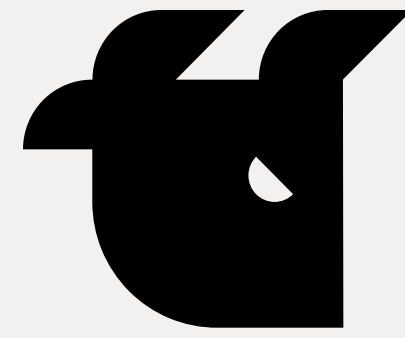




brandbook 2026

basic



Mission

Establishing a clear mission sharpens the company's focus and attracts those who share our vision.

To encourage blockchain adoption and push the boundaries of the industry, ensuring the security and high quality of our products and services.

Values

All we do must comply with our primary values and mission.

Security

Prioritizing security and transparency helps us stay ahead of the competition, anticipate risks, capture the market, and maintain the company's reputation.

Professionalism

Staying professional ensures high-quality work and team expertise, while fostering the opportunity to build long-term relationships with clients, colleagues, and partners.

Innovations

Crypto industry is relatively young, flexible and ambitious, and innovation is the engine that will change the classical financial system.

Automation

Enables us to handle repetitive tasks more efficiently, freeing up more time for creativity and innovation.

Systematization

Creates consistency and ensures that design across all channels aligns with the brand guidelines, enhancing recognition.

Analysis and feedback

Guides decision-making and enhances design.

Automation and systematization are effective only when they address the fundamental question: Why are we doing this?

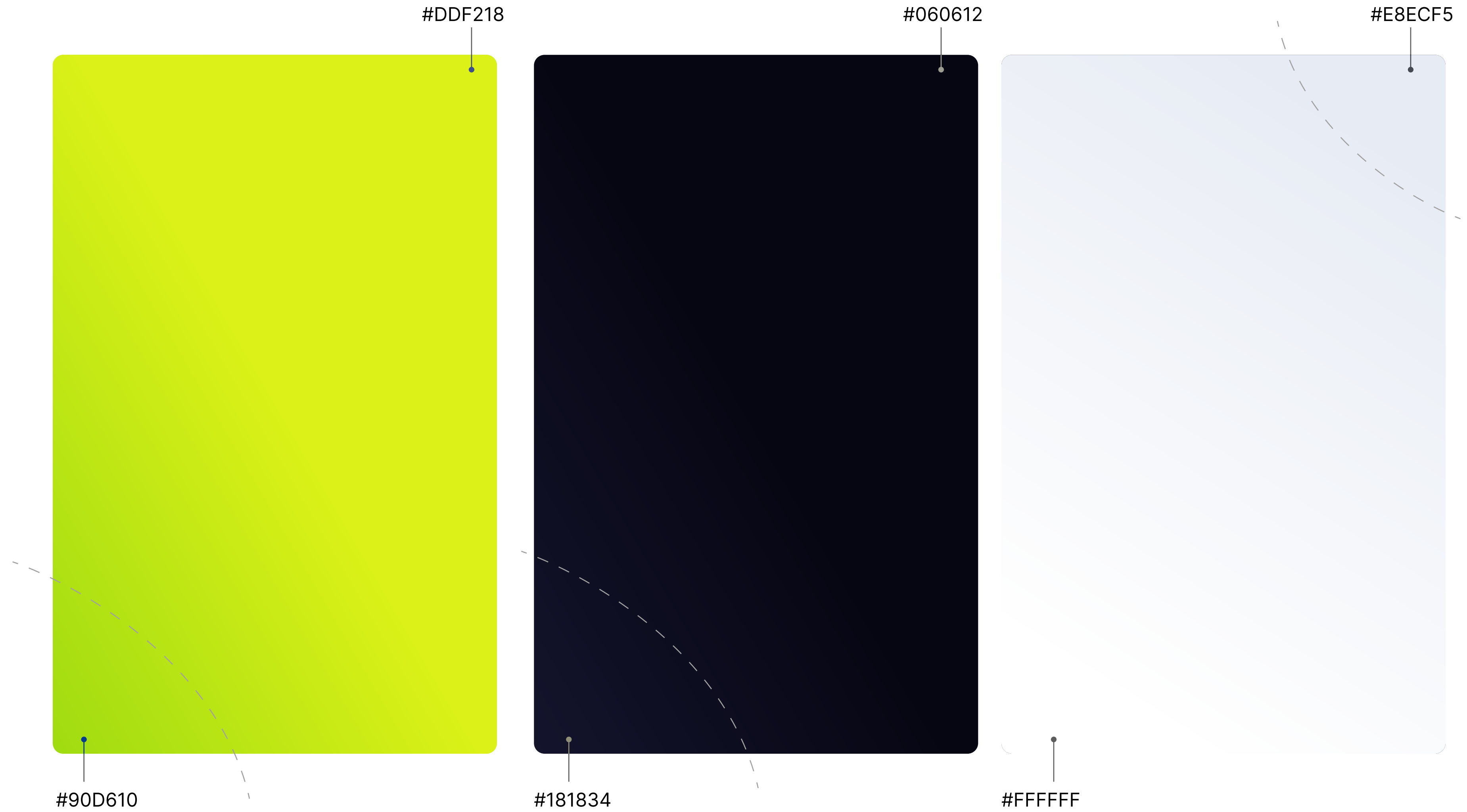
colors



COLORS

Neon Lime RGB221, 242, 24 HEXDDF218					
Main Bg RGB6, 6, 18 HEX060612		Indigo RGB24, 24, 52 HEX181834		Secondary (Space) RGB102, 102, 153 HEX666699	
Main Bg 2 RGB241, 245, 249 HEXF1F5F9		Secondary RGB255, 255, 255 HEXFFFFFF		Secondary RGB226, 232, 240 HEXE8ECF5	

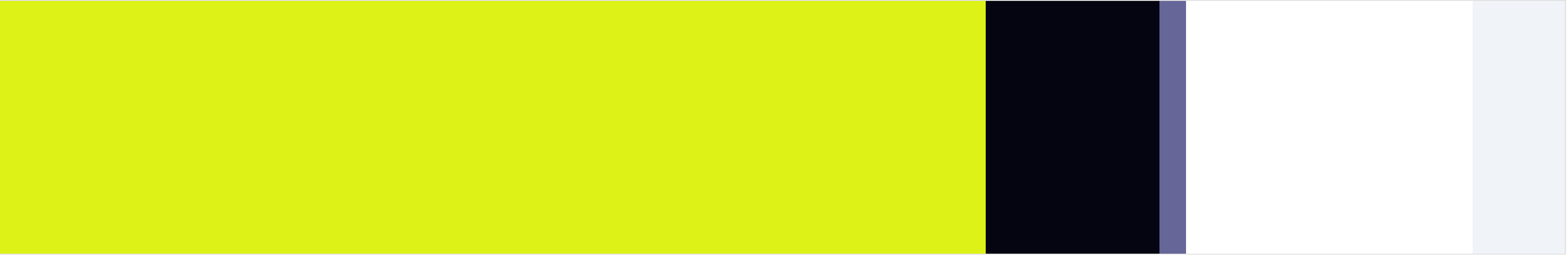
GRADIENTS



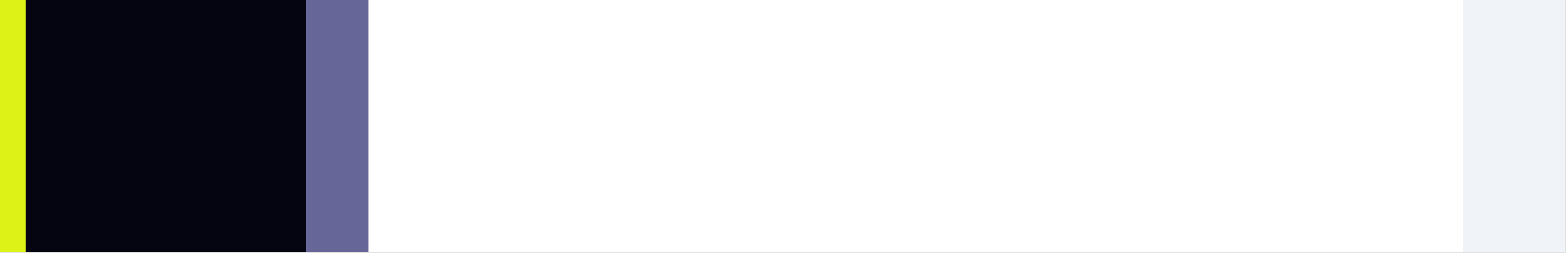
B2B / Trade



Promo



Default



Palettes

The higher the contrast, the more impactful the design appears. Select colors based on the context, but always ensure there is sufficient contrast.

fonts

MONTSERRAT EXTRABOLD

CASE: UPPERCASE

LETTER SPACING: -4%

LINE HEIGHT: 100–110%

MAIN ACCENT

Inter

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident.

