



Brand Guidelines

V1.0 Fall 2021

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Welcome

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 brand clearly and consistently across all applications and media.

Strategy

Our brand has dualities we should embrace and build upon.

A Tech Company for People

We are driven by our purpose: to create inclusive growth and prosperity. When we and our customers make the most of Nasdaq markets, insights, and technology, it unlocks human potential and benefits economies and communities around the world.

Stable and Nimble

Our central role in the markets and our vital technologies means we have always been a source of reliability and stability. But our stability doesn't impede our agility; we uncover unexpected insights, leverage technology in novel ways, and bring energy to our partnerships.

Grounded and Optimistic

With integrity and trust earned over the past 50 years, we foster deep, embedded relationships that help customers around the globe operate and grow. While delivering every day, we keep our eye on the future, with an optimism that seeks tomorrow's possibilities.

Strategy

Design Attributes

Our brand has dualities we should embrace and build upon.

Vivid yet Authentic

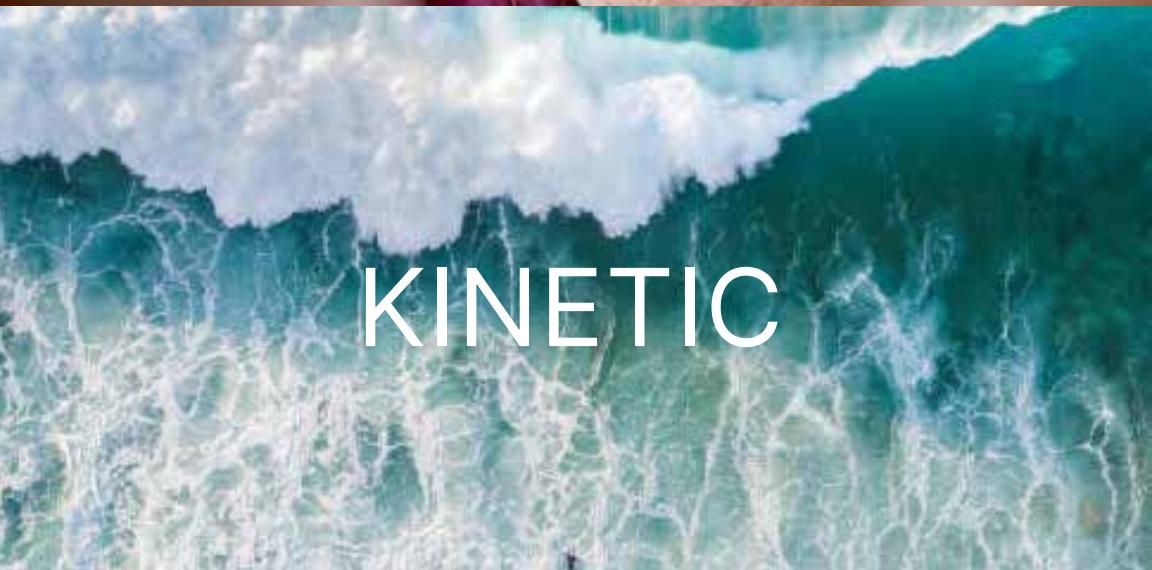
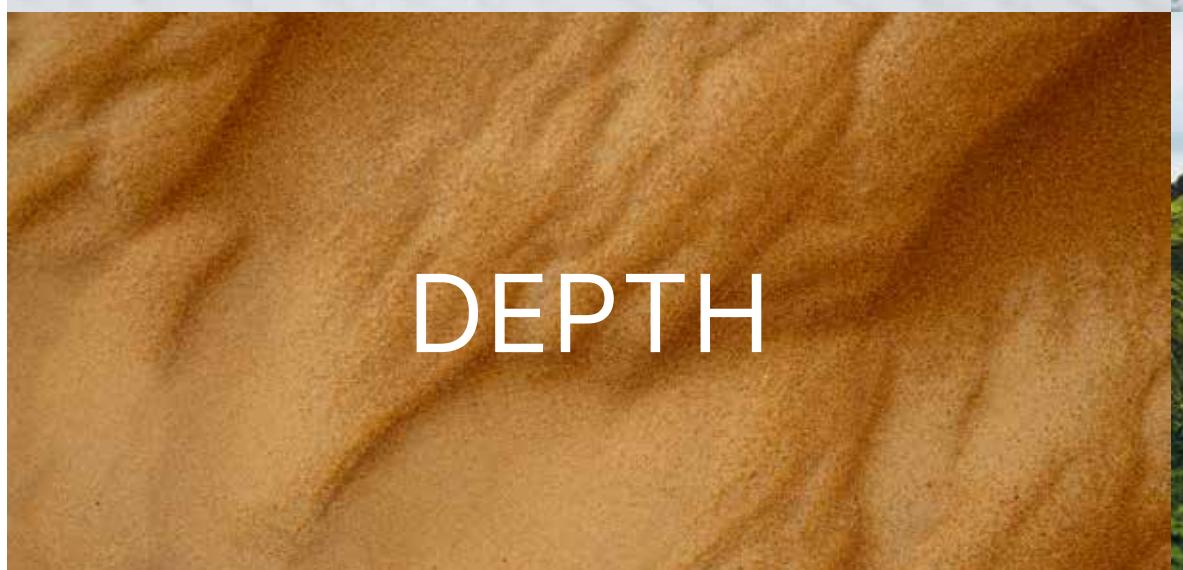
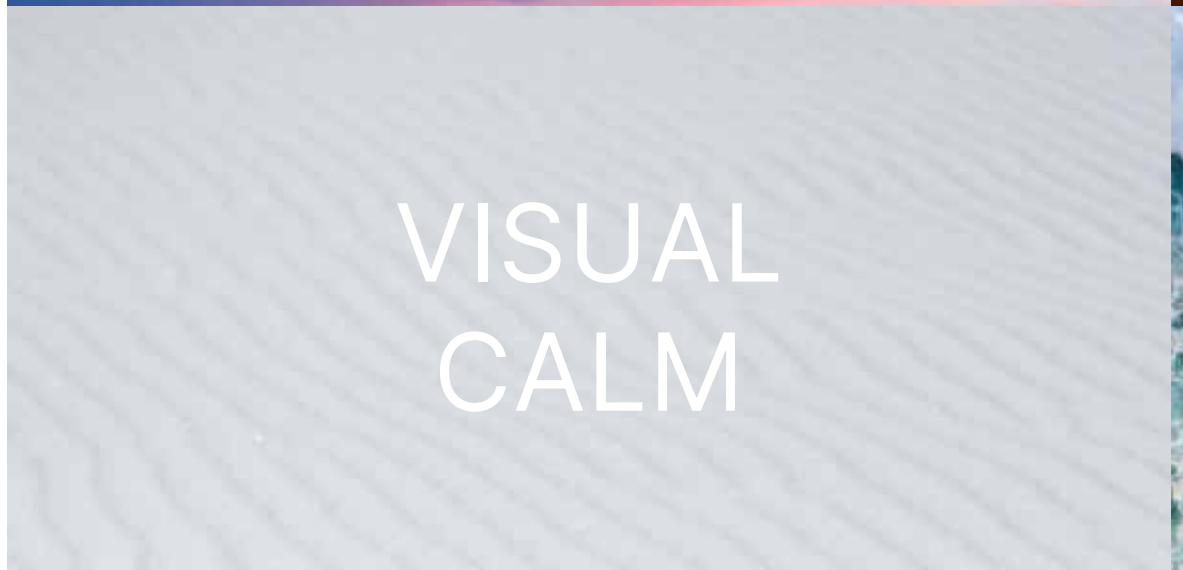
A tech company for people

Visual Calm yet Kinetic

Solid and nimble

Depth yet Expansive

Grounded and optimistic



Brand Strategy

Long Form

At Nasdaq, our purpose is to champion inclusive growth and prosperity. We power stronger economies, create more equitable opportunities and contribute to a more sustainable world to help our communities, clients, employees and people of all backgrounds reach their full potential.

Short Form

At Nasdaq, our purpose is to champion inclusive growth and prosperity.

Brand Manifesto

In the 50 years since Nasdaq was founded, we've always believed that every human being is connected by a shared dream: the dream to grow and prosper, and even to achieve greatness—in all its ingenious forms.

We also believe that every human being deserves to have access to the resources that can unleash the dream and make it fly. That belief underscores our purpose: to champion inclusive growth and prosperity.

We do it by providing access to an open-market ecosystem of information, insight, capital, and technology—a robust platform that invites today's leaders and tomorrow's gamechangers to combine their perspectives, pool their ingenuity, and participate in creating a stronger, more sustainable world.

Elevator Pitch

Nasdaq is a global technology company that champions inclusive growth and prosperity, creating opportunity for markets and economies of all sizes.

Our world-leading platforms protect the integrity of global markets, open up access for people of all backgrounds to trade, empower insight-led growth, and create foundational, transformative technologies.

Visual System Overview

Our Visual Toolkit

In many ways, our visual toolkit serves as a reflection of the Nasdaq brand itself. It has been designed to be flexible enough to meet our diverse branding needs while maintaining a strong, cohesive look.

The components of the toolkit include our logo, color palette, typography system, photography, and layout.

Logo



Type

Inter Light

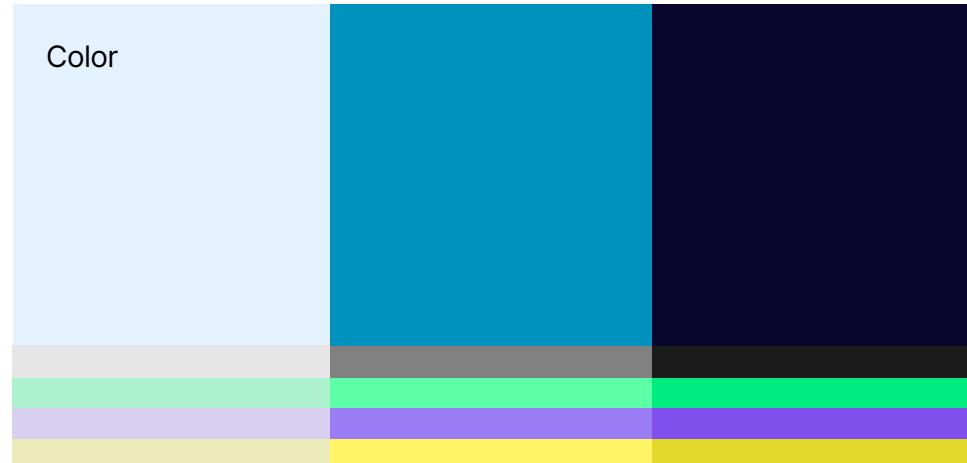
Inter Extra Light

Inter Light

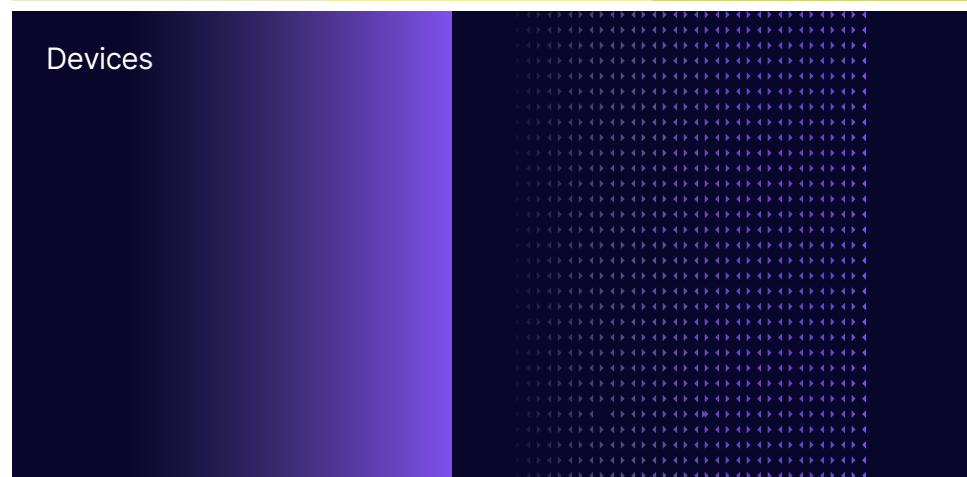
Inter Semi Bold

Bitter Regular

Color



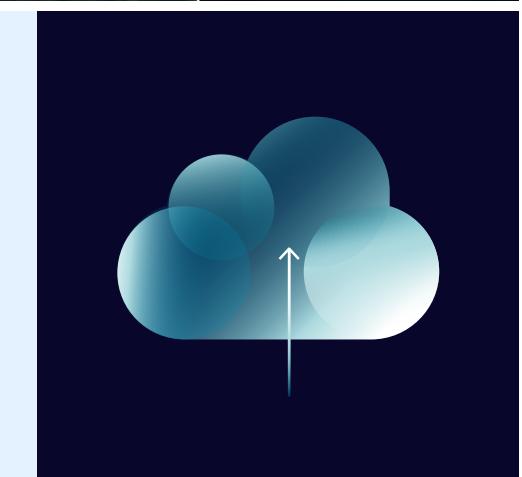
Devices



Photography



Iconography



Nasdaq Logo

Nasdaq Logo

Nasdaq Primary Logo

The “N”

The Nasdaq “N” is based on the outline of a performance ribbon. This universally recognized symbol of triumph reflects the ethos of the people who have made Nasdaq the company it is today while championing the passion, determination, and skill of those who will guide it fearlessly into the future.

The Nasdaq Wordmark

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

The “N”



Wordmark

Nasdaq Logo

Our Tagline

Our tagline, “Rewrite Tomorrow,” signals Nasdaq’s relentless drive to expand the boundaries of what is possible. It is used in our external marketing and recruiting campaigns to communicate the brand’s optimistic mindset and continual innovation. For our internal employer brand, our tagline serves as both inspiration and rallying cry.



REWRITE TOMORROW®



Nasdaq Logo

Sizing and 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.

Regular Size

Use regular size if logo is 110 pixels wide or larger, and less than or equal to 200 pixels wide.

Small Size

Use small size if logo is smaller than 110 pixels wide. Use for embroidery, engraving, etc.

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

Regular Size



Maximum: 200px | 2.0687 in



Minimum: 110px | 1.5278 in

Small Size



Maximum: 80px | 1.1 in



Minimum: 72px | 1 in

Clear Space

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



Logo Usage

Primary and Secondary Logos

There are five different Nasdaq logos. This page contains their names and appearances, and describes how and when they should be utilized.

Use a secondary logo only when you cannot use either primary logo.

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. Backgrounds should always provide high contrast in order to best support the logo's role as a branding element.

Do Not Use the "N" By Itself Without Prior Approval

In rare instances, the "N" may be used by itself on either a large or small scale. Approval must be granted by the Head of Brand & Creative prior to using it in this way as a standalone. Once approval has been granted, the creative team will give you the correct file to use. For regular and small "N" usage, please follow the primary logo sizing guidelines.

Primary Logos

Primary 1: 313+BK



Use only on a gray background that contains no more than a 7% gray tint

Primary 2: 313+W



Use only on a gray background that contains at least a 90% gray tint

Secondary Logos

Secondary 1: 313



Use only on a background that is pure white or a 5–7% gray tint

Secondary 2: BK



Use only on a background that is white or near white

Secondary 3: W



Use on high-contrast backgrounds: pure black, gray, single color (including secondary accent colors) and photography

Logo Misuses

The examples on this page demonstrate some common mistakes to watch out for when applying and reproducing the Nasdaq Logo. Please keep in mind that these mistakes should be avoided when using either the Primary or Secondary logo variations.



Do not change the color of the logo



Do not crop the logo



Do not alter the position of logo elements



Do not skew or stretch the logo



Do not add effects to the logo



Do not present the wordmark without the "N"



Do not replace the wordmark with a different font



Do not place the full-color logo on complex patterns, images or backgrounds



Do not add messages or elements to the logo

Brand Colors

Brand Colors

A Blue Brand

Though we draw from a rich and varied palette, at heart we are a blue brand. This aspect of our visual identity helps convey a sense of calm and authority, and should be leaned into with confidence whenever possible.

In addition to our core palette, bold supporting colors enhance the look of our materials by imbuing them with a fresh, modern feel. Using these colors consistently across all communications will strengthen brand recognition and help distinguish our products and services among current and potential customers. These colors may not be substituted.



Brand Colors

Color Rules

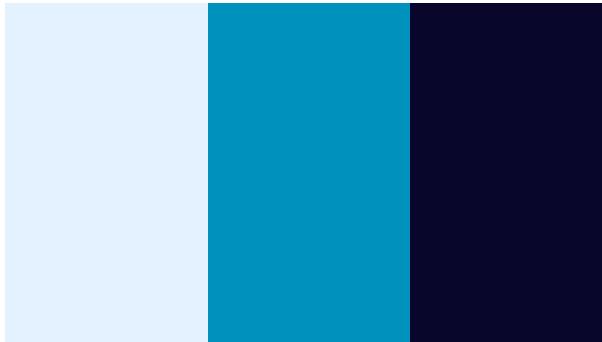
Core Brand Colors

The colors of our core brand palette have been selected for their ability to convey our distinct attributes. They may be used across all and any Nasdaq design systems with no restrictions.

Supporting Brand Colors

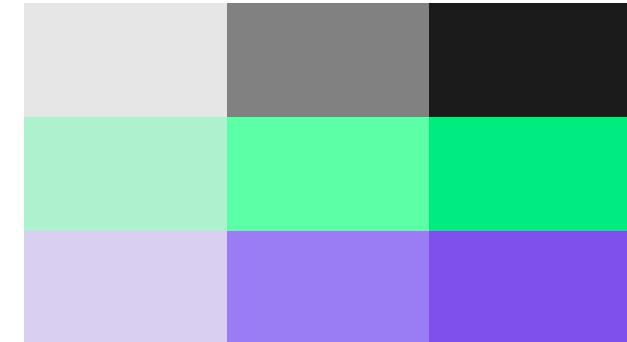
The supporting color palette has been carefully designed to complement the core brand colors. They may be used as accents to add visual appeal to our materials and create different moods, impacts and hierarchies.

Core Brand Colors



Use with no restrictions

Supporting Brand Colors



Use alongside the core brand colors



Use only in limited quantities

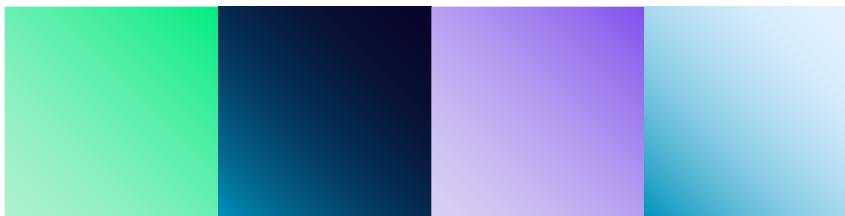
Yellow Supporting Color

The yellow supporting color should be used only in small quantities. It must never be used as a background or overused in the overall design, as doing so will detract from the messaging we mean to impart.

Live Gradients

Live gradients are used to infuse our brand materials with interest and energy. They are used predominantly as floods of background color, or as block colors to freshen up layouts.

Live Gradients



Use only approved live gradients as backgrounds and blocks of color

Color Misuses

- ✖ Do not use live gradients for typography
- ✖ Do not use live gradients as image overlays
- ✖ Do not create new color variations of live gradients

Brand Colors

Color Formulas

Core Brand Colors

Nasdaq Light Blue
Pantone 545 C
Pantone 650 U
C8 M1 Y0 K0
R228 G242 B255
Hex #E4F2FF

Nasdaq Blue
Pantone 313 C
Pantone 313 U
C81 M31 Y11 K0
R0 G146 B188
Hex #0092BC

Nasdaq Dark Blue
Pantone 282 C
Pantone 282 U
C90 M85 Y51 K69
R8 G6 B42
Hex #08062A

Secondary Brand Colors

Light Gray
Pantone Warm Gray 1 C
Pantone Warm Gray 1 U
C9 M6 Y7 K0
R230 G230 B230
Hex #E6E6E6

Light Green
Pantone 573 C
Pantone 573 U
C30 M0 Y27 K0
R173 G241 B207
Hex #ADF1CF

Light Purple
Pantone 2085 C
Pantone 2085 U
C13 M18 Y0 K0
R217 G207 B241
Hex #D9CFF1

Light Yellow
Pantone 7499 C
Pantone 7499 U
C9 M2 Y33 K0
R235 G234 B185
Hex #EBEAB9

Gray
Pantone 403 C
Pantone 403 U
C51 M42 Y42 K7
R129 G129 B129
Hex #818181

Green
Pantone 353 C
Pantone 352 U
C49 M0 Y56 K0
R92 G255 B166
Hex #5CFFA6

Purple
Pantone 2715 C
Pantone 2715 U
C49 M54 Y0 K0
R154 G125 B244
Hex #9A7DF4

Yellow
Pantone 100 C
Pantone 100 U
C0 M4 Y61 K4
R255 G244 B102
Hex #FFF466

Dark Gray
Pantone 419 C
Pantone Black U
C6 M0 Y3 K86
R27 G27 B27
Hex #1B1B1B

Dark Green
Pantone 7479 C
Pantone 7479 U
C63 M0 Y74 K0
R0 G235 B128
Hex #00EB80

Dark Purple
Pantone 2088 C
Pantone 2088 U
C65 M72 Y0 K0
R128 G80 B237
Hex #8050ED

Dark Yellow
Pantone 604 C
Pantone 604 U
C17 M7 Y89 K0
R227 G216 B44
Hex #E3D82C

Accessibility

Onscreen Viewing

Even the most carefully crafted communications will fail to make an impact in the marketplace if they cannot be seen properly. With that in mind, our core and secondary brand colors have been tested for ADA compliance with onscreen viewing protocols. The chart on this page displays usage results and contrast ratios for various brand color combinations; please remember to adhere to these guidelines and adjust the design process accordingly.

Chart Legend

- Noncompliant; do not use this color combination for type or graphic elements
- AAA** Highest compliance for regular, bold and large text; can be used for graphic elements
- AA** Acceptable compliance for regular, bold and large text; can be used for graphic elements
- AA18** Acceptable only for 14-point or larger bold text, and 18-point or larger non-bold text; can be used for graphic elements

Brand Color																			
Nasdaq Light Blue	—	AA18 3.1	AAA 17.2	—	AA18 3.4	AAA 15.1	—	—	—	—	—	—	AA18 4.3	—	—	—	—	—	—
Nasdaq Blue	AA18 3.1	—	AA 5.4	—	—	AA 4.7	—	—	—	—	—	—	—	—	—	AA18 3.1	—	AA18 3.6	
Nasdaq Dark Blue	AAA 17.2	AA 5.4	—	AAA 15.7	AA 5	—	AAA 15.2	AAA 15.2	AAA 12.3	AAA 13.2	AA 6.1	AA18 4	AAA 15.8	AAA 17.1	AAA 13.2	AAA 19.6	—	—	—
Light Gray	—	—	AAA 15.7	—	AA18 3.1	AAA 13.8	—	—	—	—	—	—	AA18 3.9	—	—	—	—	—	—
Gray	AA18 3.4	—	AA 5	AA18 3.1	—	AA18 4.4	AA18 3	AA18 3	—	—	—	—	—	AA18 3.1	AA18 3.4	—	AA18 3.9	—	—
Dark Gray	AAA 15.1	AA 4.7	—	AAA 13.8	AA18 4.4	—	AAA 13.3	AAA 13.3	AAA 10	AAA 11.6	AA 5.4	AA18 3.5	AAA 13.9	AAA 15	AAA 11.5	AAA 17.2	—	—	—
Light Green	—	—	AAA 15.2	—	AA18 3	AAA 13.3	—	—	—	—	—	—	AA18 3.7	—	—	—	—	—	—
Green	—	—	AAA 15.2	—	AA18 3	AAA 13.3	—	—	—	—	—	—	AA18 3.8	—	—	—	—	—	—
Dark Green	—	—	AAA 12.3	—	—	AAA 10	—	—	—	—	—	—	AA18 3	—	—	—	—	—	—
Light Purple	—	—	AAA 13.2	—	—	AAA 11.6	—	—	—	—	—	—	AA18 3.3	—	—	—	—	—	—
Purple	—	—	AA 6.1	—	—	AA 5.4	—	—	—	—	—	—	—	—	—	—	—	AA18 3.1	—
Dark Purple	AA18 4.3	—	AA18 4	AA18 3.9	—	AA18 3.5	AA18 3.7	AA18 3.8	AA18 3	AA18 3.3	—	—	AA18 3.9	AA18 4.2	AA18 3.2	AA 4.9	—	—	—
Light Yellow	—	—	AAA 15.8	—	AA18 3.1	AAA 13.9	—	—	—	—	—	—	AA18 3.9	—	—	—	—	—	—
Yellow	—	AA18 3.1	AAA 17.1	—	AA18 3.4	AAA 15	—	—	—	—	—	—	AA18 4.2	—	—	—	—	—	—
Dark Yellow	—	—	AAA 13.2	—	—	AAA 11.5	—	—	—	—	—	—	AA18 3.2	—	—	—	—	—	—
White	—	AA18 3.6	AAA 19.6	—	AA18 3.9	AAA 17.2	—	—	—	—	—	—	AA18 3.1	AA 4.9	—	—	—	—	—

Typography

Typography

Our Typefaces

In visual materials, the typefaces used can help convey a brand's character, tone of voice, and message. In this vein, our Nasdaq brand typefaces have been curated to deliver optimum legibility and contain a variety of design properties that encapsulate our unique point of view. Our preferred typefaces are Inter and Bitter, which should be used whenever possible in branded materials.

If Inter and Bitter are not available, please use Arial as a replacement for Inter and Georgia as a replacement for Bitter.

Inter

Bitter

Arial

Georgia

Typography

Inter

Our primary typeface is Inter. This variable font family features a tall x-height to aid in the readability of mixed-case and lowercase text, making it an ideal typeface for legibility and flexibility in today's digital world.

We have carefully selected the type weights that should be used and created specific use cases for each. By following the guidelines listed on the following pages, you can help ensure that Inter remains legible and impactful across our entire design system.

A b c d e f g h i
j k l m n o p q r

Thin
Extra Light
Light
Semi Bold

Typography

Bitter

Our secondary typeface is Bitter. This slab serif typeface adds a contemporary look and feel to our materials and makes for comfortable reading on any computer or device.

The following pages will spell out which type weights should be used in which cases. This will help streamline our internal processes and maintain continuity across communications. Please refer back to the specific use cases to ensure that Bitter is always used intentionally and correctly.

A b c d e f g h i
j k l m n o p q r

Regular

Sizing Headlines

Our typeface for all primary headlines or messages is Inter Light. The graceful, easy-to-read characters display well across many different sizes and lend a clean, professional look to our communications.

In headlines, Inter Light should always be rendered in at least 20pt font. If the design demands that the headline be smaller, use Inter Semi Bold instead.

For extra-large headlines—especially those using typography above 100pt—use Inter Extra Light. This helps present a clean, open feel and avoids overwhelming the reader with a large, heavy typeface.

130pt
Large headline
Inter Extra Light

100pt
Large headline
Inter Extra Light

80pt
Large headline
Inter Light

50pt
Large headline
Inter Light

30pt
Sub-headline
Inter Light

15pt
Sub-headline
Inter Semi Bold

Headline

Headline

Headline

Headline

Headline

Sub Headline

Type Styling

Headline 1

(Inter Extra Light)

Headline 2

(Inter Light)

Small Headlines

(Inter SemiBold)

Subtitles

(Bitter Regular)

Body Copy

(Inter Light)

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer vel urna ac diam sagittis lacinia. Curabitur sit amet arcu in velit varius ullamcorper. Aliquam erat volutpat. Sed quis mi id ipsum blandit congue sit amet interdum risus. Donec blandit blandit vestibulum.

(Inter Light)

Large Numerals

Small Numerals

(Inter ExtraLight)

(Inter Thin)

—Quotes &
attributions,
names, people
—Anna Peters

(Bitter Regular)

Type Hierarchy

Large
Numerals
Only



Inter Thin

Large Headlines
and Bold Statements
and Small Numbers



Inter Extra Light

Subtitles
Quotes and
Attributions



Bitter Regular

Small Headlines
and Body Copy



Inter Light

Small Subheads



Inter Semi Bold

Typography

Type Hierarchy

HEADLINE
INTER EXTRA LIGHT
OPTICAL KERNING
SET AT 0 TRACKING
110% LEADING

Headlines

SMALL HEADLINE
INTER LIGHT
OPTICAL KERNING
SET AT 0 TRACKING
110% LEADING

Headlines that are set smaller use the Inter Light typeface

SUB-HEAD
INTER LIGHT
OPTICAL KERNING
SET AT 0 TRACKING
110% LEADING

Larger subheads are set in Inter Light for additional messaging

LARGE NUMBERS
INTER THIN
METRIC KERNING
SET AT -100 TRACKING
-18% LEADING

20
25

SMALL NUMBERS
INTER EXTRA LIGHT
METRIC KERNING
SET AT -100 TRACKING
-15% LEADING

2025

SMALL SUBHEAD
INTER SEMIBOLD
OPTICAL KERNING
SET AT 0 TRACKING
120% LEADING

Smaller subheads are set in Inter Semi Bold for additional clarity and legibility.

