

Finalis *Brandbook*

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01. *Visual identity*

Logotype

Corporate logo

This will be the main version of the brand logo. We will use the main version of our logo in external communication assets where there is no brand context.



Isologotype

We can use the isotype as a symbol to represent the brand or as an element to compose our communication, as we will see in later assets.



Logotype and colors

Since the logo often includes color, it may not always pair well with certain backgrounds. To ensure versatility and consistent application across various formats, it is essential to have color variations of the logo.



Don't

The logo is a fundamental element of a brand and must always be used in accordance with the brand guidelines. As the most immediate visual identifier, it plays a key role in brand recognition—therefore, it must be preserved consistently and used with care.



Individual elements of the logo.

We must respect the original size of the logo



Never alter the logo's shape or aspect ratio.

The proportions of the logo must be correct.



Partially change the color of the logo

Do not modify the monochrome color of the brand.



Apply effects to the logo

Apply any effect

Color

Main colors

The selected color palette is composed of two distinct tones. On one hand, warm beige cues evoke the tactile world of paper and editorial design, conveying a sense of closeness and familiarity.

On the other hand, the range of blues introduces a more technological and contemporary dimension, while also evoking a sense of trust and reliability.

#1652C5

Gold

#F4F4EE

Light Beige

#E7E7D9

Dark Beige

#1652C5

Blue

#19408B

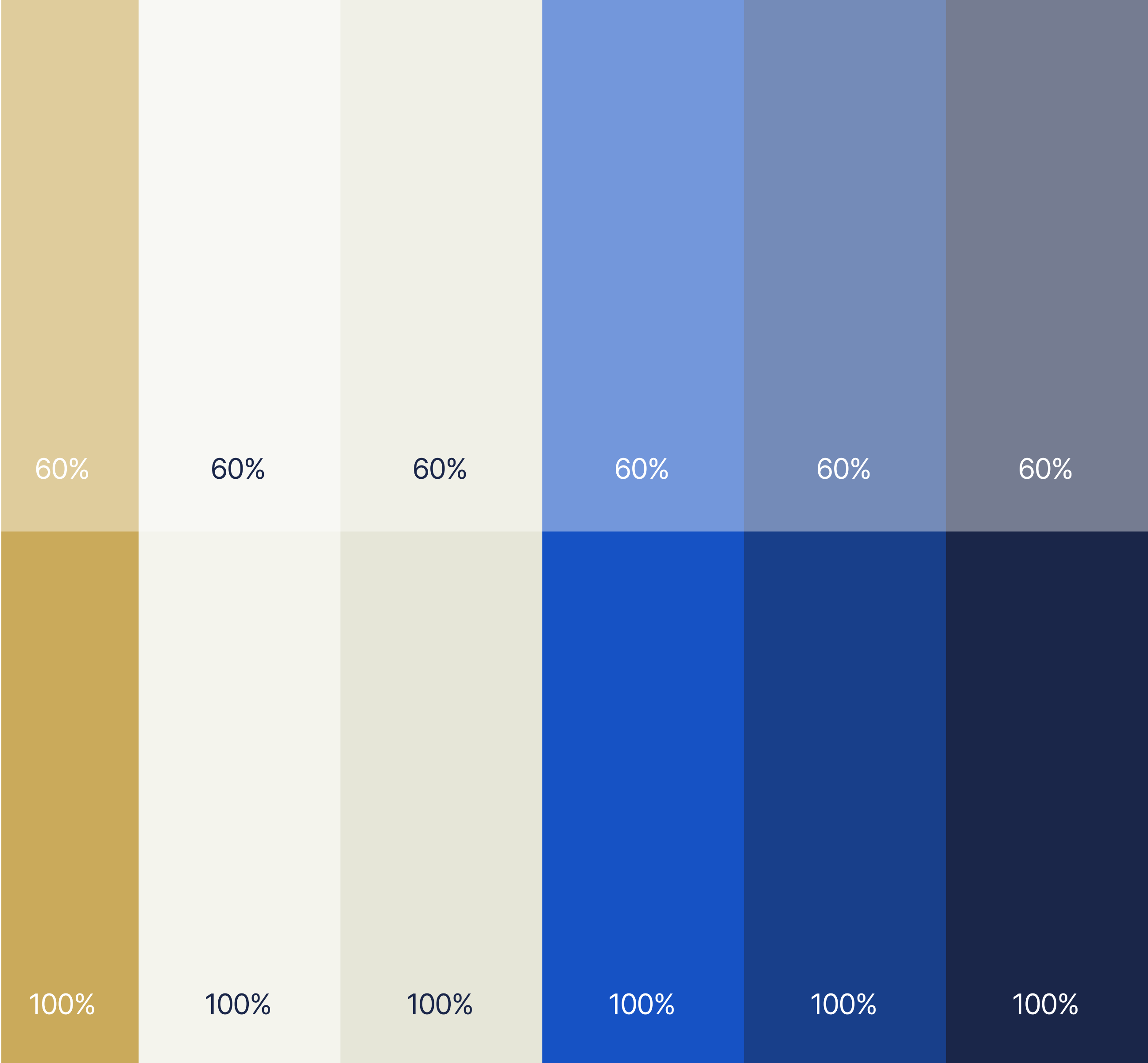
Medium Blue

#1A2749

Dark Blue

Main colors

Colors with low opacity



How to use

Certain color combinations may not work well together due to contrast issues. This section outlines which combinations are visually effective.

“Finalis allows me to assemble the best expert working teams to meet my clients’ various investment banking needs on a global basis.”

Yixin (Shing) Pan
XTVue, Inc.

“Finalis allows me to assemble the best expert working teams to meet my clients’ various investment banking needs on a global basis.”

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“Finalis allows me to assemble the best expert working teams to meet my clients’ various investment banking needs on a global basis.”

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XTVue, Inc.

Typography

Typography