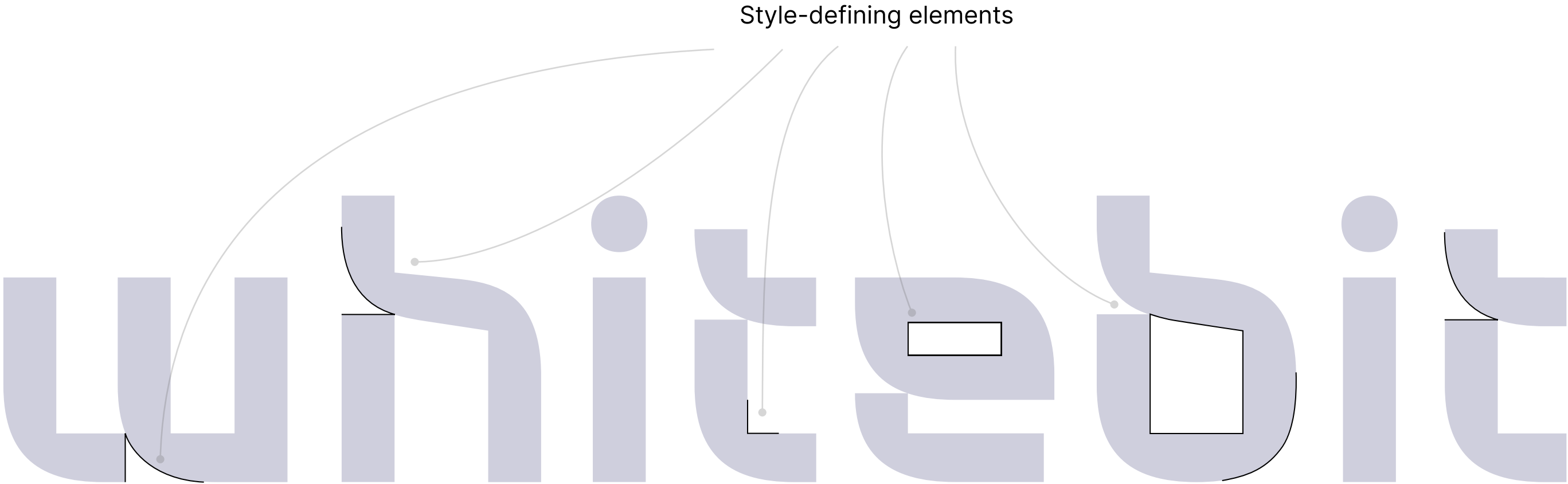
Inter Bold

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident.

SECONDARY

Whitebit

a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0



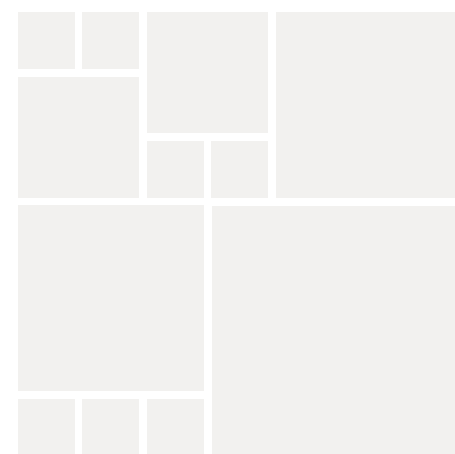
LOGO FONT

logotype

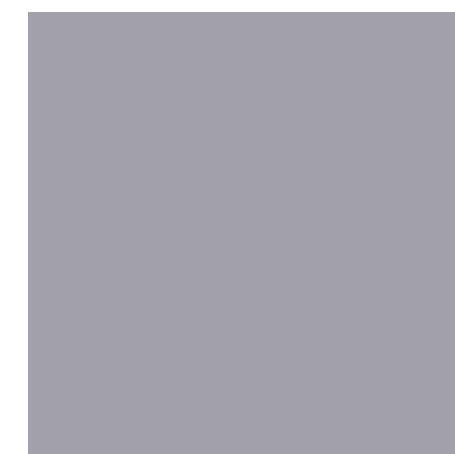
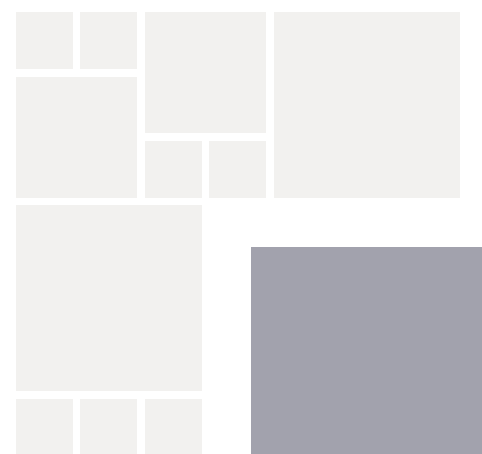


Logo mark

The bull symbol, crafted from blockchain elements, represents continuous progress in the decentralized world.
In stock market slang, "bulls" are traders who bet on rising prices.



Blockchain



Block



Horizontal logo



Title



Vertical logo



Logo mark

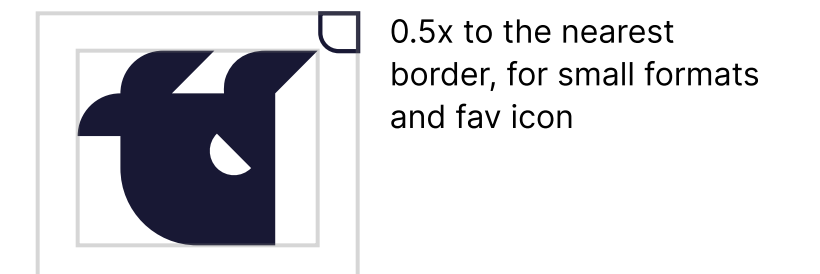
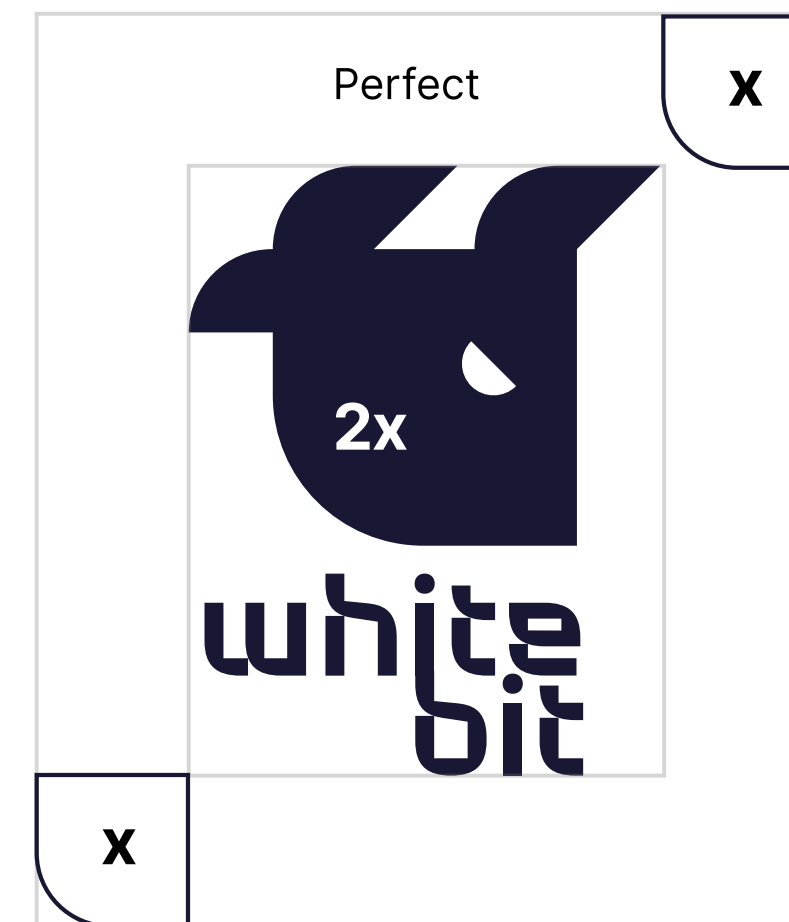
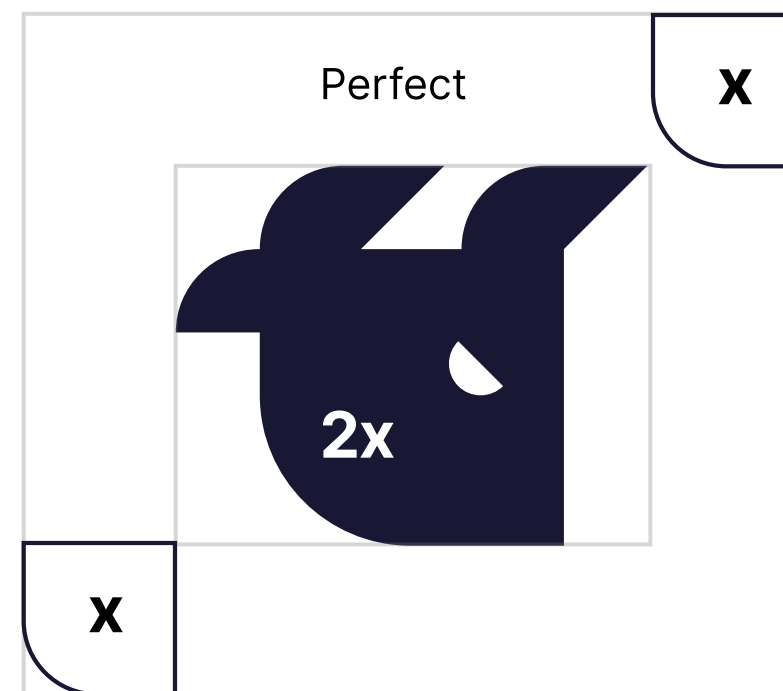


