KTX

BRAND GUIDE

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# BRAND

# OVERVIEW

KTX is an AI-driven, agent-friendly digital asset exchange built to make trading smarter and more accessible. Powered by high-performance trading infrastructure, intelligent market insights, and agent-ready capabilities, KTX connects market intelligence with execution while keeping traders in control.

The platform brings together cryptocurrencies, tokenized stocks, and other digital assets across spot and futures trading, AI-powered copy trading, Earn, prediction markets, and on-chain trading—all within a unified trading environment.

More than a place to execute trades, KTX integrates AI-powered market analysis, intelligent trading signals, millisecond-level execution, and a unified account system to help users navigate market complexity, identify opportunities, manage risk, and act with greater precision.

# Story

Markets are full of opinions. What matters is having a basis for your own. As prices shift and new assets emerge, access to trading is only the beginning. Understanding the opportunity—and the risk behind it—is what comes next.

Founded in January 2025 by a team with experience in AI and digital assets, KTX was built around that need. We bring AI-powered analysis and trading tools into one platform, connecting market research with real trading decisions. As we grow, our focus remains practical: turn advances in AI into tools people can use to understand markets, explore strategies, and trade on their own terms.

# Manifesto

AI should expand what you can do, not take away your control. At KTX, we build tools that connect market insight with action, put security first, and respect the way you choose to trade.
That is the future of AI-powered finance we're building: smarter tools, with you in control.



# FROM INTELLIGENCE TO EXECUTION

Trade Smarter on KTX

# LOGO

# GUIDELINES

# Logo Guidelines

Please ensure that the KTX logo is reproduced in accordance with the specifications shown on this page.
The preferred application is the full-color logo on a white background. This version should be used whenever possible to maintain a consistent and unified brand identity across all applications.
The black-and-white versions must not be used as substitutes for the official full-color KTX brand logo.
Logo Color Priority: Brand Color > White > Black



# Minimum Size

To ensure total legibility and visual integrity of the visual signatures, it is necessary to maintain minimum usage dimensions.
For printed graphic materials, consider values in mm. For digital media and/or screens, consider values in pixels. It is recommended to observe the values according to the visual signature to be used.
Regardless of the means of use, it is crucial to ensure adequate visibility of all elements of the logo.



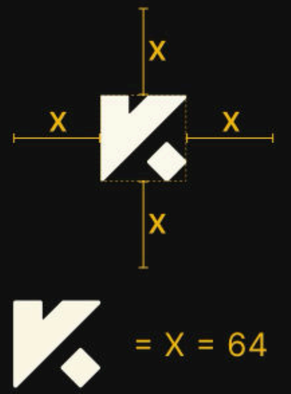






# Safety Margin

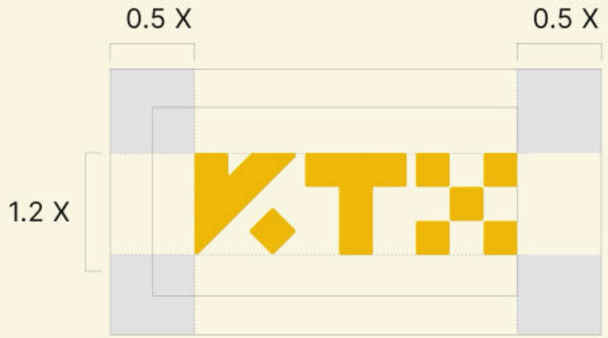
To preserve the visual impact and legibility of the visual signatures, it's essential to establish a clear space around them. This clear space should be at least equivalent to the height of the「X、Y」 in the logo.
For the isolated symbol, use its height as a reference for measurement.
This practice ensures that the logo will be displayed clearly and without interference.

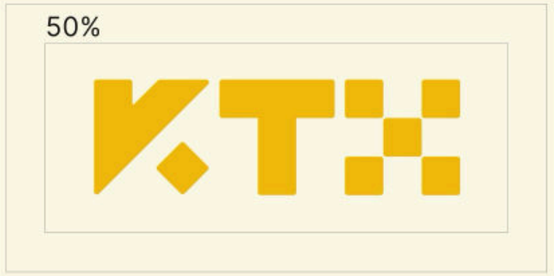





# Clear Space

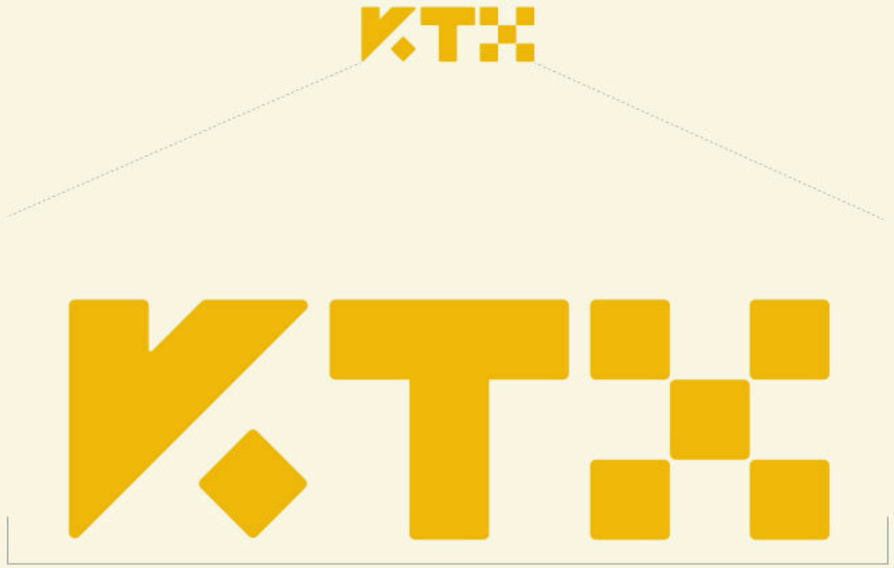
To ensure the KTX logo remains clear and recognizable, sufficient clear space must be maintained around it, free from text or other design elements.
The clear space scales proportionally with the logo, using the symbol's width or height as the reference unit "x".
A 100% clear space is preferred (200% for vertical logos). When space is limited, 50% is acceptable (100% for vertical logos).



