

# BRAND GUIDELINES

Expand the possibilities

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# FORWARD THINKING BRANDING

All FundGuard communications should be striking, engaging and consistent.

This document will provide you with guidelines for the correct usage of the FundGuard brand. It allows us to keep a consistent look and feel wherever FundGuard products and services are promoted. This consistency will strengthen the FundGuard brand as a whole and communicate the personality and behavior of the brand across any channel.

Use these guidelines alongside our FundGuard Voice Guide when creating print and digital materials for both internal and external communications. It is intended as a tool to determine what to do and what not to do when presenting FundGuard company branding.

Within the guide we will cover the key elements that define our brand and enable it to be presented consistently and effectively.

Most importantly - these are the foundation blocks for the brand. They are intended to guide and not restrict. Be creative, be imaginative and be forward thinking.

# OUR BRAND VALUES

## Positive disruptors

FundGuard is driving a new era of investment management operations by disrupting legacy operating models with a front to back AI-powered, cloud-native, and multi-asset class operating platform for asset managers, asset owners, custodian banks and fund administrators.

## Our core principles are:

- **Integrity** - Integrity of the highest standards. We say what we mean and mean what we say.
- **Ambition** - Think outside the box and think big to best serve clients.
- **Service** - Go the extra mile with our team, so we go the extra mile with our clients.
- **Inspiration** - Innovate and create today, to inspire what we do tomorrow.
- **Excellence** - Relentless high standards. Tomorrow the bar is raised again.

# BRAND MARKS



## LOGOS

# FUNDGUARD

The FundGuard logo is our main brand element and must be used consistently. This brand mark has been carefully crafted to convey our progressive and forward thinking nature. There are multiple variations of the mark to match whichever purpose you need. Please follow the rules of application outlined later in this guide.

## VARIATIONS

PRIMARY LOGO FOR LIGHT BACKGROUNDS

FUNDGUARD

This logo must always be used in its entirety. We use the primary logo for signage, stationery and light biased artworks. If using the logo in dark containers or on-top of dark imagery, please use the reverse or white logos for clarity. The brand preference is to use the primary logo variant wherever possible.

FOR DARK BACKGROUNDS

FUNDGUARD

FOR MEDIUM BACKGROUNDS

FUNDGUARD

MONO USAGE

FUNDGUARD

FUNDGUARD

# BRAND ICON

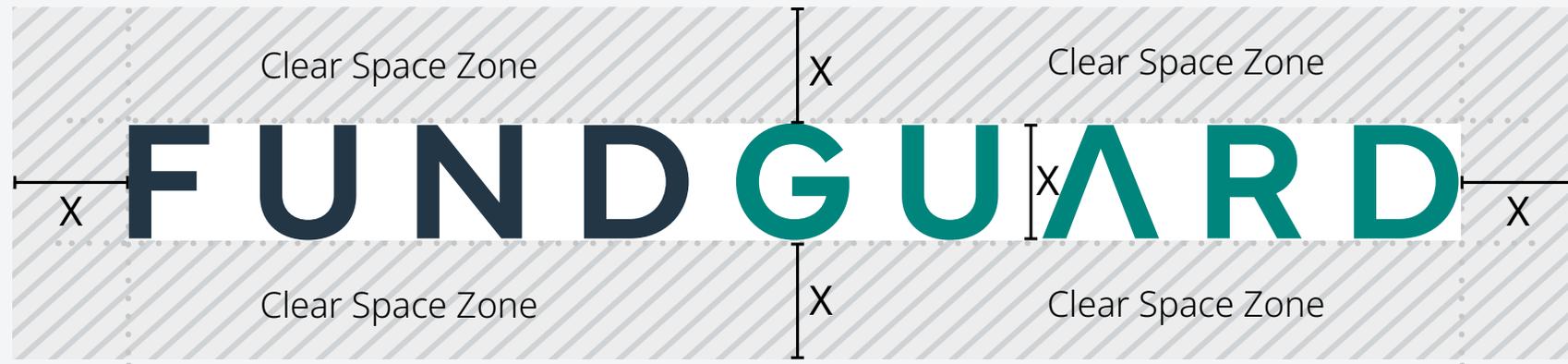
The FundGuard icon is a key element of the brand and enables the FundGuard identity to be instantly recognizable.

The icon will in time become synonymous with FundGuard and is designed as a stand-alone device. The icon is used create halftone pattern graphics which are totally unique and visually striking. The instructions to do this are within these guides. In addition, the 24° angle of the icon has been utilized for placeholders and additional devices that create design synergy and allow for expansive creativity without diluting the essence of the brand.



## BREATHING SPACE

To ensure that nothing interferes with the logo's visibility, the use of a protective clearance zone is required. This makes sure it stands out from surrounding content.



# BRAND DEVICES & CONTAINERS



## The 24° angle container

The 24° skewed box or line acts as a subtle reminder of the FundGuard logo. It follows the angle at which the icon was constructed. It can be utilized as a distinctive UI element and content container. Please feel free to use the skew in either direction.



