

# INFINOX

TRADING POWER

Identity guidelines 2022 version 01.1

# Brand guidelines



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# Introduction

All INFINOX communications should be striking, engaging and consistent.

This document will provide you with guidelines for the correct usage of the INFINOX brand and it's sub brands IX Social, IX Prime and IX Partners. These guidelines allow us to keep a consistent look and feel wherever INFINOX products and services are promoted. This consistency will strengthen the INFINOX brand as a whole and communicate the personality and behaviour of the brand on any channel.

Our brand guidelines should be used alongside our INFINOX Voice Guide when creating print and digital materials for both internal and external use. It's intended as a tool to determine what to do and what not to do when presenting INFINOX and IX company branding.

Within the guide we will cover the key elements that define the INFINOX brand.

For any questions relating to the INFINOX Brand Guidelines, please contact the marketing team at: [marketing@infinox.com](mailto:marketing@infinox.com)



## Brand narrative

INFINOX is a globally recognised FX & CFD broker, regulated since 2009. We have a presence in over 15 countries, providing competitive trading conditions and premium client service worldwide.

Our management team has over 100+ years of industry experience, we are focused on putting clients first. We have the experience to prove it.

INFINOX's core mission is to make financial trading accessible to everyone. Through forward thinking, professional services and a personable approach, we aim to connect anyone to the markets.

### Our core principles are:

- **Integrity** - Integrity of the highest standards. We say what we mean and mean what we say.
- **Ambition** - Think outside the box and think big to best serve clients.
- **Service** - Go the extra mile with our team, so we go the extra mile with our clients.
- **Inspiration** - Innovate and create today, to inspire what we do tomorrow.
- **Excellence** - Relentless high standards. Tomorrow the bar is raised again.



# Brand Marks

## Logos



The INFINOX logo is our main brand element. Instantly recognisable, the INFINOX logo must be used consistently. The inclusion of the yellow 'Piece of the Pie' triangle brand mark is a visual shorthand for our brand, helping to make INFINOX unique and distinctive. This brand mark has been carefully designed and should not be altered in any way.

Logo

## Variations

### PRIMARY LOGO

**INFINOX**  
TRADING POWER

### WITHOUT STRAPLINE

**INFINOX**

This logo must always be used in its entirety. We use the full colour logo for signage, stationery and light biased artworks. If using the logo in dark containers or on-top of dark imagery, please use the reverse or white logos for clarity. The brand preference is to use the primary logo variant wherever possible.

There are variations of the INFINOX logo with taglines. We recommend using the non-tagline version wherever the logo size is small. If the primary version of the INFINOX tagline logo does not lend itself to a situation such as an area with width restrictions, use the stacked variant to ensure that the logo is carried at the best size.

### FOR DARK BACKGROUNDS

**INFINOX**  
TRADING POWER

### FOR YELLOW BACKGROUNDS

**INFINOX**  
TRADING POWER

### MONO USAGE

**INFINOX**  
TRADING POWER

**INFINOX**  
TRADING POWER

### SMALL USAGE

**INFINOX**

**INFINOX**

**INFINOX**

Logo

## Variations

SECONDARY LOGO

INFINOX

TRADING POWER

FOR DARK BACKGROUNDS

INFINOX

TRADING POWER

FOR YELLOW BACKGROUNDS

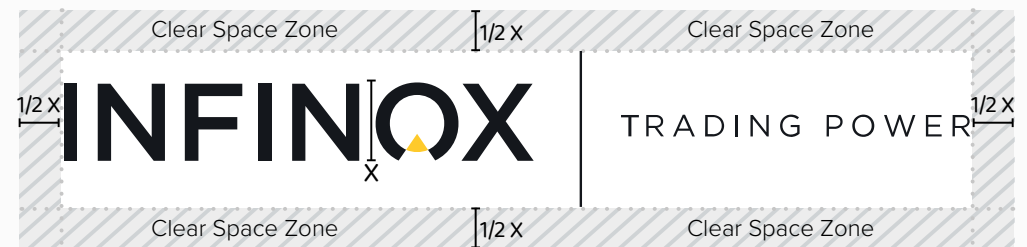
INFINOX

TRADING POWER

## Logo

**Breathing space**

To ensure that nothing interferes with the logo's visibility, the use of a protective clearance zone is required. This makes sure it stands out from surrounding content.



IX sub logos

## IX family of brands

As with the INFINOX logo, the IX sub logos follow the same usage rules. All must be used in their entirety and consistently. The full colour logos are used for signage, stationery and light biased artworks. The reverse or white versions of the logos are to be used on top of dark imagery or in dark containers. However, the brand preference is to use the full colour positive version wherever possible.



IX Social is a community trading app which gives access to all the financial markets but with the added bonus of sharing knowledge, trades and experiences with like minded traders in the IX Social Community.



IX Partners are the center of what we do. We use the IX Partners brand to on board and manage our affiliates and introducing brokers. Built on trust, results and exceptional service, our IX Partner brand appeals to professional financial professionals.



IXO Prime is a specialist liquidity provider, serving professional clients with institutional-level liquidity. A personal touch, built on global trading infrastructure, cutting edge technology and competitive pricing.



Our proprietary trading platform IX Exchange, giving clients access to over 20,000 investments – including equities, ETFs and bonds on all major global exchanges – from one account.



## Logo

## Brand mark

The INFINOX 'O' symbol is an important part of our brand identity. It may be used on its own to add visual interest, however it should be treated with respect as it forms an integral and distinctive part of the INFINOX branding system.

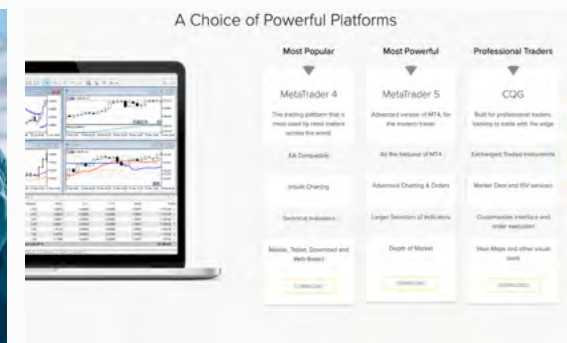
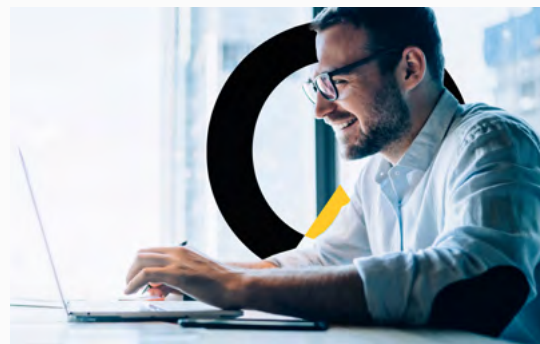
**DO NOT** distort the symbol's overall shape.



## EXAMPLE APPLICATIONS

## 'Piece of the pie' triangle

The yellow triangle symbol acts as a subtle reminder of the INFINOX logo. It should be used as a distinctive UI element.



## General rules

## Incorrect logo usage

Now that we have outlined the correct way that the brand should be applied, it is also important to point out the 'no-go' scenarios.

## LOGOS

**INFINOX**  
TRADING POWER

- X** Always use corporate and product logos in the correct proportion.  
**DO NOT** stretch or compress.

**INFINOX** | TRADING POWER

- X** Always use corporate logo at 100% opacity.  
**DO NOT** reduce transparency.



