Style Guide

version 3.0 January 2026

Trading **Academy**®

Brand Elements

Trading Academy®

Brand Typography

The Trading Academy® typeface is Proxima Nova. Primarily we use Proxima Nova Bold for headlines and Regular for body copy. In some cases, we will need Medium for body copy when we need a little more separation.

Fallback Fonts

To be used only when the use of Proxima Nova typeface is not possible. These are standard desktop fonts that are available in most systems.

• For Headlines / Subheads: Arial Bold

• For Body copy: Arial

Proxima Nova

Proxima Nova Headline Example

Proxima Nova body copy example. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean ultrices interdum felis, a scelerisque metus molestie ut. Duis risus sem, gravida eu pellentesque ac, placerat vitae lacus. Sed luctus egestas odio eget viverra. In euismod est leo. Fusce in velit fringilla sem auctor blandit eget sed neque. Cras a lectus vel nulla facilisis maximus.

Font Variations

Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#$%^&*()

Medium
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#$%^&*()

Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#$%^&*()

Note: Arial is an acceptable replacement for Proxima Nova for email and Microsoft-based applications **only**.

Brand Colors

The brand palette starts with our tried and true primary color. This combination of colors allow us to be perceived as knowledgeable, nurturing, and approachable, as well as bold and modern.

Primary

Trading Academy® Blue will continue to be the predominant color used across all communications. Jet Black will be used primarily for typography.

Secondary

Positive Blue and Accent Green can be used as accents across the master brand.

Tertiary

Active Orange can be used sparingly to add contrast and warmth.

Trading Academy® Blue
Pantone   2756C
CMYK   100/98/0/15
RGB   21/31/109
HEX   151F6D

Jet Black
Pantone   19-0303 TCX
CMYK   0/0/0/80
RGB   52/52/52
HEX   343434

Positive Blue
Pantone   285C
CMYK   100/45/0/19
RGB   0/114/206
HEX   0072CE

Accent Green
Pantone   2424C
CMYK   81/0/100/38
RGB   39/159/0
HEX   279F00

Active Orange
Pantone   156C
CMYK   0/62/95/0
RGB   238/100/48
HEX   EE6430

Our Trademark

Trademark Usage

Trading Academy® must appear with the registered trademark symbol (®) on first reference in all marketing, legal, editorial, digital, and commercial communications.

On subsequent references within the same asset, the ® symbol may be omitted; however, Trading Academy must retain proper capitalization and be used only as a proper adjective modifying a generic noun (e.g., "Trading Academy® programs," "Trading Academy® education services"), and must not be used as a noun or verb.

Correct Usage

- Trading Academy® programs help investors build repeatable skills.

- Enroll in Trading Academy® education services today.

- Trading Academy® courses are designed for active investors.

Incorrect Usage

- Join Trading Academy.

- Trading Academy teaches investors.

- I learned this at Trading Academy.

- We are trading academy.

(These uses weaken distinctiveness and risk genericization.)

Why?

Why this matters especially for Trading Academy®

Some brands can survive sloppy grammar because their names are inherently distinctive (e.g., "Kodak," "Xerox"). Trading Academy® is not.

Because:
- "Trading" is generic

- "Academy" is generic

- Together, they directly describe the service

- This registration exists because we proved acquired distinctiveness. That means we must actively maintain it.

Courts will ask:

"Did the owner consistently treat this as a brand, or as a category?"

Grammar is evidence.

Real-world precedent (why lawyers care so much)

Well-known brands that won by enforcing adjective use:

- Google® search engine (not "to google something")

- Adobe® software

- American Express® services

Brands that lost or nearly lost protection due to noun/verb use:

- Escalator

- Aspirin

- Thermos

- Cellophane

They became dictionary words because owners didn't police usage.

Our Logo

Trading
Academy®

Our Logo

Our logo is our brand's principal signature. A consistent element that helps identify us and link touchpoint to touchpoint across a wide variety of designs and media.