Mini logo mark



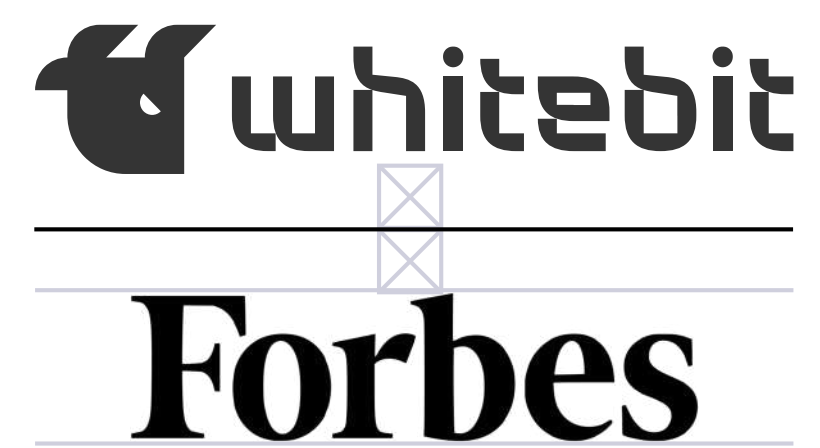
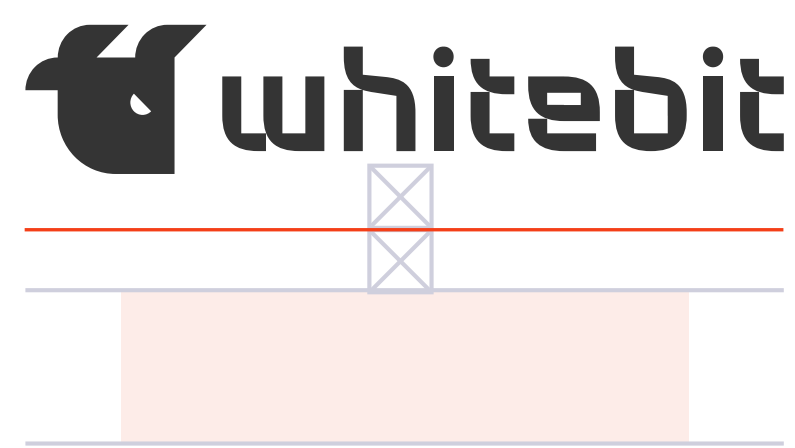
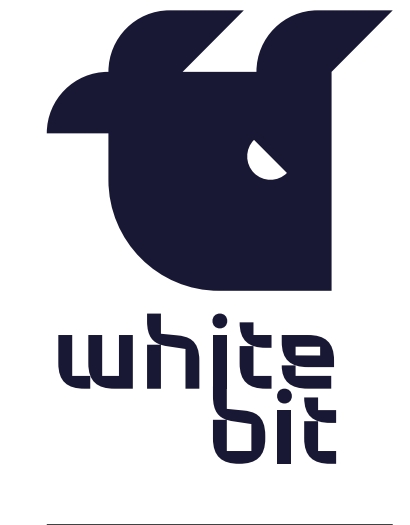
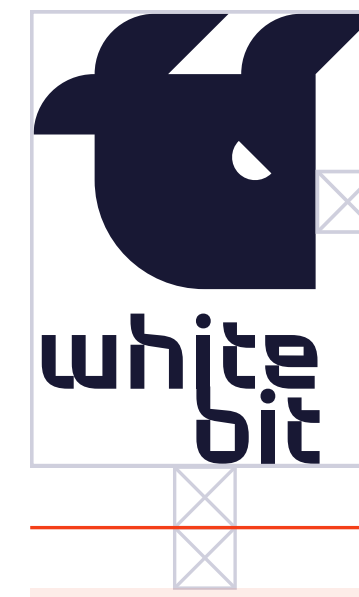
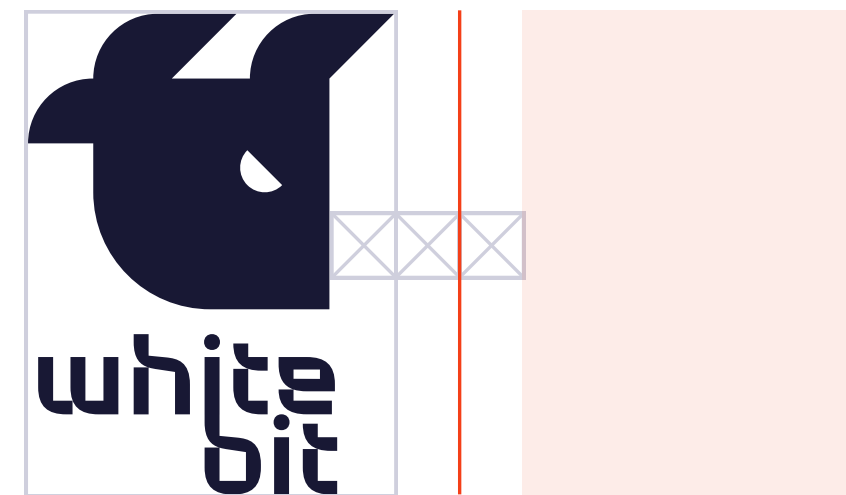
Use options

There are horizontal and vertical styles, a version with a signature and a logo mark with an enlarged eye (for small formats).



Indents

To ensure the logo remains clearly visible, it must be surrounded by adequate free space.



Logos with partners

It's essential that both logos maintain the same visual weight.

Choose the appropriate version based on the orientation and style of the partner's logo.



Don't add shadow



Don't mirror the logo mark



Don't add a wet floor effect



Don't change the font



Don't combine it with other elements



Don't apply it to colorful patterns



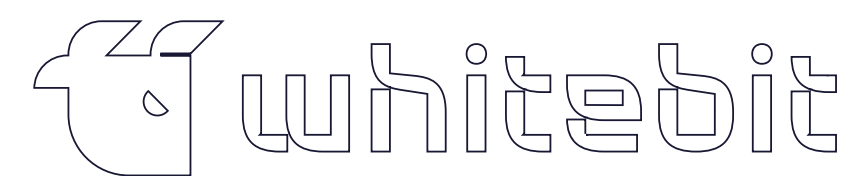
Don't change proportions



Don't add the roundings



Don't change the logo color



Don't display it as an outline



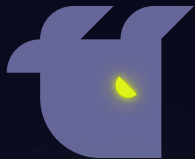
Don't tilt



Do not combine neon/yellow with a white background

Don'ts

 whitebit

 whitebit

 whitebit

 whitebit

 whitebit

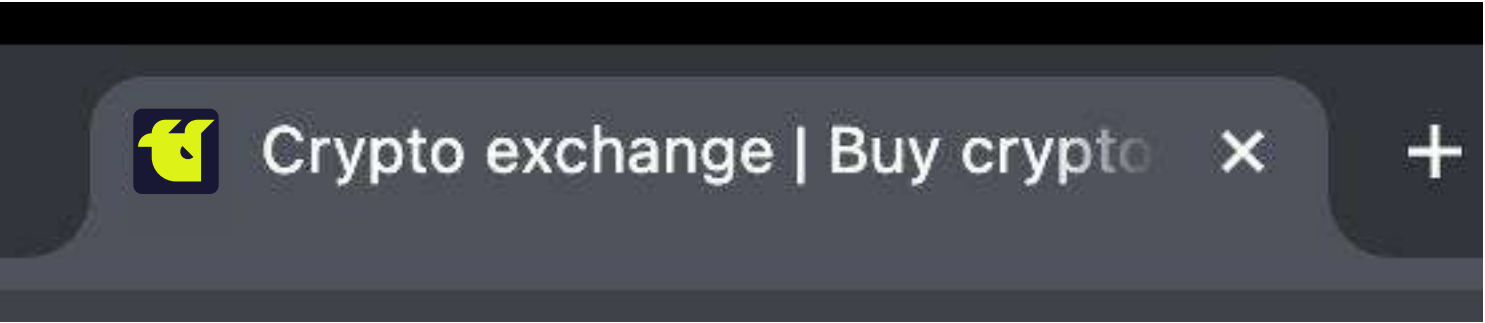
 whitebit

 whitebit

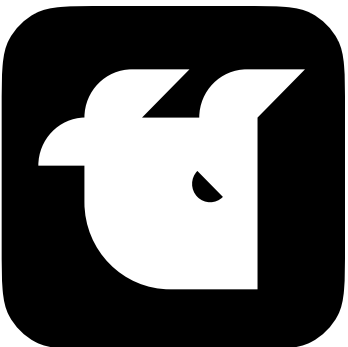
 whitebit

Logo color

Favicon



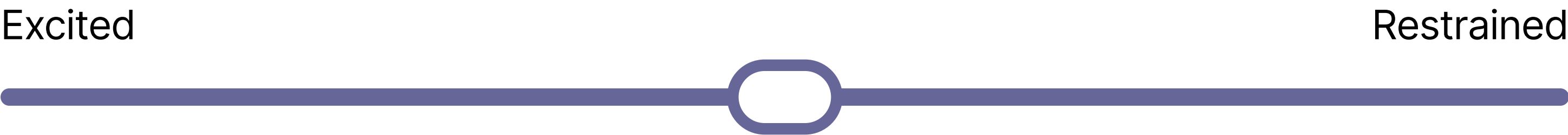
App icons



Interface icon

It is permissible to change colors and styles for icons and interface elements.

