



BRAND GUIDELINES

DESIGN V1.0 | 2023



WE MAKE THINGS HAPPEN. LEADING CHANGE IN FINANCIAL SERVICES.

Delivering solutions to fuel the future of sector



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Intro



Welcome to the official brand guidelines for the Projective Group brand and its practices and assets.

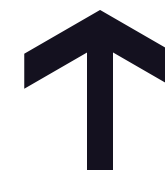
This document is aimed at those responsible for managing and building the Projective Group brand.

It provides information, including the logotype, typography, colours, images, and brand visuals, and it ensures their proper application, consistency, visual appeal, and brand recognition.

Logo

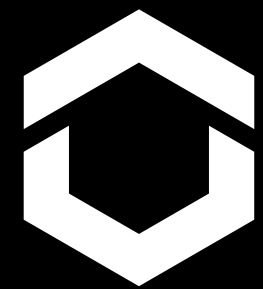
The logo aims to convey the essence of Projective Group by integrating the hive symbol and the upward arrow.

The beehive symbol represents collective consciousness and divine organisation of synchronicity, as well as the achievement of a common goal through teamwork. This can be observed in Projective Group and its practices.



Self-organised, highly-productive and pragmatic group working together towards a higher common goal.

Leading the way, moving forward, positive progression, being on top.



Clear space

To ensure maximum prominence and legibility, the Projective Group logo is always surrounded by a minimum clear space.

This space isolates the mark from any other graphic elements, such as logos, photos, illustrations, or body text that might conflict with, and reduce the impact of the mark.

The clear space area is a minimum and should be increased wherever possible.



Minimum size

Minimal logo width should be 100px.

Logomark width should be 6mm/16px minimum.

Full Logo



Logo Mark



Logo misuse



Do not distort the logo



Do not use different colours



Do not change the font of the logo



Do not rotate



Do not change the size or the position of the logomark and logotype



Do not outline the logo



Do not remove any parts of the logo



Do not place over background that prevents clear visibility

Typography

The font that is used for the main logo and for the all practices is **Mangueira** - variation **Alt-Black**. This sans serif geometric font is unique and modern and perfectly suits the Projective Group brand.

The main font used for both headlines and body text is **Montserrat**. Montserrat is a versatile and modern typeface that combines simplicity, legibility, and a touch of geometric elegance, making it ideal for Projective Group.

The font used for links and buttons is **Inter**, chosen for its fine balance between being functional and visually appealing.

Projective — **Mangueira**

G R O U P — I N T E R

Aa

Aa

Montserrat

Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

Inter

Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

Montserrat

100
Light all caps
(Bold for emphasis)

HERO HEADLINE 1

100
Bold all caps with
copper gradient

HERO HEADLINE 2

70
Bold and light

Standard headline

30
Regular

Subtitles

20
Regular

Paragraph copy

Inter

16
All caps
(copper colour)

LINKS AND
BUTTONS

Colours

Besides white as a background and text colour, **Copper** and **Ink** are the core, supported with neutral secondary colours. This colour combination is modern, elegant and professional at the same time.

The two gradients mentioned primarily serve as backgrounds, with Ink being the primary text colour and Copper being utilized for links and buttons.

Ink gradient

HEX #302949

RGB 48 41 73

CMYK 34 44 0 71

HEX #14111F

RGB 20 17 31

CMYK 35 45 0 88

Copper gradient

HEX #7B1B02

RGB 123 27 2

CMYK 0 78 98 52

HEX #D15B30

RGB 209 91 48

CMYK 0 56 77 18

HEX #FFA77C

RGB 255 167 124

CMYK 0 35 51 0

White

HEX #FFFFFF

RGB 255 255 255

CMYK 0 0 0 0

Gray

HEX #D9D9D9

RGB 217 217 217

CMYK 0 0 0 15

HEX #FAFAFB

RGB 250 250 251

CMYK 0 0 0 2

Ink

HEX #14111F

RGB 20 17 31

CMYK 35 45 0 88

Copper

HEX #DE6B41

RGB 222 107 65

CMYK 0 52 71 13

Imagery

The photographs should depict people in a positive mood and atmosphere. They should be rectangular or cropped in a hexagonal shape, with or without a Copper or Ink gradient overlay.

