

INFINOX

SOCIAL BRANDING GUIDELINES

THE POWER TO TRADE

THE GOALS OF OUR **NEW SOCIAL LOOK**

INFINOX is looking to reposition itself in the minds of our customers. In order to do this we are making slight tweaks to the INFINOX socials identity in order to provide a more 'professional/knowledgeable' persona that will enforce educational and market info bias posts, as well as provide a strong visual platform for product advertising and promotion.

We want to:

1. **Align better with the website** - It is important that customers have the same brand experience from the advertising through to the website and trading platform.
2. **Find a common thread** that ties all of the IX brands together consistently for a seamless product experience.
3. **Deliver messaging** in a clearer and more consistent manner.
4. **Deliver exciting media** that engages the customers.
5. **Provide instant recognition** to the INFINOX brand no matter what is being promoted.
6. **Flexibility** - produce a consistent look and style that can translate across messaging and media.
7. **Educate people** with impactful/useful information.

We DON'T want to:

1. **Break the brand recognition** that has been generated.
2. **Dilute brand impact.**
3. **Create confusion** between product design styles.
4. **Stagnate** - and become a brand with no visual engagement.
5. **Reduce the quality standards for design** - it is vital to keep the brand consistent and looking good! If poor creative is delivered more frequently than good creative, the customer is only going to remember the poor creative. **KEEP ON BRAND.**

THE BRAND FUNDAMENTALS

We have created a consistent IX Yellow logo container which provides a definable point of focus. It also enables the sub-brands of INFINOX to be displayed with instant association.

The icon has been removed from the old social brand, but replaced with the yellow wedge. This maintains brand association, yet enables us to create a zone for image content.

Use of bold typography helps to deliver messaging impact. We have balanced this with the use of the light typeface which is used throughout other brand materials and the website.

This style is inherently flexible in that it can use any style of imagery as a background and still maintain brand integrity. However we look to use yellow as purely an primary highlight colour and not a background colour.

Yellow logo container

Sub brand tie in to INFINOX

Upper-case multi-colour headlines using the bold typeface.

Subheadlings and body using light typeface and semi-bold highlights.

Yellow used sparingly (not as backgrounds)

Wedge icon



CREATE THE LOOK

STEP 1

PLACE YOUR LOGO

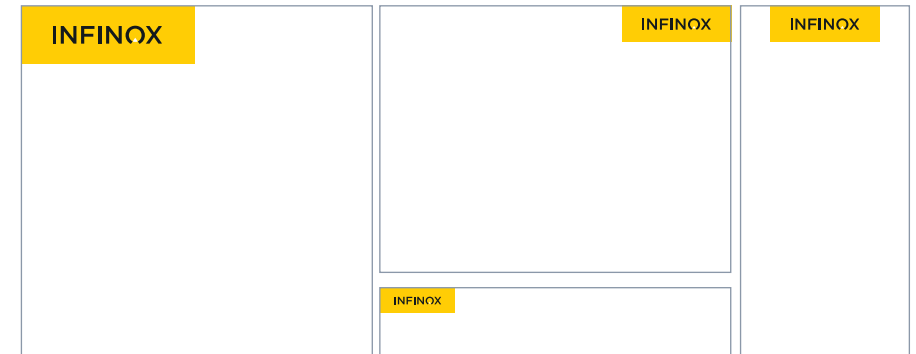
The logo container is the most essential part of the new brand style. It provides an instant association to the INFINOX brand no matter what the subject or when using any sub-brands.

SIZING



The logo should be aligned centrally within a rectangular container. As a rule of thumb the logo height should be approximately 31% that of the container.

POSITIONING



The logo container can be placed anywhere on the top edge of the artwork. This will allow a degree of flexibility to designs.

If placed in the corners of artworks, the left or right side of the container must be also be aligned exactly to the respective artwork edge.

