



# Brand Guidelines

PRESENTATION



2025

**"Wealth is more  
than numbers.  
It's responsibility,  
relationships, and  
legacy."**



**Ajay Doshi,**  
Founder & Director, Endovia

# Index.

01. About The Brand
02. Logo Guide
03. Colour Guide
04. Typography Guide
05. Visual Guide
06. Application Guidelines

# Purpose.

Building Legacies That Transcend Generations. We exist to transform wealth from mere capital into meaningful legacy. At Endovia, we believe true wealth extends beyond returns, it is about responsibility, relationships, and building a future with intention. We are rooted in the understanding that financial stewardship today shapes the possibilities of tomorrow.



**ENDOVIA**  
W E A L T H

# About The Brand.

“Design is the silent ambassador of your brand.” – Paul Rand

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## Brand Mission

To be a trusted partner in every family's financial journey. We architect wealth with clarity, continuity, and growth at the core. Through independent advice, bespoke family office services, and strategic financial planning, we bring structure to wealth across generations. We simplify complex financial landscapes while always acting in alignment with our clients' best interests, as true partners at every step.



## Brand Vision

Future-Ready Wealth. Legacy-Driven Purpose. We aim to build an enduring institution where wealth is managed wisely, lives are meaningfully enriched, and legacies are preserved with care and foresight.

“

"A brand without  
guidelines is a voice without  
direction."

# Our Positioning.

## Brand Promise

Transforming your wealth into a timeless legacy—with trust at the core.

We structure wealth with clarity and care, so you can focus on what matters most. With thoughtful planning and trusted guidance, we make managing generational wealth simpler and smarter.



## Target Audience

- ◆ High Net Worth Families
- ◆ Successful Entrepreneurs
- ◆ Second & Third Generation Wealth Holders
- ◆ Global Indians (NRIs)

## Characteristics

**Financial Profile:** Investible Surplus of 50L+

**Geographic Reach:** Global

**Mindset:** Values independence, discretion, and long-term thinking over short-term gains

# Our Positioning.

## Competitive Differentiators Independent & Unbiased

We always sit on the client's side, offering conflict-free advice with no product pushing or hidden agendas.

## Built for Generations

We design wealth strategies that preserve and grow legacy across lifetimes.



## Global Expertise, Local Insight

We simplify cross-border complexity with deep regulatory understanding and real-world international experience.

## Boutique Attention, Institutional Strength

We combine the personal care of a family office with the discipline of institutional-grade investing and risk management.

# Our Positioning.

## Guided by Values

We lead with integrity, compassion, and a deep commitment to doing what's right for every client, every time.

## Insight-Driven, Personally Delivered

We harness data, analytics, and market intelligence to guide decisions while keeping our approach personal, thoughtful, and discreet.



## Brand Personality Traits Trustworthy

We earn confidence by safeguarding wealth with integrity and consistency.

## Sophisticated

We navigate complex financial landscapes with clarity and precision.

# Our Positioning.

## Discreet

We protect client privacy with the highest level of confidentiality.

## Independent

Our advice is unbiased, always aligned with your best interests.



## Forward-Thinking

We blend innovation with foresight to build resilient financial strategies.

# Logo Sketch.

The logo sketch represents the foundation of the brand identity. It showcases the initial exploration of shapes, symbols, and typography that led to the final logo design. The sketch phase captures the raw creative process, highlighting the core idea before refinement and digital execution.

