



◆ Updated November 2025

Brand Identity

Terms & Conditions

Important Notice

Use of these assets and claims are subject to the following terms and conditions (“Terms and Conditions”) and all applicable laws.

The concepts contained herein are for the exclusive use of employees of Paxos Labs and such other individuals and entities authorized in writing by Paxos Labs (“Authorized Users”). Misuse of the materials contained herein is strictly prohibited. The trademarks, logos and service marks (collectively the “Trademarks”) featured in this publication are registered and unregistered Trademarks of Paxos Labs. Nothing contained in this publication should be construed as granting any license or right to use any Trademark featured in this publication without express written permission of Paxos Labs.

The ® trademark symbol may only be used in territories where Paxos Labs has registered such trademarks. Paxos Labs’s Trademarks may not be registered or available in all countries. Before you produce materials based upon these assets, please contact your local Paxos Labs Legal Team for proper treatment of the trademarks for your market.

Use of trademarks, logos, and/or copy varies by country. Paxos Labs Legal must approve prior to release. In case certain visuals cannot be used in a specific market or region, please reach out to the Global Management team.

All marketing and advertising materials used by local markets must be reviewed and approved by Paxos Labs® in writing prior to any commercial use. Each Franchisee and Paxos Labs® Marketing Teams, as applicable must follow the Paxos Labs® review process, currently known as the Digital Merchandising Advertising Approval Form (“MAAF”) process and must comply with all Paxos Labs® policies and guidelines relating to

marketing, advertising and Guest insights then in effect.

Each market is responsible for ensuring compliance with local advertising laws and regulations and conducting and obtaining trademark clearances as necessary for all creative assets. Any other legal claims, such as nutritional attributes, included on marketing and advertising materials should be submitted to your local Paxos Labs Legal Team for review.

The creative concepts and scripts included on the toolkit are provided as guidance, but must be reviewed and revised by each market taking into consideration current product offerings and applicable local laws and regulations.

By accepting and keeping your copy of this publication, you shall be deemed to have accepted, without limitation or qualification, the foregoing Terms and Conditions.

If the foregoing Terms and Conditions are not acceptable to you, please immediately return the entire publication to:

Paxos Labs, address,
City State Zip, Attn: Legal Department
Paxos Labs

Table of Contents

Introduction	4	Brand Colors	24
Brand Messaging	5	Core Palette	25
Our Story	6	Using Black & White	26
Core Principles	7	Tint System	27
In Practice	8	Gradient Expressions	28
Logo	9	Grid & Layout	29
Primary Lockup	10	Web Grid System	30
Primary Lockup Inverted	11	Presentation Deck Grid System	31
Icon	12	Motion System	32
Visualized Clear Space	13	Motion Design Principles	33
Partner Logos	14	Hero Animation	34
Background Control	15	Motion Icons	35
Common Errors	16		
Typography	17		
Typeface Overview	18		
Digital Header Sizing	19		
Digital Body Sizing	20		
Type Hierarchy	21		
Six Type Commandments	22		
Common Errors	23		

Introduction

This is the Paxos Labs Brand Identity Guide. It's a visual representation of who we are, what we stand for, how we talk, how we look – whenever and wherever Paxos Labs shows up in the world.

It's both a practical guide to help ensure brand materials and communications are developed consistently and cohesively, as well as a document for on-boarding clients and partners who may be new to the brand.

It is impossible to predict every type of brand implementation, but this document should guide your approach for any interaction.

Whether you're a new partner, outside designer, or new hire, thank you for helping us pursue our mission to empower financial platforms to access and participate in onchain markets.

Welcome to the Paxos Labs family.

Our intent with this guide is to create a coordinated, consistent, and effective brand presence.

While some of our brand executions have been standardized, they are not the focus of this guide. Instead, this guide is designed to empower you, the creative, the marketer, the engineer, with the elements you need to create. By utilizing these tools and resources and adhering to the guidelines within, you'll produce work that consistently embodies the Paxos Labs brand.

Please refer back to this guide often. We believe that our style guide is a living document, evolving over time as our brand inevitably will.

If you have any questions concerning the content of this guide, please don't hesitate to reach out.

About The Brand

Paxos Labs is The Programmable Money Layer for Global Platforms.

Built on the credible infrastructure of its parent entity, Paxos Trust Company, Paxos Labs offers a full stack of programmable finance capabilities — from branded stablecoins to tokenized yield and structured assets — enabling partners to participate in the future of finance with clarity, precision and control.

We believe innovation is built on a foundation of trust. We speak plainly, design purposefully, and execute with integrity.

◆ Section One

Brand Messaging

The messaging is dictated by Paxos Labs core principles and will be apparent in the visual identity.

Our Story

Paxos Labs was born from the onchain revolution. It's a new era of finance and we're leading the charge, with trusted lineage and enterprise-grade reserves. We're fast, we're smart, we're nimble — we're also backed by our parent company Paxos, with over a decade of institutional trust.

01

World Class

↳ We connect every layer of the onchain financial ecosystem. We simplify what's complex and make it accessible, unified, and secure.

02

Future Forward

↳ We lead with vision, clarity, and control. Our work anticipates what's next, without losing sight of what's proven.

Core Principles

Our design and communication are guided by four core principles that define Paxos Labs and the Paxos family of brands. They express what makes us different — and how we show up across every touchpoint.

01

Methodical

↳ We are an end-to-end solution for onchain products and platforms.

02

Innovative

↳ We are forward-thinking and cutting-edge technology.

03

Trustworthy

↳ We offer enterprise credibility and reliability.

04

Future-Proof

↳ We are building for the on-chain financial future.

In Practice

Paxos Labs expresses innovation with credibility.

Our tone reflects who we are: trusted operators shaping the onchain financial future with clarity, confidence, and composure. Every interaction should feel intelligent, forward-thinking, and enterprise-grade.

Tone element

What it looks like

What to avoid

Conversational

“Offer faster, cheaper global settlement.”

“Our proprietary ecosystem leverages integrated liquidity solutions for next-gen issuance.”

Confident

“Paxos Labs is the programmable money layer for global platforms.”

“We might be the best onchain infrastructure provider.”

Methodical

“From issuance to borrowing, Paxos Labs delivers an end-to-end foundation for digital asset innovation.”

“We only focus on one part of the process.”

Future-Proof

“We’re building for the onchain financial future — backed by enterprise-grade reserves.”

“The future is uncertain; we’ll see what happens.”

◆ Section Two

Logo

To bring our design principles to life, we created a custom logo that pays homage to our parent Paxos with a design that feels both recognizable and futuristic.

Primary Lockup

This is the primary logo to use for all physical and digital applications. The Paxos Labs logo is our preferred brand expression. It should be used in the colors of our primary color palette (see brand colors).



The Paxos Labs Lockup is based on geometry and strategic alignment. The top of the PAXOS will always align with the top of the distinct star. The bottom of the Labs will always align to the bottom of the star.



At small sizes, ensure the wordmark is legible. The minimum height is 0.5" for print and 50px for digital applications.

Primary Lockup Inverted

In the case of using a background color the logo lockup will be the off-white color in the palette. It should be used in the colors of our primary color palette (see brand colors).



This colorway will be use significantly less to maintain the lightmode of the Paxos Labs brand identity.



At small sizes, ensure the wordmark is legible.
The minimum height is 0.5" for print and 50px for digital applications.

Icon



This secondary lockup can be used in place of a full brand logo lockup, *if* there is not enough space for the full wordmark.

