

SYNTHETIX

Brand Guidelines



Figma Community File

- 01 Logotype and Mark
- 02 Color Palette
- 03 Typography
- 04 Patterns & Elements
- 05 Visual Applications

SYNTHETIX Brand Guidelines

Logo and Mark

Logo

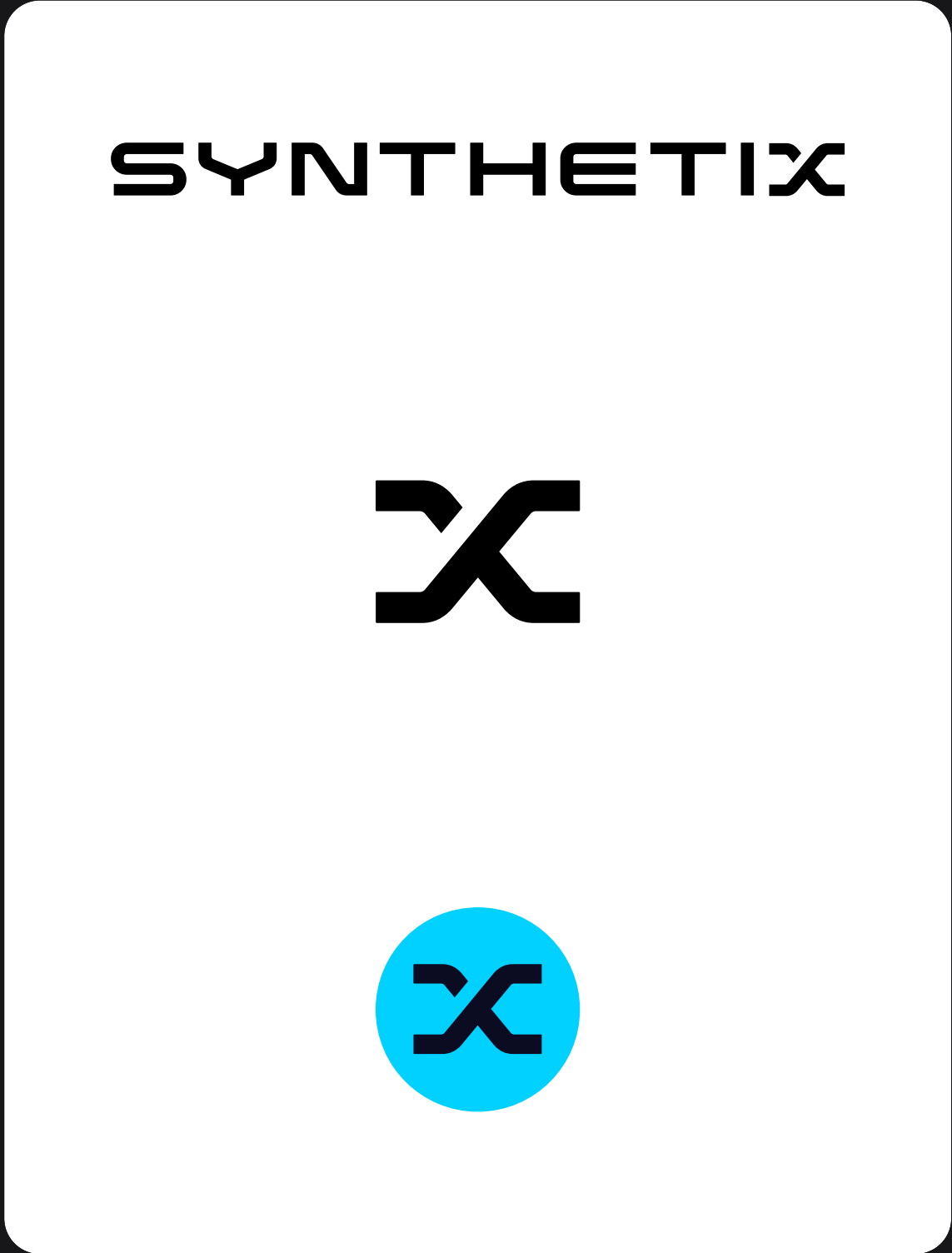
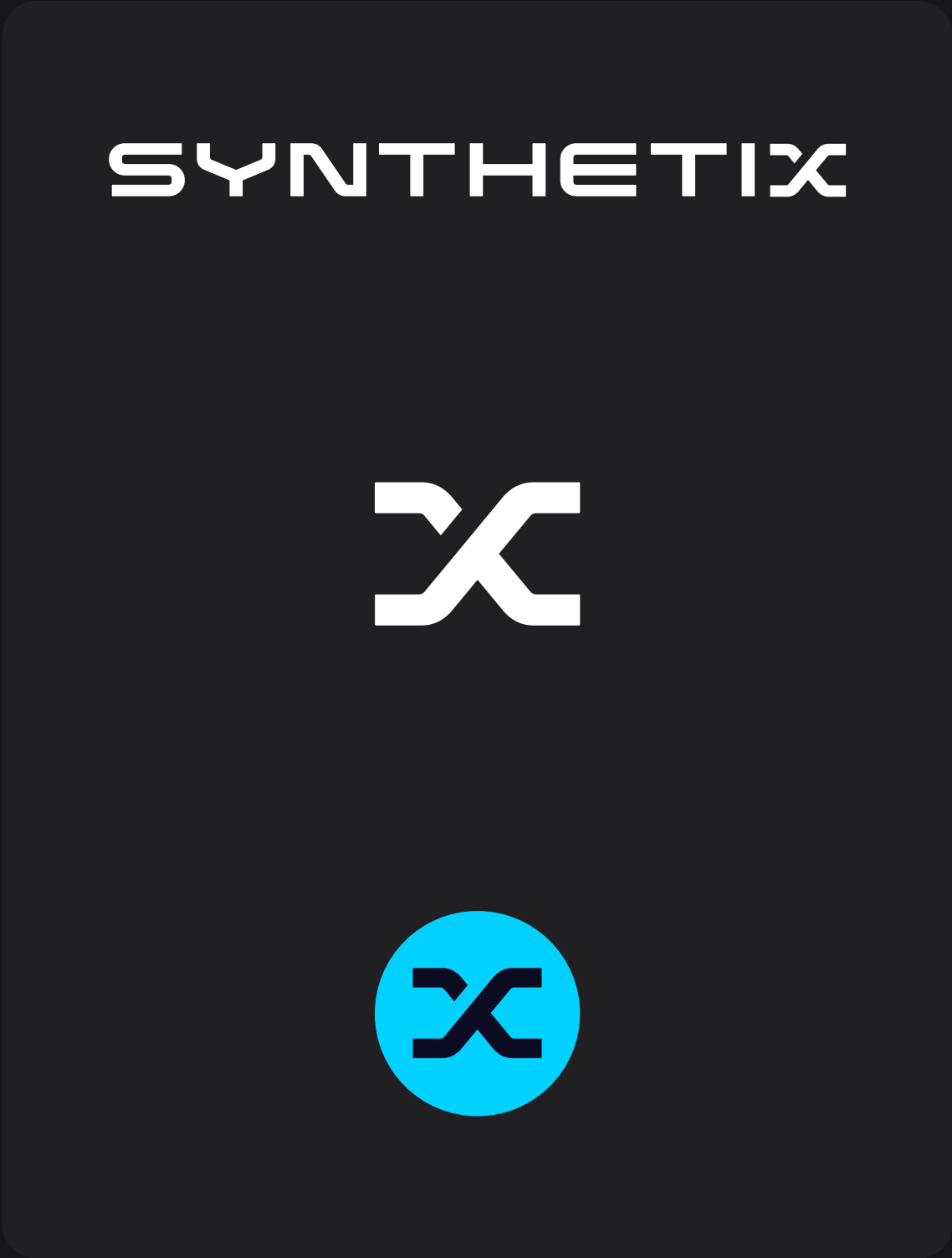
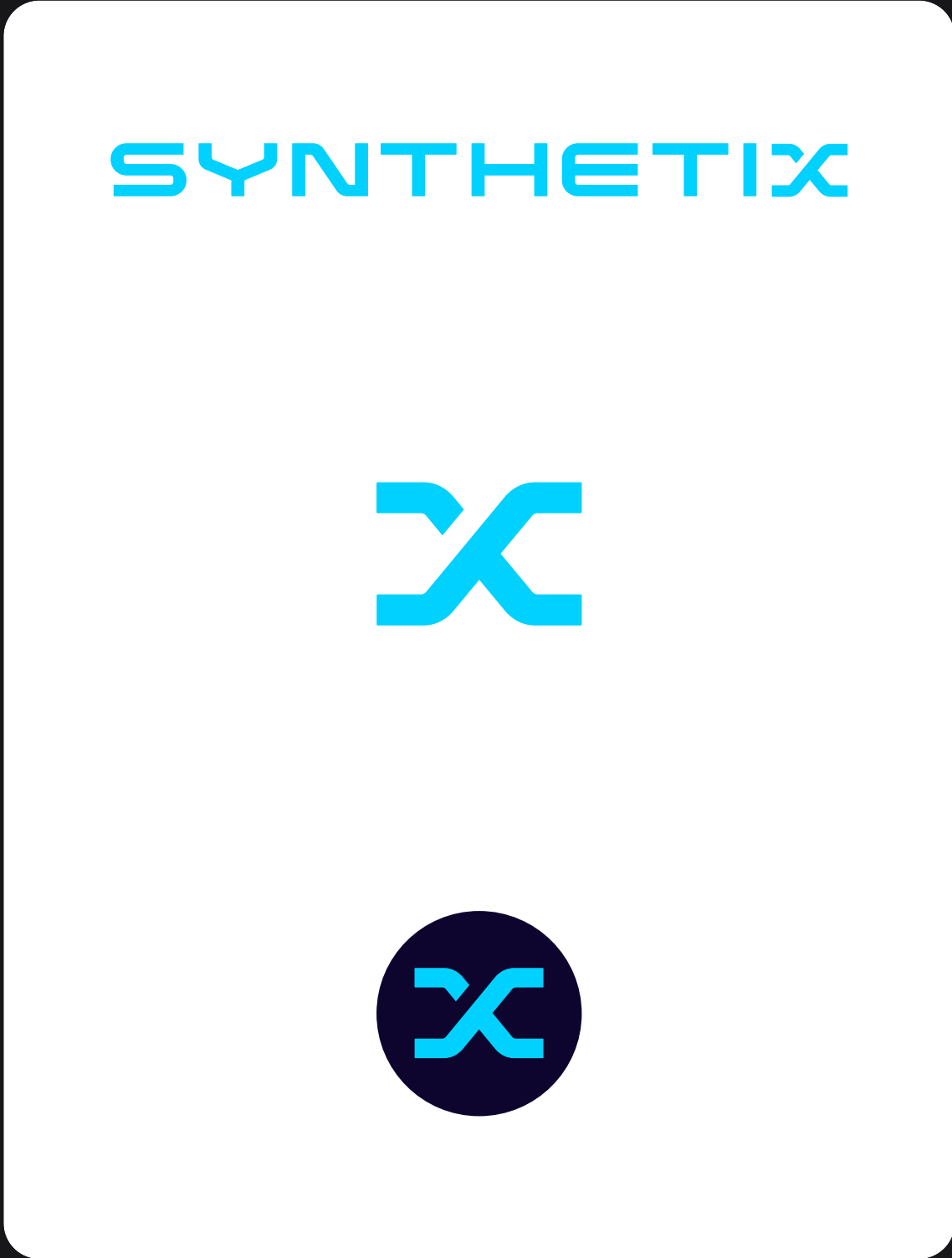
SYNTHETIX



