

**d-local**

# **Brand guidelines**



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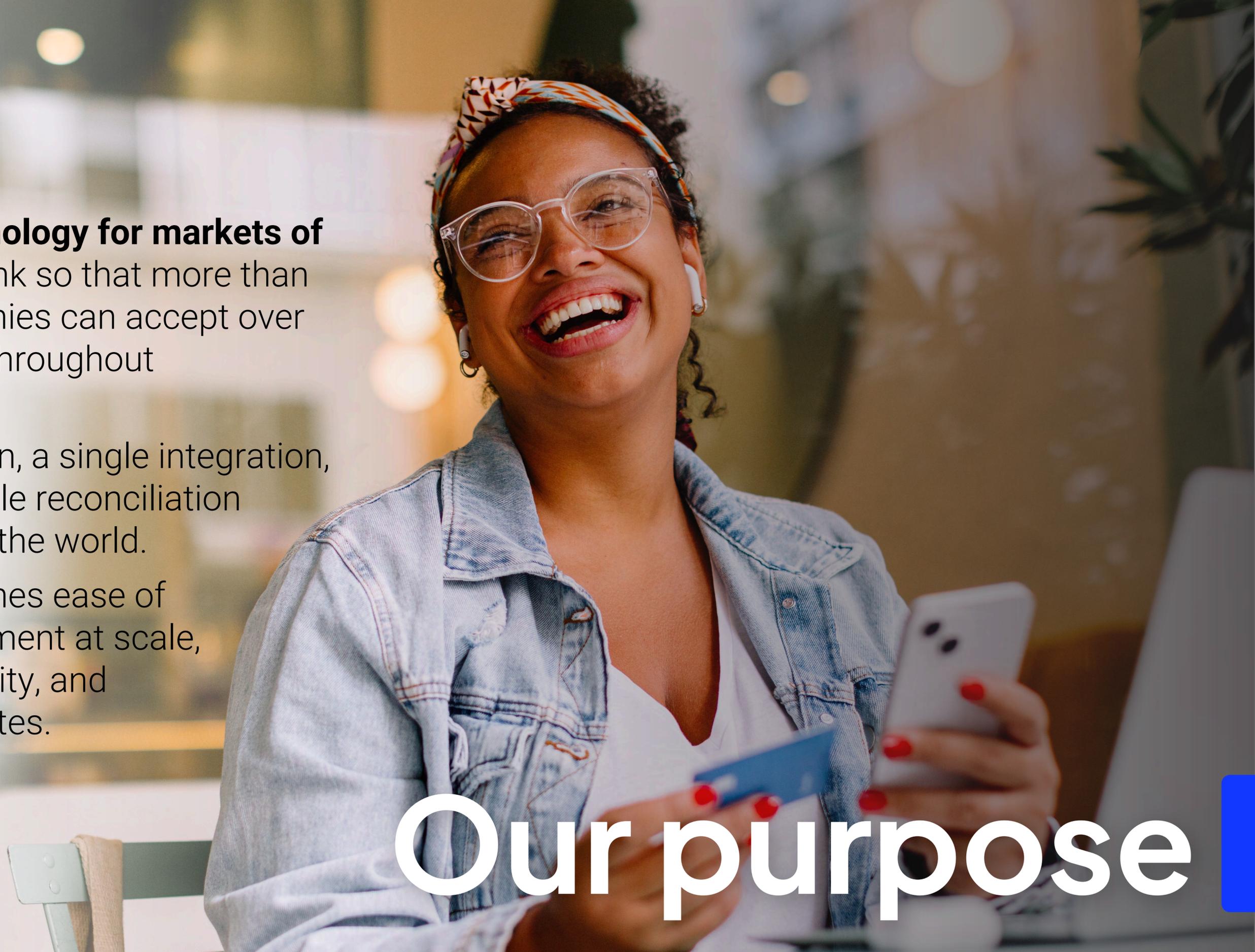
# About dLocal

We build **financial technology for markets of the future**. We are the link so that more than 700 large global companies can accept over 900 payment methods throughout high-growth markets.

Our “One dLocal” solution, a single integration, single contract, and single reconciliation connects companies to the world.

dLocal's solution combines ease of implementation, deployment at scale, and a high level of security, and optimized conversion rates.

