INDEXING CO.

BRANDING GUIDELINES

2026

SECTION INDEX

INDEXING CO.

01

INDEXING CO.

INTRODUCTION

The Indexing Company is a cutting-edge blockchain infrastructure platform designed to power the next generation of on-chain applications and payments. It enables seamless access to real-time blockchain data, helping businesses build faster, more efficient, and reliable decentralized solutions. By simplifying complex data processes, The Indexing Company transforms how information flows across networks—making it structured, accessible, and actionable. With a strong focus on speed, scalability, and precision, it ensures that developers and platforms can operate with confidence in an increasingly dynamic digital landscape.
Built for the future of Web3, The Indexing Company evolves alongside the needs of modern, data-driven ecosystems.

Brand Personality

Innovative	Fast	Techie
Sophisticated	Clean	Intelligent

Visual Overview

LOGO

02

Our Logo

The indexing co. embodies intelligence, speed, and connectivity. The design incorporates sleek, futuristic elements that symbolize AI-powered acceleration and seamless automation. It reflects the brand's forward-thinking approach while maintaining a clean and professional aesthetic.

INDE XING CO.

VERTICAL

INDEXING CO.

HORIZONTAL

Dex

The DEX rabbit is a minimal form that rep-
resents clarity, speed, and structured intelli-
gence in handling on-chain data. Its smooth
curves convey flow and accessibility, while its
precise geometry reflects technological effi-
ciency.

The central circular cutout symbolizes a node or
point of connection, reinforcing ideas of data
organization and validation. Its upright ears sug-
gest constant awareness and real-time pro-
cessing.

Overall, the character communicates agility,
order, and a system that is always active—trans-
forming blockchain complexity into clear, acces-
sible experience
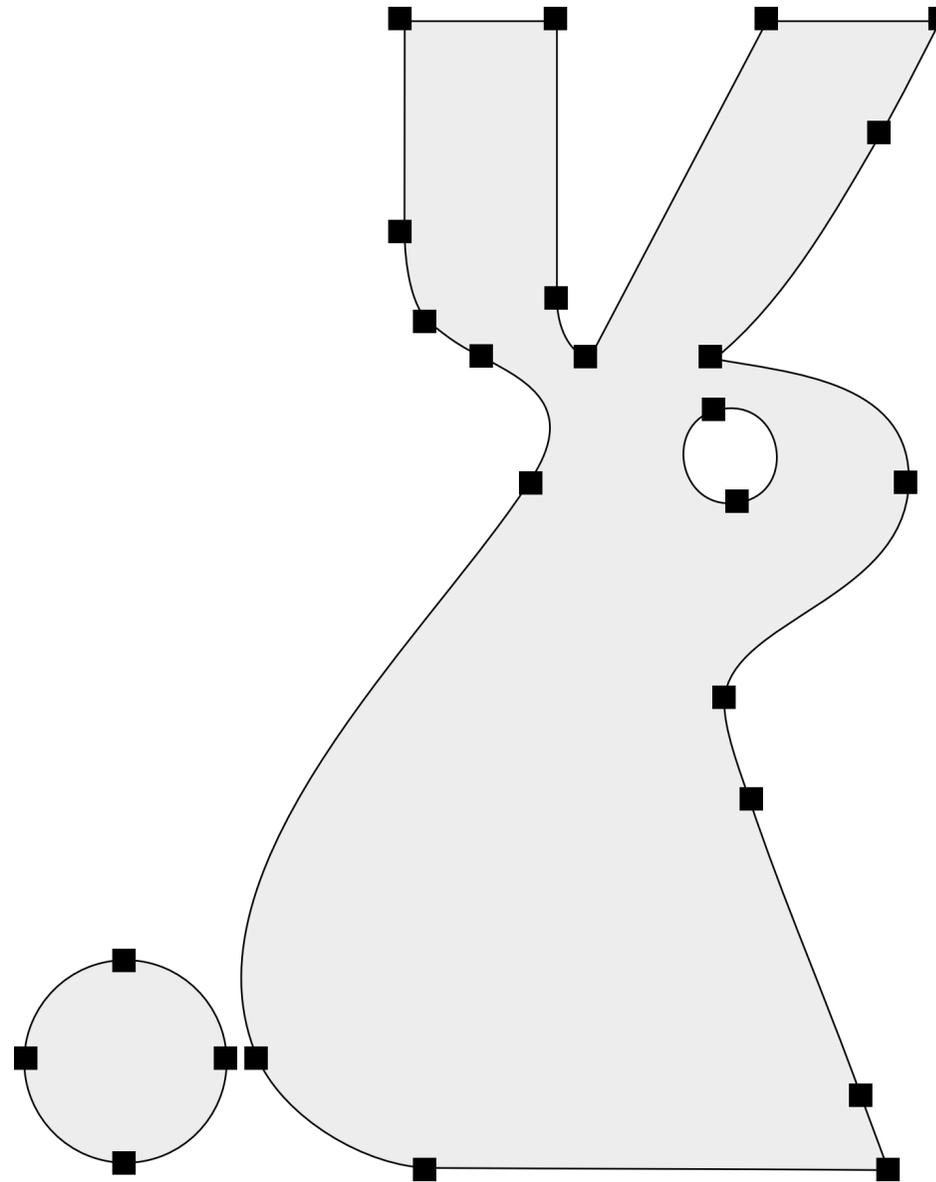
Logotype

The Indexing wordmark is a clean, modern typographic system that reflects the platform's focus on clarity, structure, and real-time intelligence.