Token



Variants



SYNTHETIX Brand Guidelines

Color Palette

Core Colors

Primary

Cyan-500

#00D1FF

hsl(191, 100%, 50%)

Secondary

Cyan-200

#8AEAFF

hsl(191, 100%, 77%)

Default Text

Zinc-50

#F4F4F5

hsl(240, 5%, 96%)

Muted Text

Zinc-400

#9A9AA3

hsl(240, 5%, 62%)

Inverse Text

Zinc-950

#17171A

hsl(240, 6%, 10%)

Background

Zinc-950

#17171A

hsl(240, 6%, 10%)

Base

Zinc-900

#17171A

hsl(240, 6%, 10%)

Additional Colors

Emerald
Emerald-500
#10B981
hsl(160, 84%, 39%)

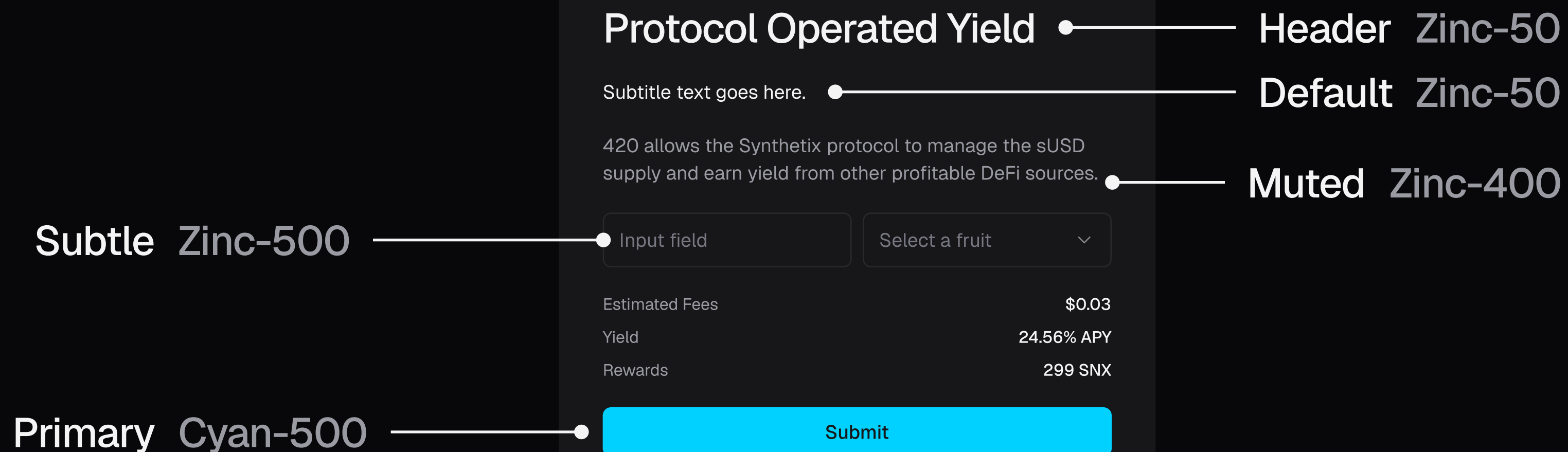
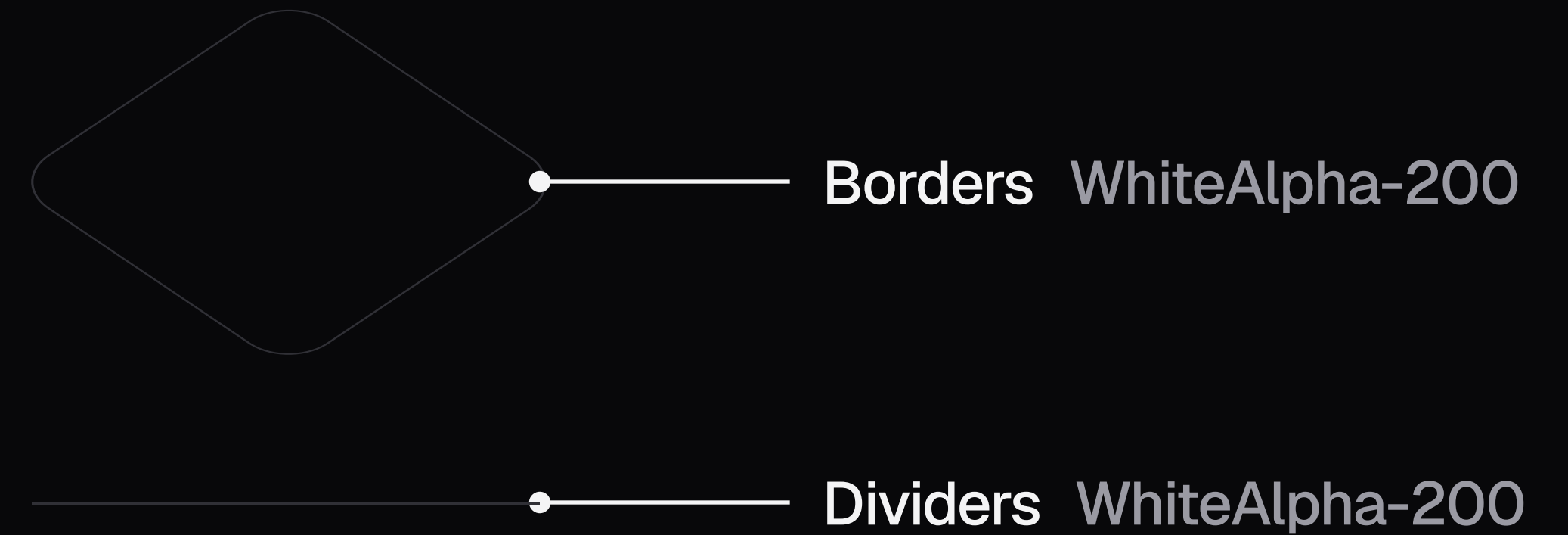
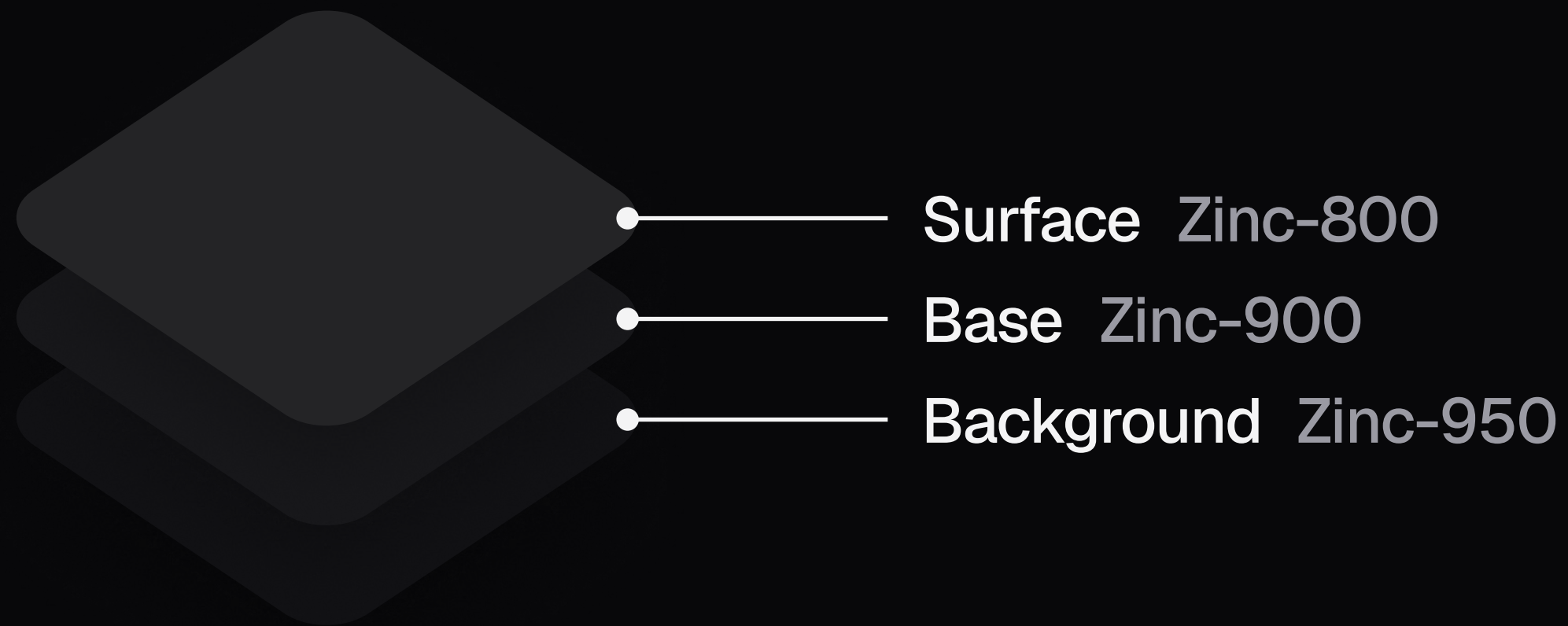
Amber
Amber-500
#F59E0B
hsl(38, 92%, 50%)

