Visual Guidelines

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Messaging

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1.1

Value Proposition

Providing a **universal asset** for the **exchange of value worldwide**.

1.2

Signature & Messaging

Signature: The best way to move money around the world

Messaging: XRP is key to fueling growth and realizing the true value of our global economy.

It exists on a public blockchain, the XRP Ledger, where all participants can shape and enforce the rules. But it's faster, lower cost, more scalable and more sustainable than any other digital asset or blockchain technology available today.

XRP was designed this way—as an optimal medium of exchange—for use in payments and beyond.

Today, XRP is one of the only digital assets with a commercial use case. It's been adopted by financial institutions for more efficient liquidity in cross-border transactions, and by developers to remove the pain and high cost of integrating money into apps.

With its unique technical characteristics and real-world utility, XRP is helping solve previously unsolvable problems for people and industries worldwide.

2.0

XRP Logo

2.1

XRP Symbol

The "x" in the XRP symbol are up and down arrows represent sending and receiving — a value exchange, like the two sides of completing a transaction, and the possibility of increased connectivity across different entities. The organic shape of its curves is suggestive of the human form — a nod to the community that supports XRP and its ecosystem.

Receive
↓

Send
↑
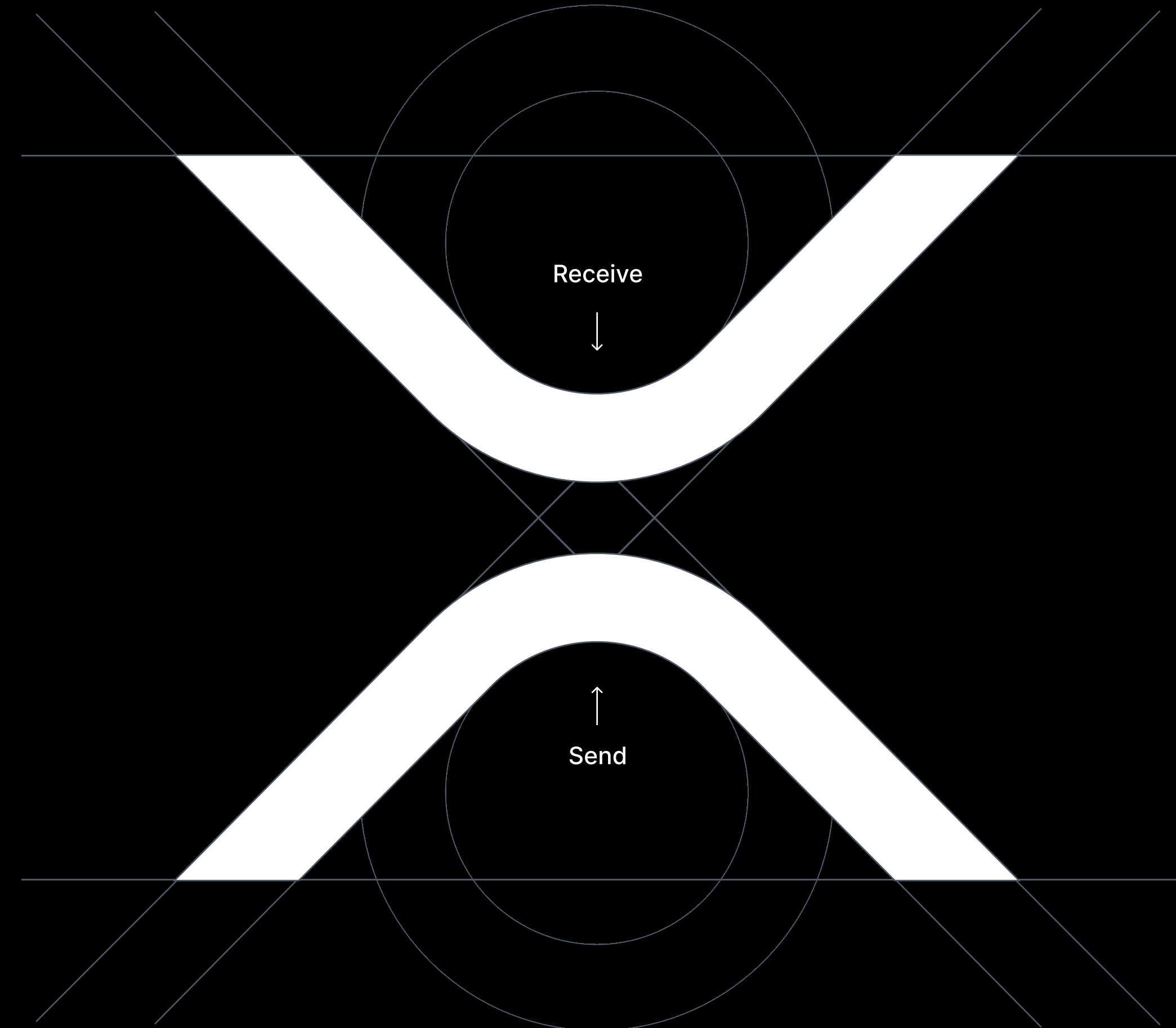
2.2

XRP Logo

The "x" in XRP stands for country agnostic and it's role in efficiently moving money across borders. An "x" mathematically suggests a multiplier effect — where entities are building on one another to create something bigger — the same way the community drives innovation with XRP and the XRP Ledger

Logo

2.3

Variations

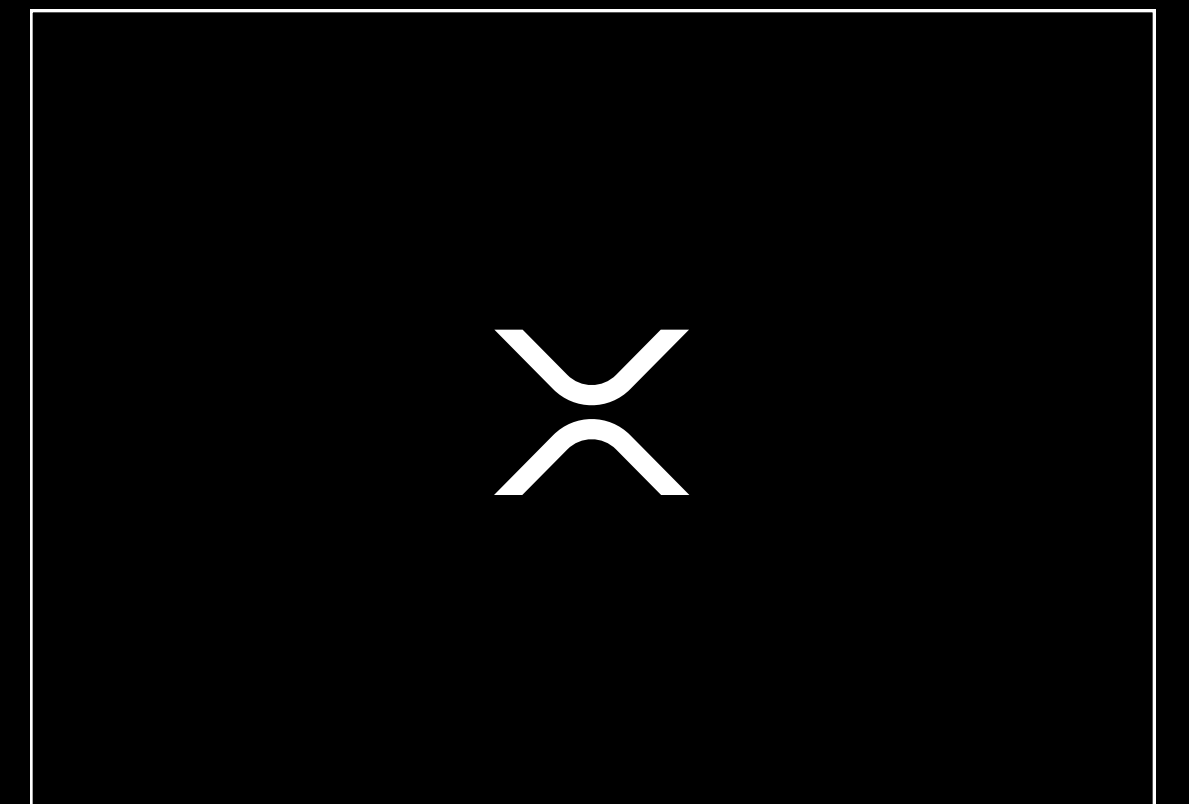The "x" in XRP is used as the symbol. Use the full logo when you can.

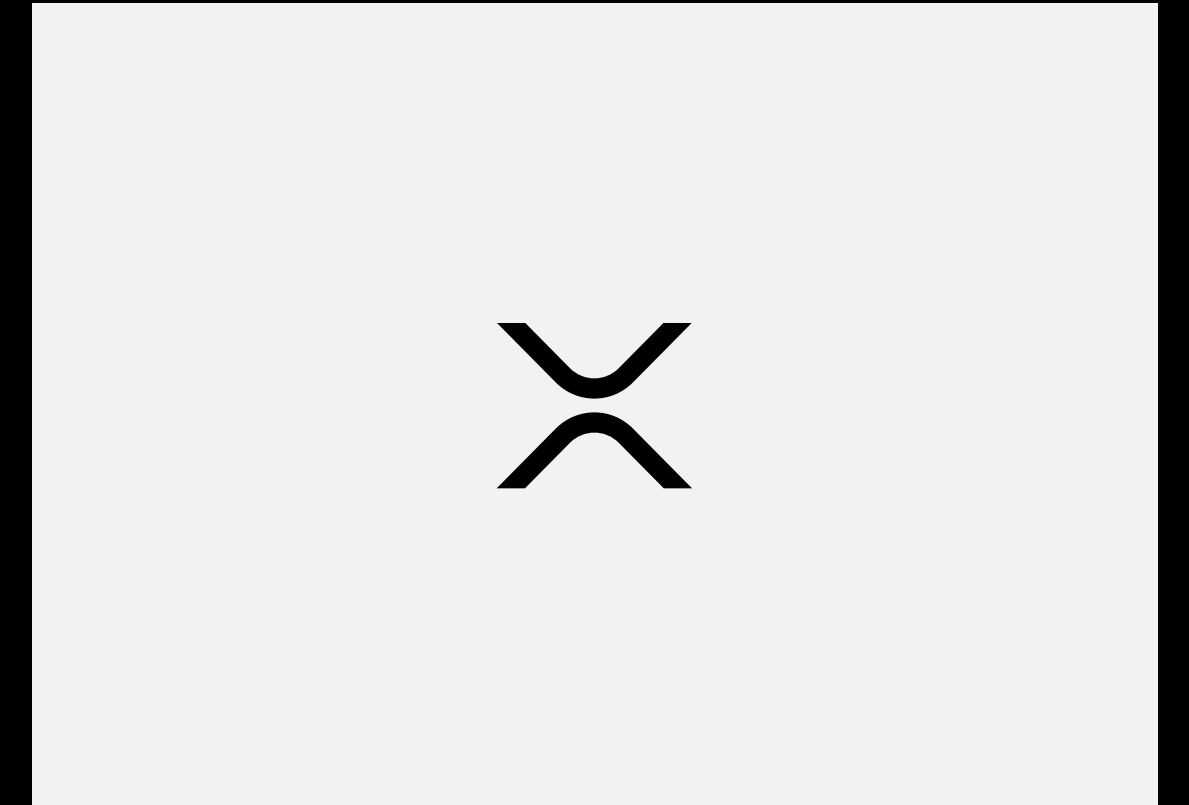**XRP Logo**   **XRP Symbol**

On light backgrounds, use the black logo.