tip your server and drive home safe,
everybody. i'll be here all weekend

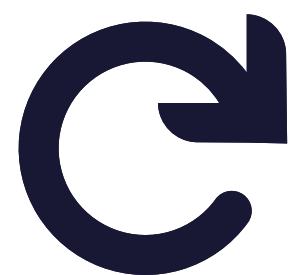
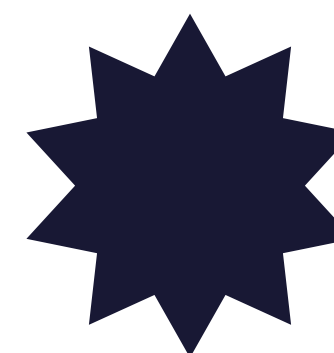
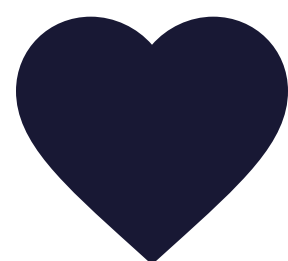
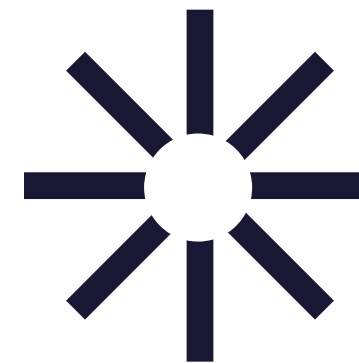
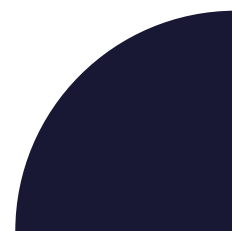
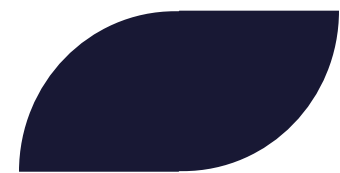


The Bull ToV

- We are informative, but not pedantic
- We are persuasive, but not banal
- We are genuine, but not sloppy
- We are smart, but not boring
- We are funny, but not rude

icons





Branded icons

Used for banners and landing pages.

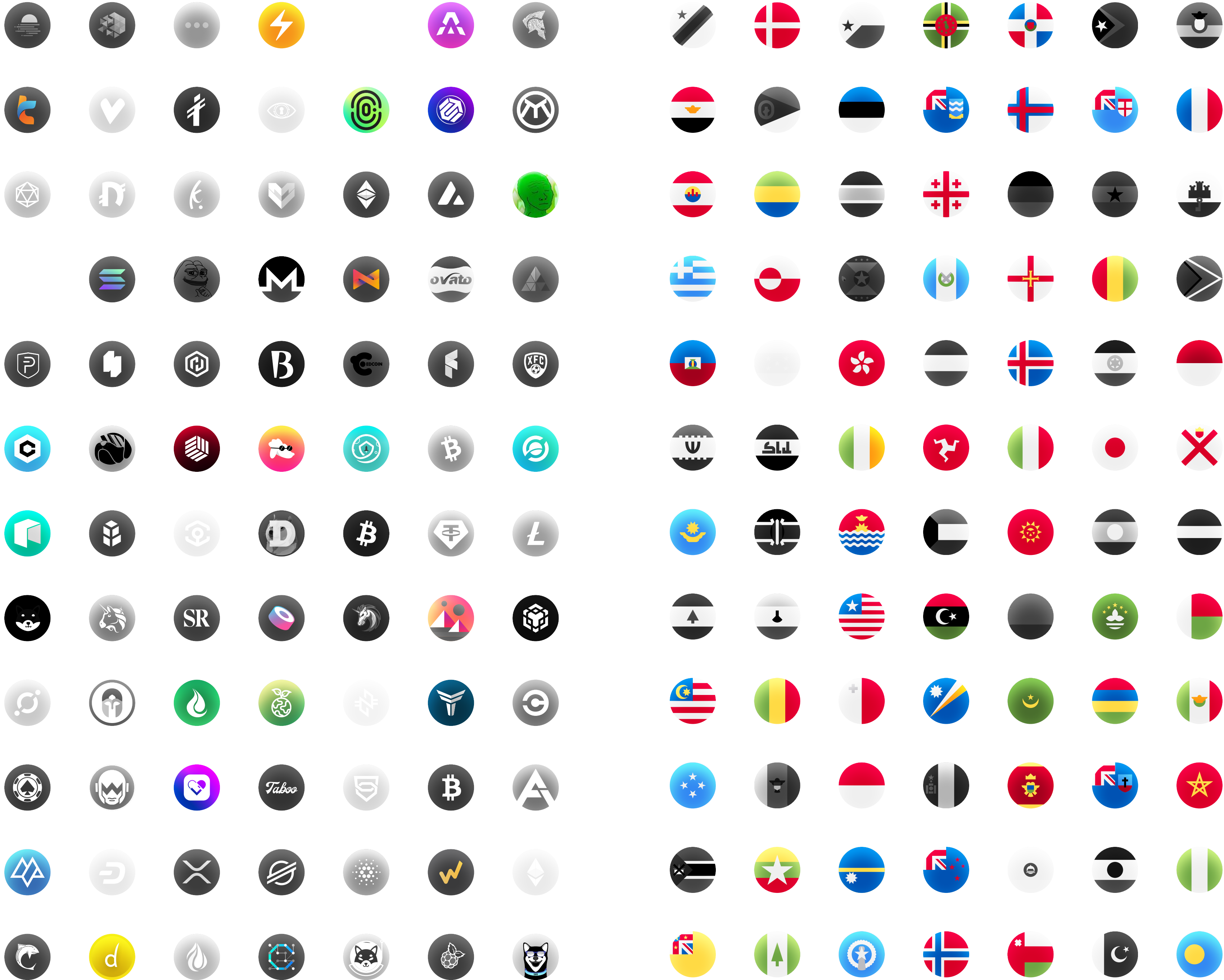


Interface

For convenience, the library
tabler.io is used.

Tickers and flags

Created by 2 min by 2 plugins:
Generista + Property Randomizer.



patterns

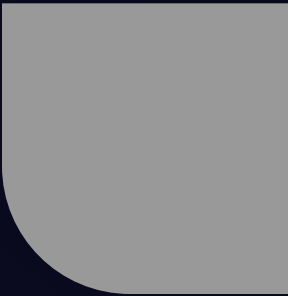




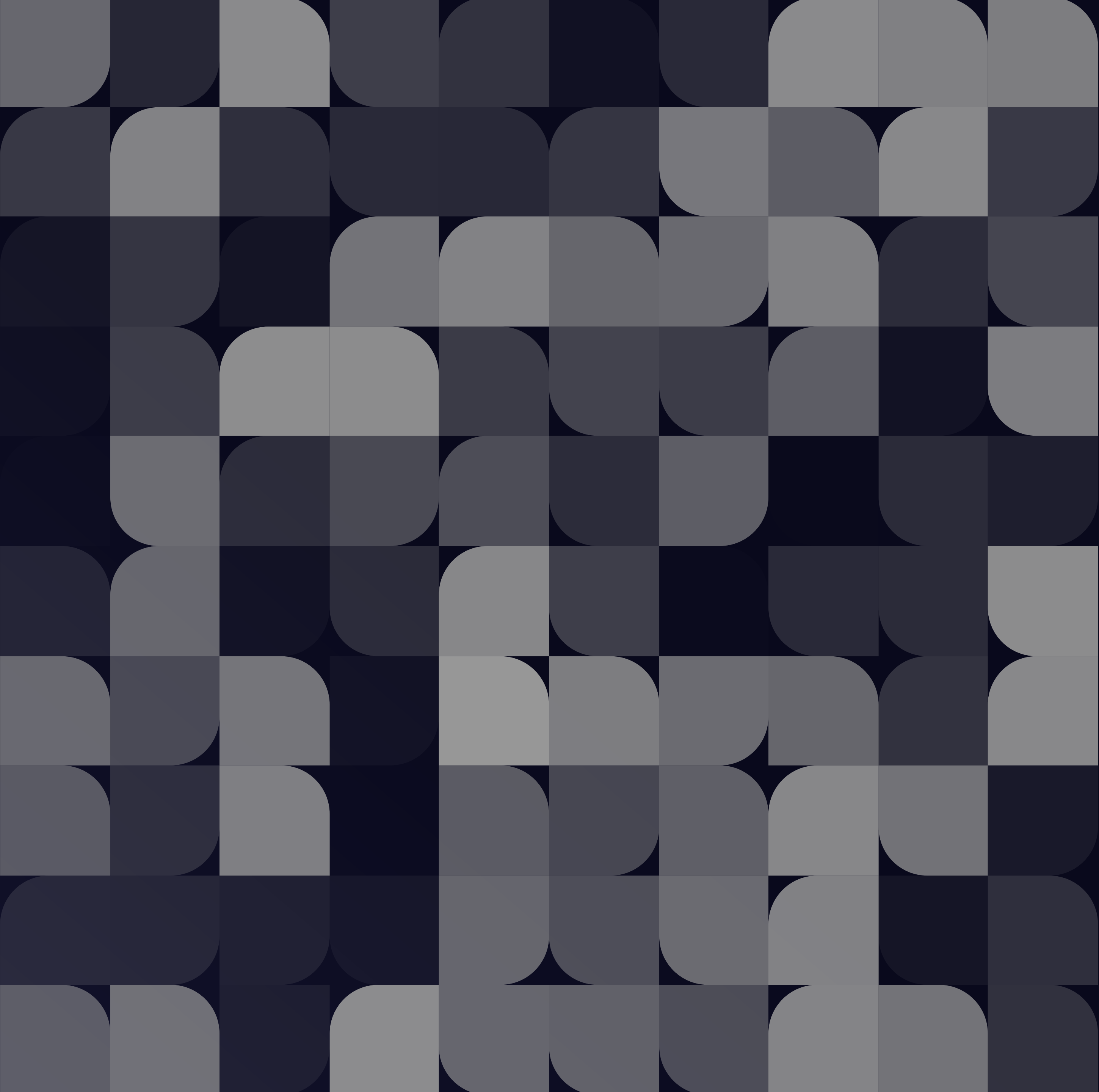
Base outlines

Patterns from basic elements allow you to create unique, but recognizable bases.

