



Brand Guidelines

Contents

1. INTRODUCTION

- 1.1 Values
- 1.2 Personality
- 1.3 Proposition
- 1.4 Vision
- 1.5 Mission
- 1.6 Language
- 1.7 Tone of Voice
- 1.8 Name Usage

2. ASSETS

- 2.1 Logo
- 2.2 Clear Space
- 2.3 Brand Usage
- 2.4 Wireframe
- 2.5 Exclusion
- 2.6 Typography
- 2.7 Colour Palette
- 2.8 Colour Tints
- 2.9 Colour Gradients,
Patterns & Colour
Variations

3. CO-BRANDING

- 3.1 Logo with Tagline
- 3.2 Logo Lockups

4. APPLICATIONS

- 4.1 Visual Language
- 4.2 Print Activation
- 4.3 Social Media
- 4.4 Point of Sale
- 4.5 Dress Code

5. IMAGERY

- 5.1 Photography
- 5.2 Illustration
- 5.3 Abstract
- 5.4 3D Forms



STARTRADER stands on a simple idea:

Trust builds confidence, and confidence drives growth.

These guidelines define how the brand looks, speaks, and behaves, ensuring every touchpoint reflects the standard we set.

Consistency isn't decoration; it's strategy. This document keeps the brand focused, premium, and unmistakably STARTRADER.



Strength Trust Ambition Resilience

The pillars driving everything we do. They define how we think, how we act, and how we deliver.

These values aren't internal slogans; they're the criteria by which the brand earns loyalty and sets a higher standard in the trading world.



Confident, sharp, reliable, and forward-looking.

STARTRADER speaks with assurance, never arrogance. The brand feels premium yet accessible, innovative yet grounded. The personality reflects a partner traders can depend on, modern, disciplined, and human.



Our brand proposition is clear statement who we are, what we offer, and why it matters.

STARTRADER is the trusted gateway to global financial markets. We combine a wide choice of assets, innovative platforms, and transparent practices to give traders the confidence, freedom, and tools to succeed wherever they are on their journey.



To make global trading accessible, trusted, and empowering - helping people unlock opportunities to grow their future.

This vision anchors the brand and guides every long-term decision.



To empower traders and partners with transparent access, advanced tools, and trusted support, enabling them to grow confidently in the global financial markets.



Our language is clean, direct, and purposeful. No hype, no noise.

We communicate with clarity, focus, and respect for the reader's time. Every sentence should reflect trust, growth, and empowerment.

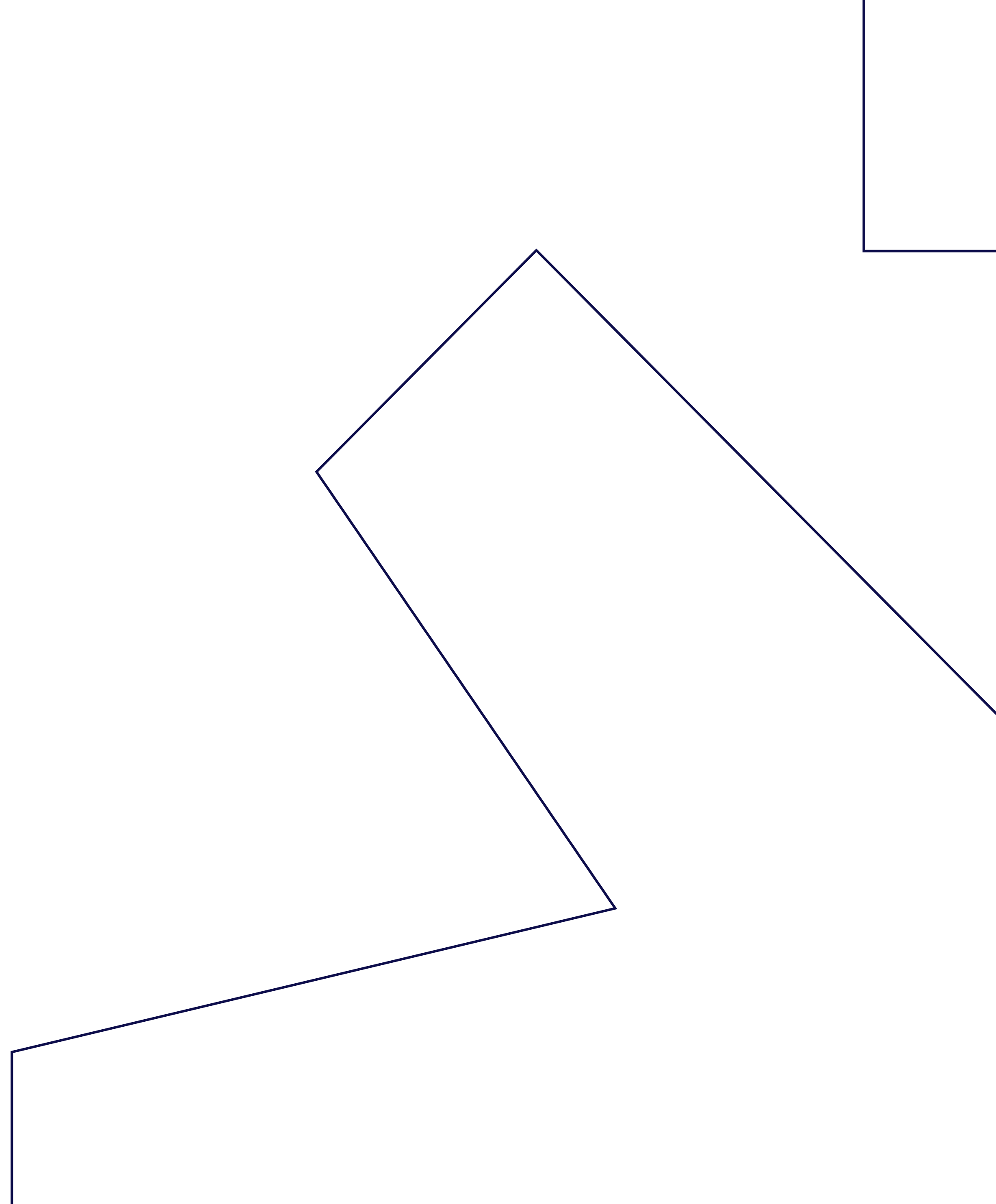


Professional, confident and human.

We lead with clarity and remove the unnecessary. The tone inspires without exaggeration and educates without condescension.

It's premium, concise, and aligned with the brand's promise:

Built on Trust.
Driven by Growth.





Always written as: STARTRADER - in ALL CAPS, single word

- Never split: Do not write “Star Trader,” “Startrader,” or “STAR TRADER.”
- Do not split the brand name into two lines in a document at a space or a hyphen at the end of a line.
- Do not abbreviate: Avoid using “ST,” “STR,” or other short forms in any formal or external communication.
- Use consistent capitalisation across all materials: website, social media, internal docs, merchandise, and communication.

Brand representation rule: If you speak or write on behalf of STARTRADER, you represent the standard. Precision and tone matter.



Brand assets are the tangible and intangible elements that define a brand's identity, including visual components like logos, colours, and graphics, as well as non-visual elements like a brand name, voice, slogans, and marketing materials.

These assets are used across all brand communications to ensure consistency and help customers recognise and connect with the brand.



2.1

PRIMARY LOGO



The STARTRADER logo is the anchor of the visual identity. Use the primary logo for all main communications, and should appear exactly as provided, no modifications.