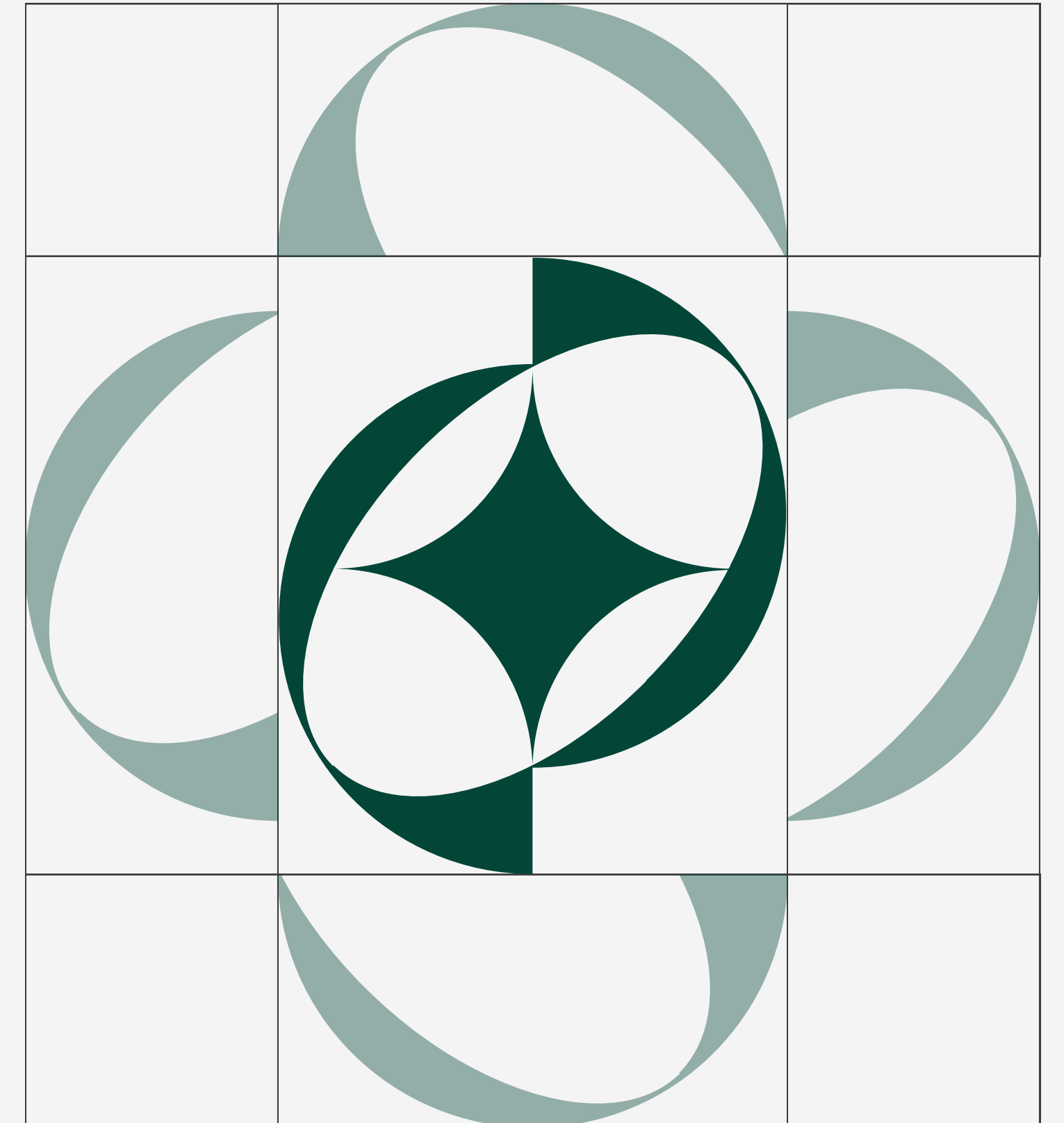
When this mark is used, ensure that our brand name is visible near or in relationship with the icon. For example, an envelope bearing the icon design on the backside should have the brand name on the frontside. This will help reinforce brand recognition.



At small sizes, ensure the logo is legible. The minimum height is 0.5" for print and 50px for digital applications.

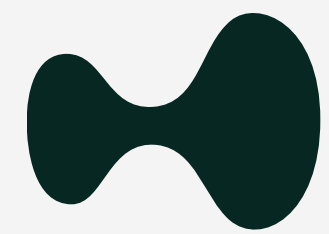
Visualized Clear Space

Clearspace is the minimum clearspace between the logo and other visual and verbal elements. One arc of the Paxos Labs logo defines that space.

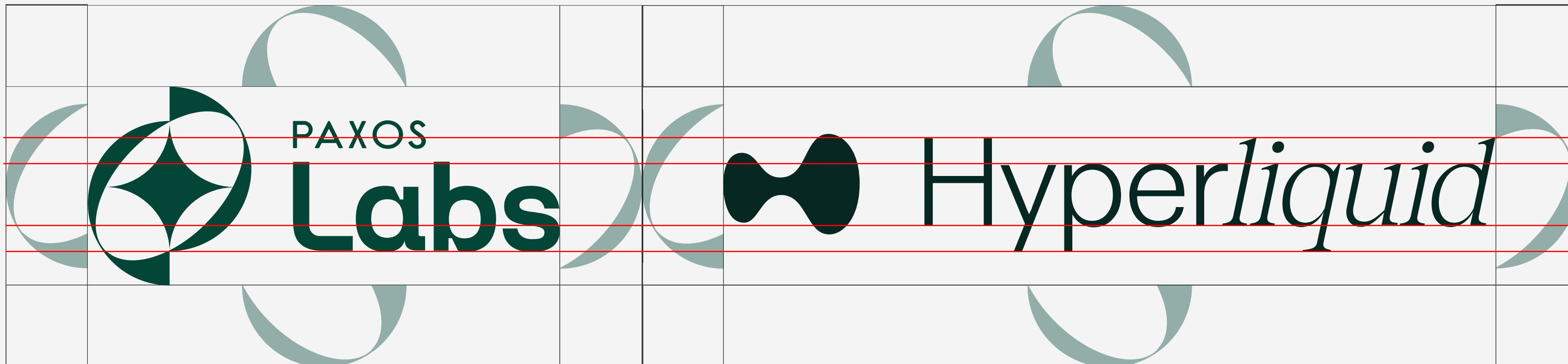


Partner Logos

Align the wordmark on the baseline, dont exceed the top line. Height should be the as tall as the Labs in the wordmark and visually centered horizontally to the logo.



Hyperliquid



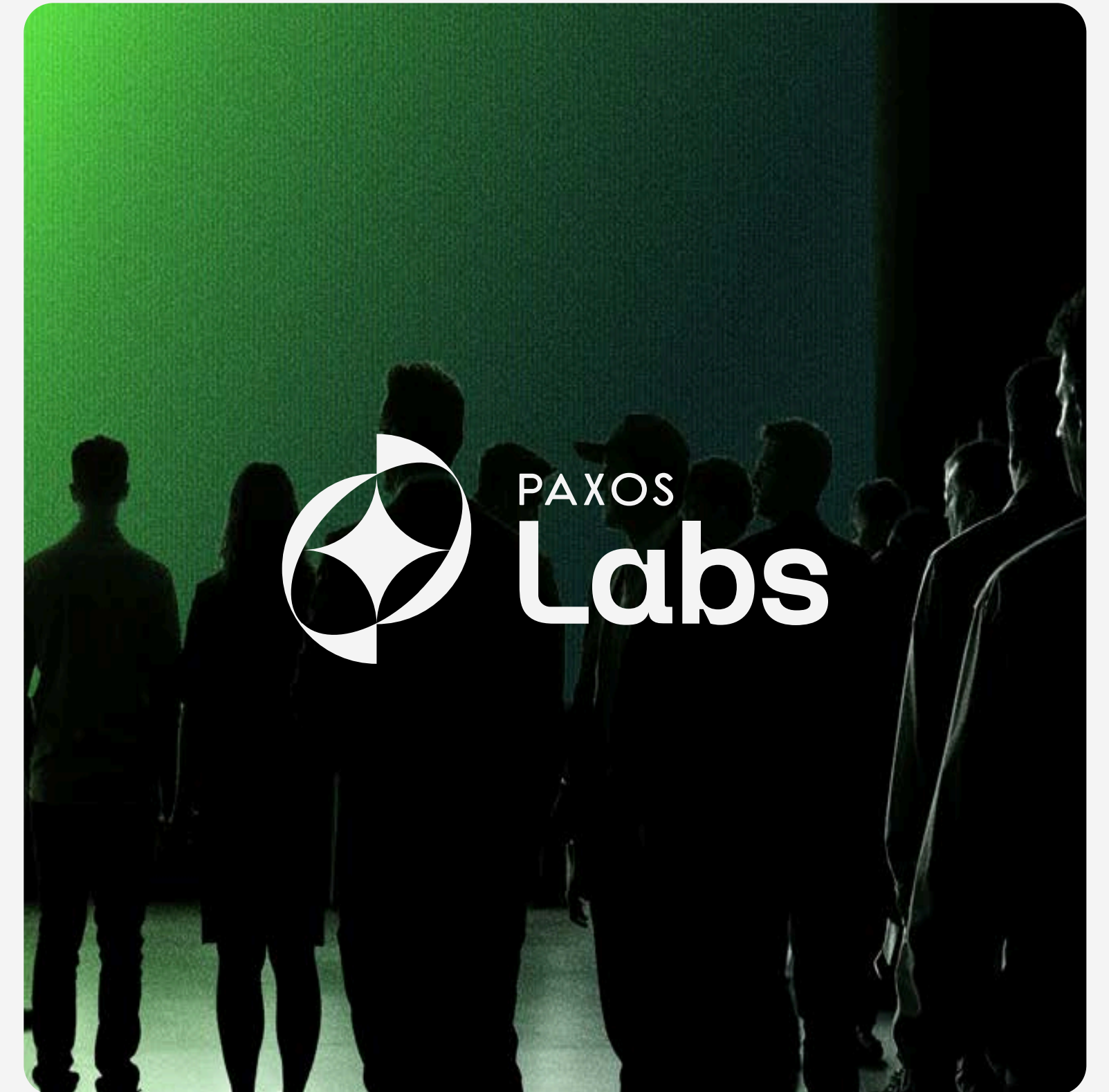
Background Control



The logo may be used on any solid-color background of the color palette. Use the dark or light version to achieve maximum contrast.



The logo may be used on low-contrast gradients. Use the dark or light version to achieve maximum contrast.



Only the Paxos Labs Off-White version of the logo may be used on dark abstract backgrounds.

