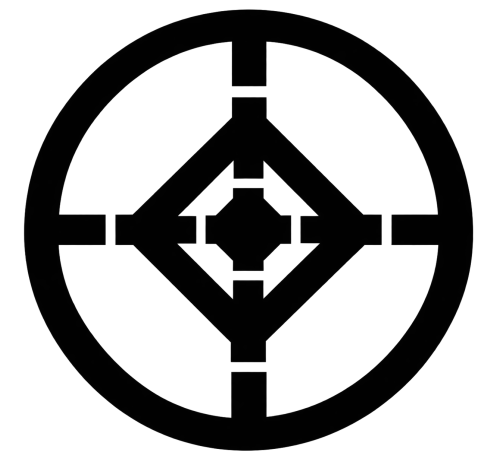


**Clarity. In every detail.**

# The BazaarSwap brand system.



Original identity. Complete light and dark modes. A quieter, more deliberate way to show up.

**VERSION 2.1 / SEPTEMBER 2026**

Revised to preserve the original user-supplied black and white logo files. No redrawn symbols or recolored logo variants are included.

# The essentials.

## Preserve the identity.

The two supplied PNGs are the logo masters for this kit. Their geometry, texture, transparency, and proportions remain unchanged.

## Make every element earn its place.

Use fewer competing elements, stronger hierarchy, and consistent spacing. Quality comes from careful choices and complete execution.

## Design both modes.

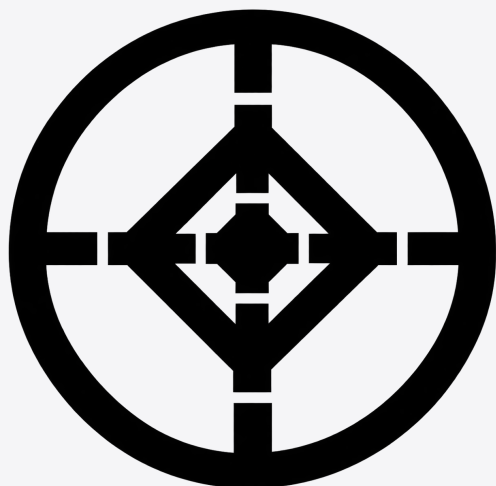
Light and dark are complete paired systems. Switch the surfaces, type colors, borders, controls, and logo together.

## Use this guide.

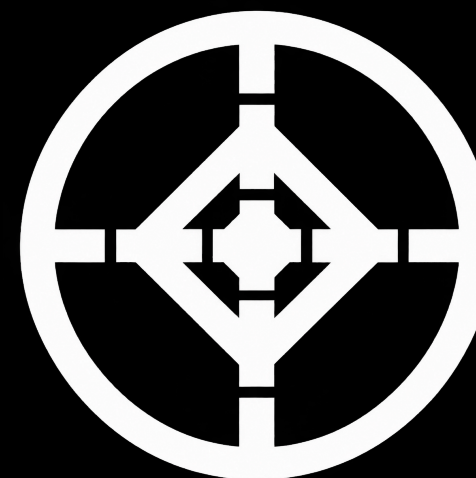
Identity 03-05 / themes 06-09 / typography 10 / layout 11 / interactions 12 / voice 13-14 / applications 15-17 / handoff 18-20.

The design approach is inspired by the user's request for simplicity and attention to detail. It is not an Apple template or an attributed Steve Jobs quotation.

# The original mark.



**Black on light**



**White on dark**

Both masters: transparent PNG, 1254 x 1254 pixels. Source files are copied byte-for-byte. The logo in the May reference image and the production website vector are not used.

# Protect what makes it yours.

## Always

Use the original black mark on light fields and the original white mark on dark fields. Scale proportionally. Use a calm background with room on all sides.

## Wordmark treatment

Write BazaarSwap with the capital B and S. Pair plain text with the symbol when useful, but keep the supplied symbol as a separate unchanged image.

