



Corporate philosophy



The core principle

Setting the end-user interests as the central pivot when developing a product of any type is the basis of the Soft-FX philosophy. This principle makes Soft-FX something more than just a technology provider. We are a company with a rich history and strong work ethics.

User centricity from the start

In 2005, we were a small IT company with the sole focus of supporting exchanges and brokerages, because we were brokers. By providing first-class technology to traders we ensure that brokerage businesses provide the best user experience during a trading journey. We know that our customers expect reliable and secure software whether it is a cryptocurrency or Forex trading domain.



Continuous growth

However, we always strive to exceed customers' expectations by performing continuous innovation and supporting our clients on every step of their journey. Making an impact on our customers' business is a big privilege for our constantly growing team. That is why we offer many consulting services, to make these clients top players among their competitors.

Trust is everything

Building trust-based relationships with potential customers is one of our main priorities, and this is the top priority when creating content. Trust is our main asset, and we desire to demonstrate our expertise properly. Through content creation, we seek to provide the customer with honest and unbiased information about us and our products, and to establish an initial connection.



Writing goals

Soft-FX is a high-tech company that provides its clients with products and services for digital trading.

As an entity that grew out of a small business and has passed the care about clients through more than a decade of our history, we continue to put the interests of our customers and the security of their funds first. Therefore, our reputation is based on our customers' trust in our abilities and in the reliability of our products.

The main thing we rely on in our work is our customers' trust in our abilities and in the reliability of our products. If this trust is lost for any reason, it could jeopardize the very existence of the company in its present form. Thus, the main purpose of the content that is created internally or by third parties is to establish and strengthen customers' trust in Soft-FX products and solutions.

REPUTATION — CUSTOMERS — TRUST

Content ethics

Based on this position of establishing and building trust in our products, the following ethical tenets apply unquestioningly to content and are not subject to change.

1 Soft-FX does not provide untruthful information. The company's specialists in all areas have been working on products and solutions for over a decade, and delivering false data would be a blow to both the self-esteem of our employees and the client's perception.

2 Soft-FX does not provide unverified information. This requirement stems from the previous one. Unverified information can easily prove to be false.

3 Soft-FX does not use content to disparage competitors. We believe that our development capabilities and the quality of our products are enough to convince the customer that our products and solutions are the right fit for their needs. Content is required to establish this kind of awareness using respectable strategies.

4 Whenever possible, we use content for educational purposes. With how fast the industry is growing and how much opportunity there is in our domain, we believe players will only benefit by sharing non-sensitive information with each other.

Grammar and checkup

We strictly believe that grammar goes hand in hand with clarity, which in turn allows us to establish the necessary level of communication with potential clients. The following set of requirements will help customize content to meet these goals.

Capitalization

All words in the names of Soft-FX products and solutions should be written with capital letters, except for articles and prepositions (i.e. auxiliary parts of speech).

Ex.: TickTrader Liquidity Aggregator

Aa

Punctuation

Correct punctuation must be followed without question, since errors in punctuation can distort the meaning of a sentence and thus mislead the reader. This is a situation that we try to avoid by all means. Even when punctuation errors do not change the meaning of a sentence, they tend to make the text more difficult to understand.

,.-/!

Em Dashes (Double Hyphens or Long Dashes)

We use this type of dashes to expand or highlight a part of a sentence that appears to be a break in thought or to introduce a clause or insert.

Ex.: However, the global vision of what this product should be — a hyper-flexible liquidity aggregator — allowed developers to gradually turn the pre-designed functionality into reality.

Spell Checking Services

Proofreading tools cannot be relied upon 100% of the time, especially when dealing with certain types of content. They, however, can be a wonderful tool to catch common errors in grammar, punctuation, or speech style.

Therefore, the use of Grammarly or Hemingway Editor services is mandatory when working with content.



Writing about Soft-FX products and solutions

The content that is created within Soft-FX or by third parties at our request, in the vast majority of cases, is intended to promote Soft-FX products and solutions. No one but us knows better how our creations perform and what their advantages are, so there are specific requirements for content about products and solutions regarding tone and voice.