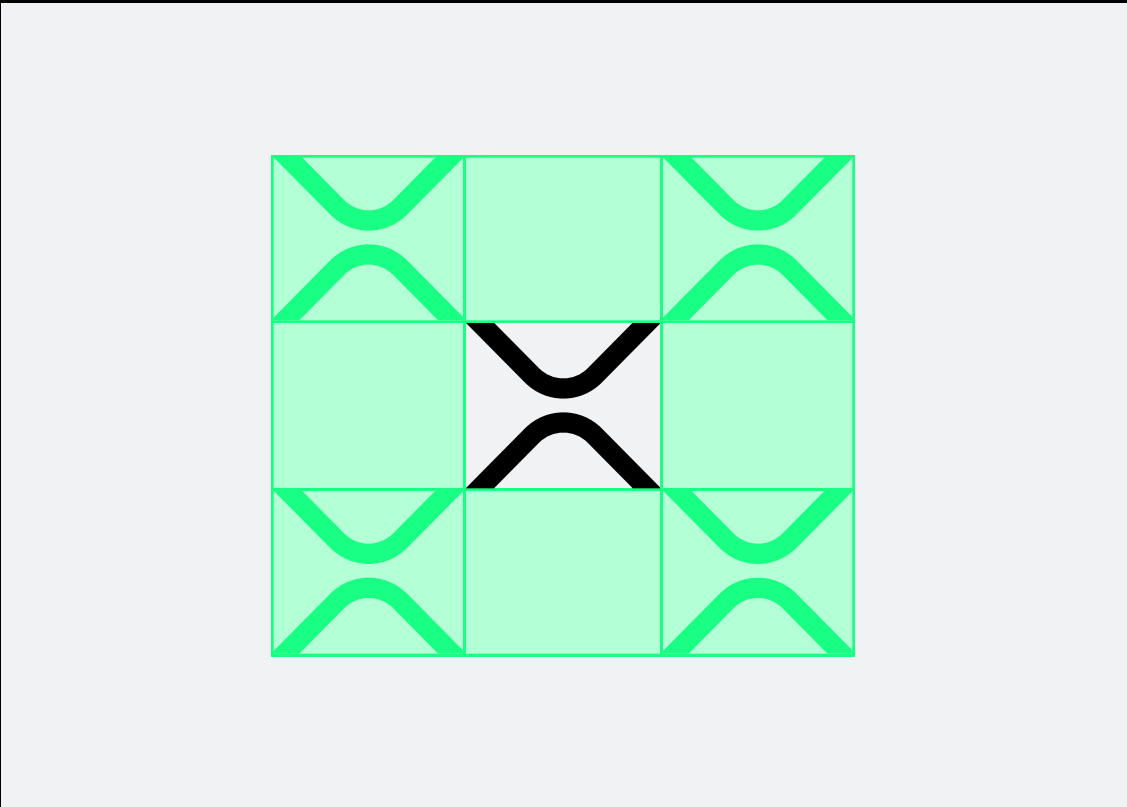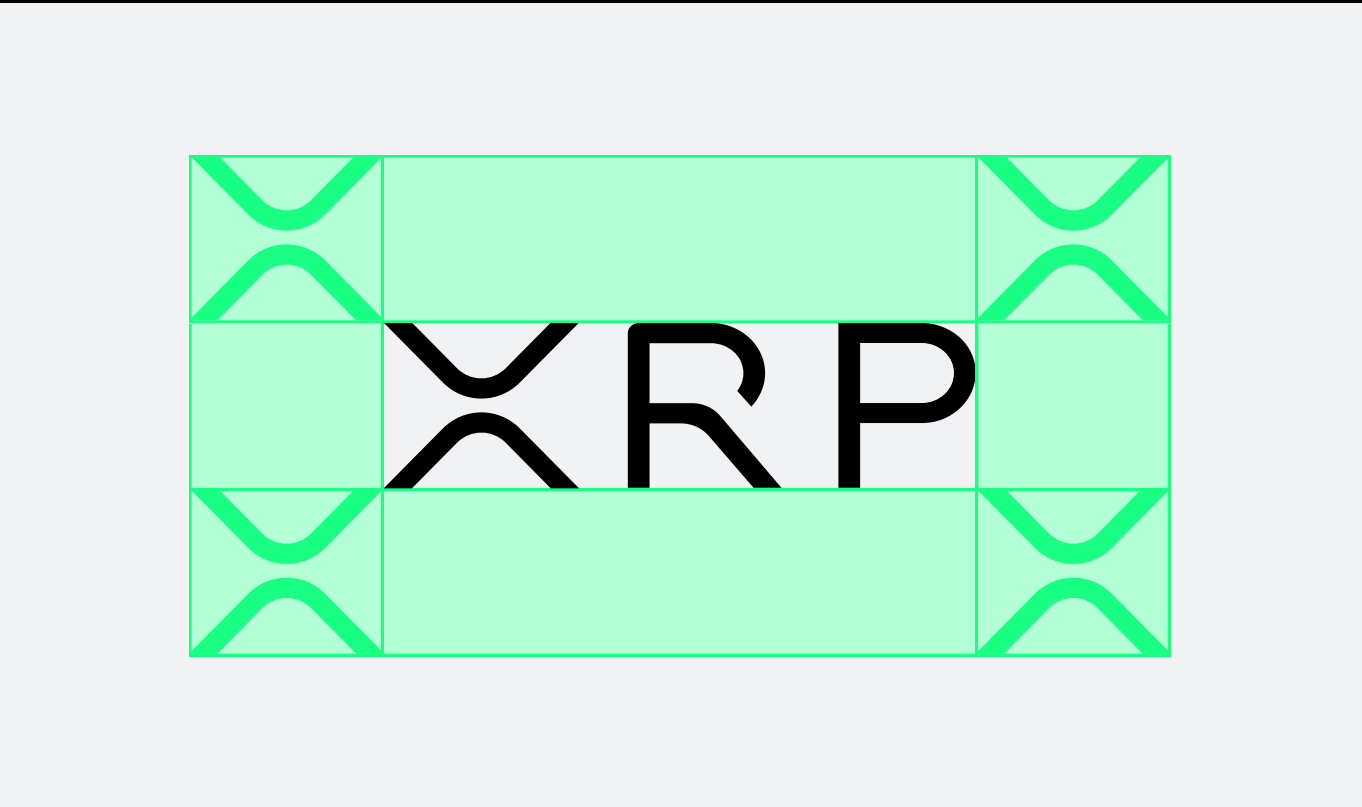On dark backgrounds, use the white logo.

2.3

Clearspace & Minimum Size

When used, the logo should be surrounded with a minimum adequate distance to neighboring elements to ensure its visibility and impact. No graphic elements of any kind should invade this zone.
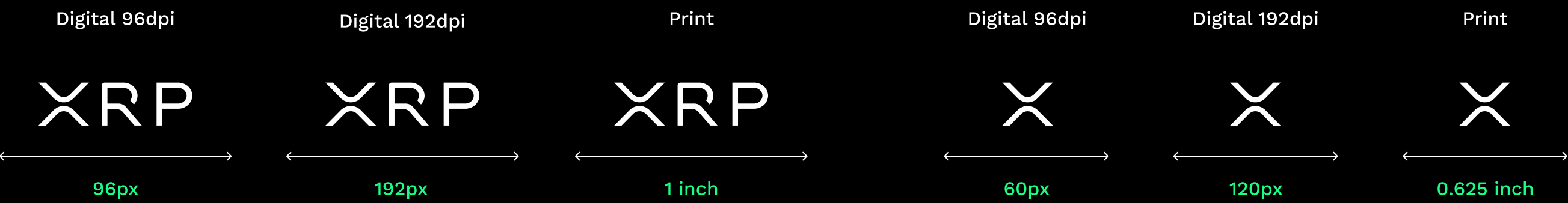
To ensure legibility, logos must not be reduced beyond the following defined minimum size.

Clearspace

Maintain the height of the X in the XRP Ledger logo for both horizontal and vertical lockups in print and digital.

