

# OUR BRAND GUIDELINES

Version 2.0 - 20 March 2020



QUINTET  
PRIVATE BANK



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# INTRODUCTION



## WHY THESE GUIDELINES EXIST

Quintet isn't like other private banks.

Everyone working within or with Quintet is helping us create a new kind of private banking.

One that works for today and for the future.

That serves our current clients better than ever before and that attracts a new and growing client audience too.

And that works in each of the markets and territories we operate in.

These guidelines have been created specifically for those whose job it is to communicate who we are, why we're here and what we do.

We hope you find them useful.

If you have any questions that you feel aren't answered by these guidelines, please email [brandapprovals@quintet.com](mailto:brandapprovals@quintet.com) so we can get back to you.

## WHY THE BRAND MATTERS

A brand isn't just the wrapping we put on something.

It's not spin.

It's not just saying the same old thing in a different way.

It's not just communication.

The brand is the entire consistent experience people have of Quintet.

Every day.

At every touch point.

It's the sum total of everything we say, every decision we make, every thing we do.

Whatever part of Quintet someone touches, the experience must feel unique, different and utterly Quintet.

That experience is the brand.

And that's why managing our brand as well as we can is so important.

## WHAT IS OUR BRAND?

The following pages set out our brand strategy:

Who we're focusing on as a growth audience.

How we're positioning our brand to feel really valuable for these people in particular, whilst also minimising any risk of loss amongst our current clients.

What behavioural groups are most likely to share our attitude.

And how we use that shared attitude with different strategic audiences that are key to us achieving growth.

Everything that follows about how we execute our brand is designed to bring to life this strategy, and appeal as strongly as possible to our growth audience.

# OUR BRAND STRATEGY



## SHARED ATTITUDE

People who have an entrepreneurial spirit and are empathetic.

They see change as an opportunity not a threat. They're change makers who are leaning into and leading the future. They value family (however they define that) enormously. And of course they value women as much as men. They understand and value the world that we all share. They're not showy about their wealth but they're not ashamed either because they know wealth can be a force for good.

### HOW WE ARE DIFFERENT: OUR BRAND POSITIONING

Our brand positioning builds on this shared attitude.

We are the private bank for people who refuse to settle for trade-offs.

Just like these people, we understand that a world of change means a world of opportunity. And we know that the old 'either/or' rules no longer apply, that 'both' is better: Global and personal. Progressive and secure. Successful and sustainable.

It's only by working in partnership, sitting around the kitchen table with our clients and their families, that we can really enable our clients to manage their wealth to achieve the things they want and protect the things they really value in life.

We know that the best way for us to advise, guide and lead valuable conversations is by adding insight and reducing complexity; by adding security and reducing worry. And to always listen to the world's intelligence and insight; to other experienced and expert people we all work alongside; and most of all, to the people we're here to help, our clients.

It's only by doing this can we achieve the thing that drives all of us: actively using wealth to create a positive impact (however each of us define it).

**WE'RE FOR PEOPLE WHO  
SEE BEYOND TRADE-OFFS**

Just like our clients,  
we don't settle for old-  
fashioned trade offs.

We don't think anyone  
should have to choose  
between pursuing profit  
or protecting the planet.

Between global  
intelligence or personal  
understanding.

Between the best modern  
technology or real live  
human beings.