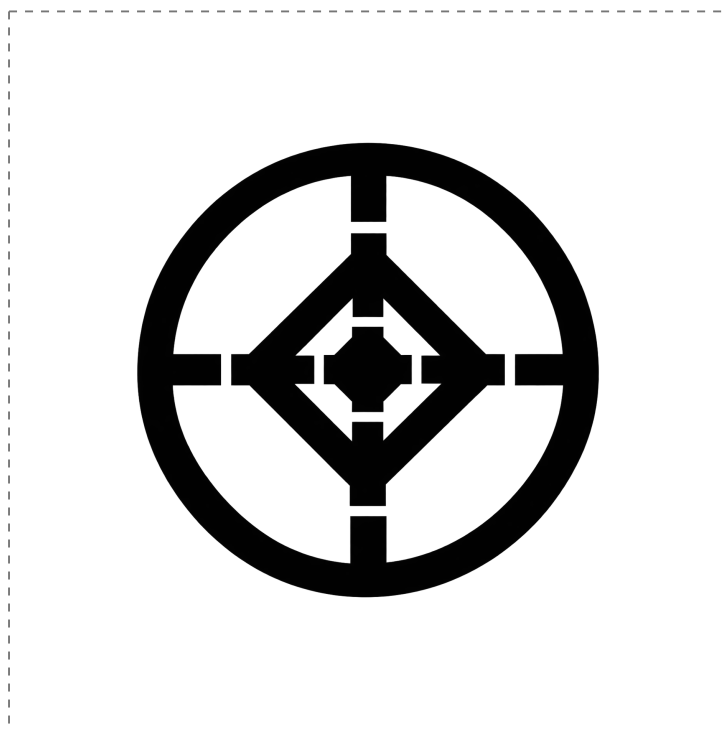
## Never

Trace, redraw, smooth, recolor, crop, distort, rotate, add gradients, or rebuild the mark from shapes. Do not substitute a visually similar symbol.

## Raster handling

These are raster masters, not vectors. Embedded images in the campaign SVGs remain raster images. Do not label an SVG wrapper as a vector logo.

# Space is part of the identity.



**1/4 symbol width**

## Clear space

Leave at least one quarter of the displayed symbol width clear around the image. Keep captions, neighboring logos, and edges outside that zone.

## Working minimums

32 px for digital identity; 12 mm for ordinary print. Small favicons use the same original file and must be judged at actual size. A future simplified favicon requires explicit approval.

1254 pixels corresponds to approximately 106 mm at 300 ppi. Actual suitability depends on printing method and the source artwork. Do not upscale for large-format print without approval.

# One system. Two complete modes.



**Focus on what matters.**

Thoughtful from the first detail.

Compare routes



**Focus on what matters.**

Thoughtful from the first detail.

Compare routes

The light theme is a new counterpart to the monochrome reference. These are revised brand tokens, not a claim about colors currently deployed on bazaarswap.io.

# Light, with intention.

**background**

#FFFFFF

**surface**

#F5F5F7

**text**

#000000

**secondary**

#595959

**divider**

#D9D9DE

**controlBorder**

#767676

Use black for headlines and primary actions, Slate for body support, Mist for grouped surfaces, and visible control borders when their shape communicates interaction.

# Dark, without compromise.

**background**

#000000

**surface**

#151515

**text**

#FFFFFF

**secondary**

#B3B3B3

**divider**

#292929

**controlBorder**

#808080

Use white for primary actions and strong type, Silver for supporting copy, and Graphite to separate grouped content. Do not dim essential information into the background.

# Contrast that holds up.

| PAIR                                | RATIO   | USE       |
|-------------------------------------|---------|-----------|
| Light / text on background          | 21.00:1 | Body text |
| Light / text on surface             | 19.29:1 | Body text |
| Light / secondary on background     | 7.00:1  | Body text |
| Light / secondary on surface        | 6.43:1  | Body text |
| Light / controlBorder on background | 4.54:1  | Control   |
| Light / controlBorder on surface    | 4.17:1  | Control   |
| Dark / text on background           | 21.00:1 | Body text |
| Dark / text on surface              | 18.26:1 | Body text |
| Dark / secondary on background      | 10.02:1 | Body text |
| Dark / secondary on surface         | 8.71:1  | Body text |
| Dark / controlBorder on background  | 5.32:1  | Control   |
| Dark / controlBorder on surface     | 4.62:1  | Control   |

Text pairs exceed 4.5:1; control borders exceed 3:1 against their adjacent tested surfaces. Dividers are decorative. Ratios use opaque sRGB values. Contrast checks are one part of accessibility, not full certification. W3C source in references.

