

KEY TRADER BRAND GUIDELINES

By BizCuits



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Logo

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WELCOME TO THE KEY TRADE BRAND GUIDELINES

This is to ensures consistency in logo usage, colors, typography, and tone. Use it to align all designs and communications with the brand’s identity, and share it with partners to maintain cohesion.



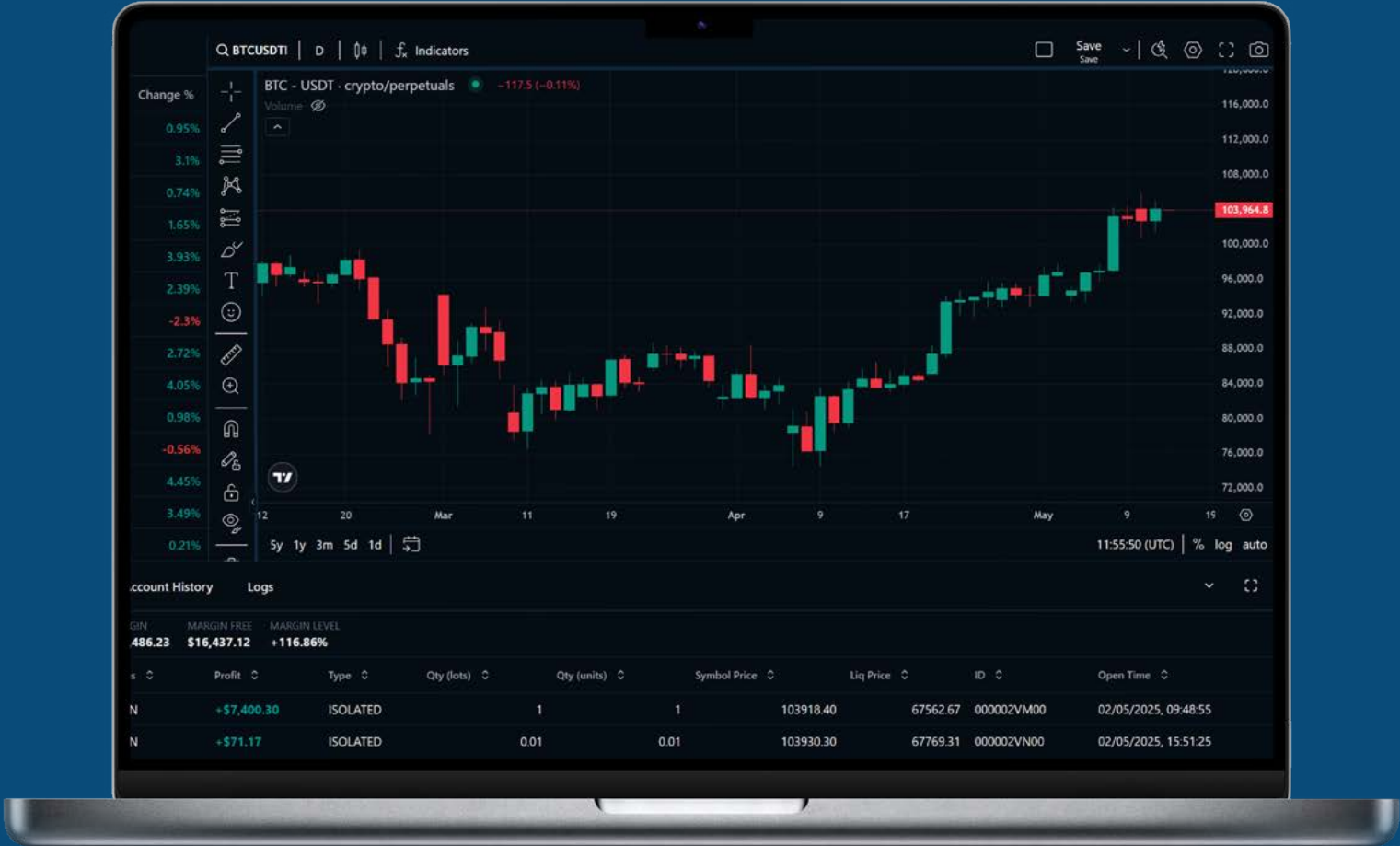
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THE BRAND STORY

Most platforms promise you the stars. They hand you a key, point to a door, and say, “Good luck.” But doors and keys are everywhere. What’s rare is transformation. At Key Trader, we believe the key isn’t for the door at all. The key is for you.

