



BRAND BOOK & GUIDELINES



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SPARK YOUR TRADING

At 4XC, as a trusted STP broker aligned with our clients' best interests, we aim to make every interaction with your dedicated personal manager and advanced tools an inspiring and empowering experience. By combining innovation, exceptional support, and optimal trading conditions, we turn every aspect of your trading journey into a catalyst for growth and opportunity.

This slogan embodies the essence of the 4XC logo – where broker and client interests converge, symbolized by two arrows moving toward each other. It represents the ideal meeting point for accessing cutting-edge trading knowledge, a thriving community, and top-tier tools. Every time your interests align with an opportunity, a spark is ignited.





OUR MISSION

At 4XC, we are dedicated to empowering traders of all skill levels by equipping them with the tools, resources, and support needed to thrive in the financial markets. Guided by our core values of transparency, innovation, and customer focus, we aim to create a secure and reliable trading environment.

Our passion is delivering an exceptional trading experience to our clients while fostering a culture of honesty and trust in all our interactions. Our mission is to help clients achieve their financial goals and become successful traders through our unwavering commitment to excellence.



OUR CORE VALUES

At 4XC, we are proud to uphold the following core values in everything we do:

TRANSPARENCY

We prioritize open and honest communication with our clients, partners, and employees, fostering trust and reliability.

INNOVATION

We are committed to continuously improving our services and offerings to meet and exceed our clients' evolving needs.

INTEGRITY

We uphold the highest standards of professionalism, always acting in the best interests of our clients with honesty and fairness.

EDUCATION

We believe in empowering our clients through comprehensive education and tools, ensuring they have the knowledge for successful trading.

TEAMWORK

We collaborate as a unified team to deliver exceptional service and unwavering support to our clients.



LOGO

COLORS

TYPE

BRAND

OUR LOGO

Our logo's three core elements, inspired by the multiplication symbol, are meticulously hand-designed for geometric precision, symbolizing amplified opportunities. The converging arrows represent a shared focus and commitment between the brand and its clients. Together, we aim for a common target of success



PARTNER LOGO

Our partner logo ensures brand consistency while incorporating partner references, aligning with our visual identity. It comes in two formats, tailored for different branding materials.



LOGO PLACEMENT

The area surrounding the logo that must remain free of any text, images, or other design elements. The clear space around, should be equal or more than the height of the logo's arrows.

Clear Space



Minimum Size

Logo must not be smaller than 10mm wide or 30px on-screen



LOGO MISUSE

The logo must not be altered for any purpose and should always be used in its correct size, proportions, and brand-approved colors under all circumstances.



Do not re-create type



Do not change colors



Do not wrap logo



Do not compress



Do not distort or skew



Do not rotate logo



Do not change opacity



Do not crop the logo



Do not outline logotype



Do not drop shadows



Do not use effects



Do not place on
clashing backgrounds

COLOR LIBRARY

Our color library defines our brand's primary, secondary and accent color palette, ensuring consistency across all touchpoints.

Primary

HEX #011840	HEX #094273	HEX #00A9A9
RGB 1, 24, 64	RGB 9, 66, 115	RGB 0, 169, 168
CMYK 100, 91, 39, 53	CMYK 100, 80, 29, 15	CMYK 78, 10, 38, 0
PANTONE 289 C	PANTONE 654 C	PANTONE 320 C

Secondary

#000D22 RGB 0, 13, 34 CMYK 87, 77, 56, 74	#475468 RGB 71, 84, 104 CMYK 76, 62, 42, 23	#00878F RGB 0, 135, 143 CMYK 85, 30, 42, 4	#0088FD RGB 0, 136, 253 CMYK 75, 45, 0, 0
#99A0AC RGB 153, 160, 172 CMYK 42, 52, 25, 0	#B6C2D4 RGB 182, 194, 212 CMYK 28, 18, 9, 0	#D0D5DD RGB 208, 213, 221 CMYK 17, 11, 8, 0	#F9F9F9 RGB 249, 249, 249 CMYK 2, 1, 1, 0

Accent

#FFC118 RGB 255, 193, 24 CMYK 0, 26, 97, 0	#FFB018 RGB 255, 176, 24 CMYK 0, 35, 98, 0
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Standard



LOGO VARIATIONS

Dark logo: Standard use for clear visibility on light surfaces.