# Minimum Logo Size

Logo placement depends on the logo variation.
The standard logo should be left- or right-aligned, positioned at the top, center, or bottom of the layout. This applies to most corporate applications.
The vertical logo should be center-aligned, positioned at the top or bottom.
The symbol logo may be left-, center-, or right-aligned, positioned at the top, center, or bottom.

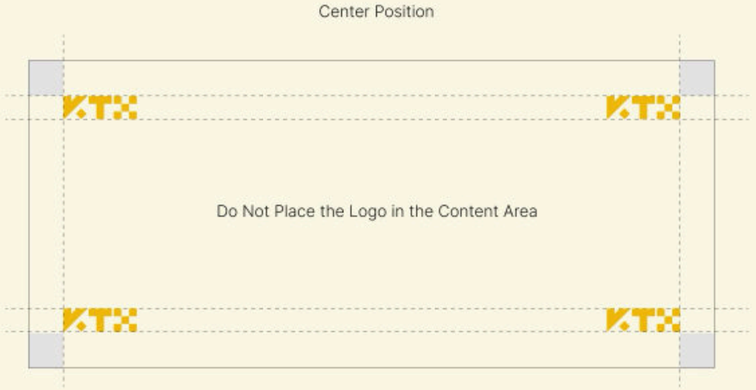


PRINT WIDTH: 16 MM  SCREEN WIDTH: 44 PX

# LAYOUT

# Logo Placement Guidelines

Logo placement depends on the logo variation.
The standard logo should be left- or right-aligned and positioned at the top, center, or bottom, as commonly used in corporate applications.
The vertical logo should be center-aligned and positioned at the top or bottom.
The symbol logo may be left-, center-, or right-aligned and positioned at the top, center, or bottom.






# Logo Usage Restrictions

To maintain the integrity and consistency of the KTX brand identity, the logo must follow the guidelines outlined in this manual. Avoid improper logo applications, as illustrated below.



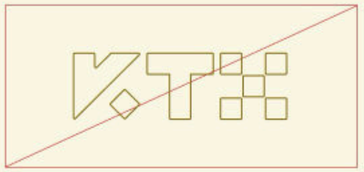
Don't change proportions.



Don't rotate the logo.



Don't compress the logo.



Don't outline the logo.



Don't add a drop shadow to the logo.



Don't use the logo in a low quality.



Don't alter the color.



Don't place the logo on a color without sufficient contrast.



Don't place the logo over a busy image.

# Correct Logo Lockup Usage

Ensure the KTX logo lockup follows the specifications shown on this page.
The two-color logo on a white background is the preferred application and should be used whenever possible to maintain brand consistency.
The black-and-white versions must not replace the official two-color KTX logo lockup.
Logo Color Priority: Brand Color > White > Black




