

Media kit

Changelly brand guidelines.
Read, watch and **use**.

changelly

2025

✱	Who we are	vision	about			03
◀	Logo	full logo	rules	partnership		04
🚀	Symbol logo	full logo	rules	icons		08
●	Colors	main colors				15
Tt	Typography	rules				19
↗	Brand assets	3D	photos	backgrounds		21

We've Been
Exchanging
It All Since
2015

vision



Who we are

Changelly is an instant crypto exchange platform trusted by 600+ partners and serving over 10 million users worldwide since 2015.

[Learn more about Changelly](#) →



[Grow your revenue
with Changelly
for business](#)

since 2015

1,000+ coins

185 blockchains

600+ partners globally

Mission

Changelly

Having weathered the market's numerous ups and downs, we at Changelly believe that crypto has a human face. We're dedicated to providing millions of users with competitive market rates, hot deals and listings, and 24/7 live support.

Changelly for business

At Changelly, we empower businesses worldwide with enterprise-grade crypto infrastructure, delivering seamless and secure API solutions for exchanges, fiat on/off-ramps, and payments. Through our battle-tested platform serving 600+ partners, we enable companies to grow their revenue—all with top-tier support and security to foster global confidence in digital finance.

Logo

In our brand guidelines, we use two versions of the logo: one is the direct spelling of the name, and the second one is the name with the rocket icon.

full logo

This is a full outline
of our logo.



Download
Logos

changelly



Leave enough clear space to ensure the legibility of the logo.



full logo

This is the Changelly logo
featuring a symbol created
from the rocket icon.



Download
Logos



changelly



Leave enough clear space to
ensure the legibility of the logo.



[Download
Logos](#)



rules

This is how we might use the Changelly logo.

changelly

White #FFFFFF

changelly

Black #1F1F1F

changelly

Blue #93ACFF

changelly

Green #B1FF8C

 changelly

Black #1F1F1F

 changelly

White #FFFFFF



rules

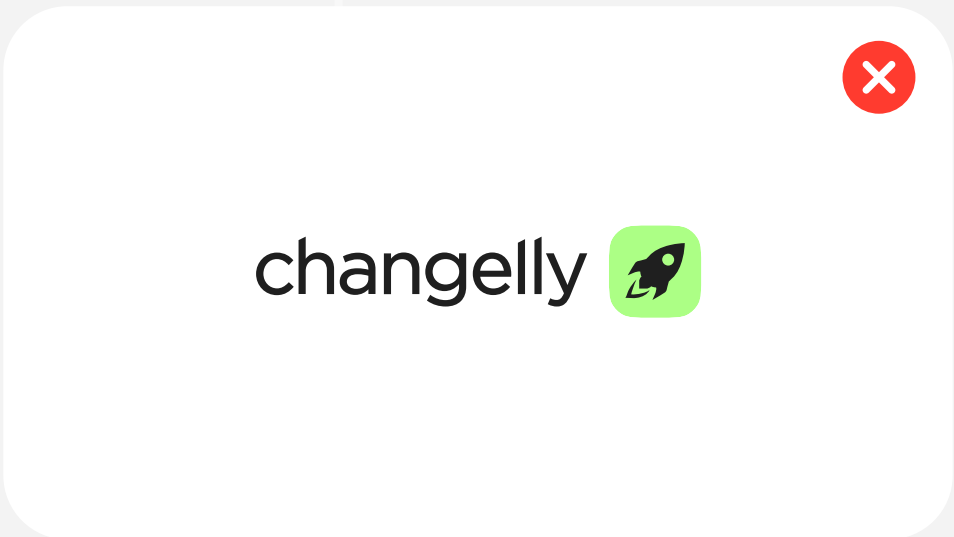
Below are some common mistakes
in using the Changelly logo.



