

# LSEG Partner / Co-branding Guidelines

2023



**LSEG**



# About this document

LSEG partners with the world's leading financial data, news, solutions and technology providers.

This guidelines outlines co-branding arrangements for our partners in the [LSEG Data & Analytics](#), [LSEG FX](#), and [LSEG Risk Intelligence businesses](#).

Formerly the [Refinitiv](#) and [Thomson Reuters Financial & Risk](#) business.

# LSEG and its businesses

LSEG is a leading global financial markets infrastructure and data provider. We play a vital social and economic role in the world's financial system.



With our open approach, trusted expertise and global scale, we enable the sustainable growth and stability of our customers and their communities. We are leaders in data and analytics; capital formation and trade execution; and clearing and risk management.

# Citations and attributions guidelines

We have specific guidance for three categories of citation.

When citing something outside of these categories, use your best judgment to stay in line with our objectives.

## PEOPLE

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General LSEG personnel citation is handled from a company level.

John Smith from LSEG

## BUSINESS AND COMPANY

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If coming from a business level source.

Source: LSEG Data & Analytics  
In partnership with: LSEG FX  
In collaboration with: LSEG Risk Intelligence

## PRODUCT SPECIFIC DATASETS

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If data is coming from a specific LSEG product.

Source: LSEG Workspace

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If there's a need to cite specific business level.

John Smith, product manager from LSEG FX

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If coming from a cross-propositional or company level source/s.

Sponsored by: LSEG

\*Contents in blue are example verbiage only based on the guidelines. Use the most applicable attribution based on the engagement.

# Our logo

Our partnership is represented from the LSEG / company level. This is applicable for the LSEG Data & Analytics, LSEG FX, and LSEG Risk Intelligence businesses only. We use the standard LSEG logo on clear/white background. We also have the reversed logo for textured/photographic and coloured backgrounds.

PRIMARY LOGO



REVERSED LOGO





# Our logo

In rare instances of limited horizontal space, a stacked version is used to maximise visibility.



# LSEG



# Co-branding options

The logos should be placed closer together when the communication piece in question has limited space.

Horizontal

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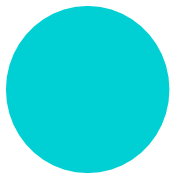
Co-BrandLogo



Stacked/Vertical

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Co-BrandLogo



# Co-branding options

The logos should be placed closer together when the communication piece in question has limited space.

Main heading here  
two lines max

Subheading here one line max



**Speaker Name**  
Job title, Company



**LSEG** | Co-BrandLogo





# Co-branding options

The logos can be set further apart when the communication piece in question has more space.

Horizontal

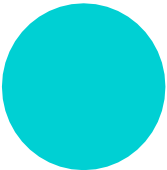
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Co-BrandLogo



Stacked/Vertical

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Co-BrandLogo



# Co-branding options

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two lines max

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**Speaker Name**  
Job title, Company



Co-BrandLogo

For any brand questions and marketing enquiries, you may email our team at [brand@lseg.com](mailto:brand@lseg.com)