



CROSS  
FINANCE

STYLE GUIDE 2.0

2024



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# .01 LOGOTYPE

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Here is collected all the information on the logo and style elements, which will allow you to familiarize yourself with the principles of use and the ability to download all the necessary materials for further application.

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.16 ICON FOR APP





**CROSS  
FINANCE**

## .01 LOGOTYPE



### .1.1

## SYMBOL

\*MEANING OF THE SIGN PART

The name Cross Finance translates and means the intersection of finances, which is shown as a cross, identifying the intersection of fiat and crypto transactions. Also the cross additionally crosses the vertical vector, identifying a new direction, combining fiat and crypto transactions in one product.



MAIN HORIZONTAL VERSION



CROSS  
FINANCE

MAIN VERTICAL VERSION

# LOGOTYPE



ICON VERSION

CROSS  
FINANCE

FONT VERSION

[DOWNLOAD LOGO PACK](#)

If you click on the button  
you can download logo file all format.  
Color options are also available in this file.



.1.3

# SAFE AREA

When you're using the logo with other graphical elements, make sure you give it some room to breathe. The empty space on each side of the logo should be at least 100% of the height/width of the logo.



There's a chain integrated in the image, as a symbol of blockchain technology.



Applying the basic version of the Cross Finance logo.



From the main version of the logo. We extract the X as a symbol of a seamless transaction in the intersection of lines.

.1.4

# PRODUCT LOGOS



A cube symbolizing business in business, forming a sign of a dollar inside.



A sign that displays scanning information and transaction analytics. Created from elements of the XFI logo.



A sign that forms a common pattern of "slash" for developers. Created from elements of the XFI logo.

[OPEN IN FIGMA](#)

[DOWNLOAD LOGO PACK](#)

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MAIN HORIZONTAL VERSION



MAIN VERTICAL VERSION



ICON VERSION



FONT VERSION



FAVICON



.1.4 / product logos  
**CROSSFI  
CHAIN**

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MAIN HORIZONTAL VERSION



MAIN VERTICAL VERSION



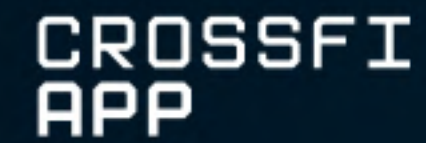
ICON VERSION



FONT VERSION



FAVICON



.1.4 / product logos  
**CROSSFI**  
**APP**

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MAIN HORIZONTAL VERSION



MAIN VERTICAL VERSION



ICON VERSION



FONT VERSION



FAVICON



.1.4 / product logos  
**CROSSFI**  
**xAPP**

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MAIN HORIZONTAL VERSION



MAIN VERTICAL VERSION



ICON VERSION



FONT VERSION



FAVICON

.1.4 / product logos  
**CROSSFI  
BUSINESS**

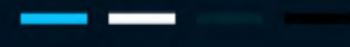


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MAIN HORIZONTAL VERSION



ICON VERSION



FONT VERSION



FAVICON

.1.4 / product logos

XFI  
SCAN

XFI  
SCAN



XFI  
SCAN

XFI  
SCAN

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MAIN HORIZONTAL VERSION



ICON VERSION



FONT VERSION



FAVICON

.1.4 / product logos



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MAIN HORIZONTAL VERSION



ICON VERSION



FONT VERSION

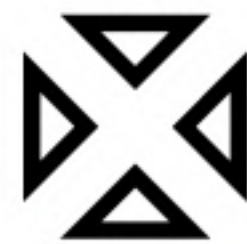


FAVICON

.1.4 / product logos

XFI  
PAD

XFI  
PAD



XFI  
PAD

XFI  
PAD

DOWNLOAD LOGO PACK

If you click on the button you can download logo and favicon files all format. Color options are also available in this file.



.1.4 / product logos

# SAFE AREA

The frame area must be kept free of other elements. Icon version indicates safe area.



.1.4 / product logos

## SAFE AREA

For tool logos. The frame area must be kept free of other elements. Icon version indicates safe area.