Because the real leap isn’t through a doorway. It’s the shift that happens when you realize you can become the kind of trader, the kind of broker, you’ve always hoped to be.

We’re not in the business of giving you access. We’re in the business of helping you transform, giving you the tools to change, adapt, and thrive in a world that never stops moving. Key Trader is your invitation to stop waiting for permission and start unlocking your own potential. Because the most important door you’ll ever open is the one inside yourself.





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OUR LOGO

The Key Trader logo is a key, yes-but it’s also a spark, a catalyst, an evolution mid-shift. It’s not just about opening doors. It’s about unlocking possibility.

It’s a reminder that transformation isn’t something that happens to you. It’s something you choose, every time you trade, every time you show up.

And the key?
It’s not for the lock. **It’s for you.**

To remind you that the future belongs to those willing to turn it.



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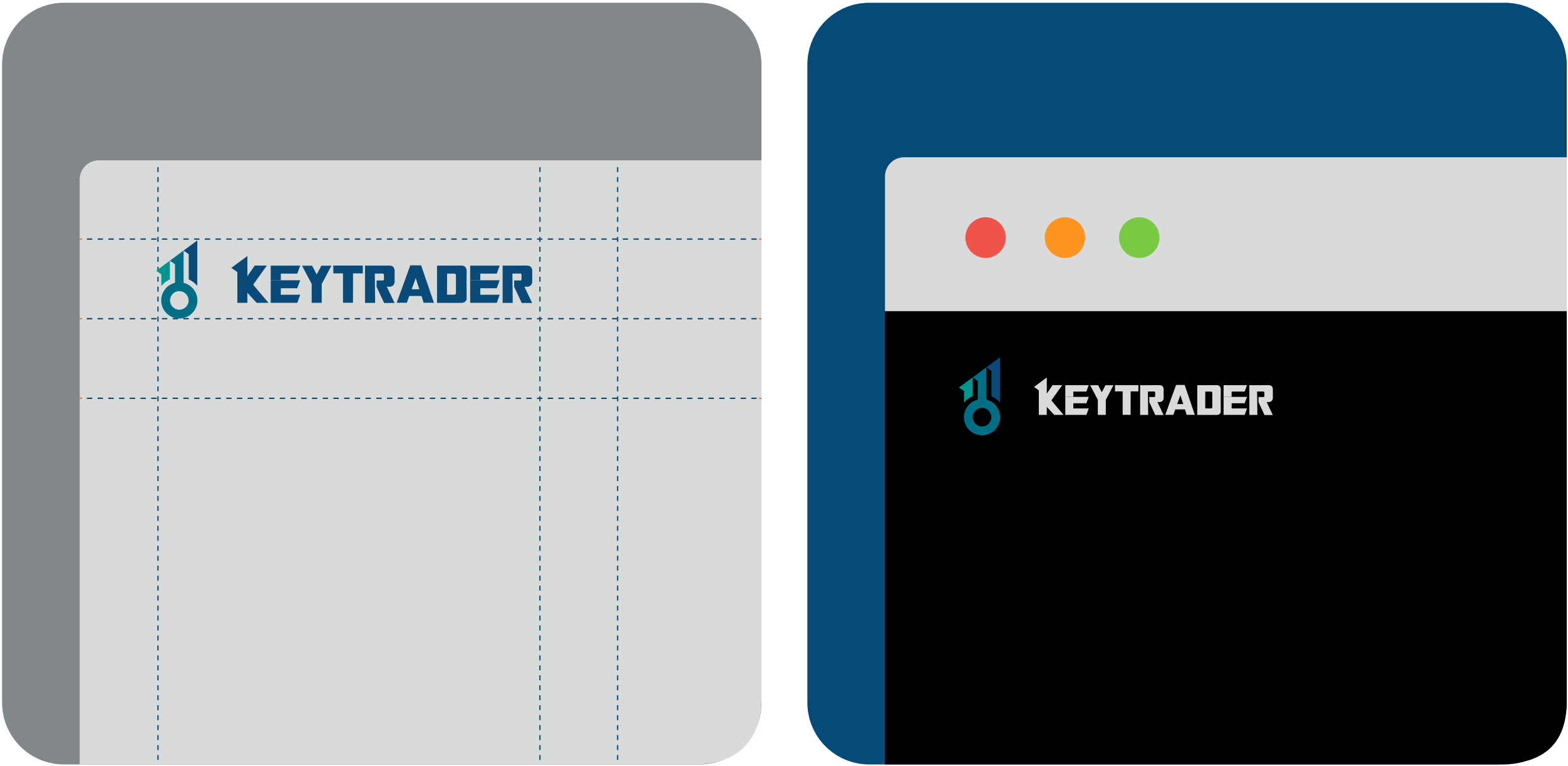
CLEARSPACE

