

EUROPE'S FIRST REGULATED DLT VENUE

Design System & Brand Guidelines

Powering the future of capital markets. One coherent visual language across product, deck and communication.

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About & governance

This guide is the single visual reference for 21X. It defines how the brand looks and behaves — logo, colour, type, layout and the slide system — so that everything we ship reads as one company.

Source of truth

The live design system lives in **claude.ai/design** → **"21X Design System"**. Every token, component and rule in this PDF is mirrored from there. When the two ever disagree, the live system wins and this document is re-issued.

Changing the system

Additions or changes go through the design owner, land in the live system first, then trigger a new version of this guide with a changelog entry.

DOCUMENT METADATA

Version	1.1
Status	Active
Issued	July 2026
Owner	21X
Source	21X Design System
Scope	Brand · Deck · UI
Typeface	Grandview
Next review	On change

THIS RELEASE ADDS

Magenta secondary colour · 12-module slide master · full gradient & shadow tokens.

Version history

CHANGELOG

VERSION	DATE	CHANGES	AUTHOR
1.1	Jul 2026	Secondary colour introduced. Magenta added as an official secondary accent (tagline lockups + sparing highlights). Added the 12-module PowerPoint slide master with editable placeholders and embedded Grandview. Documented full gradient, shadow and glass tokens.	21X
1.0	Jun 2026	First consolidated system. Grandview type scale, brand-blue & ink scales, signature logo gradient, glass-background motif, core UI components (button, badge, card, input, switch, stat, price-change) captured in the live design system.	21X
0.9	2024–25	Legacy assets. Logo pack (black/white/3D/gold), strapline lockups and event collateral produced ad-hoc, before a unified token system existed.	21X

Numbering. **Major** — breaking brand change (logo, primary colour, typeface). **Minor** — additive (new colour, component, template). **Patch** — corrections & clarifications. Each release is dated and attributed above.

Brand foundation

21X is a regulated DLT market infrastructure — institutional by nature, modern by design. The visual language is **precise, quietly architectural and confident**: light glass surfaces, deep ink text, and a single signature blue gradient lifted straight from the logo's "X".

POSITIONING

Powering the future of capital markets

Europe's first regulated DLT trading & settlement venue.

PERSONALITY

Institutional · Precise · Forward

Trustworthy like an exchange, sharp like a fintech.

VOICE

Clear, declarative, short

One idea per statement. No jargon padding.
Confident, never loud.

Regulated

DLT-native

Institutional

European

Transparent

Primary wordmark

The 21X wordmark is the core asset: black numerals with the signature gradient "X". Use it as the primary identifier.

Black on light, white on ink.



On light — surfaces #FFFFFF → #F6F8FB. Full-colour wordmark.



On ink — #05080D and dark imagery. White wordmark, gradient X retained.

Clear space & sizing

Clear space

Keep clear space around the wordmark **at least equal to the height of the "X"**. Nothing — text, image edges, other logos — enters this zone.



Minimum size

Below these sizes legibility of the gradient X breaks down. Never go smaller.

The 21X logo is shown at its minimum digital size. The '21' is in a bold, black, sans-serif font, and the 'X' is a blue gradient.

Digital

min 96 px wide

The 21X logo is shown at its minimum print size. The '21' is in a bold, black, sans-serif font, and the 'X' is a blue gradient.

Print

min 22 mm wide

The 21X logo is shown at its minimum size for favicons and app icons. Only the 'X' mark is visible, as it is the smallest and most distinctive part of the logo.

Favicon / app

use the "X" mark only

Logo variants

The flat wordmark is the default. Expressive variants exist for specific contexts and must not replace it in product or documents.



PRIMARY · FLAT

Default. All product, deck & document use.



REVERSED

Dark backgrounds & imagery.



3D · CHROME

Hero visuals, video, merch. Never inline in text.



GOLD

Premium / ceremonial one-offs only.

