



Logobook

1.0

basic elements

primary logo  
secondary logo  
main colors  
color combinations  
incorrect use  
primary font  
presentation font



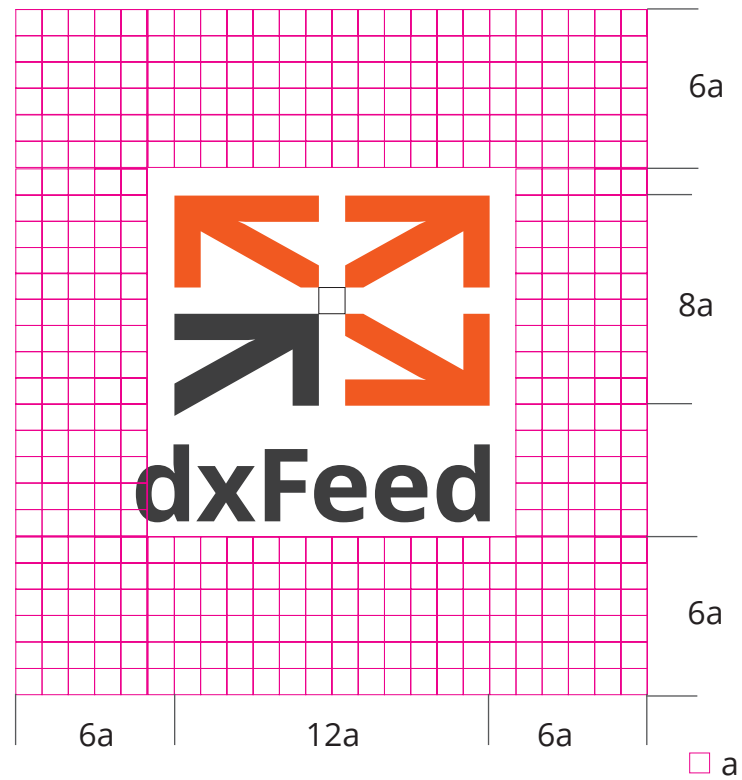
A simple orange/grey logotype. This is the main version we use in our communications. All other people shall use this version if they would like to use our logo. None is allowed to use this logo in commercial purposes, in misleading messages, or in cases where dxFeed was not involved.












a		
a		<b>dxFeed</b>
a		
	Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis, ultricies nec, pellentesque eu, pretium quis, sem. Nulla consequat massa quis enim.	

The logo should not stick to any other elements, logos or text. Distance to the next element should be equal to the logo height.

C0 M0 Y0 K100

BLACK

#0E1020

C80 M60 Y50 K30

COOL GRAY 11C

#394755

C0 M80 Y100 K0

PANTONE 1665 C

#F4511E

C2 M5 Y4 K0

#DCE6EB



[download](#)



[download](#)



[download](#)



[download](#)



[download](#)



[download](#)



# Open Sans...

**ABCDEFGHIJKLMNOPQRSTUVWXYZ //** **Extrabold**  
**?!&%@0123456789**  
**abcdefghijklmnopqrstuvwxyz**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ //** **Bold**  
**?!&%@0123456789**  
**abcdefghijklmnopqrstuvwxyz**

ABCDEFGHIJKLMNOPQRSTUVWXYZ //

?!&%@0123456789

abcdefghijklmnopqrstuvwxyz

Regular

Open Sans is the primary identity-carrying font. We use it consistently in all marketing communications (advertisements, brochures, printed materials, etc.) – as a heading font, in introductions, and in running text. The exception is our website. We chose a different font for it to improve its accessibility.

