

Brand Guidelines

About MasterDEX

MasterDEX symbolizes the balance of power among the three key components of DeFi: AI, Web3, and the Community. The logo represents their interdependence, working together to create a sustainable and thriving ecosystem. AI powers insights and automation, Web3 ensures decentralization and transparency, and the Community drives participation and growth, forming a unified, scalable DeFi platform.



Logo Types

MasterDex is a concept that symbolizes the balance of power among the three main components of the decentralized finance (DeFi) ecosystem. The balance of power among these three components is symbolized by the MasterDex logo. It represents the interdependence and symbiotic relationship between AI, web3, and the community in the DeFi ecosystem. All three components work together to create a sustainable and successful DeFi ecosystem.



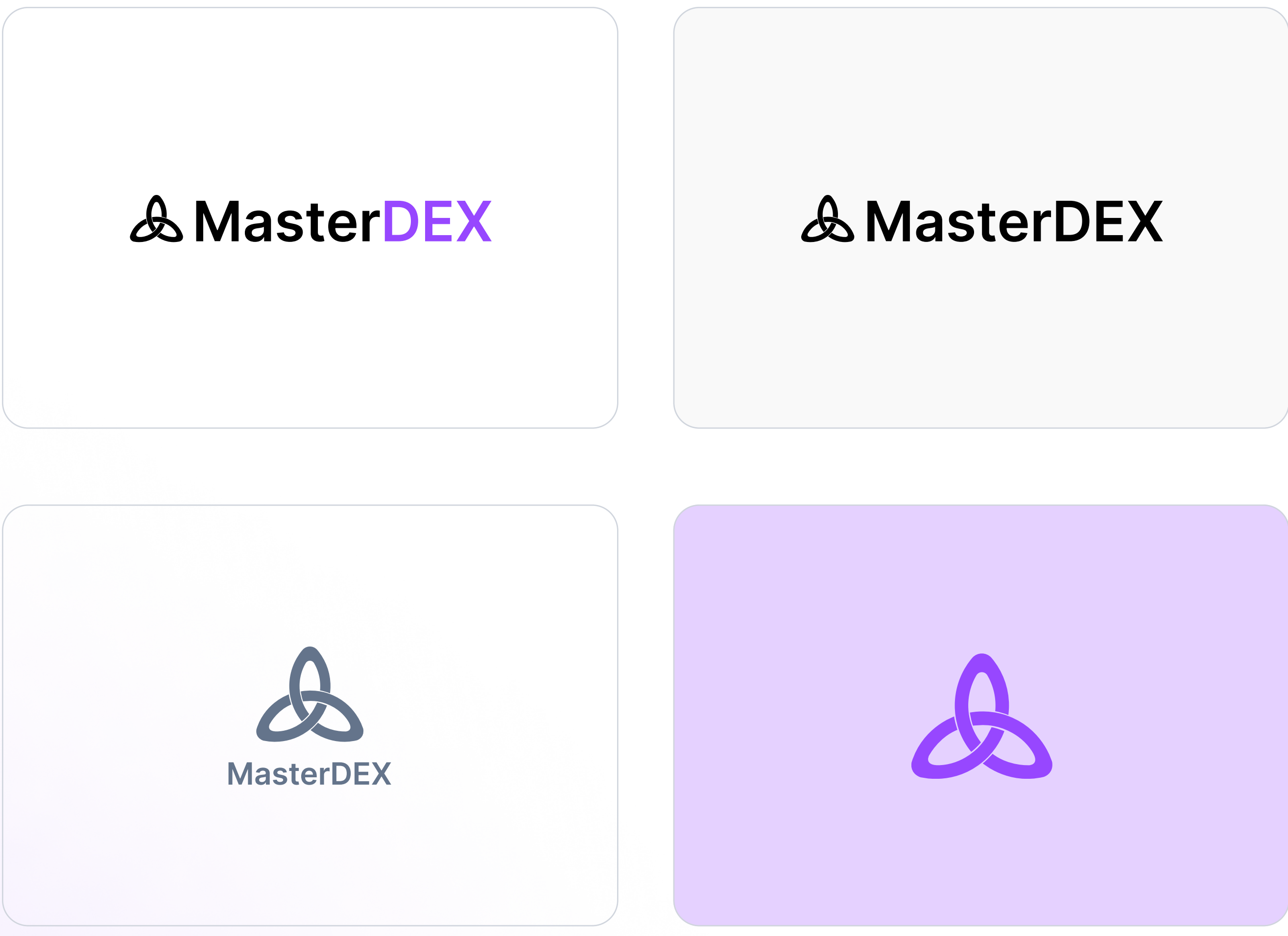
Ideal Logo Spacing

Ensuring minimum clear spacing around the logo is essential for protecting its clarity, recognizability, and legibility. This spacing acts as a protective zone, preventing interference from surrounding elements, ensuring the logo remains distinct and impactful in any context. By maintaining this clear space, the logo's visual integrity is preserved, allowing it to stand out and be easily identified, even when placed near other design elements. Adequate spacing is critical in safeguarding the logo's effectiveness and ensuring it remains a strong representation of the brand.



