



**ALPHA9**

# **BRAND GUIDELINES**

Alpha9 Brand Identity Standards



# TAGLINE

*"Unlock alpha like a pro!"*



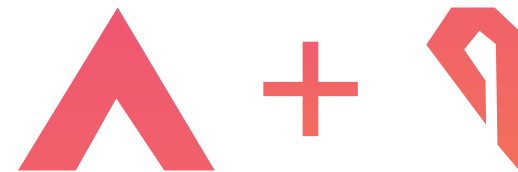
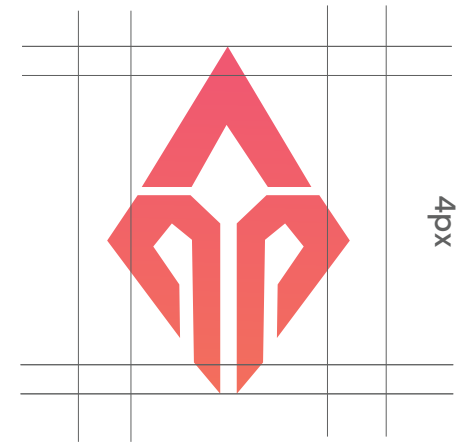
# OBJECTIVE

*Alpha9 takes the stress out of trading by analyzing market data and converting it into easy-to-use chart visualizations. Our proprietary algorithms allow traders to reduce screen time while unlocking higher profits with lower risk!*

# LOGO

The logo is the key for the brand's identity. Find out about the logo's elements, variations and how to apply it in a coherent way.

A logo is a graphic mark or symbol mainly used to represent a company, organization or brand.





# FAVICON & APP ICON

The APLPHA9 favicon graphic is linked with the APLPHA9 website. It is a smaller representation of the brand for the browser and for the mobile and interfaces.

Take into account that the favicon is not the brand logo and should never replace the logo  
It can be used as 32 X 32



**FAVICON**



**APP ICON**

# COLOR

Color:

Pink Shades:

Light Carmine Pink - #F05871

Pastel Magenta - #FC95B8

Light Thulian Pink - #EF89A6

Deep Blush - #EA7894

Brink Pink - #ED6680

Orange Shades:

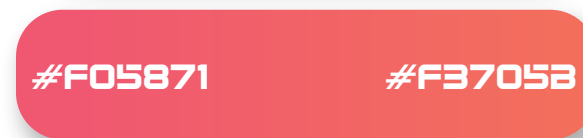
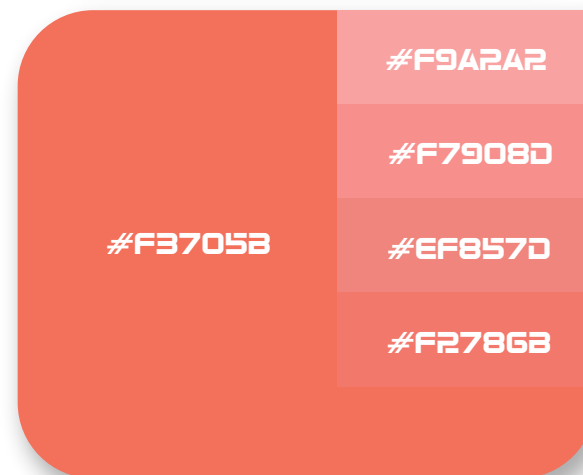
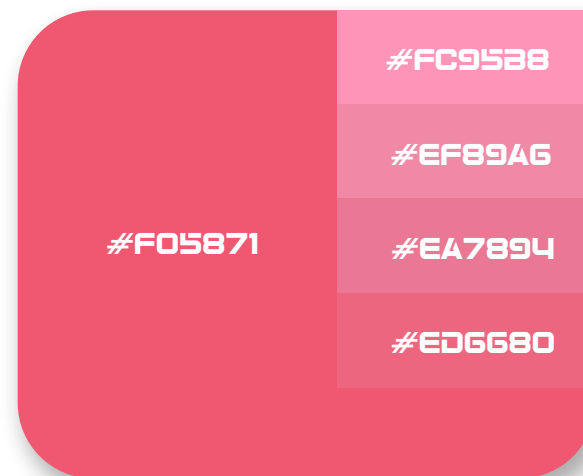
Bittersweet - #F3705B

Sweet Pink - #F9A2A2

Geraldine - #F7908D

Light Coral - #EF857D

Salmon - #F2786B





# FONT

The lettering is created using the 'BIGER OVER' type-face.

The Logo Should be always used from the master artwork.

Use the complete logo, the only time you should use the symbol alone is on the Alpha9 Website, or social media channels where there are other elements to help the user recognize the brand.



**BIGER OVER**

**A B C D E F G H I J K L M N**

**O P Q R S T U V W X Y Z**

**1 2 3 4 5 6 7 8 9 0**

# TYPOGRAPHY

The Poppins family can be used in all weights. It solves hierarchy issues in a easy and clean way.



## POPPINS

**A b c d e f g h i j k l m n**

**o p q r s t u v w x y z**

**A B C D E F G H I J K L M N**

**O P Q R S T U V W X Y Z**





**ALPHA9**

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