Don't squeeze or stretch the logo.
Always scale it proportionally



Don't change the logo color



Don't reverse the logo



Don't use the brand assets
on a low-contrast background



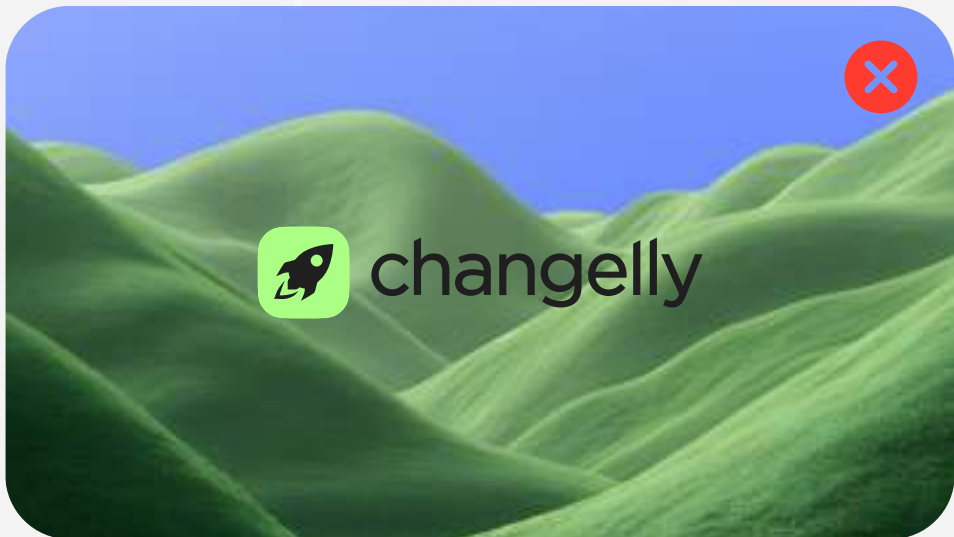
Don't color the logo mark any other
color than green and black



