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Brand Guidelines

Identity / Typography / Interfaces / Widgets / Motion

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Clear information Consistent experience

2026 / 6.0

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One shared system

Find the standard you need / Both editions share the same page order

01 **Identity** 03 – 11

Marks, clear space, construction and misuse

02 **Design language** 12 – 19

Colour, type, grids and functional icons

03 **Interface elements** 20 – 23

Controls, order review and market charts

04 **Widgets** 24 – 30

Formats, settings, privacy and accessibility

05 **Screens and motion** 31 – 33

Mobile, web, loading and feedback

06 / 07 **Applications and delivery** 34 – 38

Hardware, packaging, spaces and handoff

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The mark system

Use the integrated wordmark first; reserve the V for compact contexts and motion

PRIMARY SIGNATURE

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The first V and the remaining letters form one fixed vector signature.

V

Standalone V

Compact mark
Loading and feedback

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App icon

Centred wordmark
Use the master

The approved outlines are fixed assets; never replace them with typed text

Space and scale

H is the approved artwork height before added padding; scale proportionally



WORDMARK ½H STANDALONE V ¼H

Full wordmark

Web minimum: 80 CSS px.

Use pt on iOS and dp on Android.



PROPORTIONAL SCALE



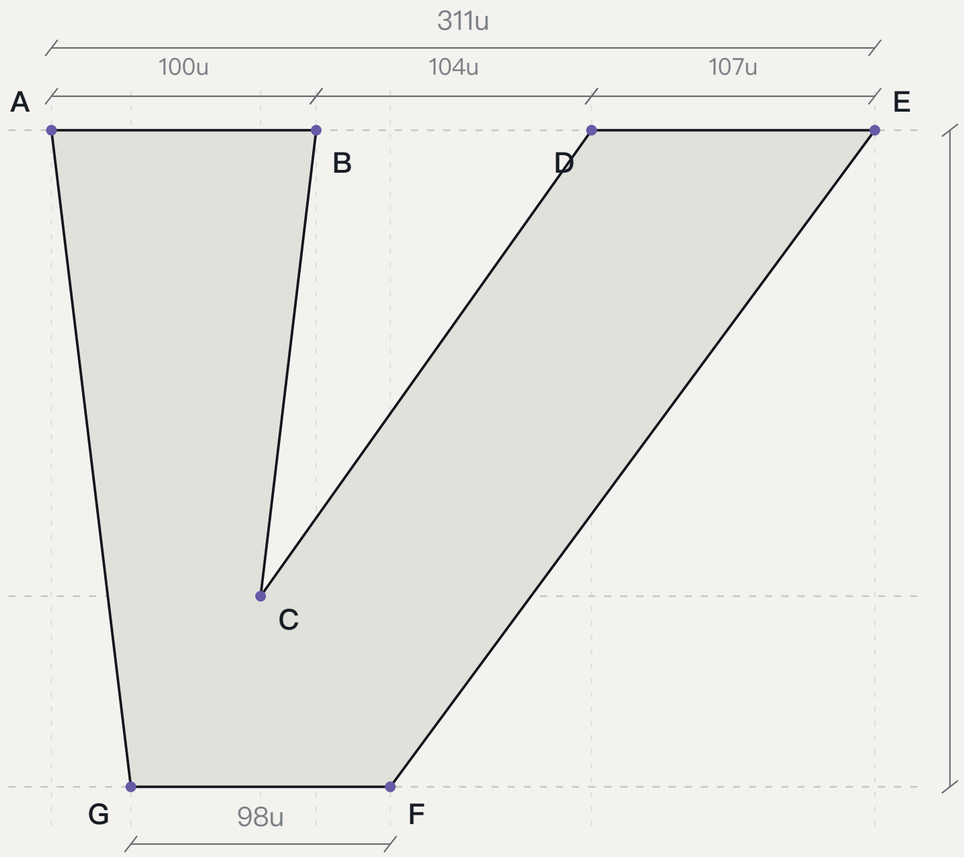
Compact mark

Use 20 px or larger.

Reserve 16 px for favicons.

V construction

A reproducible geometric standard built from the approved vector master



One shared unit

u = H / 248

H is the visible height of the mark

Fixed proportions

Width 311u Height 248u

Top spans 100u 104u 107u

The solid base GF is 98u

Source coordinate units

In the source SVG, 1u = 2 units

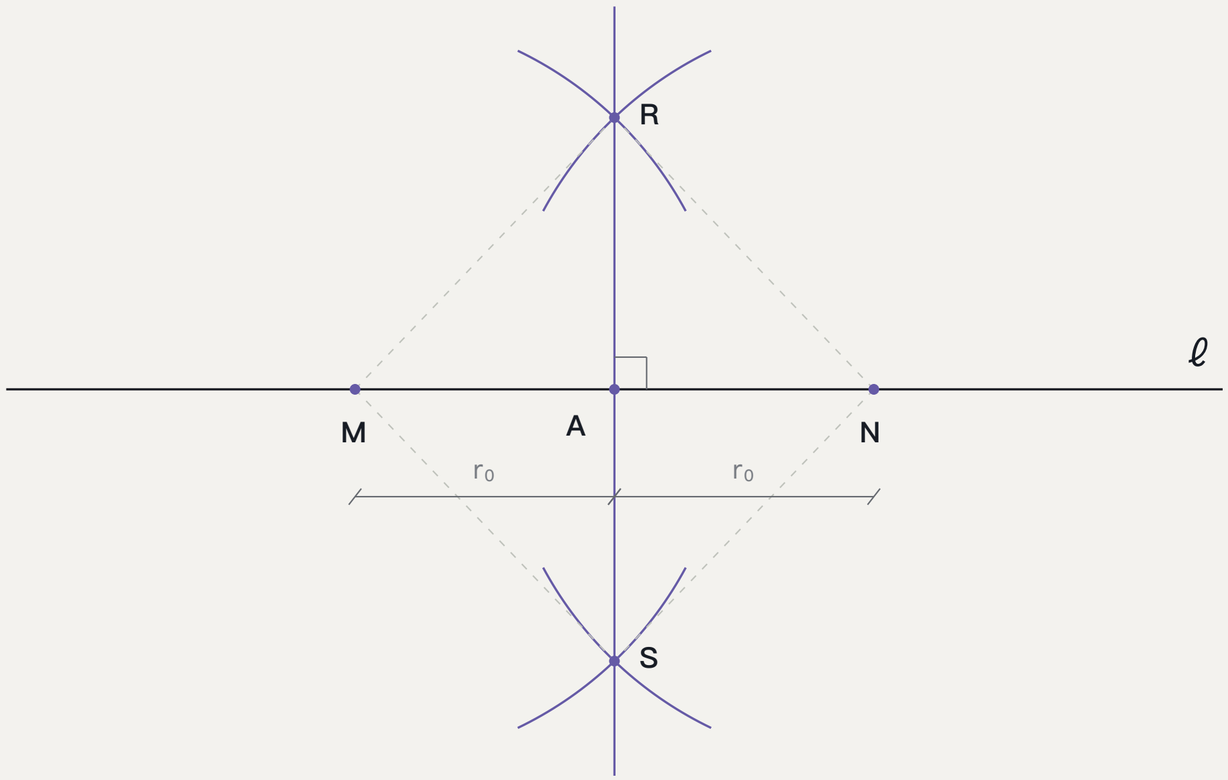
All seven original vertices are retained

