



xpate Brand Book

Visual identity & usage guidelines

xpate

2026 edition

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We keep money flowing

xpate is a payments company. We make it easy to pay, get paid and access funds — all in one place. Everything we design should feel like motion: money, businesses and people moving forward without friction.

accept money

move money

manage money

protect money



How the identity behaves

A few rules guide every layout, so the brand stays recognisable across products, decks and documents.

Movement first

Everything points forward. Imagery and the “X” device carry a sense of flow — clouds, birds, waves, motion.

Quiet by default

Near-monochrome: white on rich black with soft elevated surfaces. Color is an accent, never wallpaper.

One clear accent

Pick a single dominant accent per piece. Purple is bold and brand-forward; blue is calm and fintech.

Playful, not loud

The pixel-icon legacy adds personality — used sparingly, never competing with the message.

Wordmark

The logo comes in two colors: white and black. It is never transparent and never placed where it isn't clearly visible.

NAMING

Don't capitalize "xpate," even at the start of a sentence. In messages, official docs or chat names it is either all lowercase or all caps — xpate or XPATE.

The word "xpate" is displayed in a bold, lowercase, sans-serif font. It is black and centered within a white rectangular box with rounded corners.The word "xpate" is displayed in a bold, lowercase, sans-serif font. It is white and centered within a dark gray rectangular box with rounded corners.

Clear space & sizing

Give the wordmark room to breathe and keep its native proportions. Aspect ratio is fixed at 5000:2084 (about 2.4:1).

