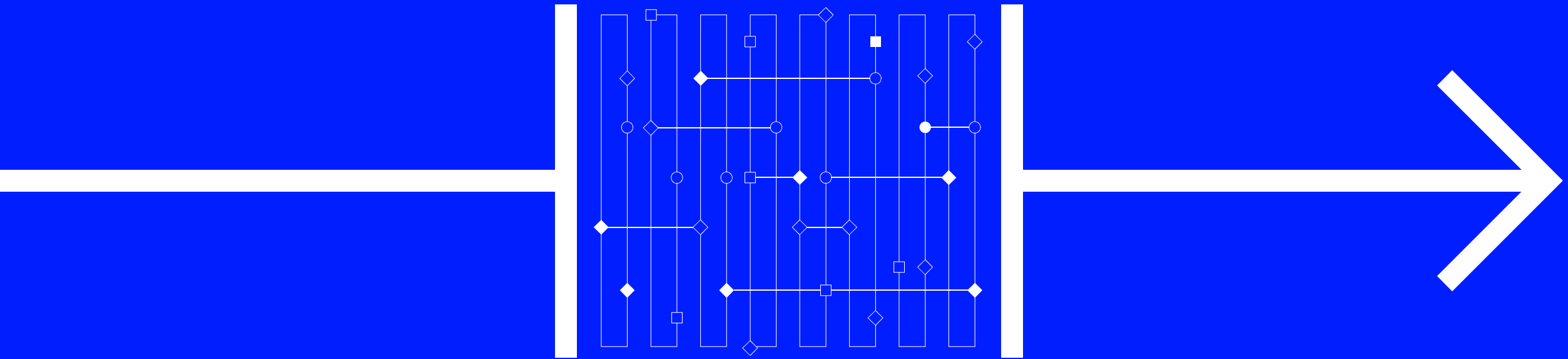


Refinitiv Partner Brand Guidelines

May 2019



Logo

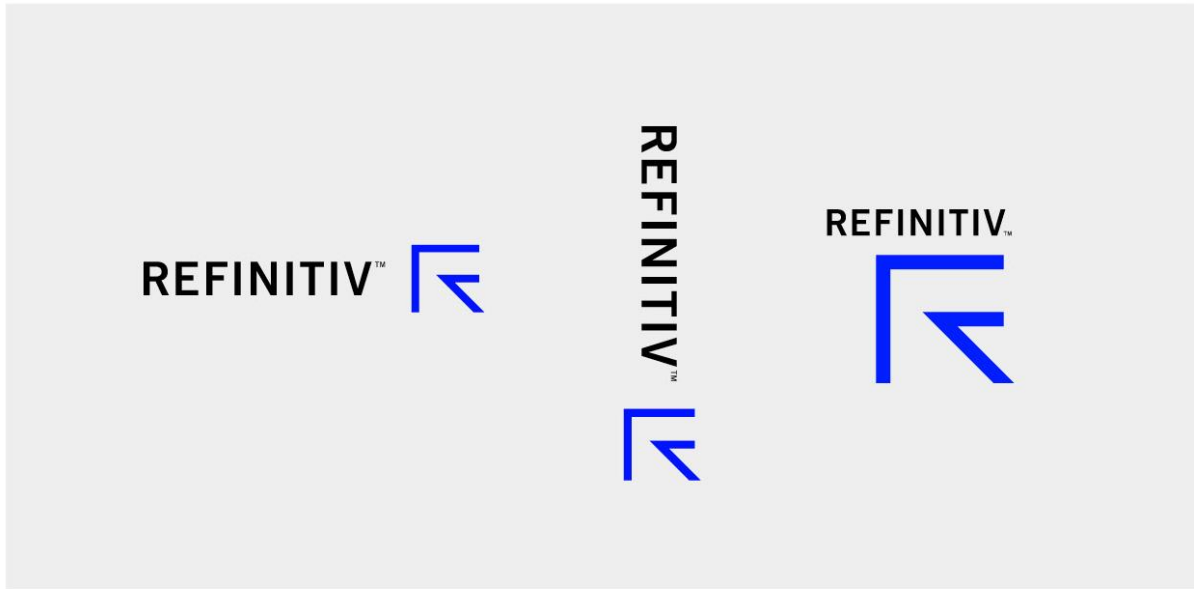
Our logo

The Refinitiv logo is our most identifiable asset. Our logo's simple, concise and geometric form is focused and bold, while the angular and parallel lines create an openness that is a powerful expression of our forward-focused brand.

