

Investor Comms

PRIIPS KID Branding Guidelines

FUNDS  AXIS

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1. Intro

This PRIIPS KID Branding Guidelines document allows Funds-Axis to take a standardised approach to KID document design while still allowing clients to impart their own style to the document.


Each section below details the design options for a particular element of the KID. Options range from font and text size to specific colour schemes for individual portions of the KID.

2. Fonts

The standard font for Funds-Axis KIIDs is Times New Roman. Other options include Helvetica, Arial and Courier. We are happy to investigate any other options you may require.

The chosen font will be applied to the entire KID document.

3. Text Size

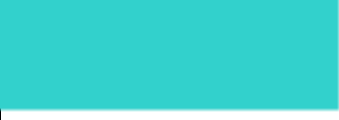
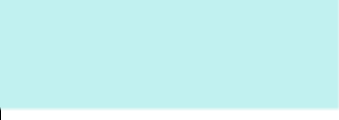
Area	Specifics	Default Font Size	Adjustable? Yes/No							
Overall Title	Key Information Document	16	No							
Major Titles	<p>Headers</p>  <p>Other Headers included but not shown:</p> <ul style="list-style-type: none"> • What is this Product? • What are the risk and what could I get in return? • Scenarios • What happens if <manager official Name> is unable to pay out? • What are the costs? • How Long should I hold it and can I take money out early? • How can I complain? • Other relevant information 	12	No							
Text in SRI Grid	<table border="1"> <tr> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> <td>6</td> <td>7</td> </tr> </table>	1	2	3	4	5	6	7	14	No
1	2	3	4	5	6	7				
All other text		9	Yes*							

* Taken from the PRIIPS KID Branding Template after completion by client.

NB: Where we have space constraints, it may be necessary to reduce the font sizes.

4. Colour Options

- The 3-page, Funds-Axis EU PRIIPs KID has been spilt into 2 groups.
- Each group has its own colour.
- A client may select a unique colour for each section.
- The group constituents have been detailed in the section [Colour Groups](#).

Group	RGB	Colour Sample
1	R: 50 G: 203 B: 203	
2	R: 234 G: 250 B: 250	
All Other text	Any text in 'filled' boxes will be white, otherwise black.	

5. Colour Groups

- One colour may be selected for each group
- All elements that share the same 'Group' will share the same colour
- Unless specified otherwise all other text will be black

Group	Area Name	Area Image/ Description																																				
Group 1	KID Title	<h1>Key Information Document</h1>																																				
Group 1	Header Boxes	<p>Purpose</p> <p>This document provides you with key information about this investment product. It is not marketing material. The information is required by law to help you understand the nature, risks, costs, potential gains and losses of this product and to help you compare it with other products.</p> <p>Product</p> <p>Text colour within box will default to white.</p>																																				
Group 1	SRI fill colour	<table border="1"> <tr> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> <td>6</td> <td>7</td> </tr> </table>	1	2	3	4	5	6	7																													
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