IDENTITY SYSTEM

Trusted like gold.



The Ducat Markets identity: symbol, logo, colour, type and interface. Everything a designer, developer or partner needs to present the brand with precision.

BRAND	DOCUMENT	VERSION	ISSUED
Ducat Markets	Brand guidelines	1.0	November 2026

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Named after the coin the world trusted.

For five centuries, traders from Venice to Cairo settled their accounts in one gold coin. It became the reference for value because it never changed: same weight, same purity, every time.

1284

The first ducat

Venice mints a gold coin of fixed weight and purity.

500 years

A global reference

Accepted in ports and markets across three continents as the measure of value.

Today

Ducat Markets

A global fintech broker with the same promise: money you can trust, handled with precision.

Calm, clear, precise.

Four principles for every word we publish: website, app, ads, emails and support.

01

Clear before clever

Plain words a new trader understands. One idea per sentence.

02

Calm and precise

Confidence, never hype. Numbers over adjectives. No exclamation marks.

03

Honest about risk

Every claim about results carries the full risk warning, in the same size as the claim.

04

Global and modern

Built for traders everywhere, with fintech speed and clarity. No local or banking clichés.

● WRITE

“Open an account in minutes. Fund it in your currency and trade from day one.”

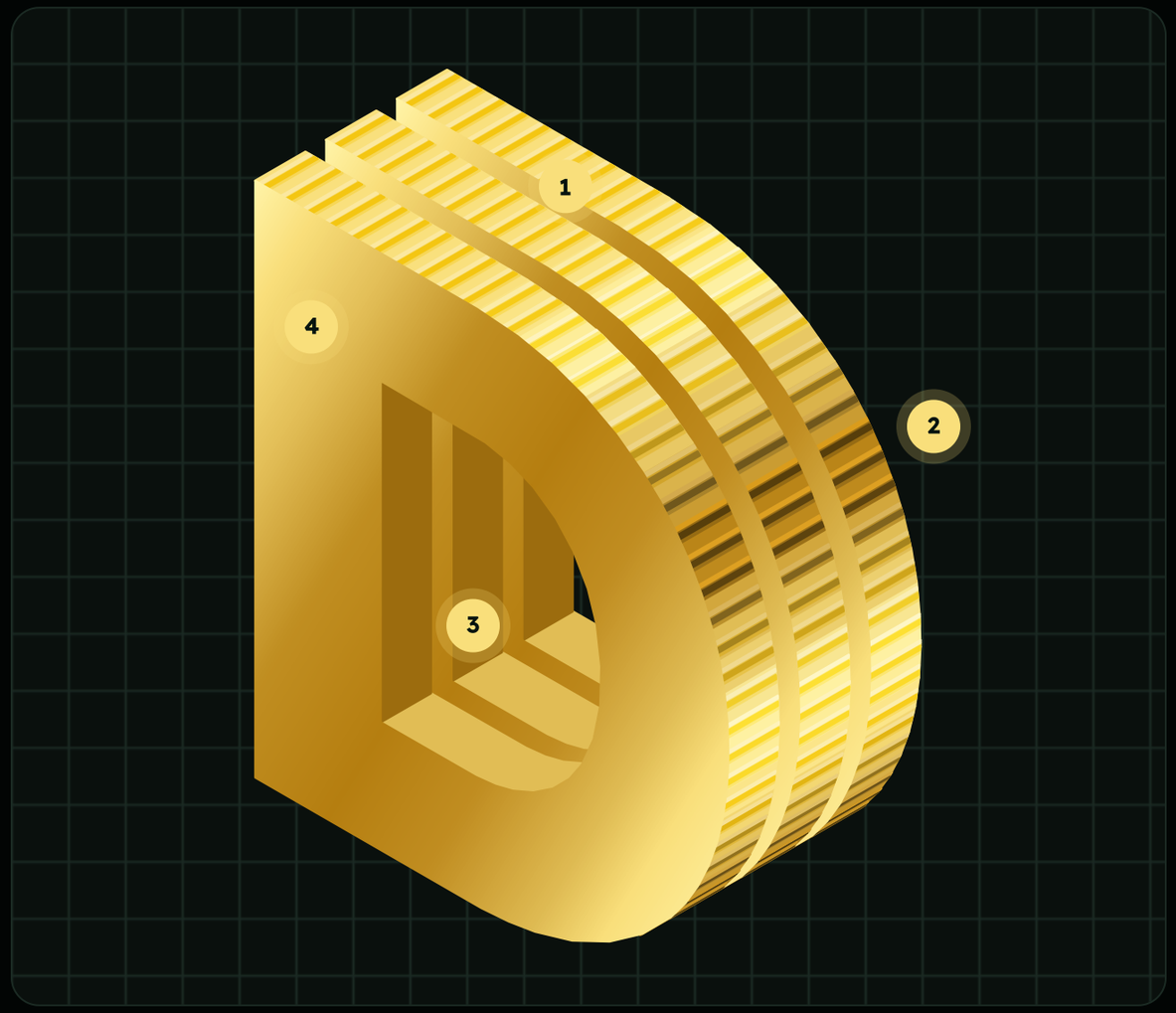
Concrete, calm, benefit first.

