

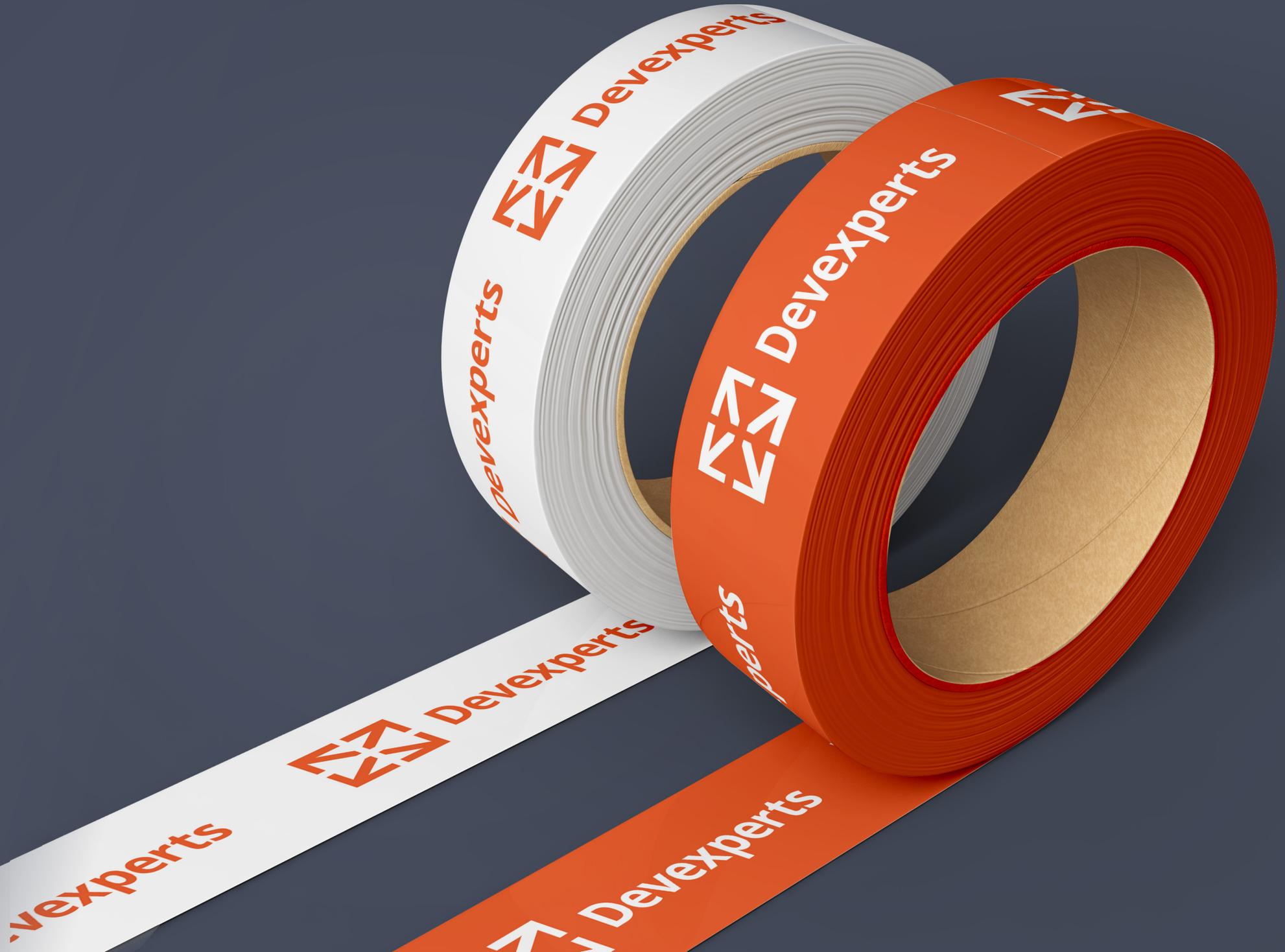
Brand guidelines



Devexperts is a vendor of custom software for stock and Forex brokers, cryptocurrency and traditional exchanges, funds and wealth management firms. Our clients are located in Europe, the Americas, and Asia.

