

Logo usage guide

Logo files and placement notes.

01 / FULL LOGO



Black logo / Light backgrounds

SVG Scalable artwork for websites and design.



White logo / Dark backgrounds

PNG Transparent. 3840 x 720 px.

Files: 01-full-logo/tradrr-logo-black or tradrr-logo-white, in .svg and .png.

02 / COMPACT PLACEMENTS



Symbol only

Small spaces where the Tradrr name is already visible nearby.

02-symbol / SVG + transparent PNG



Square icon

Directories and avatars.
1024 x 1024 px, light and dark.

03-square-icon / SVG + PNG

03 / PLACEMENT & APPEARANCE

Original artwork

The files include the symbol and original Tradrr lettering.

Backgrounds

Black works well on light backgrounds; white suits dark backgrounds.

Clear space

A little space helps the logo sit clearly alongside other brands.

Size & proportions

Scaling the whole image together retains its proportions and margins.

Light & dark versions

Both are optically balanced and can share the same image dimensions.

Format tip: SVG stays sharp at any size. PNG is a handy alternative for uploads and presentations.