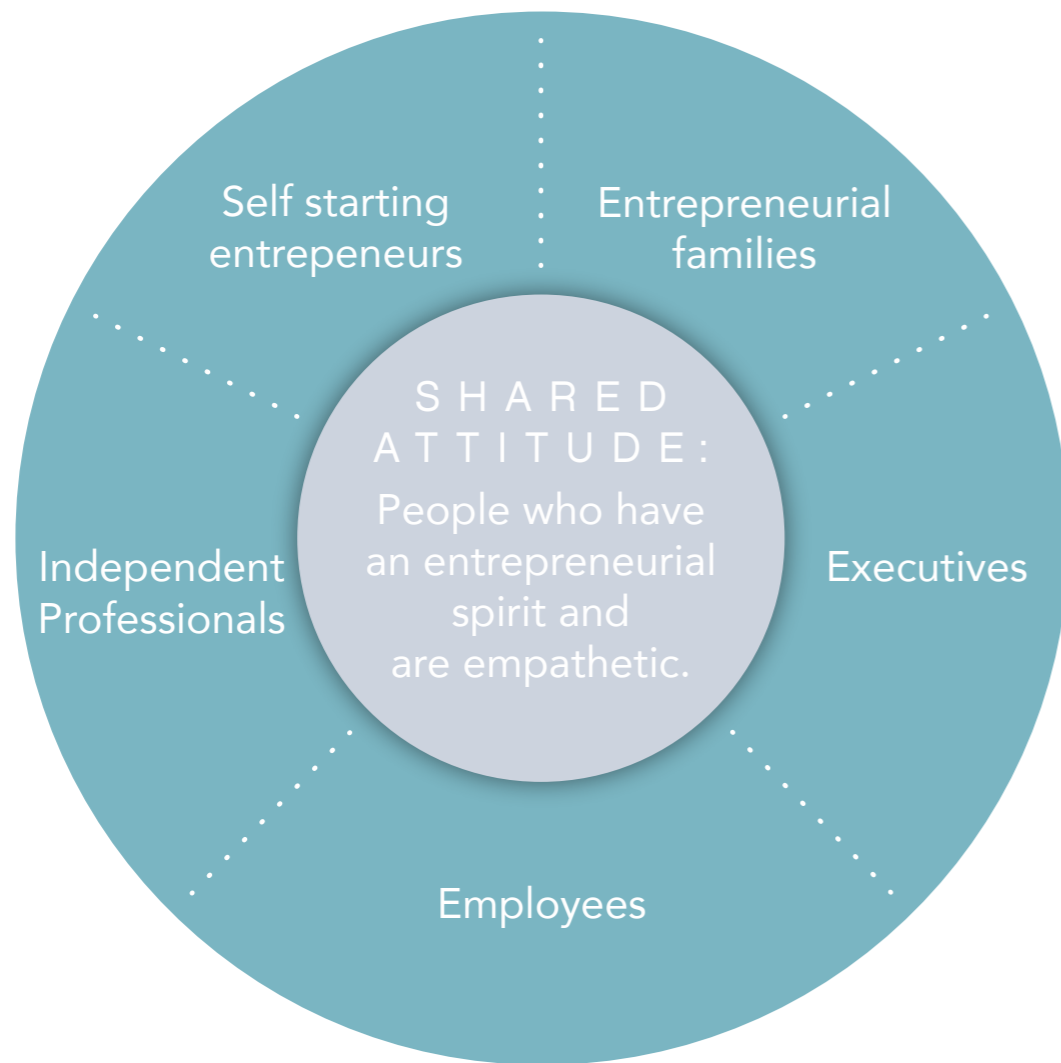
Between being led and  
being listened to.

Or between security and  
progress.

We refuse to be  
constrained by the old  
'either/or's.

We know that both is  
better.





### THE BRAND IS A TOOL FOR GROWTH

We'll focus on targeting five key behavioural groups as our growth audiences because they are more likely to over-index with our shared attitude:

All of whom will meet our criteria for net worth, to make sure they're the people we can best help.

### IT CAN HELP WITH BOTH CURRENT AND NEW CLIENTS

We can our shared attitude across four key strategic groups to help us maximise growth:

Acquiring new clients: Recruitment money and time should be focused on attracting people who share our point of view, even though of course we wouldn't reject those who don't if they come to us.

Increasing share of wallet amongst current clients: We'll look in our client base to find those who (either personally or within their family) share this attitude, as they'd be open to engaging more deeply with us so they're most likely to value what more we can do for them.

Retaining current clients: We can protect this audience who may be more change-adverse and not share our attitude. But we can use the fact that Quintet has this attitude to make them feel more secure in a changing world.

And we can create advocacy through recommenders: For instance, our clients' and potential clients' lawyers and accountants who appreciate the attitude is valuable and therefore recommend us, supporting further growth.

