◆ Brand Identity Guidelines

Identity Standards & System

This document defines the visual language, voice, and usage standards for the Broadsignal brand — the intelligence layer of the ETF ecosystem. All usage must align with these guidelines.

v1.0 April 2026 Internal & External

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The mark & wordmark

The Broadsignal logo consists of an upward chevron icon (the signal mark) and the lowercase wordmark. They may be used together or the icon alone in compact contexts.

PRIMARY · DARK BGS

broadsignal

SECOND · MID BGS

broadsignal

ELEVATED SURFACE

broadsignal

MUTED BACKGROUND

broadsignal

BLACK

broadsignal

PRIMARY GREEN

broadsignal

CLEAR SPACE · MINIMUM 8 px CLEAR SPACE ↔ 1 x

broadsignal

LOGO MEASUREMENTS

24 px icon height

24 px icon height · 16 px gap

24 px icon height · 16 px gap

24 px icon height

24 px icon height · 16 px gap

The palette

Built on a deep navy base with a single vivid Signal Green accent. Supporting semantic colours handle status, data, and states.

BRAND PALETTE

Signal Green #00FF87 · rgb(0,255,135) · Primary · Hover/active · Active icon

Navy Core #0B0F1A · rgb(11,15,26) · Page background · Card background

Surface #0F1525 · rgb(15,21,37) · Elevated surface · Modal

SURFACE TOKENS

Surface 2 #1A2137 · rgb(26,33,55) · Input · Hover

Surface 3 #2A3550 · rgb(42,53,80) · Selected · Active

Text Primary #E8EDF5 · rgb(232,237,245) · Headings · Primary text

Text Muted #6B7A9C · rgb(107,122,156) · Labels · Secondary

Text Faint #3A4A6B · rgb(58,74,107) · Disabled · Placeholder

Green Dim rgb(0,255,135) · 15% alpha · Glow · Focus

SEMANTIC

Positive / Up #00FF87 · rgb(0,255,135) · Gains · Success · Up

Negative / Down #FF4D6A · rgb(255,77,106) · Losses · Error · Down

Warning #FFC14D · rgb(255,193,77) · Caution · Stale · Delayed

Informational #4D9FFF · rgb(77,159,255) · Info · Links · Neutral

LOGO NOTES

- 15% Navy
- 20% Surface
- 87% Signal

CONTRAST — WCAG COMPLIANT

Green on Navy	9.5:1 · AAA
Text on Navy	15.1:1 · AAA
Dark on Green	9.5:1 · AAA

Type system

Two typefaces serve distinct roles. GT Pro for display and UI text, and GT Mono for all data, numbers, prices, tickers, and financial values. Numbers are always monospaced.

DISPLAY · 1 YEAR AGO
GT Pro Bold · 700 Pts

The ETF intelligence signal.

Use for page titles, KPI labels, section headers, and hero copy. Max 2 lines for a card.

BODY · TEXT
GT Pro Text · 400 Pts

Broadsignal gives investors and analysts the clearest possible view of the ETF landscape — from screening and analysis through to real-time signals and risk monitoring. Built for professionals who demand precision.

Use for descriptions, tooltips, onboarding, help copy.

DATA · TABULAR · 1 YEAR
GT Mono · 400-500 · tnl,ss01,ss02,ss03

SOXX $221.34 ▲ +2.1% (+4.12%) NYSE ARCA AUM $41B 0.35% ER · Divspa 1.2% YoY
→ ALPS

Use for tickers, %, dates, ratios, AUM, ER, yields, prices.

TOKEN	SAMPLE	SIZE · DESKTOP	WEIGHT	USE CASE
display	Signal	72px / 700	GT Pro	Cover headline, hero
h1	ETF Analyzer	xxxl · 700	GT Pro	Page titles
h2	Performance Stats	lxxl · 600	GT Pro	Section headers
h3	Top Holdings	lxl · 600	GT Pro	Card titles
body	The intelligence layer of the ETF ecosystem.	lrm · 400	GT Pro	Body copy
label	TOP SCORER	lxxs · 400 · 0.1em	GT Mono	Field labels, metadata
data	$221.34 · $221.34	lrm · 400	GT Mono	Prices, percentages — always mono

How we sound

Broadsignal speaks with the authority of a seasoned analyst and the clarity of a great teacher. Never jargon for jargon's sake. Always precise, never cold.

Precise
GT Pro Text · 400

We use exact language. Numbers matter. Vague claims don't. Prefer "outperformed by 3.2% over 5 years" over "strong performance." Prefer "AUM" over "assets."

