![Hantec Markets logo]

HANTEC MARKETS

Brand Playbook

January 2025

Before we
START TRADING...

... Let's get you primed!

Within this brand book, you'll discover our strategic positioning, visual identity, and comprehensive details about the Hantec Markets brand, from our aesthetic appeal to our tone, and from our messaging to its delivery.

This brand book is your essential companion to understanding the essence of Hantec Markets. It offers a clear perspective on how we communicate, engage, and build trust with our clients, ensuring that every touchpoint reflects our commitment to integrity, innovation, and exceptional service in the world of trading.

Meet the

NEXT
LEVEL OF
TRADING.

01

Our
Brand

Our brand
Active markets

LATAM   AFRICA   ASIA

WE'RE
GLOBAL

Our brand
Why, how & what

WHY
HOW
WHAT

WHY WE'RE HERE

To provide a trusted platform for traders in all market conditions.

HOW WE DO IT

By offering diverse assets and unwavering support to like-minded traders.

WHAT WE DO

We deliver tailored trading experiences that prioritise transparency and reliability, keeping traders engaged and empowered.
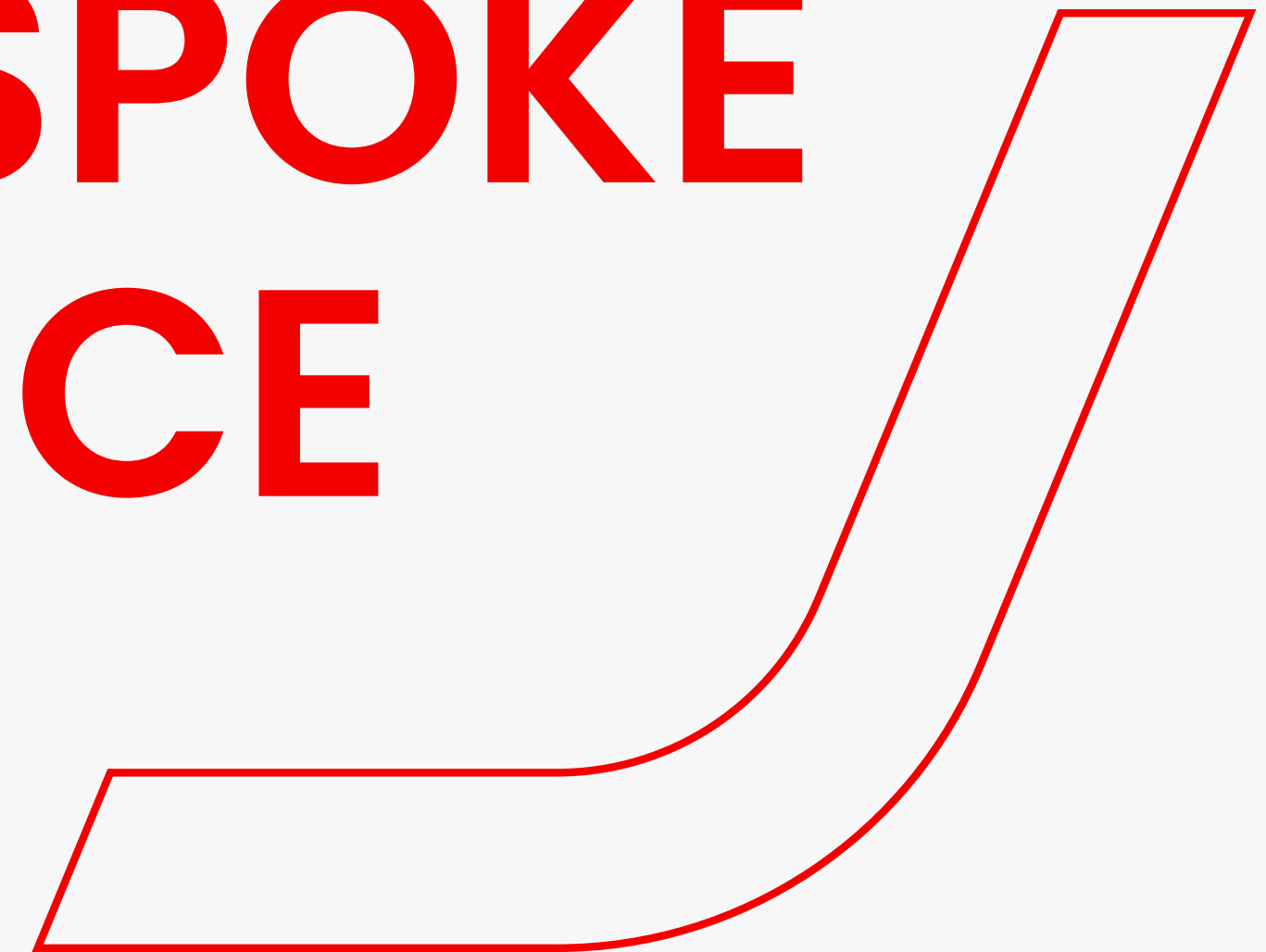
Mission statement

