dxFeed

Media Kit

dxFeed is a subsidiary of Devexperts, focused on delivering financial markets information and services to buy-side and sell-side institutions within the global financial industry, specifically to traders, data analysts, quants, and portfolio managers.

Since its inception, dxFeed has built one of the most comprehensive ticker plants in the world, in addition to offering the broadest range of data services currently available by a single company in the space.

Financial data is delivered from various exchanges around the world, including North America and. We created this Guide to help our partners, clients, vendors and subcontractors share our dxFeed Brand Identity Items and how to use them correctly. Be sure to spend a couple minutes going through them before you start your project.

Please note that this Guide isn't exhaustive. Please contact **pr@dxfeed.com** if you have any doubts, or this Guide doesn't address your idea.

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A simple orange/grey logo type. This is the Primary version we use in our communications. Please see permissions for usage on the simple rules to follow page.

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Market Data Services & Solutions

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dxFeed

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We prefer the horizontal logo, but we do have a vertically aligned one. Here, the sign and the inscription are vertically aligned. It should be reserved for exceptional cases when it's impossible to insert a horizontal sign.

a

a   **dxFeed**

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Lorem ipsum dolor sit amet, consectetuer 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. Distance to the next element should be equal to the logo height.

C0 M0 Y0 K100

BLACK

#000000

C80 M60 Y50 K30

COOL GRAY 11C

#394755

C0 M80 Y100 K0

PANTONE 1665 C

#F4511E

C2 M5 Y4 K0

#DCE6EB

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DON'T

Use logo against a background with not enough of contrast.

DON'T

Outline the logo and its parts.

DON'T

Crop the logo, use unapproved colors.

DON'T

Use logo orange logo against dark background, rotate the logo

DON'T

Let the logo go out of proportions or use a drop shadow.

DON'T

Let the logo go out of proportions and use unapproved colors.
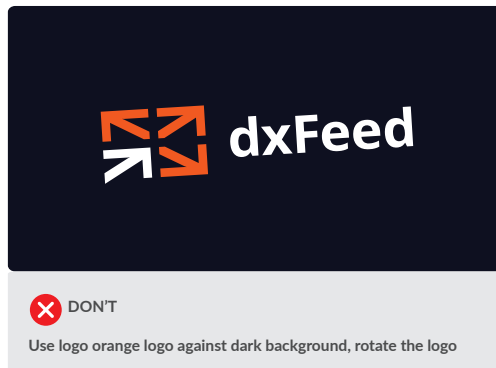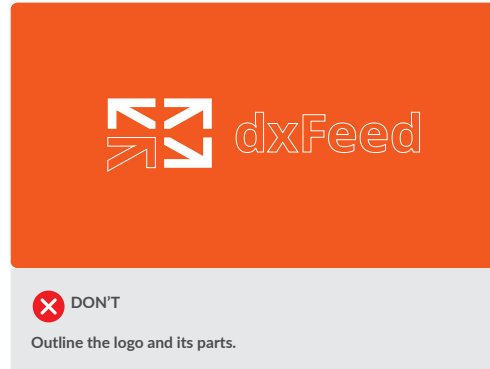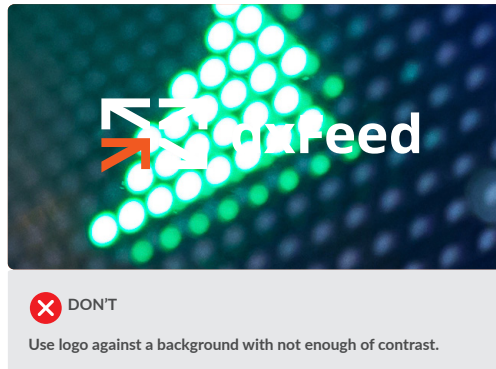
The dxFeed logo must not:
· be used against a complex background
· be used with unapproved color combinations
· be cropped, or be out of proportion
· be outlined, be rotated· be used with
 a drop shadow

Open Sans...