## TEXT SECTION

Omnia quatini moluptatur sitat.  
Aximpor esciur, core earum etur autem  
dolorum quo et alitat quam, ommolor  
sitas es ea doluptatem aliquibusa dolupta  
eum faceris

## Using the icon as a background image

The brand icon may be used to create a subtle visual interest in the background of a piece of artwork or used to create a graphical distinction between content areas.

## INCORRECT LOGO USAGE

Now that we have outlined the correct way that the logo should be applied, it is also important to point out the 'no-go' scenarios.

### LOGOS

# FUNDGUARD

- X** Always use corporate and product logos in the correct proportion.  
**DO NOT** stretch or compress.

# FUNDGUARD

- X** Always use corporate logo at 100% opacity.  
**DO NOT** reduce transparency.



- X** Always use the correct logo for a situation. If using a busy background ensure that a mono color option is used.  
**DO NOT** use the full color logo on busy backgrounds or light variations on light color backgrounds.

# FUNDGUARD

FundGuard is driving a new era of investment management operations by disrupting legacy operating models.

- X** Ensure that clear space is maintained.  
**DO NOT** let type or other elements encroach on the logo. Let it breathe.

# FUNDGUARD

- X** **DO NOT** re-color the logos. Only use the variants supplied.

# FUNDGUARD

- X** **DO NOT** crop or bleed off the logo at all. Make sure that it is completely visible on any material on which it is used.

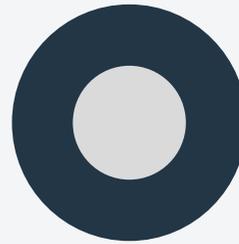
COLOR

# COLOR PALETTE

To establish our unique visual identity we have utilized a particular set of vibrant digital first colors. The consistent use of these colors will help our customers instantly recognize FundGuard branding and ensure maximum visibility.

CMYK colors should only be used when producing print material on a 4 color press. When producing PowerPoint presentations, digital assets or print for digital presses, RGB values should be applied. HTML colors should be used for web and any online applications.