This Brand guideline contains general guidelines on how to use Devexperts Brand Identity Items (further referred to as 'brand items') in publications correctly. Incorrect visualization of brand items is not allowed.

The Brand guideline and all brand items featured in it are intended for fair use only. The principles of fair use are listed on [page 21](#) of this guide. Please contact pr@devexperts.com if you have any doubts, or this guide doesn't address your idea.







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a		a	
		a	
	Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis, ultricies nec, pellentesque eu, pretium quis, sem. Nulla consequat massa quis enim.		

The logo should not stick to any other elements, logos, or text. The distance between the logo and the next element should be equal to the logo height.



While we insist on using the horizontal white-on-orange logo in publications, we do have a vertically aligned one. Here, the symbol and the inscription are vertically aligned. This logotype is reserved for exceptional cases when the horizontal logo cannot fit.



1/2 a	b	1/2 a	
a			
1/2 a		1/2 a	
<p>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis, ultricies nec, pellentesque eu, pretium quis, sem. Nulla consequat massa quis enim.</p>			

The logo should not stick to any other elements, logos, or text. The distance between the logo and the next element should be equal to half logo height.



- Devexperts logo cannot be:
- used on an ornament
 - shown in an unauthorized color combination
 - cropped or distorted
 - outlined
 - used with a drop shadow

