



# **DNA Markets** **Media Guidelines**

V1.01 08\_2024

# 01

## The Logo

## Full Layouts

Our full logo consists of two elements, our 'M' brandmark and the logotype which combine to make our most recognisable and widely used asset.

We always try to use either the horizontal or stacked logo layouts where possible. Make sure that the logotype is no smaller than 12pt when sizing the logos.

Do not in any way try to modify our logo. We provide plenty of variations as part of our Brand Kit!



# Logotype & Mark

Our logotype is to be used in cases where the mark or gradient is already present, meaning that we won't need to double up on those assets or that there won't be enough contrast for the mark to show through clearly.

The mark is the core of our main logo. Smooth, flowing lines draw the 'M' – reminiscent of the spirals from a DNA chain. Our mark is representative of our mission to empower traders with the tools and support to enable them to navigate the markets with confidence and precision.

dna markets



# Logo Rules

We've got a couple of ground rules and guidelines on how to treat our logo when using in your designs. Take a look.

Do not rotate  
our logo



Do not disort  
our logo



Do not  
rearrange  
parts of our  
logo



Do not outline  
our logo



Do not use  
unspecified  
colours



Do not apply  
effects to  
our logo



Ensure high  
contrast with  
background



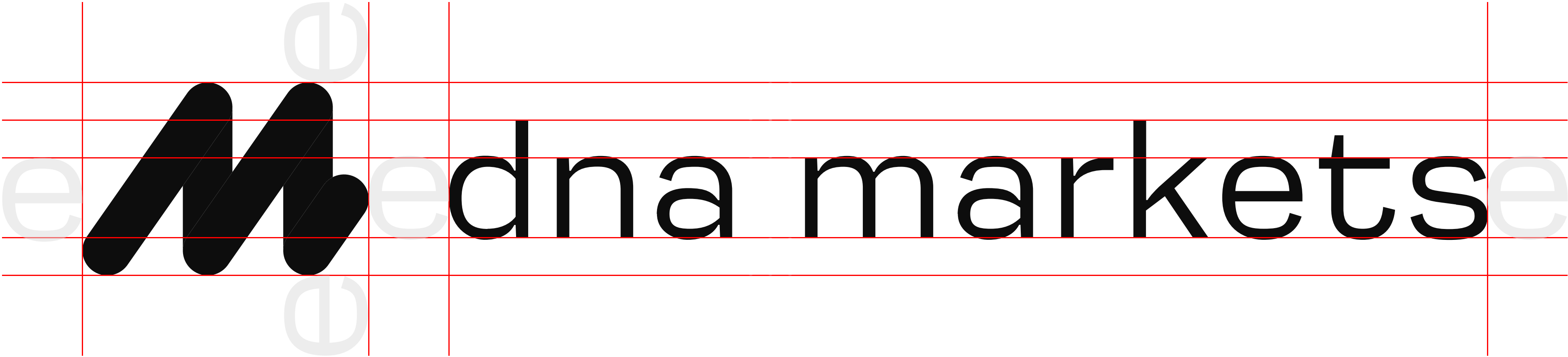
Do not try  
to replicate  
the mark or  
typeface



# Clearspace: Primary Lockups

Write your caption here. Describe the content or give a definition on what the page is all about.

