BRAND GUIDELINES · V1 · NOVEMBER 2026



THE TRADING Goblin

Read the candles. Indicators, courses and a goblin warlock who shows you the signal.

01 · LOGO

A hooded candle

The emblem is a candlestick and a goblin at the same time. From across a room it reads as a candle on a chart. Up close it's Grimhex in his hood.

The emblem. Grimhex's pointed hood is the candle's body, with a wick above and below. His ears break the silhouette so it never looks like a plain chess piece, and two amber eyes and a jagged grin sit in the shadow of the hood.

The wordmark. "Goblin" is set in Grenze Gotisch with the i swapped for a green candle, and the dot of the i lit as a flame. "The Trading" sits above it in wide-tracked capitals.

Why it works. One shape carries the whole idea: trading (the candle), magic (the glow) and the character (the goblin). It survives being shrunk to a favicon, stitched on a cap or printed in one colour.



Lockups

Use the primary lockup wherever there's room. The stacked version suits square spaces, the emblem works alone as an icon, and the single-line wordmark is for the site's nav bar.



Primary lockup

Emblem beside the two-line wordmark. The default for the site header, decks and socials.



Stacked

For square spaces: profile banners, merch, the course certificate.



Emblem

App icon, favicon, avatar, watermark on charts.

The Trading Goblin

Single-line wordmark

The nav bar and anywhere the height is tight. Only the i in Goblin becomes a candle.

Colour versions

Full colour on Den Black is the default. Use the one-colour versions for print, embroidery, partner logos and anywhere colour isn't available.

Full colour, dark

Default

Full colour, light

On Parchment

Parchment

One colour, dark grounds

Den Black

One colour, light grounds

On crimson

Merch and promos

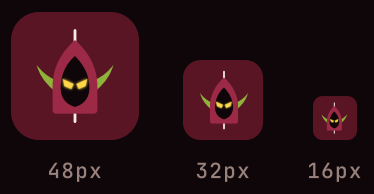
Clear space and minimum size

Leave space the width of one ear (x) on every side. Below 32px, switch to the favicon emblem, which drops the grin and fine ear detail.



Clear space

Minimum lockup width: 140px on screen, 35mm in print.



Favicon emblem

Simplified for tiny sizes, set on Crimson Deep.

Don't



DON'T stretch or squash it



DON'T recolour it off-palette



DON'T add shadows, glows or tilt



DON'T put it on busy backgrounds

02 · COLOUR

Candlelight in the den

A dark, warm base lit by two light sources: Grimhex's green orb and his amber eyes. Crimson is the brand colour, used for shapes and surfaces. Click any swatch to copy its hex code.

Den Black
#0E0609
Backgrounds. The ground everything sits on.

Parchment
#F5EDE6
Text on dark, light surfaces, course pages.

Hex Crimson
#9C2A46
The logo hood, brand shapes, merch.

Hex Green
#8CFF5A
The orb. Primary buttons, links, focus, magic.

Ember Amber
#FFD54A
His eyes. Premium, the paid indicator, highlights.

Supporting colours

For surfaces, borders and secondary text. Never as the main accent.

Crimson Deep
#5A1524
Cloak, panels

Goblin Moss
#8FB33A
His skin, ears

Den 2
#170B10
Cards

Den 3
#221018
Raised cards, inputs

Seam
#3A1B27
Borders, dividers

Ash
#C4B0A9
Secondary text

Market colours

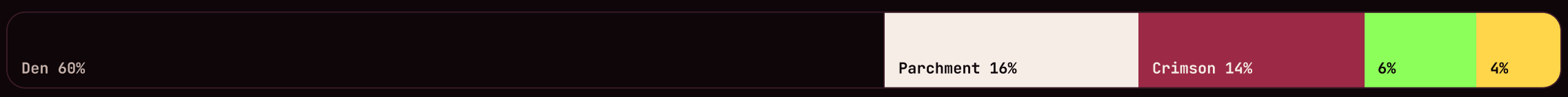
Only for price data: candles, price tags and signal markers. They are never used as brand decoration, so green and red always mean up and down.

Bull
#3BE3A4
Up candles

Bear
#FF5E78
Down candles

Proportion

Roughly how much of any page each colour should cover. Mostly dark, with light used sparingly so it stays special.



Contrast

Pairs checked against the WCAG standard for readable text.

Aa
Parchment on Den
PASSES · 17:1

Aa
Hex Green on Den
PASSES · 15:1

Aa

Den on Hex Green (buttons)

PASSES · 15:1

Aa

Crimson on Den

FAILS · 2.7:1 · SHAPES ONLY

03 · TYPOGRAPHY

Three voices

A hybrid blackletter for drama, a clean sans for everything people need to read, and a monospace for numbers. All three are free on Google Fonts under the SIL Open Font License, so they work on the site, in print and on merch.

