

d·local

Brand guidelines

Financial technology for markets of the future

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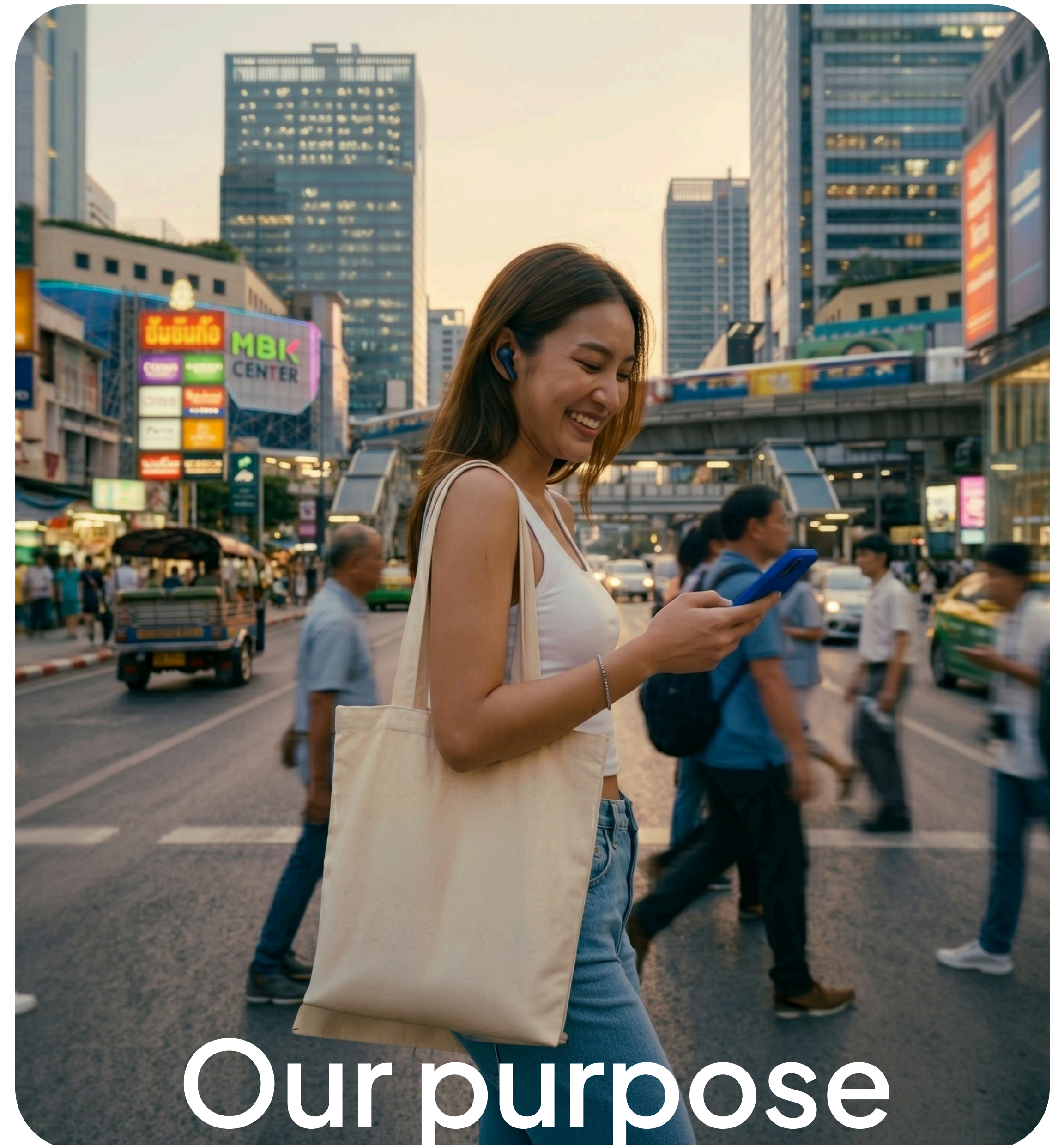
About dLocal

We build financial technology for markets of the future.

We are the link so that more than 760 large global companies can accept over 1000 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

Brand identity

Our primary logo

This is dLocal's primary logo and should be used in all of our corporate communications.



