Identity Guidelines

Logotype

The Ethereal logo combines a refined circular icon with flowing, interconnected lines, symbolizing innovation and seamless crypto trading. Paired with the Bai Jamjuree wordmark, it strikes a balance between modern precision, trust, and the platform's next-generation financial vision.

Logotype

The Ethereal logo adapts to various backgrounds for clarity and consistency. Use the gold symbol with a white wordmark on dark or neutral backgrounds, black on light or vibrant backgrounds, and maintain strong contrast to ensure visibility and professionalism across all applications.
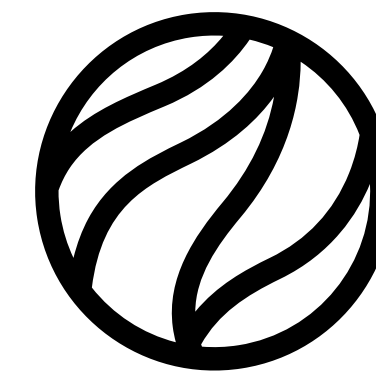
Symbol

The brand symbol should always maintain strong contrast for clarity and a branded look. Use light gradients subtly to add depth without overpowering the design. Ensure it integrates seamlessly across applications, preserving its clean, recognizable form in all uses.

#FFFFFF (100%) ■

#FFFFFF (0%) ■

Logo Clearspacing

Ethereal

Min. Size
50 px high

Ethereal

Smaller than 50 px high
use symbol only

Color Palette

The Ethereal color palette is designed for consistency and impact. Use only the approved colors to maintain brand integrity across all applications. Avoid introducing unapproved hues or variations to ensure a cohesive and professional visual identity.

Supernova Blue

HEX #3B82F6
RGB 59 / 130 / 246

White

HEX #F0F0F0
RGB 240 / 240 / 240

Grey

HEX #929699
RGB 146 / 150 / 153

Ethereal Black

HEX #0D0F11
RGB 13 / 15 / 17

Primary Typeface

The primary typeface for the brand is Satoshi. It should be used consistently across all marketing and design materials to maintain a clean, modern, and cohesive look. Its versatility ensures clarity and a strong visual presence in all applications.

Abc

Regular
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTt
UuVvWwXxYyZz 1234567890 @#$%^&*(!)_[~]?

Medium
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTt
UuVvWwXxYyZz 1234567890 @#$%^&*(!)_[~]?

Bold
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTt
UuVvWwXxYyZz 1234567890 @#$%^&*(!)_[~]?

Aeonik

Typestack

Stylizing type requires careful attention to spacing, size, and hierarchy to create a clean, consistent look. Use approved color pairings to maintain strong contrast and readability, ensuring type aligns seamlessly with the brand's identity and visual standards.

Subheader Satoshi Medium Regular

Subheaders

This Headline is typeset with Aeonik Regular

H1

Line Height 100%

Sample = 100 pts

This body text is 30% the point size of headlines, using Aeonik Regular. For hyperlinks, white underlines with Satoshi Medium can be used.

Sample = 30 pts

Aeonik Regular

Line Height 140%

Learn More

Connect Wallet

CTA Buttons
Inter Semi Bold

Ethereal Black	✔ Supernova Blue
	✔ White
	✔ Grey

Supernova Blue	✔ Ethereal Black
	✔ White
	✘ Grey (Do Not Use)

