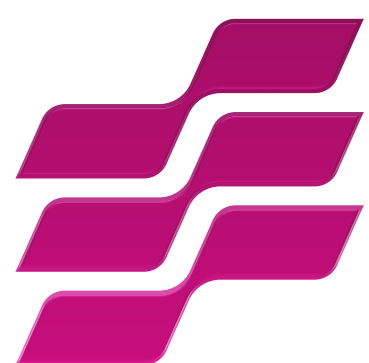
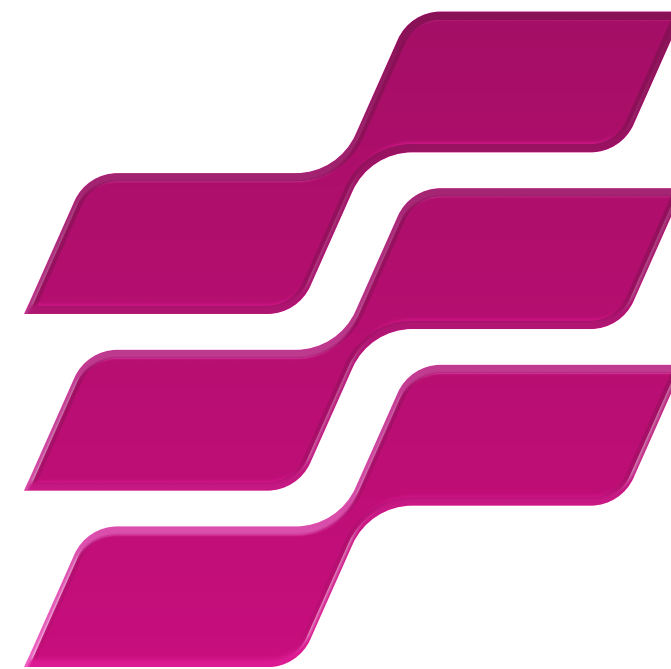




Brand Guidelines



SAHI Stride: The Mark of Intelligent Progress



Every great company owns a symbol. The SAHI Stride mark represents purposeful forward movement, disciplined growth, and intelligent decision-making.



Why Stride?

Every meaningful journey begins with a single step. Trading isn't about chasing moments. It's about moving forward with consistency.

The word Stride represents purposeful progress. Not speed for the sake of speed, but confident movement backed by knowledge and discipline.

That's the idea behind every experience we build.



The Story Behind the Mark

The SAHI Stride mark combines four ideas that define our philosophy. Together, they create a symbol that is simple, memorable, and unmistakably SAHI.



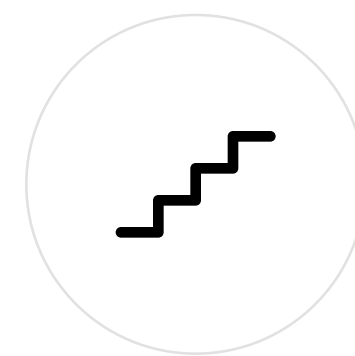
S Curve

+



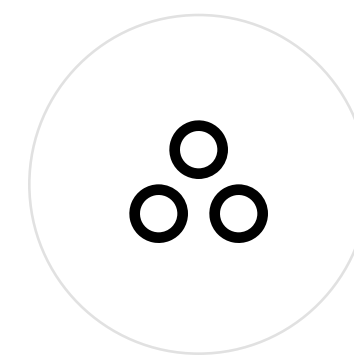
S Letter

+



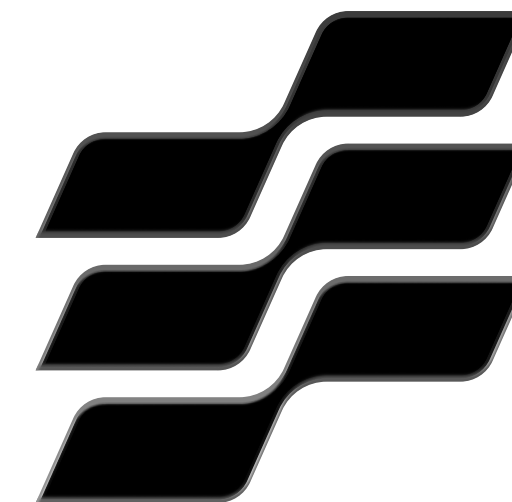
Steps - Growth

+



Power of 3 (PO3)

=



SAHI Stride



Four ideas. One symbol.



S Curve: Markets move in cycles. Growth isn't linear. The flowing S-curve reflects momentum, compounding, and continuous progress.



Letter S: The mark is built directly from the letter S, creating an identity that is uniquely owned by SAHI while remaining globally recognizable.



Steps - Growth: Each form represents a step forward. Disciplined progress. Measured growth. Confidence through consistency.



Power of 3: Three repeating forms represent rhythm, balance, and progression. A subtle nod to market cycles and long-term wealth creation.



Logo Color



Use Capital Purple, Capital Black, or Capital White only. Choose the version with the highest contrast: Capital Black on light backgrounds, Capital White on dark backgrounds, and ensure clear visibility over photography. Never use the logo in secondary brand colors.



