

Introduction

01

Who we are

Mettalex is a decentralised exchange platform that simplifies cross-chain digital asset trading. Using AI agents and Web3 technology, it enables traders to seamlessly operate across multiple blockchain ecosystems through decentralised order books.

At Mettalex, we simplify cross-chain digital asset trading for all traders.

What? How? & Why?

What

Mettalex is a decentralised exchange platform using AI agents and Web3 technology to enable cross-chain digital asset trading through decentralised order books.

How

Mettalex operates using AI agents and Web3 technologies to facilitate cross-chain trading via decentralised order books, leveraging the Fetch ecosystem's tools and autonomous agent capabilities for efficient, secure transactions across multiple blockchains.

Why

Mettalex aims to enhance digital asset trading by simplifying cross-chain transactions and creating a transparent, autonomous environment that reduces intermediaries, increases user control, and provides an efficient alternative to traditional financial systems.

About

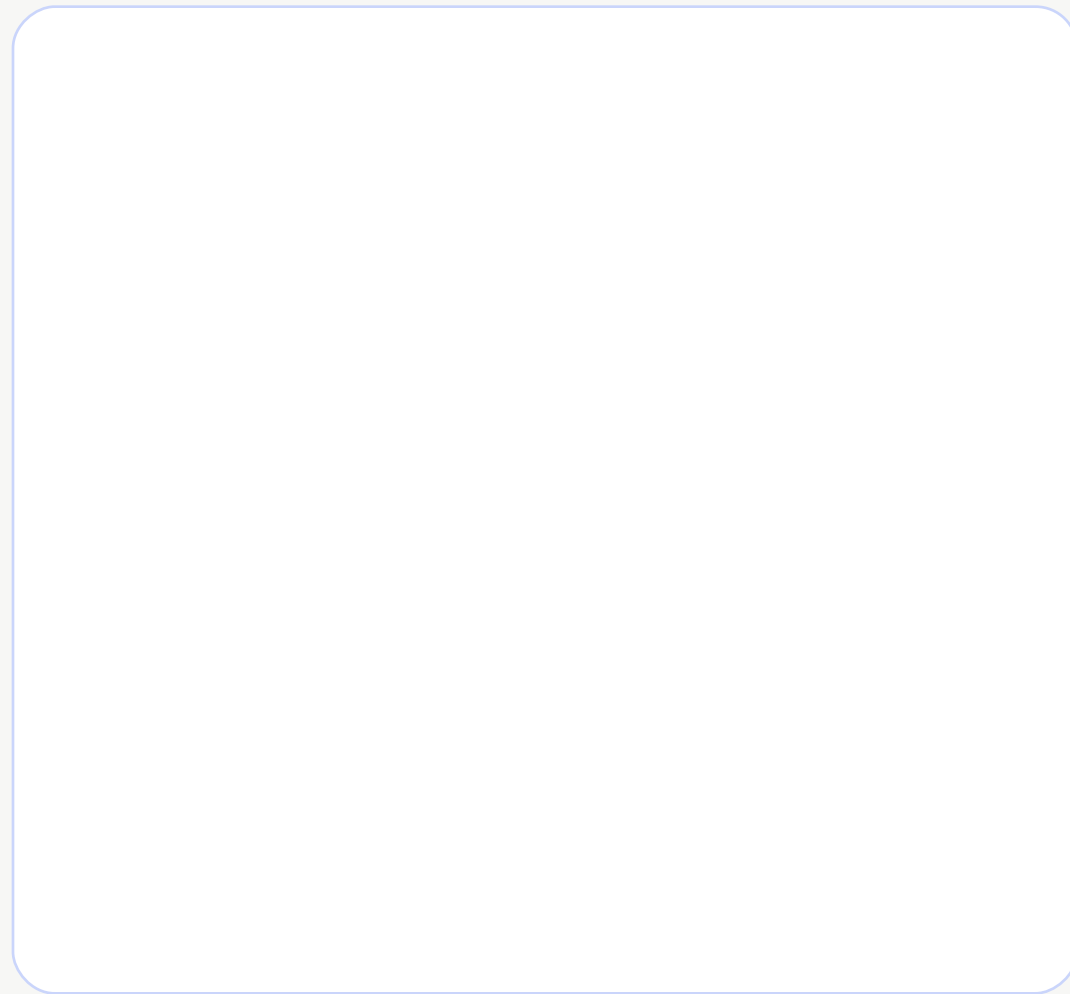
02

Our Mission

To democratise access to global trading markets by providing a secure, transparent, and efficient decentralised trading platform. Mettalex aims to empower traders of all sizes with peer-to-peer direct trading capabilities, enhanced by advanced AI-agent technology, ensuring zero slippage and broader market accessibility without the traditional barriers of liquidity pools.

Our mission is to innovate within the DeFi space, enabling seamless, cross-chain transactions and fostering a fair and inclusive financial ecosystem for everyone.

Our Values



Our Vision

Empowering seamless, direct, and equitable trading across the (decentralized) financial landscape, Mettalex is dedicated to eliminating traditional barriers in DeFi through innovative, agent-based technology.

