



Trade W Brand Manual V2.0

Produced by Trade W Brand Design

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Hello! Welcome to Trade W

Trade W is a leading multi-asset trading platform with over seven years of industry experience, dedicated in providing global users with secure, convenient, and efficient trading solutions.

As of now, over 5 million active users have easily accessed a wide range of CFD trading services, including forex, cryptocurrency, stocks, indices, metals, and commodities, via the Trade W app and website.



7 years+

Industry Experience

A Reliable Presence in Global Trading Market

5 Million

Active Users

A Growing Global Trading Community

100+

Trading Instruments

30+ Currency Pairs and
47+ Cryptocurrencies for a Comprehensive
Trading Experience

\$60 Billion+

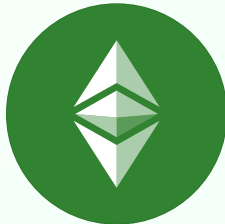
Monthly Trading Volume

Providing Deep Liquidity for Efficient Trading

50+ Countries

Global Reach

Easy for Users to Access and Trade
Anywhere



Trusted globally, built for traders



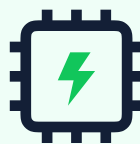
Multi-Platform Trading Experience

Seamless access to trading via MT4, MT5, website, and mobile applications, which enabling uninterrupted trading across all devices.



Global Regulatory Compliance

Licensed by the Seychelles Financial Services Authority (FSA) (License No.: SD111), compliant with international standards in ensuring safety and trust.



Ultra-Low Latency Execution

Powered by an advanced matching engine, we deliver millisecond-level order execution, optimized high-frequency and high-volume trading environments.



Dedicated Expert Support

Dedicated account managers provide personalized support, helping to develop tailored strategies and to receive expert trading guidance.



Fast and Convenient Fund Transfers

60-second instant deposits and efficient 20-minute withdrawals, ensuring fast and secure fund transfers, so you can focus on your trades.



24/7 Multilingual Support

AI-powered multilingual support team, providing fast and clear assistance 24/7, always ready to serve you.

Key Partners



Brand Slogan

Step In. Stack Up.

From here, every step takes you closer to the top.

As Trade W's brand slogan, it captures the essence of our brand philosophy and reflects the aspirations that we share with our users.

This is not only an encouragement for each user but also our commitment to grow with our users, empower their journey, and move forward together.

We convey the empowering belief that "success is a process of accumulation", encouraging users to keep learning, sharpening their skills, and growing their returns. Every effort is a step forward for greater opportunities and a better life.



Slogan Interpretation

Step In

"Step In" represents the courage to take the first step.

We invite every user to step into Trade W's global trading platform, embracing the limitless possibilities of the financial world. This is the first step towards financial success, a call to action for users. Whether you're new or experienced traders, we encourage everyone to take their own first step towards success and create their own future of success and prosperity.

Stack Up

"Stack Up" represents continuous accumulation and growth.

By participating in trading, users not only accumulate wealth but also enhance their trading skills and knowledge. Success comes from consistent efforts and experience, aligns closely to our vision, reflecting our commitment to help users break barriers, unlock potential, and create a better future through continuous technology and innovation.



Brand Mission

We are committed to providing global traders with accessible tools, knowledge, and opportunities, empowering them realize value and achievements.

Integrating cutting-edge technology with a world-class market environment, we continuously fulfill our commitments to provide every user with a seamless, efficient, and transparent trading experience.



Brand Vision

Building an open, inclusive, and future-oriented global financial ecosystem.

At Trade W, we are building a global trading ecosystem founded on collaboration and mutual success.

Regardless of background or experience, everyone deserves equal access to financial opportunities, enable them to unlock their potential and achieving self-worth.

With traders at our core, we break boundaries, innovation through technology, building trust through transparency, and promoting the creation of a more sustainable and dynamic market future.

Brand Values

Customer First

We are always user-centric, listening to needs and responding to challenges, and driving each product and service iteration with value orientation.

Commitment

We envision a world where business growth and sustainability go hand in hand, and we are actively shaping the future through every decision we make.

Integrity

Trust is the foundation of trading. We support the transparency, fairness, and responsibility, always fulfilling our commitments to users and society.

Collaboration

We encourage open collaboration across cultures and disciplines, seeking optimal solutions from diverse perspectives, achieving mutual success and building teams.

Innovation

We believe that technology and creativity can redefine boundaries and continuously driving platform growth and industry transformation.

Passion

We are passionate about what we do, embracing continuous exploration and bold breakthroughs to drive innovation and empower traders.



Trade W Brand Visual Philosophy

Guided by our mission and vision, Trade W has established a strategic and systematic visual identity system aimed in conveying our core values through a thoughtfully designed visual language.

By leveraging a consistent and recognizable visual expression, we strive to create meaningful emotional connections with our global audience, while reflecting Trade W’s distinctive brand essence and long-term commitment to sustainability.

Over the past eight years, our unwavering focus has been on enhancing product performance and user experience. With the continued growth of our global user base, we are now advancing the integration of brand and product to shape a trusted and beloved global trading platform.

To more powerfully embody our brand spirit and future commitment, the following design principles serve as the foundation of Trade W’s visual identity system consistently conveying our value proposition and brand vitality.

Key Points of Visual Philosophy:

Green as the Primary Brand Color

Green symbolizes profitability and growth, transmitting positive energy while expressing our wish for users to achieve success and create a better life.

Bright Accent Color

The bright tones express a sense of vitality and modernity, reflecting the brand's youthful and innovative spirit.

Minimalist & Modern Design

Minimalist style express the brand's professionalism and refined aesthetic, ensuring a clear and modern image.

Diverse and Inclusive Brand Image

Showcasing diverse real-life images that reflect different cultures and backgrounds, highlighting the brand's inclusiveness and global perspective.

Function-Oriented Presentation

The design focuses on optimizing user experience, simplifying information delivery, and making transaction operations more intuitive and efficient.

Trade W Brand Visual System Guidelines

1. Structure Overview

This manual is organized in a "**Core Elements → Application Scenarios**" structure to systematically present the Trade W brand visual identity system. The Core Elements section serves as the foundation of the visual system, covering five key components: brand logo, standard colors, brand typography, graphic elements, and image styles. These provide a unified standard for brand expression. The Application section focuses on real-world implementations of the visual system, including product interfaces (APP and website), brand social media, advertising materials, and branded merchandise, ensuring consistent brand presentation across various touchpoints. While the two sections are relatively independent, they are closely interrelated. When using this manual, one should first understand the core principles outlined in the foundational section, then follow the application guidelines to maintain brand consistency and professionalism across all scenarios and avoid misapplication or deviation.

2. Strict Implementation of Guidelines

- © All specifications outlined in this guideline, including all items under both Basic Elements and Application Scenarios, must be strictly implemented without arbitrary changes or replacements.
- © For items with illustrations but without explicit specifications on size or material, or those marked as “for reference,” appropriate judgment may be applied as long as the core rules under the Basic Elements section are not violated.
- © For new use cases not yet covered in this guideline, any application involving brand logo, standard typography, or brand color must follow the principles defined in the Basic Elements section. Do not alter the form or style arbitrarily. Refer to similar standards to ensure consistency and brand recognition.

3. Prioritize the Most Accurate Usage

Whenever possible, use the standard graphic files provided in this guideline to ensure accuracy in proportions, layout, and overall construction. Color usage must strictly follow the standard color codes defined in this guideline, and physical references such as Pantone swatches should be used to minimize discrepancies and maintain visual consistency and professionalism.

- © This guideline serves not only as the official reference for the Trade W brand identity system but also as a vital expression of our corporate values and culture. All employees and partners must actively protect Trade W’s intellectual property by strictly adhering to the standards. Brand assets must not be shared with or disclosed to unauthorized parties under any circumstances.

A1

Brand Logo

A1.01

Brand Logo Composition

The brand logo is the core of Trade W's visual communication. It serves as both the “face” and the “signature” of the brand, conveying its identity and essence at first glance. The logo consists of two main components:

Graphic Symbol: A symbolic visual element that enhances recognizability and conveys deeper meaning.

Brand Logotype: A custom-designed brand name that strengthens textual recognition. It complements the graphic symbol to form a clear and cohesive brand identity.



The brand logo is the first visual touchpoint between the brand and its users, serving as a symbol of professionalism, trust, and consistency. From the date of this guideline's release, all visual communications must strictly follow the brand logo usage guidelines without any unauthorized modifications.



A1.02

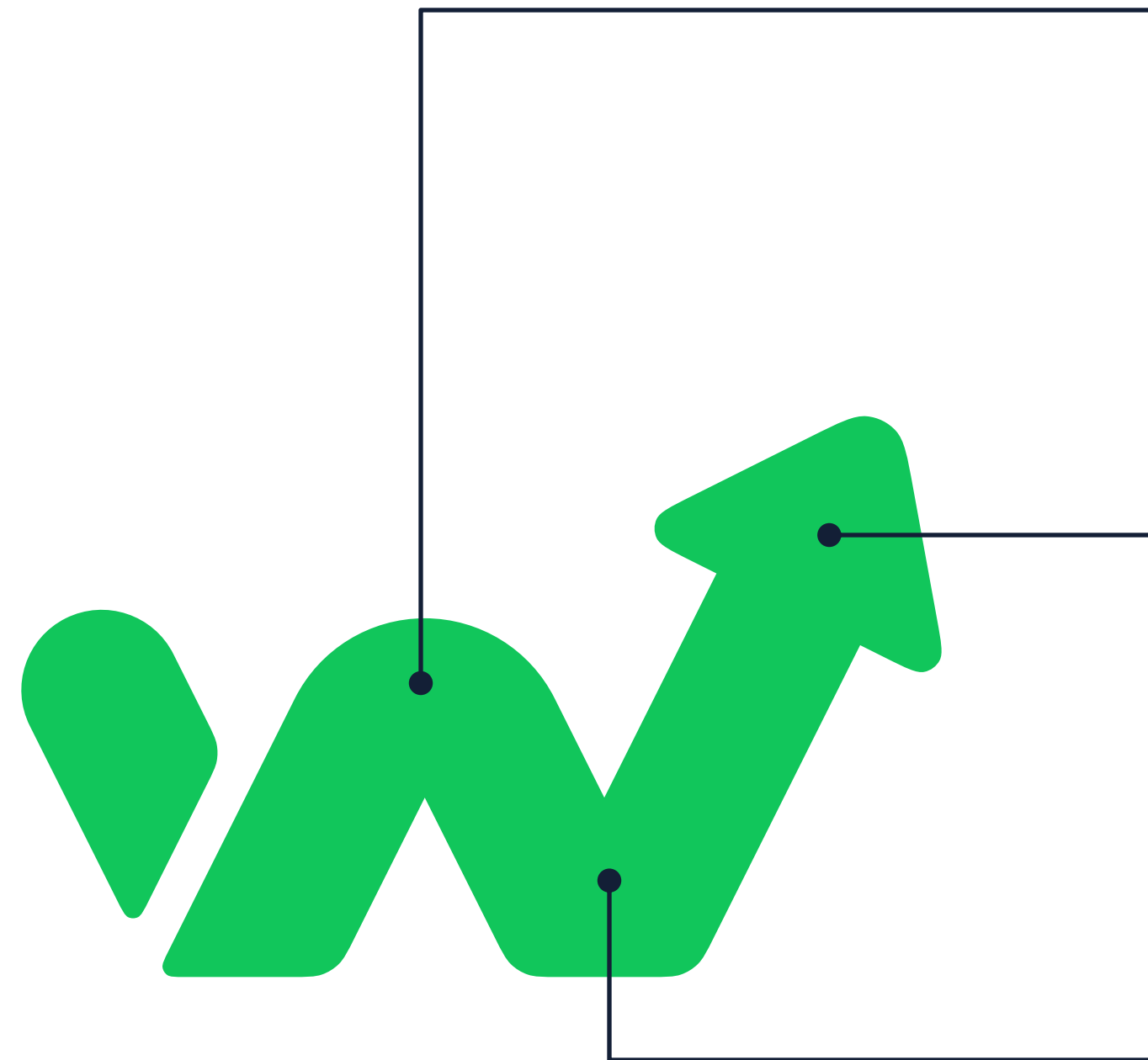
I. Graphic Symbol Interpretation

The Trade W graphic symbol adopts a clean and modern design language, combining the elements of an “**upward arrow**” and a “**W-shaped curve**” to represent market growth trends and the platform’s stable support. It serves not only as a symbol, but also as a visual expression of the brand’s philosophy.

This symbol embodies Trade W’s core value of being “trader-centric and growth-driven,” delivering a visual message of steady investing and long-term value to its users.



To strengthen brand recognition, the Trade W graphic symbol is strictly limited to specific scenarios such as app icons, splash screens, and social media profile pictures. For all other channels including the official website, marketing materials, and other assets, the full brand logo must be used. The graphic symbol may not be used on its own in these contexts.



"W" Form: Market Fluctuations and Trading Ecosystem

The main structure of the graphic symbol forms the letter “W,” echoing the brand name Trade W while symbolizing the dynamic fluctuations of the financial market. Trading is never a straight line — it is full of ups and downs. Trade W supports users with diversified trading products, real-time market data, and intelligent analysis tools, empowering them to navigate volatility and seize every investment opportunity.

Additionally, the “W” also evokes the ideas of Wealth and Win, symbolizing Trade W’s core mission of driving wealth growth and empowering users to achieve financial freedom.

Upward Arrow: Growth, Breakthrough, and Success

The right side of the graphic logo extends into an upward arrow with smooth lines, directly conveying a vision of market growth, investment returns, and user success. This design not only represents traders' profit goals in the market but also reflects Trade W's core commitment as a financial platform. It empowers users with advanced technology and services to achieve steady growth, overcome trading barriers, and continuously succeed.

The arrow also symbolizes foresight and innovation. Trade W leverages cutting-edge technology to offer users a wide range of trading strategies, making trading smarter and more efficient.

Green Primary Color: Safety, Trust, and Wealth Growth

Green is often seen as a symbol of stability, trust, and wealth in the financial world. Trade W uses green as its primary color to convey the following ideas:

- **Security and Compliance:** As a financial trading platform, Trade W prioritizes fund safety, transaction transparency, and user privacy. The green color reflects its commitment to compliant operations.
- **Wealth Growth:** Green symbolizes money and growth. Trade W aims to provide a stable investment environment that supports wealth accumulation.
- **Sustainability:** Green also represents long-term, sustainable growth. Trade W encourages users to adopt long-term investment strategies, optimize asset allocation, and achieve steady returns.

A1.03

II. Brand Logotype Interpretation

Trade W is a brand name that blends the ideas of professional trading and wealth vision. It is concise yet powerful, carrying deep meaning. The combination of “Trade” and “W” is not only catchy and rhythmical but also creates a strong and distinctive brand identity.



To ensure consistency in brand communication, the brand name must always be written with a space between “Trade” and “W” when used in text or within the brand logo

Periods or any other symbols must not be used in place of the space between “Trade” and “W”.

Trade W

Trade – The Core Essence of Professional Trading

“Trade” refers to trading, directly conveying the brand’s core business — multi-asset financial trading. It represents:

A diverse range of tradable instruments (such as forex, stocks, gold and oil, cryptocurrencies, etc.);

A real-time and efficient matching system;

A professional and transparent trading environment;

A global investment perspective.

The word itself is closely tied to the global financial context. It is concise, international, and easy to recognize and communicate.

“W” carries a dual meaning: Wealth and Win

“W” is more than just a letter — it embodies layered meanings:

Wealth: Trade W is committed to helping users preserve and grow their assets through a wide range of financial products and intelligent trading tools.

Win: It symbolizes users’ success and breakthroughs in trading, reflecting the platform’s user-centric philosophy that empowers individuals to seize opportunities and shape their future.

At the same time, the fluctuating shape of the letter “W” subtly alludes to the ups and downs of the financial markets, reinforcing the essence of trading.

A1.04

Brand Logo Overview

The brand logo is the core element of the visual communication system and plays a vital role in strengthening visual identity. It consists of the symbol and the brand logotype. This page explains the different versions of the brand logo.

There are two main categories: Horizontal Brand Logo and Vertical Brand Logo



1. Under the same conditions, the horizontal brand logo is the preferred option.
2. The vertical brand logo is only applicable in specific communication scenarios.
3. To strengthen brand recognition, the Trade W symbol is reserved for use only in app icons, splash screens, and social media profile pictures. It must not be used alone on the official website, marketing materials, or any other channels. The full version of the brand logo must be used in all other cases.

