

Ebury brand guidelines



Ebury What borders?

Content

This is a guide with all the basic elements that make up Ebury.

1	Our logo
2	Print colours
3	Web colours
4	Typography print
5	Typography web
6	Grid system
7	Icons
9	Photography
10	Our collateral

Logo

GRADIENT LOGO

Ebury What borders?



REVERSED LOGO

Ebury What borders?



FLAT LOGO

Ebury What borders?



MONOCHROME

Ebury What borders?



Logo

GRADIENT LOGO

Ebury Biznes bez granic



FLAT LOGO

Ebury Biznes bez granic



REVERSED LOGO

Ebury Biznes bez granic



MONOCHROME

Ebury Biznes bez granic

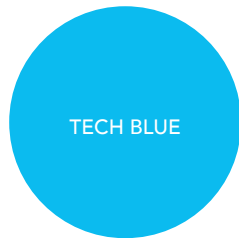


Our colours



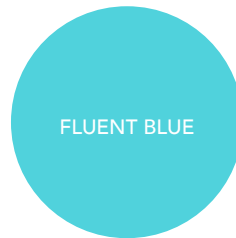
BANK BLUE

RGB 10 / 70 / 90
CMYK 95 / 65 / 45 / 35
HEX #094358
PMS 3025 C



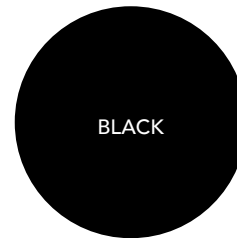
TECH BLUE

RGB 80 / 210 / 240
CMYK 70 / 0 / 0 / 0
HEX #00BEF0
PMS 2995 C



FLUENT BLUE

RGB 80 / 210 / 220
CMYK 60 / 0 / 20 / 0
HEX #50D2DC
PMS 319 C



BLACK

RGB 0 / 0 / 0
CMYK 0 / 0 / 0 / 100
HEX #000000



GREY 50

RGB 147 / 149 / 152
CMYK 0 / 0 / 0 / 50
HEX #939598
PMS COOL GRAY 7 C



GREY

RGB 245 / 245 / 245
CMYK 3 / 3 / 3 / 0
HEX #F5F5F5
PMS COOL GRAY 1 C

TECH BLUE

GRADIENT

FLUENT BLUE

The grid

A4 format grid

WHERE CAN YOU FIND IT?

All the A4 document grids are included on the link below.

[PORTRAIT GRID DESIGN](#) [link](#)

WHAT WILL YOU FIND?

- Cover template
- Guide template
- Case study template



COVER TEMPLATE

The grid

CASE STUDY

Fred Balls Fastenings

"We are very pleased with the level of service and support we have received from Ebury throughout the years. Their FX facility has transformed us into a truly global business and the introduction of Trade Finance has been most welcome. We are now able to trade internationally with surprising ease."

Richard Parkin, Director
Sector: Wholesale

FBF

BUSINESS CHALLENGES

Independent of currency execution, Ebury offers a tailored Fred Balls Fastenings had a backlog of orders for their products and wanted to purchase the goods from their Taiwanese supplier but unfortunately they were unable to fund the purchase due to cash flow shortage. Instead, they were forced to purchase some of the materials from a UK supplier at three to four times the cost, which resulted in a massive drop in their profitability. Fred Balls Fastenings had been looking for a few years for a solution to solve this, and improve profitability, but had little success.

EBURY SOLUTIONS

As a long standing FX customer with Ebury, Fred Balls Fastenings were already benefitting from our currency conversion, payments and risk management strategies in order to pay their Taiwanese supplier in US Dollars. The introduction of Trade Finance solution has solved the working capital issue for them, and improved their profitability significantly. Moreover, they effectively combined these two services in order to gain the benefits of currency security and a fluid trading flow.

Our Trade Finance Credit Line has solved their cash flow problem and the cost associated with our finance has been completely offset by the 70%+ drop in purchase costs, achieved by moving all purchases to their Taiwanese supplier. Fred Balls Fastenings can now easily access the revolving credit facility we have supplied in order to meet the demands of their clients on a higher margin. They are looking to trade again very shortly now that they have found a solution that works and can readily adapt to the needs of their business.

Going forward, as their business grows, Fred Balls Fastenings would like to expand the credit line they have with Ebury so that they are able to purchase greater amounts of stock and increase their turnover.

