



Brand Guidelines

VERSION 1.2, JULY 2024

Using these Guidelines

Our brand identity is more than a logo. It is our brand story told through an expansive, flexible, and ownable visual language. Colour palette, typography, photography, and tone of voice all express the principles and personality of Tradu.

These brand guidelines have been established to protect and reinforce the strength of our brand at every touchpoint.

Positioning

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Positioning



We are establishing a new era for sophisticated traders.

Our customers are at the centre of who we are. We are committed to delivering them a sense of control as they navigate a complex world of trading and pursue their bold ambitions.

From our innovative platform to our standout brand identity – power, precision, and vision run through everything we do.

Welcome to Tradu.

Each and every one of you plays a critical role in bringing our brand to life.

Brand Strategy

Brand Positioning

Our positioning is the foundation of our brand. Through a clear brand positioning, we establish internal clarity and alignment around what our brand stands for. It's what sets us apart in the market and truly makes our brand ownable, with unique traits and characteristics.

Our brand strategy
directs who we are
and how we show up.

Essence

Mission Control for your bold ambitions.

Positioning

Tradu is a new multi-asset trading platform from Jefferies, providing access for sophisticated traders through one app.

Persona & Personality

Powerful, Precise, Visionary

Benefits

Functional: frictionless experience, seamless access, well-equipped to make decisions

Emotional: confidence, competitive spirit, in control

Brand Essence

An internal shorthand for what the customer perceives and feels when they think about or experience our brand. This is the highest-level description of the brand offering, and is reinforced by every other part of our brand strategy.

Our essence is robust and full of meaning

A serious place for serious trading with expertise, tools, and support to power the full journey of trading.

Bold points of view, bold choices, and a bold sense of self.

Mission Control for your bold ambitions

We put our customers in charge, delivering the power and ability to direct with authority.

Our customers have a desire and determination to achieve success.

Meet our Muse: Leong

This is the most dynamic and compelling representation of our target audience. Our Muse is aspirational, not representative.

He is the person you want the world to believe your brand is for, and is meant to inspire and guide us.

Meet Leong, the embodiment of our target audience and who we aim to serve.



His basic stats

- Middle-aged male
- Father of two kids
- Successful entrepreneur/
business owner and
career coach
- Avid & determined trader
- Proud wealth builder

His personality

- Optimistic
- Adventurous
- Disciplined
- Self-starter/self-taught
- Individualistic/
autonomous
- Comfortable with risk
- Ambitious
- Cool & calculated
- Strategic

How He Sees Himself

It's important our Brand Muse see his identity, goals, and values reflected in our voice and messaging. Here are key characteristics and ways Tradu can connect with our Brand Muse through them.

Bold & courageous

He believes his greatness has been achieved by taking smart and calculated risks. **We can use strong and confident language that's rooted in expertise and forethought.**

Master of his destiny

He believes his success is a result of his hard work and personal strategies. **We should steer clear of community-oriented language and speak to him as an elite individual who is fully in control of what he can achieve moving forward.**

Smart & well-informed

He's done his homework and has built wealth as a result. We don't need to 'empower' or educate him — **we should validate his hard-earned knowledge and speak to him as a peer.**

Demands greatness

He's not satisfied with a modest level of comfort or security. He wants to build something extraordinary for his family's future, and he needs the best tools and support to do it. **We should lean into our established reputation and drive for innovation.**

Logo

Tradu seeks to stand out as the highest quality trading experience. We bring this to life visually through The Pinnacle graphic in our logo. The logo represents our brand personality:

Powerful

Boldness of type and shape brings strength and credibility to the logo.

Precise

Clean lines and angularity create an intentional sharpness.

Visionary

Energetic gradation conveys an active ascension and upward movement.

The Pinnacle



Full-Colour Logo

Use in most cases.



One-Colour Logo

Use in exceptional cases only, e.g., when 4-colour printing is not possible.



Full-Colour Logo

Use in most cases.

Please note that this logo is used exclusively for crypto content, including social media pages, ads, and landing pages. Please contact marketing team for more information.



One-Colour Logo

Use in exceptional cases only,
e.g., when 4-colour printing is
not possible.



Full-Colour Logo

Use in most cases.

Please note that this logo is used exclusively for stock content, including ads and landing pages. For more information, please contact the marketing team.



One-Colour Logo

Use in exceptional cases only,
e.g., when 4-colour printing is
not possible.



Clearspace

The clearspace around our logo is determined by the height of one X – the cap height of the T.



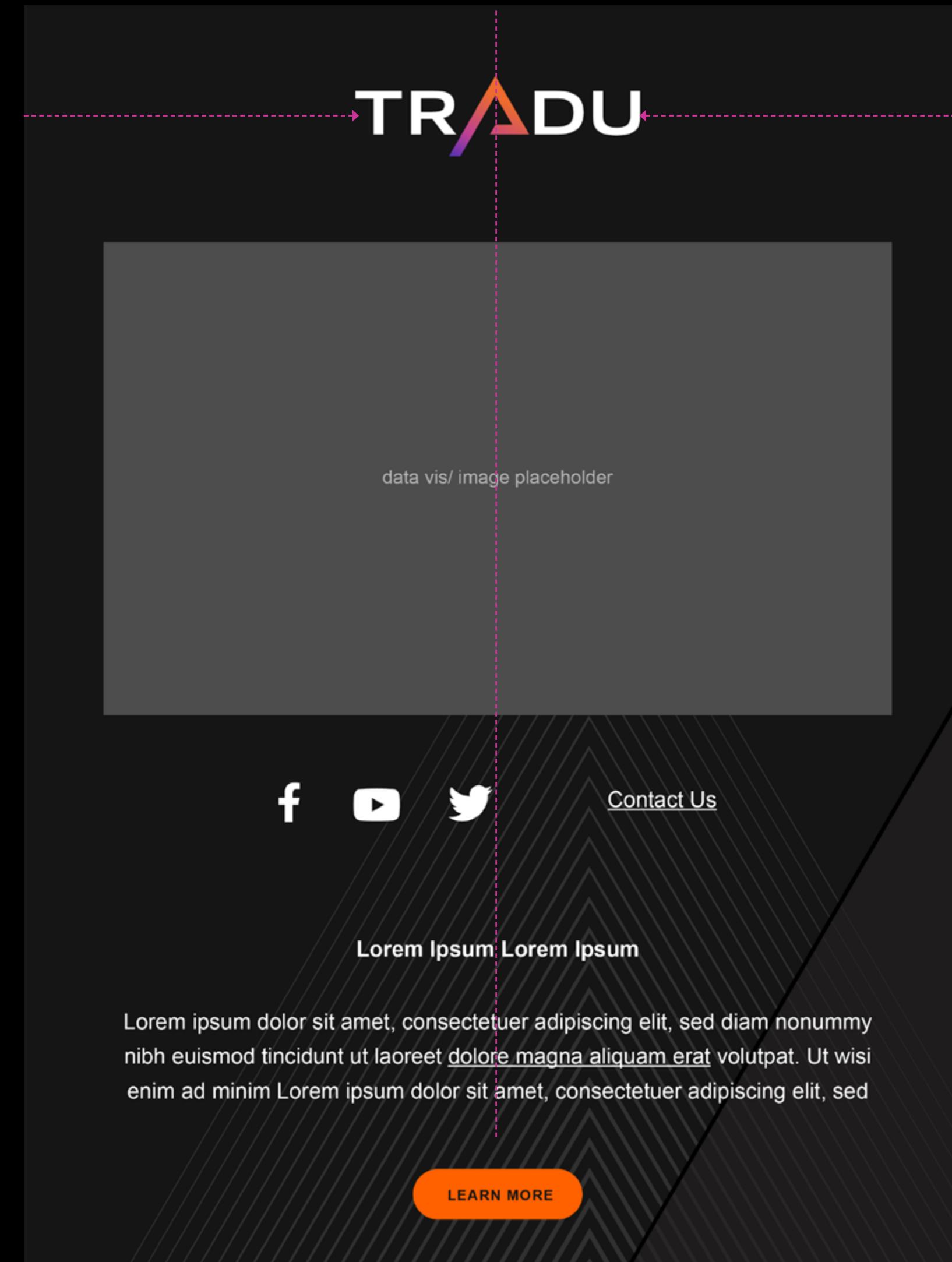
Minimum Size

When showing the logo at a reduced scale, don't reduce smaller than the minimum size of 99 pixels in width (not including clearspace).

Minimum Width
99 pixels


Logo Placement

Our logo is placed in the top centre in compositions. When space is limited, position the logo on the left or right corners of the layout for maximum impact, depending on other elements.



Top centre alignment – When there is available space.



Lower right alignment or upper left alignment – Use when space is limited.

App Icon

To build equity in our new logo, we use it wherever possible. One of our key touchpoints is the App Icon.





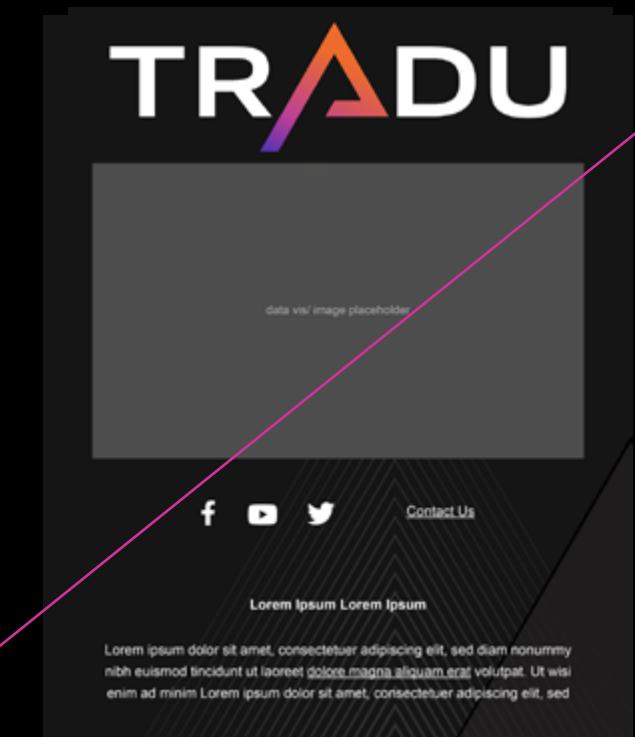
Don't ever use The Pinnacle on its own.



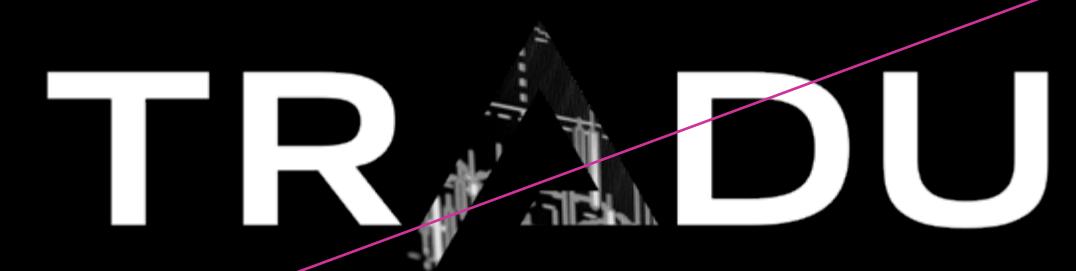
Don't angle the logo.



Don't outline the logo.



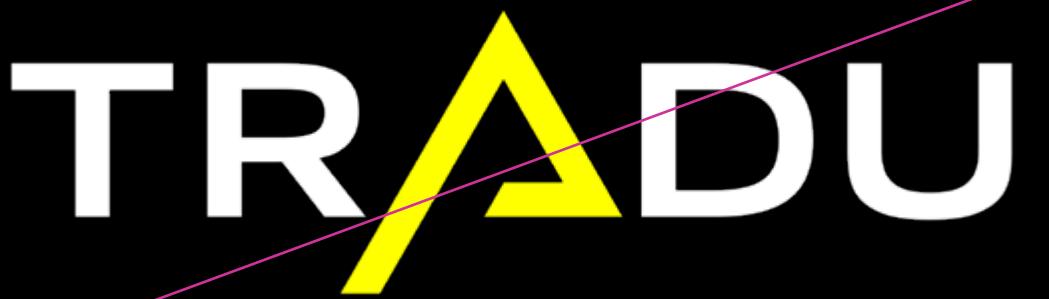
Don't make logo too large in layouts.



Don't use any photography in the logo.



Don't use 1-colour logo in applications unless absolutely necessary.



Don't change the logo colour.



Don't scale any elements of the logo.

Don't stretch or distort the logo.

Typography

Primary Typeface

Use in most cases like headlines and body copy.

Söhne Leicht

Uppercase

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

Lowercase

a b c d e f g h i j k l m
n o p q r s t u v w x y z

Numerals & Symbols

0 1 2 3 4 5 6 7 8 9
\$ £ € ¥ ? ! + * %

Söhne Buch

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m
n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9
\$ £ € ¥ ? ! + * %

Söhne Kräftig

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m
n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9
\$ £ € ¥ ? ! + * %

Secondary Typeface

Use in calls to action (CTAs) and eyebrows.

BLENDER MEDIUM

Uppercase

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

Numerals & Symbols

0 1 2 3 4 5 6 7 8 9
\$ £ € ¥ ? ! + * %

BLENDER BOLD

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

0 1 2 3 4 5 6 7 8 9
\$ £ € ¥ ? ! + * %

Google and System Typefaces

In most cases, our primary and secondary typefaces should be used. In rare cases when we have to fall back onto a Google Font or system font, please use these alternatives.

Roboto is used as a substitute for Söhne and Chakra Patch is used as a substitute for Blender.

Arial is used for PowerPoint and Emails.

Google Fonts

Roboto Medium

Roboto Bold

CHAKRA PETCH MEDIUM

CHAKRA PETCH BOLD

System Fonts

Arial Regular

Arial Bold

Uppercase

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

Uppercase

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

Uppercase

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

Lowercase

abcdefghijklm
nopqrstuvwxyz

abcdefghijklm
nopqrstuvwxyz

Numerals & Symbols

Numerals & Symbols

0123456789
£€¥?!+*%

0123456789
£€¥?!+*%

Numerals & Symbols

0123456789
£€¥?!+*%

0123456789
£€¥?!+*%

Numerals & Symbols

0123456789
£€¥?!+*%

0123456789
£€¥?!+*%

Primary Typeface – Arabic

Use in most cases like headlines and body copy.

Neue Helvetica® Arabic 45 Light

Neue Helvetica® Arabic 55 Roman

Neue Helvetica® Arabic 75 Bold

Secondary Typeface – Arabic

Use in CTAs and eyebrows.

ITC Handel Gothic Arabic™ Medium

ITC Handel Gothic Arabic™ Bold

Primary Typeface – Chinese (Traditional)

Use in most cases like headlines and body copy.

M XiangHe Hei® TC Light

M XiangHe Hei® TC Regular

M XiangHe Hei® TC Bold

Secondary Typeface – Chinese (Traditional)

Use in CTAs and eyebrows.

M J Ngai HK Medium

Primary Typeface – Chinese (Simplified)

Use in most cases like headlines and body copy.

M XiangHe Hei® SC Light

M XiangHe Hei® SC Regular

M XiangHe Hei® SC Bold

Secondary Typeface – Chinese (Simplified)

Use in CTAs and eyebrows.

M J Ngai PRC

Primary Typeface – Hebrew

Use in most cases like headlines and body copy.

Helvetica Neue® Hebrew Light

Helvetica Neue® Hebrew Roman

Helvetica Neue® Hebrew Bold

Secondary Typeface – Hebrew

Use in CTAs and eyebrows.

Aharoni MF Medium

Aharoni MF Bold

Primary Typeface – Japanese

Use in most cases like headlines and body copy.

Tazugane® Gothic Light

Tazugane® Gothic Medium

Tazugane® Gothic Bold

Secondary Typeface – Japanese

Use in CTAs and eyebrows.

M J Ngai PRC

Primary Typeface – Korean

Use in most cases like headlines and body copy.

Seol Sans® Light

Seol Sans® Regular

Seol Sans® Bold

Secondary Typeface – Korean

Use in CTAs and eyebrows.

YD Yoonche L

YD Yoonche M

Eyebrows

Blender Medium
Case: All caps
Tracking: 4%

Headline

Söhne Buch
Case: Sentence
Leading: 96pt
Tracking: 0%

Body

Söhne Leicht
Case: Sentence
Leading: 23 pts
Tracking: 2%

CTAs

Blender Bold
Case: All caps
Tracking: 4%

ABOUT US

Execute your strategies with precision.

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.

[REQUEST A DEMO](#)[REQUEST A DEMO](#)[UNITED KINGDOM ↓](#)

Text
Lorem ipsum
dolor sit amet,
consectetuer
adipiscing elit.

Don't use any typefaces that are not part of the design system.

**Consectetuer
adipiscing elit.**

Don't use the secondary typeface in a headline.

Text
Lorem ipsum
dolor sit amet,
consectetuer
adipiscing elit.

Don't colour entire paragraphs.

Text
Lorem ipsum
dolor sit amet,
consectetuer
adipiscing elit.

Don't use effects.

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Don't rotate type.

**Consectetuer
adipiscing elit.**

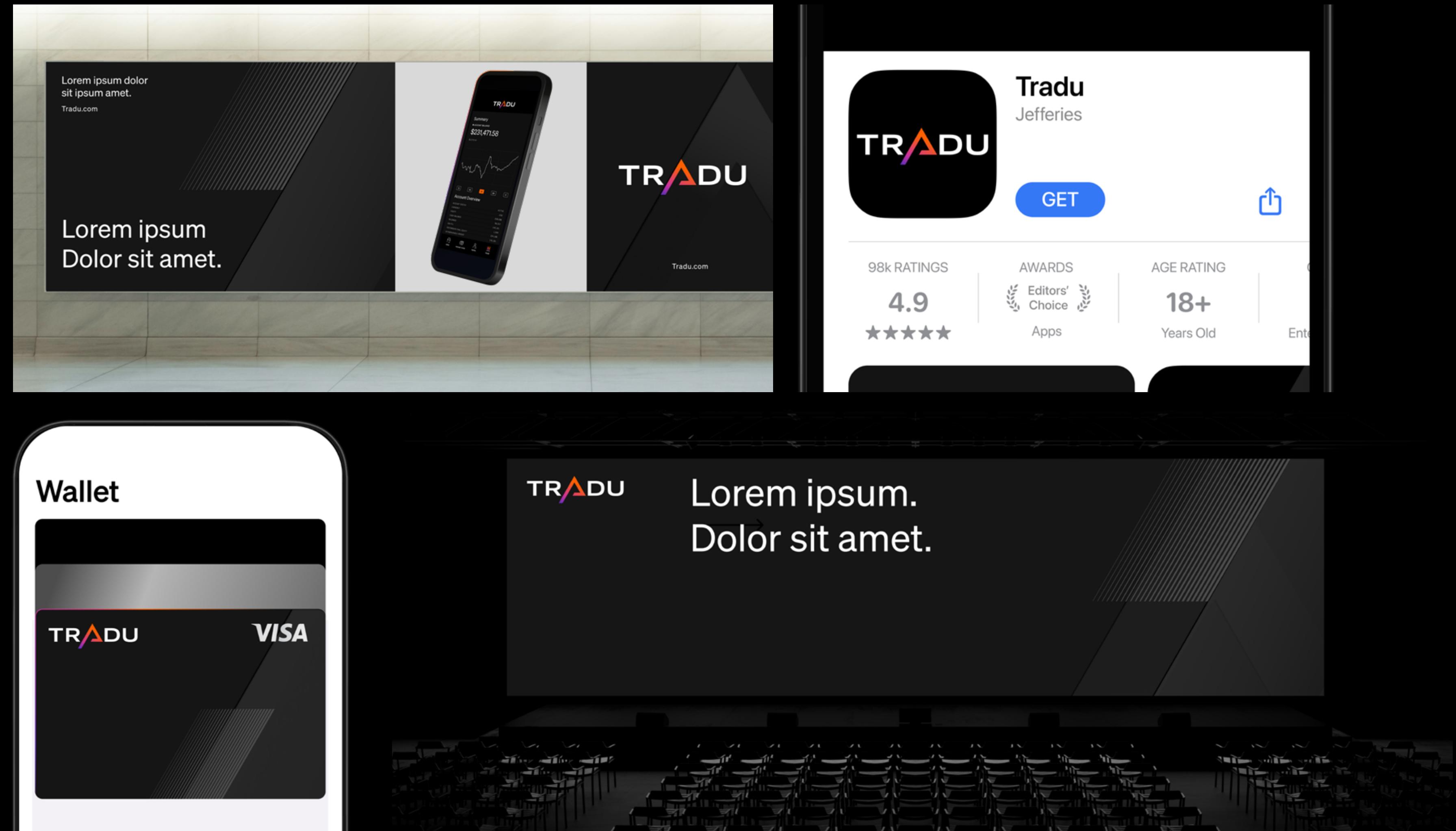
Don't mix type sizes in a headline.

Colour

Black to White Ratio

Our visual system is based primarily around dark backgrounds with small accents of colour. Black and Off Black are used in most cases as a background colour.

White and Off White may be used when Black and Off Black are not possible, or in rare instances to build visual balance. Refer to page 37 for more detail.



BLACK

#000000

R 0 / G 0 / B 0

C 87 / M 75 / Y 69 / K 95

Primary Colours

Black and Off Black are our primary background colours. White and Off White are used for most copy and for data visualisation. To break up content, White backgrounds may be used; but should be the exception.

Tradu Tangerine is used primarily for CTAs (e.g., in email) and never as a background colour.

Platinum tones are used within our background graphics.

Further UX/UI guidance can be found in that specific style guide.

OFF BLACK

#151515

R 21 / G 21 / B 21

C 80 / M 71 / Y 68 / 86

WHITE

#FFFFFF

R 255 / G 255 / B 255

C 0 / M 0 / Y 0 / K 0

OFF WHITE

#F8F8F8

R 248 / G 248 / B 248

C 3 / M 2 / Y 2 / K 0

TRADU TANGERINE

#FF6101

R 255 / G 97 / B 1

C 0 / M 72 / Y 95 / K 0

When used as graphic (e.g., keyline) on Off White and White, Tangerine adapts to #F65D00. PANTONE 1505 C

DARK PLATINUM

#262626

R 38 / G 38 / B 38

C 74 / M 66 / Y 64 / K 73

PLATINUM

#4D4D4D

R 77 / G 77 / B 77

C 63 / M 54 / Y 53 / K 43

When used as graphic (e.g., keyline) on Off White and White, Platinum adapts to #646464.

LIGHT PLATINUM

#B3B3B3

R 179 / G 179 / B 179

C 33 / M 25 / Y 25 / K 0

Secondary Colours

The secondary colour palette expands the colour range of the primary palette. Secondary colours are reserved for accents in layouts and typography.

PURPLE

#6D30B6
R 109 / G 48 / B 182
C 75 / M 84 / Y 0 / K 0
PANTONE 2090 C

MAGENTA

#CE339A
R 206 / G 51 / B 154
C 22 / M 86 / Y 0 / K 0
PANTONE 240 C

Products' Colours

The products' colour palette expands the colour range of the secondary palette. Products' colors are exclusively utilized for the Tradu app as color dividers corresponding to each product for dark and light theme.

FOREX (LIGHT)

#F65D00
R 246 / G 93 / B 0

FOREX (DARK)

#FF9360
R 255 / G 147 / B 96

eTFs (LIGHT)

#E19068
R 255 / G 144 / B 104

eTFs (DARK)

#FFC5A8
R 255 / G 197 / B 168

BASKETS (DARK/
LIGHT)

#D85CAE
R 216 / G 92 / B 174

CFDS (LIGHT)

#E591C8
R 229 / G 145 / B 200

CFDS (DARK)

#FFC0E9
R 255 / G 192 / B 233

SHARES (DARK/LIGHT)

#B3B3B3
R 179 / G 179 / B 179

TREASURY (LIGHT)

#6D30B6
R 109 / G 48 / B 182

TREASURY (DARK)

#BD96EA
R 189 / G 150 / B 234

SVG CASH (LIGHT)

#1255E9
R 18 / G 85 / B 233

SVG CASH (DARK)

#91BEF9
R 145 / G 190 / B 249

Products' Colours

The products' colour palette expands the colour range of the secondary palette. Products' colors are exclusively utilized for the Tradu app as color dividers corresponding to each product for dark and light theme.

COMMODITIES (LIGHT)

#1255E9
R 18 / G 85 / B 233

COMMODITIES (DARK)

#91BEF9
R 145 / G 190 / B 249

CRYPTO (LIGHT)

#1A9F9F
R 26 / G 159 / B 159

CRYPTO (DARK)

#AOEAEA
R 160 / G 234 / B 234

INDICES (LIGHT)

#858301
R 133 / G 131 / B 1

INDICES (DARK)

#F3F286
R 243 / G 242 / B 134

STOCKS (LIGHT)

#9BC347
R 155 / G 195 / B 71

STOCKS (DARK)

#CDF27E
R 205 / G 242 / B 126

WALLET (LIGHT)

#6D30B6
R 109 / G 48 / B 182

WALLET (DARK)

#BD96EA
R 189 / G 150 / B 234

Status Colours

Status colours are reserved for warning and success messages in web interfaces.

SUCCESS

#29AD46
R 41 / G 173 / B 70

WARNING

#FF4242
R 255 / G 66 / B 66

PENDING (LIGHT)

#B3B3B3
R 179 / G 179 / B 179

PENDING (DARK)

#646464
R 100 / G 100 / B 100

App Colours

The app colour palette expands the colour range of the secondary palette. App colours are used exclusively for the Tradu App UI or widgets associated with the Tradu App.