- X** Always use the correct logo for a situation. If using a busy background ensure that a mono color option is used.  
**DO NOT** use the full color logo on busy backgrounds or use light variations on light colour backgrounds.

**IXSOCIAL**  
TRADE TOGETHER  
Time and market tested data analysis toolkit that is constantly expanding in scope and applications.

- X** Ensure that clear space is maintained.  
**DO NOT** let type or other elements encroach on the logo. Let it breathe.

**IXPARTNERS**  
PREMIUM PARTNERSHIPS

- X** **DO NOT** re-colour the logos. Only use the variants supplied.

**IXPRIME**

- X** **DO NOT** crop or bleed off the logo at all. Make sure that it is completely visible on any material on which it is used.

# Colour

## Colour palette

### Primary colours

To establish our unique visual style we have utilised a particular set of colours. The consistent use of these colours will help our customers instantly recognise INFINOX branding and ensure maximum visibility.

CMYK colours should be used when producing print material. When producing PowerPoint presentations or digital assets, RGB values should be applied. HTML colours should be used for the web and any online applications.

Pantone should only be used for printed materials when specifically requested by a vendor.



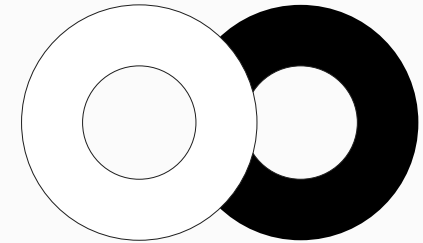
#### IX yellow

RGB: 255/205/5  
CMYK: 0/20/98/0  
HTML: #FFCD05  
Pantone: 109C



#### IX charcoal

RGB: 30/30/30  
CMYK: 75/65/60/80  
HTML: #1E1E1E  
Pantone: 419C



#### IX white

RGB: 255/255/255  
CMYK: 0/0/0/0  
HTML: #FFFFFF  
Pantone: N/A

#### IX black

RGB: 29/29/27  
CMYK: 0/0/0/100  
HTML: #1d1d1b  
Pantone: N/A

### Secondary / Complementary colours

The secondary colour palette is used to support and complement the primary colour palette.

These colours should be reproduced accurately across both printed, online and digital collateral.

CMYK colours should be used when producing print material. When producing PowerPoint presentations, RGB values should be applied. HTML colours should be used for the web and any online applications.



#### IX dark grey

RGB: 84/80/81  
CMYK: 60/53/49/45  
HTML: #545051



#### IX mid grey

RGB: 139/139/135  
CMYK: 46/35/38/17  
HTML: #8b8b87



#### IX snow

RGB: 237/237/235  
CMYK: 8/6/8/0  
HTML: #ededeb



#### IX ice

RGB: 238/244/249  
CMYK: 8/2/2/0  
HTML: #eef4f9

### Accent colours

The accent colour palette is used mainly for digital applications and specifically buttons and markers. They may also be utilised within graphing applications as a highlight.



#### Accent blue

HTML: #5ea9de



#### Accent green

HTML: #8dc63f



#### Accent purple

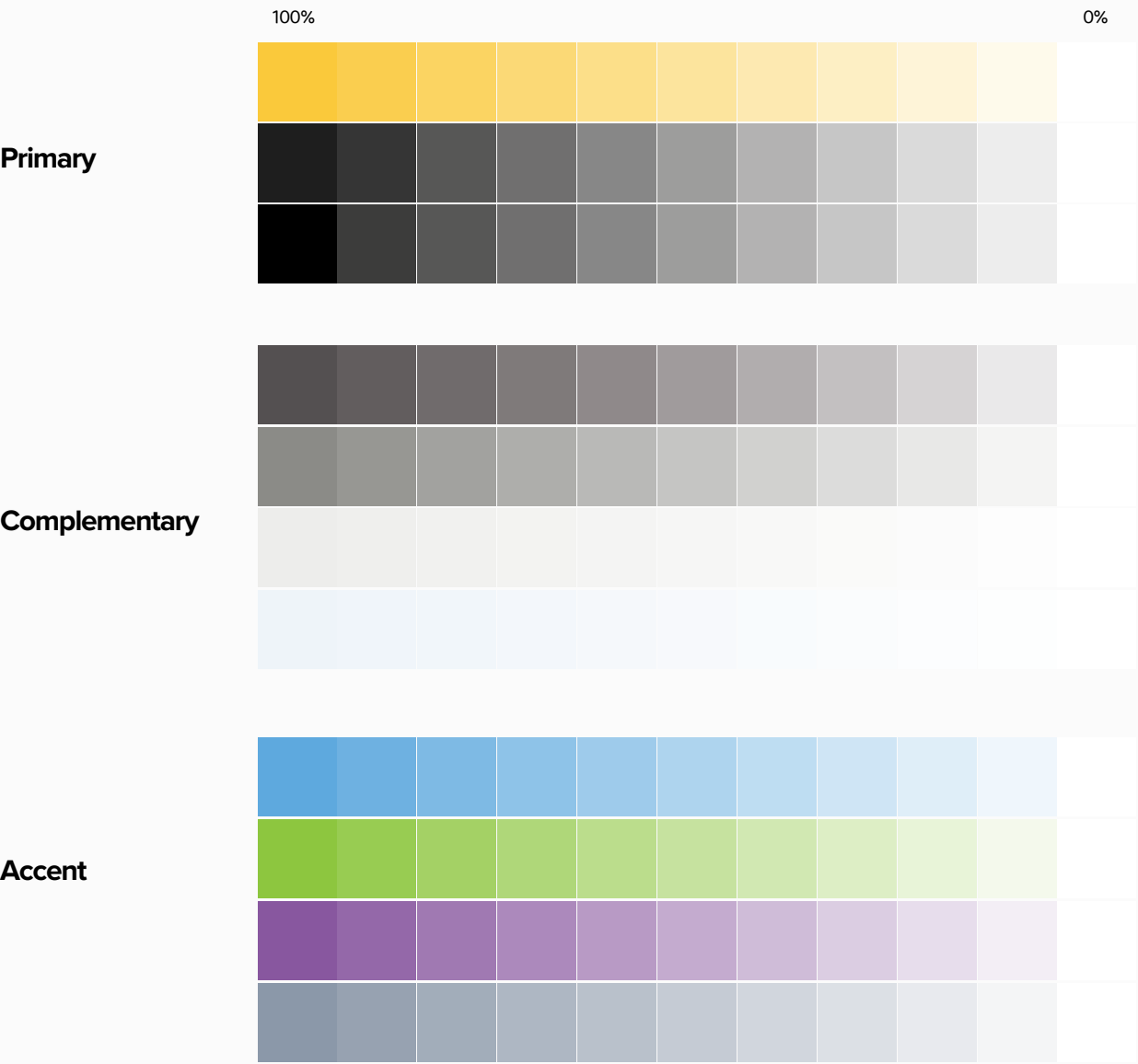
HTML: #88579f



#### Accent steel

HTML: #8b98a9

# Colour ramps



# Typography

## Primary typeface

# PROXIMA NOVA

Stylistically, Proxima Nova straddles the gap between typefaces like Futura and Akzidenz Grotesk. The result is a hybrid combining humanistic proportions with a somewhat geometric appearance.

# ARIAL

Microsoft Suite Office applications

Our primary typeface is the Proxima Nova family. Please note that this is a design font and is not available on all software.

