

TRADE**LOCKER**

TRADEELOC

**Logo**

# Brand guideline



TRADE**LOCKER**

TRADE**LOCKER**

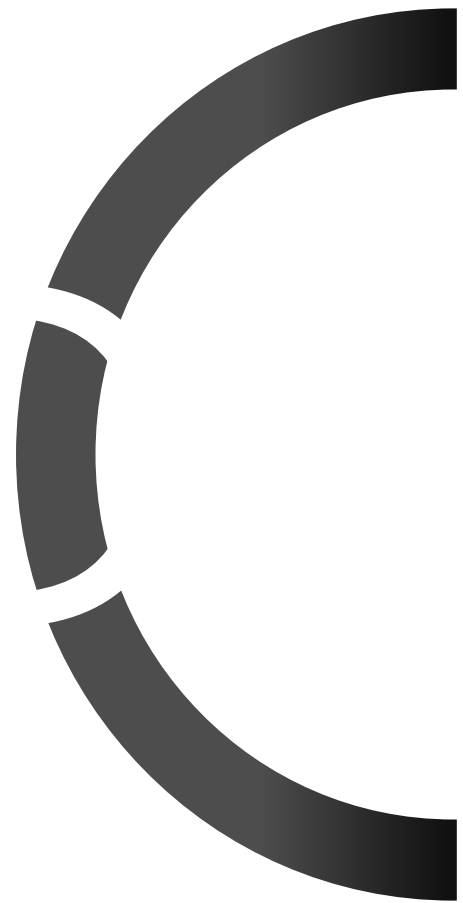


# Brand guideline



# Brand guidelines







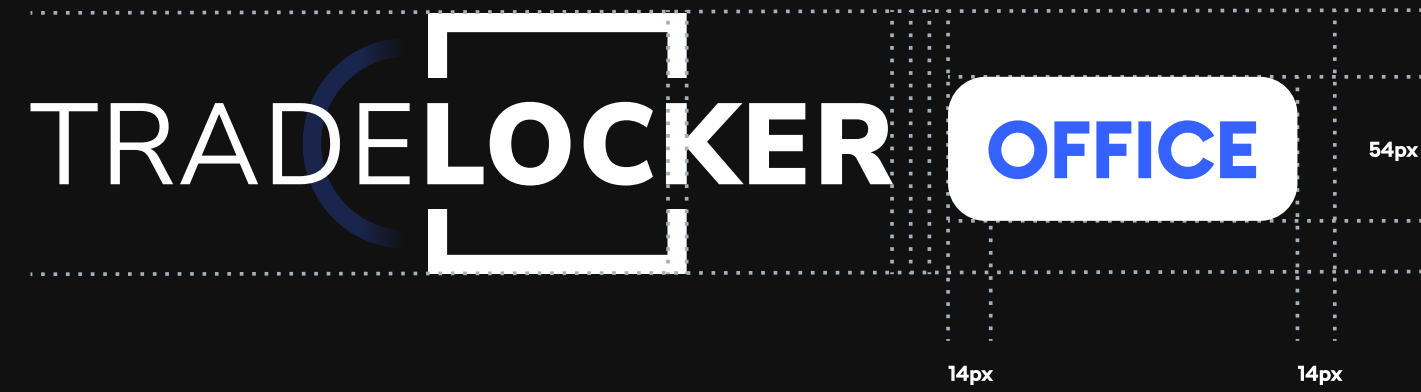
# Subbrand guidelines - Demo



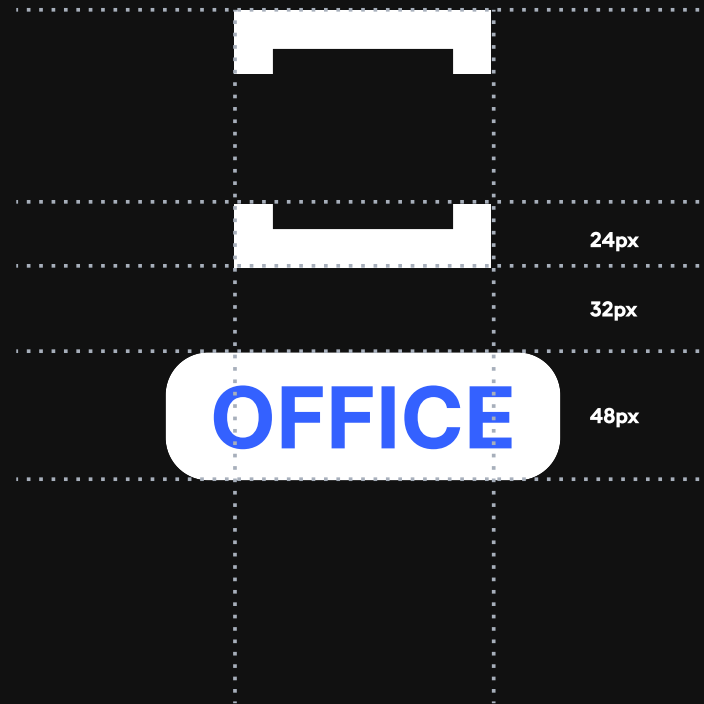
# Subbrand guidelines - Demo






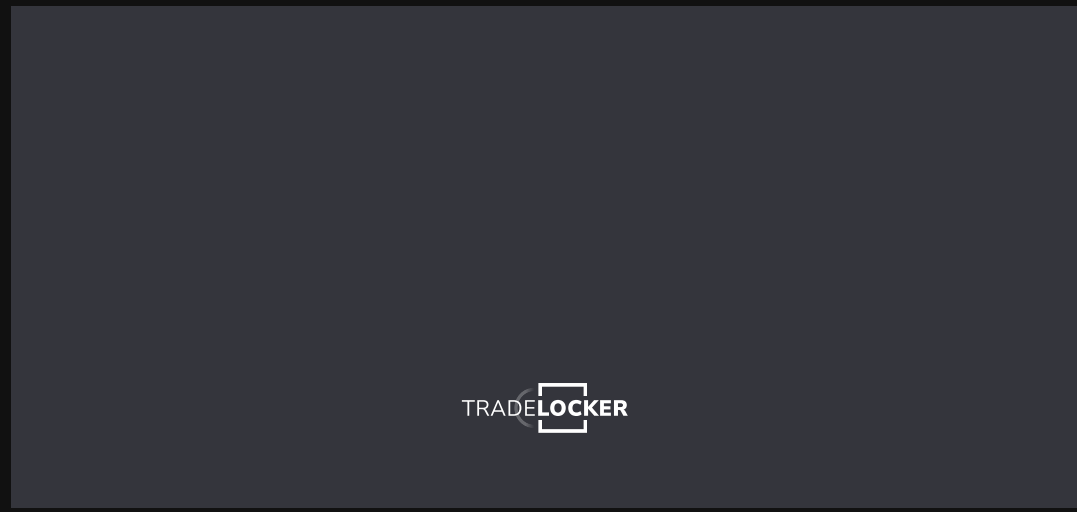
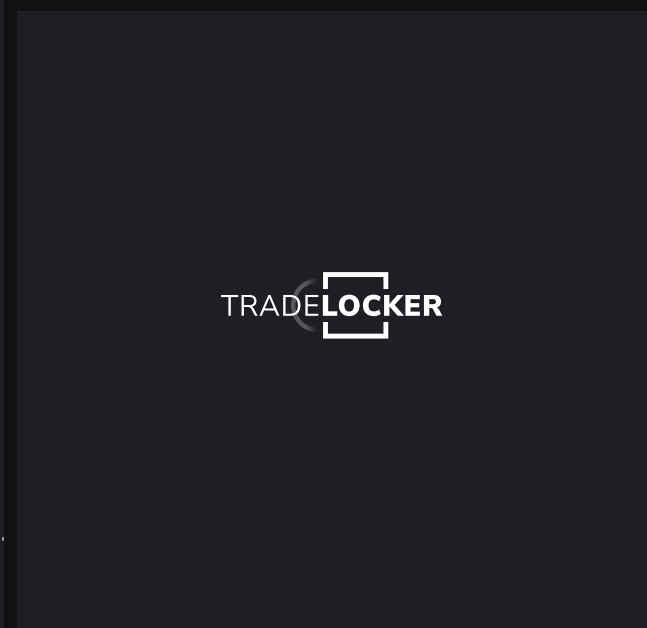
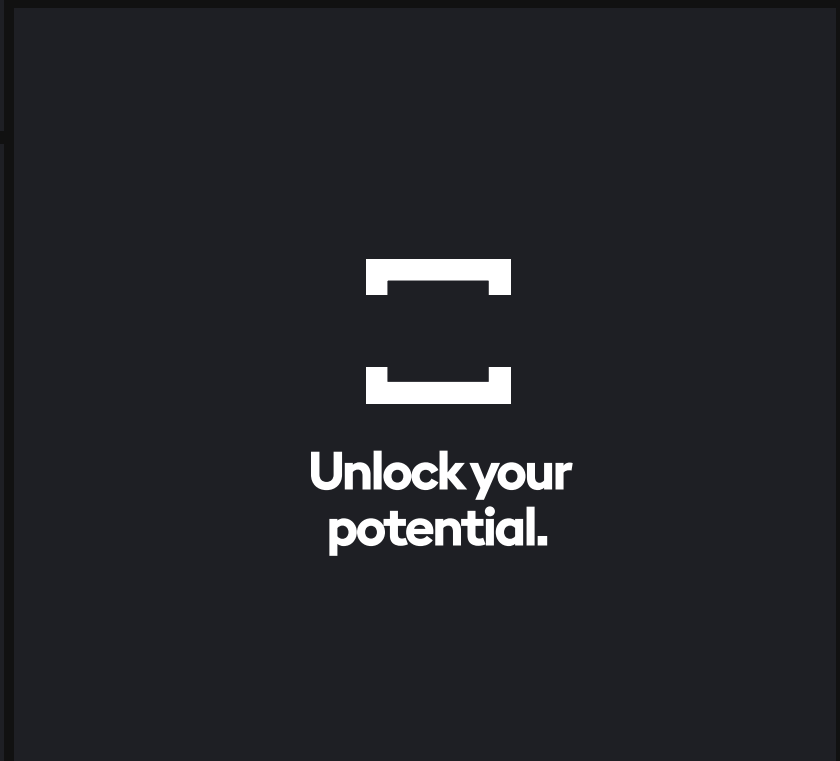
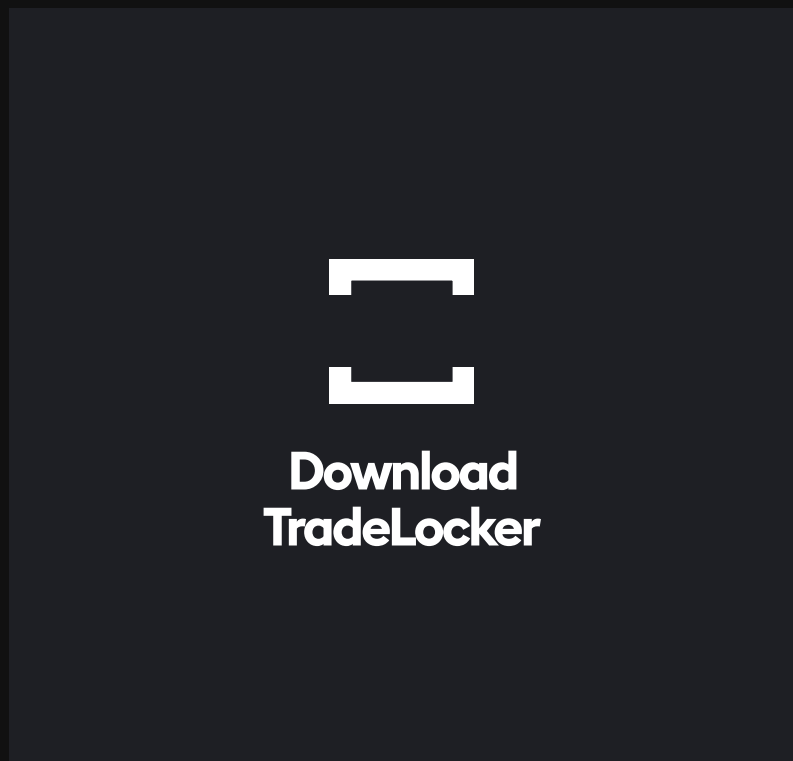
## Subbrand guidelines - Office



# Subbrand guidelines - Office



# Brand guidelines Logo placement and scale

<p>60%</p> <p>40%</p>  <p>TRADELOCKER</p> <p><b>Unlock your potential.</b></p> <p>TradeLocker revolutionises your trading experience by providing</p>	<p><b>Unlock your potential.</b></p>  <p>TRADELOCKER</p>	 <p>TRADELOCKER</p>	 <p>TRADELOCKER</p>
	 <p>TRADELOCKER</p>	 <p><b>Unlock your potential.</b></p>	 <p><b>Download TradeLocker</b></p>

Do

# Brand guidelines Logo placement and scale



**Unlock your potential.**



Don't rotate the logo



Don't place the logo in between two backgrounds

**Unlock your potential.**

TradeLocker revolutionises your trading experience by providing

Don't misalign the logo



Don't outline the logo



Don't shrink or skew the logo without using proportions

# Don't

## Brand guidelines Logo placement and scale



Dont put tradelocker typeface inside the icon



Dont use any variation on the icon.



Don't separate TradeLocker away from the icon.



Dont put instances names inside the icon



Dont combine all of these mistakes in one.

# Dont

Tradelocker Challenge

# How to win \$5000?

The road to

Witness the swiftness of our trading platform with some of our features such as One-Click Trading and On-Chart Trading.



