Furge.
Brand guidelines.



A shared identity for the people building, explaining and using Furge.

Version 1.0 / 30 October 2026

Make it recognizably Furge.

A working guide for designers, developers, partners and the community.

01

Understand the product

Read the positioning and the Furge / Marketlab relationship before writing about the product.

02

Start from the assets

Use the supplied SVG logos, transparent PNGs, fonts, colors and editable social layouts.

03

Check the final message

Keep the product name, venue support and network details accurate. Make every claim specific.

Get the brand kit

The asset ZIP is attached to this PDF and is also supplied as a separate download.

Open the download page

`cloud.marketlab.sh/brand`

In a PDF reader, open Attachments to save the included ZIP.

Your all-in-one trading terminal.

Furge is a trading workspace for market data, orderflow, execution and automation across supported venues.

Read the market

Bring charts, market depth, trades and orderflow into one workspace.

Act in context

Use supported venues and accounts to review and submit trades.

Automate your logic

Run execution strategies, market-making bots and Python scripts in hosted runtimes.

For traders who want their markets, tools and execution workflows together. Describe the workflow clearly; avoid promises about trading results.

Furge. Powered by Marketlab.

Use the two names for their distinct roles.

furge

The trading workspace people open to research markets, trade and run automation.

`Product: Furge`

Marketlab

The CLI and runtime foundation behind Furge, including Python strategy tooling.

`Foundation: Marketlab`

Write Furge in prose. The supplied lowercase furge wordmark is artwork. Use Marketlab Cloud only when referring to an existing technical service or configuration name.

An upward cut. A hidden F.



One solid silhouette, supplied as an editable vector. Its geometry stays the same across the workspace, website and social graphics.

Use the standalone mark when the surrounding context already identifies Furge. Use the horizontal lockup when the name needs to be read.

Do not substitute a generic lightning bolt, redraw the cuts or add effects inside the mark.

Leave room for the identity.



Recommended minimum

20 px

Standalone mark, digital. Prefer 24 px or larger in navigation.

120 px

Horizontal lockup, digital. Use SVG for print and resizing.

Measure clear space outside the supplied artwork. Keep text, borders, provider marks and images outside that area. Always use the outlined wordmark file rather than retyping it.

One mark. Appropriate contrast.



Dark workspace



Light website



Social graphics



Single-color use

Keep proportions intact. Use a solid, quiet background. Do not rotate, stretch, outline, add gradients or recolor the mark to imitate a venue's identity.

Graphite structure. Amber focus.

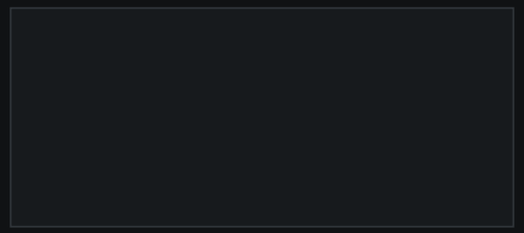
The terminal stays dark and compact. Amber identifies Furge and important actions.



Graphite

`#101214`

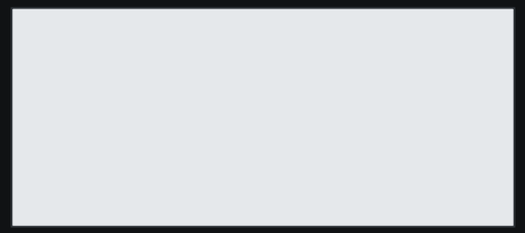
Workspace background



Panel

`#171A1D`

Grouped product surfaces



Text

`#E5E8EB`

Primary labels and content



Amber

`#F2AD5C`

Brand and action emphasis

Supporting tokens

`Divider #30353A` `Muted #98A2AB` `Raised #1C2024`

A light surface for the story.

The public website uses paper, olive and bronze while retaining the same mark and typography.

Paper

#F7F7F2

Page background



Ink

#20221E

Headings and primary type



Olive

#2F3829

Primary website actions



Bronze

#966422

Links and restrained accents

Supporting tokens

Surface #ECEEE5 Divider #DEDFD5 Muted #6C6F64

Dark green. Warm type.

A recognizable campaign treatment for launch posts, announcements and link previews.

Pine

#111916

Full-bleed background

Cream

#F3F3E9

Main headline and wordmark

Gold

#EDC38D

One headline emphasis

Muted

#B8C4B8

Short supporting copy

Amber (#F2AD5C) is the workspace accent. Gold (#EDC38D) is the softer social accent. Use the palette for the surface you are creating; keep provider artwork in its original colors.

