

\$SIMPLEFX

[Brand guidelines](#)

Content

Identity

Introduction	4
Vision/ Mission/ Value	5
Brand vibes	6
Mood	7

Logotype

Primary logo	9
Alternative version of logo	12
Minimal size of logo	14
Logo colors	15
Incorrect usage	17
Logo with footnote	18
Logo with slogan	21
Collaboration	22
BastitFX logo	23

Typography

Primary font	28
Complementary font	30
Examples of typography use	32

Color palette

Base color palette	34
Primary colors	35
Secondary colors	36
Tertiary colors	37
Gradients	38

Icons

Icons	40
Symbol Icons	43

SFX Coin

SFX Coin	47
SFX Coin icons	48
3D SFX Coins	50

Visual elements

Buttons	52
Chips	53
Frames, boxes	54
Shadows	55

3D Coins	56
Mockups	57
Stock photos	58
Backgrounds	60
Disclaimer	61
Good practice	62
Bad practice	63

Templates

Blog	65
Updates	67
Insides graphics	69
Social media	71
Ads	73

Brand materials

Information materials	75
Letterhead	76
Business card	77
E-mail signature	78
Branded gadgets	79

Identity

SimpleFX

Brand guidelines

SimpleFX has been a leader in the global trading market, giving users access to diverse markets such as crypto, forex, commodities, and more.

Vision

Bridging Crypto and Traditional Markets

At SimpleFX, our vision is to seamlessly integrate the new world of cryptocurrencies with traditional financial markets, providing simplified, equal access to trading for everyone. We aim to make complex financial products easily accessible and user-friendly, fostering a global community of informed and empowered traders.

Mission

Empowering Traders Worldwide

Our mission is to empower traders by offering innovative, secure, and intuitive trading platforms that support a wide range of financial instruments. We strive to deliver top-tier trading tools and resources, ensuring our users have the best possible experience and opportunities for success, whether they are trading cryptocurrencies, forex, or other assets.

Values

Innovation, Security, and Community

We value constant innovation to stay ahead in the dynamic world of financial trading, prioritizing the security and protection of our users' assets. Our commitment to community is reflected in our continuous efforts to provide educational resources, real-time support, and a collaborative environment where traders can share insights and grow together.

Our personality tenets

These tenets define our brand tone, personality, and HOW WE EXPRESS OURSELVES in all verbal and written communications.

Cleanliness

Our designs are based on minimalism and clarity. We avoid unnecessary elements, which allows you to easily focus on the message. We use clean lines, space, and harmonious compositions. Colors and typography help to clarify the message.

Modernity

Our Design is inspired by current trends, but with a vision of the future. Use of innovative visual and technological solutions. Innovation expressed through dynamic forms, bold colors and bold layouts. Use of visual elements that emphasize the progress and development of the brand.

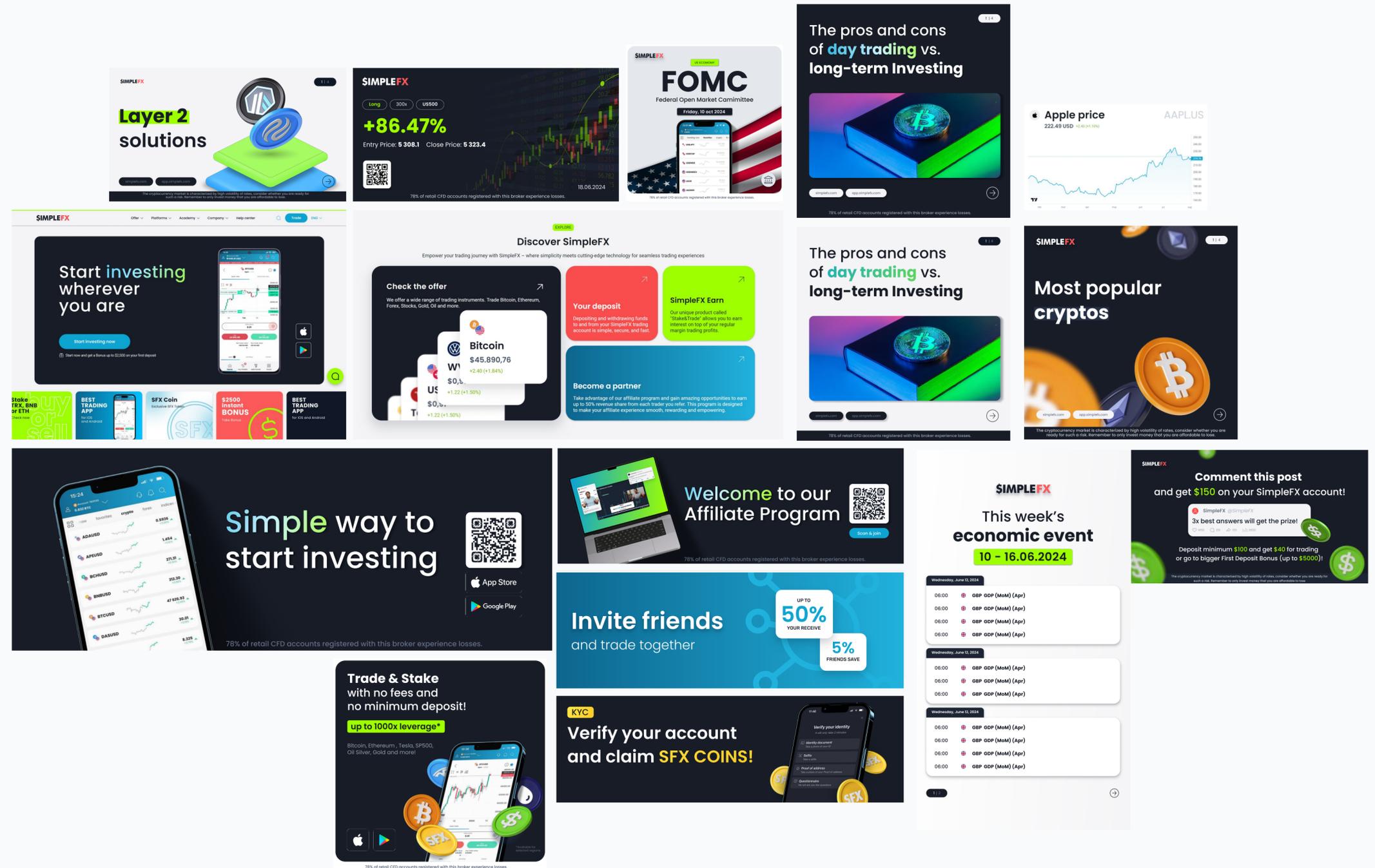
Energy

Our designs are full of life and expression, which evokes positive emotions. Intense colors and strong contrasts that attract attention. Dynamic graphic layouts that convey movement and strength. Communication that encourages action and inspires recipients.

Simplicity

Focus on the most important elements, without an excess of detail. Our designs are easy to understand and remember, giving a clear message. Typography and graphics limited to the essence, without unnecessary decorations. Simplicity that builds elegance and allows for a deeper understanding of the content.

Our mood



Logotype

[SimpleFX](#)

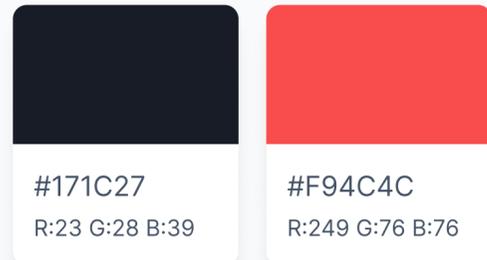
[Brand guidelines](#)

Primary logo

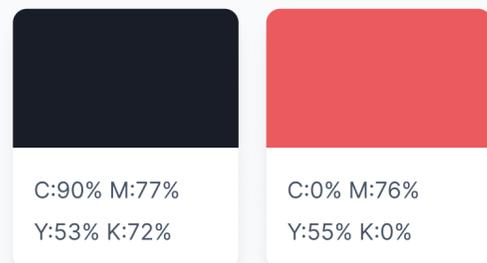
The SimpleFX logo consists of a wordmark.

This full color and horizontal logo is the main logo and should be used in most cases.

Logo main colors (Web):



Logo main colors (Print):



\$SIMPLEFX

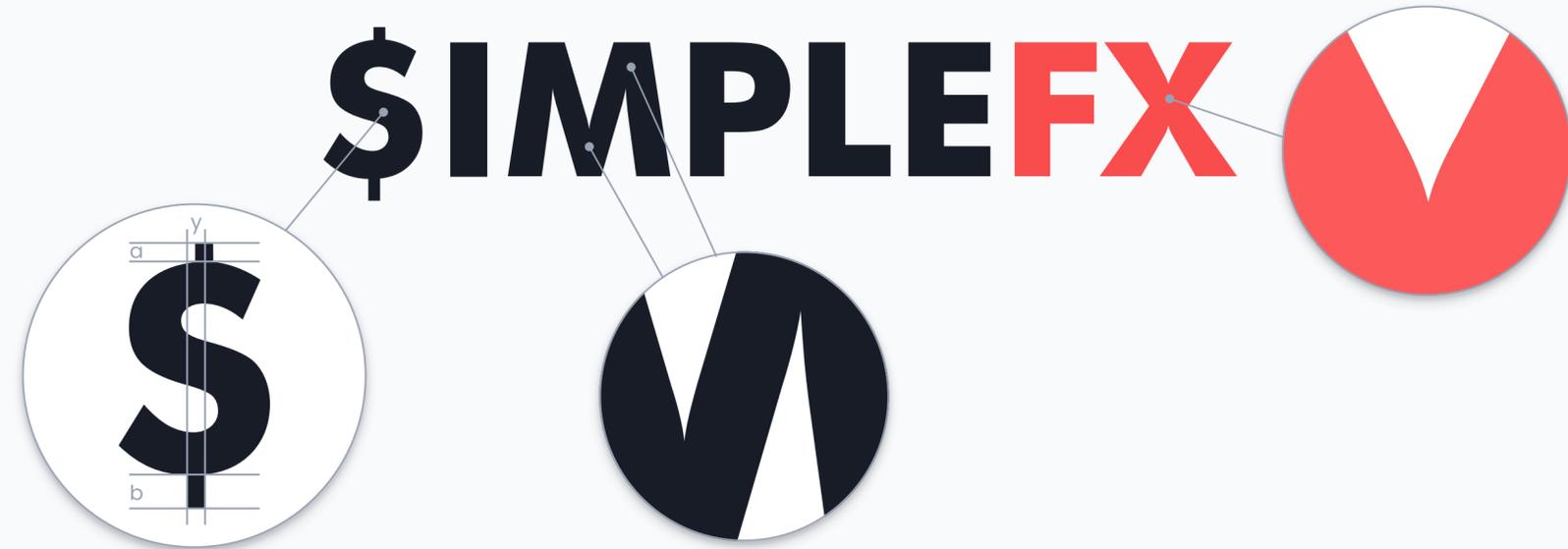
Construction of logo

Logo built on a font Futura Md BT Bold.

It should be noted, however, that the letter spacing has been changed and the details of the logo letters are different from those originally belonging to the Futura Md BT font family.

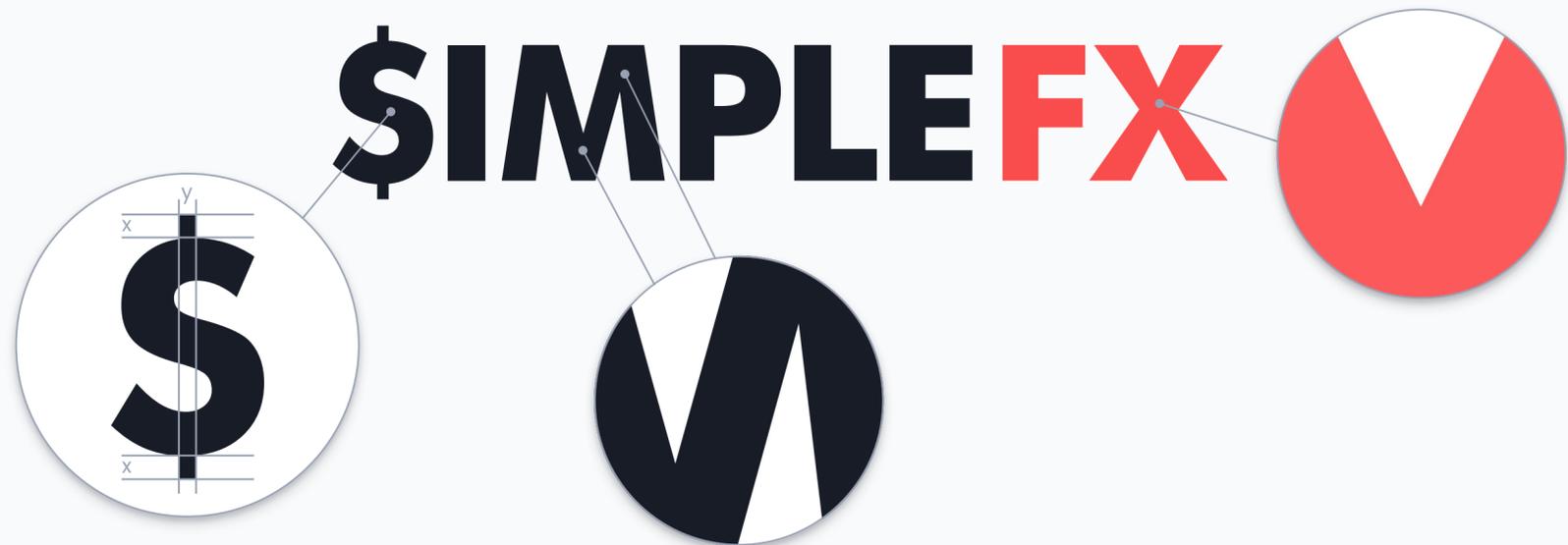
Futura Md BT Bold

Basic text written in the selected font. Dollar symbol selected from the keyboard. The letters M and X have small roundings.



SimpleFX Logo

Reduced spacing between letters and aligned elements. The dollar symbol has been reworked to be more symmetrical. The rounding in the M and X has been removed.

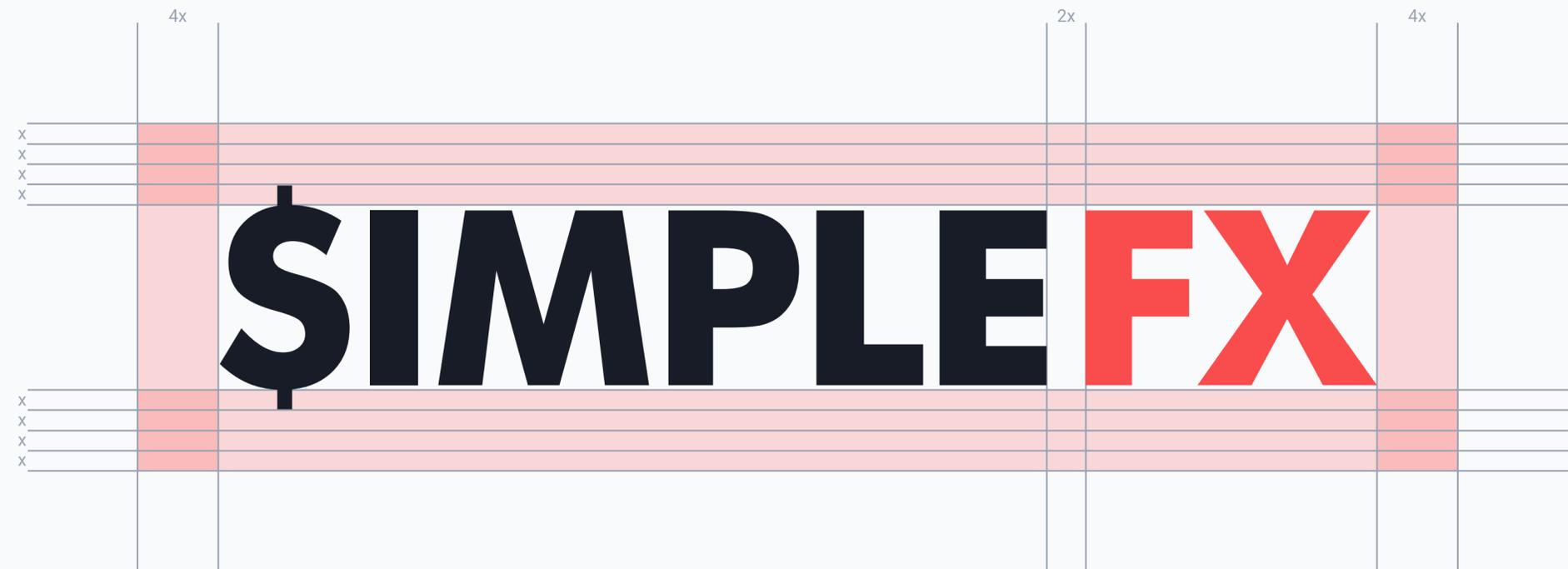


Composition and safe space

The safe space is the minimum amount of space around the logo that cannot be taken up by any other graphic (another logo, image, etc.).

The minimum safe space required for the Simple FX logo is determined by the height of the \$'s protrusions and its duplication.

The key spacing between characters in the logo is also a duplication of the x-height.



Logo – alternative versions

There are two alternative versions of the logo. Vertical and shortened.

We recommend using alternative versions of the logo only in exceptional cases.

Vertical version of logo

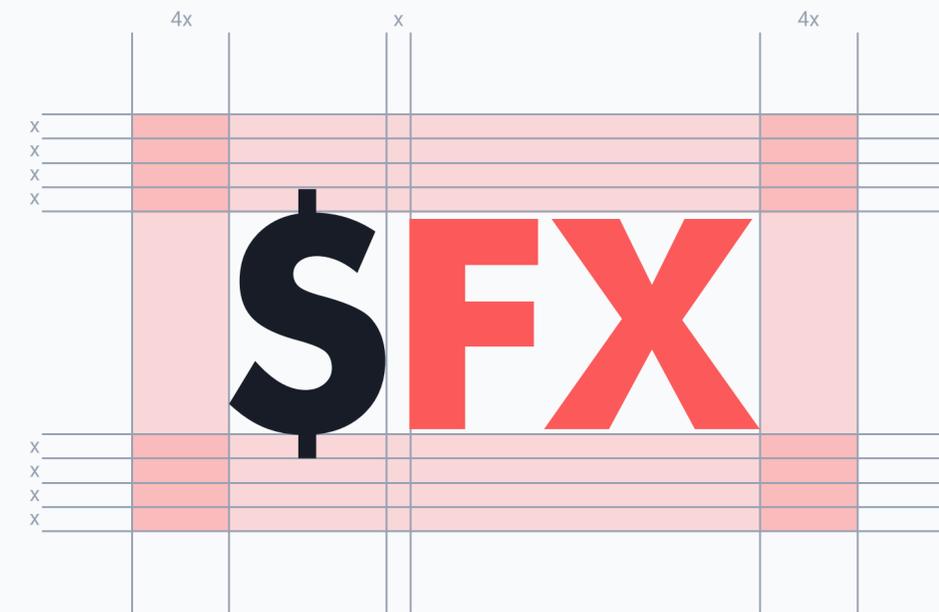
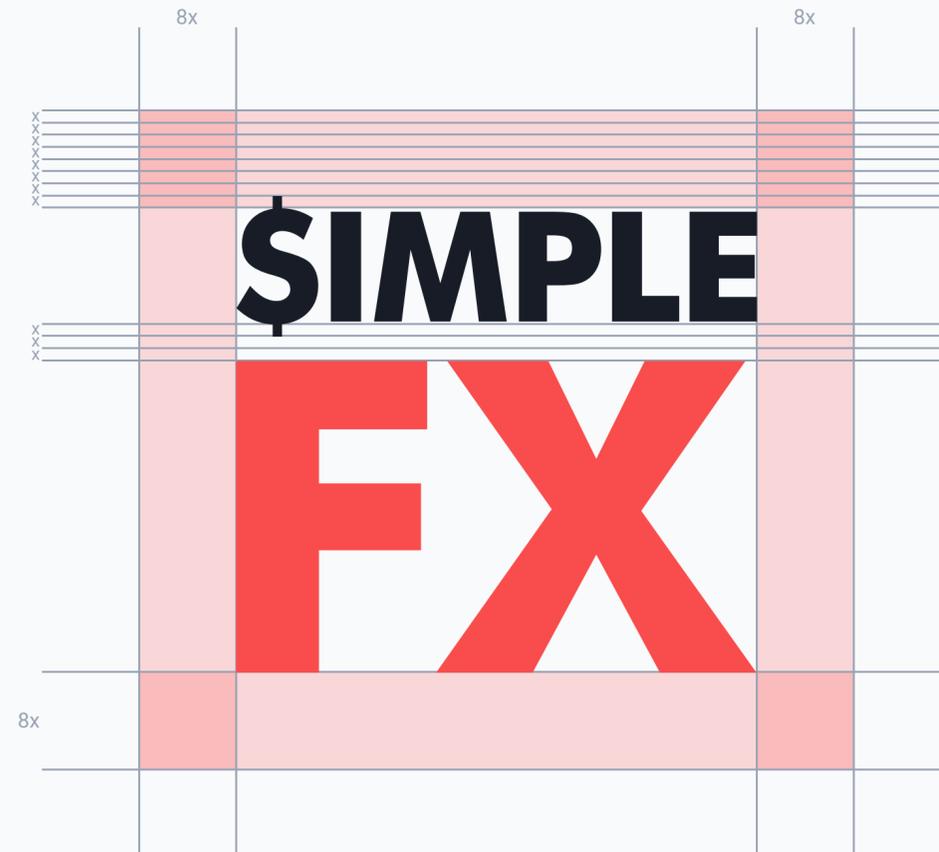


Shortened version of logo



Alternative versions - composition and safe space

Distances are also measured as multiples of the height X.



