

**ATHEX**GROUP

Athens Exchange Group



# Brand identity guidelines



# 1.0

## Introduction

1.1 Introduction

04

# Welcome to the ATHEXGROUP brand identity guidelines.

## 1.1

### **What is a brand identity?**

A brand identity comprises a number of visual elements that come together to communicate a unique and differentiating look and feel for an organisation.

### **Why is it important to have a clearly defined brand identity?**

It is important to have a clear and well-defined identity so that our internal and external audiences have a clear understanding of who we are and what makes us different in the marketplace.

### **What is the purpose of these guidelines?**

These guidelines outline all the different elements that make up our brand identity, including our logotype, colour palette, fonts and photography. This document will help you use our brand identity elements on ATHEXGROUP communications (on-screen presentations, etc) or when talking to external design agencies.

### **Who is this document for?**

These guidelines are intended for internal ATHEXGROUP teams as well as external design agency use. The good news is that there are tools and templates that do most of the hard work for you. These guidelines will help you when you need to create something new. Take a look. We've tried to take out as much designer jargon as we can, and use examples to show you what we mean. We hope you'll find it useful.

### **Who do I contact for additional information?**

If you have any questions or concerns on how to implement our brand identity, please feel free to contact the marketing team at ATHEXGROUP.

# 2.0

## Our brand

21 Organisational structure

06

# 2.1

GROUP

**ATHEX**GROUP  
Athens Exchange Group

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SUBSIDIARY BRANDS

**ATHEX**  
Athens Stock Exchange

**ATHEX**CLEAR  
Clearing House

**ATHEX**CSD  
Central Securities Depository

# 3.0

## Logotype

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## Logotype Master logotype

The ATHEXGROUP master logotype (shown below) is a key element within our identity and should appear on all of our group communications. The logotype is provided in both English and Greek variations.

For a logotype to do its job correctly it must be used consistently – that means at the right size and in the right position.

Our logotype must always be reproduced from the master version and must never be recreated. See the following pages for guidance on how we use our logotype.

# 3.1

ENGLISH VERSION

**ATHEXGROUP**  
Athens Exchange Group

GREEK VERSION

**ATHEXGROUP**  
Όμιλος Χρηματιστηρίου Αθηνών

## Logotype Subsidiary brand logotypes

To identify the Company's subsidiary brands, we have created logotypes for each of these parts of the business.

The following pages explain how our master logo and subsidiary logotypes should be used. For illustration purposes we have used the Central Securities Depository logotype throughout this document as an example but the principles set out in this section apply to all subsidiary logotype versions.

# 3.2

ENGLISH VERSION

**ATHEX**  
Athens Stock Exchange

**ATHEXCLEAR**  
Clearing House

**ATHEXCSD**  
Central Securities Depository

GREEK VERSION

**ATHEX**  
Χρηματιστήριο Αθηνών

**ATHEXCLEAR**  
Εκκαθάριση Συναλλαγών

**ATHEXCSD**  
Κεντρικό Αποθετήριο Τίτλων



## Logotype Variations

# 3.3

We have created a set of logotype variations that can be used on a variety of backgrounds and on all communications material. The diagram below shows the logotype versions and where they should be used.

### (01) Positive logotype

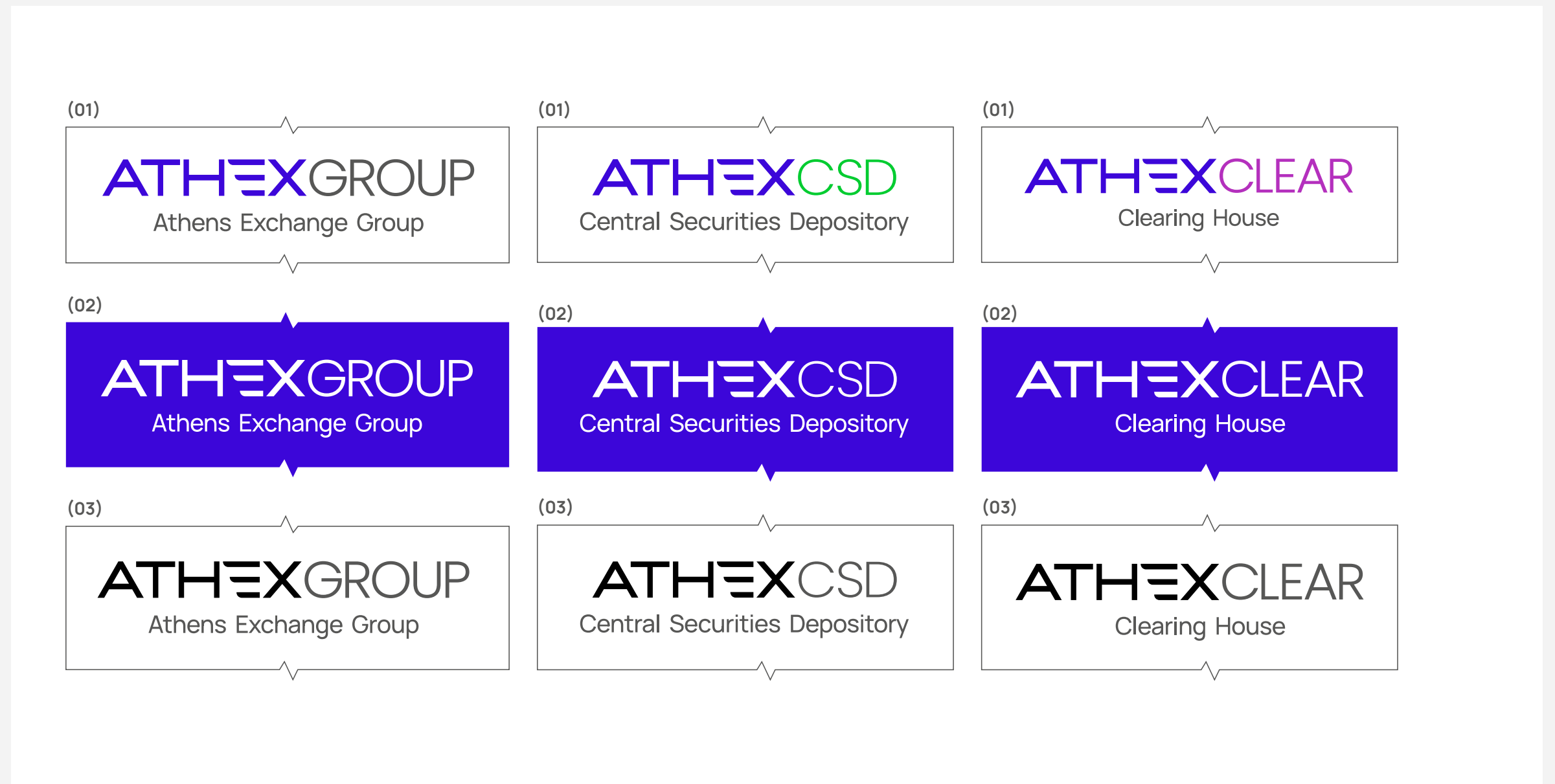
This is our preferred version and should be used on the majority of our communications. Always use this logotype on a white or light coloured background in order that it stands out and is clearly legible.