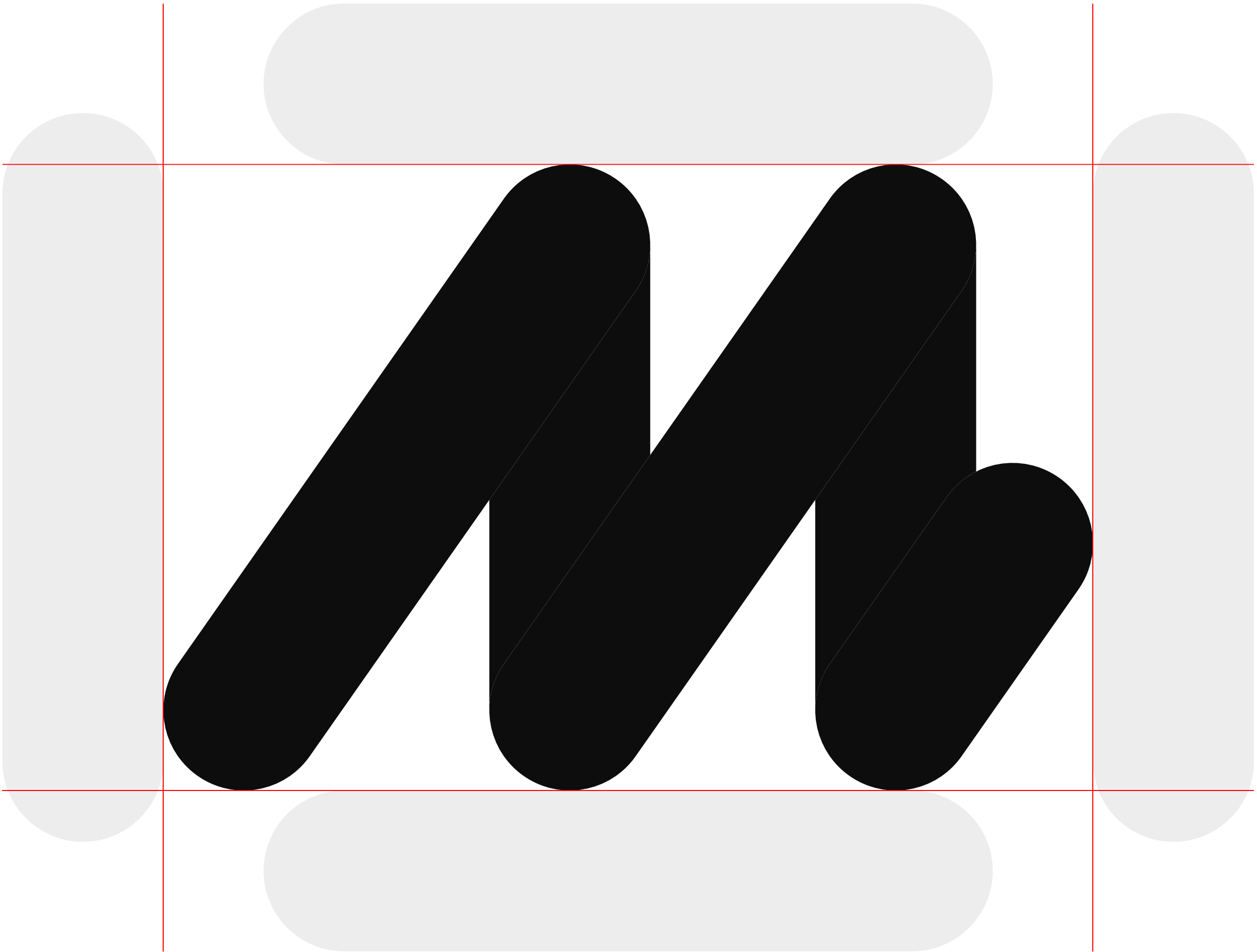
Keep it short & sweet!



# Clearspace: Logotype & Mark

Write your caption here. Describe the content or give a definition on what the page is all about.

Keep it short & sweet!

