



B2N

Tomorrow's best of breed solutions delivered today

THE
CORPORATE
IDENTITY
GUIDE
B2N LTD

B2N REVISION 1 / JANUARY 2011

Contents

PAGE	SECTION	SUBJECT
02	0	Content
03	0	Our role
04	0	Introduction
05	1	B2N logo
07	2	Logo variants
09	3	Which logo do I use?
11	4	Correct use of B2N logo
13	5	Incorrect use of B2N logo
15	6	Corporate fonts
16	7	Corporate colours
17	8	Corporate stationery
19	9	Address and contact details
20	10	Email signatures
22	11	PowerPoint templates
24	12	Co-branding
26	13	Typography considerations
27	14	Branding
28	15	Resources: Logo origination
29	16	Resources: Colour chips
30	17	Have we missed anything?
31	18	Contacts

Our Role

Using state-of-the-art technology, B2N offers end-to-end solutions for investment professionals.

With a local presence in UK/Europe, HK and US, B2N delivers its flagship product MarketHub a cutting edge data delivery infrastructure. It employs the features of multiplatform high frequency market data distribution for tracking and publishing financial data.

This document has been developed to help the company maintain a consistently clear style of presentation across all its visual communications.

In here you will find guidance on a wide range of applications. We have tried not to miss anything out, but if you are in any doubt on a particular point, please just ask.

Introduction

Welcome to our corporate identity guidelines

The purpose of this guide is to provide guidance and assistance when commissioning or producing visual communications materials for B2N LTD, across all media, including all forms of print and screen-based delivery.

This document covers a wide range of applications, including stationery, literature, PowerPoint presentations, press advertising and email communications. We also offer guidance on the correct use of the company logo, and advice on the corporate colour scheme.

Also covered are design guidance on display materials and branding on promotional items.

This document is available in both printed and electronic format, and can be supplied as hard copy, or as a PDF by CD or email. It must not be altered or modified in any way without the permission of B2N LTD.

The company logo itself can be made available for use in a variety of formats directly from the B2N LTD.

1: The B2N logo – elements

B2N logo comprises two elements:

A: rectangular background

B: the title of the organisation



These elements combined provide the sole visual icon to represent the B2N LTD on all visual communications, including printed literature, screen-based graphics, internet presence and advertising across all media.

The Company logo is available in a variety of formats, and has been developed for use on various applications. The following pages illustrate the correct use of the logo in each instance, and provide additional guidance and direction to ensure a consistent quality of representation.

1.2: the B2N logo - colour

Illustrated below is the master version of the B2N logo. It uses two colours in both solids and tints, as indicated. This logo is typically to be used for all spot colour (Pantone PMS System) printing; for example, letterheads, business cards, etc.

Other versions of the Company logo have been produced for specific uses. These variants are detailed on page 05.

Background A: 100% PMS 1655
C=0 M=80 Y=100 K=0

Title element B: 100% white



1.3: the B2N logo - reproduction size

As a general rule when reproducing the Company logo, it should not appear any smaller than 10mm in overall width (Figure A, below).

However, in specific circumstances (for example, laser etching on steel pens) it may appear in mono form down to 8mm (Figure B, below). In any instance, specific guidance can be sought from the Company.

A clear (safe) zone equivalent to the width of the area before or after the title element should extend from the logo on all sides (Figure C, below) No other design element, including text, should intrude into this 'safe' area, with the exclusion of photographic or patterned backgrounds.

A Minimum size - full colour - 10mm



B Minimum size - mono - 10mm



C Clear (safe) zone



2: Logo variants

Specific variants of the Company logo are required for different applications, including:

Spot Colour (for stationery which only requires the colours contained in the logo itself).

Colour components are:

- Dark Orange Background: 100% Panone PMS 1655
- White Title Element: 100% Process White

Process Colour (typically for full-colour publications, magazines, posters etc).

Colour components are:

- Dark Orange Background: 0% Cyan / 80% Magenta / 100% Yellow / 0% Black
- White Title Element: 0% Cyan / 0% Magenta / 0% Yellow / 0% Black

RGB Colour (for screen-based media).