STRAPLINE LOCKUP



"Powering the future of capital markets" is the approved strapline. In flat brand contexts, set it in Grandview with the blue highlight — see the imagery page. The magenta 3D treatment is a special-use asset (see next: secondary colour).

Logo misuse

Protect the wordmark's integrity. Never do the following.

The 21X logo is shown distorted, appearing stretched and skewed to the right.**Don't distort**

No stretching, skewing or rotating.

The 21X logo is shown with a white-to-blue gradient, where the 'X' is white and the '21' is blue.**Don't recolour**

The X gradient stays blue. Never magenta/other fills.

The 21X logo is shown in white on a background with a blue-to-red gradient.**Don't place on clashing colour**

Low-contrast or busy fills.

The 21X logo is shown in a light gray color over a background of overlapping, semi-transparent geometric shapes.**Don't reduce contrast**

No low-opacity or watermarked marks over imagery.

The 21X logo is shown in solid black on a plain white background.**Do — black on light**

Maximum clarity.

The 21X logo is shown in white on a solid black background.**Do — white on ink**

Reversed, gradient X kept.

The 21X logo is shown in black on a light blue background.**Do — on brand tint**

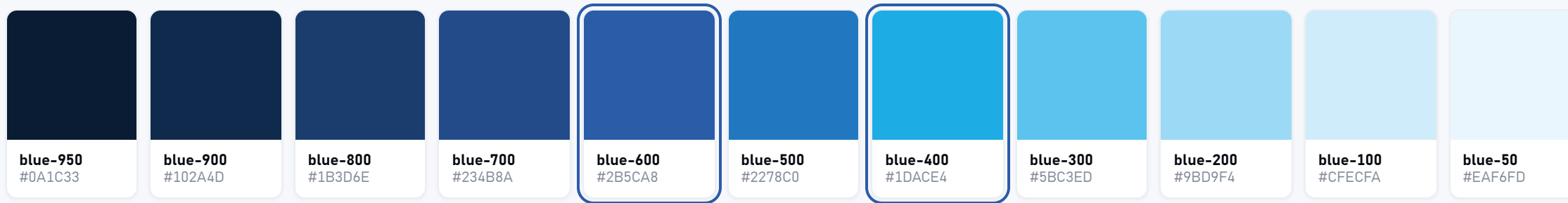
Light blue-50 surface.

The 21X logo is shown in white on a dark gray background.**Do — on darkened image**

≥60% dark overlay first.

Brand blue scale

The core brand colour. Anchored on the two logo-gradient stops — **deep #2B5CA8** and **sky #1DACE4** — extended into a full scale for UI. **600 & 400 = logo anchors**



ACCENT

blue-600 primary actions & links · **blue-700/800** hover/press.

BRIGHT

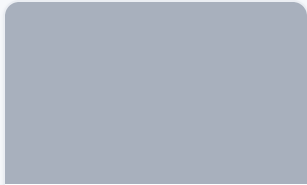
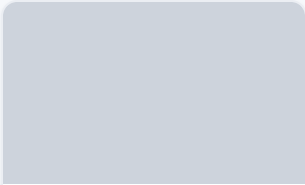
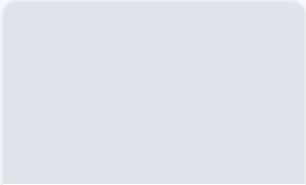
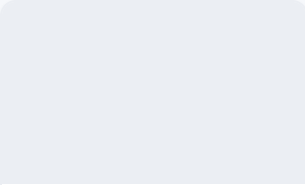
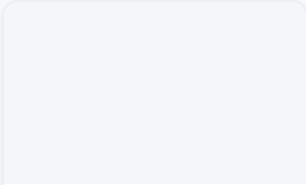
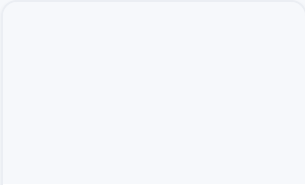
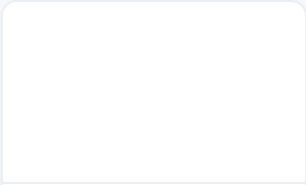
blue-400 highlights, focus rings, gradient sky stop.

