

Professional Investment Advisory Services Pte Ltd Style Guide

The following styles are to be used for all correspondence by all Professional Investment Advisory Services Pte Ltd (PIAS) financial consultants, to maintain consistency and professionalism at all times. All templates can be found on the PIAS intranet: Home > Marketing and Communications > Style Guide.

Getting Started

1. Corporate Logo
2. Email Signature
3. Email Template
4. Word Document Template
5. Corporate PowerPoint Template
6. Letterhead
7. Fax Template
8. With Compliments Slip
9. Envelopes
10. Name Cards

1. Corporate Logo

Getting Started

The following guidelines have been developed to empower you to work smarter and build a unified Professional Investment Advisory Services Pte Ltd voice, vision and brand.

- Our logo
- Clear space - Vertical Logo
- Minimum size - Vertical Logo
- Clear space - Horizontal Logo
- Minimum size - Horizontal Logo
- Vertical Logo colour and fonts
- Horizontal Logo colour and fonts
- Logo options
- Logo on a background
- Print documents and advertising
- Co-branding
- Summary

Our Logo

The Professional Investment Advisory Services Pte Ltd Logo is the single most important element in the PIAS identity system. Proper display of the logo is vital. Inconsistent use of the logo will undermine the market's confidence and trust in the company it stands for.

Clear Space - Vertical Logo

This page shows the amount of minimum clear space required around the PIAS logo to ensure maximum clarity when it is produced. Clear space refers to the area around the logo that should remain clear of visual clutter and therefore allow the PIAS logo to be read clearly. The clear space around the logo is defined by the height of the letter 'A' in the signature. This area scales as the logo is scaled larger or smaller.



With descriptor



Without descriptor

Minimum Size - Vertical Logo

To ensure reproduction quality, readability and corporate presence, the printed logo should not be any smaller than the minimum size as shown below.



With descriptor



Without descriptor

Clear Space - Horizontal Logo

This page shows the amount of minimum clear space required around the PIAS logo to ensure maximum clarity when it is produced. Clear space refers to the area around the logo that should remain clear of visual clutter and therefore allow the PIAS logo to be read clearly. The clear space around the logo is defined by the height of the letter 'A' in the signature. This area scales as the logo is scaled larger or smaller.



With descriptor



Without descriptor

Minimum Size - Horizontal Logo

To ensure reproduction quality, readability and corporate presence, the printed logo should not be any smaller than the minimum size as shown below.



With descriptor



Without descriptor

Vertical Logo colour and fonts



- A** **Spot Colour**
Pantone® Warm Gray 10C
Process Colour
0C 14M 28Y 55K
Screen Colour
138R 121G 103B



- B** **Spot Colour**
Pantone® 285C
Process Colour
89C 43M 0Y 0K
Screen Colour
0R 125G 195B



- C** **Process Colour**
0C 0M 0Y 100K
Screen Colour
0R 0G 0B

The text 'PROFESSIONAL INVESTMENT ADVISORY SERVICES' at the bottom of the logo is in Corbel Regular.

Printing on different types of paper will alter the colours significantly. Therefore, it is important to match the colours to the original PANTONE® codes and always ask your printer for a colour proof to validate the colour and legibility prior to printing. Spot colour printing is recommended for all applications. However, in situations where this is not practical, the process colour equivalent specified can be used.

Under certain circumstances when technical or other limitations make reproducing the full colour logo impossible, one colour or black & white version of the logo can be used.

Horizontal Logo colour and fonts



Full Colour

A **Spot Colour**
Pantone® Warm Gray 10C
Process Colour
0C 14M 28Y 55K
Screen Colour
138R 121G 103B



One Colour

B **Spot Colour**
Pantone® 285C
Process Colour
89C 43M 0Y 0K
Screen Colour
0R 125G 195B



Black & White

C **Process Colour**
0C 0M 0Y 100K
Screen Colour
0R 0G 0B

The text 'PROFESSIONAL INVESTMENT ADVISORY SERVICES' at the bottom of the logo is in Corbel Regular.