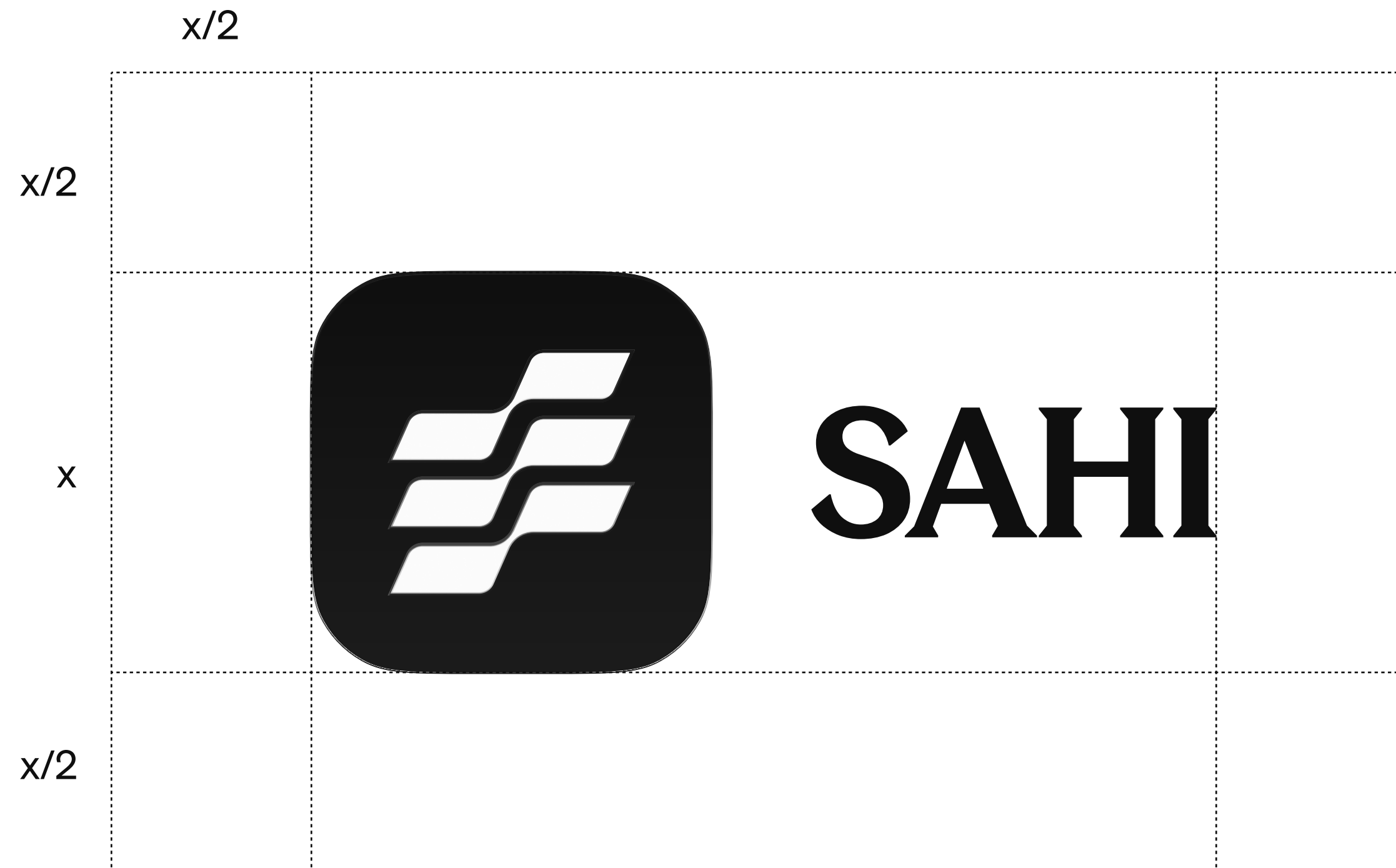
Clear Space

Minimum Size

For clarity across digital and print applications our logo should never be reproduced at any size below the adjacent guidance.

Clear Space

To look its best, our logo needs space to stand out. We have defined parameters to make sure no other elements encroach on this clear space.





Brand Extensions



**SAHI
Design**



**SAHI
AI**



**SAHI
Support**



**SAHI
Tech**



**SAHI
Learn**



**SAHI
News**



**SAHI
Careers**



**SAHI
Community**



**SAHI
Research**



**SAHI
Charts**



**SAHI
Ventures**



**SAHI
Academy**



**SAHI
Blog**



**SAHI
Partners**



**SAHI
Legal**



**SAHI
Reports**



Co-branding

When paired with a partner logo, maintain a clear space of $0.4x$ between marks, where x equals the width of the SAHI logo.

The partner logo should not exceed the height of the SAHI symbol, except for minor overhanging elements. For logos with unique proportions, align optically to achieve a balanced visual relationship.





Brand Name

To maintain consistency and strengthen brand recognition, always write the brand name as SAHI in uppercase.

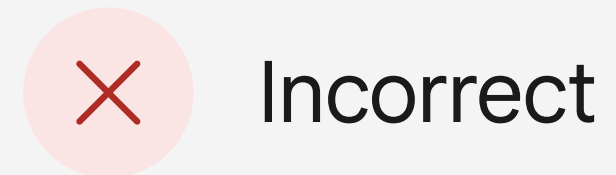
This applies across:

- Product UI
- Marketing copy
- Social media
- Website
- Presentations
- Documentation
- Internal communication



Correct

SAHI



Incorrect

Sahi
sahi
SAhi



Color



A new color for a new category.

