

MASTER LOCKUP



CLEAR SPACE · 0.5X

COLOR & LOGO GUIDELINES

Brand Guidelines

SYSTEMATIC · GRID 12 · 1920 × 1080

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— TAGLINE

Pathways to **enduring** wealth.

Assured

We speak with the calm authority of a trusted steward — never the urgency of a salesperson.

Precise

Every figure exact, every claim earned. Clarity is a form of respect for the client.

Discreet

Confidence held quietly. We let results, not adjectives, do the talking.

ANATOMY

The master lockup

Our identity is built from two elements that always share a common baseline. The logomark reads as an ascending **W**, its gold aperture a sunrise over a rising path — growth, guidance and horizon.

1 Logomark

The W symbol with the gold aperture. Works alone as an app or avatar mark.

2 Wordmark

WEALTH set over PATHWAYS UAE in a classic high-contrast serif.



— BUILT ON THE GRID — EVERY PROPORTION IS A MULTIPLE OF X



x = logomark height

The single unit that governs the system.

Shared baseline

Logomark and wordmark sit on one common baseline and cap line.

Gap = 0.15x

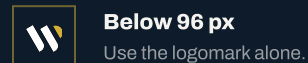
Fixed optical space between mark and wordmark — never crowd or stretch it.

CLEAR SPACE = 0.5X



Keep all type, imagery and edges outside the dashed field. The clear space is derived from the logomark, so it scales with the logo at any size.

MINIMUM SIZE



SIX APPROVED LOCKUPS



PRIMARY · ON LIGHT



REVERSED · ON NAVY



MONO · NAVY



MONO · WHITE



LOGOMARK



STACKED LOCKUP

THE PRIMARY PALETTE

FOUNDATION

Deep Navy

HEX **#0D1B2A**

RGB **13 · 27 · 42**

CMYK **69 · 36 · 0 · 84**

PANTONE **5395 C**

ACCENT

Heritage Gold

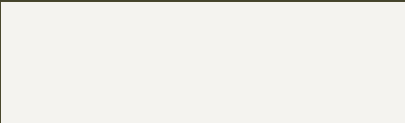
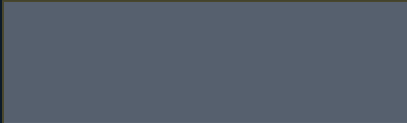
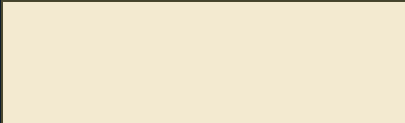
HEX **#D4AF37**

RGB **212 · 175 · 55**

CMYK **0 · 17 · 74 · 17**

PANTONE **871 C · Metallic**

SUPPORTING NEUTRALS

 Ivory #F4F3EF · 244 243 239	 White #FFFFFF · 255 255 255	 Slate #56606E · 86 96 110	 Gold Tint #F3EAD0 · 243 234 208
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WORKING RATIO

Deep Navy — 60%	Ivory — 30%	10%
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Navy leads and grounds the system; ivory carries the page; gold is the ten-percent accent reserved for emphasis, rules and the aperture.
For gold text at paragraph size on light grounds, deepen it to **#9C7C22** to hold contrast.

— CONSTRUCTION

**Stroke 1.5**

Even weight

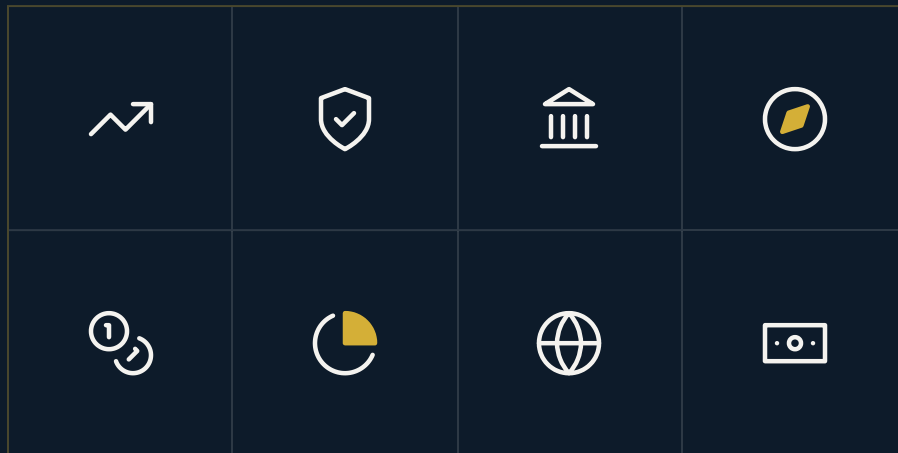
Round caps

Open corners

Padding 1u

Keyline safe

— CORE SET



Growth, security, institution, guidance, capital, portfolio, global reach, and settlement — drawn from one consistent line, ivory with a single gold accent where it clarifies.



Pathways to **enduring** wealth.

Steward the mark with care. When in doubt, favour clarity, space and restraint
— the identity is strongest when it is left to breathe.