

Investor Comms

UCITS KIID Branding Guidelines

FUNDS  AXIS

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1. Intro

This UCITS KIID Branding Guidelines document allows Funds-Axis to take a standardised approach to KIID 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 KIID. From font and text size to specific colour schemes for individual portions of the KIID.

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 KIID document.

3. Text Size


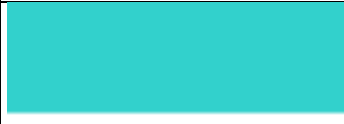
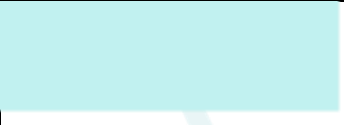

Area	Specifics	Default Font Size	Adjustable? Yes/No																																	
Overall Title	Key Investor Information Header	16	No																																	
Major Titles	<p>Fund Information Box:</p> <div style="background-color: #008080; color: white; padding: 5px;"> <p>Titanic 2 - US Equity Fund (the "Fund") Class: H Accumulation Shares</p> <p>A sub-Fund of Titanic Funds ACD ISIN: GB00BFAB0T77</p> <p>The Fund is managed by Funds-Axis Investment Management Currency: USD</p> </div> <p>Section Titles:</p> <ul style="list-style-type: none"> • OBJECTIVES AND INVESTMENT POLICY • RISK AND REWARD PROFILE • CHARGES FOR THIS FUND • PAST PERFORMANCE • PRACTICAL INFORMATION 	12	No																																	
Sub-headers	<p>Sub-headers within sections:</p> <ul style="list-style-type: none"> • Objectives • Investment Policy • Benchmark • Dealing • Recommendation • Income • Class Hedging • Other Risks 	10	No																																	
Text in SRRI Grid	<table border="1" style="width: 100%; text-align: center;"> <tr> <td style="width: 12.5%;">1</td> <td style="width: 12.5%;">2</td> <td style="width: 12.5%;">3</td> <td style="width: 12.5%;">4</td> <td style="width: 12.5%;">5</td> <td style="width: 12.5%;">6</td> <td style="width: 12.5%; background-color: #008080; color: white;">7</td> </tr> </table>	1	2	3	4	5	6	7	14	No																										
1	2	3	4	5	6	7																														
Text in Performance Chart – Bar, values and legend	 <table border="1" style="width: 100%; text-align: center;"> <thead> <tr> <th></th> <th>2011</th> <th>2012</th> <th>2013</th> <th>2014</th> <th>2015</th> <th>2016</th> <th>2017</th> <th>2018</th> <th>2019</th> <th>2020</th> </tr> </thead> <tbody> <tr> <td>■ Fund</td> <td>3.2</td> <td>4.7</td> <td>5.8</td> <td>3.4</td> <td>0.3</td> <td>5.7</td> <td>3</td> <td>-2.5</td> <td>5.8</td> <td>3.5</td> </tr> <tr> <td>■ Benchmark</td> <td>1.2</td> <td>3.7</td> <td>5.8</td> <td>3.4</td> <td>0.3</td> <td>3.7</td> <td>1</td> <td>-4.5</td> <td>4.8</td> <td>5.5</td> </tr> </tbody> </table>		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	■ Fund	3.2	4.7	5.8	3.4	0.3	5.7	3	-2.5	5.8	3.5	■ Benchmark	1.2	3.7	5.8	3.4	0.3	3.7	1	-4.5	4.8	5.5	Varies depends upon number of years and benchmarks in graphs	No
	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020																										
■ Fund	3.2	4.7	5.8	3.4	0.3	5.7	3	-2.5	5.8	3.5																										
■ Benchmark	1.2	3.7	5.8	3.4	0.3	3.7	1	-4.5	4.8	5.5																										
All other text		9	Yes *																																	

