

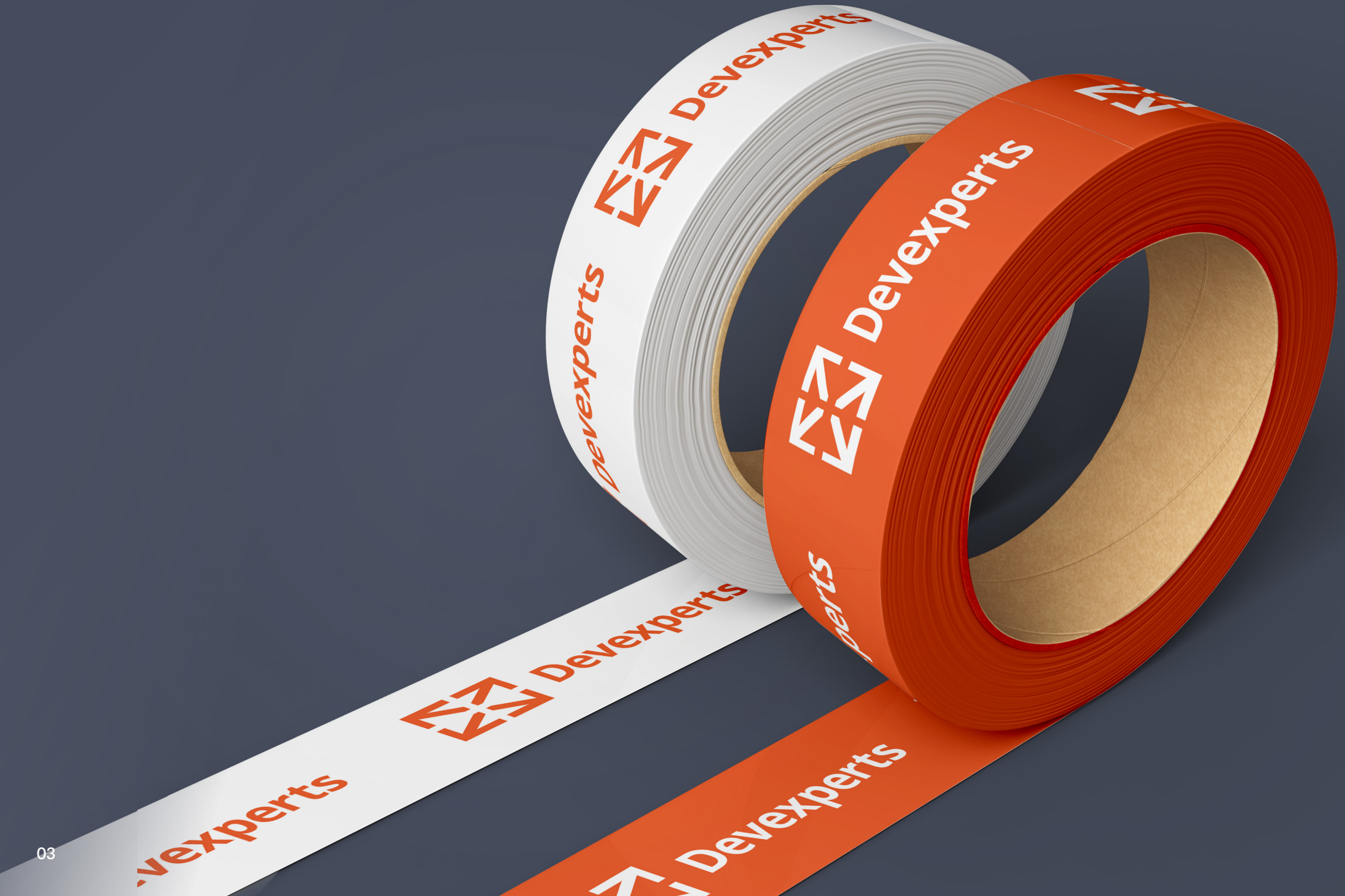
Brand guidelines



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	 Devexperts	a	
		a	
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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.