ABCDEFGHIJKLMNOPQRSTUVWXYZ //
?!&%@0123456789
abcdefghijklmnopqrstuvwxyz

Extrabold

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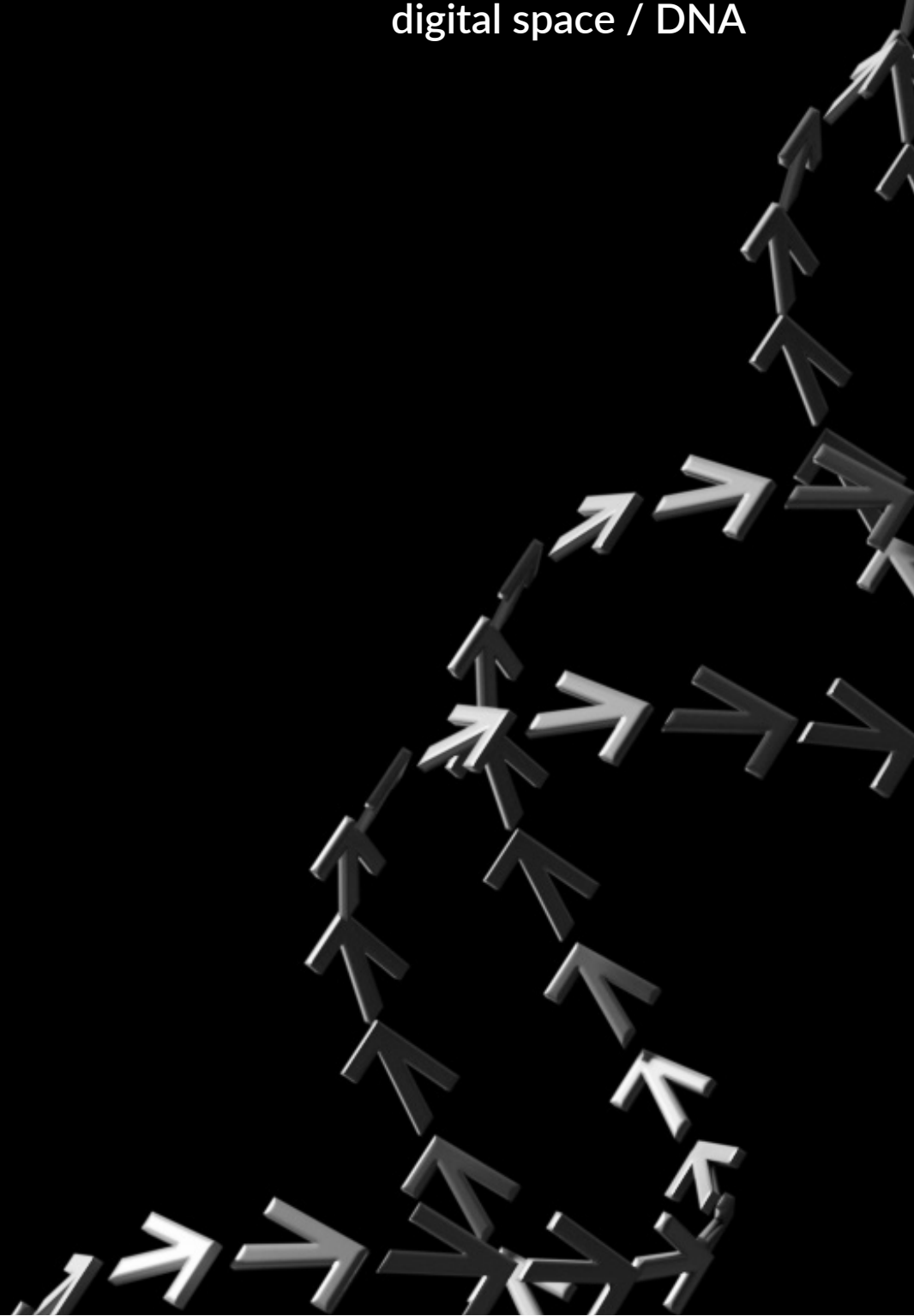**abcdefghijklmnopqrstuvwxyz**

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ //
?!&%@0123456789
abcdefghijklmnopqrstuvwxyz

