



CLOUDMARGIN

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Brand at a Glance

Our brand consists of one set of brand assets that work together to create a strong brand visual identity that sets us apart from our competitors.

Logo

CLOUDMARGIN

> Horizontal

CLOUD
MARGIN

> Stacked

Typography

OPTIMISE
CONNECT
CENTRALISE
AUTOMATE

Colour Palette



Icon



Graphic Lines



ENERGY &
MOVEMENT
ARE THE DRIVING
FORCES
BEHIND THE
CLOUDMARGIN
BRAND

CloudMargin is a pioneering technology business that is transforming the collateral management industry for everyone. It is the rails that collateral management runs on.

These guidelines have been created to ensure the CloudMargin visual language and verbal personality is always dynamically, energetically and consistently expressed.

One brand and one voice that is driving our momentum so we are always delivering unrivalled efficiency.

OUR LOGOTYPE

Our Logotype

The CloudMargin logotype is crafted to reflect the clarity, efficiency and transformative benefits that CloudMargin brings to the collateral management industry.

Wherever possible, the horizontal logotype should be used.

The expanded 'O' is a key visual language asset that demonstrates our energy and the ever-evolving nature of our business.

Over the next few pages, you'll see how the expanded 'O' also inspires a typographic treatment that can be used to create dynamic and engaging headlines for all CloudMargin communications.



Horizontal logo



Stacked logo

Our Logotype

Dictated by the background, we lead with either our CloudMargin Aurora Green logo on White, or our CloudMargin Sky Blue logo on an Aurora Green background.

If you need to put our logo on a coloured background or over an image, please use the white-out version.

Secondary black and white versions of our logos are also available.

Primary



CLOUDMARGIN



CLOUD
MARGIN



CLOUDMARGIN



CLOUD
MARGIN

Secondary



CLOUDMARGIN



CLOUD
MARGIN



CLOUDMARGIN



CLOUD
MARGIN

Our Logotype Clearspace, Usage & Minimum Size

Clear and straightforward – just how we like things to be.

Our logo is uncluttered and needs to be positioned in clearspace.

The clearance space around our logo is dictated by the size of the C in CloudMargin.

These examples show the minimum space from any edge or boundary. The margins dictate which version of the logo should be used. Always use the horizontal logo, unless the space is limited.

The only exception to this clearance rule is when the logotype is used within a sentence for example:

CLOUDMARGIN
FOR BANKS

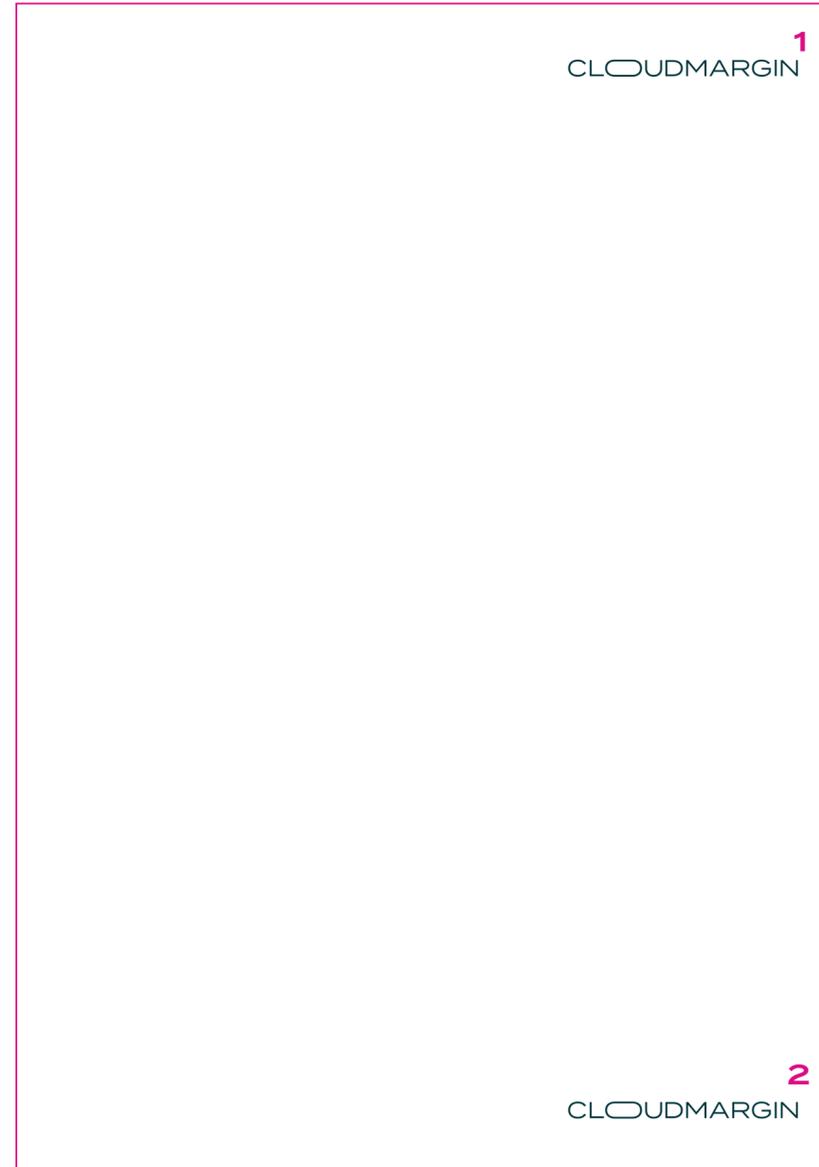


Our Logotype Placement

CloudMargin exists to make life clearer, simpler and easier for everyone.

When positioning our logo please look to the top right or bottom right positions for our horizontal logo to sit with maximum legibility, absolute clarity, and optimum brand consistency.

There are a few exceptions to this rule, for example the logo appears top left on cloudmargin.com and can be centred on some digital or animated assets.