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



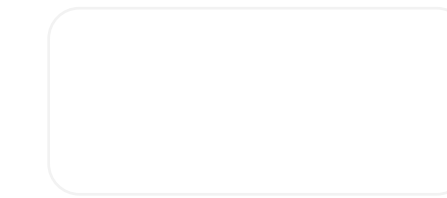
Logo colors



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



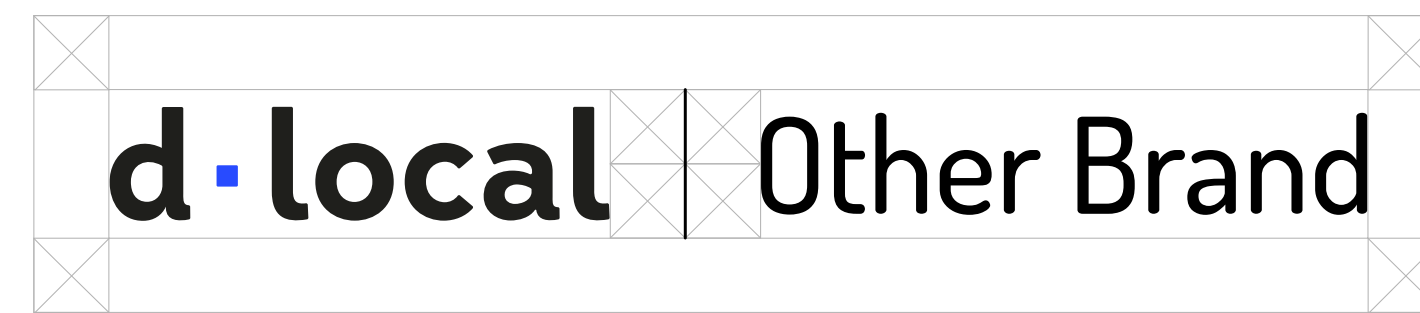
Clear-spacing

Give our logo room to breathe. Always maintain the x-height clearance in your compositions.



Co-branding

For co-branded pieces, balance both logos visually using the x-height as reference.