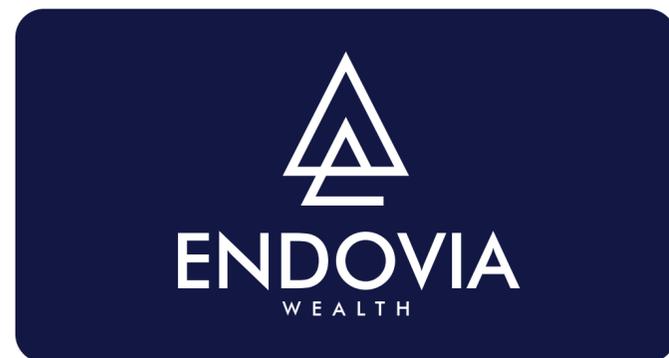
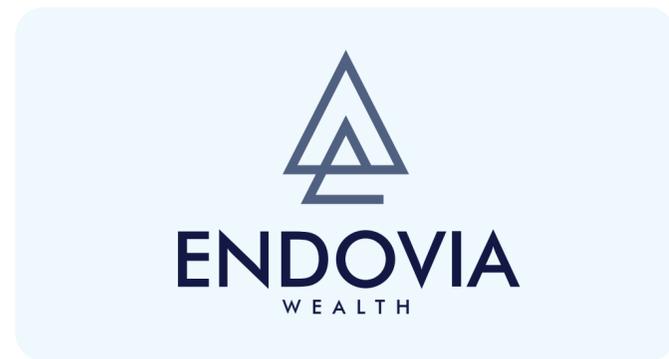
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Conceptual thinking - how the idea was born.  
Exploration of forms - experimenting with proportions, balance, and visual flow.  
Evolution to final logo - showing the journey from rough outline to polished identity.



# Logo Variations.

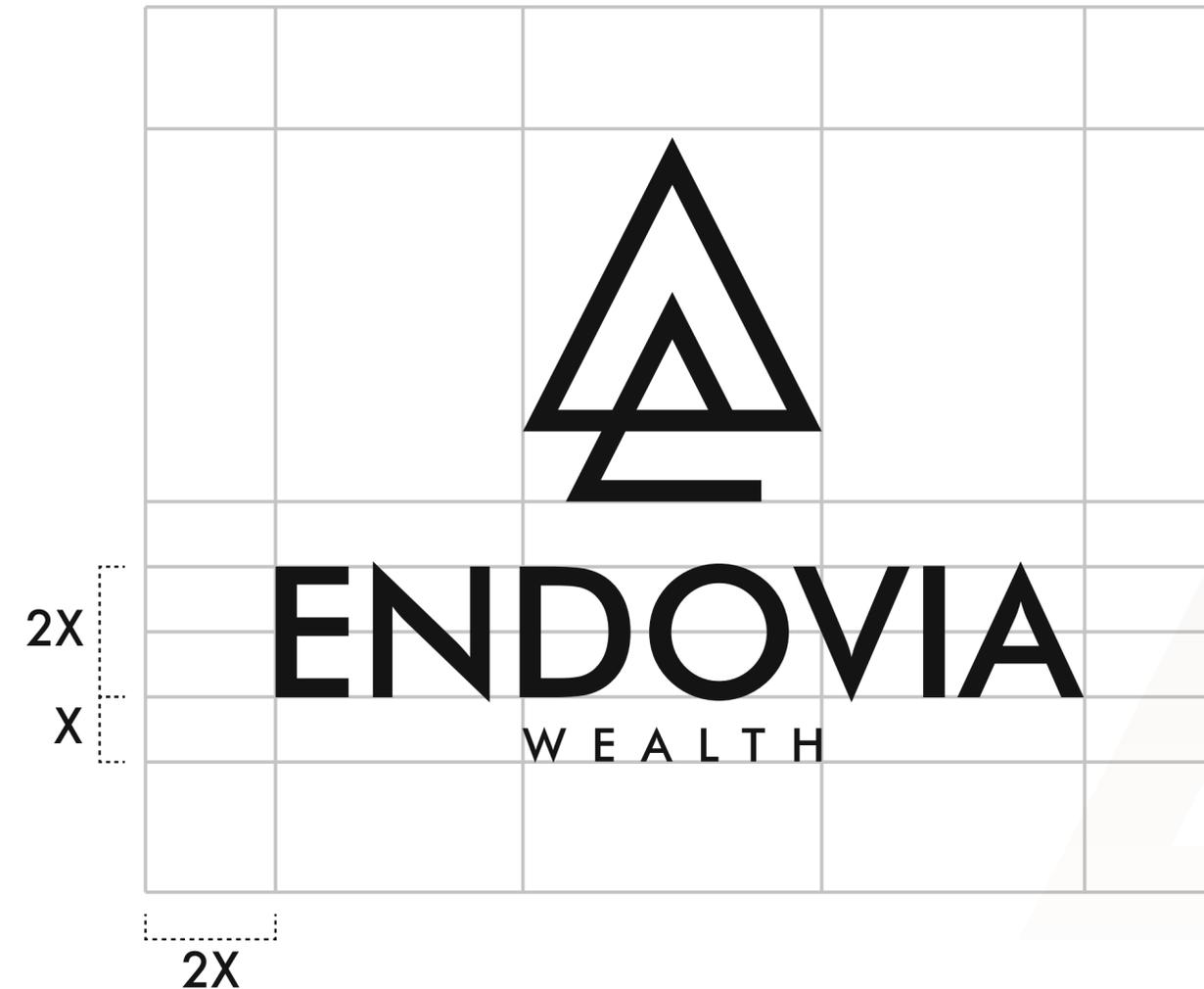
Our logo has been designed to be flexible and adaptable across various applications while maintaining brand consistency. The following variations ensure the identity works seamlessly in different mediums and formats.



