Protecting the power of a pure identity.

Online Trading Academy is more than a name. It's our corporate identity. That brand identity represents us to all audiences through many channels, from a single business card to a radio commercial to a mass e-mail newsletter.

This guide outlines how we protect and reinforce the Online Trading Academy brand by portraying it with accuracy and consistency. Pages that follow explain the written and visual components of our brand identity —and the standards for their use.

Think of the Online Trading Academy brand as a vital asset and you'll see why protecting it increases its recognition and strength in the marketplace. When our identity is pure, our message is clear and strong.

ONLINE TRADING
◆ **A C A D E M Y** ◆ ®

Contents

Corporate Logo: Always use authorized artwork.

Precise, consistent use of our logo reflects high standards and echoes the same attention we bring to the products and services we offer our customers.

Our Logo

The Online Trading Academy logo is a unique visual representation of our brand. It uses straightforward symbols to denote distinct ideas and positive attributes.

Globe image conveys our status as a global network of premier financial education centers.

Book pages symbolize our function as professional educators.

Swooshes suggest speed of change and communication in today's financial marketplace.

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Minimum size

The preferred Online Trading Academy stacked logo should never be reproduced smaller than the minimum size shown here — 1 inch in width. The alternative horizontal logo should never be smaller than $^3/_4$" in height.
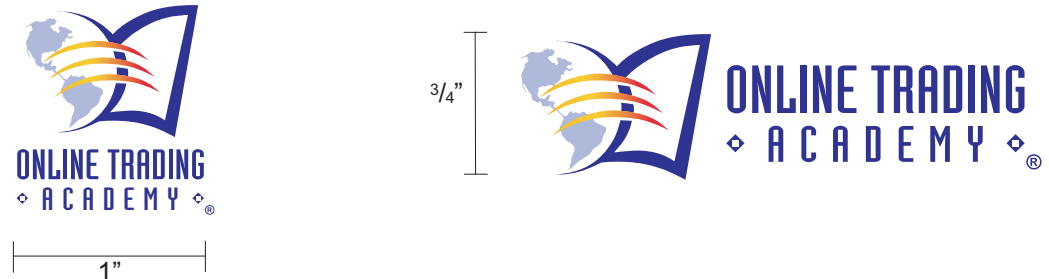
Registered trademark symbol

The "®" is mandatory, its size is slightly less than half of the font size of the logo you're using. The "®" is also required whenever using the words Online Trading Academy® in connection with one of our products e.g., *Online Trading Academy® Platinum Passport* or *Financial Education Center powered by Online Trading Academy®*.

This mark indicates our ownership of our name and logo and protects our exclusive right of use. It also implies unauthorized use of this intellectual property is strictly prohibited.

Color coordination

Examples here show the correct coloration of the preferred Online Trading Academy full color logo on a white background. Full color on our blue is also allowed. When color is not possible, as with newspaper reproduction, an all black logo should be used.

Full color on white ————————

Full color on blue ————————

Black ————————————————

Logo configuration

Options are the preferred stacked arrangement, or the low horizontal arrangement.

Preferred stacked ——————
arrangement.

Low horizontal ———
arrangement.

Logo swoosh may be used ———
alone as icon, button or bullet.

Clear space guidelines

The logo must always be surrounded by a minimum expanse of clear space, as indicated here. Visual elements like type, graphics, charts or the edge of the page must not enter this area; it should remain open and neat. This protected space helps promote full visual impact of the logo.

"X" is equal to the height of the O in Online. To determine the protected area, provide the "X" distance on the top, bottom, right and left sides of the logo.

Incorrect uses of logo

Avoid using the logo in ways that don't conform to the guidelines explained on pages 3-7. Always use the electronic artwork supplied by Online Trading Academy.

Proportions are distorted.

Do not "screen" or lighten the logo.

Do not use color logo on colored background.
Use reversed white version on black or blue backgrounds.

Do not alter logo with unofficial fonts.

Do not alter logo design.

Approved color palette

Using approved colors lends an appropriate, consistent look to all materials, print or electronic. We strongly recommend you provide this page to any printing vendor working for you. This is the coloration for the preferred logo, as printed on white.

