

Your home for trading.

How TraderWaves looks, sounds and shows up, for traders and for business, in light and in dark. Written for our team, our partners and the AI tools we build with.

MANIFESTO

There are many ways to follow a market, develop an idea and build a trading routine. Traders deserve quality tools and a place to connect, whatever their experience or account size.

TraderWaves brings professional trading apps and community together in one accessible platform. Choose the tools that fit how you work, make the workspace yours and connect with people who share your interests. Start free, with Pro available when you need more.

The Contour · drawn from the four curves of our wave

KEEP IN EDITION 03

- The wave and horizontal logos, untouched.
- Onest as our only typeface.
- The Midnight dark palette from the app.
- Wave Blue as the signature colour.
- The modular app model as the product story.
- “Your home for trading” as the promise.

CHANGE IN EDITION 03

- Primary buttons move to Action Blue so white labels pass AA.
- Display weight drops from 800 to 600, with 700 for short hero lines.
- Two-tone headlines become an exception, not a habit.
- The blue frame gets a job and a limit: one per viewport.
- Brand panels stop repeating the logo as decoration.
- Invented dashboards and floating badges are retired.

NEW IN EDITION 03

- Professional tools, personal choice and connection.
- Gains are blue, codified from the app.
- Light and dark marketing tokens.
- The Contour, drawn from the wave.
- Two registers: traders and business.
- Voice traits, a tone map and a brief for AI.

Start with the trader.

TraderWaves brings professional trading apps and community together in one accessible platform. Build around the ways independent traders follow markets, develop ideas and participate, with active investors included where our tools serve them.

PURPOSE

Make high-quality trading tools and participation in trading communities more accessible.

Platform direction approved by Henry, 26 September 2026.

BRAND IDEA

Professional tools, personal choice and connection.

Our internal compass. It explains decisions; it is not a tagline.

PROMISE

Your home for trading.

The leading platform line for the homepage, brand moments and partner material.

PROPOSITION

Professional trading apps and community, together in one accessible platform.

Explain the promise with tools, choice and connection. Match public claims to current availability.

PROOF

Charts, journaling, analytics, testing and market tools in a modular workspace, with community participation. Demonstrate the task and the connection.

Show it. Never just list it.

PLATFORM PRINCIPLES

Tools, choice and connection

Professional tools. Show useful capabilities, dependable interactions and product depth. Professional describes the quality of the tools, not a promise of results.

Personal choice. Apps share a familiar structure while serving different jobs. Let people start with the tool they need; demonstrate shared context only where it works today.

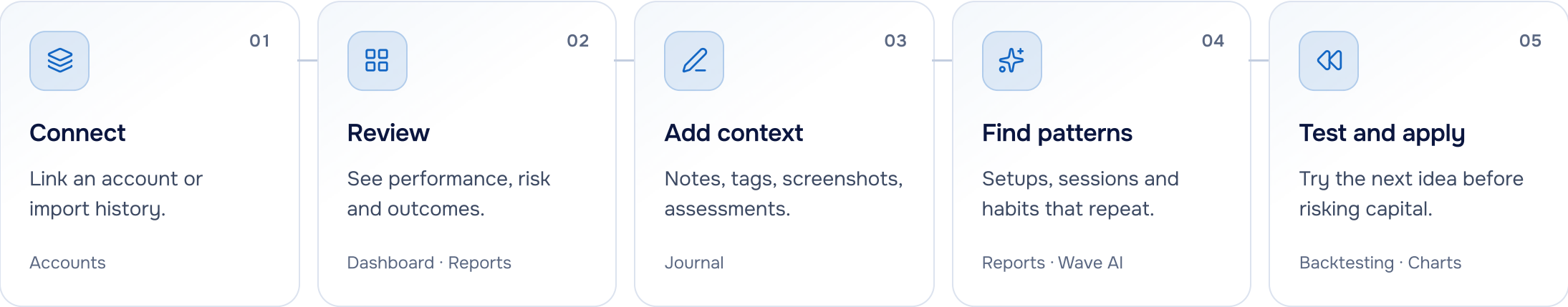
Connection. Community brings people around markets, ideas and shared activities. Show the relationship to the tools and label unreleased capabilities clearly.

Meaningful access. Free must be useful in its own right. Pro adds capabilities and capacity; payment does not define a trader’s skill or seriousness.

Keep the free trade journal and analytics visible as acquisition routes. The broader platform promise does not remove useful search content or authorise changes to homepage URLs, canonicals or metadata.

The review loop

Use this story for Journal and Analytics. Charts, Backtesting and Community have their own reasons to join and their own journeys. Account connection and trade review are not prerequisites for the platform story.



POSITIONING

How we describe ourselves

TraderWaves brings professional trading tools and community together in one accessible platform for independent traders and active investors. Choose the apps that fit how you follow markets, develop ideas and manage your trading. Start with a useful free workspace, with Pro available when you need more.

Approved positioning direction, 26 September 2026. Traders are primary; include active investors where the tools support their needs. This is not a claim of a complete investing service.

SERVICE BOUNDARY

What we are, and aren't

WE ARE

- A connected platform of trading apps and communities.
- A useful free workspace, with Pro adding capabilities and capacity.
- Market-agnostic: forex, crypto, futures, stocks and more.
- A growing network: communities and reviews today, more coming soon.

WE ARE NOT

- A broker, adviser, signal seller or money manager.
- A promise of profit or certainty.
- A single-market tool.
- A place for hype, lifestyle flexing or guru culture.

Speak with knowledge and warmth.

We understand the tools and welcome the person using them. Be direct about what is possible, curious about ideas and honest about limitations. The voice stays consistent; the tone fits the task, from exploring charts to discussing markets or reviewing a trade.

Knowledgeable, clear about the task.

Understand what someone wants to do. Explain it clearly and demonstrate capability through specifics.

“Compare markets side by side in your chart layout.”

Welcoming, open to every level.

Help people feel they belong without assumptions about experience, account size or trading style.

“Choose your tools. Make the workspace yours.”

Direct, specific and honest.

Say what a tool does, what is included and what happens next. Keep errors calm and accountable.

“Start free. Add more with Pro.”

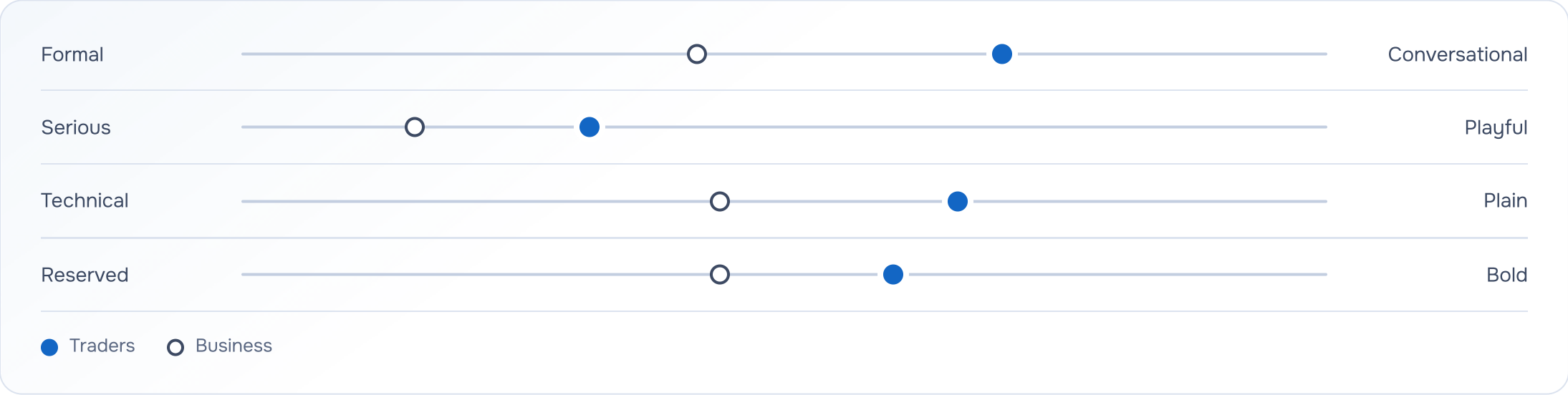
Curious, room to explore.