# Logo Clear Space.

To maintain maximum visibility and impact, the logo must always be surrounded by sufficient clear space. This ensures that no other graphic elements, text, or images interfere with its recognition.

- ⊕ The clear space is defined by the height of the logo symbol/letter (X).
- ⊕ A minimum margin of 2X should be maintained on all sides of the logo.



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# Legibility.

The logo should never be too small to read.

It is not recommended to use the logo at less than 20mm or 60 pixels in width.

The Endovia favicon graphic is linked with the website: it is a smaller representation of the brand for the browser and for the mobile interfaces. Take into account that the favicon is not the brand logo and should never replace the logo.



70mm | A2



45mm | A3



30mm | A4/A5



20mm | 60px

App Icon /  
Favicon



32 x 32px

# Incorrect Usage.



- Change the logo's orientation or rotation.
- Disproportionately scale the logo.
- Change the logo's colors.
- Display the logo with colour combinations not previously specified.

- Display the logo in a configuration not previously specified.
- Attempt to recreate the logo.
- Make alterations to the logo's text.
- Add special effects to the logo.

- Add an outline to the logo or display the logo as an outline.
- Display other elements within the logo's designated clear space.
- Crop the logo in any way.

# Colour Palette.

Our company colours are contemporary and modern, expressing who we are.

The Endovia logotype can be produced only from these colours.

Please select the most appropriate colour for your communication and over time try to use them equally so we don't become associated with just one colour. You should always try to use the positive (main) version of the logo. However, when the background is the same colour as an element of the logo you can use the negative version.