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CASE STUDY

GUIDES

Market Insight Credentials

ANALYTICS

Independent of currency execution, Ebury offers a tailored consultancy service to clients with more complex foreign exchange requirements. This service is focused on helping companies understand the risk associated with large volume multi-currency exposures. Managing these correctly requires an increased focus on treasury policy and a clear understanding of the costs and implications of the sophisticated instruments associated with protecting against these risks.

BLOOMBERG

We challenge Ebury's dealing team and clients are well supplemented by our team of analysts based in New York. Through this team, we are able to access market insight and provide Bloomberg forecasting in a range of currencies. Not only is this a tool for our dealing team, but for our clients too, allowing them to manage their currency exposures accordingly.

DR. ENRIQUE DIAZ, CHIEF RISK OFFICER

Enrique heads up the analysis team in New York. He is responsible for the strategic direction and analysis of currency markets for the company and clients. Enrique's drive, passion and in depth knowledge of the subject area has led him to be recognised by Bloomberg as one of the most accurate currency market predictors and so brings to Ebury a level of expertise which can be passed onto clients as valuable market insight.

Before joining Ebury, Enrique worked in capital markets as a Portfolio Manager operating mainly in currencies and interest rates from a macroeconomic perspective. Enrique has worked in this position for several hedge funds in New York and Madrid, as well as at Societe Generale in New York where he was Managing Director. Prior to his career in capital markets, he worked as a consultant for McKinsey & Co. in the Madrid office. Enrique holds a doctorate in Telecommunications Engineering from Cornell University.

HOW THIS BENEFITS EBURY'S CLIENTS

- Ebury informs clients in real-time, so they can take advantage of favourable rates, and provides them with updates on macroeconomic and political data, building on insight from all major international banks.
- Tailored risk analysis
- Transparent costing
- Reliable forecasting recognised by Bloomberg
- Daily reports on market moves
- Weekly summaries of the market positions
- Special Reports on significant currency moves which are handpicked by your dedicated currency specialist in line with your currency exposure
- Currency profiles across G10 and emerging market currencies

Ebury What borders? ebury.com

GUIDE TEMPLATE

Typeface - Avenir

Aa

Avenir Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 — &*#@?!/+(.,:;)

Aa

Avenir light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 — &*#@?!/+(.,:;)

Aa

Avenir light oblique
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 — &*#@?!/+(.,:;)

Aa

Avenir Roman
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 — &*#@?!/+(.,:;)

Aa

Avenir Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 — &*#@?!/+(.,:;)

Aa

Avenir black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 — &*#@?!/+(.,:;)

Hierarchy print

<H1> Avenir light 32pt/line height 36pt

<h2> Avenir light 18 pt/Line height 24pt

<H3> AVENIR BOOK 8PT/Line height 11pt

<body> Avenir book 8pt/Line Height 11pt

Avenir light 32pt 36pt

Lorem ipsum dolor sit amet

Avenir light 18 pt 24pt

Neque porro quisquam est qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit

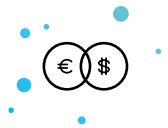
Avenir book 8pt 11pt

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT.

Avenir book 8pt 11pt

Duis id placerat tortor, sed aliquet elit. Vivamus in urna magna. Nam pharetra convallis velit et mollis. Maecenas sagittis commodo risus quis facilisis. Integer vitae porttitor dolor. Integer sed ipsum nec turpis lacinia mattis a nec ligula. Mauris pharetra aliquet lorem in lacinia. Proin non leo sed felis vehicula fermentum quis et risus. Morbi et enim feugiat, lobortis risus sit amet, consequat leo.