Solid lines: contours and dimensions Dashed lines: projections Violet dots: fixed vertices

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Perpendicular construction

Establish horizontal and vertical references with equal–radius compass arcs



01 Transfer equal distances

Choose A on baseline ℓ. With A as the centre, mark M and N so that AM = AN.

02 Draw equal–radius arcs

Draw arcs centred on M and N with the same radius r. Choose r > AM so they meet at R and S.

03 Join the intersections

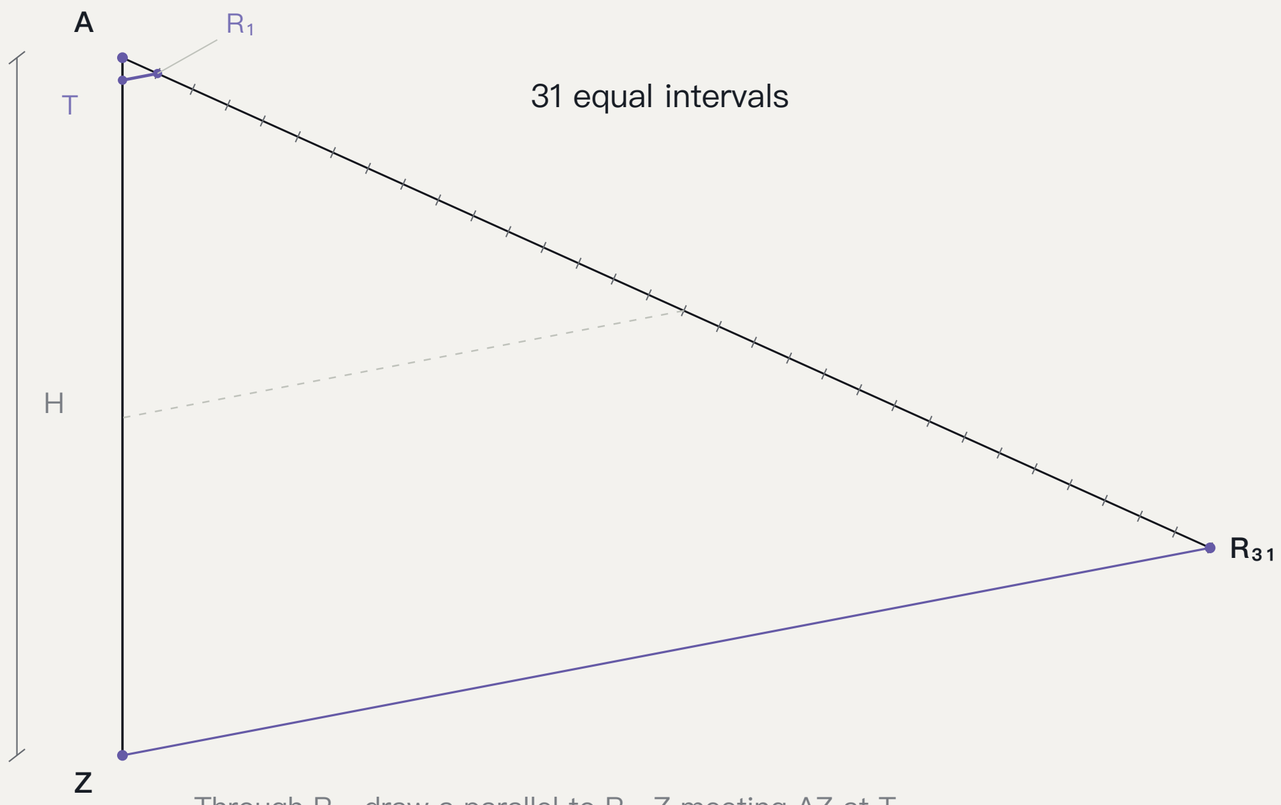
Join R and S to obtain the perpendicular through A. Reuse this construction for bisections.

MR = NR and MS = NS Therefore RS is the perpendicular bisector of MN

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Defining the unit

Divide the visible height H into 31 equal parts, then bisect three times



Through R_1, draw a parallel to $R_{31}Z$ meeting AZ at T.

AT = H / 31

Transfer 31 equal steps along the ray.
Similar triangles give the first height AT.