● AVOID

“Start winning big today!!! Don’t miss out!”

Hype, promises of profit and pressure. Never acceptable for a regulated broker.

A stack of coins in the shape of a D.



1 Three coins
Value that grows, layer on layer. The stack reads as one solid form from a distance.

2 Milled edge
The reeded rim of a real coin, with true groove depth. It appears only at LOD 1.

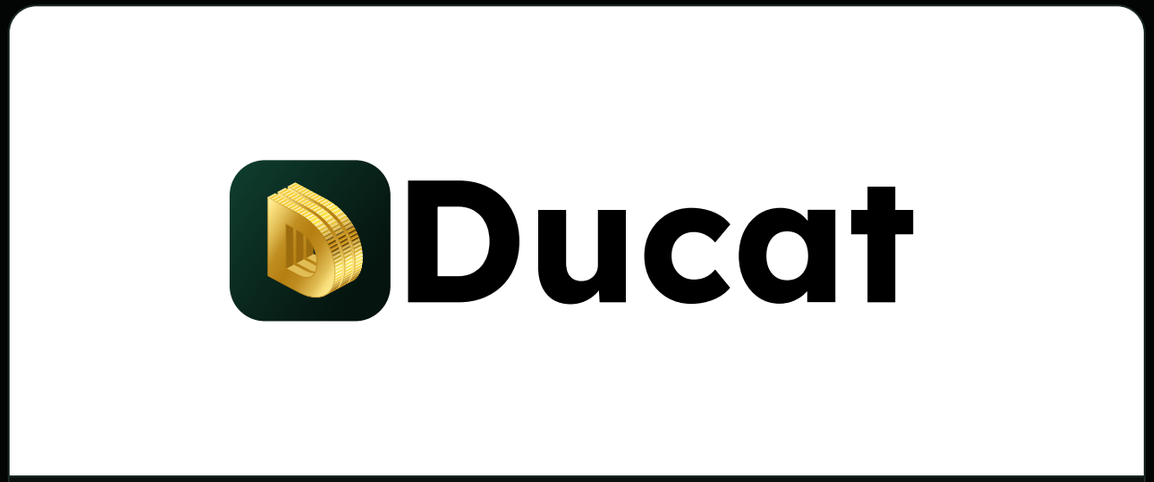
3 The counter
The inside of the D, cut from Lexend Bold, sinks into the stack with darker inner walls.

4 Isometric view
True isometric projection at 30 degrees. Light comes from the top left.

LETTERFORM	PROJECTION	COINS
Lexend 700	Isometric 30°	3

Gold on green, everywhere.

The logo is the symbol on its forest green tile, followed by the wordmark. Use the supplied files exactly as they are: never retype the wordmark.