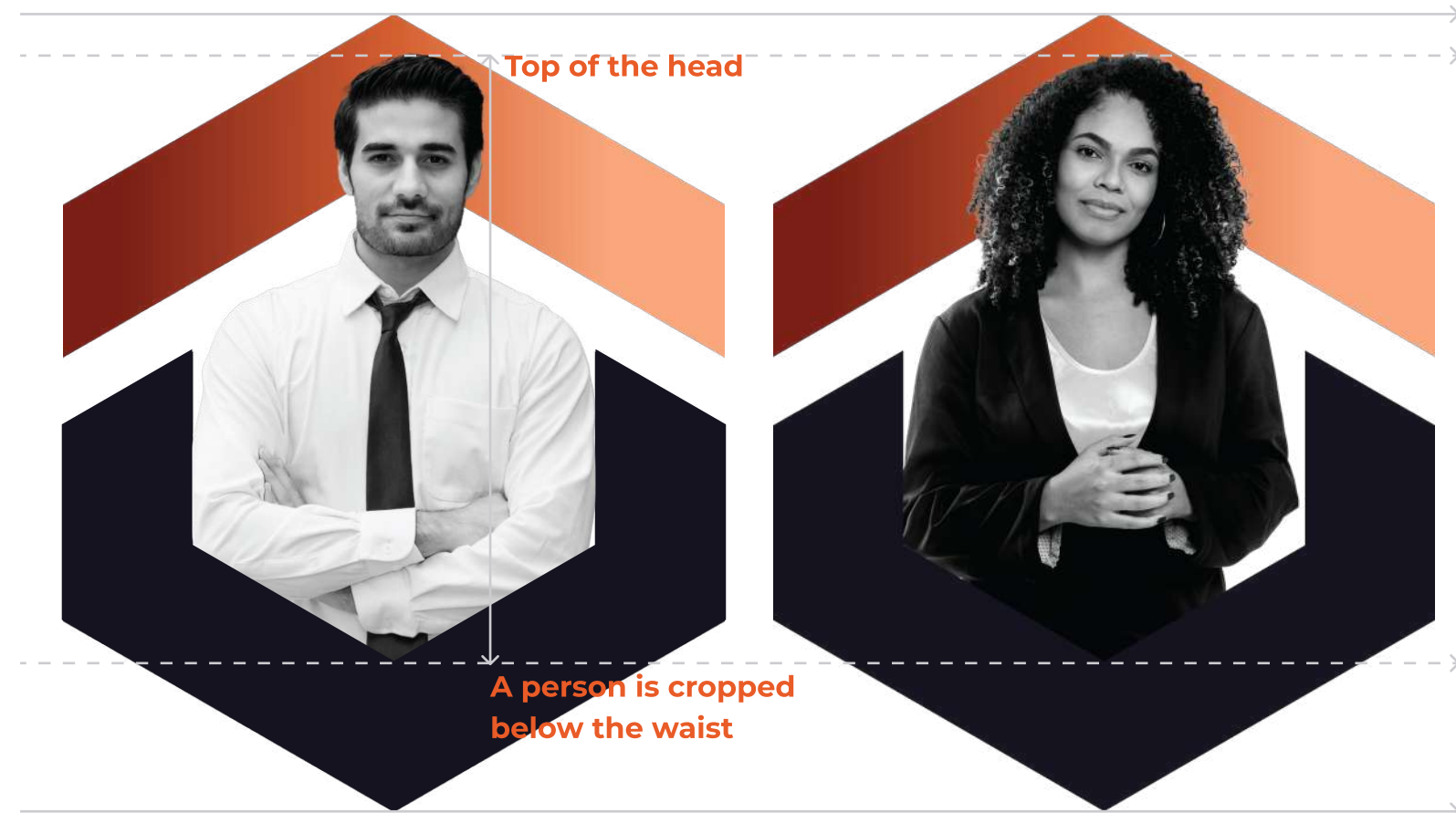
Monochrome portraits of people can be cropped and combined with the logo mark, allowing the individuals to emerge from within the logo mark.

It is advisable not to use Stock photos.



