



BRAND IDENTITY STYLE DOCUMENT

UPDATE 14/07/2025



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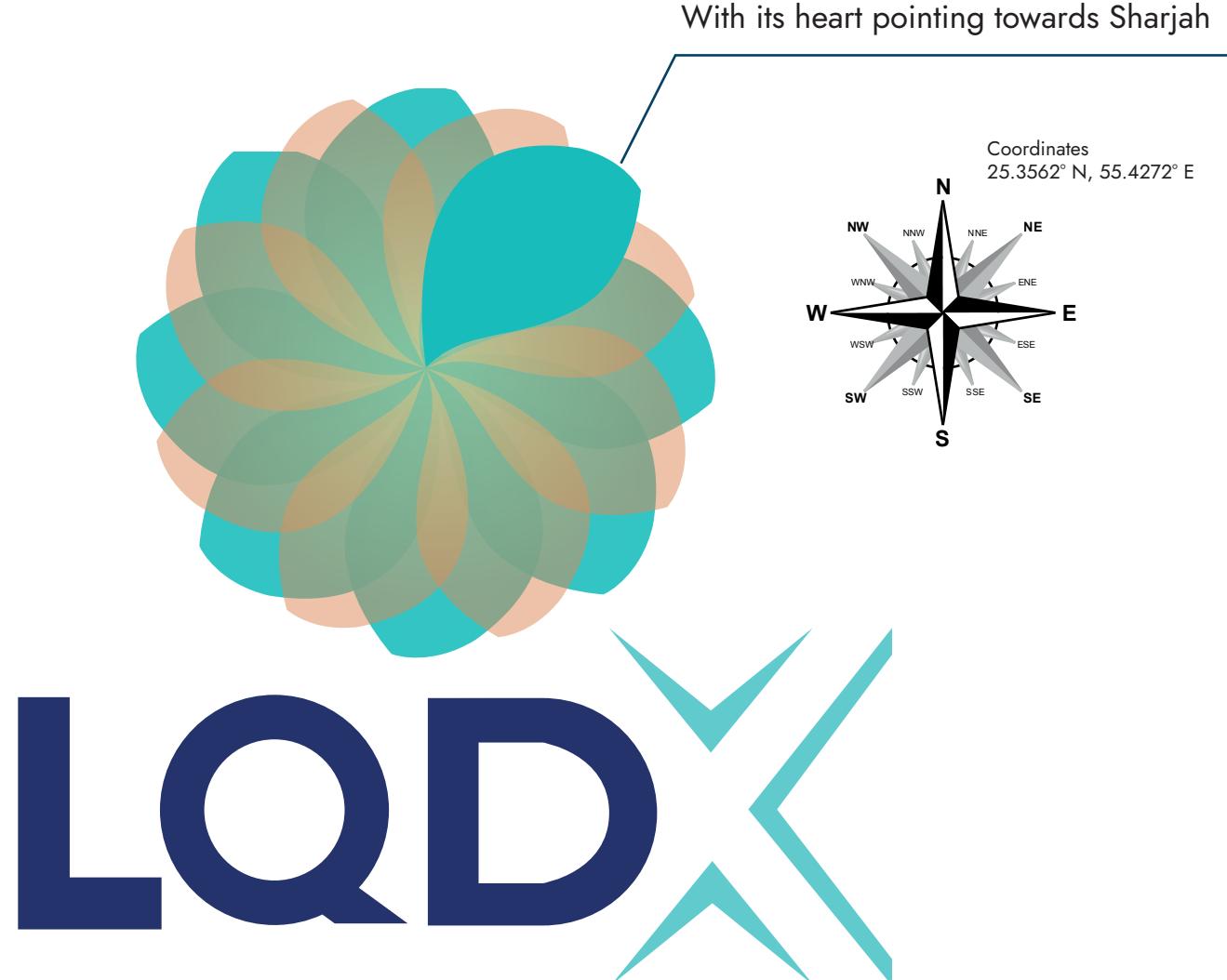
LOGO & BRAND IDENTITY GUIDELINES

- LOGO SPECIFICS
- LOGO BACKGROUND VARIATION
- CLEAR SPACE
- COLOUR SPECIFICATIONS
- TYPOGRAPHY IN USE
- LOGO BEST PRACTICE
- DESIGN ICONOGRAPHY
- MOCKUPS

The logomark for LQDX Capital represents sophistication, innovation, and premier experience within the financial industry.