Printing on different types of paper will alter the colours significantly. Therefore, it is important to match the colours to the original PANTONE® codes and always ask your printer for a colour proof to validate the colour and legibility prior to printing. Spot colour printing is recommended for all applications. However, in situations where this is not practical, the process colour equivalent specified can be used.

Under certain circumstances when technical or other limitations make reproducing the full colour logo impossible, one colour or black & white version of the logo can be used.

Logo Options



Vertical logo with descriptor



Horizontal logo with descriptor



Logo without descriptor

The descriptor 'Professional Investment Advisory Services' is to be centered underneath the logo. The PIAS logo should never be regenerated either by photography or by computer rendering. It should always be produced from the master artwork. Only if the layout does not permit best fit for the logo with descriptor, the version without descriptor can be used however the company name must be present somewhere in the material.

Logo on a Background



D **Spot Colour**
Pantone® Warm Gray 2C
Process Colour
0C 2M 5Y 9K
Screen Colour
233R 227G 220B



E **Spot Colour**
Pantone® Cool Gray 2C
Process Colour
0C 0M 0Y 10K
Screen Colour
230R 231G 232B

The full colour identity may be used when the background is light and simple enough to allow sufficient contrast, clear space and readability. If the background is dark or black in colour, the reverse identity may be used as shown below.



Colour on Reverse



Black & White on Reverse

F **To Match White**

B **Spot Colour**
Pantone® 285C
Process Colour
89C 43M 0Y 0K
Screen Colour
0R 125G 195B

The identity can appear on Pantone® 285C. Spot Colour printing is recommended when reversed application occurs. However, in situations where this is not practical, the process colour equivalents specified can be used. Clear space and minimum size applies.

Print Documents and Advertising

Under the Companies Act, the Registration of Company's number must be used when using the logo for any advertisements or publications. The Professional Investment Advisory Services Pte Ltd company registration number is (Co. Reg. No. 200106346Z). It is also appropriate to include our Financial Advisory Licence number (FA Licence No. FA000008-4) in advertisements and publications. Kindly ensure all marketing materials are submitted to the company for approval prior to usage.

Co-Branding

If we are co-branding with other products, our logo is to be of equal size or larger than the other logos.

