



IOTrader Brandbook



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# Logo



**itrader**







# Typography



### Font Introduction:

Our brand uses Poppins as the primary typeface across both headlines and body text. Poppins is a modern geometric sans-serif font that delivers clarity, balance, and a confident visual presence. Its clean letterforms and consistent proportions create a contemporary look that feels both professional and accessible, supporting a strong and cohesive brand identity.

### Font Usage Specifications:

To maintain consistency and a clear visual hierarchy across all branding materials, Poppins is applied using defined weights and sizes:

- **Titles & Headings:** Poppins SemiBold or Bold  
Used for strong, high-impact titles that command attention and reinforce brand authority.
- **Body Text:** Poppins Regular  
Used for paragraphs and supporting content, ensuring excellent readability and a clean, refined appearance.

# Titles

Poppins

# Body

Poppins



Gradient Decoration:

Use gradients to highlight key words or titles, adding depth and visual impact. Applied subtly, they enhance focus without overwhelming the design. Ideal for headlines, callouts, or emphasized phrases.



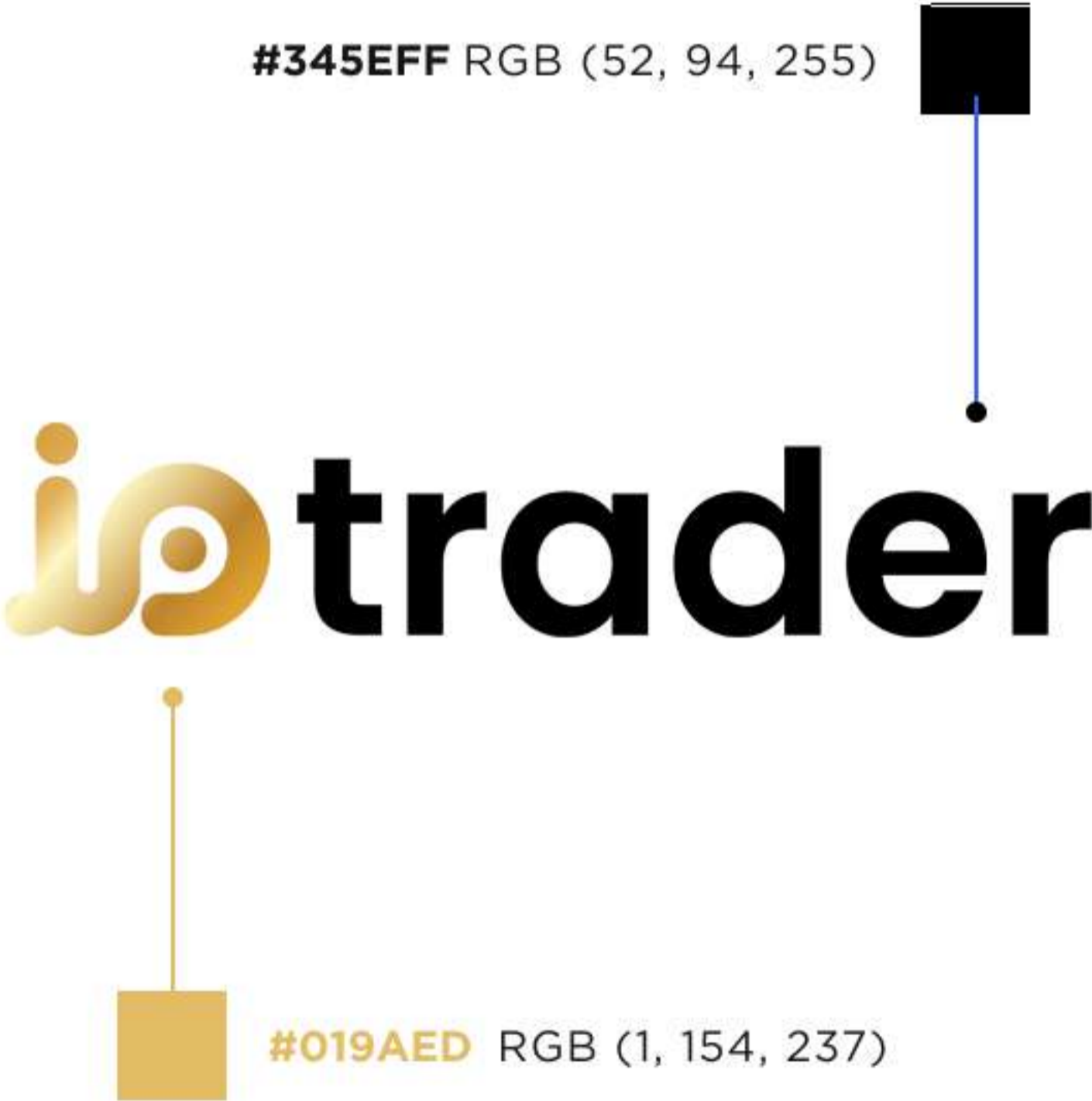
Gradient Decoration

Gradient Decoration

Gradient Decoration



# Colors





|  |  |   |  |  |  |  |  |  |  |  |  |
|--|--|---|--|--|--|--|--|--|--|--|--|
|  |  |  |  |  |  |  |  |  |  |  |  |
| <b>#FBF3B8</b>   |  | <b>#E4BC66</b>  |  | <b>#D6A24A</b>   |  | <b>#B8862E</b>   |  | <b>#323232</b>   |  | <b>#000000</b>   |  |
| HEX: #FBF3B8   |  | HEX: #E4BC66  |  | HEX: #D6A24A   |  | HEX: #B8862E   |  | HEX: #323232   |  | HEX: #000000   |  |
| RGB: RGB (251, 243, 184)   |  | RGB: RGB (228, 188, 102)  |  | RGB: RGB (214, 162, 74)  |  | RGB: RGB (184, 134, 46)  |  | RGB: RGB (50, 50, 50)  |  | RGB: RGB (0, 0, 0)   |  |



# Illustrations



Illustration Style:

Our illustrations use refined typography and premium gold gradients to convey confidence, precision, and value. Set against deep black backgrounds with subtle geometric textures, they create a sophisticated and high-end visual language. Three-dimensional elements such as charts, financial instruments, and interface components add realism and depth, reinforcing a sense of control and performance. This approach delivers a modern, cinematic aesthetic that feels authoritative and luxurious, while maintaining clarity, focus, and strong visual hierarchy.







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