Basic element

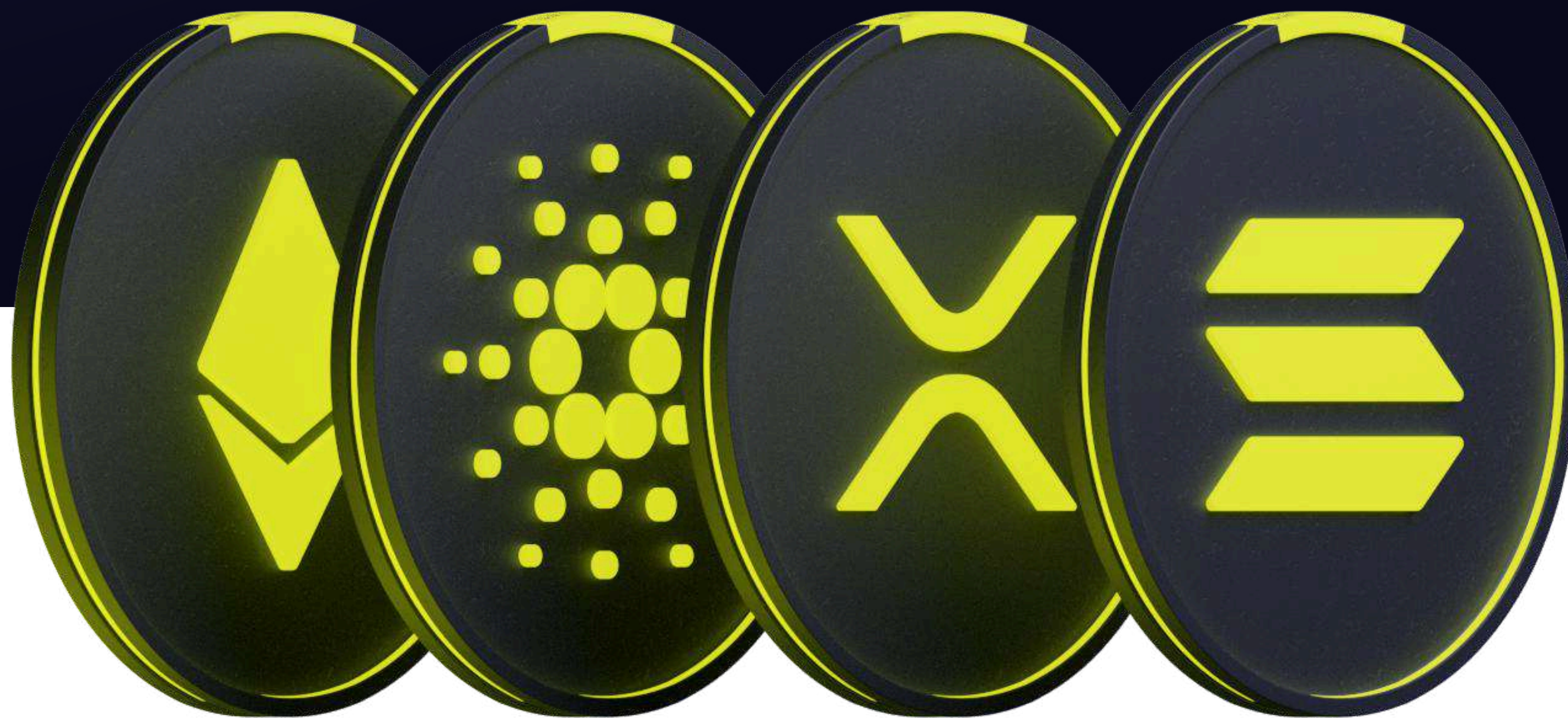


Filling pattern



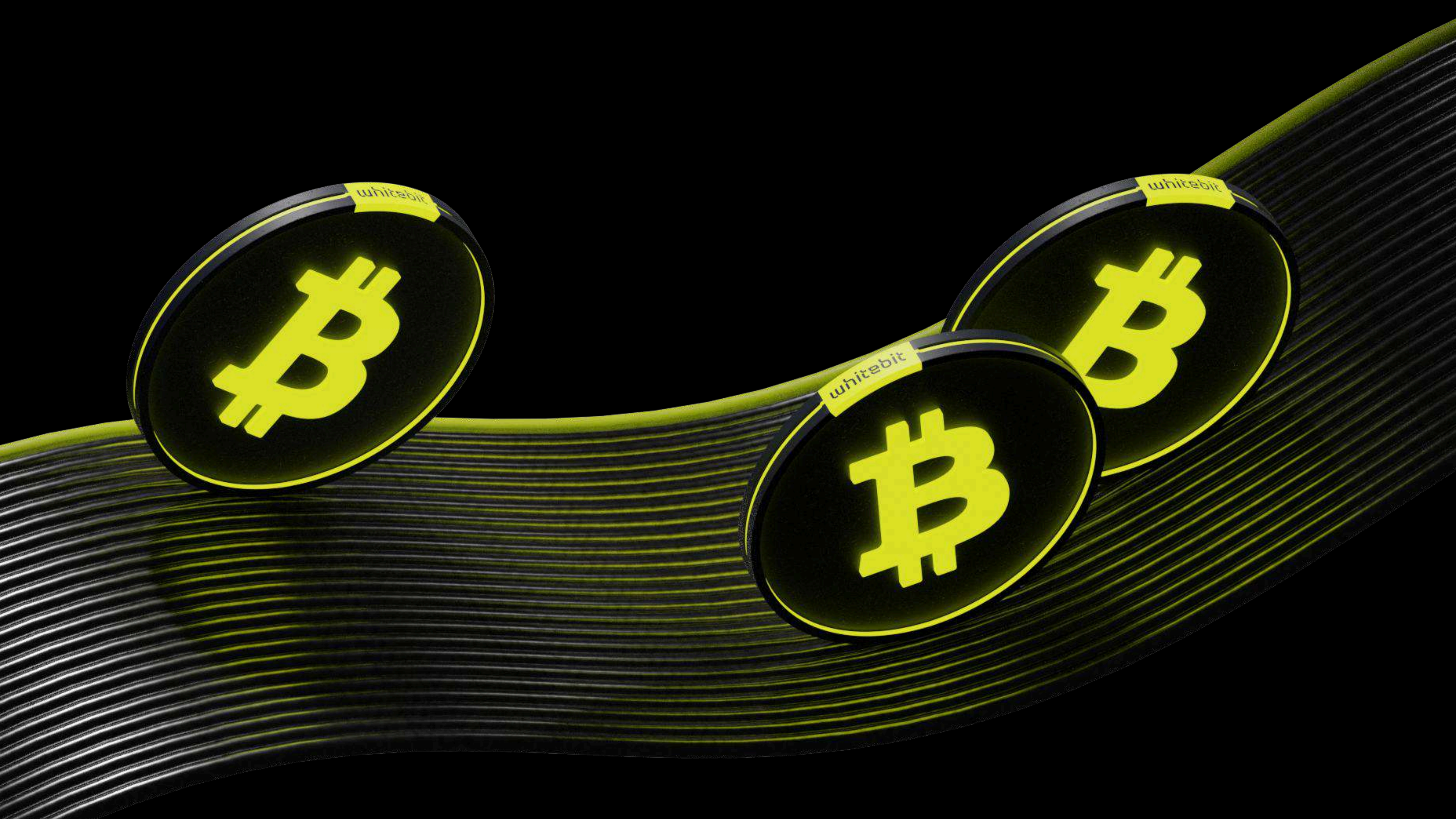
3d





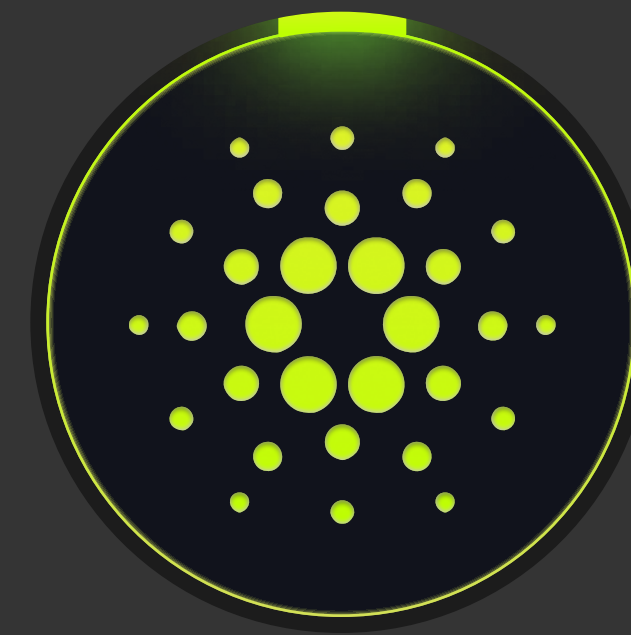
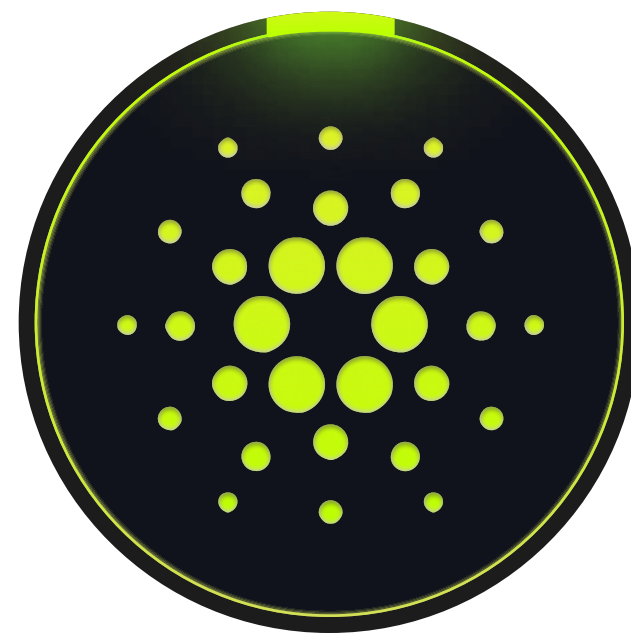