Icons



Tailored currency services



Lorem Ipsum



Speed and reliability



straight talking



Made to measure



24 hours /
7 days a week



Import and export



Service providers



Charities and NGOs



Online sellers



Lorem Ipsum



Risk management



Instantly pay



move cash



Collect money



Risk management



Apply free



Quote



Expert service



Trade efficiently



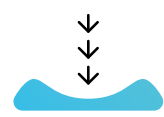
Unlock capital



Efficient fund
distribution



fund distribution



Fed funds on the
ground fast



0% Credit fees



100K



150 days



1 Million



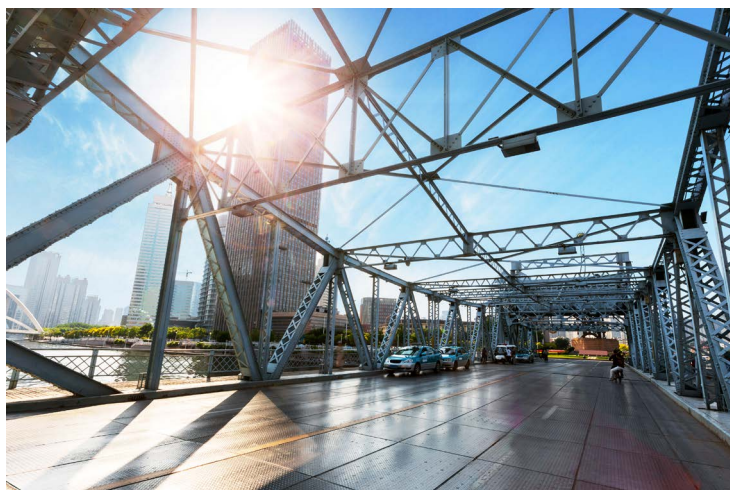
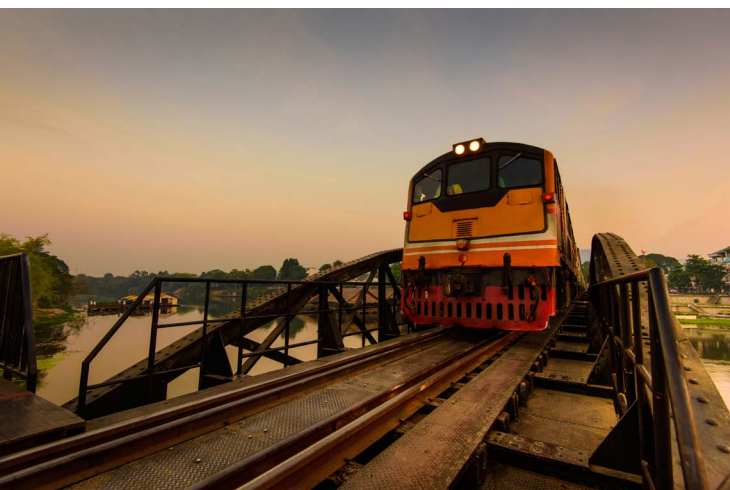
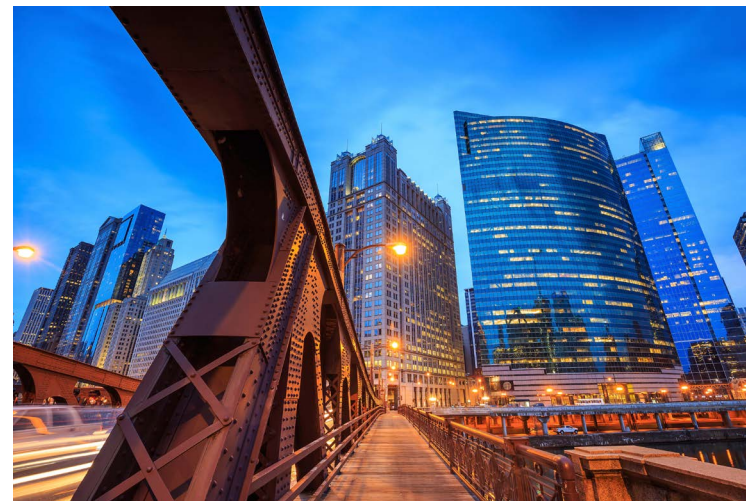
Lorem Ipsum



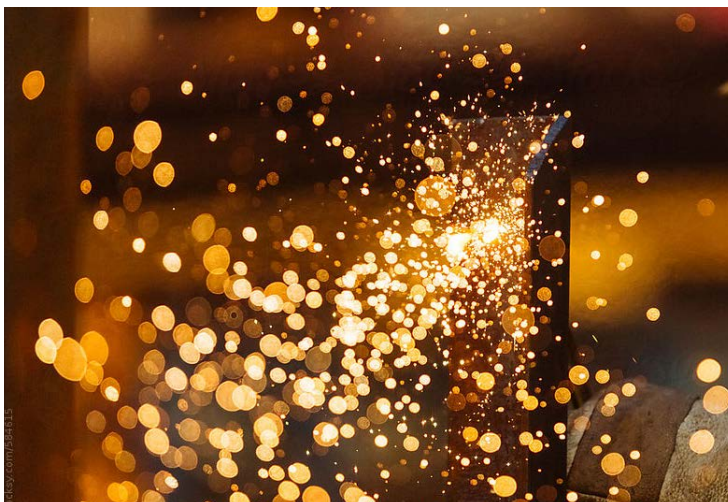
[More images here](#)

