



Brand guidelines

Updated: January 2023



The institutional exchange for global FX



The regulated brokers for global FX



The institutional spot crypto exchange

Use on white background



Use on black background

Use on white background



Use on black background

Use on white background

LMAXTM



Exchange

LMAXTM



Exchange

Use on black background

speed > price > transparency

LMAXTM
E X C H A N G E

Can be used with or without '*speed > price > transparency*' - with is preferred

speed > price > transparency

LMAXTM
E X C H A N G E

Use on white background

LMAXTM

Global

LMAXTM

Global

Use on black background

speed > price > transparency



Can be used with or without '*speed > price > transparency*' - with is preferred

speed > price > transparency





secure > liquid > trusted



Can be used with or without '*secure > liquid > trusted*' - with is preferred

secure > liquid > trusted





Use on photo/coloured backgrounds where colour logos do not work