

2024 Visual Identity Refresh

Simpler Trading's world-class network of traders are educating a community to discover their edge, make better trades, and enjoy more freedom.

We've crafted a visual identity to reflect several core values.

ELITE

- The courses, tools, and experience offered are premium, best-in-class services.

TRUSTED

- Our products and traders are trusted experts that can be relied on for delivering exceptional service trading support.

CONSISTENT

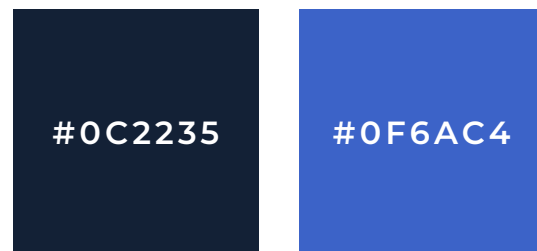
- Simpler Trading is clear, direct and consistent in its communications and offerings.

DYNAMIC

- Our brand is constantly evolving and innovating to deliver value to our community in changing market conditions.

Primary Colors & Typography

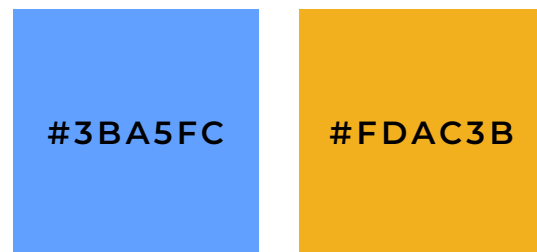
We've chosen typography and colors establish a consistent visual identity that reflects our brand's personality.



Headline 1

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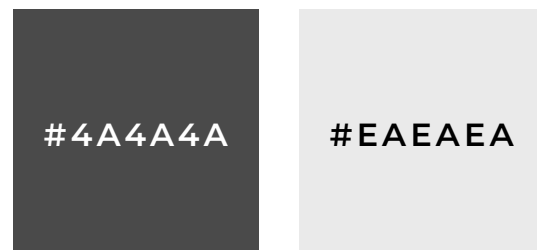
Montserrat Bold



Headline 2

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Roboto Regular



Headline 3

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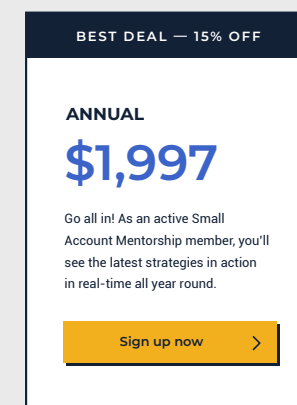
Our Traders Branding



All traders are branded using the Bebas Neue font. This is reserved for use ONLY when displaying a trader name.

Bebas Neue

Purchase Options



Montserrat All Caps

All caps instances of Montserrat font are reserved for use in the purchase options component only.