

Professional Investment Advisory Services Pte Ltd Logos Usage Guidelines

This LOGO USAGE GUIDELINES booklet has been developed to empower you to work smarter and build a unified Professional Investment Advisory Services Pte Ltd voice, vision and brand.

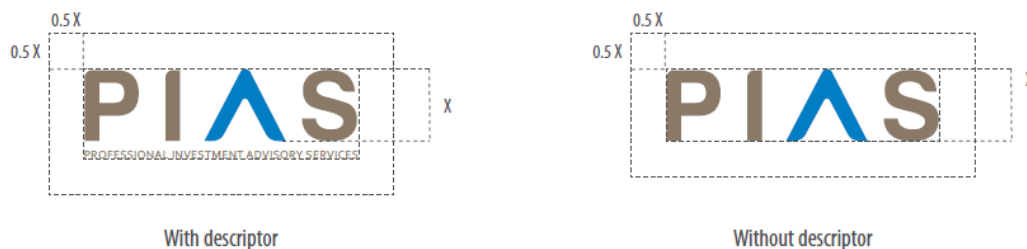
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Our Logo

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.



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.



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.