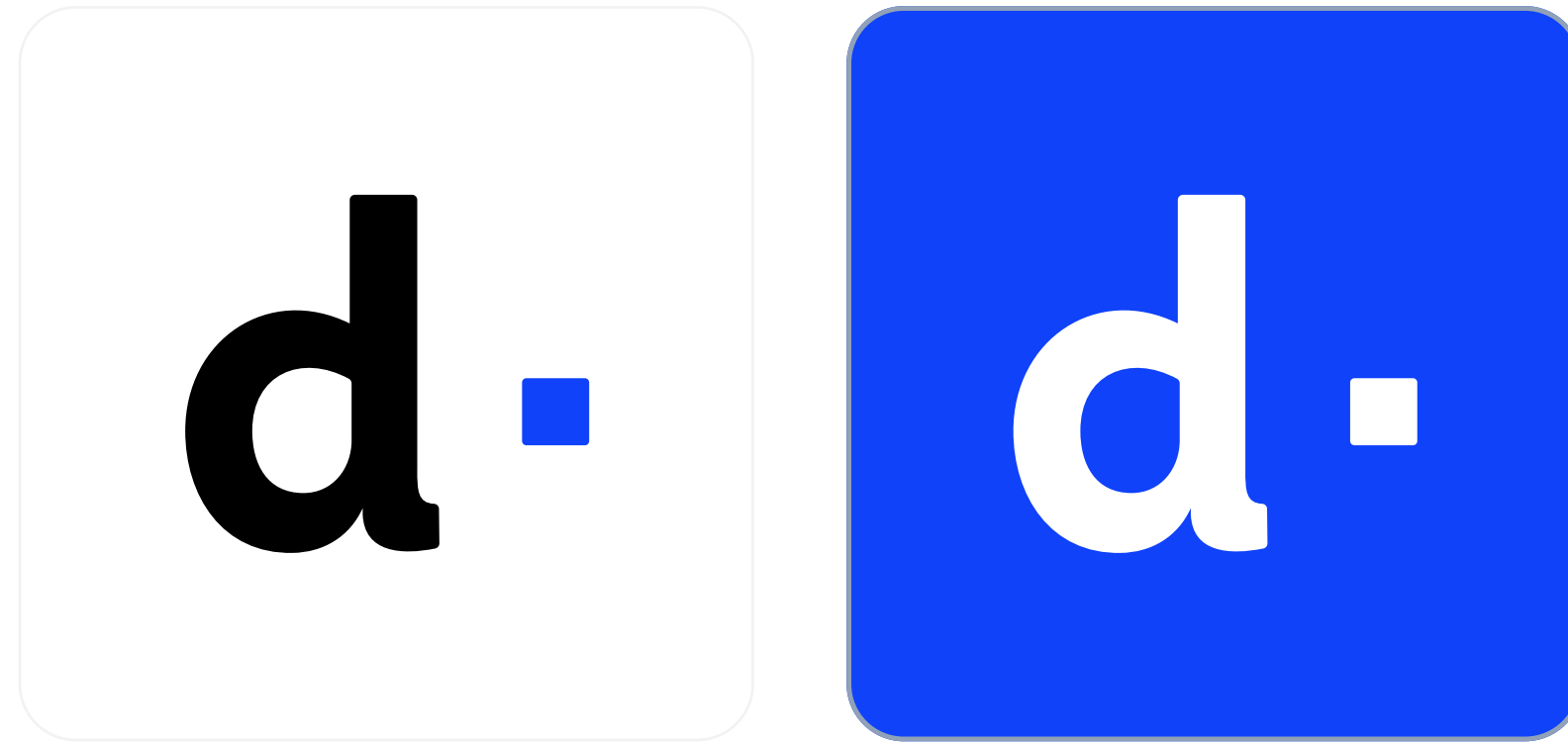
Our logo

dLocal 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.

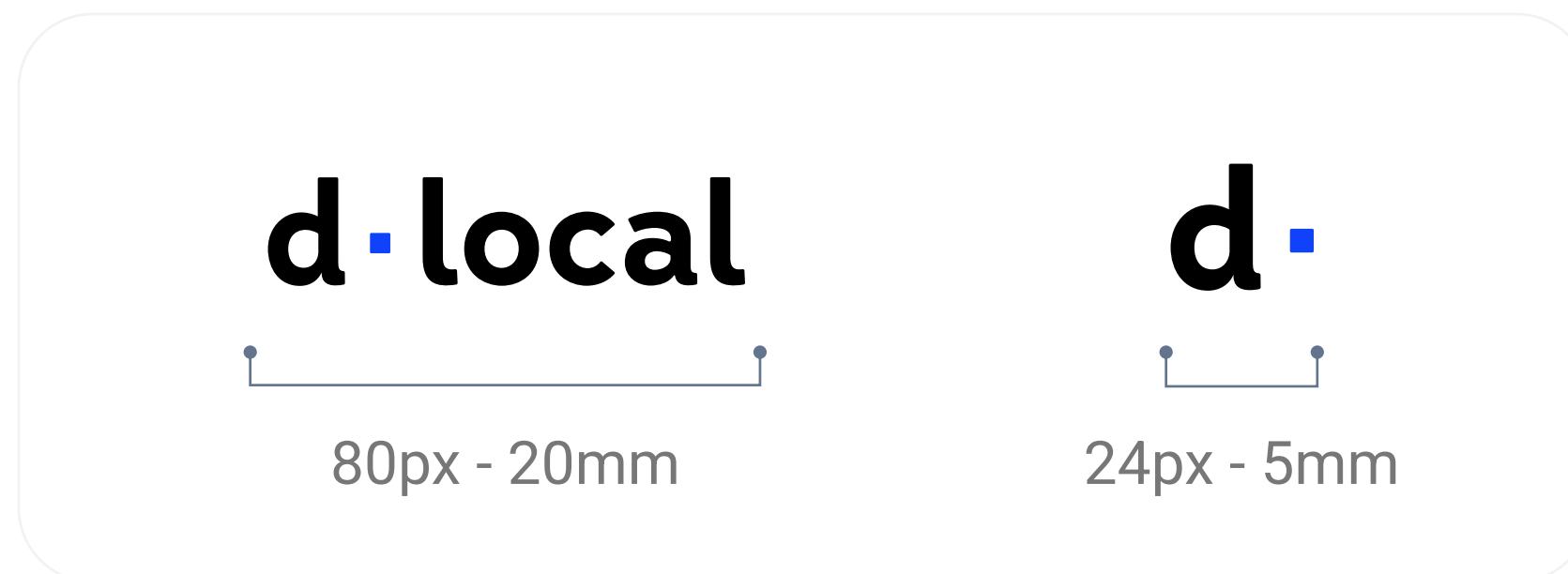
[Download dLocal icon](#)



Minimum size for printed or digital use

Always reproduce the logo at or above these minimum sizes to ensure legibility and visual integrity across all applications.

Reproducing the logo smaller than these values risks losing detail, compromising readability, and weakening brand recognition, especially in print, where resolution is fixed.



