



Paxos Brand Design Guidelines

August 2021 | This is a living document that will evolve and expand

Please reach out to ejacobowsky@paxos.com with any questions

Brand Colors

Main Colors

Our main colors are our primary colors used throughout the Paxos branding system. These colors also comprise our logo so we must be careful when using them. Please refer to the background color section for more information.

Tints

Tints are used to establish hierarchy and contrast within text layouts. Darker tints emphasize headlines or instructional content while lighter tints can be used for supplemental information

Base

Base colors are our preferred background colors when creating a design or layout. These colors maximize our logo's impact and legibility.

Main



Primary
#00522C



Secondary
#00845E



Supporting Lime
#B3D234



Supporting Blue
#0094D8

Tints



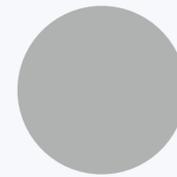
Black
#000A12



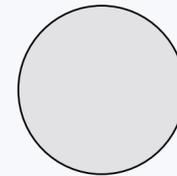
Dark Gray
#43494E



Medium Gray
#828385

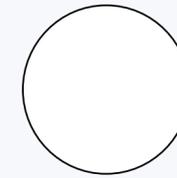


Light Gray
#B0B1B1

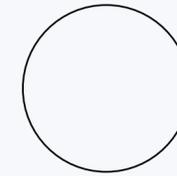


Lightest Gray
#E2E2E4

Base



Base White
#FFFFFF



Base Gray
#43494E

Logo Usage

Master Logo (Full Color)

The master logo should always be our first choice as it is our most recognizable logo and carries the most brand equity. It should only be placed on light colors to ensure maximum legibility.

Reverse Logo (White)

Use this logo to ensure contrast and legibility only when the master logo cannot be used.

Black Logo

This logo should be used when printing is limited to one color.

Paxos Mark

There are only a few scenarios where using the mark on its own is acceptable. A few examples are: Favicon, App Icon, Social Media



Logo Usage

Clear Space

Clear space refers to the designated area surrounding the logo. To ensure logo legibility and integrity, the surrounding area must be clear of other elements such as other logos, images or type.

The Paxos logo should never compete visually with other graphical elements. Always leave an area equal to 2x the height between the top of our mark and Paxos wordmark.

Minimum Size

The Paxos logo should always be large enough to guarantee legibility. The minimum size measurement refers to the width of the Paxos logo.



Minimum Logo Size
55px

Logo Usage

Background Colors

When the Paxos logo is placed on a background color, the first priority is visibility and maintaining logo integrity.

It is preferred that our logo is displayed on our base colors to maximize its legibility and impact.

In certain situations our reverse (white) logo may be necessary. Please use your best judgement when placing our logo on a background color to ensure maximum contrast and legibility.

Light Background



Dark Background



Logo Usage

Background Colors

The Paxos logo should only be used on light colored backgrounds.

As shown here, parts of our logo disappear when placed on any of our main color backgrounds.

Do not place our master logo on any of our main colors.

