

Design Guidelines

More Than Trading

Brand Story

Brand Main Logo

Brand Color Specifications

Corporate Font Specifications

Design and layouts

Exhibition

Illustration

Video

Buttons and Icons

Administrative

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Brand Story

Launched in 2015, PU Prime was founded with the vision of making trading accessible to all. We believe that given the right set of tools, anyone can trade. With the customer experience as our North Star, we've set about creating a world-class, service-focused online brokerage.

Because we believe in giving more opportunities to our customers, we provide traders access to forex, indices, shares, commodities, and cryptocurrencies at industry-low trading costs. We continuously work to improve our services and products, so customers get the best trading environment possible.

PU Prime is also committed to guiding every customer through their trading journey, providing analysis, education, and round-the-clock support because we believe that the customer's success is ours too. Today, PU Prime is trusted to serve over 120,000 loyal customers in more than 120 countries and counting.

Beyond that, we will continue to expand our footprints, broaden our product range and strive for the best solutions for our customers and partners.



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Concept and rationale

"Water" is the central theme of the our logo, represented by the blue of the logo. The two parts that make up the stylised "P" each represent the ocean (left) and a droplet of water (right).

Explanation

Just like the ocean, PU Prime is made up of its customers, and partners all coming together to form something greater than the sum of its parts. Because a rising tide lifts all, the growth of PU Prime is inseparable from that of its customers.

Taken as a whole, the logo resembles a flag fluttering in the wind, representing how PU Prime is an industry leader.

Logo characteristics and keywords

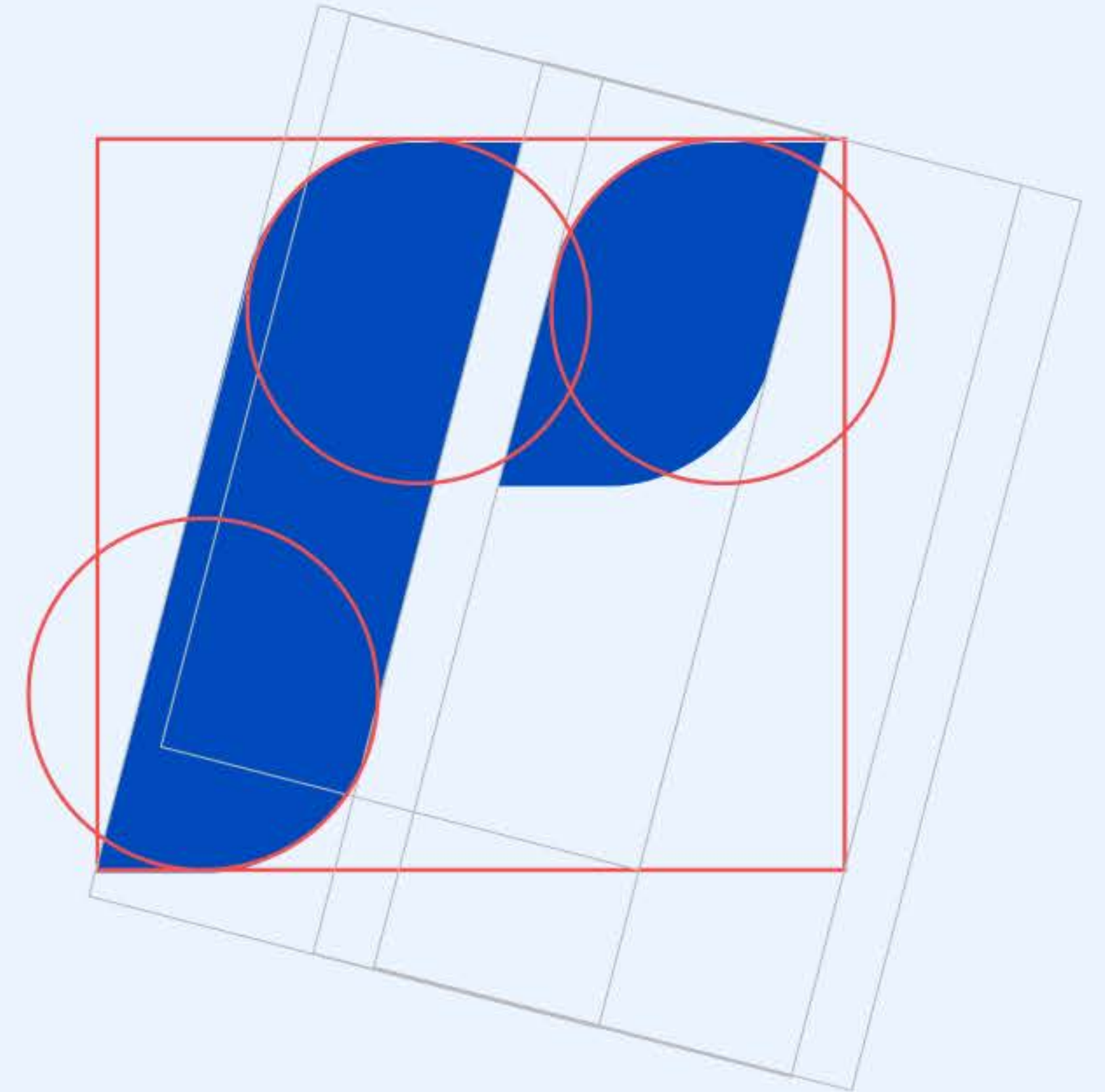
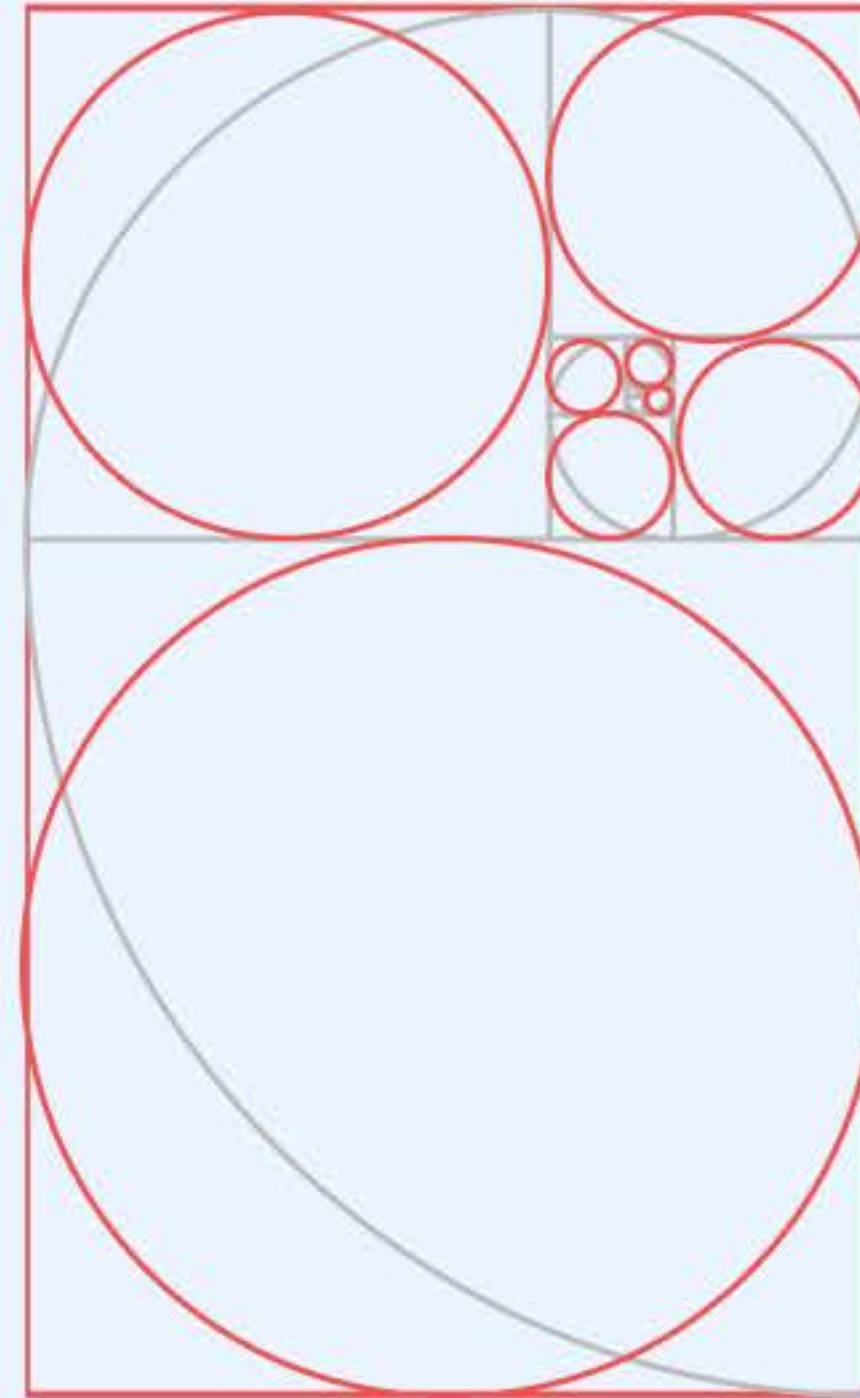
Dynamic, professional, leading, friendly, innovative



Fibonacci: Golden Ratio

Golden Ratio is to determine the height and width of a logo as well as the proportions of the internal elements to the entire design.

The Golden Rectangle can also be used to place objects and define the best composition that is most pleasing to the eye.



Corporate Logo

Our corporate logo is the most visible expression of our brand. Logomark is only for **instagram**.

Treat the logo as an individual unit—never divide it.

- Treat it as an image, not a word.
- Don't use it in a sentence, headline or title.
- Never redraw or modify the logo in any way.



Logo Co-Branding

Co-branded materials feature the PU Prime logo on the left and the partner logo on the right. Partner-led co-branded materials feature the partner logo on the left and the PU Prime logo on the right. The same guidelines apply when referring to placement.

All co-branded uses of the PU Prime logo must be following guidelines:

- Make all logos appear equal in size.
- Center-align the PU Prime logo horizontally or vertically with other logos.
- Maintain equal distance between all logos.
- Create a 1-pt #232020 (or the CMYK equivalent) stroke divider between the logos. A vertical stroke should be the height of the logo clear space. A horizontal line should be the length of the PU Prime logo.



Colors and Backgrounds

Our primary logo color is PU Prime Blue. To preserve legibility, this blue logo should only be placed on a white or dark background. For positioning on a colored background, the value of the background should determine if the logo appears in full color or white.

The logo may be used on photography but must be placed in an area of high contrast to the background. For maximum visibility, set the logo in the clearest area of the photograph. The logo may be produced as a blind emboss/deboss, embroidered, engraved, or foil-stamped in white, silver, or clear.

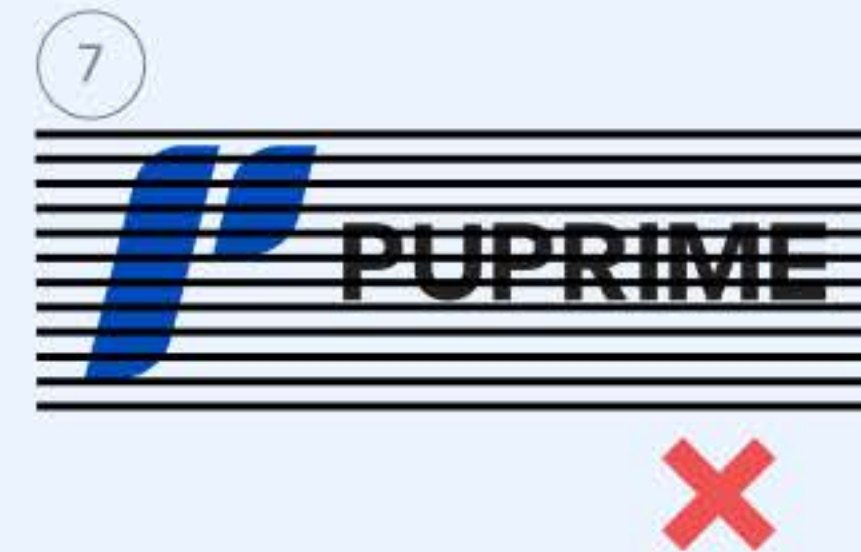


Logo Don'ts

The PU Prime corporate logo must never be altered, adjusted or redrawn in any way. Inconsistent use detracts from our brand equity and recognition, and negates the consistency we strive to achieve.

Examples shown here illustrate incorrect uses of the logo.

1. No color unsaturated to the logo
2. Do not add gradient fill.
3. Do not outline the logo
4. Do not use any colors other than Pu Prime Blue, black, or white for the logo.
5. Do not distort the logo.
6. Do not create new logos with the PU Prime logo.
7. Do not block the logo
8. Do not the logo on the background or picture that has no obvious contrast.



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Corporate Logo

The following pages denote the CMYK, RGB, and hexadecimal values for our corporate colours.

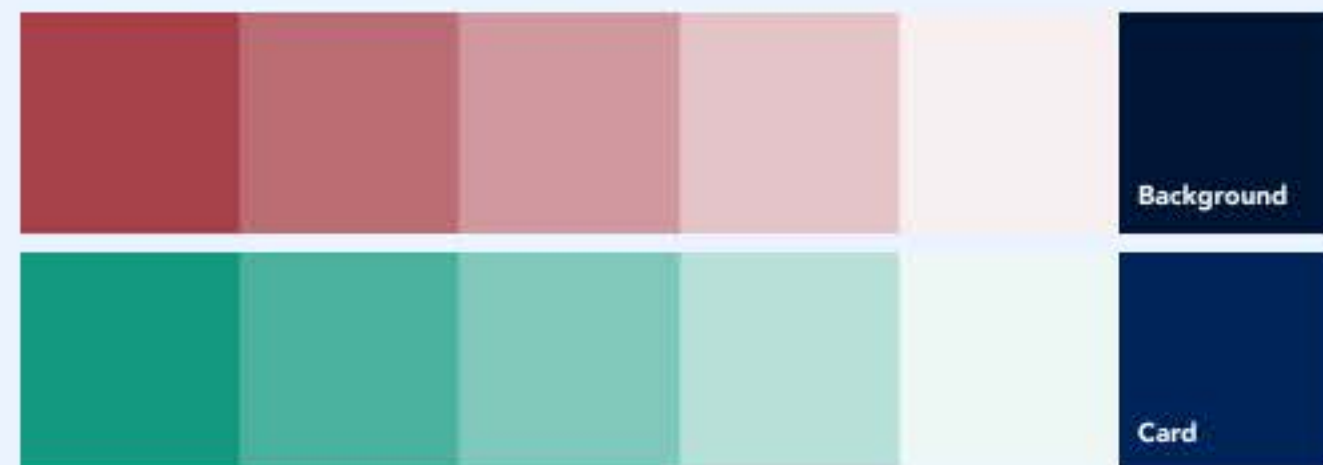
Primary Colours

The blue and black shown on this page are the corporate primary colours. The blue shown on the right is the PU Prime corporate blue, it should be the dominant colour used in any PU Prime documents or materials. If creating digital assets, use RGB or hexadecimal values. If creating print assets or merchandise, use CMYK values.