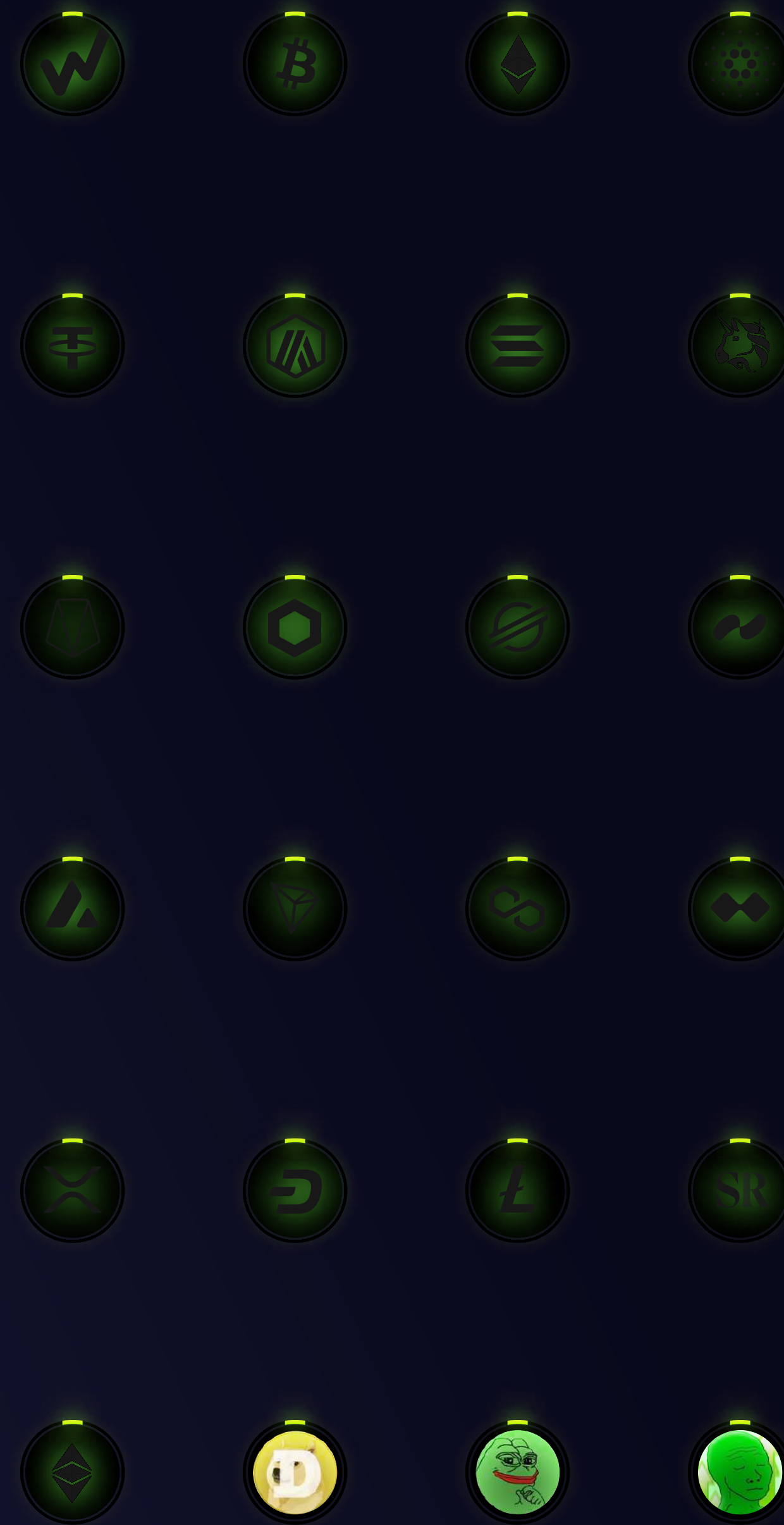
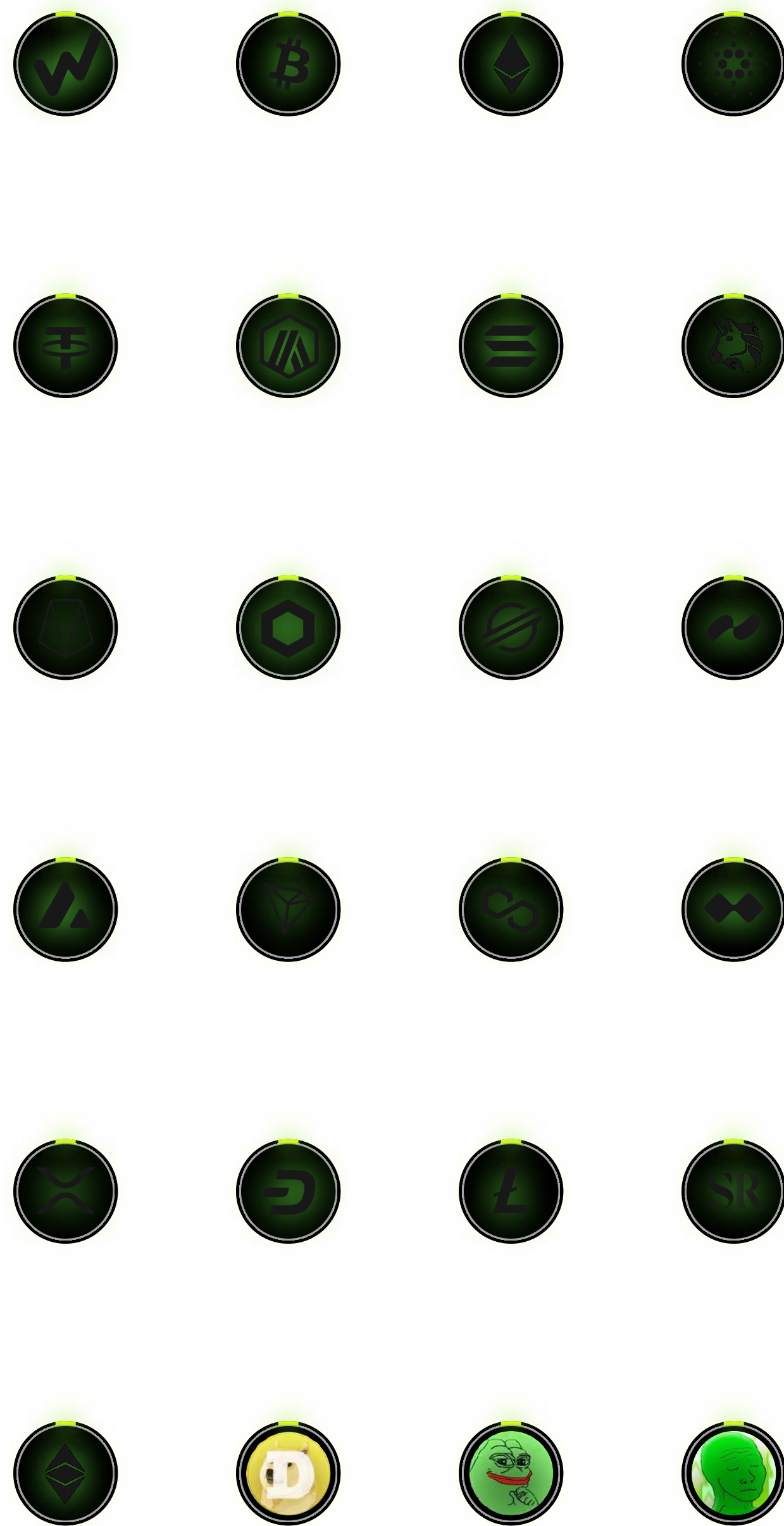
coins

