

# The Branding Guidelines

A complete branding guidelines document for conceptual orientation and brand application of development and digital material.

# The Overview

Used properly, the guidelines found within it will help maintain graphic and message continuity, protect our logo assets, and help us build powerful, relevant messaging across a broad array of media.

Proprietary logos, approved typefaces, the visuals we choose and the words we use — every part of our brand is an important part of our whole brand. That's why it's extremely important that we use each very carefully. Following the guidelines and rules in this style guide will help us speak with a single, influential voice to generate bold, engaging communications, build strong bonds with our audiences, and protect our brand for years to come

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TrustedWealth

FOR YOUR FUTURE



TrustedWealth

F O R Y O U R F U T U R E

# Primary Logo

These are the go-to logos for all brand communications. It's a trademark to help viewers easily identify the Trusted Wealth brand. The logo must be always applied with care and respect.



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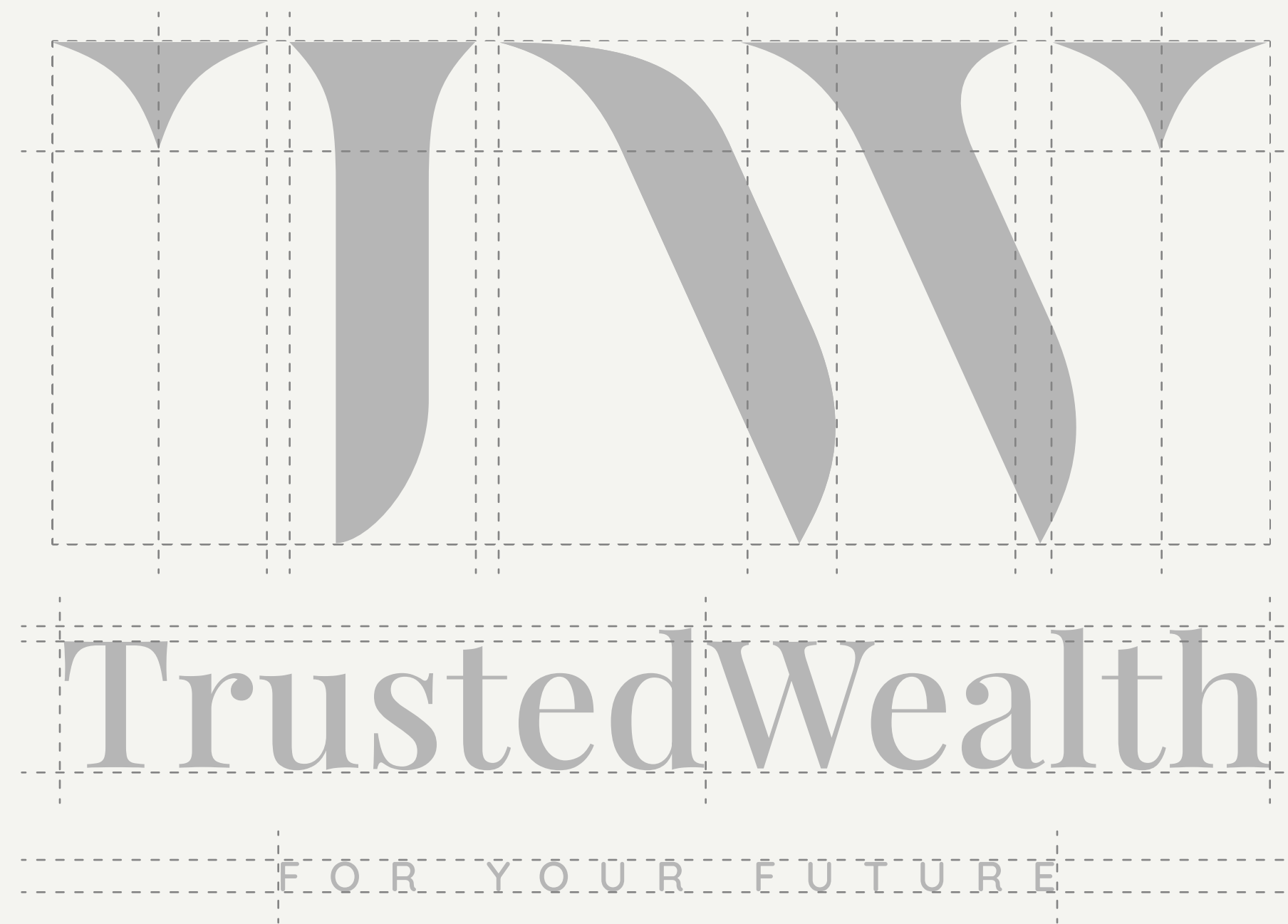
# The Logomark

The Trusted Wealth brand also has an icon mark. This is to be used particularly in situations where legibility at small screen sizes becomes an issue.



