Retail Marketing Guidelines

Ledger Nano X

July 2023

Guidelines for Ledger Authorised Resellers Only

Contents

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How To Use This Guide

This guide has been developed to help Ledger resellers and distributors create communications which feature the Ledger Nano X.

It provides an overview of the assets available for use including Ledger-branded assets (e.g., web banners and videos) which can be resized to suit your requirements. Also included are standalone assets (e.g., images and copy) which can be used in your own communications, this guide describes how the assets should be used.

Please keep Ledger brand image at all times : Guidelines, logo and typefaces.

Please contact your Ledger Channel Marketing contact to discuss resizing of assets or for approval of your own communication of Ledger Nano X.

Pauline d'Arbonneau - Pauline.darbonneau@ledger.fr - Worldwide

Product Copy

Product Copy

Ledger Nano X

Available in different languages [Link]

Languages: English, French, German, Italian, Spanish, Dutch, Polish, Swedish, Turkish, Japanese, Russian, Korean, Thai, Arabic, Chinese, Portuguese (Br)

Product Name	Ledger Nano X
Product Title (online)	Ledger Nano X “Color” Crypto Hardware Wallet
Colour	• Onyx Black • Amethyst Purple • Pastel Green • Retro Gaming • Ruby Red (Launch End of Q3)
Tagline	Our mobile-first Ledger for convenient day-to-day, on-the-go use.
Short Description	Ledger Nano X - Secure and manage your crypto & NFTs on-the-go with our Bluetooth®-enabled hardware wallet.
Long Description	Unlock a world of crypto possibilities with the Ledger Nano X. Secure, grow your crypto and manage your NFTs on-the-go with our Bluetooth®-enabled hardware wallet.
What’s In The Box	• 1 hardware wallet • 1 USB-C to USB-A cable • 1 getting started leaflet • 3 recovery sheets • 1 keychain strap

Product Copy

Available in different languages [Link]

Languages: English, French, German, Italian, Spanish, Dutch, Polish, Swedish, Turkish, Japanese, Russian, Korean, Thai, Arabic, Chinese, Portuguese (Br)

Ledger Nano X

Website Content	• **Secure your crypto and NFTs far from hackers' reach -** Our certified secure chip keeps the keys to your coins and NFTs offline and protected, far from hackers' reach. • **Bluetooth® connection to your phone to manage your crypto on the go -** The perfect mobile-friendly hardware wallet for managing your crypto & NFTs on the go. It connects to your phone with Bluetooth® and provides hours of battery support. • **All your digital assets all in one place -** Manage NFTs and 1000s of coins including Bitcoin, Ethereum and more. • **Ledger Live, one app for all your crypto needs -** Use your Ledger with the Ledger Live app to access a world of crypto services and dApps. Control and manage crypto and NFTs in seconds, the simple and safe way.
Fact Tag Copy	• Secure your crypto and NFTs, far from hackers' reach • Manage all your digital assets • Ledger Live, one app for all your crypto needs • Bluetooth® connection to your phone to manage your crypto on the go

Product Copy

Available in different languages [Link]

Languages: English, French, German, Italian, Spanish, Dutch, Polish, Swedish, Turkish, Japanese, Russian, Korean, Thai, Arabic, Chinese, Portuguese (Br)