Common Errors



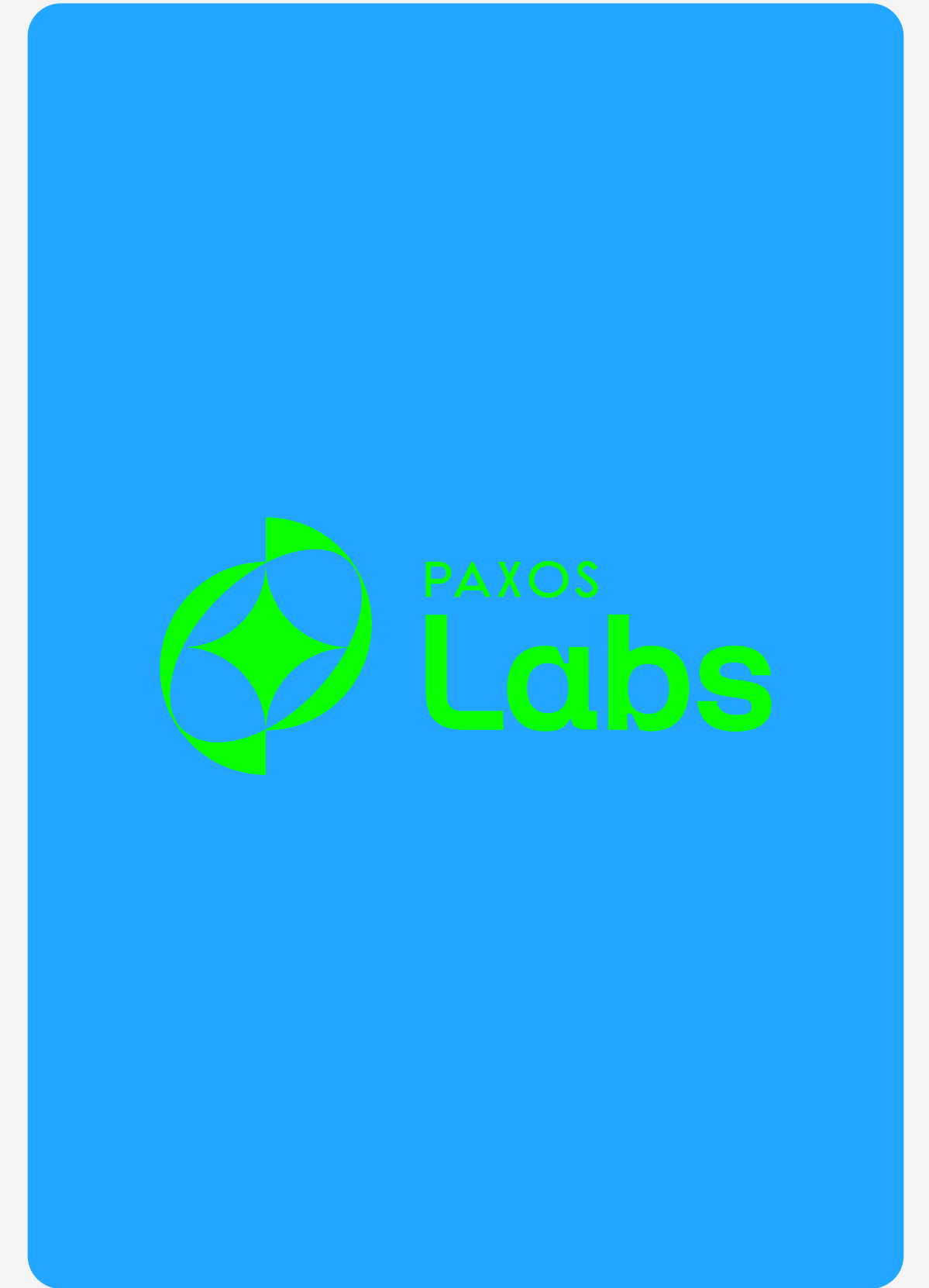
Do not rotate the logo



Do not outline the logo



Do not stretch the logo disproportionately



Do not use off-brand colors

◆ Section Three

Typography

Our future-proof typography evokes shapes of enterprise-grade finance and technology.

Header Typeface

GT America Extended Light

GT America Extended Light

GT America Extended Light combines the precision of a modern grotesque with a distinctive sense of openness and balance. Its elongated letterforms and light weight create a clean, confident tone that feels both contemporary and timeless.

Used throughout our brand, it conveys clarity, sophistication, and a thoughtful attention to detail.

Body Typeface

Neue Montreal Regular

Neue Montreal

Neue Montreal Regular is a versatile sans-serif that balances modern minimalism with a touch of warmth. Its clean geometry and subtle humanist details make it highly legible and adaptable across both digital and print contexts. Within our brand, it provides a grounded, contemporary foundation that complements the more expressive character of GT America Extended.

Title: Size 6rem, 100% Leading, -0.075em Tracking

Finance for the onchain era.

H1: Size 4.5rem, 100% Leading, -0.075em Tracking

The complete onchain finance stack.

H2: Size 4rem 100% Leading, -0.075em Tracking

The infrastructure behind tomorrow's money.

H3: Size 3rem, 100% Leading, -0.075em Tracking

Money, reimaged for the onchain world.

H4: Size 2rem, 100% Leading, -0.075em Tracking

Built for the financial platforms of tomorrow.

H5: Size 1.6rem, 100% Leading, -0.075em Tracking

Finance without friction. Built onchain.

Digital Body Text

The body text style for Paxos Labs uses various sizes of Neue Montreal. Each size is applied in its corresponding context to maintain visual consistency and readability.

Max. width: 800px

Paragraph

Weight: Neue Montreal Book
Size: 16pt, or 18pt
Line Height: 150%
Tracking: 0%
Color: Neutral 800 or
Secondary Green

Offer your customers financial freedom. With our end-to-end product suite, let users transact, earn, and borrow directly within your platform. Strengthen engagement, unlock new revenue, and future-proof your business with Paxos Labs. Issue branded stablecoins that sit natively in your ecosystem. We handle the collateral management, minting, and compliance.

Strong or bold

Weight: Neue Montreal Medium

We build end-to-end infrastructure that unlocks untapped potential for financial platforms, enabling them to future-proof their business with **onchain and digital financial rails** through an integrated product suite.

Text Links

Weight: Neue Montreal Medium, Underlined
Color: Secondary Green

Our platform delivers unprecedented efficiency and transparency for digital asset management. We provide real-time insights and robust security measures. For more info go to www.paxoslabs.com

Block Quotes

Weight: Neue Montreal Medium
Color: Secondary Green
Indent: 32px
Line: 1px

“Our mission is to build the most reliable foundation for the future of finance — where every transaction is instant, compliant, and trustworthy by design.”

Pull Quotes

All header styles (H1–H5) can be used for pull quotes. Choose a size that's at least twice as large as the body text to maintain a clear visual hierarchy. The quotation marks should be placed above the paragraph, as shown below.

“

We empower financial
platforms to access and
participate in onchain markets.”

Type Hierarchy

The nature of Paxos Labs will inherently require the need for statistical reporting. The number will be Heading/ Title size, the description linked to it will be Heading/H5.

10+

Years of regulatory expertise

↳ Deep understanding of compliance and financial regulations.

Origin

Stablecoin Issuance

↳ Own your economics through branded stablecoins, native to your ecosystem.

Heading

Heading/H5

↳ Body/M

Six Type Commandments

Stay left-aligned, rag right

Legibility and clarity are vitally important to great typographical layouts. Since most people read from left to right, we should align our type accordingly.

Skip weights & double size

Contrast is the name of the game when it comes to great design. When in doubt, skip a weight when pairing two weights, and double the size between two text elements.

Keep line length reasonable

It is easy for the user to get lost in long lines of text, and short ones are easily ignored. It's best to keep lines between 45 and 70 characters long, depending on the size of the font. This will ensure legibility as the font sizes increase or decrease.

Align X-heights or baselines

Whenever you place text next to each other, either align the baselines (the line that the bottom of a lowercase x sits on) or align the x-heights (the top of a lowercase x). This helps align each line visually.

Give things space, if needed

Negative space, or the space around elements is vitally important. That being said, if informational elements belong together, move them closer together. Use grouping wisely: just try not to cram too many things in one space!

Watch the rag

When setting paragraphs, keep an eye on the right (ragged) edge. If the rag unintentionally creates a recognizable shape, consider tweaking the language or resizing the container. Also, try to prevent single-word lines (orphans).

Common Errors

Oh, goodness, No...

Omnimus cuscilit que ea volesto et,
sítatur mínium rae. Et expel ínctae
rerum ea que omníma consedit maío

Don't use unauthorized fonts or typefaces. The only exception is stylized merchandise or illustrations.

Not good, nope.

Omnimuscusc ilit q ue eavo lestoe t, sitatur min
umrae.Ete xp elinctae rerumeaqueomni
maconseditma io conet, ve nima ximi,cor epel iquu
ntyolor posqua m,siq uosintiusc sitasmill aborei cit
atiiss imus

Keep tracking, kerning, and leading reasonable and legible. Do not stray far from the examples in this guide.

Not for us

Omnimuscusc ilit q ue eavo lestoe t, sitatur min
umrae.Ete xp elinctae rerumeaqueomni

Don't use centered or completely justified alignment for multi-line text. There are no exceptions.

Help me

Don't stretch, squish, or otherwise mangle typography. Use the appropriate weight instead.

Too much stroke

Omnimuscusc ilit q ue eavo lestoe t, sitatur min
umrae.Ete xp elinctae rerumeaqueomni

Don't use a stroke or outline on typography. Also avoid using a drop shadow on typography at all costs.

I'm falling.

Omnimuscusc ilit q ue eavo
lestoe t, sitatur min umrae.

Don't use typography on any angle other than 0° or 90°. Our typography should always read up if 90°.

