



Brand Style Guide

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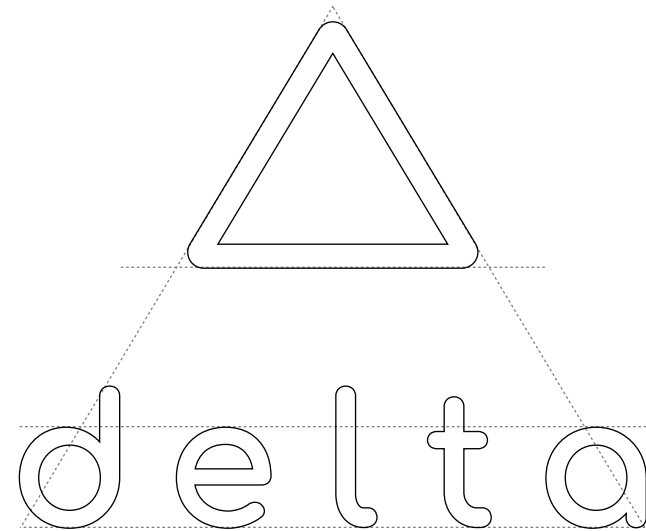
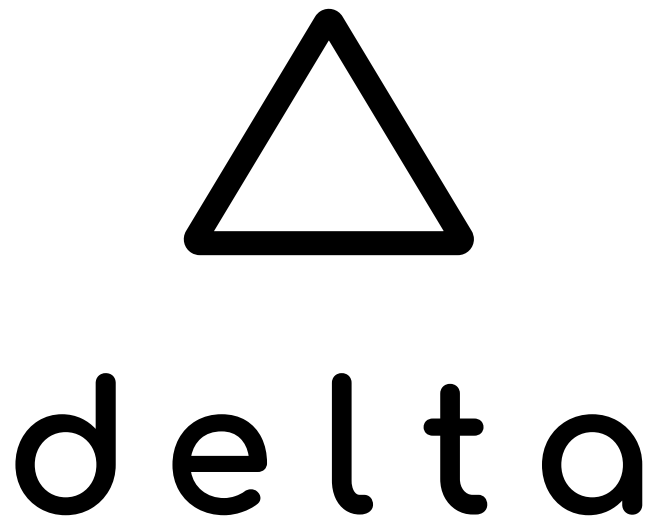
Logo



Delta Logo

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Delta is the ratio that compares the change in the price of an asset to the corresponding change in the price of its derivative. The Delta logo is a combination of the triangle glyph and the 'delta' wordmark.



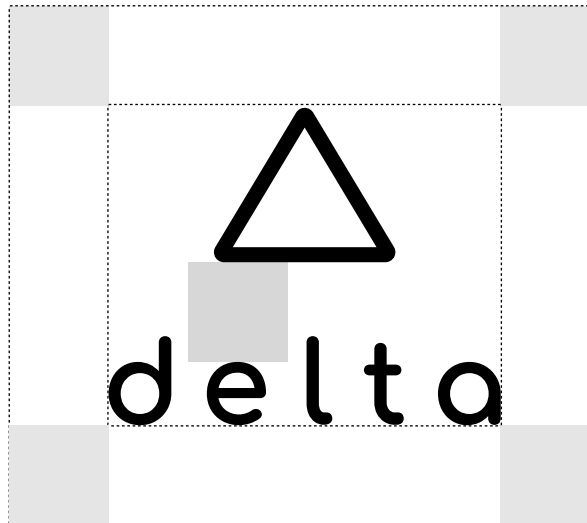
Delta Logo

The logo looks best in a monochrome setting of pure black and white.



Logo Clear Space

It's important to ensure that there is always adequate space between the Delta logo and the surrounding elements. Use the gap between the bottom of the triangle and the top of the 'e' character to delineate the minimum size of clear space required around the logo.



Logo Don'ts!

The logo is a precious pillar of the Delta brand! Please refrain from altering or distorting it's appearance.