Pantone® Solid Coated
2756C at 22%

Pantone® Solid Coated
123C

Pantone® Solid Coated
179C

Pantone® Solid Coated
2756C

Pantone® Solid Coated
2756C

ONLINE TRADING
◆ A C A D E M Y ◆
®

RGB
Light Blue:
R: 183
G: 184
B: 215

CMYK
Continents Light Blue:
C: 22
M: 21
Y: 0
B: 6

RGB
Logo and Text Color:
Blue:
R: 1
G: 0
B: 128

CMYK
Logo and Text Color:
Blue:
C: 100
M: 94
Y: 10
B: 6

Pantone® Solid Coated
2756C at 22%

Pantone® Solid Coated
2756C

RGB
Swoosh Tip Yellow:
R: 255
G: 195
B: 16

CMYK
Swoosh Tip Yellow:
C: 0
M: 24
Y: 98
B: 0

RGB
Swoosh Tip Red:
R: 235
G: 9
B: 31

CMYK
Swoosh Tip Red:
C: 0
M: 100
Y: 100
B: 0

Pantone® Solid Coated
123C

Pantone® Solid Coated
179C

Approved color palette

Using approved colors lends an appropriate, consistent look to all materials, print or electronic. We strongly recommend you provide this page to any printing vendor working for you. This is the coloration when printing the logo on dark blue. We strongly recommend you provide this page to any printing vendor working for you.

Pantone® Solid Coated
2756C at 22%

Pantone® Solid Coated
123C

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179C

Pantone® Solid Coated
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ONLINE TRADING
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B: 31

CMYK
Swoosh Tip Red:
C: 0
M: 100
Y: 100
B: 0

Pantone® Solid Coated
123C

Pantone® Solid Coated
179C

Approved fonts: online/web

Online Trading Academy uses Arial and Verdana for legibility and identity consistency.

Learn to trade like a pro.

VERDANA or ARIAL for headlines; can use bold or italic

Attend Our FREE Power Trading Workshop.

VERDANA or ARIAL for subheads; can use bold or italic

In this ½ day class, you will learn how to cut through the noise and hype of Wall Street. You'll get a clear view how financial markets really work and you'll understand the importance of education and the Online Trading Academy "Education First" philosophy. You will leave with a clear understanding of what it takes to establish a trading plan and consistently execute profitable trades.

VERDANA or ARIAL for medium-length blocks of body copy

Online Trading Academy instructors, all of whom are experienced, professional traders, will deliver hands-on "live trading" instruction and a framework for building a disciplined trading plan.

You'll also discover which brokers will actually pay you commission rebates on your trades. Plus you'll have an opportunity to ask questions of OTA instructors and get your questions answered.

Example shown with VERDANA font.

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About the font Industria: Avoid using the font Industria for your marketing materials. Making this font legible is problematic. We use it only on limited occasions, always using subtle adjustments by professional graphic designers to maximize the font's readability.

Approved fonts: print

Online Trading Academy uses Arial, Verdana, and Jensen Pro and Times New Roman fonts for legibility and identity consistency.

VERDANA for headlines; can use bold or italic

VERDANA for subheads; can use bold or italic

TIMES NEW ROMAN for medium-length blocks of body copy

Learn to trade like a pro.

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Online Trading Academy instructors, all of whom are experienced, professional traders, will deliver hands-on "live trading" instruction and a framework for building a disciplined trading plan.

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Serif* fonts (Jensen Pro, Times New Roman) are preferred for lengthy body text because they are easier to read than sans-serif fonts for this purpose.

Sans-serif fonts (Arial, Verdana) are best for shorter pieces of text and subject matter requiring a more casual feel than the formal look of serifed types.

*serifs are non-structural details on the ends of some of the strokes that make up letters and symbols.

ARIAL for headlines; can use bold or italic

ARIAL for subheads; can use bold or italic

ARIAL for short blocks of body copy

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Language and approach for written materials.

Written communications should reinforce Online Trading Academy's brand by consistently underscoring our positioning and message, using powerful words and a clear-cut approach.

Our brand position is:

Since 1997, OTA has been committed to teaching the skills you need to trade successfully through a proven methodology: Experienced, professional traders deliver individualized skills assessment, hands-on "live trading" instruction and a framework for building a customized trading plan.

Our underlying message is:

Online Trading Academy is committed to your success.

Our approach is:

Hands-on
Individualized
Professional
Live
Trustworthy
Caring
Proven
Successful

Use power words that communicate.

| AVOID	INSTEAD, SAY	BECAUSE…
OTA	Online Trading Academy	OTA is not registered. We should not invest in a name we cannot protect.
The stuff	Trading support materials	Support materials communicates value; stuff sounds insubstantial.
Flypaper	Trading demo	Flypaper is derogatory jargon; a trading demo is a valuable test drive.
Audit	Repeat, Retake, Review	Repetition and practice is the best way to learn; audit sounds negative
CD	Home study course	Home study course conveys educational content; CD is too vague.
Cost, fee, charge	Investment	Investment builds assets and generates return; cost is an outlay.
Class	Learning experience	Class implies a one-time event; our education is dynamic and ongoing.
Seminar	Workshop	Seminar conveys a large, public lecture; our workshops are exclusive, intimate and interactive.

