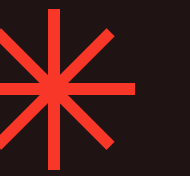




TRADERCLAW

Brand Guidelines

Version 1.0



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3 Symbol

4 Icons

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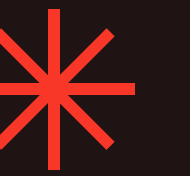
10 Imagery

11 Social Media

12 Brand Assets

1

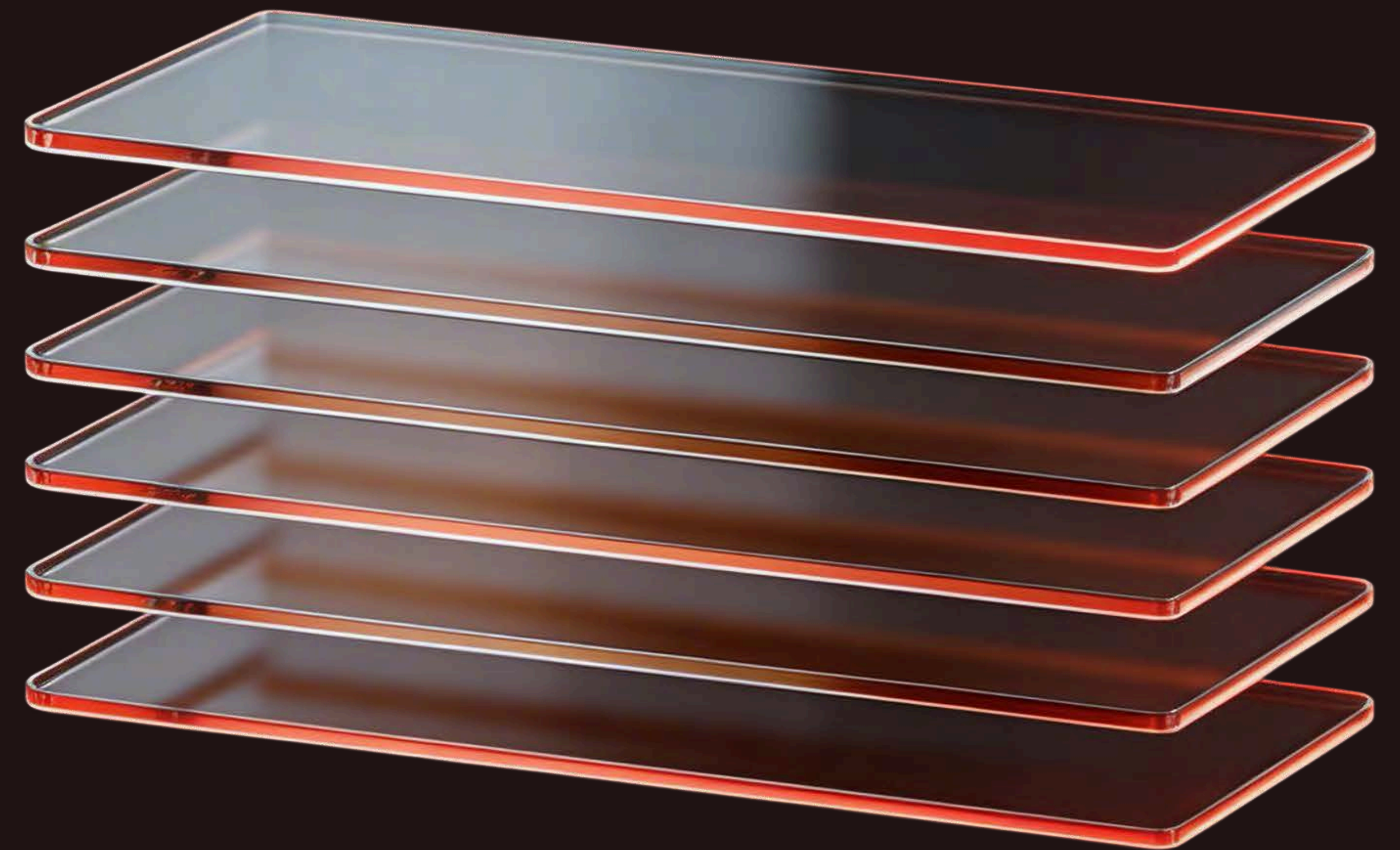
Introduction

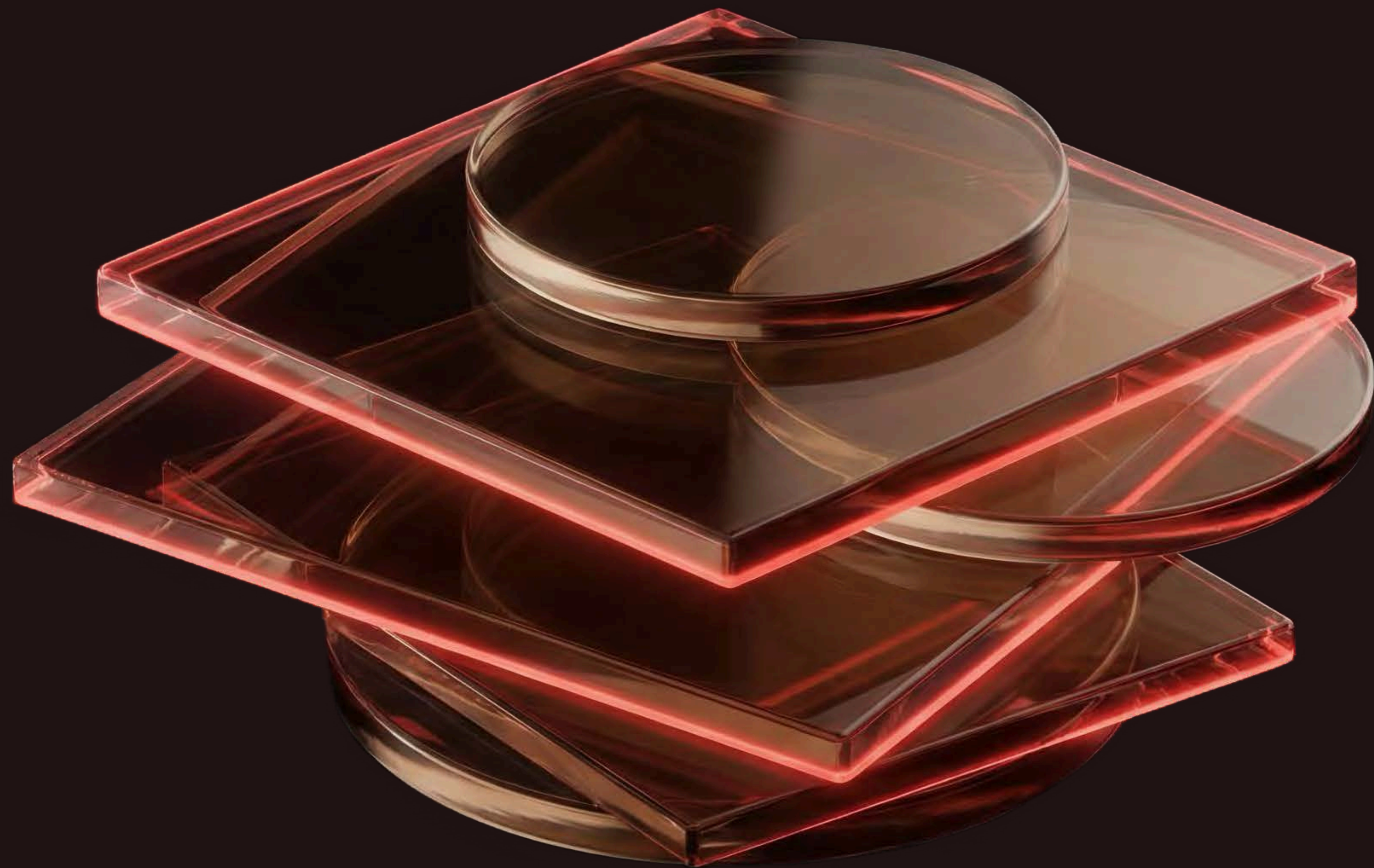
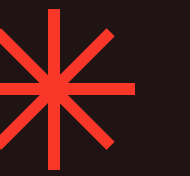


The Intelligence Behind TraderClaw

TraderClaw is an AI-powered trading intelligence system designed to analyze signals, coordinate autonomous agents, and execute strategies across markets.

Built around precision, autonomy, and speed, the platform transforms complex market data into actionable decisions through coordinated machine intelligence.





The Shift to Autonomous Intelligence

Markets have become faster, more complex, and increasingly driven by data. Signals appear across thousands of sources simultaneously, making it impossible for any single trader to process them all in real time.

TraderClaw was created to operate within this new reality.

Instead of relying on manual execution, the platform deploys coordinated AI agents that continuously analyze signals, evaluate opportunities, and execute strategies across markets.

The result is a system designed not just to observe markets, but to act within them — intelligently, autonomously, and at machine speed.



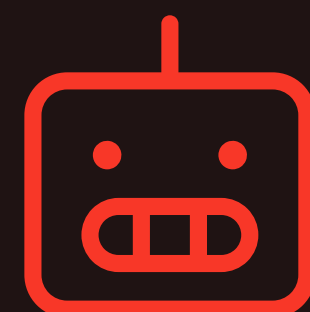
Intelligence

Machine intelligence analyzes signals continuously.



Precision

Every action is driven by data and exact execution.



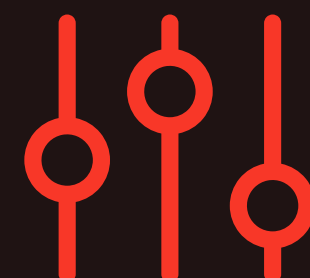
Autonomy

AI agents monitor, evaluate, and act independently.



Speed

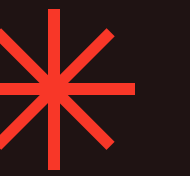
Signals are processed and executed at machine speed.



Control

Automation combined with strategic oversight.

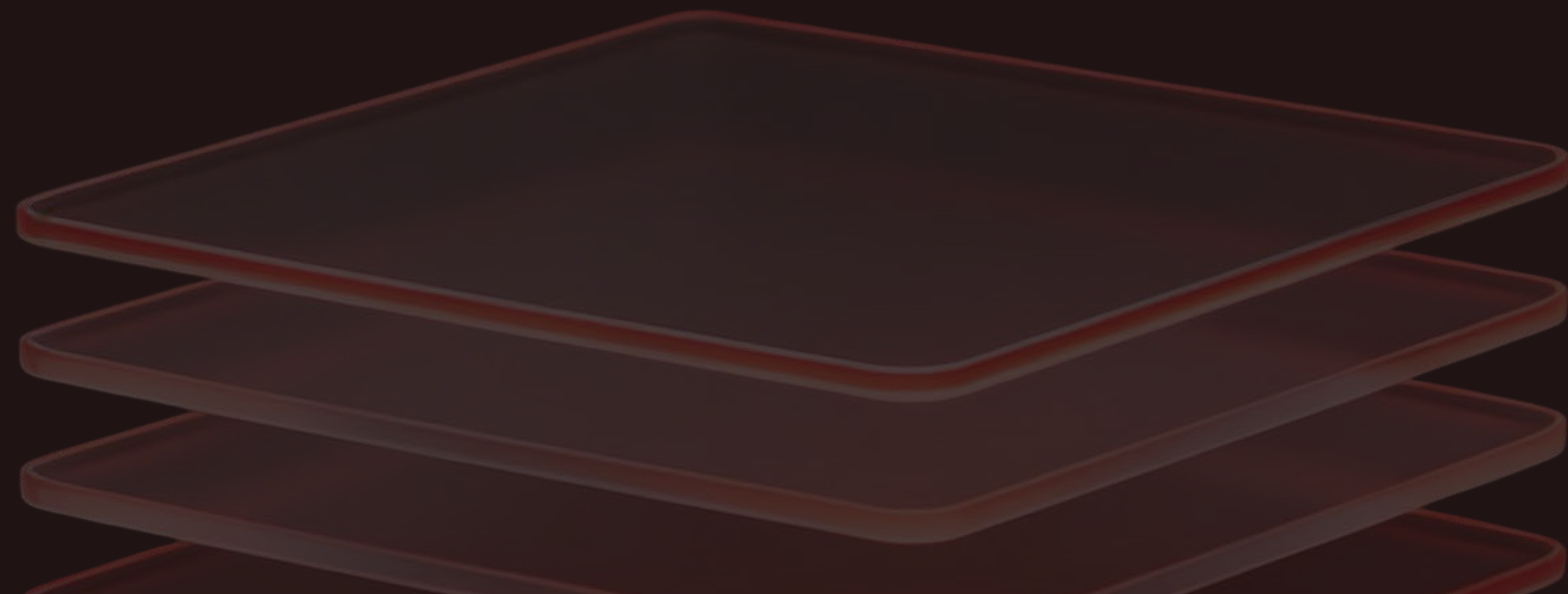




Built on Intelligence and Precision

TraderClaw is designed to operate in complex, high-velocity market environments where clarity, structure, and intelligence are essential. The brand reflects this philosophy through a calm, technical, and precise presence.

Instead of noise or speculation, TraderClaw communicates with confidence and composure. Its personality mirrors the behavior of the system itself — analytical, controlled, and always focused on signals, data, and execution.



Intelligent

TraderClaw communicates with structured thinking and analytical clarity. Every message reflects the intelligence behind the system.

Precise

Design and language are exact and intentional. Nothing is exaggerated or ambiguous.

Technical

The brand embraces a modern technological identity rooted in AI systems, infrastructure, and data-driven execution.

Focused

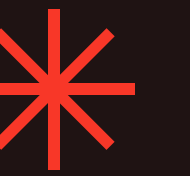
TraderClaw operates with clarity and purpose, filtering noise to concentrate only on meaningful signals.

Controlled

Even in fast-moving markets, the brand communicates stability, confidence, and strategic control.

2

Logo System



The Central Brand Mark

The primary TraderClaw logo represents the core identity of the platform.

It combines a precise geometric symbol with a structured wordmark to express intelligence, coordination, and technological precision.

The logo should be used as the main brand identifier across digital products, communication materials, and marketing environments.



Primary logo lockup used across all brand applications.

Primary logo lockup
Symbol + wordmark



A System Built on Geometry

The TraderClaw logo is constructed using a precise geometric structure.

Each element is aligned around a central axis, forming a balanced radial system that represents coordinated intelligence and multiple agents acting from a shared core.

The proportions, spacing, and alignment of the symbol are fixed and must not be altered.

Always use the official logo files to ensure consistency and accuracy.

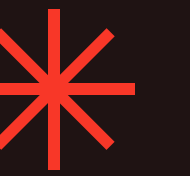
All logo elements are constructed from a single proportional rectangle.



The symbol follows the same base rectangle proportions as the wordmark.

Each letter shares the same width and height, based on the base rectangle.

Spacing between letters equals 1.5× the width of the base rectangle.



Minimum Space Around the Logo

To maintain clarity and visual impact, the TraderClaw logo must always be surrounded by a defined area of clear space.

This protected area prevents other elements such as text, graphics, or interface components from interfering with the visibility of the logo.

The minimum clear space is defined by the width of the base construction rectangle used in the logo system.





Approved Versions of the Logo

To ensure consistency across different environments and applications, TraderClaw provides a small set of approved logo variations.

These versions allow the logo to remain clear and legible across dark and light backgrounds while preserving the integrity of the brand identity.

Only the variations shown here may be used.

