



BRAND GUIDE

v. 0.1
May 2020





OUR MISSION & VISION

We believe we will be successful if our clients are successful. Our main aim is to continue bringing our clients financial success by becoming their trusted partner.

We build on our knowledge base by educating ourselves through our required continuing education, to be able to offer best possible support to our clients.

</**.mission**> && </**.vision**>

NAGA is a leading FinTech; *the pioneering solution that's got it all.*

Our vision is to give anyone and everyone the same opportunity to achieve financial freedom and claim their piece of the markets;

Our mission: make investing simple and accessible to all. As a result, NAGA has disrupted and innovated the trading and investing experience.



OUR BRAND POSITIONING & TAGLINE

NAGA - the single destination for personal finance and investing No matter where you are on your financial journey, start learning & earning. Quickly. Easily. Better. NAGA makes it simple.

Simplified and interconnected,
across both fiat and crypto

Get in with the chilli

Better

The Social Investing Network

Creating Synergies



The Single Solution That's Got it All



BRANDMARK

Nagas are a semidivine race whose domain was an enchanted world of treasures and whose bite packed a lot of power!

The NAGA chilli was inspired by the NAGA Viper chilli pepper which was recorded as the “World’s Hottest Chili” by the Guinness World Records in 2011 and gets its name from the intensity of heat associated to the deity.

NAGA’s powerful brand mark is symbolic of the power of the NAGA system, a power that sets it apart and clearly communicates a concentration of flavour, heat and potential that redefines the norm and nature of trading and investment.

To ensure brandmark visibility, the minimum length should be no less than 25mm or 100px

NAGA brandmark



Logomark

Wordmark

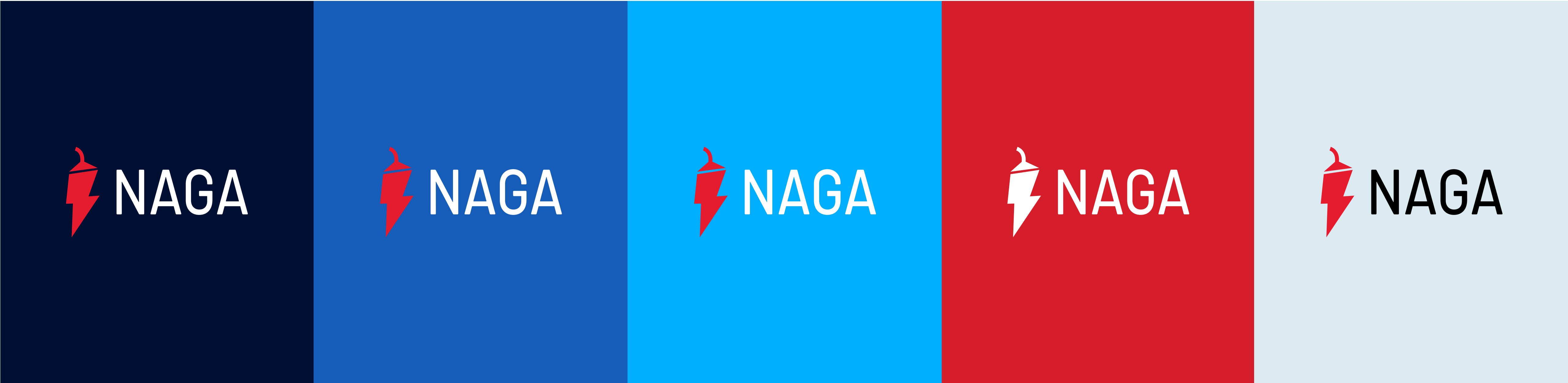
minimum size





BRANDMARK
COLOR VERSIONS

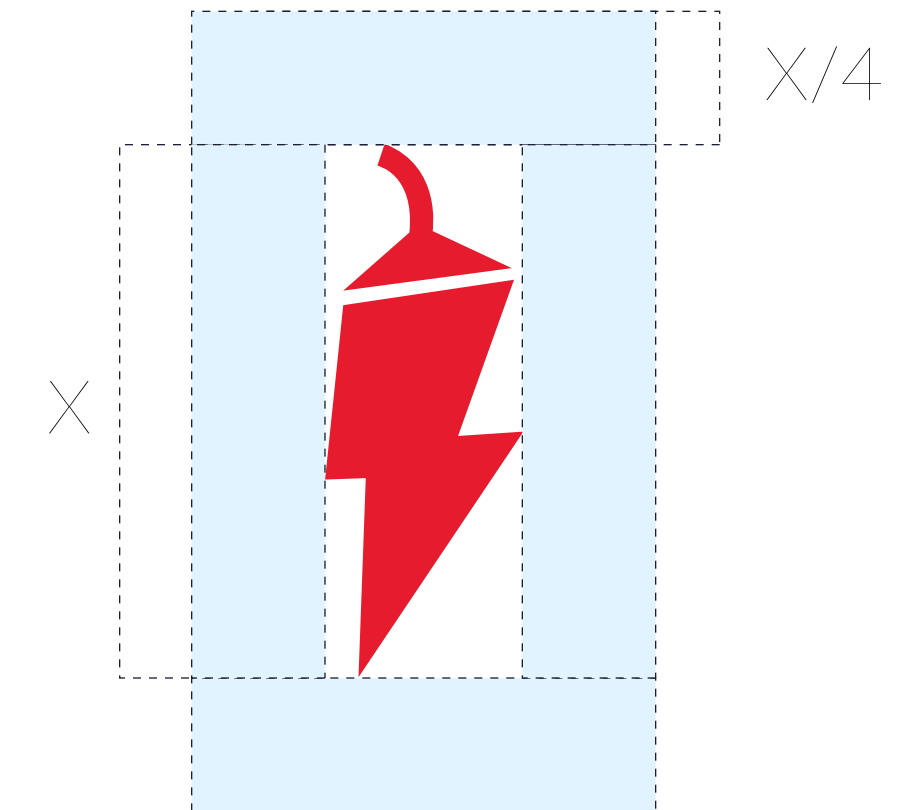
Logo can appear only on specific background colors
and for each color there must be a certain color
combination for the logo.

