



Banxe Visual Style Guide

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Toolkit

The elements of visual identity constitute a design toolkit. Use them, and then the visual expression of Banxe will gain a unified form.

The following tools are used for visual design:

 Logo and logomark

 Typography

 Color Palette

 Photostyle

 3D Illustrations

 Icons

 Banxe Brand Element

 Layout Principles

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Logo and logomark

The Banxe logo is our most recognizable tool. Its simplicity makes the logo easy to read and recognize, while its monochrome design allows for its use in a wide variety of contexts.

The primary logo consists of a logomark and a wordmark, crafted in a unique font style. This version is recommended for use in all marketing communications, such as outdoor and online advertising, press, etc.



Materials

Link to the logo in UI Kit: <https://www.figma.com/file/SCYhz6dViUKxJSUsgiCQZS/UI-Kit-for-SMM?type=design&node-id=5510-524&mode=design&t=JkzRoZx8YklisKQK-4>

Protection space and minimum size

Protection space

Protection space around the logo is equal to the distance between the logomark and wordmark. In all cases, provide the logo with the appropriate clear space. It is not recommended to place text or objects within the protection space area



Minimum size

The logo can be as large as desired, however, it is necessary to define its minimum size at which it remains legible and readable.

The minimum size of the Banxe logo for printing is 15 mm in height, and in the digital environment - 40 px in height.



Scale

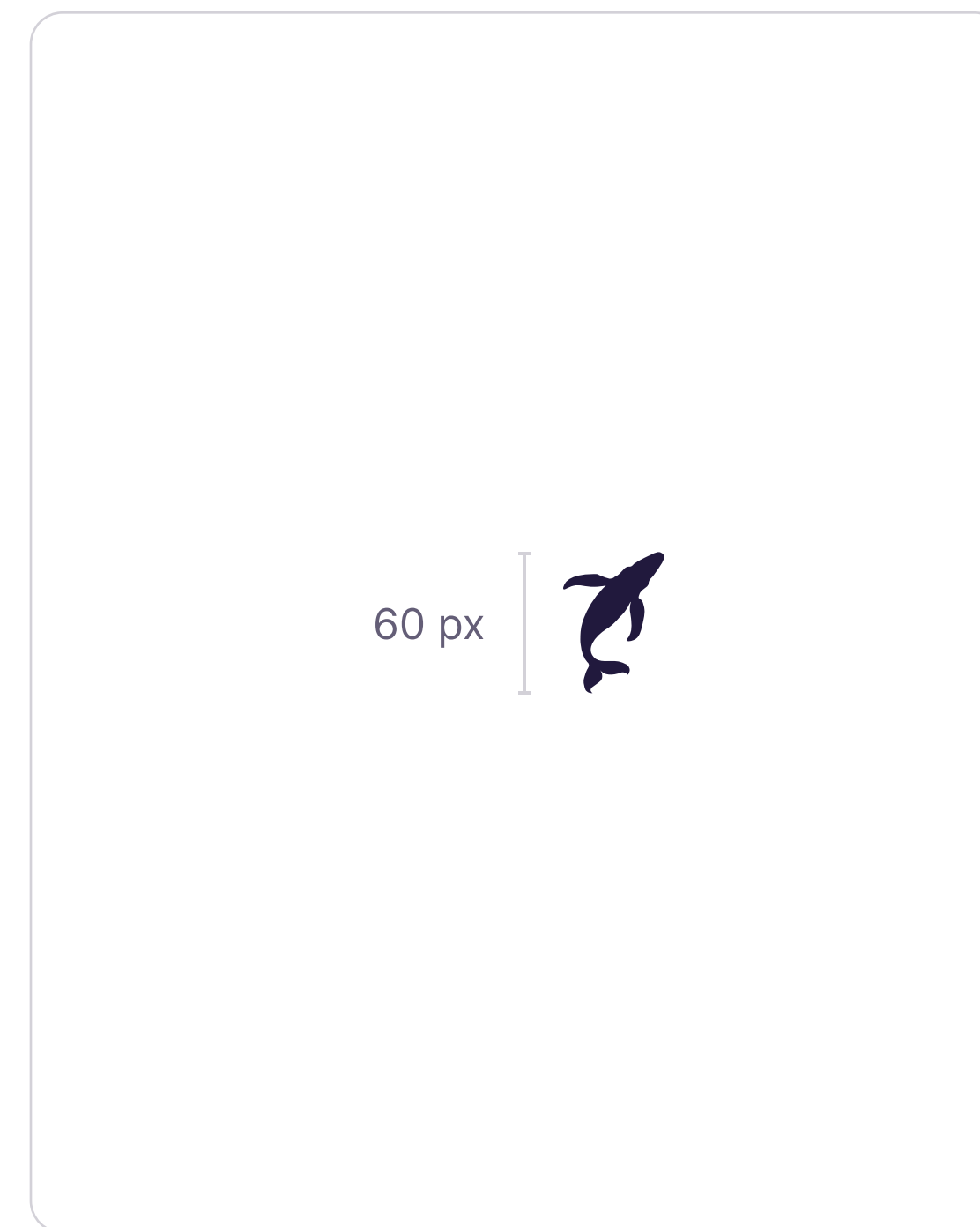
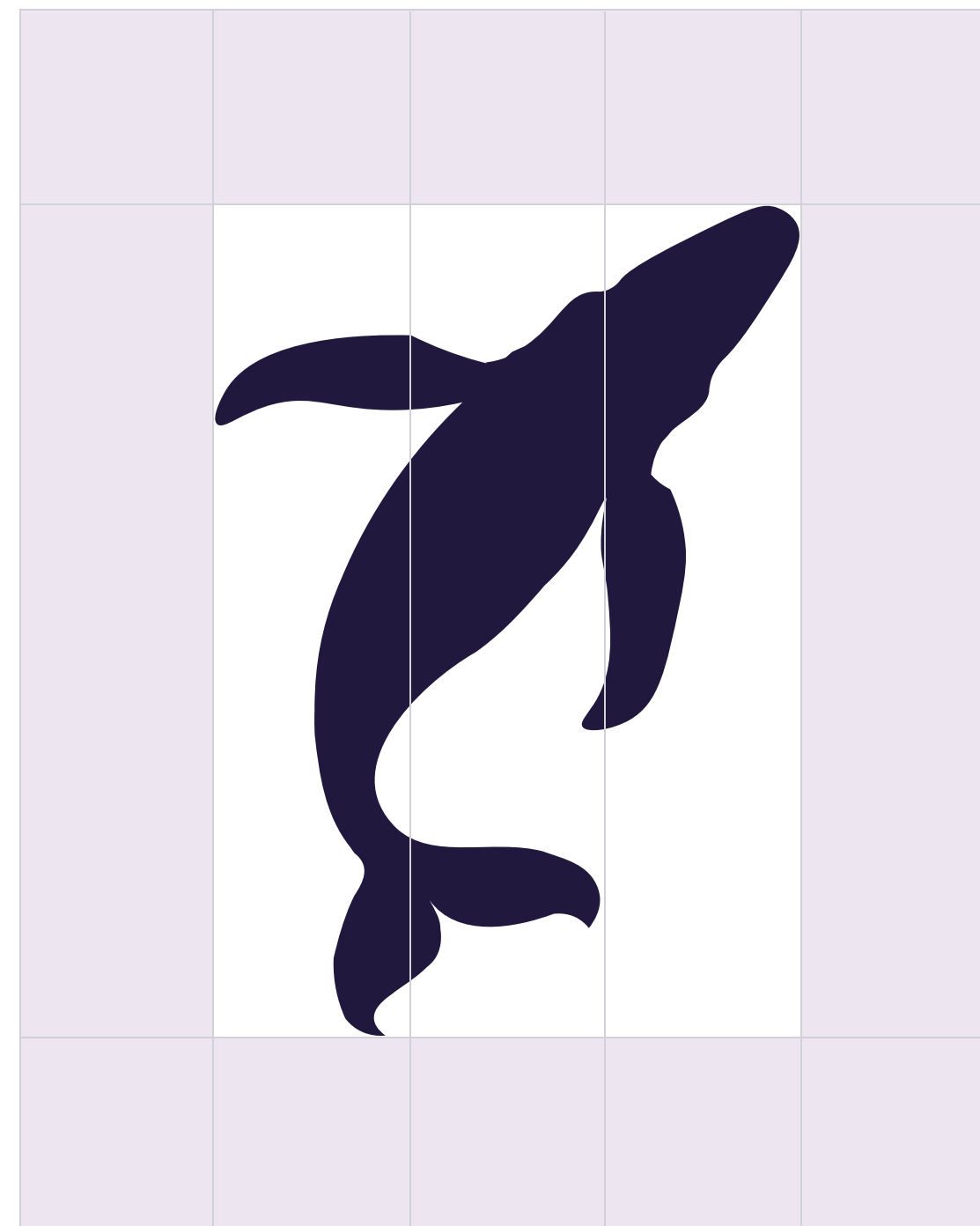
The logo can be scaled to the required sizes without any limitations on enlargement and down to 40 px in height for reduction. The logo must not be used if it is smaller than 40 px in height.



