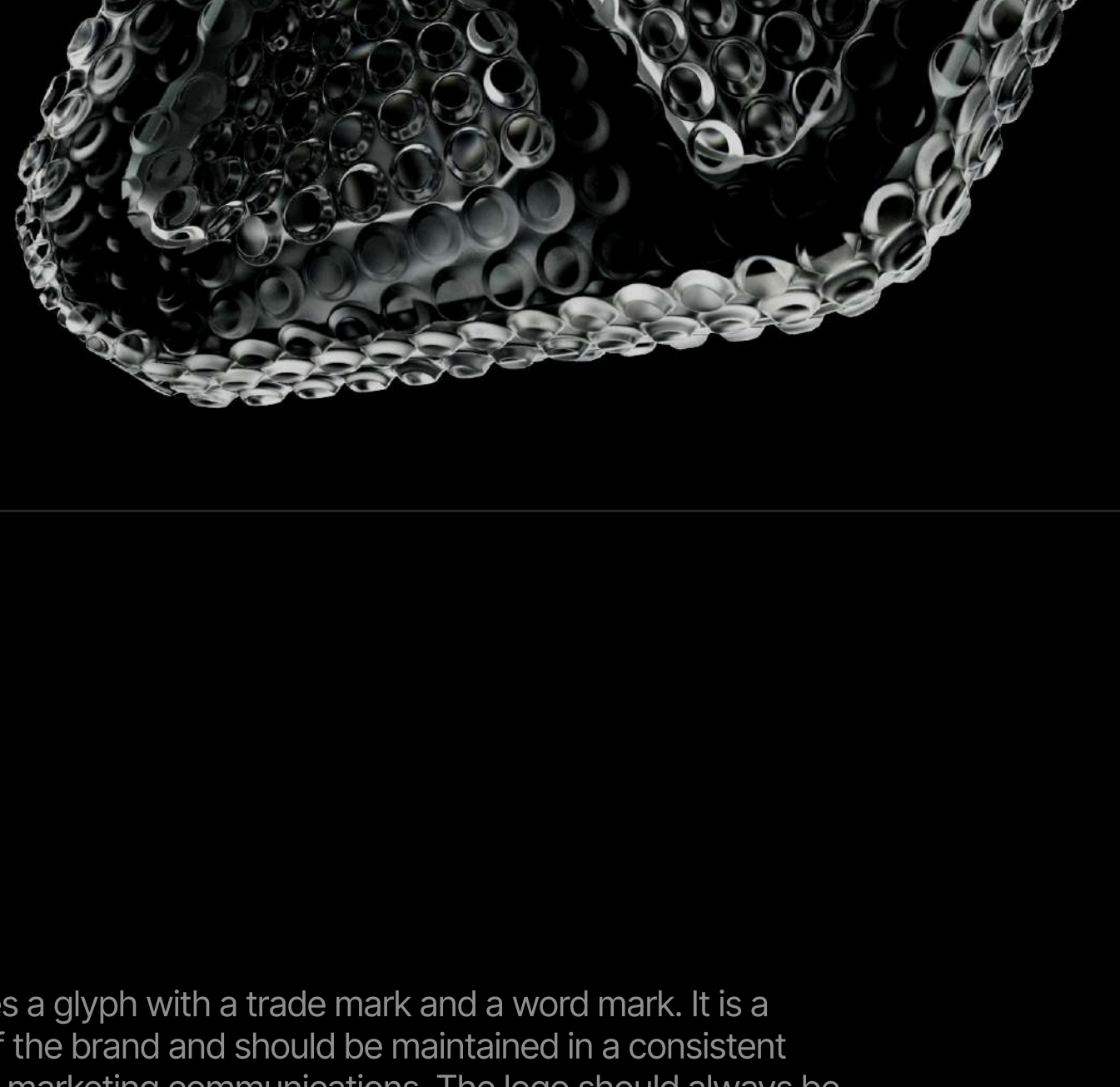


Logotype & Glyph



Main logo

The Olymptrade logo combines a glyph with a trade mark and a word mark. It is a highly recognizable element of the brand and should be maintained in a consistent manner across all product and marketing communications. The logo should always be used in conjunction with the glyph and name.

Logo variations

We use our logo in black and white. On light backgrounds, the black version is preferable, and on dark backgrounds, the white version.

Olymptrade 

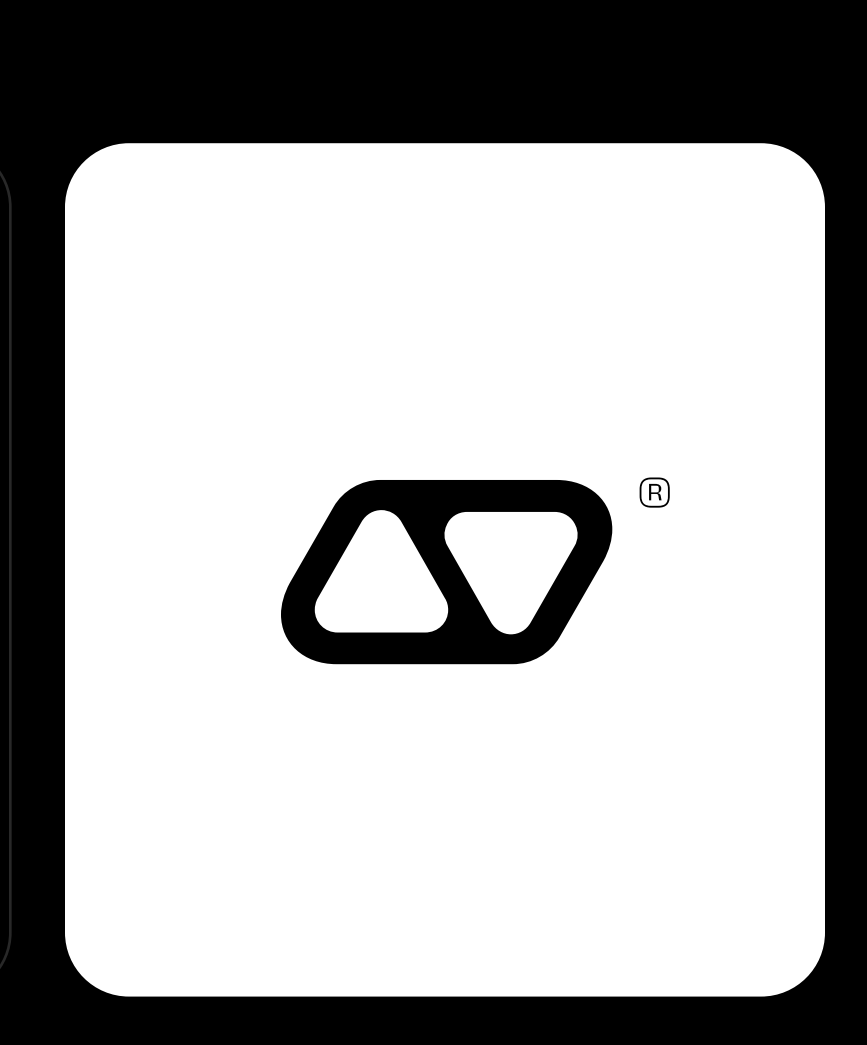
White logo

Olymptrade 

Black logo

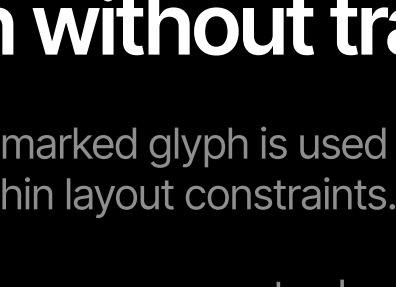
Glyph with trademark

A trademarked glyph is used as a simplified alternative to a full logo in situations where the full version cannot be used.

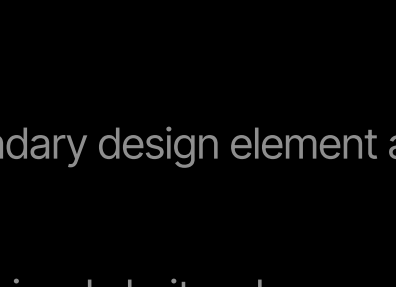


Logo variations

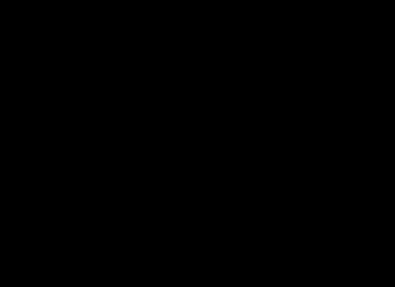
Use the black version on light backgrounds and the white version on dark backgrounds. Also, in cases where emphasis is needed, use the green version.