Preferred logo



Alternative logos

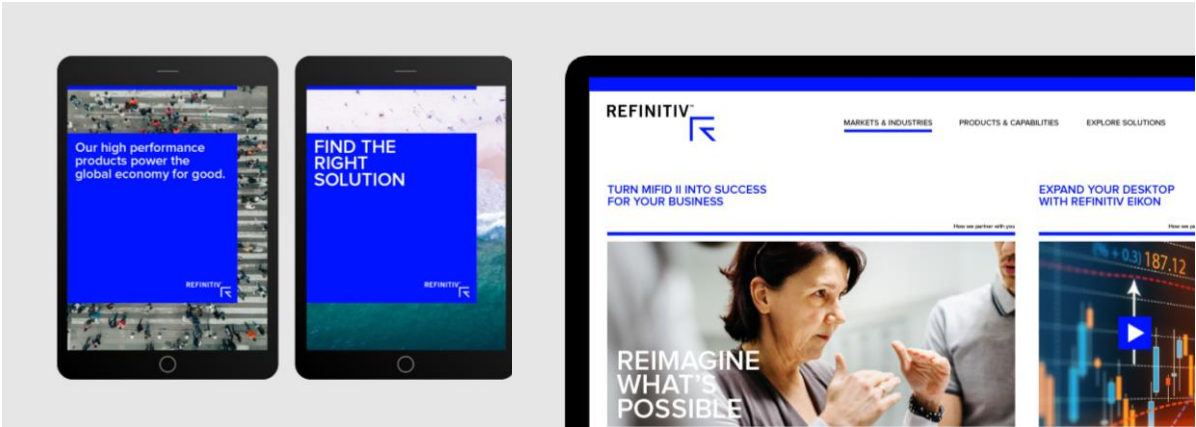


Proper usage of our logos

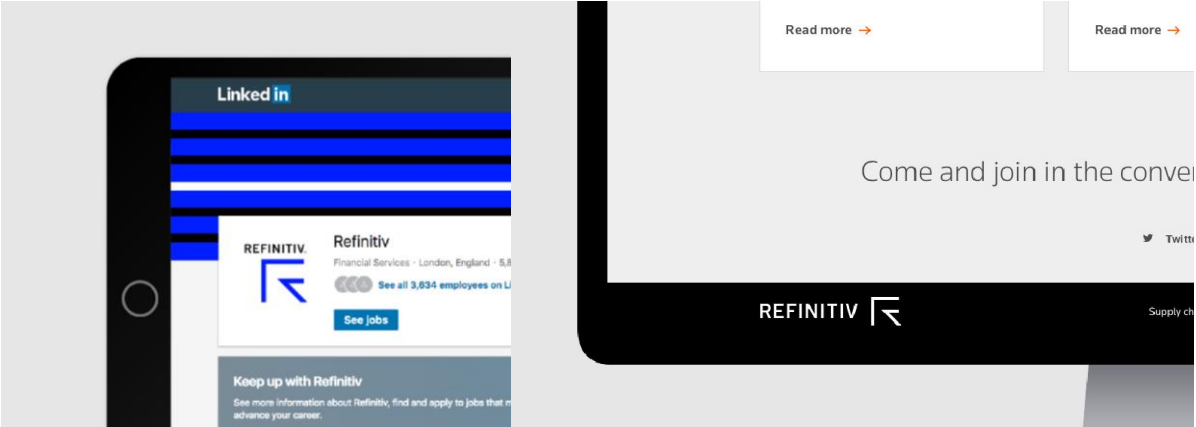
The preferred logo will be used most. The horizontal composition of the Refinitiv wordmark, coupled with the “R” device, will place easily into the majority of branded communications. Only in extreme situations where the preferred logo will not properly fit—or provide the prominent, telegraphic impact of our brand—you may use the three alternative logos. Please follow the examples below for guidance.

Preferred positioning for the logo is always right-aligned to margin except where space or user interface does not permit.