Our logo

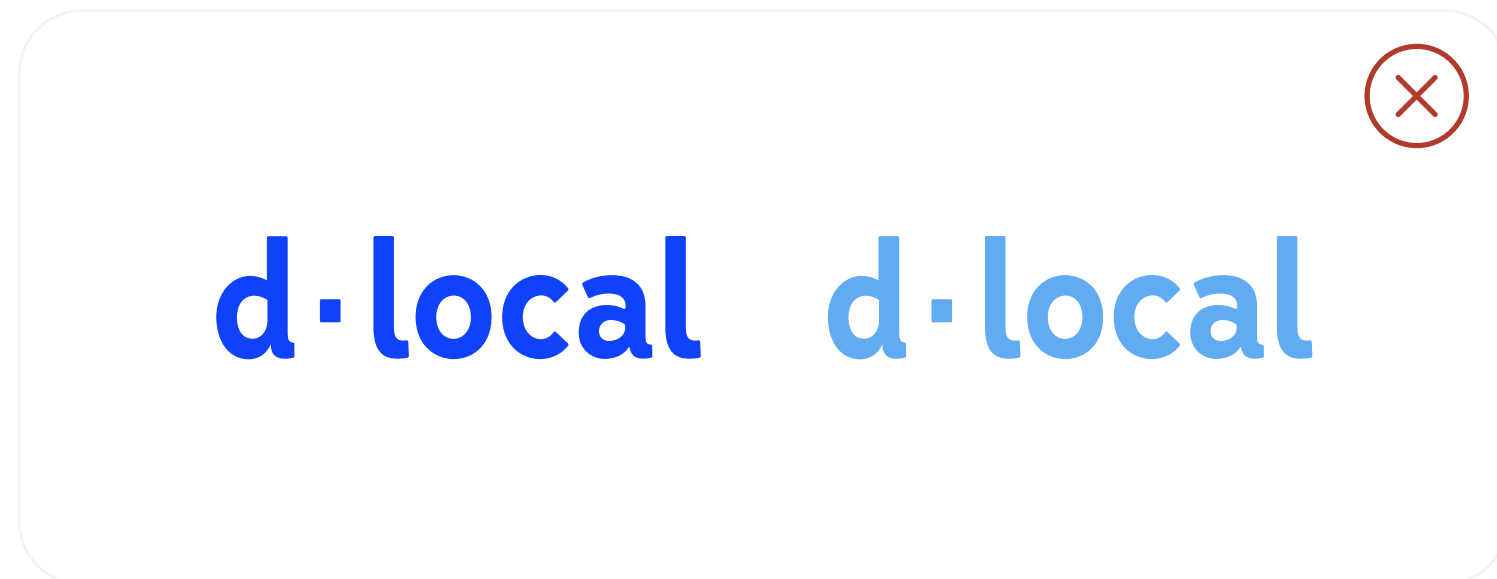
dLocal logo - Don'ts



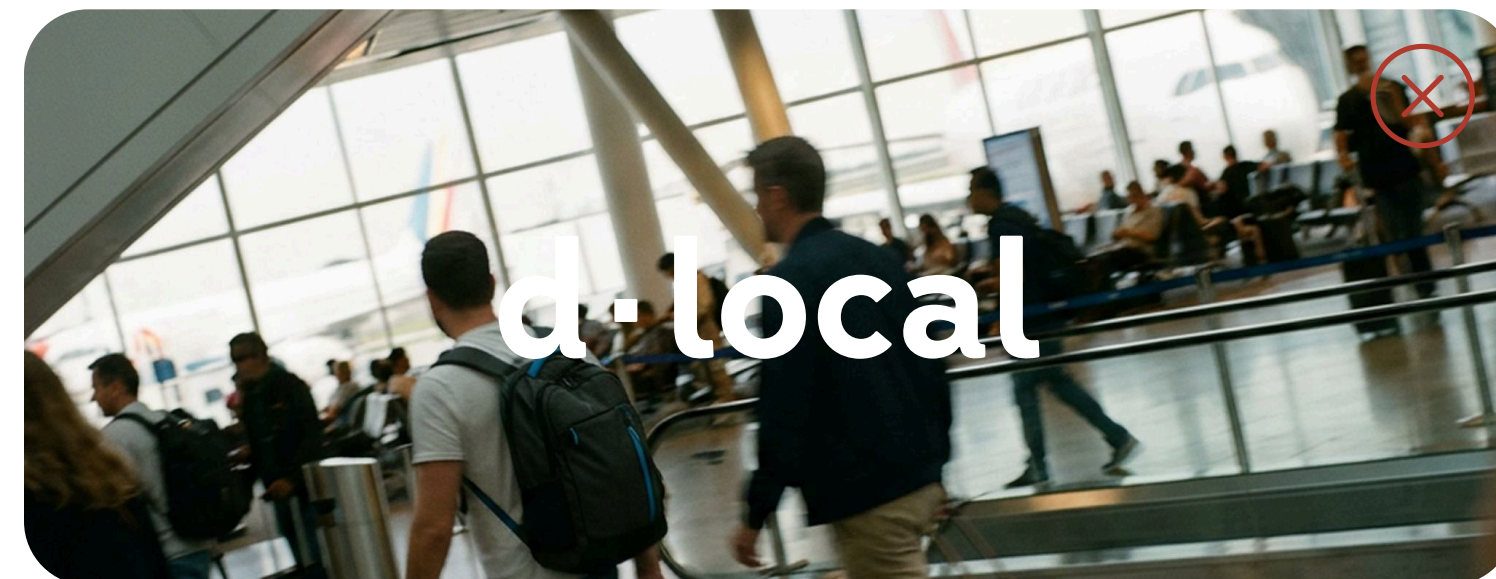
Don't change the inclination or direction of the logo.



