



BRAND GUIDEBOOK  
FOR PARTNERS

WHAT IS THIS GUIDEBOOK FOR?

## **Here you'll find guidance on the usage of the B3 brand.**

This guidebook was created to provide guidelines for partners on the application of B3's brand elements. It reaches beyond the brand's visual elements, encompassing writing, references, and mentions as well.

Its goal is to present in a clear and instructive way the correct use of B3's names, seals, indexes, and logos.

This is relevant not only for building an increasingly lasting and solid market, but also for reinforcing the brand's compromise with providing correct information and always showing the credibility of the market in which we act.

ABOUT B3

**We are B3, Brazil's stock exchange.**

**The company that connects and  
develops the financial and capital  
markets in the country.**

We are proud of being an impartial and trustworthy partner. We tirelessly seek to achieve efficiency and security in each one of our operations. This is how we put our cause into practice, every day.

**We endeavor to connect, develop, and enable the financial and capital markets. Together with our clients and society, we aim to boost the growth of Brazil.**

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This is an interactive guidebook.

You can click on topics of this table of contents to go straight to the desired page. Throughout this guidebook you will find other clickable links marked in **bold underlined** text.

# I. THE BRAND

## The name B3

When the name “B3” is mentioned in texts, the guidelines below must be followed:

1

Always write B3 in capital letters.

2

Do not use space between the B and the 3.

3

Do not use brackets nor try to simulate the logo in texts.

4

Always use the name B3 when referring to the Brazilian stock exchange.

USE IN TEXTS:

**Know more about  
B3, the Brazilian  
stock exchange.**

# The name B3

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INSTEAD OF...



**The Brazilian exchange **b3** gained new investors.**

---

02/14/2020 5:01 a.m. Updated 5 days ago.

...ALWAYS USE



**The brazilian exchange **B3** gained new investors.**

---

02/14/2020 5:01 a.m. Updated 5 days ago.

EXAMPLES MERELY ILLUSTRATIVE.

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INSTEAD OF...



**In this article you will understand how operations work at [B]<sup>3</sup>.**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam nec scelerisque ipsum. Morbi at aliquam purus. Phasellus sit amet neque vitae velit tempor semper ut id magna. Donec elementum eget velit ornare convallis. Fusce id erat nisl. In auctor purus lacus, sed tincidunt leo commodo ac.

02/14/2020 5:01 a.m. Updated 5 days ago.

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Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam nec scelerisque ipsum. Morbi at aliquam purus. Phasellus sit amet neque vitae velit tempor semper ut id magna. Donec elementum eget velit ornare convallis. Fusce id erat nisl. In auctor purus lacus, sed tincidunt leo commodo ac.

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INSTEAD OF...



Know which companies take part in the main **BMF&Bovespa** index.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam nec scelerisque ipsum. Morbi at aliquam purus. Phasellus sit amet neque vitae velit tempor semper ut id magna. Donec elementum eget velit ornare convallis.

Font: **BMF&Bovespa**

EXAMPLES MERELY ILLUSTRATIVE.

...ALWAYS USE



Know which companies take part in the main **B3** index.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam nec scelerisque ipsum. Morbi at aliquam purus. Phasellus sit amet neque vitae velit tempor semper ut id magna. Donec elementum eget velit ornare convallis.

Font: **B3**

# The B3 logo

When using the B3 logo, the guidelines below must be followed:

- 1

Always use the logos available for download at B3 website.
- 2

Make sure the logo stands out in the background.
- 3

Make sure the “B” and the “3” are of a readable size.
- 4

Always put a space between the logo and other elements.
- 5

Do not use another logo when referring to Brazil’s stock exchange.

PREFERRED VERSION:



RESTRICTED USE VERSION:



# The B3 logo

When using the B3 logo, the guidelines below must be followed:

- 1

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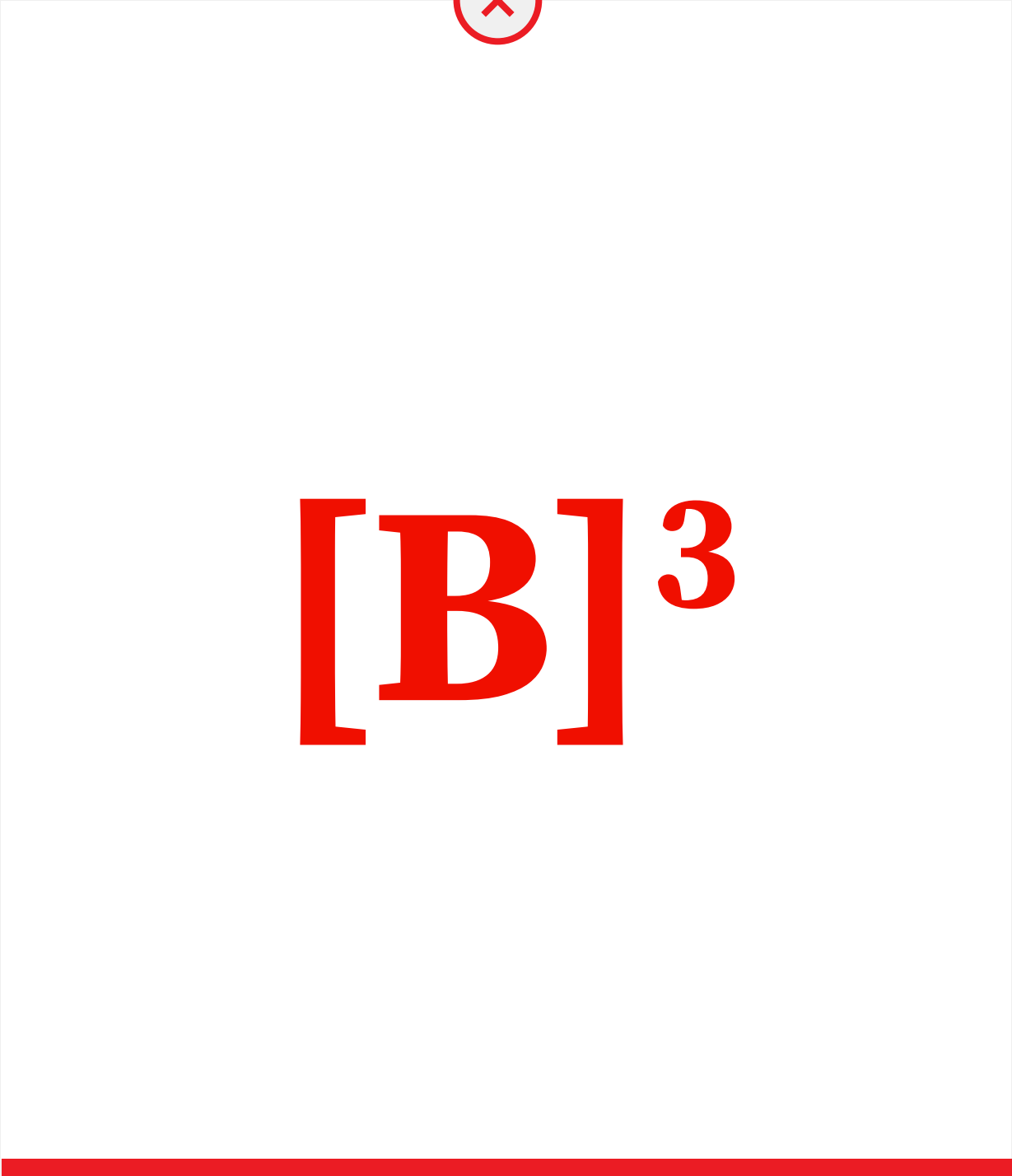
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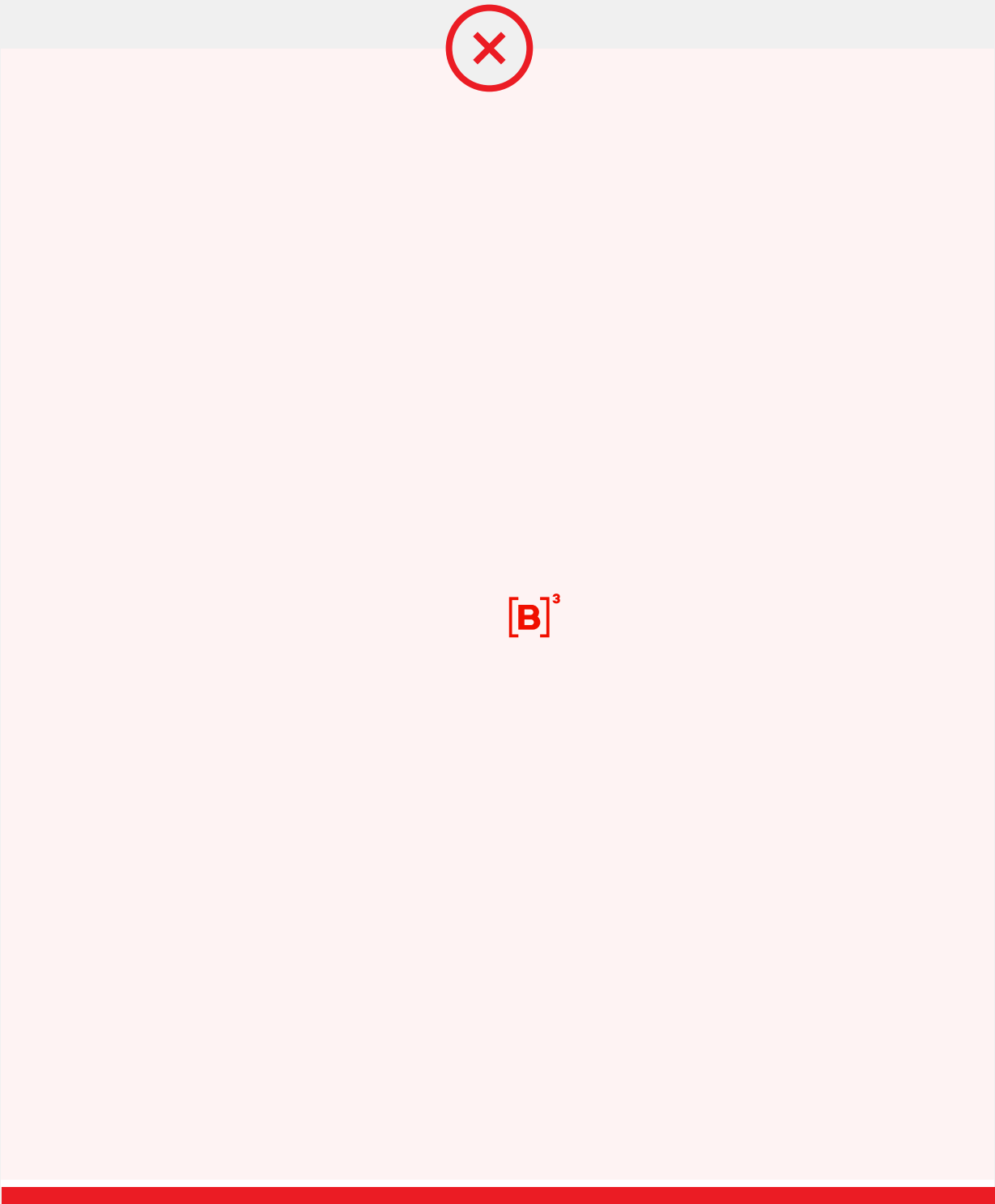
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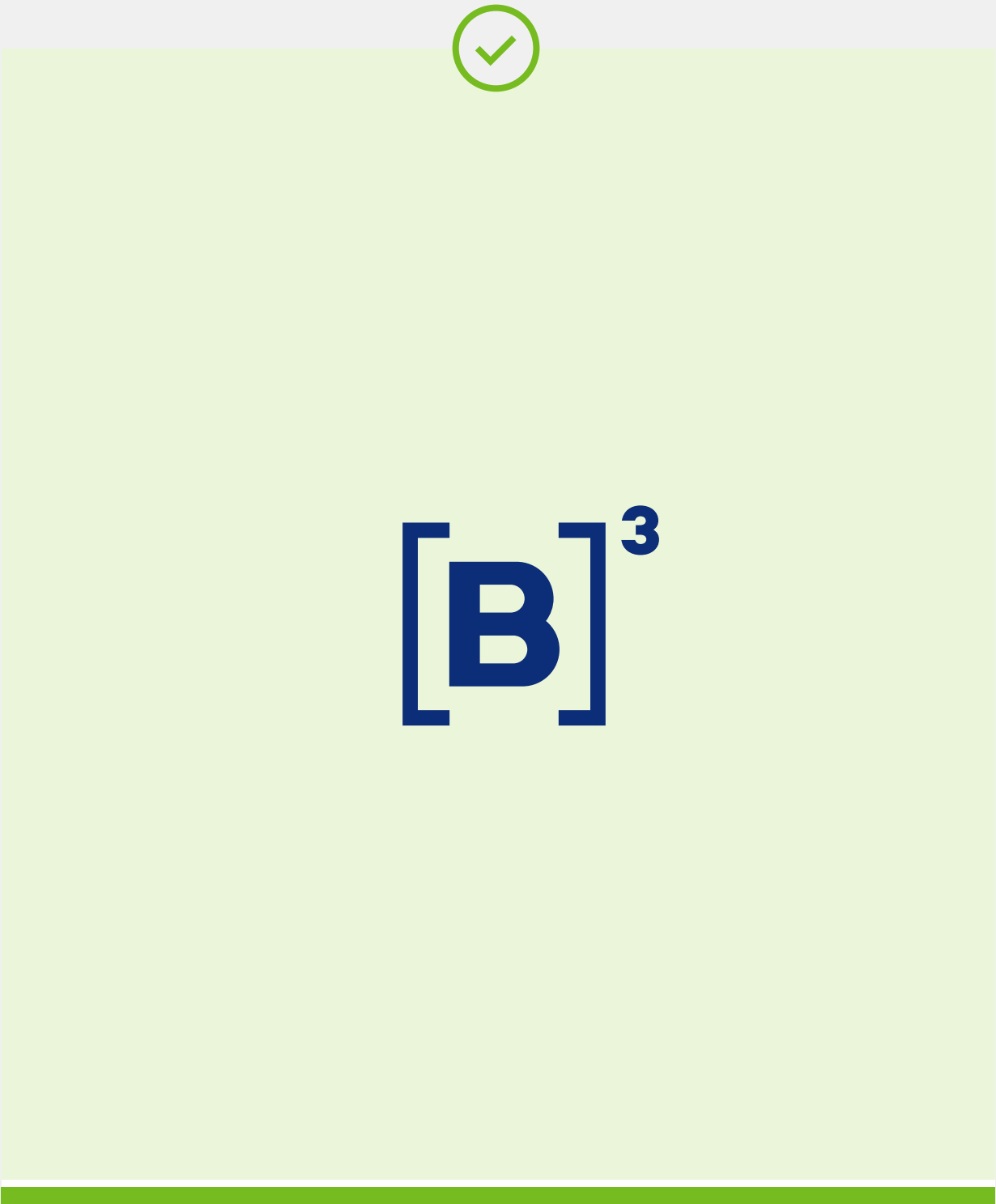
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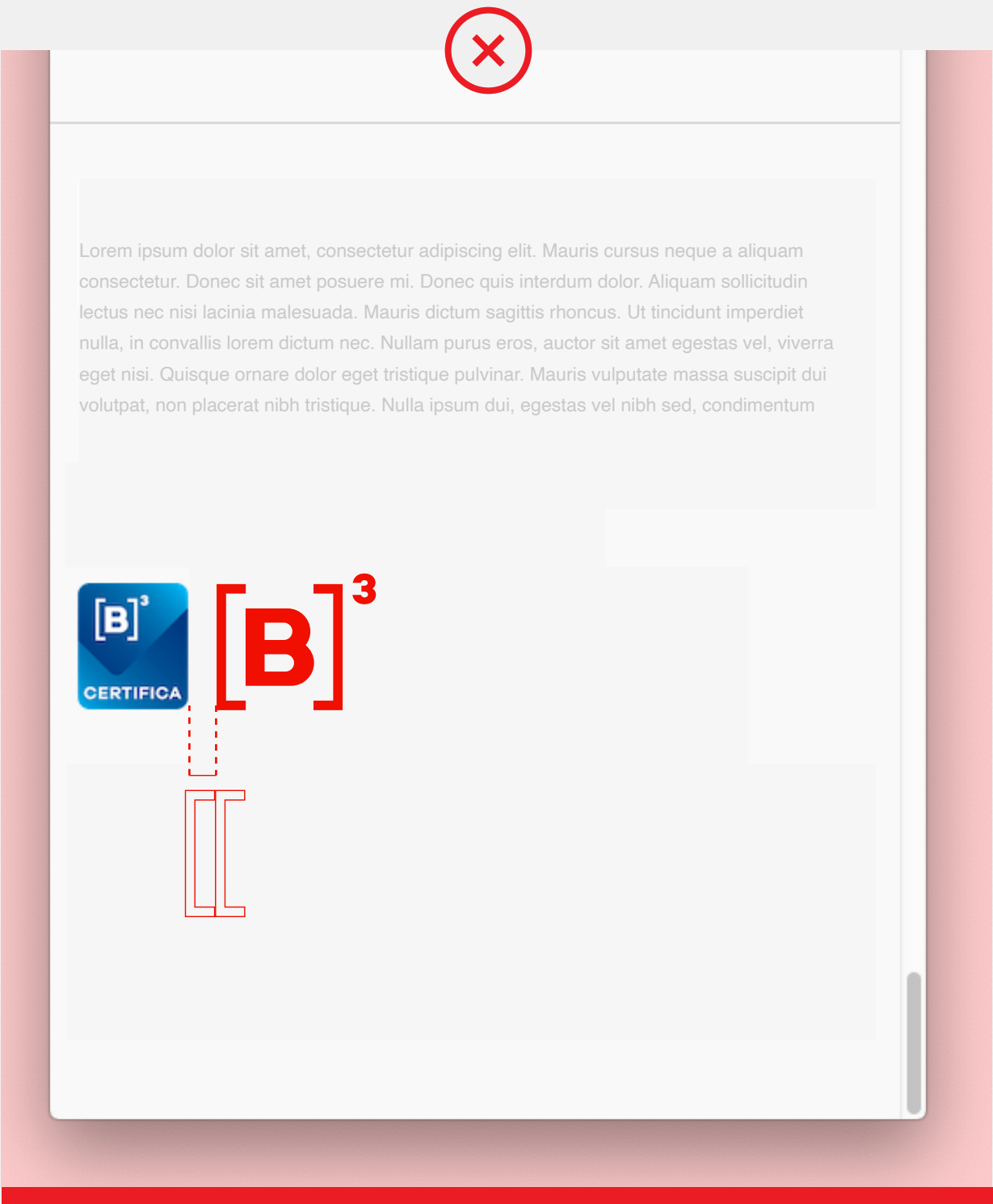
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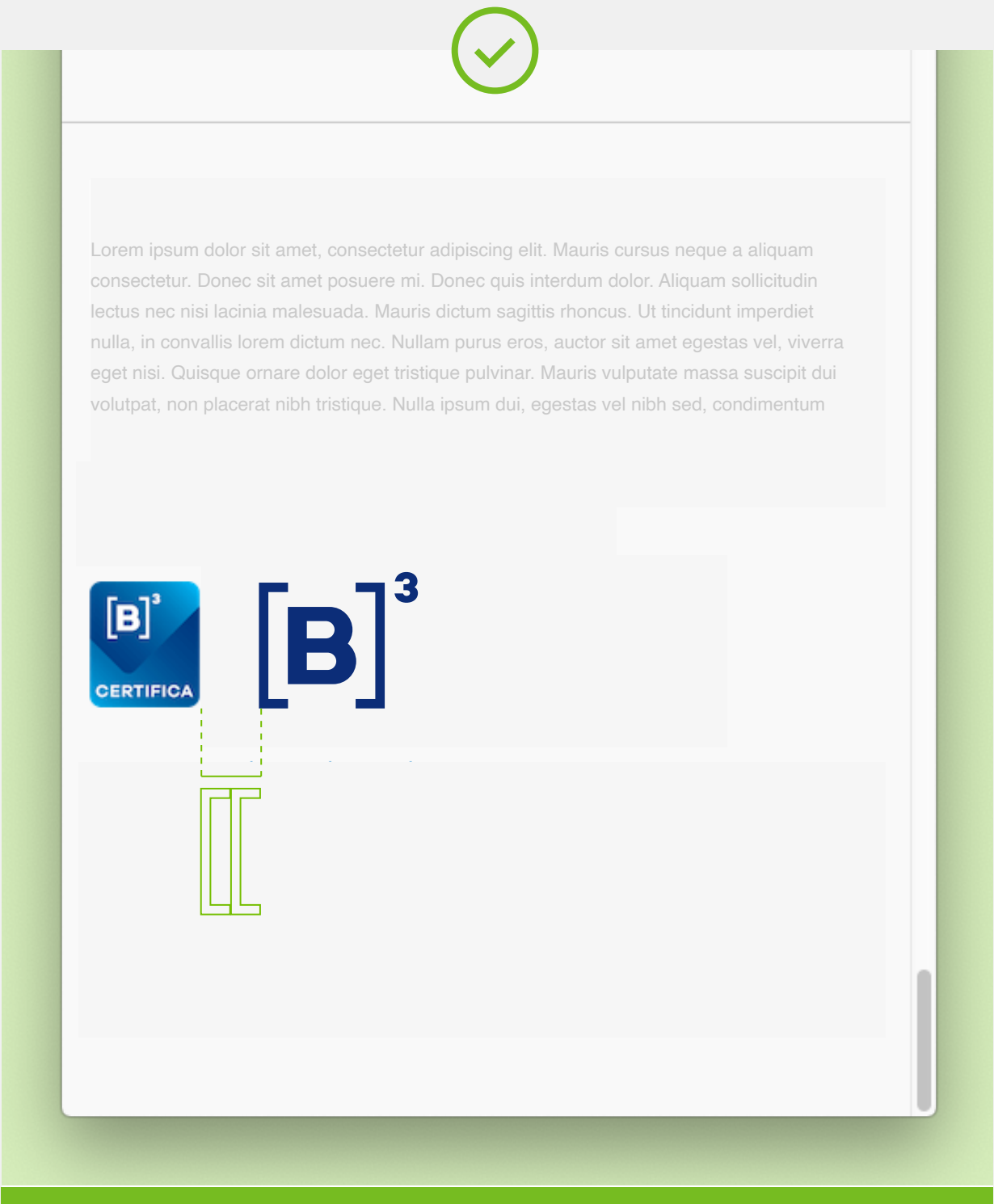
Do not use another logo when referring to Brazil’s stock exchange.

