



Brand Guidelines



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Bourse is building a modern investing experience centred on clarity, confidence and accessibility.

This guide explains how to use the brand consistently. It is written for designers, developers, marketers and anyone creating assets for Bourse. Follow it closely and everything we make will feel like it came from the same place.

Who it's for

Designers, engineers, marketers, partners and contributors building anything Bourse-facing.

How to use it

Treat it as the source of truth. When something isn't covered here, follow the closest principle.

Keeping it current

Version 2.0. Anything that changes gets versioned, not quietly edited.

Four ideas behind every decision.

These aren't decoration. If a design choice doesn't serve at least one of them, it probably shouldn't ship.

01

Clear

Make finance understandable. No jargon where a plain word works. If a person needs a glossary to read our interface, we've failed.

02

Modern

Contemporary layouts and generous whitespace. Nothing cramped, nothing dated. The product should feel like it belongs to now.

03

Trustworthy

Every decision reinforces confidence. Real numbers, honest labels, no dark patterns. People are making money decisions here.

04

Accessible

Design for everyone, not only experienced investors. The person opening their first position matters as much as the veteran.

THE TEST

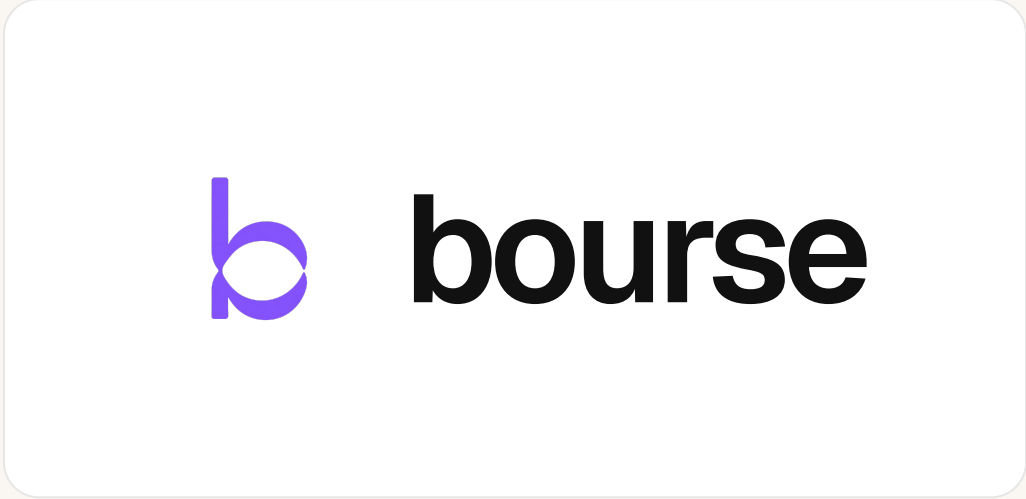
Would someone who has never traded before understand this screen without asking a single question?

The mark

The Bourse icon is the primary brand mark: a lowercase **b** built from a single continuous stroke. Use the full lockup for websites and marketing. Use the standalone icon for app icons, favicons and avatars. Never redraw or modify it.



PRIMARY ICON



FULL LOCKUP – ICON + WORDMARK

When to use which

ASSET	USE FOR	MINIMUM SIZE
Full lockup	Website headers, decks, marketing, documents, email signatures	120px wide
Icon only	App icons, favicons, avatars, social profile images, loading states	24px
Wordmark only	Where the icon already appears nearby, or in very wide horizontal spaces	90px wide

Six approved variants

Pick the variant with the strongest contrast against its background. Never invent a new one.