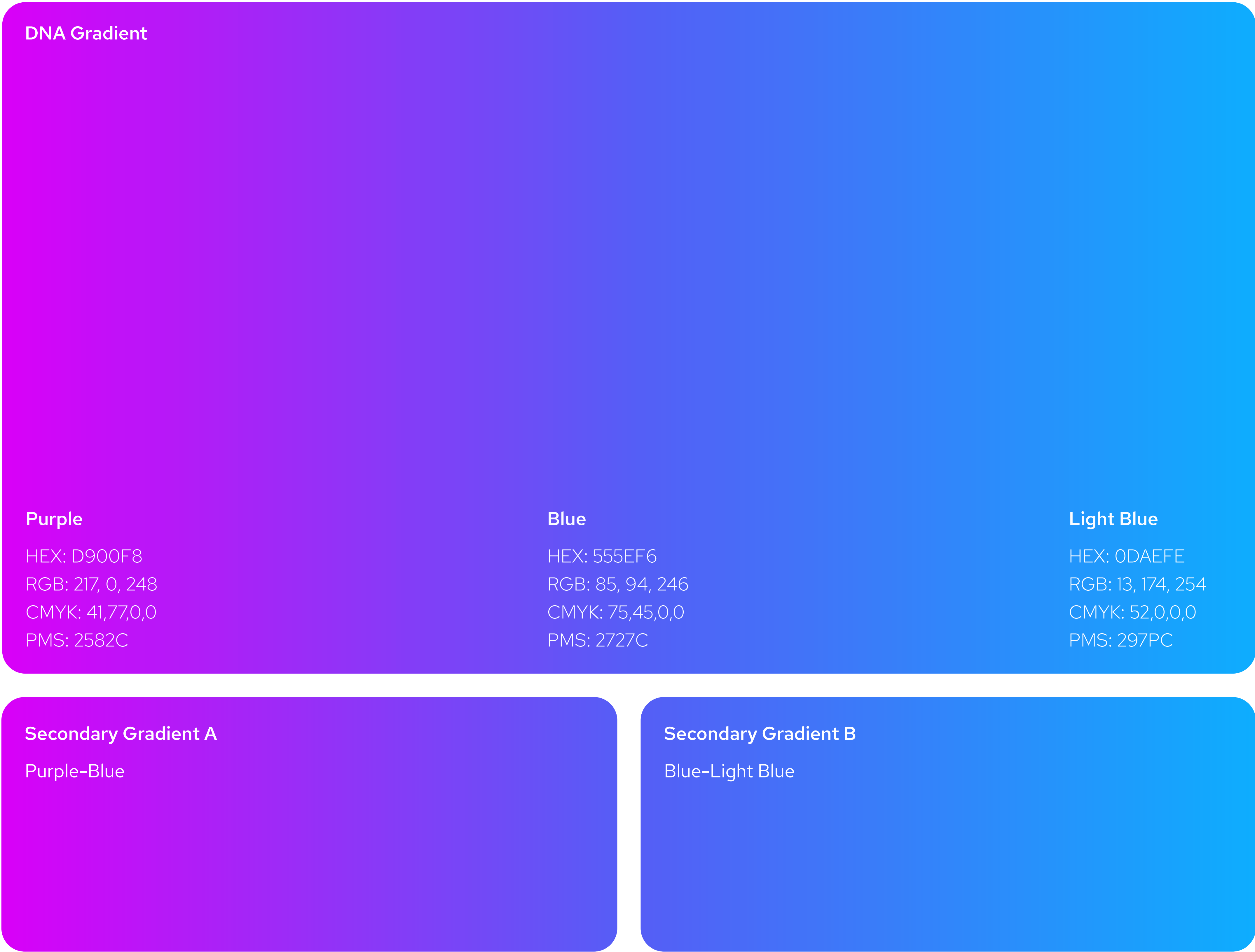


02  
Colour



# DNA Gradient

The DNA Gradient is the most recognisable colour application and holds the most brand equity amongst designs. It’s what ties everything together and is what we use to associate with our brand.



# Brand Palette

Our final brand palette is derived from the DNA Gradient, with secondary gradients used for more subtle applications of our branding, as well as providing a more versatile foundation to our visual identity.

Our Light and Dark Background Gradients are to be used for digital applications only. If you need a dark or light background for print, stick to white or black.

We also prefer to use Grack and Mist as substitutes for Black and White respectively. Try to only use Black and White if you cannot use the aforementioned.

Purple  
HEX: D900F8  
RGB: 217, 0, 248  
CMYK: 41,77,0,0  
PMS: 2582C

Blue  
HEX: 555EF6  
RGB: 85, 94, 246  
CMYK: 75,45,0,0  
PMS: 2727C

Light Blue  
HEX: 0DAEFE  
RGB: 13, 174, 254  
CMYK: 52,0,0,0  
PMS: 297PC

Light Background Gradient (Digital only)  
Mist (FAFCFF) + E8EAFF

Dark Background Gradient (Digital only)  
Grack (0D0D0D) + 0E1727

Grack  
0D0D0D  
13, 13, 13  
Black for Print

Night  
3E3F40  
62, 63, 64  
68, 61, 59, 47

Dusk  
7D7E80  
219, 2, 50  
52, 43, 43, 8

Cloud  
BBBCBF  
187, 188, 191  
27, 21, 20, 0

Mist  
FAFCFF  
220, 2, 100  
White for Print

Black  
#000000  
60, 40, 40, 100

White  
#FFFFFF

10

## 03 Typography

# Red Hat | MCKL

We keep our typeface simple with MCKL’s Red Hat typeface suite. It is a sans-serif geometric typeface with a multitude of features including large, open counters, ascenders with angled tops and a tall x-height for clear legibility, particularly on digital applications.