Deliver a

PREMIUM & BESPOKE TRADING SERVICE

for our Clients and Partners

Our values

OUR
VALUES

Own It, Every Time
We don't just meet expectations – we own them.

Make Things Happen
We're driven by action.

Relationships Matter
Trust is built, not given.

Integrity is Everything
No shortcuts, no compromise.

02
Brand Voice

Verbal identity
Brand voice

A brand's character is made up of many different attributes, the sum of which is far more powerful than any single trait. By attaching human attributes to a brand name, we humanise our business and create an emotional connection with our audience.

Key considerations:

No guarantees or promises
Avoid making unrealistic promises or guarantees about profits or outcomes.

Positive interaction
Avoid negative comparisons with competitors.

Engagement
Speak to the reader, not at them, and provide clear next steps.

Data-driven
Lead with data where possible to reinforce points.

Focus
Keep content focused and use examples to clarify complex ideas.

1. Authority

Provide definitive answers without ambiguity.

2. Simplicity

Make content easy to understand on the first read.

3. Relevance

Always answer "so what?" to ensure clarity and importance.

1. Authority

In the world of financial markets, our clients seek clear, concise, and reliable information. We provide definitive answers without ambiguity, ensuring that our content stands as a pillar of trust and expertise. Our tone is confident and knowledgeable, helping clients make informed decisions.

Definitive but not rigid

Confident but not arrogant

Informative but not overwhelming

Professional but not detached

2. Simplicity

We believe that complex financial concepts can and should be made easy to understand. Our content is crafted to be straightforward and digestible on the first read. By eliminating jargon and breaking down complex ideas, we empower our clients to make informed decisions quickly and confidently.

Clear but not simplistic

Concise but not lacking depth

Straightforward but not blunt

Engaging but not frivolous

3. Relevance

Every piece of content we create must answer the question, "So what?" Ensuring our information is always relevant, clear, and important to our clients is crucial. We focus on delivering actionable insights and practical advice that directly impacts their trading and investment decisions.

Pertinent but not preachy

Insightful but not overly complex

Timely but not rushed

Useful but not overwhelming

03
Our
Logo

Primary logo

PRIMARY LOGO – APPEARANCE

The primary logo is made up of two elements: The HANTEC MARKETS word mark and Hantec 'H'.

The word mark appears in black or white depending on the background used, with the 'H' in red as illustrated.

HANTEC MARKETS WORDMARK

POSITIVE
R255 / G255 / B255
C0 / M0 / Y0 / K0
Hex #FFFFFF

NEGATIVE
R0 / G0 / B0
C0 / M0 / Y0 / K100
Hex #000000

HANTEC MARKETS 'H'

HANTEC RED
R244 / G0 / B0
C4 / M100 / Y95 / K0
Hex #F40000

DOWNLOAD

Our logo
Primary logo

**PRIMARY LOGO –
GREYSCALE**

When the media dictates a
monotone logo, the entire logo
appears in white or black depending
on the background, as illustrated.

