Brand Guidelines

Voice & Tone

At ████████████ our brand voice speaks with authority and understanding. As trusted advisors, we grasp both the financial mechanics and the personal dreams that shape each client's path forward.

Our tone is polished and professional, reflecting the premium nature of our services, while remaining approachable and empathetic. We prioritise clarity over jargon, translating complex financial concepts into accessible language without compromising on substance. This creates a natural balance between expertise and approachability that mirrors ████████ client-first philosophy: credible and trustworthy, yet warm and conversational when the moment calls for it.

Confident

Professional

Warm

Empathetic

Colour Palette

Our colour palette reflects the trust and stability our clients place in us. Navy Blue serves as our foundation, conveying the reliability you expect from a financial advisor. Sky Blue, Coral and Sandy Brown add layers of warmth and energy, complemented by clean neutrals like Sage Green, Grey and Pure White.

Together, these colours represent our commitment to being both steadfastly professional and genuinely caring because we believe that financial guidance should feel as supportive and approachable as it is sound.

Navy Blue

Hex: #184478
Rgb: 24,68,120 CMYK: 80,43,0,53

Sky Blue

Hex: #7bbfe3
Rgb: 123,191,227
CMYK: 46,16,0,11

Pure White

Hex: #ffffff
Rgb: 255,255,255
CMYK: 0,0,0,0

Sandy Brown

Hex: #fcaa67
Rgb: 252,170,103
CMYK: 0,33,59,1

Grey

Hex: #707270
Rgb: 112,114,112
CMYK: 2,0,2,55

Coral

Hex: #f87060
Rgb: 248,112,96
CMYK: 0,55,61,3

Sage Green

Hex: #869d7a
Rgb: 134,157,122
CMYK: 15,0,22,38

Logo Guidelines

The logo must only be placed on backgrounds that provide sufficient contrast for clear visibility. Never use the logo on background colours that are similar to or match the logo's colour palette.

Do not rotate the logo.

Do not flip the logo.

Do not add effects to the logo.