Abbreviated version of the logo

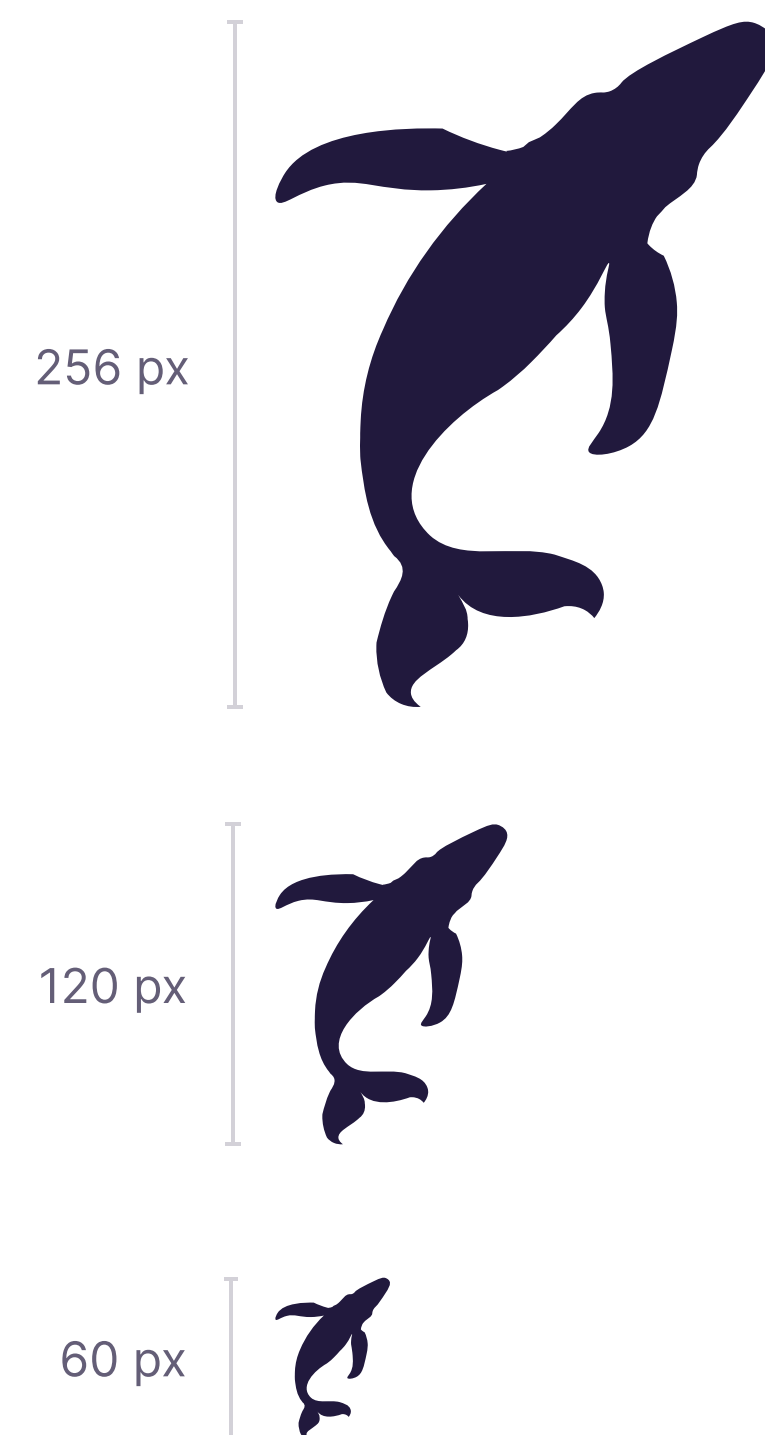
The abbreviated version consists of the logomark and is used on small carriers, such as a website's favicon or a mobile application's icon.

The protective field of the abbreviated logo is equal to 1/3 of its width. It is not recommended to place text or objects within the protection field area.



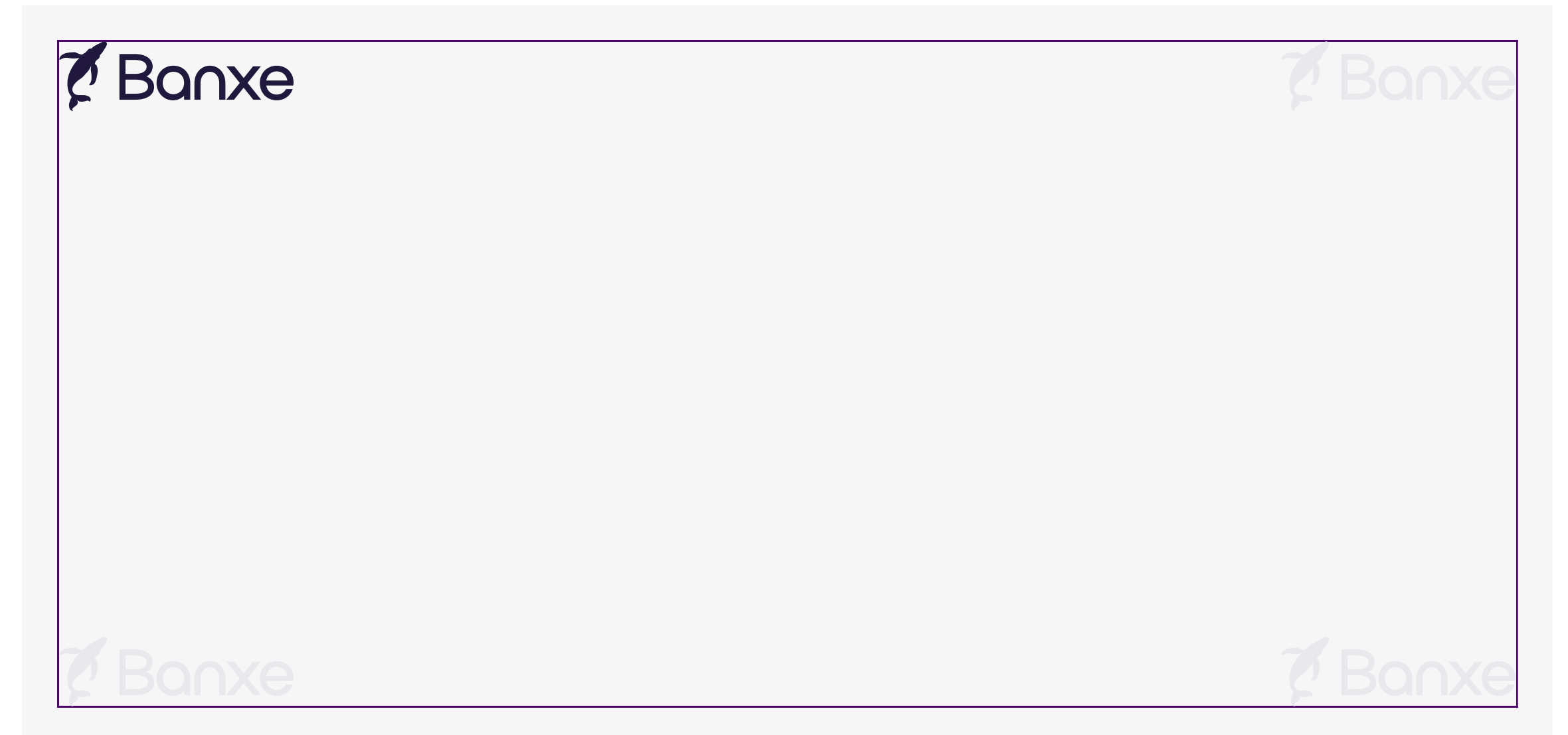
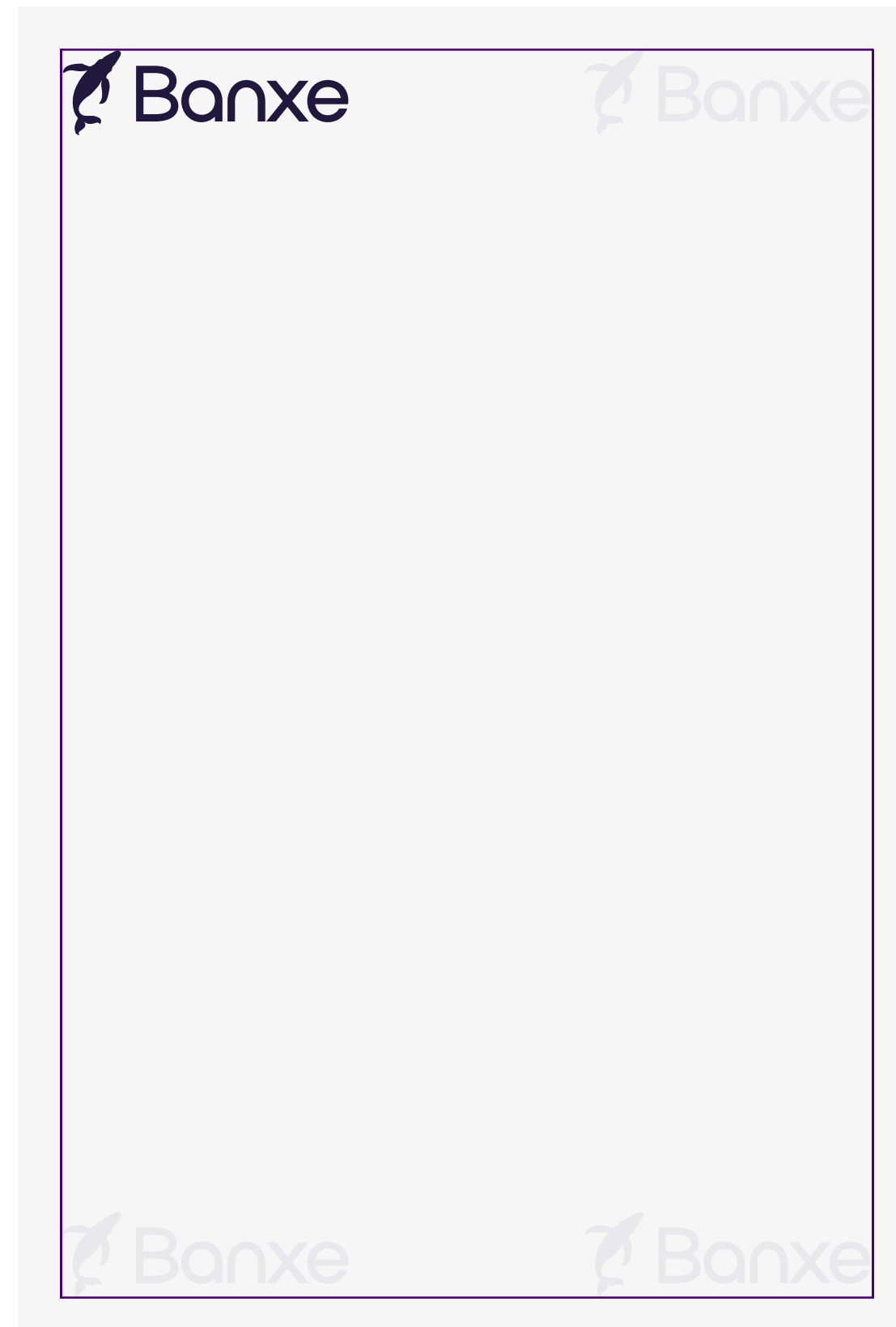
Scale