Minimum Size

Digital 96dpi	Digital 192dpi	Print	Digital 96dpi	Digital 192dpi	Print
XRP	XRP	XRP	X	X	X
96px	192px	1 inch	60px	120px	0.625 inch

3.5

Partner Lockups Continued

Horizontal Lockup: Preferred

Vertical Lockup

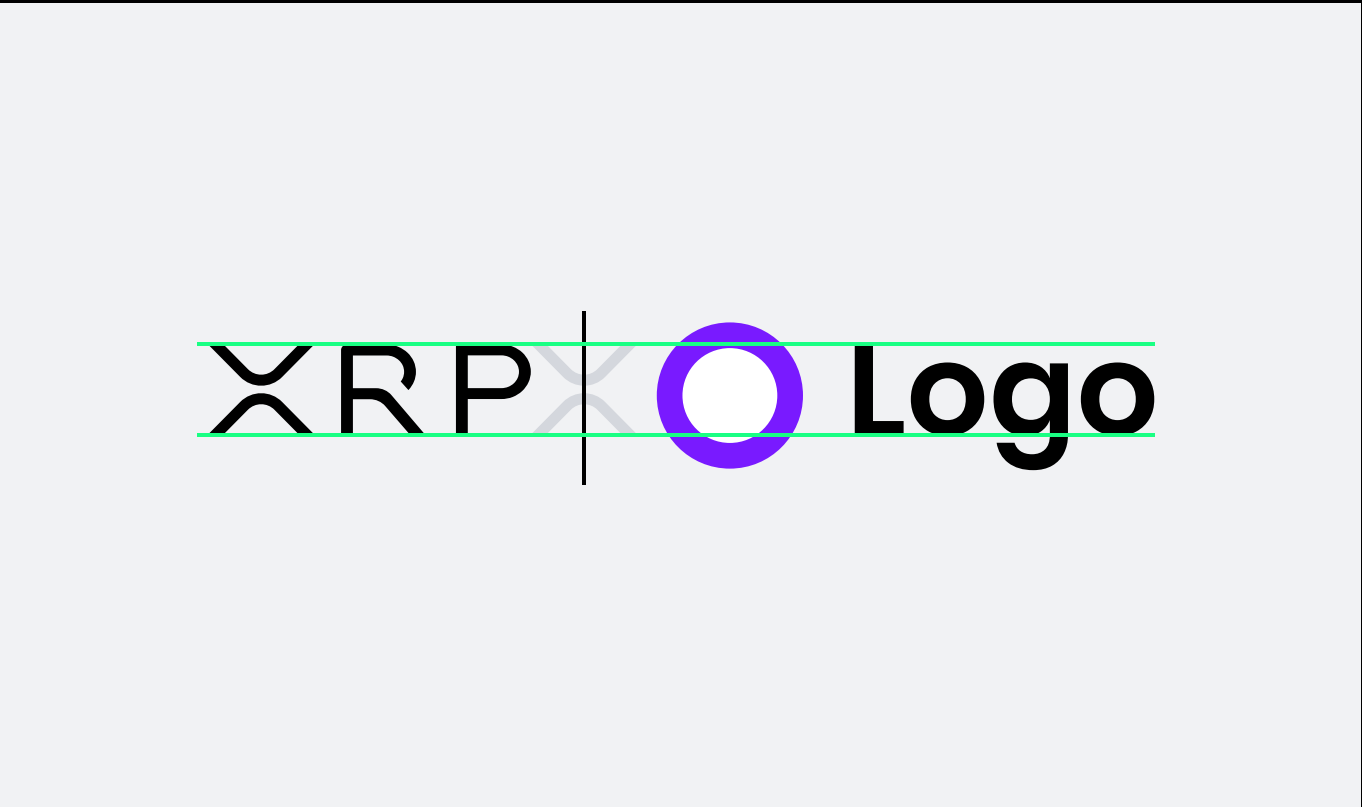On light backgrounds, use the black logo.

On dark backgrounds, use the white logo.

3.5

Partner
Lockups
Continued

Horizontal Lockup: Preferred

On light backgrounds, use the black logo.

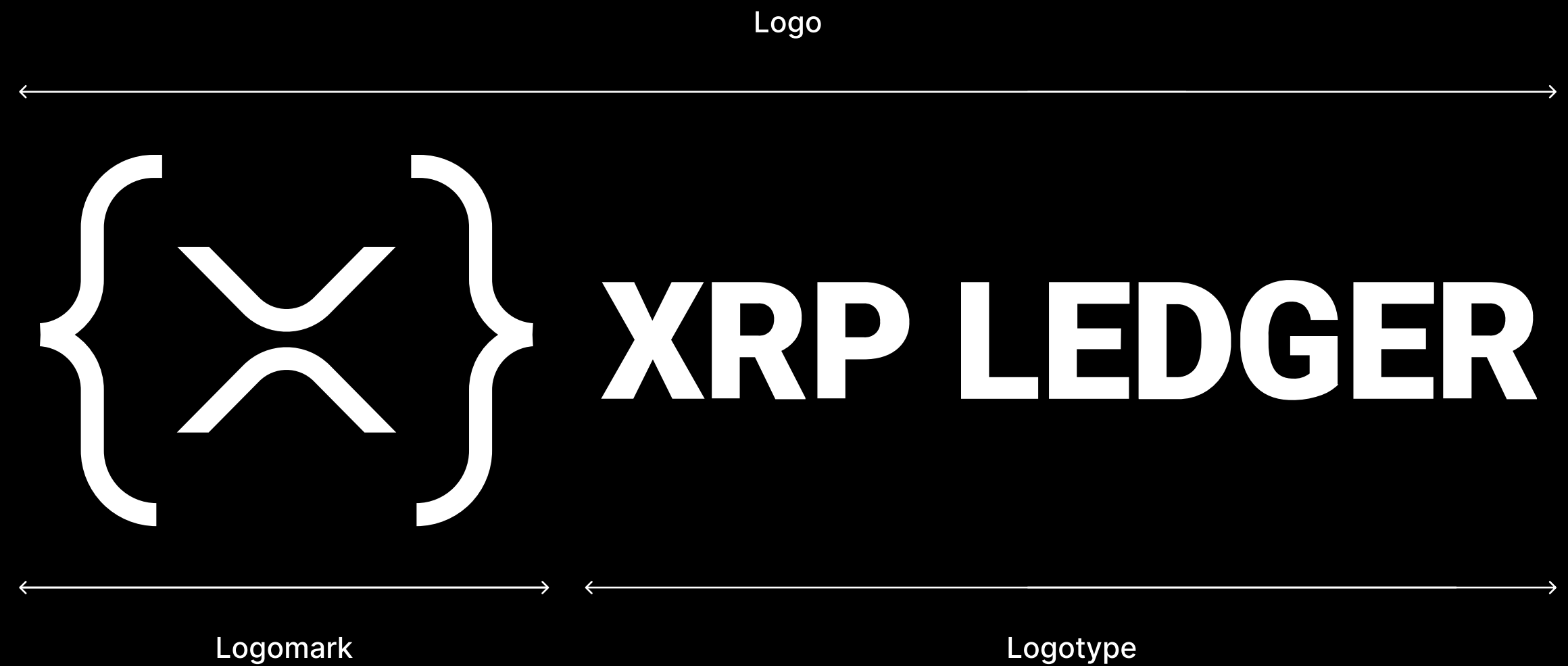**Vertical Lockup**

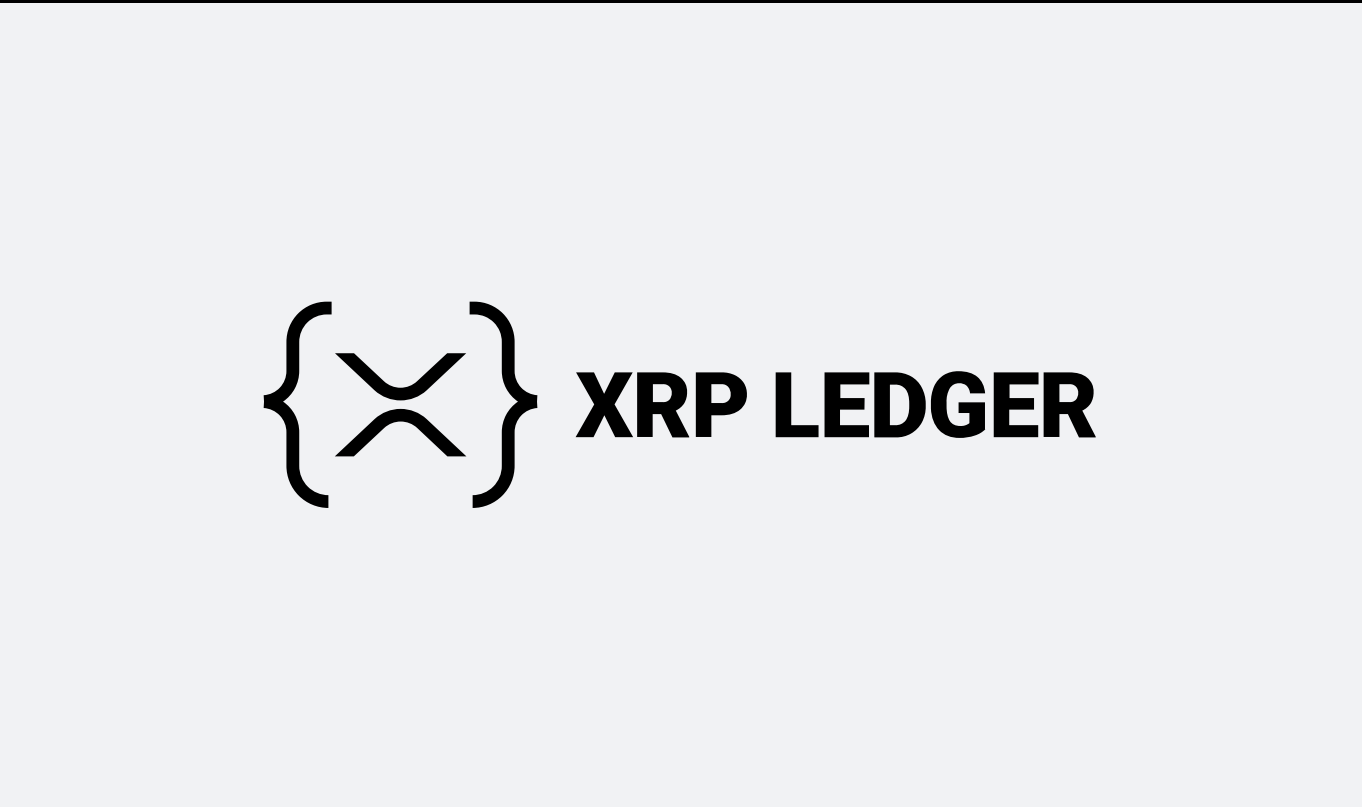On dark backgrounds, use the white logo.

3.0

XRP Ledger Logo

3.1

Logo Components

The XRP Ledger logo must be consistently applied as a specific combination of the logomark and the logotype.