Aa Bb Cc Dd Ee Ff Gg  
Hh Ii Jj Kk Ll Mm Nn Oo  
Pp Qq Rr Ss Tt Uu Vv  
Ww Xx Yy Zz

**Aa Bb Cc Dd Ee Ff Gg  
Hh Ii Jj Kk Ll Mm Nn Oo  
Pp Qq Rr Ss Tt Uu Vv  
Ww Xx Yy Zz**

Aa Bb Cc Dd Ee Ff Gg  
Hh Ii Jj Kk Ll Mm Nn Oo  
Pp Qq Rr Ss Tt Uu Vv  
Ww Xx Yy Zz

**Aa Bb Cc Dd Ee Ff Gg  
Hh Ii Jj Kk Ll Mm Nn Oo  
Pp Qq Rr Ss Tt Uu Vv  
Ww Xx Yy Zz**

# Tahoma...

**ABCDEFGHIJKLMNOPQRSTUVWXYZ // ?!&%@0123456789**  
**abcdefghijklmnopqrstuvwxyz**

ABCDEFGHIJKLMNOPQRSTUVWXYZ // ?!&%@0123456789  
abcdefghijklmnopqrstuvwxyz



✗ DON'T

Use logo against a background with not enough of contrast.



✗ DON'T

Outline the logo and its parts.



✗ DON'T

Crop the logo, use unapproved colors.



✗ DON'T

Use logo orange logo against dark background, rotate the logo



✗ DON'T

Let the logo go out of proportions or use a drop shadow.



✗ DON'T

Let the logo go out of proportions and use unapproved colors.

dxFeed logo is restricted to:

- be used against a complex background
- be used in unapproved color combinations
- be cropped, be out of proportions
- be outlined, be rotated
- be used with a drop shadow

2.0

joint logos with partners  
joint logos (no partners)

horizontal/vertical  
versions

 **dxFeed OptimusFlow** **dxFeed ATAS** **dxFeed EasyScalp** **dxFeed Quantower** **dxFeed AmiBroker** **dxFeed BOOKMAP** **dxFeed MotiveWave**

 **dxFeed OptimusFlow** **dxFeed ATAS** **dxFeed EasyScalp** **dxFeed Quantower** **dxFeed AmiBroker** **dxFeed BOOKMAP** **dxFeed MotiveWave**