Typography

Aileron
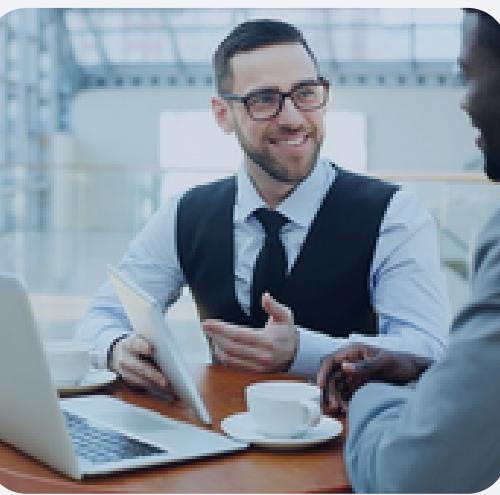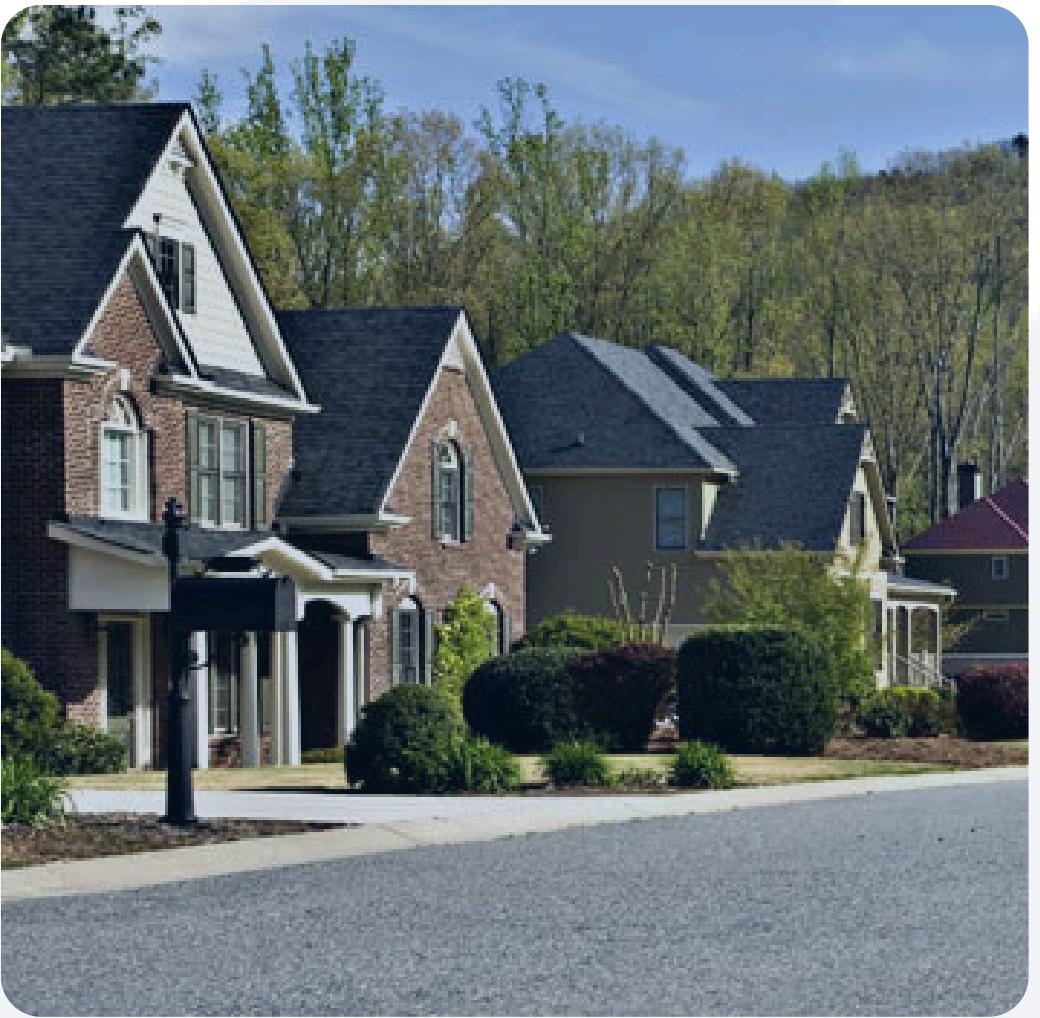