Minimum size of the logo

The minimum logo size is determined by the height of the \$ sign for the basic and shortened logo. The smallest allowable height of the sign in the basic and shortened logo variants is 6 mm or 24 px (72 dpi).

For the vertical sign, the minimum logo height is 12 mm and 48 px (72 dpi).

Web

24 px **SIMPLEFX**

24 px **\$FX**

48 px **SIMPLE
FX**

Print

6 mm **SIMPLEFX**

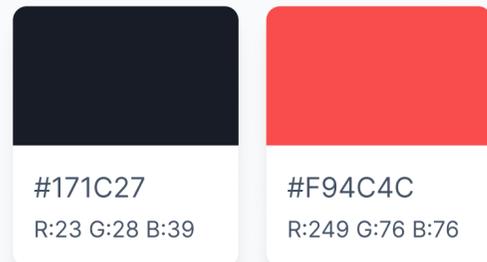
6 mm **\$FX**

12 mm **SIMPLE
FX**

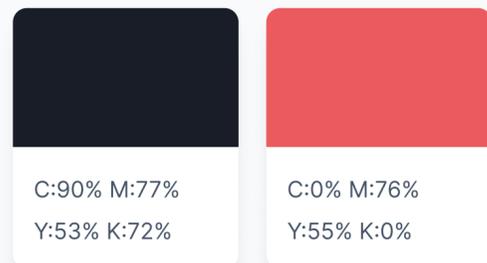
Acceptable colors

Only the colors from the primary logo and white for the inverted colors are allowed to be used in colorfull version of logo.

Logo main colors (Web):



Logo main colors (Print):



Color



Invert



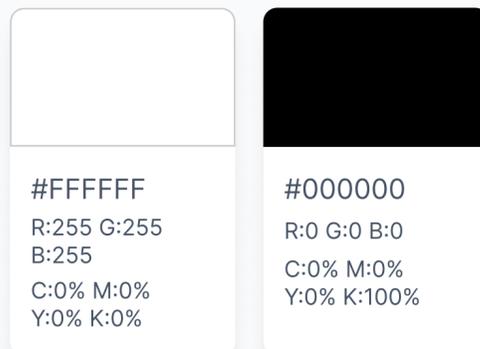
Achromatic versions

If full color logo is not possible be used or for decorative purposes, logo can be used in black and white.

The black logo is used on a light-colored background, in K values < 50%.

The white logo is used on a dark background with K values > 50%.

Logo achromatic colors:



Black

\$SIMPLEFX

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White

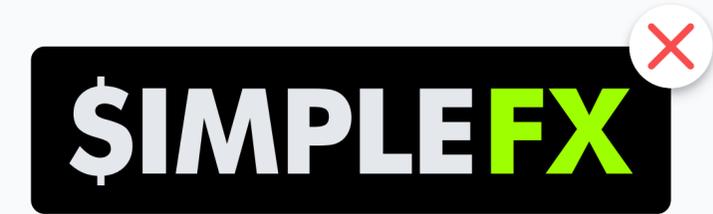
\$SIMPLEFX

\$SIMPLEFX

Incorrect usage

Examples of improper use of the SimpleFX logotype.

It is not allowed to change the colors of the logo.



It is not permissible to change the size of the logo elements or its arrangement.



It is not allowed to stretch the logo or add additional color to it.



It is unacceptable to place the logo on backgrounds that interfere with its legibility.



Logo with footnote

The logo footnote may only be used in conjunction with the main SimpleFX logo.

The logo can be presented in primary color, inverted color, or in achromatic colors.

\$SIMPLEFX
SINCE 2014

\$SIMPLEFX
WEB APP

\$SIMPLEFX
WEB APP

\$SIMPLEFX
WEB APP

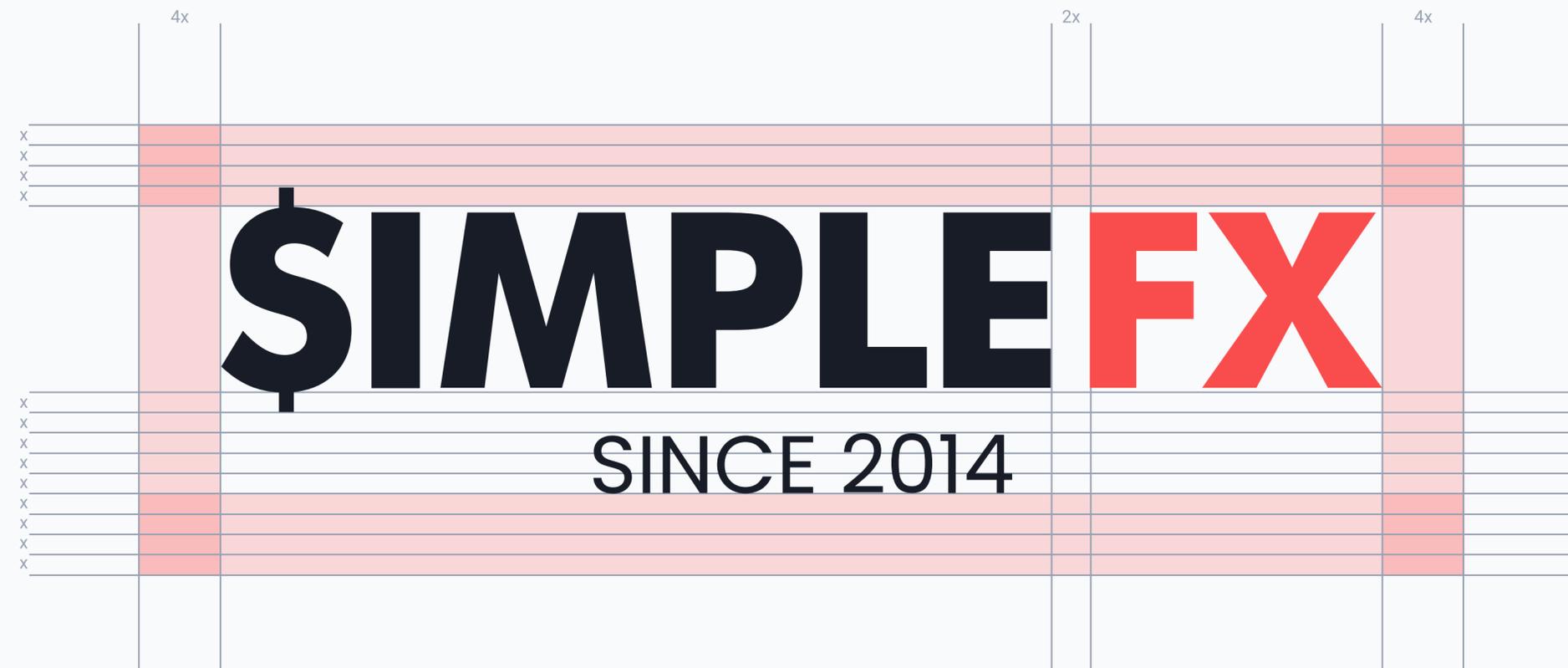
\$SIMPLEFX
WEB APP

Logo with footnote composition

The structure of the logo with the note is the same as in the case of the main SimpleFX logotype.

The note is based on the Poopins Regular font, written in capitals. The height of the note is 3x.

The note should not extend beyond the boundaries of the main logo.



Minimum size of the logo with footnote

The minimum logo size is determined by the height of the main sign with footnote. The smallest allowable height of the sign in the logo with footnote is 14 mm or 50 px (72 dpi), where the height of \$ is 10 mm and 36 px.

Web



Print



Logo with slogan

If you want to combine the logo with the slogan, you should separate them with a thin vertical line and use the layout shown.

The slogan is written in Poppins Medium. You can highlight one word of the slogan using Poppins Bold.

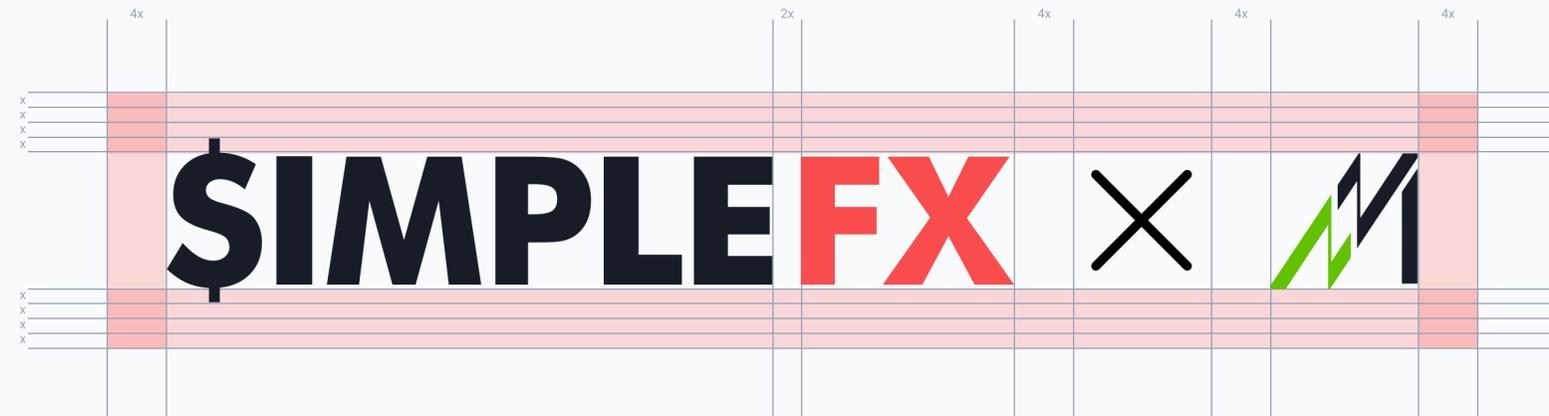
\$SIMPLEFX | Simple way to start investing



Collaboration

Logos in collaboration with a partner are presented by placing an "x" icon from the icon pack between the logos.

The partner's logo should be placed at the appropriate distance as in the example shown.



BasitFX logo

The BasitFX logo is a variation of the SimpleFX logo, used as a brand symbol in the Turkish market.

The principles, colors and construction of the BasitFX logo are the same as for SimpleFX.

The basit FX logo is only available in the basic version in a horizontal layout.

The Basit FX logo may be available with a footnote.

₺BASITFX

₺BASITFX
POWERED BY \$IMPLEFX

Logo BasitFX composition

The structure of the BasitFX logo is the same as in the case of the main SimpleFX logotype.

The minimum safe space required for the BasitFX logo is determined by the height of the B's protrusions (x) and its duplication.



Logo BasitFX with footnote composition

The note is based on the Poopins Regular font, written in capitals. The height of the note is 3x. The SimpleFX logo is added to the note in a monochrome color, which has the same height as the lettering.

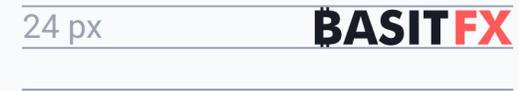
The note should not extend beyond the boundaries of the main logo.



Minimum size of the BasitFX logo

The minimum logo size is determined by the height of the main sign with footnote. The smallest allowable height of the sign in the logo with footnote is 14 mm or 50 px (72 dpi), where the height of \$ is 10 mm and 36 px.

Web



Print



Typography

SimpleFX

Brand guidelines

Primary font

Poppins

Poppins is a modern sans serif font with a design based on geometric shapes. It gives a clean and modern feel. The font includes a rich family of typefaces. Headlines can be emphasized with the Semi Bold version, while the Regular version is used for written text. Details of the typographic styles are included in the Brandbook and should be used in all promotional materials.

A a B b C c D d

Poppins Light, 14 pt, Letter spacing: 0%

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#%&*()

Poppins Regular, 14 pt, Letter spacing: 0%

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#%&*()

Poppins Medium, 14 pt, Letter spacing: 0%

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#%&*()

Poppins Semi Bold, 14 pt, Letter spacing: 0%

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#%&*()

Poppins Bold, 14 pt, Letter spacing: 0%

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#%&*()

Poppins Extra Bold, 14 pt, Letter spacing: 0%

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#%&*()

Basic font usage

Poppins can be used as headlines, intros, text and call to action. Here are some examples of how to use the font in different formats.

When creating promotional materials we can only use the Poppins font and it will not be incorrect.

We use color to highlight a word or piece of text in the headline.

To emphasize a word or part of text we can use bold in the text.

We use the Poppins font for both web and print creations.

Font: Poppins Regular Size: 14 px
Letter spicing: 0% Line high: 100%

Font: Poppins Medium Size: >64 px
Letter spicing: 0% Line high: 100%

Font: Poppins Semi Bold Size: >36 px
Letter spicing: 0% Line high: 120%

Font: Poppins Semi Bold Size: >20 px
Letter spicing: 0% Line high: 120%

Font: Poppins Regular Size: 16 px
Letter spicing: 0% Line high: 140%

Font: Poppins Medium Size: 18 px
Letter spicing: 0% Line high: 120%

Font: Poppins Light Size: 14 px
Letter spicing: 0% Line high: 140%

Font: Poppins Bold Size: 16 px
Letter spicing: 0% Line high: 100%

CHIPS

Hero headline

Headline or main slogan

Introduction mos maion commolore, voluptat et et, odicium inprem.

Text ipsum dolor sit amet, consectetur adipiscing elit. Ut ullamcorper enim massa, eget dignissim mauris tempora.

Headline in text

Note dolor sit amet, consectetur adipiscing elit. Ut ullamcorper enim massa, eget dignissim mauris tempora.

Call to action

Complementary font

Roboto

You can use the Roboto font for web activities. Roboto available in all the required web standards.

AaBbCcDd

Roboto Light, 14 pt, Letter spacing: 0%

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#\$%^&*()

Roboto Regular, 14 pt, Letter spacing: 0%

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#\$%^&*()

Roboto Medium, 14 pt, Letter spacing: 0%

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#\$%^&*()

Roboto Semi Bold, 14 pt, Letter spacing: 0%

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#\$%^&*()

Roboto Bold, 14 pt, Letter spacing: 0%

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#\$%^&*()

Roboto Extra Bold, 14 pt, Letter spacing: 0%

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#\$%^&*()

Complementary font usage

Roboto can only be used to write text or note, not headlines or call to action.

Hero headline

Headline or main slogan

Introduction mos maion commolore, voluptat et et, odicium inprem.

Text ipsum dolor sit amet, consectetur adipiscing elit. **Ut ullamcorper** enim massa, eget dignissim mauris tempora.

Headline in text

Note dolor sit amet, consectetur adipiscing elit. Ut ullamcorper enim massa, eget dignissim mauris tempora.

Call to action

Font: Poppins Medium Size: >64 px
Letter spicing: 0% Line high: 100%

Font: Poppins Semi Bold Size: >36 px
Letter spicing: 0% Line high: 120%

Font: Poppins Semi Bold Size: >20 px
Letter spicing: 0% Line high: 120%

Font: Roboto Regular Size: 16 px
Letter spicing: 0% Line high: 140%

Font: Poppins Medium Size: 18 px
Letter spicing: 0% Line high: 120%

Font: Roboto Light Size: 14 px
Letter spicing: 0% Line high: 140%

Font: Poppins Bold Size: 16 px
Letter spicing: 0% Line high: 100%

Examples of typography use

We present best practices for using brand fonts.

It is prohibited to place text on a background that makes it illegible.

CHIPS

Headline or main slogan

Introduction mos maion commolore, voluptat et et, odicium inprem.

Text ipsum dolor sit amet, consectetur adipiscing elit. **Ut ullamcorper** enim massa, eget dignissim mauris tempora.

Call to action

CHIPS

Headline or main slogan

Introduction mos maion commolore, voluptat et et, odicium inprem.

Text ipsum dolor sit amet, consectetur adipiscing elit. **Ut ullamcorper** enim massa, eget dignissim mauris tempora.

Call to action

CHIPS

Headline or main slogan

Introduction mos maion commolore, voluptat et et, odicium inprem.

Text ipsum dolor sit amet, consectetur adipiscing elit. **Ut ullamcorper** enim massa, eget dignissim mauris tempora.

Call to action

Color palette

SimpleFX

Brand guidelines

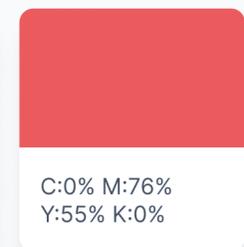
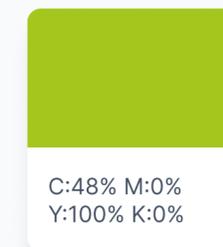
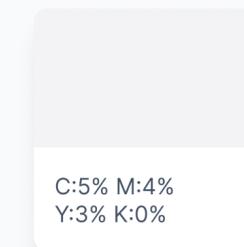
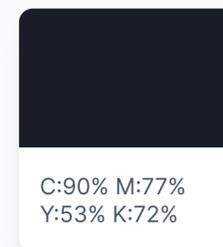
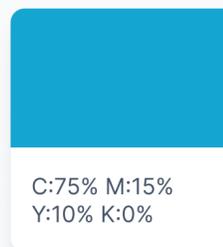
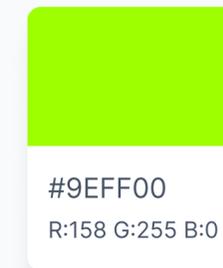
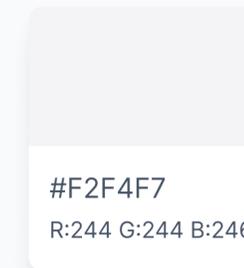
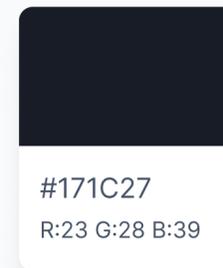
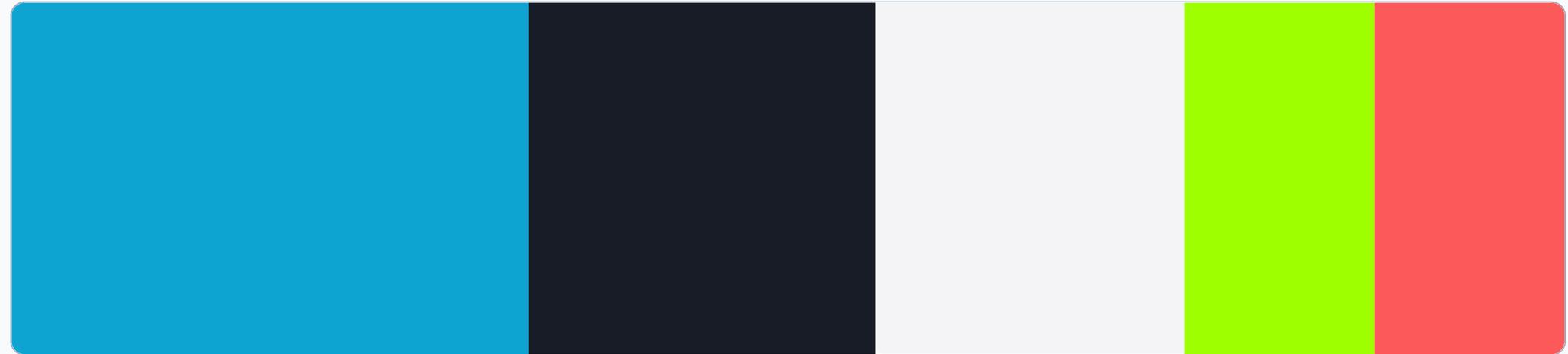
Base color palette

The color palette consists of 5 basic brand colors.