DISPLAY

Aa

Grenze Gotisch

Headlines, the wordmark and big moments. Weights 600 and 800.

Read the candles. ABCDEFGHIJKLM abcdefghijklm 0123456789

BODY AND UI

Aa

Instrument Sans

Paragraphs, buttons, navigation, forms. Weights 400 to 700.

The orb stirs when a new signal prints. ABCDEFGHIJKLM abcdefghijklm 0123456789

DATA AND LABELS

Aa

JetBrains Mono

Prices, tickers, timeframes and small uppercase labels. Weights 500 and 700.

HEX/USD 4H 248.00 +0.84% 0123456789

Type scale

Sizes for desktop. On phones, scale the two display sizes down to about 60% and keep the rest.

TOKEN	SAMPLE	FONT AND SIZE	USE
display-xl	Read the candles	Grenze 800 · 96/0.86	Homepage hero only
display-l	Join the circle	Grenze 800 · 56/0.95	Section titles
title	Reading the Hoard Bands	Instrument 700 · 20/1.3	Cards, course and lesson titles
body	Squeezes come before big moves.	Instrument 400 · 16/1.6	Paragraphs, descriptions
small	Updated 2 hours ago	Instrument 400 · 14/1.5	Captions, helper text
label	PREMIUM INDICATOR	Mono 500 · 11 · +12% tracking	Eyebrows, chips, tags
data	BTC/USD 4H · 248.00	Mono 500 · 13/1.3 · tabular	Prices, tickers, stats

Rules

- **Grenze Gotisch only from 32px up.** Never for paragraphs, buttons or anything under 32px, where blackletter gets hard to read.
- **Sentence case for headlines.** "Read the candles", not "Read The Candles". Blackletter in all caps is hard to read.
- **Numbers always in JetBrains Mono.** Tabular figures keep prices lined up in tables and tickers.

- **One display line per section.** Let the drama land once, then switch to Instrument Sans.

04 · MASCOT

Logo signs, Grimhex performs

The logo and the mascot do different jobs. Keeping them apart stops the logo getting busy and gives Grimhex room to act.



THE LOGO

The signature

Nav bar, favicon, app icon, social avatars, invoices, merch, partner pages. Always the same, never animated beyond the flame.

GRIMHEX

The performer

Homepage hero, paywall, alerts, courses, empty states, 404, social video. He moves, talks and reacts to the market.

Never put the full Grimhex illustration inside a logo lockup, and never redraw the emblem with his full face. When both appear on one screen, keep the logo small in the nav and let Grimhex take the space.

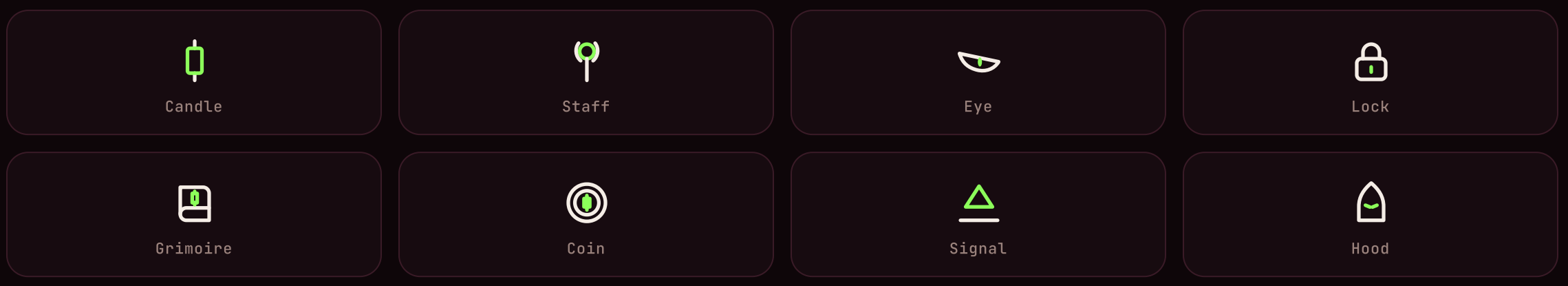
His expressions, colourways, voice and full animation rig are on his character sheet.

Open the Grimhex character sheet

05 · ICONS AND UI

The small stuff

Line icons at 1.75px stroke with rounded ends, and at most one Hex Green detail each. Interface pieces stay quiet so the charts and Grimhex stand out.



Interface pieces

Browse indicators
Join the circle
Watch lesson 1

FREE PREMIUM NEW 4H 248.00 246.12 ▲ ▼

Hoard Bands PREMIUM



Volatility bands that squeeze before big moves. Example card layout.