TINTS

blue-50/100 pills, chips, subtle brand surfaces.

Ink & neutrals

Cool-leaning greys carry all text and structure. **ink-950 #05080D** is the logo-numeral black used for strong text.

						
ink-950 #05080D	ink-900 #0C1119	ink-800 #161C26	ink-700 #2A313D	ink-600 #434B59	ink-500 #5F6878	ink-400 #828B9B
						
ink-300 #A8B0BD	ink-200 #CDD3DC	ink-150 #DFE3EA	ink-100 #EBEEF3	ink-50 #F4F6F9	surface-page #F6F8FB	white #FFFFFF

TEXT STRONG

ink-950 · #05080D

TEXT BODY

ink-800 · #161C26

TEXT MUTED

ink-500 · #5F6878

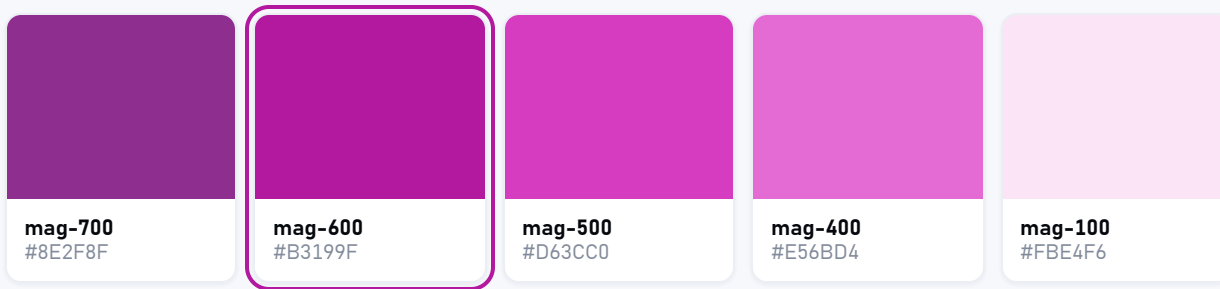
HAIRLINE BORDER

ink-150 · #DFE3EA

Secondary — magenta

NEW · v1.1

Introduced in v1.1 as a single **secondary accent**, drawn from the "capital markets" strapline lockup. It exists to add a moment of energy — **never as a co-primary**. Blue remains the brand colour.



DO

Strapline / campaign lockups · one accent word or underline · the blue→magenta gradient for special hero moments · event & social key visuals.

DON'T

Recolour the logo · use for UI actions, links or data · pair directly with market-red (#F04438) · exceed ~10% of a layout · use as page/section background.

--gradient-mag linear-gradient(90deg, #1DACE4 → #2B5CA8 → #B3199F)

Signature **gradients**

Gradients are the brand's signature. The "X" gradient and the headline highlight appear throughout product and deck.



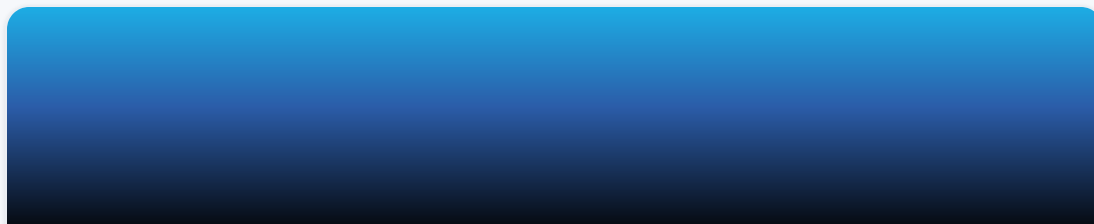
Brand — the "X"

linear-gradient(135deg, #1DACE4 → #2B5CA8)