PURPLE ON CREAM – DEFAULT



PURPLE ON CHARCOAL



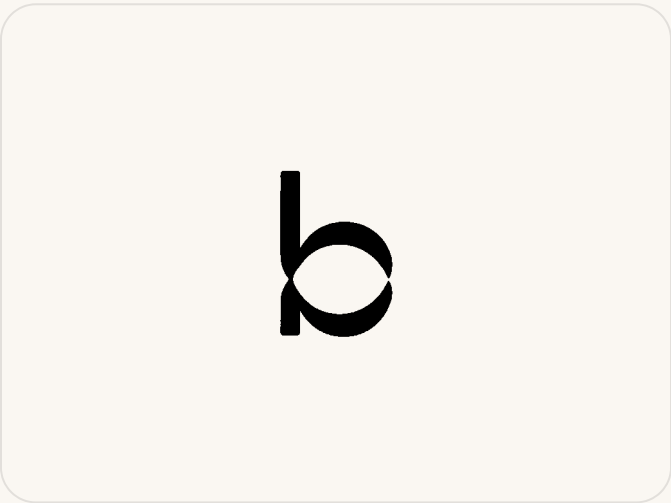
PURPLE ON WHITE



WHITE ON PURPLE



WHITE ON CHARCOAL



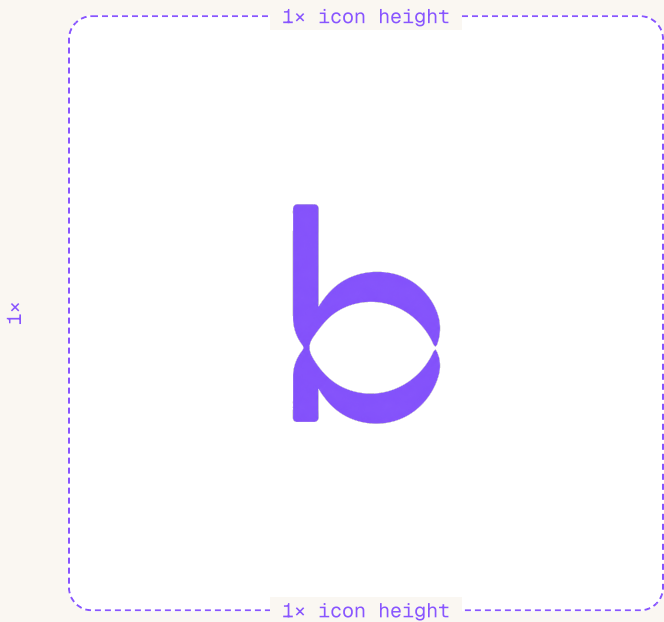
CHARCOAL ON CREAM – MONO

Mint is never the logo colour

Mint signals gains and positive movement inside the product. Using it for the mark dilutes that meaning. The logo is purple, white or charcoal — nothing else.

Give it room

Always leave clear space around the logo equal to the height of the icon itself. This keeps it visible and stops competing elements from reducing its impact.



Minimum sizes

Below these sizes the mark loses its counter shape and stops reading as a b.

CONTEXT	MINIMUM
Digital — icon	24 × 24 px
Digital — full lockup	120 px wide
Favicon	16 × 16 px
Print — icon	8 mm
Print — full lockup	32 mm wide



64PX



40PX



24PX — MINIMUM



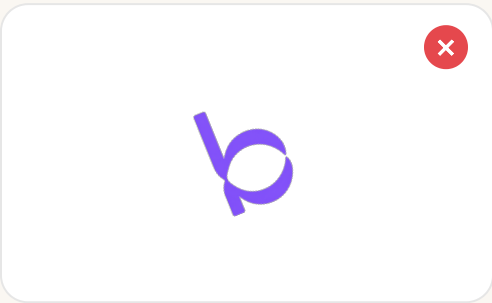
16PX — FAVICON ONLY

Eight things never to do

Each of these breaks recognition. If you find yourself needing one of them, the layout is the problem, not the logo.



Don't stretch
Scale proportionally only.



Don't rotate
Always upright.



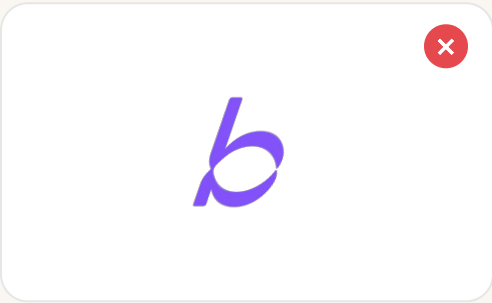
Don't recolour
Approved variants only.



No shadows
Keep it flat.



No outlines
Never add a stroke.



Don't skew
No distortion of any kind.



No low contrast
Must stand clearly apart.



No busy backgrounds
Use a solid field.

Four colours. That's it.

A tight palette is what makes a brand recognisable. Everything Bourse makes is built from these four.

Primary Purple

HEX #8855FF
RGB 136, 85, 255
CMYK 47, 67, 0, 0

Primary actions, links, brand recognition, active states.

Mint

HEX #55FFAF
RGB 85, 255, 175
CMYK 67, 0, 31, 0

Used sparingly. Gains, positive performance, highlights.

Cream

HEX #FAF7F2
RGB 250, 247, 242
CMYK 0, 1, 3, 2

Primary canvas. Gives the interface warmth versus pure white.

Charcoal

HEX #111111
RGB 17, 17, 17
CMYK 0, 0, 0, 93

Primary text colour, dark surfaces, high-contrast panels.

