

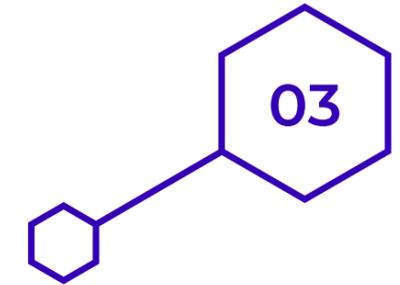


WEALTH OS

Brand Guideline

Inside

1.0 Brand identity assets	3
1.1 The Logo	
1.1.1 Usage	4
1.2 Colours	5
1.2.1 Primary and Full Color Palette	6
1.3 Safe Space	7
1.4 Usage Do's and Don'ts	8
1.5 Typography	9



1.0 Brand identity assets

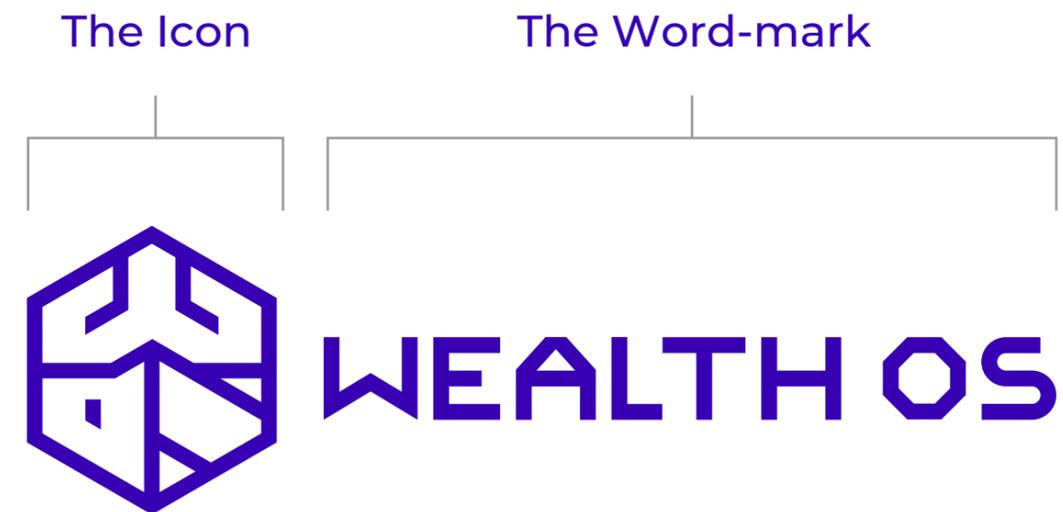
Please study, respect and follow these detailed brand identity assets and guidelines and ensure that the brand is represented in voice across platforms.

1.1 The Logo

The Logo unit consist of two primary brand identifiers:

1. The Icon
2. The Word-mark

These elements should be present in all branded applications online and offline.



1.1.1 Logo Usage

The logo can be used in the following

Main Logo Usage



Linear Logo Usage



Stacked Logo Usage

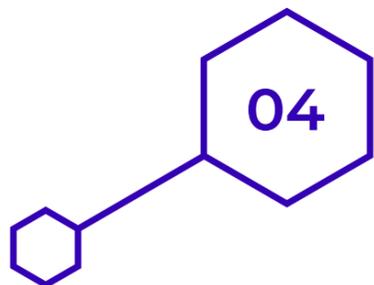
Secondary Usage



Stand Alone Icon Usage

WEALTH OS

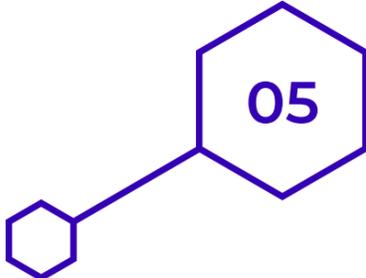
Stand Alone Word mark Usage



1.2 Colours

1.2.1 Primary Colours

In keeping with the stylised elegance and simplicity the Logo should only be represented in the approved range of colours.



**Primary
Logo Color**

R 052 G 000 B 180
#3700B3



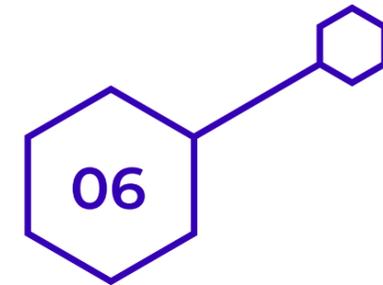
Greyscale Logo

R 153 G 153 B 153
#999999



Reverse Logo

R 255 G 255 B 255
#FFFFFF



1.2.1 Full Brand Color Palette

<p>Brand Color Variant 1</p> <p>R 035 G 000 B 128 #230080</p>	<p>Primary Brand Color</p> <p>R 052 G 000 B 180 #3700B3</p>	<p>Brand Color Variant 2</p> <p>R 084 G 010 B 255 #540AFF</p>	<p>Brand Color Variant 3</p> <p>R 126 G 071 B 255 #7E47FF</p>	<p>Brand Color Variant 4</p> <p>R 174 G 153 B 223 #AE99DF</p>
<p>Brand Color Accent 1</p> <p>R 126 G 071 B 255 #FFBD00</p>	<p>Brand Color Accent 2</p> <p>R 126 G 071 B 255 #FFFFFF</p>	<p>Brand Color Accent 3</p> <p>R 226 G 226 B 226 #E2E2E2</p>		