- ✗ Do not reposition the triangle glyph or make a horizontal logo



- ✗ Do not change the size of the triangle and logotype in relation to each other



- ✗ Do not distort the logo



- ✗ Do not re-create the logotype using another typeface



- ✗ Do not rotate the logo



- ✗ Avoid colorising the logo



- ✗ Do not change the transparency of the logo



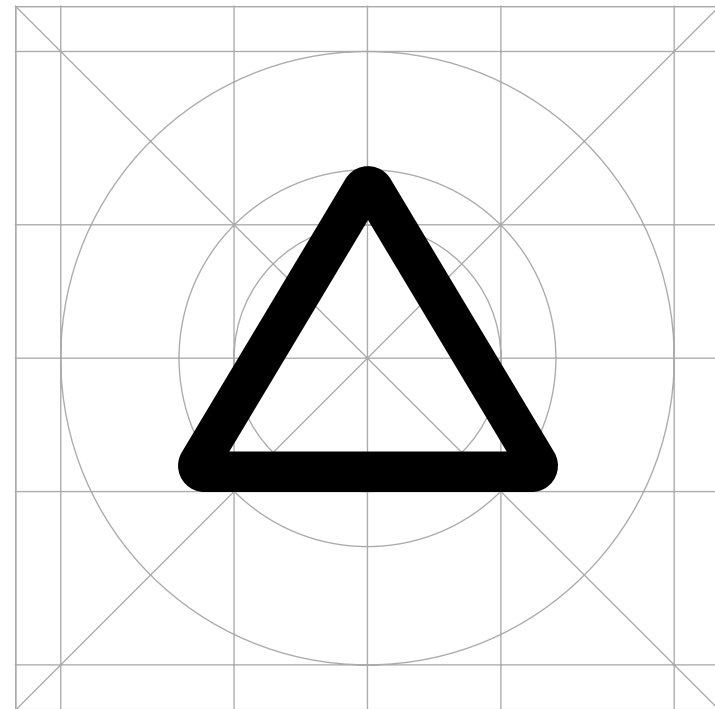
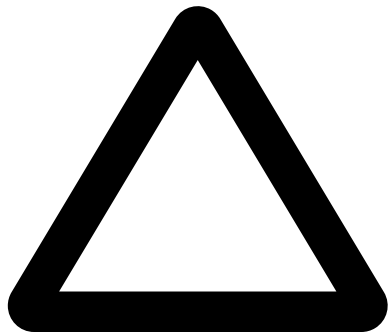
- ✗ Do not apply drop shadows or any other effects



Delta Glyph

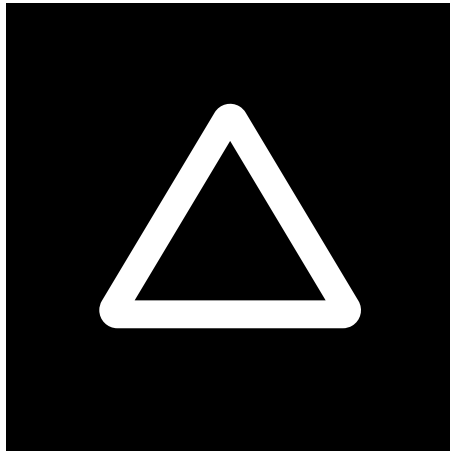
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The glyph is based on 'Δ' (delta) the fourth uppercase letter of the Greek alphabet. The triangle has been thickened slightly compared to the Delta logo, to enhance legibility at small sizes.



App Icon

The triangle glyph has been carefully aligned within the icon bounds to be optically centered on the vertical axis (without this vertical offset the triangle will appear to be closer to the bottom of the container when centered absolutely).



Delta Wordmark

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The Delta wordmark can also be used as a standalone branding device when a more horizontal format is required. Remember to never add the triangle glyph in front or behind the wordmark. The font used in creating the wordmark is Comfortaa Bold.