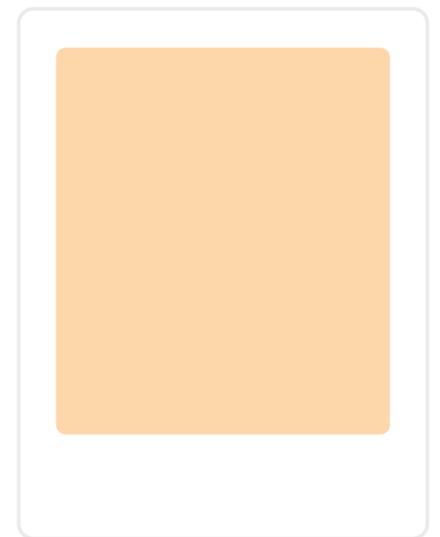
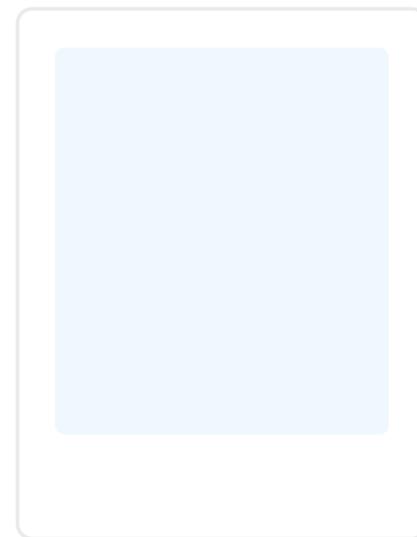
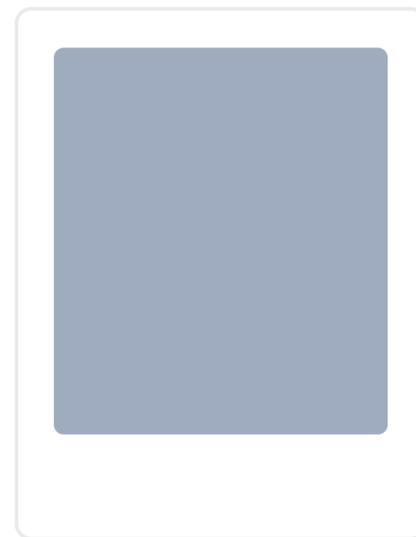
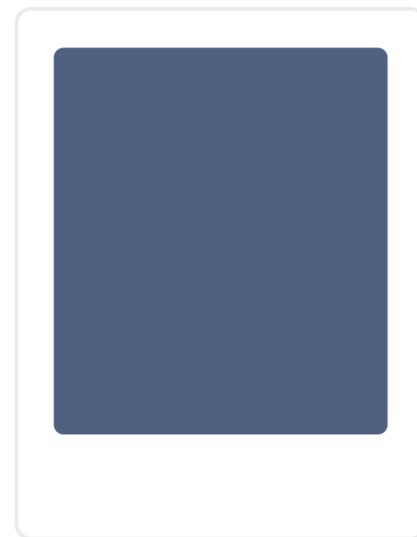
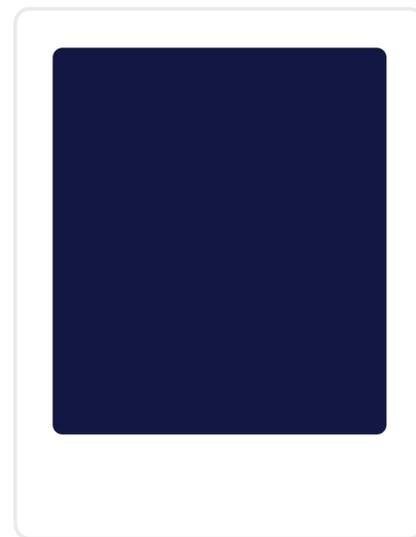
# Primary Colour.

Endovia's primary colours reflect our modern, confident, and trustworthy identity.

Use only these colours for the logotype and all key communications.

Apply each colour equally to maintain balance and brand recognition.

Use the positive logo on light backgrounds and the negative version when contrast is needed.



# Colour Meaning.

**Deep Navy:** Represents trust, authority, and confidence. It reflects Endovia's strength, reliability, and professionalism.

