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Our Brand Philosophy

Seated at the intersection of advertising and technology, Index Exchange was built to make things simple. Our brand mirrors the company’s founding pillars of authenticity, intention, sophistication, and transparency. Like our technology solutions, the Index Exchange brand provides a personalized and approachable user experience. We’re the Ad Exchange that media companies and Marketers trust.
Our Logo

Also known as the squares, our logo should be the primary presentation of our brand. Built with internal harmony, the squares have a symmetrical relationship between them that signifies growth, motion, and progress. The squares should be used wherever possible, however, when branding in markets where we are less known, the expanded logo should be used.

Download logos here
Let It Breathe

Our logo is given the space it deserves.

Imagine an invisible “bounding box” equal to the height (here shown as “x”) of the logo that surrounds it entirely.
Logo Do’s

Correct colors
Our logo looks best in blue, black, and white.
Logo Don’ts

1. Trademark
   Don’t use the squares with a trademark if it is not legible.

2. Breathing Room
   Don’t use the logo without ample breathing room.

3. Distortion
   Don’t use a distorted logo.

4. Background
   Don’t place the squares against a complex graphic or background.
When using the squares as a social media profile image, ensure that there is adequate breathing room within any container.
Expanded Logo

Our full text logo is impactful, and is specifically used when we want to make a statement in international markets or at engagements where we are less known. It is to be used sparingly and when the squares do not suffice.
Let It (Also) Breathe

Let the expanded logo breathe — space around it communicates openness and precision.
Expanded Logo Do’s

Correct colors
Our expanded logo looks best in blue, black, and white.
Expanded Logo Don’ts

1. Trademark
   Don’t use the expanded logo with a trademark if it is not legible.

2. Breathing Room
   Don’t use the logo without ample breathing room.

3. Distortion
   Don’t use a distorted logo.

4. Background
   Don’t place the expanded logo against a complex graphic or background.
Our choice of colors, like our logo, is intended to express our most cherished ideals. While the squares do this through their structure and order, our colors set the tone of our identity through the emotional response they elicit in our audience.
Primary Colors

Ice White should be the dominant color in most cases, with Index Blue as the primary accent. Blue Jay and Night Sky can serve to ground the duo and add contrast and emphasis wherever needed, and the other colors in our collection should be used sparingly and only in small quantities when appropriate.
## Secondary Colors

Our secondary colors are to be used to add a spark in an otherwise straightforward design. They should almost never be utilized as the dominant color. 100% saturation is preferred in most cases.
We chose Adelle Sans for its clean, simple construction as well as the versatility it affords with its various weights. These weights can be used in a variety of different ways, with some examples listed on this page.

We like our collateral to be visually powerful, intellectually elegant, and above all timeless.

**Primary Font:**
Adelle Sans

Aa Bb Cc

<table>
<thead>
<tr>
<th>Font Style</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td>THIN</td>
<td>Titles, Headings, and Body Copy</td>
</tr>
<tr>
<td>SEMI BOLD</td>
<td>Headings, Subheadings, and Emphasis</td>
</tr>
<tr>
<td>BOLD</td>
<td>Subheadings, Emphasis, and Attributions</td>
</tr>
</tbody>
</table>

```
ABCDEF
```

```
HIJKLMNOPQRSTUVWXYZ
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```
abcdefghijklmnopqrstuvwxyz
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ABCDEF
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HIJKLMNOPQRSTUVWXYZ
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abcdefghijklmnopqrstuvwxyz
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ABCDEF
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HIJKLMNOPQRSTUVWXYZ
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abcdefghijklmnopqrstuvwxyz
```
Secondary Font: Arial

As a complement to our signature typeface, Arial should be used in instances where Adelle Sans is not available. Arial comes packaged with the installation of any Microsoft Office product (including Powerpoint, Word, etc.).

REGULAR
Titles, Headings, and Body Copy

BOLD
Subheadings, Emphasis, and Attributions
Our photography should reflect the originality of our spirit at Index Exchange. The imagery we select is clean, bright, elegant, natural, and authentic.
Our Icon Library

We utilize line icons to illustrate our story in a more simple, visual way. Our icons make presentations and other collateral approachable, and easy to follow.