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



Don't change the colors of the logo. The only variation is color or full white.



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

Our logo

Primary palette

dLocal Blue MAIN COLOR

#1043FA
RGB 16, 67, 250 · CMYK 100, 78, 0, 0

Dark Blue

#0d0095
RGB 13, 0, 149 · CMYK 100, 89, 0, 43

Sky Blue

#33B6FF
RGB 53, 182, 255
CMYK 76, 20, 0, 0

Light Blue

#ADE2FF
RGB 173, 226, 255
CMYK 32, 6, 0, 0

Soft blue

#E7ECFE
RGB 231, 236, 254
CMYK 9, 5, 0, 0

Secondary palette

Black #000000

Green #21A35B

White #FFFFFF

Dark gray #777777

Gray #CCCCCC

Light gray #F2F2F2

Brand gradient

dLocal's Gradient

45°

#0d0095 Position 8%

#1043FA Position 70%

Charts & infographics

*Just use it on those cases

BLUES

#708EFC 112, 142, 252

#4069FB 64, 105, 251

#0C32BB 12, 50, 187

#08227D 8, 34, 125

VIOLETS

#2E1AFF 46, 26, 255

#1200CC 18, 0, 204

#090066 9, 0, 102

#060040 6, 0, 64

CYANS

#ADE2FF 173, 226, 255

#85D3FF 133, 211, 255

#2689BF 38, 137, 191

#1A5B80 26, 91, 128

GREENS

#C3E7CF 195, 231, 207

#72CA93 114, 202, 147

#1A8D4E 26, 141, 78

#004B50 0, 75, 80

Typography styles

We have two main typefaces, 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.

[Download font system](#)

Headers, titles and subtitles

Plus Jakarta Sans

aA

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

Body text

Roboto

aA

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

Use cases

Global growth starts
with local payments

Plus Jakarta Sans

Regular / Bold

Weight combinations can vary to emphasize words or concepts.

Enter more than 60 countries across **Africa & the Middle East, Asia, and Latin America**, and connect with billions of consumers through the payment methods they prefer.

Roboto

Regular / Bold

Body text is set in Regular. Use Bold to highlight key words or concepts.

Africa & the Middle East

Plus Jakarta Sans

Semibold

Use for standalone titles and section headers.