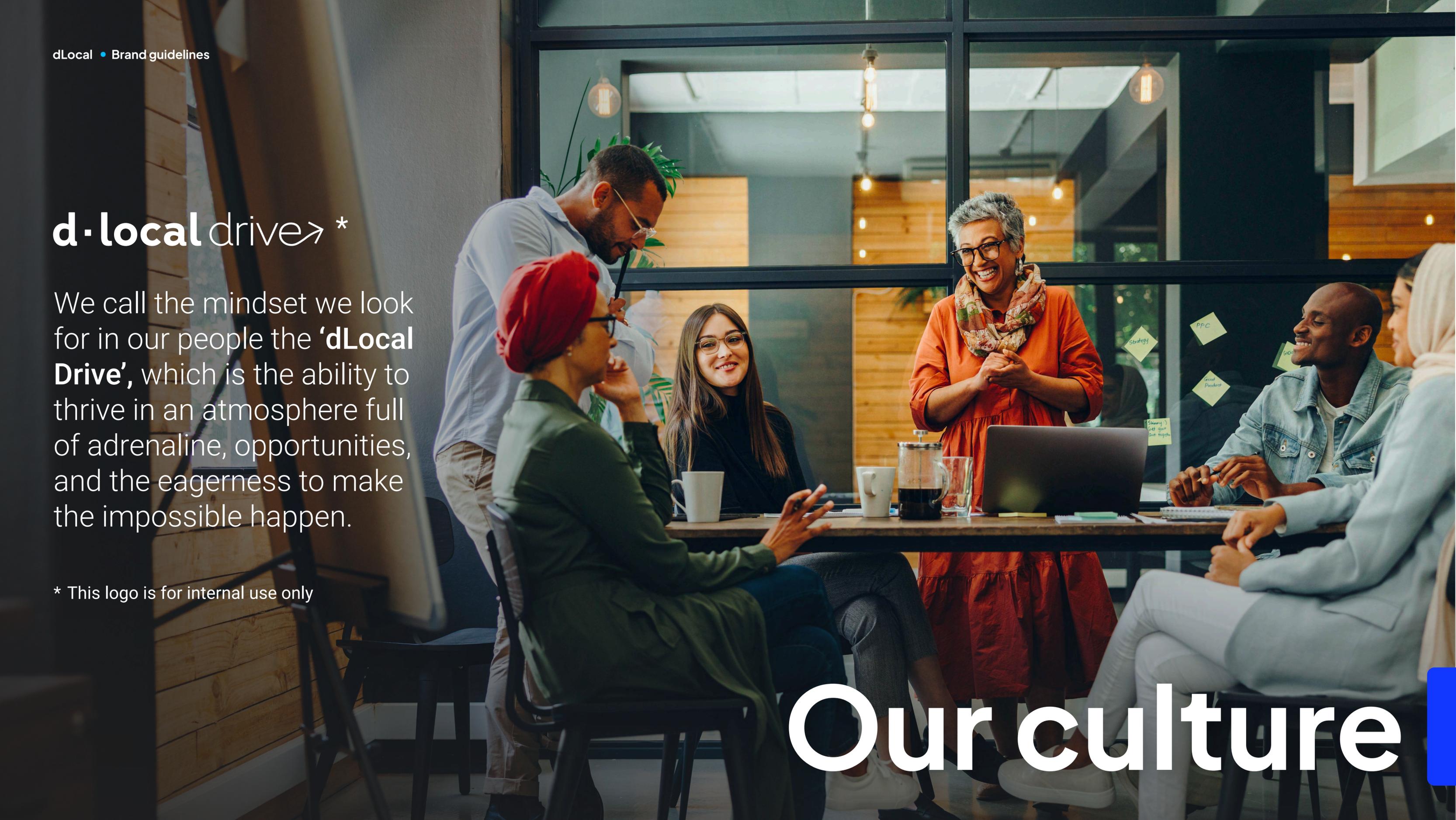
Our purpose



## d-local drive → \*

We call the mindset we look for in our people the '**dLocal Drive**', which is the ability to thrive in an atmosphere full of adrenaline, opportunities, and the eagerness to make the impossible happen.

\* This logo is for internal use only



Our culture

# Focus on customers

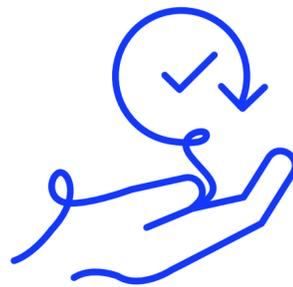


We listen and solve their needs first.