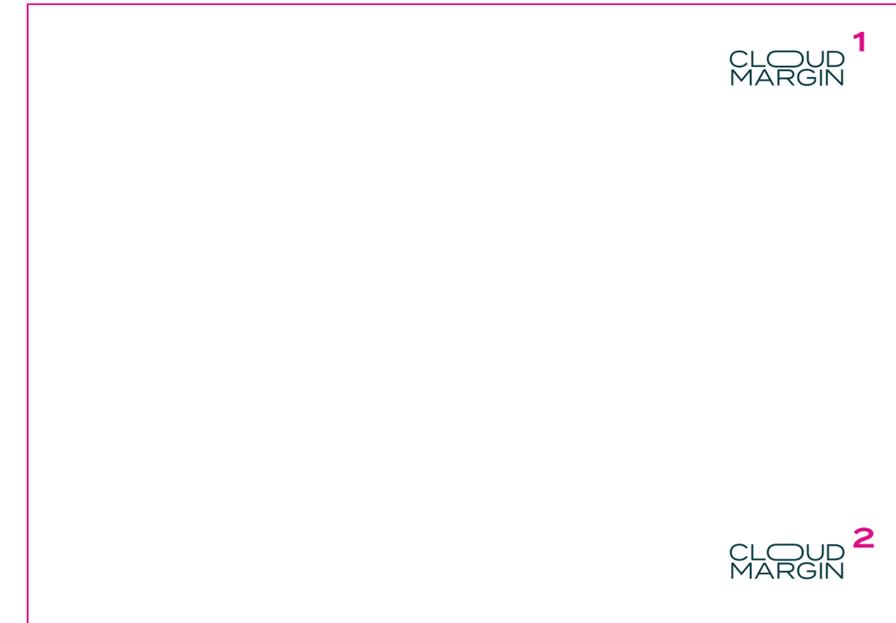
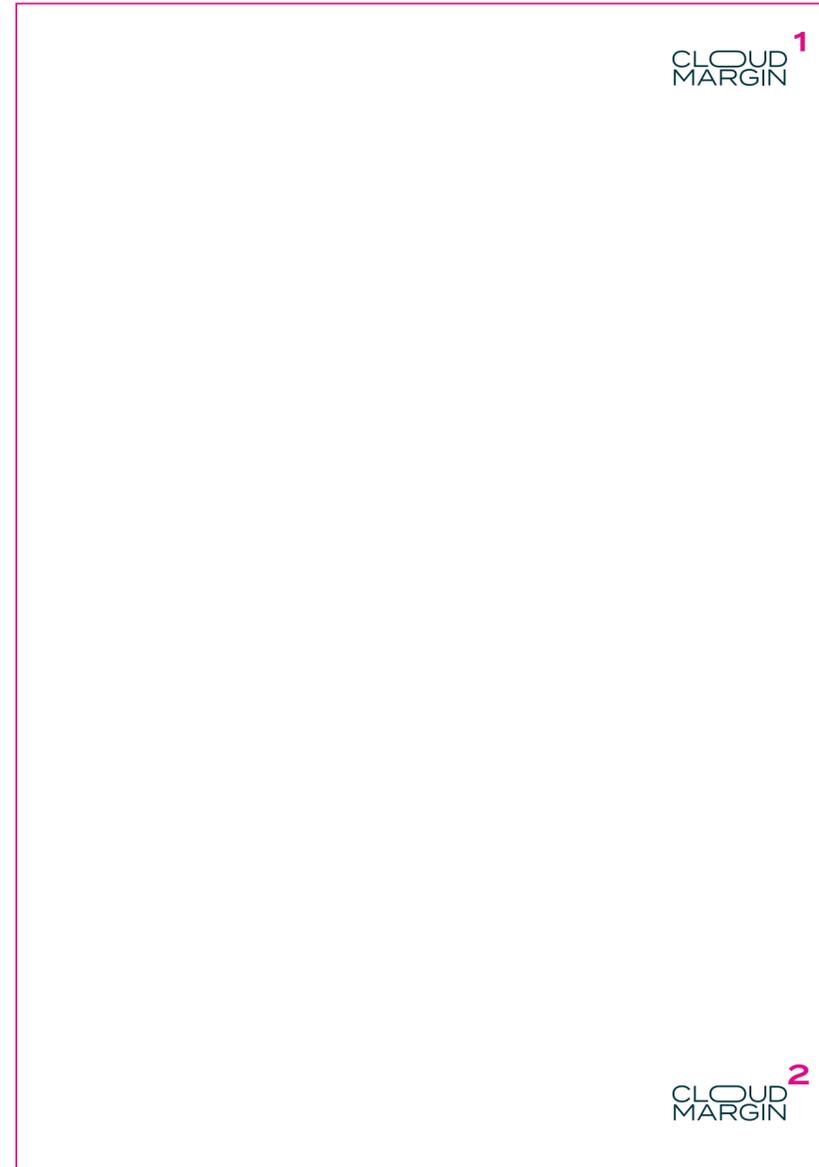


Our Logotype Placement

CloudMargin exists to make life clearer, simpler and easier for everyone.

When positioning our logo please look to the top right or bottom right positions for our stacked logo to sit with maximum legibility, absolute clarity, and optimum brand consistency.

There are a few exceptions to this rule, for example the logo appears top left on cloudmargin.com and can be centred on some digital or animated assets.



TYPOGRAPHY

TERMINA
IS THE
CLOUDMARGIN
TYPEFACE.

Clear. Distinctive. Smart.
Termina is our primary
typeface.

Termina has been selected for its manual 'stretch' ability and animation flexibility. It should be used in uppercase for all headlines with at least one letter stretched for to create our unique and energetic expressive typographic style.

The result is a instantly and consistently recognisable and highly-flexible aesthetic that is ownable by the CloudMargin brand.

Termina is an Adobe font – you can get it **here**.

Arial is the Office Typeface.

Arial is a substitute for Termina and when creating material inside the Microsoft Office suite or when sending emails.

THE BRAND IS DRIVEN BY MOVEMENT.

Stretched type is a key visual language asset that helps to reinforce CloudMargin's pioneering brand purpose. Each headline should include one or two carefully selected stretched type letters.

As you can see here, there are specific characters that are best suited to capturing the movement of this typographical treatment.

Specific Character Stretch

All stretch 'characters'

(Shown here with 2 character spaces, but can be stretched as much as appropriate within the system below)



'O' Specific Stretch

Single 'O'

(1 character space)



Double stretch 'O'

(2 character spaces)



Triple stretch 'O'

(3 character spaces)



Quadruple stretch 'O'

(4 character spaces
– Maximum)



Creating the Stretch

Termina can be manually stretched to create the sense of movement and energy that we have injected into the brand.

TRANSFORMING
COLLATERAL
MANAGEMENT

> **Step 1**
Type out and create outline of the copy.

TRANSFORMING
COLLATERAL
MANAGEMENT

> **Step 2**
Selected the desired letter to stretch and create new anchor points to stretch the character.

TRANSFORMING
COLLATERAL
MANAGEMENT

> **Step 3**
The stretch heading is created and ready to use.

**Action Words.
Active language.**

Activating and stretching letters within 'action' words help to emphasise movement within the messaging, highlight brand benefits, and build internal and external momentum and engagement.

Remember not to over stretch – one or two letters in each headline is just right.

