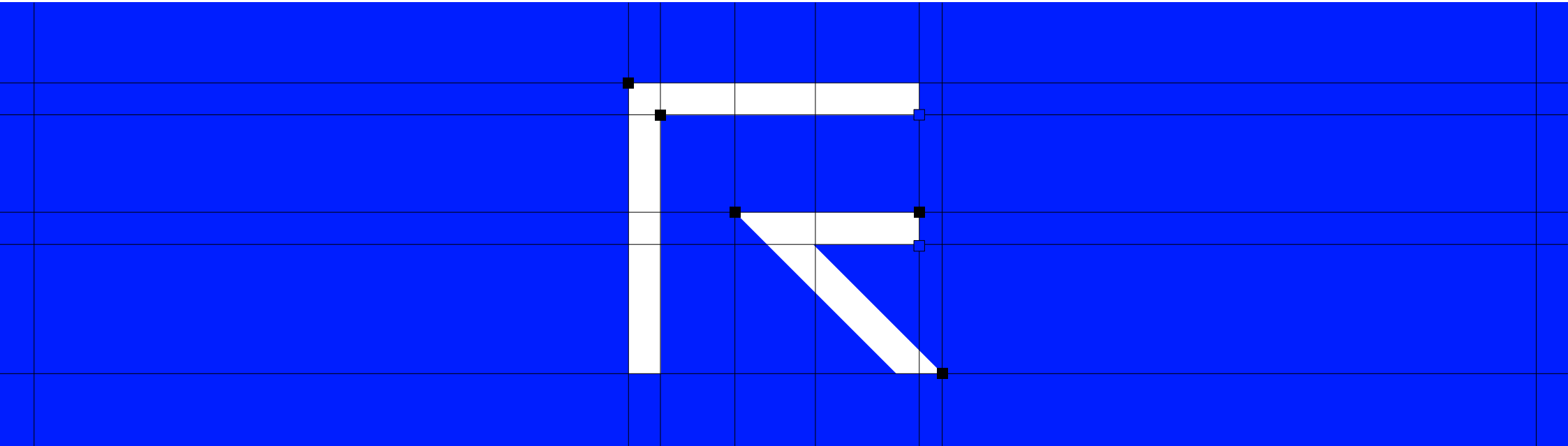




# REFINITIV PARTNER BRAND GUIDELINES

v2021



# LOGO: usage and application

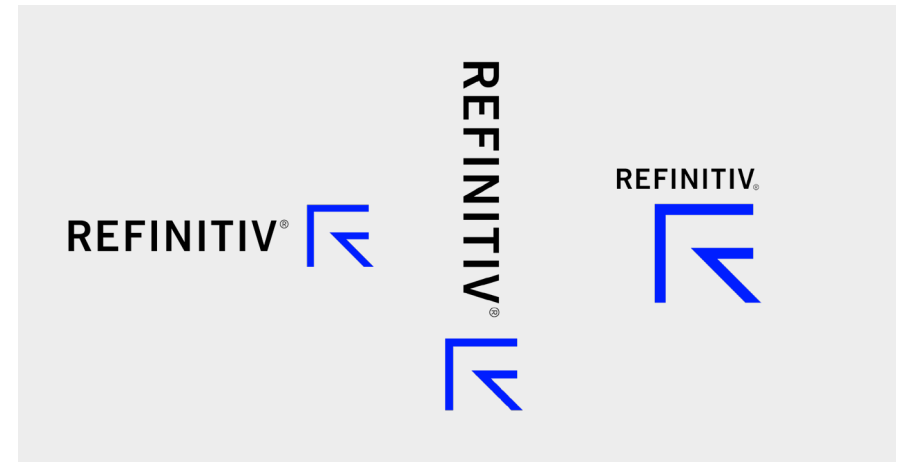
## Our logo

The Refinitiv logo is our most identifiable asset, and this preferred lockup is the default choice for all applications. Our logo's simple, concise, geometric form is focused and bold, while its angular, parallel lines create an openness that is a powerful expression of our forward-focused brand.