Logo

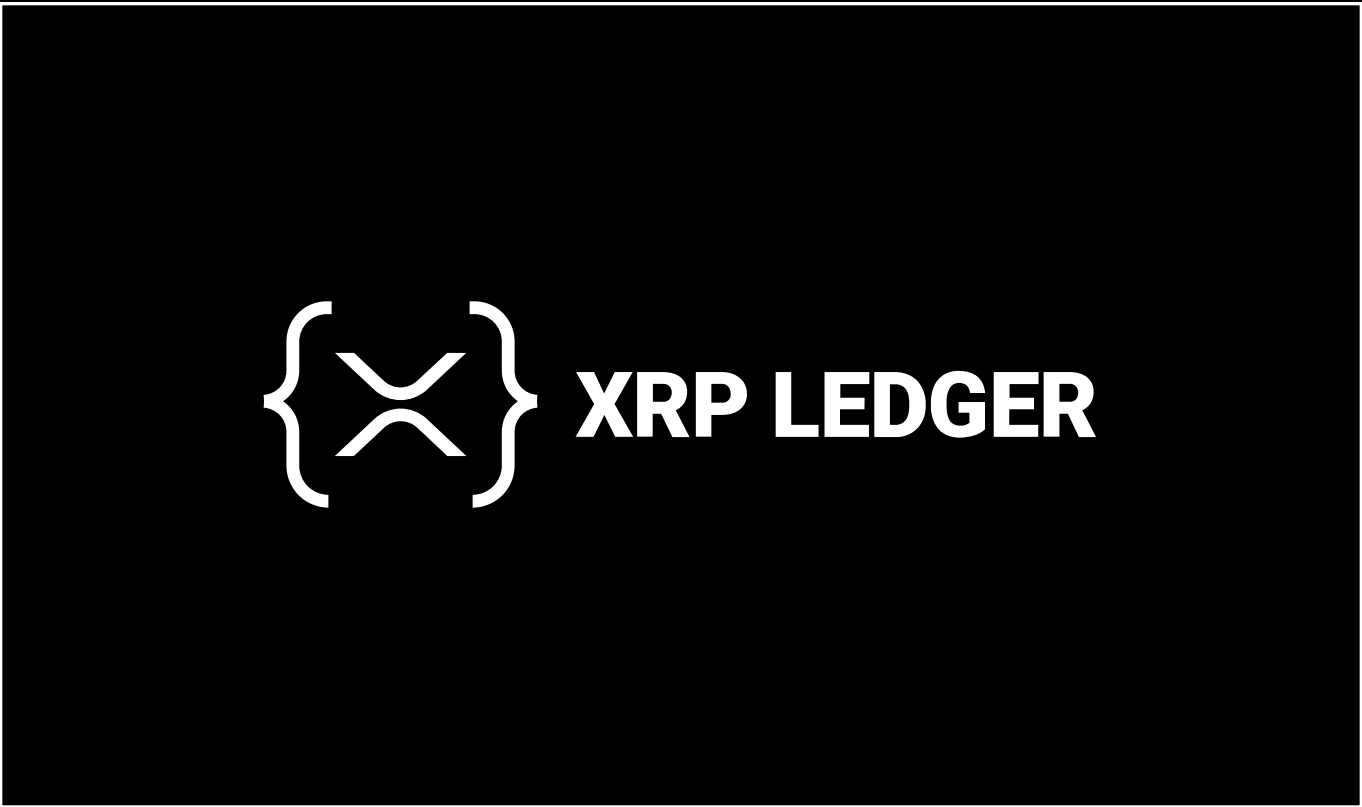Logomark

Logotype

{✕} XRP LEDGER

3.2

Logo Variations

The XRP Ledger logo has both a horizontal and vertical lockup. Horizontal is preferred but when the primary logo doesn't fit your composition, use the vertical lockup.

Horizontal Lockup: Preferred

Vertical Lockup

{✕} XRP LEDGER

{✕} XRP LEDGER

On light backgrounds, use the black logo.

{✕} XRP LEDGER

{✕} XRP LEDGER

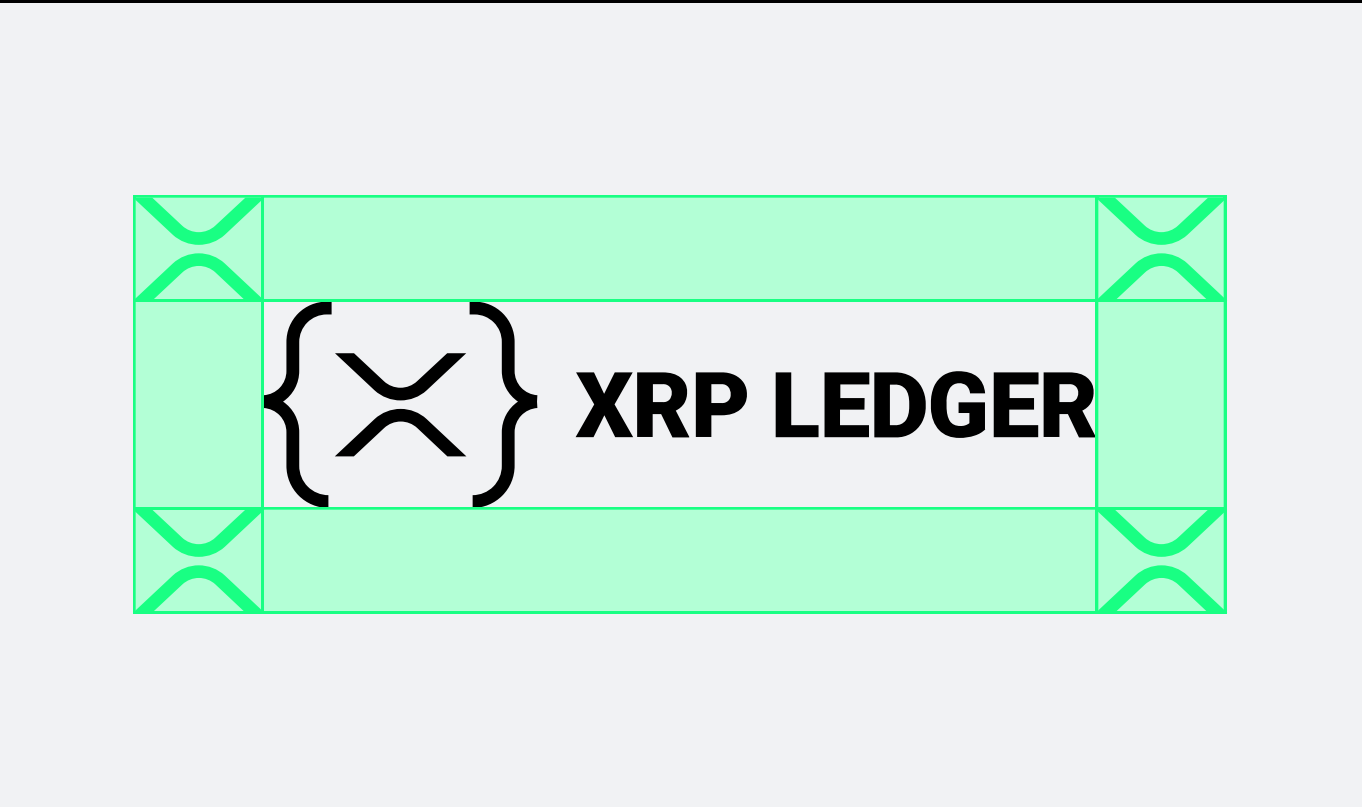On dark backgrounds, use the white logo.

3.3

Clearspace & Minimum Size

When used, the logo should be surrounded with a minimum adequate distance to neighboring elements to ensure its visibility and impact. No graphic elements of any kind should invade this zone.

To ensure legibility, logos must not be reduced beyond the following defined minimum size.

Clearspace

Maintain the height of the X in the XRP Ledger logo for both horizontal and vertical lockups in print and digital.

Minimum Size

| Digital 96dpi	Digital 192dpi	Print	Digital 96dpi	Digital 192dpi	Print
{X} XRP LEDGER	{X} XRP LEDGER	{X} XRP LEDGER	{X} XRP LEDGER	{X} XRP LEDGER	{X} XRP LEDGER
96px	192px	1 inch	60px	120px	0.625 inch