Colour components are:

- Dark Orange Background: R240 G90 B34
- White Title Element: R255 G255 B255

Mono (for single-colour use including engraving, embroidery, acid-etching and mono press advertising).

Listed on Page 07 are the individual file types, names and details.

2: Logo variants continued



SPOT COLOUR - POSITIVE
FILE TITLE: B2N SPOT pos.eps
FILE FORMAT:
Pantone Spot Colour .EPS file
USE: Offset Litho print using spot colour inks on white or light backgrounds



SPOT COLOUR - NEGATIVE
FILE TITLE: B2N SPOT rev.eps
FILE FORMAT:
Pantone Spot Colour .EPS file
USE: Offset Litho or Digital print using process colour inks on black or dark backgrounds



PROCESS COLOUR - POSITIVE
FILE TITLE: B2N PROCESS pos.eps
FILE FORMAT:
Process Colour (CMYK) .EPS file
USE: Offset Litho or Digital print using process colour inks on white or light backgrounds



PROCESS COLOUR - NEGATIVE
FILE TITLE: B2N PROCESS rev.eps
FILE FORMAT:
Process Colour (CMYK) .EPS file
USE: Offset Litho or Digital print using process colour inks on black or dark backgrounds



RGB COLOUR - POSITIVE
FILE TITLE: B2N RGB pos.jpg
FILE FORMAT: RGB Colour .JPG file
USE: screen-based media including web, video and motion graphics on white or light backgrounds



RGB COLOUR - POSITIVE
FILE TITLE: B2N RGB rev.eps
FILE FORMAT: RGB Colour .JPG file
USE: screen-based media including web, video and motion graphics on black or dark backgrounds



MONO - POSITIVE
FILE TITLE: NIPB MONO pos.eps
FILE FORMAT:
Single (Mono) Colour .EPS file
USE: Any method requiring monochrome reproduction on white or light backgrounds



MONO - POSITIVE
FILE TITLE: NIPB MONO neg.eps
FILE FORMAT:
Single (Mono) Colour .EPS file
USE: Any method requiring monochrome reproduction on black or dark backgrounds

3: Which logo do I use?

With the exception of the mono (black, white or single-colour) version of the Company logo, the various file types may appear to be identical at first sight. They are, however, all radically different in their format, and each has been developed for a particular type of application.

Broadly speaking, the purpose of logo versions can be more easily understood when we look at the following questions:

POSITIVE OR NEGATIVE?

Will the logo appear on a black or generally dark background, or on a white or generally light background? Note that backgrounds may contain a photographic image or a repeating pattern (a PowerPoint presentation, for example).

DON'T USE

The positive version when the background will be dark, or vice-versa.

DO USE

Whichever version will stand out most clearly.

SCREEN OR PRINT?

Will the logo appear on screen (on a PowerPoint, website, email, TV ad, video presentation, etc.), or will it appear in print (stationery, documents, posters, press advertising, etc).

DON'T USE

The RGB version on printed materials, or vice-versa.

DO USE

Whichever version will stand out most clearly.

IN COLOUR OR MONO?

Will the logo appear in its correct colours, or is it limited to appearing in a single colour? (for instance, single-colour literature or stationery, mono press ads, faxing and photocopying).