### Preferred logo



### Alternative logos

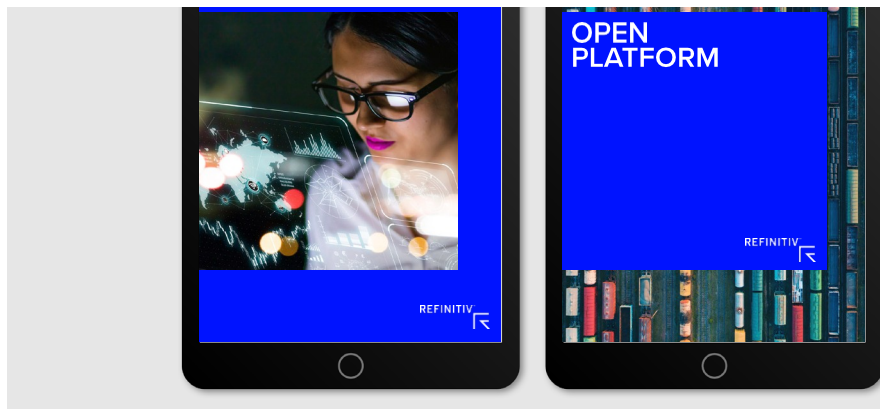


## Proper usage of our logos

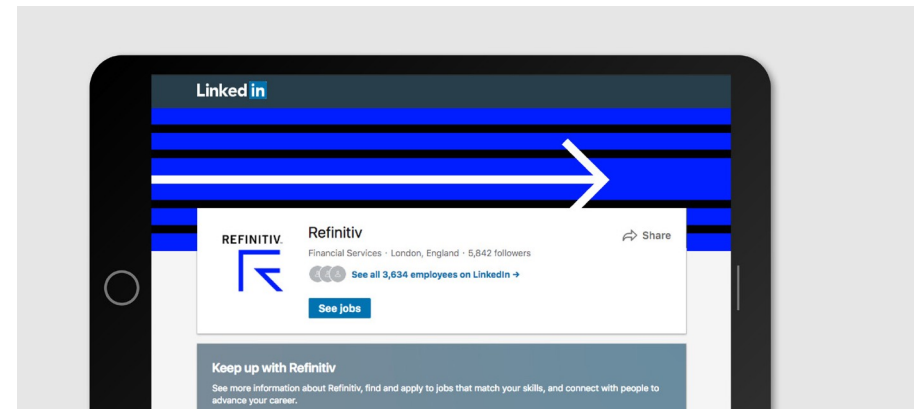
The preferred logo will be used most often. The horizontal composition of the Refinitiv wordmark, coupled with the “R” symbol, will place easily into the majority of branded communications.