Primary Logo Dark



Monochrome Dark



Accent Dark



Monochrome Light



Accent Light



Primary Logo Light



2.5 INCORRECT USAGE



Improper use of the TraderClaw logo weakens brand recognition and must be avoided.

Do Not Change Colors

The logo must only appear in the official brand colors.



Do Not Distort

Never stretch, compress, or alter the proportions of the logo.



Do Not Rotate

The logo must always remain in its original orientation.



Do Not Add Effects

Avoid shadows, gradients, outlines, or other visual effects.



Do Not Crowd the Logo

Do not place text or graphics inside the clear space area.



Do Not Modify the Symbol

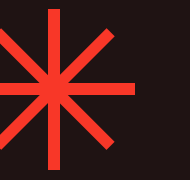
The symbol and wordmark must never be separated or altered.



3



Symbol

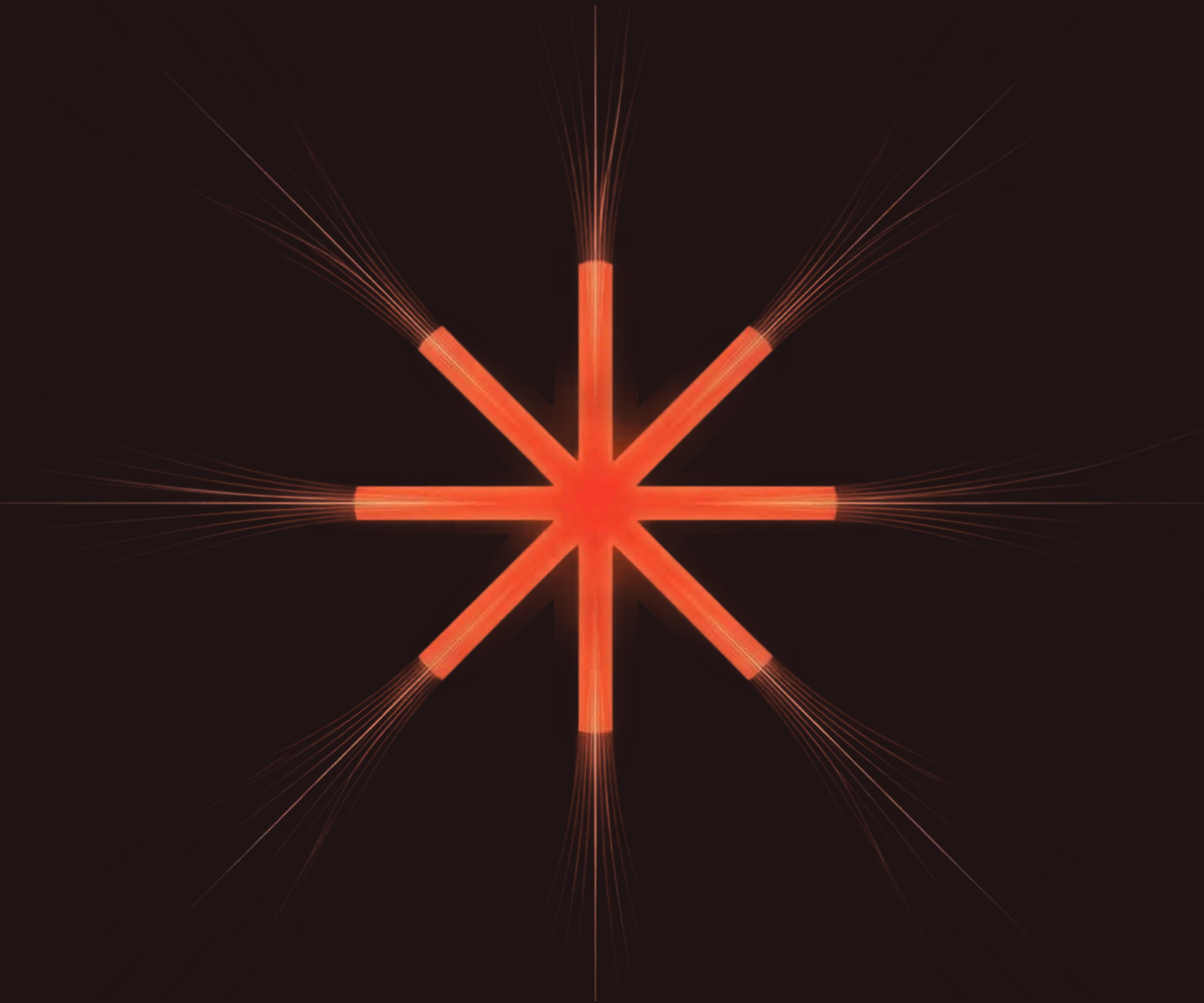


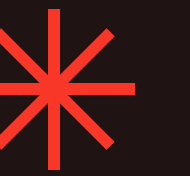
A System of Signals

The TraderClaw symbol represents a coordinated system of intelligence operating from a shared core.

Its radial structure reflects multiple agents working simultaneously, scanning markets, interpreting signals, and executing decisions in real time. Each segment represents an active direction of analysis, converging into a unified center of control.

The result is a symbol that expresses movement, coordination, and precision — a visual representation of autonomous trading intelligence.



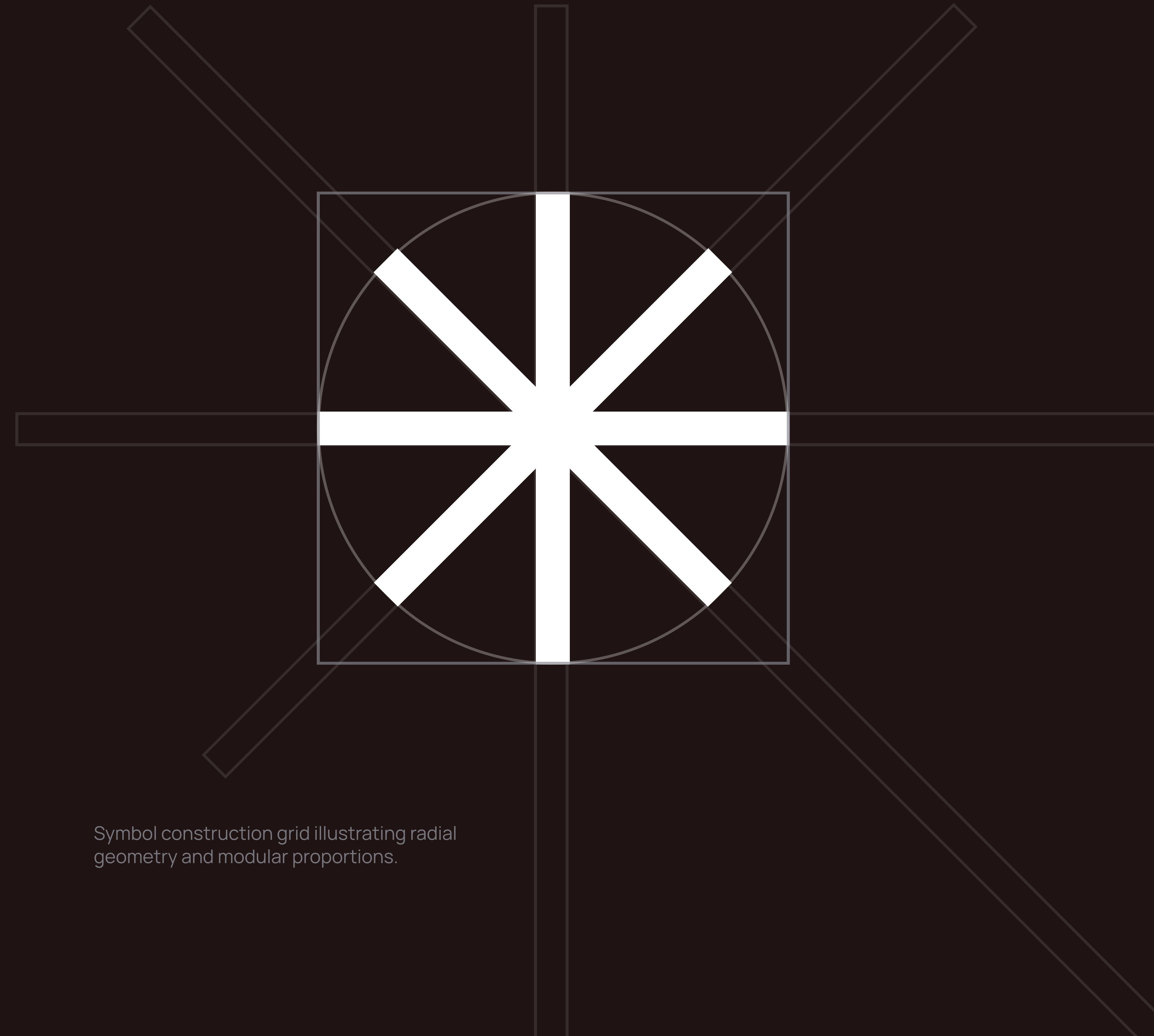


Radial Geometry and Modular Structure

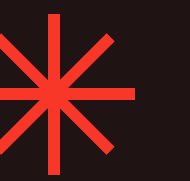
The TraderClaw symbol is constructed from a consistent modular system based on the same base rectangle used throughout the logo identity.

Eight directional elements radiate from a shared center point, forming a balanced radial structure that represents coordinated intelligence operating across multiple directions simultaneously.

All elements follow fixed proportions and alignment rules to maintain visual consistency and structural precision.



Symbol construction grid illustrating radial geometry and modular proportions.



The Core Brand Mark

The TraderClaw symbol functions as the core visual identifier of the brand and can be used independently from the wordmark in environments where space is limited or a compact mark is required.

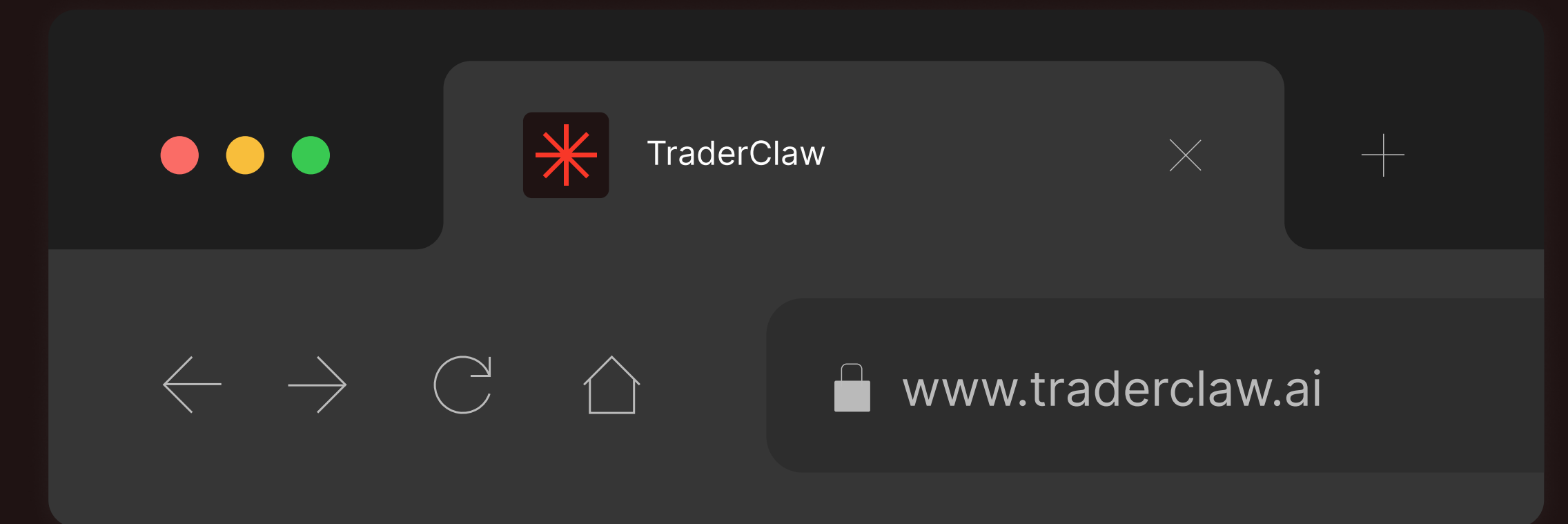
It serves as the primary element for product icons, tokens, avatars, and interface components, ensuring strong recognition across digital platforms.

When used on its own, the symbol must always maintain its original proportions, orientation, and brand color.

