

TheTradersCircle - Branding

Name

The Traders Circle

- Not just one,
- THE one
- Traders
- Trading
- A community
- Exclusive

Typography

Helvetica / **Inter** / Museo Sans / Nunito Sans

- Clear
- Confident
- Reputable
- Info: Avoid all caps

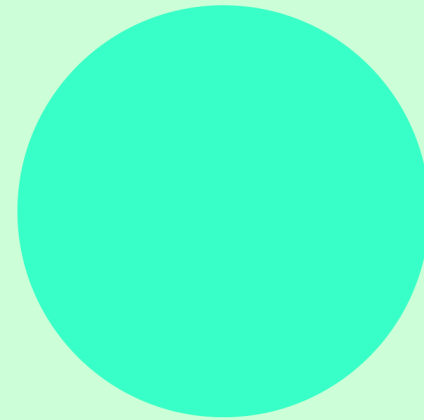
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Brand Story

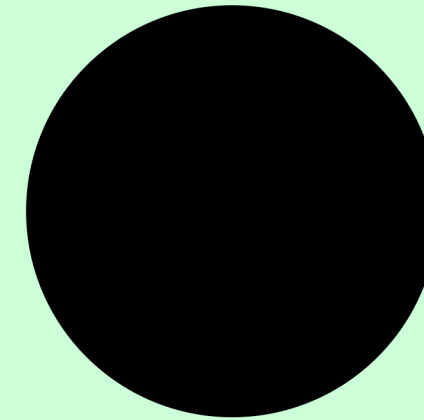
- **TheTradersCircle is an high-quality, exclusive trading community.**
- It focuses on delivering educational content with a lasting positive effect.
- This community will not only be a one-way communication channel between expert and members, but will strive to be a two-way communication channel that allows for qualitative exchange of information, questions, worries, opinions etc.
- Our long-term mission is to bring as many experts together to combine knowledge from different fields and educate our members about as much of the trading landscape as we can.

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Brand Colors



- Money
- Innovation
- Stability
- Blue fraction: Trust



- Simplicity
- Confidence
- Power
- Sophistication

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Logos



Primary Concept

Roundness: Circle as in name

Triangle facing up: improvement

Sharp corners: Competence and confidence



Secondary Concept

Blue signals trustworthiness and calmness (what you expect from a good community)

Better visibility through contrast