



BRAND GUIDELINES

Identity kit · v1 · 2026

1 · LOGO



Use the **blue logo** on white and light backgrounds and the **white logo** on navy backgrounds. Keep a clear space around the logo at least equal to the height of the letter X. Minimum width: 25 mm in print, 120 px on screen. Do not recolour, stretch, rotate or add effects to the logo.

2 · COLOURS



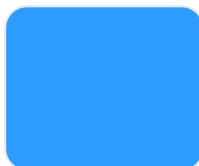
Midnight
#070F22
Backgrounds



Navy
#0B1A3A
Primary



Royal Blue
#0A4DB8
Logo / accents



Sky Blue
#2E9BFF
Highlights, links



Gold
#D4A440
Accent, lines



Light Gold
#F0D890
Text on dark

3 · TYPOGRAPHY

Poppins Bold

Headings, names, figures

Poppins Light

Body text, captions (or Calibri / Arial in Office documents)

TAGLINE: SMART TECHNOLOGY · INNOVATIVE INVESTMENT

4 · GRAPHIC ELEMENTS

The **orbit** — thin elliptical lines in blue and gold over a deep navy glow — comes from the home-page wallpaper and is used as the background of dark surfaces (card front, letterhead band, brochure cover). A thin **gold rule** separates sections. Keep layouts clean, with generous white space.