Financial brands have looked remarkably similar for years. Blue. Green. Occasionally red. We chose a different direction. Purple represents intelligence, ambition, and innovation. It reflects our belief that trading should be driven by insight, not impulse, while giving SAHI a distinctive visual territory in a crowded market.

Purple stands for intelligence, ambition , and innovation.

More importantly, it gives us something increasingly rare.
A category we can own.

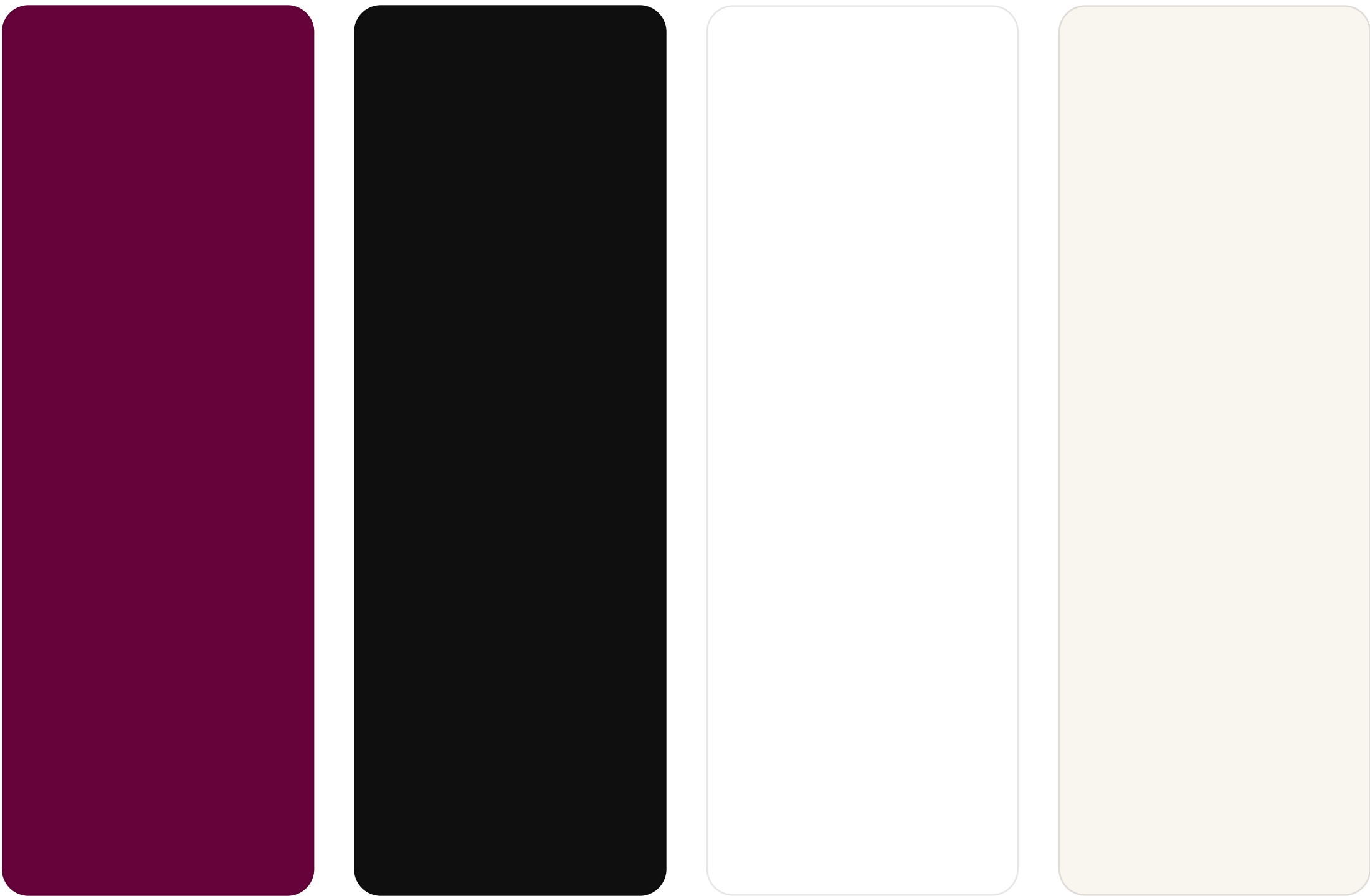


Brand Impact

- Distinctive in a category dominated by blue and green.
- Premium and technology-first by design.
- Signals intelligence, innovation, and AI-driven trading.
- Reinforces SAHL as a modern trading platform, not a traditional broker.
- Builds lasting brand recall through a unique visual identity.