**dxFeed**  
**ATAS**



**dxFeed**  
**OptimusFlow**



**dxFeed**  
**EasyScalp**



**dxFeed**  
**Quantower**



**dxFeed**  
**MotiveWave**

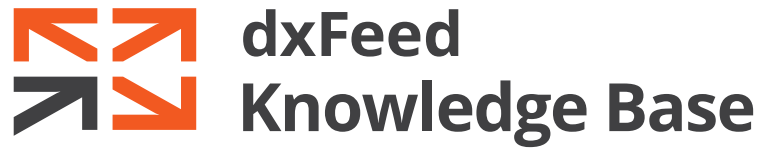


**dxFeed**  
**BOOKMAP**



**dxFeed**  
**AmiBroker**











OTOYK  
KYO TO

OTOYK  
KYO TO



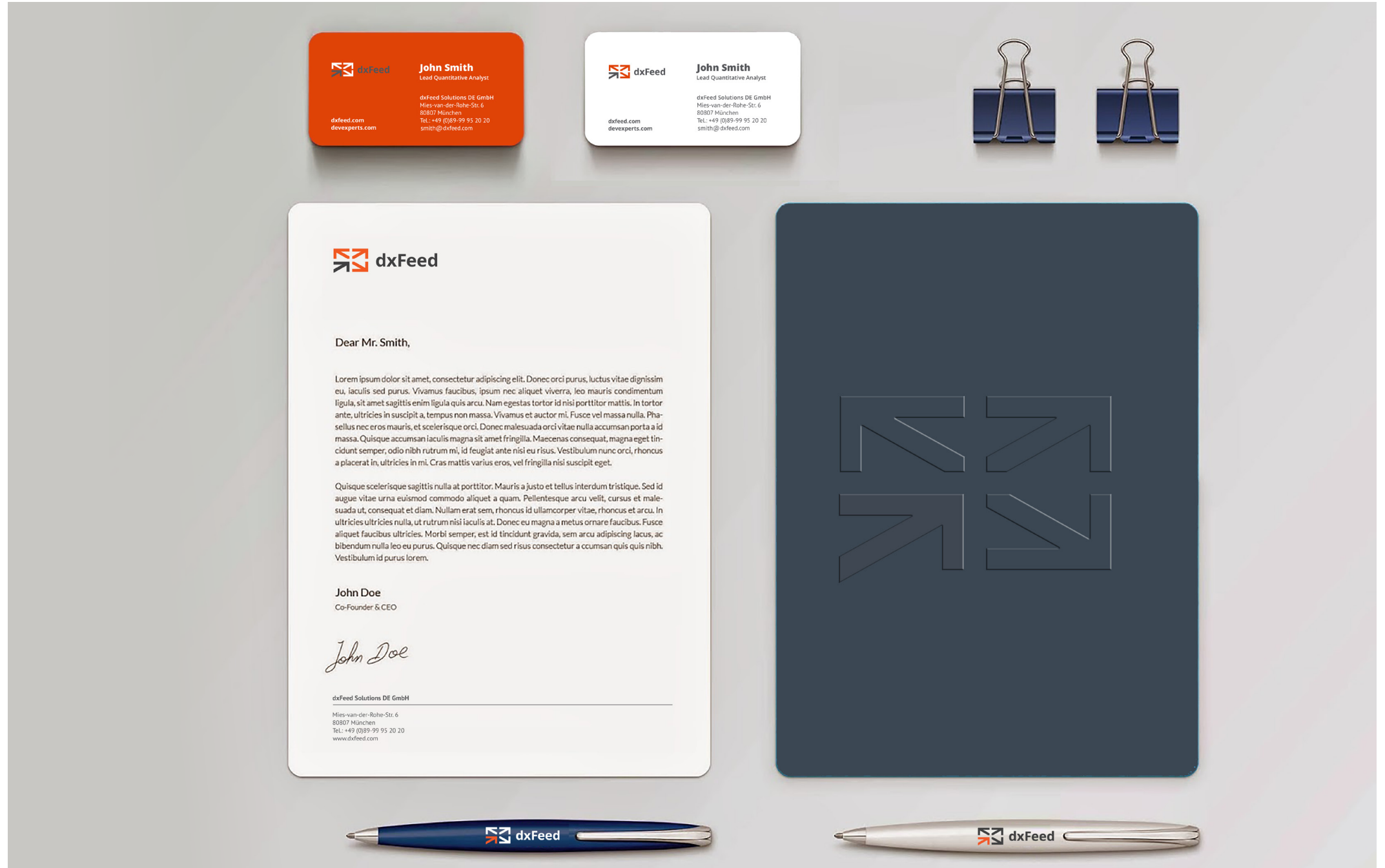
3.0

stationary

Blanc  
Email Signature  
Image graphics  
Headers  
Key visual







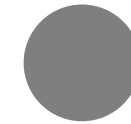


Name and contacts, Arial, 9 pt

Contacts, orange, Arial, 8 pt. R244/G81/B30

Logo horizontal, 170 X 598 px, incl. hyperlink to website

Best regards,  
**John Smith** | Engineer  
Phone: +49 (0) 89 99 95 2020 ext XXXX  
Email: [johnsmyth@dxfeed.com](mailto:johnsmyth@dxfeed.com)  
Skype: [johnsmyth](#)  
Web: [www.dxfeed.com](http://www.dxfeed.com)



