

# Brand Guidelines

# Table of Contents

## 3 Logo

Versions

Incorrect Usage

Clear Space & Minimum Size

## 7 Color Palette

Application Colors

## 9 Typography

## 10 Imagery & Graphics

Iconography

Application Icons

Illustrations

# TradeCentric Logo

The TradeCentric logo is composed of the Centerpoint and a logotype set in Poppins. The horizontal logo is the primary logo and should be used in most instances. Always use the logo files provided. Do not recreate the logo.

Primary Logo  
Horizontal



Primary Logo  
Horizontal

Knockout



# Logo Versions

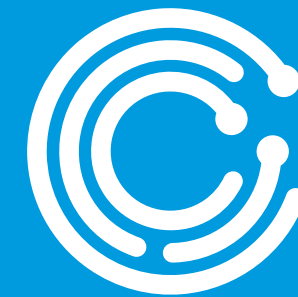
The vertical logo is the secondary logo and should be used when horizontal space is limited. Always use the logo files provided. Do not recreate the logo.



TradeCentric<sup>®</sup>



TradeCentric<sup>®</sup>



**CENTERPOINT** is the icon that represents the TradeCentric brand. Forming the shape of a "C" to emphasize our centric position between buyers and sellers, Centerpoint is designed to demonstrate the movement, variables, complexities in business transactions. Its sleek and rounded design aims to evoke confidence in TradeCentric, positioning our solution as sophisticated and all-encompassing.

# Incorrect Logo Usage

To maintain the integrity of the TradeCentric logo and to promote consistency of our brand, the logo should be used as described in these guidelines. The examples shown here illustrate possible misuses of the TradeCentric logo that should be avoided.



DO NOT ALTER THE COLORS



DO NOT STRETCH IN EITHER DIRECTION



DO NOT ROTATE



DO NOT RECREATE WITH OTHER TYPEFACES



DO NOT PLACE ON BUSY BACKGROUNDS THAT AFFECT READABILITY



DO NOT ADD EFFECTS



DO NOT OUTLINE



DO NOT ALTER THE PROPORTIONS

# Logo Clearspace

To ensure our logo is clearly visible in all applications, surround it with sufficient clear space—free of type, graphics, and other elements that might cause visual clutter.

A clear space of 100% of the inner graphic element of the icon should be maintained.

# Minimum Size

To ensure maximum visibility and legibility, the logo should not be used below the defined specs.



# Color Palette

The primary color should be used interchangeably in headlines, graphics, illustrations, and icons. Secondary colors should be used to complement the primary color and draw the viewer's attention. Tertiary colors should be used for text or backgrounds for panels of text.



**PRIMARY**  
TradeCentric Navy Blue

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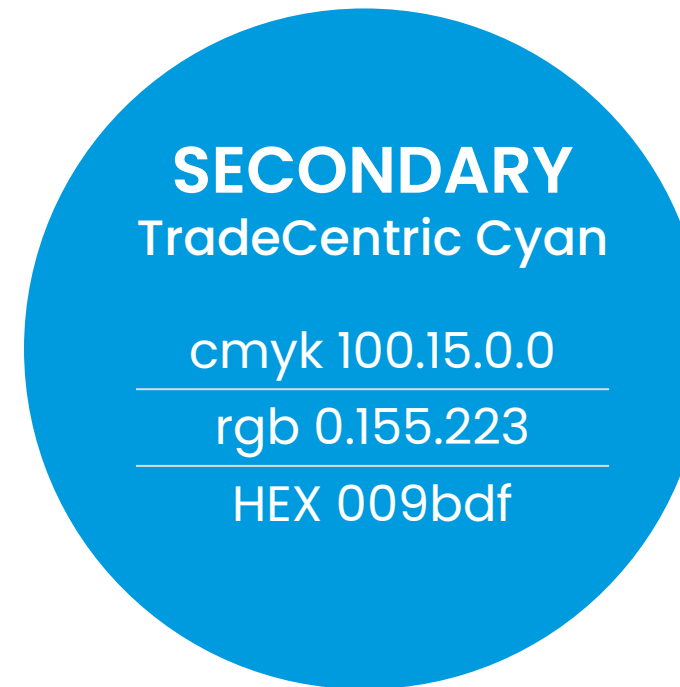
cmyk 100.88.30.20