1 Brand Logo - Horizontal



2 Brand Logo - Vertical



A1.05

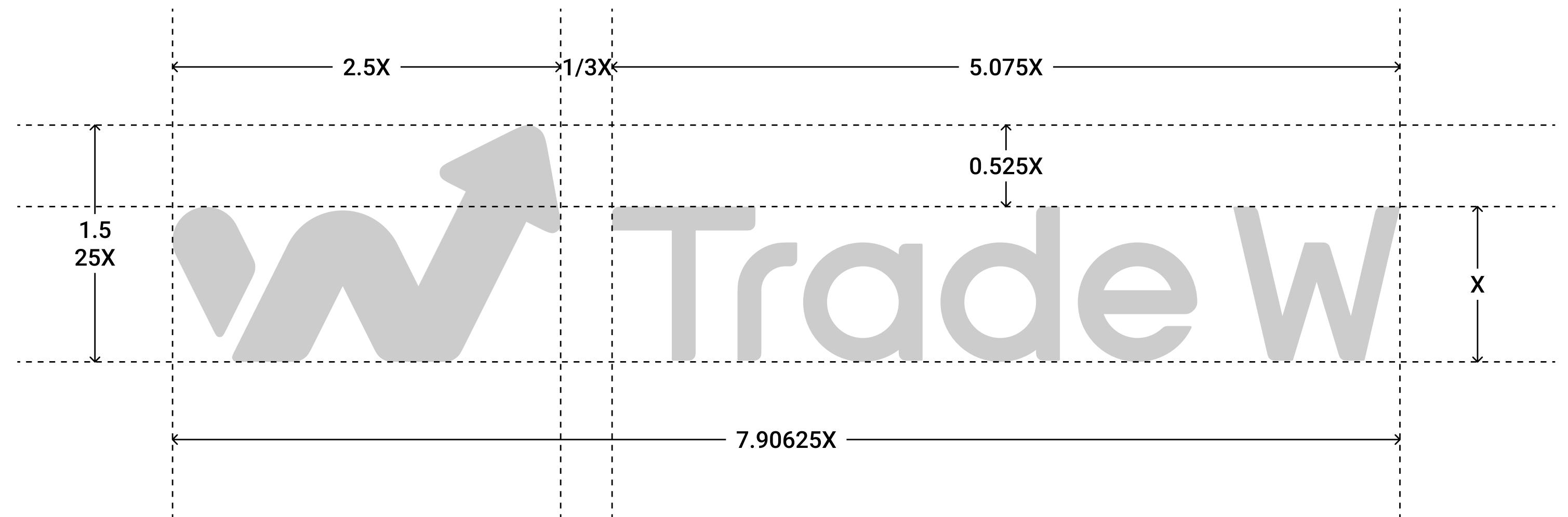
I. Brand Logo – Horizontal Version Design Specifications

The brand logo is a core element of the visual communication system, playing a crucial role in strengthening brand recognition and maintaining a consistent visual identity. It consists of the graphic symbol and the brand logotype. This page provides the design specifications for the horizontal version of the brand logo.

In constructing the brand logo, the height of the logotype “Trade W” is defined as unit X. All other dimensions are set in multiples of X to ensure proportional balance and visual consistency.



1. Under the same conditions, the horizontal version of the brand logo is the preferred format;
2. the vertical version should only be used under specific communication scenarios.
3. To strengthen brand recall among customers, the Trade W graphic symbol is strictly limited to use in App icons, splash screens, and social media avatars.
4. On the official website, in marketing materials, and across all other channels, the full version of the brand logo must be used; the graphic symbol alone is not permitted.



A1.06

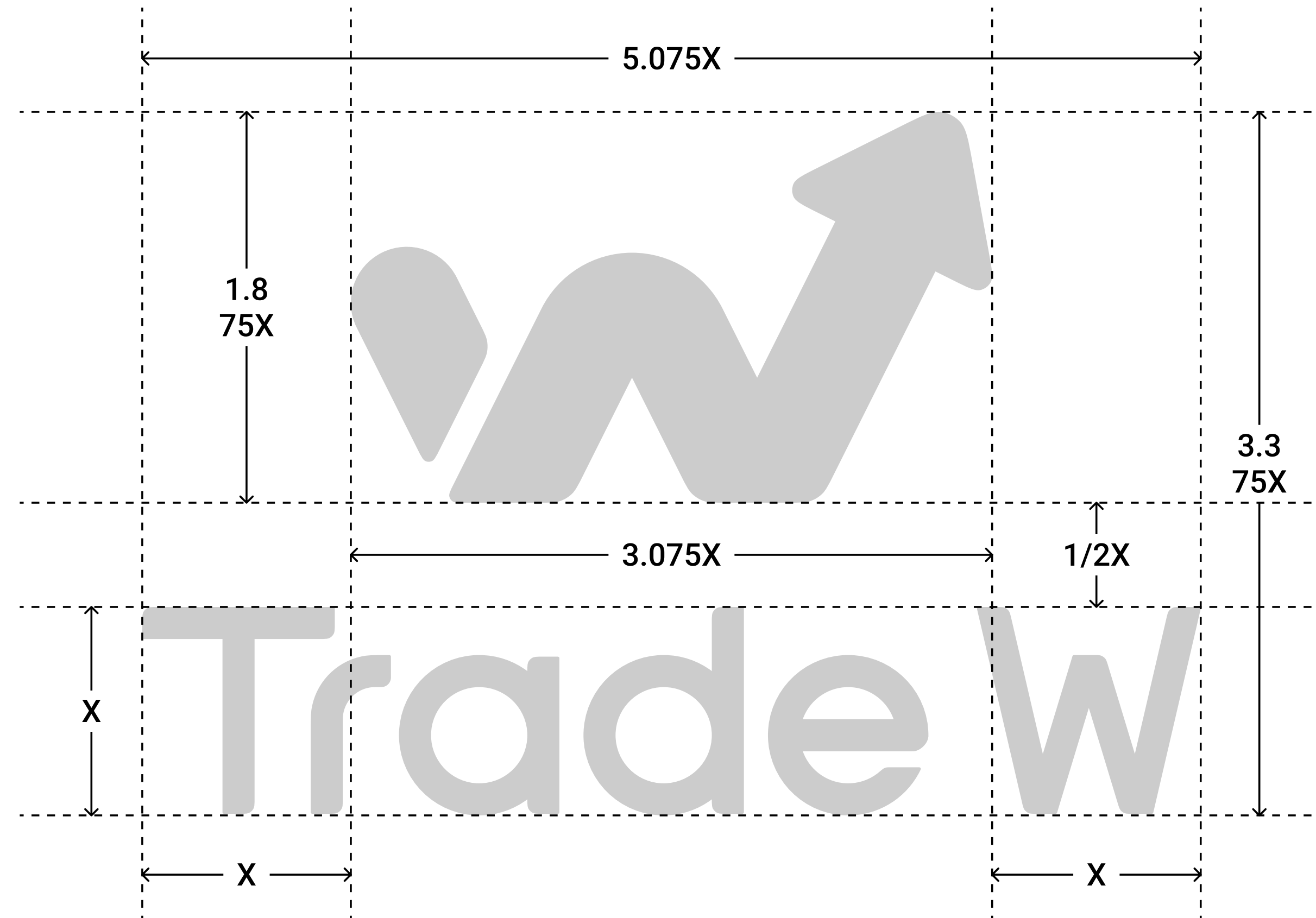
II. Brand Logo – Vertical Design Guidelines

The brand logo is a core element of the visual communication system and plays a vital role in strengthening brand recognition and ensuring a unified visual identity. The logo consists of the graphic symbol and the brand wordmark. This page outlines the design guidelines for the vertical version of the logo.

In constructing the logo, the height of the wordmark “Trade W” is used as the standard unit (X), with all other dimensions set as multiples of X. This ensures balanced proportions and visual consistency.



1. Under the same conditions, the horizontal version of the brand logo is the preferred format;
2. the vertical version should only be used under specific communication scenarios.
3. To strengthen brand recall among customers, the Trade W graphic symbol is strictly limited to use in App icons, splash screens, and social media avatars.
4. On the official website, in marketing materials, and across all other channels, the full version of the brand logo must be used; the graphic symbol alone is not permitted.



A1.07

III. Brand Logo – Black-and-White Overview

The brand logo is a core element of the visual communication system and plays a vital role in strengthening brand recognition and maintaining a unified visual identity. The logo consists of the graphic symbol and the brand logotype. This page presents the black-and-white version of the brand logo.



1. Under the same conditions, the horizontal version of the brand logo is the preferred option.
2. The vertical version should only be used under specific communication circumstances.
3. To strengthen brand recognition, the Trade W graphic symbol is exclusively reserved for use on app icons, launch screens, and social media profile pictures. For the official website, marketing materials, and all other channels, the full version of the brand logo must be used. Using of the graphic symbol alone is strictly prohibited.

1 Brand Logo – Black-and-White Horizontal Version



2 Brand Logo – Black-and-White Vertical Version



A1.08

IV. Brand Logo – Reversed Version Overview

The brand logo is the core element of the visual communication system, playing a vital role in strengthening brand recognition and maintaining a unified visual identity. The logo consists of the graphic symbol and the brand logotype. This page presents the reversed version of the Trade W logo.



1. Under the same conditions, the reversed logo in the brand's primary color is the preferred option;
2. Under the same conditions, the horizontal version of the brand logo should take priority;
3. The vertical version is reserved for specific communication scenarios only;
4. To strengthen brand recognition, the Trade W graphic symbol may only be used independently on app icons, splash screens, and social media profile images; on all other platforms such as the official website and marketing materials, the full version of the logo must be used and the graphic symbol cannot appear on its own.

1 Brand logo-Brand Color Inverse Draft



2 Brand Logo – Reversed Monochrome Logo



A1.09

Brand Logo-Safe Space

Use the height of the “Trade W” logotype (denoted as X) as the reference unit. Place rectangles with a height of X at the bottom left and bottom right corners, and rectangles with a height of $\frac{3}{4}X$ at the top left and top right corners. This defines the safe space for the vertical logo.

This rule ensures that the logo remains free from interference or encroachment by unrelated elements, preserving visual clarity and integrity.



1. Under the same conditions, the horizontal version of the brand logo is the preferred option.
2. The vertical version should only be used under specific communication circumstances.
3. To strengthen brand recognition, the Trade W graphic symbol is exclusively reserved for use on app icons, launch screens, and social media profile pictures. For the official website, marketing materials, and all other channels, the full version of the brand logo must be used. Using of the graphic symbol alone is strictly prohibited.

Horizontal Logo – Safe Space Guidelines



A1.09

Brand Logo-Safe Space

Using the height X of the brand name typeface “Trade W” as the reference, place rectangles of height X at each of the four corners of the logo. This defines the safe space around the brand logo.

This guideline ensures that the brand logo remains free from interference by unrelated elements or edge encroachment during application, maintaining clarity and integrity in visual recognition.



1. Under the same conditions, the horizontal version of the brand logo is the preferred option.
2. The vertical version should only be used under specific communication circumstances.
3. To strengthen brand recognition, the Trade W graphic symbol is exclusively reserved for use on app icons, launch screens, and social media profile pictures. For the official website, marketing materials, and all other channels, the full version of the brand logo must be used. Using of the graphic symbol alone is strictly prohibited.

Vertical Logo – Safe Space Guidelines



A1.10

Brand Logo – Minimum Usage Guidelines

To ensure the brand logo remains clearly identifiable in all application environments, this page defines the minimum usage size of the brand logo.



Please follow the specified minimum size of the logo to avoid display and printing issues later on.

1 Minimum Size for Print Use Use height H as the reference unit



2 Minimum size for screen display Use height H as the reference unit



A2

Brand colors

A2.01

Brand Primary Color

The brand’s primary colors are an expression of its emotional tone, forming the most impactful part of its visual language. Like the “tone and temperament” of a brand, the primary colors reflect the essence of Trade W’s identity. We use a precise color system to ensure visual consistency and emotional coherence:

Core color values are consistently adapted across multiple media formats such as RGB (screen), CMYK (printing), PANTONE (spot color);
Brand Primary Color is green, conveying growth, stability, and sustainable development;
Supplement color palette is used in combination to enrich visual layers and support diverse communication needs.

Color form long-term memory in users' minds and serves as a bridge for emotional connection with the brand, and broad and consistent application will further deepens the users' emotional identification.

Brand green

Pantone
2420 C

12C65B

R18	G198	B91	
H144	S91	B78	
C73	M0	Y88	K0

Midnight black

Pantone
289 C

131F37

R19	G31	B55	
H220	S65	B22	
C93	M82	Y49	K58

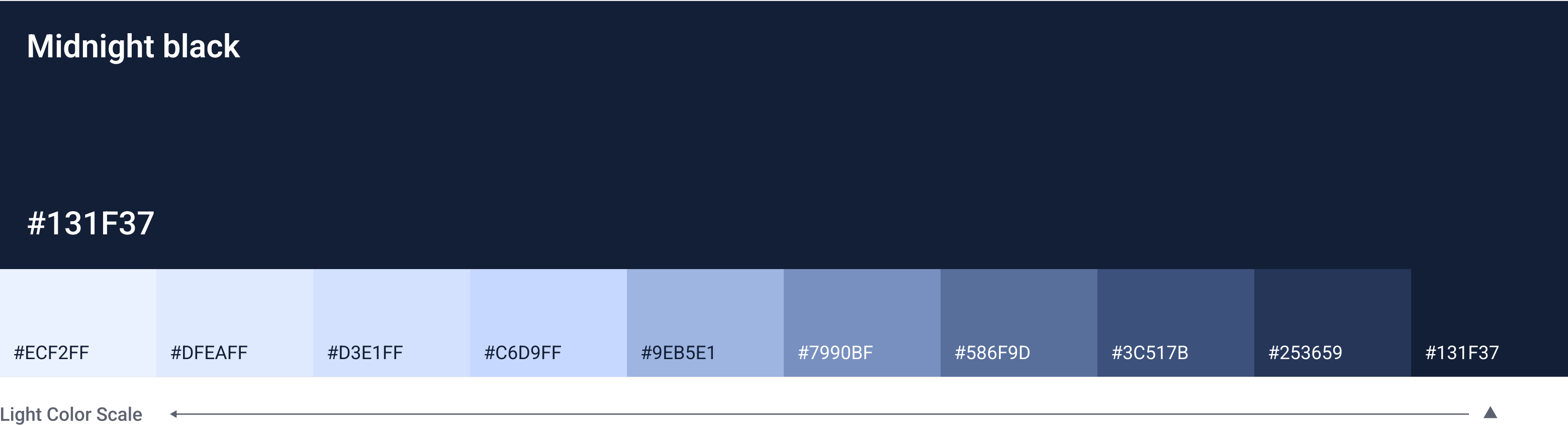
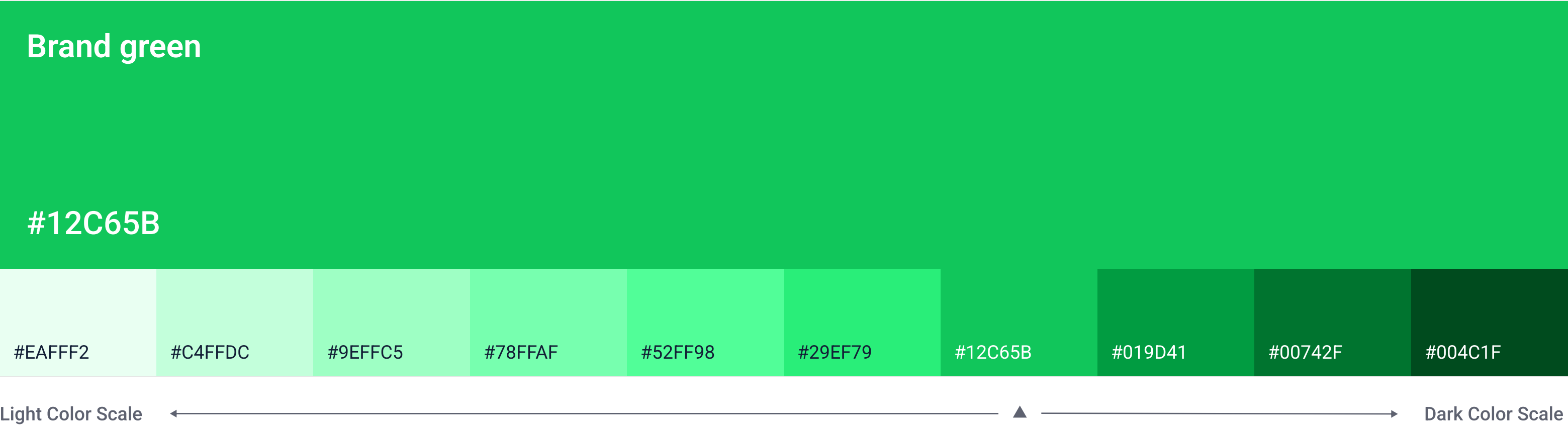
A2.02

Brand Primary Color - Color Scale

To support and enrich the application of the primary color, this page defines the standardized color scale for the Trade W brand's primary color.