2.1

SECONDARY LOGO



Vertical



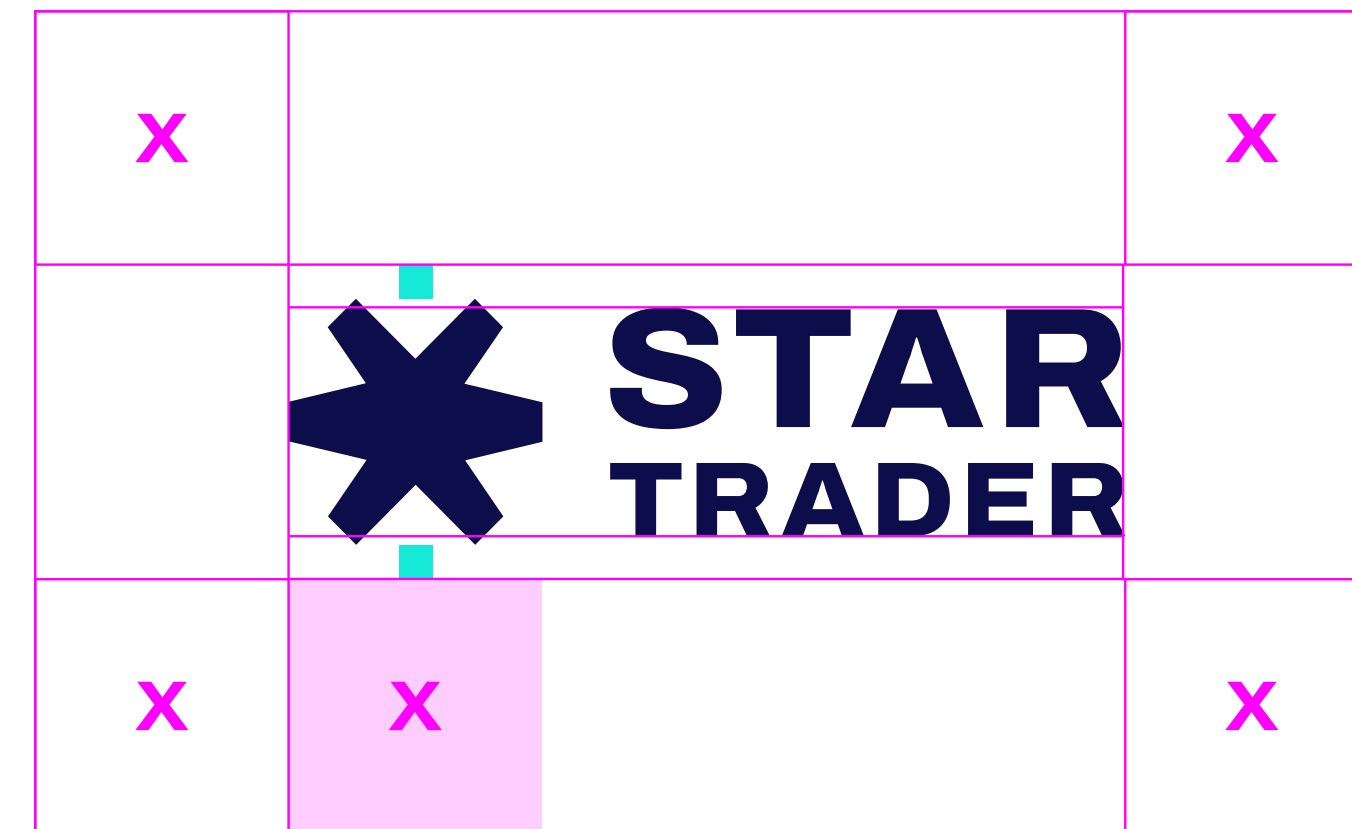
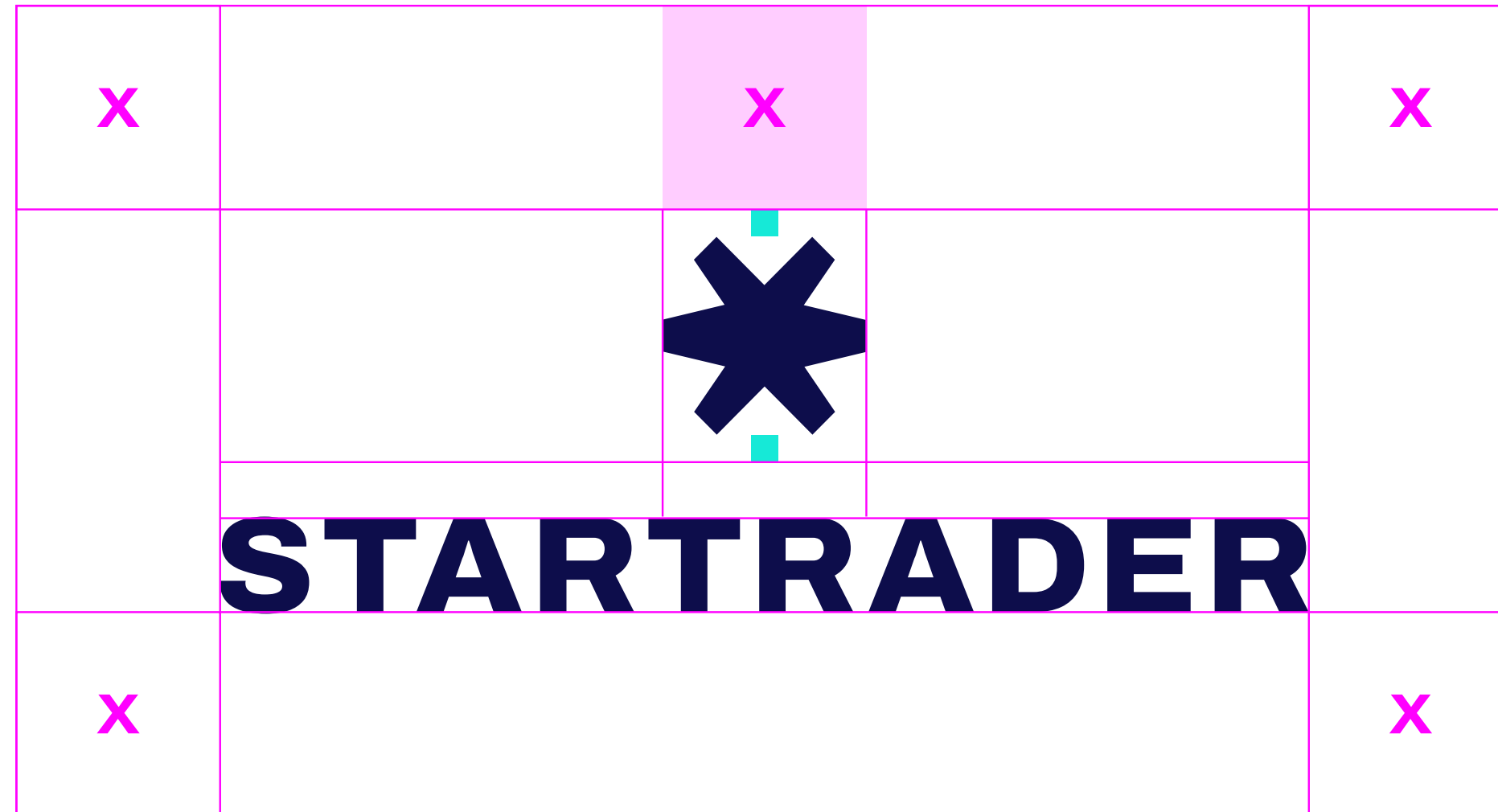
Stacked

The secondary logo should be used only when the primary logo cannot be applied effectively due to technical, spatial, or visibility constraints. Its use must remain minimal and controlled, ensuring the brand's core identity remains consistent and recognisable.

Whenever possible, **THE PRIMARY LOGO IS THE DEFAULT AND PREFERRED OPTION**, while the secondary version serves solely as a supporting alternative to maintain legibility and integrity across challenging applications.



Maintain a clean, protected area around the logo equal to the width of the “star”. No text, imagery, or graphic elements may intrude into this space.



Maintain a clean, protected area around the logo equal to the width of the “star”. No text, imagery, or graphic elements may intrude into this space.



Do NOT rotate the logo



Do NOT place the logo in a holding shape



Do NOT lock-up text close to the logo



Do NOT use colors outside of the brand palette



Do NOT use dark logo on dark background



Do NOT use the white logo on light background

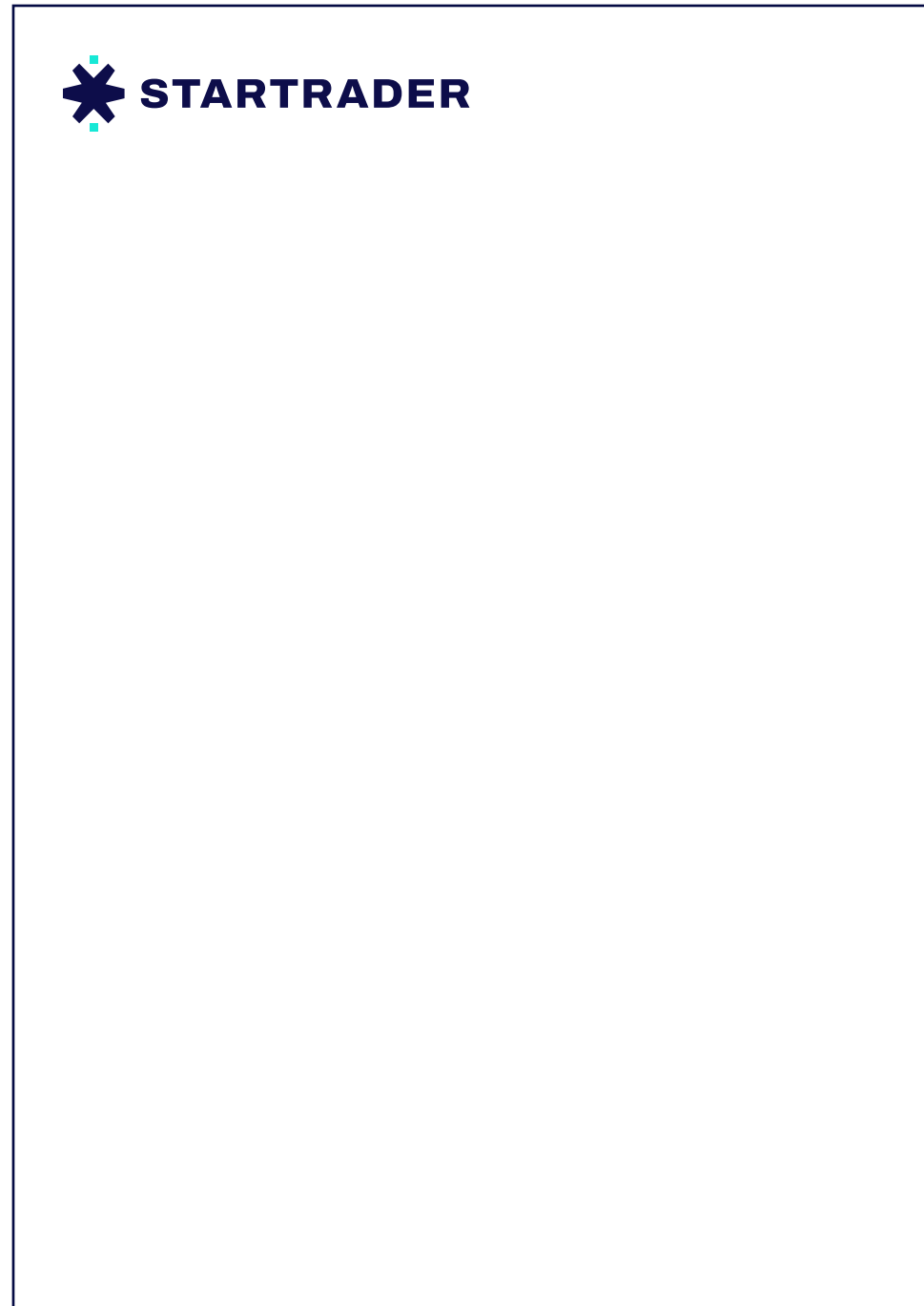


Do NOT disproportionate the elements of the logo's components



Do NOT add a drop shadow to the logo

General guidelines for logo usage focus on consistency, clarity, and legal compliance. Following a brand's specific guidelines is crucial for maintaining brand integrity and avoiding legal issues.