Red
Red-500
#EF4444
hsl(0, 84%, 60%)

Fuchsia
Fuchsia-500
#D946EF
hsl(292, 84%, 61%)

Violet
Violet-500
#8B5CF6
hsl(258, 90%, 66%)

UI Colors and Usage



Crypto ipsum bitcoin ethereum dogeco

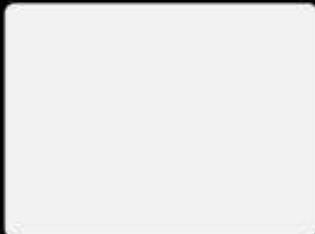
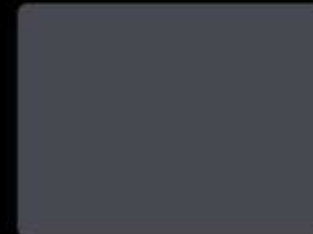
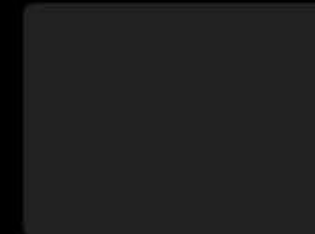
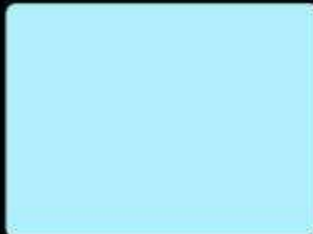
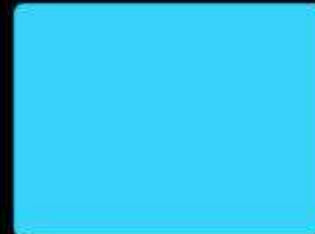
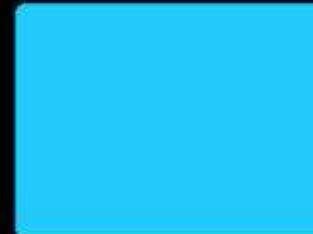
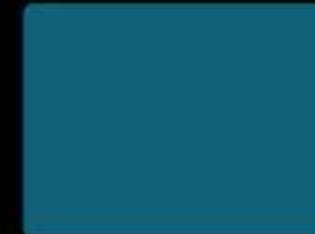
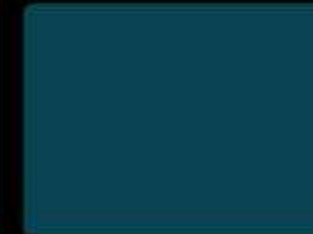
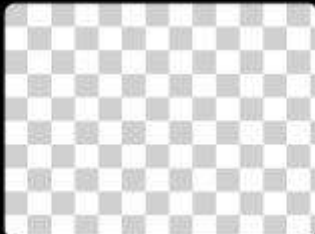
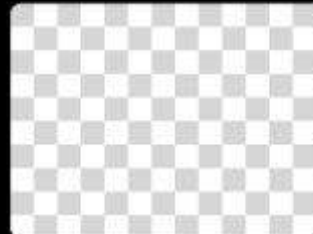
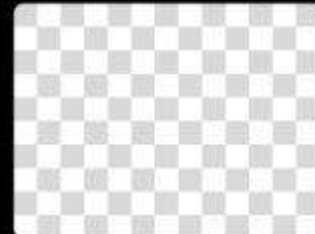
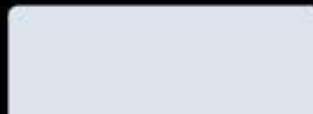
Crypto ipsum bitcoin ethereum dogecoin lite
Crypto ipsum bitcoin ethereum dogecoin lite
Crypto ipsum bitcoin ethereum dogecoin lite