◆ Section Three

Brand Colors

This is our full Paxos Labs color palette, weighted in order of importance.

Colors on web pages, documents, marketing and socials bring life to the growing brand presence of Paxos Labs in the world of finance and technology.

Core Palette

Primary Green

HEX: #92DB6D
RGB: 146, 219, 109
CMYK: 33, 0, 50, 14

Paxos Off-White

HEX: #F6F6F6
RGB: 246, 246, 246
CMYK: 0, 0, 0, 4

Primary Green / 100

HEX: #E0F5D2
RGB: 224, 245, 210
CMYK: 9, 0, 14, 4

Secondary Green

HEX: #034638
RGB: 3, 70, 56
CMYK: 96, 0, 20, 73

Primary Green / 200

HEX: #C0ECAA
RGB: 192, 236, 170
CMYK: 19, 0, 28, 7

Yellow Accent

HEX: #C9FB7F
RGB: 200, 250, 127
CMYK: 20, 0, 49, 2

Using Black & White

Primary Black - Neutral 900

HEX: #1F1F1F

RGB: 31, 31, 31

CMYK: 0, 0, 0, 88

Secondary Black - Neutral 600

HEX: #6F6F6F

RGB: 111, 111, 111

CMYK: 0, 0, 0, 56

Tertiary Black - Neutral 400

HEX: #AEAEAE

RGB: 174, 174, 174

