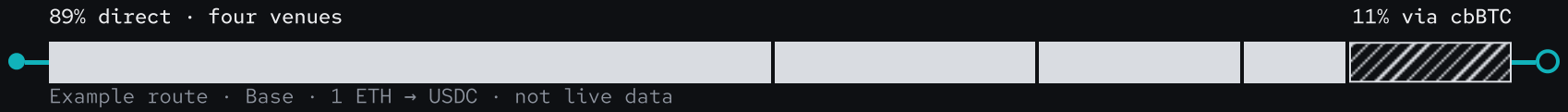
Fibrous

Brand guidelines

Logo, colour, type, drawings and templates for Fibrous, the multi-chain DEX aggregator.

Version 1.1 · November 2026



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01

Brand

What Fibrous is, and how we say it.

Fibrous is a multi-chain DEX aggregator.

For every trade, Fibrous scans the liquidity on a network, splits the order across venues and routes for the best executable price, and settles it in one transaction. It is non-custodial: people trade from their own wallets. Fibrous has no native token.

Live networks

Starknet · Base · HyperEVM · Monad

Products

App · API and SDK · Solver · FibX

In figures · as of November 2026

$400M+ volume · 880K+ users · 2.1M+ trades

Plain, specific, sentence case.

Say what is true and specific.

Which networks, how routing works, what the fee is.

Short sentences that carry facts.

No hype: seamless, effortless, limitless, ultimate, revolutionary, next-gen, guarantees.

Sentence case everywhere.

No all-caps headlines and no emoji.

Use	Not
multi-chain DEX aggregator	~~liquidity hub, liquidity engine, smart DEX aggregator~~
Fibrous	~~Fibrous Finance~~
Open app	~~Launch App, Go to Trade, Trade~~
X	~~Twitter~~
0.02% single route, 0.15% multi-route, plus gas	~~zero fees~~
Fibrous adds no fee to API and SDK swaps	~~zero-fee infrastructure~~
FibX for agents; Fibrous AI in the app	~~one name for both~~
Example route	~~live route, real-time data~~

02

Logo

One stroke from a dot to a ring: a path from origin to destination.

Three lockups, one mark.



Horizontal

The default, wherever there is width.



Vertical

Square and tall spaces.



Symbol

Small sizes, icons, avatars.

Dot
Where an order starts

Stroke
The path it takes

Ring
Settled, in one transaction

Endorsed lockup for FibX · page 13

Clear space and minimum size



x = the diameter of the ring. Keep x clear on every side.

Minimum size

Fibrous	Horizontal	16 px · 5 mm tall
Fibrous	Vertical	64 px · 16 mm wide
	Symbol	16 px · 5 mm tall

The horizontal logo is measured by its height, like the symbol: at 16 px it is 56 px wide. Below these sizes, use the symbol alone. The favicon is the only use under 16 px, and has its own drawings (page 12).

Colour versions



Duo on dark

The default on dark: the site, the app and social.

`#22E6EE on #0E1013 · 12.4:1`



Duo on light

The default on white and light surfaces.

`#007E85 on #FFFFFF · 4.9:1`



Signal

One colour on dark screens. Never on light.

`#22E6EE on #15181D · 11.5:1`



Teal

Print and one-colour partner use, on navy or ink.

`#11B2BA on #272D3E · 5.3:1`



White

On deep teal, navy and photography.

`#FFFFFF on #005568 · 8.4:1`



Navy

One colour on light and brand tints.

`#272D3E on #DAF4F4 · 11.9:1`



On teal

On brand-teal fields, for co-branded and partner tiles.

`#061418 on #11B2BA · 7.2:1`



Black

Single-colour print and legal use.

`#000000 on #FFFFFF · 21.0:1`

Don’t change the logo



Don’t stretch or squash



Don’t rotate



Don’t recolour



Don’t add effects



Don’t place on busy backgrounds



Don’t put it in a badge or container



Don’t make patterns from the symbol



Don’t retype the wordmark



Don’t use Signal on a light background

App icon and profile photo



App icon · 1024 master



Profile photo · 1024 master



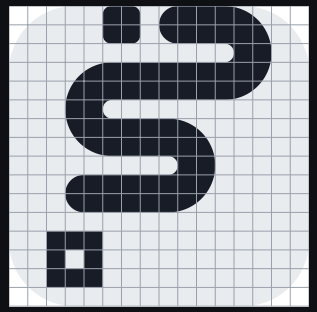
Android adaptive · 108 dp



Teal field · partner listings

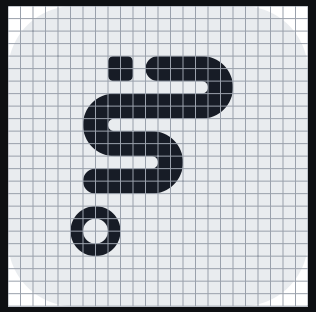
The symbol in Signal (#22E6EE) on a full-bleed Field (#061418), 12.2:1. The same icon on the website, in the app and on every profile, and each platform applies its own mask. The symbol is 64% of the app icon and the profile photo, so any circle crop holds; Android and the web manifest have their own safe-area files. The teal-field photo is only for co-branded and partner listings.

