GUIDELINES

Speaks Greeks

BRAND GUIDE

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BRAND ETHOS

SPEAKS GREEKS' BRAND HIGHLIGHTS

Technology

WHILE REMAINING

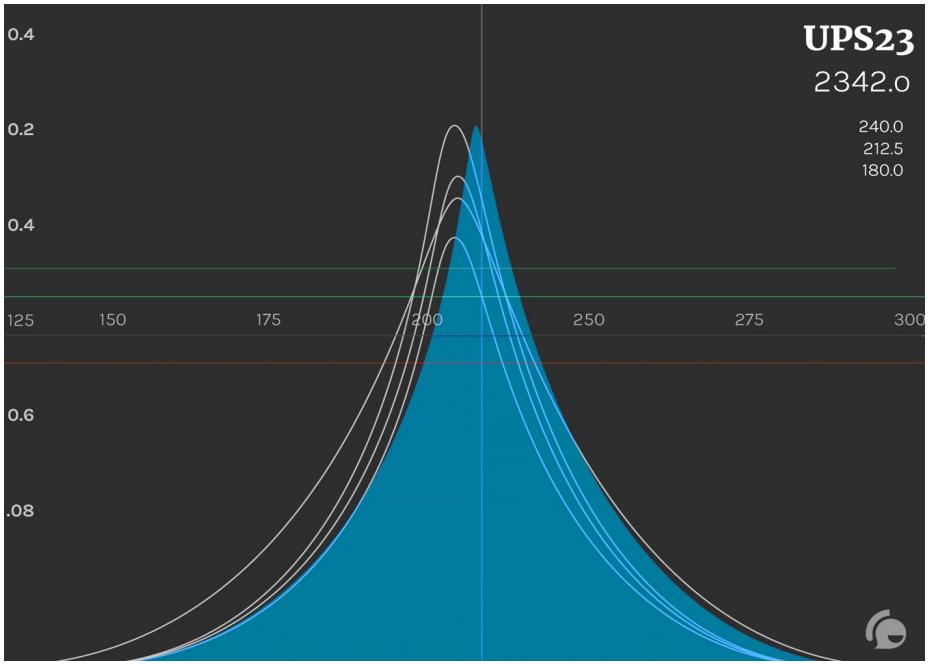
Approachable.

Mission

At it's core, Speaks Greeks is a **tech** company. We use A.I. to help our customers reach their trading goals. However, we encourage our customers to stay in control of their process and **refine their skills over time.** Speaks Greeks' is a tool, not a bot.

MOCKUPS

The options
spread assistant.


0.4
0.2
0.4
125
150
175
200
250
275
300
0.6
.08
UPS23
2342.0
240.0
212.5
180.0

Eat
Sleep
Trade Options
repeat

Options Scanning
Spread Metrics
Portfolio Analysis
Gratis Resources
Trade Philosophy
Options Scanning
Data backed software.
More Info
Price Guide
UPS23
2342.0

9:41
High
low risk Reward
Speaks Gre
ock
potential.
10,328 views
Try Speaks Greeks today! #LowRiskHighReward
View all 328 comments
5 DAYS AGO

The Options
Spread Assistant

Expectation Defying.

The options
spread assistant.
Speaks Greeks
The options spread assistant.

CUSTOMER PERSONA

Sam Holt

wants tech to aid in skill building.

Summary

Likes the hands on, in control approach, but also tech. Type of person who would enjoy paddle shifters in a car. Dedicated to self improvement and building a skill/craft.

Personality

Driven and curious.

Profession

Student studying business, finance, or related

Brand Affinities

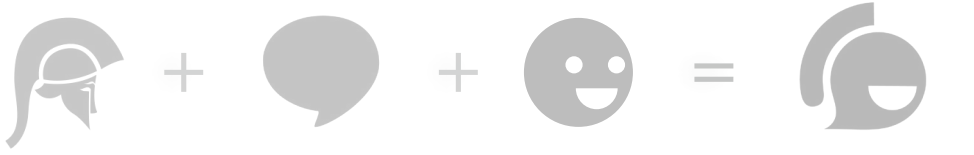
Trading Gurus
Discord Signal Groups
Self help resources
Tasty Works
Patric Boyle
Gram Stephen
Coffeezilla
Marcus- Brown
Linus- Techtips