1/2 a	b	1/2 a	
a			
1/2 a		1/2 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 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

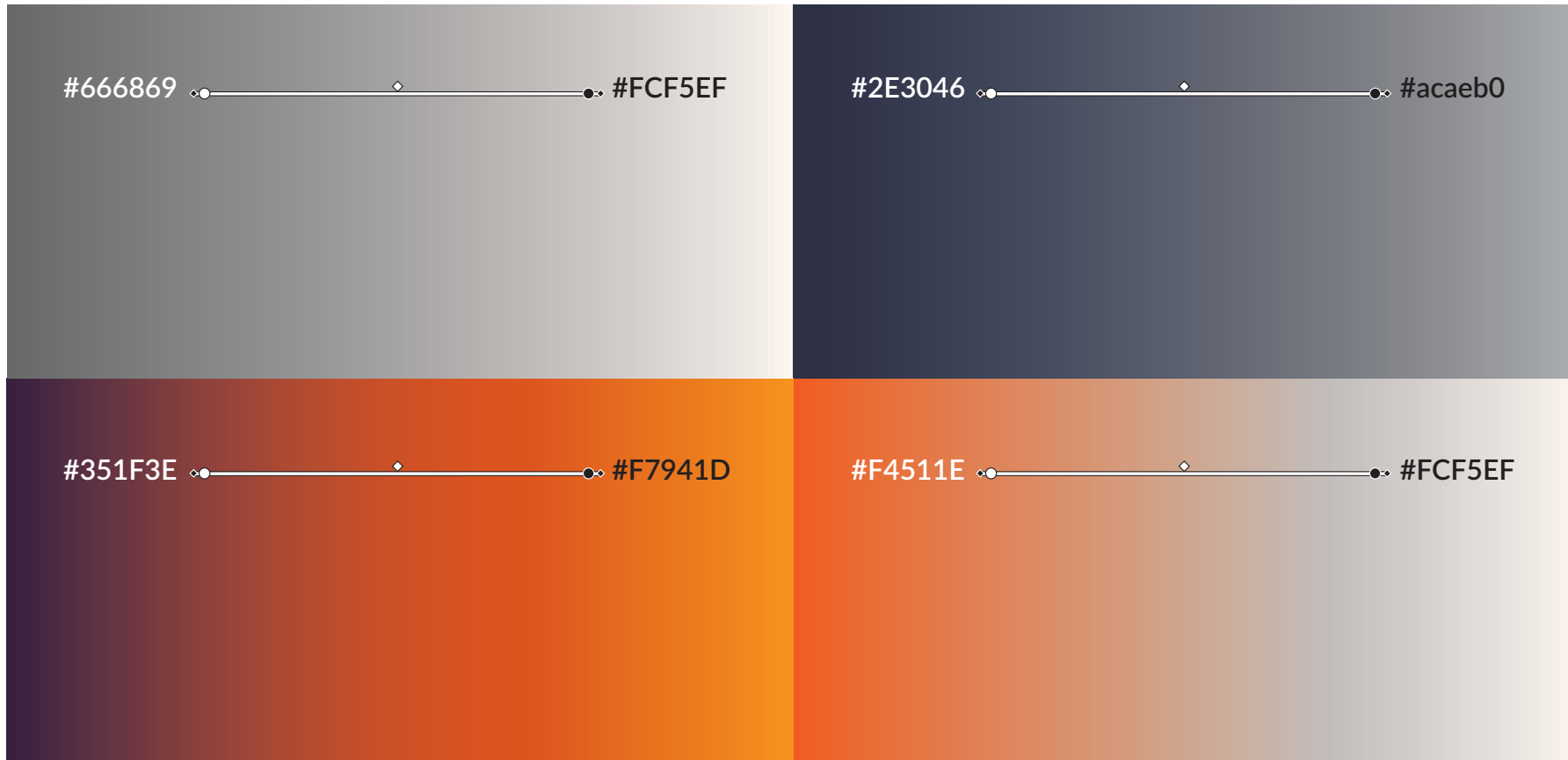
Pantone 1665 C

#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

Lato is the secondary identity-carrying font. We use it consistently in all marketing communications (advertisements, brochures, printed materials, website, etc.) – in running text.

Verdana...