**Award** logo

download



download

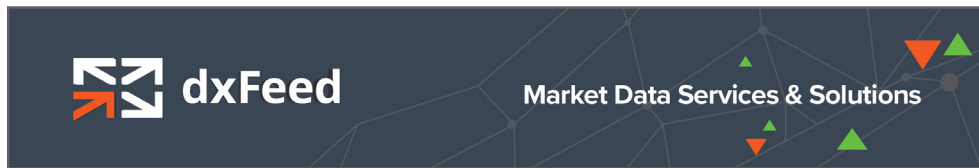








Header, 1400 / 445 px



Header, 600 / 100 px



Header, 600 / 50 px





Market Data Services & Solutions



Market Data Services & Solutions

4.0

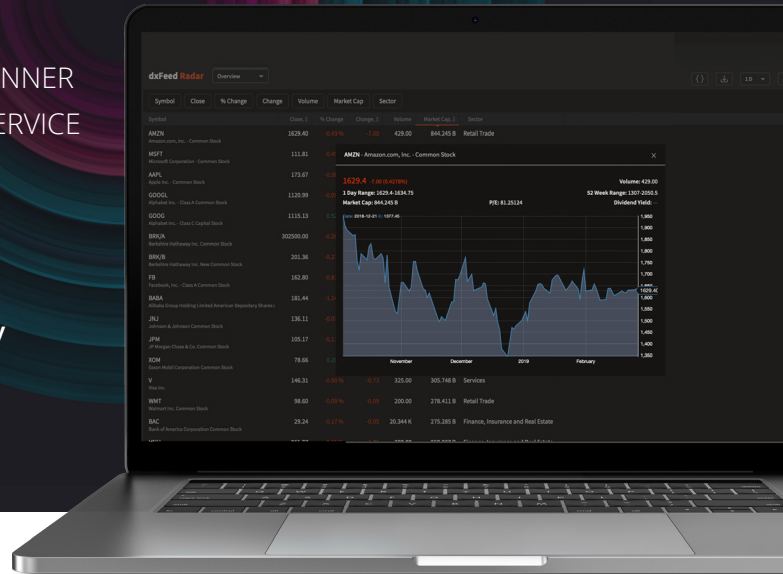
marketing materials

2-pager  
brochure  
key visual

# dxFeed Radar

WHITE-LABELED  
CUSTOMIZED SCANNER  
AND SCREENER SERVICE

- Added value for your customers
- Integration and customization ready
- Zero footprint



## OVERVIEW

**dxFeed Radar** is a comprehensive technical and fundamental market analysis solution ready for integration with your infrastructure to provide an added value to traders and investors.

## WHITE-LABEL UI

**dxFeed Radar** may be provided as a web-based application with predefined and custom search criteria.

## KEY FEATURES



Alerting services



Easy integration  
with applications



2-in-1 scanner  
and screener



Wide range of  
configuration options



Powerful proprietary  
scripting language



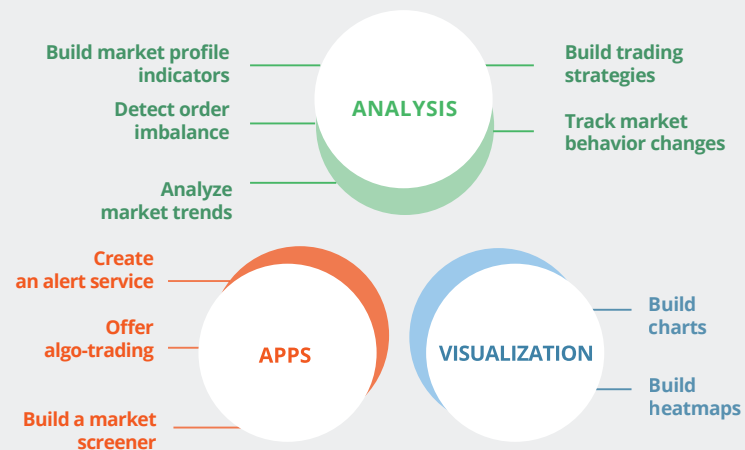
Unbeatable  
coverage



## OVERVIEW

**dxFeed** Aggregated Data Services open the potential for the next generation of data visualization and analytics.

## USE CASES



## HIGHLIGHTS

- 8+ million subscriptions per day for real-time data backed by historical data snapshot
- 4+ million stable subscriptions for real-time data per day
- 9+ million request-response calls via RMI or REST calls per minute
- Less than 40ms processing time in 99% of cases
- Subscription is a request to receive historical and real-time data

# About dxFeed

**dxFeed** is a subsidiary of Devexperts ([devexperts.com](https://devexperts.com)), with the primary focus of delivering financial markets information and services to buy-side and sell-side institutions of the global financial industry, specifically to traders, data analysts, quants and portfolio managers.