Preferred logo



Alternative logos



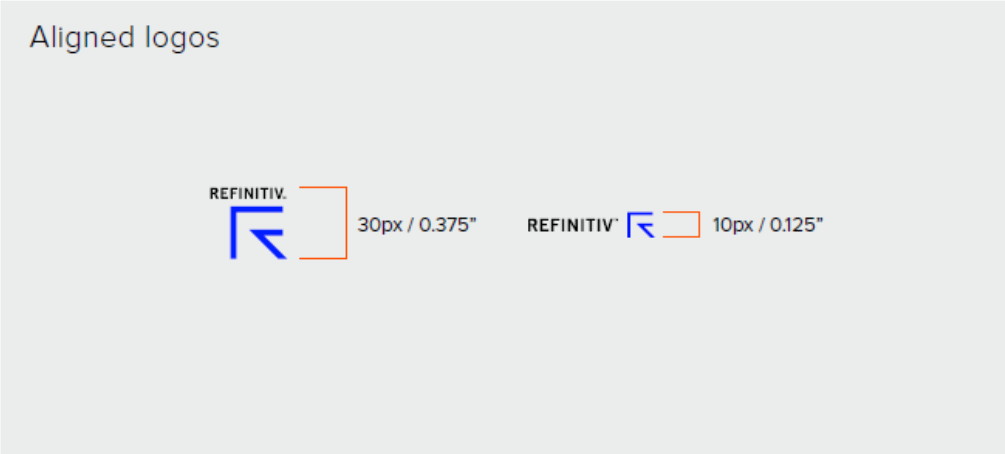
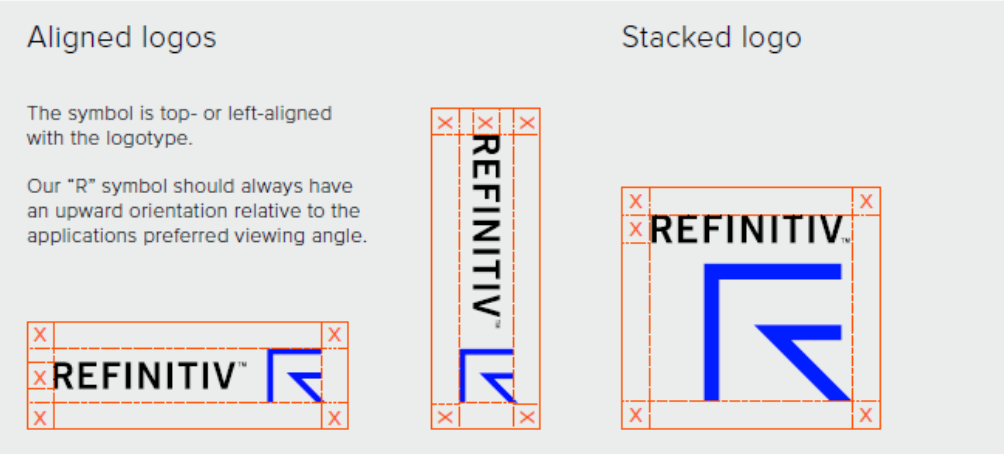
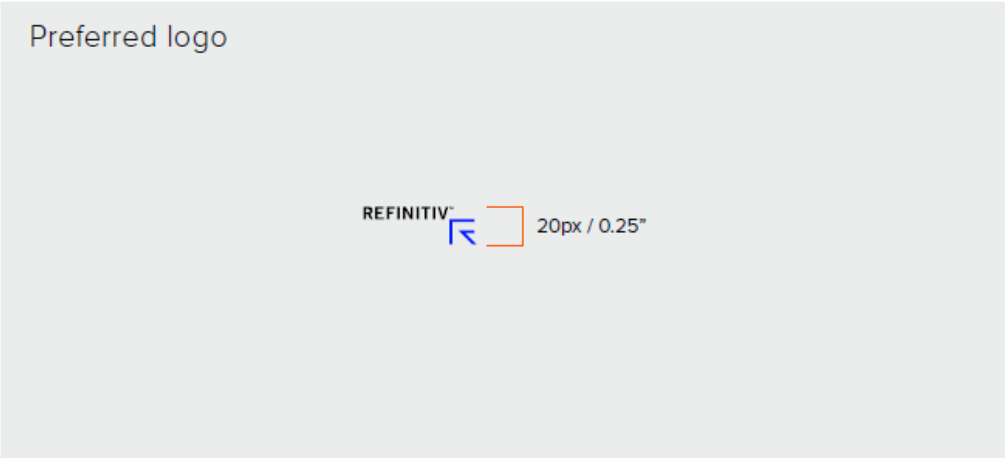
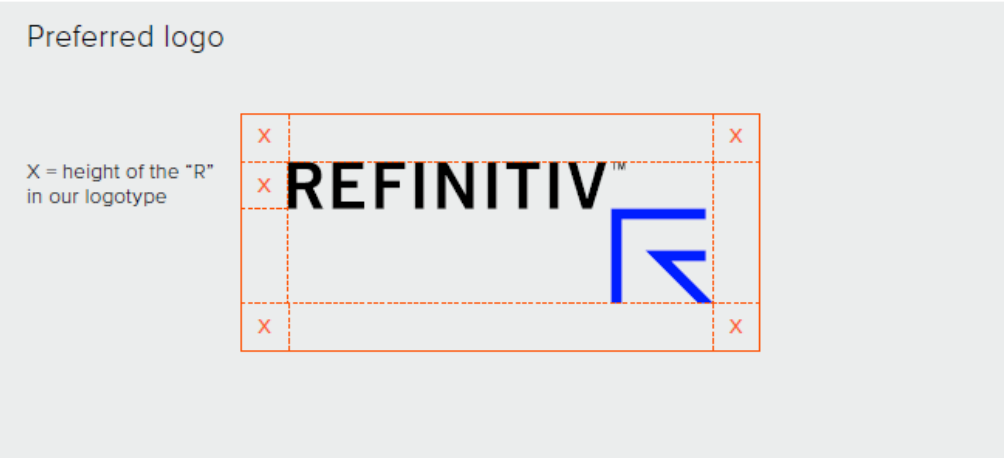
Logo clear space an minimum size