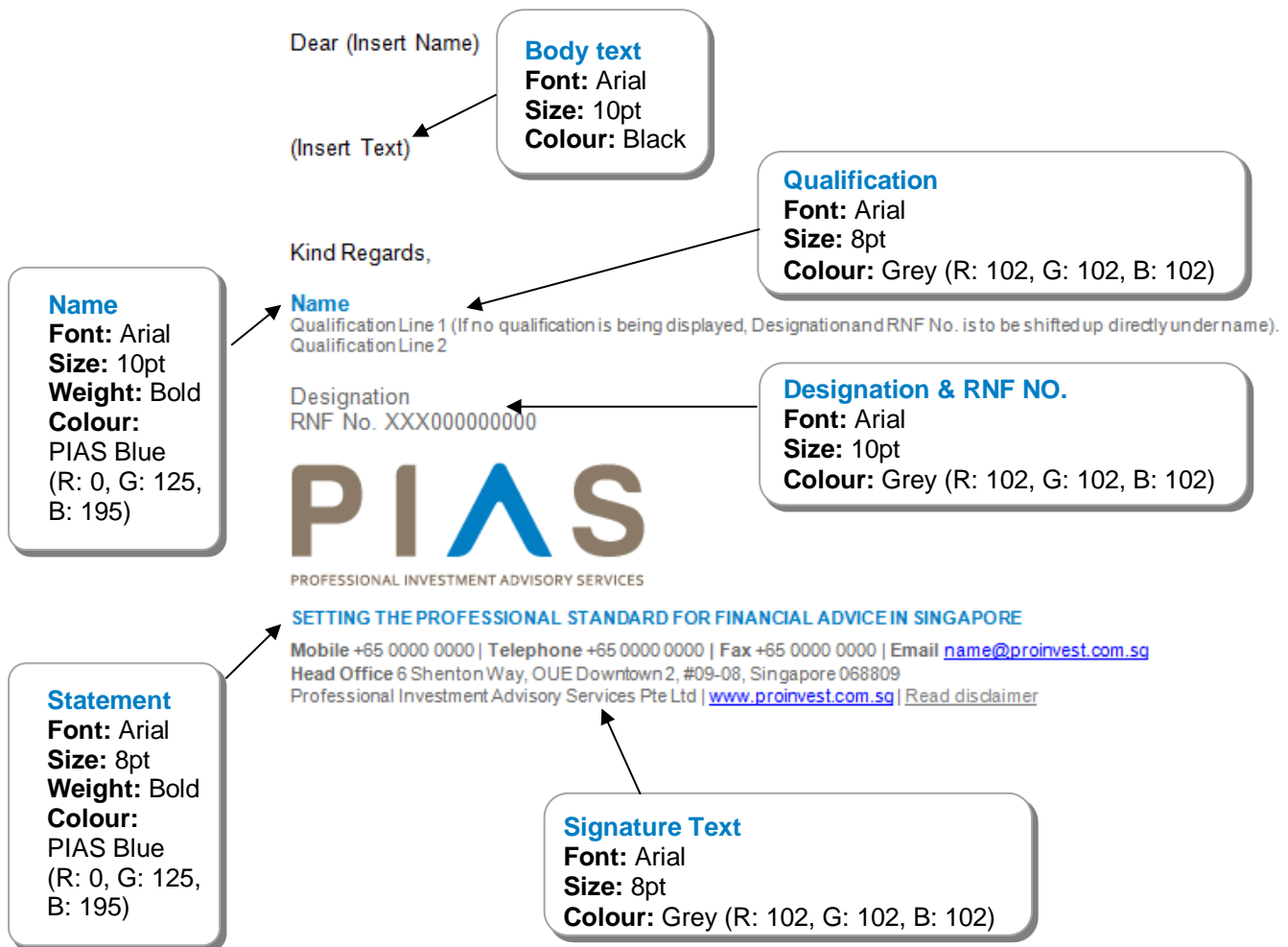
Summary

Our logo is uniquely ours. No one will care more about it than us. For that reason we need to look out for it, protect it and always present it in a clear and professional manner.

The consistency of all that Professional Investment Advisory Services Pte Ltd stands for is represented by the logo. Anything less than total consistency of treatment begins to erode the trust that the market has in the company's brand. Therefore, observe the rules and protect the logo at all times. We will be continuing to develop usage and application guidelines for this very valuable statement.

2. Email Signature

All daily email correspondence (internal and external) is to be sent out in the below format. If you do not have the below template set up, please contact Chee Meng: cheemeng.hong@proinvest.com.sg.



Option 1

1.1 Adviser Residing in Head Office (With No Branch Name indicated in Signature)

Kind Regards,

Name

Qualification Line 1 (If no qualification is being displayed, Designation and RNF No. is to be shifted up directly under name).
Qualification Line 2

Designation

RNF No. XXX000000000



PROFESSIONAL INVESTMENT ADVISORY SERVICES

SETTING THE PROFESSIONAL STANDARD FOR FINANCIAL ADVICE IN SINGAPORE

Mobile +65 0000 0000 | Telephone +65 0000 0000 | Fax +65 0000 0000 | Email name@proinvest.com.sg

Head Office 6 Shenton Way, OUE Downtown 2, #09-08, Singapore 068809

Professional Investment Advisory Services Pte Ltd | www.proinvest.com.sg | [Read disclaimer](#)

Option 2

1.2 Adviser Residing in Head Office (With Branch Name indicated in Signature)

Kind Regards,

Name

Qualification Line 1 (If no qualification is being displayed, Designation and RNF No. is to be shifted up directly under name).
Qualification Line 2

Designation

RNF No. XXX000000000



PROFESSIONAL INVESTMENT ADVISORY SERVICES

SETTING THE PROFESSIONAL STANDARD FOR FINANCIAL ADVICE IN SINGAPORE

Mobile +65 0000 0000 | Telephone +65 0000 0000 | Fax +65 0000 0000 | Email name@proinvest.com.sg