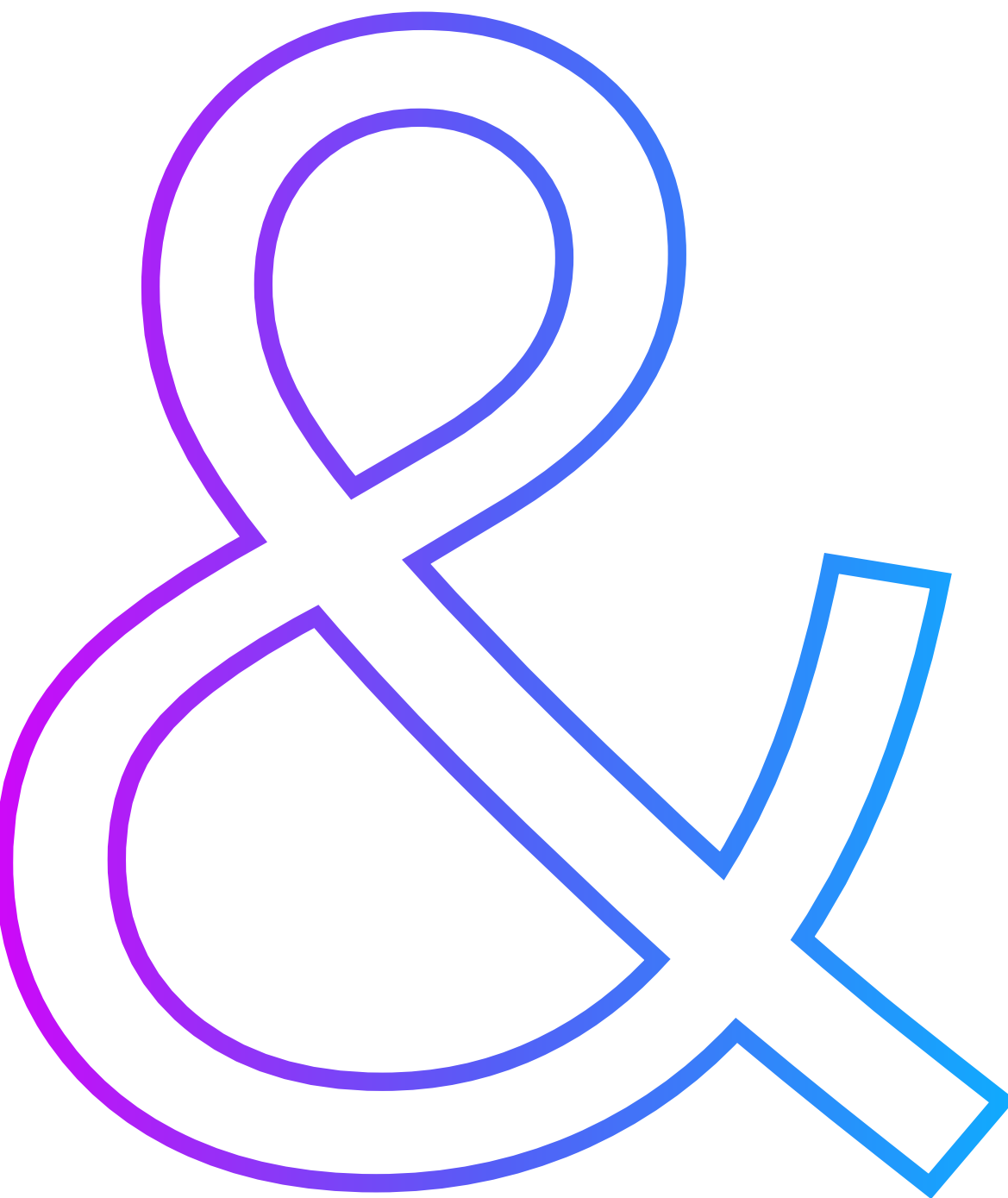
Headers, titles and alike are to be written in RH Display SemiBold, ExtraBold and Light for H1, H2 and H3 respectively. Body and caption copy are to be written in RH Text Regular and Light respectively.

Both Red Hat Display and Text under the SIL Open Font License and are [available via Google Fonts](#). Alternatively, DNA specific weights are provided within our Brand Kit.

You can view more about MCKL [here](#).

Aa Bb Cc

0123456789!?,.,\*"



H1	Display SemiBold
H2	Display ExtraBold
H3	Display Light
Body	Text Regular
Caption	Text Light



04

**Assets**

## 05 Application