



THE BRAND GUIDELINES

The Logo

Color Palette

Typography

Emotive

Informative

Digital

Signage

Wayfinding

Rules

Hierarchy

JUNE 2K23





RAFLDEX

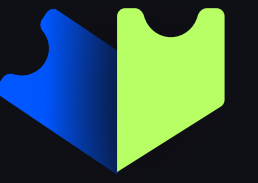
/Raffle[n]-Dex/

A raffle is a **gambling competition** in which people obtain numbered **tickets**, each of which has the chance of winning a prize. At a set time, the winners are drawn at random from a container holding a copy of each number. The drawn tickets are checked against a collection of prizes with numbers attached to them, and the holder of the ticket wins the prize.

DEX

Decentralized exchanges (abbreviated DEXs) are alternative payment ecosystems with new protocols for financial transactions that emerged within the framework of decentralized finance, which is part of blockchain technology and FinTech.

1.0



THE LOGO

The **Rafldex logo** is the visual expression of the brand it should be valued and used in accordance with these guideline.



I THINK I NEED
SOME SPACE



Pleas{eee}

Don't alter, rotate, or modify the logo.

Don't accessorize the logo
with extra elements like speech bubbles.

Don't anthropomorphize the logo.

MEET YOUR LOGO



Well, it's more than just a logo, **it is our identity !**

Ra**ft**dex



fl

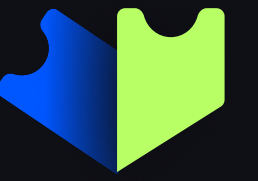


Ra**fl**dex

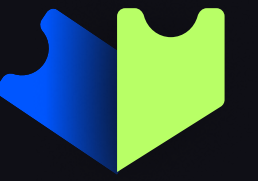
Chang{**eee**}

OUR LOGO