OPTIMISE

CONNECT

CENTRALISE

AUTOMATE

DRIVE

BUILD

DEFINE

REDUCE

TRANSFORMING

ENERGISING

REWRITING

CHALLENGING

ACTIVATING

MOVING

PUSHING

RECHARGING

DRIVING
BANK
EFFICIENCY
through transformative collateral management.

> See how the stretched 'R' in 'Driving' grabs your attention and expresses movement, even without animation.

COLOUR PALETTE

Colour Palette

CloudMargin is a 'Seriously Fun' brand and our colour palette allow us to express a little of both. You will see that we've also had a little fun naming our colours after the bright but diverse spectrum that the sky holds.

Here are our primary and secondary colour palettes that create our dynamic, memorable and consistent CloudMargin brand.

Primary 'serious' colours

These striking signature colours should be used to create all CloudMargin communications.

Secondary 'fun' colours

These vibrant accent colours should be used more sparingly to add flashes of brilliance and sparks of energy.

PRIMARY COLOURS

Aurora Green
#00353B
C95 M55 Y55 K60
PANTONE 316

Sky Blue
#A6D6CC
C40 M0 Y25 K0
PANTONE 629

Blue Mist
#50BCBD
C65 M0 Y30 K0
PANTONE 309

Forest Green
#429C59
C75 M15 Y80 K0
PANTONE 361

SECONDARY COLOURS

Sunrise Pink
#DD0B84
C5 M95 Y0 K0
PANTONE RHODAMINE RED

Sunset Orange
#EB5D48
C0 M75 Y70 K0
PANTONE 1655

Sunshine Yellow
#F7A823
C0 M40 Y90 K0
PANTONE 116

White Cloud
#FFFFFF
C0 M0 Y0 K0

Grey Haze
#AEAFAA
C30 M25 Y30 K5
PANTONE WARM GREY 4

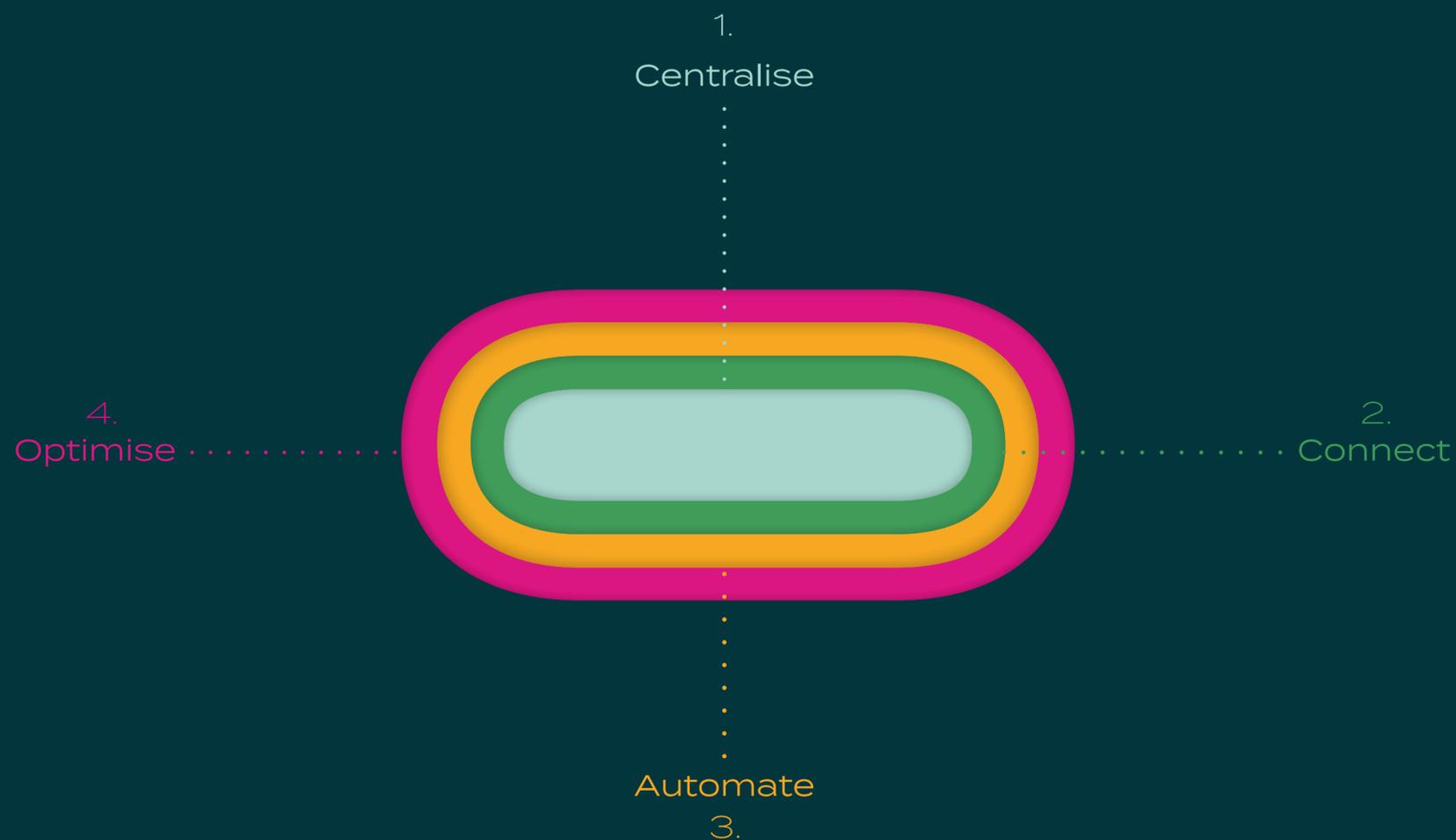
Midnight Black
#292B2D
C74 M62 Y57 K70
PANTONE 426

VISUAL ASSETS

The Benefits

The brand has been built on the four fundamental benefits of the CloudMargin platform (Centralise. Connect. Automate. Optimise).

The four benefit layers (affectionately known as 'the onion') have inspired another important set of visual assets (see next page) that add personality to the CloudMargin brand visual language.