Headline highlight

90deg · #1DACE4 → #2B5CA8 42% → #05080D



Highlight — vertical

180deg · sky → deep → ink (stacked words)



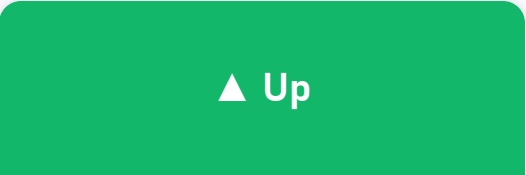
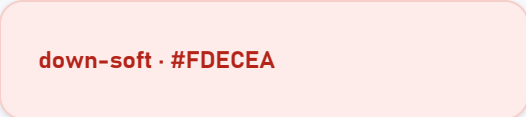
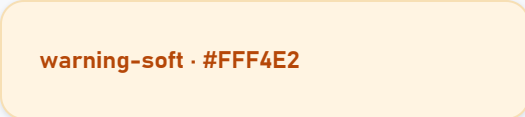
Surface wash

180deg · #FFFFFF → #EAF6FD (hero panels)

Highlight usage. Apply to **one** phrase per headline via background-clip text. On dark surfaces switch to the light variant (sky → blue) so the ink tail doesn't disappear.

Semantic & market

A vivid, restrained set for trading data and system states. These are functional — used only to signal meaning, never for decoration.

 market-up #12B76A · bid / gain	 market-down #F04438 · ask / loss	 warning #F79009	 info #1DACE4 · = blue-400
 up-soft · #E7F8EF	 down-soft · #FDECEA	 warning-soft · #FFF4E2	 info-soft · #EAF6FD

Accessibility. Never rely on colour alone for up/down — always pair with an arrow, sign or label. Soft tints are for backgrounds; solid colours for text/marks on light surfaces.

Grandview

TYPE

One family everywhere: **Grandview**, a humanist DIN-derived grotesque (Commercial Type). Headlines run tight and bold; body runs regular with comfortable measure; numerals use tabular figures for trading data.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 · +2.4% −1.1% €21.00

WEIGHTS & STYLES

Grandview Light

300 · + italic — large display only

Grandview Regular

400 · + italic — body & UI

Grandview Bold

700 · + italic — headlines, labels, emphasis

Fallback stack: "Grandview", "Helvetica Neue", Arial, sans-serif. Embed Grandview in decks & PDFs so it renders everywhere.

Type scale

A tuned major-third-ish scale from 11 px micro-labels to a 96 px hero. Values are the design-system tokens.

<code>--text-6xl</code>	96 px	Hero display
<code>--text-5xl</code>	76 px	Display / cover
<code>--text-4xl</code>	60 px	Section opener
<code>--text-3xl</code>	48 px	Heading 1
<code>--text-2xl</code>	36 px	Heading 2
<code>--text-xl</code>	28 px	Heading 3
<code>--text-lg</code>	22 px	Lead body · Heading 4
<code>--text-md</code>	18 px	Lead paragraph
<code>--text-base</code>	16 px	Body — default reading size
<code>--text-sm</code>	14 px	Secondary body
<code>--text-xs</code>	13 px	Dense UI
<code>--text-2xs</code>	12 px	EYEBROW / CAPTION

Roles & specimens

EYEBROW · 12PX · BOLD · TRACKING .12EM · UPPERCASE · ACCENT

EUROPE'S FIRST REGULATED DLT VENUE

DISPLAY · 76PX · BOLD · TRACKING -.03EM · LEADING 1.08

Powering the future of capital markets

HEADING 1 · 48PX BOLD

Institutional by nature

HEADING 3 · 28PX BOLD

Modern by design

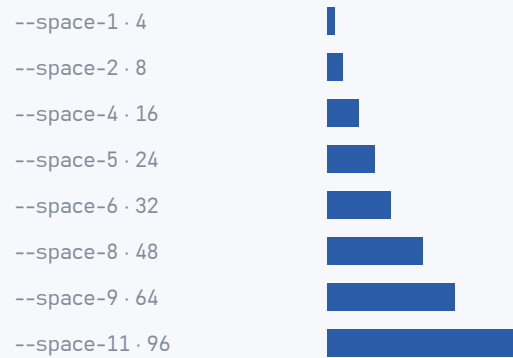
BODY · 16PX · REGULAR · LEADING 1.65 · INK-800

