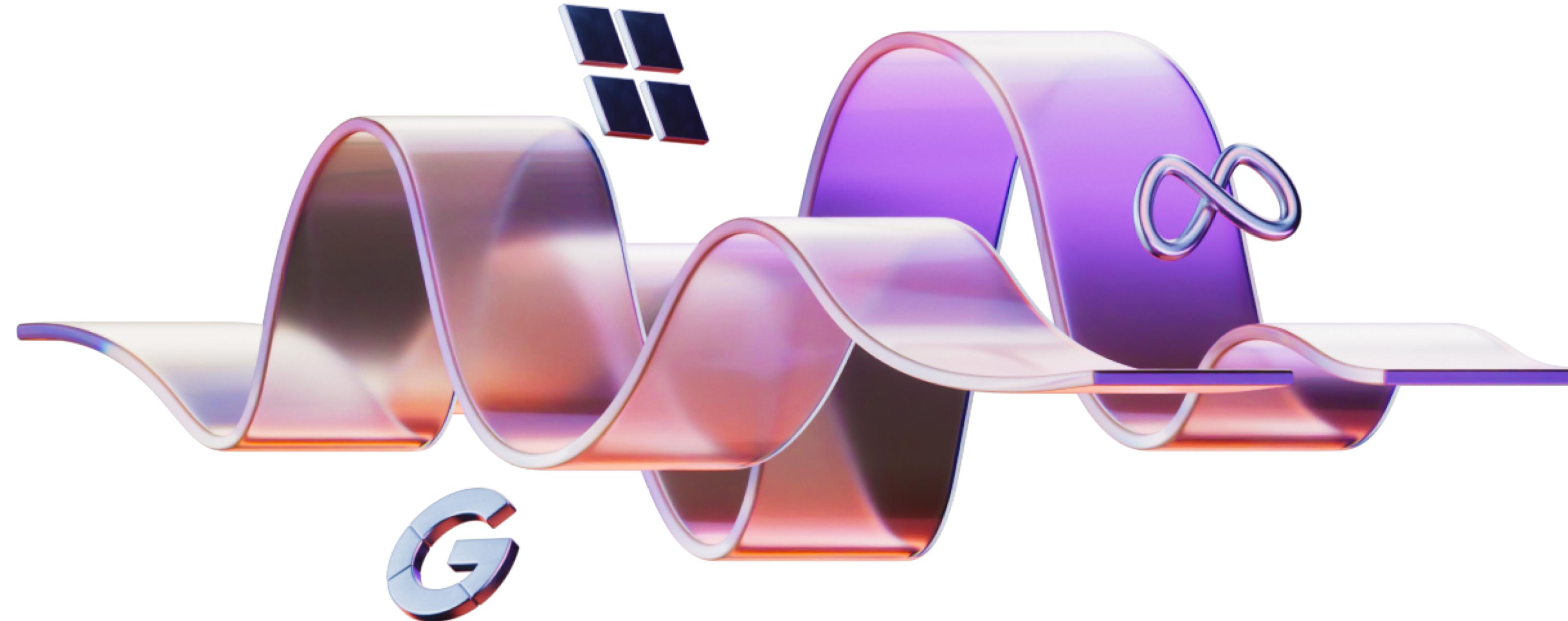


dclex

# Brand book



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## Values

DCLEX brand is futuristic, rebellious, minimalistic, friendly, innovative, secure and exciting.

- \* If new elements of the visual language are created, they should be in line with these values.

# Logo

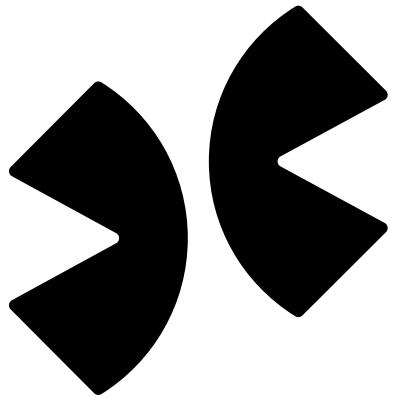
The logo consists of simple and strong typography and a symbol, which is a graphical representation of the words decentralized and exchange.



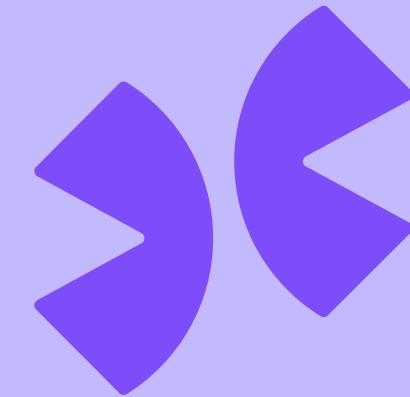
# Logo versions



The primary logo version is a full logo (typography and symbol). It is also allowed to use the symbol itself, especially if there isn't enough space or in cases when the brand has already been established.

