APEX

Brand guidelines

July 2022 – Version 1.1

Contents

Our brand
Master logo

As the most visual element of Apex's identity, the master logo provides a universal signature across all communications and is a guarantee of quality and trust.

The Apex master logo should primarily be used on a white background, however, alternative logos have been created as shown on the right.

Please use the appropriate logo version dependent on application.

In exceptional circumstances a landscape version of the Apex master logo can be used with permission. Please contact the Marketing Team for further information.

Master

APEX

Mono

APEX

White text

APEX

White only

APEX

3

Our brand
Prohibited use

Master logo files have been
created so there is no need
to amend any of the assets.

Prohibited logo usage:
- Change the logo colour
- Distort the logo
- Rotate or flip the logo/lozenges
- Scale the logo too small
- Use the logo within
  a sentence

X Change colour

X Distort

X Too small

X Rotate/flip

Ensuring clarity & legibility

To protect the clarity and visual integrity of the logo it has an exclusion zone.

Use the guide opposite to determine the minimum amount of space to be left clear around the logo.

The logo should not be reproduced smaller than the size stated.

Minimum size

20mm / 30px

Our brand
Colour palette

The Apex primary colour palette offers two colours that can be used across communications.
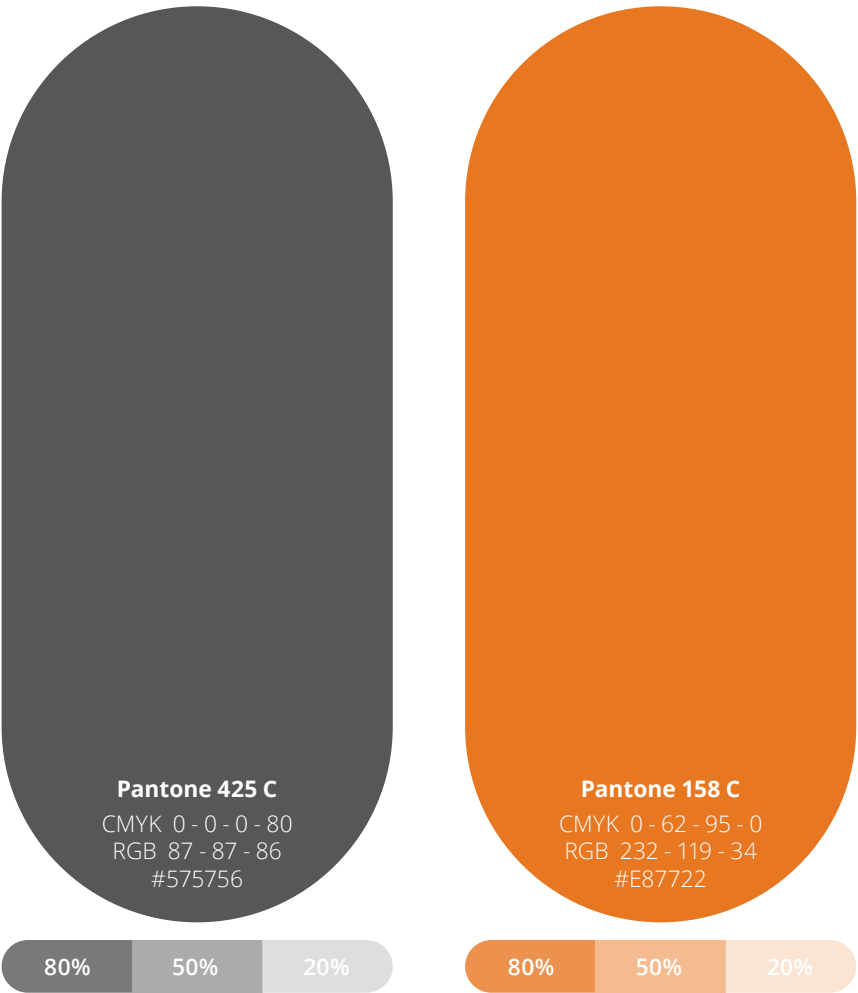
The secondary colour palette offers additional colours to complement the primary palette.

