

**deriv** | 25 years

# Partners' guidebook



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## **Deriv partners' guidebook**

This guide is designed to help you promote Deriv effectively and ethically. By following these rules, you can build trust with your clients and represent Deriv's values. Please read this guide carefully. If you don't follow these rules, we may have to end our partnership. If you have questions or need help, please contact your Account Manager.

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# 01 Branding guidelines



## Use the phrase "Powered by"

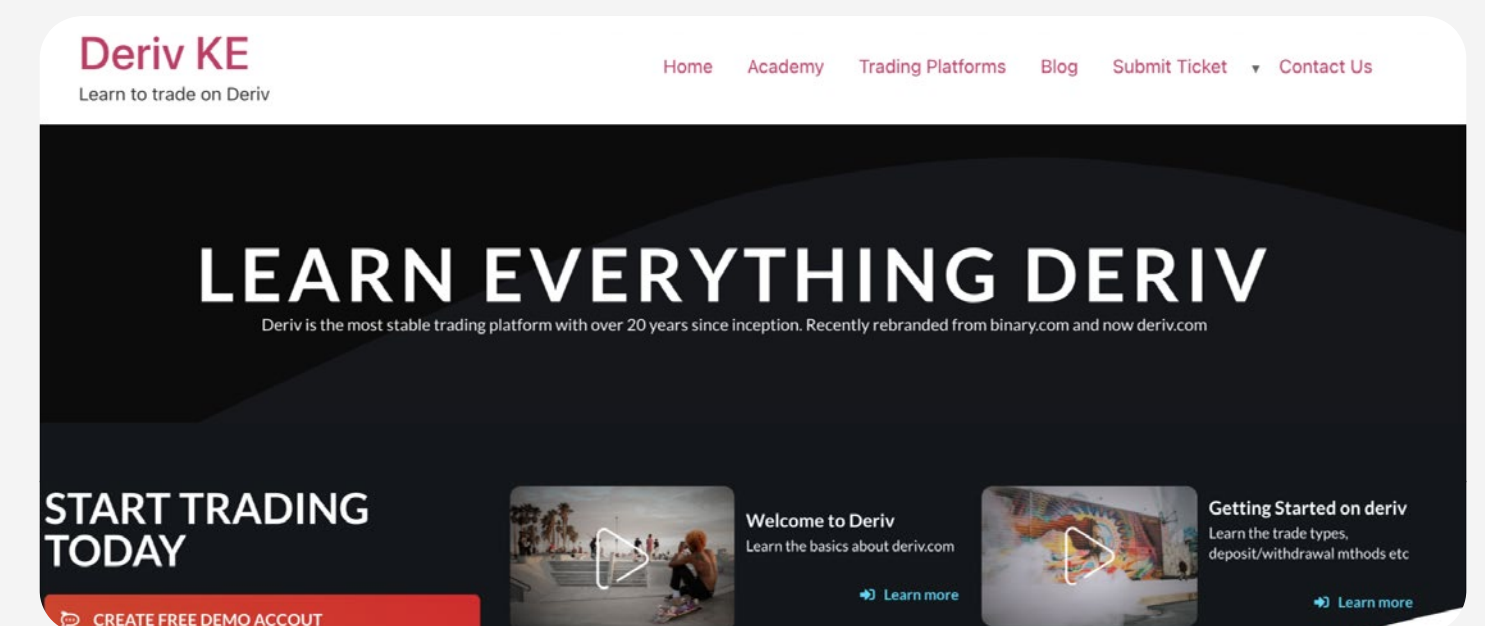
Always display the phrase "powered by" above or before the Deriv logo on your website.

In partnership with



## State your partnership

Clearly communicate your relationship with Deriv. Use phrases like "in partnership with Deriv" and "in association with Deriv" or introduce yourself as Deriv Affiliate.