Images: Photography or illustration?

Use high quality photography, not cartoon-like illustrations. Simple but sophisticated photos reinforce Online Trading Academy's key attributes like success, professionalism and our live trading environment.

We recommend photos available FREE, through Microsoft at this URL:

http://office.microsoft.com/en-us/clipart/default.aspx
Search photos with key words like "wall street", "stock market" or "investments".
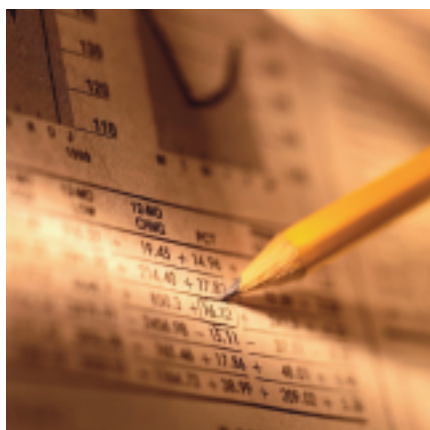
AVOID images like these:

Email communications.

Every point of public contact should reinforce Online Trading Academy's brand by using this approved signature. Construct signature using these values:

    Font, Arial 10 pt
    Color, dark blue
    Format, HTML(not Plain Text or Rich Text)

Email signature:

First Name Last Name
Title
Online Trading Academy (name of location)

Street address
City, State, Zip code
name@tradingacademy.com
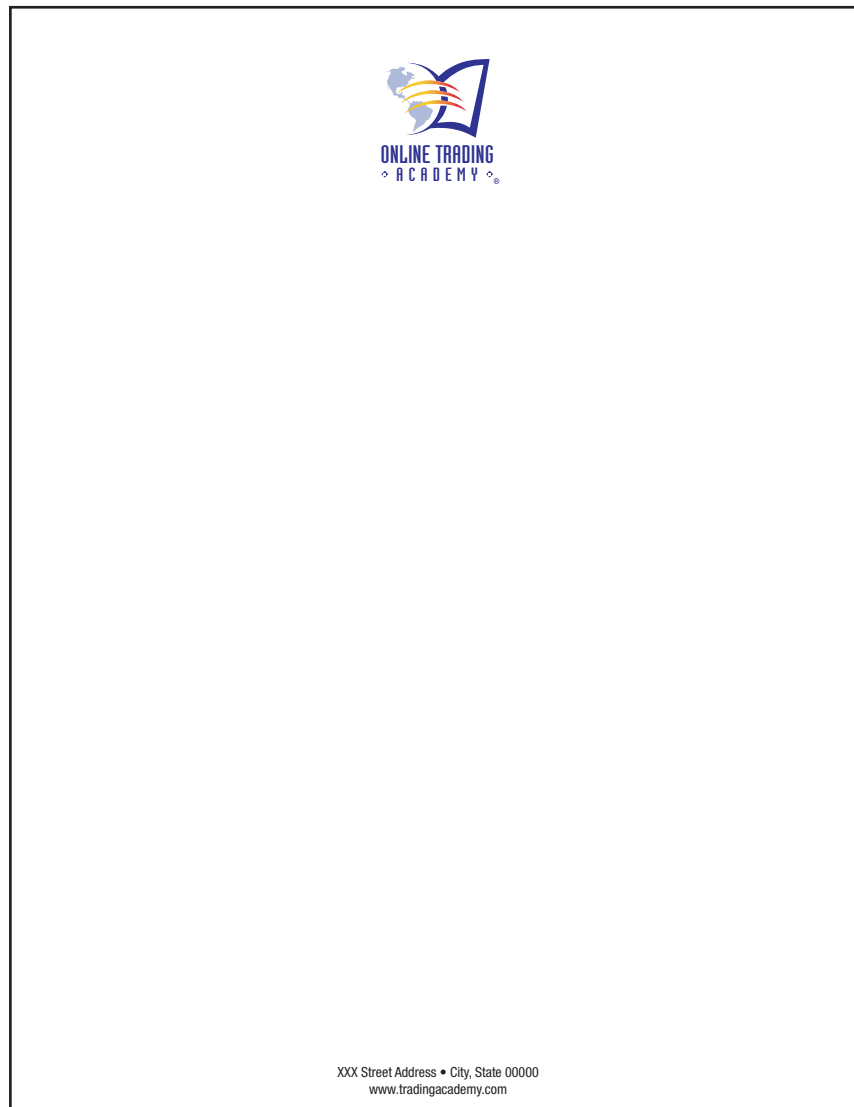www.tradingacademy.com
000.000.0000 | Toll Free
000.000.0000 | Direct Line
000.000.0000 | Cell

Business Card and Letterhead.