## WHY WE'RE CALLED QUINTET

With its roots in a five piece musical group, the name Quintet speaks to different players approaching the same piece of music from different perspectives.

Each sees the world differently, and that's a good thing because it lends their combined efforts greater depth, texture, range and effectiveness.

Most importantly, no matter how talented each individual player in a Quintet is, every performance depends on them listening to each other and working collaboratively together in genuine partnership.

It's because we listen carefully to our clients and each other, work together in partnership and because we bring different perspectives to our common goals they we have chosen the name Quintet.

## HOW WE USE THE QUINTET NAME

As part of a group, all banks will share the same Quintet brand name so we maximise consistency for ourselves and our clients.

However, this consistency will have some dynamic elements, enabling local markets some flex to add of their own flavour where appropriate:

All markets will use the Quintet name.

But local markets who have established valuable equity in their local name will continue to use that, adding Quintet as the group name.

All markets will use the Quintet logo font for their name, including those who are keeping their local name.

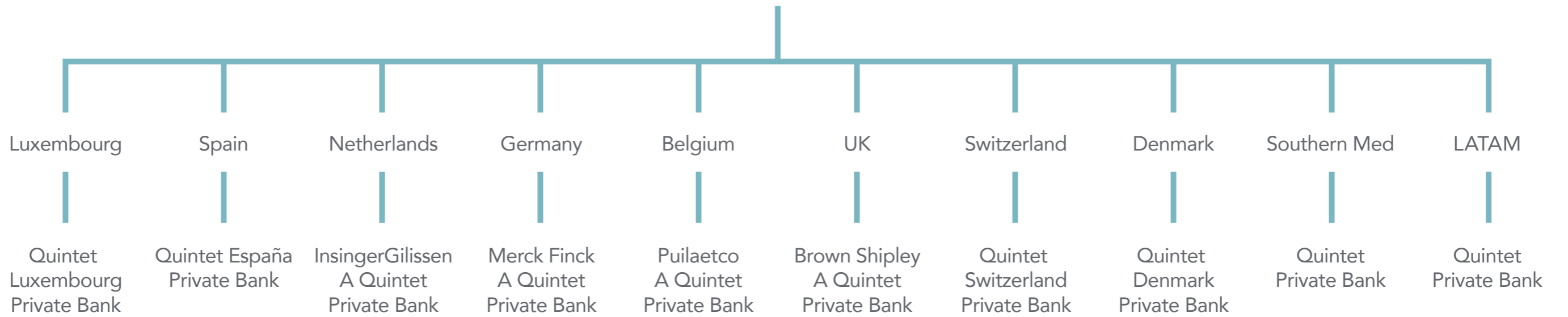
All markets will use a descriptor that includes 'Private Bank'.

For markets whose brand name will simply be Quintet, the descriptor will be 'Private Bank'

Whereas for markets that are keeping their local name, the descriptor will be 'A Quintet Private Bank'

See over for a summary of our Quintet naming architecture.

OUR NAMING ARCHITECTURE



## OUR BRAND CAMPAIGN LINE

We use our brand campaign line as a way of setting up or summarising who we are in our communications.

It's not locked up with the logo, or carved in stone in our buildings. But it is something that we should use to create consistency within and across markets.