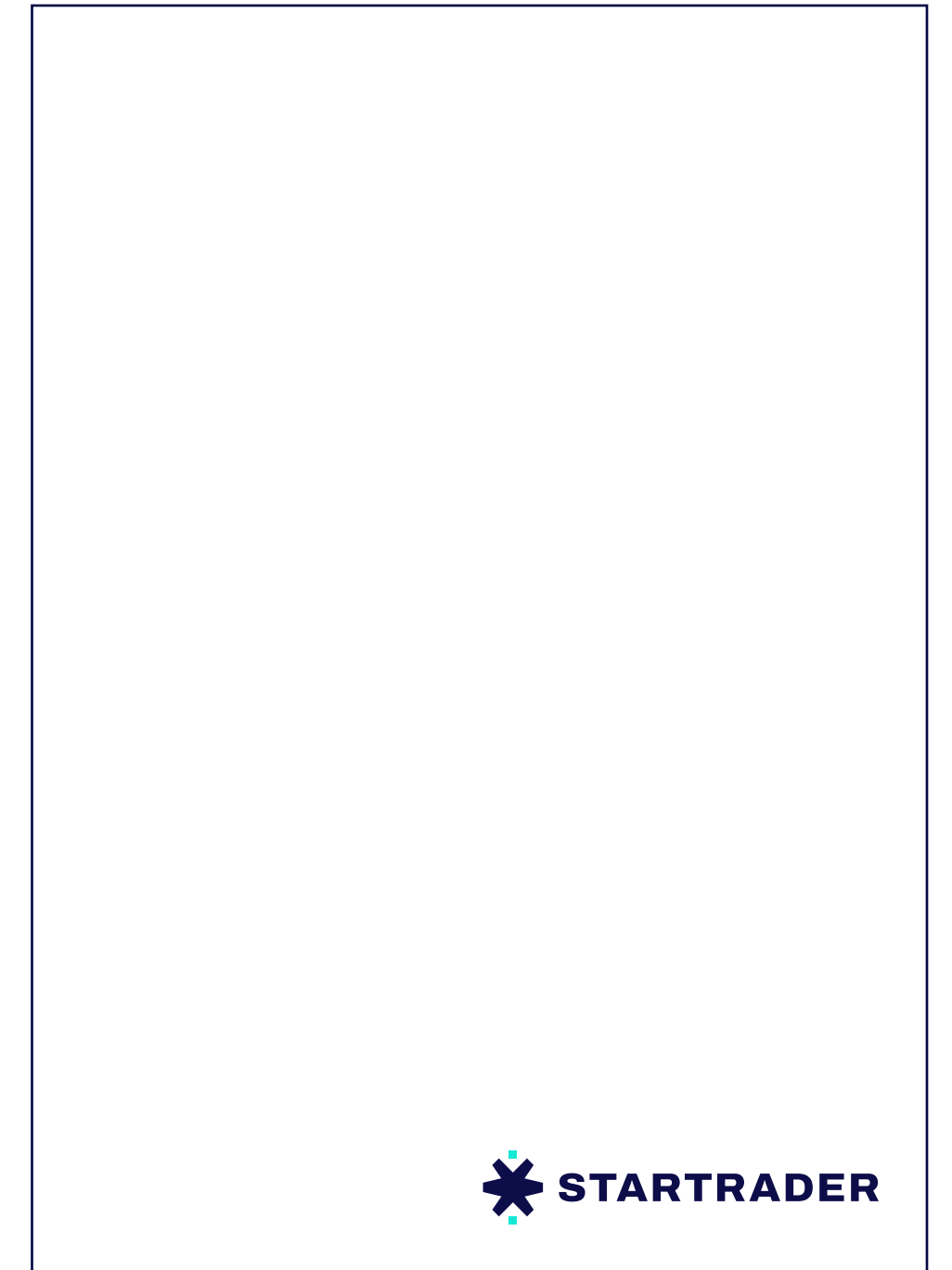
Left - Top (Recommended)



Left - Bottom

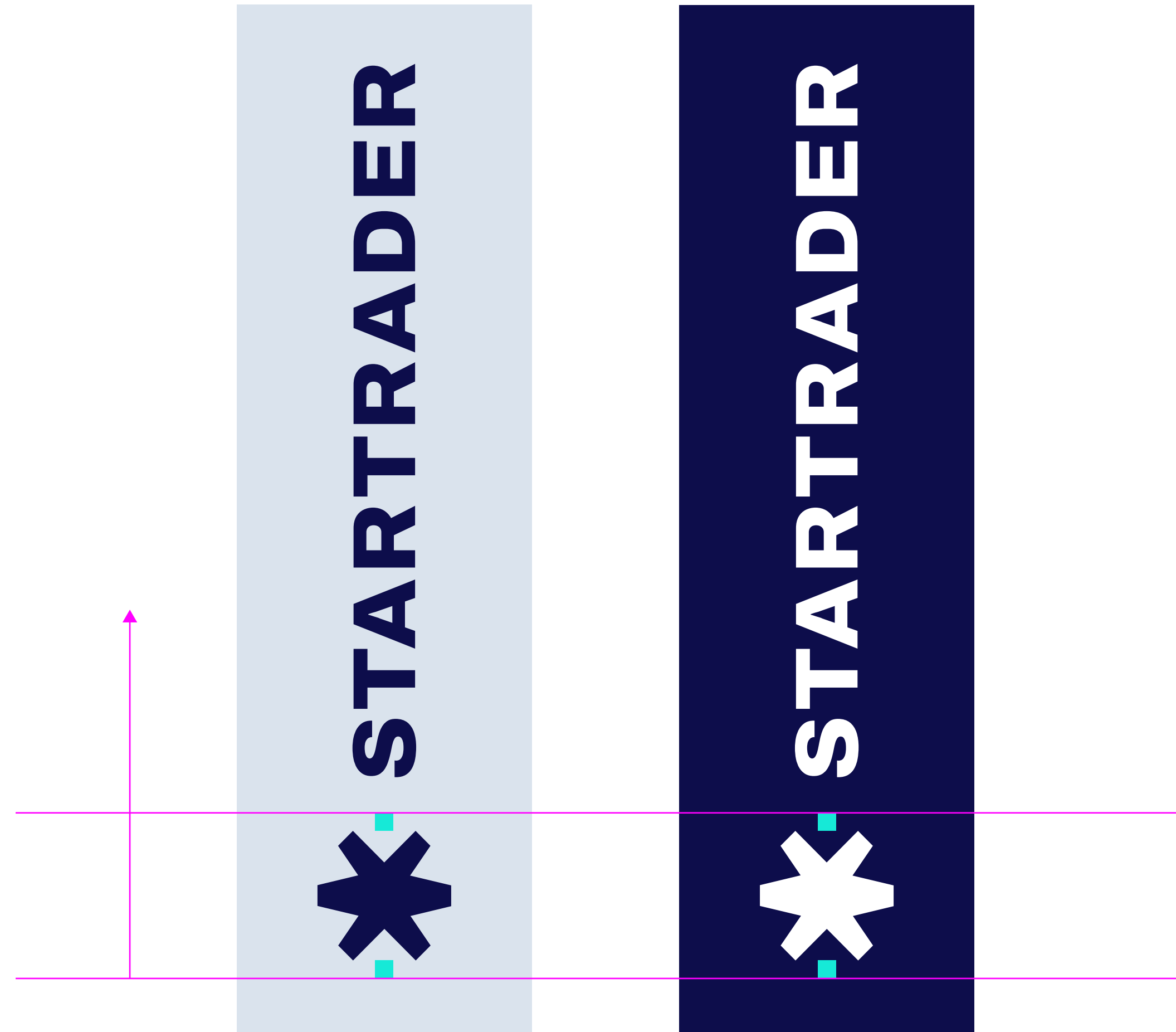


Right - Top



Right - Bottom

The wireframe defines the structural boundaries of the logo. It ensures the proportions remain intact across all formats and prevents distortion or misalignment.



In vertical banner and flag printing, the STAR element is vertically aligned as best practice for brand visibility, especially on narrow, moving, or high-traffic displays. Vertical alignment ensures the logo remains legible and properly oriented when the flag hangs or flutters.

Primary Latin Typeface Plus Jakarta Sans

AaBb
1234567890

Our type system is modern, minimal, and premium. Use the selected primary font for headlines and core messaging. Use the secondary font for paragraphs and functional content. Keep spacing, line height, and hierarchy consistent to maintain a refined visual rhythm.

Plus Jakarta Sans – Regular

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec in condimentum tortor. Donec est odio, convallis nec nibh nec, vulputate lobortis enim. Nulla elementum ipsum eget nisi vehicula, in feugiat leo aliquam.

Plus Jakarta Sans – Medium

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec in condimentum tortor. Donec est odio, convallis nec nibh nec, vulputate lobortis enim. Nulla elementum ipsum eget nisi vehicula, in feugiat leo aliquam.