Favicon



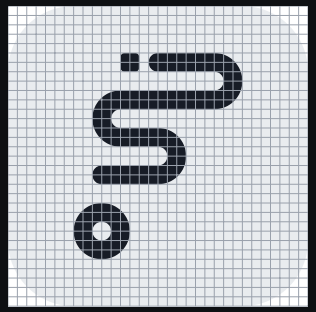
16 px

stroke 2 · gap 1
dot 2 · ring 3, 1 px hole



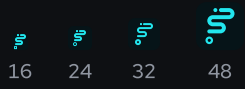
24 px

stroke 2 · gap 1
dot 2 · ring 4, 2 px hole



32 px

stroke 2 · gap 2
dot 2 · ring 6, 2 px hole



16 24 32 48

Hand-tuned at 16, 24 and 32 px.

Every edge on a whole pixel. The dot and the 16 px ring are square, so they stay crisp at 1×.

Master curves from 48 px.

The 48 px tile, the app icon and every logo use the 2026 drawing.

One file per size.

Render each PNG from the file for its size. Never scale the 1024 master down.

FibX by Fibrous



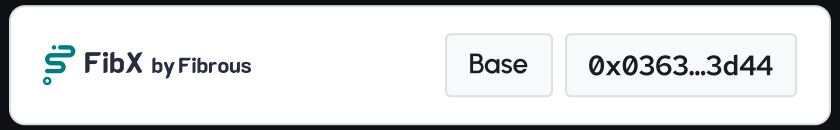
Duo on dark · #22E6EE and #FFFFFF on #0E1013



Duo on light · #007E85 and #272D3E on #FFFFFF



In a chat app, dark theme · 20 px tall, shown at 200%



In a chat app, light theme · 20 px tall, shown at 200%

FibX leads, Fibrous endorses.

FibX uses the wordmark's own F, i and b, with a new X. by Fibrous is the wordmark at 73%: its capitals match the x-height of FibX.

Minimum 20 px tall.

At 20 px, by Fibrous keeps a 5.5 px x-height. Below that, use the symbol alone.

Follow the host theme.

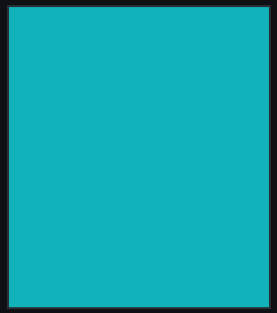
Duo on dark in dark chat themes, duo on light in light ones. Keep x clear, as for the logo.

03

Colour and type

Neutrals carry the page. Teal marks the path and the primary action.

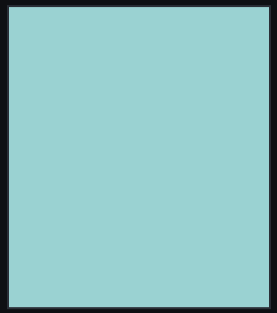
Brand palette



Teal

#11B2BA
RGB 17 178 186
CMYK 91 4 0 27

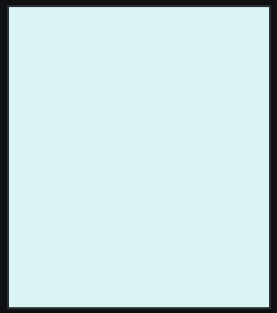
Primary. The route, the primary action, the symbol.



Pale teal

#9AD2D2
RGB 154 210 210
CMYK 27 0 0 18

Rules and fills on ice.



Ice

#DAF4F4
RGB 218 244 244
CMYK 11 0 0 4

Paper for covers and posts.



Sage

#58898C
RGB 88 137 140
CMYK 37 2 0 45

Secondary lines in drawings.



Navy

#272D3E
RGB 39 45 62
CMYK 37 27 0 76

Brand dark. Text on ice, icon field.



Deep teal

#005568
RGB 0 85 104
CMYK 100 18 0 59

Labels on ice, one-colour fields.