Brand Colors




Black




White

# TYPOGRAPHY

Aa

AaBbCcDdEeFfGgHhIiKkLlMmNnOoPpQgRrSsTtUuVvWwXxYyZz0123456789 @?!(){; Regular

**AaBbCcDdEeFfGgHhIiKkLlMmNnOoPpQgRrSsTtUuVvWwXxYyZz0123456789 @?!(){;** Bold

***AaBbCcDdEeFfGgHhIiKkLlMmNnOoPpQgRrSsTtUuVvWwXxYyZz0123456789 @?!(){;*** Italic

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Inter

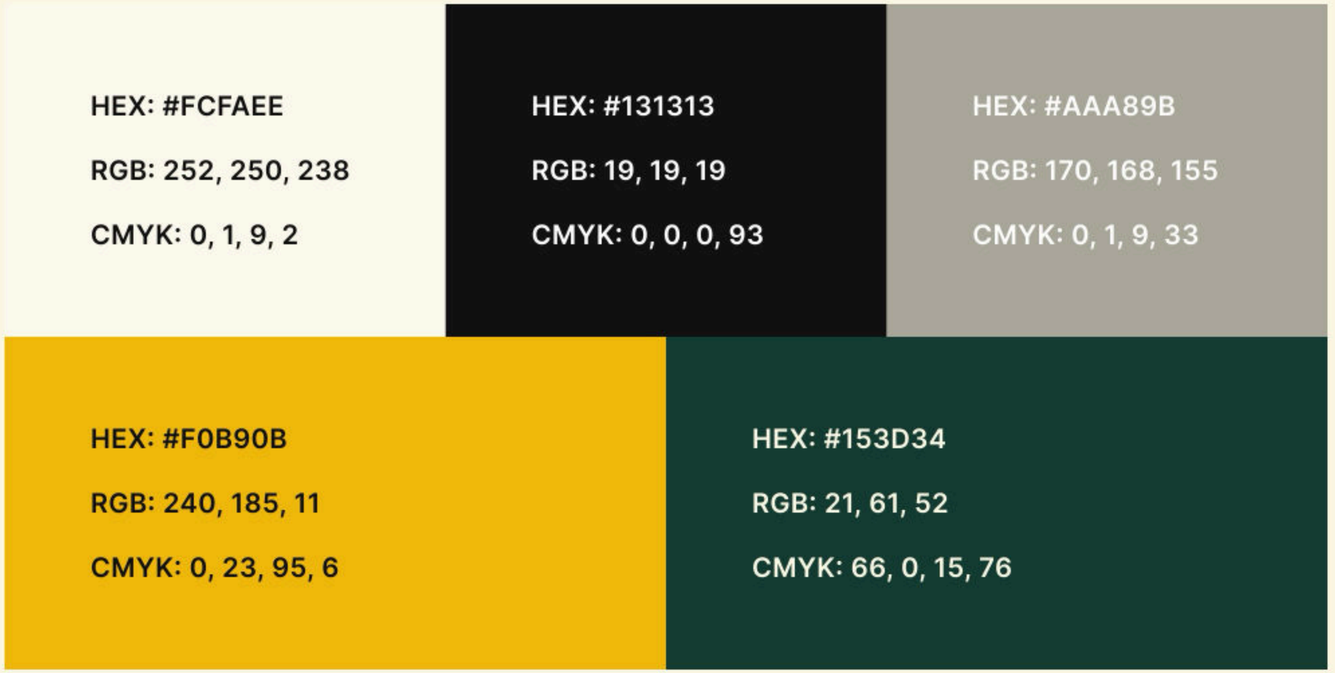
# Typeface Families

Inter anchors our typography with geometric rigor and screen-optimized clarity. Its balanced proportions convey stability, while subtle humanist curves soften austerity. Designed for cross-medium coherence — from UI to signage — the font embodies focused progress through disciplined minimalism.

# COLOR PALETTE

# Color Palette

Balances tradition (Ivory/Obsidian) and vitality (Amber). Digital dominance: Ivory canvas, Obsidian text, Amber highlights (<15%). Print: Use defined CMYK values; adjust Ivory for uncoated paper. Monochrome: Obsidian mandatory. Encodes authenticity, precision, and catalytic energy.