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rgb 30.54.105

---

HEX 1e3669



**SECONDARY**  
TradeCentric Cyan

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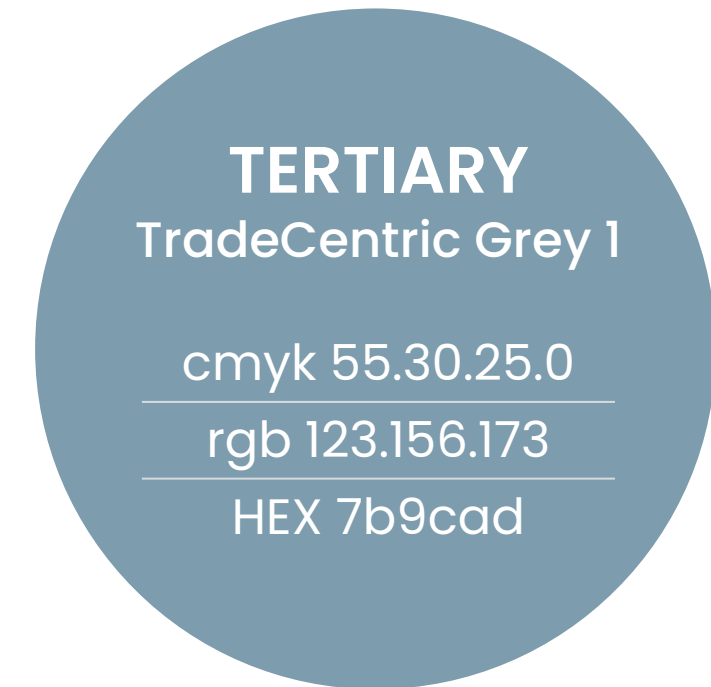
cmyk 100.15.0.0

---

rgb 0.155.223

---

HEX 009bdf



**TERTIARY**  
TradeCentric Grey 1

---

cmyk 55.30.25.0

---

rgb 123.156.173

---

HEX 7b9cad



**SECONDARY**  
TradeCentric Green

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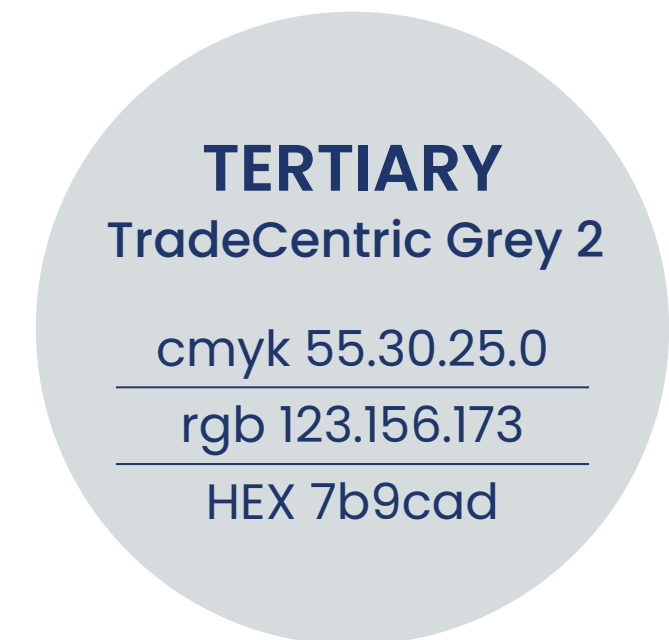
cmyk 50.0.100.0

---

rgb 141.198.63

---

HEX 8dc63f



**TERTIARY**  
TradeCentric Grey 2

---

cmyk 55.30.25.0

---

rgb 123.156.173

---

HEX 7b9cad

# Application Color Palette

PRIMARY \$blue-800

SECONDARY \$cyan

SUCCESS \$teal

DANGER \$red

WARNING \$orange

INFO \$purple-500

LIGHT \$gray-200

DARK \$gray-800



# Typography

Poppins is our official font and must be used when possible. Poppins is an open-source typeface and is available for free on Google Fonts and is to be used in all marketing collateral and the website. It may be used in all weights to establish hierarchy in content.

When Poppins is not available or cannot be used, **Century Gothic** is a free alternative that resembles Poppins. This should be used primarily in Microsoft applications.