3 Main colors are blue, navy blue and light gray.

Additional colors are lime and intense red.

Additional colors should be used especially in web creations.



Primary colors

These are the main colors that make up the majority of the colors used in the design system.

Presented basic colours and their shades for use in brand creations.

Gray

Gray is a neutral color and is the foundation of the color system. Almost everything in UI design – text, form fields, backgrounds, dividers – are usually gray.

17.04	16.31	15.51	13.75	1.47	2.57	4.97	7.68	10.46	14.7	17.74
25	50	100	200	300	400	500	600	700	800	900
#FFFFFF	#F9FAFB	#F2F4F7	#E4E7EC	#D0D5DD	#98A2B3	#667085	#475467	#344054	#1D2939	#101828

Primary Blue

The primary color is our "brand" color, and is used across all interactive elements such as buttons, links, inputs, etc. This color can define the overall feel and can elicit emotion.

15.66	14.45	12.7	10.52	1.96	2.47	2.89	4.3	6.64	9.45	12.64
25	50	100	200	300	400	500	600	700	800	900
#E4F9FF	#CBF3FF	#AAE8FB	#7BD8F4	#48C7EE	#20B2DD	#0EA4D1	#0B84A8	#0D668E	#084B69	#06374D

Dark navy

Color used for logo, text color and can be used as a background for graphics.

14.54	10.91	7.24	5.68	3.9	5.71	6.48	8.42	13.19	15.5	17.04
25	50	100	200	300	400	500	600	700	800	900
#E8EDF9	#C5CFE6	#9BA9CA	#8395BE	#6F81A8	#54668F	#4D5E82	#404D6B	#263045	#1D2434	#171C27

Secondary colors

Along with primary colors, it's helpful to have a selection of secondary colors to use in components. These secondary colors should be used sparingly or as accents, while the primary color(s) should take precedence.

Lime green

This color can be used as an accent color or to highlight more important elements.

15.98	15.24	14.25	13.6	11.14	1.91	2.58	3.73	7.55	12	14.73
25	50	100	200	300	400	500	600	700	800	900
#EBFFCA	#DAFF9E	#BCFF4F	#9EFF00	#90E800	#81D000	#6FB300	#5B9300	#3A5E00	#263D00	#1C2D00

Intense red

This is the color of the SimpleFX logo. It can be used as an accent color or for strong messages.

14.68	12.17	10	7.64	6.11	3.05	3.4	4.32	5.83	8.64	13.8
25	50	100	200	300	400	500	600	700	800	900
#FFE9E9	#FDCFCF	#FCB4B4	#F99090	#F96F6F	#FC5D5D	#F94C4C	#D84545	#B83535	#8A2929	#551717

Tertiary colors

Along with primary and secondary colors, the brand has tertiary colors that can be available in communication. These colors serve mainly as color accents, can be a creative element and complement the palette of primary colors.

Yellow

This color is used in the representation of SFX Coins and can be a complementary element to the creation.G

16.56	16.06	15.04	14.39	13.45	11.27	1.68	2.24	2.88	4.23	7.94
25 #FFFDE2	50 #FFFBBD	100 #FFF56D	200 #FFF020	300 #FFE600	400 #FFCC00	500 #FFBC05	600 #E4A020	700 #D18901	800 #A96F00	900 #704900

Orange

If we need additional color in the creation, we can use orange.

16.43	15.95	14.59	12.99	9.6	2.44	3.01	3.78	5.51	7.63	9.78
25 #FFFAF5	50 #FFF6ED	100 #FFEAD5	200 #FDDCAB	300 #FEB273	400 #FD853A	500 #FB6514	600 #EC4A0A	700 #C4320A	800 #9C2A10	900 #7E2410

Gradients

A gradient is a gradual transition from one color to another. Incorporating gradients into your designs is a great way to make objects stand out by adding a new dimension and realism to objects.

Gradients can be used in backgrounds and other design elements to give them depth.

Primary gradients

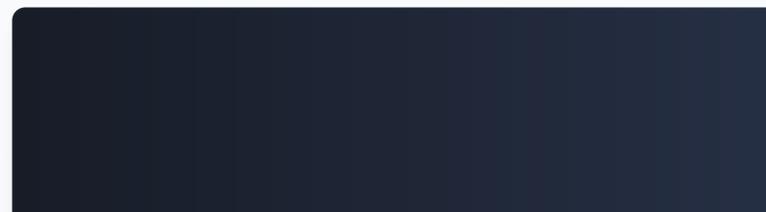
Gradient based on the brand's base color.



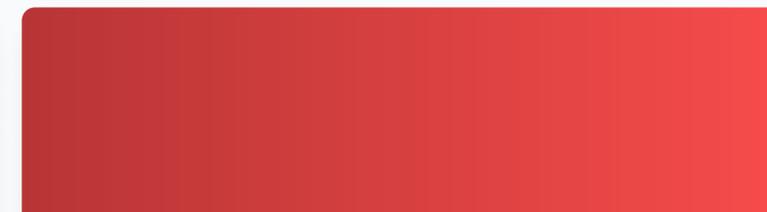
700 90deg 400
#0D668E #20B2DD

Secondary gradients

Gradients are created with brand colors.



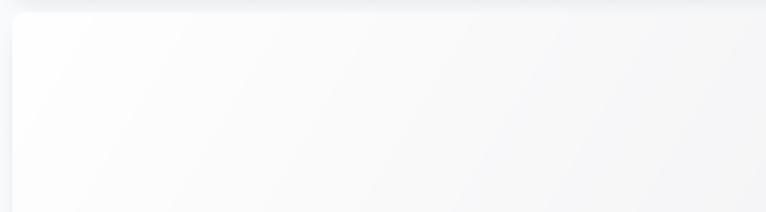
900 90deg 700
#171C27 #263045



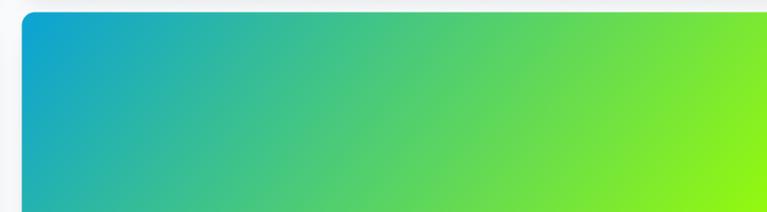
700 90deg 500
#B83535 #F94C4C



400 90deg 200
#81D000 #9EFF00



25 100
#FFFFFF #F2F4F7



500 200
#0EA4D1 #9EFF00



400 25 200
#0EA4D1 #CBF3FF #9EFF00

Icons

Icons

Iconography representing both complex processes and simple objects is present in the brand identity.

The brand uses icons with a linear structure and minimalist expression.

The line width for 24 px x 24 px icons is 1 pt. The icon is scalable.

Size: 24 x 24 px
Stroke: 1 pt



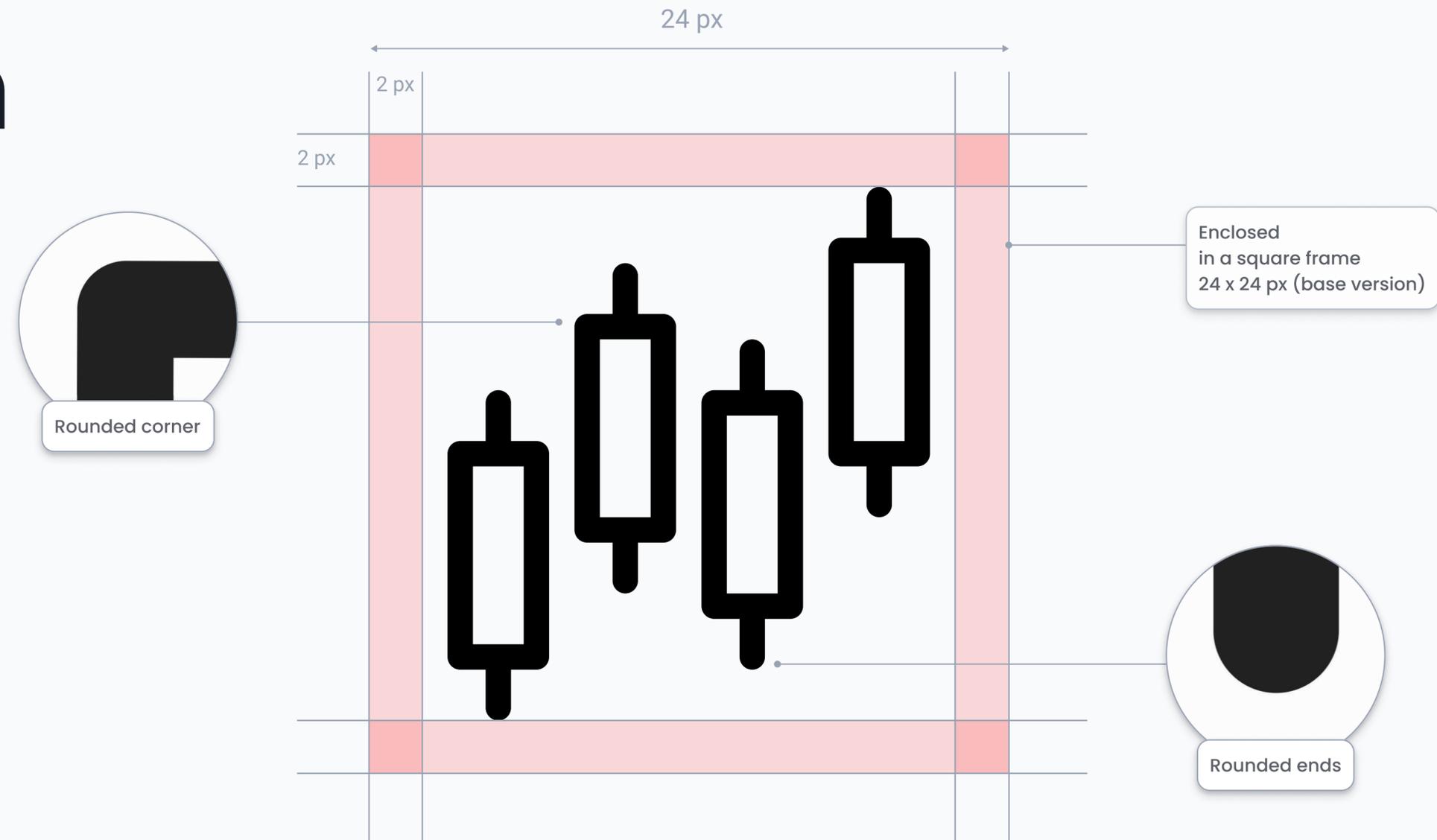
Base

Scale 5:1

Icon style and composition

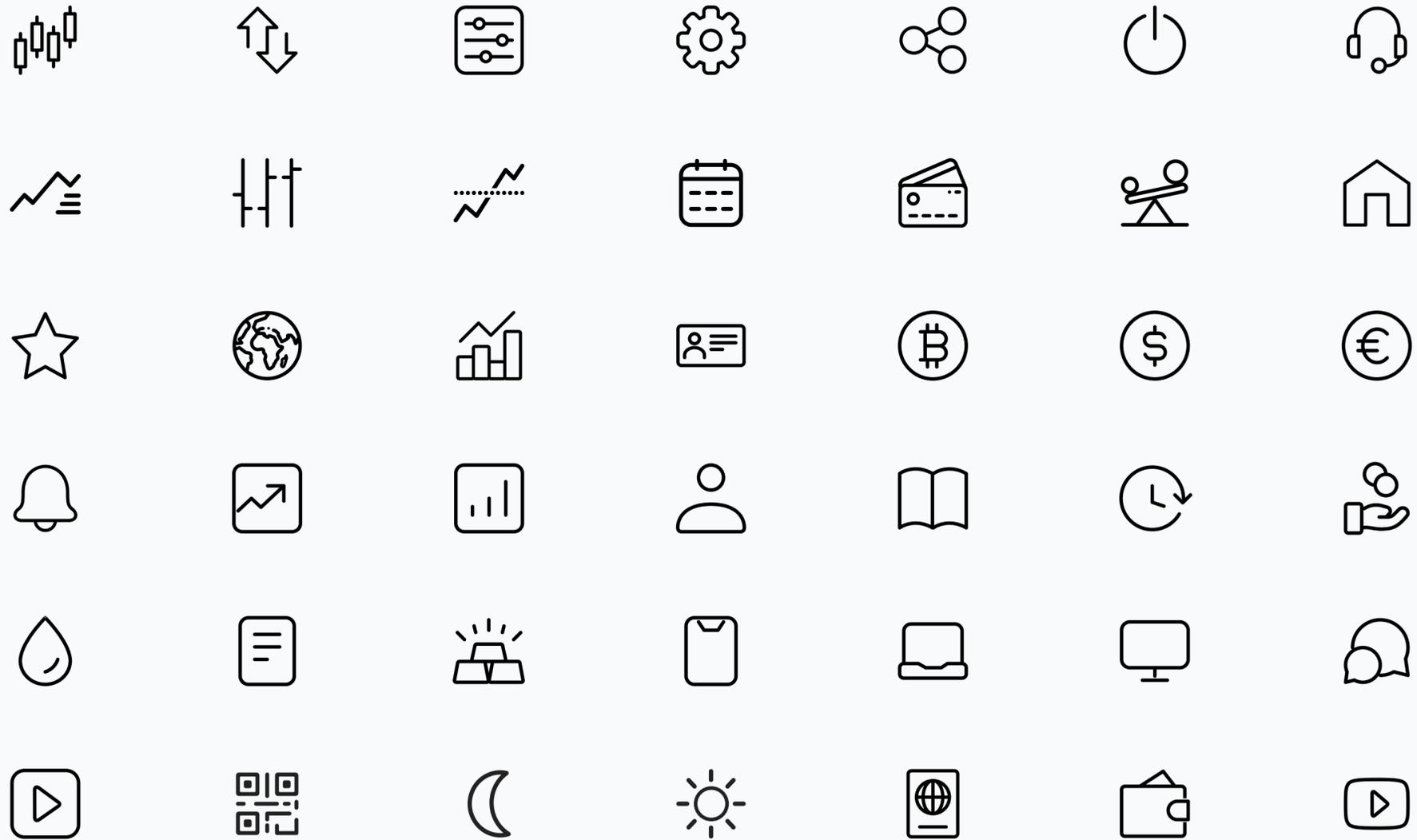
New icons are allowed. The following example shows two key features of SimpleFX iconography.

The base icon should be enclosed in a 24x24 px square. Inside the frame, its maximum size of icon can be 20 px, leaving an internal margin of 2 px.



Set of icons

Selected icons with brand icon packs.

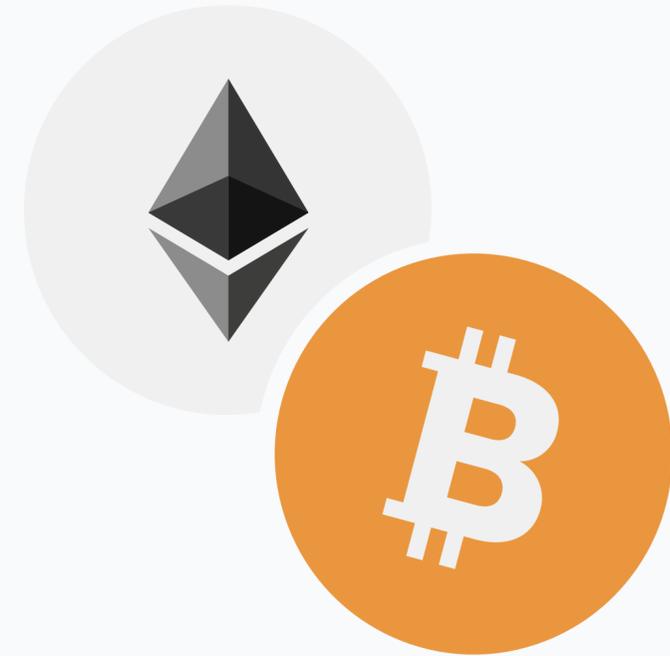
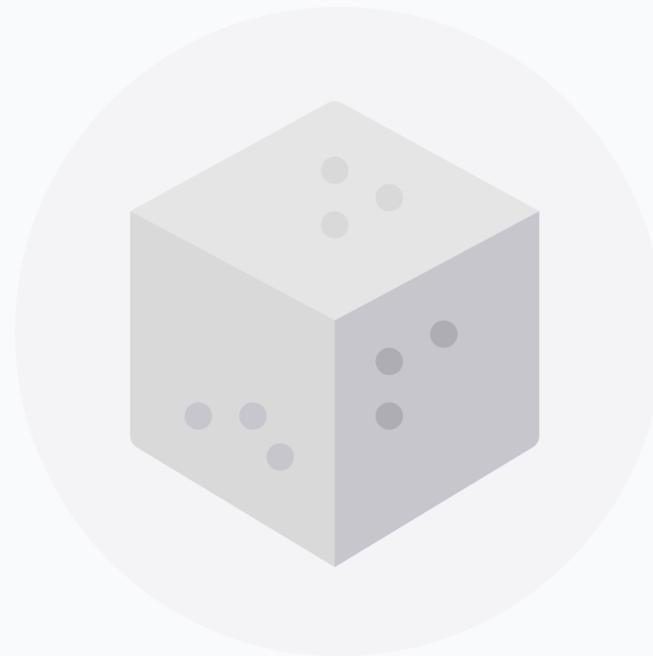


Symbol icons

The brand also uses colorful icons to present instruments from the offer.

These icons are enclosed in a circle and contain logos or symbols denoting a given instrument.

Icons can present a single instrument or a pair of instruments.