BODY COPY
INTER LIGHT
OPTICAL KERNING
SET AT 0 TRACKING
170% LEADING

Body copy is set in Inter Light. Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

Typography

Type Hierarchy in Action

Inter

Inter Light and Inter Extra Light are our typefaces of choice for headlines and subheads. For statistics and large numerals, use Inter Thin instead. Body copy may be rendered in either Inter Regular or Inter Semi Bold, depending on the piece's text and layout requirements. Following these guidelines will ensure that our communications boast a polished and cohesive look that reflects Nasdaq's standing as a worldwide financial leader.

Bitter

Bitter Regular is used for callouts, quotes, attributions and subtitles. Incorporating this typeface adds variety to our materials and keeps them looking up-to-date and modern, in keeping with Nasdaq's focus on the future and all its possibilities.

Inter Extra Light —□

Inter Light —□

Inter Light —□

Inter Regular —□—



Henihiliias dipsae

Diaturibus vid et apernatia ium ut ulles quibustrum alike dolor senest ullendis et eatio eriorerro quam sequibu sdandip sandist, non eati ut

Sum quosam et arciet hil inimusda nem. Namus corum ant volupis earuptaqui que doluptiunt volupta dus magnam, nonsedicum volorat iorest, que laborem. Vellorio intio tem reptatisi diatibus et esequis est asim que verferum aut que nobis reriferi tatur, simper mquam, sit officidunt aut qui vel inus sant.

Uipa ium quo que soloris mod ut que dolorerupid ut eturibus ius, nonsectam soleo volupta spient.

Aquiam vellant aut fugiam, et que volo tem quattuodoluptiut as andipsa ndisqui incaspediti as dolorpos evenda porest pla acide core ani de expla seque secte ditatur? Qui dit magnisquisit quia corum, corporum fuga. Quam exeribus eum laceatis et a quis aliquid dolut volllupatis quam quo minisci andeni quatem fuga. Pudande labo. Ugit pa derfeit, simo eatissuntum repere eos cuptatu rendit aut doluptam, odi repudio nsequas accus si natempo reperio mo eum num rae. Ra delis rem quam, ationsequist

Fugit quam remque nos nusdam reptasim

Tibus ero maximpor reperovitas parciel abor aut latia ne liquis aliquint harum ent etur, am nos con nossint ommodit rerfer eruptam aut ium ne vel molupti atecae. Cusam, utasitas rem. Ut ariatur apidi conseque con nulparibus moluptur:

- Ur ad mini doluptquam dem con sequi volorem andenis adi ut
- omniminus dolor molende volora ipsae endem dollabo ressita turibus, sa qui ut
- quam venihil is endicunt in consequasit int, tem laborem explabo. Ignam, voles

Sanitis plation sequiaspid et evercid et quas si dis nullabo.

Uga. Vide ariorepudici omnite et fuga. Gliae quat.

Tibus a conet qui volorporibus necum hariore rspeliqui consectotae conecerit, custrum simil mi, nihitatur rehenis sum sequam aut rehenest, soluptata il etur autaess undentiorunt ullaest omnim aboritibus abore qui non pro molestibus ut quis nos es sum que vit in ni temos nonserio bla voleser chiligendia aut arcitati to con prae. Itae sam que pa quam que latiandi corem voloreint landite poraess itiorro omnistir aut eum

Met ulparch illam, velestincim eum volut valoris exerci que sum nos eum alites niet as sinte sum eatur? Tur?

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Tech@Nasdaq.com

160
NUSDAM REPTASIM

—□— Bitter Regular

—□— Inter Thin

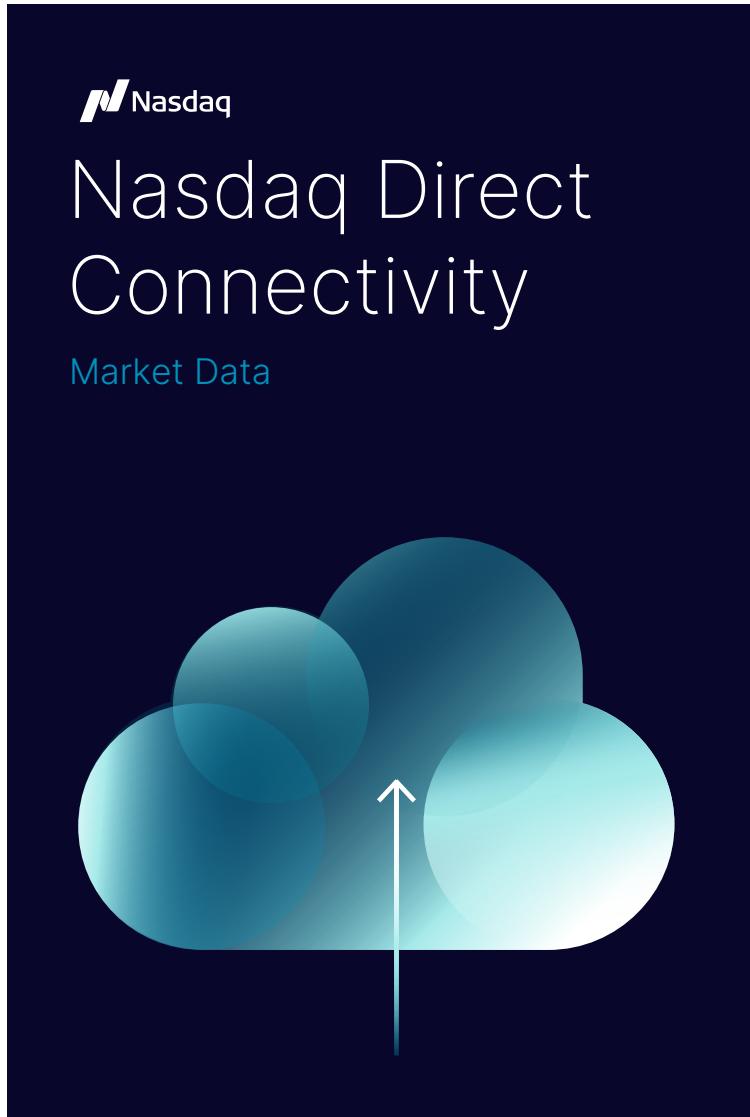
—□— Inter Regular

—□— Inter Regular

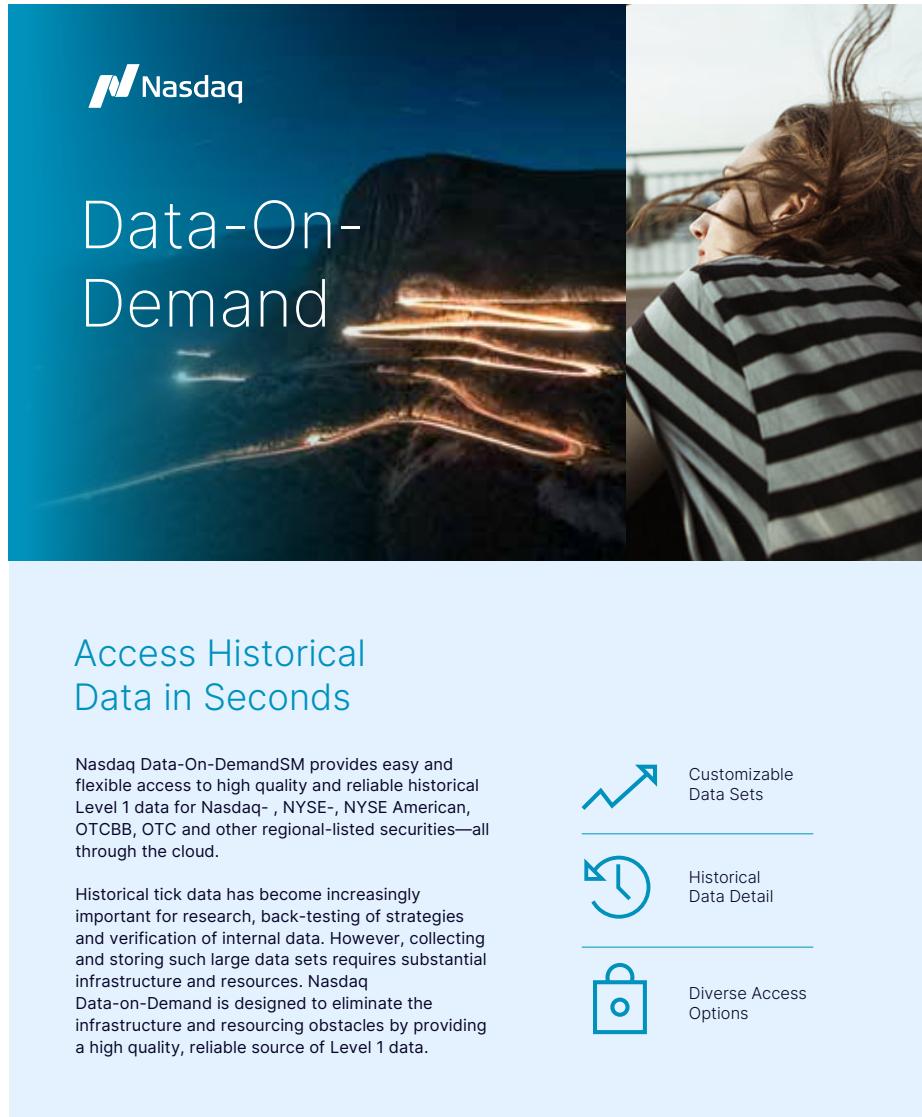
Typography

Type in Application

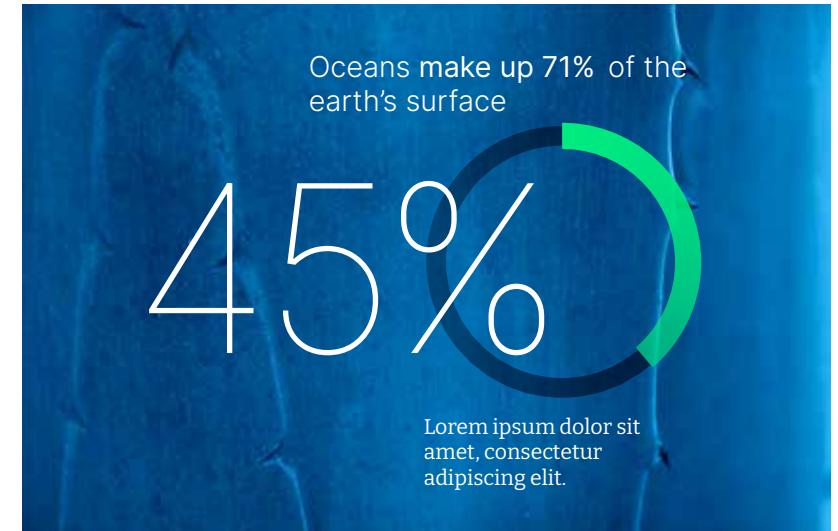
Inter Extra Light Headline / Bitter Regular Subtitle



Inter Extra Light Headline / Inter Light Subhead



Inter Thin Number



Inter Light Text

Photography

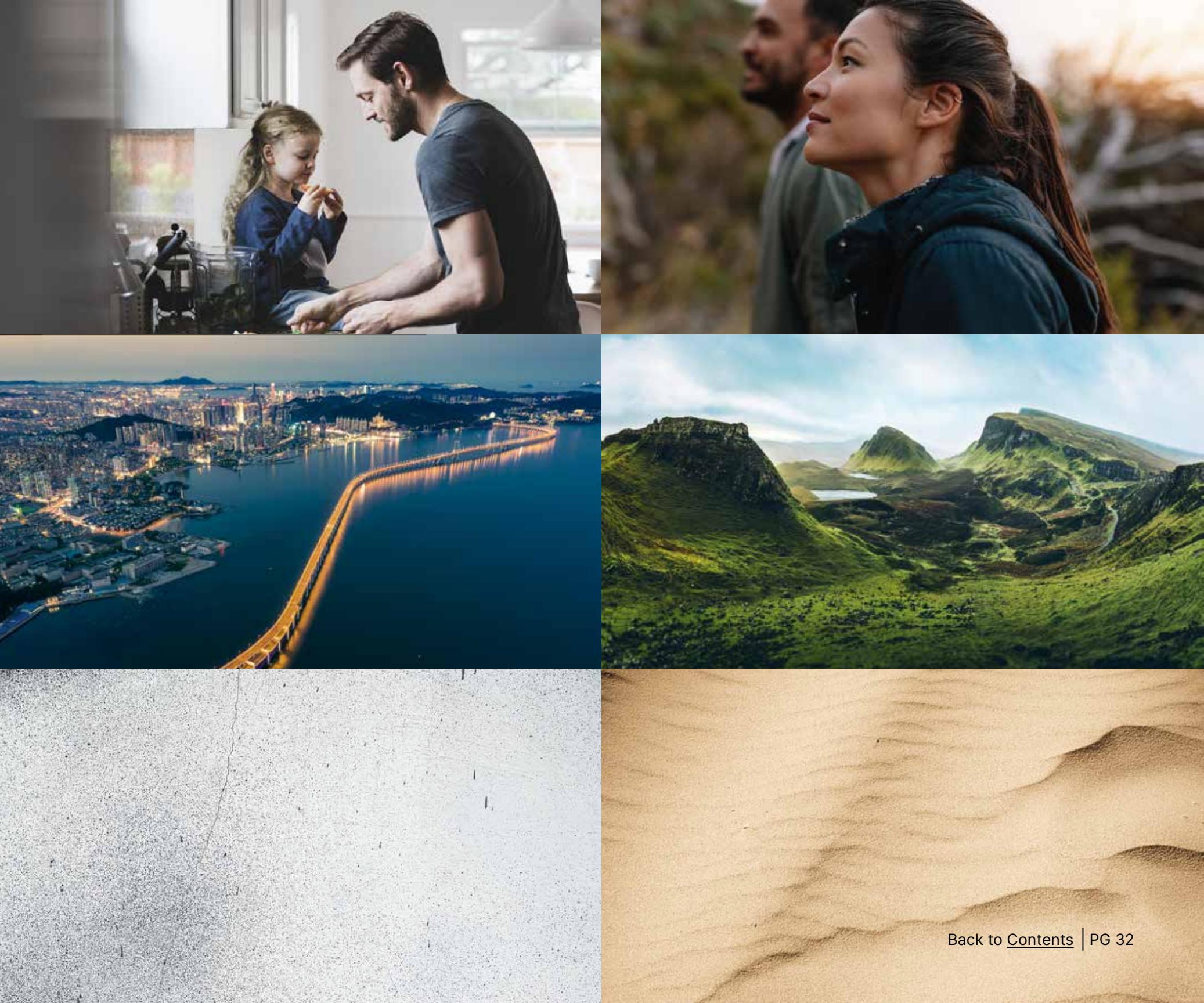
Photography

Introduction

Our photography plays a key role in bringing the Nasdaq brand to life. By depicting authentic human moments with a keen sense of color and detail, our photographic style carries an air of approachability that draws people in. In contrast, our expansive shots of breathtaking scenery and stunning cityscapes illustrate the breadth of our brand's reach and highlight the many corners of the globe that have been touched by our mission.

We have three categories of photography:

- Authentic Moments
- Expansive Spaces
- Deep in Detail



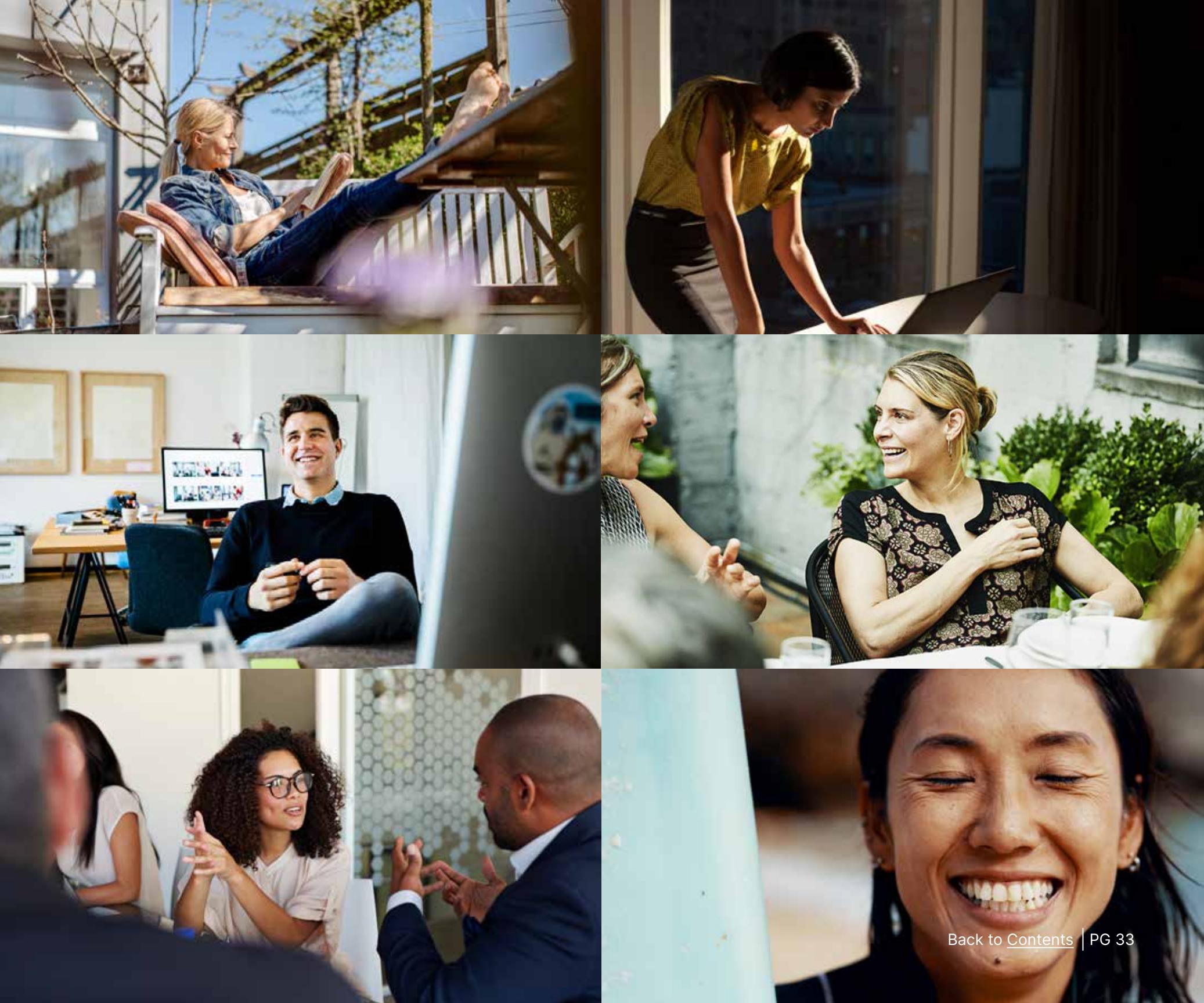
Photography

Authentic Moments

Authentic, Deep, Vivid

At Nasdaq, our mission has never been about achieving growth for growth's sake. What continually drives us is knowing that our discoveries have the potential to impact the lives of the people and communities we serve in a positive way. With this in mind, our Authentic Moments category celebrates instances of genuine human connection and forward-looking optimism. This photographic style employs a softness in its depth and composition in order to showcase moments that are both authentic and aspirational.

- Person or people caught in a moment, never posed or stiff
- Authentic, empathetic, optimistic
- Depth provided in depth of field and framing / composition
- Avoid using too many photos of people laughing; instead, choose photographs that depict a wide range of positive emotions





Photography

Expansive Spaces

Expansive, Kinetic, Vivid

As a truly global leader, our brand has the power to influence the world around us in ways both personal and profound. Our Expansive Spaces category celebrates the kinetic energy found in both the natural and industrial worlds, juxtaposing the two to showcase the duality that exists all around us. By extolling both the beauty of nature and the power of human ingenuity, these images reflect the dichotomy found in the Nasdaq brand itself, with its focus on both the micro and macro, human and technological, past and future.

- A variety of images that demonstrate Nasdaq's incredible expansiveness and reach
- Landscape imagery that feels dynamic and alive—never sterile or stagnant
- Beautifully lit daytime and nighttime shots that highlight the duality of our brand and the people and places it affects





Photography

Deep in Detail

Authentic, Depth

At Nasdaq, we work hard to deliver transformative insights with acumen and aplomb. Our Deep in Detail category reflects our brand character by using detailed textural elements to highlight the complexity lurking just beneath the surface. These serene yet striking images can be used as a backdrop against which we can create impactful communications and tell engaging brand stories.

- Our Deep in Detail images create a sense of calm and stand in contrast with the grandeur of those found in our Expansive Spaces category
- Close-up photos add a soft, textural element to our photography that helps humanize the brand
- These images can showcase a variety of textures, but they should all have a natural feel to them that enhances the content of the communications in which they appear
- All textures should exude a soothing energy and avoid being overly expressive



Photography Misuses

The examples on this page demonstrate some common photography mistakes to avoid.



Do not use inauthentic, staged, or posed feeling images



Do not use graphics or images as overlays on top of photography



Do not show highly manipulated or over-photoshopped images



Do not use images that are moody or negative in emotional tone



Do not use images with clichés



Do not use detail images that are mathematical or technical, they should be soft and natural

Team Portrait Photography

Team Portrait Photography

Leadership Portraits

Authentic, Deep, Vivid

Showcasing our top personnel in a candid, relatable fashion is essential when it comes to humanizing our organization and establishing confidence in its leadership. The subjects' facial expressions should be genuine rather than overly posed or rigid in order to infuse the portraits with warmth and personality. Direct eye contact is encouraged, as it projects an air of confidence. In a further nod to authenticity, our leaders should always be photographed within our light, bright and modern office spaces.

Leadership Photo Shoot Styling

- Photographs are staged within the office environment
- Subjects make eye contact with the camera
- Authentic facial expressions
- Depth in both the foreground and background
- Bright lighting with good exposure
- Facilitated by a professional photographer



Leadership Portrait Misuses

The examples on this page demonstrate some common leadership portrait mistakes to avoid.



Do not use dark backgrounds



Do not use cliché or cocky poses



Do not use portraits that are overly colorful or include artificial elements



Do not use portraits in which the subject is looking away from the viewer



Do not use portraits in which the subject is overly posed



Do not overuse the depth effect

Team Portrait Photography

Team Member Portraits

Authentic, Deep, Vivid

Highlighting the authenticity of our team members is critical when it comes to connecting with our customers and vendors. As with our leadership photography, we encourage direct eye contact to depict confidence while ensuring that the subjects' facial expressions are relaxed and natural. For these portraits we employ clear, clean backdrops and even lighting. The photographs should capture the nuances that make each one of our team members so unique.



Team Member Photo Shoot Styling

- Direct eye contact with the camera
- White or very light neutral backgrounds
- Bright, clear lighting with no shadows
- Authentic / natural facial expressions and poses
- Neat, smart-looking clothing
- Cropped from the chest up



Team Member Portraits: Adding Color

Nasdaq Blue

One simple way in which to further align our team member portraits with our overall brand message is by editing the images to include Nasdaq Blue. This should be done carefully and only by design professionals to ensure that the correct level of visual precision has been applied to the final image.



Team Member Portrait Misuses

The examples on this page demonstrate some common team member portrait mistakes to avoid.



Do not use dramatic lighting and shadows



Do not use cliché poses



Do not under crop portraits



Do not use overly expressive portraits



Do not use portraits in which the subject is dressed too casually



Do not over-crop portraits

Layouts and Devices

Introduction

Our layouts and devices form the framework for all visual communications. In keeping with the brand's emphasis on championing its inherent duality, these tools exhibit a modularity that allows for moments of visual serenity while maintaining the flexibility needed to create designs that brim with kinetic energy.

The Catalyst Line

The use of an element which we call the catalyst line brings the notion of duality to life within our design system. This flexible visual building block makes for a striking presentation and has powerful ownability as a brand device.

The catalyst line may be used either horizontally or vertically, but never at any other angles so as to preserve the line's precision.

Catalyst Line Introduction

The catalyst line sections a layout into two parts, creating an ownable graphic device to showcase the notion of duality in our business.

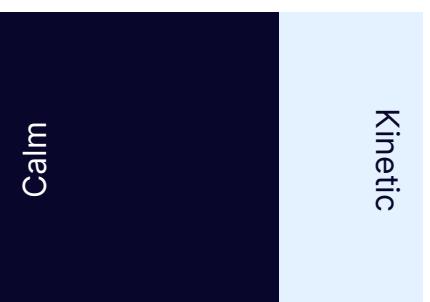
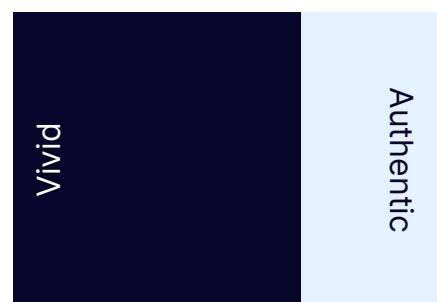
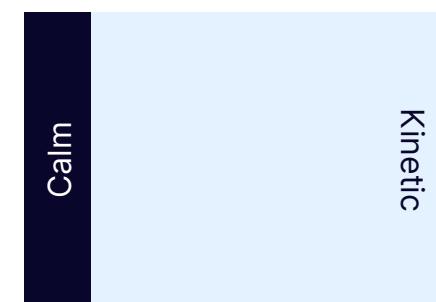
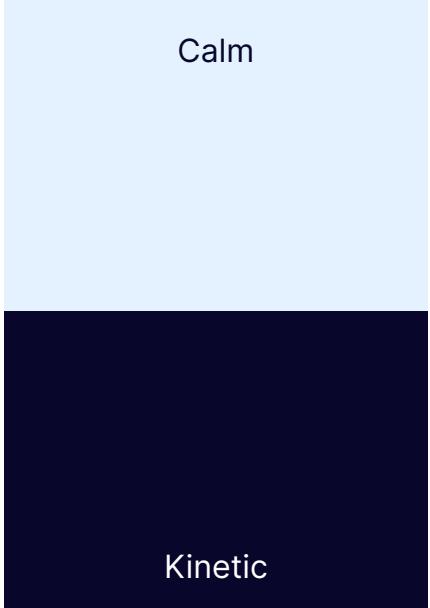
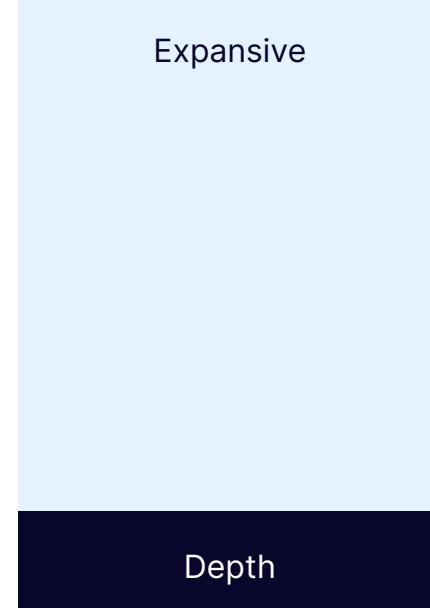
The catalyst line intersects and disrupts an image to create a surface on which to put copy.



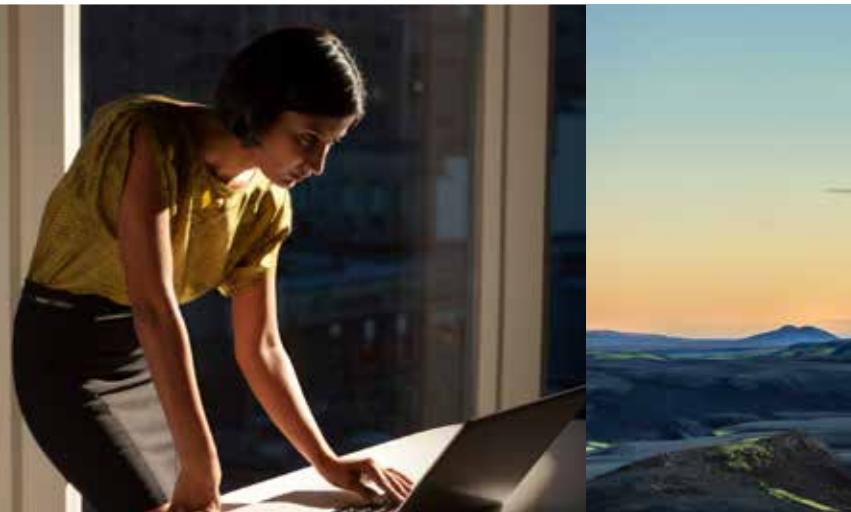
Duality Visualized

Duality can be incorporated throughout the design system to match the desired look or tone of the communication. Ensuring that our communications exhibit strong visual duality is essential to creating a distinct and ownable brand style.

The content used within these templates may be made up of solid colors, patterns or photography displayed with or without the catalyst line gradient overlay.



Flexibility of Duality



Simple

The simplest version of the system;
provides ample space for type and content

Complex

The most complex version of the system;
includes 2 photos and a catalyst line

Catalyst Line Gradient Construction

Our catalyst line is an impactful device with which to exemplify the duality of our business. Because of this, we never use the catalyst line alone; instead, it is always juxtaposed against an object or photograph to showcase its impact on the world, as shown on the following pages. Instructions for constructing the catalyst line are shown at right.