## Primary colors



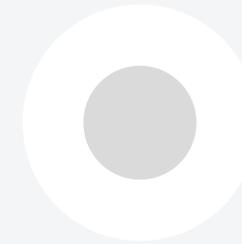
### FundGuard Blue

RGB: 34/54/70  
CMYK: 89/67/47/50  
HTML: #223646  
Pantone: 7546C



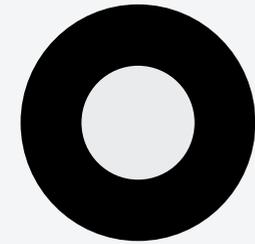
### FundGuard Green

RGB: 0/133/125  
CMYK: 83/25/52/09  
HTML: #00857d  
Pantone: 7717C



### FundGuard White

RGB: 255/255/255  
CMYK: 0/0/0/0  
HTML: #ffffff



### FundGuard Black

RGB: 29/29/27  
CMYK: 0/0/0/100  
HTML: #1d1d1b

## Secondary colors



### FundGuard Pool Blue

RGB: 0/162/173  
CMYK: 77/12/33/1  
HTML: #00a2ad



### FundGuard Green Hue

RGB: 73/193/171  
CMYK: 65/0/42/0  
HTML: #49c1ab



### FundGuard Powder Grey

RGB: 181/197/193  
CMYK: 34/15/24/1  
HTML: #b5c5c1



### FundGuard Pink

RGB: 224/74/110  
CMYK: 5/82/36/0  
HTML: #e04a6e



### FundGuard Magenta

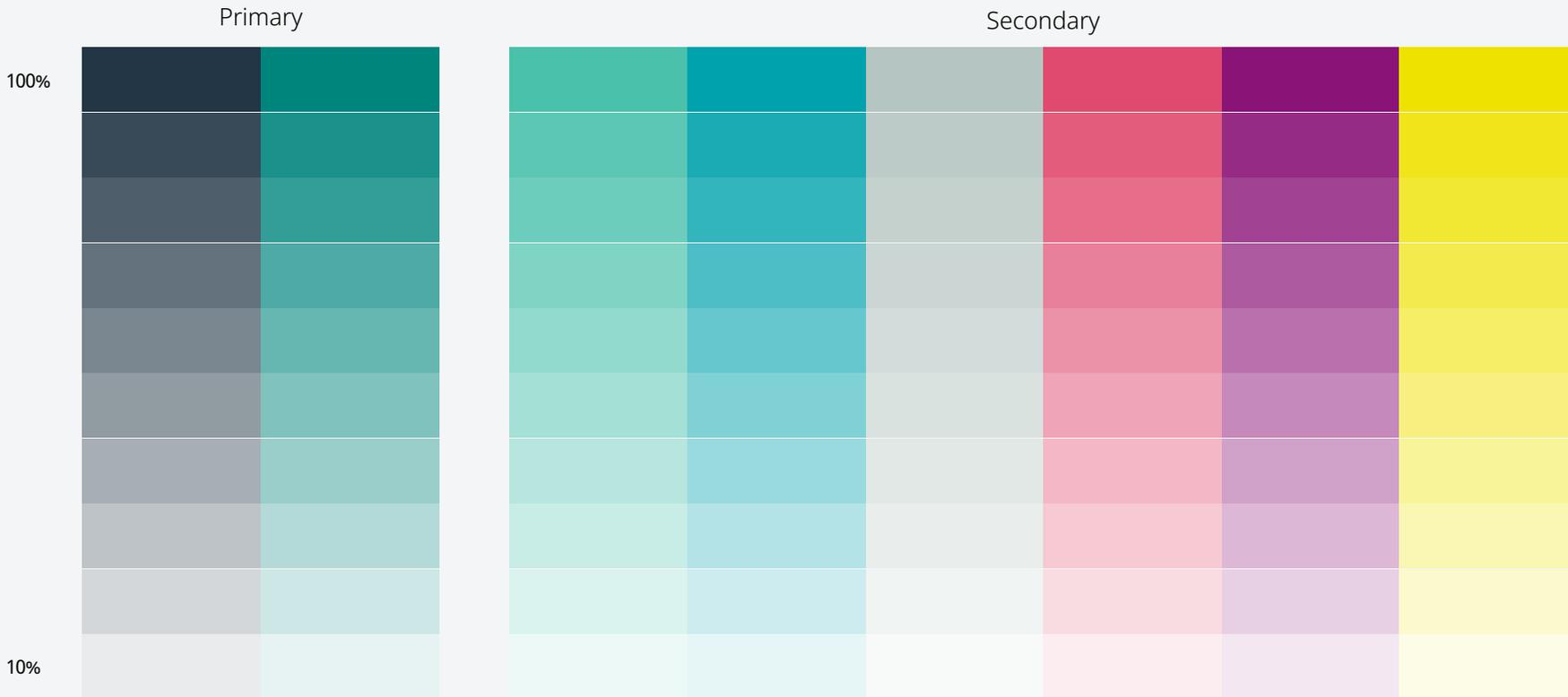
RGB: 138/19/119  
CMYK: 56/100/10/3  
HTML: #8a1377