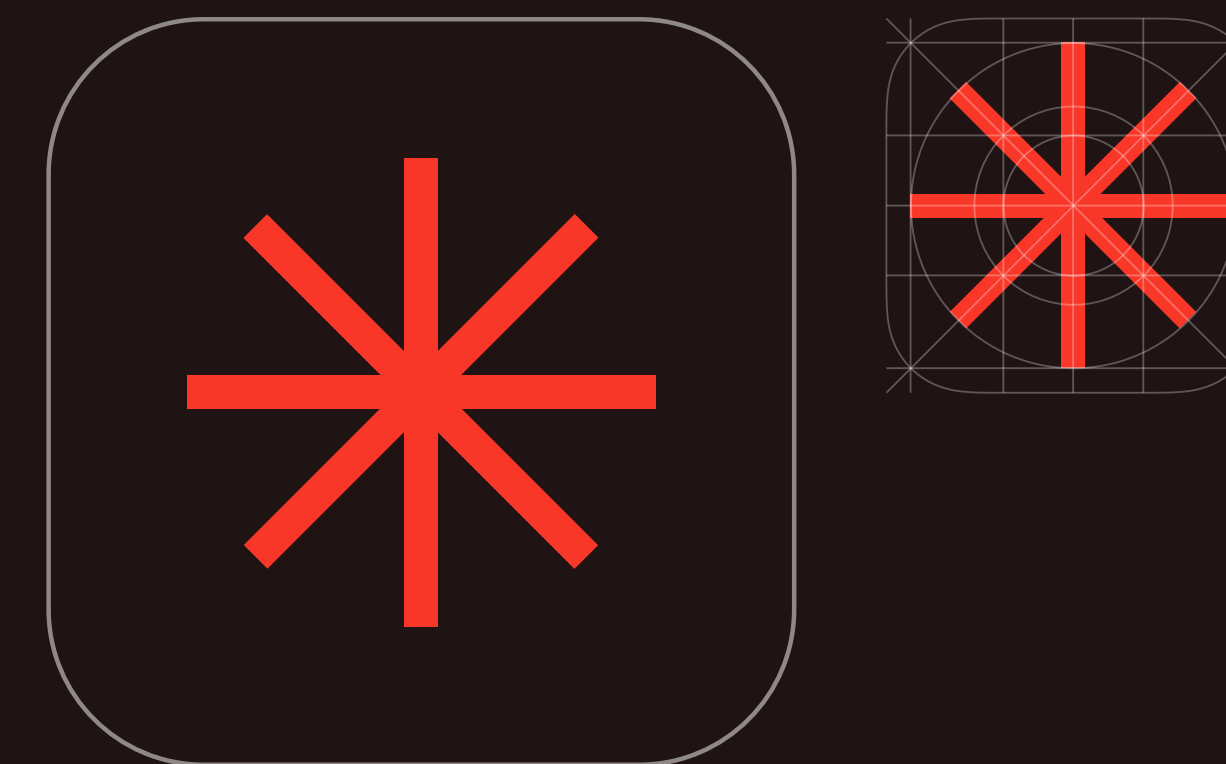
Token Icon



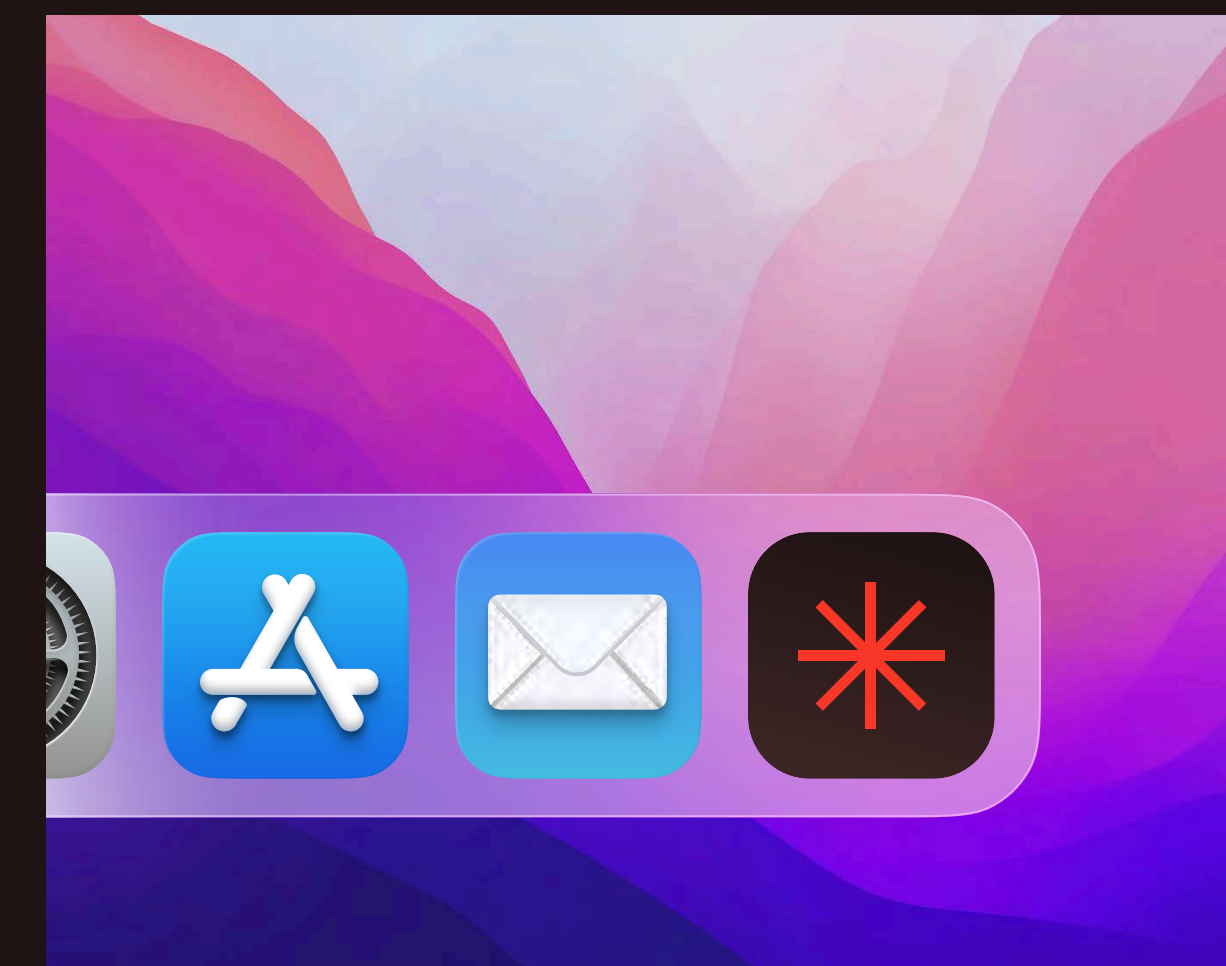
Favicon



App Icon



Social Profile



4

Icons



The Symbol as the Digital Asset Identifier

The TraderClaw token icon is derived directly from the brand symbol and serves as the primary visual identifier for the asset across blockchain platforms, wallets, and exchanges.

The icon maintains the original geometry and proportions of the symbol while being optimized for clarity at small sizes and across digital environments.

It must always remain centered and should only be used in the official brand color on a dark background.

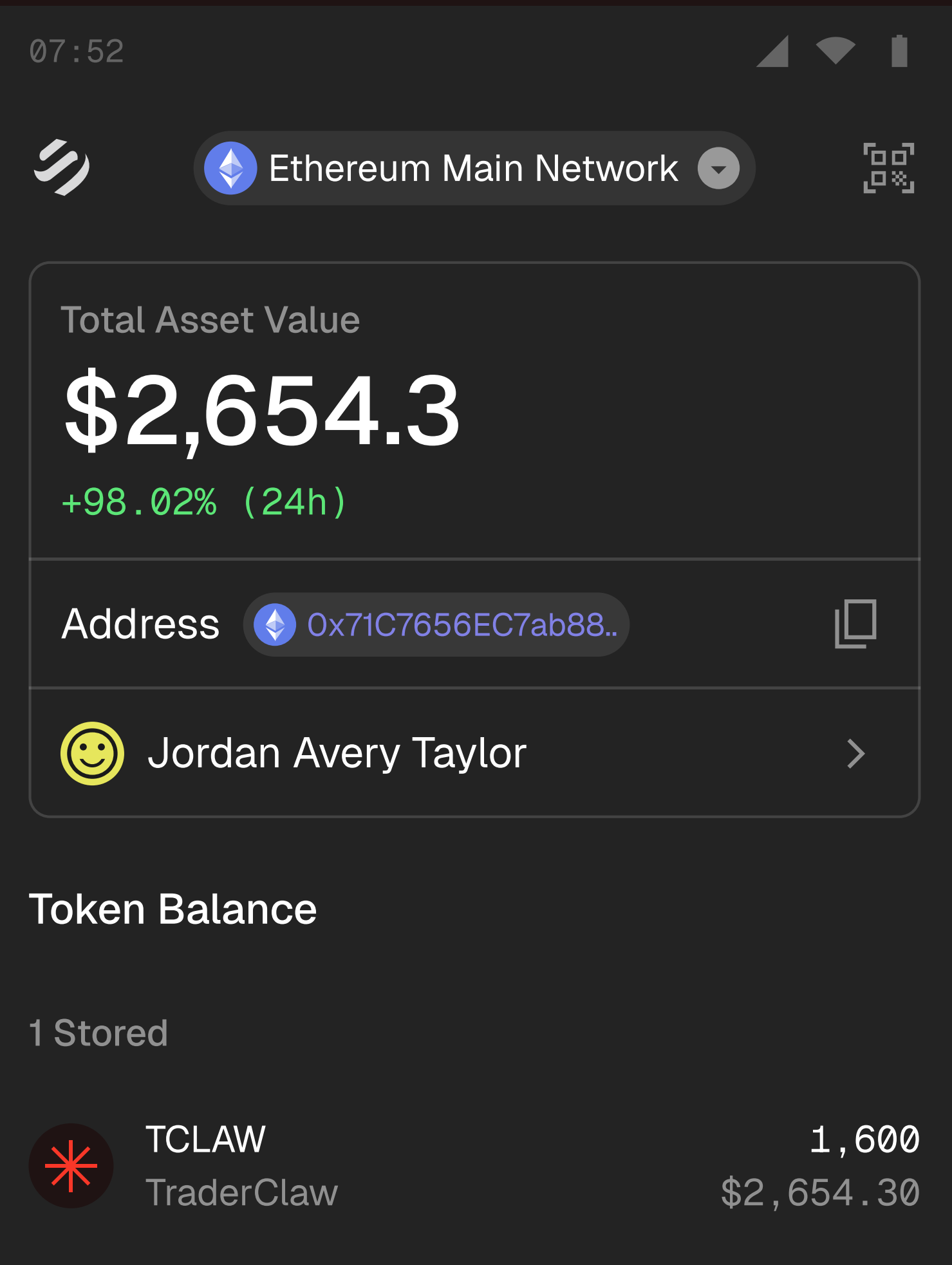
Token Icon



Token Icon Mockup



Token Icon Mockup



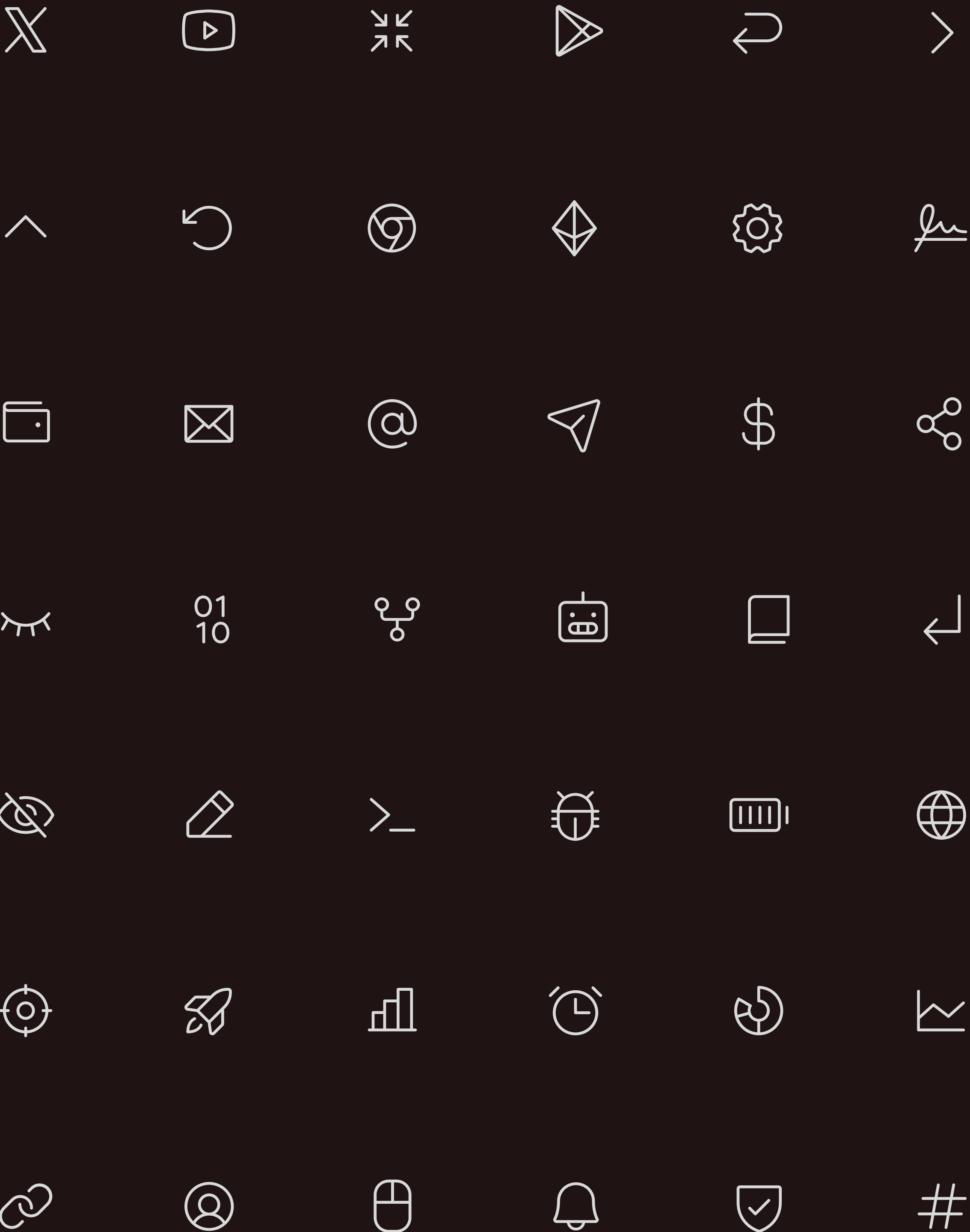
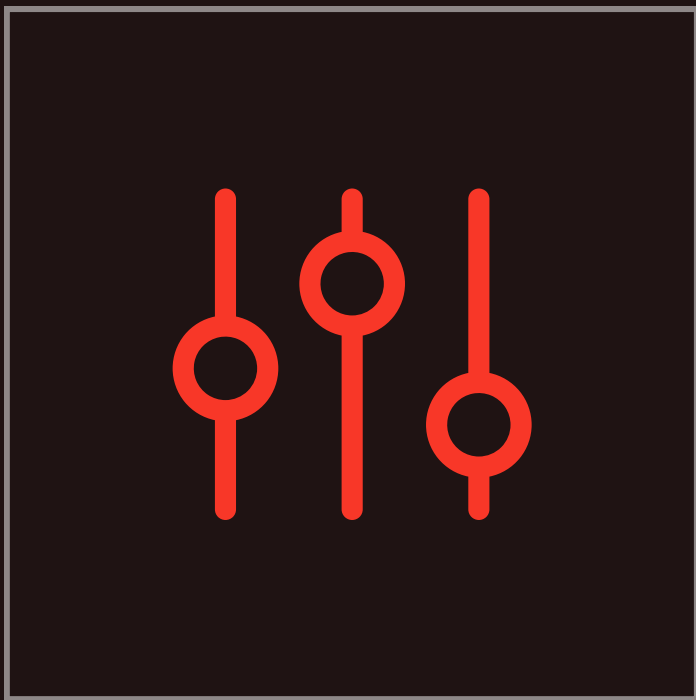
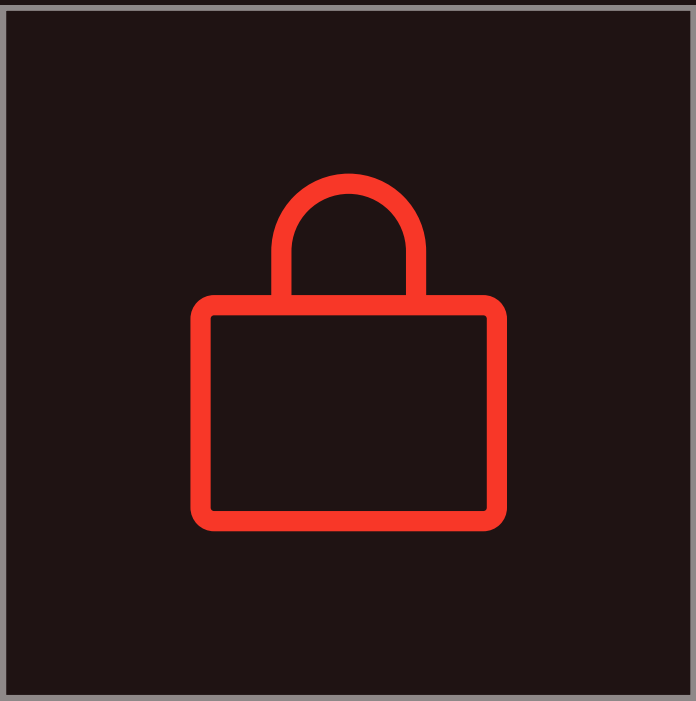


Functional Interface Icons

TraderClaw uses the Phosphor icon library as the primary functional icon set across the product interface.

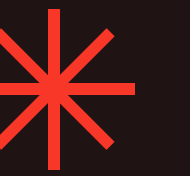
Phosphor provides a consistent and minimal visual language that supports clarity, scalability, and usability across dashboards, controls, and navigation elements.

The geometric simplicity of the icons aligns with the technical and precise nature of the TraderClaw product environment.