Encourage exploring markets, testing ideas and exchanging perspectives. Allow warmth and personality without selling certainty.

“How would that idea hold up in a different market?”

VOICE DIALS

Same voice, two registers



Adjust to the moment

MOMENT	TONE	SOUNDS LIKE
Homepage hero	Confident, specific	“Your home for trading.”
Charts	Practical, exploratory	“A closer look at the markets you follow.”
Journal	Personal, specific	“Keep the thinking behind every trade.”
Onboarding and empty states	Warm, one next step	“Choose an app to get started. You can add more later.”
Errors and sync issues	Calm, accountable	“We couldn’t reach your broker. Try again or open the connection guide.”
Pricing and Pro	Exact, no pressure	“Pro adds Wave AI, backtesting and premium metrics. Free stays free.”
Social and community	Lively, trader-native	“What are you watching ahead of the London open?”
Business and partners	Measured, scoped	“Bring trading tools and community together for your audience.”
Risk and compliance	Plain, unambiguous	“Trading involves risk. Past performance does not guarantee future results.”

MECHANICS

Writing rules

Sentence case for headlines, buttons and navigation. Capitals only for micro-labels.

Talk to “you”. “We” is TraderWaves; use it when we are taking responsibility.

One idea per sentence. Most headlines under eight words; no colon-stacked slogans.

Numbers as numerals with signs and units: +£618.15, -3.82%, 1:2 R:R. Use the true minus sign (-).

British English on global English pages (colour, analyse, behaviour), while keeping the search terms traders type.

Label status honestly: Free, Pro, New, Live, Coming soon. Never imply an unreleased feature works.

Our names: TraderWaves, Wave AI, WaveScore, Free, Pro. Apps use their catalogue names: Dashboard, Journal, Accounts, Charts, Reports, Backtesting, Alerts, Crypto, Calculators, Reviews.

VOCABULARY

Words that sound like us

REACH FOR

- chooseexplorebuildfollowmarketstools
- workspaceconnectsharediscusslearntest
- review (when relevant)

LEAVE OUT

- unlocksuperchargeelevateseamlessrevolutionary
- game-changingempowernext-levelunleashskyrocket
- guaranteedpassive incomefinancial freedom10x
- to the moonAI powered (as the benefit)

Also avoid: “Your X. Our Y.” headlines, triplet slogans (“Fast. Simple. Powerful.”), “Imagine...”, “More than just a...” and em-dash chains. They read as template copy.

Before and after

BEFORE Pro plan is now live – unlock advanced trading analytics today	AFTER Pro is live: Wave AI, backtesting and premium metrics.	Names what’s new instead of “unlocking” something vague.
BEFORE Your vision. Our building blocks.	AFTER Build your trading product on TraderWaves.	Drops the “Your X. Our Y.” formula and states the offer.
BEFORE See what’s working in seconds	AFTER See which setups and sessions are working.	Specific beats fast. “Seconds” is a claim we can’t show.
BEFORE Grow together.	AFTER Fund Pro for your members, or earn when they subscribe.	Business readers need the model, not the mood.
BEFORE Supercharge your trading with AI	AFTER Ask Wave AI which sessions cost you the most.	Shows the question a trader would actually ask.

One brand. Two registers.

TraderWaves is a single master brand. Traders and businesses meet the same logo, typeface, blues and product standards. What changes is the register: tone, density, default theme and the kind of proof we show.

TRADERWAVES · FOR TRADERS

Your home for trading.

Choose the apps that fit how you follow markets and manage your trading. Start free, with Pro available when you need more.

Start free →

 Journal

01 / ENGAGEMENT

Give your members a trading workspace.

Bring trading tools and community together for your audience. Explain the available products, member experience and support scope.

Talk to sales ↗

Deep Navy panel

	TRADERWAVES	TRADERWAVES FOR BUSINESS
Who	Independent traders; active investors where supported	Communities, educators, brokers, prop firms and partners
Their question	“Does this fit how I follow markets and trade?”	“Will this help my business serve and keep traders?”
Default theme	Dark, with the visitor’s choice remembered	Light, with the visitor’s choice remembered
Dark surface	Midnight #050711, the app canvas	Deep Navy #0B163F for emphasis panels
Voice	Trader to trader: warm, concise, a little wit	Partner to partner: measured, specific about scope
Section labels	App tiles (Journal, Charts, Wave AI)	Numbered editorial labels (01 / Engagement)
Hero visual	The real product in the focus frame	Product in context, a flow diagram or partner proof
Primary action	Start free	Talk to sales · Book a demo
Proof	Named trader reviews, product depth, broker coverage	Case studies, integration scope, availability, support model
Density	Fewer words, bigger product moments	More detail, specifications and FAQs

Should Business look different? Slightly, and on purpose.

Keep one identity so every partner benefits from the consumer brand, and every trader recognises the product a partner gives them. Differentiate with register only: default theme, dark surface colour, section labelling, density and calls to action. Never change the logo, typeface, blues, radii or imagery rules between the two.

ARCHITECTURE

How names fit together

TraderWaves

Master brand. Always the parent.

- Apps**

Plain, descriptive catalogue names: Dashboard, Journal, Accounts, Charts, Reports, Backtesting, Alerts, Crypto, Calculators, Reviews.
- Wave AI · WaveScore**

The “Wave” prefix is reserved for TraderWaves-built intelligence and technology.
- Free · Pro**

Plans. Capitalised, never “Premium” or “Plus”.
- TraderWaves for Business**

A descriptor, not a separate brand. Business products follow the same naming rules.

New sub-brands and new “Wave” names need owner approval. A possible quant-focused line discussed in August 2026 would be decided separately, most likely as an endorsed “... by TraderWaves” brand.

PARTNERS

Co-branding

Explicit relationships only. Use a partner logo, or “Powered by TraderWaves”, only where it accurately describes an agreed offering.

Separate, don’t merge. Place logos side by side with a 1 px divider and clear space of half the wave’s height on each side.

Partner accents stay in partner space. A partner colour can identify their area; controls, trading colours and accessibility stay TraderWaves.

White-label follows the contract. It is not a default promise or a public offer.

A wave with a point of view.

Four layered curves: the movement of a market and the bell curve of a distribution. It is where analytics meets motion, and the ambition to stay ahead of the curve. Use the supplied artwork exactly as it is.

PRIMARY · LIGHT BACKGROUNDS

The primary logo on a light background. It features a blue wave icon to the left of the word "TRADERWAVES" in a bold, sans-serif font. "TRADER" is in black and "WAVES" is in blue.

[PNG](#) [↓](#)

REVERSED · DARK BACKGROUNDS

The reversed logo on a dark background. The wave icon and the word "WAVES" are in blue, while "TRADER" is in white.

[PNG](#) [↓](#)



The wave, on its own

Use the full logo to introduce TraderWaves. Use the wave alone only where the name is already clear: app icons, favicons, avatars, the Wave AI launcher and small signatures.

CLEAR SPACE	Half the wave's height on every side
MINIMUM SIZE	Horizontal logo 112 px wide (96 px absolute); wave 20 px
APP ICON	Wave on the supplied navy badge
PLACEMENT	Top-left in navigation and in the footer; once per view

[SVG](#) [↓](#) [PNG](#) [↓](#)

CLEAR SPACE

Give it room

$\frac{1}{2} \times$ WAVE HEIGHT

The logo with a dashed blue box around it, indicating the required clear space. The box is 1/2 the height of the wave icon.

DESCRIPTOR LOCKUP

TraderWaves for Business

The descriptor lockup, showing the wave icon, "TRADERWAVES", a vertical line, and "for Business".

