



# Visual Style Guidelines

Version 1.0, January 2025

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Brand best practices

# Overview

Welcome to the Apex Fusion Brandbook. Our mission is to establish a compliant-by-design blockchain ecosystem that fosters collaboration, embraces cutting-edge technology, and drives the Web3 movement forward. We strive to break free from isolated systems, promote inclusivity, and enable collective progress within decentralized ecosystems.

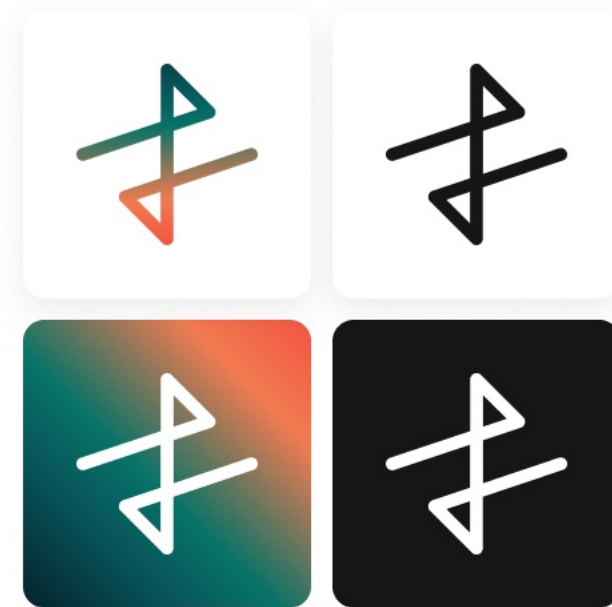
Our vision is to create a thriving, interconnected blockchain ecosystem where communities collaborate, share resources, and drive innovation. By focusing on transparency, compliance, and the collective benefit of the ecosystem, we aim to build a sustainable foundation for perpetual growth.

This brandbook reflects our commitment to these values, ensuring that every design element aligns with our mission to advance a decentralized, open future. Through cohesive and purposeful design, we reinforce our vision of empowering communities and unlocking the full potential of Web3.

Usage and application

# Logo

The Apex Fusion logo symbolizes the seamless connection between diverse blockchain networks. Its design reflects the unification of various chains, embodying the strength of collaboration and the fluidity of decentralized ecosystems. Just as each individual link contributes to the strength of a chain, the logo represents the network effects that drive innovation and growth across Web3. It's a visual representation of our mission to bridge fragmented systems, promoting inclusivity and collaboration within the blockchain space.



Mark

ΔPEΣ  
FUSION

Logotype

Primary Font Family

# Typography

## Geist

Apex Fusion uses Geist as its primary font for its exceptional readability, especially for numbers in crypto and Web3 applications. It also comes in a mono version, Geist Mono, which enhances clarity for data, amounts, and addresses while maintaining a clean, professional look. This combination ensures a seamless user experience and reinforces our brand's modern and trustworthy identity.

**Aa**

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  
 01 02 03 04 05 06 07 08 09

Typography / Primary

**Geist**

Regular

Prime

Medium

Vector

SemiBold

Nexus

Bold

Reactor Bridge

Black

Apex Fusion

Typography / Primary / Mono

# Geist Mono

Regular

0123456789

Medium

PRIME, Prime

SemiBold

VECTOR, Vector

Bold

NEXUS, Nexus

Black

APEX FUSION

# △PEX FUSION

## **MISSION**

Our mission is to establish a compliant-by-design blockchain ecosystem that fosters collaboration, embraces the best available technology, and unlocks the network effects for the advancement of the Web3 movement. We aim to break free from isolated islands, promote inclusivity, and drive collective progress in decentralized and open-source ecosystems.



# △PEX FUSION

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Secondary Font Family

# Major Mono

MAJOR MONO

Apex Fusion uses Mayor Mono Display as its secondary font, chosen for its authentic and modern feel. With sharp edges and a slightly abstract design, it adds a distinctive character to our brand. It comes only in a regular font style and is used primarily for our logo and large titles. This unique typeface enhances our visual identity, making a bold and memorable statement.