Logo Usage

Two main versions of the logo will be utilized to allow flexibility. The Standard version fits both words in one line while the Stacked version is arranged in two lines. The white logos may be reversed out of solid dark colors or imagery that does not impede its readability. The black and color logos may be placed on white backgrounds or imagery that does not impede their readability.

Standard White

Stacked White

Standard Black

Stacked Black

Standard Color

Stacked Color

Logo Guidelines

Clear Space

Our logo requires a fixed amount of clear space around it. Text, image edges and noise, or other graphic elements should never encroach on this space. The logo's minimum clear space is determined by the x-heignt of the logotype.

Sizing

To maintain and preserve the integrity and legibility of the logo, please do not size it below the given dimensions. Always take into account production and design when determining logo size.

X = x-height of the logotype

Minimum Standard Logo Size

Height of logo no less than 0.18" or 13px

Minimum Stacked Logo Size

Height of logo no less than 0.36" or 26px

Logo Guidelines

Don'ts

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

Don't Stretch or Condense the Logo

Don't Recolor Logo in a Foreign Palette

Don't Crop Logo

Don't Retypeset or Recreate Logo
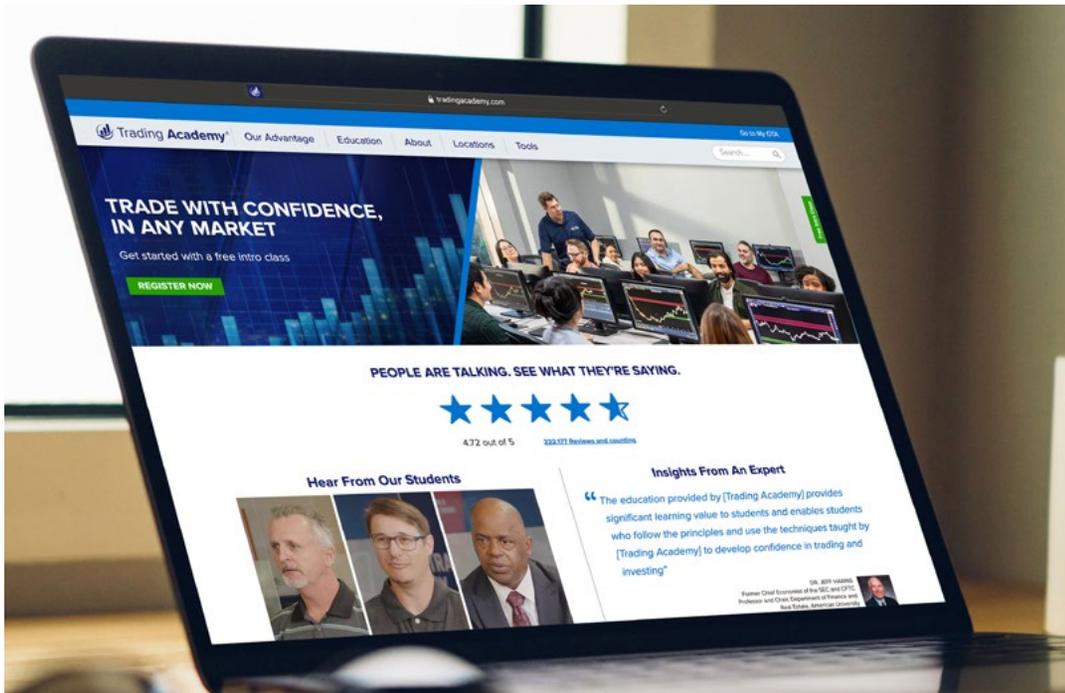

Don't Place Logo on a Contrasting Background

Don't Add Elements or Effects to Logo

Usage Examples

Trading **Academy**®

Usage Examples

Thank You

for reviewing this guide

The style guidelines found within are very important. Used properly, they will help us maintain graphic and message continuity, protect our logos and help us to continue to build our brand.

Questions? Need additional assets or information?

Contact: Eddie Min | Creative Director

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Trading Academy®