WHITE

CMYK 75 65 44 28

Pantone COOL GRAY 11C

#454C5E

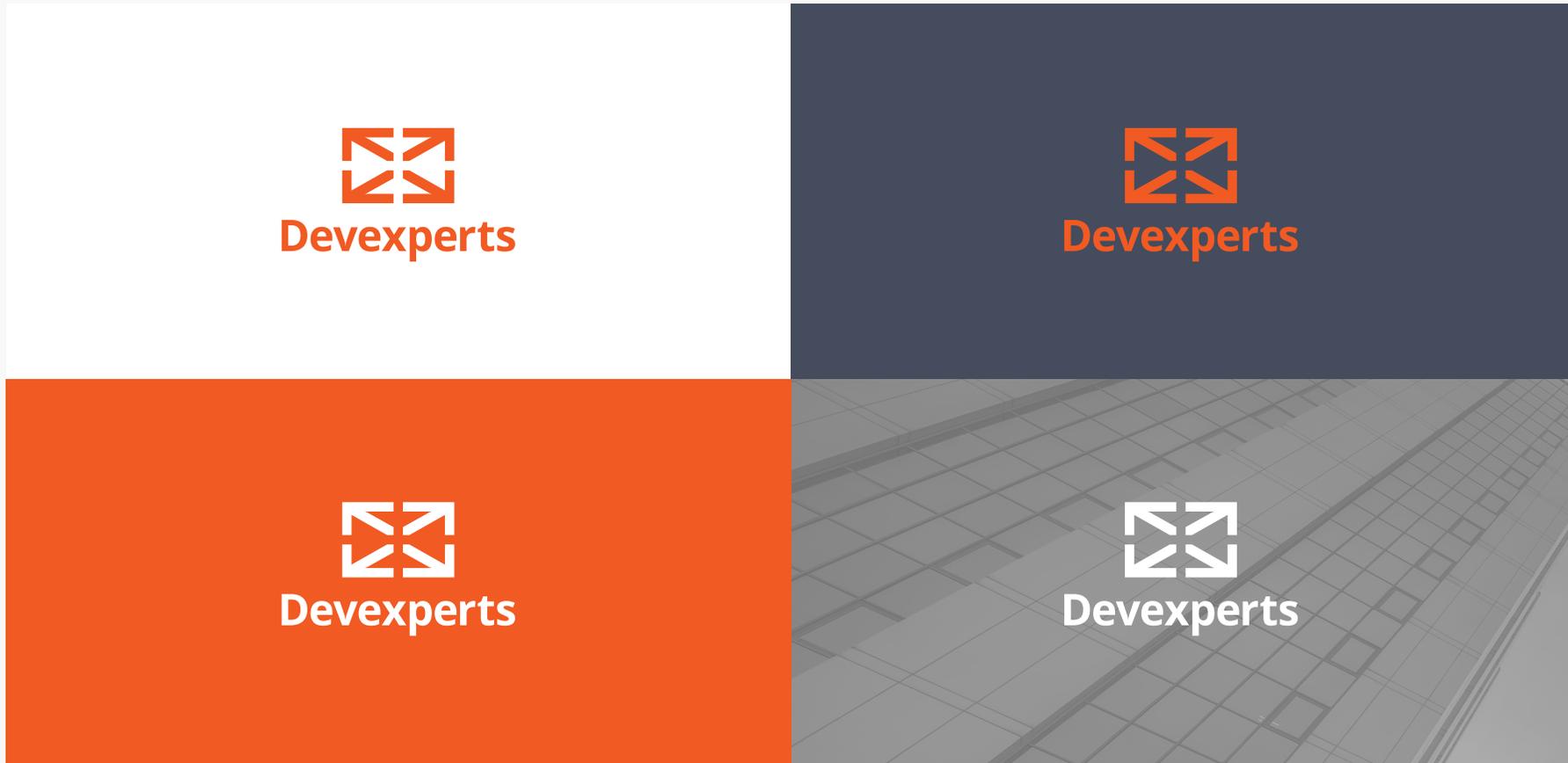
CMYK 0 80 100 0

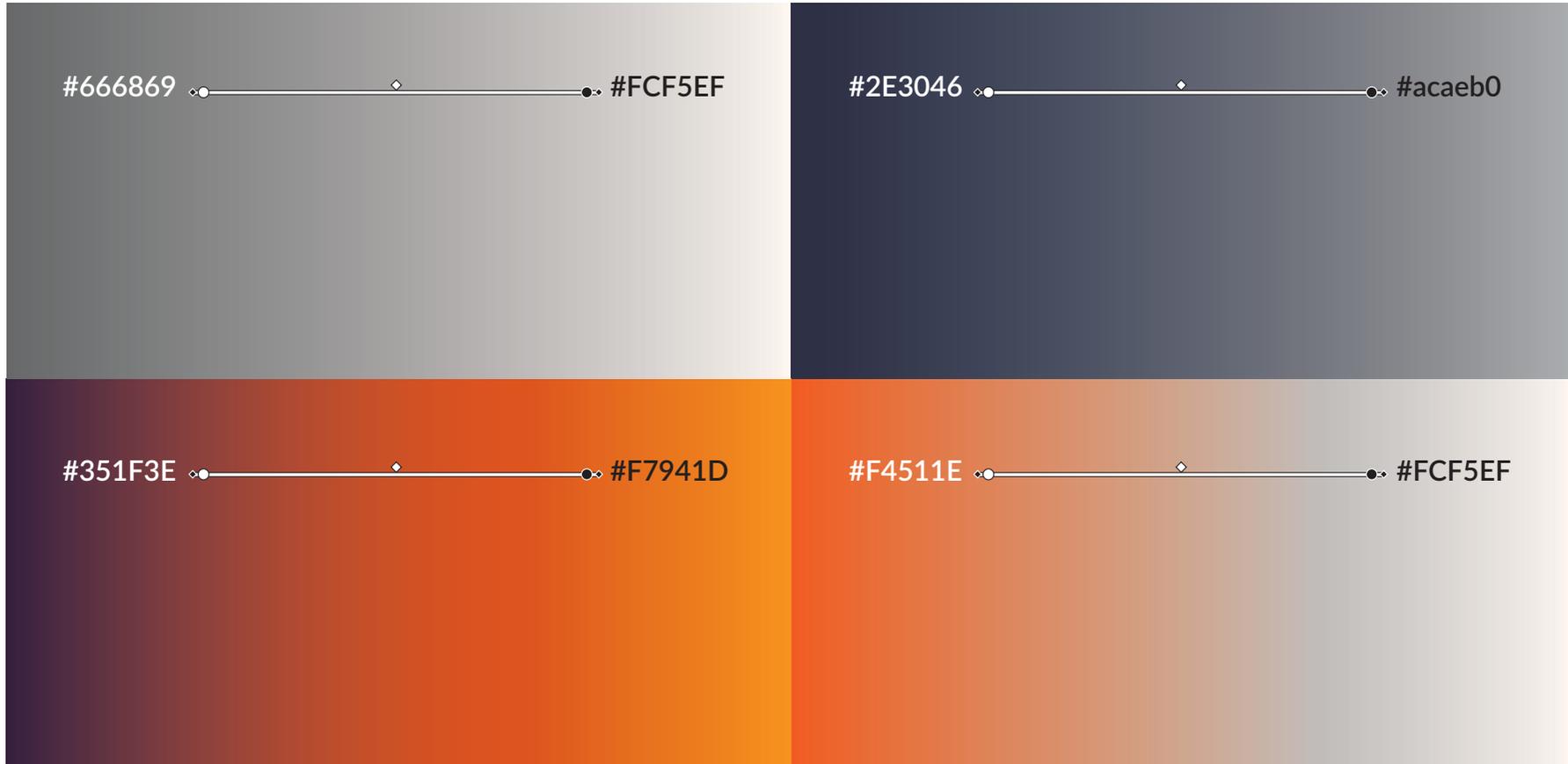
Pantone 1665 C

#F4511E

CMYK 0 0 0 50

#939598





Open Sans...

ABCDEFGHIJKLMNOPQRSTUVWXYZ // Extrabold
?!&%@0123456789
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ // Bold
?!&%@0123456789
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ // Regular
?!&%@0123456789
abcdefghijklmnopqrstuvwxyz

Open Sans is the primary identity-carrying font. We use it consistently in all marketing communications (advertisements, brochures, printed materials, etc.) — as a heading font, in introductions, and in running text. The exception is our website: we've chosen a different font for it to improve its accessibility.

Lato Regular...

ABCDEFGHIJKLMNOPQRSTUVWXYZ // Regular
?!&%@0123456789
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ // Semibold
?!&%@0123456789
abcdefghijklmnopqrstuvwxyz

Verdana...