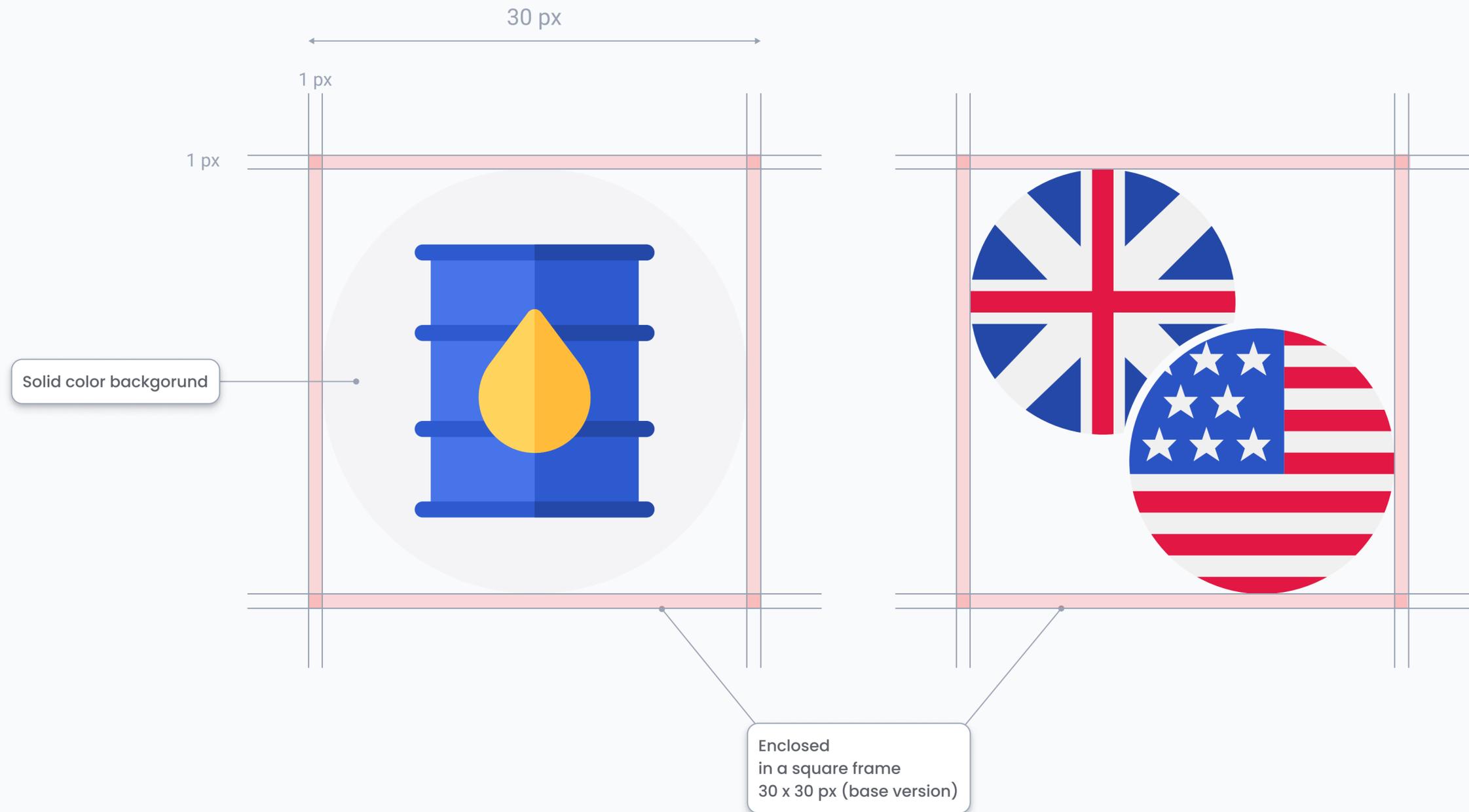


Symbol icon style

New icons are allowed. The example below shows two key features of instrument icons..

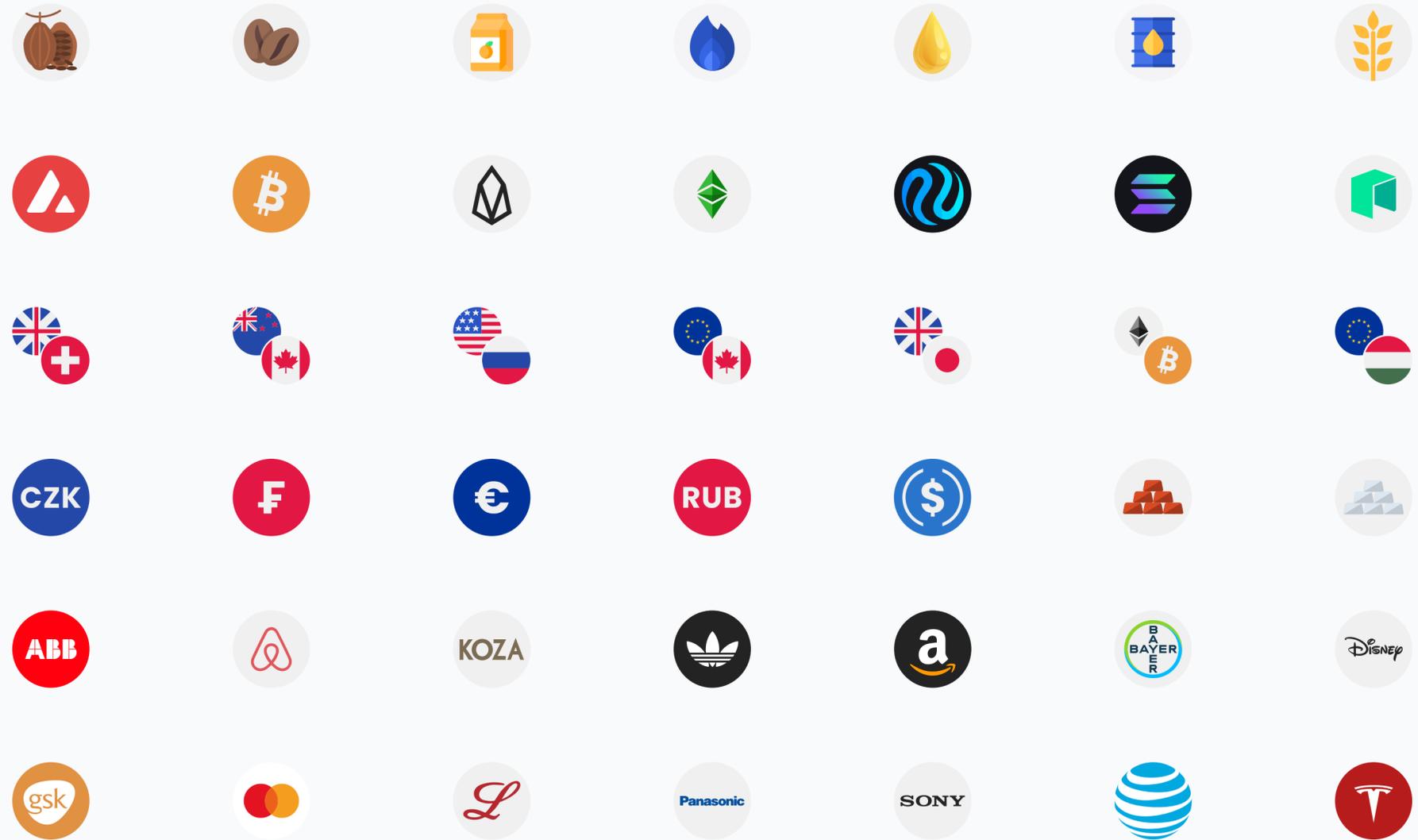
The base icon should be enclosed in a 30 x 30 px square. Inside the box, the maximum icon size is 28 px, leaving an internal margin of 1 px.

The illustrations on the icons are colorful but not outlined.



Set of symbol icons

Selected icons with brand icon packs.



SFX Coin

[SimpleFX](#)

[Brand guidelines](#)

SFX Coin

SFX Coin (SFX) is a utility token and a core component of the broader SFX Coin ecosystem. It allows users to benefit from distributed cashback, early access to new products and features, and a range of other exclusive benefits.

SFX coin is a brand product that has specific features and a visual appearance.

SFX coin appears in many of the brand's promotional materials and its image appears in many smaller sites and other brand products.

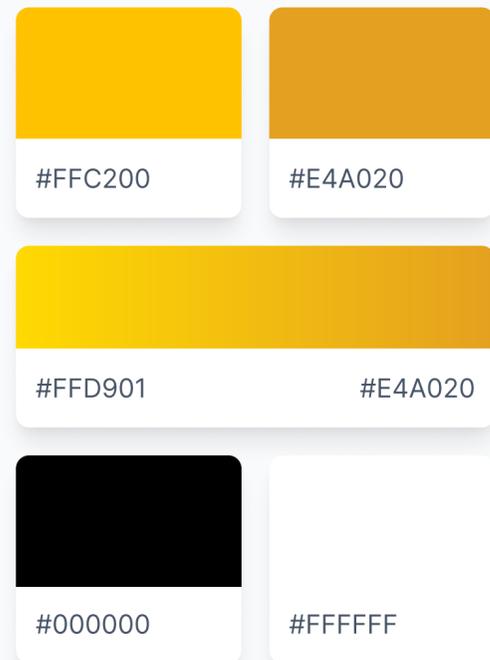
SFX Coin is presented as a yellow coin with a simple shape and a white SFX inscription in the middle.



Icons SFX Coin

SFX Coins can be represented by an icon. We present 5 types of SFX Coin icons. Depending on your needs, you can use one of them.

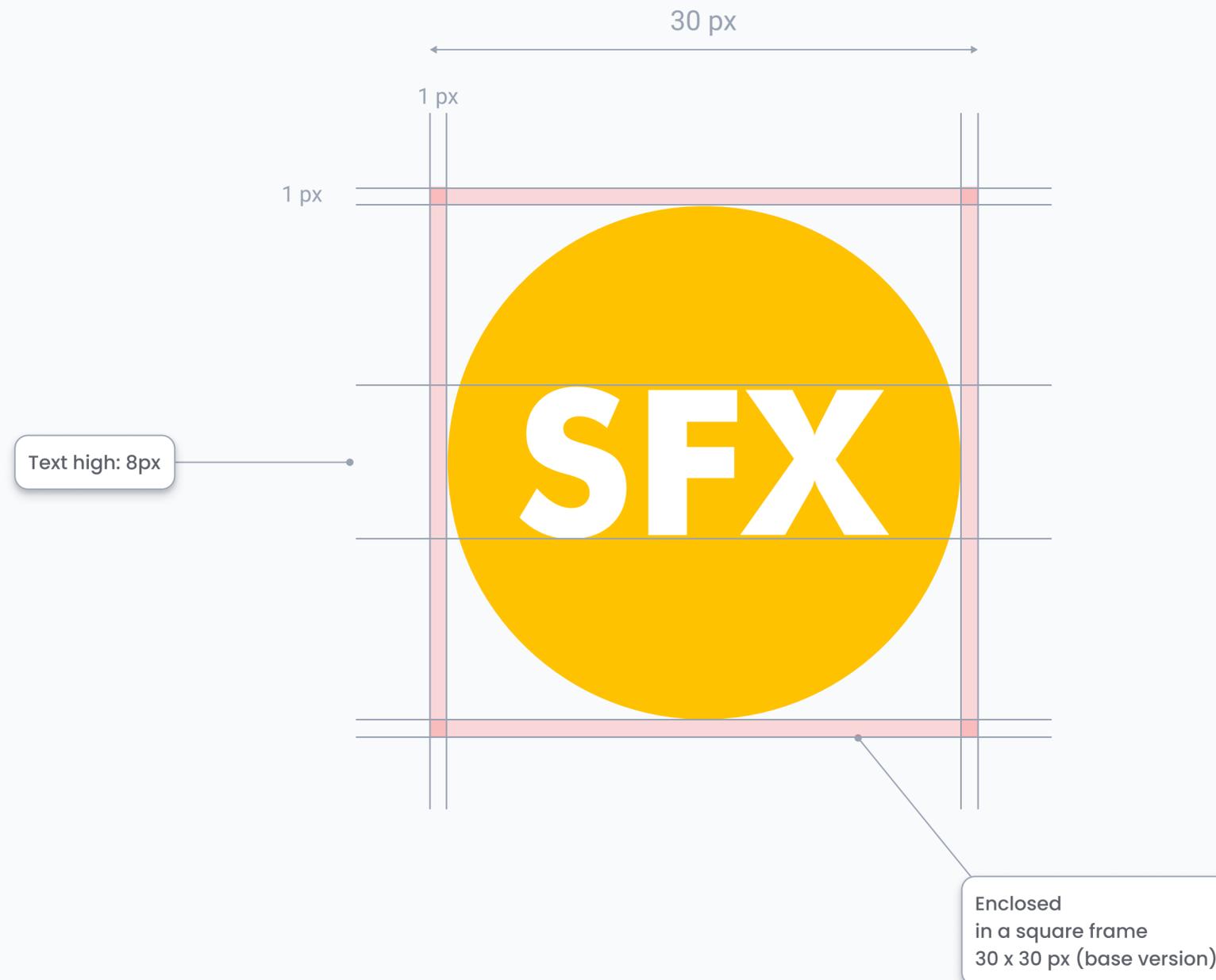
The base Icon is built on a circle in color #FFC200 and the inscription "SFX" written in Futura ND font. Icon on solid background.



SFX Coin icon style

SFX Coins can be represented by an icon. We present 5 types of SFX Coin icons. Depending on your needs, you can use one of them.

The base Icon is built on a circle in color #FFC200 and the inscription "SFX" written in Futura ND font. Icon on solid background.



3D SFX Coin

SFX Coin can be presented as a 3D coin. Its shape is very simple and without unnecessary decorations.

The coins can be scaled and combined with other graphic elements.

Recommended for web design.

It is possible to create new 3D SFX Coins based on the ones shown in the brandbook.



Visual elements

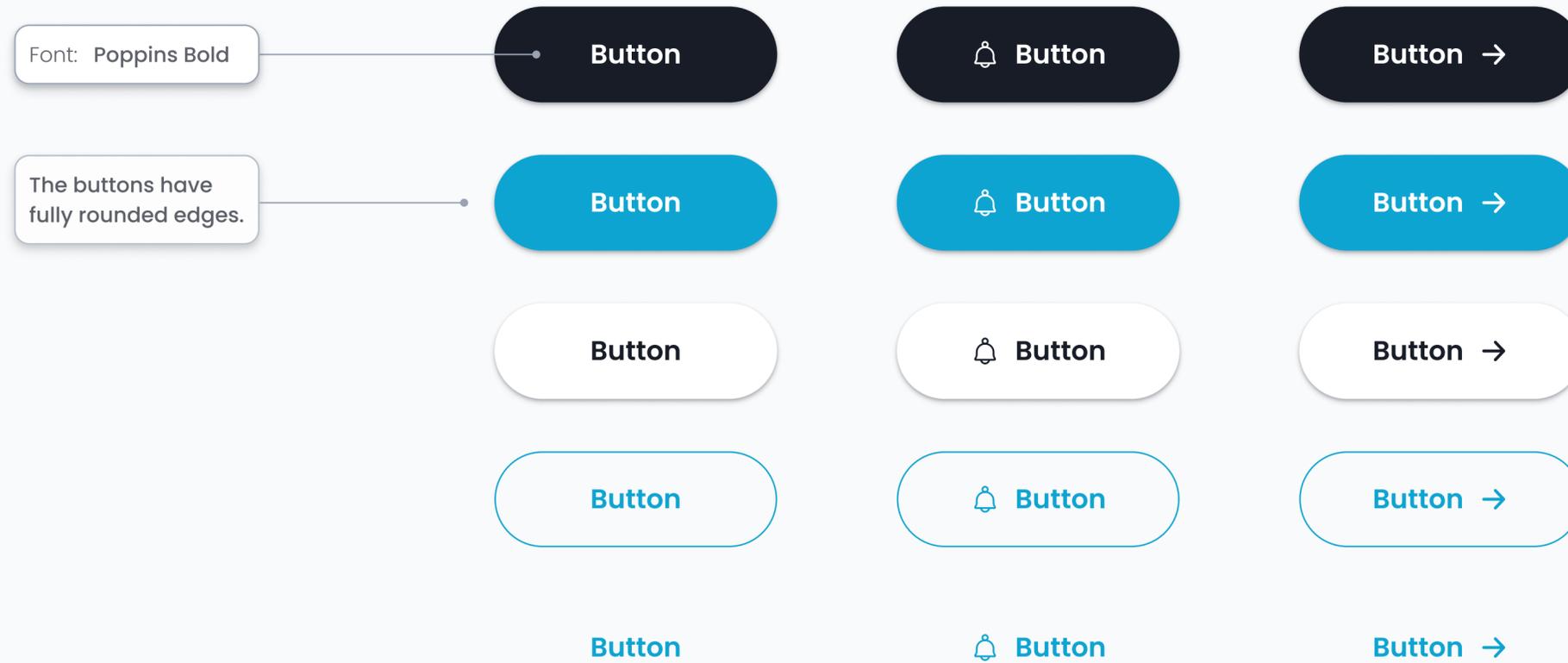
SimpleFX

Brand guidelines

Buttons

Call to action buttons may be used in brand creatives.

Buttons should be used if we want the user to perform some action.

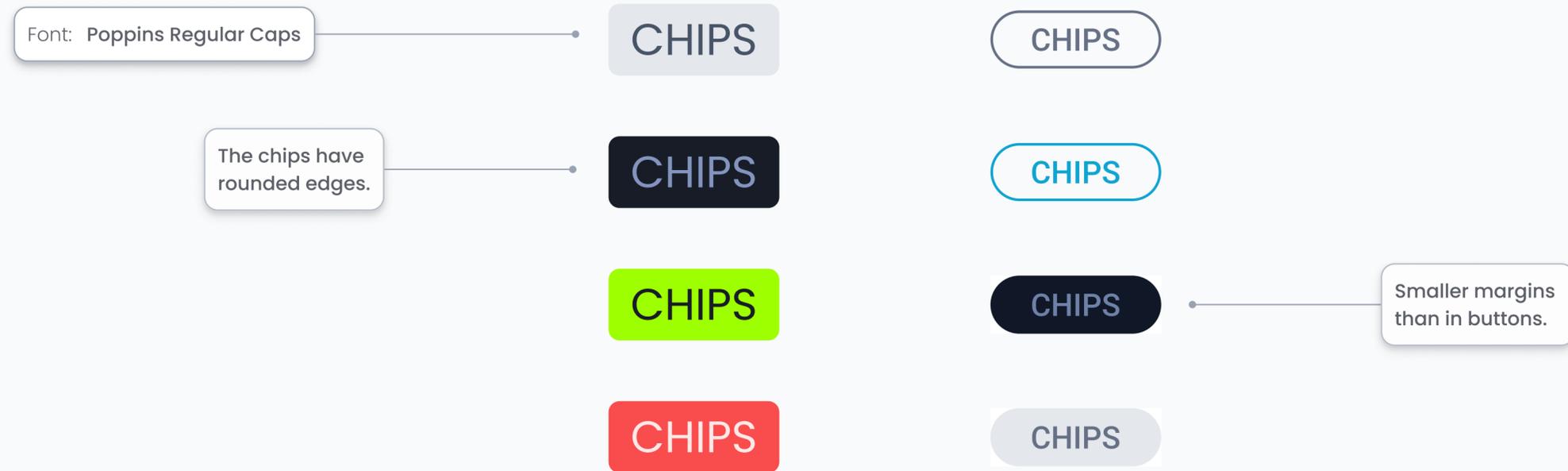


Chips

Chips are small rectangular or rounded elements with text or icons used for various purposes, such as displaying tags, categories, filters, or user-selected options.

Chips are not buttons!

Chips are used to indicate, for example, a category or a topic of a post. It can be a kind of "accent" or decoration, but it is not a CTA button.