White logo



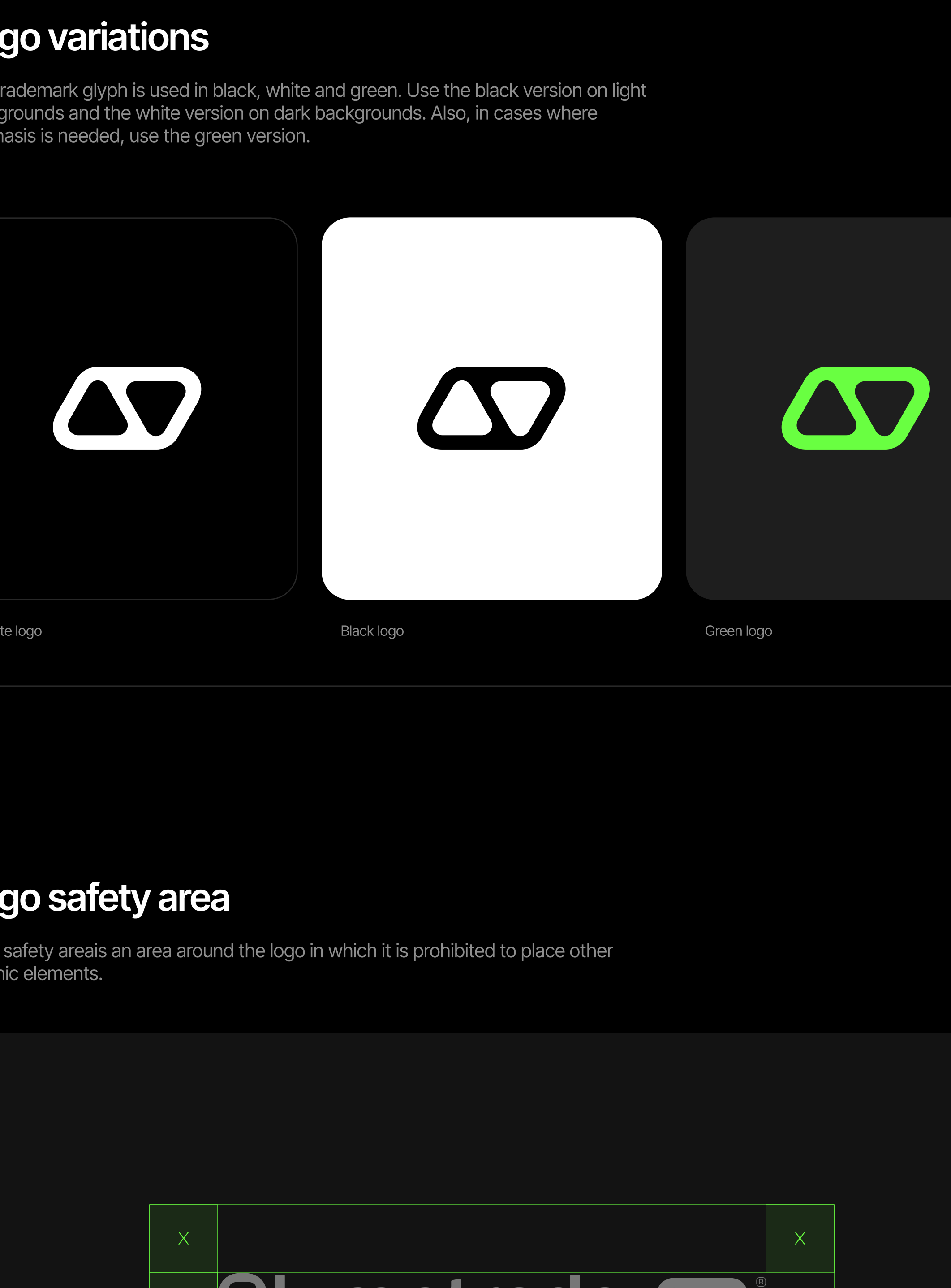
Black logo



Green logo

Aligning

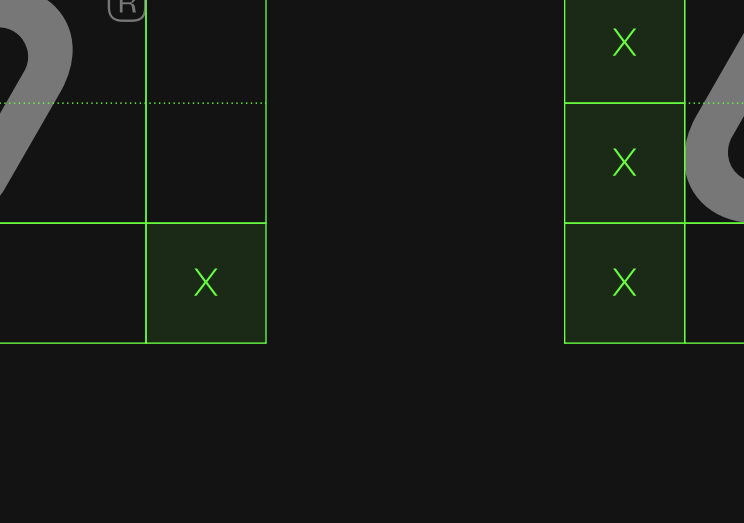
The center aligning of the glyph with the trademark symbol occurs relative to the glyph itself.



Glyph without trademark

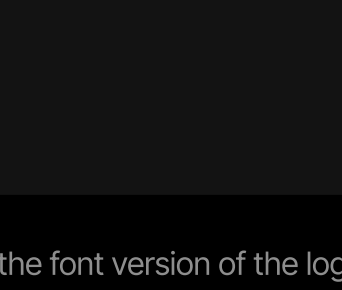
An untrademarked glyph is used when it acts as a secondary design element and must fit within layout constraints.

On the web, we use an untrademarked glyph to ensure visual clarity when scaling.

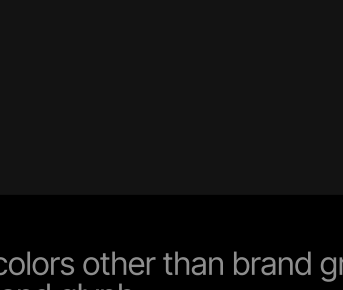


Logo variations

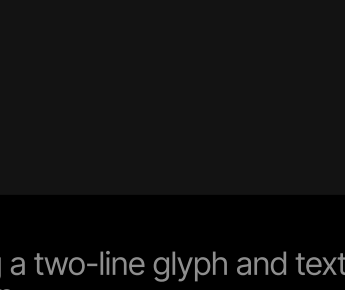
The trademark glyph is used in black, white and green. Use the black version on light backgrounds and the white version on dark backgrounds. Also, in cases where emphasis is needed, use the green version.



White logo



Black logo



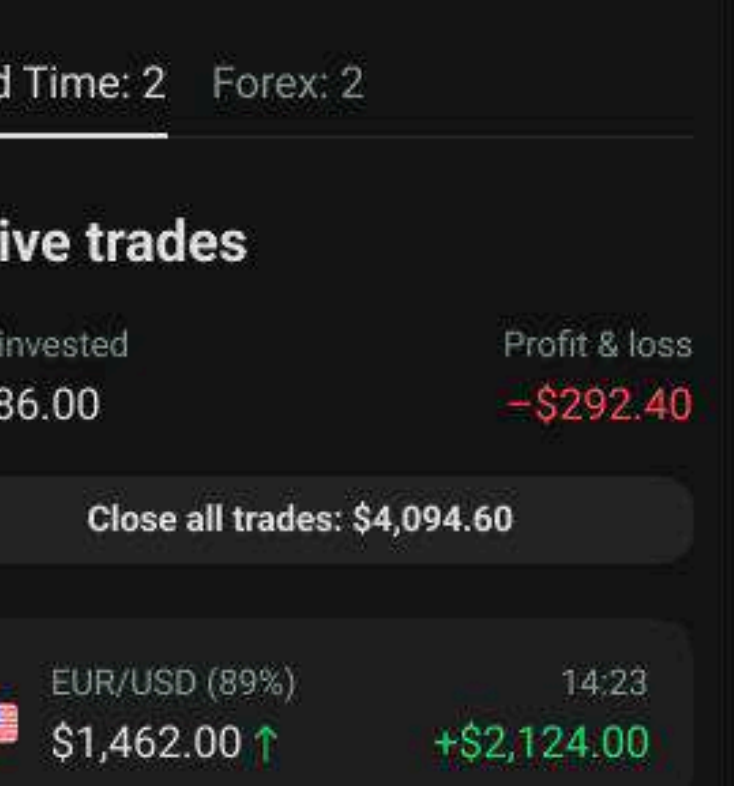
Green logo

Logo safety area

Logo safety areas is an area around the logo in which it is prohibited to place other graphic elements.

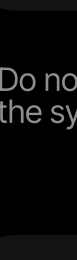


Logo safety area is equal to the height of the container that unites all the elements of the logo.



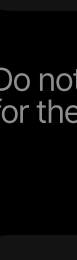
Logo safety area is equal to 50% of the height of the container that unites all the elements of the glyph.

Incorrect use of logo



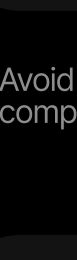
Olymptrade

Do not use the font version of the logo without the symbol



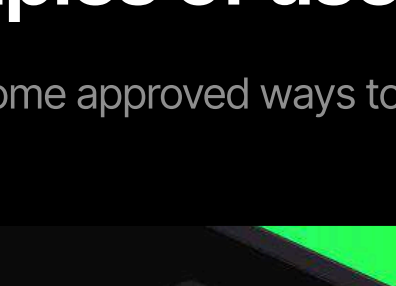
Olymptrade 

Do not use colors other than brand green for the logo and glyph.

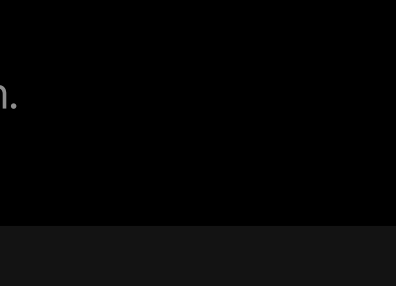
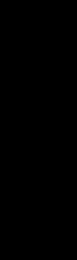


Olymptrade

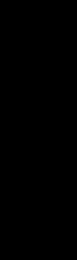
Avoid using a two-line glyph and text logo composition



Do not change the size of the trademark.



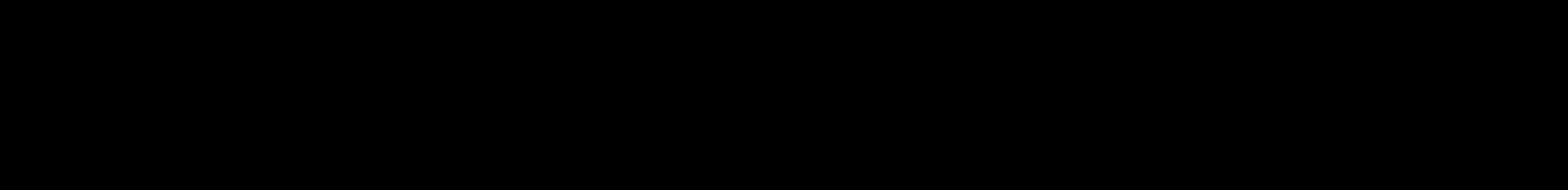
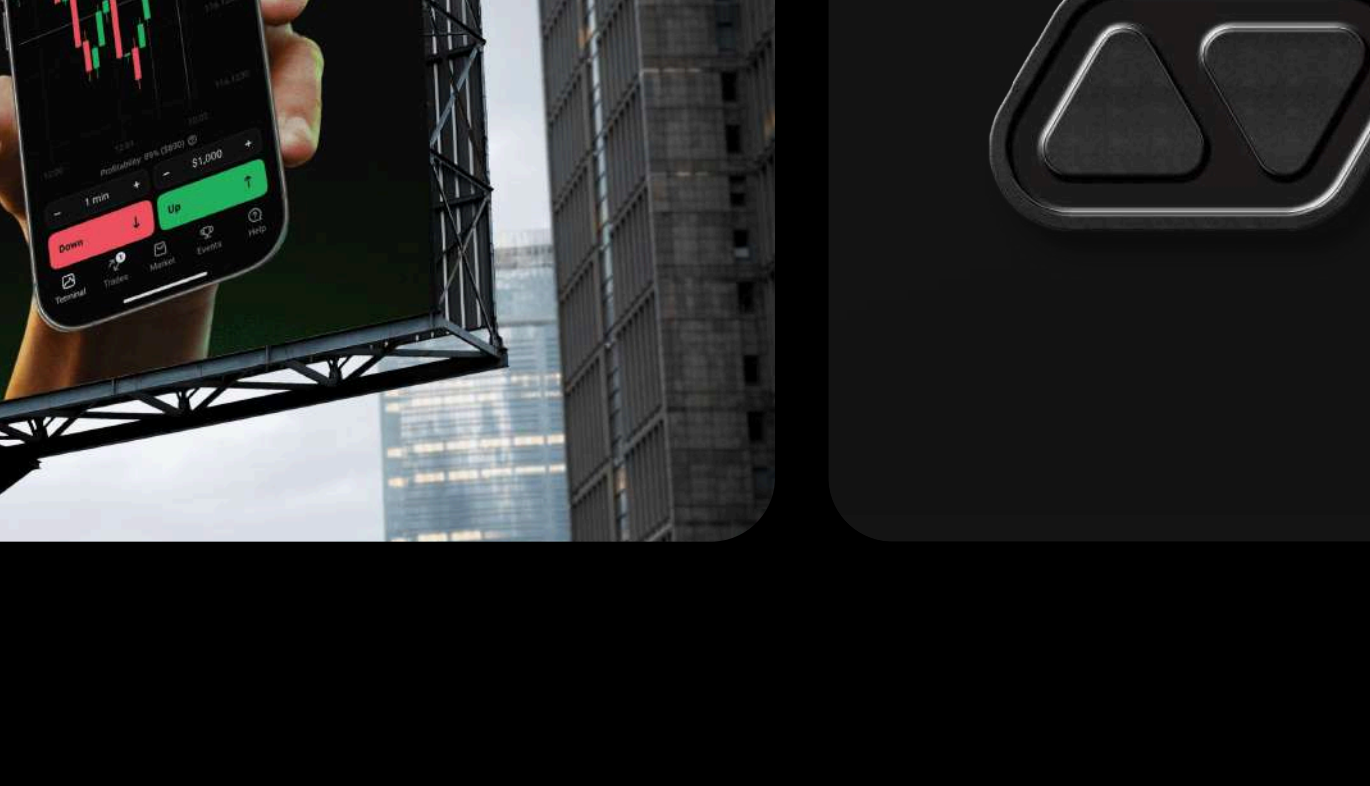
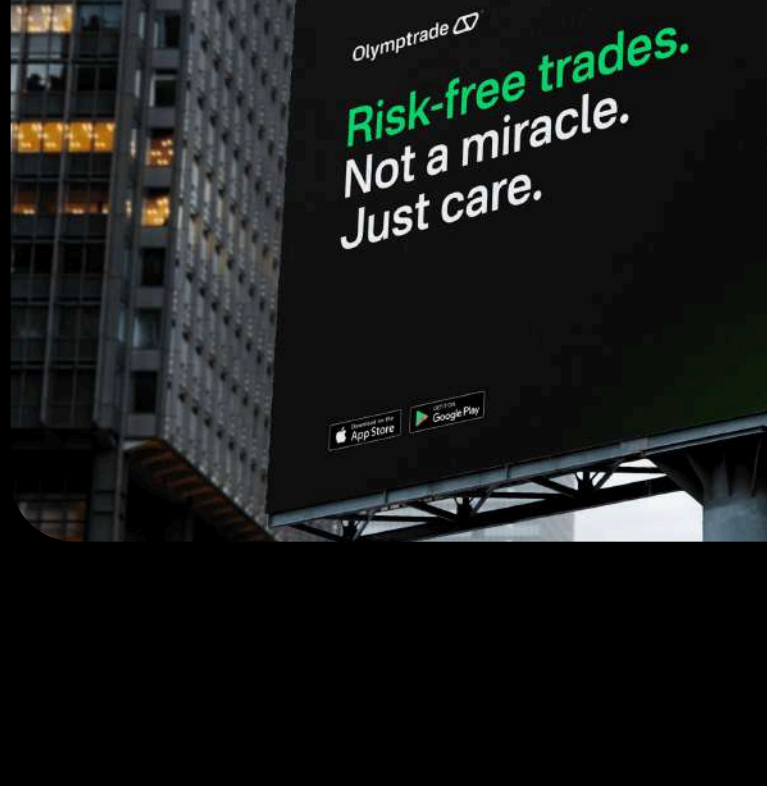
Do not change the location of the trademark.



