

Brand Guidelines



We depend on you to build our brand by using the styles outlined in our brand guide. Visual presentation is one of the key success of our brand , please follow these guidelines to ensure consistent treatment of our visual identity across all communication.

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Our Mission

Team F.R.E.E.D.O.M is more than a movement—it's a mission-driven collective of visionary entrepreneurs committed to unlocking financial and personal freedom. We believe true success starts with mindset, and our mission is to empower others by sharing the knowledge, tools, and mentorship needed to rise above limitations and step into their highest potential.

Our Vision

Team F.R.E.E.D.O.M is to put together an amazing team, a team of entrepreneurs and would be entrepreneurs that help find others that understand how to get money out of the way as an issue. This means but it's not limited to; financial instruments, insurance, trusts, digital assets, physical assets, real estate, etc.. But most importantly, the education therein.





Our Goals

By finding real educated entrepreneurs, we cultivate a community of leaders who are passionate about developing others to a Millionaire mentality — a mindset rooted in discipline, vision, abundance, and generational impact. Whether you're just starting your journey or scaling to new heights, Team F.R.E.E.D.O.M is your catalyst for growth, legacy, and financial independence.

Welcome to the team where purpose meets prosperity—where freedom isn't just a dream, it's a decision.

If you want to go fast, go alone. If you want to go far, go together. Team F.R.E.E.D.O.M

Logo Usage

The logo should primarily appear in [primary color]. For dark backgrounds, use the white version of the logo. Use the monochrome version when color printing is not possible.

Primary Logo



Primary Logo - Gold Gradient
On White Background



Primary Logo - Gold Gradient
On Black Background



Primary Logo - Black/Gold
On White Background



Primary Logo - White/Gold
On Black Background

Logo Usage

The logo should primarily appear in [primary color]. For dark backgrounds, use the white version of the logo. Use the monochrome version when color printing is not possible.

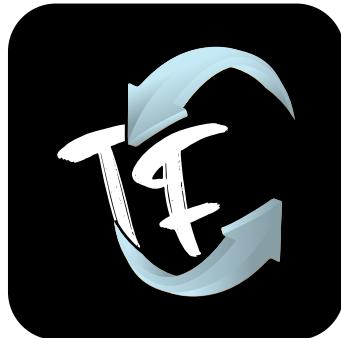
Submark



Logo Usage

The logo should primarily appear in [primary color]. For dark backgrounds, use the white version of the logo. Use the monochrome version when color printing is not possible.

Secondary Submark



Logo Usage

- Do not stretch or distort the logo.
- Do not change the colors of the logo.
- Do not add effects (shadows, gradients, outlines, etc.).
- Do not rotate or flip the logo.
- Do not place the logo on complex or low-contrast backgrounds that reduce visibility.



Logo Usage

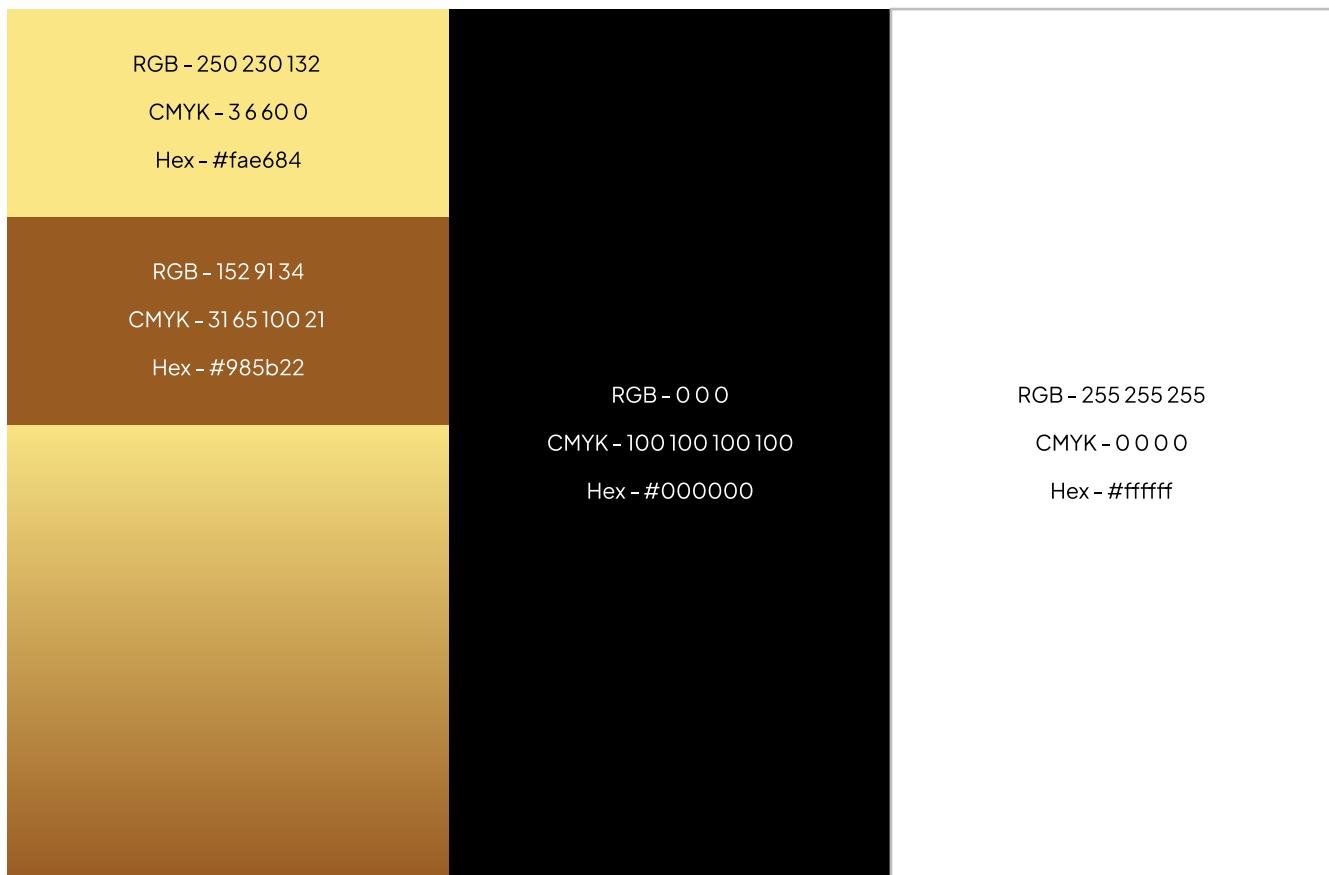
To ensure visibility and impact, always maintain a minimum clear space around the logo. The clear space should be equal to the height of the logo's icon.