Two typographic styles will be used within the system. The first—such as Newsreader—brings an elegant, editorial tone that adds a refined, human quality.

In contrast, Inter conveys a more contemporary and digitally-oriented aesthetic.

Inter

Aa

Headlines & text

Newsreader

Aa

Headlines

Use

Inter will be used for both body text and headings, while Newsreader will be reserved primarily for headings and select longer titles.

Solutions for *Bankers*

MIX HEADLINE

TEXTS

AI-Powered Workflows

Save time and increase accuracy of document review and submission

Heading Styles

<div>H1</div> <div>Inter 140/ 140/-5px</div>	<div><i>H1</i></div> <div>Newsreader 140/ 104/0px</div>	<div><i>H2</i></div> <div>Newsreader 88/ 88/0px</div>	<div>H3</div> <div>Inter 78/ 74/-3px</div>
<div><i>H3</i></div> <div>Newsreader 80/ 56/0px</div>	<div>H4</div> <div>Inter 64/ 72/-4px</div>	<div><i>H4</i></div> <div>Newsreader 64/ 56/0px</div>	<div>H5</div> <div>Newsreader 44/ 51/0px</div>
<div>H6</div> <div>Inter 40/ 44/-1.5px</div>	<div>H6</div> <div>Newsreader 40/ 44/-0.2px</div>	<div>H7</div> <div>Newsreader 30/ 40/-0.2px</div>	

Applications

In titles, it is necessary to apply negative leading when the two typefaces are combined, in order to achieve proper typographic composition.

In many cases, this adjustment must be made visually, as typefaces do not always behave in the same way, and the same goes for their sizes.

A single platform for
Compliance

Meet *our team*

OUR VALUE

Finalis Private Market Network

Finalis delivers global dealmakers a regulatory and back-office solution alongside a hassle-free deal management platform—so you can close deals easier, and faster.

Request a demo →

Dealmakers deserve a 21st-century cloud-based, AI supported platform to close more deals faster without worries about compliance

Finalis delivers global dealmakers a regulatory and back-office solution alongside a hassle-free deal management platform—so you can close deals.

Finalis delivers global dealmakers a regulatory and back-office solution alongside a hassle-free deal management platform—so you can close deals.

Applications

REGULATORY AFFILIATION & COMPLIANCE

Make *compliance* a
competitive
advantage

Reduce risk and close deals faster with Finalis’s
registered broker-dealer services, automated oversight,
and always-on support.



Caps
Inter



Title
Inter & Newsreader



Body
Inter

Photography and typography

When we have to compose typography on photographic backgrounds we will always use white.

To ensure a good contrast, we can include a layer of dark blue and a bit of black with opacity over the photo.