Correct Use of the Catalyst Line

- Interacts with an image to create duality
- Interacts with typography
- Horizontal or vertical
- Available in both core and supporting colors

Incorrect Use of the Catalyst Line

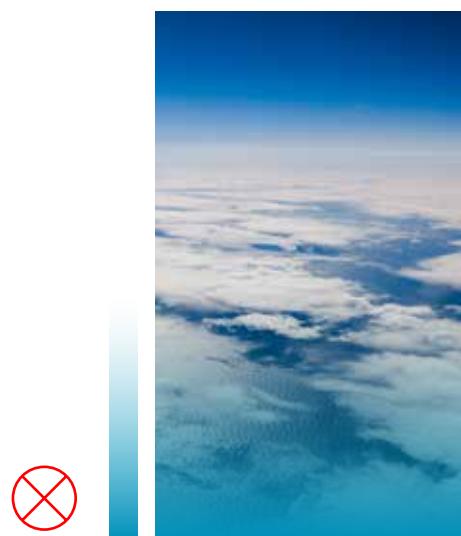
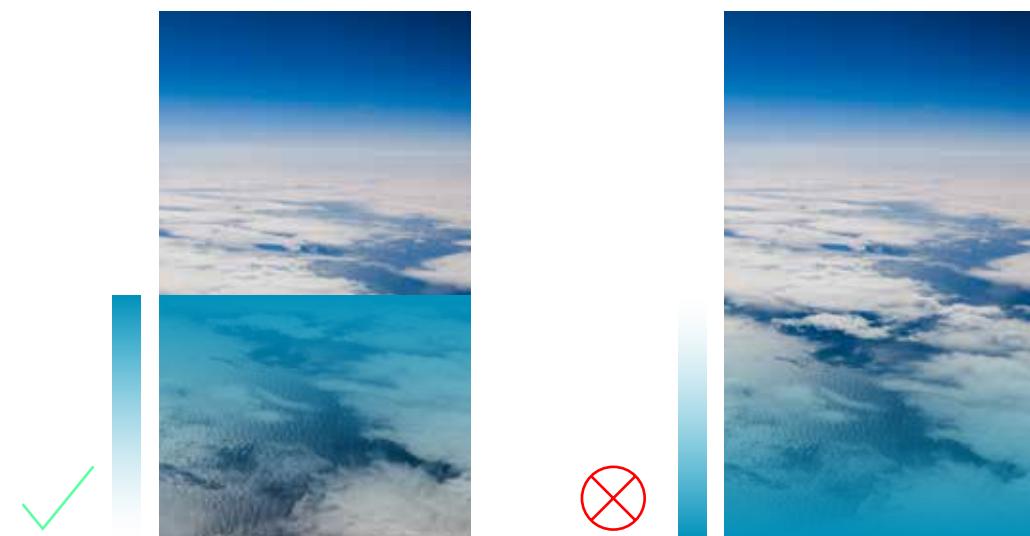
- As a background (use live gradients for backgrounds)
- To overpower an entire image
- At perpendicular angles
- In data visualization colors



Catalyst Line Gradient Construction

The 100% opacity edge of a catalyst line should always be within the image or field of color, not on the margin. The side that runs into 0% opacity, or see through, should be the margin side.

Vertical catalyst lines should always have their 100% opacity side within the images and run to 0% opacity on the margin.



Catalyst Line in Use

Complex

A complex storytelling moment calls for a layout that utilizes multiple visual tools, such as two photos and a catalyst line.

The layout features a central photograph of a woman with curly hair and glasses speaking, with another person visible in the background. The Nasdaq logo is positioned in the top left corner of the image area. To the right, there are two distinct sections: one for 'HOW TO INVEST' and one for 'STOCKS'. Both sections include a title and a descriptive subtitle.

Nasdaq

Investing During Volatility

What is an investor to do when the market is volatile? In short: Breathe, don't panic and stay educated. Here are some primers for you to stay smart during volatile trading periods.

HOW TO INVEST

- Riding the Stock Market's Long Roller Coaster

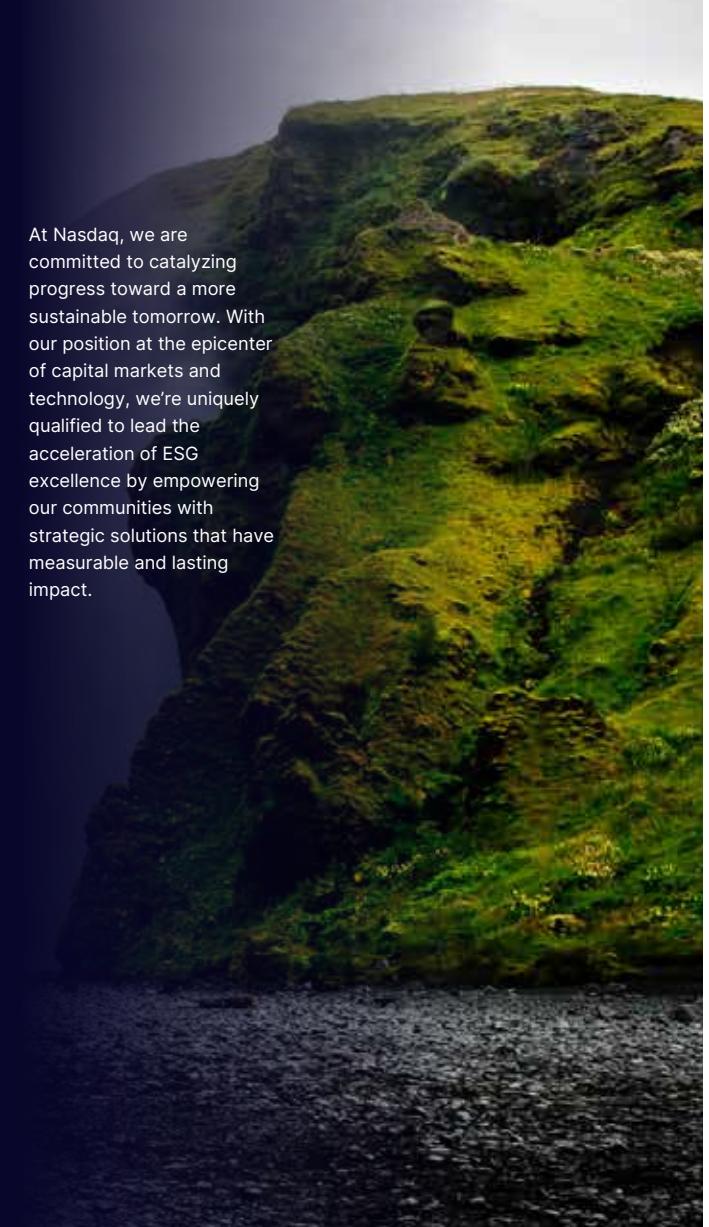
STOCKS

- Is this Stock Worth Buying?

Catalyst Line in Use

Focused

A more focused layout reduces visual contrast but maintains the catalyst line. To underscore the message of the piece, only one image is used in focused layouts.



Catalyst Line in Use

Informative

One of the ways in which we distill complex topics into easily digestible information is by using an informative layout. This layout uses a minimal amount of visual elements to make sure the content is readily understood and as clear as possible.



Nasdaq Automated Investigator for anti-money laundering

The solution helps

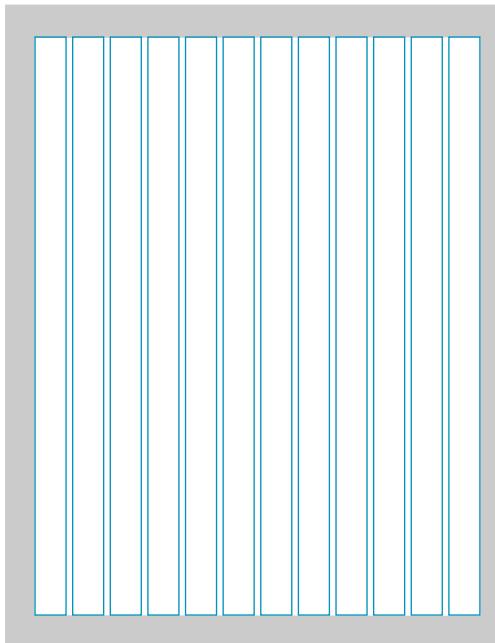
Traditionally, the processing and investigation of anti-money laundering (AML) alerts at banks has proven to be a difficult and costly problem. Large investments are often made on teams of human analysts, which are tasked with managing and investigating alerts and making high-risk decisions.

The wide scope of surveillance means that AML Transaction Monitoring (AMLTTM) systems could potentially trigger as many as 200,000 to 300,000 alerts a month in extreme cases—requiring extensive resources to investigate and manage them. Furthermore, differing review techniques across large teams of human analysts can lead to consistency issues and decision errors.

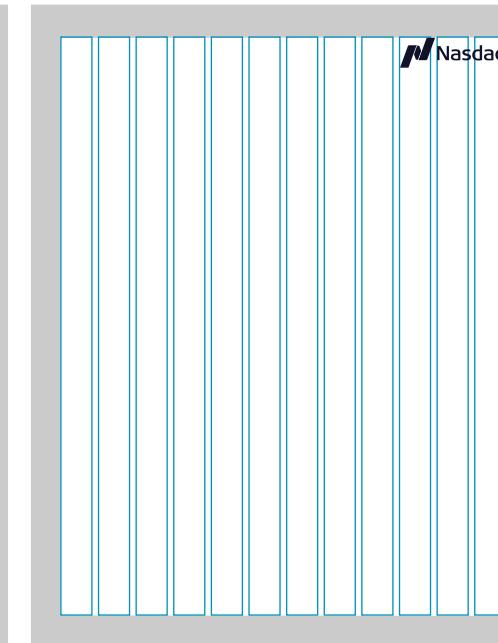
At a time when all industries are under pressure to reduce expenditure, the Nasdaq Automated Investigator for AML can help firms increase operational efficiencies in AML investigations by over 40% while dramatically improving quality assurance and saving costs.

Grid System Overview

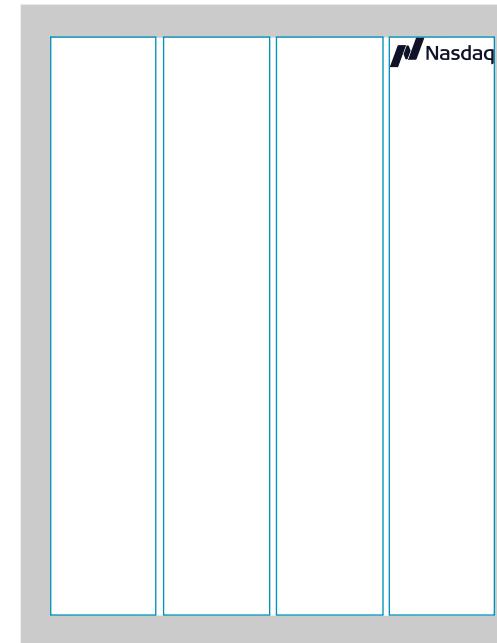
There are four main steps involved in creating a layout from scratch. Details regarding each step can be found on the following pages.



1
Create your grid



2
Use the grid to size your logo



3
Adapt the grid to your preference



4
Use the grid to lay out your elements



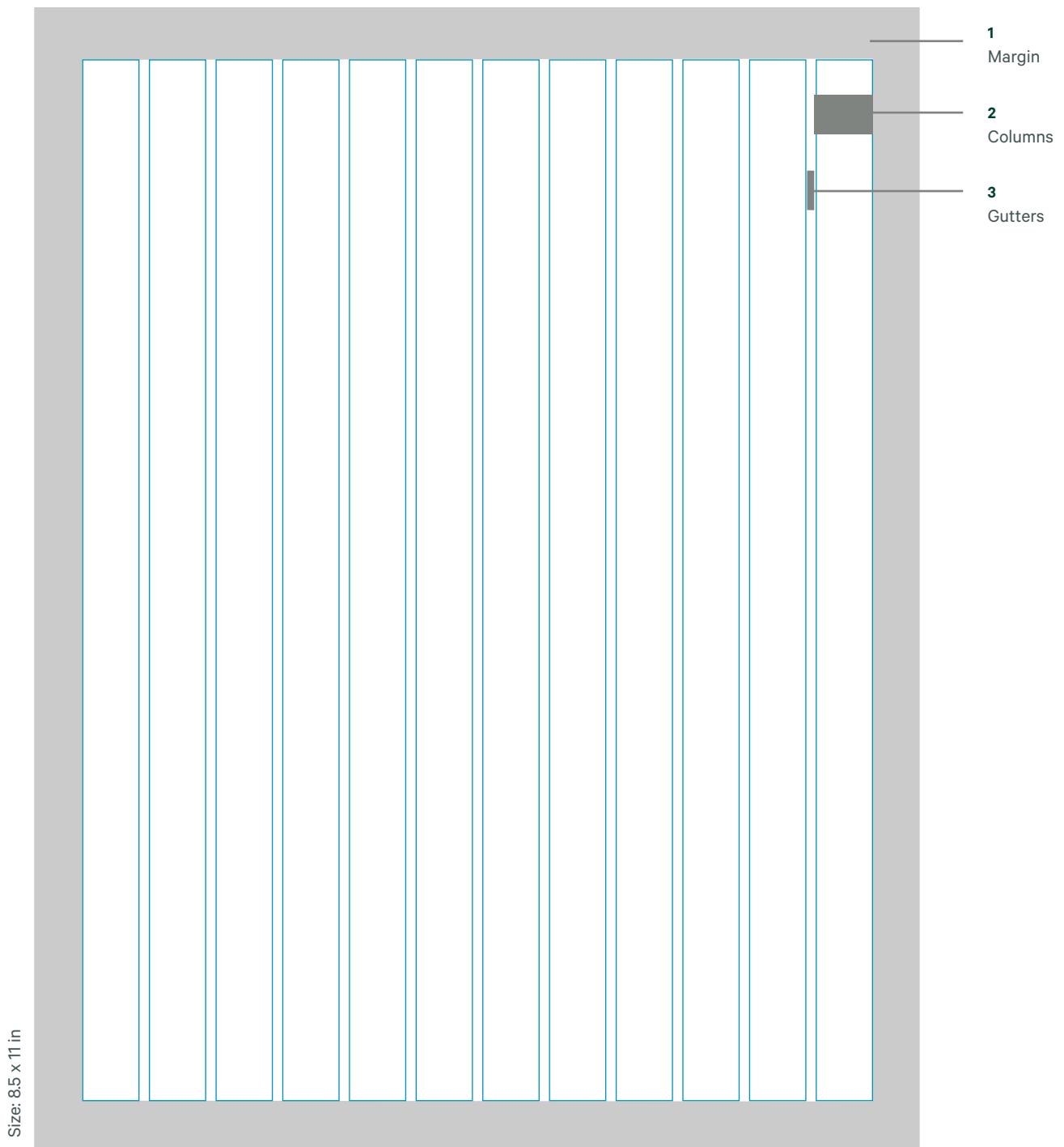
Getting Started: Vertical Layouts

A grid is the foundation of our layouts.

When drawing a grid in an area, note the basic structural components: margins, columns, and gutters.

Margins are the area around the layout. Columns should always be the same width within a grid, and are separated by gutters, which are all the same width within a grid.

Grids help to ensure well-constructed consistency across our communication designs, but also allow freedom for creativity.

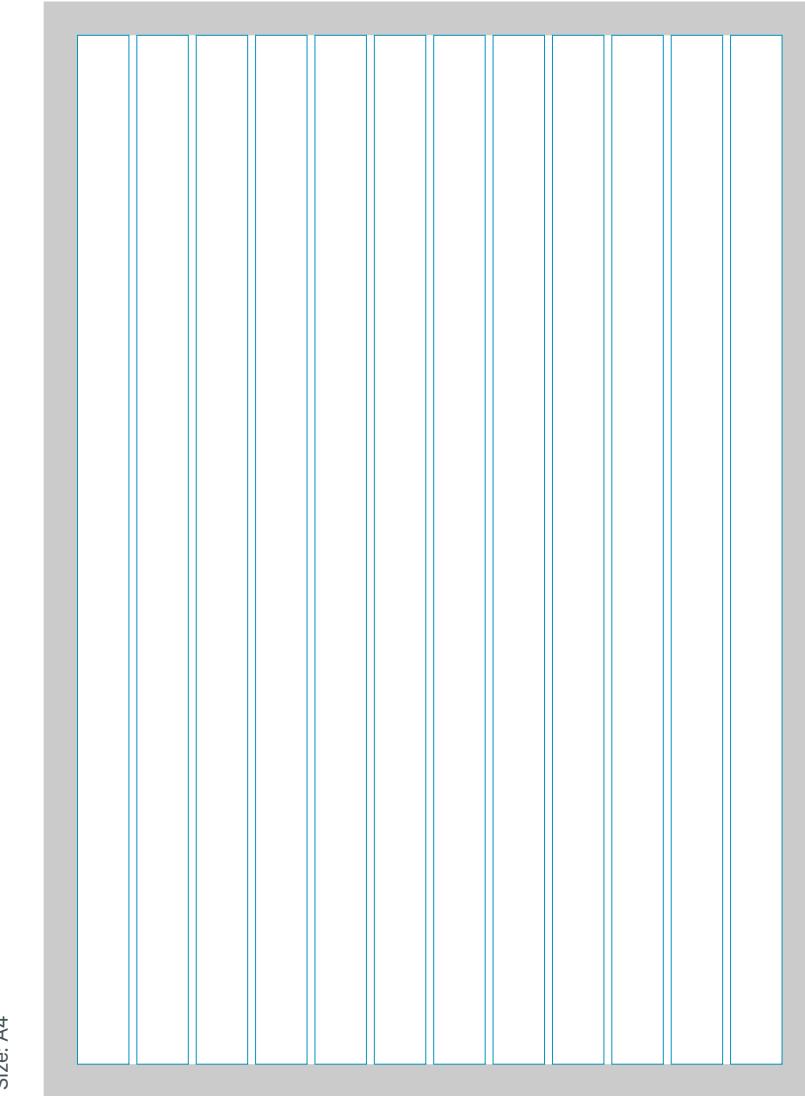
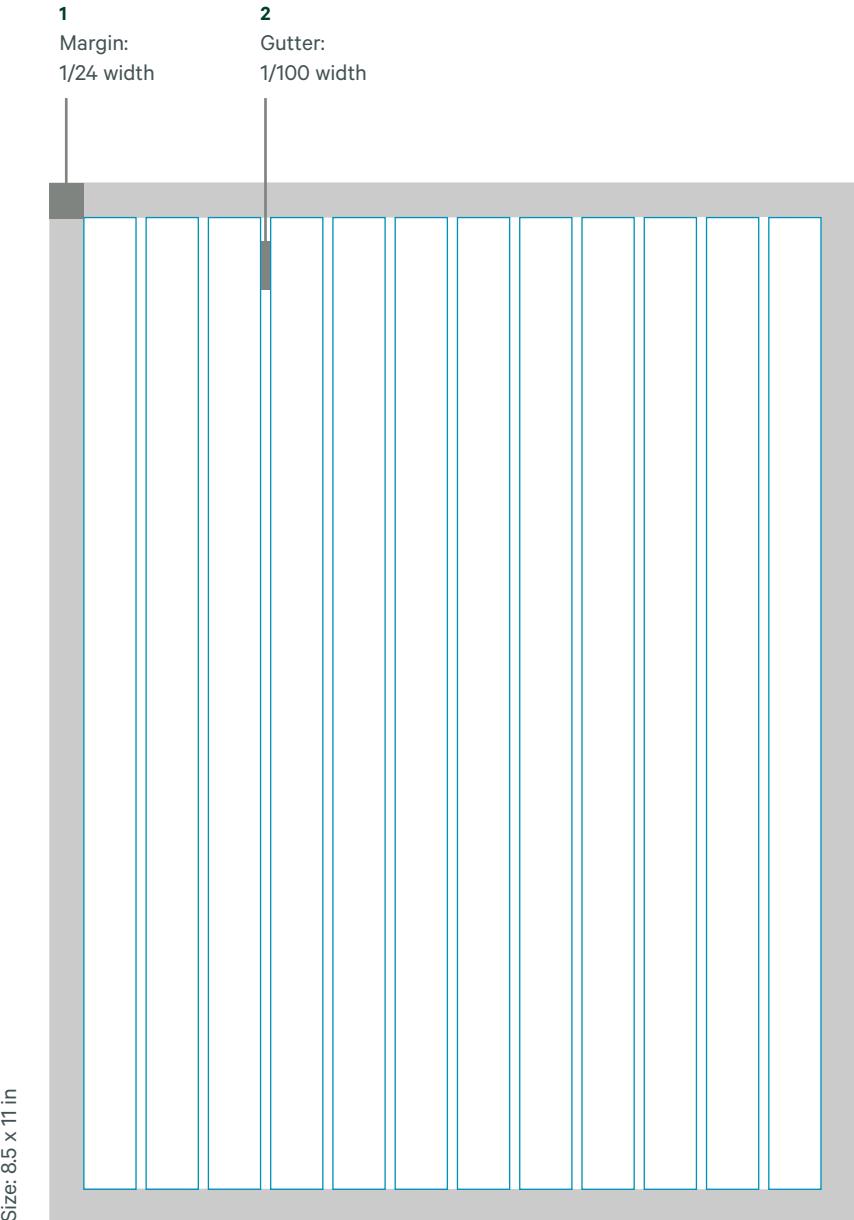


Vertical Layout Specifications

In vertical layouts, use a 12-column structure.

The gutter between the columns should be set at 1/100 the width of the entire page.

Margins will be variable based on the specifications and print constraints, but when possible a margin width of 1/24th the width of the overall piece is preferred.



Getting Started: Horizontal Layouts

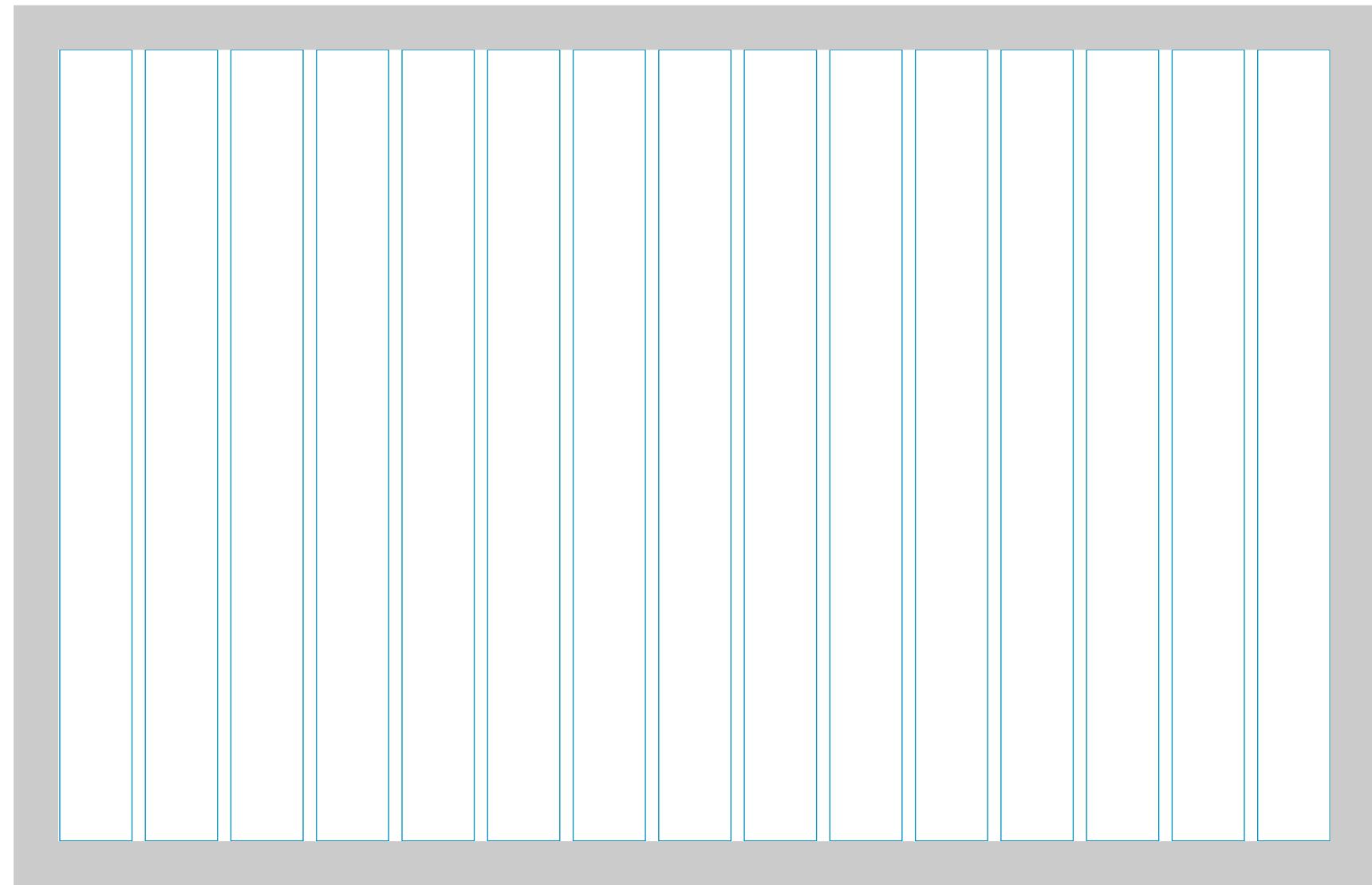
A grid is the foundation of our horizontal layouts, as it is with our vertical layouts.

When drawing a grid in an area, note the basic structural components: margins, columns, and gutters.

Margins are the area around the layout. Columns should always be the same width within a grid, and are separated by gutters, which are all the same width within a grid.

Grids help to ensure well-constructed consistency across our communication designs, but also allow freedom for creativity.

Size: 11x17 in



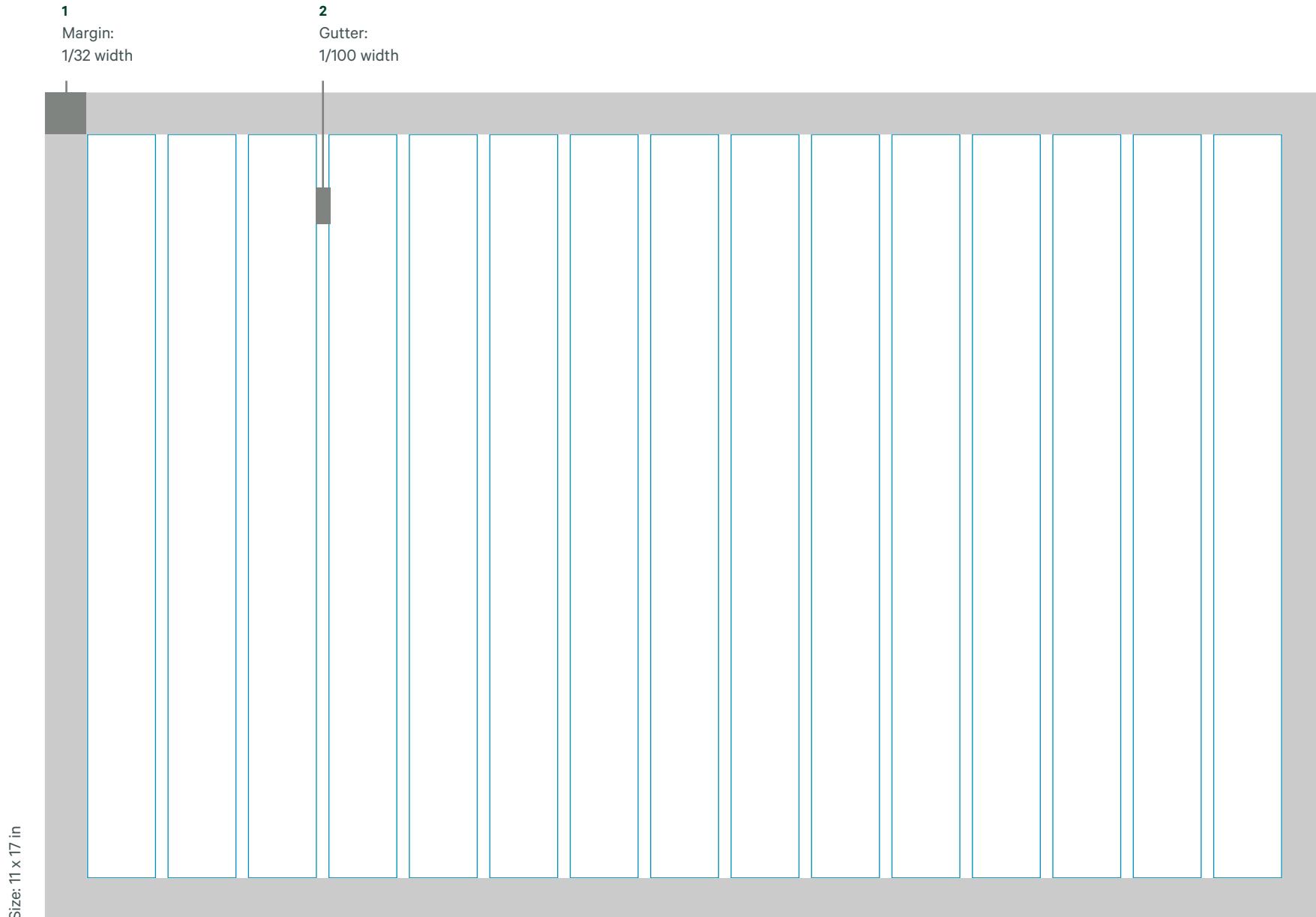
Horizontal Layout Specifications

In horizontal layouts, use a 15-column structure.

