

LCX Liberty. American DeFi.

The visual identity for the LCX DeFi product line. Non-custodial by design, built in the USA and open to the world, anchored by a gradient X mark that runs LCX blue into patriotic red.

00

Brand at a glance

Positioning

Financial liberty for everyone. A complete, open, non-custodial product line, where you hold your own keys and your assets stay yours.

Personality

Confident, precise, trustworthy. Patriotic without being literal: the blue-to-red gradient signals US jurisdiction with restraint.

Heritage

Built on the LCX starburst lineage, reimagined as a sharp geometric X with a blue-to-red gradient and a bold Geist display voice.

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The logo

The identity is built from two parts: the gradient X mark (a six-point starburst running LCX blue into patriotic red) and the wordmark set in Geist.



Primary mark: blue → red gradient, full colour



On navy field: approved dark background



LCX DeFi
UNITED STATES

Stacked lockup: square formats

Clearspace

Maintain clearspace equal to **X**, the height of one arm of the star, on all sides. Keep it free of type, imagery, and edges.

Minimum size: 24px

Do not reproduce the gradient mark below 24px. Under that size the fine negative-space gaps close up. Switch to the flat single-colour mark.

02

Logo misuse

The mark is a fixed asset. Do not redraw, restyle, or recolor it. These are the six most common violations.



Don't stretch or distort



Don't rotate or tilt



Don't recolor the gradient



Don't place on clashing color



Don't add effects or shadows



Don't crowd the clearspace

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Colour

LCX blue stays the primary brand colour. Old Glory navy and red enter as the US accent pair, driving the gradient mark, jurisdiction cues, and highlights.



LCX Blue

Primary

#2B6BFF

rgb(43, 107, 255)



LCX Navy

Text / anchor

#001B59

rgb(0, 27, 89)

Old Glory Navy
US accent
#0A3161
rgb(10, 49, 97)

Old Glory Red
US accent
#B31942
rgb(179, 25, 66)

White
#FFFFFF

Canvas
#F7F9FF

Blue soft
#F1F5FF

Hairline
#D9D9D9

Text 2
#5B6480

Red soft
#FBE9EE

Usage ratio



Neutral and white dominate at 60%. Navy anchors structure and text at 24%. Blue drives interaction at 10%. Red is a spark: accents only, never a background wash.

Accessibility (WCAG AA)

Navy on white	14.8 : 1	AAA for all text
Red on white	6.9 : 1	AA for all text
White on red	6.9 : 1	AA for all text
Blue on white	3.6 : 1	Large text and UI only

Blue at 3.6:1 clears the 3:1 floor for large text and UI, but not the 4.5:1 body-copy threshold. Small text on white uses navy.

Typography

Geist, a geometric grotesk, carries both bold headlines and clean body/UI. One typeface, tuned by weight and tracking.

Display 64

Own it. Trade it.

H1 40

Financial liberty

H2 28

Built in the USA

Body 16

A complete, open, non-custodial product line. Your keys,
your assets, your control.

Label 12

TOTAL VALUE LOCKED

Geist Bold: weights 600/700. Tight letter-spacing (−0.02 to −0.03em) on large sizes. Headlines, numbers, hero.

Geist Regular: weights 400/500. Default line height 1.55. Paragraphs, labels, tables, inputs.

Iconography & UI

Lucide icons at 2px stroke, round caps. Navy is the default icon colour; blue marks active actions; red flags alerts.



Navy · default



Blue · active



Red · alert

UI keeps the LCX hairline aesthetic: 8px radius, 0.5px borders, no drop shadows.

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Voice & tone

Confident and spare. Few words, strong ones. We lead with trust, never hype. Second person for the customer, terse and declarative in-product. No exclamation marks.

We say

“Financial liberty for everyone.”

“Your keys. Your assets. Your control.”

“Own it. Trade it. Tokenize it.”

We avoid

~~“Get rich with crypto now!”~~

~~“The #1 DeFi platform ever made”~~

~~“Moon 🚀 guaranteed gains”~~

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Assets

Vector first. Raster sizes are provided for surfaces that cannot take an SVG.

File	Use	Download
Gradient X mark	SVG for every digital surface, any size above 24px	Download
Mark · 1024 PNG	Transparent raster, presentations and docs	Download
Mark · navy tile	Dark contexts and app icons	Download
Mark · white tile	iOS / desktop app icon	Download
Full kit	All sizes to 4096px, plus the guidelines PDF	Download

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