

TradeStation Mini Brand Guide 2.0

Brand Mark Usage

Our logo is the most important and recognizable element of the Tradestation brand. It is essential to maintain its integrity and never alter it from its original state. All communications incorporate our logo. The primary usage of the logo is in one color or knocked out of a background. Always make sure there is significant contrast between the logo and background color or image.



Using a TS Blue logo on a white background is preferred.



Background values should be 40% or less when using a TS Blue Logo.



A TS Blue background is preferred when using a white logo.



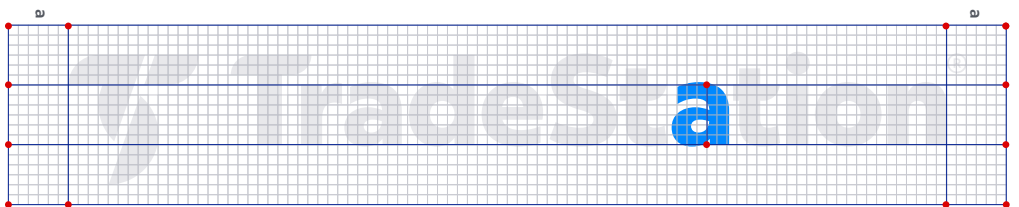
Background values above 40% should use a white Logo.



Darker background values will provide greater legibility.

Clear Space

The main symbol should be used in conjunction with the brand mark. The brand mark can only be used standalone under exceptional applications. Contact the TradeStation Marketing Department for approval and more information.



Minimum Size

Never scale the logo smaller than the size specified below.



Do Not

Our logo has been designed to offer flexibility in a variety of designs and media, consistently linking touchpoint to touchpoint. Always use the approved digital artwork. **Never alter the logo in any way.**



Do not distort.



Do not change the color or use a gradient fill.



Do not outline or change the font.

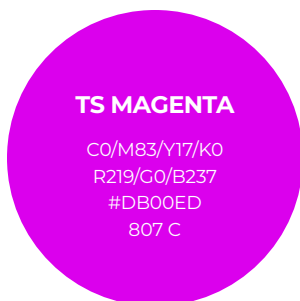


Do not place over busy backgrounds or patterns.

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Color Palette

TS Blue is the primary brand color. TS Magenta, TS Purple and TS Dark Blue comprise the secondary brand palette and should only be used when needed for specific communications and campaign materials. TS Light Gray and TS Dark Gray are generally used for typography. Use RGB colors for any digital applications and CYMK or PMS colors for commercial printing.



Note: The primary and secondary colors were selected to reflect the personality of the TradeStation brand. It is imperative that color fidelity is maintained across different media. Use color specifications as designated.

Primary Typeface

Typography is essential in creating a consistent look across every communication, whether a brochure, sign or an ad. [Google Fonts Montserrat](#) is the TradeStation primary brand typeface. The typeface is comprised of 18 different fonts. The various names, weights and styles are listed below.

Montserrat

Thin & Thin Italic

ExtraLight & ExtraLight Italic

Light & Light Italic

Regular & Italic

Medium & Medium Italic

SemiBold & SemiBold Italic

Bold & Bold Italic

ExtraBold & ExtraBold Italic

Black & Black Italic

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Tag Line: Born to Trade

The tagline “Born to Trade” embodies TradeStation’s DNA. It’s more than just a tagline—it’s the embodiment of a relentless mindset of our sophisticated trader audience, where trading isn’t just something we do, it’s who we are.



Purpose

“Born to Trade” reinforces our commitment to serious traders. It speaks to professionals and passionate retail traders alike—those who don’t just participate in markets; they live for it. The tagline is designed to:

- Strengthen emotional resonance with our core audience
- Differentiate TradeStation in a competitive landscape
- Evoke confidence, clarity, and edge



Background values should be 40% or less when using the TS Blue logo and blue sign lock-up.



Background values above 40% should use the white TS logo and blue sign lock-up.

Do Not

These examples do not follow the guidelines for how to properly use the primary lockup. Please avoid making the following, or any adjustments to the primary lockup.