### (02) White-out logotype

This option is to be used when placing the logotype on a solid, dark or image background. Always make sure that the logotype is clearly legible.

### (03) Mono logotype

To be used when only single colour black printing is available, for example in a newspaper.



**Logotype**  
Exclusion zone

# 3.4

To make sure our logotype stands out and is clearly legible we have created an area of clear space around it, known as an exclusion zone. This exclusion zone should remain free of any other design elements such as type or imagery.

The exclusion zone is measured using the height of the letter 'A' from the word 'ATHEX' in the logotype – this measurement is indicated by the magenta keyline surrounding the logotype on the examples below. Always give the logotype as much room as possible.

The principles set out on this page will apply to all subsidiary logotypes.

If you require help in how to position our logotype please refer to pages 13 and 14.



## Logotype Positioning of the group logotype

# 3.5

It is important that our logotype sits in a consistent position on all of our communications material so that it is easily recognised and clearly legible. The following information explains where the logotypes should sit on different applications. The diagram below shows the various positions for the logotype.

For printed communications such as brochures and leaflets our logotype should also be placed in the top left-hand corner. From the top of a document, place the ATHEXGROUP logotype at a minimum distance of x2 the height of the letter 'A'.

The logotype should always be placed top left on websites, on-screen presentations, and social media posts. From the top

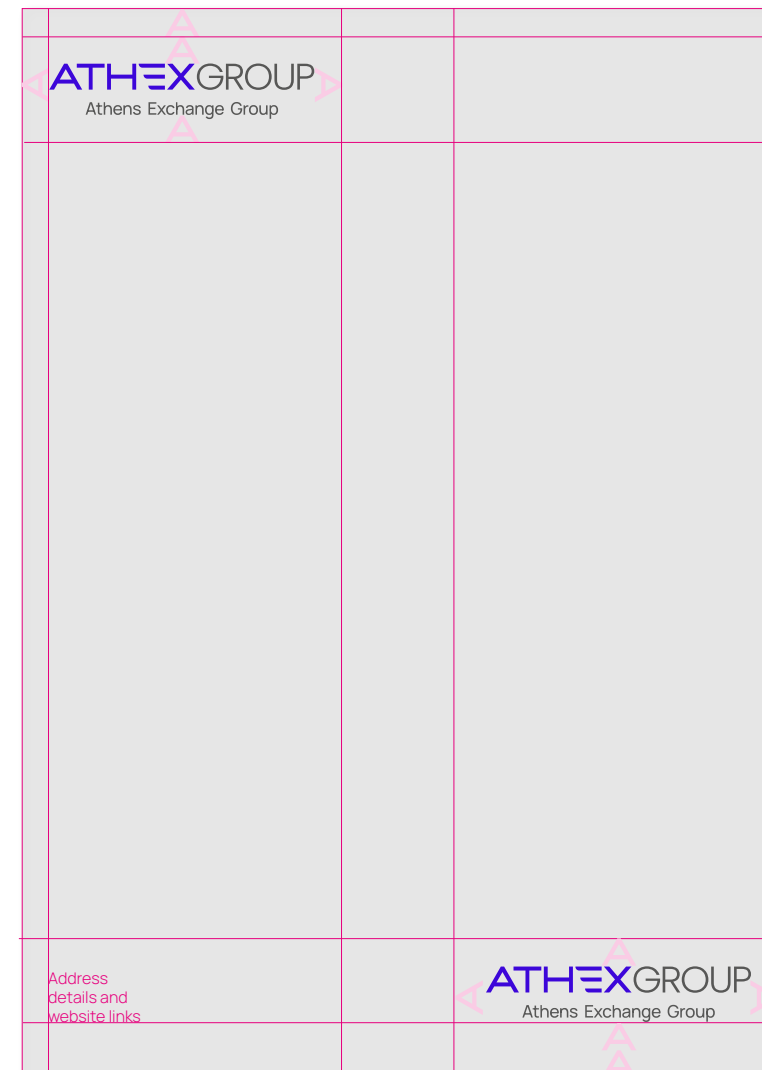
of a document, place the ATHEXGROUP logotype at a minimum distance of x2 the height of the letter 'A'.

On advertising, the logotype should sit at the bottom right. From the bottom of the document, place the ATHEXGROUP logotype at a minimum distance of x2 the height of the letter 'A'.

