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.”**

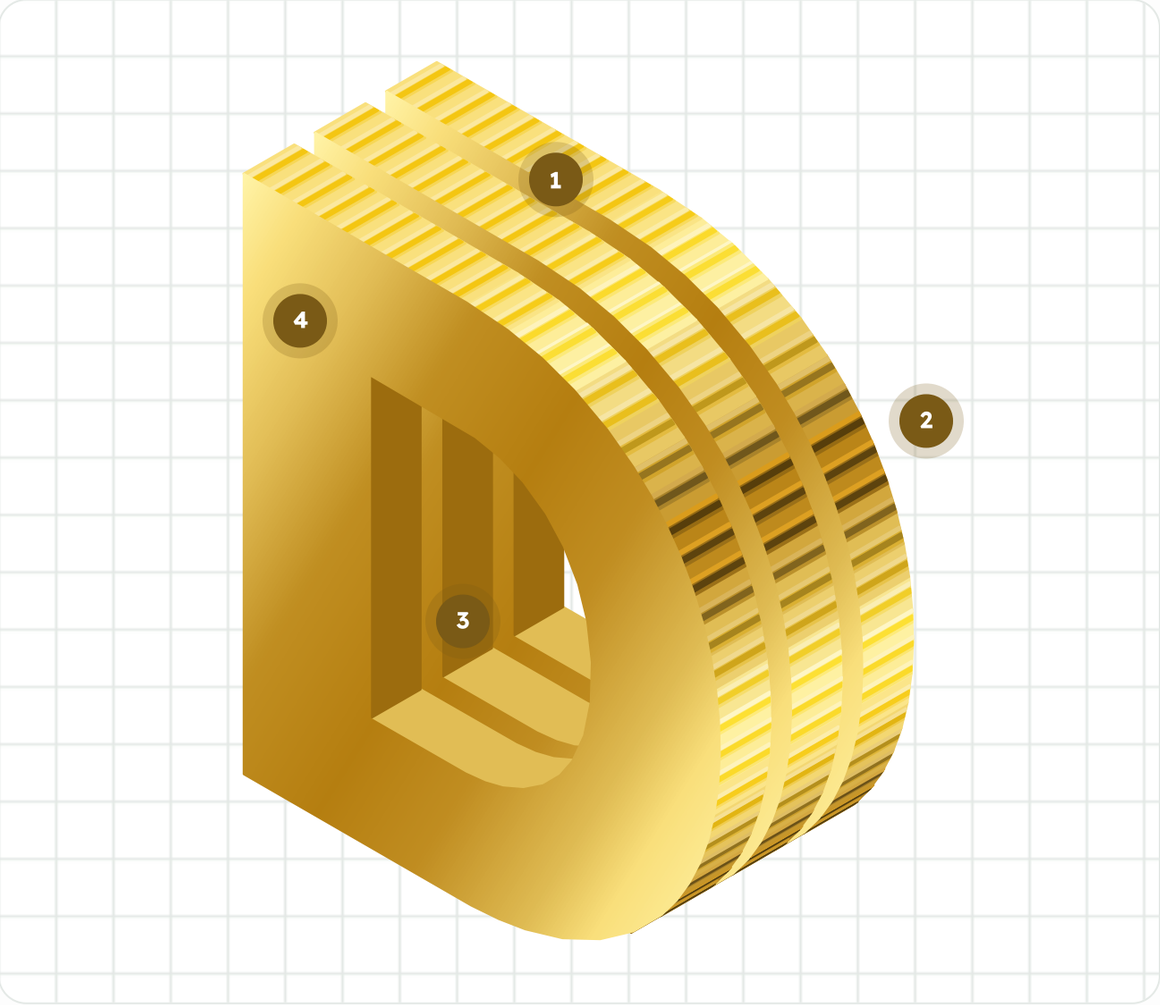
Concrete, calm, benefit first.