Don't use outline stroke for glyph

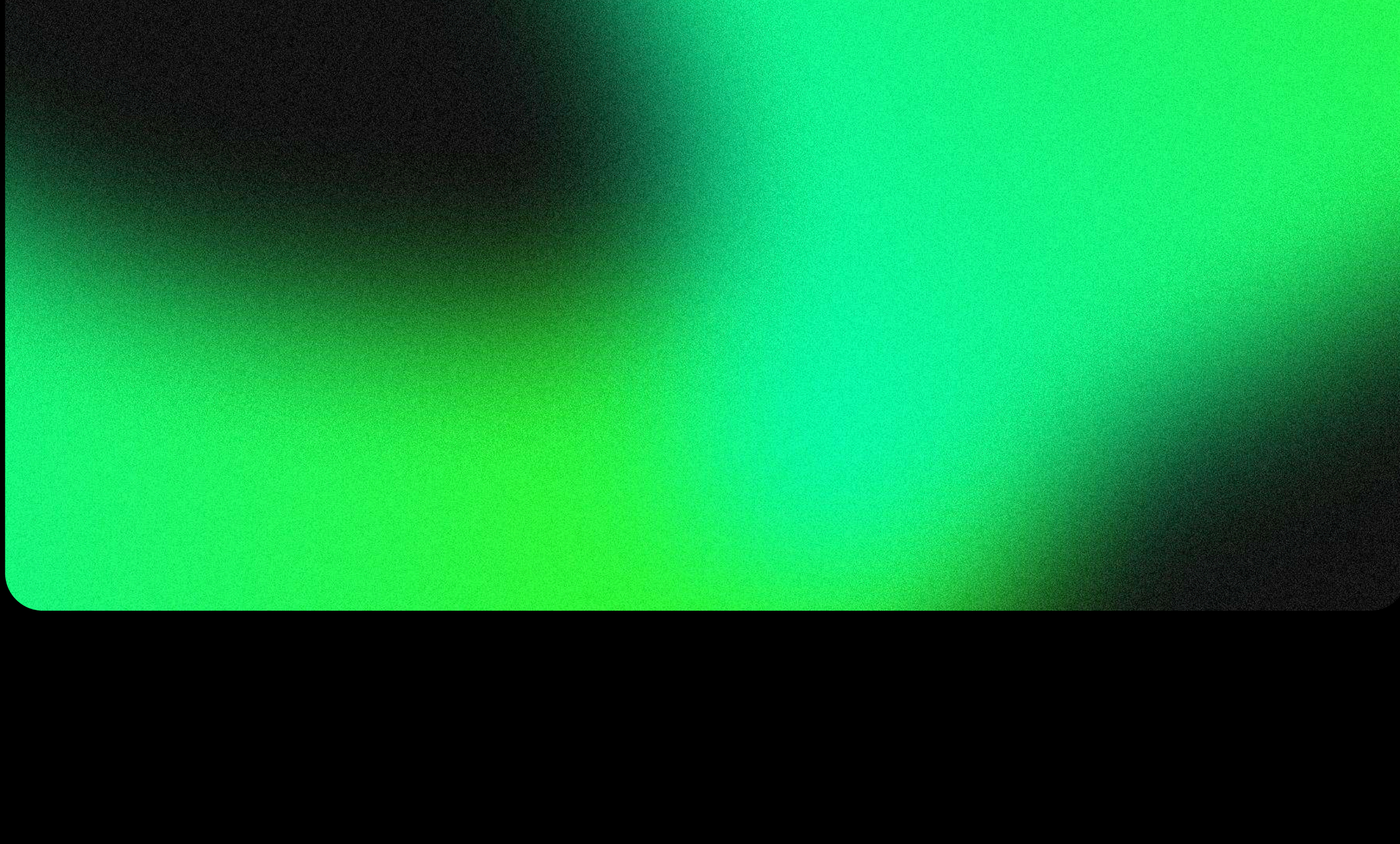
Examples of use

Here are some approved ways to use the logo and glyph.



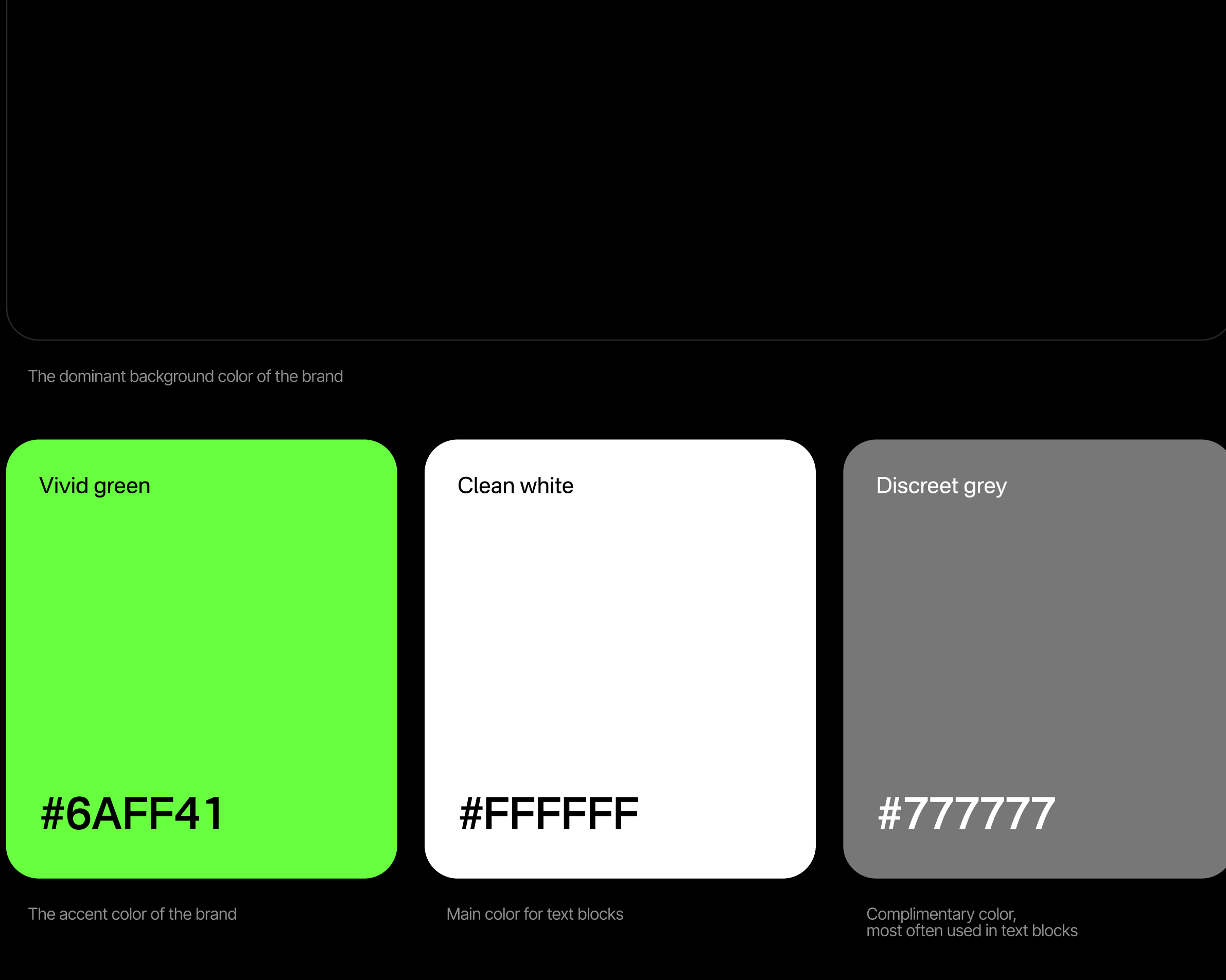
Color palette

Here you will find a detailed guide on how to use our brand's core color palette.



Main palette

Our core color palette includes a rich, branded accent color of green, clean black, white, and a neutral shade of gray. These colors are the foundation of our brand identity and should be used across all elements of our communications.