Graphic Lines

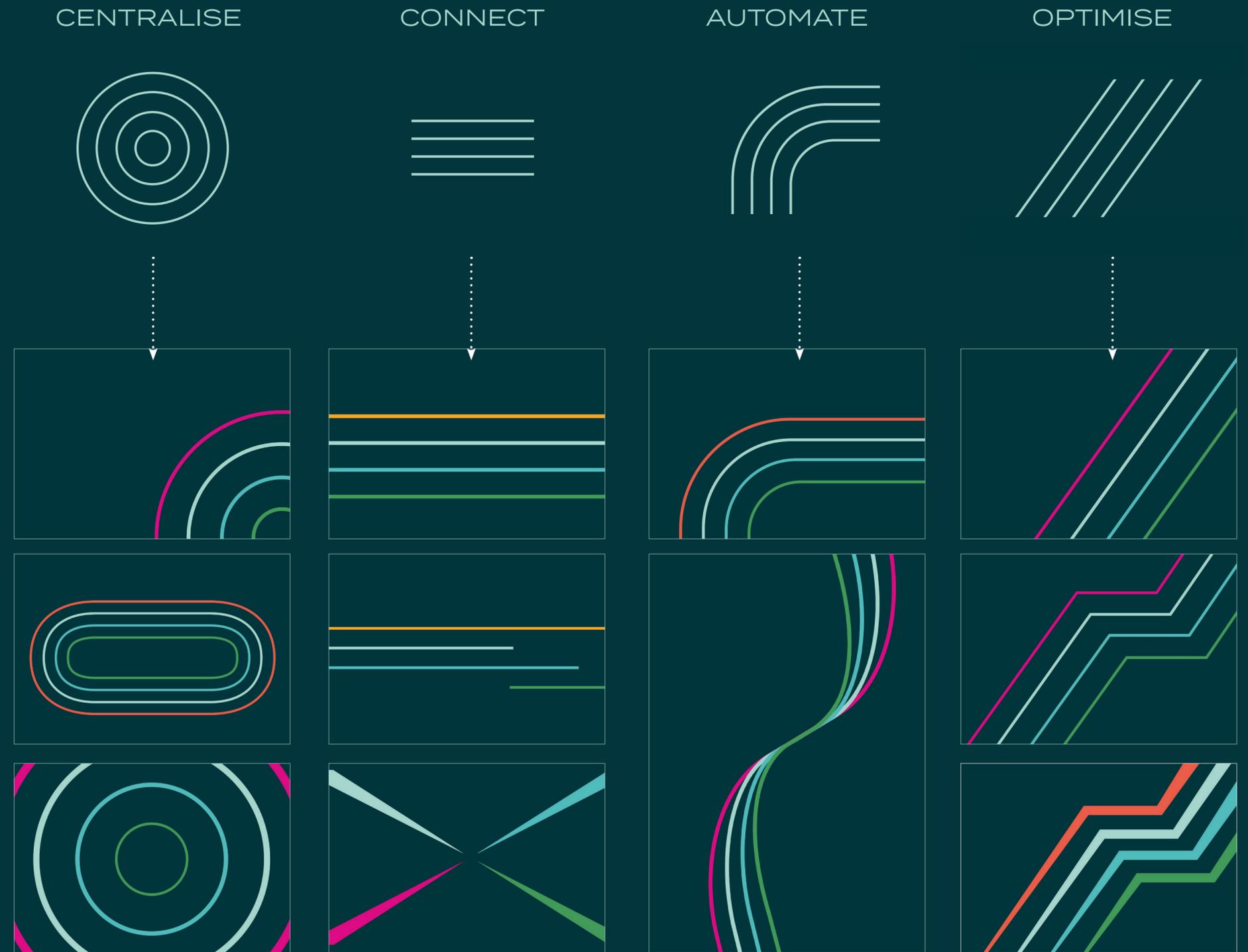
Graphical. Navigational. Directional.

The origin of these four lines comes from our four benefits and are designed to work and appear together.

These four lines can be used in many ways in monotone or full colour, and should be applied sparingly. The weight of the lines should be sympathetic to the weight of the headline.

When colouring these lines, 3 of the 4 should be from the primary 'serious palette' and the fourth from the secondary 'fun palette'. The secondary colour should then be the consistent highlight colour on that piece of material. For example it should match to the headline or CTA button.

The only exception to this rule is when we are referring directly to the four benefits i.e the onion, an example of this is on the factsheet, shown on page 35.



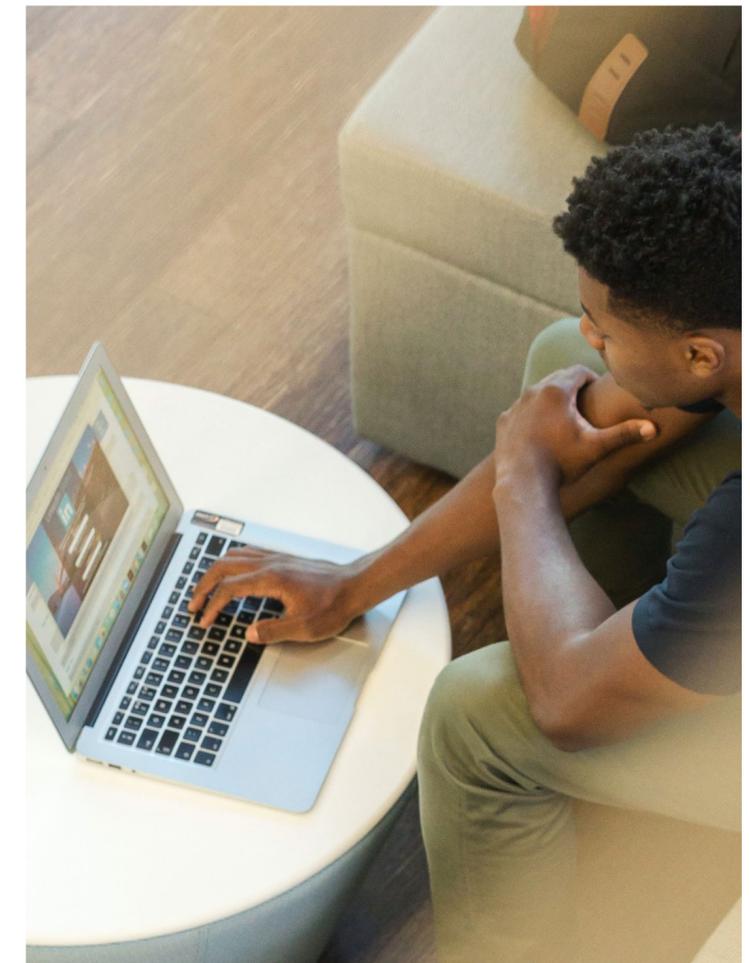
Photography

It's our people that power our innovative technology, so it is important to choose reportage style photograph to show our human side.

Whether you're selecting stock imagery or preparing for a photoshoot, always include people in a modern, clean 'start-up' working environment that reflect diversity – gender, age and ethnicity.

