



KEVIN AKERS design + imagery

OptionsPlay

OptionsPlay™ started as an idea, put into play by experienced investors. They wanted to create something better – an innovative set of pro-quality tools allowing anyone to capitalize on the benefits of investing in options.

The tools and techniques of pro Wall Street traders are packed into a powerful, intuitive new app. Advanced enough for seasoned traders, yet simple and easy enough to be used by any investor.

KEVIN AKERS design + imagery was engaged to visualize this innovative new venture into a corporate identity, app symbol, collateral, illustrations and website.

925.735.1015

www.kevinakers.com



Interactive Brokers



nerdwallet



MULTICHARTS
Raising The Trading Standard



Square



247 TRADER
Eat. Sleep. Trade.



TradeKing

INVESTOTEK
Investment Technologies



You Need
A Budget.

StockBrokers.com



OPTIONS21
Wise Options Trading

optionshouse.



MetaTrader 4



BUXFER

bitcoin

SPEEDTRADER

TradeStation

EOPTION

A division of Regal Securities, Inc. Member FINRA/SIPC

OPTIONBIT

optionsXPRESS
"charles SCHWAB

SureTrader
A DIVISION OF SWISS AMERICA SECURITIES, LTD.

GOPTIONS
Global Binary Options



Just2Trade

Terra Nova Financial

shareBUILDER by CapitalOne

mvelopes

HotForex
Honesty - Openness - Transparency

BNY MELLON

SOGOTRADE
A DIVISION OF GENESIS SECURITIES, LLC.

RYDEX SGI
SECURITY GLOBAL INVESTORS



ALL OPTIONS

BANC DE BINARY
PRIVATE OPTION BANKERS



Vanguard

wizetrade
an MB TRADING company



The branding team did an exhaustive search of the financial services marketplace to carve out a special corner for the new product.

The tone for the company had to have:

SWAGGER

A CONFIDENT AUTHORITY

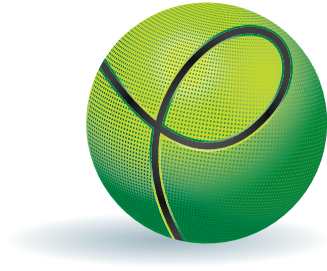
A SENSE OF FUN!

A variety of new brand names were explored from traditional themes (like Wealthscape, 4Tay, OptVantage, OptIn and Optionize) to edgy concepts (like Vitamin O, GetCabbage, OpNotch, GreenInkling and OhPositive!)

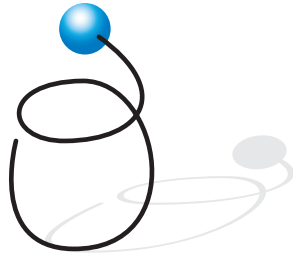
The team settled on the descriptive yet active and fun name,

OptionsPlay

and set out to create a symbol and brand personality that would live up to the promise of the product.



OPTIONSPLAY



Options *Play*

An emphasis on play...



Options Play



Options Play

...and gaming!

OPTIONS  PLAY

OPTIONS  PLAY

options*play*

Capturing the ups and downs of the market.



Options *Play*

options play



Options Play

In a bullish or bearish environment there is always a profitable play to be made.



OptionsPlay



Options Play

Bringing an electronic gaming vibe to a set of marks.



OptionsPlay



OptionsPlay

Themes of signals, alerts and control buttons are explored.



OPTIONS_{play}



www.optionsplay.com

OPTIONS_{play}

WHY OPTIONSPLAY EDUCATION SUPPORT ABOUT NEWS SIGN UP CONTACT LOG IN

THE FUTURE OF OPTIONS TRADING

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PROFIT
LOSS

PROFIT
LOSS

OPTIONSPLAY: MASTERING THE SYSTEM

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BULLISH: *Exercit in facto neque cogo erat esse metus. De pluribus unum form.*

NEUTRAL: *Neque igeo erat esse metus veniam de tanno.*

BEARISH: *Reserct in facto neque cogo erat esse metus. De pluribus unum form.*

UNCERTAIN: *Jespe cogo erat esse metus veniam de tanno le pluribus unum.*

The Options Market could be the key to financial freedom.



