2021 BRAND LICENSING GUIDE

StockBrokers.com

BRAND LICENSING GUIDE

Thank you for using the StockBrokers.com brand in your digital or print project! We appreciate being included when possible to review how our brand is being used, to offer suggestions, and to check for any discrepancies. Please review this guide as it includes important information for using StockBrokers.com in your next publication.

For examples on how various parties have used the StockBrokers.com brand in the past, please check out our Why Trust Us Page (www.stockbrokers.com/why-trust-us).

Please note, **there is no licensing fee** to utilize our brand, logo, or provided accolades. We simply ask you follow this licensing guide.

WHO TO CONTACT

Should you have any questions or concerns regarding how your brokerage can utilize the StockBrokers.com brand in digital or print format, please contact Molly Rossow. We understand many copy and PR projects run tight deadlines and will typically reply within hours of your inquiry, especially if made via email.

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COMPANY PROFILE (FOR PRESS RELEASES)

About StockBrokers.com
StockBrokers.com, an industry-leading source for online brokers, is wholly owned by Reink Media Group. A Michigan based company founded in 2009, Reink Media Group owns and operates multiple finance based websites. The organization strives to provide pertinent resources, tools, and education for successful self-directed investing. For more information, please visit the company's website at www.reinkmedia.com.

USE OF DOMAIN NAME

StockBrokers.com should be referenced as "StockBrokers.com" in all references and linking. Please note that the "S" and "B" are to be capitalized.

BRAND BACKLINKING/CITING

For all general brand related references, please utilize our home page OR your brokerage's review page:

www.stockbrokers.com OR www.stockbrokers.com/review/*BROKERNAME
(*Please be sure to reference your firm's proper URL: www.stockbrokers.com/review)

LOGO FILES AND USE

We have three logo files types for use that can be downloaded together in a .zip folder. The StockBrokers.com logo can be used in digital or print format. All scaling ratios must remain intact, please do not stretch or skew the logo in anyway.

StockBrokers.com Logo Files:
StockBrokers.com – Logo.png (transparent background)
StockBrokers.com – Logo.eps
StockBrokers.com – Logo.jpg (white background)
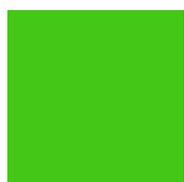
DOWNLOAD LOGO FILES:
https://stockbrokers.com/images/StockBrokers.com%20-%20LOGOS.zip

EXAMPLES OF **UNACCEPTABLE** LOGO USAGE:
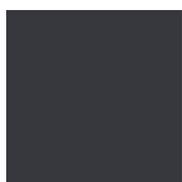

BRAND COLORS

The StockBrokers.com core brand colors are as follows:

HEX: 44C716   HEX: cb0e0e   HEX: 36383d

REFERENCING OF ANNUAL REVIEW AND ACCOLADES

We follow a specific format for our Annual Review titling to properly link it to our brand and not have it confused with our third party broker reviews.

Our format is as follows, including proper capitalization as indicated:
"*YEAR* Online Broker Review"
i.e. "2021 Online Broker Review"

For "Best in Class" finishers, please reference categories as follows:
"Best in Class for *CATEGORY*''
i.e. "Best in Class for Mobile Trading"

For Industry Awards, please reference as indicated on the Annual Review page for that year:
"#1 *AWARD*" or "#1 for *AWARD*" (whichever makes grammatical sense for that particular award)
i.e. "#1 Trader App" or "#1 for Options Trading"

For Star Ratings, please reference scoring as follows:
"X out of 5 stars for *CATEGORY*"
i.e. "4.5 out of 5 stars for Platforms & Tools"

Please properly cite our brand in the footer of the webpage/print publication using the following format: EXAMPLE "Broker-A was awarded #1 Trader App, Best in Class for Mobile Trading, and received multiple star ratings in the StockBrokers.com 2021 Online Broker Review. *Read Our Review* (use a hyperlink to your broker's review page)

EXAMPLE OF **UNACCEPTABLE** ANNUAL REVIEW REFERENCE:

REFERENCING OF REVIEW COMMENTARY

For all quoted review commentary, including commentary from our Annual Reviews, Individual Reviews, and Best Brokers (Best in Class) Categories, please reference the author, Blain Reinkensmeyer, using the following title:

"Blain Reinkensmeyer, Head of Research, at StockBrokers.com"

Please follow our citing policy when quoting commentary either within the publication as a link or in the footer of the webpage/print publication.

REFERENCING VIA SOCIAL MEDIA

For all social media posts, please tag the appropriate StockBrokers.com profile as listed below.
Twitter URL and username: https://twitter.com/StockBrokers | @StockBrokers

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