Plus Jakarta Sans – Bold

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec in condimentum tortor. Donec est odio, convallis nec nibh nec, vulputate lobortis enim. Nulla elementum ipsum eget nisi vehicula, in feugiat leo aliquam.

[DOWNLOAD FONT HERE](#)

Primary Asian Typeface Noto Sans

人生而自
1234567890

Our type system is modern, minimal, and premium. Use the selected primary font for headlines and core messaging. Use the secondary font for paragraphs and functional content. Keep spacing, line height, and hierarchy consistent to maintain a refined visual rhythm.

Noto Sans - Regular

鑑於對人類家庭所有成員的固有尊嚴及其平等的和不移的權利的承認，乃是世界自由、正義與和平的基礎。

Noto Sans - Medium

鑑於對人類家庭所有成員的固有尊嚴及其平等的和不移的權利的承認，乃是世界自由、正義與和平的基礎。

Noto Sans - Bold

鑑於對人類家庭所有成員的固有尊嚴及其平等的和不移的權利的承認，乃是世界自由、正義與和平的基礎。

[DOWNLOAD FONT HERE](#) + Other Asian Languages

Primary Arabic Typeface Tajawal

أ ب ج د
1234567890

Tajawal - Regular

هناك حقيقة مثبتة منذ زمن طويل وهي أن المحتوى المقروء لصفحة ما سيلهي القارئ عن التركيز على الشكل الخارجي للنص أو شكل توضع الفقرات في الصفحة التي يقرأها.

Tajawal - Medium

هناك حقيقة مثبتة منذ زمن طويل وهي أن المحتوى المقروء لصفحة ما سيلهي القارئ عن التركيز على الشكل الخارجي للنص أو شكل توضع الفقرات في الصفحة التي يقرأها.

Tajawal - Bold

هناك حقيقة مثبتة منذ زمن طويل وهي أن المحتوى المقروء لصفحة ما سيلهي القارئ عن التركيز على الشكل الخارجي للنص أو شكل توضع الفقرات في الصفحة التي يقرأها.

Our type system is modern, minimal, and premium. Use the selected primary font for headlines and core messaging. Use the secondary font for paragraphs and functional content. Keep spacing, line height, and hierarchy consistent to maintain a refined visual rhythm.

[DOWNLOAD FONT HERE](#)

Secondary Typeface

Zodiak

AaBb

1234567890

Our type system is modern, minimal, and premium. Use the selected primary font for headlines and core messaging. Use the secondary font for paragraphs and functional content. Keep spacing, line height, and hierarchy consistent to maintain a refined visual rhythm.

Zodiak - Light

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec in condimentum tortor. Donec est odio, convallis nec nibh nec, vulputate lobortis enim. Nulla elementum ipsum eget nisi vehicula, in feugiat leo aliquam.

Zodiak - Regular

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec in condimentum tortor. Donec est odio, convallis nec nibh nec, vulputate lobortis enim. Nulla elementum ipsum eget nisi vehicula, in feugiat leo aliquam.

Zodiak - Bold

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec in condimentum tortor. Donec est odio, convallis nec nibh nec, vulputate lobortis enim. Nulla elementum ipsum eget nisi vehicula, in feugiat leo aliquam.

[DOWNLOAD FONT HERE](#)

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Donec in condimentum tortor. Donec est odio, convallis nec nibh nec, vulputate lobortis enim.

Nulla elementum ipsum eget nisi vehicula, in feugiat leo aliquam. Fusce quam nulla, placerat ut quam sit amet, facilisis sollicitudin ligula. Phasellus venenatis, diam vel rhoncus hendrerit, nunc est maximus lectus, eu rutrum diam est placerat ipsum.

Nunc id ex nisl. Vestibulum non neque eu turpis ultricies euismod.

Our type system is modern, minimal, and premium. Use the selected primary font for headlines and core messaging. Use the secondary font for paragraphs and functional content. Keep spacing, line height, and hierarchy consistent to maintain a refined visual rhythm.

**PANTONE 2766 C**

HEX #0D0D4B
RGB 13, 13, 75
CMYK 100, 96, 37, 40

PANTONE 3252 C

HEX #16E9D7
RGB 22, 233, 215
CMYK 66, 0, 28, 0

PANTONE 2728 C

HEX #0047BB
RGB 0, 71, 187
CMYK 97, 77, 0, 0

PANTONE 656 C

HEX #DAE3ED
RGB 218, 227, 237
CMYK 13, 6, 3, 0

The primary colours define the brand at first glance. They carry the core personality and must lead across all key touch-points to ensure recognition, consistency, and authority.

**PANTONE Blue 072 C**

HEX #001489
RGB 0, 20, 137
CMYK 100, 96, 4, 4

PANTONE 4685 C

HEX #DFC5AE
RGB 222, 196, 174
CMYK 12, 22, 30, 0

PANTONE 532 C

HEX #1C1F2A
RGB 27, 31, 42
CMYK 81, 73, 56, 68

PANTONE Cool Gray 11 C

HEX #50555B
RGB 81, 86, 91
CMYK 68, 57, 51, 29

Secondary colours support the system without competing with it. They add flexibility, depth, and functionality, allowing the brand to adapt across formats while staying cohesive.



METALIC PANTONE 876 C

PANTONE 4645 C

HEX #AC7C59

RGB 172, 124, 89

CMYK 29, 51, 69, 8

METALIC PANTONE 877 C

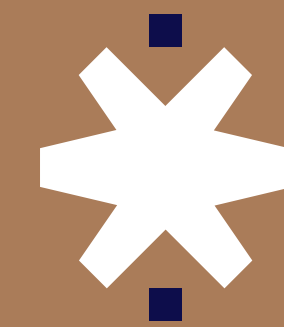
PANTONE 429 C

HEX #A0A8AE

RGB 160, 168, 174

CMYK 39, 28, 26, 0

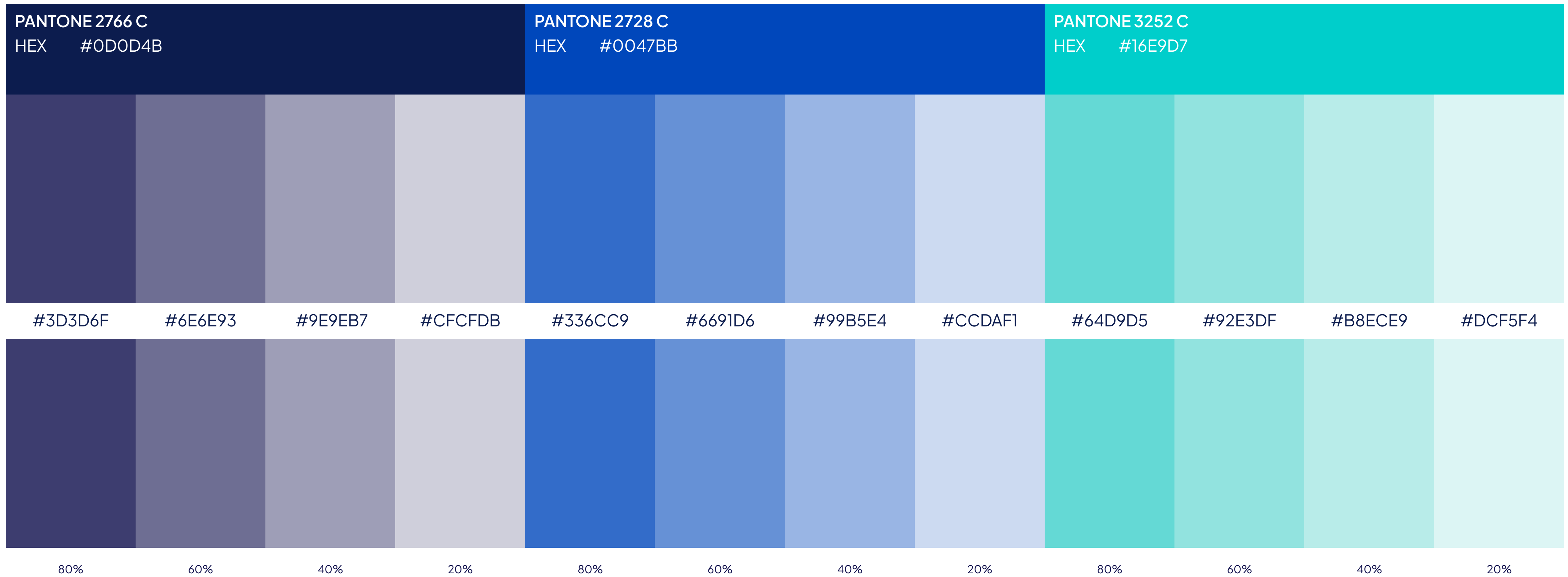
Premium colours are accents, not defaults. They emphasise and highlight key actions, or elevate specific experiences, with restraint usage. The less they appear, the more impact they carry.