Primary Black wordmark — White and light backgrounds



Light White wordmark — Dark and black backgrounds, photos

FILES

ducat-gold-primary.svg
ducat-gold-light.svg

TILE

1024 unit square, radius 224, brand gradient

PROPORTION

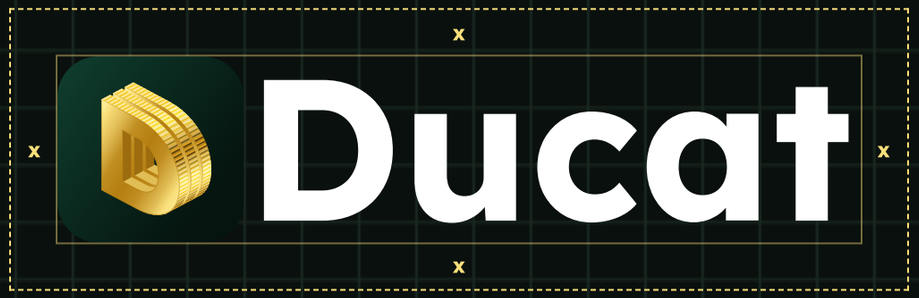
Lockup 4.32 : 1, tile height = logo height

RULE

One logo per layout, never on a busy image

Give it room.

Clear space is one quarter of the tile height, called x, on every side. Nothing enters it: text, edges, other logos.



x = tile height / 4

Applies to every version and metal

MINIMUM SIZE

Ducat

Screen 120 px wide / Print 30 mm

Icon 16 px

BELOW THE MINIMUM

Use the icon on its own. Never shrink the full lockup until the wordmark is unreadable.

Three levels of detail (LOD).

Like a 3D model, the symbol carries less detail the smaller it appears. Pick the level by the height of the symbol where it is used.



LOD 1 Detailed 96 px and up

Milled edges, three coins. Hero, print, signage.



LOD 2 Full 40 to 96 px

Three plain coins. Header, app icon, avatars.



LOD 3 Small Under 40 px

One solid block. Favicon, tabs, tiny marks.

16 / 24 / 32 px → LOD 3	40 / 64 / 96 px → LOD 2	96 px and up → LOD 1

Gold first, three editions after.

Silver, emerald and obsidian are for account tiers, special editions and merchandise. One metal per piece; never mix metals side by side as decoration.



Gold — On forest green

The default, everywhere



Silver — On forest green

Premium tiers and editions



Emerald — On near-black

Positive moments, rewards



Obsidian — On gold

Professional and VIP

For foil, embossing and print.

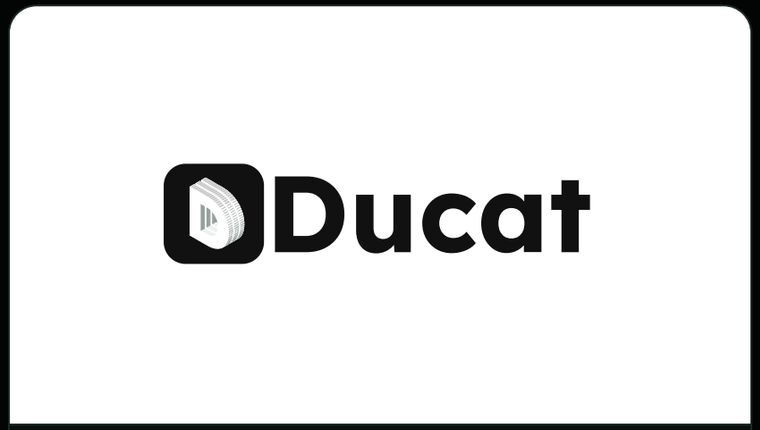
When metallic printing is not possible: foil stamping, embossing, engraving, newspaper ads. The tile stays; the symbol knocks out of it, so each version prints in one ink.



Green Green tile and wordmark, white symbol. Light paper.



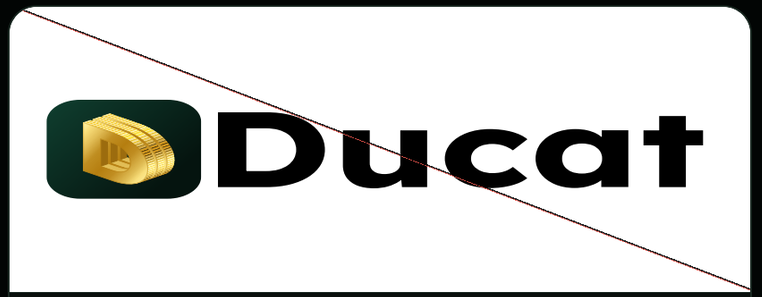
White White tile and wordmark, green symbol. Dark grounds.