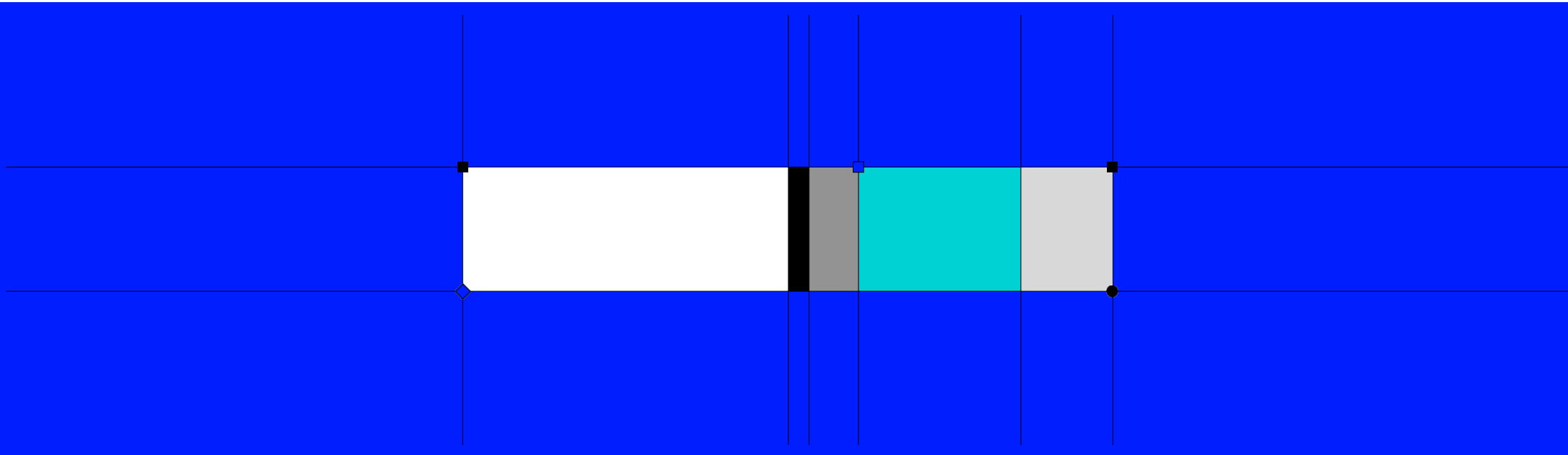
\*For illustrative purposes only

### Preferred logo



### Alternative logos





# COLOR: palette, formulation, and expression

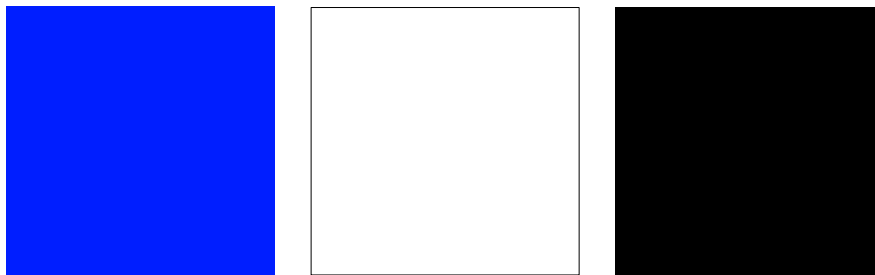
## Our color palette

Our color palette leads with the distinctive and vibrant Refinitiv Blue, supported by simple black and white. Featured prominently in our communications, Refinitiv Blue expresses our confidence and energy, and stands out in a crowd. It is supported by ample white space, with the majority of typography set in black.

We have a supporting chromatic vocabulary in our accent colors, which are crisp, clean, and compelling, to reinforce our focus and boldness. We use these colors sparingly, when we need a broader chromatic range to make our point.

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### Core colors



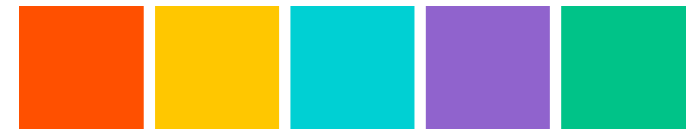
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### Additional colors

#### Secondary



#### Accent



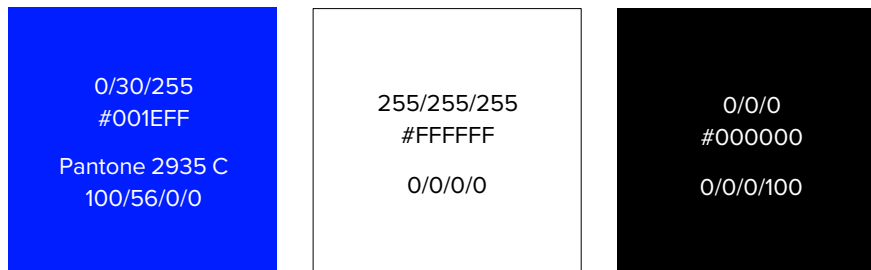
**Note:** Accent colors should be used sparingly in infographics and icon backgrounds. Use a maximum of 2 or 3 at a time to keep the color expression elegant, not cartoonish.

## Our color formulations

Use the color specifications shown below to apply our color palette consistently across our branded communications. In order to ensure the optimal impact and effectiveness of our printed materials, please use the spot Pantone 2935 C wherever possible. The CMYK formulation should only be used when a spot Pantone color application is significantly cost-prohibitive for your project(s).

**Important:** When working on activating the Refinitiv brand in other physical-based media other than ink-on-paper, please make sure that vinyl, paint, foil, fabric — and any other substrate used — is matched by your vendor to the spot Pantone designation shown below, and not the CMYK formulations.

