How do you make a trading tool feel like itself?

A visual identity for Lhasa Trader.

Logo



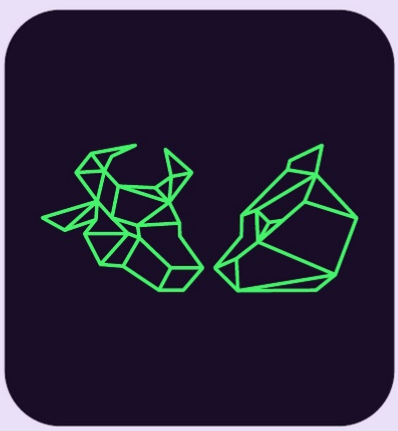
-LHASA TRADER-

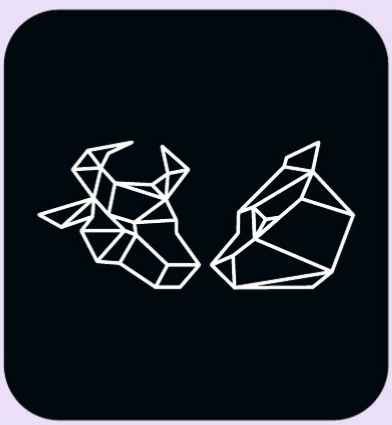
Draw two figures with one line language.

Lhasa Trader’s mark uses angular outlines. The same line drawing works in green or white against the dark app tiles.

ORIGINAL APP TILE AND LOGO VARIATIONS

Logo Variations





Let green give the screen a pulse.

Bright green picks out the linework and highlights. Near-black purple anchors the interface and lavender gives lighter items a place to sit.



Eerie Black

#1A0D28

Lavender

#EAE1F9



Signal green

#46F46B

ORIGINAL LHASA TRADER PALETTE

Give the trading information room to read.

The guide studies Poppins and Montserrat. In the specimen, four weights make it possible to move from a bold headline to quieter supporting text.

ORIGINAL POPPINS TYPOGRAPHY STUDY

Typography

Poppins

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz

0 1 2 3 4 5 6 7 8 9 ! @ # $ % & * ( )

Bold
Medium
Regular
Light

Geometric sans serif typefaces have always been popular, and with support for both the Devanagari and Latin writing systems, Poppins is an internationalist addition to the genre.

Each letterform is nearly monolinear, with optical corrections applied to stroke joints where necessary to maintain an even typographic color. The Devanagari base character height and the Latin ascender height are equal; Latin capital letters are shorter than the Devanagari characters, and the Latin x-height is set rather high.

Give the brand a character it can repeat.

A purple canine character adds a softer set of shapes to the identity. The same face can appear as a full illustration or a small profile image.

ORIGINAL MASCOT ARTWORK

Mascot

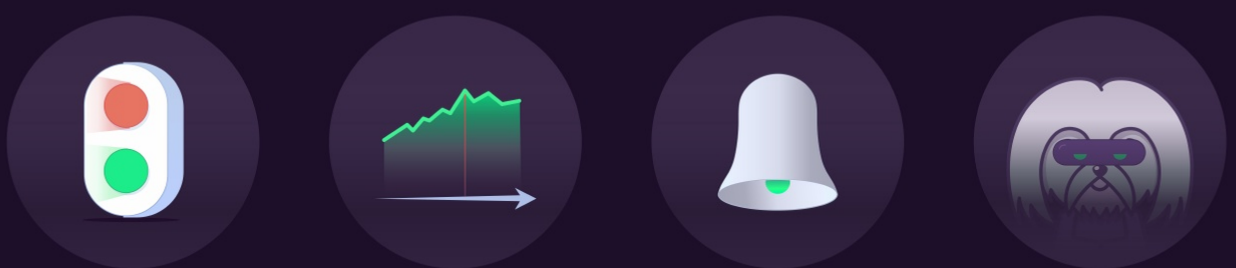


Let each feature have its own signal.

A light, chart, bell and chatbot illustrate the four features. Circular backgrounds and a common scale bring them together as a set.

ORIGINAL FEATURE ICON ILLUSTRATIONS

Icon Illustrations



Signal generation

Ticker moitoring

Global alerting

AI powered chatbot

Make instructions easy to follow in a post.

The guide includes a sequence for setting up the tool, along with templates for updates. Dark backgrounds, bright highlights and short steps carry through the set.

Social Media Posts



ORIGINAL ONBOARDING AND SOCIAL POSTS

Build recognition across the tool and its posts.

The line mark, green highlights and mascot can appear at different scales. The instructional layouts give users a consistent way to read the next step.

IDENTITY, MASCOT, FEATURE ICONS AND TEMPLATES

Connect the unconnected.



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Let's get connected!

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