**Steel Blue:** Symbolises logic, clarity, and focus - echoing Endovia's analytical and solution-driven approach.

**Cool Grey Blue:** Conveys calmness and balance, bringing a sense of stability and precision to communications.

**Ice Blue:** Reflects transparency and openness, representing our honest and approachable financial guidance.

**Warm Taupe:** Adds warmth and grounding, symbolising dependability and a human touch in financial expertise.

**Soft Sand:** Evokes optimism and approachability, softening the cooler tones and ensuring a friendly, modern presence.



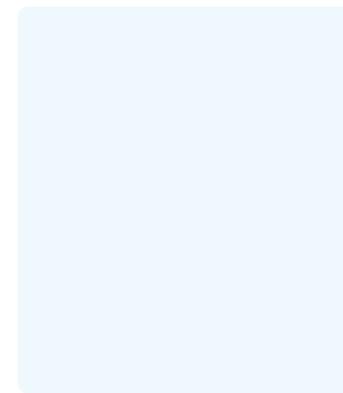
Deep Navy



Steel Blue



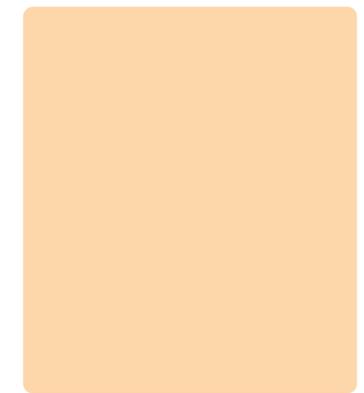
Cool Grey Blue



Ice Blue

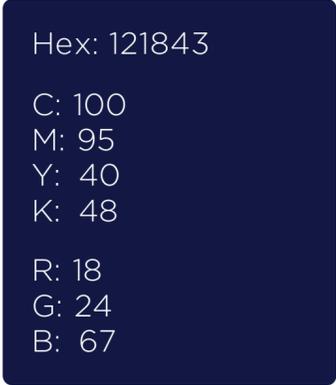


Warm Taupe



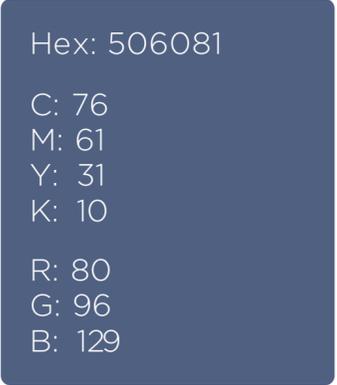
Soft Sand

# Colour Values.



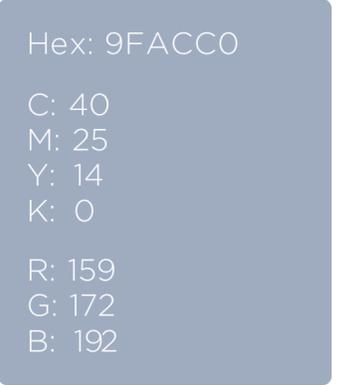
Hex: 121843  
C: 100  
M: 95  
Y: 40  
K: 48  
R: 18  
G: 24  
B: 67

**Deep Navy**



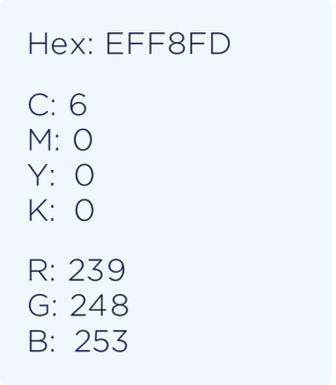
Hex: 506081  
C: 76  
M: 61  
Y: 31  
K: 10  
R: 80  
G: 96  
B: 129

**Steel Blue**



Hex: 9FACCO  
C: 40  
M: 25  
Y: 14  
K: 0  
R: 159  
G: 172  
B: 192

**Cool Grey Blue**



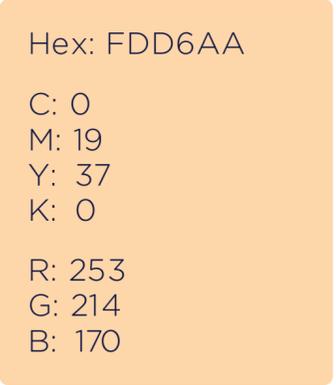
Hex: EFF8FD  
C: 6  
M: 0  
Y: 0  
K: 0  
R: 239  
G: 248  
B: 253