Brand colors

Our brand colors convey that we are kind, compassionate and progressive. The consistent use of color is an easy way to stand out in the industry. We use limiting colors that serve to strengthen our brand.

Primary Colors



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Secondary Colors



Brand Fonts

Fonts are the backbone of the design. We use practical and easy to read fonts. The fonts was optimized for web, print and mobile interfaces. Its letterforms feature excellent legibility characteristics.

A large, bold, black, hand-painted style font showing the letters 'A' and 'a'.

Header

Souther Regular

abcdefghijklmnopqrstuvwxyz

0123456789!@#\$%^&*()_+=

Body

Plus Jakarta Sans
(Regular)

abcdefghijklmnopqrstuvwxyz

0123456789!@#\$%^&*()_+=

Mockups

These examples aim to maintain a consistent tone and message across various platforms, ensuring our brand's voice is cohesive and engaging.



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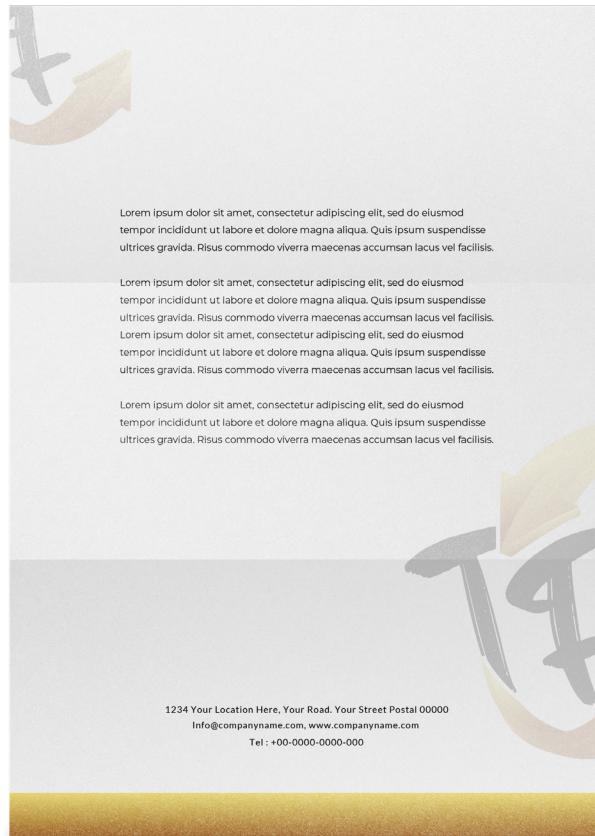
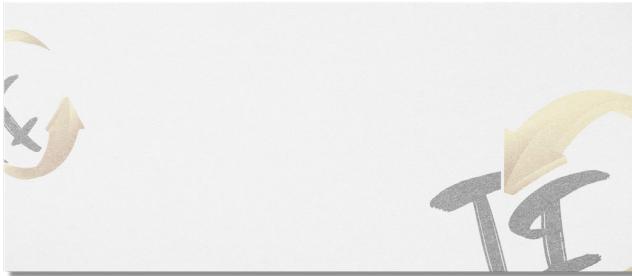
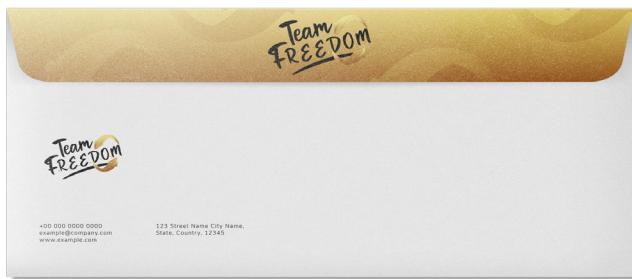
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Thank You