POSITIVE
R255 / G255 / B255
C0 / M0 / Y0 / K0
Hex #FFFFFF

NEGATIVE
R0 / G0 / B0
C0 / M0 / Y0 / K100
Hex #000000

DOWNLOAD

Our logo
Primary logo usage

Always give the logo sufficient space to breath in designs allowing a minimum area of clear space around the logo as shown.

CLEAR SPACE

CLEAR SPACE

Our logo
Tagline

TAGLINE – APPEARANCE

Our tagline 'TRADE BETTER' communicates Hantec's point of difference in the simplest and quickest way possible.

The tagline usage should only be used on advertising channels, rather than organic channels.

The tagline only appears in black or white with the logo lock-up.

HANTEC MARKETS TAGLINE

WHITE
R255 / G255 / B255
C0 / M0 / Y0 / K0
Hex #FFFFFF

BLACK
R0 / G0 / B0
C0 / M0 / Y0 / K100
Hex #000000

DOWNLOAD

Our logo
Tagline usage

CLEAR SPACE

HANTEC MARKETS

TRADE BETTER

CLEAR SPACE

**TAGLINE –
USAGE**

Always allow a minimum area of clear space around the logo and tagline as shown.

The logo with tagline should be used ONLY on advertising material, and NOT on our organic channels.

Tagline font

TRADE BETTER

V/A **Kerning:** Metric   **V/A** **Tracking:** +660

TAGLINE – FONT

POPPINS – SEMIBOLD
This is the tagline specific font and should be used whenever the tagline is used.

KERNING
Metrics

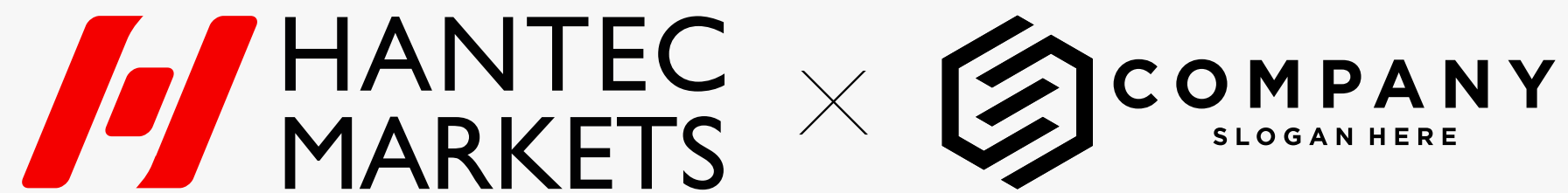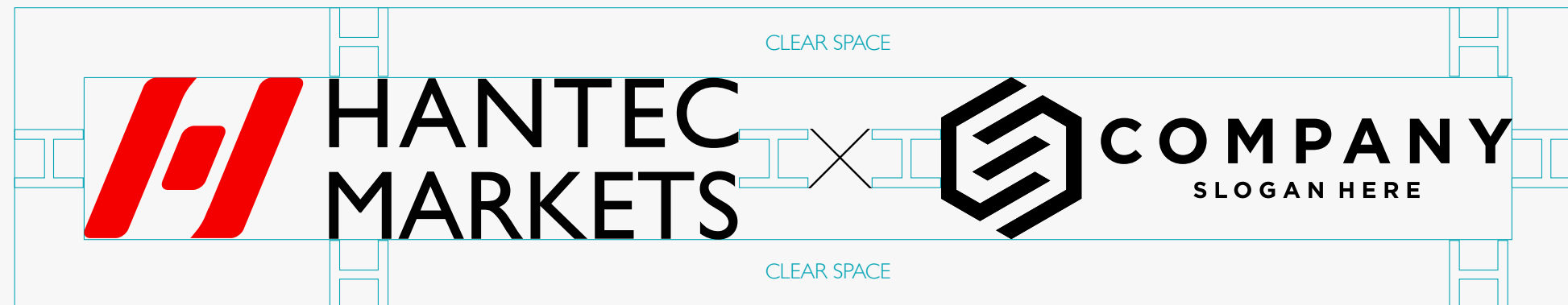**TRACKING**
Apply +660 tracking

Poppins – Semibold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Our logo
Partnership side-by-side

The "x" partner logo divider must always be used to separate the Hantec logo from the partner logo.