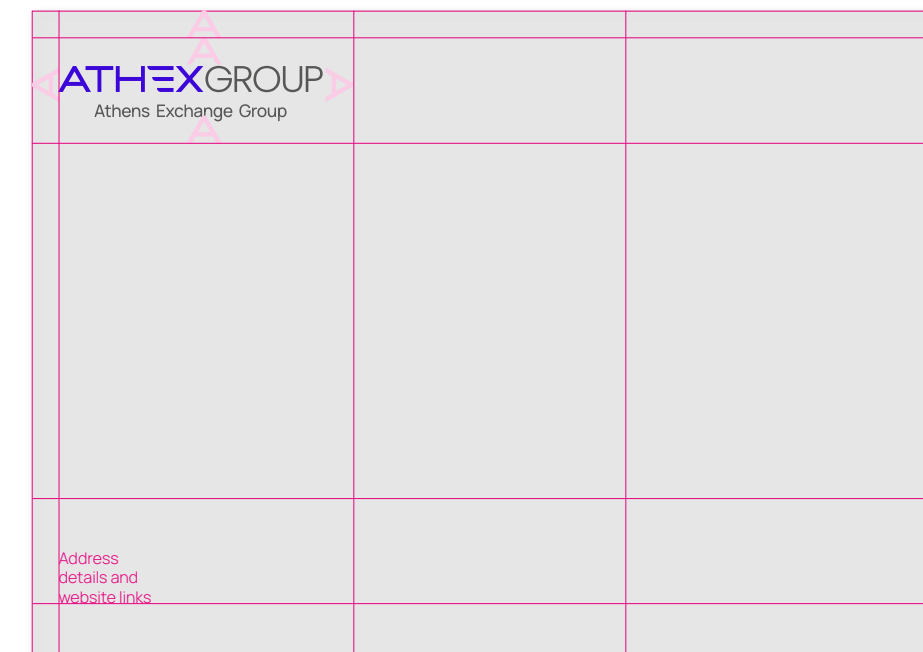
The logo is located in the top middle of our letterheads.

See page 15 and 16 for information on the sizing of our logotypes on the most common print and on-screen formats. For information on the logotype exclusion zone please refer to page 12.

Brochures & leaflets / Advertising



Websites, social media & on-screen presentations



Letterheads



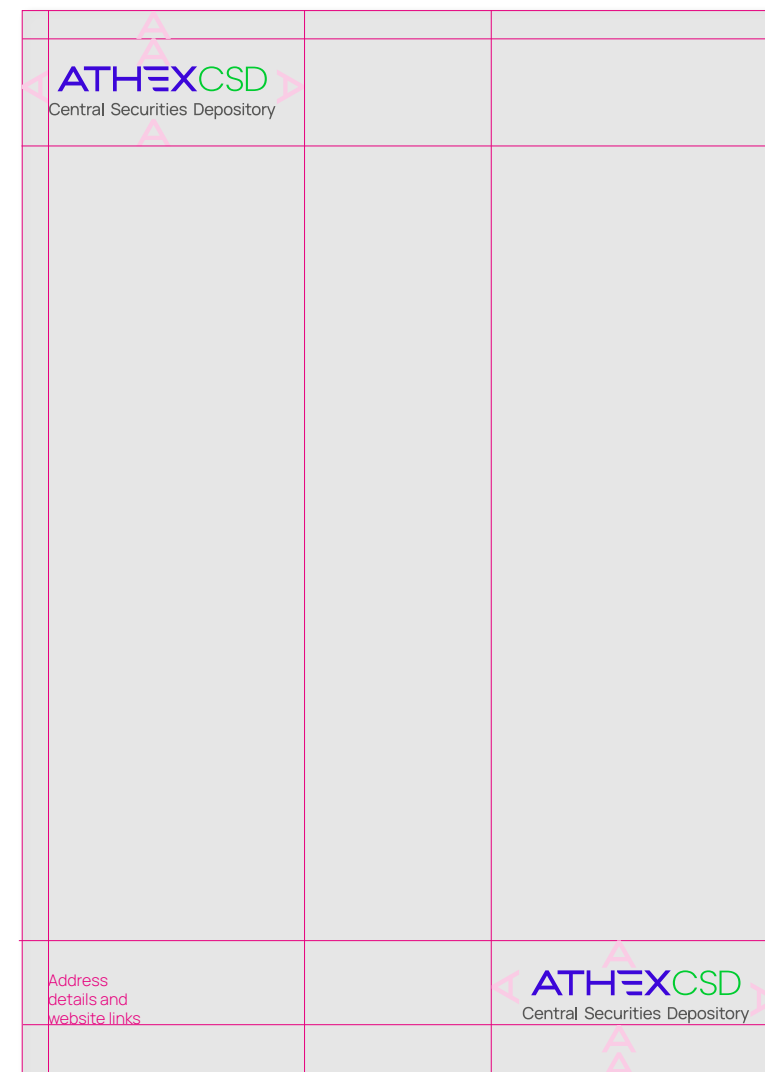
## Logotype Positioning of the subsidiary brand logotypes

The diagram below shows the positions for all subsidiary logotypes. The principles here follow those applied to the group logotype, outlined on page 13.

Refer to page 16 for information on sizing of the subsidiary logotype on the most common print and on-screen formats. For information on the logo exclusion zone please refer to page 12.