Soft-FX content does not utilize empty hyperboles

Such an approach deprives content of uniqueness and is inappropriate for our purposes because hyperbole that is not supported by facts does not tell the reader anything useful. Here's an example of a sentence that won't fit the product description:

Ex.: TickTrader Liquidity Aggregator is the best offer on the market.

We provide no objective information to support such an assertion

Now consider this sentence:

Ex.: TickTrader Liquidity Aggregator is a highly relevant product for crypto exchanges that have close to zero customer numbers at the time of launch and a strong need for a reliable crypto liquidity aggregation tool.

Soft-FX content utilizes relevant numbers whenever possible

If we can provide the hard numbers that describe the function of a product or solution from the perspective we need, that information should be used in the content. A few numbers can be much more useful to a potential customer than a few paragraphs of text.

Content production stages and checkup

It is necessary that the content we produce is at the same high quality level as the Soft-FX products and solutions. Therefore, before being published or deployed, content of any format undergoes approval by several departments to exclude any errors and miscommunication.



Content managers or copywriters. A content manager or copywriter creates the necessary piece of content according to a technical assignment, following the requirements provided in this guide.



Technical specialists. Technical specialists in this case are any competent Soft-FX employee capable of approving the technical details provided in the content.



SEO. Search engine optimization of text is necessary when the content needs to be indexed on the web.



Compliance. All marketing materials produced must go through a Compliance sign off procedure, to ensure they are fit for purpose, ahead of being released or published.



Proofreaders. To ensure the correctness of the language used, all materials are reviewed by the native speakers.



Marketing lead approval and release. After final approval by the marketing lead, the content moves on to be published on the designated platform.

Roles and responsibilities

Roles and responsibilities in content production depend not so much on the position of the employee, but on the type of work they perform in the chain to produce a particular piece of content. This list of positions is for reference purposes only.



Content writing. Typically, the creation of the initial draft with content is handled by a content manager or copywriter. However, any competent Soft-FX employee who is able to make a coherent statement on a particular topic can be in this role.



Tech consulting. Any employee who is educated in the technical aspects of the content piece topic is capable of taking on this responsibility.



Legal consulting. A piece of content may need legal advice on occasion. It can be requested from specialists in the legal department.



SEO. Often search engine optimization determines how our content performs online. If required, the technical assignment for the content is prepared by SEO specialists.



Proofreading. Proofreading is performed by the company's employees fluent in the language of the particular content piece.



Visual design. Almost all of the content we produce needs visual design. This responsibility rests entirely with the visual department. However, prior discussion of any ideas with designers is always encouraged.



Logo

The logo is one of the main elements of the company's identity. The logo is a combination of visual graphic elements and fonts. The graphic elements in the form of petals make up the symbol associated with the company and its products. The fonts are specially selected and designed in a coherent composition to match the symbol.

The primary look

The primary logo is a combination of fonts and a petal pattern. It can be used for a company website, marketing materials, and presentations of any kind. The main colors of the logo are presented here.



primary_logo

Logo variation: a petal icon

In some cases, it is possible to use only the icon with petals for visual representation, when the format of the document or media file does not provide enough space to fit the entire logo.

icon_logo



Additional logo colors

If the logo is used in media describing specific Soft-FX products, additional colors are used in the petal icon. Please note that this is only applicable to specific products presented below.

liquidity_agregator_logo

traders_room_logo

trading_platform_logo

pamm_logo





Logo color inversion

If the company logo is required to be placed on a white or light-colored background, logo inversion is used to preserve legibility.

Applying the inverted color logo

A logo with inverted colors can be used in the same situations as a standard logo if the color palette of media and other platforms requires it.

📁 primary_logo_inversion



The petal icon color inversion

If the isolated petal icon is required to be placed on a white or light-colored background, inversion is used to preserve legibility.

icon_logo_inversion



Additional logo colors inversion

If the logo is used in media describing specific Soft-FX products, inversion of the logo font color can also be applied. Please note that this is only applicable to specific products presented below.