Ensure the logo has adequate breathing space in all designs, with a minimum clear space around it as demonstrated.

Our logo
Partnership stacked

The "x" partner logo divider must always be used to separate the Hantec logo from the partner logo.

Ensure the logo has adequate breathing space in all designs, with a minimum clear space around it as demonstrated.

04

Our
Palette

Our palette
Brand colours

HANTEC RED
#F40000
R244 G0 B0
C0 M100 Y100 K0

JET BLACK
#000000
R0 G0 B0
C0 M0 Y0 K100

PURE WHITE
#FFFFFF
R255 G255 B255
C0 M0 Y0 K0

SECONDARY TURQUOISE
#0FB2A5
R15 G178 B165
C75 M0 Y43 K0

BRAND COLOURS

Hantec's signature red, complimented by white and black, form the primary colours of our brand palette. The foundation of our brand, they provide the starting point for everything we design.

The 'Secondary Turquoise' should solely serve its intended purpose as a secondary colour. It shouldn't dominate our primary colours but should be used sparingly as an accent to enhance the brand.

Please refer to the visuals with in this document for usage of colours.

Use of additional colours

Additional colours are only permitted under specific circumstances. When using images that need to represent assets or instruments—such as Gold, Silver, Starbucks, Oil, Coffee, etc.— you may incorporate colours that accurately reflect these items or brand.
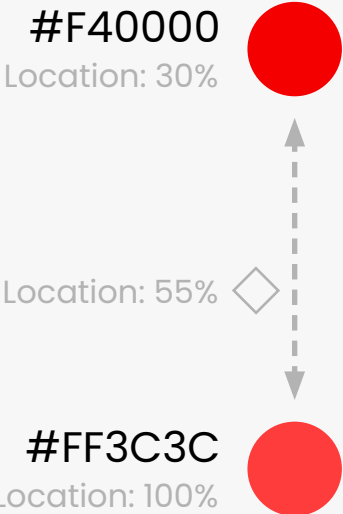
This exception is made to ensure visual clarity and relevance in portraying various financial instruments and assets.
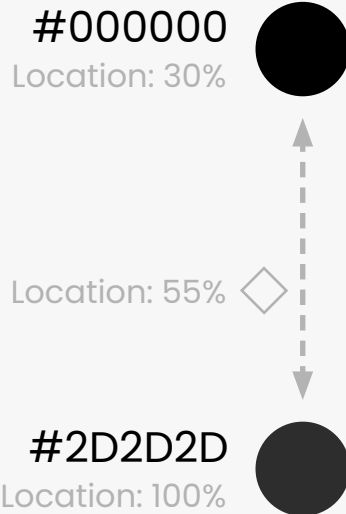
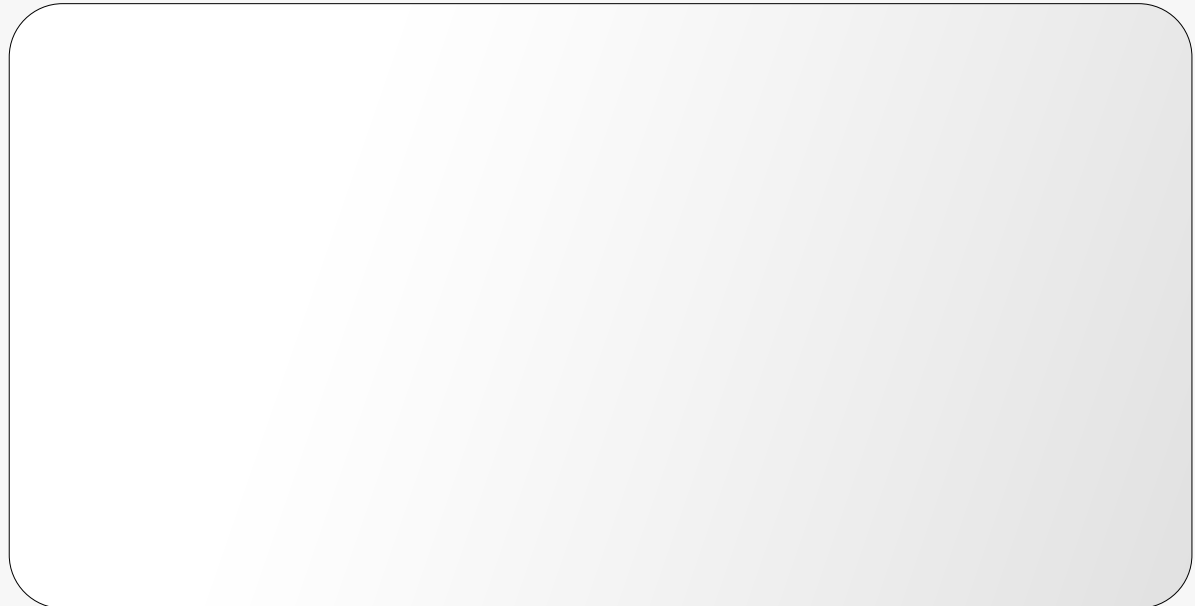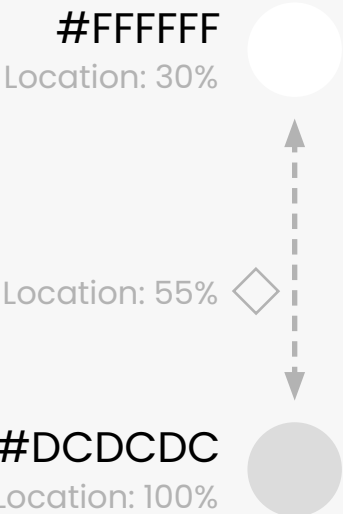**DOWNLOAD**