21X is a regulated market infrastructure for tokenized securities. Body copy stays in Grandview Regular at a comfortable measure — clear, declarative and never crowded. Emphasis uses **Bold**, not colour, unless it carries semantic meaning.

Spacing & radii

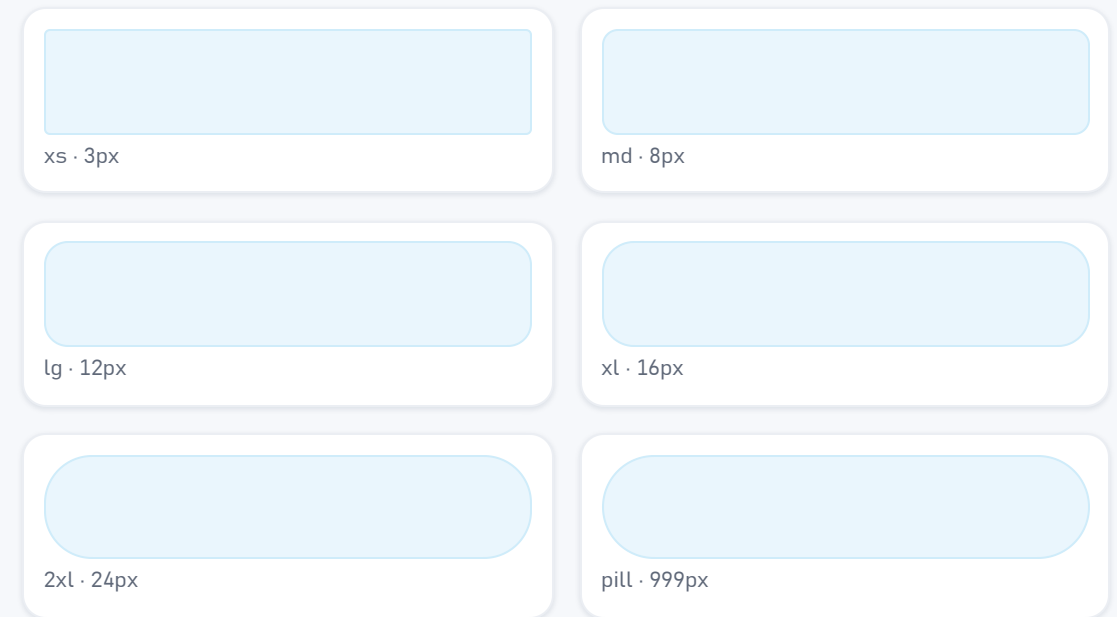
Spacing — 4px base

All rhythm is built on a 4px unit. Use tokens, not arbitrary values.



Radii — restrained

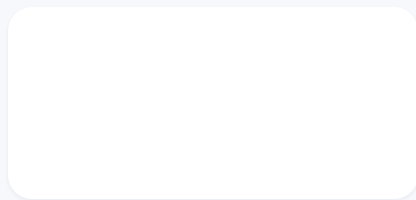
21X reads precise and institutional; rounding stays tight.



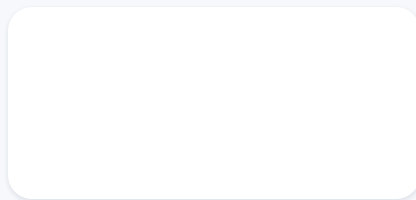
Borders: hairline 1px · thick 1.5px · default colour ink-150 #DFE3EA.