liquidity_agregator_logo_inversion

traders_room_logo_inversion

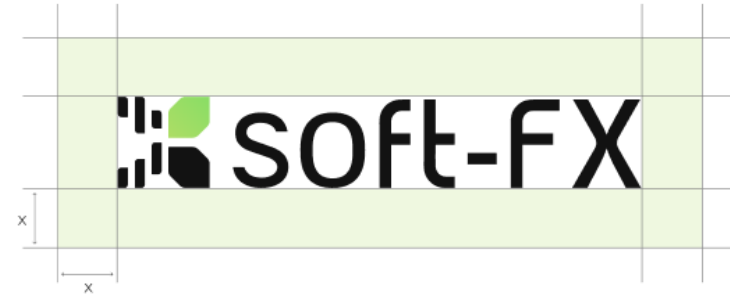
trading_platform_logo_inversion

pamm_logo_inversion



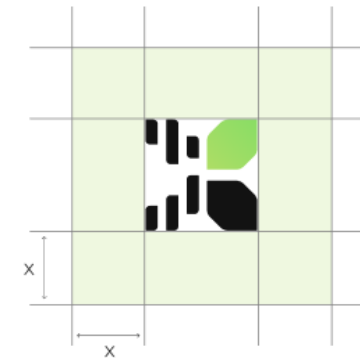
Logo clearspace

This requirement is intended to separate the logo from other graphic and text elements and to ensure better legibility. Logo clearspace is the minimum blank space that should separate the logo elements from any other media components. The set proportions of the blank space cannot be changed. If there are no other graphic elements adjacent to the logo, the Logo clearspace rule does not apply.



Petal icon clearspace

The clearspace rule described above also applies to the petal icon, if it is used separately.



Incorrect logo reproduction

The incorrect reproduction of the logo and its elements is described and illustrated below.

- Changing the layout of the logo components
- Changing the proportions of the logo and its components
- Changing the fonts of the logo
- Changing primary and additional colors
- Adding outlines to the logo
- Adding shadows and effects to the logo
- Removal of any logo components
- Adding new components to the logo





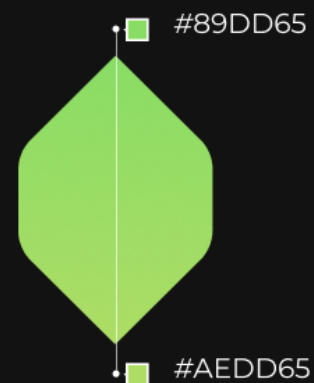
Logo colors

Two gradients are used for the primary logo, they are shown below. They are used for both the text part and the petal icon. This requirement is not subject to change.

Primary colors

Note that the logo features gradients of white and green.
This requirement is not subject to change.

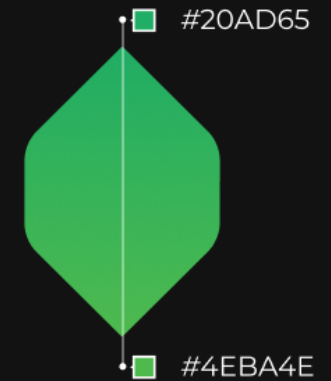
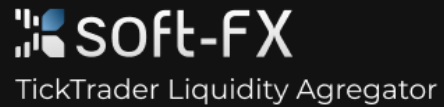
primary_colors



Additional colors

Soft-FX product pages and product publications use brand colors for logos.
This requirement is not subject to change.

additional_colors





Icon color inversion

When inverting the icon color, only one element of the icon is affected.

Inversion logo colors

Note that the inverted logo features gradients of white and green. This requirement is not subject to change.

inversion_colors



Logo background colors

A light radial gradient background is used for the logo inversion, and a dark backdrop is used for the primary logo.

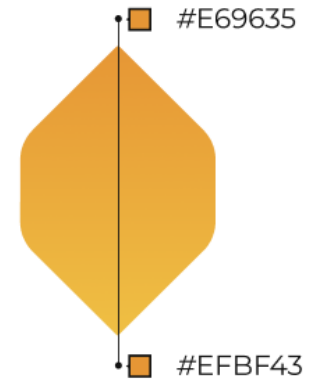
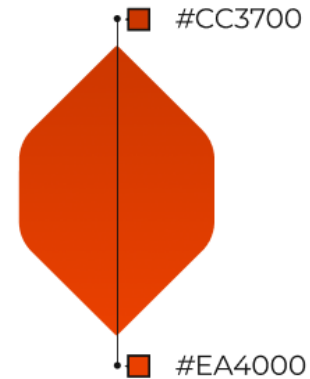
background_colors



Additional background colors

Other background colors may be used for the site and marketing content. These colors should match the official colors of Soft-FX products. In the case of additional colors, it is acceptable to not use a gradient.

additional_background_colors



Typeface

Correct use of typography provides the uncluttered perception of information about the company and its products, as well as forms an aesthetic concept in the eyes of the perceiver, associated with all directions of Soft-FX activities. Two types of fonts are used for text content: Montserrat and Verdana.

montserrat.ttf

verdana.ttf

Montserrat

Verdana

Montserrat

Montserrat is used as the main font on the company's website.