Asia

Latin America

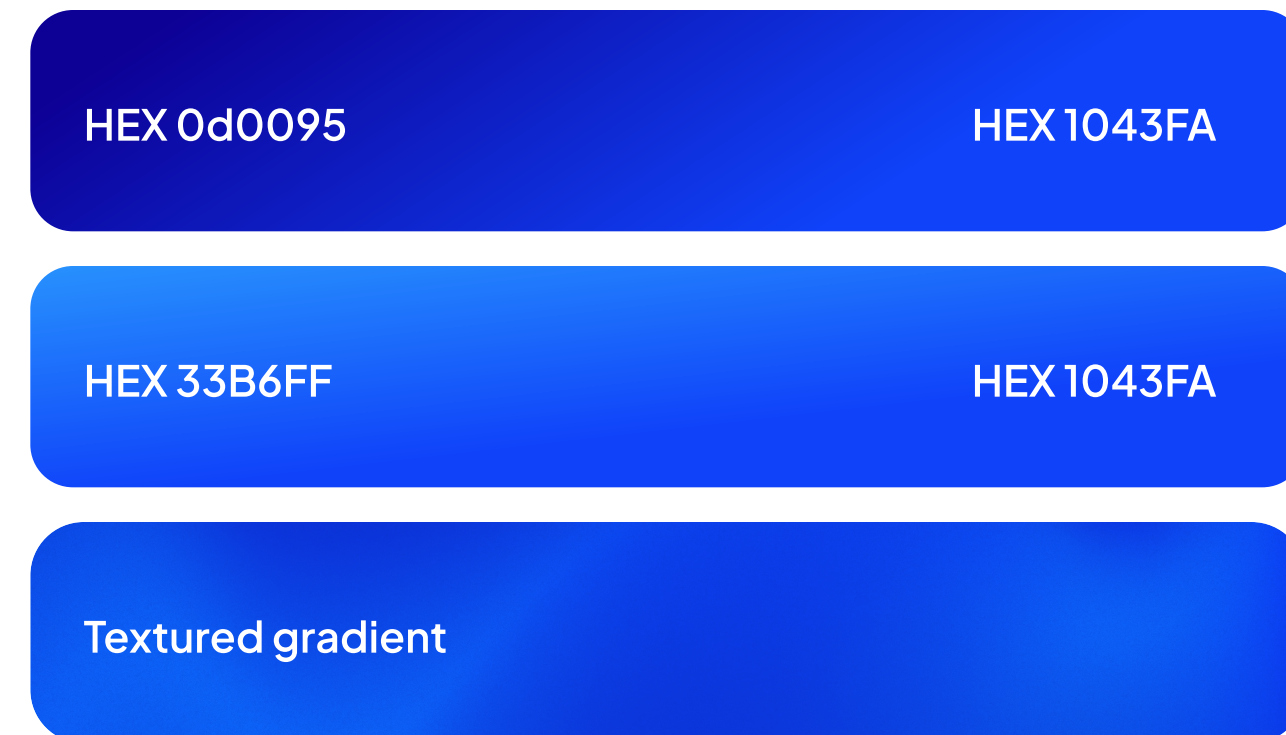
Typography

Graphic assets

Our graphic system is built for modern, digital-first communication. Every element has been designed to work together, so use only the assets defined here to ensure consistency across all brand touchpoints.