### Core colors

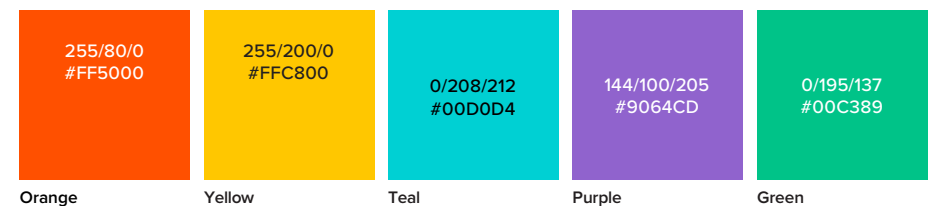


### Secondary colors



**Secondary colors** supplement the core colors to emphasize points of interest in subdued tones, while maintaining a sophisticated, refined feel.

### Accent colors



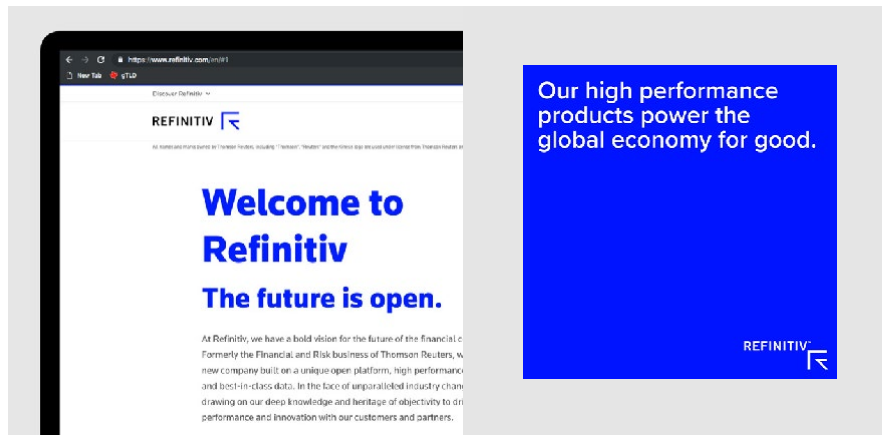
**Accent colors** provide vibrant pops of color that add distinct, immediate impact to charts, graphs, and icon backgrounds. Use no more than 2–3 at a time to maintain the consistency and sophistication of our brand expression.

## Our color expression

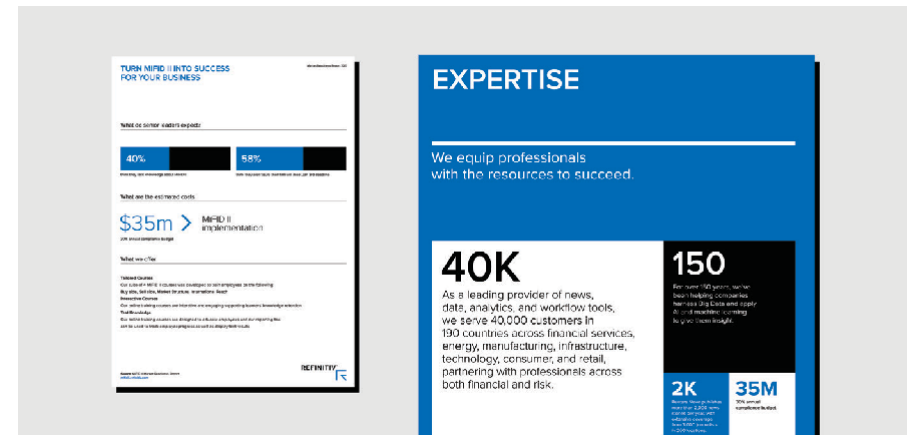
Refinitiv is a digital-first brand, which means our initial expression of color is in RGB and HEX — and encountered primarily on electronic device screens. RefinitivBlue is especially unique in its digital formulation and is difficult to match as a 1:1 in other color spaces.

The brand is also supported by spot Pantone® colors and four-color process (CMYK) for printed brand stationery and collateral, and the Refinitivbrand will also require discrete expressions in the physical and built environments—supported by brand color matches of paints, vinyl, and other materials and processes to achieve close chromatic similarity to spot Pantone® colors as targets. As the types of brand expression vary from project-to-project, the onus will be on your vendors to provide appropriate color matches for you to approve before they go into production.