Don't rotate the logo



Don't overprint something
on the logo

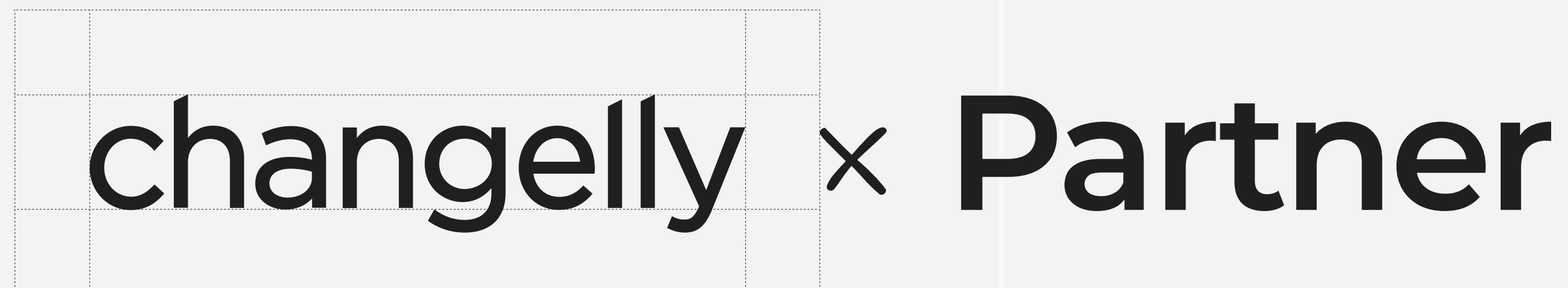


Don't use the logo
on photos

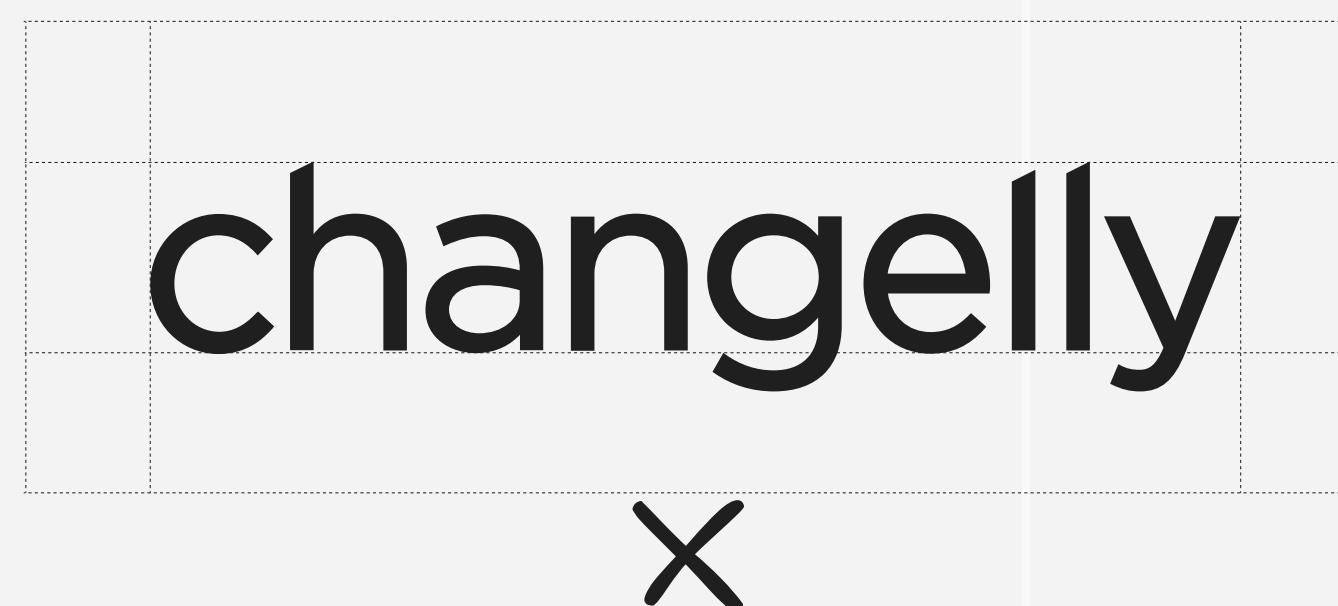


partnership

Please use the following lock-up for partnerships. The partner logo goes to the right, and should preferably be a symbol as well, or a shortened wordmark (if applicable).



horizontal



vertical

Partner



partnership

Please use the following lock-up for designs/assets where 'partnership: Changelly' will be utilized.



[Download Logos](#)