CMYK: 0, 0, 0, 32

Off White

HEX: #F6F6F6

RGB: 246, 246, 246

CMYK: 0, 0, 0, 4

Tint System

◆ Primary Green

Primary Green / 600 - #418E23

Primary Green / 500 - #58B230

Primary Green / 400 - #76CD4E

Primary Green / 300 - #92DB6D

Primary Green / 200 - #C0ECAA

Primary Green / 100 - #E0F5D2

Primary Green / 50 - #F1FBEA

◆ Secondary Green

Secondary Green / 950 - #012D25

Secondary Green / 900 - #034638

Secondary Green / 800 - #03624C

◆ Yellow Accent

Yellow Accent / 300 - #B7F660

Yellow Accent / 200 - #C9FB7F

Yellow Accent / 100 - #EAFEC9

◆ Neutral

Neutral / 950 - #131313

Neutral / 900 - #1F1F1F

Neutral / 800 - #393939

Neutral / 700 - #525252

Neutral / 600 - #6F6F6F

Neutral / 500 - #8E8E8E

Neutral / 400 - #AEAEAE

Neutral / 300 - #CFCFCF

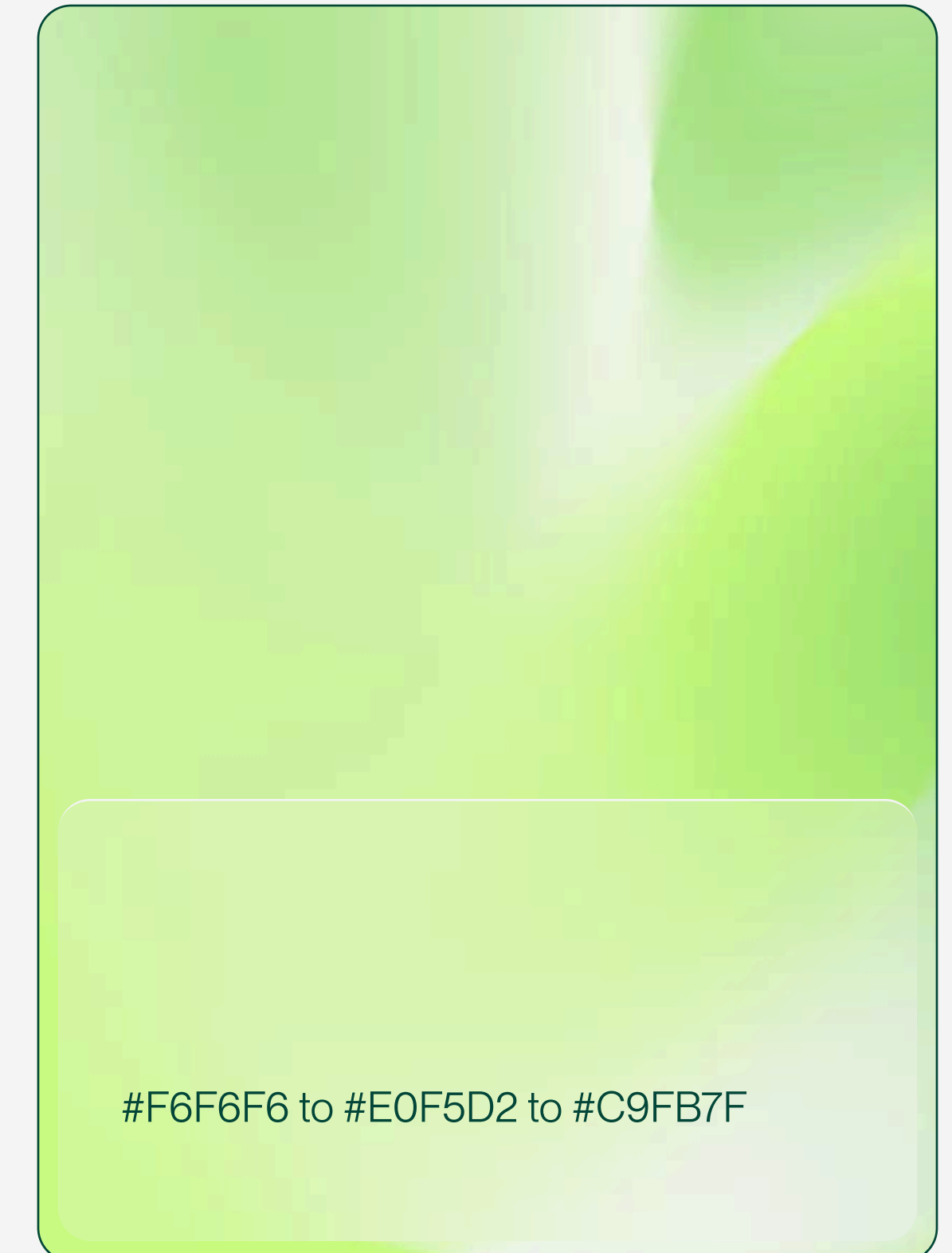
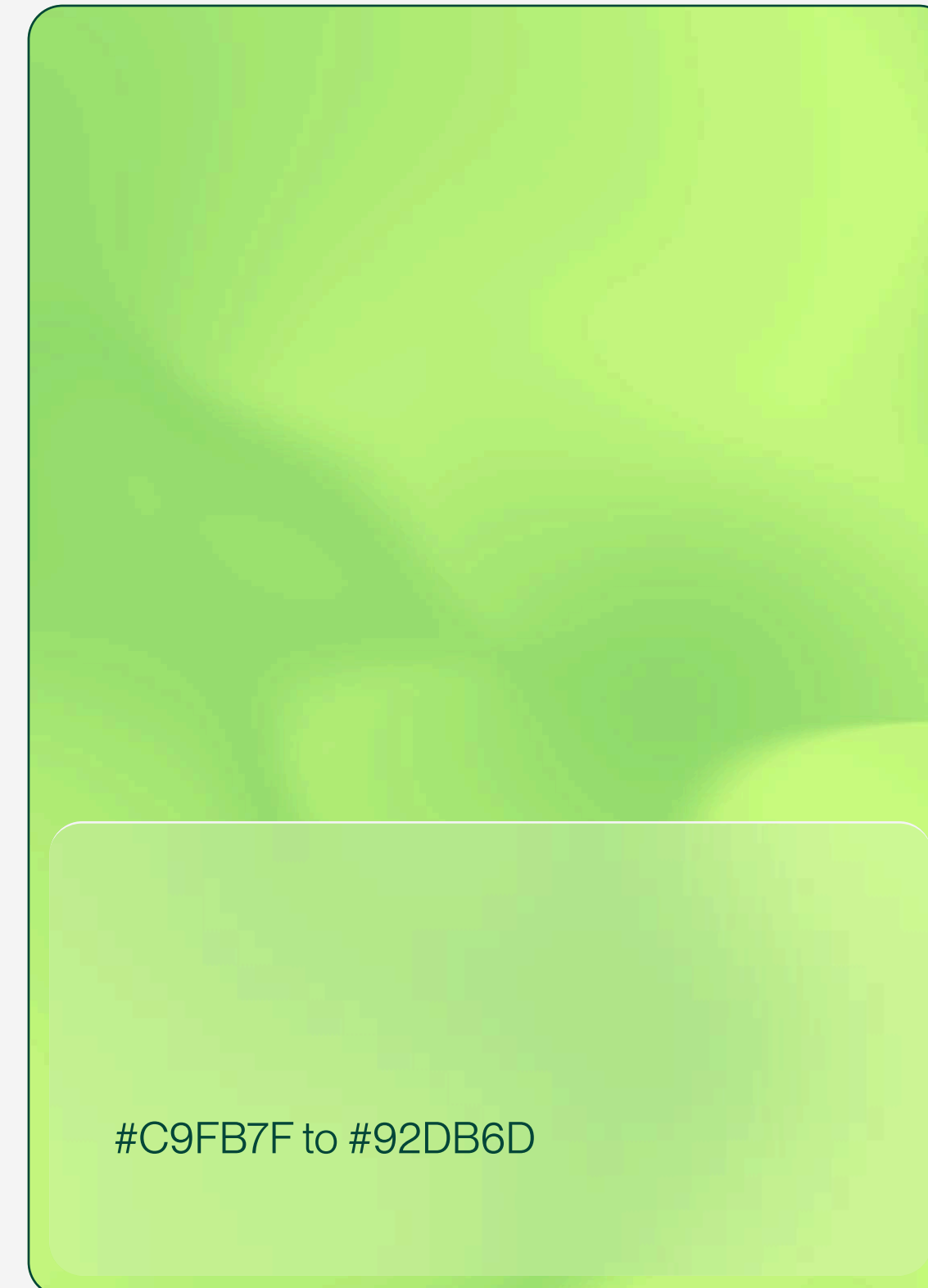
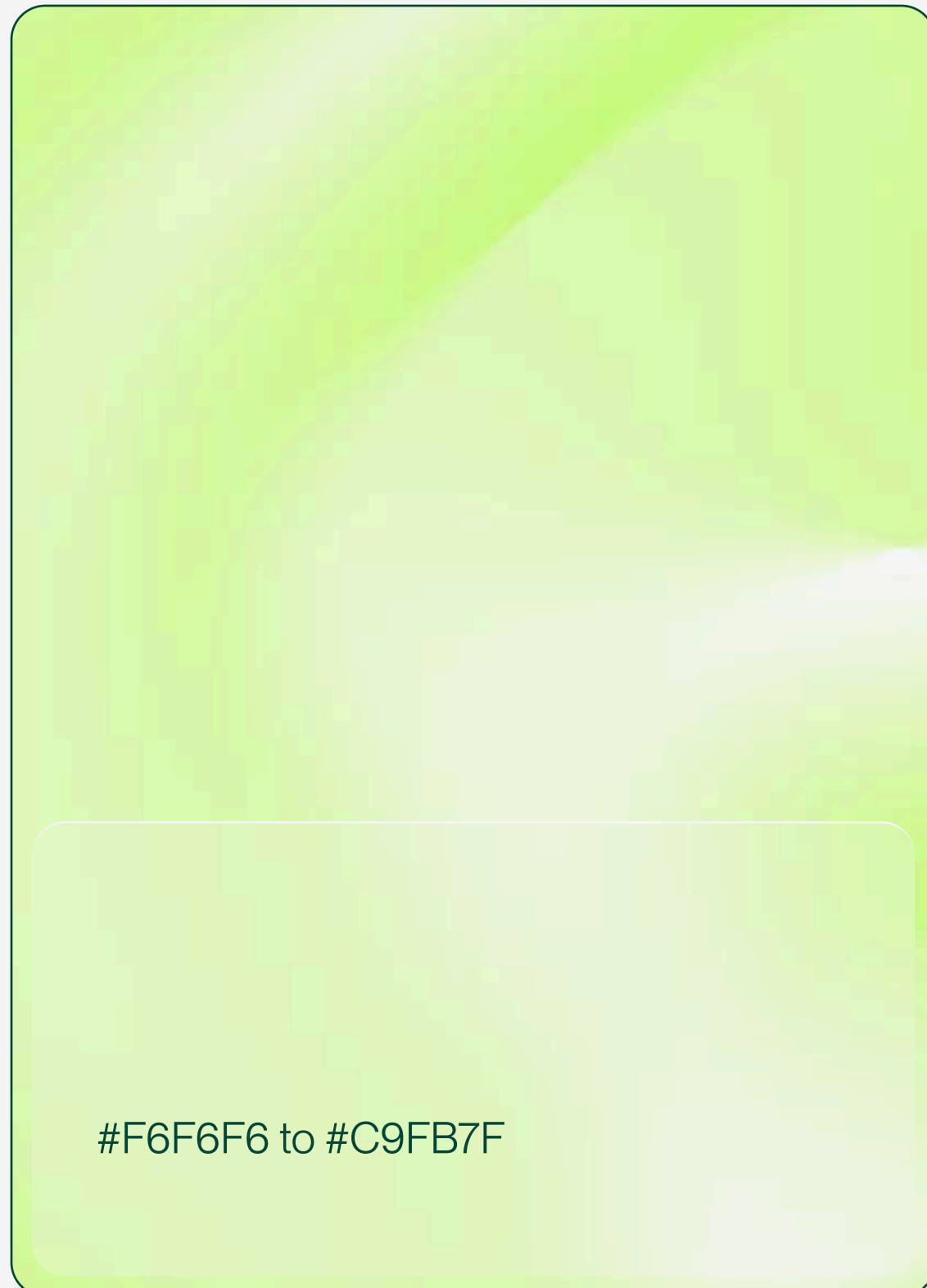
Neutral / 200 - #EFEFEF

