

BECQUET & ASSOCIATES

ASTERISK BRAND IDENTITY PRESENTATION

4 FEBRUARY 2010

ANDREW SABATIER

BRAND IDENTITY DESIGNER

The name: inherent meanings & associations

ASTERISK

- Derived from the Greek word asterikos which means 'little star'
- Used as a symbol for multiplication
- Represents the exponential and exponentiation functions
- Indicates that a variable is at its optimal level (that which is achieved in a perfect market situation)
- Key used to navigate menus (Touch-Tone systems)
- Denotes economic variables in a foreign country eg. 'p' is the price of the home good and 'p*' is the price of the foreign good
- A* ('A-star') is a special top grade that is distinguished from grade A

Value proposition

Asterisk is a Hong Kong-based, globally managed Forex Hedge Fund lead by experienced traders, utilising the latest in digital trading technology and assisted by a responsive global network of multi-lingual support staff.

Asterisk is a premium online investment brand and represents live-trading at its best, delivering an unparalleled investment experience for the discerning investor. Secure accounts and real-time user-specified feedback ensures as much transparency as a possible. And, in combination with industry standard payment systems ensures familiarity for established investors and helps to instill confidence in first time investors.

Asterisk is a Forex Hedge Fund that puts the customer first to create a wealth generation experience like never before.



Energetic



State-of-the-art



SECURING A WORLD OF OPPORTUNITIES



Secure



Supportive



Connected



Always on

Route 1

⌘ < ROI > ⌘ *

asterisk*





asterisk*

MAXIMISING RETURNS

ABOUT OUR PLANS OUR PROCESS FOREX FAQ NEWS CONTACT

A hedge fund like no other.

Asterisk is a globally managed Forex hedge fund lead by experience professional traders, assisted by the latest digital trading technology, a maximum security accounts and payments systems and backed by a highly responsive network of multi-lingual support staff.

Read more

Minimise

Salient features

Performance history

Payment systems

Affiliate program

SMS updates

Real-time multilingual support

Latest secure technology

Strong account security

Latest Forex news feed

Deposits are insured

Initial deposit return

Minimise



Login



Open an account



Calculator



Forex charts



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Fundamental: EUR Rebound Short-lived As EC Assessment On Greece Fail To Ease The Intra-EMU Tensions <http://is.gd/7FL5v> about 1 hour ago from API

Forex: USD/JPY pullback from 91.25 high holds above 90.80/85 <http://is.gd/7FBRG> about 2 hours ago from API

Analysis: Trade Idea: GBP/USD - Exit Short Entered At 1.6060 With 173 Points Profit <http://is.gd/7FyDE> about 3 hours ago from API

Analysis: Trade Idea: GBP/USD - Exit Short Entered At 1.6060 With 173 Points Profit <http://is.gd/7FyDD> about 3 hours ago from API

Analysis: Daily Report: Dollar Strengthens ahead of ECB and BoE <http://is.gd/7FJZN> about 5 hours ago from API







**Asterisk
App.**

asterISK*



$\sigma < ROI > \sigma$

asterISK*

MAXIMISING RETURNS

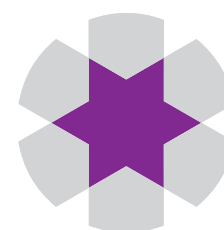
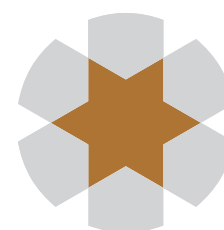
Route 2

