



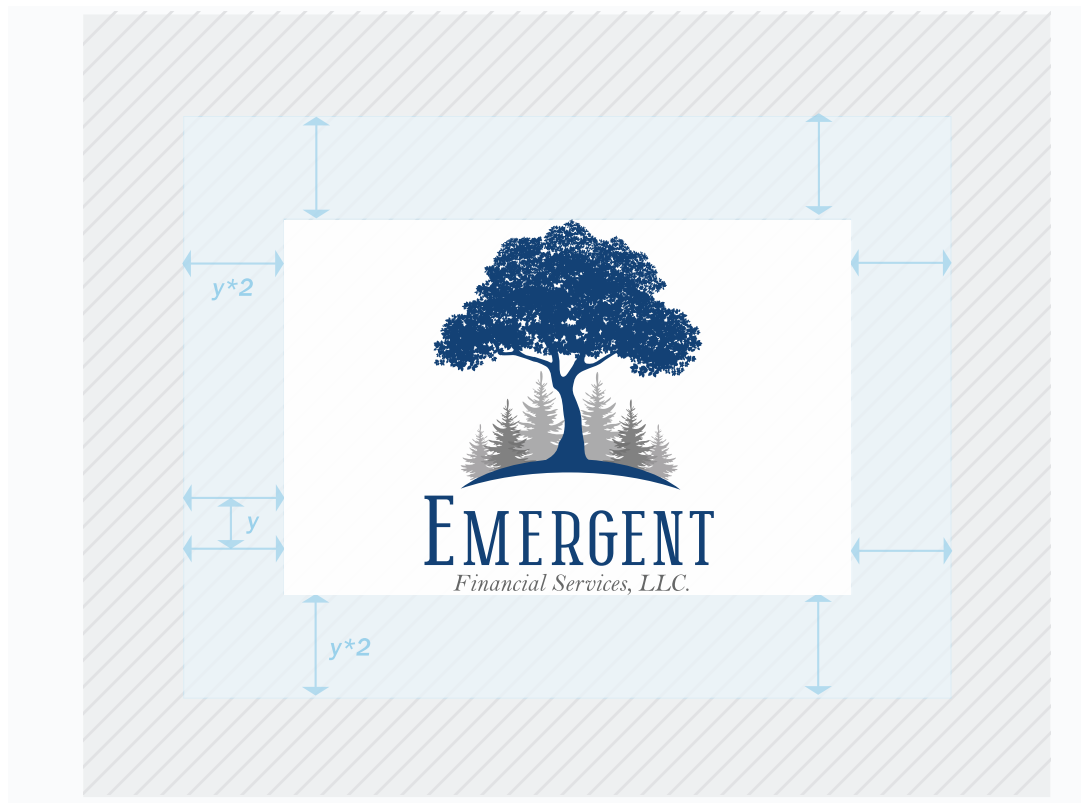
## Logo and Branding Identity Guidelines

## Logo Clear Space

Grey stripped area indicates Safe Zone. Other graphical and visual elements can be safely positioned up to the adjoining Blue area.

Blue indicates Clear Space. The blue area must be kept free of all other graphical and visual elements.

The minimum required Clear Space is defined by the measurement 'X' (equal to the height of the uppercase letters, known as the 'cap-height'. The width is equal to the height.)



## Logo Construction

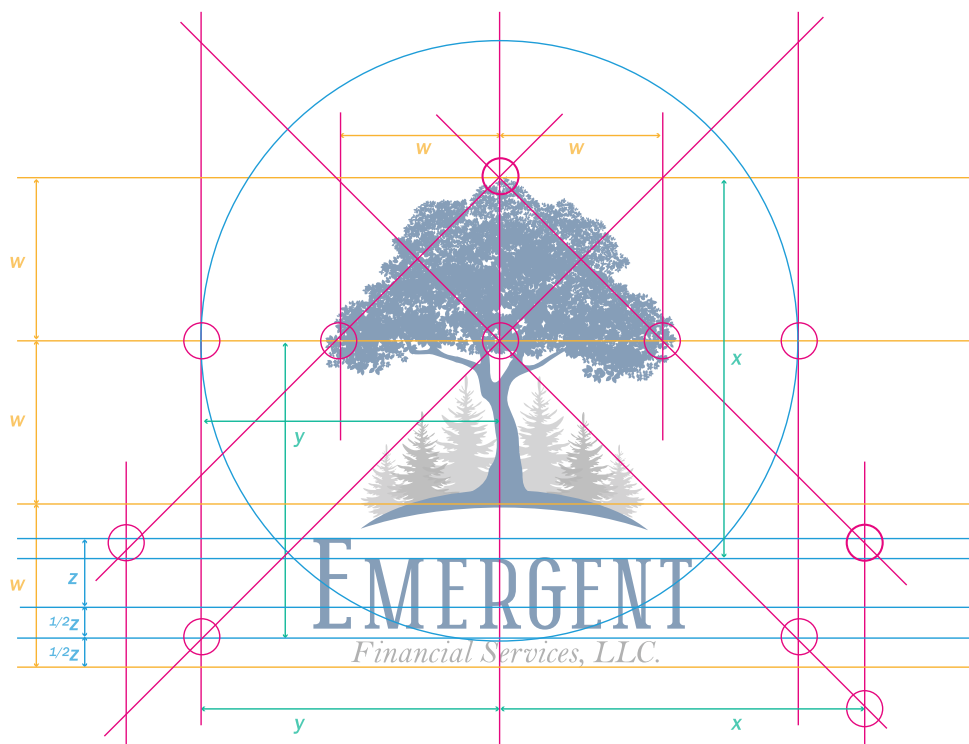
Blue (z) indicates overall proportions for the logotype and logomark. Height of (z), the cap-height, is equal to baseline of tag-line to baseline of logotype.

