



Brand guidelines

Main logo

A.

Logo for use on white backgrounds

[↗ SVG](#)

[↗ PNG](#)

B.

Logo for use on dark backgrounds

[↗ SVG](#)

[↗ PNG](#)

A.



B.



Safe space

Our DXtrade logo combines a distinctive brand icon with customized typography derived from our primary typeface, Early Sans.

Always leave enough space around the logo by maintaining a minimum margin of x , where x is defined as the width of the "D" element in the logo.



Main colors

For brand communications, we use our primary colors. These are the colors we claim and apply consistently to build recognition.

White

RGB: #FFFFFF

CMYK: 0,0,0,0

PANTONE: White C

Aurora Green

RGB: #2BB673

CMYK: 17,17,0,17

PANTONE: 7467 C

Ink Blue

RGB: #052651

PANTONE: 2766C

Jet Black

RGB: #1D1D1B

CMYK: 0,0,0,98

PANTONE: Neutral Black C/UC

White

Aurora Green

Ink Blue

Jet Black

Incorrect use



✗ Don't use low-contrast backgrounds or visual effects



✗ Don't alter the logo structure



✗ Don't place the logo on photographic backgrounds



✗ Don't place the logo in containers or apply non-brand colors

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