

# MultiBank Group<sup>™</sup>

WORLD'S NO.1 FOREX & CFD BROKER



# BRAND GUIDELINES

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## LOGO

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Tagline Font colour:  
#efc371  
RGB: 239, 195, 113  
CMYK: 6, 24, 65, 0



Tagline Font colour:  
#0089c4  
CMYK: C82 M35 Y4 K0  
RGB: R0 G137 B196



Tagline Font colour:  
#ffffff



Tagline Font colour:  
#1B2049  
CMYK: C98 M93 Y40 K42  
RGB: R27 G32 B73





**MultiBank Group**<sup>iii</sup>

IL BROKER FX & CFD N.1 AL MONDO

**MultiBank Group**<sup>iii</sup>

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COURTIER N°1 AU MONDE EN FX & CFD

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## MEX SPAIN &amp; MEX EXCHANGE



PROPORTIONS AND SPACING



MINIMUM SIZE

MultiBank Group<sup>™</sup>

Mobile: 50px Width

MultiBank Group<sup>™</sup>

Website: 100px Width  
Print: 2.5cm Width

PROPORTIONS AND SPACING



MINIMUM SIZE

MultiBank Group<sup>™</sup>

Mobile: 50px Width

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Website: 100px Width  
Print: 2.5cm Width





Dark Blue background - Gold Logo



White Logo over images: To be placed on the best spot that reads the logo clearly.



White Background - Dark Blue Logo



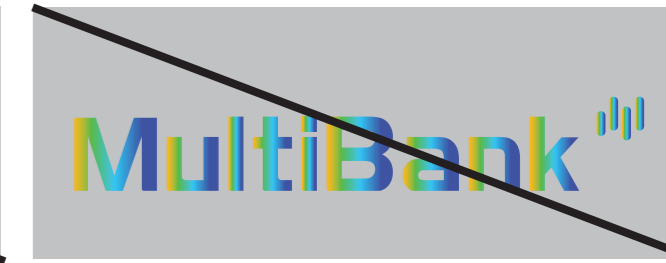
White Logo over a busy image: Use a 10% opacity of MultiBank Dark Blue as overlay before placing on the logo.



**Don't** distort, stretch, or alter the logo in any ways



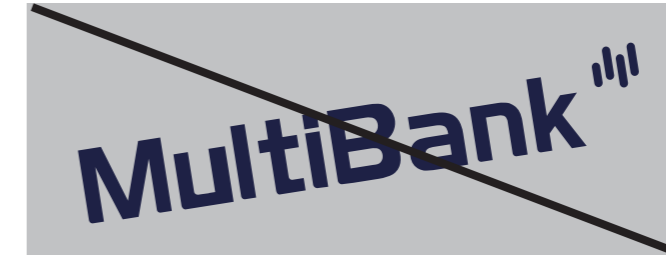
**Don't** apply transparency effects to the logo



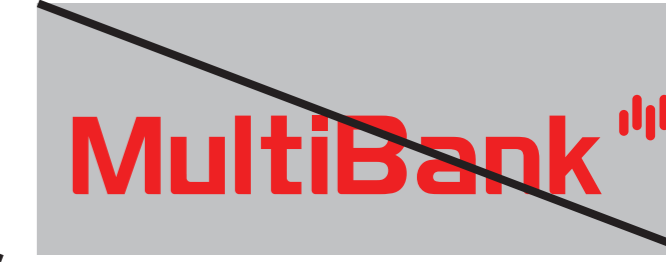
**Don't** use gradients within the logo



**Don't** add drop shadows, bevels or other effects



**Don't** rotate the logo



**Don't** change the colour of the logo



**Use our logo as a whole**  
**Don't** cropped any part of the logo  
**Don't** use other typefaces to create our logo



# TYPEFACES

## BRAND TYPEFACES

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### U.S 101

REGULAR (ONLY IN CAPS)

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

### CALIBRI

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

*ITALIC*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*

**BOLD**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

*ITALIC BOLD*

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz***

# COLOURS

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## BRAND PRIMARY COLOURS

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17

#ce9e4c

CMYK: C15 M35 Y80 K5

RGB: R207 G159 B26

#e4c889

CMYK: C5 M15 Y50 K0

RGB: R229 G201 B137

#ffce71

CMYK: C0 M20 Y65 K0

RGB: R255 G206 B137

#203366

CMYK: C100 M90 Y32 K20

RGB: R32 G51 B102

#00558b

CMYK: C98 M71 Y21 K5

RGB: R0 G85 B139

#0089c4

CMYK: C82 M35 Y4 K0

RGB: R0 G137 B196

#d50509  
CMYK: C10 M100 Y100 K2  
RGB: R213 G5 B9

#0090c9  
CMYK: C79 M30 Y4 K0  
RGB: R0 G144 B201

#00b841  
CMYK: C78 M0 Y100 K0  
RGB: R0 G184 B65

#b5b5b5  
CMYK: C30 M23 Y24 K0  
RGB: R181 G181 B181



# PHOTOGRAPHY DIRECTION



Coporate Building and People



Finance, Trading Related Images



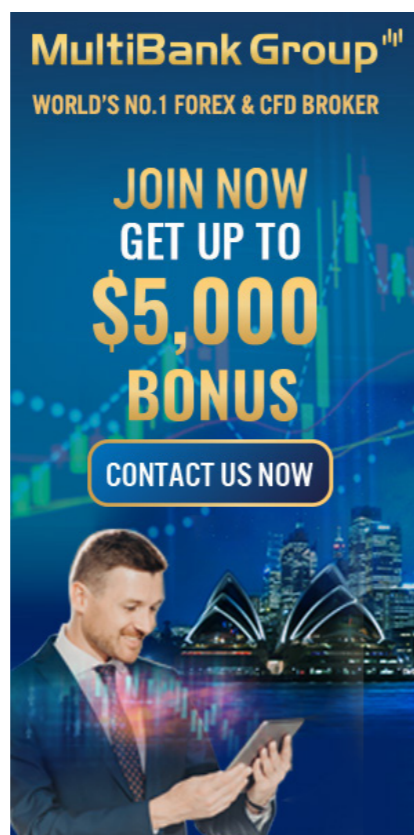
Horizontal Rectangular Banners:

1. Logo on the left
2. Text in the centre - shouldn't be more than 3 rows of text
3. Clear CTA on the right



Square Banners:

1. Logo on the centre
2. Text in the centre - shouldn't be more than 3 rows of text
3. Clear CTA on the left/centre



Vertical Rectangular Banners:

1. Logo on the centre
2. Text in the centre - shouldn't be more than 3 rows of text
3. Clear CTA on the centre

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