Core Tokens



SAHI Capital Purple

Hex #66033c
RGB 102, 3, 60
CMYK 0%, 97%, 41%, 60%
HSV 325°, 97%, 40%
HSL 325°, 94%, 21%

Capital Black

Hex #0F0F0F
RGB 15, 15, 15
CMYK 0%, 0%, 0%, 94%
HSV 0°, 0%, 6%
HSL 0°, 0%, 6%

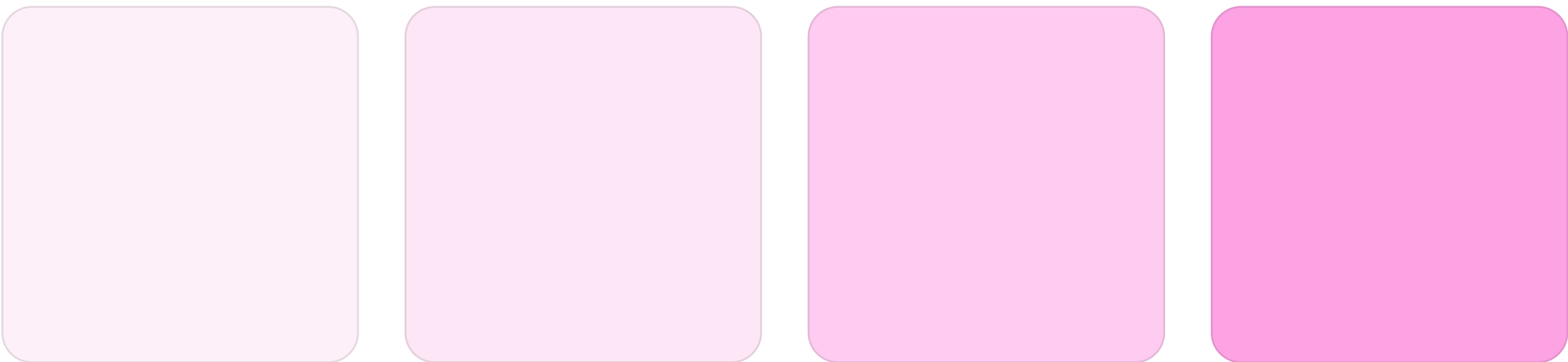
Capital White

Hex #FFFFFF
RGB 255, 255, 255
CMYK 0%, 0%, 0%, 0%
HSV 0°, 0%, 100%
HSL 0°, 0%, 100%

Capital Spring Wood

Hex F9F6F1
RGB 249, 246, 241
CMYK 0%, 1%, 3%, 2%
HSV 38°, 3%, 98%
HSL 38, 40%, 96%

Brand