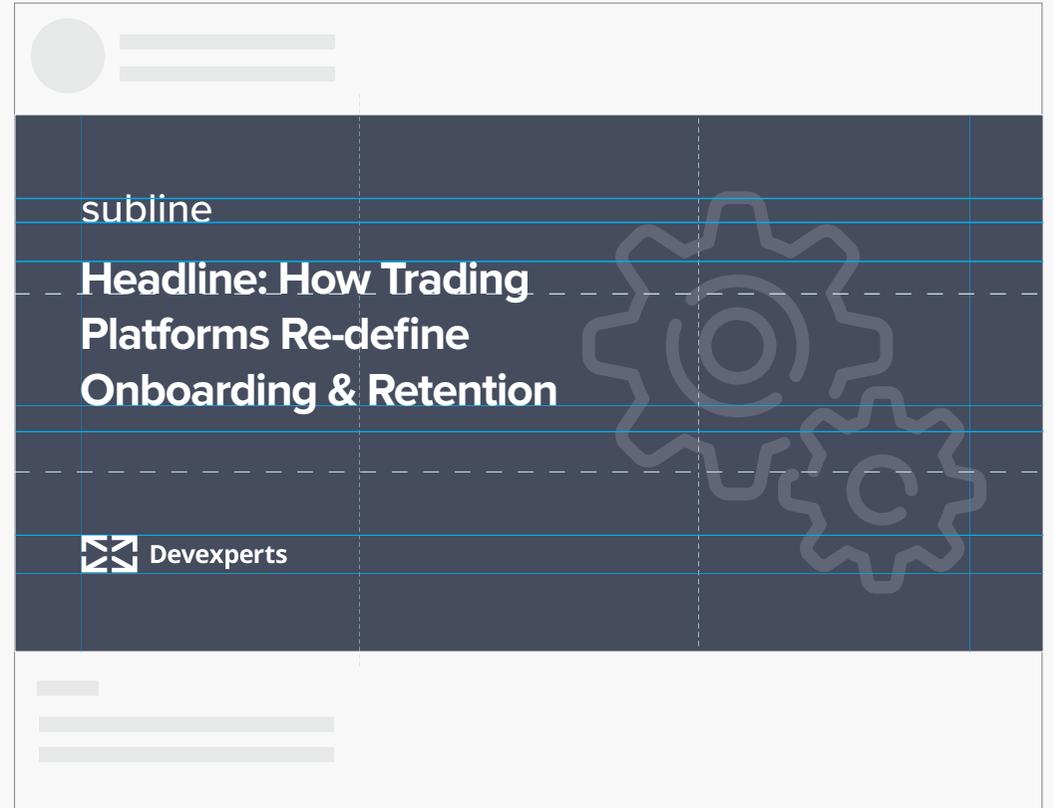
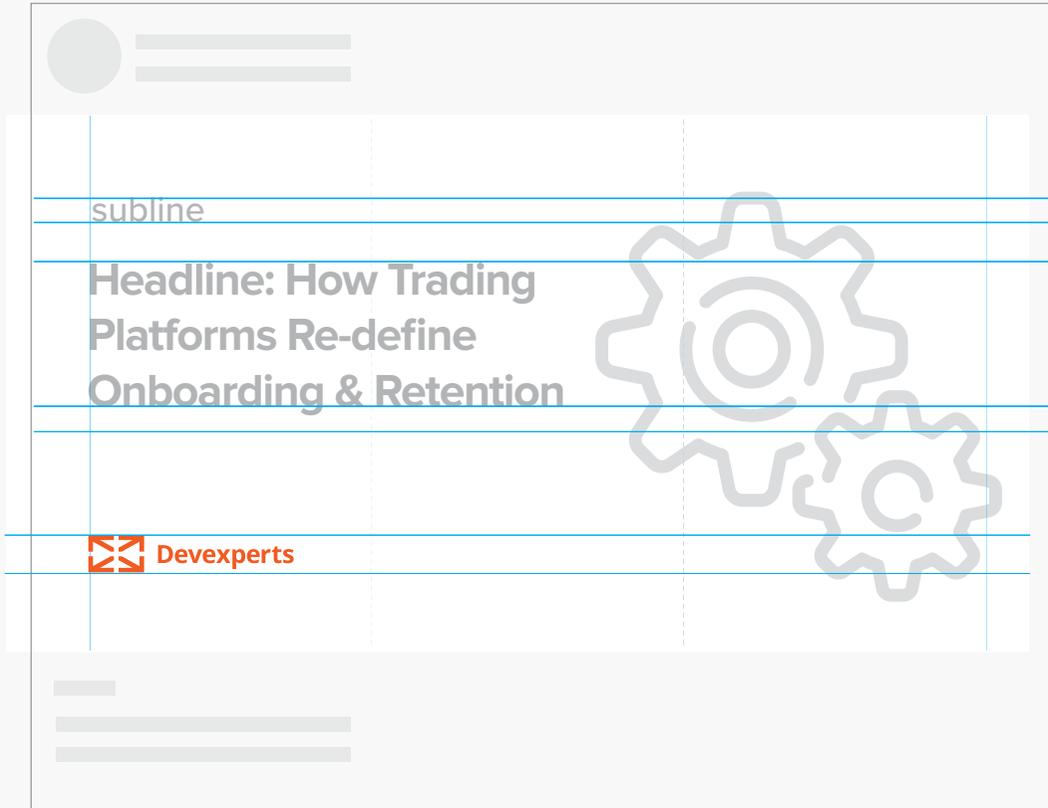
ABCDEFGHIJKLMNOPQRSTUVWXYZ // Bold
?!&%@0123456789
abcdefghijklmnopqrstuvwxyz

