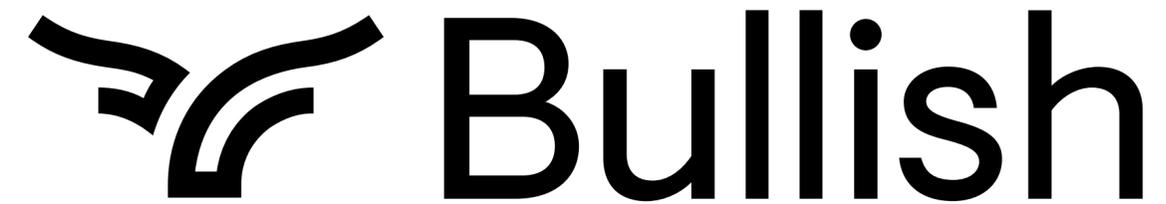


Logo guidelines

Bullish logo

The Bullish logo consists of the logo emblem (“logomark”) and the word, Bullish (“logotype”). In certain cases, the logomark may be used on its own, while the logotype should never be used without the logomark.

Bullish logo



The logomark is a graphic representation of a bull’s horns and the Bullish Order Book.

The logotype is customized from the font Visuelt Pro and it conveys the bold and forward-thinking personality of Bullish.

Logo clearspace



The Bullish logo should always have a clear space around it. The spacing is determined by the left portion of the logomark.

Logo colors



The Bullish logo may be used in either black or white, depending on the application. The white logo on a dark or black background is preferred.

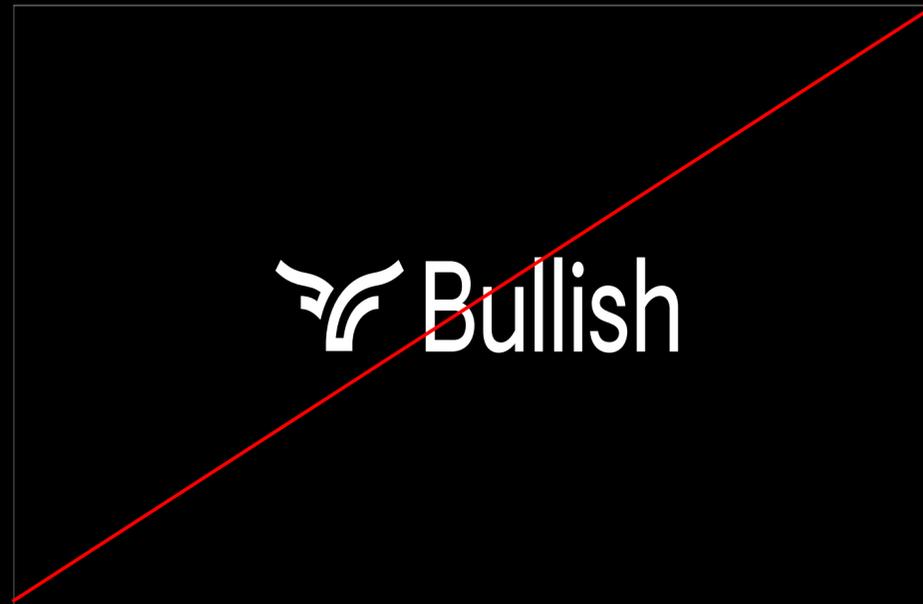
Logo scale



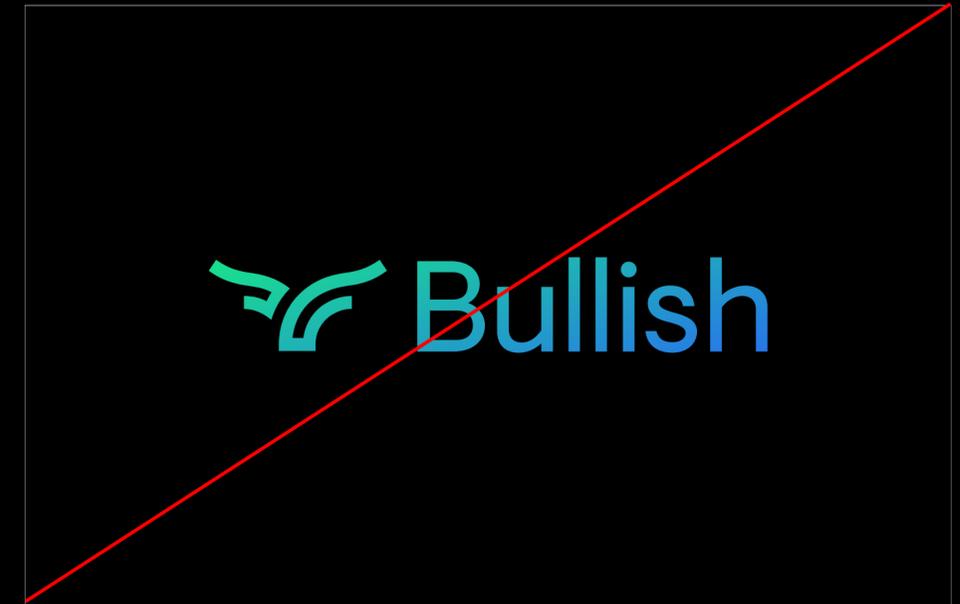
The Bullish logo may be scaled to a smaller size. To ensure legibility, the minimum height should be 20px.