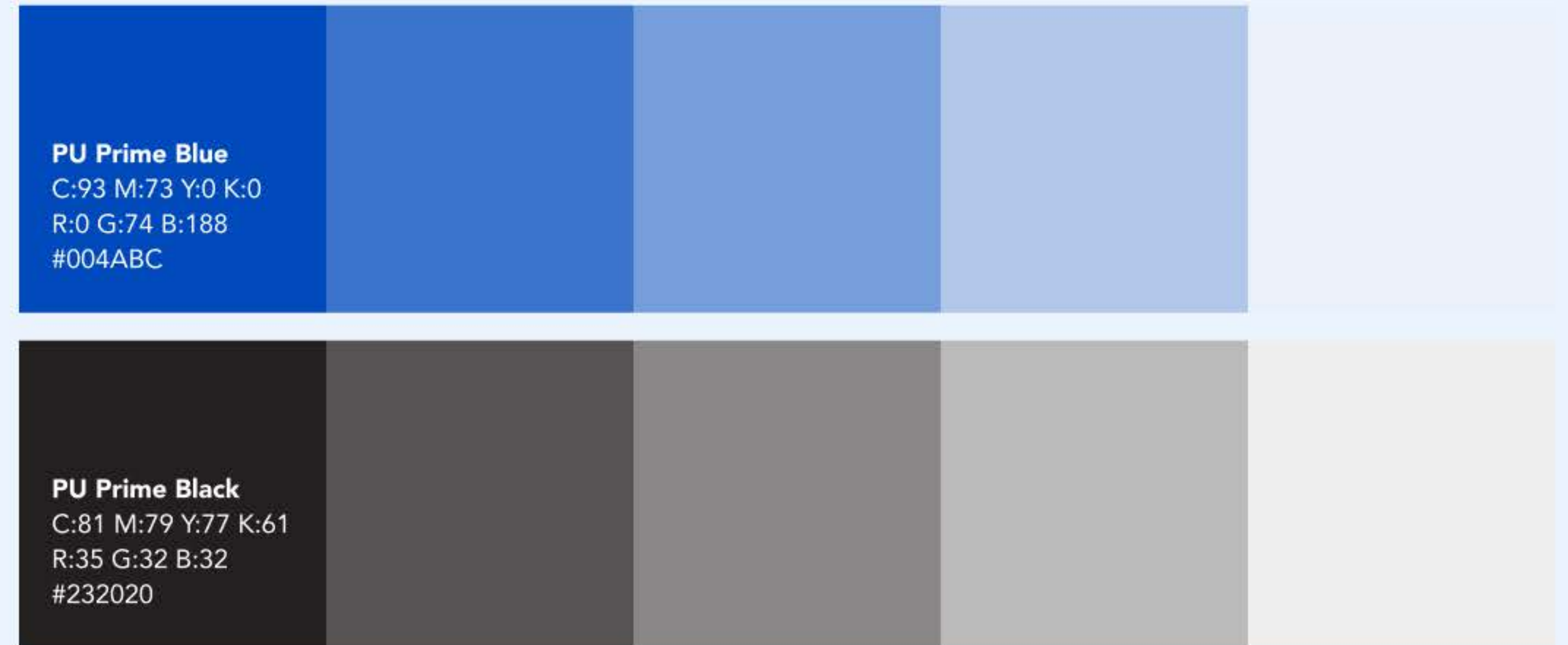
Secondary Colours

The following are the secondary corporate colours. They should be used sparingly for smaller elements.

Secondary Color (Dark theme)



Primary Color



Secondary Color (Light theme)

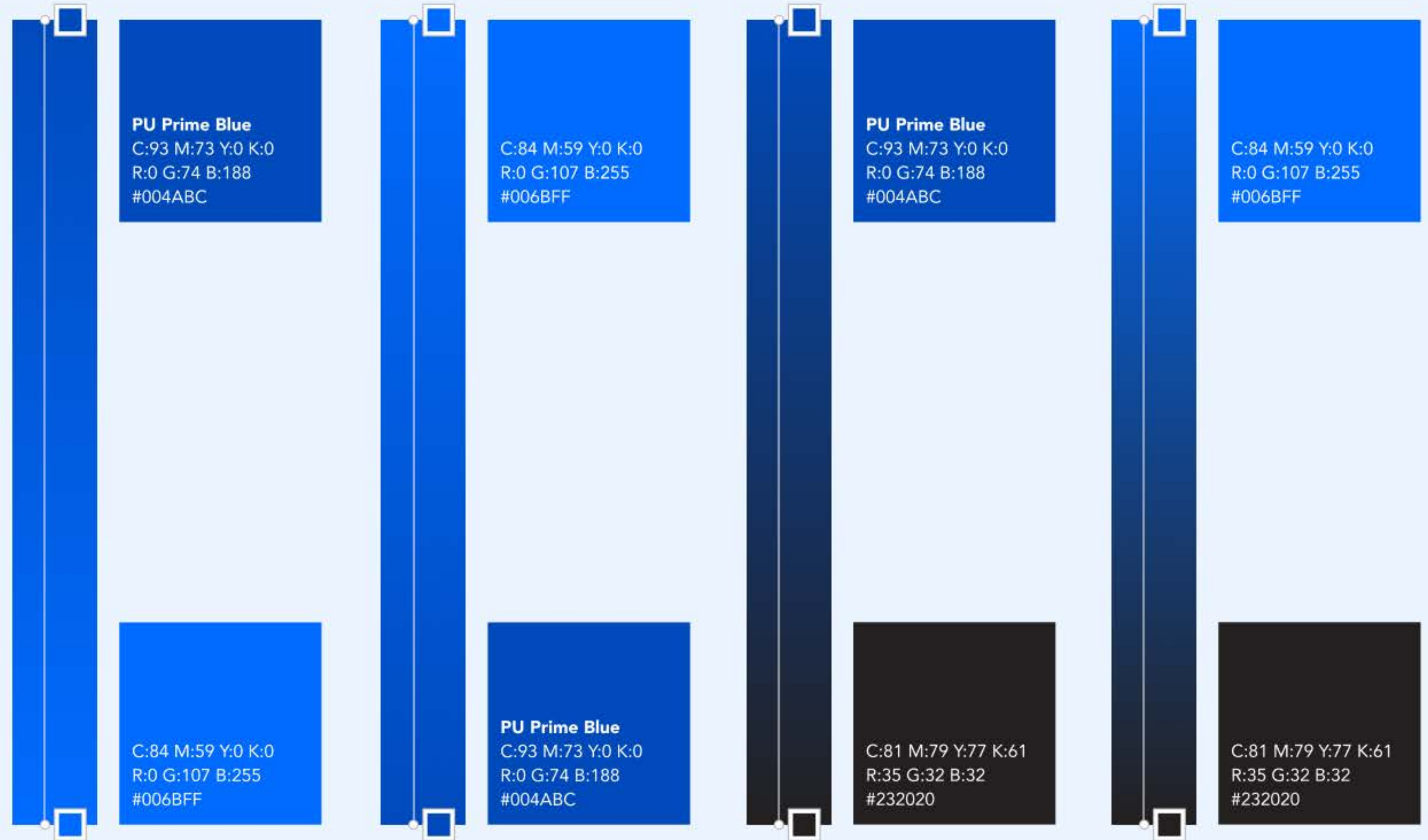


Gradient Color

The gradient is often use as a background in digital contents.

Only our corporate PU Prime Blue's and full black is allow for gradient.

Minimise the usage of gradient for printing. the reason is some countries may have trouble printing booth wall/standee



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Language to use Avenir
Bold and Roman font are...

- French
- English
- Germany
- Italy
- Russia
- Korea
- Spanish
- Arabic (Bold and Light)

Avenir (English and Arabic verisons)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
~!@#\$%^&*()_+

Be Vietnam Pro
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
~!@#\$%^&*()_+

Language to use Yahei UI
Bold and regular font are...

- Chinese

YaHei UI
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
~!@#\$%^&*()_+

Language to use Be Vietnam Pro
Bold and light font are...

- Vietnam

Simplified Chinese
PU Prime作为行业领先的全球多资产在线交易服务提供商。。。。

Traditional Chinese
PU Prime作為行業領先的全球多資產在線交易服務提供商。。。。

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Instagram post and stories

Logo placement please follow

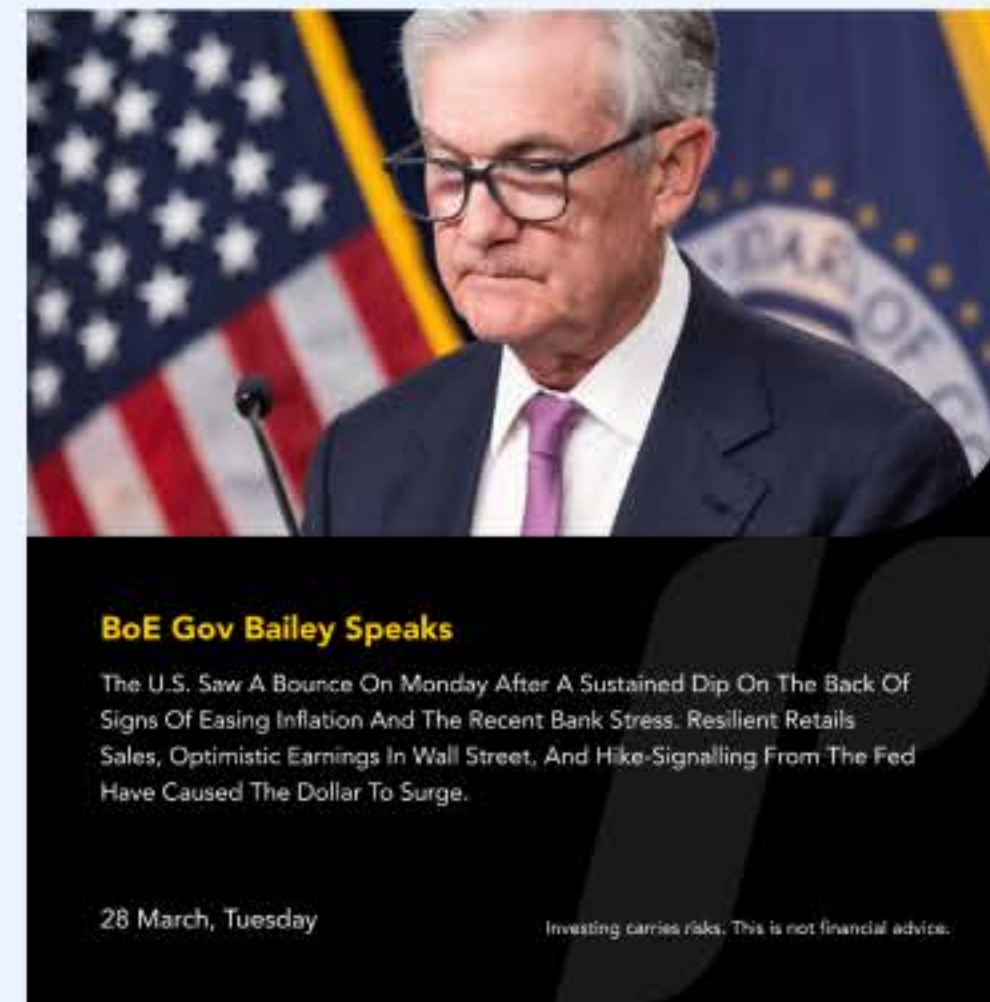
PU Prime Blue and full black need to be used as part of our corporate identity.

Yellow is only for less priority text or shape element to spice up the visual.

PU Prime logomark seamless background is optional.

Try to maintain a word limit of 8-15 words in this instance.

PU Prime logo is using **Logomark only on instagram and facebook**



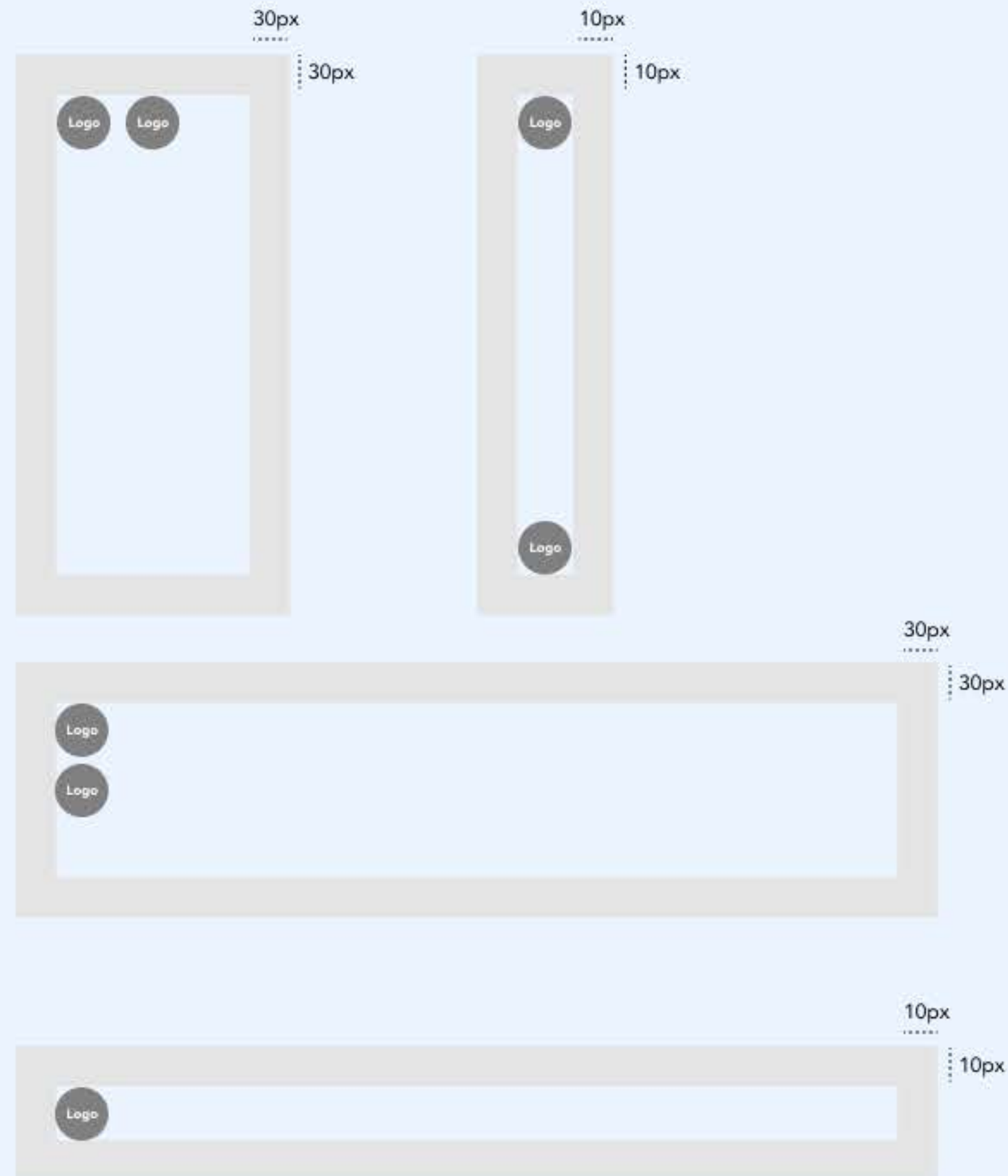
#PUPrimeDAILY

10 APRIL 2023

- The markets remained clueless after receiving mixed signals in the U.S. economic data on Friday. Although the Non-Farm Payroll decelerated to 236k, in line with the market consensus, the record low in the unemployment rate suggests that the labour market remains strong.
- Kazuo Ueda has taken the lead over BoJ's first 5-year term in Japan. While he has not given any indication, economists expect potential changes in BoJ's monetary policy by July.
- Oil prices traded steadily above \$80 with the market awaiting OPEC and IEA monthly reports.

