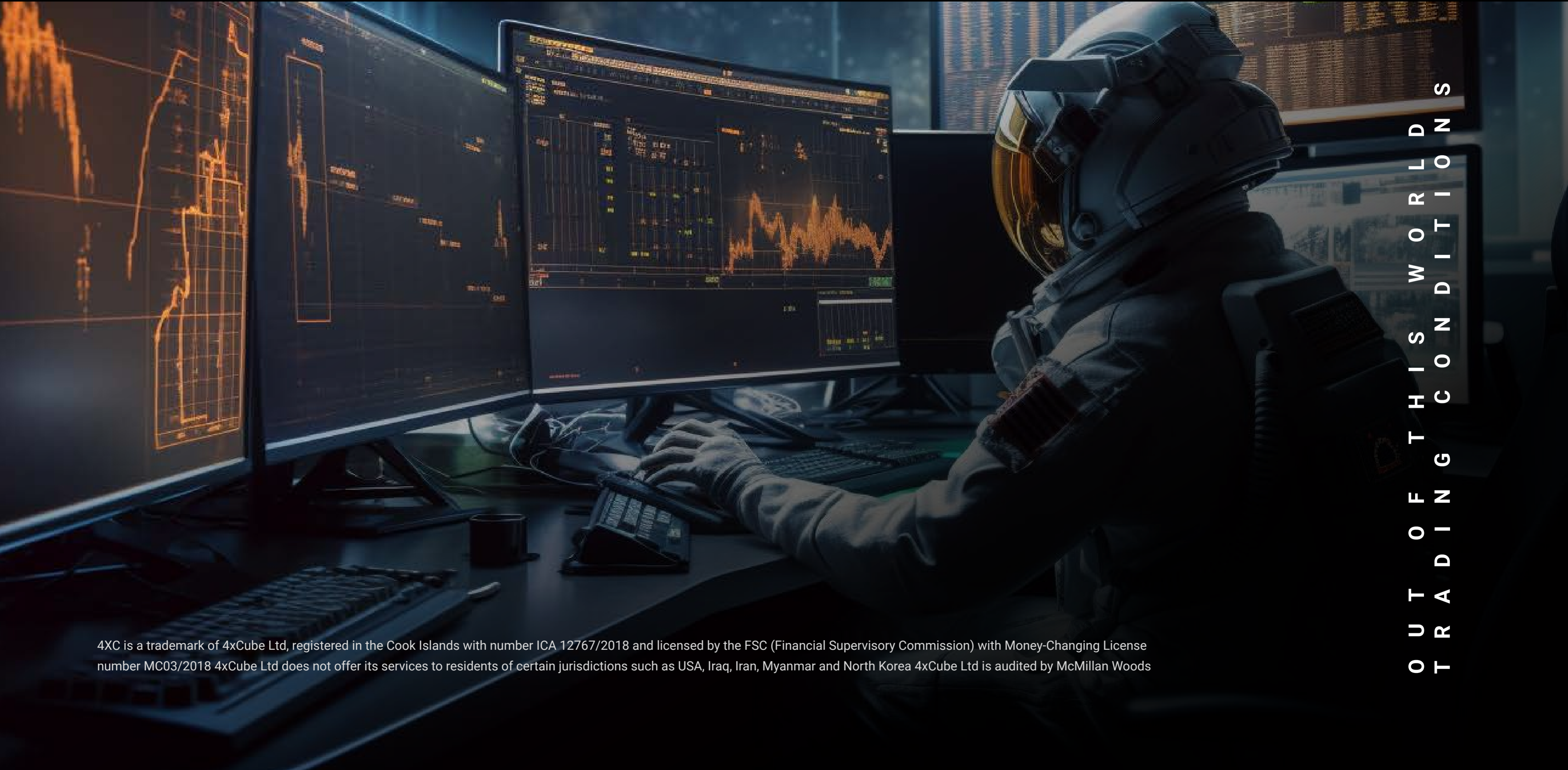


4XC | BRAND GUIDELINES



O U R A D I N G C O N D I T I O N S W O R L D S

4XC is a trademark of 4xCube Ltd, registered in the Cook Islands with number ICA 12767/2018 and licensed by the FSC (Financial Supervisory Commission) with Money-Changing License number MC03/2018 4xCube Ltd does not offer its services to residents of certain jurisdictions such as USA, Iraq, Iran, Myanmar and North Korea 4xCube Ltd is audited by McMillan Woods