Logo don'ts



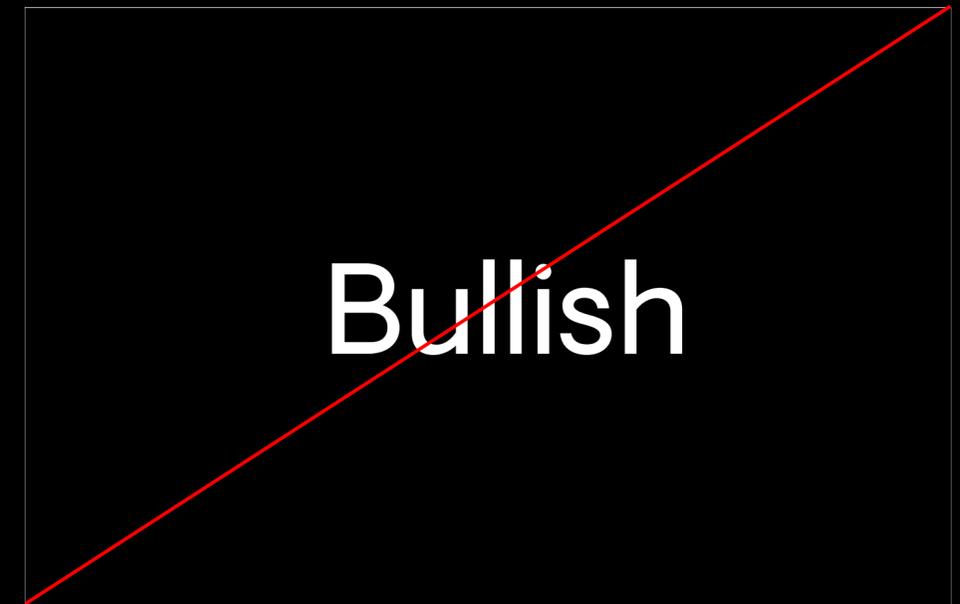
Don't distort the logo



Don't change the color of the logo



Don't alternate the logo lockup



Don't use the logotype without the mark

Logomark clearspace

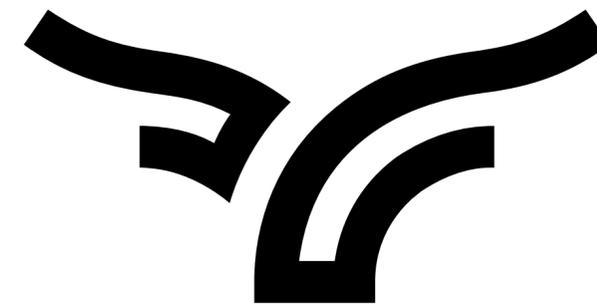
The Bullish logomark should always have a clear space around it. The spacing is determined by the left portion of the logomark.



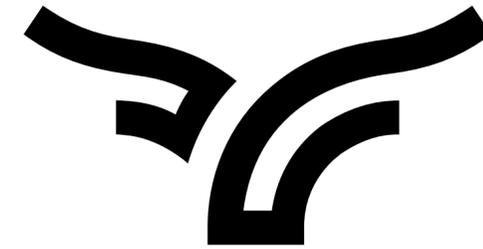
Logomark colors



The Bullish logomark may be used in either black or white, depending on the application. The white logomark on a dark or black background is preferred. The alternative logomark may also be used.