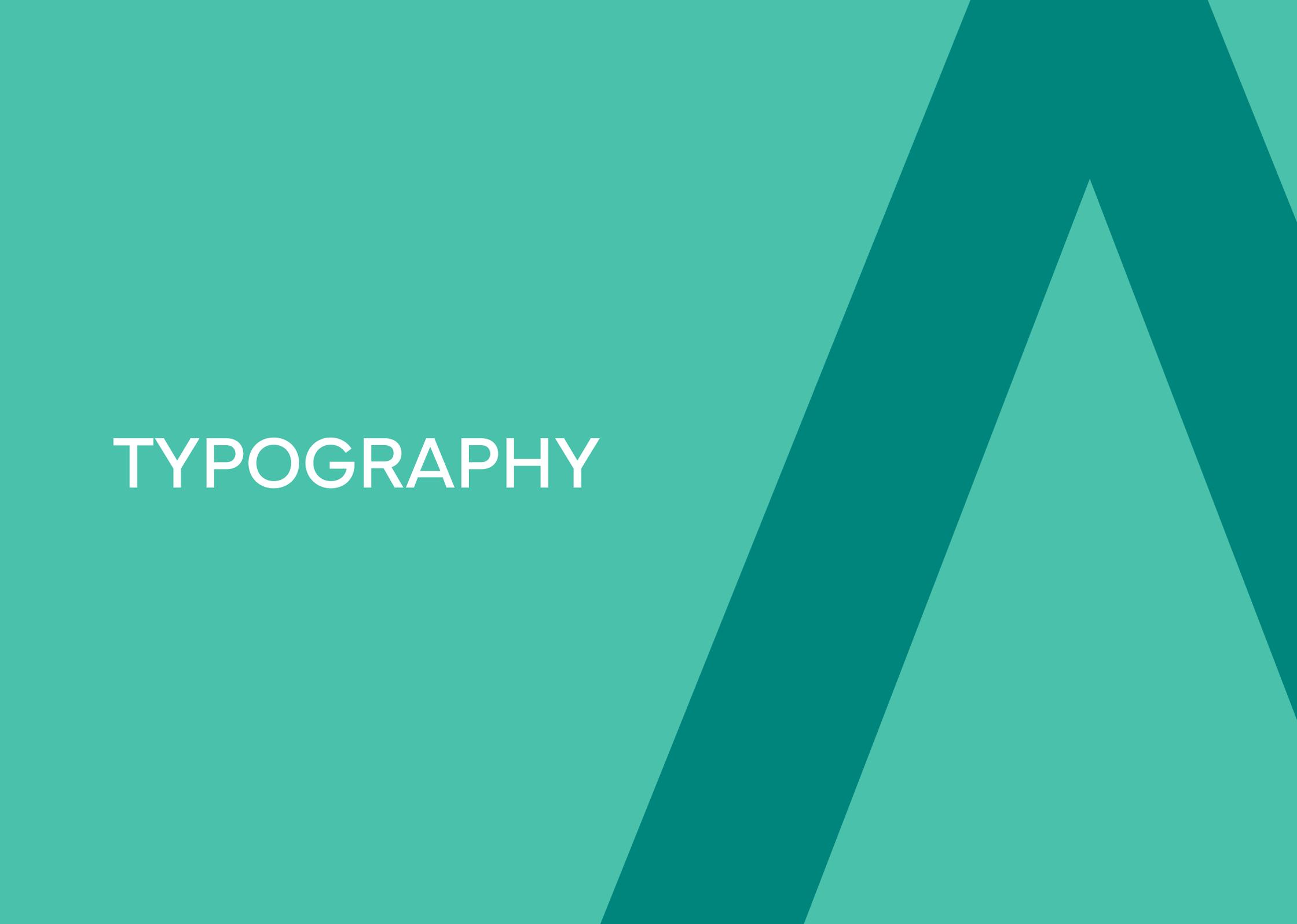


### FundGuard Yellow

RGB: 238/226/0  
CMYK: 12/1/93/0  
HTML: #eee200

# COLOR RAMPS





TYPOGRAPHY

# PRIMARY TYPEFACES

## MUNDIAL

Designed by TipoType.

Available on Adobe Cloud Subscription

Mundial Demibold is used for headlines, H1's and pull quotes. It is used solely in CAPS, providing a distinctive look to FundGuard communications.

## NOTO SANS

Our secondary typeface is the Noto Sans family. Noto is a global font collection for writing in all modern and ancient languages. It is used for all type styles apart from headlines and H1.

Download here: <https://www.google.com/get/noto/>

**Please note:** Fonts may not be part of your operating system's default. Please ensure that you download the fonts or activate them on the appropriate website.

### MS applications and presentations

Our substitute typeface, Arial, is available to all employees and should be used when creating documents using MS Office.

MUNDIAL DEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#%&\*!?

NOTO SANS LIGHT / REGULAR / SEMIBOLD / BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#%&\*!?

# MULTI-LANGUAGE TYPEFACE

## NOTO SANS

Noto Sans is the primary font for all multi-language applications, both digital and print based. Available in over 582 languages.

NOTO SANS CJK JP

這是使用NOTO SANS的多語言  
字體應用程序的示例

NOTO SANS CJK JP

NOTO SANS를 사용한 다국어  
서체 응용 프로그램의 예입니다.

NOTO SANS ARABIC

د دعتم فرحم قيبطت ىلع لاثم اذه  
NOTO SANS مدختسي تاغللا

NOTO SANS CJK JP

นี่คือตัวอย่างของแอปพลิเคชันแบบ  
อักษรหลายภาษาโดยใช้ NOTO SANS

HEADLINE

Mundial DemiBold  
25pt / 24pt leading  
color Duo Mix

SUB TITLE

Noto Sans Light  
17pt / 21pt leading  
color FundGuard Blue

PARA TITLE

Noto Sans Semibold  
11pt / 14pt leading  
color Black

INTRO PARA

Noto Sans Light  
12pt / 16pt leading  
color FundGuard Green

BODY COPY & BULLET POINTS

Noto Sans Light  
9pt / 13pt leading  
color Black

QUOTATIONS

Mundial DemiBold  
21pt / 24pt leading  
color FundGuard Blue  
5pt Paragraph border left and right  
of text width with 17pt offset

# TYPESETTING REFERENCE GUIDE

New generation investment management and asset servicing platform

## Real-time, single source of truth

Our technology existentially changes asset servicing to enable reduced fees and the ability to offer new and innovative products and services, including crypto-asset services, at scale, today and tomorrow.

Unburden yourself of obsolete technology, spend your time on innovation, customer service and the strategic activities that differentiate and grow your business.

- > **Asset managers** - Differentiate with agility and resiliency in the face of ongoing industry transformation, new asset classes, and investor demand.
- > **Asset servicers & administrators** - Drive digitalization and reduce risk across front-to-back asset management services while delivering sophisticated, cross-segment operations automation and data insights.
- > **Software & service providers** - Transform your customers' experience with enhanced, more integrated and future-forward offerings.

**THIS IS A TYPICAL QUOTATION OR  
TEXT HIGHLIGHT STYLE**

**Please Note:** White space is an important part of the overall brand look and feel. Try to ensure that type on a document or digital artwork remains uncluttered. A message can be lost or diluted when too much information is placed next to it. You may also use the primary and secondary FundGuard color palette to emphasize words in a title to help deliver a point or message. This is especially useful within advertising scenarios.