White logo: High contrast for dark-themed designs.

Dark logo with white: Bold and legible on vibrant colors.

Negative



Alternative



Monochrome v1



Monochrome v2



PARTNER LOGO V1

Our partner logo offers format variations to suit different uses, ensuring alignment with our visual identity across all partner branding materials.

Standard



Negative



Alternative



Monochrome v1



Monochrome v2





PRIMARY TYPE

We use a single typeface for all of our headlines: **Glancyr**. Created by Drizy Studio, this innovative Geometric Sans Serif font is designed to perfectly align with the dynamic needs of our brand.

Glancyr

MULTIPLYING OPPORTUNITIES

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%^&*

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%^&*



SECONDARY TYPE

Our secondary typeface, **Montserrat** applies to all body text by default, and to web-related headlines where Glancyr is not applicable. It's geometric simplicity complements our primary font, boosting readability without compromising style.

Montserrat

Boost your trading with unmatched trading conditions and take your trading to the next level.

Regular

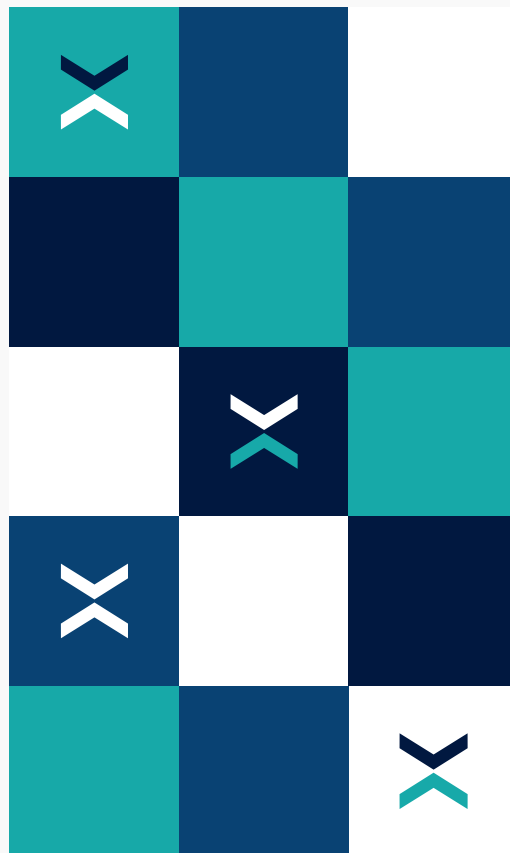
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%^&*

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%^&*

BRAND ICON

X Marks the Spot. Our logo icon should be used as a simplified, recognizable version of our brand mark. It can stand alone or accompany the full logo depending on the context, ensuring it's legible at smaller sizes and versatile across different media.



STATIONERY BRANDING

Consistent use of your logo and brand colors across all materials strengthens recognition, professionalism, and brand unity.



PROMO GIFTS

Seamlessly integrate your logo and branding into high-quality, functional giveaways. Elevate 4XC's brand visibility, leaving a lasting impression on clients and partners.



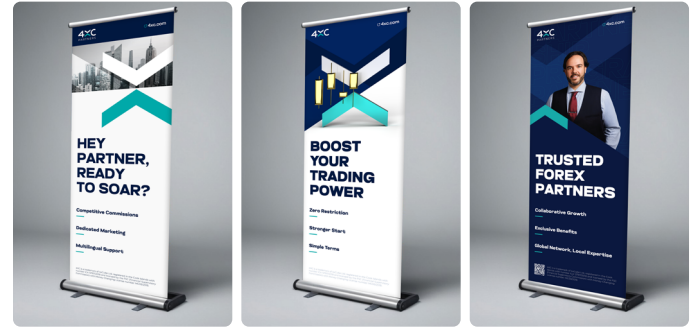
BRANDED PATTERN

4XC's cohesive and visually pattern reflects our brand's identity, enhancing recognition across branded material.