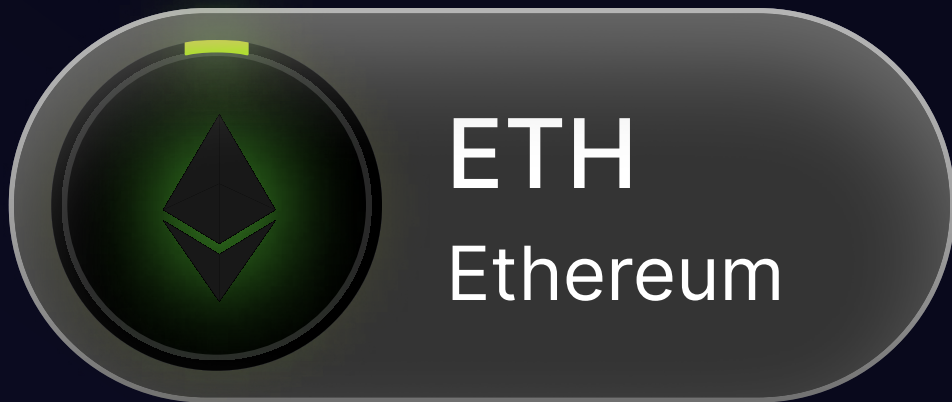
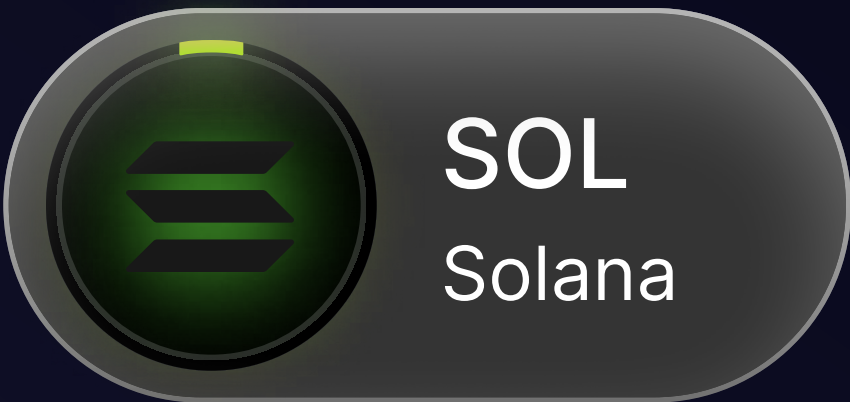
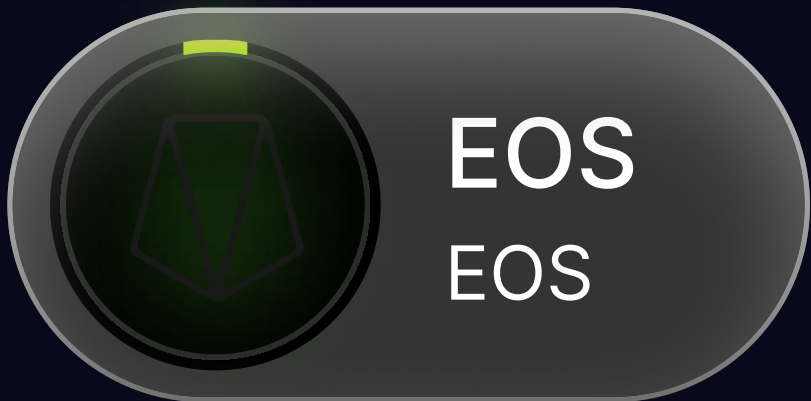
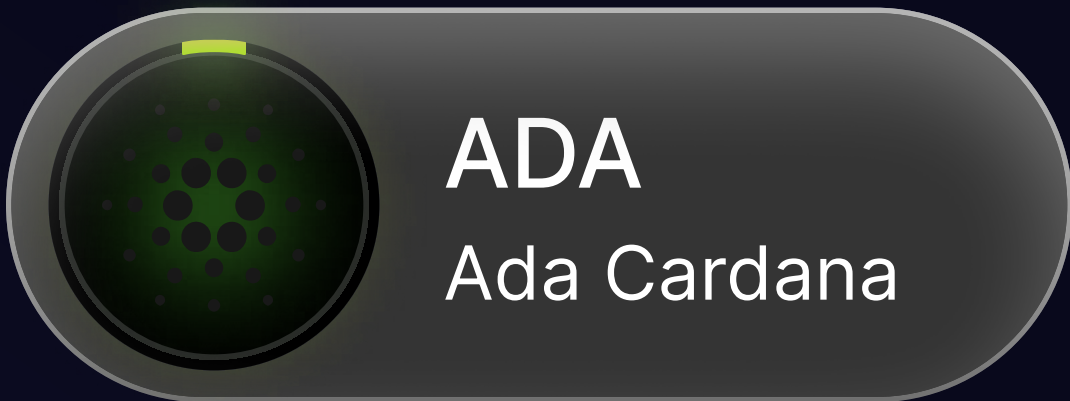
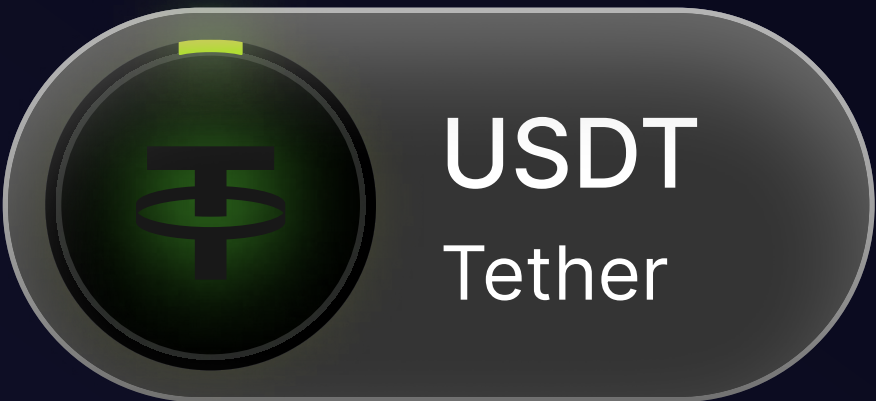
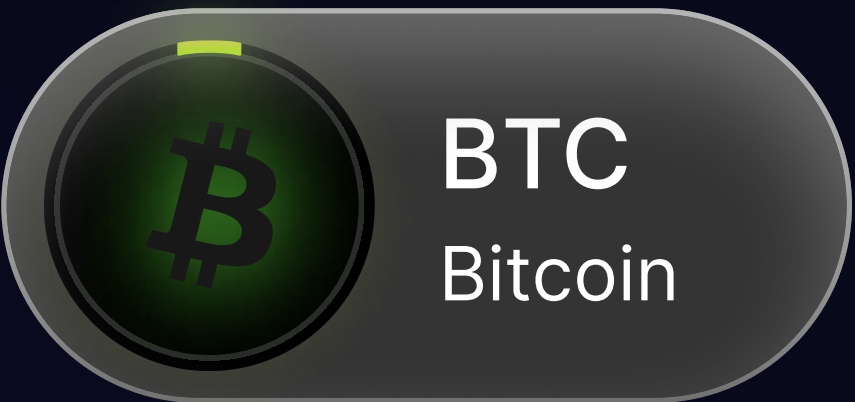
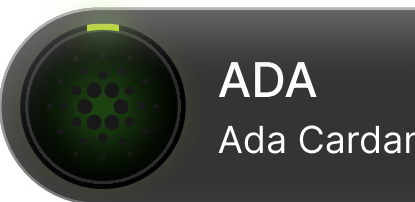
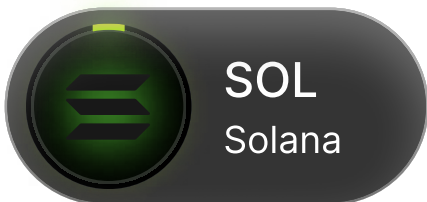
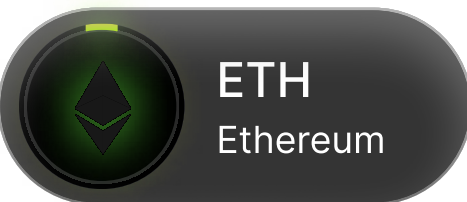
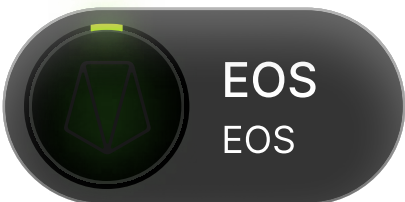
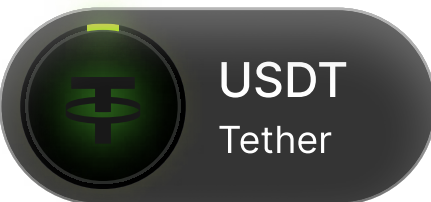
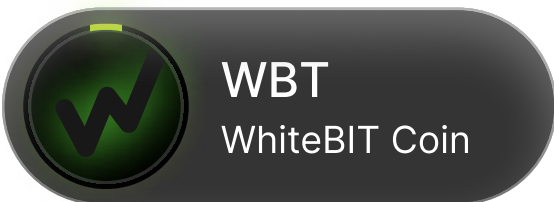


Coins

The neon stripe makes the coin recognizable wherever we use it.

In a smaller size





In badges

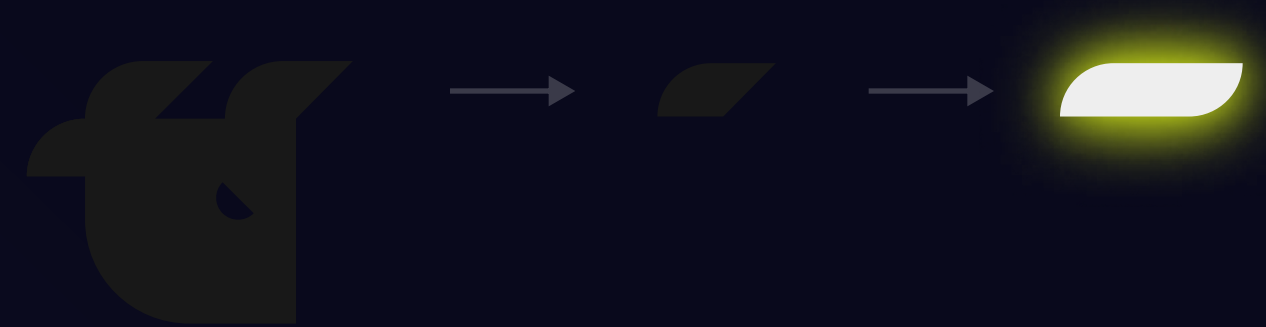
Used in marketing activities in the interface (for example, a running line in markets)

