



**capital markets
and technology
association.**

tokenized shares V2.0

Certification Mark Guidelines

2021

The CMTA. Tokenized Shares Certification Mark

In order to establish a high level of assurance with regard to the shares issued in the form of ledger-based securities, the Capital Markets and Technology Association ("CMTA") has created the CMTA.Tokenized Shares certification mark logo.

The following guidelines set out the specifications for use of the CMTA.Tokenized Shares logo and Quick Response (QR) code by certified companies.

Companies using the logo must have tokenized their shares in compliance with the CMTA's Standard for the tokenization of shares of Swiss corporations and accompanying Certification Mark Regulations. The logo can only be used by companies that have been certified by the CMTA. The CMTA monitors ongoing compliance with the Certification Mark Regulations.

The CMTA.Tokenized Shares logo has been registered with the Federal Institute for Intellectual Property. CMTA.Tokenized Shares is a certification mark, the use of which is defined by the provisions of these guidelines.

Usage of the CMTA.Tokenized Shares Certification Mark

CMTA will provide certified companies with the appropriate logo and QR code.

The logo and QR code shall not be edited and CMTA reserves the right to replace the certification logo and QR code at any time.

Companies authorized by the CMTA to use the CMTA.Tokenized Shares 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 company's certification status, CMTA provides a QR code which must be used alongside the CMTA.Tokenized Shares logo.

The QR code is readable by widely available QR readers and directs viewers to an online version of the CMTA.Tokenized Shares register of users which includes the name of the certified company, the scope of the certification given and a copy of the certifier's opinion.

cmta.

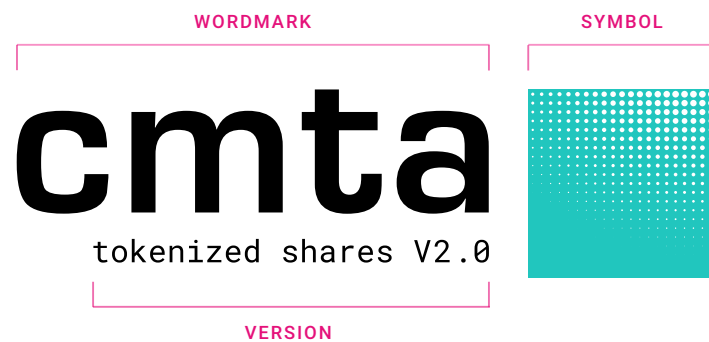
Logo design.



cmta.

Logo design.



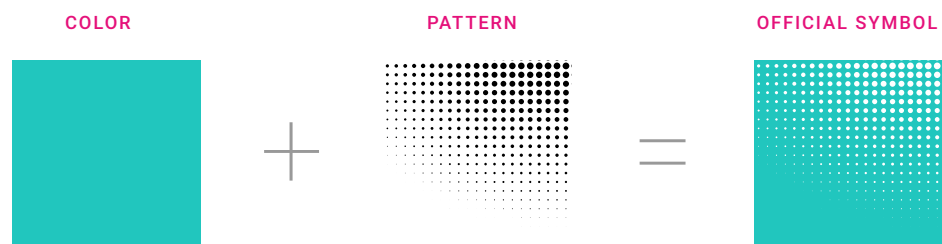


Visual identification through the symbol

Each kind of CMTA. certificate is identified by a specific colour and pattern.

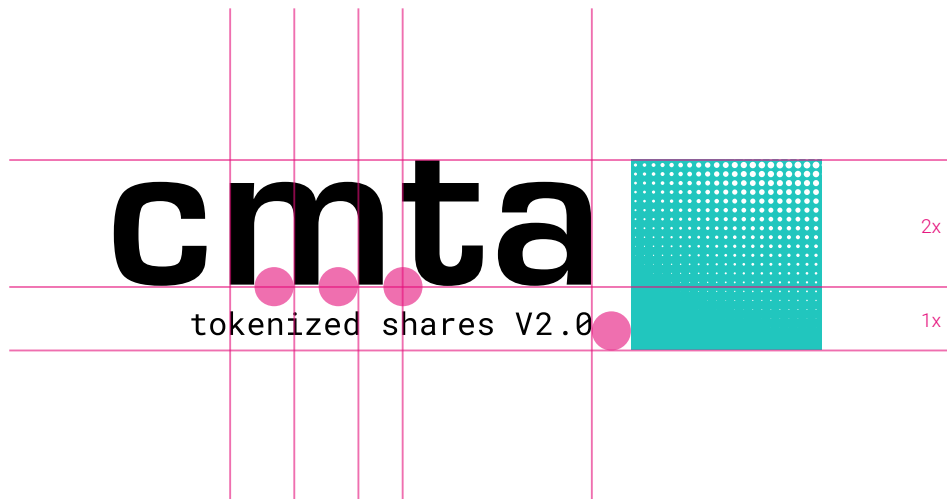
For the CMTA. tokenised shares V2.0 the combination is described below. You can find more details about colour characteristics and negative versions in the next pages.