Our drivers



# Own it

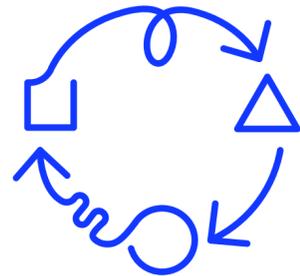


We act, we deliver,  
we improve.

Our drivers



# Deal with ambiguity



We take chances, adapt fast, and create innovative solutions.

# Our drivers



# Play as a professional team



We embrace differences and win together.



# Our drivers



# Brand identity

## Our 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.

**Write like you're explaining** the subject to someone who has never heard of it before.

**Keep it simple**, try not to use technical words if you don't need to.

**We are the experts in this space**, write clearly and factually.

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



# Our voice

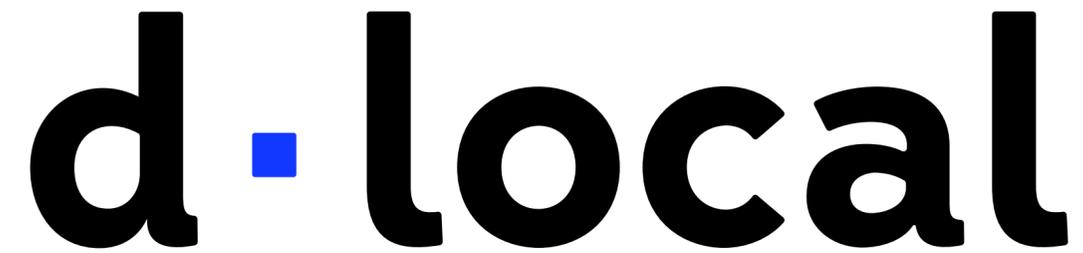


## Wording

- When referring to the company, type it out correctly — **dLocal (lowercase d, capital L, lowercase ocal)**.  
**NOT:** d-local, DLocal, Dlocal, d.local, D.Local, D-Local, d local, D Local, D local
- If referring to our Nasdaq ticker - DLO
- When speaking about an employee, use their first name after full name introduction (bios etc)
- US English
- Order of regions: Africa, Asia, and Latin America
- Capitalize product names
- Capitalize job titles
- Headings and subheadings in **sentence case** not Title Case
- No fullstops after final sentence of bullet points
- eCommerce - eWallet - eMoney
- 3:00pm (12 hour not 24 hour time)
- Numbers one - nine written out, 10 onwards numerically
- USD\$
- Cross-border
- Can use contractions
- When there are character limits we can use an ampersand – & – instead of and
- Use of abbreviation is okay once we've mentioned once what it stands for.
- Example: In Southeast Asia (SEA), eWallets are very common.
- Use the % sign, not per cent

Our voice

## Our primary logo



The primary logo consists of the lowercase letters 'd' and 'local' in a bold, sans-serif font, separated by a small blue square. The text is black and set against a white background.



The secondary logo is identical to the primary logo but uses white text on a solid blue background to ensure high contrast and legibility.

This is dLocal's primary logo and should be used in all of our corporate communications. Here are the specifications of its colors:



HEX 000000  
RGB 0, 0, 0  
CMYK 100, 100, 100, 100



HEX 1043FA  
RGB 16, 67, 250  
CMYK 100, 78, 0, 0



HEX FFFFFFFF  
RGB 255, 255, 255  
CMYK 0, 0, 0, 0

Our main logo should be full white when the background compromises the legibility, and if the contrast allows it.

Our logo

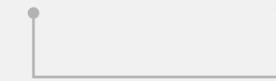


## Our icon

Our icon can be utilized in various scenarios, such as maintaining the brand presence in lengthy documents where the full logo may appear visually heavy and/or repetitive, or in our social media posts. However, it's important to consider the contrast and legibility when deciding which version to use.