delta

Delta Direct Logo

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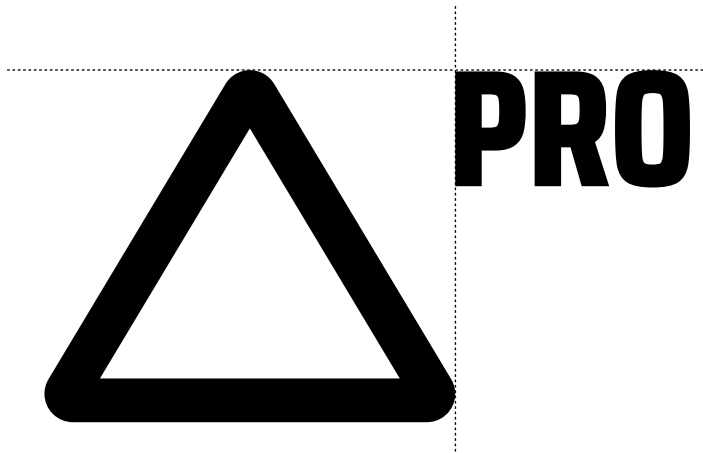
The Direct parallelogram can also be used on it's own without the Delta logotype.



Delta Pro Branding

Glyph Pro logo indicates an active Pro subscription; Pro badges used to highlight Pro enabled services.

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Glyph Pro logo



Pro badges

eToro Banner

To illustrate our relationship with eToro we have a 'Powered by eToro' banner.

[Download](#)

POWERED BY 'etoro'



delta

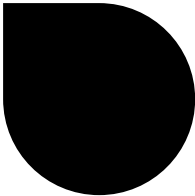
POWERED BY 'etoro'

Color Palette



Base Palette

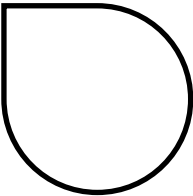
Black



RGB
0,0,0

HEX
000000

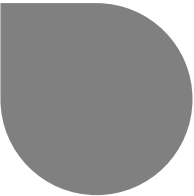
White



RGB
255,255,255

HEX
FFFFFF

Grey



RGB
128,128,128

HEX
808080

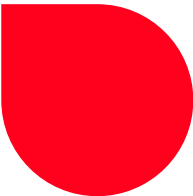
Winning Green



RGB
0,176,97

HEX
00B061

Losing Red



RGB
240,22,47

HEX
F0162F

Ultraviolet



RGB
98,54,255

HEX
6236FF

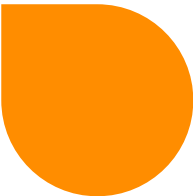
Pro Blue



RGB
0,104,230

HEX
0068E6

Live



RGB
247,147,26

HEX
F7931A

eToro



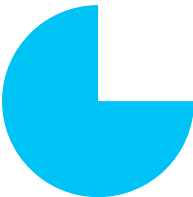
RGB
122,178,0

HEX
7AB200

Analytics Palette

This secondary palette is used for creating analytics infographics.

Stats Cyan



RGB
50,193,241

HEX
32C1F1

Stats Blue



RGB
57,73,186

HEX
3949BA

Stats Purple



RGB
155,70,174

HEX
9B46AE

Stats Red



RGB
214,80,80

HEX
D65050

Stats Orange



RGB
254,151,48

HEX
FE9730

Stats Yellow



RGB
253,211,53

HEX
FDD335

Stats Lime



RGB
189,209,53

HEX
BDD135

Stats Green



RGB
92,174,94

HEX
5CAE5E

Typography

T

Public Sans Typeface

[Download](#)

Public Sans is a strong, neutral typeface particularly suited to crafting interfaces, text, and headings. For comparison, Public Sans is sized somewhere between SF Pro Text (iOS devices) and Roboto (Android devices). The font family includes 9 font weights which can all be used, but the core weights for creating consistent Delta app design are the Regular and Bold weights. Public Sans is

source project, so is free of any licensing restrictions (<https://github.com/uswds/public-sans>).

The quick brown fox jumps over the lazy dog
The quick brown fox jumps over the lazy dog
The quick brown fox jumps over the lazy dog
The quick brown fox jumps over the lazy dog
The quick brown fox jumps over the lazy dog
The quick brown fox jumps over the lazy dog
The quick brown fox jumps over the lazy dog

Titling

When using the Public Sans bold font for headlines and titles, the line-height can be tightened slightly over the default setting.

Title Font
Public Sans Bold

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz**

Title Line-Height
Tighter than the
default line-height

**The spectacle before us was indeed
sublime. Apparently we had reached a
great height in the atmosphere, for the**

Proportional vs. Monospaced

Public Sans features tabular figures which allow for greater control over data design and formatting.