The descriptor is typeset in Onest Medium in secondary text colour, after a 1 px divider with half-wave clear space. It is never merged into the logo artwork, recoloured blue or used without the logo.

Keep it intact



✗ Don't stretch or squash



✗ Don't recolour



✗ Don't add glows or shadows



✗ Don't place on busy imagery



✗ Don't rotate or tilt



✗ Don't outline or box it

Also avoid: rebuilding the wordmark in Onest, repeating the wave as a pattern or decoration, placing it inside pills with other text, or centring it above a headline as ornament. The W-shaped Wave AI mark belongs to that app and is not an alternative logo.

Midnight, ice and one bright blue.

Our palette is deliberately small. Neutrals do most of the work, blue marks what matters, and red is kept for losses. If a page feels colourful, something is wrong.

Wave Blue

Our signature. The focus frame, the Contour, key icons and large display moments.

#1783FF

RGB 23 · 131 · 255

Midnight

The trader's canvas. Dark theme backgrounds, matching the app.

#050711

RGB 5 · 7 · 17

Deep Navy

Headlines on light. The dark register for TraderWaves for Business.

#0B163F

RGB 11 · 22 · 63

Ice

Cool surfaces on light pages. Room around dense detail.

#F2F6FF

RGB 242 · 246 · 255

White

The light canvas. Clarity and contrast.

#FFFFFF

RGB 255 · 255 · 255

INTERACTIVE BLUES

One blue family, three jobs

Signal Blue

Links, icons, gains and focus rings on dark surfaces. 6.3:1 on Midnight.

#1B92FF

RGB 27 · 146 · 255

Action Blue

Primary button fill in both themes, with a white label. 4.7:1.

#1570E0

RGB 21 · 112 · 224

Link Blue

Links, icons, gains and focus rings on light surfaces. 5.6:1 on white.

#1366C4

RGB 19 · 102 · 196

Wave Blue is the signature, but white text on it only reaches 3.7:1. Buttons therefore use Action Blue, text links use the theme’s accent (Link Blue on light, Signal Blue on dark), and Wave Blue stays for frames, graphics and large display moments.

COLOUR WITH MEANING

Gains are blue. Losses are red.

Gain

#1366C4 / #1B92FF

Positive P&L, win rate, growth. In TraderWaves, gains are blue.

Loss

#B91C1C / #F87171

Negative P&L, drawdown, sell, destructive actions.

Warning

#B45309 / #FFCC00

Sync issues, limits, risk notices. Never decorative.

Up candle

#26A69A

Chart candles and chart legends only. Not a UI or brand colour.

+£618.15

-£57.58

63.6%

-3.82%

1:2.4

Example values only

The app already renders positive P&L in brand blue and losses in coral red. Marketing follows the same convention: it is recognisably ours and avoids the green-casino look common in trading. Pair colour with a sign or label so meaning never depends on colour alone.

PROPORTION

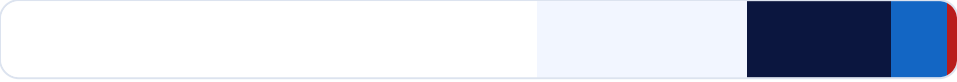
How much of each

Dark theme



Midnight 62% Surfaces 20% Text 11% Blue 6% Loss 1%

Light theme



White 56% Ice 22% Navy text 15% Blue 6% Loss 1%

THE WAVE GRADIENT

It belongs to the logo



The ice-to-electric gradient lives inside the wave artwork. Outside the logo it appears only as the stroke of the Contour. Never use it for backgrounds, buttons, text or cards.

DO

- Let Midnight or White carry most of the page.
- Use one blue per job: accent, action or signature.
- Keep red, amber and teal tied to their meaning.
- Check every text pair against the contrast table.

AVOID

- Gradient backgrounds, blobs, mesh or aurora effects.
- Purple, neon green or extra accent colours.
- Coral or red as decoration. Legacy coral #F04444 is retired from decorative use.
- Recolouring chart data to match a campaign.

One typeface, set with care.

Onest carries everything from a single number to the hero line, on the website and in the app. Hierarchy comes from size, space and weight, never from a second typeface.

PRIMARY TYPEFACE

Get Onest ↗

Onest

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 £ \$ € % + - × ·

Regular 400 Medium 500 SemiBold 600 Bold 700

MARKETING TYPE SCALE · SIZES IN PX, DESKTOP / MOBILE					
STYLE	SIZE	WEIGHT	LINE HEIGHT	TRACKING	USE
Display	72 / 44	600	1.02	-0.045em	One per page. The hero proposition.
Heading 1	52 / 36	600	1.06	-0.04em	Section openers on marketing pages.
Heading 2	36 / 28	600	1.12	-0.03em	Chapter titles, app chapters.
Heading 3	24 / 21	600	1.25	-0.02em	Cards, feature points, FAQ questions.
Lead	20 / 18	400	1.55	-0.01em	The sentence under a headline.
Body	16 / 16	400	1.65	0	Paragraphs. Never below 15 px on marketing pages.
Small	14 / 14	400	1.55	0	Captions, footnotes, table cells.
LABEL	12 / 12	600	1.3	0.08em	Uppercase micro-labels and chips only.
Data	Any	500	1.1	-0.02em	Numbers. Always tabular figures.

SETTING HEADLINES

Confident, not loud

Weight 600 by default. 700 is allowed for a short B2C hero line of five words or fewer. Don't use 800 or heavier on new work.

Tight display tracking (-0.03 to -0.045em). Body text keeps normal tracking.

One colour per headline. A single accent word is allowed once per page, when the word carries the meaning.

Line length of 55-75 characters for body copy. Headlines break by meaning, not to fill width.

SETTING NUMBERS

Numbers are content

0123.45 +6,789.00

Always tabular figures (`font-variant-numeric: tabular-nums`) so columns align and values don't jitter.

Signs are explicit: + for gains, the true minus (-) for losses.

Micro-labels are 11-12 px, 600, uppercase, 0.08em. One per block, never a paragraph.

Four signatures, used with restraint.