People and logomark combination:

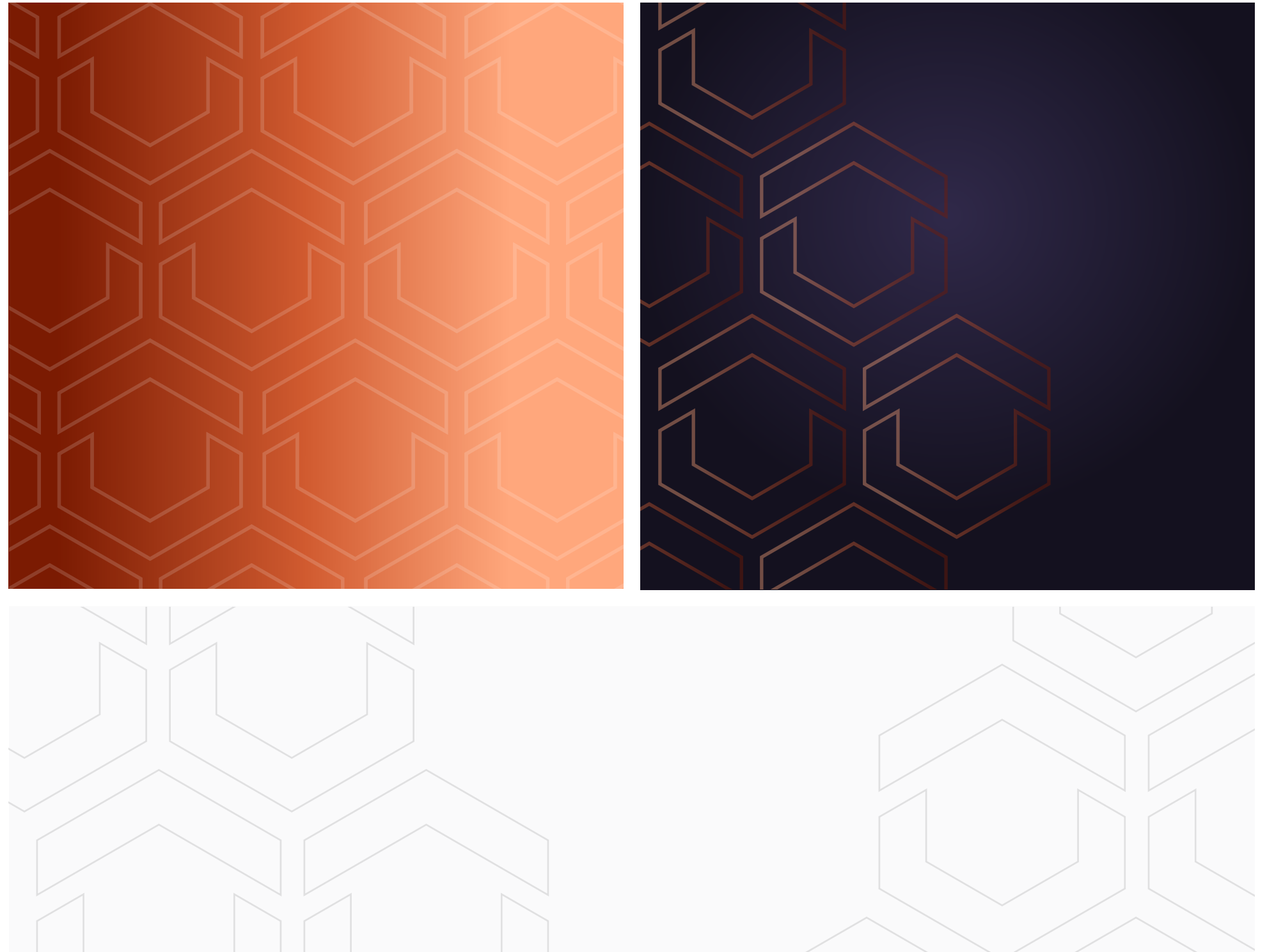
- Use the photos of real people rather than model-like persons, and opt for people dressed in business or smart casual attire, representing various demographics - races and age groups.
- The persons' heads only cover the logomark, but they should not go over the apex of the logomark.



Pattern

The pattern is transparent and consists of outlined logomarks that symbolise the hive.

It can be coloured with a gradient, ink, or white depending on the background. It is crucial to ensure that the pattern and background colours are chosen carefully to maintain the visibility of the pattern.



Practices

In Projective Group, each practice symbolises a beehive cell, harmoniously working together for seamless organisational functioning. Hexagonal logos symbolise unity, while gradient colours elegantly showcase the distinct functionalities of each practice. All rules that apply to the Projective Group brand also apply to all existing and future practices.

 **Transformation**

 **Data**

 **Payments**

 **Pensions & Insurance**

 **Talent**

 **Risk & Compliance**

Data

In the Data practice, the Golden Yellow is employed to represent luxury, wealth and abundance, as it is named after the precious metal.

It also represents high social status, success, influence and achievements. Its warm undertones evoke feelings of positivity and energy.