Please make sure you're using this version

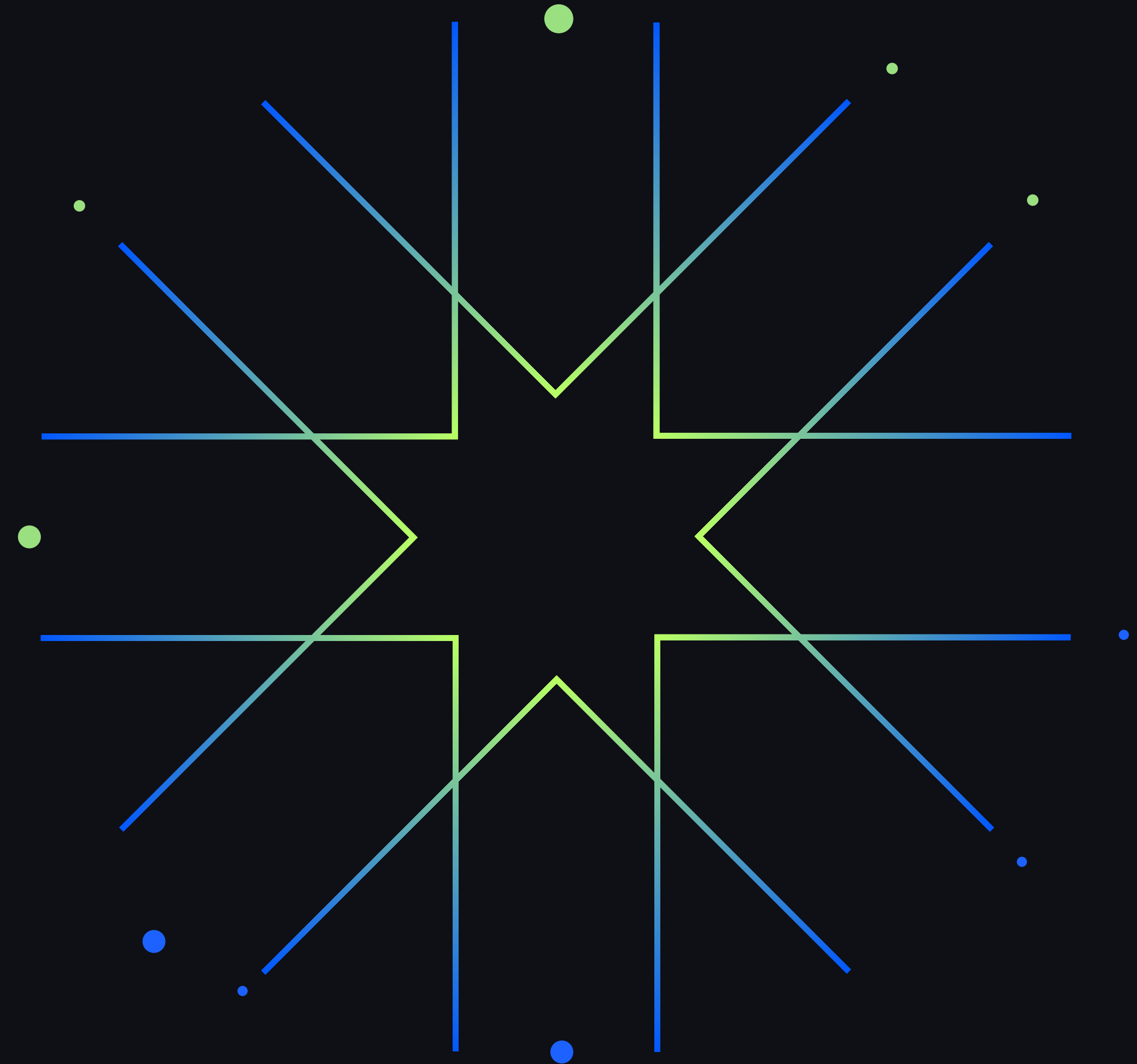


2.0



COLOR PALETTE

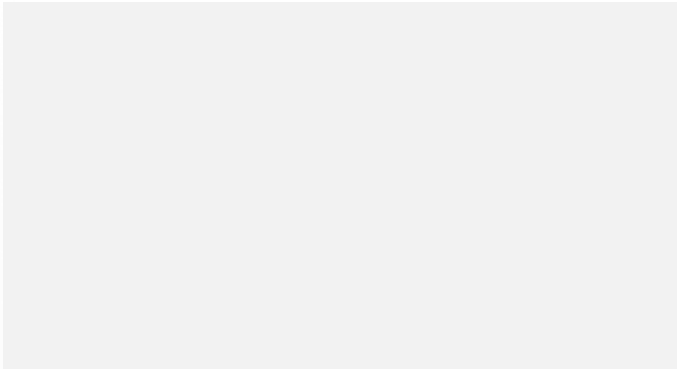
The **Rafldex brand** uses three primary colours.
Blu{eee}, Gr{eee}n and Dark/Light.



COLORS THEME



Primary Colours

			
Blu{eee} 0057FF	Gr{eee}n B9FF66	Dark 151721	Light F3F3F3

3.0



TYPO GRAPHY

Consistent use of typography across
marketing touch points creates verbal
and visual continuity.



TYPOGRAPHY



Mohave is a clean typeface, proportionate that sits well with our design language and works well for our international communication as well. All our brand stationery, social media, print and Website collateral is set in **Mohave**.

1 2 3 4 5 6 7 8 9 0
' ? ' " ! " [%] [#] { @ }

A a b c d e f g h i j

Averta is our primary typeface.

a b c d e f g h i j k l m n o p q r s t u v w x y z

TYPOGRAPHY



Miriam Libre is our secondary typeface, which can be used for the second parts of texts. **Miriam Libre** is a **free-to-use Google** typeface with character support for a ton of languages.

1 2 3 4 5 6 7 8 9 0
' ? ' " ! " (%) [#] { @ }

A a b c d e f g

Miriam Libre is our **secondary** typeface.

a b c d e f g h i j k l m n o p q r s t u v w x y z

Thank you to watching

To be continu{eee}d



**NON
FONGIBLE
DESIGN**

BURDEN

Creative Director

BOOM

Project Manager

Made with  For Rafldex