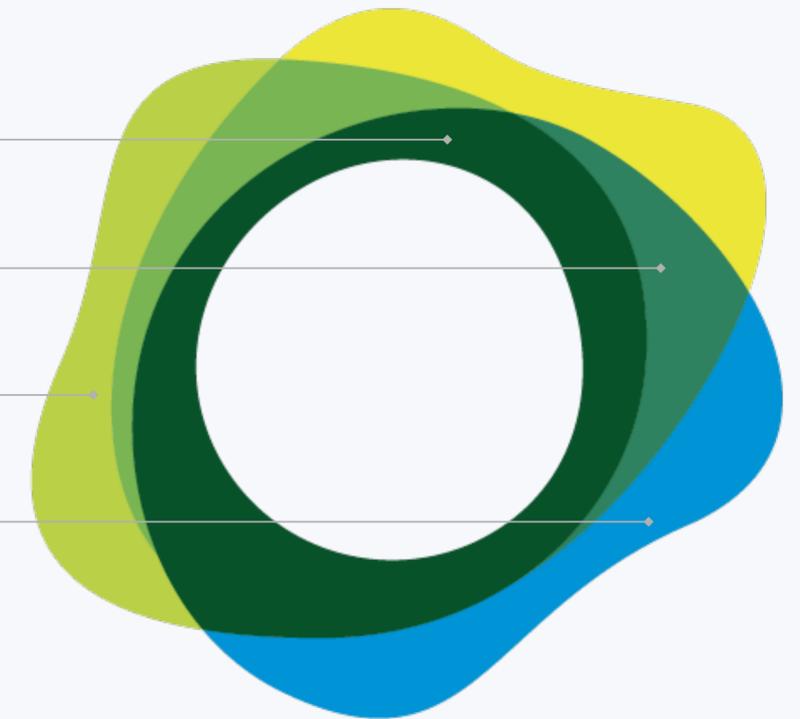
Please use our reverse (white) logo if placing on one of our main color backgrounds.

Primary #00522C

Secondary #00845E

Supporting Lime #B3D234

Supporting Blue #0094D8



Logo Usage

Incorrect Logo Usage

The Paxos logo has been specifically designed as a locked logo, and should not be recreated or modified in unapproved ways.



⊗ Do not rotate or tilt the logo



⊗ Do not move elements in the logo



⊗ Do not change the logo typeface

PAXOS

⊗ Do not remove elements of the logo



⊗ Do not outline the logo



⊗ Do not add a drop shadow to the logo



⊗ Do not recolor the logo



⊗ Do not distort or stretch the logo in any way.



⊗ Do not place the logo on busy or low contrast images

Logo Usage

Co-Brand Logos

Co-branding shows a partnership between Paxos and another company and represents an exchange of credibility between both brands.

Paxos-led co-branded materials feature the Paxos logo on the left and the partner logo on the right. Partner-led cobranded materials feature the partner logo on the left and the Paxos logo on the right. All logo standards and guidelines apply.

All co-branded uses of the Paxos logo must be approved by Paxos and Partner Marketing and adhere to the following guidelines:

- Make all logos appear equal in size
- Center-align the Paxos logo horizontally or vertically with other logos
- Maintain equal distance between all logos
- Create a 1-pt Light Gray stroke divider between the logos. A vertical stroke should be the height of the logo clear space. A horizontal line should be the length of the Paxos logo.



✓ **Lockup A: Horizontal Lockup**
Place Paxos logo next to partner logo.
Place Paxos logo on left.



✓ **Lockup B: Stacked Lockup**
Place Paxos logo above partner logo.



✓ **Lockup C: Icon Lockup**
Place Paxos mark next to partner mark.
This lockup should only be used if it is already clear that the content is created by Paxos. Partner must also give permission for it's mark to be used alone.



✓ **Partner-led co-branding**

Paxos Partners



✓ **Logo Wall**
Co-branding works best with two partners. If there are more than three parties involved or the relationship among them is not equal, try using a logo wall. Place logos alphabetically and keep sizing consistent.

Co-branded lockups to avoid



✗ Do not place partner logo above the Paxos logo when creating co-branded materials



✗ Do not create co-brand lockups with specific products or divisions of other companies.



✗ Do not use Paxos product logos in co-brand lockups

Listing Graphics

Paxos Standard (PAX)

The PAX listing graphic is our Paxos Mark. Use the color version when placed on a white background.

If the exchange's UI style requires the listing graphic to have a colored background (ie: Kraken) use the reverse Paxos Mark.

PAX Gold (PAXG)

The PAXG listing graphic is our reverse Paxos Mark placed on a gold circle.



Paxos Standard PAX

\$1.00



Paxos Standard PAX

\$1.00



PAX Gold PAXG

\$1,833.53

Questions?

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with any questions