Euclida Sq

Euclid Sq

Euclid Sq

A B C D E F G H I J K L M

a b c d e f g h i j k l m n o

0 1 2 3 4 5 6 7 8 9 # \$ % ^

**Typography**

## **Bold**

Aa Bb Cc Dd Ee Ff Gg Hh Ii Kk  
Ll Mm Nn Oo Pp Qq Rr Ss Tt  
Uu Vv Ww Yy Zz

## **Medium**

Aa Bb Cc Dd Ee Ff Gg Hh Ii Kk  
Ll Mm Nn Oo Pp Qq Rr Ss Tt  
Uu Vv Ww Yy Zz

## **Regular**

Aa Bb Cc Dd Ee Ff Gg Hh Ii Kk  
Ll Mm Nn Oo Pp Qq Rr Ss Tt  
Uu Vv Ww Yy Zz

# **Font family - Euclid Square**

Brand guidelines

# H1 Title

---

Font size: 90px  
Font weight: 700  
Line height: x1.2  
Letter spacing: -0.05em

## H2 Title

---

Font size: 66px  
Font weight: 700  
Line height: x1  
Letter spacing: -0.05em

### H3 Title

---

Font size: 46px  
Font weight: 700  
Line height: x1  
Letter spacing: 0

##### H5 Title

---

Font size: 26px  
Font weight: 700  
Line height: x1  
Letter spacing: -0.05em

Paragraph

Font size: 20px  
Font weight: 500  
Line height: x1  
Letter spacing: -0.05em  
Color: #A7AFBB

# How to use it?

Web Font Guidelines

Breaking news

# Unlock your potential is worldwide now

---

## Subheading

Font size: 24px  
Font weight: 500  
Line height: x1  
Letter spacing: -6%

## Headline

Font size: 62px  
Font weight: 700  
Line height: x1  
Letter spacing: -6%

TradeLocker revolutionises your trading experience by providing high-quality charts and indicators for informed decisions, advanced risk management with stop loss and take profit features, and a web.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore

Magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum

# How to use it?

Print/Digital Font Guidelines

## Subheading

Font size: 24px  
Font weight: 500  
Line height: x1.2  
Letter spacing: -6%

## Paragraph

Font size: 16px  
Font weight: 700  
Line height: x1  
Letter spacing: 0%

Breaking news

**Unlock your  
potential  
is worldwide  
now.**

TRADELOCKER

TRADELOCKER

**Unlock your  
potential.**

TradeLocker revolutionises your  
trading experience by providing

# Creation guide.

Brand guideline



**Wishing all  
traders a  
happy Easter**

And remember, don't put all your  
eggs in one basket

TRADELOCKER



**Wishing all  
traders a  
happy Easter**

And remember, don't put all your  
eggs in one basket

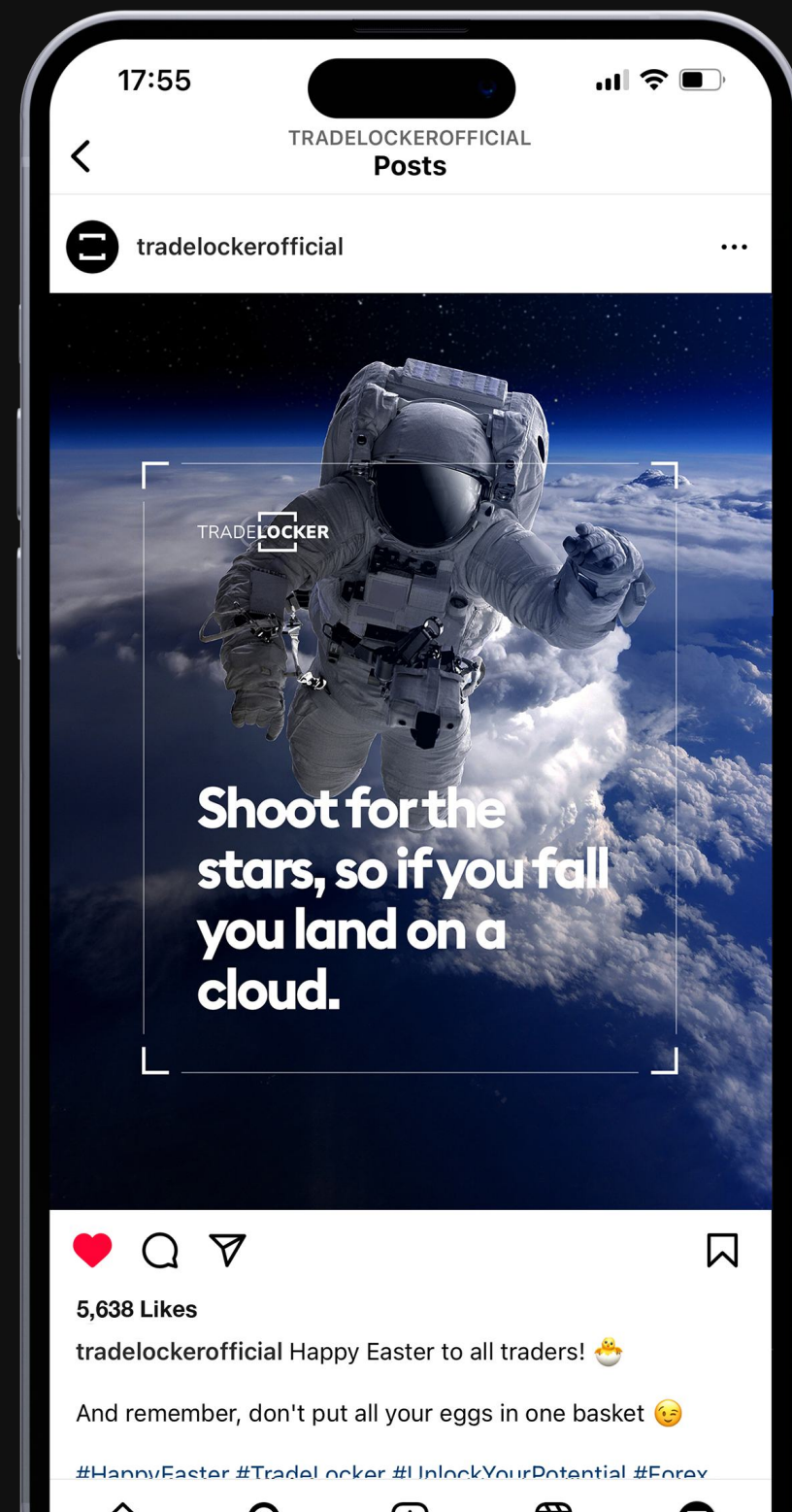
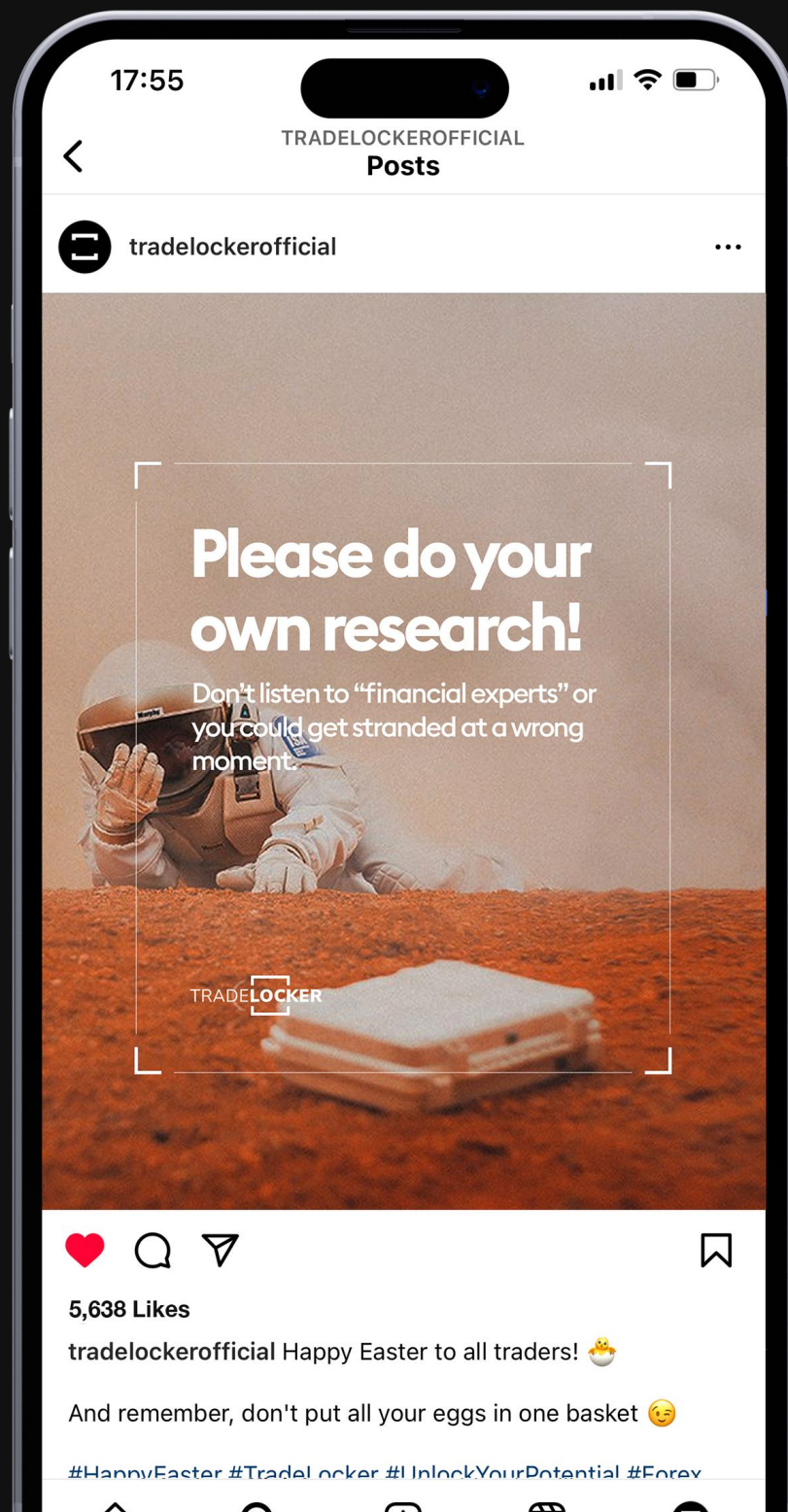
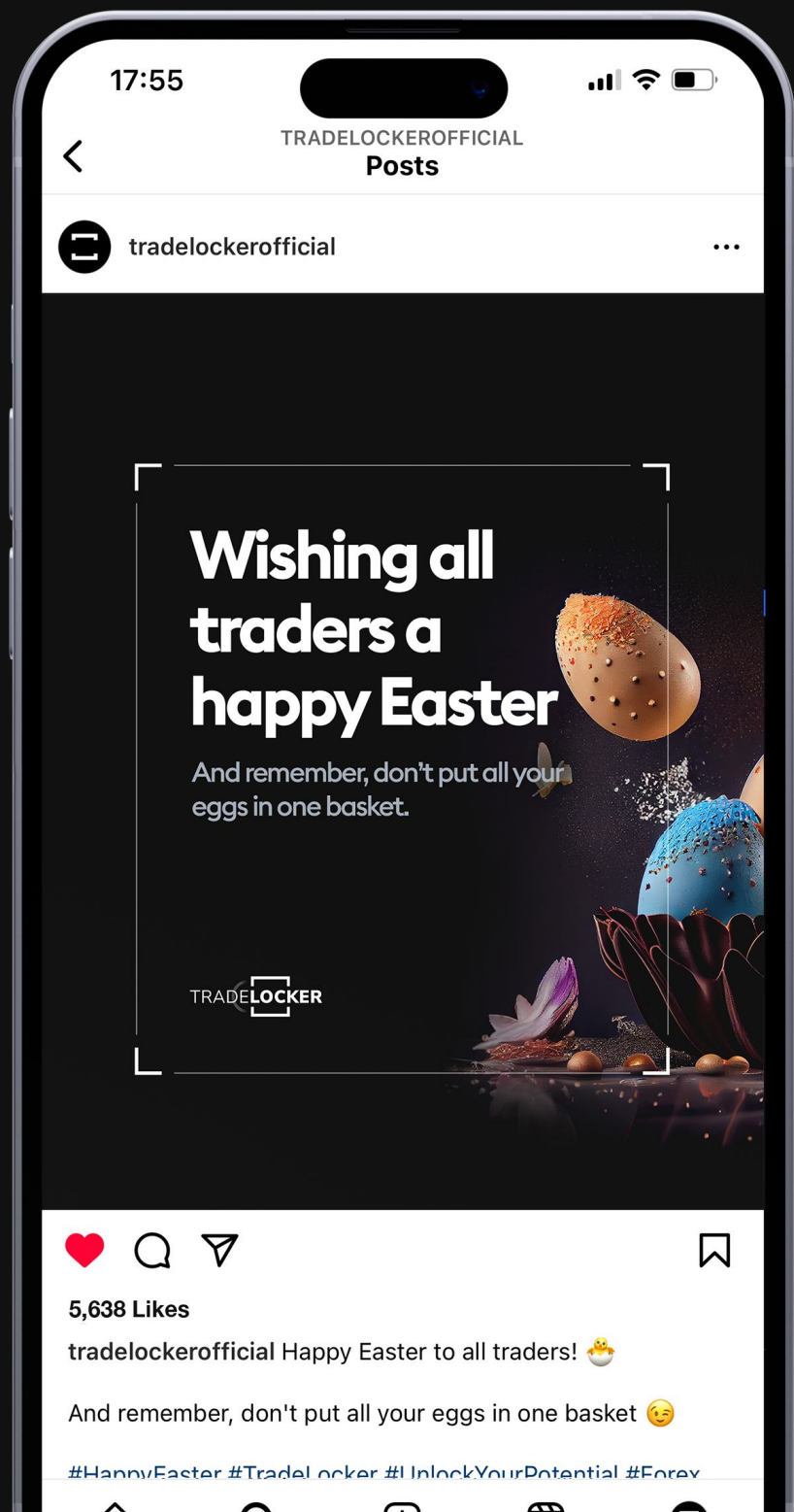
TRADELOCKER

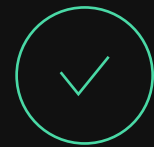
**Creation guide.**

Brand guideline

# Examples

Brand guideline





TradeLocker revolutionises your trading experience by providing high-quality charts and indicators for informed decisions, advanced risk management with stop loss and take profit features, and a web.



