



Corporate identity

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Logo, basic colour version



## Protective fields



To ensure optimal readability, the logo is always surrounded by a protective field which is equal to the height of the lowercase letters in "LiteFinance." No graphic elements, images or text can be put into this space.

Additional logo versions



Additional colour versions are used when it is not possible to use the basic ones.





If the background colour is the same as the colour of the basic version of the logo, the white version is used.



**Lite Finance**®

The World of Financial Freedom





 **Lite Finance**®  
The World of Financial Freedom

The logo can be used as a watermark.

## Minimum size and icon

width

86 px / 30 mm



height

20 px / 7 mm

To keep the logo readable, the minimum size to be used is height 20 px / 7 mm, width 86 px / 30 mm.

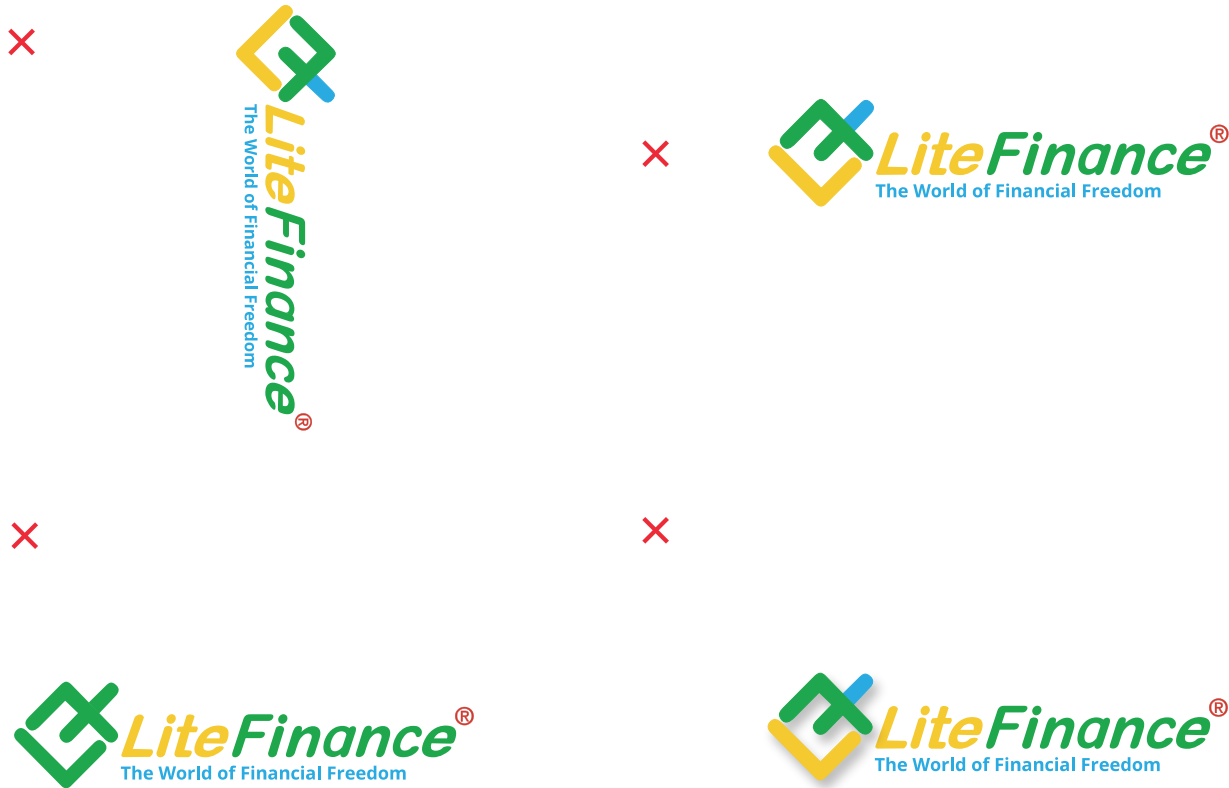


The graphic sign can be used on its own as an icon or design element.