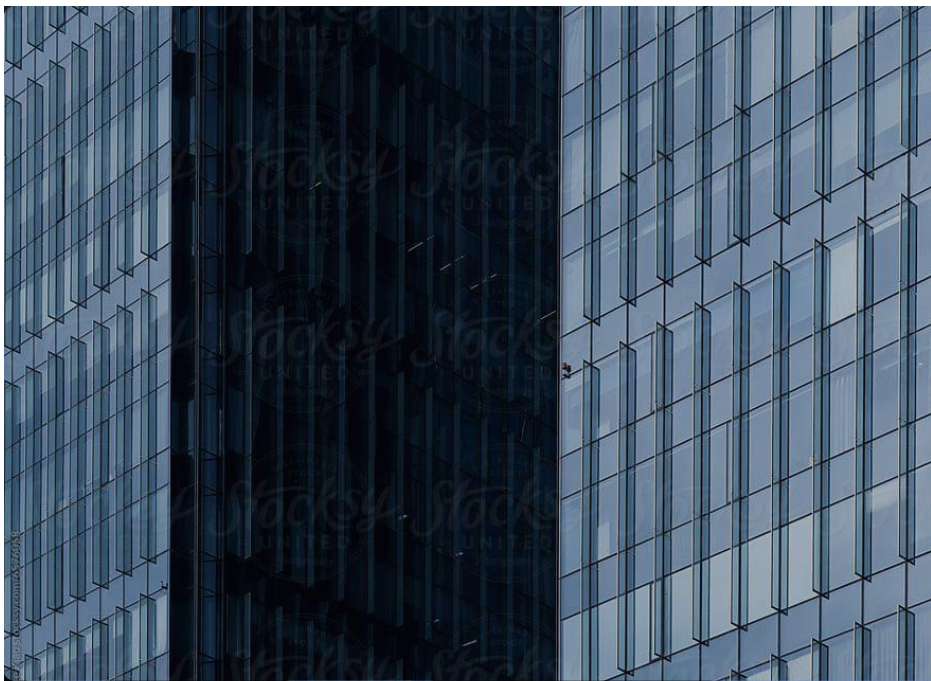
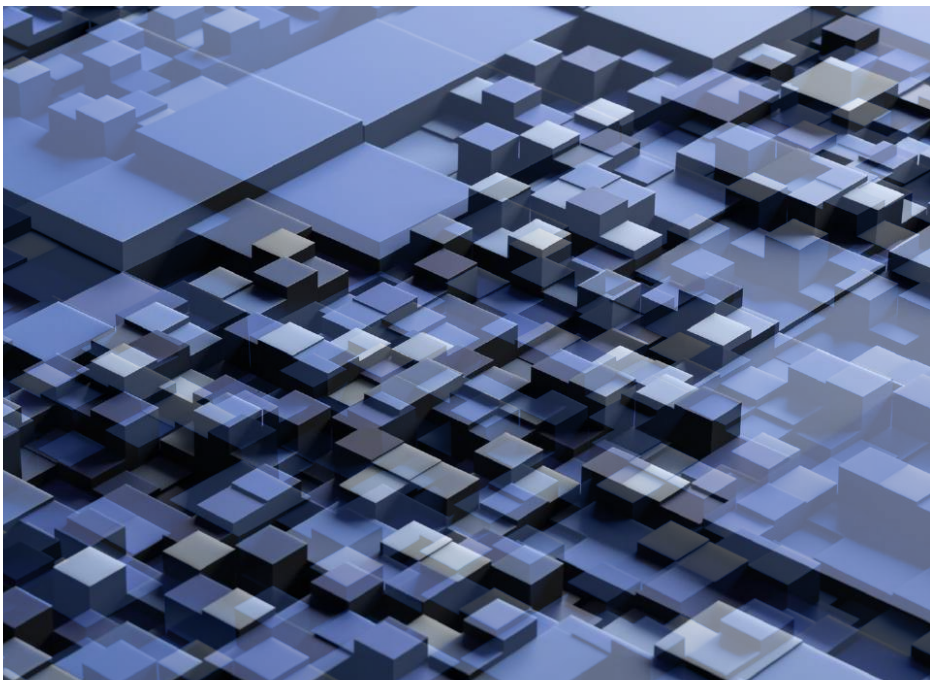
“

“The broader Finalis community is powerful. Finalis has basically created a collaboration space for individual firms, which gives us the collective power and resources of a much larger institution.”