Our substitute typeface, Arial, is available to all employees and should be used when creating documents using MS Office.

Proxima Nova is most suitable for headlines and subheads of all sizes.

By using this typeface in all visual identity applications, a distinctive and unique visual quality can be established across all communications, helping to differentiate INFINOX from its competitors.

### PROXIMA NOVA LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%&\*!?

### PROXIMA NOVA REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%&\*!?

### PROXIMA NOVA SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%&\*!?

### PROXIMA NOVA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%&\*!?

## Multi-Language typeface

# NOTO SANS

Beautiful and free fonts for all languages

When text is rendered by a computer, sometimes characters are displayed as "tofu". They are little boxes to indicate your device doesn't have a font to display the text.

Google has been developing a font family called Noto, which aims to support all languages with a harmonious look and feel. Noto is Google's answer to tofu. The name noto is to convey the idea that Google's goal is to see "no more tofu". Noto has multiple styles and weights, and is freely available to all. The comprehensive set of fonts and tools used in our development is available in our GitHub repositories.

Download here: <https://www.google.com/get/noto/>

Noto Sans is the primary font for all multi-language applications, both digital and print based. Available in over 582 languages, it has a close visual similarity to our primary Proxima Nova typeface due to its sans serif style.

NOTO SANS CJK JP

這是使用NOTO SANS的多語言字體應用程序的示例

NOTO SANS CJK JP

NOTO SANS를 사용한 다국어 서체 응용 프로그램의 예입니다.

NOTO SANS ARABIC

د دعتم فرحم قيبطت ىلع لاثم اذه  
NOTO SANS مدختسي تاغللا

NOTO SANS THAI

นี่คือตัวอย่างของแอปพลิเคชันแบบอักษรหลายภาษาโดยใช้ NOTO SANS

Typographical application

## Website type application

### IX Main text styles

#### Home hero titles h1

font-size: 65px  
line-height: 68px  
font-family: proxima-nova, sans-serif  
font-weight: 300/600 (Light/SemiBold)  
font-style: normal;

#### Note

(responsive mobile size)  
font-size: 55px  
line-height: 58px

#### Main-title h1

font-size: 36px  
line-height: 44px  
font-family: proxima-nova, sans-serif;  
font-weight: 300/600 (Light/SemiBold)  
font-style: normal;

#### Sub-titles/large body copy

font-size: 20px  
line-height: 28px  
font-family: proxima-nova, sans-serif;  
font-weight: 300/600 (Light/SemiBold)  
font-style: normal;

#### Body copy

font-size: 16px  
line-height: 24px  
font-family: proxima-nova, sans-serif  
font-weight: 300/600 (Light/SemiBold)  
font-style: normal

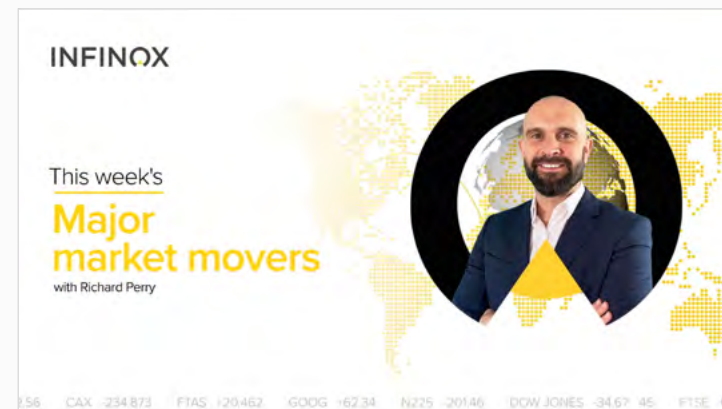
#### Small copy

font-size: 14px  
line-height: 24px  
font-family: proxima-nova, sans-serif  
font-weight: 300/600 (Light/SemiBold)  
font-style: normal

### Videography type application

When creating video banners for social media usage we have found that we need to make the font weights greater to enhance legibility. We therefore recommend that only Proxima Nova Regular is used for main copy and Proxima Nova Bold for headlines.

We have created a specific set of web style sheets for the Infinox brand and associated sub brands. Do view the complete online guide please [click here](#)



# Print Typesetting

**TITLE LEADER**  
Proxima Nova Light  
12pt / 15pt leading  
Color IX Charcoal

**TITLES**  
Proxima Nova Semibold  
24pt / 24pt leading  
Color IX Charcoal

**SUB TITLE**  
Proxima Nova Light  
17pt / 20pt leading  
Color IX Charcoal

**PARA TITLE**  
Proxima Nova Semibold  
11pt / 14pt leading  
Color IX Yellow

**INTRO PARA**  
Proxima Nova Light  
11pt / 14pt leading  
Color IX Mid Grey

**BODY COPY & BULLET POINTS**  
Proxima Nova Light  
9pt / 11pt leading  
Color Black

**QUOTATIONS**  
Proxima Nova Semibold  
21pt / 21pt leading  
Color IX Dark Grey

**Please Note:** White space is an important part of the overall brand look and feel. Try to ensure that type on a document or digital artwork remains uncluttered. A message can be lost or diluted when too much information is placed next to it.

You may also use the primary INFINOX colour palette to emphasise words in a title to help deliver a point or message. This is especially useful within advertising scenarios.

Typesetting case study

## We have the **power** to deliver

### Highly advanced trading tools and platforms

**Global execution on a wide array of markets**

INFINOX is a globally recognised FX & CFD broker, regulated since 2009. We have a presence in over 15 countries, providing competitive trading conditions and premium client service worldwide.

Trading Forex (FX) is one of the most popular ways to trade CFDs. With the markets reacting to geo-political and economic stimuli every day, it's a great way to speculate on world events. Forex Traders buy and sell about \$5trn of Forex daily, which creates liquid markets that offers opportunities for all types of traders.

- Take advantage of the most popular and liquid market, the most popular instruments traded worldwide, 24 hours a day
  - Trade on the world's biggest stock markets, with the opportunity to profit from bull and bear markets
  - The world's most precious assets could hold the greatest opportunity. Trade Gold, Silver, Oil and other instruments
- Brands you know and popular companies from all over the world can all be traded in an instant
- Speculate on a range of instruments including indices, precious metals, energies and commodities

## “We help you take control of your expansion on-premises, in the cloud and in-between.”

## Type application and layout example

### 04.

#### Use **IX Social** to grow your business

IX Social is a mobile trading app from INFINOX, connecting traders to the markets, and providing easy access to follow or copy first in class trading strategies. The app also allows the user to engage and interact with other clients and expert traders.

##### Features:

**Copy Trading**  
Copy your chosen strategies, set your risk parameters and allow the app to auto trade for you.

**Social Trading**  
View other traders and follow their trading activity. Access groups that offer additional market content and trade ideas.

**Engagement**  
Like, comment, copy, follow, reverse and trade.

**Leaderboards**  
Traders, signal and strategy providers ranked by profitability.

##### Additional clients for you

IX Social has a global community. INFINOX are committed to growing the network. By being an IX Social Strategy or Signal Provider you have the opportunity to showcase your services to a new, untapped and growing audience.

IX Social attracts users from Africa, Latin America, Middle East and Asia meaning they will all be able to see exactly what you do. Through IX Social you are able to showcase your services promote your website, subscription service, education courses and more.