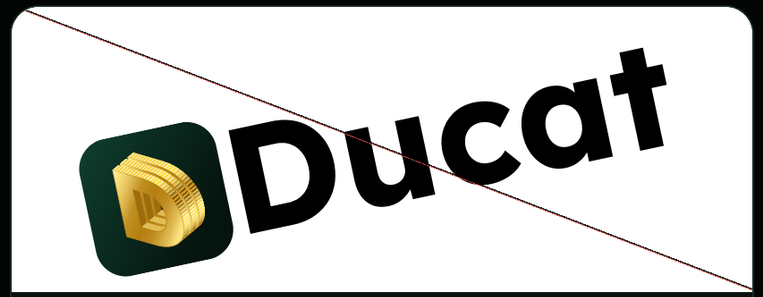
Black Black tile and wordmark, white symbol. Mono print.

Never do this.

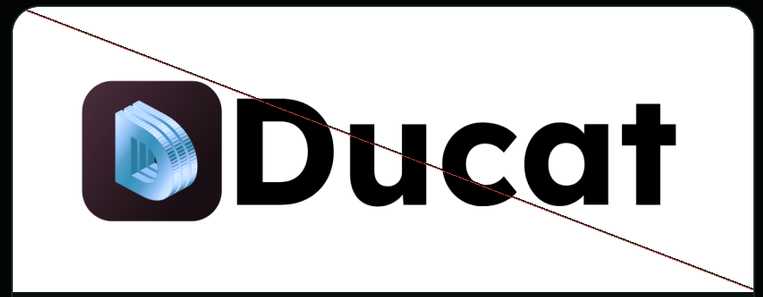
If a layout seems to need one of these changes, choose another version of the logo instead.



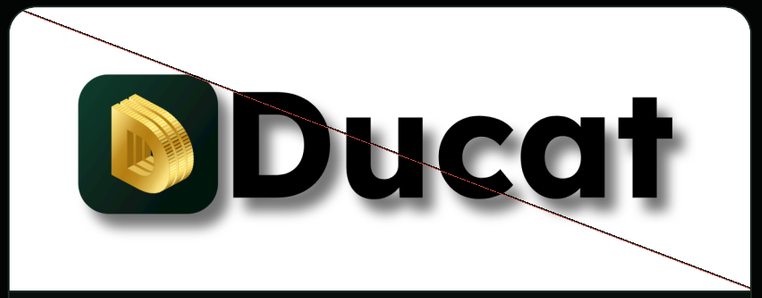
● NEVER Stretch or squash



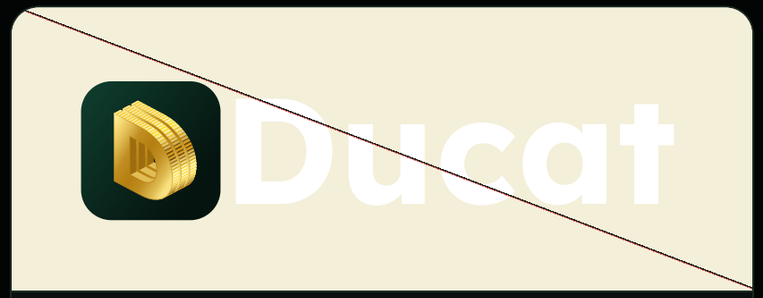
● NEVER Rotate



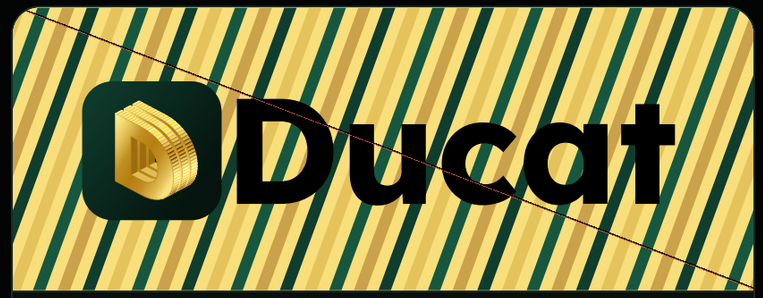
● NEVER Change the colours



● NEVER Add shadows or effects



● NEVER Light version on light

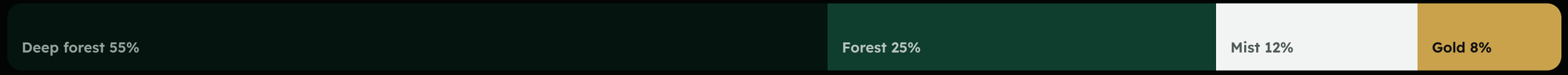


● NEVER Busy backgrounds

Forest green and gold.