The same color may appear differently under different lighting and materials, so the color samples in this manual should be used as the standard reference.



A2.03

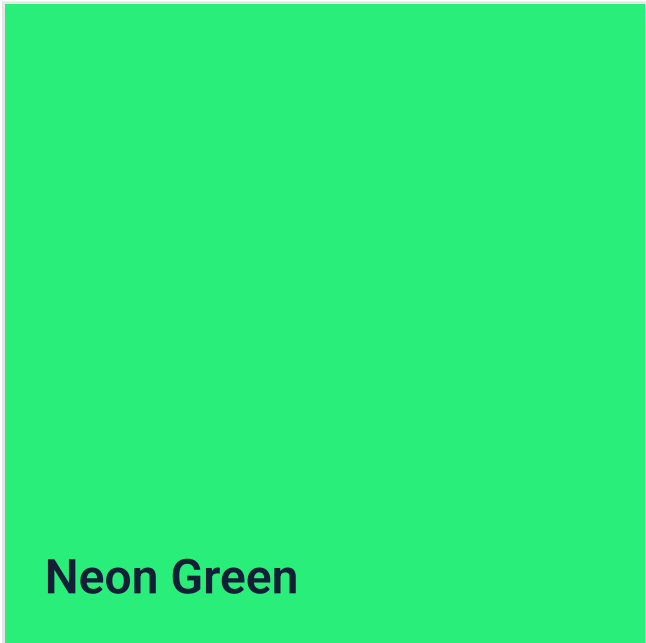
Brand Secondary Colors

To enrich the Trade W brand color system, this page defines a set of secondary colors aligned with the brand tone. These secondary colors should be used in combination with the primary colors to enhance the visual expressiveness of the Trade W brand. In general, colors outside the defined primary and secondary palettes are not recommended for use in Trade W-related designs.

This page outlines the usage guidelines for Trade W’s secondary colors and provides various standardized color applications.



Secondary colors are intended solely for visual design color matching. For UI pages and printed materials, please make appropriate adjustments based on the secondary color palette.



Neon Green

29EF79
R41 G239 B121
H144 S83 B94



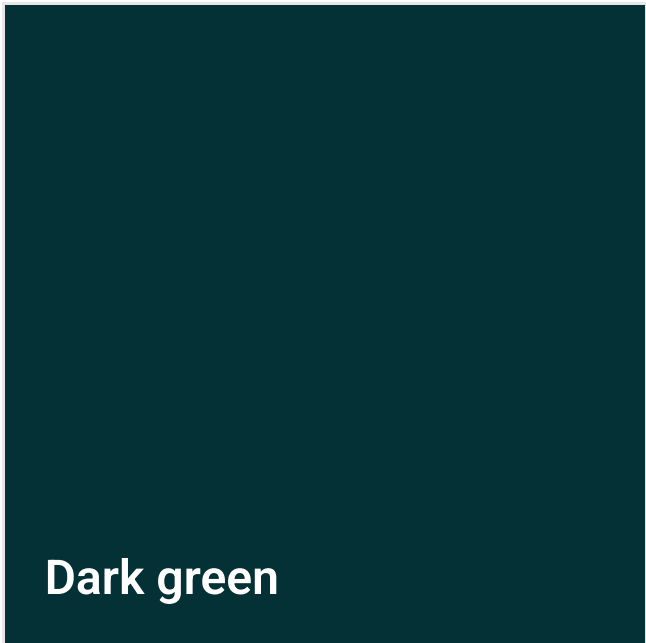
Neon yellow

D4FF00
R212 G255 B0
H70 S100 B100



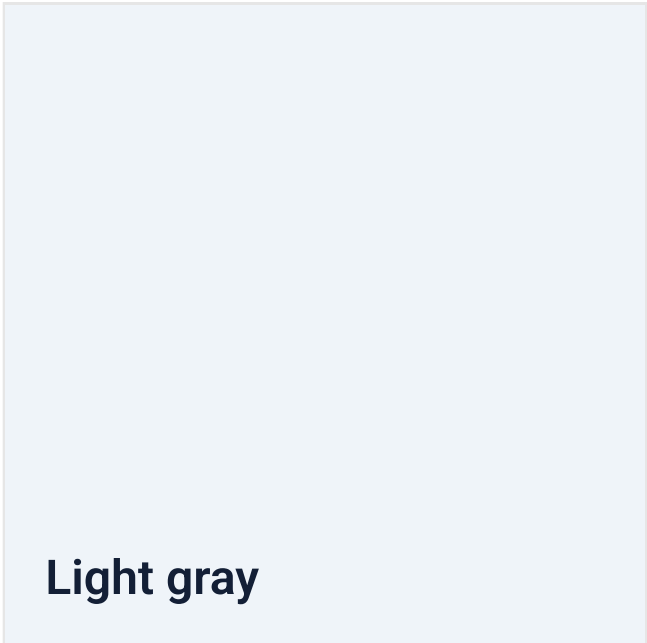
Royal Blue

266FFF
R38 G111 B255
H220 S85 B100



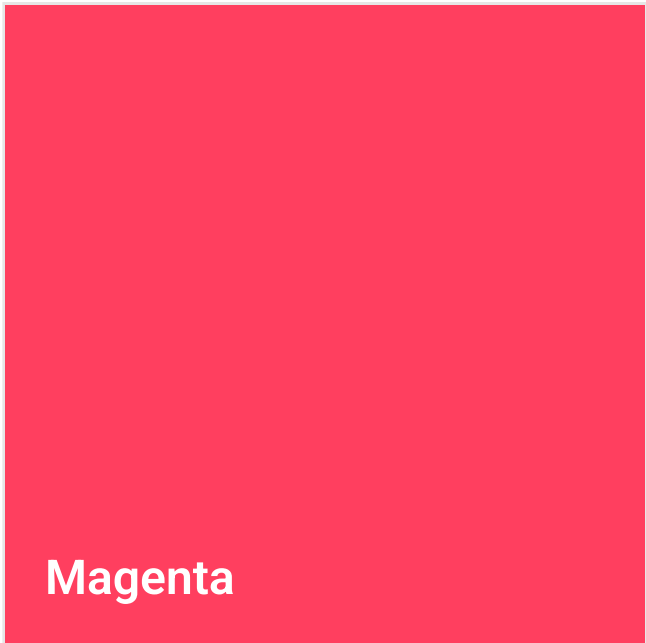
Dark green

043136
R4 G49 B54
H186 S93 B21



Light gray

F0F5F9
R240 G245 B249
H207 S4 B98



Magenta

FF4060
R255 G64 B96
H350 S75 B100

A2.04

Brand Secondary Colors – Color Scales

To enrich the Trade W brand color system, this page defines a set of secondary color scales that align with the brand's visual identity.



A2.05

Special Printing Process Colors

To enrich the brand's color palette, this page presents special printing process applications of the Trade W brand mark, such as gold stamping, silver stamping, black foil stamping, and white foil stamping.



Gold Stamping

Pantone
PANTONE
14-1031TPG Rattan

D4B373
R212 G179 B115
H40 S46 B83
C18 M27 Y64 K0



Silver Stamping

Pantone
PANTONE
15-4008TPG Blue Fog

97ABBD
R151 G171 B189
H209 S20 B74
C42 M25 Y17 K0



Black foil stamping

Pantone
PANTONE
Black 6 C

101820
R16 G24 B32
H210 S50 B13
C100 M79 Y44 K93



White foil stamping

Pantone
PANTONE
11-0601TPG Bright White

F5F7F6
R245 G247 B246
H150 S1 B97
C3 M1 Y2 K0

A2.06

Brand Logo Background Application – Gray Background

To ensure the brand logo remains clearly visible on various shades of gray backgrounds, attention must be paid to the contrast between the logo and the background color. Enhancing this contrast helps maintain the logo’s recognizability.



- 1. The full color version of the brand logo is prohibited on backgrounds with gray values of K30–K100;
- 2. The brand logo in the main color is prohibited on backgrounds with gray values of K10–K50;
- 3. The monochrome version of the brand logo is prohibited on backgrounds with gray values of K10–K30;
- 4. The black version of the brand logo is prohibited on backgrounds with gray values of K40–K100.

1

10%		20%		30%		40%		50%	
60%		70%		80%		90%		100%	

2

10%		20%		30%		40%		50%	
60%		70%		80%		90%		100%	

3

10%		20%		30%		40%		50%	
60%		70%		80%		90%		100%	

4

10%		20%		30%		40%		50%	
60%		70%		80%		90%		100%	

A2.07

Brand Logo Background Application – Colored Background

To ensure the brand logo remains clear and recognizable on various colored backgrounds, attention must be paid to the contrast between the logo and the background color. Strengthening this contrast helps maintain the logo’s visibility and recognition.



- 1. Correct usage of the brand logo on brand green tones;
- 2. Correct usage of the brand logo on brand midnight black tones;
- 3. Correct usage of the brand logo on supplementary neon yellow tones.

1



2



3



A2.07

Brand Logo Background Application – Colored Background

To ensure the brand logo remains clear and recognizable on various colored backgrounds, attention must be paid to the contrast between the logo and the background color. Strengthening this contrast helps maintain the logo’s visibility and recognition.



- 4. Correct usage of the brand logo on supplementary royal blue tones;
- 5. Correct usage of the brand logo on supplementary dark green tones;
- 6. Correct usage of the brand logo on supplementary magenta tones.

4



5



6



A2.08

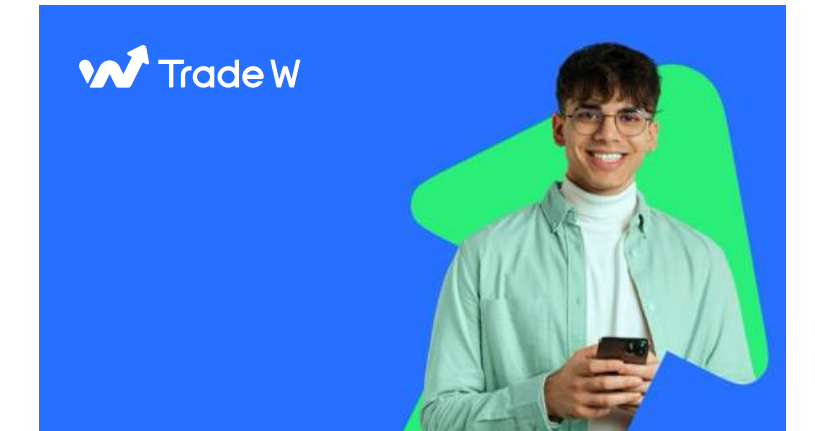
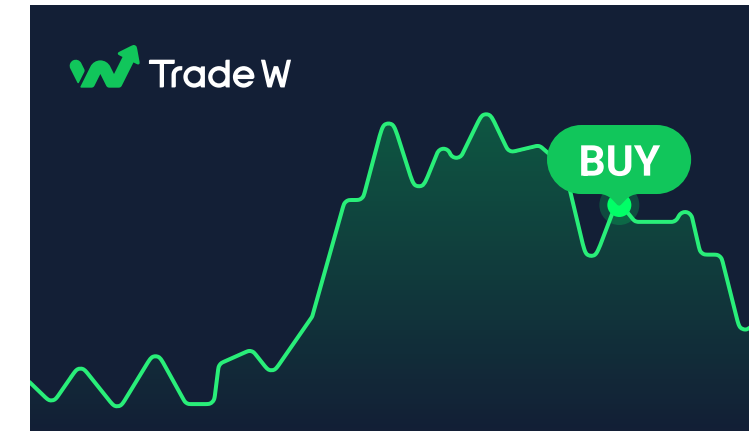
Brand Logo Application - Image Background

To ensure the brand logo remain clear and recognizable across various backgrounds, attention should be paid to the contrast and brightness between the logo and it's background. Enhancing this contrast ensures optimal legibility and visibility of the logo.

This page provides examples of how the brand logo should be applied in different scenarios.

Correct Application of the Brand Logo on Backgrounds

To ensure clarity, use clean and simple image backgrounds whenever possible. The brand logo should be placed in the top-left corner. If the background color can be modified, background colors should align with the brand's primary or secondary palette to reinforce brand consistency.



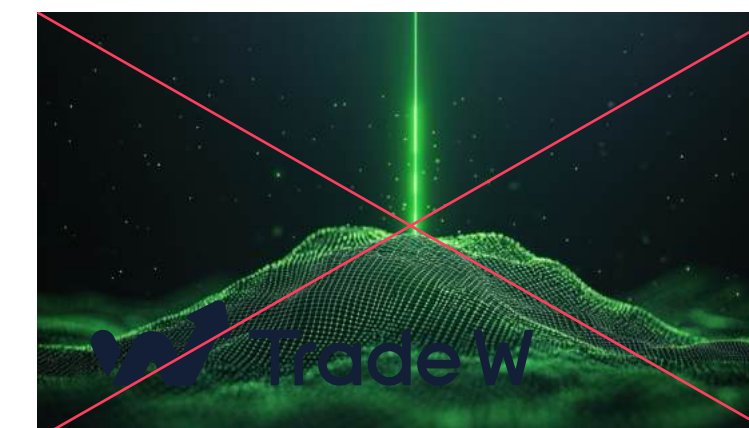
Correct application of brand logo on complex backgrounds

When using images with complex backgrounds, consider applying the black or white version of the logo to enhance visibility and ensure brand recognition.



Incorrect Application of Brand Logo on Backgrounds

The following situations are prohibited: when the background image content is complex; when the colors are similar to the brand logo; when the brightness contrast is similar.



A3

Typeface

A3.01

Brand Standard Typeface

The brand standard typeface is the most "linguistic" element in the brand visual identity. It expresses the brand's style and temperament, while also influencing the efficiency and professionalism of information delivery.

Trade W specifies the use of **Roboto Sans** type family:

Simple, rational, modern, conveying tone of professionalism and clarity; widely applied across all brand-related content, including advertising, product interfaces, social media visuals, and office systems, etc.

Just as voice carries language, the standard typeface carries information. Consistent use of the typeface across different media can effectively enhance brand recognition and credibility.

Roboto Sans **Black**

Hello!
Welcome to Trade W.

Roboto Sans **ExtraBold**

Hello!
Welcome to Trade W.

Roboto Sans **Bold**

Hello!
Welcome to Trade W.

Roboto Sans **SemiBold**

Hello!
Welcome to Trade W.

Roboto Sans **Medium**

Hello!
Welcome to Trade W.

Roboto Sans Regular

Hello!
Welcome to Trade W.

Roboto Sans Light

Hello!
Welcome to Trade W.

Roboto Sans ExtraLight

Hello!
Welcome to Trade W.

Roboto Sans Thin

Hello!
Welcome to Trade W.

A3.02

Brand Supplement Typeface

Roboto Sans is the official brand typeface. All visual designs within the Trade W brand system must consistently use the designated brand typeface to ensure visual coherence and brand integrity.

To avoid display issues in less common language environments, this page outlines the approved supplementary typefaces for the Trade W brand.



For design scenarios involving Hindi or Arabic, please prioritize the use of Roboto Sans. If character rendering issues or compatibility problems arise, refer to the following typefaces:

Hindi: Arial Unicode MS

Spanish Roboto Sans

¡Hola! Bienvenidos a Trade W.

Portuguese Roboto Sans

Olá! Bem-vindos à Trade W.

Vietnamese Roboto Sans

Xin chào!Chào mừng đến với Trade W.

Hindi Arial Unicode MS

नमस्ते! Trade W में आपका स्वागत है

Arabic Noto Sans Arabic

Trade W مرحبًا! مرحبًا بك في

A4

Patterns and icons

A4.01

Human-Centric Image Style

Images serve as a visual extension of the Trade W brand, functioning as the brand’s “eyes” to convey its culture, philosophy, and attitude.

The Trade W brand image style emphasizes the following core principles:

Emotional Authenticity and Human-Centered Care:

Use relatable, life-oriented visuals to create a sense of connection.

Diversity and Inclusion: Feature real people of different genders, ages, cultures, and ethnic backgrounds.