This is the minimum amount of clear space – but the more the better

This is the minimum size for our logo. Never make the logo smaller, as that will compromise it's quality

IMPORTANT:

Please never stretch or compress the logo in a way that distorts its size, shape, or clarity.



Powered by Refinitiv Logo

The 'Powered By Refinitiv' logo is only available for use when Refinitiv data or technology is enabling a partners display or application to run. See citation guidance to know when it should be used.

PRIMARY LOGO LOCKUP



ALTERNATIVE LOGO LOCKUP
(SMALL SPACE ONLY)



VERTICAL LOGO LOCKUP
(SMALL SPACE ONLY)





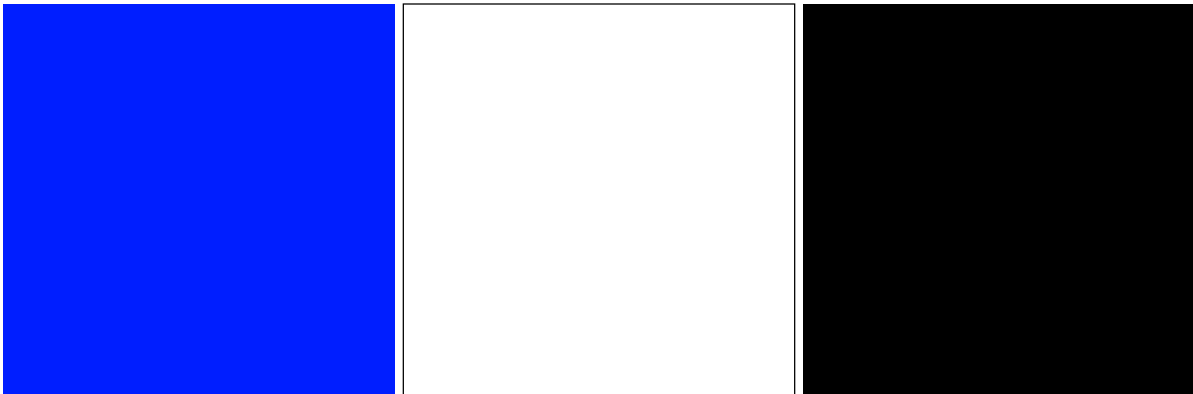
Color: palette, formulation, and expression

Our color palette

Our color palette leads with the distinctive and vibrant **Refinitiv Blue**. Featured prominently in our communications, Refinitiv Blue expresses our confidence and energy—and stands out in a crowd. We then ensure ample white space in our communications, with the majority of the workhorse typography set in black.

We then have a supporting chromatic vocabulary in our accent colors— which are crisp, clean, and compelling—reinforcing our focus and boldness.