# The Logo Construction

The T and W touch and share an element of each other, merging the two words into one meaning 'Trusted Wealth', in a minimalistic, smart, and contemporary form. The Serif type of font was chosen to provide a more classical and formal look (confidence).



# Safe Zone

To ensure the prominence and legibility of the logo, always surround it with a field of clear space. Clear space isolates the logo from competing for graphic elements such as text or photography that may divert attention from the logo.



# Horizontal Logo

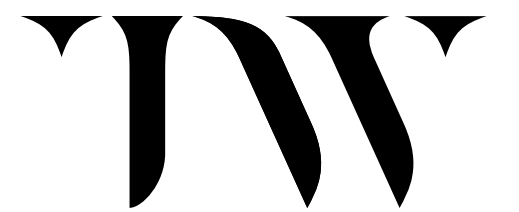


# Horizontal Logo



# Black & White Versions

When using the Trusted Wealth logo when colours cannot be used, simplify the mark by using all black, or simply inverse the logo to a complete white.



# 02. Typography

# Typography

## Primary Typeface

Playfair Display is a contemporary serif typeface designed by Danish type designer Claus Eggert Sørensen in 2011. The design is influenced by typefaces from the mid to late eighteenth century, such as Baskerville. The font should be used for titles and headlines (especially the beautiful italic).

Playfair Display - Medium

Playfair Display

*Playfair Display - Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@£\$%^&\*



# Typography

## Secondary Typeface

Quicksand is a versatile and legible font ideal to be used in small text sizes. The rounded terminals along with the curvaceous design on this typeface create a feeling of newness, approachability, and openness.

Quicksand - SemiBold

Quicksand

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@£\$%^&\*

# Typography

Primary Typeface

**Bold**  
Medium  
Regular  
*Italic*

# 03. Colour Guide

# Colour Palette

Elegant, sober, distinctive, our palette is as refined as we are. Providing strength and identity. Sense and Sensibility.

Use these colours as the main palette. You can also use black or white backgrounds, but do not overuse them.

We do not use other colours.

## Primary

### Fibonacci Blue

R15 G43 B86      C83 M50 Y0 K66  
HEX #0F2B56

## Secondary 1

### Fluorescent Red

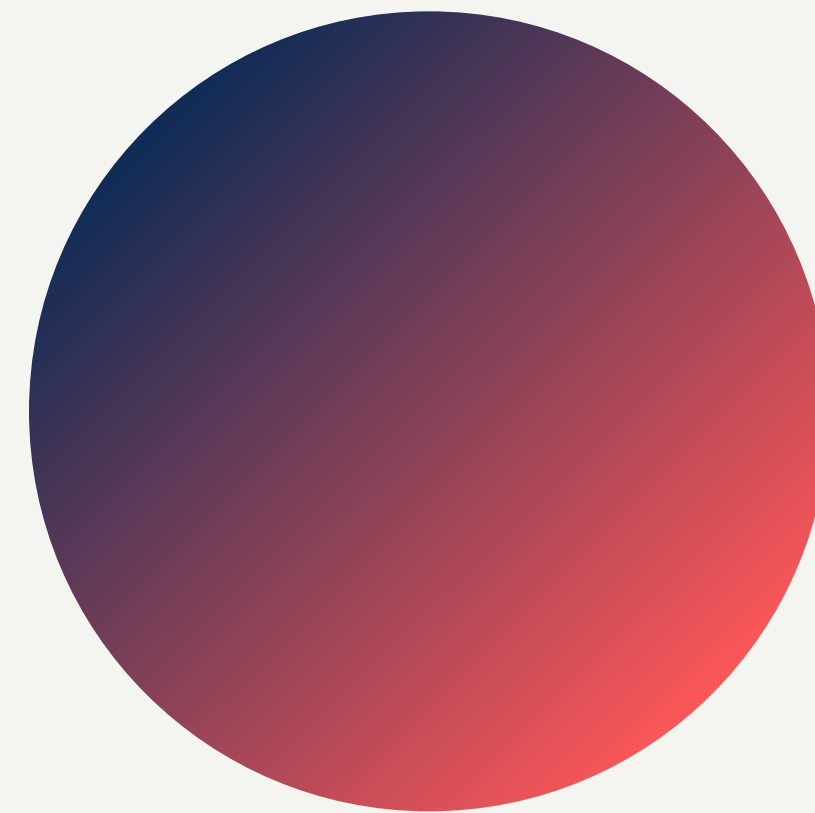
R255 G87 B88      C0 M66 Y65 K0  
HEX #FF5758