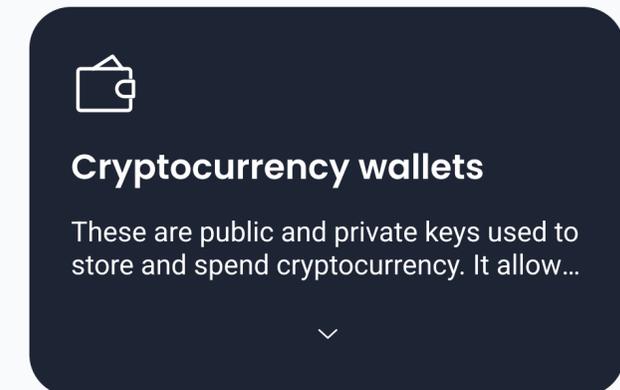
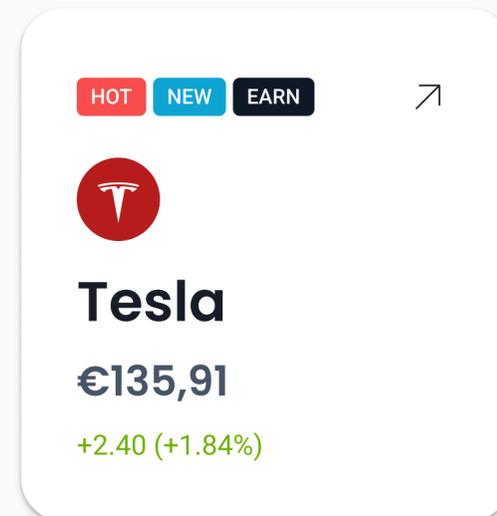
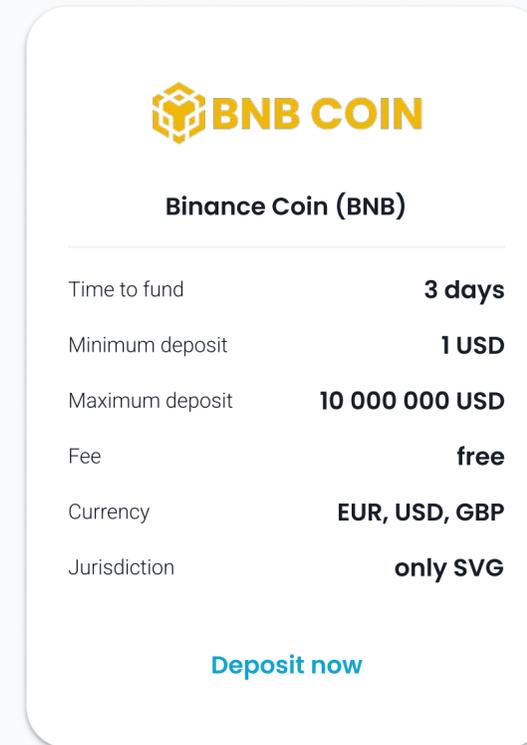
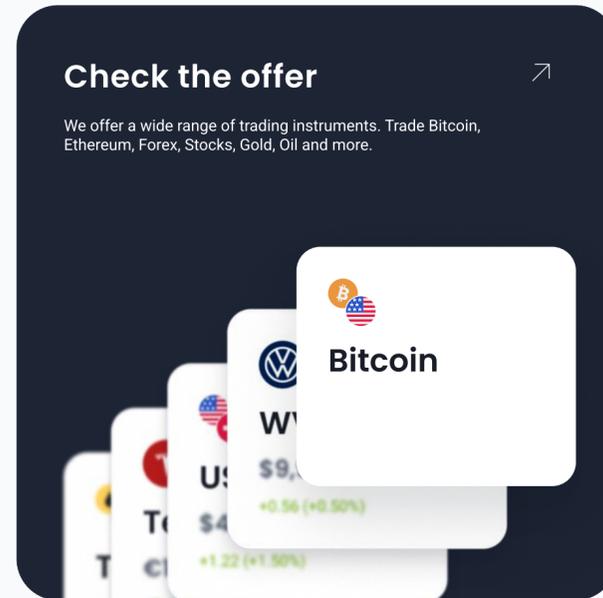


Frames, boxes

If necessary, we can enclose content in boxes of specific shapes.

In a box, we can place icons, text, buttons or a combination of them.

We present sample boxes and their aesthetics.



Shadows

Shadows add depth to a design. They can "pull out" more important elements to the user.

We use shadows for flat graphic elements on a design.

```
box-shadow:  
0px 1px 2px 0px rgba(16, 24, 40, 0.18),  
0px 2px 4px 0px rgba(16, 24, 40, 0.18);
```

2dp

```
box-shadow:  
0px 2px 4px 0px rgba(16, 24, 40, 0.16),  
0px 4px 8px 0px rgba(16, 24, 40, 0.16);
```

4dp

```
box-shadow:  
0px 4px 8px 0px rgba(16, 24, 40, 0.14),  
0px 8px 16px 0px rgba(16, 24, 40, 0.14);
```

8dp

16dp

```
box-shadow:  
0px 8px 16px 2px rgba(16, 24, 40, 0.10),  
0px 16px 32px 2px rgba(16, 24, 40, 0.10);
```

24dp

```
box-shadow:  
0px 12px 24px 6px rgba(16, 24, 40, 0.08),  
0px 24px 48px 6px rgba(16, 24, 40, 0.08);
```

32dp

```
box-shadow:  
0px 24px 48px 10px rgba(16, 24, 40, 0.06),  
0px 32px 64px 10px rgba(16, 24, 40, 0.06);
```

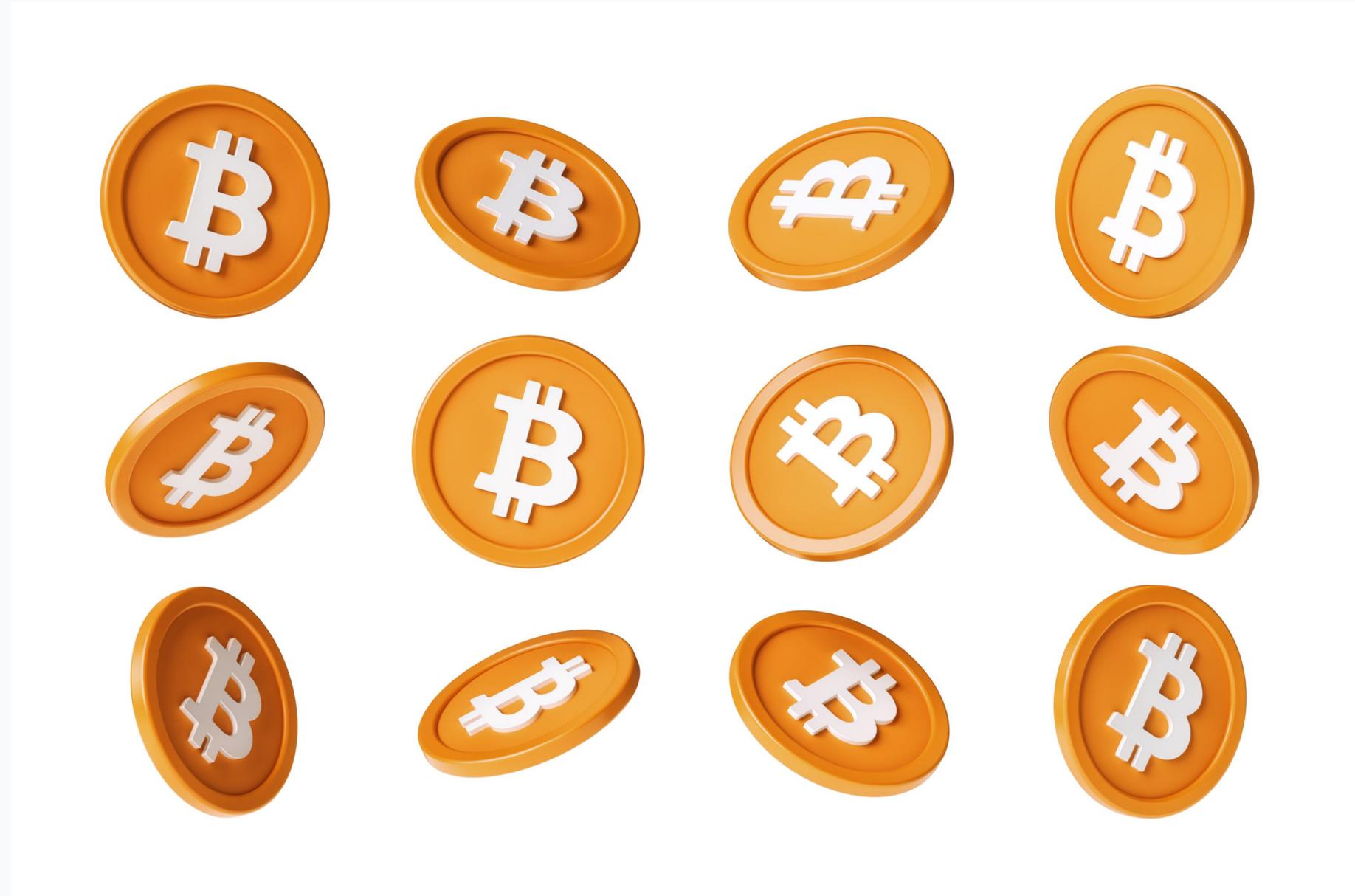
3D coins

We use one type of 3D coins for creation.

The coins should have an original shape and color.

The coins can be scaled and combined with other graphic elements.

it is possible to create new 3D coins based on the ones shown in the brandbook.



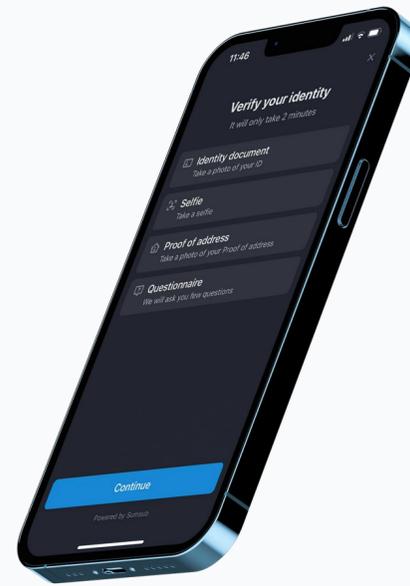
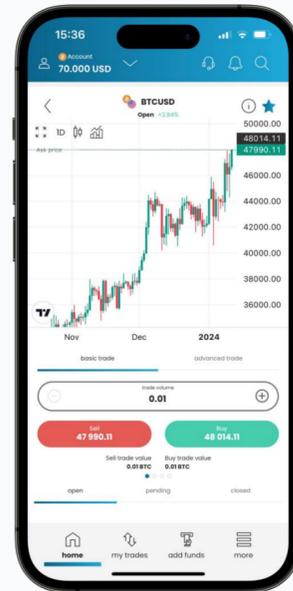
Source:

shutterstock.com/pl/g/davidsandron

Mockups

The brand uses minimalist mockups, which we place on backgrounds in brand colors.

The device mockups should contain current screenshots of our mobile or web application. Sensitive data should be removed from the screenshots.



Source:

creatom.com/product-category/items/device-mockups-items/

Stocks photos

If the situation requires it and you have to use a photo, you should choose photos that do not directly feature people.

Photographs should refer to the brand's colors or be neutral.

Photos should not show competitor platforms. Charts should be universal.



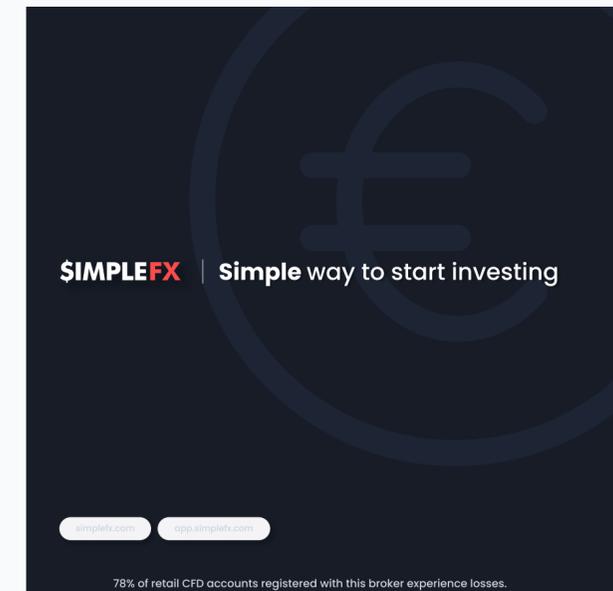
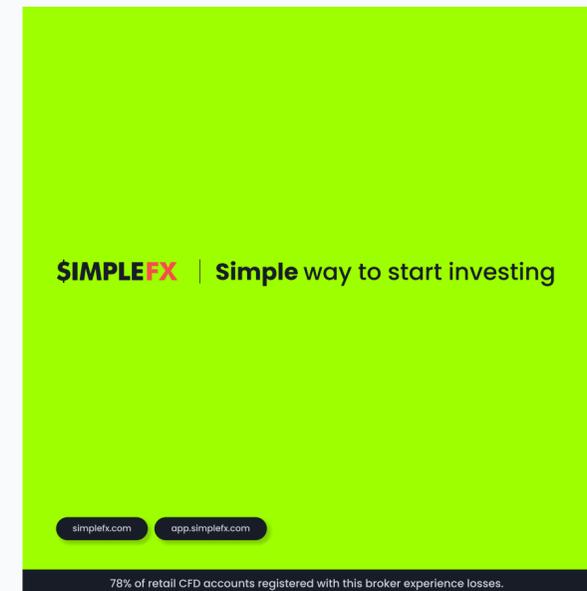
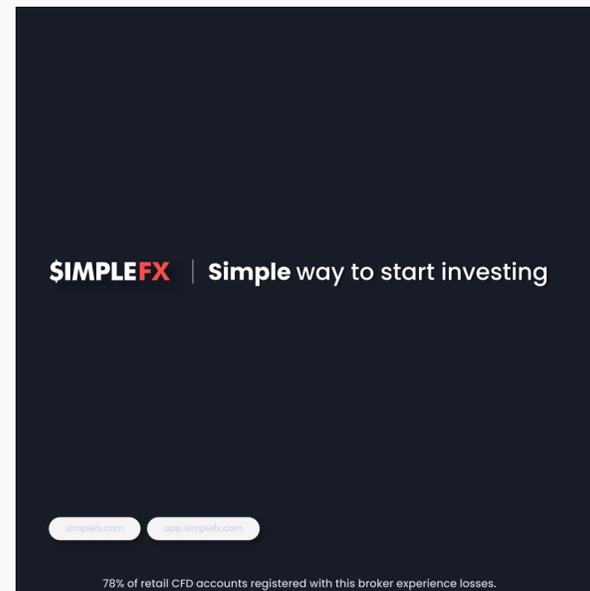
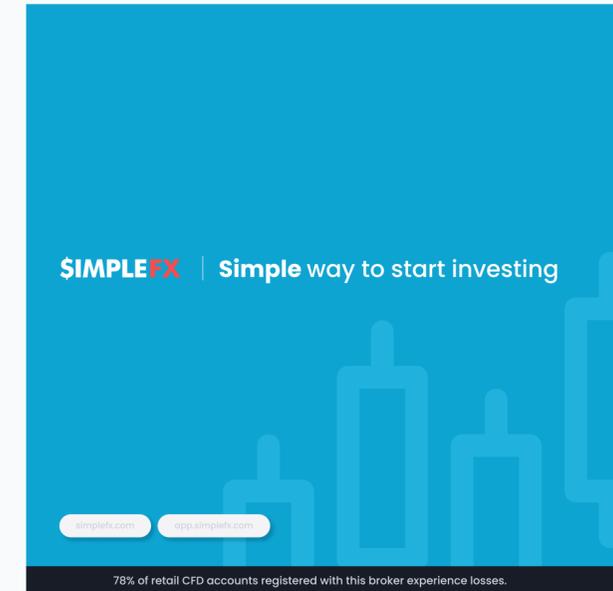
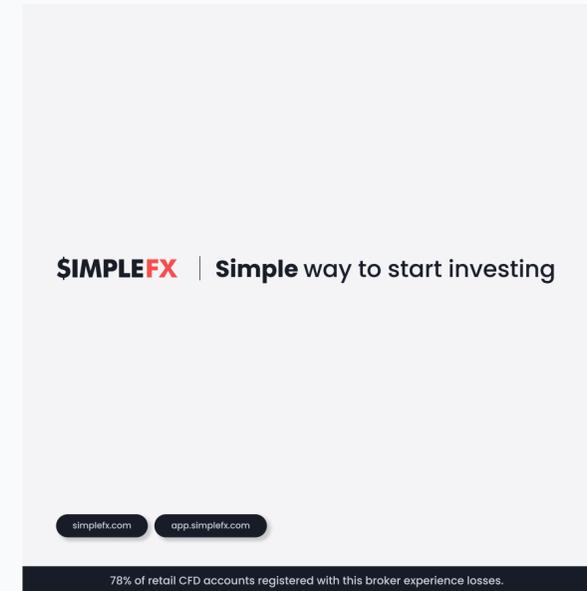
Backgrounds

When creating web creations, one of the brand's basic colors should be used as a background.

We can also use gradient backgrounds if the composition requires it.

When adding graphic elements, remember to use the rules included in the brandbook regarding colors, typography and other graphic elements.

In most cases, the background should be plain and free of unnecessary elements. It is however acceptable to place a macro icon in the background, which will be a shade lighter or darker than the background and create a kind of watermark.



Disclaimer

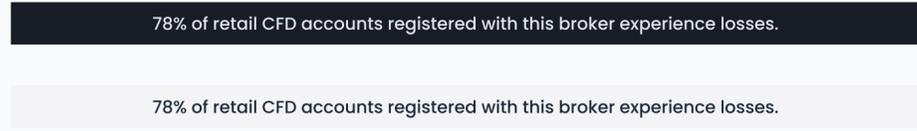
A disclaimer is a message with a warning about the risk of investing. Placing a disclaimer on graphics is a requirement to maintain the license.

The content of the risk warning is prepared by a lawyer in relation to the content of a specific creation. Therefore, the content of the disclaimer may change.

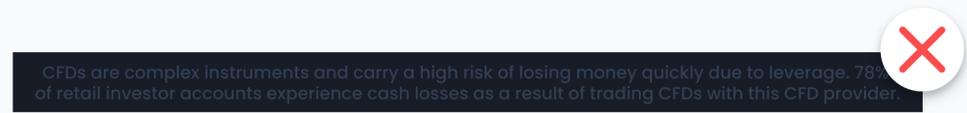
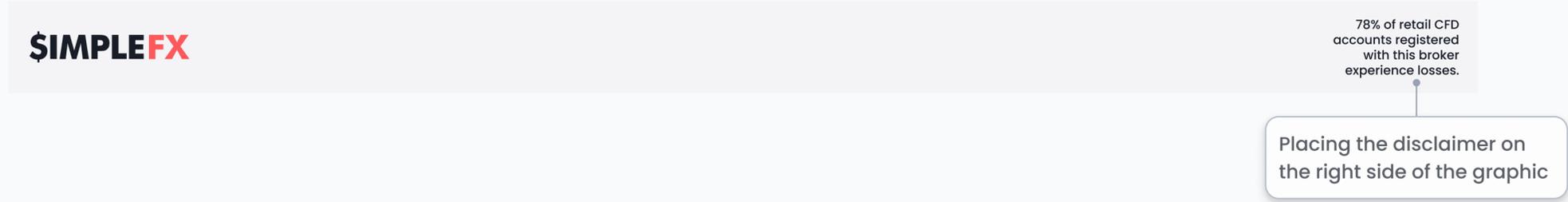
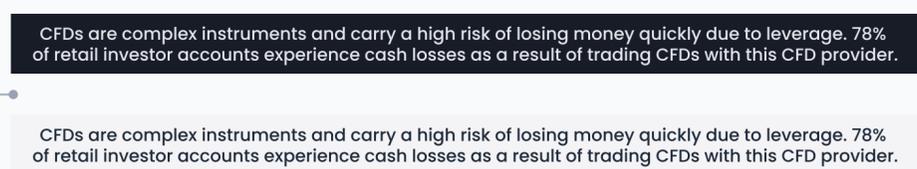
In most cases, the disclaimer is placed at the bottom of the graphic in the designated area (rectangular field of contrasting color). The exception are horizontal banners, where the disclaimer is placed on the right side of the graphic.