Cross-Cultural Communication: Select scenes and emotions with global resonance to convey openness and respect.

Unified Tone: Maintain a modern, clean, and trustworthy visual style that reflects the platform’s international character and user-centric approach.

Images are not just decorative elements; they are a vital extension of the brand’s spirit and values.

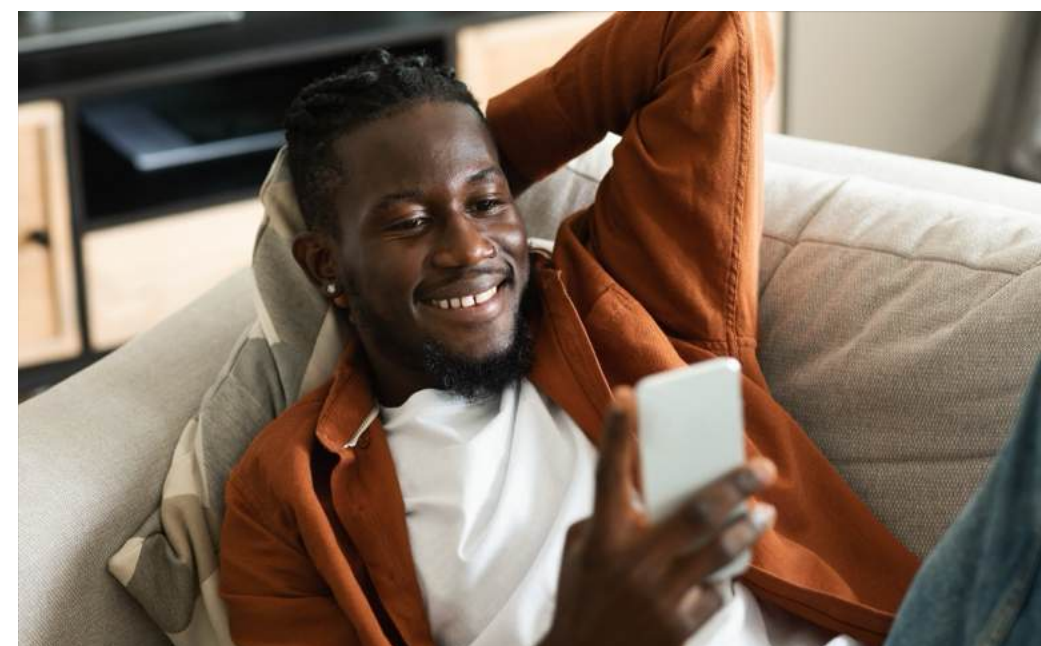


The images shown in this manual are for style reference only. Proper copyright authorization must be secured before official use.

High-Net-Worth Individual Imagery



Young Individual Imagery



A4.02

Scene Image Style

Images play a vital role in conveying the overall visual identity of the Trade W brand. They embody the brand's spirit, personality, and culture. As the brand's core, Trade W adopts a personified approach to express itself, enabling observation and communication with users to bridge the gap between the brand and its audience.

The images presented in this manual are for illustrative and demonstration purposes only. For any official production, printing, or publication use, formal authorization from the copyright holder must be obtained prior to use.

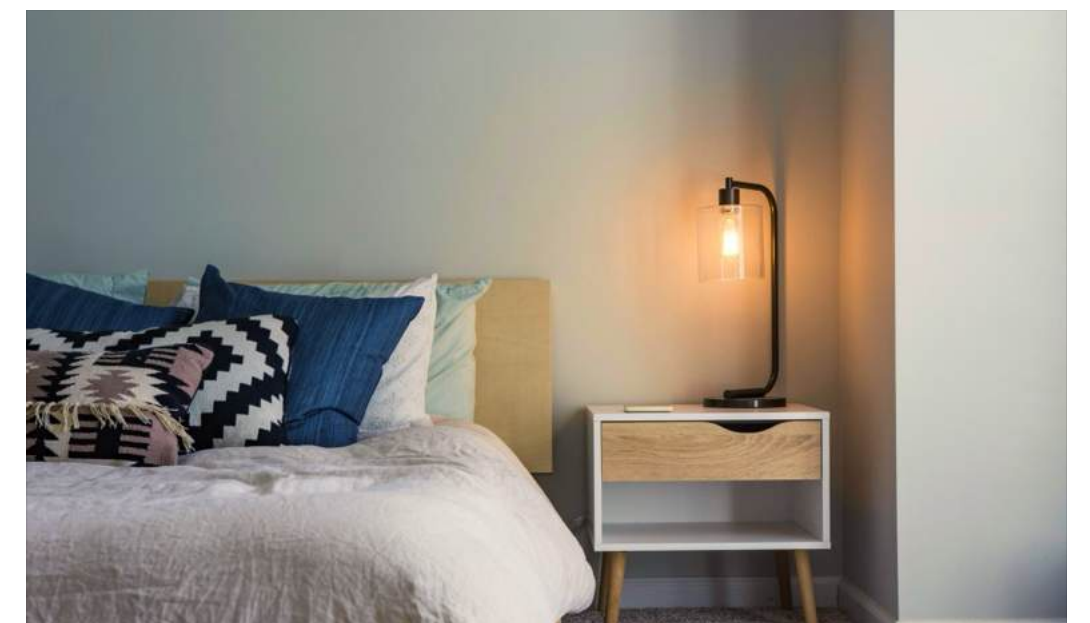
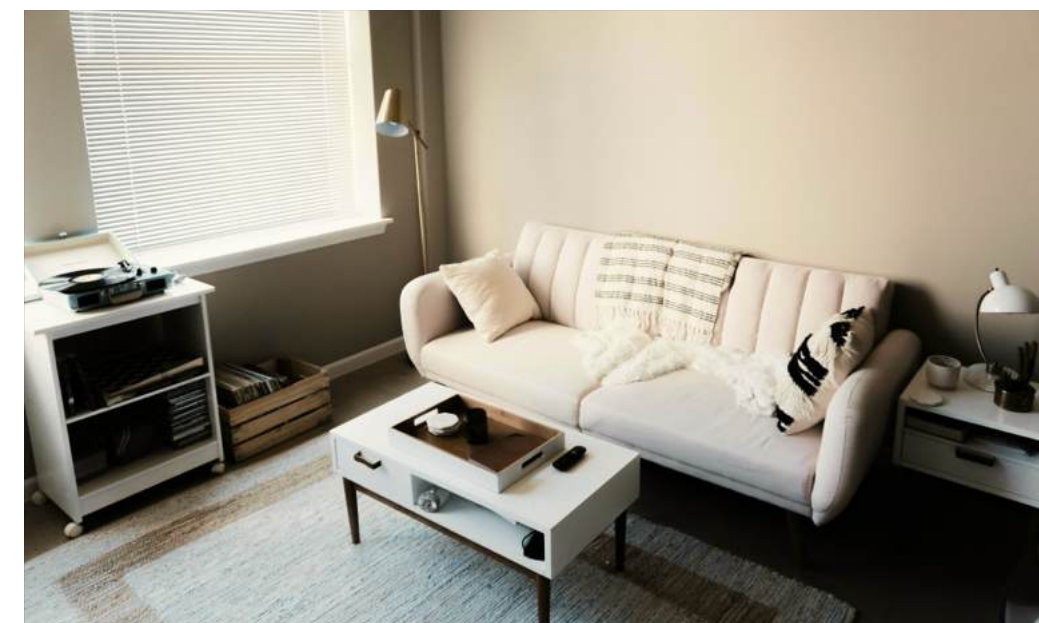
Outdoor scene



Office scene



Home scene



A4.03

Secondary Graphic Explanation

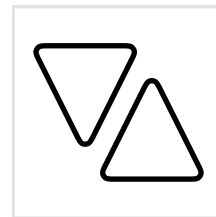
Derived from the Trade W graphic logo, the three symbolic elements and their meanings together represent Trade W's core values in the financial sector:

Market Volatility: Demonstrates professional ability to navigate market fluctuations

Wealth Growth: Embodies a strategic vision for financial growth

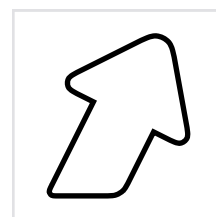
Upward Development: Reflects the brand's spirit of continuous development

By seamlessly integrating visual symbols with semantic expression, Trade W conveys its steady advancement in the financial market and its commitment to helping clients succeed, reinforcing a consistent and compelling brand image.



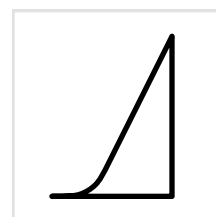
Market Volatility

Formed by a combination of triangles, this symbol represents market instability and volatility, conveying a sense of change and dynamism. In the world of finance and investment, market volatility is the norm, reflecting fluctuations in asset prices and shifting market sentiment. Through this symbol, Trade W communicates its deep understanding of market changes and its ability to respond effectively, highlighting the team's professional analytical skills and agile strategies in navigating complex market environments.



Wealth growth

The upward arrow symbol visually represents wealth accumulation and value enhancement. Its smooth and dynamic form reflects a steady upward development trend. Wealth growth signifies investment returns and asset appreciation. Through this symbol, Trade W conveys its vision of helping clients achieve wealth accumulation and long-term gains, demonstrating the brand's firm commitment to enhancing client asset value.



Upward development

The linear upward curve symbolizes steady progress and continuous growth. Its clean lines highlight the brand's strong commitment to clear goals and defined direction. Upward development represents Trade W's spirit of continuous advancement and pursuit of excellence, reflecting the brand's core belief in achieving mutual growth with its clients through innovation and action.

A4.04

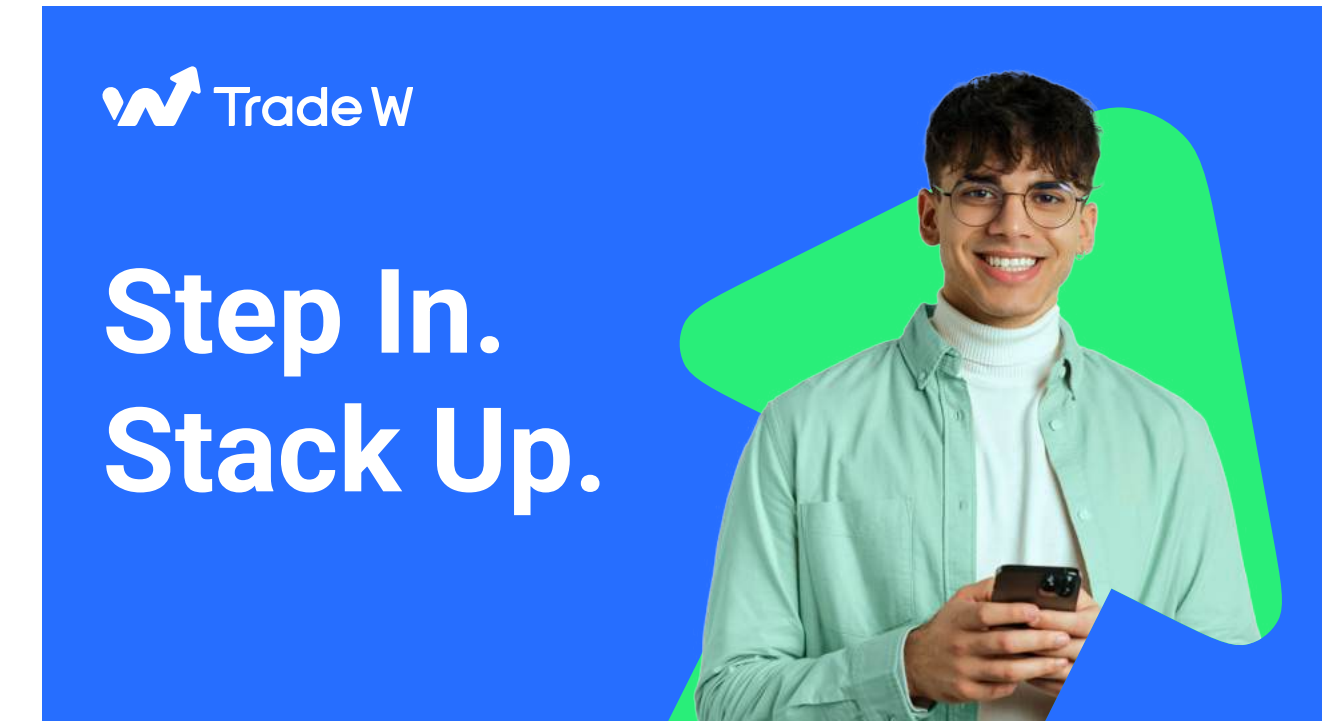
Logo-Derived Graphic Applications

When designing branded materials, use the secondary graphics as background elements or overlays, pairing them with the primary or secondary brand colors.

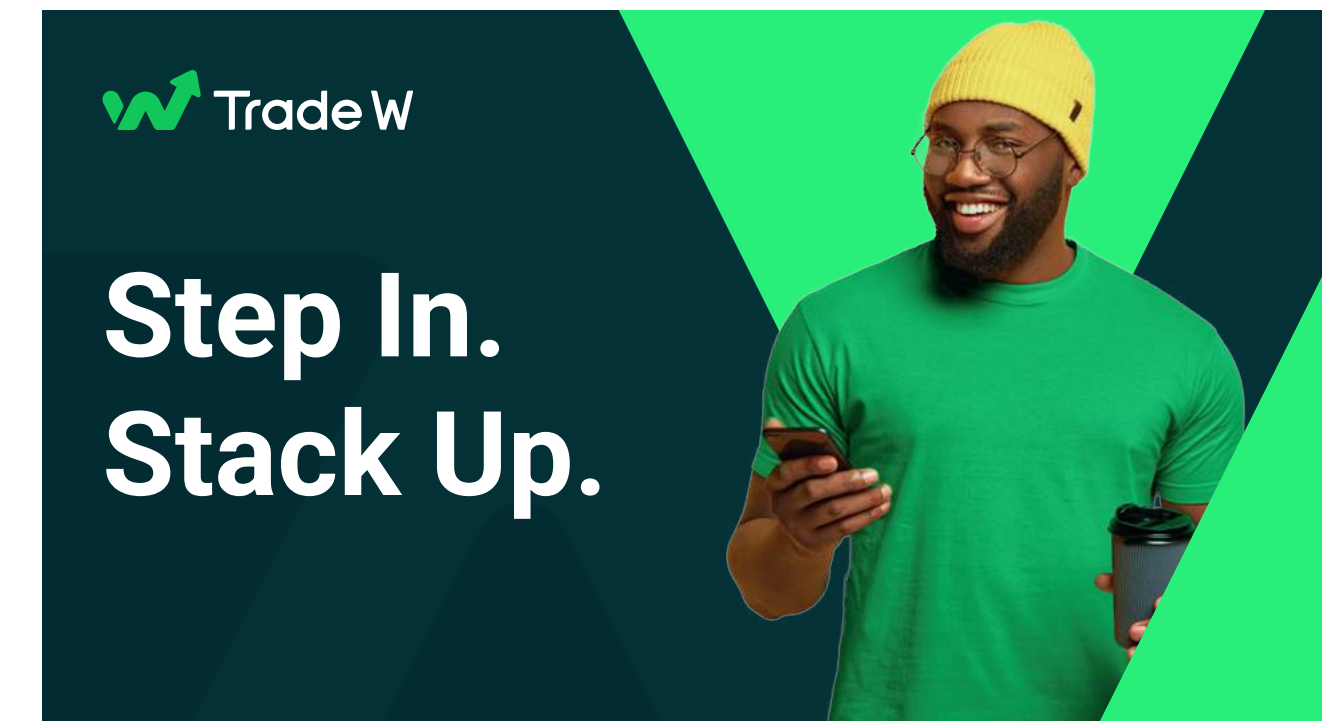
!

1. The secondary graphic “arrow” is used as a mask for portraits, with a bright background color.
2. The triangle composition provides foreground and background layers for the subject, adding depth.
3. The upward angle symbol is often applied to portrait images with complex backgrounds to enhance brand association.
4. Portraits should incorporate brand colors to strengthen brand visibility and recognition.

