



SpotEx.trade

Brand Guidelines



Primary Logo



SpotEx.trade



Monogram Logo



Secondary Logo



SpotEx.trade



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Colors

Spotex Blue

C: 84 M:51 Y:0 K:0

R: 0 G:117 B:204

Soft Black

C: 73 M:67 Y:65 K:78

R: 26 G:26 B:26

White

C:0 M:0 Y:0 K:0

R: 255 G:255 B:255

GUIDELINES

Dimensions

1



Minimum Size 100px

The vertical lookup (logomark with S-mark) should not be smaller than 100px

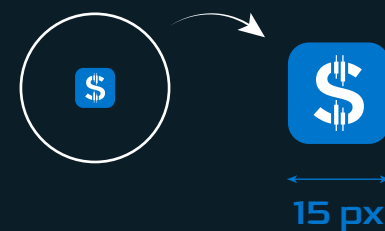
3



Minimum Size 170px

The horizontal lookup (logomark with S-mark) should not be smaller than 170px

2



Minimum Size 15 px

The monograms (logomark with S-mark) should not be smaller than 15px

4



Minimum Size 15 px

The monograms (logomark with S-mark) should not be smaller than 15px

This applies to coloured and mono-coloured versions of the logo.

Safe Space

x

x Indicator =



SpotEx.trade x

x

Usage Do's



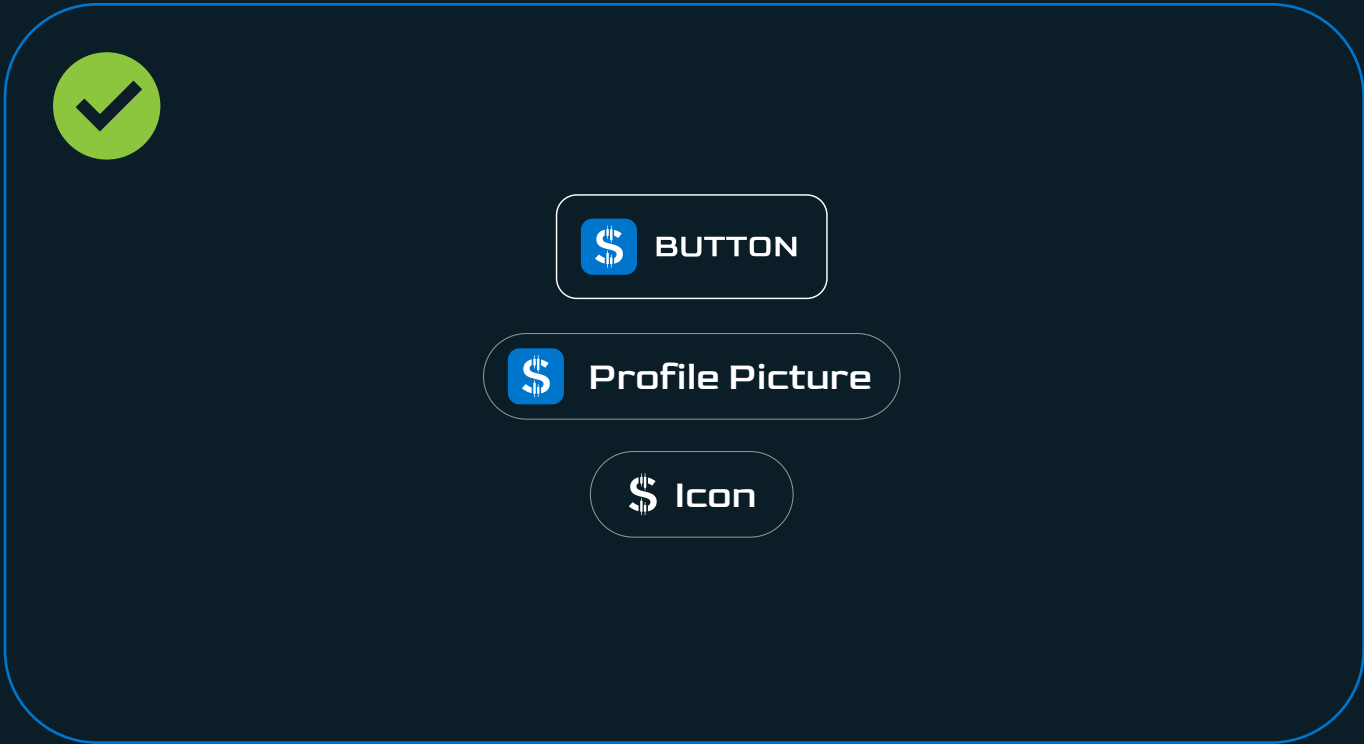
The Logomark should always be used with its S-mark whenever possible.