Crypto ipsum bitcoin ethereum dogecoin litecoin
Crypto ipsum bitcoin ethereum dogecoin litecoin
Crypto ipsum bitcoin ethereum dogecoin litecoin

Full Color Palette

[See Colors Page](#)

Based on ShadCN colors

Zinc										
										
Zinc/50 Mode 1 #f4f4f5 rgba(244, 244, 245) hsl(240, 5, 96)	Zinc/100 Mode 1 #e4e4e7 rgba(228, 228, 231) hsl(240, 6, 90)	Zinc/200 Mode 1 #d4d4d8 rgba(212, 212, 216) hsl(240, 5, 84)	Zinc/300 Mode 1 #b7b7ba rgba(183, 183, 186) hsl(240, 2, 72)	Zinc/400 Mode 1 #9a9aa3 rgba(154, 154, 163) hsl(240, 5, 62)	Zinc/500 Mode 1 #787882 rgba(120, 120, 130) hsl(240, 4, 49)	Zinc/600 Mode 1 #52525b rgba(82, 82, 91) hsl(240, 5, 34)	Zinc/700 Mode 1 #303036 rgba(48, 48, 54) hsl(240, 6, 20)	Zinc/800 Mode 1 #242426 rgba(36, 36, 38) hsl(240, 3, 15)	Zinc/900 Mode 1 #17171a rgba(23, 23, 26) hsl(240, 6, 10)	Zinc/950 Mode 1 #111114 rgba(17, 17, 20) hsl(240, 8, 7)
Cyan										
										
Cyan/50 Mode 1 #e5faff rgba(229, 250, 255) hsl(192, 100, 95)	Cyan/100 Mode 1 #b7f2ff rgba(183, 242, 255) hsl(191, 100, 86)	Cyan/200 Mode 1 #8aeaff rgba(138, 234, 255) hsl(191, 100, 77)	Cyan/300 Mode 1 #5ce1ff rgba(92, 225, 255) hsl(191, 100, 68)	Cyan/400 Mode 1 #2ed9ff rgba(46, 217, 255) hsl(191, 100, 59)	Cyan/500 Mode 1 #00d1ff rgba(0, 209, 255) hsl(191, 100, 50)	Cyan/600 Mode 1 #00b0d6 rgba(0, 176, 214) hsl(191, 100, 42)	Cyan/700 Mode 1 #008ead rgba(0, 142, 173) hsl(191, 100, 34)	Cyan/800 Mode 1 #006d85 rgba(0, 109, 133) hsl(191, 100, 26)	Cyan/900 Mode 1 #004b5c rgba(0, 75, 92) hsl(191, 100, 18)	Cyan/950 Mode 1 #083344 rgba(8, 51, 68) hsl(197, 79, 15)
WhiteAlpha										
										
WhiteAlpha/50 Mode 1 #ffffff0a rgba(255, 255, 255, 0.04) hsl(0, 0, 100), a: 0.04	WhiteAlpha/100 Mode 1 #ffffff0f rgba(255, 255, 255, 0.06) hsl(0, 0, 100), a: 0.06	WhiteAlpha/200 Mode 1 #ffffff14 rgba(255, 255, 255, 0.08) hsl(0, 0, 100), a: 0.08	WhiteAlpha/300 Mode 1 #ffffff29 rgba(255, 255, 255, 0.16) hsl(0, 0, 100), a: 0.16	WhiteAlpha/400 Mode 1 #ffffff3d rgba(255, 255, 255, 0.24) hsl(0, 0, 100), a: 0.24	WhiteAlpha/500 Mode 1 #ffffff5c rgba(255, 255, 255, 0.36) hsl(0, 0, 100), a: 0.36	WhiteAlpha/600 Mode 1 #ffffff7a rgba(255, 255, 255, 0.48) hsl(0, 0, 100), a: 0.48	WhiteAlpha/700 Mode 1 #ffffffa3 rgba(255, 255, 255, 0.64) hsl(0, 0, 100), a: 0.64	WhiteAlpha/800 Mode 1 #ffffffcc rgba(255, 255, 255, 0.80) hsl(0, 0, 100), a: 0.80	WhiteAlpha/900 Mode 1 #fffffffb rgba(255, 255, 255, 0.92) hsl(0, 0, 100), a: 0.92	
Slate										
										