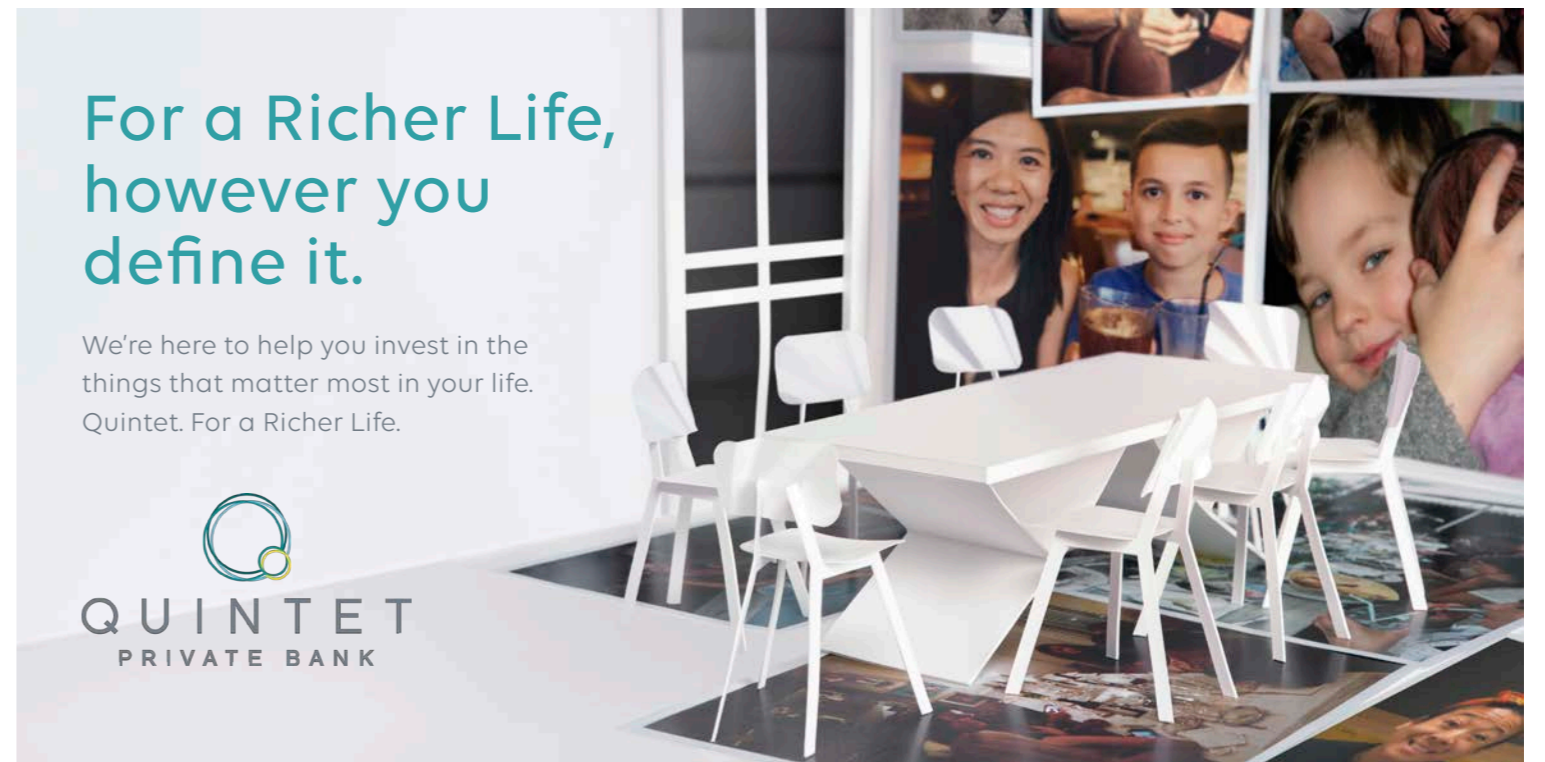
FOR A RICHER  
LIFE, HOWEVER  
YOU DEFINE IT.