Our palette
Background colour gradients

Hantec
Red gradient

#F40000
Location: 30%

Location: 55%

#FF3C3C
Location: 100%

Hantec
Black gradient

#000000
Location: 30%

Location: 55%

#2D2D2D
Location: 100%

Hantec
White gradient

#FFFFFF
Location: 30%

Location: 55%

#DCDCDC
Location: 100%

Hantec
Black to Red gradient

#000000
Location: 30%

Location: 55%

#410808
Location: 100%
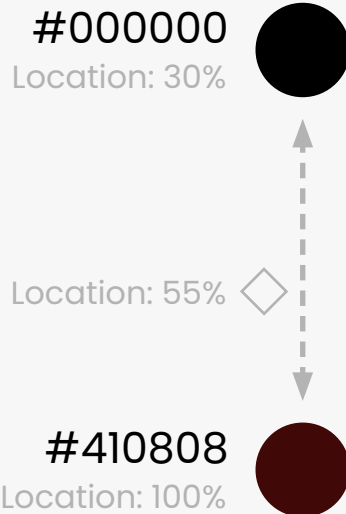
BACKGROUND COLOUR GRADIENTS

These gradients are formed of our primary colours. They should **ONLY** be used as background colours to create visual interest and depth. It's important to ensure that these gradients are **NOT** applied to text, as this can affect readability and dilute our brand message.

Use them thoughtfully to enhance the overall design without overpowering the primary content.

GRADIENT ANGLE

−45°
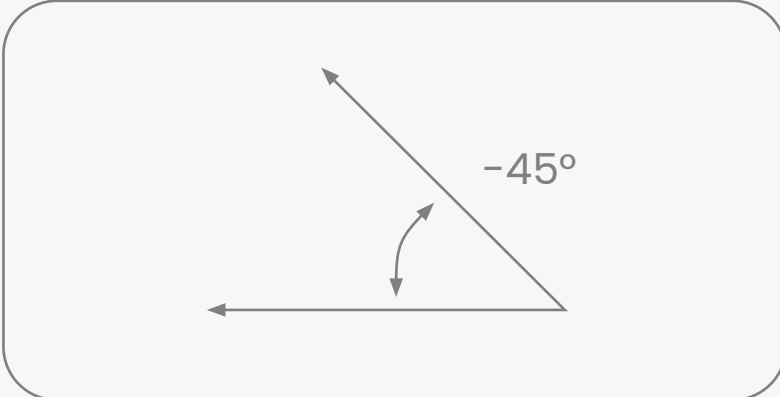
Our palette
CTA buttons

Primary button (Red)