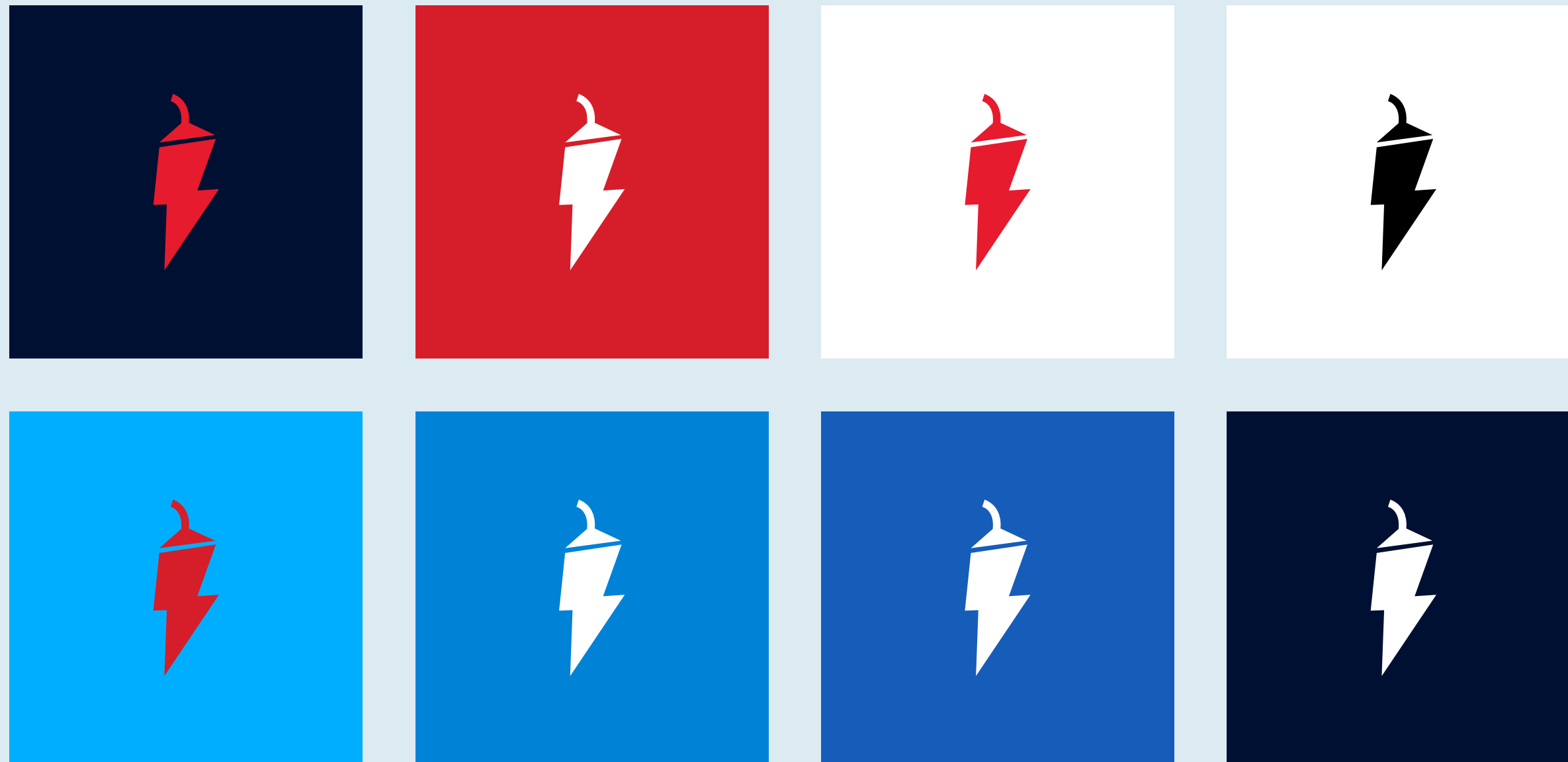




SAFE SPACE

Safe space acts like a buffer between the logo and other visual elements on a page, including text. This space is the minimum space needed and is equal to quarter the height of the icon.





MARK TILE

Mark tile can appear on some banners instead of the full logo and it has to always appear at the top left of the design



MISUSE OF BRANDMARK

The brandmark should never be recreated, recolored, distorted, or reorganized in any way. The correct use of the brandmark is specified in this section. See the examples of incorrect ways to use the brandmark.



Brandmark should never be manipulated, stretched, distorted or cropped.



Brandmark should never have drop shadows or other graphic effects added.



Do not use the Wordmark as separate element.



Logomark should never be smaller than the wordmark.



Brandmark typography should never be altered or replaced.



Do not allow anything to encroach on Brandmarks clear space.



Do not use Brandmark in colours other than official Red, Black and White



Do not place the Brandmark in any background than official backgrounds



Do not place Brandmark in any shape.



BRAND STYLE
APPEARANCE

Whenever you mention NAGA it should appear in the same way everywhere.

Consistency is a key role in our branding and it will ensure that we have high level of professionalism.



NAGA



Naga



naga

When referring to NAGA, all letters must be capital. Do not use the wordmark with lowercase or capitalized case.



NAGA Partners



NAGA PARTNERS



NAGA partners

NAGA App

NAGA APP

NAGA app

NAGA Autocopy

NAGA AUTOCOPY

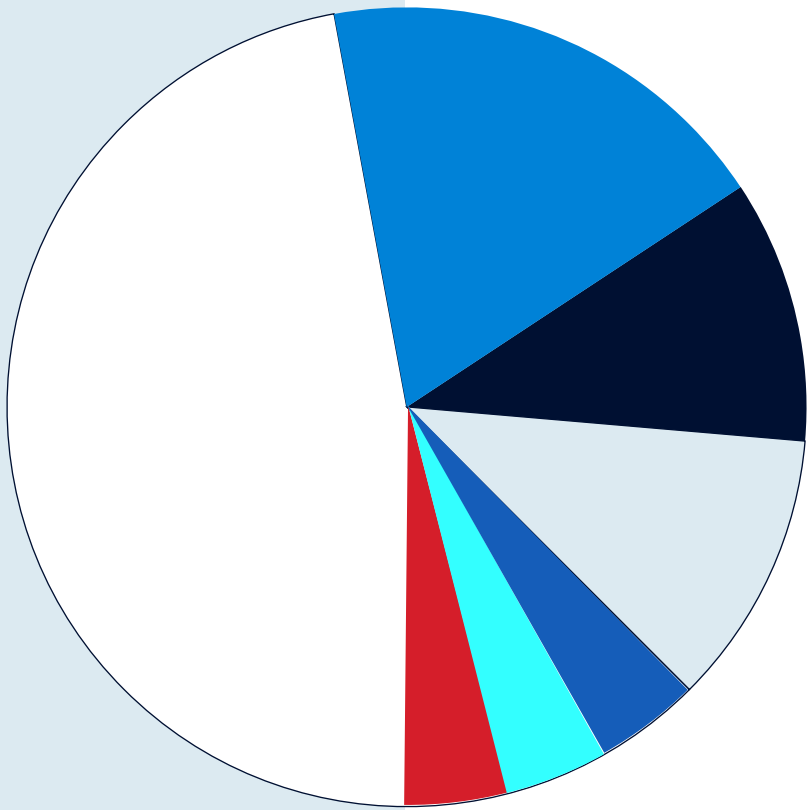
NAGA autocopy

When referring to NAGA products, tools or app, the wordmark must be uppercase and the other (product, toll, app) in capitalized case (only the first letter capital)



BRAND COLOURS

Brand colours are inspired from one of the most diverse ecosystems in the world; coral reefs. The colour balance between hot (red) and cold (blue) are symbolic of the NAGA ecosystem as a reef providing symbiotic partnerships that enable all its members to thrive.



Predominant colors of blue hues promote professionalism and trust, while accents of red allow for vibrant energy to come through.

PRIMARY COLOURS

Pantone 289 C
CMYK 100, 66, 0, 76
RGB 0, 16, 50
WEB #001032

NAGA Dark Blue

Pantone 2194 U
CMYK 89, 30, 0, 0
RGB 0, 136, 221
WEB #0088dd

NAGA Blue

Pantone 3546 CP
CMYK 0, 100, 100, 0
RGB 219, 30, 42
WEB #DB1E2A

NAGA Red

SUPPORTING COLOURS

Pure White

Pantone P 115-9 U
CMYK 10, 1, 1, 0
RGB 226, 240, 247
WEB #E2F0F7

Pattens Blue

Pantone Black 6 C
CMYK 60, 40, 40, 100
RGB 0, 0, 0
WEB #000000

Black

SECONDARY COLOURS

Aqua

Pantone P 115-8 C
CMYK 100, 0, 0, 0
RGB 51, 255, 255
WEB #33FFFF

Deep Sky Blue

Pantone 306 U
CMYK 79, 0, 0, 0
RGB 0, 180, 255
WEB #00B4FF

Denim

Pantone 2386 C
CMYK 84, 57, 0, 0
RGB 21, 93, 191
WEB #155DBF

Dark Cerulean

Pantone P 107-16 C
CMYK 100, 52, 0, 37
RGB 9, 79, 119
WEB #094F77

Cerulean

Pantone P 110-15 C
CMYK 85, 30, 0, 31
RGB 9, 110, 147
WEB #096E93



TYPOGRAPHY

Aa Superior Title

*to be used only for words we want to emphasize and we want to have an interesting visual

Aa Lato

*to be used as the main font for our brand. Hairline weight will be used only for web material because for printing material it might not be visible enough

Superior Title
Bold

Lato
Regular

Lato
Hairline

</**.better**>

A leading FinTech
that's got it all

Founded in 2015, NAGA started with a **and inaccessibility**. When NAGA founder, Ben Bilski first attempted to get into stock investing, the first experience quickly proved to be overly difficult.