SELL BACKGROUND
(DARK)

#320118

BUY BACKGROUND
(DARK)

#01094F

SELL BACKGROUND
(LIGHT)

#FFE8EB

BUY BACKGROUND
(DARK)

#E9EBFE

SELL- PRICE
DECREASE (LIGHT)

#D31017

SELL- PRICE
DECREASE (DARK)

#FF4242

BUY BUTTON (DARK/
LIGHT)

#1255E9

PRICE INCREASE
(LIGHT)

#117C1C

PRICE INCREASE
(DARK)

#29AD46

LIGHT GREY (LIGHT)

#E6E6E6

DARK GREY (DARK)

#363636

Hierarchy

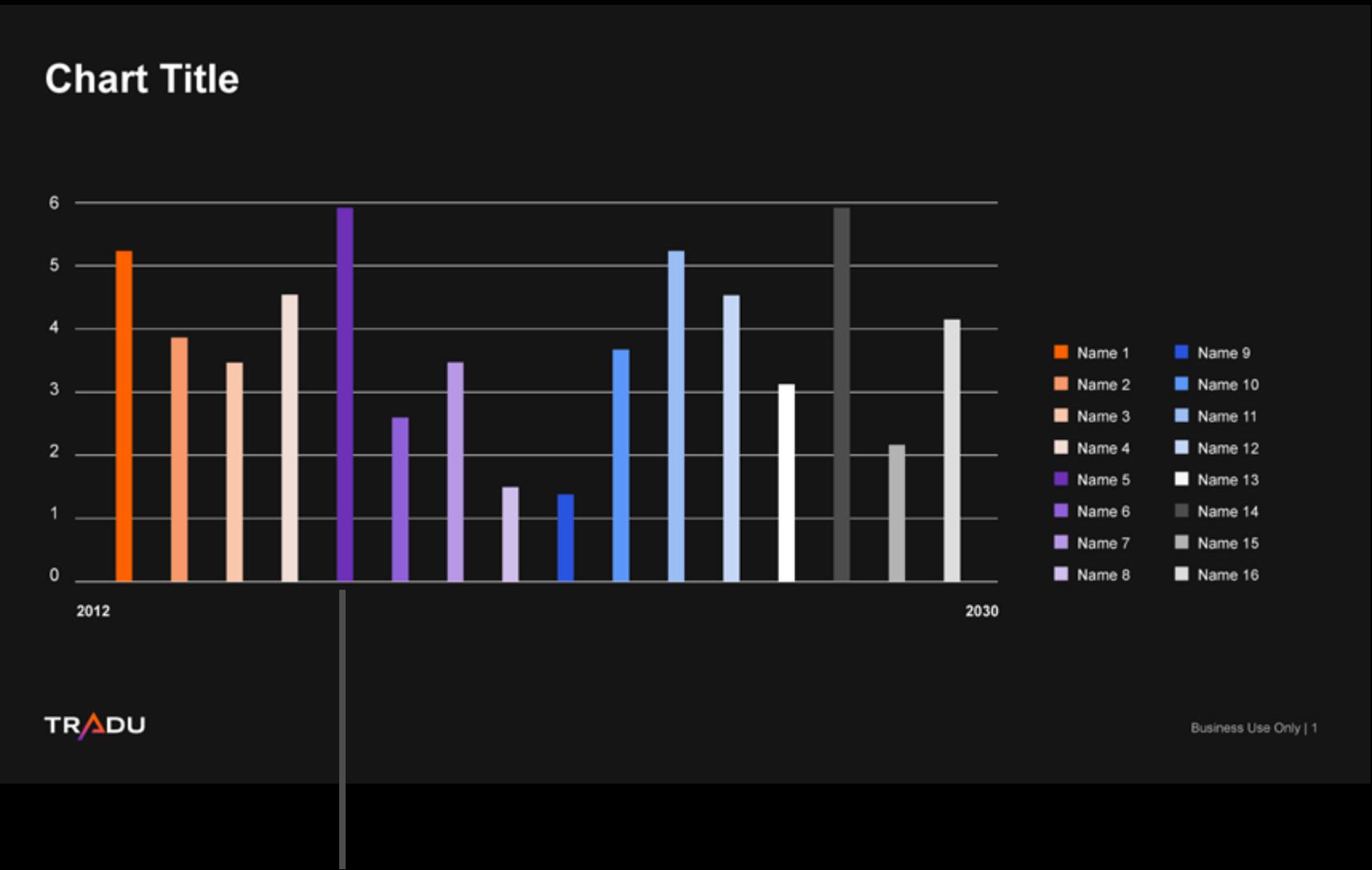
Black is used as our primary background colour. White may be used sparingly as a background colour. Tradu Tangerine is used primarily for CTAs and small accents.

Secondary colours may be used sparingly in layouts to highlight key information and build visual hierarchy.

PowerPoint



Black or Off Black
are used for most
backgrounds.



Secondary colours may be used for data visualisation.

Usage Examples

Black is used as our primary background colour. White may be used sparingly as a background colour. Tradu Tangerine is used primarily for CTAs and small accents.

Secondary colours may be used sparingly in layouts to highlight key information and build visual hierarchy.

For standard use, hyperlinks are the same colour as the text around them and are underlined.

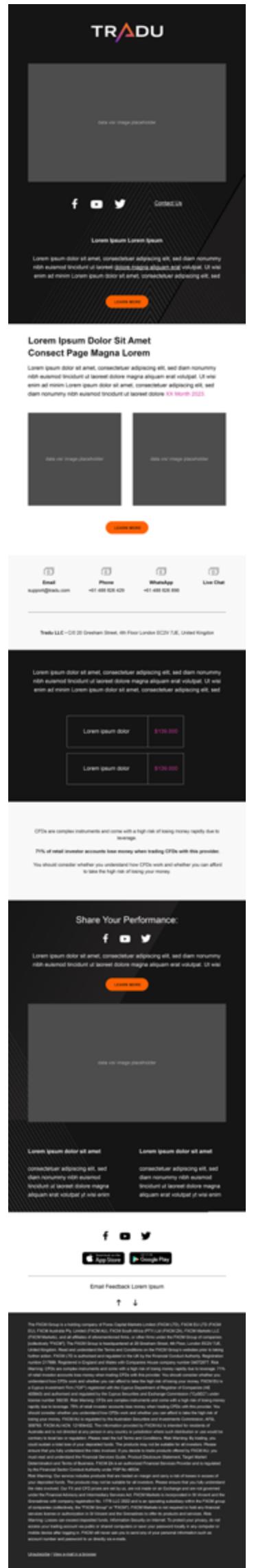
Hyperlinks should be black and underlined for the light theme, and white and underlined for dark theme. On web, hover effects for text should be tangerine without underlining. Do not use hover effects in documents.

If the text is a secondary colour, for example off white, then the hyperlink in that text section is off white and underlined.

Text containing hyperlinks should never be in tangerine, purple, or magenta.

As an exception, documents will have black underlined hyperlinks with no change on hover.

Email Example



Primary Colours

70–90% Off Black is used for the overall background.

10–20% Off White is used to highlight sections.

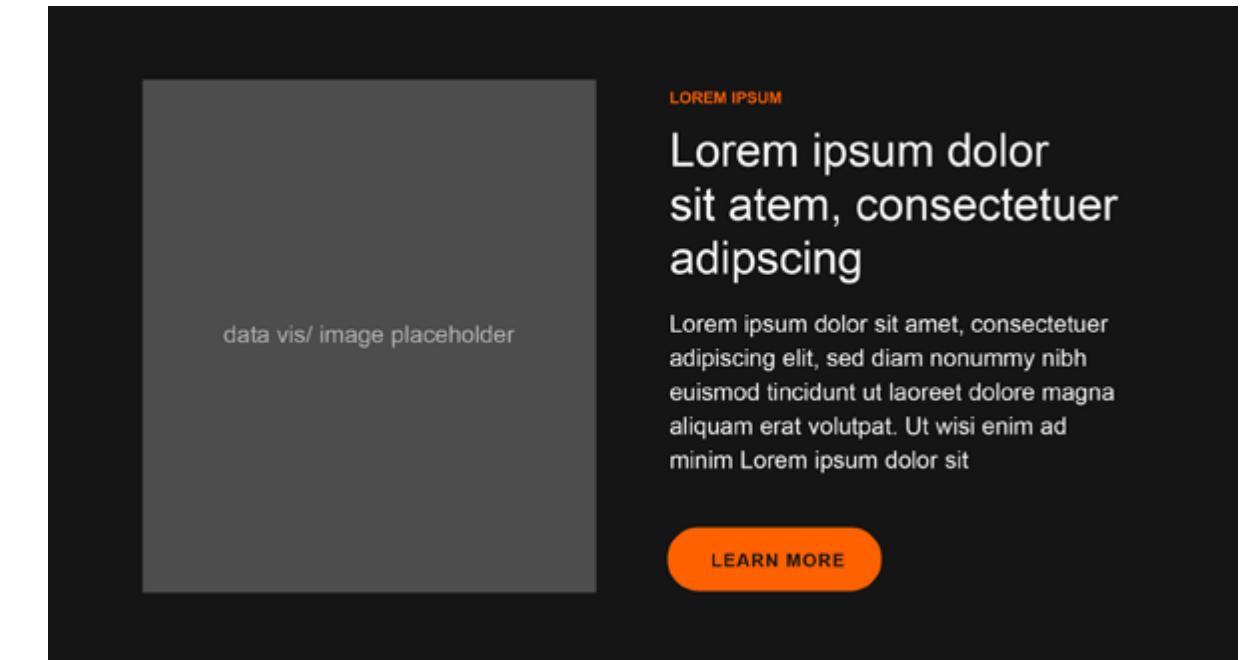
5–10% White is used for copy, CTAs and divider lines.

5–10% Tradu Tangerine is used for type and CTAs.

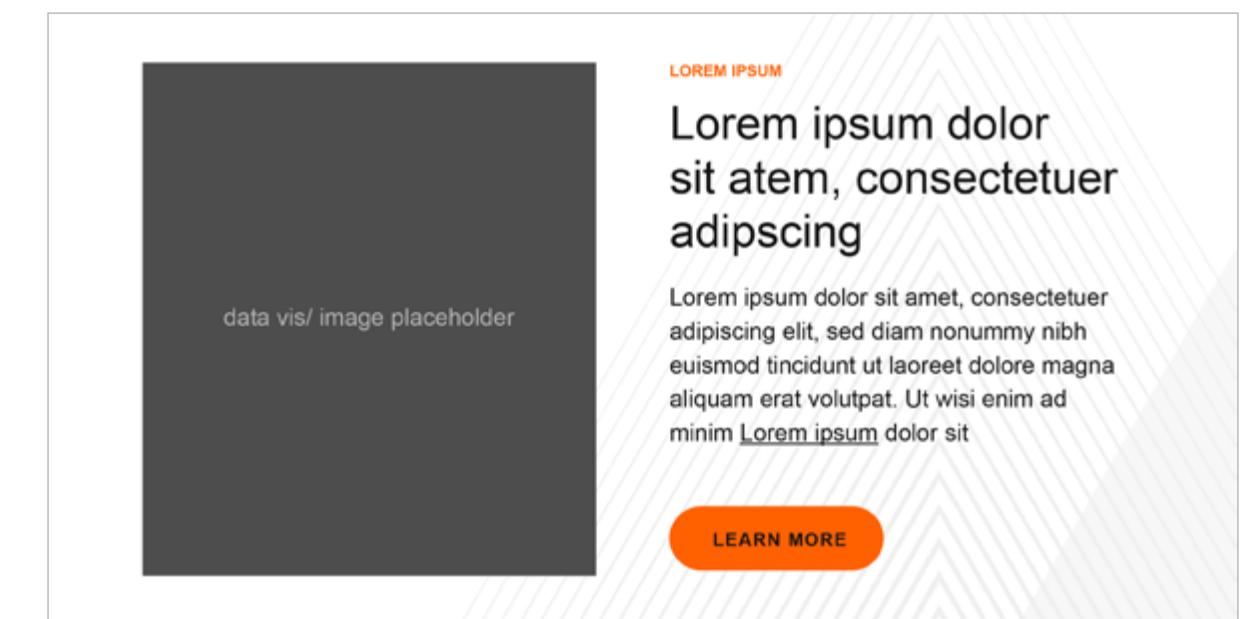
Secondary Colour

1–5% Purple or Magenta are used for outlines to highlight information through rectangles or copy.

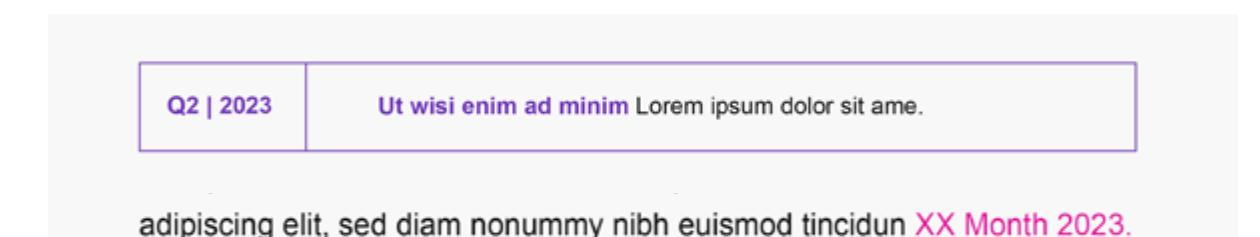
Usage Examples



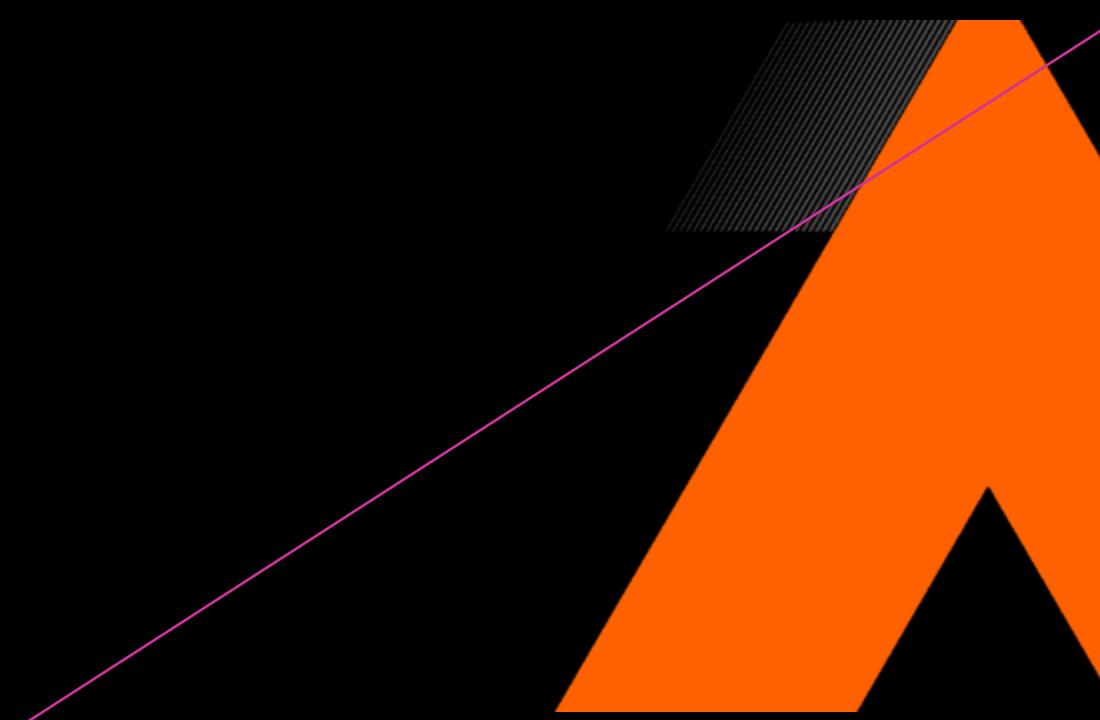
Off Black background with White type and Tradu Tangerine type and CTA.



Tradu Tangerine type and CTA on Off White background.



Purple and Magenta on Off White background.



Don't use colours in the background pattern.

LOREM IPSUM
dolor sit amet,
consectetuer
adipiscing elit.

TRADU

Don't use colours that don't have sufficient contrast.

LOREM IPSUM SIT
Lorem ipsum dolor sit amet,
consectetuer adipiscing elit.
sed diam nonummy nibh
euismod tincidunt ut laoreet
dolore magna aliquam erat
volutpat. Ut wisi enim ad.

Don't use coloured type on a coloured background.

LOREM IPSUM SIT
Lorem ipsum dolor sit amet,
consectetuer adipiscing elit.

TRADU

Don't use colours outside our system.

LOREM IPSUM SIT
Lorem ipsum dolor sit amet,
consectetuer adipiscing elit
sed diam nonummy nibh
euismod tincidunt ut laoreet
dolore magna aliquam erat
volutpat. Ut wisi enim ad.

Don't use more than one colour to highlight text in a paragraph.

LOREM IPSUM SIT
TRADU
LOREM IPSUM SIT
Lorem ipsum dolor sit amet,
consectetuer adipiscing elit.

Don't use Tradu Tangerine in large quantities.

LOREM IPSUM SIT
Lorem ipsum dolor sit amet,
consectetuer adipiscing elit.
sed diam. nonummy nibh
euismod tincidunt ut laoreet
dolore magna aliquam erat

LOREM IPSUM SIT

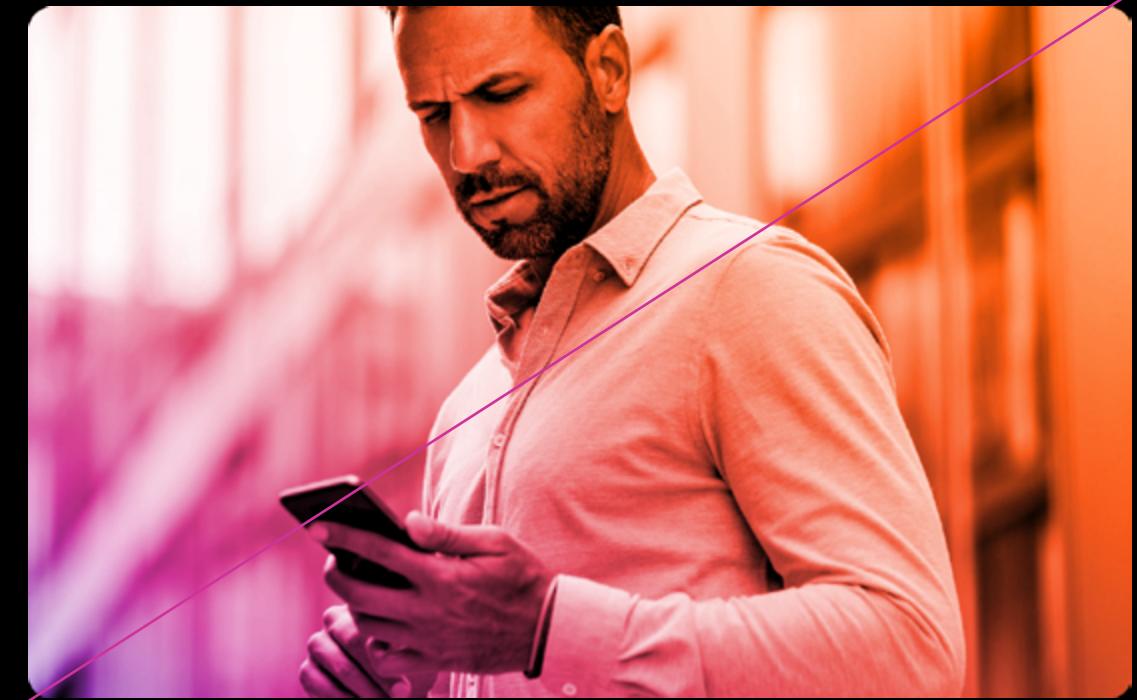
Don't use Tradu Tangerine as the primary colour for text and graphics in a layout.

Lore ipsum dolor sit amet, consectetur adipiscing elit. sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad.

Don't use gradients as background.



Don't change the Tradu gradient.



Don't use gradients over photography.

Lore ipsum dolor sit amet, consectetur adipiscing elit.

Don't use gradients in typography.



Don't use gradients in CTAs.



Don't apply gradients or any effects to the Tradu logo.



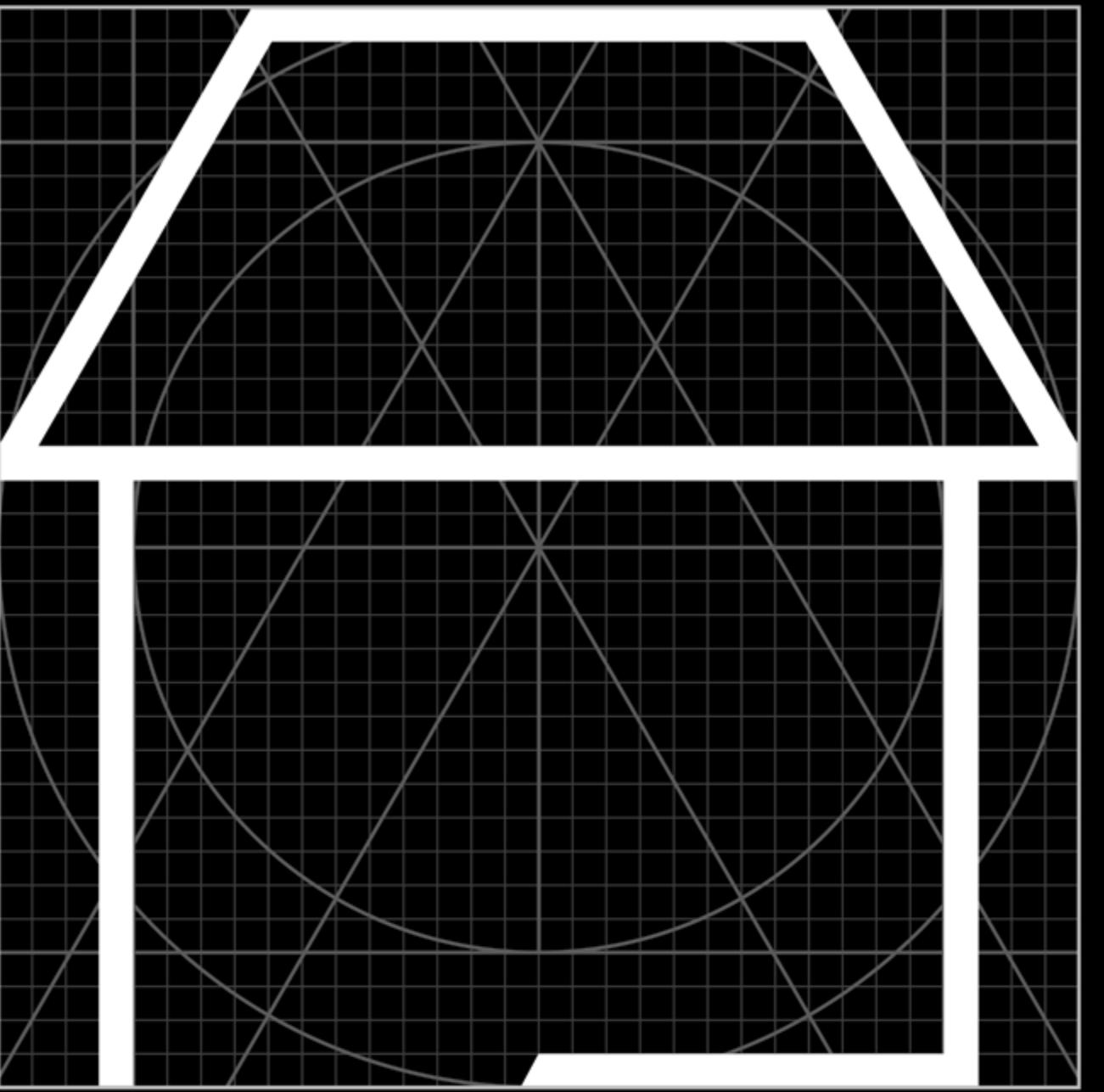
Don't apply gradients to background graphics.

Iconography

Iconography Style

Our icon style is based on angles in The Pinnacle graphic. We use single colour icons with high contrast.

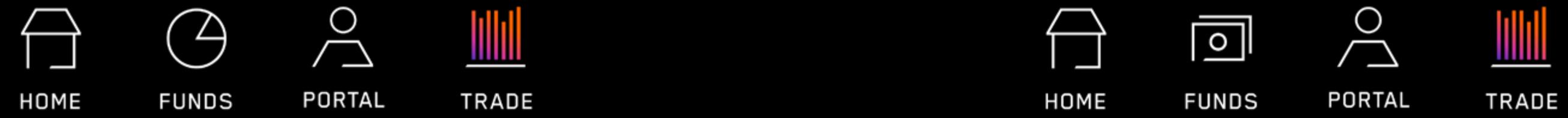
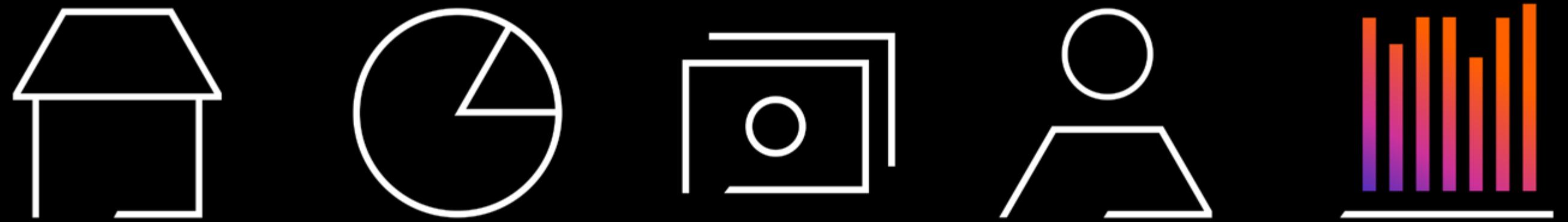
Further guidance on style and how to build icons to come following development of initial iconography library.



Iconography Style

Our icon style is based on angles in The Pinnacle graphic. We use single colour icons with high contrast.

Further guidance on style and how to build icons to come following development of initial iconography library.



Categories' Icons

Our library includes categories' icons. Categories' icons have colour associated with the product.

The colour of those icons can change to white for the dark theme or black for the light theme.