Sample Text

Light   Regular   **Bold**   **Black**

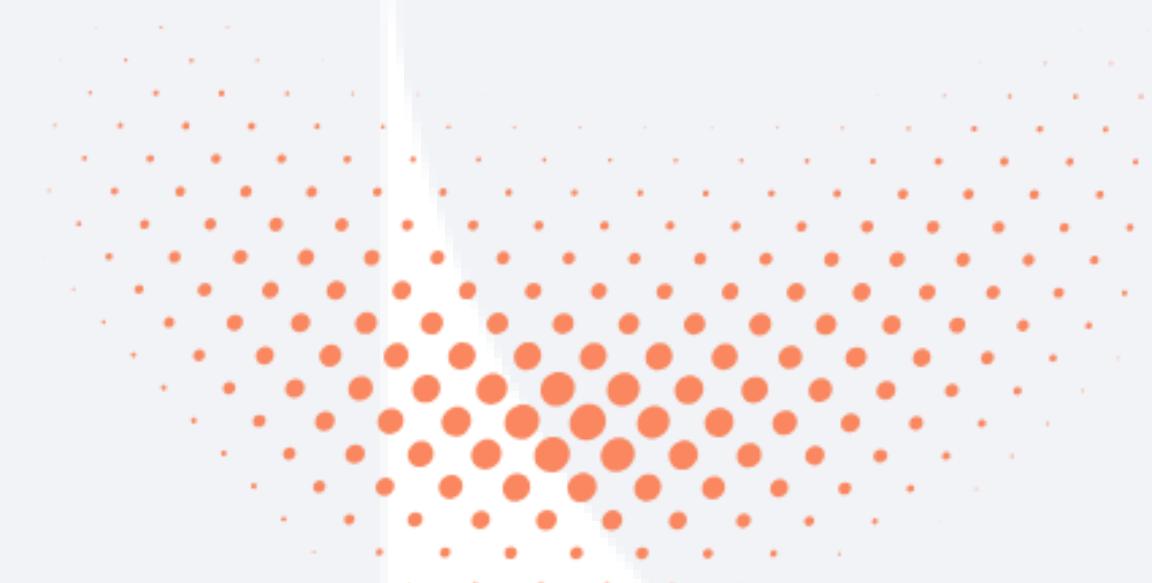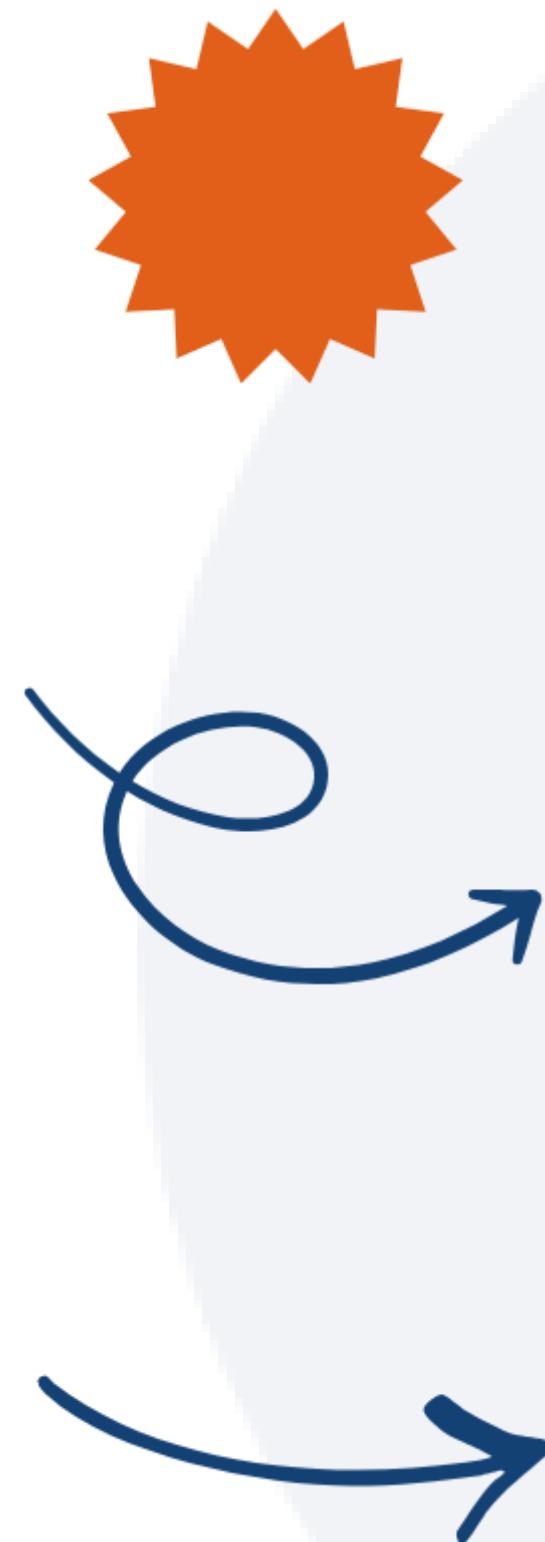abcdsefghijklmnopqrstuvwxyz
1234567890&%$!~