Web colour, in two themes

Dark · default

--bg	#0E1013
--bg-1	#15181D
--bg-2	#1C2027
--rule-2	#454B57
--ctl	#737A86
--ink	#ECEDEF
--ink-2	#A9AEB7
--ink-3	#8F95A0
--teal	#11B2BA
--teal-t	#11B2BA

Light

--bg	#F8F9FA
--bg-1	#FFFFFF
--bg-2	#EEF0F2
--rule-2	#B4BAC3
--ctl	#7C8390
--ink	#171C26
--ink-2	#434A57
--ink-3	#5A616D
--teal	#0E8E95
--teal-t	#0A6E73

Teal is an accent.

The route in drawings and the primary action. Never a page background.

Text on teal is dark ink.

#0E1013 on #11B2BA is 7.4:1. White on teal is never used.

Teal text on light uses #0A6E73.

5.3:1 or better on every light surface.

Muted text still passes.

Every text token clears 4.5:1 on every surface of its theme.

Three families, four files

Urbanist

Display and interface · 300–700

Every order, split.

Headings in sentence case at 600, set tight. Figures at 300.

Red Hat Text

Reading · 300–700, italic

Fibrous splits each order across venues and routes, and settles it in one transaction.

Body text, captions and long posts.

Red Hat Mono

Labels, figures, code · 400–600

`0.02% · 0.15% · npx fibx quote 0.01 ETH USDC`

Tabular figures, venue names, commands. Shares Red Hat Text's proportions.

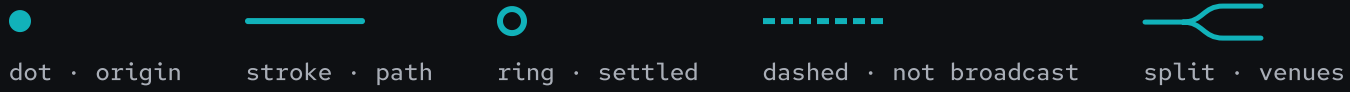
Google Fonts · SIL Open Font License

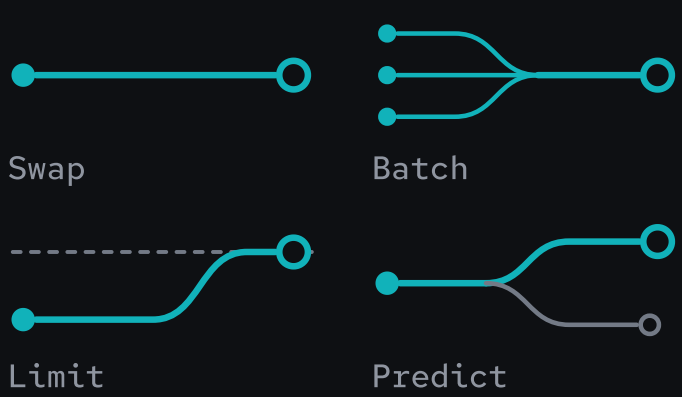
04

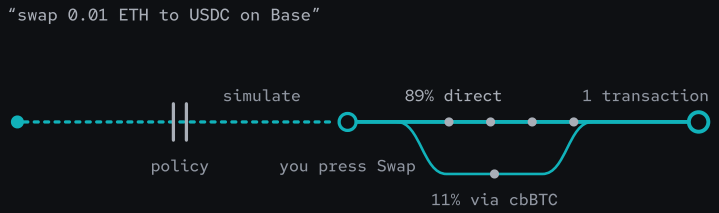
Imagery

Drawings made from the mark’s own parts, and one icon set.

Drawings







Uniform rounded strokes, real text labels, nothing filled, shaded, rotated or repeated as a pattern. Routes are always labelled as examples. Icons: Lucide at a 1.75 stroke, always beside a label.

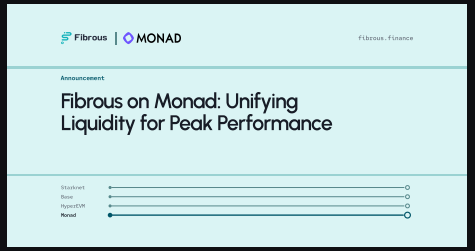
05

Applications

Covers, social, partners, access and downloads.

Blog covers

Six variants, chosen by a post’s first tag. Pages always show the real title as text.