Tints & shades

For hover states, disabled states and data visualisation only. Never for the logo.

PURPLE

#F0EAF

#D6C4FF

#B79AFF

#8855FF

#6B3FD4

#4A2A96

MINT

#E6FFF4

#B3FFDC

#7FFFC5

#55FFAF

#2FD98C

#1E9E64

NEUTRALS

#FAF7F2

#EFEAE1

#D6D3CC

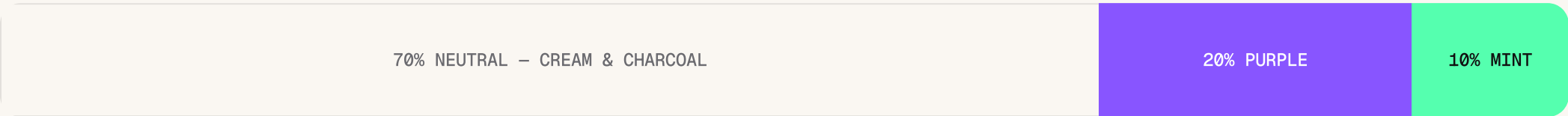
#9B9BA0

#6B6B70

#111111

70 / 20 / 10

Roughly 70% neutral, 20% purple, 10% mint. This keeps interfaces calm while making the things that matter stand out. Colour is a signal here, not decoration.



Neutrals carry the page

Backgrounds, body copy, borders, tables, empty states. If you're unsure what colour something should be, it's neutral.

Purple means act

Primary buttons, links, active nav, selected states, focus rings, key data highlights. One primary purple action per screen.

Mint means up

Gains, positive change, success confirmations, upward movement. Never decorative — if it's mint, it means something went right.

Semantic colours

MEANING	COLOUR	HEX	APPLIED TO
Positive / gain	Mint	#55FFAF	Price up, % gain, success toasts, completed states
Negative / loss	Red	#E5484D	Price down, % loss, destructive actions, errors
Action	Purple	#8855FF	Buttons, links, focus, selection
Caution	Amber	#FFD166	Warnings, pending states, unverified data
Neutral / flat	Grey	#9B9BA0	No change, disabled, secondary information

Approved colour pairs

Maintain sufficient contrast at all times. Minimum 44 × 44px touch targets, clear focus states and readable font sizes. Never rely on colour alone to communicate information — always pair it with a label, arrow or icon.

Aa

Charcoal on cream

Body copy, headings

16.4:1

AAA

Aa

Cream on charcoal

Dark mode body copy

16.4:1

AAA

Aa

White on purple

Primary buttons

4.9:1

AA

Aa

Charcoal on mint

Success chips, highlights

14.1:1

AAA

Aa

Deep purple on cream

Links, small purple text

6.8:1

AA

Aa

Light purple on charcoal

Dark mode links

7.2:1

AA

Never use these pairs

Aa

Cream on mint

Unreadable

1.2:1

Aa

Mint on purple

Vibrating edges

2.9:1

Aa

Light purple on cream

Too faint for text

2.1:1

Geist

Primary typeface · Variable

Geist is our only typeface. It's clean, highly legible at small sizes and neutral enough to let the data speak. Never substitute another face.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 !?@£\$%&()

Weights in use

Regular · 400

Every market, everywhere

Body copy, long-form text

Medium · 500

Every market, everywhere

Navigation, labels, table headers

Semibold · 600

Every market, everywhere

Buttons, UI emphasis, subheads

Bold · 700

Every market, everywhere

Headlines, key figures

Geist Mono

Use Geist Mono for tickers, prices, wallet addresses, timestamps and any tabular figures. Monospaced digits keep numbers aligned as they update.

AAPL \$187.42 +2.41% · 0x5d65...Fb1d

Hierarchy

Body text is normally 16px with comfortable spacing. Use sentence case for headings and avoid excessive capitalisation. Never skip more than one level in the scale.

Heading one

Heading two

Heading three

Heading four

Body text sits at 16px with a 1.6 line height. It should feel unhurried and easy to scan, with enough room between lines that a long paragraph never feels like a wall.

Caption and helper text at 13px, used for secondary detail, disclaimers and metadata.