# 3.6

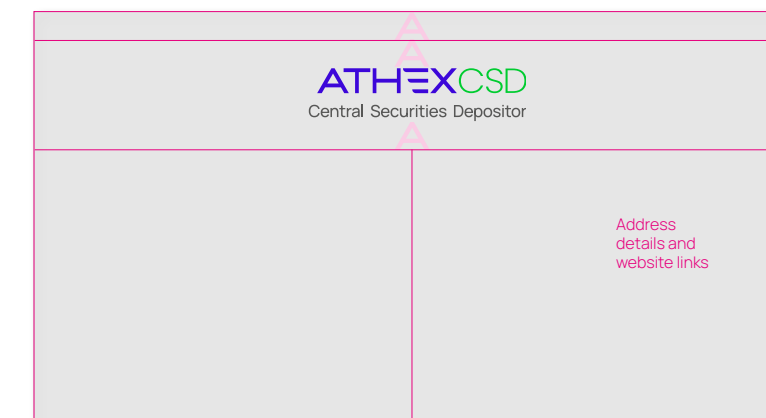
Brochures & leaflets / Advertising



Websites & on-screen presentations



Letterheads



## Logotype

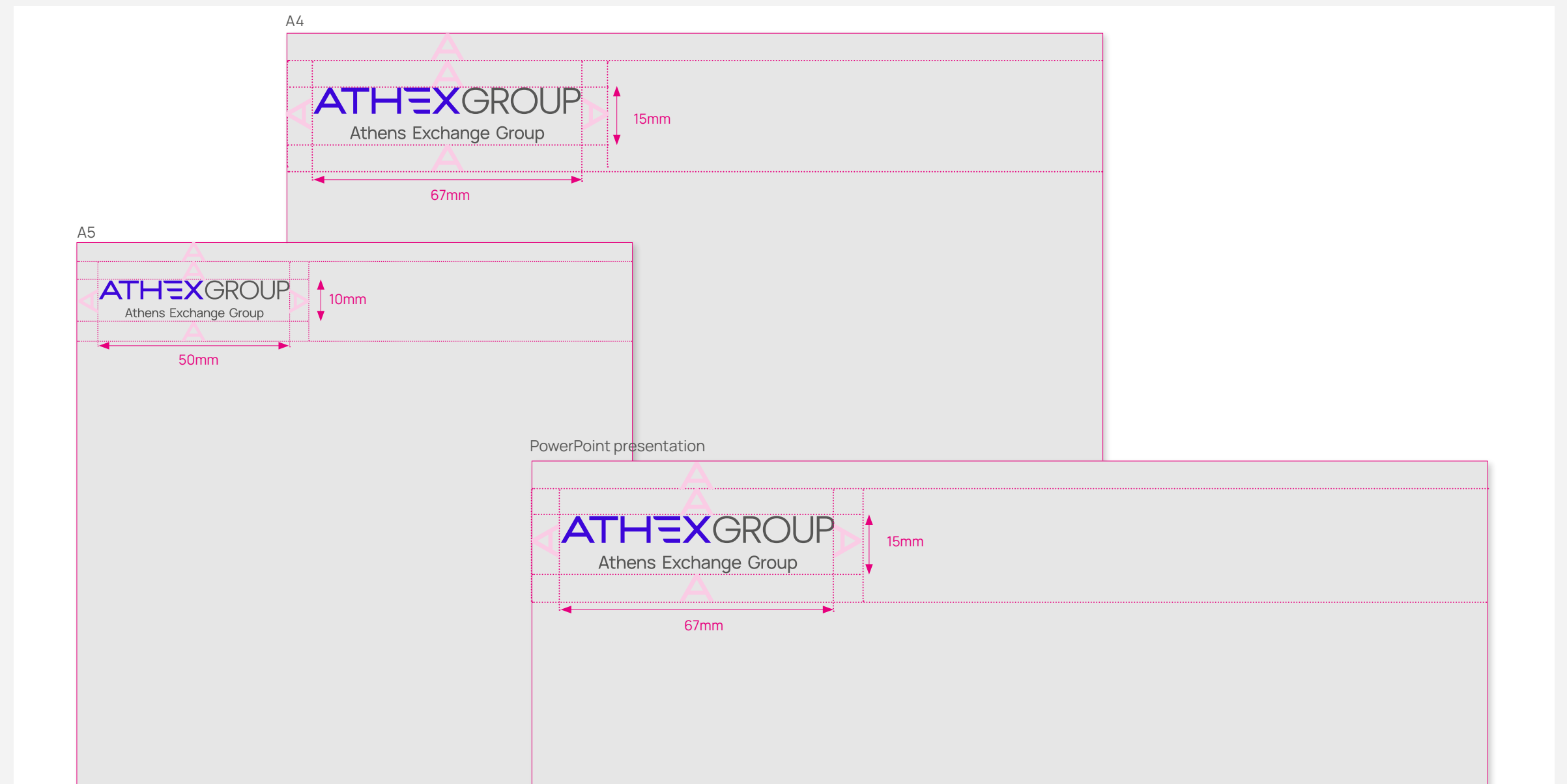
### Group logotype sizing

As well as ensuring that our logotypes sit in the correct position, outlined on pages 13 and 14, please refer to the guidance below on how the logotype should be sized.

The diagram below gives detailed information on the logotype sizes for the most common print and on-screen formats. Whenever the logotype is used on formats larger than A4, it must be increased proportionately.

The logotype must never be used any smaller than the recommended minimum size, as set out on page 18.