DON'T USE

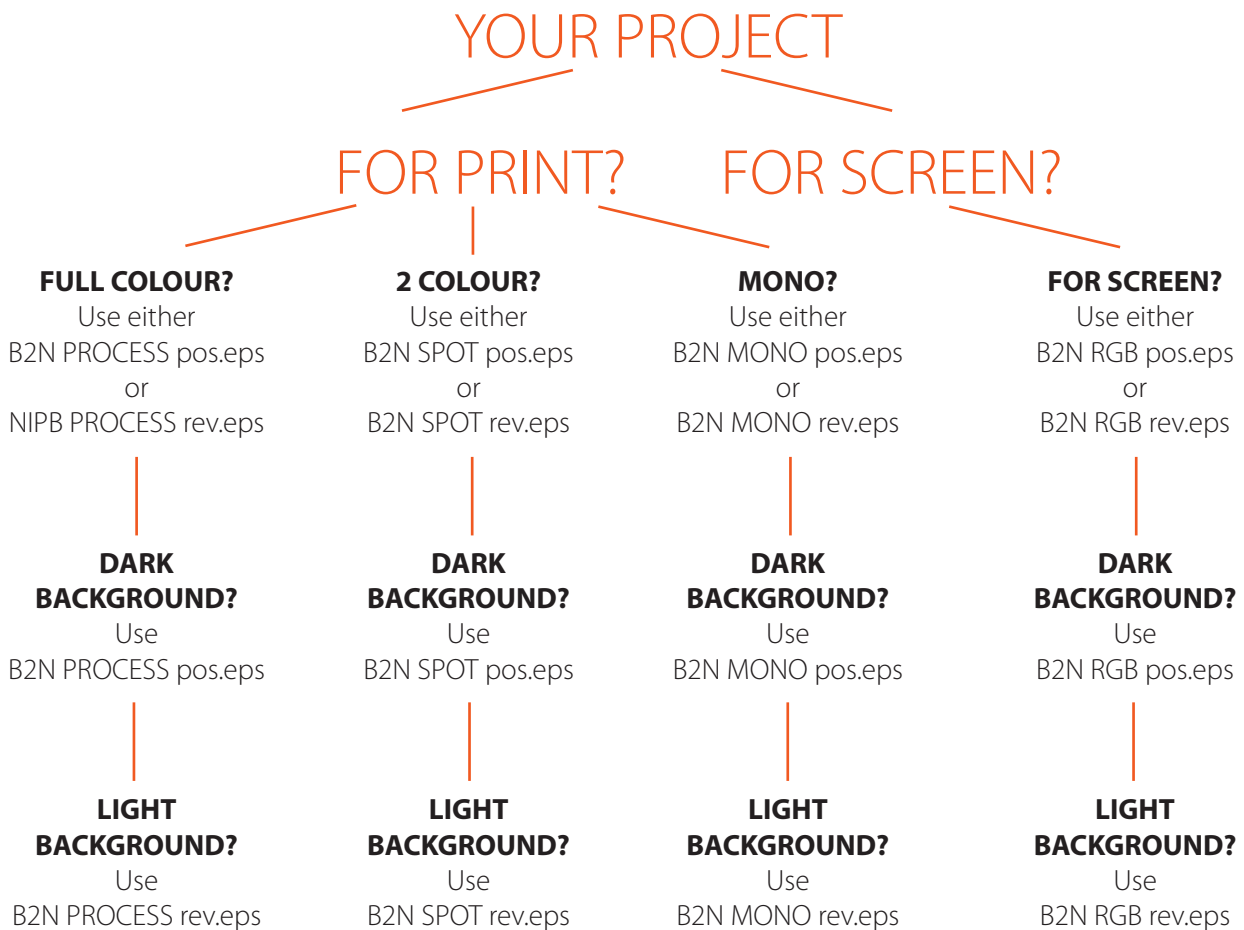
The mono version when it can appear in its correct colour.

DO USE

Whichever version will stand out most clearly.

Illustrated on Page 10 is a simple diagram illustrating the questions you need to ask when producing materials which carry the Board logo. All file names refer to individual logo types - see Page 07 and 08 for more details.

3: Which logo do I use? continued



4: Correct use of B2N logo

The Company logo has been designed to be as legible as possible on a wide variety of backgrounds. It is important that the correct version of the logo is used in each instance, however, and illustrated on this page are examples of correct use in a variety of applications.

When preparing artwork for the Company note that the logo needs to be clearly read in the following instances:

- White or light backgrounds
- Black or dark backgrounds
- Photographic or patterned backgrounds

Care should also be taken to ensure that the Company logo appears in its correct colours wherever possible.

On literature which is printed in a single colour it is preferable that the colour used is either black or as close a match as possible to Pantone PMS 1655. Illustrated on Page 12 are examples of CORRECT applications of the Company logo.