Hobbies

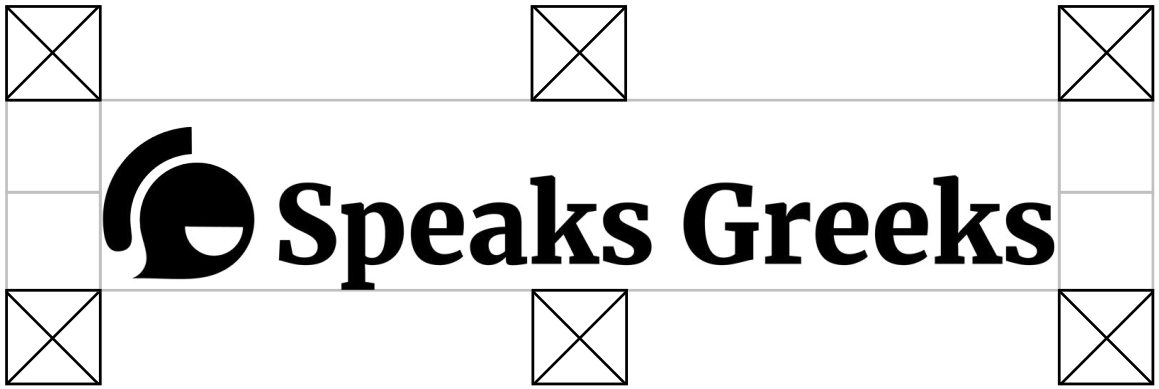
Day trading (for at least a year)
PC gaming with friends
Rocket League
Minecraft
Country Club Sports
Consumer technology

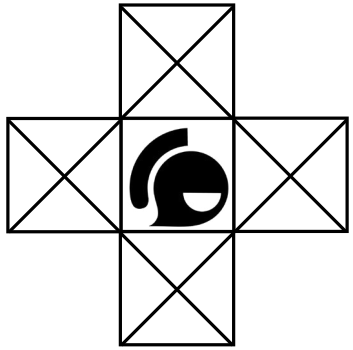
LOGO OVERVIEW

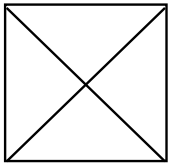
Speaks Greeks



Clear Space







1 unit

Relative to scale of logo, but always:

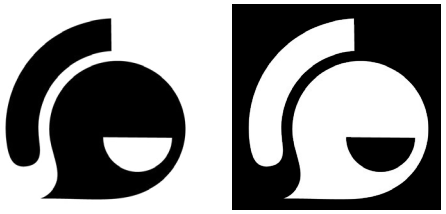
50% of the primary logo’s height

100% of the secondary logo’s height

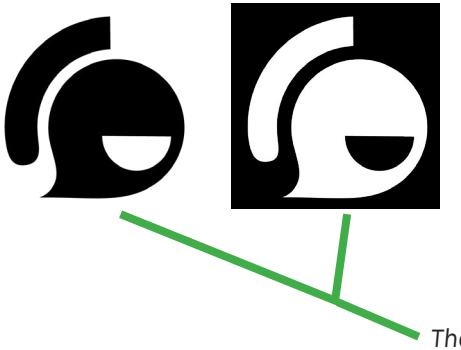
Black vs White Logo

Optical Illusions

In the logos to the right, note the space marked here in RED.



The negative space in the white logo appears to be more thin. This is an optical illusion.



In order to compensate for the optical illusion noted above, Speaks Greeks uses a white logo that is slightly different measurements than the black logo. The difference between the logos can be seen on the right.

These logos are not the same, but are balanced optically.

TYPE OVERVIEW

Typography

(H1) **Merriweather Black**

A font with a pedagogical yet somewhat casual feel speaks for the blend of legacy and modernity present in tech finance. Used for large & oversized headers.

(H2) **Karla ExtraBold**

A modern san-sariff style font emphasizes Speaks Greeks' contemporary pulse. Used for secondary/paragraph headers.

(Body) Karla Extra Bold

Used for body paragraphs.

(Signal) **Karla ExtraBold**

Used to bold/signal information within a body paragraph.

(Ornament) Karla ExtraLight

Used (sparingly) for ornamental purposes in layouts.

