign

Total Value Locked

119.0M

119.0M

All time swappers

24h swap volume

119.0M

119.0M

JuiceSwap is your DEX on Citrea. Swap tokens instantly, earn by providing liquidity, and experience true permissionless trading – optimized for Citrea's ecosystem.

Trade on the juiciest DEX →

## Built for all the ways you swap

### Trading API

DeFi, direct to your users.

Use the same API that powers the JuiceSwap Web App and Wallet, trusted by leading teams around the world.

[Integrate the JuiceSwap API →](#)

### Citrean Bapps Campaign

Earn rewards and qualify for the Bapper Badge NFT

Campaign ends in:

92d 11h 47m

[Join now →](#)

## Explore the Universe

### Docs

Explore our library of developer docs to get started building with JuiceSwap



### Socials

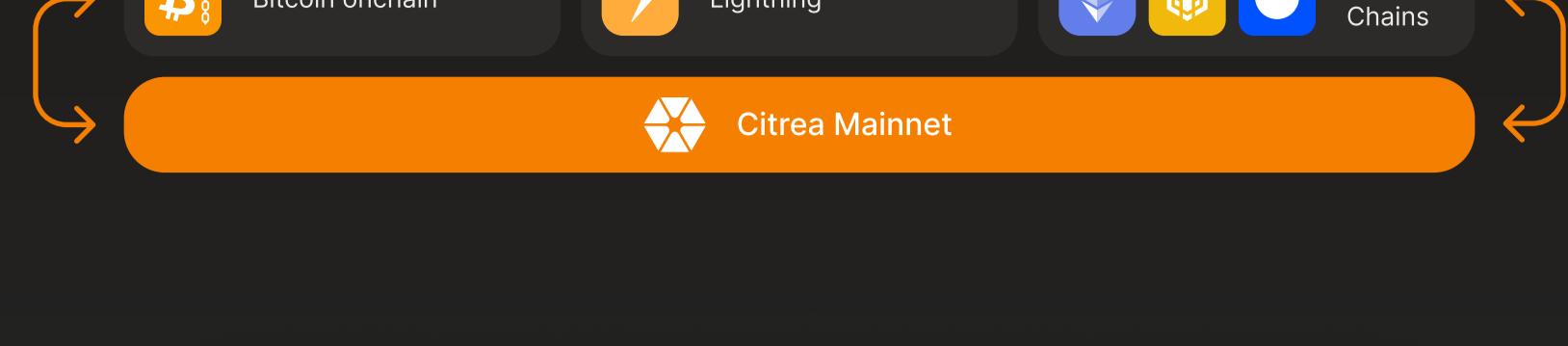
Follow JuiceSwap Labs on X and Telegram

### FAQ

- › Is there a Juice Token?
- › When will new questions be added to the FAQ?

# Squeeze the market. Swap with Juice.

The easiest way to swap In, Out and On Citrea.



Sell

0

\$0

WBTC

Buy

0

\$0

cBTC

Get started

Your Swap Hub on  
 **Citrea**

Scroll to learn more

## Citrea Bapps Campaign

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