Branch Insert Branch Name

Head Office 6 Shenton Way, OUE Downtown 2, #09-08, Singapore 068809

Professional Investment Advisory Services Pte Ltd | www.proinvest.com.sg | [Read disclaimer](#)

Option 3

1.3 Adviser Residing Externally (With No Branch Name indicated in Signature)

Kind Regards,

Name

Qualification Line 1 (If no qualification is being displayed, Designation and RNF No. is to be shifted up directly under name).
Qualification Line 2

Designation

RNF No. XXX000000000



PROFESSIONAL INVESTMENT ADVISORY SERVICES

SETTING THE PROFESSIONAL STANDARD FOR FINANCIAL ADVICE IN SINGAPORE

Mobile +65 0000 0000 | Telephone +65 0000 0000 | Fax +65 0000 0000 | Email name@proinvest.com.sg

Branch Insert Address

Head Office 6 Shenton Way, OUE Downtown 2, #09-08, Singapore 068809

Professional Investment Advisory Services Pte Ltd | www.proinvest.com.sg | [Read disclaimer](#)

Option 4

1.4 Adviser Residing Externally (With Branch Name indicated in Signature)

Kind Regards,

Name

Qualification Line 1 (If no qualification is being displayed, Designation and RNF No. is to be shifted up directly under name)
Qualification Line 2

Designation

RNF No. XXX000000000



PROFESSIONAL INVESTMENT ADVISORY SERVICES

SETTING THE PROFESSIONAL STANDARD FOR FINANCIAL ADVICE IN SINGAPORE

Mobile +65 0000 0000 | Telephone +65 0000 0000 | Fax +65 0000 0000 | Email name@proinvest.com.sg

Branch Insert Name | Insert Address

Head Office 6 Shenton Way, OUE Downtown 2, #09-08, Singapore 068809

Professional Investment Advisory Services Pte Ltd | www.proinvest.com.sg | [Read disclaimer](#)

3. Email Template



SETTING THE PROFESSIONAL STANDARD
FOR FINANCIAL ADVICE IN SINGAPORE

Insert Subject

Subject

Font: Arial **Size:** 14pt
Weight: Bold **Colour:** PIAS Blue
(R: 0, G: 125, B: 195)

Dear (Insert Name),

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

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Mirum est notare quam littera gothica, quam nunc putamus parum claram, anteposuerit litterarum formas humanitatis per seacula quarta decima et quinta decima. Eodem modo typi, qui nunc nobis videntur parum clari, fiant sollemnes in futurum.

Name & Company Name

Font: Arial **Size:** 10pt
Weight: Bold **Colour:** PIAS Blue
(R: 0, G: 125, B: 195)

Body text

Font: Arial
Size: 10pt
Colour: Black

Kind regards,

Name

Insert Sign Off

Sign Off Details

Font: Arial
Size: 10pt
Colour: Grey (R: 102, G: 102, B: 102)