SYNTHETIX Brand Guidelines

Typography

Primary Font

Geist

Geist is our primary font, used for headings, body, paragraphs and numbers

Instrument Serif

Instrument Serif

Instrument Serif (regular + italic) is used as a display font
Used sparingly, generally as headings for hero sections and graphics

The typography styles defined in Figma should cover most cases. See [Typography Page](#)

Headings

Headings should use the following styles:

Weight: Medium (500)

Line Height: 120%

Letter Spacing: -0.025rem (-2.5%) (tracking-tight)

Weights

These are the weights that are used

Regular

Medium

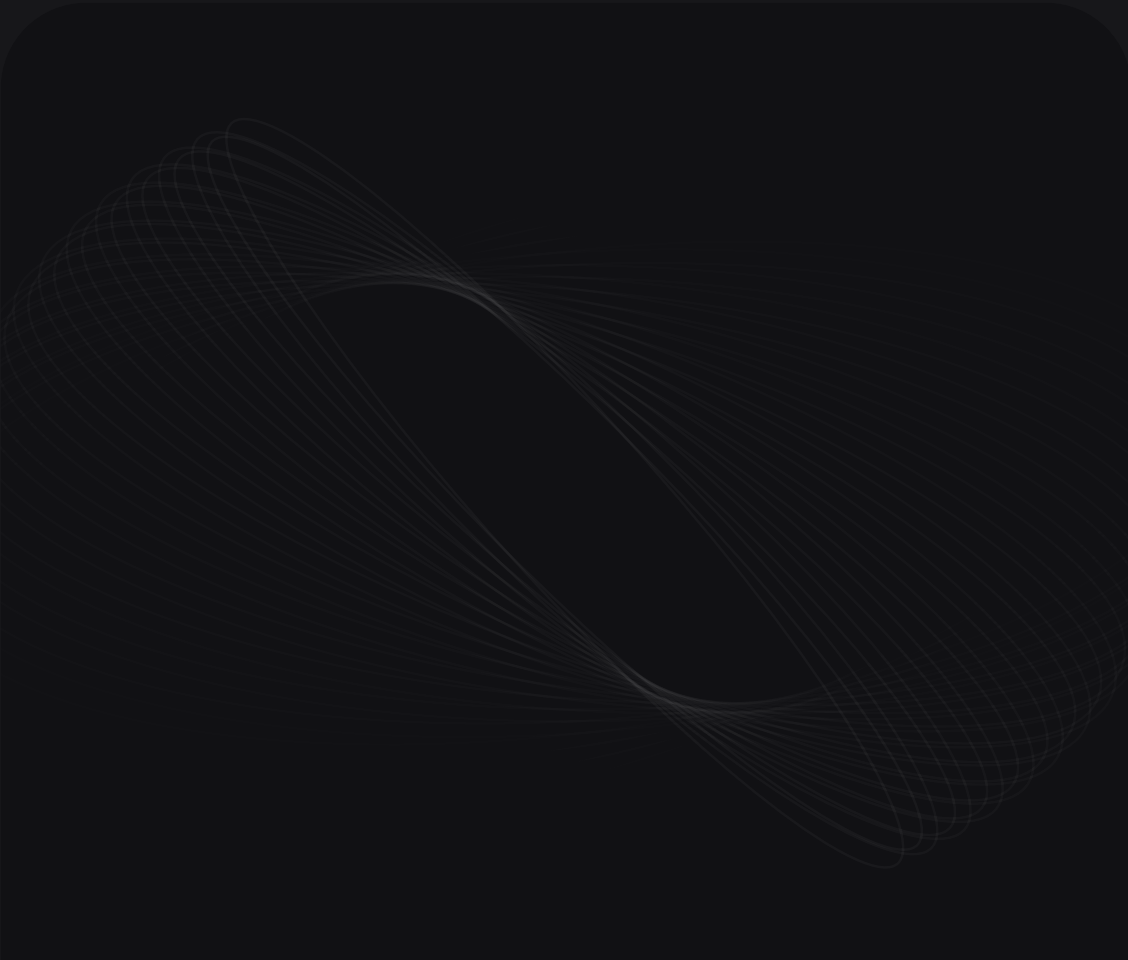
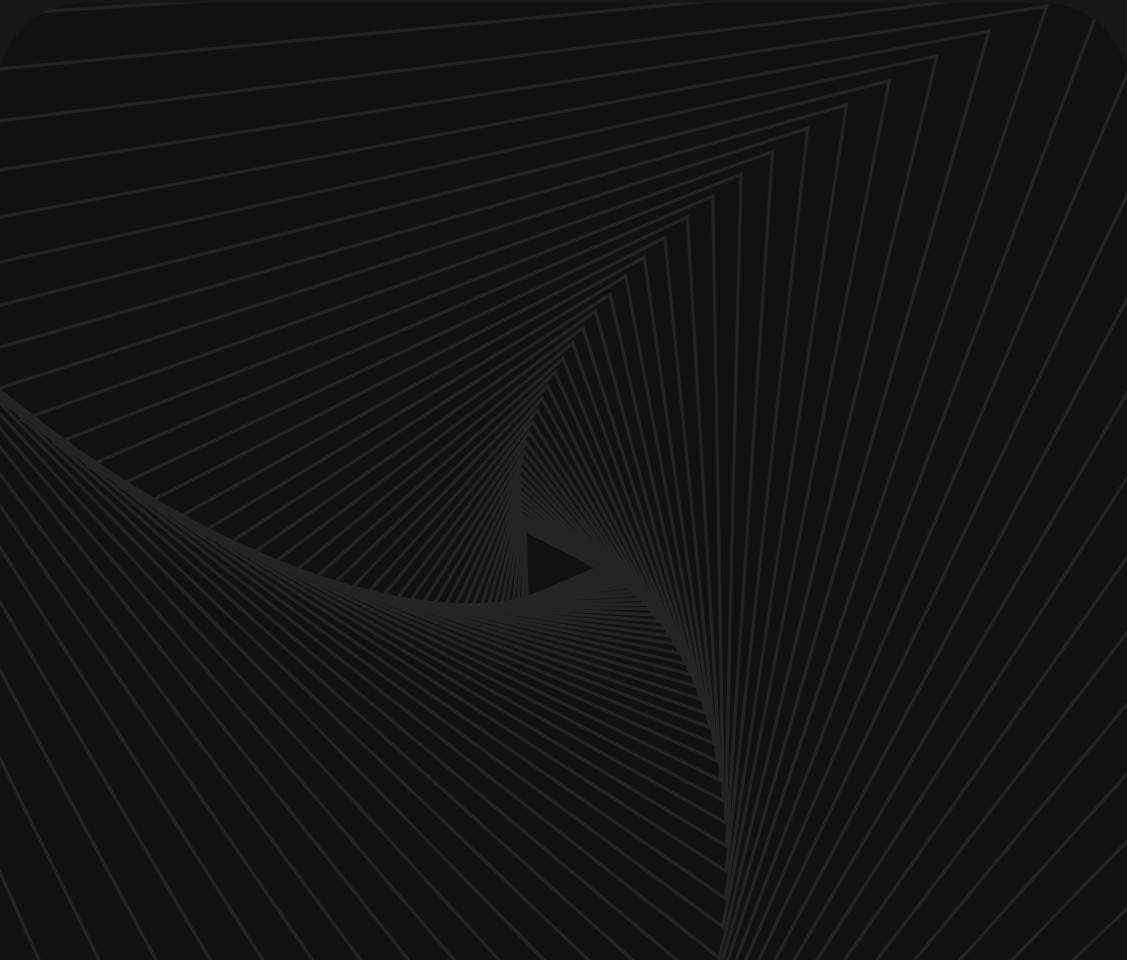
SemiBold

(Small text elements)

SYNTHETIX Brand Guidelines

Patterns & Elements

Patterns



Illustrations



Buy Order			
Type	Limit		
Leverage	10x		
Quantity	22.45 ETH		
Limit Price	5,988.22 USD		
Value	134,435.54 USD		
Liq Price	5,389.20 USD		
Margin Used	13,443.55 USD		
Margin Used	13,443.55 USD		
Margin Used	13,443.55 USD		

Sell Order			
Type	Limit		
Leverage	10x		
Quantity	25.00 ETH		
Limit Price	5,988.22 USD		
Value	149,705.50 USD		
Liq Price	6,653.57 USD		
Margin Used	14,970.55 USD		
Margin Used	13,443.55 USD		
Margin Used	13,443.55 USD		

SYNTHETIX Brand Guidelines

Visual Applications

Perps on Mainnet

SYNTHETIX



SYNTHETIX

SYNTHETIX



Synthetix Liquidity Provider

Be the House with SLP

SYNTHETIX