



EigenYields

Brand Guidelines
2024

Welcome to *EigenYields Brand Guidelines*

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At EigenYields, our brand is more than just a logo, a colour palette, or a tagline - it's the story we tell, the experience we create, and the trust we build with every interaction. These guidelines serve as the foundation of how we visually and verbally communicate our brand identity.

Whether you're a designer, marketer, or partner, this document will help you understand the elements that make up our brand, how to use them consistently, and how to bring our brand to life in every touchpoint. Adhering to these standards ensures that no matter where or how someone encounters EigenYields, the experience feels unified, intentional, and true to who we are.

01 Colour palette

Colour palette

Primary Colours

Our primary colours are bold, energetic and add a contemporary feel to the brand. Our colour palette is flexible and is available to use across every medium. For the majority, we expect a primary colour

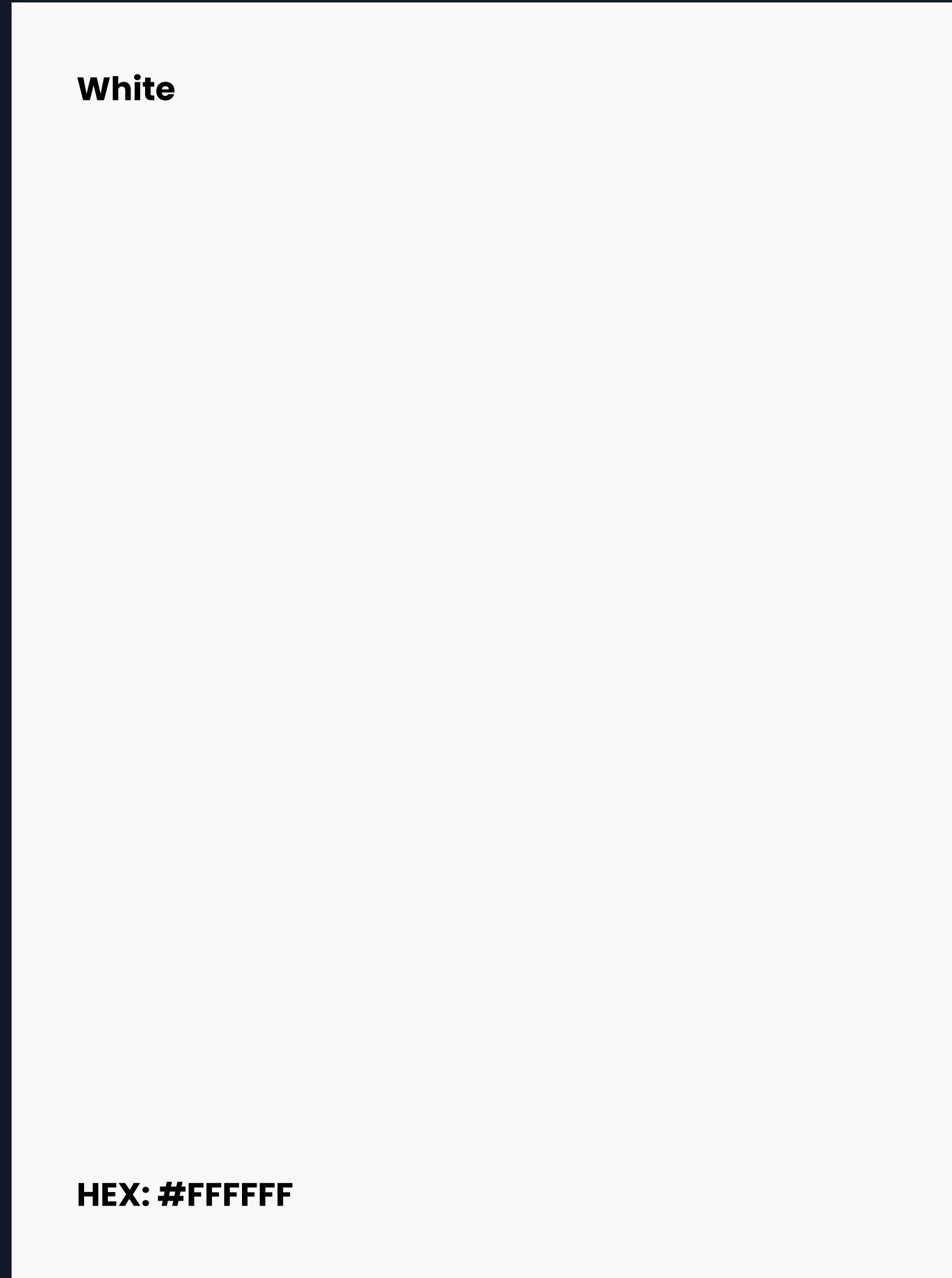
Our primary colours are bold, energetic and add a contemporary feel to the brand. Our colour palette is flexible and is available to use across every medium. For the majority, we expect a primary colour

