

# Sensei SIGMA

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# Brand Guideline



# Logo

01

## Introduction

The Sensei SIGMA logo embodies the brand's mission to gamify options trading and make financial concepts accessible to retail traders. The "Sensei" figure signifies knowledge, guidance, and mastery, while dynamic financial symbols like charts and upward arrows represent growth, learning, and strategic progress.

Key attributes of the logo include:

- **Wisdom & Learning:** The central figure, inspired by a wise mentor, conveys expertise and guidance for traders.
- **Innovation & Engagement:** Arrows and charts symbolize data-driven decision-making and financial strategy.
- **Empowerment:** The harmonious balance of elements communicates simplicity and empowerment for users navigating complex financial markets.

This logo serves as a visual promise to simplify the journey of options trading while fostering a sense of community and achievement.



# O2

# Colour Palette



Medium Blue  
#035AA6



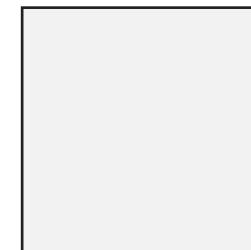
Deep Blue  
#034C8C



Medium Green  
#ABD904

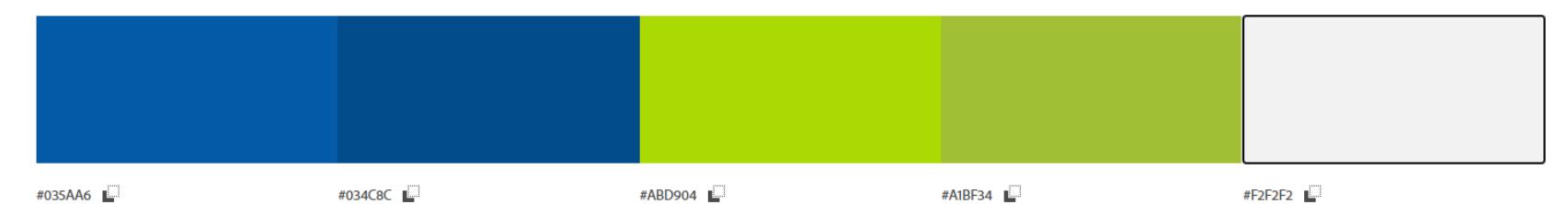
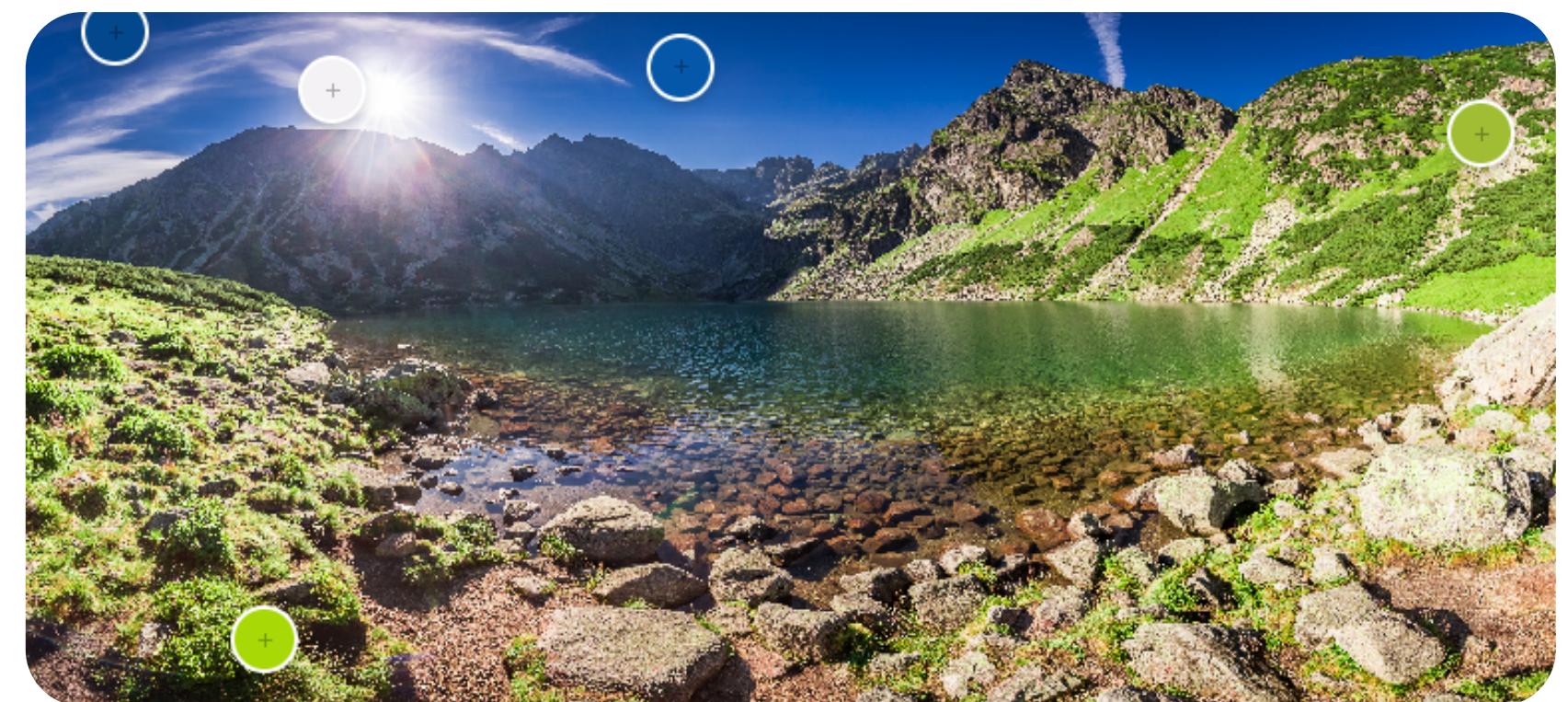