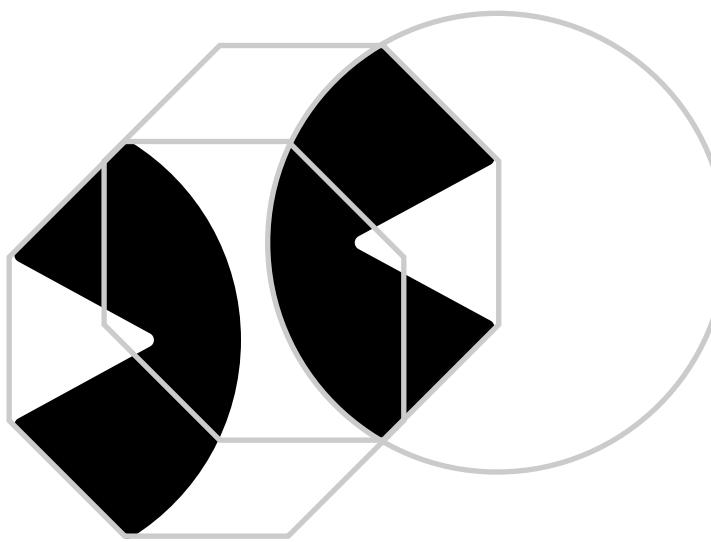


There are three color versions of the logo: white on a dark background, black on a light background and violet on a colorful background.



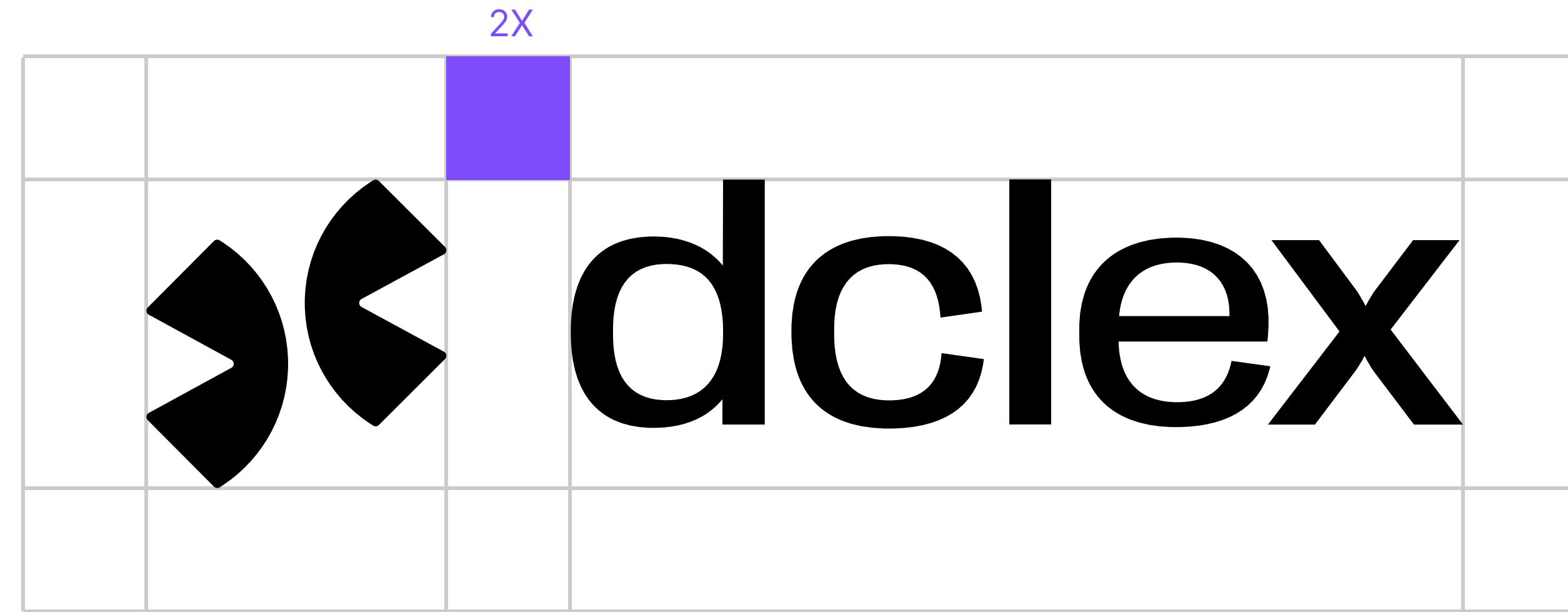
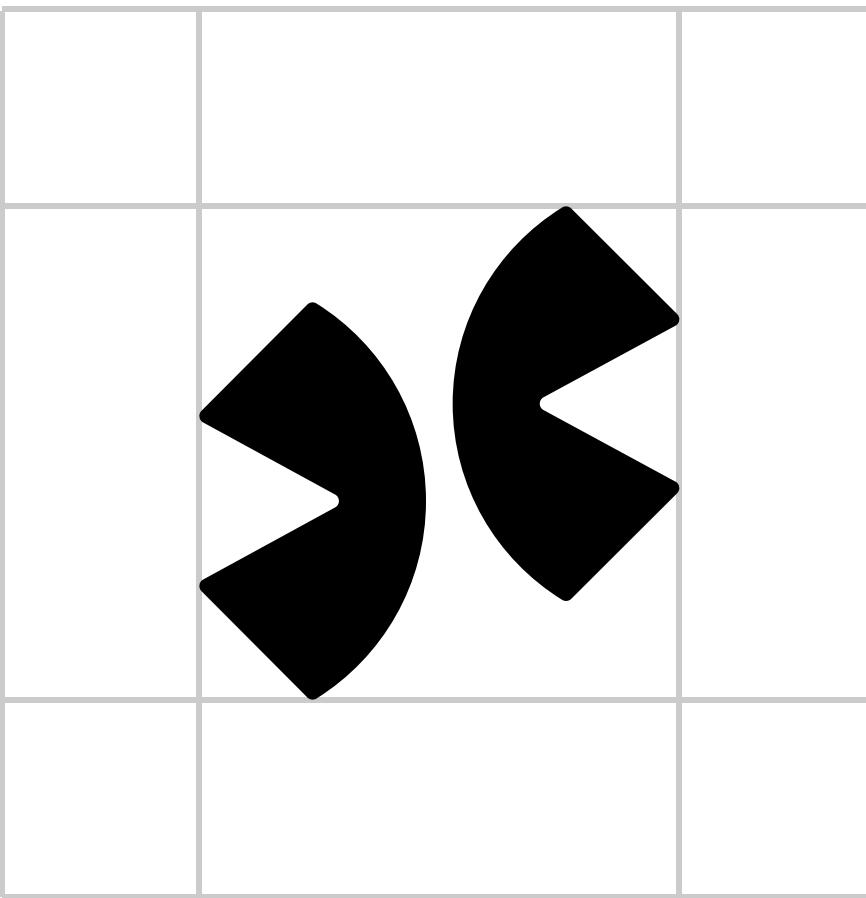
# Logo construction

