



Visual Identity Guidelines

2019

Building Our Brand

The Nasdaq brand is one of our most important assets. It embodies who we are and what we value. Taken together, all the elements of our visual identity create a distinct and powerful presence.

In this document, you will find basic tools and information that will enable you to present the Nasdaq visual identity clearly and consistently across all applications and media.

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Color

Primary Color Palette

The primary color palette is composed of colors used in the Performance Signature, as well as the background on which it is staged.

The colors of our primary palette have been selected for their ability to convey our distinct attributes—powerful, driven and skillful.

Using the colors consistently in all communications will strengthen brand recognition and distinguish our products and services in the marketplace. These colors may not be substituted.

Nasdaq Blue
PMS 313 C
C100 M0 Y11 K2
R0 G146 B188
#0092BC

Black
C0 M0 Y0 K100
R0 G0 B0
#000000

PMS Cool Gray 11
C0 M0 Y0 K90
R66 G66 B66
#424242

PMS Cool Gray 10
C0 M0 Y0 K80
R89 G89 B89
#595959

PMS Cool Gray 9
C0 M0 Y0 K70
R110 G110 B110
#6E6E6E

PMS Cool Gray 8
C0 M0 Y0 K60
R121 G121 B121
#818181

PMS Cool Gray 7
C0 M0 Y0 K50
R148 G148 B148
#949494

PMS Cool Gray 6
C0 M0 Y0 K40
R168 G168 B168
#A8A8A8

PMS Cool Gray 4
C0 M0 Y0 K30
R188 G188 B188
#CBCBCB

PMS Cool Gray 2
C0 M0 Y0 K20
R209 G209 B209
#D1D1D1

PMS Cool Gray 1
C0 M0 Y0 K10
R230 G230 B230
#E6E6E6

Nasdaq Logo

Nasdaq Primary Logo

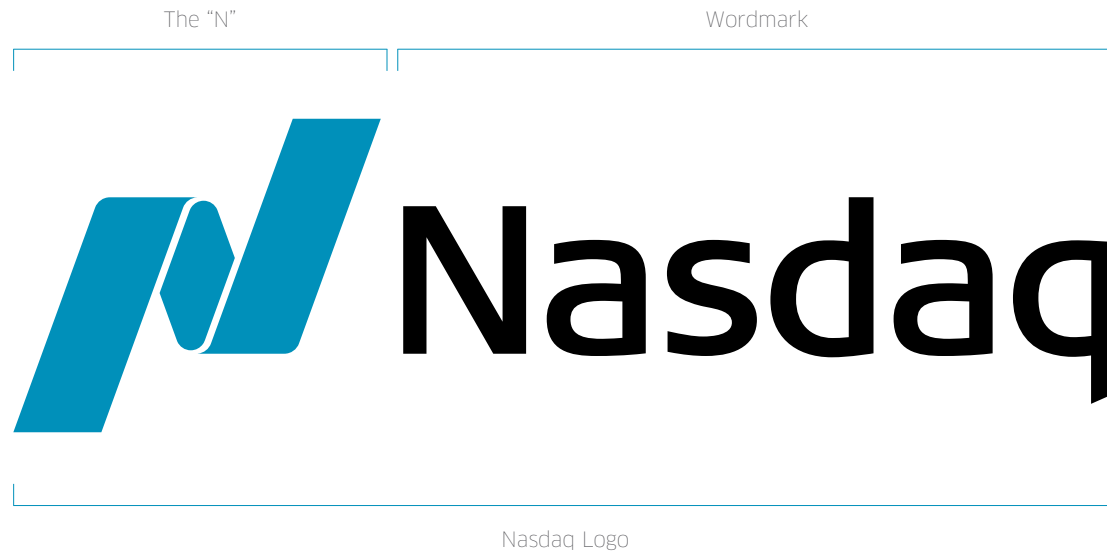
The “N” The Nasdaq “N” is based on the idea of a performance ribbon; a symbol of triumph and innovation simplified to reflect not only the ethos of those who have made Nasdaq the company it is today, but also the power, drive & skill of our people who will make tomorrow great.

