

2025

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Version 1.0



SYSTEM⁰⁹
BRAND OUTLINE



INTRODUCTION

Welcome to the new and improved System 9 Brand Outline, designed to provide a comprehensive framework for effectively representing System 9's brand identity. These rules ensure consistency and coherence across all brand touch points and media formats.



CONTENTS

1.0 Introduction

- 1.1 Table of content
- 1.2 About the brand

2.0 Logo

- 2.1a Logomark
- 2.1b Logotype
- 2.2 Lockups
- 2.3 Negative Space
- 2.4a Minimum sizes
- 2.4b Placement

3.0 Color

- 3.1 Color pallet
- 3.2 Combinations

4.0 Typography

- 4.1 Typeface
- 4.2 Weights
- 4.3 Type Sizing

About the brand — System 9 is a fast growing technology and trading company headquartered in Los Angeles. Specializing in low-latency, high-frequency algorithmic trading for cryptocurrency exchanges.

Aiming to deliver sustainable, tailored solutions, System 9 has built a reputation as a reliable partner for market making.

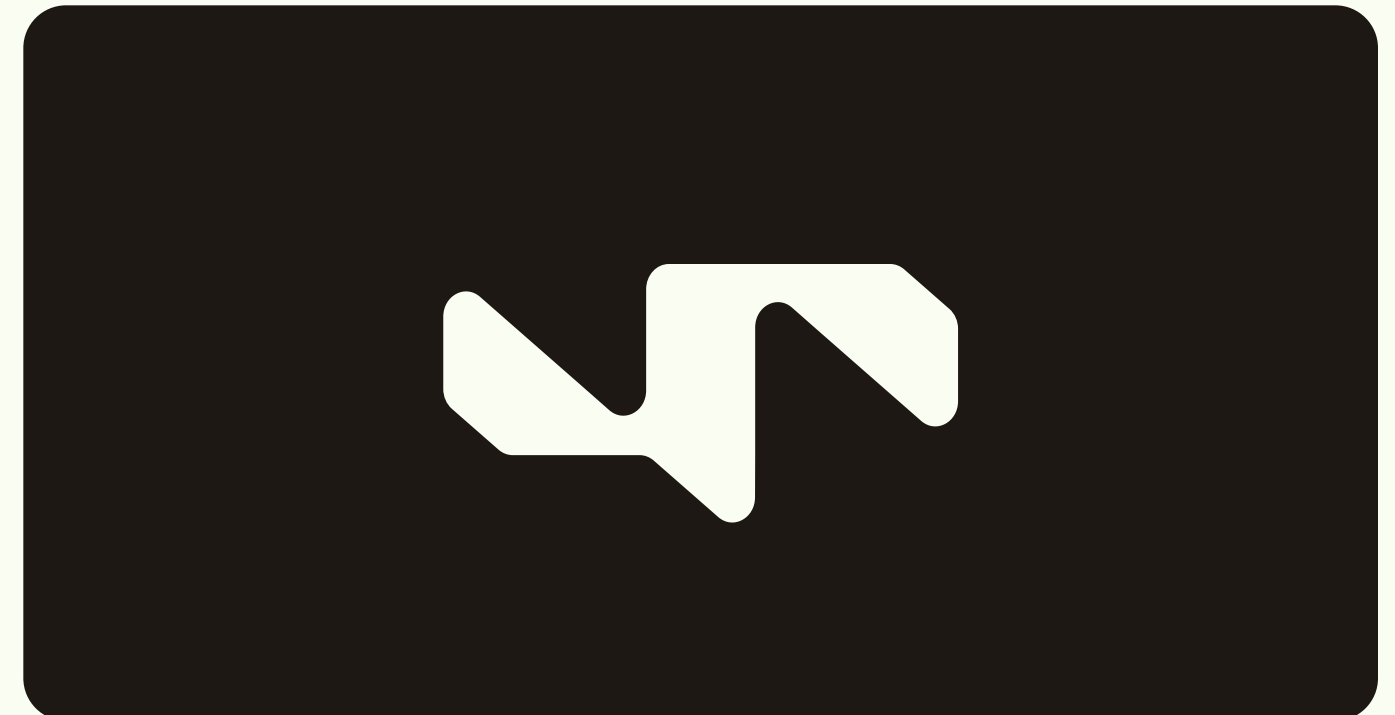
LOGO

- 2.1a Logomark
- 2.1b Logotype
- 2.2 Lockups
- 2.3 Negative Space
- 2.4a Placement
- 2.4b Minimum sizes