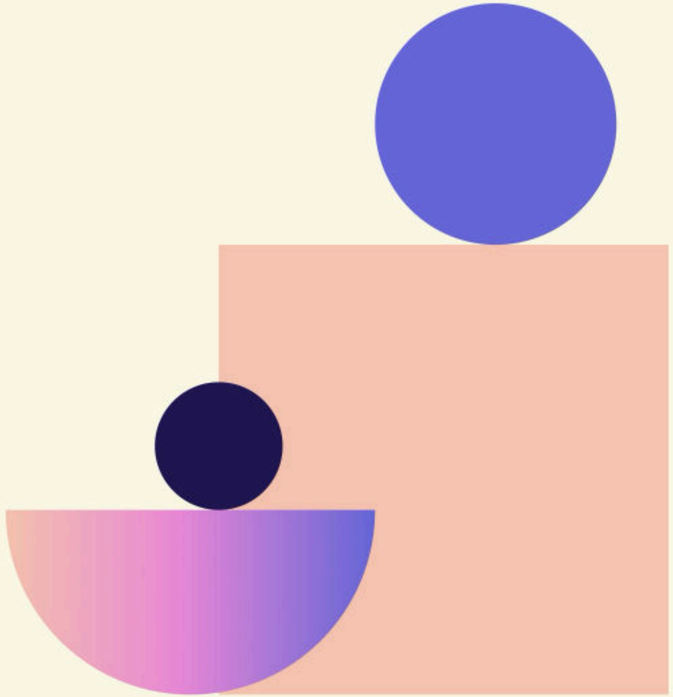
#F5C3AF

#EA89D7

#6767D9

#211753

#F5C3AF #EA89D7 #6767D9



#FFD762

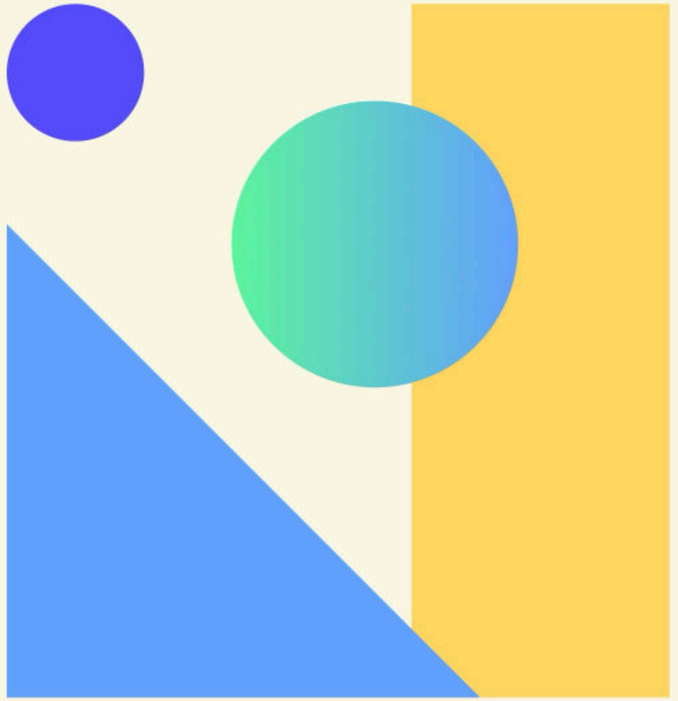
#64A2FF

#564CFF

#5EF69F

#5EF69F

#64A2FF



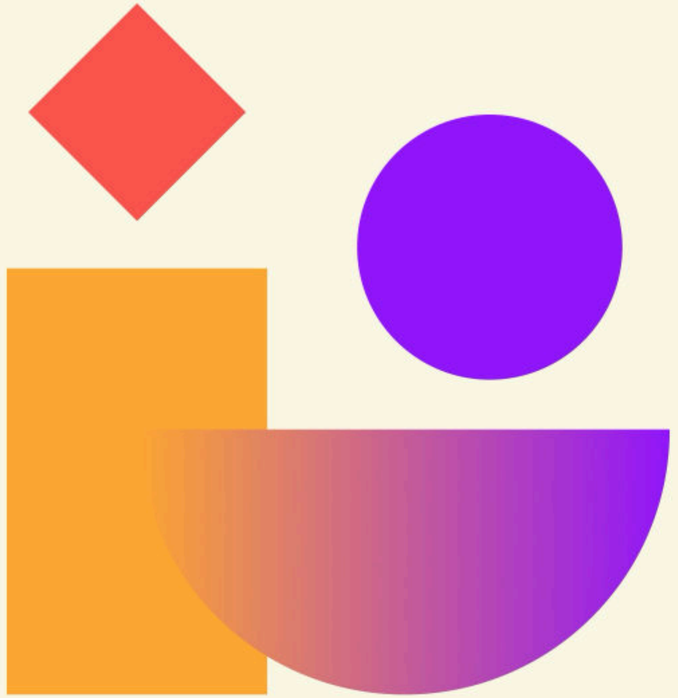
#FDA735

#F9597C

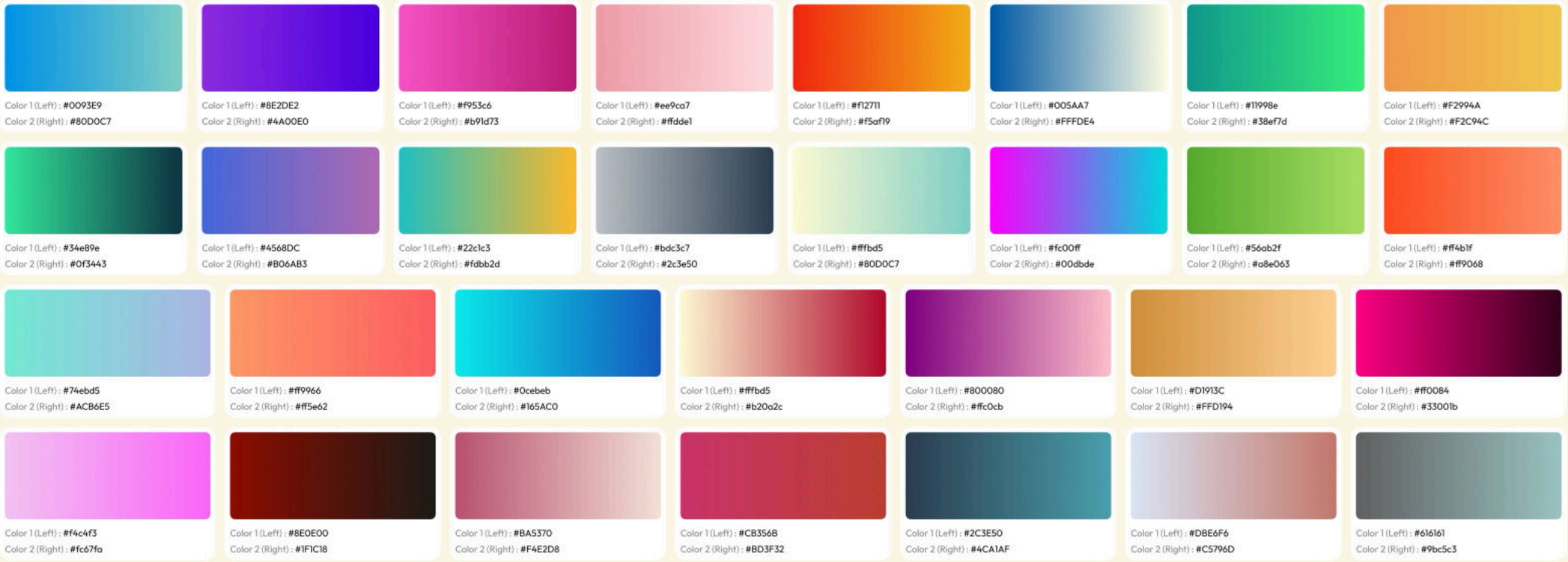
#FC554F

#9317FD

#FDA735 #9317FD



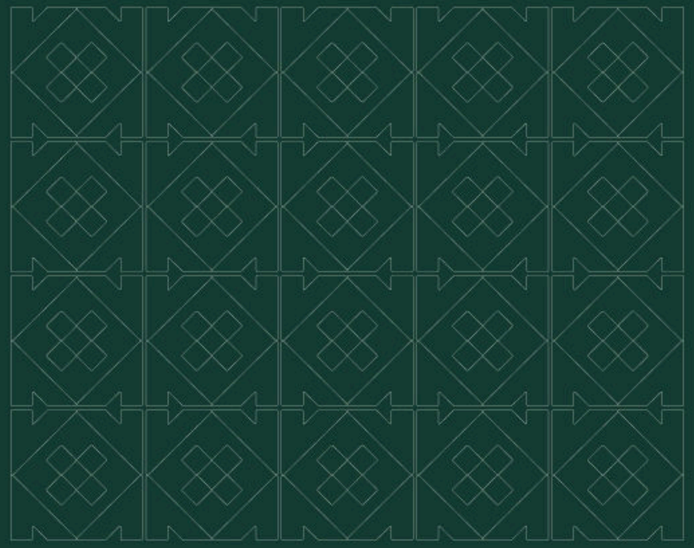
# Gradient

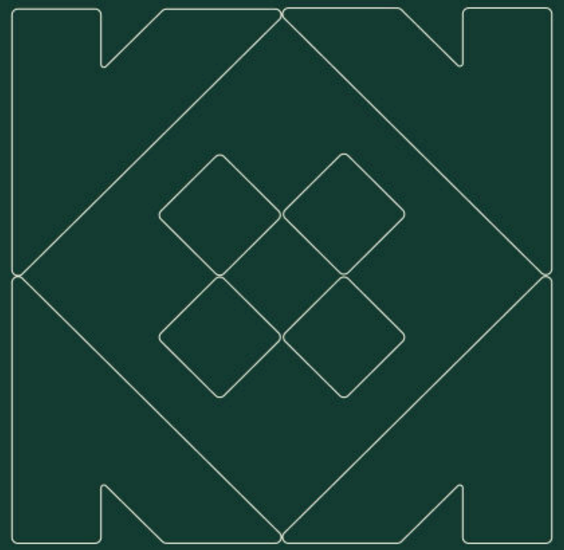

Color 1 (Left) : #0093E9
Color 2 (Right) : #80D0C7
Color 1 (Left) : #8E2DE2
Color 2 (Right) : #4A00E0
Color 1 (Left) : #f953c6
Color 2 (Right) : #b91d73
Color 1 (Left) : #ee9ca7
Color 2 (Right) : #ffdde1
Color 1 (Left) : #f12711
Color 2 (Right) : #f5af19
Color 1 (Left) : #005AA7
Color 2 (Right) : #FFFDE4
Color 1 (Left) : #11998e
Color 2 (Right) : #38ef7d
Color 1 (Left) : #F2994A
Color 2 (Right) : #F2C94C
Color 1 (Left) : #34e89e
Color 2 (Right) : #0f3443
Color 1 (Left) : #4568DC
Color 2 (Right) : #B06AB3
Color 1 (Left) : #22c1c3
Color 2 (Right) : #fdbb2d
Color 1 (Left) : #bdc3c7
Color 2 (Right) : #2c3e50
Color 1 (Left) : #fffbd5
Color 2 (Right) : #80D0C7
Color 1 (Left) : #fc00ff
Color 2 (Right) : #00dbde
Color 1 (Left) : #56ab2f