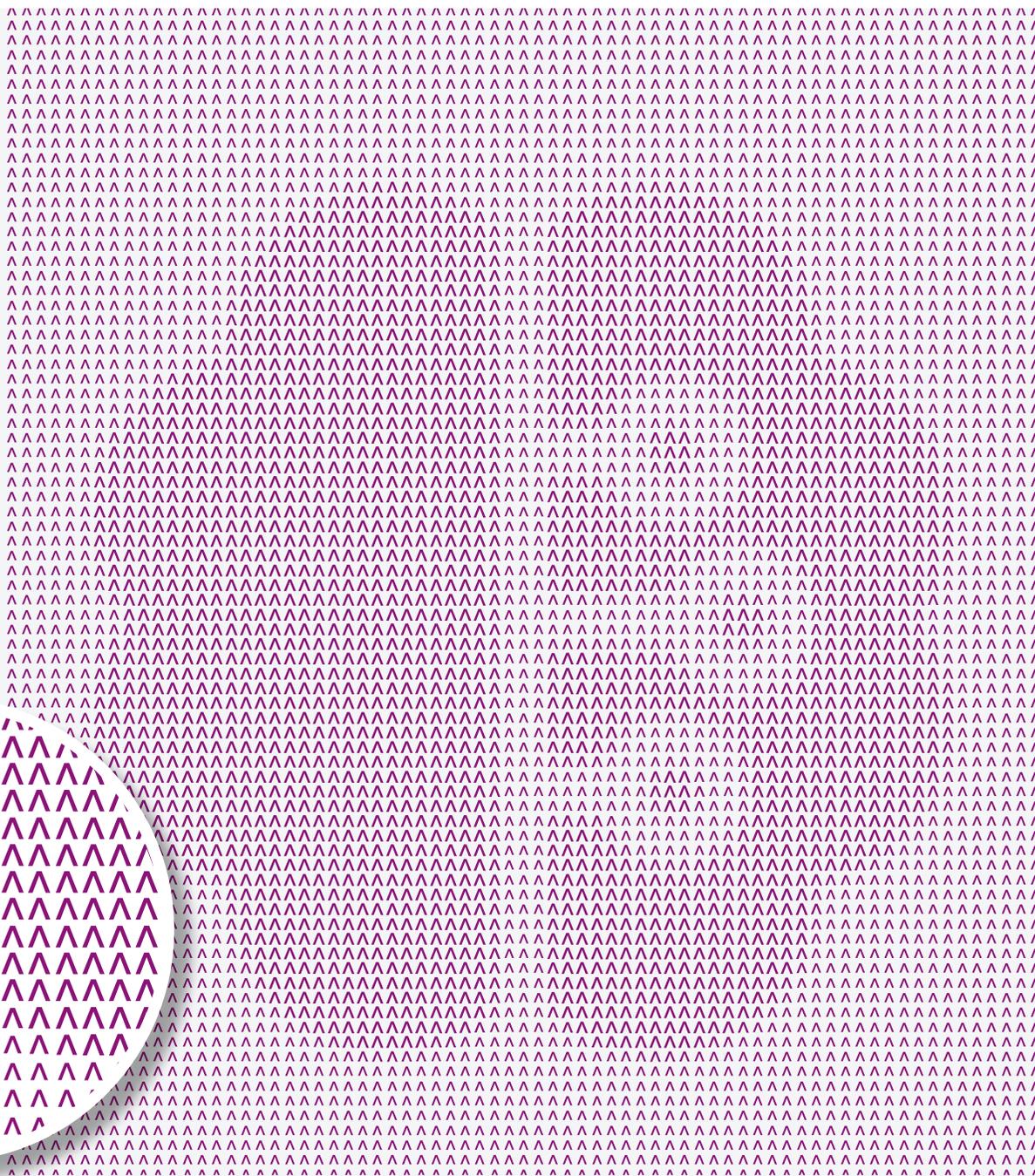
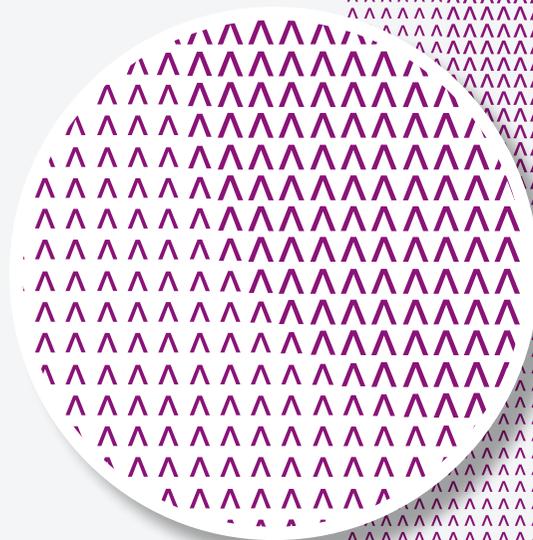
# IMAGERY

# HALFTONE IMAGERY

FundGuard illustrations are unique. They are created individually and are not available to buy from stock image libraries. This keeps our brand non-generic and different from the herd.

Images are simplistic to convey a message, the bespoke halftone treatment takes this imagery and turns it into a visually striking piece of art that forms the heart of the brand.

It is essential that there is consistency to the illustrations. The patterns are created using the FundGuard icon and can be implemented following the step-by-step instructions within this guide and utilizing the Adobe Illustrator script that we have provided.