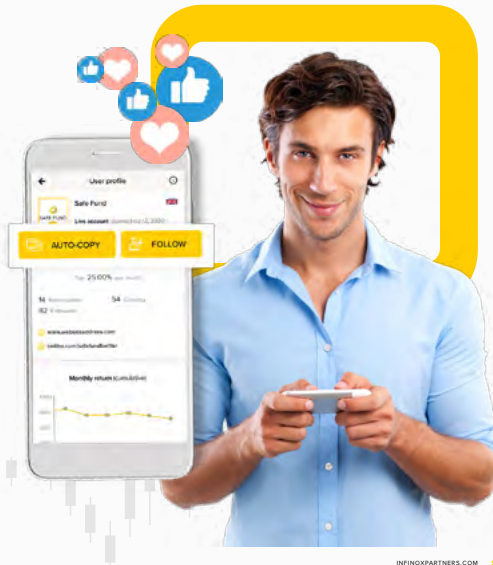
Build an additional revenue stream, backed by IX Partners & IX Social.

Join IX Social Now



PARTNER WITH A LEADING GLOBAL BROKER

**IX SOCIAL**  
TRADE TOGETHER



INFINOXPARTNERS.COM

**Rajan Naik**

Head of Marketing, INFINOX Capital

E: [raj.naik@infinox.com](mailto:raj.naik@infinox.com)  
T: +44 (0)20 3713 4510

Birchin Court, 20 Birchin Lane,  
London, EC3V 9DU

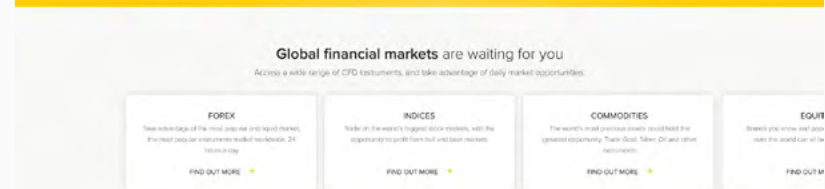
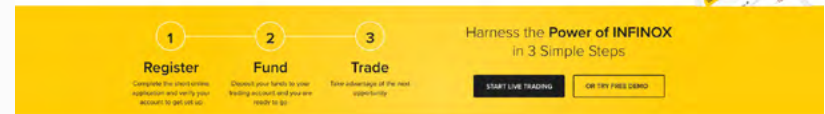
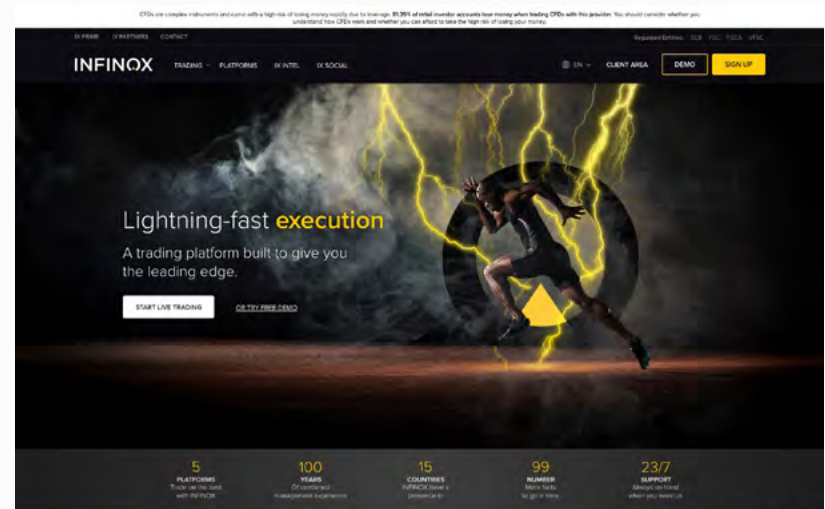
[www.infinox.co.uk](http://www.infinox.co.uk)  
[www.infinox.com](http://www.infinox.com)



**INFINOX**

Financial trading  
Discover **Forex**  
trading with the  
market leaders

DISCOVER MORE





Imagery

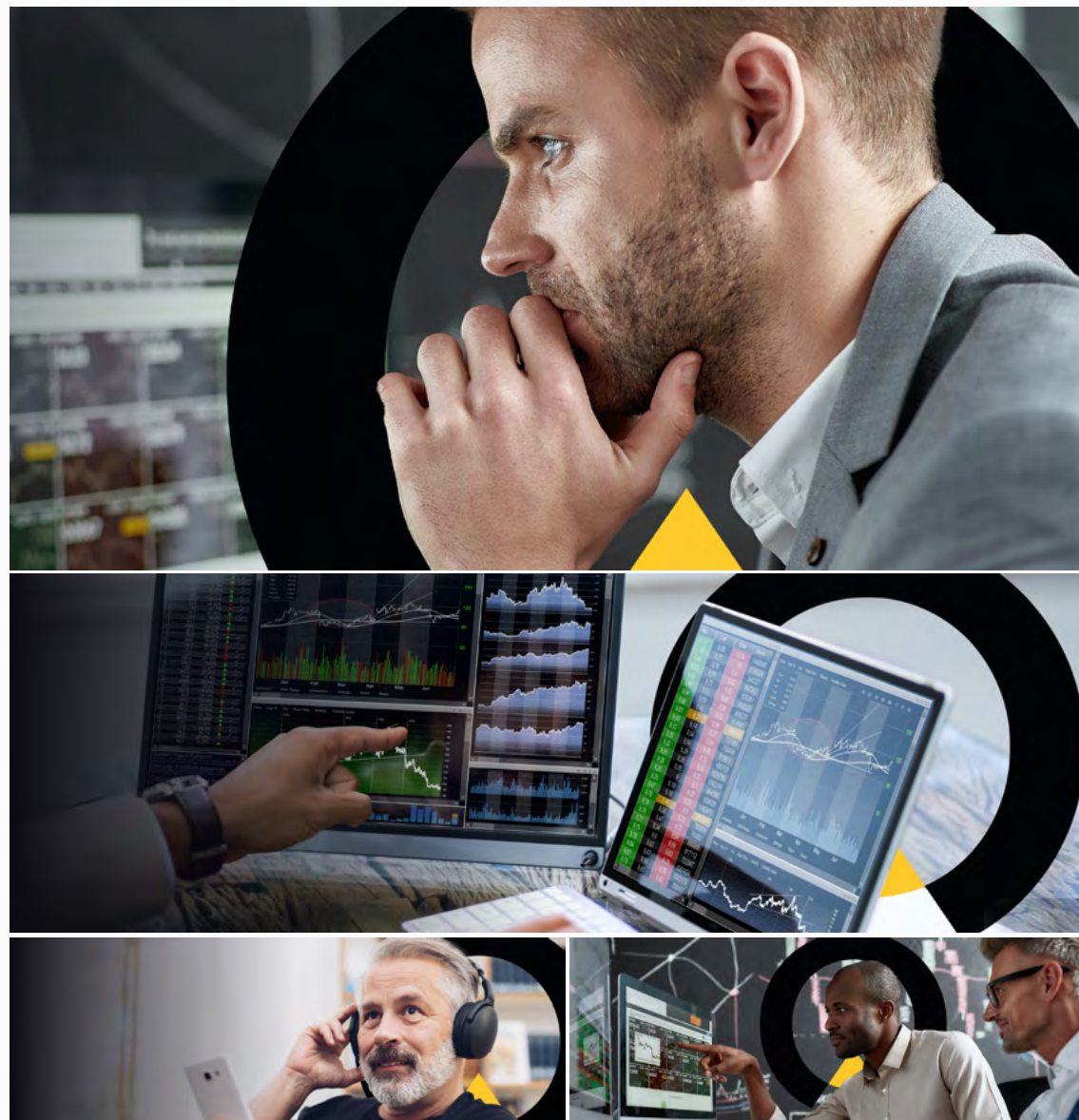
Image

## Application

### KEY FEATURES

We introduce the INFINOX icon into our imagery in order to create a clear association to our brand and distinction from our competitors.