1



2



3



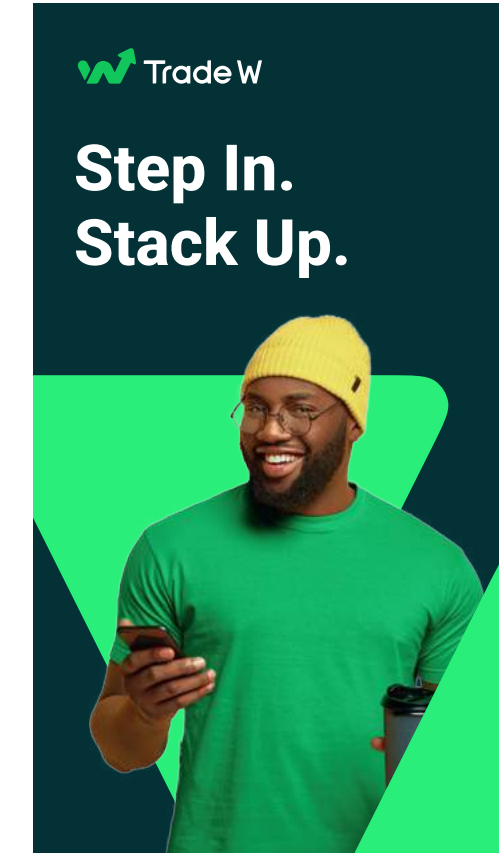
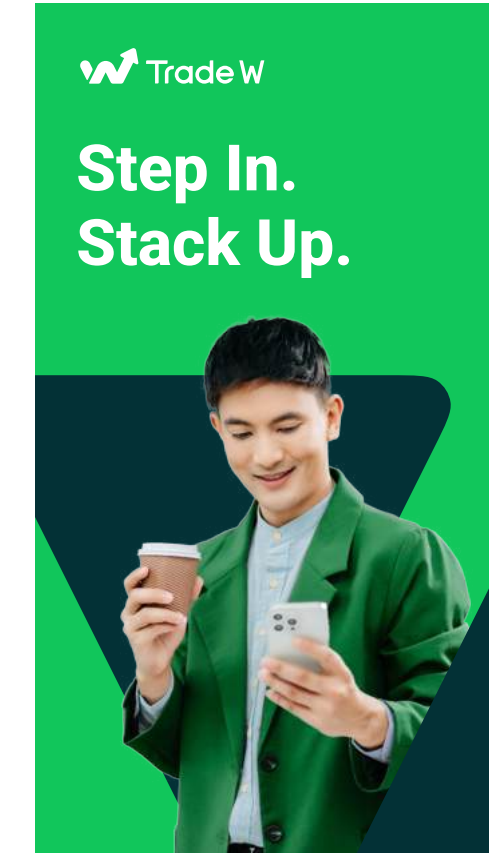
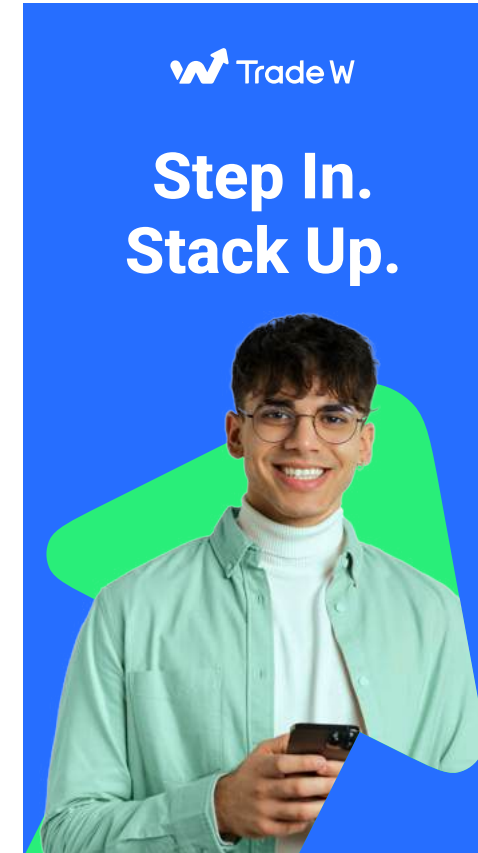
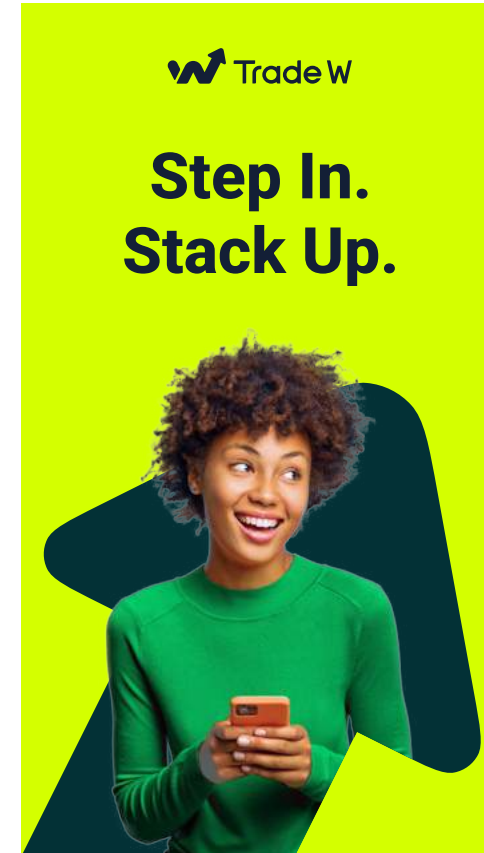
A4.04

Logo-Derived Graphic Applications

When designing branded materials, use the secondary graphics as background elements or overlays, pairing them with the primary or secondary brand colors.

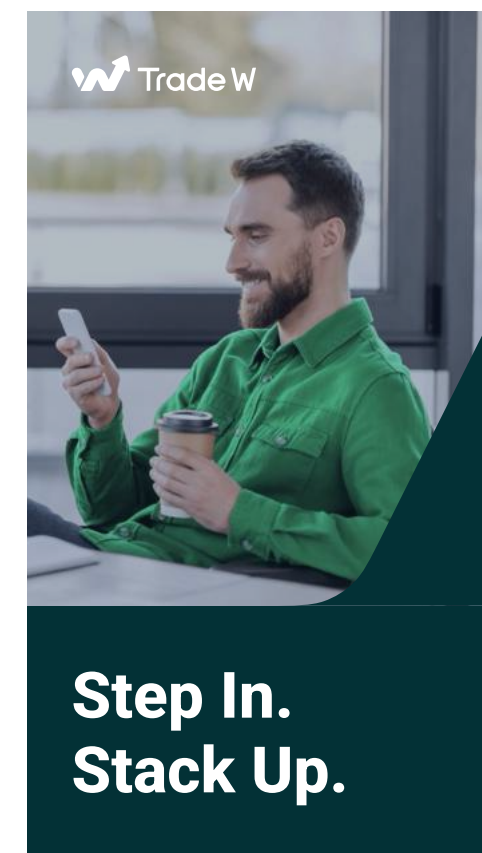
!

1. The secondary graphic “arrow” is used as a mask for portraits, with a bright background color.
2. The triangle composition provides foreground and background layers for the subject, adding depth.
3. The upward angle symbol is often applied to portrait images with complex backgrounds to enhance brand association.
4. Portraits should incorporate brand colors to strengthen brand visibility and recognition.



1

2



3

A4.05

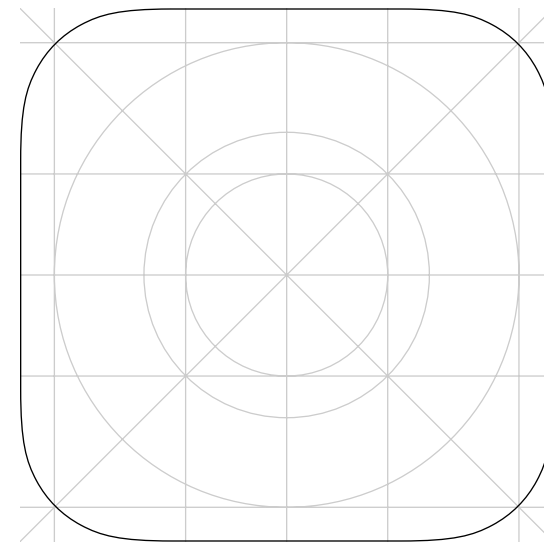
Mobile App Icon

This page outlines the design specifications for the Trade W app icon. The Trade W app icon is strictly for use within the app and related promotional contexts. Any unauthorized editing or modification of the icon elements is strictly prohibited.

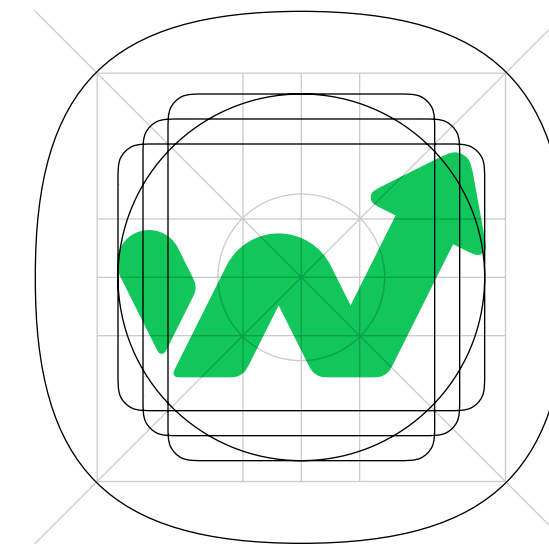
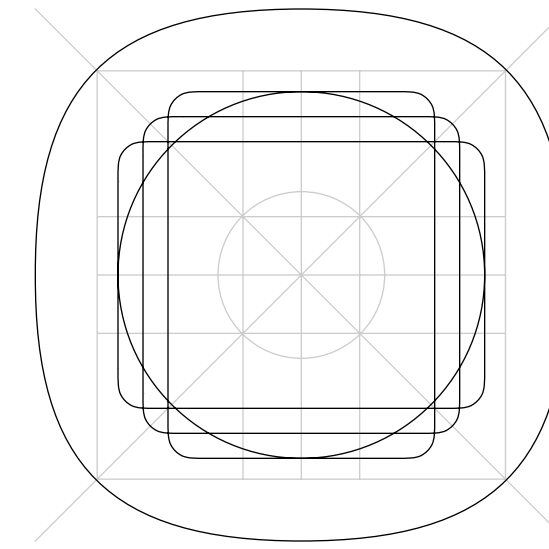


1. When uploading a profile picture for social media accounts, simply ensure that the Trade W graphic logo matches the app icon.
2. To reinforce brand recognition among users, the Trade W graphic logo is strictly limited to use in app icons, splash screens, and social media profile images. It must not be used alone on the official website, marketing materials, or any other channels. In these cases, the full version of the brand logo must be applied.

iOS



Android



This is the official app icon grid specification provided by iOS and Android.

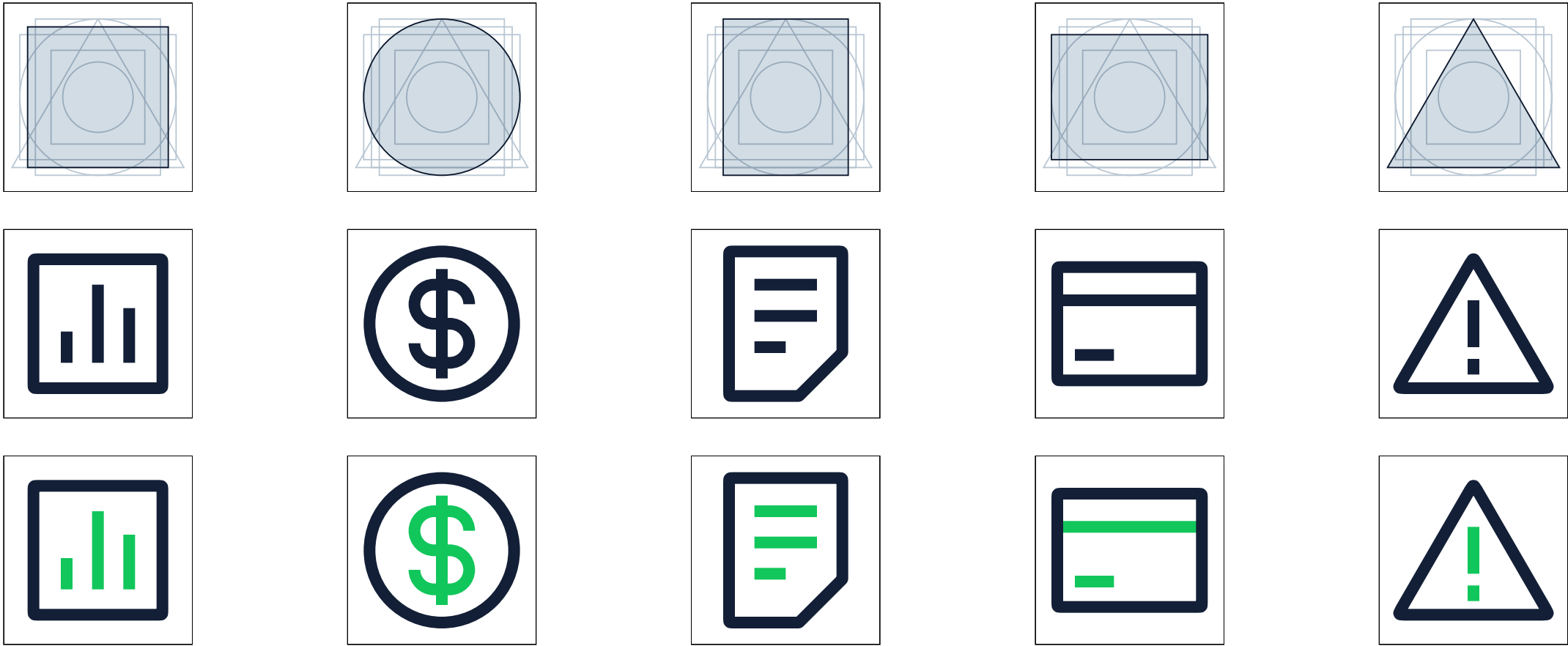
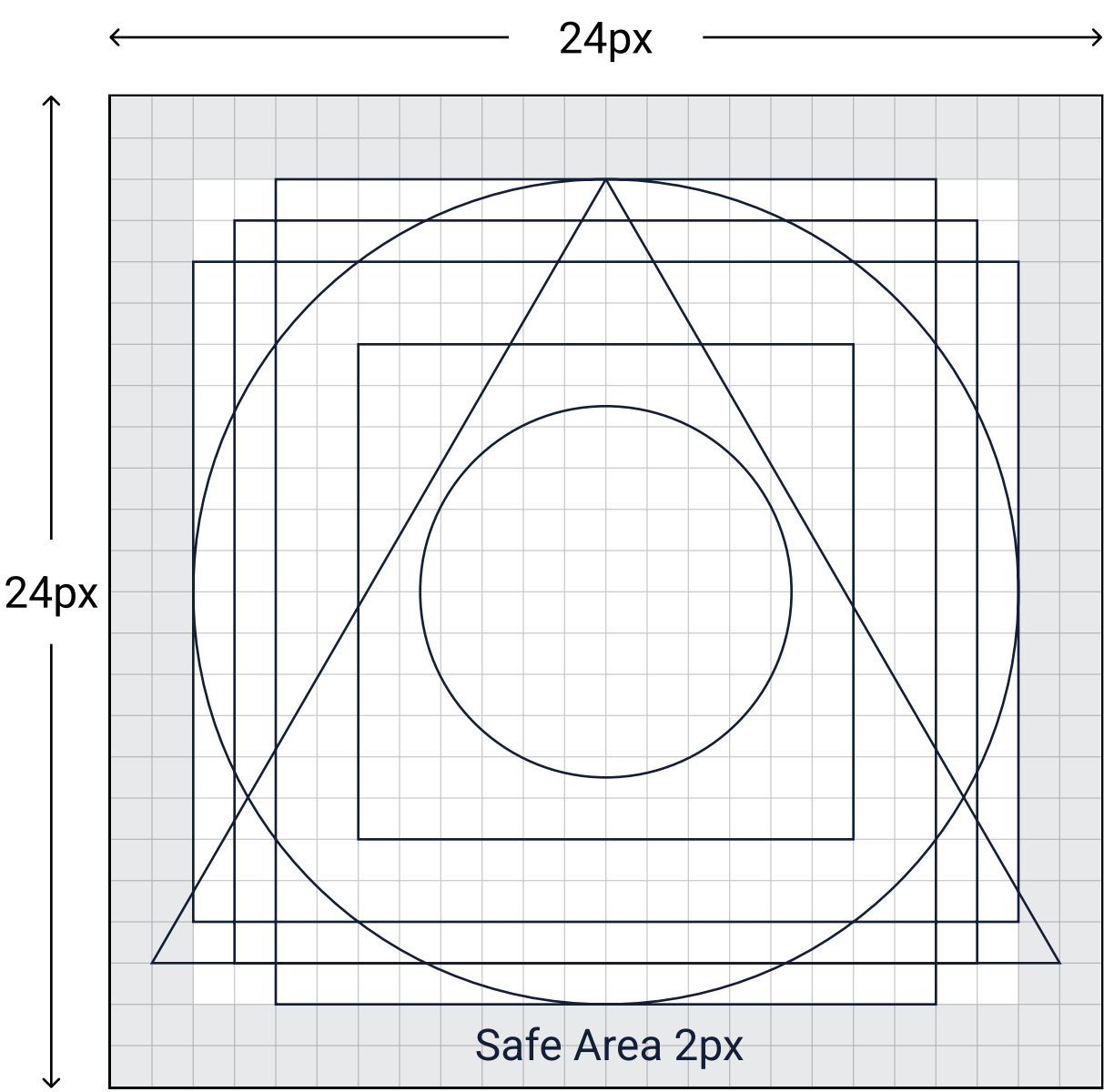
When designing the app icon, the Trade W brand mark should be centered both vertically and horizontally, then slightly shifted upwards to achieve visual balance.