Since its inception, **dxFeed** has built one of the most comprehensive ticker plants in the world, in addition to offering the broadest range of data services currently available by a single company in its space.

**dxFeed** today serves over 6 million end-users globally through direct and B2B2C relationships. Data services are streamed to approximately 200,000 end-clients simultaneously, delivering financial information for more than 1.7 million instruments (equities, futures, options, indices, FX, cryptocurrencies, etc.), from a variety of exchanges in North America, Europe and around the world.

## Contact Us

+49 89 262-077-350  
dxFeed Solutions DE GmbH  
Sapporobogen 6-8,  
80637 München,  
Germany



[dxfeed.com](https://dxfeed.com)

# MARKET DATA SERVICES & SOLUTIONS

Market data and data management solutions for online brokerages, exchanges, benchmarking agencies, prop traders, financial websites and startups.

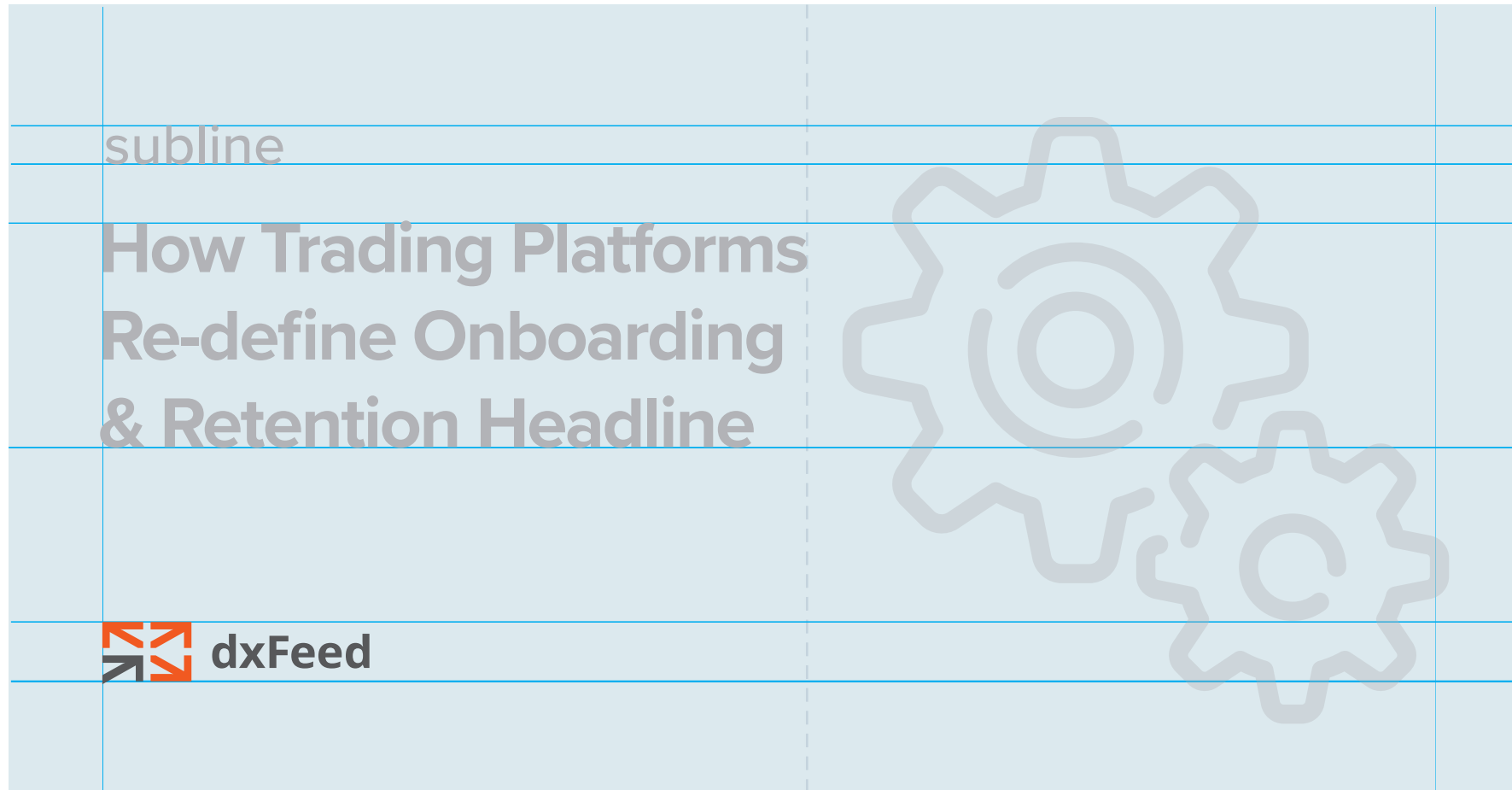
5.0

social networks

Facebook post  
Linkedin post  
Twitter post  
News on dxFeed.com  
Vacancy post  
Youtube thumbnail  
Articles on dxFeed.com  
Linkedin profile

