



BRAND GUIDE

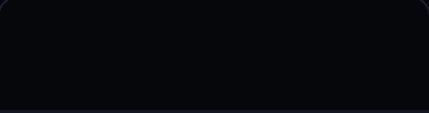
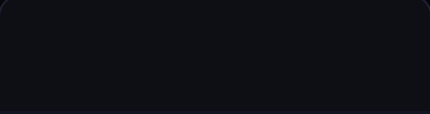
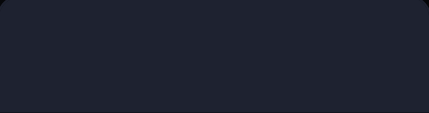
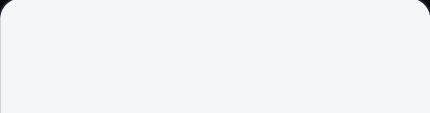
Trade. Compete. **Climb the League.**

FXLeagues (FXL) is a gamified trading-competition platform: traders enter free and paid leagues, compete on live market conditions, climb leaderboards and win prizes. It should feel more exciting than a broker, more credible than a game, and more structured than a challenge. Everything supports one idea: **a live trading league table, with ranks, countdowns, prize pools and performance.**

01 · COLOUR

The palette

Gold is the single hero accent: CTAs, prizes, highlights. Green and red for performance data only. Cyan sparingly for "live" and "coming soon". Backgrounds stay dark.

 FXL Black #06070A	 FXL Gold · accent #F0B429	 Gold Light · hover #FFD166
 Gold Dark · pressed #C48F10	 Surface #0D0F14	 Card #131620
 Border Dark #1E2230	 Bull Green · up #00E5A0	 Bear Red · down #FF4757
 Electric Cyan · live #00D4FF	 Off White · body #F4F5F7	 Muted Grey · meta #8892A4

02 · TYPOGRAPHY

Space Grotesk + Inter

Headings in Space Grotesk: bold, tight, confident. Body in Inter: plain and direct. The logo's "FXLeagues" is set in Poppins Bold and is only ever used as the supplied artwork, never retyped.

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Space Grotesk · Headings

Bold / 600 / 700

Inter · body copy, plain and easy to read.

Regular / 500 / 600

03 · LOGO

The mark

The gold tile with the lightning bolt, then "FX" in gold and "Leagues" in the surface's contrast colour. Full lockup in headers and footers; the tile alone for app icons, avatars and favicons.



On dark · wordmark-light.png



On light · wordmark-dark.png



Icon · icon-gold.png

- **Never stretch or squash it.** Scale by height only and keep the supplied proportions.
- **Clear space** around the lockup equal to the height of the "F".
- **On light backgrounds** use the black-"Leagues" version. "FX" and the tile stay gold on every background.
- **Don't** recolour the tile, change the bolt, retype the wordmark or add effects.

04 · VOICE & TONE

Confident. Competitive. Clear.

Use

compete

climb

enter

win

track

leaderboard

prize pool

performance

Avoid

guaranteed profit

easy money

risk-free

beat the market

get rich

no risk

05 · MOTION & COMPLIANCE

Motion: premium, not gimmicky: subtle card hover-lift, section reveals, number count-ups, countdowns, animated chart lines, live pulse dots. Respect reduced motion. Avoid heavy parallax and casino-style flashing.

COMPLIANCE · NON-NEGOTIABLE

Trading and prizes mean careful claims. Always keep the risk warning present, show prizes and rules transparently, and never imply guaranteed returns.