Forex

Treasury

Cryptocurrency

ETF's

Indices

Stock baskets



Commodities

Forex baskets

Stocks

CFD's

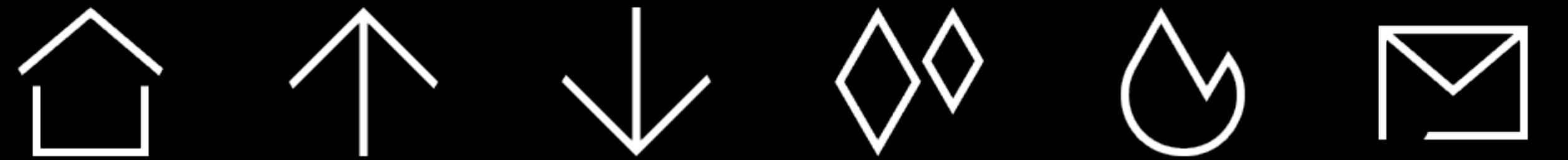
Shares

Navigational Icons

Our library includes navigational icons.

Navigational icons are always monochromatic: white for the dark theme or black for the light theme.

The full library of icons can be found at Figma and on X drive.



Home

Rising

Falling

New

Hot

Email (closed)



Bank transfer

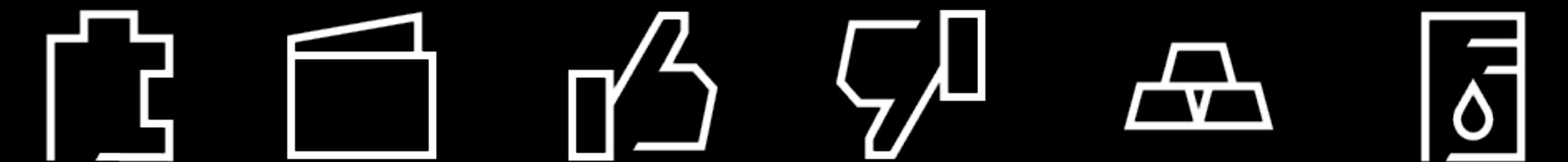
Idea

Accounts

Credit card

Video

External link



Plug-in

Wallet

Thumbs up

Thumbs down

Gold

Oil

Countries' Icons

Our library includes countries' icons.

For any flag that has black as the base colour, a divider with the colour #B3B3B3 can be used to separate the flag from the background on dark theme.

For the light theme, any flag that has the white as base colour, the #F8F8F8 is used as divider.

The full library of flags can be found at Figma and on X drive.



US Shares

UK Shares

Hong Kong Shares

French Shares

Australian Shares

Finnish Shares

Irish Shares



Italian Shares

Norwegian Shares

Polish Shares

Portuguese Shares

Spanish Shares

Swedish Shares

Swiss Shares



Data Visualisation

Overview

When showing data visualisation in simplified app screens, lean heavily into high contrast visuals (e.g., White data visuals on Black backgrounds).

ACCOUNT BALANCE

\$231,471.58

\$3,279.44



1D

1W

1M

6M

1Y

PORTFOLIO ANALYTICS

NASDAQ

SSE

EURONEXT

BSE

17,000

11,650

11,600

11,550

10am

11am

12pm

● TOP STOCK

TSLA

Tesla Inc

17.63

Invested Value

\$29.34

Current Value

\$177.90



Usage Examples

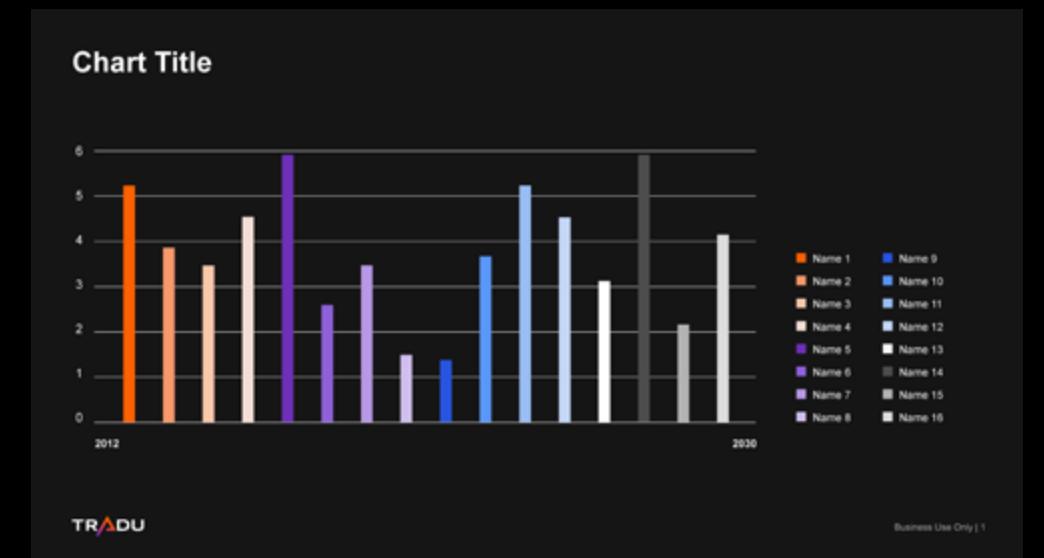
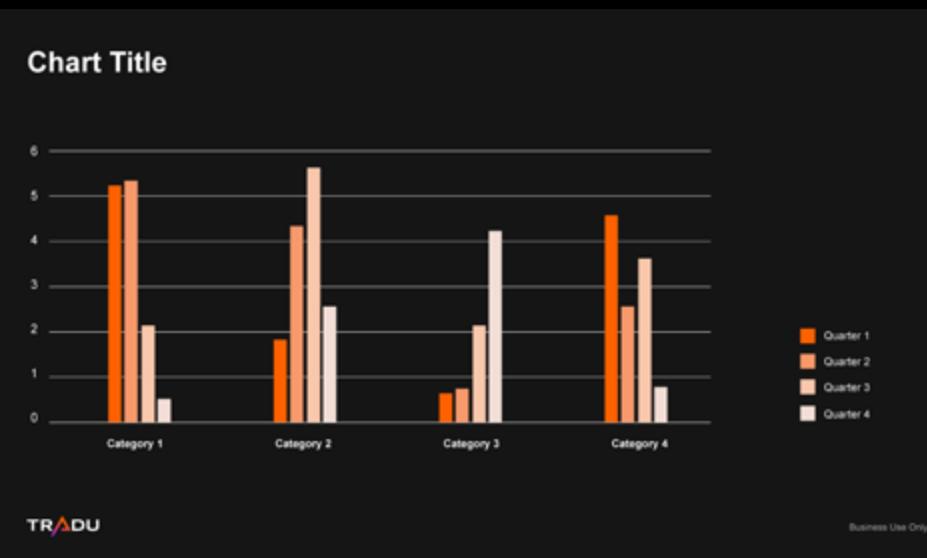
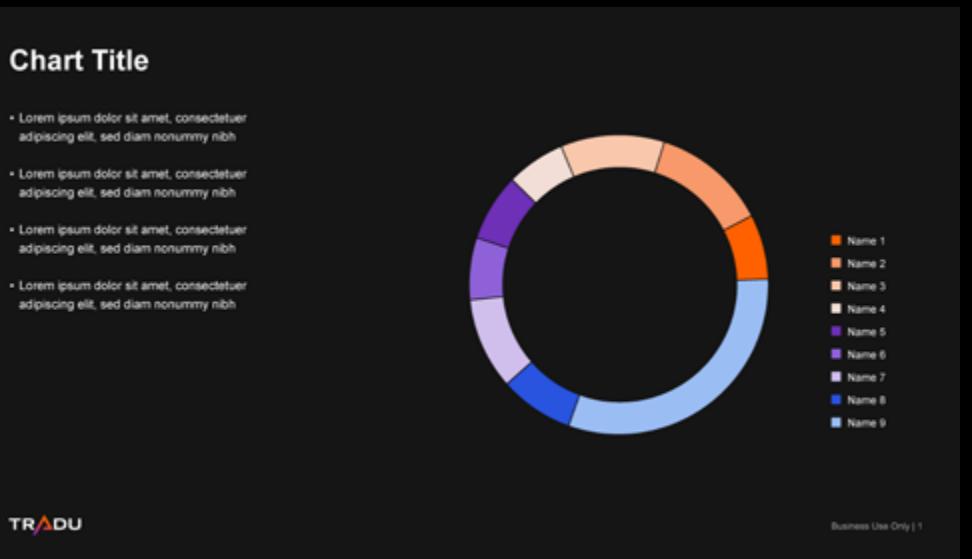
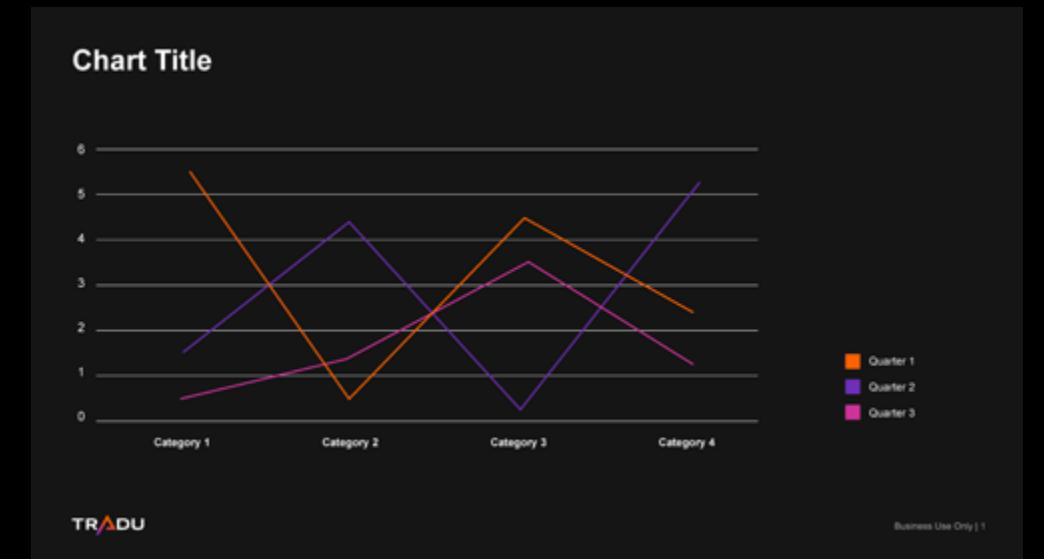
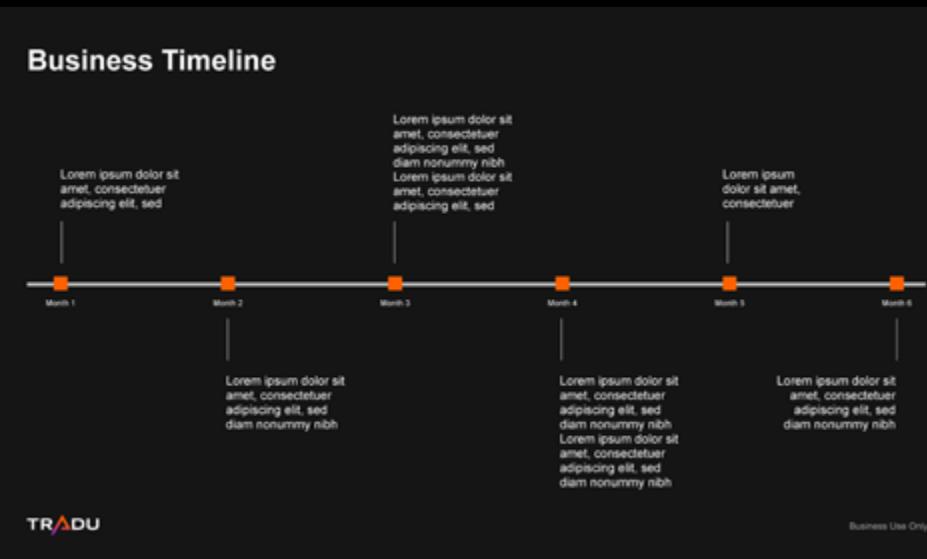
When showing data visualisation in simplified app screens, lean heavily into high contrast visuals (e.g., White data visuals on Black backgrounds).

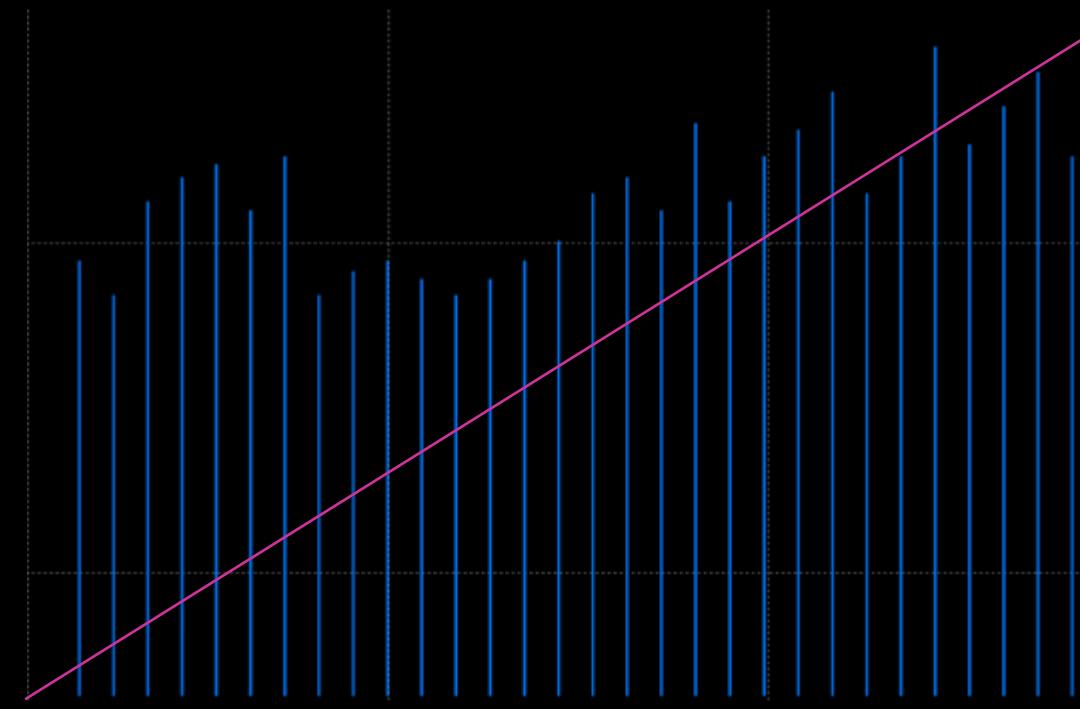
In PowerPoint, where more colour is required for charts and graphs we have an expanded colour palette included in the template. This expanded palette should not be used outside of PowerPoint.

Simplified App Screen

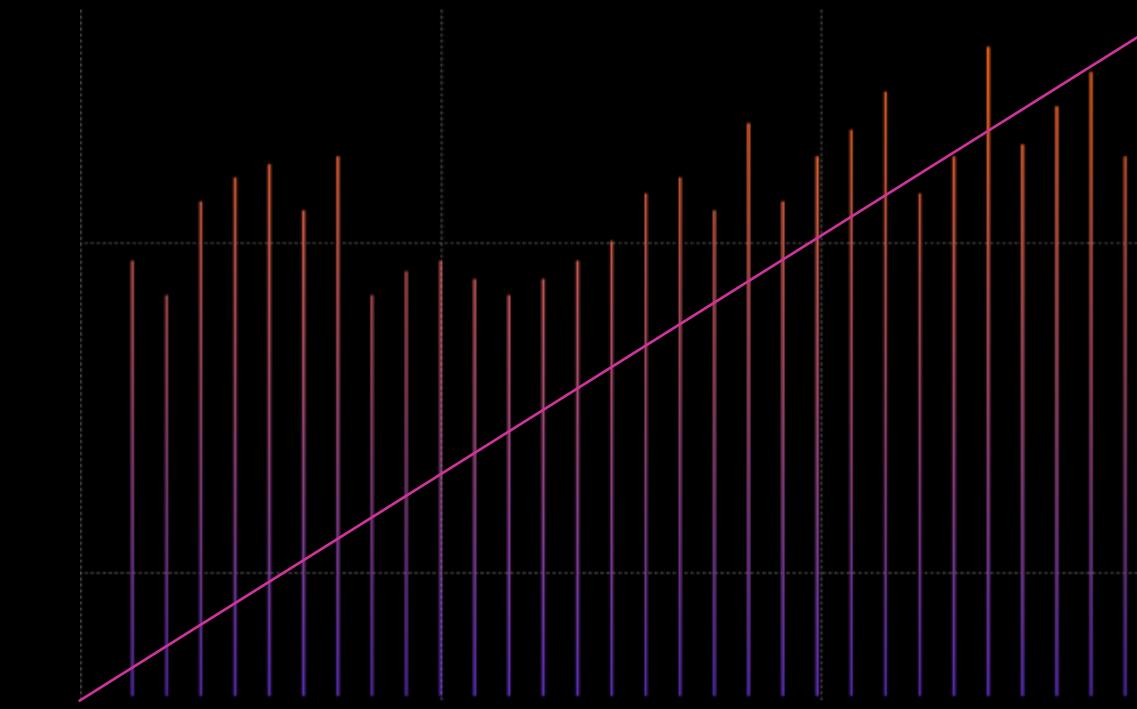


PowerPoint

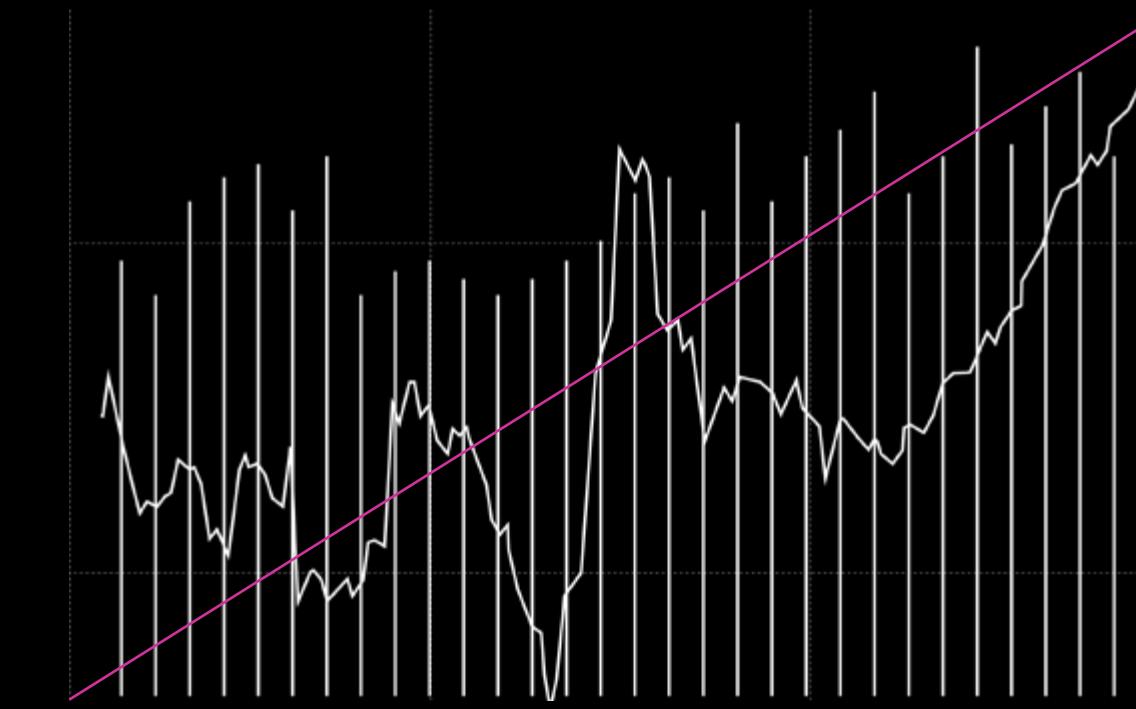




Don't show simplified charts in colour.



Don't use the gradient in simplified charts.



Don't make simplified charts too complex.

Graphic System

Backgrounds

Our background graphics are created directly from the angles of The Pinnacle graphic. With different gradients and line treatments, they create a modular system that can be used in flexible ways.



Backgrounds – Elements

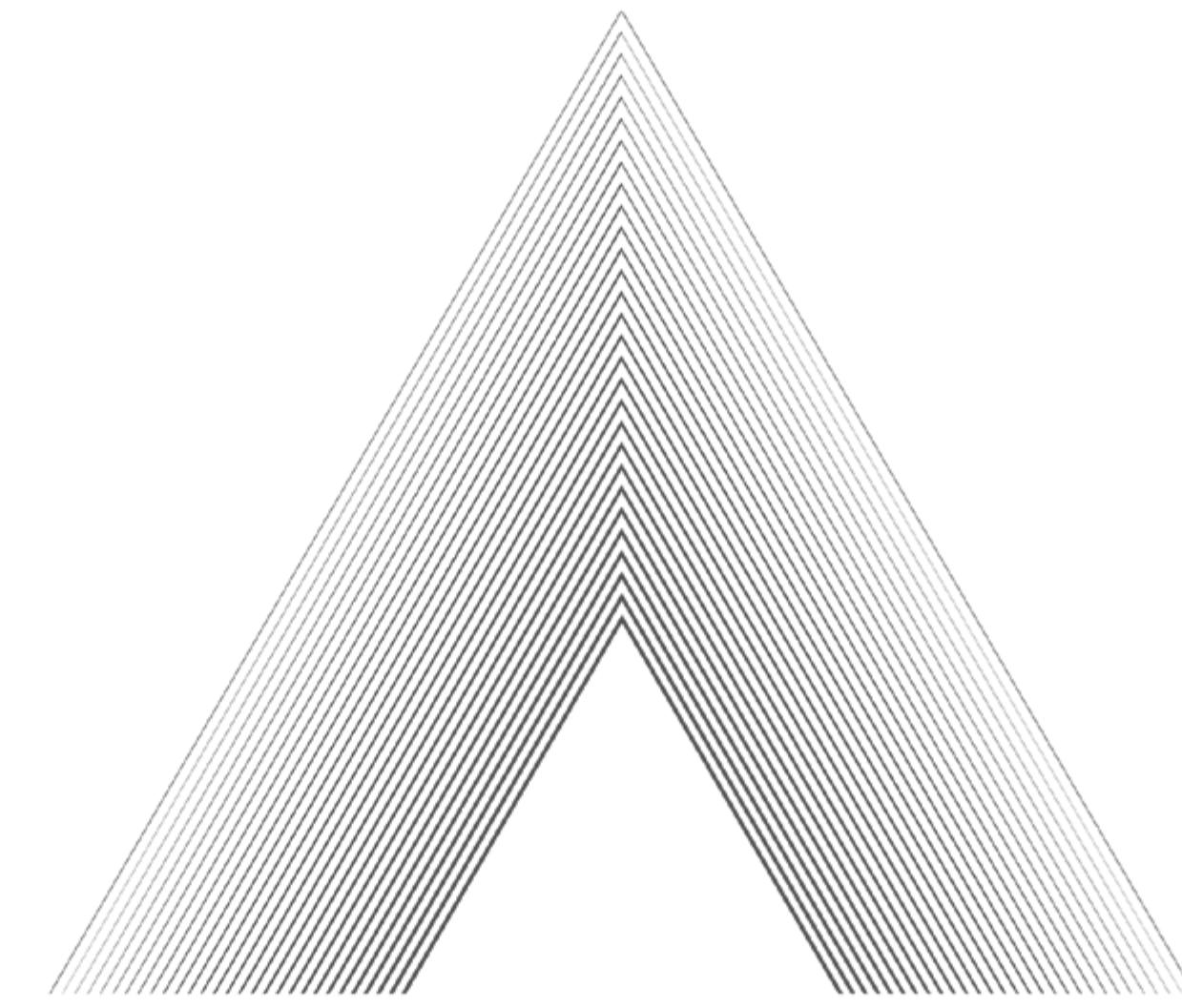
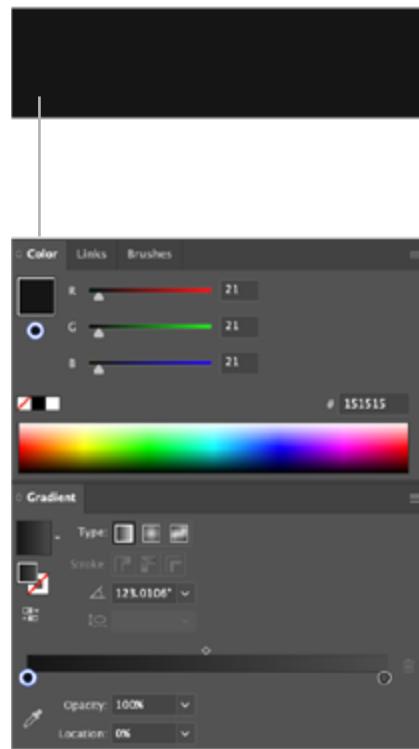
Our patterns are comprised of three Pinnacle graphics that are all crops of the Tradu logo. These elements are composed to provide depth to backgrounds.

A suite of assets has been created for you as a starting point for usage as backgrounds in communications.