Backgrounds

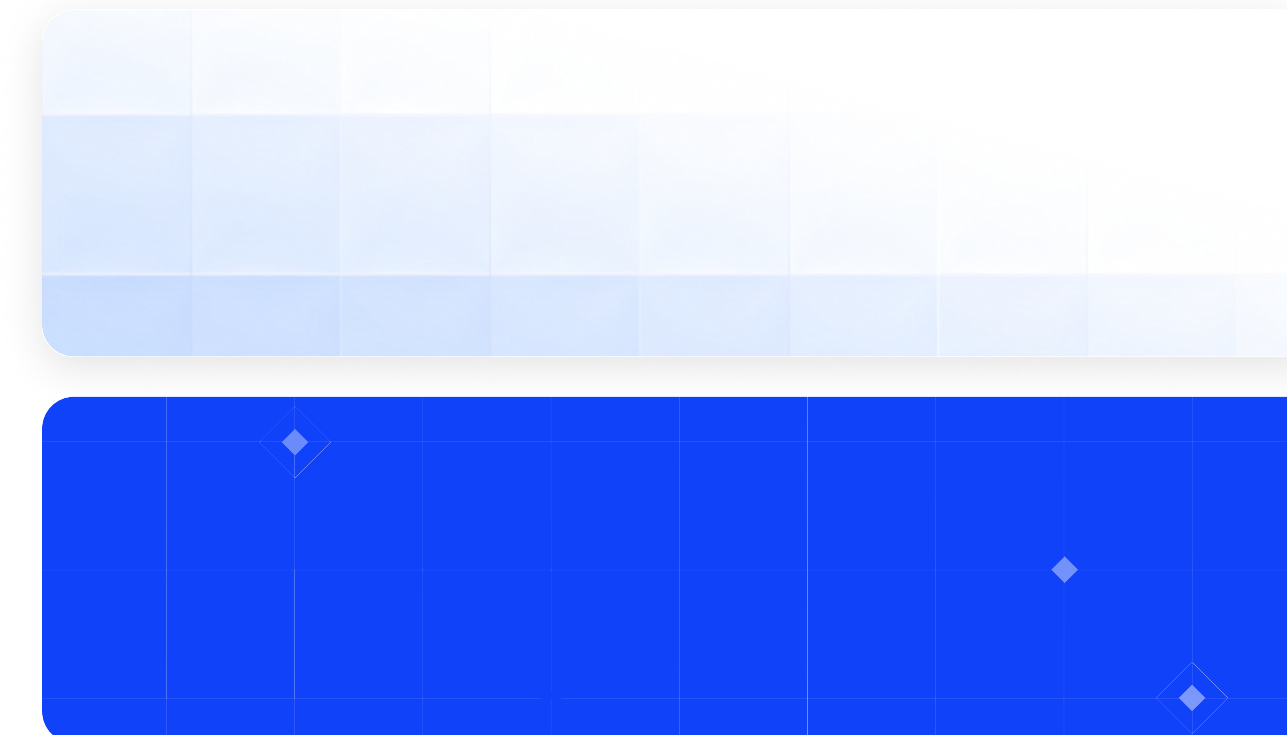
GRADIENTS



Gradient variations are permitted within the brand's blue palette and visual coherence.

Graphic elements

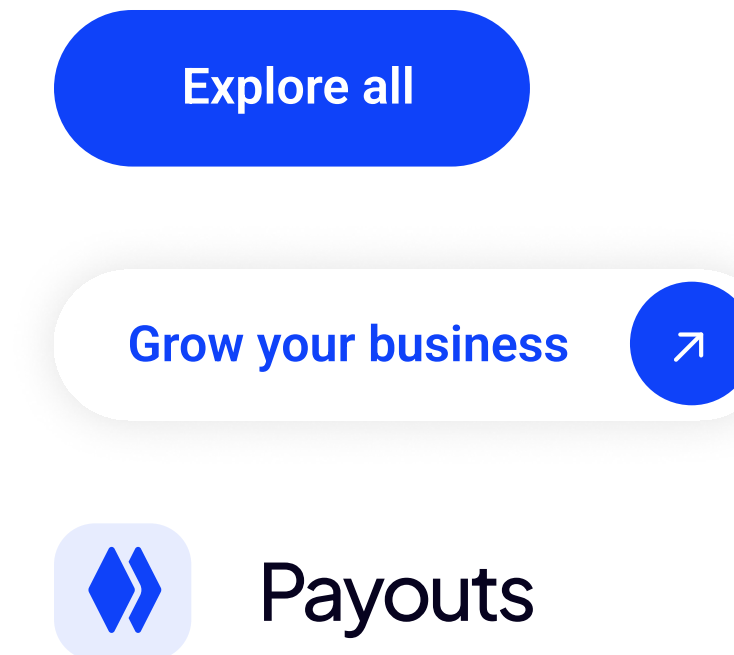
GRID PATTERNS



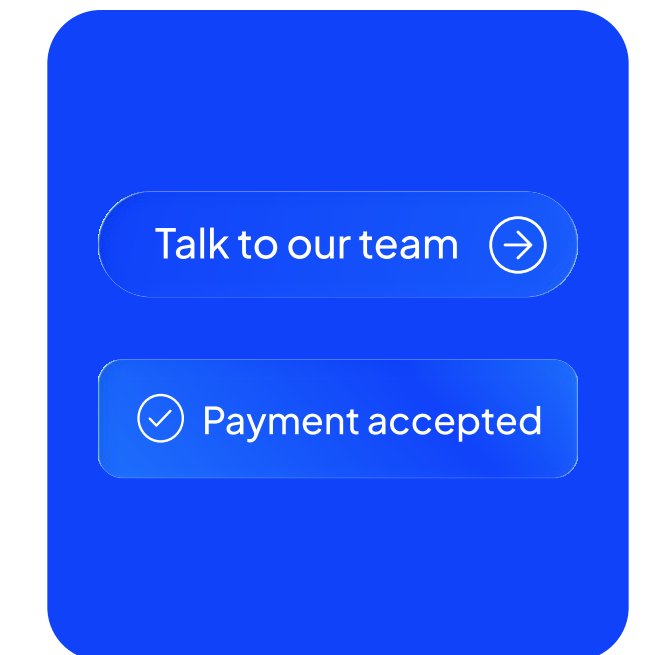
Adds structure and a digital feel. Use sparingly as an accent layer.