Set in a geometric, digital sans-serif typeface, the lettering conveys precision and accessibility—key qualities for a platform designed to simplify complex on-chain data. The consistent line weight and balanced spacing create a sense of order and stability, mirroring how The Indexing Company organizes and structures blockchain information.

Its refined simplicity reinforces a forward-thinking identity, positioning the brand as a reliable and intelligent layer within the evolving Web3 ecosystem.
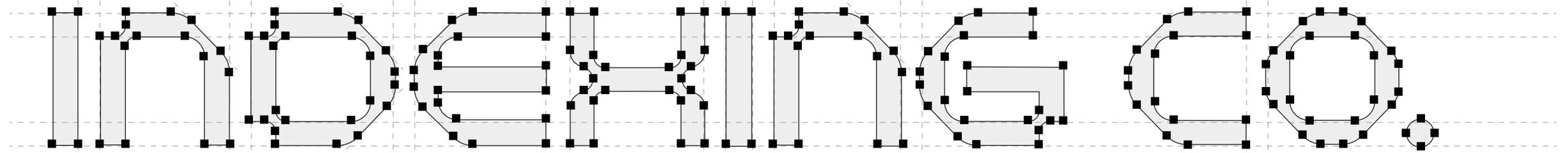
Logo Versions

The Indexing co. logo system is designed for flexibility and impact. With adaptable configurations including horizontal, vertical, and brandmark variations each version is purpose built for clarity across digital and physical touchpoints. This versatility ensures a consistent and recognizable brand presence, no matter the platform or format.

Brandmark (DEX)

Horizontal

Vertical

12

Logo Clear Zone

To maintain the clarity and presence of our logotype, a clear zone has been defined using the height of the uppercase "x" as a reference. This dedicated spacing ensures the logo stands independently, free from visual distractions. It upholds the legibility and integrity of the logotype across all applications by preventing overlap or visual congestion.

INDEXING CO.

Brandmark (DEX)

For the logomark, we've designated a clear zone equal to the half of the logomark This spacing rule helps preserve the distinctiveness and strength of the mark, even when scaled down or placed in tight layouts. It acts as a protective boundary, reinforcing brand recognition and maintaining visual impact in every context.
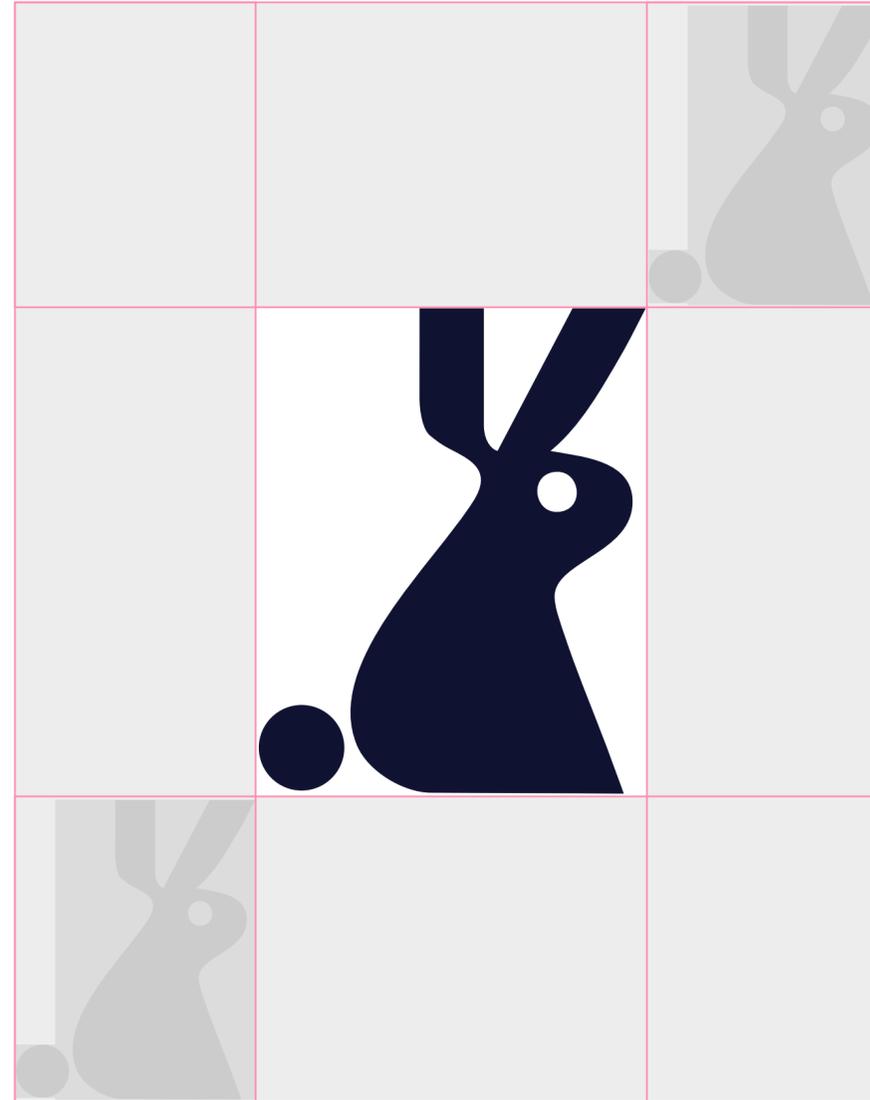
Logo Prohibited Usage

The following examples highlight a variety of restricted usages of the our logo

Do not distort or reshape

Do not modify typography

Do not alter colors

Do not add elements on logo

Do not use effects

Do not use gradient in logo

Do not encapsulate in a shape

Do not outline

Do not mask image in logo

Do not place logo on low contrast background

Do not alter orientation

Do not violate clear space

Logo Usage

To maintain brand flexibility while ensuring consistency, the logo may be used in a set of approved color variations. These variations are carefully selected to accommodate different backgrounds, materials, and media formats. Using the correct color version ensures optimal visibility, reinforces brand identity, and allows the logo to adapt effectively to a wide range of visual environments.