dxFeed Partners with XYZ Firma  
to Make 10-year XYZ Data Available





background colours

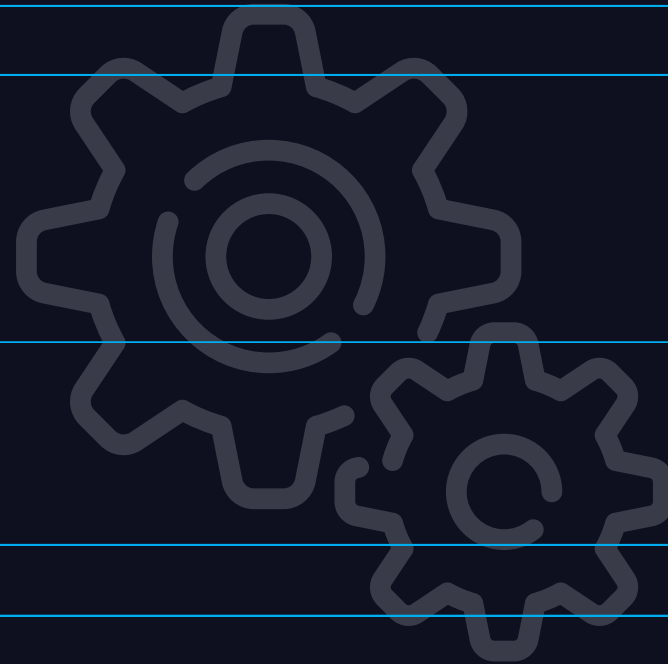


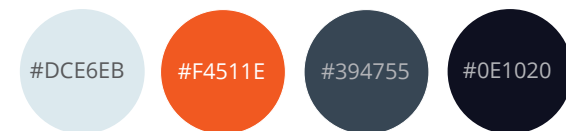
subline

# How Trading Platforms Re-define Onboarding & Retention Headline



dxFeed

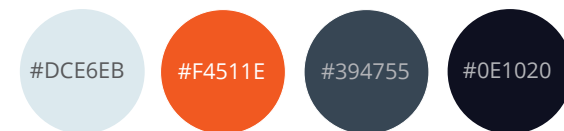
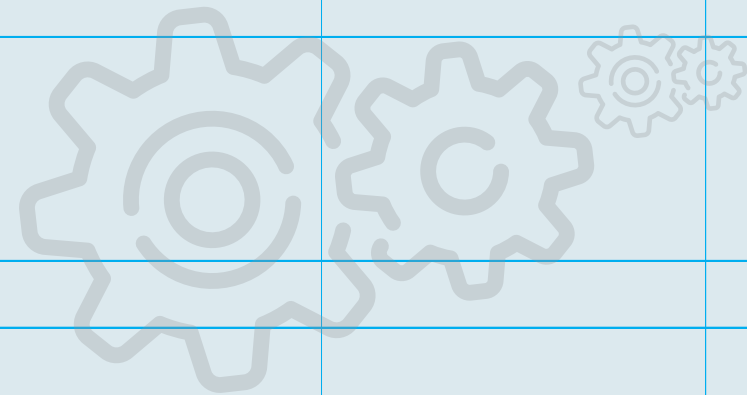




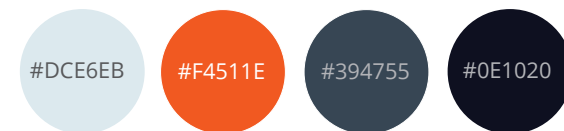
background colours

# Senior Java Software Developer

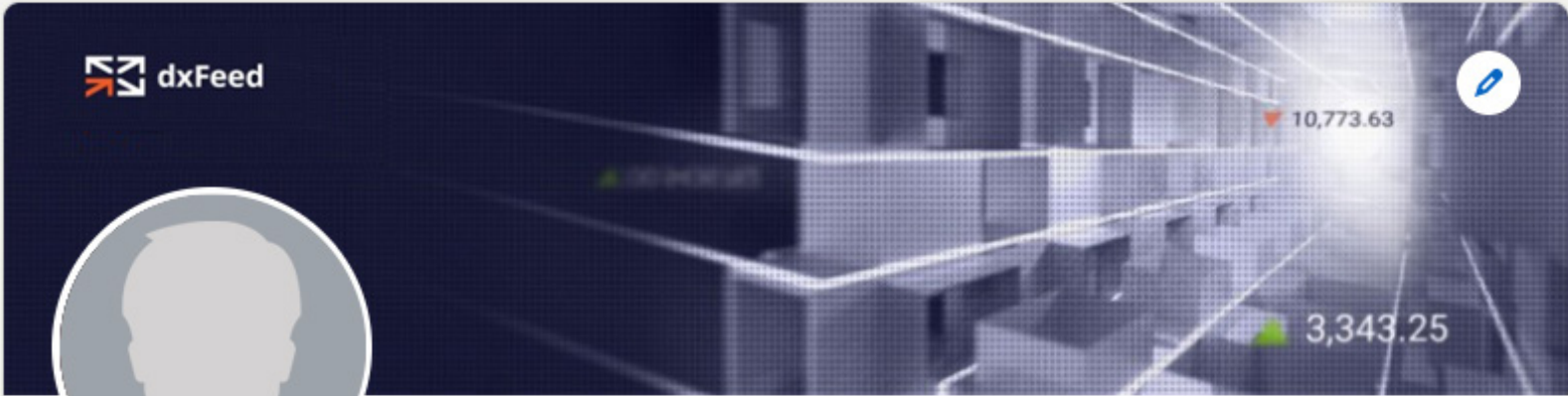
Munich







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The header image shows a dark blue background with a grid pattern. On the left is a circular profile picture placeholder. On the right, there are two floating data points: a red one with the value '10,773.63' and a green one with the value '3,343.25'. The dxFeed logo is in the top left corner of the header.

**John Smith**  
Senior Technical Writer – dxFeed  
Brooklyn, New York, United States · [165 connections](#) · [Contact info](#)

[Open to ▼](#) [Add profile section ▼](#) [More...](#)

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Since its inception, dxFeed has built one of the most comprehensive ticker plants in the world, in addition to offering the broadest range of data services currently available by a single company in its space. Financial data is delivered from a variety of exchanges in North America, Europe and around the world. Devexperts LLC and Devexperts Inc. are software companies that provide software products and services. Hence, Devexperts LLC and Devexperts Inc. do not provide any investment or brokerage services.

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