This is the final version. The app icon featuring the brand mark must not be edited or altered in any way.

A4.06

Icon Design

Icons, as visual symbols, offer a form of “visual shorthand” by using familiar shapes and metaphors to convey information through simple graphics. Standardizing the Trade W icon system ensures consistency in the visual elements of icons, enhancing user experience while also improving design efficiency.



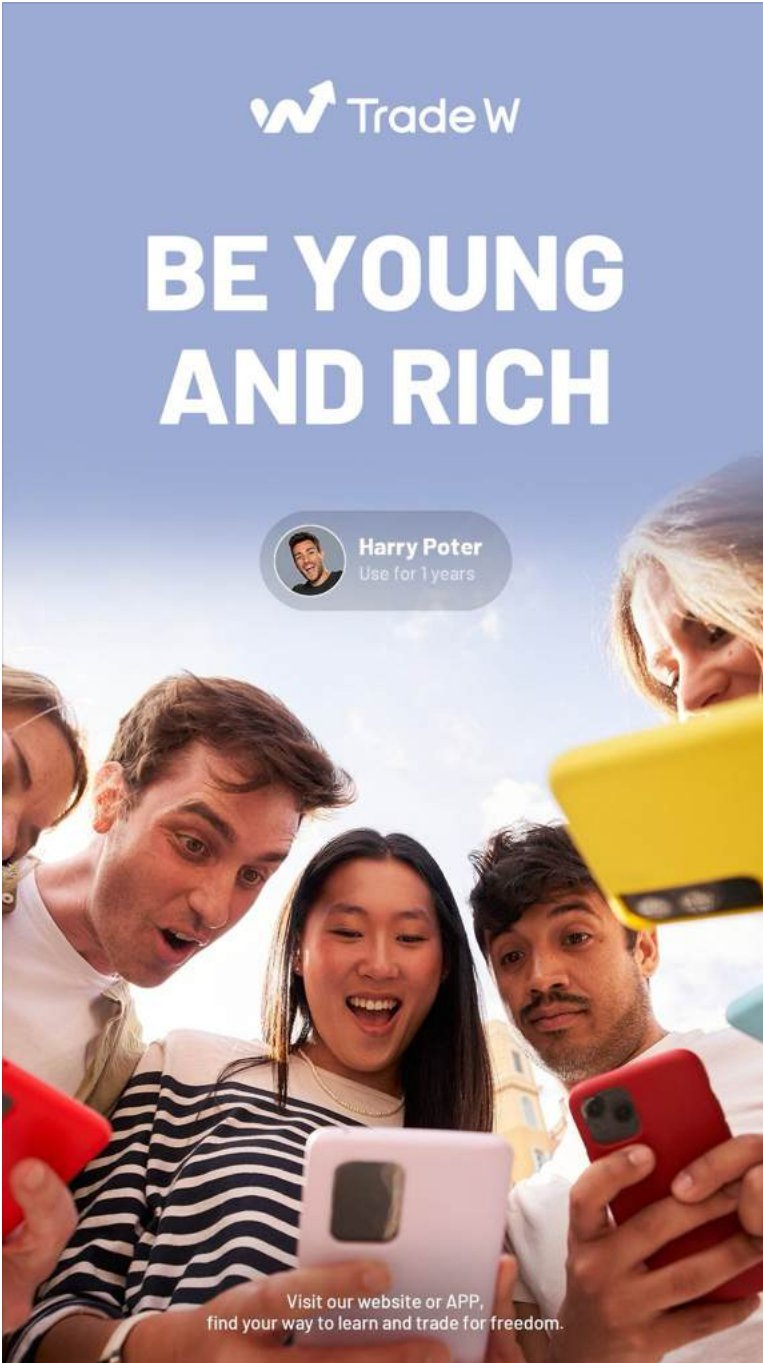
B1

Ads

B1.01

Brand Advertising

Brand Advertisements serve as an extension of Trade W’s brand image, embodying the brand spirit of professionalism, innovation, and growth.



B1.02

Performance Advertising

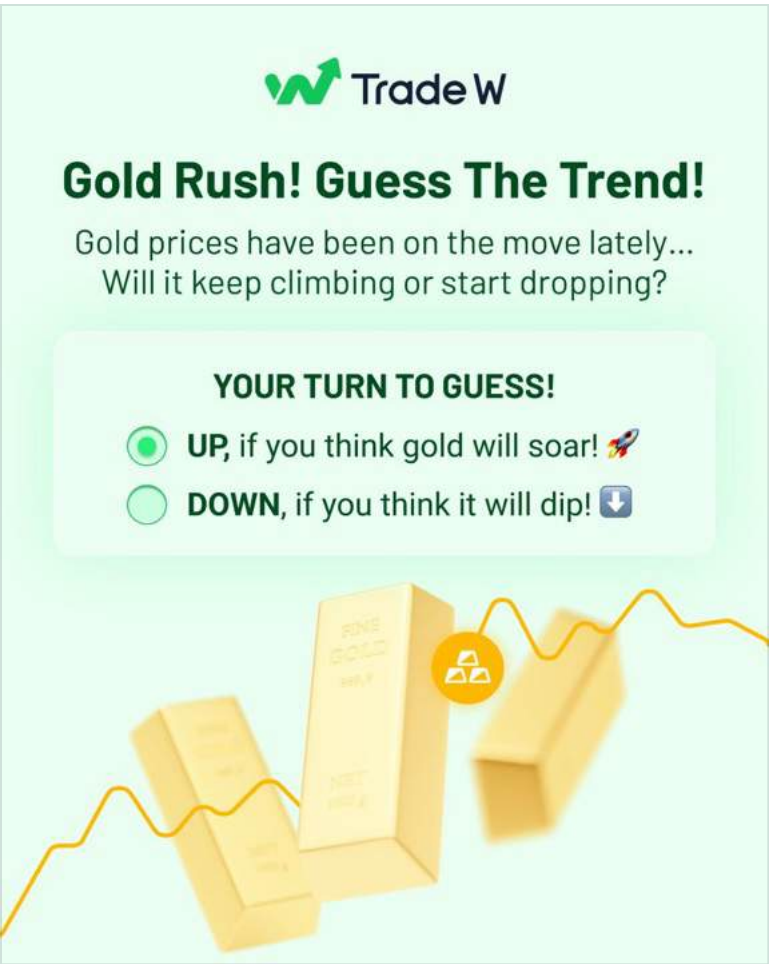
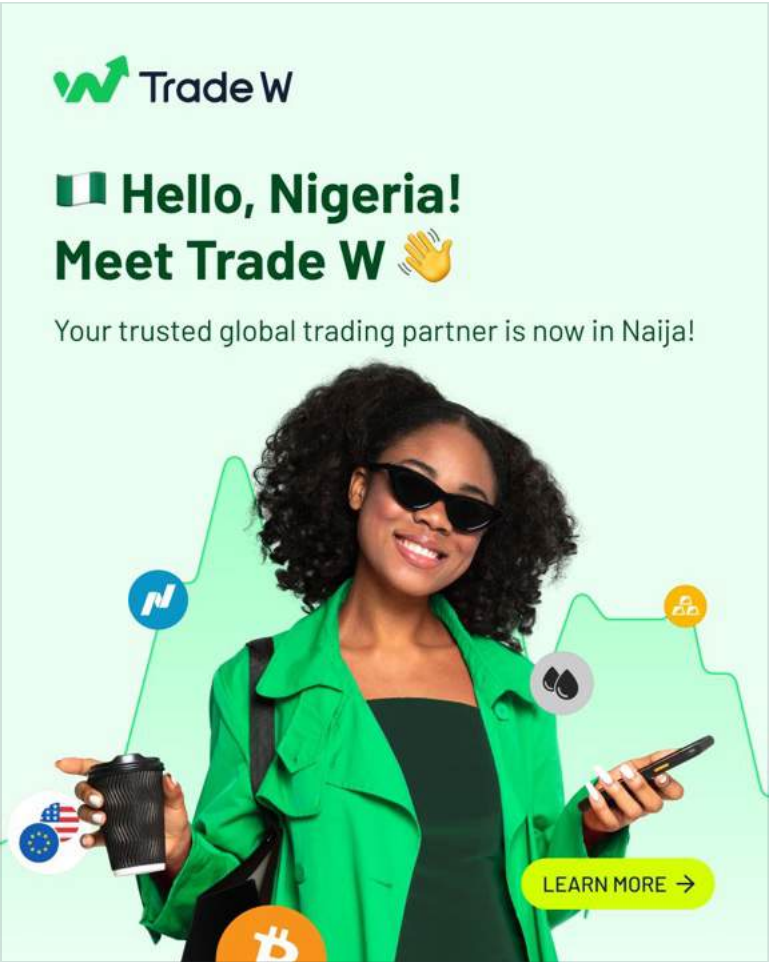
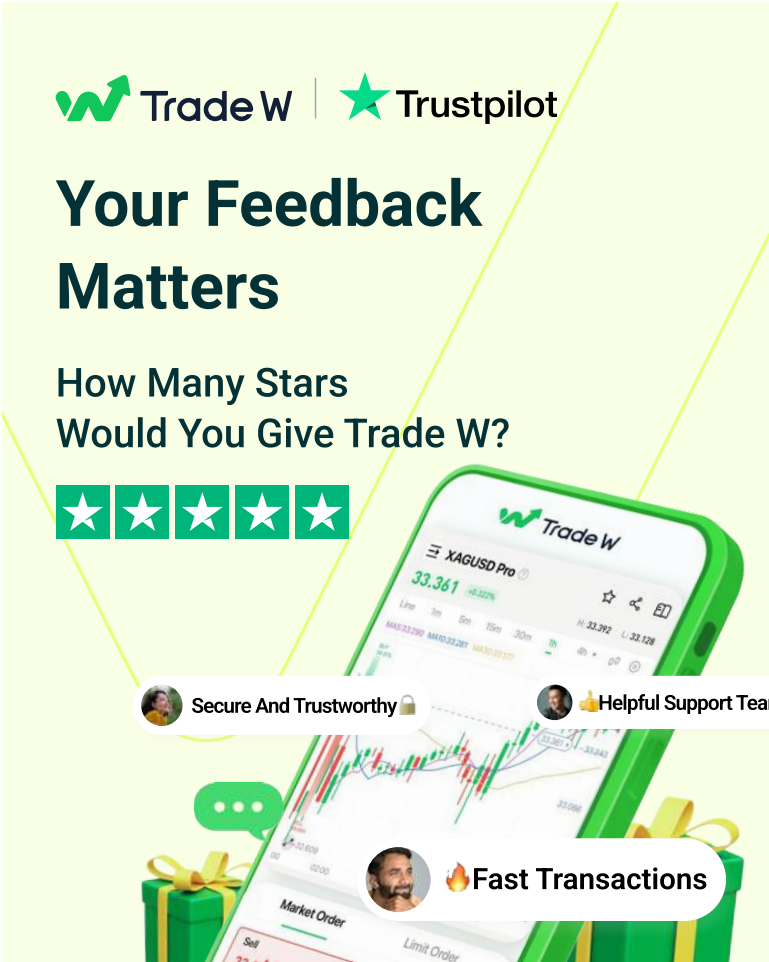
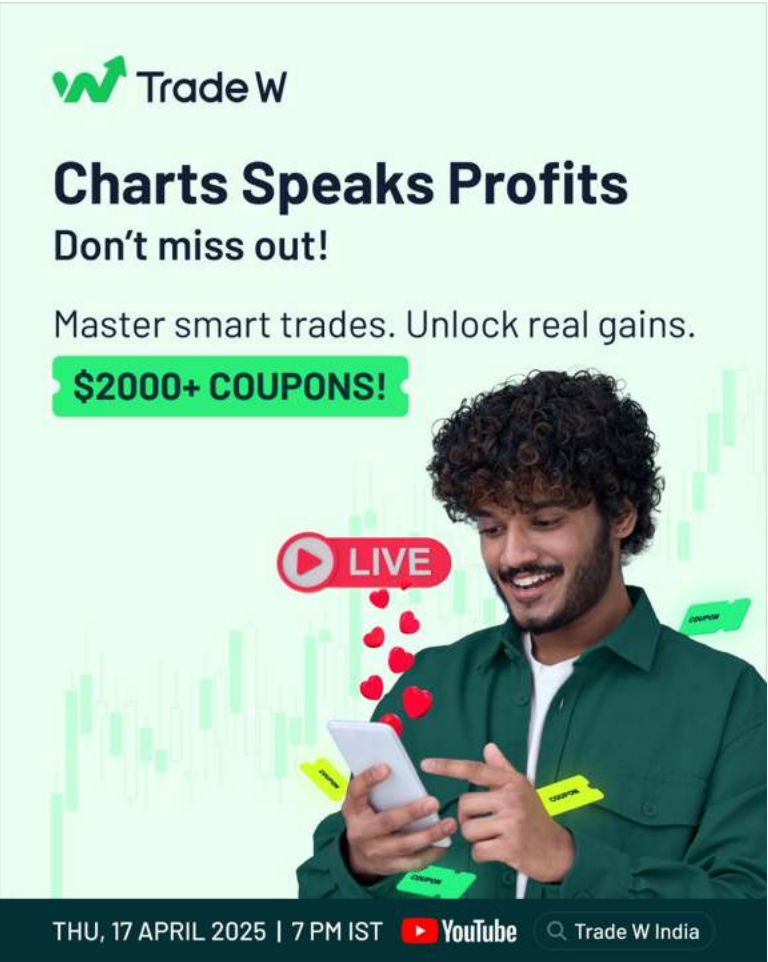
Performance advertisements are primarily used for online product promotions. The design adheres to Trade W's brand logo and color usage guidelines to ensure clear brand communication.



B1.03

Campaign Advertising

Campaign advertisements focus on interactive livestreams, social media, and marketing campaigns. The design follows Trade W’s brand logo and color usage guidelines, aiming to reinforce the brand tone while balancing fun and a sense of trendiness, aligning with Trade W’s youthful and energetic image.