Photography

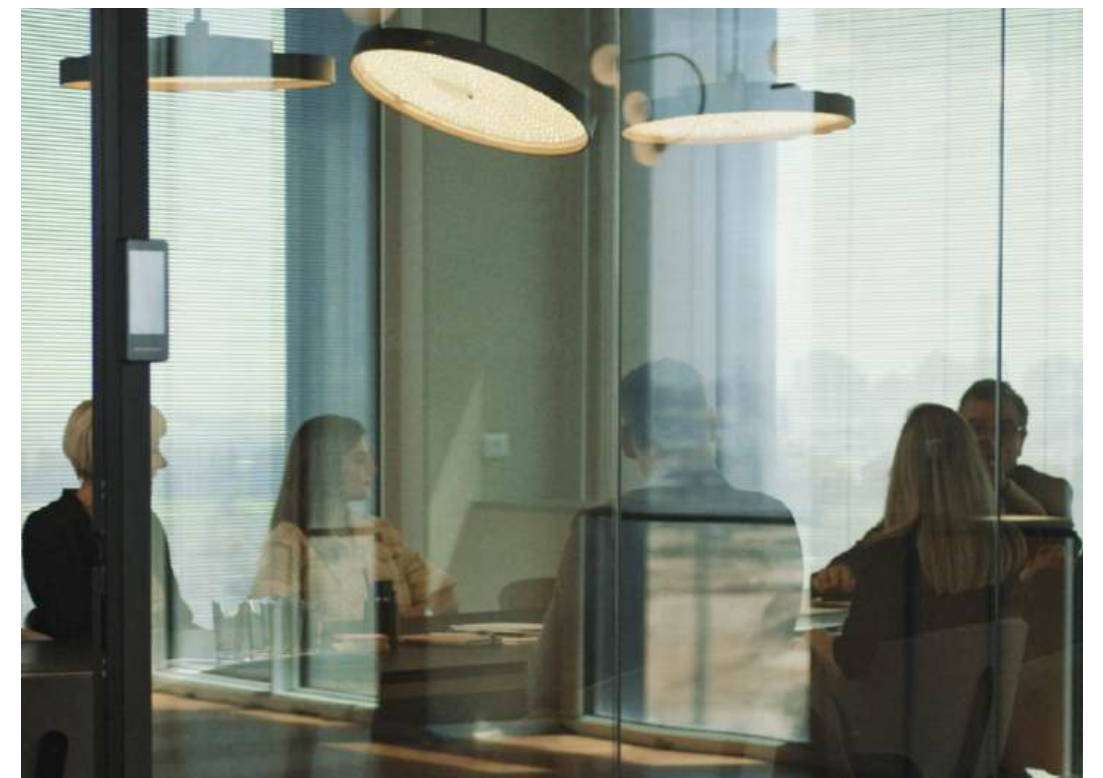
Photography

This section presents the three photo variations to be used within Finalis.



People

First, portraits. They should capture a warm, intimate tone, moving away from generic corporate photography to reflect both a professional and personal environment. Situations should feel real, with genuine interactions. In more standard setups, attention will be given to creating an interesting composition—playing with reflections on office glass, light, and other visual elements.



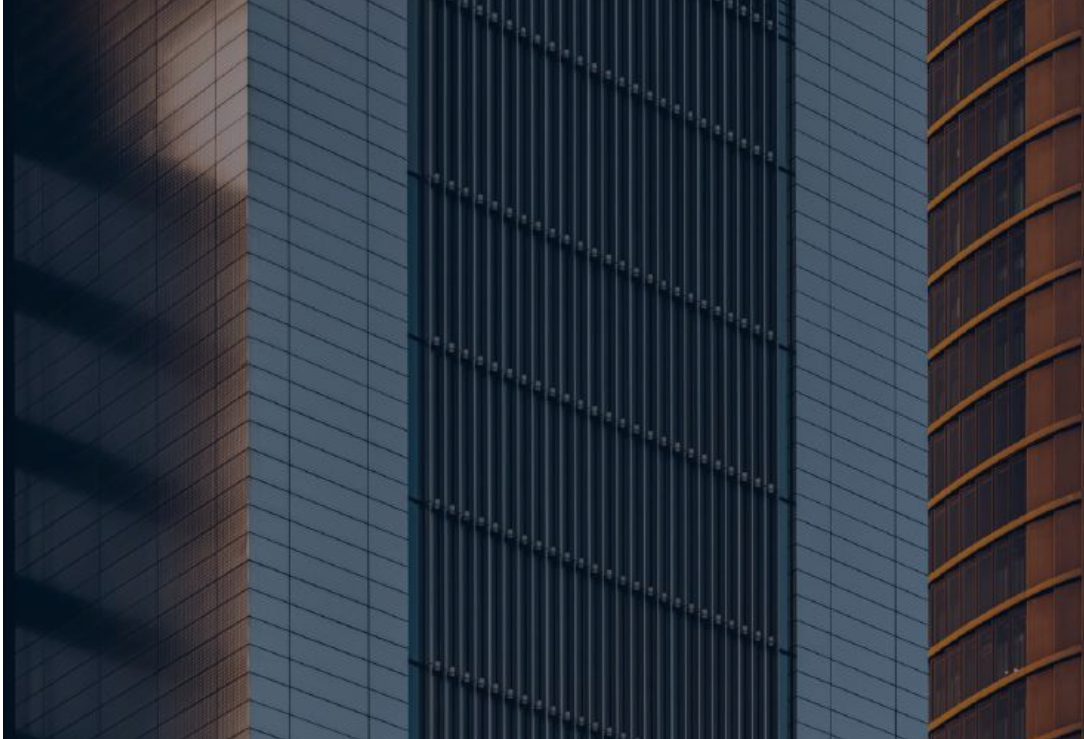
Nature

With regard to nature, the images aim to represent metaphorical growth and offer a broad and global perspective.