3.4

Special
Use Cases

We prefer that you use the full logo but if
design constraints do not permit the use
of the full logo, use the logomark alone.
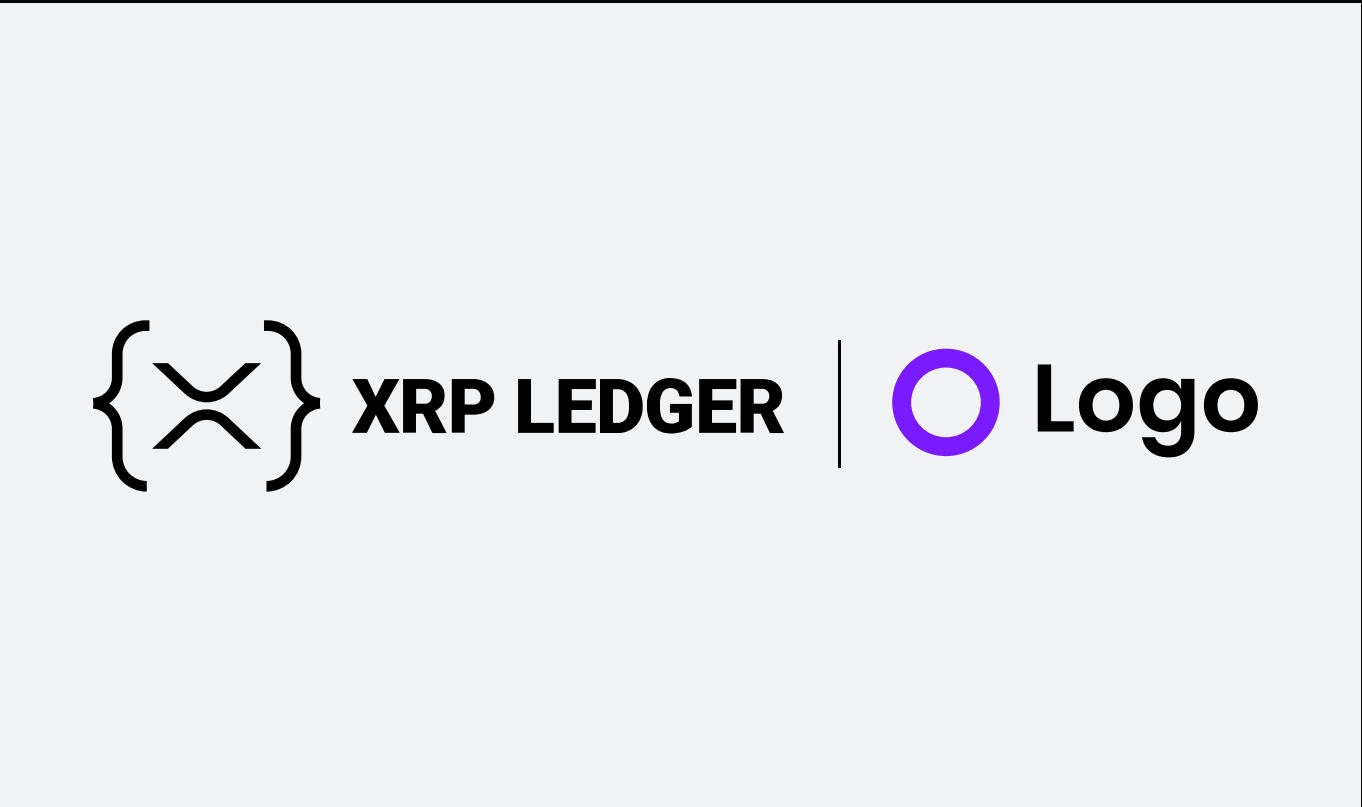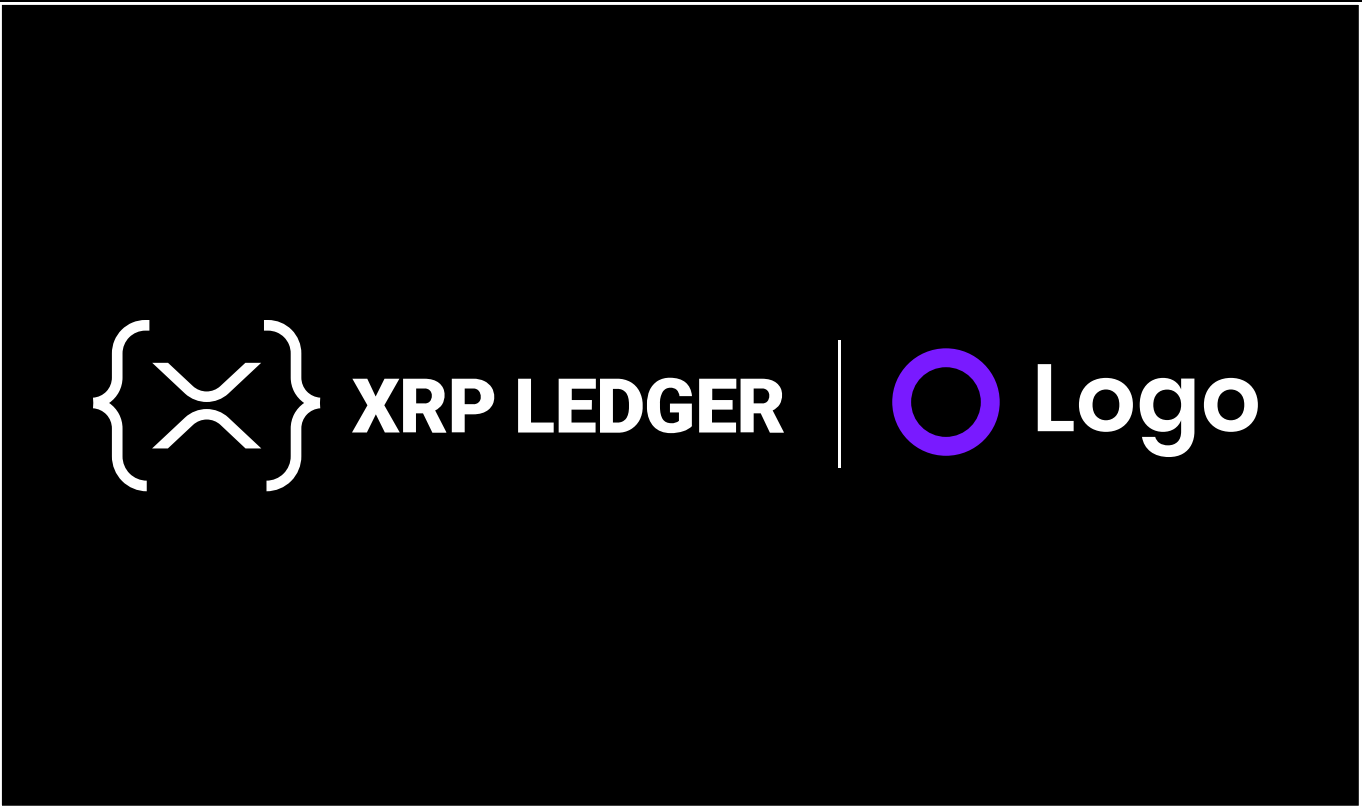Examples of this include favicons and
app icons.

{X} XRP LEDGER
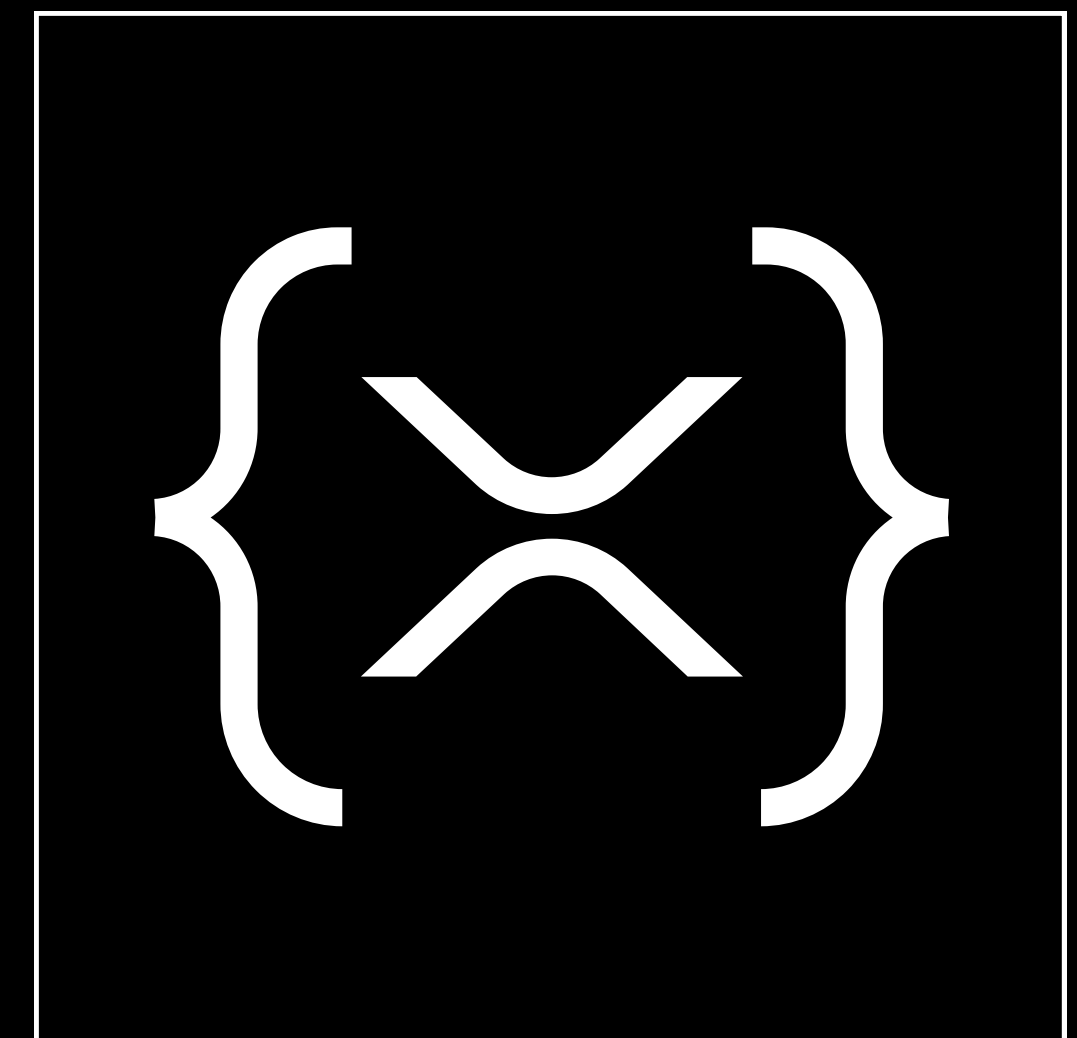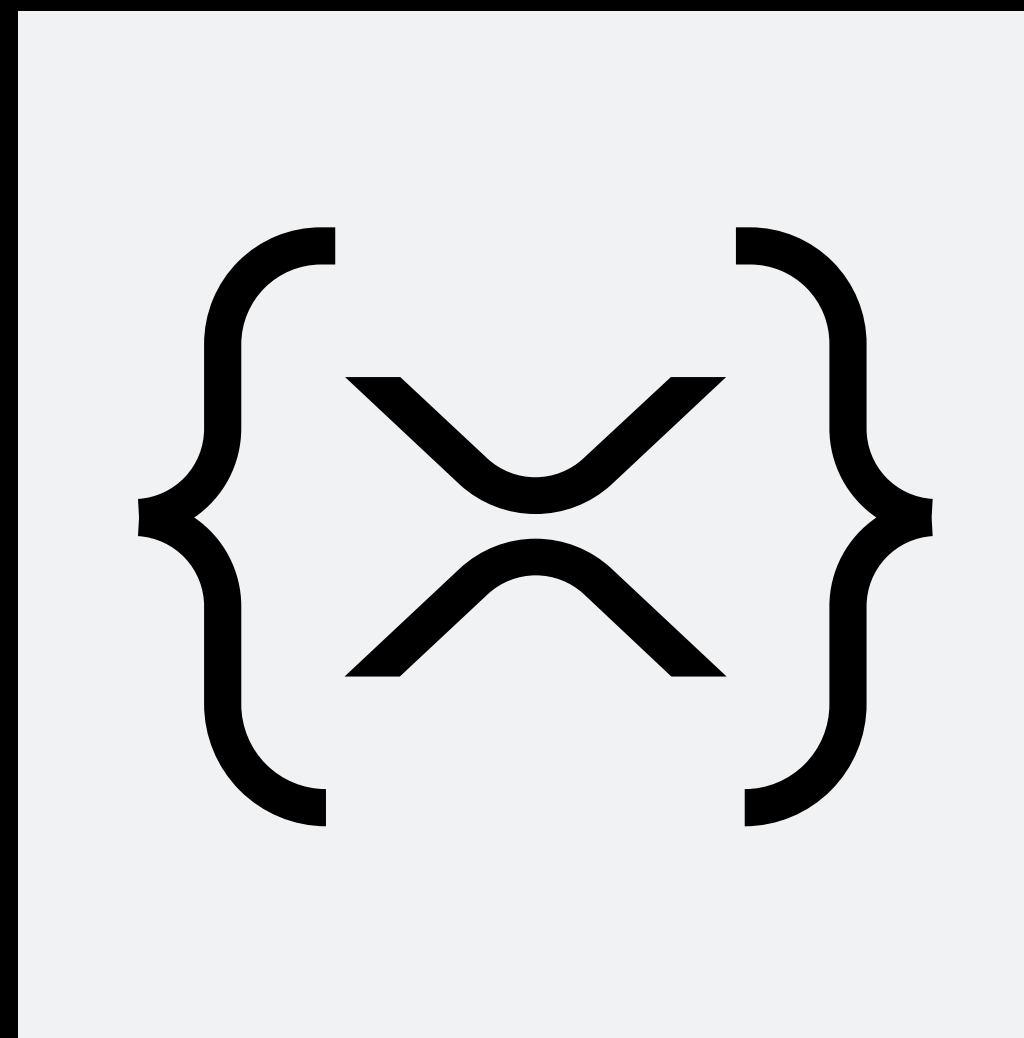
3.5