The gutter between the columns should be set at 1/100 the width of the entire page.

Margins will be variable based on the specifications and print constraints, but when possible a margin width of 1/32 the width of the overall piece is preferred.

Please note that the layouts to the right are for demonstration purposes only and have not been drawn to scale.

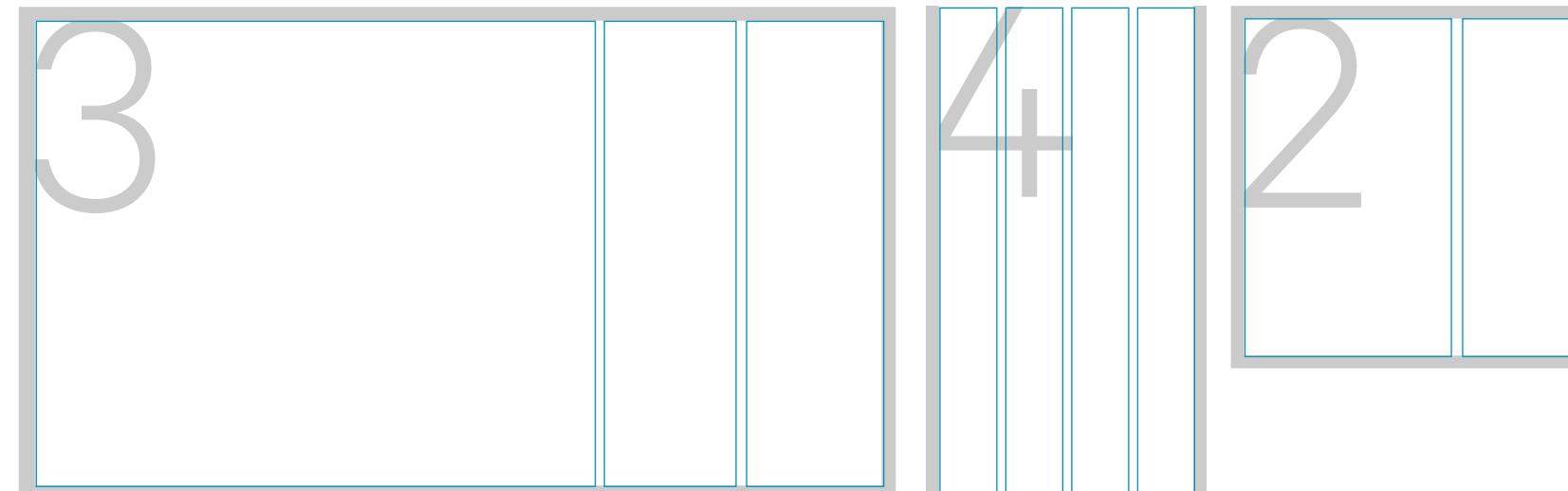
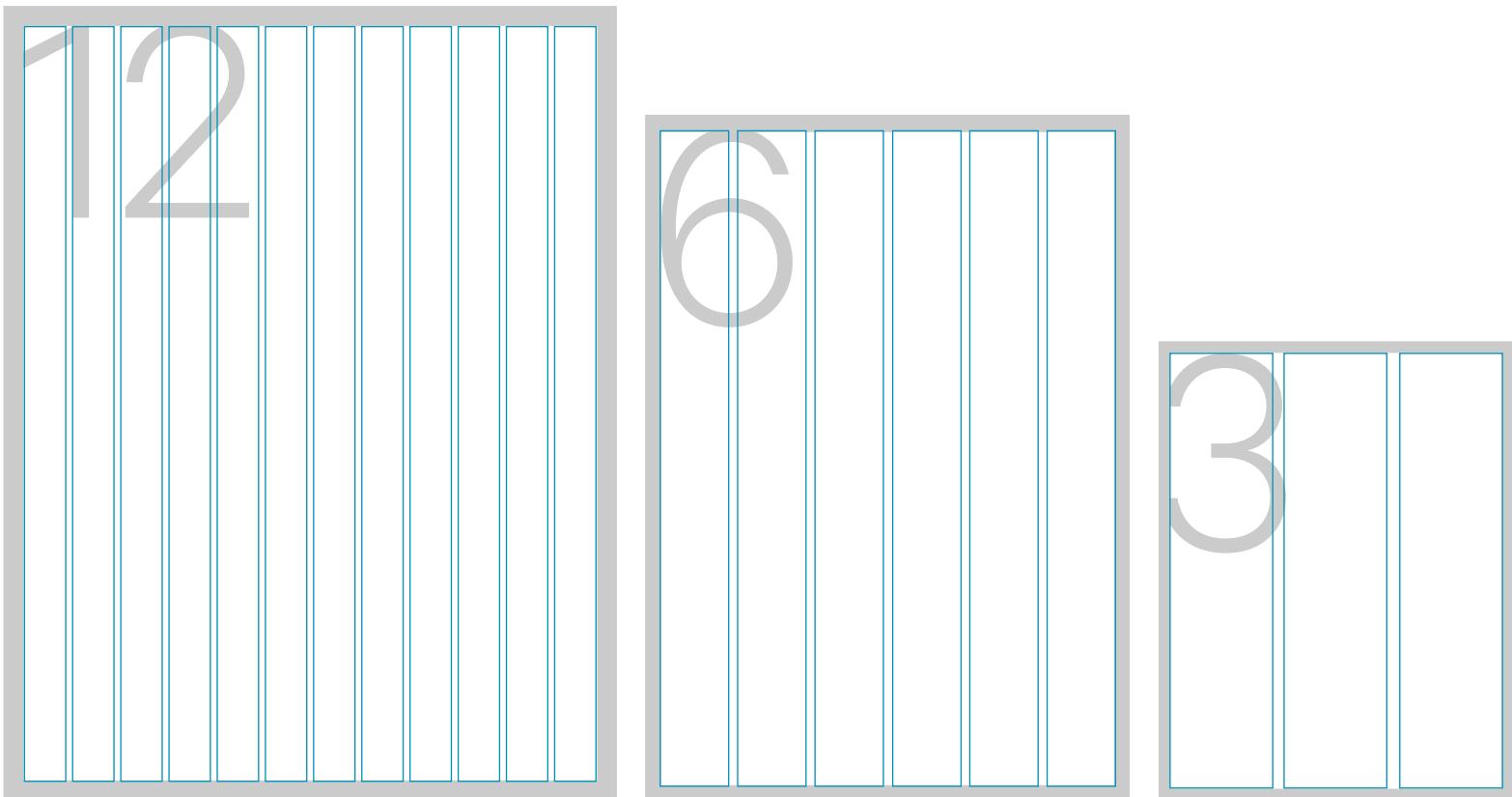


Our Grid Is Flexible

As a consistent starting point, we suggest a 12-column grid for vertical layouts and a 15-column grid for horizontal layouts. These allow for flexibility in layout ratios other than 12-columns as they can be easily divided. The 12-column easily divides into sixths, quarters, or thirds. The 15-column divides into fifths or thirds.

This grid structure can be used on any rectangular format, such as an A4 paper, an Android phone, and a social media post.

Please note that the layouts to the right are for demonstration purposes only and have not been drawn to scale.



Margins: Professional Use

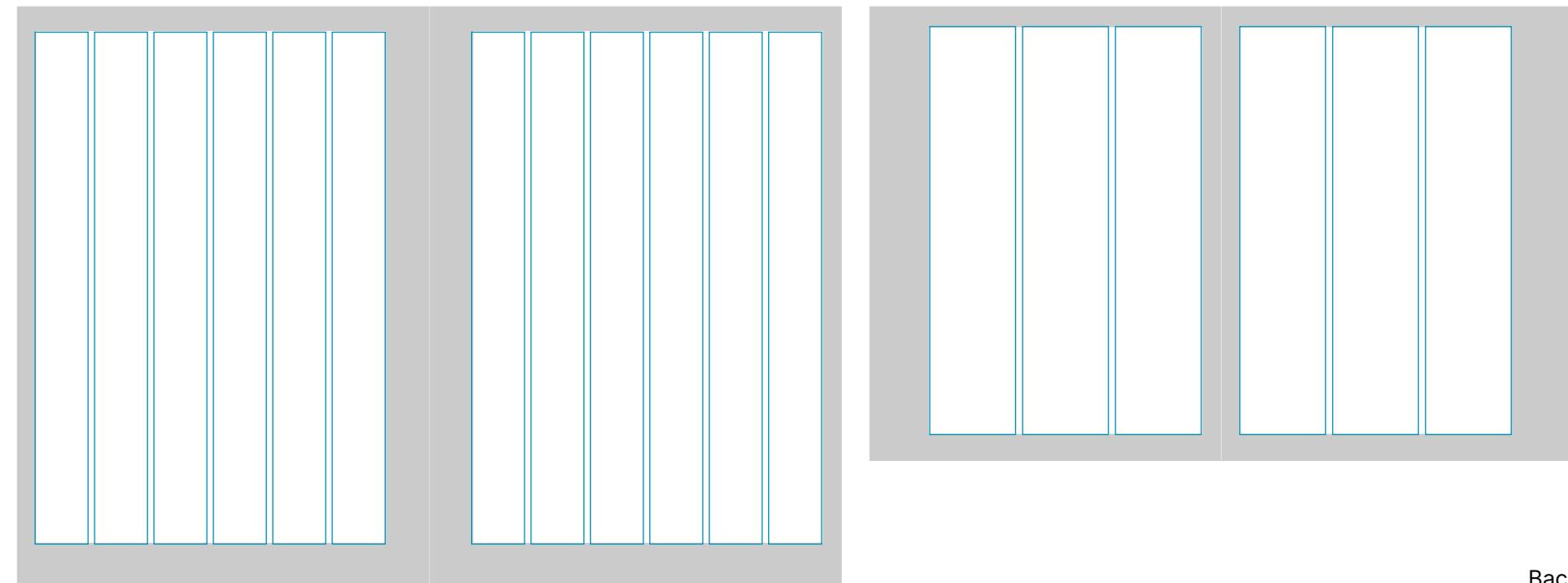
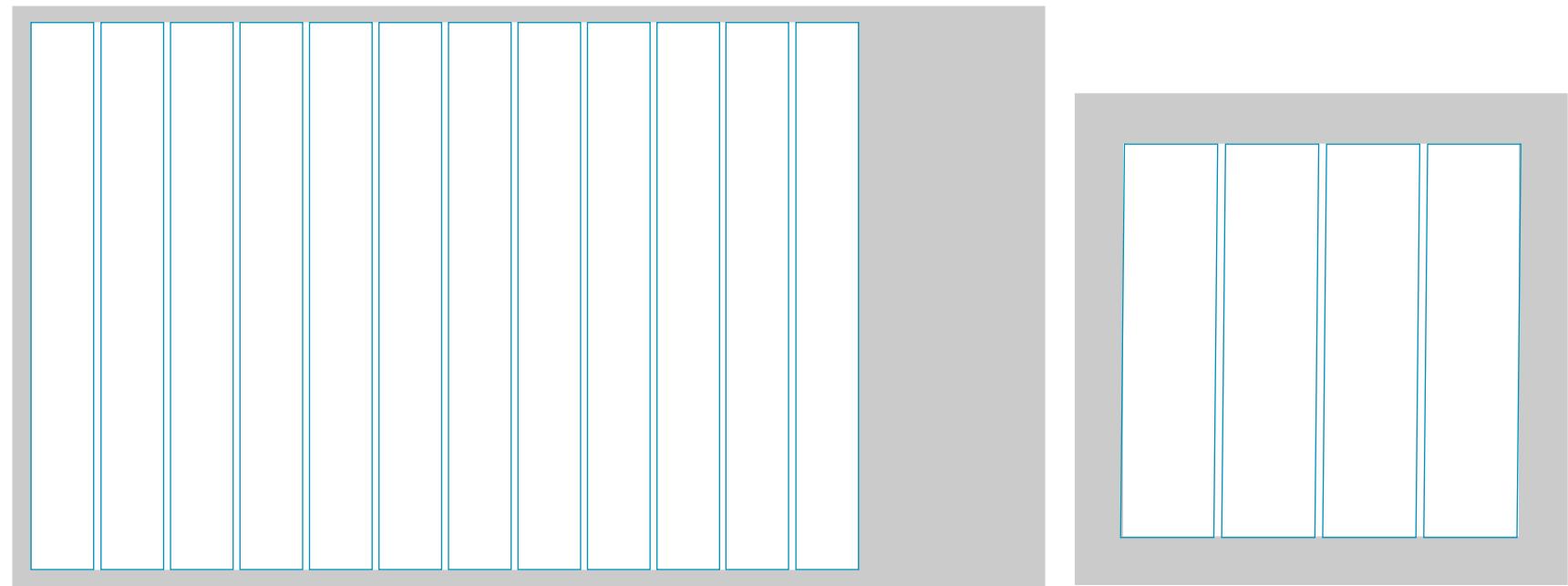
Almost all layouts use the margin sizing specified on the previous pages for vertical and horizontal applications.

However, in particular instances you may need more room in the margins. (For example, booklets may benefit from alternative margin measurements.)

One or more sides of the layout can be adjusted to accommodate printing rules or other circumstances.

Here are a few examples showing how that might appear.

Please note that the layouts to the right are for demonstration purposes only and have not been drawn to scale.



Sizing Logo on Grid: Vertical Layouts

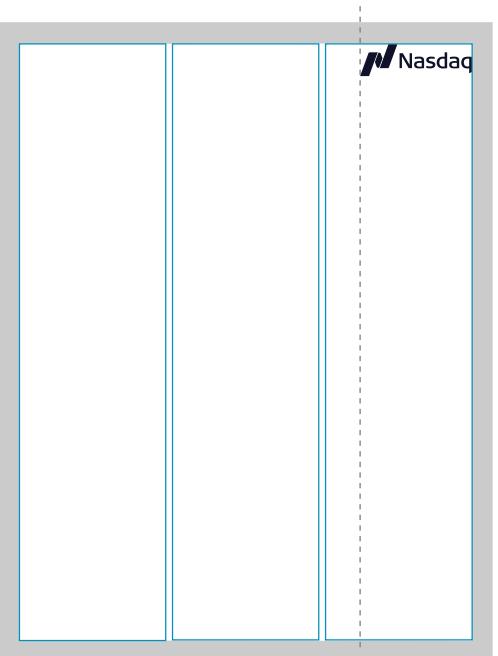
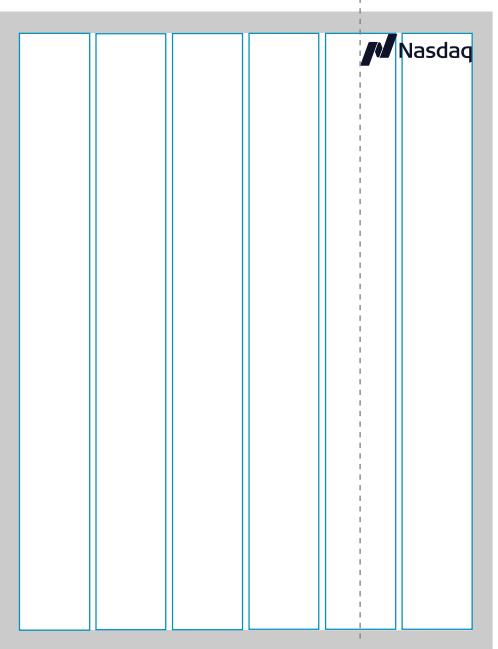
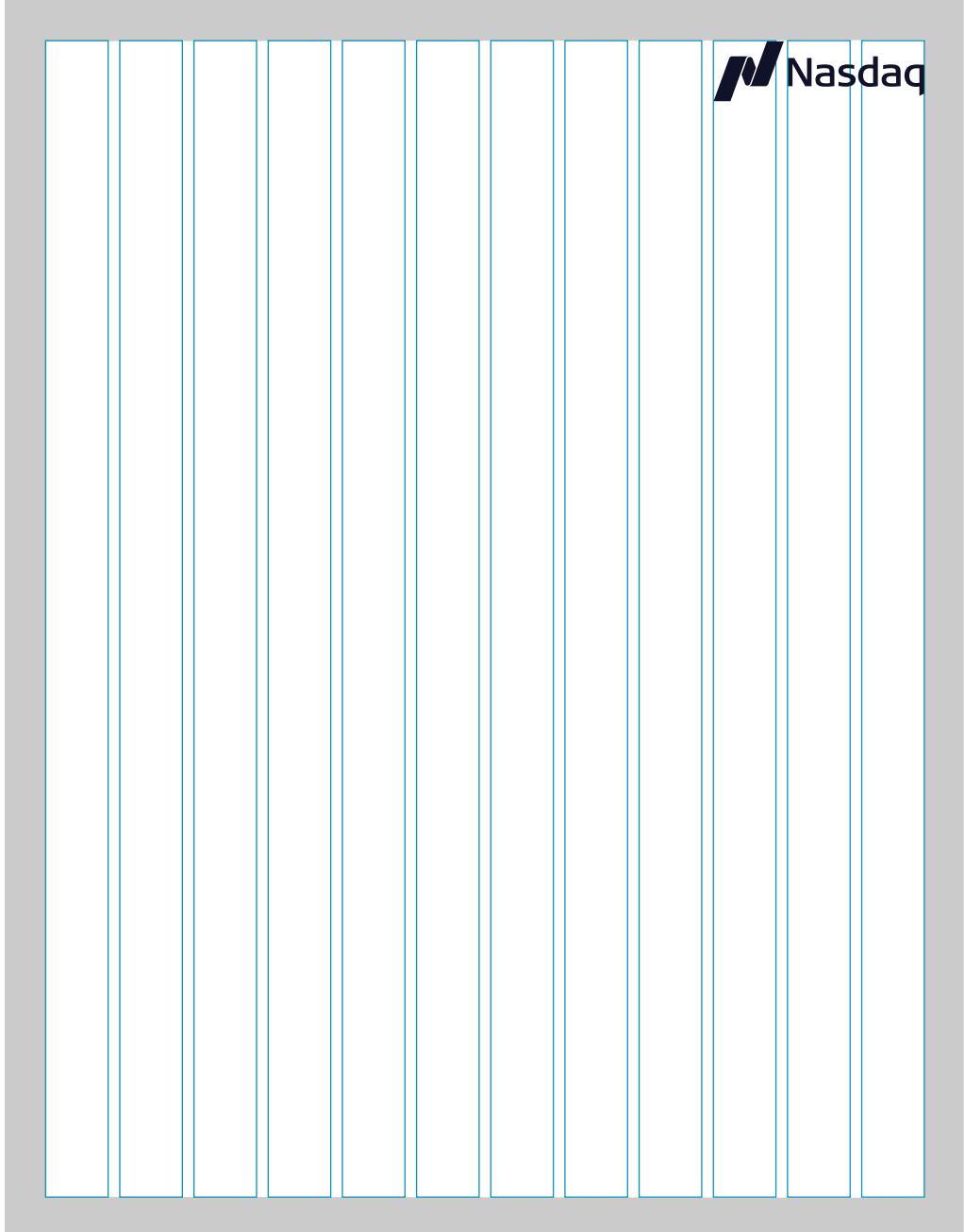
The size of the layout area determines the size of the logo. Scaling our logo in a way that is consistently proportional across our designs helps create a cohesive look across all branded communications.

After drawing the 12-column grid in a vertical layout, set our logo to span the width of three columns. (Or, if drawing a 6-column grid, set the logo to span 1½ columns.)

Even when the grid is divided into fewer columns, in general the logo should be the width of three columns in a 12-column grid for the layout space.

Please note that the layouts to the right are for demonstration purposes only and have not been drawn to scale.

Size: 8.5 x 11 in



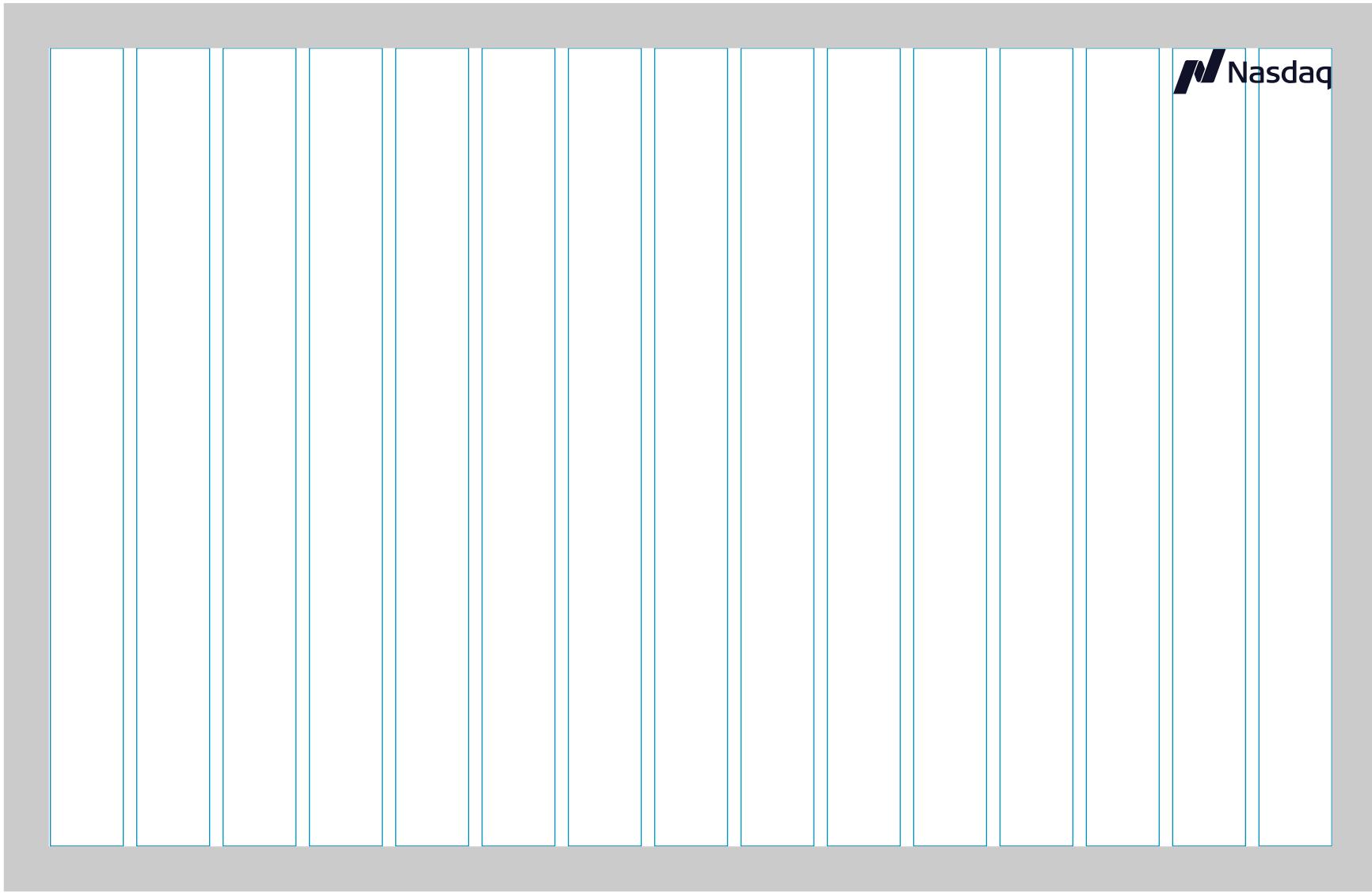
Sizing Logo on Grid: Horizontal Layouts

The size of the layout area determines the size of the logo. Scaling our logo in a way that is consistently proportional across our designs helps create a cohesive look across all branded communications.

For horizontal layouts, we use a 15 column grid and scale the logo to be two columns wide.

Please note that the layouts to the right are for demonstration purposes only and have not been drawn to scale.

Size: 11 x 17 in



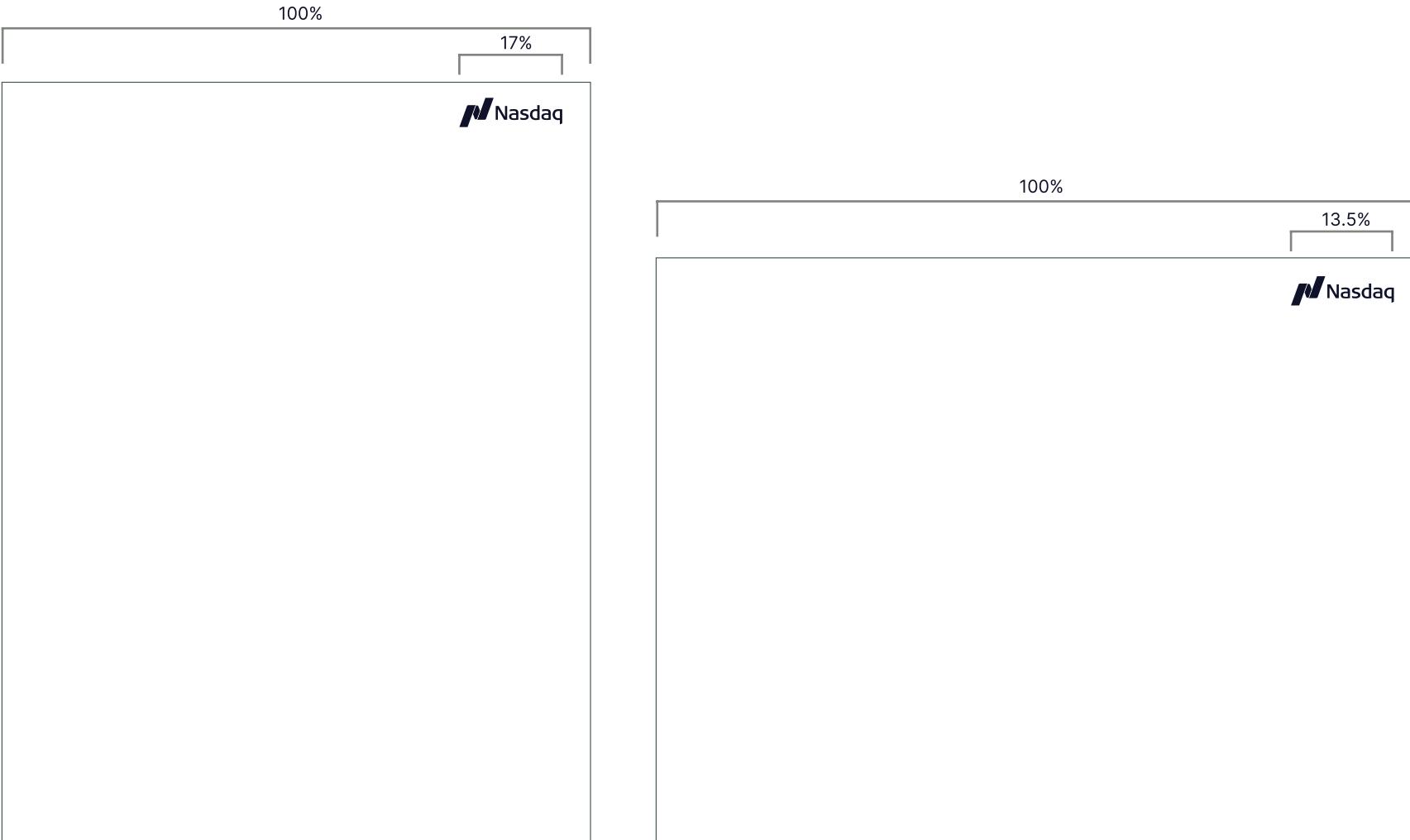
Sizing the Logo without a Grid

When you are not able to construct or reference a grid to guide the sizing of the logo, please follow these instructions.

For vertical layouts, the logo should be approximately 17% the width of the overall layout size.

For horizontal layouts, the logo should be approximately 13.5% the width of the overall layout size.

Please note that the layouts to the right are for demonstration purposes only and have not been drawn to scale.