# .15 LOGO USAGE

\*PRIMARY BLUE-COLOR LOGO

## .01 LOGOTYPE



The full color logos should only be used on light or very dark backgrounds.



Dark backgrounds.



Light backgrounds.



Logo in dark area stays legible.



Don't use the full color logo on top of a photograph or gradient unless it sits on a very light or very dark area of the image. Use white or dark area for challenging backgrounds.



Logo gets lost in midtones, or areas with lots of color.



Light background.



Dark background.



In light backgrounds only use dark logo.



Don't use the logo on top of a photograph or gradient unless it sits on a very light or very dark area of the image. Use white or dark area for challenging backgrounds.

## .01 LOGOTYPE



# .15 LOGO USAGE

\* MONOCHROME LOGO

The full-color logo is our primary logo. In cases where we need a monochrome version, please use only either Black or White for the icon and the font version.



Don't outline Logotype

Don't distort the Logo

Don't change font style



Don't space out the Logo

Don't rotate the Logo

Don't change the transparency of the Logo



Don't use gradients

Don't change the color of the Wordmark

.01 LOGOTYPE



.15  
**LOGO USAGE**  
\* LOGO MISUSE OPTIONS

Using our logo consistently ensures brand recognition and allows for creativity elsewhere. Avoid the displayed cases.