horizontal

partnership: changelly

vertical

partnership:
changelly

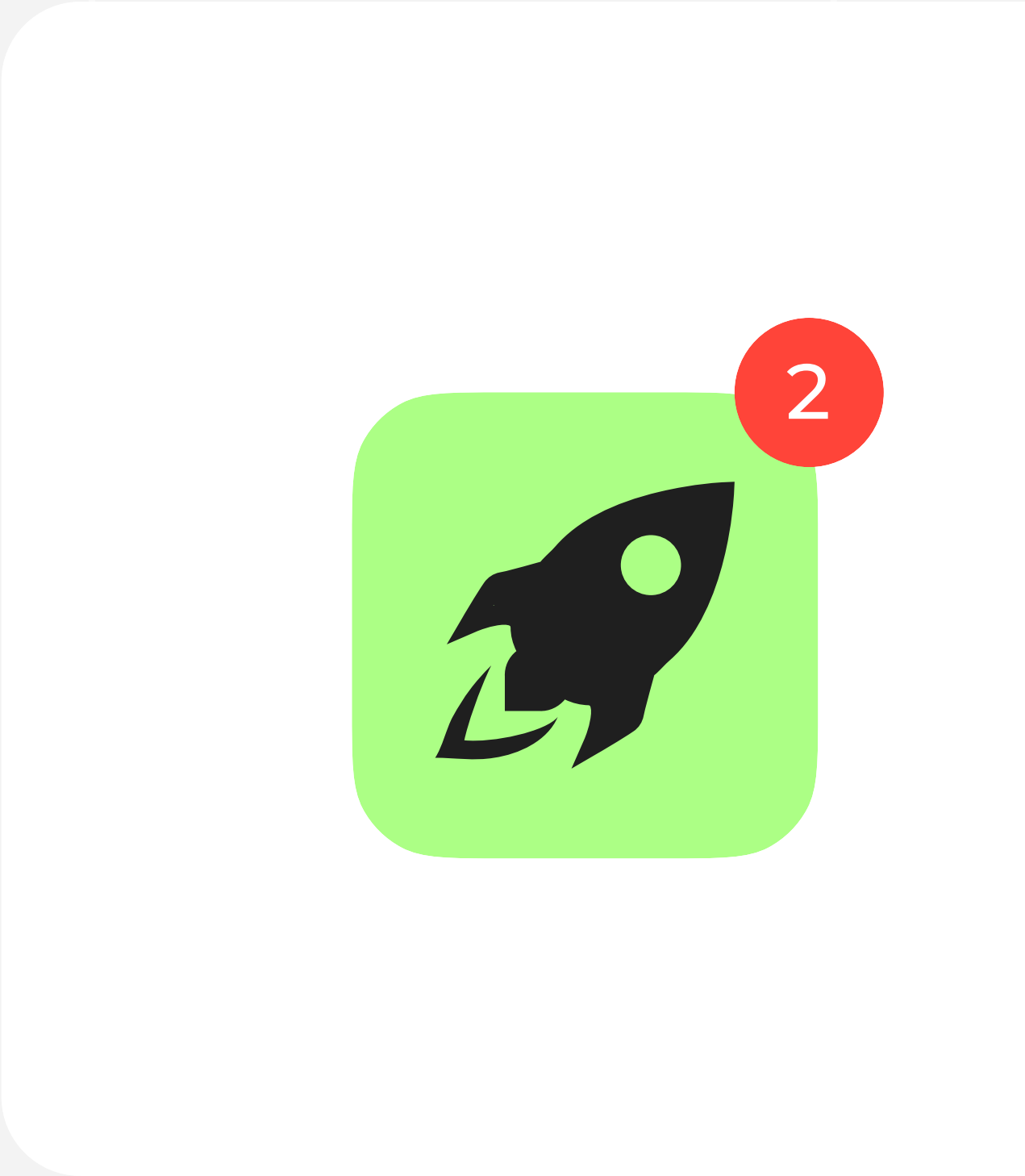