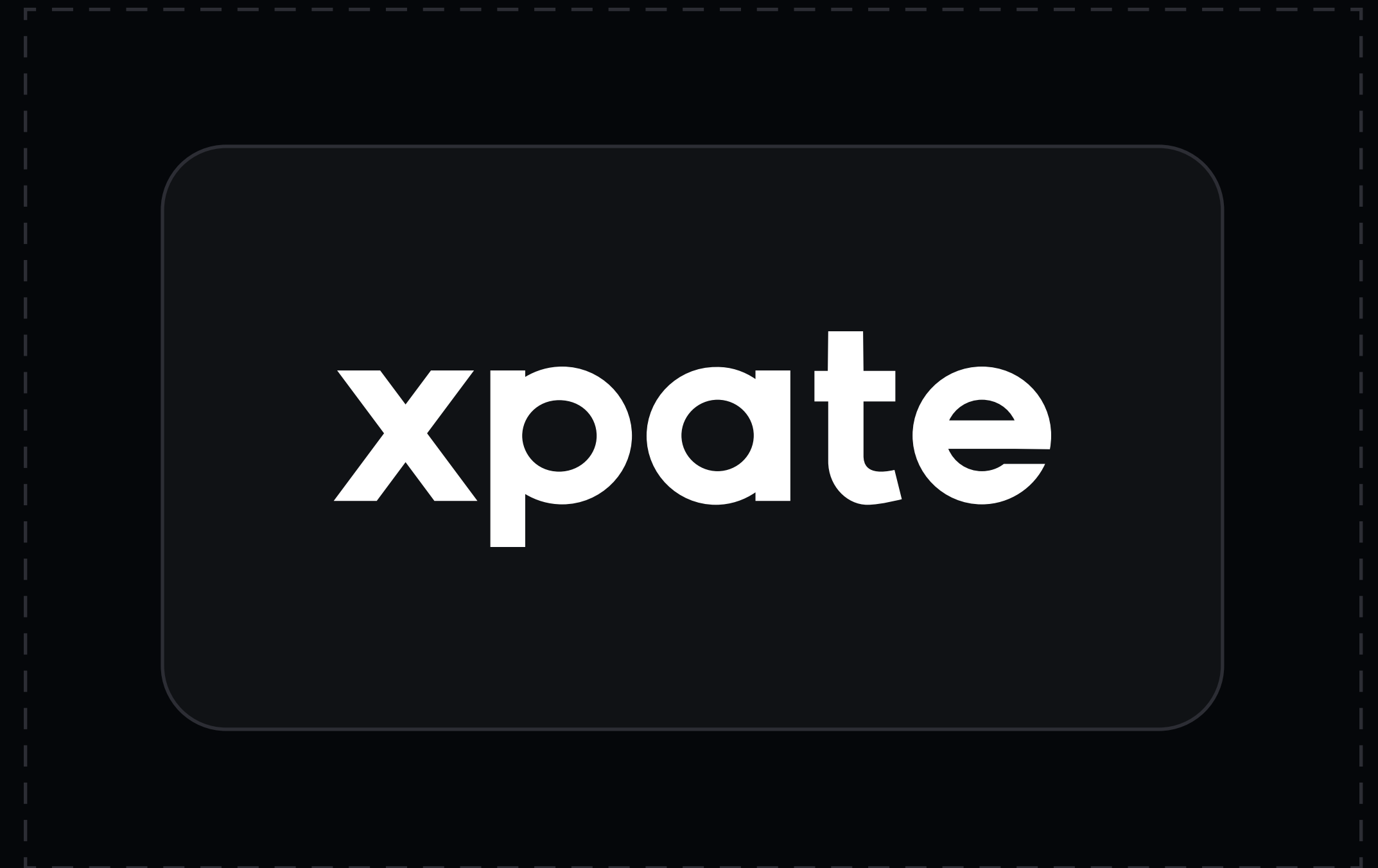
MINIMUM SIZE

Never reproduce the wordmark below ~0.9 in / 23 mm wide in print, or 80 px on screen.

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ASPECT RATIO

Locked at 2.4:1. Never stretch, squash or rotate.



Minimum clear space = cap height of the wordmark on all sides

Favicon & short mark

The shortened mark “xpt” is used only as the website favicon and in product messages from xpate. It never replaces the full wordmark in headers or documents.



On light



On dark

What not to do

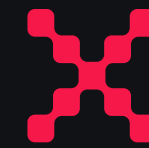
A few hard limits keep the wordmark consistent everywhere it appears.



Don't recolor the wordmark



Don't stretch or squash it



Don't add shadows, outlines or gradients



Don't rotate it



Don't place it on a busy photo without a backing plate



Don't make it transparent or low-contrast

Accent palette

Three accent colors sit on top of the neutral base, supported by three additional colors used sparingly. Use them deliberately, never all at once.