ABCDEFGHIJKLMNOPQRSTUVWXYZ // **Bold**
?!&%@0123456789
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ //

Regular

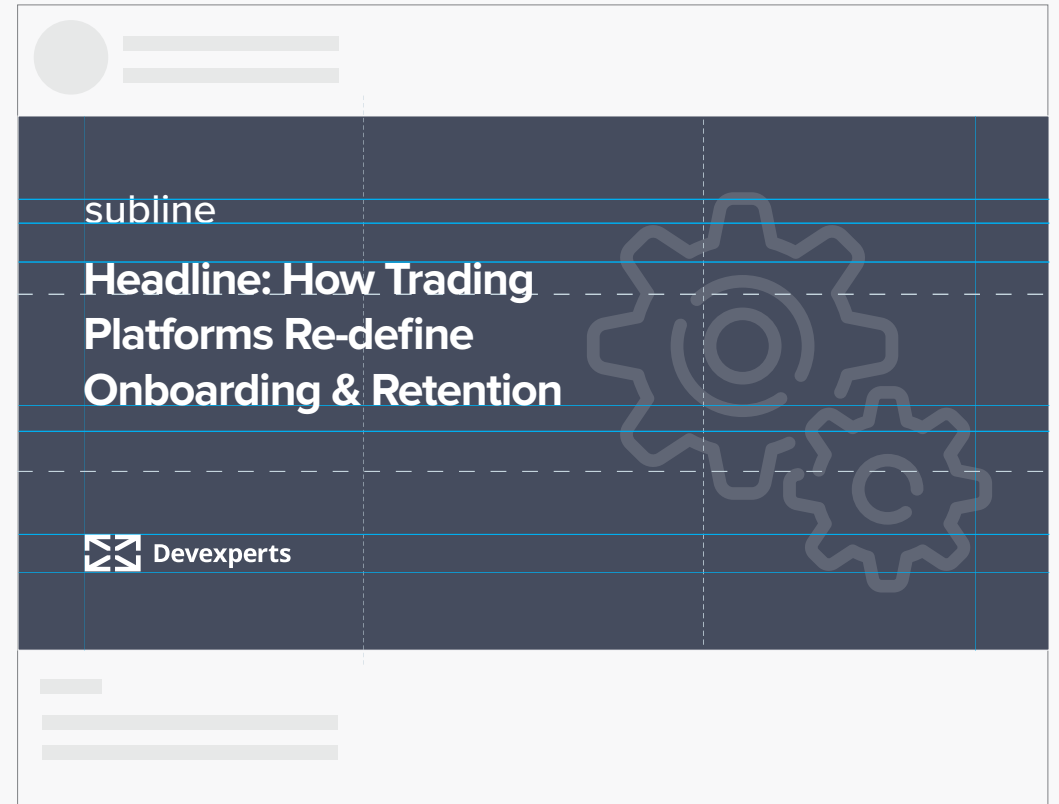