Give color a clear job.

Workspace text	15.3:1	Text contrast for this exact pair
Workspace amber	9.8:1	Text contrast for this exact pair
Website body	4.8:1	Text contrast for this exact pair
Social gold	10.9:1	Text contrast for this exact pair

Use green and red to explain market direction or state, together with labels or symbols. A brand accent is not a buy/sell signal. Check contrast again when changing opacity, background or text size.

Instrument Sans. IBM Plex Mono.

Read the market.

Use Instrument Sans for headings, navigation, labels and prose. Keep the hierarchy direct and let size and weight do the work.

84,664.50

BTC / USD

IBM Plex Mono is for prices, sizes, time, identifiers and code.

Headings

48-88 px / 500-600

Reading text

14-17 px / 400-500

Compact labels

11-13 px / 400-500

Both typefaces and their original SIL Open Font License files are in the asset pack. Supplied SVG logos use outlines; their wordmarks do not depend on installed fonts.

Plain words. Useful details.

Concrete

Name the action, the venue and what happens next.

Calm

Use plain language and let the product details carry the message.

Honest

State limits, network availability and planned work clearly.

Write like this

Run a TWAP order from your Furge runtime. Review the settings, then follow its progress in the terminal.

Name what the product does. Keep claims about execution, latency, uptime, fees and supported networks tied to current evidence. Avoid profit promises, empty superlatives and generic trading hype.

Name the thing people use.

Furge	The user-facing trading workspace.
Marketlab	The CLI and runtime foundation behind Furge.
Runtime	The user's hosted environment for running jobs.
Python script	Custom strategy logic written and run by the user.
Execution strategy	A configured order workflow such as TWAP, VWAP or Scale.

As of this guide: terminal trading covers Bulk, Hyperliquid and HyperLink; supported Oxley actions use Elysium testnet; Ascend discovery is read-only. Verify live product availability before publishing a campaign.

Make the structure easy to read.

Use a 4 px base, mostly 8 px spacing steps, fine dividers and aligned content. Dense data belongs in the workspace; public pages need more reading space.



Section icons

Use simple 32 x 32 line drawings, consistent stroke weight and the small square detail. Navigation icons support labels; they do not replace them.



Platform



Infrastructure



Workspace

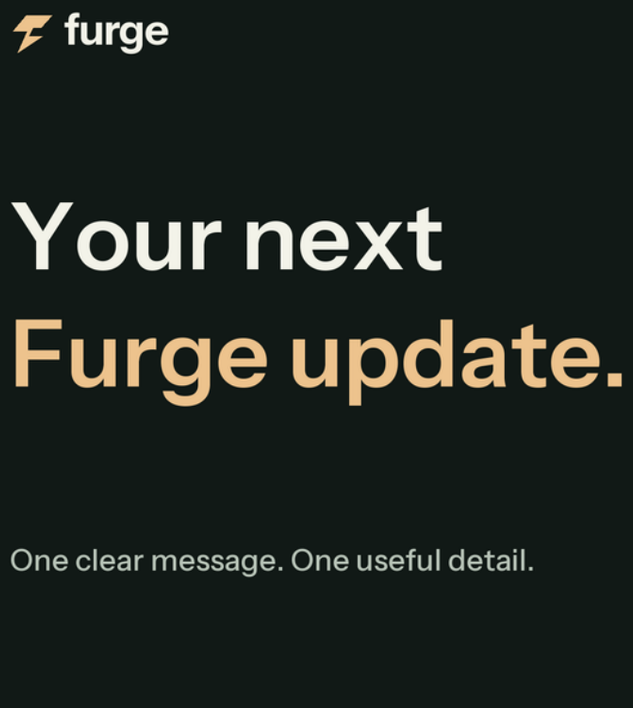
The same pace across Furge.

Hover / state	140 ms	Color and emphasis
Popover	180 ms	Short, controlled entrance
Reveal opacity	650 ms	Marketing content enters
Reveal movement	800 ms	22 px, settling into place

Reveal easing: cubic-bezier(0.22, 1, 0.36, 1). Use 75 ms sibling staggers, capped at 225 ms. Reuse the shared site reveal pattern for public pages.

Respect reduced motion: keep all content visible, remove decorative travel and disable looping movement. Never rely on animation to communicate essential state.

One message. A strong visual.