# CREATING THE LOOK

## Step 1

### The base image

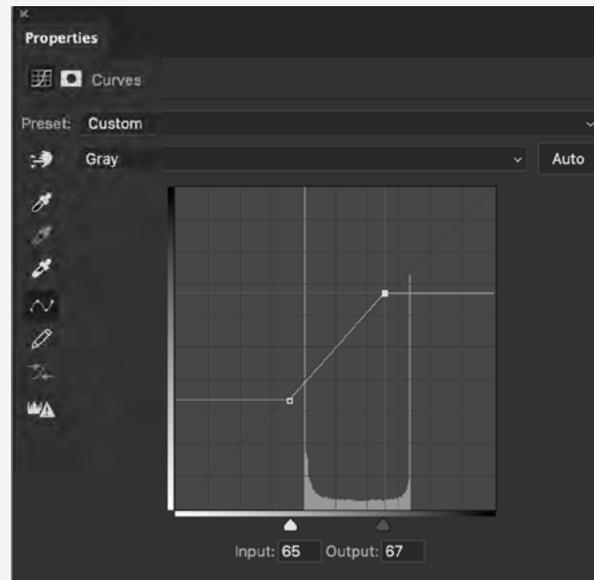
1. Create your one color illustration (#868686) on a transparent background.
2. Place your illustration in the center of a #b5b5b5 color background in Adobe Photoshop.



## Step 2

### Image treatment

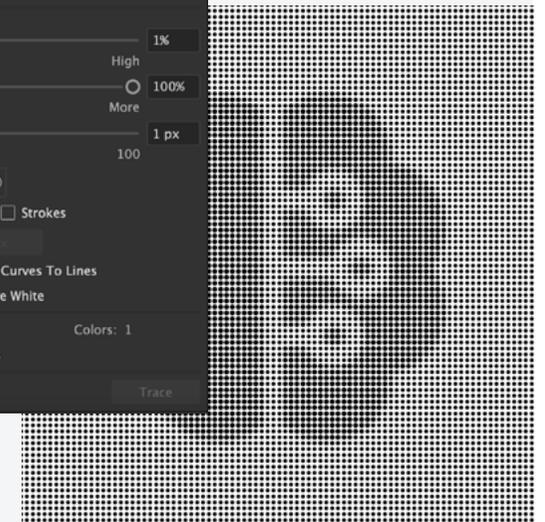
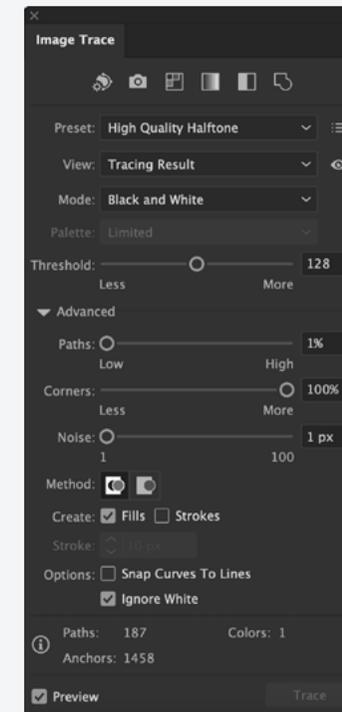
1. Ensure the color mode is Greyscale and apply a slight blur to the image.
2. In properties select curve and adjust as below.
3. Go to Filter > Pixelate > color Halftone - Use 0° screen angle for all channels but play with the size to create a suitably detailed image. (avoid making it too fussy).
4. Save as a Jpeg and open the file in Adobe Illustrator. You may have to adjust your pasteboard to the image. (Remember to install the script before launching Adobe Illustrator)



## Step 3

### Making the halftone

1. Image Trace using the settings below.
2. Expand the result and group.



# IMPORTANT

## Download and install the script for Adobe Illustrator

1. [Download](#) archive and unzip. - [formadvertising.co.uk/fundguard/FundGuard-Halftone.jsx.zip](http://formadvertising.co.uk/fundguard/FundGuard-Halftone.jsx.zip)
2. Place FundGuard Halftone.jsx in the Adobe Illustrator Scripts folder:  
 OS X: /Applications/Adobe Illustrator/Presets/en\_GB/Scripts  
 Windows (32 bit): C:\Program Files (x86)\Adobe\Adobe Illustrator\Presets\en\_GB [or your localization]\Scripts\  
 Windows (64 bit): C:\Program Files\Adobe\Adobe Illustrator\Presets\en\_GB [or your localization]\Scripts\
3. Restart Adobe Illustrator