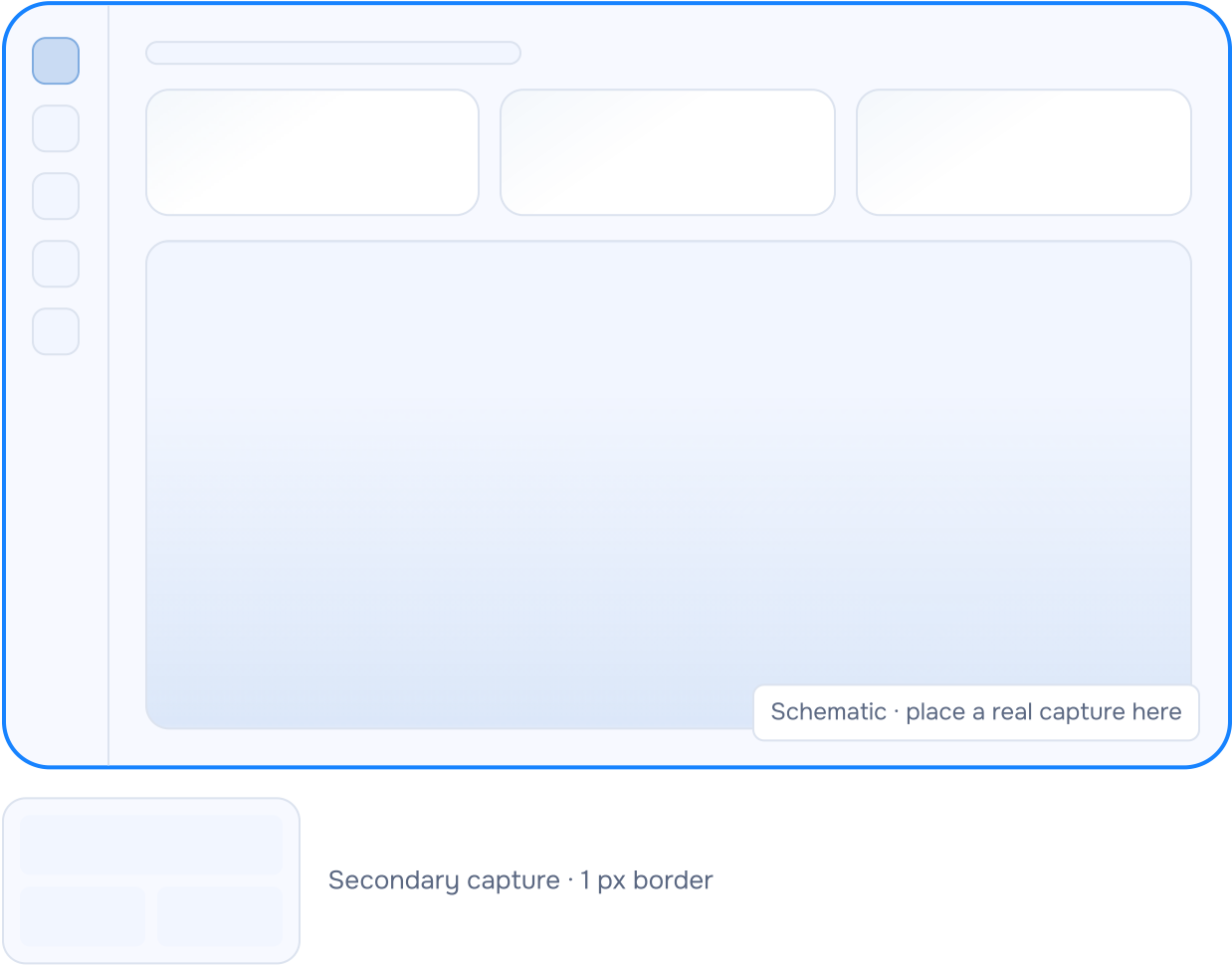
These details make a page recognisably TraderWaves before anyone reads the logo. Each one comes from the product, has a job and has a limit. Overuse any of them and the page turns back into a template.

01 · THE FOCUS FRAME

Blue means “look here”.

In the app, a Wave Blue ring marks the active item. On our pages, the same ring marks the one product view that matters most in a viewport.

STROKE	2 px (1.5 px on mobile), signature token
RADIUS	24 px stage, 16 px for a selected card
CONTENT	Real UI, flush to the frame, no inner padding
LIMIT	One per viewport

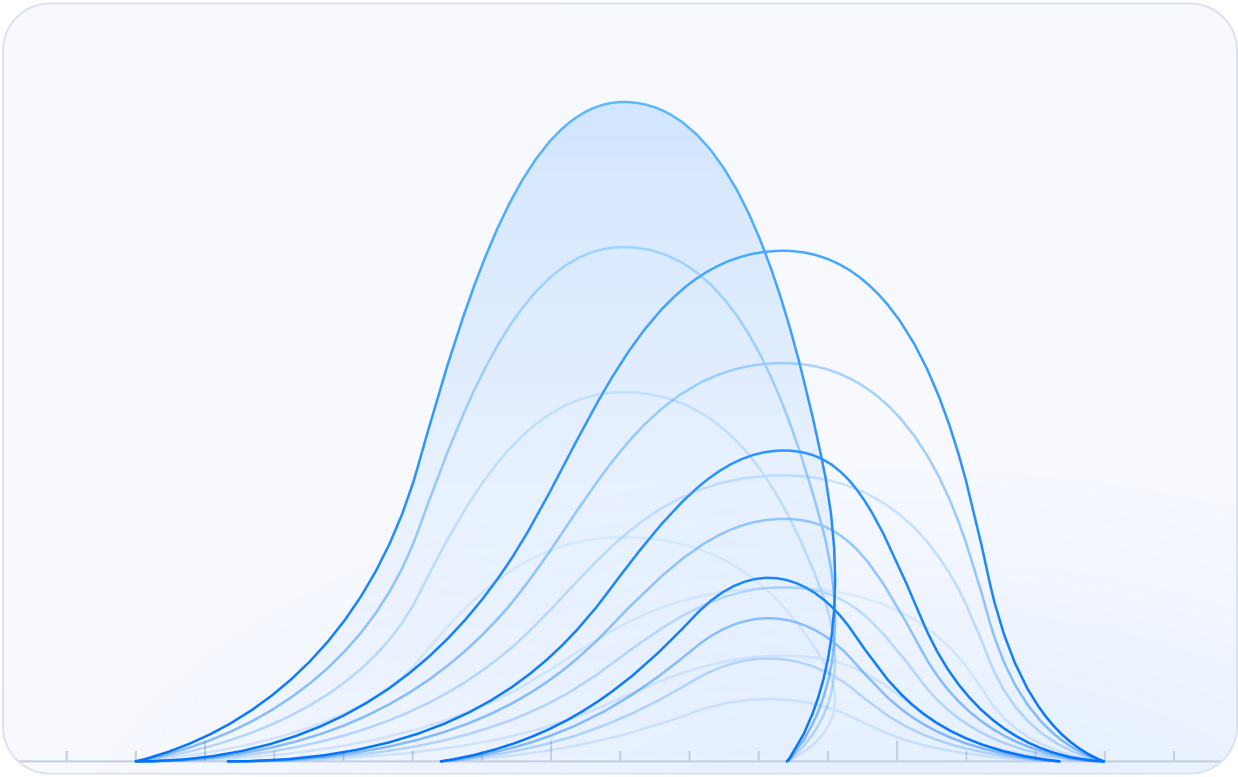


02 · THE CONTOUR

The wave, drawn as data.

The four curves of our wave, redrawn as thin lines with shrinking echoes. It reads as a distribution, a price wave and the logo at once, which is exactly our story.

FORM	Line only, 1–1.5 px, wave-gradient stroke
SCALE	Large and cropped, rising from a baseline
MOTION	Optional one-time draw, 900 ms
LIMIT	Once per page



The modular unit.

Each app has one tile: a rounded square, a line icon in the accent colour and a plain name. On trader pages, the tile labels a section instead of a numbered eyebrow, so the page reads like the product.



Dashboard
Review performance and risk



Journal
Turn trades into lessons



Accounts
Connect and manage accounts



Charts
Analyse markets and your trades



Reports
Inspect every metric



Backtesting PRO
Test an idea first



Wave AI PRO
Ask about your performance



Alerts PRO
Monitor markets and accounts



Crypto
Track holdings



Calculators
Plan risk and size



Reviews
Rate brokers and prop firms

Tile icons here are explanatory. Match names, icons and availability to the live catalogue, and use the supplied Wave AI mark in finished work.

Honest labels, trader details.

Chips state a fact: a plan, a release state or market context. Data labels add the texture traders recognise: a symbol, a timeframe, a session clock.