MARKETING MATERIAL

Marketing materials will feature a clean, minimal design that highlights brand colors and logo for strong visual identity and awareness. Simplicity and clarity will guide layouts, using ample white space, consistent typography, and cohesive color schemes.

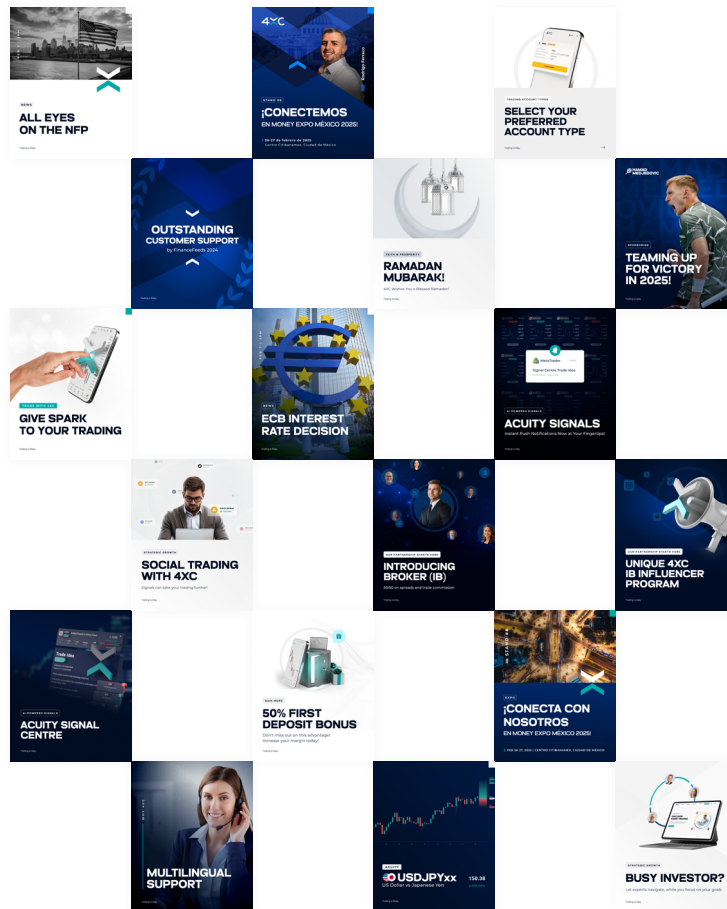




LOGO COLORS TYPE BRAND

SOCIAL MEDIA POSTS

Utilize clean, minimal designs with consistent brand palette use. Alternate between minimalist layouts, 3D elements, and photography posts to create a cohesive, engaging feed. Templates streamline content creation while maintaining balance and variety.

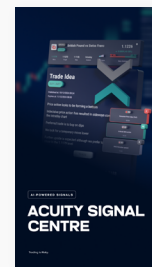
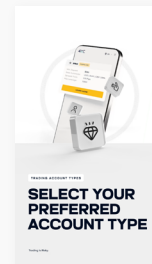
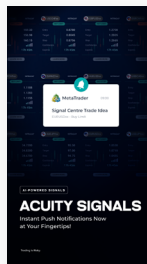
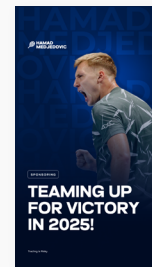
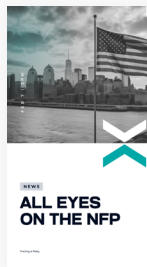




LOGO COLORS TYPE BRAND

STORY POSTS

Boost visibility by pairing regular Story posts with main feed content. Stick to the same clean, minimal design and mix of layouts to keep your Stories engaging, on-brand, and consistent.





LOGO COLORS TYPE BRAND

➤ 20

COVER IMAGES

Consistency in social media cover images reinforces the new brand identity by creating a cohesive and professional look across platforms. It enhances brand recognition, making it easier for audiences to associate visuals with 4XC.