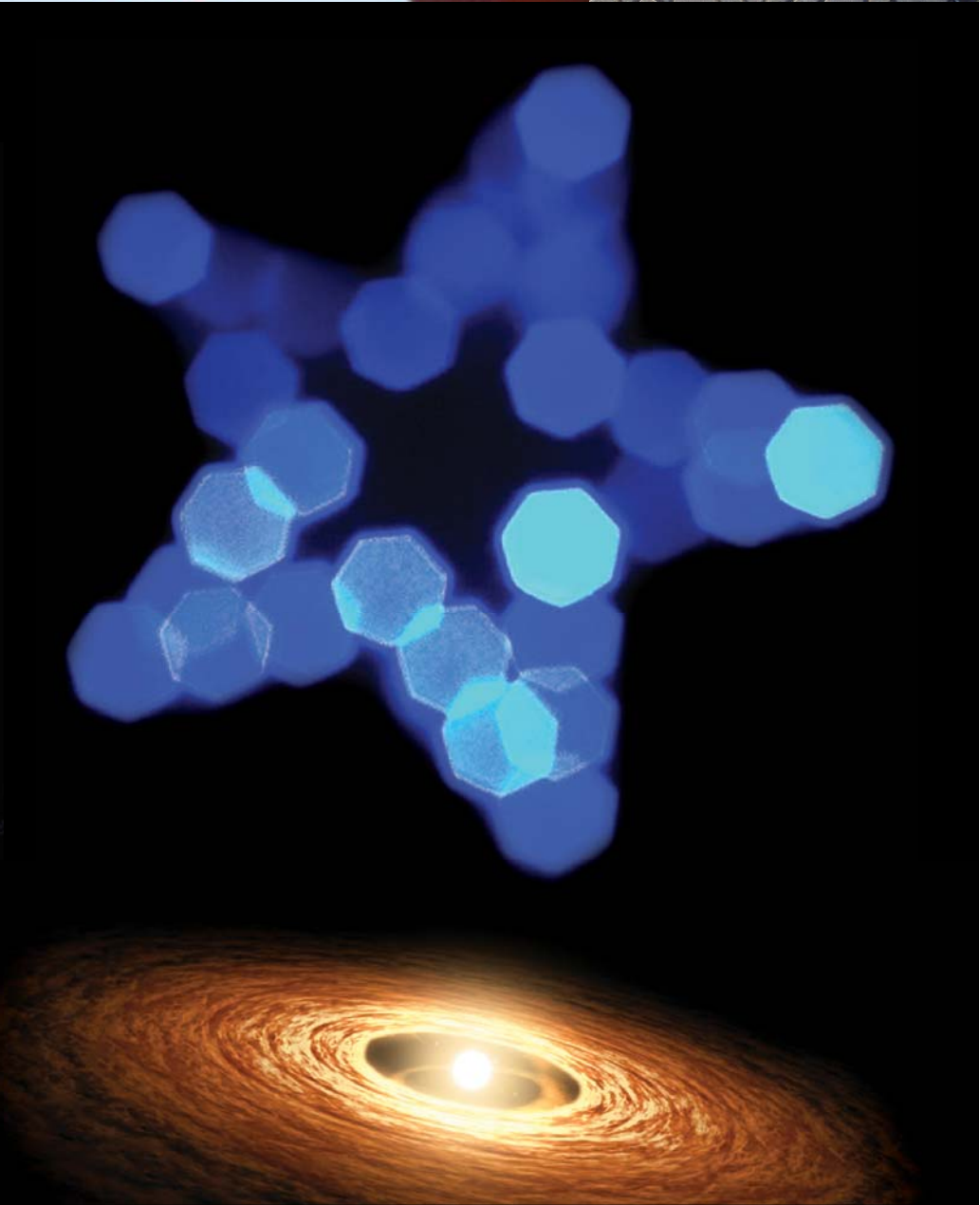
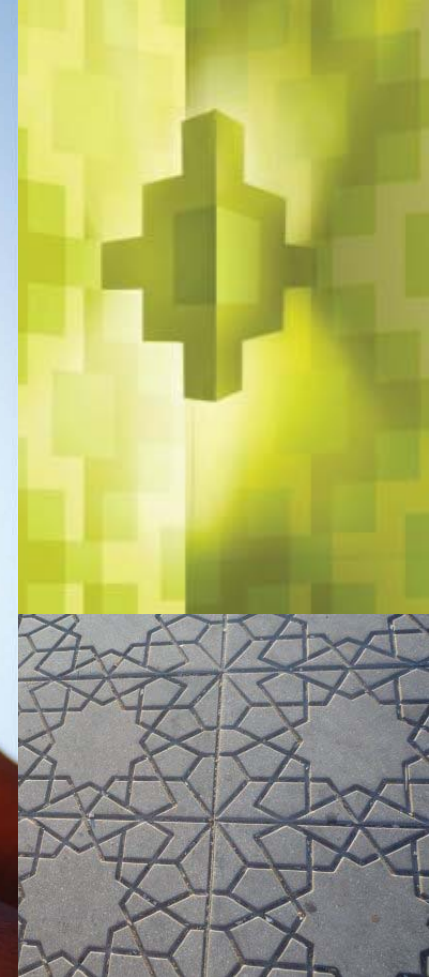
Star performer