Neon

#DAFE24
RGB 218, 254, 36
C15 MO Y81 KO
Pantone 2297C

Purple light

#D1C8FF
RGB 209, 200, 255
C29, M23, Y0, KO
Pantone 270C

Blue

#96CFFB
RGB 150, 207, 251
C43 M7 Y0 KO
Pantone 2905

Green

#02AA70
RGB 2, 170, 112
C78 MO Y70 KO

Purple

#4B148B
RGB 75, 20, 139
C89 M100 Y2 K1

Red

#F5194A
RGB 245, 25, 74
CO M94 Y56 KO

Neutrals

- Rich black**
#05080B

Primary dark background
- Black border**
#2C2E34

To highlight black
- Black fot text**
#1E1E1E

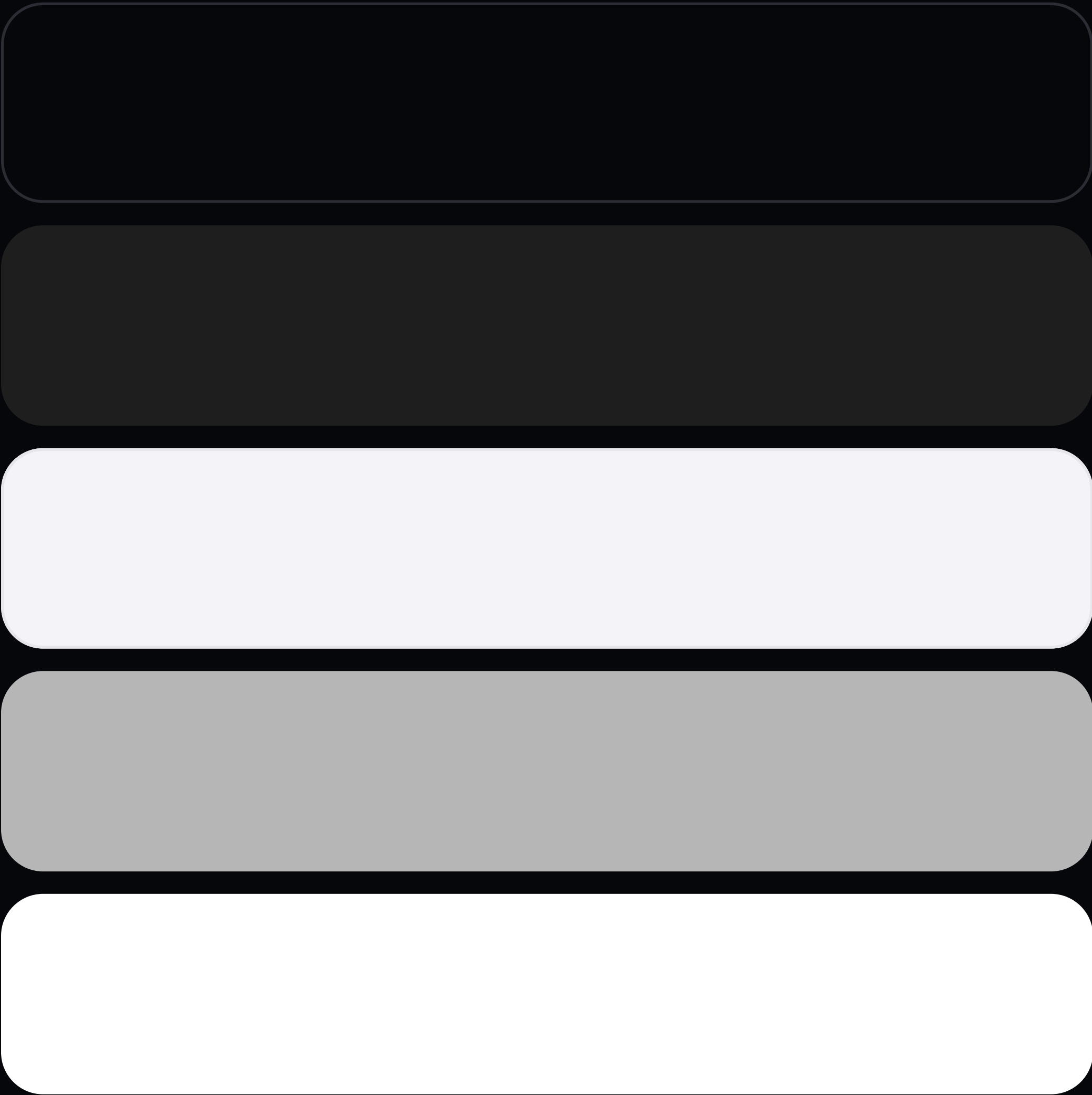
Elevated surfaces, light-mode text
- Grey light**
#F4F3F8

Light-mode card fills
- Grey border**
#E7E6EE

To highlight grey
- Grey**
#B6B6B6

Secondary / muted text
- White**
#FFFFFF

Text on dark, light backgrounds



Two typefaces

Degular is used for accent headlines and text in bubbles. DM Sans is the body font for paragraphs and descriptions. No third typeface, ever.

Degular

Aa

Headlines, accent text, big stats and the text inside pill bubbles.

DM Sans

Aa

Body copy, labels, captions and all UI text — the workhorse of every layout.

Degular

Display · headlines only

Keep money
flowing

Ag

Black

Ag

Bold

Ag

Semibold

Ag

Medium

Ag

Regular

Ag

Light

Ag

Thin

DM Sans

Body · text & UI

We make it easy to pay, get paid and access funds all in one place.

DM Sans handles everything readers actually read: paragraphs, captions, table cells, buttons and labels. It stays legible from 9 pt fine print up to large intros, which is why it carries the bulk of every layout while Degular is reserved for the headline moments.

Ag

Black

Ag

Bold

Ag

Semibold

Ag

Medium

Ag

Regular

Ag

Light

Ag

Thin

The “X”

The main brand asset and mascot is “X.” It can represent anything associated with movement. Important: X is not the logo — the logo is always the wordmark “xpate.”

Wherever possible, imagery is masked inside the “X.” The X turns any motion shot into a branded moment. Favor video and motion over static frames.

Pixel-art icons

The branding incorporates a set of pixel-art icons as a tribute to the emoji legacy of the previous identity. Use them sparingly, as playful accents — never as the primary system for serious financial or compliance content.