Core colors



Accent colors



Our color formulations

Use the color specifications shown below to apply our color palette consistently across our branded communications. In order to ensure the optimal impact and effectiveness of our printed materials, **please use the spot Pantone 2935 C wherever possible**. The CMYK formulation should only be used when a spot Pantone color application is significantly cost-prohibitive for your project(s).

Important: When working on activating the Refinitiv brand in other physical-based media other than ink-on-paper, please make sure that vinyl, paint, foil, fabric—and any other substrate used—is matched by your vendor to the spot Pantone designation shown below, and not the CMYK formulations.

Core colors

<p>0/30/255 #001EFF</p> <p>Pantone 2935 C 100/56/0/0</p>	<p>255/255/255 #FFFFFF</p> <p>0/0/0/0</p>	<p>0/0/0 #000000</p> <p>0/0/0/100</p>
----------------------------------------------------------------------------------------------	--------------------------------------------------------------------	----------------------------------------------------------------

Refinitiv Blue

White

Black

Accent colors

<p>238/238/238 #EEEEEE</p> <p>Pantone 649 C 0/0/0/7</p>	<p>216/218/217 #D8DAD9</p> <p>Pantone 427 C 0/0/0/15</p>	<p>255/80/0 #FF5000</p> <p>Pantone 2026 C 0/82/90/0</p>	<p>255/200/0 #FFC800</p> <p>Pantone 123 C 0/19/100/0</p>	<p>0/208/212 #00D0D4</p> <p>Pantone 3115 C 65/0/14/0</p>	<p>144/100/205 #9064CD</p> <p>Pantone 265 C 52/66/0/0</p>	<p>0/195/137 #00C389</p> <p>Pantone 265 C 52/66/0/0</p>
-----------------------------------------------------------------	------------------------------------------------------------------	-----------------------------------------------------------------	------------------------------------------------------------------	------------------------------------------------------------------	-------------------------------------------------------------------	-----------------------------------------------------------------