Paid Ads

The background for test messages must be in solid color.
Please follow the logo placement, margin and padding diagram shown below.



GET TRADING CREDITS NOW

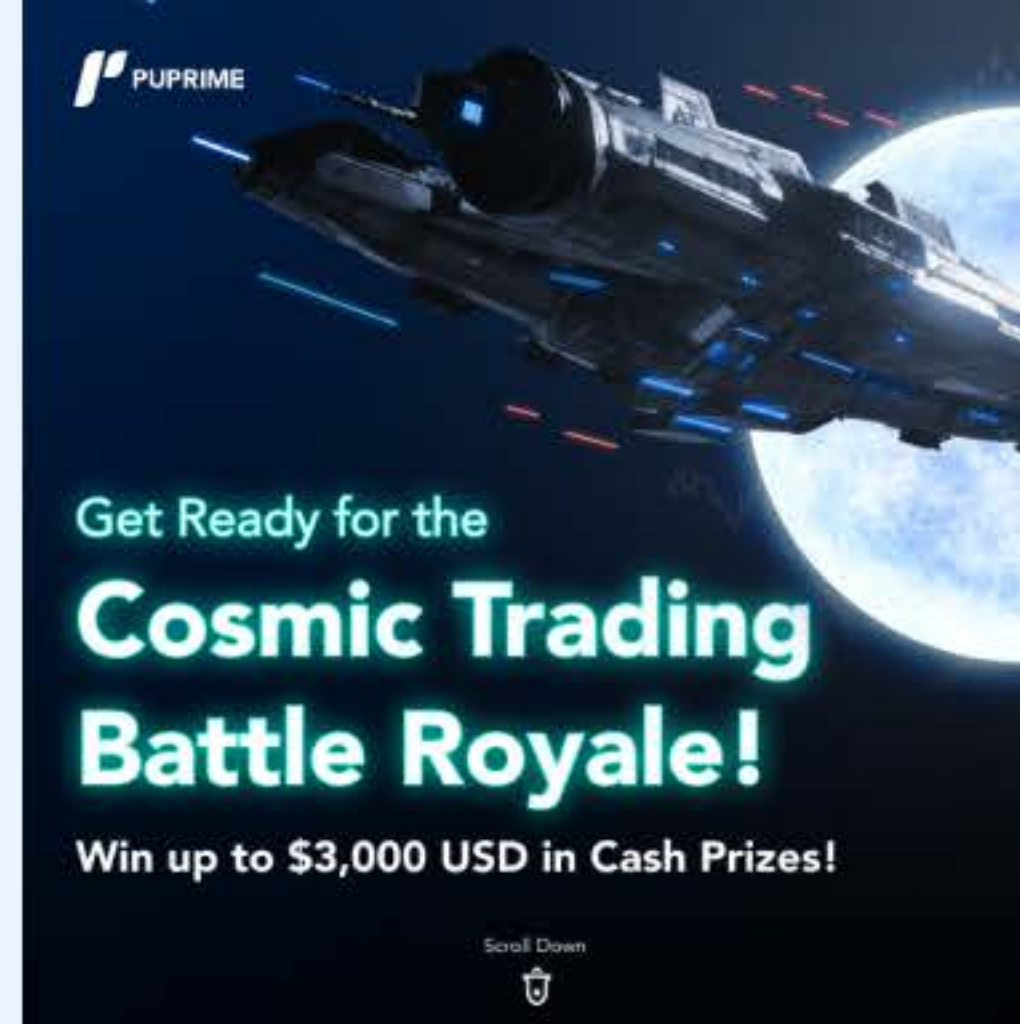
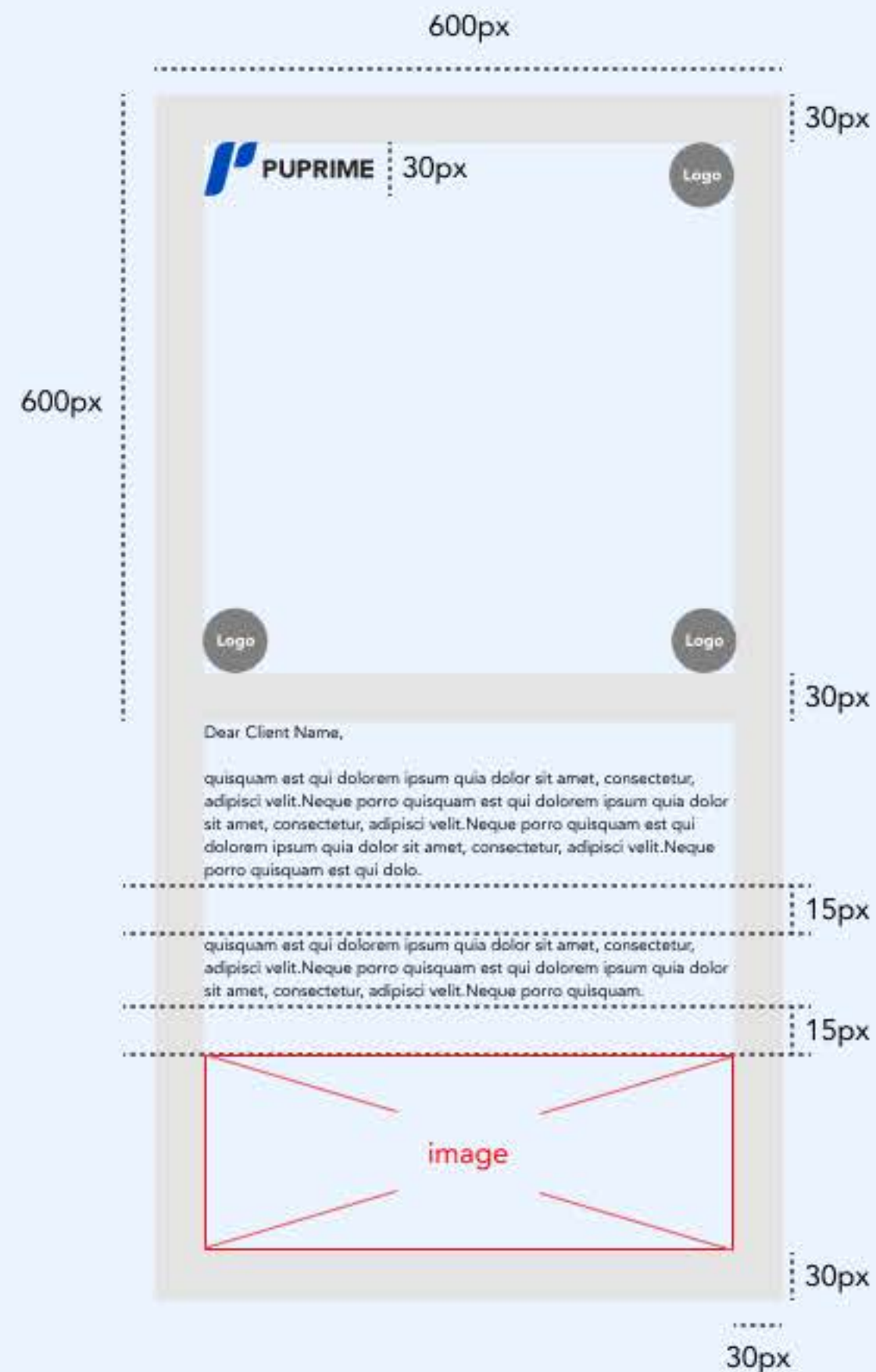
50% Deposit Bonus

Download Now



EDM

The background for test messages must be in solid color.
Please follow the logo placement, margin and padding diagram shown below.



Registration Period	Contest Period	Eligible Participants
From 03 July 2023	10 July - 04 Aug 2023 (00:00 - 12:00, GMT+3)	In-app demo users

Dear {{Client Name}},

Are you ready to immerse yourself in an extraordinary trading experience? We are thrilled to announce the upcoming Cosmic Trading Battle Royale, where you can unleash your trading potential, hone your skills, and compete for attractive cash rewards! Get ready to **experience more than just trading** and take your abilities to astronomical heights.

Join our **risk-free Demo Trading Contest** and explore a world of possibilities without any financial risk. Engage in real-time market simulations, analyse market trends, and refine your strategies. It's the perfect opportunity to learn, grow, and embark on your trading journey with confidence.

Exciting Cash Prizes Await

Aim for the stars! We have prepared an astronomical prize pool of \$8,000 USD for the top 10 participants with the highest margins.



Dear [Client's Name],

The haka has begun, and the world is engrossed in the gripping tackles and mesmerizing tries of the 2023 Rugby World Cup! Just as legends like Jonah Lomu and Martin Johnson left their indelible mark on the game, it's your time to seize the opportunity and score big with our **PU Prime Rugby World Cup 2023**.

POOL A

Friday, 8 September
21:15 LOCAL TIME
France vs New Zealand
Stade de France, Saint-Denis

POOL B

Saturday, 9 September
15:30 LOCAL TIME
Ireland vs Romania
Stade de Bordeaux, Bordeaux

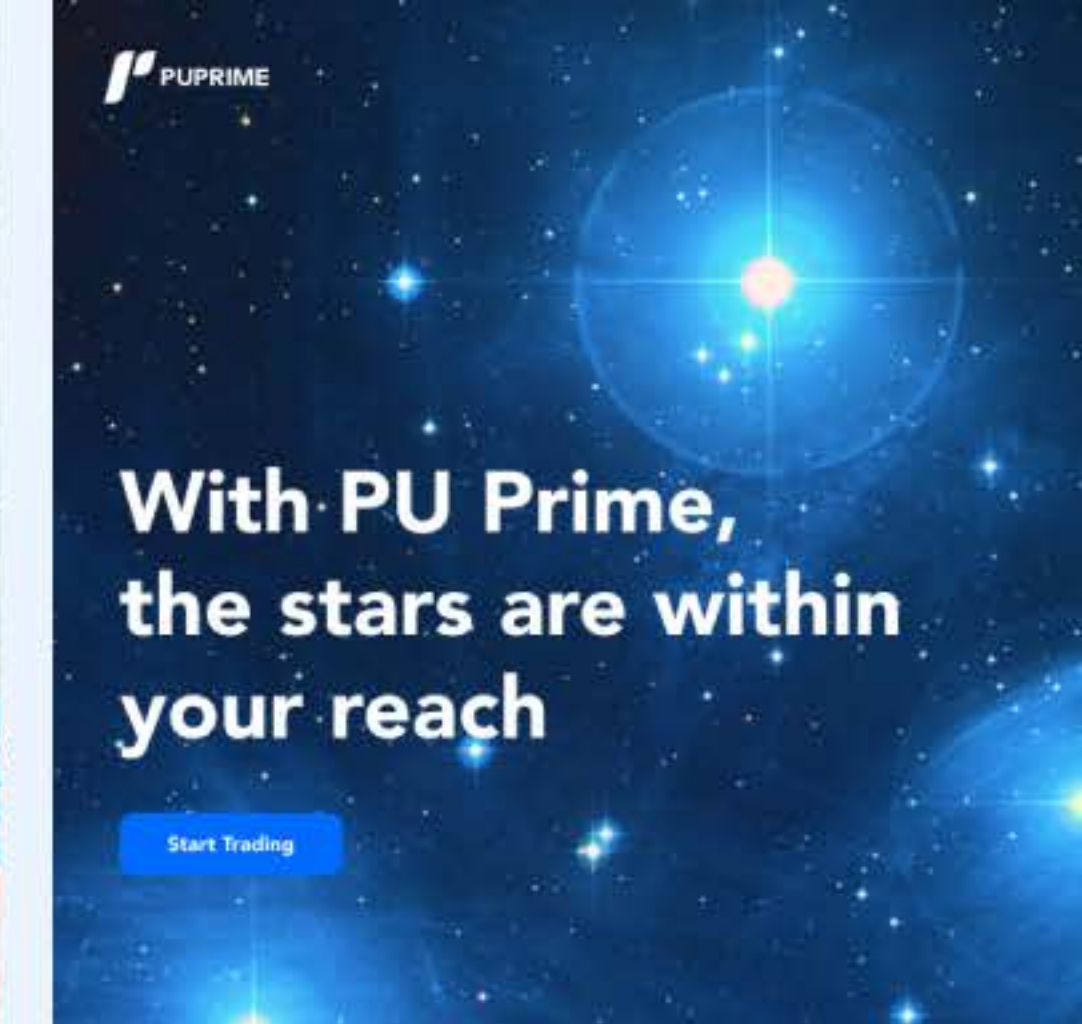
For Illustration Purposes Only

RUCK 'N ROLL

Stay ahead of the scrum! Dive into our match predictions and get a chance to earn a **\$120 USD credit bonus**. Remember, every scrum won is a game half-won!