# 3.7

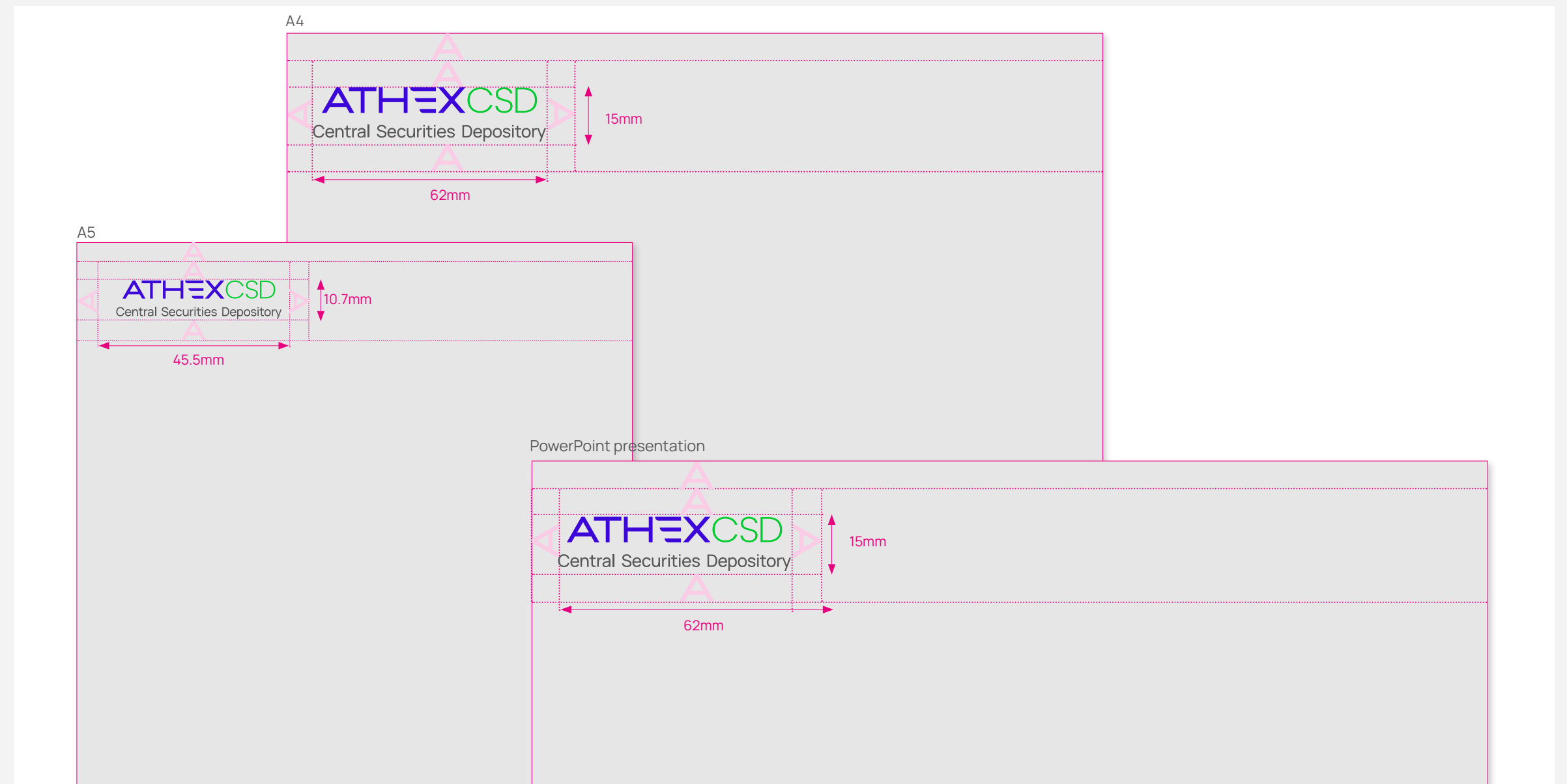


## Logotype Subsidiary brand logotype sizing

The diagram below gives detailed information on how subsidiary logotypes should be sized. Always ensure the logotype exclusion zone is adhered to as outlined on page 12, and that the logotype is never used below the recommended minimum size, as set out on page 18.

Whenever the logotype is used on formats larger than A4, it must be increased proportionately.

# 3.8



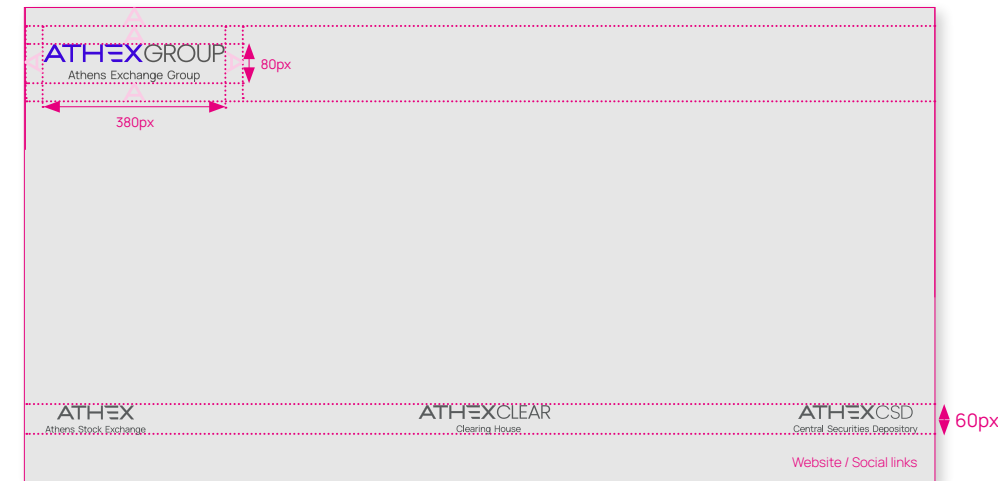
## Logotype Group & subsidiary brand logotype sizing