The dominant background color of the brand

The accent color of the brand

Main color for text blocks

Complimentary color, most often used in text blocks

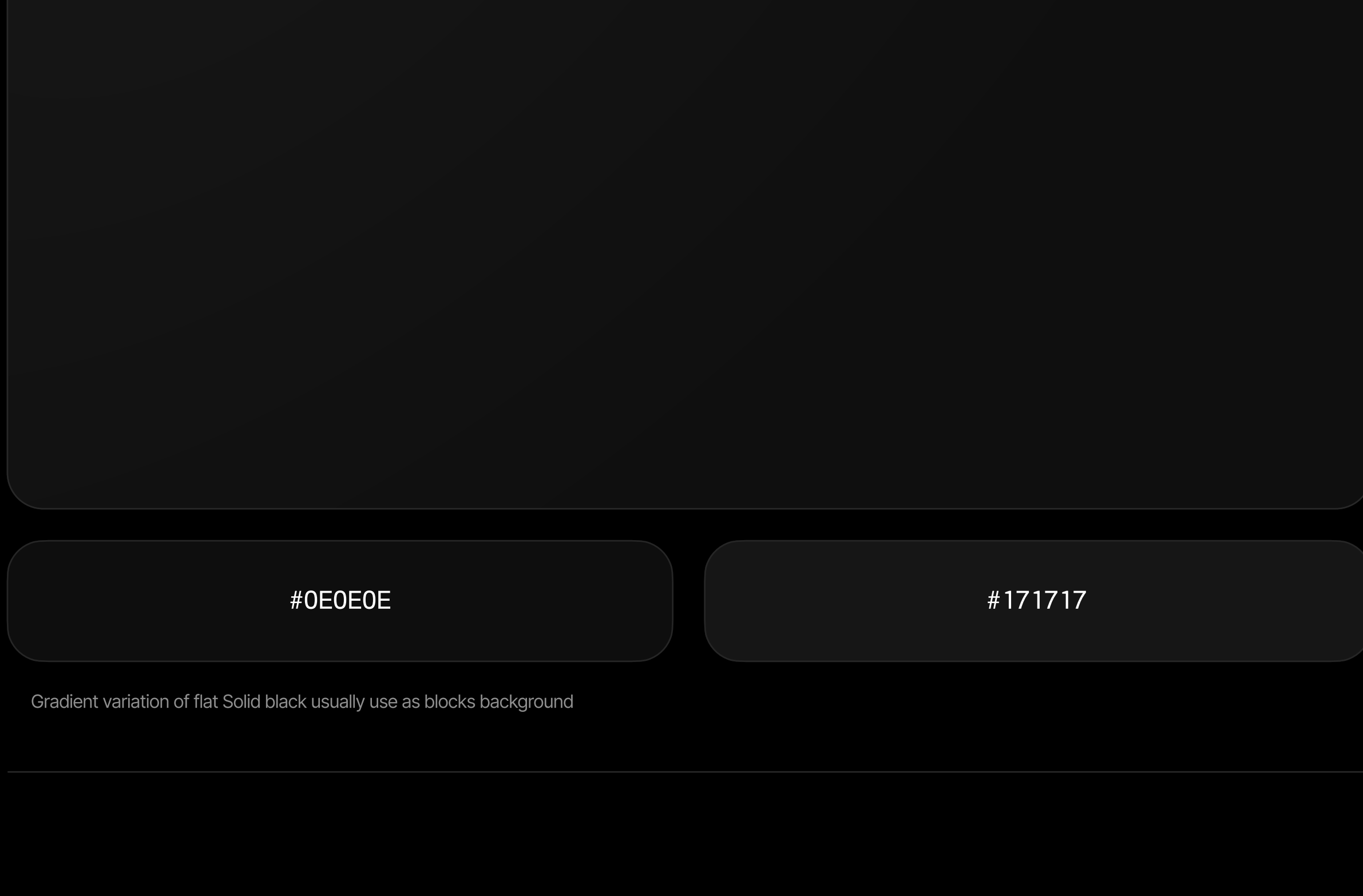
Percentage of colors

The rules of proportion create balance and consistency, and maintain a clear hierarchy in the use of color for each occasion.



Matte Gradient

We use Matte gradient to style our blocks and elements to create a tangible materiality in our design.



Matte

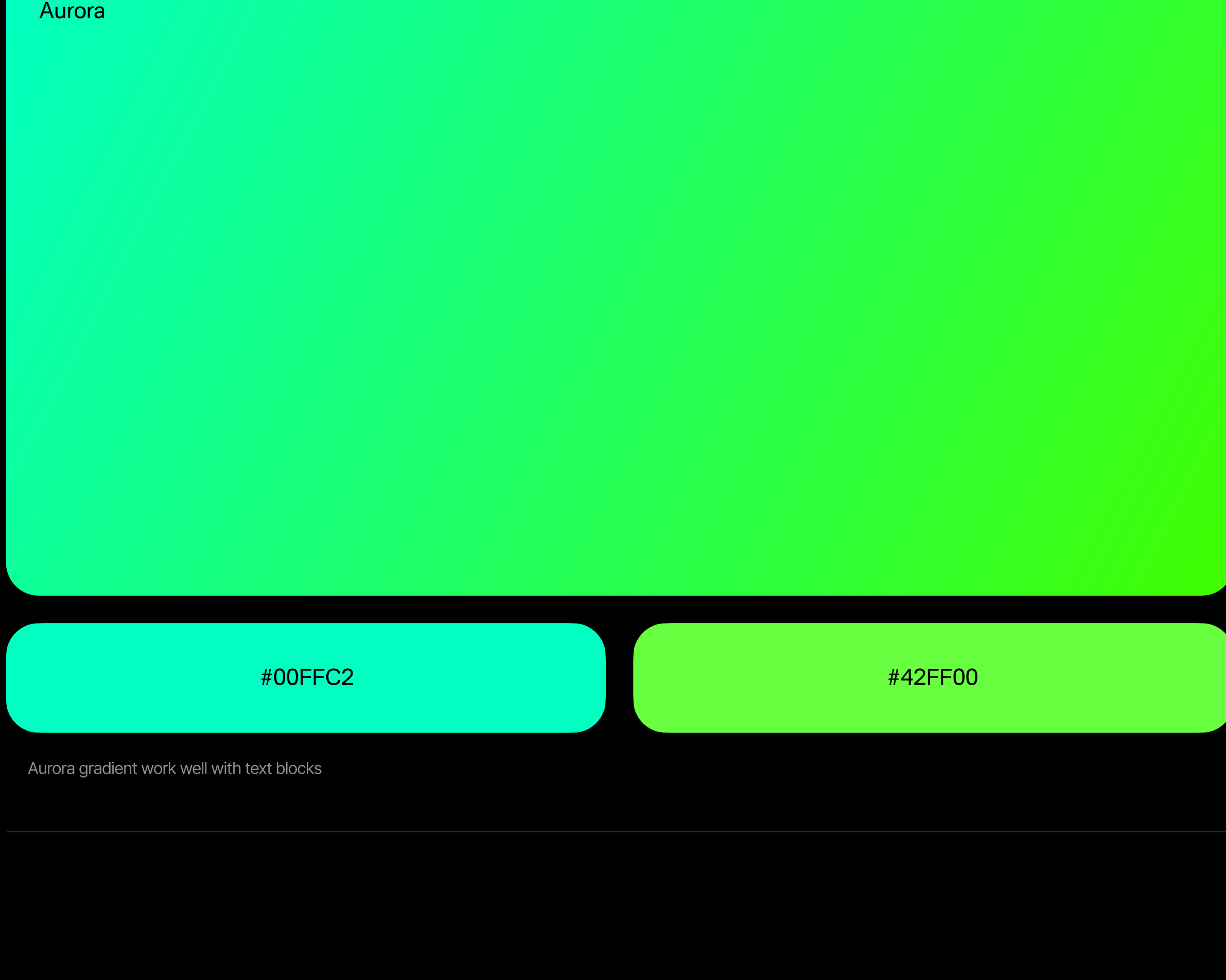
#0E0E0E

#171717

Gradient variation of flat Solid black usually use as blocks background

Aurora Gradient

Aurora gradient is used to highlight key ideas in our text blocks. We also use gradient to emphasize the dynamism and growth movement in our infographics and graphic elements. On the Aurora platform, gradient is actively used to highlight accent buttons and blocks.