4: Correct use of B2N logo continued



CORRECT:
Positive Colour logo
on a white background



CORRECT:
Negative Colour logo
on a black background



CORRECT:
Positive Colour logo
on a light background



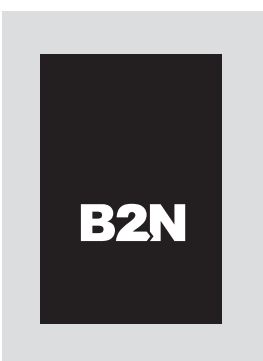
CORRECT:
Negative Colour logo
on a dark background



CORRECT:
Positive Mono logo
on a white background



CORRECT:
Negative Colour logo
on a black background



CORRECT:
Positive Mono logo
on a light background



CORRECT:
Negative Colour logo
on a dark mono
background

5: Incorrect use of B2N logo

B2N logo should not be used in any way which degrades its legibility or integrity. Care should be taken to ensure that maximum visibility is maintained in all applications, and that none of its elements are difficult to see or are rendered invisible. Illustrated on this page are examples of incorrect use.

It is also important that the logo is not manipulated or modified in any way, including:

- Adding a keyline to any version of the logo
- Changing or altering any or all of the logo colours
- Altering the size or spacing of any of the logo elements
- Stretching, contracting or distorting the logo in any way

Illustrated on Page 14 are examples of INCORRECT applications of B2N logo.

5: Incorrect use of B2N logo continued



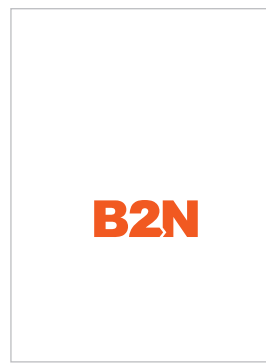
INCORRECT:
Distorting the logo in any way



INCORRECT:
Changing any colour in the logo



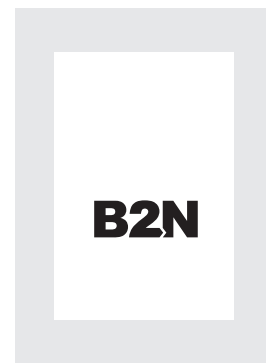
INCORRECT:
Positive Colour logo on a dark background



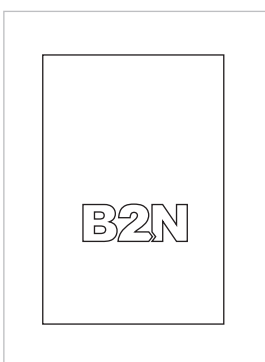
INCORRECT:
Negative Colour logo on a white background



INCORRECT:
Positive Mono logo on a dark mono background



INCORRECT:
Negative Mono logo on a light mono background



INCORRECT:
Adding a keyline to any version of the logo



CORRECT:
Negative Colour logo on a dark mono background

6: Corporate fonts - for print

The primary font for all professionally printed B2N visual communications is Myriad Pro, and the weights to be used are:

- Myriad Pro Regular or Myriad Pro Light uppercase for headings
- Myriad Pro Regular or Myriad Pro Light for body text
- Myriad Pro Thin or Myriad Pro Italic for document titles
- Myriad Pro Ultra Light or Myriad Pro Light Italic for document titles (optional)

This is Myriad Pro Regular 14pt uppercase:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890-=[];\,./!@£\$%^&*()_+{}:"|<>?

This is Myriad Pro Light 14pt uppercase:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890-=[];\,./!@£\$%^&*()_+{}:"|<>?

This is Myriad Pro Regular 12pt:

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
1234567890-=[];\,./!@£\$%^&*()_+{}:"|<>?

This is Myriad Pro Light 12pt:

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
1234567890-=[];\,./!@£\$%^&*()_+{}:"|<>?