Color 2 (Right) : #a8e063
Color 1 (Left) : #ff4b1f
Color 2 (Right) : #ff9068
Color 1 (Left) : #74ebd5
Color 2 (Right) : #ACB6E5
Color 1 (Left) : #ff9966
Color 2 (Right) : #ff5e62
Color 1 (Left) : #0cebeb
Color 2 (Right) : #165AC0
Color 1 (Left) : #fffbd5
Color 2 (Right) : #b20a2c
Color 1 (Left) : #800080
Color 2 (Right) : #ffc0cb
Color 1 (Left) : #D1913C
Color 2 (Right) : #FFD194
Color 1 (Left) : #ff0084
Color 2 (Right) : #33001b
Color 1 (Left) : #f4c4f3
Color 2 (Right) : #fc67fa
Color 1 (Left) : #8E0E00
Color 2 (Right) : #1F1C18
Color 1 (Left) : #BA5370
Color 2 (Right) : #F4E2D8
Color 1 (Left) : #CB356B
Color 2 (Right) : #BD3F32
Color 1 (Left) : #2C3E50
Color 2 (Right) : #4CA1AF
Color 1 (Left) : #DBE6F6
Color 2 (Right) : #C5796D
Color 1 (Left) : #616161
Color 2 (Right) : #9bc5c3

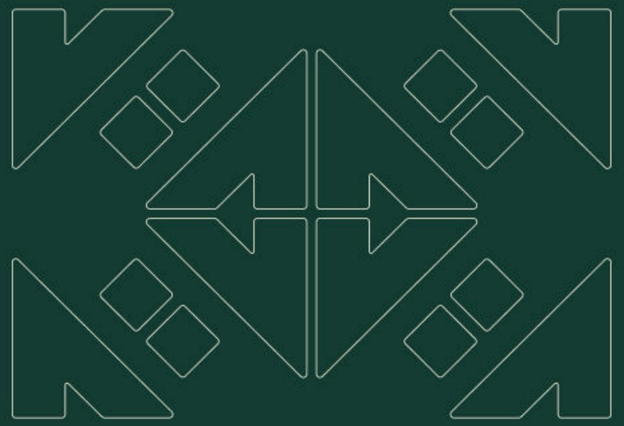
# ELEMENTS

# Visual Language

Balances tradition (Ivory/Obsidian) and vitality (Amber). Digital dominance: Ivory canvas, Obsidian text, Amber highlights (<15%). Print: Use defined CMYK values; adjust Ivory for uncoated paper. Monochrome: Obsidian mandatory. Encodes authenticity, precision, and catalytic energy.