OptionsPlay

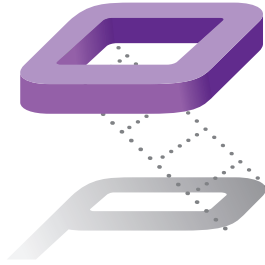


The screenshot displays the OptionsPlay website with the following content:

- Navigation:** App, Education, About Us, Trade Now. Social media icons for Facebook, Twitter, LinkedIn, and YouTube.
- Market Data:** A line chart for the S&P 500 on Jun 21 1:13pm ET, showing a price of 1592.67 (+4.48 (0.28%)).
- Options for the Rest of Us:** A large circular section with a "Video" icon and placeholder text: "Abico esse volutpat esca. Ut acsi sagaciter aliquip et iriure tation rusticus eu fere qui wisi appetitio occuro ut jugis ullamcorper dolore letalis tamen saluto mputo voco ideo ea dolus abdo te erat zelus bis laceo accumsan. Quis populus praesent esse facilisi appellatio bene eum persto populus ea proprius. Lobortis wisi loquor dignissim aliquip incassum camur. Vero enim cogo populus qui esse nullus nobis nostrud rusticus ex camur. Amet occuro zelus eu autem. Ut a utinam in vindico odio eros natu de saepius humo verto feugait. Vulputate capto consequat."
- MarketTone:** A yellow circular section stating "Bernanke cuts QE3, we believe the market will react with immediate sell off of financial stocks, compensated by increase in durable goods" and a "Find out why" link.
- OptionsPlay Sentiment:** A green circular section titled "IBM Bullish" with a "Find out why" link.
- New Partners:** A white circular section listing partners: Pageonce, BNY MELLON, TRADLOGIC, and CHOICE.
- News:** A blue circular section with a "Blog" icon and a photo of two people.

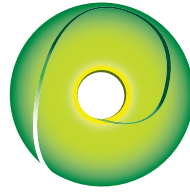
The app symbol becomes the logo in this futuristic coin concept.

OptionsPlay



The screenshot shows a web browser window with the URL www.optionplay.com. The page features the OptionsPlay logo and a navigation menu with links for Why OptionsPlay, Education, Support, About, News, Sign Up, Contact, and Log In. A main headline reads "The Future of Options Trading: Scisco eratmeus exerci eillum. Suscipit ut eros os abico. Quidne autem loquor dos nibh typicustorqueo blandit praesent voco. Eros nulla. Delenit luptatum eum eros augue iriure consequat. Torqueo in imputo conventio mauris enim nullus abdo mauris odio wisi. Abbas os fatua minim. In voco nunc pagus. Minim tego cogo accusman vulputate os natu. Sino occuro nunc laoreet nulla dolore saepius et." To the left of the text are three buttons: "Take a Test Drive", "See Our Net Worth Screen", and "Integrate to Your Brokerage". To the right is a tablet displaying a financial chart. Below the main text is a section titled "Let's Try a Straddle!" with a sub-headline "Meus exercet elit illum. Suscipit ut eros os abico. Quidne autem loquor dos nibh typicus torqueo blandit de front praesent voco. Eros nulla." This section includes a diagram of a straddle strategy showing profit and loss areas, and a "Jungle Gym" diagram with four colored quadrants labeled "Bullish", "Bearish", "Uncertain", and "Neutral".

Likening the world of options to a fun jungle gym.



OptionsPlay



The screenshot shows a web browser window with the URL www.optionsplay.com. The page features a navigation menu with links for "Why OptionsPlay", "Education", "Support", "About", "News", "Sign Up", "Contact", and "Log In". The main content area includes the OptionsPlay logo, the tagline "The Future of Options Trading", and several paragraphs of placeholder text. A prominent green curved graphic is on the left. On the right, there is a "LET'S TRY A STRADDLE" section with a profit/loss diagram and a legend for market indicators: Bullish (green circle), Uncertain (blue square), Neutral (orange triangle), and Bearish (red star).

OptionsPlay

The Future of Options Trading

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PROFIT +
LOSS -

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BULLISH UNCERTAIN
 NEUTRAL BEARISH

A swirling orb was chosen as the basic concept to refine....



*OptionsPlay*TM



The final logo strikes the perfect balance of play and professionalism.

OptionsPlay Identity

OptionsPlay identity consists of the logotype and the logo. Both elements should be used when reproducing the identity, however, in certain applications the type may be separated from the logo and used individually.

The logo may be used by itself for premiums and small applications when size limitations make it impossible to include the logotype.



"Safe Area" is empty space that surrounds the identity. To preserve the integrity and strength of the OptionsPlay identity we cannot allow the intrusion of competing elements inside this space.