Color #121212

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj

0123456789 !"#\$%&'()*+,-./:;<=>?

Verdana

Verdana is used as a font for marketing content.

Color #121212

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj

0123456789 !"#\$%&'()*+,-./:;<=>?

Font size

The font size used on the company website and in the marketing content is adjusted to ensure that the client is as comfortable as possible to perceive the information. The optimal sizes and fonts for the highlighted text are presented here.

	Weight	Size
Headline H1	Bold	70px
Headline H2	SemiBold	35px
Headline H3	Regular	20px
Headline H4	Medium	18px
Headline H5	Regular	15px

Using colored fonts

The main gradient can be used as an additional text color in the following instances:

- to highlight the clickable text hovering;
- to highlight text links;
- to highlight headlines or simple text (frequent use is not recommended).

In the content about products, the additional text color can be used under the same conditions, provided that it matches the branded color of the product.

To highlight the clickable text hovering

To highlight text links

To highlight headlines or simple text (frequent use is not recommended).



Styling elements

Styling elements are design concepts to guide the graphic design of a particular media piece. They are in strict accordance with the mission and goals of the company.

Key visual forming principles

We are inspired by technological advances, technology evangelists, and the pursuit of development.

We create products for customers who are looking for highly developed, reliable technology and new solutions for the expansion of their businesses.

Our team members are interested in technological innovations and also strive for external and internal integrity. Therefore, the subject of our corporate events is often healthy lifestyle, sports, and nature exploration.

If our company could be represented as an individual, it would be a professional who tirelessly evolves in their field and looks for new ways to solve problems, and is involved in one or more sports activities.

Marketing media style

The design of marketing materials should focus on minimalism, brand colors, clear layout, light backgrounds, and distinct geometry of shapes.

example_1

example_2



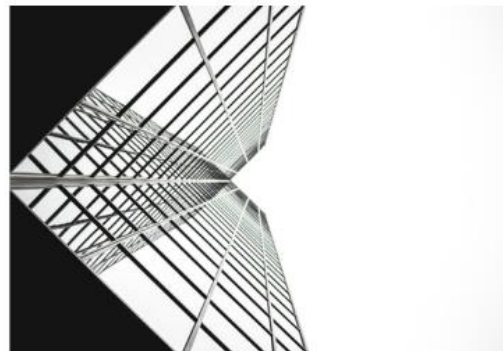
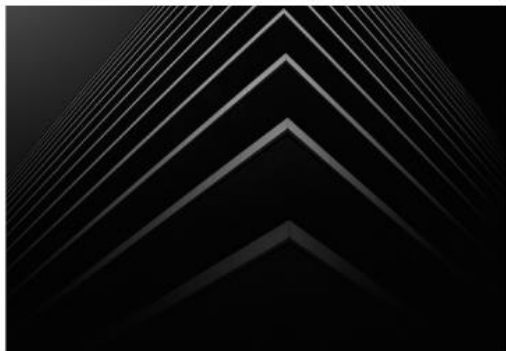
**Elevate Your
Trading Business**



Acceptable image language

Images speak to users in the same way that texts do. Therefore, the images we use in our publications must also meet corporate requirements:

- there should be no people in the images;
- images should not contain excessively bright colors;
- when using images of computer or laptop screens, they should depict the interfaces of Soft-FX products and solutions.



Documentation and merchandise branding

This is a set of corporate style media required for daily company activities for intra-corporate applications, partners and clients.

 template_documents.docx



The design of any merchandise must be closely connected with the company's identity and contain corporate colors, logos, or elements thereof (subject to all norms of acceptable placement).