Ledger Nano X

Extended Content	• **Secure your crypto and NFTs far from hackers' reach** - Ledger wallets are equipped with industry-leading security, combining a certified Secure Element (SE) and a custom Operating System (OS). All crypto applications are isolated from each other and they communicate only through the OS.
	• **Bluetooth® connection to your phone to manage your crypto on the go -** Manage your crypto on the go with Ledger Nano X which features Bluetooth® connectivity and up to several hours of battery life. Easily pair your smartphone with your device and sign transactions wirelessly.
	• **All your digital assets all in one place** - Manage 1000+ cryptocurrencies, including Bitcoin, Ethereum, Solana, Cardano and many more... and your favorite NFTs based on Ethereum and Polygon blockchains. All in one place.
	• **Ledger Live, one app for all your crypto needs** - The Ledger Live app is a one-stop shop to buy, send, sell, grow, swap your crypto with our partners*. You can track your assets across multiple platforms, monitor price changes, expand and diversify, and stay up to date on the value of your portfolio. You can also access various Web3 dApps, products and services, and level up your crypto knowledge.
	• **The Ledger Live app**
	  ○ One App for your Ledger life
	  ○ Buy, swap, sell, grow, and manage your crypto on the go through our partners*.
	  ○ Send and receive crypto and NFTs with uncompromising security.
	  ○ Install the Ledger Live app from https://ledger.com/ledger-live
	• **NFTs Management**
	  ○ Safely manage your NFTs within the fortified Ledger ecosystem
	  ○ Discover Ledger Market, Ledger NFT platform, and access exclusive and curated drops
	  ○ Sign NFT transactions that you trust and understand: no more blind-signing
	• **Unlock the full Ledger experience by entering Ledger ecosystem**
	  ○ * Learn abouts NFTs, DeFi and more and earn exclusive NFTs with Ledger Quest, and explore our Ledger Academy for more crypto knowledge.
	  ○ * Use Ledger Extension for effortless and safe connectivity to web3.
	**Buy, swap, lend, and other crypto transaction services are provided by third-party partners. Ledger provides no advice or recommendations on use of these third-party services.*

Product Copy

Available in different languages [Link]

Languages: English, French, German, Italian, Spanish, Dutch, Polish, Swedish, Turkish, Japanese, Russian, Korean, Thai, Arabic, Chinese, Portuguese (Br)

Ledger Brand

Tagline	Got Crypto? Get Ledger.
Secondary Tagline	The safest and easiest way to start your crypto journey.
Extra Short Description - What is Ledger ?	Ledger is the global platform for crypto and NFTs, to offer you the easiest and safest way to start your crypto journey.
Short Description - What is Ledger ?	Ledger is the global platform for crypto and NFTs, combining the hardware with the Ledger Live app to offer you the easiest and safest way to start your crypto journey while maintaining full control over your digital assets.
Long Description - What is Ledger ?	Ledger is the global platform for crypto and NFTs. Over 20% of the world's crypto assets are secured through Ledger hardware wallets with more than 6 million units already sold worldwide. Ledger combines the hardware and the Ledger Live app to offer you the easiest and safest way to start your crypto journey while maintaining full control over your digital assets. With its cutting-edge technology (a certified secure chip and a proprietary OS) and ease of use, Ledger allows you to start your journey with digital assets in a safe, stress-free environment.
Long Description - What are hardware wallets ?	When you first buy cryptocurrency, you're issued with two keys: public and private. To protect these keys, you need to use a crypto wallet. The safest choice is using a Ledger hardware wallet, that stores private keys and signs transactions offline, making them resistant to online threats and independent of third parties.
Long Description - How to choose yours ?	All Ledger products provide industry-leading security for the top cryptocurrencies and NFTs, allowing you to securely manage and store them. Ledger products keep your private keys off the Internet and ensure that what you see is what you sign. Want our customizable, most convenient display for crypto security you can see, feel and touch? Get Ledger Stax. Prefer a mobile-first device for day-to-day, on the go use? Get started with Ledger Nano X. Want a simple and secure device covering all the crypto essentials? Get our entry-level Ledger Nano S Plus.