The logo is constructed on a grid. The distances and heights of the elements in the logo are determined by a module  $x$ . The symbol is constructed using geometric figures: a circle and an octagon.



# Logo exclusion zone

To protect the clarity of the logo, it should be surrounded by clear space. The exclusion zone is equal to 2 modules x. Nothing should disturb the exclusion zone.



# Logo usage

The logo should not be misinterpreted, modified, or added to. Its orientation, colour, proportions and composition should remain as designed.

A minimum size ensures that the impact and legibility of the logo aren't compromised.



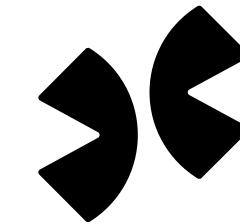
minimal logo size:  
approx. 20 mm width



🚫 Do not change the logo color or tone outside of the brand colour palette. Do not resolve the logo in two different colours.



🚫 Do not distort, warp or rotate the logo in any way. Do not change the composition or proportion between the elements.



minimal symbol size:  
approx. 6 mm width



🚫 Do not change the typeface nor recreate or manipulate the wordmark and the symbol.



🚫 Do not change the transparency of the logo. Do not crop the logo. Do not change the visibility of the logo in any other way.

# Typography

Right  
Grotesk  
Wide

Right Grotesk by Pangram Pangram blends the neutrality and functionality with a good touch of distinctive personality. It can be a loud and proud or humble and supporting. It was designed to be high-quality type family for both serious and fun projects. It was designed to be just Right.

**Wide Bold**  
Wide Regular

aG

# Typography

# Inter

Inter is a simple, geometric sans serif typeface, carefully crafted and designed for computer screens. Whether used at large or small sizes, Inter maintains great readability. It's a perfect font for body text.

**Bold**  
Regular

aG

# Typography

---

Right Grotesk Wide  
Bold for headlines

**No liquidity pool.  
No problem.**

---

Inter for body text

Trade with confidence because  
all of our stocks are backed by  
tangible assets.