Ensure that only the colours stated are used throughout branding collateral.
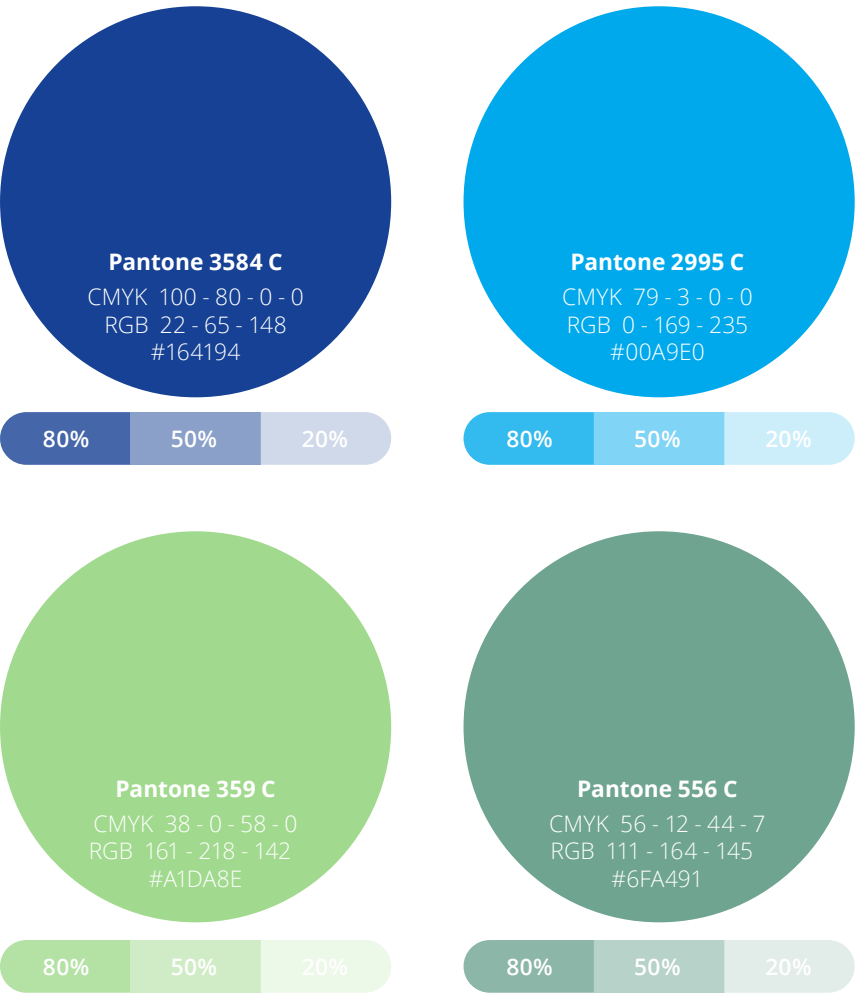
Tints across all colours can be used if needed.

White space, also known as "negative space," is important to the Apex brand. Ensure there is empty space around the content and functional elements of a page/artboard. The basic role of white space is to let your design breathe by reducing the amount of text and functional elements that users see at once.

Primary

Pantone 425 C
CMYK 0 - 0 - 0 - 80
RGB 87 - 87 - 86
#575756

| 80% | 50% | 20% |

Pantone 158 C
CMYK 0 - 62 - 95 - 0
RGB 232 - 119 - 34
#E87722

| 80% | 50% | 20% |

Secondary

Pantone 3584 C
CMYK 100 - 80 - 0 - 0
RGB 22 - 65 - 148
#164194

| 80% | 50% | 20% |

Pantone 2995 C
CMYK 79 - 3 - 0 - 0
RGB 0 - 169 - 235
#00A9E0

| 80% | 50% | 20% |

Pantone 359 C
CMYK 38 - 0 - 58 - 0
RGB 161 - 218 - 142
#A1DA8E

| 80% | 50% | 20% |

Pantone 556 C
CMYK 56 - 12 - 44 - 7
RGB 111 - 164 - 145
#6FA491

| 80% | 50% | 20% |

Typography

Open Sans is the primary brand font. Bold, regular and light can be used so that there is differentiation between headings, subheadings and body copy.

Lora is the secondary font. This is to be used in a supporting role only. Please see examples on the next page.

System font:
When Open sans isn't available the chosen system font is Calibri.

This is to be used for items such as email footers, Word documents, and PowerPoint templates when not being converted to PDF.

Primary font

Open sans

Light
Regular
Bold

Light Italic
Italic
Bold Italic

Secondary font

Lora

Italic

Our brand
Typography

Open Sans is the primary brand font. Bold, regular and light can be used so that there is differentiation between headings, subheadings and body copy.

Lora is the secondary font. This is to be used in a supporting role only.

The examples opposite show best practice breakdowns of point size, kerning and leading.

Headings

Open sans
Light/Regular/Bold
Size: 37pt
Kerning: Optical -10
Leading: 40pt

Subheadings

Open sans
Bold
Size: 15pt
Kerning: Optical -10
Leading: 18pt

Body copy

Open sans
Light/Regular
Size: 9pt
Kerning: Optical -10
Leading: 12pt

Driving positive change.

Our story

Our business is unique in its ability to reach globally, service locally and provide cross-jurisdictional services. With our clients at the heart of everything we do, our hard-working team has successfully delivered on an unprecedented growth and transformation journey and we are now represented by nearly 5,000 employees across 50 offices worldwide.