**Digital-led color expression** is the most common way the Refinitiv brand will be seen by most people—on a global scale. Distribution of color and types of projects in this space will mostly look like:

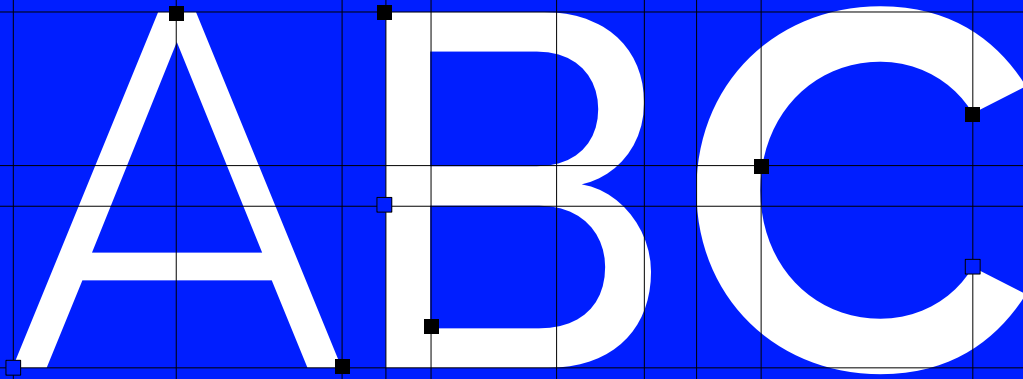


**Print-led color expression** will mostly live in our corporate stationery and customer-facing collateral pieces. Distribution of color and types of projects in this space will mostly look like:



**Note:** Print-based exhibits shown closer to their actual ink-based CMYK formulations, hence the color shift in Refinitiv Blue.





# TYPOGRAPHY

## Typography

Arial should be used as the primary font for communications outside Refinitiv.

Arial

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0 \$ € £ ¥

Arial Bold

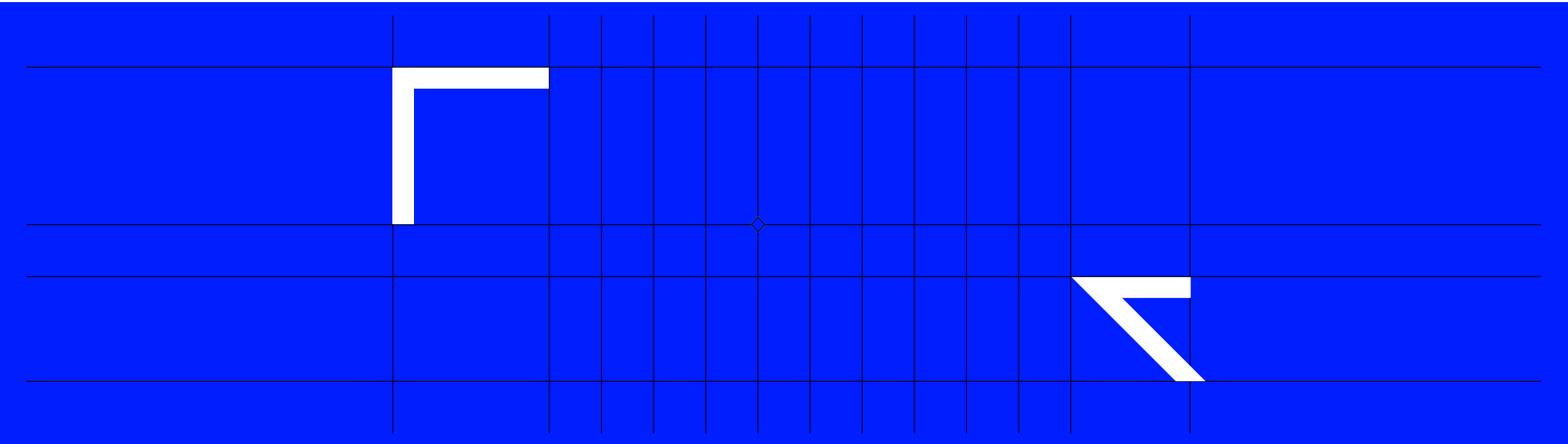
**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0 \$ € £ ¥**

Arial Italic

*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0 \$ € £ ¥*

Arial Bold Italic

***Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0 \$ € £ ¥***



# CITATIONS AND ATTRIBUTIONS

## Citation guidance

We have specific guidance for four categories of citation. When citing something outside of these categories, please contact Refinitiv for approval.