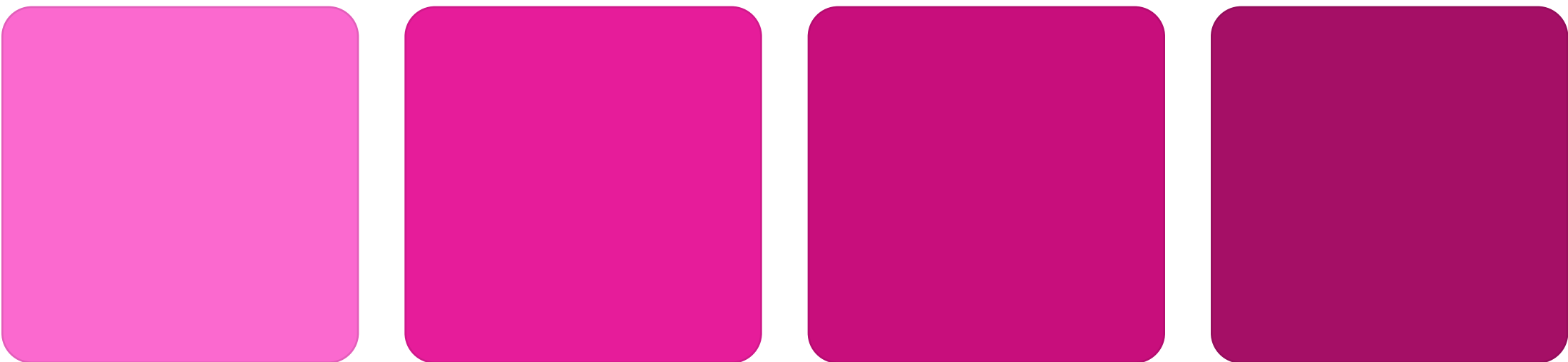


FEF1FA

FDE6F7

FECCF1

FEA3E5

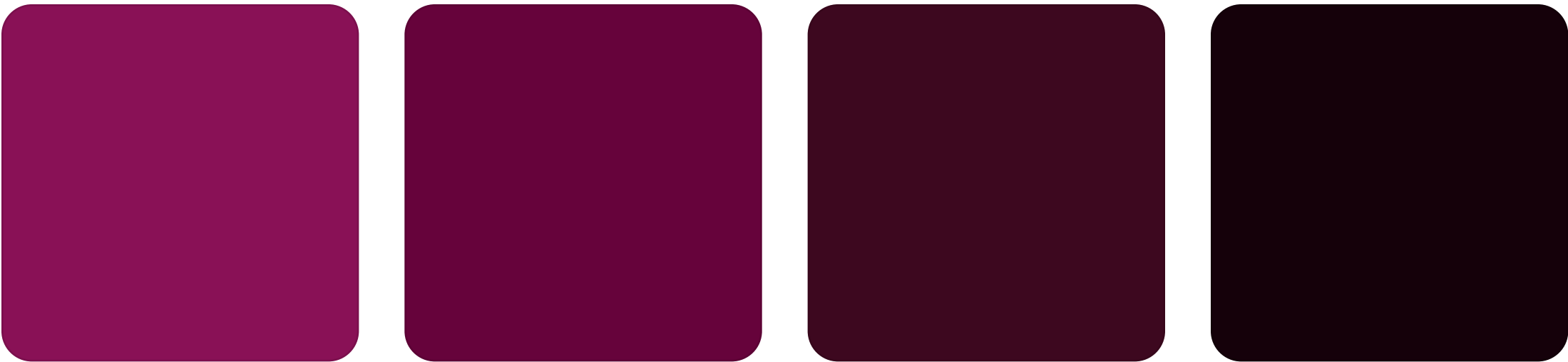


FC6AD0

E61C9A

C80E7D

A50F66



8A1157

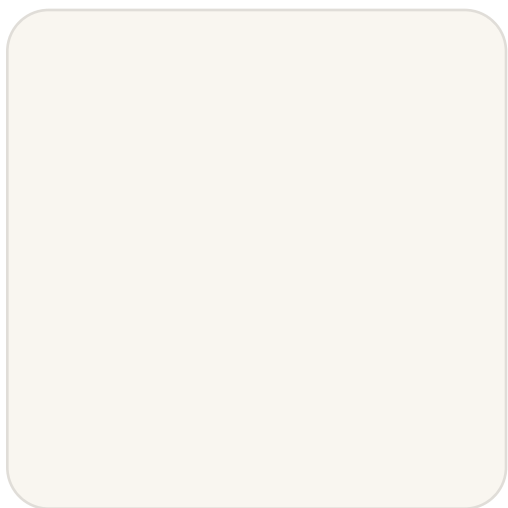
66033C

3D0920

15020B



Warm Neutral



F9F6F1



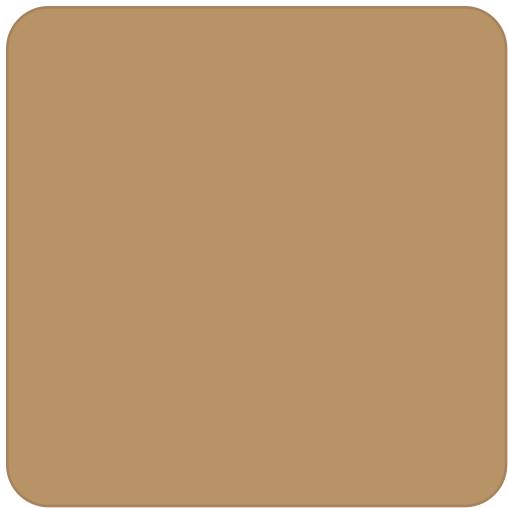
EDE5D8



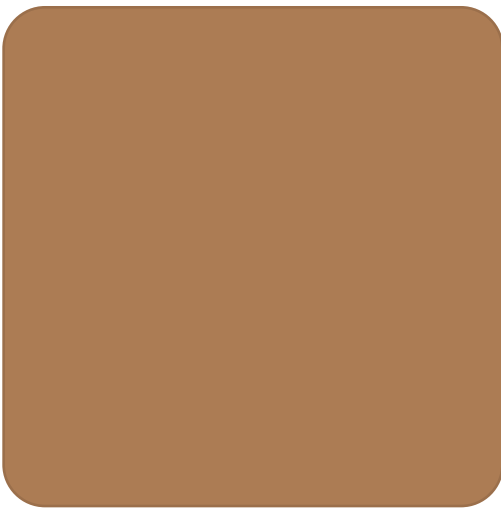
D9C9AE



C5AA84



B89367



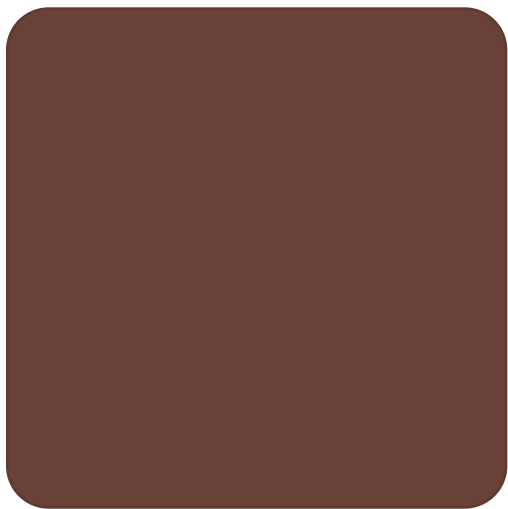
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976448