Architecture

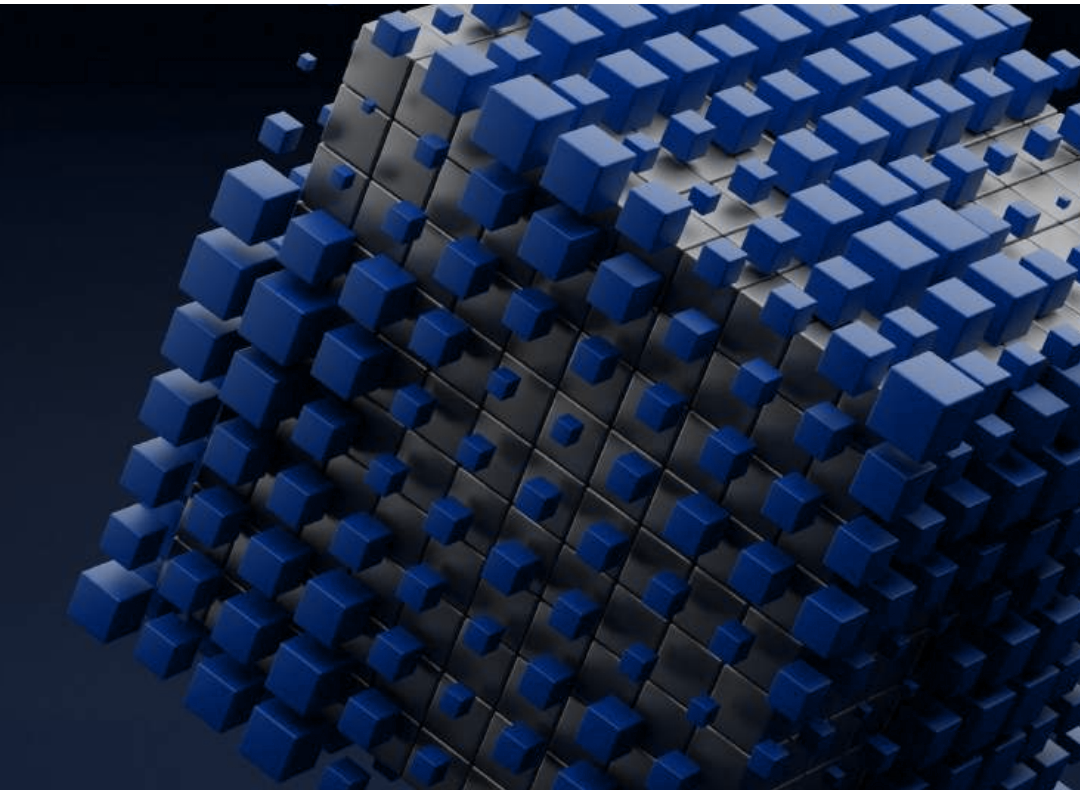
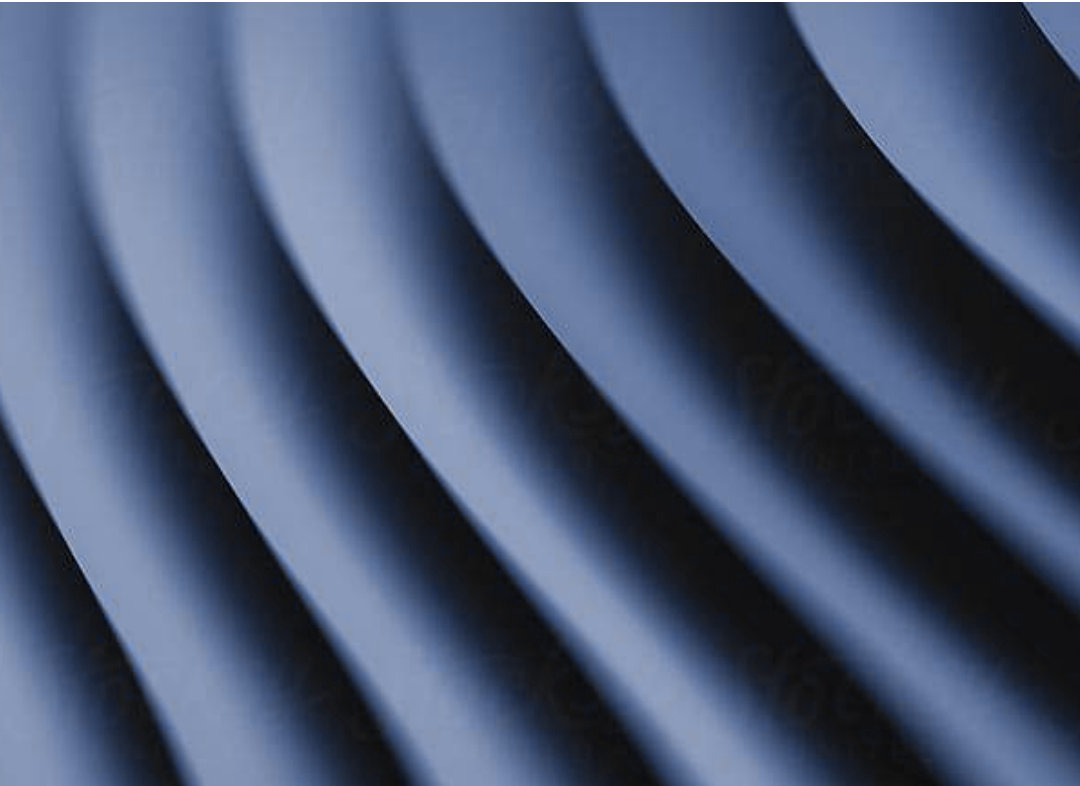
Places that are recognizable as typical business settings. Everything is captured with a personal approach to lighting and perspective, giving the scene a unified feel.