B2

Office

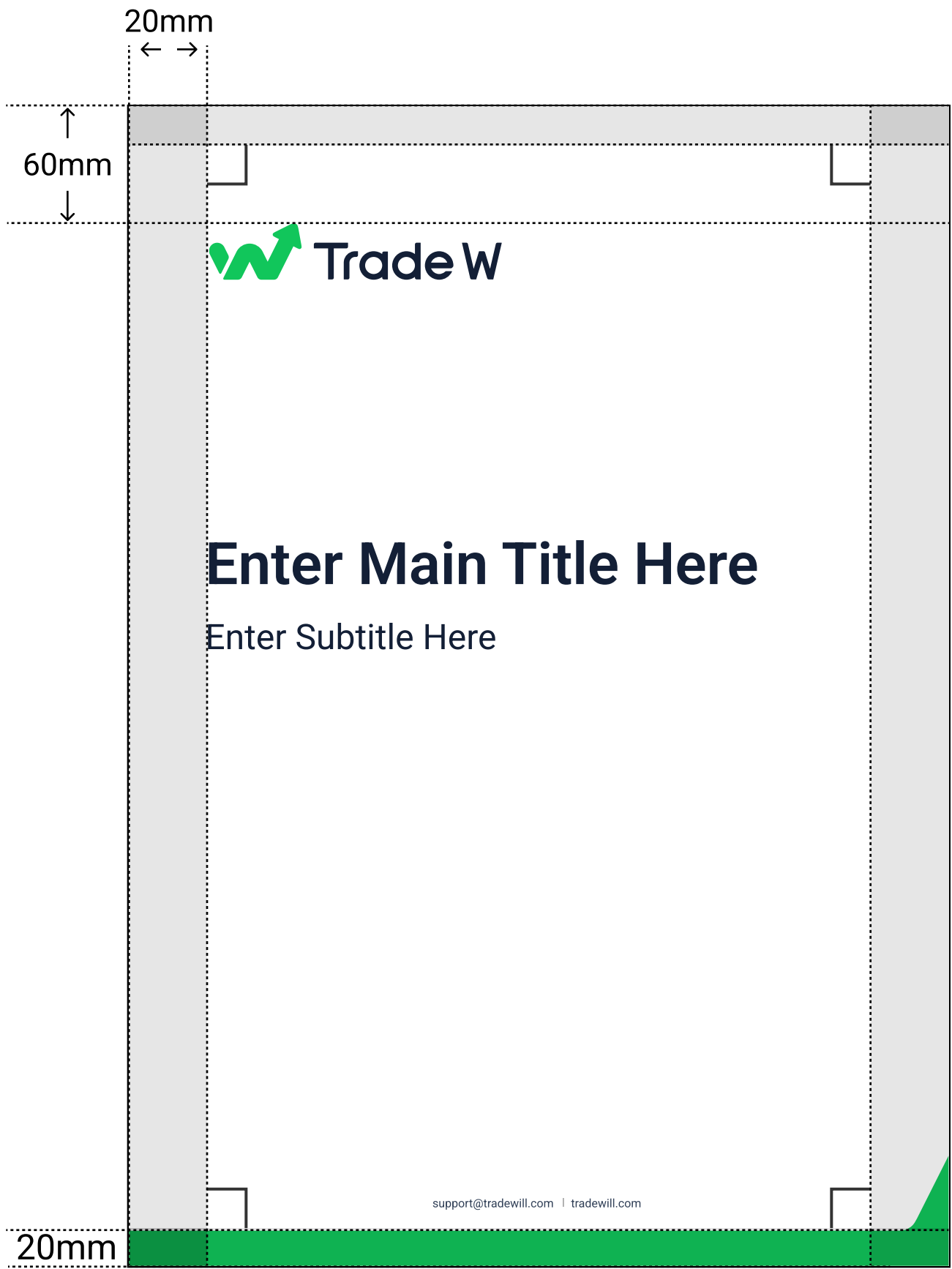
B2.01

Office Document Template – Word

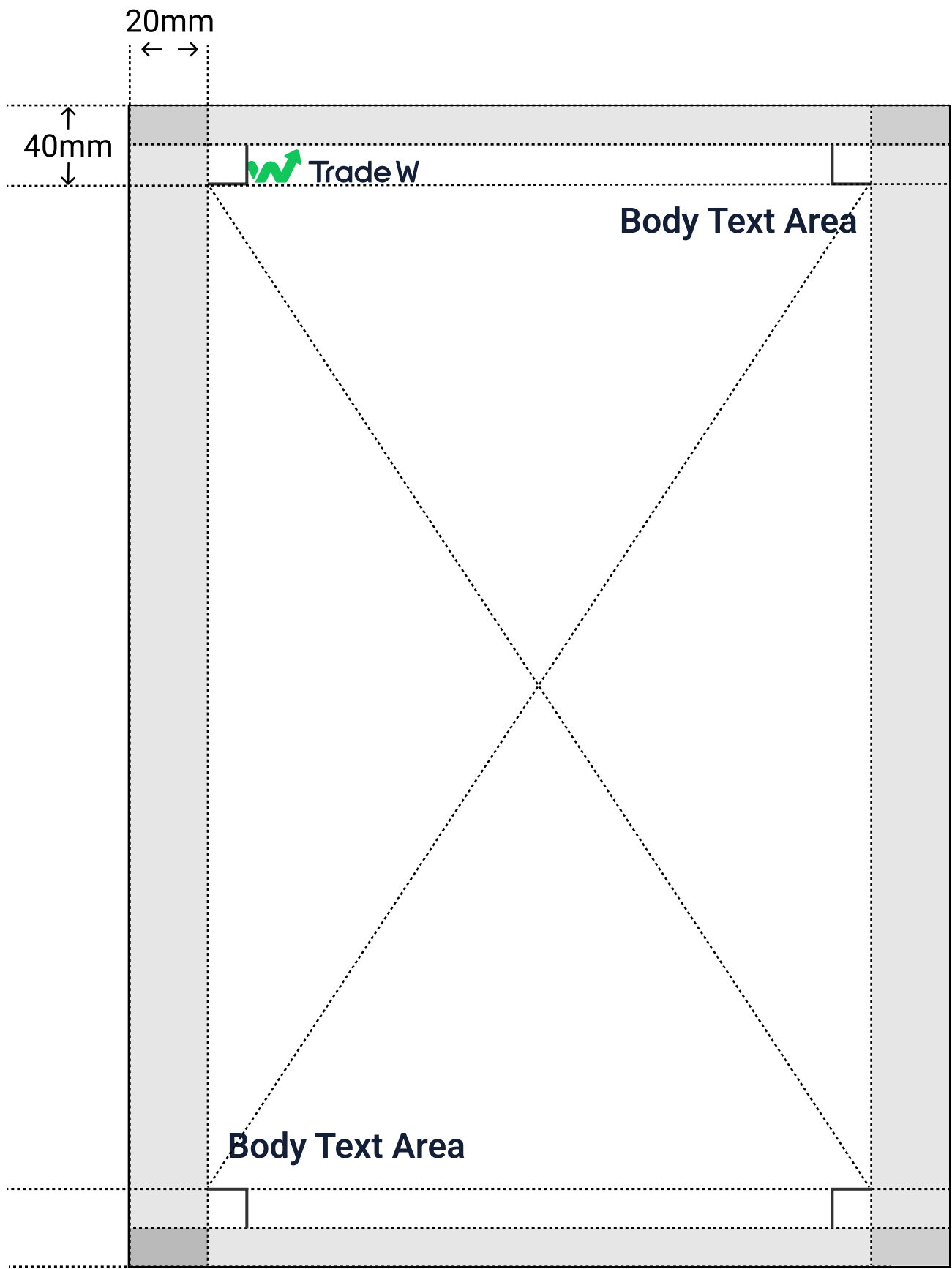
To shape a refreshed corporate image and align with business etiquette standards, a variety of office document templates have been specially designed to meet the needs of various business activities.



Due to the variability of WORD content, the specifications on this page (such as font size and spacing) are for reference only and may be adjusted based on the actual amount of content.



1 Cover



1 Body Text

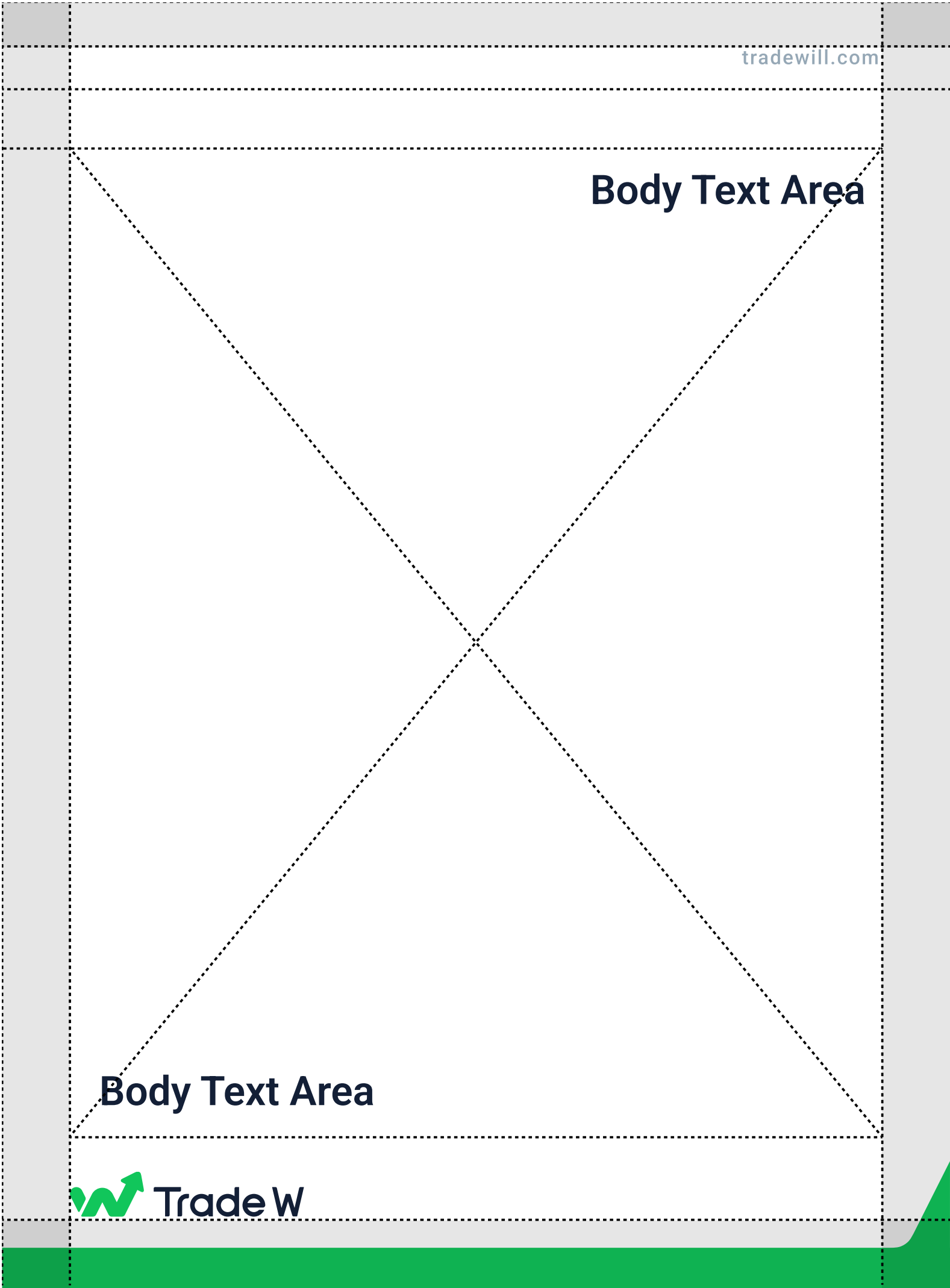
B2.02

Office Document Template - Letterhead

To shape a refreshed corporate image and align with business etiquette standards, a variety of office document templates have been specially designed to meet the needs of various business activities.



Due to the variability of Letterhead content, the specifications on this page (such as font size and spacing) are for reference only and may be adjusted based on the actual amount of content.



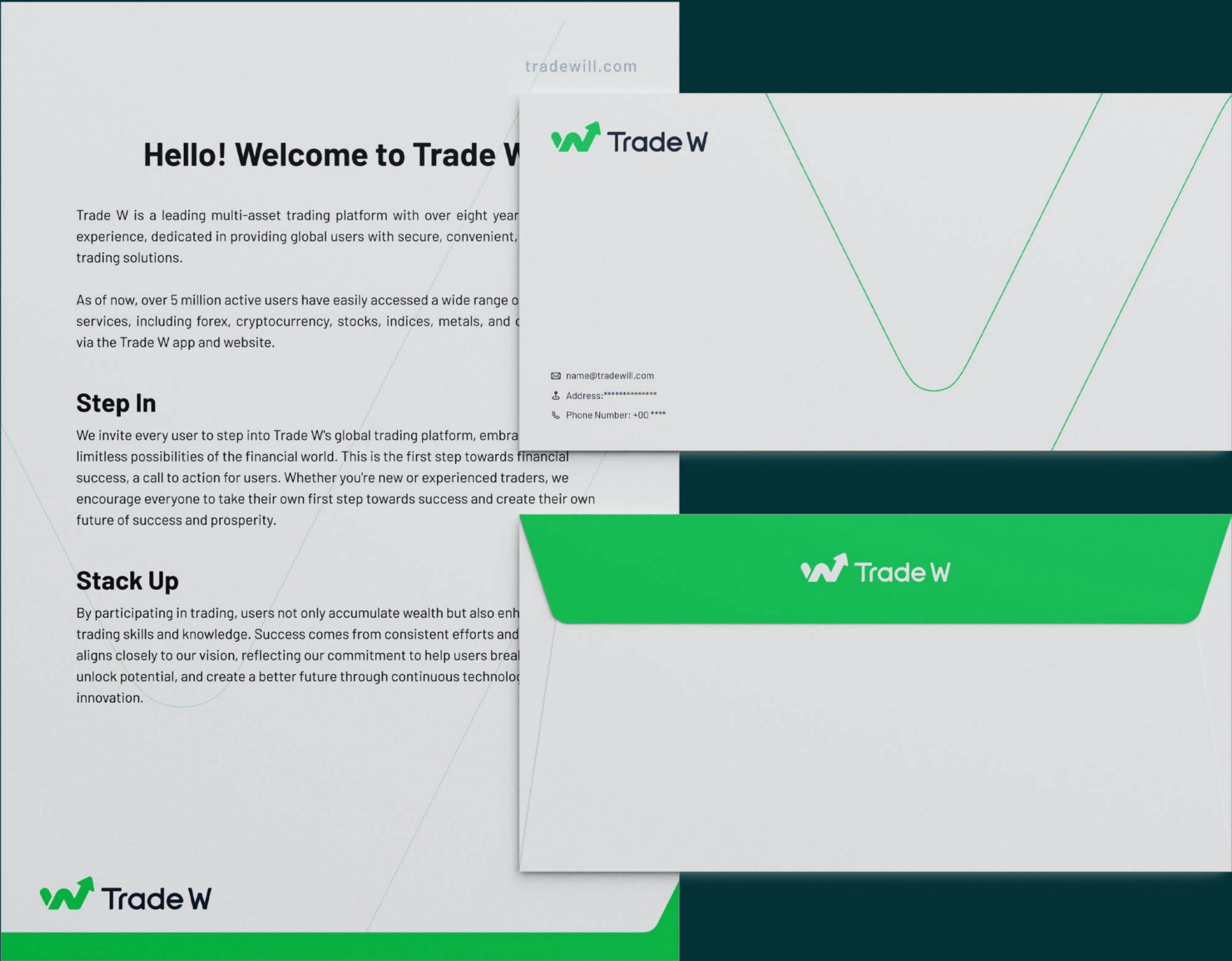
B2.02

Office Document Template - Letterhead

To shape a refreshed corporate image and align with business etiquette standards, a variety of office document templates have been specially designed to meet the needs of various business activities.



Due to the variability of Letterhead content, the specifications on this page (such as font size and spacing) are for reference only and may be adjusted based on the actual amount of content.



B2.03

Office Document Template - PPT

To shape a refreshed corporate image and align with business etiquette standards, a variety of office document templates have been specially designed to meet the needs of various business activities.



Due to the variability of PPT content, the specifications on this page (such as font size and spacing) are for reference only and may be adjusted based on the actual amount of content.



