

MAIN LOGO



STACKED LOGO



COLOUR PALETTE



RIVERBED
#47555F



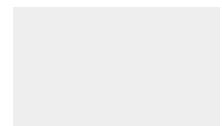
BRIGHT SUN
#FDD042



MORNING GLORY
#8CC3DA



BUTTERSCOTCH
#F29E08



COOL GRAY
#EEEEEE

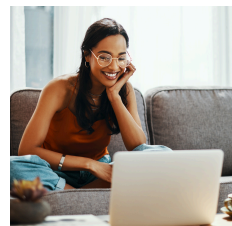
BRAND FONT - FIGTREE

[DOWNLOAD FREE FONT HERE](#)

Figtree Black - Headings
abc ABC 1234567890

Figtree Regular - Body Copy
abc ABC 1234567890

BRAND PHOTO STYLE



TONE & VOICE

Our voice is calm, confident, and clear. We are real people who know what we're doing. Aim for:

- **Professional, not formal.** Skip the jargon. Use simple, smart language that feels natural out loud.
- **Confident, not pushy.** Lead with clarity and facts. Don't oversell.
- **Warm, not fluffy.** Be human and encouraging, but don't force emotion or fake enthusiasm.

Bottom line: sound like someone your client would trust. No fluff, no scripts. Just real guidance.