The abbreviated version of the logo can be scaled to the required sizes without any limitations on enlargement and down to 60 pixels in height for reduction in the digital environment or down to 20 mm in height for printing. The logo must not be used if its height is less than 60 pixels.



Placement

Always position the logo aligned to the left or right edge — in any format. This achieves visual balance and consistency in all forms of communication.



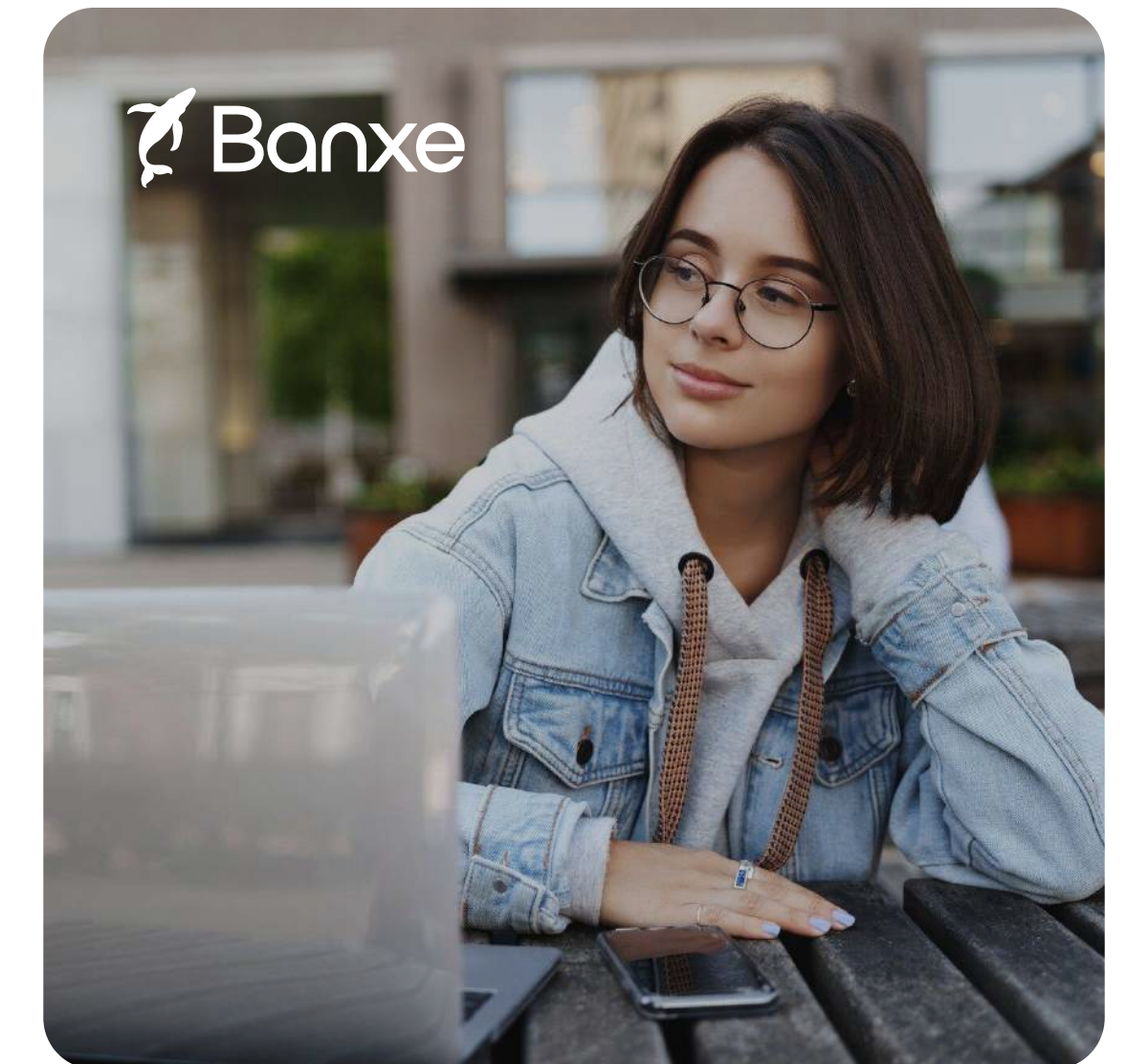
*

In animations, the logo can be used more freely: for example, positioning the logo in the center at the end of the video is permissible.

Background

The background for placing the logo can vary. The main thing is to maintain contrast. The logo should be easily distinguishable against the background.

The logo can also be placed on a photo — the main thing is that there should be enough free space around the sign, and the background should be contrasting.



Colored Background

On the slide - options for using the logo in combination with the colors of the corporate palette (details on page 21)



 Banxe



 Banxe



 Banxe

Mistakes

This slide lists common mistakes in using the logo:

The logo shape is distorted



Elements are rearranged



Only the wordmark is used

Banxe

The logo is placed inside a shape



Shadows or graphic elements are used



An outline is added



Low contrast



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Light

Regular

Inter Medium

SemiBold

Bold

Primary font

Use the Inter font in all texts.

Inter is a variable font family carefully crafted & designed for computer screens. Inter features a tall x-height to aid in readability of mixed-case and lower-case text. Several OpenType features are provided as well, like contextual alternates that adjusts punctuation depending on the shape of surrounding glyphs, slashed zero for when you need to disambiguate "0" from "o", tabular numbers, etc.

ABCDEFGHIJKLM abcdefghijklm
NOPQRSTUVWXYZ nopqrstuvwxyz

Materials

Link to the font on Google Fonts: <https://fonts.google.com/specimen/Inter>

Link to typography styles in the UI Kit: <https://www.figma.com/file/SCYhz6dViUKxJSUsgiCQZS/UI-Kit-for-SMM?type=design&node-id=0-1&mode=design>

Typesetting Rules

These examples demonstrate how to make text clear and legible. These principles ensure the consistency of all materials within the brand. In text blocks, ensure that the right edge is aligned.

Avoid "orphan" lines, where the beginning or ending lines of a paragraph are separated from the rest of the text. In special formats or certain contexts, center or right alignment may be used, but left alignment is preferred.

Example: 44 pt with 54 pt line spacing

**The line spacing is 120%
of the point size.**

**Always try to align text to the
left edge of the strip or column.**

Letter spacing should always be optical

**Letter spacing allows for the
adjustment of the space
between letters.**

**When aligning to the left edge,
avoid significant differences
in the length of lines.**

Mistakes

Avoid all types of mistakes shown on this slide.

~~Never reduce the letter spacing to such an extent that the text becomes illegible.~~

~~Never justify all lines of a paragraph to the width.~~

~~Use the correct line spacing.~~

~~NEVER SET HEADINGS AND TEXT IN ALL CAPS.~~

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Color palette

The base of the color palette is made up of horizontals of two specific colors.

