



## Guidelines for promoting Deriv

These guidelines will help you promote Deriv in line with our values and help you build a more trustworthy relationship with your clients.

**Note:**

Failure to follow these guidelines will result in termination of the partnership.



## ✓ Do

---

### Use the phrase “*powered by*”

Make sure the words “powered by” are mentioned above the Deriv logo every time it is displayed on your website. This also applies when you are creating mobile apps.

Powered by

***deriv***

## ✗ Don't

---

### Have the Deriv logo on its own

Do not use the Deriv logo without the words “powered by” on your website.

***deriv***

## ✓ Do

### Say you are a partner of Deriv

You may state that you are a Deriv affiliate or an IB partner.

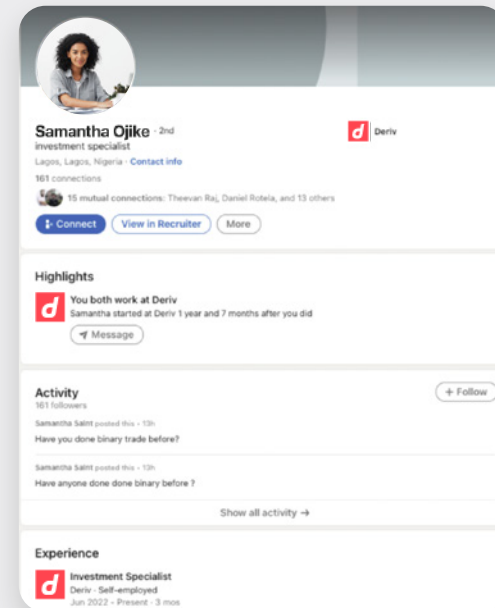
For example, when introducing yourself to a client, you can use the words “in partnership with Deriv” or “in association with Deriv”.



## ✗ Don't

### Claim or indicate that you are a Deriv employee

Do not give the impression that you work for Deriv in any of your profiles (website or any social media platforms). You also cannot claim or imply that you are personally related to any Deriv employee or affiliate manager.



## ✓ Do

### Create a unique online presence that represents you as a Deriv partner

You can build an online profile as a Deriv partner through a website or social media platforms.

For example, to help your clients, you can create unique YouTube videos explaining how to get started on Deriv or how to trade.

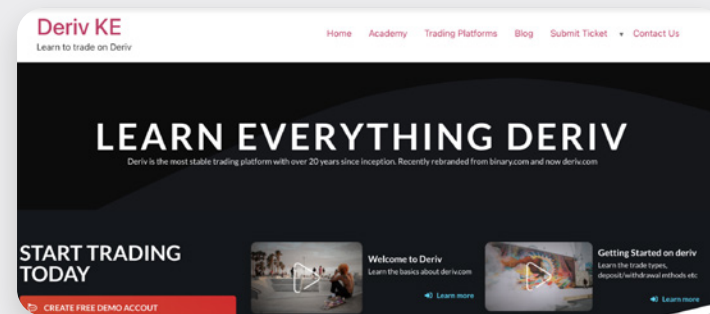


## ✗ Don't

### Copy the Deriv style on your website or social media platforms

You cannot imitate Deriv or create clones of any of our websites, trading platforms, or social media accounts. You are not allowed to:

- Use the same colour scheme as Deriv
- Create a name that looks or sounds like Deriv

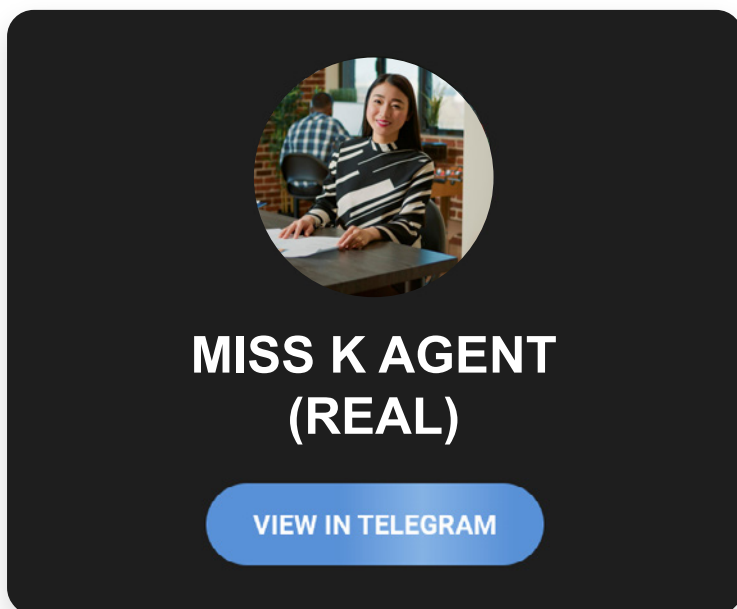




## Do

### Create a unique user handle

When you create social media groups, channels, or website domains to promote Deriv, make sure you personalise your username and add “Powered by Deriv” on your page and channel description.

