

BECQUET & ASSOCIATES

# THE ASTERISK BRAND

ANDREW SABATIER

BRAND IDENTITY DESIGNER

# 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



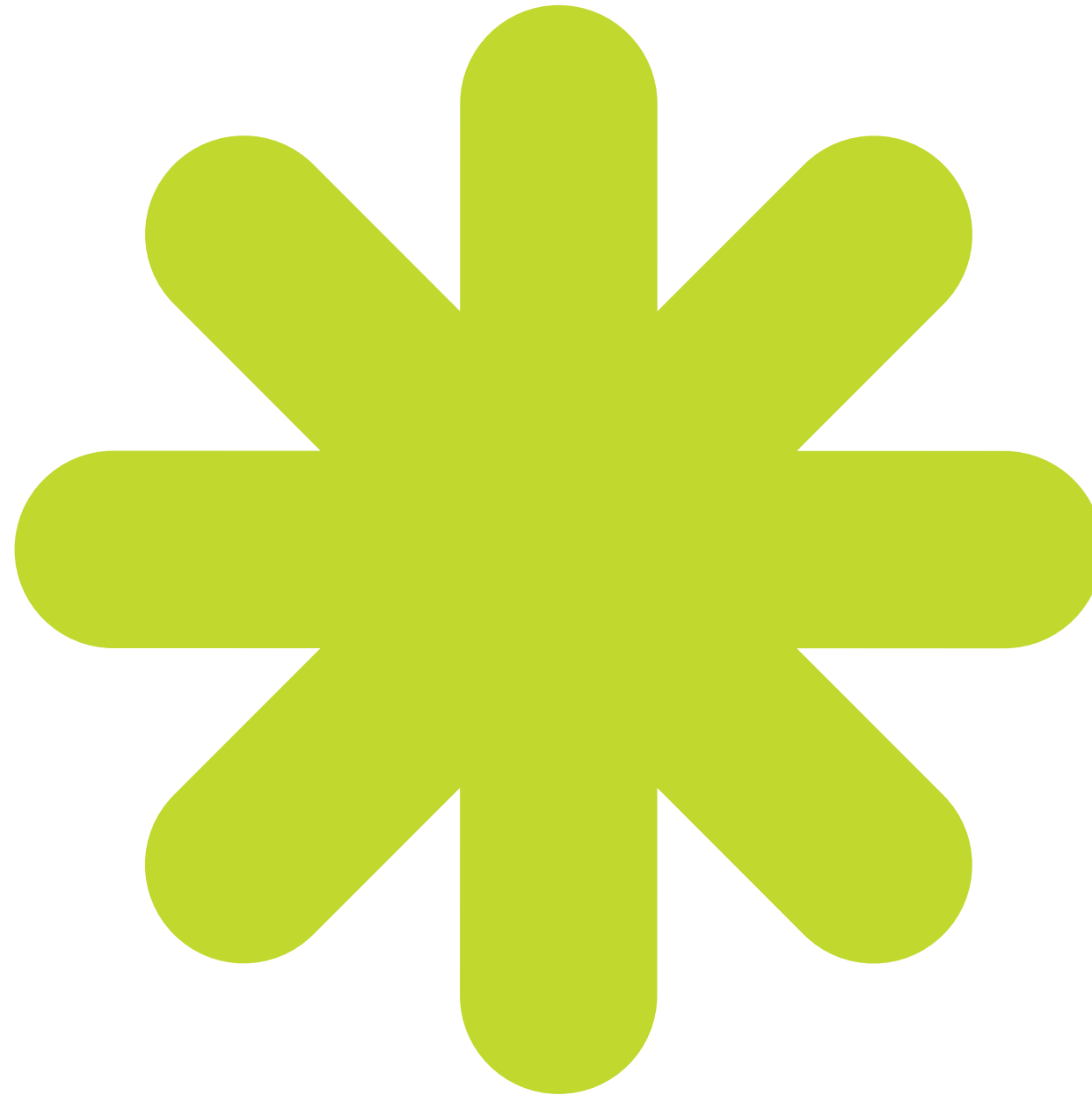
# The Asterisk brand identity

⌘ < ROI > ⌘ \*

Brandmark (wordmark & symbol)

asterisk\*

Brandmark (symbol)



# Colours



Pantone 3165

C 100  
M 0  
Y 30  
K 65



Pantone 382

C 30  
M 0  
Y 100  
K 0



# Typography

# FS Albert

Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
xyz1234567890

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
xyz1234567890

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
xyz1234567890

Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
xyz1234567890**

Extra Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
xyz1234567890**

CSS

Helvetica, Arial,  
Sans serif, Verdana...



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 experienced professional traders, assisted by the latest digital trading technology, a maximum security accounts and payments system 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 multi-lingual 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



Get support

## Twitter

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\*





$\phi < ROI > \phi$

asterISK\*

MAXIMISING RETURNS

Brandline

**MAXIMISING RETURNS**

Thank you

ANDREW SABATIER  
BRAND IDENTITY DESIGNER