Partner Lockups
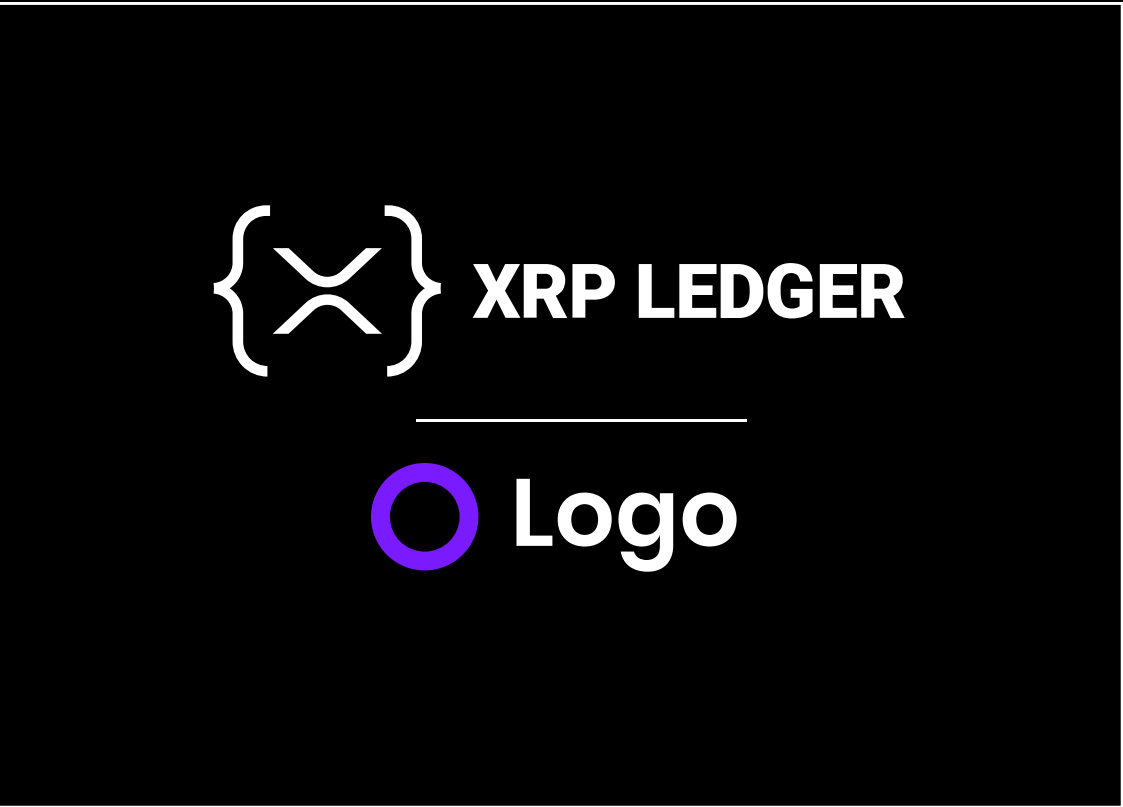
This is the content of the page

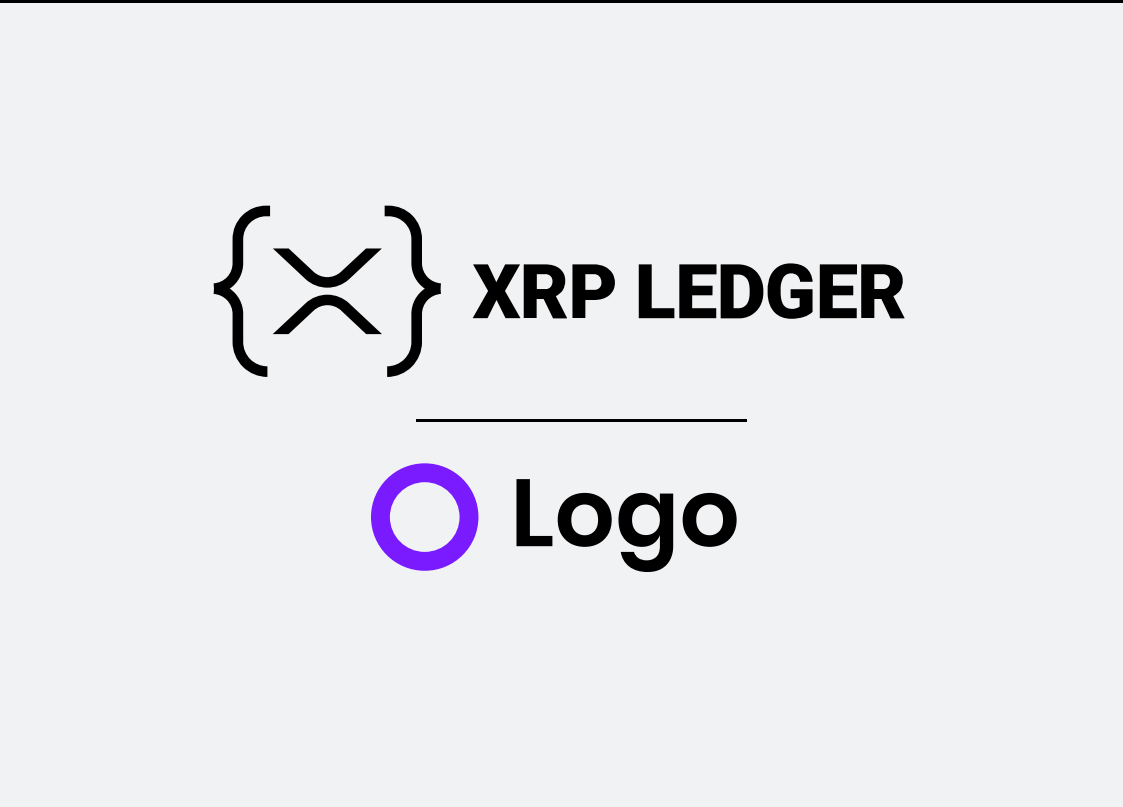**Horizontal Lockup: Preferred**

Vertical Lockup

On light backgrounds, use the black logo.

On dark backgrounds, use the white logo.

{×} XRP LEDGER
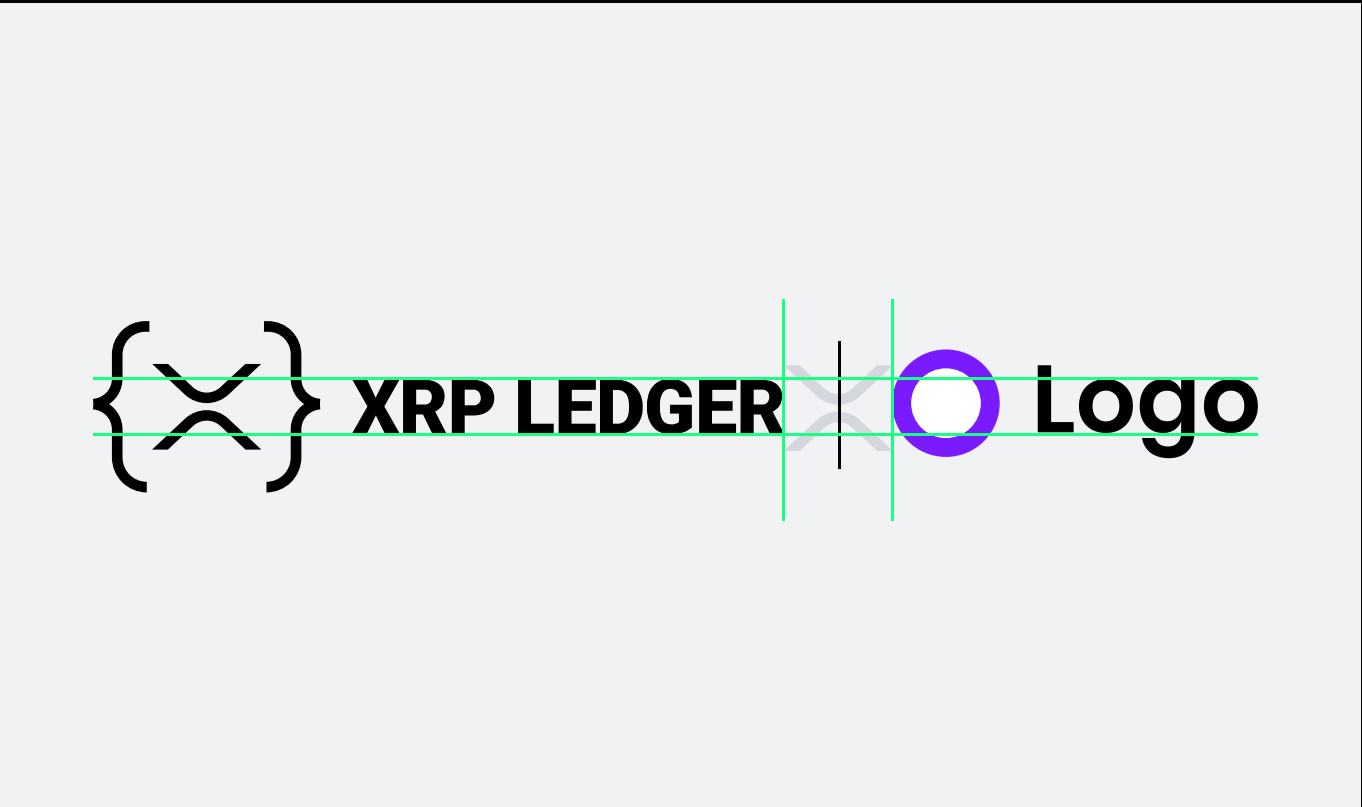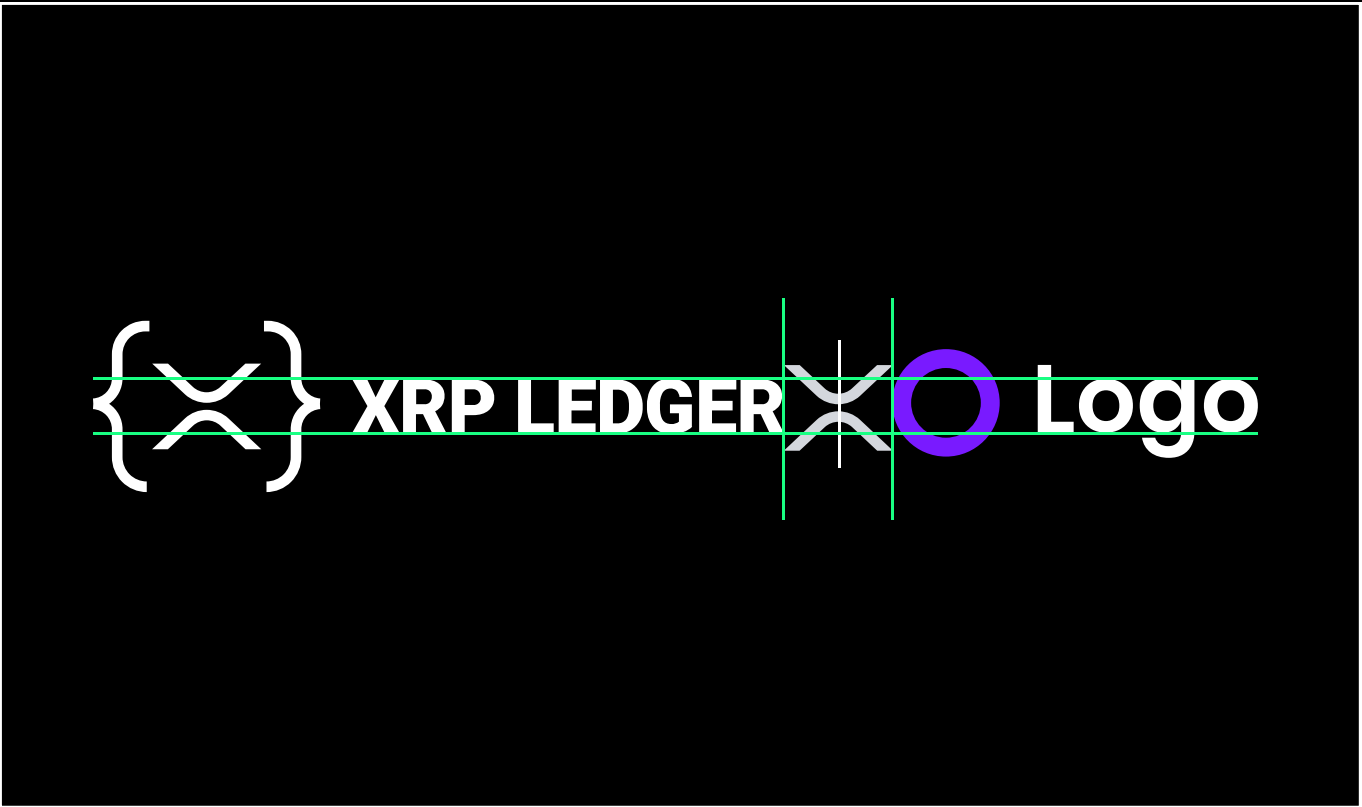
3.5