The disclaimer should be legible to the recipients!

Shorter version of disclaimer



Longer version of disclaimer



Good practice

Well-made graphics are minimalistic in appearance, have one of the brand colors in the background, and use elements shown in the brandbook.

SIMPLEFX

TOP 3

May's market highlights

15:24
Account 780598
0.832 BTC

now favorites crypto forex indices

ADAUSD	0.8936	+1.0%
APEUSD	1.454	+2.8%
BCHUSD	271.31	+5.9%
	312.30	+1.8%

78% of retail CFD accounts registered with this broker experience losses.

Callouts: Use of chips, Legible inscription, Mockup Usage, Disclaimer

SIMPLEFX

New symbols

Bitcoin, Ethereum, Tesla, SP500, Oil Silver, Gold and more!

HOT NEW ↗

Tesla
€135,91
+2.40 (+1.84%)

HOT NEW ↗

Twitter
€135,91
+2.40 (+1.84%)

78% of retail CFD accounts registered with this broker experience losses.

Callouts: Not too big logo, Simple boxes

Xth | **SIMPLEFX**

10+ years of market mastery.

Here's our next achievements!
(2018-2020)

simplefx.com app.simplefx.com

78% of retail CFD accounts registered with this broker experience losses.

Callouts: Well-chosen fonts, Use of chips

SIMPLEFX

NEW

Avax

check for yourself if it's worth it

Trade now

3D Coin Usage

78% of retail CFD accounts registered with this broker experience losses.

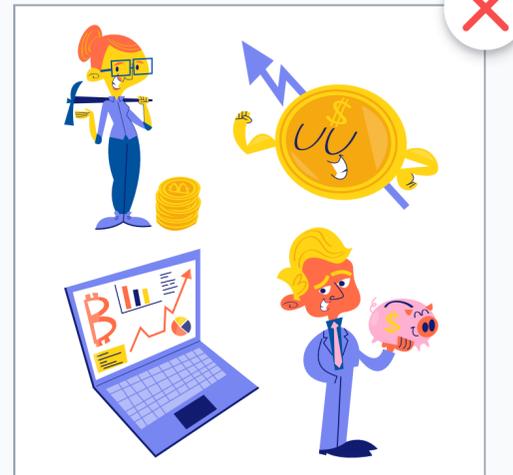
Callouts: Button, 3D Coin Usage

Do not use!

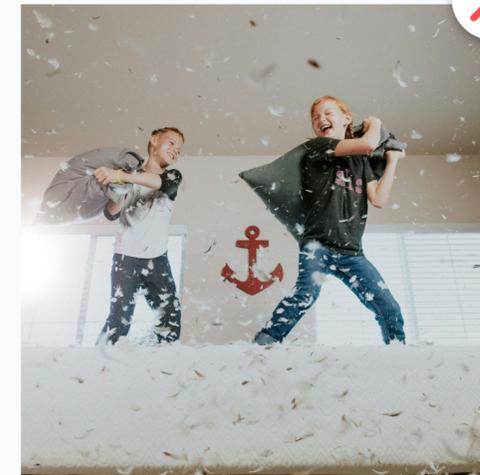
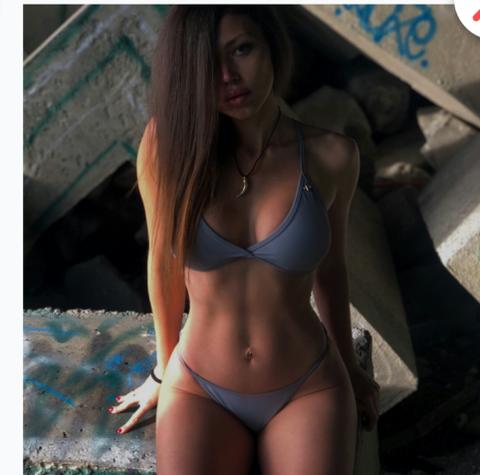
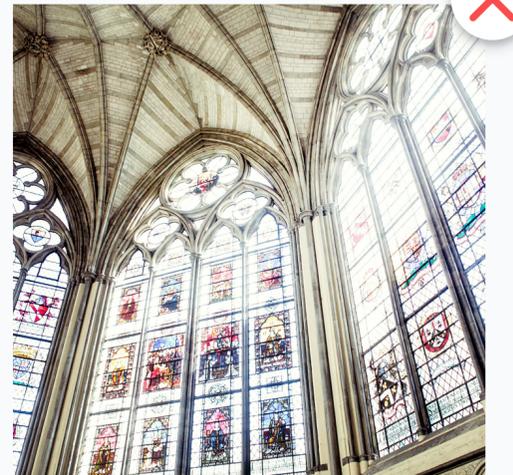
Creating a brand image involves a system of adhering to specific rules and using patterns.

When creating a creation, it is forbidden to use fairy tale illustrations; clipart; photographs that are not related to the main trend of the brand or are inappropriate; icons that are not in the style of the brand; buttons with a changed appearance; backgrounds that do not fit into the brand's colors.

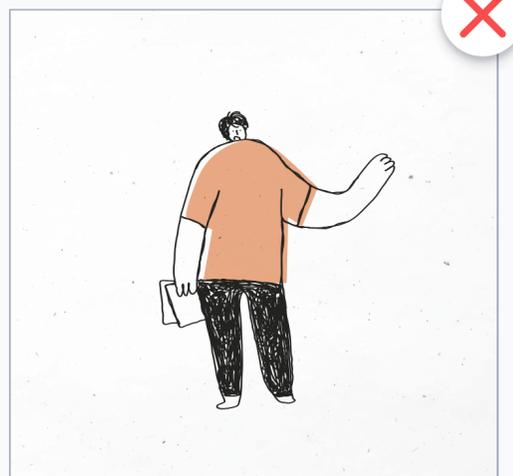
Cliparts



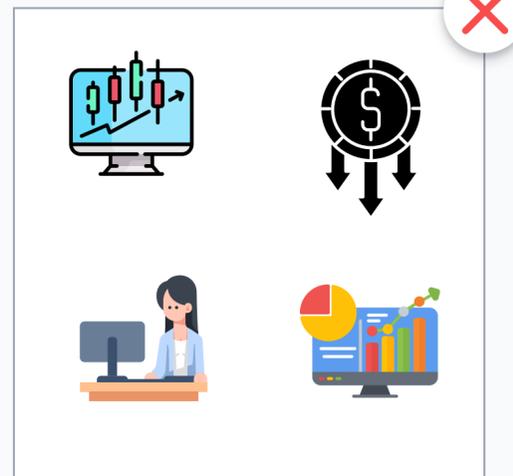
Photos



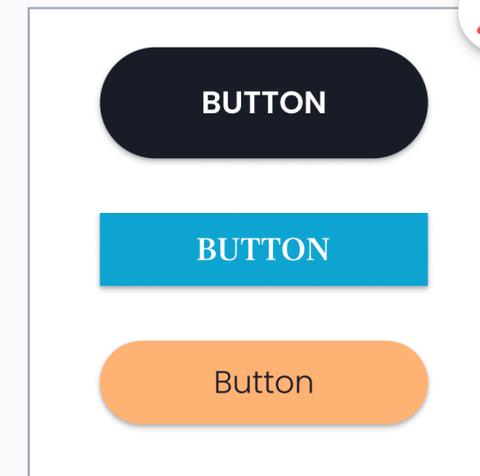
Illustration



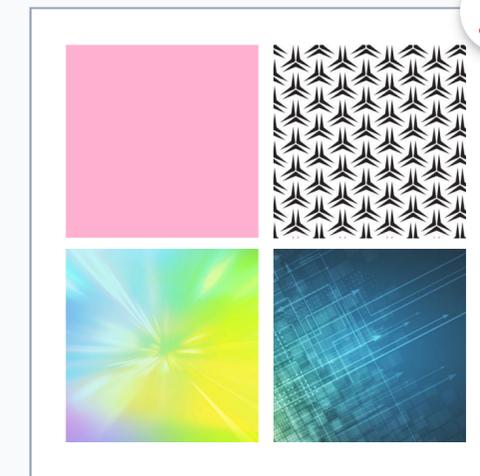
Icons



Buttons



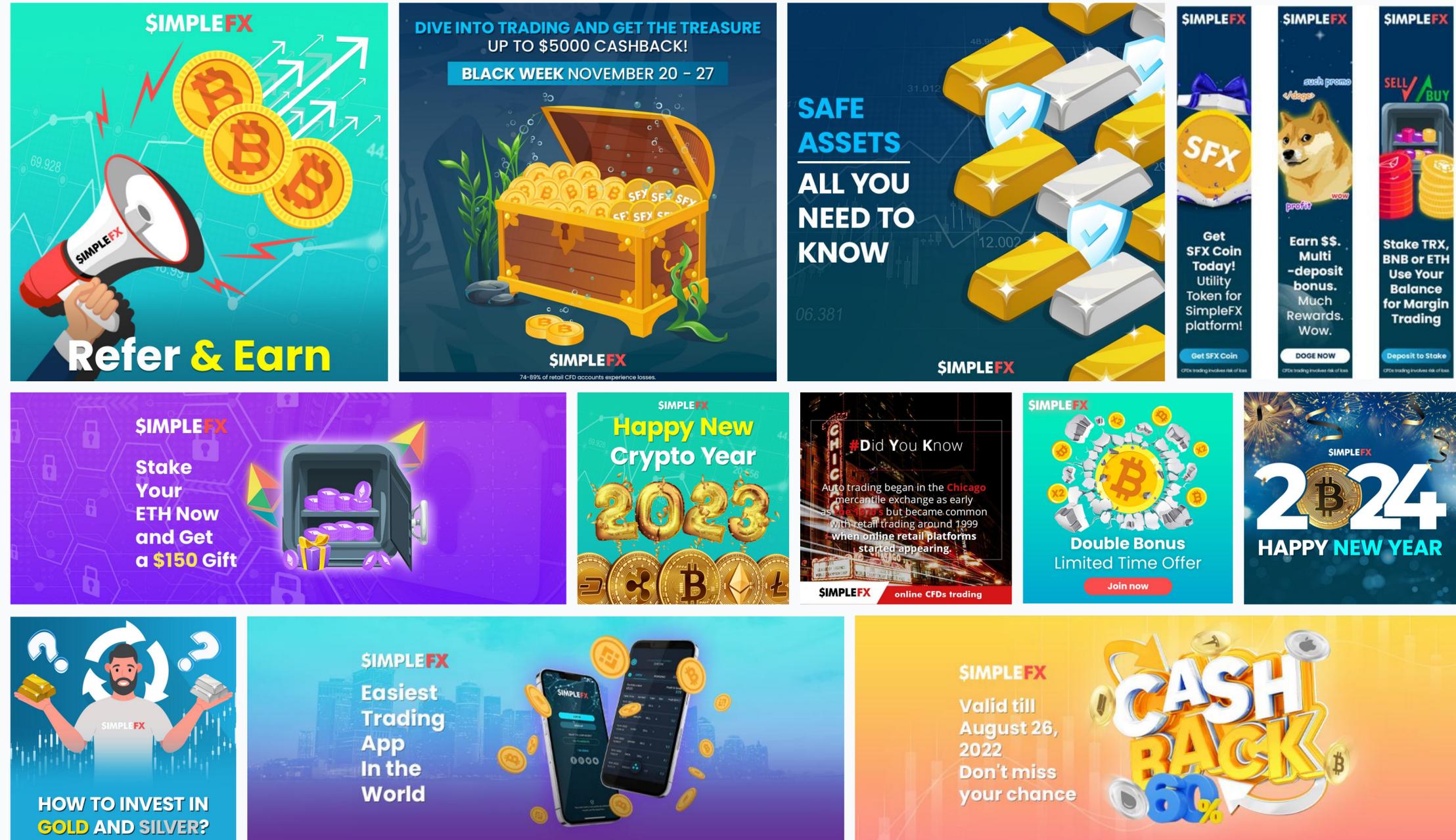
Backgrounds



Don't do that!

Avoid too many elements, exaggerated contrasts, illustrative elements.

The text on the graphics should always be legible.



Templates

SimpleFX

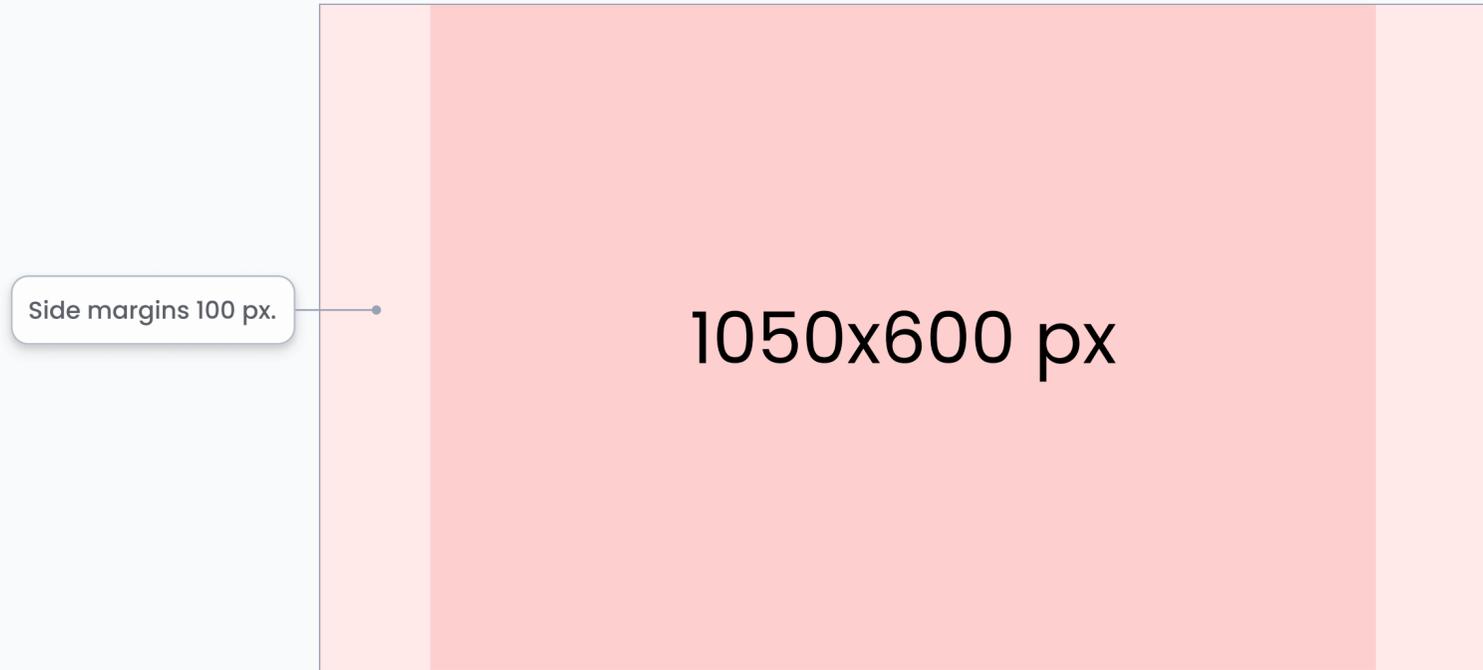
Brand guidelines

Dimensions and formats

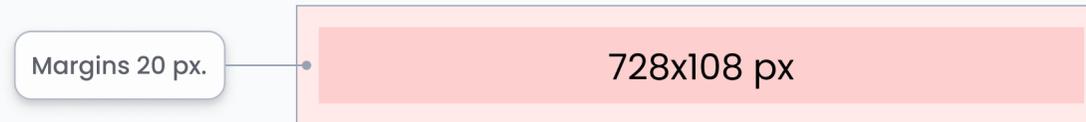
Graphics created for the blog have specific dimensions.

Graphics are saved in PNG format, 72 dpi.

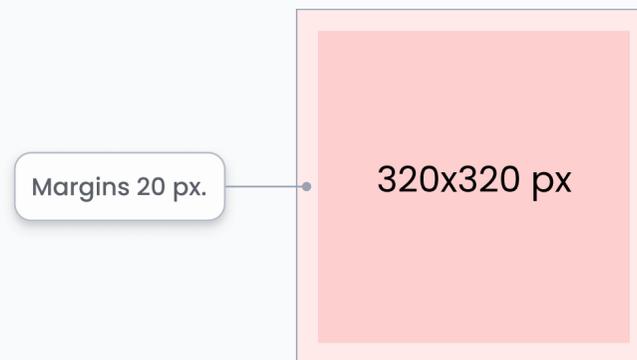
Blogpost



Top banner



Side banner



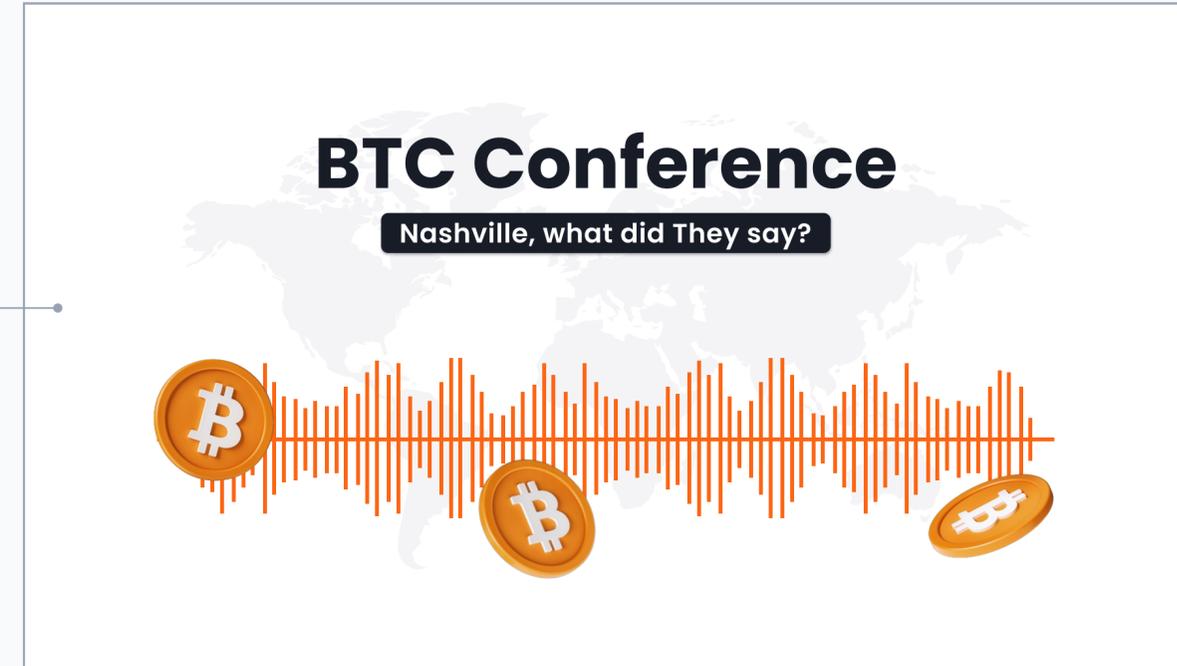
Blog

Composition and examples

Graphics created for the blog do not have to have a logo, because they are placed on the inside page.

Graphics placed inside brand products do not have to have a disclaimer.

Blogpost



Graphics are centrally located.