We envision a world where every trader has frictionless, fair access to the global markets, without the complexities of traditional liquidity pools and the inefficiencies they bring.

Our Personality

Bold,
Reliable,
Cutting-edge,
User-centric

Logo

03

Primary logo



Secondary logo



Mettalex

Tertiary logos



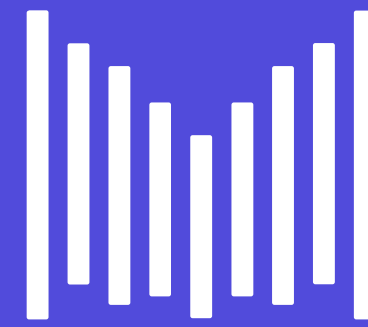
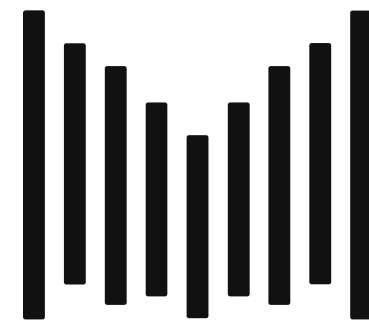
Logo mark





Logo on colour





Brand Guidelines

Here are couple of examples of wrong logo treatments. Please always make sure you're following rules from this guide.



Wrong

Not enough contrast between background and logo



Mettalex
Mettalex

Wrong

The logo proportions should be kept intact



Mettalex
Mettalex

Wrong

The logo should not be rotated



Mettalex

Chain
agnostic
blockchain

Wrong

The logo should have enough space around it

Typography

04

Satoshi

Open Source Typeface

Satoshi embodies our design principles of simplicity, minimalism, and speed, drawing inspiration from the renowned Swiss design movement.

With precision, clarity, and functionality at its core, Satoshi enhances the visual experience of developers and designers, empowering them to effectively communicate their ideas.

Regular

Semibold

Bold

Type hierarchy is crucial to the Mettalex brand. This page acts as a reference for how to clearly scale and showcase hierarchy with Mettalex brand typefaces.

Subheading	Satoshi Semibold	48px	80% LH	-2% LS
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H1 Heading	Satoshi Semibold	110px	80% LH	-2% LS
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Body	Satoshi Regular	18px	140% LH	-1% LS
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Button	Satoshi Semibold	20px	80% LH	-2% LS
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LH = Line Height, LS = Letter Spacing

Careers

Good Work With Good People

At Mettalex, we're a team—not a family. We do good work and help each other out wherever we can. It's that simple.