horn

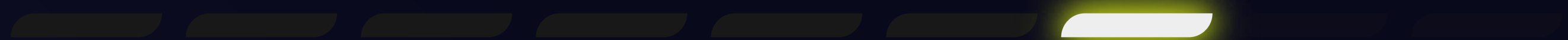


“Loading” lines

A use case for merch as the main graphic element



For stories



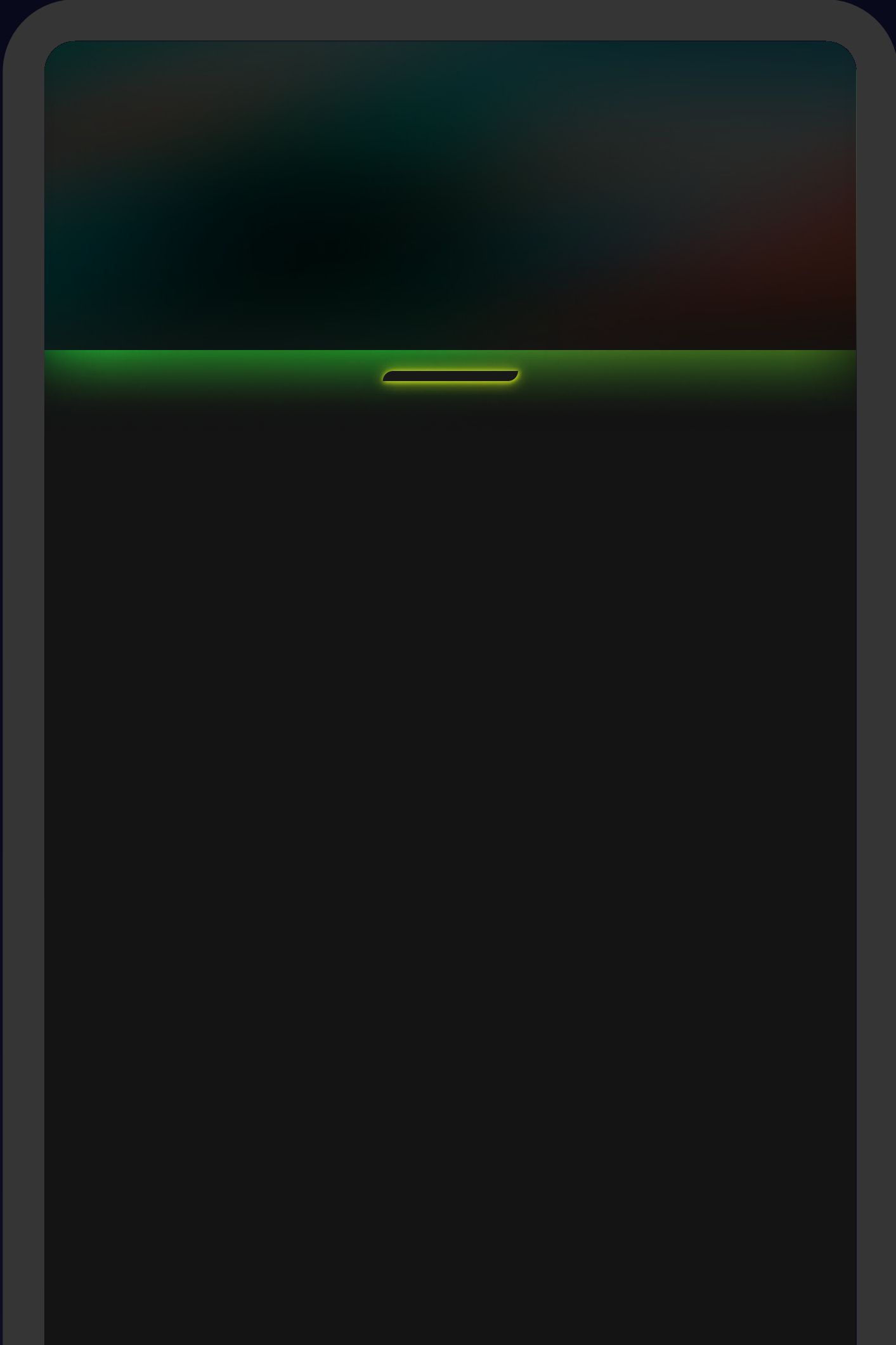
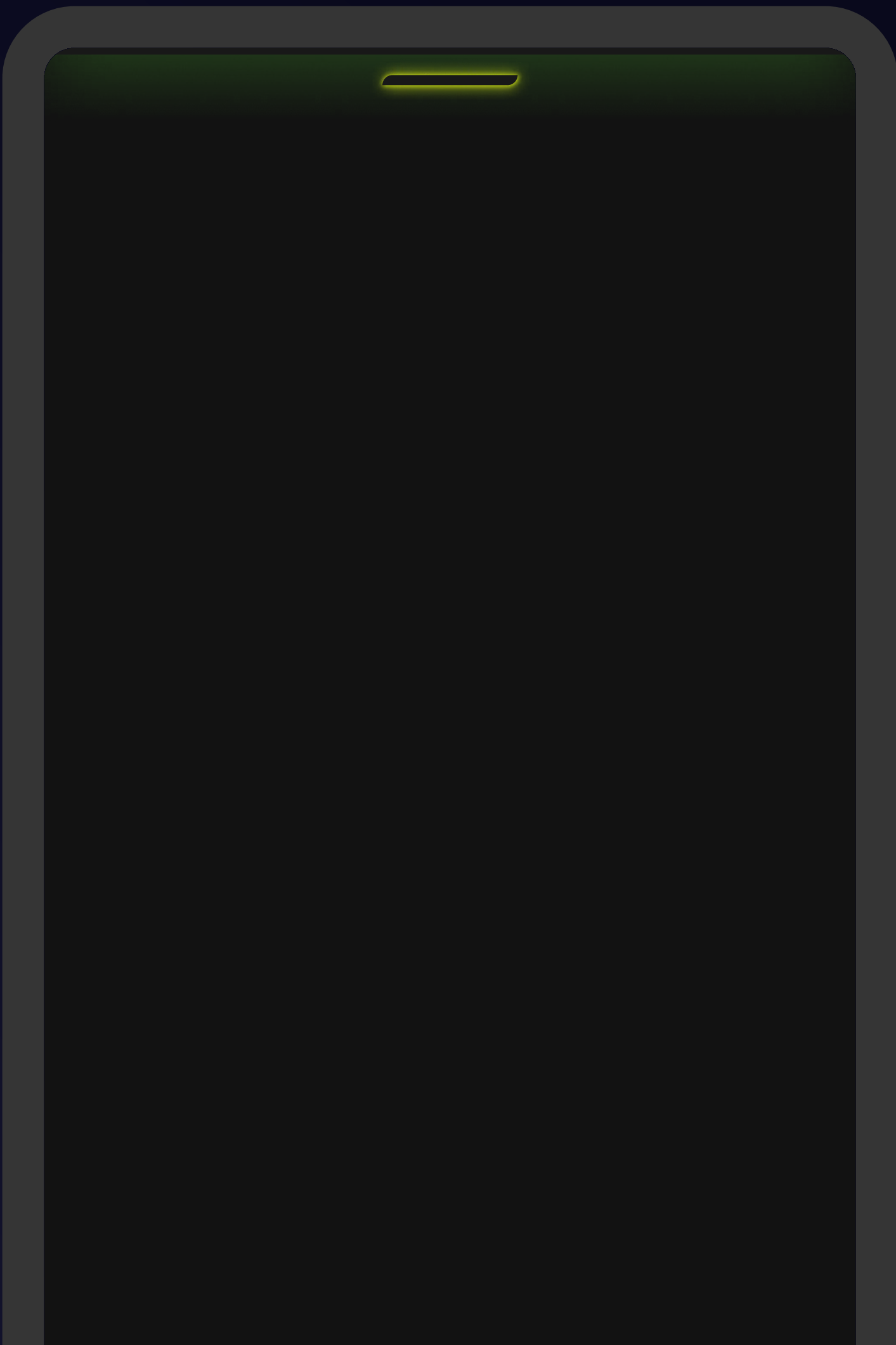
For the loading process



Emphasizing the initial and final actions



**Indicators
and banners**



Indicators and banners

Affiliate program

Are you looking to lend your crypto assets? Exclusive offer for larger deposits. Talk to us to choose one of our custom plans.

Details

Close

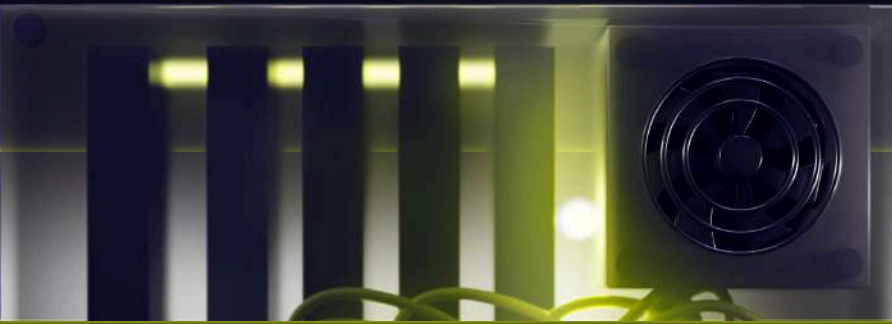


Mining pool

Are you looking to lend your crypto assets? Exclusive offer for larger deposits. Talk to us to choose one of our custom plans.

Details

Close



whitebit

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for Institutional Clients

Are you looking to lend your crypto assets? Exclusive offer for larger deposits. Talk to us to choose one of our custom plans and get special terms for higher amounts. Get in touch.

Details

Close

Crypto Lending

WhiteBIT Crypto Lending is a simple yet effective crypto lending tool – it helps you