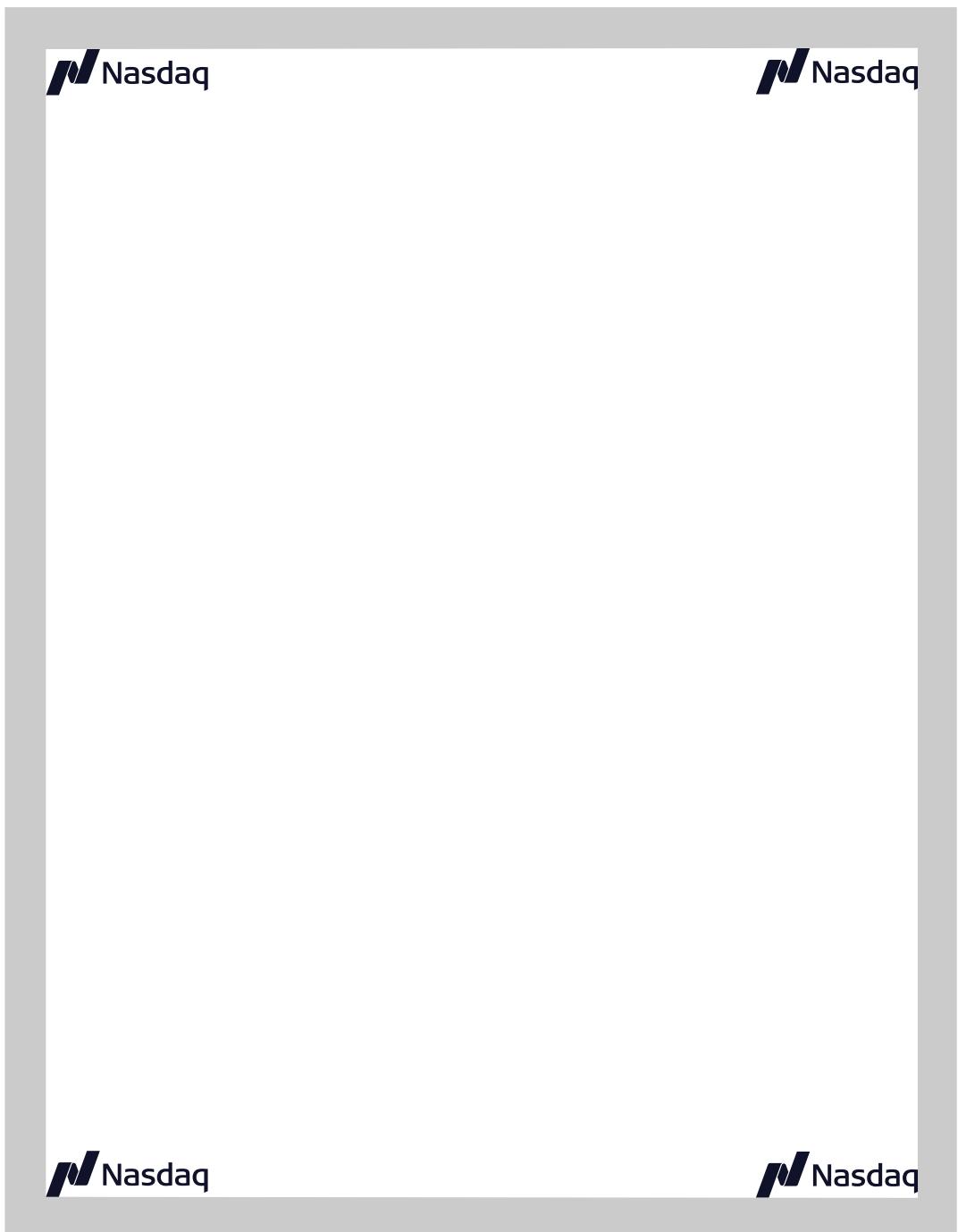
Logo Placement

The placement of our logo is an important part of maintaining our brand identity. When using our logo, be sure to place it in a way that ties the piece together and communicates ownership over the message and visuals.

To maintain a more consistent overall result, we have certain preferences regarding where the logo may be placed.

In general, our preferred placement is in the lower-right or upper-right corner of the layout. This allows for any text to be positioned on the left side; however, certain layouts may work best with the logo in one of the left-hand corners.

Please note that the layouts to the right are for demonstration purposes only and have not been drawn to scale.



Positioning Type

Our grids help guide the positioning of our text and offer flexibility for diverse arrangements.

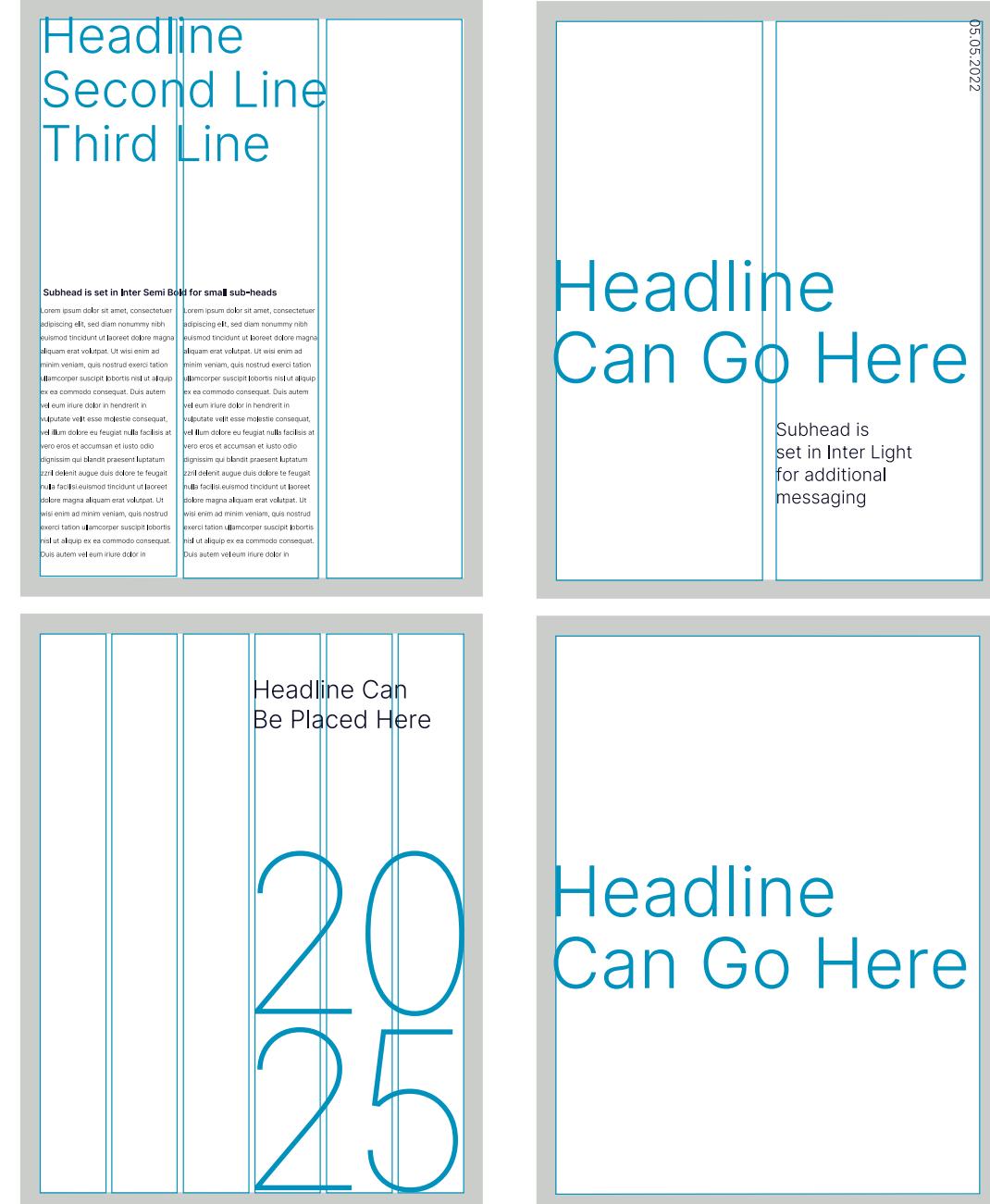
In general, set type to begin within a grid column.

When setting columns of body copy, allow the text to fit within the grid columns. Avoid positioning text in the middle of grid columns or in a way that otherwise does not align with the grid.

Often, at least one design element (such as a text block or photo) is positioned against one of the margins.

Occasionally, headlines may be set vertically along a grid column. When doing so, the text should always face toward the inside of the layout and not contain a long phrase.

Please note that the layouts to the right are for demonstration purposes only and have not been drawn to scale.



Expressive Patterns

The Kinetic Pattern

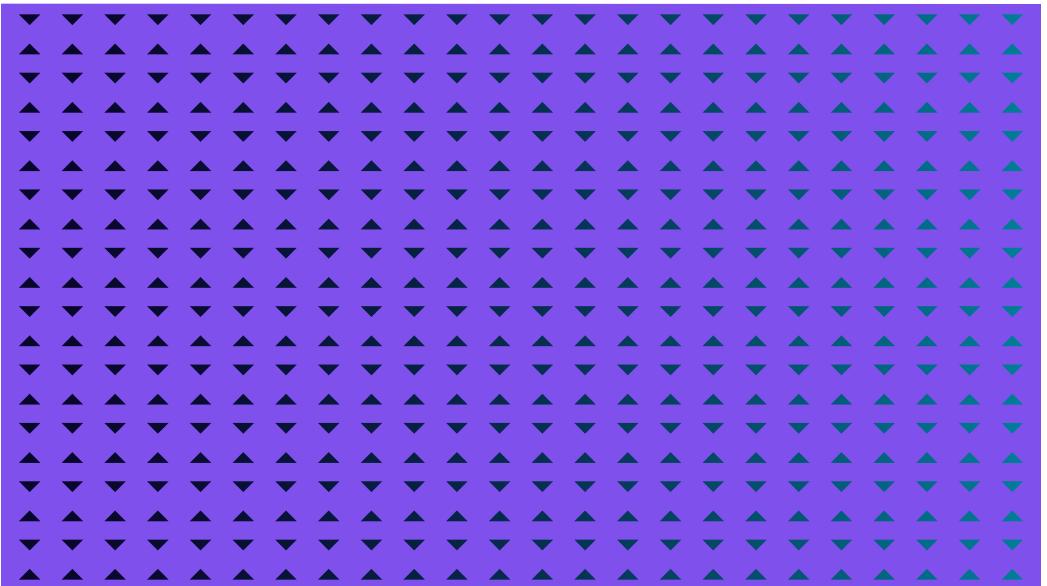
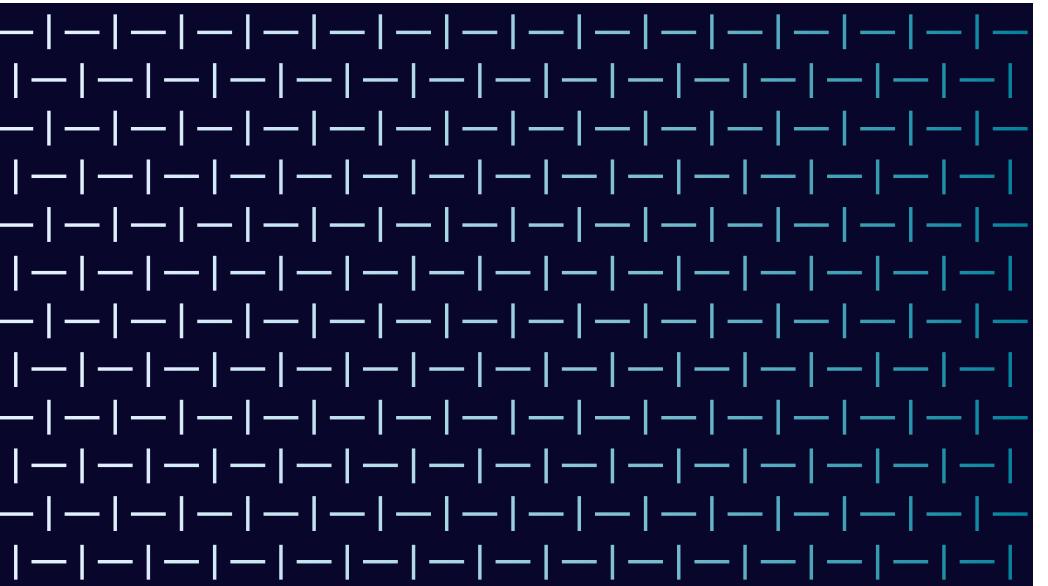
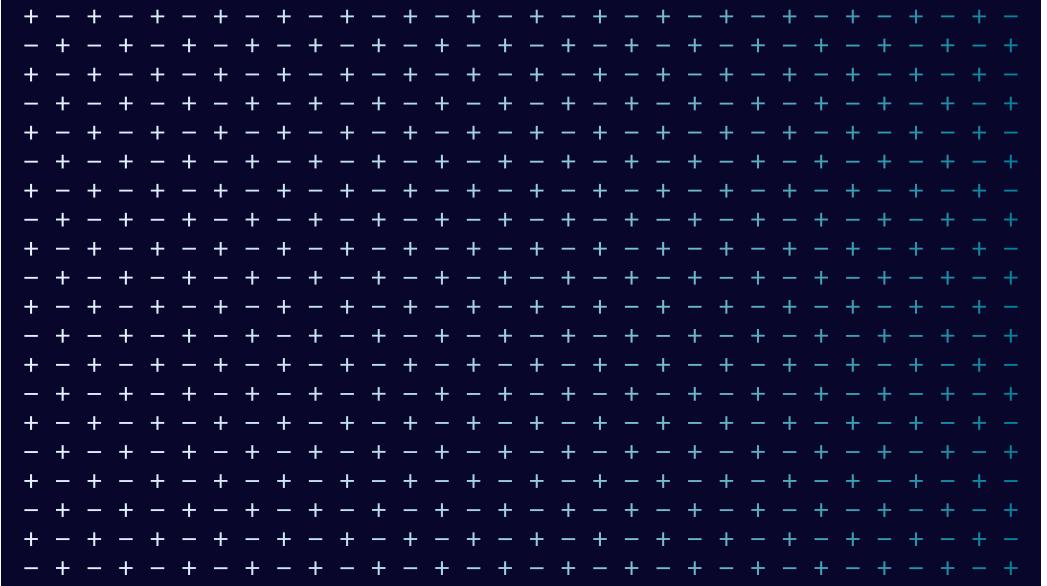
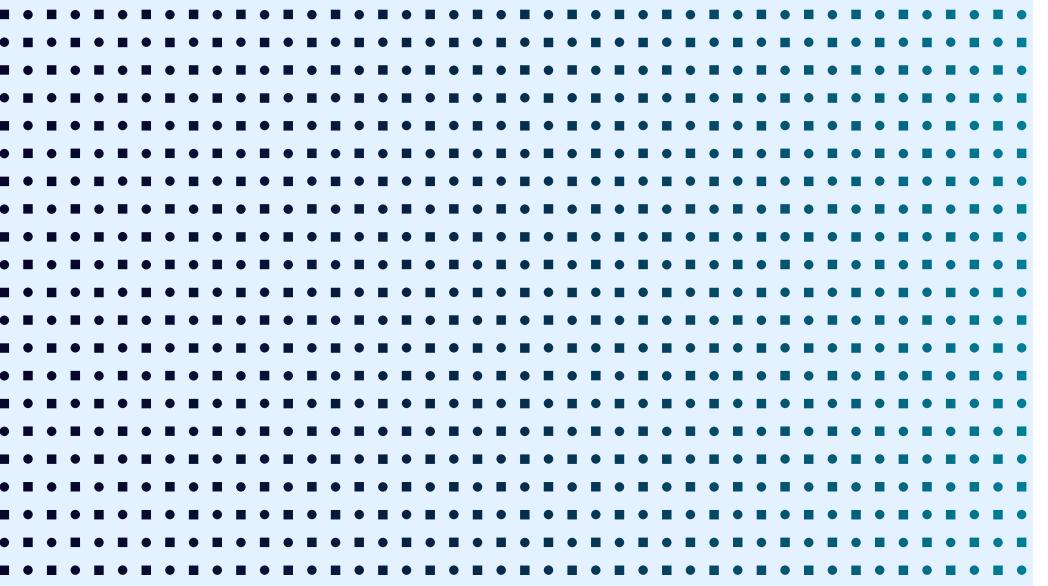
Our expressive patterns showcase the kinetic energy behind our data, which exists in the innovation that drives us as well as the ever-changing nature of the markets in which we operate. These flexible brand assets can be used across many design applications to add a touch of boldness to our materials.

The introduction of a kinetic pattern brings to life the notion of duality in an especially dynamic way. Juxtaposing two simple shapes against each other helps bring to life the steadfast determination and spirited vigor with which the people of Nasdaq approach the challenges they face every day. When applied to layouts, these striking and impactful patterns can be used to mimic the catalyst line for an even more arresting presentation.

Patterns

There are four distinct expressive patterns, none of which are to be combined.

Patterns are to be used only as accents. While noticeable, they should never be the main focus of an application or communication.



Patterns in Application

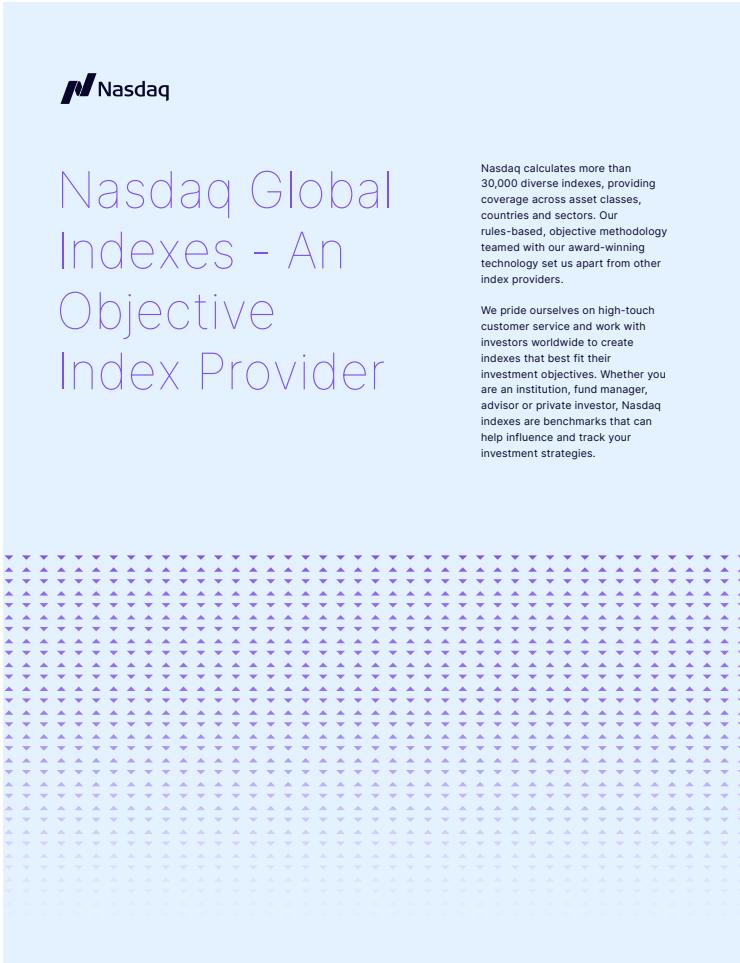
Small Scale

Used on photography and solid colors for a subtle approach that does not interfere with the message.



Medium Scale

Used on simple photography and solid colors to create more visual interest while not detracting from the other elements.



Large Scale

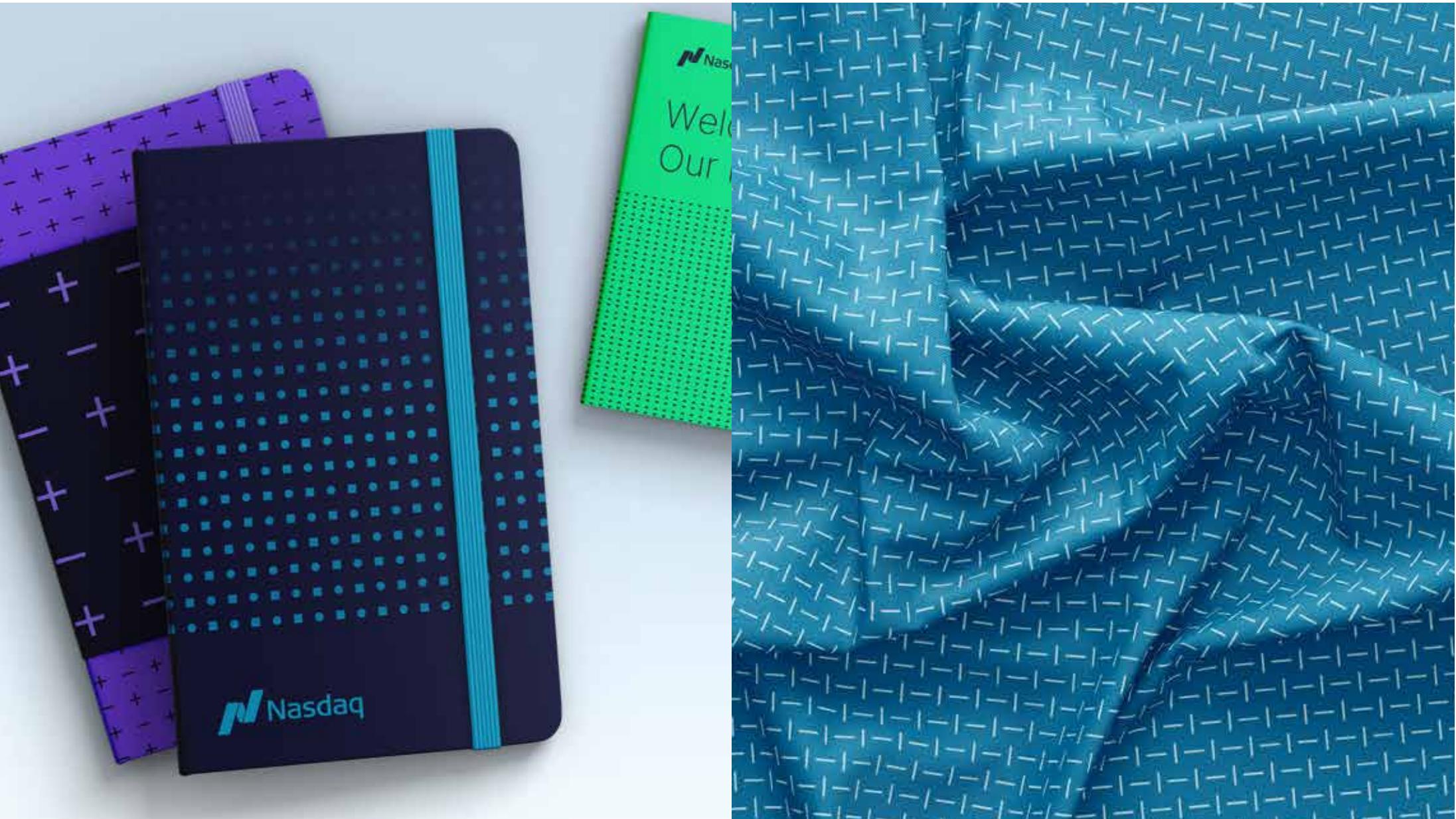
Used only in simple compositions featuring a solid-colored background, which allows the pattern to add a sense of movement and dimensionality to the piece.



Patterns in Use



Patterns in Use

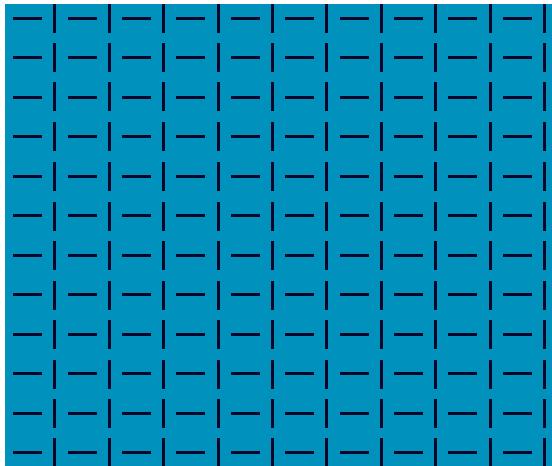


Pattern Misuses

The examples on this page demonstrate some expressive patterns mistakes to avoid.



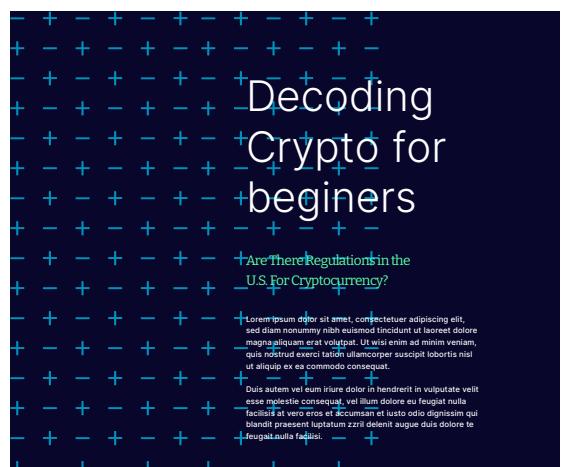
Do not mix patterns



Do not make changes to the core patterns



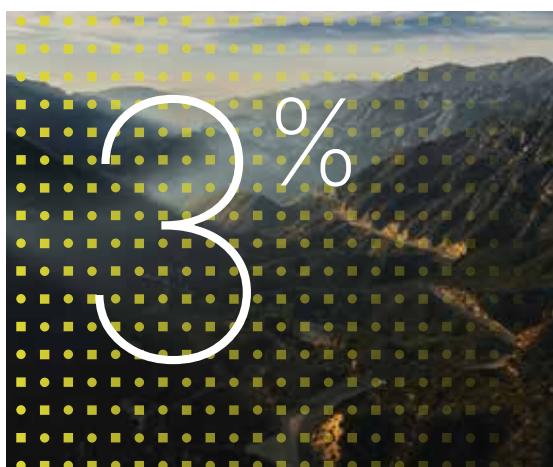
Do not use more than one color in a pattern



Do not place the logo or type other than large numerals on top of or underneath patterns



Do not allow patterns to obstruct faces in photography

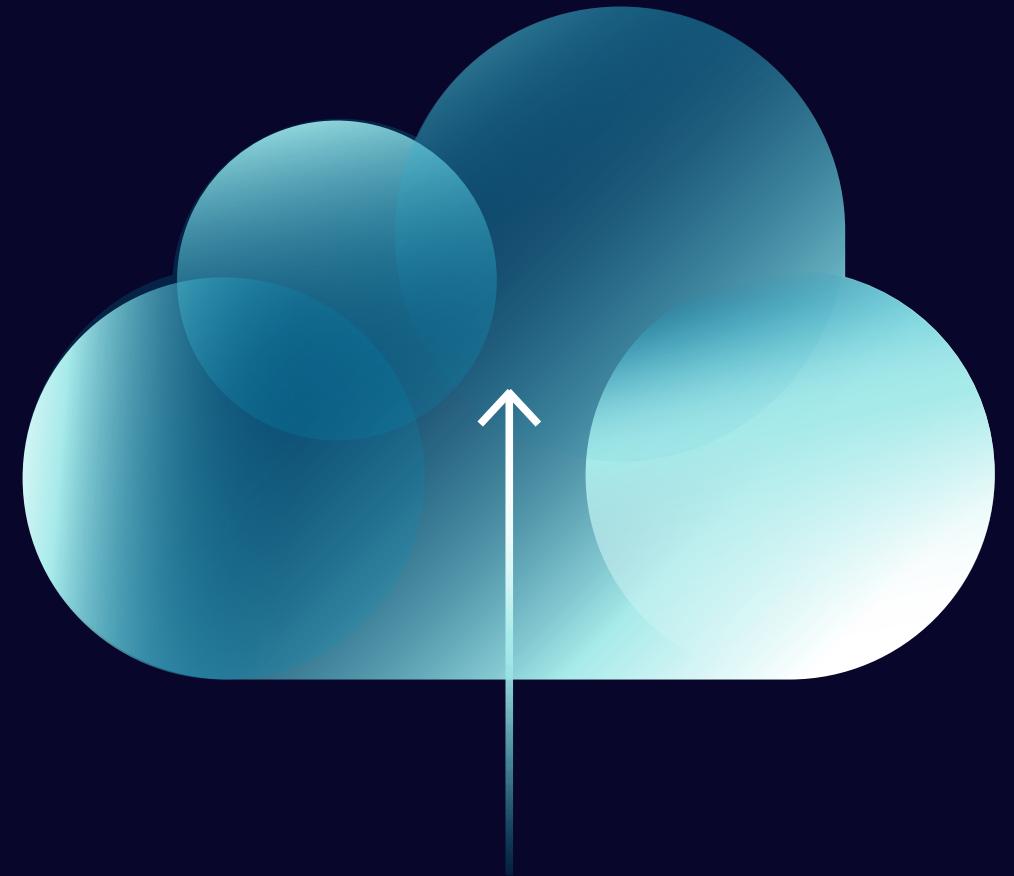


Do not cover an entire image with a pattern

Iconography

Introduction

Our iconography reflects our brand's character through a system that features both functional and expressive elements. In keeping with Nasdaq's innate duality, our illustrative icons are telegraphic and clear while our display icons are layered and evocative. Both styles boast their own distinct usage scenarios while still working harmoniously within the brand guidelines to create clarity and inspiration.



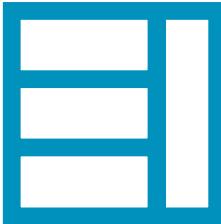
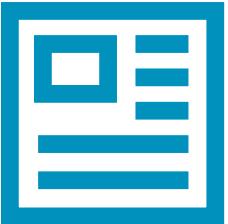
Iconography

Icons

Our illustrative icons are used to graphically represent a feature or an idea we wish to highlight. Their function is only to communicate; therefore, they should be simple, legible and easily identifiable.

