



Branding Standards

The legal name, brand, trademarks, and logos of NEXT Financial Group, Inc. (NEXT) represent and convey our good name and the goodwill of our company. These guidelines show and explain the usage of these elements in order to maintain a consistent brand and image.

The standards provided below are only guidelines. All advertising or written materials for use by NEXT Representatives must always be approved by our Compliance Department.

Legal Name

The correct legal name of the company is NEXT Financial Group, Inc. with NEXT always in all capital letters. Any variation of these words is incorrect.

Correct: NEXT Financial Group, Inc.
 NEXT Financial Group, Inc. (NEXT)
 NEXT Financial Group, Inc. (NEXT Financial)

Incorrect: Next Financial Group
 NEXT Financial Services
 NEXT Group

Logos

The following logos may be used by NEXT Representatives, affiliates and those acting for the goodwill of NEXT.

The elements and proportions of this logo should never be altered and the NEXT logo should always be accompanied by the copyrighted symbol ®. For two-color applications of this logo, the squares should always be Beige (PMS 451C). The standard NEXT logo may only be used in the two-color and one-color versions provided on the following page.

Standard Logos



Two Color Version: PANTONE 451C and Black



One Color Version: Black



Two Color Version: PANTONE 451C with white letters when logo is used on dark colors.

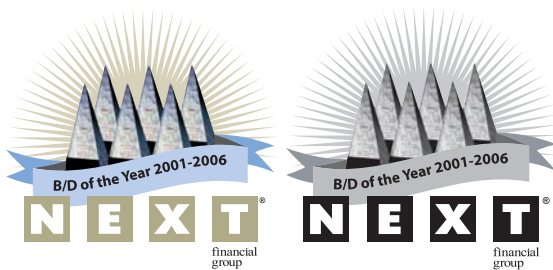
Logo Variations



With Tagline: PANTONE 451C and Black



With Member FINRA/SIPC: PANTONE 451C and Black



B/D of the Year: 4 Color Process Printing or all Black

*The following Disclosure must accompany any usage of this logo:

Based on a poll of registered representatives conducted by Investment Advisor magazine.

Broker/Dealers rated highest by their representatives are awarded "Broker/Dealer (B/D) of the Year."

NEXT Financial Group, Inc. Member FINRA/SIPC