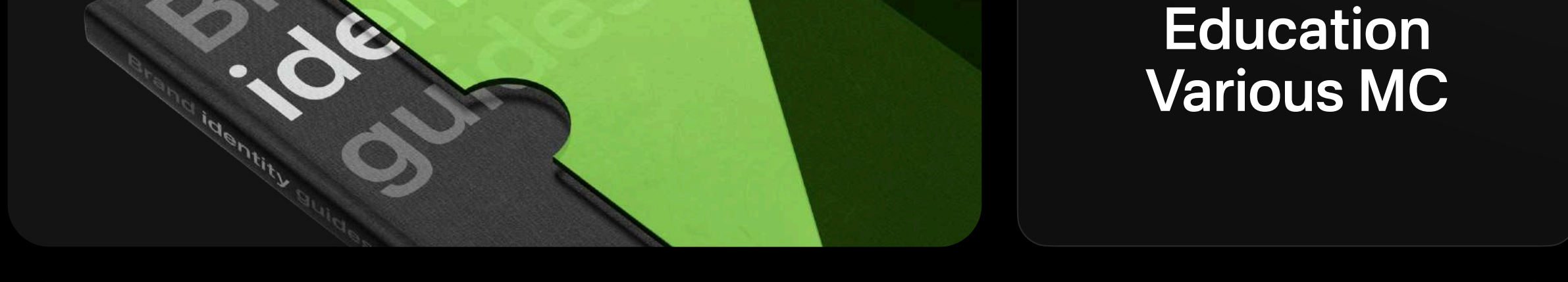
Aurora

#00FFC2

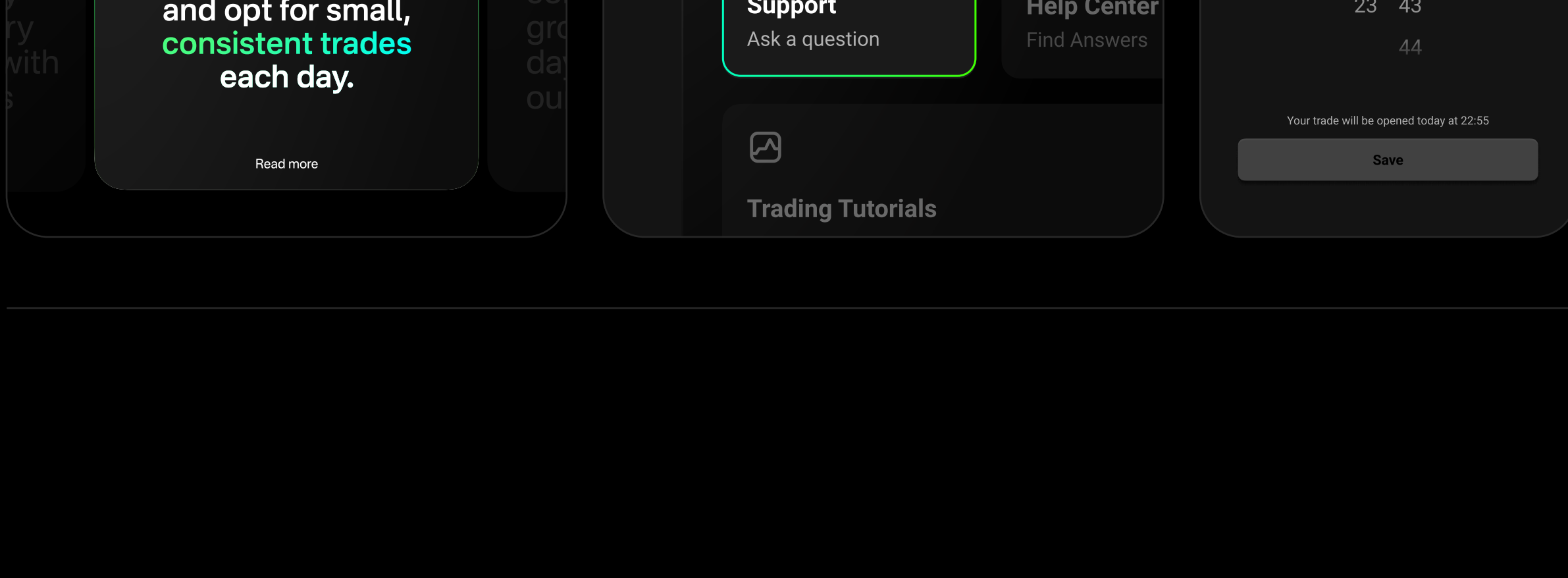
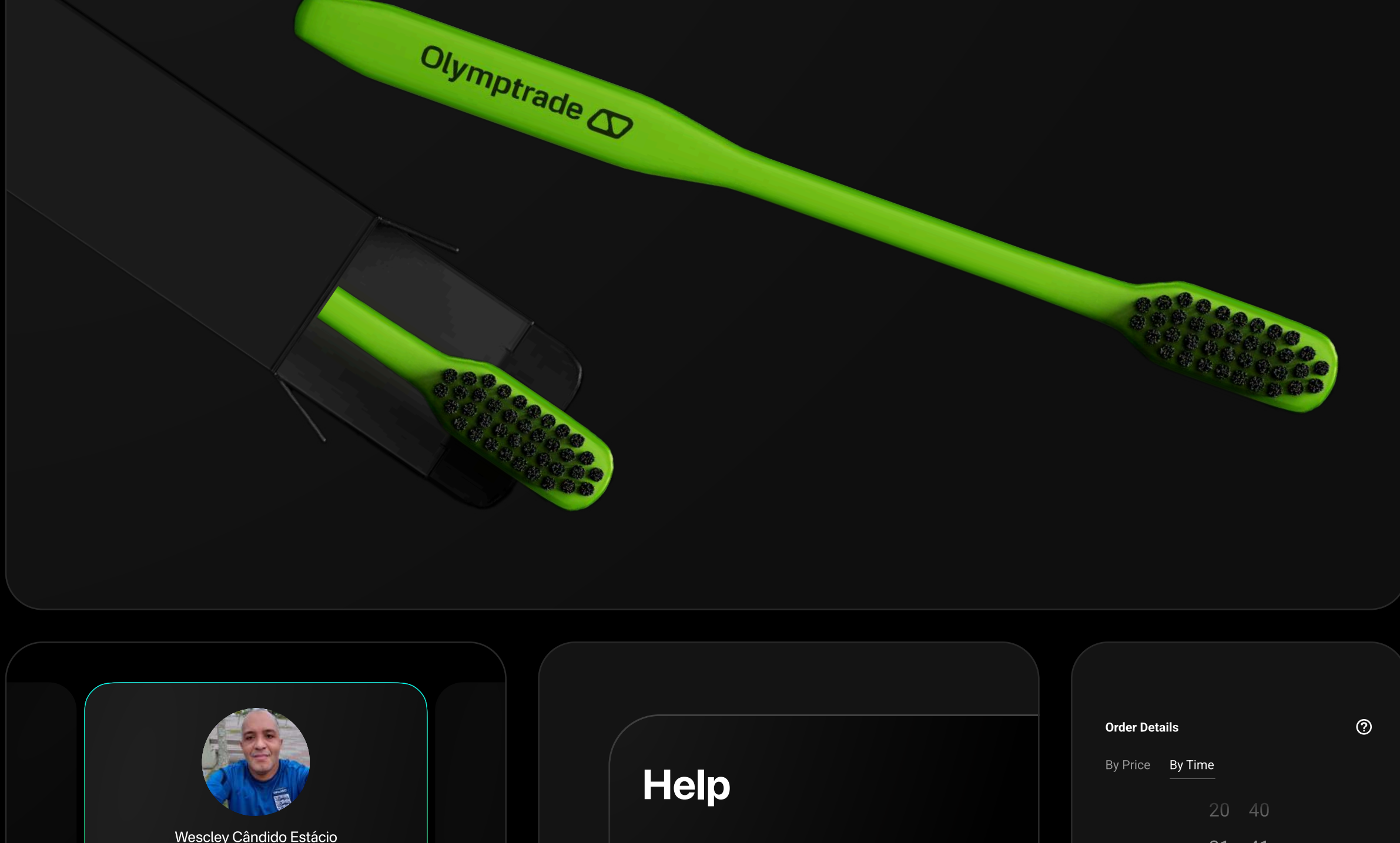
#42FF00

Aurora gradient work well with text blocks

Examples of use

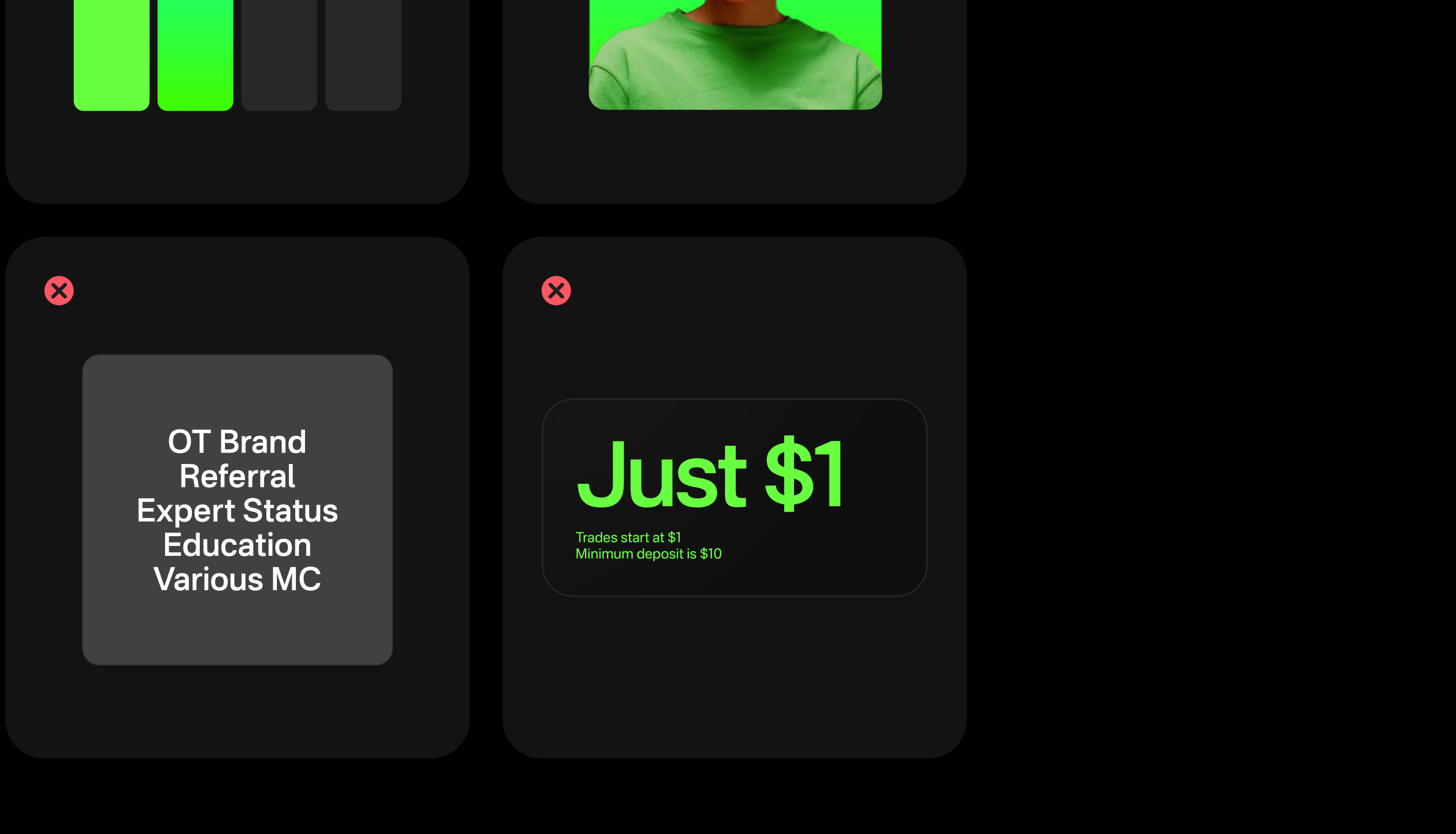


OT Brand
Referral
Expert Status
Education
Various MC



Incorrect use of color combinations

Most of these mistakes can be attributed to the use of our brand color and gradient.

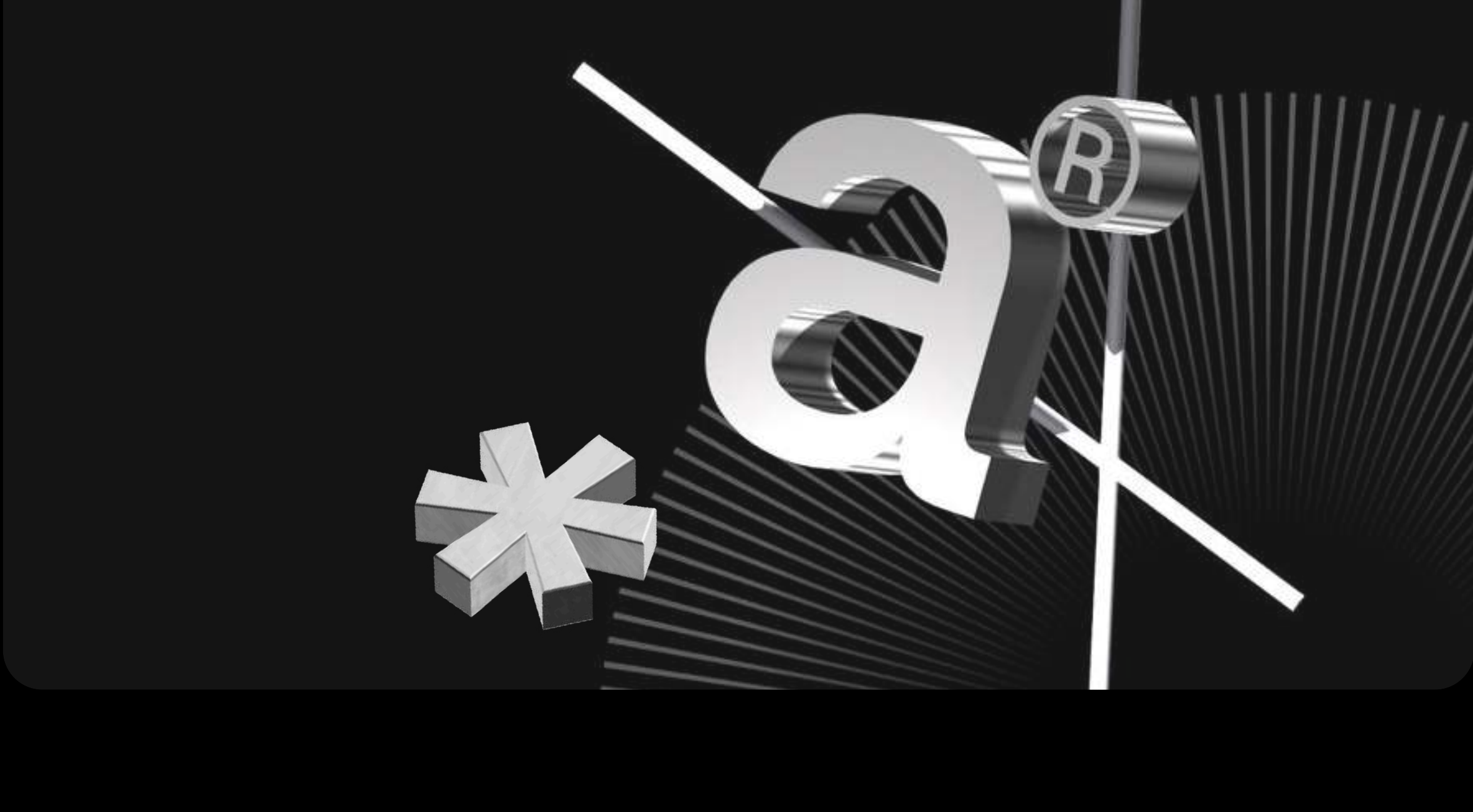


OT Brand
Referral
Expert Status
Education
Various MC

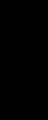
Just \$1
Trades start at \$1
Minimum deposit is \$10

