



**capital markets
and technology
association.**

CMTA.DACS V2.0

Guidelines for use of the certification marks

2023

The CMTA.DACS Certification Marks

In order to establish a high level of assurance with regard to the custody and management of digital assets, the Capital Markets and Technology Association ("CMTA") has created the CMTA.DACS marks, which are certification marks (*marques de garantie, Garantiemarken*) within the meaning of Article 21 of the Swiss Federal Trade Mark Protection Act, deposited with the Swiss Federal Institute for Intellectual Property.

These guidelines set out the specifications for use by authorized firms of the logos and Quick Response (QR) code relating to the CMTA.DACS.

Firms using the logo must have successfully undergone an audit regarding their compliance with CMTA's Digital Assets Custody Standard ("DACS") and satisfy the requirements of CMTA's corresponding certification mark regulations. The CMTA.DACS marks can only be used by firms that have been certified by the CMTA. The CMTA monitors ongoing compliance with the certification mark regulations.

Use of the CMTA.DACS Certification Marks

CMTA will provide certified firms with the appropriate logo and QR code. The logo and QR code must not be edited and CMTA reserves the right to replace the certification logo and QR code at any time.

Firms authorized by the CMTA to use the CMTA.DACS certification mark are authorized to use the below logo and must respect the specifications described in this document.

The graphic rules for the use of the logo must also be respected in marketing and advertising.

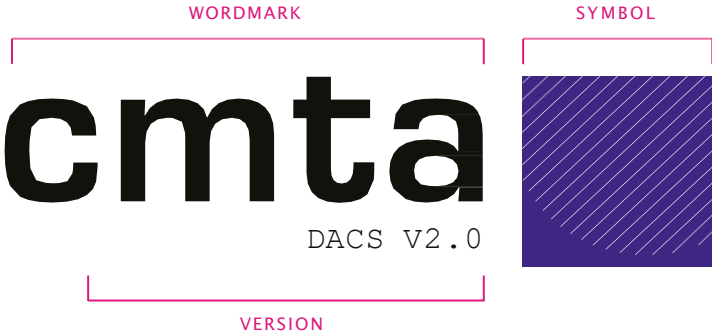
QR code verification

To allow the public to verify a firm's certification status, CMTA provides a QR code, which must be used alongside the CMTA.DACS logo.

The QR code is readable by widely available QR readers and directs viewers to an online version of the CMTA.DACS register of users which includes the name of the certified firm, the scope of the certification given and the end date of the right to use the certification mark.





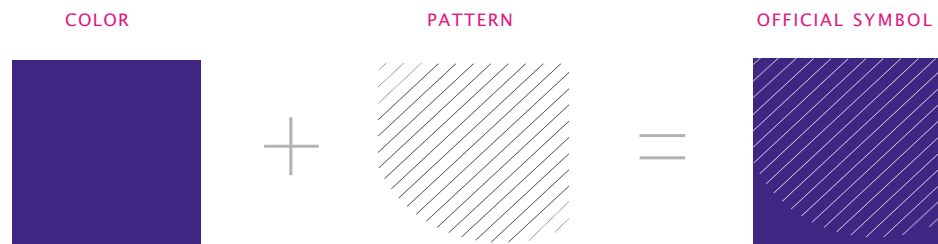


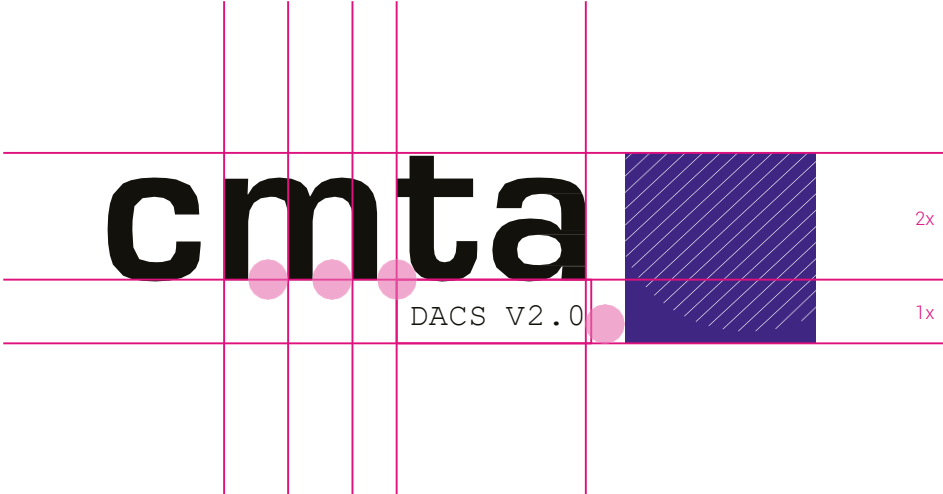
Visual identification through the symbol

Each kind of CMTA certification mark logo is identified by a specific colour and pattern.

For the CMTA.DACS V2.0 the combinations are described below. You can find more details about colour characteristics and negative versions in the next pages.

Colours and patterns can't be changed or switched and are specifically defined for each certification mark







CMTA PURPLE

Pantone®
Violet C

CMYK
90 100 1 2.3

RGB
69 45 140

HEX
#452D8C

BLACK

Pantone®
Black C

CMYK
0 0 0 100

RGB
0 0 0

HEX
#000000

WHITE

CMYK
0 0 0 0

RGB
255 255 255

HEX
#ffffff



ON DARK



ON LIGHT



ON COLOR



Minimum size (digital) = 50 px
Minimum size (print) = 20 mm



We recommend positioning CMTA's certification marks on the bottom-right end of your layout, or on the top-right end.

If it is not possible, please always respect the defined white space.



It is not permitted to alter the structure, colour, proportions, elements or the direction of the CMTA certification mark.

Help or feedback?

Contact us

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