TYPOGRAPHY

The NAGA typography ranges from strong, bold, superior and is overall minimal. Whereas the logo uses the BARLOW typeface, which is strong and sincere, this font is not used throughout the rest of the brand material as it is overpowering.

Lato Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 (.,:;'"><!?!@&*)

Lato Bold Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 (.,:;'"><!?!@&*)*

Lato Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 (.,:;'"><!?!@&*)

Lato Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 (.,:;'"><!?!@&*)*



TYPOGRAPHY

The versatile LATO font is used for larger portions of text as for its clean and minimal look and the Superior Title Bold font is used for emphasis and attention-grabbing detail where this more charismatic font carries through on these elements.

Lato Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
WXYZ
1234567890 (.,:;'"><!?!@&*)

Lato Light Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
WXYZ
1234567890 (.,:;'"><!?!@&*)*

Lato Hairline

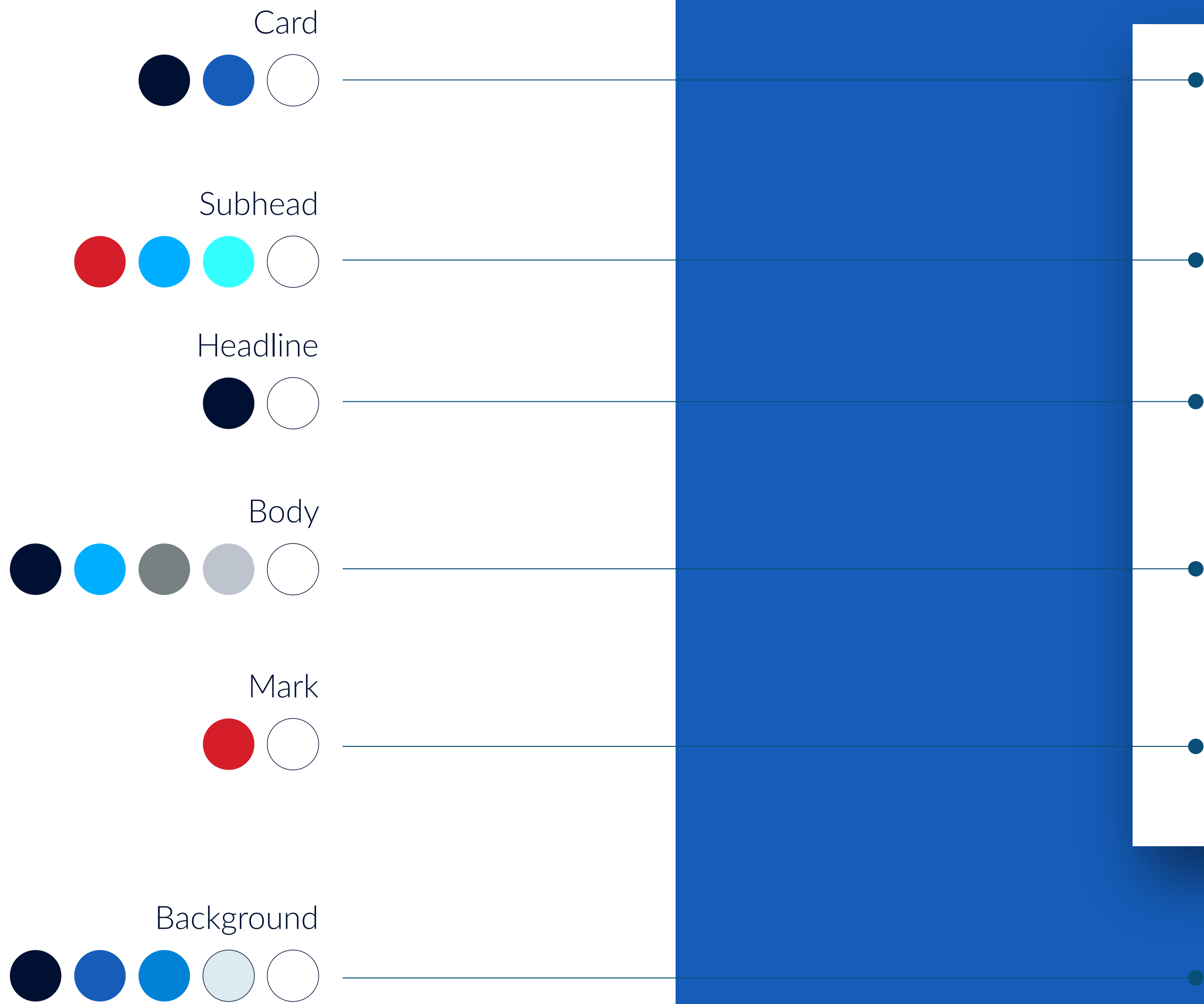
ABCDEFGHIJKLMNOPQRSTUVWXYZ
WXYZ
1234567890 (.,:;'"><!?!@&*)

Superior Title Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
WXYZ
1234567890 (.,:;'"><!?!@&*)**



HIERARCHY




•

• `</better>`

• **A leading FinTech
that's got it all**

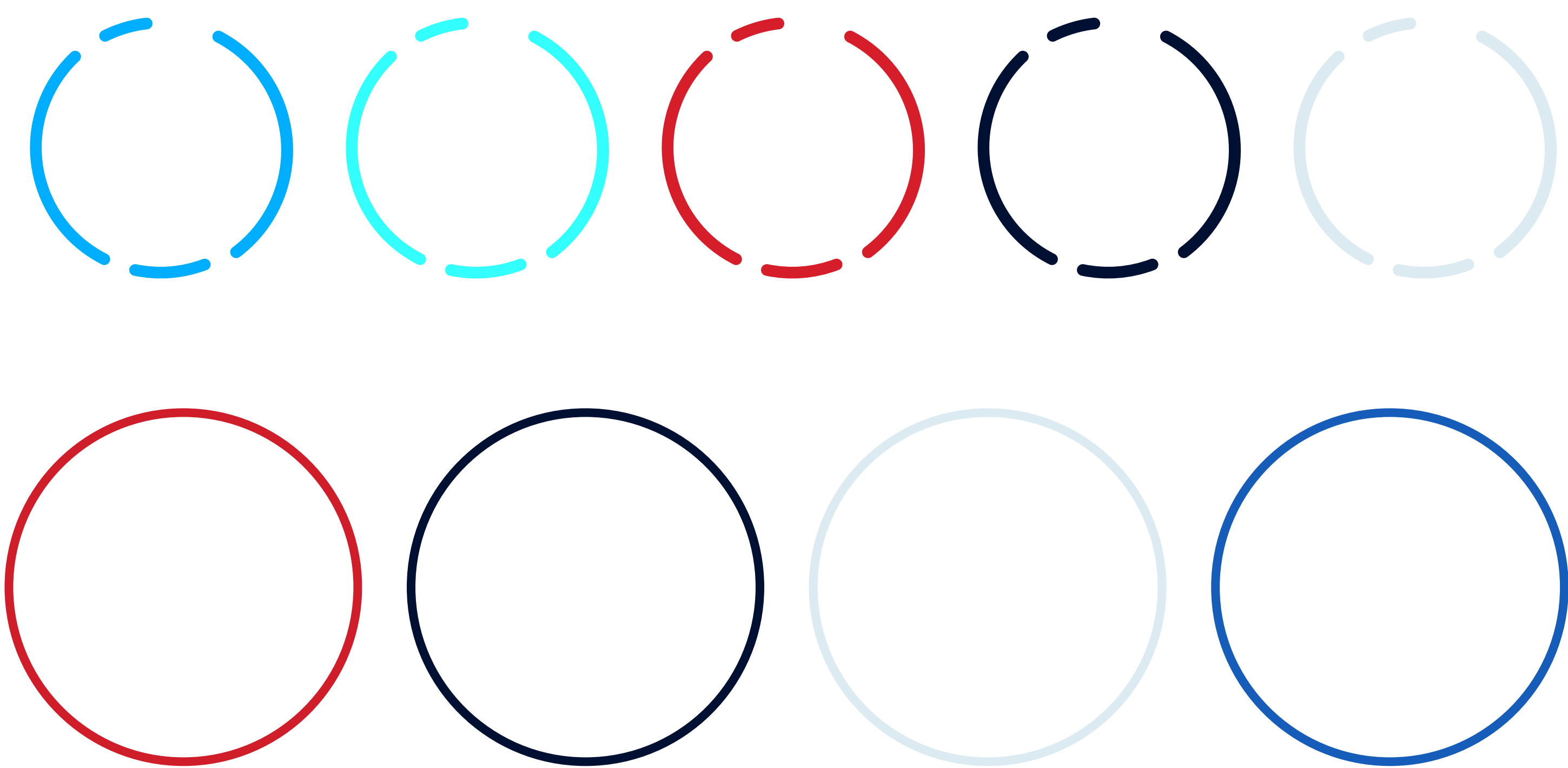
• Founded in 2015, NAGA started with a **and
inaccessibility.** When NAGA founder, Ben Bilski
first attempted to get into stock investing, the first
experience quickly proved to be overly difficult.