QUICK TAP TO WIN

You don't need to be as fast as Bryan Habana to get this one. Simply tap in your predictions for each match, and you could be the lucky one to pocket up to **\$50 USD in trade loss vouchers**. Think quick, predict right!



Welcome to PU Prime!

We're excited to be starting your trading journey with you.

[Taking Off With Us](#)

Effortless Trading On the Go

Download PU Prime App and start trading anytime, anywhere.

[Download on the App Store](#) [GET IT ON Google Play](#)

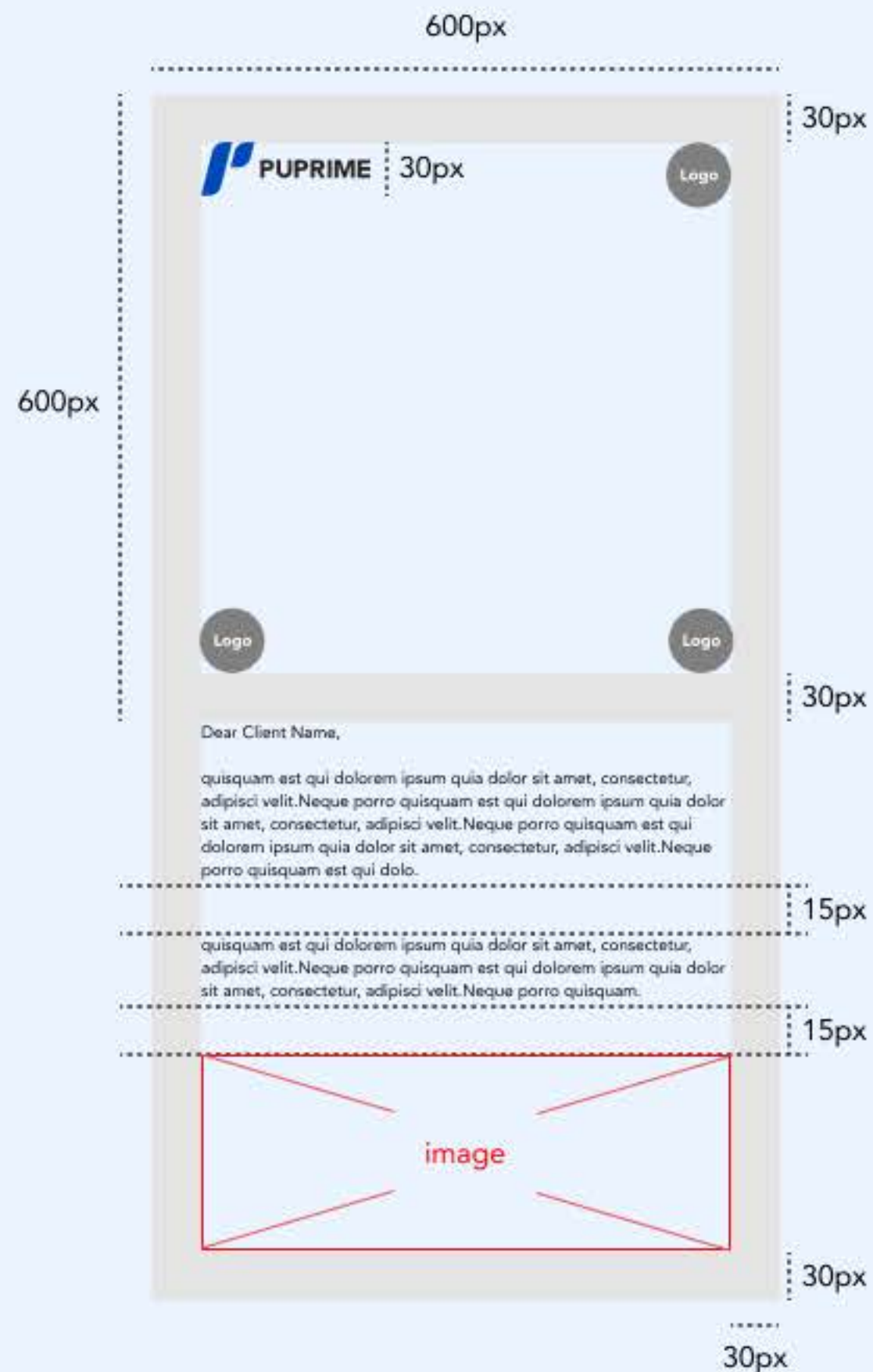
Follow Us

Our Support

The content of this email is marketing material and should not be considered as investment advice, personal recommendation, an offer of, or solicitation to buy or sell any financial instruments.
 PU Prime does not in any of its Publications take into account any particular recipient's investment objectives, special investment goals, financial situation, and specific needs and demands.
 PU Prime makes no representation and assumes no liability as to the accuracy or completeness of the content of this publication, which has been prepared utilising publicly available information.
 The content of this email is confidential and intended for the recipient specified. If you have received this message in error, please do not disseminate, distribute or act on this information.

Newsletter

The background for test messages must be in solid color.
Please follow the logo placement, margin and padding diagram shown below.



THE MARKET PULSE

Your monthly insight into opportunities



Hello Traders! Welcome to the Monthly Market Pulse

Macroeconomic data became a key focus for traders in August, with no Fed meeting in the past month and the next Fed meeting on 19-20 September. Gold saw a huge cheer in the second half of August, jumping from the 1890 region to above 1950 before settling around 1940 in the past week. The precious metal's rise has been underscored by rife uncertainty in the markets - both over the Fed's hiking cycle and the possible ripples from the bad news surrounding the world's second-largest economy, China.

July saw the Fed delivering what many thought would be the Fed's final rate hike, although recent guidance at Jackson Hole seemed to signal otherwise with Fed Chair Jerome Powell saying that the Fed is "attentive to signs that the economy may not be cooling as expected". Even if rates are not increased, the real question remains of whether they will be decreased since they're at a 22-year high. On the flip side, the inflation outlook seems to be improving, with Goldman Sachs cutting their US recession forecast to a 15% chance, down from 20%.

Elsewhere, oil has surged in the past two weeks after Russia and Saudi Arabia

THE MARKET PULSE

Your monthly insight into opportunities



Hello Traders! Welcome to the Monthly Market Pulse

After weeks of brinksmanship, it's finally happened: on 3 June, US President Joe Biden signed off on a law suspending the debt ceiling through Jan 1, 2025. While facing outspoken resistance from a group of hardline Republicans, the debt ceiling was suspended days before default, echoing a similar situation back in 2011 when the US averted a crisis just within 72 hours of default.

Do we just put the debt crisis in the rear view mirror now? Perhaps not yet, at least according to rating agency Fitch, which first threatened to downgrade the US' AAA credit rating (the highest possible) before the bill was inked. Even with the resolution of the debt ceiling crisis, Fitch still sees Washington's partisanship as an economic threat, saying that they'd come to a conclusion in September.

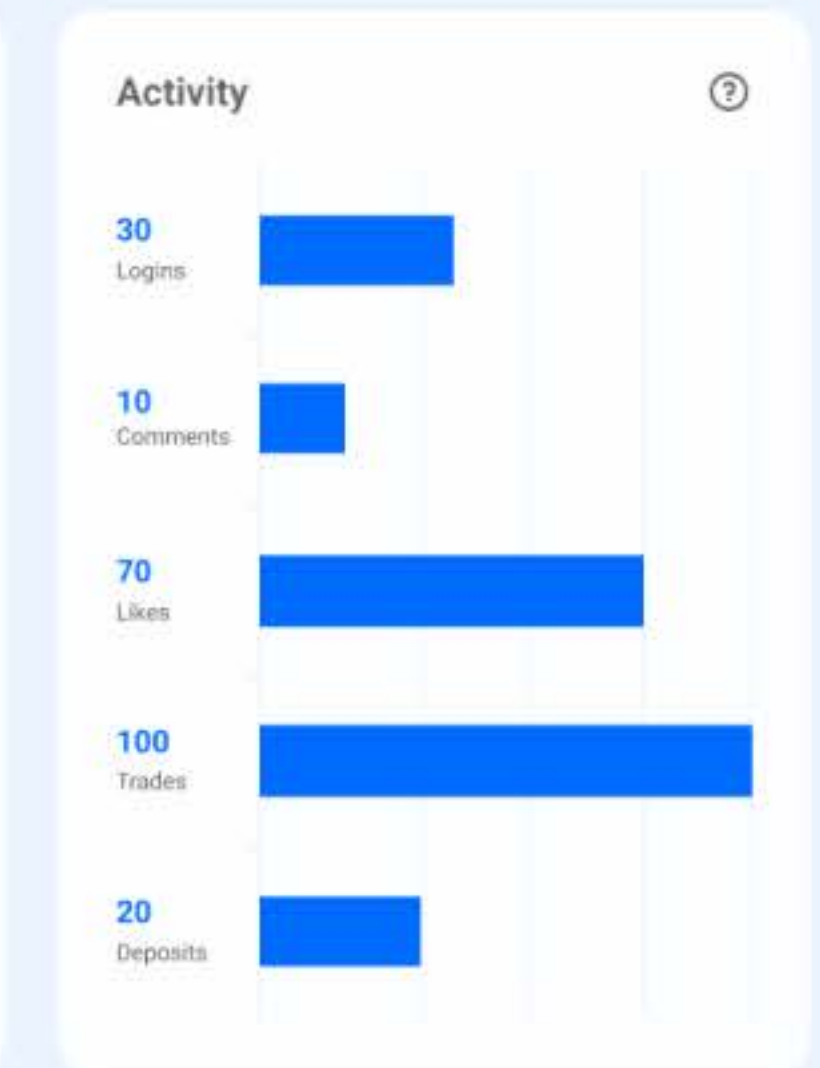
Additionally, there's the economic impact of the rough \$1 trillion in spending cuts to consider - although this is much less than the \$2.4 trillion cut in 2011 and a figure that market watchers say will have a much lower impact on the economy.

At least for now, it seems like the market has returned its focus to the Fed's hiking regime. Next upcoming FOMC meeting is tricky. The Fed has signaled a potential

Chart and Diagram

The following are examples of chart and diagram is our current PU Prime app.

Please keep in solid corporate colors for all projects that require chart and diagram.



Evergreen Promotions

Evergreen promotion will follow the space theme style.