---

Right Grotesk Wide  
Bold in uppercase

**LAUNCH APP →**

# Colour palette

The brand's primary colors are innovative and futuristic shades of purple. It's also allowed to use purple as a gradient. Secondary colors are rebellious shades of red and unconventional beige.

## Primary colors:



Strong, innovative purple  
#7F4CFA

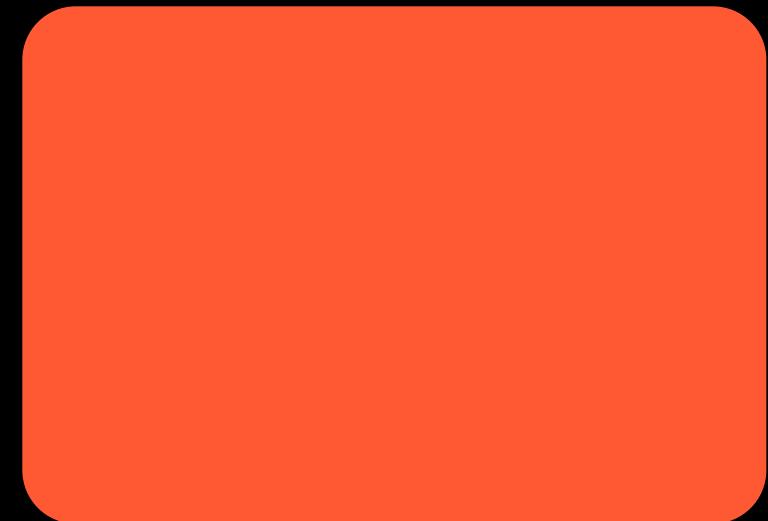


Safe, futuristic violet  
#C3B9FF

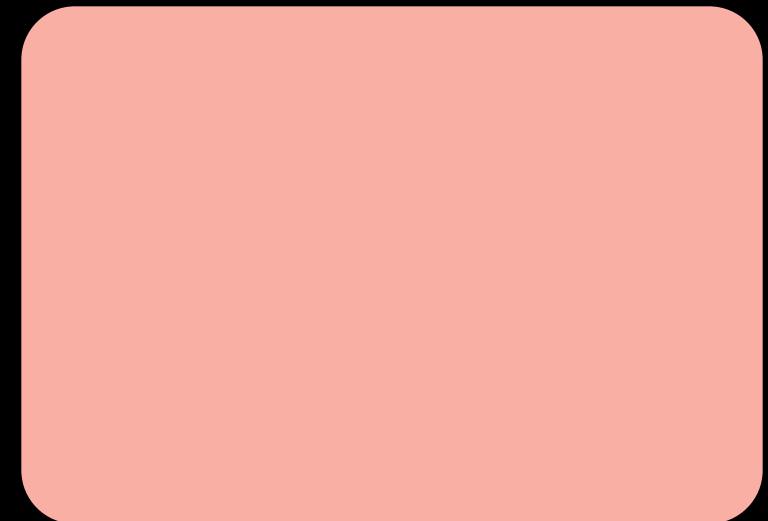
## Secondary colors:



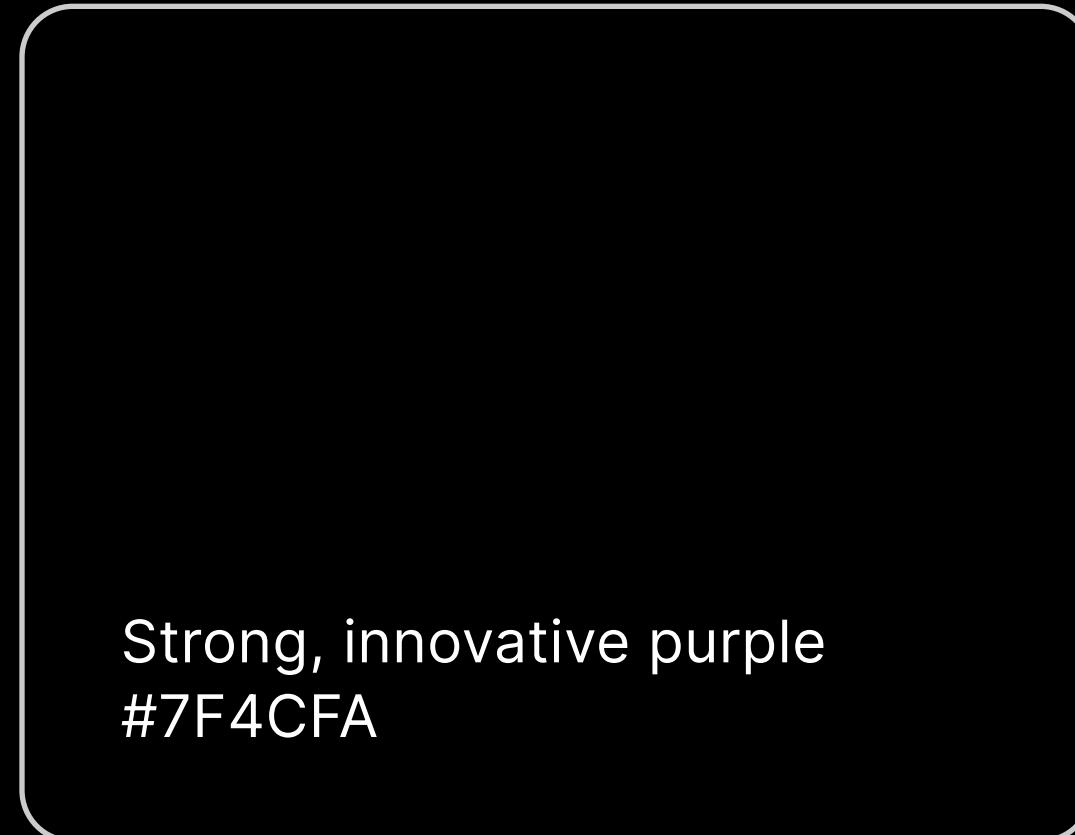
gradient



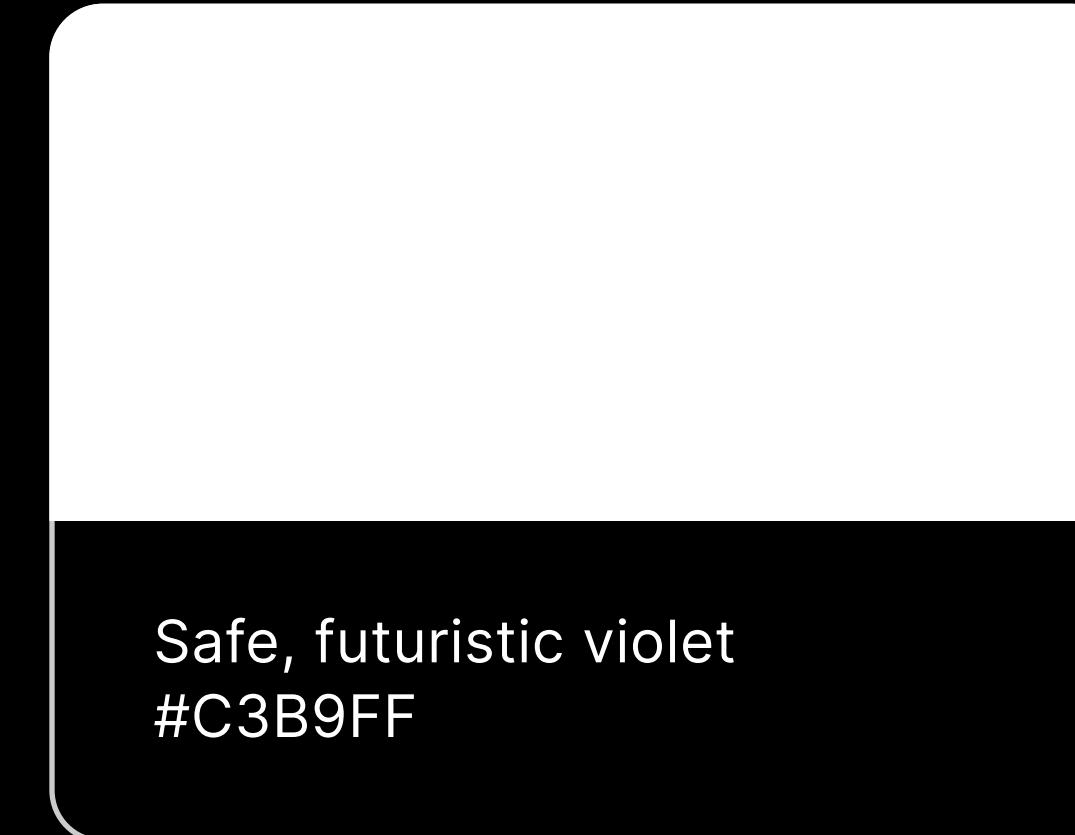
Rebellious red  
#FF5934



Unconventional beige  
#FAAFA5



Strong, innovative purple  
#7F4CFA

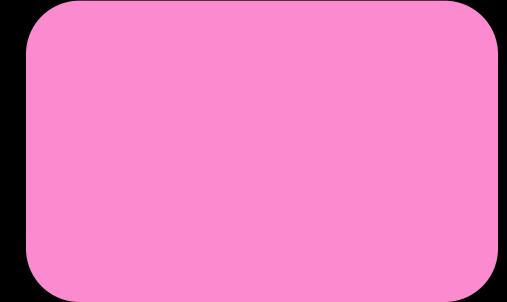


Safe, futuristic violet  
#C3B9FF

## Additional colors only for the illustrations:



blue  
