

TRADEQUEST

NEXT-GEN TRADING, POWERED BY AI.

BRAND GUIDELINES 2025

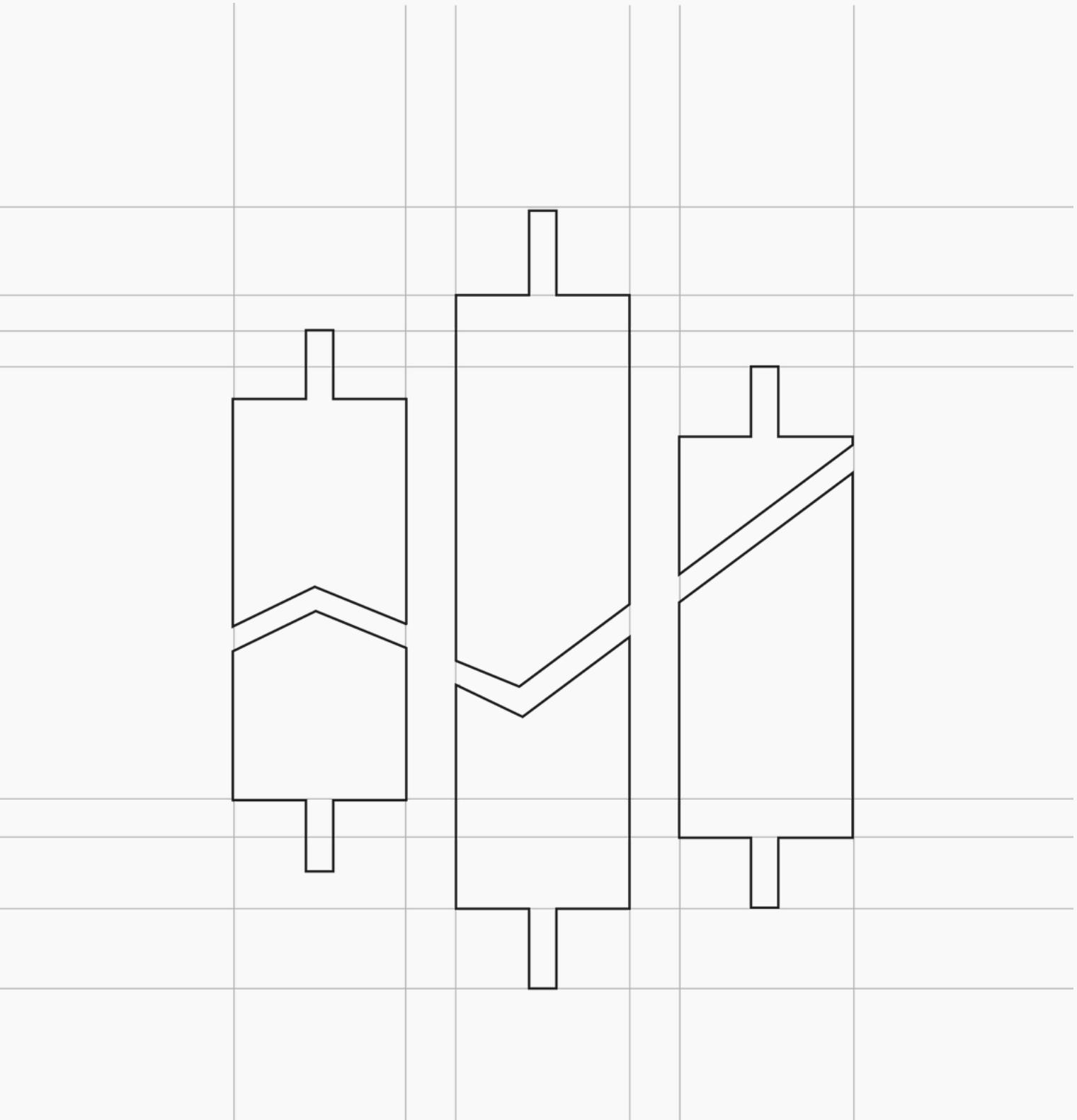
INTRODUCTION

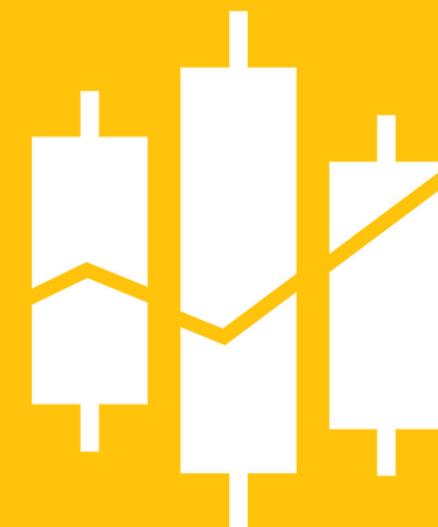
Welcome to the TradeQuest Brand Guidelines. As a next-generation trading platform, TradeQuest integrates AI-driven insights, social trading, and gamification to revolutionize the trading experience. Our brand identity is designed to reflect innovation, trust, and accessibility, ensuring that every visual element aligns with our mission to empower traders of all levels. A strong and consistent brand presence helps us connect with our audience, build credibility, and differentiate ourselves in the fintech industry.

This document serves as a blueprint for maintaining a cohesive visual identity across all platforms and materials. From our logo and typography to color palette and marketing assets, these guidelines provide clear direction on how to represent TradeQuest in a professional and recognizable manner. By adhering to these principles, we create a seamless brand experience that enhances user engagement, strengthens investor confidence, and solidifies our position as a leader in modern trading solutions.

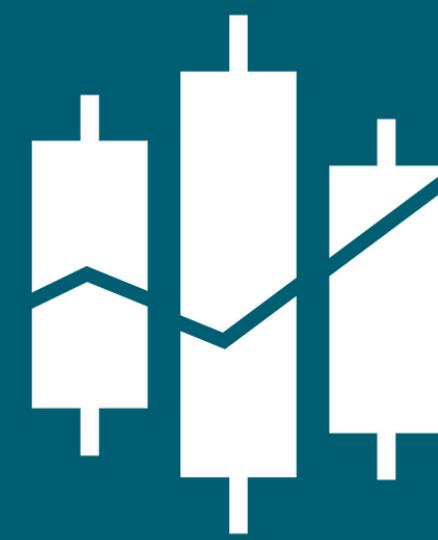
OUR LOGO

Our logo is a visual representation of our brand identity and should be used in accordance with established guidelines.





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LOGO STRUCTURE

Our brand identity is built on a deep philosophy of innovation and excellence. Every element from our logo to our color palette reflects our vision and core values.



COLOR PALETTE

Our color palette creates a fresh and vibrant look. These colors should be used consistently across all media to maintain brand integrity.



TYPOGRAPHY

We use a custom font selected for readability and elegance. This typography helps to reinforce our brand identity and should be used in all communications.