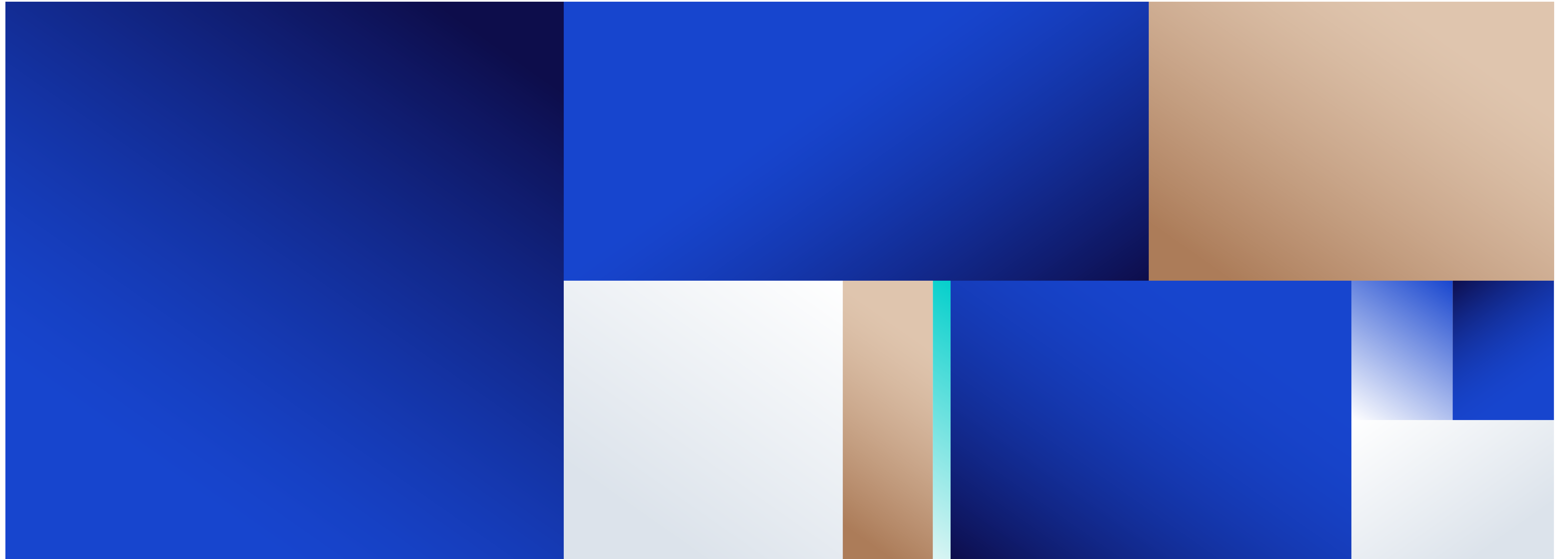
Logo colour variations ensure brand consistency and visibility across diverse backgrounds, materials, and media, ranging from full colour, single colour, to reversed (inverted) options. These variations are essential for adaptability in printing (e.g. embroidery, merchandise), digital, and print applications, maintaining brand recognition.



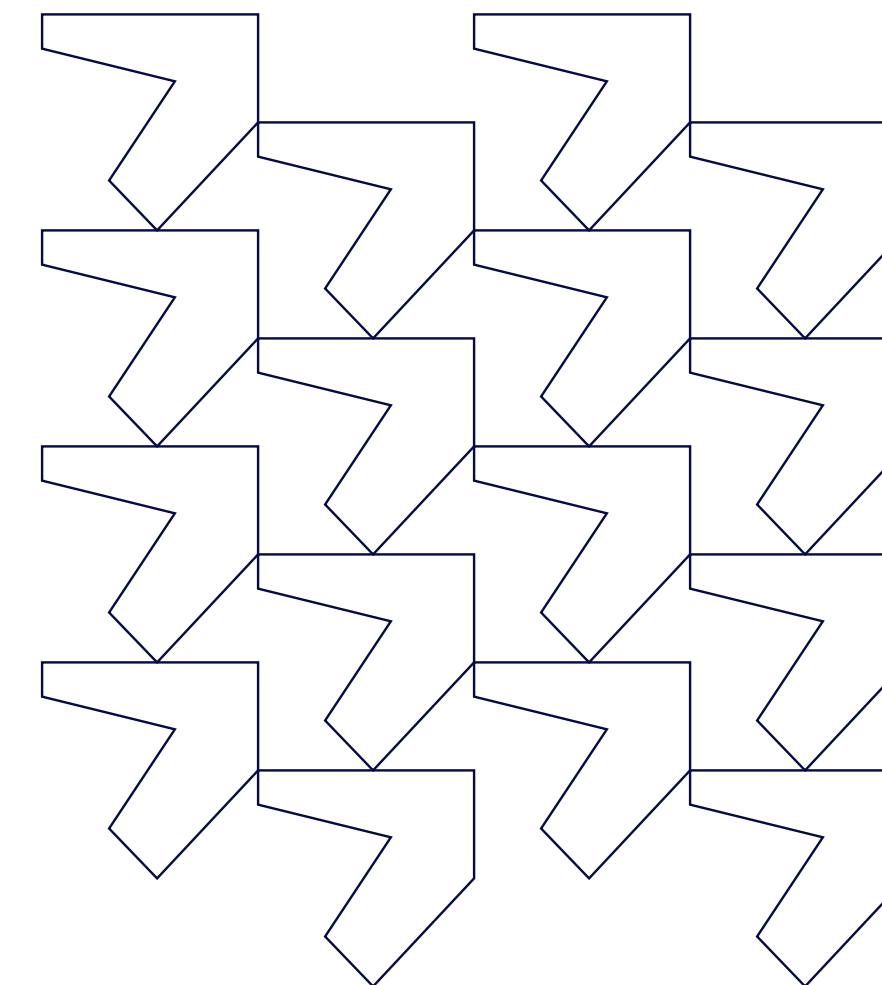
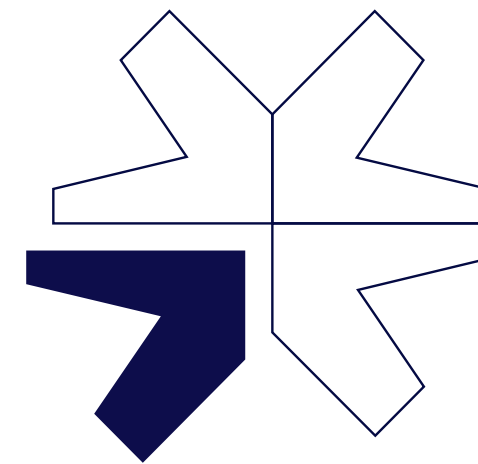
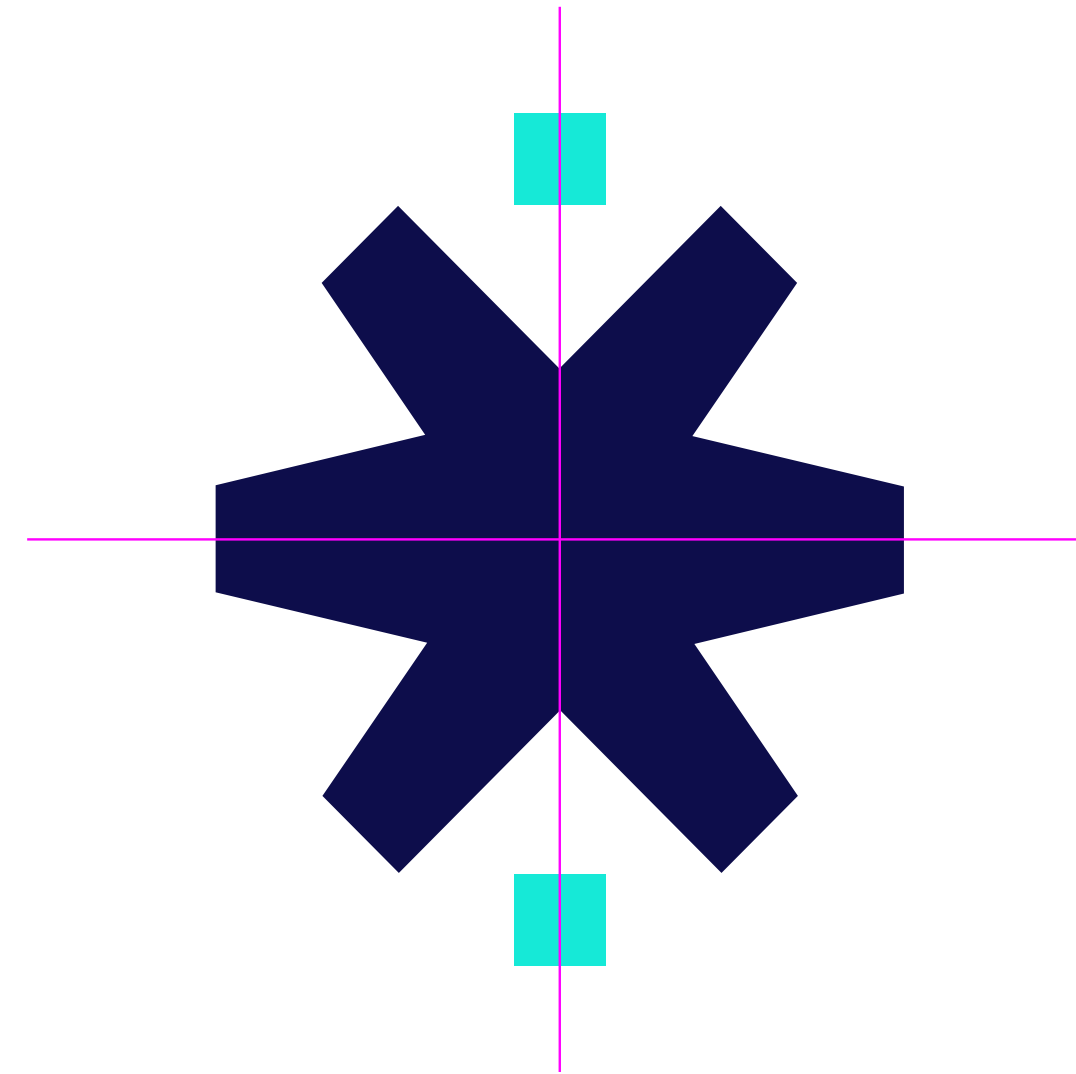
Using a single colour, shade, or black & white, offer a versatile, timeless, and sophisticated brand identity. They are ideal for ensuring brand consistency across various media, including print, packaging and digital platforms, while reducing printing costs.