Professional Investment Advisory Services Pte Ltd

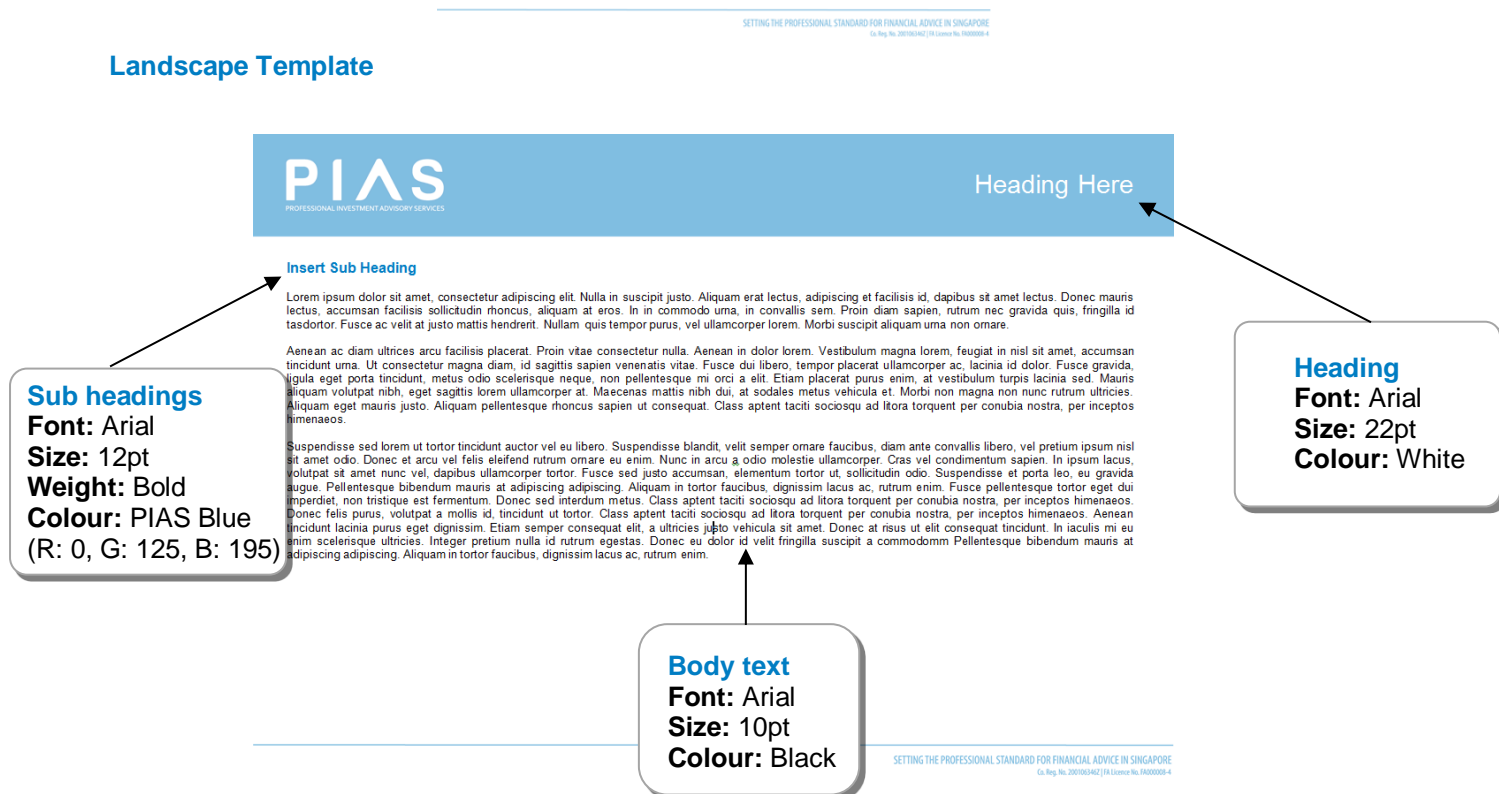
Co. Reg. No. 200106346Z

Disclaimer

This message contains privileged and confidential information from Professional Investment Advisory Services Pte Ltd. If you are not the intended recipient of this electronic message, please do not disseminate, copy or take any action in reliance on it. We request you notify us immediately before deleting this message. Any views expressed in this message or attachment/s are those of the individual sender, and are not necessarily the views of the company.

Professional Investment Advisory Services Pte Ltd uses virus scanning software and while due care and attention is taken; the company excludes all liability for any loss or damage caused whether directly or indirectly by any computer virus or other defects transmitted with any email and any attachment(s), to the extent permitted by law. It is sent on the strict condition that the user carries out and relies on its own procedures for ensuring that its use will not interfere with the recipient's systems including but not limited to scanning this email and any attachment(s) for viruses and defects before opening or sending them on. The recipient assumes all risk of use and releases the sender from all responsibility and liability for any direct or indirect consequence of use.

