



# **BRANDING AND MESSAGING GUIDE FOR AFFILIATES**

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The combination of the right affiliates and effective brand marketing is the key to the success of our industry-leading Affiliates Programme.

## What you need to know about using the HotForex brand

- ▶ Why become a HotForex affiliate
- ▶ About the brand
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  - ▶ Visual Identity
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## Why HotForex?

### **An award-winning affiliate programme**

The HotForex Affiliate Programme offers a host of unrivalled benefits.

- ▶ Free marketing tools and promotional materials
- ▶ Auto-rebate
- ▶ Fast payments
- ▶ Complete transparency
- ▶ Competitive commissions
- ▶ Multi-tier affiliate tracking
- ▶ Full statistics
- ▶ Commission paid for sub-affiliates



## About the Brand

### The HotForex Brand

As a HotForex affiliate you should not only promote, but embody the HotForex brand. You, and others like you, extend our reach; therefore, it is essential that you adopt our brand vision and purpose to ensure consistency.

Please read our brand guidelines carefully to ensure optimum alignment with our messaging ideals.

### Brand Values

#### **Openness, Honesty, Transparency**

Hotforex is open, honest and transparent. Clarity is essential when communicating with clients and messaging must be free of misleading content.

#### **Diversification**

HotForex offers FX and CFDs to retail and institutional clientele allowing them to effectively diversify their investments and, as a result, their risk.

#### **Security**

When it comes to safety of client funds HotForex does not compromise. We have developed long-standing relationships with well-known global investment banks and all client money is deposited in segregated accounts.

## Messaging

It is very important to communicate messages that do not mislead clients with promises of easy money. Trading demands skill and at HotForex we want our clients to acquire the knowledge they need to be successful by studying our educational resources and practicing on a demo account before investing their own money.

Avoid the use of:



- ▶ money making images
- ▶ easy money
- ▶ pay for college/ university/ holidays
- ▶ early retirement

Select promotional materials from the HotForex Affiliates portal and always use the approved HotForex logo. (See page 10 for specifications)

Promote:



- ▶ Current Bonuses
- ▶ Security
- ▶ Spreads
- ▶ Platform
- ▶ Mobility

### **Avoid copyright violations when selecting domain names**

When you choose your domain name/ URL, please ensure that you do not use the HotForex brand name in any way that may violate our copyright.

Examples of incorrect usage:



[www.hfeu-trading.com](http://www.hfeu-trading.com)

Examples of correct usage:



[www.yourdomain.com/hotforex-trading](http://www.yourdomain.com/hotforex-trading)



[www.yourdomain.com/broker-hotforex](http://www.yourdomain.com/broker-hotforex)

## Do you comply?

Please ensure that you comply with all regulatory guidelines outlined below. As our affiliate, your site(s) and promotions should comply with our regulators' requirements:

Decide whether you are fully compliant with regulations by reviewing the following guidelines to ascertain whether your financial promotions are clear, fair and not misleading.

▶ **Risk warning:**

Disclaimers and risk warnings must be displayed in the same font size as the body text and should be clearly visible. Please include the appropriate risk warning with your financial promotions:

**Long:**

**Risk Warning:** Trading leveraged products such as Forex and CFDs may not be suitable for all investors as they carry a high degree of risk to your capital. Trading such products is risky and you may lose all of your invested capital. Before deciding to trade, please ensure that you understand the risks involved, taking into account your investment objectives and level of experience.

**Short:**

**Risk Warning:** CFDs are leveraged products and carry a high degree of risk.



▶ **Clarity:**

Every piece of information that you publish about HotForex should be easy to read, clear and honest. Accuracy is vital so please ensure that any data and information that you offer can be supported. Add sources to back-up data either as a footnote or next to numerical/ graphical data.

▶ **Financial Advice:**

Please ensure that you do not offer any information that could be construed as financial advice or recommendation without adding the following disclaimer:

**Disclaimer:** This material is considered to be a marketing communication and is provided for information purposes only. Nothing in this communication contains, or should be considered as containing, investment advice/ recommendations or as a solicitation for the purpose of purchase or sale of any financial instrument.





## Visual Identity

**HotForex** is one word.

Ensure that the **H** and the **F** are always capitalised.

Other letters should be lower case.

### **The HotForex Portal**

The HotForex Affiliates Portal contains everything you need: banners, landing pages, videos, widgets, avatars/ wallpapers, websites, brochures and email templates ready for you to download.

If you wish to use an alternative design, please contact us for approval before use.



## Logo Specifications

### HotForex Logo

You can find all the promotional materials that you need in our affiliate portal. If you can't find what you are looking for or have a question, please contact us.

### Dos and Don'ts

Our core logo and its variants are designed to be used in a certain way. Take a look at examples of correct and incorrect usage.



## Colours

When promoting HotForex, please use the following colours:



**Black**

RGB: R35 G31 B32

CMYK: C0 M0 Y0 K100

HEX: #231F20



**Red**

RGB: R215 G25 B32

CMYK: C0 M100 Y100 K10

HEX: #D71920



**Grey**

RGB: R142 G142 B144

CMYK: C0 M0 Y0 K40

HEX: #a7a9ac



**White**

RGB: R255 G255 B255

CMYK: C0 M0 Y0 K0

HEX: #FFFFFF



We are always happy to hear from potential and existing affiliates, so please get in touch to find out more about the award-winning HotForex Affiliate Programme.

# Thank you