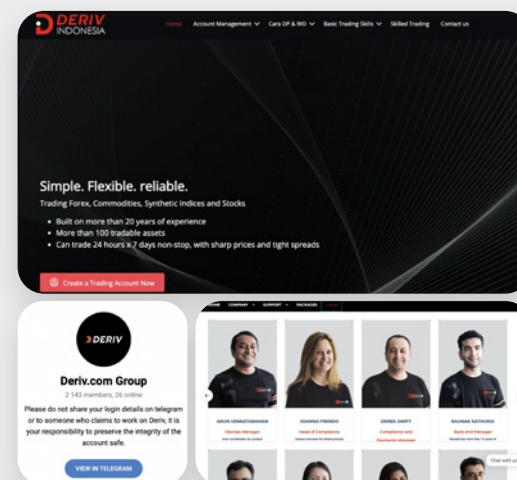


## Don't

### Impersonate Deriv on your online platforms

You are not allowed to create groups or channels using Deriv's name and logo. On your website and platforms, you cannot:

- Copy entire blocks of content from the Deriv website
- Mention Deriv regulations and regulator details
- Use Deriv employee details or images from the Deriv website





## Do

### Submit a request to promote Deriv on Facebook or Google Ads

You will need to apply for permission if you want to promote Deriv through paid ads on Facebook and Google Ads. To do this, send an email to your affiliate manager or [marketing@deriv.com](mailto:marketing@deriv.com). Include your ad copy, creative (video or image), keywords, and the page or website where the ad will be displayed.

**POWERED BY** *deriv*

Trade in the world of the financial market like crypto, forex, indices



## Don't

### Bid on branded keywords

You are not allowed to bid on branded keywords on paid search engine platforms like Google, Bing, or any other ad network.

Ad · <https://www.deriv.com/track>

[Deriv.com - Register here - DERIV com](#)

Welcome to **DERIV** our account quick account registration best customer support. background diversification process fast. Award-Winning Platform. Chat Support Available. Sign Up For E-Mail. Highlights: Over 20 Years Of Experience, Chat Option Available.

Ad · <https://track.deriv.com/>

[Deriv.com - Deriv - Official Site](#)

Built upon 20+ Years of Experience. 100+ Tradable Assets. Create Free Demo Account. 24/7. Trading. Highlights: Help Centre Available, 20+ Years Of Experience Available. Chat Support Available. Sign Up For E-Mail. Award-Winning Platform.

[Create Deriv Account](#) · [Contact Us](#) · [Basket Indices](#) · [DBot Trading](#) · [Multipliers Trading](#)



## ✓ Do

### Focus on our brand USPs

You can focus on our brand's characteristics when promoting Deriv — simplicity, flexibility, reliability.

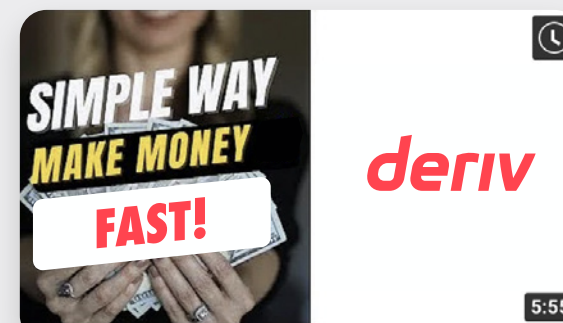
POWERED BY **deriv**  
Simple. Flexible. Reliable.

## ✗ Don't

### Promote Deriv as a luxury product

Do not promote Deriv as:

- A luxury product
- An easy money platform
- An investment opportunity
- Anything that guarantees income or profit