Typography

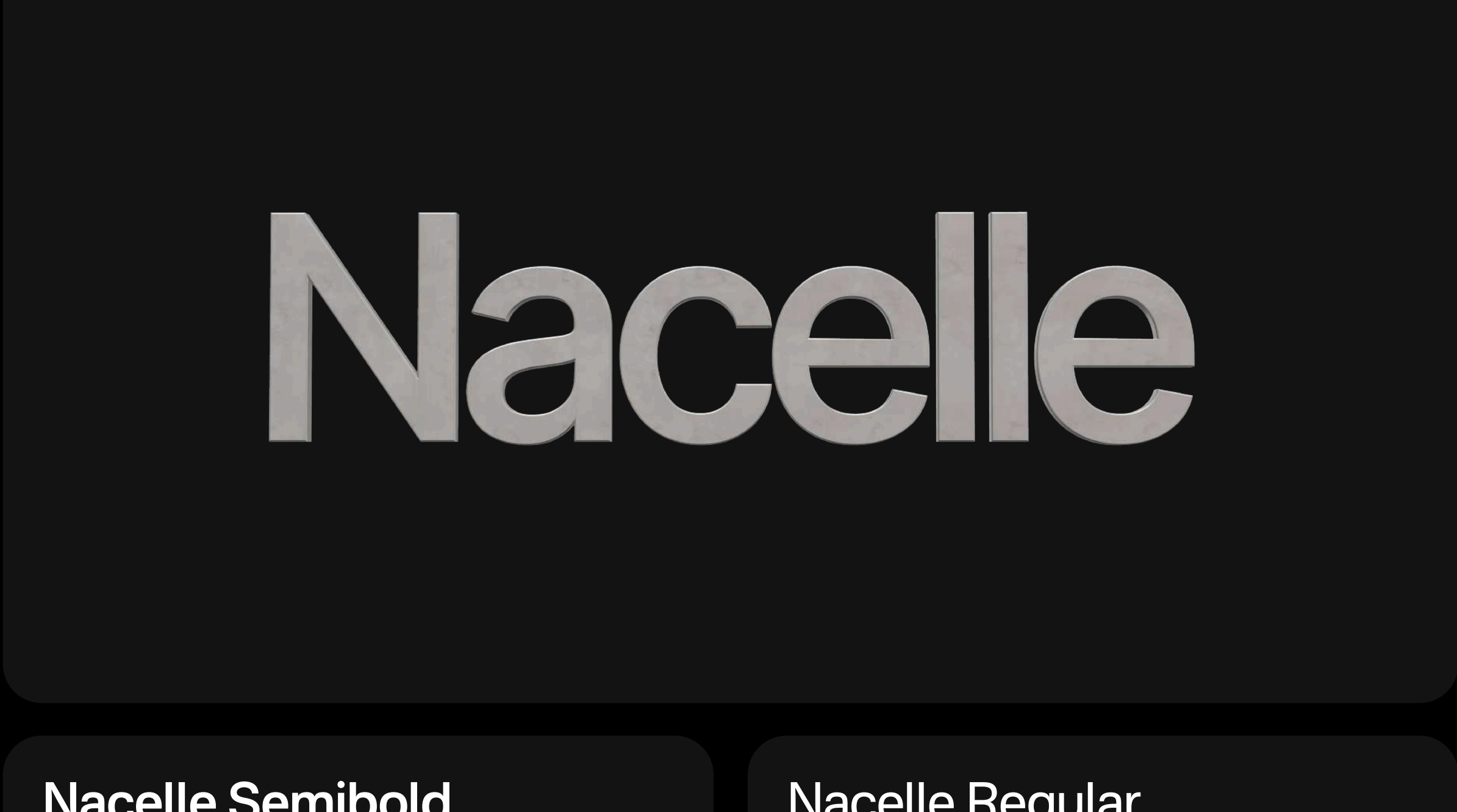
Everything you wanted to know about our fonts, you will find right here.



Main font

[Download](#) 

Nacelle is our main brand font that we use in almost all communication channels. Nacelle is a versatile font available in several weights.



Nacelle Semibold

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890!@#\$\$%^&*

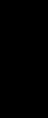
Used for headings

Nacelle Regular

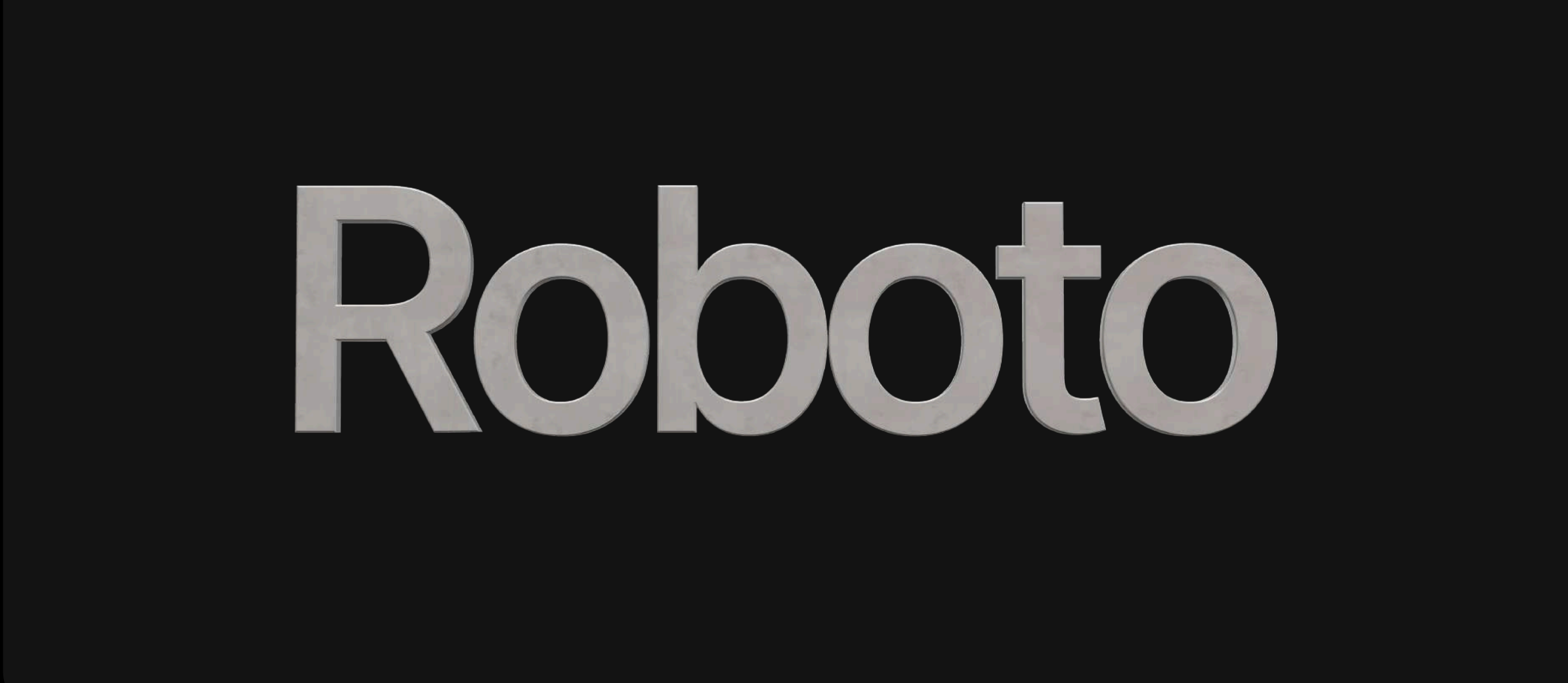
AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890!@#\$\$%^&*

Used for the main text

Additional font

[Download](#) 

Roboto geometric neo-grotesque is the main font used on the Olymptrade platform. This font is characterized by clear graphics, easy readability, simple design and versatility.



Roboto Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890!@#\$\$%^&*

Used for headings, buttons and elements that need to be highlighted.

Roboto Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890!@#\$\$%^&*

Used for main text blocks

Localization

For localization into different languages, we use different fonts:

- For the Latin alphabet, we use Nacelle.
- For Cyrillic, we choose Inter.
- For all other languages, we use the Noto Sans font.

Nacelle

Latin

Main font for latin characters

Inter

Cyrillic

The main font for the cyrillic characters, also used on the platform for the Latin characters

Noto Sans

Thai Hindi Arabic etc.

Main font for all other characters

Examples of use

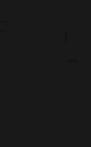
Here are some approved ways to use our logos.

What is the European Central Bank (ECB)?

Glossary

It's a major institution in charge of the eurozone monetary policy.