Our single-source solution enables us to deliver an extensive range of services across the full value chain, to asset managers, capital markets, corporates and family offices. We have continually improved and evolved our capabilities to offer the broadest range of services in the industry, including fund services, digital onboarding and bank accounts, depositary, custody, super ManCo services, business services including HR and Payroll and a pioneering ESG Ratings and Advisory service for private markets. These services are tailored to each client and delivered at both a Group level and via our specialist subsidiary brands.

Large numbers

Lora
Italic
Size: 67pt
Kerning: Optical 0
Leading: 70pt

Quotations

Lora
Italic
Size: 9pt
Kerning: Optical 0
Leading: 12pt

Client retention rate

99%

| 2021 | 99% |
| 2020 | 98% |

We are committed to being a force for good in both the way we conduct business, and by setting an example.

Our global efforts involve advancing insights into environmental, social and governance impacts across private markets through our pioneering ESG service, nurturing an internal environment of transparency, and promoting ethical stewardship across our business and beyond.

Apex Group

Our brand
Photography: Driving positive change

Imagery is a very important component of our visual language. We have 3 distinct categories of imagery that we use to describe our business:

1- Driving positive change
2- Our People
3- Word twins

When finding images, please ensure that they feel part of the overall suite and complement the existing image library.

1- Driving positive change
Choose images which showcase Apex service benefits, they should be empowering and positive with a tech and innovation or environmental angle.

We are a human company and whilst people don't always need to be the main focus in these images, where possible, there should be a hint of a person.

Depth of field, with varying focus is important. The images should be a mixture of close-up[1], 'we stand beside you'[2] and long shots[3].
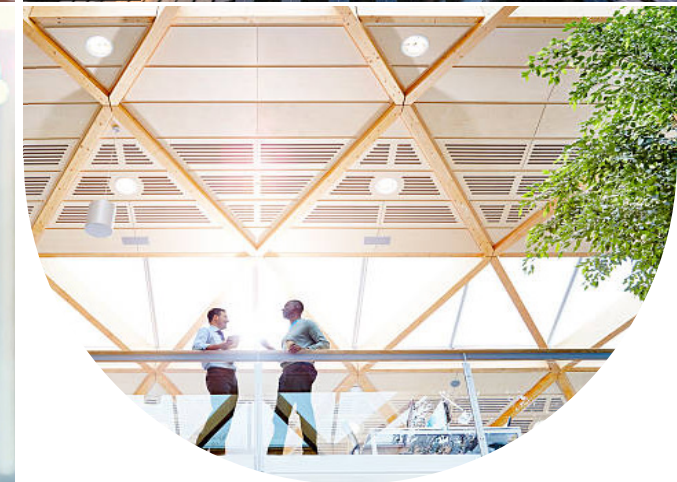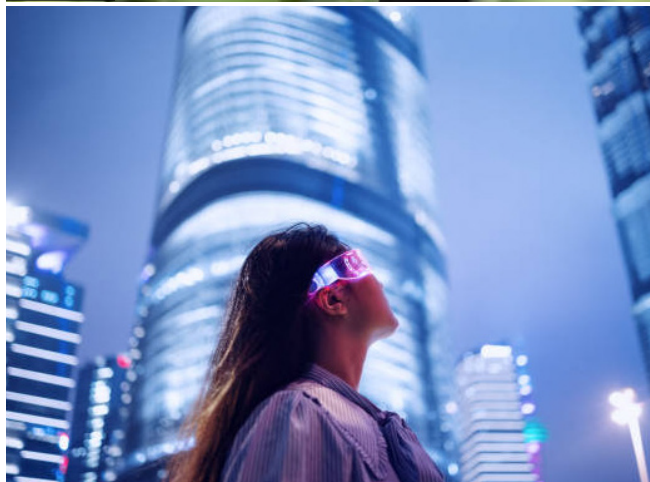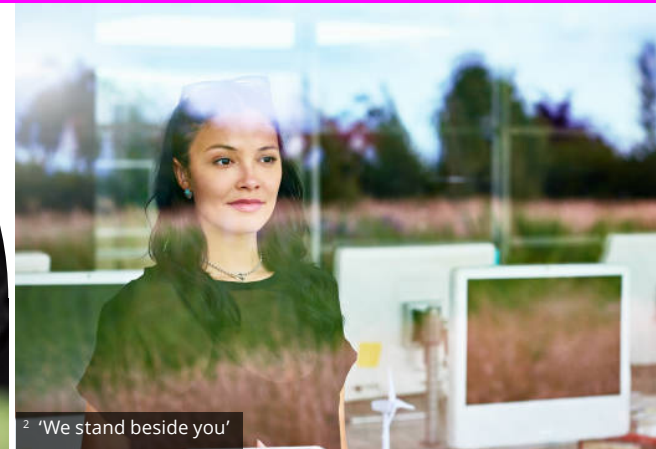
[1] Close-up

[2] 'We stand beside you'

[3] Long shot

Apex orange
Where possible, ensure there is a hint of orange in the images. This will create stronger brand association. It mustn't feel engineered or forced.