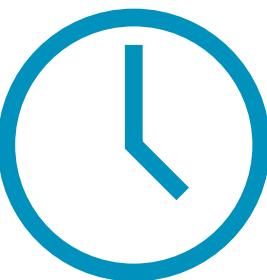
Correct Use of Icons

- Be telegraphic and recognizable
- Use bold and consistent line weights
- Use only one solid color (Nasdaq Blue or white) per icon



Incorrect Use of Icons

-
- As illustrations or image replacements
 - Do not mix line weights or use multiple colors
 - Do not overcomplicate icons



Iconography

Icons in Action



Global Trading Services & Solutions

-  Easy and Secure Online Services
-  Fast Upload and Download Times
-  Cloud Based Solutions

Nasdaq Connectivity Services

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui



Data-On-Demand



Access Historical Data in Seconds

Nasdaq Data-On-DemandSM provides easy and flexible access to high quality and reliable historical Level 1 data for Nasdaq-, NYSE-, NYSE American, OTCBB, OTC and other regional-listed securities—all through the cloud.

Historical tick data has become increasingly important for research, back-testing of strategies and verification of internal data. However, collecting and storing such large data sets requires substantial infrastructure and resources. Nasdaq Data-on-Demand is designed to eliminate the infrastructure and resourcing obstacles by providing a high quality, reliable source of Level 1 data.

-  Customizable Data Sets
-  Historical Data Detail
-  Diverse Access Options

Display Icons

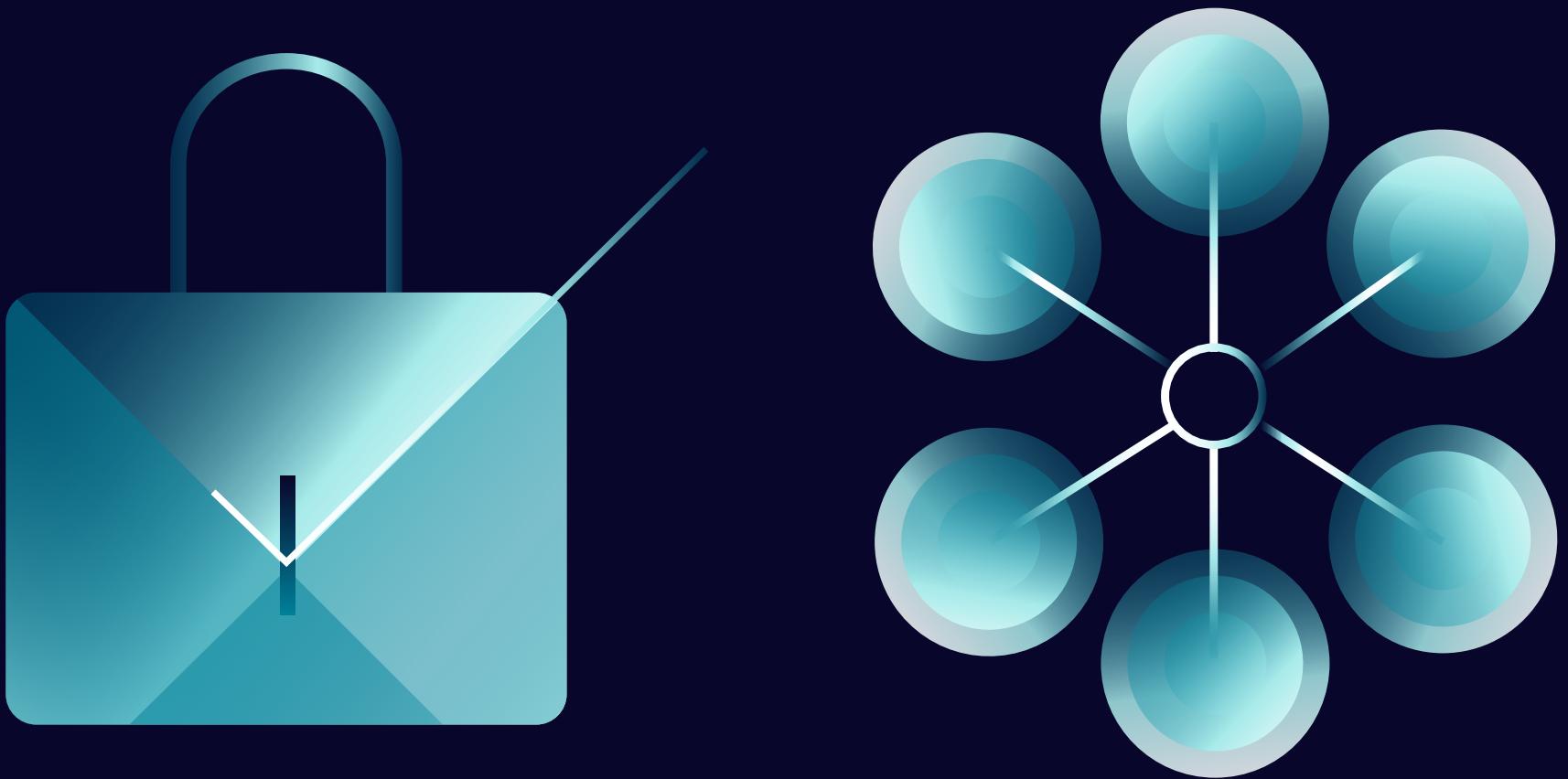
Our display icons are used to call attention to a feature or idea we wish to highlight. Their function is to communicate in a recognizable and dynamic style that brings our brand to life using layered shapes and simple line work.

Correct Use of Display Icons

- Be telegraphic and recognizable
- Use layered and graduated shapes
- Combine with a simple line to activate the icon
- Create display icons in Nasdaq Blue and white
- Use on a Nasdaq Dark Blue background

Incorrect Use of Display Icons

- On a small scale
- Do not create flat display icons
- Do not use multiple display icons on a single page or visual impression



Display Icon Elements



The base layer is filled with a blue to white gradient.



Display icons always include at least one blue to white gradient line that functions as an activation element allowing us to tell stories that are instructional yet feel alive.

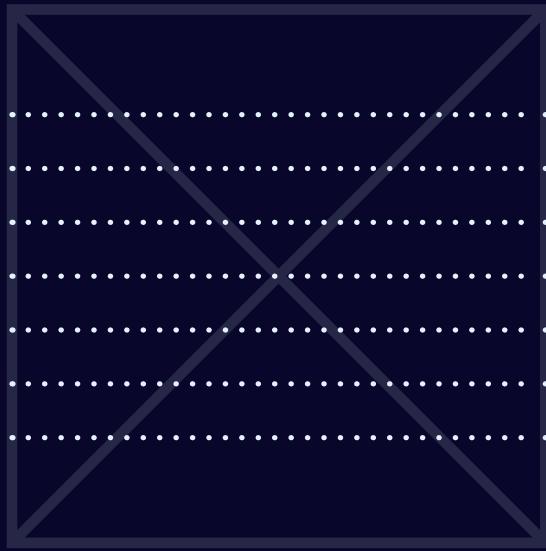


Transparency is key. In combination with layered, gradient shapes, it provides the illusion of movement.

Adjust the location and opacity of gradient colors as well as the angle of the gradient fill for the desired effect.

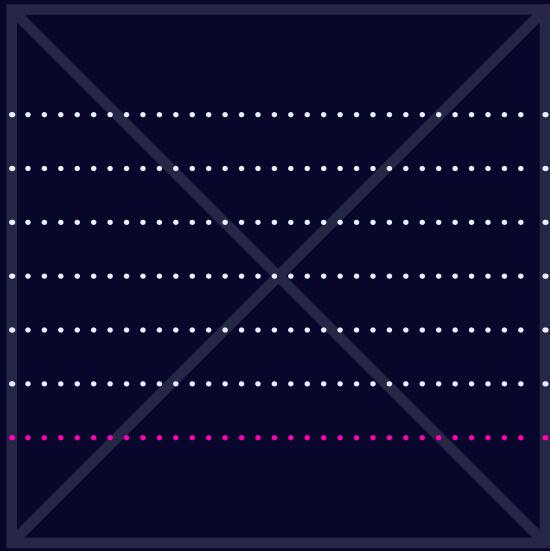
Only use Nasdaq Blue, white, R167 G234 B234, and R0 G128 B153 to create gradients.

Display Icon Construction

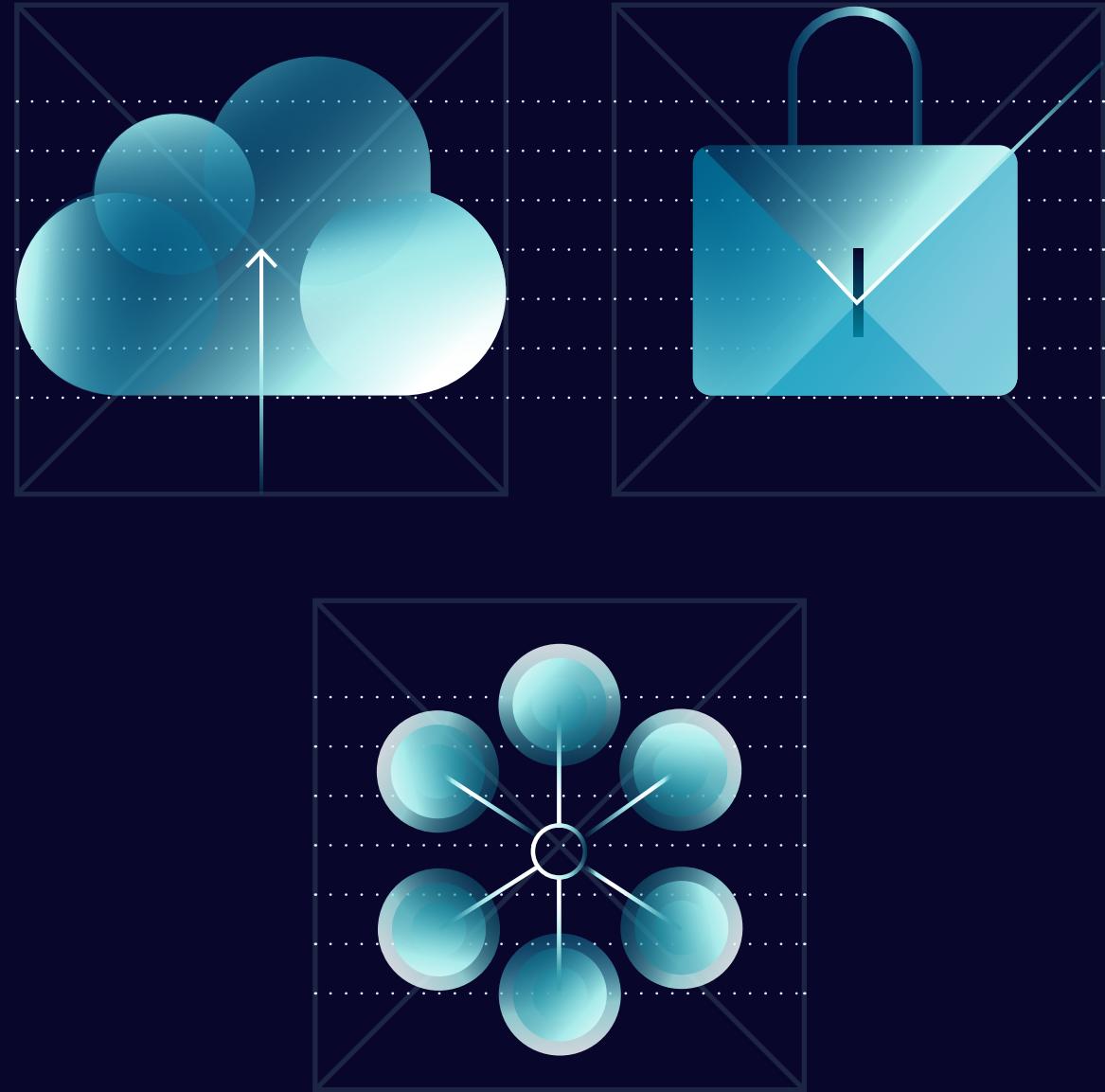


1. Draw a 288px square.
2. Vertically center 7 guide lines, 29px apart, within the square.
3. Use the height of the square as the optimal area for the entire display icon; icon width will vary.

Height overspill will occur in some cases but should be avoided whenever possible.

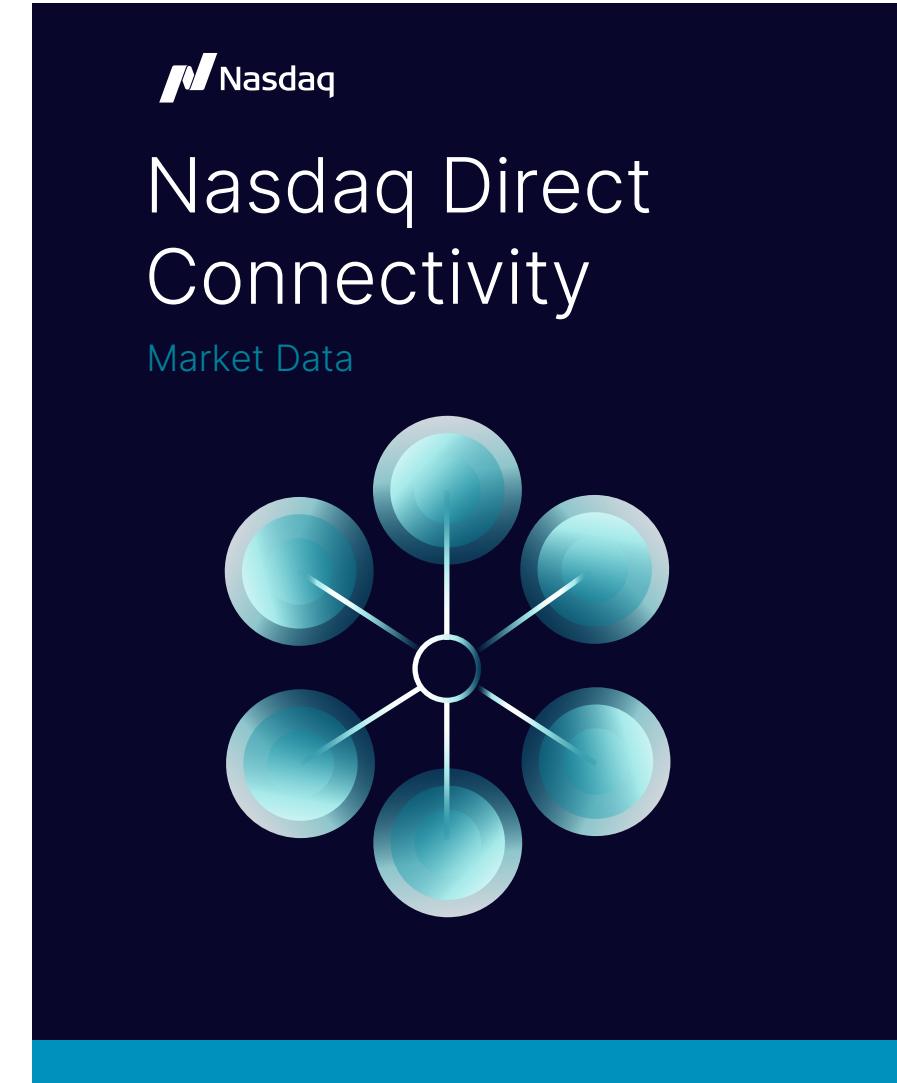
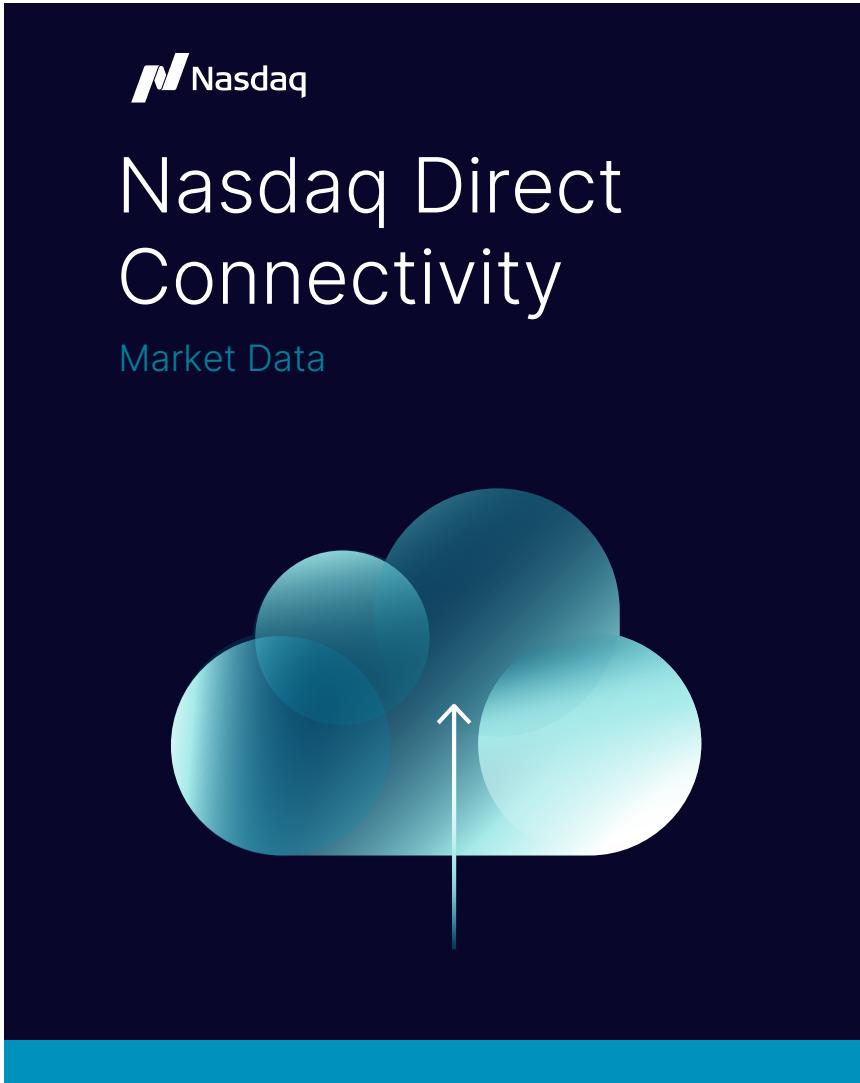


Use the bottom grid line as the baseline for the main body of all display icons.



Iconography

Display Icons in Action



Display Icon Misuses

The examples on this page demonstrate some common display icon mistakes to avoid.



 Do not place display icons on anything other than a solid color background



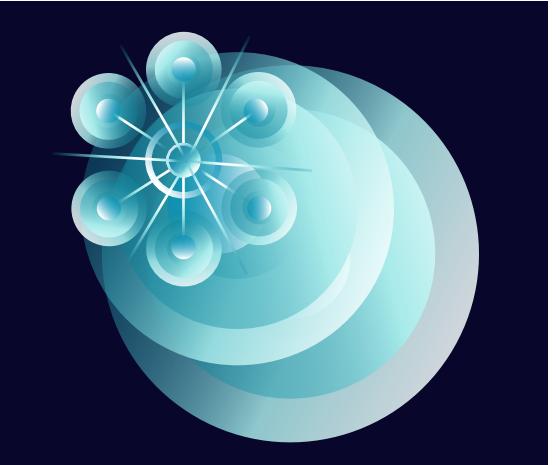
 Do not create cartoonish or over-the-top display icons



 Do not use any color other than Nasdaq Blue as the core display icon color



 Do not use display icons at small scales or present more than one display icon per communication



 Do not create overly complex display icons

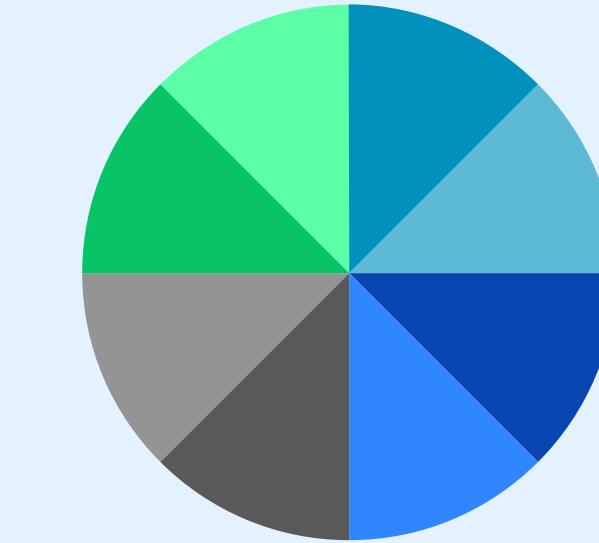
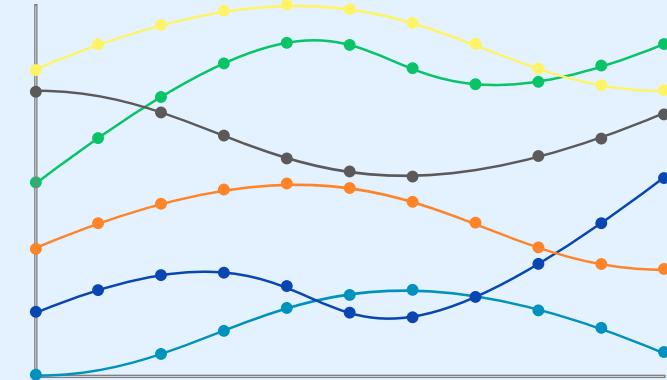
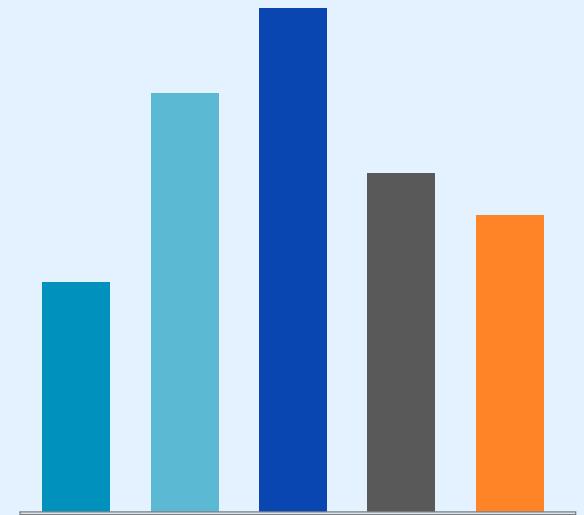


 Do not create flat display icons

Data Visualization

Introduction

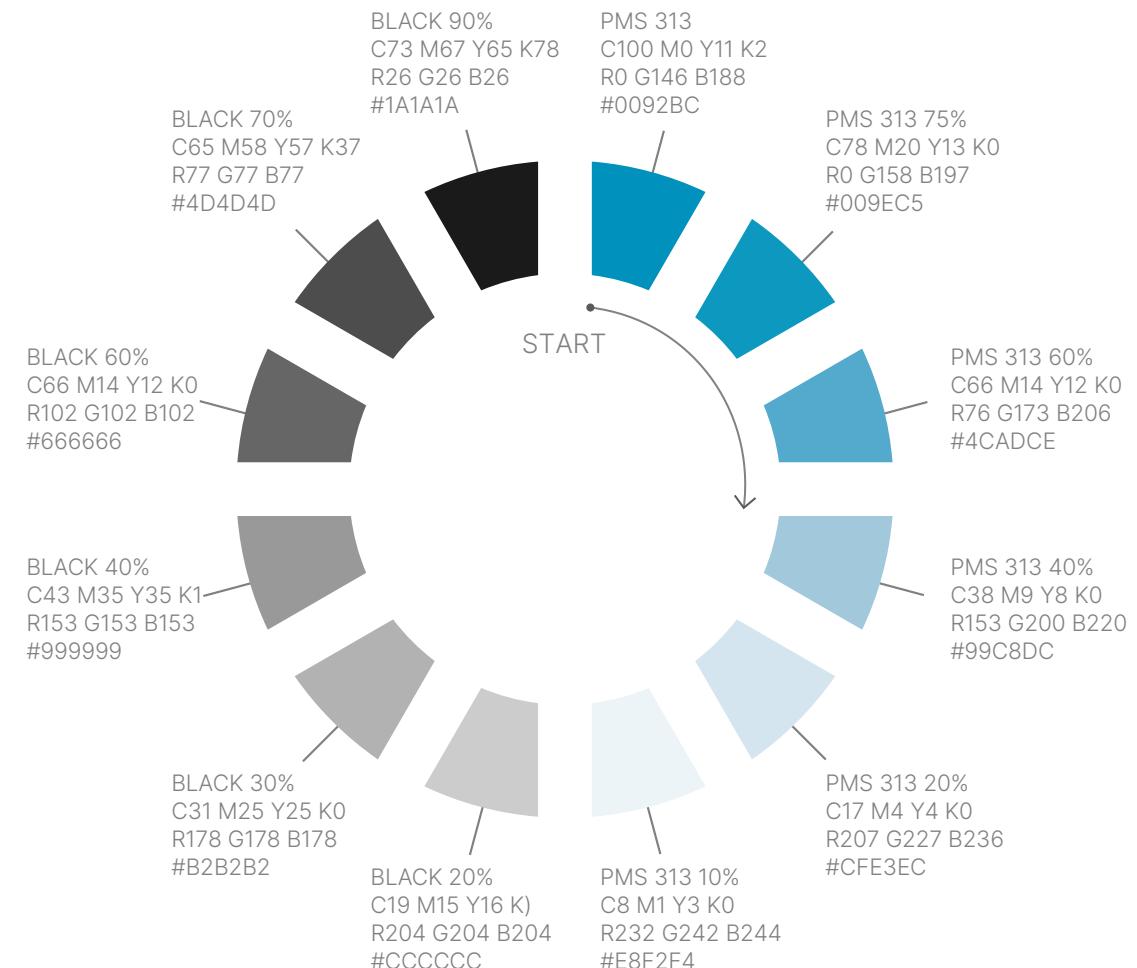
Our data graphics bring Nasdaq's wealth of information to brilliant life. By illustrating the data in a way that is clear and accessible, we are able to create better opportunities through knowledge and guide our customers toward greater growth and prosperity. The graphics' extensive, vibrant color palette is instantly recognizable, as well as systemic and adaptable enough to be used in a variety of ways.



Charts and Graphs Colors

For charts and graphs, the color scheme has been expanded to include a variety of shades used to display a wide range of data. This helps make the information we share more approachable and memorable, empowering our customers to achieve their full potential.

Please use the indicated RGB, CMYK or hex values when following these guidelines.