Blue



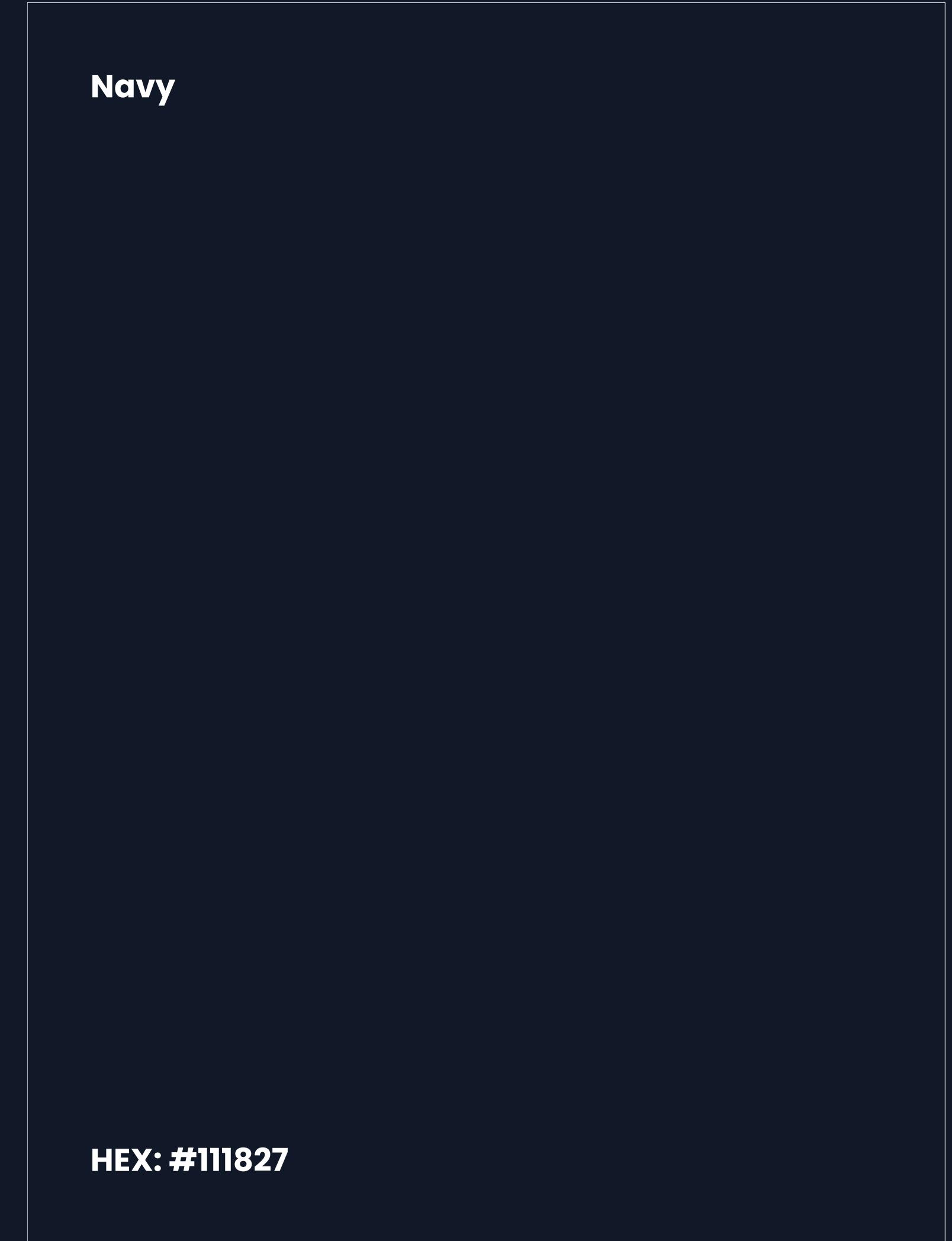
HEX: #0D76FD

White



HEX: #FFFFFF

Navy



HEX: #111827

Colour palette

Surface colours

Our surface colours consist of hues to compliment our primary colours and create balance. Our surface colour palette is flexible and is available to use across every medium.

For the majority, we expect a primary colour visible but if that's not achievable, we'll happily resort to any of the four in our surface palette.

Surface 01

Surface 02

Surface 03

Surface 03

HEX: #F9FAFB

HEX: #6B7280

HEX: #DBEAFE

HEX: #DBEAFE

Colour palette

Text colours

Our text colours are bold, energetic and add a contemporary feel to the brand. Our colour palette is flexible and is available to use across every medium. For the majority, we expect a primary colour to be

included, but, if that's not an option you can refer to the surface colours on the next page.

Black

HEX: #111827

White

HEX: #FFFFFF

Blue

HEX: #0D76FD

02 *Brand Logo*

Brand logo

Introduction

Our logo is a monogram with subtle hints that reflect the structure of a frame. It is derived from a typeface which has been evolved to reflect our brand and has the ability to work in colour and as a single colour.

Be sure to allow enough room around the logo when placed near other elements. You should not attempt to retype the logo in a similar font.



Brand logo**Primary logo**

We use the horizontal layout as our Primary logo. This consists of the monogram and typography alongside each other, to maximise our brand recognition and make EigenYields easily recognisable. Examples

below show logo variants when different coloured backgrounds are at play - Dark, Light and Tertiary. Do not invert or edit the colour of the logo in any way different from the examples below.



EigenYields

Light



EigenYields

Dark



EigenYields

Tertiary

Brand logo

Logomark

The logomark acts as an extension of the primary logo. It's used to brand items without having to use the whole logo. Having a border allows it to be clearly outlined and visible across different backgrounds.

The options below can be switched out, depending on what background it is placed on.