● 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

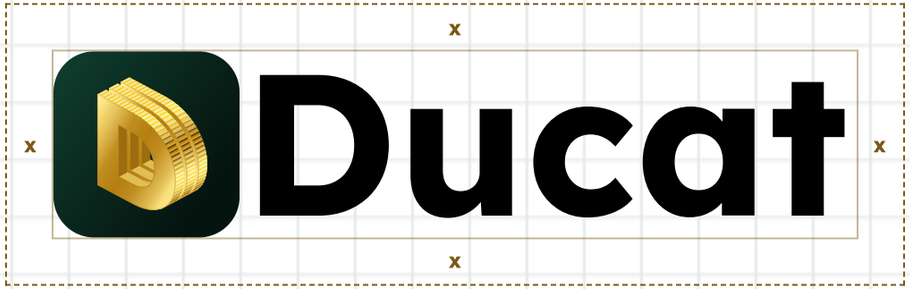
Lockup 4.32 : 1, tile height = logo height

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




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

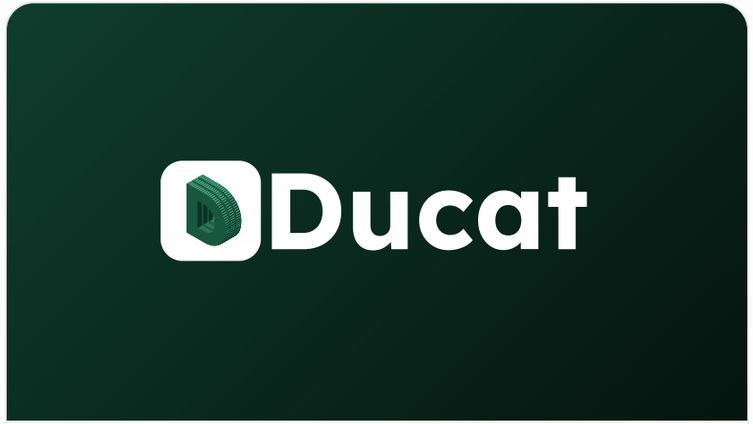
Professional and VIP

# 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.



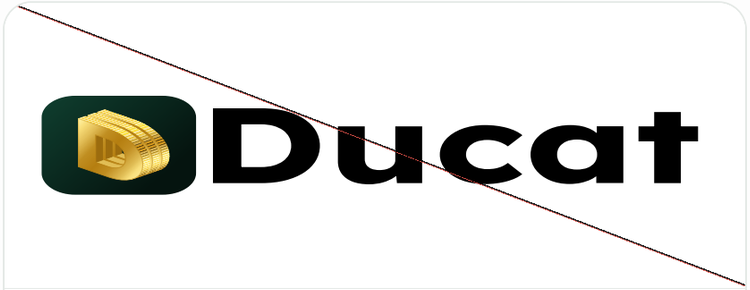

**White** White tile and wordmark, green symbol. Dark grounds.



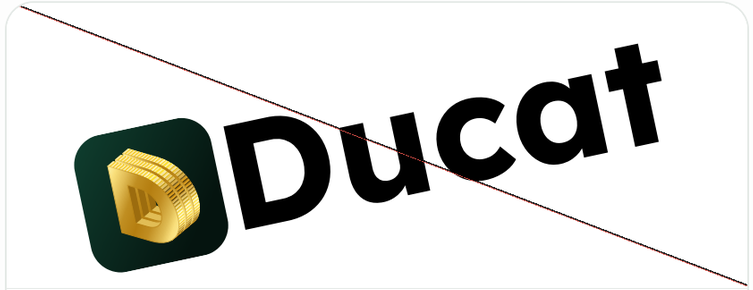

**Black** Black tile and wordmark, white symbol. Mono print.

# Never do this.

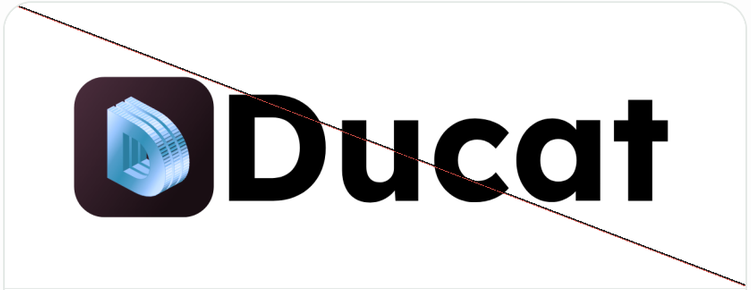
If a layout seems to need one of these changes, choose another version of the logo instead.