# Type that gets out of the way.

Aa

0123456789

## Digital stack

Use the native system sans serif, then Segoe UI, Helvetica, Arial, and sans-serif. Weight 400 for reading, 500 for labels, 600 for emphasis.

## Production files

The PDF uses Helvetica. Campaign text is outlined with Nimbus Sans for portable output. No Apple or commercial font software is bundled.

Headlines: 56-112 px desktop, 40-64 px mobile. Body: 17-20 px. Labels: 14 px where practical. Metadata: 12-13 px. Keep line height generous and avoid tightly tracked body copy.

# Reduce. Align. Refine.

## A clear hierarchy

One headline, one supporting idea, one next step. Let scale do the organizing. Do not make every element equally loud.

## Purposeful surfaces

Rounded grouped panels: 20-24 px. Primary pill controls: 44-48 px minimum height. Thin dividers separate; they do not decorate.

## A consistent rhythm

Work from an 8 px base. Typical gaps: 16, 24, 32, 48, and 64 px. Use 20 px mobile page margins and broader desktop margins.

## Responsive by design

Stack two-column cards on narrow screens. Preserve order, readable text, and useful touch targets. Never hide essential content to make a layout fit.

# The details people feel.

## Theme behavior

Start with the device preference. A manual choice takes priority and persists locally. Apply the stored choice before paint to reduce theme flashes.

## Quiet motion

Use brief, purposeful changes around 150-200 ms. Avoid decorative loops. Honor reduced-motion preferences. Never animate the logo geometry.

## Every state belongs

Keep keyboard focus visible. Pair hover feedback with focus feedback. Downloads must lead to real files. Copy actions need a clear success or fallback message.

## Mobile care

Avoid hover-only controls. Keep actionable text readable and targets comfortably spaced. Long labels must wrap without pushing the page sideways.

# Say what matters. Then stop.

## Clear. Useful. Measured.

### Lead with the choice

Help the reader understand what they can do. Explain technical terms only when they add useful information.

### Make claims earn their place

Keep changing counts, fee claims, security statements, and performance promises out of evergreen templates until supported by current evidence.

**Use: Compare available routes.**

Avoid: The best price anywhere, guaranteed.

# One clear voice.

## Consumer message

Clarity before you swap.

Compare available swap quotes with BazaarSwap and review your route before you act.

CTA: Compare routes.

## Developer message

Explore the possibilities.

Explore BazaarSwap documentation for cross-chain quote and execution workflows.

CTA: Explore the API.

## Writing standard

Use plain English, specific verbs, and short sentences. Keep the brand name consistent.

## Language

All brand materials, interface labels, campaign artwork, and downloadable copy are English only.

# Campaigns, with consistency.



**Clarity before  
you swap.**

Review your options.  
Choose with clarity.