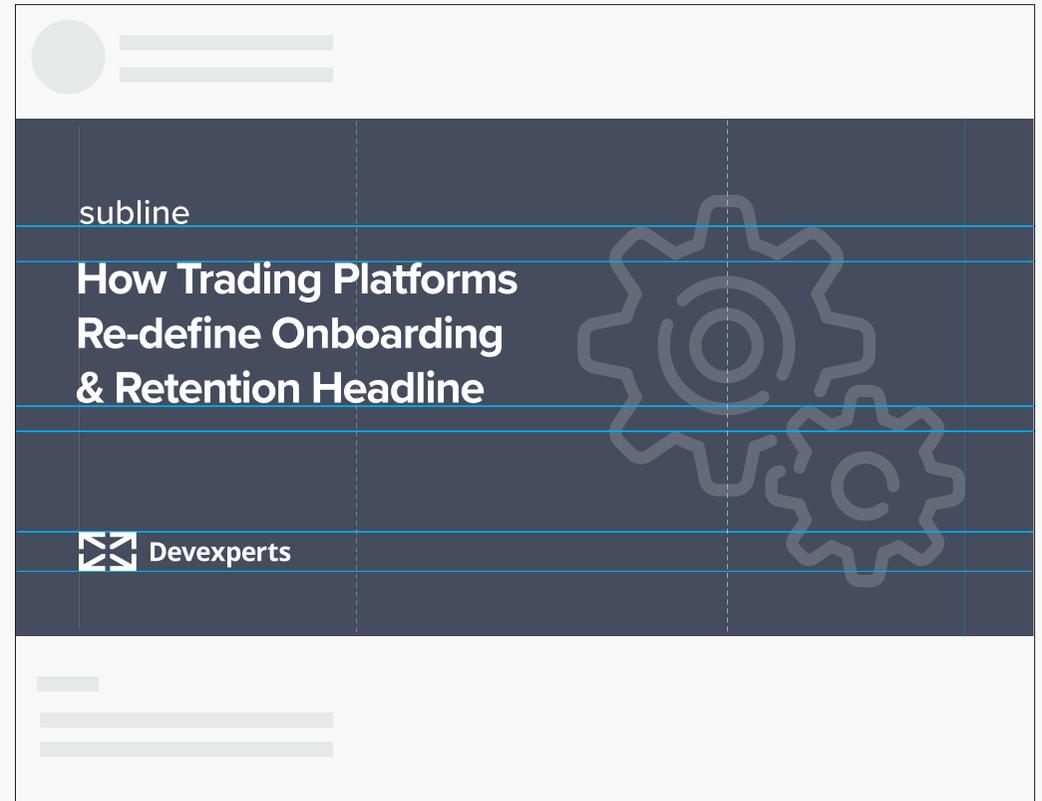
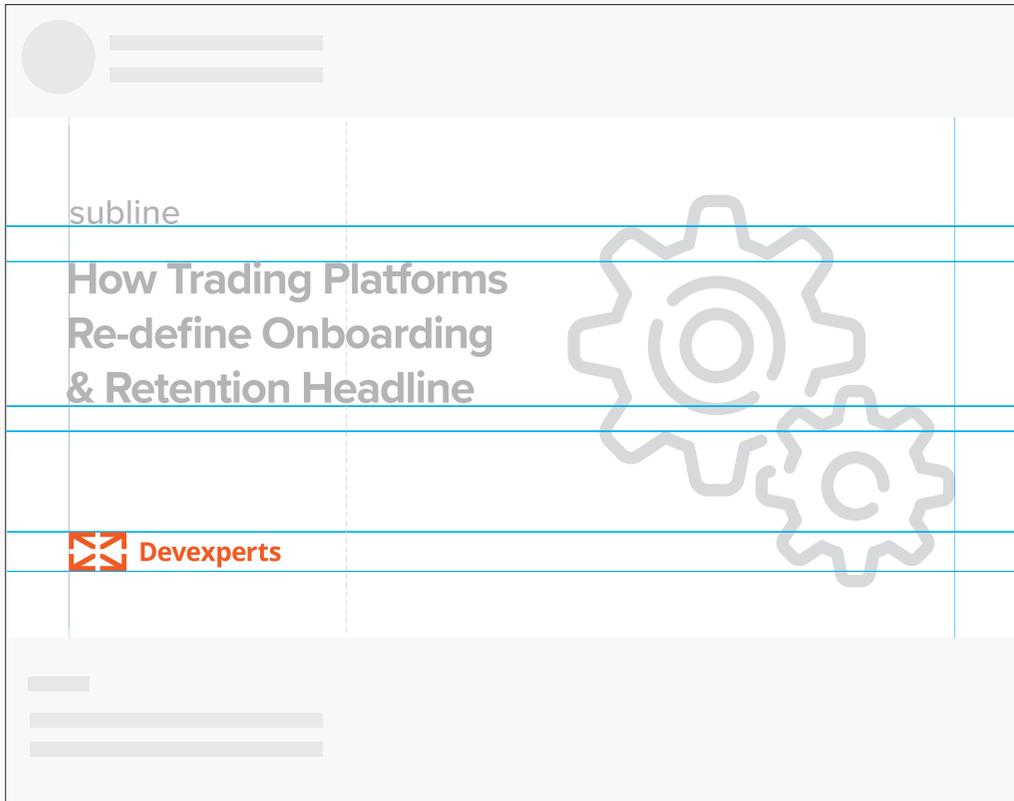
ABCDEFGHIJKLMNOPQRSTUVWXYZ // Regular
?!&%@0123456789
abcdefghijklmnopqrstuvwxyz

