

Expert Legal & Financial Guidance
for Your Success



LEXFIN CONSULTING
LEGAL AND FINANCIAL ADVISERS

THE ULTIMATE BRAND MANUAL.

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What is a brand manual? Brand guideline manuals are documents that explain how a brand should be presented in public and how people should come into contact with it. They are used not only by those working within the company, but also, most importantly, by those using the brand externally.

Logo Application



APPLICATION ON BACKGROUND

A logo is a symbol made up of text and images that identifies a business. A good logo shows what a company does and what the brand values.

Tone And Manner

Primary Colors

Dark Cerulean: Instills trust and authority, while
Light Gray: Imparting a modern and calming vibe.

Dark Cerulean
RGB: 19, 78, 102
CMYK: 95, 65, 40, 25
Hex value: #134E66

Light Gray
RGB: 210, 217, 212
CMYK: 17, 9, 14, 0
Hex value: #D3D9D4

Secondary Colors

Charcoal: Adds depth and contrast,
Slate Gray: Offering sophistication and neutrality,
Steel Blue: Reflecting reliability
Light Sky Blue: Infusing approachability and freshness.

Charcoal
RGB: 46, 57, 68
CMYK: 80, 66, 53, 47
Hex value: #2E3944

Slate Gray
RGB: 116, 141, 146
CMYK: 58, 35, 37, 3
Hex value: #748D92

Steel Blue
RGB: 49, 112, 142
CMYK: 83, 48, 30, 6
Hex value: #31708E

Light Sky Blue
RGB: 143, 193, 227
CMYK: 42, 12, 2, 0
Hex value: #8FC1E3

Typography Style

Primary Font

Avenir Font Family

Sample

Avenir Black **Avenir Heavy**
Avenir Regular Avenir Book
Avenir Light

Web Font

Poppins Font Family

Sample

Poppins Black **Poppins Bold**
Poppins Regular Poppins Light
Poppins Thin

TYPOGRAPHY WEIGHT & STYLE

The Avenir font family, used as our primary typeface, brings a clean, sophisticated look to our brand, ensuring excellent readability and a professional appearance.

Complementing this, the Poppins font family, selected for web use, offers a modern, vibrant flair to headlines and key text, striking a perfect balance between clarity and aesthetic appeal, and reinforcing our commitment to both innovation and professionalism.

Visual Brand Example



Embrace these brand guidelines as the cornerstone of our commitment to environmental stewardship and sustainability. Let them guide every interaction, every design choice, and every communication, ensuring that our mission to redefine recycling for a greener tomorrow resonates with clarity, consistency, and impact.

**THANK
YOU**