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# 1 | The Logo

The PhilEquity logo is the very element that unifies all forms of communication materials to be utilized for PhilEquity Management, Inc. It is apparent that the usage of the logo must be consistent with the rules set upon this guidebook.

## **Hexagonal Graphic**

The three-part hexagon represents the three core values that PhilEquity represents: partnership, experience, and wealth. The hexagon also imitates the image of a nut - a device used to fasten two parts together using a bolt – because PhilEquity aims to give security and stability to every client's future through solid partnership structures fortified by incomparable experience in the industry.

## **Color Scheme**

PhilEquity is represented by the colors blue and yellow because these colors well represent what the company stands for. The solid shade of blue embodies the trust and experience we have gained through the years as a company and thus emits a golden yellow hue – a representation of the wealth and energy that grows through time.

## **Typography**

Helvetica Neue is utilized to represent the stability PhilEquity aims to project.

1



2





## 2 | Protected Zone

For maximum impact and instant recognition, the PhilEquity logo should not be crowded by other visual elements. Adequate clear space should be left around the logo so that its prominence is not compromised. The minimum clear space around the logo should be equal to the letter “E”, as shown.



### 3 | Scaling Proportion

Aspect ratio must be maintained when applying the logo.



## 4 | Proscribed Application

The logo application rule must be respected and any alteration of the color and shape of the symbol and typeface are prohibited.



Do not change the typeface used in the logo.



Do not modify the colours of the typeface and symbols.



Class  PhilEquity aptent taciti sociosqu ad litora torquent per conubia nostra.

Do not insert brand logo in letters/memos.



Do not place logo over a textured background or picture.



Do not modify symbol or typeface proportion.



Do not place logo in a similar or highly colored background.





## 5 | Type

Typography is a fundamental element for the PhilEquity design structure, providing a uniform structure to reinforce our corporate identity through all forms of our communication. The main PhilEquity corporate typeface is Helvetica Neue.

Helvetica Neue

AaBbCcDd01234

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890



## 6 | Color Pallete



**Pantone 654 C**

c/100 m/67 y/0 k/38  
r/30 g/61 b/121



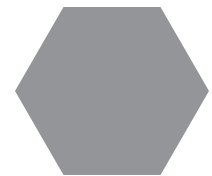
**Pantone 123 C**

c/0 m/24 y/94 k/100  
r/255 g/196 b/37



**Black**

c/0 m/0 y/0 k/50  
r/147 g/149 b/152



**50% Black**

c/0 m/0 y/0 k/50  
r/147 g/149 b/152



**Pantone 654 C**

c/100 m/67 y/0 k/38  
r/30 g/61 b/121



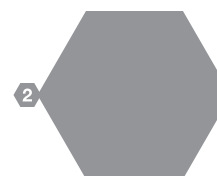
**Pantone 123 C**

c/0 m/24 y/94 k/0  
r/255 g/196 b/37



**Black**

c/0 m/0 y/0 k/100  
r/30 g/30 b/30



**50% Black**

c/0 m/0 y/0 k/50  
r/147 g/149 b/152

## 7 | Applications

Business Card  
3.5 in x 2 in

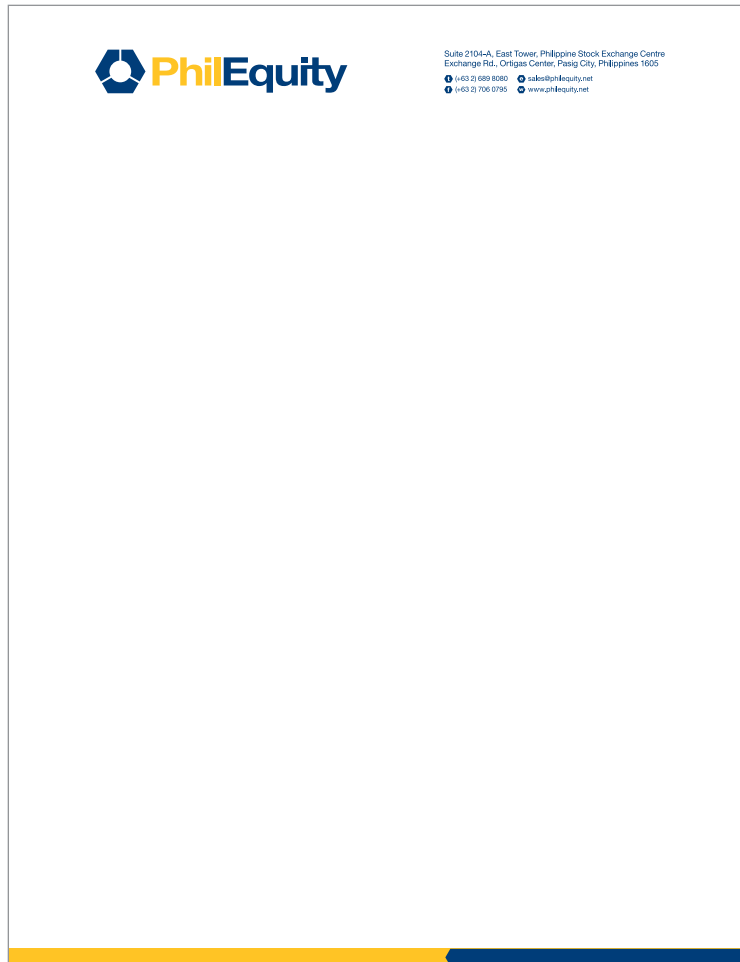


Front



Back

Letterhead  
8.5 in x 11 in



Envelope  
8 in x 4 in



Front



Back

Poster





## 8 | Brand Services

Every sub-brand under PhilEquity shall have a logo of their own. The brand guidelines for the main PhilEquity shall also be applied to these sub-brands.



## A | PhilEquity Fund



## B | PhilEquity PSE Index Fund



## C | PhilEquity Peso Bond Fund



## D | PhilEquity Dollar Income Fund



E | PhilEquity Management Inc.