TOKENS

radius	Buttons 12px · cards 18px · panels 24px · chips fully round
spacing	4 · 8 · 12 · 16 · 24 · 32 · 48 · 72
borders	1px Seam on dark, never shadows on dark grounds
glow	Only on light sources: the orb, his eyes and candle flames
motion	200 to 400ms, ease-out. Magic effects can run longer

06 · VOICE

Theatrical, never reckless

The brand talks like Grimhex: dramatic and a bit smug, but always on the trader's side. The drama goes into the wording. It never goes into promises about money.

Theatrical, not silly

Spells, circles, grimoires and hoards. Lean into the world, but keep every sentence clear enough to act on.

Straight about risk

Indicators help people read the market. They don't predict it. No profit claims, no "guaranteed", no hype.

Secretly helpful

Under the hood (literally) he's teaching. Every line should leave the trader knowing what to look at next.

Say this, not that

SAY	NOT
"The orb stirs. Look at BTC 4H."	"BTC is about to moon. Get in now!"
"This spell is for the circle only."	"Members make guaranteed profits."
"Your apprenticeship continues."	"You're a pro trader now."
"Let the weak hands fold."	"Don't worry, it always bounces."

Taglines

The first is the main one. The others are for campaigns and socials.

Read the candles.

Primary. Homepage hero, bios, merch.

Charts, with a hex on them.

Product pages and ads.

Every hoard starts with one candle.

Courses and beginner content.

07 · HOMEPAGE MOODBOARD

What the homepage could feel like

A warlock's study crossed with a trading terminal: candlelight, crimson velvet, grimoire pages and live charts. The pieces below set the mood. The list after them is a suggested page order.

The Trading Goblin

Join the circle

TRADING INDICATORS · COURSES

Read the candles.

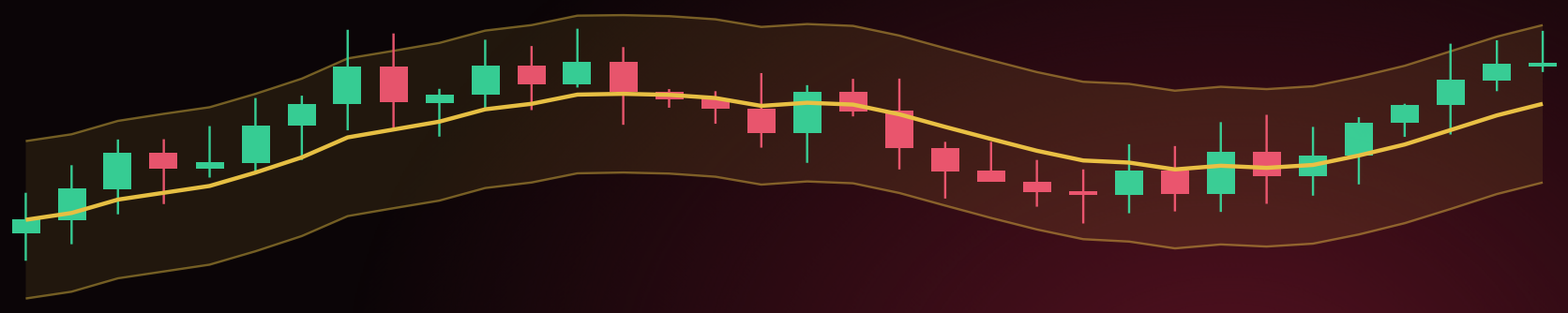
Indicators, courses and a goblin warlock who shows you the signal.