Green (x+y) indicates distance from center of logo to top of logomark, and logotype etc. The blue area must be kept free of all other graphical and visual elements.

Magenta indicates various item alignments and intersects (shown as circles).

For example: the end of the logotype meets the 45 degree intersect from top of the logomark, or end of tag-line meets the 45 degree intersect from middle of the logomark.

Yellow/Grey (w) shows how complete logo is divided into 3 equal horizontal segments



## The Typeface Family

Only one (1) font style is used for the logo, and it is from the typeface family: Bell MT.

The Bell MT family consists of six (6) typeface styles: Regular, Bold, Italic, Semi Bold, Semi Bold Italic and Bold Italic.

## Classifications

Transitional  
Serif

## Foundry

Monotype

## When to Use:

Bell MT Italic is the primary font used for the logotype/logo wording.

Bell MT Semi Bold can be used as the standard when stronger emphasis is needed, such as in: stationery, website design, brochures, books, magazines and all forms of general correspondence.

## When to Use:

Bell MT Regular is to be used for all other forms of standard body text, ranging from: stationery, website design, brochures, books, magazines and all forms of general correspondence.

## Overview

Bell® is a facsimile of the typeface cut originally for John Bell by Richard Austin in 1788, using as a basis the matrices in the possession of Stephenson Blake & Co. It was regarded by Stanley Morison as the first English Modern face. Although inspired by French punchcutters of the time, with a vertical stress and fine hairlines, Bell is less severe than the French models and is now classified as Transitional. The wide variety of font weights and widths will ensure immense flexibility, and consistency for the future growth of Emergent Financial Services.

*Bell MT (Italic)*

A B C D E F

a b c d 1 2 3 4

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & \* ( )

Bell MT (Regular)

A B C D E F

a b c d 1 2 3 4

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & \* ( )

When to Use:

Bell MT Italic is used for  
"Financial Services, LLC."

*Bell MT (Italic)*



EMERGENT

→ *Financial Services, LLC.*

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&\*()

When to Use:

When established, it can also  
used to highlight the official  
company slogan and  
motto/tag-line.



EMERGENT

→ *Official Company Slogan*



EMERGENT

*Official Company Motto* ←



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**Dark Cerulean**

HEX: #1b4175  
RGB: 27, 65, 117  
HSV: 215, 77, 46  
CMYK: 77, 44, 0, 54

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**Granite Gray**

HEX: #676867  
RGB: 103, 104, 103  
HSV: 120, 1, 41  
CMYK: 1, 0, 1, 59

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**Dim Gray**

HEX: #6b6b6b  
RGB: 107, 107, 107  
HSV: 0, 0, 42  
CMYK: 0, 0, 0, 58

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**Spanish Gray**

HEX: #9a989a  
RGB: 154, 152, 154  
HSV: 300, 1, 60  
CMYK: 0, 1, 0, 40



### Primary Full Tone Color

This is the primary logo to use.  
This is your main go-to version  
of the logo, except for limited  
exceptions below.



### Full Tone Greyscale

The greyscale version can be  
used for higher quality, but still  
B/W print reproduction, where a  
finer halftone screen is used.



### Solid Black

The solid black version is only to  
be used for Fax, and some forms  
of black/white commercial  
printing applications, such as  
local newspapers etc, where  
course halftones screens are  
used.



### Social Media

There 2 versions of the Social  
Media profile image. Each are  
saved with Transparent  
backgrounds.



The 1st one can be used for all round & square  
cornered profile destinations, such as: Twitter,  
Facebook etc, and is placed within a container  
(shown as cyan & magenta keylines).



The 2nd one is for circular profile destinations,  
such as: Google+, Instagram etc and as such  
does not come inside a container.

**Do Not: Logomark**

To ensure your brand logo is not the victim of aesthetic vandalism, the general rule to abide by is: do not change, alter, modify any part of the logo.

Some examples of logo misuse are shown below.

**Do Not: Logomark**

Do not resize or change the position of the logomark.

**Do Not: Fonts**

Do not use any other font, no matter how close it might look to Bell MT.

**Do Not: Sizing**

Do not use a squished or squashed logo. Any resizing must be in proportion.

**Do Not: Color**

Do not change the colors even if they look similar. Use the official color specifications detailed in these guidelines