Our brand
Photography: Our people

2- Our people
These images should be used whenever Apex's people are represented, for example on internal empolyee comms or the career's section of the Apex website.

When choosing stock images to represent Apex people, find images which are natural with a communicative feel, often looking over someone's shoulder, avoiding posed shots or participants looking direct to camera.

There should be a clear focus on an individual in 'engaged interaction with others' (off camera). Look for unfussy backgrounds punctuated with flashes of colour, preferably orange in tone.

We are a leading global business and the images we choose must reflect our workforce in ethnicity, gender split and age ranges and location.

Clothing should be business attire, but with an approachable feel.

Apex orange
Where possible, ensure there is a hint of orange in the images. This will create stronger brand association. It mustn't feel engineered or forced.

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Our brand
Photography:
Word twins

3- Word twins

Apex has adopted the use of word twins. These are for use as impactful headlines in marketing collaterals, our environments and promotional materials. The word twins allow us to focus on specific elements of our service promise.

These powerful, uplifting messages are to be supported by abstract, more creative images which represent the emboldened words within the word twin headlines.

This striking style of imagery helps to communicate a bold and impactful message.

A word twin example

Knowledge
we never stop learning, so you always benefit.

Agility

Sanne's - To be added post acquisition
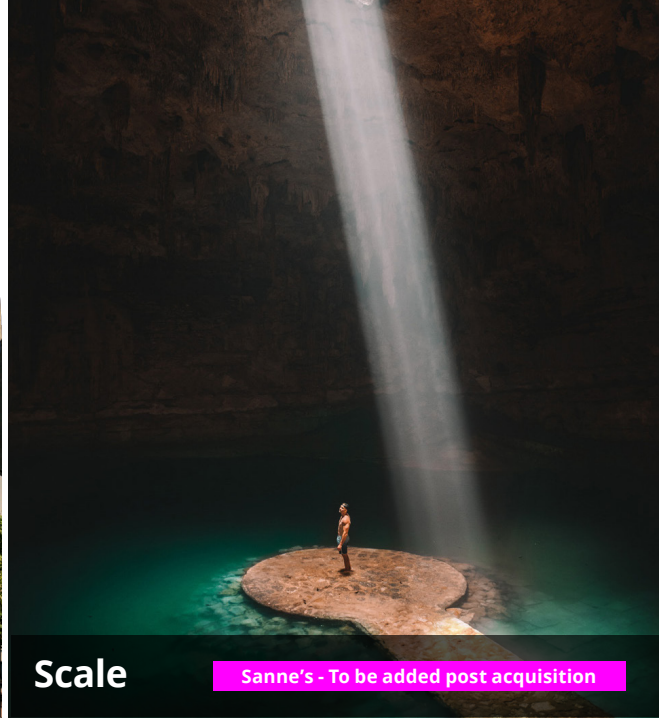
Scale

Sanne's - To be added post acquisition

Knowledge

Inspiring
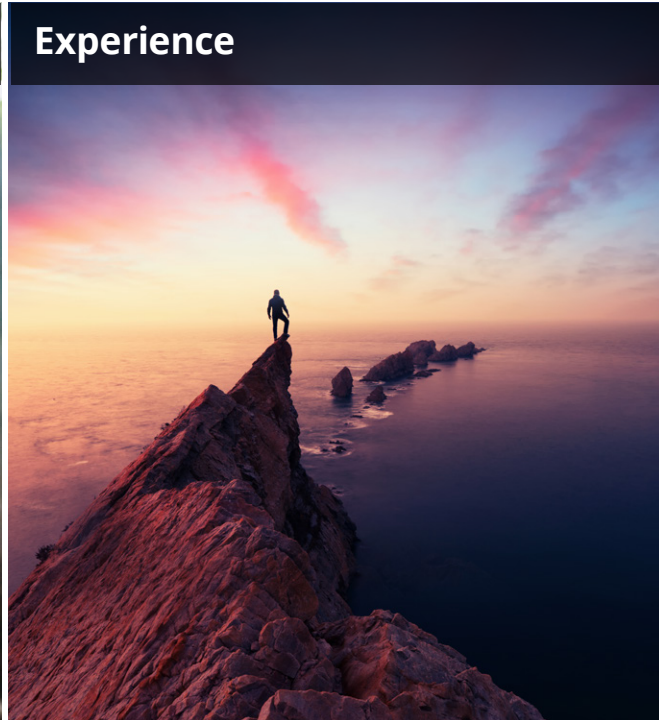
Experience

Our brand
Iconography

When searching for stock icons we recommend following this criteria. This will create a consistent look-and-feel across collaterals where many different icons feature.