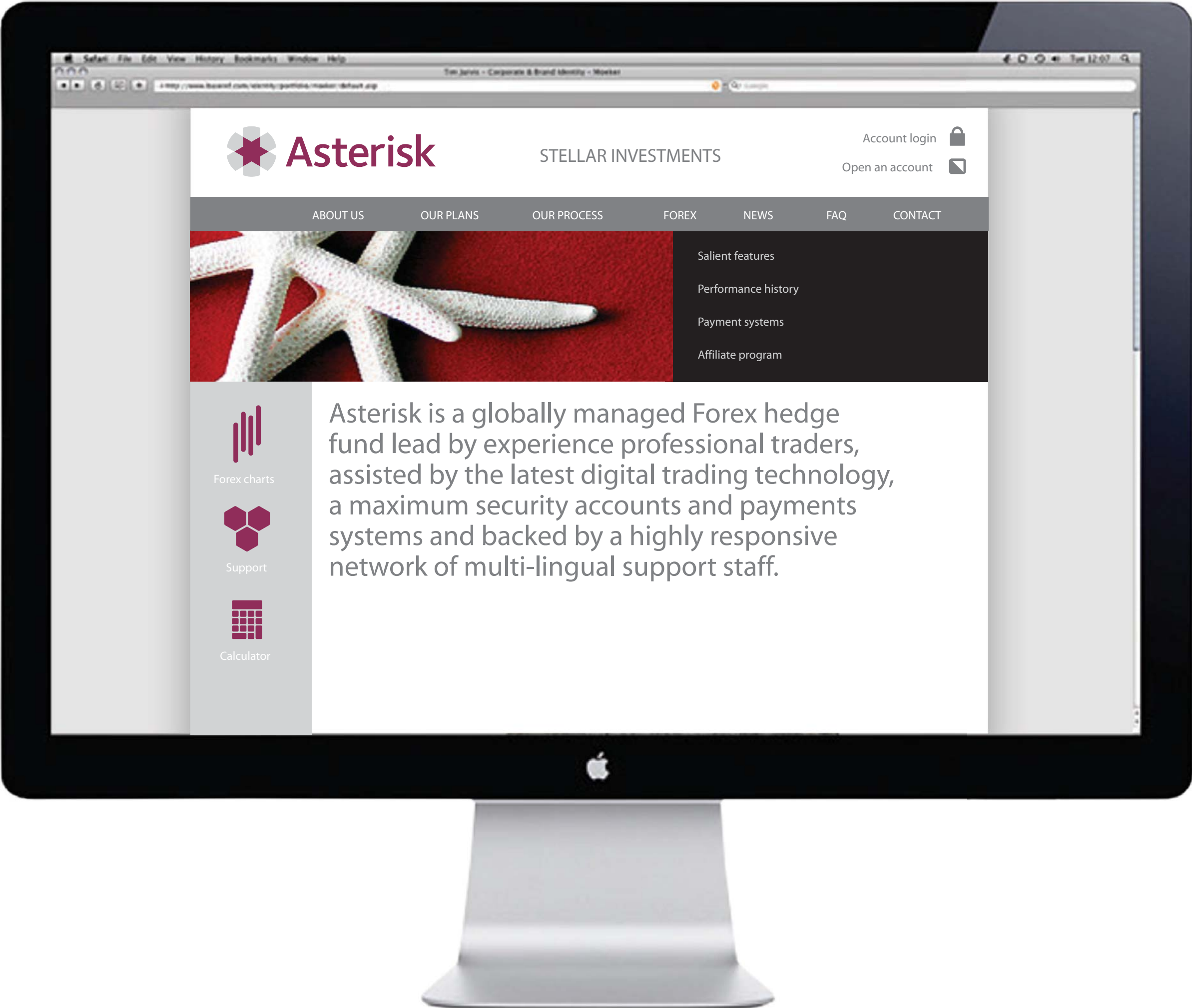




Asterisk







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STELLAR INVESTMENTS

Account login



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OUR PROCESS

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Forex charts



Support



Calculator

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asteriskinvestments.com



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**Asterisk
App.**



Asterisk



The image shows a modern interior space, likely a lounge or waiting area. A long, low-profile sofa with light-colored cushions is positioned against a white wall. Above the sofa, several recessed spotlights illuminate the wall. The Asterisk logo, consisting of a stylized star icon and the word "Asterisk", is prominently displayed on the wall. To the left, a dark wooden wall features a small lamp. In the foreground, a white rectangular table is partially visible. A person is blurred in the background, suggesting movement. The floor is made of light-colored tiles, and the overall atmosphere is clean and contemporary.