FREE

PRO

NEW

LIVE

COMING SOON

EURUSD · H1

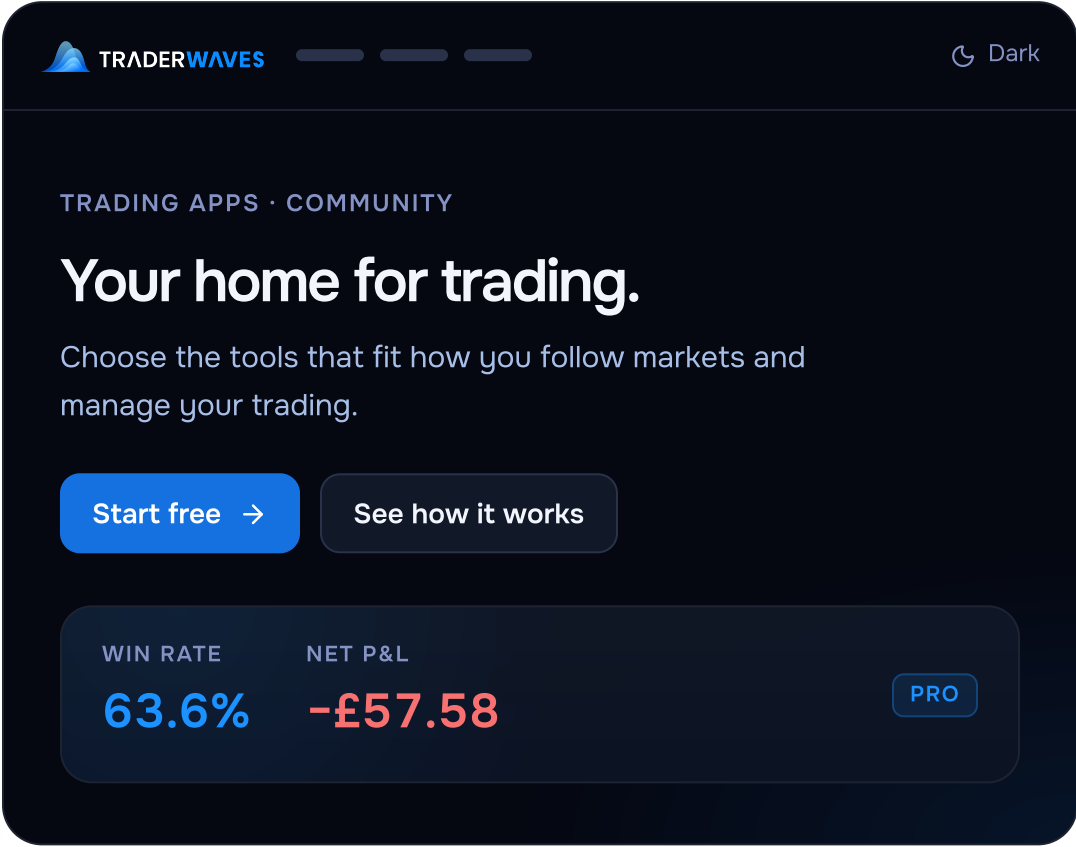
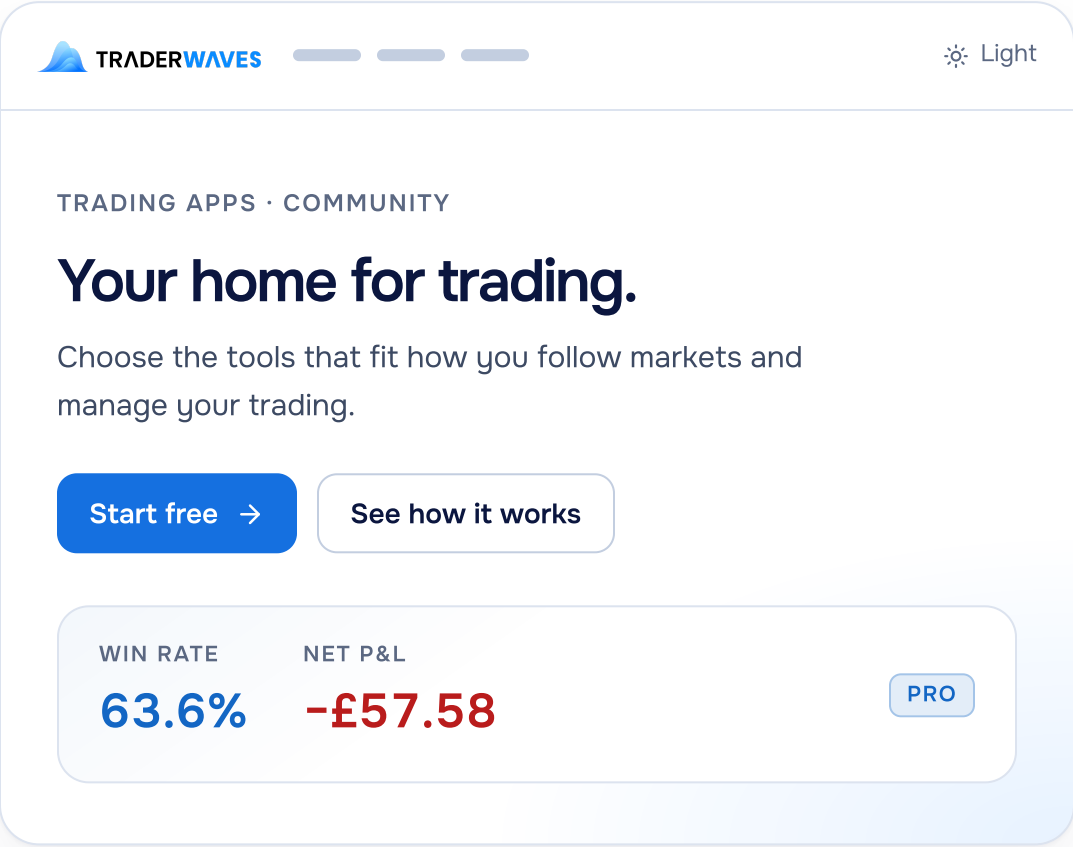
DJ30 · D

London · 09:02

SIGNATURE LIMITS			
SIGNATURE	USE IT FOR	LIMIT	NEVER ON
Focus frame	The focal product capture; one selected option	One per viewport	Text cards, sections, logos, avatars
The Contour	Hero, closing band, empty states, social templates	Once per page	Behind body text; filled, animated on loop or recoloured
App tiles	B2C section labels, app catalogue, navigation	Where they label a real app	Invented apps, generic icon grids
Status and data chips	Plan, release state, market context	Only when true	Decoration, fake urgency, stacked badges

Designed twice. Never inverted.

Both themes are first-class. Dark is the trader’s workspace, focused and immersive. Light is open and welcoming. Each is designed on purpose from the same tokens, with the same hierarchy, meaning and product.



MARKETING THEME TOKENS · USE THE VARIABLE, NEVER THE RAW HEX				
TOKEN	ROLE	LIGHT		DARK
--tw-canvas	Page background		#FFFFFF	#050711
--tw-canvas-alt	Alternate section band		#F7F9FF	#080B17
--tw-surface	Card, tile, panel		#F2F6FF	#0B1020
--tw-surface-raised	Nested or raised panel		#FFFFFF	#111827
--tw-border	Default divider and card edge		#DCE3EF	#1D2331
--tw-border-strong	Hover edge, table header rule		#C3CEE0	#293249
--tw-text-strong	Headlines and display		#0B163F	#F2F5FC
--tw-text	Primary text and labels		#0B1220	#D7DCEC
--tw-text-secondary	Body copy and descriptions		#3D4A63	#A7BEE6
--tw-text-muted	Captions, meta, footnotes		#5B6882	#8492C4
--tw-accent	Links, icons, focus ring, gains		#1366C4	#1B92FF
--tw-action	Primary button fill (white label)		#1570E0	#1570E0
--tw-action-hover	Primary button hover		#1366C4	#1366C4
--tw-signature	Focus frame, Contour, selected edge		#1783FF	#1B92FF
--tw-loss	Losses and destructive actions		#B91C1C	#F87171
--tw-warning	Warnings and limits		#B45309	#FFCC00

Which theme, where

SURFACE	DEFAULT	SWITCH	PERSISTENCE
TraderWaves homepage and trader pages	Dark	Header toggle	Remember the visitor’s choice
TraderWaves for Business	Light	Header toggle	Remember the visitor’s choice
Brand guidelines	Dark	Header toggle	Remember the visitor’s choice
The app	User setting	Settings	Stored against the account

Dark-first for traders because it is how the product looks and how most traders work. Light-first for business because it suits longer reading and procurement contexts. Both are proposals to validate with analytics after launch.

DEPTH

Elevation per theme

LIGHT	A 1 px border plus a soft, two-layer navy shadow at 4–6% opacity
DARK	A surface step and a 1 px border. No drop shadows; they disappear on Midnight.
CORNER LIGHT	Dark cards may carry the app’s Signal Blue glow from the top-left corner, at 6–9% opacity
GLOW	Never as default elevation. At most one active element may glow.