5

Color System



Core Brand Palette

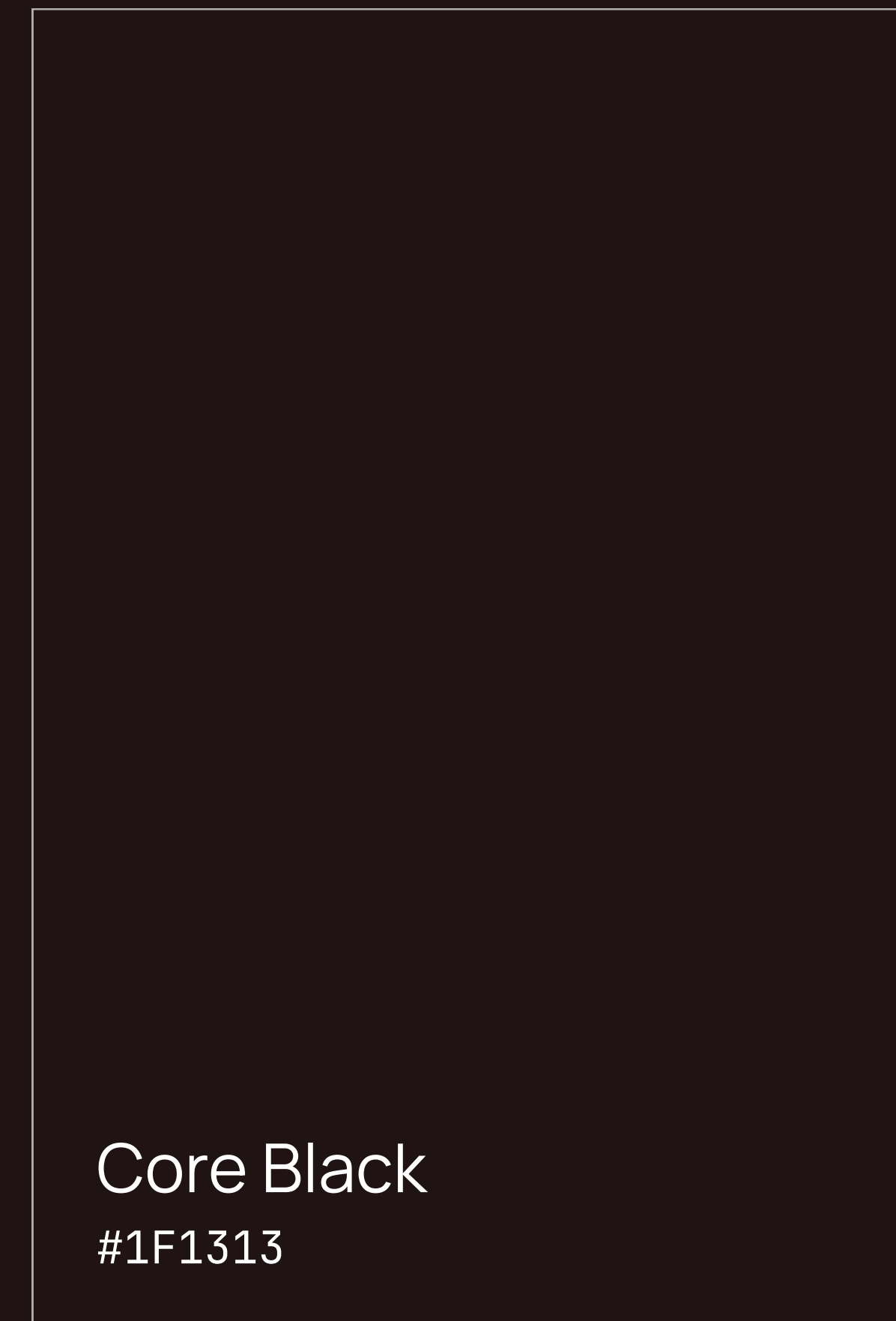
The TraderClaw primary color palette defines the visual foundation of the brand.

The system is built around a strong accent color representing intelligence, signal energy, and execution, supported by a dark interface environment designed for clarity and focus.

Together, these colors create a high-contrast visual system optimized for digital environments, product interfaces, and brand communication.



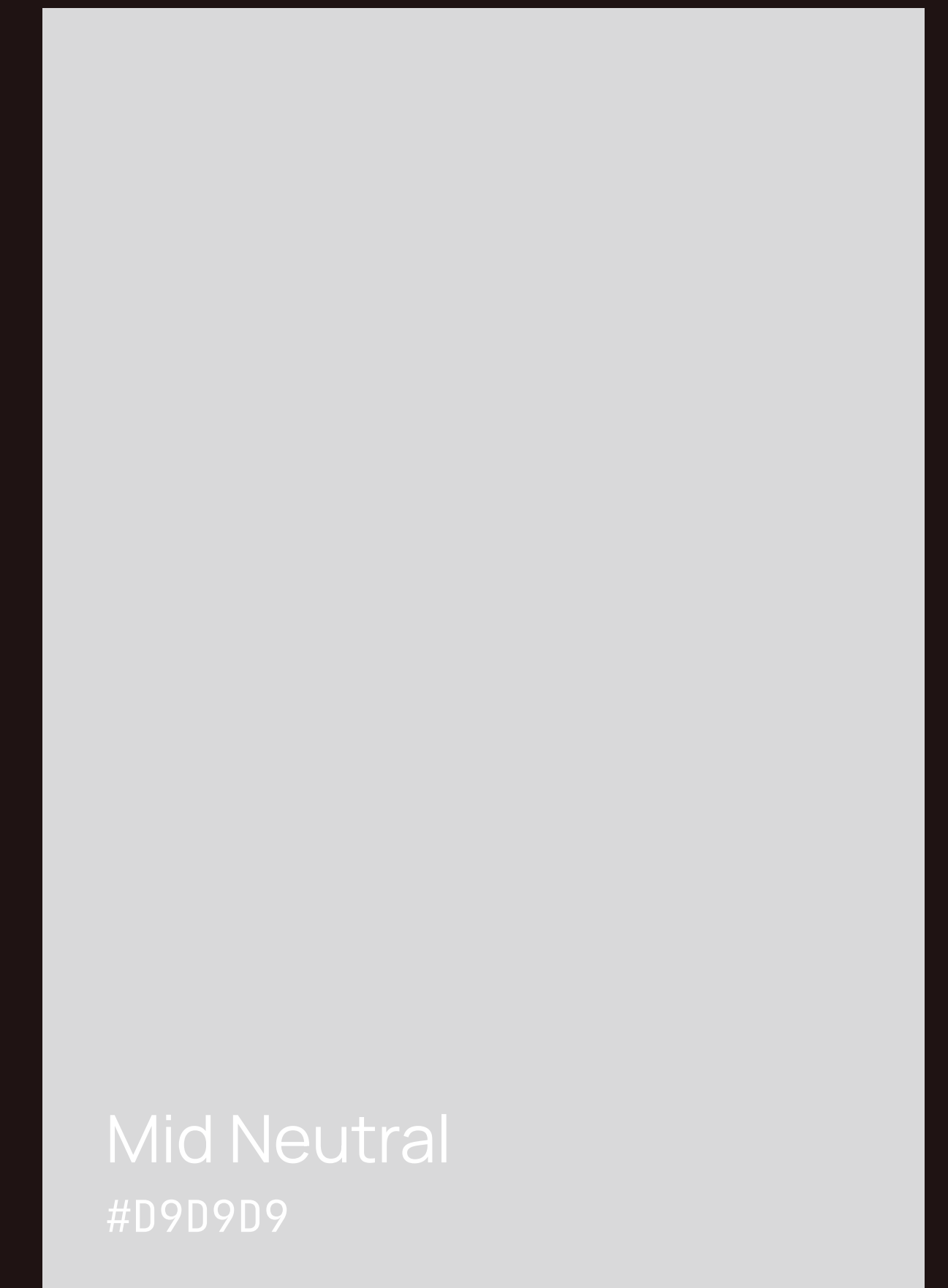
Signal Red
#F93728



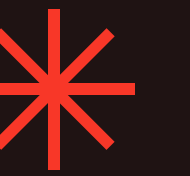
Core Black
#1F1313



White
#FFFFFF



Mid Neutral
#D9D9D9



Secondary Color System

The secondary color palette extends the core brand colors with additional system tones used across product environments, signal states, and interface structures.

These colors support the primary palette by introducing visual hierarchy, system feedback, and contextual highlights while maintaining the dark, precise visual language of the TraderClaw platform.

They are used sparingly to support functional meaning within the product and communication design.

System Black
#1E1E1E

Graphite
#2D2D2D

Steel
#363636

Signal Green
#27BF74

Execution Red
#CF2918

6

Typography



Core brand Typography

Space Grotesk is the primary typeface of the TraderClaw brand. It is used for headlines, titles, and key brand messaging.

Its geometric structure and modern technical character reflect the precision, intelligence, and confidence of the TraderClaw platform.

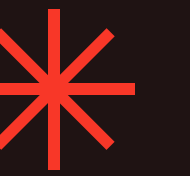
The typeface provides a strong visual identity while maintaining excellent readability across digital environments.

HEADINGS

Space Grotesk Bold

0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz



Secondary Typeface

Manrope is used for body text and supporting communication.

Its clean and highly readable design makes it ideal for longer text, product descriptions, and interface content.

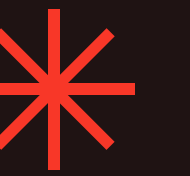
Manrope complements the geometric character of Space Grotesk while ensuring clarity and consistency across all communication.

PARAGRAPHS

Manrope Regular

0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz



Monospace Typeface

JetBrains Mono represents the technical layer of the TraderClaw platform.

It is used for system data, technical information, and numeric displays where precision and clarity are essential.

The monospace structure reinforces the infrastructure-driven and computational nature of the product.

NUMBERS & CO

JetBrains Mono

0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz



Typography in Use

The TraderClaw typography system combines Space Grotesk, Manrope, and JetBrains Mono to create a clear and structured communication hierarchy.

Space Grotesk defines strong headlines and brand statements, Manrope ensures readability for longer content, and JetBrains Mono is used for technical and data-driven information.

Together, they form a consistent typographic system across product interfaces, communication, and marketing materials.

HEADLINE

Autonomous Trading Excellence.

PARAGRAPH

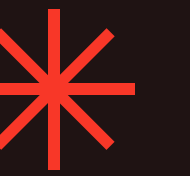
TraderClaw is an autonomous AI trading platform that continuously scans global markets, identifies opportunities, and executes strategies through a coordinated network of intelligent agents.

TECHNICAL & NUMBERS

\$ traderclaw-agent start	BTC	67201.34
Signal stream connected	ETH	3842.19
Agents initialized	SOL	188.42
Execution online		

7

Visual Language



Structured Intelligence

The TraderClaw visual system is built around the idea of structured intelligence.

Signals, patterns, and geometric forms represent how autonomous agents analyze complex market data and transform it into coordinated decisions.

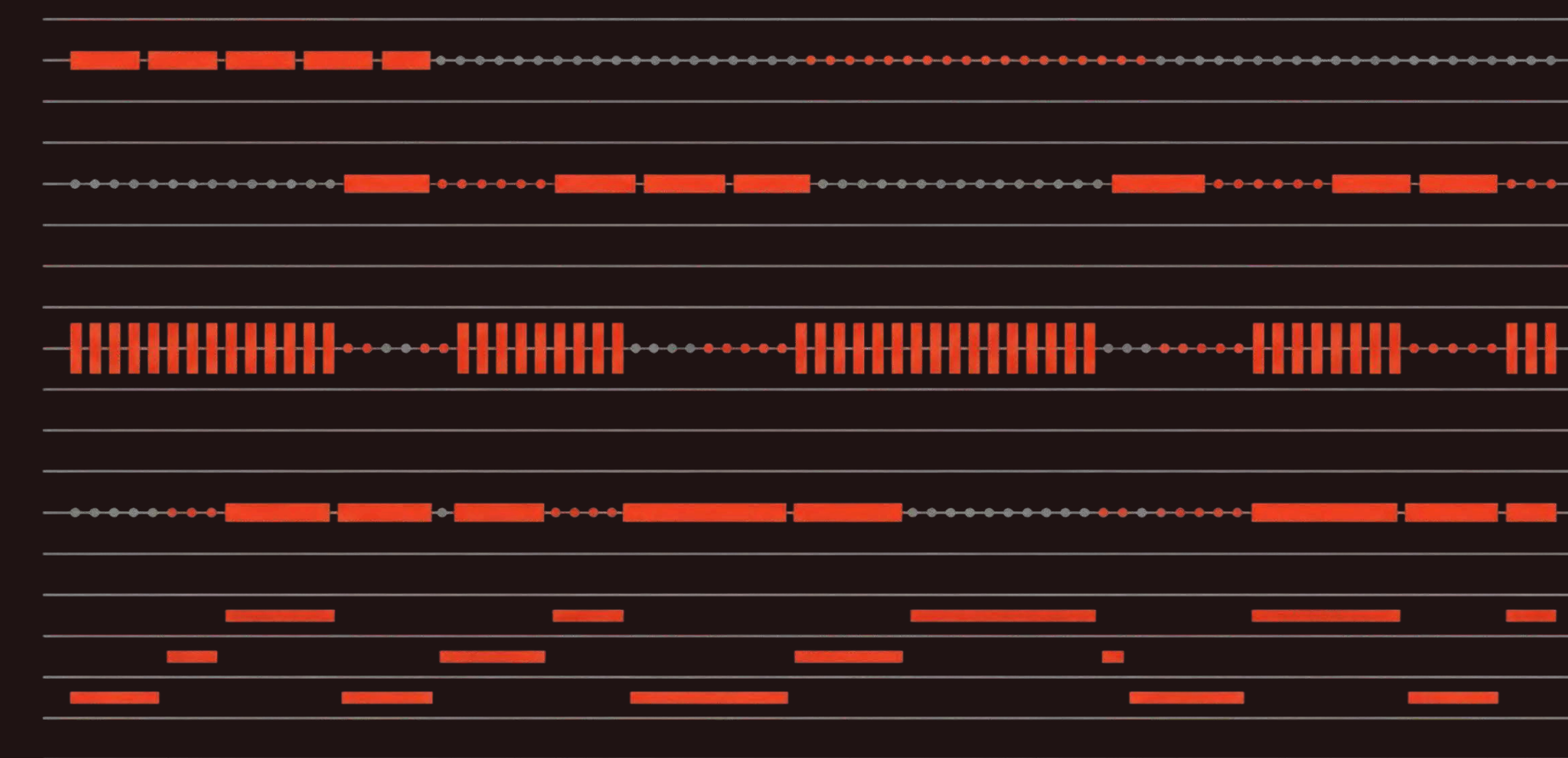
The visual language emphasizes clarity, precision, and system logic — reflecting a platform designed to organize information, detect opportunities, and execute with confidence.

Every visual element should feel intentional, minimal, and engineered, reinforcing the technological foundation of the TraderClaw ecosystem.