Golden Yellow

HEX #B76F02

RGB 183 111 2

CMYK 0 39 99 28

HEX #F8C834

RGB 248 200 52

CMYK 0 19 79 3

HEX #FFDC6C

RGB 255 220 108

CMYK 0 14 58 0



Payments

According to colour psychology, the Royal Blue is associated with authority, professionalism and prestige. It conveys a sense of competence, confidence, stability, trustworthiness and reliability.



Royal Blue

HEX #07399A

RGB 7 57 154

CMYK 95 63 0 40

HEX #0956EC

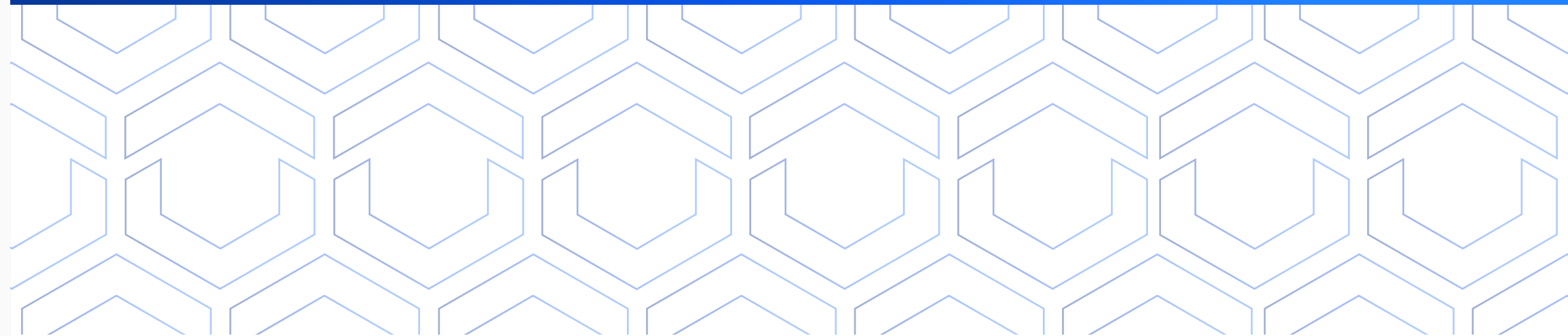
RGB 9 86 236

CMYK 96 64 0 7

HEX #2281FF

RGB 34 129 255

CMYK 0 19 79 3



Pensions & Insurance

The Silver Grey represents stability, protection, and peace of mind in the Pensions & Insurance practice. These soothing tones convey a sense of security, inspiring trust in clients.



Pensions & Insurance

Silver Grey

HEX #444B50

RGB 68 75 80

CMYK 15 6 0 69

HEX #94A3AE

RGB 148 163 174

CMYK 15 6 0 32

HEX #B8CAD7

RGB 184 202 215

CMYK 14 6 0 16



Risk & Compliance

The Ruby Red gradient chosen for the Risk & Compliance practice expresses the balance between vigilance and professionalism. It signifies the dedication to navigating complex regulations and mitigating risks.



Ruby Red

HEX #8C0806

RGB 140 8 6

CMYK 0 94 96 45

HEX #AF2422

RGB 175 36 34

CMYK 0 79 81 31

HEX #F0354E

RGB 240 53 78

CMYK 0 78 68 6



Talent

The Emerald Green colour signifies prosperity and growth within all aspects of life. Green is the colour of energy, expansiveness, renewal and stability. It is also a symbol of luxury and sophistication.



Emerald Green

HEX #05604E

RGB 5 96 78

CMYK 95 0 19 62

HEX #106E5D

RGB 16 110 93

CMYK 85 0 15 57

HEX #1FC0A3

RGB 31 192 163

CMYK 84 0 15 25



Transformation

The captivating Tourmaline Pink gradient chosen for the Transformation practice embodies change, innovation, and strategic evolution. Its deep and rich shades signify the power to reimagine and reshape businesses.



Tourmaline Pink

HEX #8C0748

RGB 140 7 72

CMYK 0 95 49 45

HEX #AD2567

RGB 173 37 103

CMYK 0 79 40 32

HEX #FB429D

RGB 251 66 157

CMYK 0 74 37 2





Thank you!

If you are having trouble with anything in this guide, you are missing brand elements from the brand package, or you are unsure if your communication best represents the Projective Group brand, please contact us at:

marketing@projectivegroup.com