835241



694137

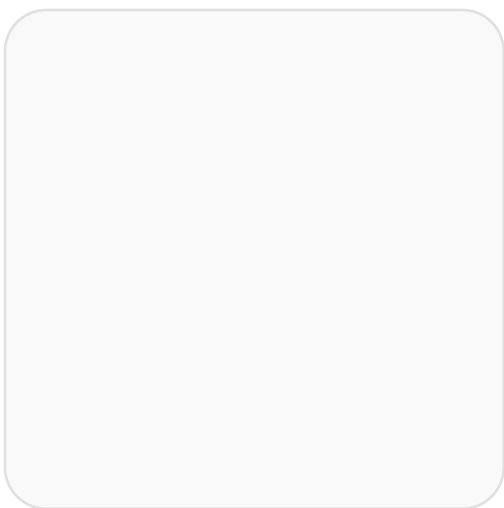


573730

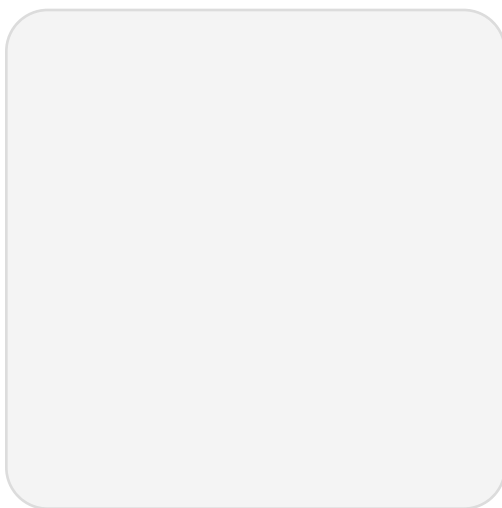


301C18

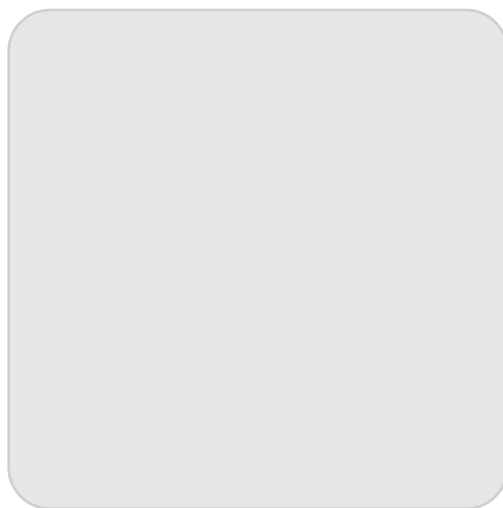
Black



FAFAFA



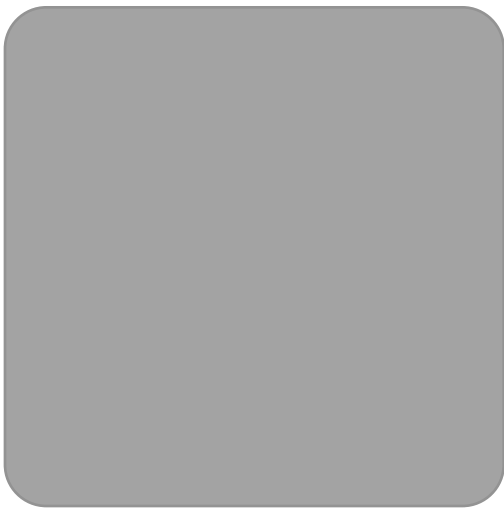
F5F5F5



E6E6E6



D3D3D3



A3A3A3



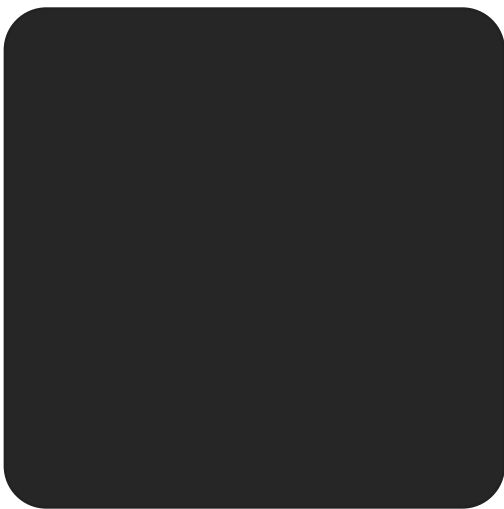
727272



535353



404040



272727



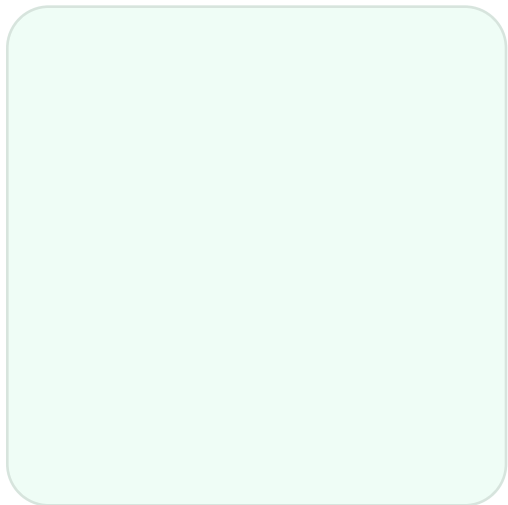
1A1A1A



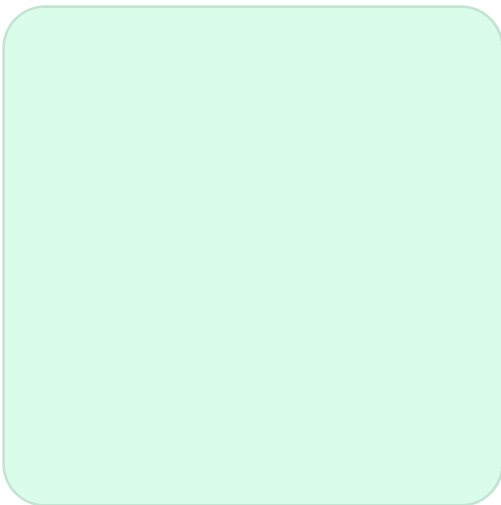
0F0F0F



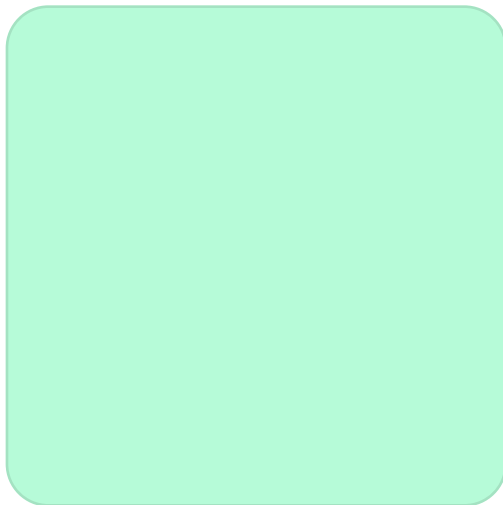
Green



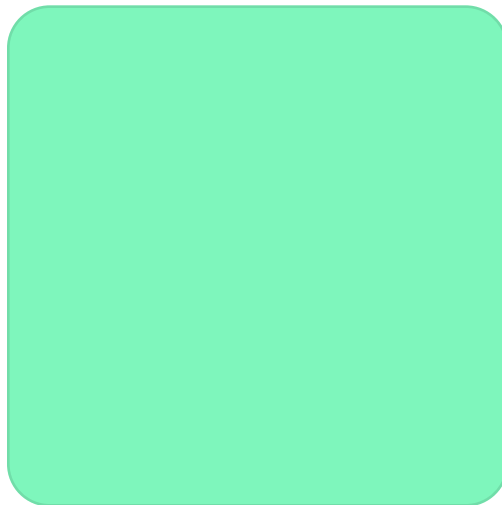
EFFEF6



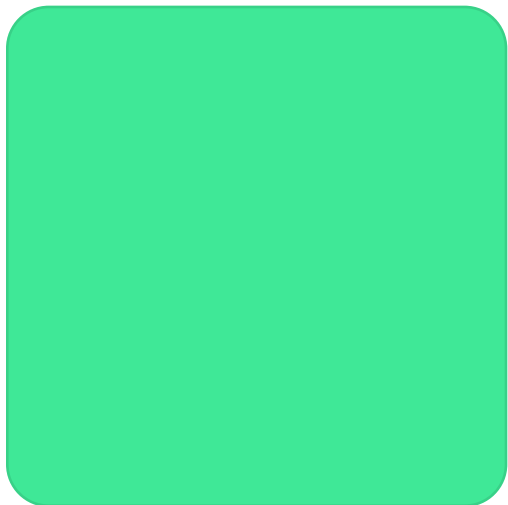
DAFEEC



B7FBD9



7FF6BC



40E897



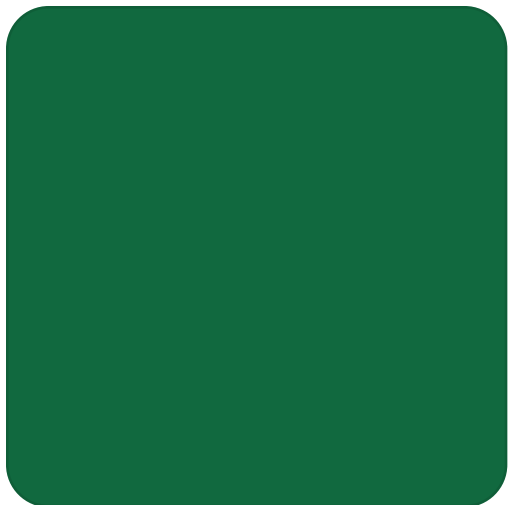
17D077



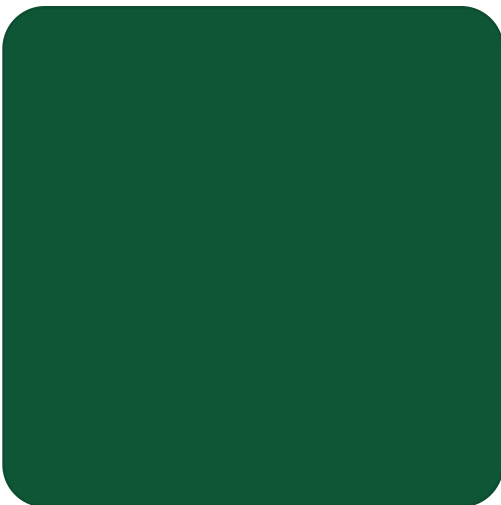
OCAD60



