Partners

XRPL Developer Branding Kit

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1.1

Introduction

Welcome to the XRP Ledger Community!

You probably want to tell everyone about your projects and experiences. Here are some tips and tricks to make sharing easy and accurate.

1.2

Who's who?

Lorem ipsum

The **XRP Ledger** is a decentralized public blockchain that is open-source and powered by a global developer community. Companies, institutions, developers and individuals around the world use the **XRP Ledger** for use cases across, tokenization, payments, stablecoins, DeFi, and more.

Ripple is proud to build on and contribute to **XRPL** and to support others. But please do not use the **Ripple** name, logo or any other part of the brand without explicit permission.

2.1

Spread
the Word

Amplify on social media

We encourage you to share posts about your project and award
on all relevant channels.

Details matter! So, make sure to include:

- A high-level overview of what your project is or does
- Product announcement and updates
- Events you're attending or hosting

Hashtag: Preferred & Avoid

2.2

Do's & Don'ts

Use the right hashtags in your post for greater visibility and to be part of the conversation.

#XRPL ✓	#XRPLedger ✓	#BuiltOnXRPL ✓
$XRP ✗	#XRPArmy ✗	#Ripple ✗

Hashtag: Preferred

2.3

Get Social

Here are a few examples to inspire your own communication.

✓ We're proud to build on **#XRPL**

✓ Check it out! We're building PROJECTNAME on **XRPL!**

✓ We're getting ready for our first release built on **#XRPLedger**. Look out for the announcement over the next few days!

✓ Meet us at EVENT in Singapore where we'll talk tokenization and all things **#XRPL**.

*For a chance to be featured on **Ripple's** social media channels, tag **@RippleXDev** on Twitter and use **#XRPLAccelerator.***

3.1

Get the Look

There's a **"Built on XRPL"** badge made for everyone who develops on the **XRP Ledger**. Use it in your site, in posts or other communications.

On the next few pages you'll find a few versions and some basic guidelines for how to use it.

3.2

Primary Badge

The Built on XRP Ledger badge must be consistently applied with a transparency background (png, svg, eps)

Logo modifications compromise the XRPL brand. Please do not attempt to recreate or alter the Built on XRPL logo.
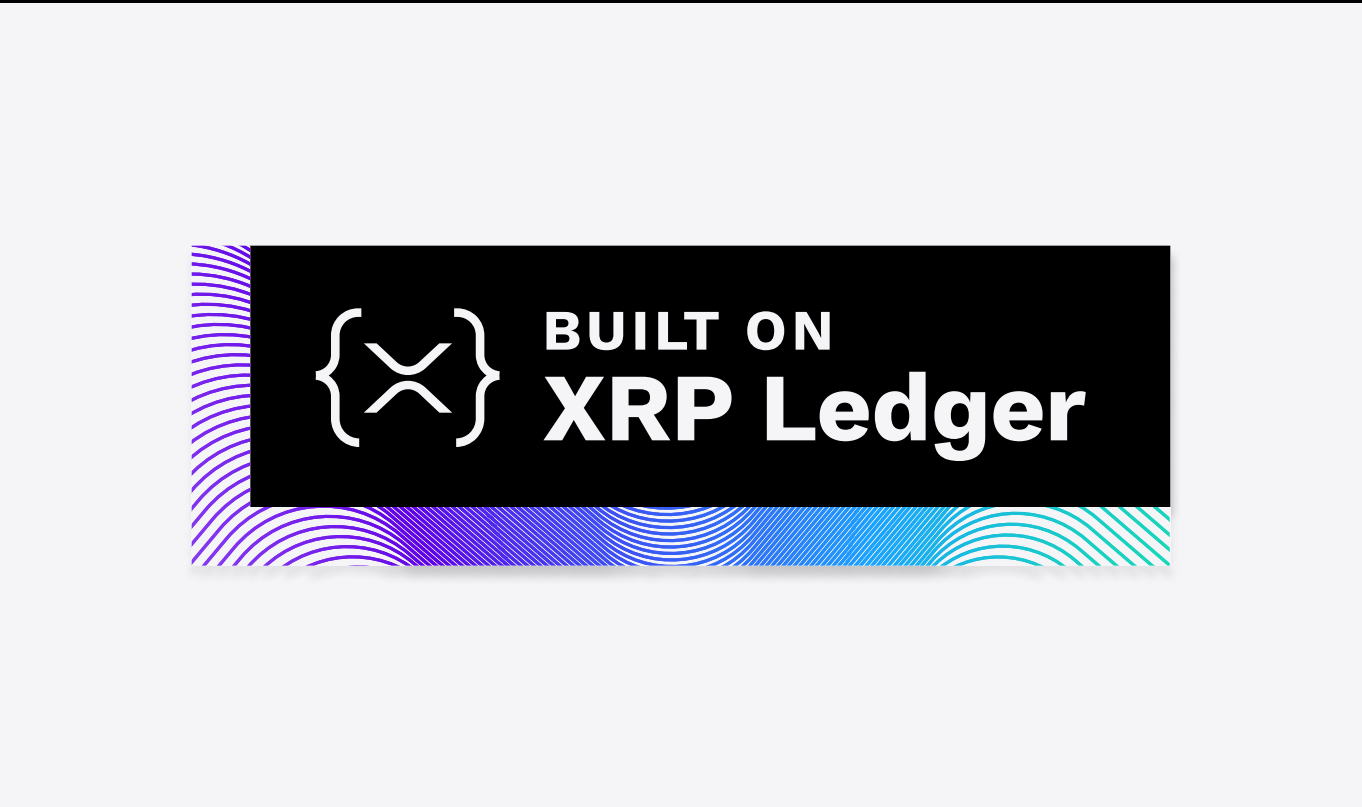