INSTEAD OF...



EXAMPLES MERELY ILLUSTRATIVE.

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Access the [brand center](#) for downloading the quick reference brand guide and B3’s logo.



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INSTEAD OF...

i

instaexample


Bovespa

...

Favorable global conditions with lower trade tension drive market uptrends.

BM&FBOVESPA

A Nova Bolsa



EXAMPLES MERELY ILLUSTRATIVE.

...ALWAYS USE

i

instaexample


B3

...

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[B]<sup>3</sup>

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# In texts

When mentioning B3 in texts, the guidelines below must be followed:

- 1

Mention B3's national scope.
- 2

When there is a restriction of characters, use "Brazil's stock exchange".
- 3


The use of "Brazil's" instead of "Brazilian" is allowed, if necessary.

## PREFERRED USE

Brazilian exchange  
and OTC

## RESTRICTED CHARACTERS USE

Brazil's stock exchange

Another variation: **"Brazil's"** can be replaced by **"Brazilian"**. 

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INSTEAD OF...



## The Brazilian context

B3, **Sao Paulo's stock exchange and OTC**, celebrates 129 years of its foundation.

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EXAMPLES MERELY ILLUSTRATIVE.

...ALWAYS USE



## The Brazilian context

B3, the **Brazilian stock exchange and OTC**, celebrates 129 years of its foundation.

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INSTEAD OF...



**Carlos Invest**  
@carlosinvest

Unlike other places, in **Sao Paulo's stock exchange** operations are limited in many ways so that trade price impacts are controlled avoiding manipulation and abuse.

7,972 RETWEETS

7,360 LIKES









EXAMPLES MERELY ILLUSTRATIVE.

...ALWAYS USE



**Carlos Invest**  
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Unlike other countries, **Brazil's stock exchange** operations are limited in many ways so that trade price impacts are controlled avoiding manipulation and abuse.

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# In texts

When mentioning B3 in texts, the guidelines below must be followed:

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Mention B3’s national scope.

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When there is a restriction of characters, use “Brazil’s stock exchange”.

3

The use of “Brazil’s” instead of “Brazilian” is allowed, if necessary.

WE CAN USE...

✓

National market

All about our market. Know more about the **Brazilian stock exchange**.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam nec scelerisque ipsum. Morbi at aliquam purus. Phasellus sit amet neque vitae velit tempor semper ut id magna. Donec elementum eget velit ornare convallis. Fusce id erat nisl. In auctor purus lacus, sed tincidunt leo commodo ac.

EXAMPLES MERELY ILLUSTRATIVE.

...ALSO

✓

National market

All about our market. Know more about **Brazil’s stock exchange**.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam nec scelerisque ipsum. Morbi at aliquam purus. Phasellus sit amet neque vitae velit tempor semper ut id magna. Donec elementum eget velit ornare convallis. Fusce id erat nisl. In auctor purus lacus, sed tincidunt leo commodo ac.

# II. BUSINESS

## II. BUSINESS

# IBOVESPA B3 AND OTHER INDEXES

# Indexes: Visual resources

As our brand evolved, our indexes evolved as well, in the way we write their names and how we represent them visually.

To the right, please see some **visual resources that shouldn't be used anymore:**



**How to request these visual representations?**

**For listed companies:** contact the issuers team.  
**For other partners:** contact the brand team.

<div>⊗</div> <div><b>IBOVESPA</b> </div>	<div>⊙</div> <div><b>IBOVESPA B3</b></div>
<div><small>Índice de Sustentabilidade Empresarial</small> <b>ISE</b> </div>	<div><b>ISE B3</b></div>
<div><small>Índice de Depósitos Interfinanceiros</small> <b>IDI</b></div>	<div><b>DI B3</b></div>
<div><small>Índice de Fundos de Investimentos Imobiliários</small> <b>IFIX</b></div>	<div><b>IFIX B3</b></div>
<div><small>Índice Brasil 50</small> <b>IBRX 50</b></div>	<div><b>IBRX B3</b></div>

# Indexes: Use in texts

As our brand evolved, our indexes evolved as well, in the way we write their names and how we represent them visually.

To the right, please see some **names we will use from now on:**

<div></div> <div>Ibovespa</div>	<div></div> <div>Ibovespa B3</div>
Corporate Sustainability Index	ISE B3
Interbank Deposit Index	DI B3
Real Estate Investment Fund Index	IFIX B3
Brazil Index	IBRX B3



# About B3's main indexes

To the right, a brief description of our main indexes. Knowing them may help when building content.

## IBOVESPA B3

**Ibovespa B3** is the main performance indicator of the stocks traded in B3 and lists major companies in the Brazilian capital market.

## ISE B3

**ISE B3** is the indicator that measures the average performance of a company's asset prices, with a recognized commitment to corporate responsibility.

## DI B3

**DI B3** index is calculated based on fixed interbank deposit transactions. It refers to transactions settled within one business day, being the weighted average of the interest rates applied.

## IFIX B3

**IFIX B3** is the indicator that measures the average performance of exchange-traded and OTC-traded real estate funds admitted for trading on the stock exchange or the organized over-the-counter market operated by B3.

## IBRX B3

**IBRX B3** is the indicator that measures the average stock performance tracking changes in the prices of the most actively traded and best representative stocks of the Brazilian stock market.

# Ibovespa B3

When mentioning Ibovespa B3, the guidelines below must be followed:

1

Always use the index visual representation that is currently being used.

The use of Ibovespa B3 seal is restricted to companies which are part of B3's portfolio of licensed products.

2

In texts, always write "Ibovespa B3", respecting the correct use of spaces as well as upper and lowercase.

## VISUAL RESOURCE

# IBOVESPA B3



The use of Ibovespa B3 seal is mainly restricted to companies which are part of B3's portfolio of licensed products, with few exceptions.

## USE IN TEXTS

The **Ibovespa B3** is the main performance indicator of the stocks traded in Brazil's stock exchange.

# Ibovespa B3

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INSTEAD OF...



...ALWAYS USE



MERELY ILLUSTRATIVE EXAMPLES.

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INSTEAD OF...



**IBOVESPA** rises 3%  
and, with the market’s  
recuperation, the  
dollar falls 1%

Know more about the uptrend

02/14/2020 5:01 a.m. Updated 5 days ago.

...ALWAYS USE



**Ibovespa B3** rises 3%  
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dollar falls 1%

Know more about the uptrend

02/14/2020 5:01 a.m. Updated 5 days ago.

MERELY ILLUSTRATIVE EXAMPLES.

# Other indexes

When mentioning other indexes, the guidelines below must be followed:

1

Always use the index seals provided by B3.

The use of index seals is restricted to companies which are part of B3's portfolio of licensed products.

2

In texts, write just the index name in uppercase letters, followed by a space and B3's name.

3

The use of a support phrase explaining the index is allowed, but it shouldn't be the literal translation of the index's name abbreviation.

## VISUAL RESOURCE (EXAMPLE)

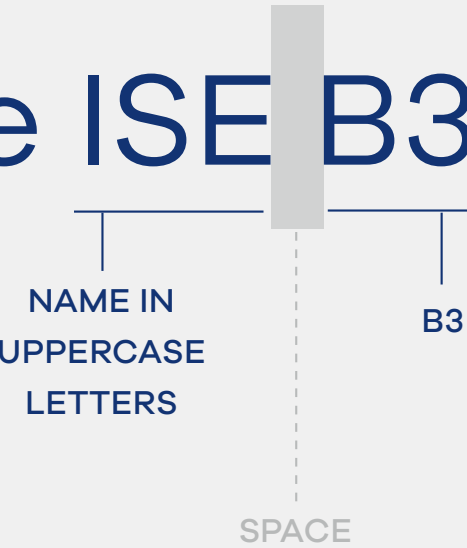
ISE B3



The use of Ibovespa B3 seal is restricted to companies which are part of B3's portfolio of licensed products.

## USE IN TEXTS (EXAMPLE)

Know more about the ISE B3



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INSTEAD OF...

✗

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*Índice de Fundos de Investimentos Imobiliários* **IFIX**

[B3](#) • [BSM](#) • [CVM](#) • [Correspondentes](#)

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...ALWAYS USE

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**IFIX B3**

[B3](#) • [BSM](#) • [CVM](#) • [Correspondentes](#)

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© NONO INVEST 2020

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INSTEAD OF...



B3 released the **Corporate Sustainability Index (ISE)** constituent this Friday.

Know more

02/14/2020 5:01 a.m. Updated 5 days ago.

MERELY ILLUSTRATIVE EXAMPLES.