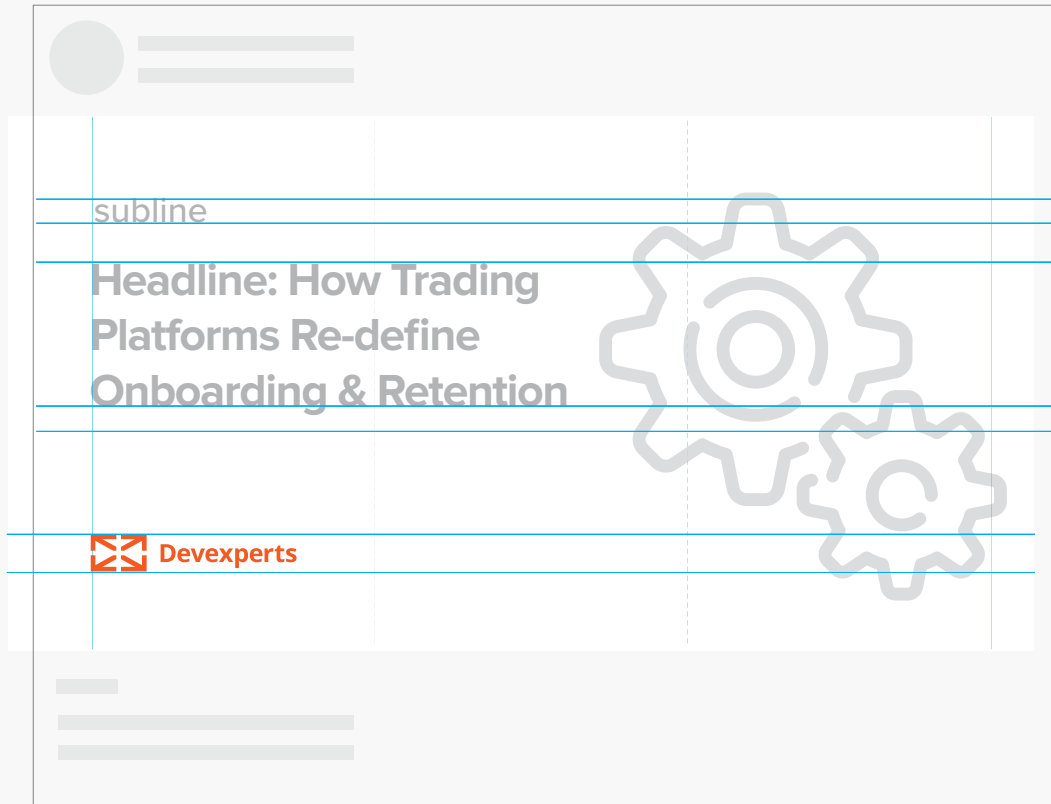
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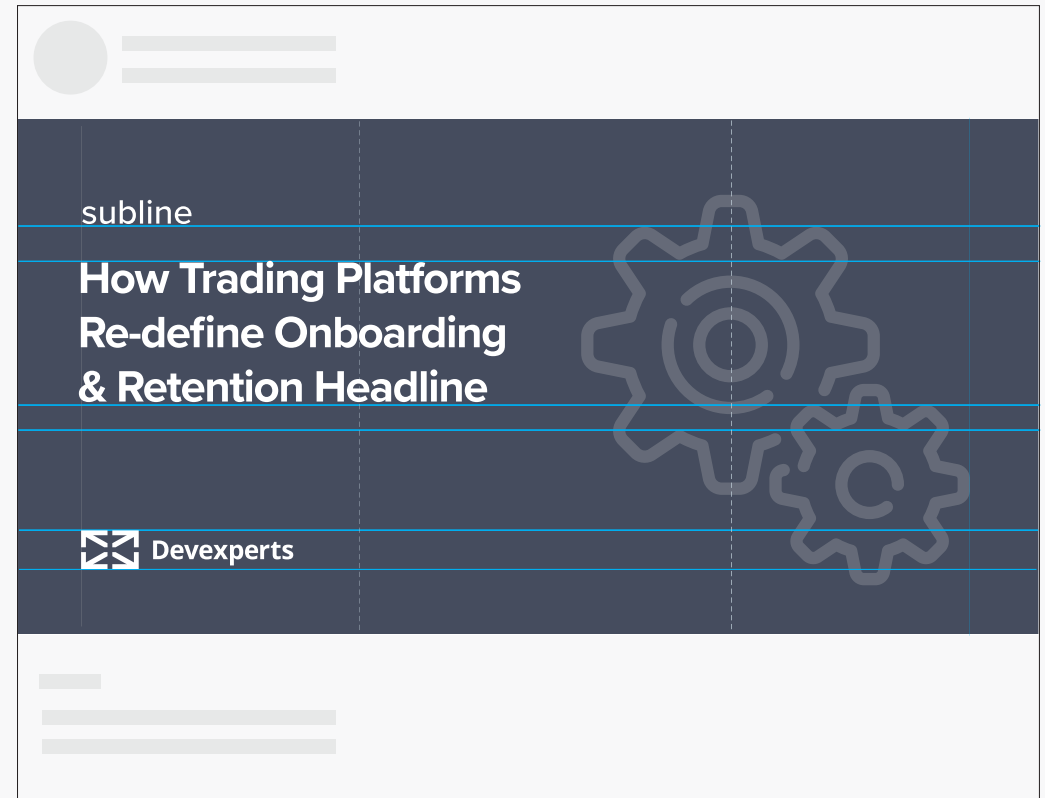
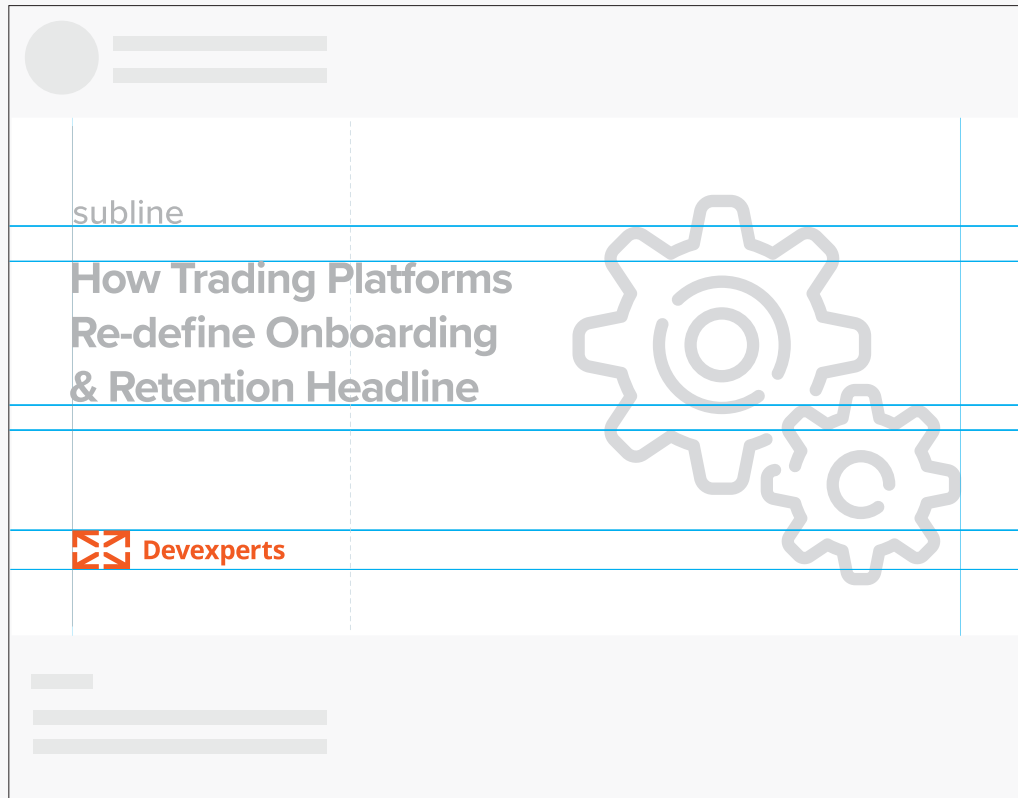
abcdefghijklmnopqrstuvwxyz

