

# Brand Guidelines Overview

The  
World  
eCommerce  
Exchange



Building Global Bridges.<sup>SM</sup>



## Message

The goal of our brand strategy is to convey the essence of The World eCommerce Exchange, (WeCX), in a clear and consistent voice that effectively describes the unique attributes of WeCX; the strength of the foundation upon which WeCX is built; and the distinct advantages that WeCX provides to its participants, its community, and the world.

We have developed brand guidelines after reviewing all aspects of our business—both our operations and our aspirations. Our partners, our associates, our consultants, and our executives have all contributed greatly to the development of this message.

Very truly yours,

James H. Tyson  
President and Chief Executive Officer  
The World eCommerce Exchange, Ltd.

Our opportunity lies in our ability to realize our vision of creating a global marketplace that minimizes, if not eliminates, traditional barriers to international trade. This global marketplace must be built and operate on a foundation comprised of our values and principles which we will use to establish our brand identity, develop a strategy for operating our business, and create a user-friendly system for communicating our brand strategy to our constituents. As we do this, we must remember:

- *We are not a traditional technology company. We are a legal technology company. We provide economic infrastructure to those that don't have it and those who don't care to use what they have.*

- *We eliminate barriers to international trade. We create new markets and new marketplaces. We try to bring a perfection to imperfect markets.*
- *We exist to provide value to our customers and create value for our shareholders.*

This document describes our mission, brand vision, brand values and principles, and system for brand identity. Please use these guidelines to help me communicate our unique abilities in the world. Together, we will succeed and realize our vision of creating a secure and trusted global marketplace that will make an important contribution to economic development around the world.

## Mission

Our mission is to build a trusted global marketplace on a foundation of legal, political and economic neutrality that will enable qualified participants to transact eCommerce in a secure, productive and efficient environment.

## Vision

WeCX will become the premier business-to-business enabler of international trade connecting companies in emerging markets to companies in developed markets, using a trustworthy, neutral, and secure e-commerce platform.

WeCX's dynamic, seller-focused gateway will provide an inviting transactional infrastructure through which market participants can securely trade goods and services in a private, legally-sound, politically and economically neutral environment. WeCX's unique approach to the marketplace actively promotes economic development and contributes to the global economy by creating new markets and rewarding marketplaces for our participants.

## Brand Values

To build a powerful and strong brand, we need to make sure our foundations are as strong as possible. That is why we've established clear values at the heart of our brand, guiding us all as WeCX employees. Our brand values help to build brand equity and distinguish WeCX in the marketplace.

WeCX is **equitable, responsible, and progressive**. In everything we do, we should live up to these brand values. But what do they mean in practice?

**Equitable** reflects our belief that global trade should be conducted without bias or prejudice. It should be impartial and just. Equitable symbolizes our natural sense of what is fair to all, and our reverence for each and every international market regardless of size, origin and history.

**Responsible** is characterized by our trustworthiness, integrity and requisite abilities and resources. It represents our unwavering dedication to serving our members, our shareholders and associates, and the communities in which we live and operate.

**Progressive** encompasses the continual pursuit of improving our core offer and services, and being committed to growth and progress as an organization, as individuals and as stewards of economic development in the global community.

## Exchange Principles

Our Brand Values are derived from the five basic principles that guide our actions and strategies:

**Neutrality** Our marketplace exists in a neutral jurisdiction that is committed to free, open markets in an established legal tradition that respects the rule of law.

**Integrity** Access to our marketplace is limited to well-qualified participants, and all the nature and content of all transactions are carefully managed.

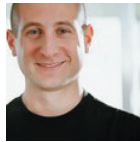
**Security** Our marketplace operates in a private and secure environment that optimizes efficient, productive ecommerce processes to the highest security and ethical standards.

**Trust** Because our marketplace is neutral, carefully managed, private, and secure, all participants are assured that it is a trustworthy forum for their transactions.

**Focus** Our marketplace is operated to create value for our participants and our shareholders. In all aspects of our operations, this focus is applied with total dedication to our social and business responsibilities.

## Brand Personality

Like people, brands have personalities all their own. WeCX is **inviting, universal, trustworthy, and smart.**



## Brand Identity

Presenting WeCX in a consistent and unified manner in all our communication—from advertising to promotional materials, from sales presentations to our web site, and everything in between—increases the impact of our brand messages.

The core elements of the WeCX brand identity are the **brand mark, color palette, typography, and photography**. They provide the framework and should be presented in a manner consistent with the WeCX brand personality.



## Brand Mark



The key identifying graphic element of the WeCX brand is the brand mark. It is comprised of the WeCX signature, logo, and brand positioning line, "Building Global Bridges".

## Colors



WeCX Grey is the color of business, and of doing business. It is the color of security.

PMS Cool Grey 9 / C0 M1 Y0 K50



WeCX Blue is the color of the oceans and the sky, the great connectors of the world, it's people, and it's commerce.

PMS 307 C / PMS 144 U / C0 M1 Y0 K50



WeCX Orange is the color of the morning sun, the beginning of the day, the dawning of a new era.

PMS 144 C / PMS 144 U / C0 M1 Y0 K50

The WeCX colors are distinctive and inherent to the brand. They should be used dominantly in our communication to build strong recognition and ownership.

## Typography

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567

ITC Stone Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567

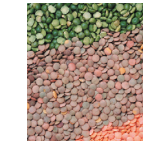
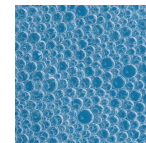
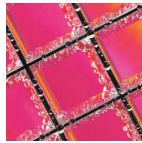
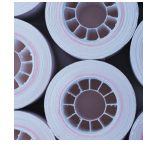
ITC Stone Serif

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567

ITC Stone Informal

WeCX typography utilizes the ITC Stone family of fonts. The font family has been chosen for its modern, humane character and legibility. The ITC Stone family of fonts should be used on all WeCX messages to communicate clearly and effectively with confidence.

## Photography



WeCX photography depicts diverse people, diverse goods, and bridges that connect them. People photographs reflect our brand personality: inviting, universal, trustworthy, and smart. Abstract photos of goods illustrate a diverse range of items traded through WeCX and provide color and texture to layouts. Bridges are used as a metaphor for connecting people and support the WeCX brand positioning line—Building Global Bridges.