...ALWAYS USE



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Know more

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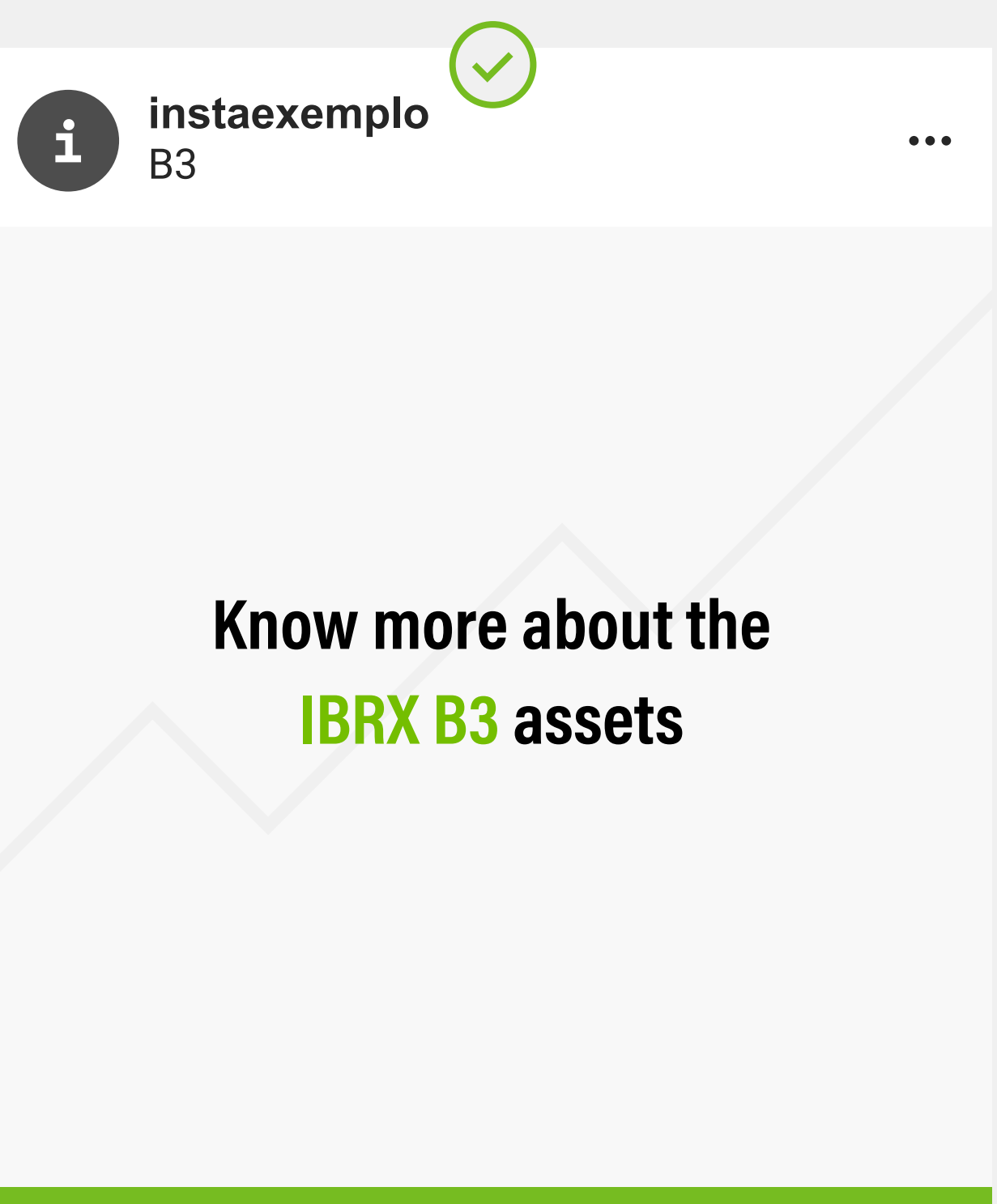
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INSTEAD OF...



MERELY ILLUSTRATIVE EXAMPLES.

...ALWAYS USE





## II. BUSINESS

# SEALS

# Company seals

## VISUAL RESOURCES

It's important to always use B3's most up to date seals.

As our brand evolved, our seals were updated or replaced.

To the right, see the **visual resources that shouldn't be used anymore** and their updated versions.

<div>⊗</div> <div></div>	<div>✓</div> <div><div>NNNN</div><div>B3 LISTED</div></div>
<div><div>NÍVEL 1 BM&amp;FBOVESPA</div><div>NÍVEL 2 BM&amp;FBOVESPA</div></div>	<div><div><div>NNNN</div><div>B3 LISTED N1</div></div><div><div>NNNN</div><div>B3 LISTED N2</div></div></div>
<div></div>	<div><div>NNNN</div><div>B3 LISTED NM</div></div>
<div></div>	<div><div><div>NNNN</div><div>B3 LISTING</div></div><div>B3 LISTING</div></div>

ⓘ The letters NNNN are merely illustrative examples of listed companies' tickers.

# Company seals

## USE IN TEXTS

It’s important to always use B3’s most up to date seals.

As our brand evolved, our seals were updated or replaced.

To the right, see some **names we use from now on:**

<div>⊗</div> <div>Bovespa Mais</div>	<div>✓</div> <div>B3 Listed</div>
<div>Listed Level 1 BMF&amp;Bovespa</div> <div>Listed Level 2 BMF&amp;Bovespa</div>	<div>B3 Listed N1</div> <div>B3 Listed N2</div>
<div>Listed Novo Mercado BMF&amp;Bovespa</div>	<div>B3 Listed NM</div>
<div>Listing BMF&amp;Bovespa</div>	<div>B3 Listing</div>

# Company seals

When using company seals (listing and listed), the guidelines below must be followed:

- 1

Only use the seals provided by B3.
- 2

Listing seals are company seals, not emission seals, therefore they always carry their ticker.
- 3

In texts, the company ticker must be used in uppercase letters and between brackets after the company's name.
- 4

In case the company is also listed in some Be index, we recommend the use of the listing seal next to the index seal.

## VISUAL RESOURCES

EXAMPLE LISTED



EXAMPLE LISTING  
PUBLIC OPERATION

**NNNN**  
B3 LISTING

EXAMPLE LISTING  
CONFIDENTIAL OPERATION

**B3 LISTING**

## USE IN TEXTS (EXAMPLE)

Another company joins **B3 Listed** group.

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INSTEAD OF...

✗

PETR

---

**B3 LISTED N2**

...ALWAYS USE

✓

PETR

---

**B3 LISTED N2**

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INSTEAD OF...



“Is it finally time to buy **PETR3 and PETR4** stocks?”

Know more

---

02/14/2020 5:01 a.m. Updated 5 days ago.

...ALWAYS USE



“Is it finally time to buy **Petrobras (PETR3 and PETR4)** stocks?”

Know more

---

02/14/2020 5:01 a.m. Updated 5 days ago.

MERELY ILLUSTRATIVE EXAMPLES.

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Listing seals are company seals, not emission seals, therefore they always carry their ticker.
- 3

In texts, the company ticker must be used in uppercase letters and between brackets after the company's name.
- 4

In case the company is also listed in some Be index, we recommend the use of the listing seal next to the index seal.

ALWAYS USE

✓

Reporting channel

Terms of use

Privacy policy

Regulation

ISEB3

PETR  
B3 LISTED N2

MERELY ILLUSTRATIVE EXAMPLES.



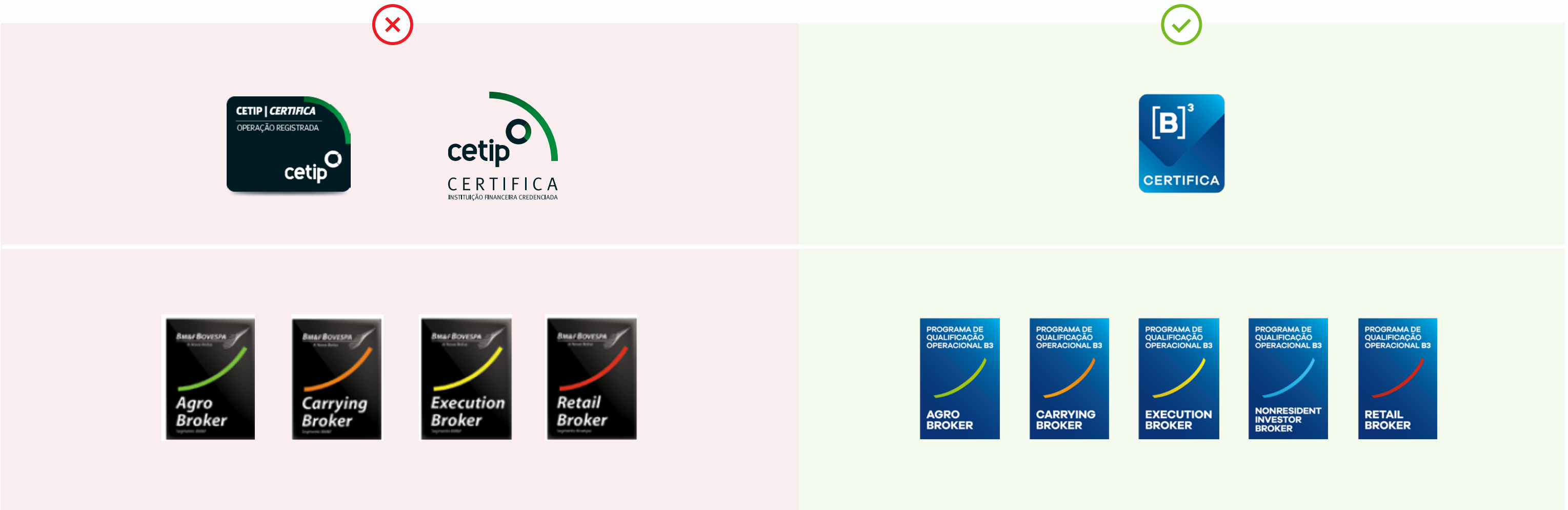
# Certification seals

## VISUAL RESOURCES

It's important to always use B3's most up to date seals.

As our brand evolved, our seals were updated or replaced.

To the right, see the **visual resources that shouldn't be used anymore** and their updated versions.





# Certification seals

## USE IN TEXTS

It’s important to always use B3’s most up to date seals.

As our brand evolved, our seals were updated or replaced.