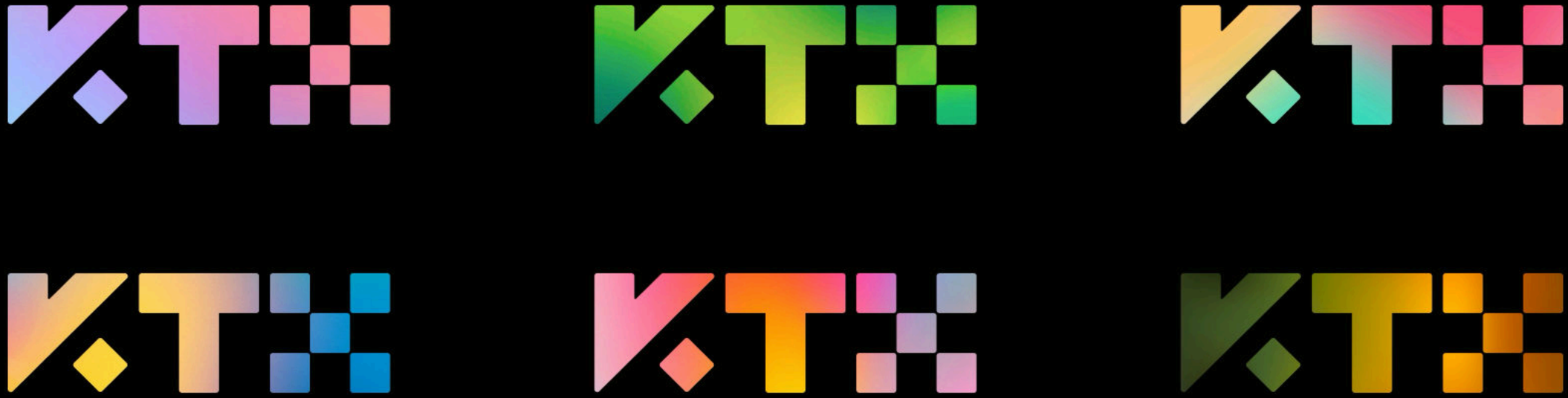






# Light Depth

Balances tradition (Ivory/Obsidian) and vitality (Amber). Digital dominance: Ivory canvas, Obsidian text, Amber highlights (<15%). Print: Use defined CMYK values; adjust Ivory for uncoated paper. Monochrome: Obsidian mandatory. Encodes authenticity, precision, and catalytic energy.

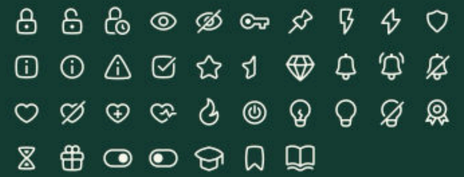


# ASSETS

# ICON

Brand merchandise prototypes have been developed, aligning with visual guidelines for seamless integration into upcoming campaigns across physical and digital channels.