Images should be:

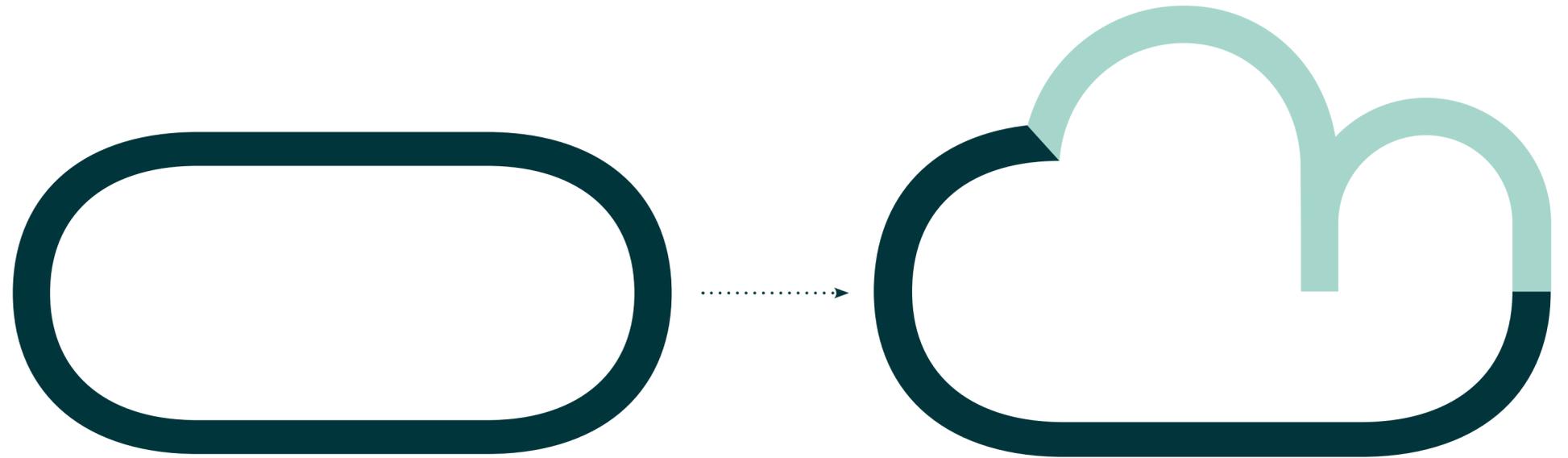
- full colour
- strong contrast
- contain colour from the secondary palette
- reportage
- someone always in focus
- a sense of movement.



Cloud Icon

Our cloud icon is a small but mighty part of our brand.

By adapting the 'O' from the logotype it holds a hidden 'C' and 'M' from the CloudMargin name.



Cloud Icon

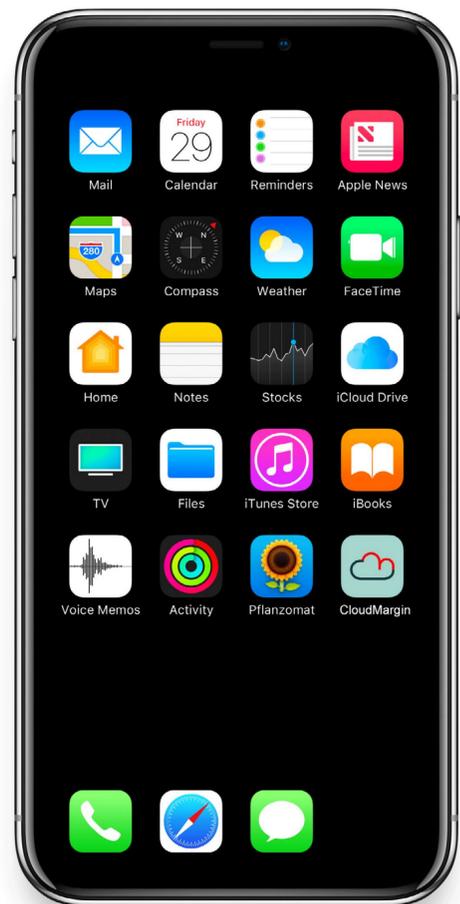
One cloud icon. Dual colourways.

Both the primary and secondary brand colour palettes can be used to express the positive nature of the CloudMargin brand.

This icon is designed to live digitally on our platform, in our portal and online.



CloudMargin



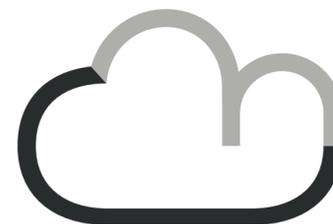
Primary icon Positive



Reversed



Secondary icon Using colours from the secondary palette



Cloud Icon

This icon is designed to live digitally on our platform, in our portal, online and in print.

Small icon
Used under 40mm in width



Medium icon
Used 40mm in width and above



Large icon
Used for large scale artworks.
200mm width and upwards



BRAND IN ACTION

DRIVING
CONSISTENCY
THROUGH
OUR BRAND

KARI
LITZMANN

Chief Marketing Officer

+1 646 891 4048

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CLOUDMARGIN

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London, SE1 3LA
cloudmargin.com

CLOUDMARGIN

CLOUDMAR

CLOUDMARGIN

Name Surname
Compant Name
Address Line 1
Address Line 2
Address Line 3
00/00/00

Dear Name

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis ut lectus lorem. Phasellus eget leo ac sem fermentum eleifend sed vel libero. Ut at posuere velit, sed pulvinar lacus. Quisque eget viverra odio. Sed suscipit tempor lorem et imperdiet. Vestibulum rutrum nisi semper, dictum odio id, blandit sem. In hac habitasse platea dictumst. Proin lacus lacus, convallis sed diam et, sollicitudin aliquet urna. Donec luctus diam lectus, sed rhoncus felis tincidunt sit amet. Maecenas quis neque non enim laoreet placerat quis vel ligula. Phasellus vel sem lacinia leo efficitur ultricies a sit amet risus. Aliquam erat volutpat. Quisque feugiat turpis vitae arcu facilisis blandit.

Praesent sed neque sit amet libero pellentesque placerat. Donec vitae diam eleifend, suscipit odio vel, mollis purus. Nullam finibus nunc a malesuada euismod. Vivamus ac ipsum ut urna viverra tristique. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia curae; In accumsan eros nec ipsum scelerisque auctor. Ut scelerisque vestibulum faucibus. Nunc maximus eros vel nisi finibus commodo vel ullamcorper sapien. Suspendisse id gravida mauris. Morbi nec consequat dolor. Curabitur malesuada velit pellentesque leo bibendum, ac convallis dui pharetra.

