Brand Guidelines.

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Color background

Dark background

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Tagline

"Turn News Into Noteworthy Investments"

Brand Vision

“Pocketstox empowers retail investors to seamlessly discover investment opportunities by transforming everyday news consumption into actionable insights. Our objective is to democratize financial analysis, making the stock discovery process intuitive, efficient, and accessible to all. We stand for innovation through our cutting-edge AI which bridges the gap between information and investment, unlocking new paths to financial growth. Our commitment to trust, professionalism, and approachability eliminates the elitism of Wall Street, creating a new standard for investment tools. Pocketstox combines modern technology with personalized service to ensure young professionals and forward-thinking investors have the tools they need to thrive financially in a complex market landscape. By integrating our service into the natural rhythms of news reading, we redefine how individuals connect with their financial future, paving the way for informed decisions and sustained success.”

Brand Voice

Pocketstox speaks with a voice that’s clean, modern, and approachable—just like its target audience. It conveys a sense of trustworthiness, underpinned by a professional yet friendly tone. Our communication reflects innovation and insight, yet remains distinctly relatable. We simplify complexity with a confident, conversational style that empowers our users without overwhelming them. We are the "friendly expert"—offering keen insights and powerful tools in a way that’s intuitive and non-intimidating. Like a trusted guide, Pocketstox bridges the gap between daily news and the world of investing with clarity and precision, inviting users to explore, discover, and engage with opportunities seamlessly woven into their everyday routines.

Brand Logo.

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Lockup
Logo.

The Lockup logo typically refers to a design featuring a symbol or wordmark that is tightly structured or “locked” together to communicate strength, security, or unity. A “lockup” can involve the combination of graphic elements, such as an icon and text, arranged in a fixed way to convey a brand’s identity or message cohesively.

Pocketstox

Lockup
Logo Mark.

A lockup logo mark typically refers of a logo (symbol or mark). This is the graphic element or symbol that represents the brand. It could be a custom-designed icon, abstract shape, or visual element that carries the brand's identity.

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Clearspace
Logo.

Clearspace logo is the term for a specific amount of space that a logo must have on all sides, no matter where it is used. The reason for clearspace is to ensure that a logo maximizes visibility and impact. Maintaining proper clearspace helps ensure the logo looks professional and doesn't lose its visual impact in crowded designs.

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Brand Colors.

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Primary
Colors.

These are the core colors of the brand or design. They are the most prominent and are used frequently across the brand materials, such as logos, websites, and packaging. A primary color palette usually includes key colors.

Primary Color - 01

Primary colors are the foundation of color theory. They are colors that cannot be created by mixing other colors together. They serve as the building blocks for all other colors.

-

HEX
#A667F7

Primary Color - 02

Primary colors are the foundation of color theory. They are colors that cannot be created by mixing other colors together. They serve as the building blocks for all other colors.

-

HEX
#A667F7 - #6F2DDD

Primary Color - 03

Primary colors are the foundation of color theory. They are colors that cannot be created by mixing other colors together. They serve as the building blocks for all other colors.

-

HEX
#170144

Primary Color - 04

Primary colors are the foundation of color theory. They are colors that cannot be created by mixing other colors together. They serve as the building blocks for all other colors.

-

HEX
#6F2DDD

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Grayscale
Colors.

A grayscale color palette consists of varying shades of gray, ranging from pure black to pure white, with all the intermediate tones in between. The palette doesn't contain any hue or color, it only varies in lightness or darkness.

Grayscale Color - 01

Cloud

-

HEX
#EDEFF7

Grayscale Color - 02

Smoke

-

HEX
#D3D6E0

Grayscale Color - 03

Steel

-

HEX
#BCBFCC

Grayscale Color - 04

Space

-

HEX
#9DA2B3

Grayscale Color - 05

Graphite

-

HEX
#6E7180

Grayscale Color - 06

Arsenic

-

HEX
#40424D

Grayscale Color - 07

Phantom

-

HEX
#1E1E24

Grayscale Color - 08

Black

-

HEX
#000000

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P. Colors

Logo.

A primary colors logo are considered basic building blocks for creating other colors and are often used to create a bold and straightforward design. These are useful backgrounds for Logos. Make sure that you can use these backgrounds. Only use these types of contrast for your Logo's background.

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P. Colors

Logo Mark.

A primary colors logo mark are considered basic building blocks for creating other colors and are often used to create a bold and straightforward design. These are useful backgrounds for Logos. Make sure that you can use these backgrounds. Only use these types of contrast for your Logo's background.

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Primary Typography.

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Primary
Typography

Primary typography refers to the main font or typeface that a brand or design uses for its primary text, such as logos, headlines, or key messaging. It plays a crucial role in establishing the brand's personality and visual identity.

Aa

Primary
Typography

Manrope

ExtraLight style

Light style

Regular style

Medium style

Semibold style

Bold style

ExtraBold style

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In use

Typography.

In-use typography refers to how a specific typeface or font is applied and utilized in various design contexts, such as in digital and print mediums. It's not just about choosing a font but about how that font is styled, arranged, and integrated into the design to ensure readability, visual appeal, and effective communication.

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johndoe@gmail.com

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Icons and Typography.

Icons and typography are both essential design elements used to communicate messages visually. They work together in many designs—whether it's a website, an app, or branding materials—to convey meaning quickly and effectively. Each plays a distinct role, but when paired well, they enhance the user experience and design cohesion.

Applications Icon.

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Icon

Twitter “X”.

The Twitter profile icon is the image or avatar that represents a user’s account on the platform. It’s a customizable visual element that helps identify the user and set the tone for their personal or brand identity.

All rights reserved

Icon

Instagram.

The Instagram profile icon is the image or avatar that represents a user's account on the platform. It's a customizable visual element that helps identify the user and set the tone for their personal or brand identity.

Backgrounds Logo.

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Pocketstox

Pocketstox

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THANK YOU