**Compare routes**

bazaarswap.io



**Clarity before  
you swap.**

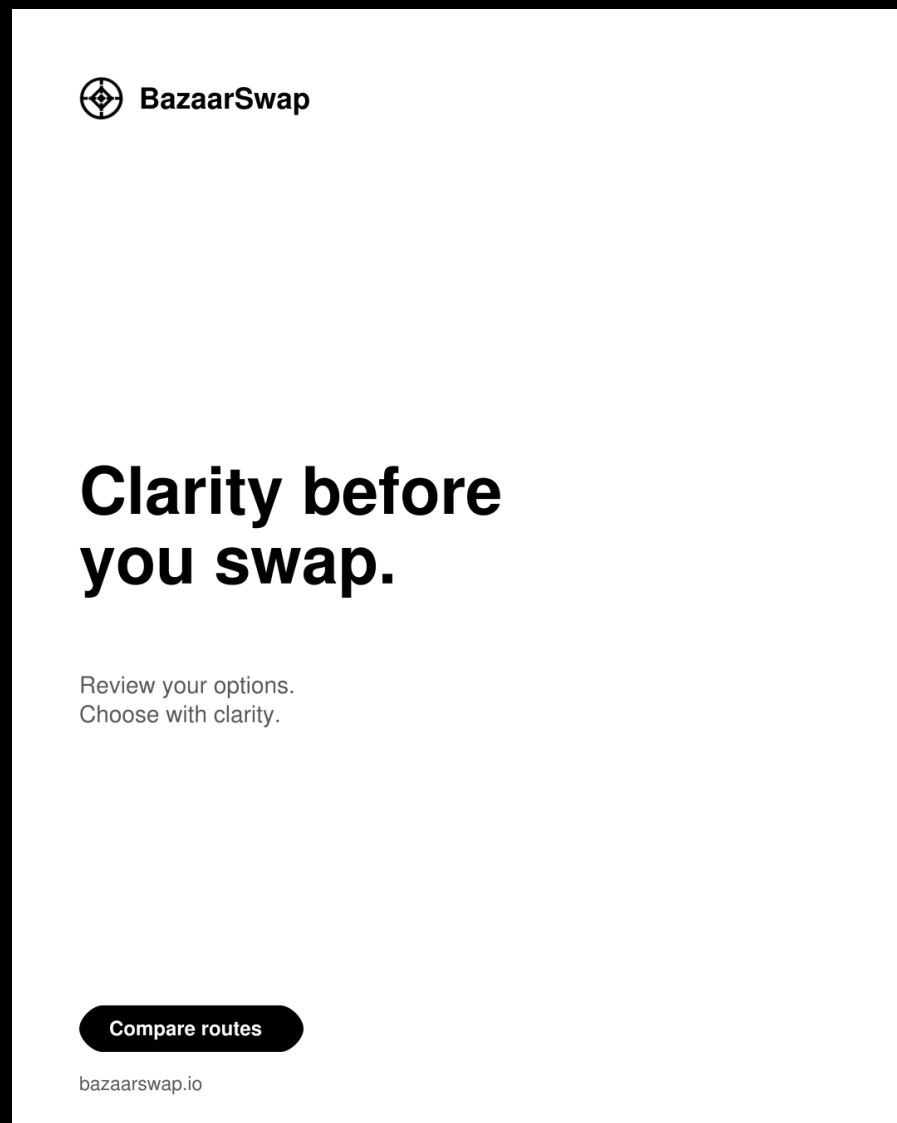
Review your options.  
Choose with clarity.

**Compare routes**

bazaarswap.io

1080 x 1080 px. The original logo is embedded unchanged. Both expressions share the same layout. All campaign files are new applications, not existing production advertisements.

# Every format. The same care.



## Clarity before you swap.

Review your options.  
Choose with clarity.

Compare routes

bazaarswap.io

1080 x 1350 px. English headlines, support text, and CTA remain consistent. Validate each destination platform's crop and interface overlays before posting.

# A broader canvas.



## Clarity before you swap.

Review your options.  
Choose with clarity.

**Compare routes**

bazaarswap.io

1600 x 900 px. A matching dark version is included. Keep the title brief, preserve empty space, and keep essential content away from the edges.

# The site and the system.

## A working reference

The hub brings original logo downloads, both visual themes, the type system, English copy, and the full package together in one place.

## Scope

This is a private brand resource site. It does not modify bazaarswap.io, connect a wallet, or execute swaps.

## Meaningful controls

The theme toggle changes the entire interface and the header logo. Palette swatches copy exact HEX values. Downloads use the final package files.

## Review before wider release

Check the hub on the intended devices and browsers, especially image downsampling, small favicon clarity, 200% text enlargement, and download behavior.

# Know what is established.

## Authoritative assets

The original black and white PNGs are authoritative because the user explicitly selected them. The new reference image informs the monochrome direction only; its logo is excluded.

## Documented product category

The official API documentation describes BazaarSwap as a meta-DEX aggregator. Current operational counts, transaction outcomes, legal status, and partnership terms were not verified.

## New design decisions

Paired theme values, spacing rules, minimum logo sizes, campaign layouts, and voice guidance are this revised design system. They are not retroactive claims about the existing website.

## Source discipline

Reference the September 28 website audit for content provenance. Keep historical claims separate from live values. Preserve supporting evidence and dates when adding new claims.

# Ready to use. Built to last.

## logos/

Original black and white transparent PNG files. No substitute symbols.

## social/

Six light/dark campaign layouts in PNG and self-contained SVG.

## tokens/

Light/dark CSS, JSON values, and calculated contrast ratios.

## messaging.md

English-only headlines, descriptions, CTAs, and alt text.

## references/

Source register, logo hashes, and verification scope.

Use the supplied masters. Keep the modes paired. Date factual claims. Maintain a single current kit. This version supersedes the first kit's website-derived mark, colored logo variations, and mint-led templates.