Fill is #000000
Stroke is #EEEEEE, 1px
Round corner is 20px



Current Promotions

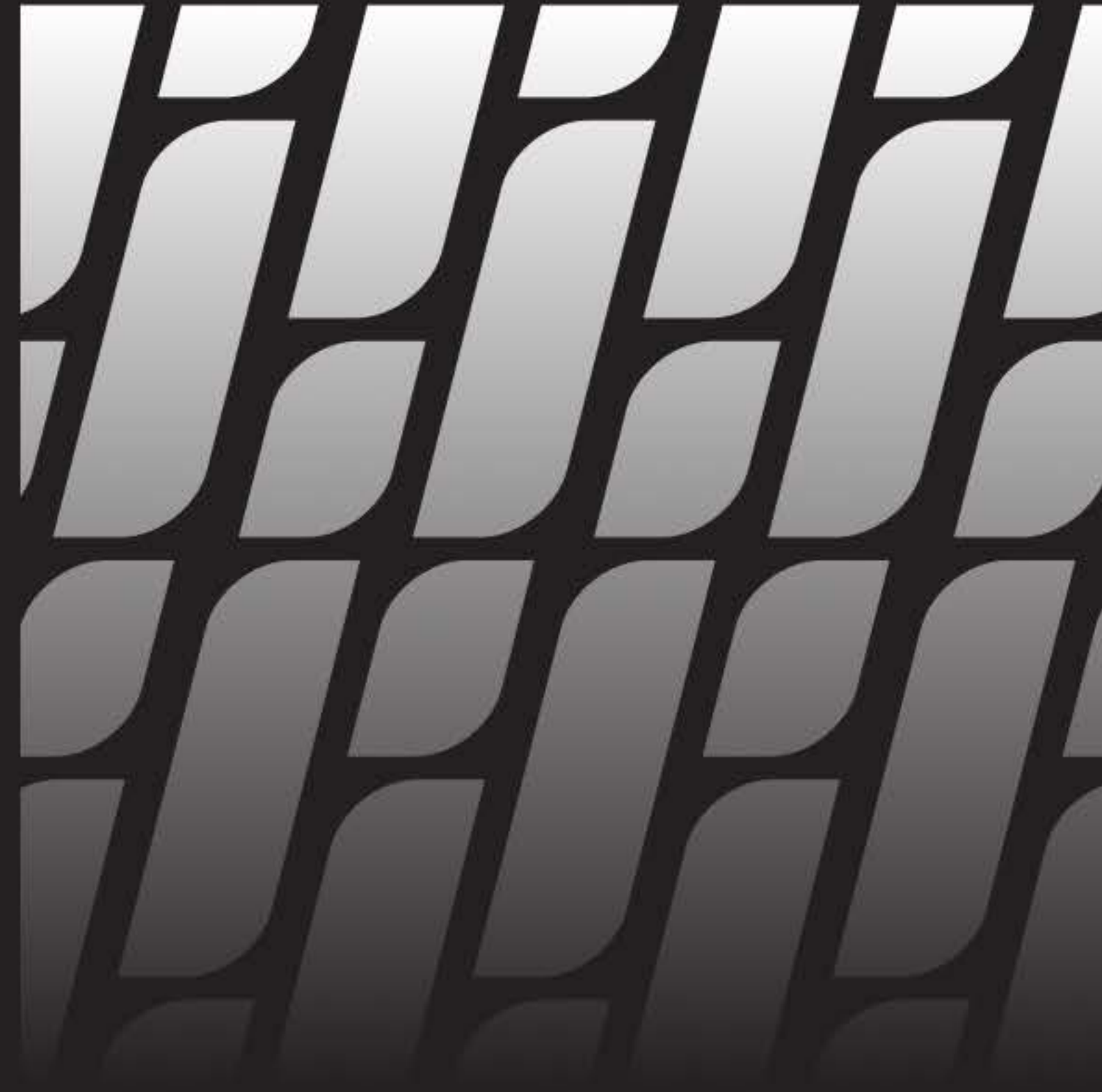


PU Seamless Textile

PU Textile is often use in all design, only purpose to serve

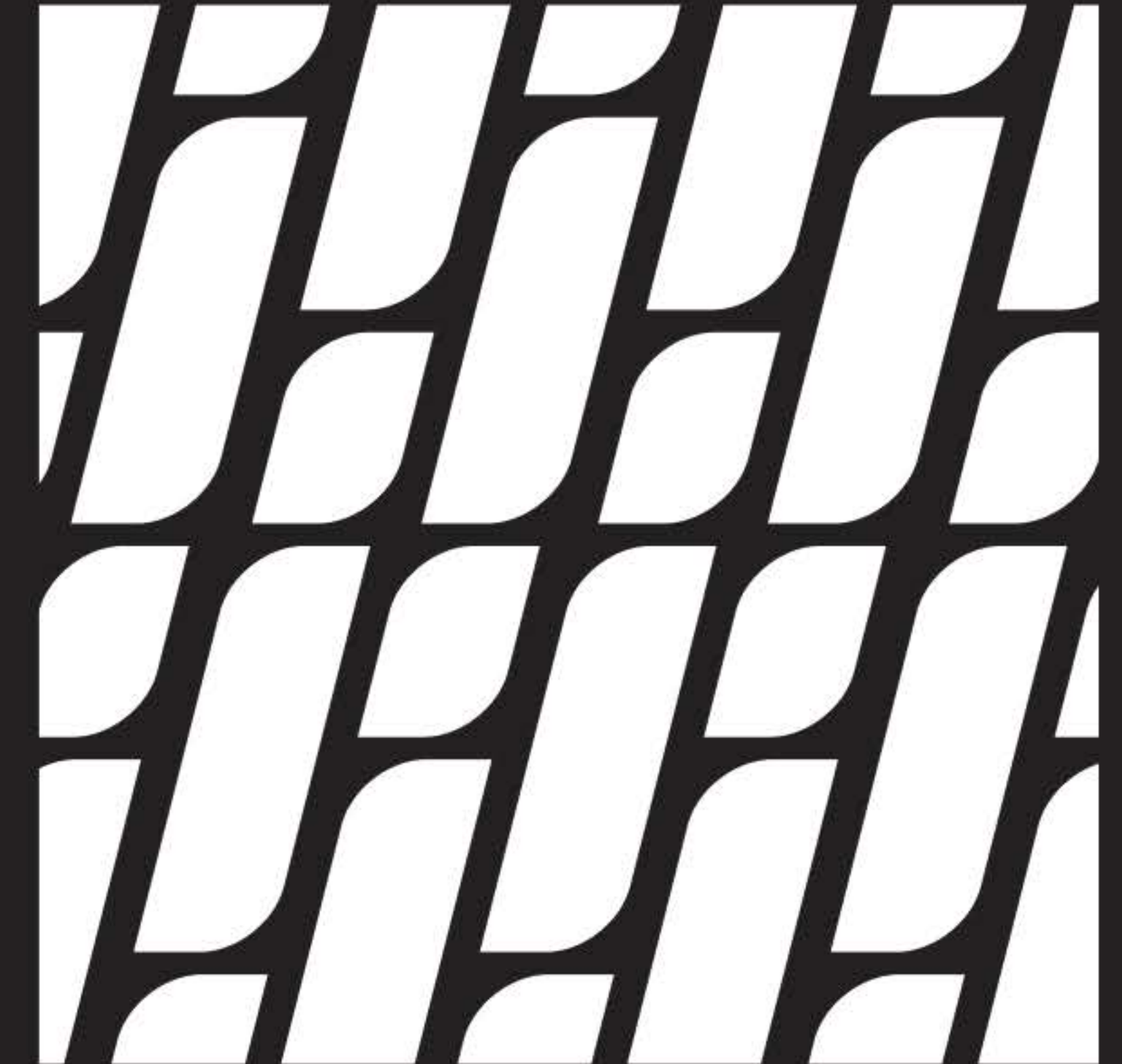
**Must follow either this
#FFFFFF, 3% Opacity with a gradient mask**

Illustration purposes



**Must follow either this
#FFFFFF, 3% Opacity**

Illustration purposes





A World-Class Trading Experience In The Palm Of Your Hand

- Access promotions, education, and market updates
- Full dealing functionality and one-tap trading
- Risk management and charting tools



Download on the App Store

GET IT ON Google Play



First Deposit Cashback

Withdrawal Bonus Up To
\$10,000



Download Now

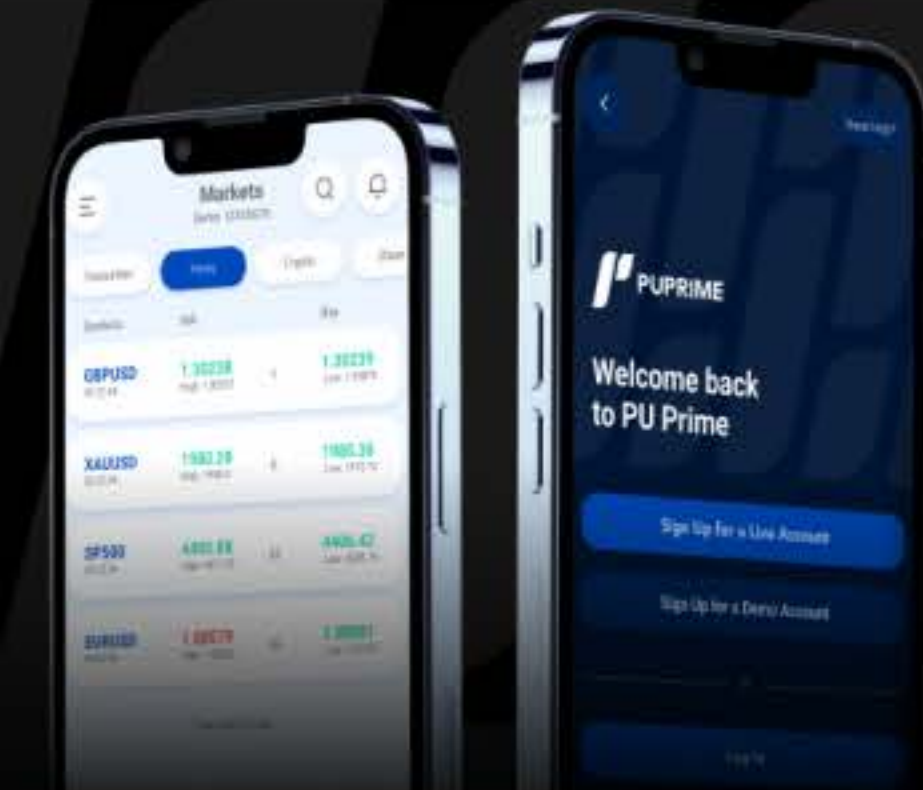


Platforms You Can Depend On

We've combined technology with mindful interface design to ensure a smooth, reliable trading experience.

- An award-winning mobile experience for trading anytime, anywhere
- Browser-based WebTrader platform for all major browsers
- MetaTraders 4 and 5
- Comprehensive education, analysis and trading tools
- Copytrading with PU Social

[Our Platforms](#)



PU Textile as Watermark

Apply the watermark on the any collateral with PU Prime logomark seamless background



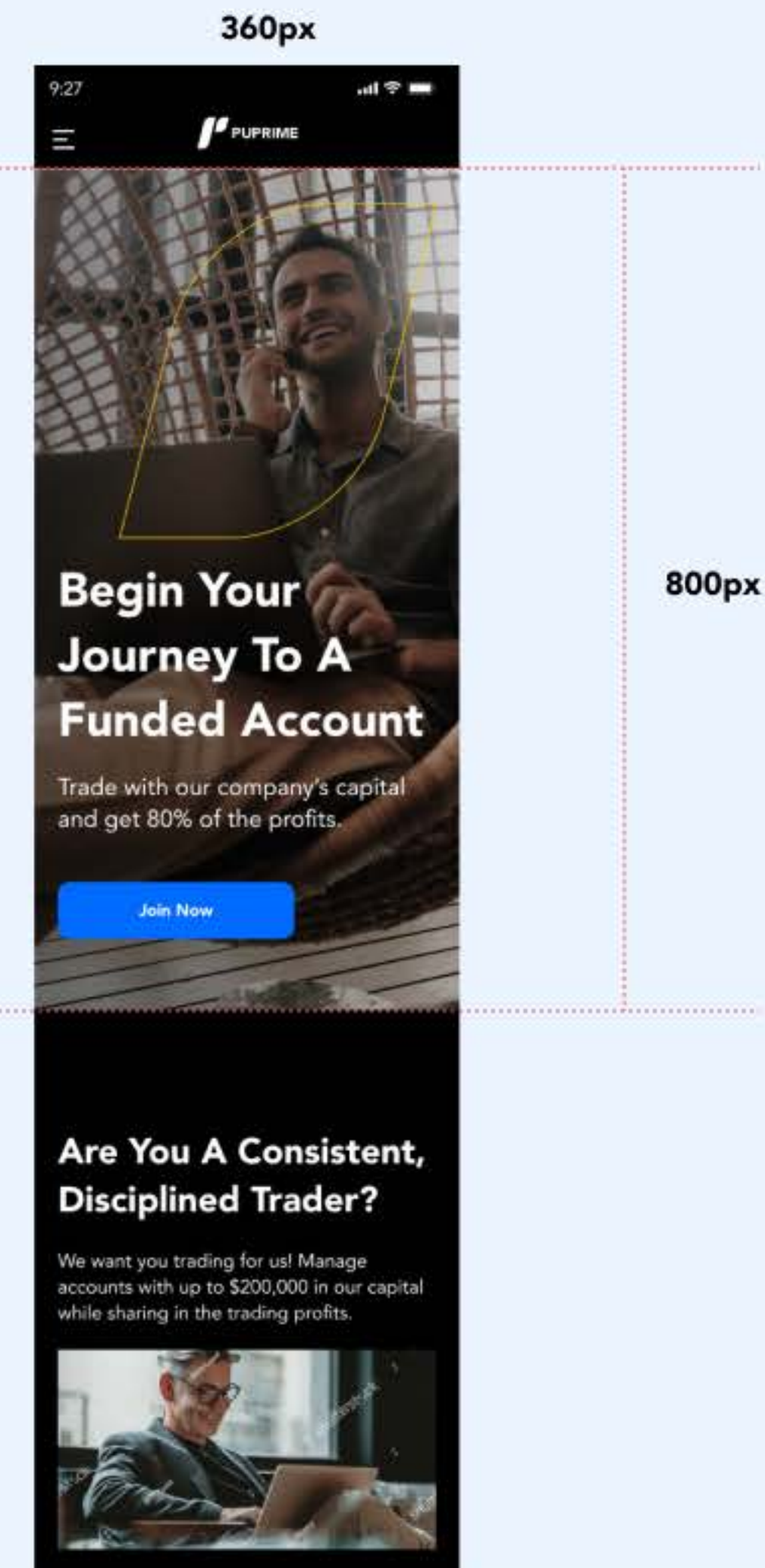
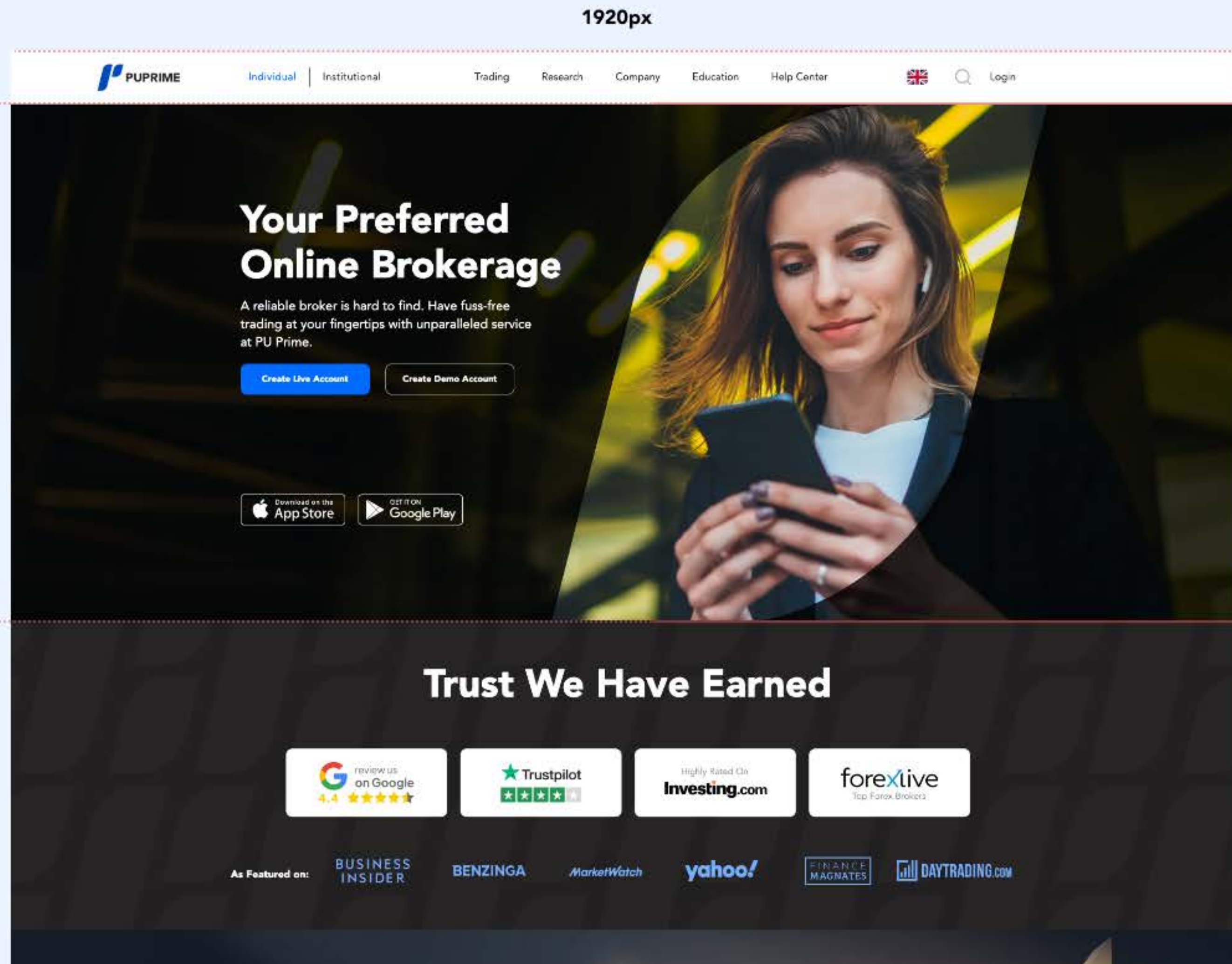
#FFFFFF, 3% Opacity

Example: PU Prime logomark seamless background on the content



Homepage and Promotion Banner in website

The fixed size of the PU Prime home page banner. The consistent attribute applied to the banner is the logo blue button graphic. The feature image is always in the left blank area, and the text is always in the upper part of the left button.