Top banner



The main graphic elements and texts do not extend beyond the margins

Side banner



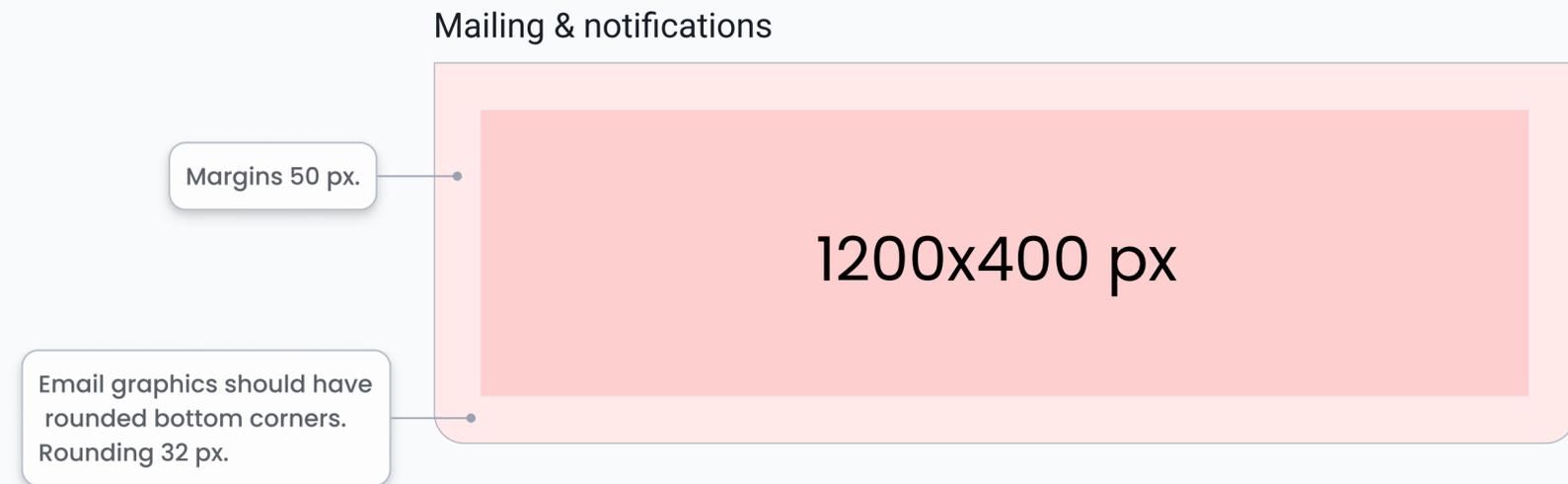
Margins 20 px.

Updates

Dimensions and formats

Graphics created for the blog have specific dimensions.

Graphics are saved in PNG format, 72 dpi.



Updates

Composition and examples

Graphics created for the notifications do not have to have a logo.

Graphics placed inside brand products do not have to have a disclaimer.

Mailing & notifications

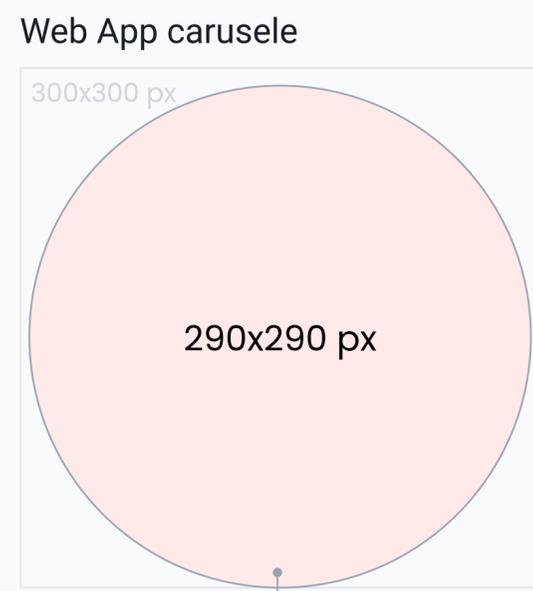
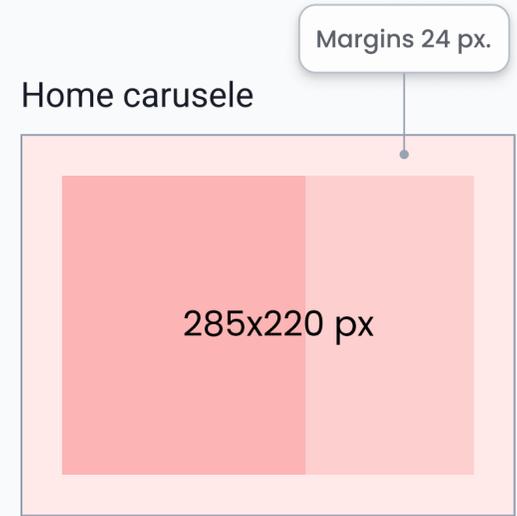
The main graphic elements and texts do not extend beyond the margins



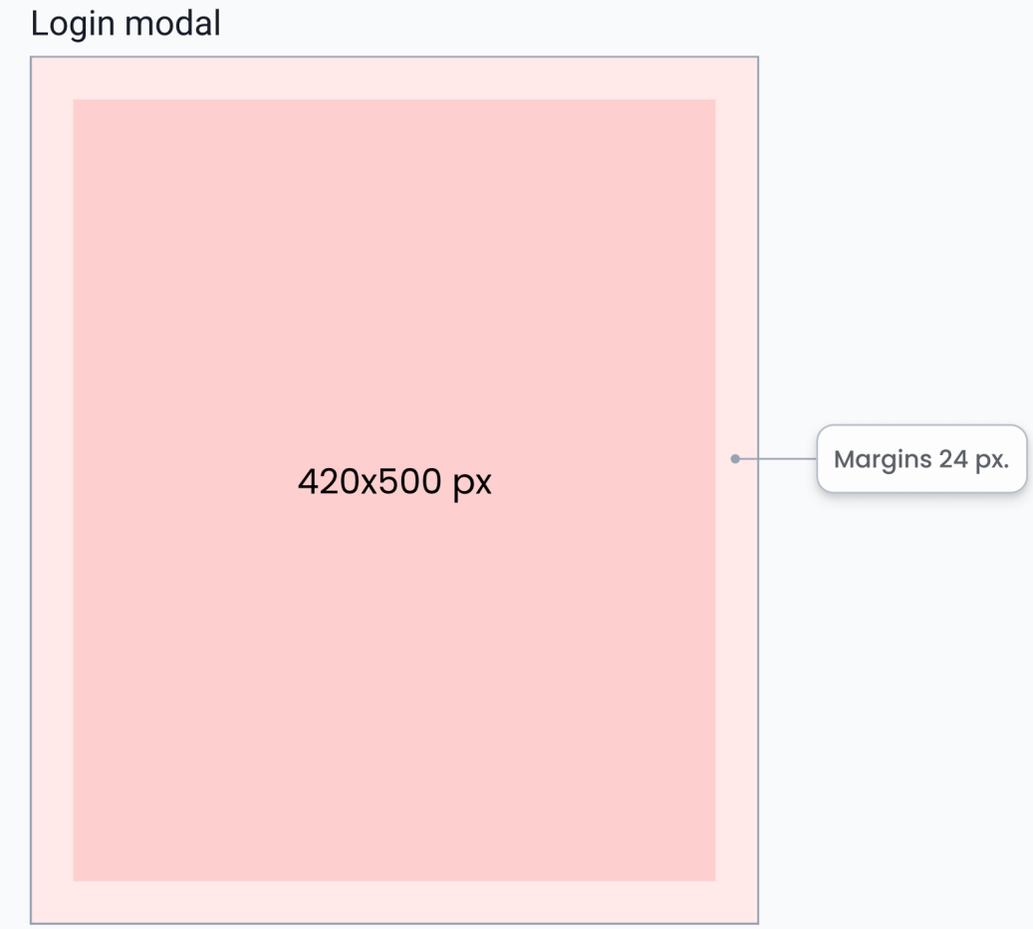
Insides graphics

Dimensions and formats

Graphics are saved in PNG format, 72 dpi.



Graphics built on a circle with a diameter of 290 px. The graphic may extend slightly beyond the circle area but must fit within a 300x300 px square.



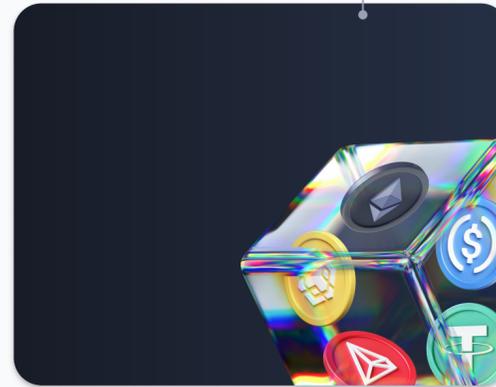
Insides graphics

Composition and examples

We do not place any logos or disclaimers on internal graphics.

We place only a graphic element on the graphic without text. Text is added from the BO level and translated into various languages.

Home carusele



Reward center



Login modal



Reward center - miniature



Graphics without text

Web App carusele



Graphics with no text or very little text.

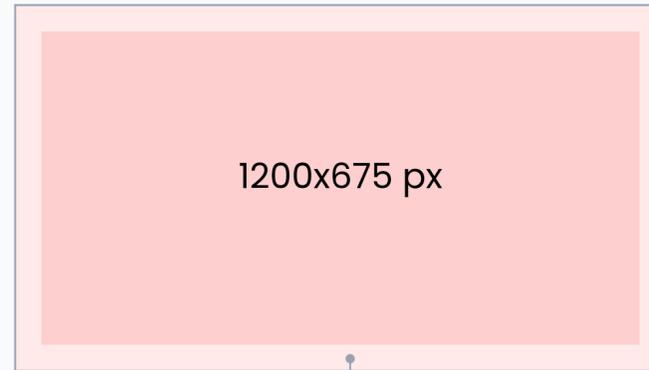
Social media

Dimensions and formats

The most commonly used graphic formats for social media are graphics for: Twitter, Instagram/Facebook and Instagram stories.

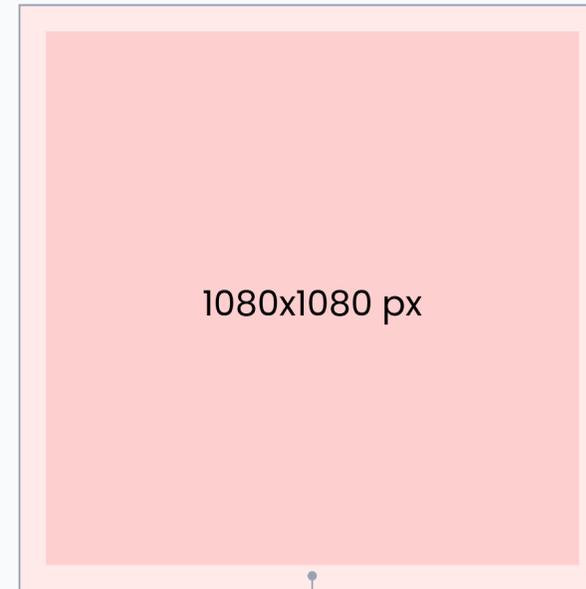
Graphics are saved in PNG format, 72 dpi.

X/Twitter post



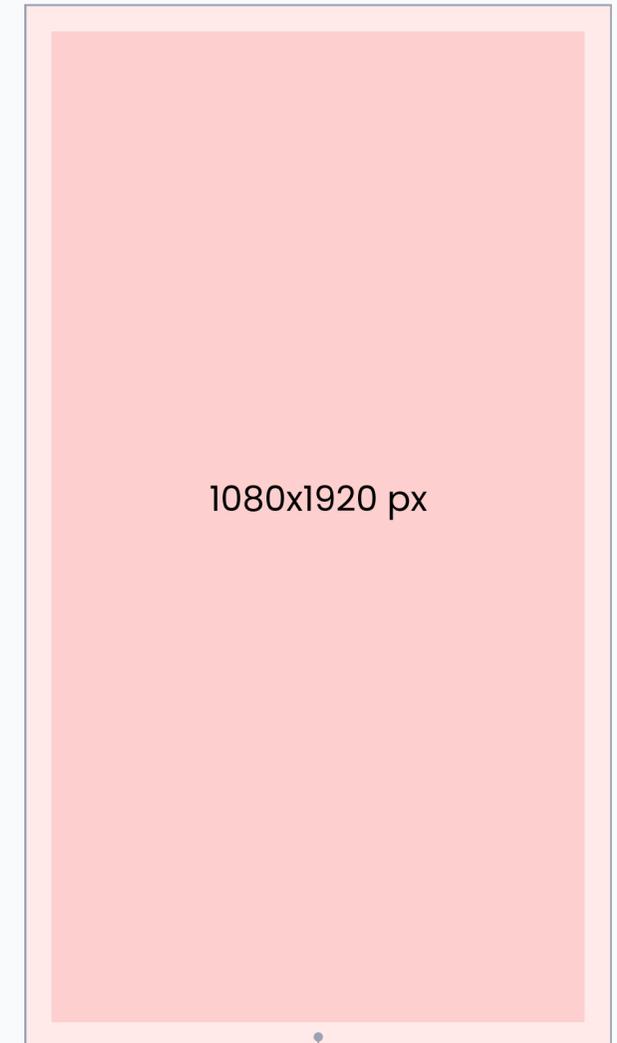
Margins 50 px.

Instagram/ Facebook post



Margins 50 px.

Instagram stories



Margins 50 px.

Social media

Composition and examples

On social media graphics we always place the logo and if the content of the graphic is not strictly informational - we place a disclaimer.

The brand logo should always be at the top of the graphic, while the disclaimer should be at the very bottom in a designated place.

SimpleFX

Brand guidelines

X/Twitter post

Small logo

SIMPLEFX

This week's economic events
16.09 - 22.09.2024

16.09	06:30	PPI (MoM) (Aug)
	09:00	Trade Balance (Jul)
17.09	12:30	Core Retail Sales (MoM) (Aug)
	12:30	CPI (MoM) (Aug)
18.09	08:00	CPI (YoY) (Aug)
	09:00	CPI (YoY) (Aug)
	18:00	Fed Interest Rate Decision
	21:00	Interest Rate Decision
19.09	01:30	Unemployment Rate (Aug)
	11:00	BoE Interest Rate Decision (Sep)
	12:30	Initial Jobless Claims
	12:30	Philadelphia Fed Manufacturing Index (Sep)
	14:00	Existing Home Sales (Aug)
	23:30	National Core CPI (YoY) (Aug)
20.09	03:00	BoJ Interest Rate Decision
	06:00	Retail Sales (MoM) (Aug)
	06:00	German PPI (MoM) (Aug)

Disclaimer is not necessary because it is only information from the world and not a promotion of the platform

Instagram/ Facebook post

SIMPLEFX

Most popular cryptos

The cryptocurrency market is characterized by high volatility of rates, consider whether you are ready for such a risk. Remember to only invest money that you are affordable to lose.

Instagram stories

SIMPLEFX

Equities

APPLE

Take a bite!

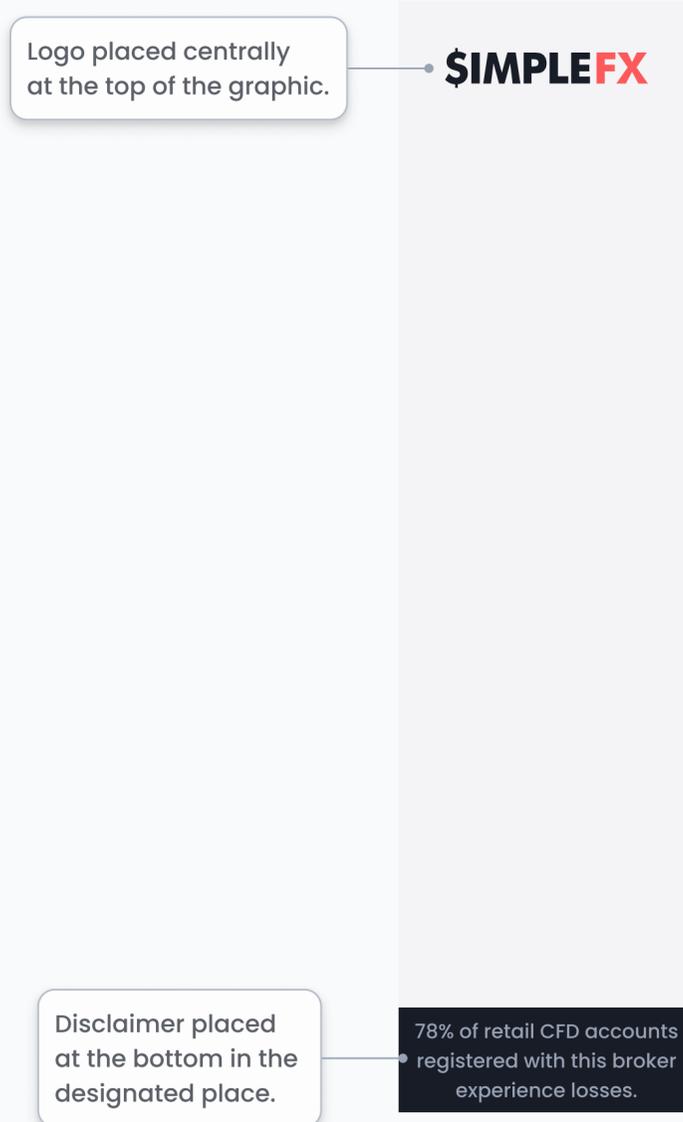
78% of retail CFD accounts registered with this broker experience losses.

The disclaimer is necessary because we encourage you to use our offer.

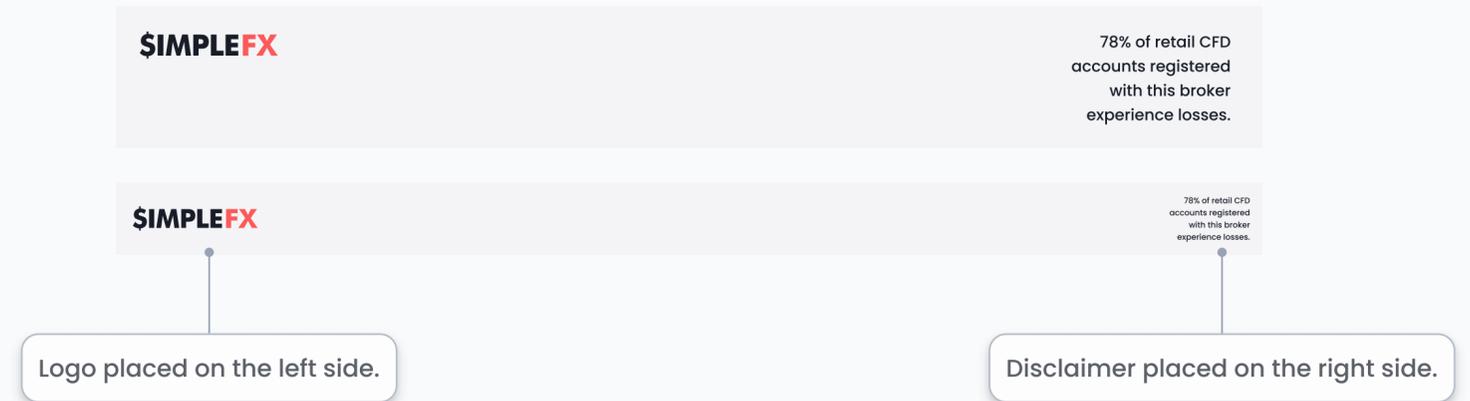
Composition

There can be many formats and dimensions of graphics for advertisements, which is why we present general recommendations for this type of creation.