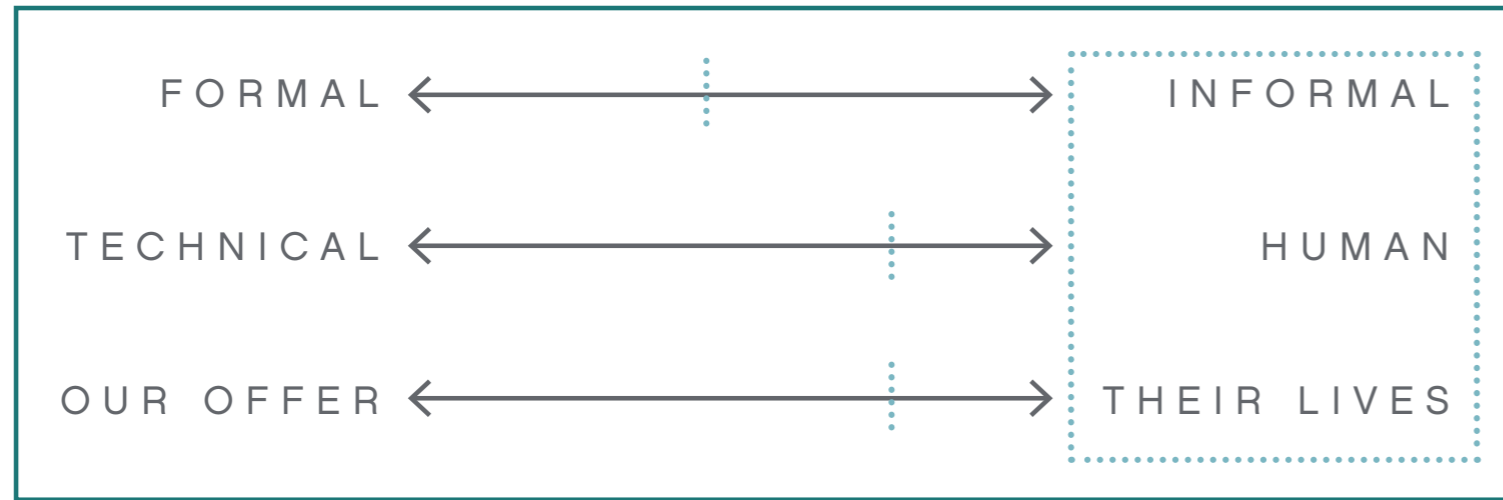


### HOW WE USE OUR BRAND CAMPAIGN LINE

We generally use this line in English, as that is the international language of business and the most commonly spoken language across all our markets.

Where local market customs suggest that we would be better served using indigenous language, we will transcreate rather than simply directly translate this line.





## OUR BRAND TONE OF VOICE

We don't talk the way banks do. We talk the way human beings do.

That means avoiding old fashioned formality and moving towards a professional tone that's informal without being casual. We must always remember that even if we're sitting round the kitchen table with our clients, we're there as a partner and trusted advisor, not a casual friend.

Because we talk the way human being do we must never hide behind technical jargon that obscures our meaning.

That's the lazy option if it doesn't help our clients. Where real human speak is clearer, that's what we should use. But we mustn't dumb things down and patronise our audience, so we shouldn't shy away from using technical language when it's really helpful for our clients.

Most of all, we should always be led by our clients, where we can: by their lives, their interests, their version of what wealth is for, their tonal register when we're in conversation.



## OUR WRITING STYLE

We're a private bank that's not like other banks.

That's why we have a distinct way of talking.

We don't talk the way banks do.

We talk the way human beings do.

The way we talk is straightforward, yet smart.

A mixture of intelligence, wit and charm.

Our writing needs to be authoritative and knowledgeable, reflecting our deep expertise in wealth.

Whilst also being empathetic, understanding, warm and thoughtful, as any guest would be around a family's kitchen table.

We're also a challenger brand. So we like to be gently provocative.

We never talk down to people or oversimplify.

That doesn't mean we shy away from talking about important topics that are sometimes inherently complex.

But it does mean that when we talk about things that need explanation we explain them simply and concisely.

A few other things worth mentioning:

When writing numbers we follow the convention of using words up to ten, then using numbers from 11 onwards.

We're neither overly formal nor overly familiar with people. We'd say 'Hello' rather than 'Hey there' or 'Hi'.

We don't take shortcuts with our words.

We say 'and' never '&', unless for names and signage.

We avoid using cliches.

We avoid words that might

make us appear pompous. Like 'ergo'.

We don't use slang.

We'll occasionally use abbreviations, but only for certain things. And only if we've outlined the full phrase first.

We don't use 'etc'.

We say 'for example' not 'eg'.

We'll occasionally use italics for technical reasons or citation. But we avoid using them for emphasis in headlines. We'd rather write in a way that helps people understand which words are the ones that need emphasis. It's a bit harder to do but much nicer to read.