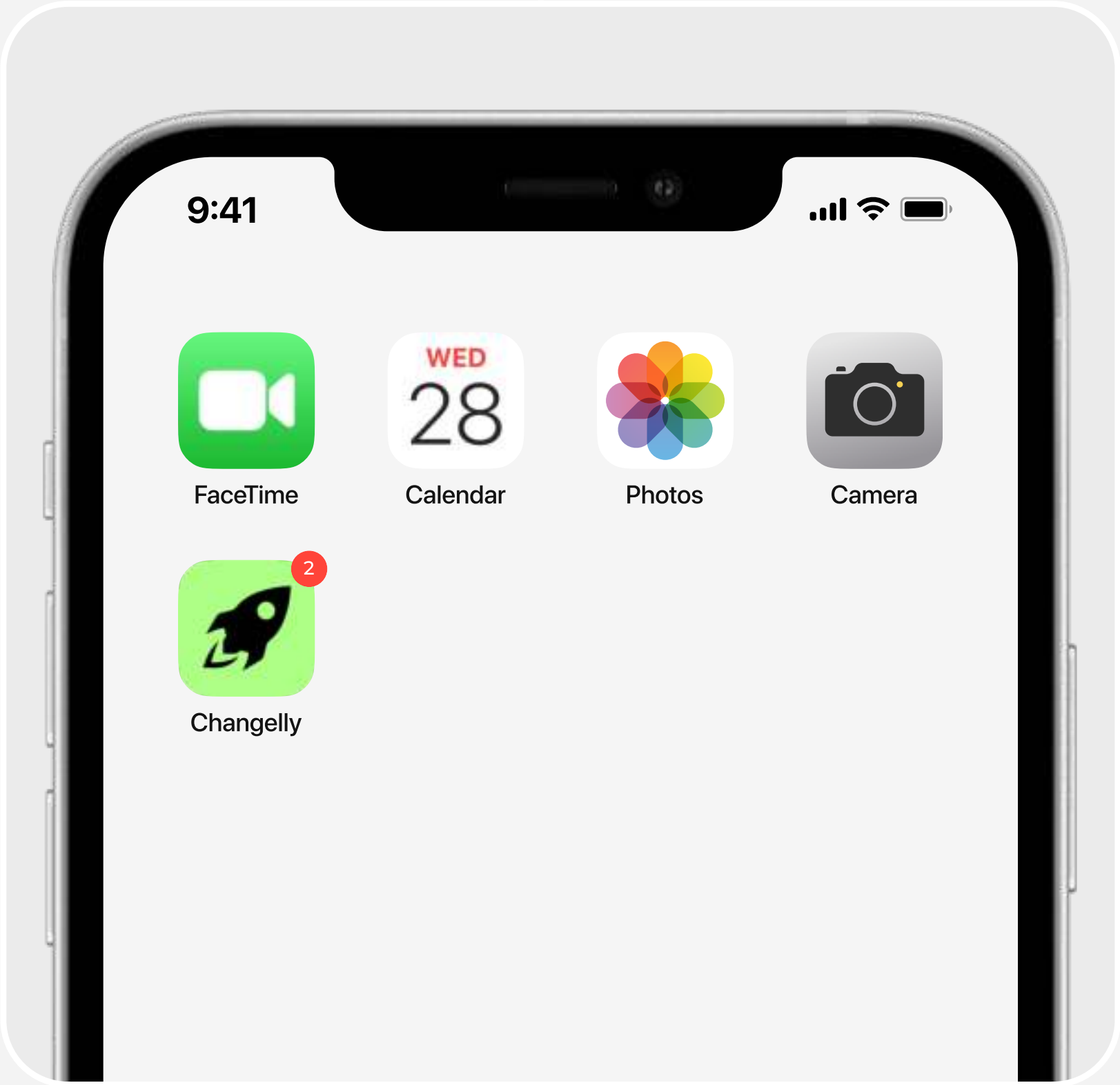
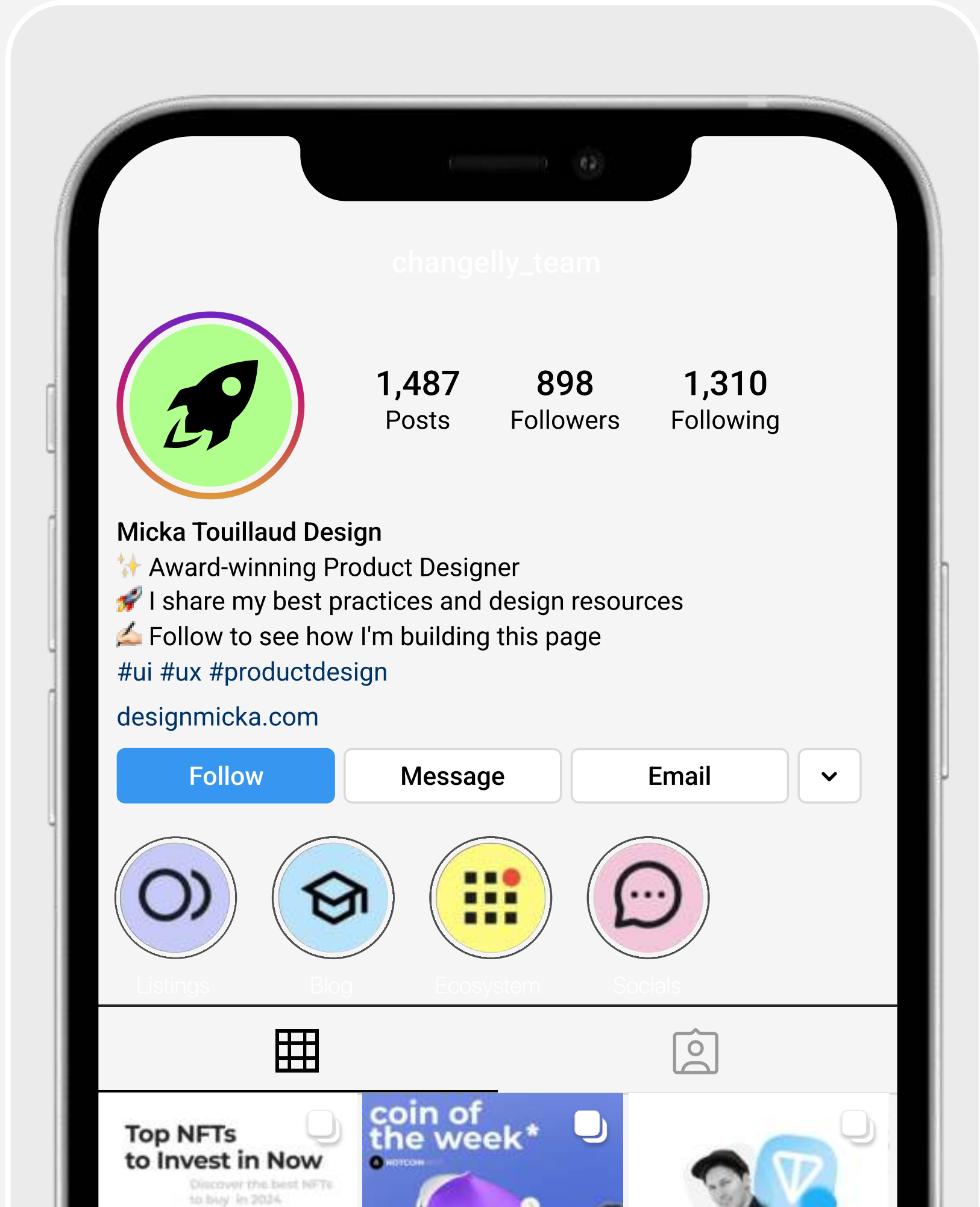


