

PROJECTING OUR VOICE

Interim Brand Guidelines



Contents

0.00

Introduction	1.00
One Company, One Brand	1.01
Brand Story	2.00
Attributes	2.01
Positioning	2.02
Personality	2.03
Brand Elements	3.00
Logo	
One Brand, One Logo	3.01
Components, Sizes	3.02
Clear Space, Color Applications	3.03
Colors	3.04
Typefaces	
Rockwell (Display)	3.05
Avenir (General Use)	3.06
Arial (General Use)	3.07
Typographic Style: Branded Titles	3.08
Branded Imagery	3.11
Editorial Imagery	3.12
Contact: for Further Information	4.00

Introduction

1.00

The MF Global brand can become one of our most important assets.

It can embody who we are and what we value. It can express what we do that uniquely benefits all the audiences we touch and sets us apart from the competition. But only if we properly build and manage it.

This is an exciting moment for the MF Global brand, and for all of us as communicators. Much work has been done in recent months to clarify how we want to shape the MF Global reputation and strengthen its value in the market. And there is much more to do before all the aspects of our branded communications have been redefined. In the interim, this document provides us all with a first guide to the new visual and verbal tools we will be using to ensure our brand more powerfully supports and furthers our business goals.

Introduction: One Company, One Brand

1.01

“We as individuals and product teams must collectively work toward something greater than any one of us—one group of us—can deliver alone. Siloed efforts must be a concept of the past. By clearly defining a one-firm strategy, we can begin to work more cohesively to create a business proposition that changes our competitive and performance dynamics.”

—Jon Corzine
February 3, 2011

As MF Global's structure and offerings shift to take advantage of new opportunities, we will focus on promoting one strong brand to market our united organization, capabilities, and products and services. Not only does this one-brand strategy mirror our one-firm strategy and support our efforts to build a collaborative culture, but it will also help us best focus our global communications efforts by ensuring that the full breadth and value of our expanding products and services are always associated with the MF Global brand.



STORY PERSONALITY ELEMENTS

Having a great brand is not just about being well-known. It's about being known for something we do well relative to our competitors that is of importance to our clients. As we begin to build a greater presence in the marketplace, it is essential that we all have the same understanding of what we want to communicate about our company, and that we are all working from the same playbook.

Brand Story: Attributes

2.01

We provide thought-leading insights

We possess a deep understanding of our clients' needs

We display a genuine enthusiasm for the markets

Through deep research with our clients and prospective clients, we have defined three key attributes to provide the foundation for our brand positioning and personality. These three attributes represent the intersection of the areas where we have or are building competitive advantage and those that are highly valued by the clients we want to serve. Becoming known for these attributes is how we will separate ourselves from the pack.

RELENTLESS INTELLIGENCE

In today's rapidly changing markets, the surest path to your objective requires sharp instincts and skillful navigation.

The MF Global team of seasoned experts applies artful insights and execution in the global cash and derivatives markets to ensure you see—and take advantage of—risks and opportunities, strategically positioning you to benefit from every market shift.

Knowing where to be and when to be there—before everyone else does. That's what it's all about for our clients. Figuring it out for them is our business. We draw on our street smarts, our relationship-building skills, and our love of a tough challenge. And we don't stop. Our drive to help our clients succeed is unending.

We have named our brand positioning concept "**Relentless Intelligence.**" It's a concept that concentrates all three of our attributes into one big, powerful idea, and defines the specific and unique value MF Global delivers to all our clients. The accompanying statement expands the narrative, clearly connecting what we do to our clients' goals.

The content of all our communications should reflect the unique messages in our positioning.

Brand Story: Personality

2.03

Throughout our long history it's been our mission to stay one step ahead of our clients' needs. We are never satisfied. We are always searching for solutions. We are constantly attentive. We're always ready to roll up our sleeves and do what it takes to make certain our clients are prepared for the challenges and opportunities that come their way.

VIGILANT
ASTUTE
PASSIONATE

The knowledge we have is hard-earned, honed by lifelong practice of our craft and fed by an instinctive need to stay at the forefront of our industry. It's not something found trapped deep in the pages of a leather-bound book. It's real, practical, and actionable.

The work we do is not a job. It's a calling. We wake up every day ready for the chase, inspired by our client's victories. Driven by a true love for what we do and for our clients' success.

Our brand personality has been defined as "Astute, Vigilant, and Passionate." Each of these traits is derived directly from one of our brand attributes, and defines the specific and unique way MF Global acts towards all our clients—and each other. Simply put, if our positioning statement is about "what" we deliver, then our personality traits are about "how" we deliver.

