



Updated Jan 30, 2024

# Brand Guidelines ✨

# Welcome to the Uniswap Brand Guidelines.

We have a few helpful tips to help  
you avoid middle-curving our brand.

Our pink unicorn may seem playful, but it's something we take seriously, so please apply it with care.

We always pair our company name with the Unicorn icon.

Sometimes the Unicorn icon can be used by itself if space is limited or if repeating the name is unnecessary.



# Uniswap

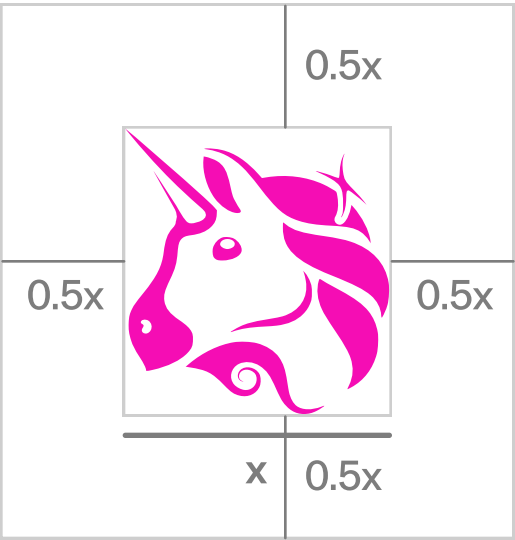
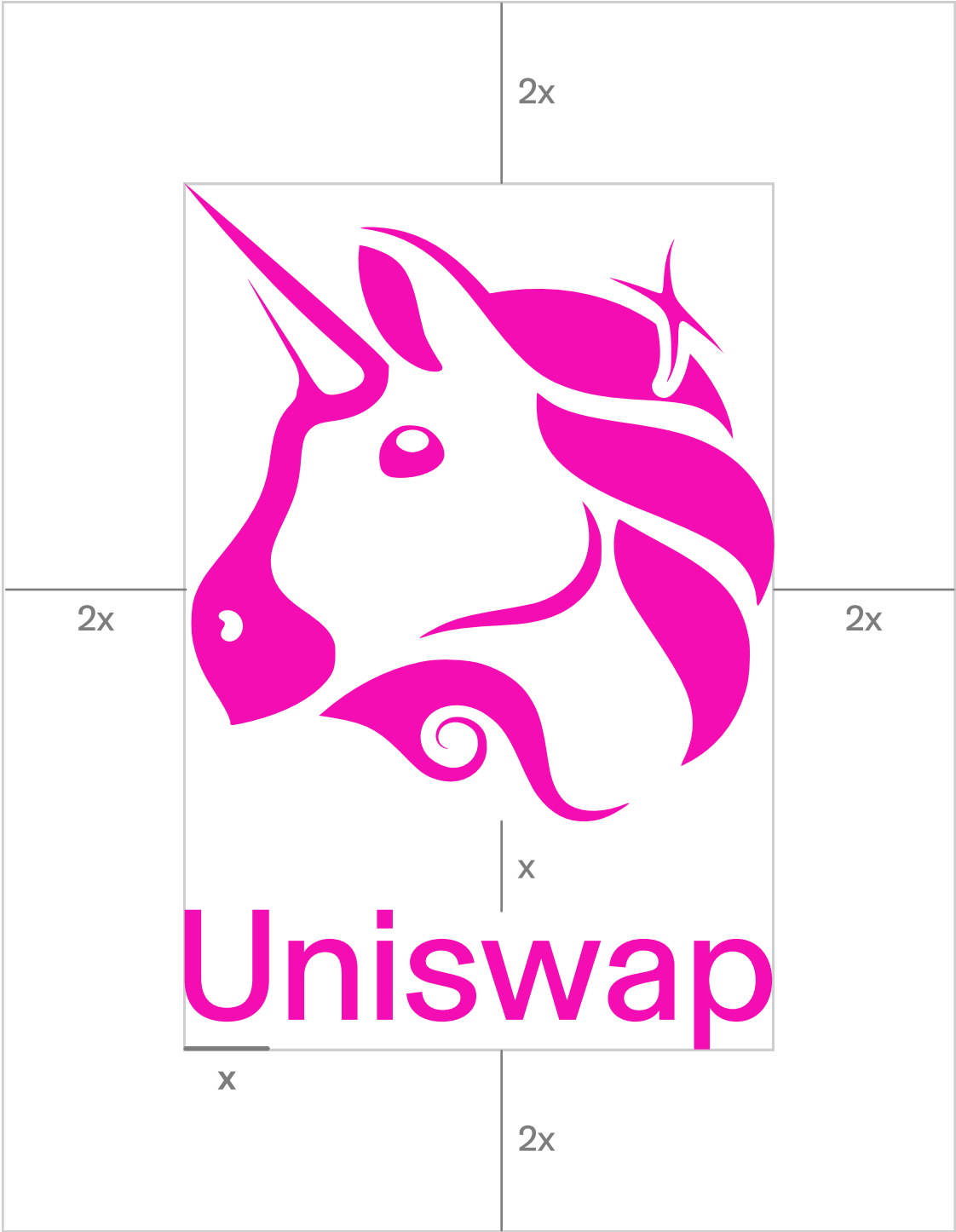
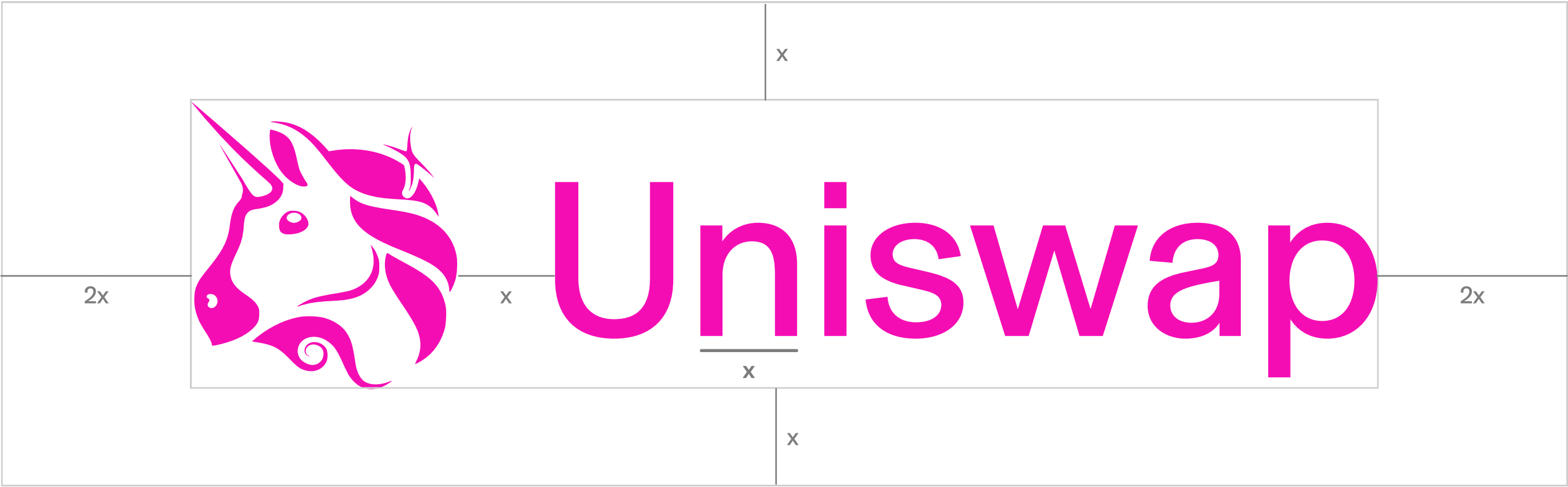


# Uniswap



# Logos4

Minimum clear space protects the logo from other elements and ensures recognizability and legibility.