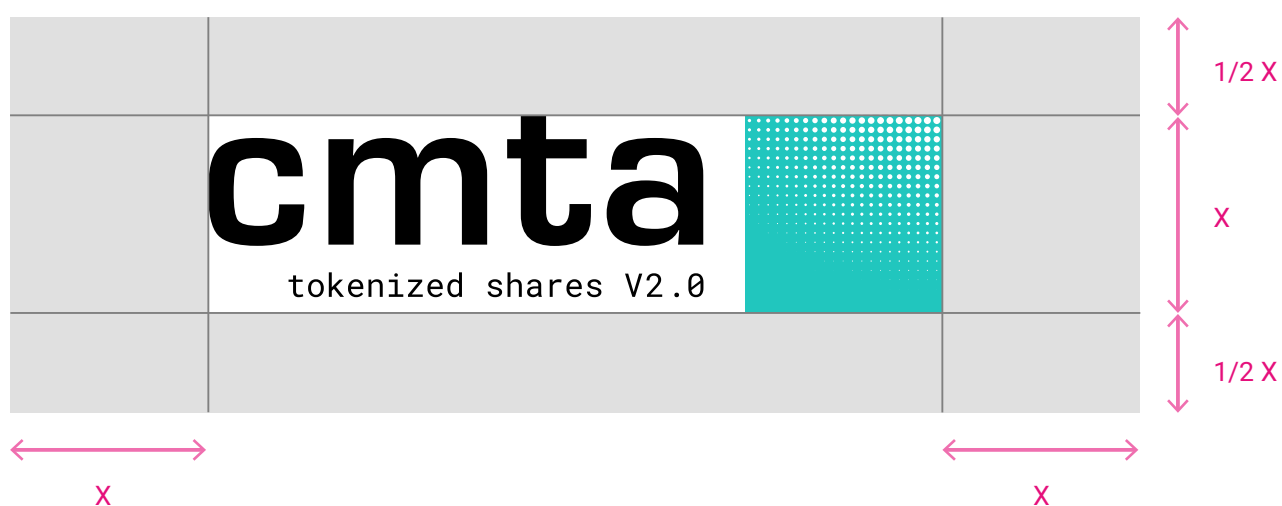
Colours and patterns can't be changed or switched and are specifically defined for each certificate.



cmta.

Logo proportions.