Abstract Technology

Abstract imagery will complement the narrative, representing themes of movement and growth.

We will aim to use these types of images when they reflect architecture, processes, and overlaps in a meaningful way. Images that appear too futuristic or too biological should be avoided.



Graphic resources

Gradient

This element adds a bit more depth and interest in a simple way. It's not used all the time, but rather in specific moments.

A single platform for
Compliance

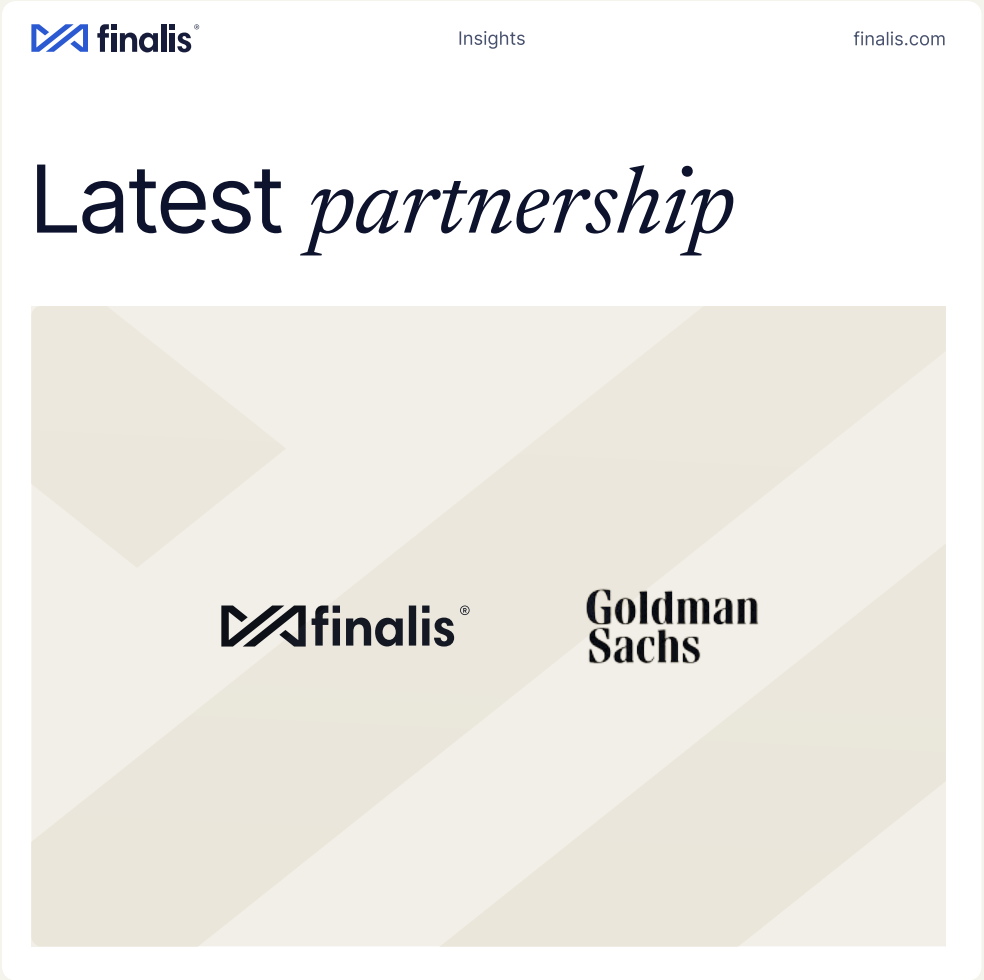
Gradient

Gradients will always be subtle and elegant, but small color variations can be applied (for example, a slightly lighter blue here).