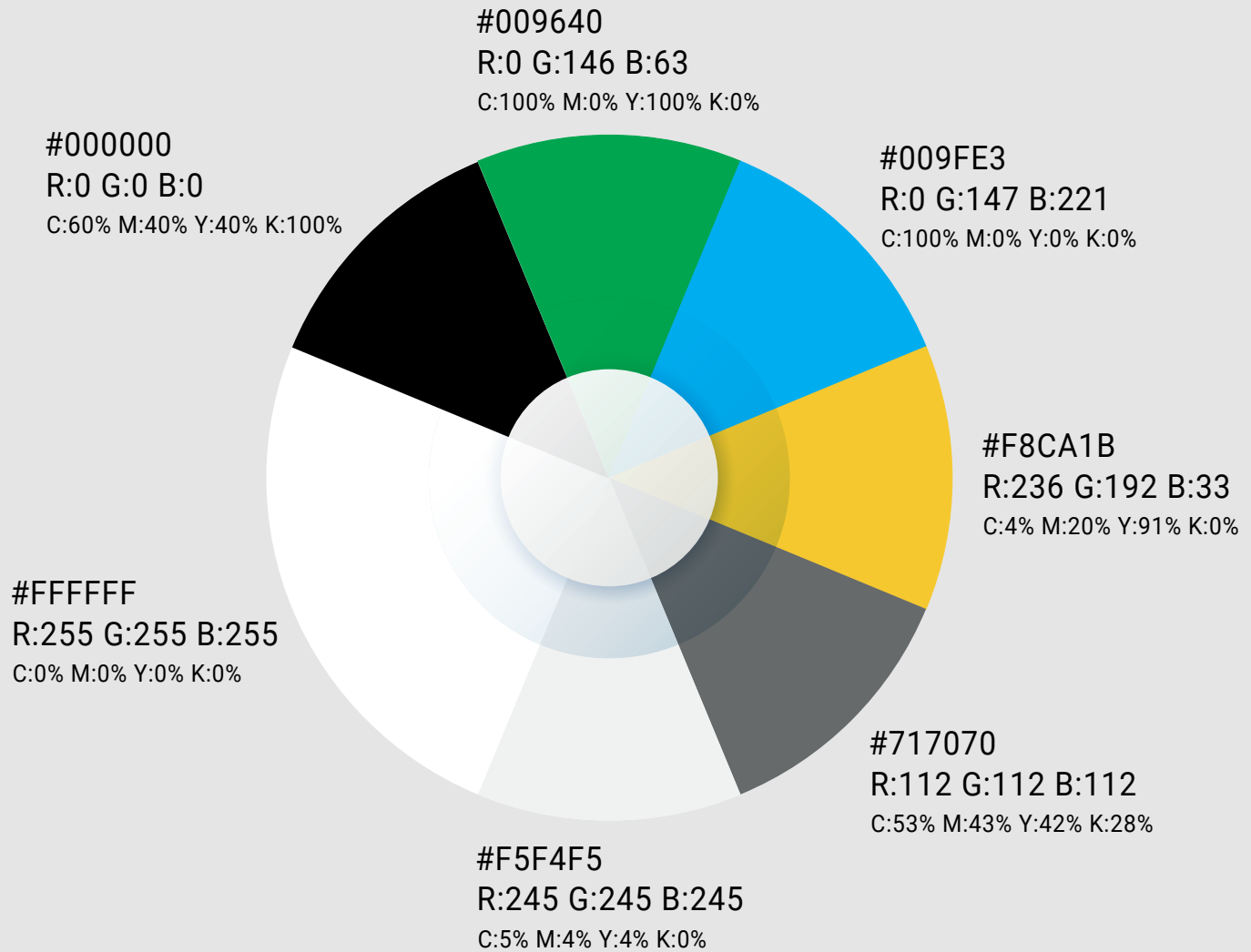
When it is not possible to use the full version of the logo, the version without the company name.