CMTA GREEN

Pantone®
3252 C

CMYK
87 0 18 0

RGB
32 210 201

HEX
#2AD2C9

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



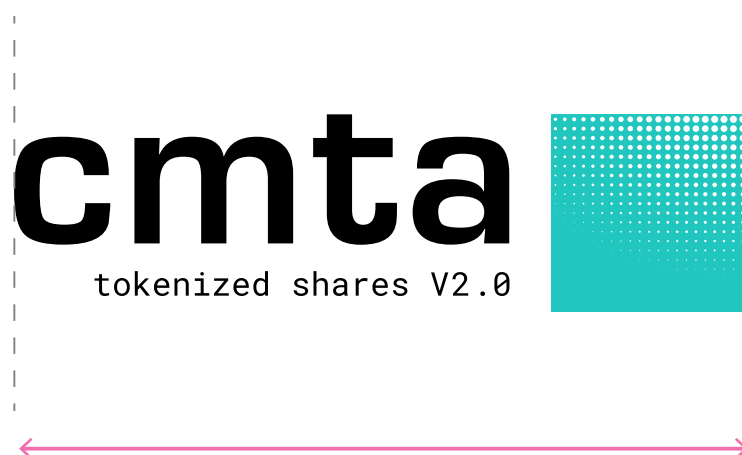
ON DARK



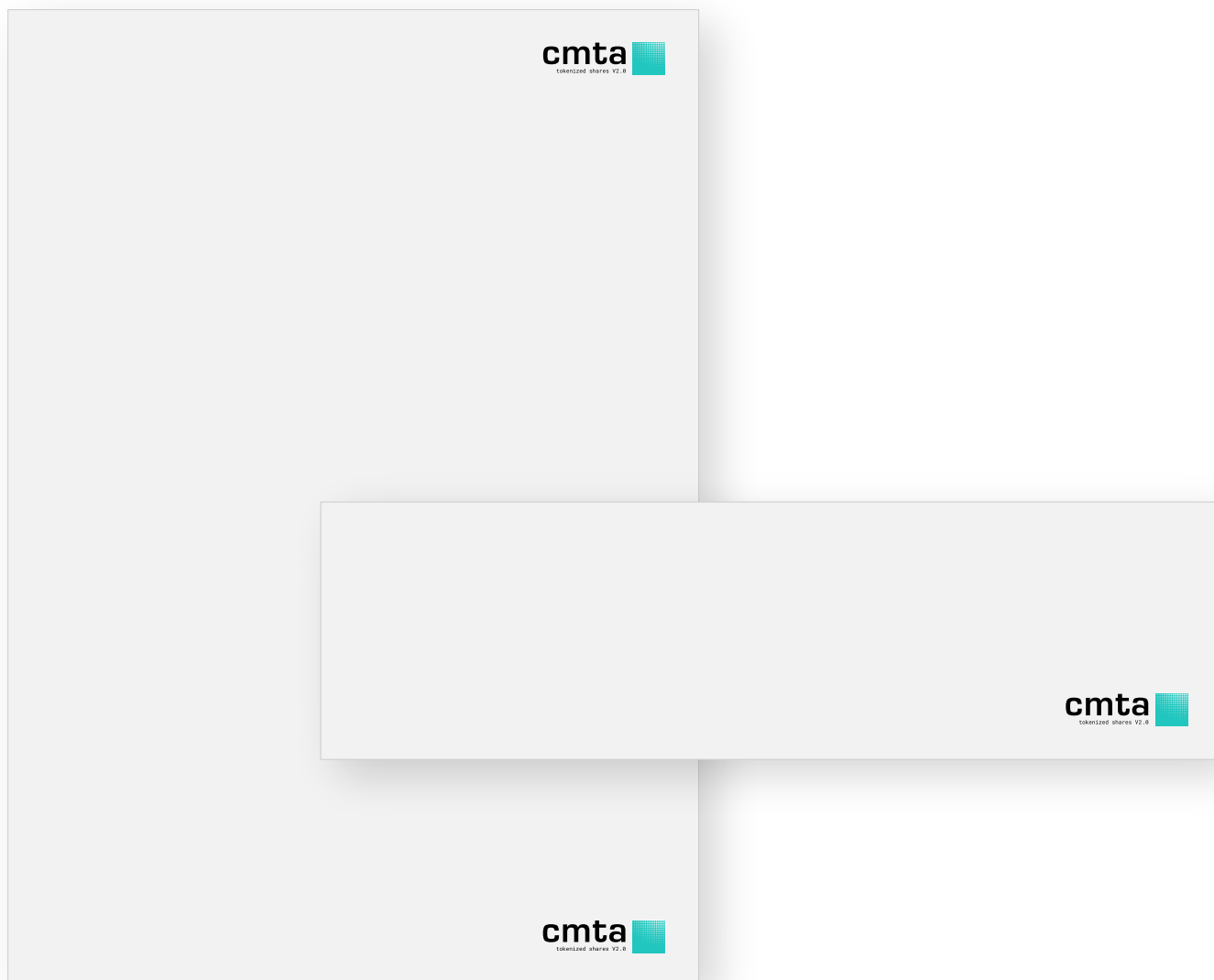
ON LIGHT



ON COLOR

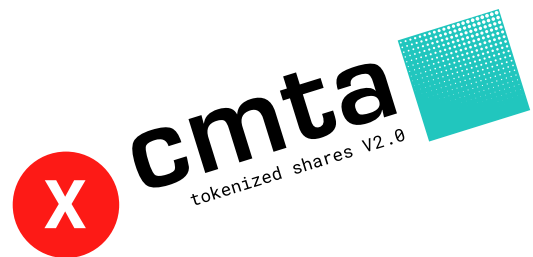


Minimum size (digital) = 50 px
Minimum size (print) = 20 mm



We recommend positioning CMTA. certification mark 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.



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

Please also beware altering QR Code readability, proportions, colour or position.

Help or feedback ?

Contact us

Capital Markets
& Technology
Association

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