Portrait Template

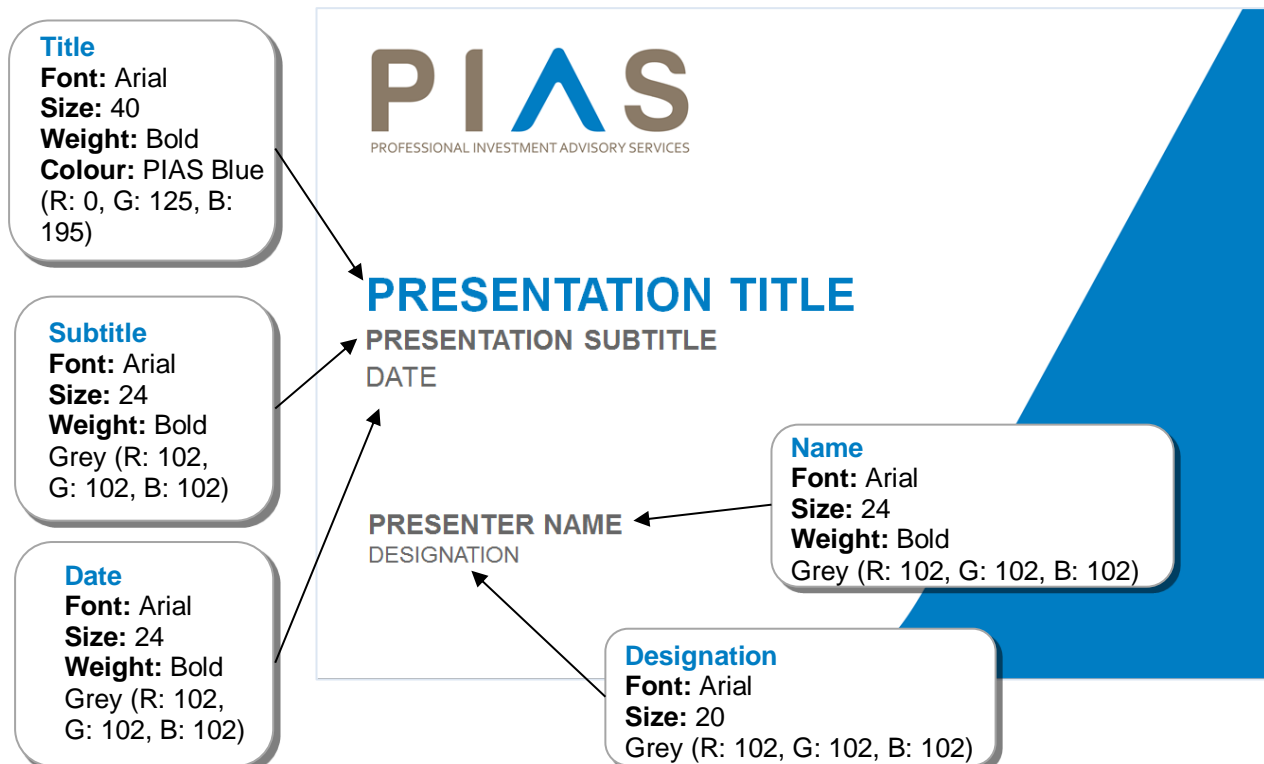


5. Corporate PowerPoint Template

First slide



Title slide – client facing



Disclaimer slide

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As with all investments, past performance of the mentioned collective investment schemes and life insurance policies and any projection of the economies, stock markets, bond markets and the economic trends of the markets are not necessary indicative of the future performance. Please seek advice from a Financial Adviser or consult your professional regarding the suitability of the investment product, taking into account your specific investment objectives, financial situation or particular needs, before making a commitment to purchase the investment product. In the event that you choose not to seek advice from a Financial Adviser or a professional, you should consider whether the product in question is suitable for you.