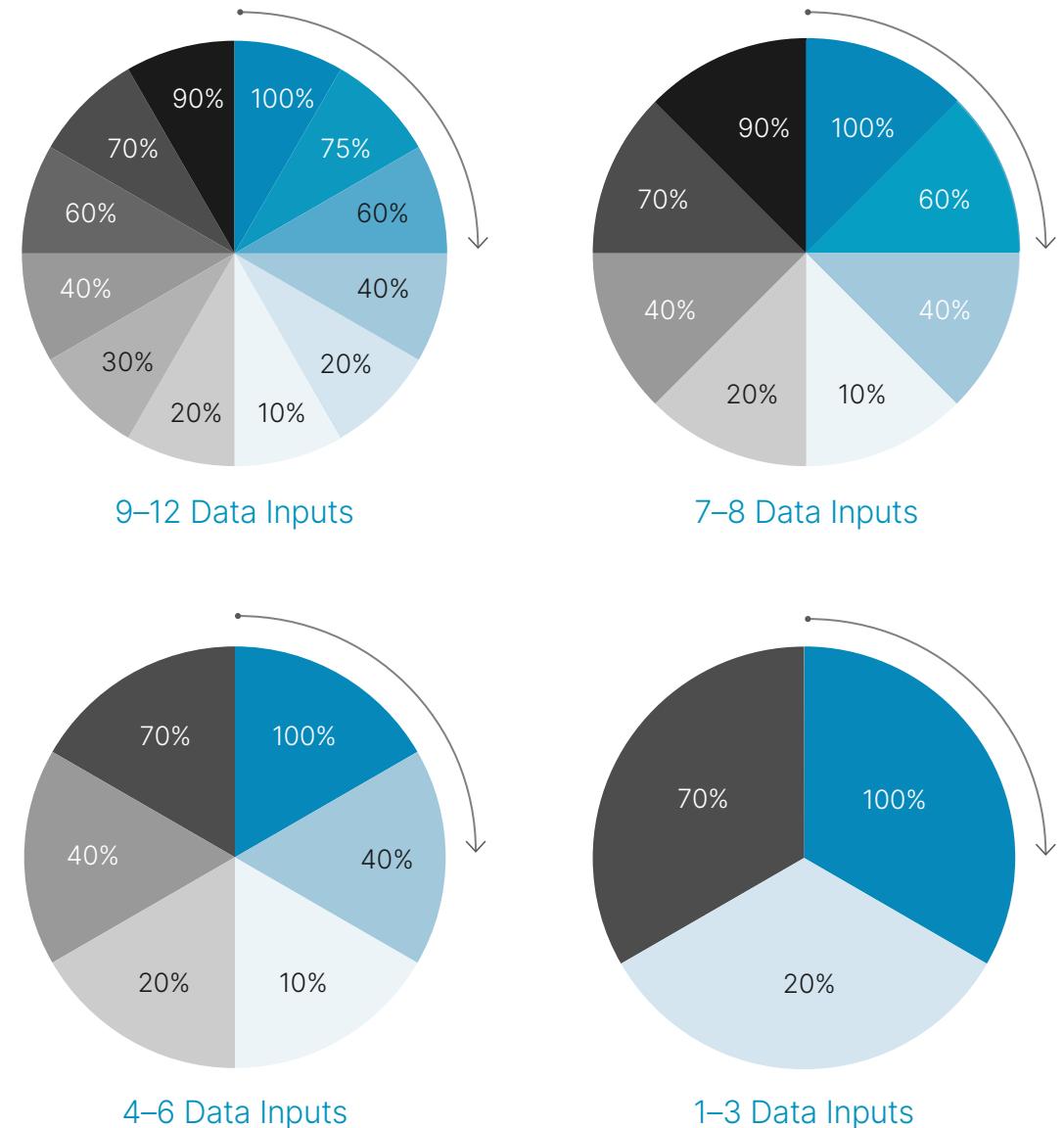
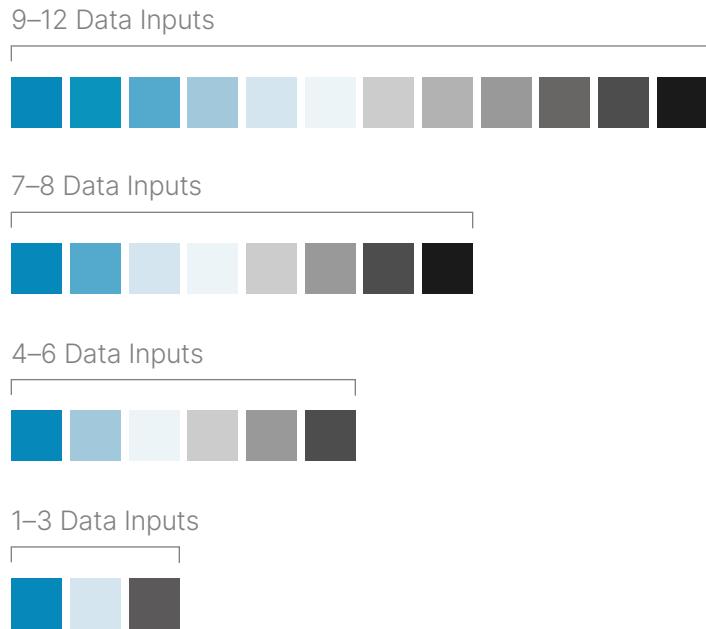
2-Color Pie Charts

Pie charts are one of the easiest ways to visualize information. Their structure is based on simple logic: The largest piece of the pie should begin at the top of the circle, and the values should follow a descending order around the pie.

Follow the color order guidelines at right for visual consistency.

2-color pie charts are best for economy printing or when the data is optimally served by using only two colors.

Percentages noted in chart slices are color percentages.

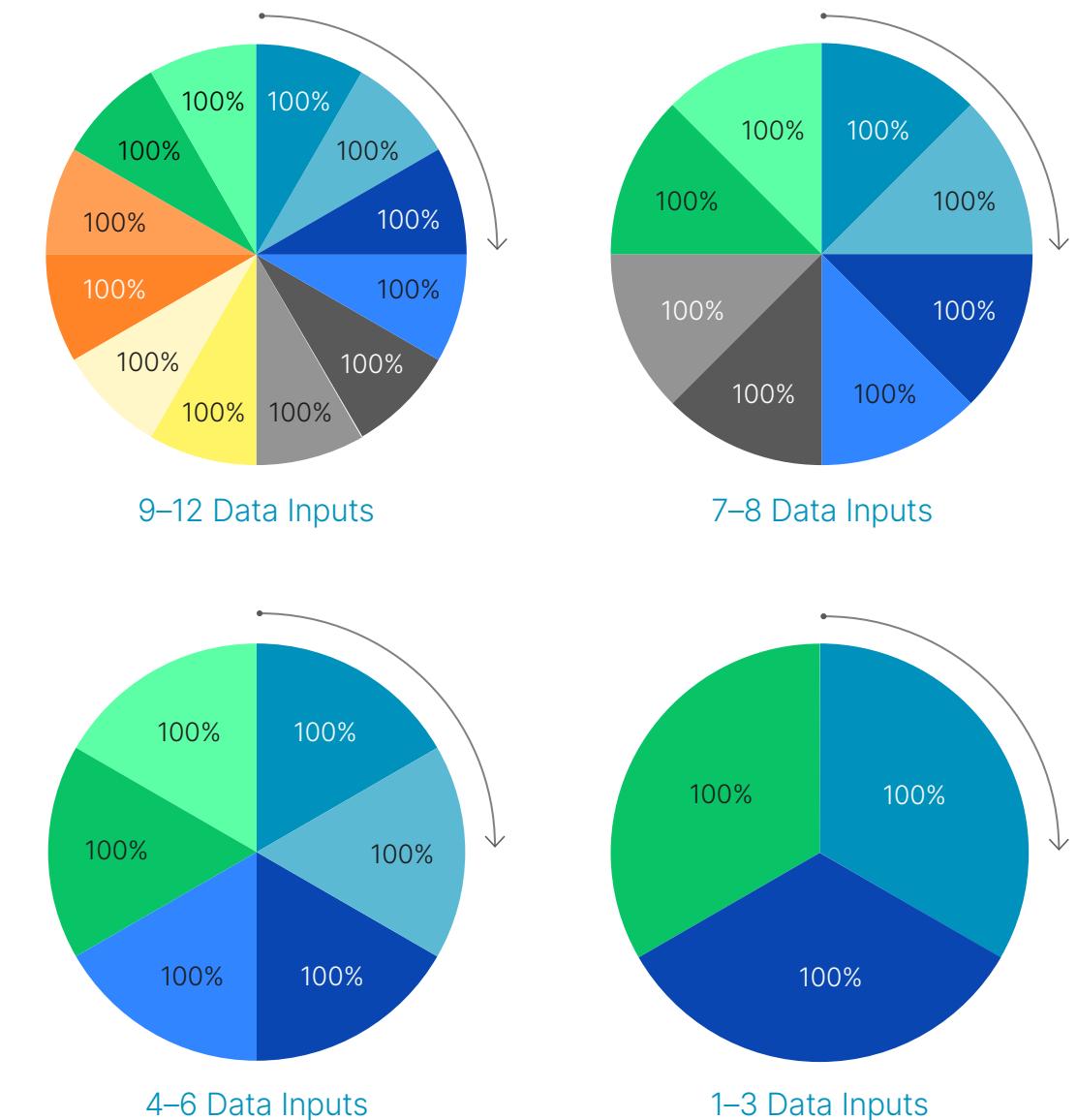
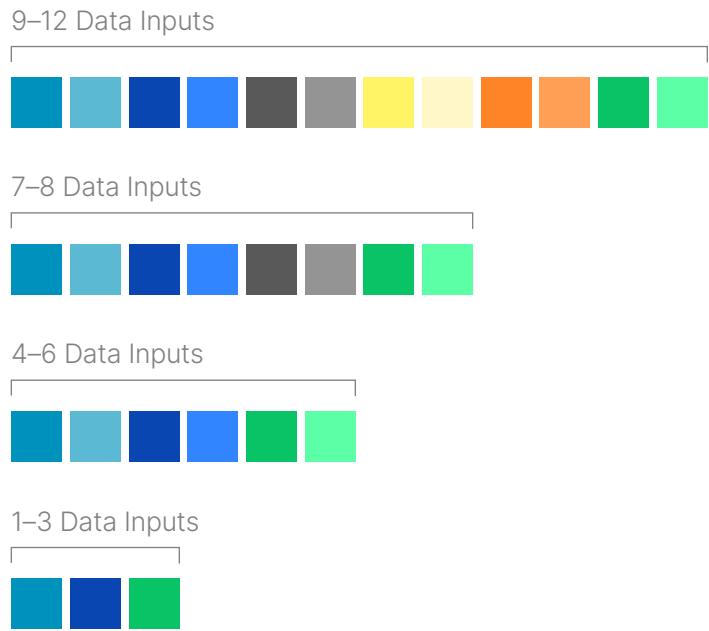


Multicolor Pie Charts

Multicolor pie charts are for use in digital applications and when multicolor printing is available.

Follow the color order guidelines at right for visual consistency.

Percentages noted in chart slices are color percentages.



Line Graphs

Line graphs are an efficient method of tracking and comparing data over a period of time.

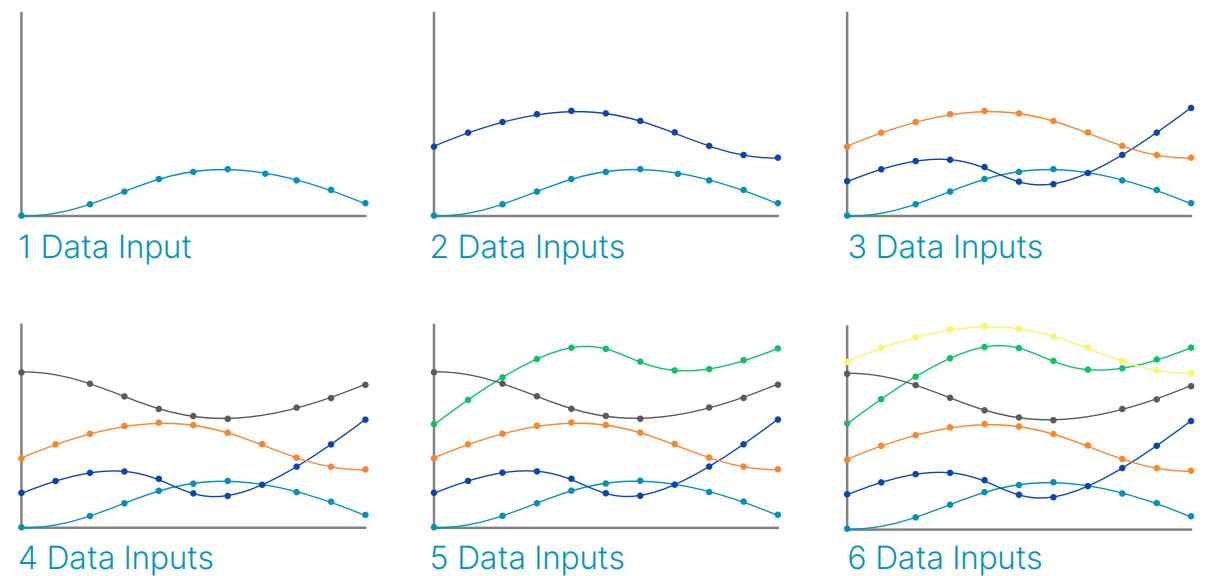
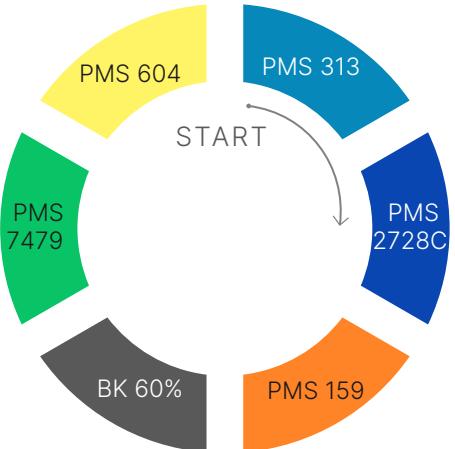
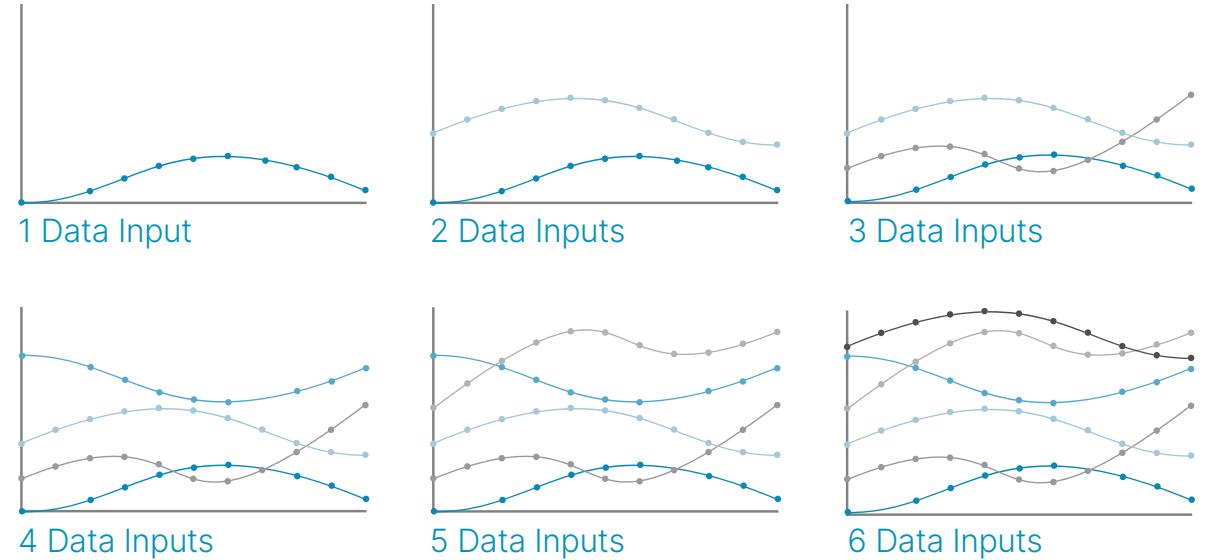
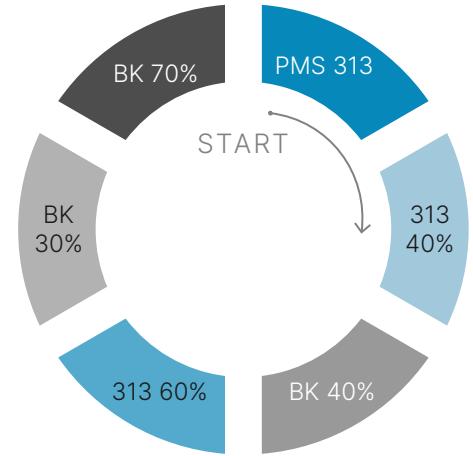
As with pie charts, all elements should adhere to the guidelines in this document.

2-Color

For use in documents with limited color palettes, or for 2-color printing.

Multicolor

For use in applications with 4-color printing, or in scenarios where there is not a limited color palette.



Bar Charts

Bar charts make it easy to compare multiple sets of data. When creating these graphs within the Nasdaq brand, all elements—such as fonts, line styles, colors, etc.—should adhere to the guidelines in this document.

When choosing colors to represent different categories, please refer to the guidelines below. They will let you know which color sets are acceptable based on the number of inputs and color specifications.

Single Color

For use when color reproduction is limited or the data is best depicted in a single color.

Multicolor

For digital use or full-color printing, or to differentiate between data inputs.

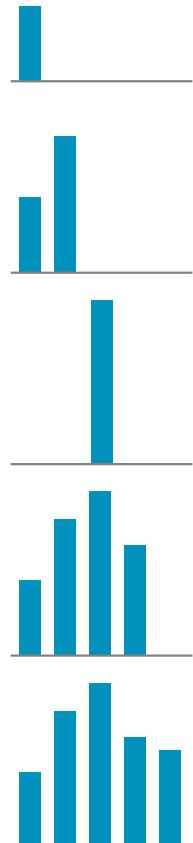
2-Color

For use in documents with limited color palettes, or for 2-color printing.

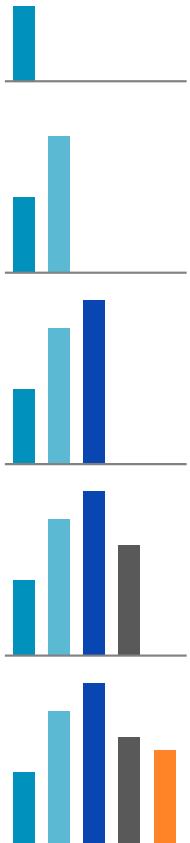
Single Color, Double Bar

Revert to a single color when using comparative bar charts.

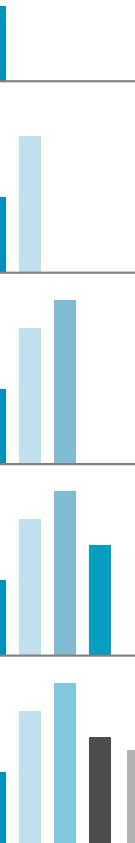
Single Color



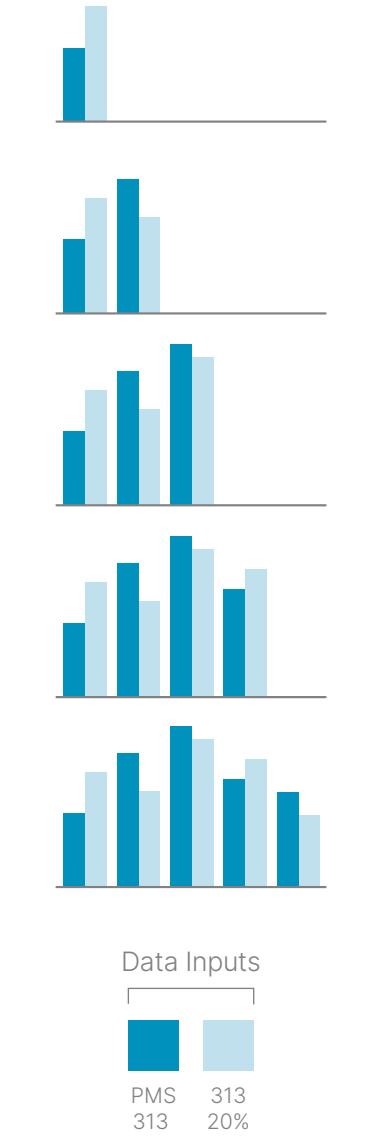
Multicolor



2-Color



Single Color, Double Bar



Data Graphics Types

We employ two categories of data graphics:

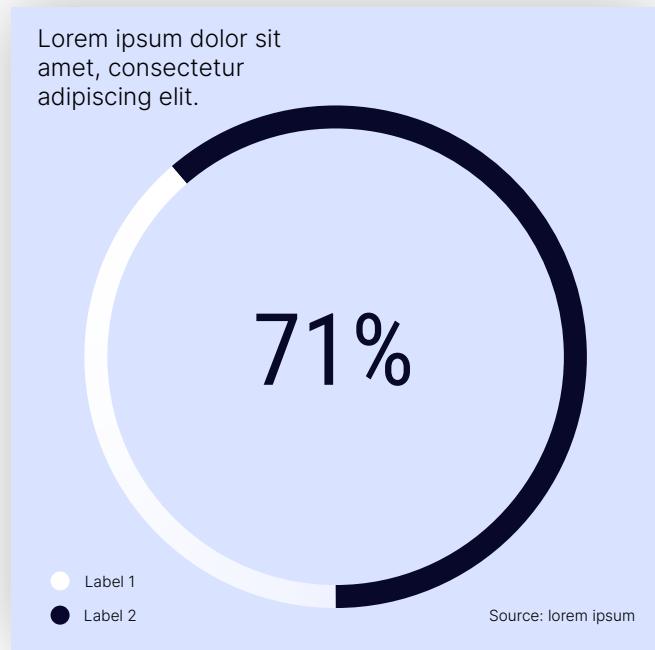
Functional and Display.

Functional data graphics are those that tell a clear quantitative story, supported by labels and other contextual information. Solid colors are most often placed underneath functional data graphics to create a clean, uncluttered look that reflects our brand's commitment to openness and transparency.

Display data graphics employ the same shapes used in Nasdaq's charts and graphs, incorporating them into new visualizations that evoke data without actually displaying it. Gradients add a sense of depth and movement to the shapes, symbolizing Nasdaq's never-ending pursuit of what's next.

Either style of data graphic may be used on a solid background or over photography, but most functional graphics are placed on a solid background to aid in legibility. In contrast, placing display data graphics over photography helps enhance the image's appeal, leverage our photographic assets and connect them to the larger brand story.

Functional



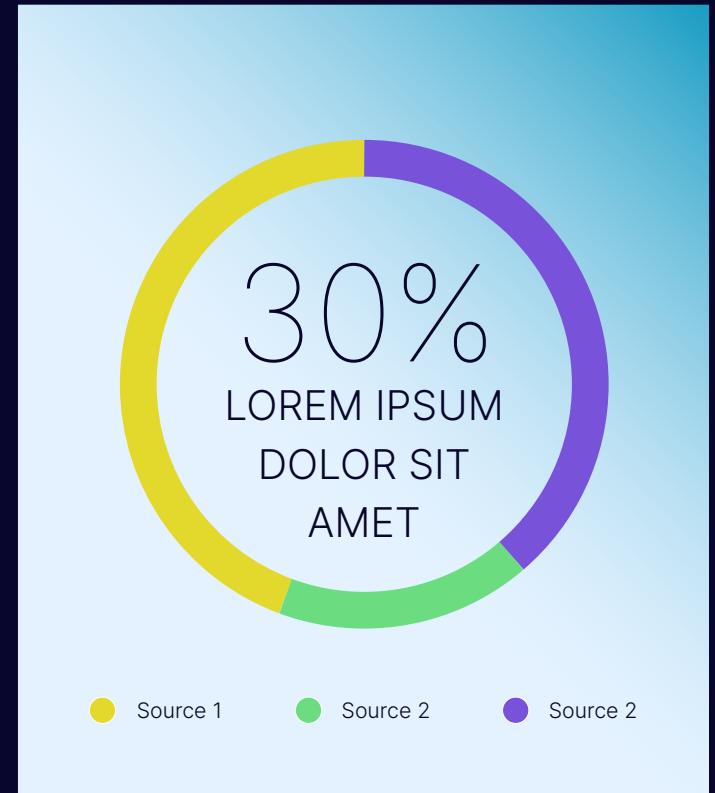
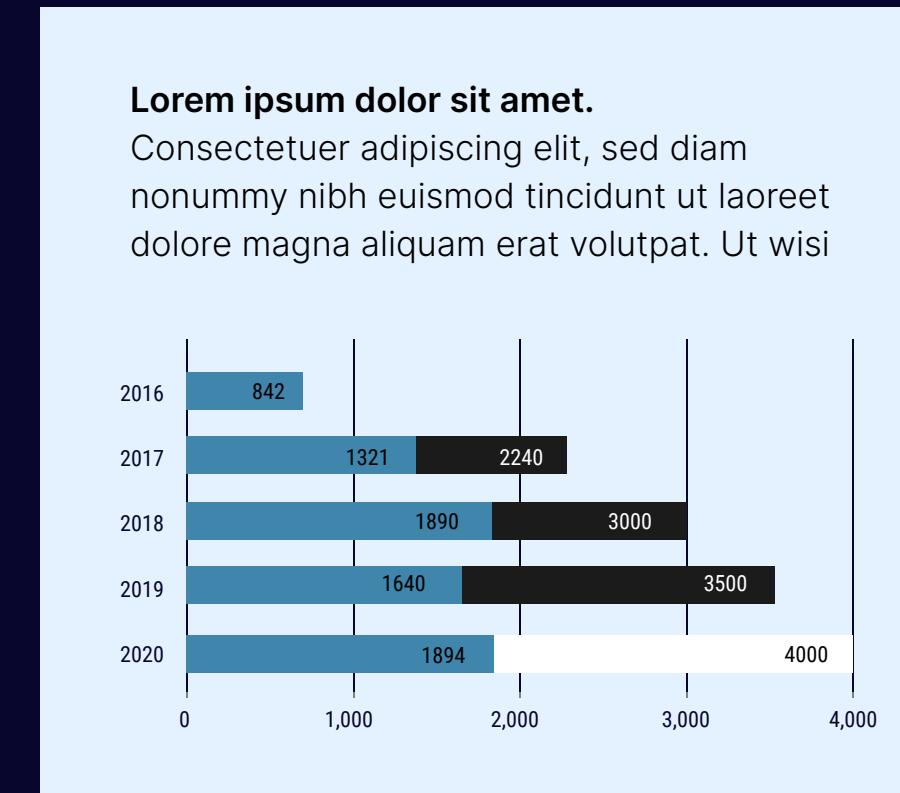
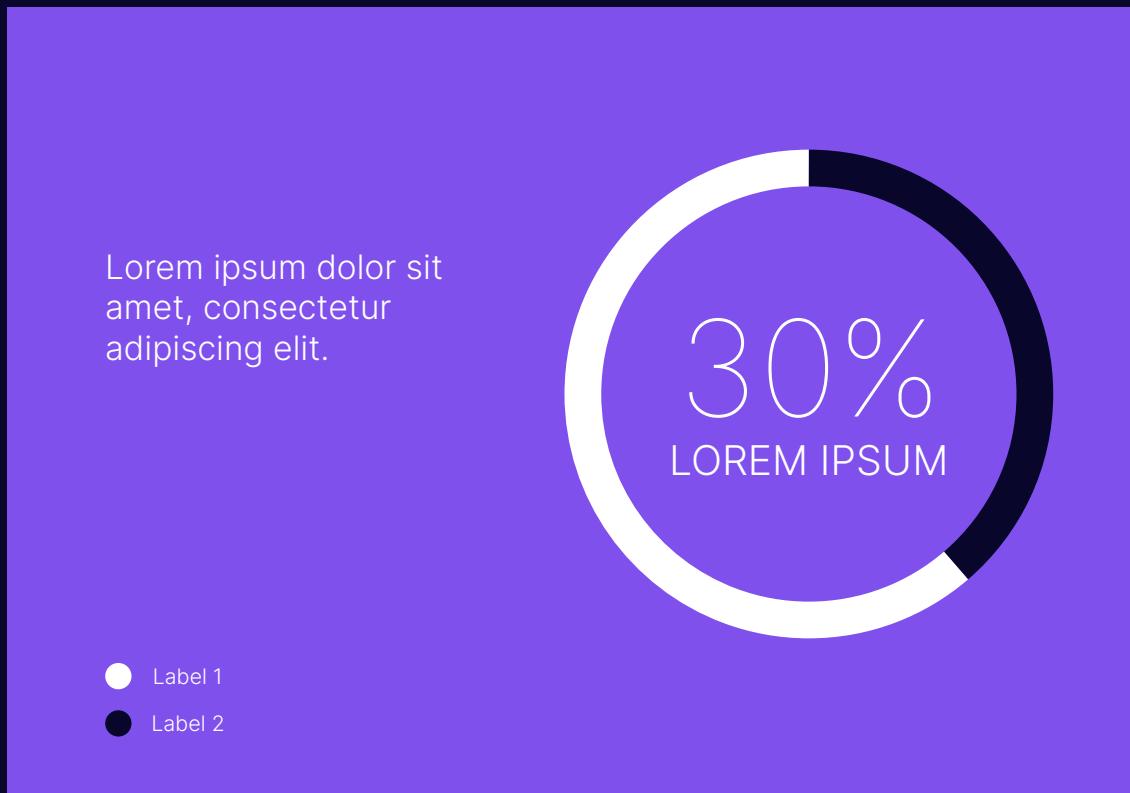
Display



