

Exness Media Kit

Visual Guidelines



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Logo Usage

Logotype

The logo is the central element in our visual communication.
The logotype should not be altered or distorted in any way.

The portrait version of the logo is the primary one and should be used by default. The landscape version should be used if we need the logo to be smaller than its minimum size. It can also be used if there are limitations in the media it is used in, like banners which are full of content but small in size, or website headers.

We can use the monochrome version when we don't have the option to use the full colored version. For example, embossing, UV coating, foil stamping or watermark on top of our videos.

Primary portrait version



Secondary landscape version



Monochrome version



Minimum Sizes

To ensure maximum legibility, our logo should not be used in any size smaller than the minimum sizes indicated below.

Portrait logo for print – 10mm, for screen – 32px.
Landscape logo for print – 25mm, for screen – 64px.

[Download Exness Logo](#)



Logotype exclusion zone

We have defined an exclusion zone that prevents other graphic elements from interfering with the Exness logo. The minimum safety zone is exactly 2x the width of the letter X in the brand name, as illustrated on the right.



Proper usage of the logotype



Yellow & white logo on
black background with
minimum exclusion zone



Yellow & black logo
on white background with
minimum exclusion zone



Black logo on yellow
background with
minimum exclusion zone



Yellow & white logo above
dark photo background with
minimum exclusion zone



Yellow & black logo above
light photo background with
minimum exclusion zone



Black logo above yellowish
photo background with
minimum exclusion zone

Improper usage of the logotype



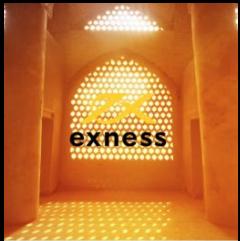
Do not place the dark logo
on a dark photo
or background



Do not place the light
logo on a light photo
or background



Do not place the logo
on a busy or colourful
background with no overlay



Do not place the logo
on a background with
low contrast to its colors



Do not hide or crop any
elements of the logo



Do not violate the logo
exclusion zone



Improper usage of the logotype



Do not stretch
the original logo



Do not squeeze
the original logo



Do not use shadows or any
other effects on the logo



Do not recolor the
logo, even in yellow



Do not modify the original
font used for the text



Do not use gradient
for the logo

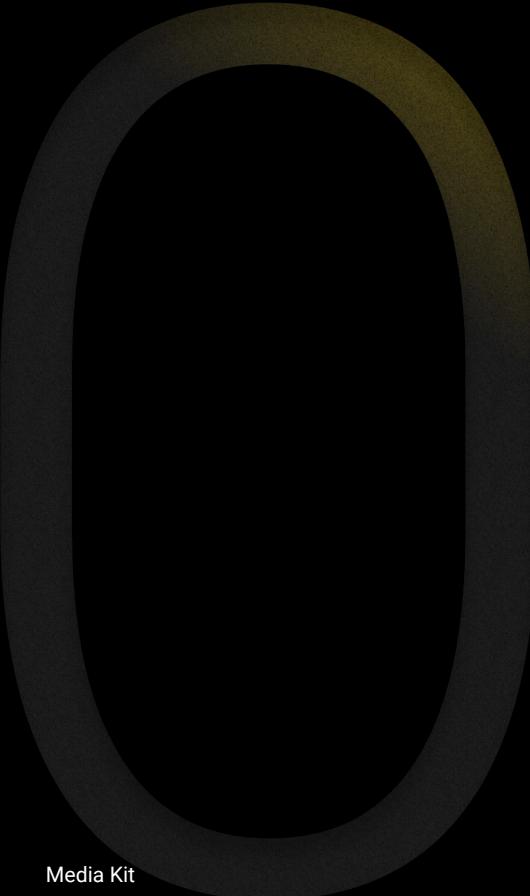


Do not rotate the logotype at
any angle



Do not modify the proportions
of the logo elements

Colors



Media Kit

Color palette

#FFCF01

Cyber Yellow

#131213

Black

#F2F3F4

Light Grey

#0376BC

Blue (Secondary Color)

Typography

Typography

Modern minimalist Roboto font is our main font. It covers all Latin and Cyrilic languages

Roboto

Roboto Light

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
1 2 3 4 5 6 7 8 9 0

Roboto Regular

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
1 2 3 4 5 6 7 8 9 0

Roboto Medium

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
1 2 3 4 5 6 7 8 9 0

Roboto Bold

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
1 2 3 4 5 6 7 8 9 0

[Download Roboto](#)

Typography

Noto Sans

Noto is the default typeface for all languages not covered by Roboto (non-Latin / non-Cyrillic scripts). Noto Sans family is a free typeface from Google that supports almost the whole Unicode table.

Alphanumeric characters in foreign languages should be set in the same font as the main text. There's no need to change, for example, the font of "Exness" wording in Chinese to Roboto. Please don't combine different fonts in one text block or sentence.

[Download Noto](#)

Photography

Exness Photos

Here you can find exness premises
and people photos

[Download Premises Photos](#)



Publications

Don'ts



1. Avoid placing the logo in a shape element
2. **Do not** use another yellow hue, recommended yellow hex #ffcf01
3. **Do not** use cartoon elements shapes
4. Use simple typography, recommended font font use "Roboto"



1. **Do not** place the logo on a light photo or background color
2. **Do not** use neon colorsUse simple typography, recommended font font use "Roboto"
3. **Do not** violate the logotype exclusion zone



1. **Do not** misplace the logo on a busy background. Exness logo should be always easy to read.
2. Avoid using drop shadow on photos

Do

June 6, 2022

Daniel Gordon
joins Exness



1. Use the recommended font (Roboto)
2. Use black, yellow, white or a simple photo background
3. Use clear graphic elements
4. Create a clean visual
5. Proper usage of logotype on color or photo background.

Daniel
Gordon



Daniel
Gordon



Thank you!