**Ice Blue**



Hex: BA9573  
C: 24  
M: 43  
Y: 61  
K: 2  
R: 186  
G: 149  
B: 115

**Warm Taupe**



Hex: FDD6AA  
C: 0  
M: 19  
Y: 37  
K: 0  
R: 253  
G: 214  
B: 170

**Soft Sand**

# Typography.

Typography is a powerful tool in the development of a creative identity and is a key element to create a cohesive look across all communications. Using a typeface consistently makes it recognisable; it pulls together communications and makes them more distinctive. The style of type we use to bring our communication to life sets the tone of our brand: clean, modern, stylish, distinctive and legible. Selected fonts are a great combination between serif and sans-serif: [Acumin Variable Concept Default](#) and [Playfair Display](#).

# Primary Typography.

## ACUMIN VARIABLE CONCEPT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 .,?!(@+ = / \*)\$%&

### Regular

The quick brown fox  
jumps over the lazy dog

### *Italic*

*The quick brown fox  
jumps over the lazy dog*

### **Bold**

**The quick brown fox  
jumps over the lazy dog**

# Secondary Typography.

## Playfair

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 .,?!(@+ = / \*) \$ % & ' " : ;

Regular

The quick brown fox jumps  
over the lazy dog

*Italic*

*The quick brown fox jumps  
over the lazy dog*

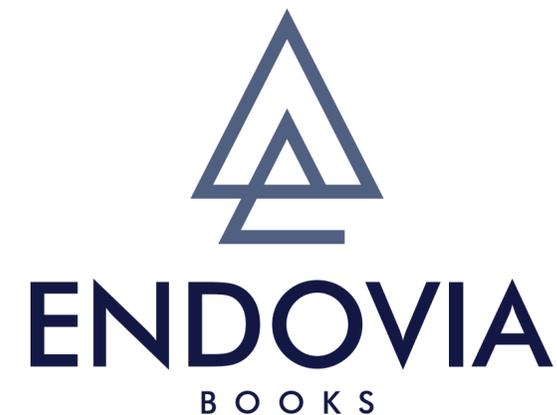
**Bold**

**The quick brown fox jumps  
over the lazy dog**

# Logo Typography.

Futura Md BT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 .,?!(@+ = / \*) \$ % &