Sed felis neque, ullamcorper non elit sed, convallis fermentum urna. Nam at eleifend sem. Curabitur aliquam, leo eget semper vestibulum, mauris arcu fermentum turpis, eget auctor mi arcu et neque. Morbi ac purus quis odio tristique condimentum. Aenean metus felis, dapibus in vehicula eu, bibendum id enim. Cras odio lectus, semper vitae ipsum a, gravida rutrum leo. Vestibulum laoreet ornare commodo.

Your Sincerley

Kari Litzmann

CloudMargin Inc., 12 E 49th Street, 11th floor, New York, NY 10017 +44 (0) 0000 000 000
info@cloudmargin.com cloudmargin.com
CloudMargin Inc, Registered Office: Address Line 1, Address Line 2, Address Line 3, Postcode
Registered in Country, Company No: 0000000

CLOUDMARGIN

With compliments

CloudMargin Inc., 12 E 49th Street, 11th floor, New York, NY 10017 +44 (0) 0000 000 000
info@cloudmargin.com cloudmargin.com
CloudMargin Inc, Registered Office: Address Line 1, Address Line 2, Address Line 3, Postcode
Registered in Country, Company No: 0000000

WORK ORDER

CloudMargin Inc. ("Company")
 12 E 49th Street, 11th floor,
 New York, NY 10017, U.S.A

Proposed by: [Sales person]
 Work Order Number: [xxx]
 Effective Date: [dd-mmm-yyyy]

This Work Order is entered into between Company and _____ [and its Affiliates][and its Affiliates listed in Section 1] ("Client") pursuant to the Master Services Agreement between Company and Client dated _____ ("the Agreement"). This Work Order, and the Services provided hereunder, are subject to the terms and conditions of the Agreement. In the event of any inconsistency between the terms and conditions of the Agreement and this Work Order, the terms of this Work Order shall govern.

1. CLIENT INFORMATION

Client Address:	[x]	Billing Address:	[May be same as Client Address]
Is a Purchase Order (PO) required for the purchase or payment of the services on this Work Order?	Yes []	Billing Company Name:	
	No []	Billing Contact Name:	
		Billing email address:	
PO Number (if required)		Billing Phone Number:	
		Specific Client Affiliates, Client Entity/business lines	[list as required][n/a]

2. SUBSCRIPTION TERM & TERMS AND CONDITIONS

Initial Subscription Term Start Date	dd-mmm-yyyy	Payment Method	Electronic Funds Transfer
Initial Subscription Term:	[12] months	Payment Terms	Net 30
Extension Term:	Calendar Year	Billing Method	Email
Billing Frequency	In advance	Billing Currency	US Dollars (USD)

3. SERVICES

Subscription Services	Measure	Quantity For	Annual Fee
Subscription Users	Collateral Agreements	[x]	[x]
	Business Users	[x]	0
	[Reporting Users]	[delete row if no extra]	[x]
SWIFT	SWIFT connections	[x]	[x]
Reconciliation	Counterparty connections	[x]	[x]
Total Annual Subscription Fee			[x]

One-off Services	Fee
Onboarding Fee	5,000
SWIFT implementation	[x]
Reconciliation implementation	[x]
Total One-off Fee	[x]

All fees are quoted in US Dollars and are exclusive of VAT and any other applicable sales tax. This is not an invoice. Additional usage subject to fees set out in Schedule B.

CLOUDMARGIN

ONE AUTOMATED PLATFORM

Many risk-reducing benefits.

The single-instance platform that manages every single aspect of collateral management.

Get in touch with our customer services team on +44 (0) 20 3397 5670 cloudmargin.com

...at gives investors
...rove and has
...s thrown at it

...y requirements. Companies are
... previous 12-month day-end
...ve Index is marketed as having
... data from the previous six
... and actively and regularly traded
... 10% more leverage on index
... tion in the underlying. The
... maximum return is roughly
... es the strengths of the
... point. These are listed as a
... of natural resources, a large
... especially towards the
... demand for resources from
... tion of Australian equities as
... veloped market (an average
... risk-free interest rate of
... product's payout profile
... in which the principal is also

Australian dollar		
Capped growth (capital protected)		
Investment:		
Open	Tranche by	Obis
na	na	na
Show set	Final trading	Maturity/payout
na	na	na

CLOUDMARGIN

BEAT ONE

with collateral management

The single-instance platform that manages every single aspect of collateral management.

Get in touch with our customer services team on +44 (0) 20 3397 5670

cloudmargin.com

...at gives investors
 ...rove and has
 ...s thrown at it

...y requirements. Companies are
 ... previous six-month day-and
 ... index is marketed as having
 ... (D&S) from the previous six
 ... are actively and regularly traded

... 10% more leverage on index
 ... sion in the underlying. The
 ... maximum return is roughly

... es the strengths of the
 ... g point. These are listed as a
 ... of natural resources, a large
 ... especially towards the
 ... demand for resources from

... tion of Australian equities as
 ... veloped market (an average
 ... ear risk-free interest rate of
 ... product's payout profile
 ... in which the principal is also

Australian dollar		
Capped growth capital protection		
Investment:		
Open	Transfer by	Close
n/a	n/a	n/a
Share set	Final holding	Match/layout
n/a	n/a	n/a

CLOUDEMARGIN FOR BANKS

TRANSFORMING COLLATERAL MANAGEMENT

Access your entire collateral management universe all in one place – once and for all.

Fragmentation, a lack of visibility and control, and inadequate connectivity and automation are limiting banks' ability to operate efficiently. High cost and risk are commonplace. Banks need to change in order to be competitive.

CloudMargin transforms and innovates the way banks manage collateral. Dramatically reducing cost whilst delivering unparalleled levels of automation through STP. CloudMargin is the one platform that brings your entire collateral universe together.

What this means for you

Dramatically reduced cost
Reported up to 70% cost savings across collateral management function firm-wide.