Forest green is the brand. Gold is the accent and the logo. Never use the 24markets blue.

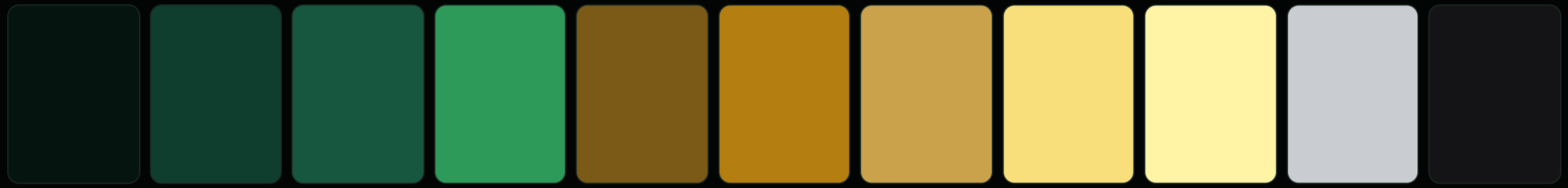
Primary	Primary	Accent	Accent	Neutral	Neutral
Forest	**Deep forest**	**Gold**	**Light gold**	**Mist**	**Ink**
HEX #0F3D2E	HEX #05140F	HEX #C9A24B	HEX #F9DF7B	HEX #F2F4F3	HEX #111111
RGB 15 61 46	RGB 5 20 15	RGB 201 162 75	RGB 249 223 123	RGB 242 244 243	RGB 17 17 17
CMYK 75 0 25 76	CMYK 75 0 25 92	CMYK 0 19 63 21	CMYK 0 10 51 2	CMYK 1 0 0 4	CMYK 0 0 0 93
TOKEN forest-800	TOKEN forest-900	TOKEN gold-400	TOKEN gold-200	TOKEN mist	TOKEN ink



Typical colour balance across a layout. CMYK values are starting points: confirm with your printer against a physical proof.

Supporting tones.

For interfaces and data. The tints extend the core palette; semantic colours are used only for meaning, never decoration.



forest-900	forest-800	forest-600	emerald-500	gold-800	gold-600	gold-400	gold-200	gold-100	silver-300	obsidian-900
#05140F	#0F3D2E	#17573F	#2E9A5A	#7A5A16	#B57E10	#C9A24B	#F9DF7B	#FFF3A6	#C9CCD1	#141416

Positive
Light #145C36 / Dark #7FD6A1

Negative
Light #9B2C1F / Dark #F4A69B

Error
Light #B3261E / Dark #F4A69B

One brand gradient, four metals.

The brand gradient carries large surfaces. The metal finishes belong to the logo. Buttons use a softer, top-lit version of the same tones. Text is always flat.

Brand gradient

brand-gradient / 135°, top left to bottom right



#0F3D2E 0% — Tile, hero sections, large dark grounds — #05140F 100%

Gold

metal-gold



#FFF3A6 #F9DF7B #E1BC55 #C08E21 #B57E1(

Obsidian

metal-obsidian



#5E5E62 #3A3A3E #2A2A2E #141416

Silver

metal-silver



#FFFFFF #F4F5F7 #C9CCD1 #A3A8AF

Emerald

metal-emerald



#5FCB85 #2E9A5A #1F7A48 #0B3D26

Readable, every time.

Every text pair passes WCAG 2.2 AA at body size. Gold #C9A24B is never used as text on white (2.4 : 1).