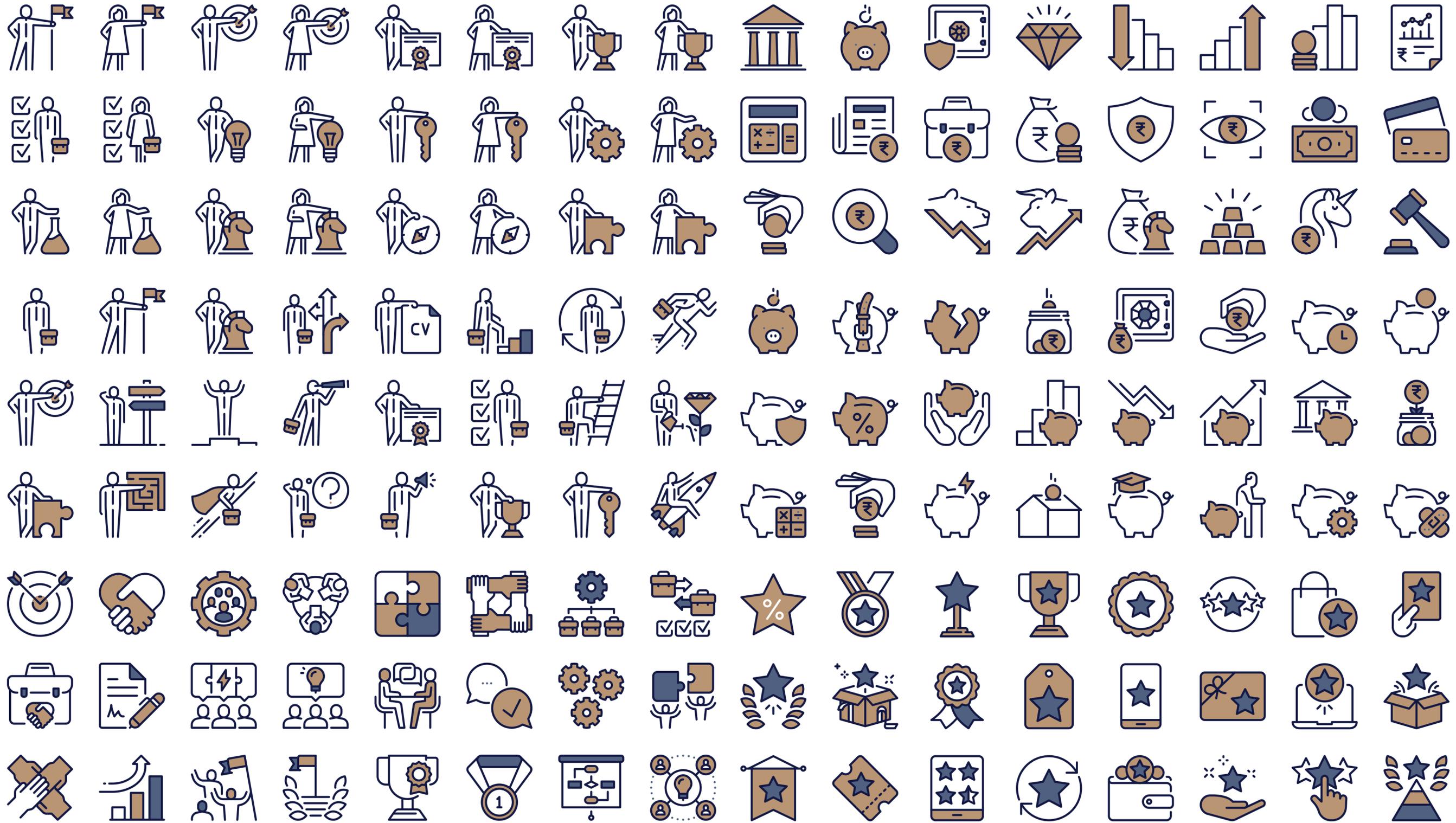


# Usage on different backgrounds



# Photography Style





# Illustration Style



# Our Voice and Tone

## Brand Voice Characteristics

### Confident

We bring deep experience with humility and always approachable

### Thoughtful & Precise

Every word is chosen with care, reflecting the importance of your financial choices.

### Warm & Personal

We connect with genuine care because every portfolio is a family's story.

### Honest & Transparent

We say what we mean - open, direct, and always trustworthy.

# Our Voice and Tone

## Tone Modifiers

### **Preferred:**

Warm, confident, and professional.

Clear, empathetic, and approachable yet authoritative.

### **Avoid:**

Overly casual or humorous tone.

Aggressive or fear-based messaging.

Overly formal or distant phrasing.

### **Voice:**

**Trustworthy & Knowledgeable** – Grounded in expertise, data, and thoughtful insights.

**Client-Centric** – Centered on clients' goals, challenges, and aspirations.

**Global yet Personal** – Sophisticated and internationally aware, yet approachable and relatable.

### **Tone:**

**Warm & Reassuring** – For topics like legacy, planning, and security.

**Confident & Strategic** – For investments, market insights, and performance.

**Empathetic & Supportive** – For challenges, market volatility, and complex family matters.

# Our Voice and Tone

## Writing Style

### Consistency Rules

- Maintain the same level of formality throughout each piece
- Use "we" and "our" to represent Endovia's collective expertise
- Address clients as "you" to maintain personal connection
- End communications with warmth and next steps, never abruptly