We recommend:
- Rounded line ends
- Consistent line thickness/weight
- Keyline design, not solid
- Customising one small element and turning it Apex orange
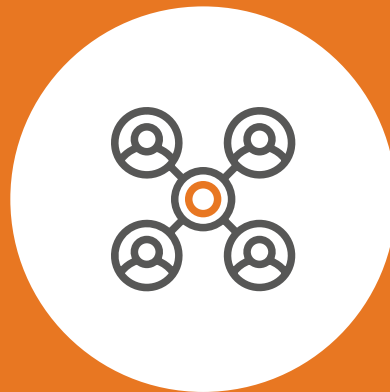
Brand application

Creating a lozenge

The Apex logo master lozenge can be provided by the Marketing Team.

The brand, however, allows some flexibility within the lozenge shapes ie. repeat patterns, single or multiple shapes etc. Therefore when creating new lozenge assets, start by drawing a straight line or rectangular box with rounded edges, then rotate by 26.5º. This mirrors the angle of the lozenges within the Apex master logo and will create a consistent brand look-and-feel.

Please see lozenge application examples on the following page.

Apex logo master lozenge

Start straight then rotate 26.5°

26.5°
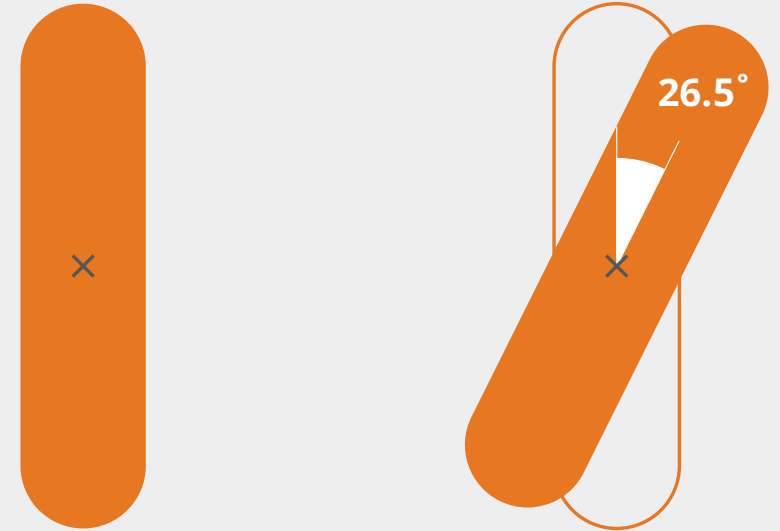
Our brand
Application examples

Utilising the lozenges within Apex materials creates a strong and distinctive look-and-feel.

The shapes are flexible and can be used in multiple ways:
- Housing images
- Creating graphic patterns
- Integrating with photography
- Bar charts

25%
2018

60%
2019

60%
2020

99%
2021

99%
2022
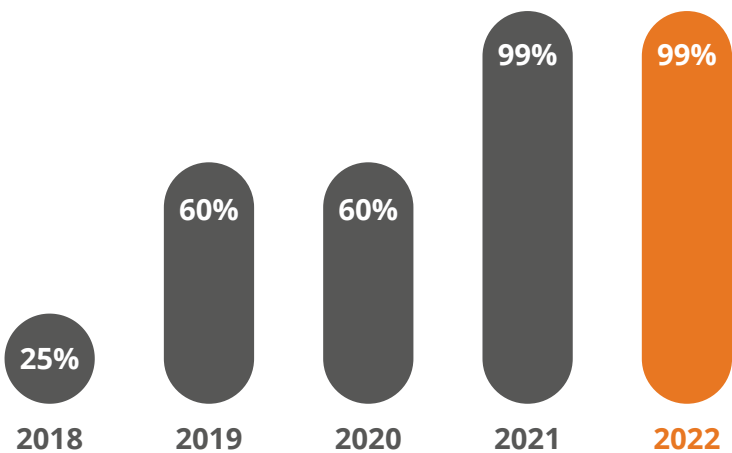
**Sample collaterals:
Brochure cover examples**

Positive
change for
our future

Positive
change with
opportunity

Driving
positive change

Our brand
Sample collaterals: PowerPoint template example

Please note the difference in chart styles within PowerPoint.

Style 1: Lozenge
The rounded bar chart style can only be used **without** embedded excel data files. Any changes to the data displayed will need to be input manually, and the size of the lozenges will need to be adjusted accordingly.
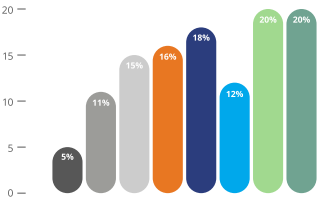
Style 2: Straight edge
This style should be used only when accurate data representation using an embedded excel data file is necessary.