Badge

{×} **XRP LEDGER**

3.3

Badge Variations

The Built on XRP Ledger badge has both a horizontal and vertical lockup. Horizontal is preferred but when the primary badge doesn't fit your composition, use the vertical lockup.
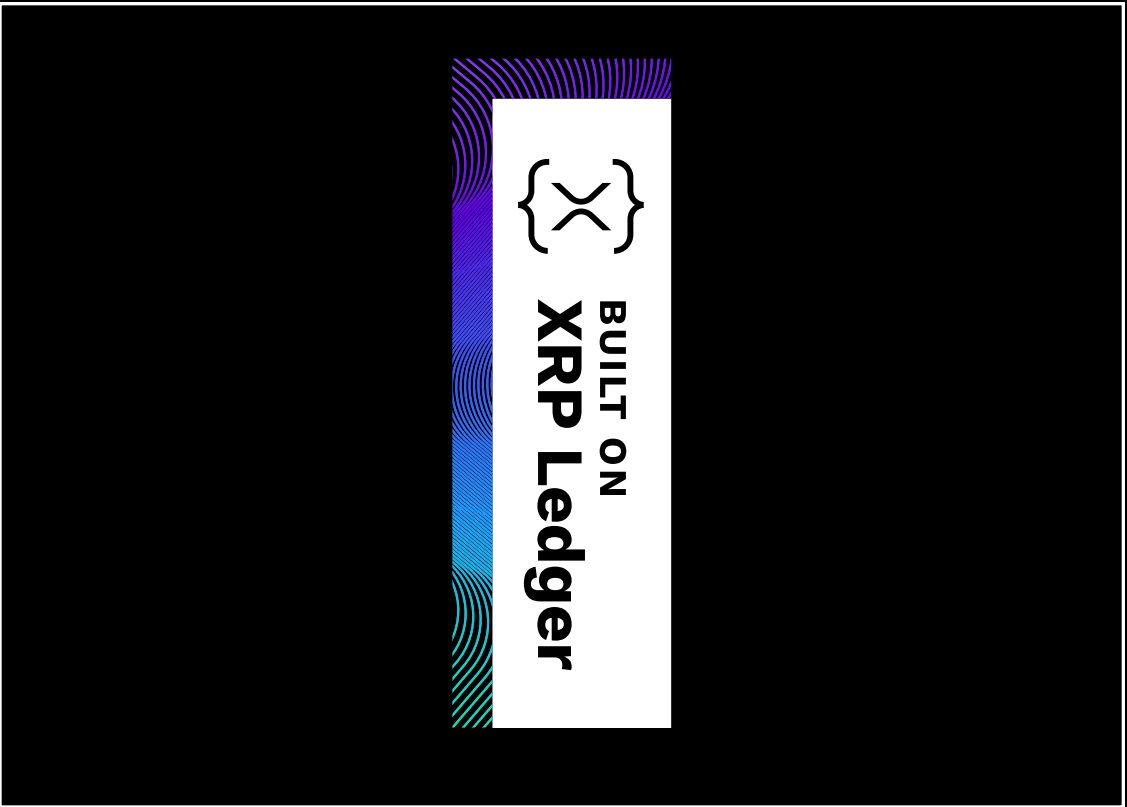
Horizontal Lockup: Preferred