Status



Navigation



General



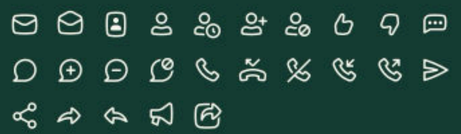
Devices



Media



Communication



Files



Interface

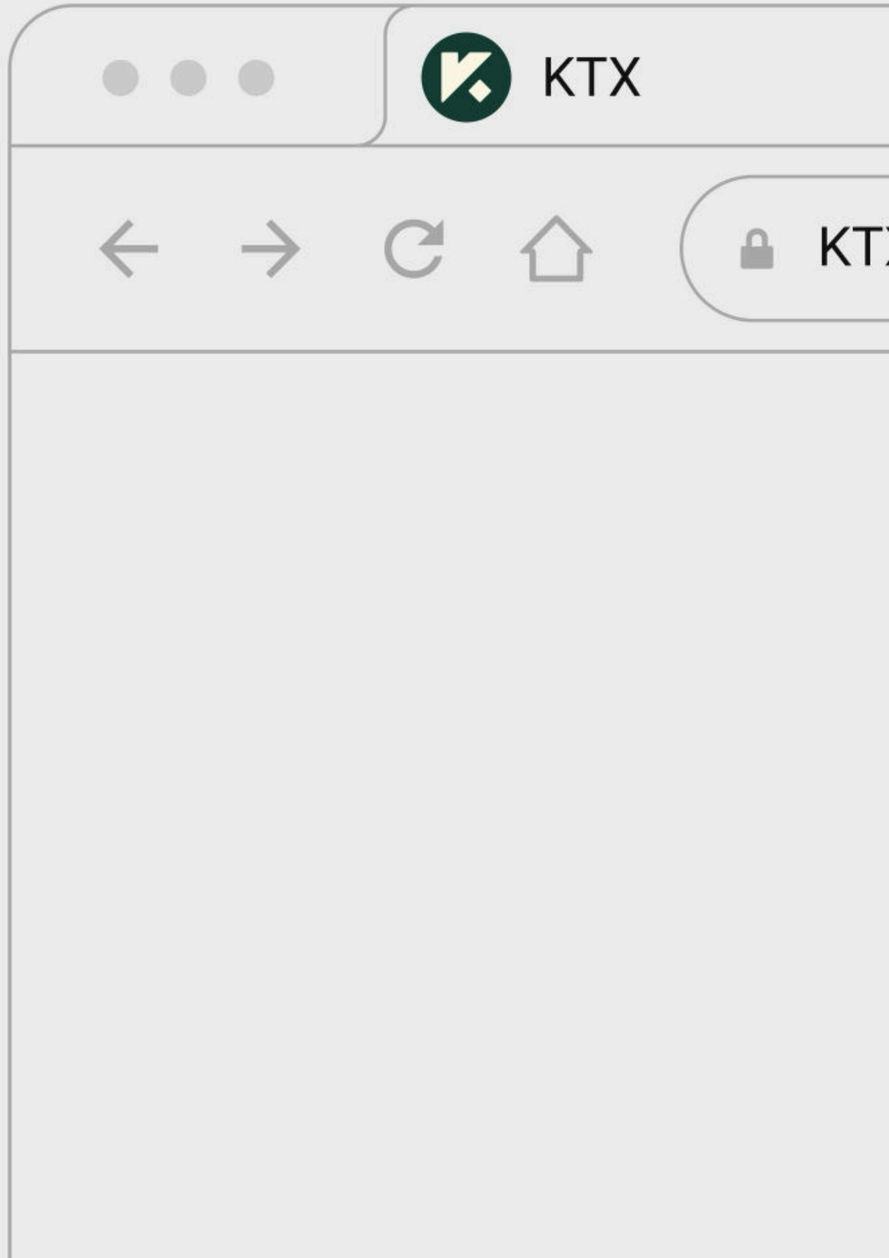


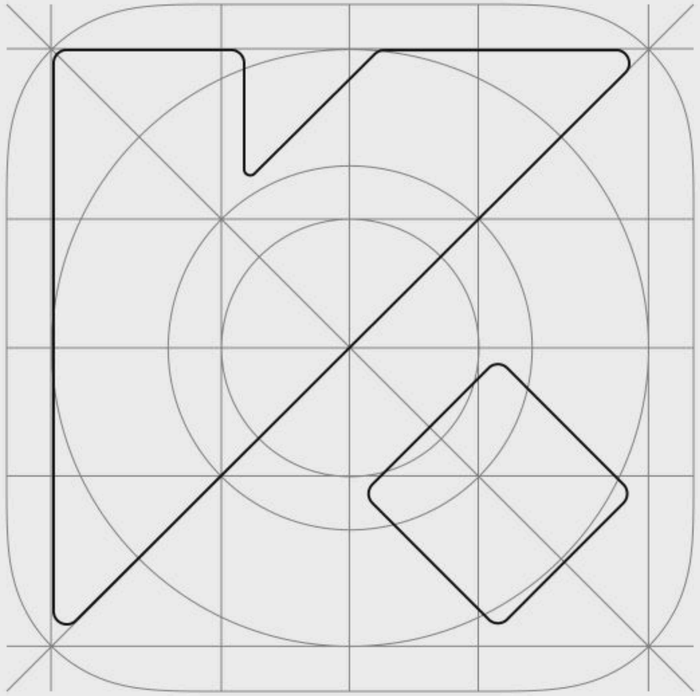
# Application Icon

Brand merchandise prototypes have been developed, aligning with visual guidelines for seamless integration into upcoming campaigns across physical and digital channels.






KTX
KT






KTX




# Web3.0 Icons

The brand's Web3-ready visual identity uses tokenized four-color icons, designed for cross-platform compatibility (DeFi, NFTs, DAOs) and adaptability to future ecosystems like metaverse layers.

# LOGO

# SOCIAL MEDIA

# Visual Identity


















KTX

@KTX_Exchange ktx.com

# From Crypto to Borderless Finance.

Send digital assets, hold global accounts,
and move funds across borders with ease.



@KTX_Exchange 7–8 OCT 2026

# NEXT STOP SINGAPORE SEE YOU THERE

TOKEN2049 SINGAPORE

KTX

Across Crypto · RWA · Prediction Market



KTX @KTX_Exchange




# WHICH MARKET ARE YOU WATCHING TODAY?

Crypto Prediction Markets Stocks Commodities

KTX




KTX *Listing*

Gnosis

## $ GNO

KTX Spot

Download KTX



KTX Listing

Ptah

$ PTAH

Onchain Trading

KTX

# KTX Listing

KTX Spot | KTX Perp

$JUP $CAKE $PENDLE $JTO

$EIGEN $W $AERO $KMNO $ORCA

Download KTX

KTX @KTX_Exchange ktx.com

# The conversation Continues beyond Singapore.

**2** days of On-Site Conversations | **600+** Booth Visitors | **30+** In-Depth Conversations




「Thank you to everyone who stopped by the KTX booth」

KTX @KTX_Exchange

# U.S. AUGUST PCE

SEP 30 · 8:30 AM ET

Hotter inflation
**ABOVE FORECAST**

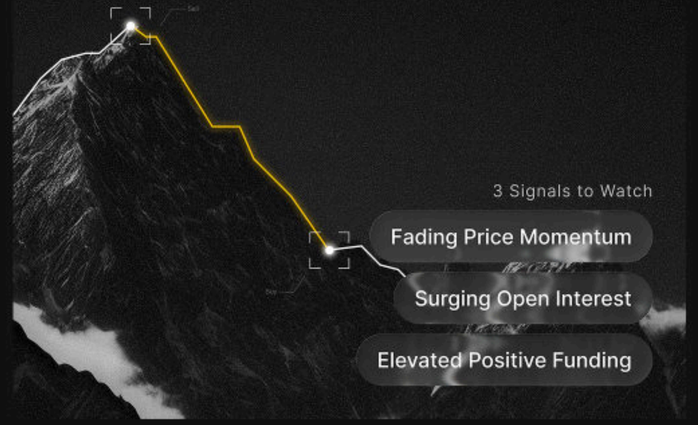
Watch market reaction
**IN LINE**

Easing inflation
**BELOW FORECAST**

CORE PCE MoM FORECAST
**0.3%**

KTX @KTX_Exchange

# SHORT BEFORE THE DROP



Home
Explore
Notifications
Messages
Lists
Bookmarks
Communities
Verified Orgs
**Profile**
More
Post

Stas Neprokin
@sneprokin

Sixpence
23 post

Follow

**KTX**
@KTXExchange

Just as the sixpence underfoot reminds us: chase lofty ideals, but keep your steps grounded.

Entrepreneur · Earth · ktx.com · Born November 7, 1987
Joined November 2010

**23** Following **149K** Followers

Posts · Replies · Highlights · Media

You reposted
**Satoshi Nakamoto** @Satoshi Nakamoto · Jan 03, 2009
If you don't believe me or don't get it, I don't have time to try to convince you, sorry.