6.2: Corporate fonts - for office use

For internally produced communications, including MS Word documents, MS PowerPoint presentations, emails etc, Myriad Pro is to be replaced with MS Arial, and the weights to be used are:

- Arial Regular or Arial Bold uppercase for bold headings and document titles
- Arial Regular or Regular Italic for body text

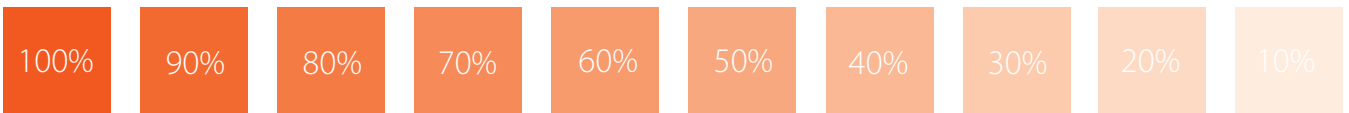
7: Corporate colours

The primary corporate colours used in B2N communications are derived from the B2N logo, and utilise tints (shades) of Pantone PMS 1655 and Process Cyan.

Varying percentage tints can be used for specific purposes (eg: text boxes, mastheads, background tints in photographs, rules, etc), with clarity the overriding factor when choosing a specific tint.

Other colours can be used as required providing the overall colour theme is based on the shades of orange and white allowed for by the B2N logo.

Pantone PMS 1655



8: Corporate stationery

The B2N's stationery is intended to promote clarity through the use of simple layouts and clear typography. The font used throughout is Myriad Pro.

All print colours are derived from the B2N logo, resulting in a two colour printing process required on stationery such as letterheads, compliment slips and business cards.

Internal stationery such as fax headers, internal reports etc which only require single colour printing can either be offset litho printed in Pantone PMS 1655 or Process Black.

Other basic internal stationery items can be easily laser-printed or photocopied providing any occurrence of the B2N logo uses the solid mono version and not a "greyscale" version of the full-colour board logo.

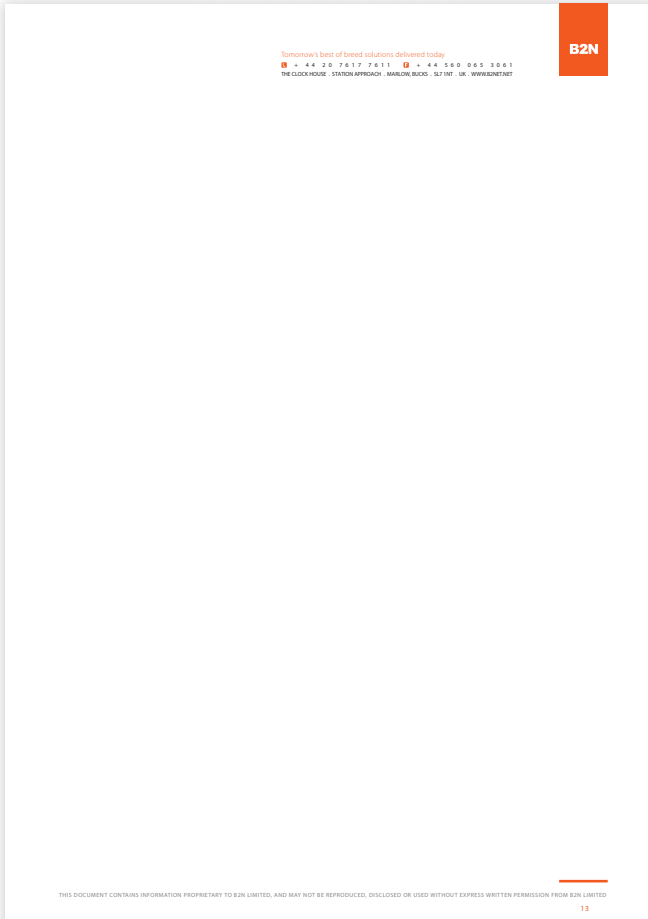
Illustrated on Page 18 are examples of B2N stationery.