To the right, see some **names we use now:**

 <b>Cetip Certifica</b>	 <b>B3’s Certification seal</b>
<b>BM&amp;FBovespa Operational Qualification Program</b>	<b>B3 Operational Qualification Program</b>

# Certification seals

## B3'S CERTIFICATION SEAL

When B3's Certification seal is used, the guidelines below must be followed:

1

Always use the seal in circulation.

The use of B3's Certification seal is restricted to accredited financial institutions.

2

In texts, always write B3's Certification seal.

### VISUAL RESOURCE



### USE IN TEXTS

**B3's Certification seal** is a guarantee to end-customers that their financial investments are correctly registered and identified at B3.



# Certification seals

## B3'S CERTIFICATION SEAL

When B3's Certification seal is used, the guidelines below must be followed:

1

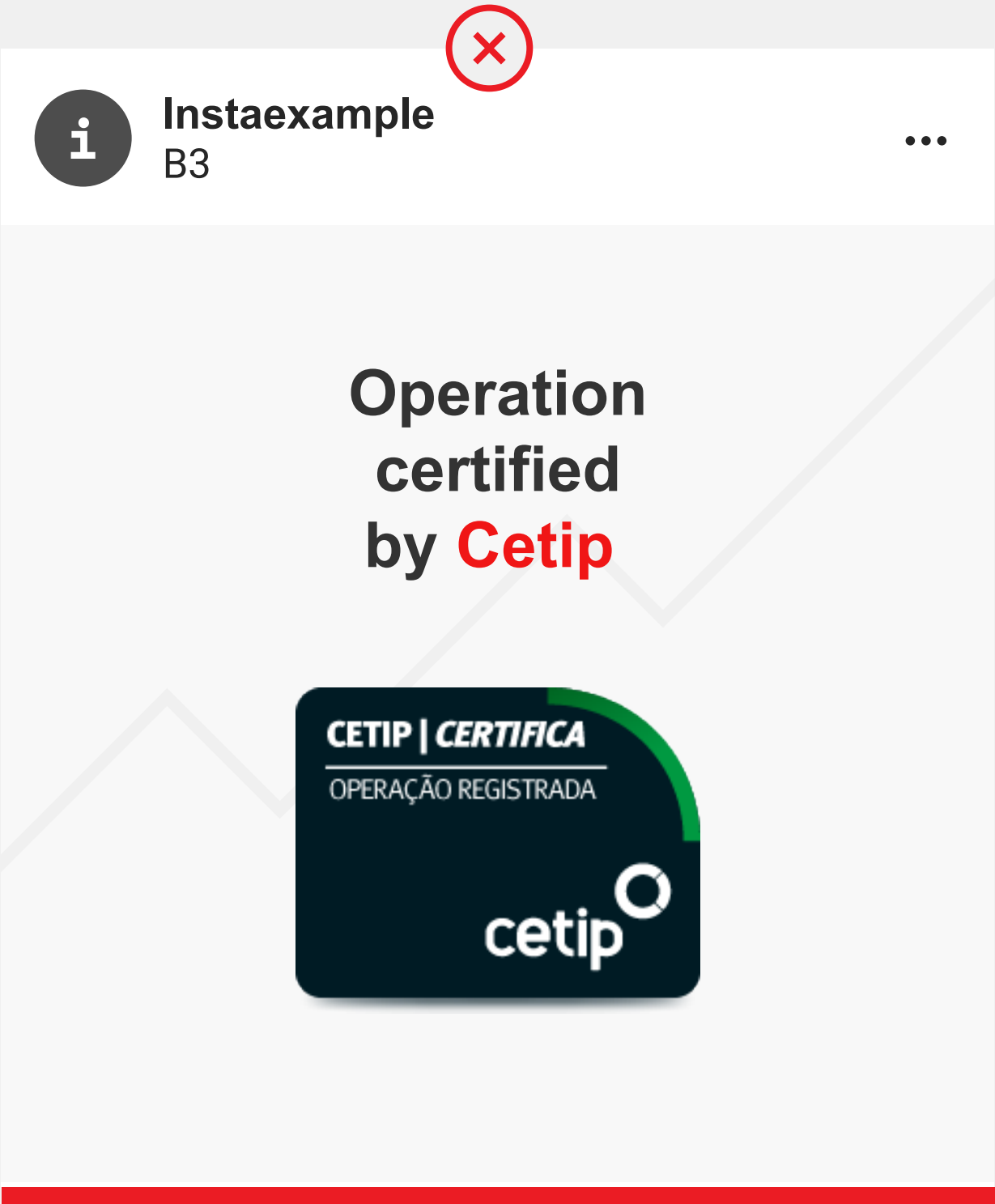
Always use the seal in circulation.

The use of B3's Certification seal is restricted to accredited financial institutions.

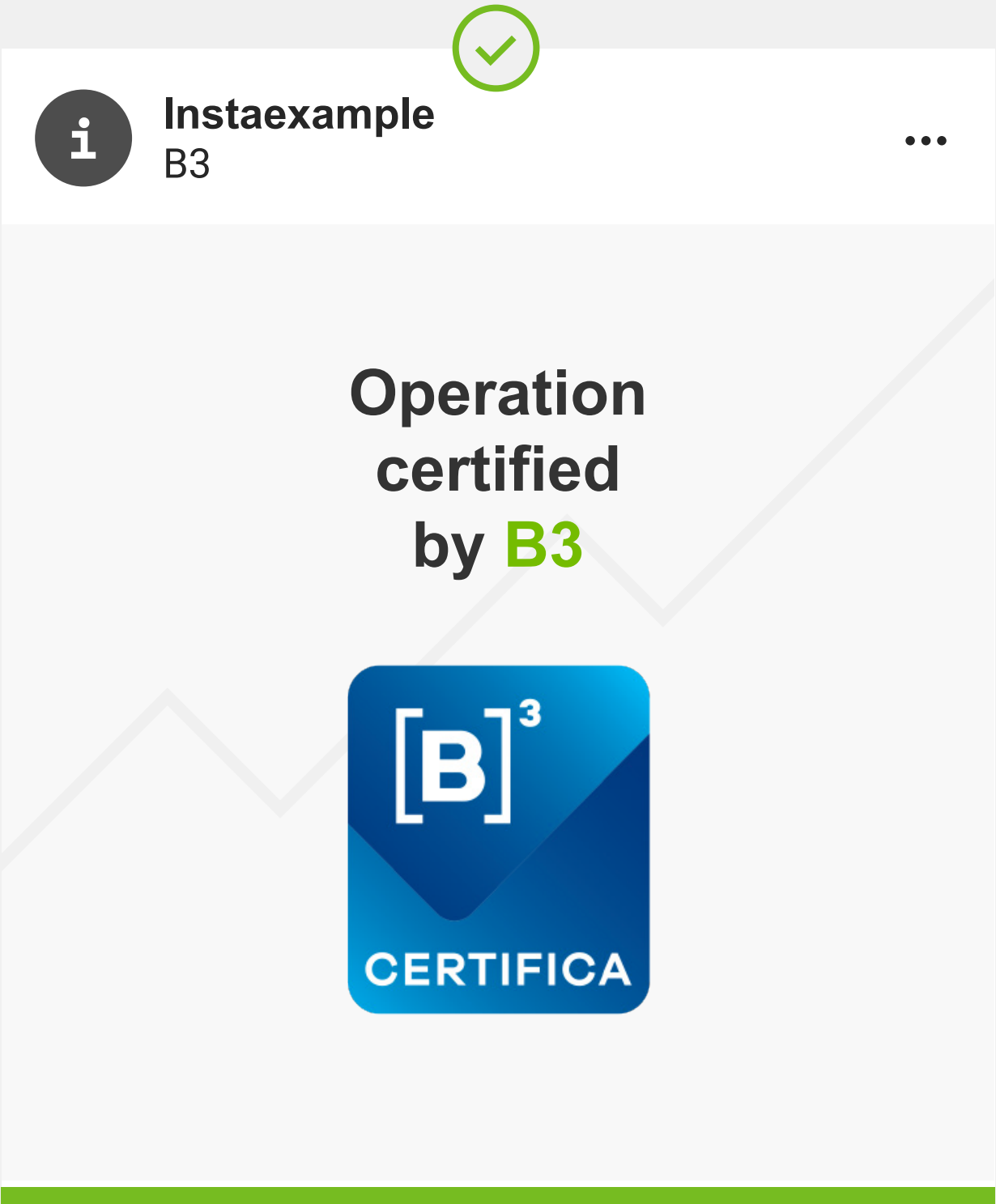
2

In texts, always write B3's Certification seal.

INSTEAD OF...



...ALWAYS USE



MERELY ILLUSTRATIVE EXAMPLES.

# Certification seals

## B3'S CERTIFICATION SEAL

When B3's Certification seal is used, the guidelines below must be followed:

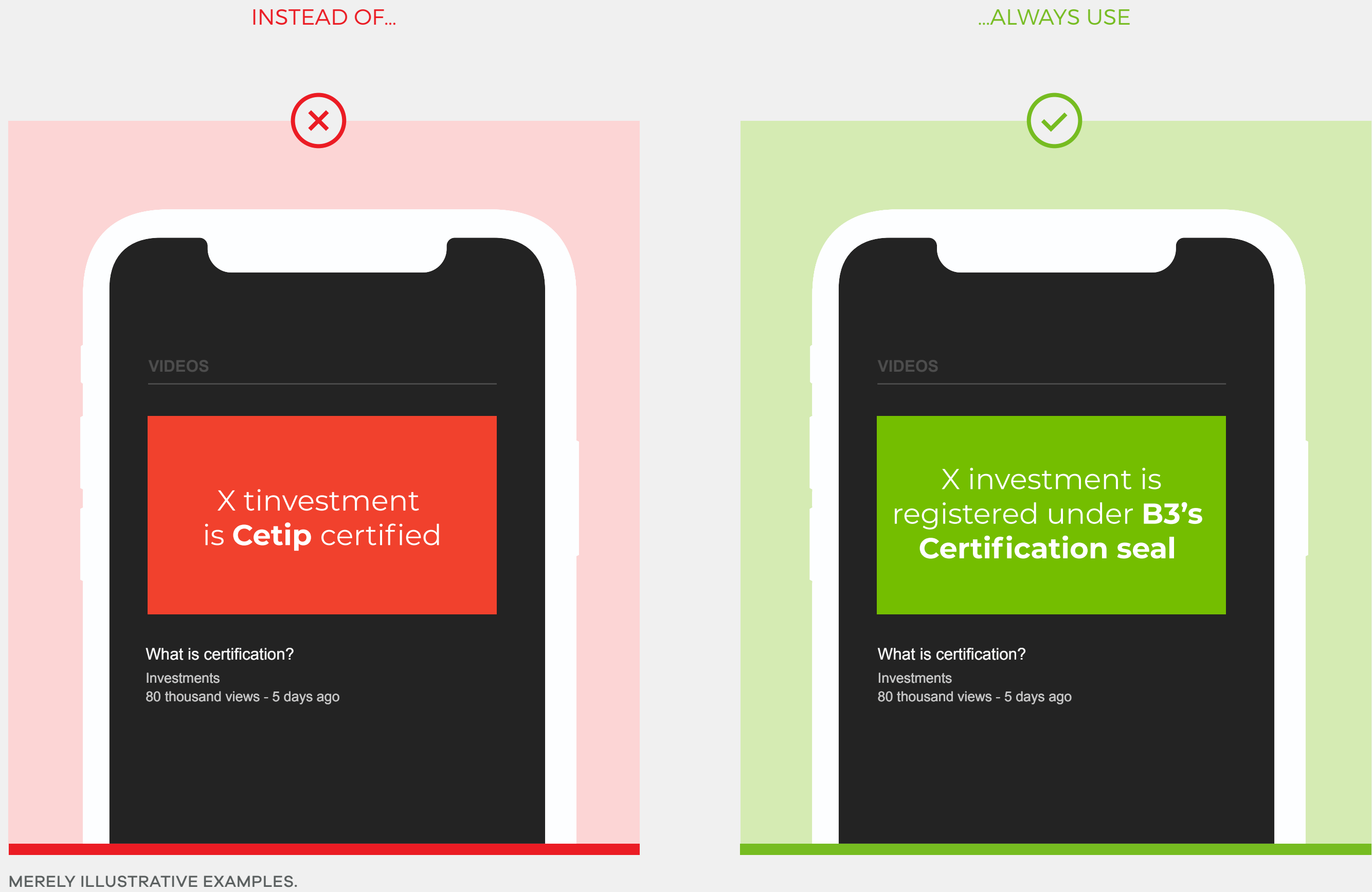
1

Always use the seal in circulation.

The use of B3's Certification seal is restricted to accredited financial institutions.

2

In texts, always write B3's Certification seal.



# Certification seals

## PQO

When using PQO seals, the guidelines below must be followed:

1

Always use the seal in circulation. Its use is only permitted for the companies which joined the PQO.

2

Don't use old versions along with updated ones.

3

If needed, explain in texts that the program is a B3 initiative.

### VISUAL RESOURCES



### USE IN TEXTS

**B3's Execution broker seal is related to services for institutional investors.**

# Certification seals

## PQO

When using PQO seals, the guidelines below must be followed:

1

Always use the seal in circulation. Its use is only permitted for the companies which joined the PQO.

2

Don't use old versions along with updated ones.

3

If needed, explain in texts that the program is a B3 initiative.

INSTEAD OF...



MERELY ILLUSTRATIVE EXAMPLES.

...ALWAYS USE





## Certification seals

PQO

When using PQO seals, the guidelines below must be followed:

Always use the seal in circulation. Its use is only permitted for the companies which joined the PQO.

2

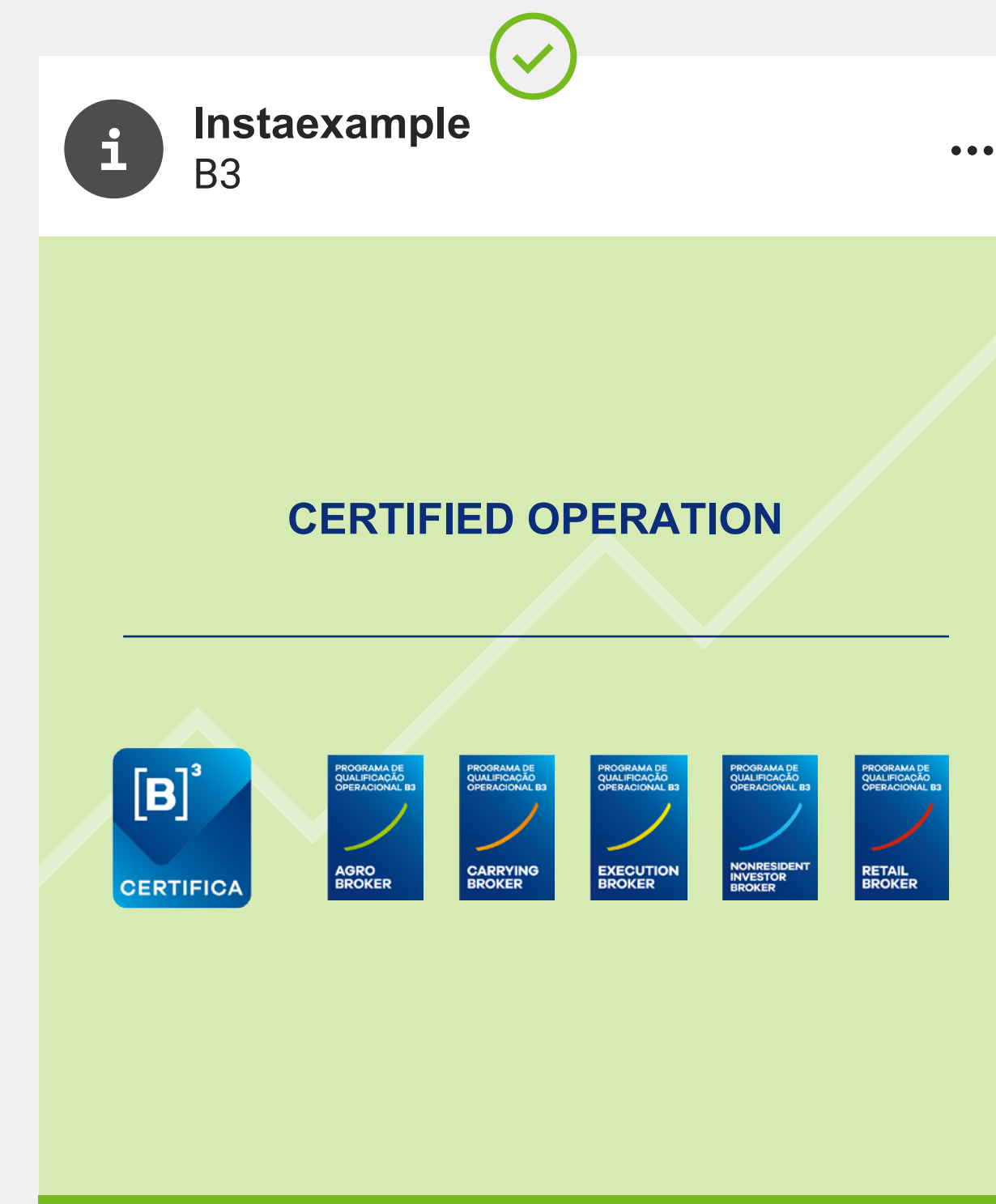
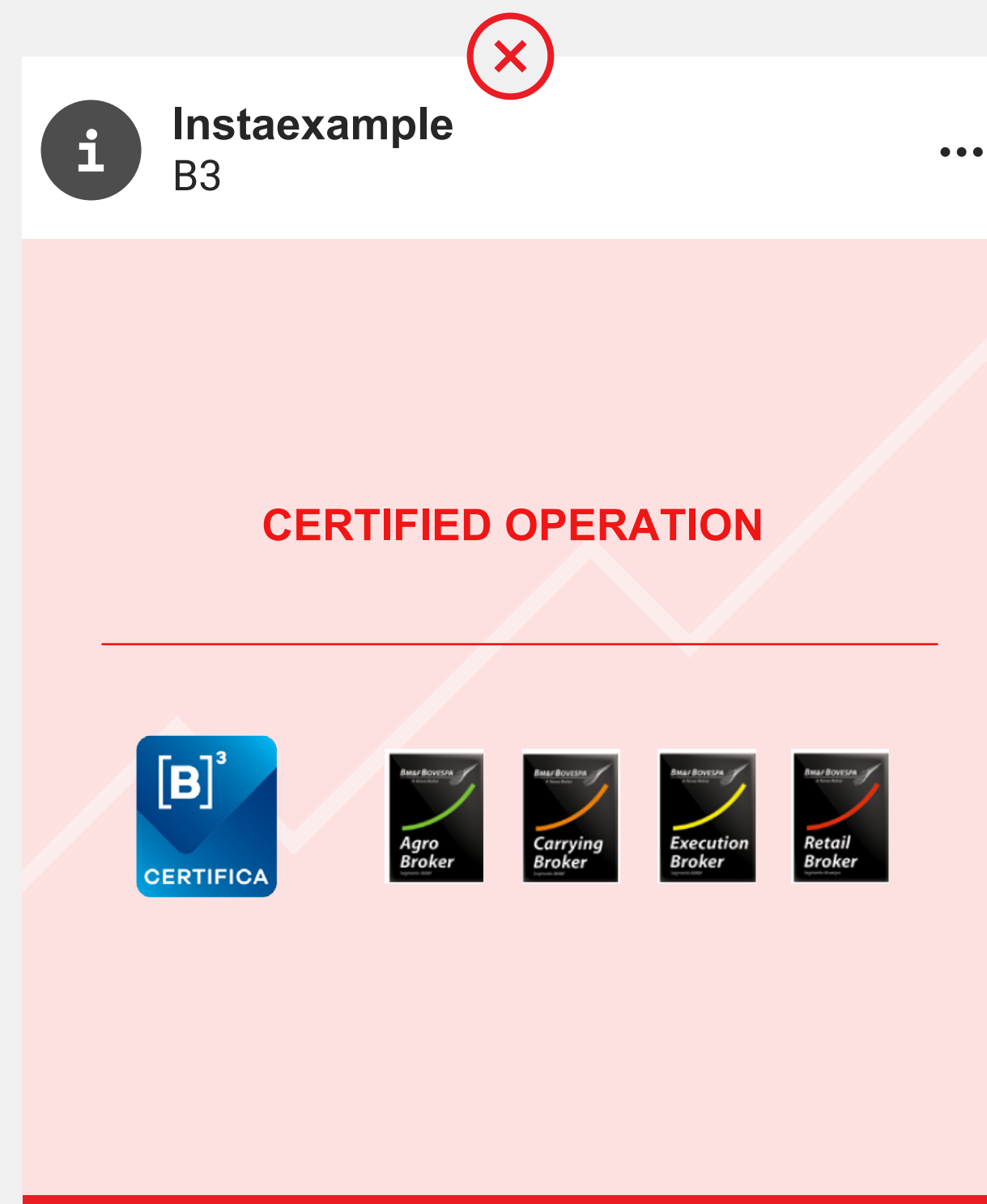
Don't use old versions along with updated ones.