investars

creating



Asterisk
Stellar investments

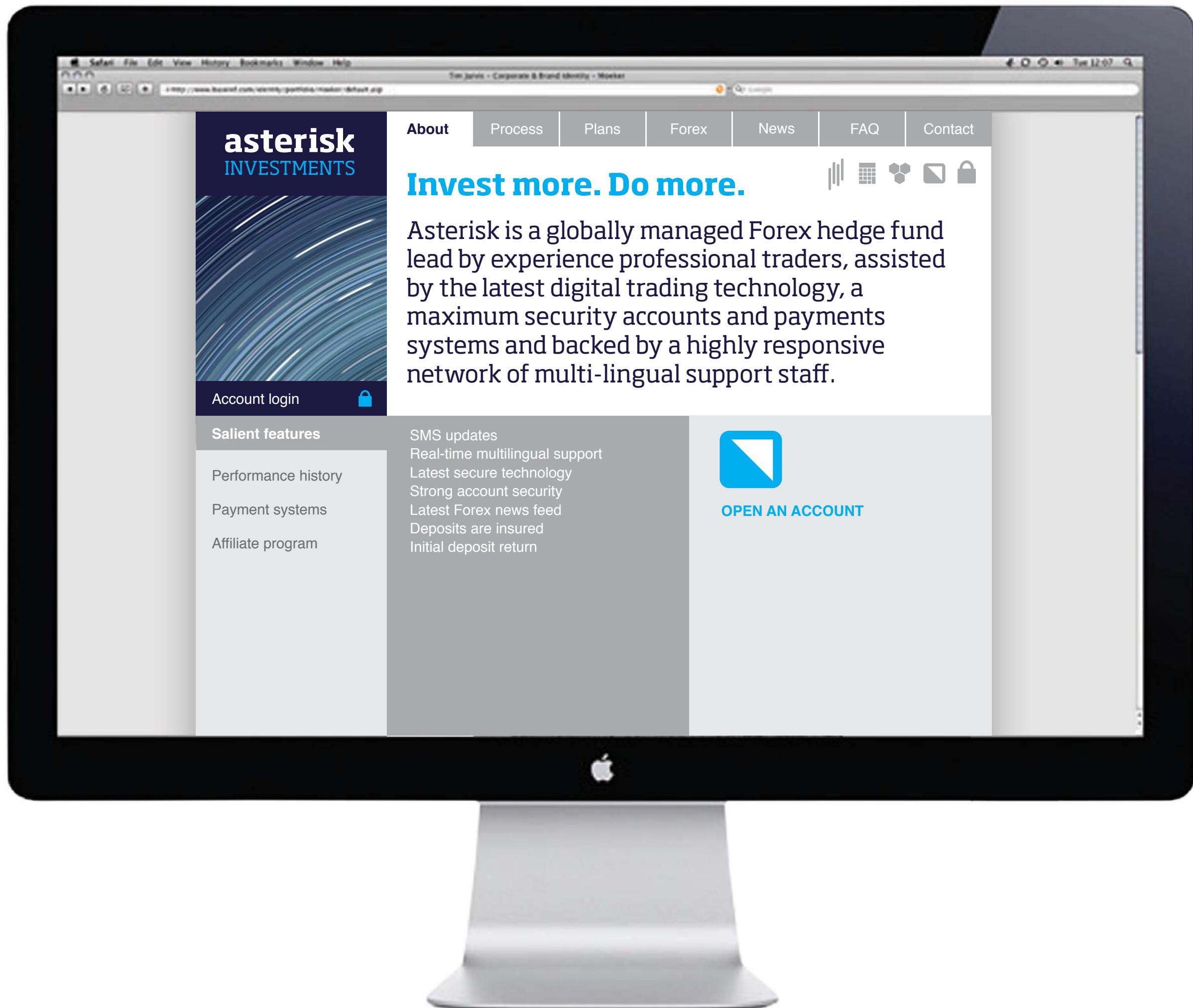
Route 3

Exposing profits

A long-exposure photograph of a night sky featuring numerous star trails in shades of blue, white, and yellow. The trails are curved, indicating the Earth's rotation. In the foreground, the dark silhouettes of a mountain range and a few trees are visible against the glowing horizon.

The background of the entire image consists of a series of wavy, parallel lines in various shades of blue and white, creating a sense of motion and depth. A dark blue rectangular box is centered in the upper half of the image, containing the company name.

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Invest more. Do more.