START TRADING NOW

Colour: Solid Red

Font: Poppins SemiBold (UPPERCASE)

Usage: Used across all channels as the main attention-grabber (ie. paid ads, social media, website, emails).

Secondary button (White)

START TRADING NOW

Colour: Solid White

Font: Poppins SemiBold (UPPERCASE)

Usage: Used when the red button does not contrast well with the background for visual clarity.

Tertiary button (Black)

START TRADING NOW

Colour: Solid Black

Font: Poppins SemiBold (UPPERCASE)

Usage: Reserved exclusively for use on the Hantec Markets website for a neutral and professional option.

Primary ghost button

START TRADING NOW

Secondary ghost button

START TRADING NOW

Tertiary ghost button

START TRADING NOW

Solid CTA buttons

In order to maintain a cohesive and professional brand identity, it is essential that all Call to Action (CTA) buttons adhere to a consistent set of guidelines.

These guidelines ensure that our buttons are easily recognisable and effective across all platforms and mediums, from our website to social media and advertising.

The width of the buttons are adjustable depending on where it is placed. Please follow the padding here when creating CTA buttons. Corners of the button should follow these references.
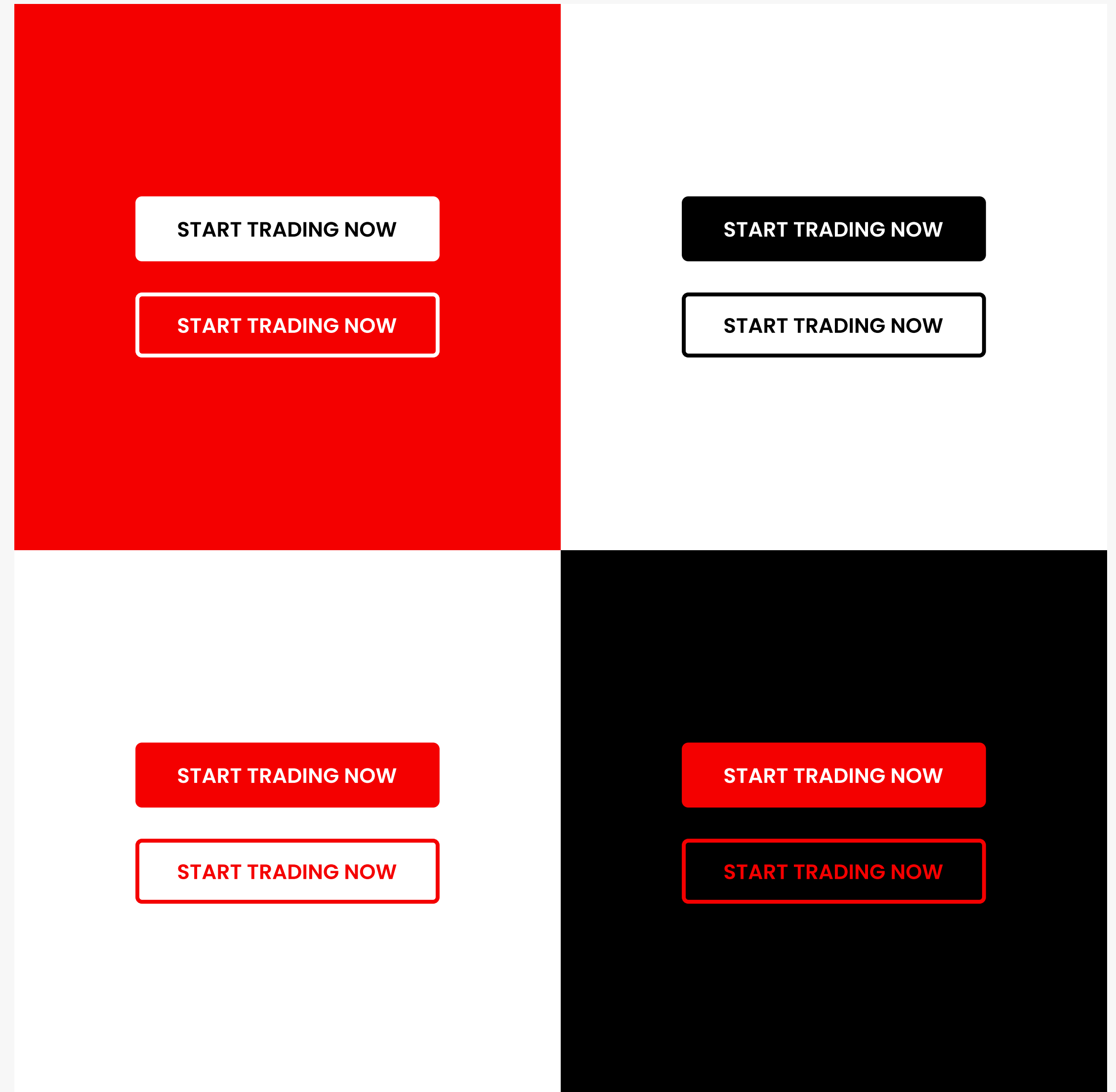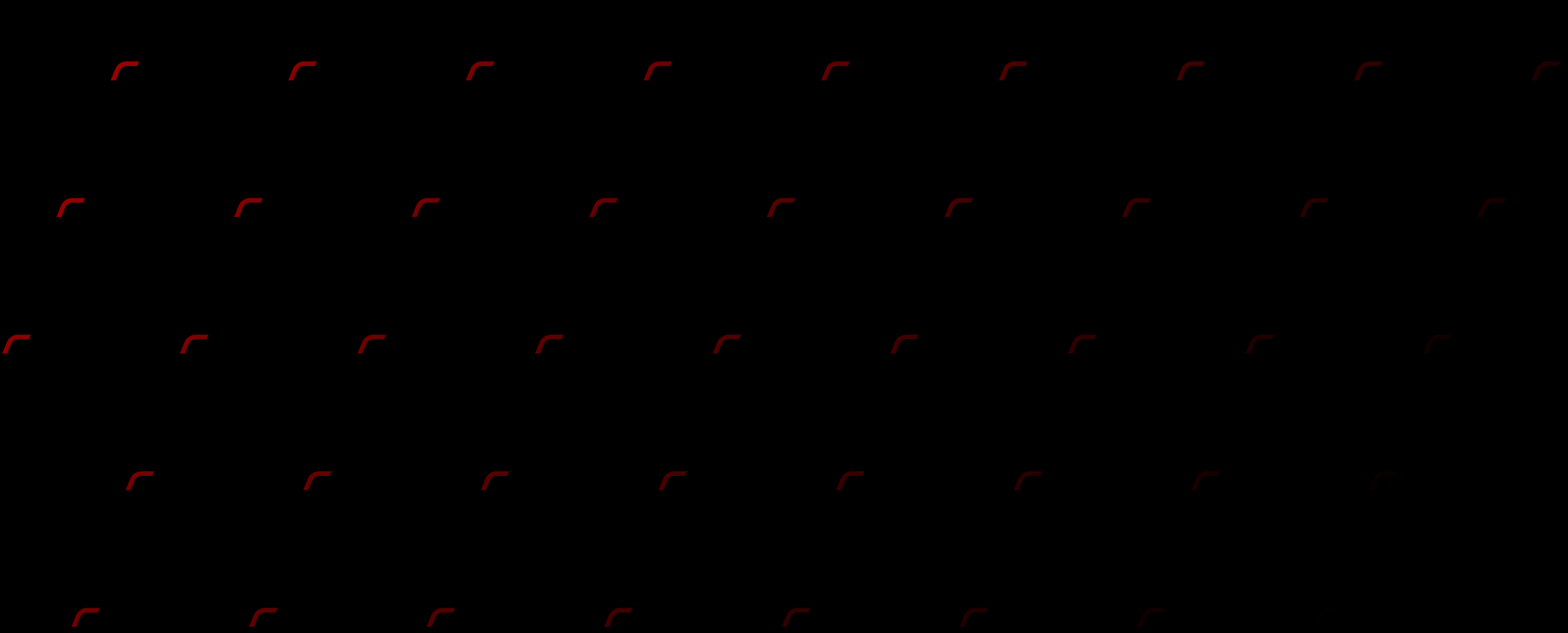
Ghost CTA buttons