ENGLISH DESCRIPTOR



ARABIC DESCRIPTOR



SPANISH DESCRIPTOR



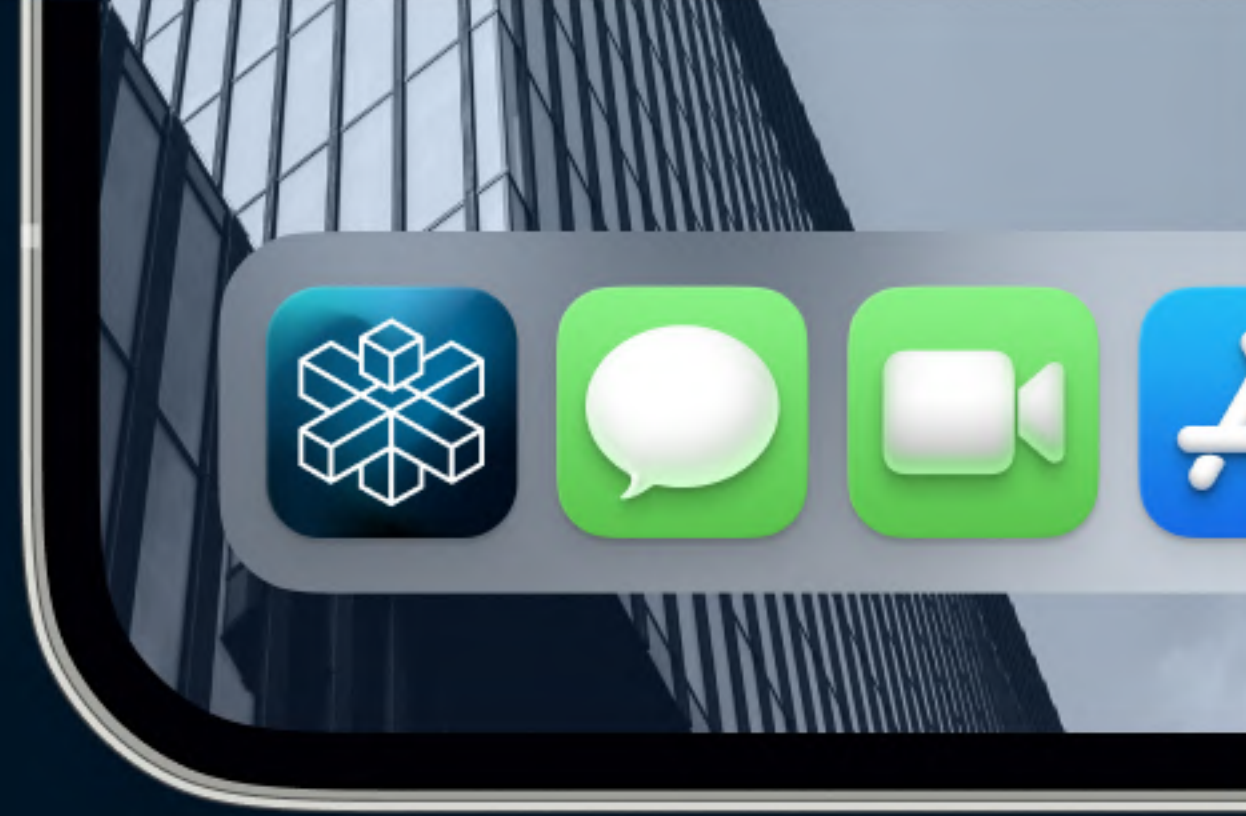
.1.5

# LOGO USAGE

\* PROMOTIONAL LOGOS



If you click on the button you can download logo file.



.01 LOGOTYPE



.1.6  
**ICON FOR  
APP**



**DOWNLOAD ICON**

If you click on the button you can download logo file all format.

## .02 TOKENS

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Here is collected all the information on the logo and style elements, which will allow you to familiarize yourself with the principles of use and the ability to download all the necessary materials for further application.