### Step 4

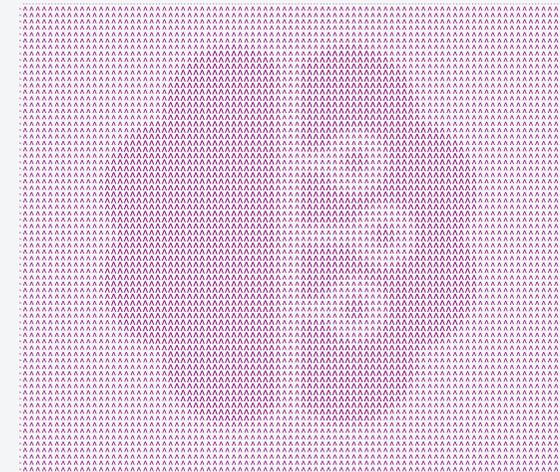
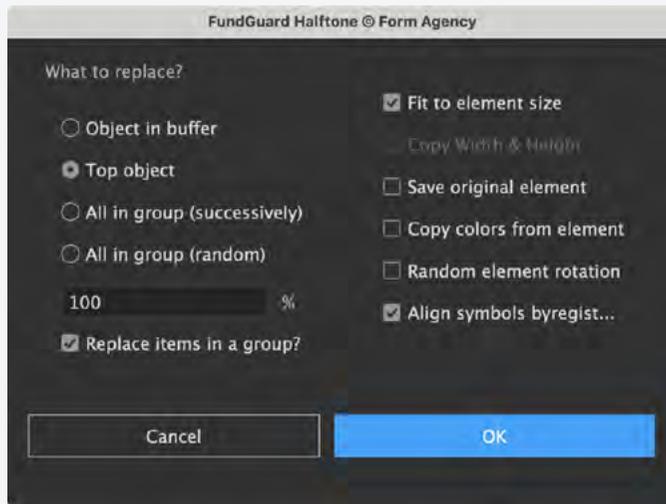
#### Running a script to make the magic happen

1. Place the FundGuard icon top left of the page, outside of the grouped image and making sure that it is the top object.
2. Select both the icon and the group and run the script.
3. File > Scripts > **FundGuard Halftone**. Follow the script settings below.

### Step 5

#### Save your image

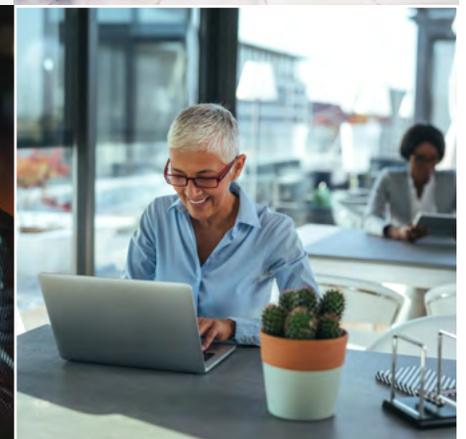
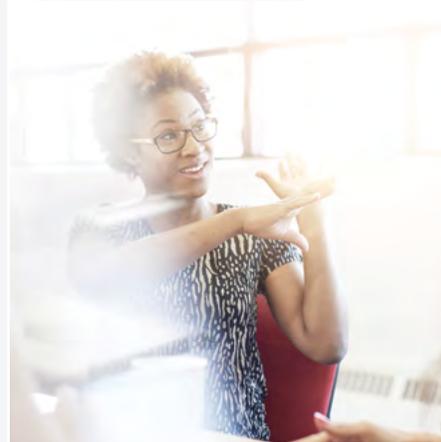
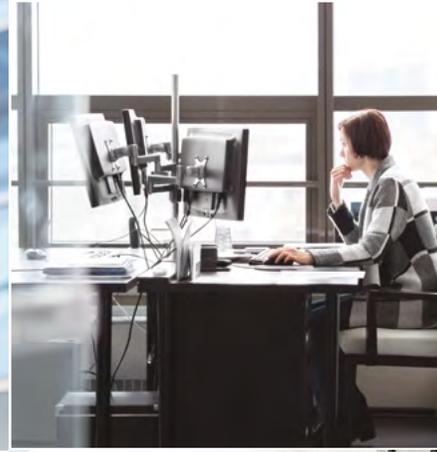
1. Ungroup your image and correct any anomalies if required.
2. Color as required from the FundGuard palette (the initial color will match the icon color that was pasted on the page).
3. Save as an .ai file and close.