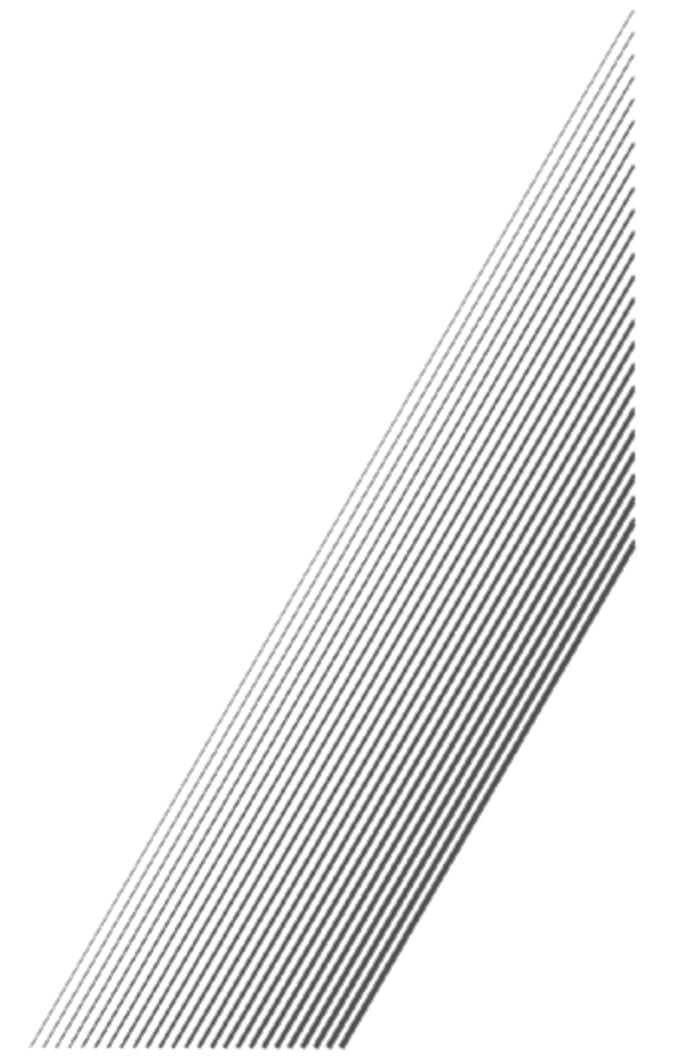
Solid Pinnacle Graphic

This shape was created by cropping the top of The Pinnacle of our Tradu icon. The colour is created by a linear gradient of Off Black and Platinum.



Line Pinnacle Graphic

This shape is created by a crop of the top of The Pinnacle graphic. The stroke colour of this graphic is Platinum.



Path to Pinnacle Graphic

This shape is created by a crop of the left path to the pinnacle of The Pinnacle graphic.



Backgrounds – Colour and Keyline

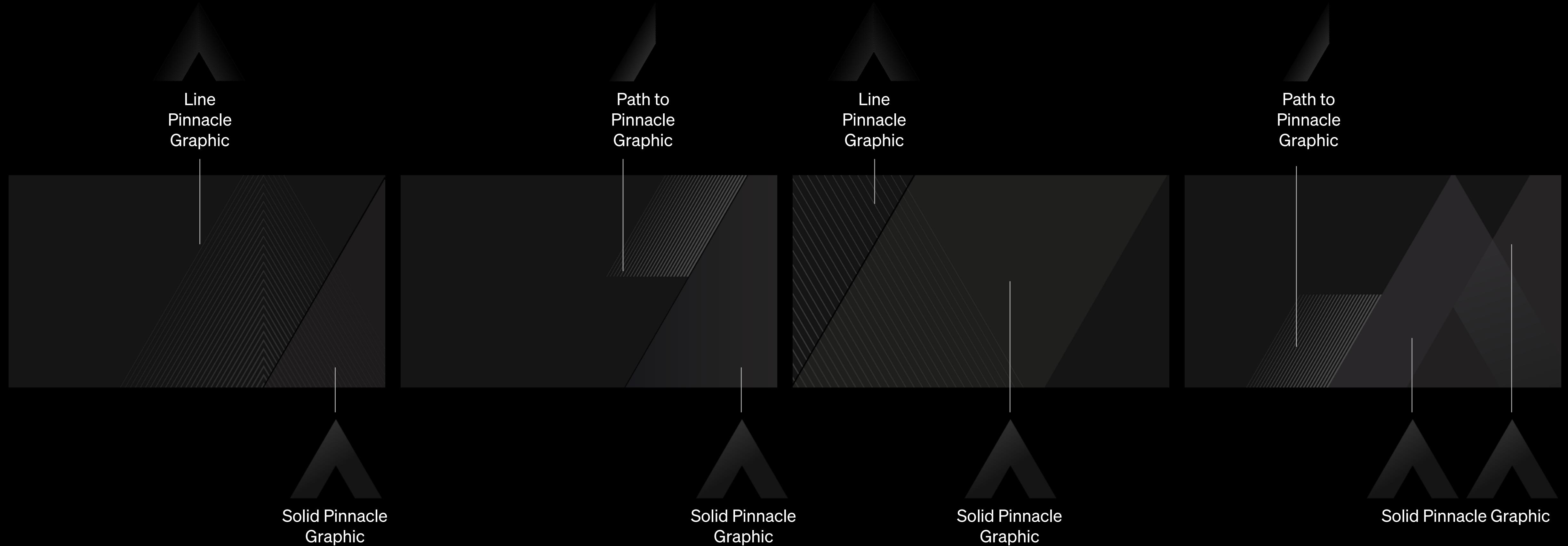


The background is shown in Off Black.

A Black keyline with a stroke weight of 3–5 pts can be used between elements. The keyline must crop off of both the bottom and top of the composition.

Backgrounds – How to Build

The following are examples of how compositions can be created using our elements.



Select graphic shapes.

1



Create compositions on Off Black background.

2



Apply colours.

3



1



2



3



1



2



3



Pinnacle



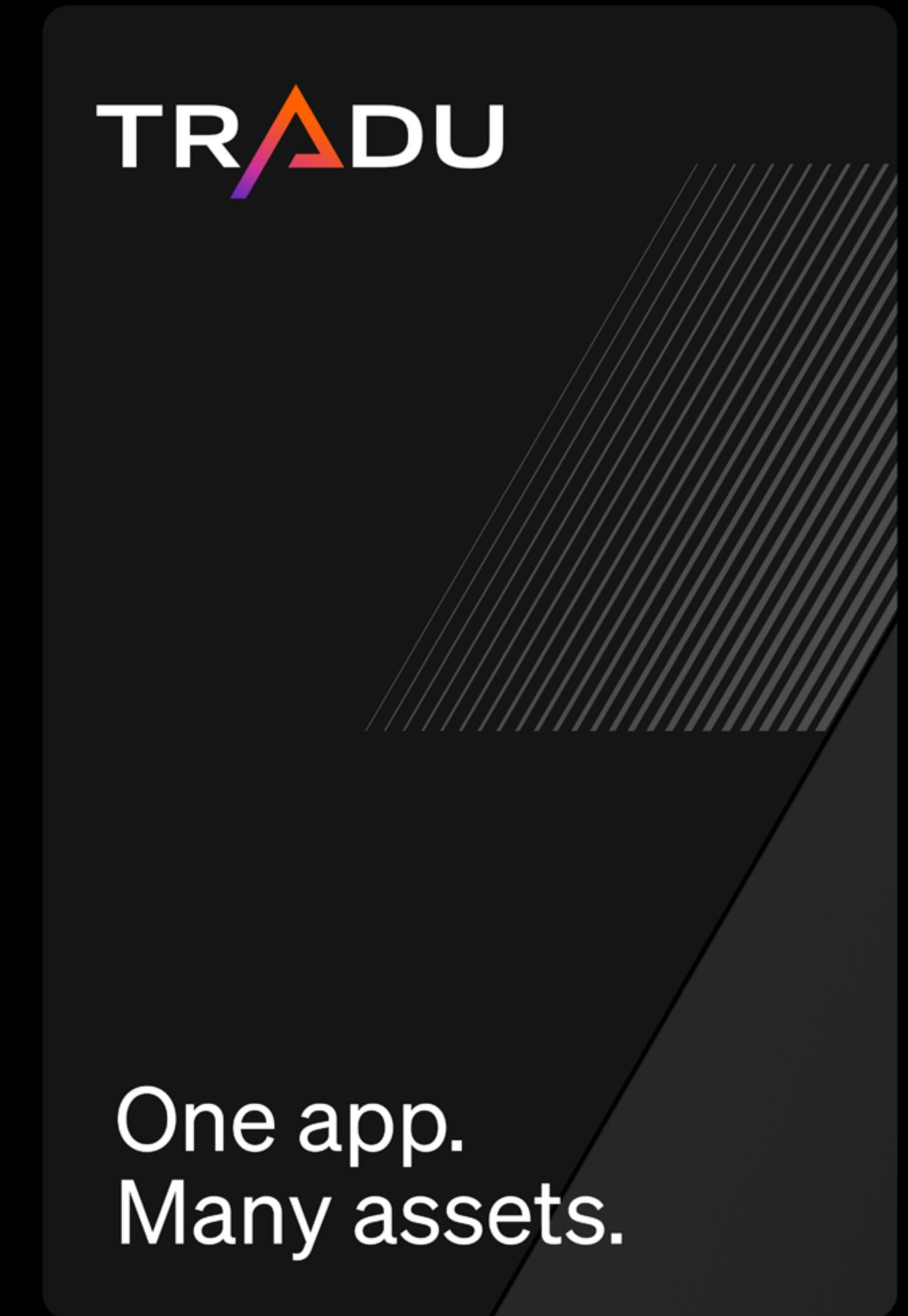
Solid Platinum on Off Black

Path to Pinnacle



Platinum lines on Off Black

Path to Pinnacle



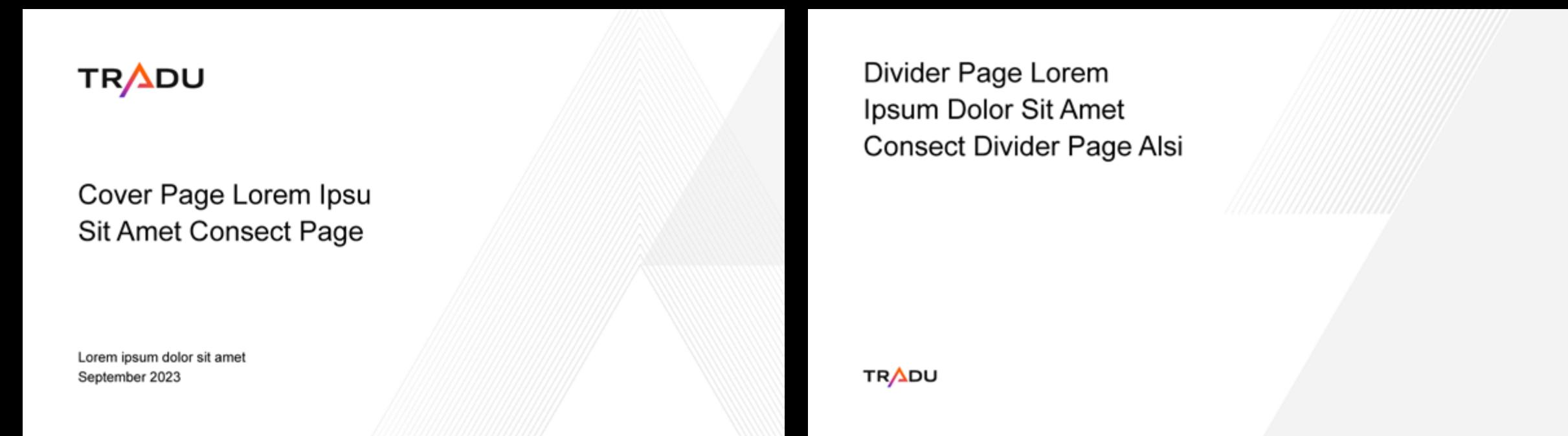
Solid Platinum Lines on Off Black

White Backgrounds

Below are examples of White backgrounds. White backgrounds should be used sparingly as a secondary asset to Black backgrounds. Refer to page 33 for usage.



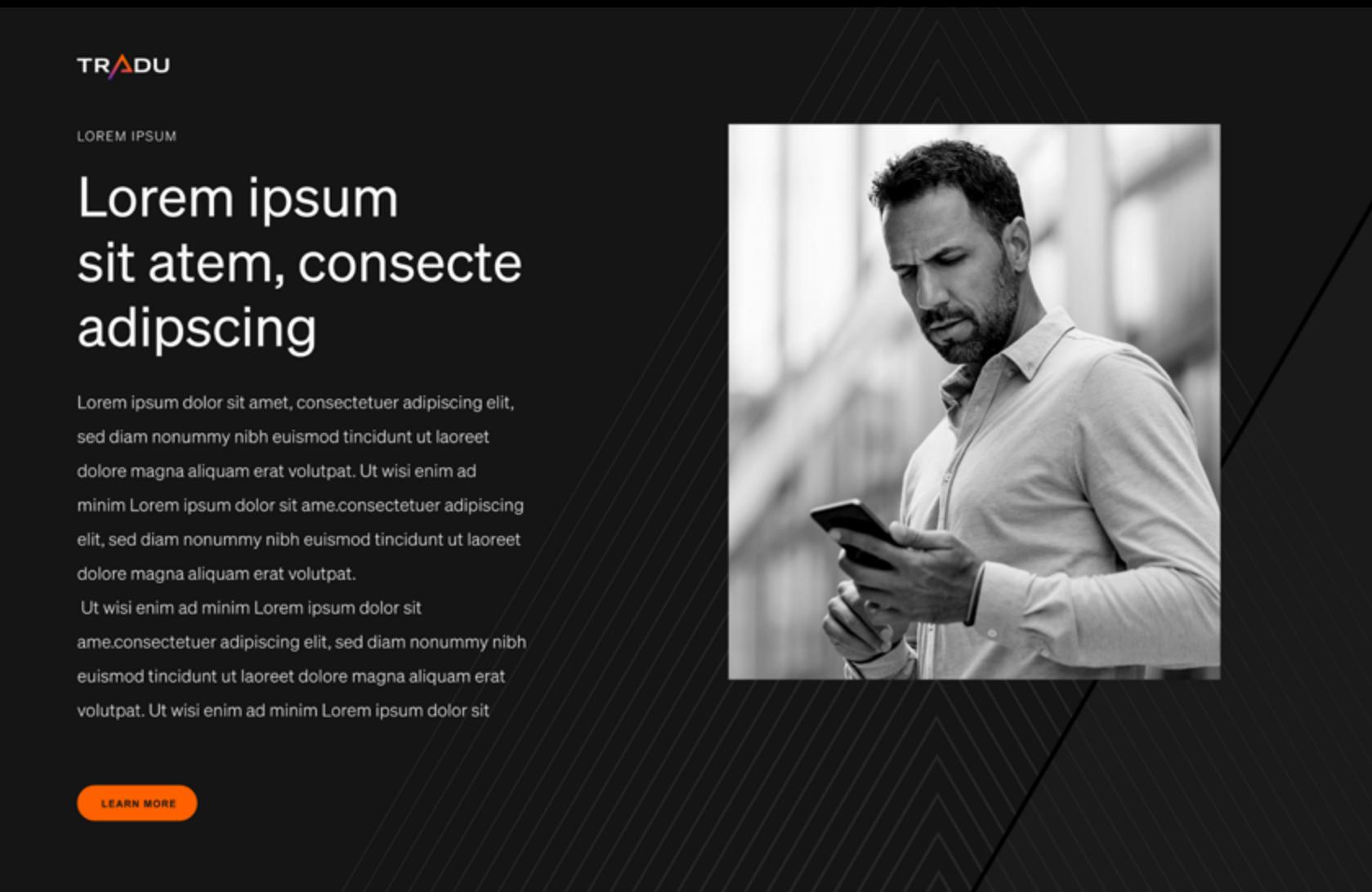
Platinum at 10–15% opacity is used to create a subtle pattern against a White background.



Example: PowerPoint

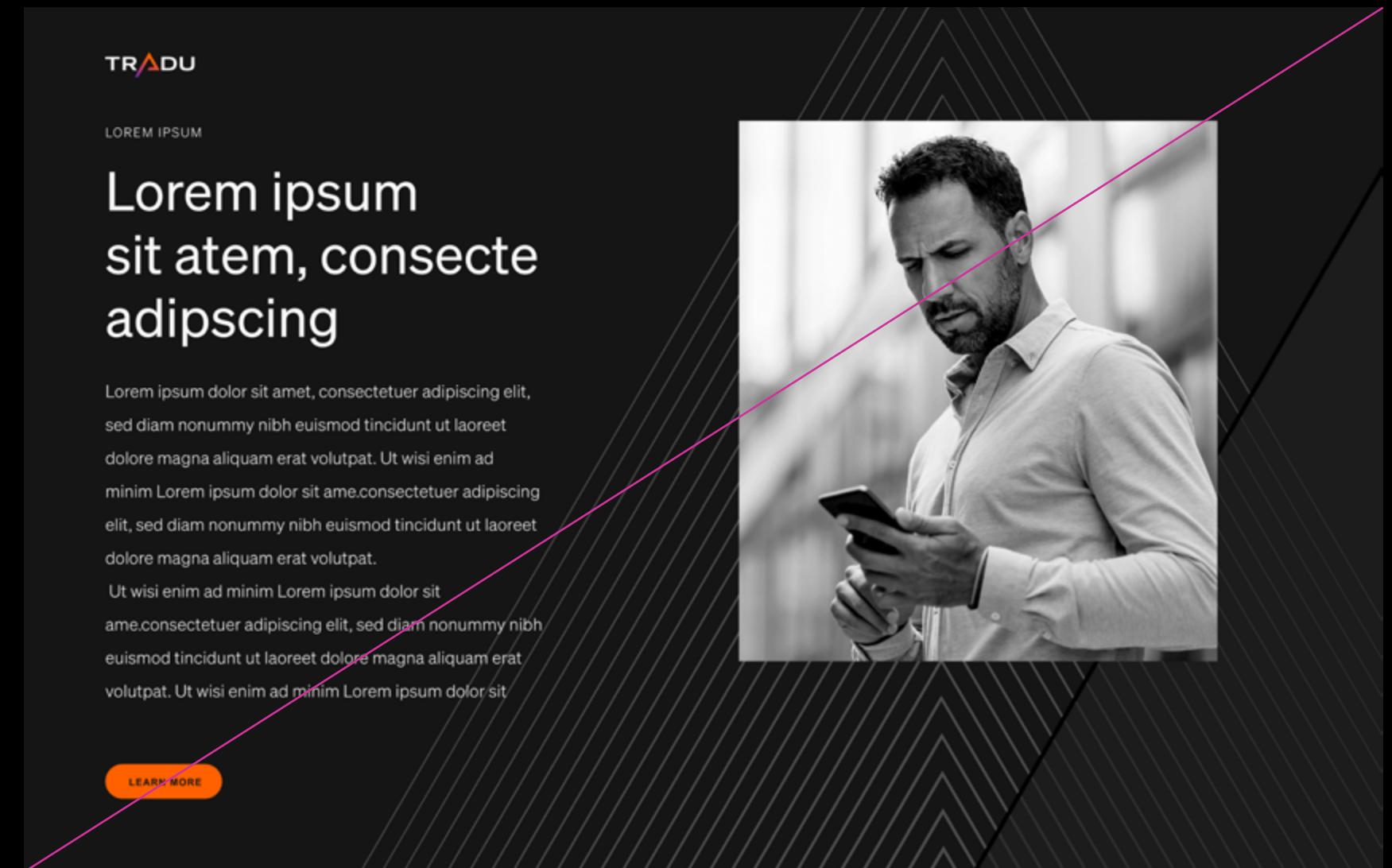
Text and Imagery on Backgrounds

When showing text and imagery on Backgrounds, tone down the opacity of The Pinnacle graphic for legibility.



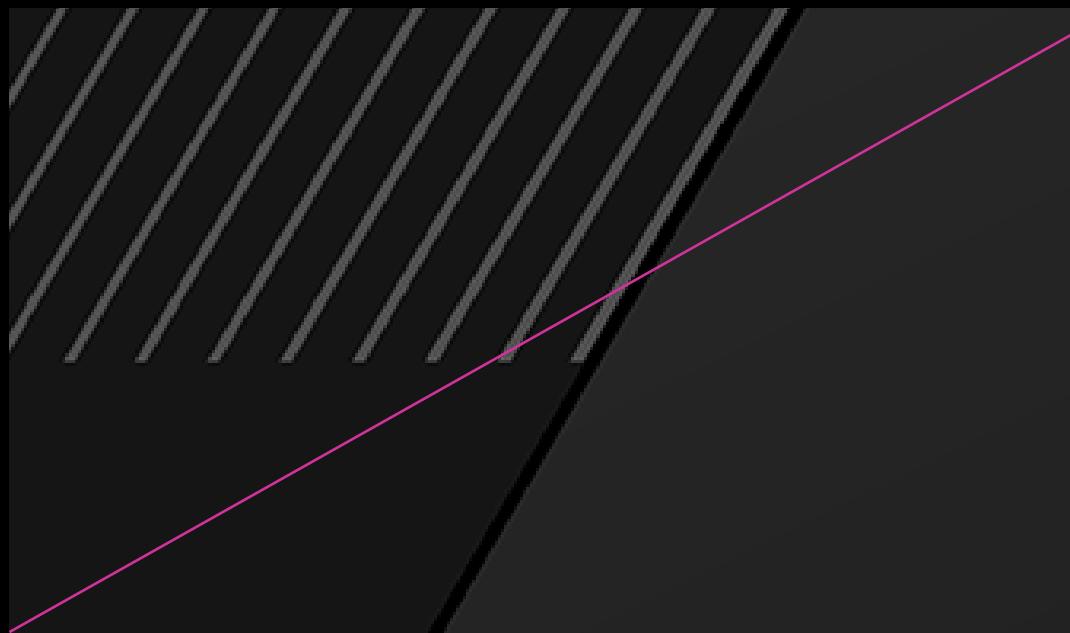
Correct Usage

The Pinnacle graphic opacity toned down to 30% for use with text and imagery.

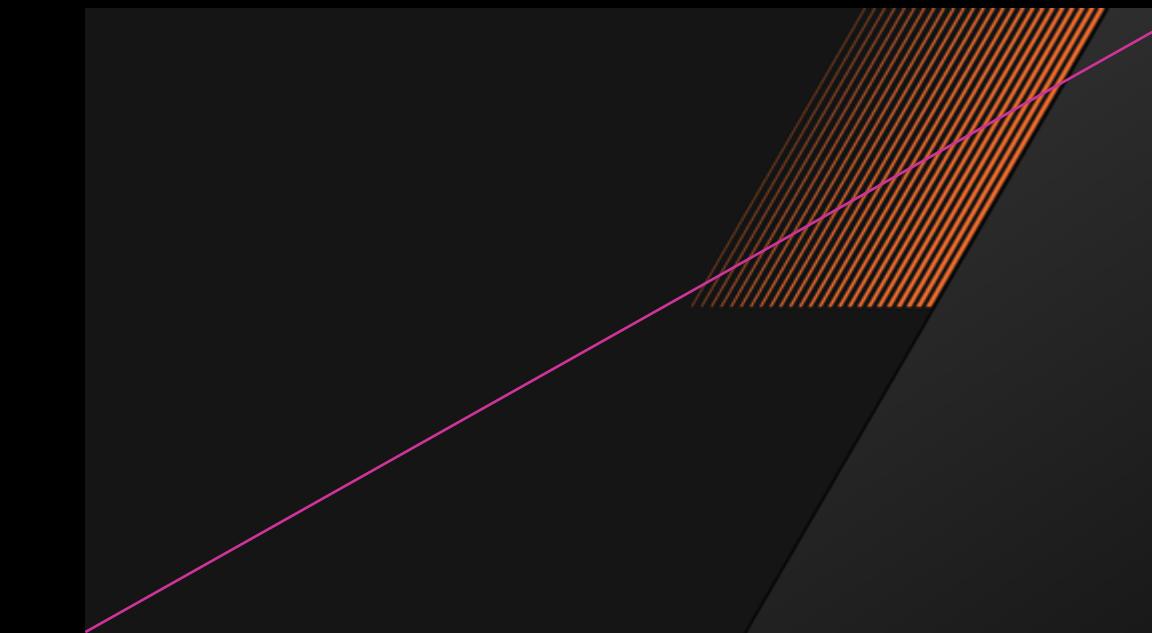


Incorrect usage

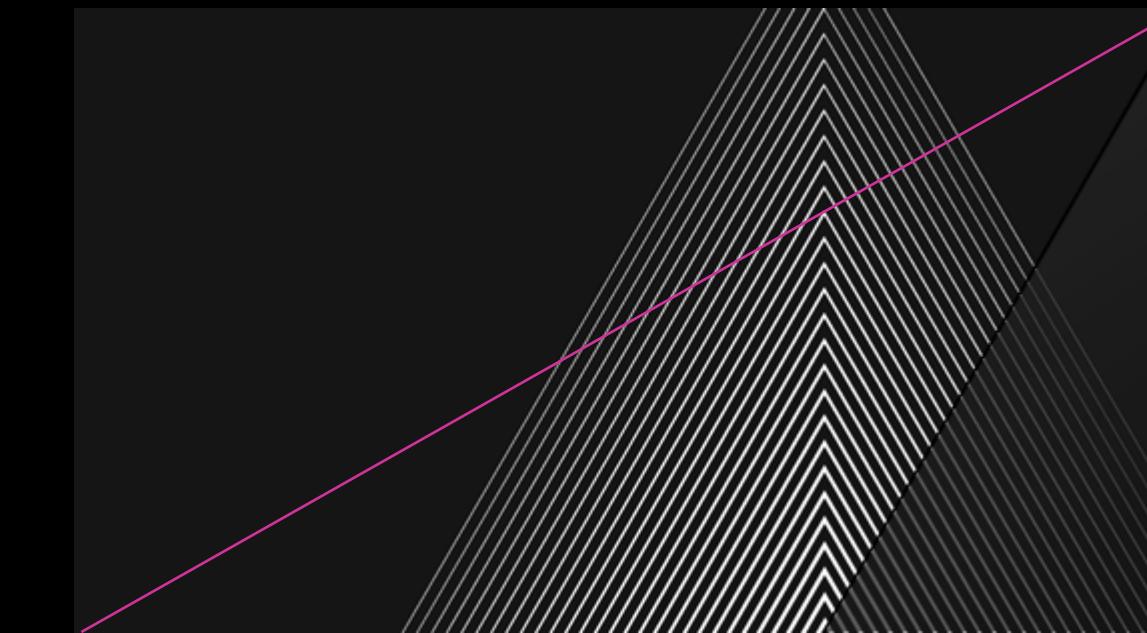
The Pinnacle graphic at 100% opacity makes type difficult to read.