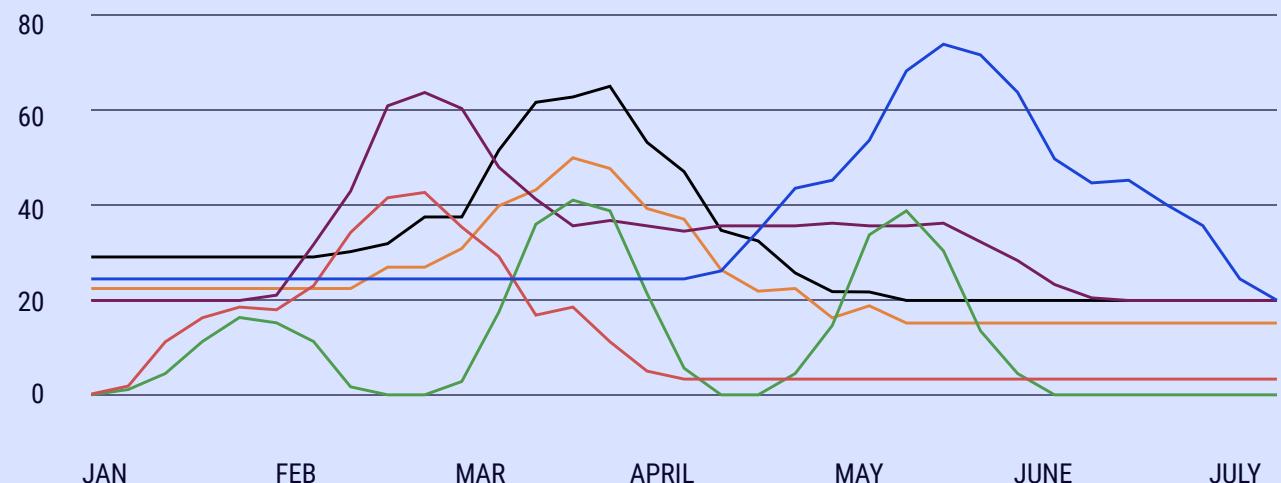
Functional Data Graphics

Typography note

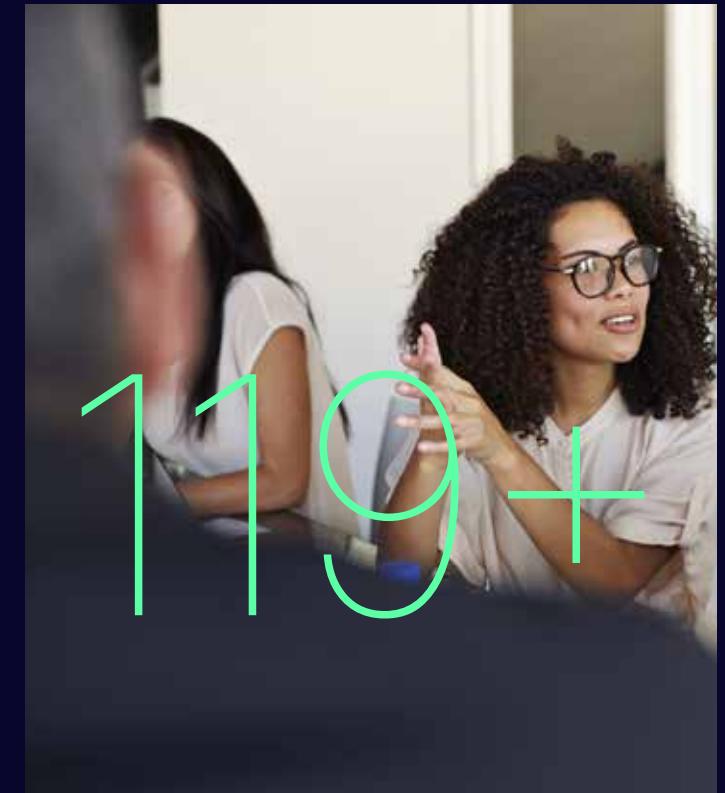
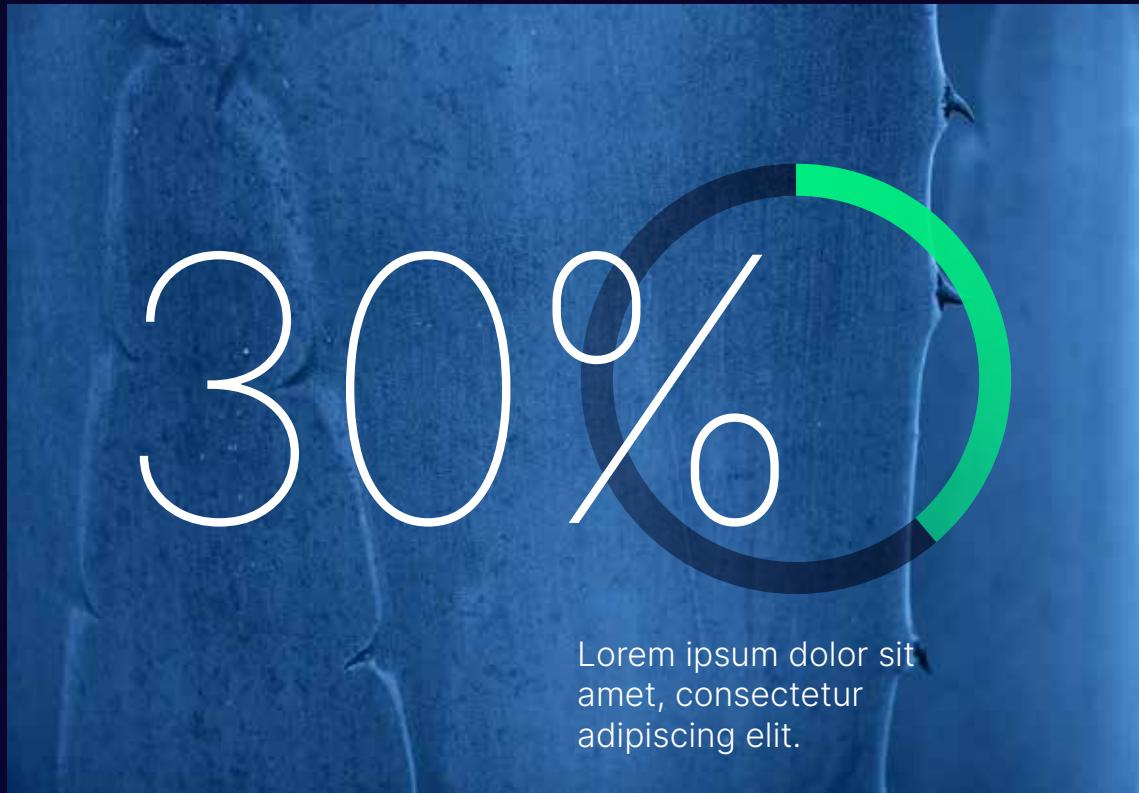
Use of all caps typography within a chart or graph stylistically mimics numerals. Use all caps only within the bounds of the shape of the chart or graph itself. Do not use all caps for labels, descriptions, or captions.



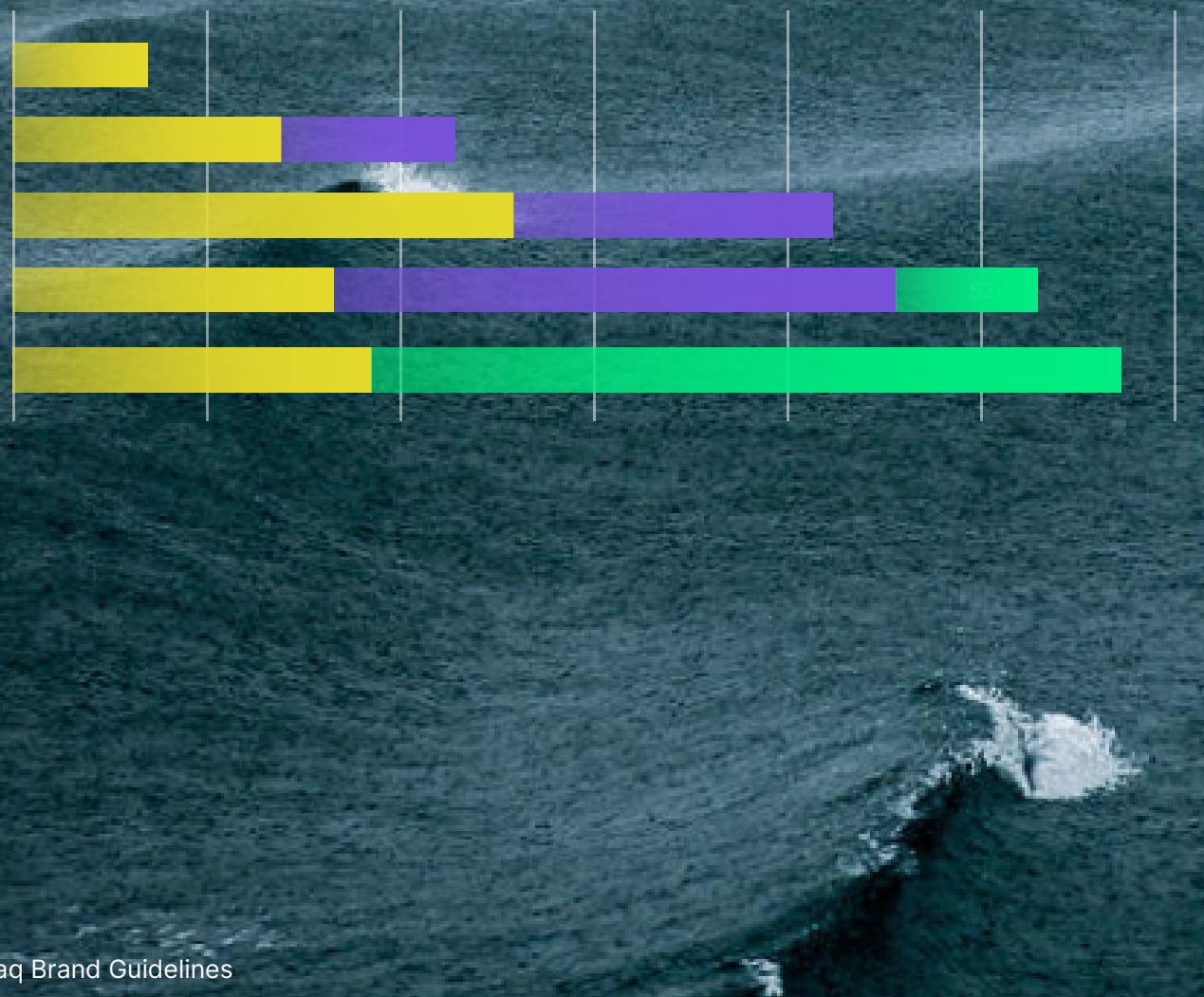
Functional Data Graphics



Display Data Graphics

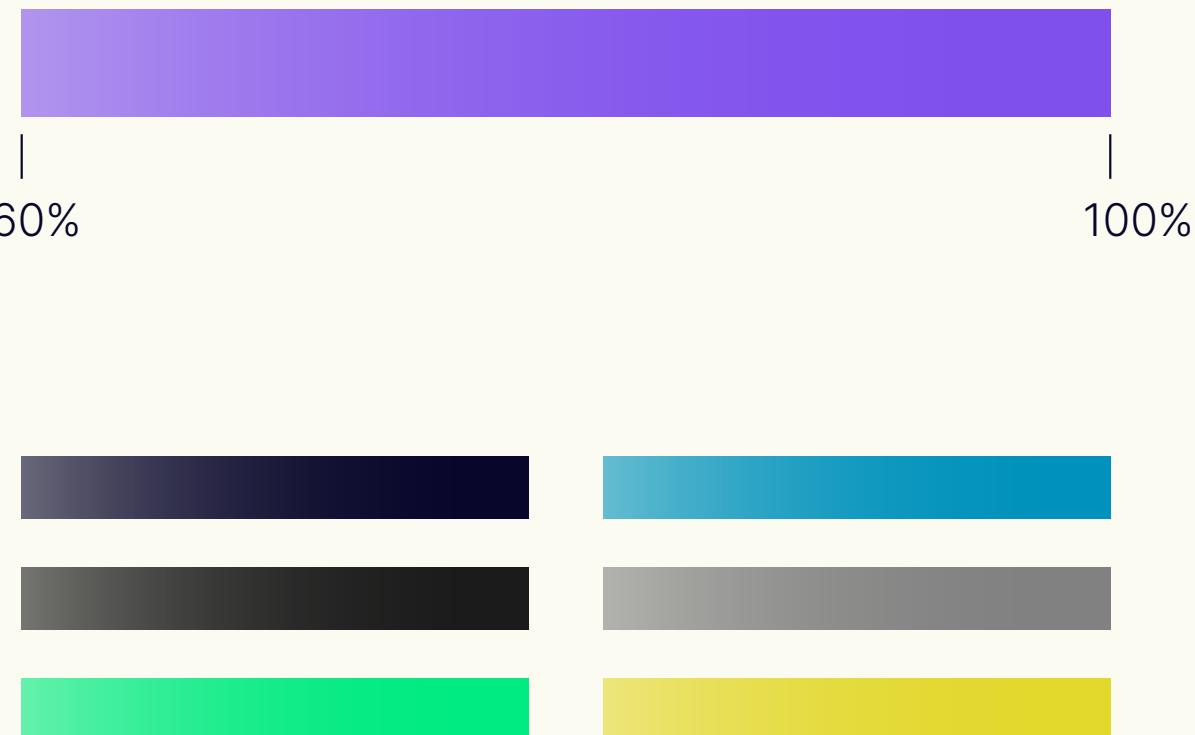


Display Data Graphics



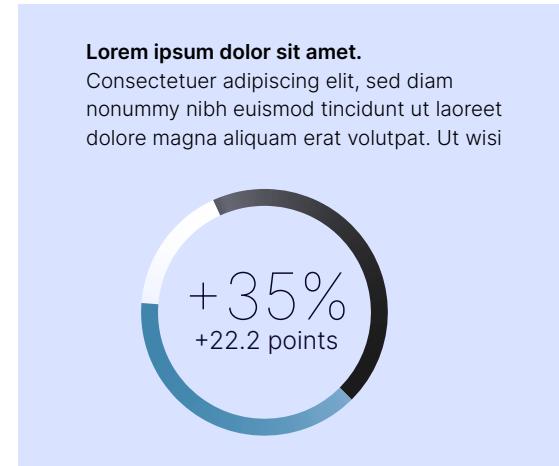
Building Gradients

Gradients for display data graphics can be created from Nasdaq Blue or any of the Dark colors in our palette. The light end of the gradient is set to 60% opacity, while the dark end is 100% opacity.



Data Visualization Misuses

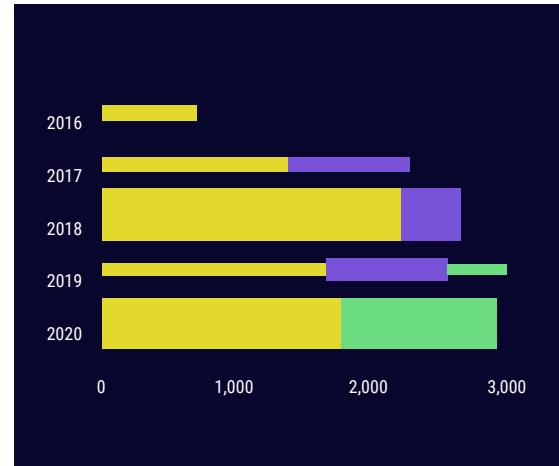
The examples on this page demonstrate some common data graphic mistakes to avoid.



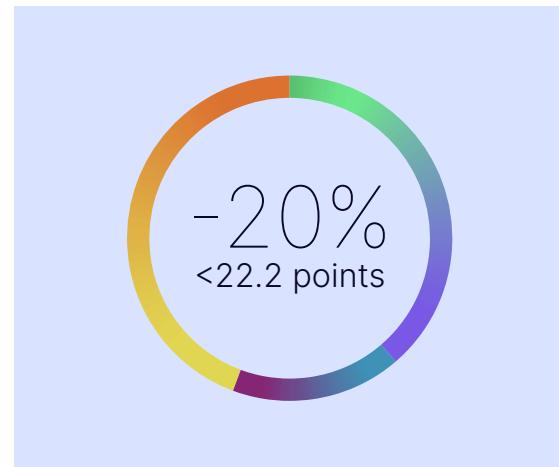
Do not use gradients in functional data; only flat/solid colors should appear alongside dense labeling or supporting copy



Do not use gradients on delicate or complex line work; in these circumstances, revert to flat/bold colors



Do not vary styling within data graphics without a data-driven purpose



Do not use different colors for a gradient's start and end points



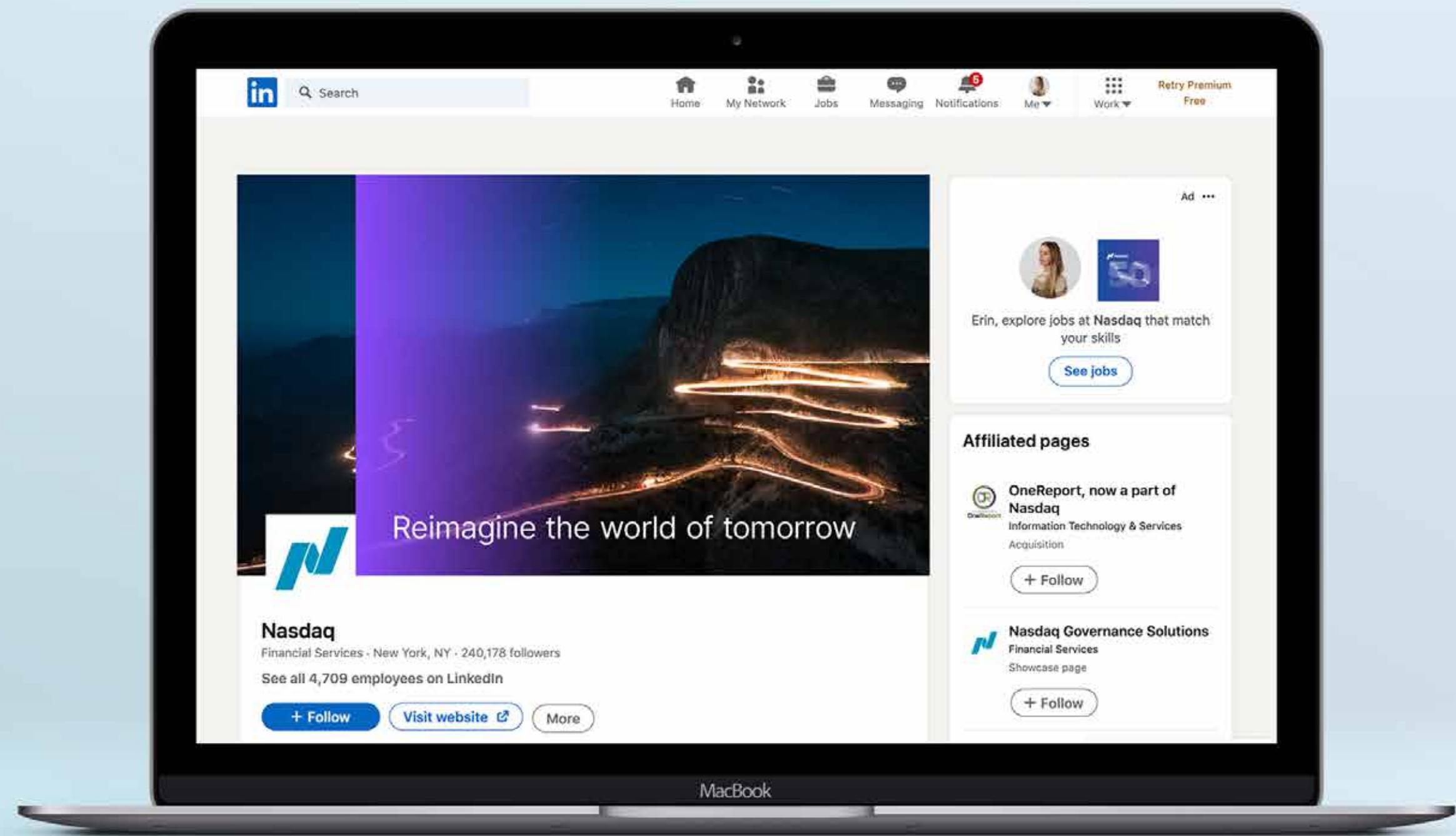
Do not use illegible combinations of chart, background and typography. Contrast is essential for ensuring maximum legibility



Do not combine gradient backgrounds with data graphics that also use gradients

Application Gallery





 Nasdaq
@Nasdaq

Follow

Today, @InvescoUS rings the @Nasdaq Opening Bell in celebration of the Invesco Nasdaq Biotechnology ETF and our journey to a better tomorrow.



1:14 PM - 26 Feb 2019

1 Retweet 11 Likes

Q 1 T 1 H 11 M

Add another Tweet

 Nasdaq
@Nasdaq

Follow

Gathering data from CIOs & senior technology leaders in global market infrastructure, @Nasdaq's report with @Celent_Research.



1:14 PM - 26 Feb 2019

1 Retweet 11 Likes

Q 1 T 1 H 11 M

Add another Tweet

List on Nasdaq for end-to-end capital raising solutions.

*Grow, stay competitive,
and thrive.*

A diverse selection of over 4,900 total listings with a market value of more than \$25.5 billion USD choose to list on Nasdaq's U.S., Nordic and Baltic exchanges, representing industries such as retail, health care, finance and technology. For small and medium sized growth companies, we offer access to financial markets through our European Growth Market, Nasdaq First North Growth Market. But Nasdaq is home to more than just IPOs.

406

Since 2005, more than 400 companies worth \$2.1 trillion in market cap have switched to Nasdaq.

Benefits of transferring your listing to Nasdaq

We continue to support our listed companies throughout their entire growth journey. After making the switch to Nasdaq, stocks see improvements in intraday volatility, spreads, liquidity and the close. Companies who are eligible for inclusion in the Nasdaq-100 index can benefit from a significant investment from the QQQ ETF and tracking funds that follow the index.

Shareholder engagement and intelligence tools
Maximize the effectiveness of your investor relations activities and enhance shareholder value. Get the advantage of our global perspective, buy-side relationships and real-time analysis of the capital markets.

High impact visibility
Tap into Nasdaq's partnerships and align with iconic brands. Nasdaq's visibility platform includes our MarketSite broadcast and events space in Times Square, as well as our venues and visibility opportunities around the world.

Predictable all-inclusive fee structure
Nasdaq aims to simplify the listing fee structure and eliminate all additional share fees. Companies will pay only a single annual fee to Nasdaq.

"Our results speak to the value of our holistic approach—a long term partnership that supports companies throughout their growth journey, from the first day of trading, through our technology and advisory services to engage investors and the investment community."

Nasdaq Stock Exchange





Nasdaq

“What is an investor to do when the market is volatile? In short: Breathe, don't panic, and stay educated. Here are primers for you to stay smart during volatile trading periods.”

Brian Buckley
CMO Nasdaq

My Portfolio's Growth

Category	Percentage
of top managers rely on us to source new assets.	90%
of partners growth in a year.	76%
of top investment rely on us to source new assets.	80%



Ipsum ipsum dolor sit amet,
consectetur adipiscing elit.
Aenean placerat venenatis
magna, vel pulvinar leo
imperdiet nec. Interdum et
malesuada fames ac ante
ipsum primis in faucibus.

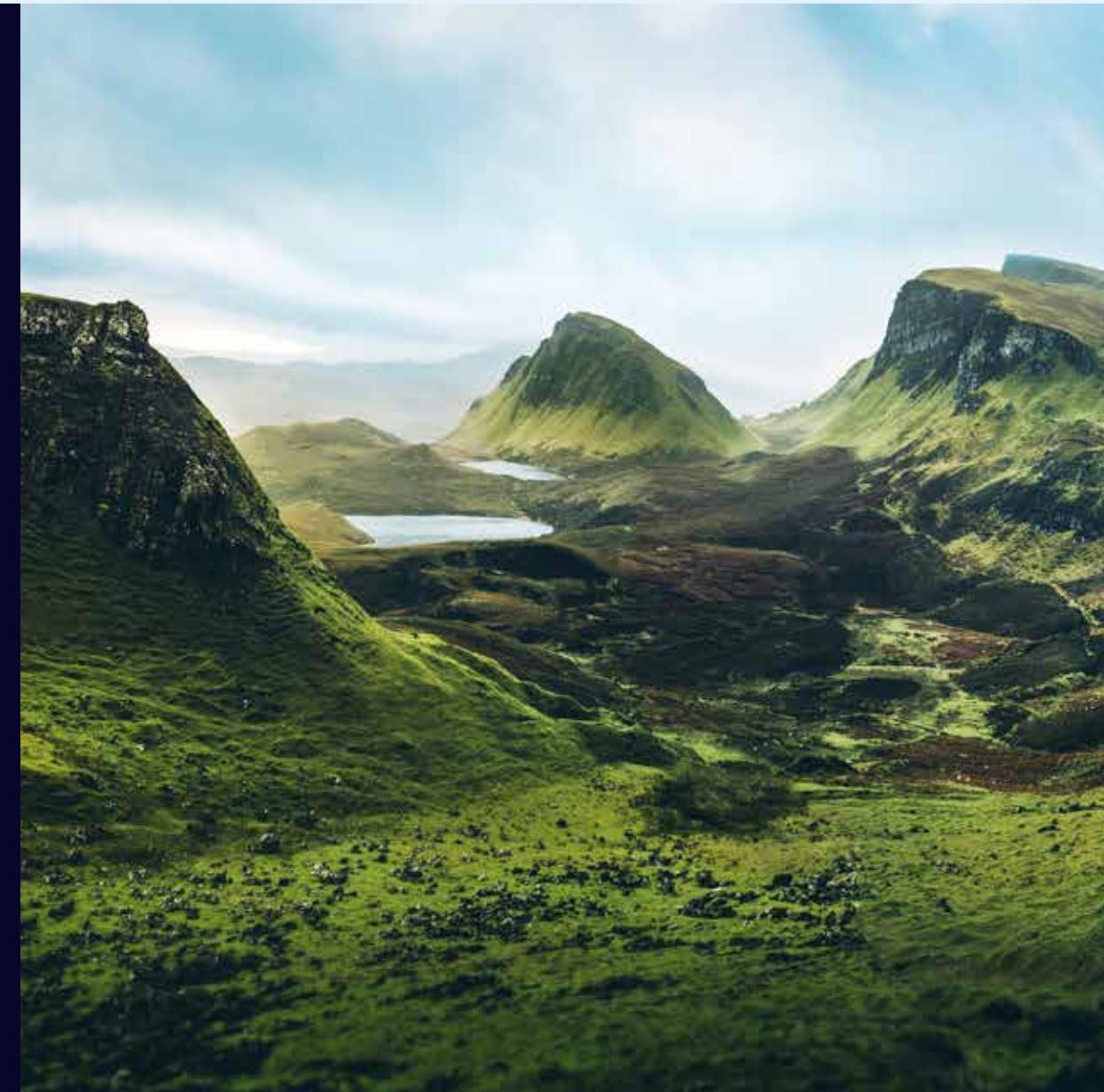
Enter data 01

Enter data 02

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Nasdaq

*Lorem ipsum dolor sit amet,
consectetur adipiscing elit. Aenean
placerat venenatis magna, vel
pulvinar leo imperdiet nec.
Interdum et malesuada fames ac
ante ipsum primis in faucibus.*

Nasdaq



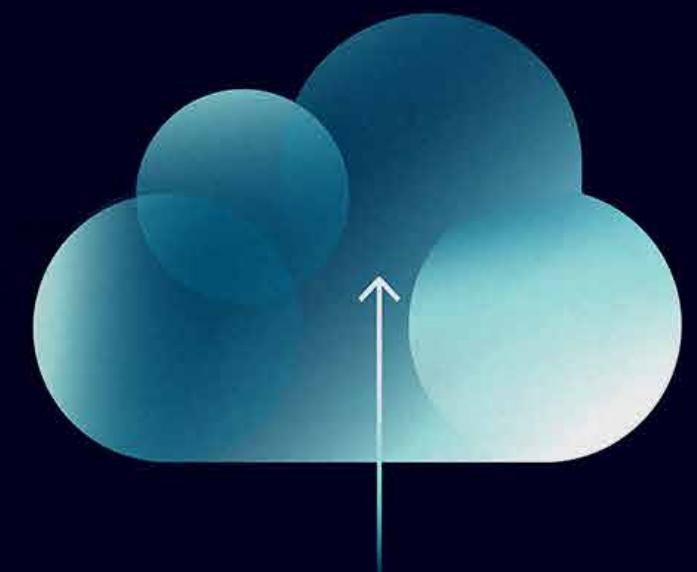
How are we
doing — on all
the measures
that matter?





Nasdaq Direct Connectivity

Market Data Report





Nasdaq

Reimagine
the World
of Tomorrow

nasdaq.com

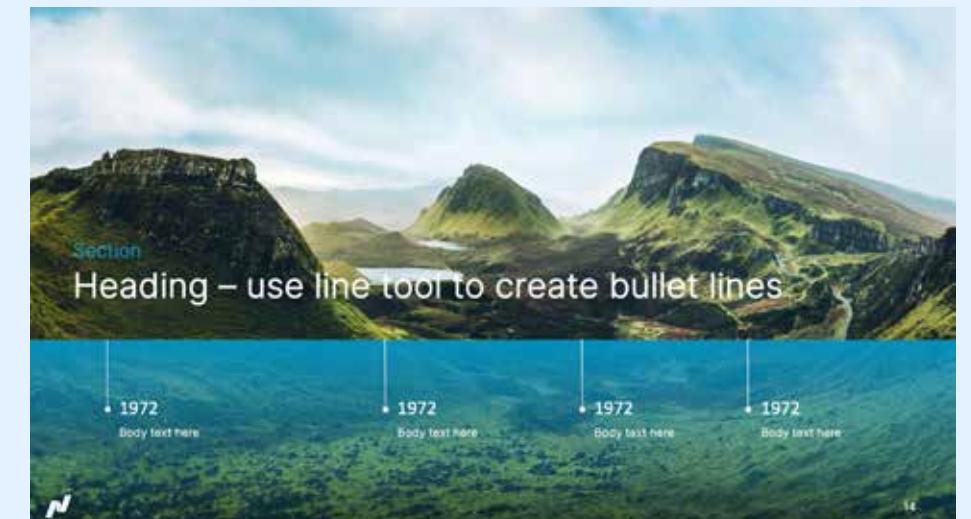




Our brand embodies who we are and what we value.

- + Our purpose, vision, and mission provide a roadmap for the future
- + Our values enable our people to deliver our purpose
- + Our go-to-market story mobilizes our commitment to partnership

N



Resources

Where to find more information

Additional support is available to you. For logos, photography, templates, and other assets, as well as questions on how to use the brand system, or guidance on motion and broadcast applications, reach out to design@nasdaq.com.