Photography & video

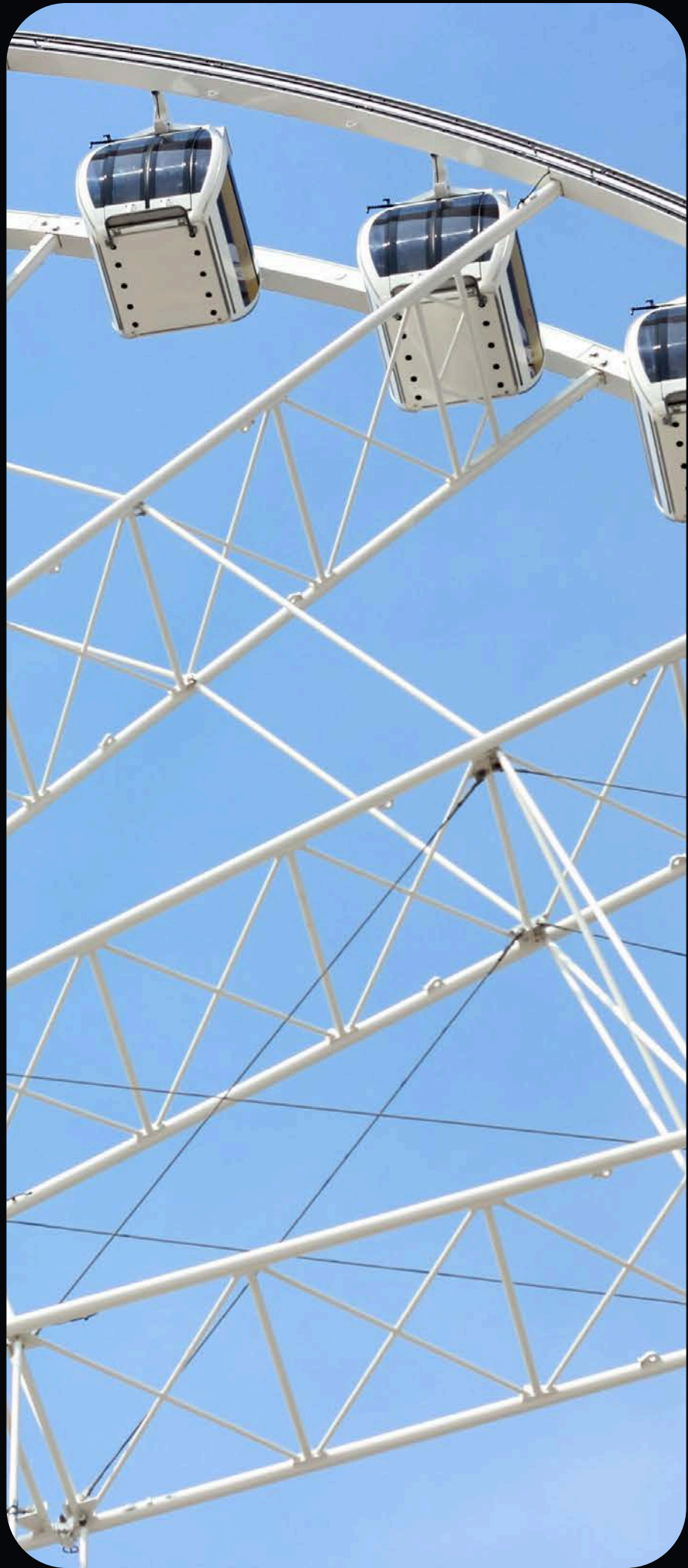
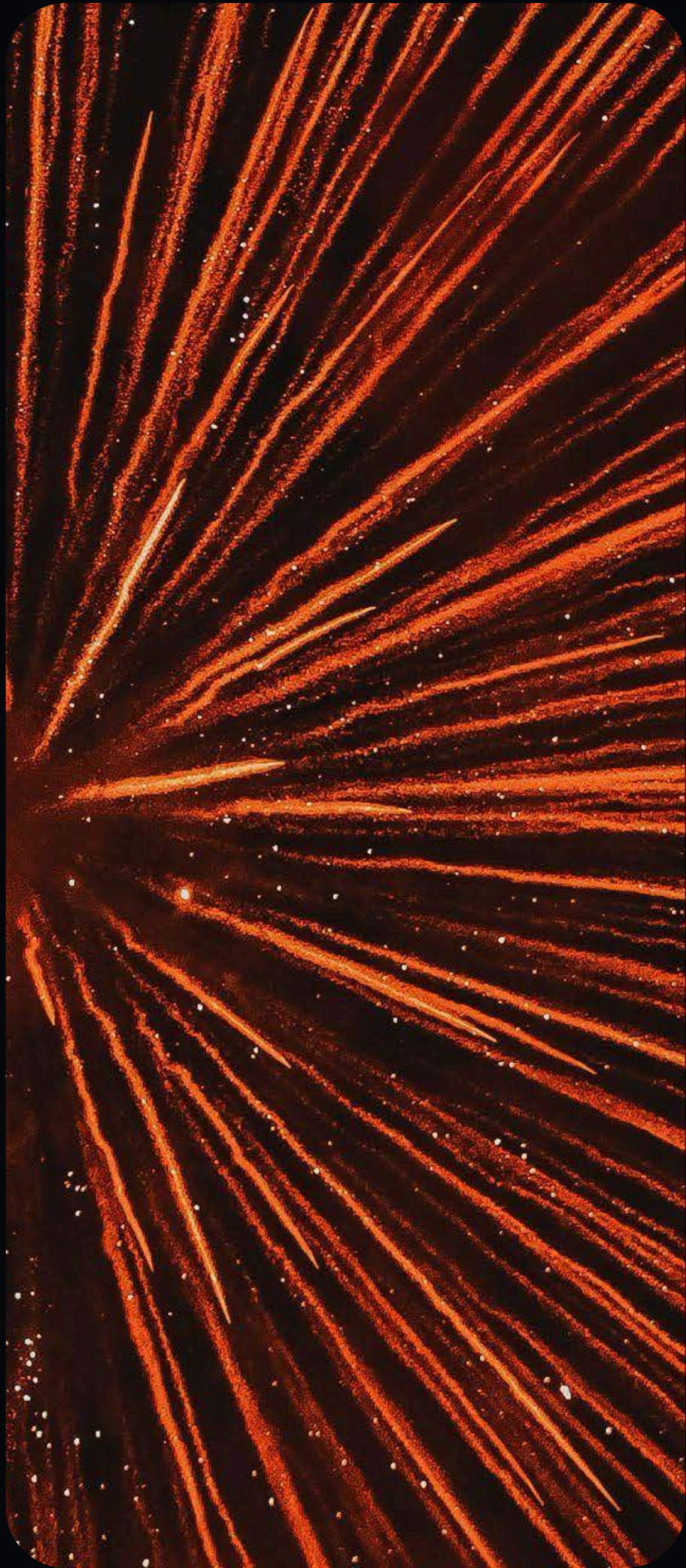
Imagery can be either color or black and white. We photograph nature, people and movement — clouds, birds, waves, light trails, crowds in motion — as a visual metaphor for keeping money flowing. For black-and-white imagery, favor high contrast and a clear sense of flow; never use flat or static color stock.

