





# WELCOME

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When communicating together in various partnership environments, we want to assist you in featuring the MarketBeat brand effectively and correctly.

This document will provide guidance on the following:

- About MarketBeat
- Logos
- Colors
- Fonts

## WHO WE ARE

MarketBeat is an Inc. 5000 financial media company that empowers individual investors to make better trading decisions with real-time financial data, in-depth analysis, and best-in-class stock research tools.

With more than 4 million subscribers, MarketBeat is the largest digital media company in the Dakotas.

# OUR LOGO

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Do not alter, rotate, or modify the logo. Use the primary full logo when possible.

The secondary logo is to be used when the primary logo doesn't provide sufficient contrast. It should only be used on dark colored backgrounds.

The borders provided on the right indicate the proper amount of negative space in conjunction with the logo.

Use RGB version for digital use and CMYK version for print.

[CLICK HERE TO DOWNLOAD LOGOS](#) —>

LOGO PRIMARY - FULL COLOR



ICON PRIMARY



LOGO SECONDARY - WHITE



ICON SECONDARY



# OUR COLORS

The MarketBeat brand color palette consists of cool tones, primarily blue, with a primary focus on Pantone 7469 C or #005882. These colors convey trust, professionalism, and calmness.

Consistent use of this well-chosen color palette across all brand touch points enhances recognition and cohesion. Use these exact colors when possible.

## PRIMARY PALETTE



Pantone 2965 C #012641



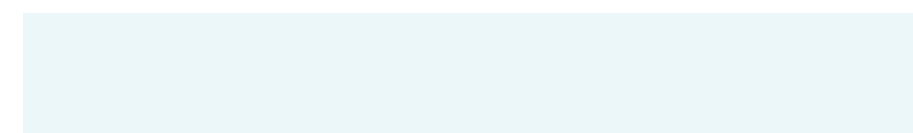
Pantone 540C #00345A



Pantone 7469 C #005882



Pantone 7690 C #0077B4



Pantone 635 C - 20% #EDF7F9

## NEUTRAL PALETTE



Natural Black C #222223



Pantone 7544 C #707A86



Pantone 7541 C #D9E1E2



Pantone 000C White #FFFFFF

# TYPOGRAPHY

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Using our brand's specific fonts is vital. It helps convey our brand's personality, enhances our credibility, and ensures that all our communications align with our core values and message.

## FONT USE

# EMPOWERING INDIVIDUAL INVESTORS.

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Stay ahead of the markets with our comprehensive data, exclusive tools, and top-rated stock recommendations.

[www.marketbeat.com](http://www.marketbeat.com)

Title - Barlow Condensed Medium

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# THANK YOU

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FOR QUESTIONS PLEASE CONTACT

**ALIX ANDAL**

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MarketBeat®