Tints extend the palette for softer layers, backgrounds, and subtle gradients. They support the hierarchy without diluting the brand's strength.



Gradients add depth and movement to the visual language. Use them with restraint as accent elements to highlight momentum, ambition, and growth.



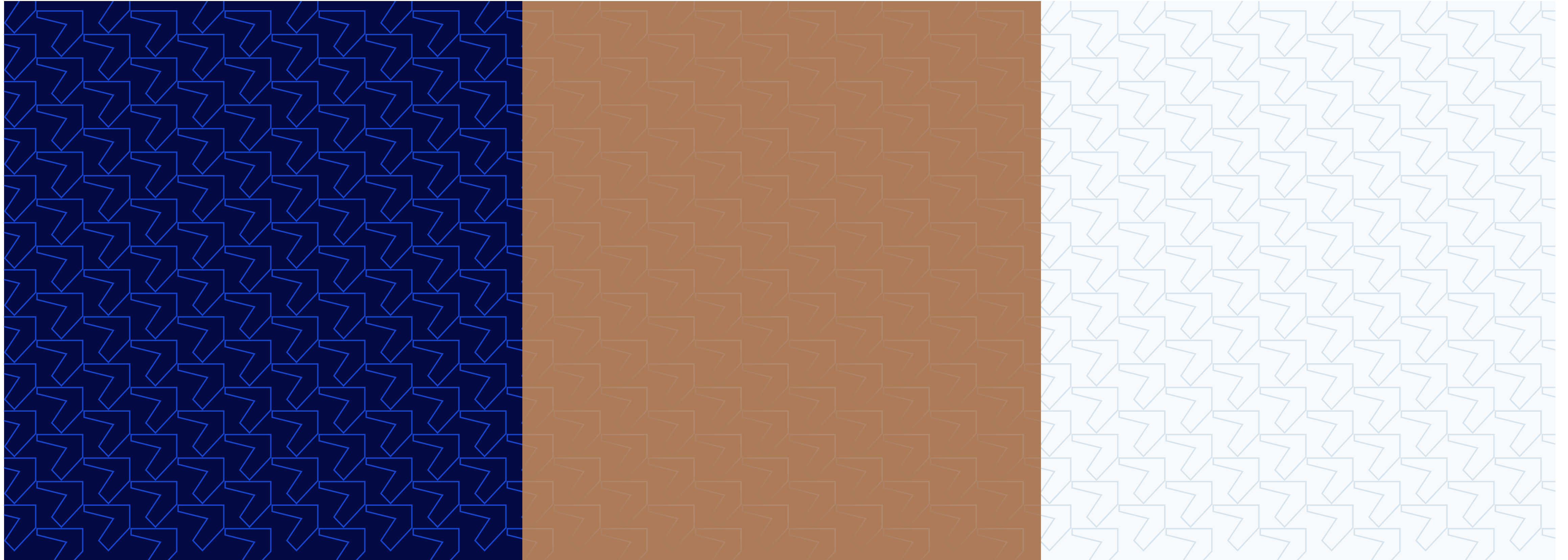
The STAR pattern is built on a simple, disciplined idea: one core form, repeated with intent. That simplicity is deliberate. It creates a strong visual system without overcomplicating the language. This approach gives us two things at once: consistency and freedom.

Consistency comes from a clear geometric logic that makes the brand instantly recognisable across all touch-points. Freedom comes from how the pattern can adapt, subtle and refined in premium applications, bold and expressive in high-impact communications.

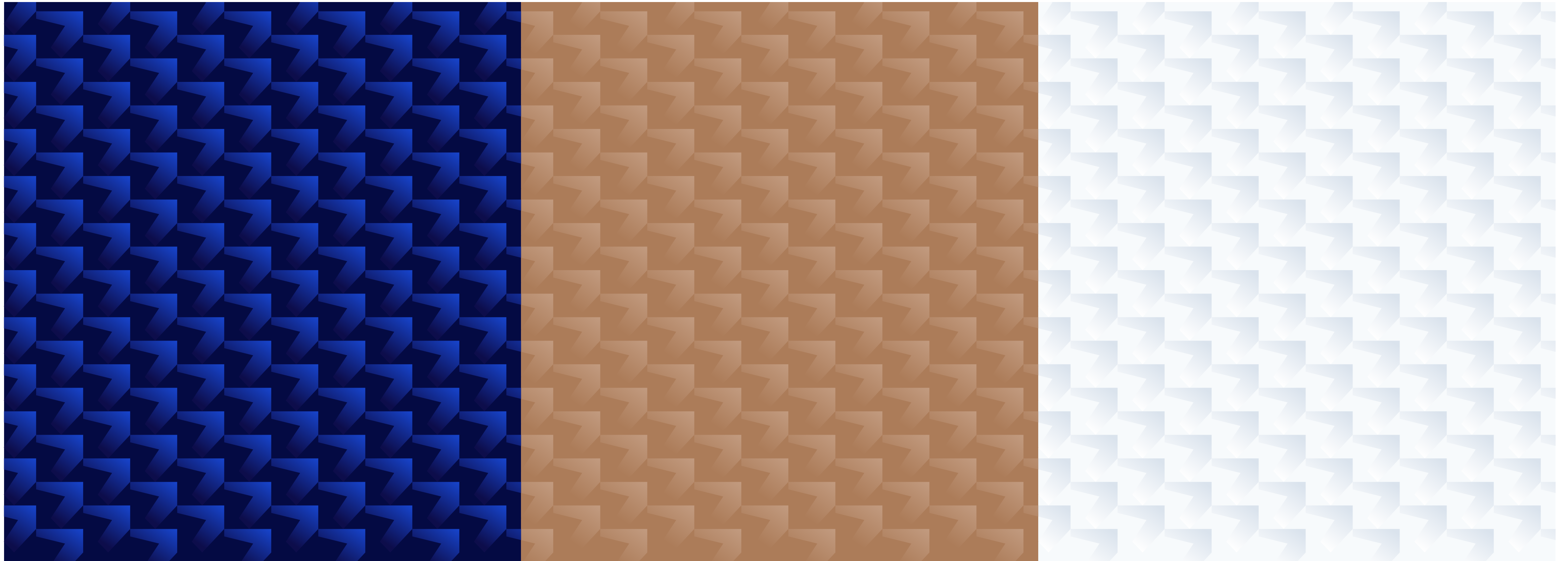


Patterns are used to create texture and visual continuity across mediums. They should be clean, geometric, and aligned with the brand's minimal direction.

Note: The STAR pattern usage should be always with 90° or 180° angle cut.



Patterns are used to create texture and visual continuity across mediums. They should be clean, geometric, and aligned with the brand's minimal direction.



Patterns are used to create texture and visual continuity across mediums. They should be clean, geometric, and aligned with the brand's minimal direction.



2.9

COLOUR VARIATIONS



The STARTRADER logo colour variations are essential for a versatile brand identity, ensuring the design is consistently recognizable across all mediums and backgrounds.

Before use, please confirm the appropriate application of any logo variation with the designated brand guardian to ensure consistency.



3.

CO-BRANDING - LOGO LOCKUP



3.1

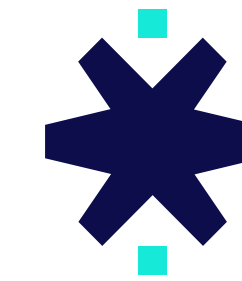
LOGO LOCKUP WITH TAGLINE



Built on trust. Driven by growth.



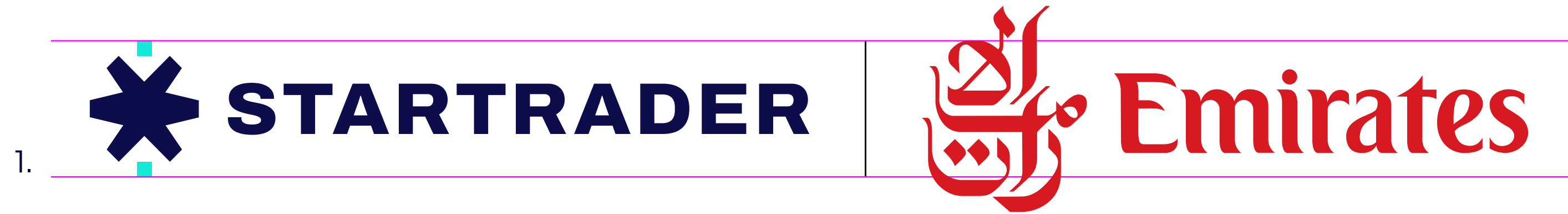
Built on trust.
Driven by growth.



STARTRADER

Built on trust. Driven by growth.

“Built on trust. Driven by growth.” clearly states STARTRADER’s core promise: a reliable, transparent partner committed to helping traders grow. Used consistently across the website, campaigns, sponsorships, and corporate communications, it anchors the brand’s credibility, professionalism, and long-term ambition.



1. **Wide logos:** A horizontal lockup works best when the partner's logo is wide.
2. **Tall logos:** A stacked lockup works best when the partner's logo is narrow.
3. **Narrow space:** A vertical lockup works best when you're placing the co-brand in a square or narrow space.