Shadows & glass

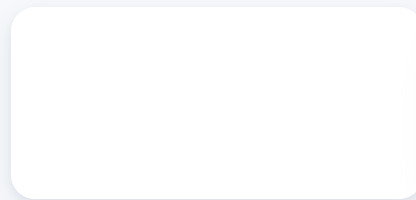
Shadows are cool-toned (blue-black), low-spread and soft — depth without drama. The glass surface is the brand's signature backdrop.



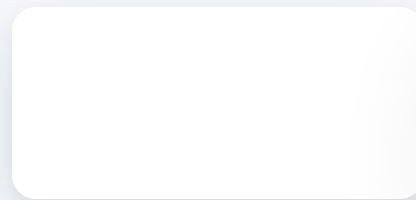
xs



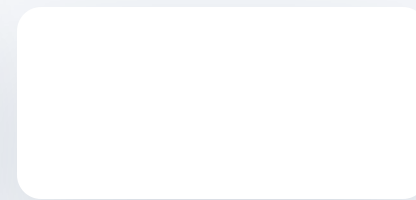
sm



md

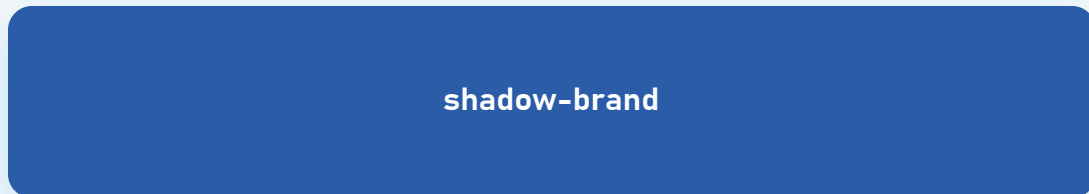


lg



xl

BRAND GLOW — ACTIVE ACCENT



shadow-brand

GLASS SURFACE



surface-glass · 62% + blur 18px

Imagery & backgrounds

The signature backdrop is a **light, faceted "glass" surface** — cool, architectural, almost weightless. It carries the headline-highlight motif on hero and section slides.

EUROPE'S FIRST REGULATED DLT VENUE

Powering the future of capital markets

21X

RULES

Keep imagery light & cool · darken ≥60% before placing white type/logo · never warm/heavy stock · never full-saturation colour washes.



Approved background library — pending. Client-supplied slide backgrounds will be placed here as an approved set (with usage notes) once received. Until then, use the glass backdrop above.

Slide system — 12 modules

12 named layouts, editable placeholders, embedded Grandview — pick a layout and fill it in.

21X

SLIDE TITLE

EVERFLOW / OVERLINE

Display title line one highlighted phrase

Supporting line one — one sentence framing the presentation. Keep it short and declarative.

Content Date

21X

M01 · Title

21X

SLIDE TITLE

MAX TITLE + CONTENT

Headline with a focus phrase

Intro paragraph — two or three lines introducing the four entries below. Placeholder body copy like here.

01

Entry title

Short description of this entry — one or two lines.

02

Entry title

Short description of this entry — one or two lines.

03

Entry title

Short description of this entry — one or two lines.

04

Entry title

Short description of this entry — one or two lines.

21X Template collection

21X

M02 · Title + 4 entries

21X

SLIDE TITLE

MAX FOCUS + FOOTNOTES

Main title with a focus phrase

00

Caption for the focus figure — what it measures, 1

1. Data reference / source entry (if 2. data reference / source entry)

2. Data reference / source entry

✓ List entry — one line of supporting detail.

✓ List entry — one line of supporting detail.

✓ List entry with a reference marker 1

✓ List entry — one line of supporting detail.

21X Template collection

21X

M03 · Focus + footnotes

21X

SLIDE TITLE

MAX TITLE + LIST

Headline with a focus phrase

Intro paragraph — two or three lines that set up the list of entries below.