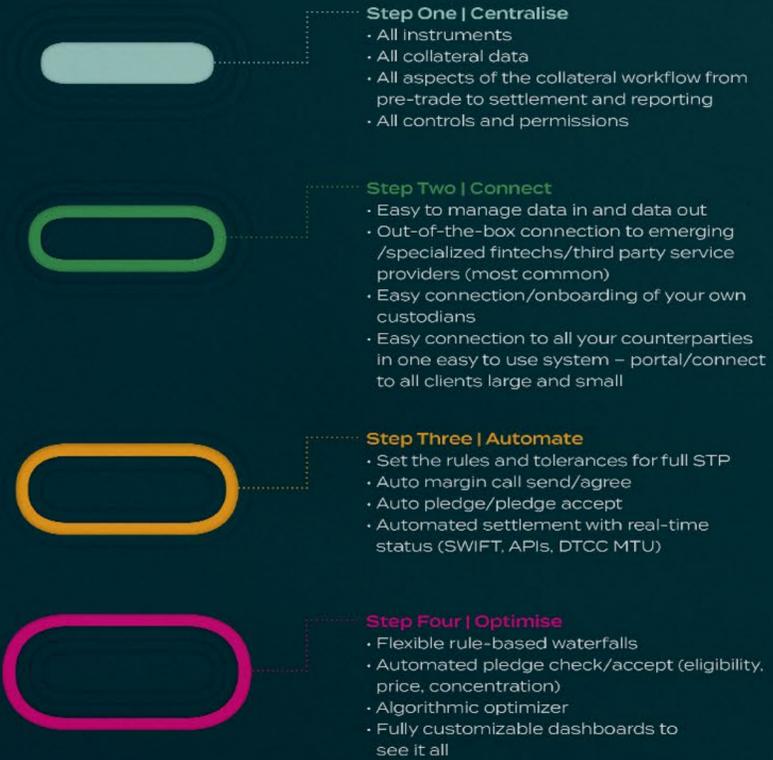
Reduced Risk
Market-leading process automation and hosted infrastructure enables our clients to drive down both Credit and Operational risk.

More efficient use of collateral
Through a unified approach, real-time views and comprehensive connectivity, banks can use available collateral more effectively and positively impact P+L



HOW WE DO IT

Technology is the enabler. One platform built for all. Accessible via the web and available anywhere.



Change shouldn't be difficult. Get up and running in weeks.

- | | | | |
|--|---|----------------------------------|--|
| 1.
Send your data in any format or via API | 2.
Get your own dedicated onboarding team | 3.
Login and get going | 4.
Access to ongoing, 24-6 support |
|--|---|----------------------------------|--|

info@cloumargin.com

CLOUDEMARGIN.COM

CLOUDMARGIN

TRANSFORMING COLLATERAL MANAGEMENT

Let's move the industry forwards as one >

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LATEST



Derivatives

Tokyo Stock Exchange outage throws



Risk management

Regulators seek harmony on op resilience rules

Alignment on principles needed "in short order", says Basel working group chair

🕒 16 OCT 2020

Risk Quantum



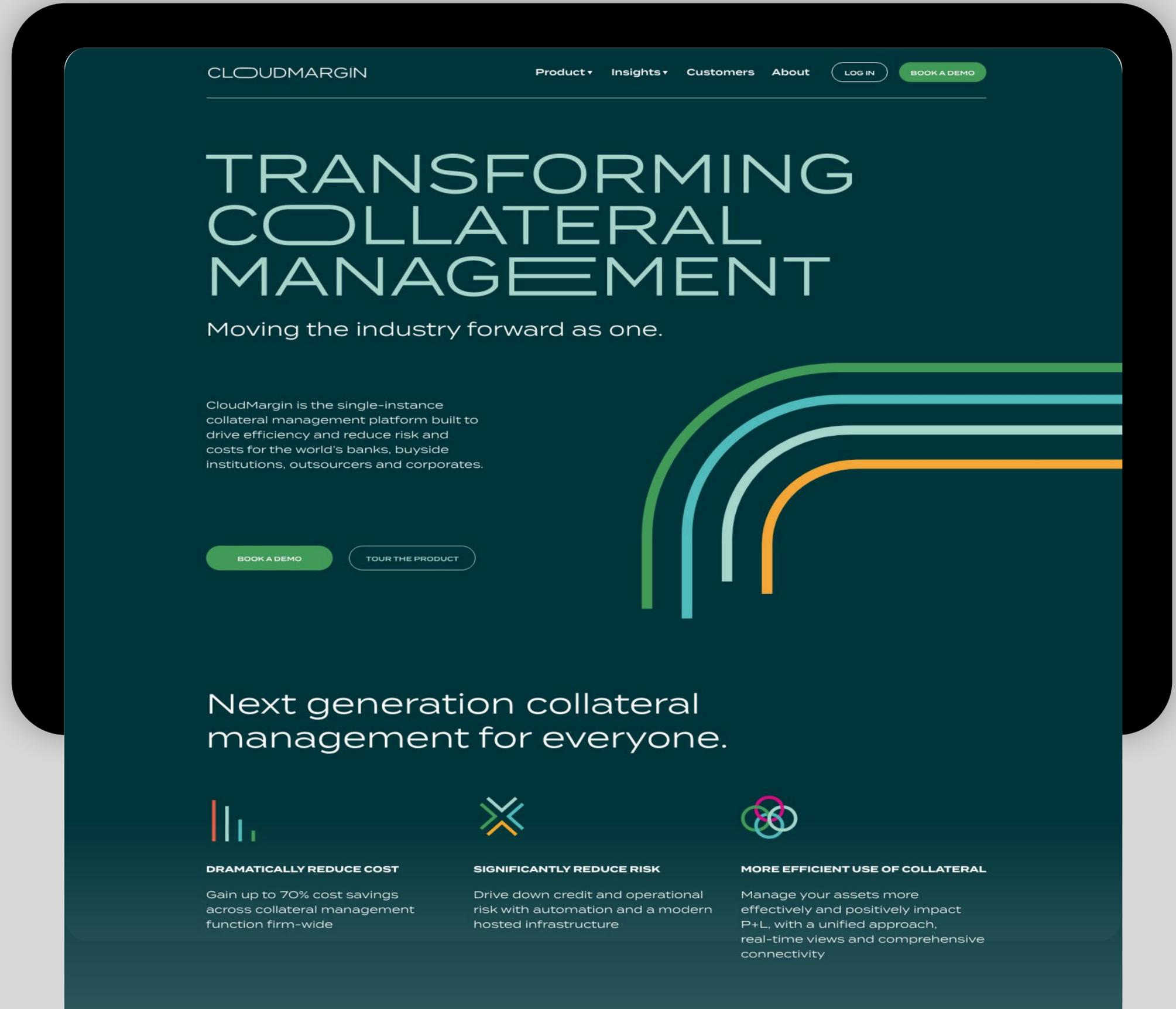
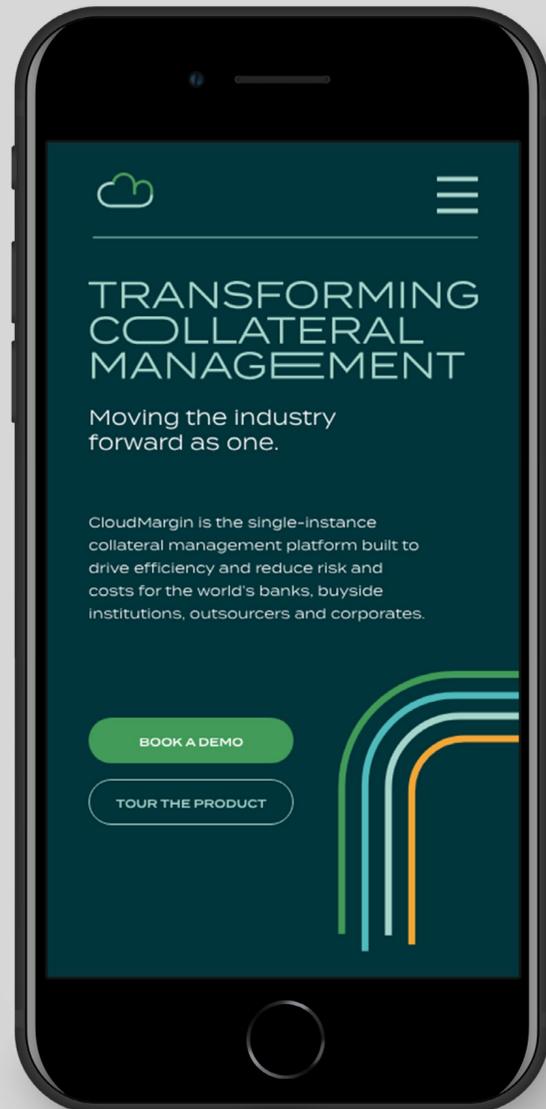
Regulation