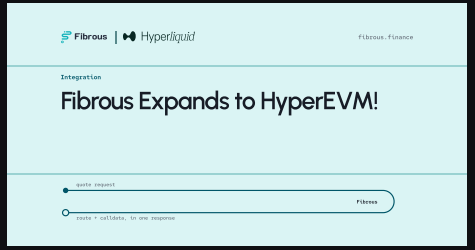
Announcement · new network



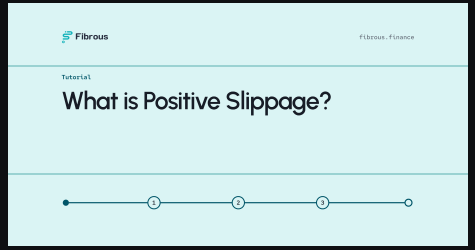
Research



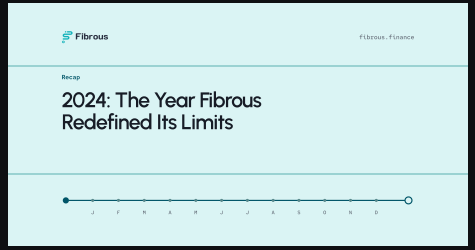
Product update



Integration

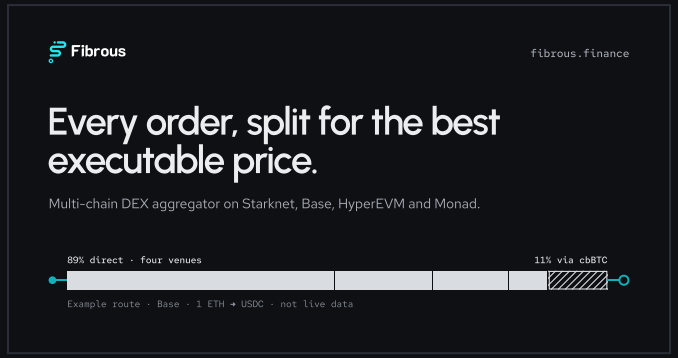


Tutorial



Recap

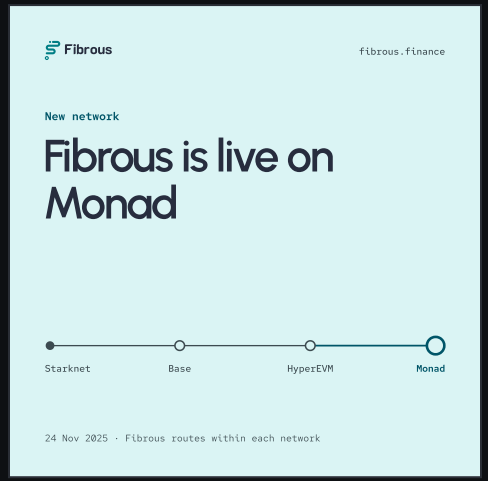
Social



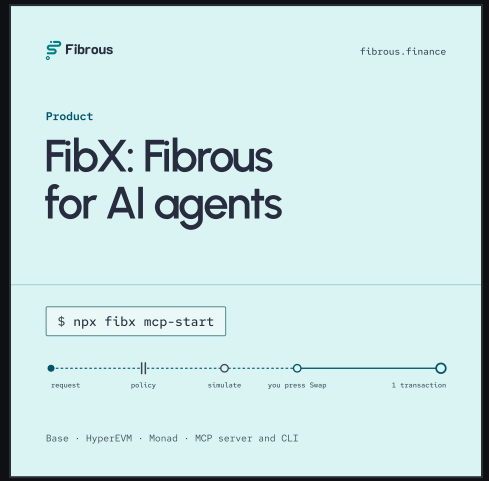
Link preview · 1200 × 630



X header · 1500 × 500



Post · announcement



Post · product update

Co-branding





Separate with a rule.
A 2 px sage rule, the same height as the symbol.

Equal optical size.
The partner mark matches the Fibrous wordmark's height.

Never merge the marks.
Each logo keeps its own colours and clear space.

Accessible by default

Text 4.5:1, interface 3:1.

Checked in both themes against every surface.

Nothing hides until script runs.

No fade-ins. Motion is short, purposeful and off with reduced motion.

Real text, not text in images.

Covers and social images are the only baked-in text; the page repeats it.

A visible focus ring.

2 px teal, 3 px offset, on every interactive element.

44 px targets on mobile.

Links inside sentences are the only exception.

Drawings carry labels as text.

The same information is always in the copy beside them.

Downloads and contact

Logos	SVG and PNG · horizontal, vertical, symbol · eight colourways
Icons	App icon, profile photo, favicon set, web manifest
Social	Link previews, X, LinkedIn, YouTube, Discord, GitHub, post templates
Colours	HEX, RGB and CMYK as CSS and JSON
Type	Font links and the type scale
Drawings	The illustration set as SVG, for dark and light
About	Boilerplate, fact sheet and product screenshots

Press kit

fibrous.finance/brand-assets

Press and partnerships

contact@fibrous.finance

Fibrous is operated by Nixtech B.V., Amsterdam.

Fibrous