• 



GRAPHIC ELEMENTS

The circular interrupted and uninterrupted elements used across the branding represent both continuum and sustainability but also the ripple effects of community and engagement.





BANNER SAMPLES

Banners should have the predominant blue colour background where colour is desired.

**NAGA**

A *Better* way to trade, invest, connect, acquire and pay

[Learn more](#)

[RISK WARNING](#)



**NAGA** *Autocopy*

Trade like an *Expert*.

* Past performance is not an indicator of the future results.


#1

**frankpav64**
Profit: **\$27,178.08**
[Auto Copy](#)
61 Autocopiers • 86.41% Win Ratio

[RISK WARNING](#)



ROLLUP SAMPLES



</.Autocopy>

Trade like an Expert.
No Experience Needed.

naga.com

#2

markgreen767
Profit: \$20,670.08

#1


frankpav64
Profit: \$27,178.08

Auto Copy

61 Autocopiers • 86.41% Win Ratio

boruch712
Profit: \$19,815.01

TRADE RESPONSIBLY: CFDs are complex instruments and come with a high risk of losing money rapidly due to leverage. 76.69% of retail investor accounts lose money when trading CFDs with this provider. You should consider whether you understand how CFDs work and whether you can afford to take the high risk of losing you money.



A </.Better> way to trade, invest, connect, acquire and pay

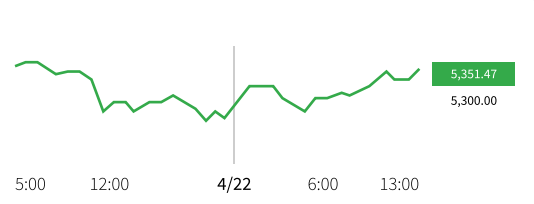
naga.com

16:42

Sell Buy

Current balance: Fund Account

Bitcoin/USD 5351.47 (+0.55%)
Low 5253.19 High 5330.31 Show Chart




Buy at Current Price Buy at Specific Rate

Spend in \$ Get in Units

53.51 +

Today ↑ 29.06 (+0.55%)


TRADE RESPONSIBLY: CFDs are complex instruments and come with a high risk of losing money rapidly due to leverage. 76.69% of retail investor accounts lose money when trading CFDs with this provider. You should consider whether you understand how CFDs work and whether you can afford to take the high risk of losing you money.



The Single Solution That's Got it All

●●●●●


NAGA MESSENGER



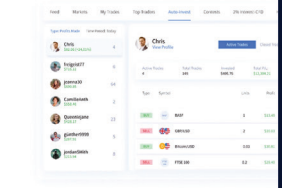
NAGA

AUTOCOPY

MULTILINGUAL WEBINARS



DAILY ANALYSIS

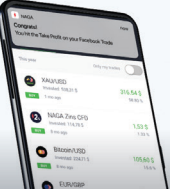


TUTORIALS

COMMISSIONS

NAGA STOCKS

NAGA PROTECTOR



TRADE RESPONSIBLY: CFDs are complex instruments and come with a high risk of losing money rapidly due to leverage. 76.69% of retail investor accounts lose money when trading CFDs with this provider. You should consider whether you understand how CFDs work and whether you can afford to take the high risk of losing you money.



Wealth. Keep it real. Make it simple.

naga.com

TRADE RESPONSIBLY: CFDs are complex instruments and come with a high risk of losing money rapidly due to leverage. 76.69% of retail investor accounts lose money when trading CFDs with this provider. You should consider whether you understand how CFDs work and whether you can afford to take the high risk of losing you money.



ADVERTISING ONLINE - CTAs

Call-to-Action web buttons are very important and essential to our communication, therefore need to be consistent and aligned with NAGA branding.

Every page needs a call-to-action (CTA) and every CTA needs to be bold, clear, and relevant.

For example:

Start Trading, Auto Copy, Become a partner, Learn more, Open a NAGA account

We use three types of CTA

1. Web banner CTA
2. Web page CTA
3. Web page secondary CTA

MAIN BUTTON

Learn more

SECONDARY BUTTON

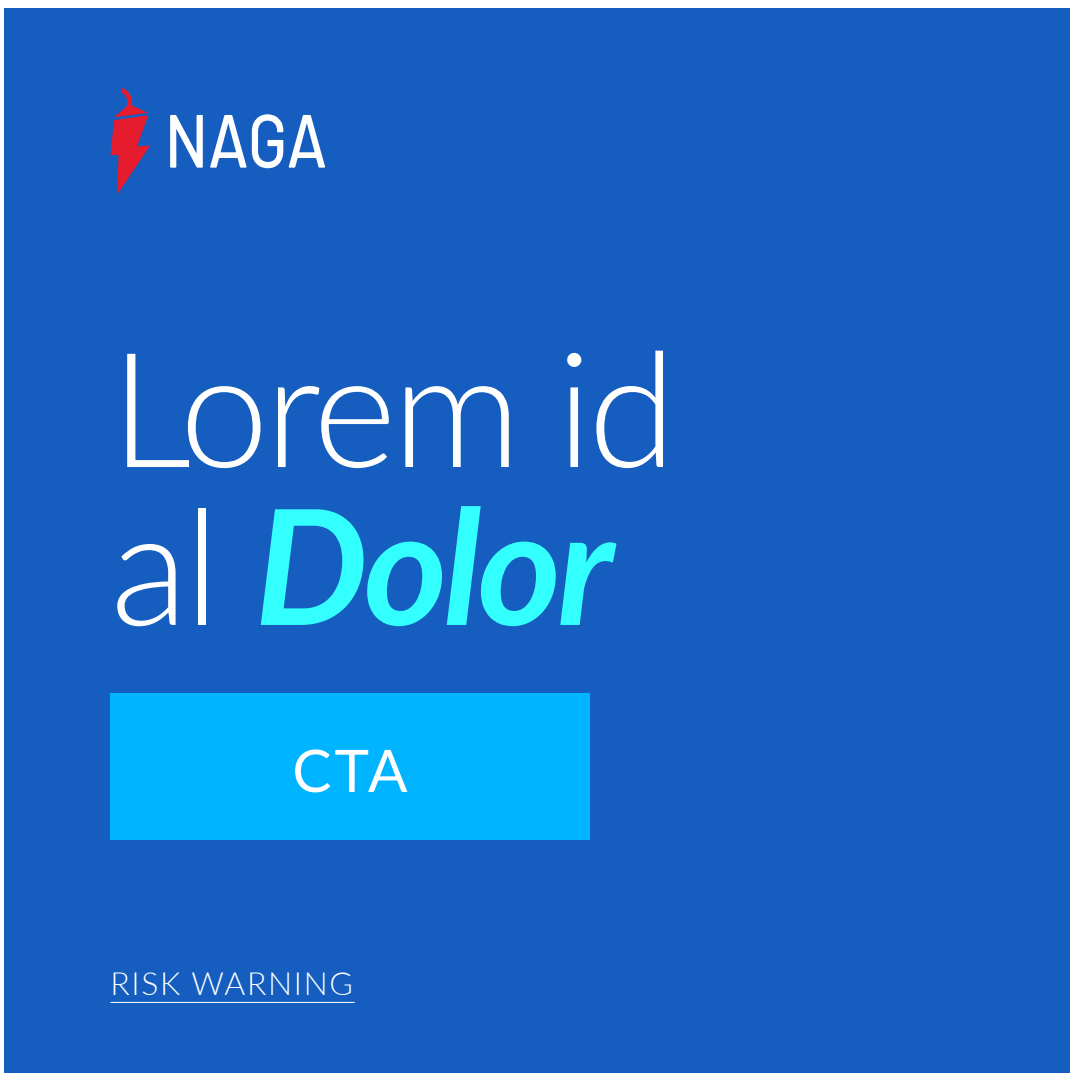
Learn more

DISABLED BUTTON

Learn more

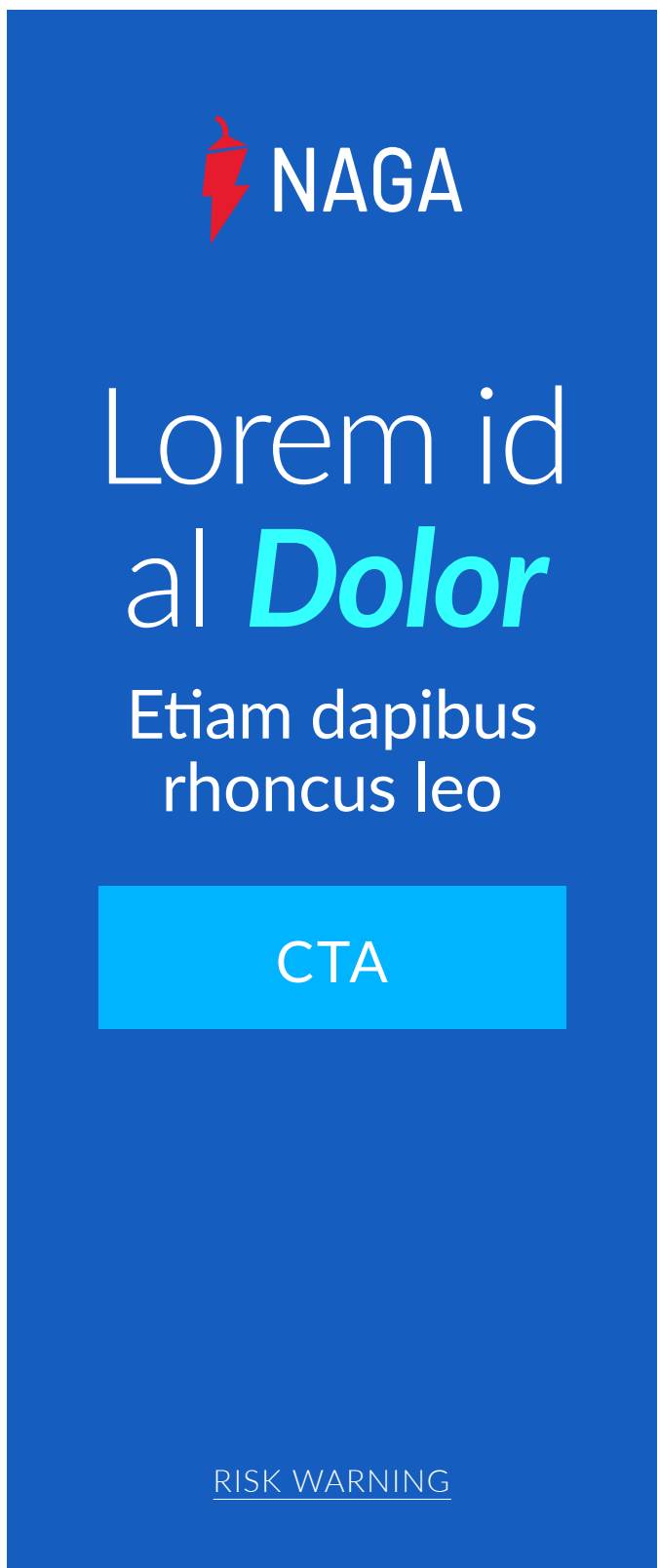


ADVERTISING
BANNER INSTRUCTIONS



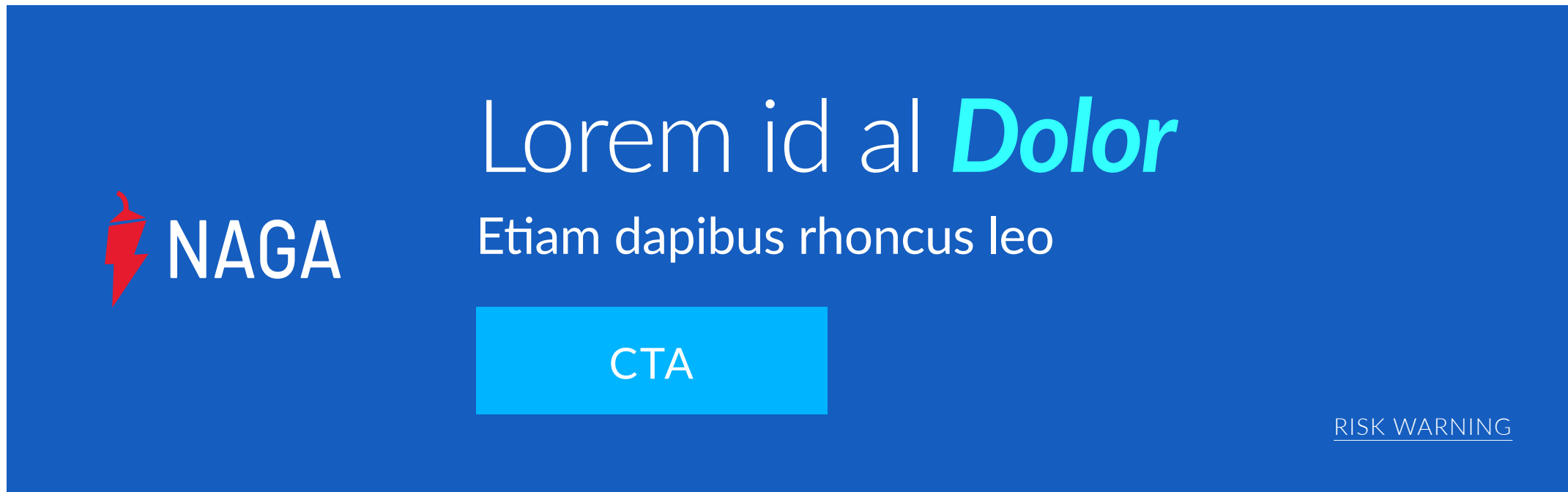
SQUARE BANNER

- Logo Height = Banner height/10
- CTA height = 55px
- CTA width = minimum 180px
- CTA text: Lato Regular 22px
- Risk warning: minimum size 12px
- Headline: Lato Light
- Emphasis word: Lato Bold Italic



VERTICAL BANNER

- Logo width = Banner width/2.5
- CTA height = 55px
- CTA max width = banner width - 40px
- CTA text: Lato Regular 22px
- Risk warning: minimum size 12px
- Headline: Lato Light
- Emphasis word: Lato Bold Italic
- Subheading: Lato Regular



VERTICAL BANNER

- Logo height = Banner height/4
- CTA height = 55px
- CTA max width = banner width - 40px
- CTA text: Lato Regular 22px
- Risk warning: minimum size 12px
- Headline: Lato Light
- Emphasis word: Lato Bold Italic
- Subheading: Lato Regular



ADVERTISING ONLINE (WITH IMAGERY)

Wherever possible we should integrate platform and instrument visuals. Use of speech bubbles and select emojis to promote and communicate the social nature of the NAGA solution in all cases where needed.

