

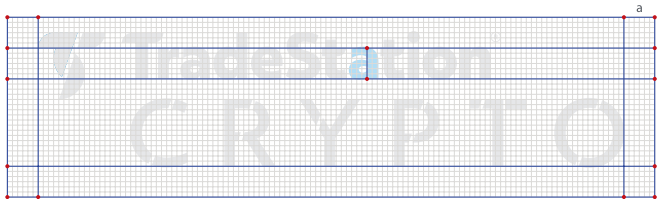
Crypto Mini Brand Guide 1.0

Brand Mark Usage

Our logo is the most important and recognizable element of the Tradestation Crypto brand. It is essential to maintain its integrity and never alter it from its original state. All communications incorporate our logo.



Clear Space



Minimum Size



Brand Patterns

BRAND
PATTERN

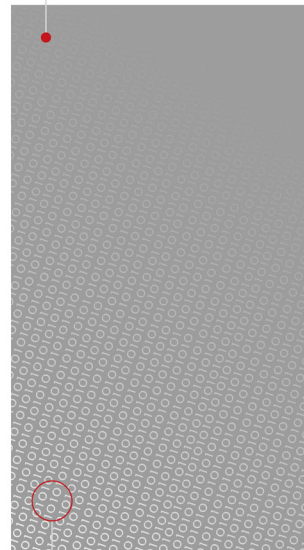


BLACK AND WHITE
PHOTOGRAPHY



OVERLAY LAYER MODE
BLURRED AT TOP AND BOTTOM MASK

SECONDARY
BRAND PATTERN



OVERLAY LAYER MODE
BLURRED MASK CLEANING THE AREAS
WHERE THE TEXT IS GOING TO BE PLACED



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Color Palette

TS Green, TS Blue and TS Purple are the primary color palette. Use color specifications as designated.



Gradient

Our gradient represents the depth and strenght of our tools and historical data. Our full gradient is composed of four brand colors.



Primary Typeface

Typography is essential in creating a consistent look across every communication, whether a marketing brochure, building sign or an ad.

Objektive3

Thin
Light
Regular
Medium
Bold
XBold
Black

Supplementary Digital Typeface

We have a supplementary typeface that is used within digital applications only.

Montserrat

ExtraLight
Light
Regular
Medium
Black