Neutral / 100 - #F6F6F6

Neutral / 50 - #FCFCFC

Gradient Expressions

Gradients should not include primitives, just primary colors. However, they can range from 2 color to multi-colored gradients. Gradient should always be in a light palette for brand cohesion.

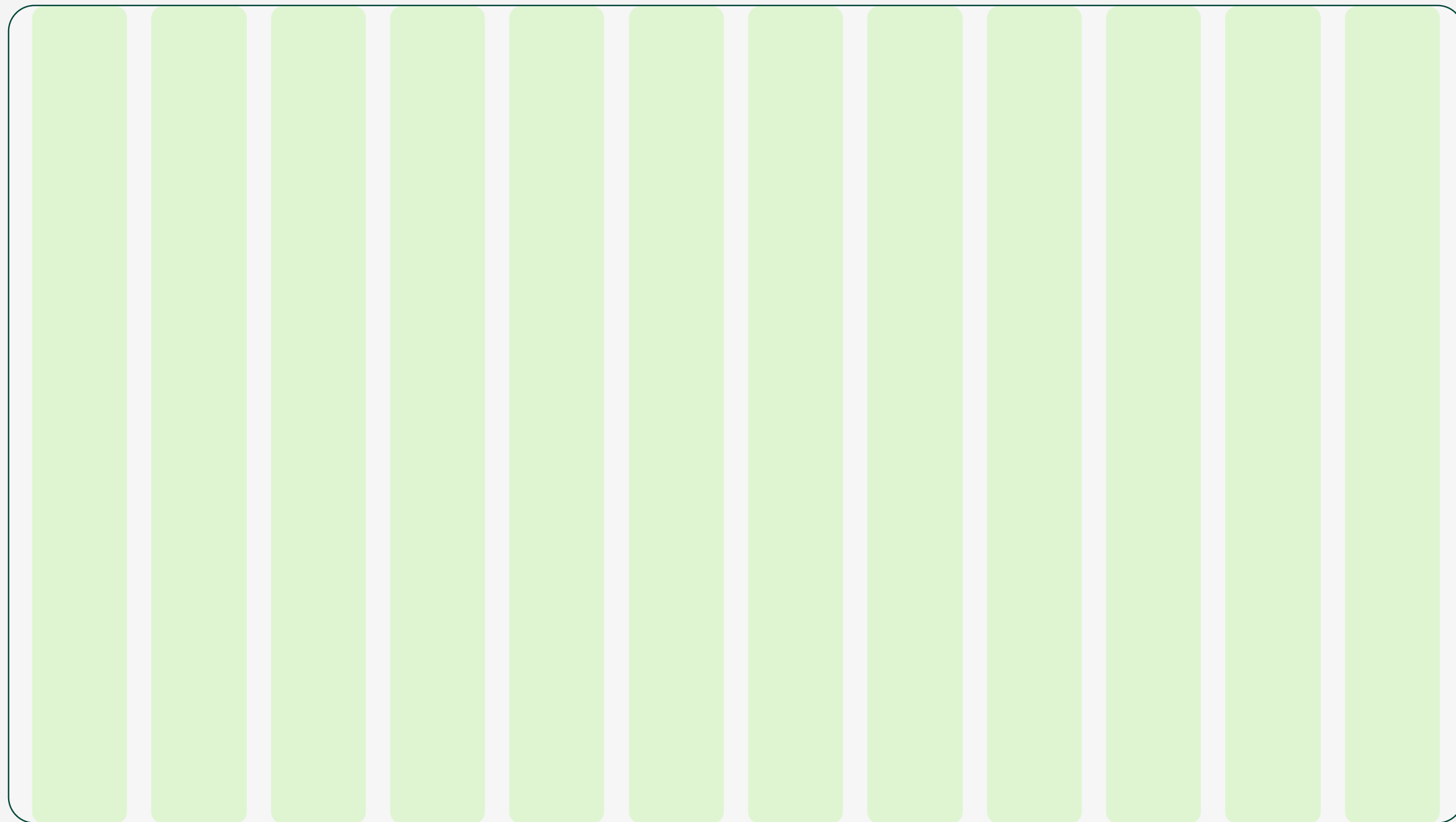


◆ Section Four

Grid & Layouts

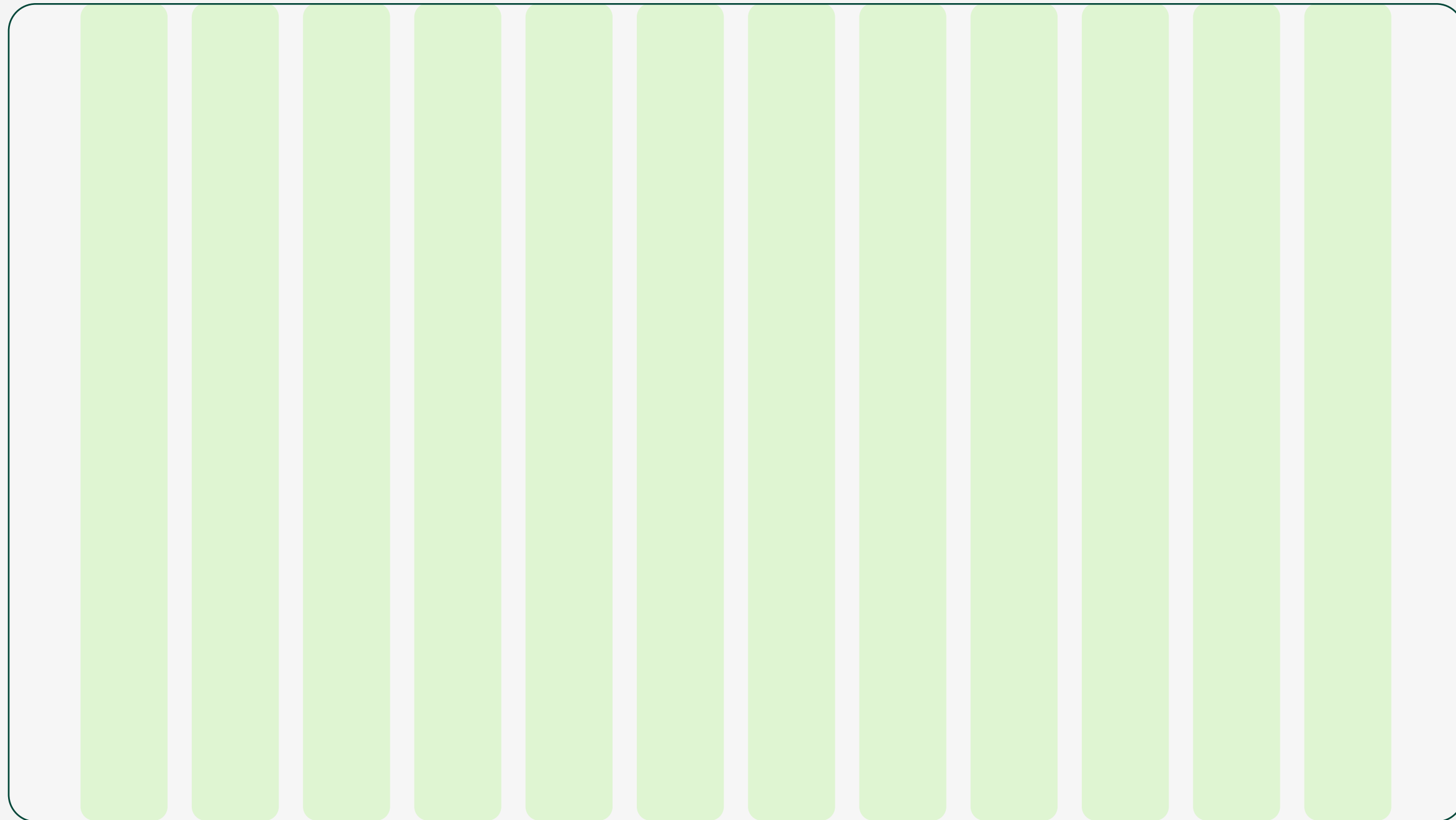
Our design system uses a strict grid and layout structure to maintain our core identity as a leading enterprise-grade solution provider.

Web Grid System

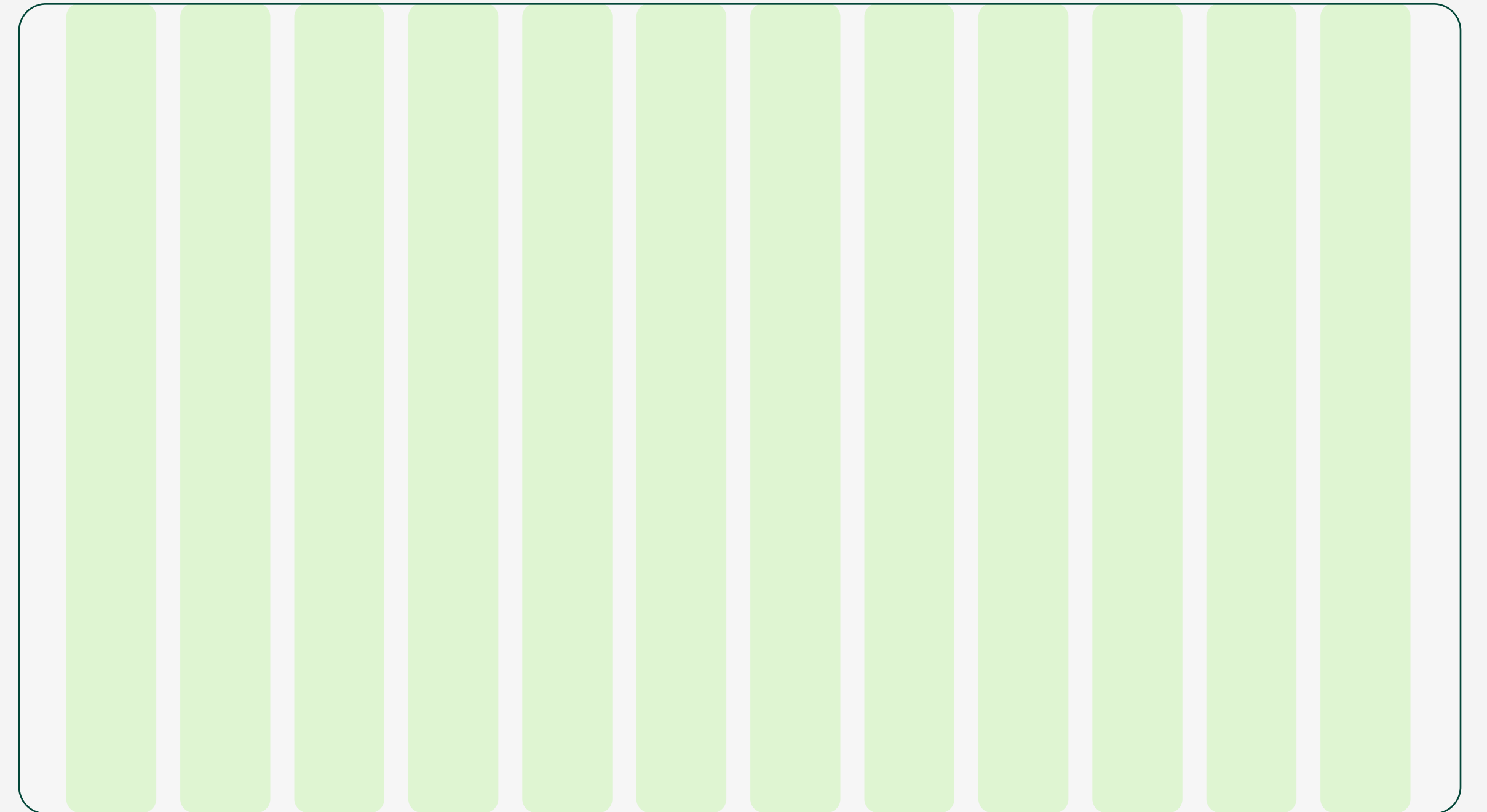


We use a 12 column grid, with 32px margin & gutter,
to align elements.

Presentation Deck Grid System



We use a 12 column grid, with 96px margin & 32px gutter,
for title slides in presentation decks



We use a 12 column grid, with 64px margin & 32px gutter,
for title slides in presentation decks

◆ Section Five

Motion System

A blend of geometric lines, bold shapes, bright colors, and fluid movement to reflect practical solutions and forward-thinking ideas.

