



BRANDING GUIDELINES

INTRODUCTION

Branding is the visual identity of a business, embodying its values, mission, and the perception it wishes to create in the minds of its audience. A strong corporate brand not only builds recognition but also instills trust and professionalism.

For Cornerstone Asset Managers, the brand will embrace a sleek, corporate aesthetic, utilizing a dark and golden color scheme to evoke a sense of luxury, prestige, and stability.

LOGO DESCRIPTION



The logo serves as the primary symbol of Cornerstone Asset Managers, encapsulating its core essence. With clean lines and elegant curves, the logo design reflects professionalism, sophistication, and reliability. Its modern yet timeless design ensures that it remains relevant across various touchpoints.



LOGO VARIANTS

To maintain flexibility across platforms, the Cornerstone Asset Managers logo will have multiple variants.

These will include:

- **Primary Logo:** The main version for all branding.
- **Secondary Logo:** A colour-inverted version for black/dark backgrounds.
- **Monochrome Version:** A black and white version for high contrast areas or single-color print applications.



Full Colour Version



Colour-Inverted Version




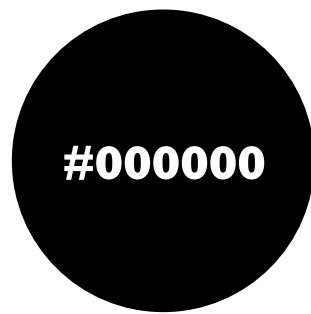



Monochrome Versions



COLOR THEME

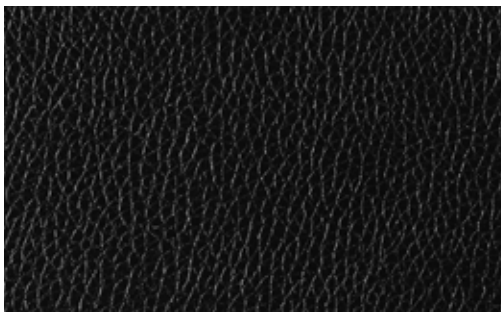
The color palette revolves around the sleek combination of black and gold. Black symbolizes sophistication, authority, and formality, while gold represents wealth, value, and elegance. Together, they create a sense of exclusivity and trust, perfect for a corporate asset management business like Cornerstone Asset Managers. Below are the colour codes used in this brand.

				
#123456	#F4DAA7	#D4A949	#000000	#E8E8E8
R 169 C 31%	R 244 C 4%	R 212 C 18%	R 0 C 75	R 232 C 8%
G 126 M 47%	G 218 M 13%	G 169 M 32%	G 0 M 68	G 232 M 6%
B 44 Y 100%	B 167 Y 38%	B 73 Y 84%	B 0 Y 67	B 232 Y 6%
K 10%	K 0%	K 0%	K 90	K 0

TEXTURES & MATERIALS

The visual identity will incorporate textured backgrounds such as dark leather or matte metallic surfaces to further emphasize the premium feel of the brand. These materials add depth and richness to the brand, enhancing its overall appeal across both digital and physical platforms.

For Cornerstone, a corporate asset management business with a focus on a high-end, professional image, textures should evoke luxury, trust, and stability while maintaining a refined and sophisticated feel. Here are a few suggestions:



I. Matte Black Leather

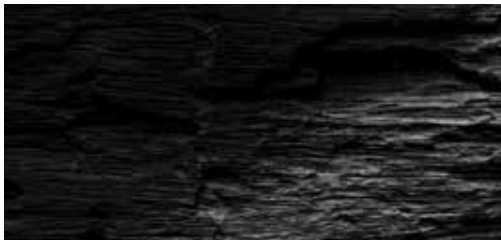
Leather conveys luxury and reliability. A matte black finish keeps it elegant and understated, perfect for adding depth without overwhelming the design. It's ideal for backgrounds on presentations or high-end printed materials.

TEXTURES & MATERIALS



2. Brushed Gold

Brushed gold provides a subtle yet luxurious touch, representing wealth and prestige. It works best as an accent in logos, key headlines, or small details, adding a high-value feel without being overly flashy.



