LMGX

BRAND GUIDELINES

2025

THE LOGO

2025

01

BRAND IDENTITY

The LMGX brand identity consists of two elements: the wordmark and the logo symbol. The typography is bold and clean, following the style of the LM Group. Minor reshaping has been applied to enhance the design and give our logo a fresh, modern look.

The symbol is built on a geometric foundation and is strategically designed to be instantly recognisable at all sizes and in all contexts.

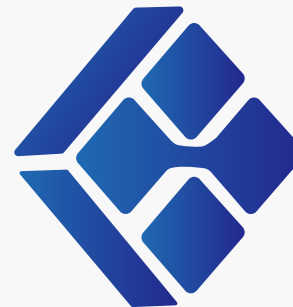There are three versions of the company's logo that can be used:

PRIMARY LOGO
LOGO SYMBOL
LOGO ICON

You can download all official brand assets directly from this link:

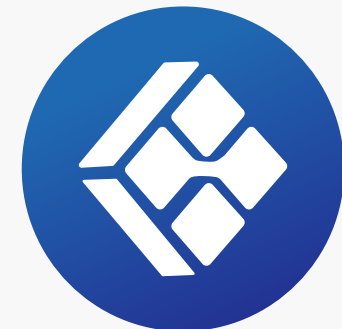https://lmgxtoken.com/assets/docs/lmgx-brand-assets.zip

PRIMARY LOGO

LOGO SYMBOL

LOGO ICON

PRIMARY LOGO

The horizontal lockup is the main version of the LMGX logo and should always be used as the first choice.

The preferred colour version features a vibrant blue gradient and should only be used on light backgrounds.

In cases where deep contrast and greater sharpness are required, the recommended version to use is the monochrome variant.

PRIMARY COLOUR VERSION

LOGO PROPORTIONS

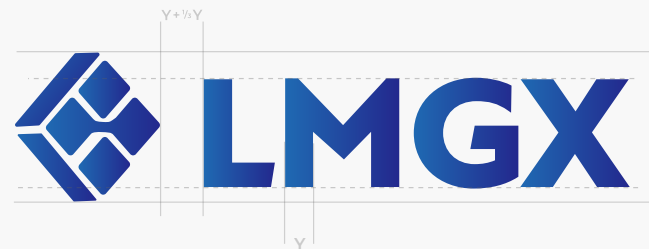## BLACK & WHITE VERSIONS

LOGO COLOURS

LIGHT BLUE

CMYK: 87/55/0/0
RGB: 31/105/178
HEX: #1F69B2

DARK BLUE

CMYK: 100/92/7/1
RGB: 35/41/142
HEX: #23298E
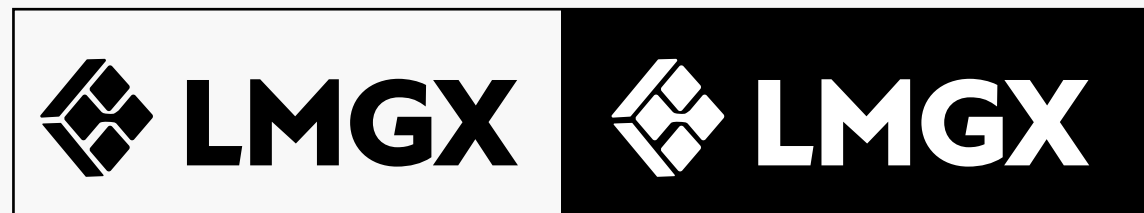
LOGO SYMBOL

The LMGX symbol can be used as a stand-alone graphic element. In cases where the logo symbol is unsuitable for application due to size, format, design restrictions, or specific usage on cryptocurrency exchange websites, the logo icon should be used instead.

The preferred colour version is the blue gradient symbol, to be used only on light backgrounds.

When enhanced visibility is required, the recommended version is the monochrome symbol.

Only the official colour version of the LMGX icon may be used. It is strictly prohibited to create or use any alternative versions.