INSTRUCTIONS

- Brandmark size:
- Square banners - Logo Height = Banner height/10
- CTA should have 50px minimum height to ensure mobile visibility
-

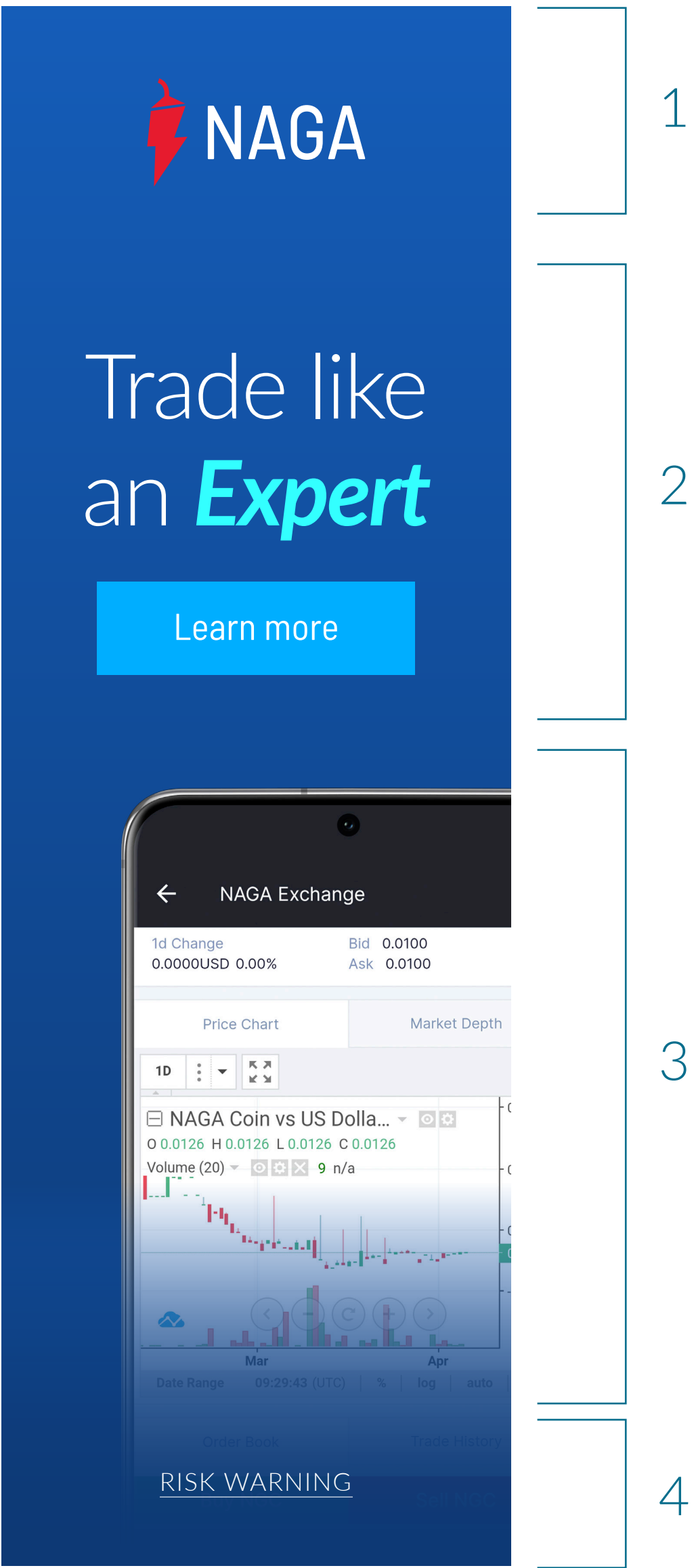
FOUR-PANEL GRID RULES

1. Brandmark
2. Headline & CTA
3. Image
4. Disclaimer

The image location can differ according to the desirable design. The disclaimer for small banners should be the short one and for the bigger banners the long one as per compliance instructions.



SQUARED LAYOUT



LONG LAYOUT



ADVERTISING
ONLINE (WITHOUT IMAGERY)

Where no-imagery banners (or frames on gifs) are required, these should be bold, with clear space between logo and main body copy.


The content should never exceed in wordcount what is visible in these examples. Copy should be short, concise and to the point.

FOUR-PANEL GRID RULES

- 1. Brandmark
- 2. Headline
- 3. Subhead & CTA
- 4. Disclaimer

The button location can differ according to the length of the content. The disclaimer for small banners should be the short one and for the bigger banners the long one as per compliance instructions.

1

 NAGA

2

Become a
NAGA Partner
Lorem ipsum dolor sit amet,
consectetur adipiscing elit.

3


Learn more

4

RISK WARNING

SQUARED LAYOUT

1

 NAGA

2

Become a
**NAGA
PARTNER**
Lorem ipsum
dolor sit amet,
consectetur
adipiscing elit.

