



# Product referencing

Brand Identity Guidelines for partners v 2.0 — March 2018

# Table of contents

- 1. Product referencing**
- 1.1 Clear space
- 1.2 Sizes
- 1.3 Colors
- 1.4 Position
- 1.5 Linking, Frequency, Approval and Assistance

# 1. Product referencing

The SIX name and logo are recognized world-wide and using them correctly is a vital part of being a SIX partner. The following guidelines should therefore be carefully followed to ensure SIX is referenced correctly and effectively.

The specific placement of SIX branding will be determined by each Use Case as detailed in the Agreement between the Partner.

- Any reference to SIX should include the SIX logo together with the agreed statement<sup>1</sup>. e.g. "Data by"<sup>2</sup>, or "Sources include"<sup>3</sup>.
- Only the images provided to you by SIX should be used.
- The SIX logo should not be used alone without its corresponding reference.
- When logo inclusion is not possible, then complete wording should be used. e.g. "Sources include SIX".
- When using the company name in text, all three letters must be uppercase as "SIX".
- The statement should always be in English.

---

## Product referencing standard

Data by



Sources include



# 1.1 Clear space

Sufficient visibility must be guaranteed for application of the logo. Therefore, maintain 1 X (logo reference size) clear space around the logo. For exceptions, reduce clear space to at least 1/2 X.

The optimum space around the reference is one SIX "X" character in distance.

- There should always be clear separation from content that does not include data provided by SIX.
- When data provided by SIX is used, but not visibly displayed, the reference to SIX should appear in the application loading screen and/or disclaimer.

## Logo reference size



## Optimal clear space: 1 X



## Minimal clear space: 1/2 X



# 1.2 Sizes

The SIX logo should be a minimum of 14 pixels (3.70mm) in height. When full wording is used, the font should be a minimum size of 11 pixels.

The preferred font is “NOTO”, alternative sans-serif font will also suffice. The SIX logo should not be more prominent than your company logo.

Logo files for download Product referencing files for “Data by” and “Sources include” in different color versions are available to download in our Brand Identity Portal.

**File naming examples:**  
*SIX\_Product\_Referencing\_Data\_by\_SIX*  
*SIX\_Product\_Referencing\_Sources\_Include\_SIX*

### Product reference size



---

### Download logo files

→ [SIX\\_Product\\_Referencing\\_Data\\_by\\_SIX \(EPS\)](#)

1 mm = 0.03937 inches

# 1.3 Color



The preferred logo version is the color logo against a white background.

### Standard: Color logo

The logo appears in SIX Red, the descriptors in Rock. Use this version also for gray backgrounds up to 60% black.

### Special application:

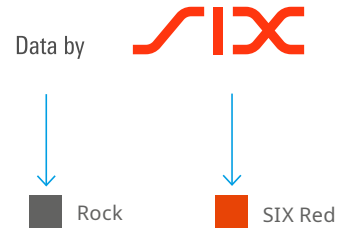
Black and white logo  
Both logo and descriptor are either 100% white or 100% black. Use these versions on black-and-white applications.

Corporate colors	RGB	HEX
	SIX Red	222-57-25 DE3919
	Rock	78-78-78 4E4E4E

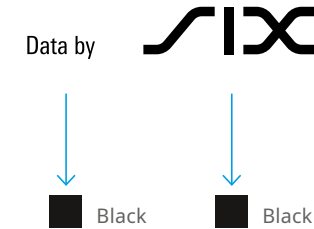
### Important

Sufficient contrast must be guaranteed.

### Standard: Color logo



### Standard: Color logo



### Special application: White logo



# 1.4 Position

The reference should always be visibly placed within close proximity of data displayed<sup>4</sup> that has been provided by SIX. The preferred positioning of the reference is directly below the displayed information. To maximize its visual presence, the reference should be clear of any other graphic elements or text within close proximity.

Depending on the medium, place the Product Reference below on the right site.

See the exceptional cases.

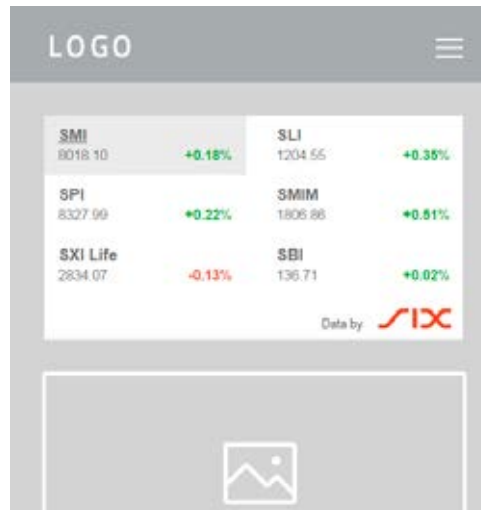
Websites Reference with SIX logo



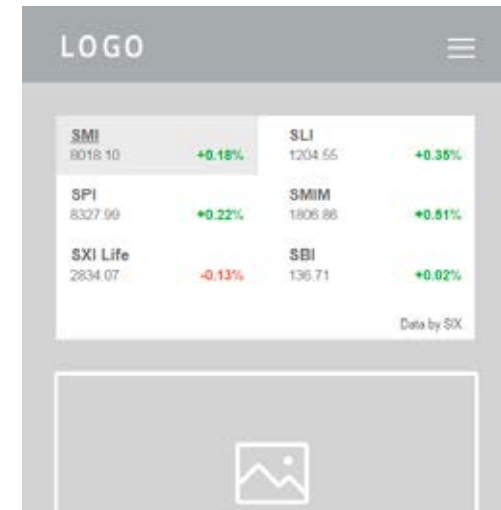
Websites with text only



Mobile Reference with SIX logo



Mobile applications



# Linking

## Linking

Any online reference to SIX should always hyperlink to [www.six-group.com](http://www.six-group.com), unless a specific URL has been agreed upon.

# Frequency

## Frequency of reference

When data provided by SIX is outputted in multiple formats on the same screen, it is only necessary to reference SIX for the first instance per format. e.g. reference the first chart displayed, and reference the first quote list displayed.

# Approval

## Approval

All publically displayed references of SIX should be approved by SIX marketing: [branding@six-group.com](mailto:branding@six-group.com)

# Questions

## Questions and assistance

Should you require additional information or have questions about use, please contact [branding@six-group.com](mailto:branding@six-group.com)

<sup>1</sup> As stated in the contractual agreement with SIX

<sup>2</sup> "Data by SIX" should be used when data is solely provided by SIX

<sup>3</sup> "Sources include SIX" should be used when data provided by SIX is combined with other data sources

<sup>4</sup> Refers to any visible output of data provided by SIX such as via a software application, website, or document (csv, excel etc.)