H / 31



H / 62



H / 124

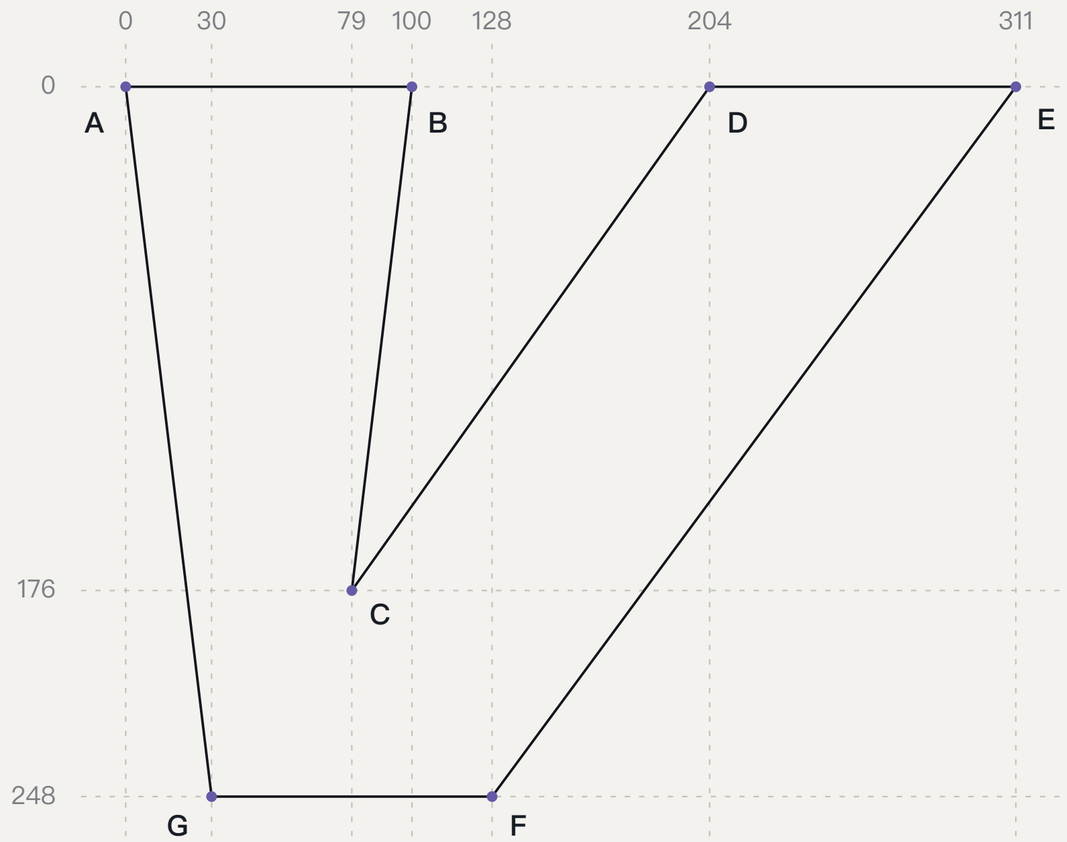
H / 248 = u

Construct parallels using two perpendiculars Right–hand segments show enlarged bisections

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Locating the seven vertices

Transfer the modular distances and intersect their perpendicular projections



Vertex	x / u	y / u
A	0	0
B	100	0
C	79	176
D	204	0
E	311	0
F	128	248
G	30	248

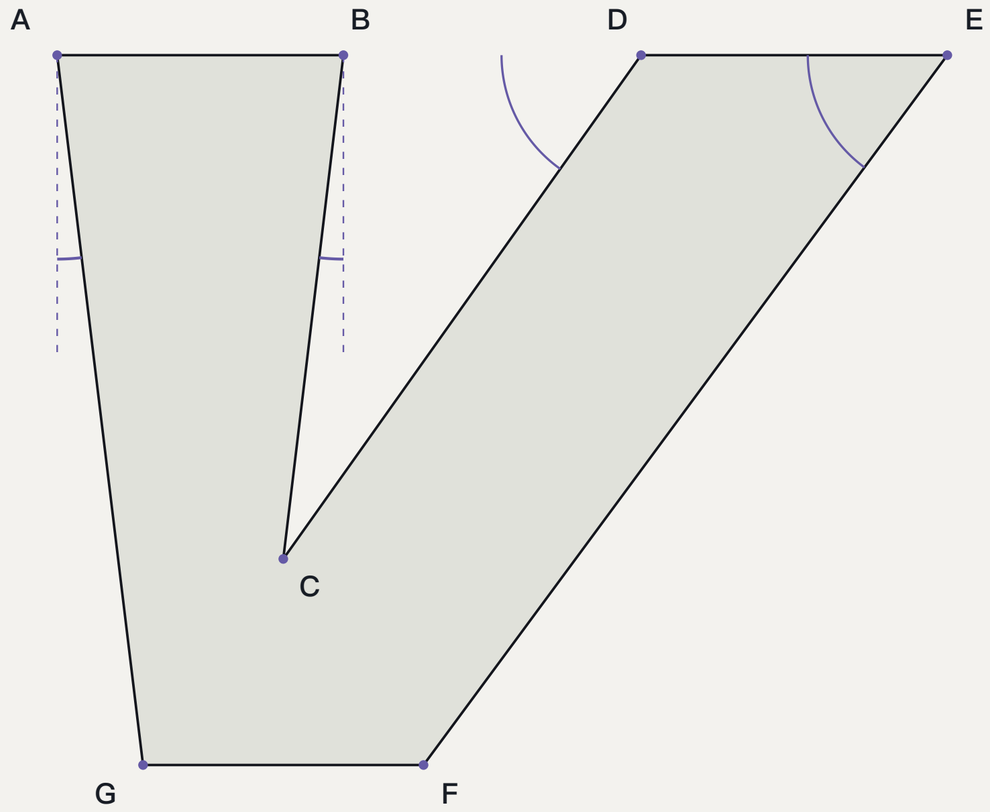
Origin A x increases right y increases down

All dimensions are exact multiples of u Use compass transfer or repeated doubling

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Verifying the angles

Use angles as a check; reconstruct the mark from exact coordinates and projections



Left–leg angles are measured from vertical Right–leg angles are measured from horizontal

AG Outer left 6.897428°

From vertical — atan(30/248)

BC Inner left 6.804260°

From vertical — atan(21/176)

CD Inner right 54.616592°

From horizontal — atan(176/125)

EF Outer right 53.576264°

From horizontal — atan(248/183)

The inner and outer slopes are unequal.
Never redraw using rounded angles.

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Closing the master outline

Join the fixed vertices in sequence and remove the construction lines



Closed sequence A → B → C → D → E → F → G → A

One closed silhouette

Seven vertices form a solid polygon.

Do not round, mirror or move the inner vertex.

Proportional output

Keep the aspect ratio at 311 : 248.

Scale both axes together.

Use a solid fill with no added stroke.

Source SVG mapping

xSVG = 216 + 2x

ySVG = 264 + 2y

Logo misuse

Keep the approved outlines, proportions, colours and composition



Always start from the master

Use the supplied vector files.
Do not redraw the lettering or turn the mark into a visual effect.