3

Learn more

4

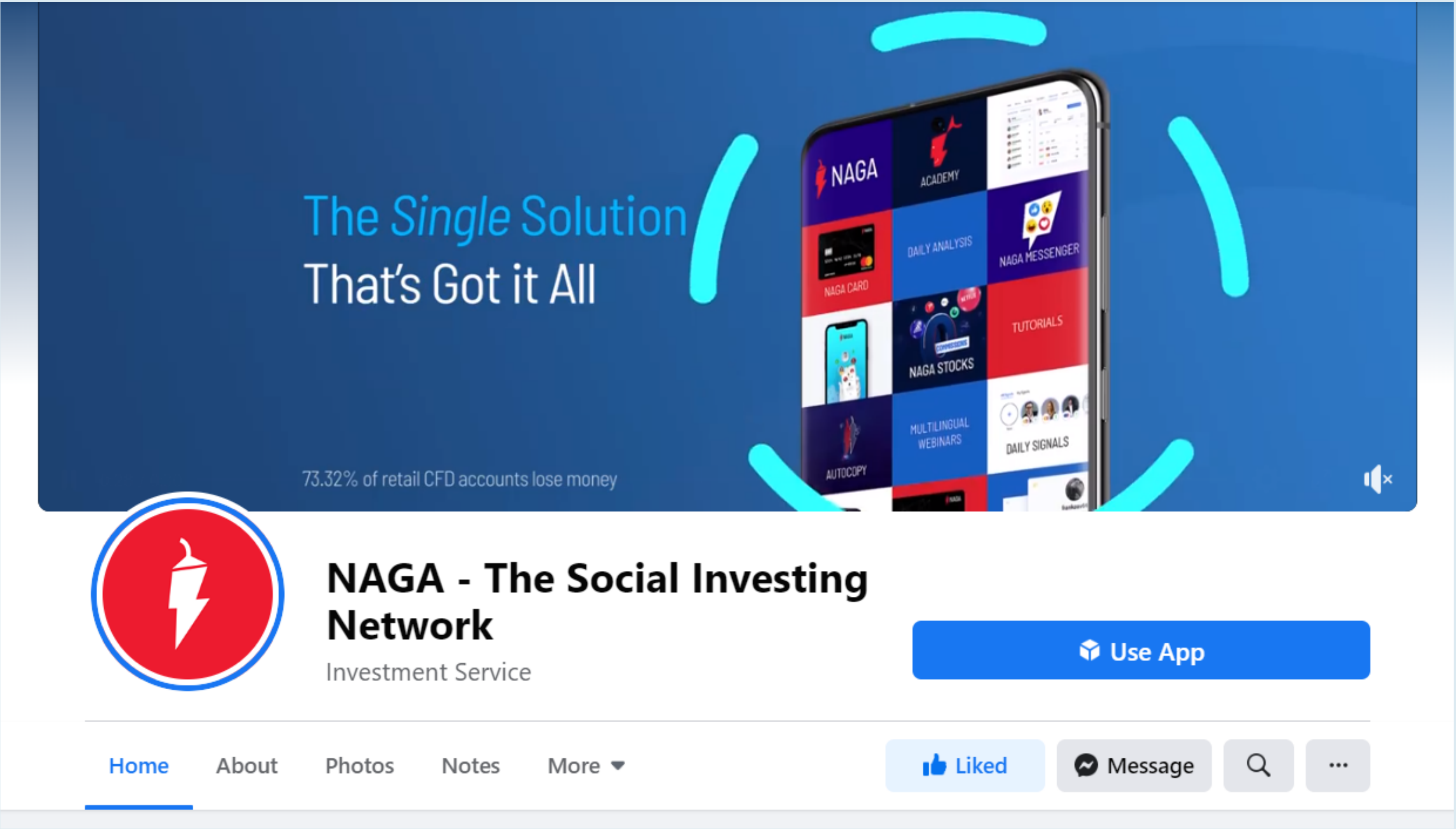
RISK WARNING

LONG LAYOUT



SOCIAL MEDIA
AVATAR

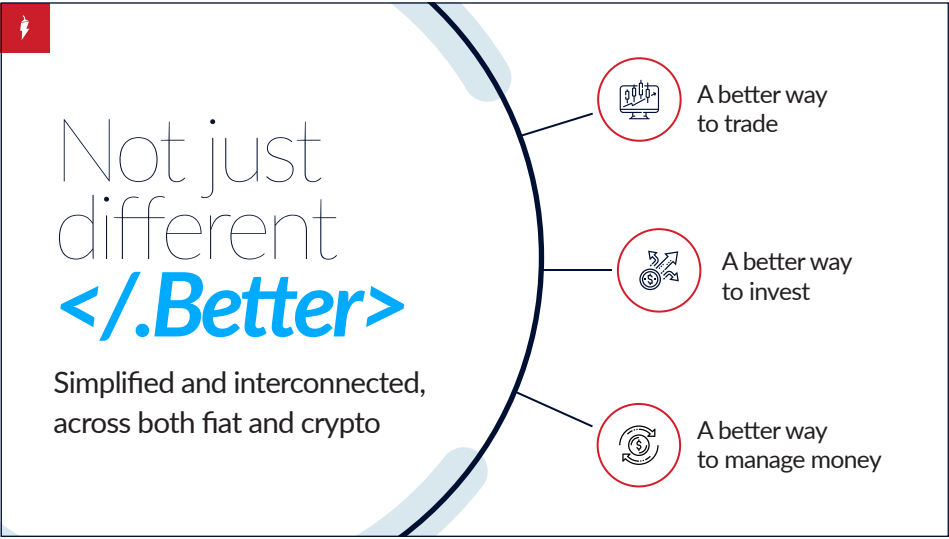
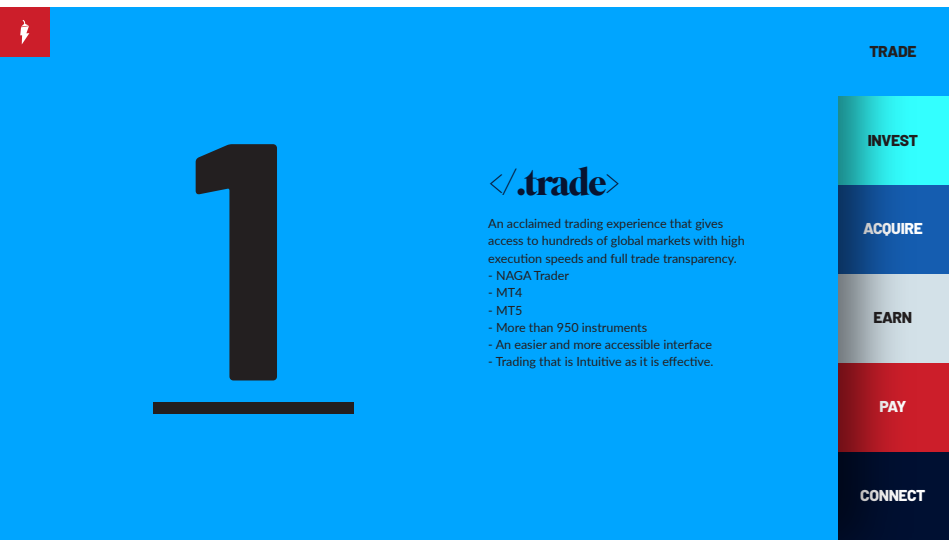
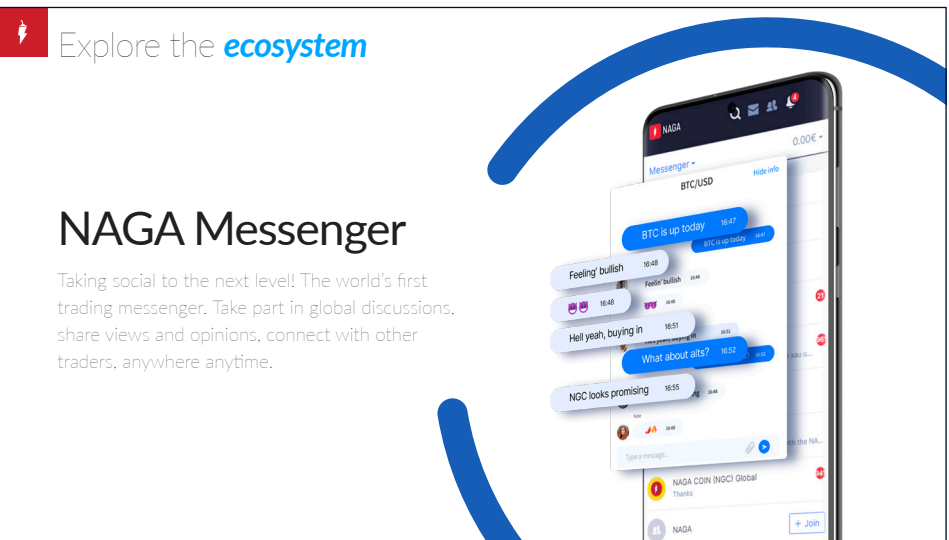
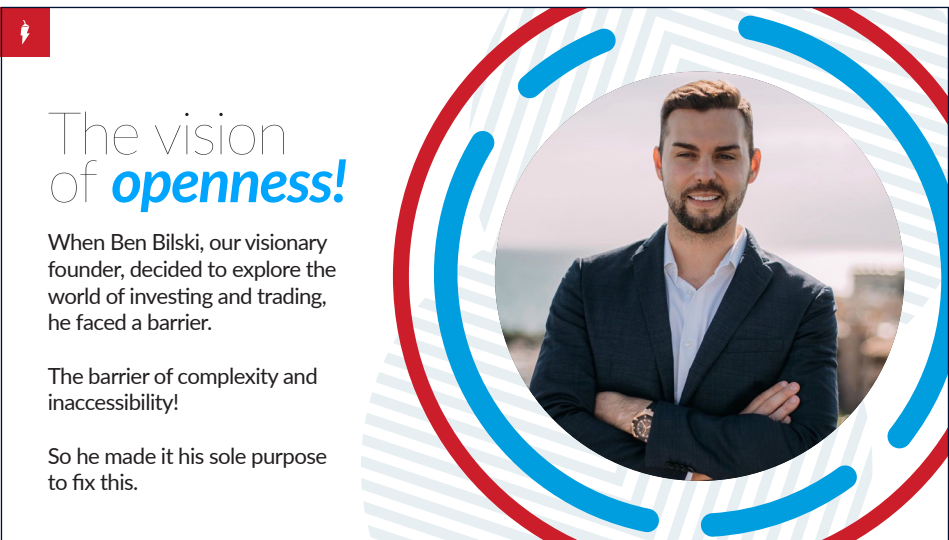
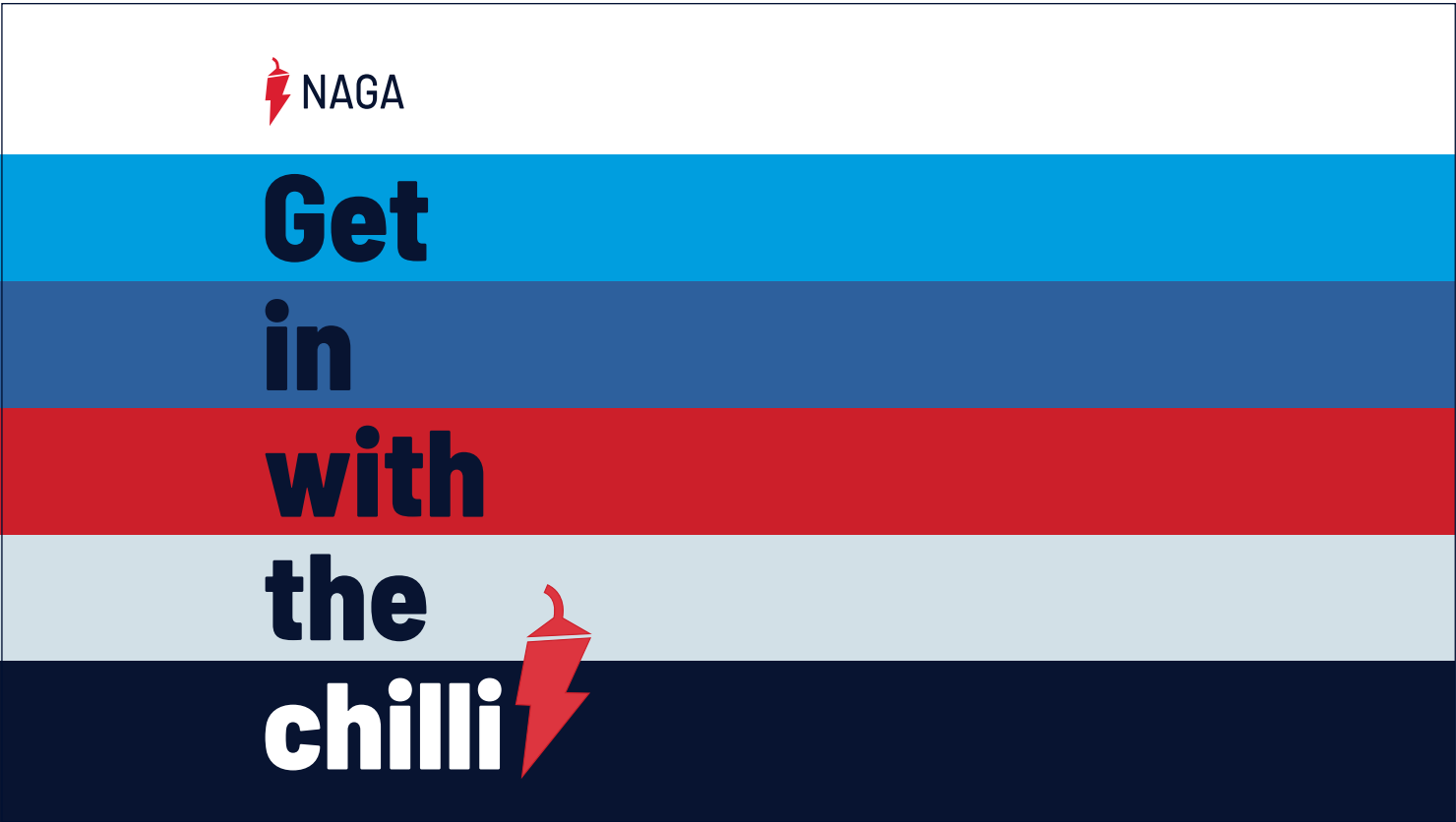
Use our logomark as an avatar for profile pictures and feeds. This will introduce who we are on any given social channel to the world.