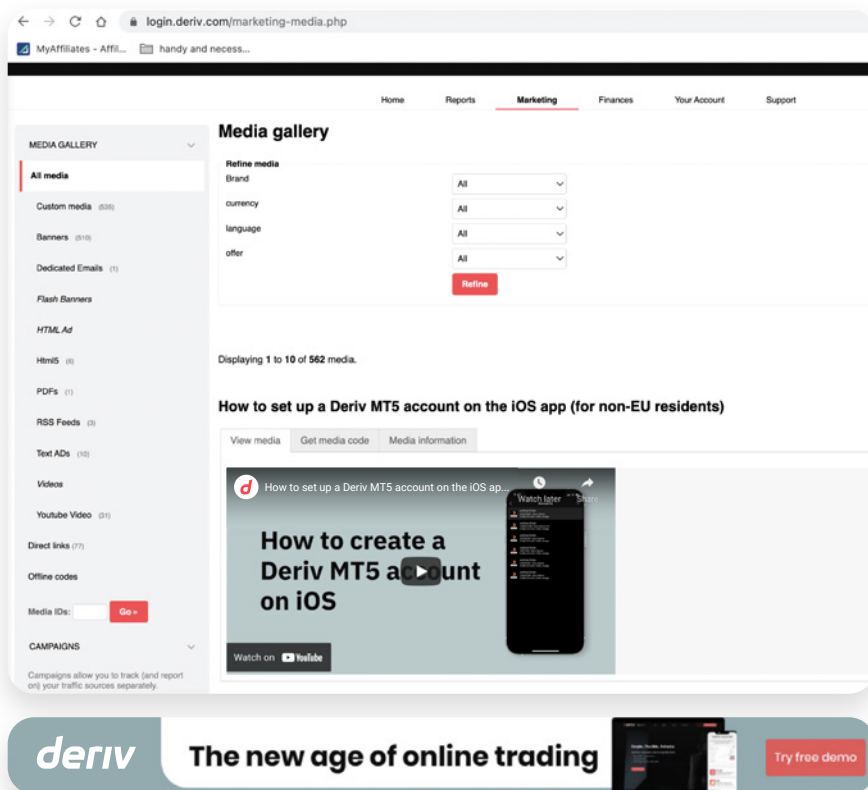




## Do

### Use the marketing materials provided

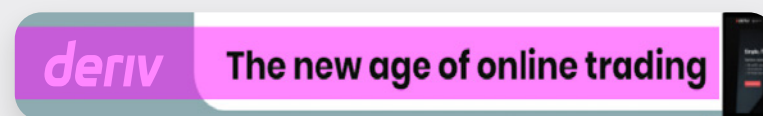
We have provided marketing materials for you on your affiliate dashboard. You may use them to promote Deriv on your online platforms.



## Don't

### Edit the provided marketing materials

You are not allowed to overwrite, edit, or tamper with the marketing materials provided by Deriv. Nothing should be blurred out and the font should be kept the same.







## Do

### Set up a proper promotion campaign

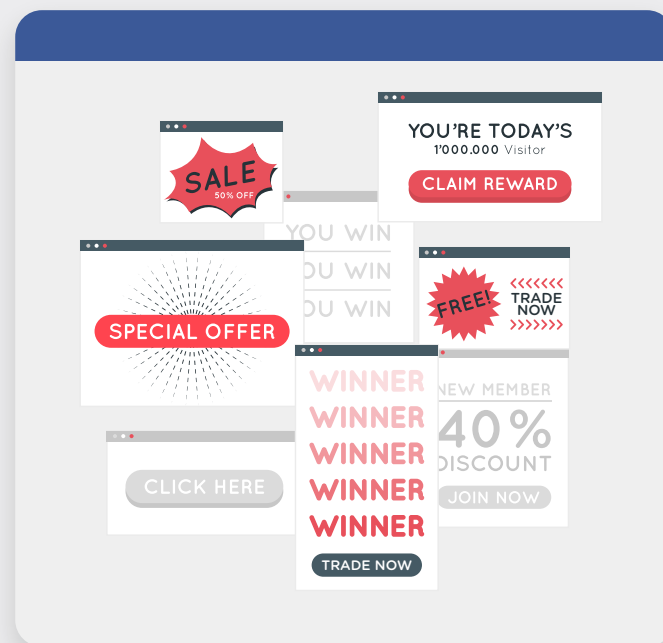
When you create a promotion campaign or schedule your posts properly, it reduces the chances of your posts getting tagged as spam. Be considerate to your potential clients when you send out your affiliate link.



## Don't

### Spam people with your affiliate link

Do not spam social media pages, groups, emails, and websites with your affiliate link.



## ✓ Do

---

### Promote Deriv on legitimate social media platforms

Do make use of social media platforms like YouTube, Facebook, Instagram, Twitter, and Telegram to promote Deriv.

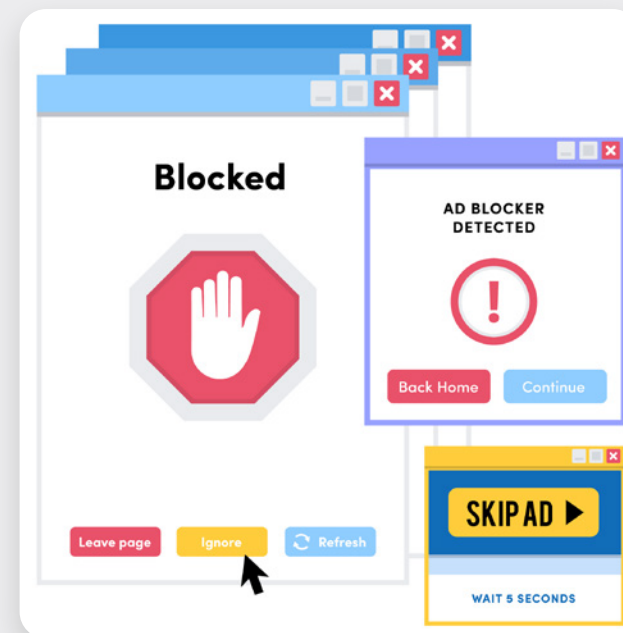


## ✗ Don't

---

### Promote on illegal sites

You are not allowed to use pop up ads on illegal sites (such as illegal streaming websites) to promote your affiliate link.





# Thank you!

If you have any questions, contact us via [live chat](#).

***Note:***

Failure to follow the guidelines may result in termination of the partnership.