- Position the icon where we can see the yellow triangle. Images must be carefully masked around the key subject of the photograph.
- Use the negative icon version if you have a dark background image.
- If you need typography to read on an image feel free to use a vignette from the primary colour palette.
- Ensure that the icon is used at an appropriate and balanced size. **DO NOT** have it as the main point of an image. It's also important that the icon is not too small so as to be hardly noticeable.
- If it is not possible to show the icon in a way that complies to the above rules then do not use it at all. If you have the option to substitute the image for one which will work then do so.

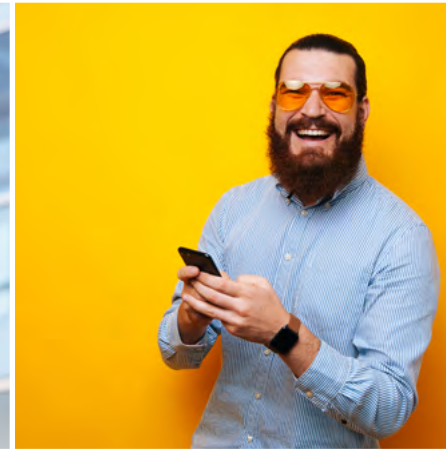


## KEY FEATURES

- Try to choose images that are not obviously staged or posed.
- Our images do not show negative emotions. Instead we show images that show confidence and positivity.
- Our imagery is primarily technology focused with a personal touch. Wherever possible, utilise shots of people using INFINOX trading technology on a device or desktop setup that is reflective of the audience that you are targeting. I.e IX Social will lean towards non-professionals using mobile devices and IX Prime / Partners will be professionals with multi-screen trading set-ups.
- Use images that have a strong focal point to the subject and technology.
- Choose images that are suited to the region of your prime audience. There is a deep and rich variety of photography available.

**Please note** that assets do not need to be region specific when used for marketing within the region of Thailand. In this instance Western style imagery is the preference of the audience.

- **DO NOT** be gender, age or race biased. We are a multi-cultural and multi-gender company that is proud to practice and promote diversity. Our clients reflect this and so must our imagery.



Photographic examples

## Region specific

INFINOX

نن عادي إل نآل لب قن  
هي مقر لآل م عمل قيرط

INFINOX | TRADING POWER

Now accepting  
Cryptocurrency  
deposits

INFINOX

利用史诗般规模的实时多资产  
交易的力量。

## Imagery

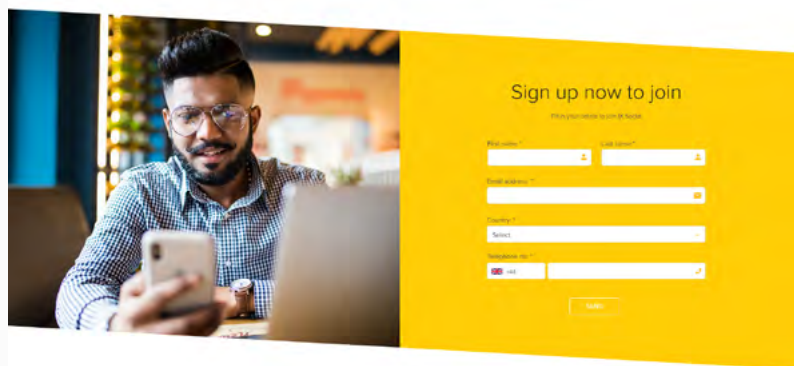
## Devices and containers

We have developed a series of graphic elements that although subtle, help reinforce the brand in its application. They may be used individually or combined in order to stylize your work.



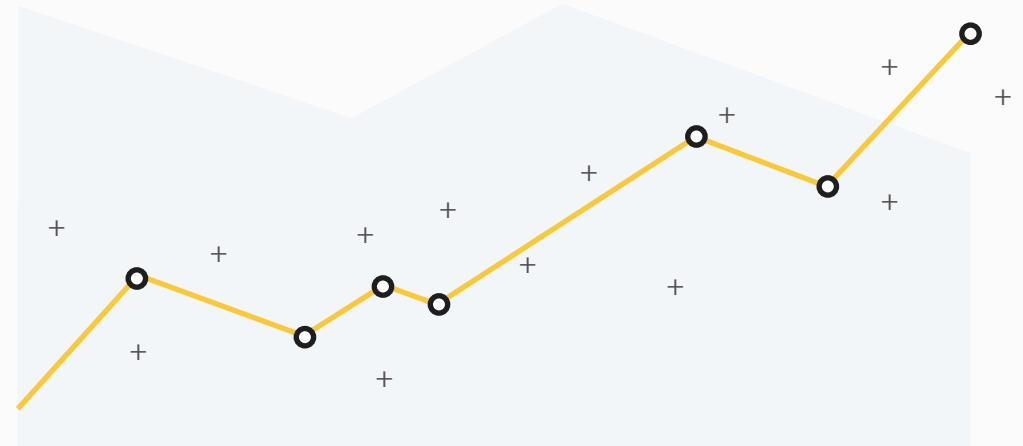
### 1. Logo container

We use a white rectangular container for logo placement. The container bleeds off of the artwork on one edge only. Adhere to breathing space rules for the logo placement. Some exceptions can be made for exhibition layouts.



### 2. Angled containers

We use angled containers primarily on our digital artworks in order to create transitions zones and aesthetic impact.



### 3. Charting background images

We use a combination of subtle charting background graphics to help emphasise our financial trading offering.