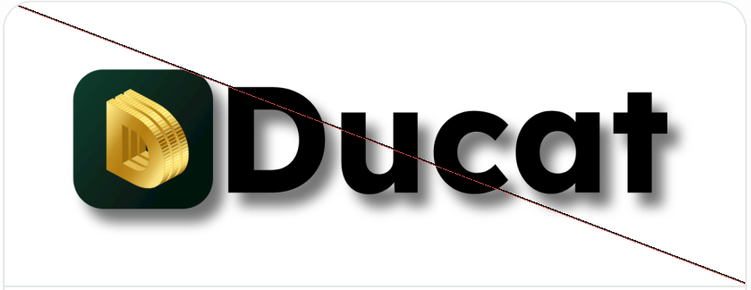

● NEVER Stretch or squash



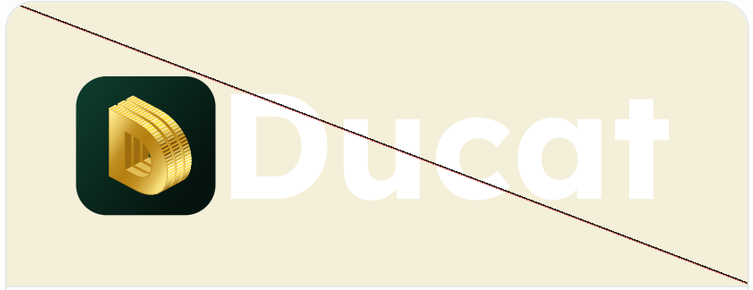

● NEVER Rotate



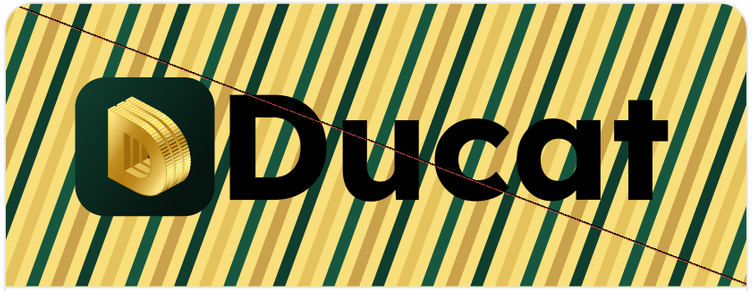

● NEVER Change the colours




● 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

## Forest

| | |
|---|---|
| HEX | #0F3D2E |
| RGB | 15 61 46 |
| CMYK | 75 0 25 76 |
| TOKEN | forest-800 |

Primary

## Deep forest

| | |
|---|---|
| HEX | #05140F |
| RGB | 5 20 15 |
| CMYK | 75 0 25 92 |
| TOKEN | forest-900 |