| White | ✔ Ethereal Black |
| | ✔ Supernova Blue |
| | ✔ Grey |

| Grey | ✔ Ethereal Black |
| | ✘ Supernova Blue (Do Not Use) |
| | ✔ White |

Gradient Graphics

Gradients add depth and atmosphere to designs, acting as subtle background elements. Use them sparingly to enhance compositions without overpowering other visuals. Maintain contrast and clarity, ensuring gradients align seamlessly with the brand's clean and modern identity.
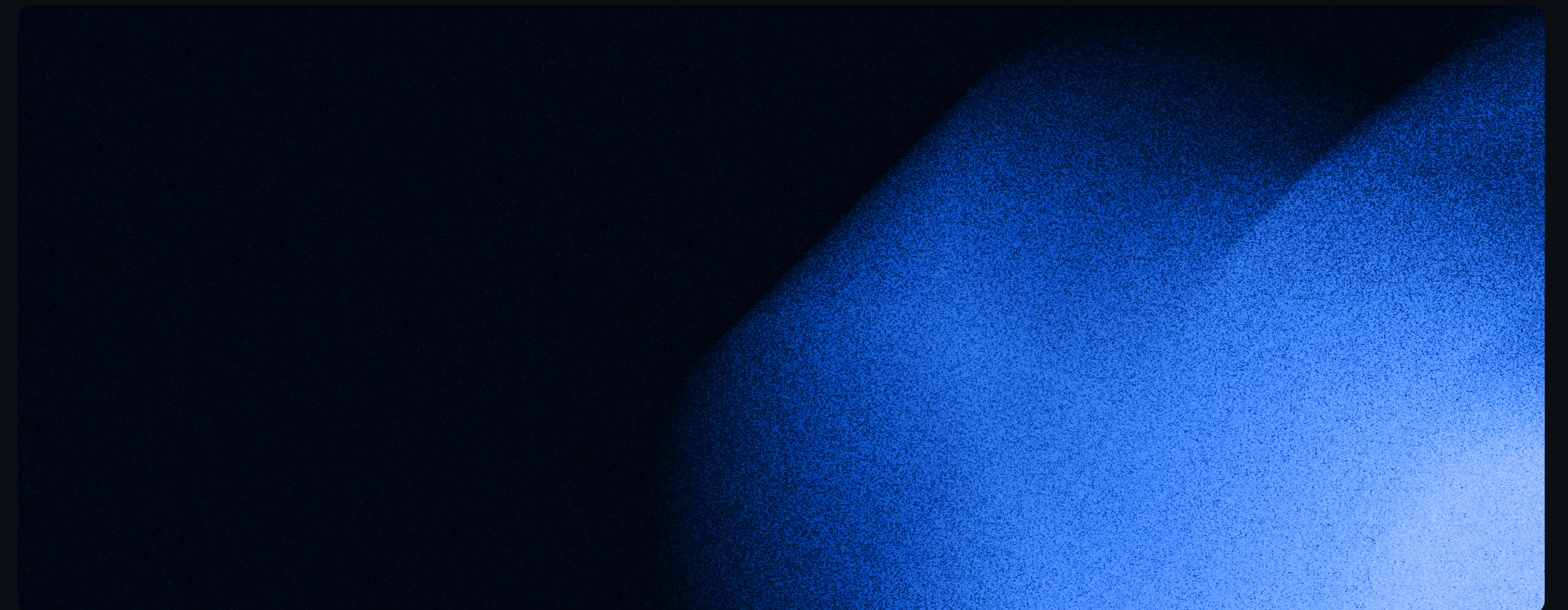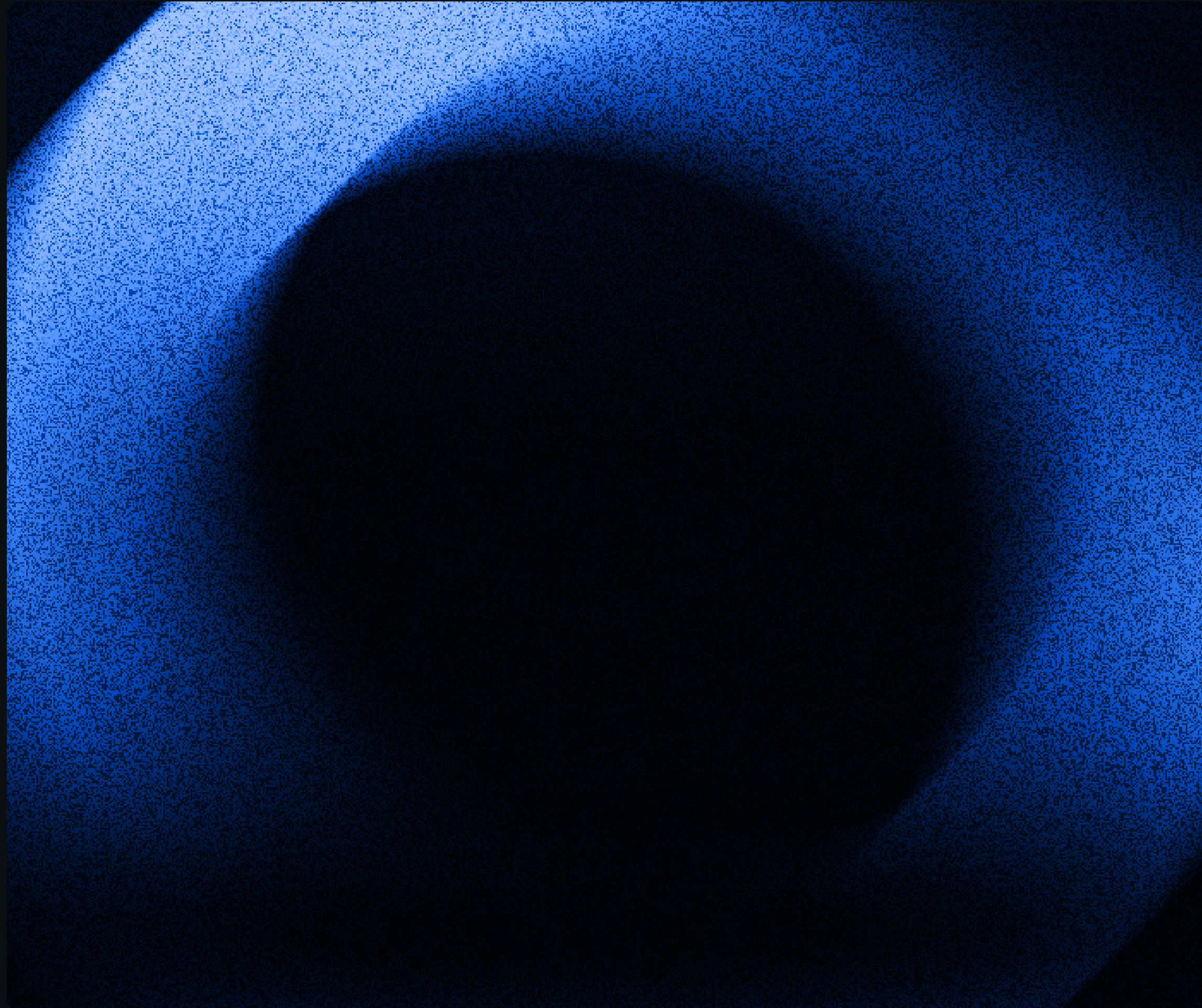
Halftone Graphics