INDEXING CO.

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INDEXING CO.

Partner Co Branding

Sometimes, Indexing Co. will appear alongside a partner or sponsor logo. To maintain consistency and visual harmony, both logos should be separated by a line equal in height or width The space between them is defined using the width of the capital "X" in our wordmark.

Partner logos should never exceed the height of the Logomark In cases where a partner's logo has irregular dimensions, optical alignment may be used to ensure balance. These lockups help Indexing Co. maintain a strong, professional presence while honoring visual equity in collaborations

50%

INDEXING CO. | THE NEIGHBORHOOD
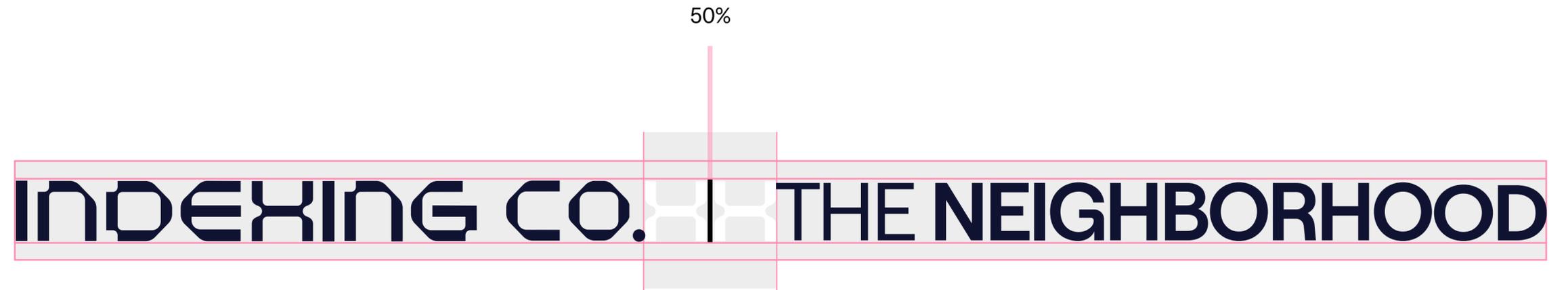
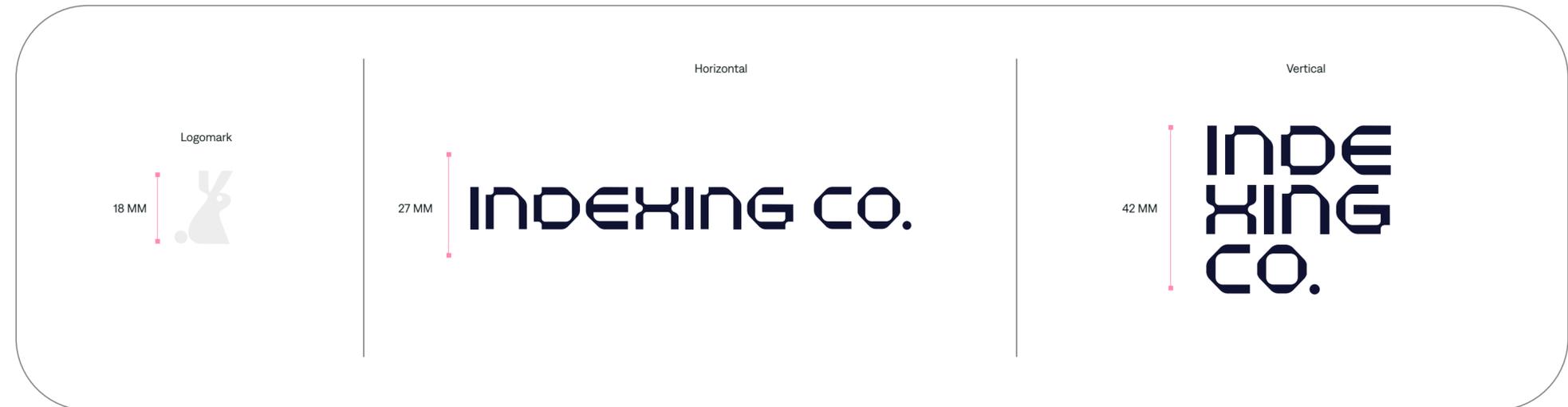INDEXING CO. | THE NEIGHBORHOOD

Minimum Size

To preserve clarity and visual impact across all applications, The Indexing co logo must never be scaled below its defined minimum sizes. These limits ensure our identity remains sharp, legible, and recognizable whether in print or digital formats.

Digital

Favicon

32 PX

Logomark

64 PX

Horizontal

76 PX

INDEXING CO.

Vertical

120 PX

INDE XING CO.

Print

Logomark

18 MM

Horizontal

27 MM

INDEXING CO.

Vertical

42 MM

INDE XING CO.