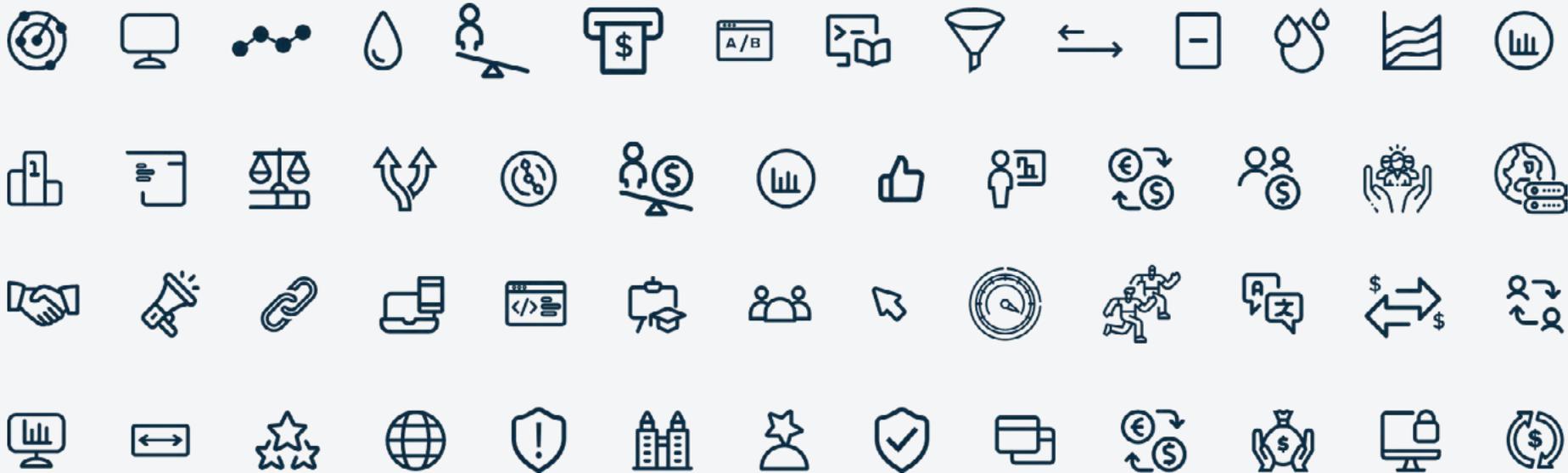
## SUPPLEMENTARY PHOTOGRAPHY

- Try to choose images that are unusual - not staged or posed. We want something that stands out from the crowd.
- We have illustrations as our key brand identity - - do not use illustrations, use photography.
- Our images do not show negative emotions. Instead we use images that show confidence and positivity.
- Our imagery is primarily technology focused with a personal touch. Wherever possible, utilize shots of people using FundGuard technology on a device or desktop setup that is reflective of the audience that you are targeting.
- Use images that have a strong focal point to the subject and technology.
- Use the images within container elements to build the feel of the brand.

**DO NOT** be gender, age or race biased. We are a multi-cultural and multi-gender company that is proud to practice and promote diversity. Our clients reflect this and so must our imagery.



# ICONOGRAPHY SETS

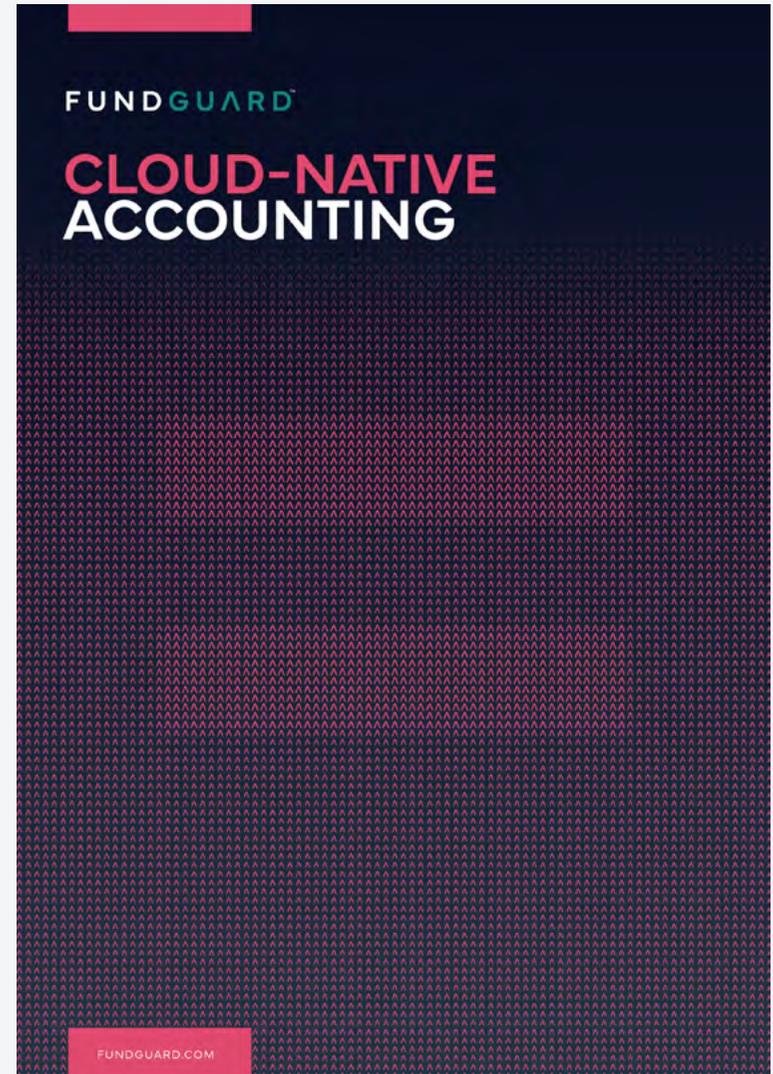


As part of the FundGuard brand framework we have utilized a range of lineal vector icons. The icons must be created as outlines with no solid color infills. Stroke weight must be of a similar size to ensure a consistent visual feel to the brand. Icons can be used in any of the primary FundGuard colors.

**INSPIRATION**



Examples







# FUNDGUARD

**NEED FURTHER HELP**

## **CONTACT US**

If you require some further help with our branding guidelines or would like a guiding hand, please contact our brand team below.

[marketing@FundGuard.com](mailto:marketing@FundGuard.com)