Light gray

Gray

Orange

Yellow

Teal

Purple

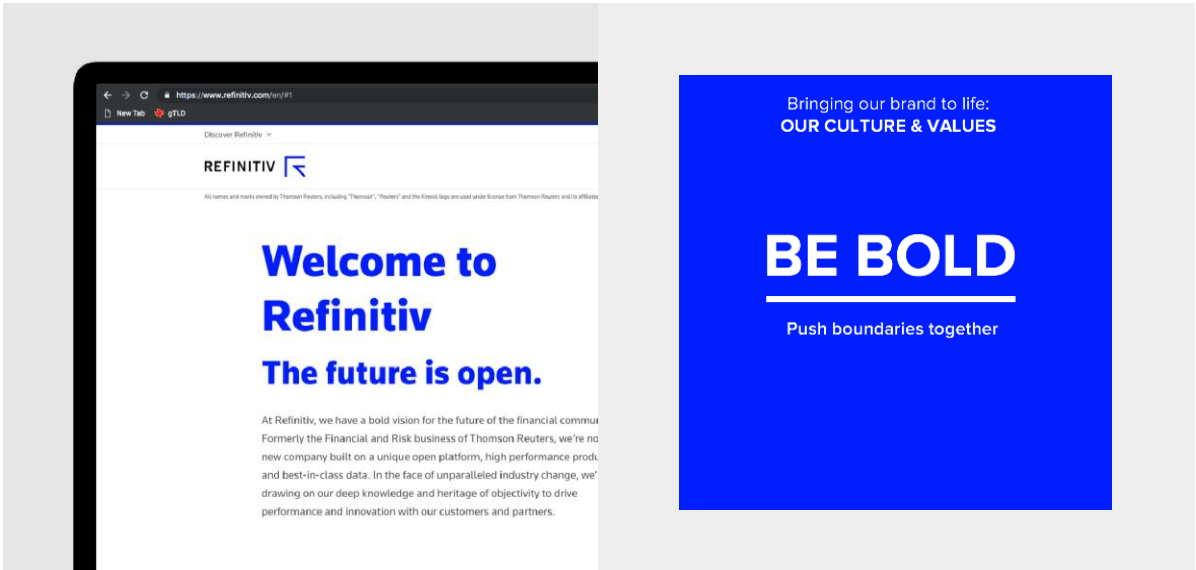
Green

Our color expression

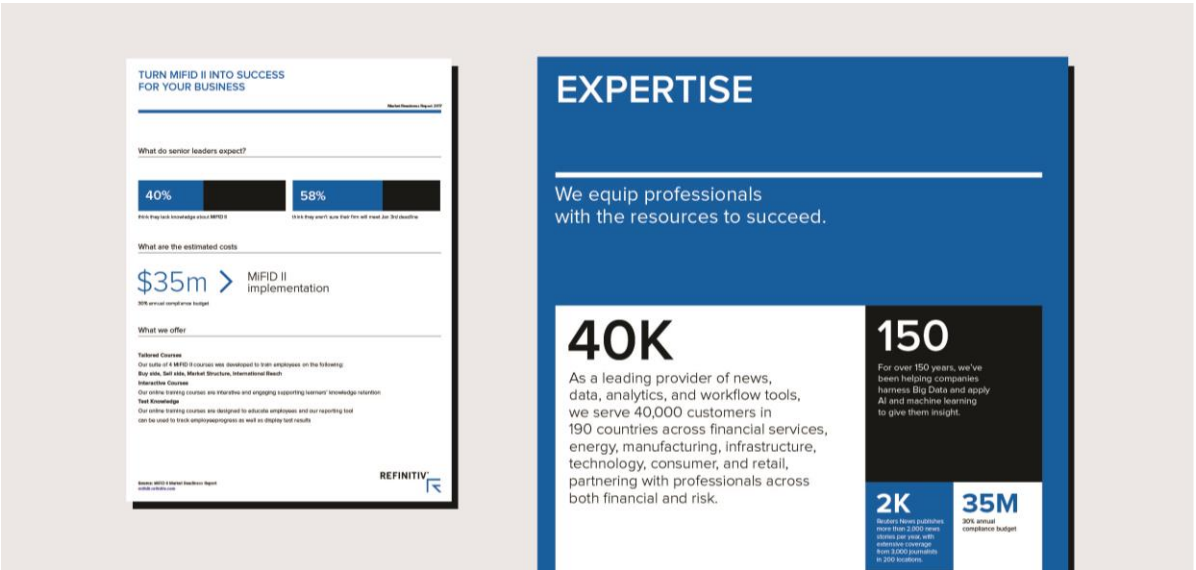
Refinitiv is a brand that is digital-first, which means our initial expression of color is in RGB and HEX—and encountered primarily on electronic device screens. Refinitiv Blue is especially unique in its digital formulation, and is difficult to match as a 1:1 in other color spaces.

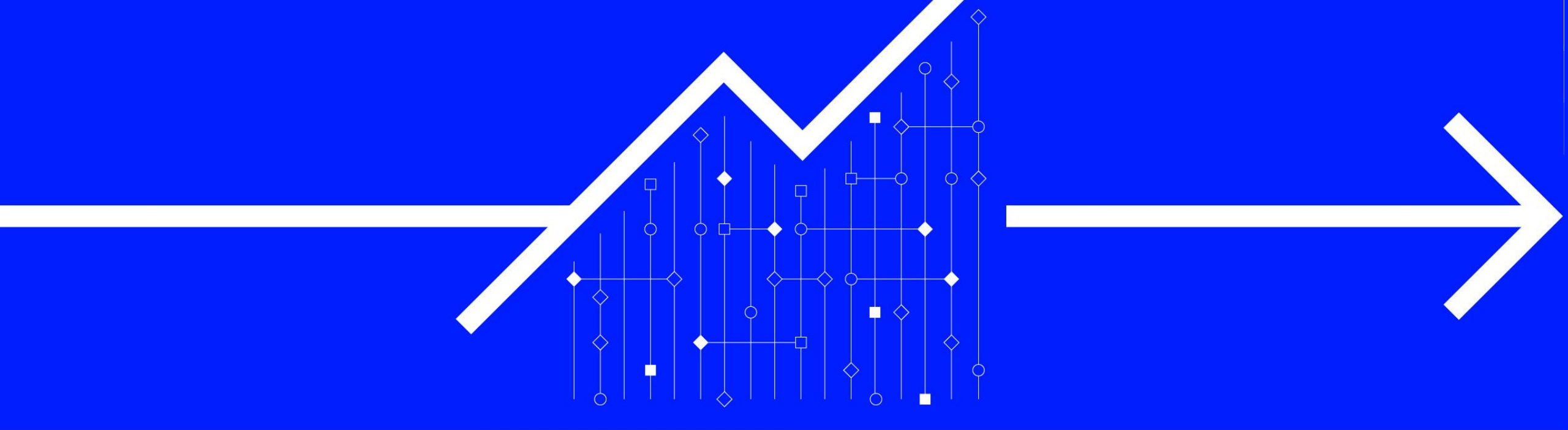
The brand is also supported by spot Pantone® colors and four-color process (CMYK) for printed brand stationery and collateral, and the Refinitiv brand will also require discrete expressions in the physical and built environments—supported by brand color matches of paints, vinyl, and other materials and processes to achieve close chromatic similarity to spot Pantone® colors as targets. As the types of brand expression vary from project-to-project, the onus will be on your vendors to provide appropriate color matches for you to approve before they go into production.