Imagery Style

Our imagery reflects the premium calibre of clientele we serve and is carefully curated to convey luxury, exclusivity and the high-value experience our clients expect. Our visuals are deeply lifestyle-oriented, capturing aspirational moments that resonate with high-net-worth individuals. Where appropriate, we incorporate an atmospheric aesthetic through soft shadows, rich textures and visual depth to create an immersive, premium feel. Colourful and vibrant accents are introduced selectively to add energy and visual interest while maintaining the elegant sophistication that defines ▓▓▓▓▓▓▓▓▓▓
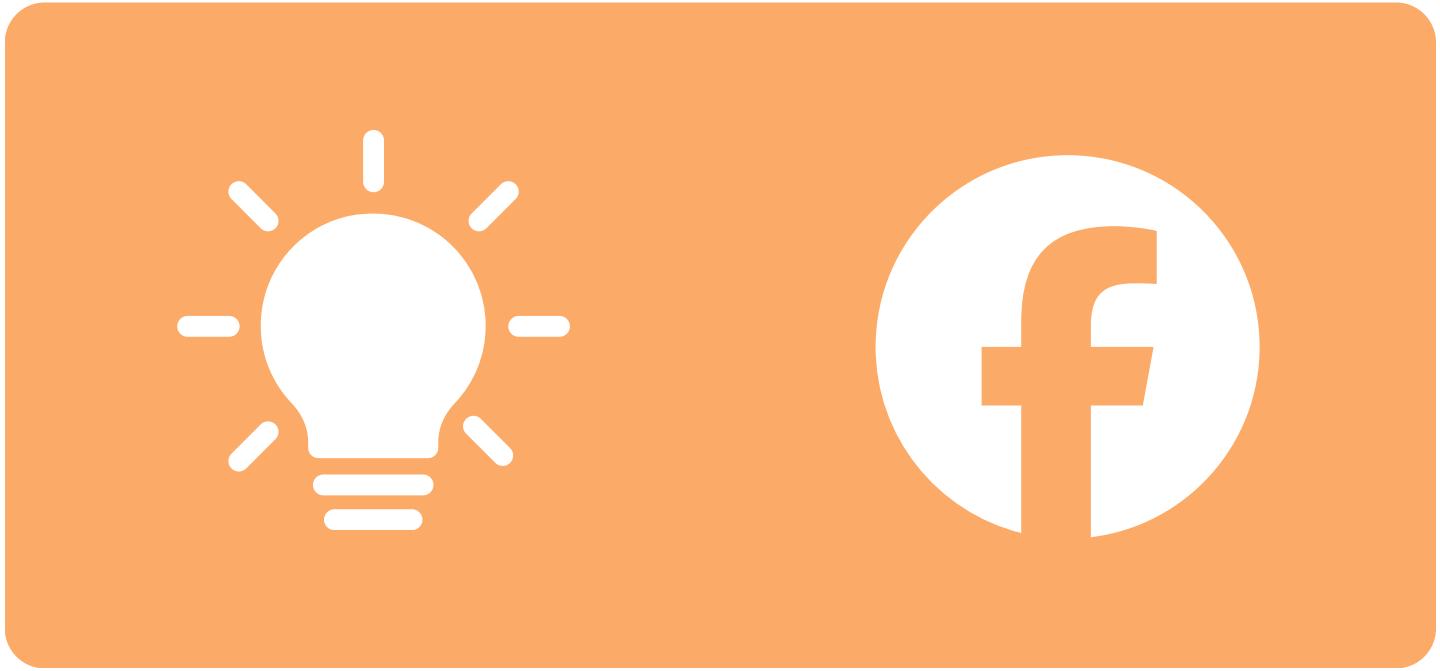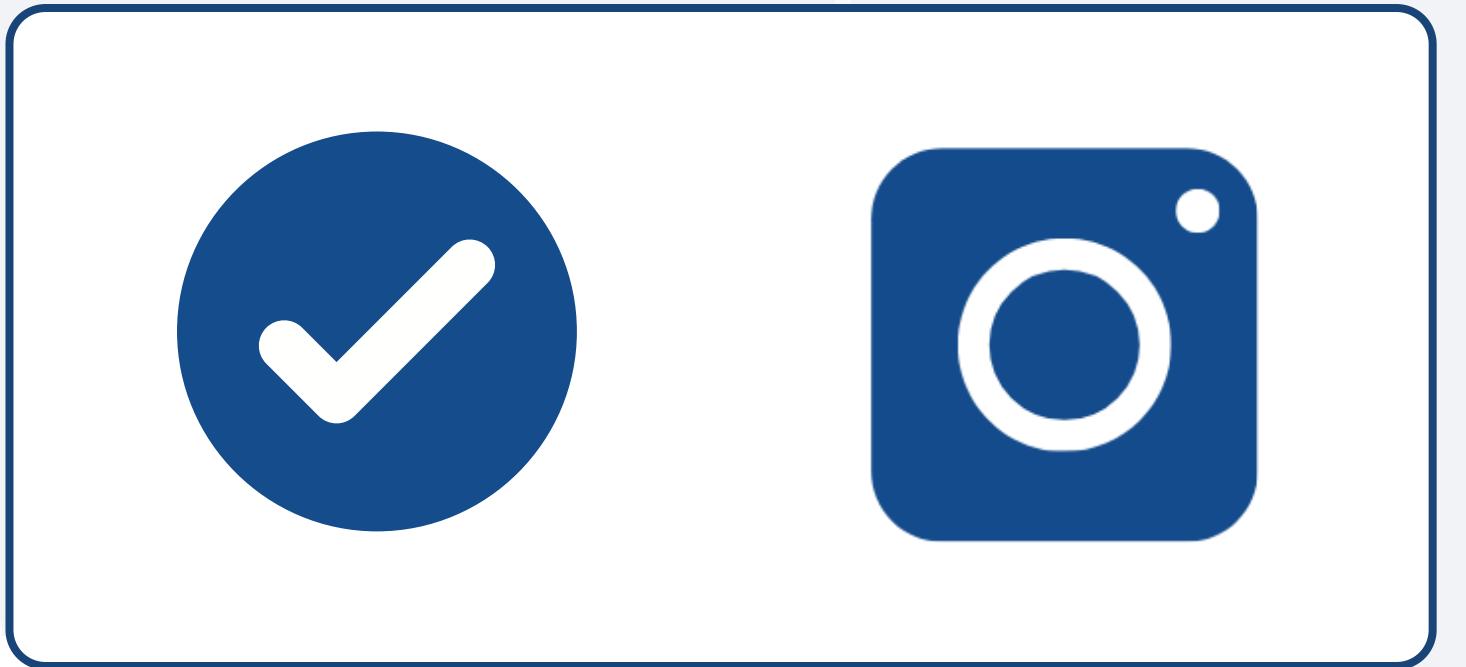
Imagery Style