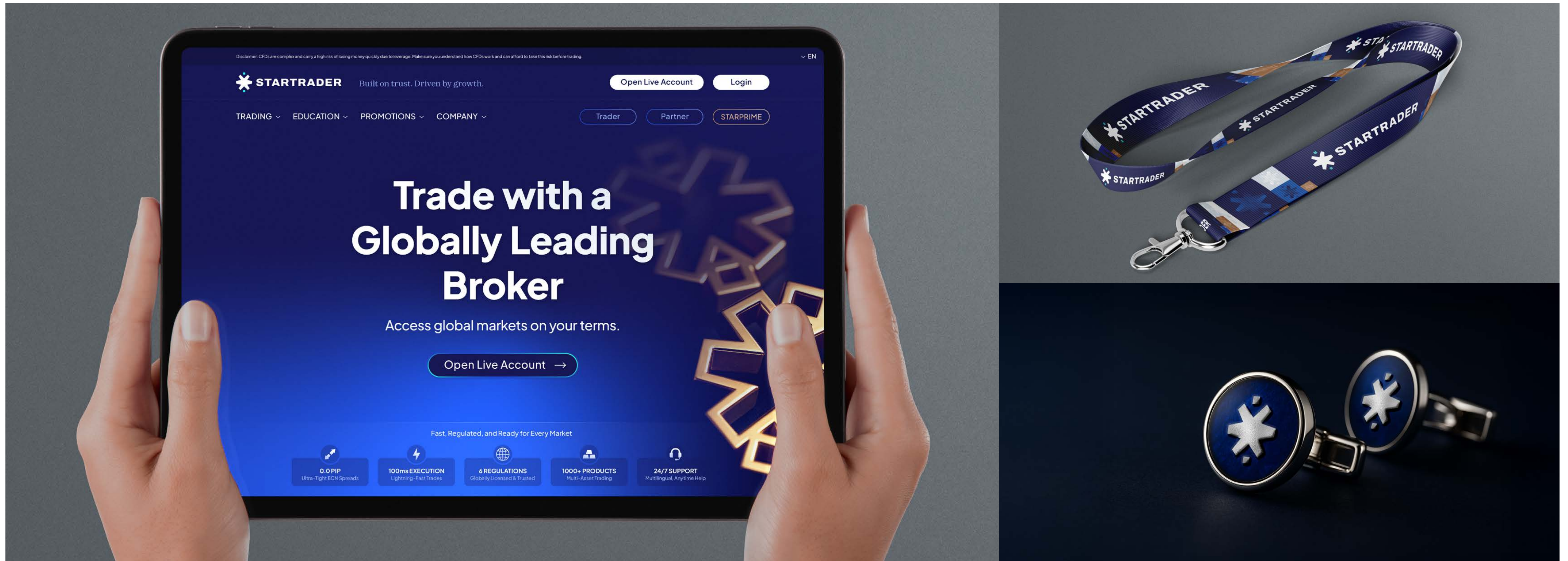
4.

APPLICATIONS



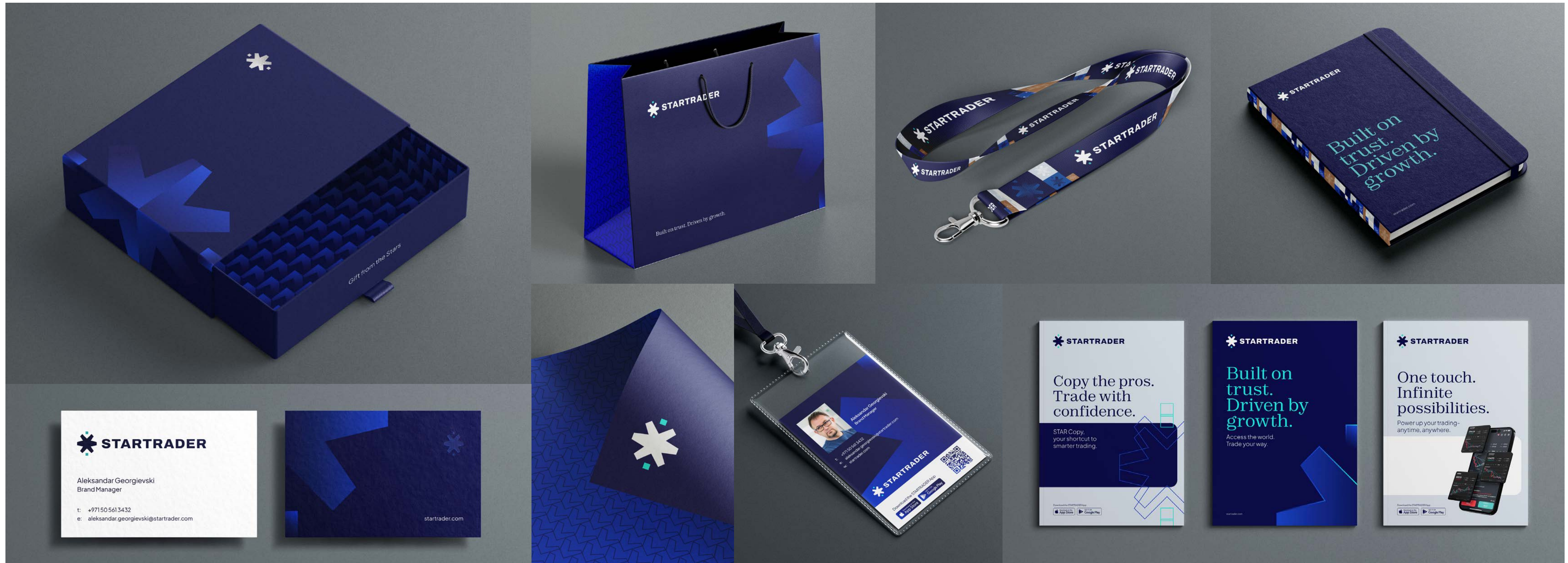
4.1

VISUAL LANGUAGE

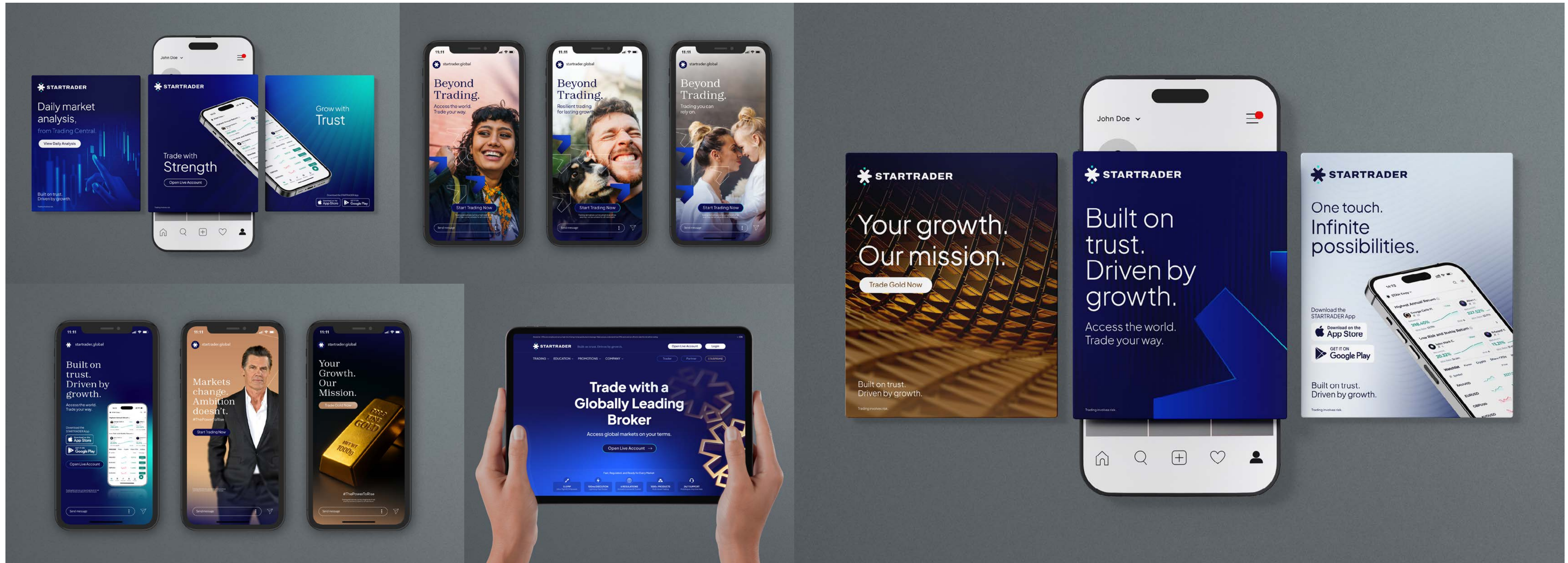


The visual system is clean, cinematic, and premium. Every element must feel intentional and rooted in STARTRADER's values: strength, trust, ambition, resilience.