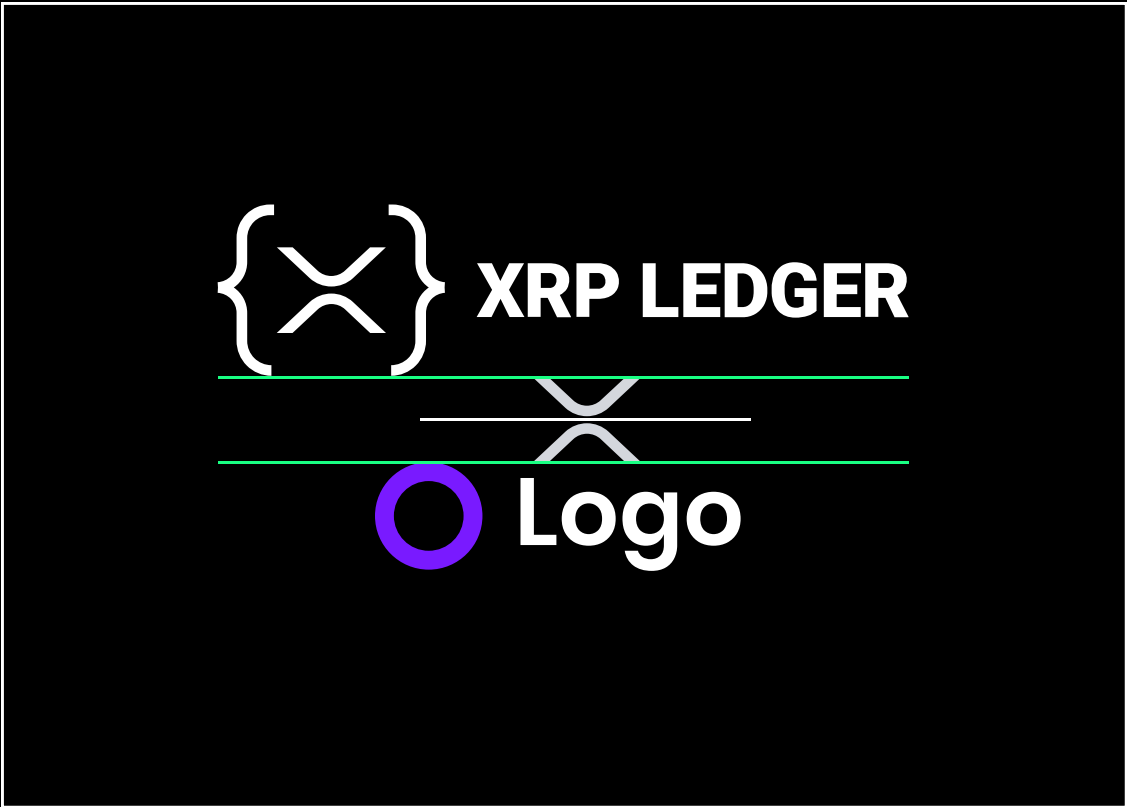# Partner Lockups Continued

Horizontal Lockup: Preferred
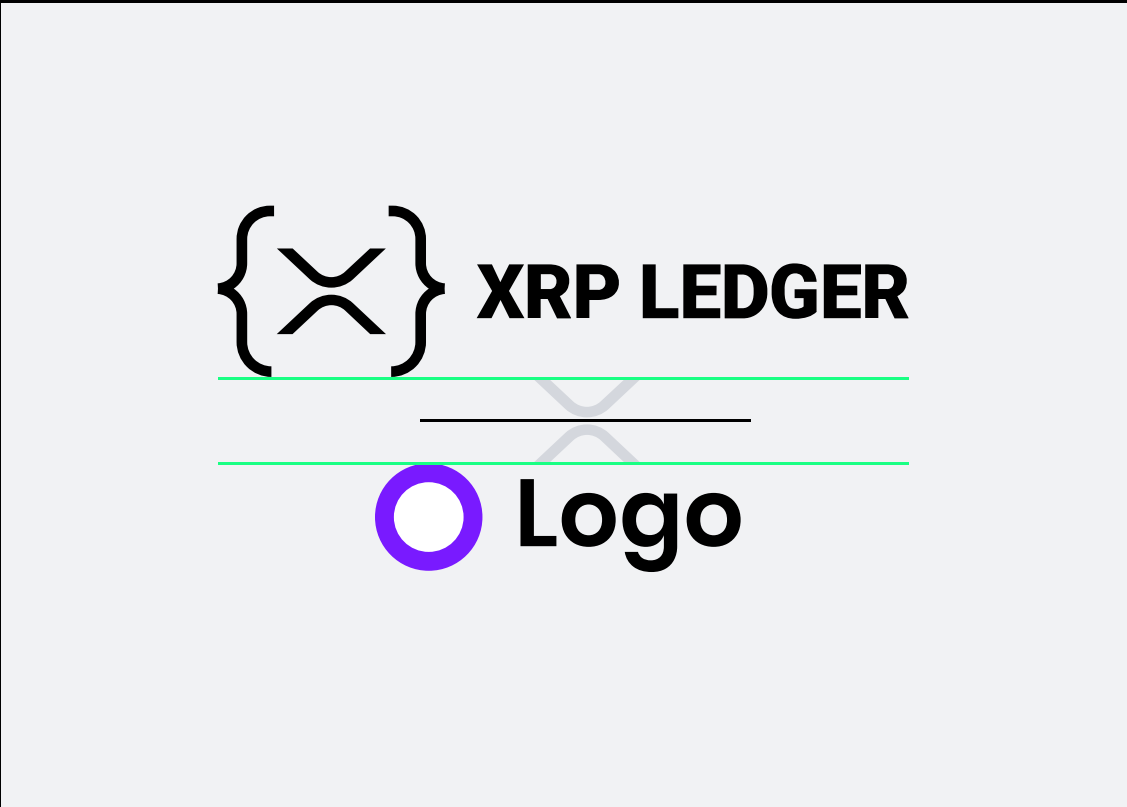

On light backgrounds, use the black logo.

