



House of Finance & Tech Berlin

Branding Guidelines

DRAFT

Based on www.hoft.berlin Website Design

January 2026

Executive Summary

This guide provides a structured approach to consolidating HoFT's brand assets within one week. The new website (www.hoft.berlin) represents a significant design evolution: cleaner, more modern, and strategically positioned around Financial Wellbeing. All brand assets must now align with this refined visual identity.

Key Design Observations from Website

- **Visual Style:** Clean, minimal, generous whitespace, professional aesthetic
- **Color Approach:** Refined palette with deep navy and teal as anchor, subtle accents, high contrast text
- **Typography:** Ghost, bold headlines, clear hierarchy
- **Imagery:** Professional photography, event shots, data visualizations
- **Layout:** Card-based sections, clear content blocks, scroll-driven storytelling

Updated Brand Positioning

Hero Statement: "Change How Europe Experiences Money"

Positioning: "Europe's Financial Wellbeing Ecosystem" - for builders, funders and enablers

Three Pillars: Access to Innovation | Thought Leadership | Data & Benchmarks

Financial Wellbeing Definition: "Financial Wellbeing is when people control their finances, absorb shocks, achieve goals and have freedom to make choices."

Section 1: Updated Brand Foundation

1.1 Refined Color Palette

The website uses a sophisticated, muted palette that conveys trust and professionalism. Key shift: less reliance on bright accents, more emphasis on navy and neutral tones.

Primary Colors

Color	Hex	Name	Usage
#170245	Deep Navy	Primary branding: text, primary button	
#006B6B	Teal	Secondary branding	
#FFFFFF	White	Primary backgrounds, cards	
#F2F3F5	Off-White	Section backgrounds, alternating areas, secondary buttons	

Accent Colors

#EA5A3C	Orange	Highlight, button hover
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Note on Legacy Colors: The blue (#001d6c) from the old brand guide may still appear in some legacy materials. Phase it out in favor of teal for new assets, but don't rush to update existing content if timeline is tight.

1.2 Typography System

Element	Font / Weight	Specifications
Hero Headlines	Geist / Bold or Medium	64px, Deep Navy
Section Titles	Geist / Medium	36px, Deep Navy
Subheadings	Geist / Medium	24px, Deep Navy
Body Text	Geist / Regular	12-18px, Deep Navy or Charcoal,
Buttons/CTAs	Geist / Regular	12-16px, White on Navy, or Navy on (Off-)White

1.3 Logo Usage (Updated)

- Primary Logo:** HFT monogram + "House of Finance & Tech" (black on white/light backgrounds)
- Beltmark Only:** HFT monogram for constrained spaces (social avatars, favicons)
- White Logo:** For dark backgrounds (navy, photography overlays)
- Clear Space:** Minimum padding equal to the height of the 'H' in the monogram

- **Deprecation:** Phase out coral decorative blocks around logo (old style)

1.4 Design Principles from Website

- **Whitespace is a Feature:** Generous padding, don't crowd elements
- **Card-Based Layouts:** Content in clean cards with subtle shadows or borders
- **Photography Style:** Professional event shots, diverse people, modern office environments
- **Icon Style:** Simple line icons, consistent stroke weight
- **Button Style:** Rounded corners (8px), solid fills, clear hover states