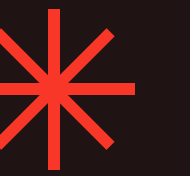


6,756 Agents

Your Personal AI Trading Team



7.1 KEY VISUAL SYSTEM

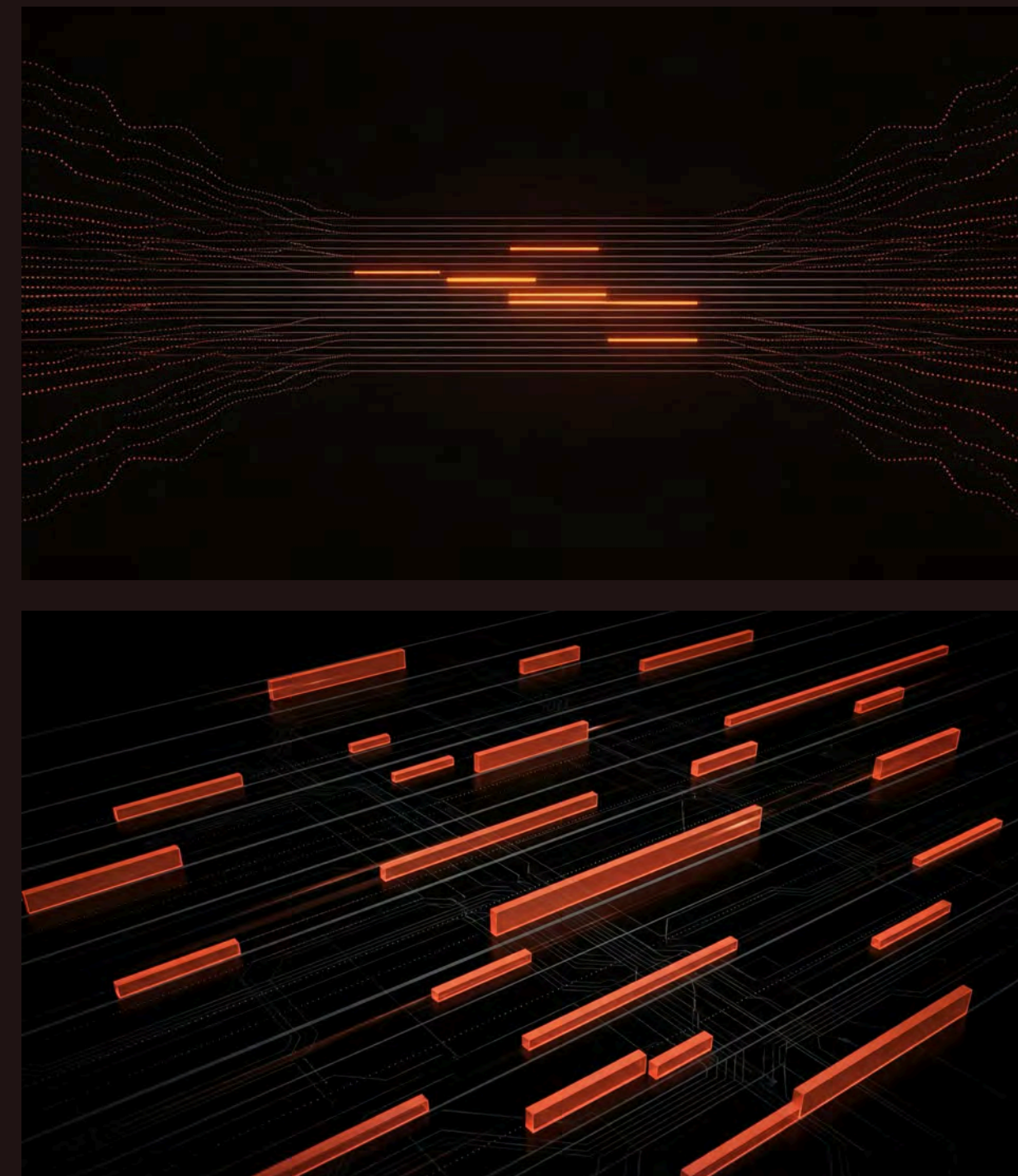


The TraderClaw key visual system combines multiple visual expressions to communicate different aspects of the platform.

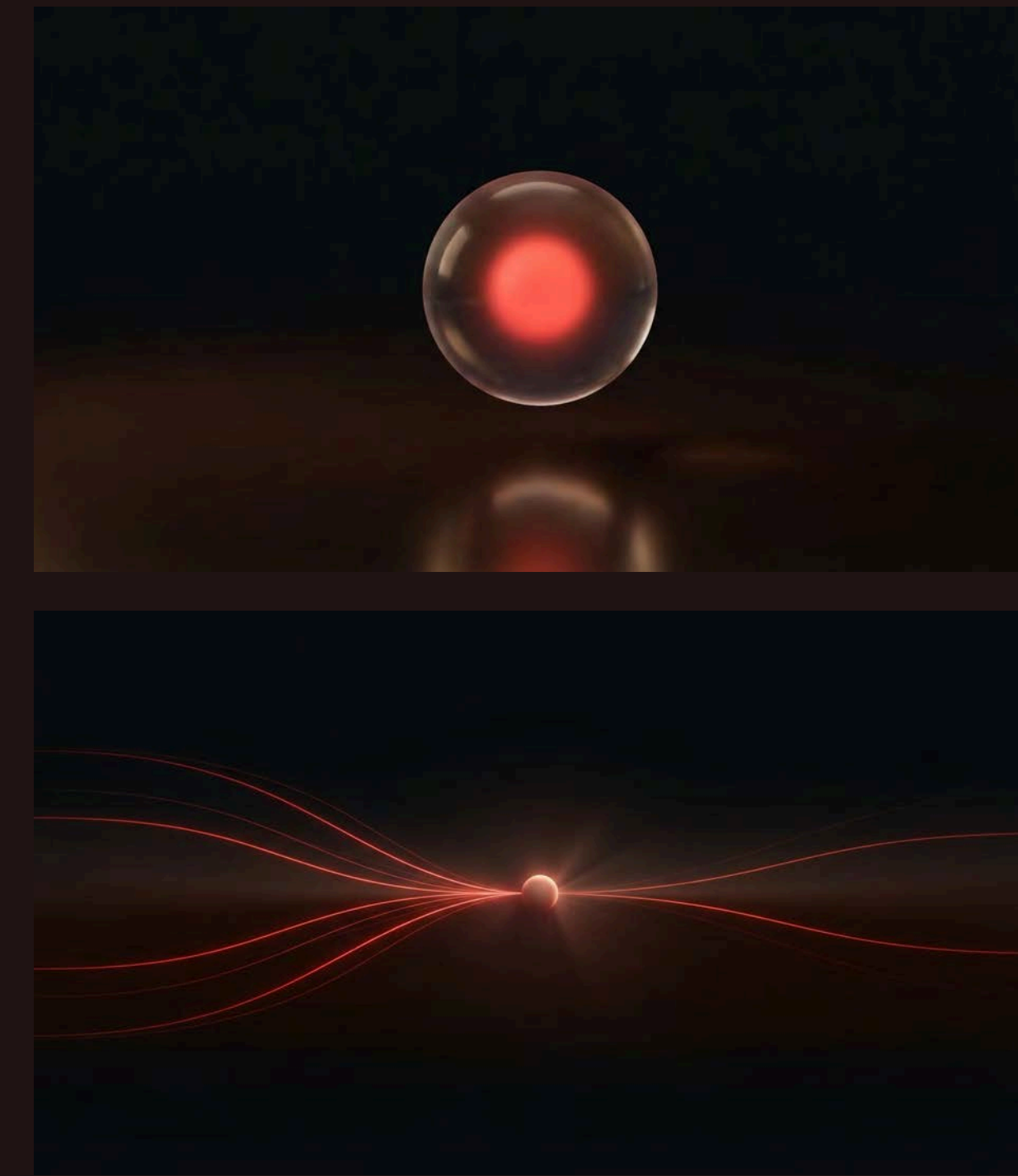
From signal-driven data patterns to immersive 3D environments and minimal geometric compositions, each visual style represents a specific layer of the ecosystem.

While these visuals vary in form, they all follow the same design principles — precision, structure, and intelligent systems — ensuring the brand remains consistent across product environments, marketing communication, and storytelling.