## What works:

- Adequate spacing and contrast.
- Pink logo on neutral-colored background.
- Neutral-colored logo on pink background.
- Neutral-colored logo on neutral-colored background.
- Pink-tone logo on pink-tone background.
- (Avoid light-colored logo on dark-colored background)



Uniswap



## What doesn't work:

- Using two different colors within the logo.
- Rearranging elements within the logo.
- Adding elements or containers to the logo.
- Changing the font of the Uniswap wordmark or adding text.
- Using the the wordmark alone as the logo.
- Using unofficial or outdated versions of the Uniswap logo.
- (Avoid light colored logo on dark colored background)
- 



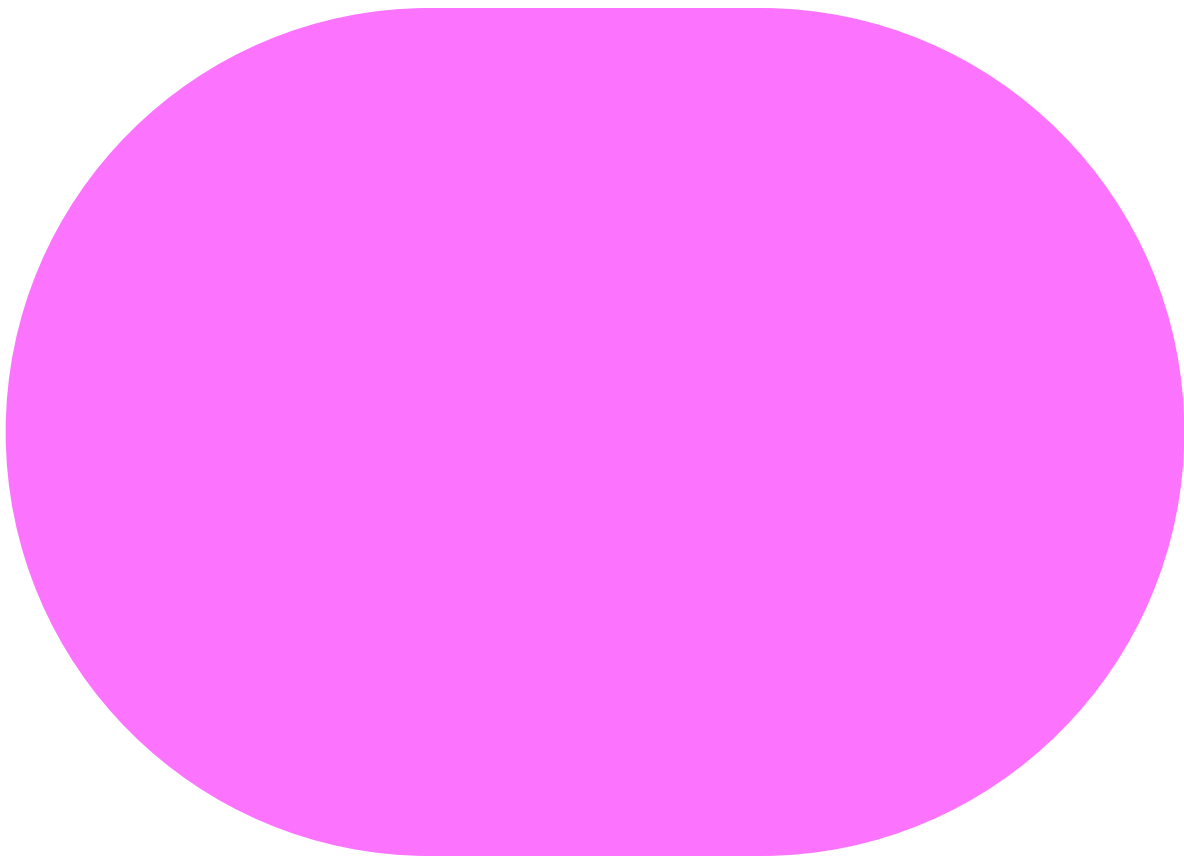
# Colors7

Pink is Uniswap’s brand color. It’s playful, approachable, and inclusive.

Accessible Pink is used for instances when small text or the logo is on light-colored backgrounds and additional contrast is required for readability.

