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# Lift Dollar (USDL)

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# Logo

## LOGOMARK

The USDL logomark, with its ascending bar graph design, embodies growth and upward movement, effectively visualizing the brand's commitment to financial progress and empowerment.

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# USDL LOGO

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## PRIMARY USAGE ON BACKGROUND COLORS

To ensure maximum legibility, use the main logo on white and light colored backgrounds and the reverse logo on dark backgrounds. Always keep logo contrast against the background top of mind. If placing the logo on a third-party brand color, the monochrome logos should be used. See the Co-Branding section for further direction.

### MAIN

### REVERSE

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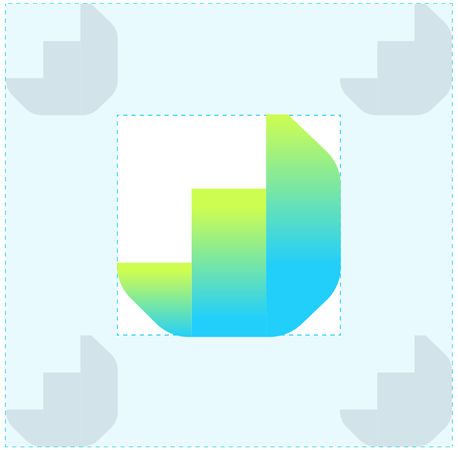
## CLEAR SPACE, LOGOMARK

The importance of clear space around brand elements cannot be overstated. Always keep a minimum clear space to maintain visual clarity and provide maximum impact.

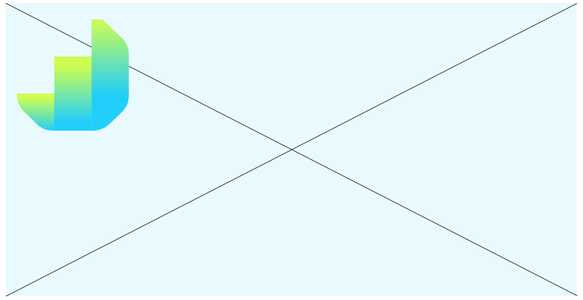
### MATHEMATICAL CLEAR SPACE

The minimum clear space around the logomark is equal to the logomark scaled down to 50%.



### OPTICAL CLEAR SPACE

Avoid visual tension created by placing the mark too close to the edge of a composition or next to other elements.



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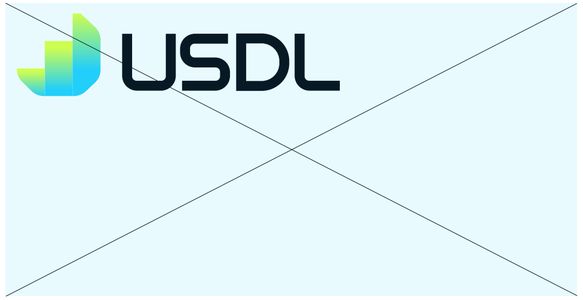

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# MINIMUM SIZES

W 16px

W 100px

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# INCORRECT USAGE

✕ Don’t use alternative lockups of the logo.

✕ Don’t use unapproved colors for the logo.

✕ Don’t outline any part of the logo.

✕ Don’t apply any special effects to the logo.

✕ Don’t rotate the logo.

✕ Don’t stretch the logo to fill space.

✕ Do not place the logo on low contrast color.

✕ Do not place the logo on busy images.

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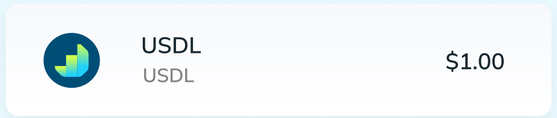
# USDL Token

## USDL TOKEN

To ensure brand continuity we request that platforms only use the provided USDL token asset when displaying USDL in UI.

## USDL ASSET IDENTIFICATION

USDL should be identified in-app as USDL. The logomark should always be placed on #004E76.