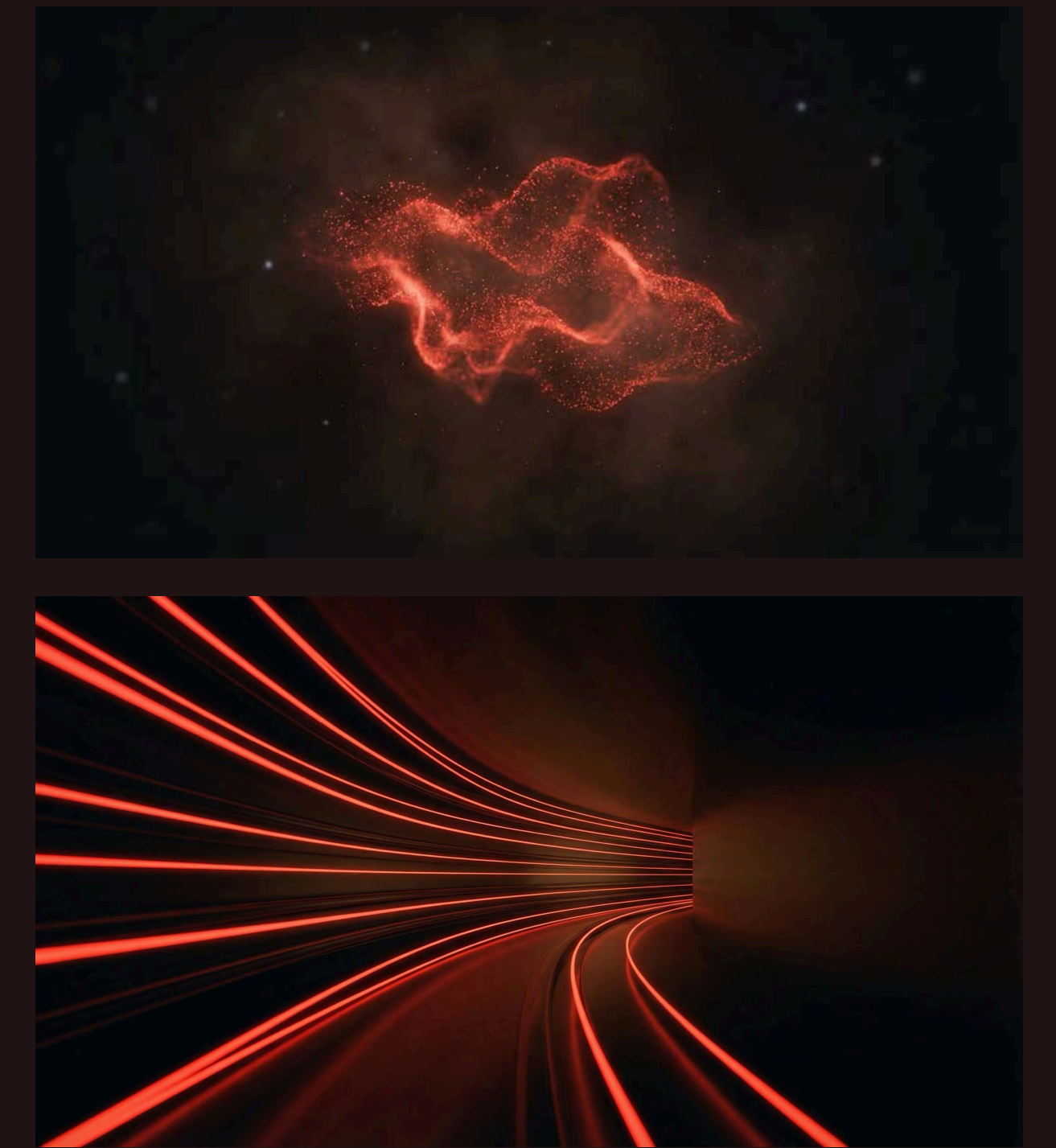
Data Systems



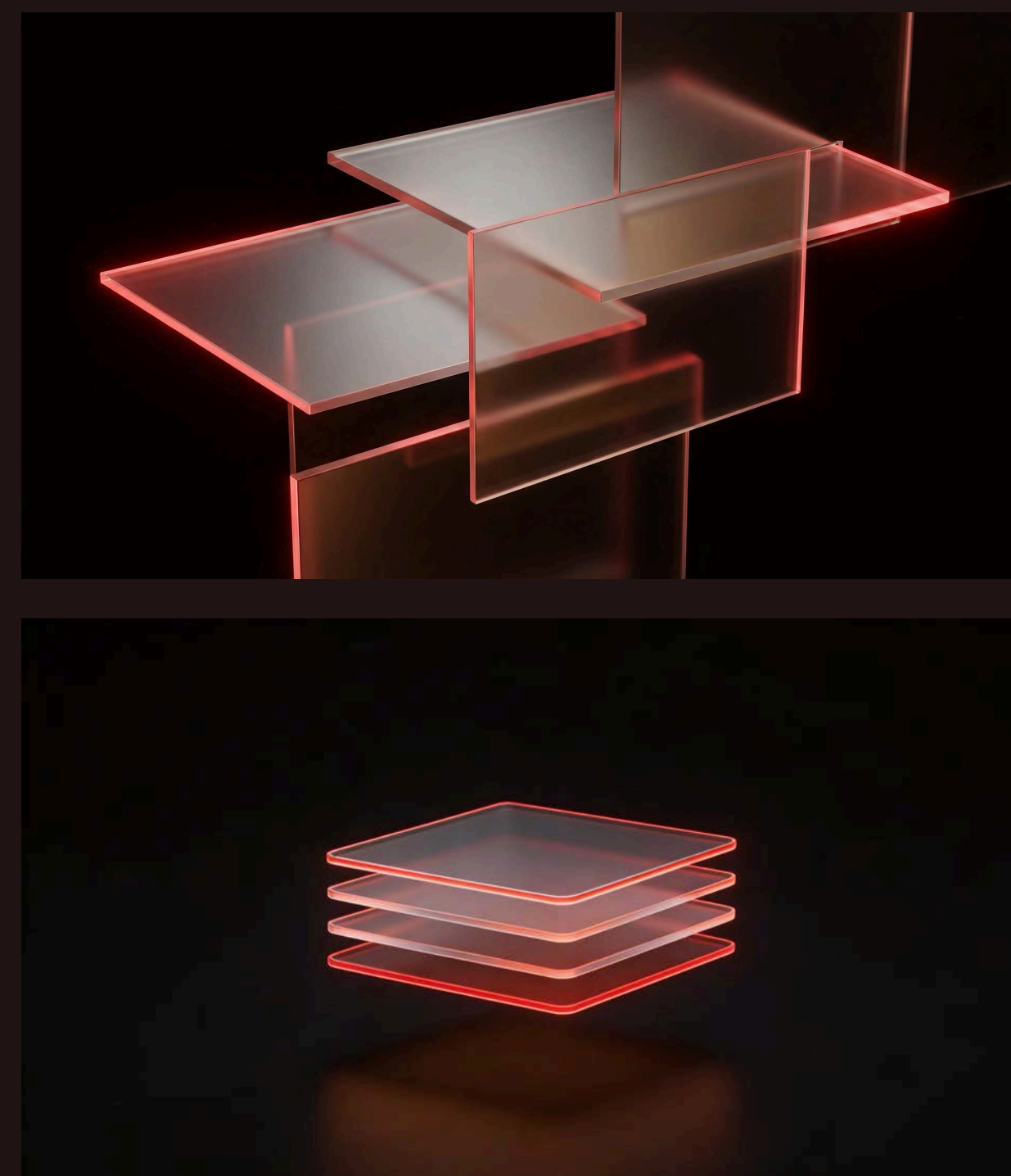
AI & Technology



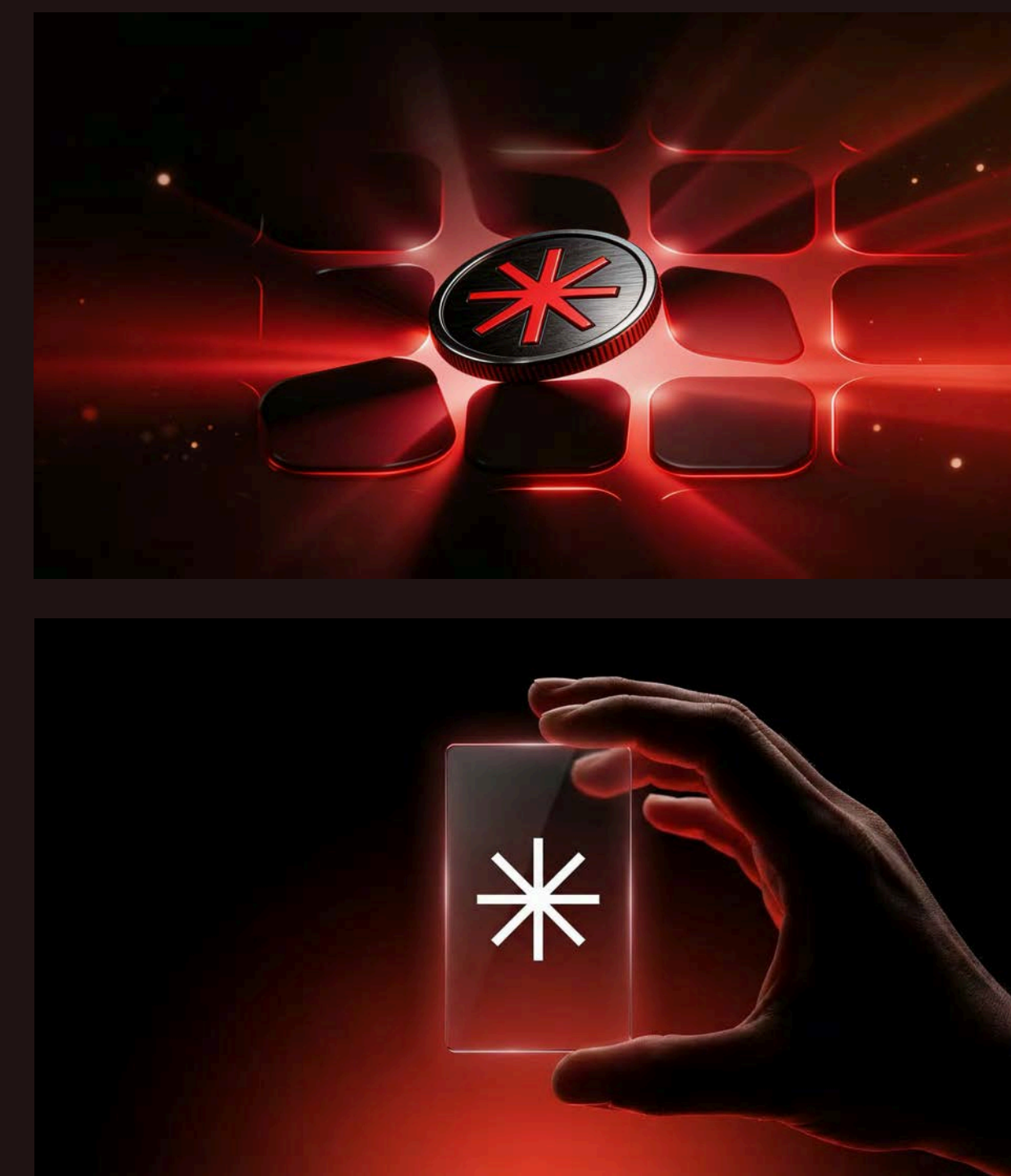
Immersive Environments



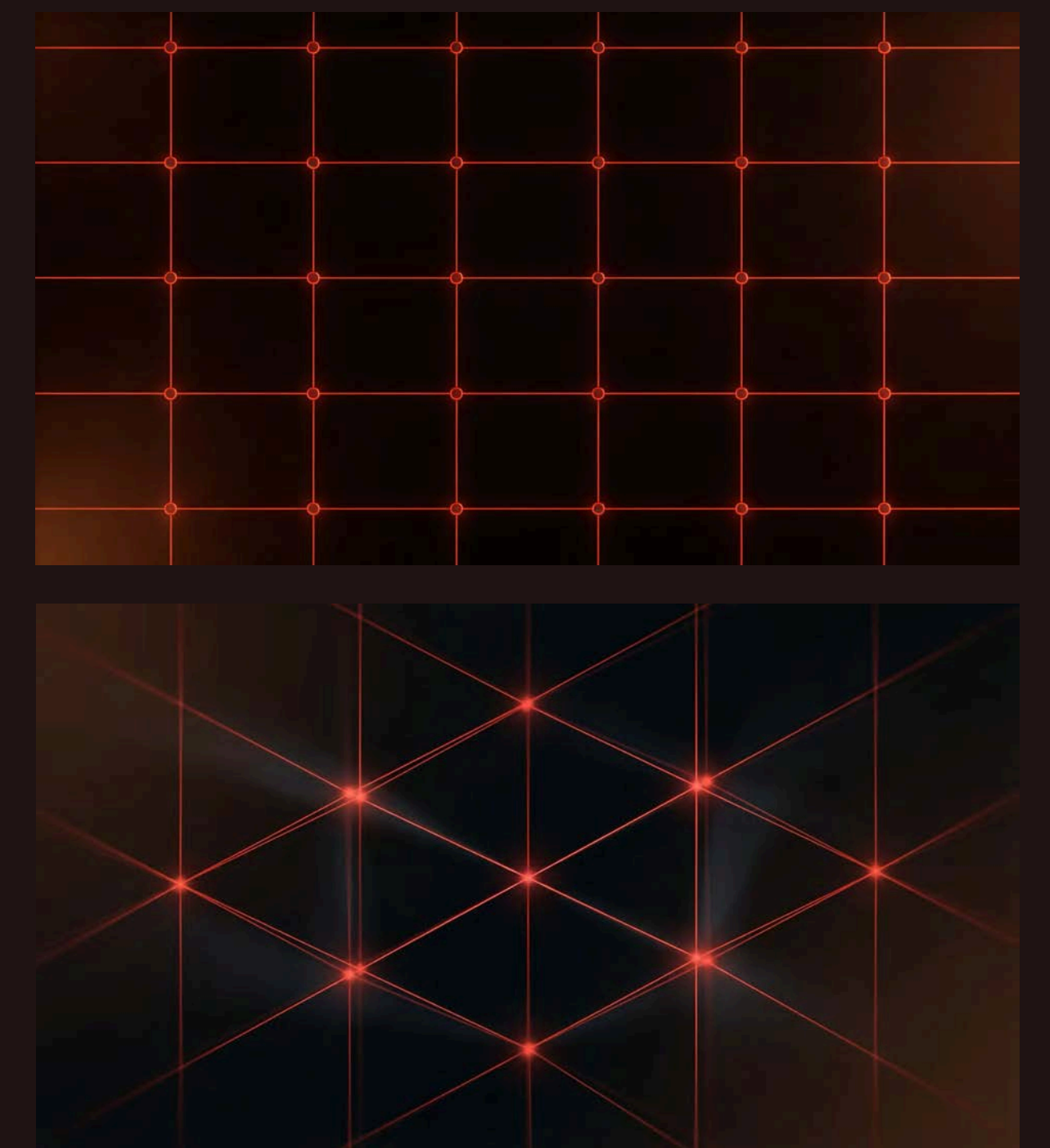
Glass System



Token & Crypto

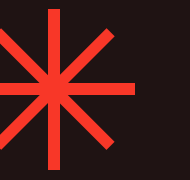


Patterns



8

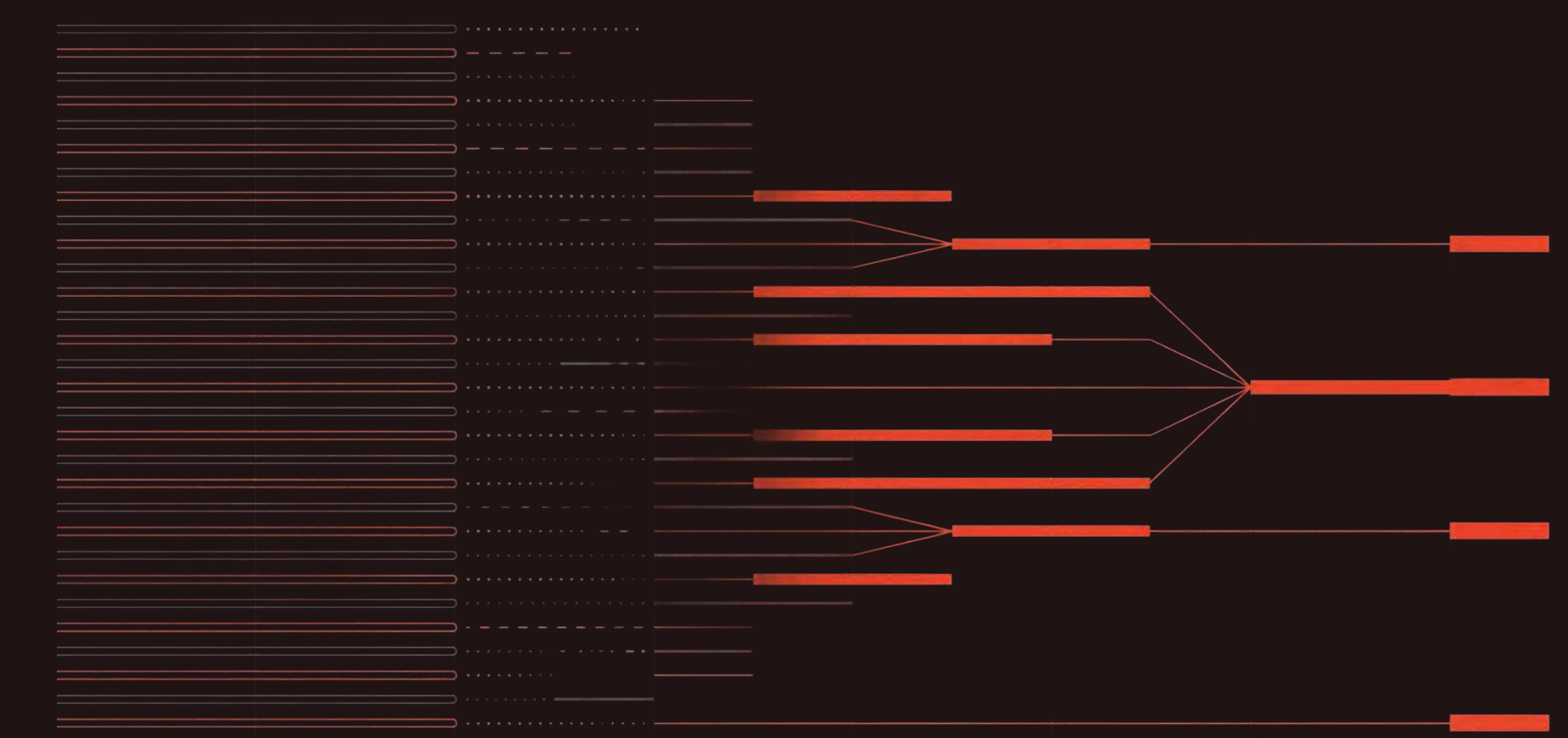
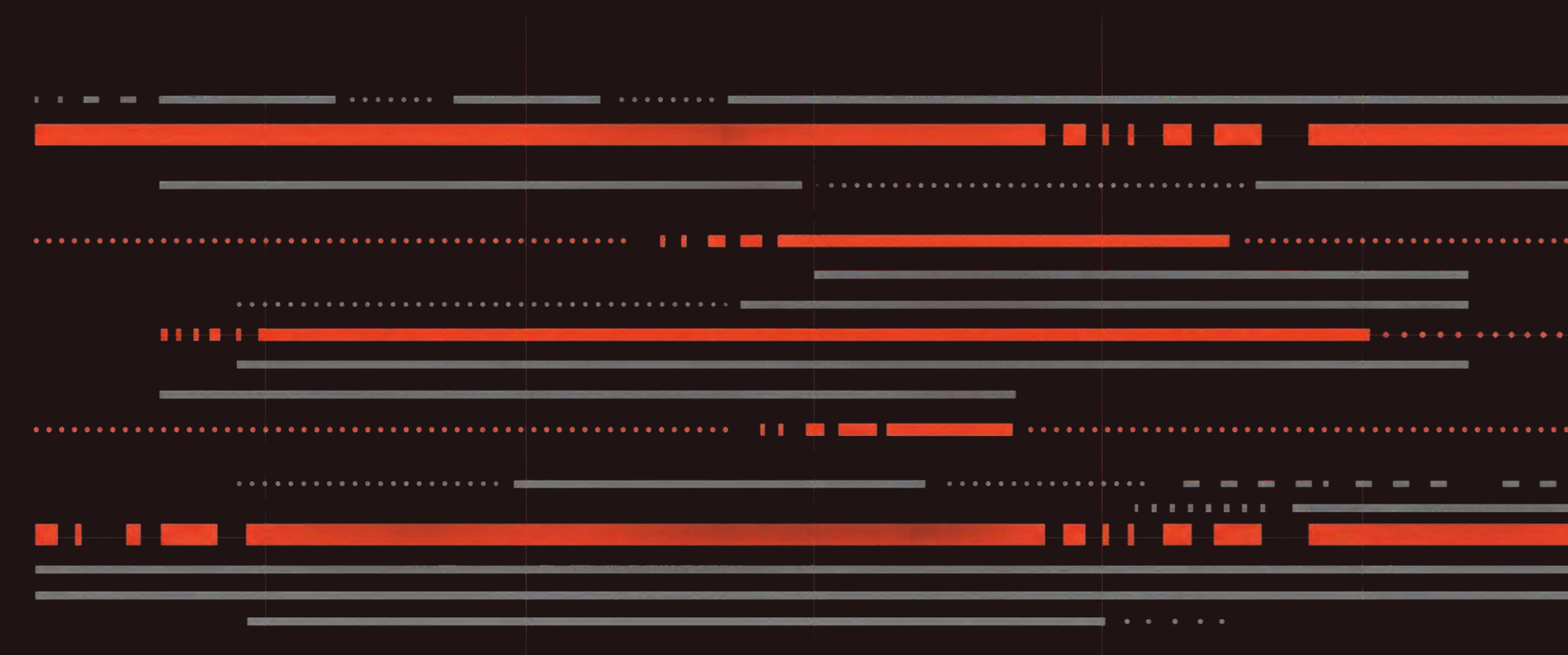
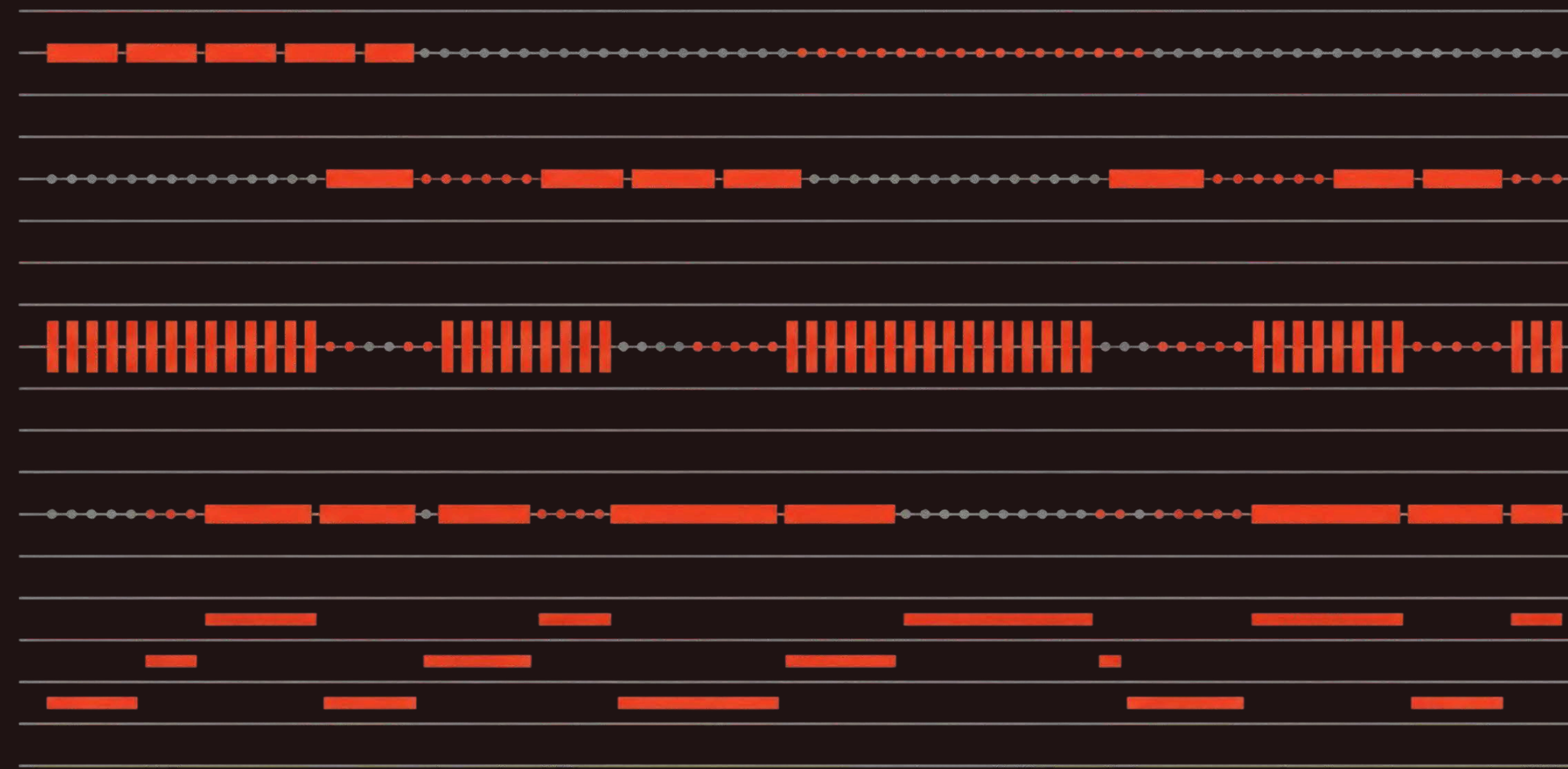
Graphics