The tone of all our communications should reflect the unique energy of our personality.

Brand Elements

3.00

The proper and consistent use of the MF Global brand elements is crucial to the communication of our brand story. This section presents the core brand elements (logo, colors, type, imagery) and establishes the basic stylistic criteria for their application.

Note: A comprehensive document is currently being developed to expand upon these interim guidelines, and will provide standards for print collateral, corporate communications, interactive media, etc.

Please contact Corporate Marketing (brand@mfglobal.com) with any questions regarding marketing, branding or brand artwork.

Brand Elements: One Brand, One Logo

3.01



The MF Global Logo should always stand alone. No modifiers (additional words or descriptors) should be affixed to the logo.

Do not create proprietary names or logos for products, services, and lines of business.

Co-brands: Within the global brand portfolio, MF Global has negotiated specific co-branded business arrangements. How our brand manifests in these instances will be influenced by the terms of those specific agreements.

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The MF Global Logo is the most prominent and most important element in our brand visual system. It introduces two of the system's essential typographic components:

- Shifted alignment (seen in the split level baseline), and
- contrasting elements with edges touching (seen in the MF Global monogram).

These features lend our brand an efficiently dynamic quality, and are further developed in our typographic style (*see pages 3.08–3.10*).

Our logo consists of the MF Global logotype and the registered trademark. Do not use the logotype in communications or collateral without the registered trademark. The registered trademark may be eliminated for certain applications such as signage and business cards.

The proportion of MF Global logo elements and their relationship to one another may never be altered. Never attempt to re-create or mimic the logo or any logo elements.

Minimum sizes for print



Minimum sizes for screen



Use only master artwork files provided by Corporate Marketing (brand@mfglobal.com).



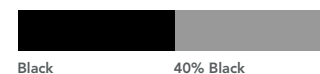
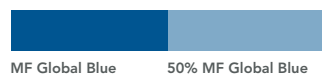
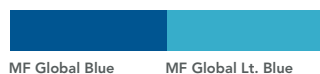
The minimum clear space ensures optimum staging and visual impact of the **MF Global logo**; it is equal to $1/2 M$ (M being the height of the MF Global monogram) around all sides of the MF Global logotype. *No other graphic element, i.e. type, texture, pattern, or image, is to appear within the clear space.*

The 2-color version of the MF Global logo (bottom left) is required for all digital and broadcast applications, as well as all process print applications; it is rendered in the primary MF Global corporate colors of MF Global Blue and MF Global Light Blue. In the case of one- or two-color printed items the logo may be printed in a MF Global Blue or black, with tint percentage as indicated (bottom center and bottom right) for the monogram *F*. **See page 3.04 for MF Global Primary and Secondary Color specifications.**

2-color (preferred)

1-color (MF Global Blue)

1-color (Black)



Do not render the MF Global monogram in a single solid color or using outlines. Use only master artwork files provided by Corporate Marketing (brand@mfglobal.com).

Brand Elements: Colors

Primary



MF Global Blue	MF Global Lt. Blue
PANTONE 301	PANTONE 7459
C100 M72 Y16 K3	C70 M12 Y16 K0
R0 G85 B145	R55 G173 B202
#005591	#37ADCA

Secondary



MF Global Green	MF Global Lt. Green
PANTONE 575	PANTONE 369
C48 M0 Y100 K53	C59 M0 Y100 K7
R75 G114 B29	R108 G179 B63
#A2721D	#6CB33F



MF Global Cl. Gray	MF Global Lt. Cl. Gray
PANTONE 432	PANTONE 430
C23 M2 Y0 K77	C5 M0 Y0 K45
R69 G85 B96	R148 G156 B161
#455560	#949CA1



MF Global Gold	MF Global Lt. Gold
PANTONE 133	PANTONE 457
C0 M20 Y100 K56	C0 M15 Y100 K28
R136 G109 B0	R194 G162 B4
#886D00	#C2A204



MF Global Wm. Gray	MF Global Lt. Wm. Gray
PANTONE WGray 11	PANTONE WGray 8
C0 M17 Y34 K62	C0 M9 Y16 K43
R124 G106 B85	R162 G149 B138
#7C6A55	#A2958A



MF Global Purple	MF Global Lt. Purple
PANTONE 259	PANTONE 2582
C55 M100 Y0 K15	C57 M0 Y6 K13
R120 G29 B126	R149 G97 B168
#781D7E	#9561A8

MF Global Blue and MF Global Light Blue are our primary corporate colors; together they convey our day-to-night tireless vigilance and relentless drive on behalf of our clients. This theme is extended through the secondary palette, which consists of light and dark pairs for each hue.