3. Dark Granite

Dark granite symbolizes strength and stability, making it an excellent choice for a business focused on trust and long-term security. It works well as a background texture in digital designs, creating a solid foundation for the brand's visual identity.



4. Satin Finish

A satin texture brings smoothness and refinement, adding an extra layer of elegance to printed materials. It's perfect for brochures, business cards, or any tactile elements, emphasizing the premium nature of the brand.



5. Marble

Marble, particularly dark with gold veining, exudes luxury and timelessness. It's perfect for enhancing high-end reports, digital backgrounds, or exclusive printed collateral, reinforcing a sense of sophistication.

TYPOGRAPHY

The chosen typefaces will be clean, modern, and legible, contributing to a professional and upscale appearance. The primary typeface will be a sleek sans-serif that balances readability with elegance, while secondary fonts may be used for subheadings or footnotes.

Gill Sans will be the brand's primary font while Calibri will be the secondary font due to its similarity to Gill Sans and availability on most operating systems. Gill Sans is for use in promotional material and should cover more than 70% of the brand image. Calibri should be used in official documents such as the letterhead. Below are the typefaces illustrated;

Gill Sans - Primary Font

Heading 1
Gill Sans Bold

Lorem ipsum dolor sit amet

Heading 2
Gill Sans Semi Bold

Consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt.

Body Text
Gill Sans Regular

Ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex

Calibri - Secondary Font

Heading 1
Calibri Bold

Lorem ipsum dolor sit amet

Heading 2
Calibri Bold Italic

Consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt.

Body Text
Calibri Regular

Ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex

LOGO USE - DOs & DONT's

Correct and consistent logo usage is crucial in maintaining brand identity.

Do's include using the logo on appropriate backgrounds, maintaining color integrity, and respecting the clear space.

Do's include;

- Using the logo on appropriate backgrounds.
- Maintaining Colour Integrity.
- Respecting the clear space.

Don'ts include;

- Distorting the logo.
- Changing the colors outside the approved palette.
- Using the logo in low-contrast situations.

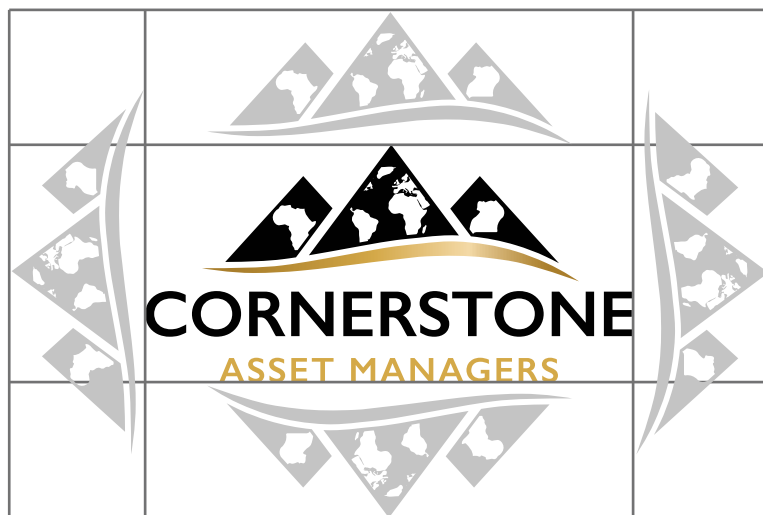


SAFE ZONES & MINIMUM SIZE

To maintain the logo's visual impact and legibility, a safe zone must be respected around the logo, free from any other elements. Additionally, the logo should never be reproduced smaller than the minimum size to ensure clarity, especially on digital platforms or printed materials.



Minimum Margin Space
is equivalent to the height
of the logo graphic



Minimum Size



1 inch (Print)



50px (Web)

IMAGERY

Photography and imagery used within the Cornerstone Asset Managers brand should reflect professionalism, trustworthiness, and elegance. High-quality, carefully color-graded photographs using warm, golden tones, and muted blacks will complement the overall brand identity. Imagery should feel cohesive with the corporate tone, reflecting financial growth and stability while also being a bit relaxed.

Photography Examples



IMAGERY



Photography Examples