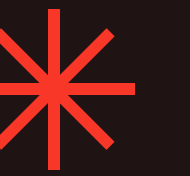


System Graphics

Minimal 2D graphics represent signals, data flows, and system logic within the TraderClaw platform.

Structured lines, patterns, and geometric elements translate complex processes into clear visual forms, supporting communication across product, marketing, and brand environments.

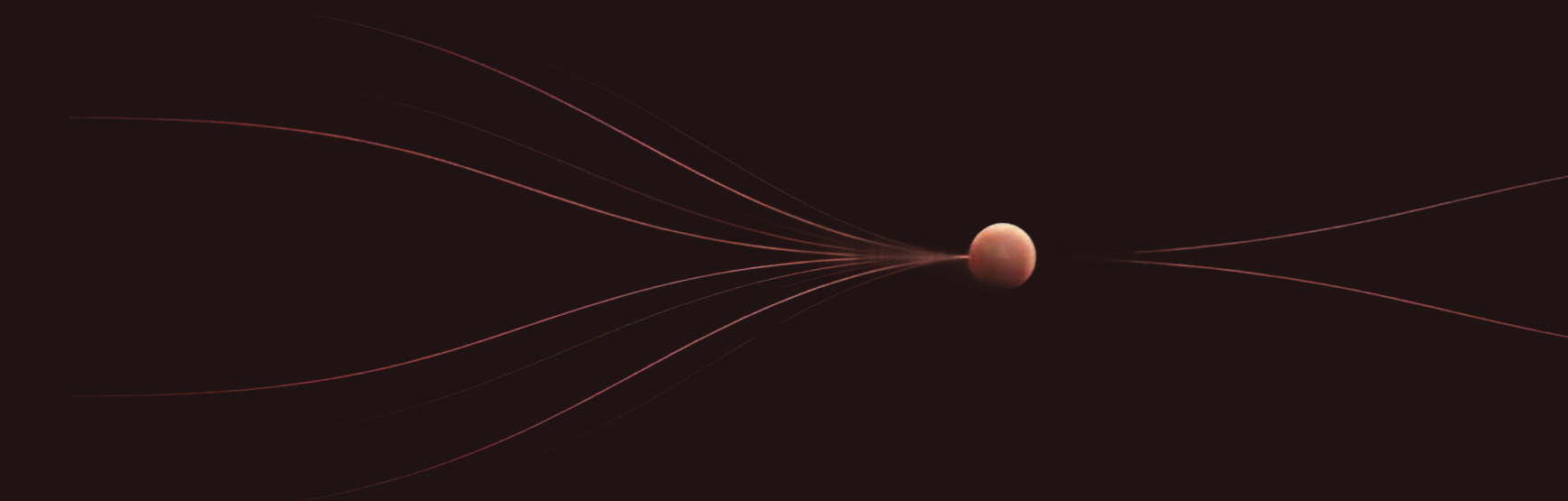
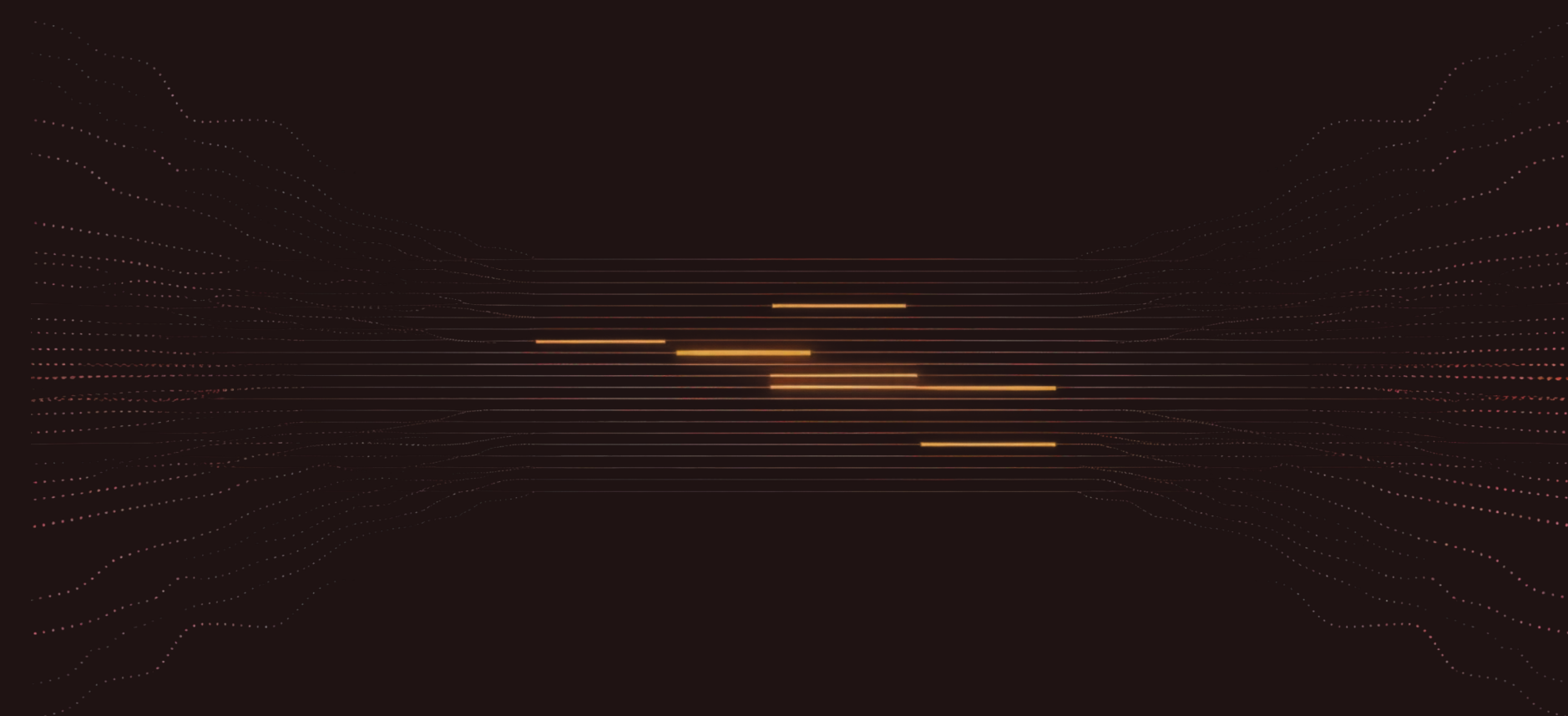
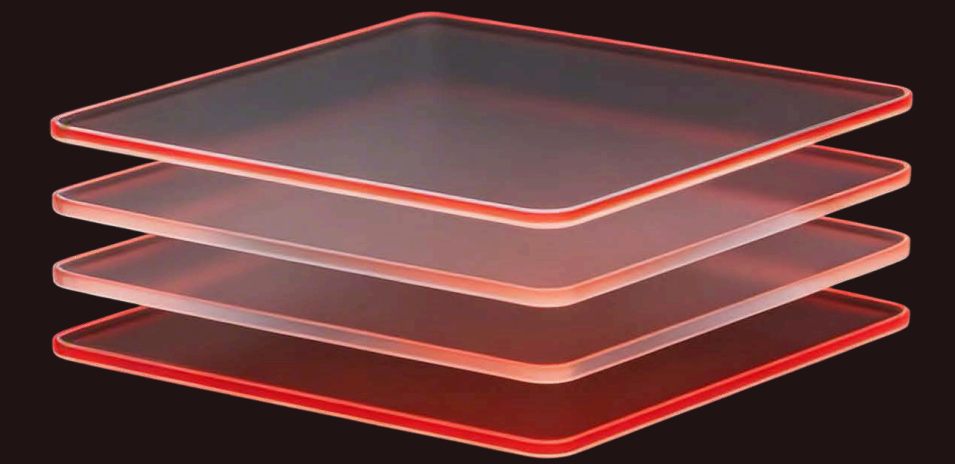
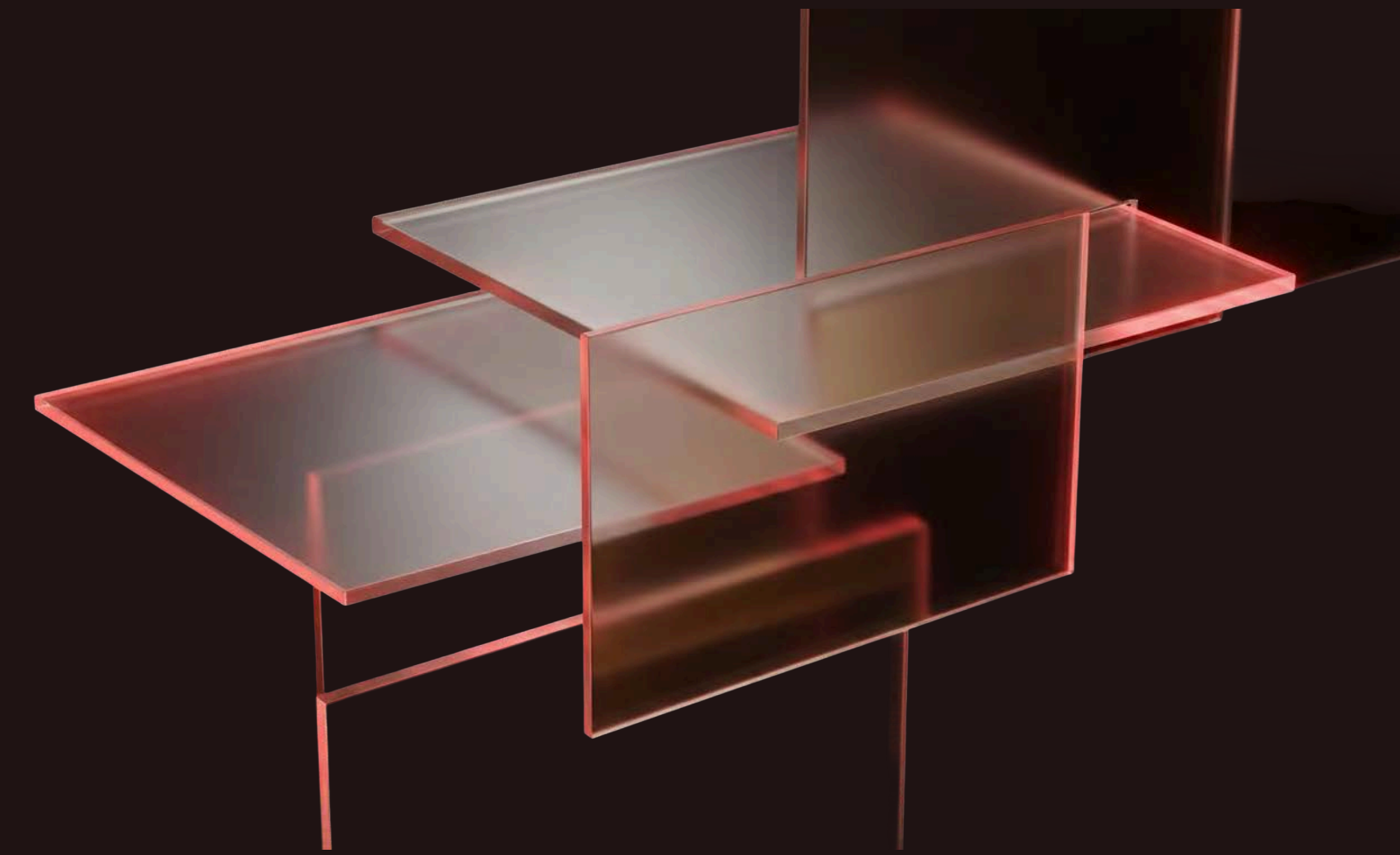


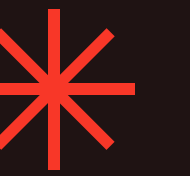


Immersive Graphics

3D visuals introduce depth and atmosphere to the TraderClaw visual system.

Used for key visuals, campaign imagery, and storytelling, these graphics communicate scale, intelligence, and advanced technology while maintaining the minimal and precise aesthetic of the brand.