Website ONLY

Ghost buttons are outlined versions of our solid colour buttons and are intended exclusively for use on the Hantec Markets website.

They provide a subtle, less prominent option for calls to action while maintaining brand consistency and visual appeal.

Our palette
CTA buttons - usage

Rounded corners are more recognisable.

START TRADING NOW

START TRADING NOW

START TRADING NOW

START TRADING NOW

START TRADING NOW

START TRADING NOW

START TRADING NOW

START TRADING NOW

Our
Typeface

Pop
Popp
Popr

Our typeface
Fonts

Poppins SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890£$€&#
=+[]\:',./!?@%*{}

Poppins Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890£$€&#
=+[]\:',./!?@%*{}

FONT – PRIMARY

POPPINS SEMIBOLD – this is the primary font and should be used for headlines and sub-headlines across all brand communications.

KERNING
Metrics

TRACKING
Use '0' when spacing out letters

LEADING
Should be 20% more than the point size

FONT – SECONDARY

POPPINS REGULAR & SEMIBOLD – this is the secondary font and should be used for body copy across all brand communications.

KERNING
Metrics

TRACKING
Use '0' when spacing out letters

LEADING
Should be 20% more than the point size

DOWNLOAD

Our typeface
Hierarchy

1   Lorem ipsum

2   # Dolor sit amet

3   Dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit.

4   In vulputate **Velit esse**

5   **Lorem ipsum dolor**
Lorem ipsum dolor
Lorem ipsum dolor

6   Molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, cons ectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

FONTS – HIERARCHY

This is a guide for hierarchy of the Hantec fonts:

1. **SECONDARY HEADING**
   Set in Poppins Regular

2. **MAIN HEADING / MESSAGE**
   Set in Poppins SemiBold and Regular

3. **BODY COPY**
   Set in Poppins Regular

4. **HIGHLIGHT AND TITLING**
   Set in Poppins SemiBold or Regular as required

5. **BULLETS AND NUMBERING**
   Set in Poppins SemiBold

6. **TERMS & CONDITIONS**
   Set in Poppins Regular

Our typeface
Fonts (Thailand ONLY)

Prompt SemiBold

กขฃคฅฆงจฉชซฌญฎฏฐฑฒณดตถท
ธนบปผฝพฟภมยรลวศษสหฬอฮ
๐๑๒๓๔๕๖๗๘๙

Prompt Regular

กขฃคฅฆงจฉชซฌญฎฏฐฑฒณดตถท
ธนบปผฝพฟภมยรลวศษสหฬอฮ
๐๑๒๓๔๕๖๗๘๙

**FONT –
PRIMARY**

PROMPT SEMIBOLD – this is the primary font and should be used for headlines and sub-headlines across all brand communications.

KERNING
Metrics

TRACKING
Use '0' when spacing out letters

LEADING
Should be 20% more than the point size

**FONT –
SECONDARY**

PROMPT REGULAR – this is the secondary font and should be used for body copy across all brand communications.

KERNING
Metrics

TRACKING
Use '0' when spacing out letters

LEADING
Should be 20% more than the point size

DOWNLOAD

HANTEC MARKETS

CONTACT

MARKETING TEAM
marketing@hmarkets.com