# 3.9

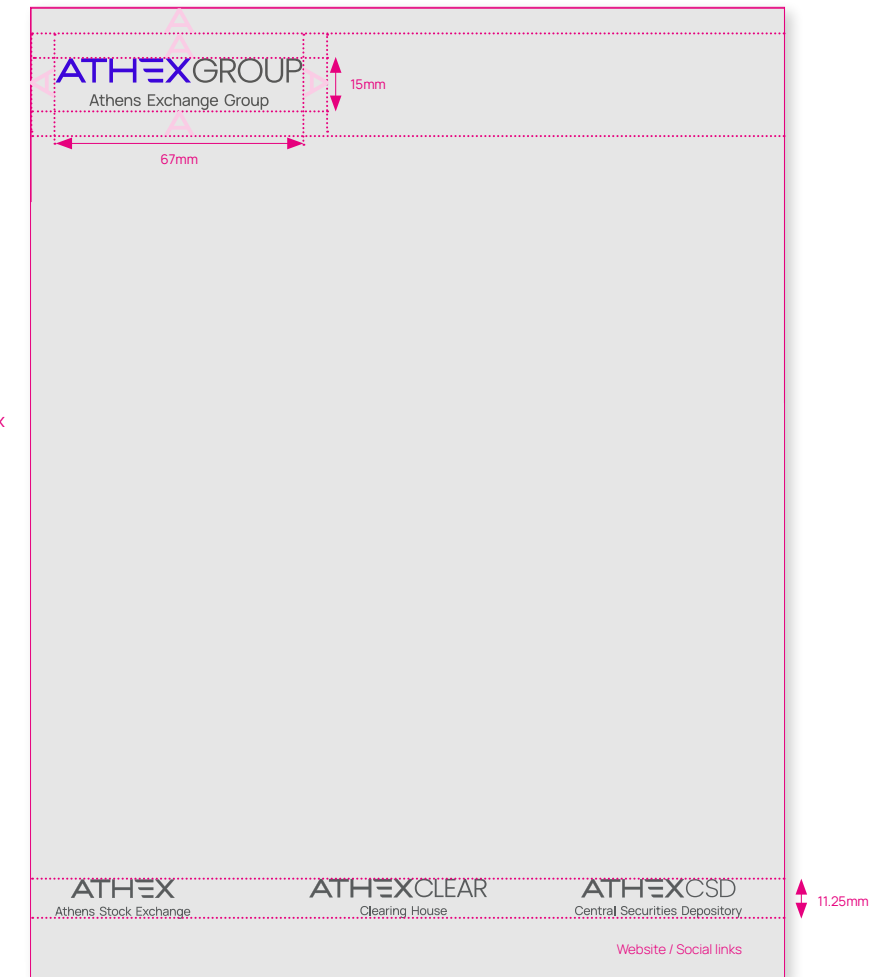
Below gives an overview on how the group and subsidiary logotypes should be used when they are all used on one design or when partner or sponsor logos are displayed. Always ensure the logotype exclusion zone is adhered to as outlined on page 12, and that the logotype is never used below the recommended minimum size, as set out on page 18.

The main group logo should have prominence, and the subsidiary logos can be displayed at 75% of this size running across the bottom of the design to avoid any hierarchy, leaving room for website and social media information below. The logos should be equally spaced between the margins.

Social media post (2048px x 1160px)



Brochure ad layout



## Logotype Minimum size

# 3.10

At times it may be necessary to reproduce our logotypes at a small size. In order to avoid compromising their legibility, there is a minimum size at which they can be reproduced. These dimensions are shown below.

### (01) Print

In printed communications the ATHEX name should not appear any smaller than 25mm wide in any logotype. This is shown on the ATHEXGROUP and ATHEXCSD logotype examples below.

### (02) On-screen

In digital communications the ATHEX name should not appear any smaller than 125px wide in any logotype. This is shown on the ATHEXGROUP and ATHEXCSD logotype examples below.

#### (01) Print



#### (01) Print



#### (02) On-screen



#### (02) On-screen





## Logotype Incorrect use

# 3.11

Below are some examples of how our logotypes must not be used:

- (01) Never reproduce the logotype in any colour other than those supplied.
- (02) The logotype should never be stretched, rotated or given any extra graphic treatment such as a drop shadow.
- (03) Never place the logotype on a background image
- (04) Never change the spacing between the name elements.
- (05) Never recreate the logotype; always use the supplied files.
- (06) Never place text close to the logotype and always use the exclusion zone as set out on page 12.

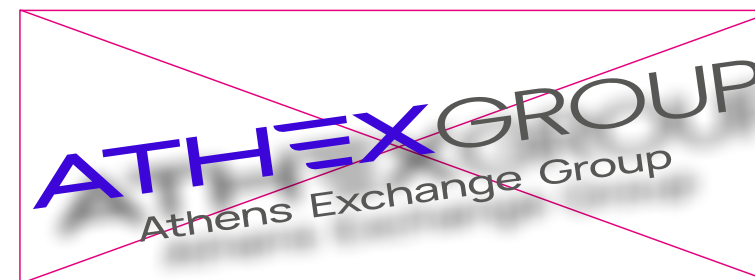
(01)



(04)



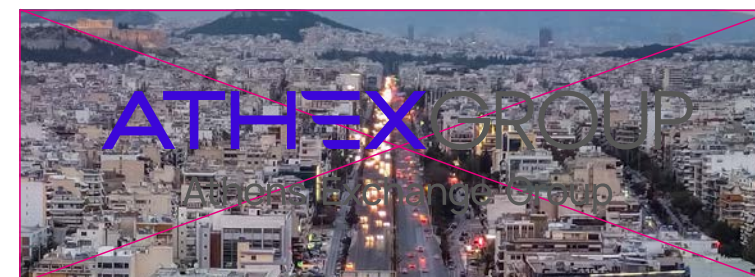
(02)



(05)



(03)



(06)



# 4.0

## Colour

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# 4.1

Using our corporate colours in a controlled and distinctive way helps to create a strong and recognisable look for our communications. In this section we explain how our colours have been divided into three levels to guide their use. This section will show you how to set up colours in your documents and how colours can be used in communications.

### Level 1

Our group colours (indigo, purple and grey) should be used on all applications. They are the ATHEXGROUP signature and form the basis of the colour palette. They should be used at all times and only ever be supported by level two and level three colours.

### Level 2

Our level two colours are used to identify the subsidiary companies. These are Clearing House, Central Securities Depository and ENA, and each has an associated colour, shown below.