PRIMARY COLOUR VERSION

LOGO SYMBOL COLOURS

LIGHT BLUE
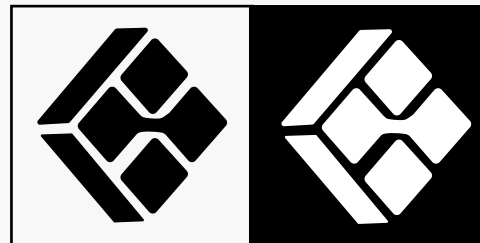
CMYK: 87/55/0/0
RGB: 31/105/178
HEX: #1F69B2

DARK BLUE

CMYK: 100/92/7/1
RGB: 35/41/142
HEX: #23298E

BLACK & WHITE VERSIONS

ICON COLOUR VERSION

Note: Download and use the icon from our brand assets. Do not change the colour of the circle and logo symbol.
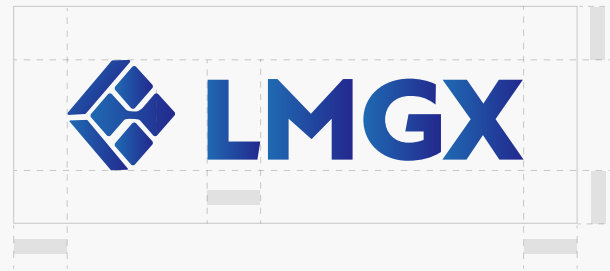
CLEAR SPACE & MINIMUM SIZE

CLEAR SPACE

The use of clear space ensures maximum legibility of the logo.

The letter "L" is used to define the blank space around the primary logo. The clear space surrounding the logo symbol and logo icon should always be equal to the height of the rectangles within the symbol.
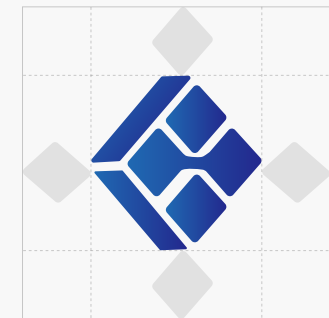
MINIMUM SIZE

Meeting the minimum size requirements is essential, as it ensures that all logo variations maintain their visual impact across various platforms.

PRIMARY LOGO CLEAR SPACE

LOGO SYMBOL CLEAR SPACE

LOGO ICON CLEAR SPACE

MINIMUM SIZES

80px

50px x 50px

30px

INCORRECT LOGO USAGE

Following these rules is important for maintaining the logo's consistent appearance across all communication materials.

We have identified examples of how the logo should never be used. These guidelines apply to all versions of the LMGX brand – the primary logo, logo symbol, and logo icon.

Please note that these examples are not an exhaustive list of possible misuse.

Do not distort the logo

Do not rotate the logo

Do not resize any part of the logo

Do not outline the logo

Do not change the original colours

Do not rearrange logo elements

Do not use drop shadows or any other effects

Do not use poorly reproduced logo

Do not change proportions and alignment

Do not crop the logo

Do not rotate any part of the logo

Do not recreate using any other typeface

COLOUR PALETTE

02

BACKGROUND COLOURS

The LMGX primary colour logo does not perform well on photography, varied backgrounds, or gradients, and should only be applied on solid white.

Use the white logo on darker colour backgrounds, and the black logo on lighter colour backgrounds.

The black and white version should always be used on a greyscale background.