Our brand
Sample collaterals:
Social media post examples

Apex Group Ltd
48,823 followers
20h

The three European Supervisory Authorities (EBA, EIOPA and ESMA) published a joint report in response to the European Commission's February 2021 Call for Advice on Digital Finance to ensure EU financial services regulatory and supervisory frameworks remain fit for purpose for digitalised financial services. Read more about it in our Regulatory Tracker: https://okt.to/T0Zf7E

#regulations #europe #digitalfinance

Hari Bhambra Simon Johnston

APEX

Digital Finance

What are the latest European Supervisory Authorities' recommendations?

Read more

Regulatory: EBA, EIOPA and ESMA Report on Digital Finance
apexgroup.com

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Like   Comment   Share

Apex Group Ltd
48,823 followers
7d

Our team will be in Cannes for MIPIMWorld, the world's leading Real Estate event. Reach out to Jean-Daniel Zandona and Melville Rodrigues if you'd like to arrange a meeting to discuss the latest trends in the Real Estate industry.

#MIPIM2022 #realestate #event #networking

Join us at MIPIM 2022
The world's leading Real Estate event

March 15–18 2022
Palais des Festival, Cannes, France

Register now

mipim | APEX

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Like   Comment   Share

Apex Group Ltd
1001-5000 employees
3w

Our latest episode of our podcast series "The Single Source" is out! Join Michiel van der Maat, Head of Corporate Solutions Netherlands at Apex Group; Pat English, Partner International Business Group at Matheson, and Michiel Schul, Partner International Tax Services at Loyens & Loeff, as they discuss some of the challenges businesses are facing when it comes to expanding internationally in today's marketplace.
Tune in now at: https://okt.to/1MlUxz

#podcast #thesinglesource #spotify #googlepodcasts #applepodcasts #businessgrowth #globalexpansion

Matt Claxton Michiel van der Maat Henk Pieter (H P) van Asselt Fergal Molony Sean Martin Kerry Kelly Frank Willem De Wit John Weybourne Dennis Ryan, TEP

APEX | The single source podcast series

Ep05
Build the right BASE when you enter a new market

54

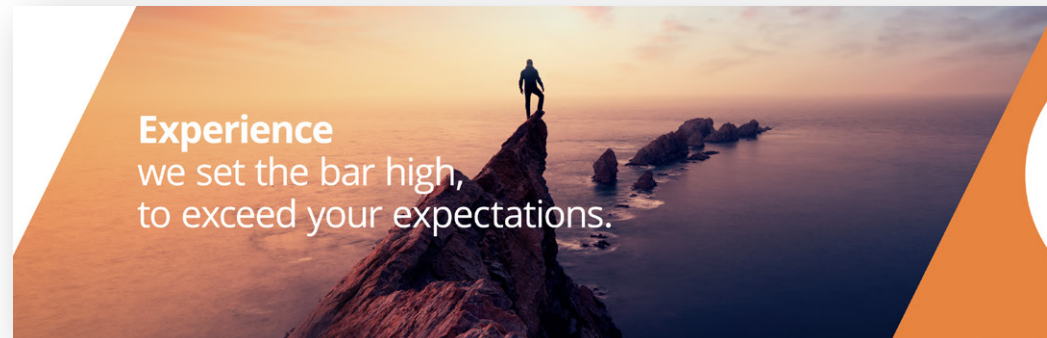Like   Comment   Share

Our brand
Sample collaterals:
Airport ads

Private Debt Services

APEX

Private Debt Fund Managers continue to be challenged with the complexity of servicing their funds.

We understand the challenges and focus on implementing the highest quality service delivery and wrapping that framework around the best technology platforms in the industry. The result is a powerful, scalable platform combined with private equity, loan administration and loan agency experts delivering local support.

Our market leading single solution for managers with a direct lending strategy includes a fully integrated technology platform with seamless data flows between loan agency and loan administration (as appropriate) and fund administration through to manager, portfolio and investor reporting via a cloud based portal.

Award winning

AltCredit
EUROPEAN
PERFORMANCE & SERVICES
AWARDS 2021
SERVICES
WINNER
Apex Group

GLOBAL PRIVATE DEBT SERVICE OFFERING

$1.5+trn	$38bn	50
global assets serviced	private debt AuA	global locations

SINGLE-SOURCE SOLUTION

Fund Administration · Loan Agency · Loan Administration · Digital Banking · Depositary Services · ESG Services · ManCo Services

Private Debt

About Apex Group

- A global provider setting new industry benchmarks and redefining expectations.
- Providing the broadest, most progressive range of solutions from a single-source.
- Over 8,000* people across 50+ offices delivering tailored solutions locally.
- A catalyst for positive change in the industry, striving to create a more sustainable future.
- We are more than just a financial services provider.