## Secondary 2

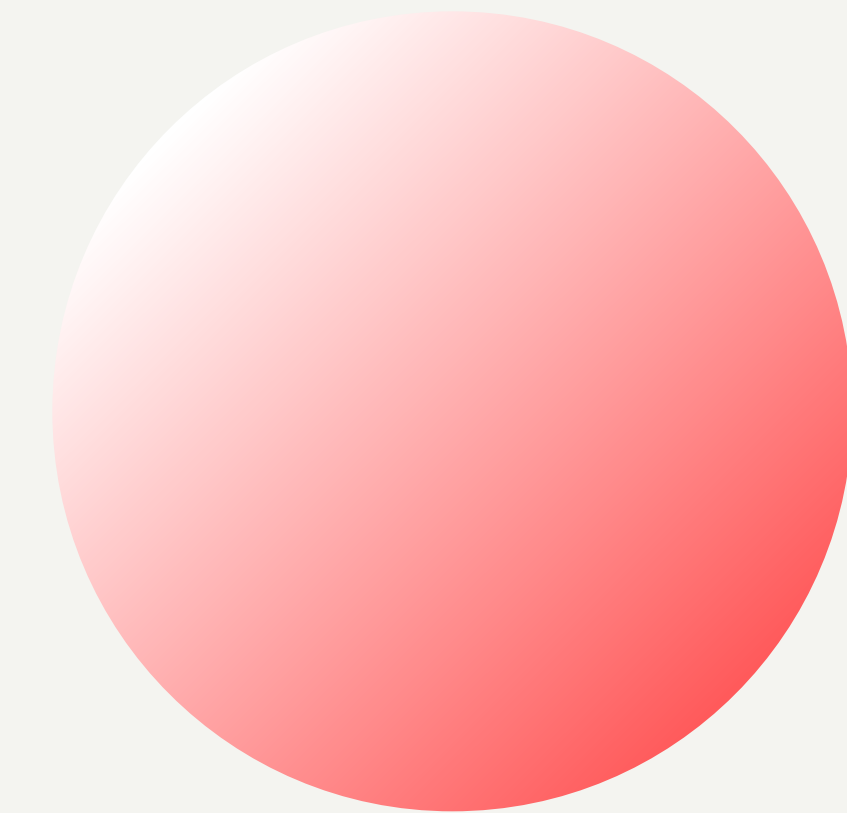
### White

R255 G255 B255      C0 M0 Y0 K0  
HEX #FFFFFF

# Colour Gradient



#0F2B56 - #FF5758



#FFFFFF - #FF5758

# 04. Misuse

# Misuse

This page determines the possible ways in which a logo should not be tampered with. This gives you the opportunity to stop those unwanted skews and colour corrections that option happen without brand guidelines.



DO NOT Apply outlines



DO NOT Apply dropshadow



DO NOT Use Patterns as a Fill



DO NOT Skew, stretch



DO NOT Change Orientation



DO NOT Use Random Colors

# 05. Social Media Guide



# Social Icons

These are the recommended uses for social media profiles. When using logos, make sure that you always apply a comfortable amount of space around the logomark. Be consistent throughout all social channels.



Instagram  
110px x 110px



Instagram  
400px x 400px



Facebook  
360px x 360px



Twitter  
110px x 110px

Thank you