



Corporate Design Manual | **Basics**

- 1. The tradimo brand and logo
- 2. Colour scheme
- 3. Illustrative style

1. The tradimo brand and logo

Global brand: tradimo

International slogan: learn to trade



Merchandise: tradimo, with international slogan

Local brand: tradimo

Local slogan: localised for individual markets, meaning Cyrillic for RU, English for DE and EN (later this will also apply to the following markets: Spanish for ES, Italian for IT and French for FR)

Local logos:

tradimo.ru: this will be used on the website with a Cyrillic slogan



tradimo.com: this is used on the website together with an international slogan



tradimo.de: this is used on the website together with an international slogan



2. Colour scheme

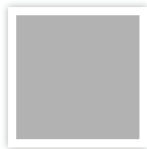
2.1 Logo colours



RGB
20 / 95 / 145
HEX
145f91



RGB
0 / 0 / 0
HEX
000000



RGB
178 / 178 / 178
HEX
b2b2b2

2.2 Primary colours



RGB
205 / 240 / 255
HEX
cdf0ff



RGB
119 / 200 / 254
HEX
77c8fe



RGB
90 / 165 / 220
HEX
5aa5dc



RGB
40 / 130 / 200
HEX
2882c8



RGB
20 / 95 / 145
HEX
145f91



RGB
255 / 255 / 255
HEX
ffffff



RGB
248 / 248 / 248
HEX
f8f8f8



RGB
230 / 230 / 230
HEX
e6e6e6



RGB
204 / 204 / 204
HEX
cccccc



RGB
128 / 128 / 128
HEX
808080



RGB
52 / 52 / 52
HEX
343434



RGB
38 / 38 / 38
HEX
262626

2. Colour scheme

2.3 Secondary colours



RGB
255 / 255 / 205
HEX
ffffcd



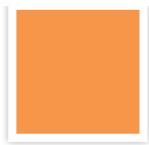
RGB
255 / 255 / 100
HEX
ffff64



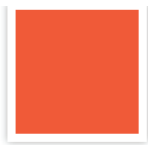
RGB
255 / 225 / 50
HEX
ffe132



RGB
255 / 180 / 50
HEX
ffb432



RGB
255 / 150 / 70
HEX
ff9646



RGB
255 / 90 / 50
HEX
ff5a32



RGB
230 / 40 / 10
HEX
e6280a



RGB
200 / 20 / 10
HEX
c8140a



RGB
160 / 180 / 130
HEX
a0b482



RGB
155 / 225 / 75
HEX
9be14b



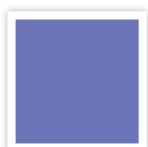
RGB
100 / 180 / 20
HEX
64b414



RGB
70 / 130 / 15
HEX
46820f



RGB
205 / 200 / 255
HEX
cdc8ff



RGB
110 / 120 / 220
HEX
6e78dc



RGB
80 / 80 / 200
HEX
5050c8



RGB
60 / 50 / 145
HEX
3c3291

2. Colour scheme

2.4 Chart design

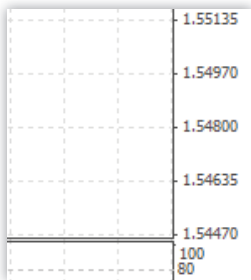


First chart window

- Bull Candle - Blau**
RGB: 20 / 95 / 145
HEX: 145f91
- Bear Candle - Orange**
RGB: 255 / 90 / 50
HEX: ff5a32
- 1st line - Yellow**
RGB: 255 / 180 / 50
HEX: ffba32
- 2nd line light blue**
RGB: 119 / 200 / 254
HEX: 77c8fe

Second chart window

- 1stnd line green**
RGB: 100 / 180 / 20
HEX: 64b414
- 2nd line red**
RGB: 200 / 20 / 10
HEX: c8140a



General

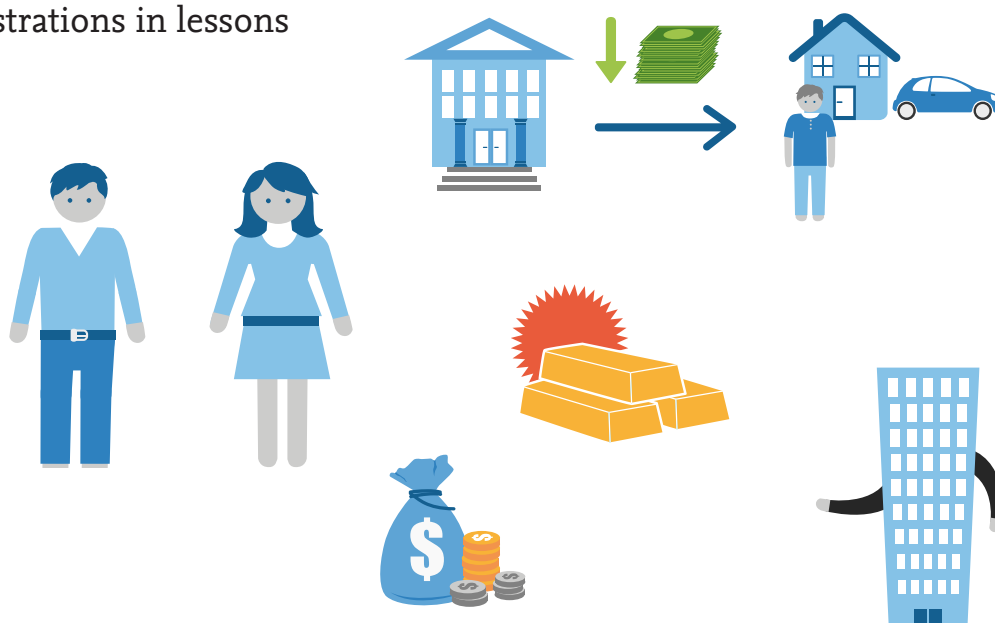
- Foreground: dark grey**
RGB: 52 / 52 / 52
HEX: 343434
- Background: white**
RGB: 255 / 255 / 255
HEX: ffffff
- Grid: grey**
RGB: 230 / 230 / 230
HEX: e6e6e6

3. Illustrative style

3.1 Descriptive language

- clear and straightforward rather than flowery and over-expressive
- simple, pleasant and trustworthy
- not too light-hearted or ‘cartoony’, but with a good sense of humour
- illustrations need to mesh with the corporate design
- the main colours in the graphic should correspond to the tradimo logo colour scheme
- it may be that an element takes colour precedence over our primary colours (blue, grey, black), for example, if it is necessary to depict a dollar bill, the note would be green rather than blue
- illustrations should be flat rather than 3D
- due to the multi-lingual nature of the website, illustrations should not contain text, except for currency symbols (terms which are standard across all languages may be used, such as ‘Forex’ or ‘poker’)
- illustrative elements should work like building blocks and make individual elements useable
- reusability has to be taken into account
- article illustrations are used for teaching articles and audio visual content (video and PPT)

3.2 Illustrations in lessons



3. Illustrative style

3.2 Thumbnails