Digital-led color expression is the most common way the Refinitiv brand will be seen by most people—on a global scale. Distribution of color and types of projects in this space will mostly look like:



Print-led color expression will mostly live in our corporate stationery and customer-facing collateral pieces. Distribution of color and types of projects in this space will mostly look like:





Typography

Typography

Arial should be used as the primary font for communications outside Refinitiv.

Arial

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0 \$ € £ ¥

Arial Bold Italic

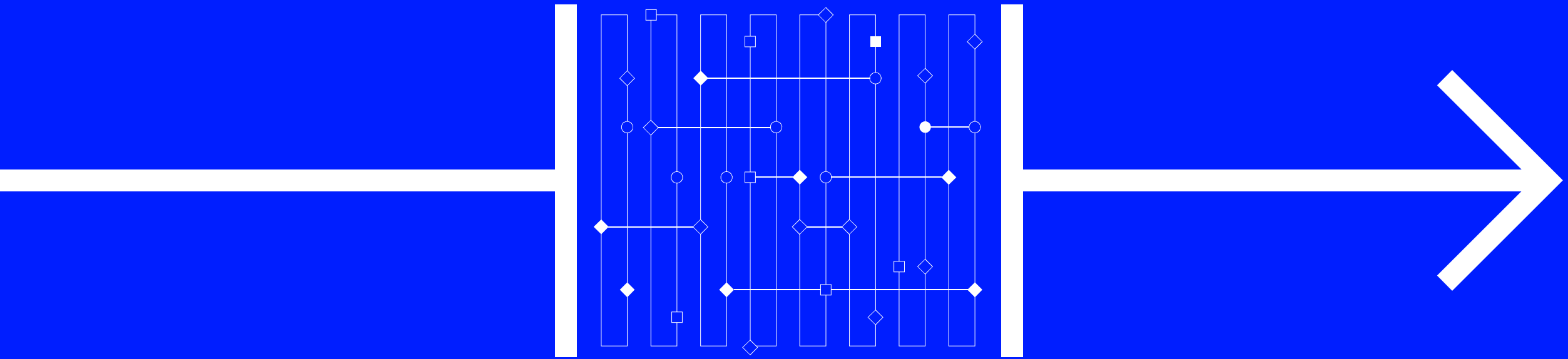
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0 \$ € £ ¥

Arial Italic

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0 \$ € £ ¥

Arial Bold Italic

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0 \$ € £ ¥



Citation guidance

Citation guidance

We have specific guidance for four categories of citation. When citing something outside of these categories, please contact Refinitiv for approval.

Employees

"X from Refinitiv"

- Eg: "David Aurelio, a senior research analyst **for Refinitiv**, says nearly 80 percent of the companies in the Standard & Poor's 500-stock index that have reported so far..."
- Eg: "These strong statistics reinforce the notion that Nike is standing firm — and not just in a social context," **Refinitiv** consumer research director Jharonne Martis said.

Agnostic data sets

"Refinitiv data"

- Eg: "At 18.7 times forward earnings estimates, the expanded communication services sector carries a higher valuation than the prior telecom sector, whose forward P/E was just 10.5 times, according to **Refinitiv data**."

Specific data sets

"X data from Refinitiv"

- Eg: "Earnings per share have grown 26 percent since the same quarter a year earlier, according to **I/B/E/S data from Refinitiv**."

Products (and their data)

"X from Refinitiv"

- Eg: "According to Eikon Social Media Monitor **from Refinitiv**"
- Eg: "Source: Eikon **from Refinitiv**"

Powered by

Powered by logo use

- Used when our data or technology is enabling a 3rd party display or application to run.
- 3rd party application which ingests our data as its main source of content.
- Live stock information such as a ticker or wall board display.