PRESENTATIONS

Should possess good balance of minimal clean space and vibrant energy. All device mockups showcasing systems and platform should have an ‘overlaid’ screen effect for maximum impact.





OFFICIAL LETTERHEAD

Letterhead will vary depending on the document that needs to be created. Overall, the stationery will clearly carry the logo with ample clean space all around and the corresponding footer that carries the content along with touches of brand colours.

The fonts to be used in all company documents are LATO in different weights and sizes, with Superior Title Bold for section accents.



</.better>

A leading FinTech that's got it all

Founded in 2015, NAGA started with a **and inaccessibility**. When NAGA founder, Ben Bilski first attempted to get into stock investing, the first experience quickly proved to be overly difficult.

NAGA Markets Ltd
CIF License No. 204/13
Ariadnis 7, Moutayieka, 4531
Limassol - CY

www.naga.com
support@naga.com
+44 20 3318 4345





TONE OF VOICE

What started as our founder's, Ben, quest to understand and explore the then inaccessible world of trading, evolved into something more meaningful and inspiring.

It grew into a powerful financial (eco)system that is disrupting trading and investing one trade at a time. It developed financial and trading products and features that encourage above all social interactions.

Our Character:

friendly, personable and passionate

Our Tone:

personal, friendly, professional

Our Language:

simple and to-the-point

Our Purpose:

Support, Guide and Educate and Encourage
(we are here to resolve your problems)



TONE OF VOICE

NAGA has a dynamic personality of inspiration, and disruption needs to come across in its entirety. It needs to spark feelings of excitement and enthusiasm in a friendly and effortless manner. And through its casual and open tone it needs to move people's hearts way beyond information and functional benefits.

If what we write and the way we write it brings out this personality then we've succeeded.

</.accessible>

No matter where you are, no matter your financial status and no matter your trading experience level, you can and you will claim your very own piece of the markets!

NAGA is the brand, the platform and the entire ecosystem that can help you visualise and materialise your trading goals.

</.friendly>

NAGA is the company that will make your trading and investing experience much easier and effortless; it is the friendly entity that enables you to explore, grow and expand your financial horizons.

</.social>

NAGA is its social heart, its people, its entire community! And that sharing notion... That sense of anything is possible, that goal of financial freedom... They are all within reach! Therefore it needs to be able to speak to their ambitions, their goals, their dream without overwhelming them. It is simple; easy; open; friendly. Period - no, ellipsis...



STATIONERY

Stationery should always showcase the logo in full color (white+red, or black+red) or alternatively should use the white logo on solid red materials.

P E N S



N O T E P A D S





MERCHANDISE

NAGA merchandise should showcase both the professionalism and the social aspect of NAGA. In designing all graphics for merchandise, we should try to make it 'acculturated' in that the brand style become something that anyone would happily bare.

T H E R M O S



P O W E R B A N K S



C A P



B A G



T U M B L E R



M U G S





NAGA

www.naga.com