



BRAND GUIDE

Logo



CURRENT

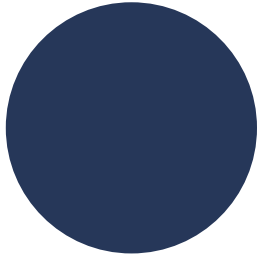


WHITE VERSION
*white logo on black &
primary colors background*

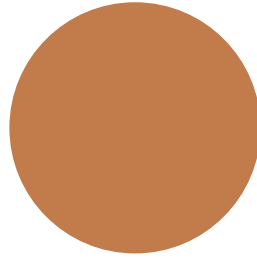


PRIMARY COLORS

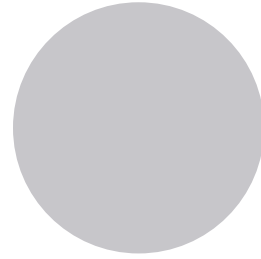
logo & website



#263759
RGB: 38, 55, 89
CMYK: 93, 80, 39, 31



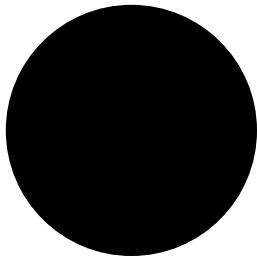
#C17A49
RGB: 193, 122, 73
CMYK: 21, 57, 79, 5



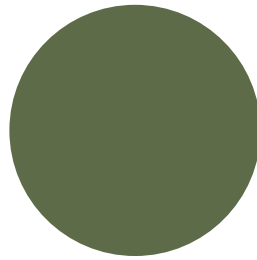
#C7C6CA
RGB: 199, 198, 202
CMYK: 22, 18, 15, 0

SECONDARY COLORS

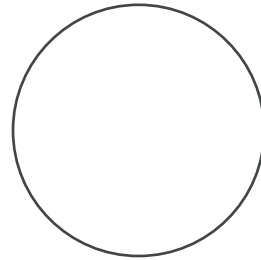
text & accent use



#000000
RGB: 0, 0, 0
CMYK: 60, 40, 40, 100



#5D6B49
RGB: 93, 107, 73
CMYK: 62, 41, 77, 25



#FFFFFF
RGB: 255, 255, 255
CMYK: 0, 0, 0, 0

EXAMPLES

text & color



- Advisors
- Wealth
- Holdings

Typography



HEADING

Playfair Regular

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Playfair Bold

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Playfair Black

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Playfair Black Italic

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

COPY

Montserrat Light

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Montserrat Regular

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Montserrat Medium

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Montserrat Semibold

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Montserrat Bold

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Montserrat Bold Italic

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Sub-Branding



SAMPLE LOGO



RETURN ADDRESS



QTR Family Wealth
Street Address
Suite #
City, State, Zip

LETTERHEAD

logo in top right corner, Arial font

QTR FAMILY WEALTH

605 Crescent Executive Court | Suite 104 | Lake Mary, FL 32746 | (407) 745-0715

Disclosures

EMAIL SIGNATURE

Name, Title

Bison Wealth/Sub-brand name

Street Address | Suite | City, State, Zip

Phone: xxx-xxx-xxxx | Mobile: xxx-xxx-xxxx

Email: xxxxxx@bisonwealth.com

bisonwealth.com/sub-brand | LinkedIn

Name, Title, Company: Calibri size 11

Address, phone, email, websites: Calibri size 9



B/D Disclosure - Calibri Italic Size 8

Email Disclosure - Calibri size 8

Thank You!