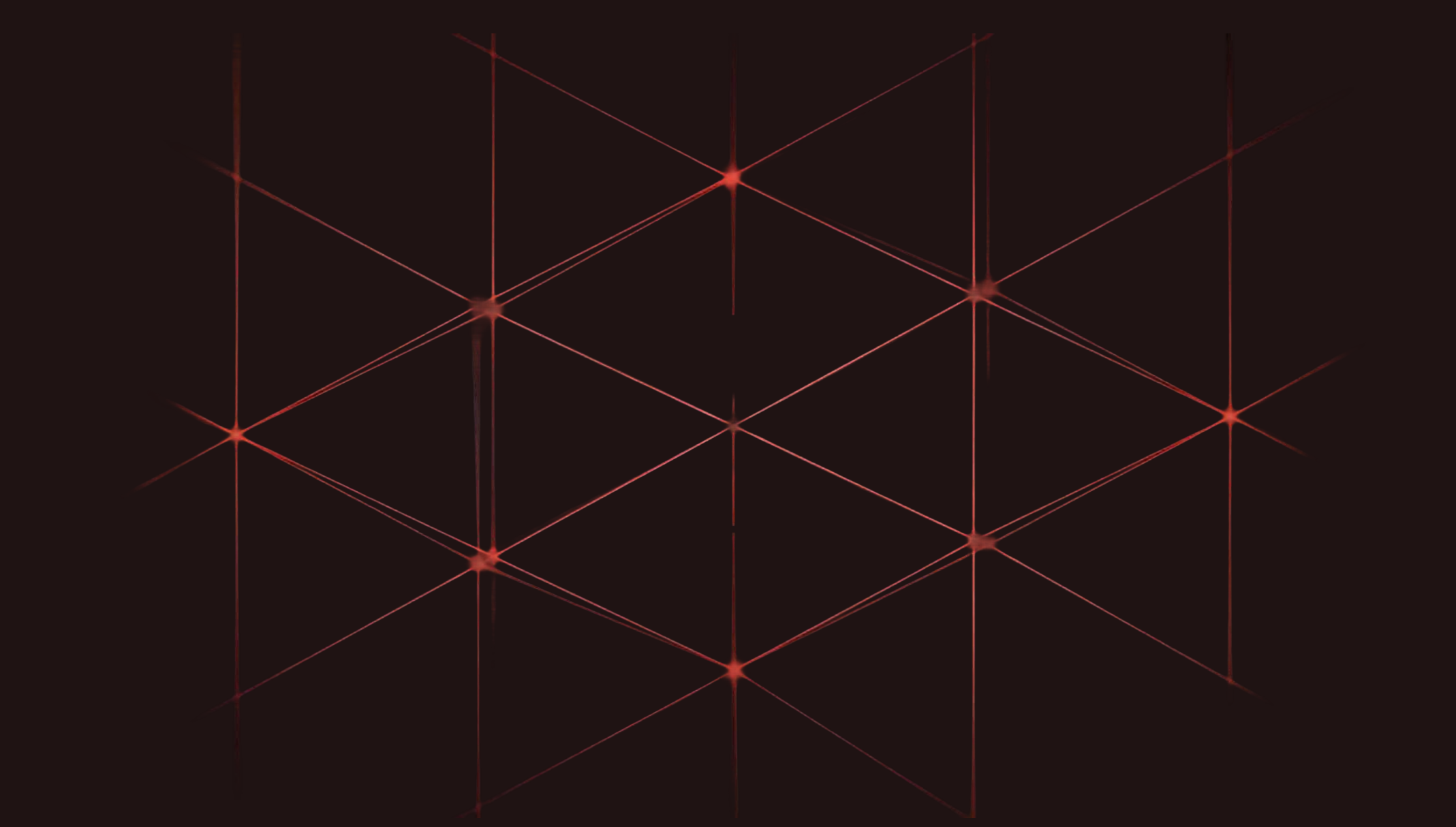
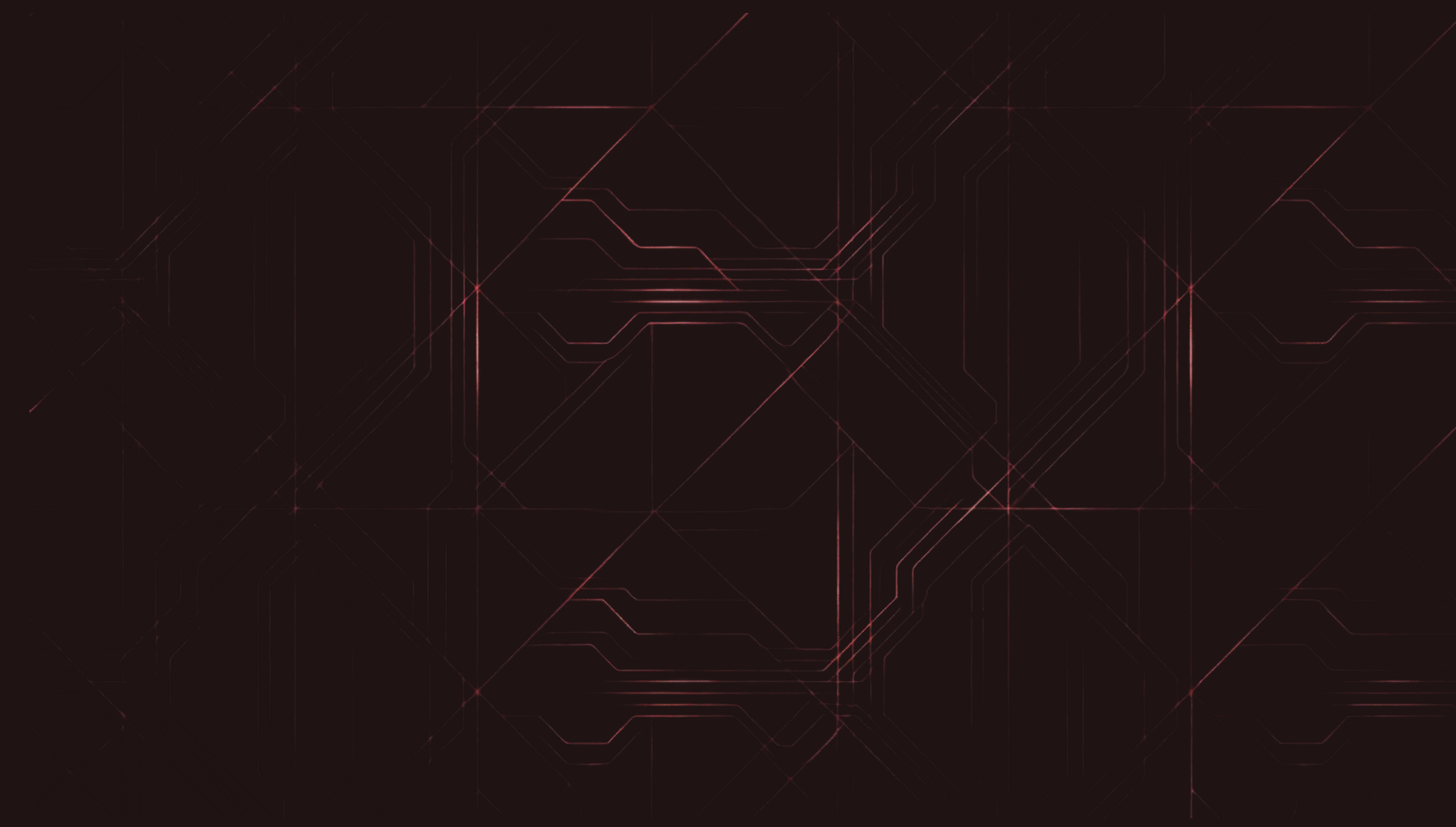
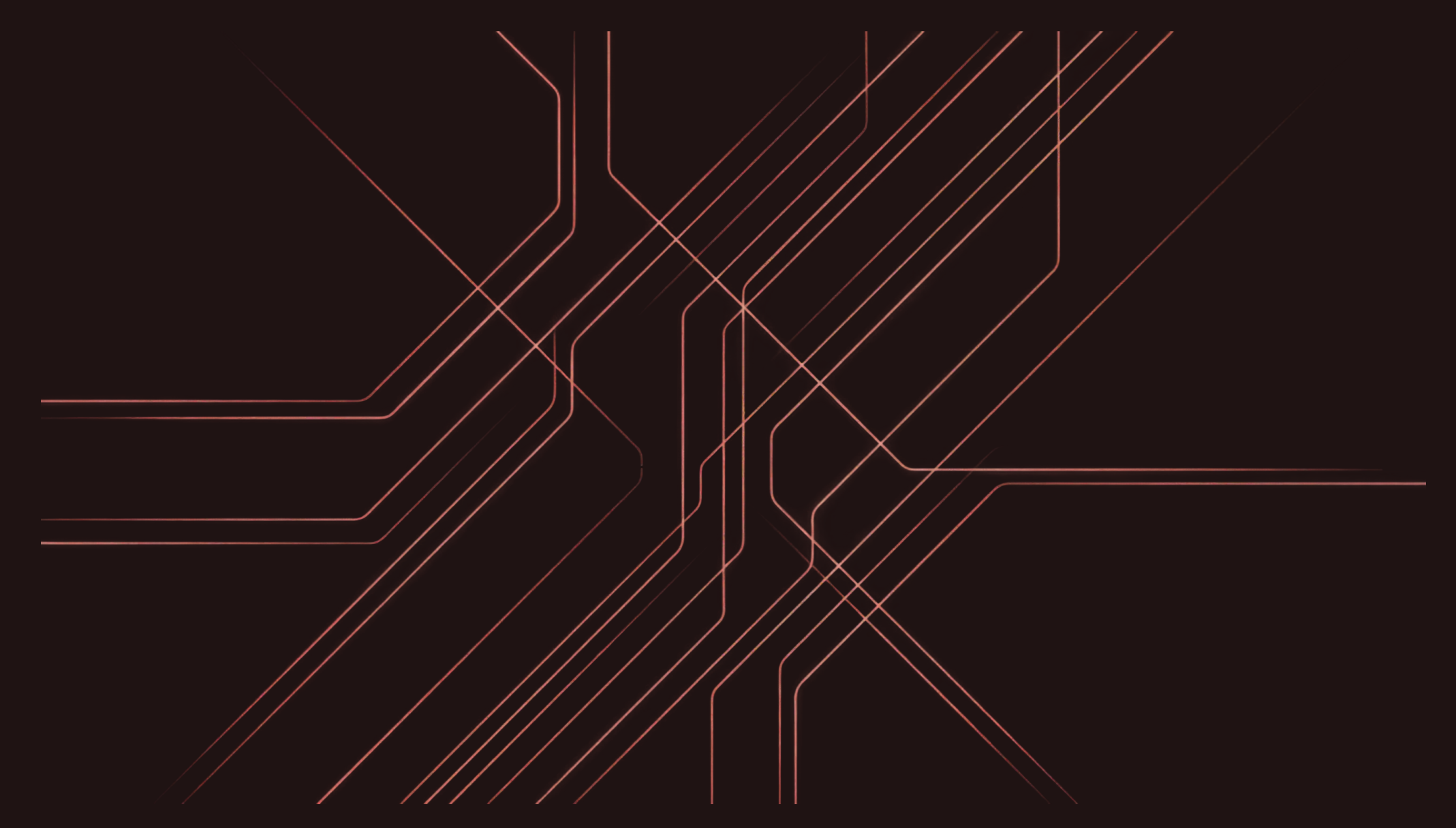
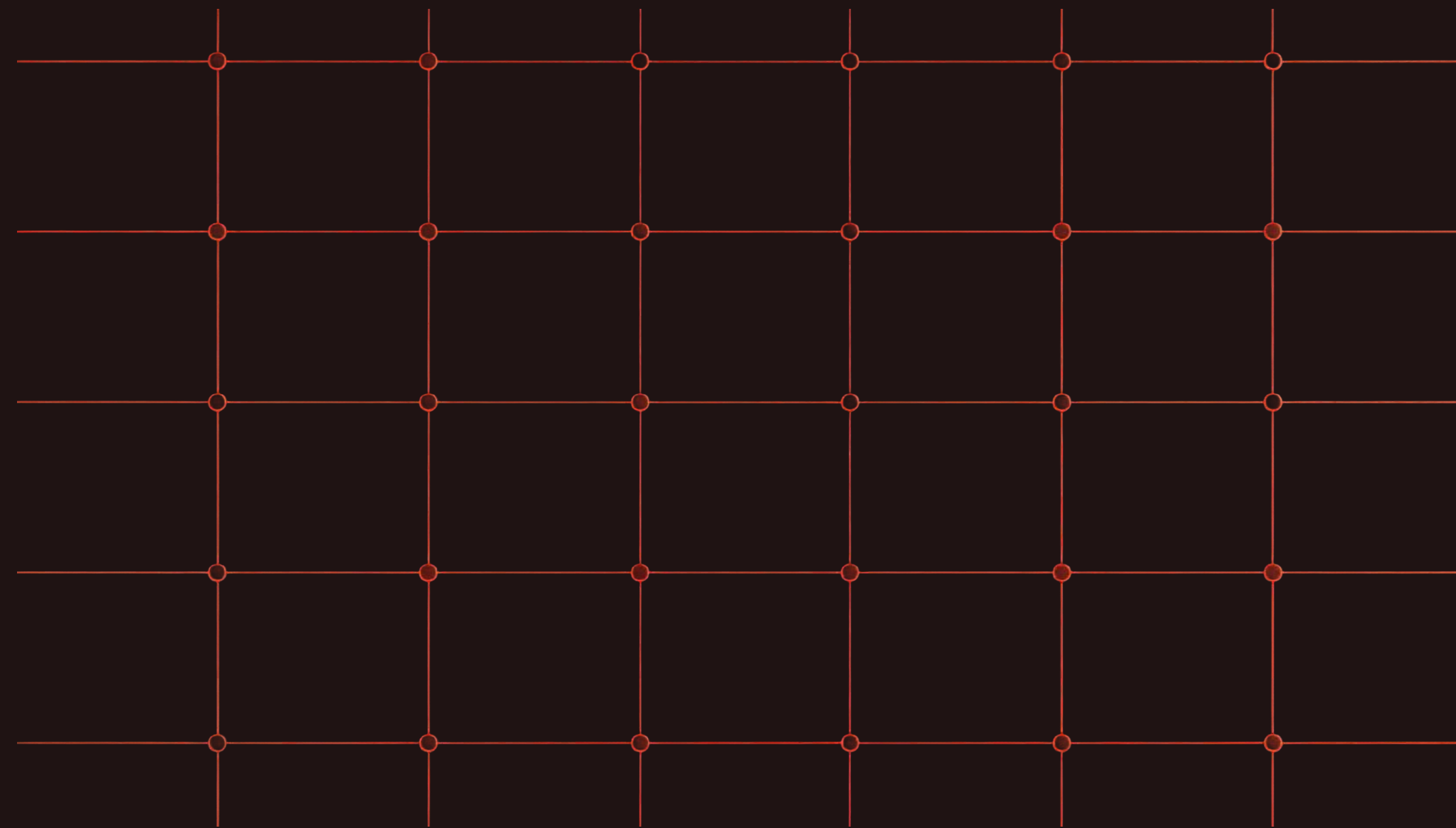


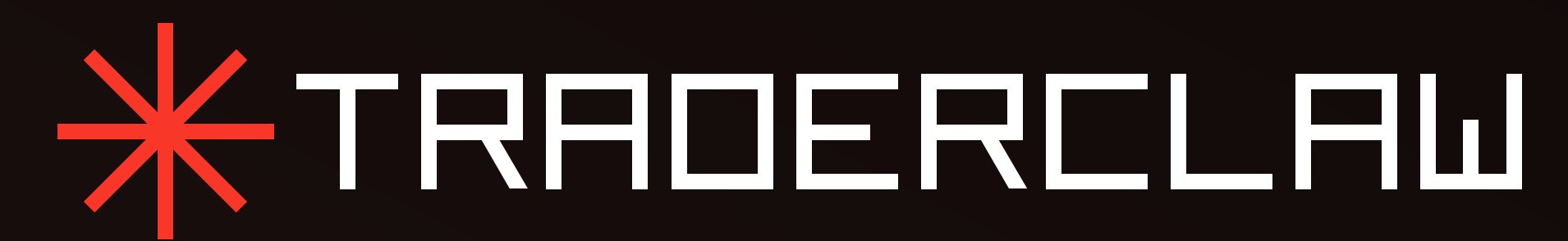


Patterns

Patterns extend the TraderClaw visual language through structured, repeatable signal-based graphics.

Built from minimal lines, geometric structures, and system-inspired elements, they represent data flow, intelligence, and coordinated execution while adding subtle visual depth across digital environments





Brand Guidelines

Version 1.0