Discover new trading experience

Olymptrade 

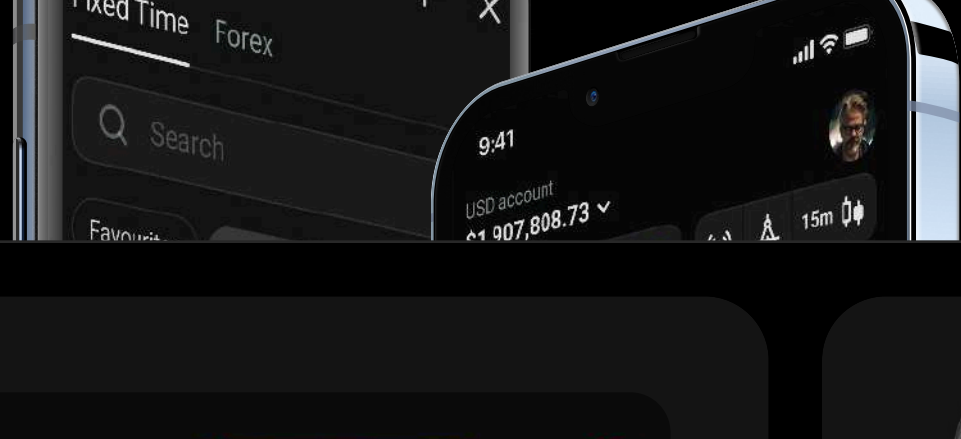
Trading Apps More

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Try it now



USD 100,000.00

USD Account 1

Payments

Amount, \$1,000.00

—

+

Duration10 min

—

+

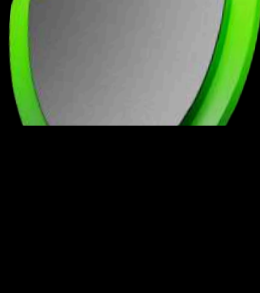
116.1270

116.1260

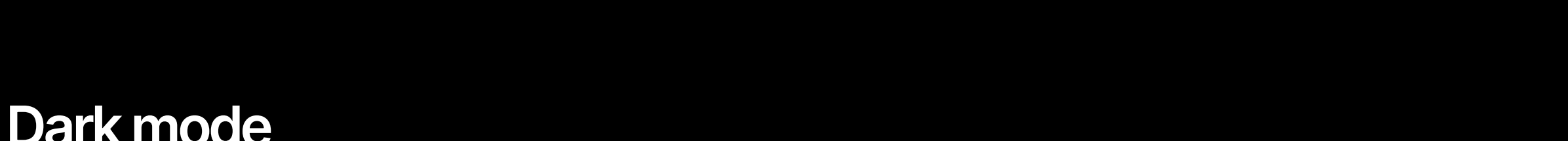
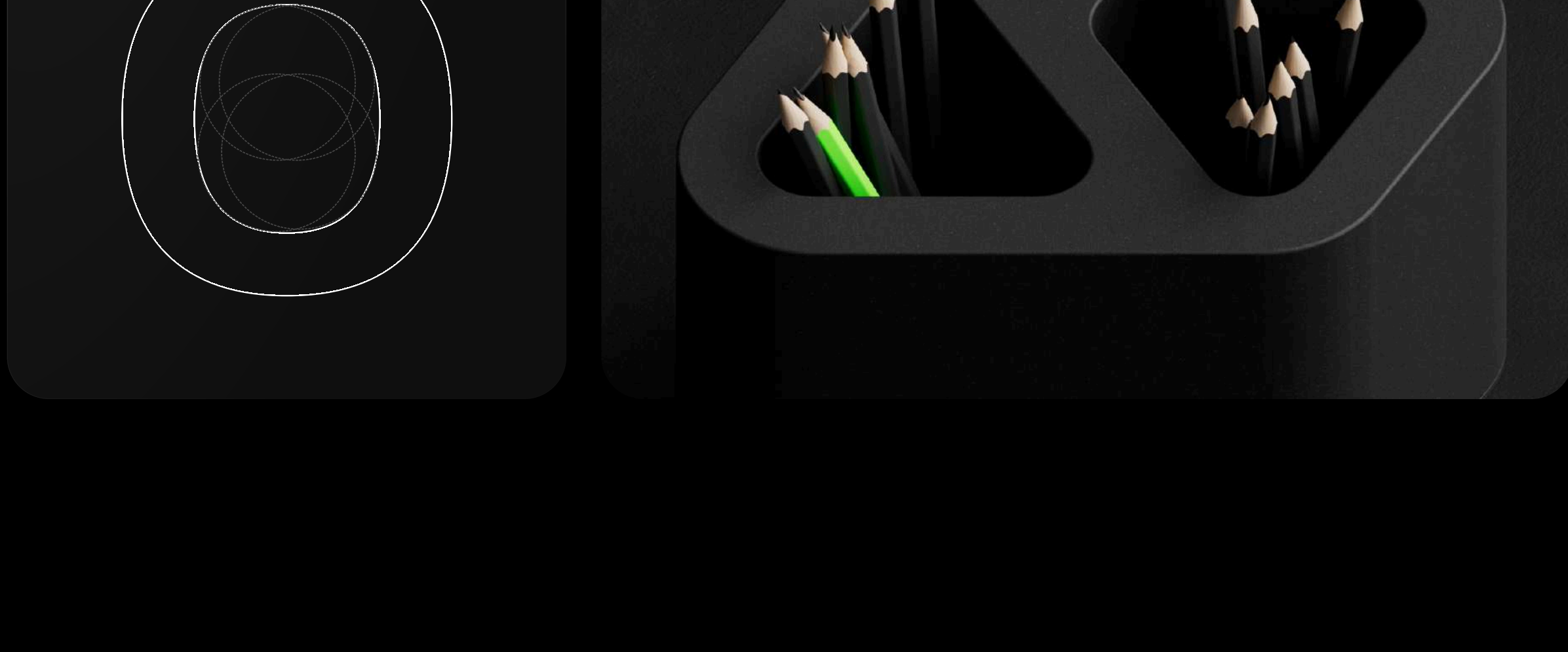
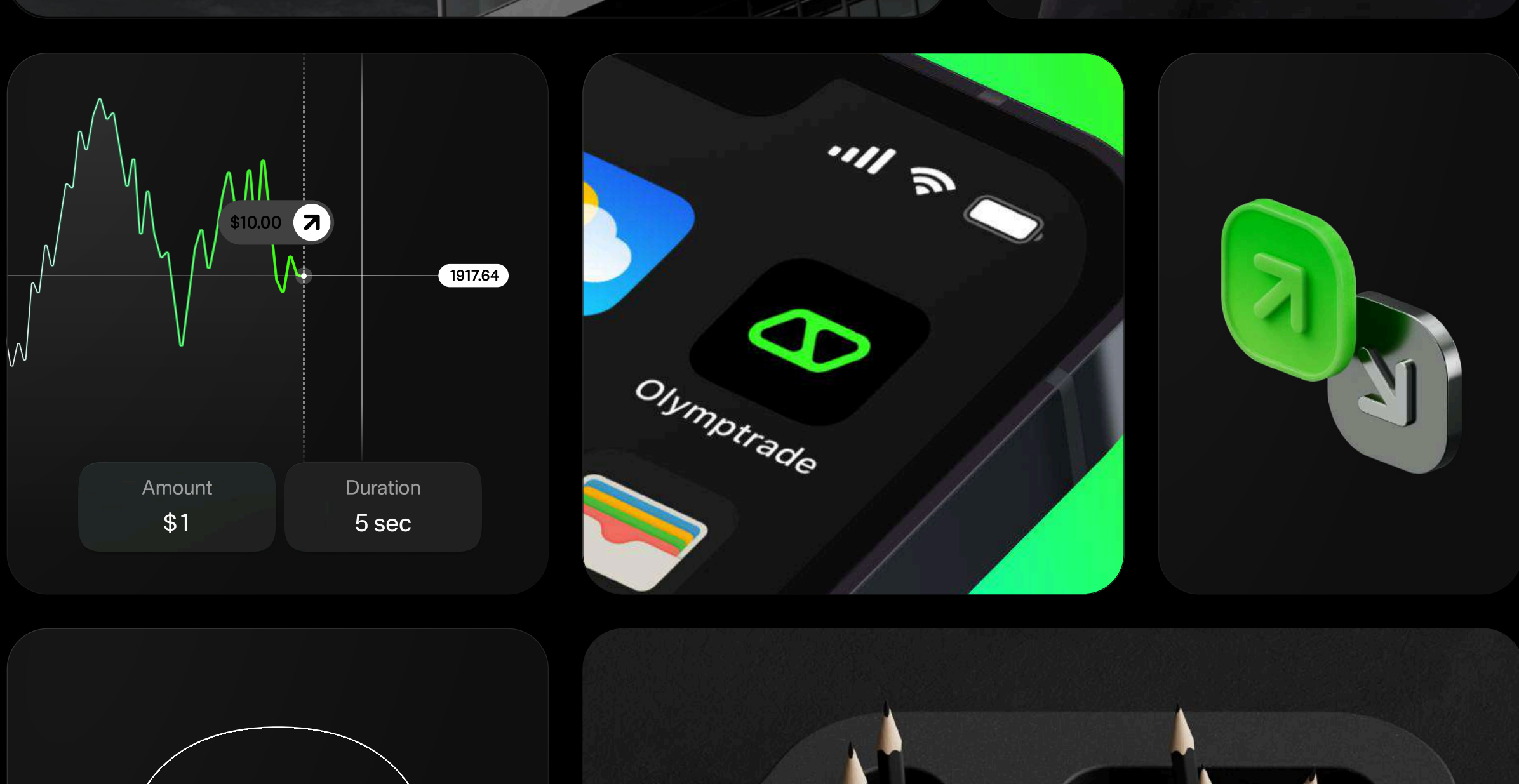
9:41

Trust is our key priority

For example, it could be XP trading tools from our Market, or a promo code up to 100% on your next deposit. Hurry up and open your Loot Box before it burns out.

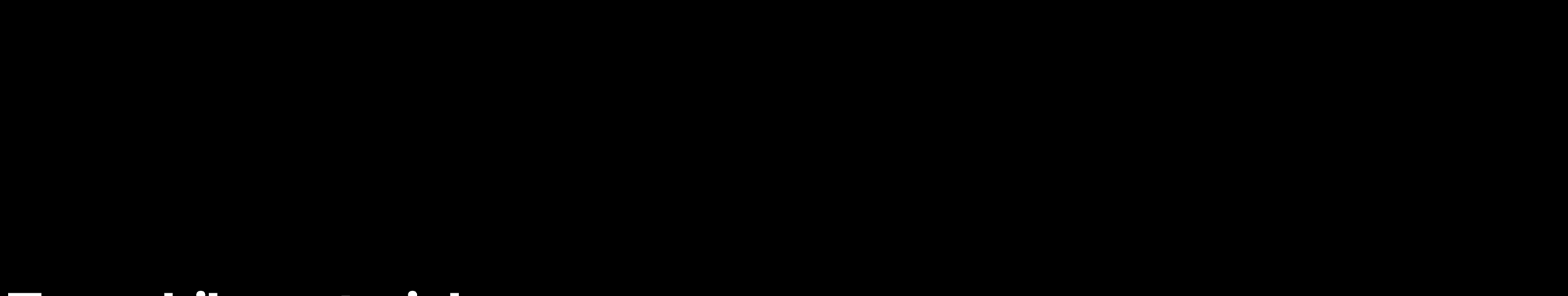
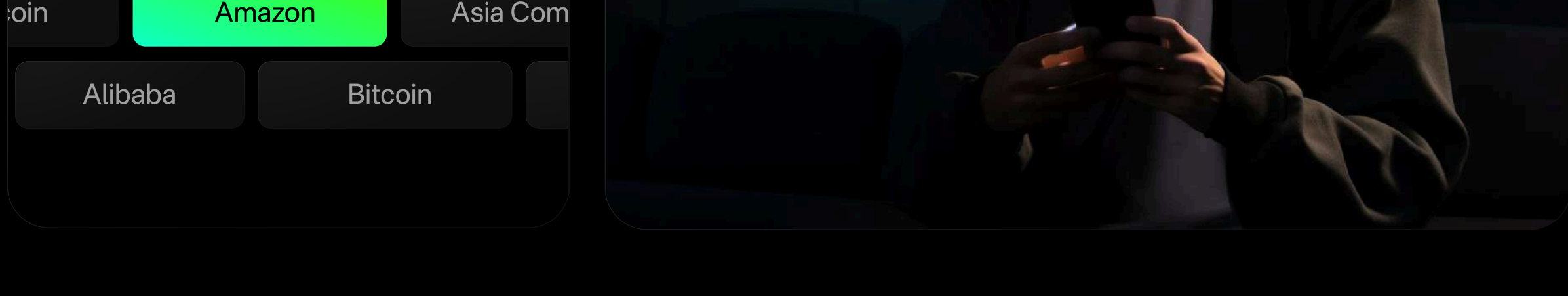
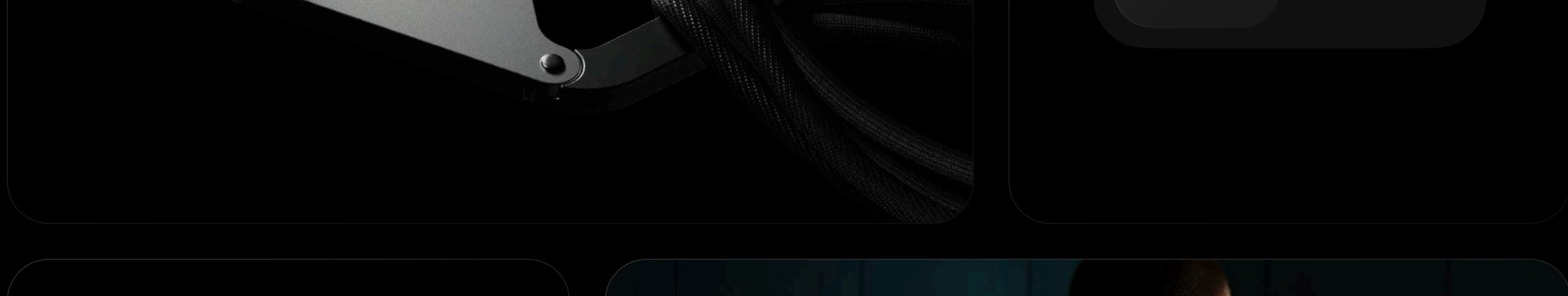
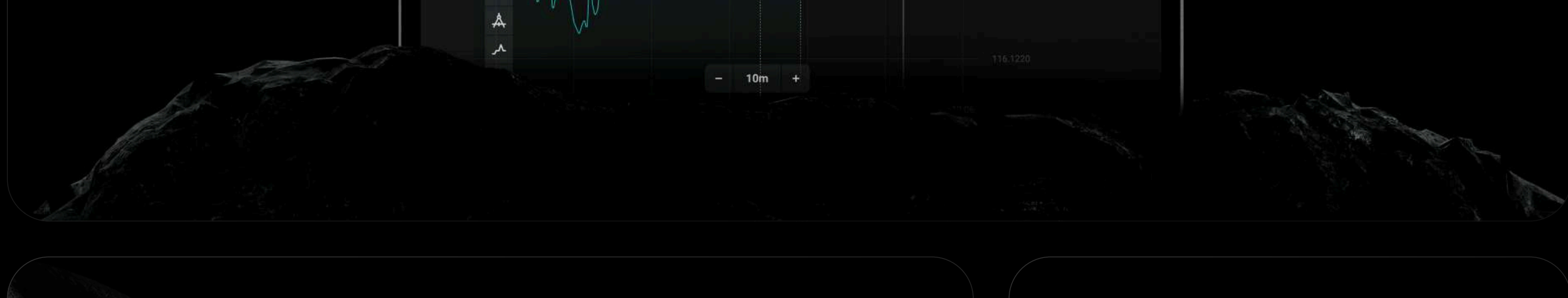