At the core of the visual identity is a stylised Desert Rose, a natural crystal formation unique to arid regions. It has been artistically reimagined with overlapping translucent layers in earthy golds, soft sands, and cool mineral blues, symbolising:

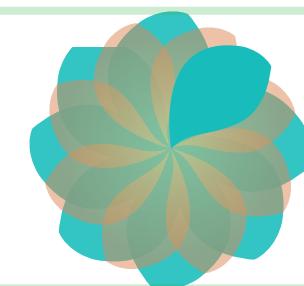
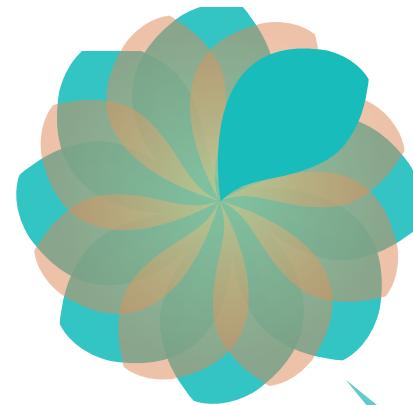
- Natural value hidden in plain sight
- Layered opportunity through innovation
- Enduring beauty formed under pressure



Iconography artwork and text can be arranged top to bottom, or side by side.

Both are acceptable, choose the option that best suits the layout of the asset being created.

Each version of the logo has it's own clear space, be wary of this during creation and design phases.



When arranging the logo horizontally, please use the 'X' guidelines to scale the Desert Rose. Please take care to retain the 1:1 square aspect ratio of the Rose when resizing.

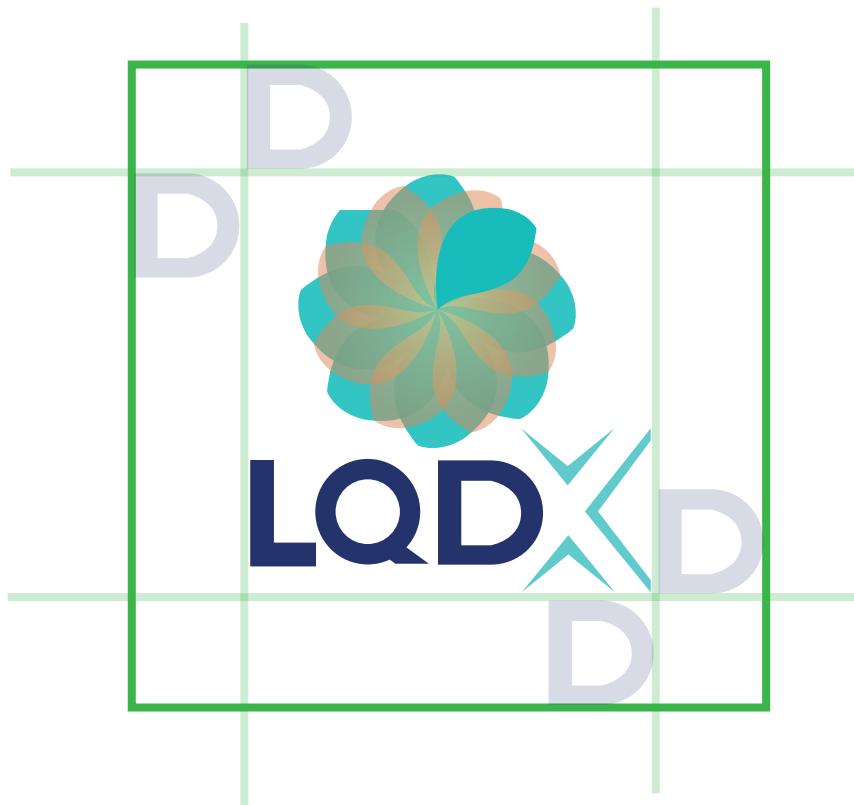
CLEAR SPACE

Clear space prevents type, imagery, or other graphic elements from interfering with the legibility of the logomark. No graphic elements should encroach the border around the logomark.

This space is determined by the width of the letter 'D' from within the logo text, with consideration of the full height of the 'X' as the outside bounding area of the logo.

Please refer to the diagrams for examples of this principle.

LOGO CLEAR SPACE



The only colours that may change on the logo is the dark navy, which may be replaced with a white/light neutral grey tone on darker backgrounds.

This is to retain legibility. The logo iconography must retain it's individual colours, as changes to the logo iconography will represent changes to the functionality of the product being used.

The base logo must always retain it's teal & orange colour scheme, but the X iconography may be swapped for a different colour if related to a different suite product.

Always prioritise using the original version of the logomark, where possible.