Trade Locker revolutionises your trading experience by providing high-quality charts and indicators for informed decisions, advanced risk management with stop loss and take profit features, and a web.



**Space Black**

HEX #111111  
RGB 17 17 17

**Dark Moon**

HEX #34353C  
RGB 52 53 60

**Moon Silver**

HEX #A7AFBB  
RGB 167 175 187

**Dwarf White**

HEX #FFFFFF  
RGB 255 255 255

**Neptune Blue**

HEX #3461FF  
RGB 52 97 255

**Uran Turquoise**

HEX #4AD9D9  
RGB 74 217 217

**Galaxy Violet**

HEX #964DF6  
RGB 150 77 246

**Mars Red**

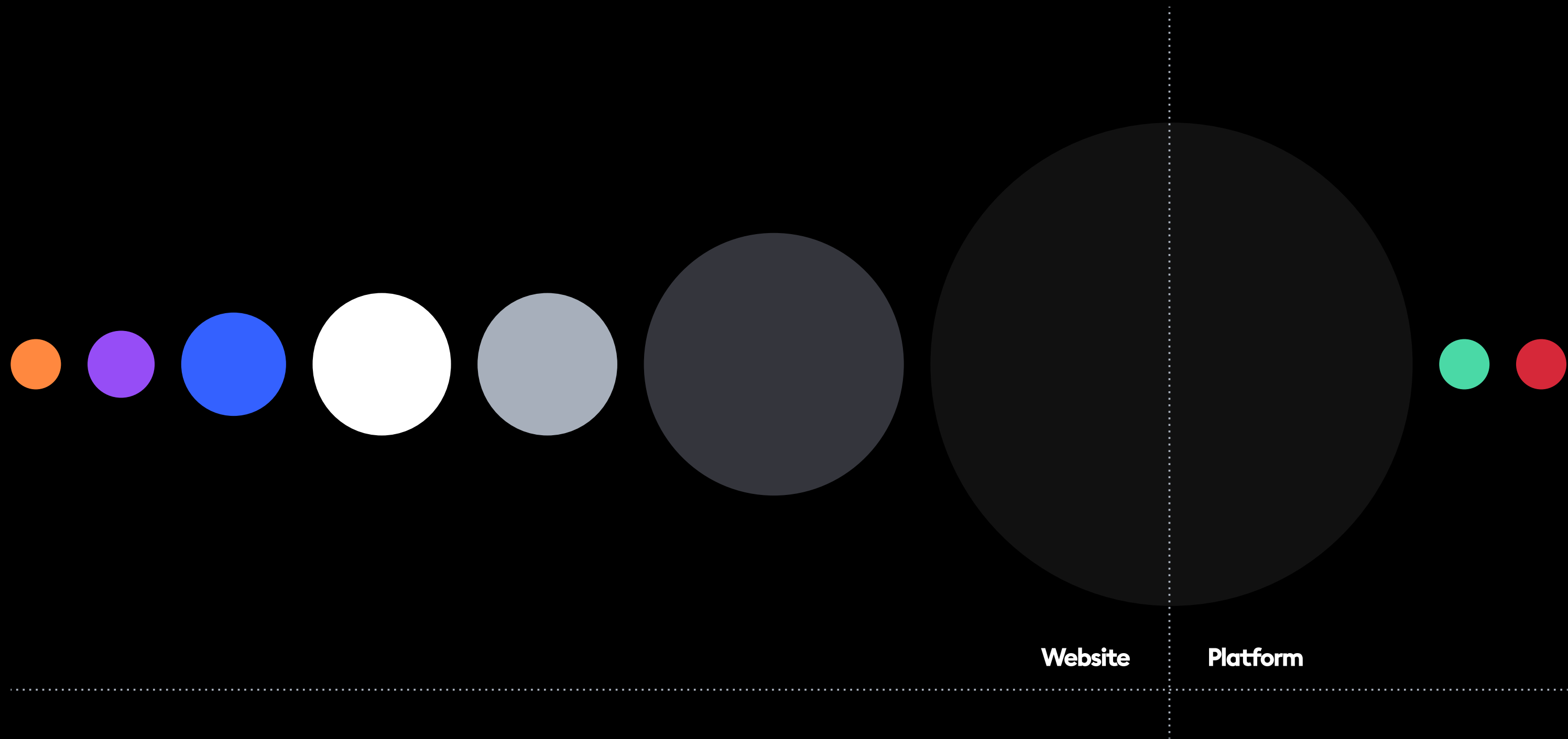
HEX #D62839  
RGB 214 40 57

**Venus Orange**

HEX #FF883F  
RGB 255 136 63

# Colours

Brand guideline

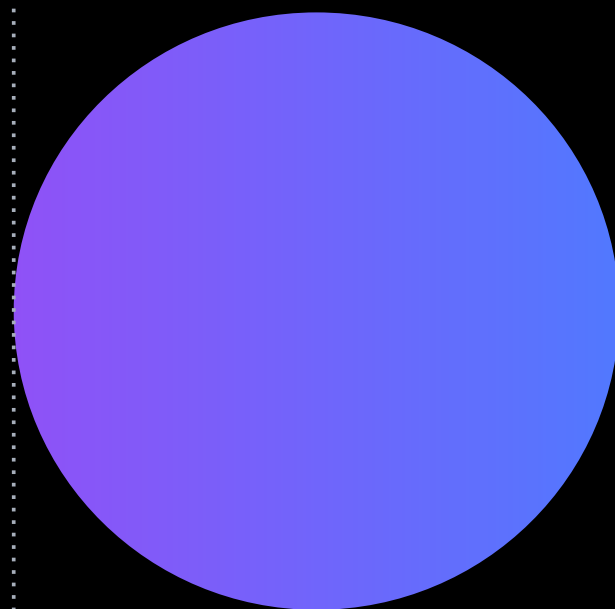


Website

Platform

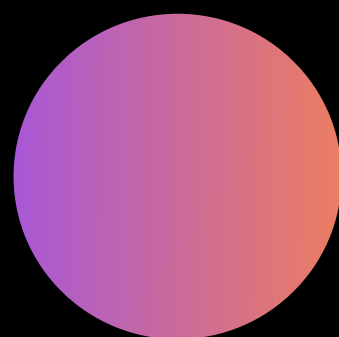
# Colours Dispersion

Brand guideline



90deg  
#964DF6 -6.55%  
#4D7BFF 109.91%

**Main Gradient**



**Suggestions**

# Gradients

Brand guideline

**MK1**

HEX#D5DCE7  
RGB 213 220 231

**MK2**

HEX #A7AFBB  
RGB 167 175 187

**MK3**

HEX #868B96  
RGB 134 139 150

**MK4**

HEX #868B96  
RGB 104 106 116

**MK5**

HEX #4C4E56  
RGB 76 78 86

**MK6**

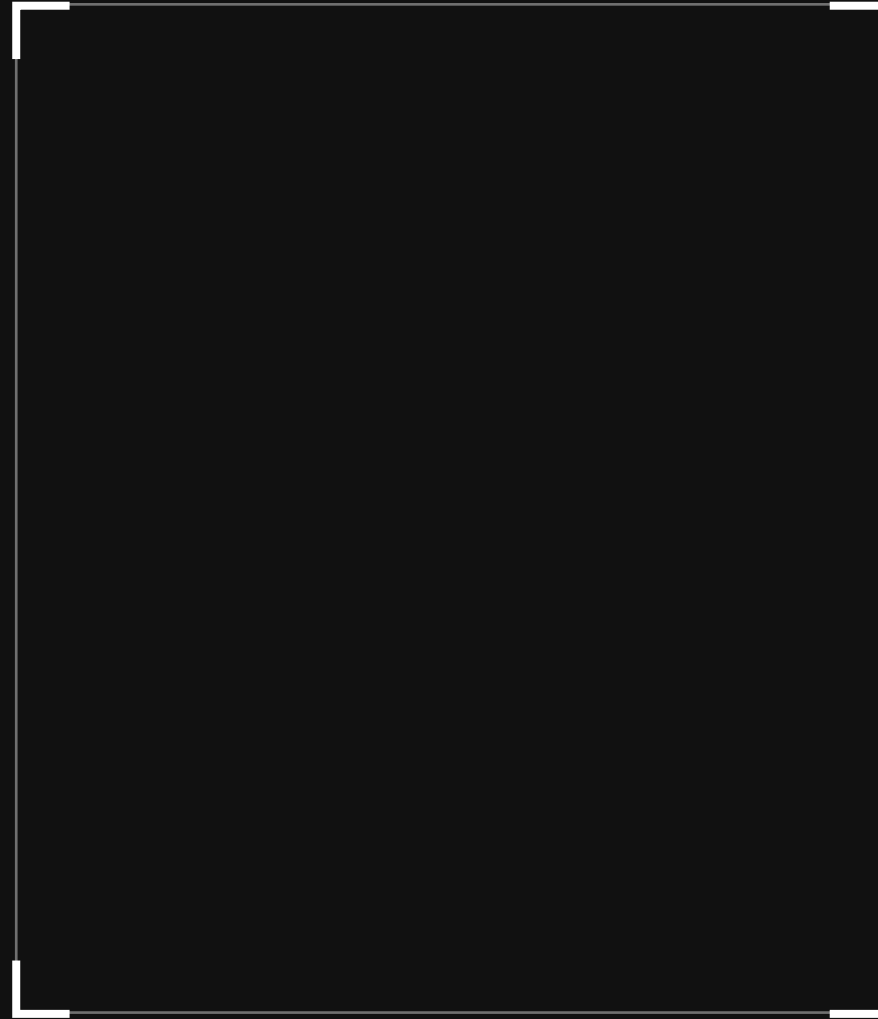
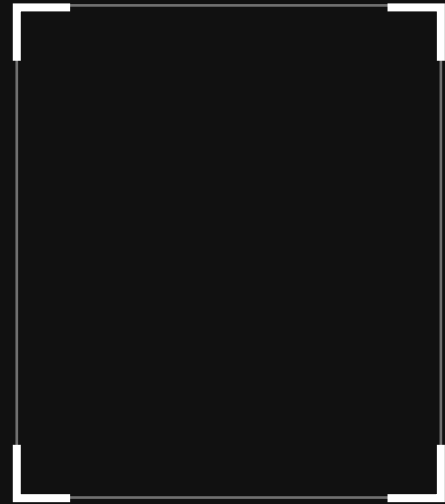
HEX #34353C  
RGB 52 53 60

**MK7**

HEX #1E1F24  
RGB 30 31 36

**Greyscale**

Brand guideline

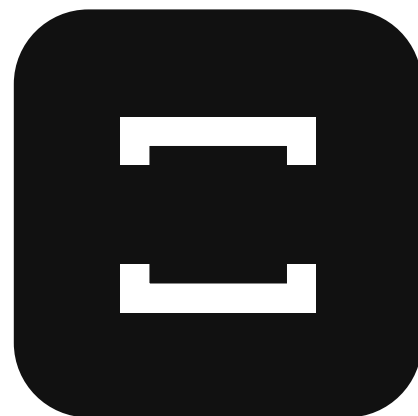


## Superior Charting

Our integration with TradingView offers access to hundreds of customizable charts and custom indicators, to help you view real-time market data, track price movements across multiple assets, and make quick, accurate market decisions.