LOGOMARK

System 9 is embodied in its logo—A visually abstract “S” from one perspective or “9” from another. Skewed horizontally, flowing down and up, representing the movements of the markets. with the profile of the tips of two arrows poking through in opposing directions. Through the movement, the logo retains a constant profile along the y axis, representing System 9’s neutrality to the highs and lows of market movement.



LOGOTYPE

This versatile and free-for-commercial-use font lends a sleek contemporary feel, while the rounded corners lend compliment to the brand’s logomark.

SYSTEM⁰⁹



LOGO LOCKUPS

This combination of the logomark and logotype ensures a consistent and recognizable representation of the brand across various applications.



This shorthand is also acceptable for internal use or for brand reinforcement in cases in which the underlying brand has already been established

NEGATIVE SPACE

Proper margin should always surround the logo.



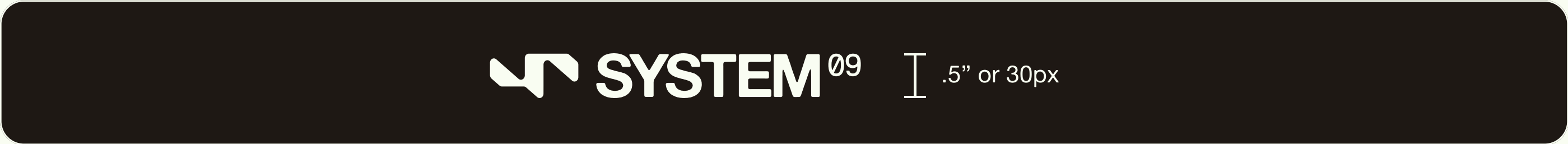
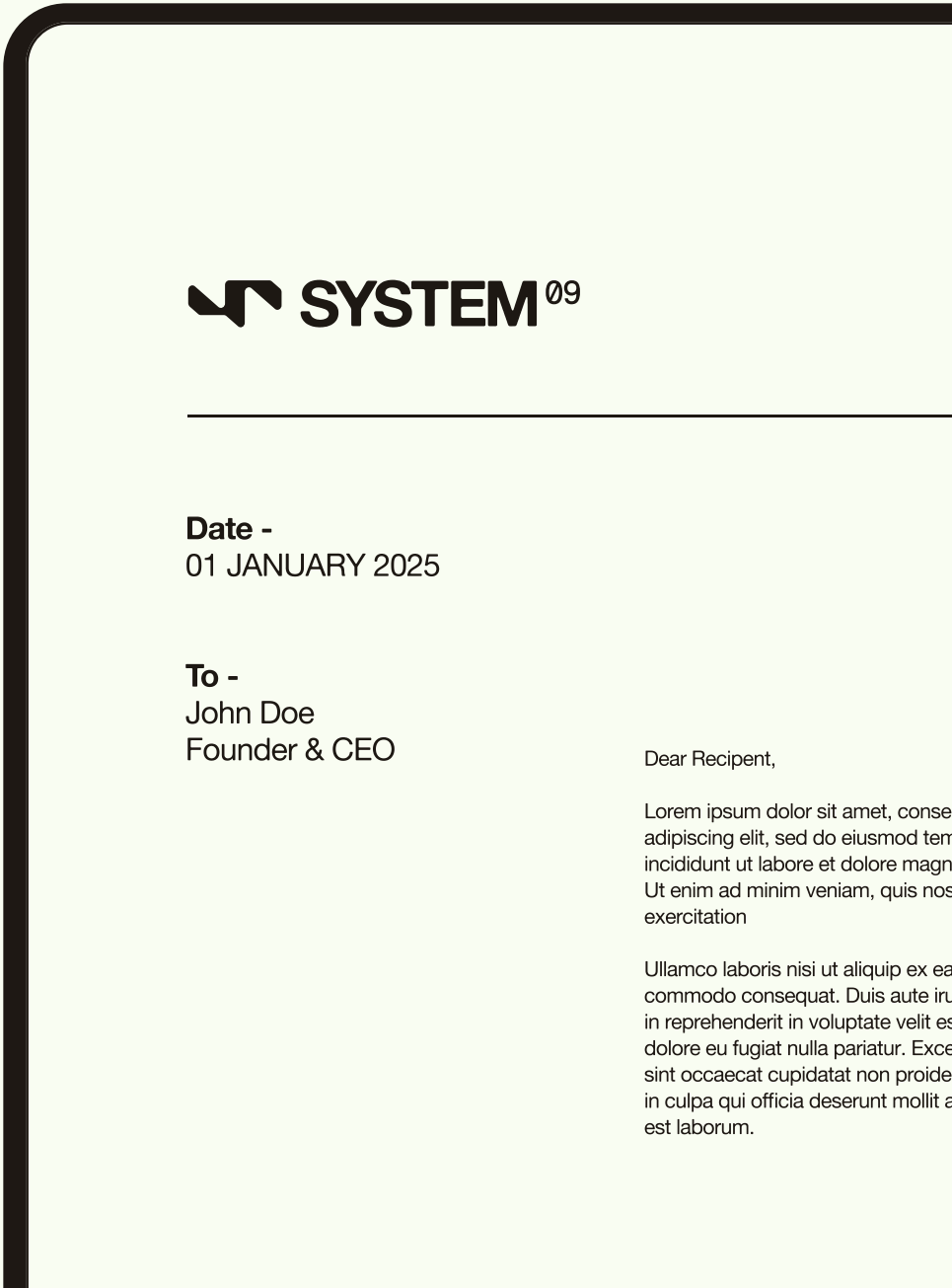