### 4. Notched call-out boxes

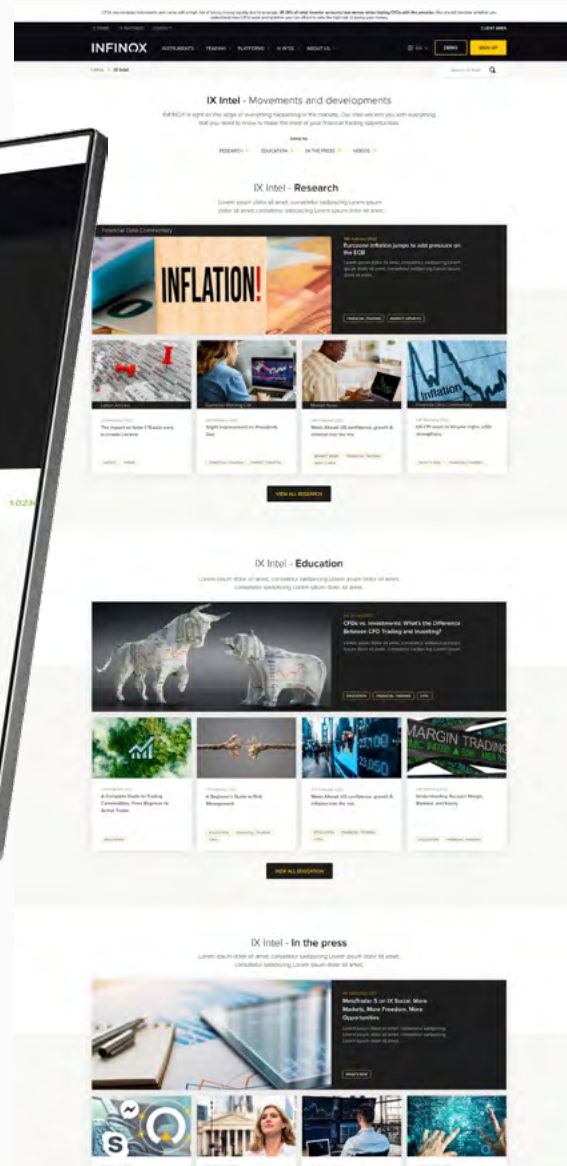
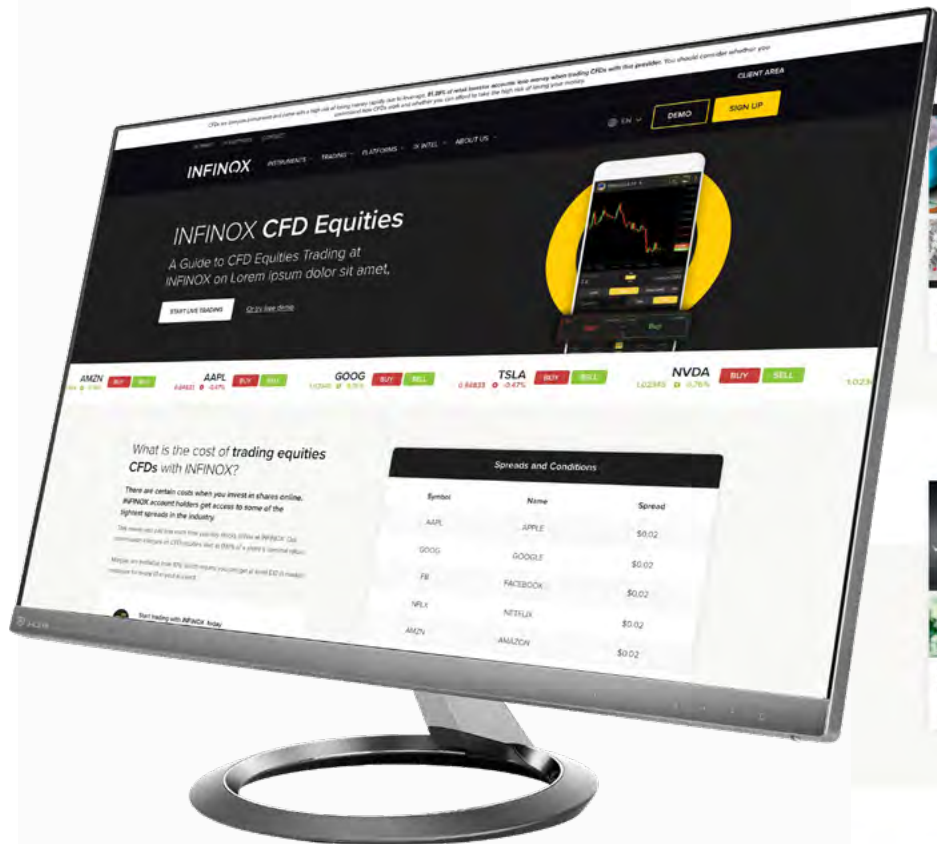
We use the triangle from the INFINOX icon to create a cut out in a solid INFINOX yellow box. This call-out box is then used for promotional or important information.



# Branding examples

## Digital branding

## Web examples



Digital branding

Mobile examples

TCUSD0.76%

BUYSELL

BTCEUR0.84833-0.47%

### Seize crypto trading opportunities today

INFINOX provides competitive spreads and leverage on over 40 crypto CFD products, so you can give your crypto trading a distinct advantage.

Make the most of opportunities in the crypto market, no matter which direction crypto prices take. Trade crypto with INFINOX today.

Crypto live prices			
BTCEUR	0.98765	-0.75%	TRADE →
DOGUSD	0.98765	-0.75%	TRADE →
ETHBCH	0.98765	0.50%	TRADE →
ETHXAU	0.98765	0.50%	TRADE →
BTCUSD	0.98765	-0.75%	TRADE →
BTCGDP	0.98765	0.50%	TRADE →

To see a complete list of Crypto prices, [click here](#)

INFINOX

Promo text - EVENT HAPPENING!

Text about the event to encourage click throughs and some more text.

FIND OUT MORE →

## Lightning-fast execution

Get ready to harness the speed of real-time multi-asset trading.

START LIVE TRADING

OR TRY FREE DEMO

5 PLATFORMS

Trade on the best with INFINOX

100 YEARS

Of combined management experience

11:49

Double Hedge

DOUBLE HEDGE

CopyFollow

Live account

Joined Jun 16, 2020

Followers

379

CoPIers

208

Signals

-

### Monthly return (cumulative)

Profitability

Return +710.28%

Max drawdown -100.00% High risk

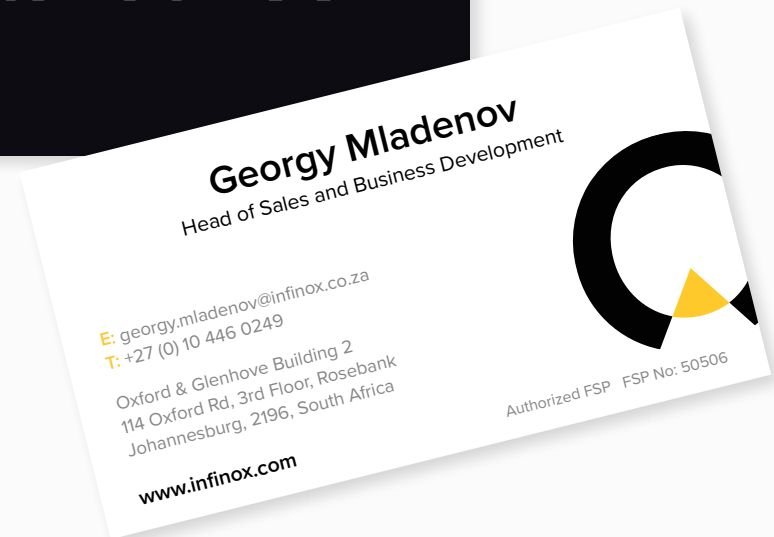
## Digital branding

### Digital banner examples



Print branding

## Stationary examples



Print branding

Brochure examples

06.

Payment Service Provider

Paytrust

Paytrust linked to the following banks:  
Maybank, CIMB, Public Bank, Hong Leong Bank, RHB



Country	PA Direct			
	Deposit Limit		Payout Limit	
	Minimum	Minimum	Minimum	Minimum
Thailand	THB 100	THB 500,000	THB 2,000	THB 500,000
Indonesia	IDR 50,000	IDR 100,000,000	IDR 200,000	IDR 100,000,000
Malaysia	MYR 10	MYR 50,000	MYR 50	MYR 50,000
Vietnam	VND 60,000	VND 300,000,000	VND 1,200,000	VND 300,000,000

Turnkey	Malaysia	Thailand	Indonesia	Vietnam
MDR	2.6%	2.6%	2.6%	2.6%

Turnkey	Malaysia	Thailand	Indonesia	Vietnam
MDR	1.6%	1.6%	1.6%	1.6%

PARTNER WITH A LEADING GLOBAL BROKER

04.

