2025

Brand
Style guide

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01 Introduction

Who We Are

BlueCrest Group is a fractional CFO, accounting, and business consulting firm supporting small to mid sized businesses ready for structured financial leadership. We partner with organizations generating over one million in revenue, helping them gain clarity, control, and confidence in their financial direction. Our role extends beyond numbers, focusing on strategic guidance that supports informed decision making. Every engagement is tailored to the specific needs of the business, ensuring solutions are practical and relevant. BlueCrest Group operates as a trusted extension of each client’s leadership team.

Core value

Trust is the foundation of every relationship we build, established through transparency, consistency, and sound financial judgment. Value is created by delivering clear insights that lead to measurable business impact rather than unnecessary complexity. Being heard defines our approach, as we take time to understand each client's challenges, priorities, and long term vision. This commitment ensures strategies are aligned with real business goals. Together, these values shape a partnership built on confidence and lasting results.

02
Logo System

Core Logo

The BlueCrest Group core logo is designed to represent clarity, guidance, and financial leadership with a calm and confident presence. The symbol combines coastal inspiration with structured form, reflecting stability, direction, and trusted expertise. Its balanced composition communicates professionalism while remaining approachable and human. The logo is primarily symbol led, allowing it to perform strongly across digital and print applications. Consistent use of the core logo ensures immediate recognition and reinforces brand credibility.

Visual Mark

The BlueCrest Group visual mark is a refined symbol that represents direction, stability, and calm financial leadership. Inspired by coastal elements and navigational forms, it reflects guidance, clarity, and forward movement. The mark can be used independently from the wordmark in compact or digital applications where simplicity is essential. Its clean geometry ensures strong recognition at both large and small sizes. Consistent use of the visual mark strengthens brand recall and reinforces trust across all touchpoints.

Usage Guidelines

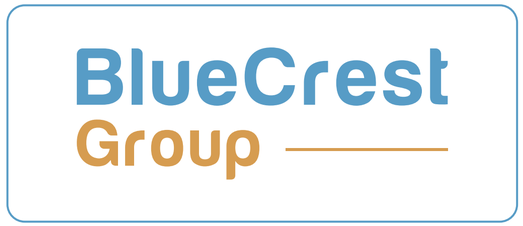
The BlueCrest Group logo must be used consistently to preserve clarity, balance, and brand recognition across all applications. Approved color variations should be used as shown, ensuring strong contrast and legibility on both light and neutral backgrounds. Adequate clear space must be maintained around the logo to prevent visual interference and maintain its integrity. The logo should never be altered, stretched, rotated, or recreated in unapproved colors. Consistent application across digital and print materials reinforces trust and professionalism.

Logo Do's

To maintain a consistent and professional brand presence, the BlueCrest Group logo should always be used in its approved formats and proportions. The primary logo should be the default choice whenever space allows, ensuring clarity, balance, and strong brand recognition.

Use only the official brand color palette and approved background treatments to preserve contrast and visual harmony. Always maintain the defined clear space around the logo so it remains distinct and uncluttered from surrounding elements.

For smaller applications such as icons, badges, or compact layouts, use the approved logo mark or wordmark variations to ensure legibility and consistency across all touchpoints.



Logo Don'ts

To protect the integrity of the BlueCrest Group brand, the logo must never be altered, distorted, or misused. Incorrect applications weaken brand recognition and reduce the overall professional appearance.

Do not rotate, stretch, compress, or warp the logo in any way. Avoid changing its proportions, spacing, or alignment, and never apply outlines, shadows, gradients, or decorative effects that are not part of the approved system.

The logo should not be blurred, pixelated, or placed on low-contrast or visually busy backgrounds. Always use approved logo files and follow the brand guidelines strictly to maintain consistency across all applications.

✕ Don’t rotate the logo

✕ Don’t change width

✕ Don’t warp

✕ Don’t use blurry logo

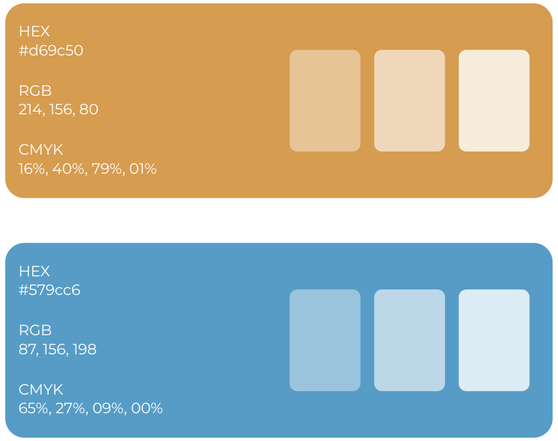
✕ Avoid inconsistent spacing

✕ Don’t use outline

03
Color System

Core Palette

The BlueCrest Group core color palette is designed to communicate calm, trust, and professionalism. Inspired by coastal environments, the primary blues reflect clarity, stability, and confidence, while the warm accent tone adds balance and approachability. These colors work together to create a refined and welcoming visual identity. The palette is optimized for both digital and print applications to ensure consistency across all brand touchpoints. Proper use of the core colors strengthens recognition and reinforces brand credibility.