× Extra initial



× Distorted proportions



× Unapproved colour



× Outline treatment



× Changed angle

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× Typeset substitute

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Brand colours

Neutrals organise the interface; lilac identifies the brand; semantic colours carry data

Graphite

#13161D

RGB 19 / 22 / 29

Lilac

#B8B4FF

RGB 184 / 180 / 255

Ice

#EFEDFF

RGB 239 / 237 / 255

NEUTRAL HIERARCHY

Canvas	Raised	Divider	Logo ink	Secondary	Primary
#0B0D12	#1C202A	#2A2E39	#13151C	#A5A9B7	#F6F6FA

SEMANTIC COLOURS

+2.84%	#88D9B5	Up
–1.26%	#FF929B	Down

Use sRGB; reserve light lilac for fills on light surfaces; pair market colours with signs

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Colour in context

One identity with functional colours tuned for dark and light surfaces

Dark interface

$81,194.20

Reference price USD

View order

Secondary text	#A5A9B7	**7.72:1**
Primary button text	#13151C	**9.56:1**
Input boundary	#71788A	**4.10:1**

Light interface

$81,194.20

Reference price USD

View order

Secondary text	#626777	**5.64:1**
Primary button text	#FFFFFF	**6.07:1**
Input boundary	#747988	**4.35:1**

Normal text ⩾ 4.5:1 / Essential controls and graphics ⩾ 3:1 / Decorative dividers carry no state

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Typeface and weights

Keep the outlined wordmark; use PingFang SC for this manual with defined platform fallbacks

PingFang SC

Aa 0123456789

Clear information

Consistent experience

UPRIGHT BODY TEXT / FIXED BRAND ARTWORK

Regular

Body text and explanations

Medium

Labels and secondary actions

Semibold

Titles, prices and key actions

Type across platforms

Preserve the reading character while providing a distributable fallback

01	**Apple**	**PingFang SC**	Use the system font and respect text scaling
02	**Android / Web**	**Noto Sans SC**	Bundle the unmodified font with its OFL licence
03	**Brand signature**	**SVG**	Use the approved outlines, never a typed substitute

Do not bundle PingFang binaries. The PDF embeds preview–and–print font subsets only.

Weight mapping 400 / 500 / 600 / Recheck wrapping and amount widths with the fallback font

Hierarchy and numbers

Interface type sizes and leading; keep amounts and units complete

48 / 60 **Display title**

32 / 40 **Page heading**

24 / 32 **Section heading**

17 / 26 Body and guidance

12 / 18 Labels and captions

AMOUNTS AND UNITS

0.025 BTC

$2,029.86

+2.84%

Align data and meaning

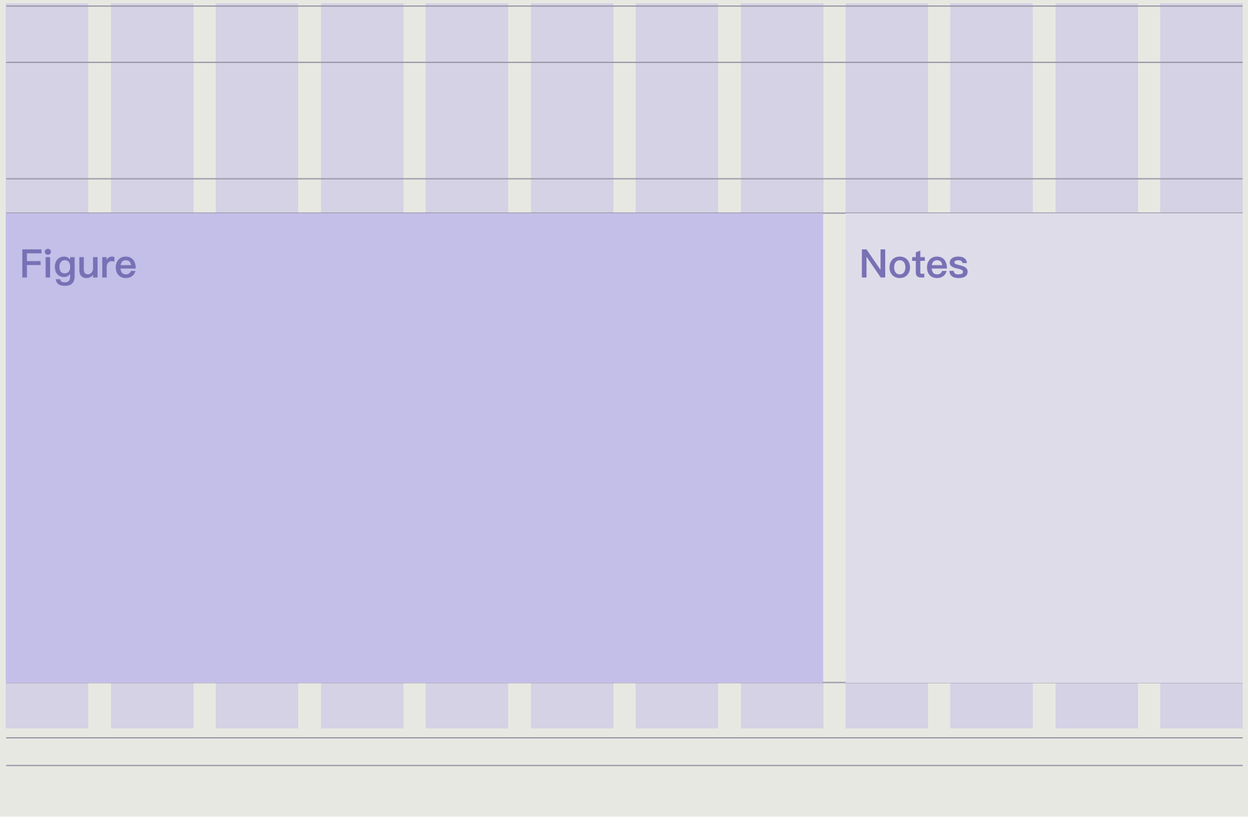
Right-align amount columns.
Keep units next to values.
Use consistent precision without hiding meaningful digits.

Type size / leading are design scales; accessibility settings may increase layout height

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A shared layout grid

Repeat a small set of templates; keep the same reading anchors on every page



72	Outer margin
12	Shared columns
24	Column gutter
8	Base spacing unit

Functional icon geometry

Use one drawing standard for interface icons; preserve the solid brand mark



24 × 24 GRID / 2 UNIT SAFE AREA

1.8

Default stroke width

24 / 20 / 16

Rendered strokes 1.8 / 1.5 / 1.5; keep small icons legible

Round caps and joins

Keep open outlines; do not add shadows or bevels.