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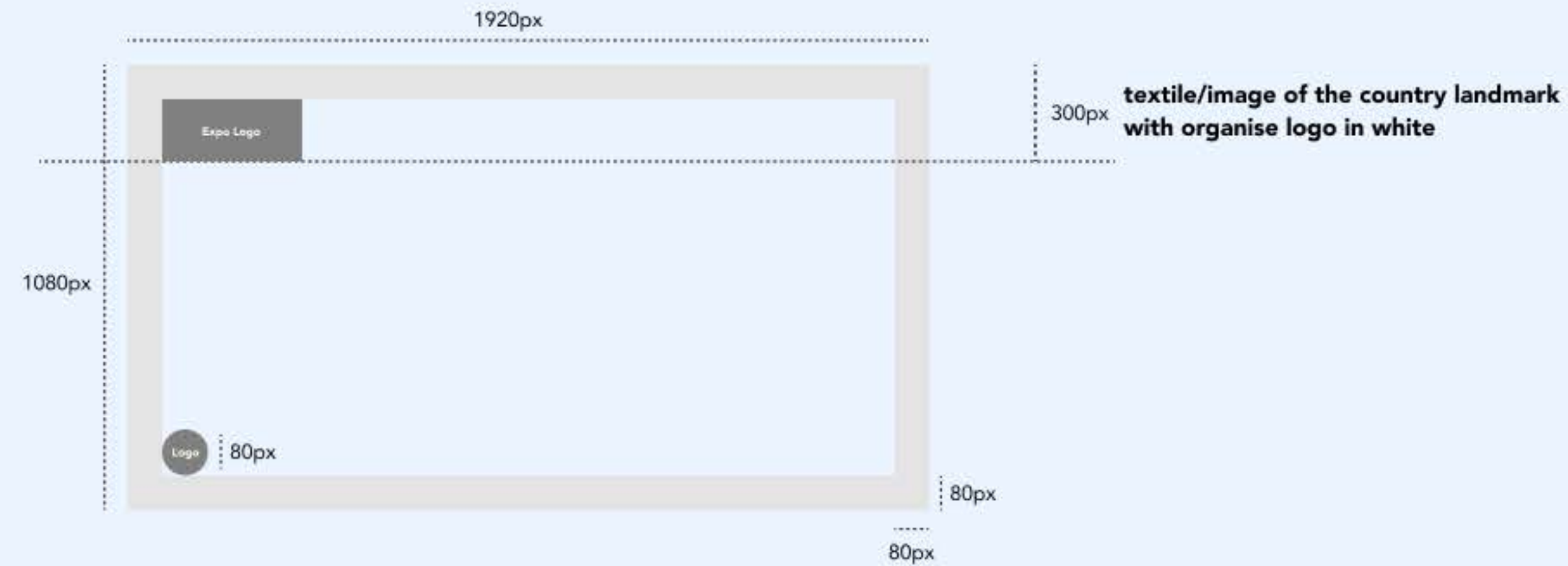
Copyright



LinkedIn post

Need to find the local identity to create into their motif.

Replace the content with booth number, a portrait, name and position.



Joffrey Charbonnier's Post



Joffrey Charbonnier

Partnerships Manager at PU Prime
1mo

Dear Affiliates, IB Partners, CFD Traders and Fund Managers,

I am glad to announce that I'll be attending Affiliate World Conferences, Barcelona on 12th-13th July 2023 so let's get in touch Booth 45!

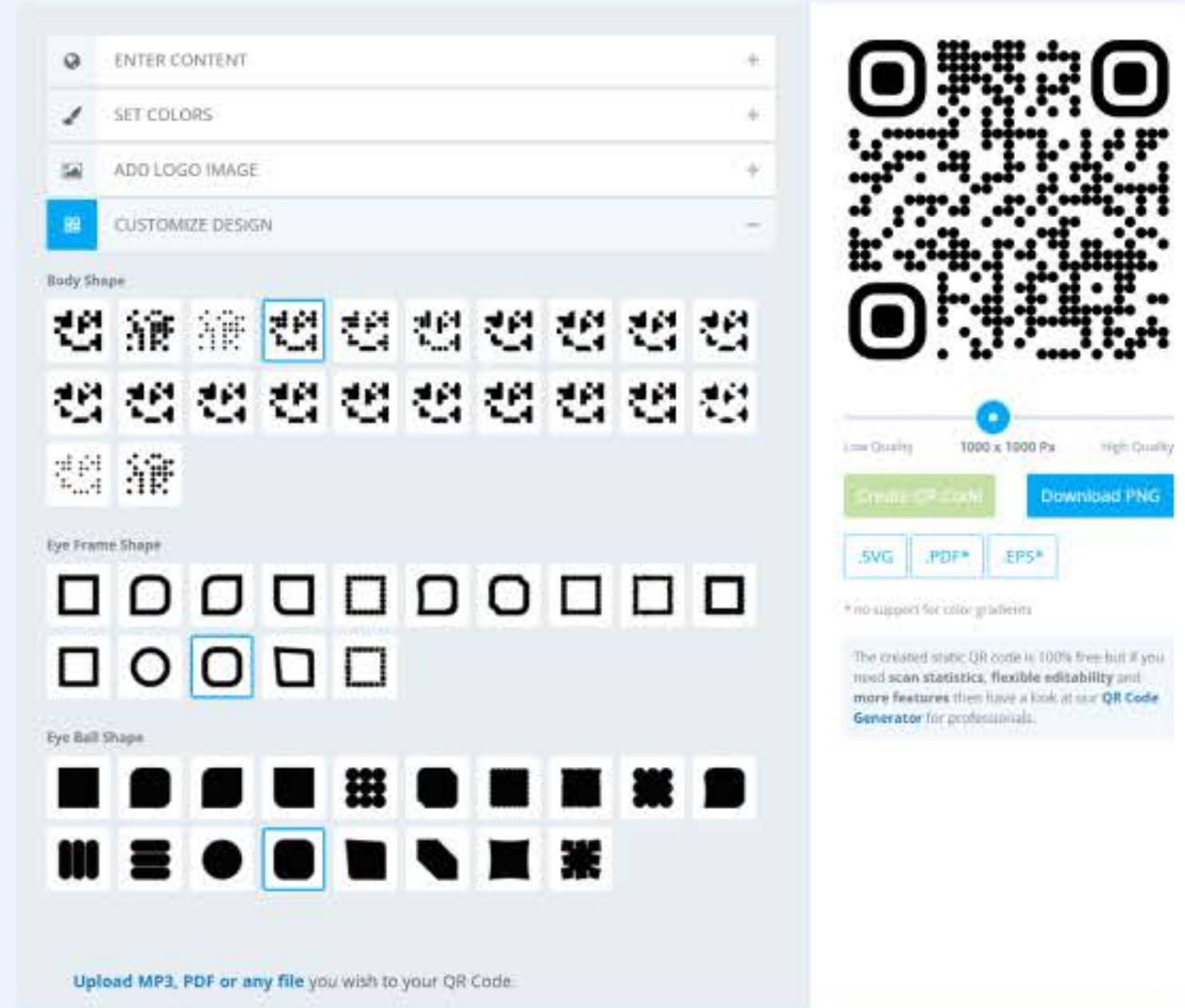
[#traffic](#) [#CPA](#) [#affiliates](#) [#partnership](#) [#affiliatemarketingbusiness](#) [#ib](#) [#fx](#) [#forex](#)
[#cryptocurrencies](#) [#trading](#)



QR Registration Wallpaper

Need to find the local identity to create into their motif.
Replace the content with booth number, a portrait, name and position.

Only onelink QR code is normal sharp QR code

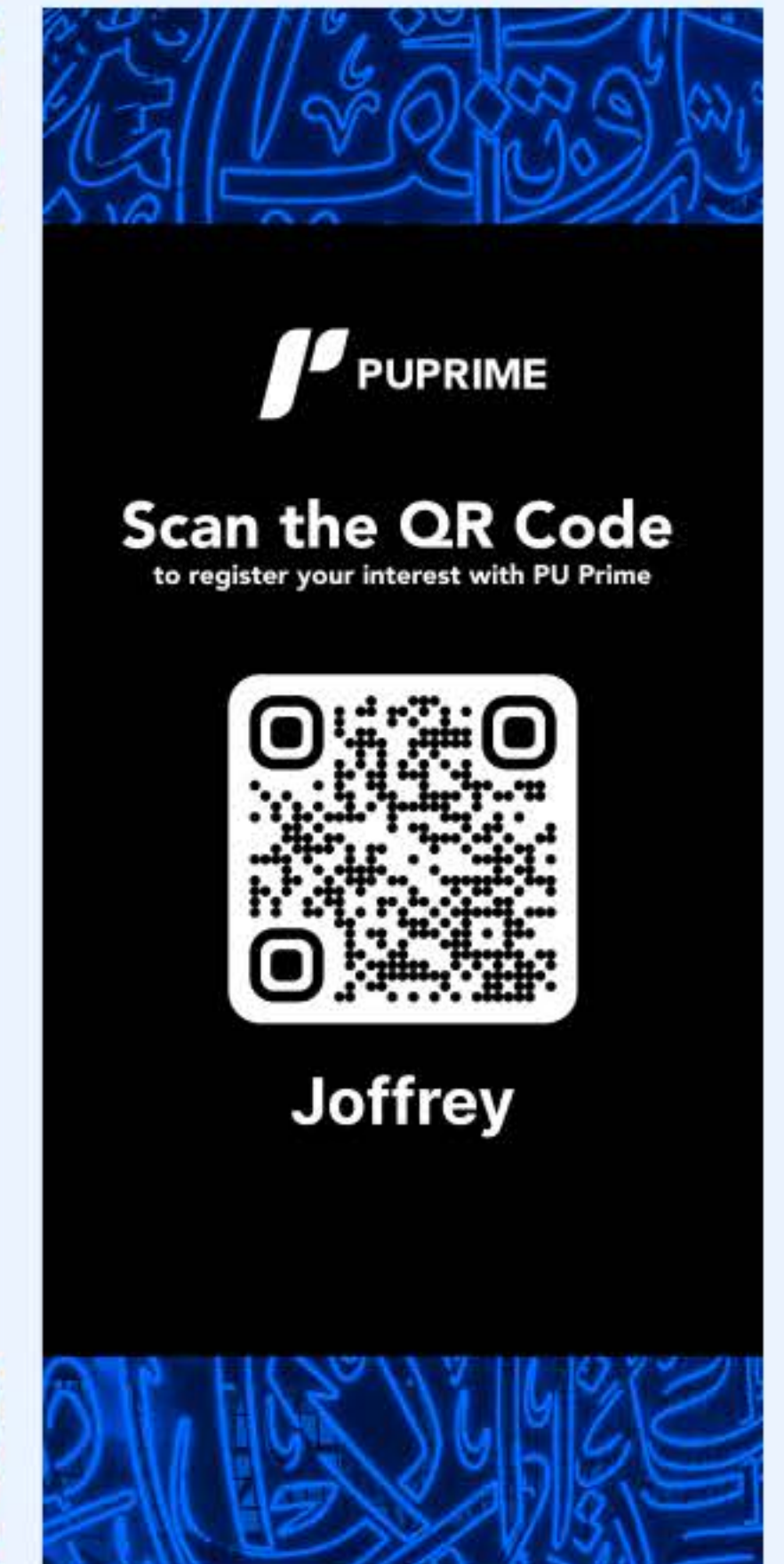


<https://www.qrcode-monkey.com/>

Live Account
QR code is in Black #000000



Demo Account
QR code is in PU Prime Blue



Premium Booth

Premium Booth the colour of PU Prime Black, PU Prime Blue, White for Affiliate.



Standard Booth

Standard Booth the colour of PU Prime Black, PU Prime Blue, White.



Pull up Banner

Keep the visual consistent to our corporate brand.
There type of pull up banner for B2B and B2C

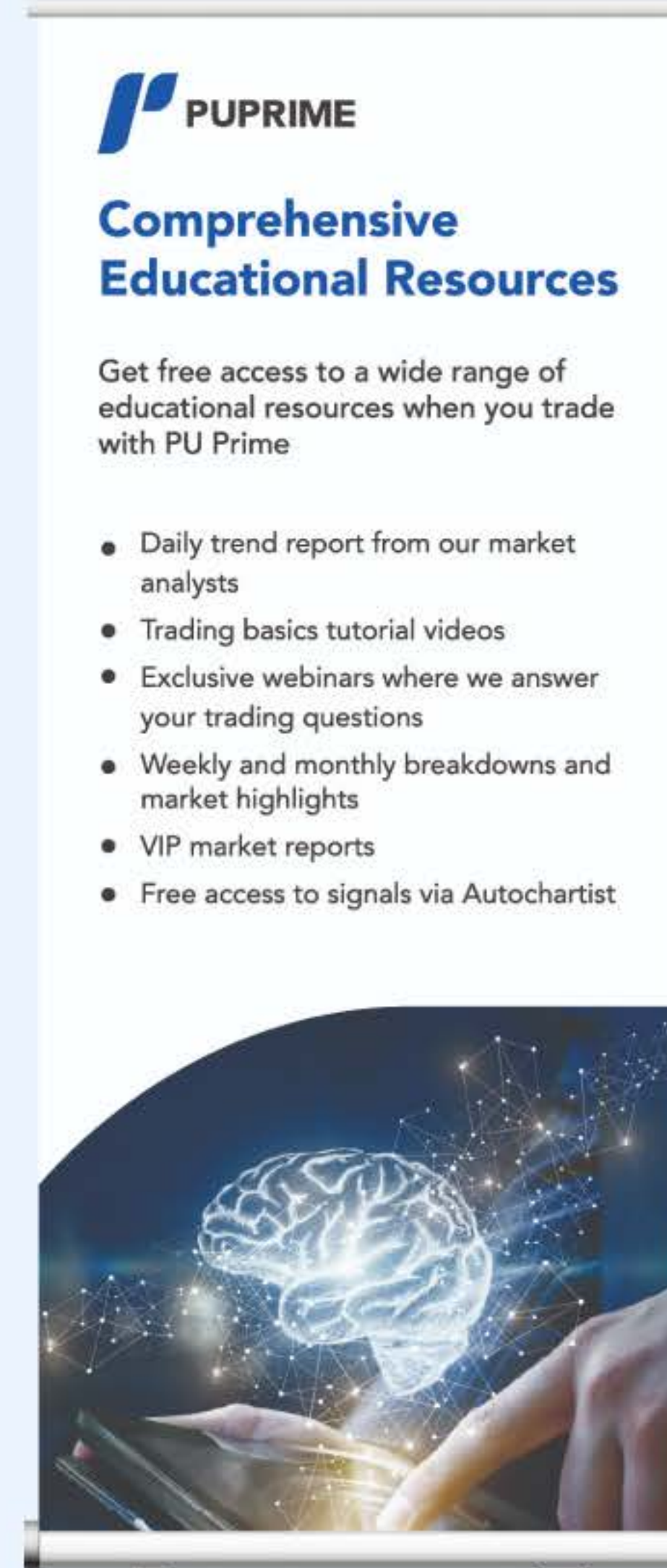


PUPRIME Scan to find out more



Trade with an Award-Winning Broker Today

- BEST TRADING EXPERIENCE LATAM 2023**
Global Business Magazine
- MOST PHENOMENAL SOCIAL MEDIA CAMPAIGN MENA 2023**
Global Business Review Magazine
- BEST FOREX TRADING APP 2023**
ADVFN
- TOP FOREX AFFILIATE IN CLIENT RELATIONSHIP 2023**
EMG Publishing (Global 100 Winners)
- BEST PARTNERSHIP PROGRAM BROKERAGE FIRM GLOBAL 2023**
Global Business & Finance Magazine




PUPRIME

Comprehensive Educational Resources

Get free access to a wide range of educational resources when you trade with PU Prime

- Daily trend report from our market analysts
- Trading basics tutorial videos
- Exclusive webinars where we answer your trading questions
- Weekly and monthly breakdowns and market highlights
- VIP market reports
- Free access to signals via Autochartist



A5 Digital Brochure

Brochure has to keep it consistency in PU Prime droplet as cover, the essence of water droplet apply through pages with corporate colors.