Search

## You might like

**Typeface** @typefaceai — Follow
**Paul Mit** @pmitu — Follow
**Sam Altman** @sama — Follow

Show more

## Trends for you

Trending
**Stripe**
4,377 posts

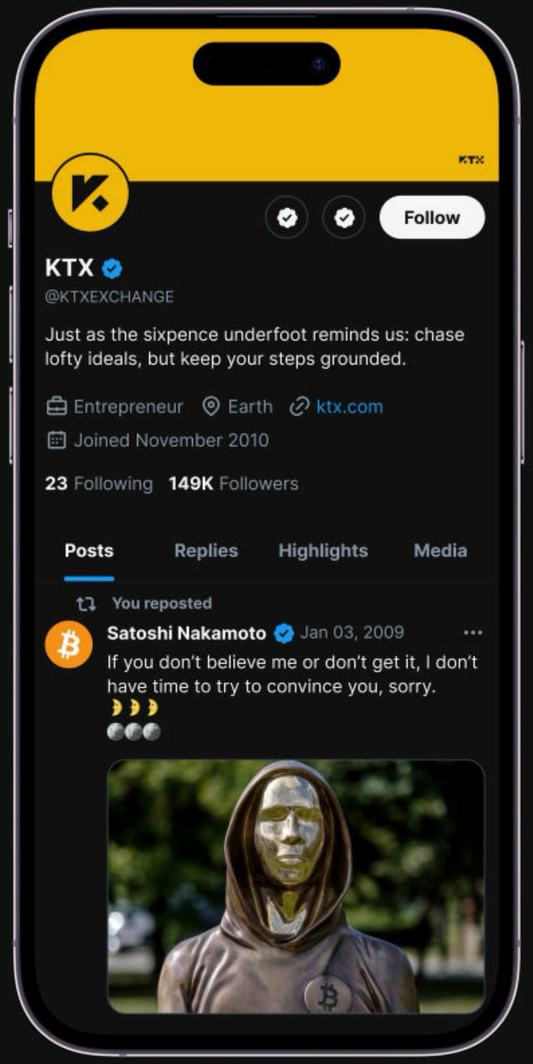
Business & finance · Trending
**S&P 500**
4,555 posts

Trending
**SaaS**
4,486 posts

Technology · Trending
**Tailwind**
1,430 posts

Trending
**Notion**
23.7K posts

Technology · Trending




KTX
From Intelligence to Execution
Trade Smarter on KTX

# IP

# KTXCharacter

A friendly, bold and distinctivemascot that represents theKTX brand.
The KTX character embodiescuriosity, clarity and confidencein the world of digital assets.










KTX

# MERCHANDISE


From Intelligence
to Execution
Trade Smarter on KTX
From Intelligence
to Execution
Trade Smarter on KTX
From Intelligence to Execution
Trade Smarter on KTX


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Trade Smarter on KTX


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From Intelligence to Execution
Trade Smarter on KTX


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Trade Smarter
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From Intelligence
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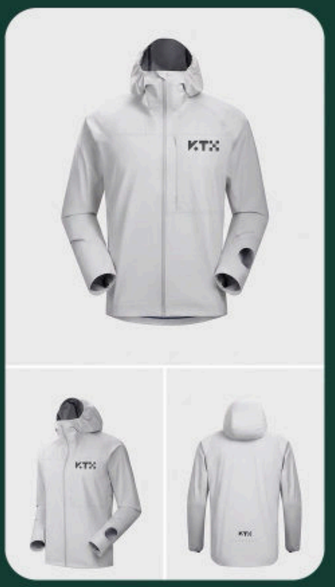
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From Intelligence to Execution
Trade Smarter on KTX


From Intelligence to Execution
Trade Smarter on KTX

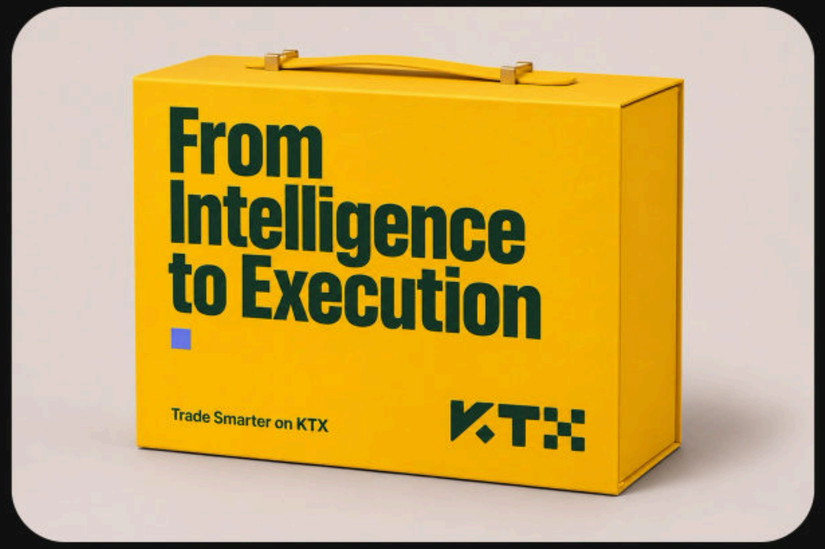

From
Intelligence
to Execution
Trade Smarter on KTX


From Intelligence
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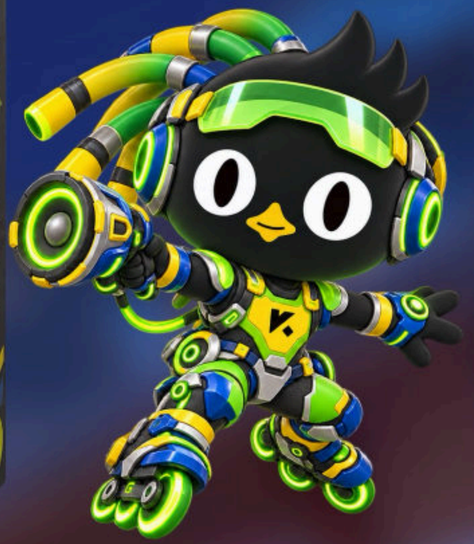

KTX


KTX
KTX
KTX
KTX


KTX
HERO SERIES
CASSIDY
SERIES 01
BLIND BOX
NO. 05




KTX
HERO SERIES
LUCIO
BLIND BOX
SERIES 01
NO. 04




KTX
HERO SERIES
TRACER
BLIND BOX
SERIES 01
NO. 06




KTX
HERO SERIES
GENJI
BLIND BOX
SERIES 01
NO. 01



# THANKS

From Intelligence To Execution