THEME SWITCH

Light · Dark

☼ Light

☾ Dark

A two-option pill in the header, beside Log in. Icon plus text label, 36 px tall, keyboard operable, with `aria-pressed` on the active option. The choice persists across pages and visits.

Implementation rules

- 1

No flash. Set `data-theme` on `<html>` before first paint with a small inline script that reads the saved choice and falls back to the page default.
- 2

Tokens only. Components reference `--tw-*` variables. A raw HEX in a component is a bug.
- 3

A visible switch. Header toggle with an icon and a text label, operable by keyboard, announced with `aria-pressed`.
- 4

Swap artwork, don’t filter it. Dark lettering on light, white lettering on dark. Never `filter: invert()` a logo or a screenshot.
- 5

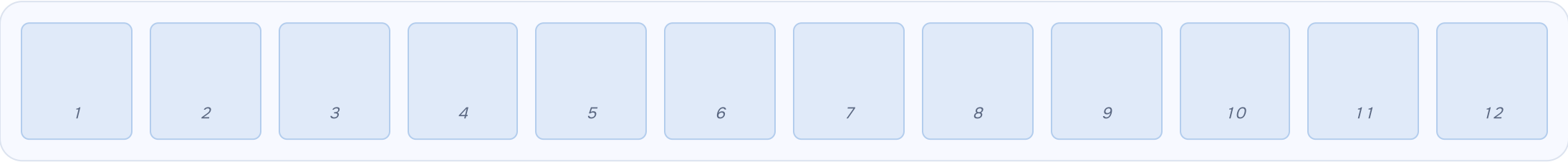
Capture both themes. Export product captures in light and dark. If only a dark capture exists, use it in both themes inside the focus frame.
- 6

Re-check data colours. Gains, losses and chart legends switch to their theme values; their meaning never changes.
- 7

Review twice. Every page is checked in both themes, on desktop and mobile, before it ships.

Room around the detail.

Dense product, calm page. A strict grid and generous space let the product be the busiest thing on screen. Composition should vary with the content, never repeat one template down the page.



12

COLUMNS

1200 px content width, 1320 px for wide product moments.

24

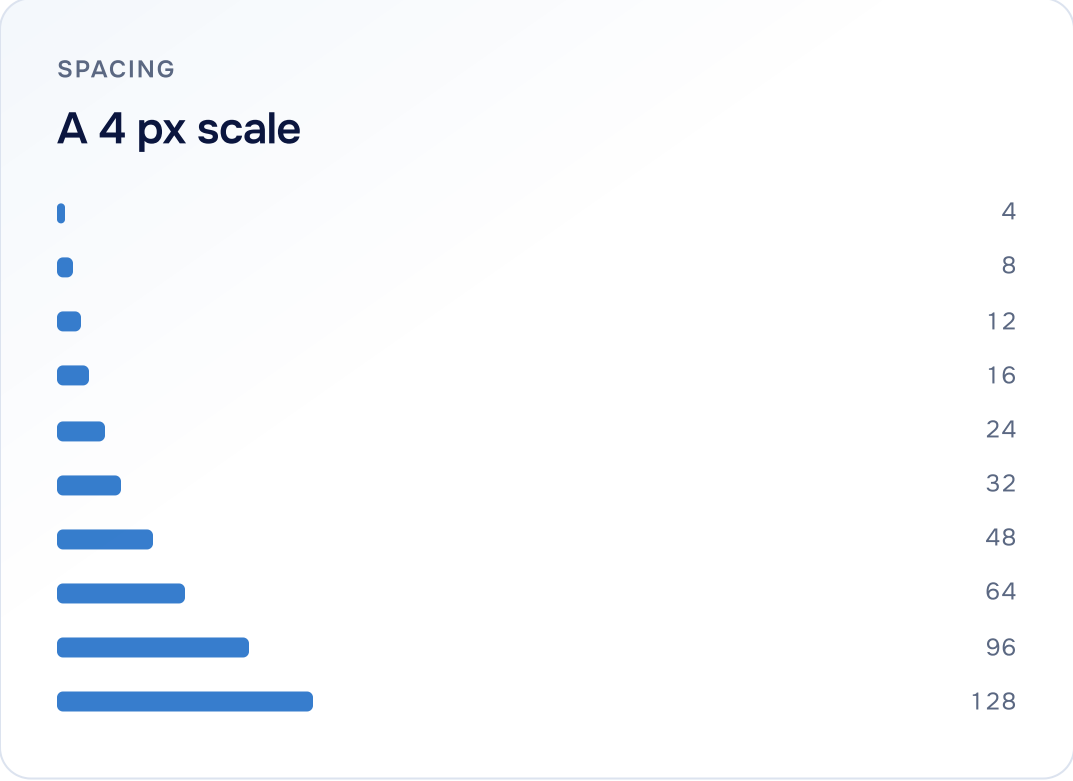
GUTTER

24 px on desktop, 16 px on mobile. Outer margins 24–80 px.

128

SECTION RHYTHM

128 px between sections on desktop, 80 px on mobile.



RADIUS

Four steps, no pills

6 px
Chip
Status chips, tags, small badges

10 px
Control
Buttons, inputs, segmented controls

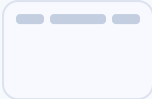
16 px
Card
Cards, tiles, app chapters, FAQ items

24 px
Stage
The focal product stage and hero panels

Full pills are reserved for the theme and audience switches. Buttons use 10 px to match the app.

PROPOSED RECIPE

TraderWaves homepage



01 Header

Logo, For traders / For business switch, Features, Pricing, Resources, theme toggle, Log in, Start free. Announcement bar only for a real launch.



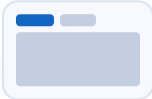
02 Hero

“Your home for trading” in Display, a concrete tools-and-community lead sentence, Start free plus one secondary action, a quiet trust line and the focal capture in the focus frame, with the Contour rising behind it.



03 Proof strip

Dated, sourced numbers and permitted broker and platform logos. No floating badges.



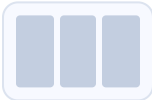
04 Choose your apps

A clear app index with distinct reasons to use Charts, Journal, Analytics and other available tools. Label Free, Pro and Coming soon accurately.



05 App chapters

Show market exploration, a tool workflow and community participation where available. Keep a substantial free journal and analytics chapter with a descriptive feature-page link. Vary the composition.



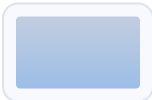
06 Trader stories

Named reviews with markets traded and time on TraderWaves, plus the rating source.



07 Free and Pro

Show a useful free workspace, the specific capabilities and capacity Pro adds, and the price. Never equate payment with skill or seriousness.



08 FAQ and closing band

Risk, data, brokers and billing answered plainly. Then the Contour, one line and one action.

PROPOSED RECIPE

Business pages



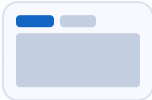
01 Hero

The business outcome, one line of scope, Talk to sales and Explore products. Product in context or a member-journey diagram.



02 Products by job

Engagement, Technology and Partnerships with numbered labels and honest availability.



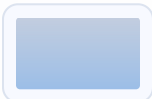
03 How it works

A flow from partner to member to workspace, with integration scope and support model.



04 Proof

Case studies, logos with permission and sourced numbers.



05 Deep Navy close

A navy panel with the contact action. The only dark band on a light page.

RHYTHM

- Alternate a wide product moment with a focused text moment.
- Left-align text; centre only short hero or closing lines.
- Use one full-bleed band per page, usually the closing Contour.
- Let a section’s content decide its layout.

TEMPLATE TELLS

- Three or more sections with the same layout in a row.
- Eyebrow, headline, paragraph and three cards, repeated.
- Rows of identical icon-and-paragraph cards.
- Centred everything, or a badge above every headline.