Touch targets are separate from glyph size: at least 44 pt on iOS and 48 dp on Android

Functional icon library

Different actions, one visual language; retain clear text labels

Overview	Markets	Trade	Wallet	Hardware	People
Activity	Settings	Search	Notification	Add	Close
Arrow Up Right	Send	Receive	Copy	Scan	Bluetooth
Lock	Shield	Check	Error	Chevron Right	External Link

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Controls and input

Clear actions, stable states and guidance beside the issue

Actions

Confirm order

Primary action

View details

Secondary action

Unavailable

Keep the label and explain why

Cancel order

Name the affected order

Input

Quantity

0.025 BTC

The label and unit stay visible

Quantity

1.000 BTC

Insufficient available amount. Enter less.

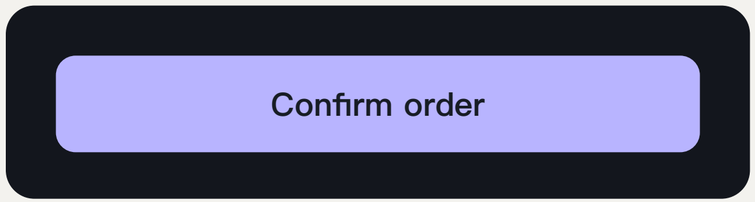
Lilac identifies the primary action. Errors always include text.

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Action states

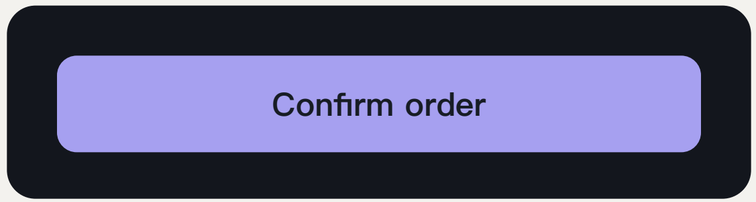
Make waiting, failure and completion equally clear

01 **Default**



Show amount and fees first

02 **Pressed**



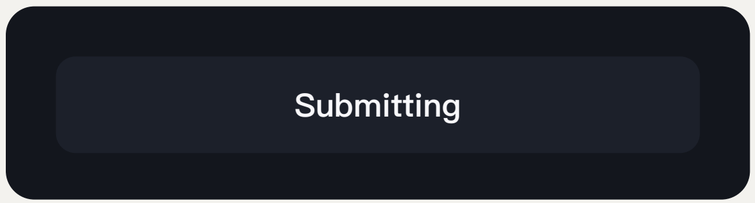
Darken fill; preserve contrast

03 **Keyboard focus**



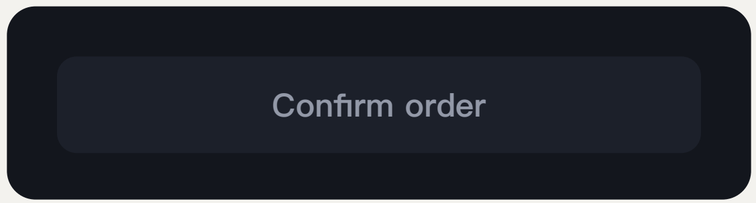
2 px ring with a 3 px offset

04 **Processing**



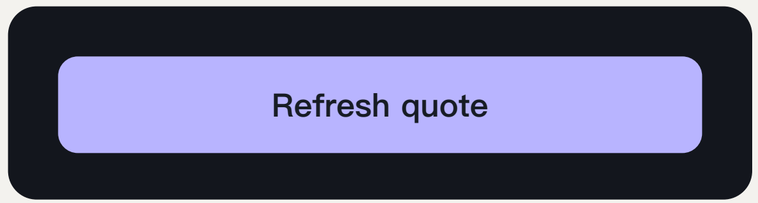
Prevent duplicates; keep the label

05 **Unavailable**



Explain why it is unavailable

06 **Recoverable error**



Keep input; never auto-resubmit

Submission, fill, signing, broadcast and confirmation are distinct; name the result beside the check

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Review and feedback

See the amount before submitting and the status afterwards

Review order

Simulation

Buy BTC

Quantity	0.025 BTC
Reference price	$81,194.20
Estimated value	**$2,029.86**
Fees	Recalculated before submission

Confirm simulated order

Submitting

Keep the order visible and prevent duplicate submission

Simulated order saved

Show the order reference and next action

Quote expired

Refresh the quote before confirmation

Interface and widget concepts / Illustrative market data

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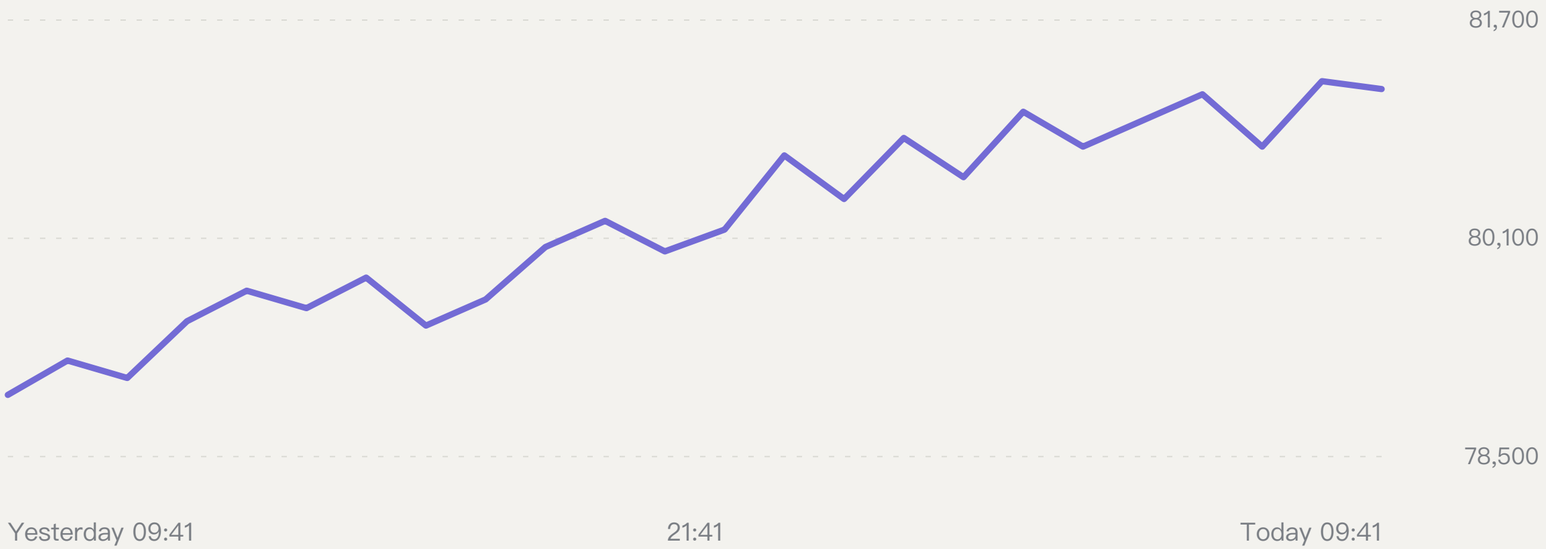
Market charts