Product Copy

Hardware Wallets

Available in different languages [Link]

Languages: English, French, German, Italian, Spanish, Dutch, Polish, Swedish, Turkish, Japanese, Russian, Korean, Thai, Arabic, Chinese, Portuguese (Br)

FAQs	**Premium pages**	**Why a hardware wallet?** When you own crypto, what you really own is the private key that gives you access to your assets. Anyone can deposit crypto assets in a public address, but funds cannot be removed from an address without the corresponding private key. Private keys shall not be compromised, as they guarantee ownership of digital assets. Hardware wallets store them offline, far from hackers' reach.
	Premium pages	**Why not just keep my software wallet?** Software wallets are not safe for crypto storage because they create digital copies of your private keys which are at risk of being stolen by hackers. Anyone who gains access to your private keys can easily access your accounts and steal your funds.
	Premium pages	**What is Ledger?** Ledger is the world's leading platform for crypto and NFTs, combining Ledger hardware with the Ledger Live app to offer you the easiest and safest way to start your crypto journey while maintaining full control over your digital assets.
	Brand stores **Premium pages**	**What are the main benefits of Ledger wallets?** If a hot wallet gets hacked, you could be left empty-handed. Securing the private keys for your crypto assets on a Ledger wallet means they are disconnected from the internet, so there's no way for hackers to access the key, or the assets they're securing.
	Brand stores **Premium pages**	**What are the differences between Ledger line-up?** All Ledger devices offer the same level of security and access to cryptos and NFTs. The Ledger Stax is our most advanced and customizable Ledger yet, with a customisable curved E Ink touchscreen. The Ledger Nano X is our mobile-first Ledger for convenient day-to-day, on-the-go use. And the Ledger Nano S Plus is our no-brainer entry-level Ledger with all essentials to secure your digital assets.

Product Copy

Hardware Wallets

Available in different languages [Link]

Languages: English, French, German, Italian, Spanish, Dutch, Polish, Swedish, Turkish, Japanese, Russian, Korean, Thai, Arabic, Chinese, Portuguese (Br)

FAQs	**Brand stores** **Premium pages**	**Does Bluetooth affect the security of Ledger Stax or Ledger Nano X?** The private keys never leave the secure chip, therefore Bluetooth communication (BLE) does not expose the Ledger Stax or Ledger Nano X to any additional security threat. The BLE connection is end-to-end encrypted to protect user privacy. In the unlikely case, the BLE transport was to be compromised, an attacker would never be able to extract private keys or make users sign a transaction they do not wish to sign.
	Brand stores **Premium pages**	**How can I protect my Ledger wallets?** You can keep your Ledger device scratch-free and in mint condition thanks to Ledger tailor-made accessories. Enjoy high endurance materials for a long lifespan and on-the-go freedom with compact, easy to carry design.
	Brand stores **Premium pages**	**What if I lose my Ledger device ?** Crypto assets stay secure even if you lose your physical wallet. When setting up the device for the first time, you will get a 24-word recovery phrase that only you will have access to. Your secret recovery phrase represents the private keys to all your Ledger accounts. As long as you have access to this secret recovery phrase, you'll be able to use it to restore your crypto accounts into any new or reset Ledger device.
	Brand stores **Premium pages**	**How to keep my secret recovery phrase safe ?** Never share your secret recovery phrase with anyone, including Ledger. Anyone trying to access your recovery phrase should be considered a scammer. Always keep a physical copy of your recovery phrase and never a digital one. Your recovery phrase needs to stay strictly offline.
	Brand stores **Premium pages**	**If I want more accounts, I need more Ledgers, right?** No, a single Ledger device supports a large range of blockchain and can create a near-infinite amount of accounts on these networks, so you can manage a wide array of tokens simultaneously.
	Brand stores **Premium pages**	**How many NFTs can one of these hold?** You can keep as many NFTs as you want in a single Ledger account. However: NFTs live on different blockchains. Some live on Ethereum, some on Solana, etc. Your Ledger device can only create accounts on supported blockchains.