## Poppins

Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$\$%^&\*

ExtraLight

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$\$%^&\*

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$\$%^&\*

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$\$%^&\*

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$\$%^&\*

SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$\$%^&\*

**Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$\$%^&\***

**ExtraBold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$\$%^&\***

**Black**

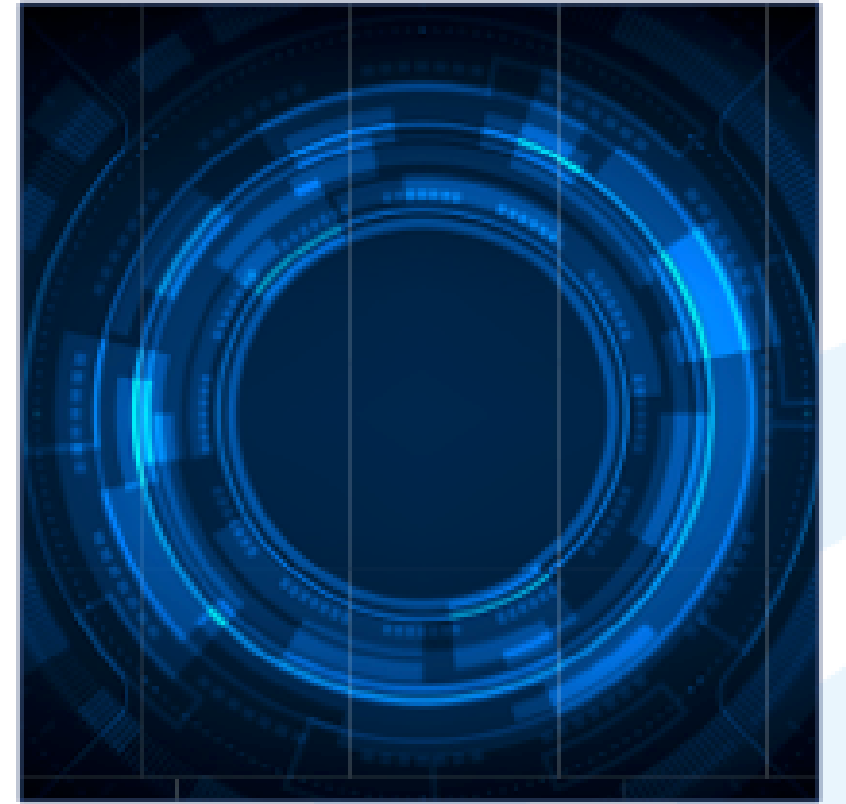
**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$\$%^&\***

# Imagery

The following categories of imagery should be used to visually communicate the centrality of the TradeCentric brand.

## Photography

Conceptual photography that features curves and circles.



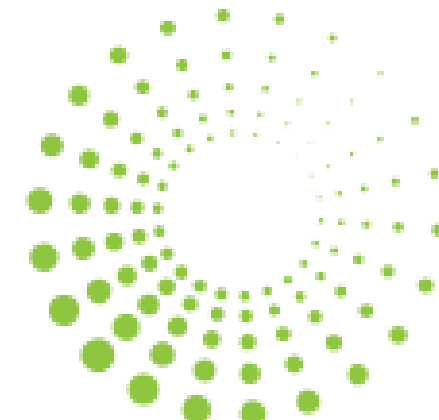
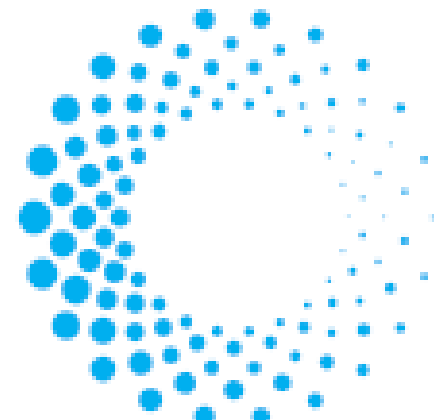
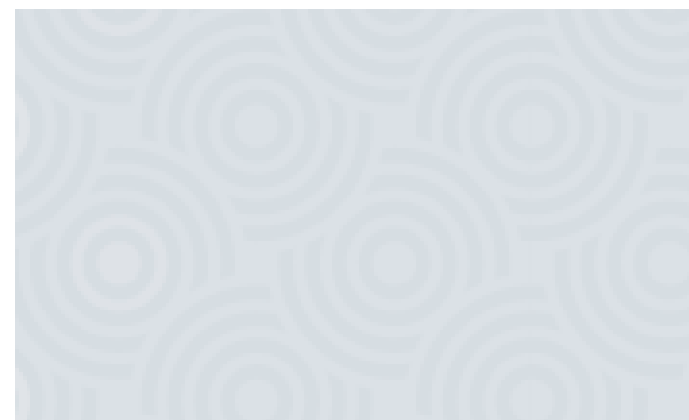
## Gradations & Patterns

Gradations that combine the brand's green and blue colors.



## Circular Graphics

A variety of circular patterns and graphic elements.



# Iconography

Brand iconography should utilize a detailed outline style. The icons can be any color from the brand palette and should provide adequate contrast with the background color of the material it is being applied to.



# Application Icons

Font Awesome Pro v6 (<https://fontawesome.com/v6.0>) "Light" style should be used for application, website and other digital needs.

## Light

When a lighter touch is needed.



# Illustrations

Brand Illustrations should utilize the single color illustration style from scale by flexiple (<https://scale.flexiple.com/illustrations/>). The primary color in the illustrations should be the TradeCentric Cyan with accents of TradeCentric Green or TradeCentric Greys and should provide adequate contrast with the background color of the material it is being applied to.

There are options with the Centerpoint being used as the background with a lighter variant of TradeCentric Cyan in our asset library to represent our products and solutions. Icons may be incorporated within the illustrations from the TradeCentric icon library.



# Questions?

For any brand inquiries, contact the TradeCentric marketing team.

[marketing@tradecentric.com](mailto:marketing@tradecentric.com)