Logo

This should not be overused, but it will be applied when aiming to reinforce the company’s more “corporate” image.



PRICING

Discover flexible pricing tailored to your compliance needs and budget.

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Elements

Here we play with simple geometric elements (like those in the icon), but in a slightly more expressive and metaphorical way.

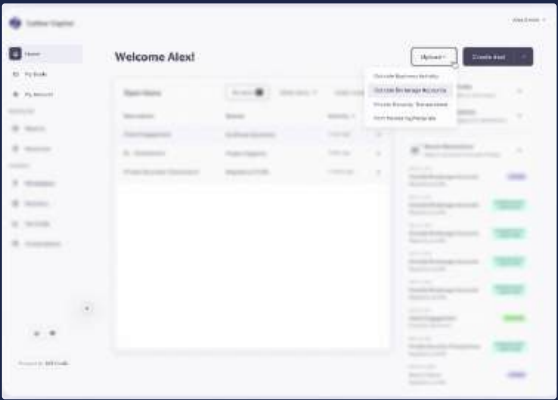


Corner radius

We have two types of edges. The first is straight, used when the rectangle reaches the border. The second is curved (approximately 4px) when the blocks are contained within the layout.

Your *partner* in navigating 2025's challenges

Explore how Finalis's platform can streamline your deal sourcing and due diligence processes