COLOR PALETTE

03

Brand Colors

Indexing Co. brand colors are the core of our visual identity. These colors reflect our personality modern, creative, and confident and should be used thoughtfully to maintain brand recognition. The brand palette includes both primary and secondary colors to support a range of expressions and use cases.

01

Black

02

Navy blue

03

Electric Blue

04

Llavander

05

Bubblegum Pink

06

White

07

White Smoke
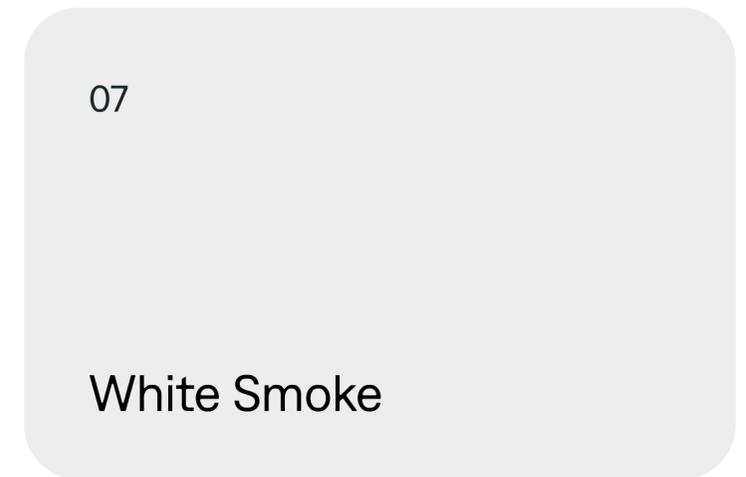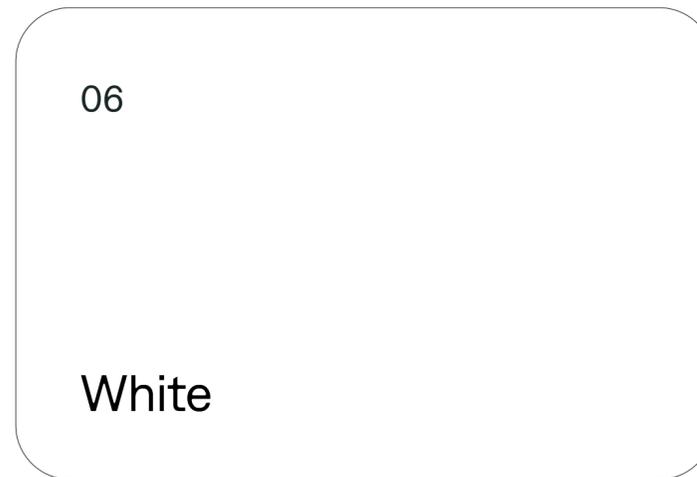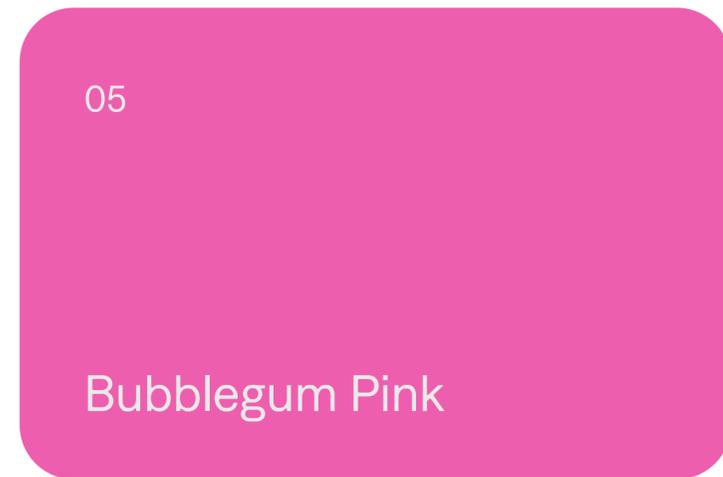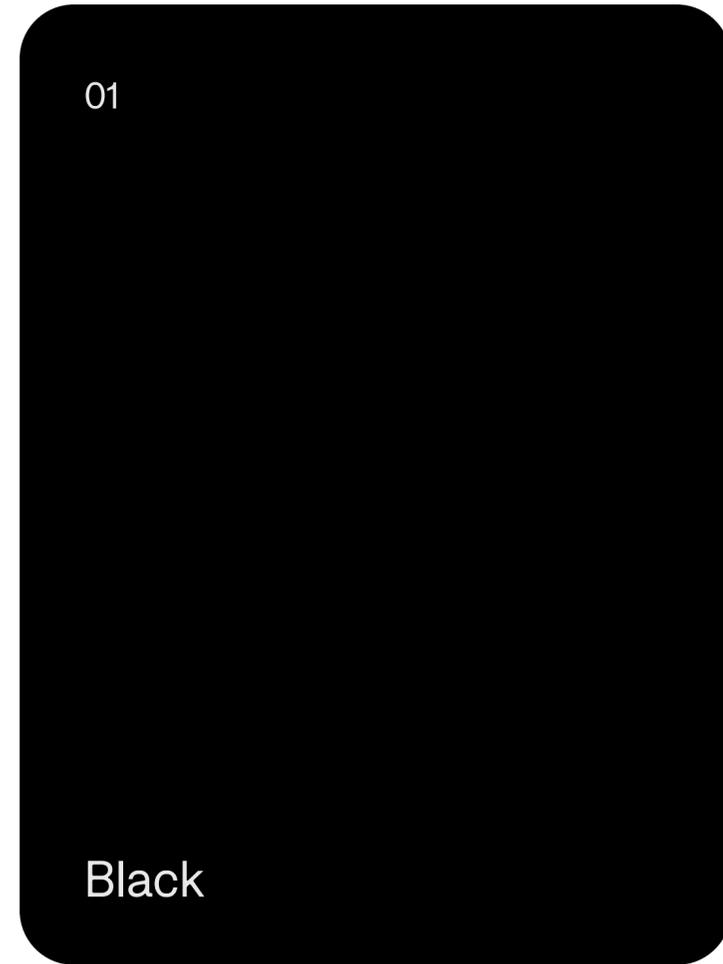
Primary Colors