Use IX Social to grow your business

**Features:**

**Copy Trading**  
Copy your chosen strategies, set your risk parameters and allow the app to auto trade for you.

**Social Trading**  
View other traders and follow their trading activity. Access groups that offer additional market content and trade ideas.

**Engagement**  
Like, comment, copy, follow, reverse and trade.

**Leaderboards**  
Traders, signal and strategy providers ranked by profitability.

**Additional clients for you**

IX Social has a global community. INFINOX are committed to growing the network. By being an IX Social Strategy or Signal Provider you have the opportunity to showcase your services to a new, untapped and growing audience. IX Social attracts users from Africa, Latin America, Middle East and Asia meaning they will all be able to see exactly what you do. Through IX Social you are able to showcase your services promote your website, subscription service, education courses and more. Build an additional revenue stream, backed by IX Partners & IX Social.

Join IX Social Now



PARTNER WITH A LEADING GLOBAL BROKER

INFINOXPARTNERS.COM 7.



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Print branding

## Brochure examples

**INFINOX** | TRADING POWER

고지 사항 : 이 보고서의 내용은 정보제공용으로만 제공됩니다. 개인의 투자 의사결정 및 판단으로 적용하지 않습니다

리드 생성  
초보자를 위한 투자- 어디서부터 시작해야 할까요?

투자 보고서 | 초보자를 위한 투자- 어디서부터 시작해야 할까요?

몇 있지만 그 중 하나가 금입니다. 금은 전 세계 투자자들에게 매력적인 노역을 기울이는 투자 항목임에도 불구하고 포트폴리오의 부분에 있어서 투자할 기회는 남아있다고 생각합니다.

를 표하는 분들에서 저에게 가격이 올라갈 수 있는 만큼 하락할 수도 있다고 말하는 데에서 기인하는 특성 중 하나를 말합니다. 투자자 사이의 공포심이 일 때, 금(金)은 항상 자금이 흘러 들어오는 상품이라는 것을 증명합니다. 금은 충격과 같은 위험을 피하는 용도의 자산으로 사용됩니다. 투자자들은 기타 다른 안전한 자산으로 선택합니다.

적절한 상품인 금을 구입하는 것은 고전적인 방법이고 이를 은행 금고에 넣을 수 있는 다양한 방법이나, 마찬가지로 관리 비용을 지불할 필요가 있습니다. 금에 투자하고자 합니다.

를 거래합니다.

크가 거래됩니다.

(USD)와 금(투자 항목)선물 항목(MT5 코드: GOLFR)을 거래하는 것이

75,937.2거래만이 이익을 창출하는 유일한 방법임을 기억해 주십시오.

2021년 7월 | 9

**INFINOX**

了解和交易外匯市場

Trading Foreign Exchange Market

**INFINOX**

了解和交易外匯市場

你還沒有完成本課堂的測驗!

以貨幣對來交易

當你透過經紀商或交易商來買賣貨幣時，你是以貨幣對來交易的。這可能聽起來有些令人困惑，但一經解釋就變得容易明白了。「對」是由兩種貨幣組成的，例如你有一對「歐元/美元」，那就是歐元和美元。

當你購買歐元/美元對，即代表你投入美元並賣出美元，也代表你認為歐元起比美元更堅挺。如果你交易歐元/美元對，並認為歐元起比美元更為疲弱，那麼你就會做空了歐元/美元這一對貨幣。這就增加如何以外匯對來交易。你是在假設一邊貨幣比另一邊強或弱的前提下交易的。

以下列出一些主要的外匯對



國家	貨幣對符號
歐洲&美國	EUR / USD
英國&美國	GBP / USD
澳洲&美國	AUD / USD
歐洲&加拿大	EUR / CAD
美國&日本	USD / JPY
新西蘭&美國	NZD / USD
英國&加拿大貨幣對符號	GBP / CAD

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Print branding

# Flyer examples



## IXO PRIME

The power of liquidity and technology

We are a market leading brokerage, working closely with our partners around the world since 2009 to deliver the technology and liquidity they need to run their business.

Our clients can access our suite of technology services, giving them the edge in a competitive market. The power of our relationships is to ensure our clients are successful, only then will we succeed. Our business means we will always be on hand to provide White Label Solutions, Liquidity, Trading Desks or Risk Management.

### Our offering

Prime Services from a multi-regulated, global brokerage

#### Liquidity services

Our multi-asset liquidity solution is equipped with competitive pricing, backed by a global trading infrastructure and, with over 300 trading instruments available, we have solutions to your needs.

#### White label

We provide options for you to white label our services across mt4 and mt5. With over 150 assets and a solution, your clients will have everything they need for regularity across a wide range of markets.

#### B3 market making

Selected by the brasil bolsa balcao stock exchange we are able to provide fx futures trading contracts for brazilian investors. Our years of success underpins the confidence from the b3 to allow INFINOX to be one of the only uk based companies to make this service available.

#### Risk management

Our experienced desk can help our part of their client flow, whilst reducing your costs. Our proprietary technology, regular reports and risk management are a perfect combination.



#### Futures & Options

Through the world's most recognised exchanges you will be able to find all the futures products you need. Whenever the markets present an opportunity you will be able to take advantage.

#### API trading

Clients demanding no-latency trading can connect directly to our infrastructure. Connect via our API to the right environment for algorithmic trading.

To find out more visit  
[ix-prime.com](http://ix-prime.com)




## Liquidity


INFINOX is a technology-driven liquidity provider, servicing a global range of clients. We provide multi-asset customised liquidity to a global reach of clients whose base consists of Hedge Funds, Brokers, Exchanges and professional traders.

### FX & CFDs


INFINOX taps into deep pools of liquidity from a range of sources including Prime of Prime, Tier 1 Bank and Market Makers. The wide range of liquidity sources means that through INFINOX you can access liquidity from the Major players in the FX & CFD industry, through one relationship.




Forex




Indices




Equities



Futures



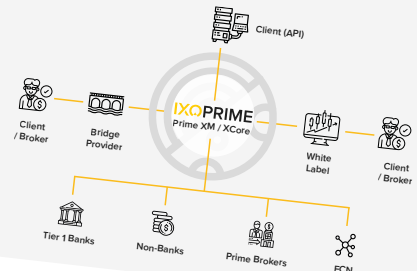
ETFs



Digital currency




### Connectivity

Tapping into our liquidity couldn't be easier. Any client, on any technology can tap into INFINOX Liquidity through a simple API Connection:



### Regulation

INFINOX has been regulated for over 10 years. Our global presence and regulated structure means we can provide you with Institutional services under a Regulated Structure that is most applicable to your requirements. INFINOX is authorised and regulated by the Financial Conduct Authority.



To find out more visit  
[ix-prime.com](http://ix-prime.com)

Print branding

## Event stands

**INFINOX**

**IXPARTNERS**  
Create a revenue stream from your traffic

- High payouts**  
Receive some of the highest commissions in the trading industry. Tailor a plan to suit your business.
- Partner portal**  
Track your performance with our cutting edge technology. Knowing exactly what your clients are trading and how much you will earn.
- Fast payouts**  
Time is money, receive your commissions to a schedule which is tailored to your requirements - even on a daily basis.
- Multi regulation**  
Have trust in your partnership with us. We are regulated in multiple jurisdictions meaning your clients are looked after.