### Sentence Structure

- **Preferred:** Active voice, clear subject-verb-object construction
- **Length:** Vary between concise statements (10-15 words) and detailed explanations (20-30 words)

### Formatting Principles

- **Headlines:** Direct, benefit-focused, human-centered
- **Subheads:** Clarify and guide, never decorative
- **Body text:** Conversational yet professional, as if speaking to a trusted friend
- **Call-to-actions:** Invitation-based e.g. Begin the dialogue

# Application Guidelines

## A. Digital Application - Website, Email, Social Media

### Website

Lead with a strong value proposition and client-centric messaging

Use clear, benefit-focused navigation labels

CTAs should feel like invitations

Keep forms minimal, elegant, and emphasize confidentiality

### Email Communications

Subject lines: clear, relevant, and non-promotional

Maintain a formal tone initially, warming as the relationship grows

Structure: Personal acknowledgment, Clear purpose, Relevant context/details, Defined next steps, Warm closing with full contact info

Signature: professional, includes multiple contact channels and social links

Disclaimers: present but unobtrusive

### Social Media

Tone: educational, empowering, never overtly salesy

Content Mix: 60% educational, 30% brand culture and values, 10% achievements and updates

Engagement: respond with thoughtfulness, professionalism, and genuine interest

Use value-driven, industry-relevant, and location-specific hashtags

# Application Guidelines

## B. Print - Brochures, Annual Reports, Signage, Office Material (stationary, cards etc)

### Brochures & Marketing Materials

Clean, sophisticated design with client-focused language

Use premium paper

### Annual Reports & Financial Documents

Lead with client impact and insights, followed by clear data and thoughtful analysis

Use intuitive visuals and integrate compliance without clutter

Distribute via secure, confidential channels

### Office Signage

Elegant and welcoming, with tasteful logo placement

Name rooms meaningfully and use clear, multilingual directional signage

### Stationery & Business Materials

Minimalist layout, premium stock, clear info hierarchy

Premium folders with embossed logo and neatly organized contents

### Presentation Materials

Use consistent, professional templates with structured flow and polished visuals

Provide concise, high-quality handouts for clients

# Application Guidelines

## C. Compliance Guidelines - Regulatory disclosure requirements and legal disclaimer placement

<https://www.endoviawealth.com/disclaimer/>

# Our Voice and Tone

## Usage Rights

- All brand assets are Endovia's intellectual property and must follow brand guidelines.
- Do not alter, distort, recolor, or compromise brand integrity.
- Use only for approved marketing, communications, or client servicing.
- All adaptations for new markets/platforms require brand approval.

## Brand Guardian Contacts

- Brand Guardian: [Name, Title, Email]
- Design Lead: [Name, Title, Email]
- Marketing & Communications Head: [Name, Title, Email]

\*Responsible for brand consistency, guidance, and material review before release.

## Approval Process

- Draft Creation: Create assets per brand guidelines.
- Internal Review: Submit to Brand Guardian for compliance check.
- Revision: Adjust per feedback.
- Final Approval: Obtain sign-off before release.
- Archiving: Store approved versions in the brand asset library.

# Application Guidelines

## Third Party Usage Guidelines

- Third parties must obtain written permission before using brand assets.
- Approved third parties must follow all brand specs for logo, colors, fonts, and messaging.
- Co-branding requires pre-approved designs.
- Any deviations need formal review and written approval.

## Brand Audit Checklist - Quarterly

- Logo: Correct version, placement, size, and clear space.
- Color Palette: Only approved brand colors; no unapproved shades.
- Typography: Consistent use of brand fonts and hierarchy.
- Imagery: Matches approved photography style and tone.
- Tone of Voice: Messaging aligns with brand language guidelines.
- Collateral: Brochures, presentations, and digital assets are current.
- Online Presence: Website and social media visuals reflect current identity.
- Third-Party Materials: Co-branded/partner materials follow all guidelines.



**ENDOVIA**  
WEALTH