The primary colors are the most prominent in Indexing Co. visual identity. These shades should dominate all branded materials and be used consistently in logos, backgrounds, key graphics, and high-impact areas. They serve as the foundation of all design communications and ensure a unified and recognizable presence.
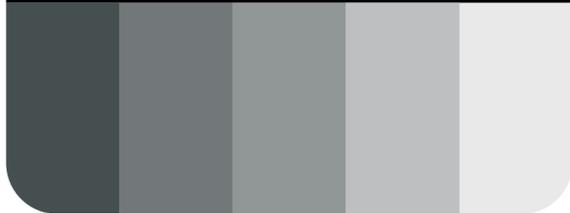
Black

HEX 000000

R 00
G 00
B 00

C 00
M 00
Y 00
K 100

01

Navy Blue

HEX 10122F
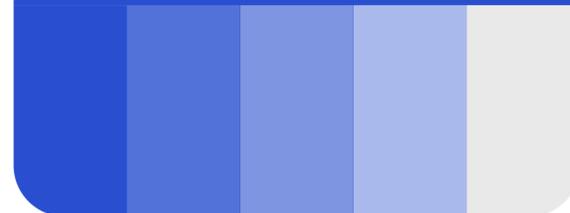
R 16
G 18
B 47

C 95
M 90
Y 48
K 62

02

Electric Blue

HEX 324EC8

R 50
G 78
B 200
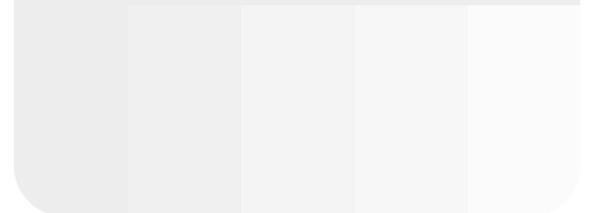
C 88
M 76
Y 00
K 00

03

White Smoke

HEX EDEDED

R 237
G 237
B 237

C 05
M 04
Y 04
K 00

04

Secondary Colors & Gradients

Secondary colors and gradients complement the primary palette and offer flexibility fordesign variety. These can be used for accents, illustrations, infographics, and supportive elements. While they add visual interest and depth, they should never overpower the primary colors or compromise brand cohesion.

Lavander

HEX BFBBFB

R   191
G   187
B   251

C   24
M   26
Y   00
K   00   01
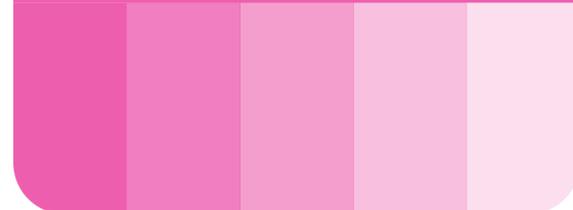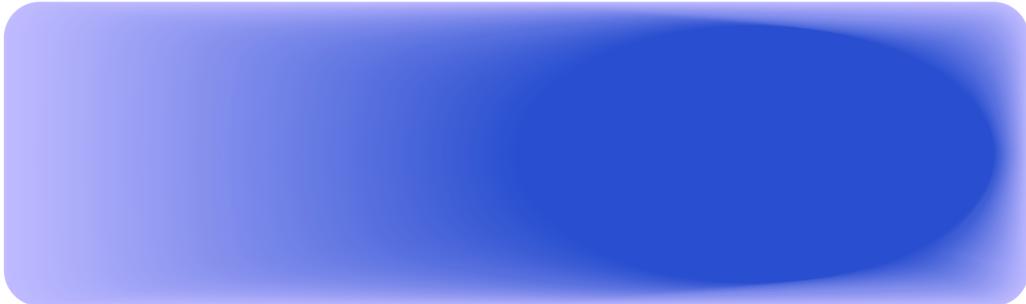
Bubblegum Pink

HEX   DD67AB

R   221
G   103
B   171

C   08
M   78
Y   06
K   00   02

HEX DD67AB

HEX B33875

HEX BFBBFB

HEX 324EC8

HEX 324EC8

HEX 10122F

TYPOGRAPHY

04

Our Font & Weights

Denim Ink is a modern, self-assured typeface where clarity meets character. Its geometric structure and clean lines create a contemporary aesthetic that feels both versatile and effortlessly refined.

Designed to be both functional and expressive, it brings visual coherence while maintaining a subtle yet distinctive presence. With an international sensibility, Denim Ink adapts across contexts without losing its refined identity.

DENIM INK

WD Light / *WD Light Italic*

ABCD abcd
ABCD abcd

Regular / *Italic*

ABCD abcd
ABCD abcd

SemiBold / *SemiBold Italic*

ABCD abcd
ABCD abcd

Light / *Light Italic*

ABCD abcd
ABCD abcd

Medium / *Medium Italic*

ABCD abcd
ABCD abcd

Bold / *Bold Italic*

ABCD abcd
ABCD abcd

Type Hierarchy

A clear typographic hierarchy guides how we present information. From headlines to body text, each level has specific styles and sizes to ensure content is organized and easy to navigate.