Logomark scale

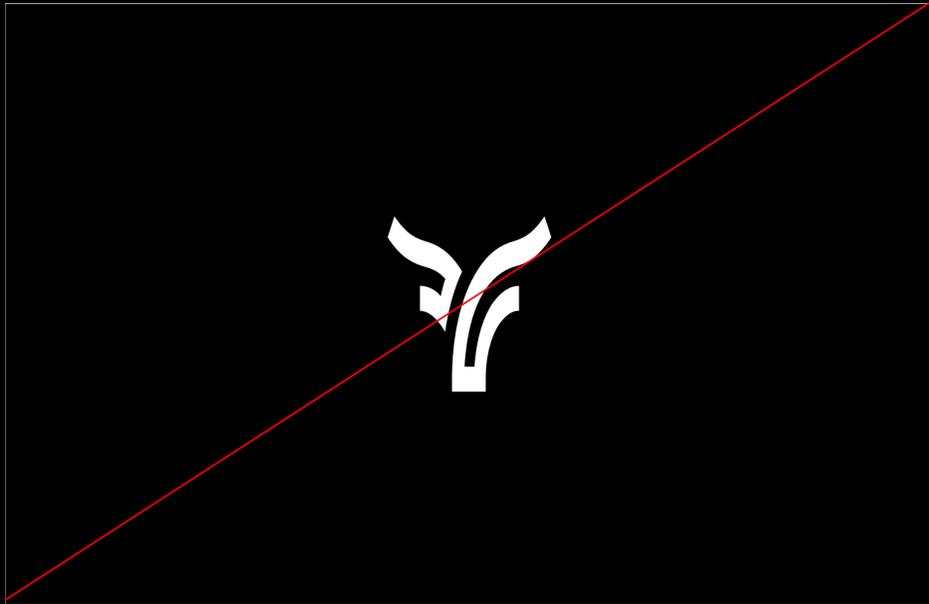


Minimum height 20px

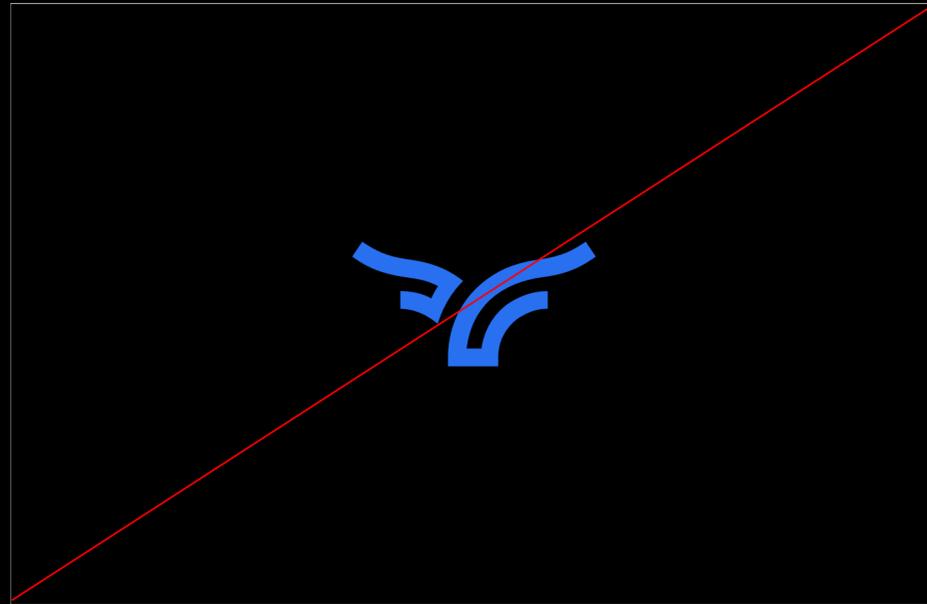


The Bullish logomark may be scaled to a smaller size. To ensure legibility, the minimum height should be 20px.

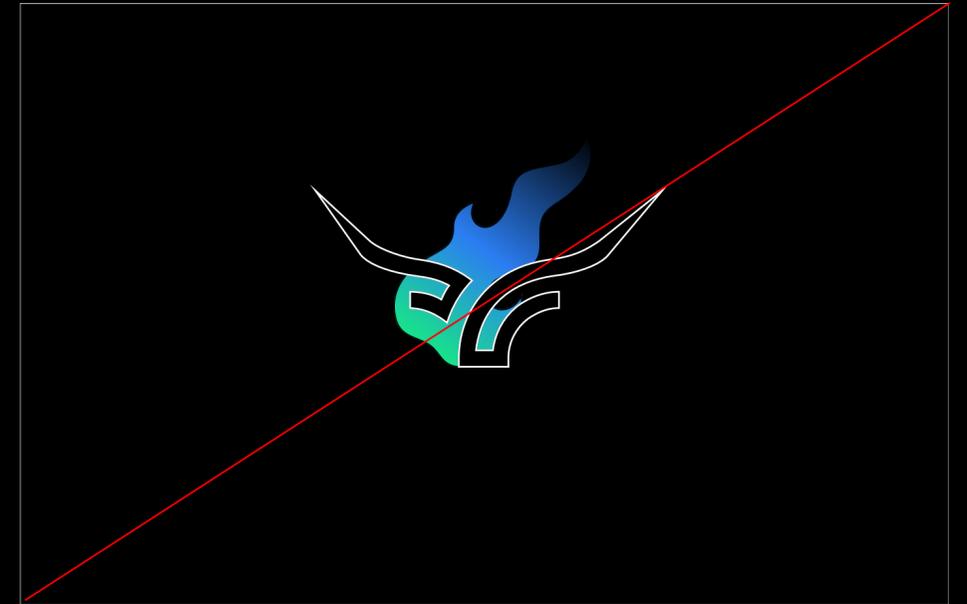
Logomark don'ts



Don't distort the logomark



Don't change the color of the logomark



Don't alternate the logomark