#2F3CFA



pink  
#FB8ACF



burgundy  
#762045



silver  
#C7D7EC

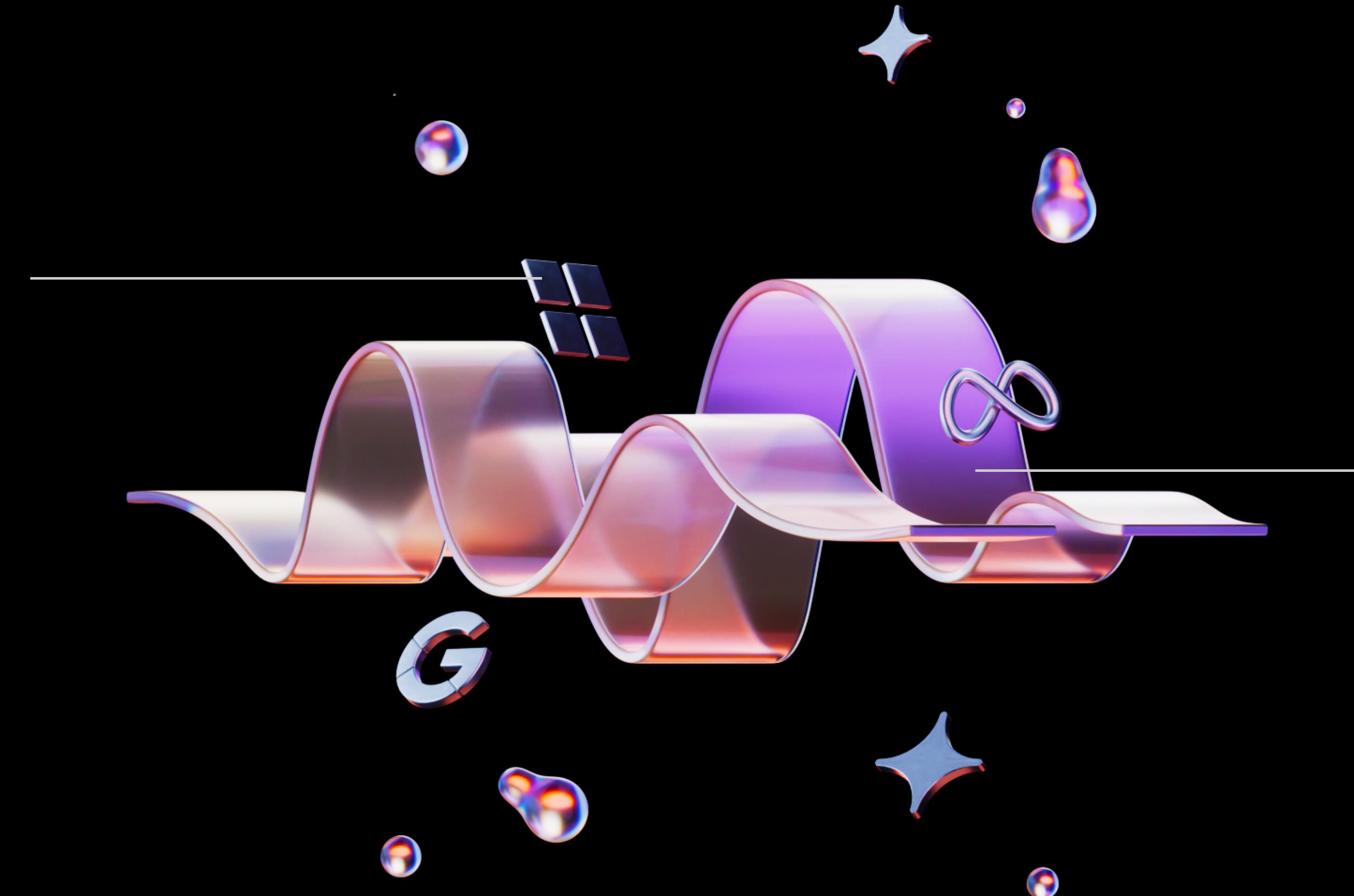
# Illustrations

One of the strongest elements of the key visual are 3D illustrations. They are a metaphorical representation of the brand's activity. They are abstract and futuristic.