Title of PowerPoint

tradewill.com

Table Of Content

- 01

TITLE NAME
- 02

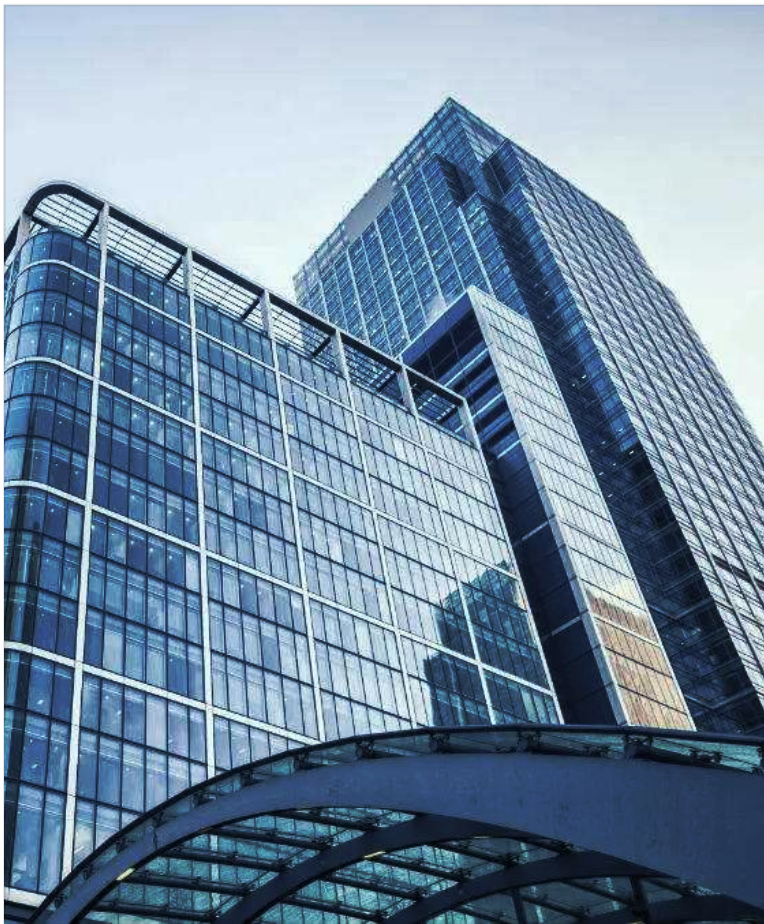
TITLE NAME
- 03

TITLE NAME
- 04

TITLE NAME
- 05

TITLE NAME
- 06

TITLE NAME



We combine AI-driven risk assessment with blockchain security to create:

- Smarter digital banking platforms with 99.99% uptime
- Algorithmic wealth advisors with 25% higher ROI than industry averages
- Instant cross-border payments at 1/3 traditional costs

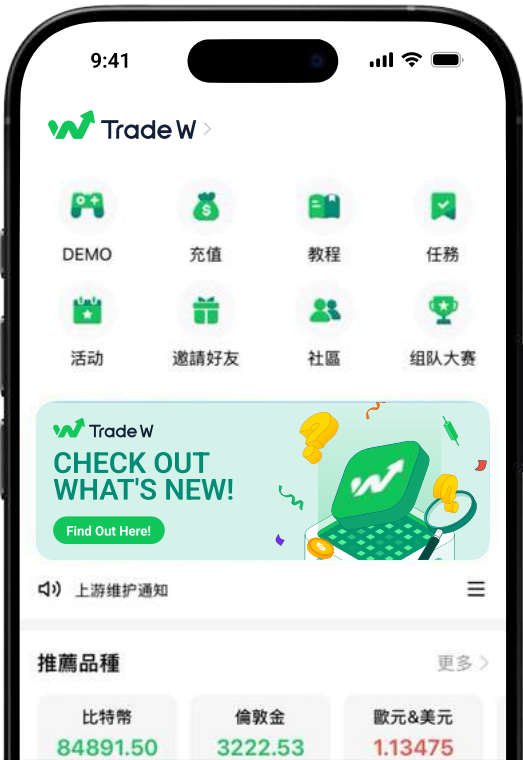
In an era of cyber threats, we implement:

- Military-grade encryption for all transactions
- Real-time fraud detection systems
- Transparent fee structures with zero hidden charges



Trade W Corporate Statement

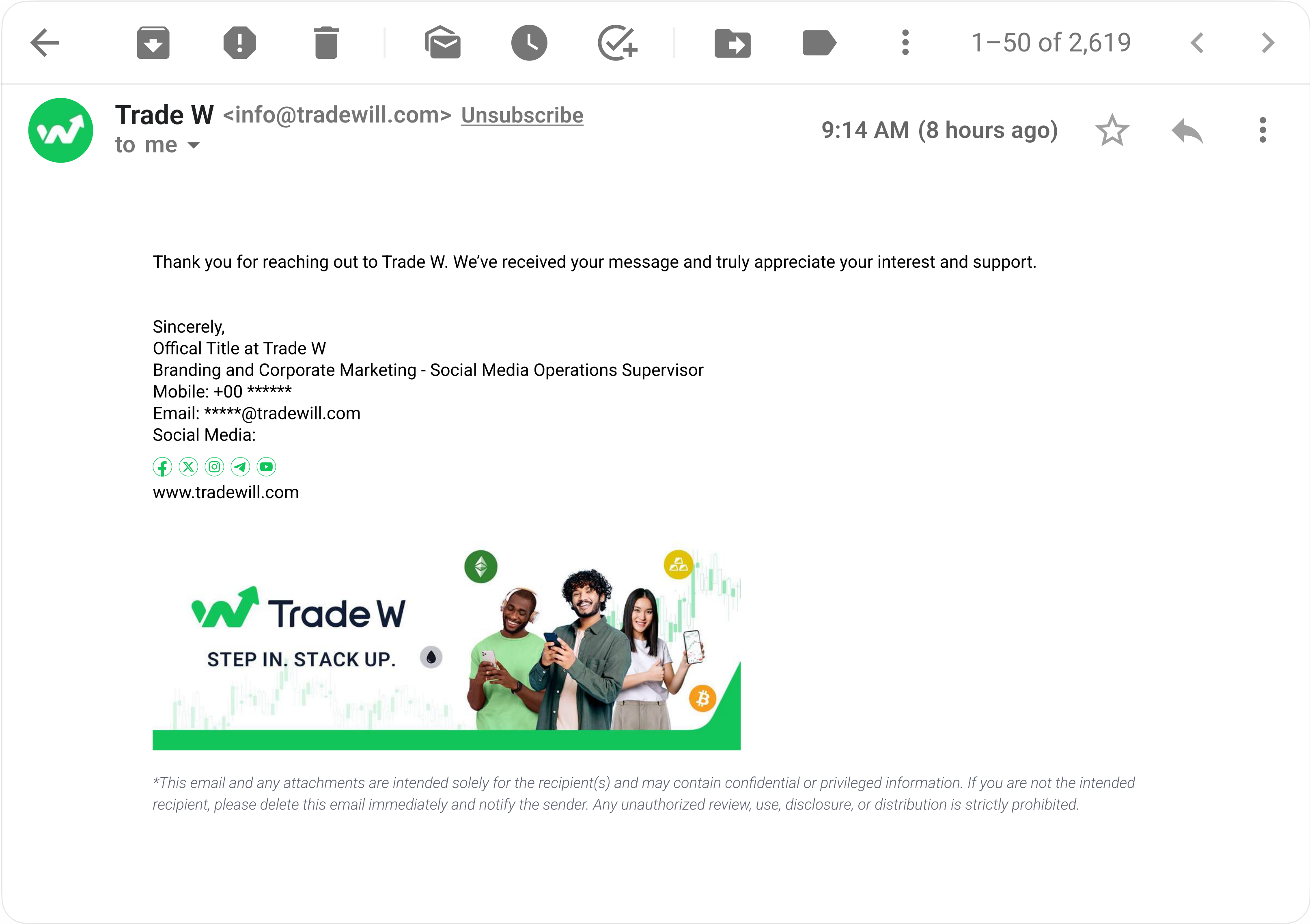
At trade will, we are redefining financial services for the digital age. As a leading innovator in internet finance, we harness cutting-edge technology to democratize access to wealth management, lending, and payment solutions - making financial empowerment borderless, secure, and inclusive.



B2.04

Office Document Template – Email Signature

The Trade W email signature is designed with simplicity, consistency, and brand recognition in mind. It reflects the brand’s professional image and youthful energy, enhancing the formality and approachability of email communications. This helps build trust with recipients and ensures a cohesive Trade W brand identity.



B2.05

Certificate

To shape a refreshed corporate image and align with business etiquette standards, a variety of office document templates have been specially designed to meet the needs of various business activities.



Due to the variability of certificate information, some specifications on this page (such as font size and spacing) are for reference only. Specific adjustments may be made based on the actual content.



B2.06

Printed Business Card

The Trade W business card adopts the brand's primary color scheme and a clear logo and consistent typography to ensure visual harmony and effective communication. Key details such as name, position, contact information, and address must convey accurate and verifiable information for easy identification and communication.



B2.07

Staff Name Tag and Lanyard

The Trade W name tag and lanyard design emphasize visual consistency and practicality. The brand logo and colors strictly follow brand guidelines to ensure a professional and distinctive brand image. The name tag includes essential employee information, with typography designed for optimal readability.



B3

Life Style

B3.01

Gift Paper Bag

Usage Description:

Used in offline events, branded giveaways, and product packaging as the first medium of brand communication, enhancing overall recognition and a sense of ceremony.

Reference Standards:

Designed using the brand's primary and secondary colors, with minimum clear space reserved around the logo. High-weight, eco-friendly paper is recommended. Maintain a clean and neat design style, with graphic layout aligned to the standard grid system.



B3.02

Backpack

Usage Description:

Distributed to platform users as exclusive brand merchandise to enhance brand visibility.

Reference Standards:

Select water-repellent and durable materials. The brand logo should be placed in a visually central position. Graphic design must align with the brand's visual identity system, avoiding cluttered information.



B3.03

Canvas Tote Bag

Usage Description:

Used in scenarios such as event giveaways and platform points redemption, serving both practical use and brand promotion.

Reference Standards:

Silkscreen printing or eco-friendly ink is recommended. Graphics and slogans should maintain a consistent brand style. Ensure adequate white space for readability and visual appeal.



B3.04

T-Shirt

Usage Description:

Used in internal corporate events, team-building activities, and brand promotions to strengthen emotional connection between employees and the brand.

Also distributed to customers through platform campaigns or points redemption to enhance brand visibility.

Reference Standards:

Cotton or skin-friendly materials are recommended. Graphics are typically placed on the center chest or back. Use brand logos or supporting graphics, maintain consistent typography, and ensure size proportions allow for comfortable wear.



B3.05

Hoodie

Usage Description:

Used for internal cultural apparel, employee benefits, and seasonal gifts during autumn and winter, reflecting the brand's warmth and inclusiveness. Also suitable for customer giveaways in platform campaigns or points redemption programs to enhance brand visibility.

Reference Standards:

It is recommended to use standard or secondary brand colors as the base, complemented with auxiliary graphics to maintain stylistic consistency. Embroidery or heat transfer printing methods are suggested.



B3.06

Hat

Usage Description:

Used in outdoor settings, summer events, or for subtle brand exposure, reflecting the brand's youthful and lifestyle-oriented image.

Also distributed to customers during platform events or point redemptions to boost brand visibility.

Reference Standards:

The brand logo should be placed at the center front or lower left of the cap body, with its size kept within the minimum standard to maintain a refined appearance. Graphic design should remain simple to avoid visual clutter.



B3.06

Hat

Usage Description:

Used in outdoor settings, summer events, or for subtle brand exposure, reflecting the brand's youthful and lifestyle-oriented image.

Also distributed to customers during platform events or point redemptions to boost brand visibility.

Reference Standards:

The brand logo should be placed at the center front or lower left of the cap body, with its size kept within the minimum standard to maintain a refined appearance. Graphic design should remain simple to avoid visual clutter.



B3.07

Merchandise & Gift Items

Usage Description:

Used in large-scale conferences, business collaborations, and public relations gifting scenarios as a central carrier of brand image.

Also distributed to customers during platform events or point redemptions to enhance brand exposure.

Reference Standards:

Individual item designs should maintain overall consistency, with colors, graphics, and material styles in harmony.



B4

Space

B4.01

Office Reception

The design style of the office reception should be clean and bright, with the color scheme strictly following the brand color guidelines to ensure overall visual consistency and recognition. The brand logo in the reception area must be prominently displayed, and surrounding elements such as signage, lighting, and materials should align with the brand identity.



B4.02

Corporate Values Wall

The Corporate Value Wall showcases Trade W’s core values and clearly defines the code of conduct employees are expected to follow in their daily work.

It helps team members understand how to reflect the company’s value principles in communication, creativity, decision-making, and execution. By promoting a positive corporate culture, it conveys the company’s expectations for employee behavior and clarifies each individual's role and responsibility in achieving the company’s vision, ensuring alignment and unity in driving shared goals.



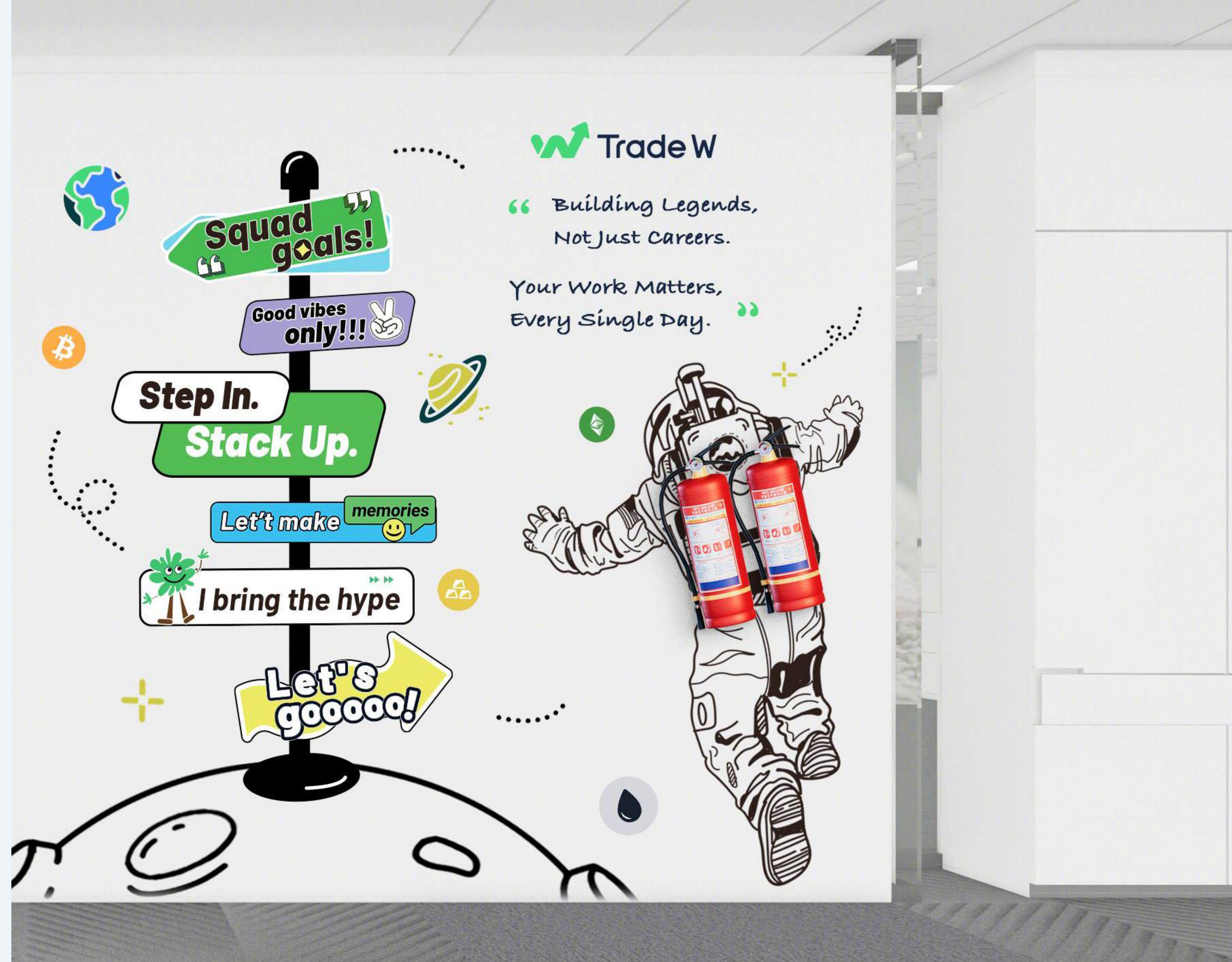
B4.03

Explanation Of Secondary Graphics

Wall of Motivation

Through uplifting and motivational messages, we aim to inspire and support our employees. These messages encourage everyone to stay passionate, focused, and resilient in the face of challenges.

They reflect the company's recognition of each individual's dedication and contributions. At the same time, they serve as a source of motivation for continuous self-improvement. The goal is to boost morale and a sense of belonging, strengthening the brand's core unity and driving sustained growth and shared success.





The end.

Thank you for reading the Trade W Brand Manual.

Every time you understand and uphold our brand values, you help carry forward the spirit of Trade W.

We look forward to connecting with global traders through a clear and consistent brand image, walking alongside our users, and moving together toward a more remarkable future.

LEGAL NOTICE

This manual and all its contents (including but not limited to brand logos, fonts, color specifications, visual elements, etc.) are the intellectual property of Trade W and are protected by law. Without authorization, it is prohibited to copy, disseminate, modify or use for commercial purposes in any form. Trade W reserves the final interpretation rights of the contents of this manual.

FEEDBACK

We always value our users' feedback. If you have any questions or suggestions regarding the content of this manual, feel free to contact the Trade W brand team at: tradewbrand@tradewill.com