Price, time and change share the same basis

BTC / USD

81,194.20

+2.84% 24H



Time range

Match the change percentage to the plotted period

Price scale

Show quote currency and leave gaps for missing samples

Data status

Explain missing data instead of inventing a curve

Interface and widget concepts / Illustrative market data

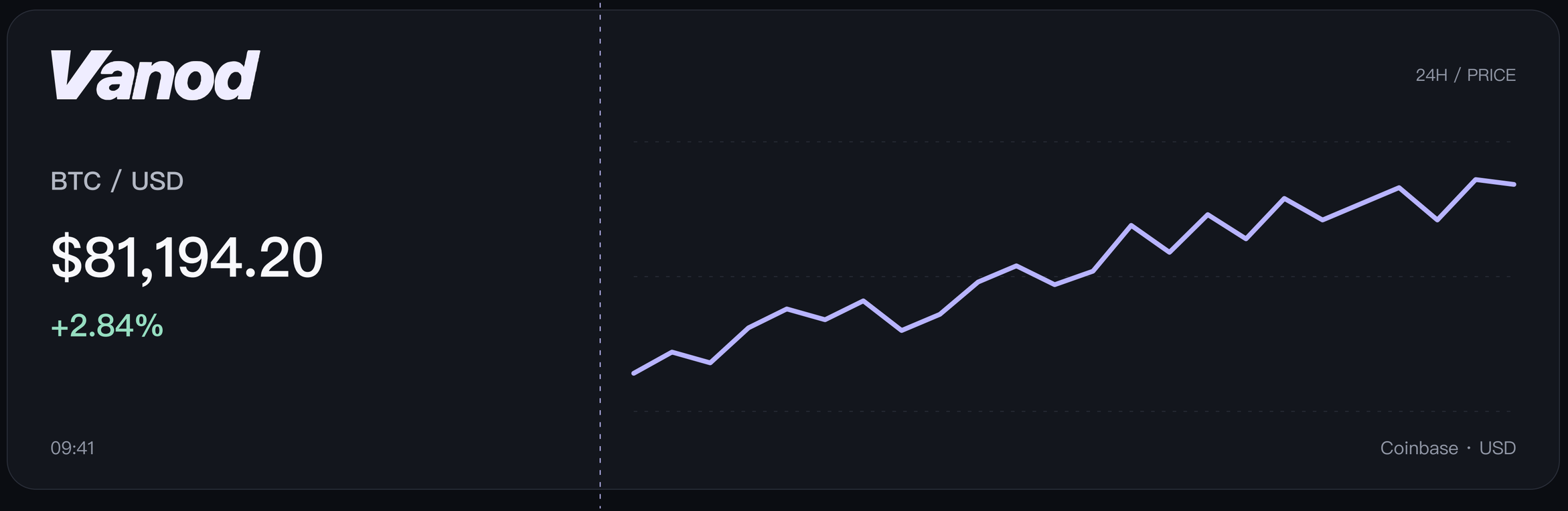
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The medium widget

Brand and price on the left, a continuous chart on the right

38.2% Brand and numbers

61.8% Chart and time



Apply the split to the content area. Adapt type and spacing to the system size.