Dark



Purple



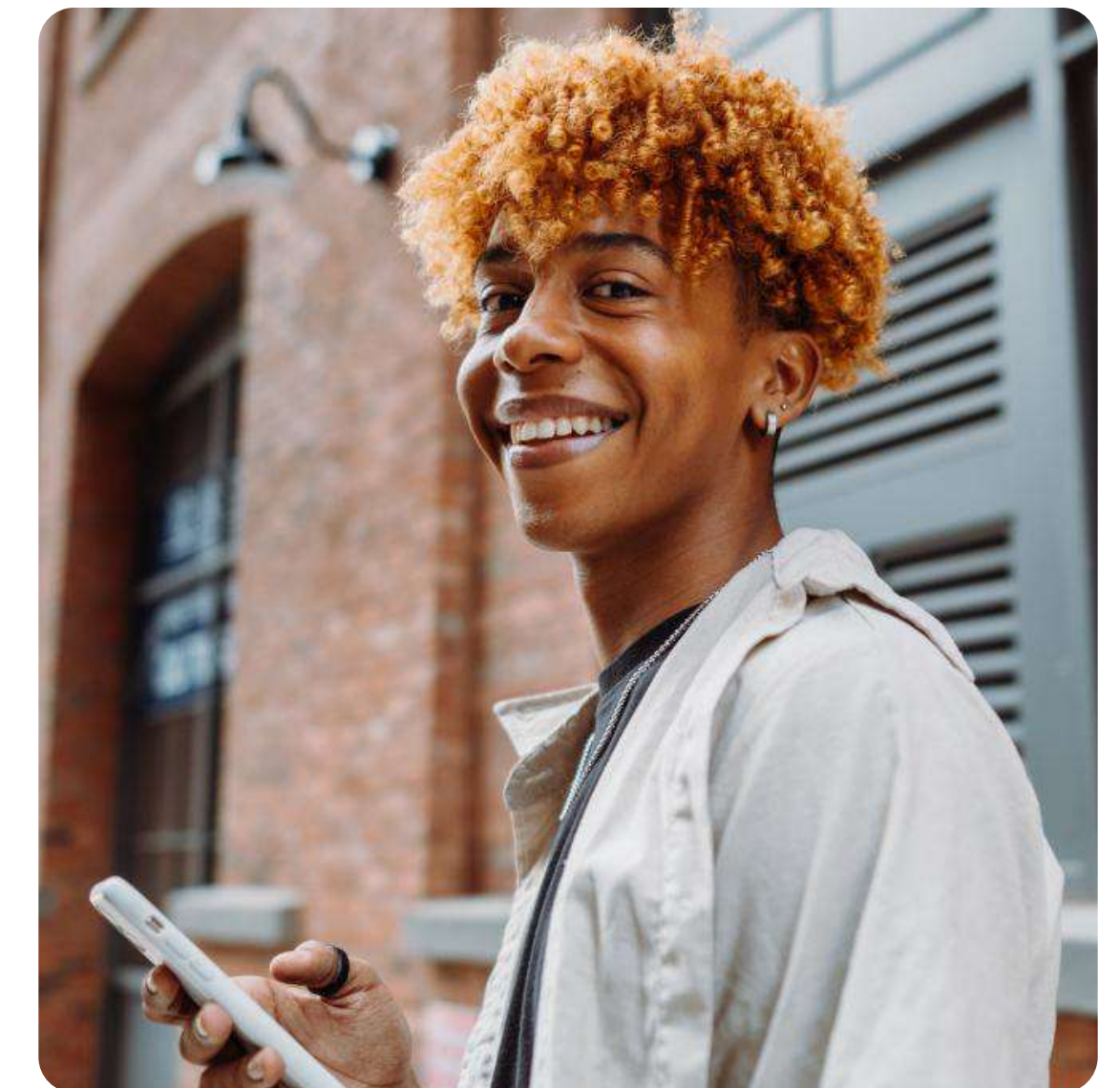
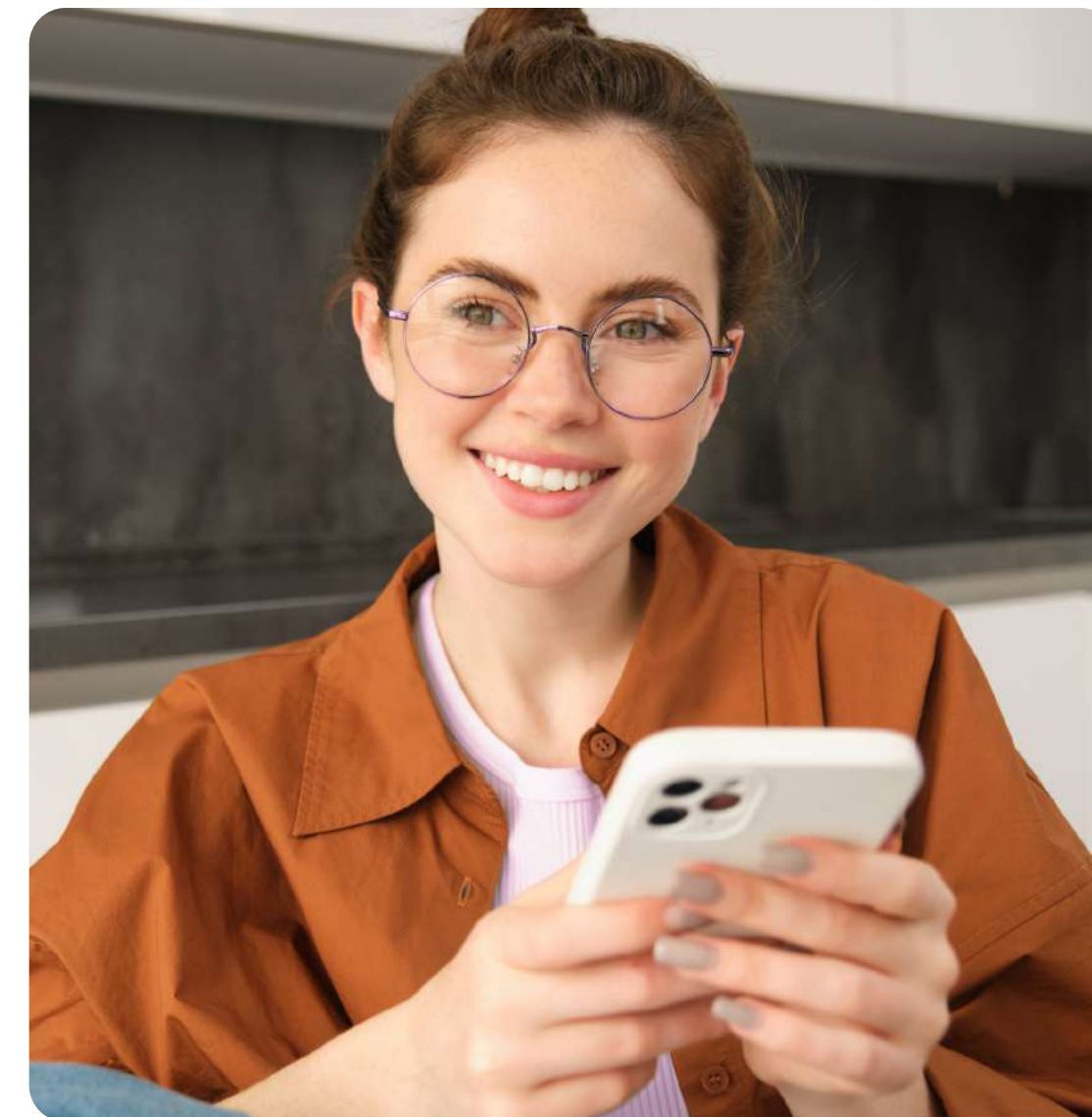
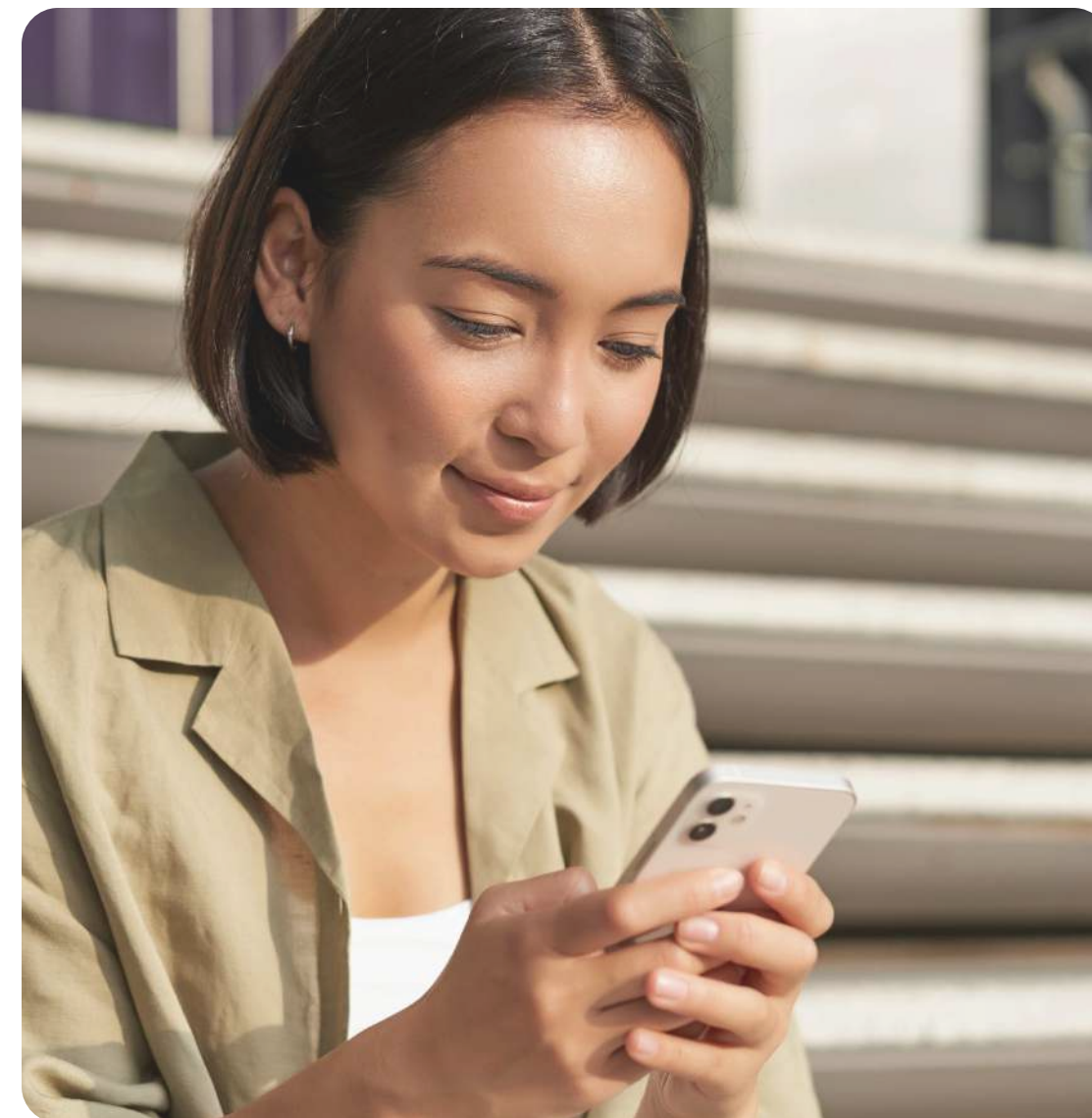
Materials