3

If needed, explain in texts that the program is a B3 initiative.

## INSTEAD OF...

...ALWAYS USE



MERELY ILLUSTRATIVE EXAMPLES.



# Certification seals

## PQO

When using PQO seals, the guidelines below must be followed:

- 1

Always use the seal in circulation. Its use is only permitted for the companies which joined the PQO.
- 2

Don't use old versions along with updated ones.
- 3

If needed, explain in texts that the program is a B3 initiative.

INSTEAD OF...



The **BM&FBovespa Home Broker** certification guarantees more security and credibility in transactions.

MERELY ILLUSTRATIVE EXAMPLES.

...ALWAYS USE



The **B3 Home Broker** certification guarantees more security and credibility in transactions.

## II. BUSINESS

# EDUCATION

# Education

When talking about B3’s education hub, the guidelines below must be followed:

1

Don’t use logos which are no longer in use when referring to the education hub.

2

In texts, refer to it as a B3’s “hub”.

3

When our logo is not on the piece, it’s important to reinforce B3’s action in the text.

USE IN TEXTS

---

Education, for us, is a fundamental path for continuous development of the capital market.

For this reason, we created **B3’s education hub**, aiming to encourage the development of educational initiatives, highlighting good quality content and establishing partnerships.

---

# Education

When talking about B3’s education hub, the guidelines below must be followed:

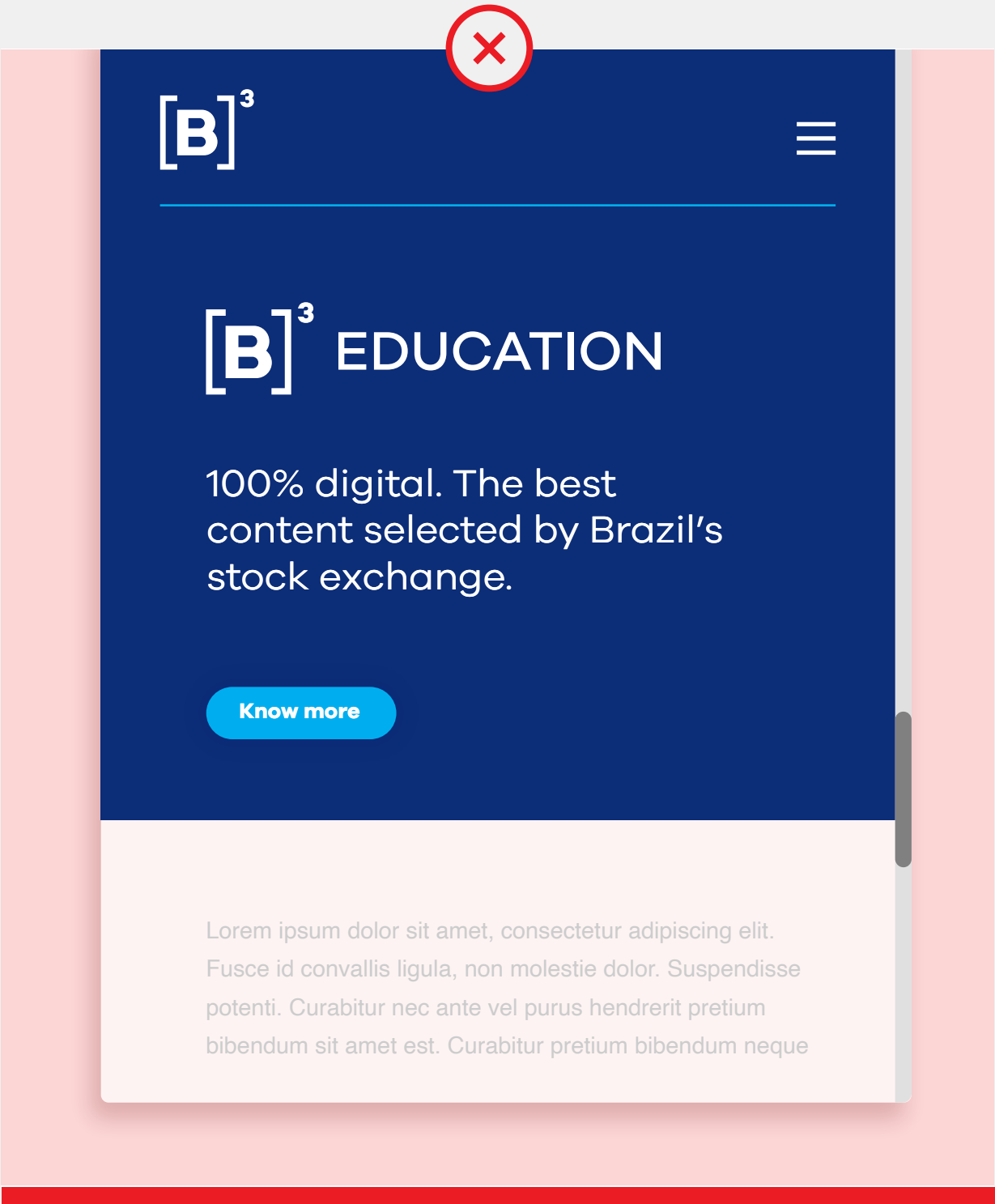
- 1

Don’t use logos which are no longer in use when referring to the education hub.
- 2

In texts, refer to it as a B3’s “hub”.
- 3

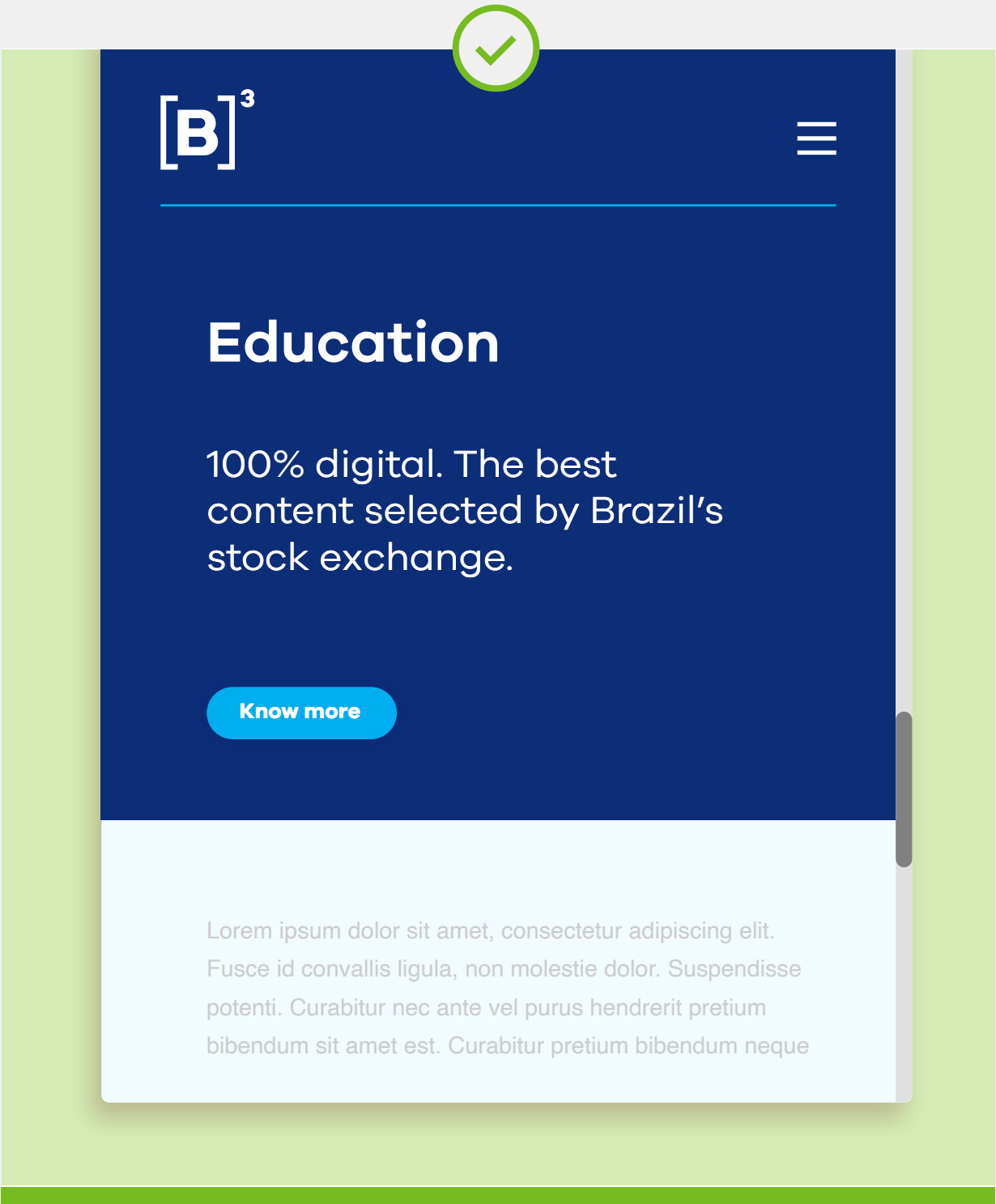
When our logo is not on the piece, it’s important to reinforce B3’s action in the text.

INSTEAD OF...



MERELY ILLUSTRATIVE EXAMPLES.

...ALWAYS USE



# Education

When talking about B3's education hub, the guidelines below must be followed:

Don't use logos which are no longer in use when referring to the education hub.