01 Entry heading — one line of supporting detail.

02 Entry heading — one line of supporting detail.

21X Template collection

21X

M04 · Title + list

21X

SLIDE TITLE

MAX TITLE + SECTION

00

SECTION LABEL

Section title line one, line two here

21X

M05 · Section divider

21X

SLIDE TITLE

MAX TITLE / HIERARCHY

Tree view concept

Root node

Headline Subline outline

Headline Subline outline

Headline Subline outline

Headline Subline outline

21X Template collection

21X

M06 · Tree / hierarchy

21X

SLIDE TITLE

MAX 3 COLUMNS + QUOTE

Long, powerful main title

Headline 1

Support line — supporting detail.

Support line — supporting detail.

Support line — supporting detail.

Headline 2

Support line — supporting detail.

Support line — supporting detail.

Support line — supporting detail.

Headline 3

Support line — supporting detail.

Support line — supporting detail.

Support line — supporting detail.

“Quote text — a short, memorable statement from a customer or partner.”

— Quote source / Company

21X Template collection

21X

M07 · 3 columns + quote

21X

SLIDE TITLE

MAX SPLIT + IMAGE

Double-line main title — subtitle for the main title

Subtline for the main title goes here.

01 Double-line list entry with blue list icon — supporting detail.

02 Double-line list entry with blue list icon — supporting detail.

03 Double-line list entry with blue list icon — supporting detail.

04 Double-line list entry with blue list icon — supporting detail.

“Quote text — a short supporting statement.”

— Quote source / Company

21X Template collection

21X

M08 · Split + image

21X

SLIDE TITLE

MAX TIMELINE

List style — timeline

Date

Milestone

Start short entry of this milestone.

Date

Milestone

Start short entry of this milestone.

Date

Milestone

Start short entry of this milestone.

Date

Milestone

Start short entry of this milestone.

21X Template collection

21X

M09 · Timeline

21X

SLIDE TITLE

MAX LOGO WALL

Logo wall

Logo

Logo

Logo

Logo

Logo

Logo

Logo

Logo

Logo

Logo

Logo

Logo

Caption — participants and technology partners.

21X Template collection

21X

M10 · Logo wall

21X

SLIDE TITLE

MAX WATERFALL TRIPLE LIST

Waterfall triple list main title

1 Headline entry

GROUP A

Entry 1

Entry 2

GROUP A

Entry 1

Entry 2

2 Headline entry

GROUP A

Entry 1

Entry 2

GROUP A

Entry 1

Entry 2

3 Headline entry

GROUP A

Entry 1

Entry 2

GROUP A

Entry 1

Entry 2

21X Template collection

21X

M11 · Waterfall triple list

21X

SLIDE TITLE

MAX FOCUS + 3 ENTRIES

Blue focus headline opening second line

Headline entry 1

Body copy — two or three lines describing this entry.

Headline entry 2

Body copy — two or three lines describing this entry.

Headline entry 3

Body copy — two or three lines describing this entry.

21X

M12 · Focus + 3 entries

UI components

Core building blocks from the live design system. Full specs, props and code live in [claude.ai/design](#) → "21X Design System".

BUTTONS

Trade now

Details

Cancel

BADGES

▲ Settled

Regulated

Draft

PRICE CHANGE

€21.48

▲ 2.4%

€19.02

▼ 1.1%

INPUT

0x21...a9F3

Amount — 1,000 EUR

SWITCH



Live prices

STAT & CARD

€2.1B

SETTLED VOLUME

148

LISTINGS

Grouped in the system as: Badges · Buttons (Button, IconButton) · Data (Stat, PriceChange) · Forms (Input, Switch) · Surfaces (Card).

One system. Everywhere 21X shows up.

Questions, new assets or change requests go to the design owner. The living system is maintained in claude.ai/design — this guide follows it.