Fund Administration Services
- Client onboarding and transfer agency services.
- Calculation of capital calls and distributions for investors.
- Provision of fully integrated investment level data reporting and sale waterfall calculations.
- Accounting in US GAAP and IFRS.
- Automated trade capture for bank debt products including initial credit activity & buy/sells.
- Automated ongoing credit activity.
- Performance and financial statement reporting.
- A secure cloud based investor portal.

Depositary or Depositary Lite
- Independent depositary or depositary lite services under EU AIFM directives.
- Operational oversight.
- Cash monitoring and document tracking.
- AIFMD reporting and liquidity monitoring.

Loan Administration Services
- Debt modelling and ongoing maintenance.
- Central data source for all loan administration requirements across portfolios and administrators.
- Daily cash reconciliation vs expected cashflows as standard.
- Full payment support and trade instruction/settlement.
- Covenant monitoring and compliance verification.
- Dedicated loan administration portal for portfolio managers.
- Extensive library of tailorable reporting.

ManCo Services
- Provision of ManCo (AIFM) services from the largest 3rd party ManCo services provider in Luxembourg to support set-up and distribute funds in Europe.
- Fund distribution.

Banking Services
- Bank accounts.
- Digital banking platform.
- Cash management.
- FX services (FX class overlay/spot).

Loan Agency Services
- Facility Agent services (including standby for bilateral loans documented via LMA standards and future syndication).
- Security Agent/ Security Trustee/ Collateral Agent services in support of bilateral, club and syndicated loans.
- Calculation Agent services for loan style FRNs.
- Service of Process in support of any of the above mentioned Agency, or Trustee roles.

Global Compliance Services
- Investment due diligence.
- Transaction due diligence.
- Vendor due diligence.

ESG Ratings, Advisory and Reporting
- ESG Health Check.
- ESG Invest Check.
- ESG Full Ratings.
- ESG Ratings Due Diligence.
- ESG Carbon Footprint Monitoring.
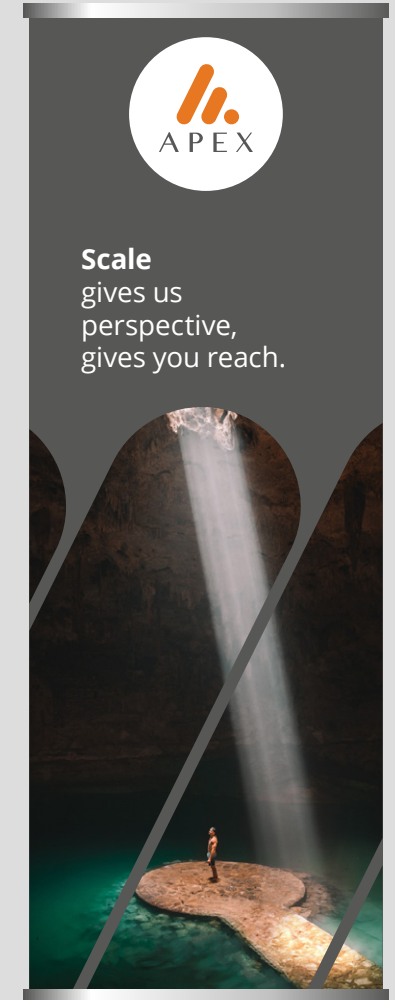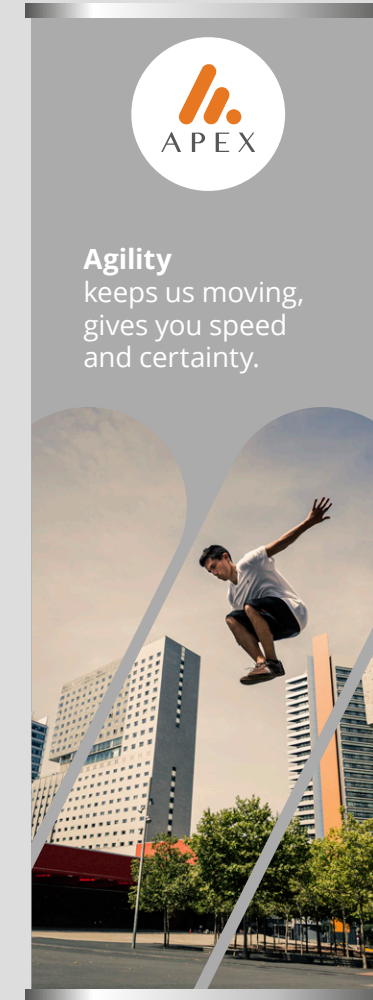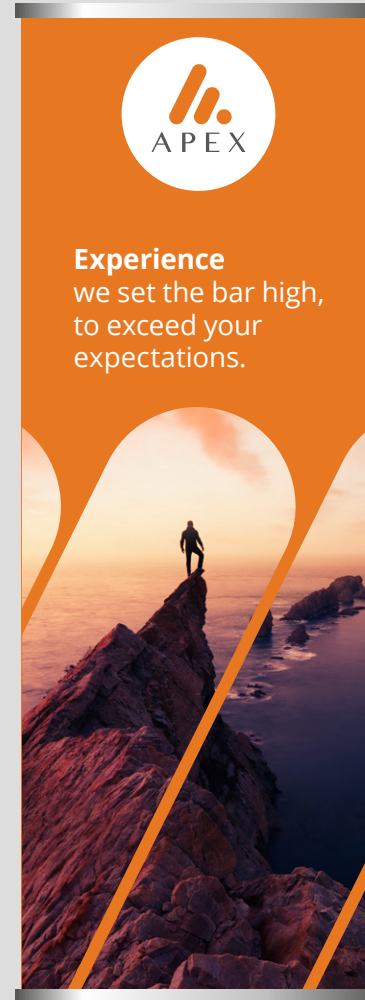- ESG Advisory Services.