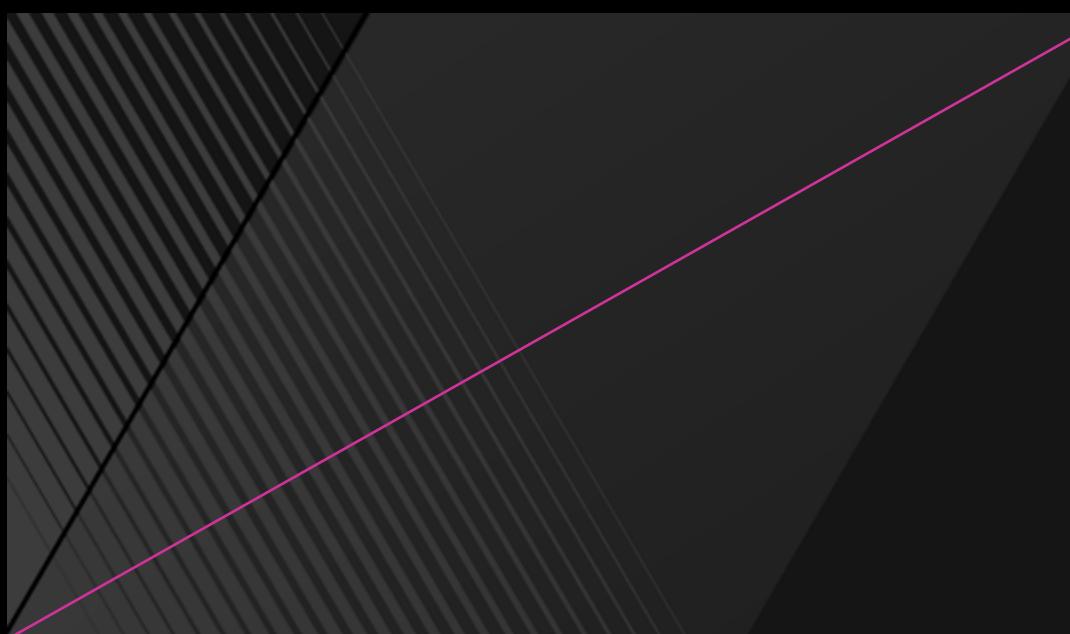
Don't crop in too much so pattern elements are too big.



Don't use colours in patterns.



Don't use White in patterns.



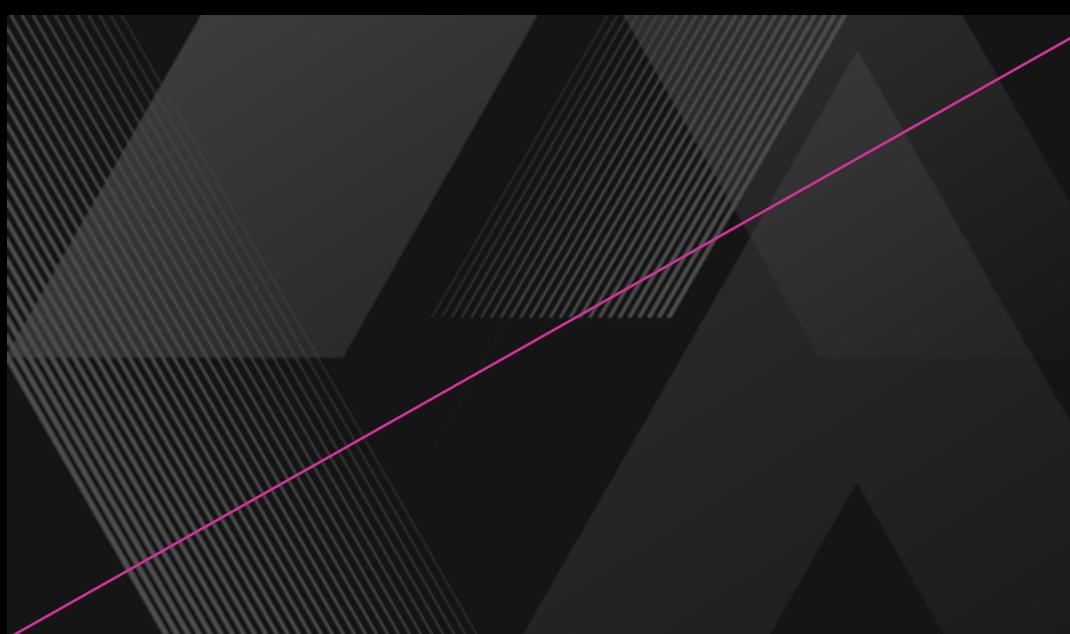
Don't change line thickness.



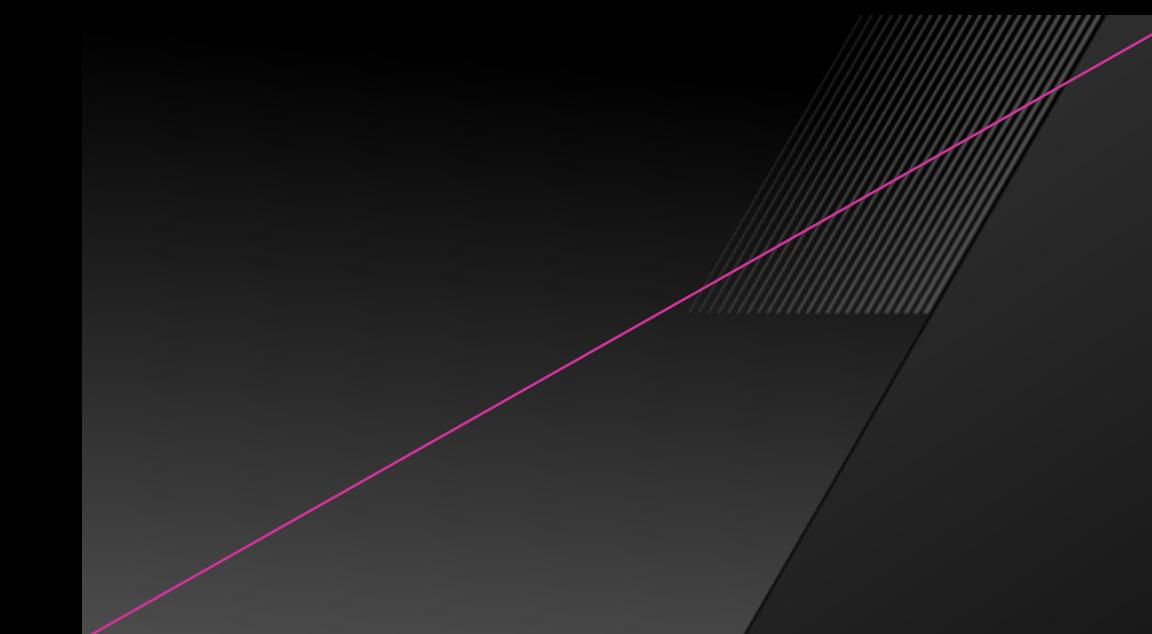
Don't create 'triangles' in negative space (as seen in bottom right).



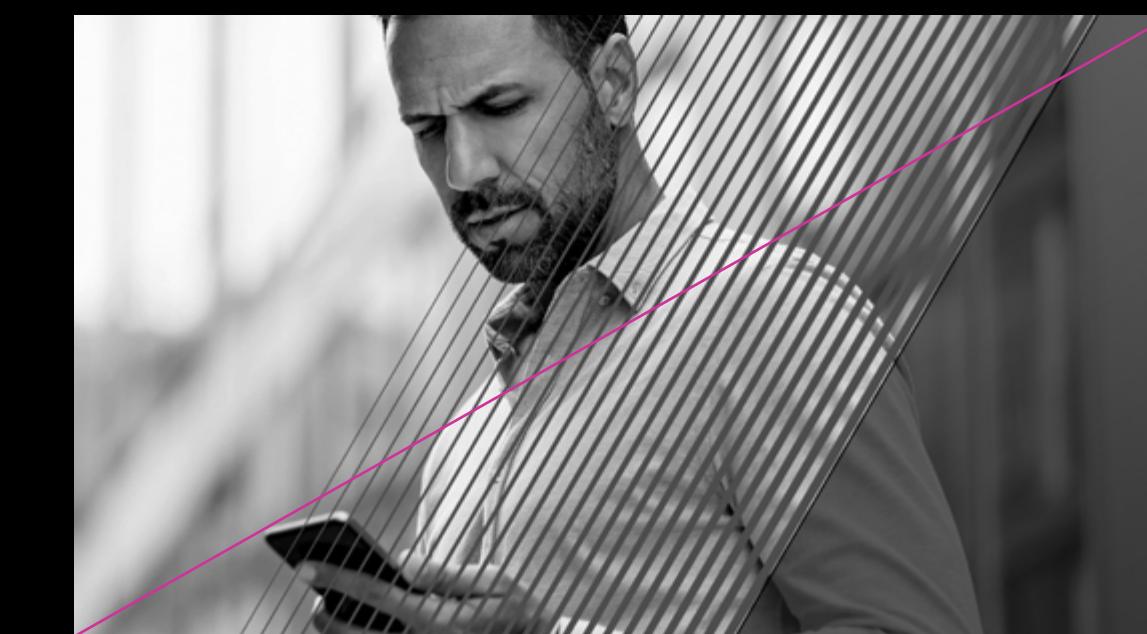
Don't create shapes that look like letters.



Don't use more than 3 Pinnacle graphics in one composition.



Don't use gradients in the background.



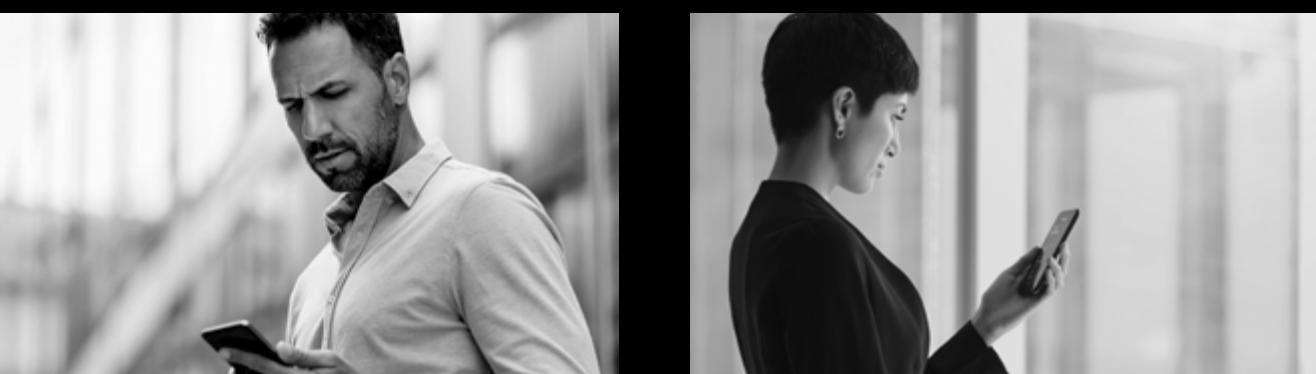
Don't use photography behind patterns.

Photography



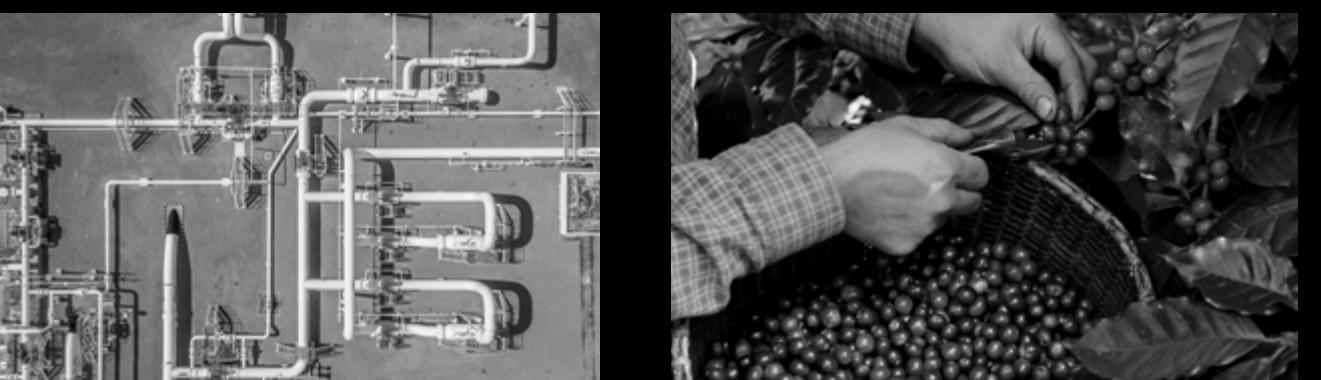
Customer Photography

Use this type of photography for secondary web pages and on social media.



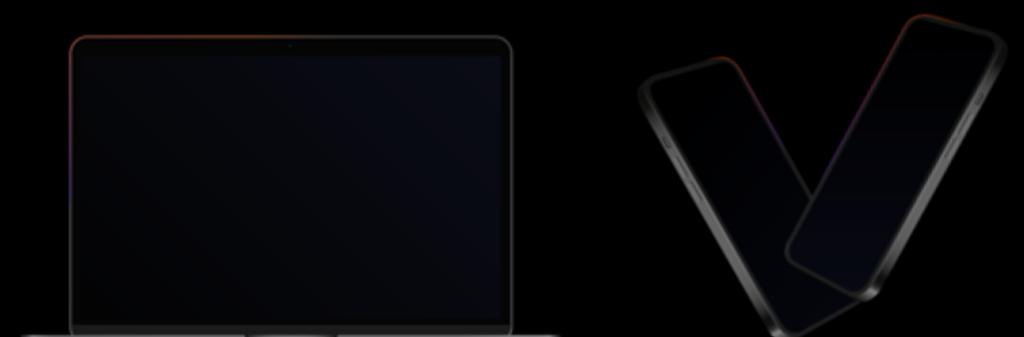
Content Photography

Use this type of photography for news and blog posts.



Device Photography

Use this type of photography across all applications to showcase our product.



Staff Portraits

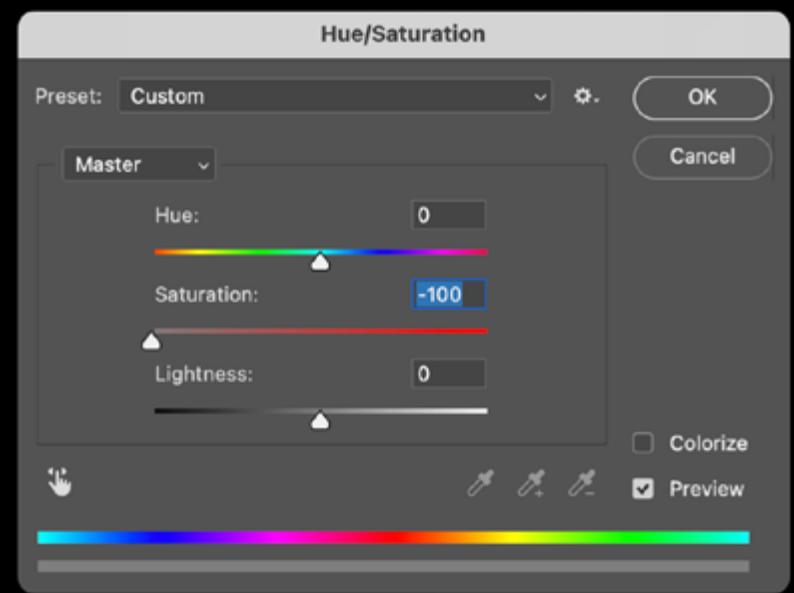
Use this type of photography internally and on leadership page.



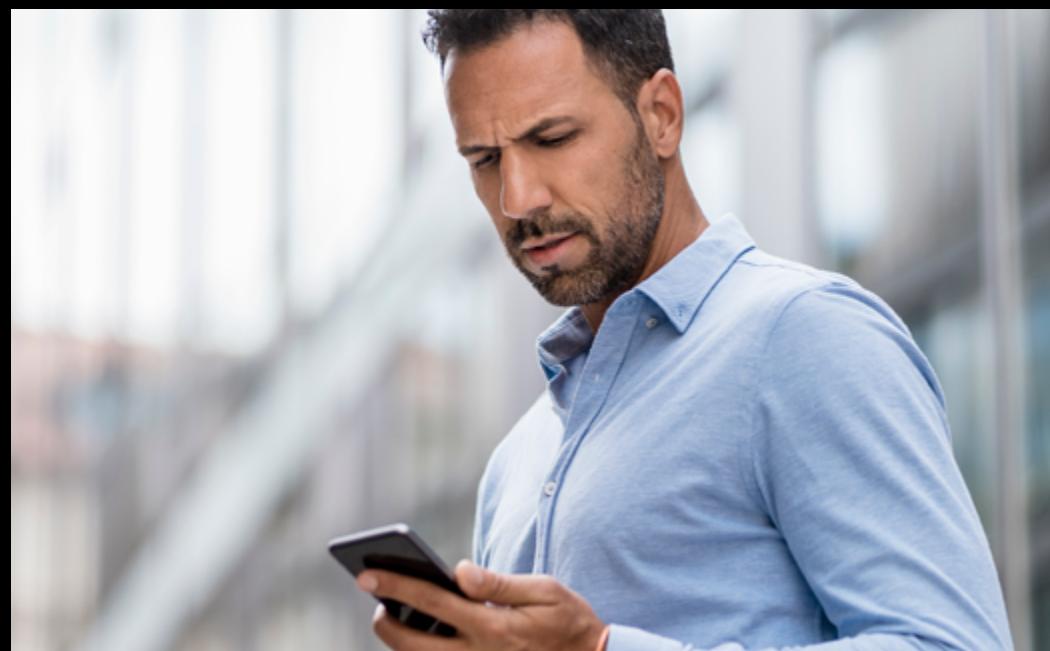
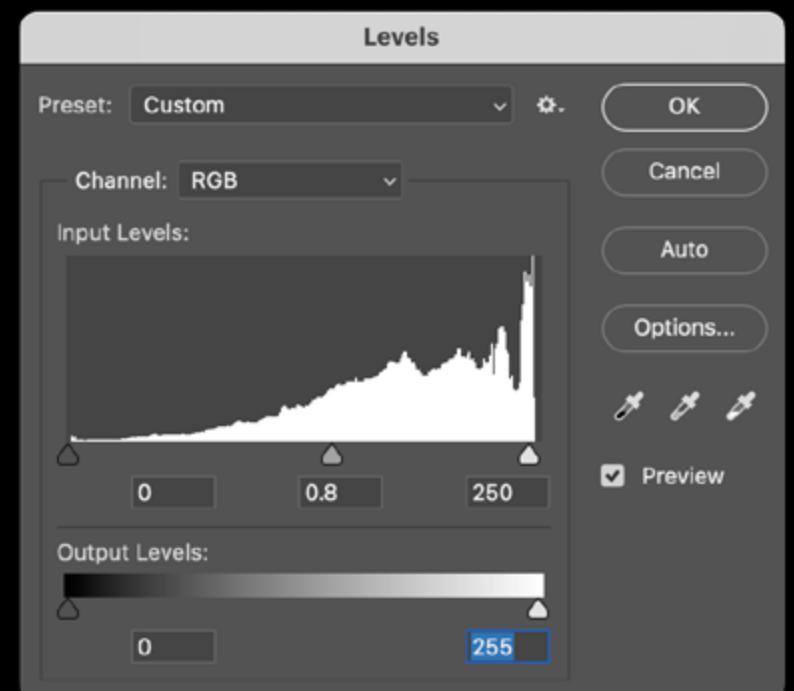
Unifying our Photography Style

All photography is shown in black & white.

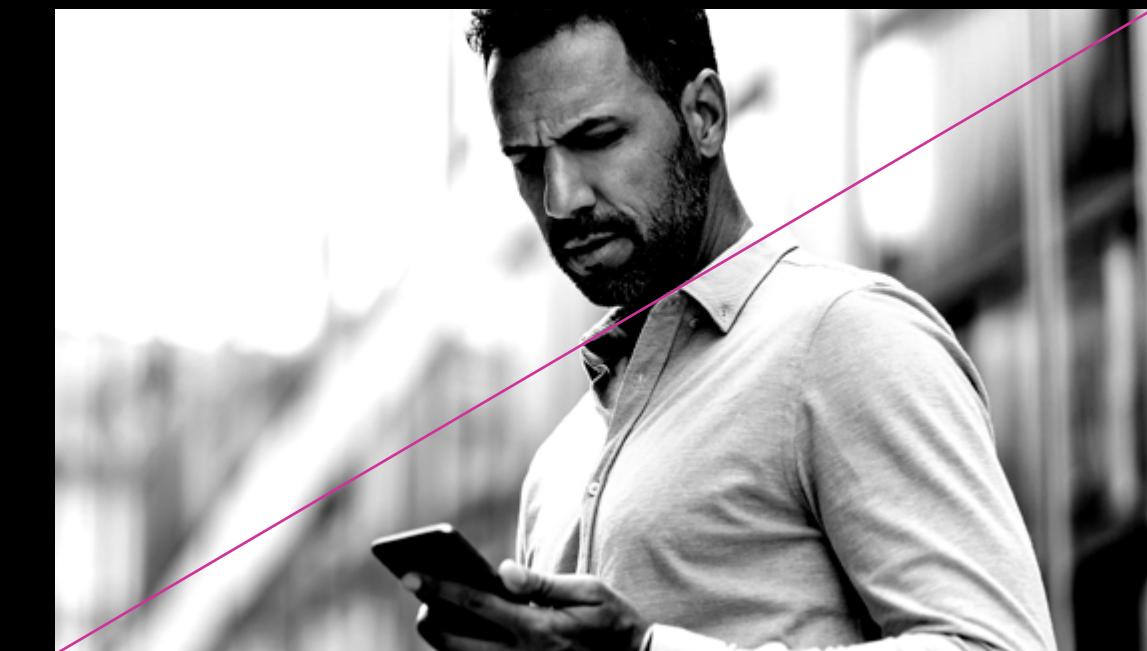
Ensure saturation levels are set to -100.



Levels may be adjusted to balance highlights and shadows.



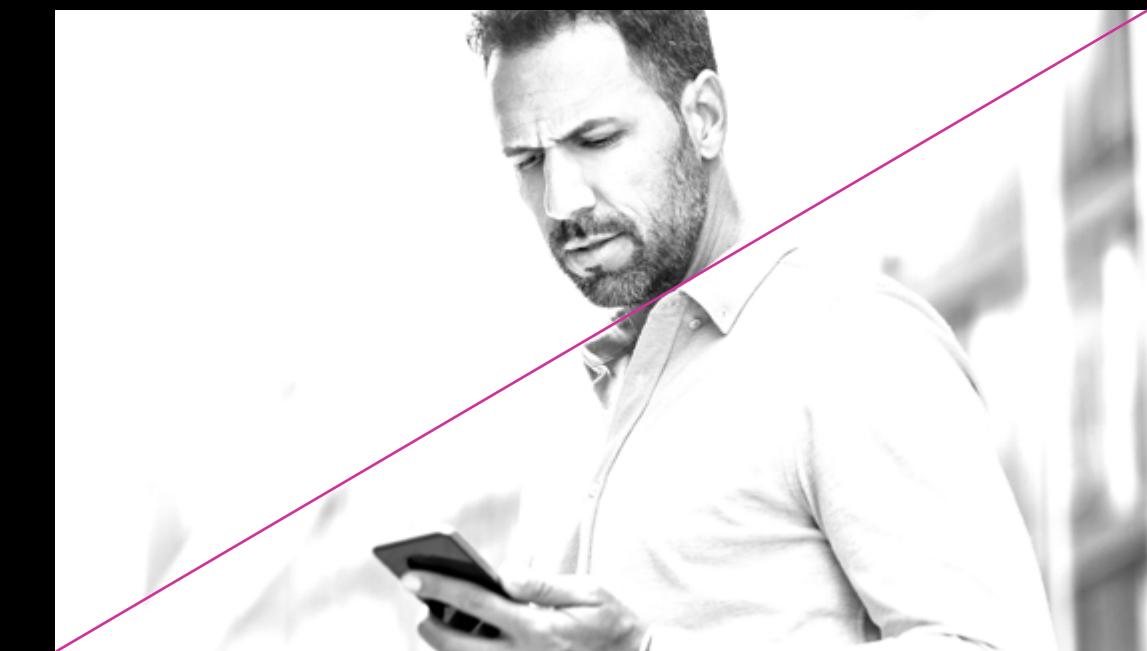
Before



Don't show imagery with too much contrast.



After



Don't show images that are washed out.

Customer Photography

When showing customers, always show a single person interacting with our platform. Ensure diversity with all customer photography.

Use this type of photography for secondary web pages and on social media.

Crop as needed without obstructing the subject of the image.



Customer Photography

Follow these guidelines when selecting or creating customer photography for Tradu.



Expression

Talent is intensely focused and in control.

Natural Lighting

Engaged

Talent is actively engaging with our Tradu platform.

Soft focus

Adds depth and context.

Sharp focus

Adds visual emphasis. Conveys focus and precision.

Eyes

Face must be visible. Talent is looking at their device – not directly at the camera.

Styling

Business casual.