MAIN BACKGROUND

MORE CONTRAST

OTHER BACKGROUNDS
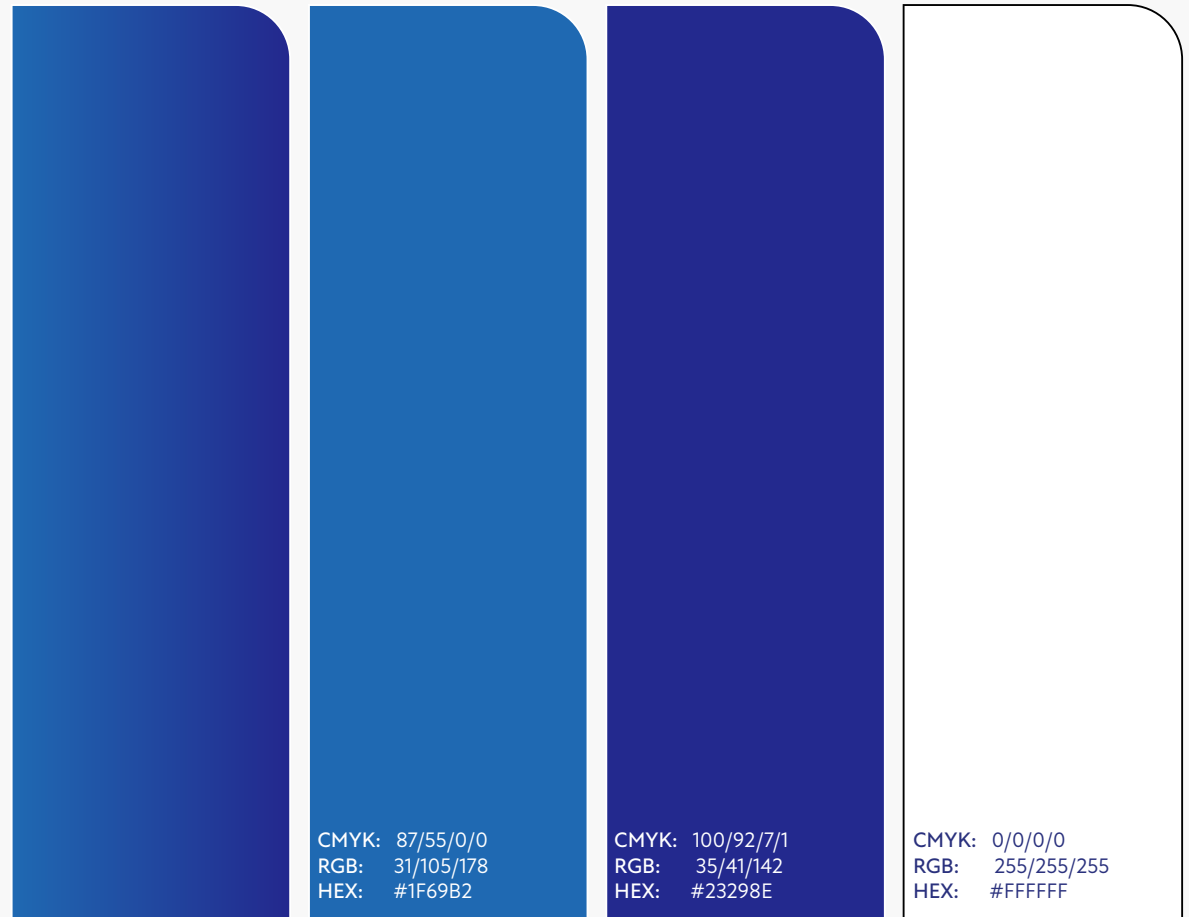

GREYSCALE BACKGROUNDS

COLOUR PALETTE

PRIMARY COLOUR

Blue is a key signifier for the LM Group, and using different shades allows us to unite the brand identities and strengthen recognition.

The primary logo, logo symbol, and logo icon use a gradient that creates a fresh and modern look. Changing the colours or the gradient is not permitted.

ADDITIONAL COLOUR USE

The gradient colours may be used individually in illustrations, backgrounds, and typography. The main gradient may also be used as a background, provided the guidelines for logo colour variations are followed.

CMYK: 87/55/0/0
RGB: 31/105/178
HEX: #1F69B2

CMYK: 100/92/7/1
RGB: 35/41/142
HEX: #23298E

CMYK: 0/0/0/0
RGB: 255/255/255
HEX: #FFFFFF

TYPOGRAPHY

2025

03

BRAND TYPOGRAPHY

Typography is an important element of the visual style across LM Group's projects. All wordmarks use bold typography to ensure a unified brand perception and consistent presentation.

The LMGX wordmark uses a modified version of the "New Atten" typeface. The ExtraBold font features clean and modern characters, providing excellent legibility across a range of sizes.

New Atten

ExtraBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!?@©™#$%&()-+"/'

LMGX

■ Original letters

☐ Modified letters

It is important to always use the modified version of the typography in the brand identity.

Aa

SECONDARY TYPOGRAPHY

For brand communications, we use the P22 Underground typeface. A clear typographic hierarchy ensures strong messaging and effectively conveys our brand principles. Variations in style, weight, and size help emphasise key content and guide the viewer's attention.

When P22 Underground is not available, use a bold, sans-serif font with a clean, modern, geometric appearance to maintain readability and brand consistency.

P22 UNDERGROUND

Aa Light

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!?@©™#$%&()-+"/'

Aa Medium Petite Caps

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789!?@©™#$%&()-+"/'

Aa Demi Petite Caps

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789!?@©™#$%&()-+"/'

Aa Demi Small Caps

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789!?@©™#$%&()-+"/'

TYPOGRAPHY COLOURS

To ensure efficient communication, we follow two basic rules for typography colour usage: always use dark text on a light background, and white text on a dark background.

Applying colours from our palette is permitted, provided the background is appropriate and the text remains clearly visible and readable.

Avoid using low-contrast typography, as this can lead to poor message delivery.

Aa DARK ON LIGHT

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789!?@©™#$%&()-+"/'

Aa LIGHT ON DARK

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789!?@©™#$%&()-+"/'

Aa GRADIENT ON LIGHT

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789!?@©™#$%&()-+"/'

Aa LOW CONTRAST

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789!?@©™#$%&()-+"/'

THANK YOU

LMGX