Link to colors styles in the UI Kit: <https://www.figma.com/file/SCYhz6dViUKxJSUsgiCQZS/UI-Kit-for-SMM?type=design&node-id=1-2&mode=design>

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Photostyle

Our photos show how we expand the opportunities for people, businesses, and communities. We use artistic principles that ensure consistency and form a unique photographic style.



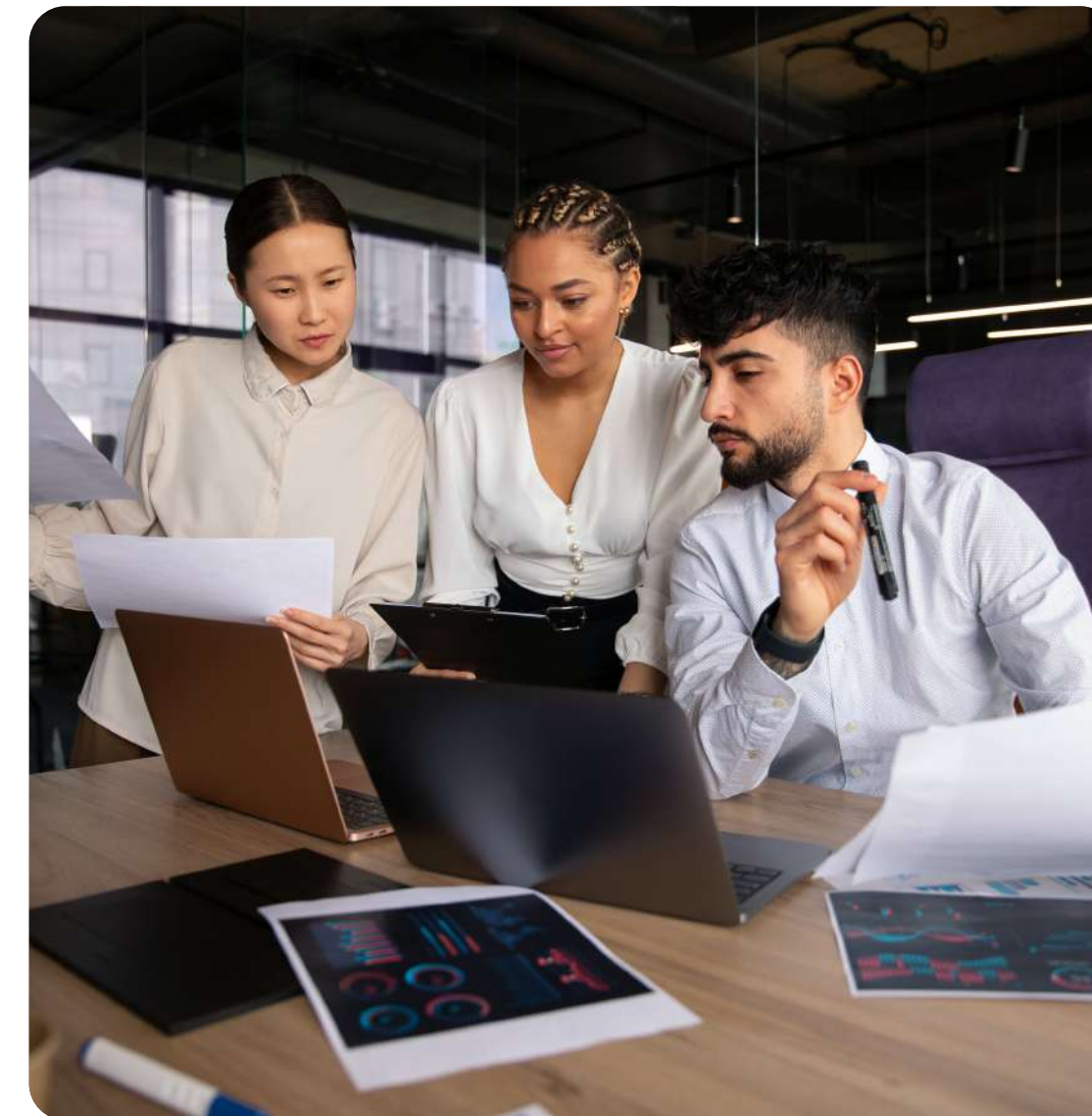
Artistic principles

When selecting photos from the image library and conducting photo shoots, adhere to these principles.



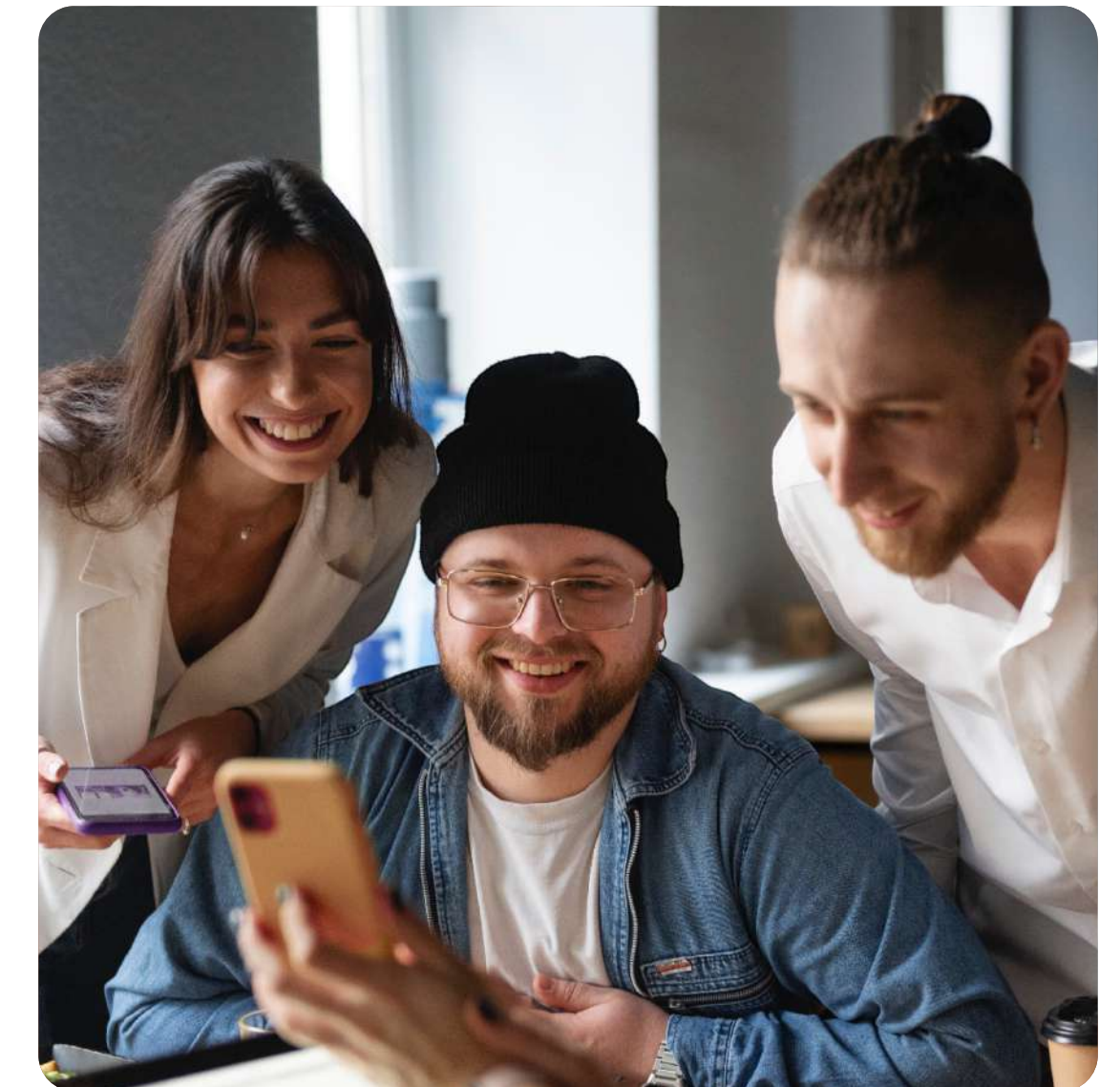
Vivacity and Naturalness

Every shot must be natural, lively, and emotional, as well as relevant to the context.