Δ	B	C	D	E	F	G	H	I
J	K	L	Ⓜ	N	O	P	Q	Ⓡ
S	T	U	▽	W	⌘	Y	Z	
01	02	03	04	05	06	07	08	09

Typography / Secondary

# Major Mono

Regular

△ P E X  
 F U S I O N

Typography / Secondary

# Major Mono

Regular

PRIME

VECTOR

NEXUS

# APEX FUSION

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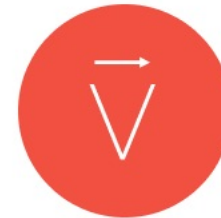
Using the brand palette

# Colors

The three primary colors in the Apex Fusion palette each represent one of our key chains: Prime, Vector, and Nexus.

- **Prime** is represented by Pine Green, symbolizing the security and decentralization provided by the Prime chain, which anchors the ecosystem through the Ouroboros consensus protocol.
- **Vector** is signified by Vermilion Red, reflecting the scalability and efficiency of the Vector chain, which leverages UTxo for internal bridging and transaction management.
- **Nexus** uses Orange to represent the dynamic interoperability of the Nexus chain, which integrates EVM side chains to enhance network capabilities.

These colors visually capture the strength and interconnectedness of our ecosystem, with each chain playing a crucial role in overcoming the blockchain trilemma and fueling Apex Fusion's growth.



Using the brand palette

# Colors



**Vermilion**  
#F25041



**Pine Green**  
#077368



**Orange**  
#F5841F



**Midite Green**  
#075159



**Ash Gray**  
#A1B3A0



**Rich Black**  
#051D26



**White**  
#FFFFFF



**Night**  
#161616

Using the brand palette

# States



**Info Blue**

#1087C9



**Success Green**

#00B875



**Warning Yellow**

#FDC542



**Alert Red**

##F25041



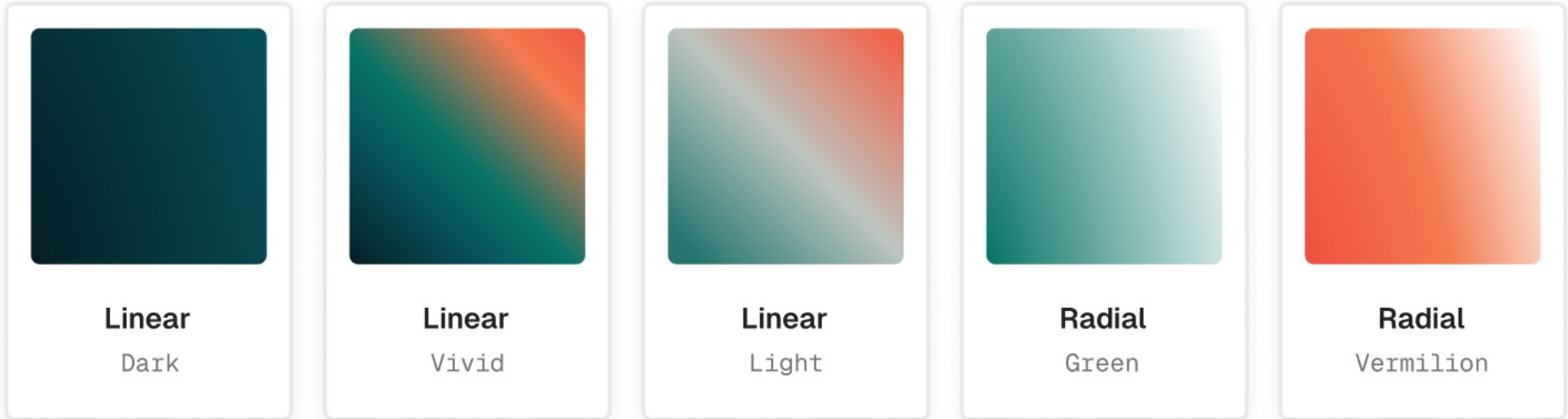
**Disabled Gray**

#5F6368



Using the brand palette

# Gradients



# APEX FUSION

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Using the brand palette

# Imagery

Our brand imagery is uniquely crafted using AI, bringing to life a futuristic, sci-fi aesthetic. Vibrant motion, vivid colors, and laser-inspired elements create a dynamic and immersive visual experience. Each image feels otherworldly, blending advanced technology with a sense of deep space exploration. This AI-driven approach ensures a consistently innovative and cutting-edge look.