Patterns or Textures

Iconography

In keeping with our professional, empathetic aesthetic, ███████ uses clear icons with clean lines and minimal detail. Icons should enhance our message without overwhelming it, primarily using our Navy Blue or Coral tones to maintain sophistication and visual harmony across all brand materials.

Do's

✳	**Use Official Colour Palette** Ensure you use the brand's specified colours in all assets.
✳	**Typography Consistency** Use the specified fonts and styles in the brand guidelines for all written communications.
✳	**Follow Imagery Style** Use photography and illustrations that match the brand's aesthetic.
✳	**Consistent Messaging** Ensure the message delivered is aligned with our brand values.

Don'ts

✳	**Modify the Logo** Do not alter, distort or change the logo colours without permission.
✳	**Misuse Design Elements** Avoid using the brand's graphic elements in a way that is not consistent with the guidelines.
✳	**Inappropriate Colour Usage** Do not use colours that are not included in the brand's official palette for brand representation.
✳	**Conflicting Messages** Avoid communications that contradict or obscure our brand message.

Do's

	Be Religiously Inclusive Ensure all religious references or celebrations are inclusive, respectful and non-denominational where possible.
	Address Industry-specific News Responsibly • Focus communications on financial insights, industry trends, client value and brand expertise. • Ensure accuracy, credibility and alignment with brand values before sharing or commenting on news.

Don'ts

	Avoid Politically-focused Content Refrain from sharing content that could be interpreted as supporting or opposing political parties, movements or agendas.
	Zero Controversial Opinions Avoid taking positions on sensitive social, political or cultural issues that could potentially alienate clients or the audience.
	Address Industry-specific News Responsibly Avoid speculative or sensationalised reporting.

CONFIDENTIAL

At ████████████, our brand identity embodies the trust and partnership at the heart of everything we do. Every element, from our visual language to our tone of voice, has been thoughtfully chosen to reflect both the expertise and empathy that define the ████████ experience.

Email
████████████████████

Phone
████████████

Website
██████████████████

Address
██████████████████