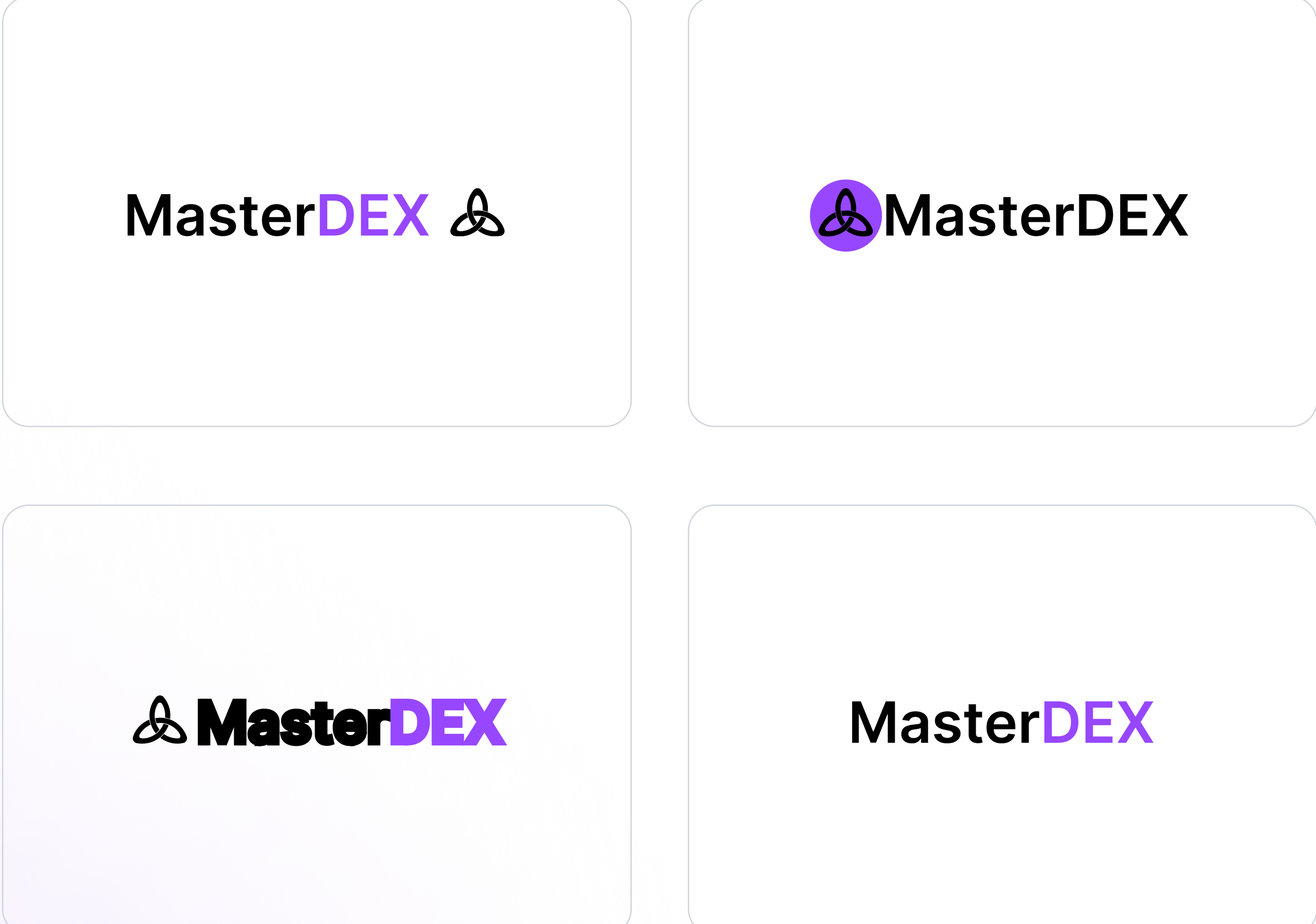
What works:

- Adequate spacing and contrast.
- Purple logo on neutral-coloured background.
- Neutral-coloured logo on Neutral-coloured background.
- Purple-tone logo on Purple-tone background.
- (Avoid light-coloured logo on dark-coloured background)



What doesn't works:

- Rearranging elements within the logo.
- Adding elements or containers to the logo.
- Changing the font of the masterdex wordmark or adding text.
- Using the wordmark alone as the logo.
- (Avoid light colour logo on dark coloured background)



Typeface

Inter

5. "As the value goes up, heads start to swivel and skeptics begin to soften. Starting a new currency is easy, anyone can do it. The trick is getting people to accept it because it is their use that gives the "money" value." - Adam B. Levine, CEO of Tokenly

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Brand Colours

In most applications, it's important to maintain strong contrast between all the colours used to ensure clarity and visual impact. High contrast enhances the legibility and prominence of design elements. For printed materials, solid colours are generally the most effective, as they provide a clean and consistent appearance. Solid colours ensure that the design remains bold and sharp, translating well across various print formats, and offering the best results in terms of quality and durability.

Primary Colours



Secondary Colours

