



Our brand values

Our brand values help us to attract like-minded customers, partners and investors. These values embody our business identity and personality, making us distinct and elevating our brand in the marketplace.

It's important we speak with a consistent voice that reflects our brand values in all our communications. This will grow trust in our people, platform and our vision for the future of investor communications.



Collaborative

We are welcoming, supportive and have each other's backs as a team.

We connect all the parts of the custody chain, working collaboratively with intermediaries and other partners to deliver the benefits of innovation to the whole ecosystem.



Respectful

We acknowledge and leverage each other's talents and opinions and celebrate our individuality.

We respect the valued relationships that our customers have built with their clients — and we strive to strengthen this bond with services that add genuine value.



Customer-focussed

We go above and beyond to provide the best experience to our customers.

We're tireless in searching for better ways for issuers, intermediaries and investors to do business. Put simply, we deliver for our customers so they can deliver for their clients.



Trustworthy

We're truthful and transparent in everything we do, learning from our mistakes and always striving to do better.

We advocate for speed, accuracy, transparency and real-time reporting — always mindful of the trust placed in us as custodians of critical processes and data.



Revolutionary

We're innovative and flexible, empowering our people to make an impact and bring about change.

We're transforming investor communications in astonishing ways — yet delivering solutions that are thoughtful, practical, elegant and sustainable.

Brand colours



We've broadened our colour palette to enrich our brand, help segment our audience and allow detailed targeting across all company assets.

Our **primary and secondary palettes** are for general use across marketing assets. Body text should be in **Shadow** or **Midnight** rather than black.

PRIMARY PALETTE

Midnight	Navy	Mauve	Grape	Plum
HEX #080b3d RGB 8/11/61 CMYK 100/94/43/55 PANTONE 275 C	HEX #1b3868 RGB 27/56/104 CMYK 100/82/30/19 PANTONE 534 C	HEX #a183bb RGB 161/131/187 CMYK 44/53/0/0 PANTONE 521 C	HEX #644e90 RGB 100/78/144 CMYK 72/76/11/1 PANTONE 7677 C	HEX #4c0f89 RGB 76/15/137 CMYK 89/100/5/0 PANTONE 267 C

SECONDARY PALETTE

Eucalyptus	Shadow	Stone	Dove
HEX #007573 RGB 0/117/115 CMYK 85/30/51/18 PANTONE 7718 C	HEX #6c757d RGB 108/117/125 CMYK 58/42/37/21 PANTONE Cool Gray 10 C	HEX #eaecee RGB 234/236/238 CMYK 10/6/6/0	HEX #f3f4f5 RGB 243/244/245 CMYK 6/4/4/0



Logo usage

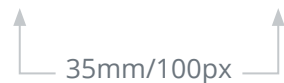
The logo needs to stand out and have impact.

Avoid using the blue version of the logo on dark or busy backgrounds. Similarly, don't use the white version on a light background.



Clear space should be an approx **6mm X** all the way around the logo. Keeping in mind the high and low points of the logo — the “i” and the two “y”s.

Proximity



Minimum size



Proximity

Proximity

Proximity

Proximity

Proximity



DO NOT remove the **diamond** from the X

Proximity

DO NOT use **Grape** as a background

Proximity

DO NOT use previous brand colours

Proximity

DO NOT re-colour or modify our logo

Proximity