Interface and widget concepts / Illustrative market data

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The small widget

One information hierarchy, two ways to read the market



Price and trend

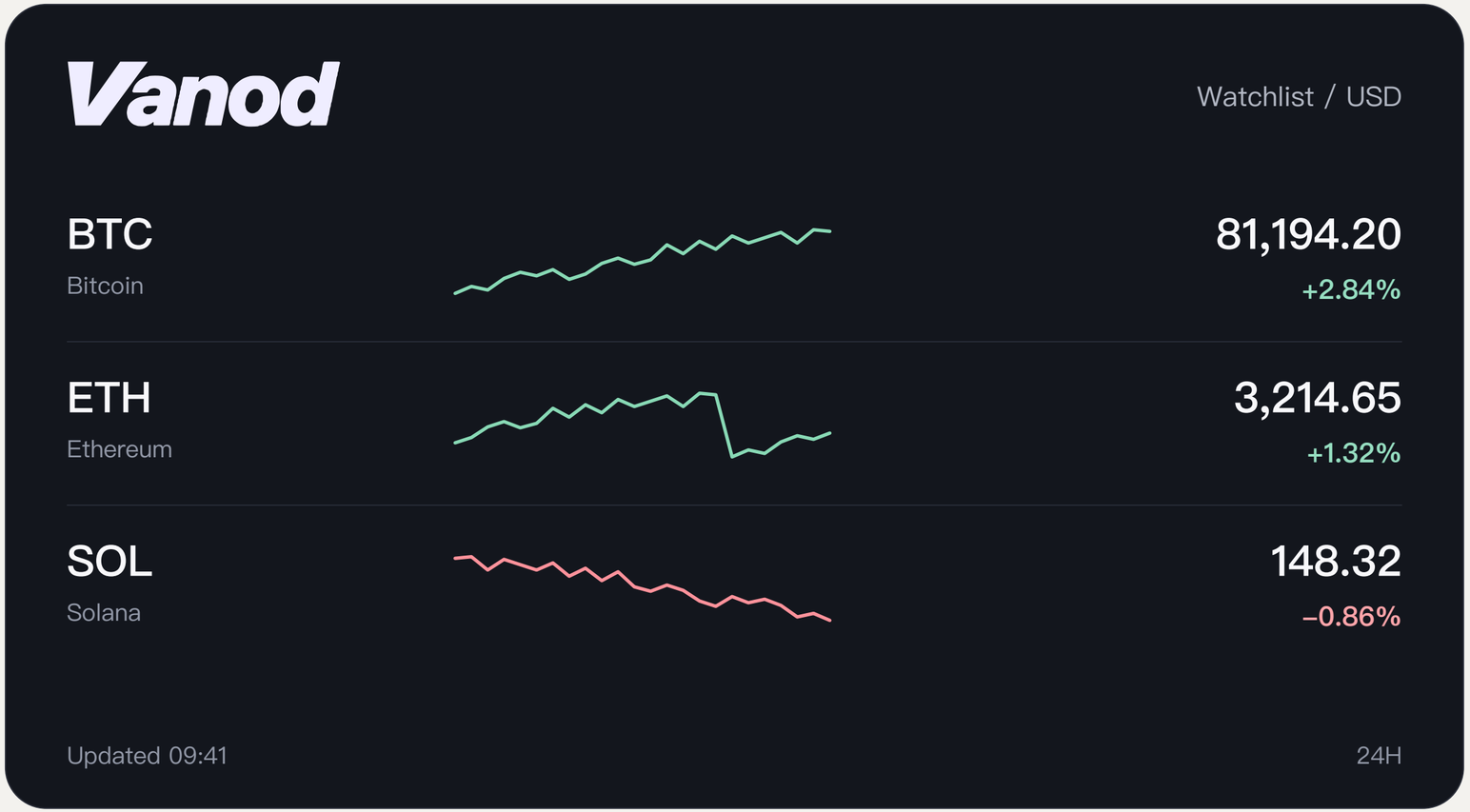


Daily price range

Interface and widget concepts / Illustrative market data

The watchlist

Keep names, trends and prices in stable columns



Stable alignment

Left–align names and right–align prices

Three rows

Keep type readable. Open the app for more

Personal selection

Show the selected assets and quote currency

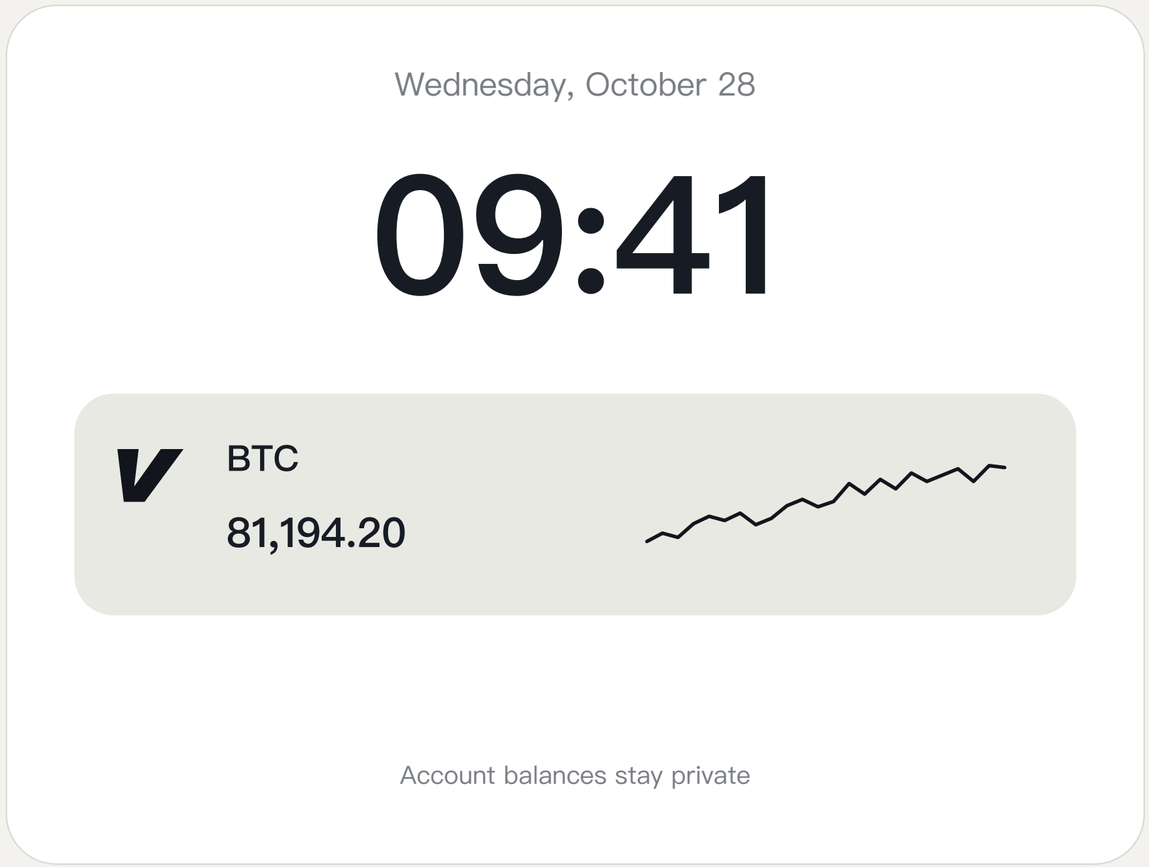
Interface and widget concepts / Illustrative market data

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On the lock screen

A monochrome expression that follows the system appearance





Interface and widget concepts / Illustrative market data

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In StandBy

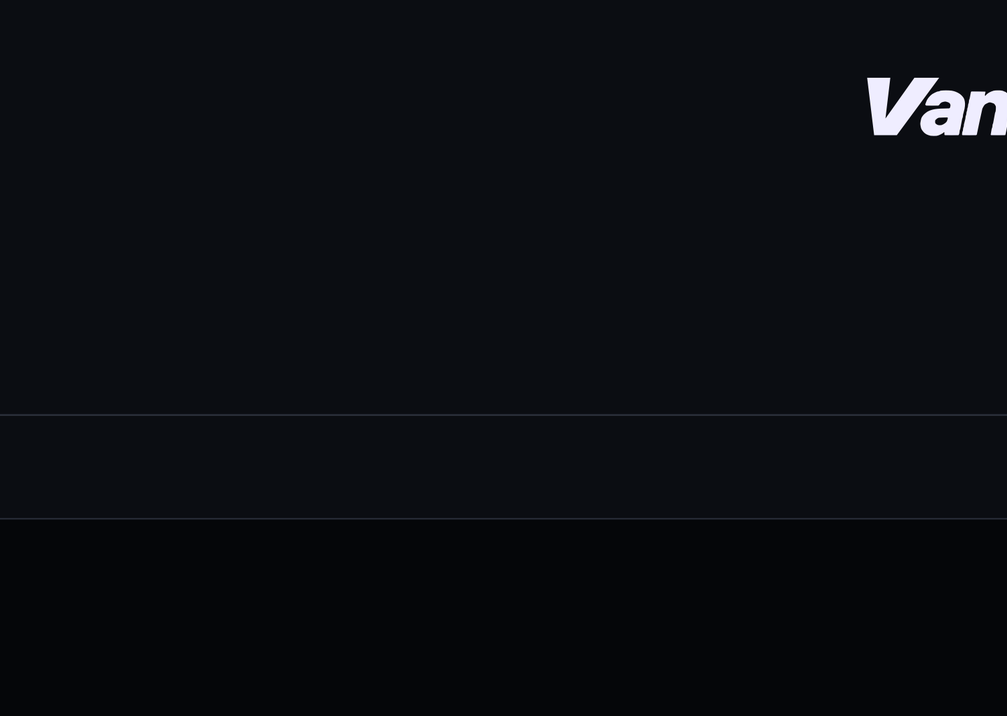
Price and direction remain readable at a distance

