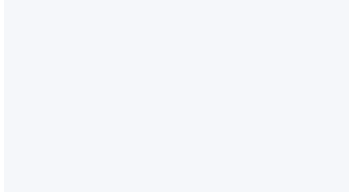# HL Deals

Corporate Brand Identity Manual

2. Paleta de Colores

Primary Navy — #1F3B73

Accent Azure — #3F51B5

Neutral Light — #F5F7FA

Gold Accent — #F4C95D

4. Variantes del Logotipo

Isotipo (Normal)

Isotipo (Inverso)

Imagotipo (Horizontal)

Imagotipo (Inverso)

Logotipo (Una línea)

Logotipo (Dos líneas)

8. Future Brand Expansion

Consistency across sub-brands

HL Analytics — Typography & grid consistent

HL Capital — Typography & grid consistent

HL Ventures — Typography & grid consistent

Créditos

Designed by Juan Fuentes — HL Deals Demo Project (2025)

Tagline: "Data-driven Investment Intelligence"

Formato: US Letter (8.5 × 11 in)