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 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
a b c d 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
a b c d 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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HEADING FONT

Kodchasan

Font Style

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

1 2 3 4 5 6 7 8 9 0 & \$ # @ ! ~

Heading



When selecting fonts for our headings and titles, we make sure they reflect the essence of our brand while maintaining legibility and clarity across various platforms. For our brand, we've chosen "Kodchasan" as our primary font. This serif font adds a sense of warmth, professionalism, and readability, which perfectly aligns with our brand's personality.

A large, bold, yellow sans-serif font 'A' and 'a' are displayed side-by-side, representing the chosen body font for the brand.

BODY FONT

Avenir

Font Style

Body

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&#@!~

For the body text of our brand, we've chosen "Avenir". This sans-serif font is clean, modern, and highly legible, making it perfect for long-form text and general content. We've selected "Avenir" because of its simplicity and versatility, ensuring that our messaging is clear, readable, and approachable across all platforms.

SUPPORT FONT

Nasalization

Font Style

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 f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 & \$ # @ ! ~

Support



For supporting text elements in our brand materials, we've selected "Nasalization". This unique display font adds a distinctive, technology touch to our design while still ensuring readability in smaller doses. It's perfect for accentuating specific details or providing a little extra personality to our brand without overpowering the primary fonts ("Kodchasan" & "Avenir").