CREATE THE LOOK

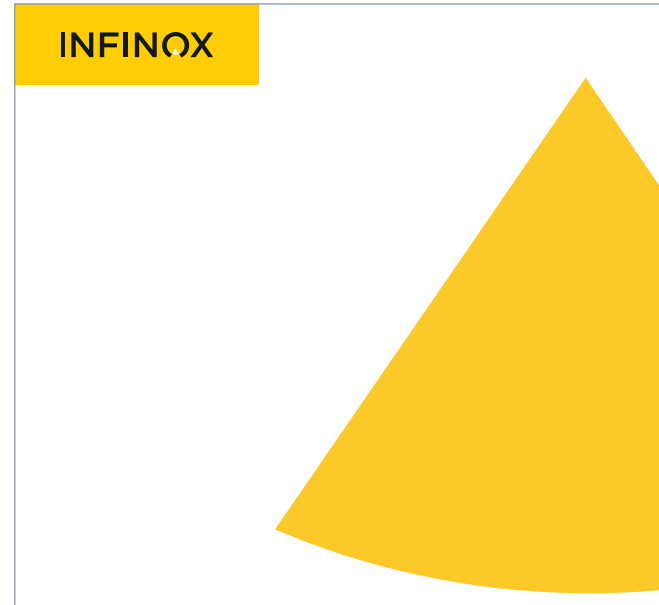
STEP 2

THE WEDGE

The wedge creates a link to the INFINOX corporate identity. It helps provide the colour accent that is also required to define the brand.

The wedge can be combined with imagery and may also be used as a container for imagery and video.

SIZING



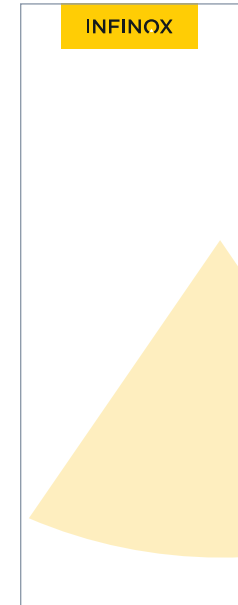
The wedge is not meant to be a dominant part of the advert - the messaging is. Ensure that the wedge is no more than approximately 1/3rd of the advert area.

POSITIONING & OPACITY



Try to place the wedge so as the bottom curve is visible. It should bleed off the artwork on the right hand side but ensure the top point is visible. Artwork will sit in front of the wedge, so parts may be obscured. This is OK.

As mentioned the wedge is NOT the dominating asset, the opacity can be reduced if required.



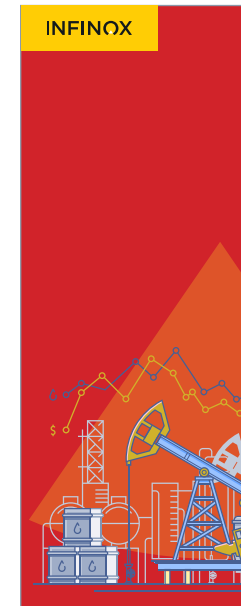
CREATE THE LOOK

STEP 3

IMAGES AND BACKGROUNDS

Add a background of your choice. Avoid solid yellow backgrounds for posts (and solid white backgrounds when creating Google display adverts).

If you want to use additional imagery such as illustrations, isolated people or devices, place them over the yellow wedge.



CREATE THE LOOK

STEP 4

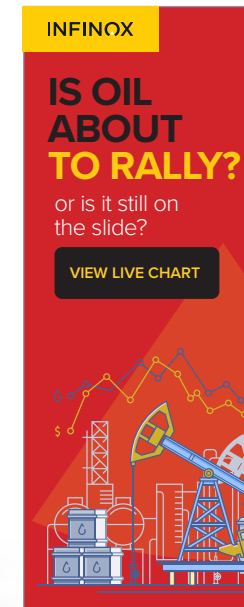
ADD THE MESSAGE

The message should be short, concise and meaningful. It should catch the attention of the viewer immediately.

We use Proxima Nova Bold for the headline and it should be in all capitals with -20 tracking. Try to mix up the colouring to provide emphasis to key points.

Don't let the lines be loose - tighten the line spacing to keep it neat and impactful.

Subheadings and body should be in Proxima Nova light - highlight text with semi-bold if needed.



CREATE THE LOOK

OTHER POINTS

USE IX ONE SCREENS

Whenever you are highlighting particular markets or are using a device in your creative, ensure that you use IX ONE trading screens.

This will help reinforce the IX brand.

CTAs

As we are looking to align more closely with the website, any CTAs should follow the digital style guide.

