**Key2Options Rebrand**

**Problem**

We are changing the name of our brand and need a new logo. Key2Options only represents one product and alienates potential customers of other products available. Options is just one trading strategy that is currently available and there are plans for continued product expansion. Maintaining the “Key2…” strategy might not translate into RIA and Institutional verticals as much as we’d like.

**New Brand Name: Delphian** (synonym for predictive)

**What is Delphian?**

It is predictive analytics for traders? Wouldn’t it be nice to know how a stock or options strategy will perform before you enter a position? You can with Delphian. We test your trade strategy against the past 10 years of historical performance. Letting you know how often that strategy wins and how often it loses. Trade smarter with Delphian.

**Color**: Navy Blue primary, lighter blue secondary

**What we want to communicate**:

* Increase the growing reputation of the brand within the trading community.
* Show that this represents a smarter way to trade.
* Using the platform is going to result in increased profitability.
* Make the business look like a professional organization.
* Increase trust in the eyes of potential customers and clients.

**Requirements**

* Must work in full color or single color (black or white)
* Must work on its own or along with a product (Delphian, Delphian Stocks, Delphian Options, etc.)
* Must work on its own or with a tagline (tagline not used in conjunction with product)

**Tagline:** Predictive Analytics for Smarter Trading

**Graphics Ideas:**

We would like to incorporate the Greek letter alpha for the A. In trading, Alpha represents a benchmark that you are aiming to outperform. Our software gives you the data to trade more effectively and outperform the market.