Vertical Lockup

On light backgrounds, use the black badge.

On dark backgrounds, use the white badge.

3.4

Badge Variations

Black and white versions for print or any colorless design guidelines.
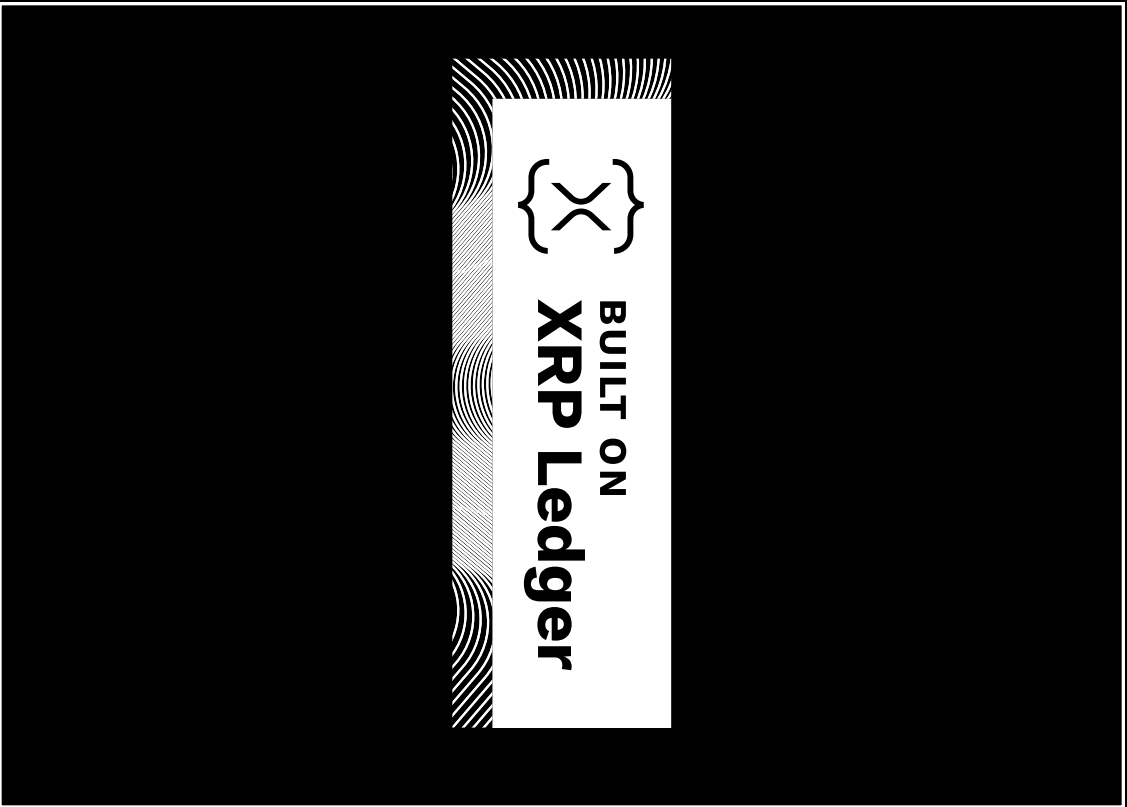
Horizontal Lockup: Preferred

On light backgrounds, use the black badge.

Vertical Lockup

On dark backgrounds, use the white badge.

3.5

Badge Misuse

The XRPL badge cannot be used to represent anything other than the XRPL badge itself. The badge must not be altered in any fashion.

Do not alter the color

Do not manipulate the badge

Do not remove the pattern

Do not add content or remove any parts

We can't wait to see you posting about your project and showing off those "Built on XRPL" badges.