Deep Green  
#A1BF34



Light Grey  
#F2F2F2

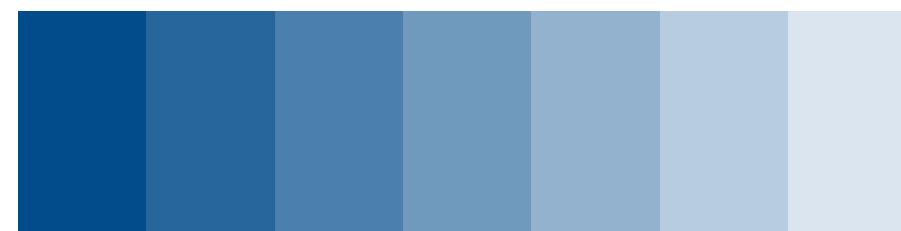
Color extracted from this Image



Medium Green Shades - Light



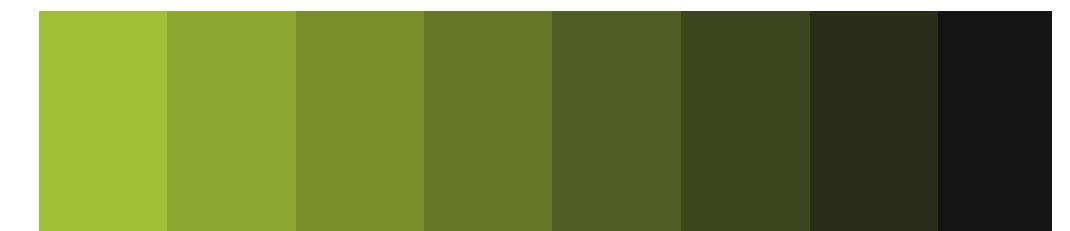