### Level 3

Our technical colours should be used sparingly to highlight and emphasise text, charts and graphs, infographics or to signpost information. Technical colours can be used alongside level one and level two colours. The green coloured swatches from the level 3 colours are to be used on ESG focused content.

### Gradients

In addition to the core colour palette, a series of gradients have been created for use on ATHEXGROUP print and digital communications.

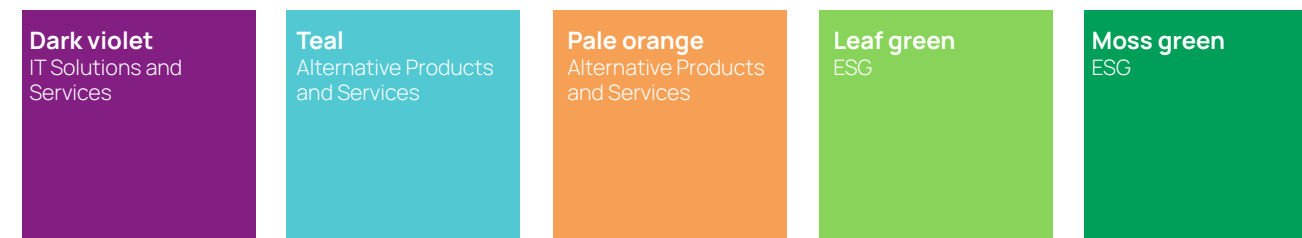
### Level 1 Group colours



### Level 2 Subsidiary business colours



### Level 3 Technical colours



### Gradients



**Colour**  
Level 1: group colours

Our group colour palette should be the strongest impression of our brand. It should lead communications and be supported by the business segment and technical palettes.

If you require additional colours please use the technical colour palette on page 24.

By using the colour values set out below we can create a consistent look in all of our communications.

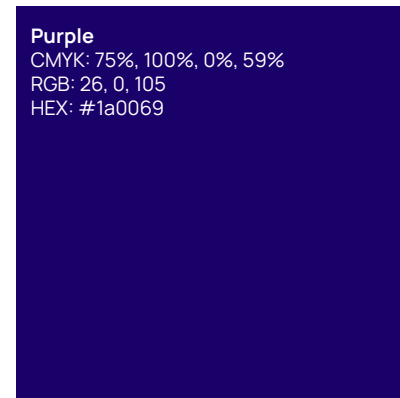
Tints of grey can be used to provide flexibility and contrast. Our recommendation for grey colour tints is given below. Do not use tints of Indigo or Purple. Gradients can be used, as outlined on page 25. Do not use tints of Level 1 Group colours as a solid fill.

# 4.2

**Indigo**  
CMYK: 96%, 81%, 0%, 0%  
RGB: 61, 7, 217  
HEX: #3c06d9



**Purple**  
CMYK: 75%, 100%, 0%, 59%  
RGB: 26, 0, 105  
HEX: #1a0069

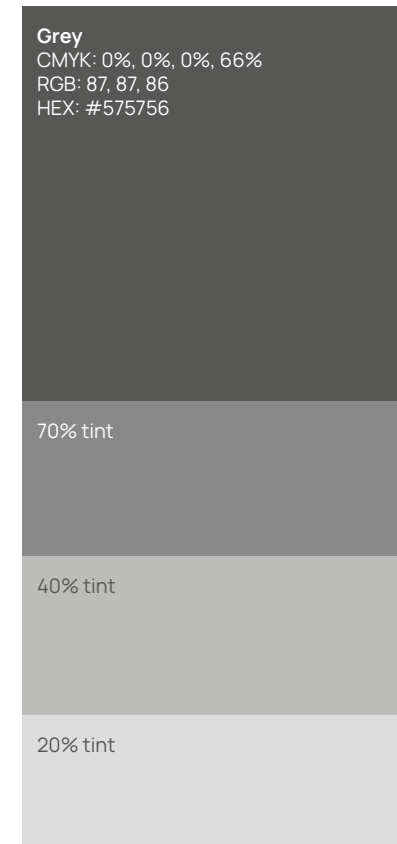


**Grey**  
CMYK: 0%, 0%, 0%, 66%  
RGB: 87, 87, 86  
HEX: #575756

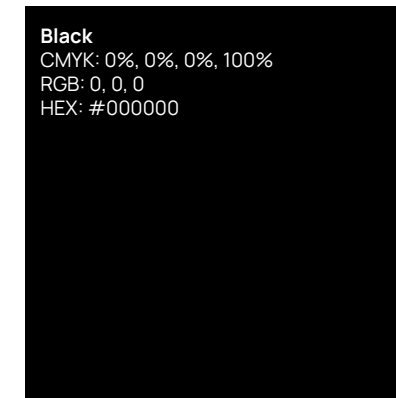
70% tint

40% tint

20% tint



**Black**  
CMYK: 0%, 0%, 0%, 100%  
RGB: 0, 0, 0  
HEX: #000000



## Colour

### Level 2: subsidiary brand colours

Our level two colours should be used to identify subsidiary brands. These colours should not be used when communicating information about the entire group. In this instance you should use the group colour palette, shown on page 21.

Always ensure the correct colour is used for the correct subsidiary brand, as illustrated below. The colour values will ensure we create a consistent look in all our communications.

# 4.3

#### Clearing House

Violet  
CMYK: 36%, 80%, 0%, 0%  
RGB: 180, 48, 189  
HEX: #b430bd

#### Central Securities Depository

Green  
CMYK: 70%, 0%, 100%, 0%  
RGB: 5, 196, 5  
HEX: #05c405

#### ENA

Orange  
CMYK: 0%, 53%, 100%, 0%  
RGB: 255, 119, 0  
HEX: #ff7800

**Colour**  
Level 3: technical colours

We have created an extended range of colours to use when signposting group information or to highlight content, charts and graphs or infographics relating to the Company as a whole.

Tints can be used to provide flexibility and contrast. Our recommendations for colour tints are given below.