STYLE	SIZE	WEIGHT	LINE HEIGHT	TRACKING	USED FOR
Display	72px	700	1.0	-0.035em	Hero headlines only
H1	57px	700	1.05	-0.03em	Page titles
H2	40px	700	1.1	-0.02em	Section titles
H3	28px	600	1.2	-0.01em	Subsections
H4	20px	600	1.3	0	Card titles
Body	16px	400	1.6	0	Paragraphs, default text
Label	14px	500	1.4	0	Nav, form labels, buttons
Caption	13px	400	1.45	0	Helper text, metadata
Overline	12px	500	1.3	0.16em	Eyebrows, section tags (mono, uppercase)

Building blocks

Primary buttons use Bourse Purple with white text. Secondary buttons use white backgrounds with subtle grey borders. Cards use 16–20px corner radii and generous padding.

Buttons

Primary action

Secondary

Positive

Ghost link →

Small

Disabled

TYPE	BACKGROUND	TEXT	BORDER	RADIUS	PADDING
Primary	#8855FF	#FFFFFF	none	12px	14 / 30px
Secondary	#FFFFFF	#111111	1px #111 @16%	12px	14 / 30px
Positive	#55FFAF	#111111	none	12px	14 / 30px
Ghost	transparent	#8855FF	none	12px	14 / 20px

Cards & data rows

MARKET PULSE

+4.8%

Seven-day momentum across tracked assets

WATCHLIST

AAPL

Apple Inc.

\$187.42

▲ 2.41%

NVDA

NVIDIA Corp.

\$875.28

▲ 3.76%

TSLA

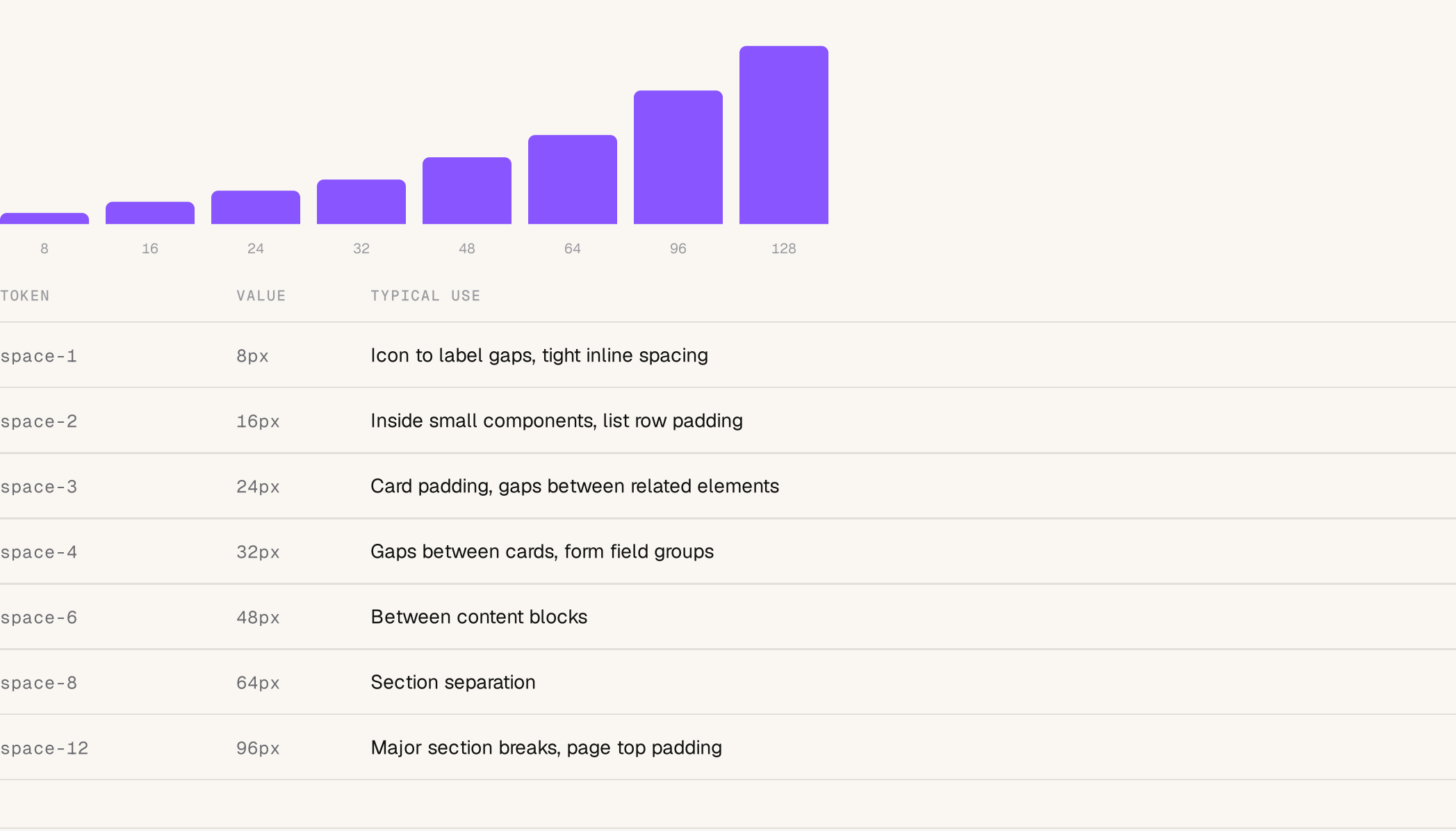
Tesla Inc.