Cultural Diversity

Banxe bring together representatives of a wide range of cultures, communities, and business areas.

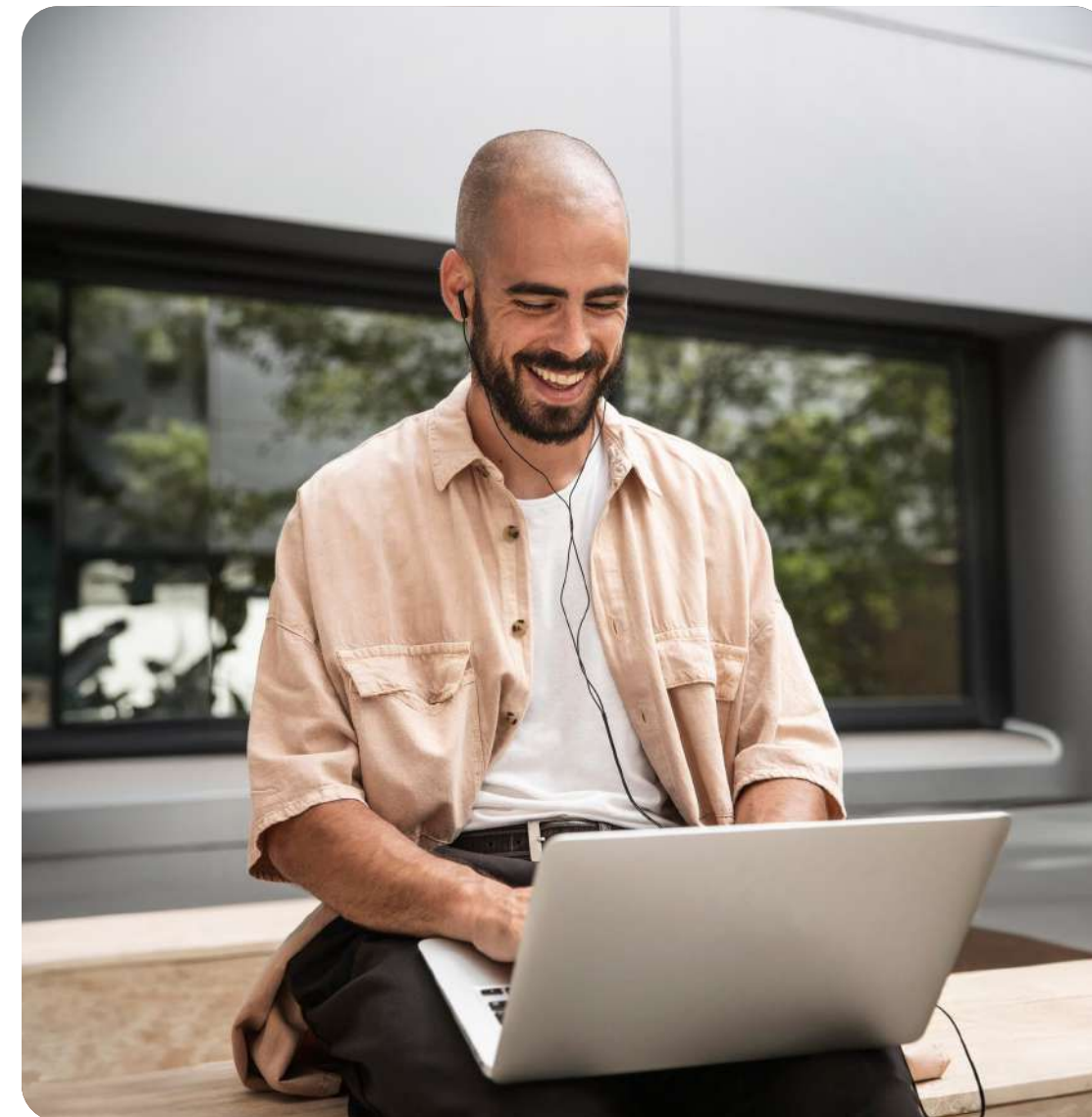


Interaction

We help people achieve more and come together around what's important to them. And we show the interaction between people, communities, and business sectors in our photos.

Artistic principles

When selecting photos from the image library and conducting photo shoots, adhere to these principles.



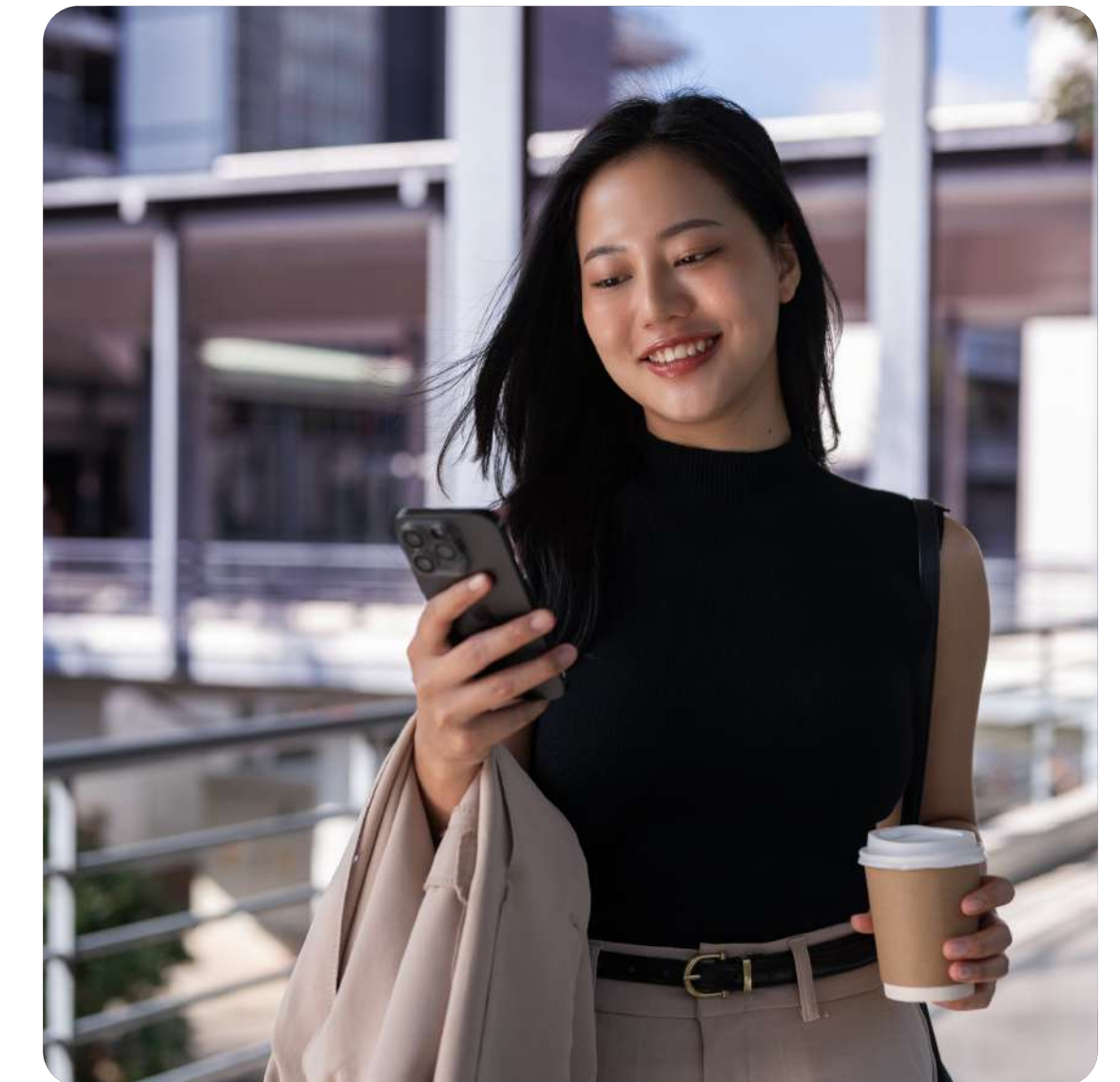
Natural Lighting

Use shots with natural and warm lighting without harsh contrasts. This creates a memorable and unique photographic style.



Color

To create contrast with our strict color palette, our photos must be colorful and life-affirming. Additionally, details of the brand's signature purple color must be present in the photos.