# 4.4

<p><b>Light Blue</b> CMYK: 61%, 5%, 0%, 18% RGB: 81, 199, 210 HEX: #51c8d2</p>	<p><b>Teal</b> CMYK: 100%, 12%, 0%, 50% RGB: 0, 113, 128 HEX: #007180</p>	<p><b>Dark violet</b> CMYK: 0%, 76%, 2%, 49% RGB: 131, 31, 129 HEX: #831f82</p>
70% tint	70% tint	70% tint
40% tint	40% tint	40% tint
20% tint	20% tint	20% tint
<p><b>Moss green</b> CMYK: 62%, 0%, 27%, 38% RGB: 0, 159, 89 HEX: #009f59</p>	<p><b>Leaf green</b> CMYK: 30%, 0%, 47%, 17% RGB: 136, 212, 91 HEX: #88d45b</p>	<p><b>Pale orange</b> CMYK: 0%, 35%, 65%, 4% RGB: 245, 160, 85 HEX: #f5a055</p>
70% tint	70% tint	70% tint
40% tint	40% tint	40% tint
20% tint	20% tint	20% tint

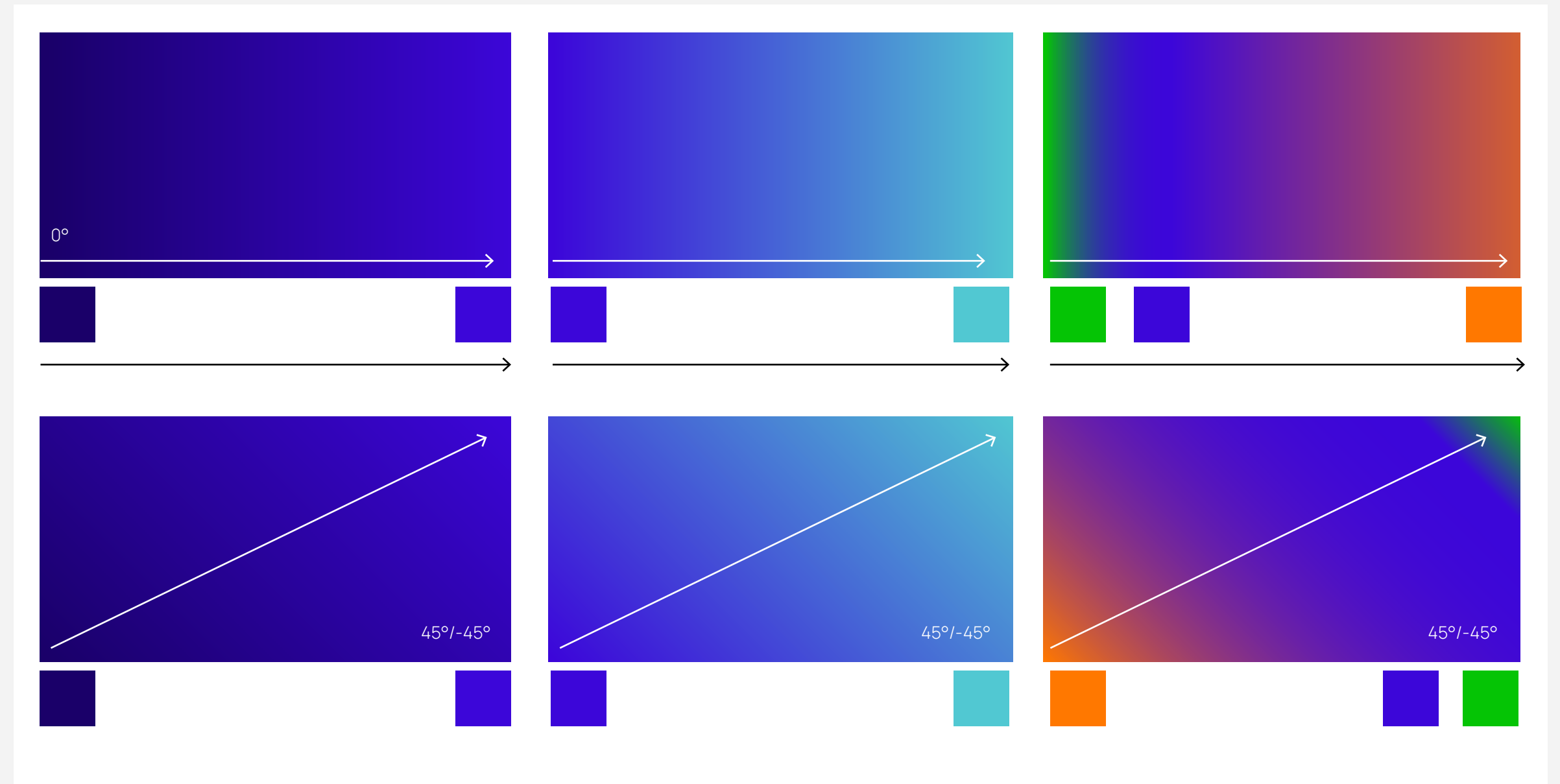
# 4.5

In addition to the core colour palette, a series of gradients have been created for use on ATHEXGROUP print and digital communications.

These gradients retain confident ownership of blue, whilst creating an ownable, backdrop for photography and visual language elements.

When used with photography, the gradient should be created to complement and enhance the image.

Our main gradient is created using our purple (A) and Indigo (B). The gradient should be subtle and should not appear too harsh. The main colour gradient can be applied at a 0°, +45° or -45° angle. Do not use radial gradients.



# ATHEXGROUP

Athens Exchange Group

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These identity guidelines were created to set out the basic rules to ensure the ATHEXGROUP brand identity remains distinctive, but also flexible.

If you have any queries regarding these guidelines or require further help applying them, please contact the marketing team at ATHEXGROUP.

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