THE CORPORATE IDENTITY GUIDE

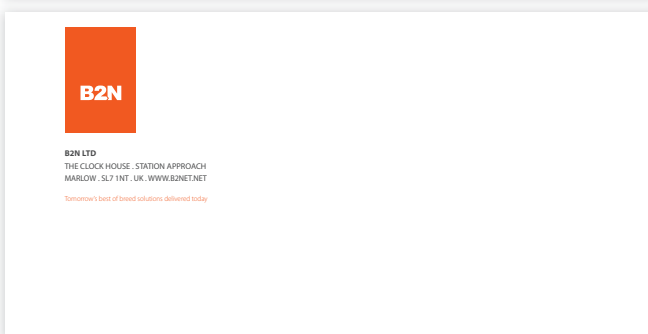
B2N REVISION 1 / JANUARY 2011

B2N

8: Corporate stationery continued



Letterhead



Compliment Slip



Business Card

9: Address and contact details

Where possible we aim to standardise the style, appearance and layout of our address and contact details.

For the sake of clarity we prefer to present our address details in a vertical, stacked arrangement so each element appears on a separate line, with a clear space separating our physical address and telephone and other contact numbers.

Where this arrangement is not possible (for instance, where space constrictions apply) a secondary layout is illustrated, with our address details appearing in a single line.

Our contact numbers also appear in single lines, with a double space, point, double space separator between each element (this assists in legibility and assists the reader in clearly identifying each separate element of information).

Preferred layout

B2N Ltd

The Clock House
Station Approach
Marlow, Bucks
SL7 1NT UK
Tel: + 44 20 7617 7611
Fax: + 44 560 065 3061

Email: office@b2net.net

Web: www.b2net.net

Secondary layout

B2N Ltd

The Clock House . Station Approach . Marlow, Bucks . SL7 1NT . UK
Tel: + 44 20 7617 7611 . Fax: + 44 560 065 3061
Email: office@b2net.net . Web: www.b2net.net

10: Email signatures

It is vital that all of the company's outgoing email communications are presented in a consistent and clear manner. A major factor in achieving this is an organisation-wide adoption of a standard email "signature" which will sit at the foot of all outgoing email messages.

The Signature includes the B2N logo, personal details, and organisation contact information, together with a standard legal disclaimer.

The email signature should be installed as the default signature on all B2N PCs with internet and email access.

Emails should be set out as follows in 11pt Arial Bold and Regular, as indicated:

- i. Name (minimal requirement)
- ii. Title or Branch (minimal requirement, staff can choose which to include)
- iii. Direct phonenumber (minimal requirement)
- iv. Mobile (optional)

In addition, the following information will be embedded on each email together with a standard legal disclaimer:

- i. General phonenumber
- ii. General faxline
- iii. Textphone number
- iv. Full address with postcode
- v. Website address (all with icons and as opposed to letter, eg, W)
- vi. Disclaimer in line with new internet policy.

An example email signature is illustrated on Page 21.

10: Email signatures continued



A B2N logo

B Personnel name and title

C Organisation title and address, contact details

11: PowerPoint templates

Microsoft PowerPoint is the B2N's preferred tool for screen-based presentations, and in order to ensure consistency a series of templates have been developed to accommodate a variety of situations and purposes.

B2N presentations fall broadly into two categories: B2N brand (where the only identifying logo or emblem is the B2N logo) and Co-brand, where the B2N logo sits alongside a partner logo.

Naturally it is impossible to take into consideration every possible type of presentation, or the type of information to be presented (including charts, tables, diagrams, photographs etc) but as a general rule the following guides should be observed with regard to overall style.

The font used must ALWAYS be Arial. Other fonts, for example Times or Comic Sans, should NEVER be used, even when trying to highlight a particular word or phrase or infer additional meaning. Text highlighting should only be achieved through the use of bold or italic text. Underlining should NEVER be used. Font sizes should be as indicated. Try and avoid having too much text on an individual slide, resulting in a reduction in text size.

The use of colours other than black or dark grey for the text should be avoided. Bright yellow, green or red will cause legibility issues for people with reading or colour recognition difficulties. The use of 'gimmicky' sound and visual effects or transitions should also be avoided. Where specific additional multimedia capabilities (eg: embedded video, flash animation, etc) are required, please contact the B2N Press and Public Relations Branch to discuss your requirements.

