



BRANDING AND MESSAGING GUIDE FOR AFFILIATES

October 2018

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



What you need to know about using the HotForex brand

- ▶ Why become a HotForex Affiliate
- ▶ About the brand
- ▶ Brand Values
- ▶ Messaging
- ▶ Copyrights
- ▶ Regulatory requirements
- ▶ Risk Warnings
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Why HotForex?

An award-winning Affiliate program - The HotForex Affiliate Program offers a host of unrivalled benefits.

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



About the Brand

▶ **HOTFOREX BRAND:**

HotForex Affiliate Program is dedicated for those who have good knowledge of online marketing or run a successful website to be remunerated for introducing new clients to us. Your website/Social Media presence is your working tool, therefore make sure that you not only promote us actively, but that you also fully embody the HotForex brand. You, and others like you, extend our reach, so 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 any misleading content.

Diversification

HotForex offers CFDs on Forex and many more financial instruments to retail and institutional clientele allowing them to effectively diversify their portfolios 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. Any gains should not be presented as easy or realizable on a regular, systematic basis. You should not promise that any client can easily gain the same level of expertise in the markets as professionals have. Trading demands skill and at HotForex, we want our clients to acquire the knowledge they need in order to be successful by studying our educational resources and practicing on a demo account before investing their own money.

Avoid:



- ▶ money making images / luxurious life images

- ▶ phrases like:

easy money, stable return, generate constant profit, regular revenue, huge profits, pay for college/university/holidays, early retirement, gain financial freedom, change your life with Forex, remedy for financial problem, trading is simple, everyone can trade successfully, I made profit over the night, you also can

Promote:



- ▶ HotForex Account Types and Trading Instruments
- ▶ Security of Funds & Regulated Entity
- ▶ Low Spreads
- ▶ Platforms & Trading Tools
- ▶ Mobility
- ▶ Educational Materials & Webinars

Clients should never be misled that trading Forex and CFDs can bring them predetermined and estimated profit or return of investment. When reviewing various strategies, you should underline that **PAST PERFORMANCE DOES NOT GUARANTEE FUTURE RESULTS** and it always involves high risk of losing own capital. You should promote investing time in proper trading education rather than visions of unrealistic and easy gains.

Avoid:



- ▶ “over 200% profit in a year with just small deposit of 100USD...”
- ▶ “verified and profitable strategy that never failed...”
- ▶ “gain 25% consistent profit on a monthly basis with minimum loss...”

Encourage:



- ▶ “proper use of technical and fundamental analysis can boost your chances for successful trading...”
- ▶ “participating in webinars will help you improve your trading skills...”

▶ **COPYRIGHTS:**

Avoid copyright violations when selecting a domain and/or profile names

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 copyrights.



Avoid:

- ▶ www.hotforex-trading.com
- ▶ www.hotforex-traders.com



Use:

- ▶ www.yourdomain.com/hotforex-trading
- ▶ www.yourdomain.com/broker-hotforex

Social Media profile names:

When you choose your Social Media profile name, please ensure that you do not use the HotForex brand name in any way that may violate our copyrights or might mislead clients to believe the profile belongs to the company.



Avoid:

- ▶ HotForex Japan
- ▶ HotForex Brazil
- ▶ HotForex Support



Use:

- ▶ Forex Trading
- ▶ CFD Traders Japan

Regulatory Requirements

DO YOU COMPLY?

As our Affiliate please ensure that you comply with all regulatory requirements guidelines outlined below.

Always make sure that your promotion is clear, fair and not misleading.

RISK WARNINGS

Disclaimers and risk warnings must be displayed in the same font size as the body text on each web page and should be clearly visible. Please include the appropriate Risk Warning:

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.

Remember that trading opportunities involve high risk. The promotion of positive and negative aspects of trading should be balanced.



Avoid:

“Volatility creates opportunity”



Use:

“Volatility may create opportunity but involve high risk”

▶ **INVESTMENT ADVICE:**

Please ensure that you do **NOT** offer any information that could be construed as financial advice, recommendation or suggestion or simply a trading tip.

Avoid:



- ▶ Opinion on trading or the direction of markets/instruments e.g. *EURUSD should be sold at price...*
- ▶ Advice on investment strategies e.g. “trading on high volatility will profit the most...”

Promote:



- ▶ HotForex exclusive analysis - <https://analysis.hotforex.com/>
- ▶ HotForex Trading Tools (Economic calendar, Forex news, HotForex App)

Always refer only to reliable third-party Market Analysis, provide the source of information and add the below 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.



▶ **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 are correct. Please use only information that is published on our official website.



Avoid:

- ▶ Regulated worldwide



Use:

- ▶ Incorporated in St. Vincent & the Grenadines

When targeting clients, you should always mention only the products/services that are available to clients under HF Markets (SV) Ltd. Make sure your recipients are well informed:



- ▶ HF Markets (SV) Ltd often offers bonuses and trading contests.
- ▶ The maximum available leverage for clients of HF Markets (SV) Ltd is 1:1000

VISUAL IDENTITY

HotForex is one word. Ensure that the **H** and the **F** are always capitalised. Other letters should be lower case.