## Incorrect use of the logo

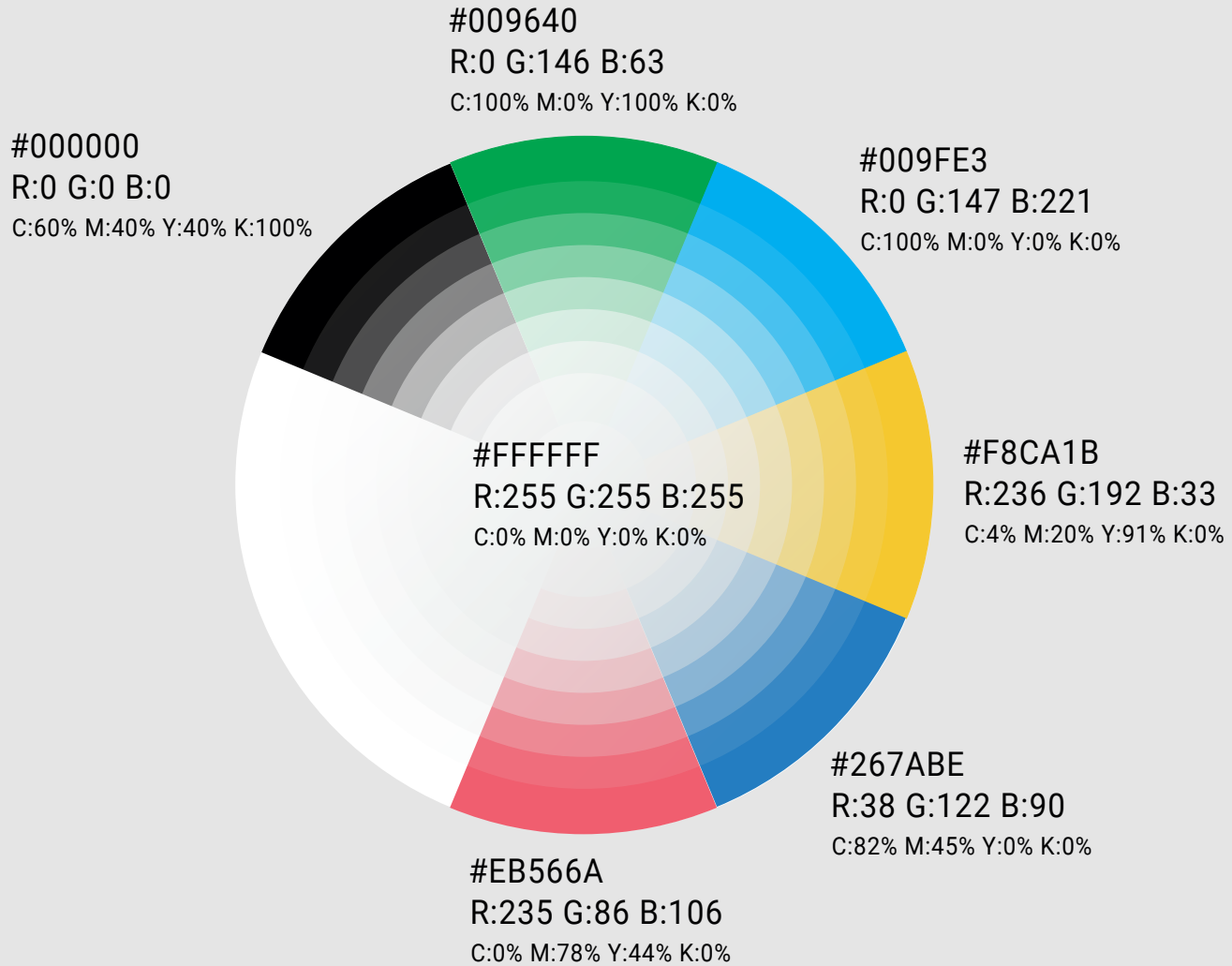


It is prohibited to change the angle of inclination, proportions, position or colour of individual elements, as well as apply effects to individual elements.

# Basic corporate colours



## Additional corporate colours



Additional corporate colours (they include all intermediate points of the gradient from the colour to white).

## Corporate typefaces

Corporate typefaces are:

**Roboto, Open-sans, Sans-serif.**



### **Roboto**

ABCDEFGHIJKLMNOPQR  
STUVWXYZ  
abcdefghijklmnopqrstuv  
wxyz  
1234567890

### **Open-sans**

ABCDEFGHIJKLMNOPQR  
STUVWXYZ  
abcdefghijklmnopqrstuv  
wxyz  
1234567890

### **Sans-serif**

ABCDEFGHIJKLMNOPQR  
STUVWXYZ  
abcdefghijklmnopqrstuvw  
yz  
1234567890

It is allowed to use all styles of corporate typefaces, such as Light, Condensed Light, Bold, Semibold, Semibold Italic, Extrabold etc.