Buttons & Elements

WEB

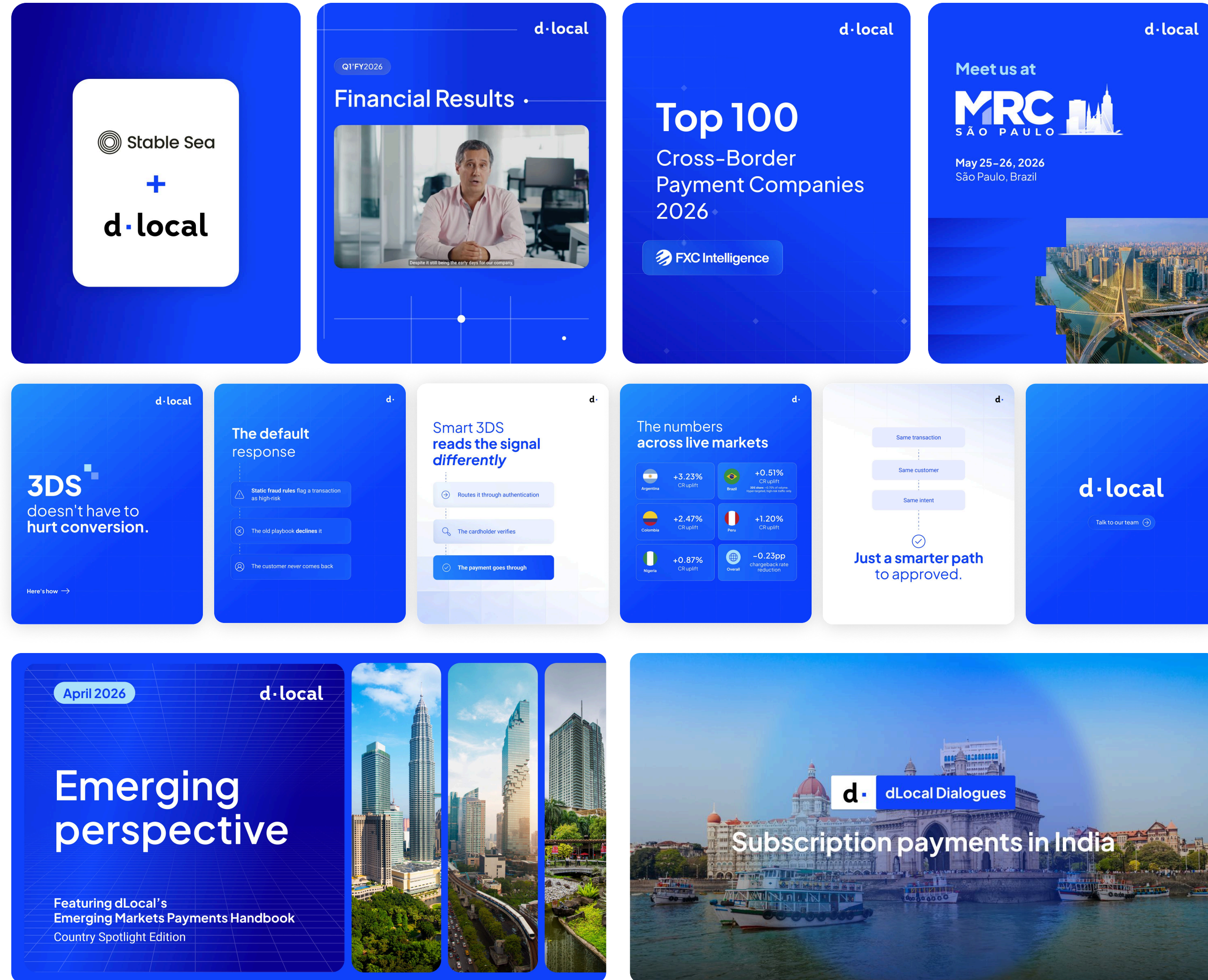


SOCIAL MEDIA



Graphic assets

Graphic assets examples



Do's & Don'ts

- ✓ Rounded corners on images and containers
 - ✓ dLocal Blue as the dominant color
 - ✓ Clean layouts with clear typographic hierarchy
 - ✓ Large, protagonist typography
-
- ✗ Spheres or circular decorative shapes
 - ✗ Overcrowded compositions

Graphic assets

d-local



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