Technology and Services

Focus on the value and impact of our technologies on people's lives. Photos should showcase human emotions and the possibilities that Banxe opens up, rather than the technological solutions themselves.

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3D illustrations

For things that are difficult to represent with photographs, you can use 3D illustrations. Note that Banxe's 3D illustrations have their own unique brand style.



Materials

Link to 3D references: <https://www.figma.com/file/SCYhz6dViUKxJSUsgiCQZS/UI-Kit-for-SMM?type=design&node-id=322-4274&mode=design>

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Brand DNA

Our logomark is a bright and recognizable brand symbol. It and its components can be used as the DNA of our design language and design system. For us, the whale carries several meanings:

Whales are called crypto investors with a large amount of money.

The whale is the largest mammal in the vast ocean

A whale is a smart and kind creature. It symbolizes the majesty of nature

Whales are often used in space operas, partly due to their singing, which perfectly fits into the boundless cosmos

Whale songs are calm and meditative, inducing relaxation

In short, whales are cool

Branded bracket

The branded bracket was born from the whale tail in our logomark, embodying several metaphors:



Financial Investment

In investments, the whale tail can signify that a small part of your portfolio might become substantial, for example, if a minor investment in a new company turns into a major success.

Management

In project management, the whale tail can represent a small, at first glance, part of the project that, however, has a significant impact on its success or failure

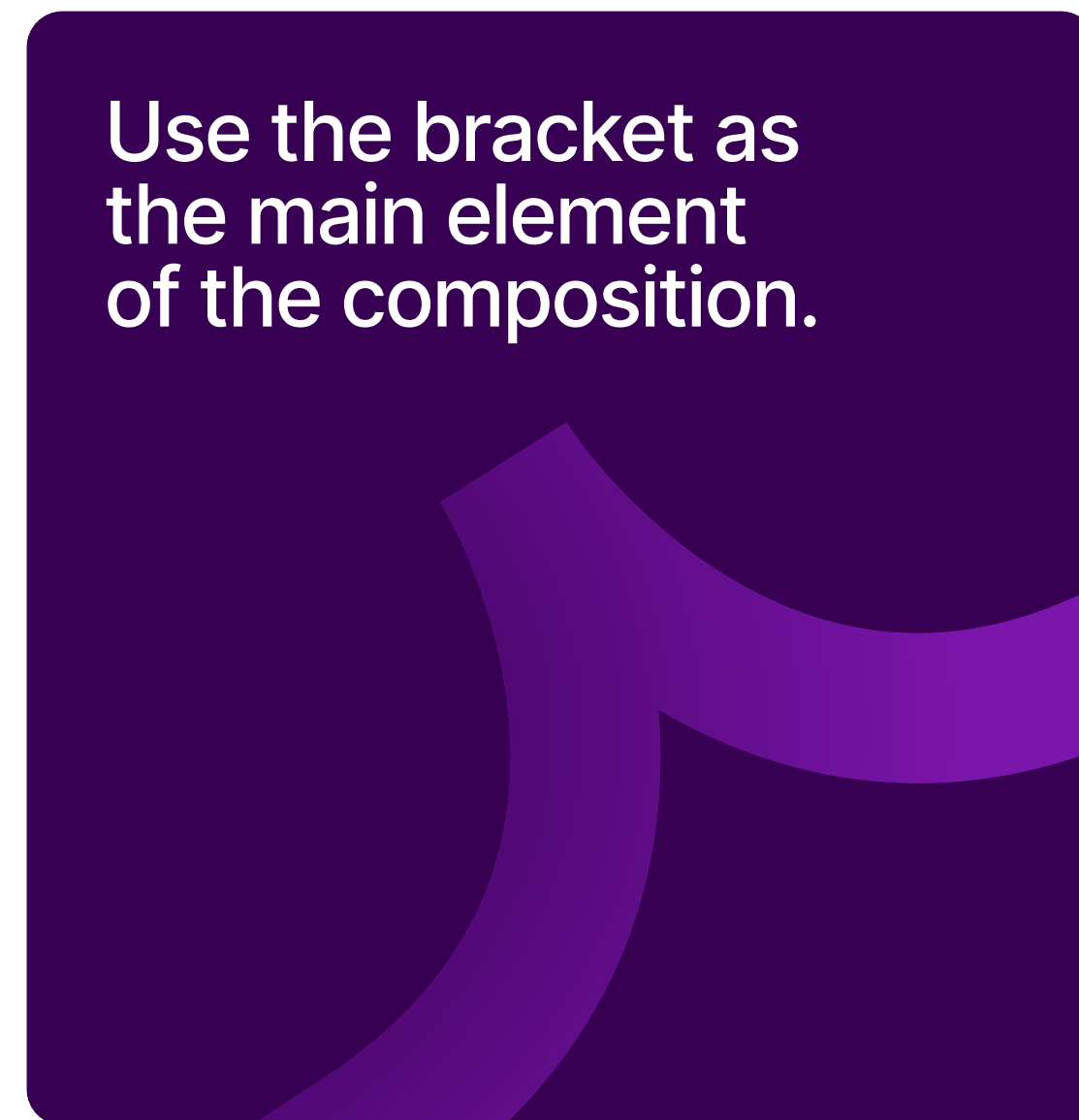
Finance and Calculations

The symbol $\{$ is used to denote blocks of data, for example, in formulas for calculating financial indicators

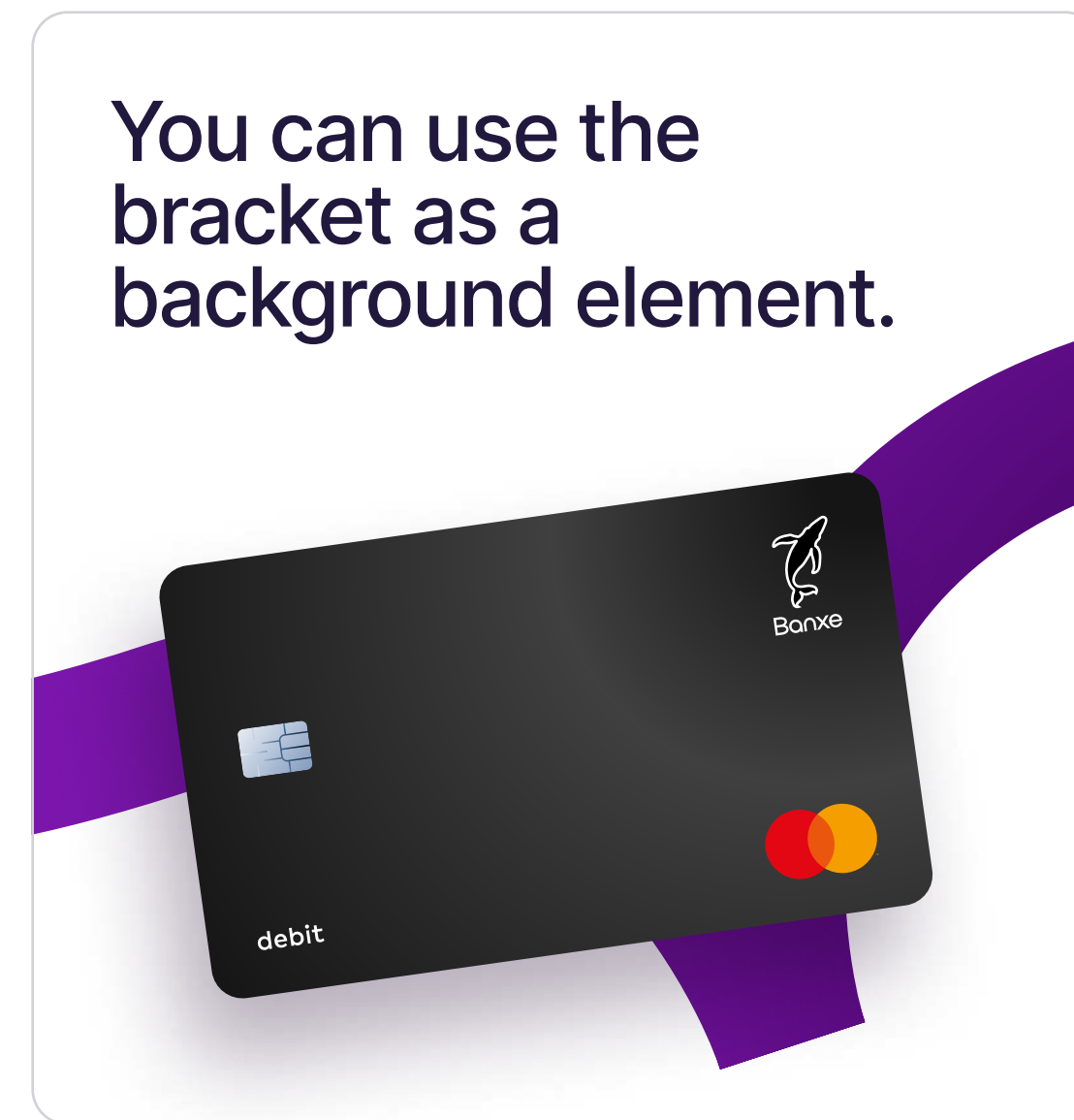
Use of the branded bracket

This element can be used both as a standalone composition and to highlight photographs or mockups. The bracket's geometry is recognizable, so the thickness of its outline and its position on the layout do not matter. However, try not to make it too thick or too thin.