PU Prime

More Than Trading

Introduction Booklet

Copyright © 2023 PU Prime

About PU Prime

We know trading isn't easy. That's why we've set out to create a world-class brokerage that puts the control back into traders' hands. As a leading CFD provider, PU Prime strives to provide the best possible tools for every trader to navigate the currents of the financial markets. We do this by giving customers access to a wide variety of instruments under unrivalled conditions; all while providing a safe, supportive environment for trading. Whether you've just started trading or are an experienced investor, we're here for you.

Follow Us @puprime

Why Trade With Us?

Trade With Peace of Mind

- Secure Trading**
PU Prime is a trusted brand that offers a multi-regulated trading environment. Client funds are always segregated and held in Authorized banks.
- Regulatory Oversight**
PU Prime is regulated by the FSA (Singapore) under reg no. 1D055, FSCA (South Africa) under reg no. 32216, and the SVD (St Vincent & The Grenadines) under reg no. 271.
- 24/7 Multi Channel Customer Support**
Trade with a peace of mind with multilingual, round-the-clock support from our customer service teams.

Unrivalled Conditions

- Speedy Execution**
We continuously invest in cutting edge technology to ensure that orders are executed at lightning fast speeds.
- Low Spreads**
Trade the financial markets with spreads that go as low as 0.0 pips in times of high liquidity on our DMA accounts.
- Industry-leading Promotions**
We offer a wide range of promotion mechanics with generous benefits, allowing each trader to find a suitable one according to their trading plan and habits.



The PU Prime App

We've designed our app to be intuitive and a joy to use without sacrificing any features that an experienced trader would need. Access complete dealing functionality like risk-management tools, and open, close, or edit your positions with ease, wherever you might be.

- A 360° Trading Experience**
You're not alone. Get access to up-to-date charting, global news and much more with the PU Prime App.
- Complete Control**
With multiple funding channels and superior execution speeds, traders can make moves without hesitation. Access all your accounts via one login, and transfer funds between accounts with ease.
- 24-Hour Assistance**
We're with you every moment. Receive unrivalled support on the app and beyond when you trade with PU Prime.
- Monitor the Global Markets Anytime, Anywhere**
Customize a watchlist of your favorite instruments. Apply technical and

Copy Trading

Ready to embark on your Copy Trading journey that will redefine your financial triumph? Find and automatically replicate the trades of experienced and successful traders, all within the PU Prime App.

- Novice traders can learn and sync up with the pros**
- Wide range of Signal**

Copier
Users who copy the publicly shared trades of Signal Providers.

Signal Provider
Users who publicly share their trades for other users to copy.

Partnerships

Access a range of partnership models, flexible remuneration structures, and generous payouts to grow your brand like never before.

- Our Commitments**
 - Competitive Commissions**
Go further with generous remunerations that lead the industry.
 - Advanced Reporting**
Early access key figures for analytics-led improvements.
 - Fast & Timely Payouts**
Our advanced infrastructure ensures commissions are paid on time.
 - 24/7 Service**
- Our Models**
 - IB**
The IB helps to facilitate the account opening process. Introductory Brokers earn a commission or fee, for the volume traded by those clients.
 - CPA**
CPA Partners generate a once-off commission per qualified client they refer, while generating up to US\$10,000 in monthly bonuses.
 - Hybrid**
Pick an earnings model that best suits your business needs by choosing from a combination of IB/CPA commission structures.



Business Card

A business card is one of the most important tools for enterprises to exchange information internally and externally. It also represents the spirit of the enterprise and the image of the enterprise.

Craftsmanship

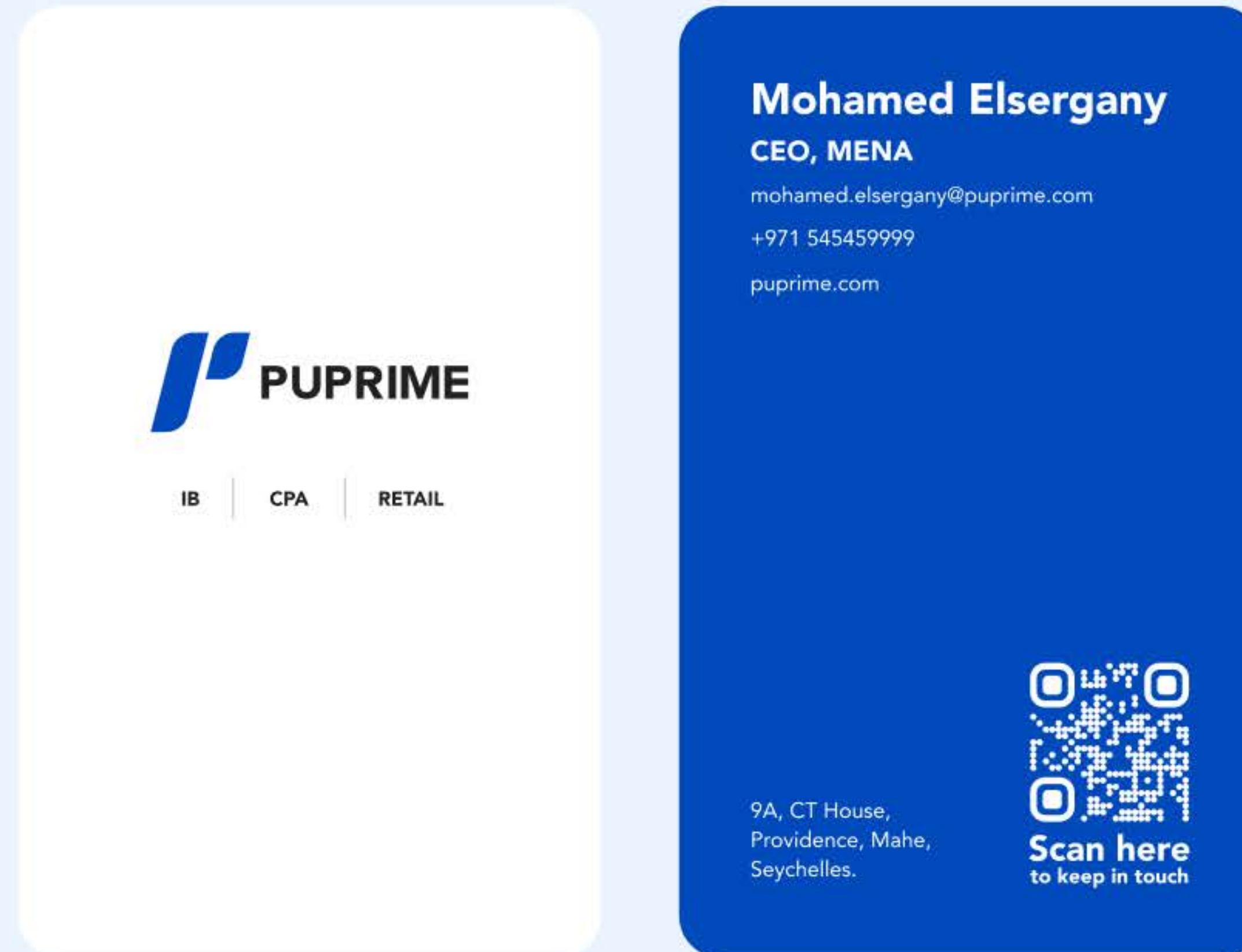
Material: 320g coated paper or other materials;

Specifications: 90mm x 55mm;

Process: Digital printing;

Color: RGB/coated pantone

4mm Round Edge



Backdrop



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Illustrations Vectors

Flat 2D vectors in monochromatic based on PU Prime Blue and secondary blue, characters has only have smile expressions. There is a contrast in size.

Example

a little humans working in bigger idea and grainy texture, and leafy environment to promote sustainability in the future.



Illustrations Vectors

PUPRIME

Trade with
ISLAMIC ACCOUNT
No Swap Fees On Overnight Positions

We offer interest-free trading solutions without overnight swaps, adhering to Sharia principles, to support your trading journey.

REGISTER NOW

Download Now

Download on the App Store | GET IT ON Google Play

PUPRIME Only for Japanese clients!

\$50
No deposit bonus

Terms & Conditions Apply

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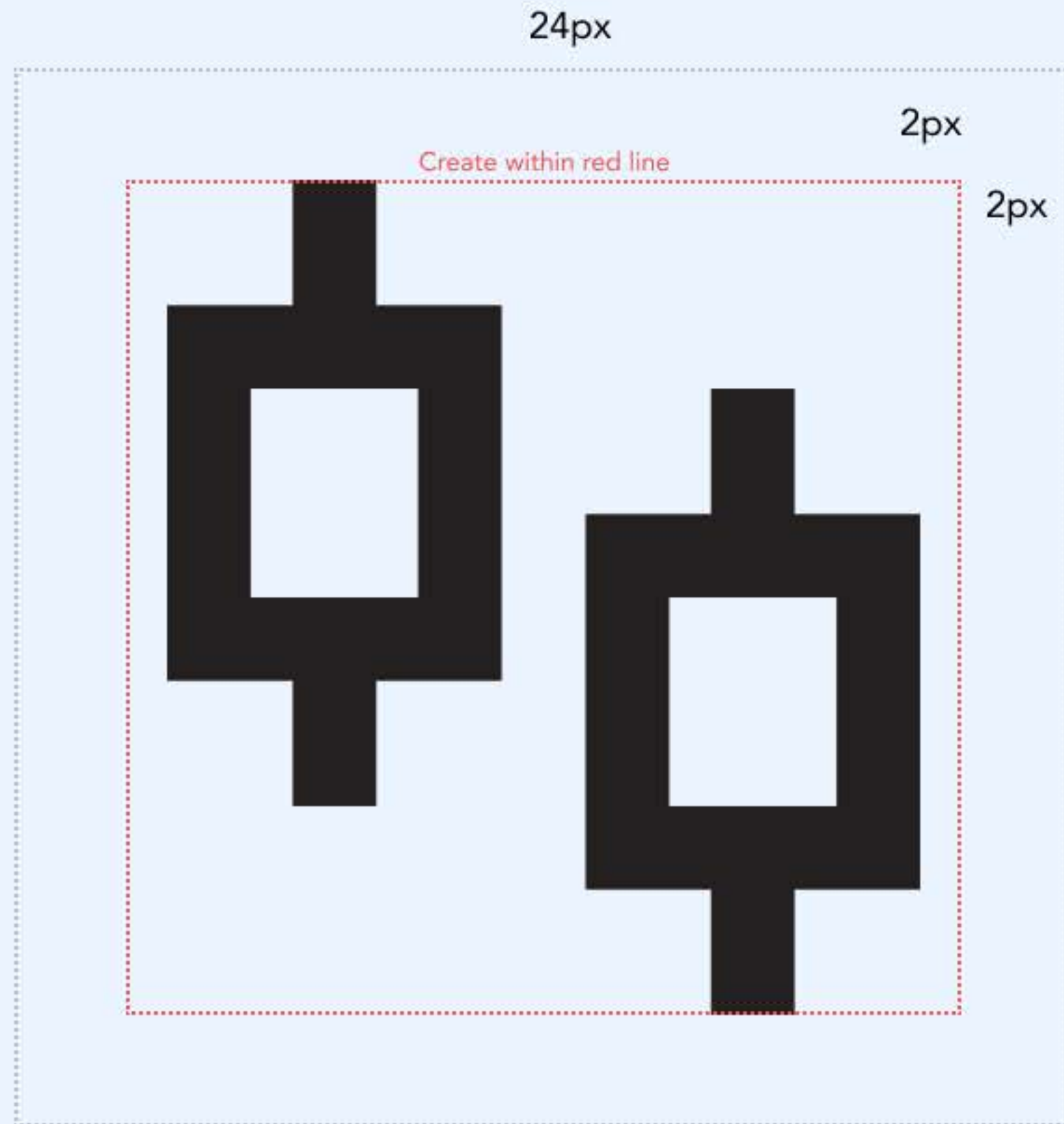
Administrative

Copyright



Icons Style

Symbols and vector icons should be standardised to following.
All icons should be created at 24px with a 2px padding.