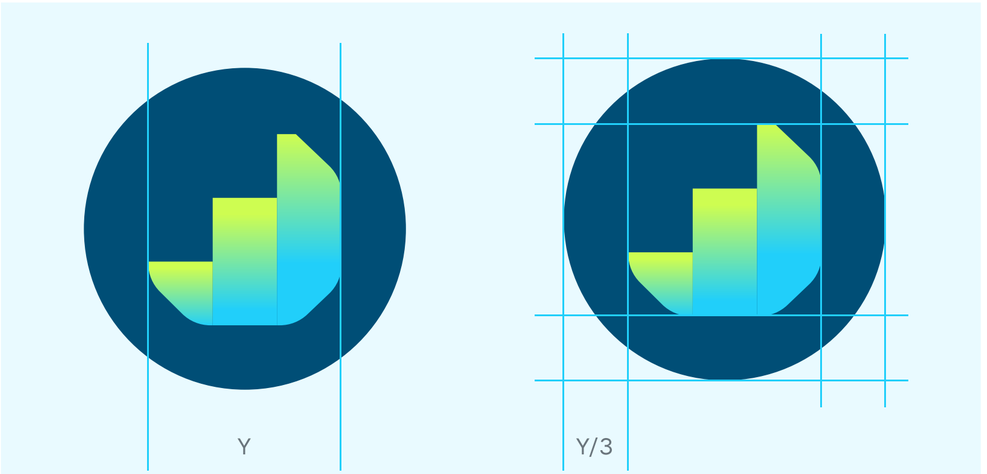



USDL in-app asset identification - Light Mode

USDL in-app asset identification - Dark Mode

## OPTICAL CLEAR SPACE

The clear space around the logomark must be at least 1/3 the width of the icon (y/3).

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# Co-Branding

## CO-BRANDING

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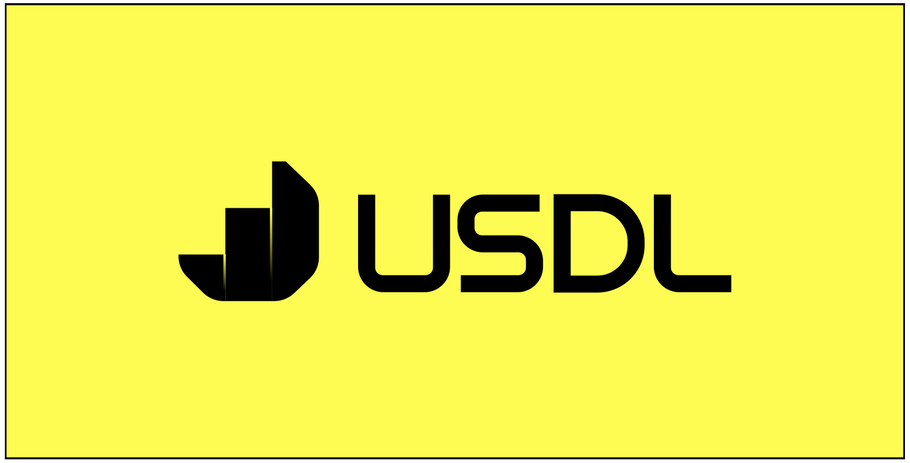
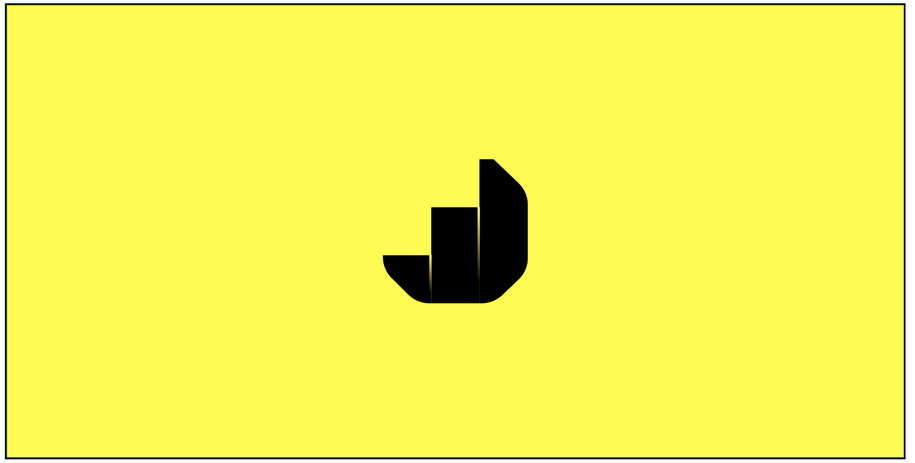
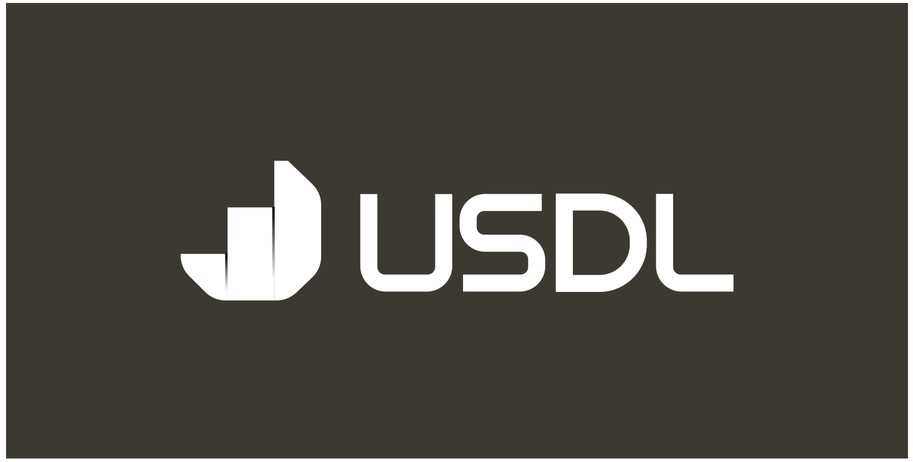
In instances where another company or partner wants to feature USDL in their marketing, use the logomark or primary lockup, depending on application. Logo assets should remain black or white on third-party background colors depending on contrast.

