

Brand Guide

Logo system · Color · Typography · Usage

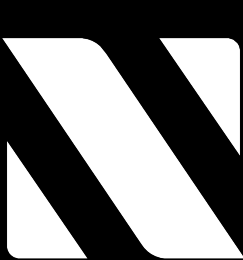
NADRIX

Logo system

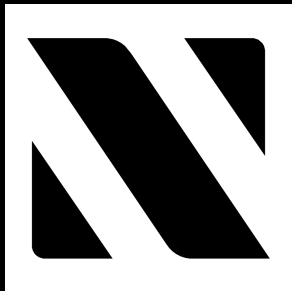
logomark (N) · wordmark · lockup. Master = SVG; PNG derived from SVG.



Gradient



White



Black

Color · Signal gradient is the brand

The full chromatic sweep is the brand. Never sample a slice in isolation.



#2DD4BF
teal · 0%

#6366F1
indigo · 35%

#A855F7
purple · 70%

#D946EF
magenta · 100%

Neutrals



#000000
BG · pure black



#FFFFFF
Text · primary



#888888
Text · secondary



#444444
Text · tertiary



#F0B429
Gold · rare accent



#f87171
Semantic red

Typography · Neo-grotesque, tight and bold

Inter Tight 800 for display · Inter 400/500 for body · JetBrains Mono for data. Per Brand Deck slide 7.

INTER TIGHT 800

Display / titles / wordmark

ECONOMY MATRIX

INTER 400/500

Body / UI default

Hold NADX. Build the Matrix.

JETBRAINS MONO

Numeric / addresses / data

0x7A3E...BcD2 · +12.45 NADX

App icon & token

App icon: N inside rounded container at 64% scale, optically centered (per deck slide 8). Token: N on flat square (BscScan).



nadrix-app-icon.svg



nadx-token.svg

Usage rules

Light theme (cream / white BG + black text) is the default presentation.

Black BG + gradient N + white wordmark for hero / dark surfaces.

Minimum clear space around lockup = 1× cap height of NADRIX wordmark.

Minimum logomark size: 24px (digital) / 8mm (print).

Don't recolor gradient stops; the full sweep is the brand.

Don't outline, drop-shadow, or rotate the wordmark.

Don't substitute a sliced gradient — sample only the full Signal sweep.