1.3 Safe Space

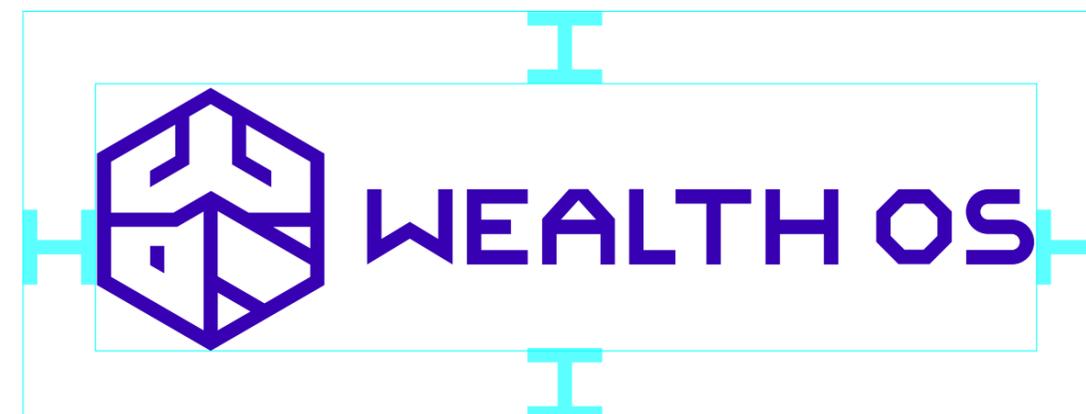
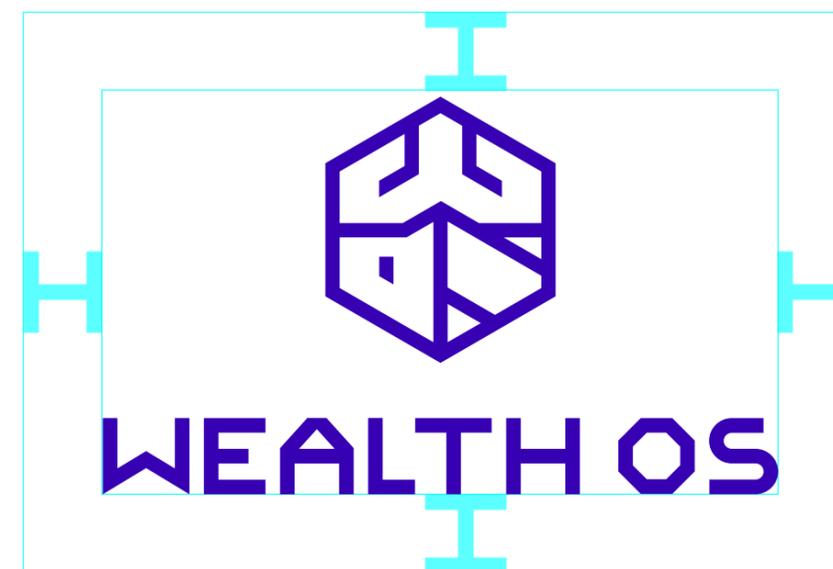
Careful attention should be paid to the space around the Logo Unit, minimum size and the usage scenario.

Safe space

The logo 'safe space' is the minimum space required around the Logo Unit to allow it to stand out in branded applications. The area can be determined by alignment of the width of the letter "H" from the word mark as a guide around the entire logo unit.

Minimum Size

The minimum size the logo may be used in order to ensure legibility and brand recognition will be no less than 1 cm in height.



1.3 Usage

DO's



Use logo as is



Don'ts



Skew or stretch logo



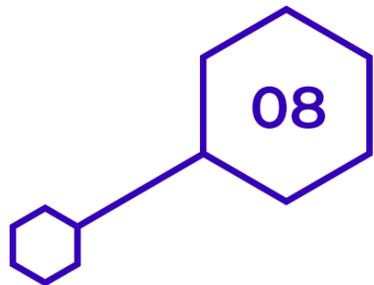
Use the logo disproportionately

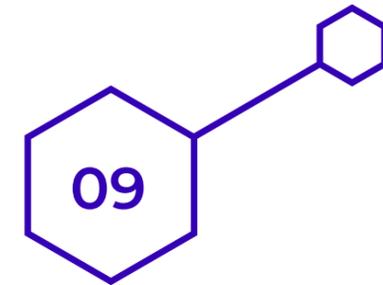


Disfigure or change shape or form of the logo



Use in any other colour except specified primary colour and/or in black/white





1.4 Typography

Montserrat Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Montserrat Medium

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Montserrat Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Montserrat is the main font used on the brand. It should be used in all applications, online and offline.

Do not :

Do not substitute other typefaces for 'Montserrat'



WEALTH OS

www.wealthos.cloud