The Horizontal lockup should be always aligned left on a page. It should be never be aligned right.



The Horizontal lockup should be always aligned left on a page. It should be never be aligned right.



The logomark should only be used for: Buttons, Profile Picture, and as an Icon.



The primary (with blue logogram) should always be used, wherever possible.



The mono-coloured logos should only be used if the blue logo is used against a background colour that result in low-contrast.

Usage Dont's



Do not distort all logos.



Do not change the logo color far away from the color guide.



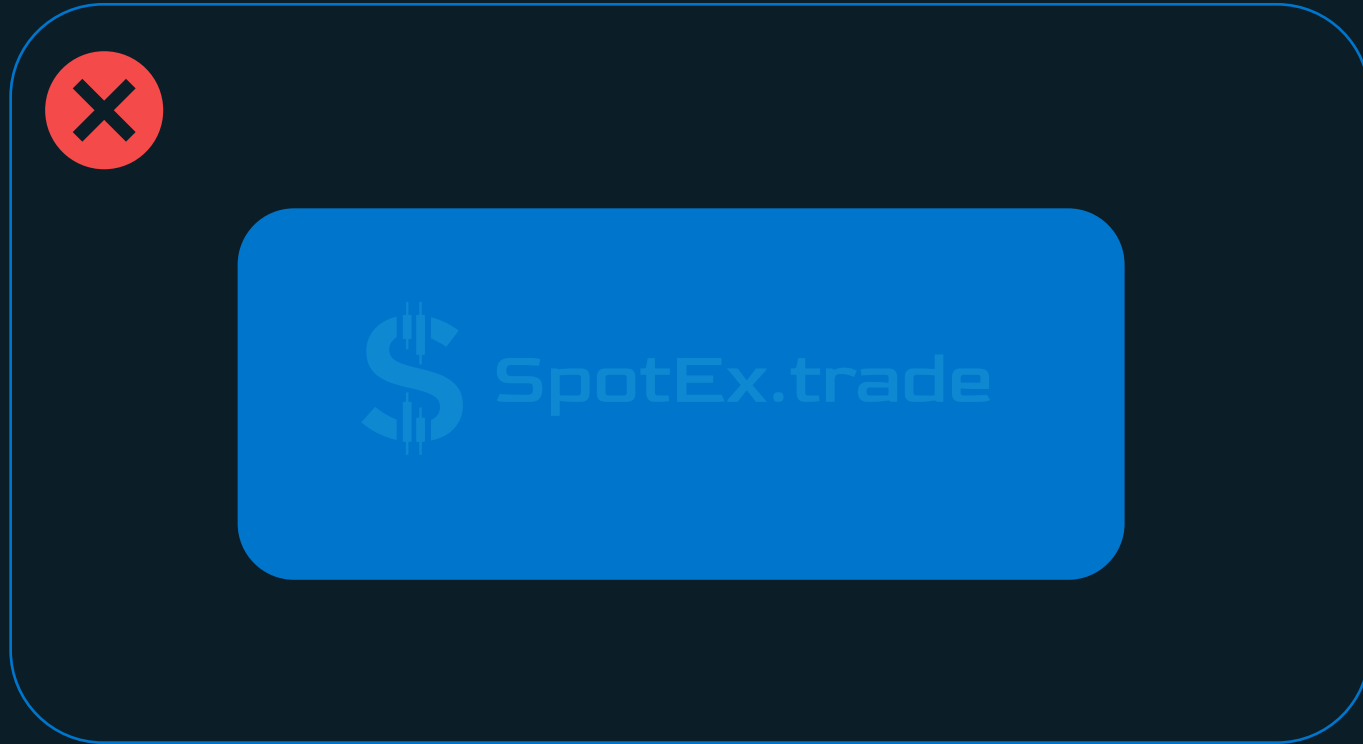
The Horizontal lockup should be always aligned left on a page. It should be never be aligned right.



Do not add gradient colour into the logo.



Don't separate the logo



Do not use the color that make the logo not clearly visible.