\$248.90

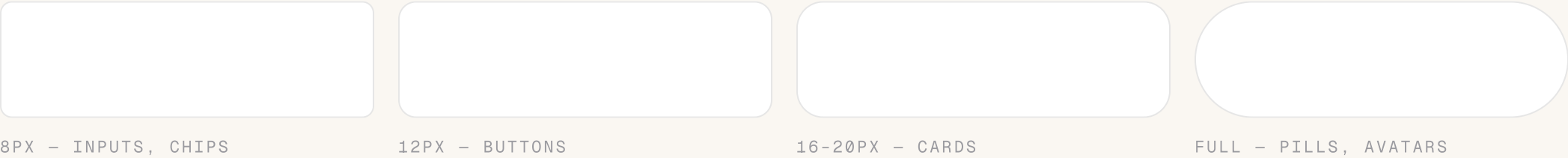
▼ 1.32%

The 8-point system

Every measurement is a multiple of 8. Maintain strong alignment, generous whitespace, rounded corners and minimal visual noise. Every screen should feel calm and intentional.



Radii & elevation



How Bourse talks

We write the way a sharp friend explains something over coffee — direct, confident, never showing off. If a sentence sounds like it belongs in a bank's annual report, rewrite it.

Plain

Say the thing. No hedging, no filler.

Confident

We know what we built. It shows without shouting.

Human

Contractions, short sentences, real words.

Honest

Never overpromise. Illustrative data is labelled as such.

✓ WRITE THIS

See every market, everywhere, without the Bloomberg terminal price tag.

Watch the money before it moves the price.

The data's a mess everywhere else. Here, it just makes sense.

No jargon, no guesswork.

✗ NOT THIS

Read tokenized markets as one connected field, from price structure to shifting liquidity.

Turn public wallet activity into context: where conviction is forming.

Receive a concise, readable explanation of the relationship.

Leverage institutional-grade analytics.

Words we avoid

Conviction, leverage (as a verb), synergy, seamless, revolutionary, disrupt, unlock (unless literal), best-in-class, institutional-grade, ecosystem (when we mean product), robust, empower.

In the wild

How the system comes together across surfaces.

bourse.money

b

bourse

MarketsWalletsDocs

Follow the progress

ACCESSIBILITY SHOULDN'T BE A PRIVILEGE

Every market you already know.
Now onchain.

See the prices, see the wallets, see who's actually moving the market — all without needing a finance degree to understand it.

Get startedSee the markets

b

APP ICON — PURPLE

b

APP ICON — CHARCOAL

b

APP ICON — CREAM

bourse.money

@boursemoney

Before you publish

Run through this every time. It takes thirty seconds and catches almost everything.

- ☒ **Is the correct logo variant used?**
Highest contrast against its background. Never redrawn, recoloured or distorted.
- ☒ **Is there full clear space around the mark?**
At least 1× the icon height on every side.
- ☒ **Are only approved colours used?**
Purple #8855FF, Mint #55FFAF, Cream #FAF7F2, Charcoal #111111 — plus approved tints.
- ☒ **Does the colour ratio feel roughly 70 / 20 / 10?**
Mostly neutral. Purple for action. Mint only where something went up.
- ☒ **Is Geist used consistently?**
Geist for everything, Geist Mono for tickers, prices and addresses.
- ☒ **Is spacing on the 8-point grid?**
Generous whitespace. Nothing cramped or arbitrarily positioned.
- ☒ **Does every contrast pair pass AA?**
4.5:1 minimum for text. Touch targets at least 44 × 44px.
- ☒ **Does the copy sound like a person wrote it?**
No jargon. No hedging. Read it aloud — if it sounds stiff, rewrite it.
- ☒ **Does it feel simple and trustworthy?**
If anything feels loud, busy or overpromising, take something away.



Accessibility shouldn't be a privilege.

Questions about the brand, or need an asset that isn't covered here?
Reach out before improvising.