Motion Design Principles

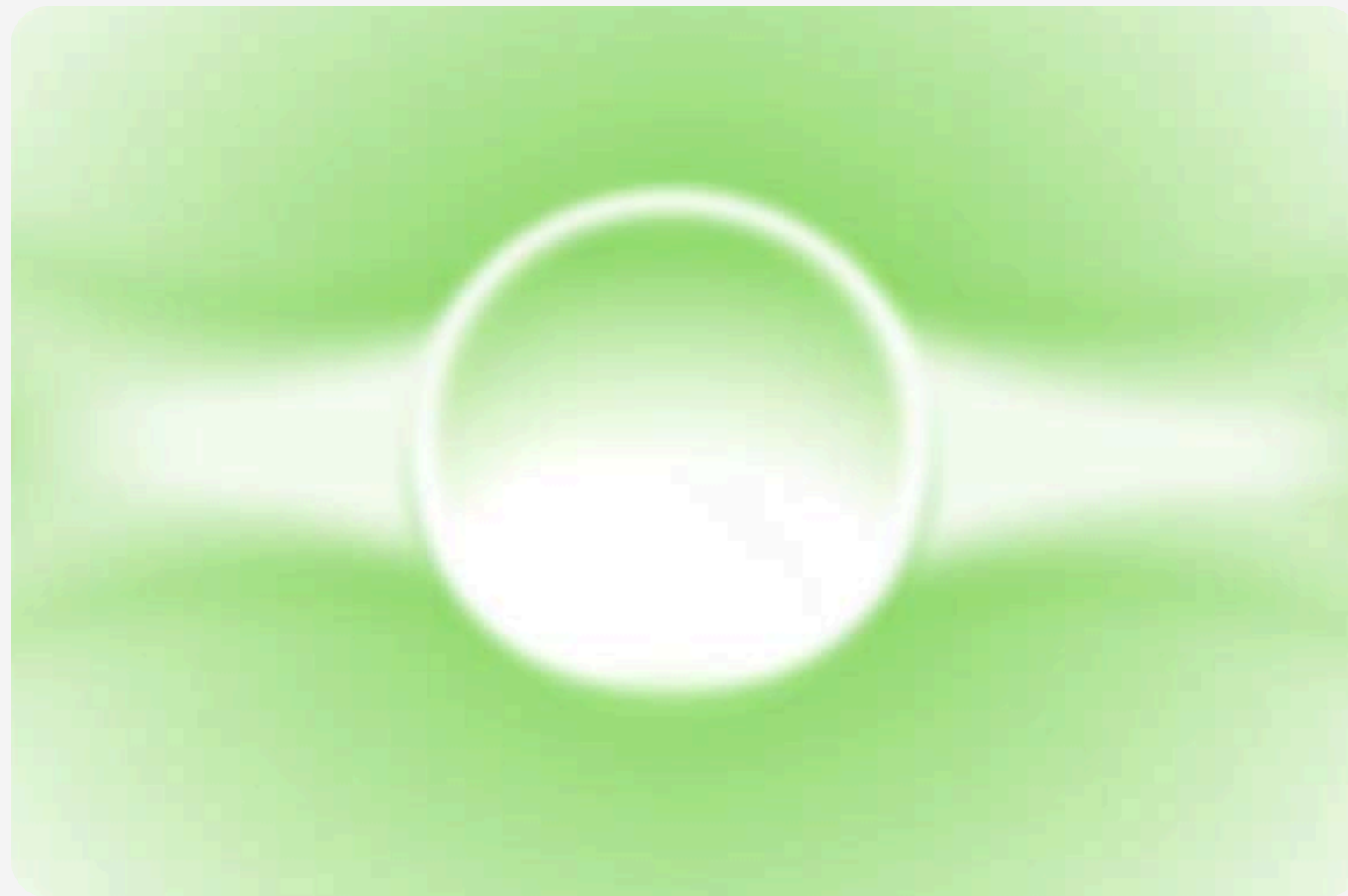
Movement that elicits enterprise-grade dependability and innovation.

Paxos Labs' motion identity emphasizes steady, planetary pacing and dense, futuristic shapes. A frosted glass gradient outlines movement across web assets and the three core services of Origin, Amplify, and Access.

Hero Animation

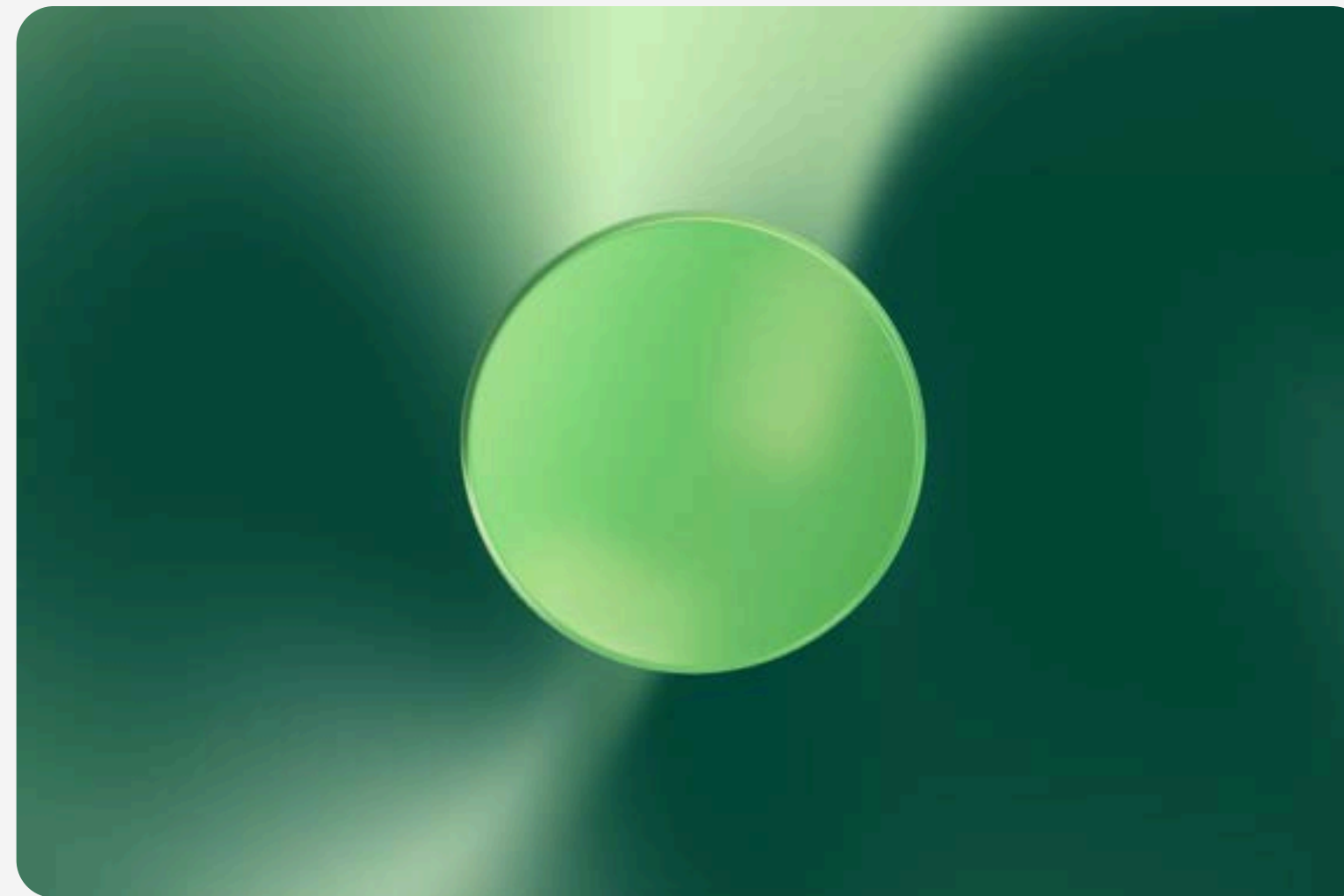
An eternal, rotating orb symbolizes a stabilized, glowing digital network.
The rhythmic light undulates, giving an ethereal and ceaseless movement.
An allusion to the world class, lasting services of Paxos Labs.

Motion Icons



Origin

↳ A representation of “Stablecoin Issuance”. A genesis of empowerment and onchain possibilities.