### EMPLOYEES

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#### X FROM **REFINITIV**

##### Examples

“David Aurelio, a senior research analyst **from Refinitiv**, says nearly 80 percent of the companies in the Standard & Poor’s 500-stock index that have reported so far...”

“These strong statistics reinforce the notion that Nike is standing firm — and not just in a social context,” **Refinitiv** consumer research director Jharonne Martis said.

### AGNOSTIC AND SPECIFIC DATA SETS

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#### X DATA FROM **REFINITIV**

##### Examples

“Earnings per share have grown 26 percent since the same quarter a year earlier, according to **I/B/E/S data from Refinitiv**”

### PRODUCTS

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#### **REFINITIV**<sup>™</sup> **WORLD-CHECK**<sup>®</sup>

##### Examples

Source: **REFINITIV WORLD-CHECK**

Source: **REFINITIV** **WORLD-CHECK**

### POWERED BY

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POWERED BY

#### **REFINITIV**<sup>®</sup>

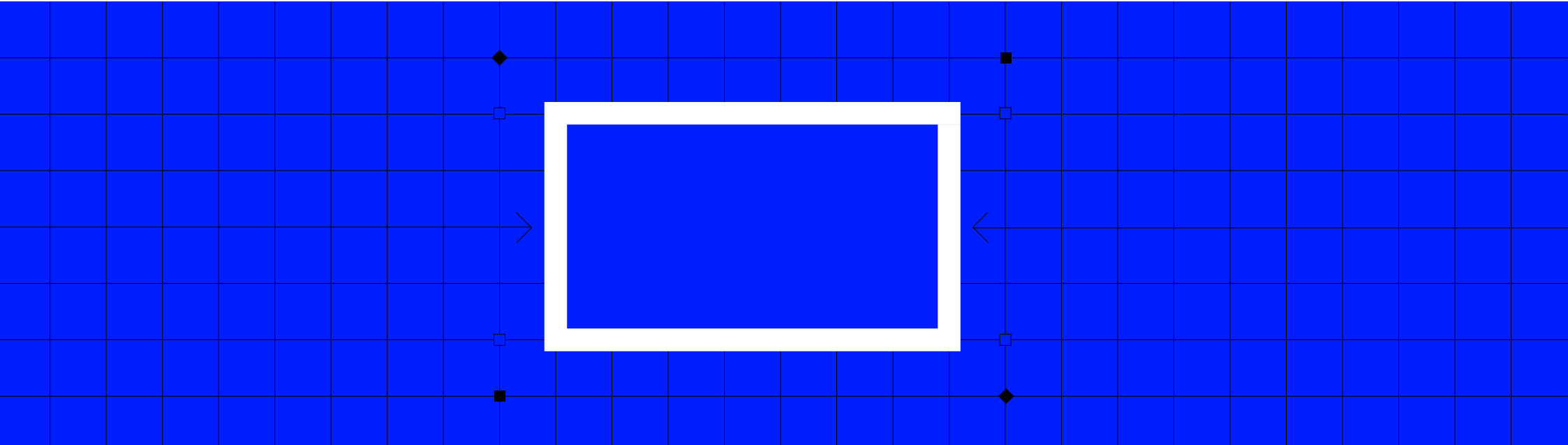


##### Examples

Used when our data or technology is enabling a 3rd party display or application to run.

3rd party application which ingests our data as its main source of content.