Product Photography

Product Photography

Ledger Nano X

Available to download in Jpeg and PNG [link]

Disclaimer to add to PDP : *Product color may vary slightly from pictures due to manufacturing process.*



Primary Image
Onyx Black



Primary Image
Pastel Green



Primary Image
Amethyst Purple



Primary Image
Retro Gaming



Primary Image
Ruby Red

Product Photography

Ledger Nano X - Onyx Black

Available to download in Jpeg and PNG [link]

Disclaimer to add to PDP : *Product color may vary slightly from pictures due to manufacturing process.*



Additional Image #1



Additional Image #2



Additional Image #3



Additional Image #4



Additional Image #5

Product Photography

Ledger Nano X - Amethyst Purple

Available to download in Jpeg and PNG [link]

Disclaimer to add to PDP : *Product color may vary slightly from pictures due to manufacturing process.*



Additional Image #1



Additional Image #2



Additional Image #3



Additional Image #4



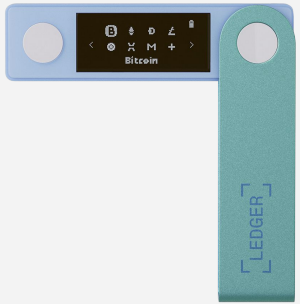
Additional Image #5

Product Photography

Ledger Nano X - Pastel Green

Available to download in Jpeg and PNG [link]

Disclaimer to add to PDP : *Product color may vary slightly from pictures due to manufacturing process.*



Additional Image #1



Additional Image #2



Additional Image #3



Additional Image #4



Additional Image #5

Product Photography

Ledger Nano X - Retro Gaming

Available to download in Jpeg and PNG [link]

Disclaimer to add to PDP : *Product color may vary slightly from pictures due to manufacturing process.*



Additional Image #1



Additional Image #2



Additional Image #3



Additional Image #4



Additional Image #5

Product Photography

Ledger Nano X - Ruby Red

Available to download in Jpeg and PNG [link]

Disclaimer to add to PDP : *Product color may vary slightly from pictures due to manufacturing process.*



Additional Image #1



Additional Image #2



Additional Image #3



Additional Image #4



Additional Image #5

Lifestyle Photography

Available to download in Jpeg and PNG [link]

Ledger Nano X

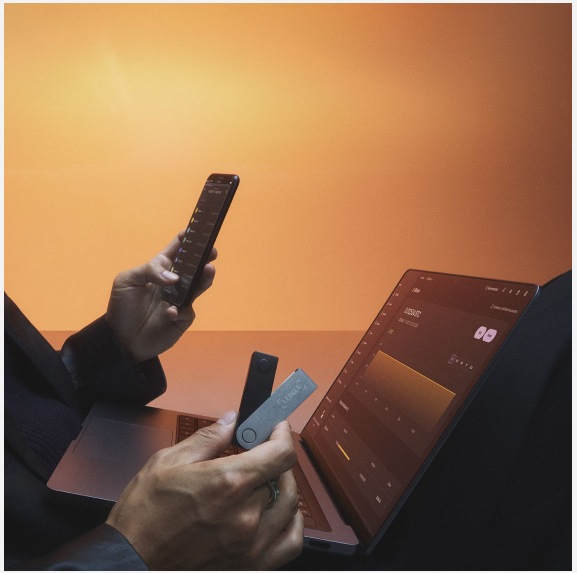


Image #1



Image #2

Product Photography

Available to download in Jpeg and PNG [link]

3D Pack



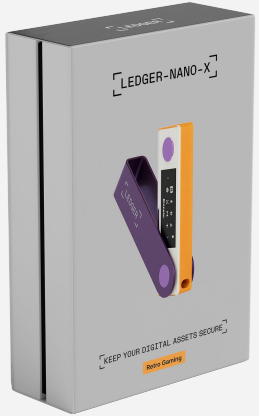
Fake Pack
Onyx Black



Fake Pack
Amethyst Purple



Fake Pack
Pastel Green



Fake Pack
Retro Gaming



Fake Pack
Ruby Red

Product Photography

Available to download in Jpeg and PNG [link]