Headline - Denim ink Regular : Always in Capitals.

TURN BLOCKCHAIN DATA INTO CLARITY

Subheading - Denim ink WD Light

Real-time indexing infrastructure for seamless on-chain experiences

Body content - Denim ink Regular

The Indexing Company transforms complex blockchain data into structured, accessible information—powering faster decisions, smoother payments, and scalable digital products. Built for performance and precision, it enables teams to navigate Web3 with confidence.
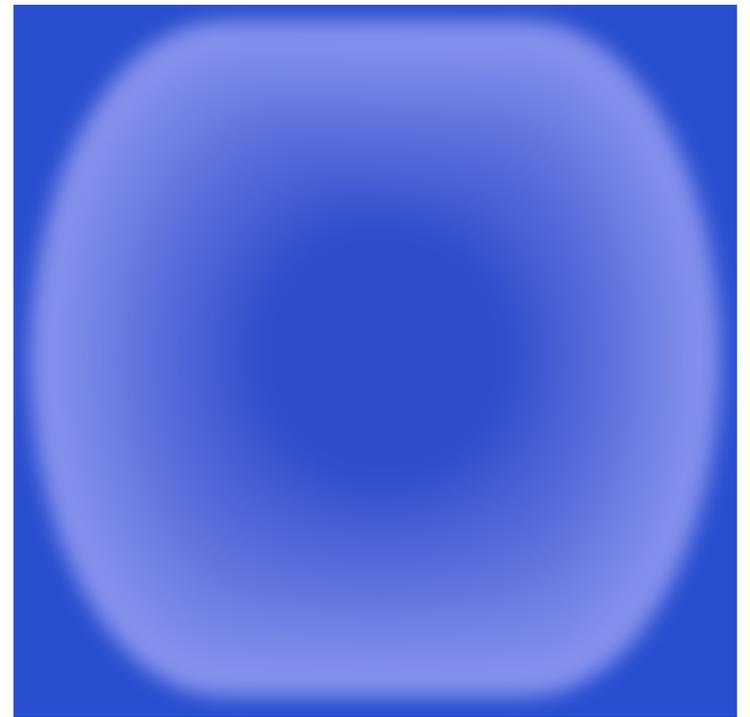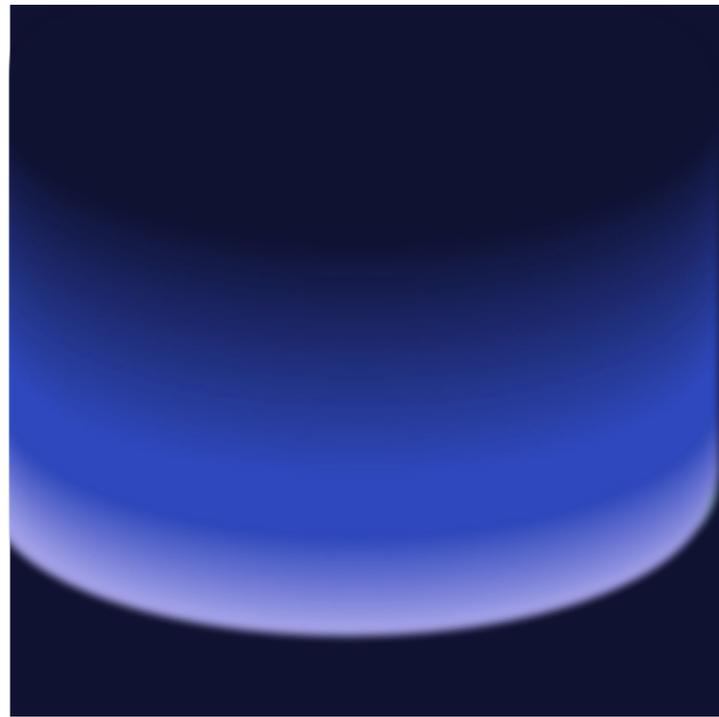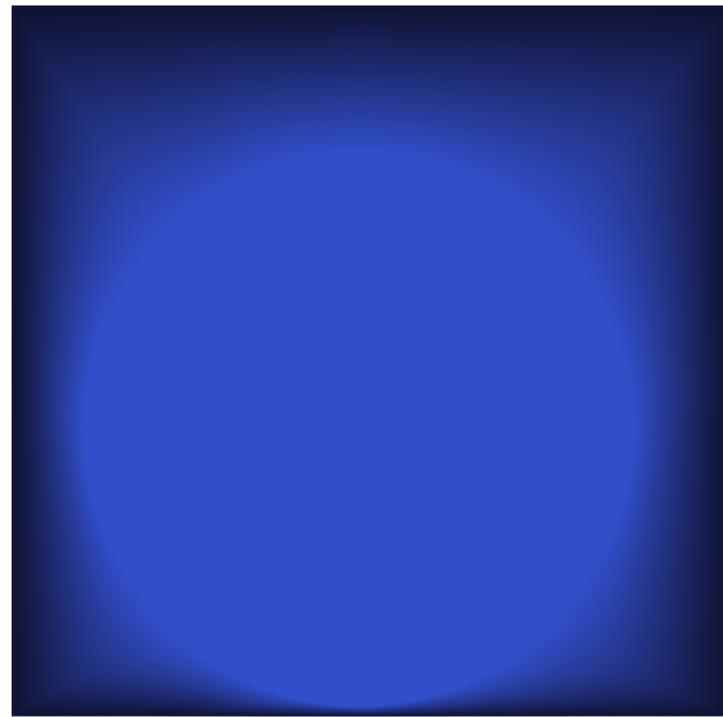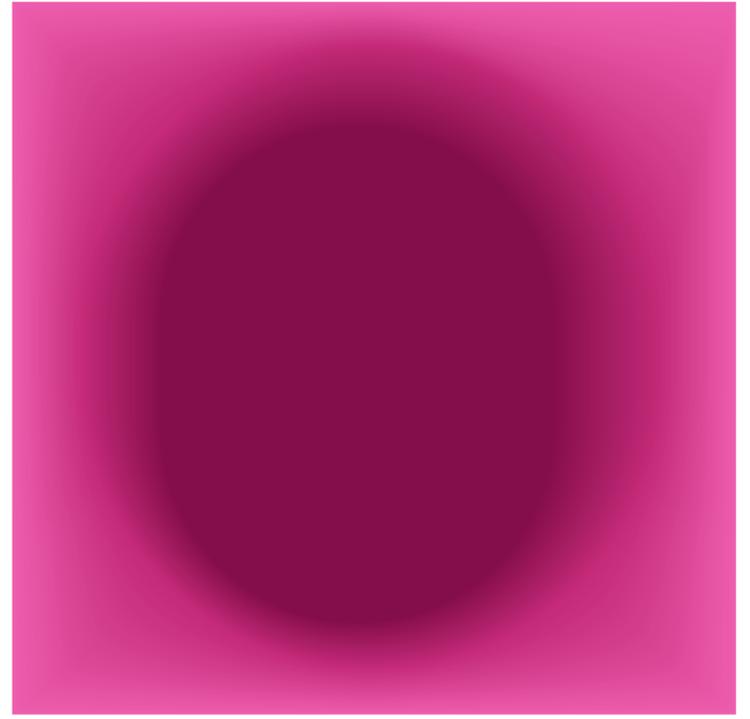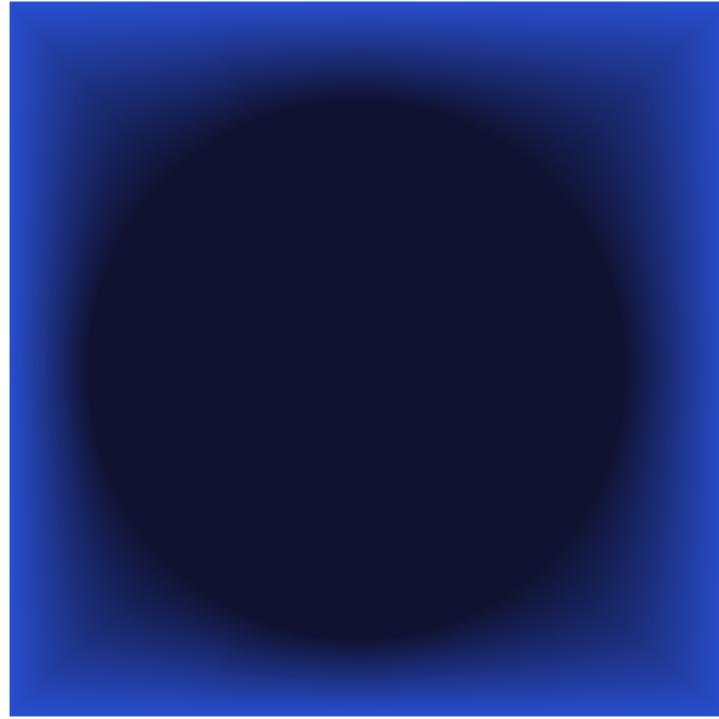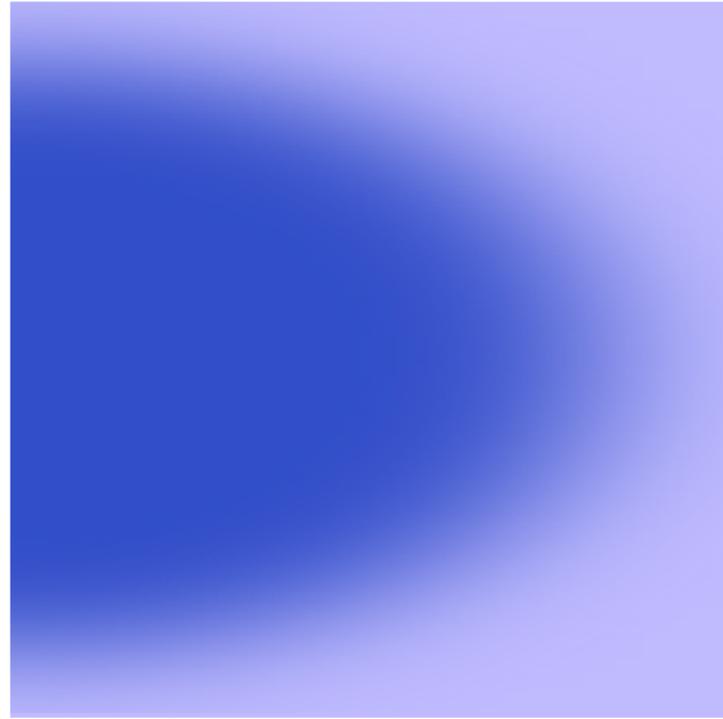
Button - Denim ink Regular : Always in Capitals.