.2.1 XFI TOKEN

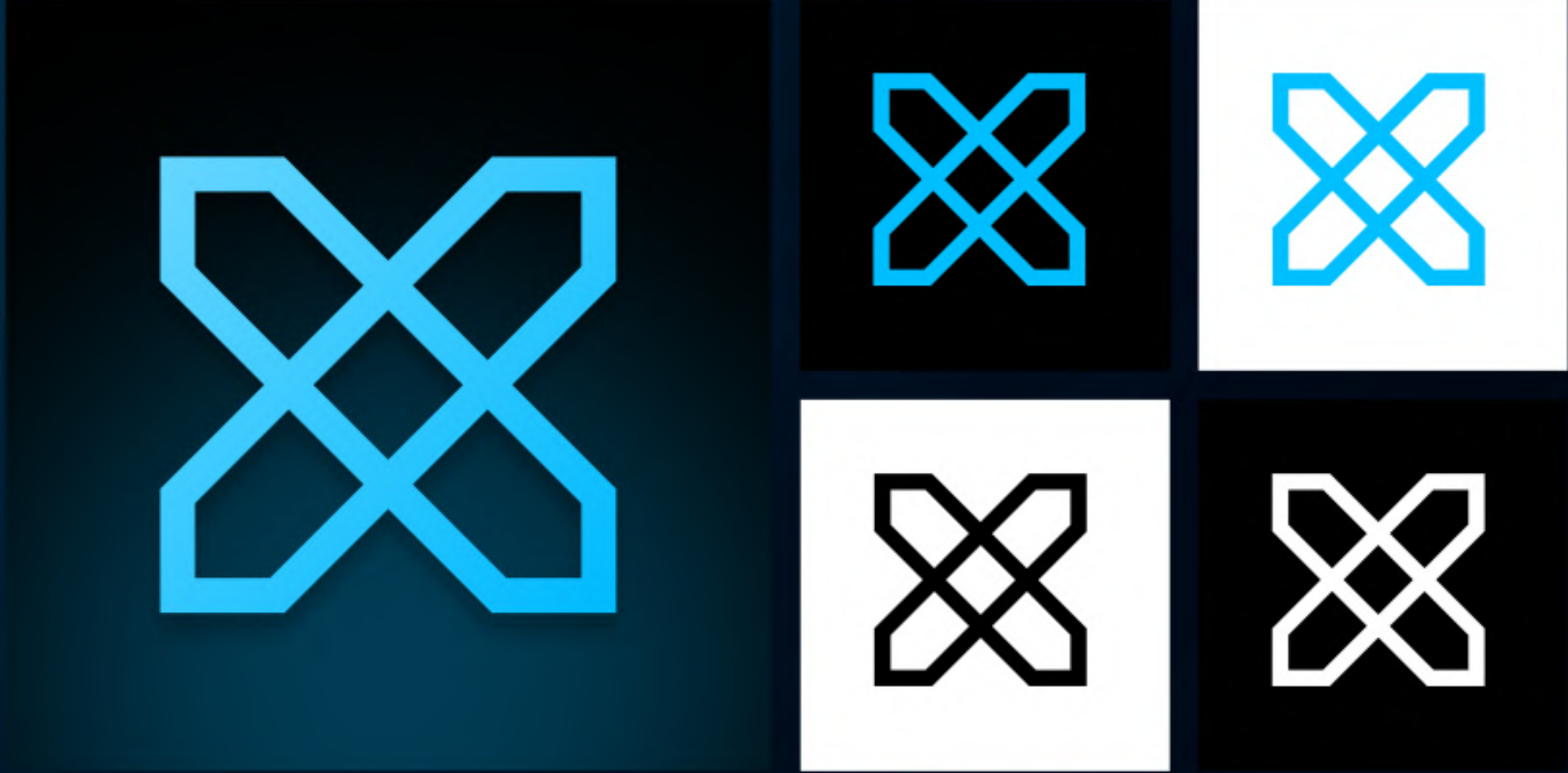
.2.2 MPX TOKEN

.2.3 EMPX TOKEN

.2.4 EXE TOKEN

.2.5 XUSD TOKEN





XFI



.02 TOKENS



.2.1  
**XFI TOKEN**

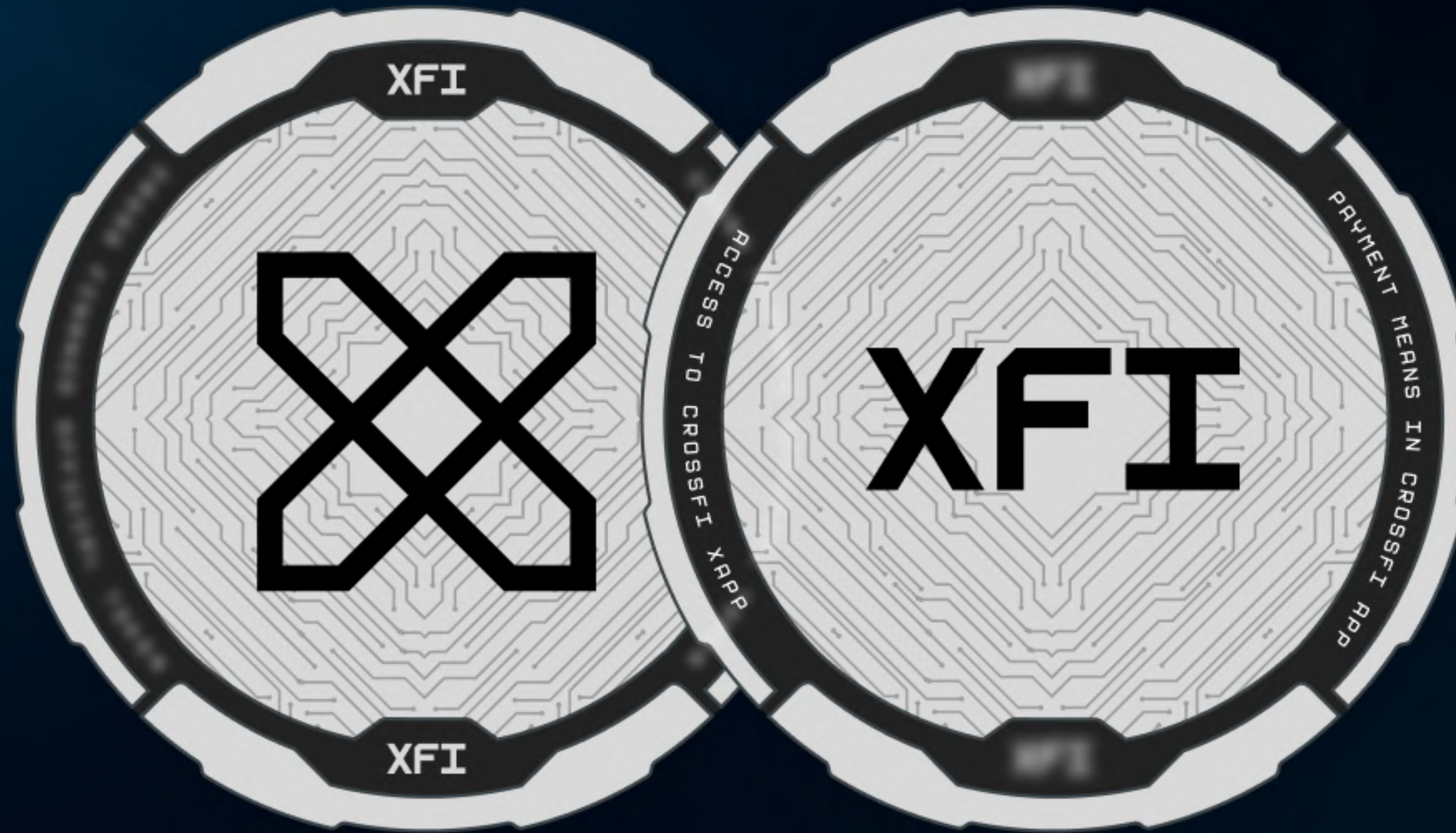
\*ICON

OPEN IN FIGMA

DOWNLOAD TOKEN PACK

If you click on the button you can download tokens all format. Color options are also available in this file.

.02 TOKENS



.21

# XFI TOKEN

\* ILLUSTRATION

OPEN IN FIGMA

DOWNLOAD TOKEN PACK

If you click on the button you can download tokens all format.