# Designing materials for Web and printing

The screenshot shows the LiteFinance website interface. At the top, there is a navigation bar with contact information (+447520644837), a live chat icon, language selection (English), and user options (Login, Registration). Below this is a secondary navigation menu with links for ABOUT US, FOR BEGINNERS, TRADE FOREX, FOR INVESTORS, FOR PARTNERS, PROMOTIONS, CONTESTS, SUPPORT, and BLOG. The main content area features a large banner for the 'Best IB Ghana' contest. The banner includes the text: 'TAKE PART IN A FLAGSHIP AFFILIATE CONTEST FOR THE PARTNERS FROM GHANA, EARN THE HIGHEST PARTNER'S COMMISSION, AND WIN FABULOUS PRIZES!' and 'The main prize of the year - HYUNDAI TUCSON'. Below the banner is a detailed section titled 'One-year affiliate contest "Best IB Ghana"'. This section explains the contest's purpose: 'Take part in a flagship affiliate contest for the partners from Ghana, earn the highest partner's commission, and win fantastic prizes! The main prize of the year - a Hyundai Tucson, plus ten MacBook Pro, plus three extra money prizes each month!'. It lists 'Main conditions' with four icons: a calendar for duration (12 months), a money bag for total prizes (\$60,000), a star for monthly prizes (\$18,000), and a trophy for the winner. The 'How to win?' section lists three steps: 1. Register as a partner, 2. Bring in active clients and deposits, and 3. Remain active throughout the year. The 'How to get points?' section shows three ways to earn points: 20 points for referrals, 2 points for deposits, and 1 point for referrals. At the bottom, it encourages users to 'Get the largest amount of points and win!'.

Home / Contests / LiteFinance contest - LiteFinance Dream Draw  
Best IB Ghana: a one-year contest for partners

TAKE PART IN A FLAGSHIP AFFILIATE CONTEST FOR THE PARTNERS FROM GHANA, EARN THE HIGHEST PARTNER'S COMMISSION, AND WIN FABULOUS PRIZES!

The main prize of the year -  
**HYUNDAI TUCSON**

### One-year affiliate contest "Best IB Ghana"

Take part in a flagship affiliate contest for the partners from Ghana, earn the highest partner's commission, and win fantastic prizes!  
The main prize of the year - a Hyundai Tucson, plus ten MacBook Pro, plus three extra money prizes each month!

#### Main conditions

- Duration: **12 months**, from 01.12.2021 until 31.11.2022;
- 11** award-winning places worth a total of **\$60,000**;
- 3** monthly award-winning places worth a total of **\$18,000** throughout the year;
- The best partners from Ghana who scored the **most points** will win the competition.

#### How to win?

**ШАГ 1**  
Register as a partner of LiteFinance if you haven't done that yet. All IBs from Ghana automatically enter the contest.

**ШАГ 2**  
Bring in active clients and deposits, scoring the most contest points.

**ШАГ 3**  
Remain active throughout the year and don't let anybody outrun you.

#### How to get points?

- 20 points** credited for each activated referral,
- 2 points** credited per each \$100 of referral deposits
- 1 point** credited for each lot traded by referrals

Get the largest amount of points and win!

When designing site pages and promotional materials, it is important to consider the rules of corporate identity described above. It is preferable to use white colour or the basic corporate colours for the background.

Images should be strict and succinct, consistent with the general style and colour scheme. Text blocks should be presented in corporate typefaces.

Below are examples of design of various materials.

16 years on the market



## IT'S TIME TO EARN BIG MONEY!

WIN A TITLE  
OF THE BEST IB IN GHANA

Collect affiliate points and  
compete for 11 prizes worth

**78,000 USD!**



All the partners participate in the  
contest automatically!

Not yet a partner of LiteFinance? Register:



**+233552669779**

[LiteFinance.com](http://LiteFinance.com)



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**WIN IPHONE 12**  
from LiteFinance  
+ 30% DEPOSIT BONUS ADDITIONALLY!

**Participate**

Trading on financial markets carries risks



**NEW YEAR GIFTS**  
from LiteFinance

Trading on financial markets carries risks

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TO BECOME A PROFESSIONAL  
ON FOREX MARKET**



Trading on financial markets carries risks



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FOR TRADING  
AND INVESTMENT**



**FREE DOWNLOAD**

**LiteFinance**  
The World of Financial Freedom

**QUÀ TẶNG NĂM MỚI**  
từ LiteFinance

Cảnh báo rủi ro: Giao dịch trên thị trường tài chính ẩn chứa nhiều rủi ro

**LiteFinance**  
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**HADIAH-HADIAH TAHUN BARU**  
dari LiteFinance

Amaran Risiko: Perdagangan di pasaran kewangan membawa risiko.

**LiteFinance**  
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**quà tặng năm mới**  
từ LiteFinance đang chờ người chiến thắng

Cảnh báo rủi ro: Giao dịch trên thị trường tài chính ẩn chứa nhiều rủi ro

**LiteFinance**  
The World of Financial Freedom

**HADIAH-HADIAH TAHUN BARU**  
DARI LITEFINANCE MENUNGGU UNTUK PEMENANG

Amaran Risiko: Perdagangan di pasaran kewangan membawa risiko.