DO'S & DON'TS

Ensuring brand consistency across all platforms is key in building recognition and trust. Here are some basic guidelines to ensure our brand is represented appropriately:

Do's

- **Use Official Color Palette**

Ensure you use the brand's specified colors in all assets.

- **Typography Consistency**

Use the specified fonts and styles in the brand guidelines for all written communications.

Don't's

- **Modify the Logo**

Do not alter, distort, or change the logo colors without permission.

- **Misuse Design Elements**

Avoid using the brand's graphic elements in a way that is not consistent with the guidelines.

- **Follow Imagery Style**

Use photography and illustrations that match the brand's aesthetic.

- **Consistent Messaging**

Ensure the message delivered is aligned with our brand values.

- **Inappropriate Color Usage**

Do not use colors that are not included in the brand's official palette for brand representation.

- **Conflicting Messages**

Avoid communications that contradict or obscure our brand message.

LEGAL GUIDELINES

Legal protection is a fundamental foundation in maintaining the strength and integrity of our brand. Below are some basic legal principles that must always be followed:

- **Copyright**

All materials produced related to our brand are protected by copyright. Always ensure to obtain permission before using third-party owned materials.

- **Trademark**

Logos, slogans, and other brand elements have been registered as trademarks. The use of the ™ or ® symbols must always follow established rules.

- **Licensing**

Some assets may be used under specific licenses. Ensure to follow all terms of these licenses, including usage, attribution, and restrictions.

- **Unauthorized Use**

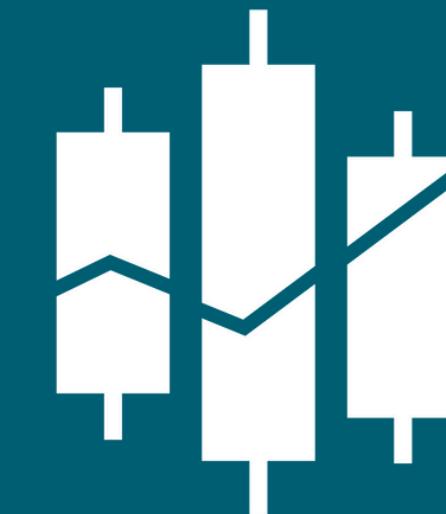
Avoid unauthorized or potentially brand-damaging use of our brand assets.

- **Objections and Violations**

Immediately report any objections or violations against our brand to our CEO.

- **Marketing Material Approval**

All marketing materials must be approved by TradeQuest before distribution to ensure compliance with applicable guidelines and legal regulations.



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CONTACT INFORMATION



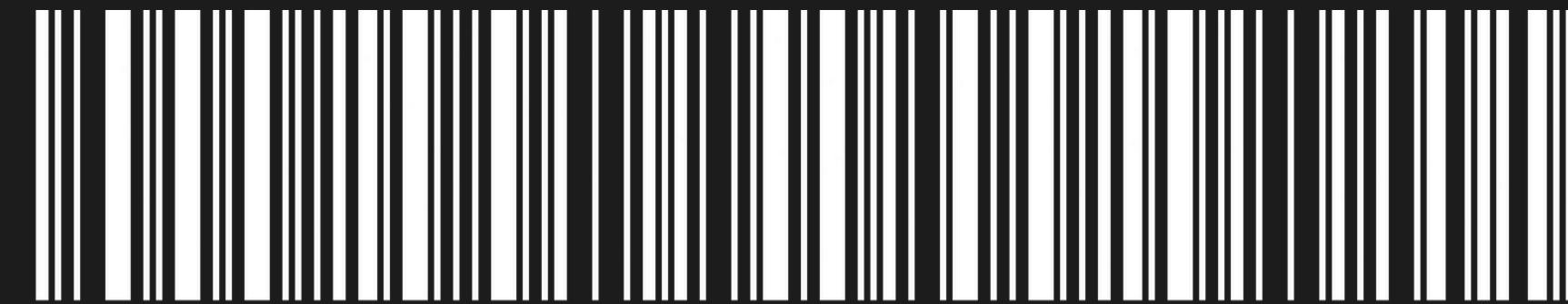
Website

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TRADEQUEST BRAND GUIDELINES