

Pelican 

Brand Guidelines

Logo

Black on light gradient

Pelican 

Pelican 

Regulated copy trading solutions

Wordmark: Helvetica Neue Reg

Body Copy: Helvectica Neue Light

Logo

White on dark gradient

Pelican 

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Regulated copy trading solutions

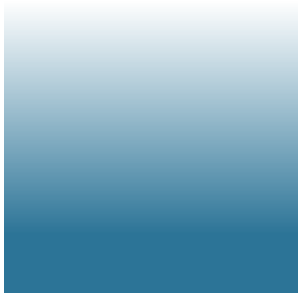
Wordmark: Helvetica Neue Reg

Body Copy: Helvectica Neue Light

Colour

Website, print collateral, online social

When using a light background use black text



Light Gradient



Solid Colour Hex: #2C7497



Accents/CTA only Hex: #FF5F1F

Colour

Website, print collateral, online social

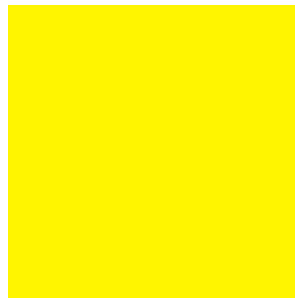
When using a dark background use white text



Dark Gradient



Blue Hex: #00355B



Accents/CTA only Hex: #FFF500

• Typography

Dark on light

Are you **a broker**
that wants
the edge?

Helvetica Neue for body copy/reg for emphasis.

• Uneven alignment for headlines. Helvetica Neue body copy.

Rules

- Use this gradient background with black copy/text on top
- Background rectangle must have rounded corners - do not change
- Use orange for accents/CTA's only
- Use Helvetica Neue Reg/Med to highlight text, emphasis only
- Do not change the size of the graphic elements, you can rotate them however

• Typography

White on dark

Simple, Reliable
Copy Trading

Helvetica Neue for body copy/reg for emphasis.

• Uneven alignment for headlines. Helvetica Neue body copy.

Rules

- Use this gradient background with white copy/text on top
- Background rectangle must have rounded corners - do not change
- Use yellow for accents/CTA's only
- Use Helvetica Neue Reg/Med to highlight text, emphasis only
- When creating a headline please use misaligned text as per TYPOGRAPHY page