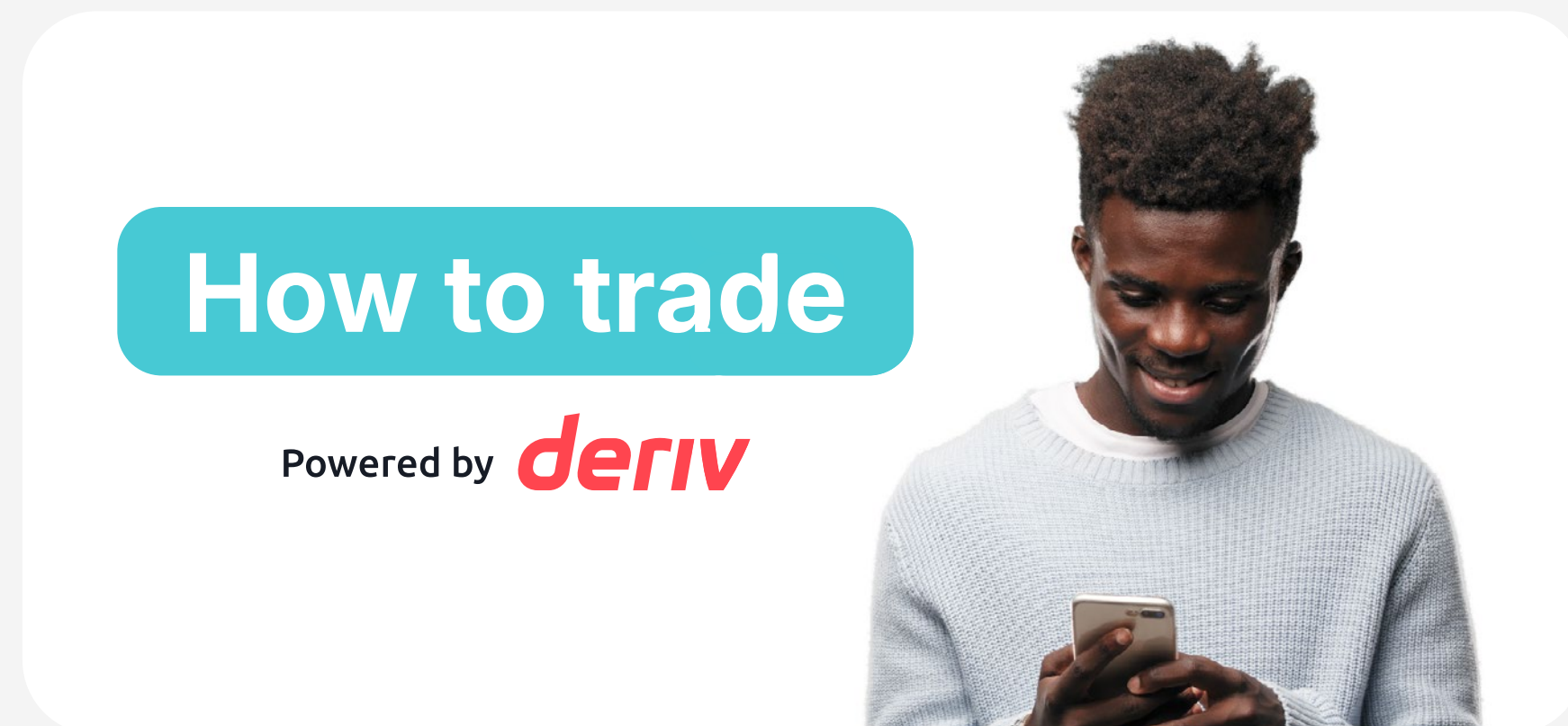


## Don't impersonate Deriv

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

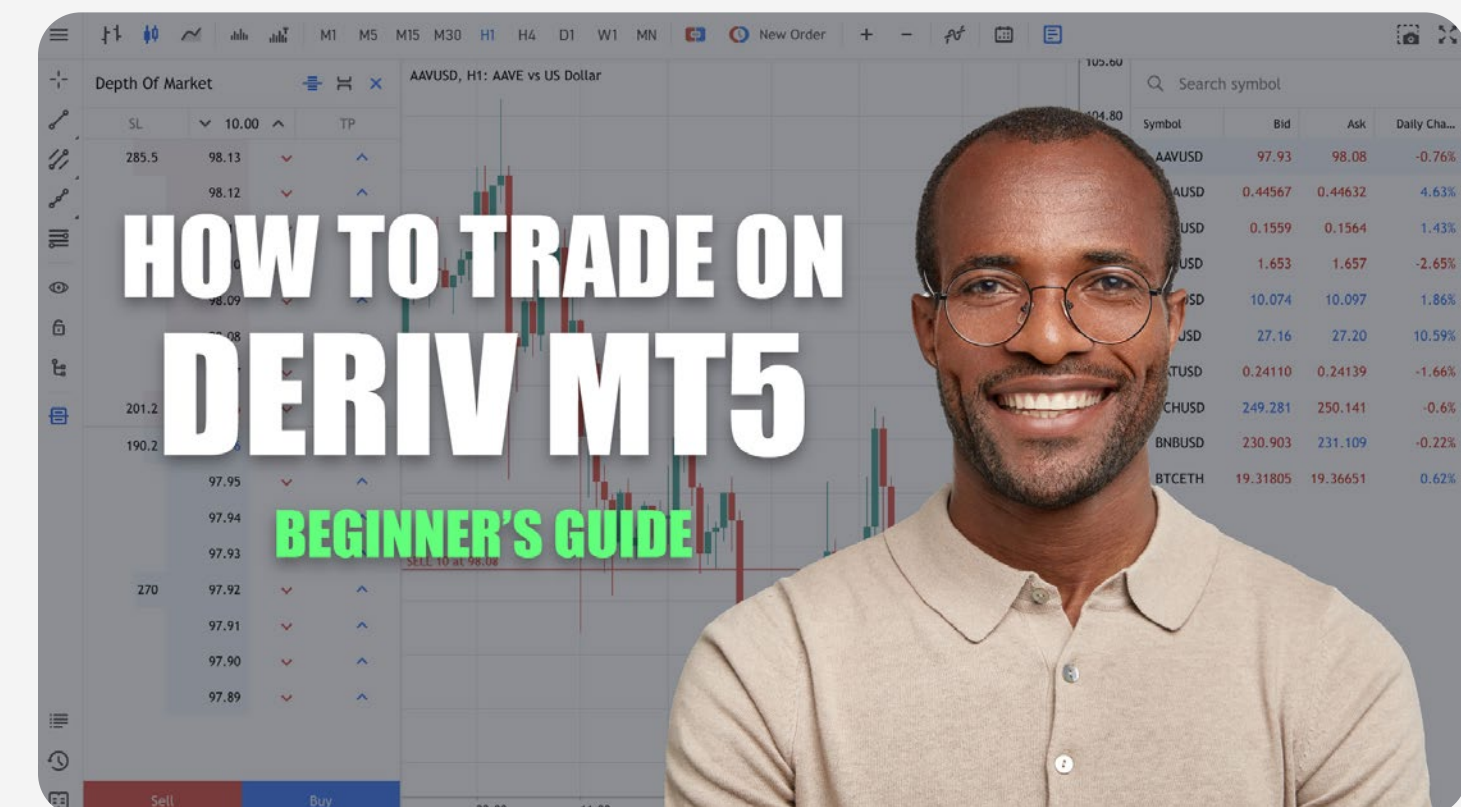
- Copy entire blocks of content from the Deriv website
- Mention Deriv regulations and regulator details