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Account login



Salient features

Performance history

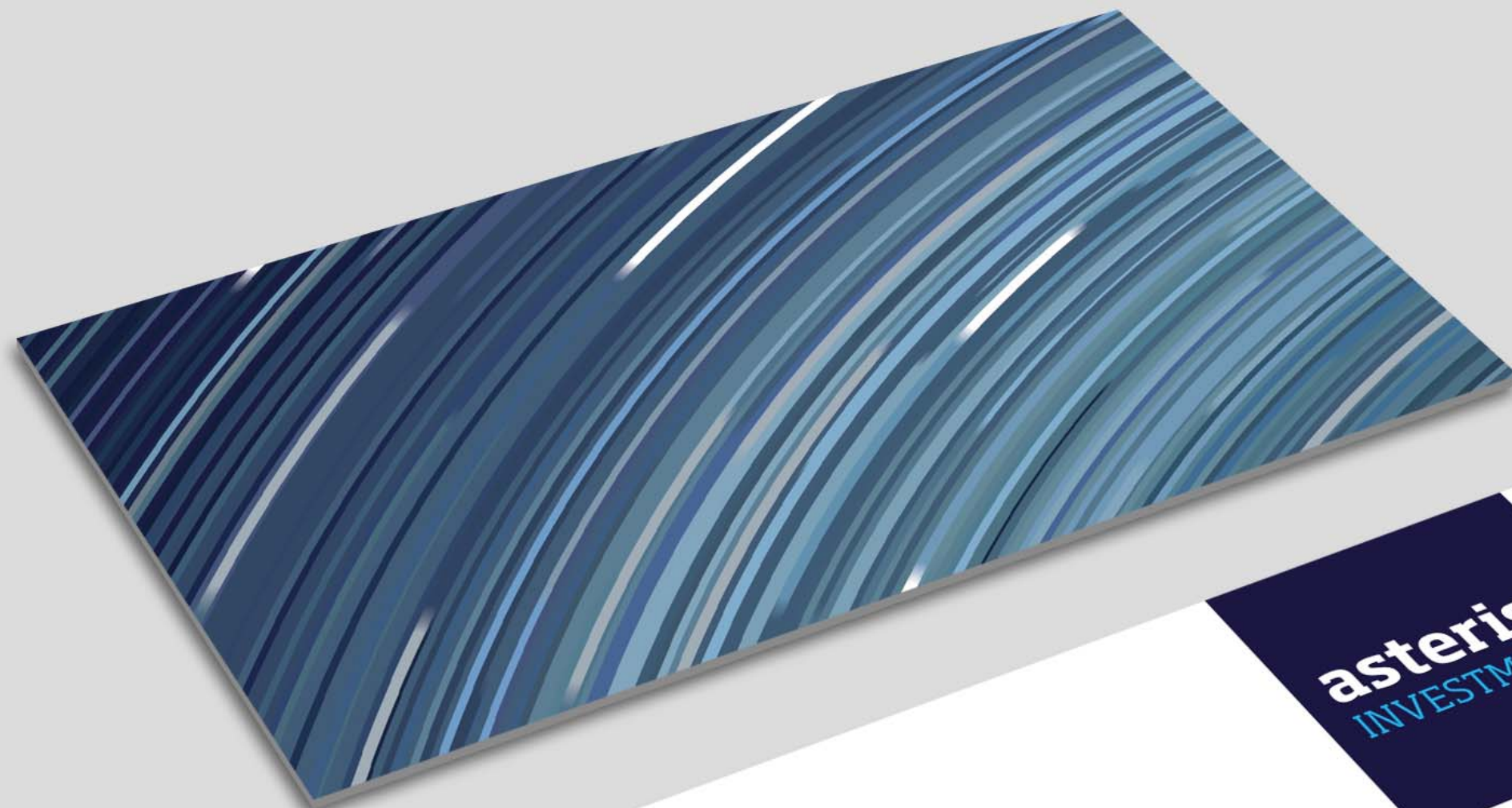
Payment systems

Affiliate program

SMS updates
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Latest secure technology
Strong account security
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Deposits are insured
Initial deposit return



[OPEN AN ACCOUNT](#)



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**Invest more.
Do more.**



Potential brandline 1

MAXIMISING RETURNS

- Suggests that returns are maximised by Asterisk
- Suggests maximising returns on all types of investments, including non-financial investments
- Suggests that thinking ambitiously or 'thinking big' has made a 'come back'
- Multiplication and optimal associations relate to the inherent meanings in Asterisk

Potential brandline 2

STELLAR INVESTMENTS

- Asterisk is a star quality investment experience

Potential brandline 3

INVEST MORE. DO MORE.

- Lifestyle benefits-oriented maxim
- Not restricted to financial investments
- Suggests that if you invest more with Asterisk you will be able to experience more in life

Thank you

ANDREW SABATIER
BRAND IDENTITY DESIGNER