Illustrated on Page 23 are examples of a B2N-branded PowerPoint presentation.

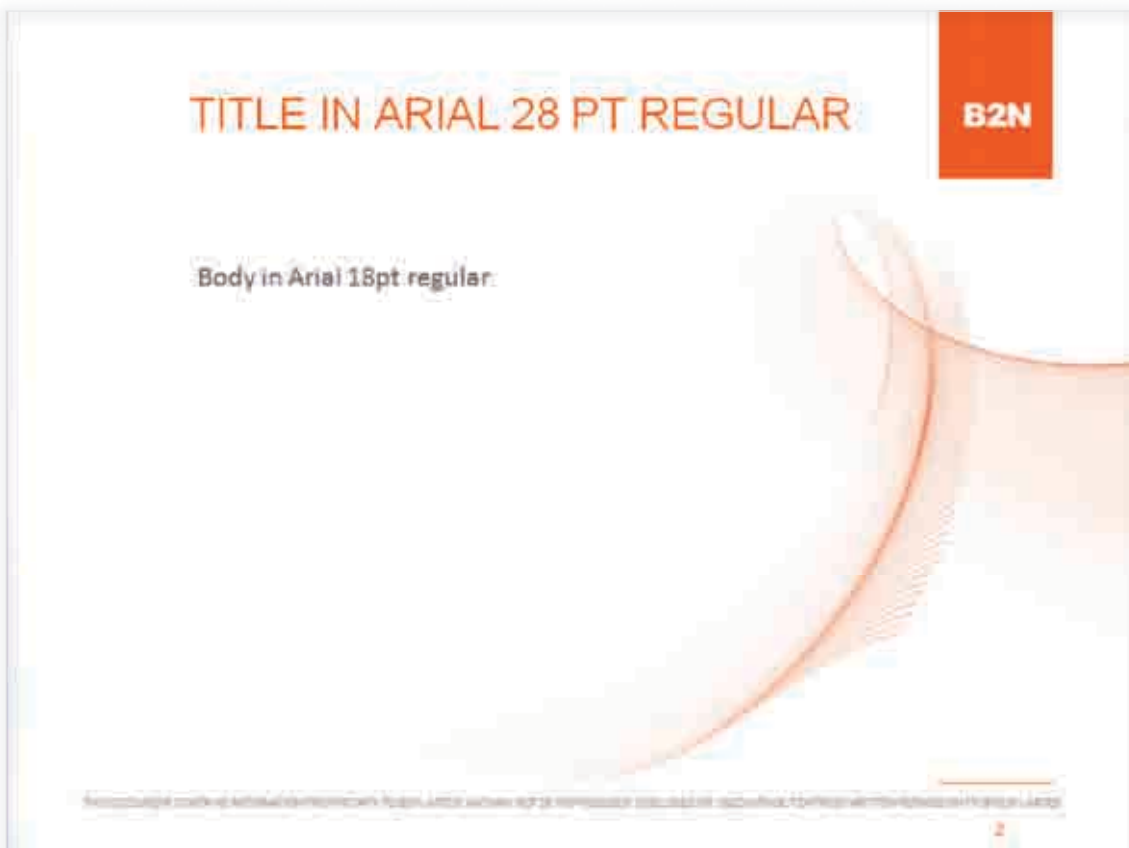
NOTE:

a PowerPoint template is available on request from Press and Public Relations Branch, B2N Ltd
The Clock House . Station Approach . Marlow, Bucks . SL7 1NT . UK
Tel: + 44 20 7617 7611 . Fax: + 44 560 065 3061
Email: office@b2net.net

11: PowerPoint templates continued



TITLE SLIDE



EXAMPLE TEXT
SLIDE

12: Co-branding

Broadly speaking the B2N's logo will appear in the following two sets of circumstances:

- B2N Brand (where the only identifying logo or emblem is the B2N logo)
- Co-Brand (where the B2N logo sits alongside a partner logo)

When the B2N logo appears as a co-brand, it is preferable that both logos occupy a similar area of volume and appear to be of equal prominence. Regarding positioning it is preferable that the B2N logo sits alongside other co-brands, rather than below.