White, while not represented in our color palette, is the most important color after our primary corporate colors. It is the stage against which all the other elements in our visual system are arranged, providing them with dynamic presence through contrast, clarity and definition. See pages 3.09 and 3.11.

BRANDED TITLE: ROCKWELL

EXTRA BOLD

Headline: Rockwell Bold

Headline: Rockwell Bold

Callout text: Rockwell Bold, Regular.
Sit amet, consectetuer adipiscing elit,
sed diam nonummy nibh euismod
incididunt ut laoreet dolore. Magna wisi
volutpat enim ad diam minim veniam, quis
nostrud exerci tation ullamcor magna
enimut wisi enim ad minim veniam.

Rockwell is our display typeface; intended for a narrow but very visible range of use within the MF Global visual brand system, Rockwell helps differentiate us within our sector. It evokes urgency as well as substance and craftsmanship.

We use only three fonts in the Rockwell family:

Rockwell Extra Bold is used exclusively for our **branded titles** (see pages 3.08–3.10) and **stacked supertext** (see pages 2.00, 2.03). Rockwell Extra Bold always appears in all caps; all other uses of Rockwell require upper and lower case.

Rockwell Bold and Rockwell Regular may be used in a head/subhead hierarchy within collateral and mid-tier web pages, as well as for large callout text.

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890!?\$&*

Rockwell Extra Bold

ABCDEFGHIJKLMnopqrstuvwxyz 1234567890!?\$&*

Rockwell Bold

ABCDEFGHIJKLMnopqrstuvwxyz 1234567890!?\$&*

Rockwell Regular

Body text: Avenir Black, Heavy, Roman, Oblique. Sit amet, consectetur adipiscing elit. *Ut wisi enim ad minim veniam, quis nostrud exercitation ullamcorper esse molestie suscipit lobor tis nisl ut aliquip commodo. Esse molestie, illum dolore eu feugiat.*

Headline: Avenir Heavy, Black

Headline: Avenir Heavy, Black

Callout text: Avenir Black, Black Oblique.
Sit amet, consectetur adipiscing elit, ullamcor nibh. Ut wisi enim ad diam minim veniam, quis nostrud exercitation ullamcor per esse euismod molestie.

Caption text: Avenir Heavy, Heavy Oblique.
Lorem ipsum dolor sit amet, con tetuer elit adipiscing, sed diam nonummy nibh euismo tincidunt ut laoreet dolore magna aliquam erat volutpat. *Ut wisi enim minim veniam.*

Avenir is our general use typeface family. It boasts a robust range of weights which will satisfy all of MF Global’s typographic needs. A highly legible sans serif, its proportions complement those of our Rockwell fonts to provide a cohesive and coherent typographic system for our communications.

Avenir may be used for a full breadth of specialized text, from top tier headers to callouts and captions. It is available in the six weights shown below left, in roman and oblique cuts.

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890!?\$&*

Avenir Black, Black Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890!?\$&*

Avenir Heavy, Heavy Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890!?\$&*

Avenir Medium, Medium Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890!?\$&*

Avenir Roman, Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890!?\$&*

Avenir Book, Book Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890!?\$&*

Avenir Light, Light Oblique

Body text: Arial Black, Bold, Bold Italic, Regular, Italic.
Sit amet, consectetur adipiscing wisi enim ad minim veniam, quis nostrud exercitation ullamcorper esse tis molestie suscipit lobor nisl ut aliquip commodo. *Esse molestie, illum dolore eu feugiat.*

Headline: Arial Heavy, Black

Headline: Arial Heavy, Black

Callout text: Arial Bold, Bold Italic.
Sit amet, consectetur adipiscing elit, ullamcor nibh. *Ut wisi enim ad diam minim veniam, quis nostrud exercitation ullamcor per esse euismod molestie.*

Arial is our default typeface for general internal communications such as email, presentations and memos, as well as online text.

Caption text: Arial Bold, Bold Italic.
Lorem ipsum dolor sit amet, con tetuer elit adipiscing, sed diam nonummy nibh euismo tincidunt ut laoreet dolore magna aliquam erat volutpat. *Ut wisi enim minim veniam.*

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890!?\$&*

Arial Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890!?\$&*

Arial Bold, Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890!?\$&*

Arial Regular, Italic

**HONE YOUR
EDGE**

**EXPERTS IN THE
FIELD**

**DRIVEN BY
POWER**

MF Global's branded titles are the most conspicuous use of the Rockwell type family in our visual system. They are closely associated with the MF Global logo: in standard application they share the same colors (MF Global's corporate primary palette), and they echo the logotype's staggered configuration. The base of each line of type abuts the top edge of the next line, a detail which in turn echoes the *M* and *F* in our logo's monogram.