LOREM IPSUM

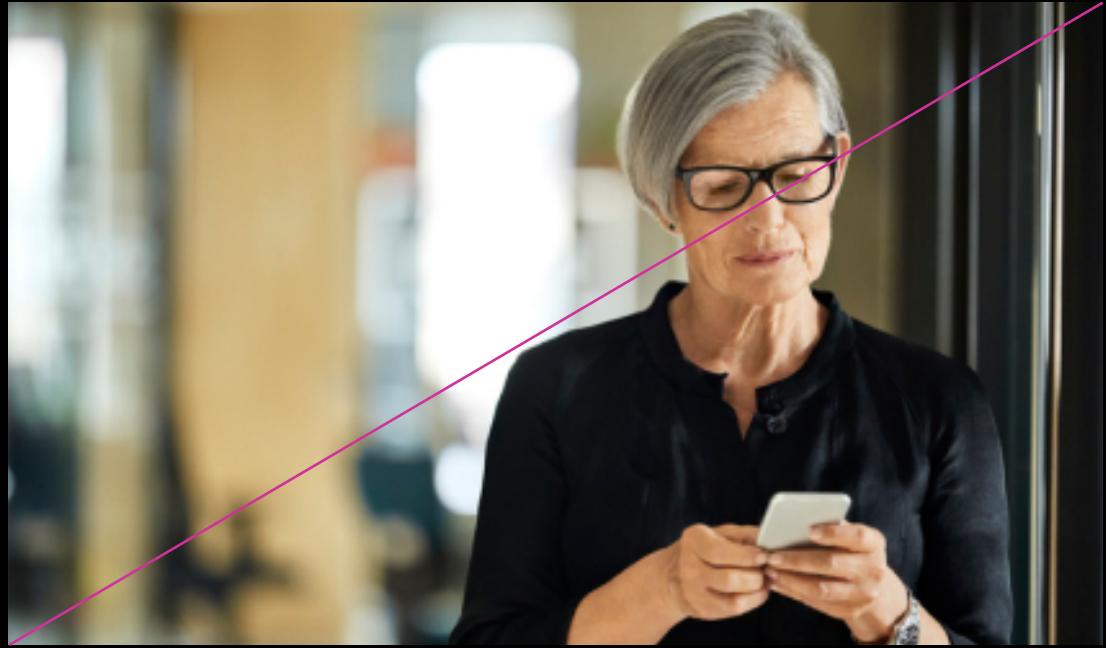
Lorem ipsum sit atem, consecete adipiscing

Lore ipsum dolor sit amet, consectetuer adipiscing elit,
sed diam nonummy nibh euismod tincidunt ut laoreet

dolore magna aliquam erat volutpat. Ut wisi enim ad
minim Lore ipsum dolor sit ame.consectetuer adipiscing
elit, sed diam nonummy nibh euismod tincidunt ut laoreet
dolore magna aliquam erat volutpat.

Ut wisi enim ad minim Lore ipsum dolor sit
ame.consectetuer adipiscing elit, sed diam nonummy nibh
euismod tincidunt ut laoreet dolore magna aliquam erat
volutpat. Ut wisi enim ad minim Lore ipsum dolor sit

[LEARN MORE](#)



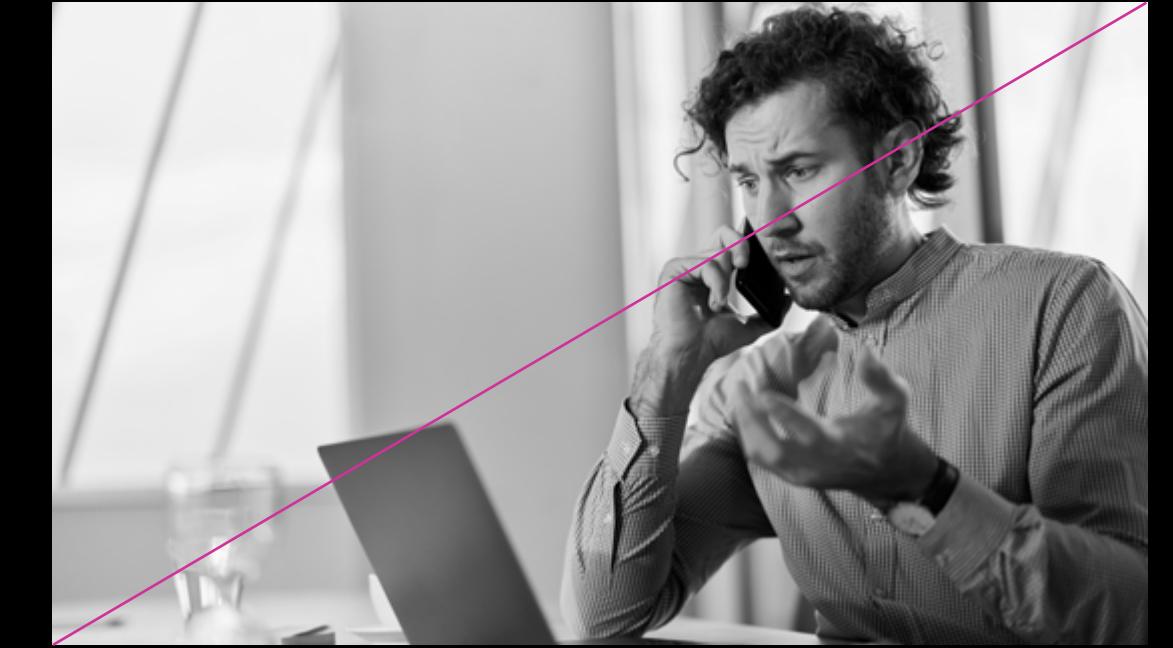
Don't use colour photography.



Don't show people with overly happy expressions.



Don't show people looking too relaxed or casual.



Don't show people that look stressed.



Don't show groups of people.



Don't show people in a staged environment with no background setting.



Don't obstruct people's faces.



Don't apply effects.

Content Photography

Depending on the topic, content photography should clearly communicate the subject matter. Photography is shown in black & white to allow for a unified style while sourcing from different stock websites.

Use this type of photography for news and blog posts.

Crop as needed without obstructing the subject of the image.



Oil & Gas



Coffee



Gold



Agricultural



Banking (general)



Cryptocurrency



China

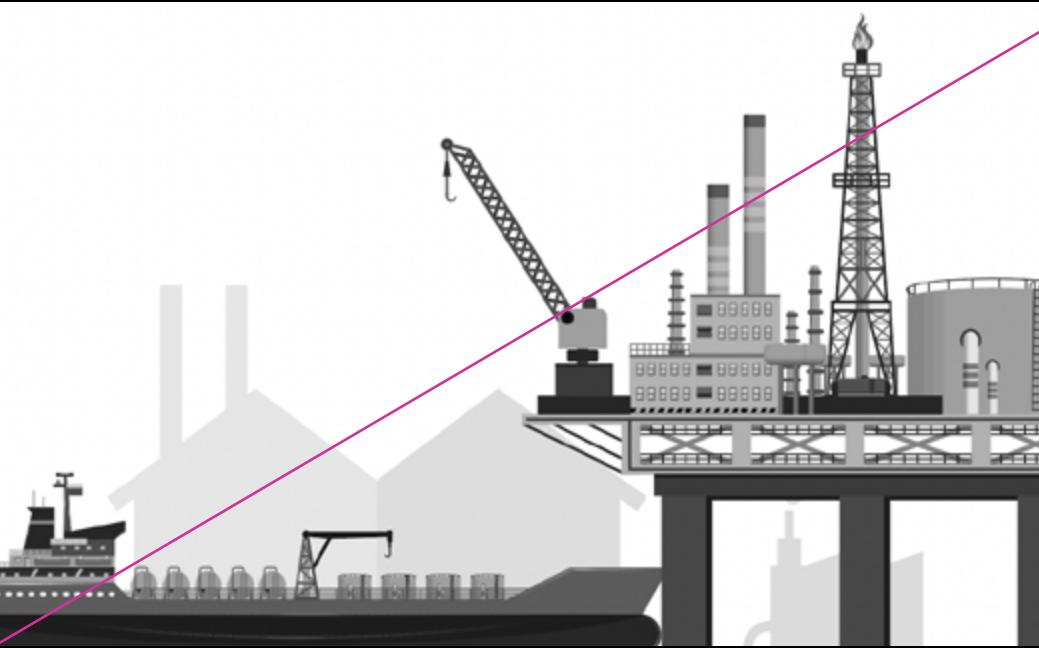


Australia





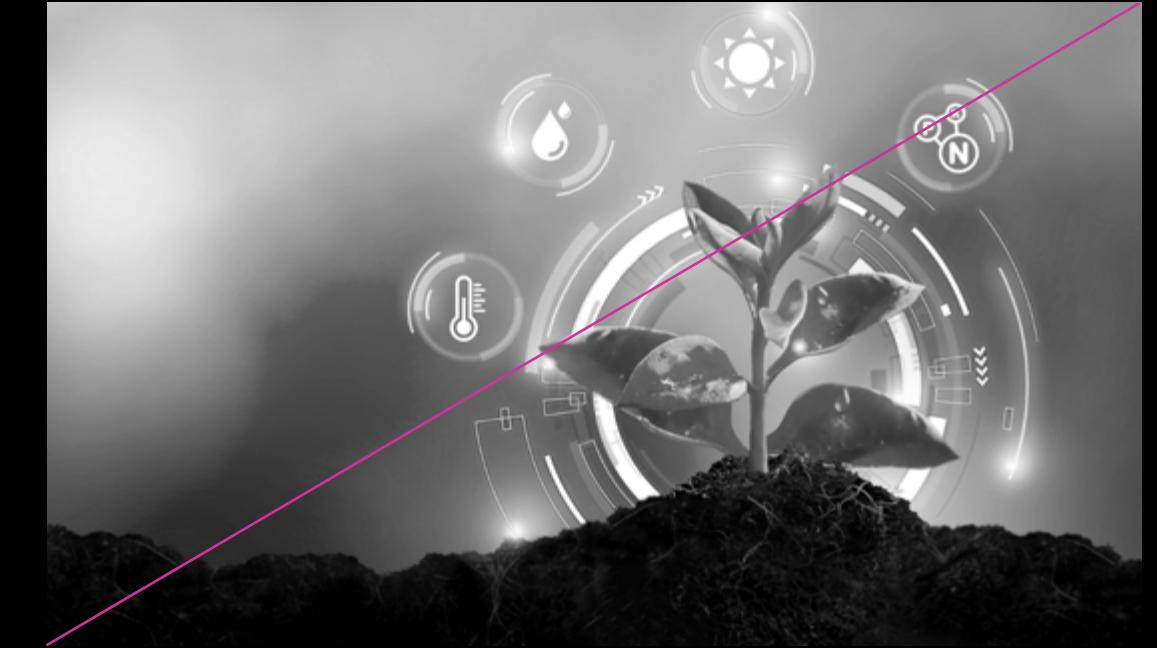
Don't show images in colour.



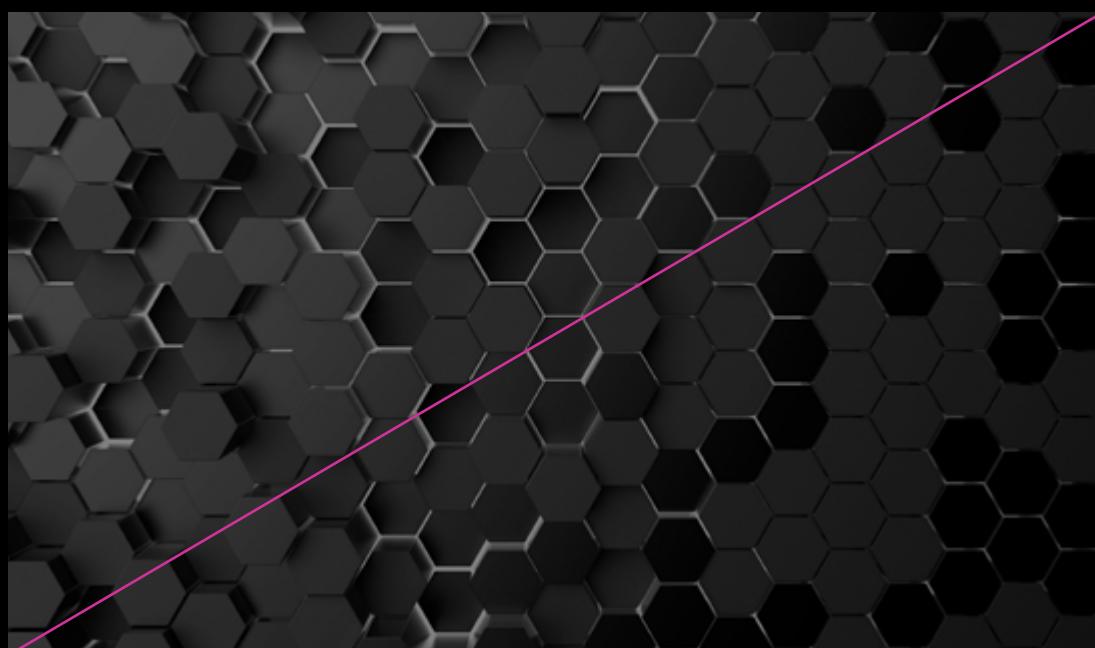
Don't show icons, illustrations, or collage.



Don't show imagery with text.



Don't show images with exaggerated effects.



Don't show abstract 3D renders.



Don't show imagery that combines photography and illustration.



Don't show images that merge several images into one.



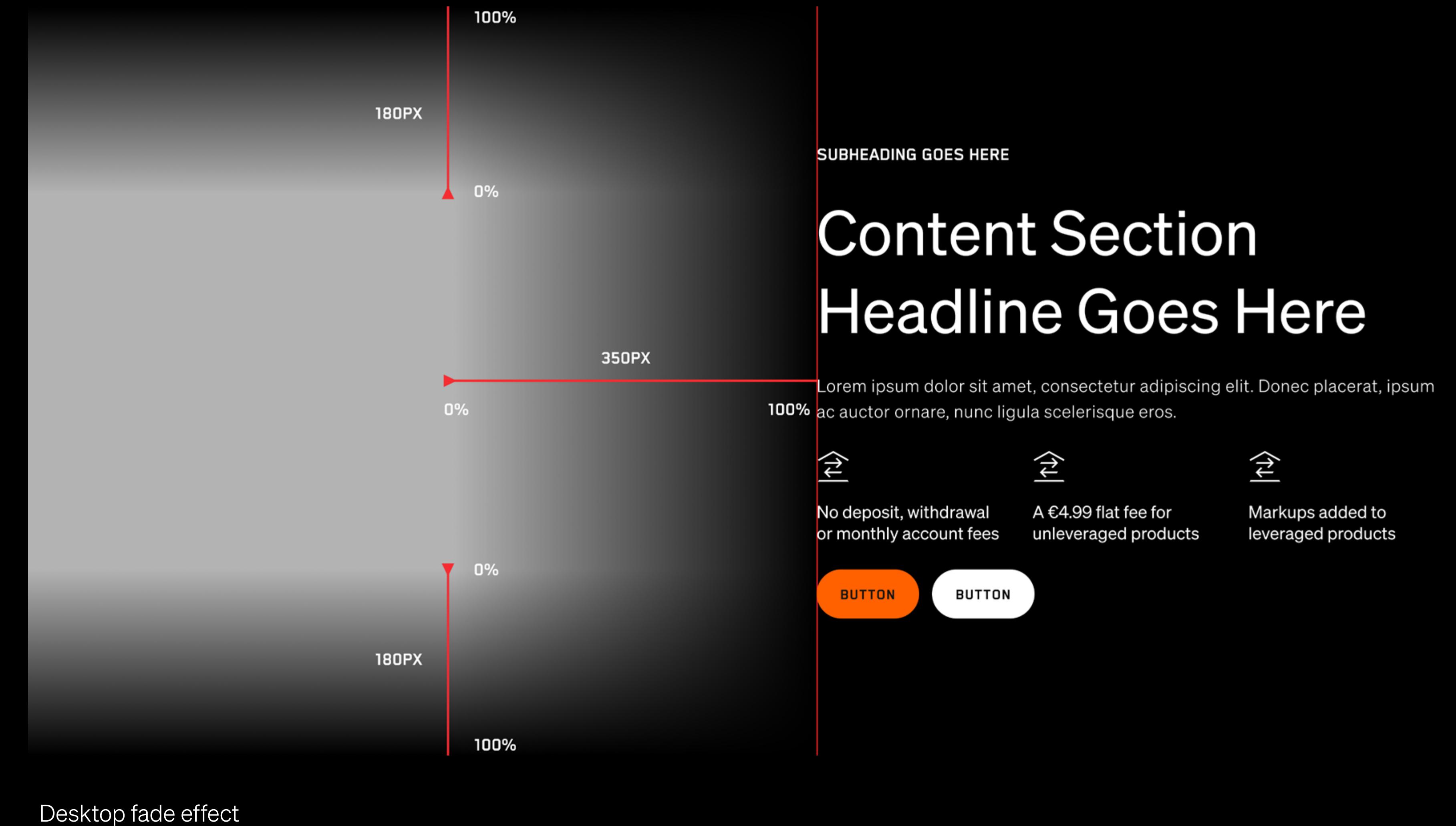
Don't add gradient overlay over an image.

Fade Treatment - Large Images

Fade can be applied only when very large images are used to avoid text cropping into them and images distracting from content or not adapting well to different browser window sizes.

This rule applies to the website only and should not be applied to any non-responsive applications like digital banners. The fade treatment is not necessary for non-responsive applications because there's no danger of text overlaying imagery, and we can utilize simple grid rules to create those layouts without fades.

In addition, the fade effect can be used at the bottom of phone visuals when we show a cropped phone.



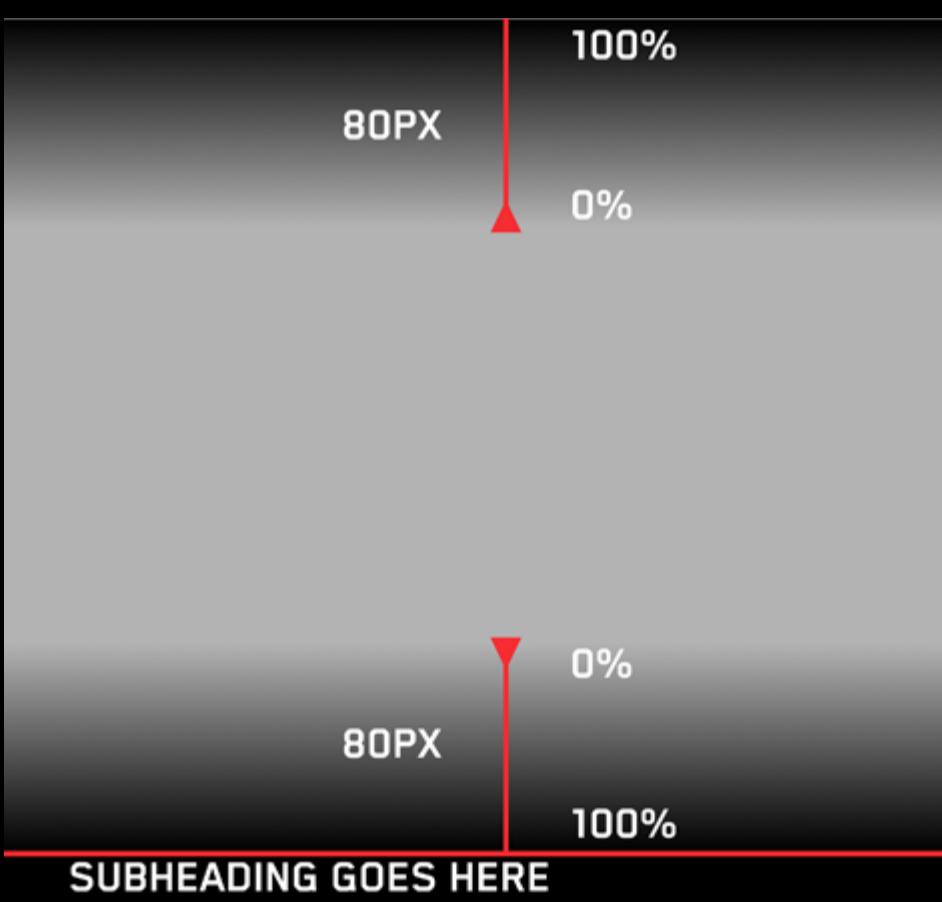
Desktop fade effect

Fade Treatment - Large Images

Fade can be applied only when very large images are used to avoid text cropping into them and images distracting from content or not adapting well to different browser window sizes.

This rule applies to the website only and should not be applied to any non-responsive applications like digital banners. The fade treatment is not necessary for non-responsive applications because there's no danger of text overlaying imagery, and we can utilize simple grid rules to create those layouts without fades.

In addition, the fade effect can be used at the bottom of phone visuals when we show a cropped phone.



Content Section Headline Goes Here

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec placerat, ipsum ac auctor ornare, nunc ligula scelerisque eros.



No deposit, withdrawal or monthly account fees A €4.99 flat fee for unleveraged products Markups added to leveraged products

BUTTON

Mobile fade effect

Device Photography

Device photography is used to show our platform in situ. It subtly references our logo colour with a glow around device edges, making it more ownable.

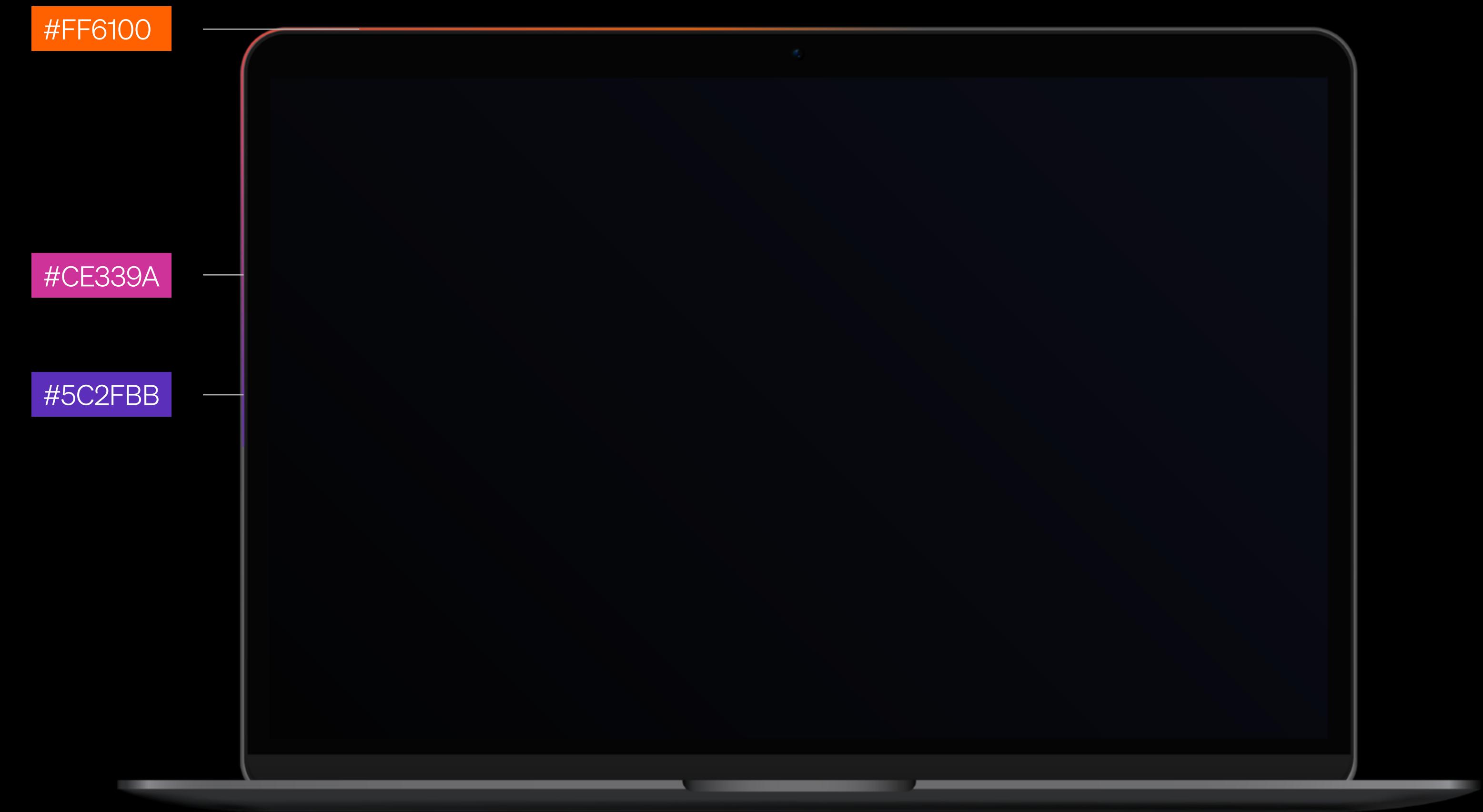
Use this type of photography across all applications.

Crop as needed without obstructing the subject of the image.



Glowing Line

The glow is built from our brand colours.





Don't make the glowing line too thick.



Don't place the glowing line on the outer edge of the device.



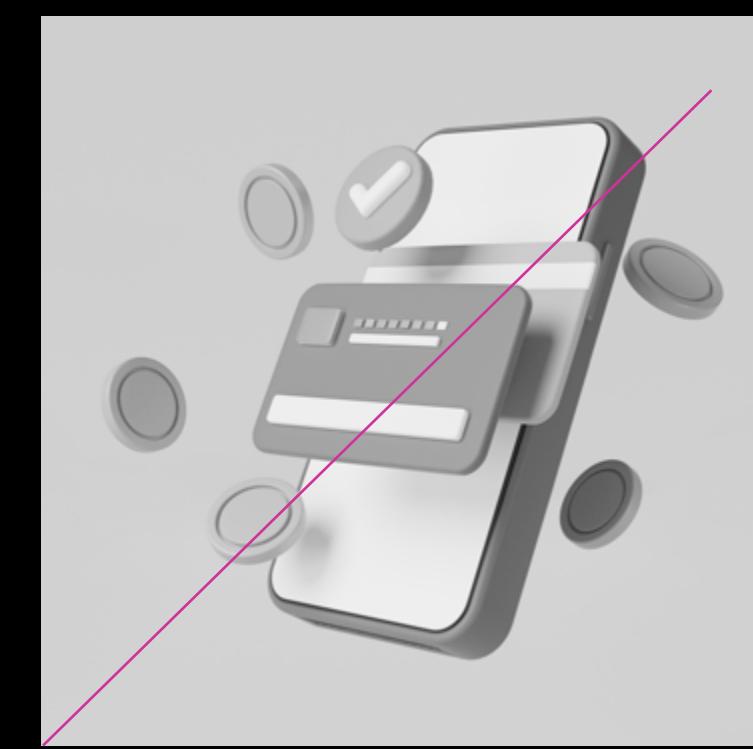
Don't show the glowing line in real photography.