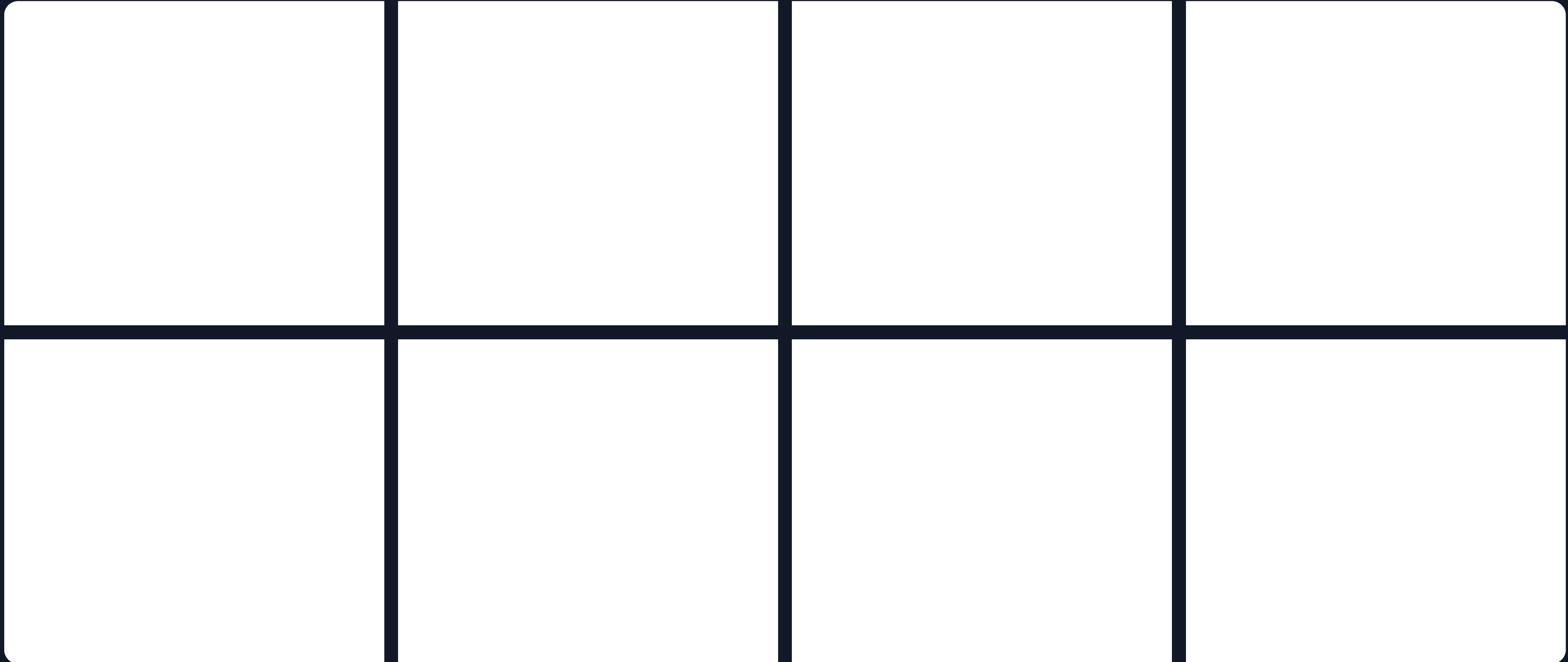


Brand logo

Logo misuse

Lorem ipsum dolor sit amet consectetur. Suspendisse aenean fringilla dis sollicitudin imperdiet nisl cras. Nisi pulvinar purus ac massa iaculis pulvinar tempus. Amet massa sapien id mi nisi donec. Nunc convallis.

Lorem ipsum dolor sit amet consectetur. Posuere et mauris sed semper. Vivamus elit aliquet quam viverra. Viverra in sit amet nulla. Velit lectus id hendrerit fermentum velit nunc quis ut vel at viverra.





EigenYields

03 Type styles



Type styles

Primary typeface

Our primary typeface is Poppins. We use 4 weights across all mediums - Extrabold, bold, semibold and regular. To maintain hierarchy, Poppins Extrabold can be used predominantly for headers and titles. Poppins

Bold and Regular can be used hand-in-hand for body copy, labels and captions. See examples of font weights below.

Font family

Poppins Extrabold

Poppins Bold

Poppins Semibold

Poppins Regular

Type styles

Primary typeface

Our primary typeface is Poppins. We use 4 weights across all mediums - Extrabold, bold, semibold and regular. To maintain hierarchy, Poppins Extrabold can be used predominantly for headers and titles. Poppins

Bold and Regular can be used hand-in-hand for body copy, labels and captions. See examples of font weights below.

H0: 60/72

The quick brown fox jumps over the lazy dog

H1: 34/48

The quick brown fox jumps over the lazy dog

The quick brown fox jumps over the lazy dog

H2: 28/40

The quick brown fox jumps over the lazy dog

The quick brown fox jumps over the lazy dog

H3: 24/40

The quick brown fox jumps over the lazy dog

The quick brown fox jumps over the lazy dog

H4: 20/32

The quick brown fox jumps over the lazy dog

The quick brown fox jumps over the lazy dog

H5: 18/24

The quick brown fox jumps over the lazy dog

The quick brown fox jumps over the lazy dog

Paragraph: 16/24

The quick brown fox jumps over the lazy dog

The quick brown fox jumps over the lazy dog

Label: 14/20

The quick brown fox jumps over the lazy dog

The quick brown fox jumps over the lazy dog

Caption: 12/20

The quick brown fox jumps over the lazy dog

The quick brown fox jumps over the lazy dog

Let's maintain the integrity of our brand by following these guidelines closely and ensuring that every piece of communication reflects the values and vision we stand for.

Brand Guidelines

2024