SAMPLE	PAIR	COLOURS	CONTRAST	LEVEL
Aa	Ink on white	#111111 on #FFFFFF	**18.9 : 1**	AAA
Aa	Forest on white	#0F3D2E on #FFFFFF	**12.2 : 1**	AAA
Aa	Gold 800 on white	#7A5A16 on #FFFFFF	**6.4 : 1**	AA
Aa	White on forest	#FFFFFF on #0F3D2E	**12.2 : 1**	AAA
Aa	Light gold on forest	#F9DF7B on #0F3D2E	**9.2 : 1**	AAA
Aa	Gold on deep forest	#C9A24B on #05140F	**7.9 : 1**	AAA
Aa	Button text on gold, darkest stop	#05140F on #B57E10	**5.3 : 1**	AA
Aa	Field text on obsidian	#FFFFFF on #141416	**18.4 : 1**	AAA

One family: Lexend.

Designed for reading proficiency. Free under the SIL Open Font License, served by Google Fonts or self-hosted.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 $ € £ ¥ % + − × ÷ . ,

Ag	Ag	Ag	Ag
REGULAR 400	MEDIUM 500	SEMIBOLD 600	BOLD 700

A clear, steady scale.

Web and app sizes in pixels, size over line height. Never type the word Ducat in Lexend to imitate the logo: the wordmark is custom and supplied as outlines.

DISPLAY	72 / 76 / 700	Trade the world
HEADING 1	48 / 56 / 600	Every market, one login
HEADING 2	32 / 40 / 600	Three metals. Pick yours.
HEADING 3	24 / 32 / 600	Quick deposit
BODY	16 / 24 / 400	Forex, indices, commodities, shares and crypto, with fast execution and clear pricing.
LABEL	12 / 16 / 600	ACCOUNT BALANCE

Soft pills, lit from above.

Every button is a full pill with a top-lit surface, a fine inner rim and a soft ambient shadow. A chip on the right carries an icon or a value. One primary per view.

PRIMARY / GOLD

Open account →

Main action: open, deposit, confirm.

SECONDARY / OBSIDIAN

Try demo

The alternative next to a primary.

TERTIARY / SILVER

Compare accounts

Supporting actions and filters.

POSITIVE / EMERALD

Buy

Trading actions such as Buy.

DETAIL PILL: TITLE, LINE AND VALUE CHIP

Gold account
Spreads from [__] pips
[$__]

Silver account
Spreads from [__] pips
[$__]

Height 72, text 17 over 14, chip 46. For choosing accounts, methods and plans.

SIZES AND STATES

Small 36 | Medium 48 | Large 56 → | Disabled

Side padding 18 / 26 / 32. Gap between buttons 12. Hover brightens; disabled is flat grey.

Obsidian fields, exact tokens.

Inputs are obsidian in both themes, with white text and a gold focus ring. Spacing runs on a 4 px base.

Email

name@example.com

Default, with placeholder

Full name

Alex Morgan

Focus: 2 px gold ring #C9A24B

Deposit amount (USD)

20

Minimum deposit is [$__].

SPACING

space-1	4 px
space-2	8 px
space-3	12 px
space-4	16 px
space-6	24 px
space-8	32 px
space-16	64 px

RADIUS



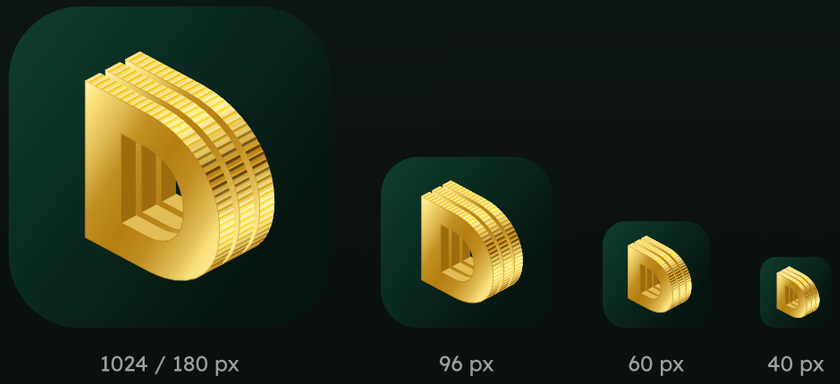
radius-sm 8 | radius-md 12 | radius-lg 20 | radius-pill 999

Fields use 14, cards 20, and every button is a full pill.

App icon, favicon and UI icons.

The app icon is the gold tile at LOD 2. The favicon is the LOD 3 symbol. UI icons are drawn on a 24 px grid with a 1.8 stroke and round ends.