**IXSOCIAL**  
Automate your trading with our mobile app

**Community trading**  
Be part of one of the fastest growing trading communities. Share, Learn, Socialise!

**Social trading**  
Share trade ideas, join trading groups and talk all things trading.

**Copy trading**  
Copy successful traders, your risk and limits from the best!

**Trade in App**  
Take your own trade, a leader or a savvy.

CFDs are complex instruments and come with a high risk of losing money rapidly due to leverage. 72.6 % of retail investor accounts lose money when trading CFDs with INFINOX.

**INFINOX**  
TRADING POWER

**The power to trade**

Harness the power of real-time multi-asset trading on an epic scale.

- Multi regulated**
- Premium support**
- Partner programme**
- Copy trading**

**infinox.com**

CFDs are complex instruments and come with a high risk of losing money rapidly due to leverage. 72.6% of retail investor accounts lose money when trading CFDs with INFINOX. You should consider whether you understand how CFDs work and whether you can afford to take the high risk of losing your money. INFINOX Capital is a registered trading name of IC Capital Group Limited, authorised and regulated by the Securities Commission of The Bahamas (the SCB) under Registration Number SIA P-055. INFINOX Limited is authorised and regulated as an Investment Dealer by the Financial Services Commission (FSC) of Mauritius under Licence Number 0802003632. INFINOX is a trademark belonging to INFINOX Capital Ltd, a registered company in the United Kingdom under company number 08584855. INFINOX Capital Ltd is authorised and regulated by the Financial Conduct Authority under Registration Number 1091052.

**INFINOX**

Brand resources

INFINOX branding

## Additional guides

### Voice guide

The INFINOX brand is not just about how it is applied visually, it is equally important that we convey the correct tone to our audience. Tone of voice is what gives INFINOX personality and what determines how our audience perceive and react to us.

We need to be consistent in our tone in order to create a strong brand. The INFINOX Voice guide will help you to achieve this.

### Download



INFINOX branding

## Resource kits

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### Logo suites

Access the full suite of INFINOX logos and sub product logos. Suitable for both print and digital applications.

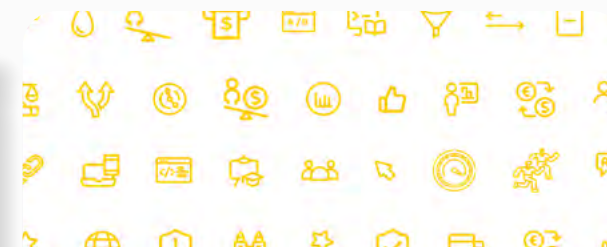
**Contact:** [alice@formadvertising.co.uk](mailto:alice@formadvertising.co.uk)



### Photo library

Access previously licensed RF photography for INFINOX. Photographs are broken down in regions and available as JPGs. You can also access PSD layered photography including the INFINOX brand icon.

**Contact:** [alice@formadvertising.co.uk](mailto:alice@formadvertising.co.uk)



### Iconography

Access previously utilised vector icons. These are available in both SVG and PNG formats.

**Contact:** [alice@formadvertising.co.uk](mailto:alice@formadvertising.co.uk)

### General resources links

The following links provide a suite of asset resources to enable you to adhere to the INFINOX brand successfully.

#### Fonts

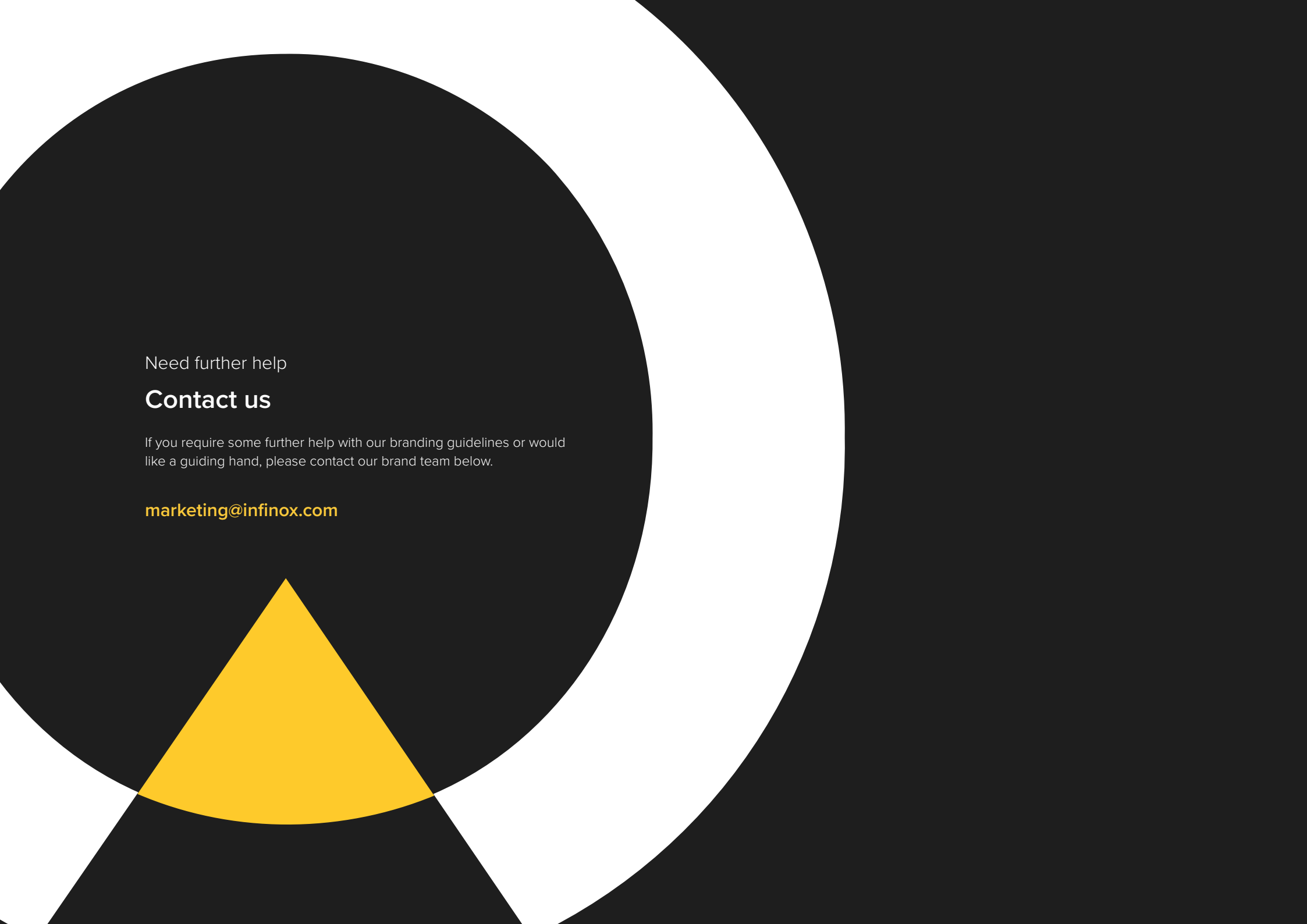
<https://fonts.google.com/specimen/Noto+Sans>  
<https://fonts.google.com/?query=proxima+nova>

#### Photography

<https://stock.adobe.com/>  
<https://www.istockphoto.com/>

#### Software

<https://www.adobe.com/uk/creativecloud.html>



Need further help

## Contact us

If you require some further help with our branding guidelines or would like a guiding hand, please contact our brand team below.

[marketing@infinox.com](mailto:marketing@infinox.com)