Basel's Rogers: little evidence capital buffers have failed

Top regulator disputes idea banks are unable to run down buffers, urges better communication

🕒 16 OCT 2020

Investing



CLOUDMARGIN

Product ▾ Insights ▾ Customers About

LOG IN

BOOK A DEMO

TRANSFORMING COLLATERAL MANAGEMENT

Moving the industry forward as one.

CloudMargin is the single-instance collateral management platform built to drive efficiency and reduce risk and costs for the world's banks, buy-side institutions, outsourcers and corporates.

BOOK A DEMO

TOUR THE PRODUCT

Next generation collateral management for everyone.



DRAMATICALLY REDUCE COST

Gain up to 70% cost savings across collateral management function firm-wide



SIGNIFICANTLY REDUCE RISK

Drive down credit and operational risk with automation and a modern hosted infrastructure



MORE EFFICIENT USE OF COLLATERAL

Manage your assets more effectively and positively impact P+L, with a unified approach, real-time views and comprehensive connectivity



WHERE COLLABORATION
MANAGEMENT
CLICKS INTO PLACE

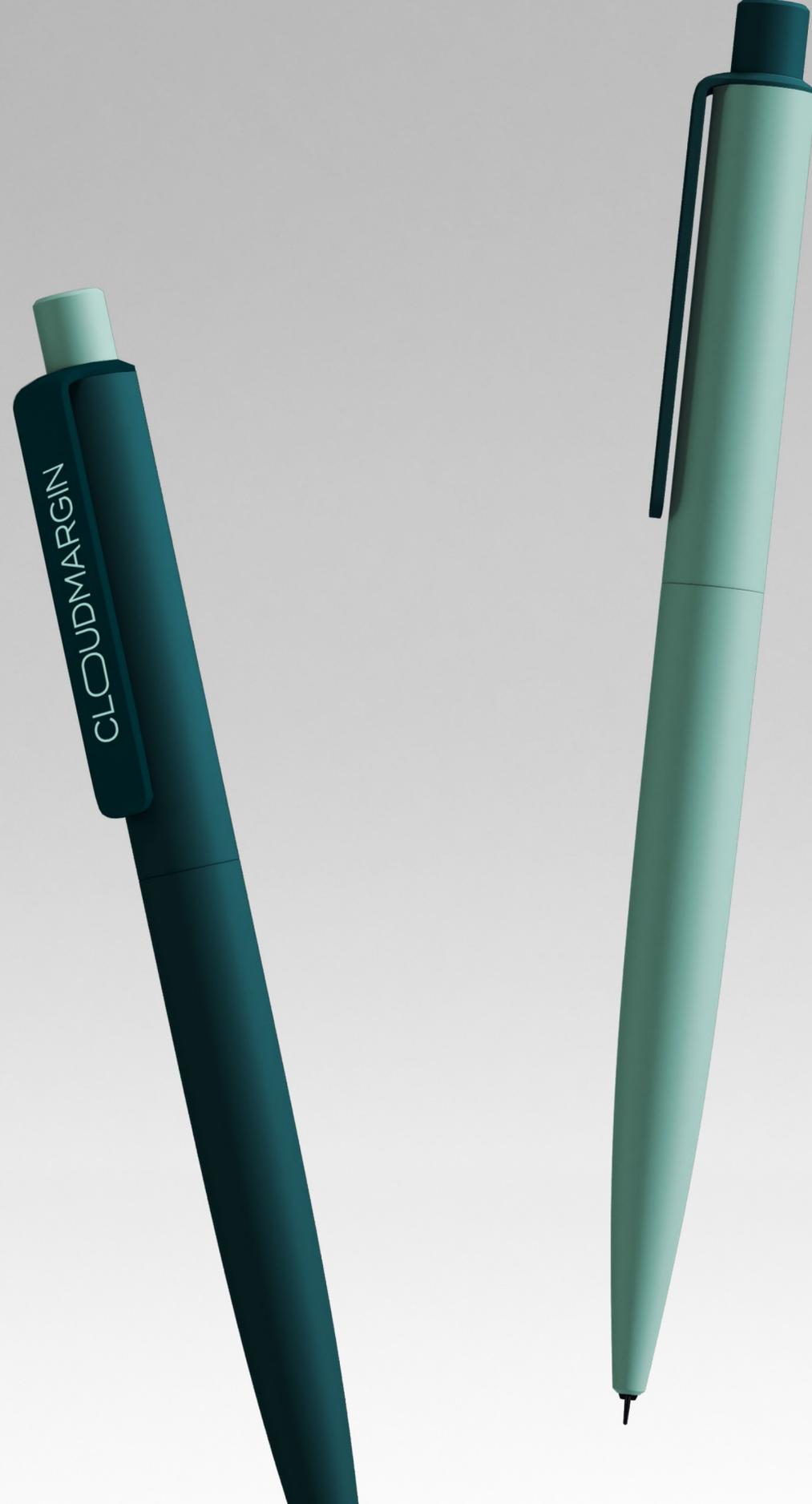
CLOUDMARGIN















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