Browse indicators

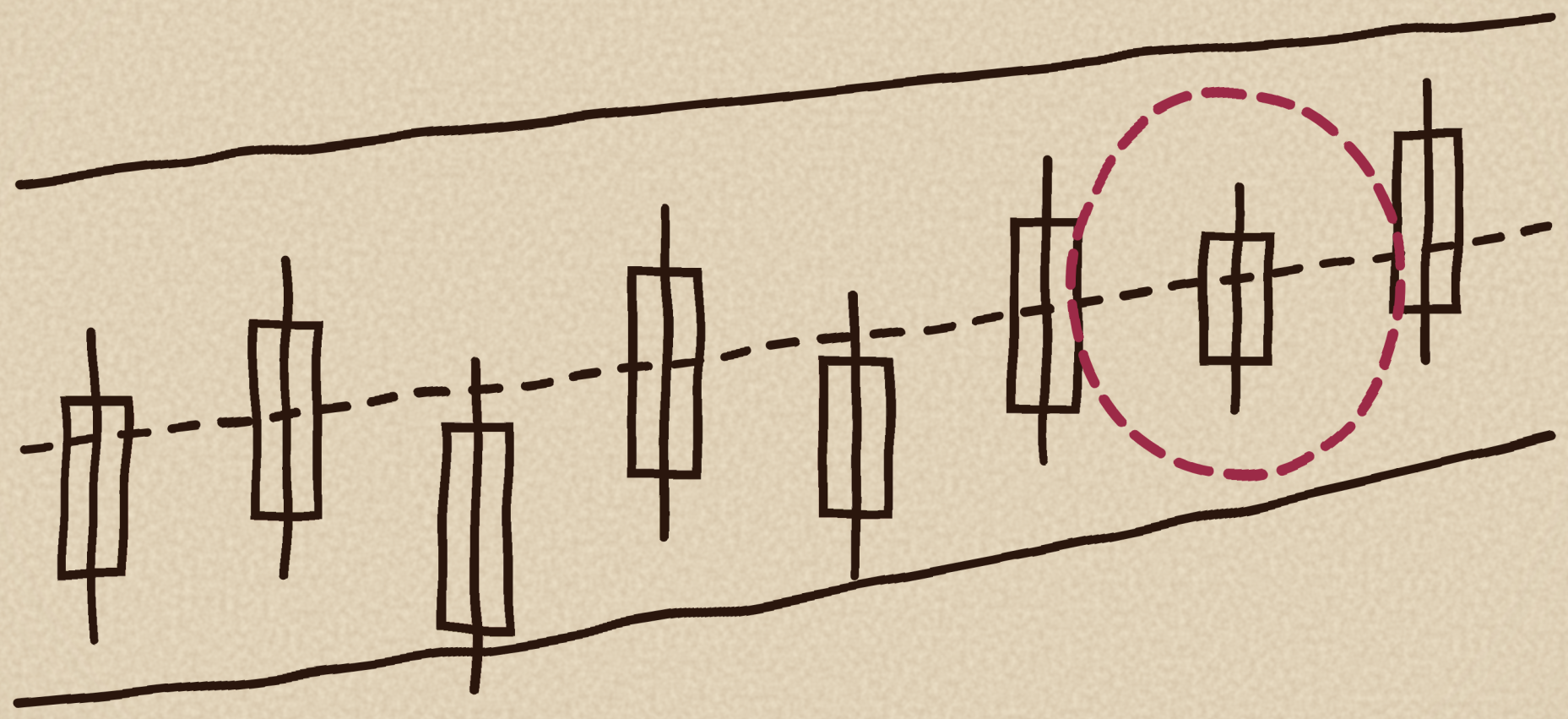
Join the circle



HERO



Lesson iii · The Squeeze



When the bands draw tight, ready the spell.

GRIMOIRE PAGES · COURSES

CRIMSON VELVET · PREMIUM

Grenze Gotisch 800

Goblin

TYPE

FREE

Wick Hunter



FREE

Squeeze Radar



PREMIUM

Hoard Bands



INDICATOR LIBRARY · EXAMPLE NAMES



LIGHT

MEMBERSHIP · PRICE TO BE SET

PRICING

The Circle

- Hoard Bands indicator
- Every course
- Signal alerts and Discord

Join the circle



Course · 8 lessons

Reading the Hoard Bands

Beginner · 1h 40m

CASE STUDY · EXAMPLE

How a swing trader reads the squeeze

6 min read

MOTION

Orb pulses on hover

Indicator draws in as you scroll

Grimhex peeks over the paywall



ICONS

PALETTE

Low fog,
candle smoke

ATMOSPHERE

Homepage, top to bottom

A suggested order. Each section has one job, and Grimhex has one moment in it.

01 Hero

"Read the candles." with a live chart and two buttons: Browse indicators and Join the circle.

GRIMHEX: stands beside the chart and casts the indicator onto it as the page loads.

02 Indicator library

The free indicators in a grid, with the premium one locked at the end.

GRIMHEX: peeks over the locked card.

03 Premium spotlight

One indicator explained: what it shows, when it signals, and a chart example.

GRIMHEX: draws the bands onto the chart as you scroll.

04 Courses

Course cards in the grimoire style, from beginner to advanced.

GRIMHEX: points his staff at the first lesson.

05 Case studies

Real traders who use the indicators, with their permission and without profit claims.

GRIMHEX: stays out of this section so the people are the focus.

06 Join the circle

Membership and pricing on crimson velvet, with a short FAQ underneath.

GRIMHEX: holds up the orb beside the price card.

07 Footer

Logo, links, risk disclaimer and socials.

GRIMHEX: dozes in the corner.

The Trading Goblin brand book v1. Fonts from Google Fonts. Indicator names and the price card are placeholders.

Grimhex character sheet