Don't change glowing line colours around the device.



Don't place the glowing line inside the screen of the device.



Don't show illustrative or 3D devices.

Staff Portraits

Staff photography is simple and in line with our visual system. It uses directional diffused light and grey backgrounds. Expressions are serious and trustworthy.

For photography style reference only. Dress code should be business casual.

Use this type of photography internally and on leadership page.

Crop as needed without obstructing the subject of the image.



Team Page

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.



Name Last Name



Name Last Name



Name Last Name



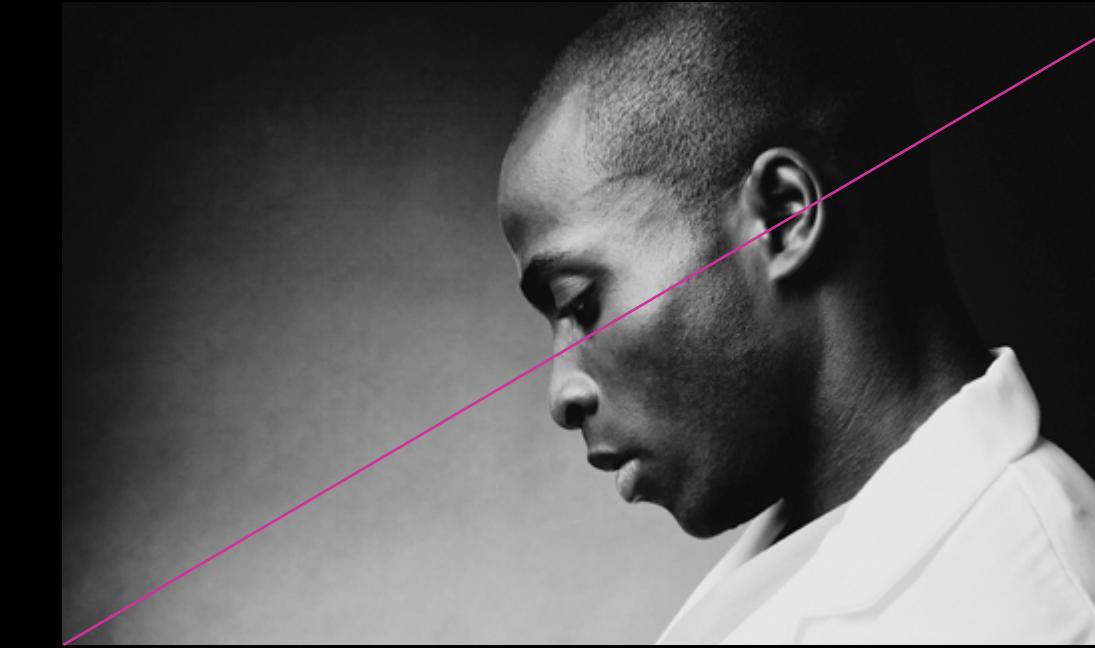
Name Last Name



Don't use colour photography.



Don't show people with overly happy expressions.



Don't show people looking somber.



Don't show people with overexposed lighting.

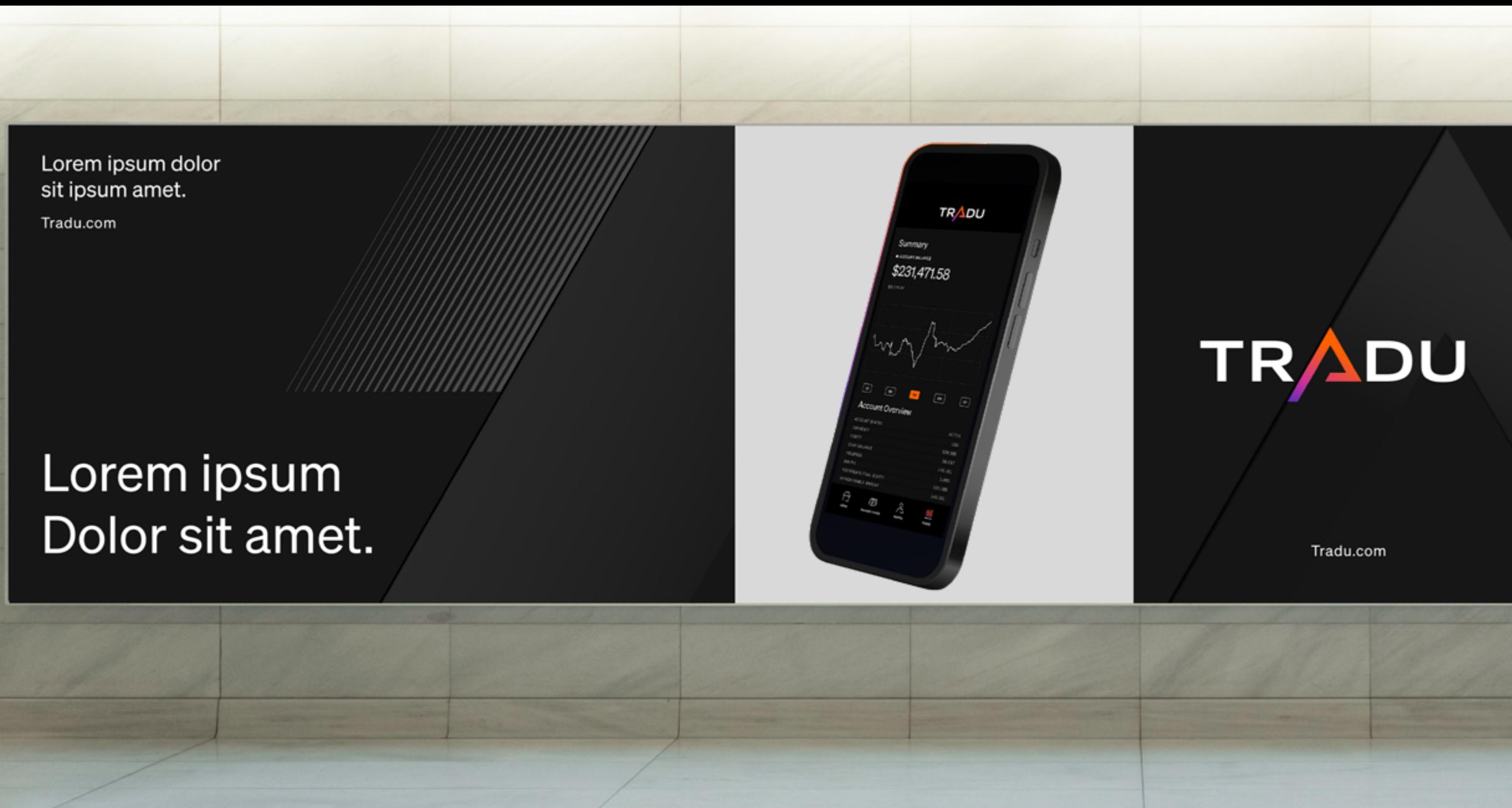


Don't show side profiles.

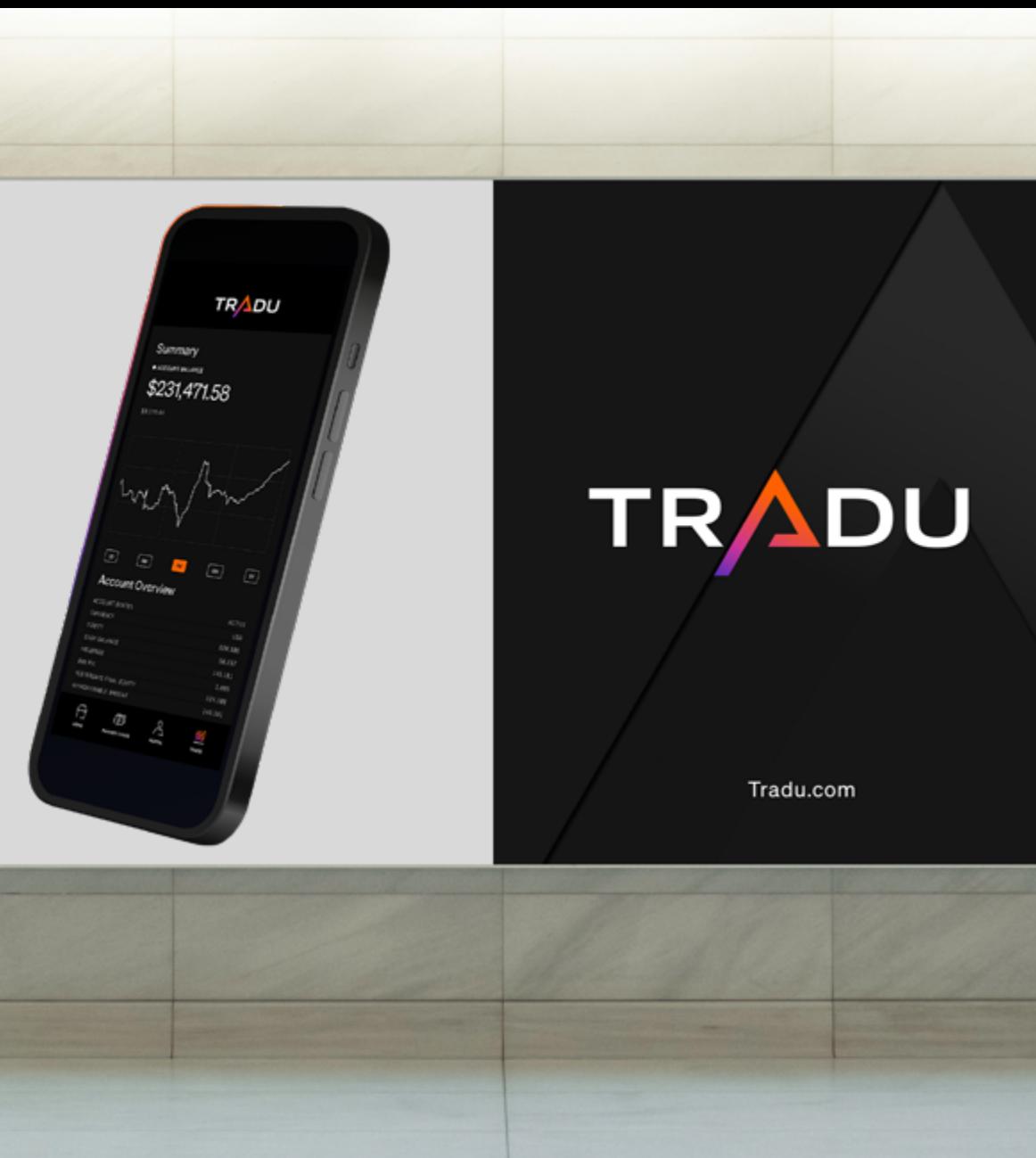


Don't show portraits outside of studio settings.

Inspiration



Lorem ipsum
Dolor sit amet.



TRADU

Tradu.com



Wallet

TRADU

VISA



START TRADING

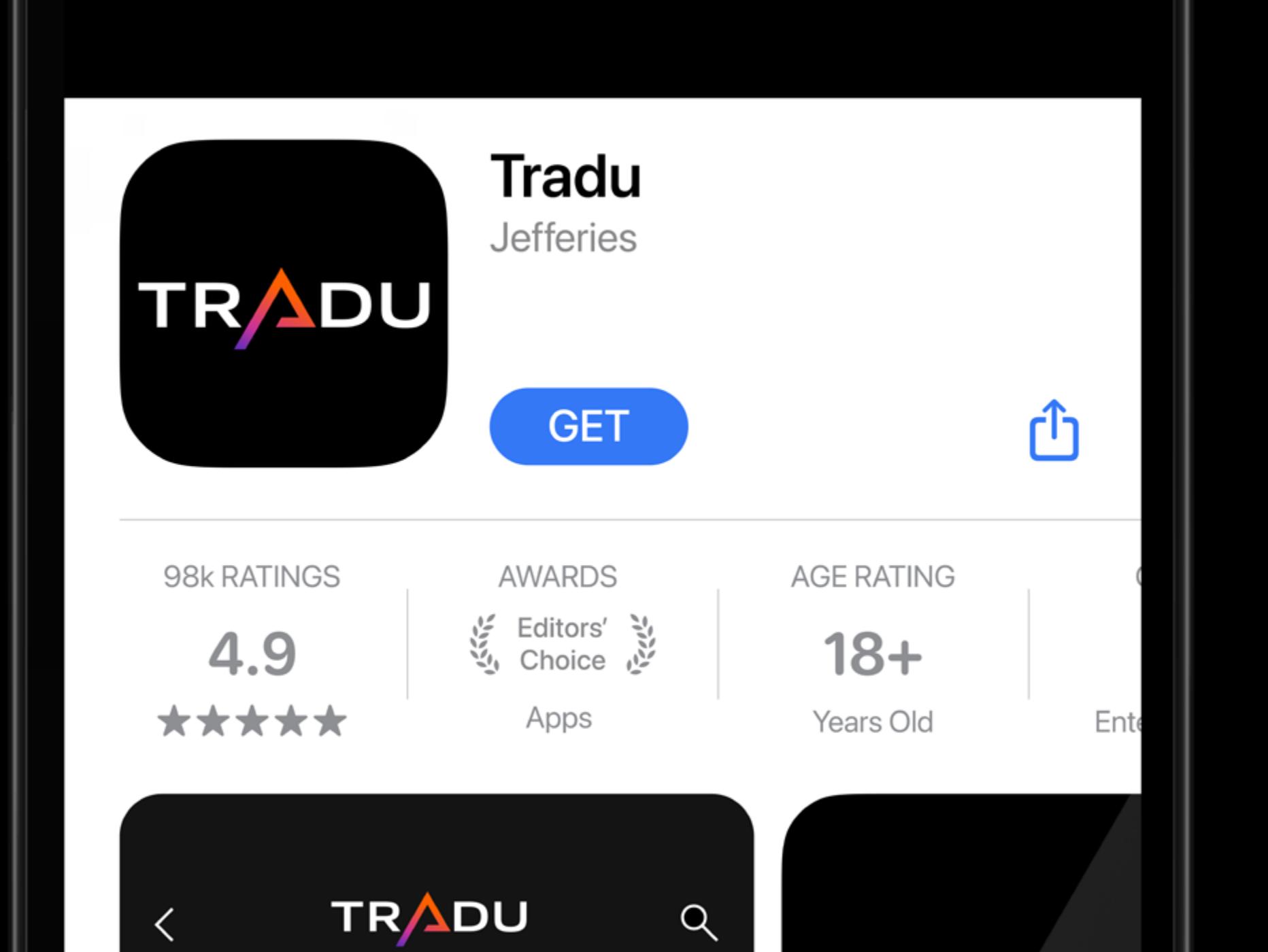


TRADU

Lorem ipsum
dolor sit amet.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod.

CREATE A DEMO ACCOUNT



Tradu
Jefferies

TRADU

GET



98k RATINGS

4.9

★★★★★

AWARDS

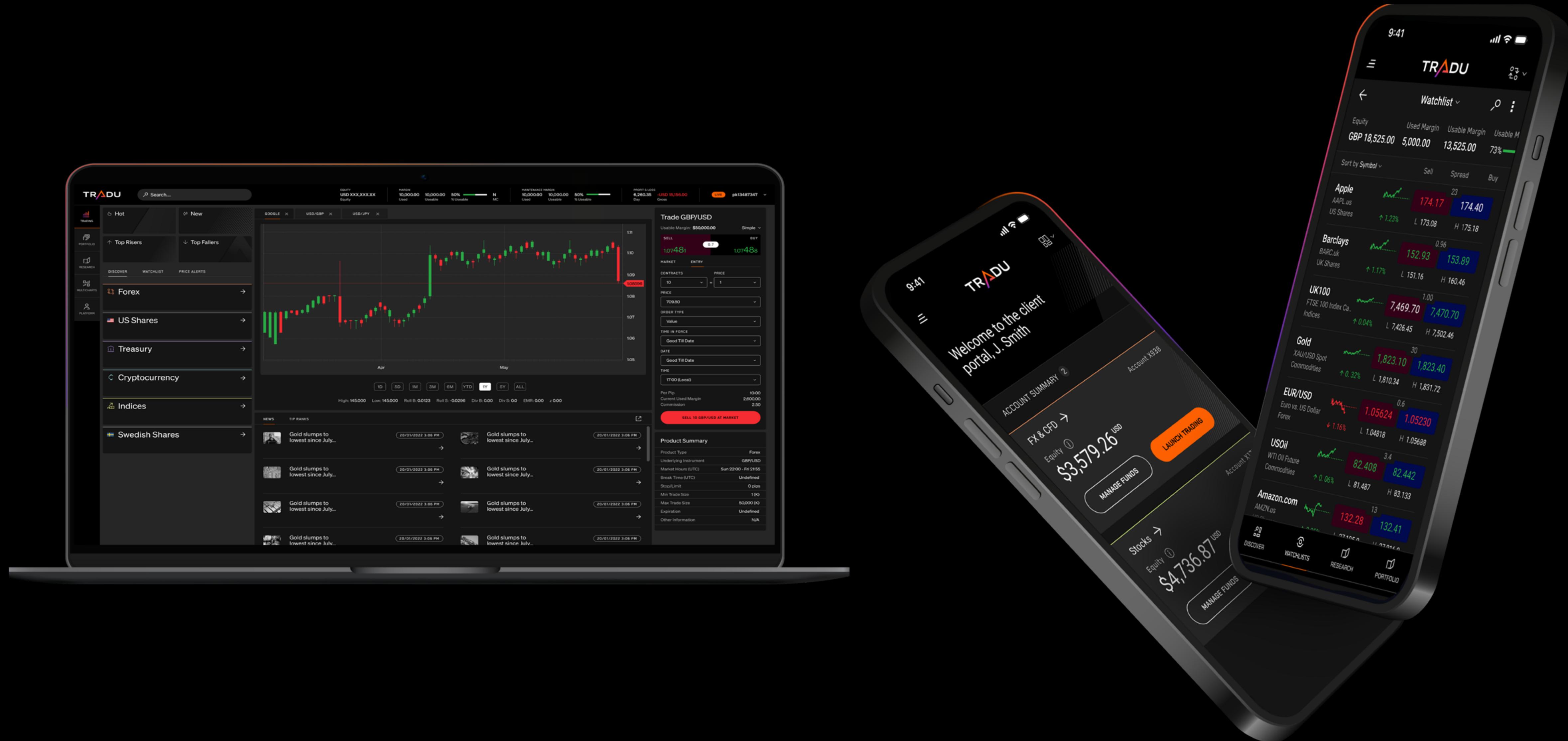


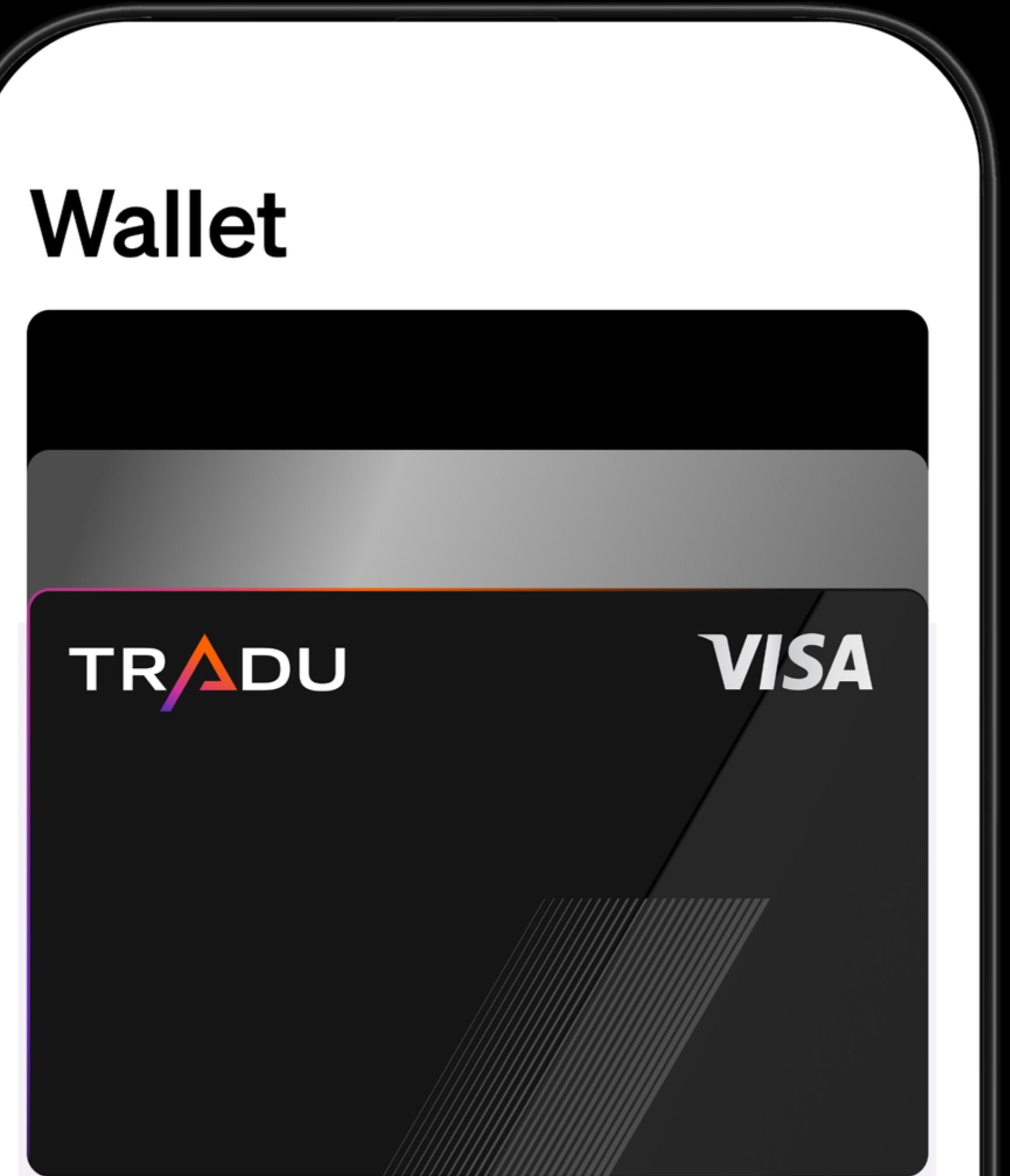
Apps

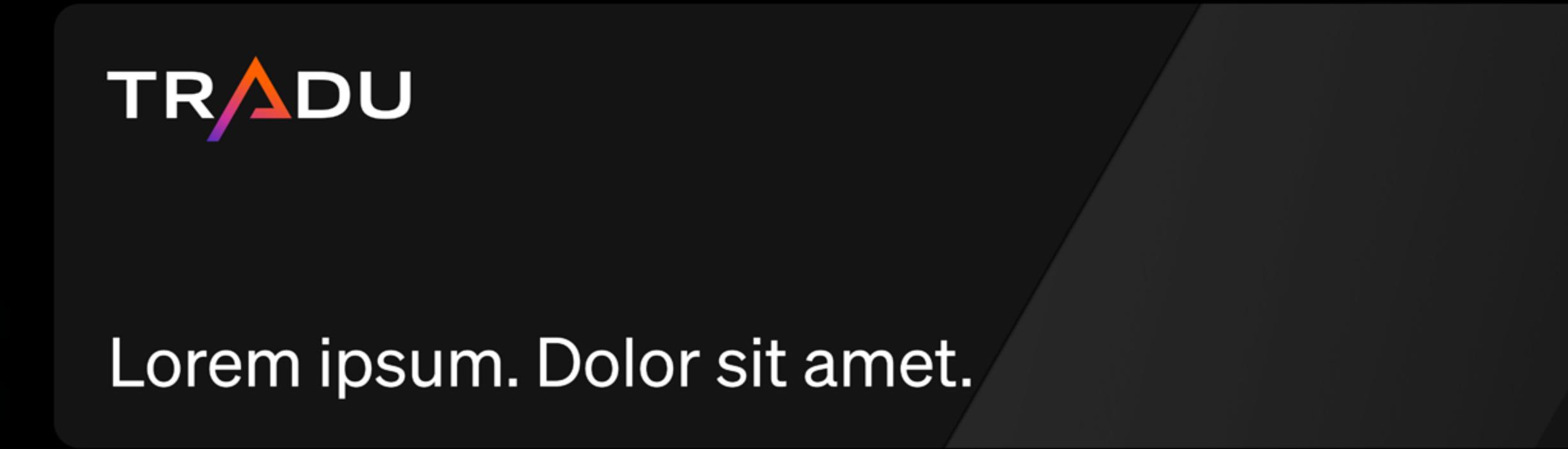
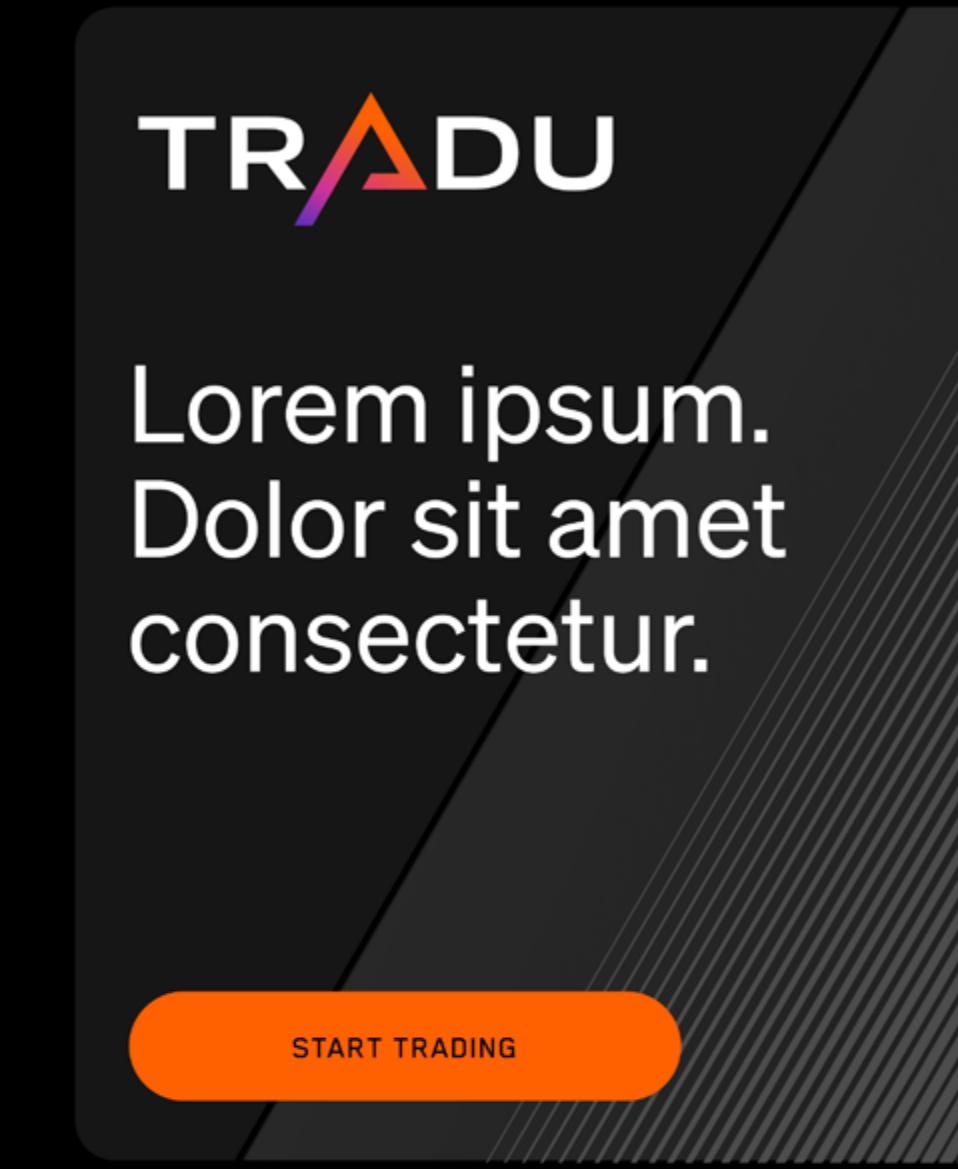
AGE RATING