Accent Palette

The BlueCrest Group accent palette is designed to complement the core colors while adding depth and warmth to the visual system. These tones are used sparingly to highlight key information, create emphasis, and support visual hierarchy. The accent colors bring subtle energy without overpowering the calm and trustworthy foundation of the brand. When applied thoughtfully, they enhance clarity and engagement across both digital and print materials. Controlled use of the accent palette ensures the brand remains refined and cohesive.

04
Typography

Lead Typeface

The lead typeface is selected to convey clarity, confidence, and professionalism across all BlueCrest Group communications. Its clean structure and balanced proportions ensure strong readability in both digital and print applications. The typeface supports a calm and trustworthy tone while maintaining a modern and refined presence. It is primarily used for headings, titles, and key statements throughout the brand system. Consistent use of the lead typeface reinforces visual cohesion and brand recognition.

Harabara Mais Demo

a b c d e f g h i k l m o p q r s t u v w x y z

A B C D E F G H I K L M O P Q R S T U V W X Y Z

! @ # $ % ^ & * ( )

AaBb

Secondary Typeface

The secondary typeface supports the lead typeface by enhancing readability and balance across longer content. Its clean and approachable form ensures clarity in body text, captions, and supporting information. The typeface maintains a professional and modern tone without competing with primary headlines. It is used consistently to create visual rhythm and hierarchy throughout the brand system. Proper pairing of the secondary typeface reinforces cohesion and clarity across all communications.

Poppins Medium

a b c d e f g h i k l m o p q r s t u v w x y z

A B C D E F G H I K L M O P Q R S T U V W X Y Z

! @ # $ % ^ & * ( )

AaBb

Type Hierarchy

The type hierarchy defines a clear and consistent structure for all BlueCrest Group communications. Headlines are designed to command attention while maintaining a calm and professional presence. Subheads provide clarity and guidance, supporting content flow and readability. Body text is optimized for comfort and accessibility across formats. Proper hierarchy ensures information is easily understood and visually balanced throughout all brand materials.

Headline Font 1

Harabara Mais Demo

Minimum size: 36pt/43pt

Subhead Font

Poppins Medium

Minimum size: 12pt/14pt

Body Font

Poppins Regular

Minimum size: 8pt/12pt

05
Digital Identity

Favicon

The BlueCrest Group favicon is a simplified use of the core visual mark designed for small scale digital applications. It maintains clarity and recognition when displayed in browser tabs, bookmarks, and mobile interfaces. The symbol should always be centered and used at approved sizes to ensure legibility. Only official brand colors may be applied to preserve consistency across platforms. Consistent favicon usage strengthens brand visibility in digital environments.

Appicon

The BlueCrest Group app icon is derived from the core visual mark and adapted for square and rounded digital formats. It is designed to remain clear, balanced, and recognizable across devices and screen sizes. The icon should always be centered with appropriate spacing to maintain visual integrity. Only approved color variations may be used to ensure consistency. Consistent application of the app icon supports strong brand recognition in digital environments.

06
Stationery Design

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Group
This is a sample letter that has been placed to demonstrate typing remat (Your Company). letterheaddesign
When positioned properly, it will serve to work in harmony with all other elements letterhead.This letterhead
design is meant to project an image
This letterhead design is meant project an image of professionalism reliability. By using simple aligen we hav
created a very spacious feeling. The simplicity suggest rengththe spaciousnes contributes haesthetics th
layout. These basic qualities along with the (Your Company)
look and helps reinforce the (Your Company) brand. letterhead design is meant to project an image desig
When positioned properly, it will serve to work in harmony all the other elements letterhead. sionalism a
reliability.
This letterhead design is based on the (Form of your logo) form (Your Company) logo. Each stationery we hav
created a very spacious feeling. The simplicity suggests strength the spaciousnes contribute part of the (Form
your logo).
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Thank You