LOGOMARK BACKGROUND VARIATION



Primary: Deep navy blue - sophistication, trust, financial expertise



Hex #0E3D61
RGB 14, 61, 97
HSB 206, 86%, 38%
CMYK 99, 73, 36, 27



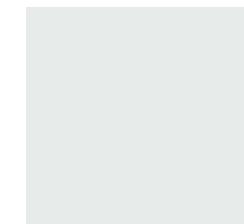
Hex #1DB5BA
RGB 29, 181, 186
HSB 182, 84%, 73%
CMYK 72, 0, 31, 0



Hex #F2D974
RGB 242, 217, 116
HSB 48, 52%, 95%
CMYK 8, 12, 64, 0



Hex #9DD0B5
RGB 157, 208, 181
HSB 148, 25%, 82%
CMYK 44, 0, 36, 0



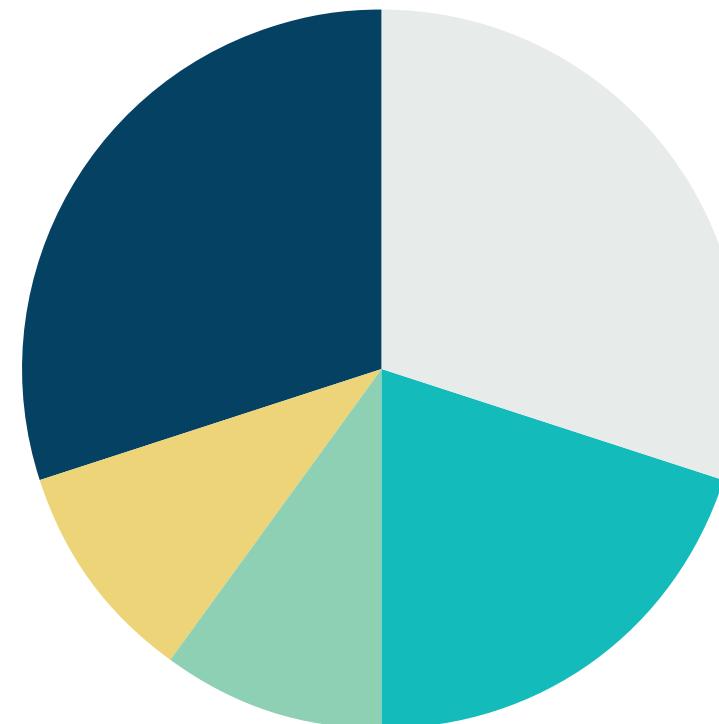
Hex #EEF0EF
RGB 238, 240, 239
HSB 150, 1%, 94%
CMYK 8, 4, 7, 0

Secondary: Vibrant teal - innovation, energy, forward-thinking

Accent: Warm golden yellow - premium positioning, growth, opportunity

Supporting: Soft sage green - balance, stability, harmony

Neutral: Clean whites and light grays for contrast and readability



Ideal colour usage ratios should fit with this pie chart, with some exceptions for certain products or assets.

Please check with the design team if unsure.

The primary typeface family for LQDX Capital is Jost.

The most used weights should be Regular & Medium, with some usage of Semi-bold for heightened impact/important information.

Jost should be used for body text and titles.

A useable companion font is Lato. This can be used if Jost is not feasable, as they are similar visually and work well together. This is also a useable font for body text and titles.

If neither font is available, or suitable for purpose, Calibri can be used in a pinch.

JOST

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
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
! " £ \$ % ^ & * () ' : ;

LATO

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
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
! " £ \$ % ^ & * () ' : ;

Titles and subheaders are to be written in block capitals, differentiated by either size, font weight, or a combination of the two.

Consider hierarchy of text, and always try to use Jost for notable headers, titles, subheaders etc.

Consider the tone carefully when writing content and information for the brand; the goal is to appear sophisticated and luxe, without appearing condescending or unobtainable. We represent the finest quality standard of financial innovation, and the tone of the writing for the brand must reflect this.

IDEAL CONTENT STRUCTURING. IS AS FOLLOWS

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HEADER 2

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DO NOT:

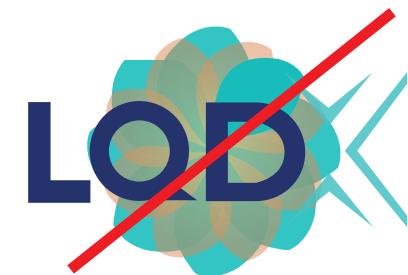
Resize the logomark iconography outside of the mentioned exception earlier in the document.

Skew or change the text of the logo, including replacing the stylised 'X'.

Change the font of the logomark.

Change the colours of the Desert Rose iconography of the logomark.