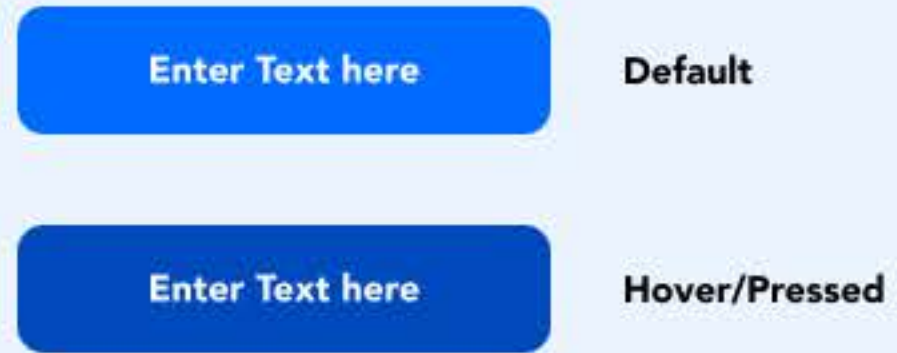
Buttons

Round edge 10px rectangles in corporate primary and secondary blue.
Button status is divided into

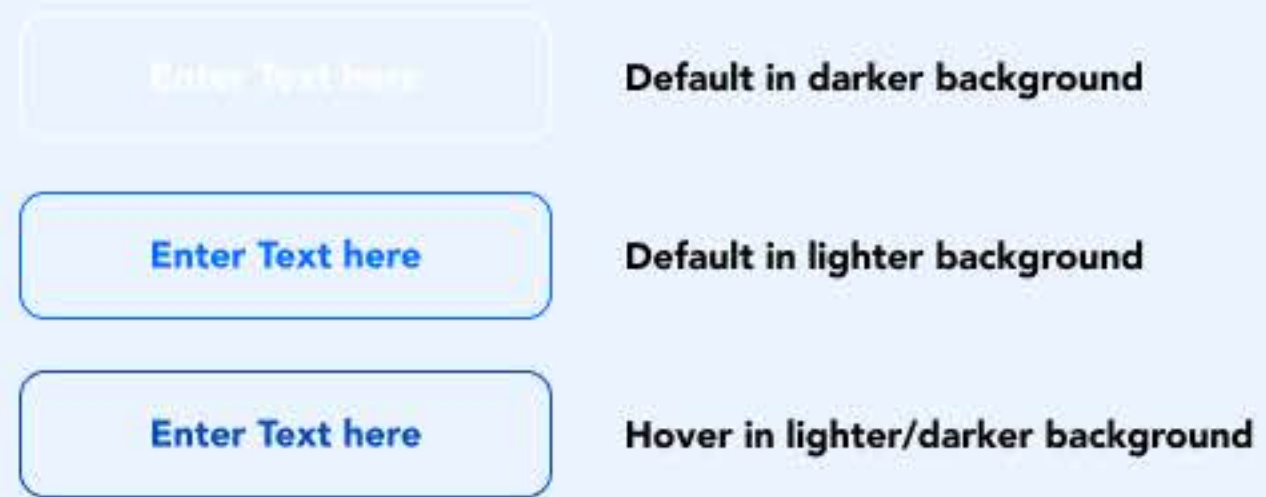
Primary with Icons



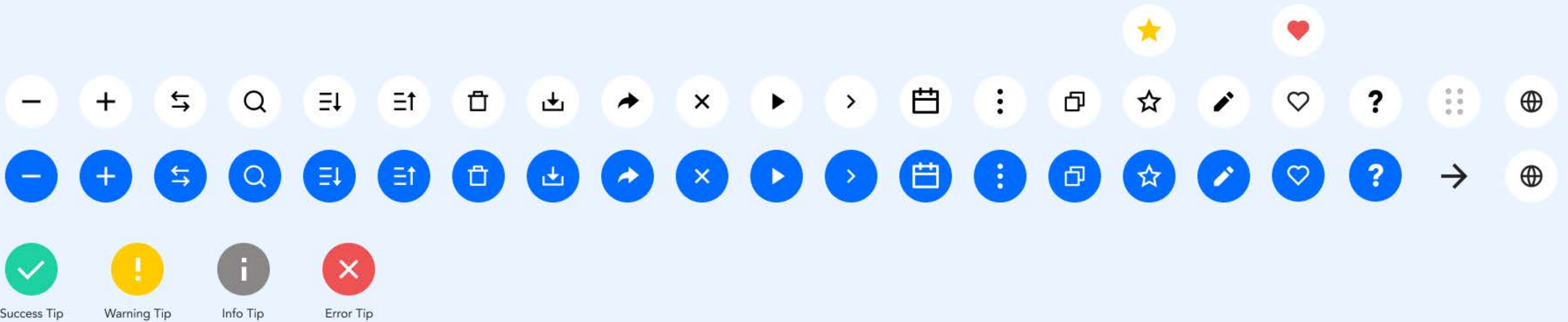
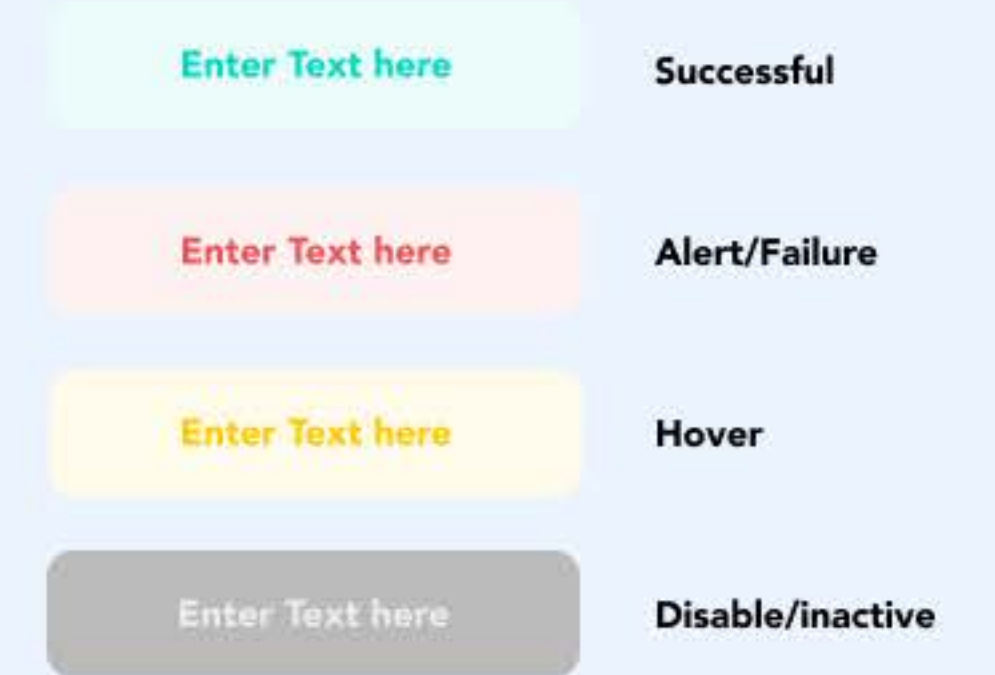
Primary



Secondary



Status



All Countries Flags

Countries shape often use in PU Prime website and mobile as choice of languages



Circle



Rectangular



Rectangular
4px radius



Brand Story

Brand Main Logo

Brand Color Specifications

Corporate Font Specifications

Design and layouts

Exhibition

Illustration

Video

Buttons and Icons

Administrative

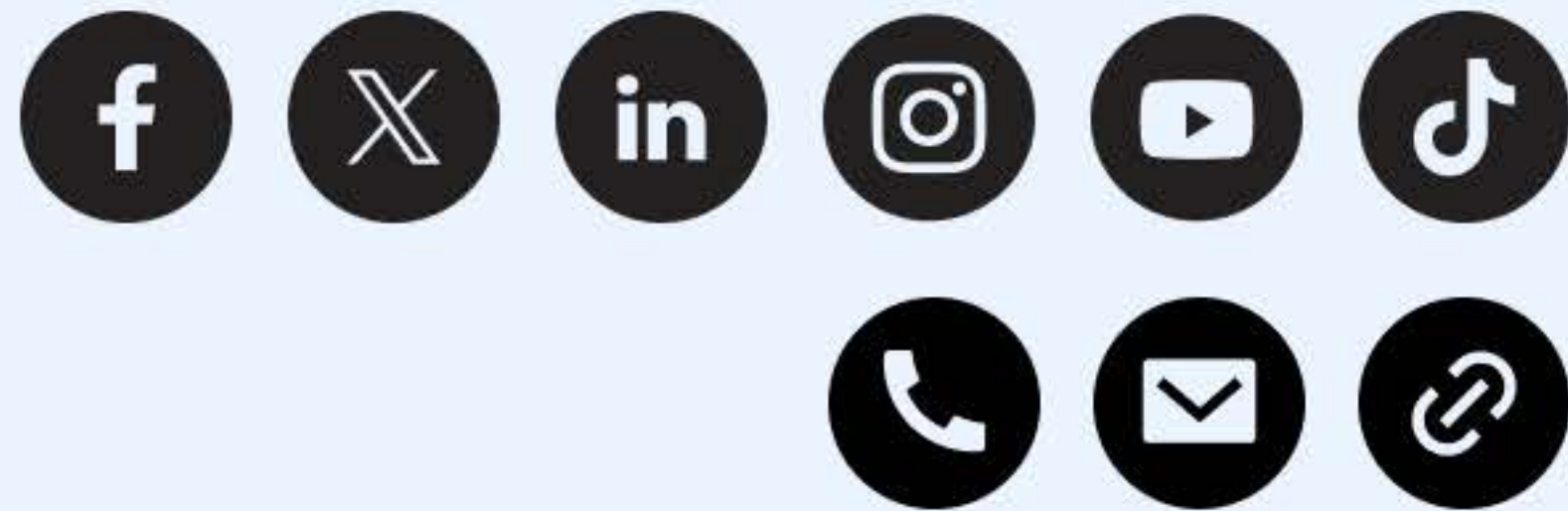
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Email Signature

The position and scale of the logo are set within all changes in page size and cannot be changed. In the vertical format, the logo is usually located in the upper left corner of the page.

The logo size on both horizontal and vertical A4 pages is 20mm fixed height.



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Since the title bar, logo, and page number appears on every slide, all of them should remain in the same position on each slide. Text placeholders should be set in the template to ensure consistent formatting.

PU Prime Year – End Report Template

March 2022

About Us

Short Section title

Pacific Union is a world-leading online broker. We offer 200+ products, whilst delivering an innovative trading facility for assets such as forex, indices, commodities, shares and cryptocurrencies.

As a service-focused, global online trading brokerage, Pacific Union provides multilingual services to 120 countries and regions throughout Oceania, Europe, Asia, Africa, and North America. In the spirit of our consistent service philosophy, we provide traders with competitive market quotes and trade execution. We continue to refine our technology and strive to provide the best trading environment for our clients.



Device & Text

Short Section title

As a service-focused, global online trading brokerage, Pacific Union provides multilingual services to 120 countries and regions throughout Oceania, Europe, Asia, Africa, and North America.

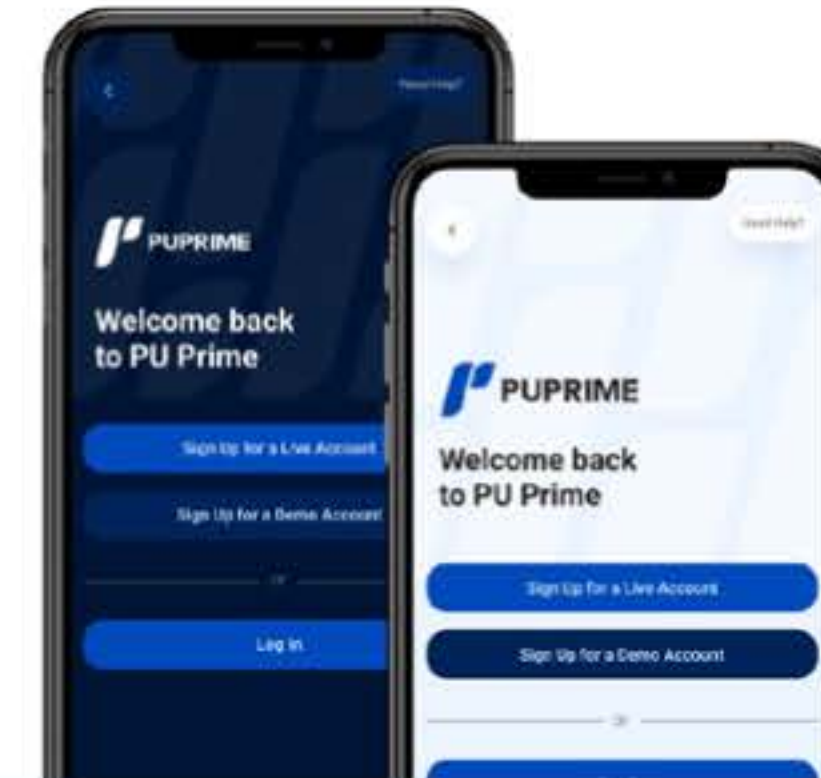


Image and Text



Short Section title

As a service-focused, global online trading brokerage, Pacific Union provides multilingual services to 120 countries and regions throughout.



Short Section title

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Short Section title

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Text in Point Form

01

Short Section title

As a service-focused, global online trading brokerage, Pacific Union provides multilingual services to 120 countries and regions throughout Oceania.

02

Short Section title

As a service-focused, global online trading brokerage, Pacific Union provides multilingual services to 120 countries and regions throughout Oceania.

03

Short Section title

As a service-focused, global online trading brokerage, Pacific Union provides multilingual services to 120 countries and regions throughout Oceania.

04

Short Section title

As a service-focused, global online trading brokerage, Pacific Union provides multilingual services to 120 countries and regions throughout Oceania.

05

Short Section title

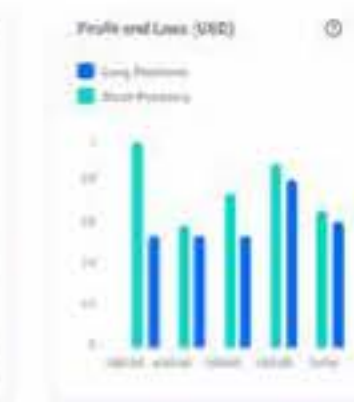
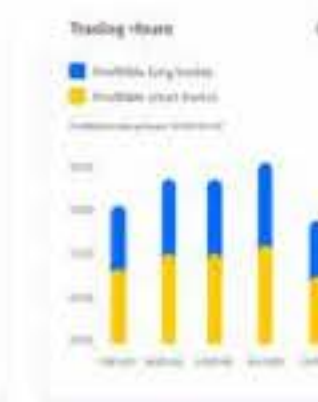
As a service-focused, global online trading brokerage, Pacific Union provides multilingual services to 120 countries and regions throughout Oceania.

06

Short Section title

As a service-focused, global online trading brokerage, Pacific Union provides multilingual services to 120 countries and regions throughout Oceania.

Chart & Text



Word Document - FSA, SVG and more

Contact Design Manager to change the address, web and email detail and export for you. please refer highlight in red.

After that, you can replace the image in word document.

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2. To quote a short extract from another author's words exactly, make sure you enclose these words in quotation marks to indicate that it is a direct quote.

Examples:

- In a recent interview, Henry Howard said that the British Sausage industry has suffered from decades of under investment in research and development.

- As Henry Howard said in an interview with Jones, 'British sausages are widely regarded as the best in the world'. "We don't have to be smarter than the rest. We have to be more disciplined than the rest" by Warren Buffett.

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