.02 TOKENS



.21

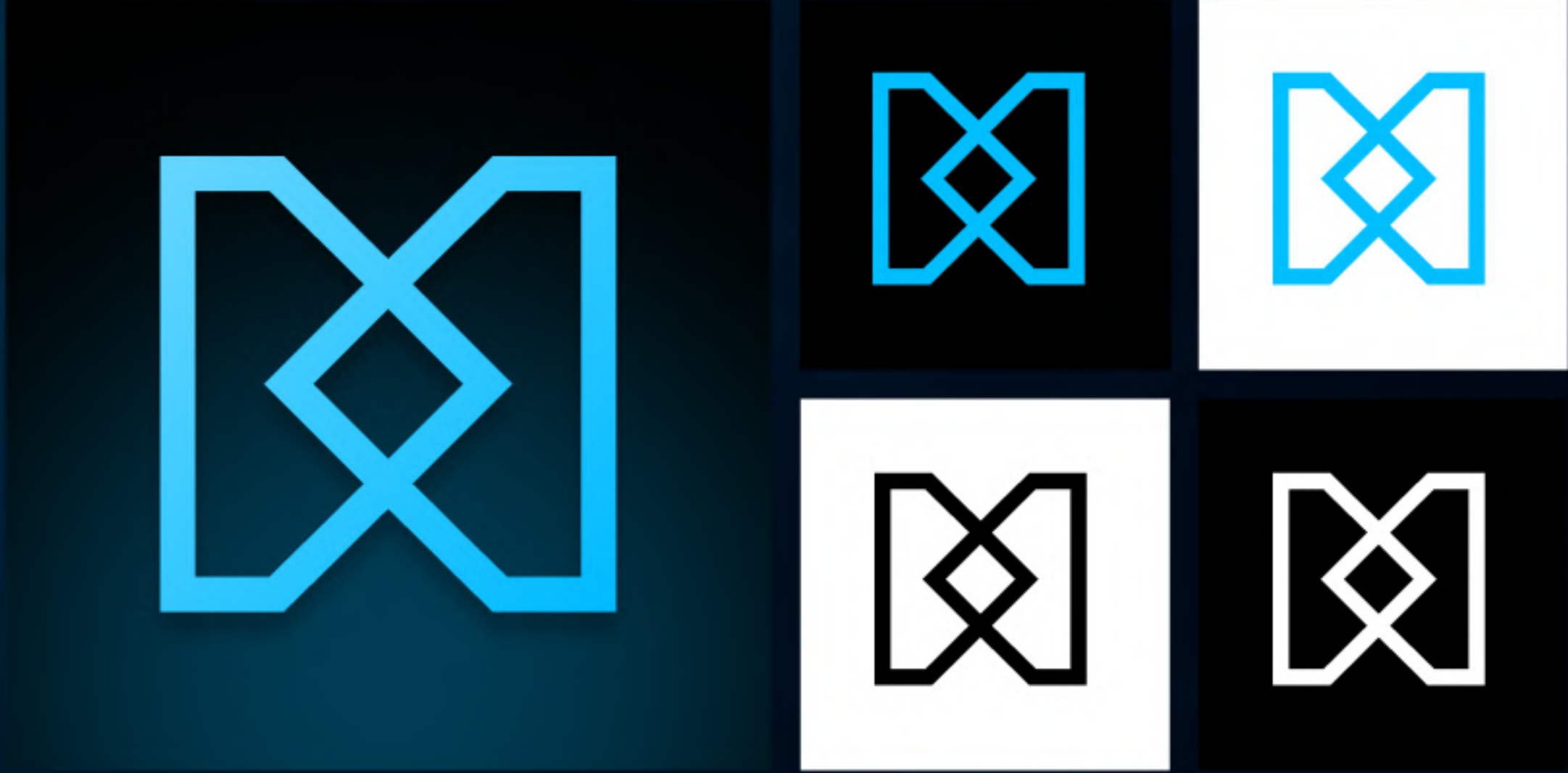
# XFI TOKEN

\*3D OBJECTS

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download tokens all format.



MPX



.02 TOKENS



.2.2  
MPX TOKEN

\*ICON

OPEN IN FIGMA

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If you click on the button you can download tokens all format. Color options are also available in this file.

.02 TOKENS



.2.2

# MPX TOKEN

\* ILLUSTRATION

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download tokens all format.