Regular

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 chose a different font to improve its accessibility.
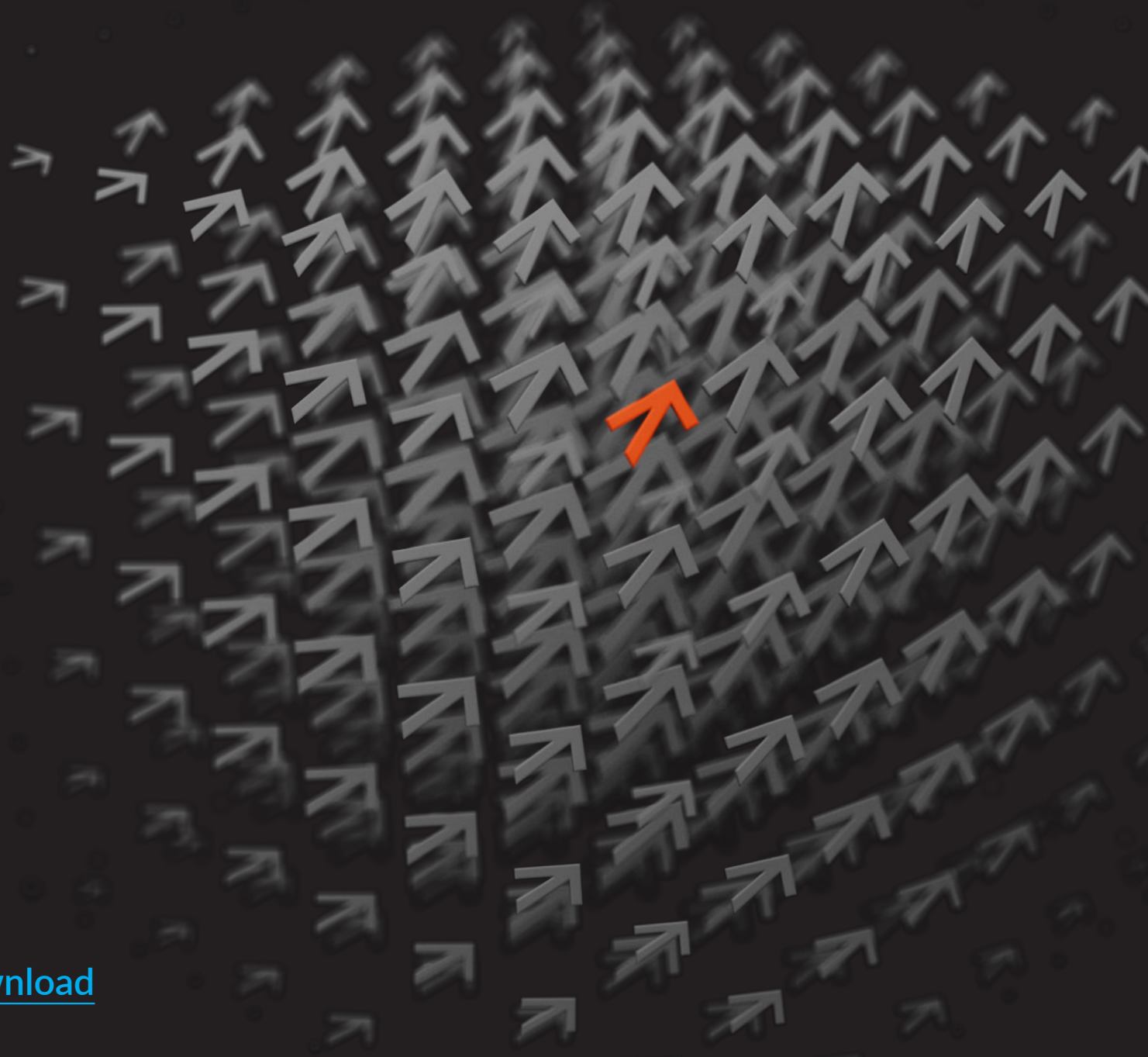
download

Tahoma...

ABCDEFGHIJKLMNOPQRSTUVWXYZ // ?!&%@0123456789
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ // ?!&%@0123456789
abcdefghijklmnopqrstuvwxyz

Tahoma is a system font. We use it for headers
and running text in presentations.

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news & social network posts

dxFeed Partners with XYZ Firma
to Make 10-year XYZ Data Avaliable

CompanyLogo

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#DCE6EB   background colour

simple rules to follow

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