* Taken from the UCITS KIID 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 2-page, Funds-Axis UCITS KIID has been spilt into 4 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: 209 B: 204	
2	R: 74 G: 194 B: 195	
3	R: 193 G: 241 B: 240	
4	R: 24 G: 108 B: 106	
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	KIID Title	Non-UCITS retail scheme Key Investor Information																																	
Group 1	Fund Information Box	<div style="border: 1px solid black; padding: 5px;"> <p>Titanic 3 - Emerging Equity Fund (the "Fund") Class: B Accumulation Shares</p> <p>A sub-Fund of Titanic Funds ACD ISIN: GB00B4KNBS54</p> <p>The Fund is managed by Funds-Axis Investment Management Currency: GBP</p> </div> <p>Text colour within box will default to white.</p>																																	
Group 1	SRRI fill colour	<table border="1" style="width: 100%; text-align: center;"> <tr> <td style="width: 12.5%;">1</td> <td style="width: 12.5%;">2</td> <td style="width: 12.5%;">3</td> <td style="width: 12.5%;">4</td> <td style="width: 12.5%;">5</td> <td style="width: 12.5%;">6</td> <td style="width: 12.5%; background-color: #008080; color: white;">7</td> </tr> </table>	1	2	3	4	5	6	7																										
1	2	3	4	5	6	7																													
Group 1	Header fill in charges section	<div style="border: 1px solid black; padding: 5px;"> <p style="background-color: #008080; color: white; margin: 0;">One-off charges taken before or after you invest</p> <p>Entry Charge 0.00%</p> <p>Exit Charge 1.00%</p> <p>This is the maximum that might be taken out of your money before it is invested (entry charge) or before the proceeds of your investment are paid out (exit charge).</p> <p style="background-color: #008080; color: white; margin: 0;">Charges taken from the Fund over the year</p> <p>Ongoing Charges 1.00%</p> <p style="background-color: #008080; color: white; margin: 0;">Charges taken from the Fund under certain specific conditions</p> <p style="text-align: right;">2.00% a year of any returns the Class</p> </div>																																	
Group 1	Fund/ Portfolio return in Performance Graph	<p>Fund/ Portfolio performance in bar chart. This also applies to the past performance document required for PRIIPs (where applicable).</p>  <table border="1" style="width: 100%; text-align: center; font-size: small;"> <thead> <tr> <th></th> <th>2011</th> <th>2012</th> <th>2013</th> <th>2014</th> <th>2015</th> <th>2016</th> <th>2017</th> <th>2018</th> <th>2019</th> <th>2020</th> </tr> </thead> <tbody> <tr> <td style="background-color: #008080; color: white;">Fund</td> <td>3.2</td> <td>4.7</td> <td>5.8</td> <td>3.4</td> <td>0.3</td> <td>5.7</td> <td>3</td> <td>-2.5</td> <td>5.8</td> <td>3.5</td> </tr> <tr> <td style="background-color: #000080; color: white;">Benchmark</td> <td>1.2</td> <td>3.7</td> <td>5.8</td> <td>3.4</td> <td>0.3</td> <td>3.7</td> <td>1</td> <td>-4.5</td> <td>4.8</td> <td>5.5</td> </tr> </tbody> </table>		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	Fund	3.2	4.7	5.8	3.4	0.3	5.7	3	-2.5	5.8	3.5	Benchmark	1.2	3.7	5.8	3.4	0.3	3.7	1	-4.5	4.8	5.5
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Benchmark	1.2	3.7	5.8	3.4	0.3	3.7	1	-4.5	4.8	5.5																									
Group 2	Major Titles	<p>Section headers such as:</p> <ul style="list-style-type: none"> • OBJECTIVES AND INVESTMENT POLICY • RISK AND REWARD PROFILE • CHARGES FOR THIS FUND • PAST PERFORMANCE • PRACTICAL INFORMATION 																																	
Group 2	Lines underneath Major Titles.	<ul style="list-style-type: none"> • <u>OBJECTIVES AND INVESTMENT POLICY</u> • <u>RISK AND REWARD PROFILE</u> 																																	
Group 2	Line at bottom of the KIID	<div style="border: 1px solid black; padding: 5px;"> <p>This key investor information is accurate as at 30 November 2021.</p> </div>																																	
Group 2	Benchmark 1 Return in Performance Graph	<p>Benchmark 1 column chart.</p> <p>This also applies to the past performance document required for PRIIPs (where applicable).</p>																																	



Group 3	Benchmark 2 Return in Performance Graph	Benchmark 2 column chart. This also applies to the past performance document required for PRIIPs (where applicable).
Group 4	Benchmark 3 Return in Performance Graph	Benchmark 3 column chart. This also applies to the past performance document required for PRIIPs (where applicable).