Instead of: We offer high returns on a diverse ETF — expressing the 20% earning band

Confident
GT Pro Text · 400 · Medium

We state conclusions clearly. Every sentence earns its place. Cut copy is short. Know the message before you start. Every copy has a point. Know what it is.

Take ownership: Instead of "Investors should consider," write "A 60/40 portfolio."

Transparent
GT Pro Text · 400

We explain our signals, methodology, and limitations. Users should understand why we recommend, not just that we recommend.

Title are a research platform, not a broker. We don't execute trades."

Measured
GT Pro Text · 400

We never say "guaranteed" or "can't lose." Financial language is taken seriously. Avoid hype, urgency, and boilerplate.

"Remarkable 74 US equities Nominal GPT 4 5 of 10 years."

Direct
GT Pro Text · 400

We write for professionals. Every sentence earns its place. Cut copy is short. Know what you want to say before you start.

"Not disclosed" → not "Click here to read our business information."

Human
GT Pro Text · 400

We're still people talking to people. We write "you," not "the user." We acknowledge when something is complex or when we don't know.

Tone: Instead of "Investors should consider," write "A 60/40 portfolio."

Rhythm & space

Motion should feel purposeful and fast. Space should feel generous but not wasteful. The grid is based on an 8px unit.

Snap Out
300ms · Sharp
Dismissals, Escape keys, modals dismissed, collapsed lists, toasts

Standard
350ms · Smooth
Hover, focus, panel expansions, tab switches, dropdowns and overlays

Spring Pop
400ms · cubic-bezier(0.34, 1.56, 0.64, 1)
Toggles, checkbox/radio, chart tooltips, notifications, key interactions

SPACING · 8 px GRID UNIT

0.5 x	4 px	Icon gap, tight inline spacing
1 x	8 px	Base padding, small gap
1.5 x	12 px	Input padding, card inner padding
2 x	16 px	Card padding, list item gap
3 x	24 px	Content padding, section internal
4 x	32 px	Page gutter, section inner padding
6 x	48 px	Page horizontal padding
12 x	96 px	Section top/bottom padding

SPACING · PRACTICE EXAMPLE

Tags · Buttons · Inputs, small cards · Cards, panels · Modals, large panels · Site, content

Component library

All components follow the design tokens above. Every component exists in default, hover, focus, and disabled states.

BUTTONS

+ Add to Portfolio · 3 Refined · Export CSV
Full Screener · Reset
Full Screener

INPUTS

Search ETF by ticker or name...
SOXX

CHIPS · SMALL · 1 PX

$ 50.25B · Active · Rating · LOW
Discretionary · Leveraged · Active
Large Blend · Positive · 0.04 TF · TRD

CARD · ETF

Broadsignal SOXX SOXX ETF
Semiconductor · Active · Leveraged

$521.84

▲ +12.31 (+2.35%)

AUM $41B · Yield 0.12 · Beta 1.34

Logo usage rules

To protect the Broadsignal brand, these rules must be followed in all contexts — internal and external, digital and print.

✓ USE ON APPROVED DARK BACKGROUNDS

broadsignal

Dark navy, primary green, and black are the only approved backgrounds.

✗ DON'T USE ON BLUE OR PLACEHOLDER BACKGROUNDS

broadsignal

Never place the logo on blue, purple, or any other background.

✓ MAINTAIN CORRECT PROPORTIONS

broadsignal

Always scale all elements proportionally. Never stretch or distort.

✗ DON'T DISTORT OR ALTERNATE

broadsignal

Avoid rotation, flip, skew, or any other distortion, shadows, or glow effects.

✓ USE ON WHITE BACKGROUNDS

broadsignal

Dark variant of the logo should be used on light backgrounds.

✗ DON'T ALTER THE GREEN COLOUR OR TRACK

broadsignal

The Signal Green is the only approved colour. Do not substitute or modify.

Approved messaging

These taglines are approved for use in marketing, product headers, social profiles, and press. Use the primary tagline wherever possible.

The intelligence layer of the ETF ecosystem.	PRIMARY
Research less. Execute anywhere.	SHORT
Into because decision.	SHORT
Make ETF ownership fully transparent and actionable.	LONG
Broadsignal is the intelligence layer for ETF ownership.	LONG
Build, Test & Automate ETFs — Visually.	SHORT
Understand what you actually own.	SHORT
ETF intelligence, intelligently designed.	SHORT

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