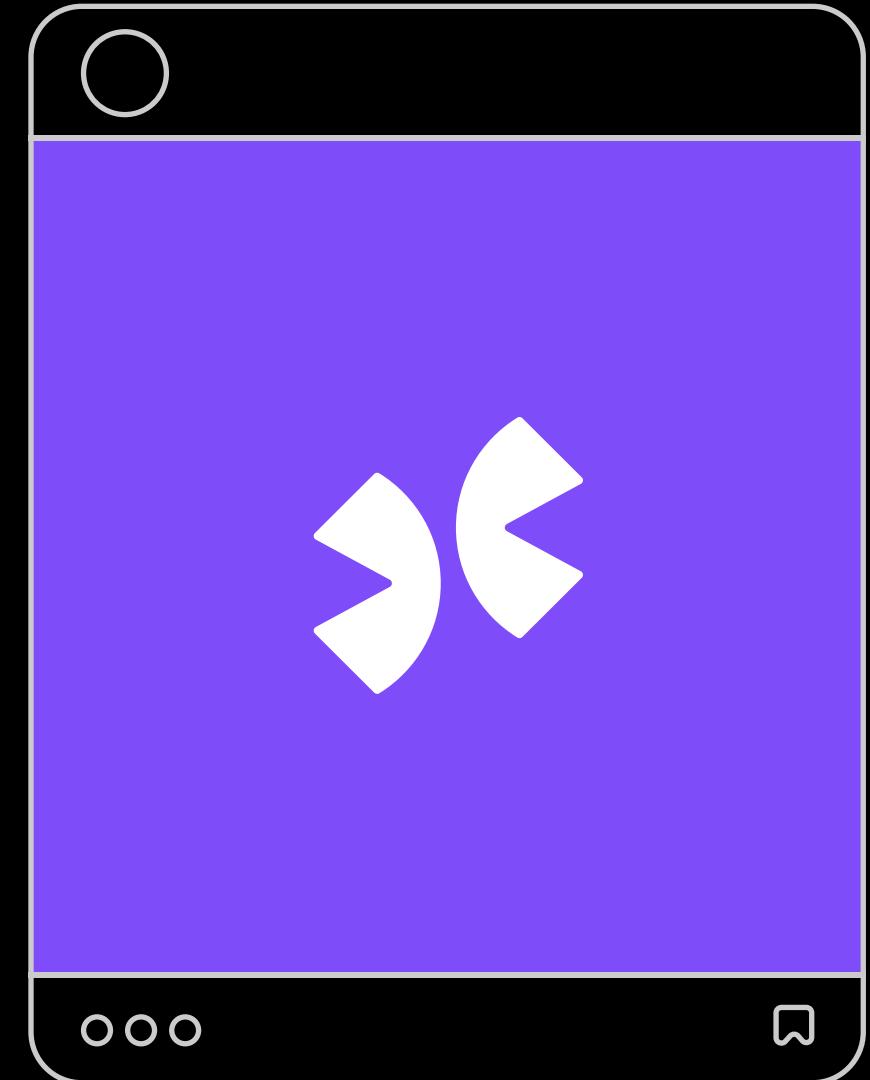
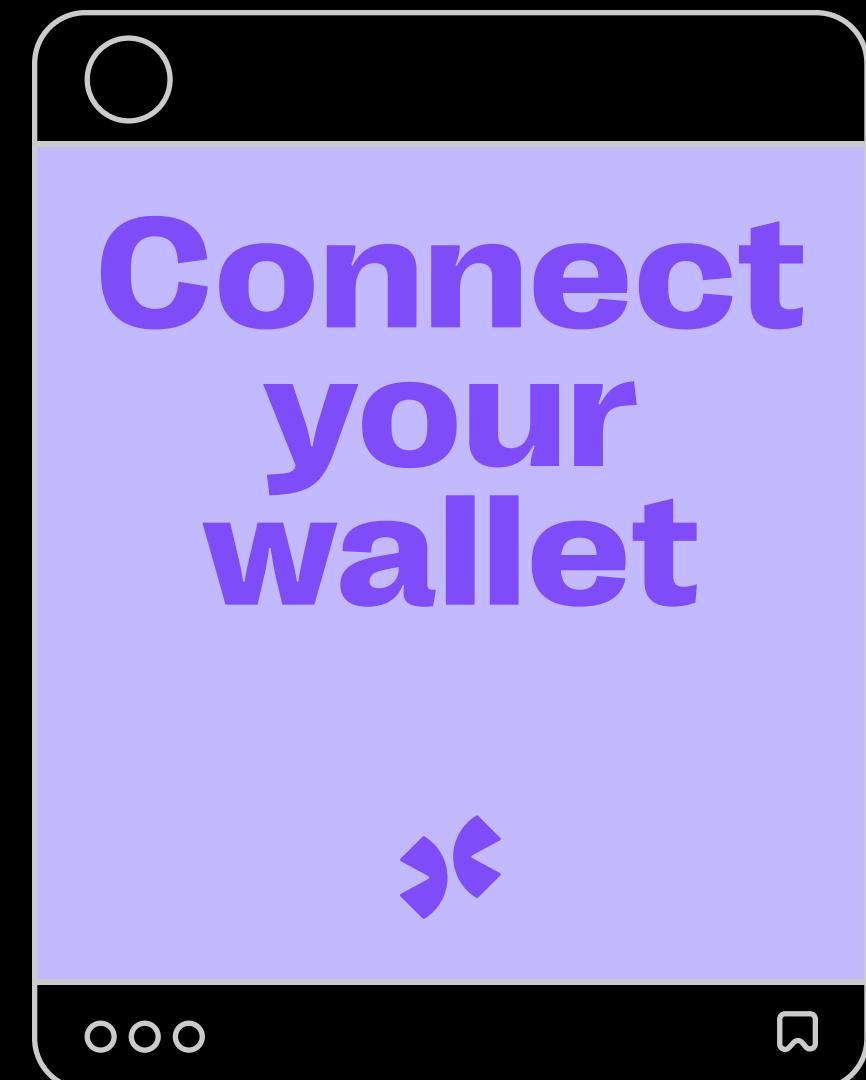
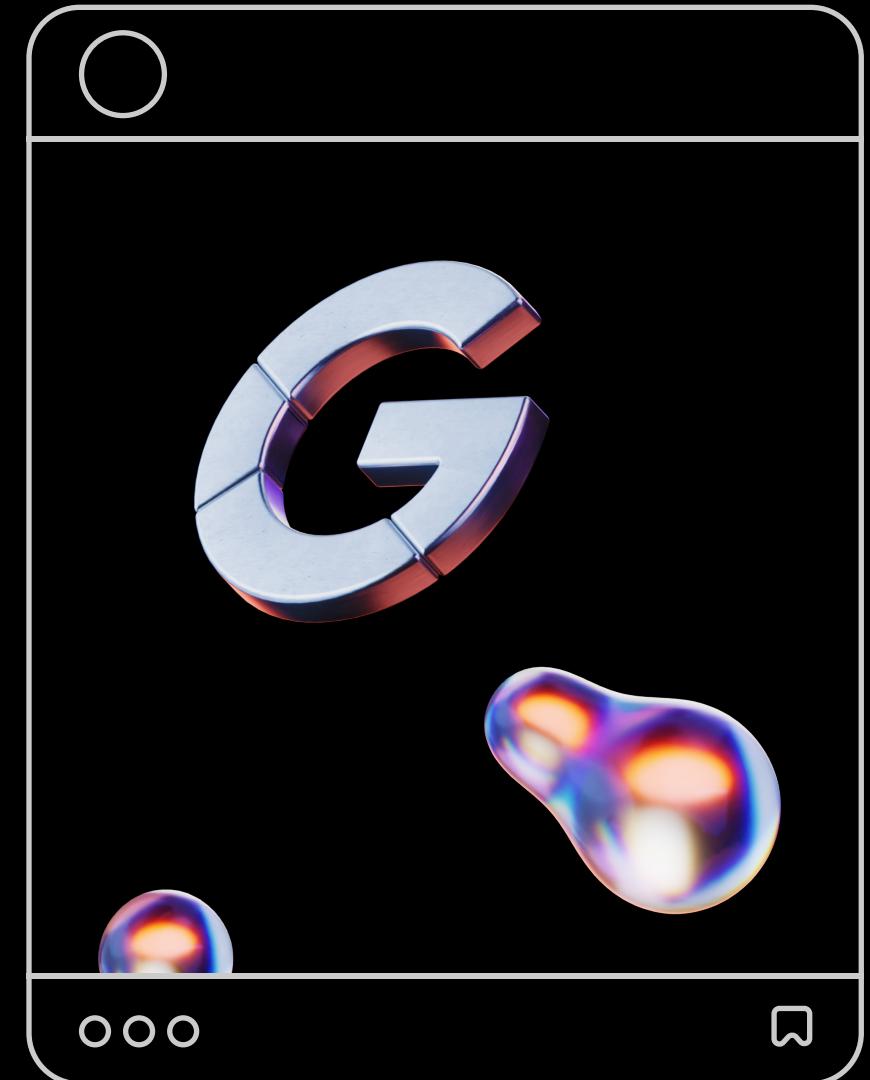
Simplified logo symbols of biggest brands that are in stock market.



Shape that is a reflection of rise and fall of the stock value.



# Key visual examples



+2.56%

# Key visual examples