Allow design elements to encroach into the noted padding space of the logomark.

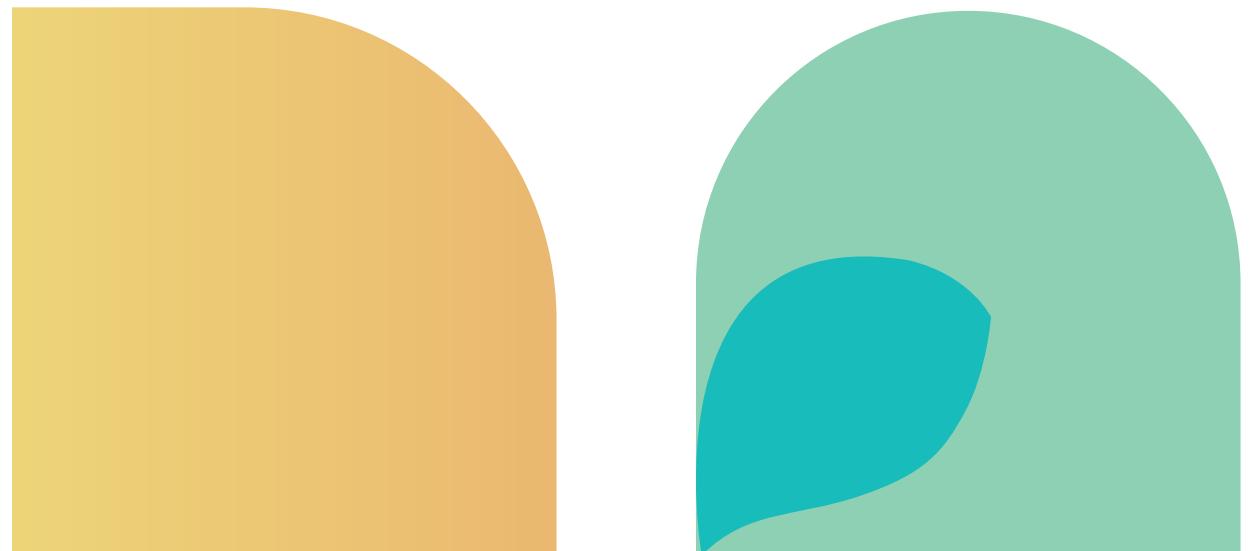


Utilise round shapes, flowing lines, in combination with contrasting sharp corners. This is to mimic the shapes of the logo itself, and the 45 degree angle to Sharjah – present in the Desert Rose iconography.

Flowing lines are reminiscent of sand dunes, natural shapes and formation of flow found within nature; the golden mean.

The shape of the ‘petal’ within the logo may also be used as well, either as a placement tool or a visual companion asset.

Subtle gradients are allowed and encouraged in suitable applications, to match the varying opacity found within the logomark itself.







RECIPIENT NAME

Address 1, 2
Town, City
Postcode

DEAR RECIPIENT,

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Lore ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, cons ectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo.

Lore ipsum dolor sit amet, cons ectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