In general, the main button to use is black with yellow writing. When we have dark backgrounds we use white with black writing.

CALL TO ACTION

CALL TO ACTION



EXAMPLES

INFINOX

TIME TO BUY

Chart of the week - **GOLDft**



INFINOX

ECONOMIC CALENDAR

Key events and announcements

Monday February 20th

01:15 CNY PBoC Interest Rate Decision

Tuesday February 21st

00:30 AUD RBA Meeting Minutes

08:30 EUR S&P Global/BME Composite PMI

08:30 EUR S&P Global/BME Manufacturing PMI

09:00 EUR S&P Global Composite PMI

INFINOX

PAIRS TO WATCH

EURUSD
GBPUSD
USDCHF

PRICES



INFINOX

MOST TRADED



CREATE THE LOOK SUB-BRANDS

KEEP THE CONNECTION

The new social brand style has been designed to be interchangeable between sub-brands without diluting association to the main INFINOX brand.

The graphical style of the adverts should stay as they have already been defined and can use the INFINOX roundel or any other brand assets that define that particular sub-brand.

We do however include the logo within the new yellow placeholder and we carry the **By INFINOX** straplines under the logo within the creatives.

Type treatment must also be in-line with the new social branding style.



CREATE THE LOOK

HIGH TEXT CONTENT ADVERTS

TEXT SHOULD BE THE FOCUS

There are occasions where social advertising may need to carry more text than usual. This may be to content, but also due to localization.

It is important not to compromise the delivery of the message in order to fit graphical content. If needed the brand has been designed to work just as strongly with text only if required.

INFINOX

**DON'T BE AFRAID
OF BEARISH
MARKETS THIS
IN THE COMING
YEAR**

STOCKS TO WATCH

TESLA
MC DONALDS
AMAZON



INFINOX

**อย่ากลัวตลาด
หมีในปีหน้า**

หุ้นที่น่าจับตามอง

TESLA
MC DONALDS
AMAZON



STAND OUT AGAINST COMPETITORS

IXSOCIAL
TRADE LIKE A PRO
No need to be a market guru. Auto-copy those who are!

IXOPRIME
700+ GLOBAL STOCKS WITH IXOPRIME
Delivered by INFINOX

IXSOCIAL
MAKE TRADING SIMPLE
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TESLA IS (NOT) A CAR COMPANY.
For illustration purposes only. Not investment advice.

FxPro
FxPro cTrader just got even better! Now with reduced commission
Trade now
77.84% of retail investor accounts lose money when trading CFDs with this provider. You should consider whether you can afford to take the high risk of losing your money.

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To rule it all.
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INFINOX
MOST TRADED
24%
32%
57%
78%

INFINOX
INFINOX AT YOUR SIDE SINCE 2009

etoro
DON'T PUT ALL OF YOUR EGGS IN ONE BASKET.
Not investment advice.

etoro
THIS HALLOWEEN... DON'T BE AFRAID OF THE BEAR MARKET

etoro
THE REAL COST OF CHRISTMAS DINNER

INFINOX
ECONOMIC CALENDAR
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08:30 EUR SAP Global/BME Manufacturing PMI
09:00 EUR SAP Global Composite PMI
09:30 GBP SAP Global/CIPS Services PMI
13:30 CAD BoC Consumer Price Index Core (YoY)
13:30 CAD Retail Sales (MoM)

INFINOX
ECB DECISION
TIGHTER THAN EXPECTED MONETARY POLICY
LOOSER THAN EXPECTED MONETARY POLICY
LIKELY MARKET REACTION
EUROZONE BOND YIELDS MOVE HIGHER
EUR STRENGTHENS
INDICES SUCH AS DAX AND CAC FALL
EUROZONE BOND YIELDS MOVE LOWER
EUR WEAKENS
INDICES SUCH AS DAX AND CAC RALLY

IXOPRIME
RANGE OF LIQUIDITY SOURCES
Delivered by INFINOX

FxPro
HAPPY BIRTHDAY BITCOIN!

FxPro
HAPPY HOLIDAYS
Trade responsibly. 77.84% of retail investor accounts lose money when trading CFDs with this provider. You should consider whether you can afford to take the high risk of losing your money.