Familiar controls, consistent states.

Marketing components borrow the app’s geometry, so moving from a page into the product feels like the same place. They render in the current theme; switch themes in the header to compare.

HEADER

Two doors and a light switch



For traders

For business



Log in

Start free

The For traders / For business switch is kept from the current site; it is the clearest expression of our architecture. Order: logo, audience switch, navigation, theme toggle, Log in, one primary action. On mobile, the audience switch and navigation move into the menu.

BUTTONS

One primary per view

Start free →

See how it works

Explore the journal →

PRIMARY	Action Blue, white 600 label, 10 px radius, 48 px tall (40 / 56 alternates)
SECONDARY	Surface fill, 1 px border, text colour label
TEXT LINK	Accent colour; → continues, ↗ opens elsewhere
LABELS	Verb + object: Start free, Connect an account, Talk to sales

CARD

Corner-lit surface



Journal

Add notes, tags and screenshots to every trade, then review them by setup.

Explore the journal →

16 px radius, 24–32 px padding, 1 px border. In dark, the app’s corner light; in light, a soft shadow.

TABS

One capture, several steps

Connect

Review

Add context

Find patterns

Test

For the review loop and app chapters. A 2 px accent underline marks the active tab; the capture cross-fades in 200 ms while the frame stays still. Arrow keys move between tabs.

PROOF

Stats with sources

1,234

trades journaled this week

Source: TraderWaves internal data, 21–27 September 2026

Placeholder value. Numbers use the Data style with tabular figures, and each carries a source and a date, even in a footnote. Headline counts on the current site are listed for verification in the brief.

TRADER STORY

Named, specific, verified

★★★★★

“Tagging by session showed me my New York trades were paying for my London mistakes.”

Name Surname · Forex · On TraderWaves since 2025

Illustrative. Publish only real reviews, with permission and the source of the rating.

FAQ

Plain answers

- Is TraderWaves free?

▼
- Do you give trading signals?

▼

Questions in the trader’s words. Answers start with yes or no when they can.

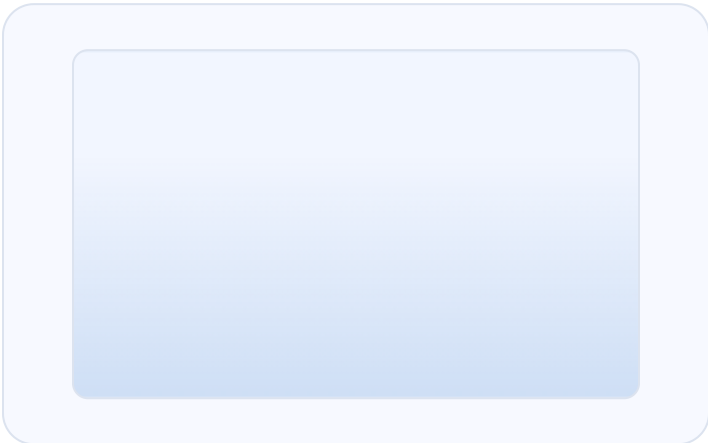
The product is the photograph.

Real interfaces, real workflows, honest data. Our imagery should prove what the copy says. If an image could belong to any trading brand, it is the wrong image.



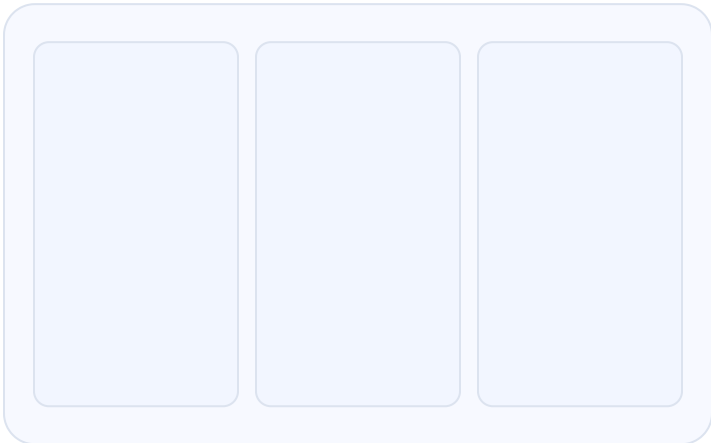
Stage

The whole workspace at 16:10 for heroes and launches. Usually the one in the focus frame.



Detail

One widget or panel at 150–200%, so a single idea reads at a glance.



Sequence

Two or three states of one workflow, in order: connect, tag, review.

CAPTURES

Rules for product imagery

Current release only. Show what a new user will actually see.

Demo or consented accounts. Replace account numbers, names and broker IDs.

Honest data. Show losses too. No perfect equity curves, no invented P&L.

Crop to the task. Every capture answers one question from the copy beside it.

Sharp and consistent. Export at 2×, one theme per section, same browser zoom.

EVERYTHING ELSE

People, icons and illustration

People: real community members with consent, natural and focused. Business pages may show partners and events.

Icons: line icons, 1.75 px stroke, 20–24 px, in the accent colour inside app tiles. Lucide on the website, matching the app's Tabler icons at the same stroke. One library per page.

Illustration: none, other than the Contour. The product and the wave carry the visual story.

DO

- The focus frame around the one capture that matters.
- A 1 px border and 16 px radius for supporting captures.
- Phone frames only when showing the mobile app.

AVOID

- Perspective tilts, 3D carousels, blurred screenshot backdrops.
- Stock traders, bulls and bears, rockets, cash, candles on fire.
- Floating stat badges pinned over screenshots.

Motion explains. It never performs.

Movement should show what changed, where something came from or what happens next. A trader should never wait for an animation or wonder whether a number is live.

INSTANT

120 ms

Hover, press, colour changes

QUICK

200 ms

Toggles, chips, tab changes

CONSIDERED

320 ms

Panels, menus, accordions

REVEAL

600–900 ms

One hero reveal or Contour draw, once

EASING

Two curves

ENTER

cubic-bezier(0.2, 0.8, 0.2, 1)

CHANGE

cubic-bezier(0.4, 0, 0.2, 1)

Honour `prefers-reduced-motion`: replace movement with a quick fade or none. Essential content never depends on hover or animation.

SIGNATURE MOMENTS

Where motion is ours

The Contour draw.

The curves draw in once, 900 ms, when the hero first appears.

One live element.

A ticking session clock or a live chart edge, never both.

Focus handover.

When tabs change the capture, the focus frame stays still and the content cross-fades in 200 ms.

DO

- Animate state: selection, expansion, progress.
- Reveal a section once as it enters view.
- Keep durations short and consistent.

AVOID

- Autoplaying carousels and looping ambient motion.
- Counting-up numbers and scroll-jacked parallax.
- Floating or bobbing badges, pulsing CTAs.

Clear for everyone. Honest with everyone.

Accessibility and trust are the same promise: nobody should be misled by our design or our words. In a category full of hype, being exact is part of the brand.

ACCESSIBILITY

WCAG 2.2 AA, in both themes

✓

Body text 4.5:1; large text, icons and control edges 3:1.

✓

A 2 px accent focus ring with a 2 px offset on every interactive element.

✓

Targets at least 44 × 44 px on touch screens.

✓

Gains and losses carry a sign or a label, never colour alone.

✓

Alt text describes the task: “Journal entry with tags and a chart screenshot”.

✓

Every interaction works by keyboard; nothing depends on hover.

✓

Reduced-motion users get the same content without movement.

TRUST

Claims we can stand behind

✓

Every number has a source and a date, even in a footnote.
Recheck user, broker and rating counts before each campaign.

✓

Reviews are real, named where permitted and attributed to their source.

✓

No promises of profit, accuracy or income. No “signals”.

✓

The risk disclaimer appears in the footer and beside performance examples.

✓

Free, Pro and Coming soon match current entitlements.

✓

Broker and partner logos appear only with permission.

✓

A visual refresh never changes URLs, canonicals or SEO content without review.