Branded titles evoke the personality traits of the MF Global brand (**see page 2.03**). The staggered type projects speed, momentum and the alignment of opportunities in global market shifts: a restless energy.



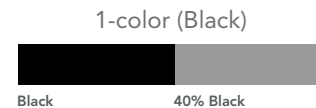
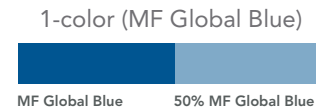
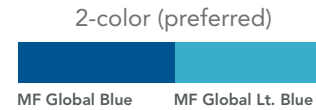
Branded titles represent controlled flexibility within the MF Global visual system. The relative horizontal positioning of the text and the length of the respective line of copy can be driven by overall format and layout.

There are only two options for text height proportion. The second line cap height must be either twice the height of the first line cap height, or three times the height of the first line cap height.

HONE YOUR
EDGE

HONE YOUR
EDGE

HONE YOUR
EDGE



The color requirements for the **MF Global branded titles** follow those of the MF Global logo. Use of our corporate primary colors is preferred, but one-color options are available in situations where print options are limited.

The color of the smaller first line of text always corresponds to that of the *M* in the MF Global monogram; the color of the larger second line of text always corresponds to that of the monogram *F*.

Brand Elements: Branded Imagery

3.11



Our branded imagery is perhaps the most distinct and proprietary of our visual elements. Concrete silhouette functions as a portal or window through which dynamic motion or evocative textures and montages can be glimpsed. The three examples shown here follow this same basic format yet provide a range of visual expression suitable for a variety of categories of communication:

- (far left) a businessman contemplates European currency;
- (top right) a saturated impression of urban energy, markets in motion;
- (below right) a businessman's portrait embodies a commodity, in a clear demonstration of the deep and comprehensive knowledge of markets and commodities that we provide our clients.

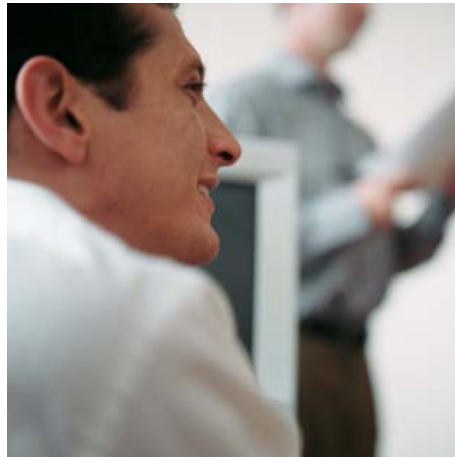
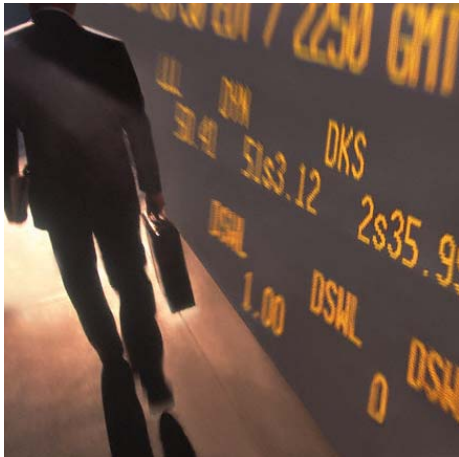


Note: A comprehensive document is currently being developed to expand upon these interim guidelines, and will provide information regarding the access and use of a proprietary MF Global Image Library.

Please contact Corporate Marketing (brand@mfglobal.com) with any questions regarding marketing, branding or brand artwork.

Brand Elements: Editorial Imagery

3.12



While not as proprietary as our branded imagery, our editorial images provide a perspective of the concrete world of business, markets, industries and global locales unique to MF Global. Crucial to this category is a sense of authentic documentation, of a kinetic moment captured: whether it represents a deal, an opportunity seen, a risk taken, or the essence of a particular locale, market or industry. Our editorial images must not seem static, posed or safe. Each image must evoke potential or momentum in its composition, texture or cropping.

Note: A comprehensive document is currently being developed to expand upon these interim guidelines, and will provide information regarding the access and use of a proprietary MF Global Image Library.

Please contact Corporate Marketing (brand@mfglobal.com) with any questions regarding marketing, branding or brand artwork.

Contact: for Further Information

4.00

Please contact Corporate Marketing at **brand@mfglobal.com** with any questions about these interim guidelines or the MF Global Brand.