General Information →

4XC Brand

Brand Slogan: Out of this world trading conditions

Brand Archetype: Explorer

Target audience portrait: Middle-aged man, who wants to feed his ego through a better and more beneficial choice in a category. Now he is focused on leverage, fast withdrawals and does not care about model of business of a broker.

- **Key driver:** STP approach
- **Key barrier:** Only Cook Island license at the moment low brand awareness.

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Brand Idea: Out of this world trading

Brand Character: inspiring, Emotional, Dynamic

Brand Insight: I do not want to be treated like a gambler, I want to be inspired by broker and by community, feeling like astronaut, who is exploring the space.

Emotional benefit: Self-esteem, inspiration

Rational benefit: Win-win conditions

Attributes:

- True STP model
- Good starting boost - 50% First Deposit Bonus
- High Leverage
- With 4XC you have the ability to trade with a leverage of up to 1:500
- Daily Payout. No restrictions on withdrawals and with daily payout availability
- Low Commissions
- With no dealing desk or conflict of interest, our spreads start at 0.0 pips

General Information →

Our Mission

At 4XC, we are committed to empowering traders of all skill levels by providing them with the necessary tools, resources, and support needed to succeed in the financial markets. Our core values of transparency, innovation, and customer focus guide us in creating a secure and safe trading environment.

Our passion lies in delivering an exceptional trading experience to our clients, and we strive to foster a culture of honesty and transparency in all our dealings. Our mission is to help our clients achieve their financial goals and become accomplished traders through our unwavering dedication to providing the best possible trading experience.



Tone of Voice

We treat our client as a Hero, that explores new opportunities. We offer him an out of this world trading experience, with the range of benefits at 4XC.

Our Core Values

We're proud to uphold the following core values in everything we do:

Innovation

We continuously strive to improve our services & offerings to meet the needs of our clients.

Integrity

We operate with the highest standards & always act in the best interests of our clients.

Education

Providing unconditional education and tools for successful trading is in our best interest.

Teamwork

We work together as a team to deliver exceptional service and support to our clients.

Client Focus

We prioritise the needs of our clients above all else and are dedicated to their success.



Brand logo

Logo Default



Logo Square



Typography

Roboto

<https://fonts.google.com/specimen/Roboto>

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()_+=":;<>

SEMI BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()_+=":;<>

Websafe Typography

Arial

Helvetica

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()_+=":;<>

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()_+=":;<>

Color Palette

Web Primary

R0 G74 B74	R0 G102 B102	R0 G170 B170	R1 G1 B1
C92 M51 Y61 K40	C90 M42 Y55 K22	C78 M9 Y37 K0	C75 M68 Y67 K90
HEX 04A4A	HEX 006666	HEX 00AAAA	HEX 010101

Web Secondary

R252 G252 B252	R235 G235 B235	R255 G200 B41	R210 G166 B42
C0 M0 Y0 K0	C7 M5 Y5 K0	C0 M22 Y93 K0	C19 M33 Y100 K1
HEX FCFDFC	HEX EBEBEB	HEX FFC829	HEX D2A62A

Logo Primary

R17 G21 B23	R237 G236 B236	R208 G209 B207	R40 G44 B47
C77 M68 Y64 K80	C6 M4 Y4 K0	C18 M13 Y14 K0	C77 M68 Y64 K60
HEX 0F1316	HEX EDECEC	HEX D0D1CF	HEX 282C2F

Logo Secondary

R255 G200 B41	R1 G59 B40	R227 G169 B37	R0 G97 B71
C0 M22 Y93 K0	C89 M47 Y82 K59	C11 M34 Y100 K0	C90 M37 Y79 K30
HEX FFC829	HEX 013B28	HEX E3A925	HEX 006147