COLOR PALETTE

Layout Colors

#f3f3f0 #242424

#5bcbf0 — #5bcbf0

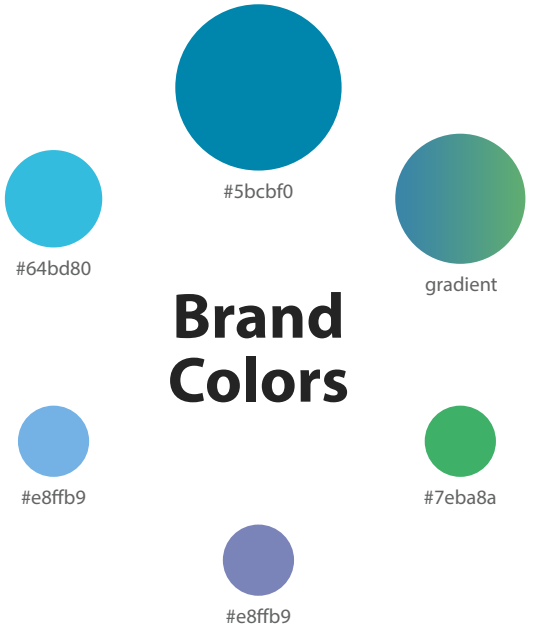
#64bd80 — #64bd80

#d9d9d8 — #4d4d4d

#242424 — #f3f3f0

#4d4d4d — #d9d9d8

Brand Colors



Denote Colors

#f3f3f0 #242424

Error: #ed5b51 — Error: ed5b52

Success: #7cc794 — Success! 7cc794

Disabled: #bfbfbf — Disabled: #636363

Interact Colors

Default: #93c29d

Hover: #00795a

Active: #64bd80

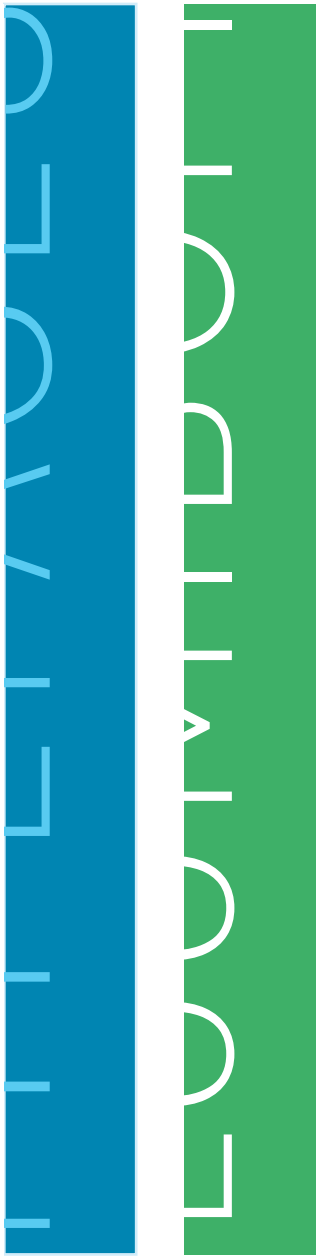
Disabled: #9ad9ad

ICONS

Modern Geometric

A icon style that is modern, thick, and has an emphasis on geometric shapes (mainly circles), is congruent with the logo style. It maintains the approachable and educational feel that Speeks Greeks strives for in its branding. Also note frequent use of negative space that enters or bisects the icon (I.E. the line in the computer).

TEXTURES

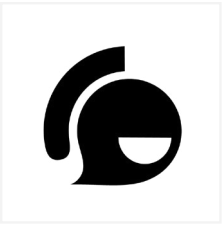


Create Texture

A layout may call for a textured background or ornamentation. If needed, the **pictorial** logo may be scaled up very large (until nearly unrecognizable) and dropped down to a low opacity (around 10% on dark backgrounds). Additionally, Karla ExrtraLight type may be scaled up and partially covered to create a boarder texture, which should no longer resemble typography.

SOCIAL MEDIA KIT

LinkedIn Cover Pic
Aspect Ratio: 4:1
Resolution: 1584x396 pixels



LinkedIn Company Pic
Aspect Ratio: 1:1
Resolution: 300x300 pixels

Facebook Cover Pic
Aspect Ratio: 2.7:1
Resolution: 820x312 pixels

General Profile Pic
Aspect Ratio: 1:1
LinkedIn: 400x400 pixels
Instagram: 320x320 pixels
Facebook: 170x170 pixels
Twitter: 400x400 pixels

Twitter Header Photo
Aspect Ratio: 3:1
Resolution: 1500x500

ASSET DOWNLOADS

DOWNLOAD

(link to Google Drive)