Amplify

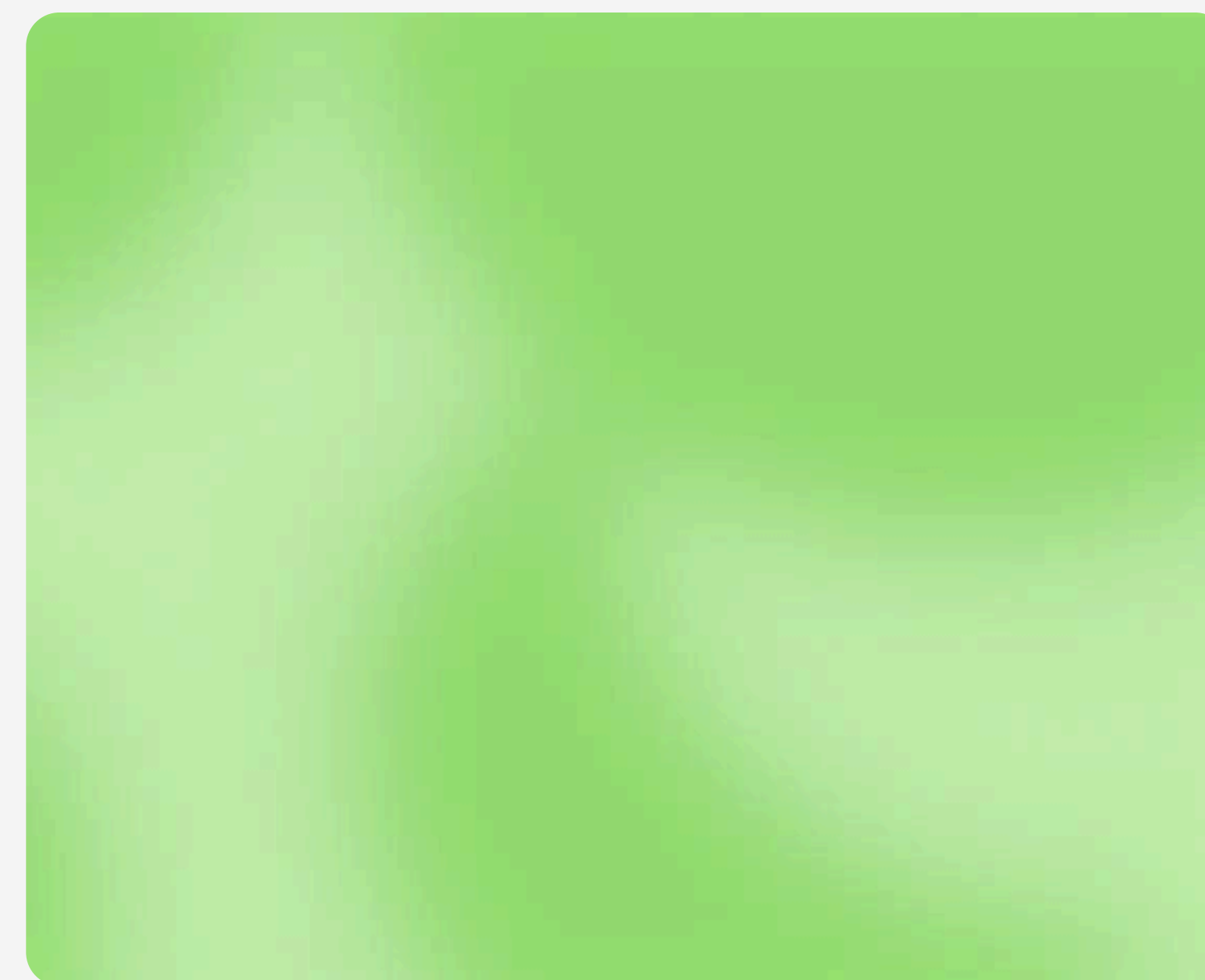
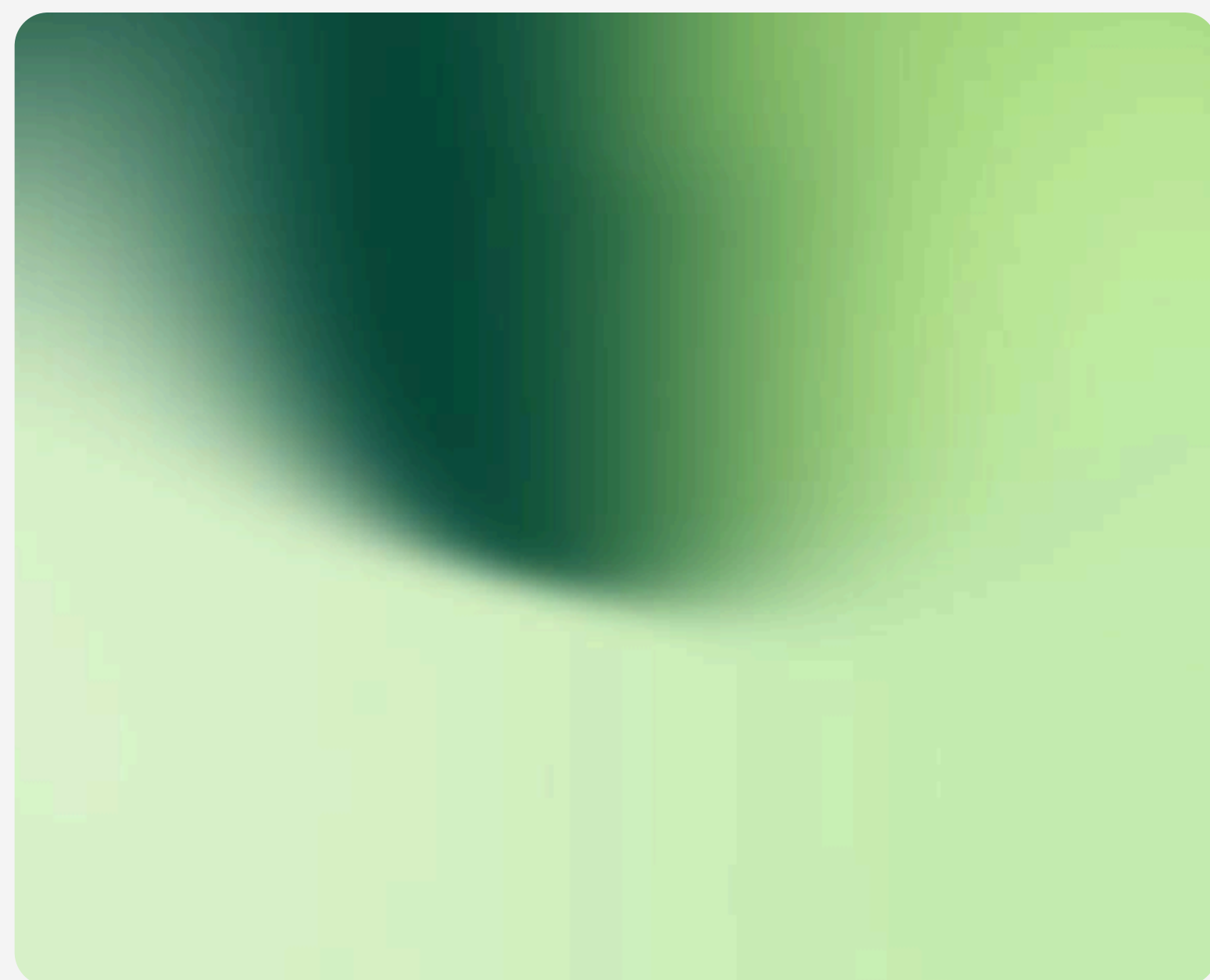
↳ A representation of “Yield”. Grow your stack with savings rates, structured products, and diversified returns.



Access

↳ A representation of “Borrow”. Integrate transparent, risk-controlled credit markets directly into your platform.

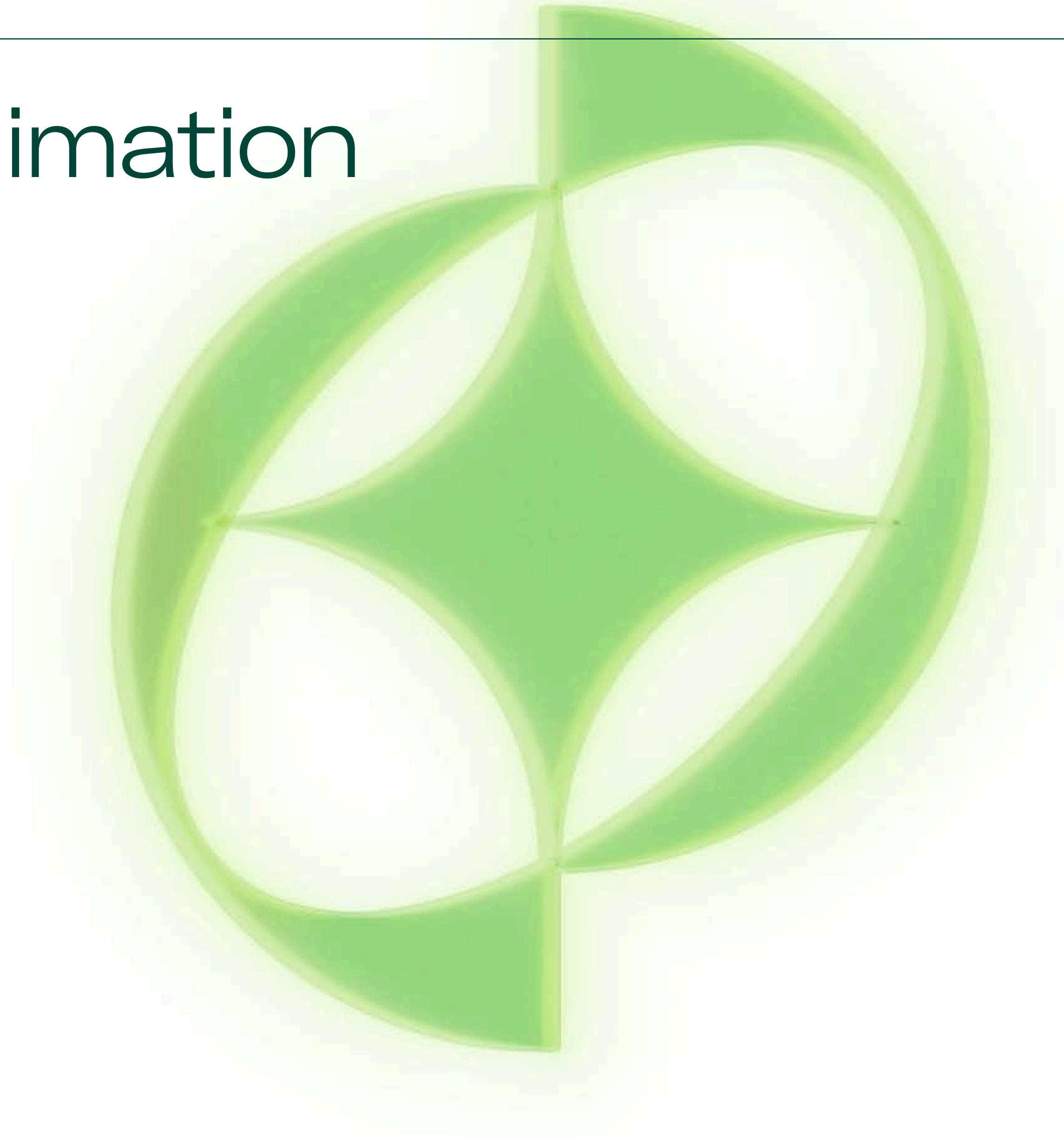
Gradient Animations



Color Palette Movement

Here we can see the color palette really coming to life. Whether it's a three color or two color gradient the selected greens mingle and dance together to create the distinct Paxos Labs look.

3D Logo Animation





◆ Updated November 2025

Thank you!