OG / landscape

`1200 x 630`

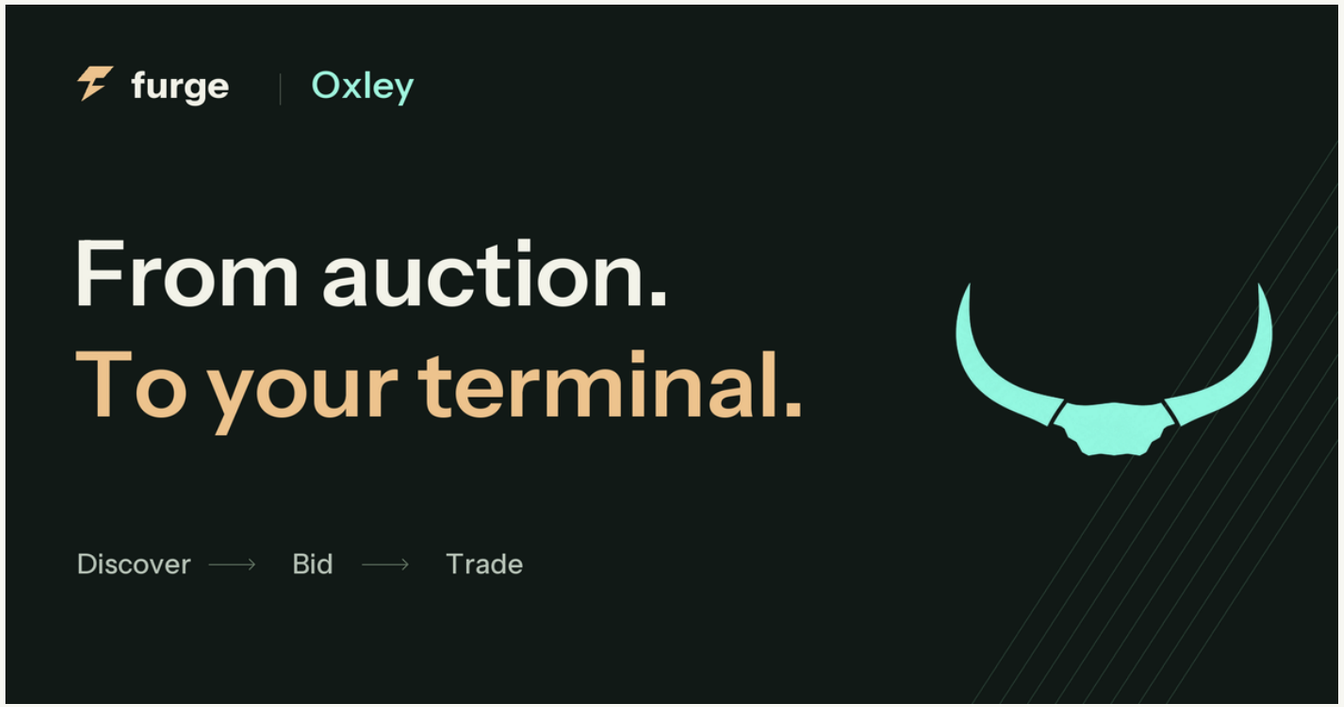
Use a 64 px outer margin, the supplied lockup and one clear headline. Highlight one phrase in gold.

Keep supporting copy short. Use one relevant illustration or provider mark, with quiet rails or linework when useful.

Also included

`1080 x 1080 square 1080 x 1350 portrait`

Same family. Different subjects.



Oxley / feature announcement



Ascend / market research



Infrastructure / product explanation

Keep both identities clear.



Give each identity its own clear space. Align marks optically and use a simple separator when the relationship needs to be shown.

Use the provider's official artwork and colors. Describe the integration accurately and avoid suggesting a partnership or endorsement that has not been agreed.

For articles, community posts and presentations: use the supplied Furge artwork and a short factual product description. The asset pack contains Furge assets; obtain standalone provider marks from their official sources.

Everything you need to start.

Logos	Outlined SVGs + transparent PNGs	Mark and horizontal lockups
Fonts	TTF + original OFL files	Instrument Sans and IBM Plex Mono
Tokens	JSON + CSS	Workspace, website and social palettes
Social layouts	Editable SVGs + PNG previews	OG, square and portrait formats
Examples	Finished PNGs	Ascend, Oxley and infrastructure

Download the asset pack

The same ZIP is embedded in this PDF. Open the attachments panel in a compatible PDF reader, or use the separate ZIP supplied with the guide.

Ready to share.

01 The product is named Furge and the supplied artwork is intact.

02 The correct surface palette and fonts are used.

03 Text is readable at the size people will actually see.

04 Venue, network and feature claims match the current product.

05 Links work and important limits are stated plainly.

cloud.marketlab.sh/brand

Furge. Powered by Marketlab.