Integrated Private Debt Platform

EXTERNAL DATA FEEDS

Loan Agency · Loan Administration → Automated comprehensive data feed → GAV and Portfolio Accounting / Fund Administration / NAV and Partnership Accounting → Automated data feed and document upload → Investor Portal

* subject to acquisitions closing.

Disclaimer   For more information, please contact us   apexgroup.com

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Our brand
Sample collaterals:
Roll-up banners

Knowledge
we never stop
learning, so you
always benefit.

Inspiring
we inspire positive
change, so you
achieve more.

Experience
we set the bar high,
to exceed your
expectations.

Agility
keeps us moving,
gives you speed
and certainty.

Scale
gives us
perspective,
gives you reach.
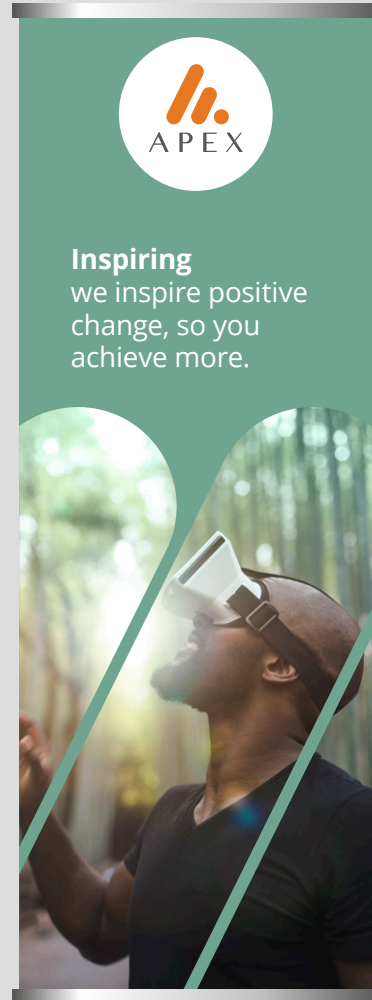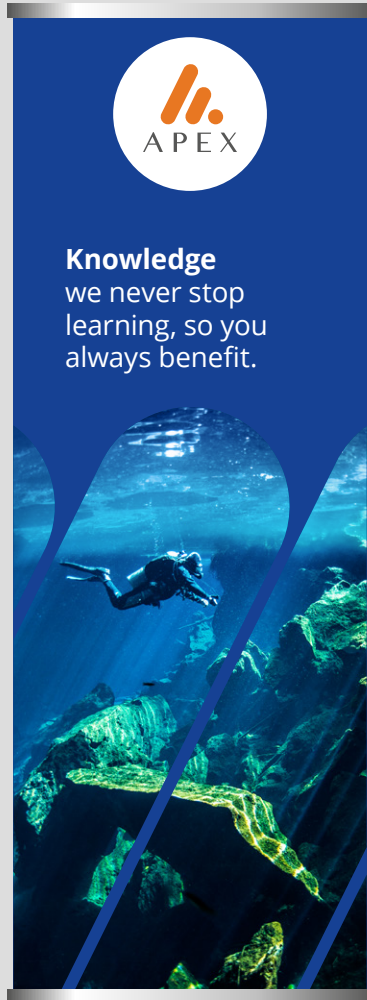
Approval
All marketing materials must be approved by Apex Group Marketing prior to distribution; this is important to maintain professionalism and brand consistency across the Apex Group.

Contact the Apex Marketing Team for approval of office branding:

E   apexmarketing@apex.bm