- Use Deriv employee details or images from the Deriv website

## 02 Creating your online presence



### Unique online identity

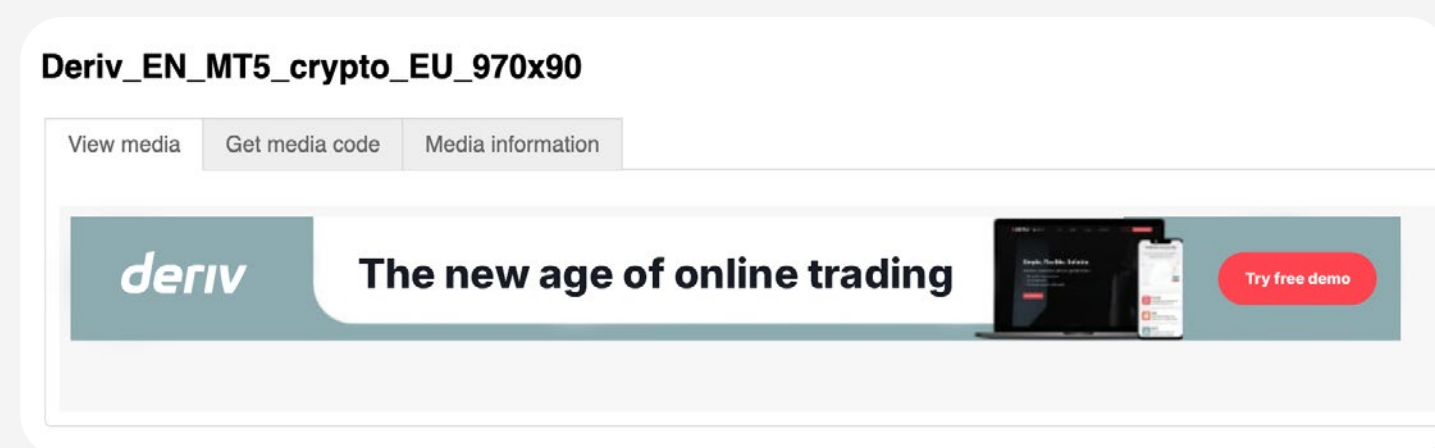
Always display the phrase “powered by” above or Keep your own style. Avoid using the same colour scheme as Deriv or names that look like or sound like Deriv.