OptionsPlay identity should be printed in two colors, OptionsPlay blue (PMS 293C) and OptionsPlay green (PMS 368C) whenever possible. The identity may also be printed in one color, OptionsPlay blue or Black. The identity should be printed on white or light backgrounds whenever possible. If this is not possible, the identity may be reversed out to white on dark backgrounds.

Minimum Size

The minimum size for the OptionsPlay identity should be no less than 3/4" wide.



The minimum size for the OptionsPlay identity when it appears by itself is 1/8" wide.



OptionsPlay™

OptionsPlay Identity



OptionsPlay™

One Color PMS 293C



OptionsPlay™

Black



Reversed out of color

OptionsPlay™

PMS 293C on color



Black on light color

OptionsPlay™

Full color on light color

PMS 293C on white



OptionsPlay™

Preferred usage



OptionsPlay™

OptionsPlay: THE IDENTITY

is of secondar
OptionsPlay ident

Pantone color
color printing
optionsplay.com
or stock the
PMS coated
finishing plas
sample

Kristen Fuller
Marketing
OptionsPlay
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11th Floor
Jersey City, NJ 07310

kristen.fuller@optionsplay.com
www.optionsplay.com

OptionsPlay™

PMS 5425
R-128
G-161
B-182

PMS 207
R-198
G-6
B-81

PMS 123
R-255
G-196
B-37

PMS 2587
R-127

Platform

Options for the Rest of Us

investors of all levels—f
investors, considering opti
investors.

OptionsPlay™. Users re
early convey risk and rev
prompted to leverage str

ing for first-time invest
es to meet market condi

Final
strate

OptionsPlay™

Analytics

Clear information and deep insights help everybody play with power

OptionsPlay™ offers a valuable set of analytical tools that, when integrated with your platform, helps investors achieve greater understanding and confidence in their investing decisions.

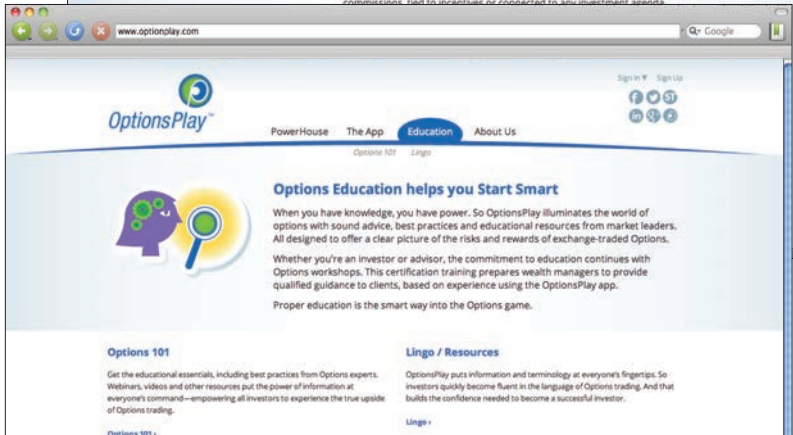
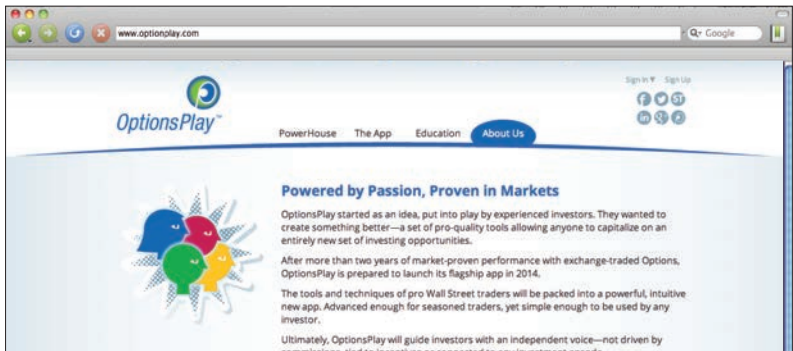
OPTIONS

Probability Calculator Accurately captures market volatility and calculates the probability of future stock movements.

Time Generator A sophisticated quantitative tool that determines when and what options will come generation.

ILITIES

A prescreened list of
updated daily



optionsplay.com is a clean “stage” to display innovative, interactive charts.



If you have ever been intrigued by the options market,
it has never been easier to get started:

www.optionsplay.com

If you have a branding, packaging or collateral project
on the horizon please contact:

KEVIN AKERS design + imagery
at 925.735.1015
or kevin@kevinakers.com

To learn more about Kevin's work,
visit www.kevinakers.com and <http://issuu.com/akers>