The Nasdaq Wordmark

To complement the dynamism of the “N”, our name is presented in a simple, modern typeface that exudes confidence, strength and humanity.

Only use approved artwork

The Nasdaq Logo should never be redrawn, recolored or recreated in any way. The wordmark and “N” share a fixed proportional relationship. Never scale or reconfigure the individual elements. Only use approved electronic artwork.



Clear Space

Minimum clear space ensures optimum staging and visual impact of the Nasdaq Logo. It is equal to $1/2 N$ (N being the height of the "N" in the Nasdaq symbol) around all sides of the wordmark. No other element (type, texture, pattern, etc.) is to appear within the clear space.



Minimum Size

Minimum size refers to the smallest dimension at which the Nasdaq Logo may be presented.

The Nasdaq Logo is supplied in regular and small sizes.

The default usage should be the regular-sized signature. For applications where the signature needed would be smaller than the regular minimum size (110 px), the Nasdaq Logo designated small should be used.

Regular Size

Use Regular size if logo is 110 px W or larger and less than or equal to 200 px W.

Maximum



200 px | 2.0687 in

Minimum



110 px | 1.5278 in

Small Size

Use Small Size if logo is smaller than 110 px W. Use for Embroidery, engraving, etc.

Maximum



80 px | 1.1 in

Minimum



72 px | 1 in

List of Logos

There are 5 different Nasdaq Logos. Below is a list of their names and appearances. The following pages describe how and when they should be utilized.

Primary Logos

Primary 1
313+BK



Primary 2
313+W



Secondary Logos

Secondary 1
313



Secondary 2
BK



Secondary 3
W



Primary Logos: Do's & Dont's

Primary 1

313+BK



Only use on 7% gray or less.



Do not use on PMS 313 or any tint of PMS 313.



Do not use on Black or gray higher than a 7% tint.



Do not use on secondary colors or any sort of pattern.

Primary 2

313+W



If using on gray background, gray must be 90% tint or more.



Do not use on PMS 313 or any tint of PMS 313.



Do not use on any tint of Black below 90%



Do not use on secondary colors or any sort of pattern.

Secondary Logos: Do's & Don'ts

Use the Secondary Logos only when you cannot use Primary 1 or Primary 2.

Secondary 1
313



Use on pure white background or 5-7% grey background.

Secondary 2
BK



Use on pure white or near white background.

Secondary 3
W



Use on pure black, grey, or color background. May be used over a photo but contrast must be high for legibility and to promote the strong, bold brand image.



It is acceptable to use the white logo on secondary colors that are being used as accent colors.



Do not use any of the secondary logos when contrast is not high enough.

Improper Signature Use

The examples on this page demonstrate some common mistakes made when applying and reproducing the performance signature.

The mistakes can be applied to any of the logo variations (Primary and Secondary).



Do not change the color of the Performance Signature



Do not crop the Performance Signature



Do not alter the position of elements of the performance signature



Do not skew or stretch the performance signature



Do not add effects to the performance signature



Do not present the wordmark without the symbol



Do not replace the wordmark with a different typeface



Do not place performance signature on complex patterns, images or backgrounds



Do not add messages or elements to the performance signature

Using the “N” by itself

In rare instances, the N may be used by itself on large or small scale.

Prior to using it as a standalone, approval must be given by the Head of Brand & Creative.

Upon approval, the creative team will give you the proper file to use.

*DO NOT USE “N” BY ITSELF WITHOUT APPROVAL.

Large Scale: Anything Larger Than Maximum Regular Size

If using for a print or digital background, please request not only approval but also the artwork file as spacing within “N” will vary.

Regular Size

If using for print or digital not on a large scale, follow customary sizing.

Maximum



49.61 px | 0.689 in

Minimum



36.8 px | 0.511 in

Small Size

If using for print or digital not on a large scale, follow customary sizing.

Maximum



27 px | 0.3771 in

Minimum



24.4 px | 0.3399 in