.02 TOKENS



.2.2

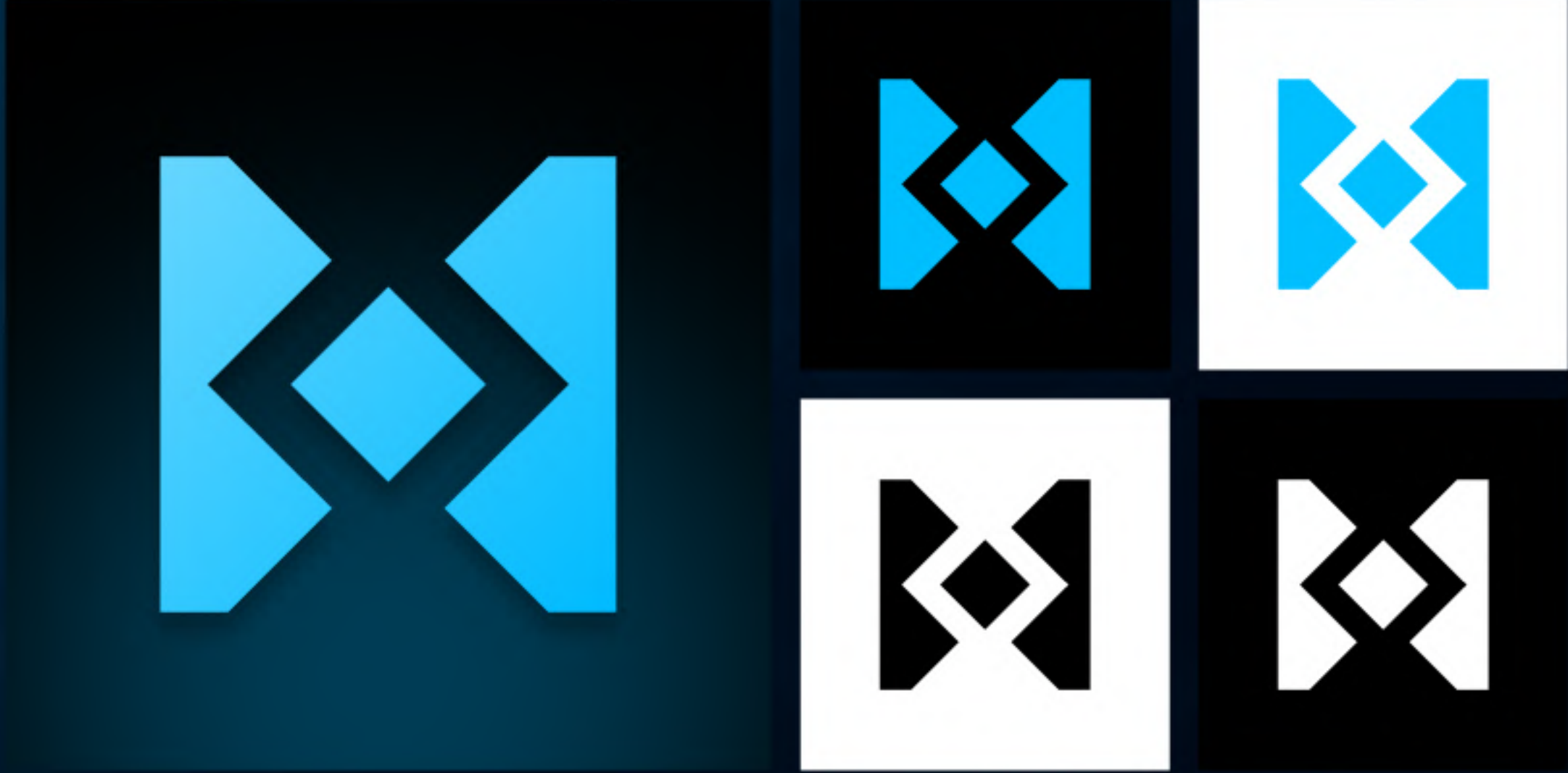
# MPX TOKEN

\*3D OBJECTS

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eMPX



.02 TOKENS

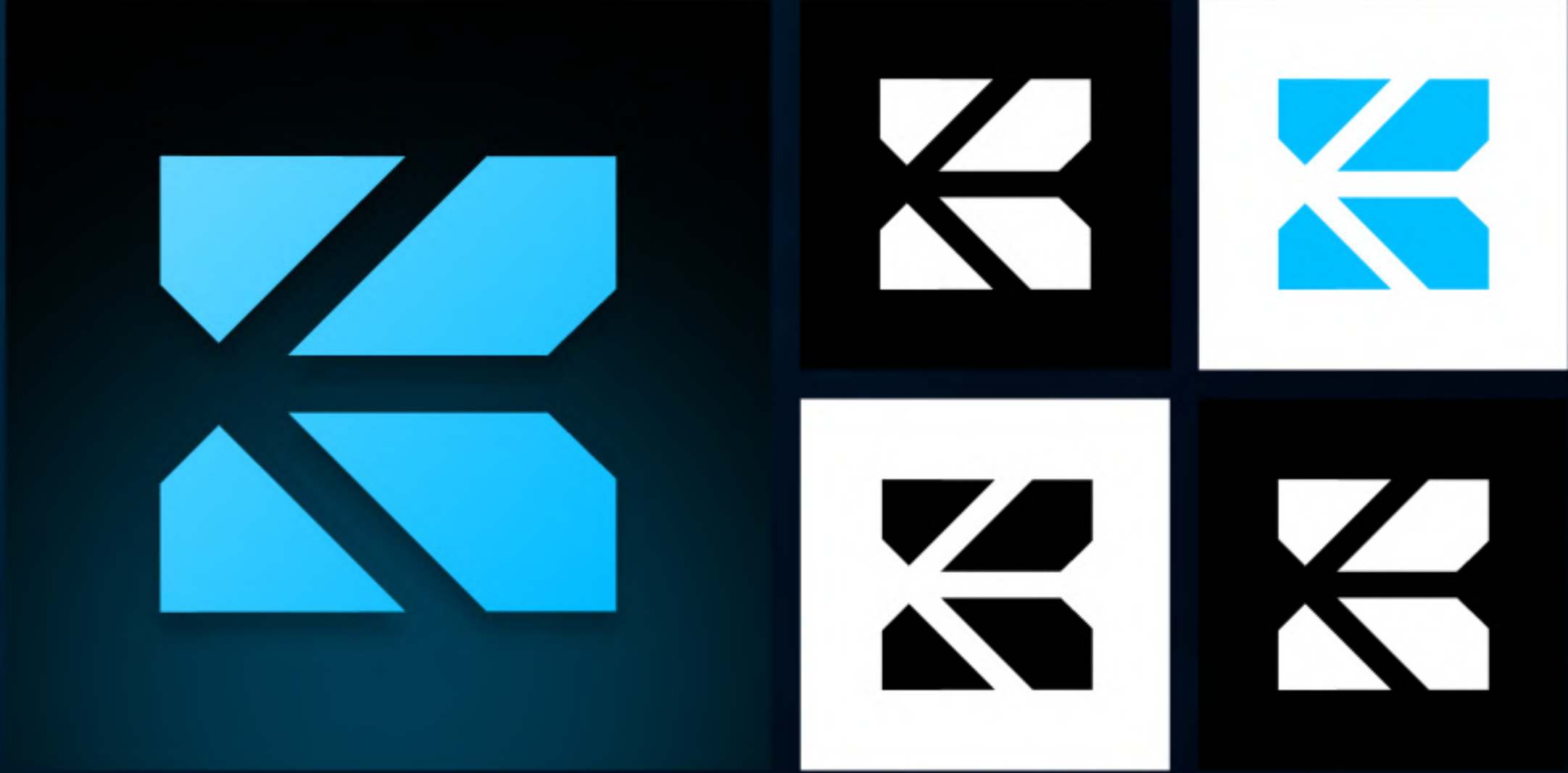


.2.3  
eMPX TOKEN  
\* ICON

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DOWNLOAD TOKEN PACK

If you click on the button you can download tokens all format. Color options are also available in this file.



EXE



.02 TOKENS



.2.4  
**EXE TOKEN**

\*ICON

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XUSD



.02 TOKENS



.2.5  
XUSD TOKEN

\*ICON

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DOWNLOAD TOKEN PACK

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## .03 **STYLING ELEMENTS**

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Here is collected all the information on the logo and style elements, which will allow you to familiarize yourself with the principles of use and the ability to download all the necessary materials for further application.

.3.1 **COLOR**   .3.2 **FONT**   .3.3 **BACKGROUND, PATTERNS**

.3.4 **3D OBJECTS**







HEX: 0CC2FF  
RGB: 12 194 255  
CMYK: 95% 24% 0% 0%



HEX: 00232F  
RGB: 0 35 47  
CMYK: 15% 5% 0% 82%



HEX: FFFFFFFF  