Halftone dot patterns bring depth and structure to the design system. They function as versatile elements, seamlessly enhancing compositions as dynamic backgrounds or subtle accents, adding visual interest while maintaining a clean, tech-driven aesthetic. Ideal for layering without distraction.
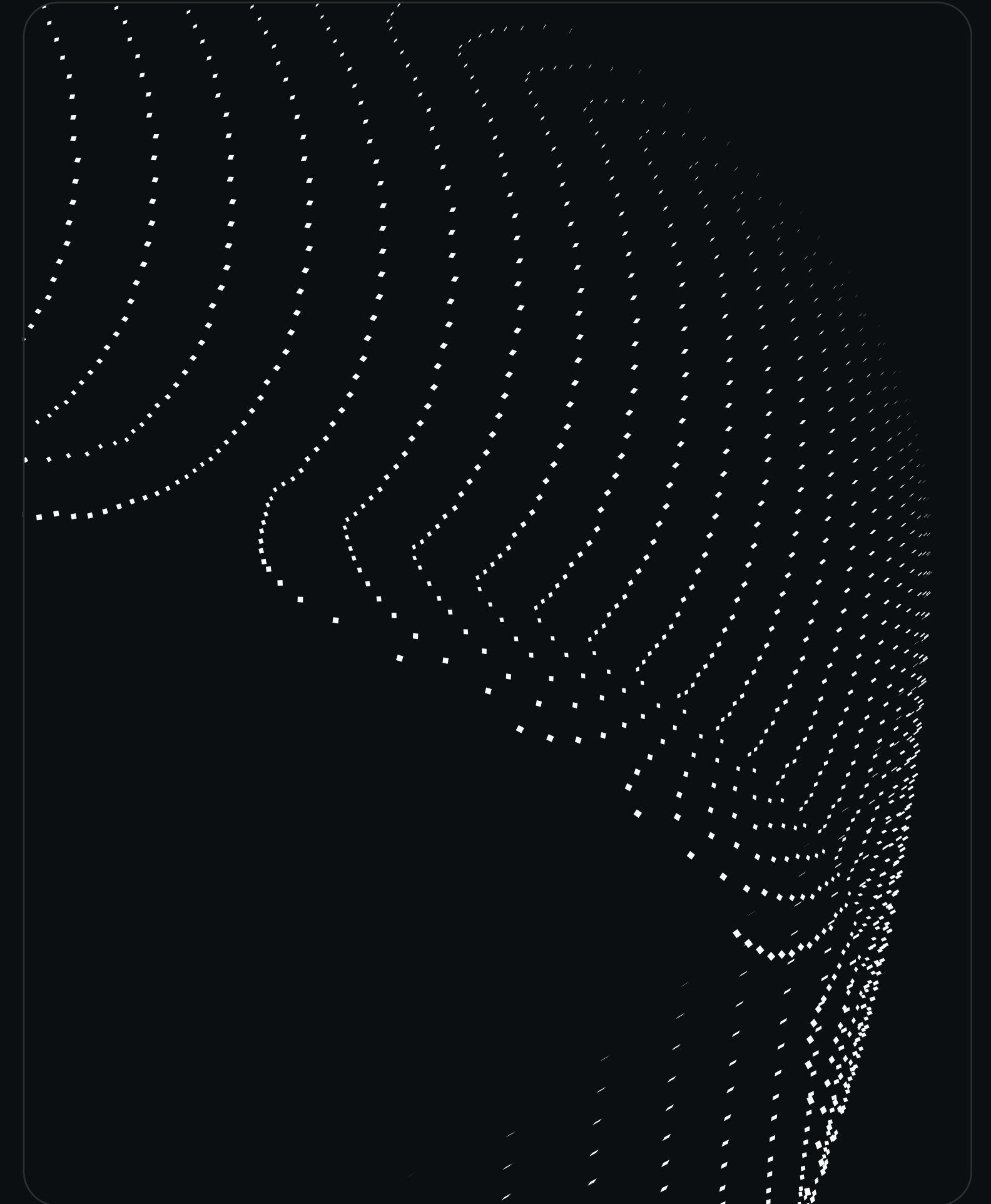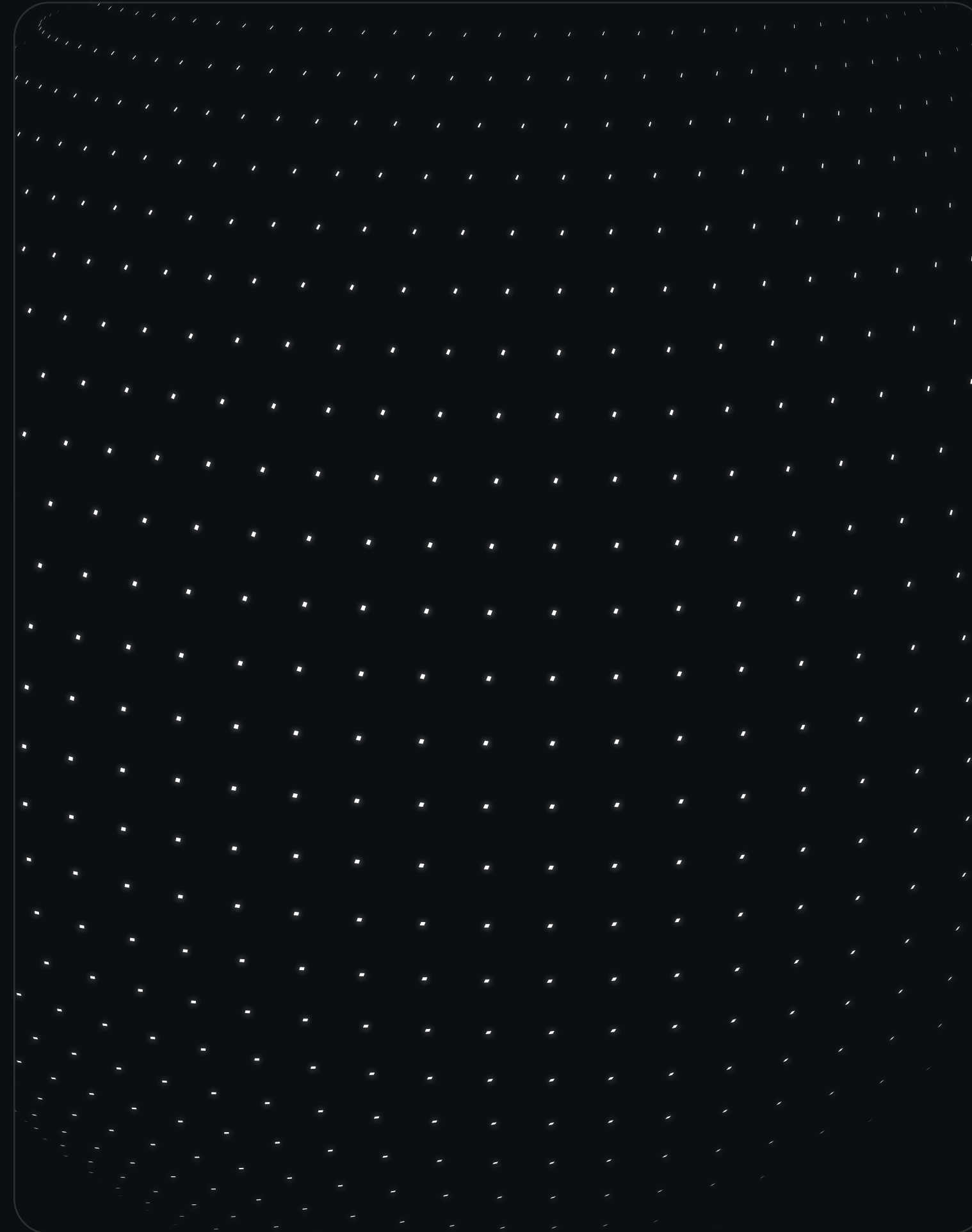
Headlines

Trade Everything, All in One App

Built on Ethena, Ethereal offers CEX-level trading performance and decentralized security.

Trade Everything in One Place

Spot and perpetuals trading for all assets. Powered by USDe.

Your All-In-One Trading Platform

Fast, secure trading. Powered by USDe.

The DEX for all assets

Maximize speed, security, and opportunity with Ethereal.

Ethereal

If you have any questions regarding this
document, please get in touch with any
member of the ethereal brand or marketing team.

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