

tribe

You belong.

INTRODUCING A SET OF CORE BRAND ELEMENTS

There's strength in numbers.

Confidence, too. And the confidence that comes with having the numbers on your side starts with having the right people on your side. People who speak numbers, speak your language and whose reputations speak for themselves. People who understand your goals and work with you to meet them. People like you. For trusted financial advice and service that makes you feel like you belong.

Join the tribe.

TRIBE CORE ELEMENTS OVERVIEW

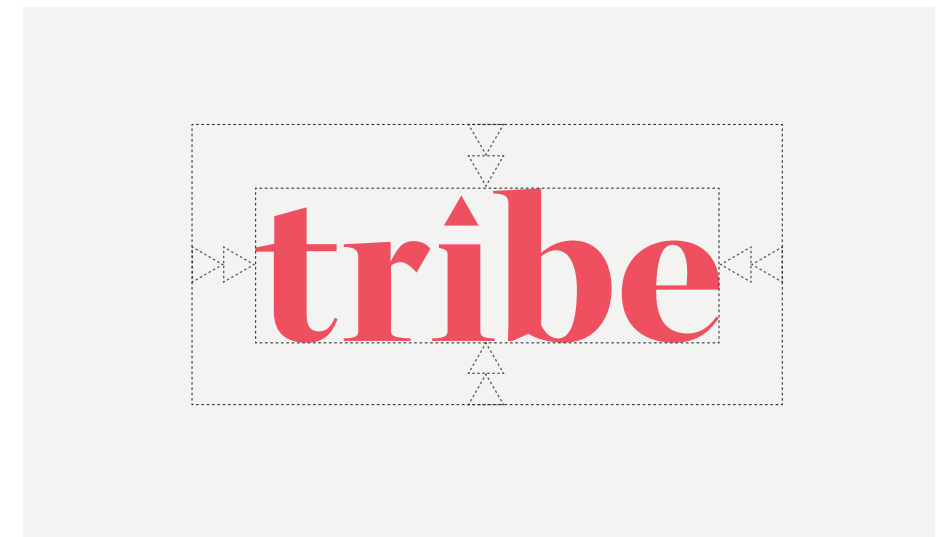
LOGO - FULL COLOUR ON BLACK



LOGO - FULL COLOUR



LOGO - ONE COLOUR



PRIMARY FONT – KLINIC SLAB

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

KLINIC SLAB, BOLD, TRACKING 75

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

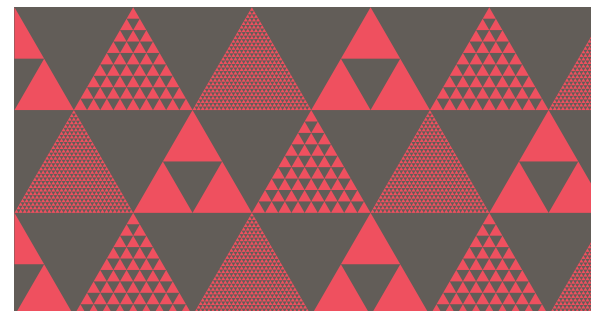
KLINIC SLAB, BOOK, TRACKING 75

–

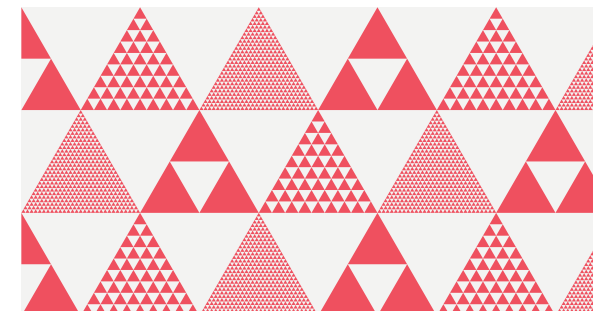
For trusted financial advice and service that makes you feel like you belong. **Join the tribe.**

EXAMPLE

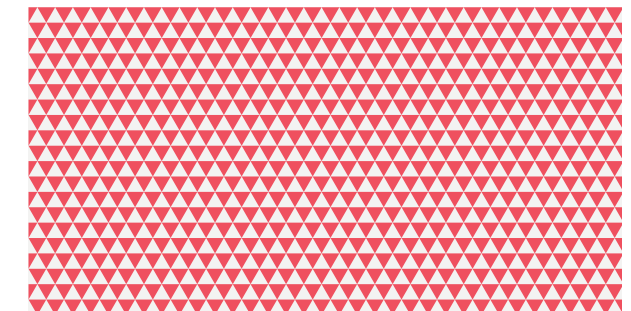
COLOUR PALETTE & PATTERNS



PMS: BLACK U | TINT: 100%



PMS: BLACK U | TINT: 5%



PMS: 185 U | TINT: 100%

BRAND APPLICATION EXAMPLE