RGB: 255 255 255  
CMYK: 0% 0% 0% 0%



HEX: 000000  
RGB: 0 0 0  
CMYK: 0% 0% 0% 100%



# COLOR

This color palette includes colors that are used in our logo.

# INFYNYTE

\* THIS FONT YOU CAN ONLY USE IN LOWERCASE MODE

\* AVAILABLE IN: LATIN

**SUBSTITUTION** FOR CYRILLIC, VIETNAMESE, USE THE FONT [Chakra Petch](#)

\* USUALLY USED FOR HEADINGS AND ACCENTS

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
1 2 3 4 5 6 7 8 9 0

DISPLAY



# Rale Grotesk

\* AVAILABLE IN: LATIN, CYRILLIC, VIETNAMESE

\* USUALLY USED FOR PRIMARY AND SECONDARY TEXTS

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss  
Tt Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0

REGULAR



MEDIUM



.03 STYLING ELEMENTS



.3.2

# FONT

DOWNLOAD FONT PACK

If you click on the button you can download font file.



# .3.3 BACKGROUND, PATTERN

DOWNLOAD

OPEN IN FIGMA

If you click on the button you can open  
and edit the document.



.03 STYLING ELEMENTS



# 3D OBJECTS

.3.4

[DOWNLOAD](#)

If you click on the button you can download all graphics.  
Guidelines for use – materials: glass-ice, metal, glow, rough shapes, blue tint.



CROSS  
FINANCE



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DEV@CROSSFI.ORG