B&W

color

high contrast

movement



Pills, tags & buttons

Short labels live in fully-rounded pills. Tags use a color fill; the primary action uses one filled button. Corners are never sharp.

Category tags

digital merchants

PSPs

FX

gaming

crypto

Buttons

Schedule a call →

Pay, get paid, and keep money flowing

Schedule a call →

Writing the name

The way we write “xpate” is part of the brand.

Always lowercase

xpate

Don't capitalize “xpate,” even at the start of a sentence

Or all caps

XPATE

In docs or chat names it can be all lowercase or all uppercase

Never

Xpate

No title case, no mixed case, no “XPate”

Event stands & booths

Stands turn the identity into architecture. The system is simple and repeatable: a wall of illuminated "X" tiles, the wordmark reading large across it, and one sculptural "X" overhead so the booth is recognisable from across the hall. Structure stays monochrome — metal, white light and the X pattern — with a single accent surface per stand.

- Do lead with the X — one big overhead X plus the X-tile wall on every stand.
- Do keep the structure monochrome (metal + white light) and add just one accent colour zone.
- Don't scatter multiple accent colours across the whole booth.
- Don't shrink or crowd the wordmark on the X wall — it should read from across the hall.
- Don't lose the "X" as the hero; it's the mascot, not a background texture.



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Keep money flowing