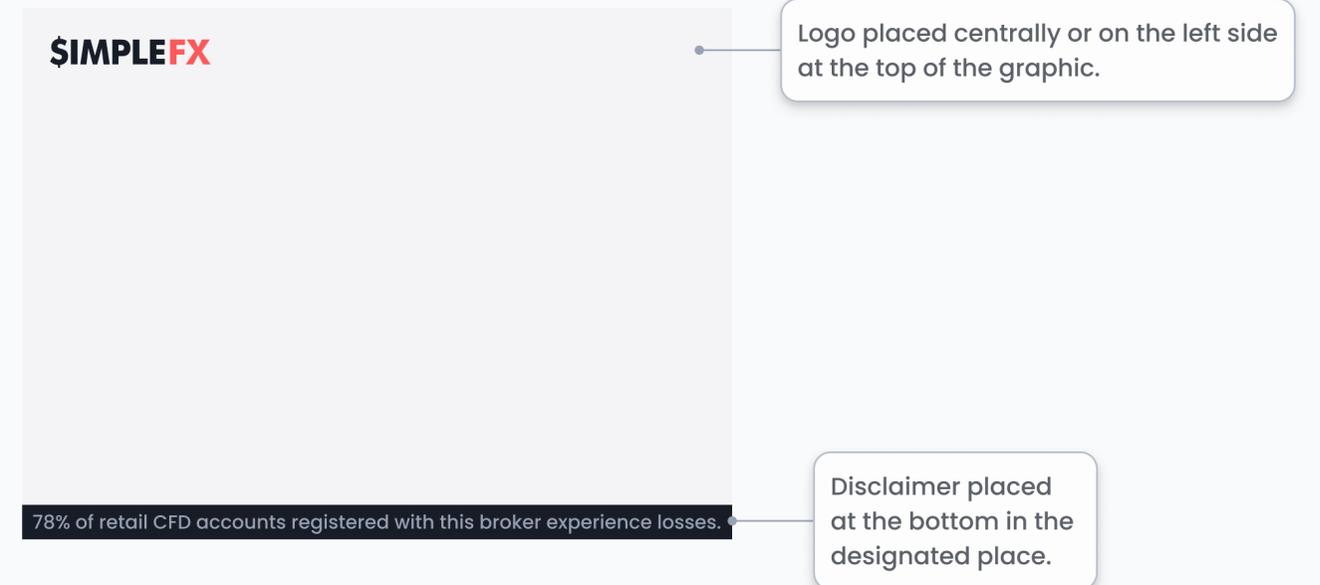
Vertical format



Horizontal format



Square or rectangular format



Brand materials

SimpleFX

Brand guidelines

Information materials

Information materials include letterhead, business cards, e-mail footer, leaflets, etc.



SimpleFX Ltd. Privacy Protection Policy

The SimpleFX Ltd. Privacy Protection Policy (hereinafter referred to as: "the Policy") is applicable since 1st of January 2024. Previous version of Privacy Notice of 24th of May 2018 has not been in force since the above date. We may make it accessible for You only based on Your justifiable request. Subject to provisions applicable only to the Users (individuals and legal entities) who are in European Union (hereinafter referred to the: "EU"), the Policy is applicable also to Users from non-EU countries, and regardless of User's place of residency/ registered offices in relation to legal entities and provides the appropriate technical and organisational measures to ensure a level of security appropriate to the risk at the same level like those applicable to Users from EU countries. SimpleFX Ltd. is the owner of an online trading platform and makes every effort to protect the privacy of people using its services.

In order to implement the principle of lawful, reliable and transparent processing of your personal data, when you use our services, we accept a document called Privacy Policy. This document explains how we look after your personal data and your rights. The Policy came into force on 1st of January 2024.

DEFINITIONS WE USE IN THE PRIVACY POLICY?

SimpleFX Ltd. – SimpleFX Ltd. Beachmont Business Centre, Suite 404, Kingstown St. Vincent and the Grenadines.

Partner companies – companies connected with SimpleFX by ownership shown in the down website.

Account – a set of resources and settings created for the User as part of the Services used to manage the services.

Users – individuals who are Users of the SimpleFX, which SimpleFX provides offering trading Services (contract for difference) trading services on Bitcoins, Litecoins, indices, and energy.

Partner companies – (mainly companies regardless of the legal form or jurisdiction) who are connected with SimpleFX, which SimpleFX provides offering trading Services with Forex (contract for difference) trading services on Bitcoins, Litecoins, indices, precious metals and energy.

Profile – the functionality of the Account, allowing the User to collect selected information....

SimpleFX Ltd with registration number 22361 BC 2014 with registered address at Beachmont Business Centre, Suite 404, Kingstown VC0100, Saint Vincent and the Grenadines.



Profile – the functionality of the Account, allowing the User to collect selected information.

Terms of Use – Terms of U

AML Policy – Policy for pre which determines the oper compliance with applicable competent authorities, eac in suspicious transactions relationships with financial consultants, only after chei legitimacy of their activity, favour the laundering of m internal Compliances and / Customer Due Diligence Pr determines the measures r risk, aiming at identifying o their true identity on the ba source.

GDPR – Regulation (EU) 20 on the protection of natura movement of such data, ar Website or Services – web services.

Settings (Privacy) – functionality of the Account, allowing the User using selected Services to properly manage these Services, including independent modification of their scope and selection of preferences regarding the protection of their privacy.

User – an adult natural person or legal entity who has a verified Account and uses the services offered by SimpleFX or/and SimpleFX Group on the Services.

non-verified User – natural person or legal entity who uses the Services offered by SimpleFX on websites that do not require the verified Account.

non-logged-in User – natural person or legal entity who uses the Services offered by SimpleFX or/ and SimpleFX Group on websites that do not require the Account.

You, Yours – respectively User or non-verified User or non-logged-in User. In Policy, we also use the names of individual Services and functionalities of the Account (e.g., Affiliate program) that have been defined and described in detail in the Terms of Use.

SimpleFX Ltd with registration number 22361 BC 2014 with registered address at Beachmont Business Centre, Suite 404, Kingstown VC0100, Saint Vincent and the Grenadines.



Best regards,

Name Surname

Position

✉ name.surname@simplefx.com

📧 @username



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Name Surname

Position

✉ name.surname@simplefx.com

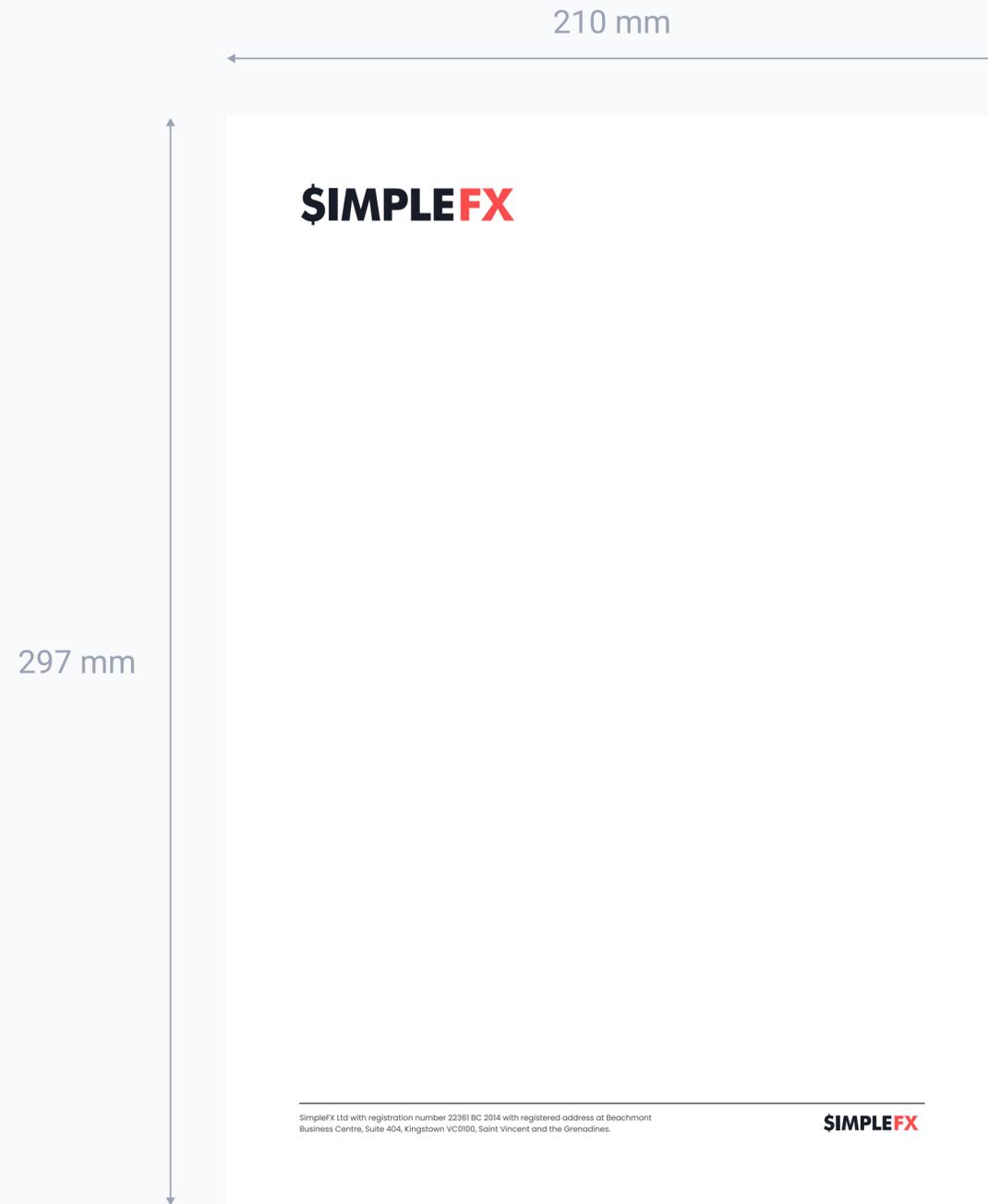
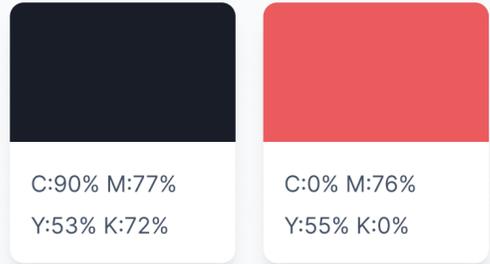
📧 @username



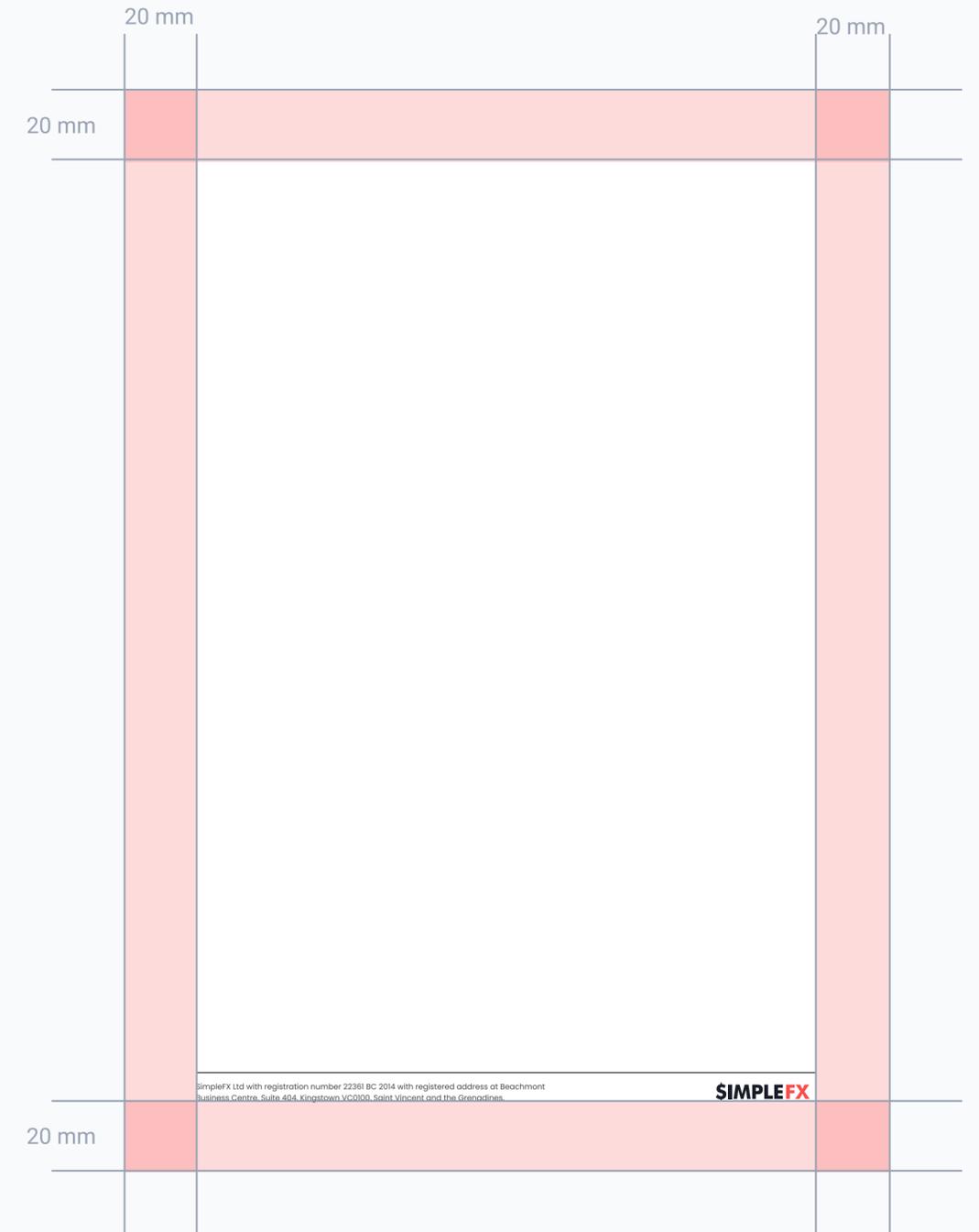
SimpleFX Ltd with registration number 22361 BC 2014 with registered address at Beachmont Business Centre, Suite 404, Kingstown VC0100, Saint Vincent and the Grenadines.

Letterhead

Letterhead is used to place all legal content, letters, contracts, etc. on it.



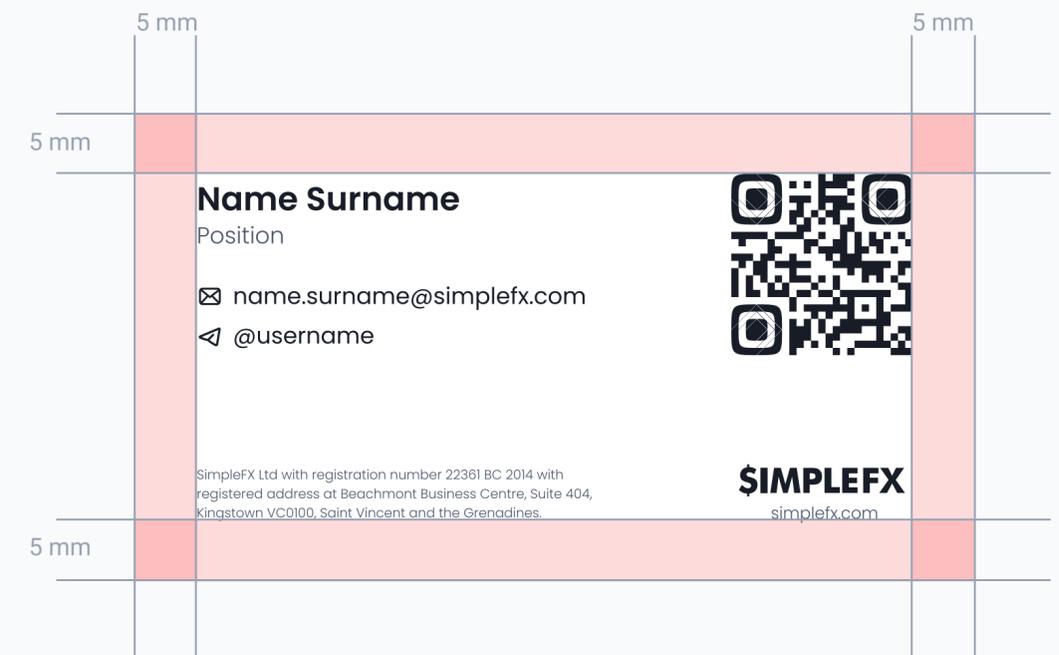
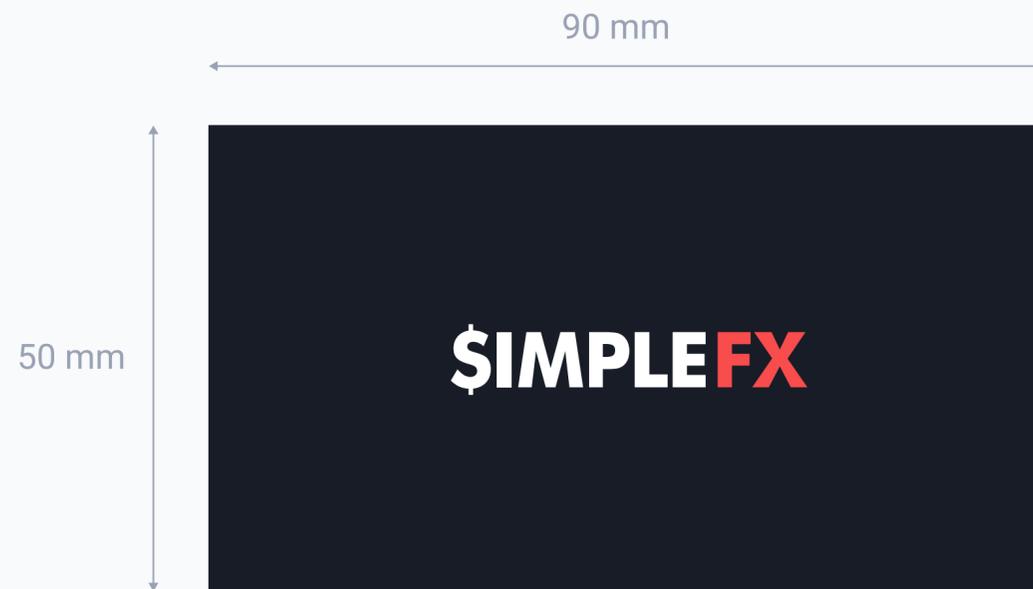
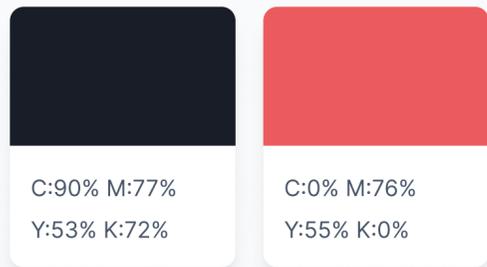
1st page



Further pages

Business cards

Poza edycją informacji kontaktowych nie zmieniaj w żaden sposób układu, w tym dodając/zmieniając kolory, zmieniając czcionkę itp.



Email signature

Other than editing contact information, do not change the layout in any way, including adding/changing colors, changing the font, etc.

Best regards,

Name Surname

Position

📧 username

✉ @username



QR code leading to telegram

\$IMPLEFX



Icons leading to the brand's social media

SimpleFX Ltd with registration number 22361 BC 2014 with registered address at Beachmont Business Centre, Suite 404, Kingstown VC0100, Saint Vincent and the Grenadines.

Branded gadgets

T-shirt

If you are making a company t-shirt, choose a black, white or navy blue t-shirt. Use a minimalist print with the brand logo.



Branded gadgets

Cap

If you are making a company cap, choose black. Use a minimalist print on the front of the cap in the form of the brand logo.



Branded gadgets

Mug

If you want to make a branded mug, you can choose a mug with a colored interior. Remember to choose a mug in the brand's colors. It can be a white, black or navy blue mug with a red interior.

Use a minimalist print in the form of a company logo.



Branded gadgets

Pen

If you want to make branded pens, you can choose the color of the pen from the brand's color palette. You can apply a print of just the logo or a logo with a slogan.



Branded gadgets

Other gadgets

When designing and ordering corporate gadgets, remember to use the brand's color palette.

Try to choose suppliers who will deliver quality products.

Go for minimalism. If it is not necessary, avoid unnecessary graphics and text.

Place the brand logo. The logo can be printed, embroidered or embossed.



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