18+

Years Old

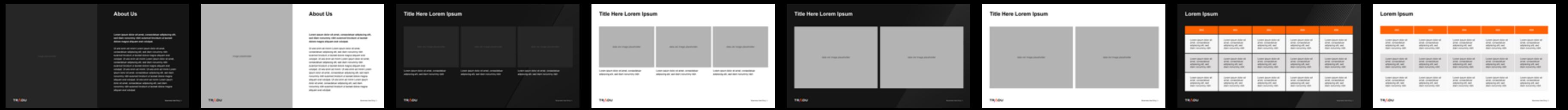
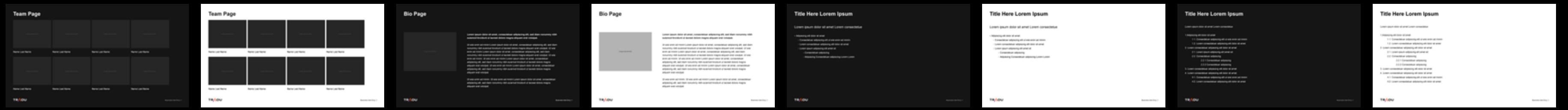
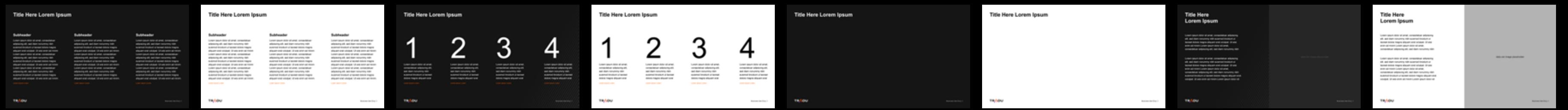
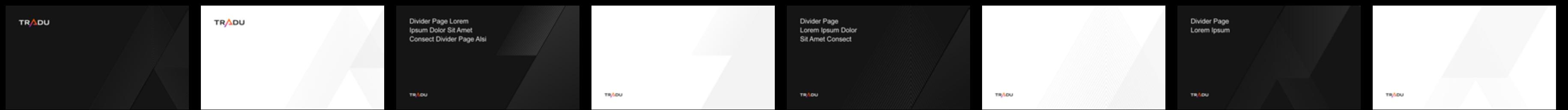


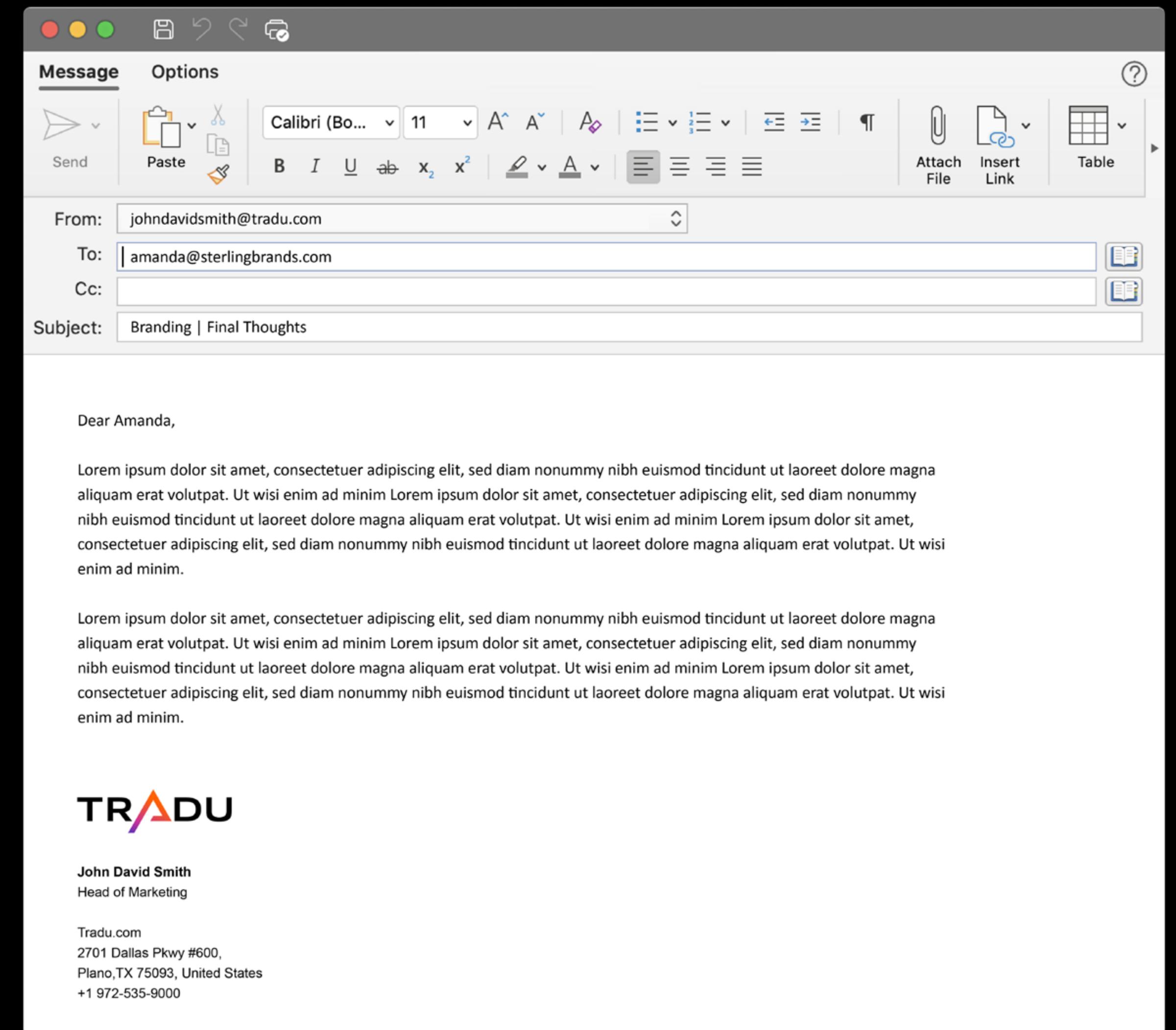


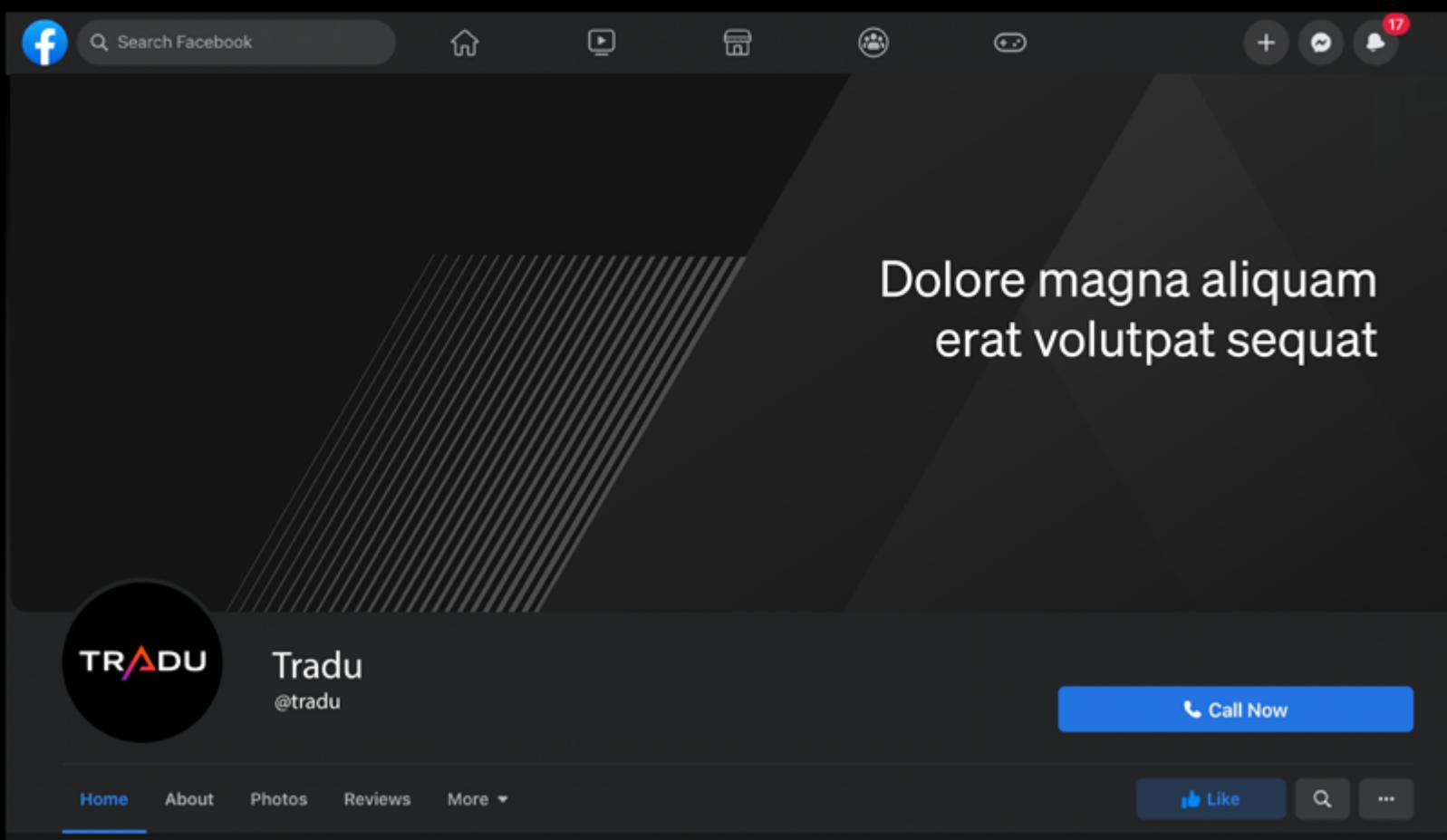




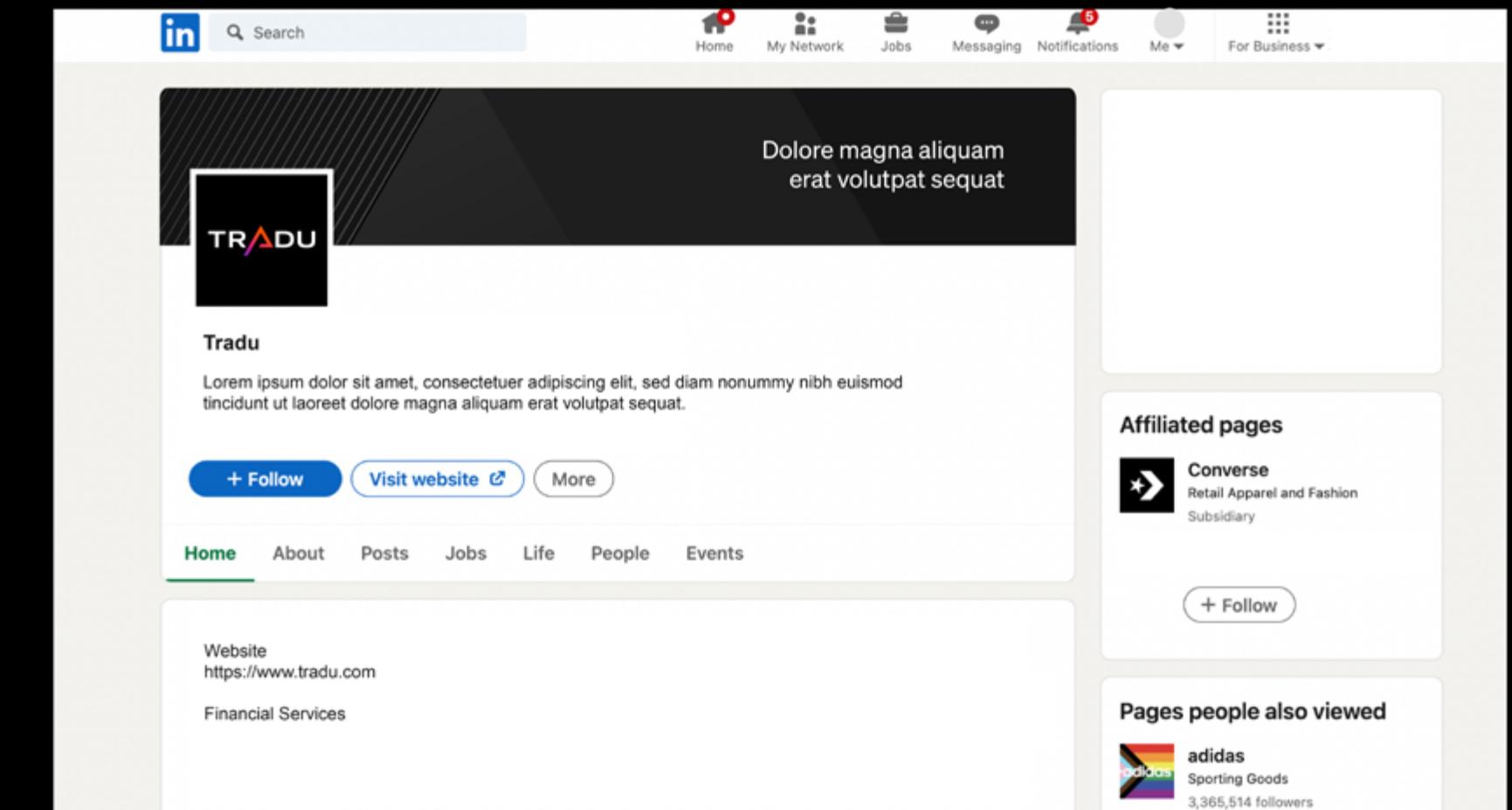
**Lorem ipsum.
Dolor sit amet.**



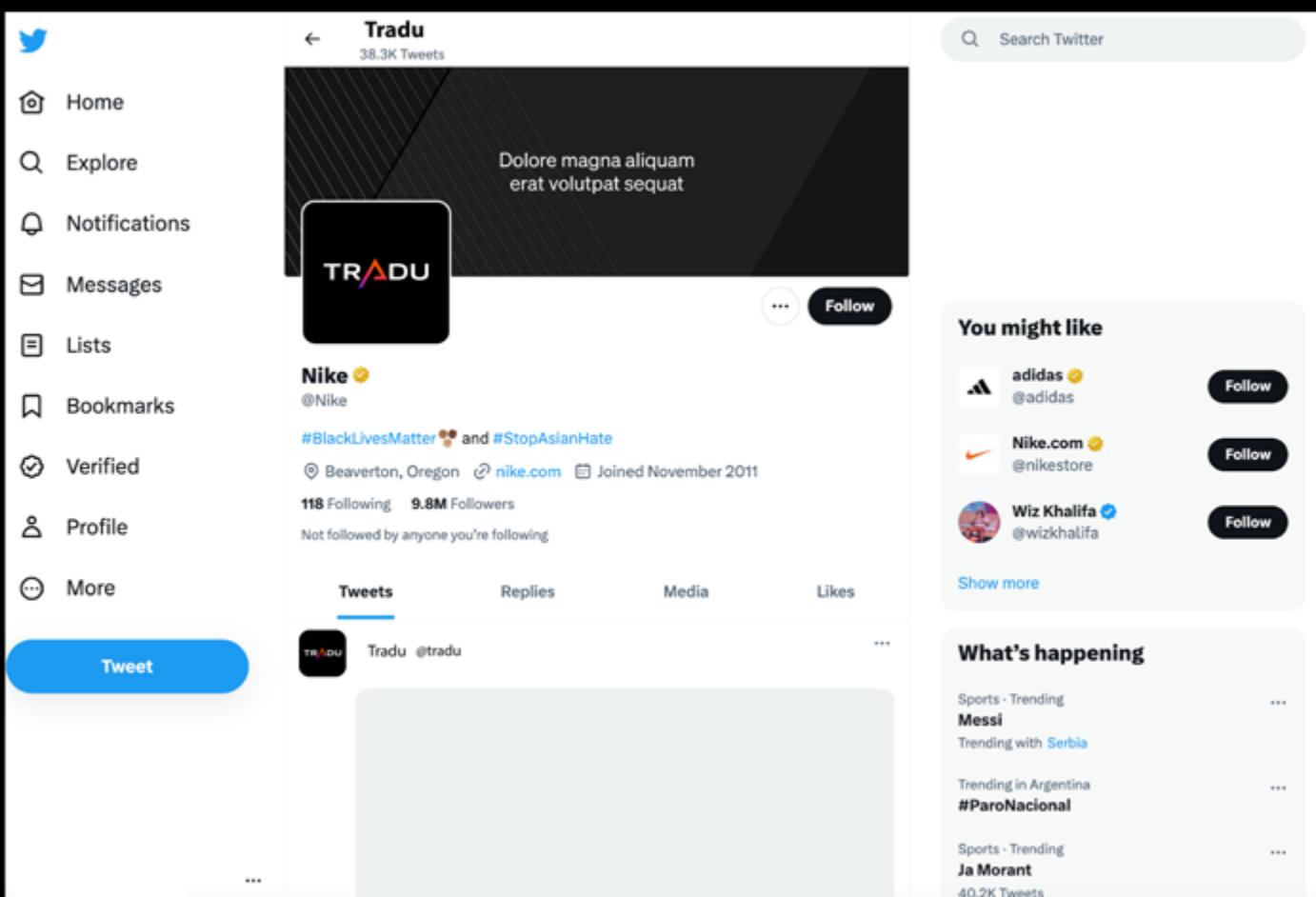




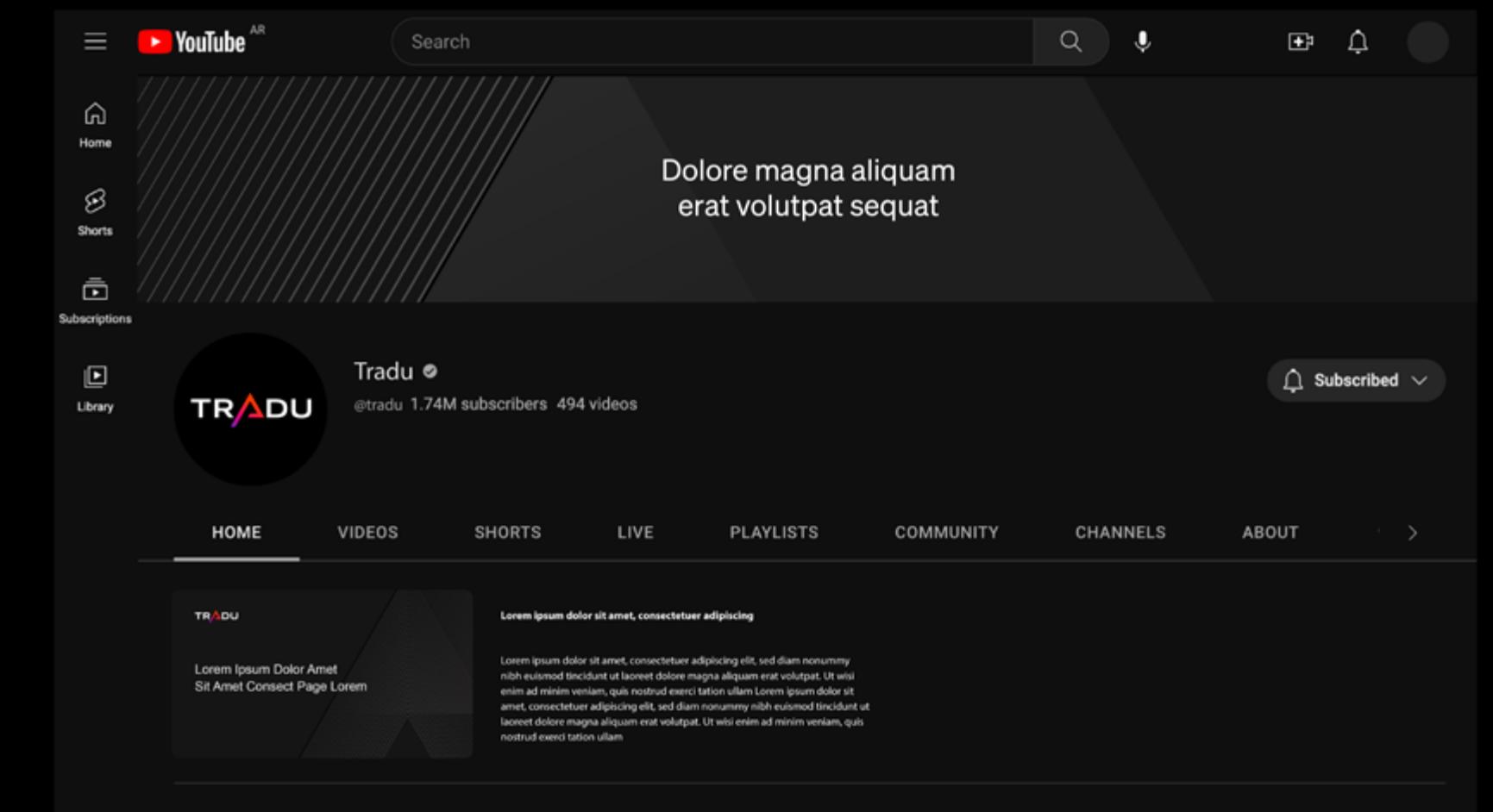
Facebook



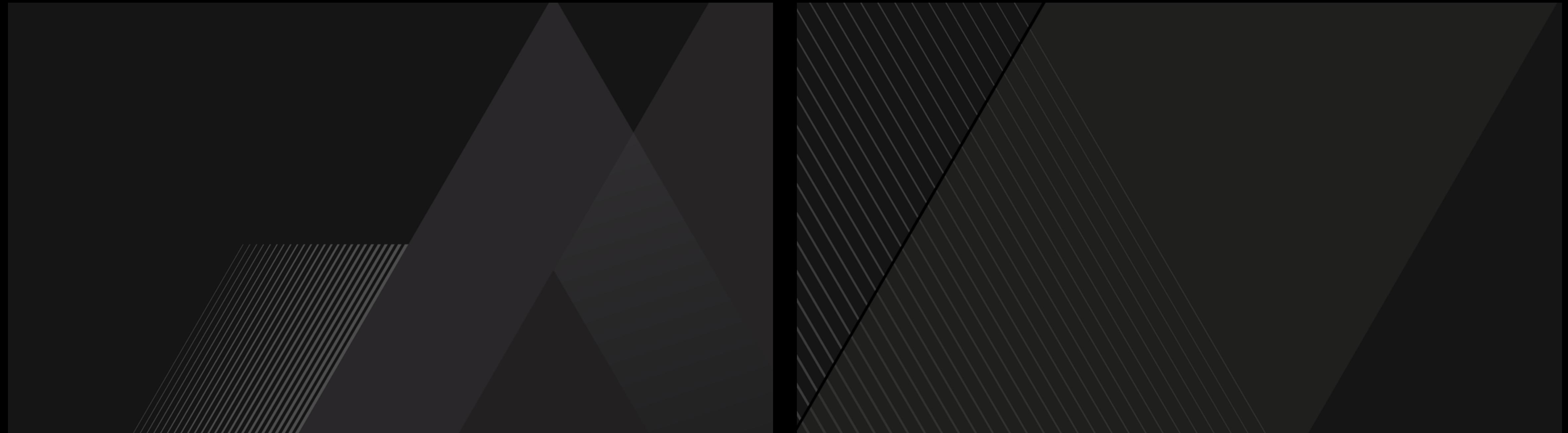
LinkedIn



Twitter



YouTube



Contact

Christina Harvey
Director of Marketing Campaigns,
Marketing

charvey@fxcm.com

Karen Brand
Managing Director
Digital Customer Experience,
Marketing

kbrand@fxcm.com

Alexis Watson
Director, PMO

awatson@fxcm.com