

# TradeStation Mini Brand Guide 1.0

## Brand Mark Usage

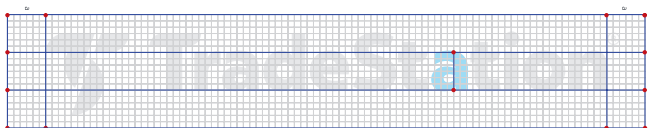
Our logo is the most important and recognizable element of the TradeStation brand. It is essential to maintain its integrity and never alter it from its original state. All communications incorporate our logo.

The primary usage of the logo is in one color or knocked out of the TradeStation gradient.



## Clear Space

The main symbol should be used in conjunction with the brand mark. The brand mark can only be used standalone under exceptional applications. Contact the TradeStation Marketing Department for approval and more information.



## Minimum Size

Never size the logo smaller than the specific size.



## Do Nots

Our logo has been designed to offer flexibility in a variety of designs and media, consistently linking touchpoint to touchpoint. Always use the approved digital artwork. **Never alter the logo in any way.**



Do not distort.



Do not change the color or use a gradient.



Do not outline or change the font.



Do not change format of lockup.

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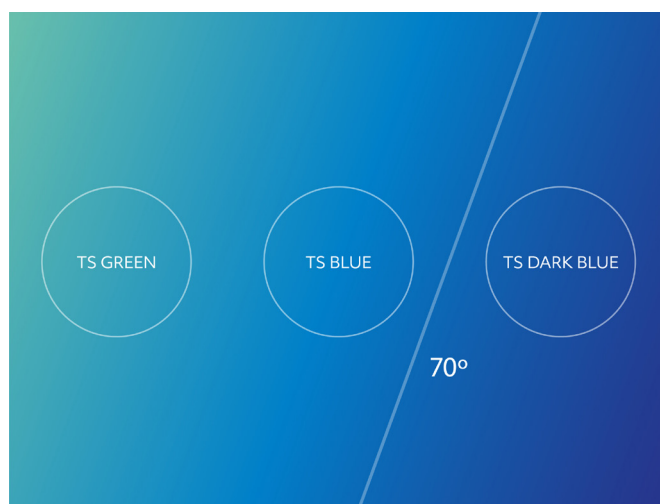
## Color Palette

TS Green, TS Blue and TS Dark Blue 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 three brand colors and placed at 70 degrees.



## 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