The font Helvetica Condensed is used on these materials to best compress a lot of key information into a small, but legible format.

First Last Name
Title

Office: 000-000-0000
Direct: 000-000-0000
Fax: 000-000-0000
Email: name@tradingacademy.com

XXX Street Address • City, State 00000
www.tradingacademy.com

XXX Street Address • City, State 00000
www.tradingacademy.com

Graphic Consistency.

We protect and reinforce the Online Trading Academy brand by portraying it with consistency.

At every point of contact, we represent Online Trading Academy with a uniform look and feel. All materials appear clearly related, which fortifies our brand's distinctiveness and professionalism.
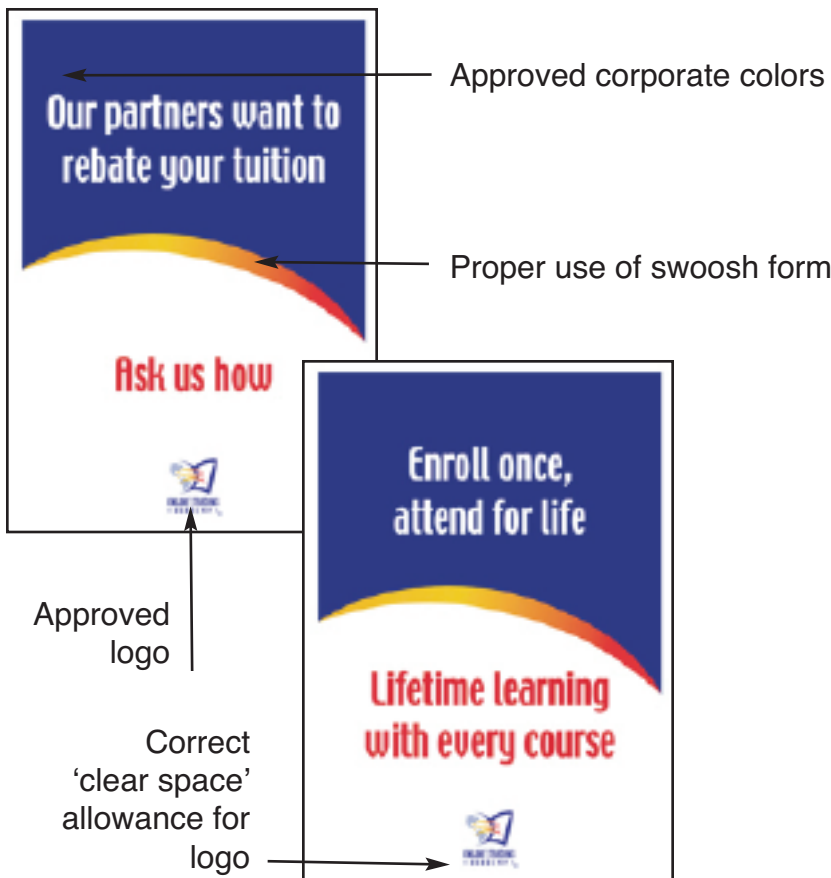
Web site

Approved logo

Approved corporate colors

Approved online font (Arial)

Email

Posters

Approved corporate colors

Proper use of swoosh form

Approved logo

Correct 'clear space' allowance for logo

Direct mail

Brochures

10 Year Anniversary logo

This special logo is designed to promote our long-term success by highlighting our 10th anniversary.

Minimum size

Use it on all customer-oriented materials produced in the near future. The Online Trading Academy 10 year Anniversary logo should never be reproduced smaller than the minimum size shown here — $3/4$ inch in width.

$3/4$"

Color coordination

Examples here show the correct coloration of the Online Trading Academy full color 10 Year logo on the preferred white background.
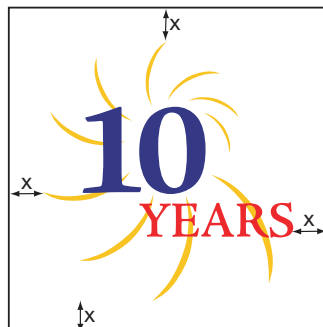

CMYK   RGB   B/W

Clear space guidelines

The 10 year Anniversary logo must always be surrounded by a minimum expanse of clear space, as indicated here. Visual elements like type, graphics, charts or the edge of the page must not enter this area; it should remain open and neat. This protected space helps promote full visual impact of the logo.

"X" is equal to the height of the E in YEARS. To determine the protected area, provide the "X" distance on the top, bottom, right and left sides of the logo.