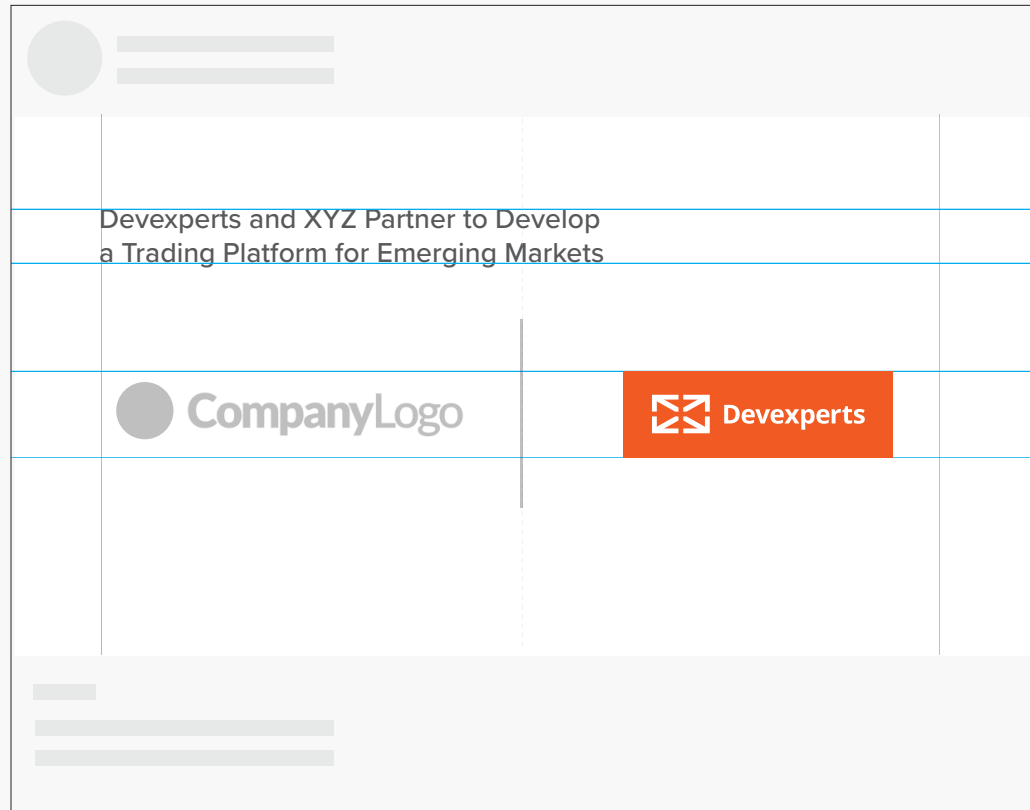
3.0

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

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