## Minimum size for printed or digital use

**d · local**



80px - 20mm

**d ·**



24px - 5mm

Our logo

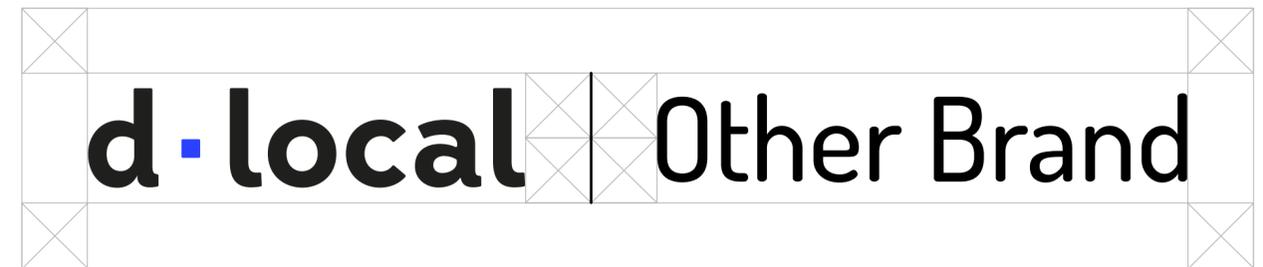
## Clearspace

We know you will be using our logo alongside a lot of information such as images, text and visual elements, so it is important to leave space to breath. Keep in mind the x-height in all your compositions.



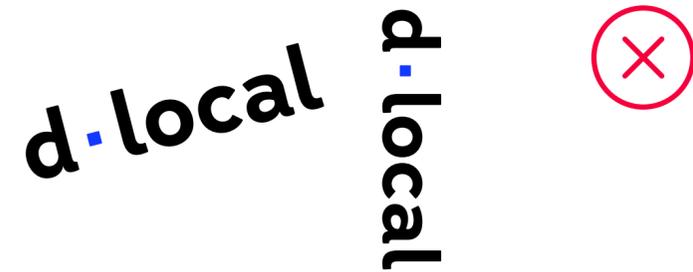
## Co-branding

When creating a co-branded communications piece, use visual balancing to ensure the logos have the same weight. Use the x-height as reference as you see bellow:



Our logo

## Don'ts



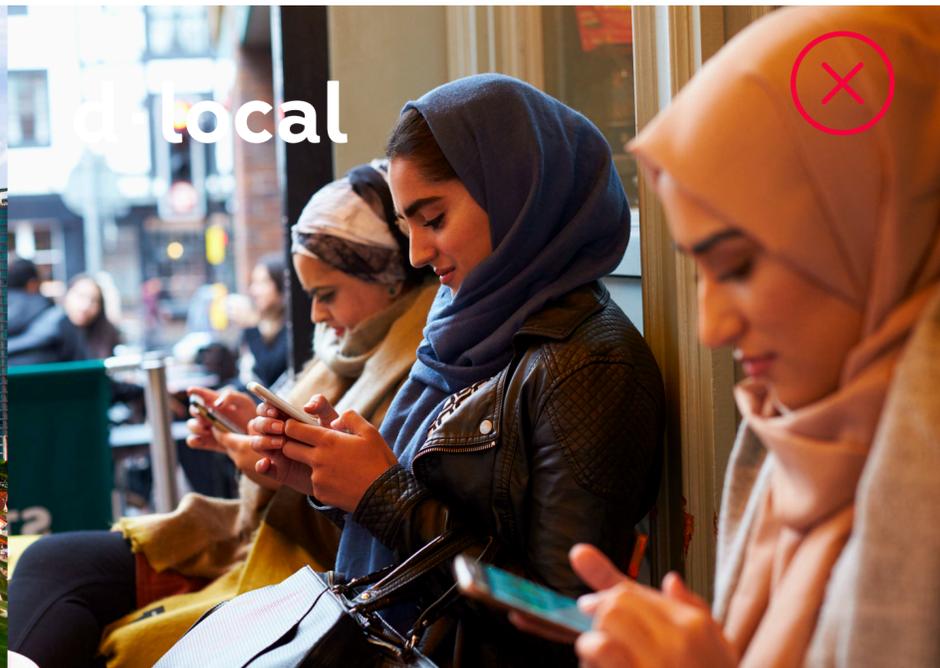
Don't change the inclination nor direction of the logo.



Be careful when resizing the logo, the important thing is to keep the proportion.



Don't change the colors of the logo. But remember: when the background requires it, the logo can be full white.



Always be aware of the contrast with background images and backgrounds in general.

