

BRAND SYSTEM



TradeBridge

CONNECTING GLOBAL MARKETS

BRAND BOOK

Master reference · Logo system · Color · Typography · Voice · 3D Icons · AI Toolkit

CONTENTS

Eight chapters.

From positioning through usage rules to drop-in AI toolkit.

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01 01 BRAND POSITION

A global institutional commodity inf

TradeBridge is the multi-commodity trading and infrastructure subsidiary of GoldBridge — focused on global trade, commodities, logistics, and institutional deal flow outside of precious metals.

01 Institutional

Boardroom-grade execution. Sovereign-capable trade network. The voice of a counterparty, not a vendor.

03 Global

Cross-border deal flow across Gulf, Asia-Pacific, EMEA, North & South America hubs and corridors.

05 Connective

The bridge symbolises connectivity, infrastructure, cross-border trade, institutional trust, and global commerce.

02 Industrial

Built on physical infrastructure: ports, refineries, pipelines, vessels, warehouses, exchanges.

04 Premium

Reference set: BlackRock, Goldman Sachs, Trafigura, Glencore, Bloomberg, Maersk, Aramco institutional.

06 Disciplined

Restraint is the signal of seriousness. Whitespace, precision, no decoration. Always.

02_02 LOGO SYSTEM

The bridge mark.

Four sanctioned variants. The gunmetal master is canonical. Inverted is for cinematic dark surfaces. Mono for embossing, watermarks, and minimal print. Always preserve clear space equal to the height of the 'T' in TradeBridge.

VARIANT 01 · PRIMARY

tradebridge-primary.svg



VARIANT 02 · INVERTED

tradebridge-inverted.svg



VARIANT 03 · MONOCHROME

tradebridge-mono.svg



MARK ONLY · SYMBOL

tradebridge-mark.svg



04 04 TYPOGRAPHY

Geometric sans, institutional weight

Primary typeface: Inter. Approved alternates: Gilroy, Satoshi, Neue Haas Grotesk, Helvetica Now. Body fallbacks: Helvetica, Arial. JetBrains Mono for numerals, codes, and data labels.

DISPLAY 01

Connecting Markets

DISPLAY 01 · 900 / -.04EM

DISPLAY 02

Institutional commodity infrastructure.

HEADING 01

Multi-commodity, cross-border, sovereign-capable.

HEADING 02

Built on physical flow, institutional trust, and global infrastructure.

BODY

TradeBridge connects global markets through institutional commodity infrastructure, strategic deal flow, and cross-border trade partnerships across precious metals, energy, refined products, and bulk industrials.

BODY · 400 / 1.6

CAPTION




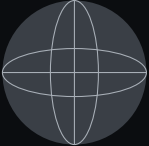










CONNECTING GLOBAL MARKETS

CAPTION · 500 / 2.4 TRACKING

05 05 3D ICON LIBRARY

Metallic dimensional icon set.

A 14-piece on-brand SVG icon library covering trade, infrastructure, logistics, finance, and commodities. All icons share the gunmetal gradient system and institutional geometry.

 <p>BRIDGE</p>	 <p>VESSEL</p>	 <p>REFINERY</p>	 <p>GLOBE</p>
 <p>CONTAINER</p>	 <p>PIPELINE</p>	 <p>VAULT</p>	 <p>LEDGER</p>
 <p>HANDSHAKE</p>	 <p>CHART</p>	 <p>COIN</p>	 <p>COMPASS</p>
 <p>INGOT</p>	 <p>BARREL</p>	<p>EXPANDABLE ADD ON-BRAND ICONS</p>	<p>EXPANDABLE ADD ON-BRAND ICONS</p>

06 06 VOICE & TONE

How TradeBridge sounds.

Three modes for three audiences. Always institutional. Never breathless. Restraint is the signal of seriousness.

INSTITUTIONAL	OPERATIONAL	STRATEGIC
<p>Calibrated, declarative, evidence-led. The voice of a counterparty, not a vendor.</p>	<p>Specific, technical, accountable. Volumes, incoterms, ports, timeframes, instruments.</p>	<p>Forward-looking, commercial, market-aware. Used in board materials and investor briefings.</p>
<hr/> <p><i>TradeBridge structures multi-jurisdictional commodity flows for sovereign and institutional buyers.</i></p>	<hr/> <p><i>50,000 MT EN590 / FOB Rotterdam / SBLC MT760 / 12-month rolling contract.</i></p>	<hr/> <p><i>Capital deployed into refined-product corridors where pricing dislocation favours intermediated supply.</i></p>

07 07 USAGE RULES

Discipline is the brand.

Every deliverable should look like it came out of a top-tier institutional firm. The rules below protect that posture.

DO

- + Use the gunmetal gradient as the canonical metallic finish
- + Hold ample whitespace — institutional layouts breathe
- + Lock typography to Inter / Gilroy / Satoshi / Neue Haas Grotesk
- + Apply cinematic photography: ports, refineries, infrastructure
- + Maintain clear space equal to the height of the 'T' in TradeBridge
- + Use Carbon Black or Soft White as the dominant ground
- + Treat data as design — Bloomberg-grade clarity, executive restraint

DO NOT

- x Stretch, rotate, or skew the logo
- x Apply drop shadows, glows, or bevels to the bridge mark
- x Replace gunmetal with neon, gold, or arbitrary gradients
- x Use crypto / Web3 / meme aesthetics anywhere in the system
- x Reproduce the logo below 35mm print or 140px digital
- x Pair with cartoon icons, emoji, or template-style stock graphics
- x Crowd layouts — clutter cheapens institutional posture

08 08 AI TOOLKIT

Drop-in brand intelligence for any AI

Modular prompt system any AI tool can consume — Claude, GPT, Midjourney, Sora, Figma AI, Runway. Paste the prompt block, point it at your asset paths, and outputs come out on-brand.

tradebridge-ai-prompt.md

ai-toolkit/tradebridge-ai-prompt.md

Master prompt block. Drop into any system / persona / context window.

brand-config.json

ai-toolkit/brand-config.json

Machine-readable brand schema. Colors, gradients, type, voice, asset registry.

asset-manifest.md

ai-toolkit/asset-manifest.md

Canonical paths to every logo and 3D icon for any prompt or pipeline.

usage-recipes.md

ai-toolkit/usage-recipes.md

Prompt templates: hero image, deck, one-pager, social tile, copy, illustration.

```
# TRADEBRIDGE BRAND CONTEXT — DROP-IN PROMPT
# Paste at top of any AI prompt to enforce on-brand output.

You are designing for TradeBridge — institutional commodity
infrastructure. Treat output as if produced by McKinsey,
BlackRock, Goldman Sachs, Trafigura, or Bloomberg.

## COLOR (use only)
Gunmetal Black #1F2328 | Carbon Black #0F1114
Metallic Silver #A9B0B8 | Soft White #F5F5F3
Gradient: 180deg #3A3F46 -> #1F2328 -> #0F1114

## ASSETS
./assets/logos/tradebridge-{primary,inverted,mono,mark}.svg
./assets/icons/{bridge,vessel,refinery,globe,container,
pipeline,vault,ledger,handshake,chart,
coin,compass,ingot,barrel}.svg

## DO NOT drop shadows, glows, neon, crypto, meme, cartoon
```

BRAND STATEMENT

TradeBridge connects global markets through institutional commodity infrastructure, strategic deal flow, and cross-border trade partnerships. The brand identity reflects strength, trust, connectivity, and industrial sophistication across international markets.