icons

These are the icons we use on social media platforms and in the media.



Download
Icons



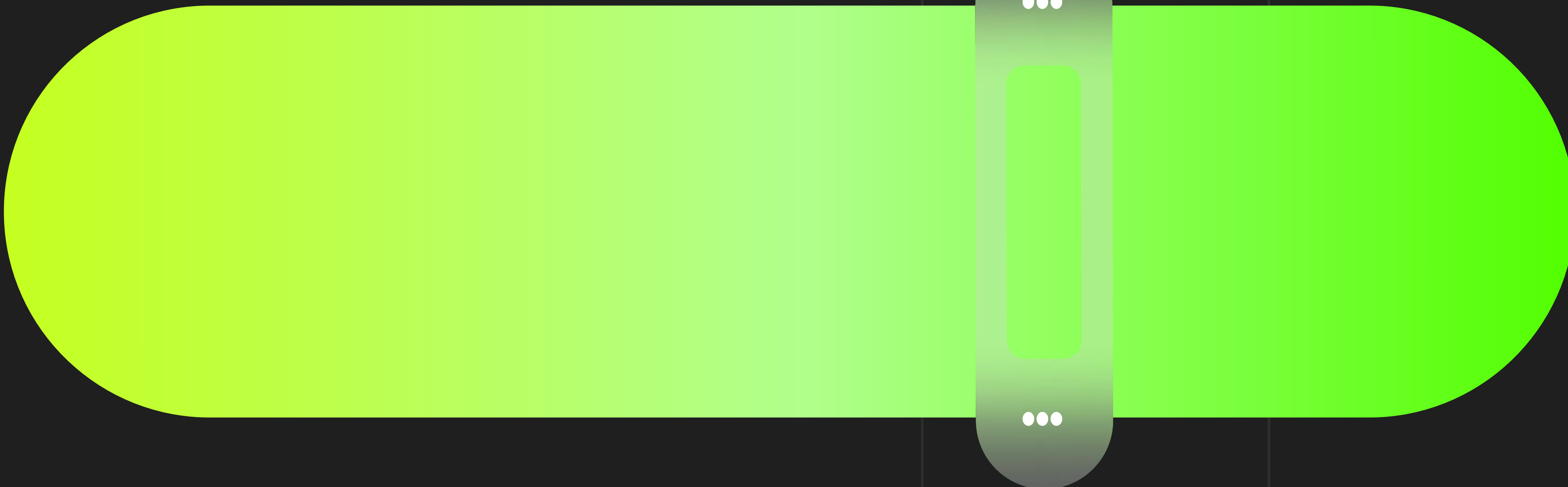
Colors

The Changelly palette consists of two primary colors, their shades and complementary colors.

main colors

The primary Changelly palette uses the signature Changelly Green with additional utility colors (Blue, Black and White).

HEX- 98D004



main colors

This is the Changelly Green
color and its shades.

Green
HEX-B1FF8C

Green Interface
HEX-91FF5F

Green Interface
HEX-7EE050

Light Green
HEX-CAF4B5

Light Green 2.0
HEX-DDFFCC



main colors

This is the Changelly Blue
color and its shades.



Blue
HEX-93ACFF



Gentle Blue
HEX-B4C5FF



Dark Blue
HEX-6C8CFD



Light Blue
HEX-D7E0FF



Light Blue 2.0
HEX-E8EDFF



main colors

We also use basic essential colors.

White
HEX-FFFFFFFF

Grey
HEX-ECECEC

Black
HEX-1F1F1F



Typography

Created for flexibility, legibility, and longevity, Montserrat is the primary typeface of Changelly.



Display Text

Montserrat

Medium
Semi-Bold
Bold

Main Text

Montserrat [Medium]

Changelly is an instant crypto exchange platform serving over 10 million users worldwide. Founded in 2015, Changelly offers safe and fast crypto-to-crypto and fiat-to-crypto exchanges of over 1,000 crypto coins across 185 blockchains with 24/7 live customer support. As a CeDeFi ecosystem, Changelly provides its 600+ partners with instant exchange and fiat on-/off-ramp APIs, a platform for listing, and a DEX aggregator for decentralized swaps.

Brand assets

Our key brand component is various brand assets that help maintain the brand style.

