



BRAND GUIDELINES



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Brand Story

INTRODUCTION

Welcome to Trust Fincorp Advisory Brand Guidelines. This document serves as your compass for understanding and implementing our brand's identity in every interaction and creation. Our brand is more than just a logo or a color palette; it's a representation of our values, mission, and the unique experience we offer to our customers.

01

Brand Guidelines Element

In these guidelines, you will find detailed instructions on using our brand assets correctly, including our logo, color scheme, typography, imagery style, and tone of voice. These elements are crucial in creating a cohesive and recognizable brand presence, whether in marketing materials, digital content, product design, or customer service.

02

Brand Guidelines Goal

Our goal with these guidelines is not to restrict creativity, but to provide a framework that ensures our brand is represented consistently and accurately, no matter where it appears. This consistency is key to building trust and recognition with our audience, which in turn, strengthens our brand's identity and market position.

Logo Usage

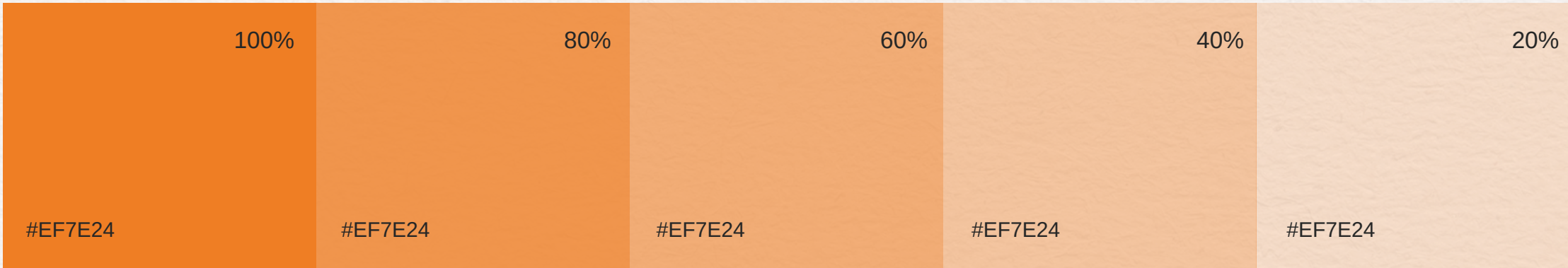


Color Palette

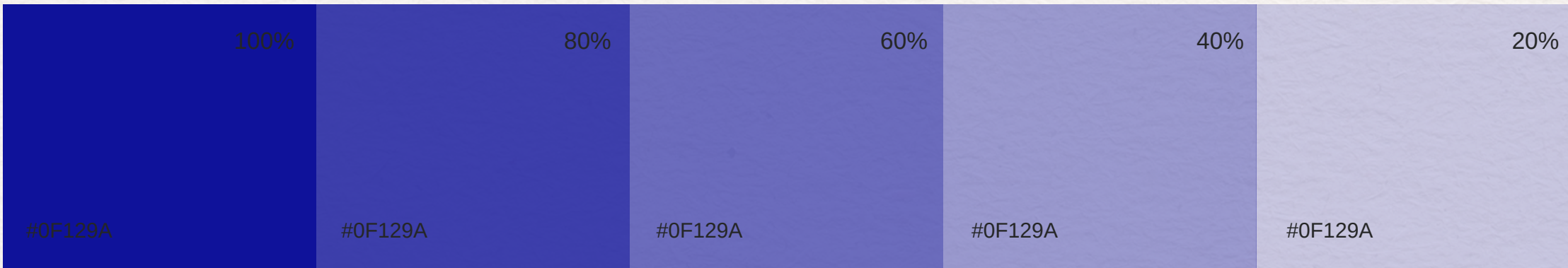
Black



Orange



Blue



Typography



Aa
TT Commons Pro

Aa
BOLD FONT

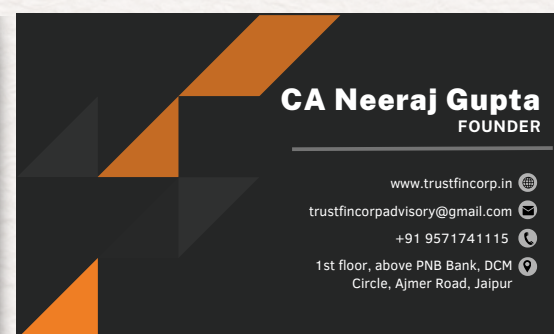
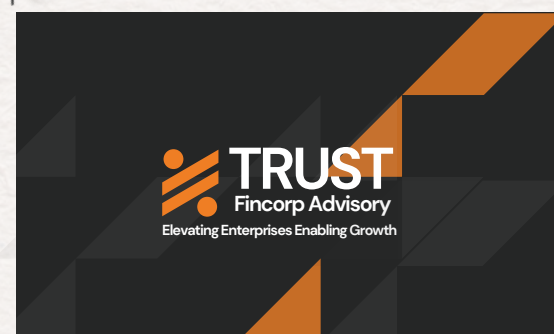
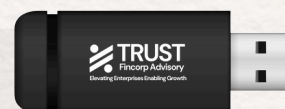
AABCDEFGHIIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnpqr
stuvwxyz
1234567890

Aa
REGULAR FONT

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnpqr
stuvwxyz
1234567890



Stationary



Contact Information

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