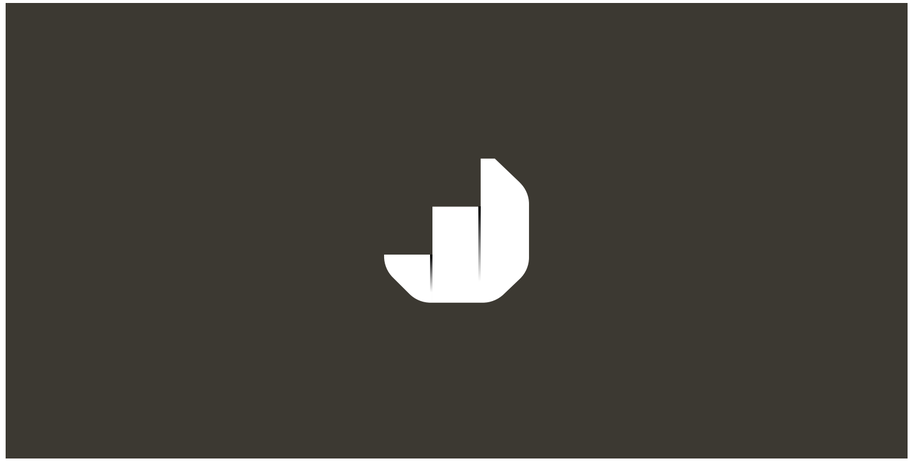
**NOTE:**

When using the single color logomark, you must ensure that the gradation divider between each column matches the third-party branding background.





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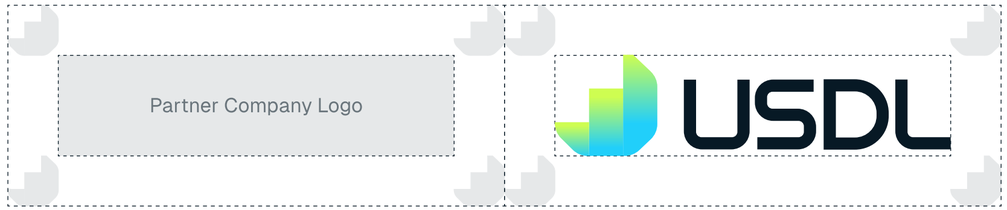
## PARTNER-LED CO-BRANDING LOCKUPS

Co-branding shows a partnership between USDL and another company and represents an exchange of credibility between both brands. All co-branded uses of the USDL logos must be approved by Paxos International and adhere to the following guidelines.

## APPROVED PARTNER-LED CO-BRANDING LOCKUPS

- Make all logos appear equal in size.
- Center-align the USDL logo horizontally or vertically with the partner company logo.
- The clear space in between and around the logos is always derived from the USDL logomark and is equal to 1/2 size.
- Create a 1-pt divider between the logos.



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