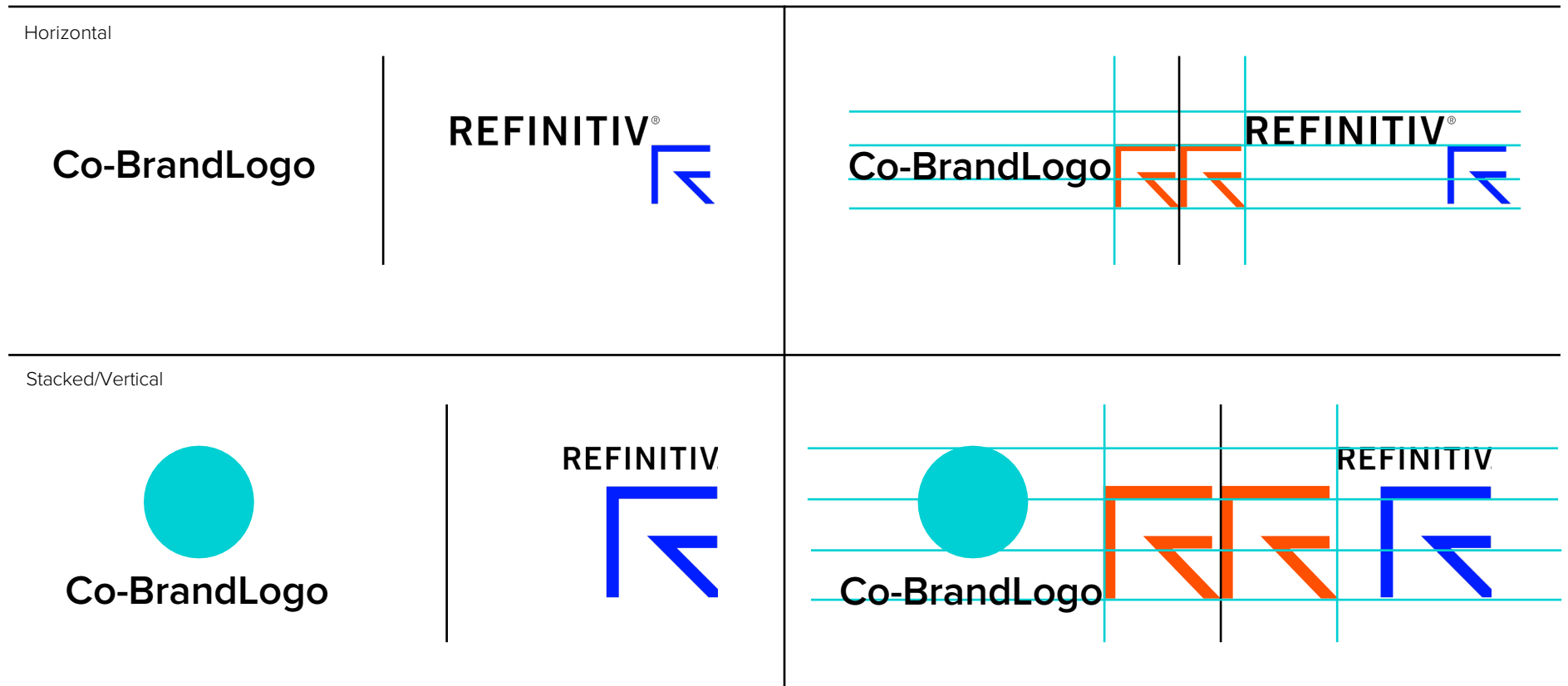
Live stock information such as a ticker or wall board display.



# CO-BRANDING OPTIONS

## Equal relationship: logo relationship, limited space

The logos should be placed closer together when the communication piece in question has limited space.



## Equal relationship: logo relationship, large space

The logos should be set further apart when the communication piece in question has more space.

Horizontal

Co-BrandLogo



Co-BrandLogo

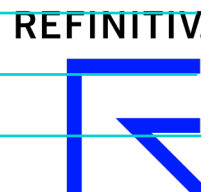
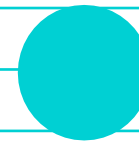


Stacked/Vertical

Co-BrandLogo



Co-BrandLogo



## Co-brand dominant

In this case, we give the co-brand logo greater prominence, while still abiding by the rules outlined in the Refinitiv brand guidelines.

Horizontal

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**Co-BrandLogo**



Stacked/Vertical

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If you have any questions about the Refinitiv brand, you may email our team at [brand@refinitiv.com](mailto:brand@refinitiv.com)

Refinitiv is one of the world's largest providers of financial markets data and infrastructure, serving over 40,000 institutions in over 190 countries. It provides leading data and insights, trading platforms, and open data and technology platforms that connect a thriving global financial markets community – driving performance in trading, investment, wealth management, regulatory compliance, market data management, enterprise risk and fighting financial crime.

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