FrameMind

TradeOS

DISTRIBUTION NETWORK

Brand Identity Kit

Logo · Icon · Variations · Guidelines

Powered by FrameMind AI Studio · v1.0 · November 2026

Logo variations



Primary lockup — with tagline. Use on hero areas, covers, signage.



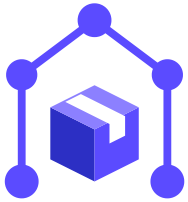
Primary reversed — on Primary navy only.



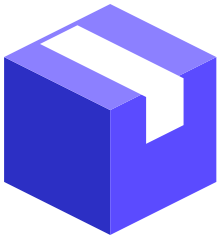
Horizontal (no tagline)



Stacked



Icon only



Monogram (T-Box)

Icons & app icons



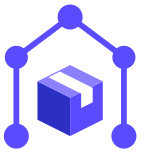
Navy — default store icon



Accent violet



Lilac surface



Colour



One-colour navy



Reversed



Outline (emboss / line art)



Favicon · 16–64 px

The five nodes are distributors and retailers; the parcel at the centre is the order moving between them. Keep the node network and parcel together — never use the network without the parcel.

Clear space & minimum size



Clear space = height of one network node (x) on every side. Nothing — text, edges, other logos — enters this zone.



120 px / 30 mm
horizontal



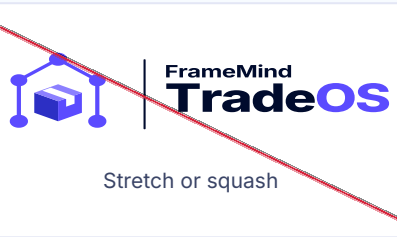
80 px / 20 mm
stacked



16 px
icon / favicon

Below these sizes switch to the icon only. Tagline lockups need at least 200 px / 50 mm width.

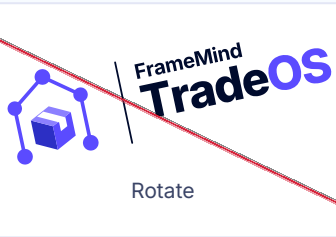
Don’t



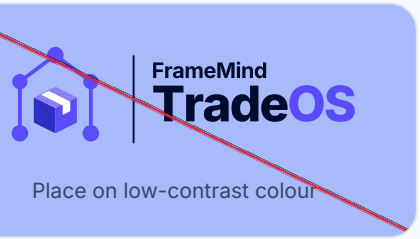
Stretch or squash



Recolour outside the palette



Rotate



Place on low-contrast colour

04 · SYSTEM

Colour & typography

Primary
#000B2D
RGB 0 11 45
Headlines, wordmark, dark surfaces
vs white 19.3:1 · vs navy 1.0:1

Accent
#5B4BFF
RGB 91 75 255
“OS”, icon, buttons, links
vs white 5.4:1 · vs navy 3.6:1

Secondary
#A7BBFA
RGB 167 187 250
Illustration, charts, patterns
vs white 1.9:1 · vs navy 10.3:1

Surface
#EBE0FF
RGB 235 224 255
Cards, chips, app-icon tile
vs white 1.3:1 · vs navy 15.3:1

Background
#F7FBFF
RGB 247 251 255
Page background
vs white 1.0:1 · vs navy 18.6:1

Contrast ratios are calculated (WCAG 2.1). Body text: Primary on Background/Surface/white. Accent passes AA for text on white; use white text on Accent buttons. Secondary and Surface are decorative only — never for text. Print values (CMYK / Pantone) to be matched and proofed with your printer.

Aa

Inter (alternate: Manrope)

Extra Bold 800 — Headlines
Bold 700 — Subheadings
Medium 500 — Body & labels
Regular 400 — Paragraphs

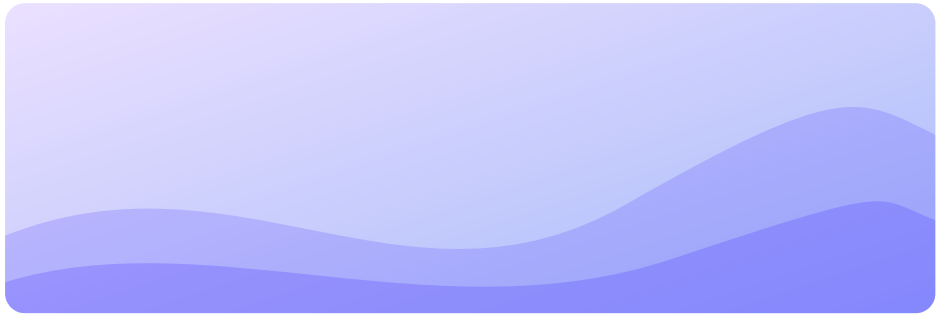
Inter is free (SIL OFL) and also available in Adobe Fonts. Headlines: tracking −2%. Tagline caps: tracking +40%.

Taglines, patterns & usage

One app.
Multiple distributors.
One ordering network.

The **B2B** Ordering Network for Distributors & Retailers.

Connect.
Order.
Distribute.
Grow.



Wave gradient — hero and cover backgrounds



Dot grid — section and slide backgrounds

TradeOS Home Orders Products Retailers

FrameMind TradeOS

TradeOS