



# **Welcome to the Native Markets Brand Guidelines**

We have a few tips to help you capture the Native Markets brand and products consistent with our brand.

# Native Markets Logo

Brand assets should not be modified in use, or misused.



## Indigo on White *Default*

We always pair our company name with the logo. Our default company logo is indigo on white.

Where appropriate, black or white versions are available for use.



## Standalone Logo *Occasional*

The logo should be used when the brand is represented without any surrounding margins.

Standalone logo can be used if space is limited or the name is repetitive.



## Standalone Logo *Occasional*

This should be used in places where a square aspect ratio or icon-only usage is required.



## Lavender on Indigo *Secondary*

Use when the logo appears on a **solid dark background** and the primary (indigo on white) would be hard to see.

# Our Brand Colors

We have a simple set of brand colors to be used on all collateral. You can use the lighter tones against the darker ones, and vice versa, to create tonal contrast.

**Midnight**

#050723

**Indigo**

#111552

**Lavender**

#D7DAFF

**Pale**

#EBE EFF



# USDH

Native Markets is building a better dollar, for Hyperliquid

USDH is designed by Native Markets and issued by Bridge, a Stripe Company.

Reference: Hyperliquid brand assets available [here](#).

# Typography

We use [Riposte](#), by Good Type Foundry. If you would like to consume this font to create brand assets on our behalf, you will need to purchase your own license.

## Riposte

by Good Type Foundry

Irure nostrud laboris cillum duis duis nisi fugiat minim anim aute deserunt tempor qui. Mollit do irure sunt est minim eu laboris fugiat labore ad est culpa nisi ea dolor. Culpa nisi quis eu labore deserunt est et. Magna aliquip laborum deserunt ea ipsum id elit incidunt. Irure elit sit adipisicing nisi et dolor minim sint cupidatat pariatur. Consequat qui Lorem exercitation voluptate amet sit anim ex eu reprehenderit.

**-2%**  
letter-spacing

# Thank you!

Please reach out to [support@nativemarkets.com](mailto:support@nativemarkets.com) with any questions or concerns. Please fill out [this](#) form if you wish to partner together!

All assets and logo variations can be downloaded [here](#).