Inner slide

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Subtitle
Font: Arial
Colour: PIAS Blue
(R: 0, G: 125, B: 195)

Title
Font: Arial
Size: 30
Colour: White

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Body text
Font: Arial
Colour: Black

Contact slide

Insert Name
Designation
RNF No. XXX000000000

Mobile +65 0000 0000
Email insert.name@proinvest.com.sg

PROFESSIONAL INVESTMENT ADVISORY SERVICES PTE LTD
Co. Reg. No. 200106346Z | FA Licence No. FA000008-4

Head Office 6 Shenton Way, OUE Downtown 2,
 #09-08, Singapore 068809


Main Line +65 6372 5700
Fax +65 6372 5950
Email piasadmin@proinvest.com.sg
Web www.proinvest.com.sg

**Contacts
(Editable)**

Insert details where
applicable

PIAS
PROFESSIONAL INVESTMENT ADVISORY SERVICES
SETTING THE PROFESSIONAL STANDARD
FOR FINANCIAL ADVICE IN SINGAPORE

6. Letterhead



PROFESSIONAL INVESTMENT ADVISORY SERVICES

Head Office: 6 Shenton Way, OUE Downtown 2, #09-08, Singapore 068809
Main Line: +65 6372 5700 Fax: +65 6372 5950
Email: piasadmin@proinvest.com.sg Web: www.proinvest.com.sg
PROFESSIONAL INVESTMENT ADVISORY SERVICES PTE LTD
Co. Reg. No. 200700462 / FA Licence No. FA000008-4

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Body text
Font: Arial
Size: 10pt
Colour: Black

SETTING THE PROFESSIONAL STANDARD FOR FINANCIAL ADVICE IN SINGAPORE

7. Fax Template



PROFESSIONAL INVESTMENT ADVISORY SERVICES

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 Email: piasadmin@proinvest.com.sg Web: www.proinvest.com.sg
 PROFESSIONAL INVESTMENT ADVISORY SERVICES PTE LTD
 Co. Reg. No. 200106346Z / FA Licence No. FA000008-4


Fax Coversheet	
Name:	From:
Company:	Date:
Fax Number:	Total No. of pages (incl cover):
Subject:	

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Body text
Font: Arial
Size: 10pt
Colour: Black



SETTING THE PROFESSIONAL STANDARD FOR FINANCIAL ADVICE IN SINGAPORE

8. With Compliments Slip



Head Office 6 Shenton Way, OUE Downtown 2, #09-08, Singapore 068809
Main Line +65 6372 5700 **Fax** +65 6372 5950
Email piasadmin@proinvest.com.sg **Web** www.proinvest.com.sg
PROFESSIONAL INVESTMENT ADVISORY SERVICES PTE LTD
Co. Reg. No. 200106346Z | FA Licence No. FA000008-4

SETTING THE PROFESSIONAL STANDARD FOR FINANCIAL ADVICE IN SINGAPORE

With Compliments

- For your information ☐
- For your comments ☐
- Please take necessary action ☐
- Others ☐

9. Envelopes

Envelope – 14" Length by 10" Height



Envelope – 12.75" Length by 9" Height



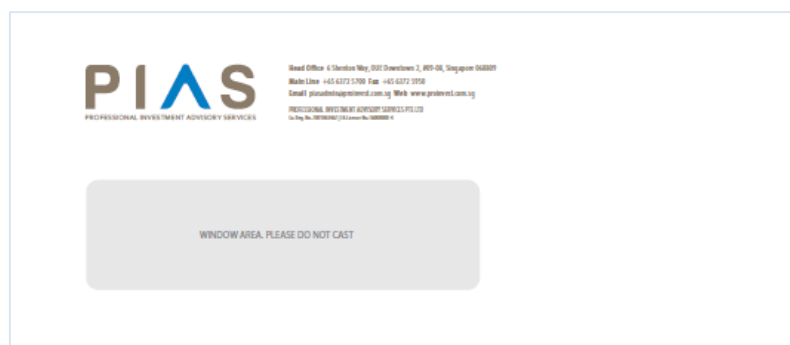
Envelope – 10” Length by 7” Height



Envelope – 9” Length by 4” Height



Window Envelope – 9” Length by 4” Height



10. Name Cards

Front Facing

Branch located in Head Office



External Branch



Back Facing

Option 1 – Company Details on Reverse Side



Option 2 – List of Services on Reverse Side



Option 3 – Chinese Characters on Reverse Side