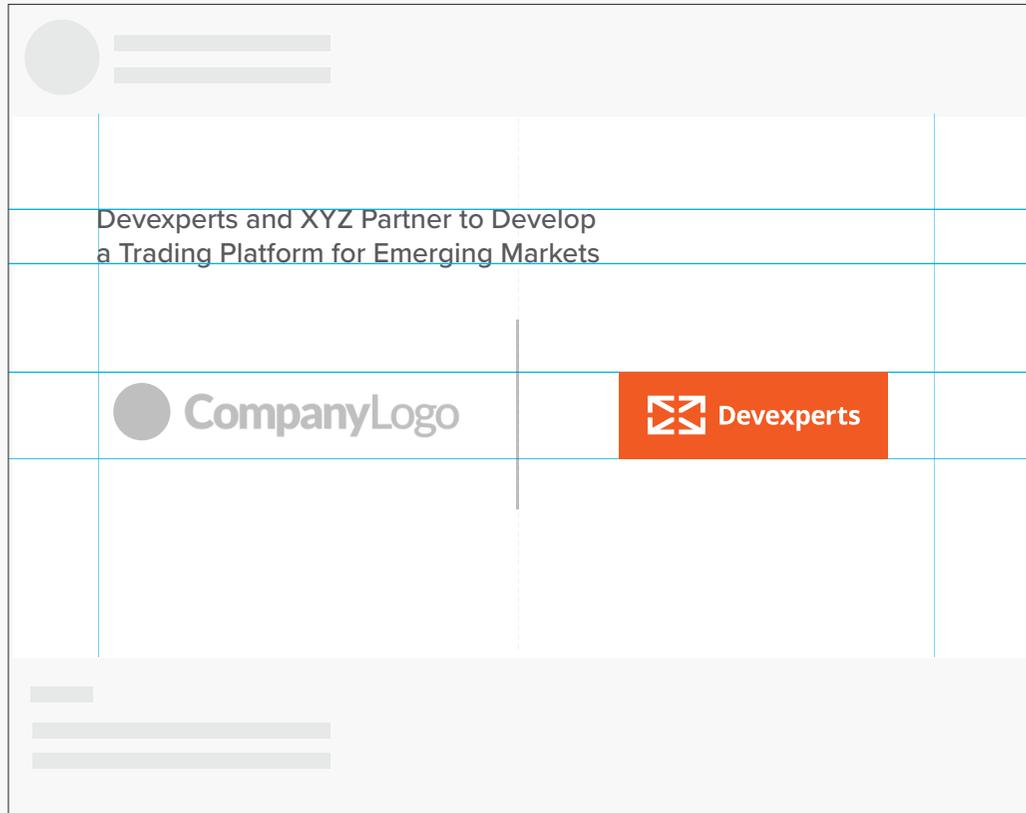
3.0

templates for social
network posts

LinkedIn, Twitter







simple rules to follow

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Here are four simple DON'Ts you need to remember when using Devexperts Identity Items:

- Don't use brand items for commercial purposes without permission.
- Don't use colors, fonts, shapes, and corporate symbols in a distorted manner.
- Don't use brand items in unauthorized mentions of Devexperts with other entities.
- Do not use brand items in the content that may be deemed disparaging.

If any questions, refer to the fine print in the infobox and/or reach us at pr@devexperts.com

You acknowledge that the Devexperts Brand Identity Items are exclusively owned or controlled by Devexperts LLC and that their use shall be to the benefit of Devexperts LLC and only for the purpose specified above.

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