▶ **MARKETING MATERIALS:**

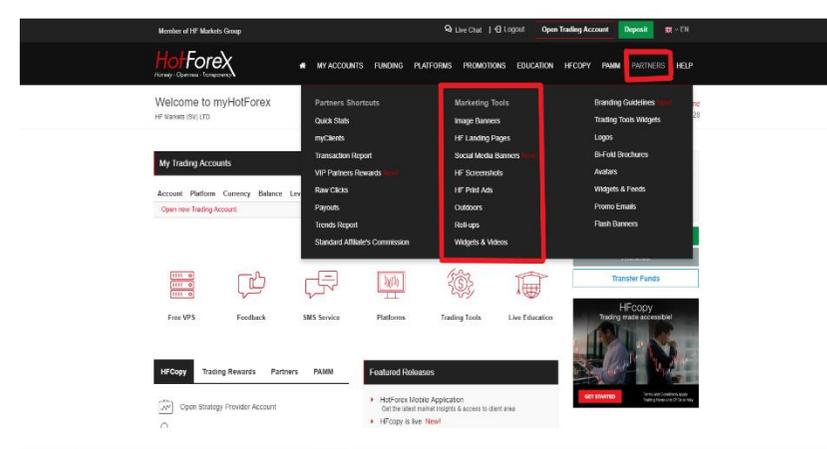
The myHotForex Affiliates Area contains everything you need: banners, landing pages, videos, widgets, avatars/wallpapers, screenshots and many more ready for you to download. All Marketing Tools are available in various designs and languages, however if you wish to use an alternative, please contact us for approval before use.

Posting banners is easier than you think. Follow our quick tutorial to see how to do it:

Step 1:

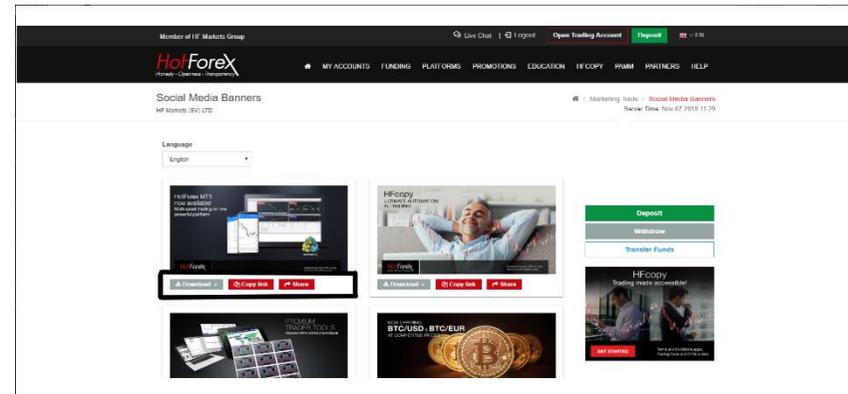
Log in to your myHotForex and click on Partners Tab.

You will be able to select any kind of Marketing Tools you like for the list of all approved materials.

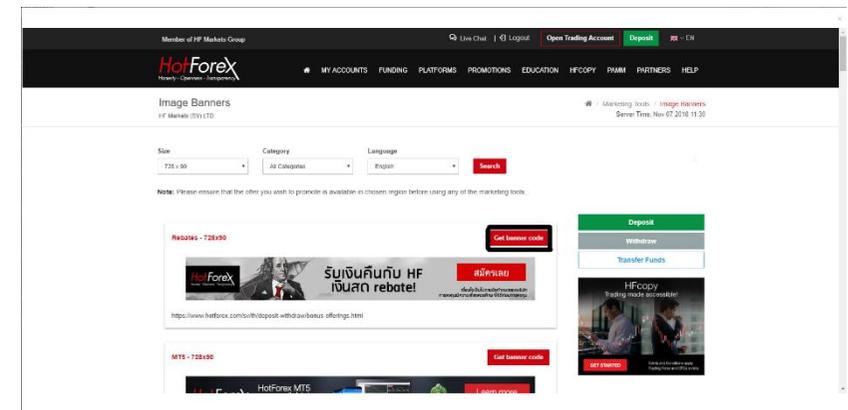


Step 2:

Posting on Social Media? Select Social Media Banners.
 Click on Share button under the banner of your choice.
 The banner will be automatically posted on your Facebook/Twitter account. Remember you need to be logged in to the profile you wish to share the banner on.



Posting on the website? Select Image Banners.
 Choose the size, category of the promotional material and the language from the drop down menu. Simply click on “Get Banner Code”.



Important note: Only Marketing Materials available in your myHotForex are authorized to be used. You should never modify or alter available materials. If you need any alteration or you can't find what you are looking for please let us know, we are here to assist you!



▶ **LOGO SPECIFICATIONS:**

HotForex Logo can be found along other Marketing Materials in your myHotForex Affiliate area. 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 colors

Black	Red	Grey	White
RGB: R35 G31 B32	RGB: R215 G25 B32	RGB: R142 G142 B144	RGB: R255 G255 B255
CMYK: C0 M0 Y0 K100	CMYK: C0 M100 Y100 K10	CMYK: C0 M0 Y0 K40	CMYK: C0 M0 Y0 K0
HEX: #231F20	HEX: #D71920	HEX: #a7a9ac	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 Program.

Thank you!

Legal: HotForex is a unified brand name of the HF Markets Group which encompasses global licensed entities. Please click [here](#) for more information about HF Markets Group.

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. Please ensure that you fully understand the risks involved, taking into account your investments objectives and level of experience, before trading, and if necessary seek independent advice. Please read the full [Risk Disclosure](#).

Disclaimer: This material is provided as a general marketing communication for information purposes only. Nothing in this communication contains, or should be considered as containing, an investment advice or an investment recommendation or a solicitation for the purpose of buying or selling of any financial instrument. We make no representation and assume no liability as to the accuracy or completeness of any information provided and we shall not be held liable for any loss arising from any investment made based on the information provided in this communication. This communication must not be reproduced or further distributed without our prior written permission.