Numbers
Proportional

0123456789
1111111111

Numbers
Monospaced

0123456789
1111111111

Bodytext

Bodytext for the most part will use the regular font weight and keep the default line-height. Whenever using the word Delta please always capitalise the 'D' letter.

Body Font
Public Sans Regular
with default line-
height

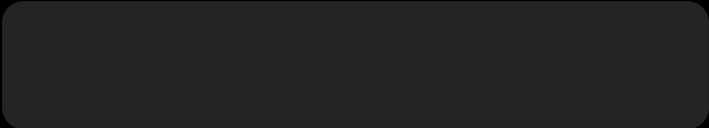
Being the savage's bowsman, that is, the person who pulled the bow-oar in his boat (the second one from forward), it was my cheerful duty to attend upon him while taking that hard-scrabble scramble upon the dead whale's back. You have seen Italian organ-boys holding a dancing-ape by a long cord. Just so, from the ship's steep side, did I hold Queequeg down there in the sea, by what is techni...

App Design Guide



Text
#FFFFFF

Grey text / Hint text
#808080



Container Fill #242424, Common Border Radius 8px

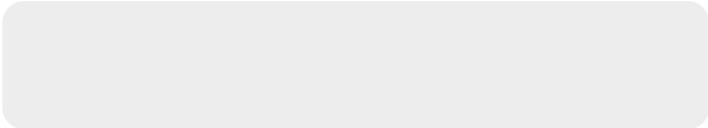
Hairline Divider 0.5px, #4D4D4D



Dark Mode Grey Palette

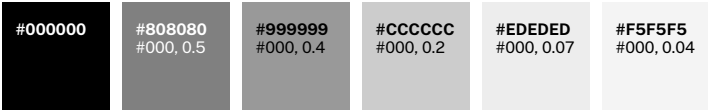
Text
#000000

Grey text / Hint text
#808080



Container Fill #EDEDED, Common Border Radius 8px

Hairline Divider 0.5px, #CCCCCC

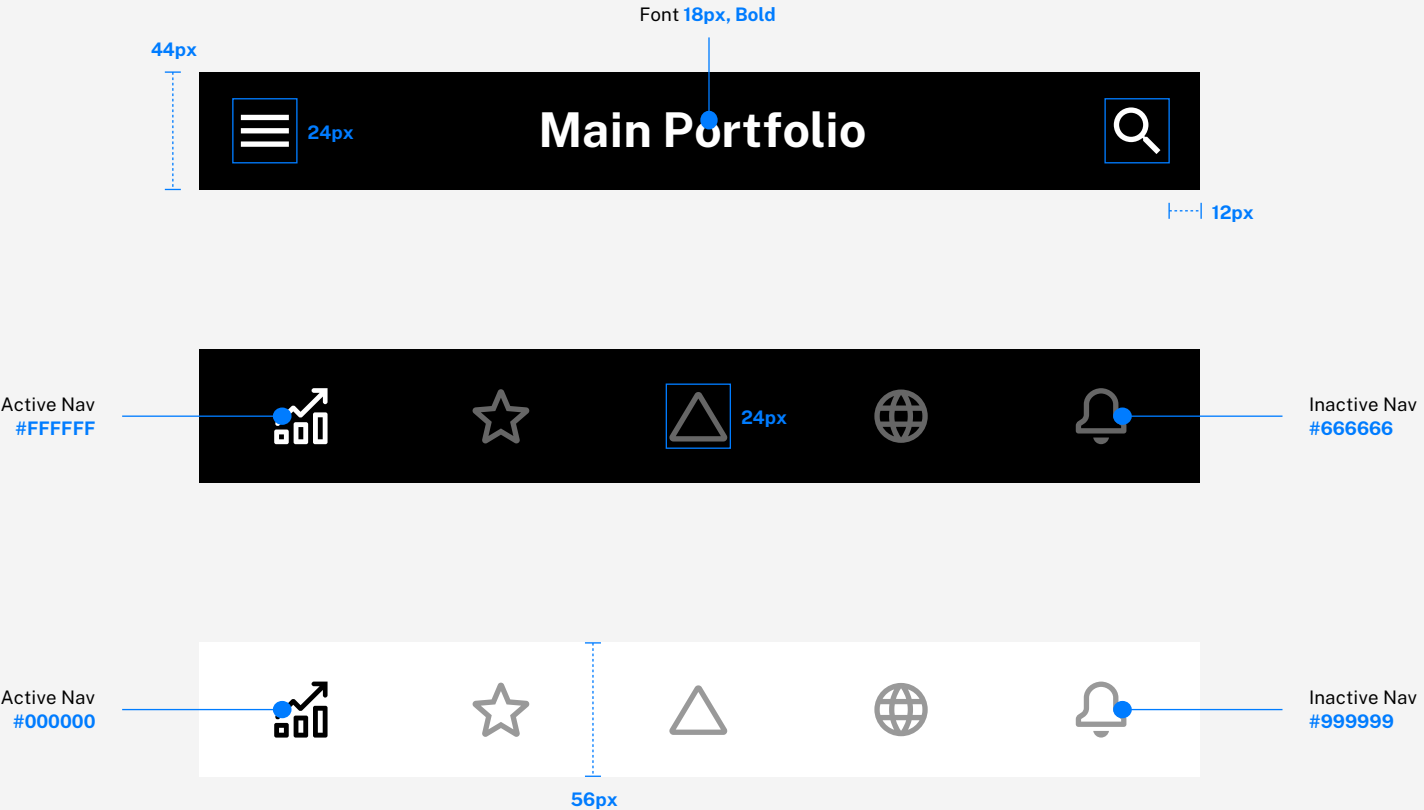


White Mode Grey Palette

| FONT SIZE | FONT WEIGHT |
|------------|-----------------------|
| 43 | Bold |
| 32 | Bold |
| 18 | Bold / Regular |
| 15 | Bold / Regular |
| 14 | Bold / Regular |
| 12 | Bold / Regular |
| 16, 13, 11 | (Used infrequently) |