Straight

Workflow Automation

Move at the speed of the deal with AI-powered workflows and tooling

Get Started

Corner

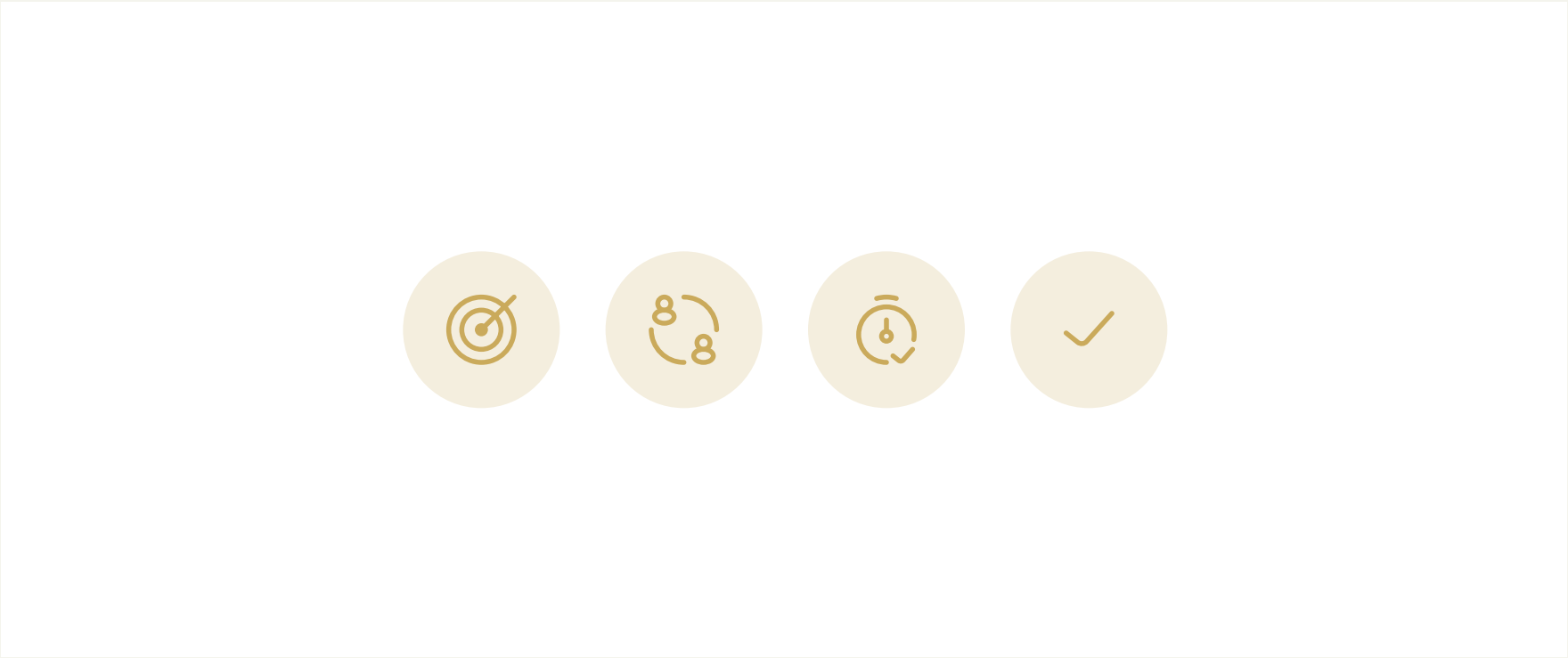
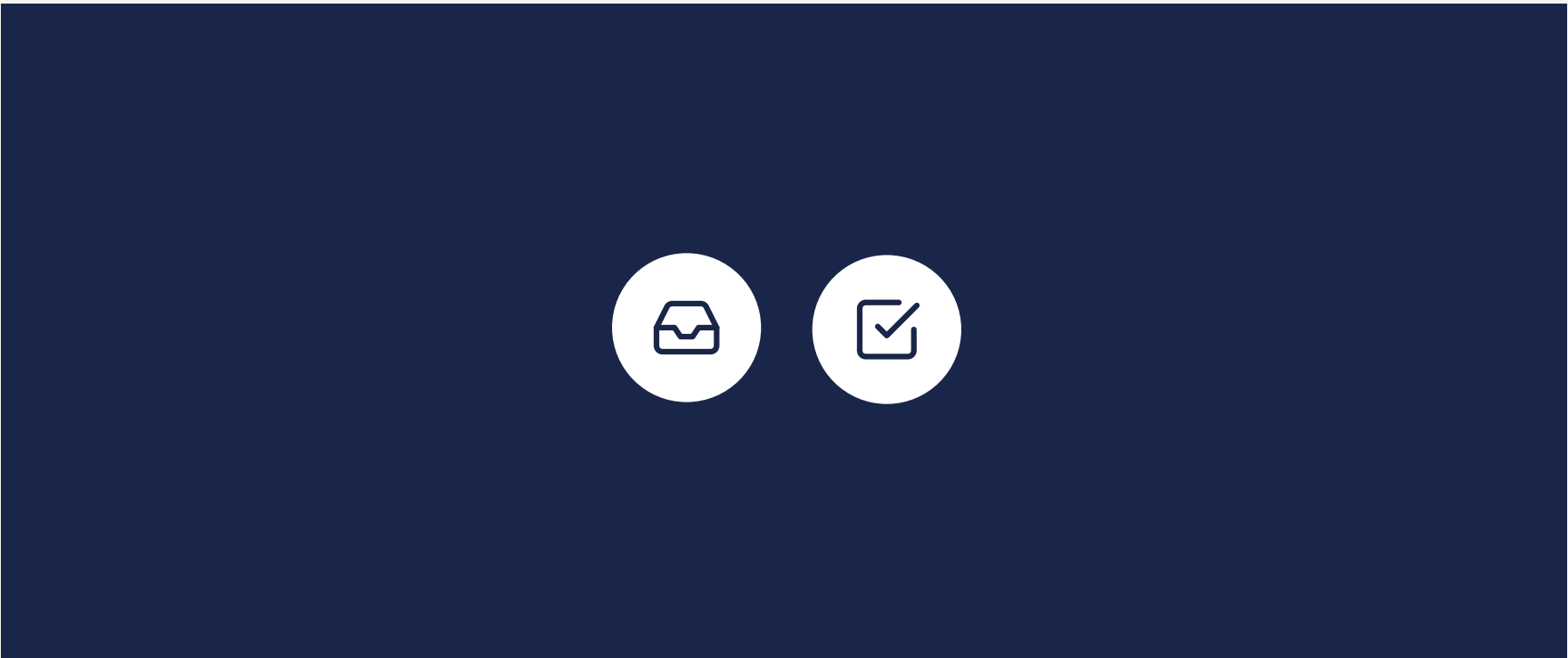
Icons

Icons

Icons are used as functional indicators — representing specific actions, features, or tools within the platform.

They **should not be used** as bullet points or to depict people.

The stroke should always match what is shown here.



Use

Usage guidelines for icons in beige



Deal Origination

Finalis is the largest global network of bankers who partners with issuers, large investment banks & more to source deals for our expert bankers to lead.



Deal Collaboration

If you're looking to expand your capacity or extend your reach on a deal, Finalis connects you with like-minded affiliated bankers who can collaborate and help you close more transactions.



Deal Distribution

Finalis connects qualified Capital Allocators to our pre-vetted, qualified deals managed by expert bankers to expedite Allocators investment in the right deal. Finalis' Capital Allocator Program gives investors the scalable approach to investing you've needed.

Use

Usage guidelines for icons in blue



0 Regulatory Disclosures



SOC 2 Type 2 certification



Fully compliant electronic recordkeeping

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