Interim guidance - citing specific products

When citing specific products in digital spaces please remove the words “Thomson Reuters” from in front of product names. Do not put the word “Refinitiv” in front of product names. See examples below.



Thomson Reuters World-Check
Technology Partner

Helps organizations meet regulatory obligations, make informed decisions, and help prevent organizations from inadvertently being used to launder the proceeds of crime, or association with corrupt business practices.

INCORRECT



Refinitiv World-Check
Technology Partner

Helps organizations meet regulatory obligations, make informed decisions, and help prevent organizations from inadvertently being used to launder the proceeds of crime, or association with corrupt business practices.

INCORRECT



World-Check
Technology Partner

Helps organizations meet regulatory obligations, make informed decisions, and help prevent organizations from inadvertently being used to launder the proceeds of crime, or association with corrupt business practices.

CORRECT



Co-branding options

Refinitiv dominant: logo relationship

If the co-brand logo is vertically oriented, you can use the Refinitiv vertical orientation to maintain balance.

When sizing the logos, you start with the height of the hype and reduce from there. Center the logos horizontally.

Horizontal



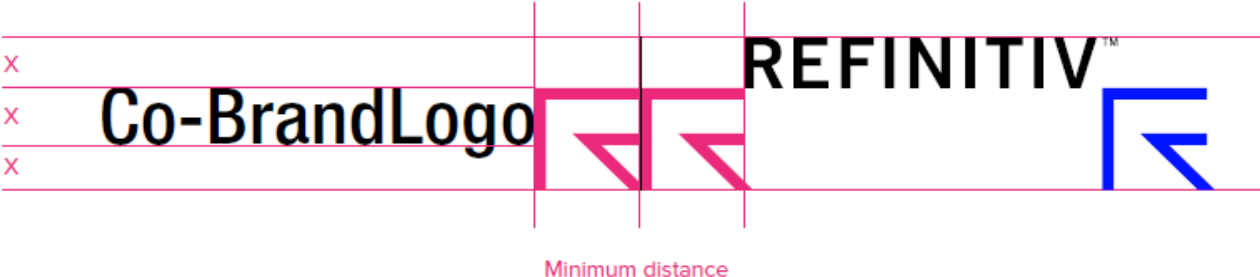
Vertical



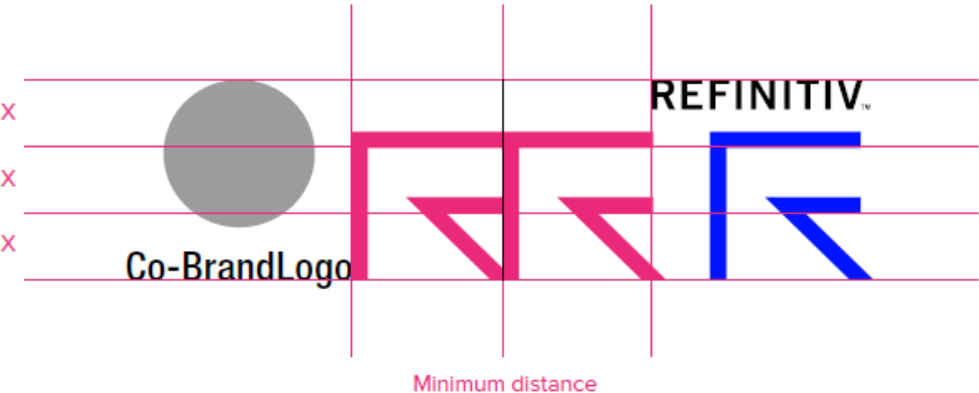
Equal relationship: logo relationship, limited space

The logos should be placed closer together when the communication piece in question has limited space.

Horizontal



Vertical



Equal relationship: logo relationship, large space

The logos should be set further apart when the communication piece in question has more space.

Horizontal

Co-BrandLogo



Vertical



Co-brand dominant

In this case, we give the co-brand logo greater prominence, while still abiding by the rules outlined in the Refinitiv brand guidelines.

Horizontal

Co-BrandLogo



Vertical





Contact us

Contact

If you have any queries or questions about how to implement these changes on to your marketing assets and collateral please contact us on the below email address:

Partnerbranding@refinitiv.com