Medium Blue Shades - Light



Deep Blue Shads - Dark



Deep Green Shades - Dark



# 03

# Typeface

Gantari Bold

Gantari Semibold

Gantari Medium

Gantari Regular

Gantari Light

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

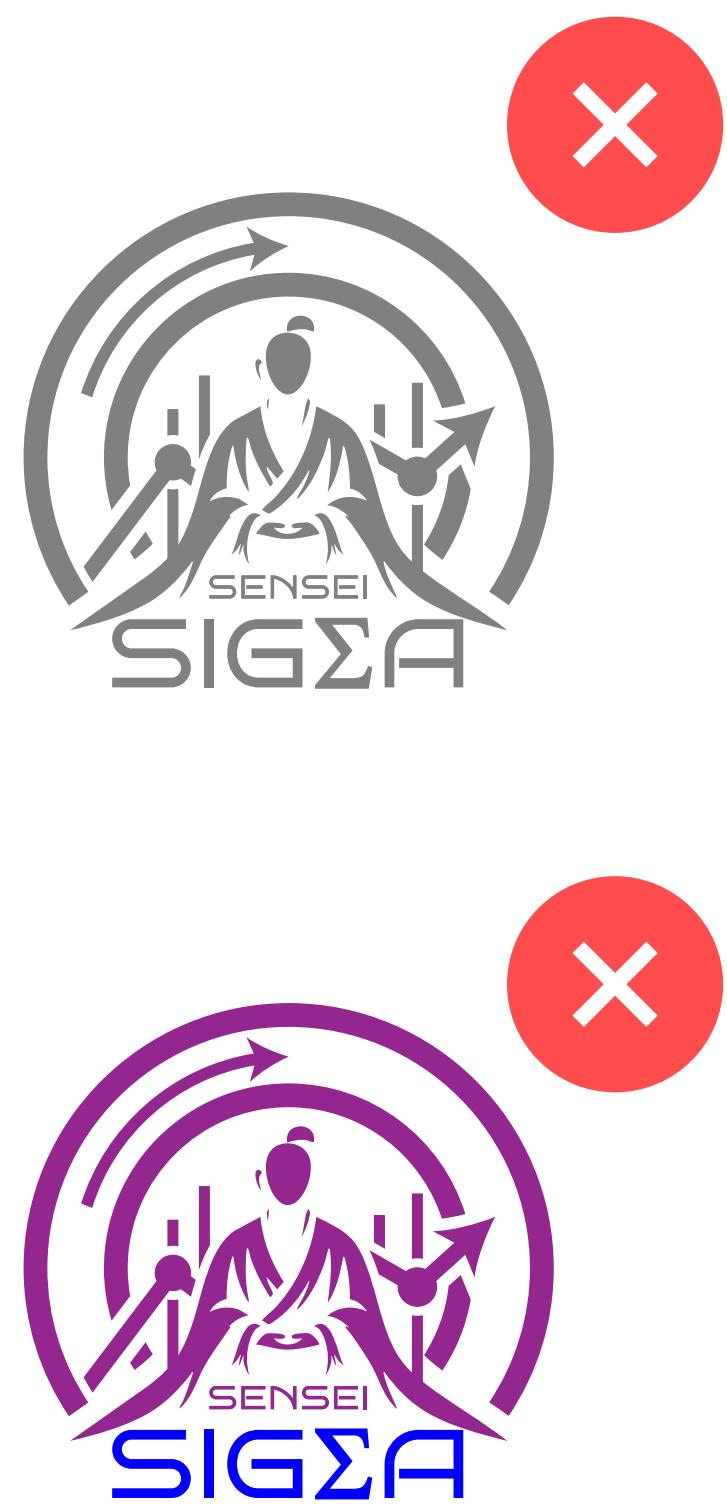
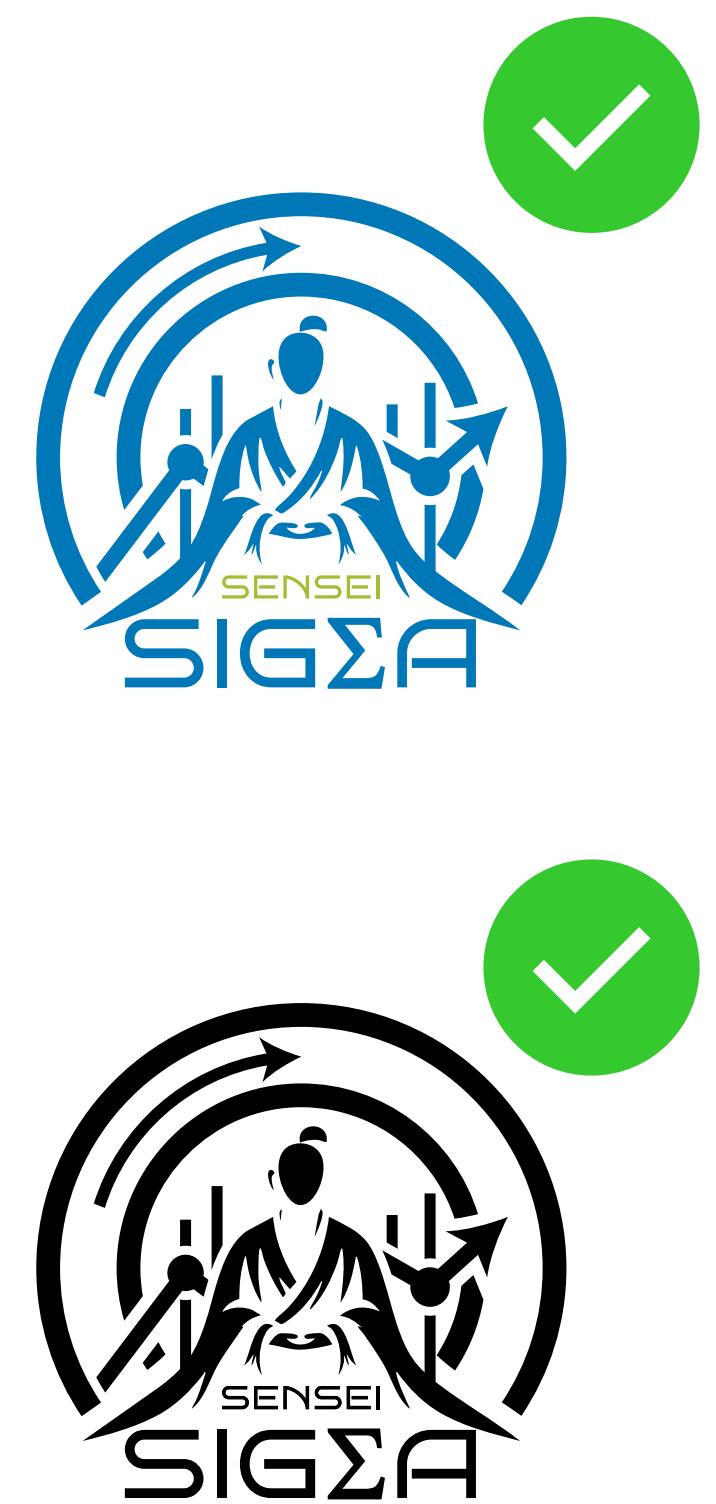
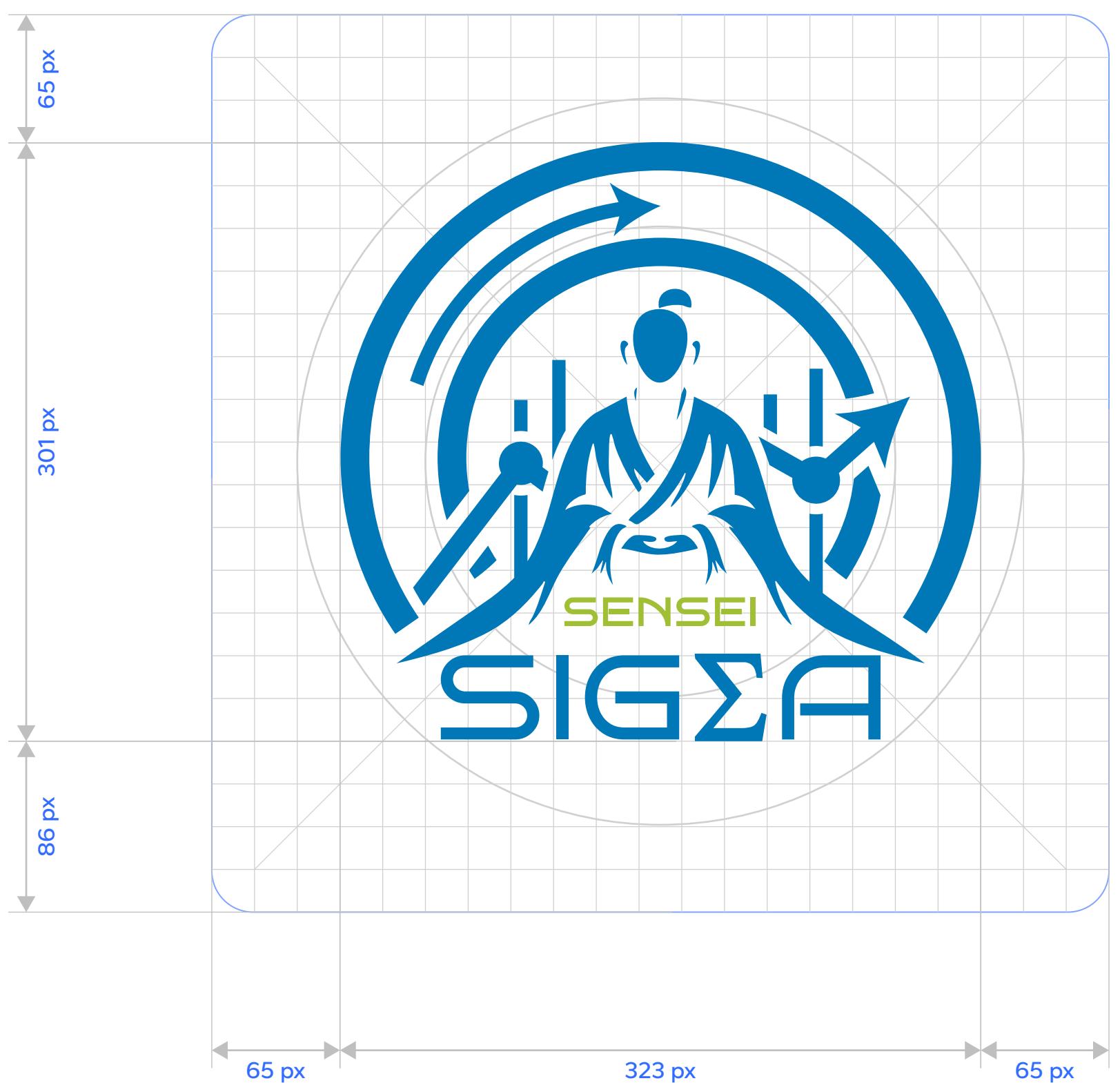
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04+