Minimum Size

For clarity across digital and print applications our logo should never be reproduced at any size below the adjacent guidance.

Clear Space

For our logo to look the part, our logo needs space to stand out. We have defined parameters to make sure no other elements enter this clear space.

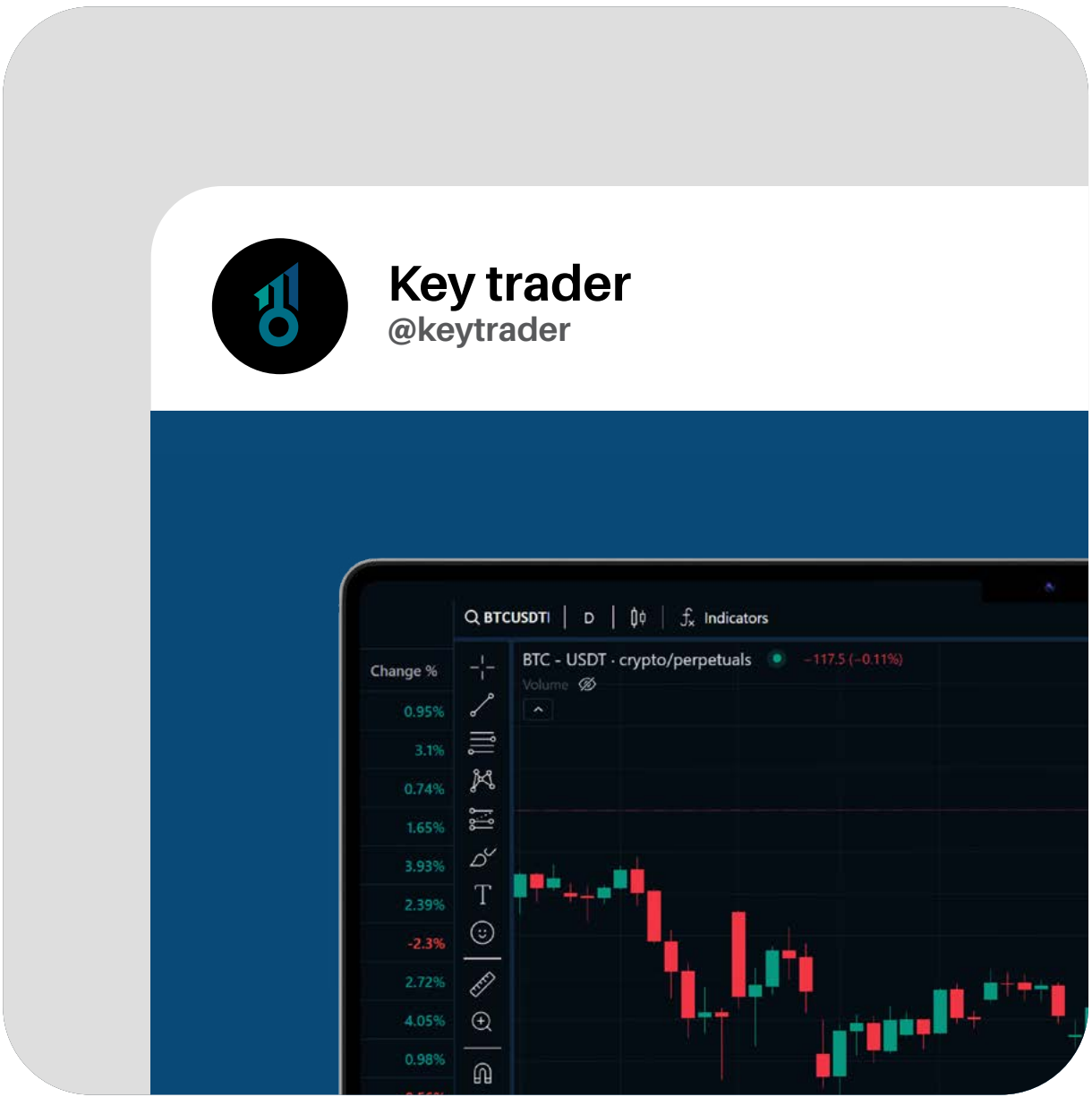




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ICON IN USE

Our icon is to be used alone on social media posts (varies), the website (depending on placement), and the mobile app.





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COLOURS

The key logo for our trading platform is built from a bold triad of colors: Blue Lagoon (#047285), Atoll (#0c4b79), and Eden (#0d484f). These shades of deep blue and green evoke trust, stability, and clarity – core values in the trading world. Blue tones are widely associated with intelligence and financial confidence, while the subtle green hints nod to growth and opportunity. Paired with a clean, modern typeface, this palette defines the brand’s identity and should be consistently reflected across all touchpoints to reinforce credibility, professionalism, and visual cohesion.

BLACK KEY
03080C
RGB: 3, 8, 12
CMYK: 77, 68, 65, 85

BLUE LAGOON
047285
RGB: 0, 115, 134
CMYK: 89, 42, 38, 9

ATOLL
#ABC7EA
RGB: 11, 76, 122
CMYK: 99, 74, 29, 12

EDEN
#0D484F
RGB: 16, 72, 79
CMYK: 91, 56, 55, 39

WHITE SMOKE
#F5F5F5
RGB: 245, 245, 245
CMYK: 3, 2, 2, 0



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PRIMARY TYPE

Our primary typeface for both social media and our website is onest. With its variable font families, it remains highly adaptable.

Onest Black

AaBbCc

UNLIMITED TRADING
POWER!

Onest Bold

abcdefghijklmn
opqrstuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890!@£\$%^&*()

Onest Medium

abcdefghijklmn
opqrstuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890!@£\$%^&*()



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SECONDARY TYPE

Our Secondary typeface for both social media and our website is IBM sans With its variable font families, it remains highly adaptable. to be used as a body text or even annotations.

IBM sans Bold

AaBbCc

UNLIMITED TRADING
POWER!

IBM sans Medium

abcdefghijklmn
opqrstuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890!@£\$%^&*()

IBM sans Semi Bold

abcdefghijklmn
opqrstuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890!@£\$%^&*()



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TYPE HIERARCHY

The font hierarchy is as follows: Black or Extra Bold should be used for headlines, while Regular is designated for body text. Bold and Medium can be adapted as needed.

Large Headlines: onest black

TRADING POWER!

Smaller Headlines: Onest Bold

We believe trading should be Accessible & Efficient!

Sub-Headlines: Onest Medium / IBM Sans

Find out

Body Copy: IBM sans

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

Annotation: IBM Sans

Annotatation example

Button: IBM Medium

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