### Original content creation

Develop your unique online presence as a Deriv partner. This can be done through your own website.

# 03 Marketing and advertising standards

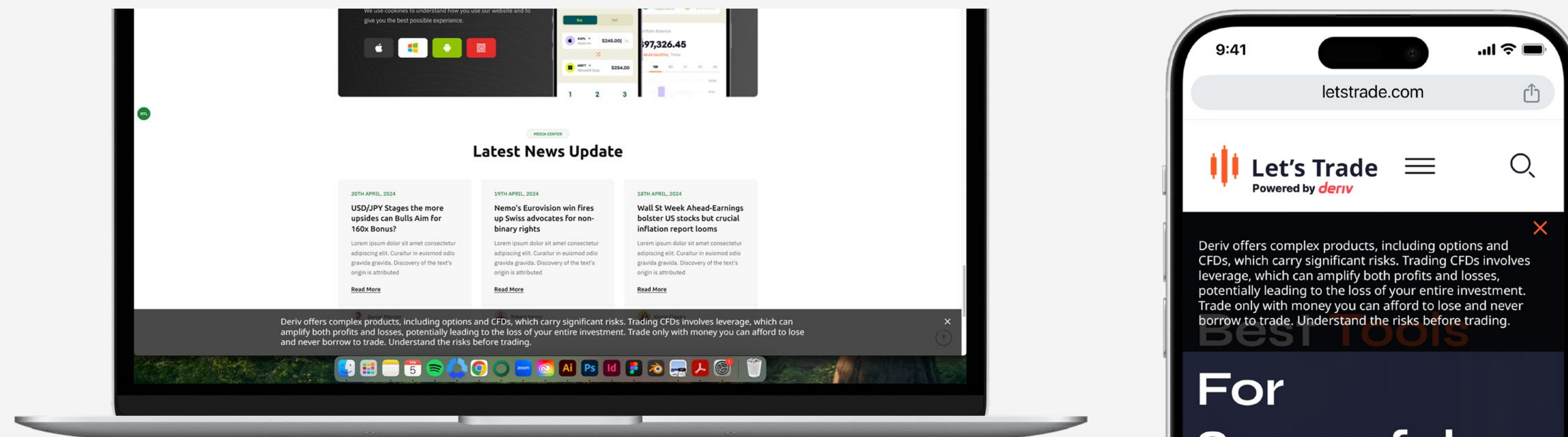


## Use of provided marketing materials

- Use the marketing materials available on your affiliate dashboard to promote Deriv. If you wish to create your own marketing materials, make sure to use appropriate risk warnings and forward for review of Deriv prior to placing the content live.
- Do not overwrite, edit, or tamper with the marketing materials provided by Deriv. Nothing should be blurred out, and the font should be kept the same.



# 04 Communication and transparency



## Risk disclaimers

**Website disclaimer:** Include the risk disclaimer in a prominent position (either on your website's header or footer, in a readable font and font size) as provided by the Company.



## 05 Respecting privacy



- Always obtain permission before taking photos or videos featuring Deriv staff at any events.
- Never share event photos, videos, or recorded calls involving Deriv staff without explicit written permission.



## **Conclusion**

Following these guidelines will help you build a reputable online presence as a Deriv affiliate, fostering trust among your clients and enhancing your promotional efforts. Our partnership thrives on mutual respect and adherence to these standards. If you have any questions or need help, don't hesitate to reach out to your Account Manager.

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