Our logo

## Primary color palette

HEX 1043FA  
RGB 16, 67, 250  
CMYK 100, 78, 0, 0

HEX 0d0095  
RGB 13, 0, 149  
CMYK 100, 89, 0, 43

HEX 33b6ff  
RGB 51, 182, 255  
CMYK 76, 20, 0, 0

## dLocal's gradient



Color

## Secondary color palette

For CTAs and Links

HEX 21A35B  
RGB 33, 163, 91  
CMYK 95, 2, 100, 10

HEX 000000  
RGB 0, 0, 0  
CMYK 100, 100, 100, 100

For text

HEX CCCCCC  
RGB 204, 204, 204  
CMYK 19, 15, 15, 0

For graphic assets

HEX F2F2F2  
RGB 242, 242, 242  
CMYK 4, 2, 2, 0

For graphic assets  
and backgrounds

HEX FFFFFFFF  
RGB 255, 255, 255  
CMYK 0, 0, 0, 0

For backgrounds  
and text

## Color Palette variations for charts and infographics

\*Just use it on those cases

	#708EFC	RGB 112, 142, 252	CMYK 55, 40, 0, 1
	#4069FB	RGB 64, 105, 251	CMYK 80, 62, 0, 0
	#0C32BB	RGB 12, 50, 187	CMYK 100, 85, 0, 9
	#08227D	RGB 8, 34, 125	CMYK 100, 85, 0, 52

	#2E1AFF	RGB 46, 26, 255	CMYK 100, 86, 0, 0
	#1200CC	RGB 18, 0, 204	CMYK 100, 90, 0, 22
	#090066	RGB 9, 0, 102	CMYK 80, 75, 0, 74
	#060040	RGB 6, 0, 64	CMYK 95, 94, 0, 80

	#ADE2FF	RGB 173, 226, 255	CMYK 32, 0, 0, 0
	#85D3FF	RGB 133, 211, 255	CMYK 47, 3, 0, 0
	#2689BF	RGB 38, 137, 191	CMYK 80, 28, 0, 25
	#1A5B80	RGB 26, 91, 128	CMYK 80, 29, 0, 50

	#C3E7CF	RGB 195, 231, 207	CMYK 26, 0, 24, 0
	#72CA93	RGB 114, 202, 147	CMYK 63, 0, 61, 0
	#1A8D4E	RGB 26, 141, 78	CMYK 94, 16, 100, 20
	#004B50	RGB 0, 75, 80	CMYK 100, 51, 57, 50

Color

## Typography styles

We have two main typographies, one for headers, titles and subtitles and the other for paragraphs and body text in general.

Applying the correct weights and sizes will help give a unified and hierarchical look across all applications.

### Plus Jakarta Sans – Bold

**aA**

Headings

Titles

Subtitles

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789{[(«&»)]}\$% |~!|'.,:;\*-\\_<=>÷@©®™**

### Roboto

**aA**

Bold

Subtitles

aA

Light

aA

Regular

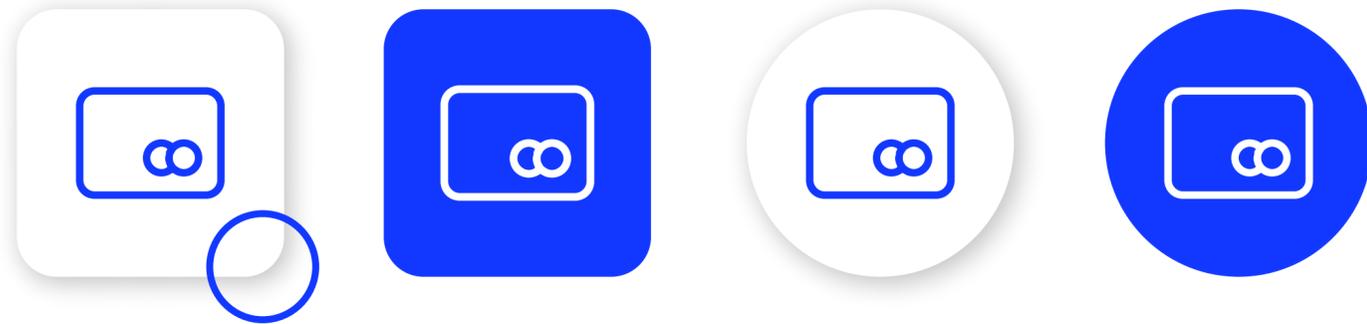
Body Text

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789{[(«&»)]}\$% |~!|'.,:;\*-\\_<=>÷@©®™

# Typography

## Iconography

Iconography in our brand book is crafted with a focus on simplicity and minimalism. By employing clean lines, clear shapes, and a limited color palette, our icons maintain a cohesive visual language that reinforces our brand identity. This allows us to convey information efficiently and effectively, ensuring clarity and ease of understanding for our audience.



**Note:** Remember that all our graphic elements use rounded corners. In this example, the square has a 20 px radius on all corners.