# Elements

Brand guideline



**Appstore icon**



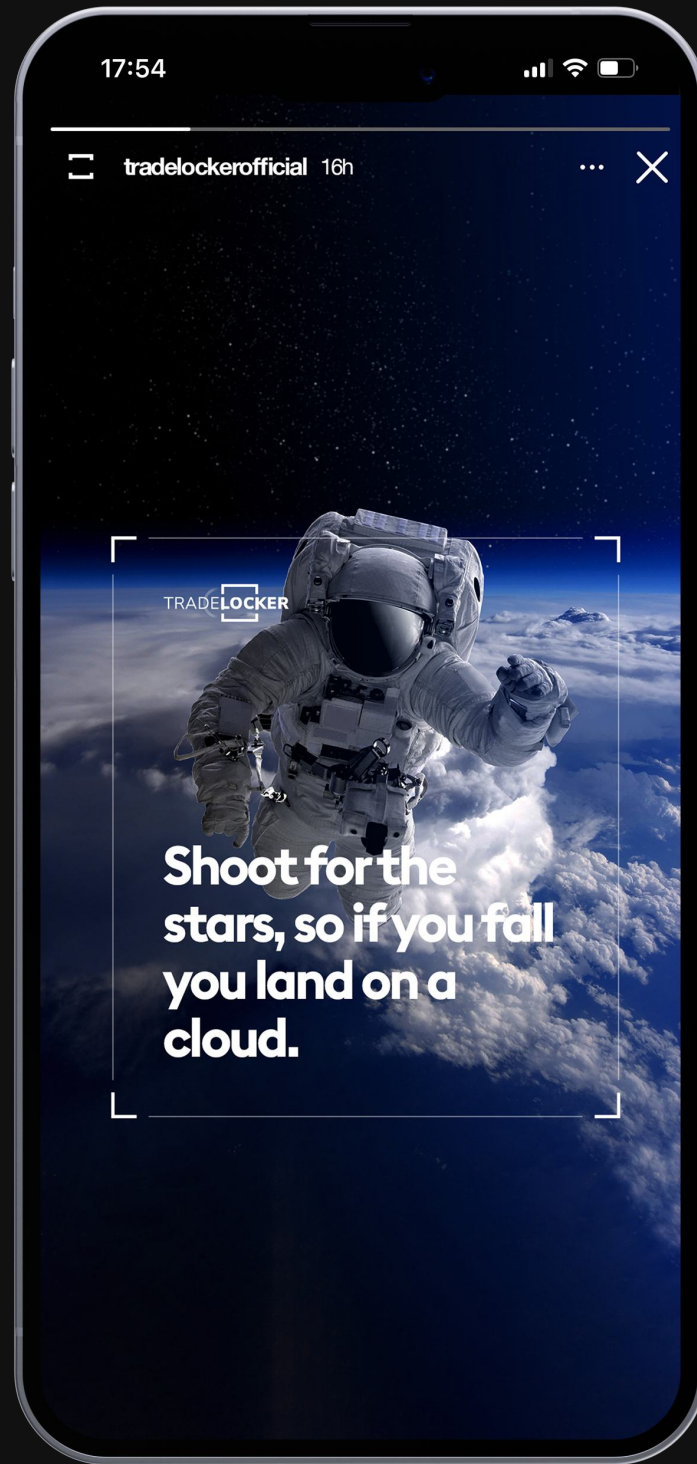
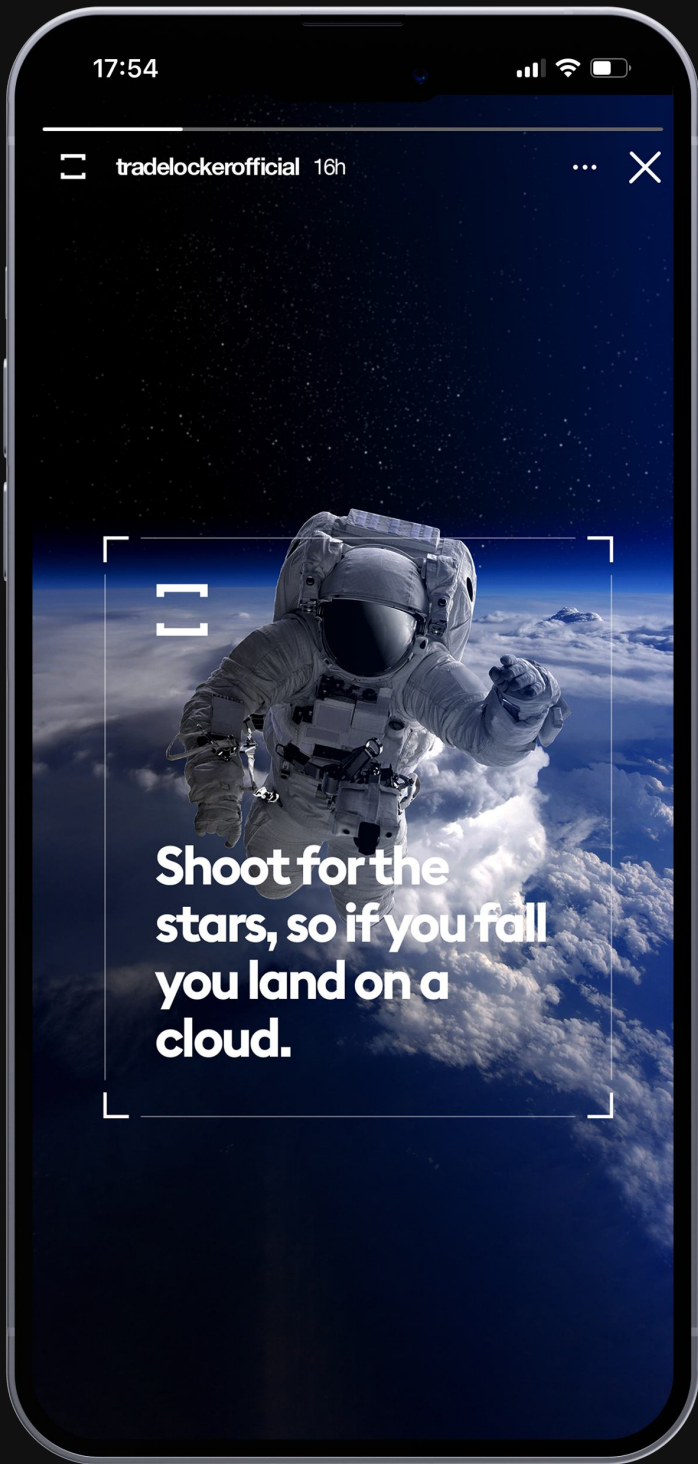
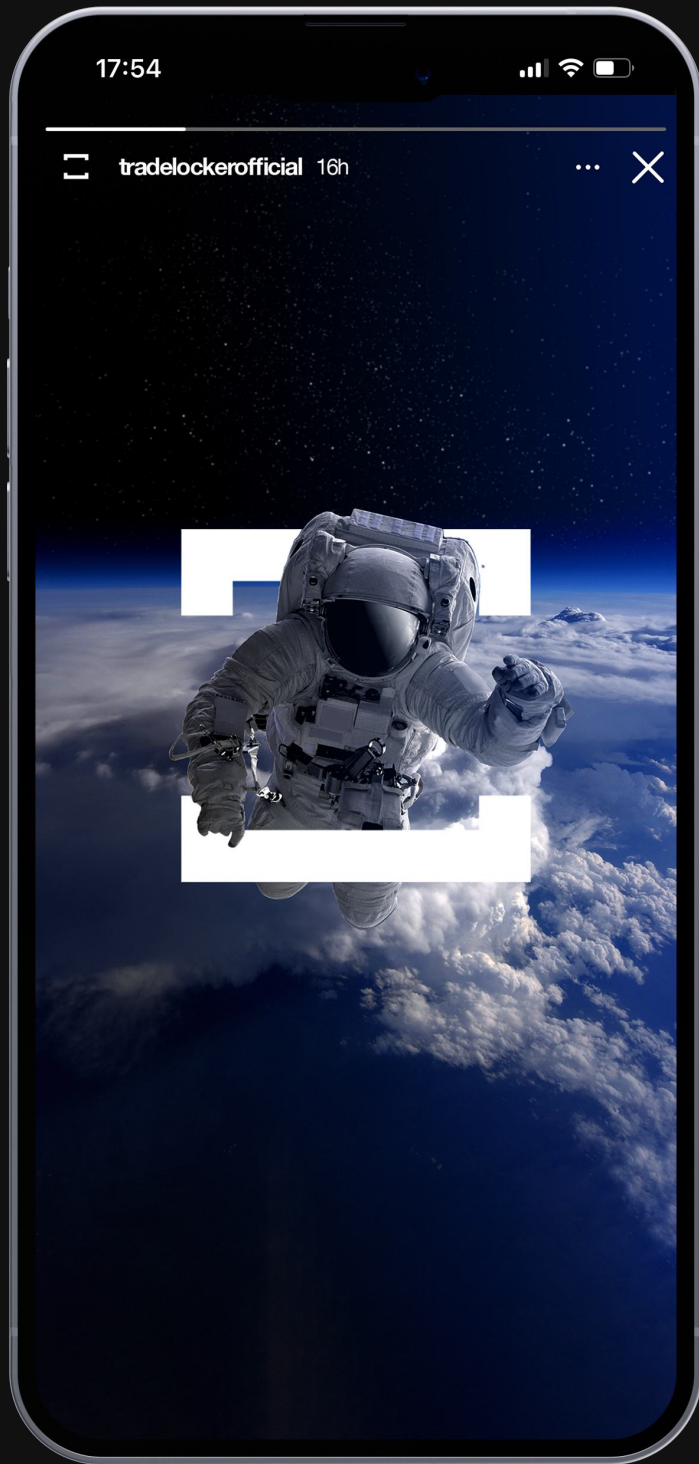
**Social media**