VERIFIED CONTRAST PAIRS · COMPUTED WITH THE WCAG 2 FORMULA			
THEME	PAIR	RATIO	PASSES
Light	Headline #0B163F on White	17.5:1	AAA
Light	Body #3D4A63 on White	8.9:1	AAA
Light	Muted #5B6882 on Ice #F2F6FF	5.2:1	AA
Light	Link Blue #1366C4 on White	5.6:1	AA
Both	White on Action Blue #1570E0	4.7:1	AA
Light	White on Wave Blue #1783FF	3.7:1	Large text only
Dark	Text #D7DCEC on Midnight	14.7:1	AAA
Dark	Secondary #A7BEE6 on Midnight	10.7:1	AAA
Dark	Muted #8492C4 on Raised #111827	5.8:1	AA
Dark	Signal Blue #1B92FF on Midnight	6.3:1	AA
Dark	Loss #F87171 on Midnight	7.3:1	AAA
Dark	White on Signal Blue #1B92FF	3.2:1	Large text only

A brief your tools can follow.

Paste this into any AI design or coding tool before asking for TraderWaves work, then attach the relevant product captures. The complete brief, with rationale and examples, is available as Markdown.

PROMPT · EDITION 03

Full brief (.md) ↕

You are designing or building for TraderWaves. Follow the TraderWaves Brand Guidelines, Edition 03 (traderwaves.com/brand).

WHO WE ARE

- TraderWaves brings professional trading apps and community together in one accessible platform. Independent traders are primary; include active investors where the tools support their needs. Market-agnostic.
- Brand idea: professional tools, personal choice and connection. Leading promise: "Your home for trading." Explain it with concrete capabilities and current community availability.
- Free is a useful workspace in its own right. Pro adds capabilities and capacity, not status or seriousness. Verify current packaging.
- Charts, Journal, Analytics, Backtesting and Community have distinct reasons to join. The review loop belongs to Journal and Analytics, not every platform story. Preserve the free journal acquisition route and useful search content.
- Show community through participation around markets, ideas and shared activities. Never present roadmap capabilities as live.
- We are not a broker, adviser or signal service. Never promise profit, accuracy or certainty.

VOICE

- Knowledgeable, welcoming, direct and curious. Explain the task, welcome every experience level and leave room for personality. Sentence case. British English.
- Name the task, the market and the benefit. Numerals with signs: +£618.15, -3.82%.
- Never write: unlock, supercharge, elevate, seamless, revolutionary, game-changing, empower, next-level, unleash, guaranteed, "Your X. Our Y.", triplet slogans, "Imagine...".

THEMES AND COLOUR (CSS variables, switched by [data-theme] on <html>)

- Dark (default on trader pages): canvas #050711, alt band #080B17, surface #0B1020, raised #111827, border #1D2331, strong border #293249, headline #F2F5FC, text #D7DCEC, secondary #A7BEE6, muted #8492C4, accent #1B92FF.
- Light (default on Business pages): canvas #FFFFFF, alt band #F7F9FF, surface #F2F6FF, raised #FFFFFF, border #DCE3EF, strong border #C3CEE0, headline #0B163F, text #0B1220, secondary #3D4A63, muted #5B6882, accent #1366C4.
- Primary button: fill #1570E0, white 600 label, hover #1366C4, radius 10px, height 48px.
- Signature blue for the focus frame and the Contour: #1783FF on light, #1B92FF on dark.
- Gains are blue (the accent). Losses #B91C1C light / #F87171 dark. Warning #B45309 / #FFCC00. Teal #26A69A only for up-candles in charts.
- No gradients except inside the logo and the Contour stroke (#85D9FF to #0373FF). No purple, neon green, blobs, glassmorphism or glow as decoration.

TYPE

- Onest only. Display 72/44px weight 600 (700 allowed for a hero of five words or fewer), H1 52/36, H2 36/28, H3 24/21, lead 20/18, body 16, small 14, label 12px uppercase 600 tracking 0.08em.
- Display tracking about -0.04em. Tabular figures for every number. One colour per headline; one accent word per page at most.

LAYOUT

- 12-column grid, 1200px content (1320px wide moments), 24px gutter (16px mobile), 128px between sections (80px mobile). Radius: 6 chip, 10 control, 16 card, 24 stage. No pill buttons.
- Left-align by default. Vary the composition. Never three similar sections in a row. No rows of identical icon-and-paragraph cards.
- Light elevation: 1px border + soft navy shadow. Dark elevation: surface step + 1px border, optional top-left corner light (Signal Blue at 6-9%). No drop shadows in dark.

SIGNATURES, WITH LIMITS

1. Focus frame: 2px signature-blue border, 24px radius, around the ONE focal real product capture per viewport.
2. The Contour: thin line art of the logo's four curves with shrinking echoes, large and cropped above a baseline. Once per page (hero or closing band).
3. App tiles: rounded square + line icon in the accent colour + the app's catalogue name. On trader pages they label sections instead of numbered eyebrows.
4. Chips: Free, Pro, New, Live, Coming soon, only when true. Data labels such as "EURUSD · H1" or "London · 09:02" add trader texture.

IMAGERY

- Real product captures from the current release, demo or anonymised data, losses included. Export at 2x in both themes.
- Icons: Lucide line icons, 1.75px stroke, 20-24px. One icon library per page; no filled or duotone icons.
- Never: AI-generated people, stock photos, bulls and bears, rockets, cash, tilted or 3D screenshots, floating badges over captures.

MOTION

- 120ms hover, 200ms toggles, 320ms panels, one 600-900ms hero reveal. Enter easing cubic-bezier(0.2, 0.8, 0.2, 1).
- No autoplay carousels, count-up numbers, parallax text or looping motion. Honour prefers-reduced-motion.

TRADERS VS BUSINESS

- Trader pages: dark-first, Midnight surfaces, app-tile section labels, fewer words and bigger product moments, primary action "Start free".
- Business pages: light-first, Deep Navy #0B163F emphasis panels, numbered editorial labels ("01 / Engagement"), more detail, primary action "Talk to sales".
- Same logo, typeface, blues, radii and imagery rules in both.

TRUST

- WCAG 2.2 AA in both themes. Visible 2px focus ring. Every statistic needs a source and a date. Only real reviews. Include the risk disclaimer. Label Pro and Coming soon accurately.

BEFORE ANYTHING SHIPS

Review checklist

- 01

Would someone recognise TraderWaves with the logo covered?
- 02

Does every major visual show a real task in the real product?
- 03

Is there one focus frame per viewport and one Contour per page?
- 04

Does the page work in light and dark, on desktop and mobile?
- 05

Do all text pairs pass contrast in both themes?
- 06

Are Free, Pro, New and Coming soon accurate today?
- 07

Does every number have a source and a date?
- 08

Is any phrase from the leave-out list on the page?
- 09

Are three similar sections sitting in a row?
- 10

Can every control be reached by keyboard, with a visible focus ring?
- 11

Does motion respect reduced-motion settings?
- 12

Is the risk disclaimer present, with no promise of profit?

Make it TraderWaves.

Start from the original files. They keep our identity consistent across partner pages, presentations and anything you build with AI.

THE ESSENTIALS, TOGETHER

TraderWaves logo kit

Horizontal logos, wave symbol, navy badge and usage notes.

Download ZIP [↓](#)

Brand brief for AI

Markdown · the full written system with examples

Markdown [↓](#)

Design tokens

JSON · light and dark tokens, palette, type, radius, motion

JSON [↓](#)

Brand guidelines

Edition 03 · printable PDF of this guide

PDF [↓](#)

Primary logo

Dark lettering · transparent background

PNG [↓](#)

Reversed logo

White lettering · transparent background

PNG [↓](#)

Wave symbol

Original gradient · transparent background

SVG [↓](#)

Use these assets to identify TraderWaves accurately. Preserve the artwork, and never imply an endorsement or partnership that has not been agreed.