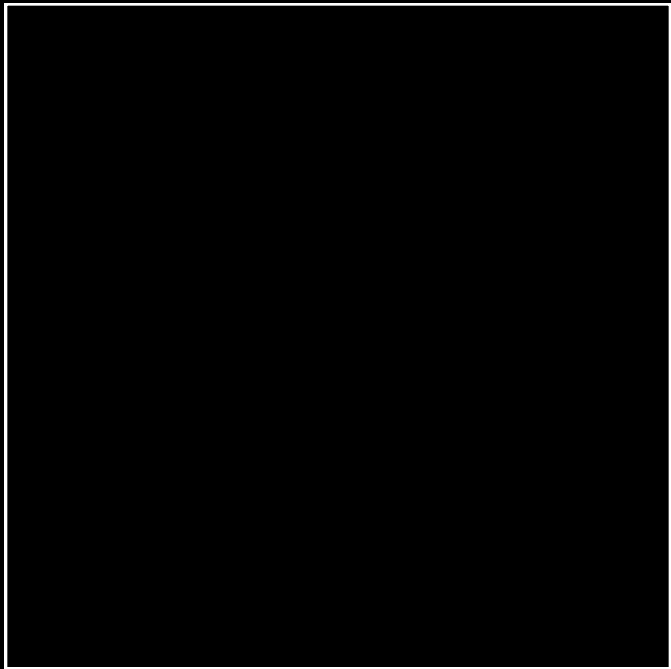On dark backgrounds, use the white logo.
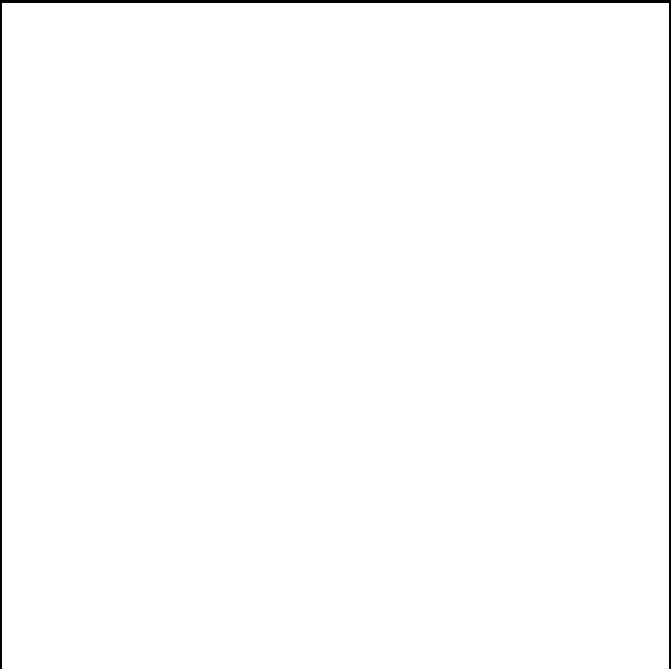
Vertical Lockup
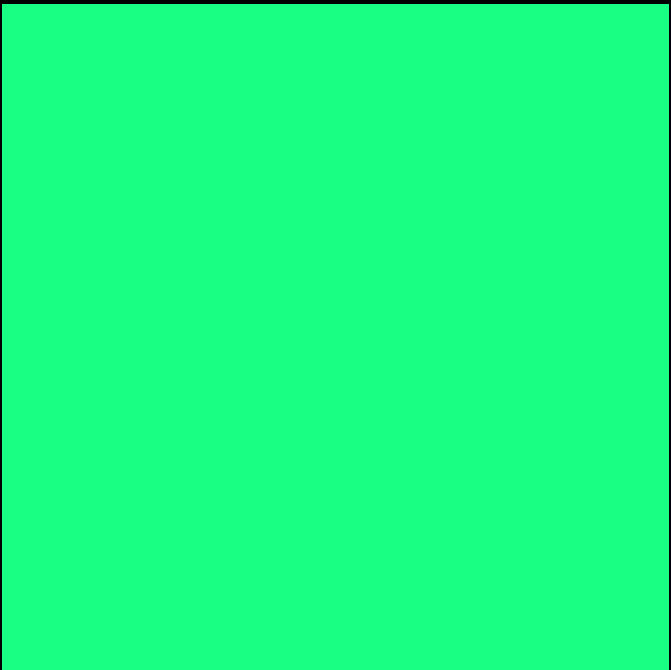
3.0

Color Palette

3.1

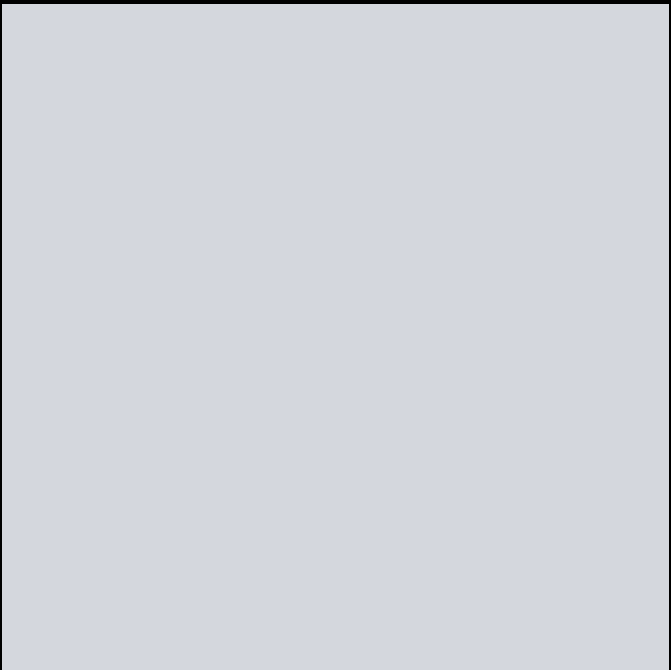# Primary Palette

Lorem ipsum

Black
RGB: 0/0/0
HEX: #000000

White
RGB: 255/255/255
HEX: #FFFFFF

Green
RGB: 25/255/131
HEX: #19FF83

Gray
RGB: 212/215/221
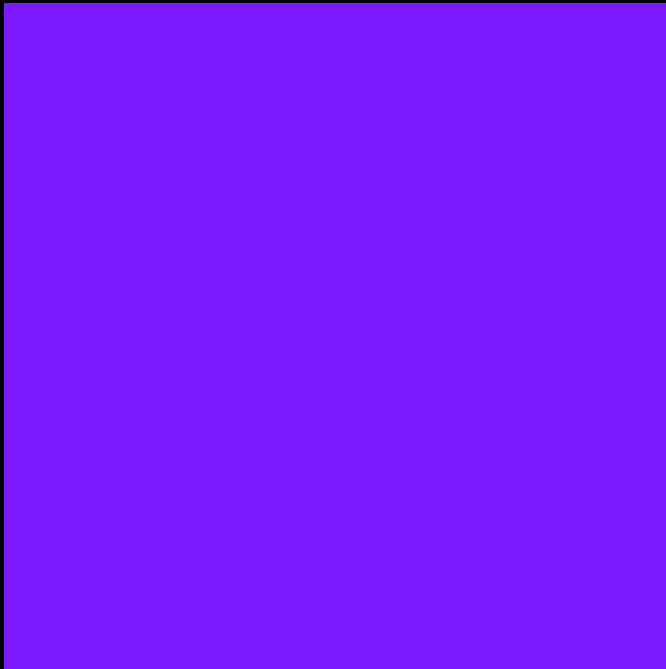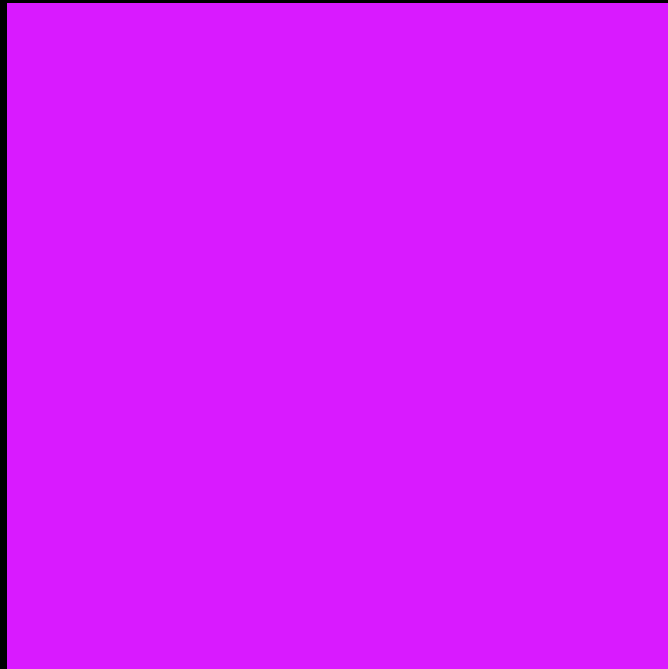**HEX:** #D4D7DD

3.2

Secondary Palette

Lorem ipsum

Blue
RGB: 26/164/255
HEX: #1AA4FF

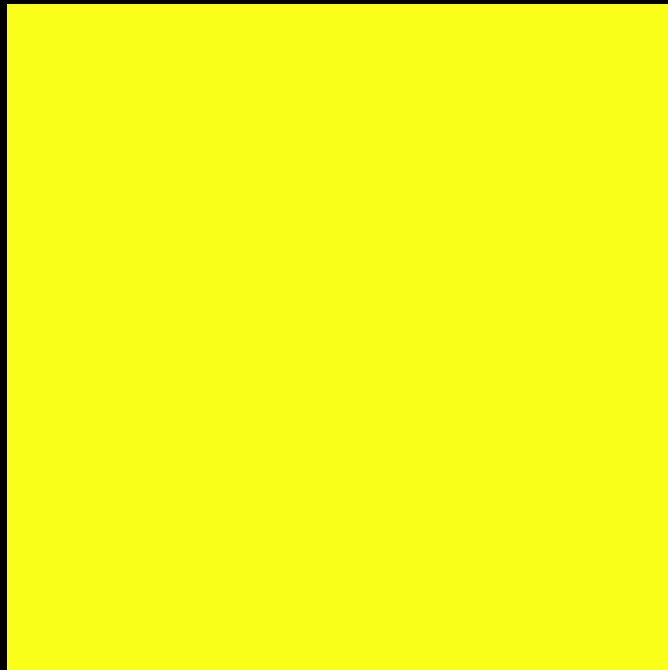**Blue-Purple**
RGB: 121/26/255
HEX: #791AFF

Red-Purple
RGB: 217/26/255
HEX: #D91AFF

Magenta
RGB: 255/26/139
HEX: #FF1A8B

Orange
RGB: 255/103/26
HEX: #FF671A

Yellow
RGB: 250/255/26
HEX: #FAFF1A

3.3

Tints and Shades

Lorem ipsum

Green #19FF83	Blue #1AA4FF	Blue-Purple #791AFF	Red-Purple #D91AFF	Magenta #FF1A8B	Orange #FF671A	Yellow #FAFF1A	Gray #D4D7DD
500	500	500	500	500	500	500	200
100	100	100	100	100	100	100	100
200	200	200	200	200	200	200	200
300	300	300	300	300	300	300	300
400	400	400	400	400	400	400	400
500	500	500	500	500	500	500	500
600	600	600	600	600	600	600	600
700	700	700	700	700	700	700	700
800	800	800	800	800	800	800	800
900	900	900	900	900	900	900	900

{⋈} XRP LEDGER

3.4

Color Ratio

Lorem ipsum

4.0

Typography

4.1

Work Sans

The Regular weight and others in the middle of the family are optimised for on-screen text usage at medium-sizes (14px-48px) and can also be used in print design. The fonts closer to the extreme weights are designed more for display use both on the web and in print.

Regular

Work Sans Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Medium

Work Sans Medium
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Bold

**Work Sans Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890**

4.2

Space Mono

Our typeface for code snippets is Space Mono. Monospaced fonts are customary for typesetting computer code and pairs well with Work Sans.

Regular

Space Mono Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Medium

Space Mono Medium
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Bold

Space Mono Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

5.0

Visual Design

5.1

Pattern

Our primary brand palette consists of eight core hues, which can be used as solids or in combination as gradients.