Family Image



Image #1 - Only LNX

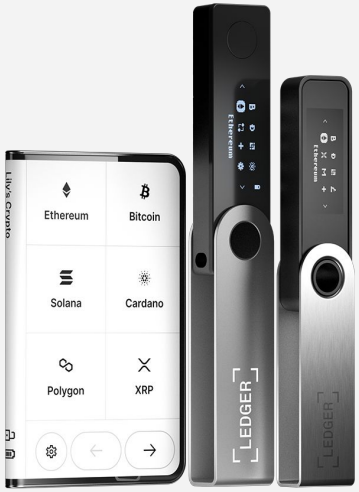


Image #1 - All Hardware

Video Assets

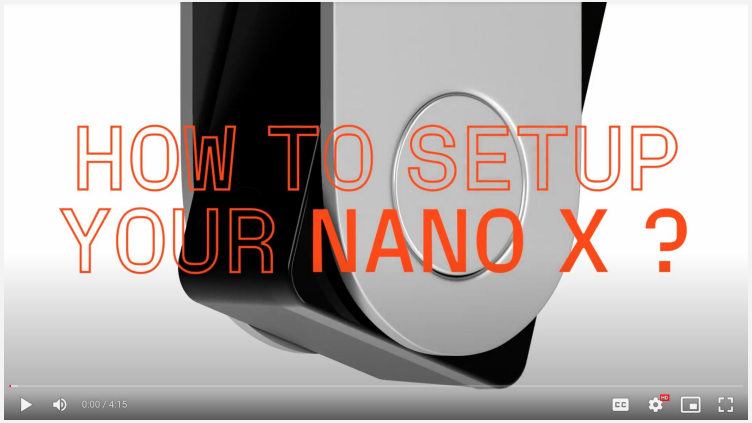
Video Assets

Available to download in MP4, consult for youtube links [link]

Ledger Nano X



Product Description Video
29 seconds
16:9 and 9:16
Available in English, French, German, Italian, Spanish, Dutch, Polish, Swedish, Turkish, Japanese, Russian, Korean, Thai, Arabic, Chinese, Portuguese (Br)



Tutorial Video
4.08 minutes
16:9
Available in English, French, German, Spanish, Chinese, Russian,