GET STARTED

GRADIENTS

05

Gradients

The gradients reflect the dynamic flow of on-chain data—fluid, evolving, and always in motion. Their subtle transitions evoke depth, connectivity, and the seamless exchange of information, bringing a sense of energy and modernity to the visual system.

LAYOUTS

06

Square (1:1 Ratio)

Used primarily for social media posts and profile imagery, square layouts maintain balance and symmetry in compact spaces.

INDE XING CO.

Pipelines integrate directly to your existing storage layers. No middlemen, direct to you.
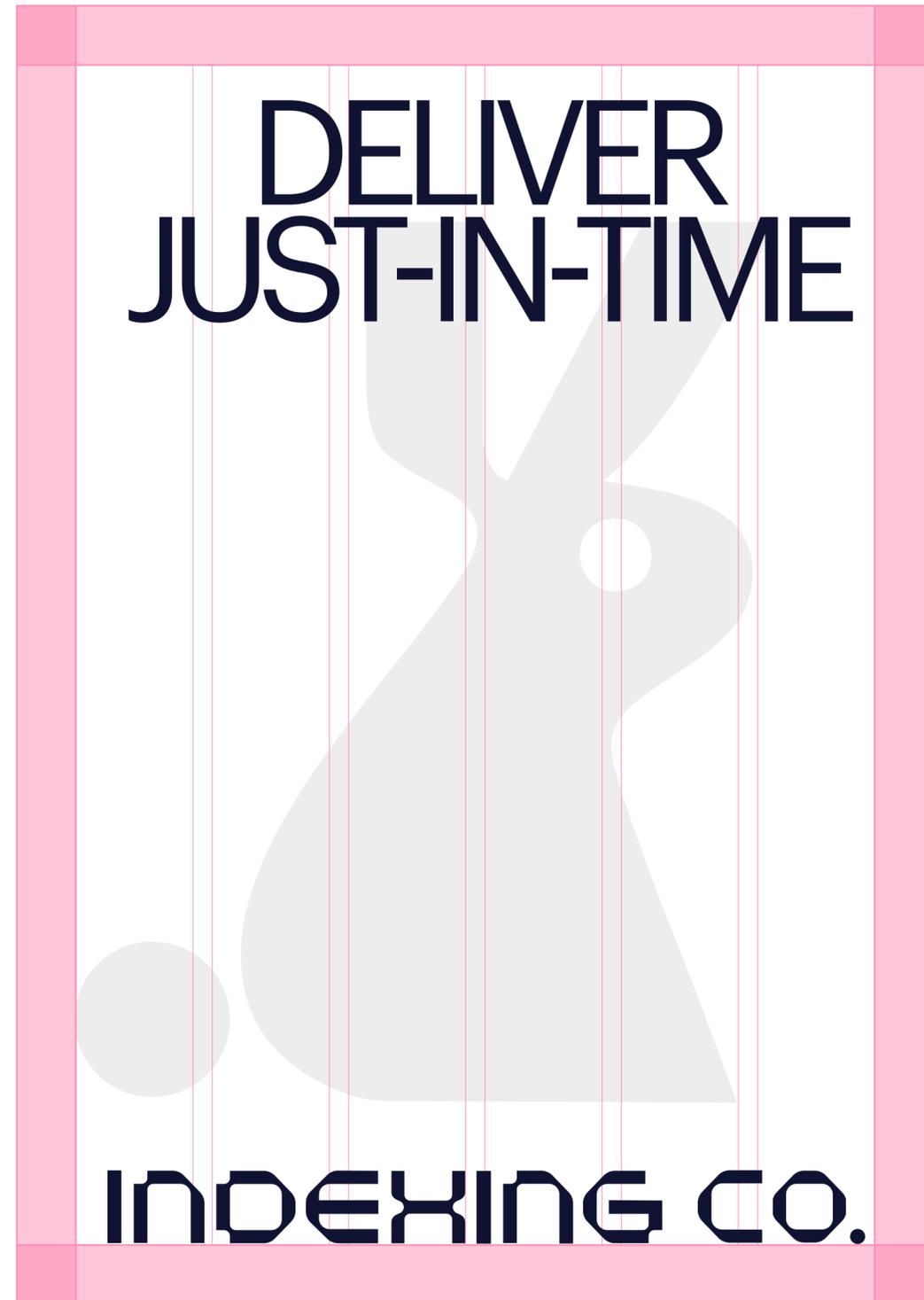
INDE XING CO.

Pipelines integrate directly to your existing storage layers. No middlemen, direct to you.

Portraits (4:5 Ratio)

Ideal for printed materials and certain social media formats, this ratio offers a vertical canvas that draws attention and suits mobile-first design.

DELIVER
JUST-IN-TIME

INDEXING CO.

DELIVER
JUST-IN-TIME

INDEXING CO.

Landscape (16:9 Ratio)

Best suited for presentations, videos, and widescreen digital content, the landscape ratio ensures clarity and impact on horizontal displays.

INDEXING CO.

Pipelines integrate directly to your existing storage layers. No middlemen, direct to you.

TIC

INDEXING CO.

Pipelines integrate directly to your existing storage layers. No middlemen, direct to you.

TIC

INDEXING CO.

Pipelines integrate directly to your existing storage layers. No middlemen, direct to you.

TIC

THANK YOU