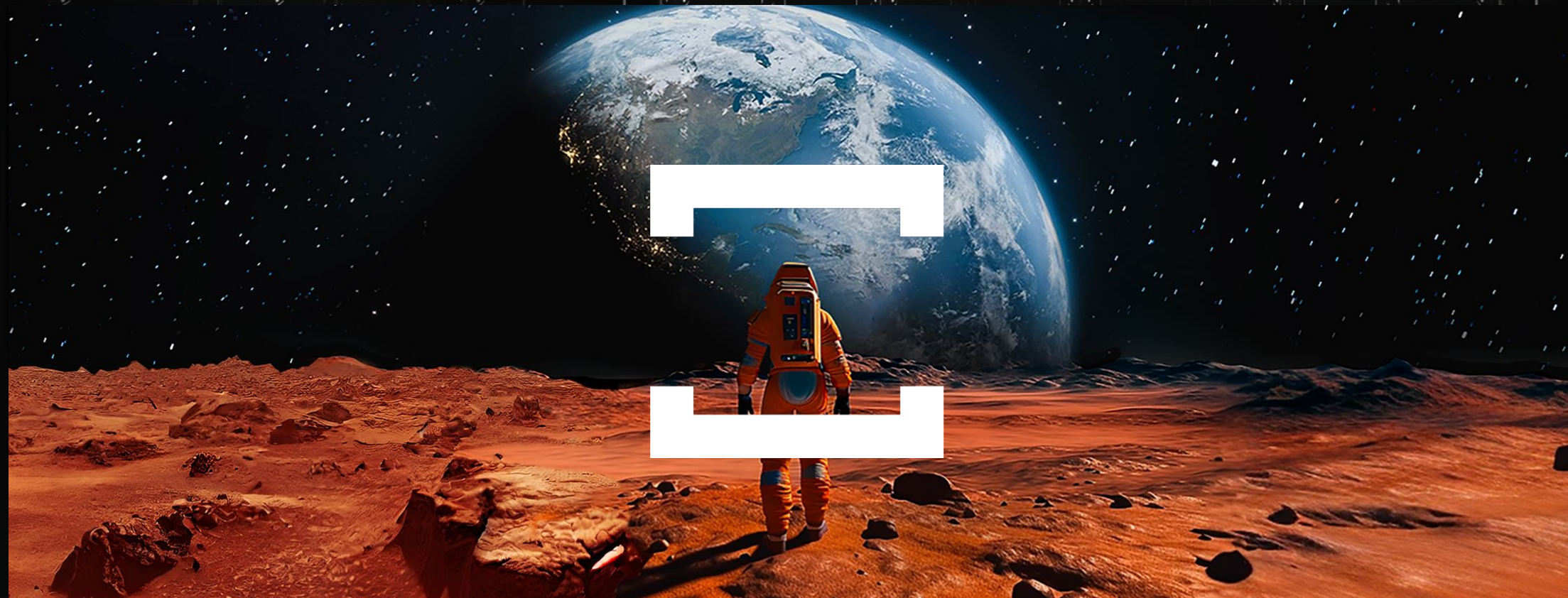


**Sticker**

**Icon**

Brand guideline





# Q&A Livestream

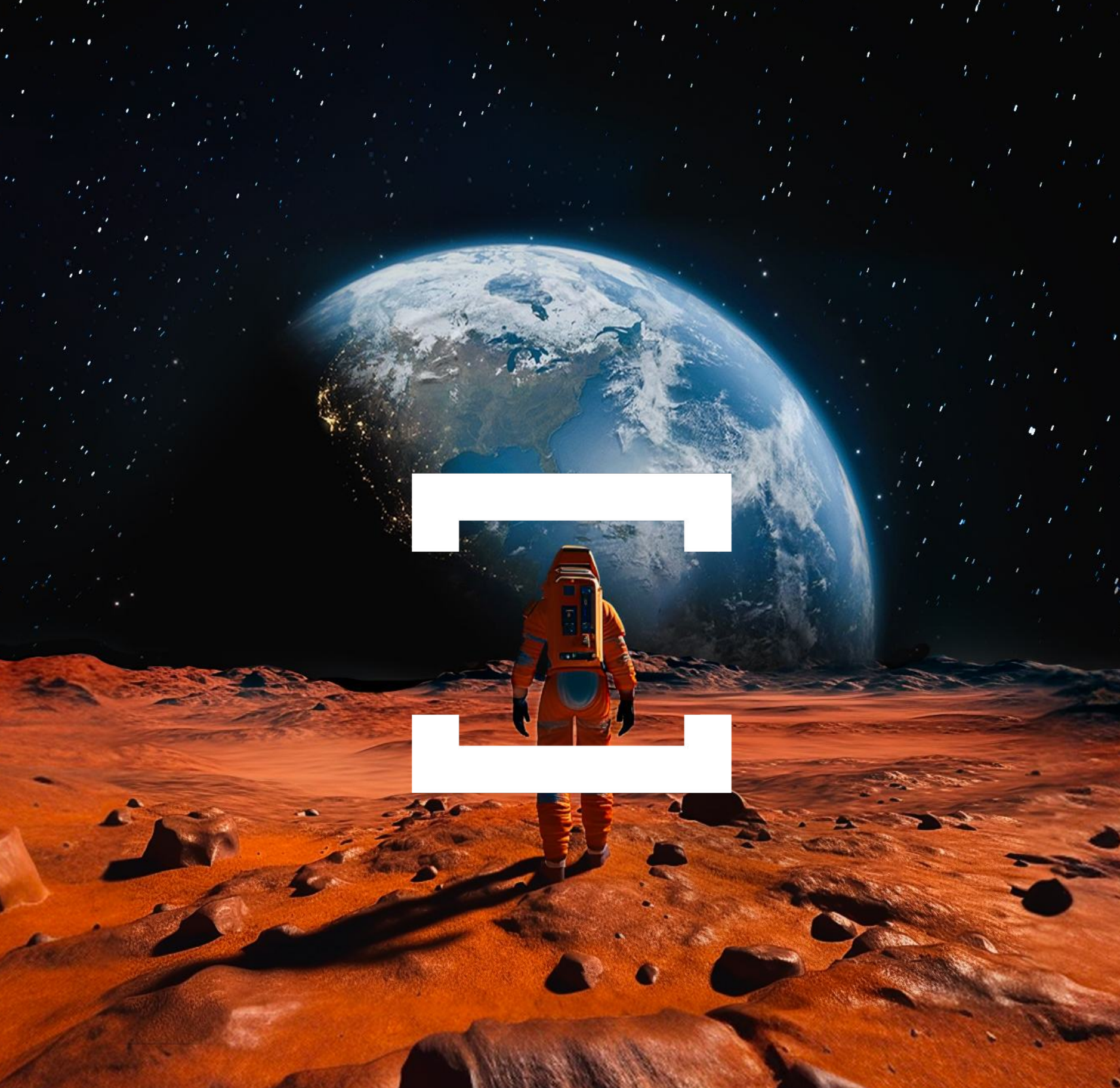
11 November 2023  
20:00

TRADELOCKER

# Panel

Brand guideline





**AMA**

**Luka Fućek**

Head of Product

**& Luka Knezić**

Co-Founder

10 November 2023 on TradeLocker Discord

15:00

TRADELOCKER