PLACEMENT

Position the logo on the primary grid line, aligning it to the left side for a prominent presence. In cases where the necessary space is not available, the logo should be placed in either the top or bottom left corners of the page.

MINIMUM SIZE

The version is optimized for sizes that are not excessively small. It mandates a minimum height of .5" for print applications and a minimum of 30px for digital applications, ensuring legibility and clarity even at larger dimensions.



COLORS

- 3.1 Color pallet
- 3.2 Combinations



White*

#fafdf3

C: 1 R: 250 H: 78
M: 0 G: 253 S: 71
Y: 4 1 B: 243 L: 97
K:

20%	#cecf66
40%	#a2a29a
60%	#76746d
80%	#4a4741

Black*

#1e1914

C: 0 R: 30 H: 30
M: 17 G: 25 S: 20
Y: 33 B: 20 L: 10
K: 88

20%	#4a4741
40%	#76746d
60%	#a2a29a
80%	#cecf66



COMBINATONS

The consistent use of color is vital to effective brand recognition. System 9's brand should always be represented in it's brand colors.



TYPOGRAPHY

- 4.1 Typeface
- 4.2 Weights
- 4.3 Type Sizing



TYPEFACE

This versatile and free-for-commercial-use font lends a sleek contemporary feel, while the rounded corners lend compliment to the brand's logomark.

ALTE HAAS
Grotesk

Styling the the font with bold weight and all caps should be done to align titles and headings with the brands logomark. All caps should not be utilized without being paired with bold weight, however bold weight can be used on normal casing type.