Visual language



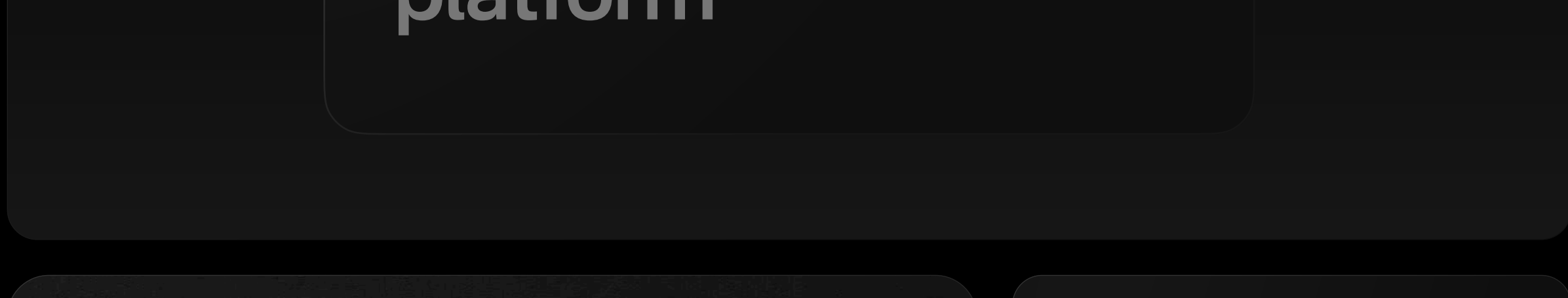
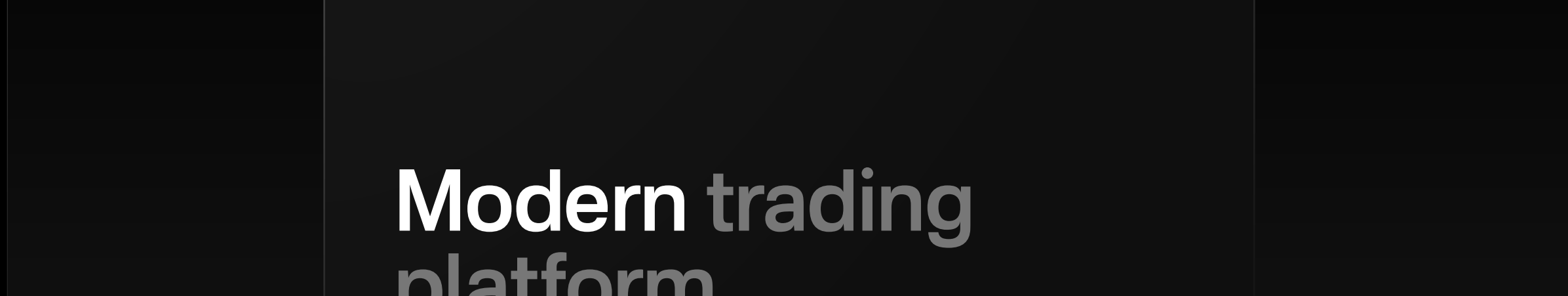
Dark mode

A dark color palette is the foundation of our platform and brand. Dark mode allows us to effectively use accent lighting to highlight key elements. This approach is applied across everything from the platform design to brand graphics and photography.



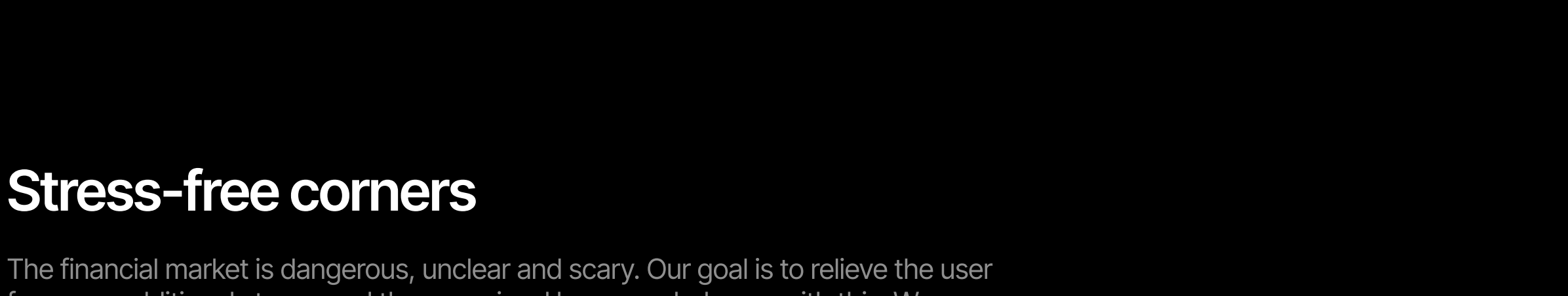
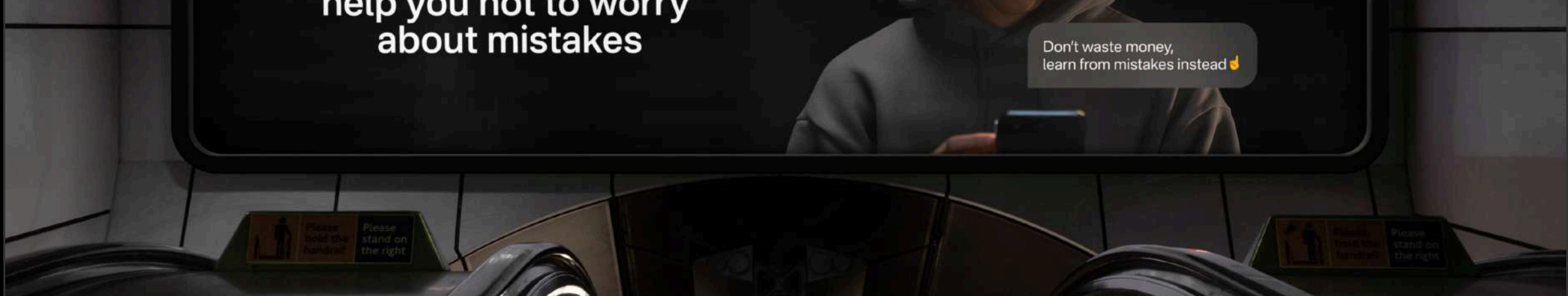
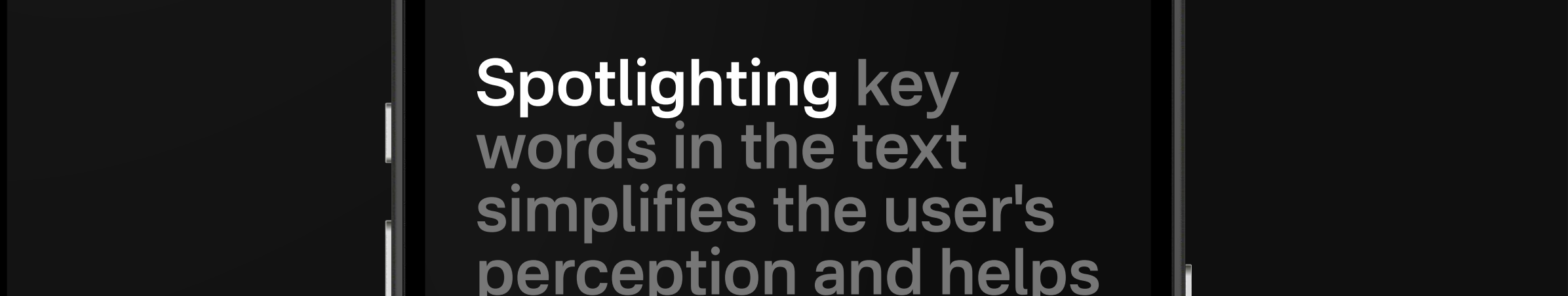
Tangible materials

We strive to make users feel the real presence of the brand in the digital space, as if they were interacting with its physical manifestation. To achieve this, we use matte textures, detailed 3D graphics, micro-animations and other methods that help convey physical sensations in the digital environment.



Spotlighting

We value our users' attention highly, so we focus on key aspects so that they are noticed first. In the fight for users' attention, their time and efficiency of information perception, we emphasize the important, moving away from the usual structure of headings and subheadings.



Stress-free corners

The financial market is dangerous, unclear and scary. Our goal is to relieve the user from any additional stress, and the new visual language helps us with this. We deliberately round off everything we can. Angles, graphic elements. All the angles have been smoothed out to ensure a calmer interaction between the broker and our user.