# Icons

## Use of images

**The tone of the images we utilize is vibrant and energetic, emphasizing human connection and emotion over technology.** We showcase genuine interactions and moments of happiness that resonate with our audience, reflecting our company's dedication to enhancing everyday experiences through seamless payments solutions.

We also use images of cityscapes and iconic locations where lighting and ambiance are key to set the proper message. **These images capture emblematic places, emphasizing their visual appeal and cultural significance.** By focusing on the unique atmosphere of each locale, we aim to inspire curiosity and appreciation for the diverse landscapes where our payment solutions connect people and businesses worldwide.



# Images

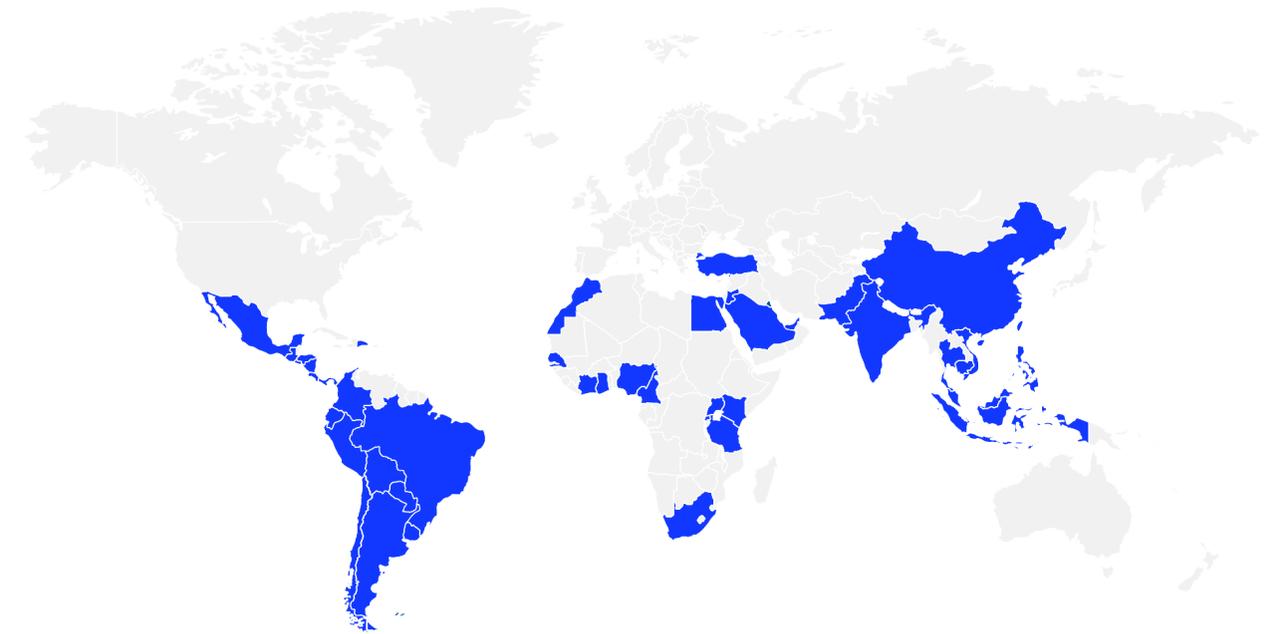
## Country Flags

We incorporate country flags within our design framework, typically presented in rectangular shapes with rounded corners or circular formats. Consistency in framing is essential, ensuring all elements are neatly contained. When needed, a subtle shadow effect is applied to enhance contrast with the background, ensuring optimal visibility and clarity.



## Maps

To showcase our global presence, we often feature a world map. In our standard communications, countries where we operate are marked in our primary blue (#1043FA), while others are shown in light gray. If there's a need to emphasize specific countries differently, please ensure to use colors from our alternative palette.



# Other assets

## Our current graphic assets

Our current graphic assets for visual communication feature a variety of elements designed to enhance our brand identity. We utilize solid circles, line circles, gradients, and solid color backgrounds, often incorporating the layering of these elements to create depth and visual interest.

When integrating images, we frame them within rectangles with rounded corners. This consistent framing approach helps maintain a cohesive and polished look across all our visual materials, reinforcing our brand's distinctive aesthetic.

Here you have some examples:



# Other assets

# d-local

One brand • One dLocal

If you have any brand related doubts don't hesitate to contact us at [marketing@dlocal.com](mailto:marketing@dlocal.com)