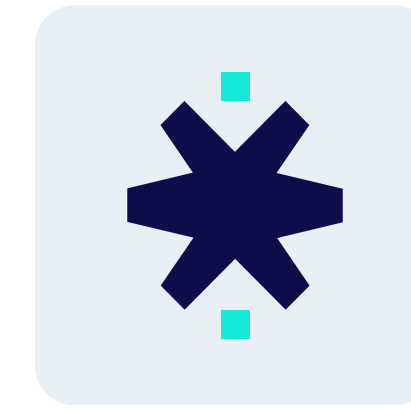
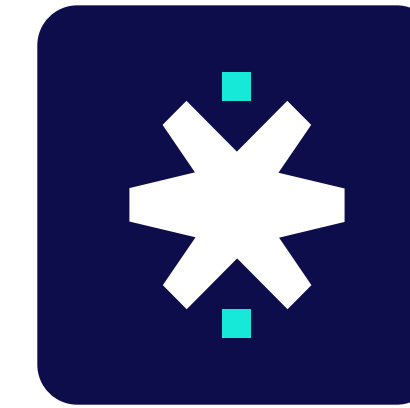
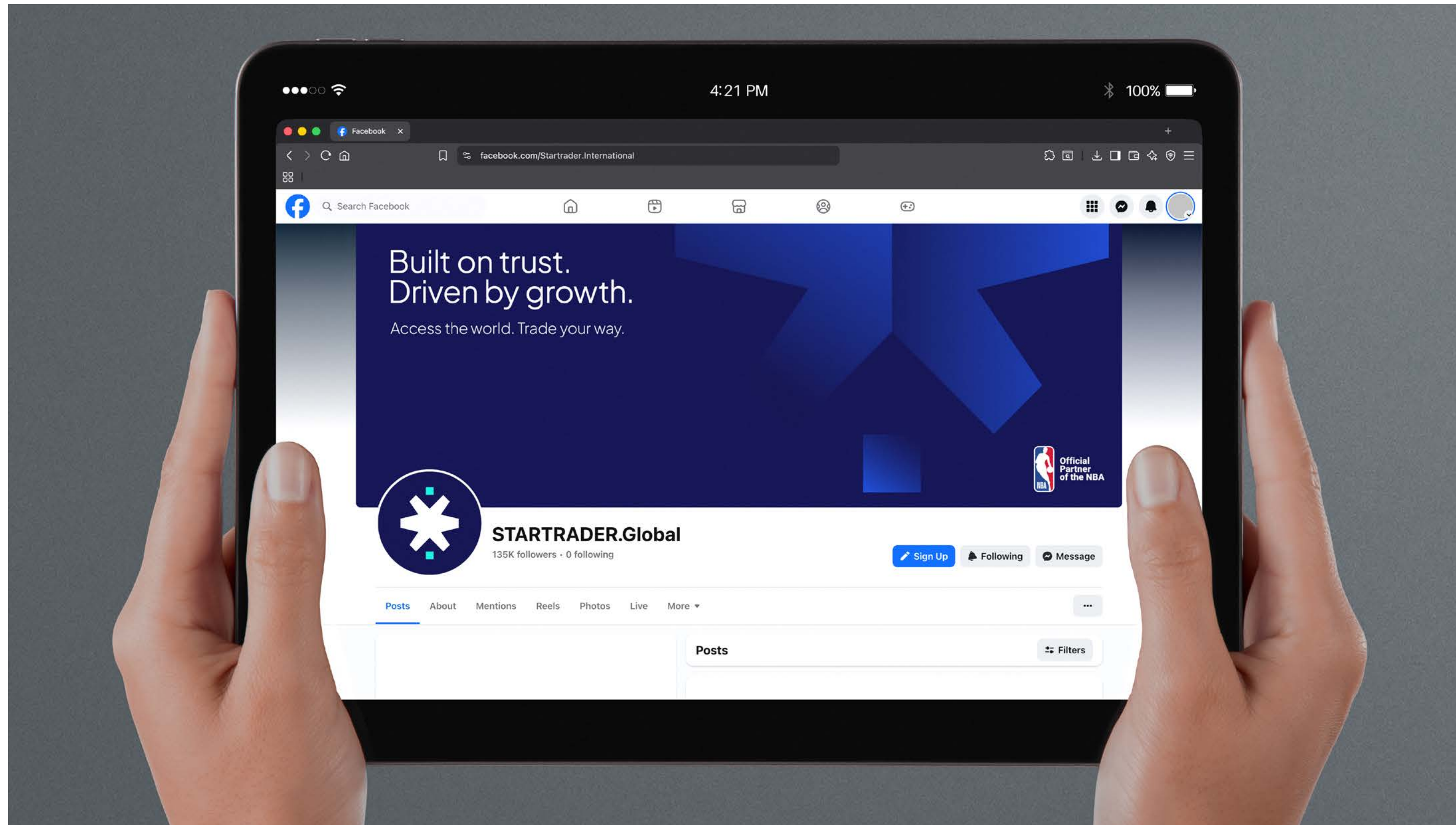
4.2 PRINT ACTIVATION



Printed materials should feel sharp and high-quality, minimal layouts, balanced spacing, and purposeful typography. No clutter. No unnecessary decoration.



Messaging must be fast, clear, and visually consistent. Social content should inspire, educate, and elevate the brand above typical trading noise. Every post must reinforce the identity and tone.



App icons and social media accounts are used as critical tools for brand identity, user engagement, and marketing, acting as visual shortcuts to a brand’s digital presence. They provide access to social profiles, build trust, and drive traffic to websites or content.



EXPO and POS materials must project authority and professionalism. Large visuals, premium finishes, clean lines. The brand should stand out instantly through simplicity and precision.



4.4

POINT OF SALE



EXPO and POS materials must project authority and professionalism. Large visuals, premium finishes, clean lines. The brand should stand out instantly through simplicity and precision.



A corporate dress code is crucial for branding because it visually communicates a company's values, culture, and professionalism, fostering brand identity, building customer trust, ensuring cohesion, and acting as free marketing, all while setting clear expectations for employees and influencing their mindset and performance.

From formal suits to smart casuals, the attire aligns employees with the brand's image, strengthening recognition internally and externally.



A corporate dress code is crucial for branding because it visually communicates a company's values, culture, and professionalism, fostering brand identity, building customer trust, ensuring cohesion, and acting as free marketing, all while setting clear expectations for employees and influencing their mindset and performance.

From formal suits to smart casuals, the attire aligns employees with the brand's image, strengthening recognition internally and externally.



5.

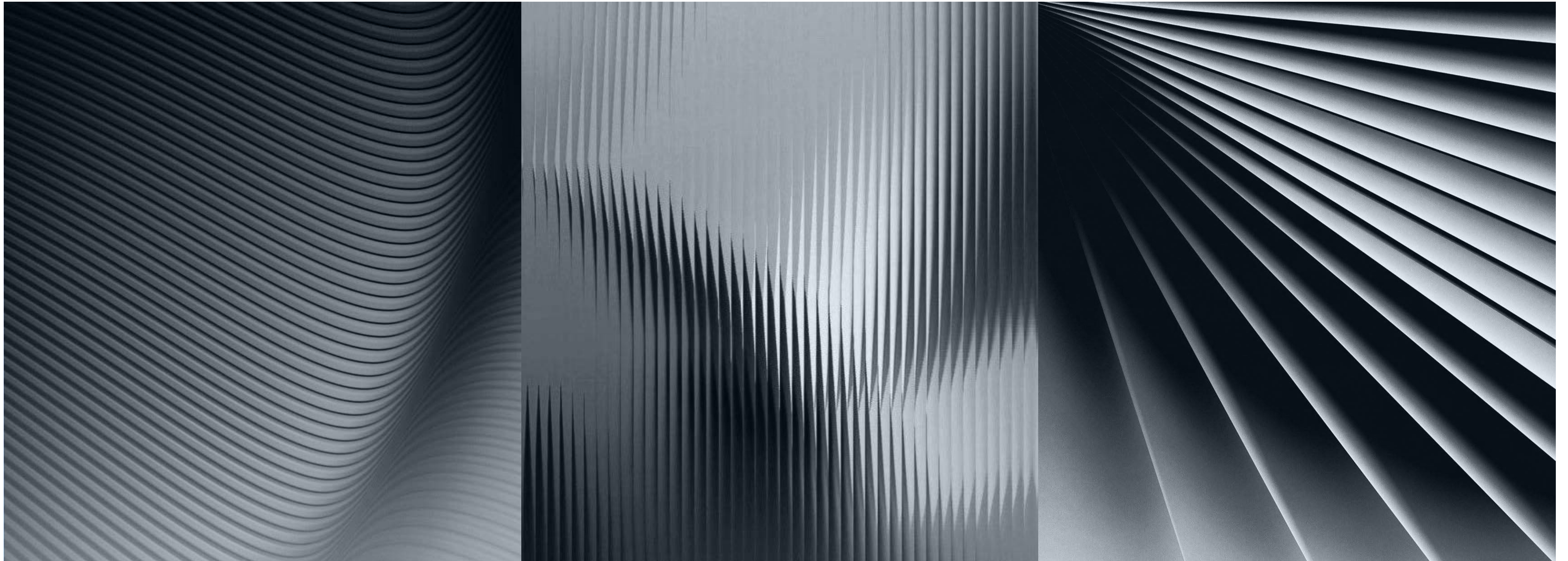
IMAGERY



Photography is cinematic, focused, and human-driven. Show ambition, progress, and resilience through real emotion, honest moments, and refined composition. Light, contrast, and framing must evoke trust and upward movement.



Illustrations should be minimal, modern, and precise, supporting complex ideas with clarity. Use them sparingly and always in alignment with the overall premium aesthetic.



Abstract elements visualise energy, motion, and growth. They serve as atmospheric layers, not the hero. Use them to reinforce the narrative of progress without overwhelming the design.



3D elements introduce depth and sophistication. They represent structure, stability, and motion, tying back to the brand's premium feel. Use them to create focal points in campaigns, hero sections, and premium visual pieces.



Need more help?

These guidelines give you a straightforward overview of STARTRADER's core brand assets and the main visual rules for using them.

Keep in mind: depending on what you're using and where you're using it, additional rules might apply. Every use of STARTRADER brand assets must be approved by STARTRADER. These guidelines don't change or override any existing partner agreements if there's ever a conflict, the agreement takes priority.

Also, partners should never try to register any part of the STARTRADER brand. All approved brand assets are available upon your request. It's your responsibility to secure any consent, clearance, or registration needed when using STARTRADER's logo or commercial taglines.

Concept & Content:
STARTRADER Brand Department

For more info email us at : brandhub@startrader.com

Download the brand assets from the
[STARTRADER Brand Hub portal](#)