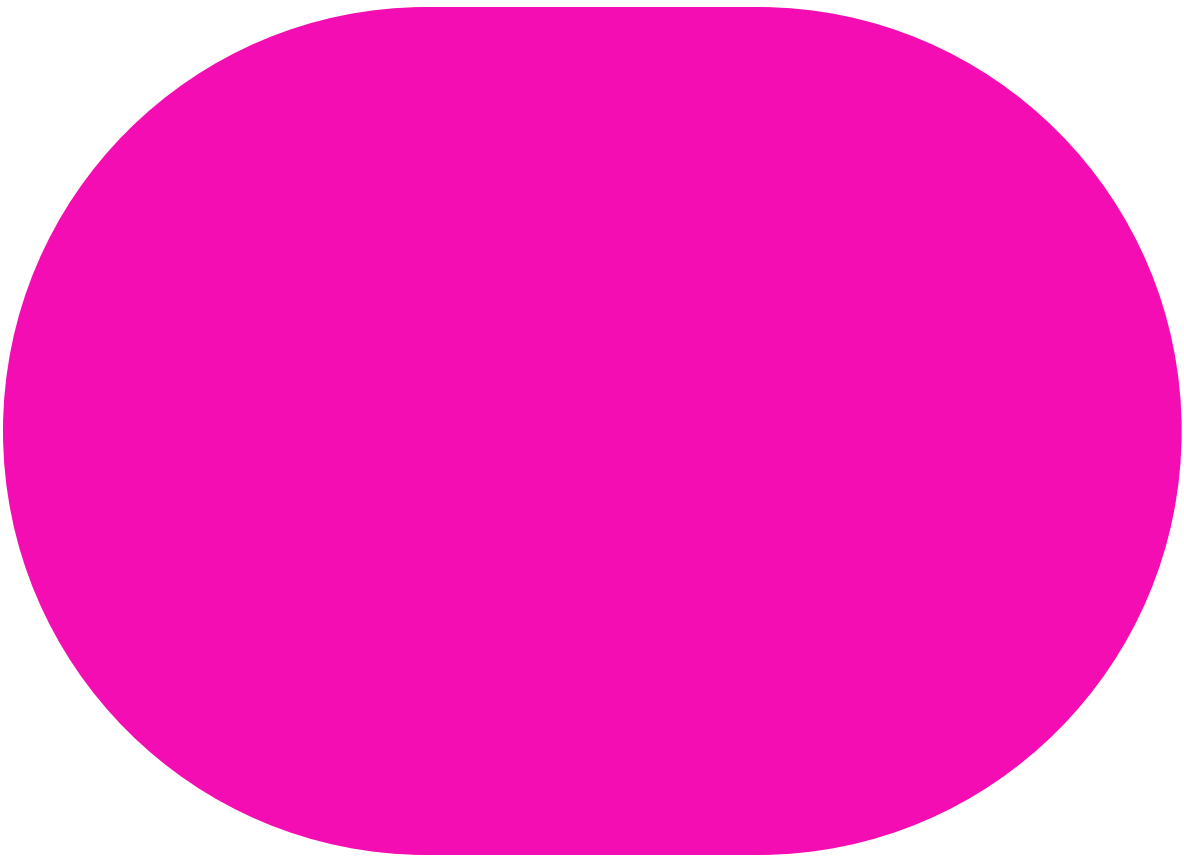
## Pink

**HEX** #FC72FF  
**RGB** 252 · 114 · 255  
**CMYK** 0 · 80 · 0 · 0  
**PMS** 224C



## Accessible Pink

**HEX** #F50DB4  
**RGB** 245 · 13 · 180  
**CMYK** 0 · 100 · 0 · 0  
**PMS** 225C



# Serious stuff

This is a friendly, legal reminder that these graphics are proprietary and protected under intellectual property laws.

Please do not:

- Alter these files in any way.
- Display these graphics in a way that implies a relationship, affiliation, or endorsement by Uniswap of your product, service, or business.
- Use these graphics as part of your own product, business, or service's name.
- Combine these graphics with any other graphics without written consent from Uniswap.