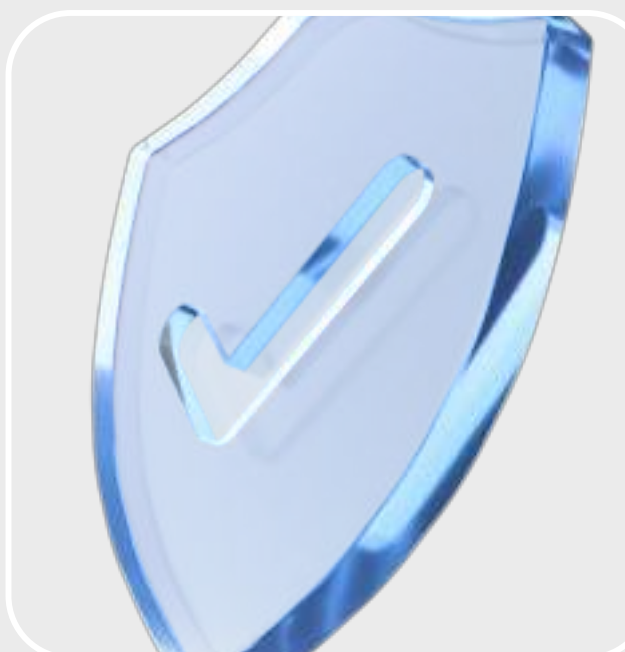
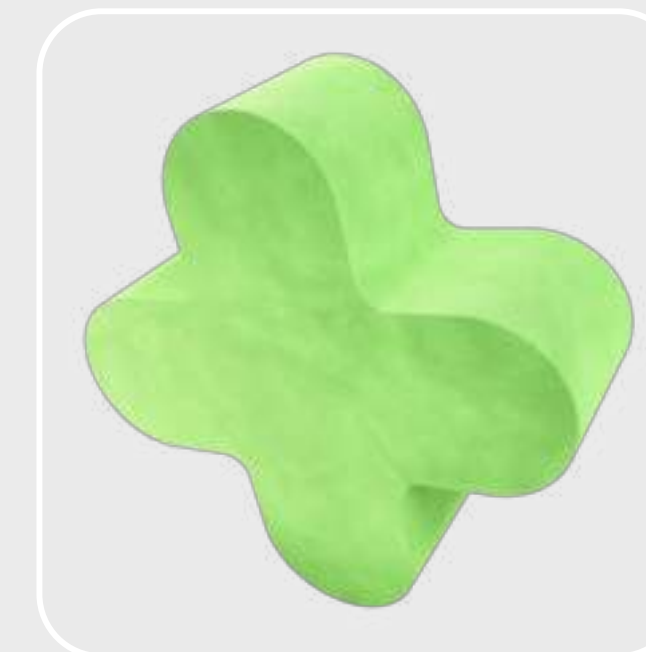
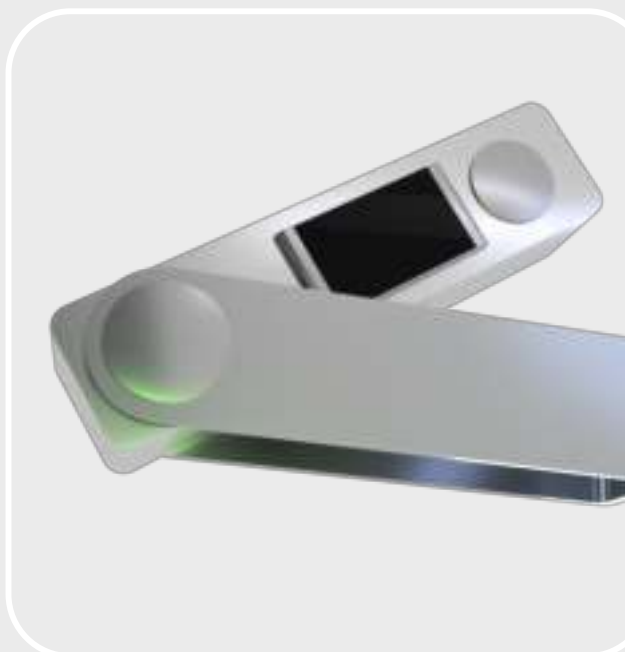
3D



Download
3D elements

Here we have collected our unique
3D models that reflect the essence of the
brand. Please use only these elements
when creating materials with us.

changelly



Photos

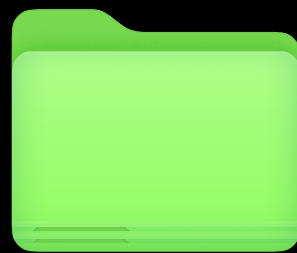


Download
photos

Here we have collected our unique photo models that reflect the essence of the brand. Please use only these elements when creating materials with us.



Backgrounds



Download
backgrounds

Here we have collected our unique backgrounds that reflect the essence of the brand. Please use only these elements when creating materials with us.



Backgrounds

changelly

Get crypto
with a bank card
or Apple Pay

i'm in!

**Boost
your
revenue**
with Changelly 

exchange API
fiat-to-crypto API
exchange and on-
ramp widget
Changelly Pay



**new
listing**



now listed
on changelly!



☒ 0% service fee

until
September 9



Thank you!

Any questions?

Please contact pr@changelly.com