✉ info@lqd-x.com

📞 +1 2345 67890

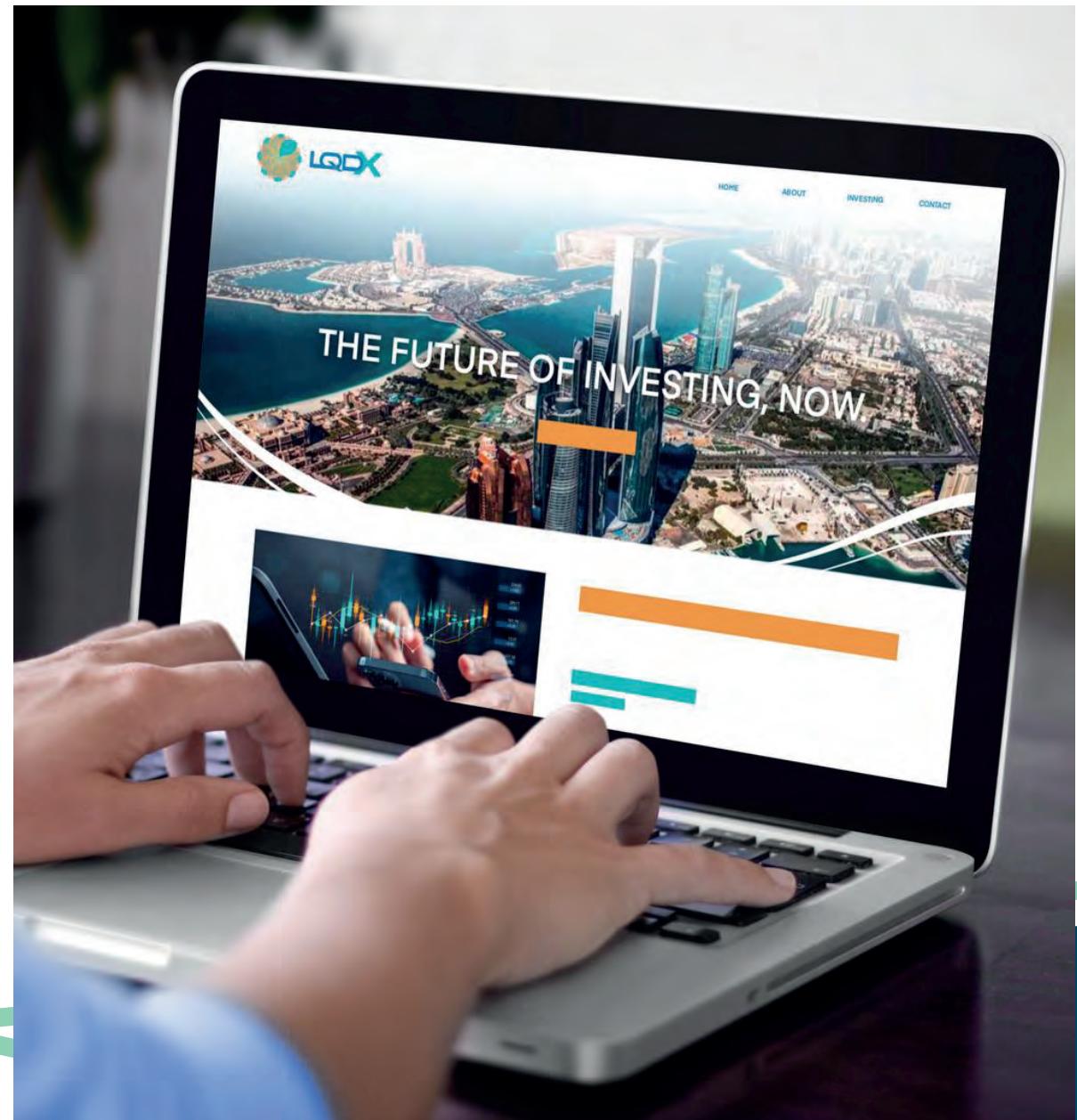
📍 Address 1
Address 2
Town, City
Postcode
Country



The LQDX Capital website layout reflects the brand's premium positioning and refined visual identity. Built on a foundation of clean structure, intuitive navigation, and responsive design, it prioritises clarity while showcasing sophistication. The consistent use of our core colour palette - deep navy, mineral teal, and warm golden accents - guides the visual experience, while ample white space and flowing iconography echo the layered elegance of the Desert Rose.

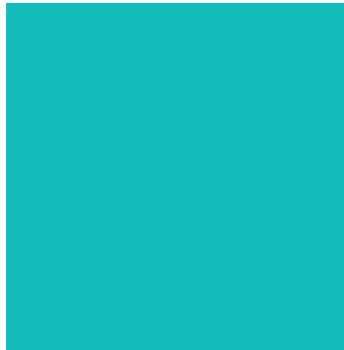
Typography adheres to our standards, with Jost leading the hierarchy for headers and body text, ensuring a modern yet approachable tone. Visual elements align to the 45-degree geometry present in our logo, and interactive components follow a balanced rhythm that mirrors our values of trust, innovation, and performance.

Every section of the layout, from homepage to investor dashboards, is intentionally designed to maintain the integrity of the brand while delivering seamless user experience.





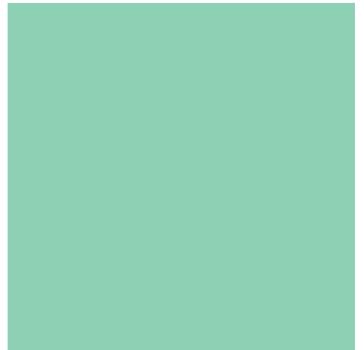
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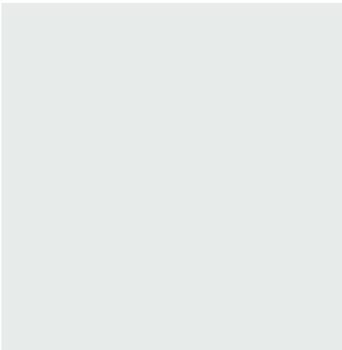
Hex #1DB5BA
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