# App Icons

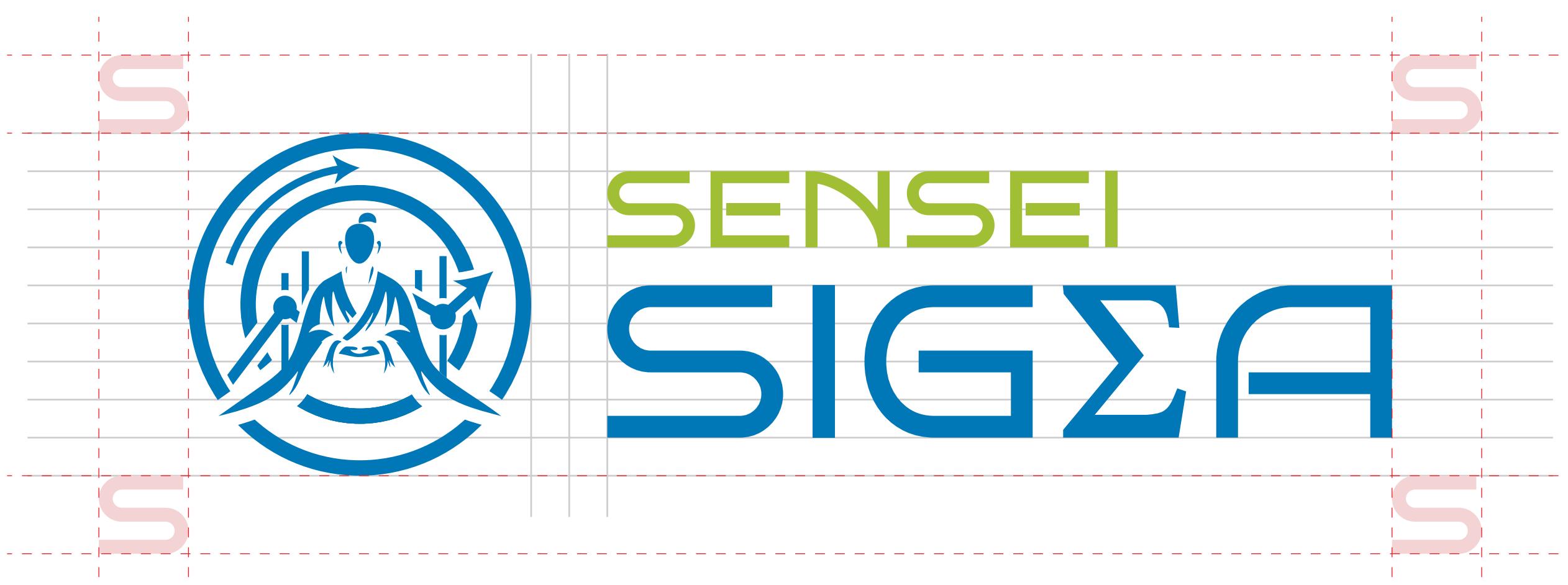


# Logo Specifications



05

# Logo Clear Space



06



# The END