APP ICON



1024 / 180 px · 96 px · 60 px · 40 px

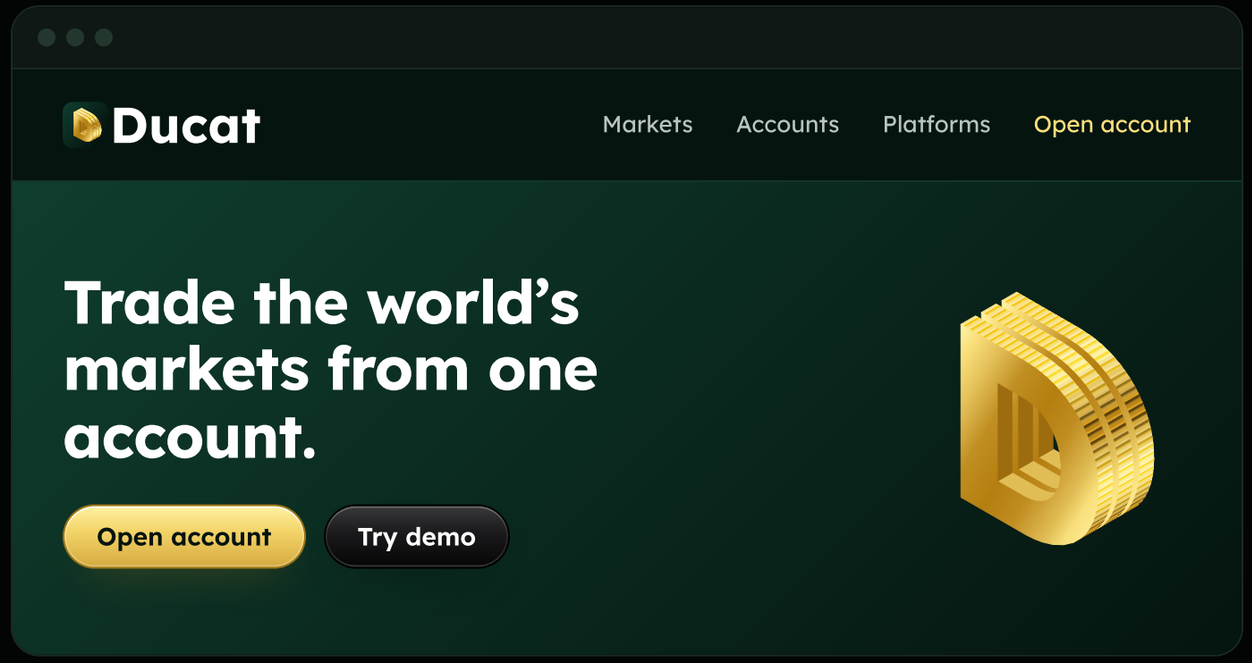
FAVICON

Ducat Markets

Markets	Forex	Commodities	Shares	Wallet	Deposit
Withdraw	Transfer	Verified	Documents	Alerts	Global

The brand in the world.

Website header and hero, business card front and back, and the social avatar.



Ducat

Ducat

[Name Surname]

[Role] / Ducat Markets

[email] / [phone]



Social avatar

The gold symbol, centred on the brand gradient, at half the circle’s width.

Every file, in one place.

Use only these files. For anything not covered here, ask before you design.

SVG	**Gold logo, primary** ducat-gold-primary.svg	52 KB	↓
SVG	**Gold logo, light** ducat-gold-light.svg	52 KB	↓
SVG	**Gold icon** ducat-gold-icon.svg	49 KB	↓
SVG	**Symbol LOD 1, 2, 3** ducat-symbol-detailed-gold.svg	59 KB	↓
SVG	**Silver, emerald, obsidian** ducat-silver-primary.svg	61 KB	↓
SVG	**One colour: green, white, black** ducat-green-primary.svg	48 KB	↓
PNG	**App icon 1024 and 180 px** icon-1024.png	292 KB	↓
WOFF2	**Lexend, variable** Lexend.woff2	70 KB	↓

BRAND CONTACT

Ducat Markets marketing

[brand@ducatmarkets.com]

DESIGN SYSTEM

Tokens, components and guidelines for designers and developers, with the same colours, type and buttons as this document.

VERSION

1.0 / November 2026. Supersedes all earlier Ducat logos.