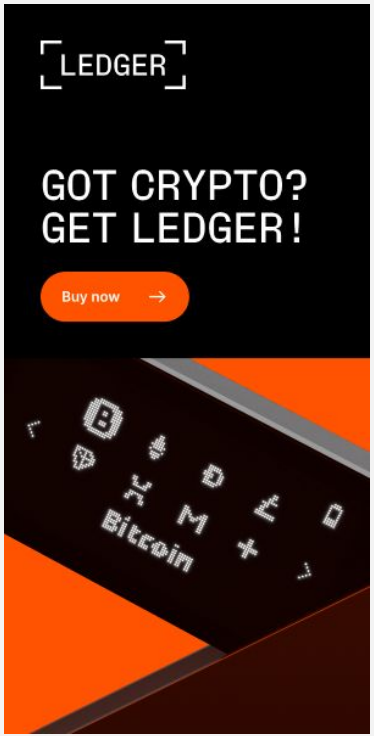
Campaign

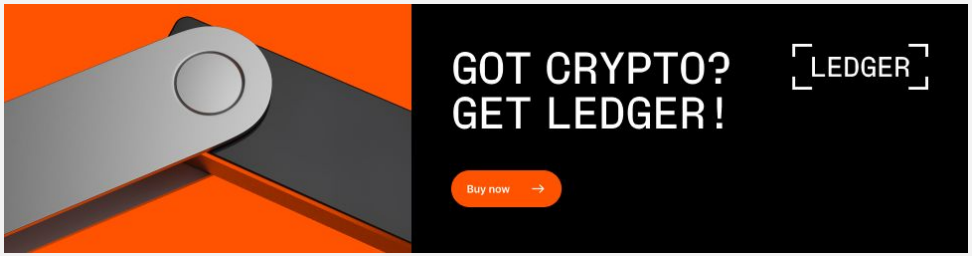
Campaign Assets

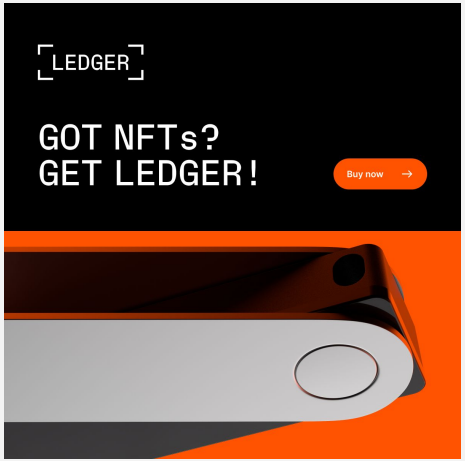
Got Crypto? Get Ledger

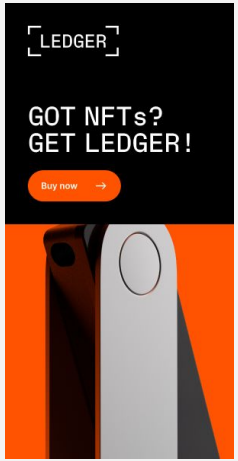
Available in different sizes [Link]

Languages: English (other languages available on request)







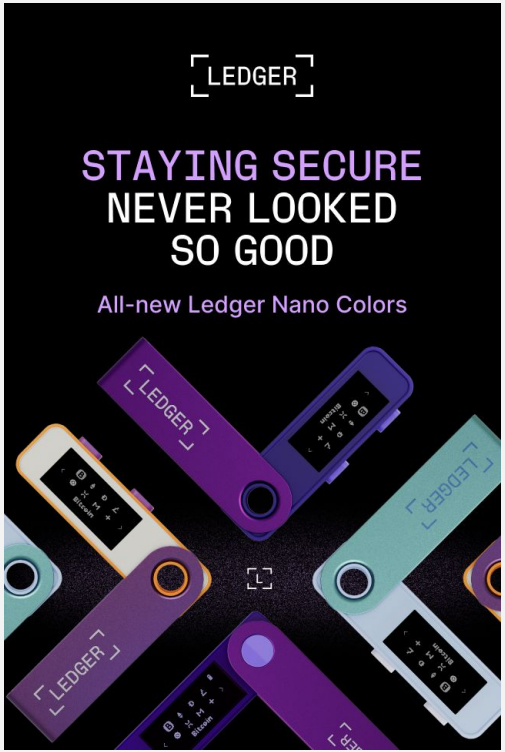


Campaign Assets

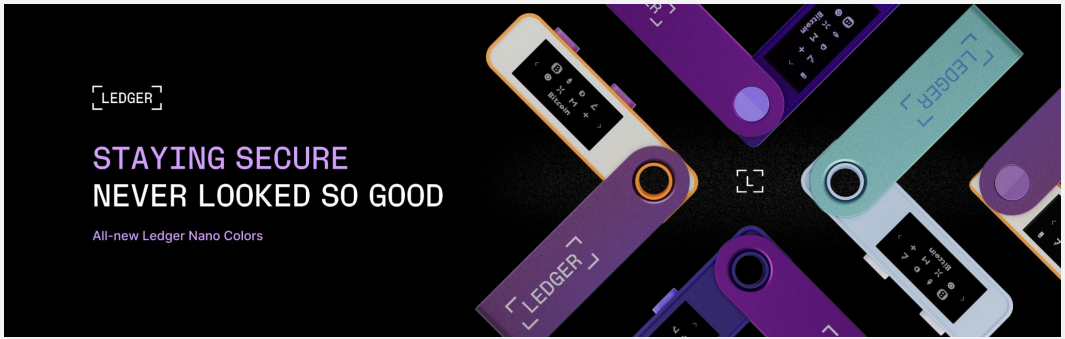
Ledger new Nano colors - July 2023

Available in different sizes [Link]

Languages: English, French, German, Italian, Spanish, Dutch, Polish, Swedish, Turkish, Japanese, Russian, Korean, Thai, Arabic, Chinese, Portuguese (Br)



LNSP & LNX



Only LNX



Appendices

Colors References

WEB :

Pastel Green - #D1ECE4

Retro Gaming - #EBA040

Amethyst Purple - #281D68

PRINT :





Thank You