Line Height: 120%
Letter Spacing: -2.8%



WEIGHTS

Regular

ABCDEFGHIJKLMN
abcdefghijklmno
0123456789° (!"#\$

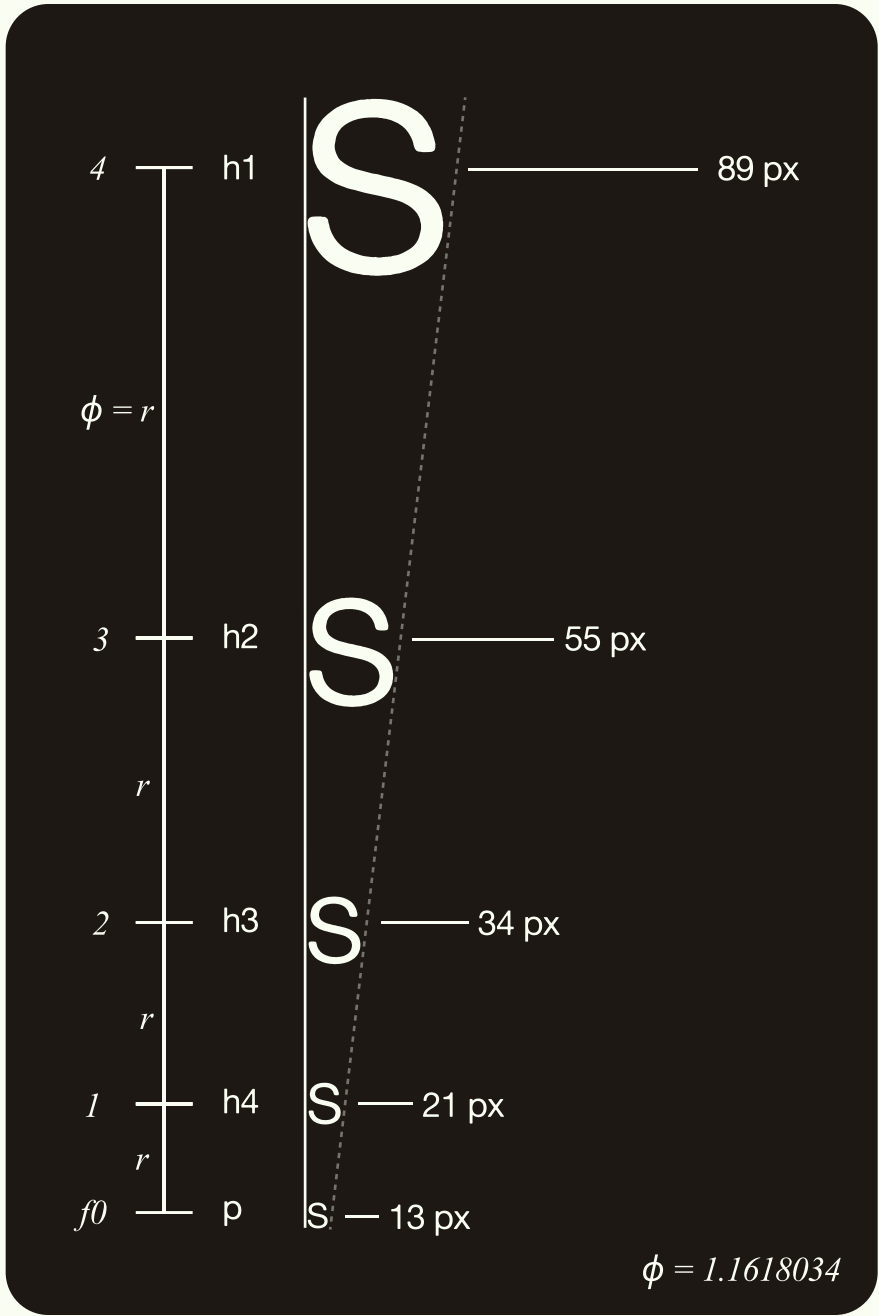
Bold

ABCDEFGHIJKLMN
abcdefghijklmno
0123456789° (!"#\$



TYPE SIZING

Font scaling should adhere to the golden ditonic scale with a base size of 8 or 13 units. The scale used for this document can be seen below:



55 Px

TITLE

34 Px

Heading

21 Px

Body

13 Px

Caption