

## **FIX Trading Community Brand Usage Guidelines**

The FIX Trading Community name and logo are valuable assets to the organisation. Third parties seeking to use the FIX Trading Community name and logo are asked to kindly adhere to the following brand guidelines, developed to protect the FIX Trading Community's reputation and profile.

### **About the FIX Trading Community brand name**

It is requested that the FIX Trading Community brand name is always written in full and not reduced to an acronym.

It is also requested that the word FIX within the brand name is always capitalised, as are the first letters of both the words 'Trading' and 'Community'.

### **About the FIX Trading Community tag lines**

The following tag lines can be used to accompany the FIX Trading Community name:

- Industry-driven, independent, neutral
- Addressing multi-asset business issues through standardisation

Please note that only the first tag-line will feature within the logo, and will be that used most commonly in conjunction with the organisational name. The latter is reserved for communications with parties unfamiliar with the work of the organisation.

### **About the FIX Trading Community logo**

The FIX Trading Community logo features two elements, the brand name (FIX Trading Community) and the tag-line (Industry-Driven – Independent - Neutral):



Both elements should be used together whenever the space allocated for the logo enables all text (especially the tag line) to be clearly read.

For situations where the logo is required and the space does not enable the full logo to feature with strong clarity, the following logo (which does not include the tag-line) may be used.



Please do not alter or animate the logo or add any other elements to it. Further logos should not be created for FIX Trading Community standards or additional initiatives, ensuring that there is consistent use of a single logo throughout the organisation.

The FIX Trading Community logo may only be used by third parties with permission from the FIX Trading Community Global Marketing and Communications Manager. All FIX Trading Community member firms are



provided with either a regular or premier global member firm logo, which they may use within marketing materials and on their website to promote their affiliation with the organisation.

Where ever possible, a minimum clear space should appear around the logo, the minimum requested is equivalent to the height of the capital letters used in the word 'FIX' in all directions.

It is preferable that the logo is used in colour on a white background. The word 'FIX' and the tagline 'Industry-driven – independent - neutral' appear in a dark-blue and the pantone colour for this is PMS Reflex Blue Uncoated. The pantone colour for the words in the light blue - 'Trading Community' appear in PMS 312 Uncoated.

Where a four colour print process is applied, please use the following colour guides:

Dark Blue:

- CMYK (Print): 100 100 23 27
- RGB (Digital): 29 12 99
- HEX (Digital): #1D0C63

Lighter Blue:

- CMYK (Print): 93 67 19 4
- RGB (Digital): 30 91 145
- HEX (Digital): #1E5B91

The typefaces used within the logo are:

- The word 'FIX' is a modified version of Gotham
- 'Trading Community' is Gotham Medium
- 'Industry-Driven – independent – neutral' is ITC Franklin Gothic Standard - Demi Compressed

In black and white applications the logo can appear completely in either black or all in white, depending on the background colour. No other colours or combinations of colours may be used. The black and white versions of the logo are as follows:





**Using the FIX Trading Community logo within official documentation**

Within official FIX Trading Community documentation (including formal letters, marketing materials etc.) the logo should consistently feature in the top right-hand corner of the artefact.

Within all presentations delivered at FIX Trading Community events or by persons representing the organisation at external events, the FIX Trading Community logo should feature on all opening slides and in the top right-hand corner of each individual slide.

The FIX Trading Community logo should consistently feature on each page of the organisation's website.

**Requests for future information**

If you would like guidance on any further aspects of how the FIX Trading Community brand, tag-line or logo should be used please contact:

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