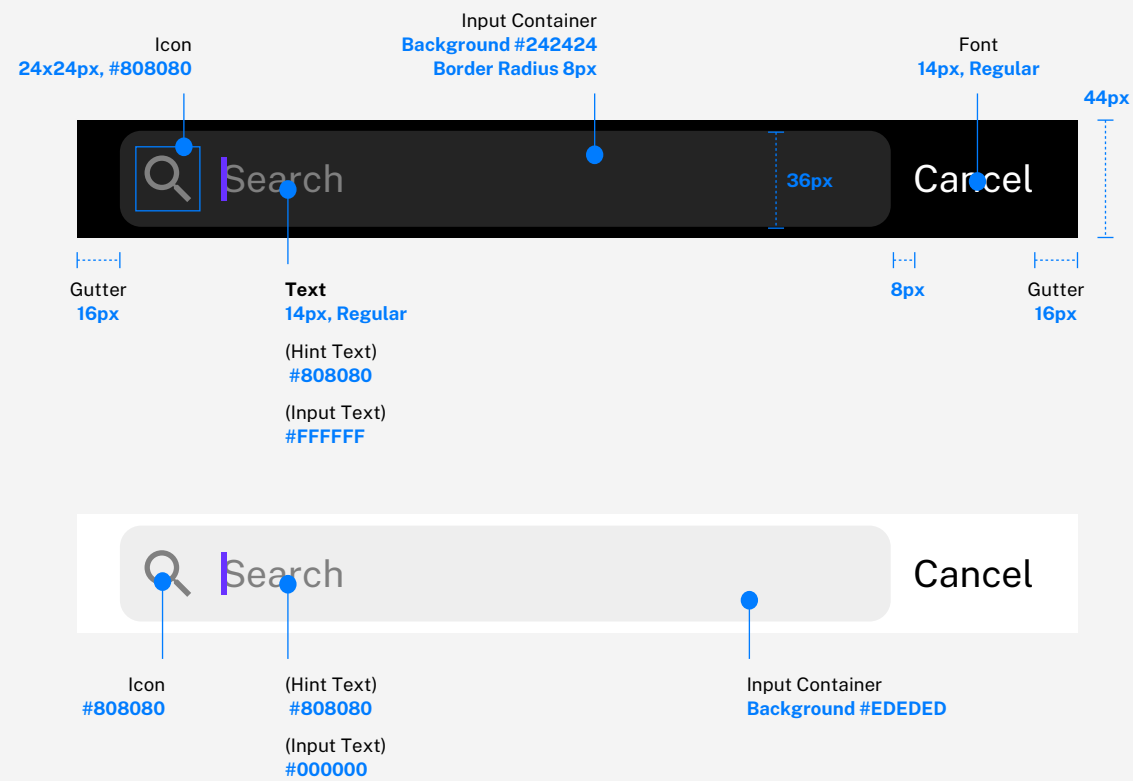
Top / Bottom Nav Bars

Navigation bar specifications.



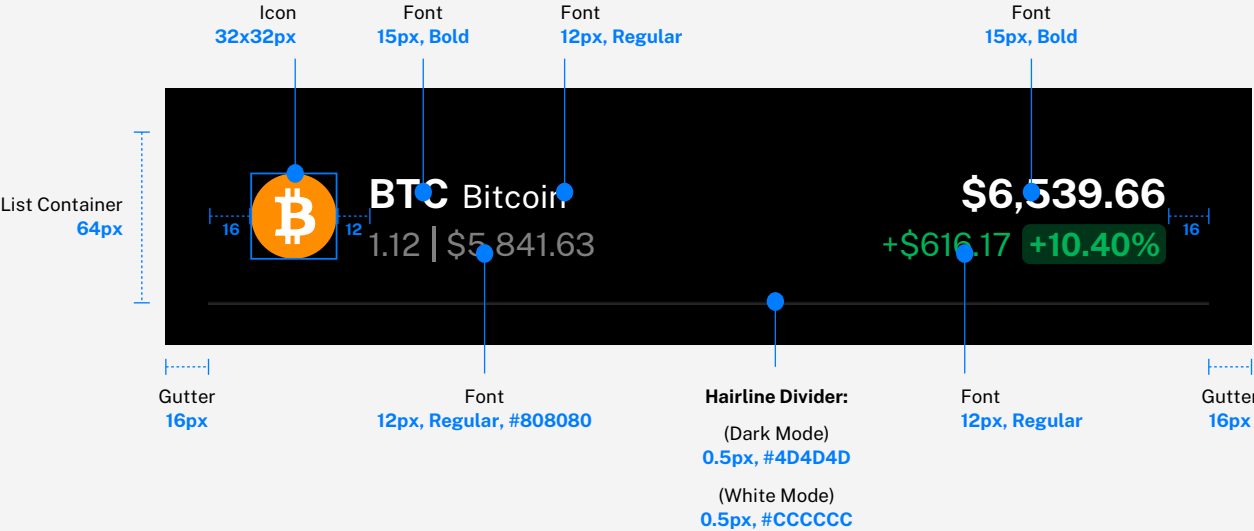
Search Bar

Search input bar specifications.

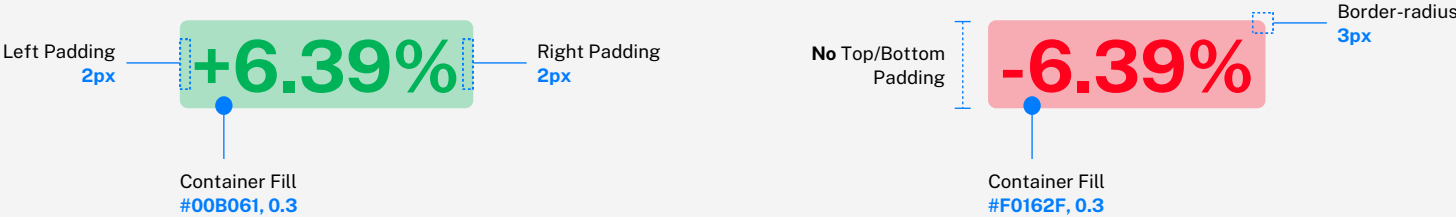


List Item

List item layout specifications.



Price Change Label



Asset Graph

Graph component specifications.



Delta. Just Track It