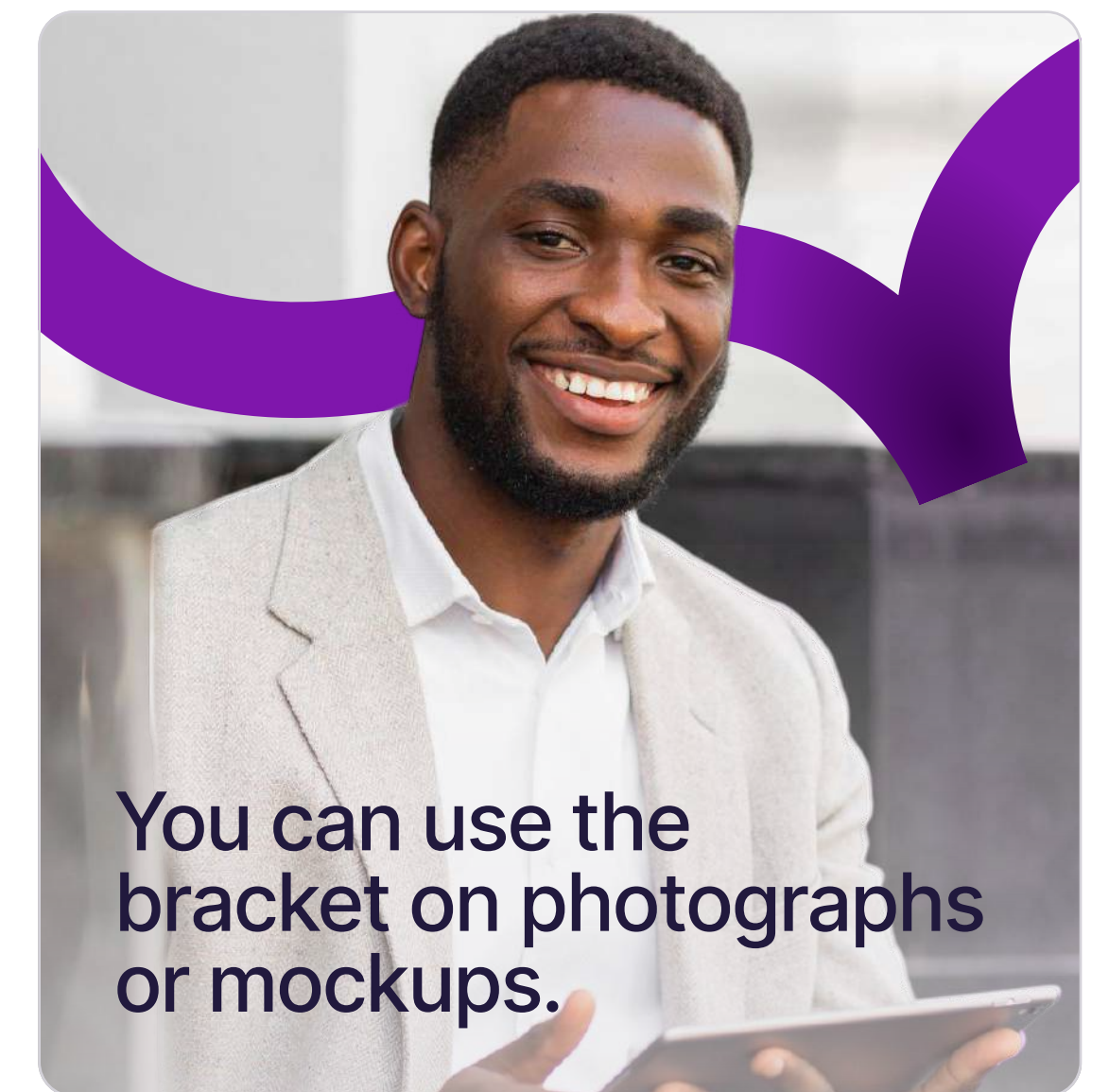
Use the bracket as the main element of the composition.



You can use the bracket as a background element.

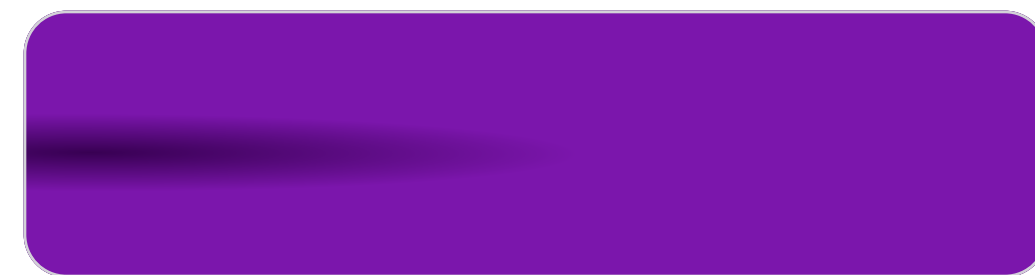


You can use the bracket on photographs or mockups.



Color

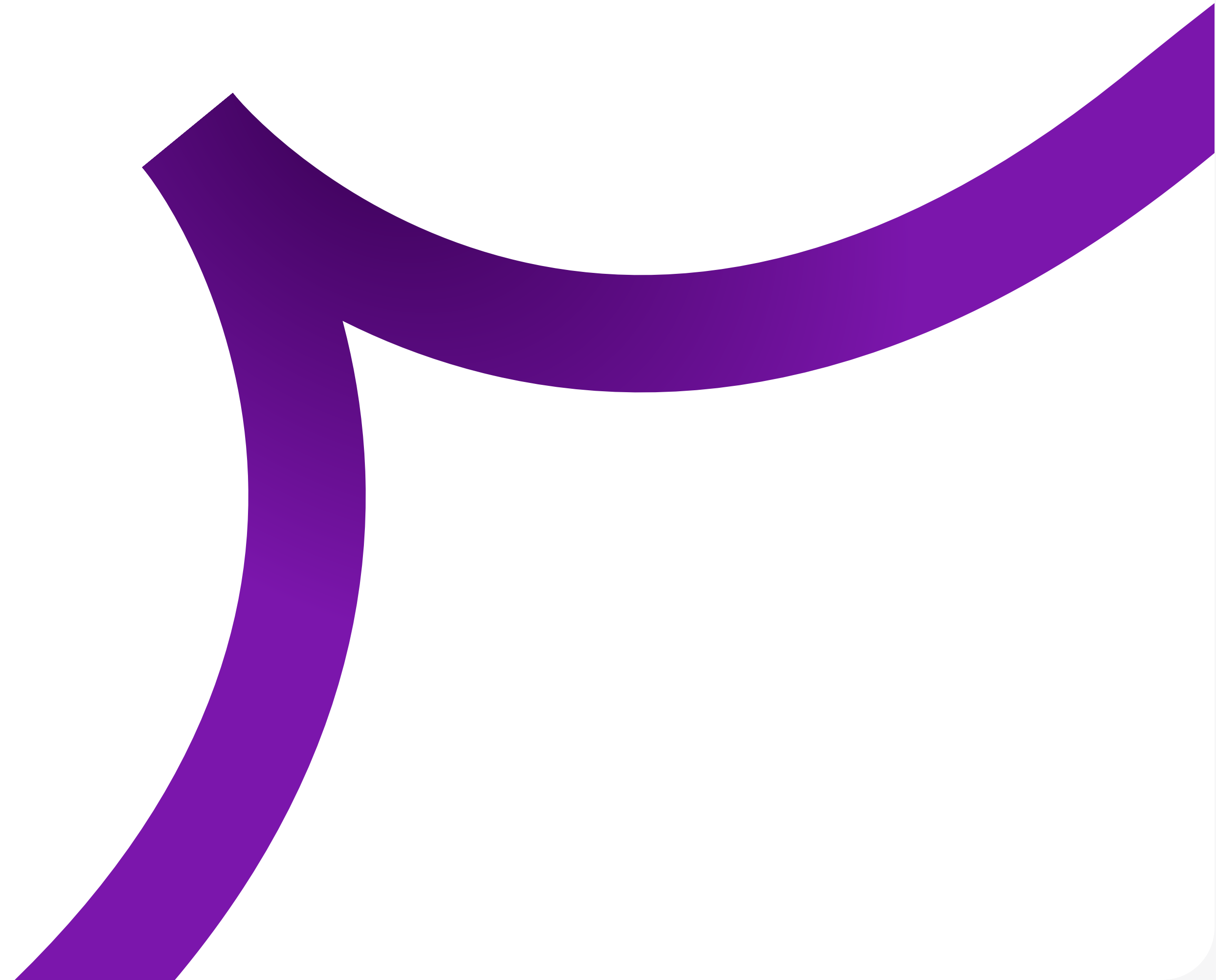
The branded bracket's color palette consists of a gradient. Nevertheless, the branded color of the element should not be changed.



Gradient

#380053

#7B16AC



Interface elements

Interface elements can also be considered branded elements. They can be arranged and used both as the basis of a composition and by placing individual elements on photographs or the entire interface in mockups.

Use Interface elements as the main element of the composition.