[View Opportunities](#)

Color

05



Brand Primary

HEX: #514BDB
RGB: rgba(81,75,219,1)



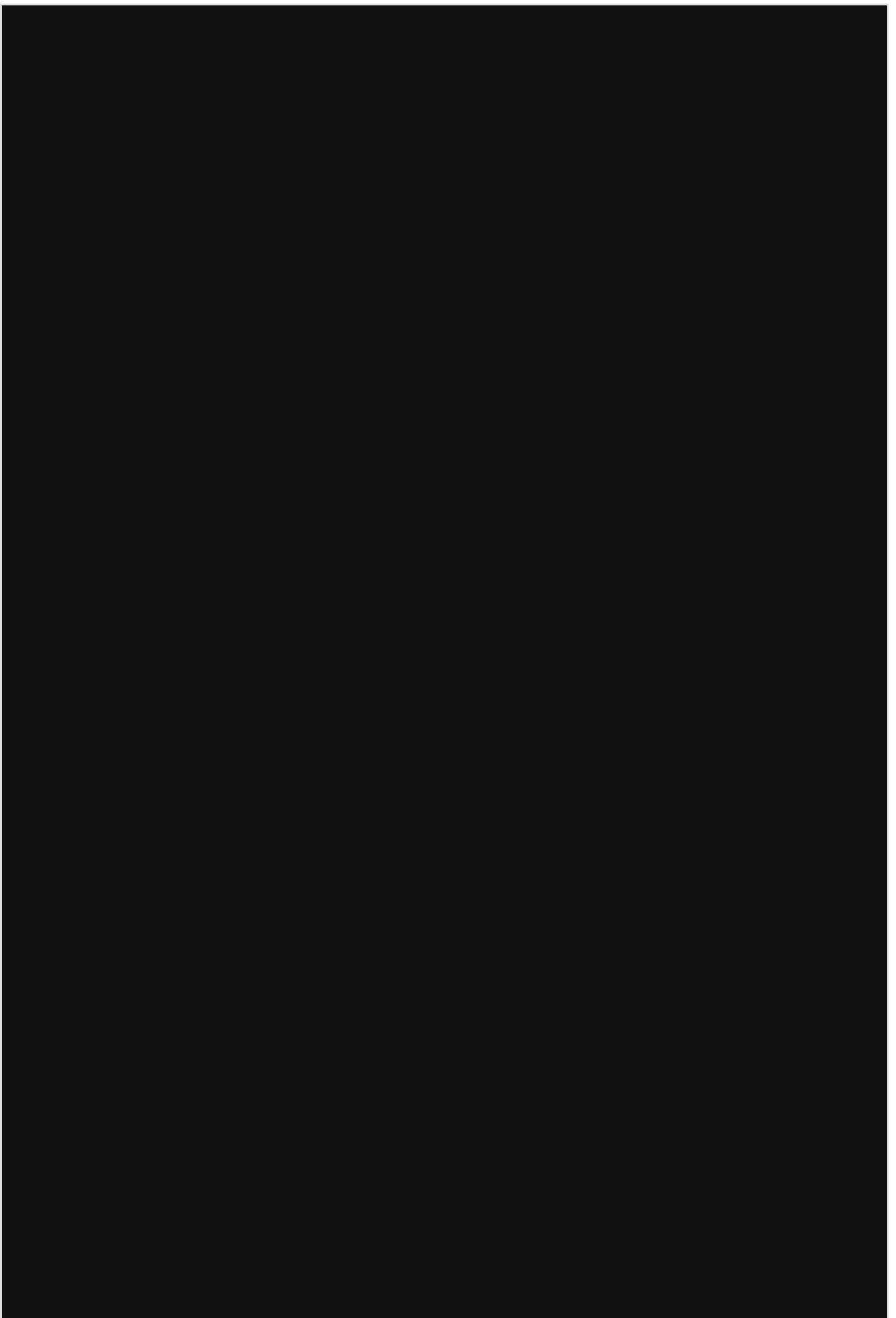
Brand Secondary

HEX: #5BB98B
RGB: RGB (247, 247, 245)



White

HEX: #FFFFFF
RGB: RGB (255, 255, 255)



Gray

HEX: #FFFFFF
RGB: RGB (255, 255, 255)

The graph on the right shows the importance of each color. Black and white are our primary colors while secondary are accent colors used in combination with their tertiary equivalents.