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BTC / USD

81,194

+2.84%



24H · 09:41

The system determines presentation size and refresh timing.

Interface and widget concepts / Illustrative market data

Configuration and privacy

Keep choices simple and personal assets private

Edit widget

Asset — **Bitcoin · BTC**

Quote currency — **USD**

Display — **Price and 24H trend**

Done

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Portfolio

●●●●●●

Hidden

Show only what is needed

Hide balances on the lock screen. Report device connection and signing status separately.

Interface and widget concepts / Illustrative market data

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Accessible by design

Keep information complete when type grows or effects are reduced

BTC / USD

Buy amount

0.025 BTC

Continue

Navigation

Markets

Assets

Solid surface, clear selection

Simulated order saved

View order

Larger type

Keep amounts, units and action labels intact

Reduced transparency

Use solid surfaces and edges to preserve hierarchy

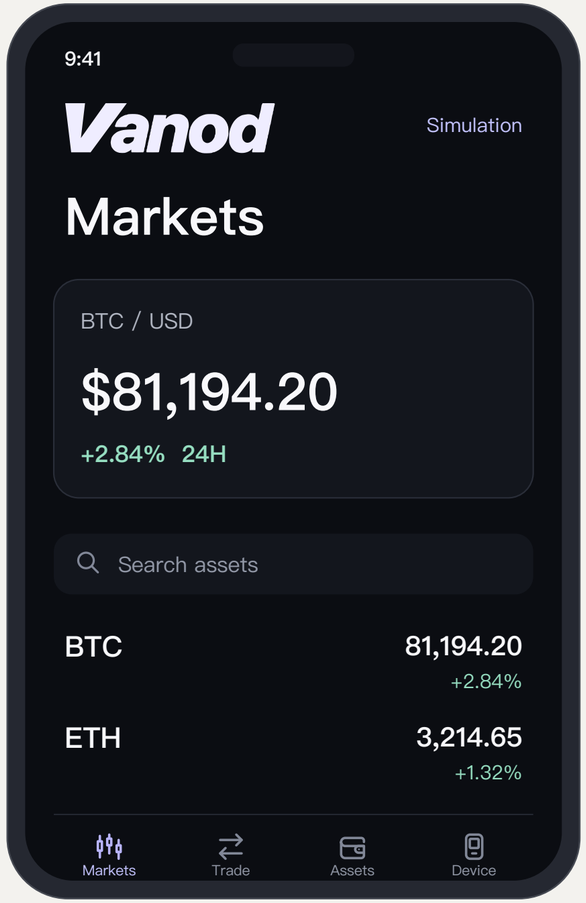
Reduced motion

Present the result without relying on a rebound

Interface and widget concepts / Illustrative market data

The mobile interface

A clear reading order from brand to price to action



Brand signature

Use the complete signature at the top without a second V

Market first

Lead with price and change, with the quote currency visible

Stable navigation

Pair icons with labels and keep the selected destination distinct

Interface and widget concepts / Illustrative market data

The desktop interface

Give market information and order entry stable places



Interface and widget concepts / Illustrative market data

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Extension and recoil

Continuous changes of one shape give each state a clear rhythm

01 02 03 04 05 06



Original mark	Split and release	Arc loading	Confirmation	Recoil	Original mark
0 ms	0 – 620 ms	1420 ms	480 + 140 ms	460 ms	Complete

Two flat–ended arcs stretch along a circular track. Confirmation extends from the current shape, then recoils to the original V.

Success follows a confirmed result
Use static feedback with reduced motion

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Slate hardware

A thin rectangular form, independent confirmation and restrained material contrast



Concept mockup / Not a manufactured or security-certified product

Magnetic format

A slim profile for use against the phone.

Independent confirmation

A screen and physical keys reserve room for essential details.

Material language

Graphite metal and lilac details echo the interface.

Packaging and carry

Consistent mark placement; hierarchy through material and proportion



Packaging system



Carry sleeve

Concept mockups / Use the approved vector artwork for final print and embossing

From screen to space

The same identity extends through signage, typography and material



Brand environment concept / Not a completed retail location

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One coherent presence

Keep the complete wordmark and generous clear space. Lighting reveals the material without changing the mark.

Output and production

Screen assets are supplied for import; print settings depend on stock and process

IDENTITY ARTWORK



Starting point 22 mm



1024 × 1024 px

Wordmark ⩾ 80 CSS px; standalone V ⩾ 20 CSS px.
For print proofs, start at 22 mm and 5 mm respectively.

Screen

Use sRGB SVG or PNG. Supply a full-bleed square icon and let the system apply its mask.

Print

Convert with the supplier's stock and ICC profile. Proof lilac physically; no spot-ink match is implied.

One colour and embossing

Use the solid black or white master. Proof detail and minimum size using the final process.

This RGB manual is not a PDF/X press file; CMYK values are not fixed without a specified stock

Choose the right file

A matched set of standards and reusable assets, with a clear version and purpose

01	**Identity and icons**	SVG / PNG	Use vectors for layouts and platform-specific layers for app icons
02	**Design tokens**	JSON / CSS	Dark and light themes, type, spacing, controls and motion values
03	**Bilingual manuals**	PDF / PNG	Matched English and Chinese editions, figures and page order
04	**Sources and checks**	CSV / JSON	Asset provenance, font notes, contrast results and file hashes

Verify rights and platform rendering before release; approve physical proofs before manufacture