BRAND GUIDELINES

Journal Trading

A practical visual reference for consistent brand use.



Core identity
Neon-lime gradient · near-black mark · rounded-square app icon

Primary asset
The supplied Journal-Trading.com logo artwork. Use this master without redrawing or retyping it.

1. Logo usage

The logo supplied for this project is a square, rounded-corner app mark with the rising-trend symbol and the Journal-Trading.com wordmark integrated into one piece of artwork. The exact supplied file is the primary reference.



Do

• Use the original PNG or its approved vector derivative.

• Keep the full square composition intact when using the complete logo.

• Leave clear space around the logo; as a practical starting point, reserve at least 8% of the logo width on every side.

• Use a background that provides strong contrast with the green tile and dark artwork.

Do not

• Do not stretch, skew, rotate, recolor or crop the logo.

• Do not retype the wordmark with a substitute font.

• Do not add shadows, outlines or extra effects to the logo artwork.

• Do not place the logo over visually busy details that compete with its lettering.

Note: the current supplied master is a square composition. A separate horizontal lockup should only be introduced if it is approved as a new brand asset.

2. Color palette

The palette below is sampled from the supplied logo artwork. Because the green field uses a gradient, the lime values are representative anchor colors rather than a claim that the logo uses one flat green.

Color	HEX	RGB
Primary lime	#A3F945	163, 249, 69
Bright green	#84ED2B	132, 237, 43
Near-black	#101317	16, 19, 23
	#24292F	36, 41, 47
White	#FFFFFF	255, 255, 255

Suggested application

Use near-black for dark layouts and text. Use lime/green as the recognizable accent for highlights, active states, charts and calls to action. Use white or very light neutral surfaces for readable long-form content. Avoid using multiple competing neon greens in one composition.

Gradient guidance

For supporting graphics, a subtle transition between #A3F945 and #84ED2B can echo the logo. Keep gradients out of small body text and essential UI labels to preserve legibility.

3. Typography & visual language

The wordmark lettering is embedded in the supplied raster logo. Its exact typeface has not been identified, so do not claim a named font for the logo. For new supporting materials, use a clean sans-serif family with clear numerals and strong screen readability.

Use	Recommended treatment
Headlines	Bold sans-serif, concise wording, strong hierarchy.
Body copy	Regular sans-serif, comfortable line spacing, high contrast.
Numbers / metrics	Tabular or monospaced numerals where available; align values consistently.

4. Graphic direction

• **Overall feel:** modern trading technology, precise, confident and uncluttered.

• **Backgrounds:** near-black or clean white; use green glow and gradients sparingly.

• **Data visuals:** charts, candles and performance metrics may be used as supporting motifs, but must remain illustrative unless they show verified product data.

• **Composition:** preserve generous negative space; keep the logo prominent and avoid placing copy over it.

• **Photography / mockups:** use real Journal Trading product screenshots for feature promotion. Do not fabricate interface screenshots or imply unbuilt features.

5. Asset checklist

• Master logo: supplied original PNG (included in this package).

• SVG: use the separately supplied vectorized files; inspect fine lettering at large print sizes because the SVG is a trace of raster artwork.

• Platform exports: create crops from a master composition rather than stretching the artwork.

• Before publication: check logo legibility, safe areas, spelling of Journal-Trading.com and platform-specific crop behavior.

This guide documents the supplied artwork and practical usage recommendations. It does not establish unverified font names, trademark clearances or official platform endorsement.