Accent

## Gold

| | |
|---|---|
| HEX | #C9A24B |
| RGB | 201 162 75 |
| CMYK | 0 19 63 21 |
| TOKEN | gold-400 |

Accent

## Light gold

| | |
|---|---|
| HEX | #F9DF7B |
| RGB | 249 223 123 |
| CMYK | 0 10 51 2 |
| TOKEN | gold-200 |

Neutral

## Mist

| | |
|---|---|
| HEX | #F2F4F3 |
| RGB | 242 244 243 |
| CMYK | 1 0 0 4 |
| TOKEN | mist |

Neutral

## Ink

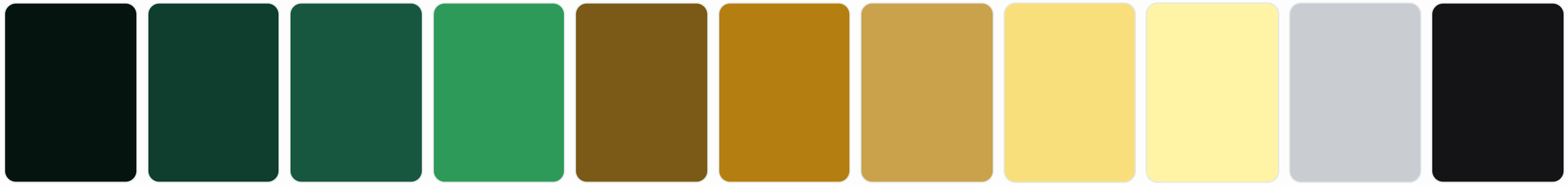
| | |
|---|---|
| HEX | #111111 |
| RGB | 17 17 17 |
| CMYK | 0 0 0 93 |
| TOKEN | ink |




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<br>REGULAR 400 | Ag<br>MEDIUM 500 | Ag<br>SEMIBOLD 600 | Ag<br>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

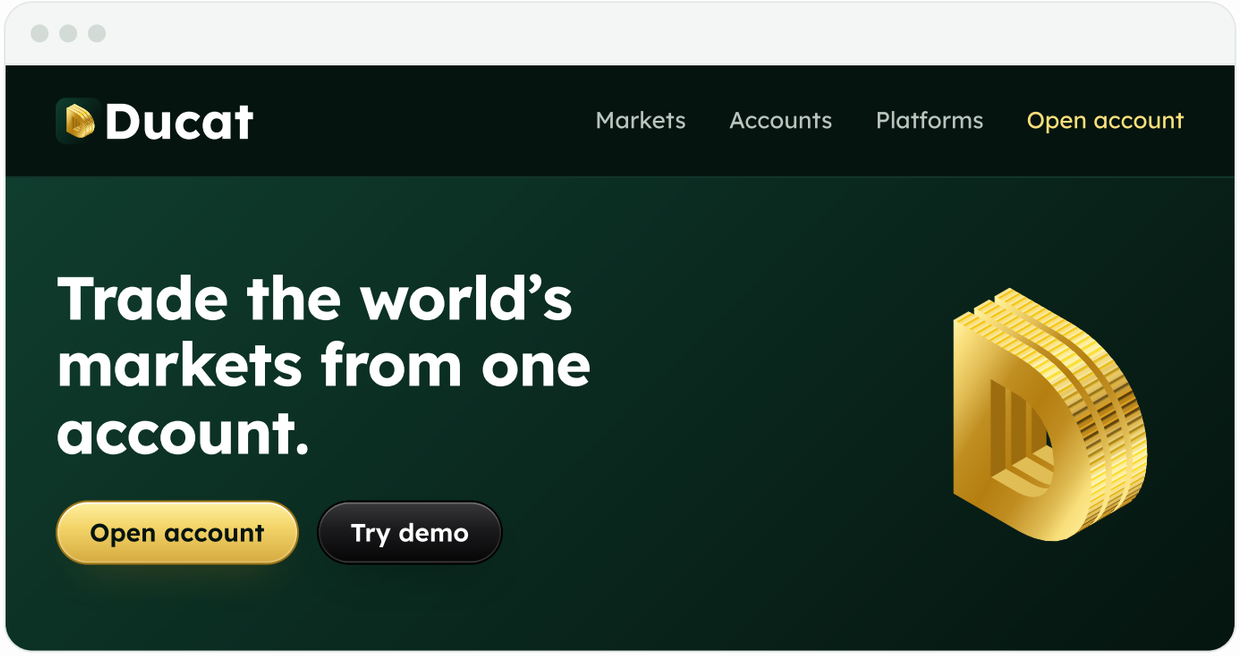
## FAVICON

Ducat Markets

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

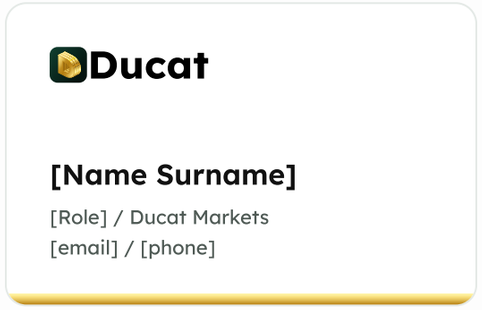
# The brand in the world.

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












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