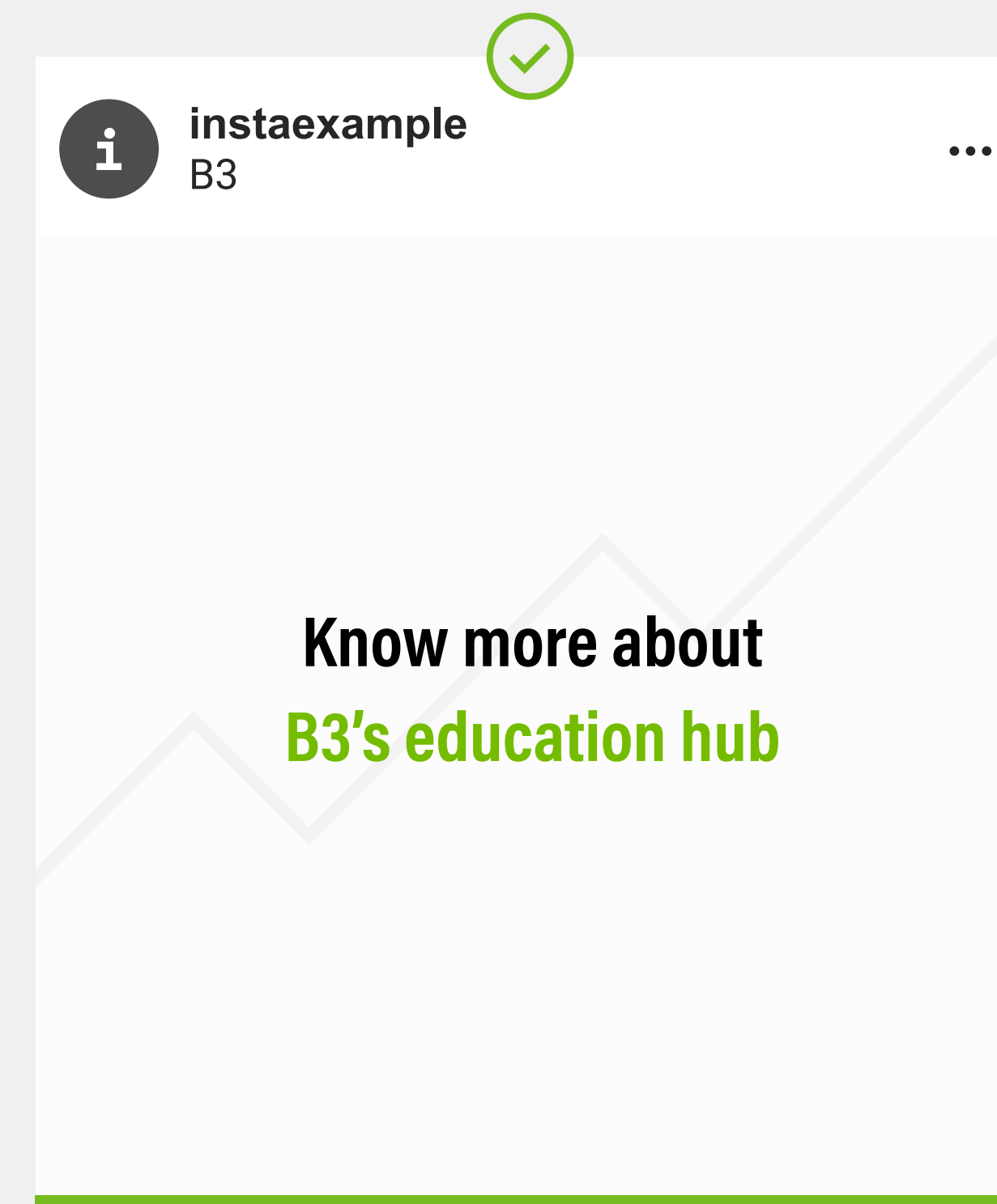
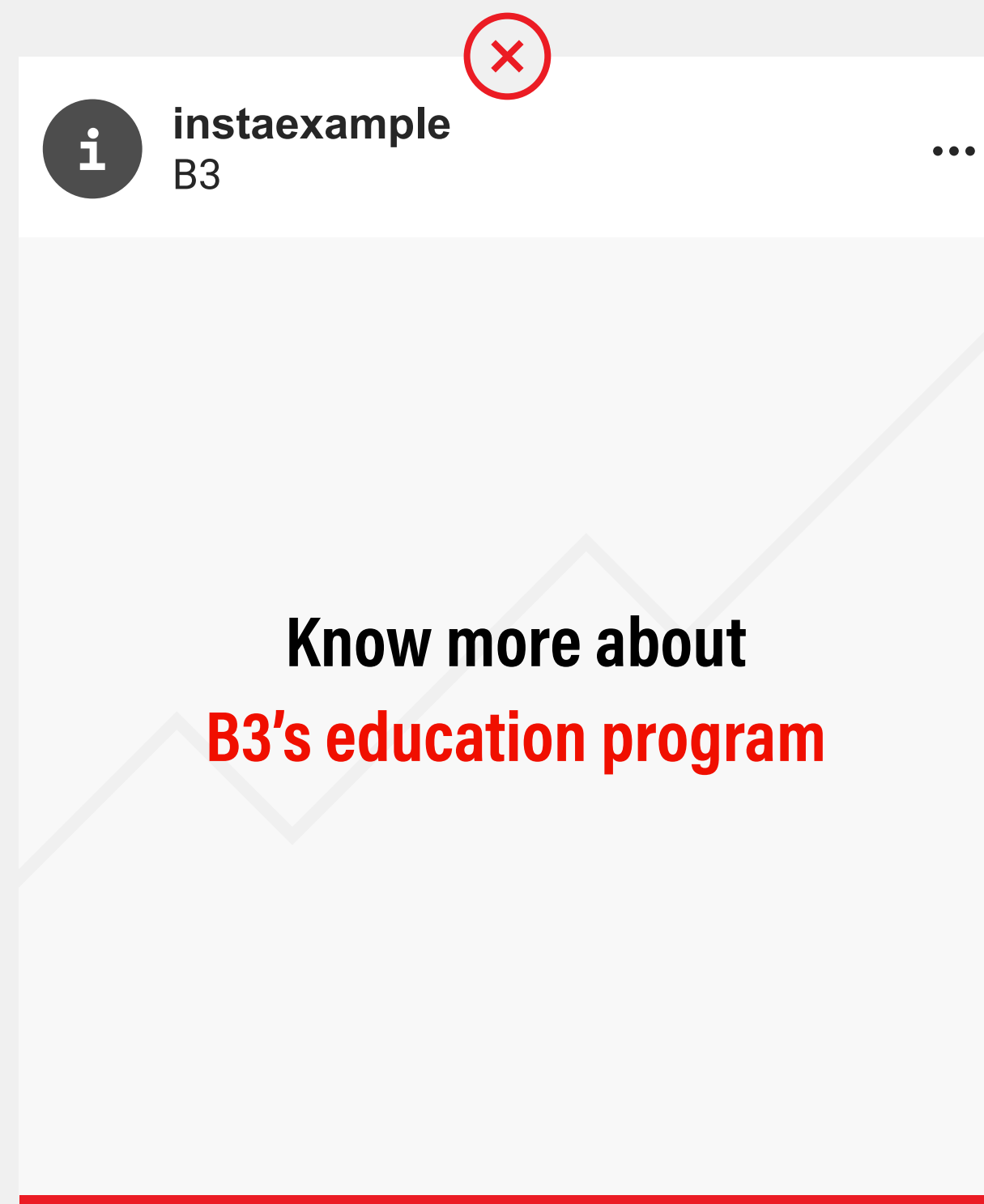
## 2

In texts, refer to it as a B3's "hub".

3

## INSTEAD OF...

...ALWAYS USE



MERELY ILLUSTRATIVE EXAMPLES.

# Education

When talking about B3’s education hub, the guidelines below must be followed:

- 1

Don’t use logos which are no longer in use when referring to the education hub.
- 2

In texts, refer to it as a B3’s “hub”.
- 3

When our logo is not on the piece, it’s important to reinforce B3’s action in the text.

INSTEAD OF...



MERELY ILLUSTRATIVE EXAMPLES.

...ALWAYS USE



# III. B3 GROUP

# BSM

When using the BSM brand, the guidelines below must be followed:

1

Don't use logos which are no longer in use.

2

In texts, always use BSM in uppercase letters.

VISUAL RESOURCE



USE IN TEXTS

**BSM** is a not-for-profit organization that is part of the B3 Group, created for the autonomous execution of self-regulation in the markets operated by B3.





# BSM

When using the BSM brand, the guidelines below must be followed:

1

Don't use logos which are no longer in use.

2

In texts, always use BSM in uppercase letters.

INSTEAD OF...



...ALWAYS USE



# BSM

When using the BSM brand, the guidelines below must be followed:

1

Don't use logos which are no longer in use.

2

In texts, always use BSM in uppercase letters.

INSTEAD OF...



## | The current scene

The platform adds those amounts that were paid in compliance with a term of commitment with **Bsm** (B3's market supervision).

Em entrevista à emissora americana CBS News, Hariton ressaltou que conselheiros que se veem na situação de ser a única mulher ou a única pessoa negra na

EXAMPLES MERELY ILLUSTRATIVE.

...ALWAYS USE



## | The current scene

The platform adds those amounts that were paid in compliance with a term of commitment with **BSM** (B3's market supervision).

Em entrevista à emissora americana CBS News, Hariton ressaltou que conselheiros que se veem na situação de ser a única mulher ou a única pessoa negra na sala muitas vezes enfrentam dificuldades para ser ouvidos. Por essa razão, ela recomenda que as empresas tenham no mínimo três membros "diversos".

Access the [brand center](#) to download the quick reference brand guide and BSM's logo.



# Banco B3

When using the Banco B3 brand, follow this guideline:

1

Always follow the rules in Banco B3's brand guide.

VISUAL RESOURCE

BANCO [B]<sup>3</sup>

USE IN TEXTS

**Banco B3's** activities ensure maximum business flexibility for participants and are continuously focused on facilitating access to the financial and capital markets, assuring efficiency and automation of the services provided.



# Banco B3

When using the Banco B3 brand, follow this guideline:

1

When using the B3 bank brand, follow this guideline:

ALWAYS USE



BANCO [B]<sup>3</sup>



# BLK

When using the BLK brand, follow this guideline:

1

When using the BLK brand, follow this guideline:

VISUAL RESOURCE



Uma empresa B3

USE IN TEXTS

**BLK** is a technology company specialized in electronic & algorithmic trading development for brokers and institutional investors.



# BLK

When using the BLK brand, follow this guideline:

1

Always follow the rules  
in BLK's brand guide.

ALWAYS USE



BLK

Uma empresa B3

Access the [brand center](#) to download the quick  
reference brand guide and BLK's logo.



In case of queries related to the use of B3's  
elements, contact the brand management.

**Contact**  
[marca@b3.com.br](mailto:marca@b3.com.br)

**Brand center**  
[b3.com.br/en\\_us/b3/press/brand-center](https://b3.com.br/en_us/b3/press/brand-center)

**OCTOBER 2020**