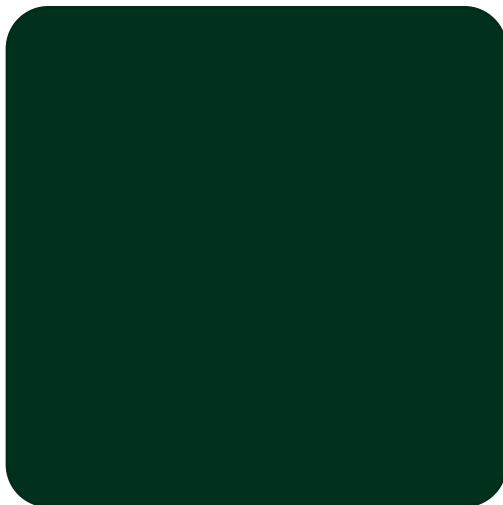
OE8A4F



116A40

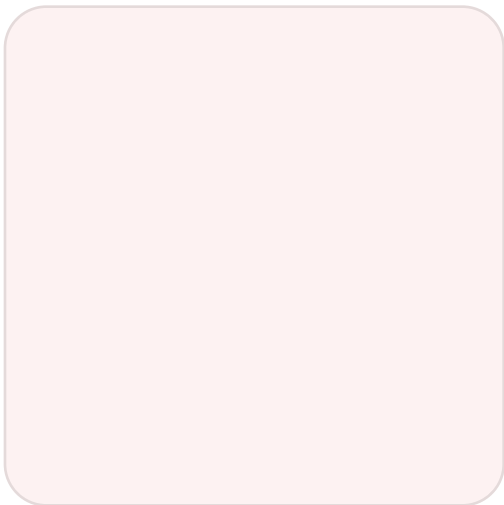


105737



02311D

Red



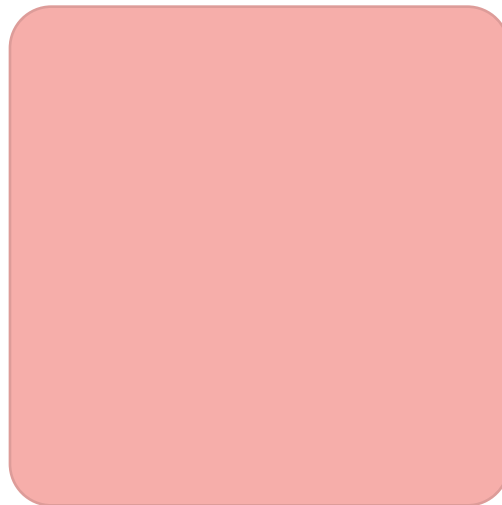
FDF3F3



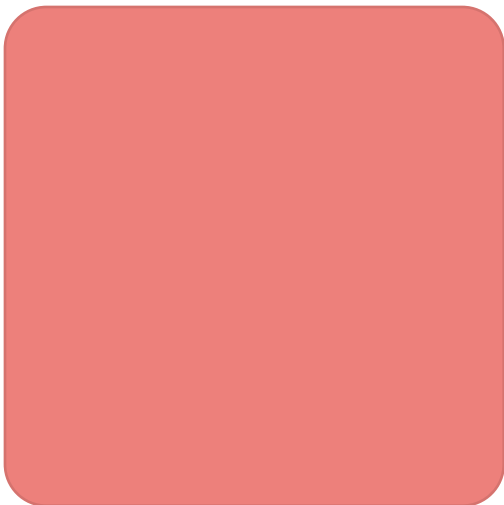
FCE5E4



FADOCE



F6AEAB



EE807B



E35650



C4342E



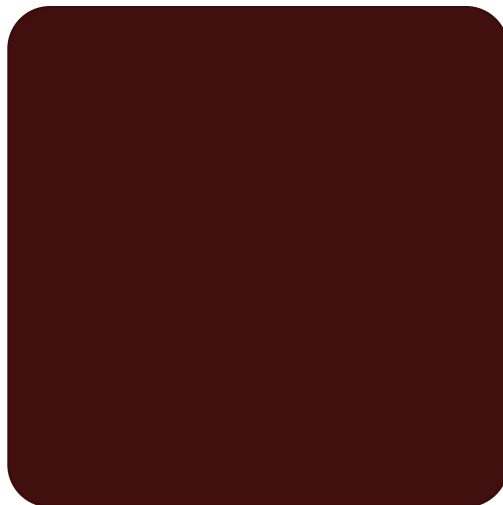
AE2C27



902824



782724



41100E



Typography



Two typefaces. One voice.

Typography is how SAHI speaks. SAHI Season Display Mix brings personality to moments that define the brand. SAHI Sans delivers clarity across every interaction. Together, they create a system that is distinctive, legible, and built for speed. Every experience should feel unmistakably SAHI without ever compromising readability.

SAHI Season Display Mix

Aa

SAHI Sans

Aa



SAHI Season Display Mix

Express the brand. Used where SAHI needs to make an impression.

Headlines • Hero Moments • Campaigns • Launches • Marketing

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789å@#%&~\$0[]



SAHI Sans

Power the product. Used where information needs to be understood quickly and effortlessly.
Interface Clarity

UI • Navigation • Body Copy • Forms • Data • Buttons

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9 å @ # % & ~ \$ 0 []



Logo Usage Guidelines V1.0

If you are having trouble with anything in this guide, you are missing brand elements from the Brand Package, or you are unsure if your communication best represents the SAHI Brand, please contact the SAHI design team.