

Version 1.0

Brandbook

d·local

Logo

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Logo applications

Light backgrounds /

Hex: FFFFFFFF



Hex: FAFAFA



Dark backgrounds /

Hex:595959



Hex: 0D0564



Gradient background /

Hex: 0D0564

Hex: 2141B1



[Download logos](#)

Logo safe area

Clear area

The area around the logo defines the minimum space that must be left between the logo and any other graphic elements such as text, illustrations and borders.

This is to ensure that the logo retains a strong presence wherever it appears.



Co-branding

Use with other partner logos

When the dLocal logo is shown alongside the logo of partner companies, all logos should appear to be approximately the same size.

Grid | Divider line: HEX D9D9D9 - Stroke 1px



Example with monochrome logo



Example with colorful logo



Example with dark background



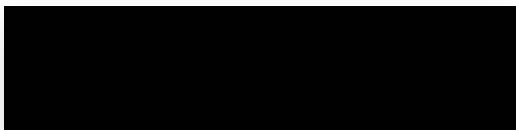
Color

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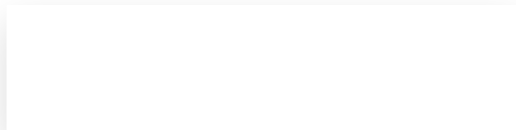
Color

Primary colors /

Hex: 010101



Hex: FFFFFFFF



Hex: 0D0564



Secondary colors /

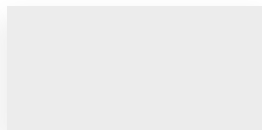
Hex: 595959



Hex: BDBDBD



Hex: ECECEC



Hex: FAFafa



Call to action color only /

Hex: 21A35B



When placed over dark background and in outline variations, call to action color should be applied white

Gradient

Primary gradient

Hex: 0D0564

Hex: 2141B1



How to use the gradient?

To avoid incorrect application of gradient, it's recommended to copy and paste the **.png file** on the right side of the slide.

Landscape 16:9



Portrait 1/3



Typography

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Typography style

Roboto is our corporate typeface and should be used in all instances where typography is required. Applying the correct weights and sizes will help give a unified look across all applications.



Roboto Light



Roboto Normal



Roboto Bold

Typography styles

Roboto Light - Size: 32 px - Hex: 010101
Alt -Roboto Bold - Size: 32 px - Hex: 0010101
Paragraph spacing: Custom - 0,85

Roboto Light - Size: 22 px - Hex: 010101
Paragraph spacing: Single

Roboto Light - Size: 16 px - Hex: 010101
Paragraph spacing: Single

Roboto Bold - Size: 10 px - Hex: 010101
Paragraph spacing: Single

Roboto Normal - Size: 10 px - Hex: 010101
Paragraph spacing: 1.15

Roboto Bold - Size: 10 px - Hex: 21A35B
Paragraph spacing: 1.15

Roboto Bold - Size: 8 px - Hex: 21A35B
Paragraph spacing: 1.15

Roboto Normal - Size: 8 px - Hex: 010101
Paragraph spacing: 1.15

Heading 1 - **Alt Heading 1**

Heading 2

Heading 3

Subtitle

Body copy

Text Link

CALL TO ACTION

Meta data / Tags

Important consideration

It's recommended not to use more than three different font style per page.

Example:

Heading
Subtitle
Body copy

Iconography

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Icons Color Application

Large format .4X

Used for highlighted content and main heading categories



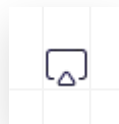
Medium format .2X

Used for multiple content topics and subheads categories



Small format .1X

Used as content bullet list or highlight specific content



Icons Color Application

Dark blue /

Hex: 0D0564

Primary and default color for icons application

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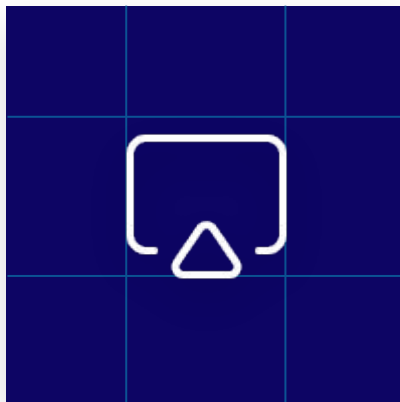


White /

Hex: ffffff

Used over color or dark background or on hover states

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Illustrations

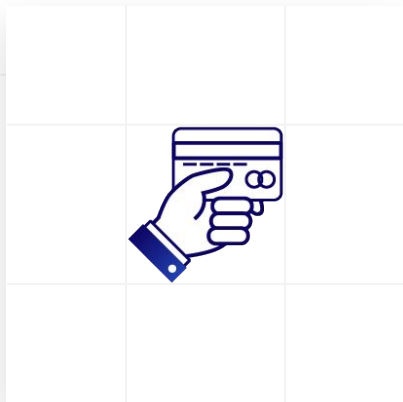
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Illustrations

Light background

Used for highlighted content, flows and diagrams.

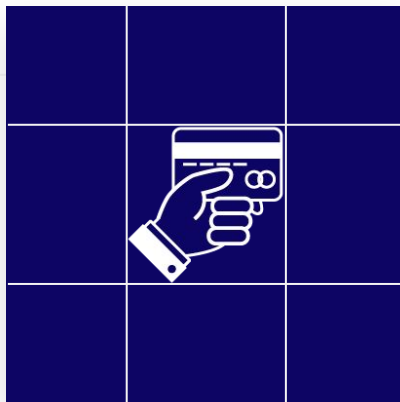
[Download Library](#)



Dark background

Used for highlighted content, flows and diagrams.

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Additional Specifications

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Additional Specifications

Countries

Country flags are always displayed in rectangular formats and maintaining according proportions



Argentina



Bolivia

Payment Methods

Brand and logo elements from payment methods should be presented over rectangular boxes to aim consistency



Wording

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How we talk

Voice

We are assertive but not bossy.

We go straight to the point and bring clarity to the table.

We are informative but not conceited.

We share knowledge and trends about the industry.

We are reliable, always.

We connect with our customers by being respectful and polite.

Everything the brand says must sound as if it were said by a single, real, flesh and blood person.

Capital letters

Use of CamelCase approved.

Full stops

Avoid them at the end of headings, subheadings or lists.

Oxford comma

We can use a comma before the final conjunction of a sentence.

Abbreviations and acronyms

Avoid them whenever possible. If necessary, make sure it is explained beforehand.

Use of ampersand

Only for headlines, never for body copy.

Emojis and exclamation points

Avoid them whenever possible. If necessary, use only one per paragraph.

Gendered language

Avoid it whenever possible. If the person is identified, you can use it.

Parenthesis

Avoid them whenever possible. Instead, use commas, or make another sentence.

Product and Regions Naming

Solutions

- Payins
- Payouts
- Local Issuing
- For Platforms
- Defense Suite

Regions

- Latin America
- Africa
- Asia

Thanks

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