[link](#)

Photography General



Photography Sector images





List of resources

1	Corporate brochure template
2	One page guide template
3	Special Reports template
4	Business cards template
5	Case study template
6	Powerpoint template
7	Letterheads template
9	Social media template
10	word document template
11	Email signature template

Ebury Online Guidelines



Content

18	Typeface - Roboto
19	Hierarchy
20	Text color
21	Palette
22	Button status
23	Icons - Font Awesome
24	Icons - Material Design

Typeface - Roboto

Aa

Roboto Thin
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 - &*#@?!/+(.,:;)

Aa

Roboto Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 - &*#@?!/+(.,:;)

Aa

Roboto Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 - &*#@?!/+(.,:;)

Aa

Roboto Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 - &*#@?!/+(.,:;)

Aa

Avenir Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 - &*#@?!/+(.,:;)

FONT DOCUMENTATION [link](#)

CDN GOOGLE FONT [link](#)

Hierarchy

Display 3

Thin 60pt

Title content in a homepage / landing page.

Display 2

Thin 48pt

Title in a homepage / landing page.

Display 1

Thin 36pt

Title in a homepage / landing page.

Title 1

Light 24pt

Main title EBO's Pages.

Title 2

Light 18pt

Fields and Stages title.

Subtitle

Thin 14pt

Subtitle EBO's Pages.

Body

Light 12pt

Body content.

Buttons

Regular 12pt

Buttons.

Menu/Tabs

REGULAR 9PT / LIGHT 9PT

Menu or Nav Tabs.

Text color

On light backgrounds

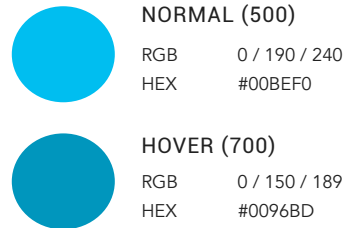
Base color	100%
Text	87%
Secondary text / Icons	54%
Disabled	38%
Dividers	12%

On dark backgrounds

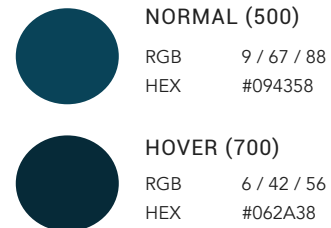
Text	100%
Secondary text / Icons	54%
Disabled	30%
Dividers	12%

Palette

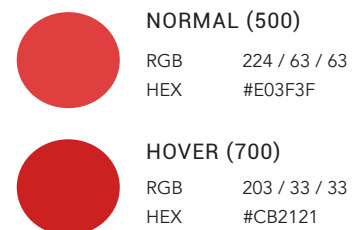
Tech



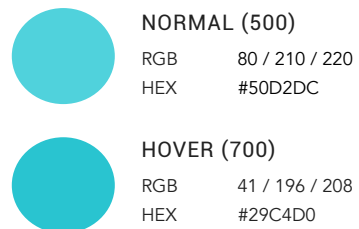
Bank



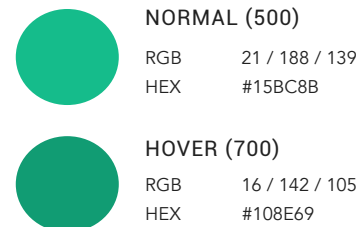
Danger



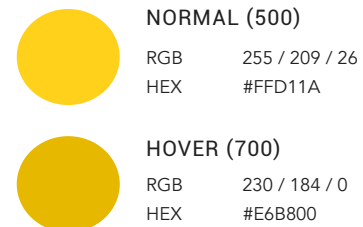
Fluent



Success



Warning



Buttons status

Border button



font-color: (700)
border-color: (700)



background-color: (700)

Fill button



background-color: (500)



background-color: (700)

Icons - Material Design