On occasions, it may not be possible to reproduce the B2N logo in it's correct, full colour version. In these instances no attempt should be made to modify the B2N logo's colours to accommodate any other design feature or printing technique, rather, the B2N logo should appear in single colour (mono) form.

In every instance of co-branding where production of materials is being handled by the co-brand partner, the B2N logo must be supplied as original electronic artwork, to avoid distortion or degradation of quality.

Under no circumstances should the logo be scanned, copied or otherwise recreated.

Illustrated on Page 25 are four examples of co-branding, illustrating equal prominence of both brands.

NOTE:

Additional information can be sourced from:

Press and Public Relations Branch, B2N Ltd

The Clock House . Station Approach . Marlow, Bucks . SL7 1NT . UK

Tel: + 44 20 7617 7611 . Fax: + 44 560 065 3061

Email: office@b2net.net

12: Co-branding continued



13: Typography considerations

B2N WIDE range of visual communications should be models of best practice in terms of clarity and usability, as well as design.

To help us reach this standard we aim to follow simple guidelines in the treatment, manipulation and representation of text.

Where possible, all body text in our printed literature should be typeset in Myriad Pro at a minimum of 12pt on 14pt leading. (By way of comparison, many of B2N's leading business journals use 8pt text. This is also the standard text size for many newspapers). This document has been set with main body copy in 13pt Myriad Pro Light.

Heavier weights and uppercase should be reserved for headings, quotes and points of particular importance.

Care should be taken in avoiding confusing photographic or patterned backgrounds behind text, and additional type treatments or 'special effects' such as drop shadows, underlines, key-lines around letters and unnatural stretching or condensing should never be used.

Body copy

This is a sample of text set in Myriad Pro Light 12pt on 14pt leading.

Text effects not to be used

This is a sample of text set in Myriad Pro
12pt on 14pt leading with underlining applied.

This is a sample of text set in Myriad Pro
12pt on 14pt leading with colour applied.

**This is a sample of text set in Myriad Pro
12pt on 14pt leading with fill and stroke applied.**

This is a sample of text set in Myriad Pro
12pt on 14pt leading with distortion applied.

This is a sample of text set in Myriad Pro
12pt on 14pt leading with a drop shadow applied.

14: Branding

Where the B2N is required to produce branded items including conference materials or promotional products, it is vital that the B2N identity should be clearly and prominently placed to ensure provenance and origin.

In most applications, the only way to effectively reproduce the B2N identity will be in a single colour, whether by embroidering, screen-printing or etching, but on occasion the primary full colour version of the logo can be used.



15: Resources: logo origination

Whenever commissioning new visual communications materials, it is vital that an original copy of the B2N logo is used in preparation of any artwork.

In the first instance though, requests for specific application guidance not covered in this guide should be made through the Press and Public Relations Branch,

B2N Ltd

The Clock House

Station Approach

Marlow, Bucks

SL7 1NT UK

Tel: + 44 20 7617 7611

Fax: + 44 560 065 3061

Email: office@b2net.net

16: Resources: colour chips

The primary corporate colours used in B2N communications are derived from the B2N logo, and utilise tints (shades) of Pantone PMS 1655 and Process White.

When specifying printed materials for the B2N it is essential that colour references are clearly communicated as part of the overall brief when liaising with Printers and other suppliers of visual communications materials.

These colour reference chips can be printed from this PDF file and attached to any visuals supplied with artwork to ensure that accurate colour matching is maintained.

17: Have we missed anything?

This corporate identity guide is designed to assist B2N staff in the development and production of effective visual communications materials.

We have covered a broad scope of applications and purposes, but there may be occasions when additional advice and guidance is required - if so, don't be afraid to ask - both the Press and Public Relations Branch and Whitenoise are here to help.

18: Contacts

B2N Ltd

Press and Public Relations Branch

The Clock House

Station Approach

Marlow, Bucks

SL7 1NT UK

Tel: + 44 20 7617 7611

Fax: + 44 560 065 3061

Email: office@b2net.net

Web: www.b2net.net