It helps make sure we don't end up with long, rambling blocks of copy that are hard for people to wade through and uninviting to read.



# OUR LOGO





### MASTER BRAND LOGO

The master brand logo is made up of three parts:

**Icon**

**Bank Name**

**Descriptor**

Where possible it should be used as a complete lock-up in full.

The lock-up is always used at the proportions shown and the individual assets should not be sized or distorted.

The typographic parts of the lock-up do not exist as an existing font, they have been designed specifically for the logo. Do not try to create from existing fonts.

The spacing of each asset of the logo is set, do not re-space or distort to fit spaces.

Safe Area



### SAFE AREA AND MINIMUM SIZE

The clear area of the logo (left) is the width of the 'Q' from 'Quintet'.

The minimum size the logo can be used is 20mm over the height of the lockup.

When used at its minimum size please use the black and white version of the logo. This will ensure a better readability.

Minimum Size





### OUR COUNTRY SPECIFIC LOGOS

In line with our master brand logo, our country specific logos are kept to the same proportions.

Again, the typography is bespoke and not based on any existing fonts.

The spacing of each asset of the logo is set, do not re-space or distort to fit spaces.

Minimum Size



When used at its minimum size please use the black and white version of the logo. This will ensure a better readability.

### MINIMUM SIZE AND SAFE AREA

The safe area of the logo (left) is the width of the 'Q' from 'Quintet'.

When used in shallow spaces the icon part of the lock-up is removed to hold the same proportions to the master brand logo.

This will allow sizing to be the minimum height of 20mm.

When using the lock-up in it's entirety, the minimum height of these logos are 27mm.



### OUR LOCAL MARKET LOGOS

In line with our master brand logo, our country specific logos are kept to the same proportions.

The spacing of each asset of the logo is set, do not re-space or distort to fit spaces.

Again, the typography is bespoke and not based on any existing fonts.



### MINIMUM SIZE AND SAFE AREA

When using the lock-up in its entirety, the minimum height of the double line stacked logos (e.g: Brown Shipley) is 27mm.

The minimum height of the single line logo (e.g: Merck Finck) is 21mm.

This is calculated by the minimum size of the icon (height of 10mm).

When used at its minimum size please use the black and white version of the logo. This will ensure a better readability.

Minimum Size



Minimum Size



Minimum Size



Minimum Size



Minimum Size



Minimum Size



Minimum Size



Minimum Size



Minimum Size



Minimum Size



## USING OUR LOGOS IN SHALLOW SPACES

When using our logos in shallow spaces we need to position the Icon to the left keeping the same proportions of the Master Brand logo. The minimum size is measured by the height of the icon. (10mm).

Please see examples (left).

This shows how the proportions of all logos remain the same as the Master Brand logo for consistency, taking into account safety areas.

The cap height remains the same across all logos.

When used at its minimum size please (10 mm) use the black and white version of the logo. This will ensure a better readability.



Icon used in background and not over-cropped.

Logo used without icon.

## SEPARATING THE ICON FROM OUR LOGO

In some instances, it may be appropriate to use a version of the logo without the icon.

In this case, the icon should be visible in another element of the design such as the background.

It must be clear what the icon is. Do not crop it too much otherwise it may lose its identity.

You can also use the logo separate from the icon to avoid over repetition of the master brand logo. e.g brochures and presentations.

# QUINTET PRIVATE BANK

**Although this graphic option is available, please do not use this solution in 2020 as we want to ensure that the new brand awareness is a success**



**INTERIM ENDORSEMENT LOGO**

Only to be used with approval of the Chief Marketing Officer



This endorsement has to be used in few exceptions only and only if the Quintet logo is not yet present in the related media or collateral.

This can be the case for InsingerGilissen and their soft brand change

WHAT WE NEVER DO



Correct logo version.



Never change the position of the icon from the approved location of top and centre.



Never increase the size of the icon or shrink the type independently from each other.



Never shade the icon, increase the size or move it from the approved location.



Never change the logo font.



Never slant or rotate the logo in any direction.



Never add any effects or drop shadows to the logo.



Never distort or reshape the logo in any direction.



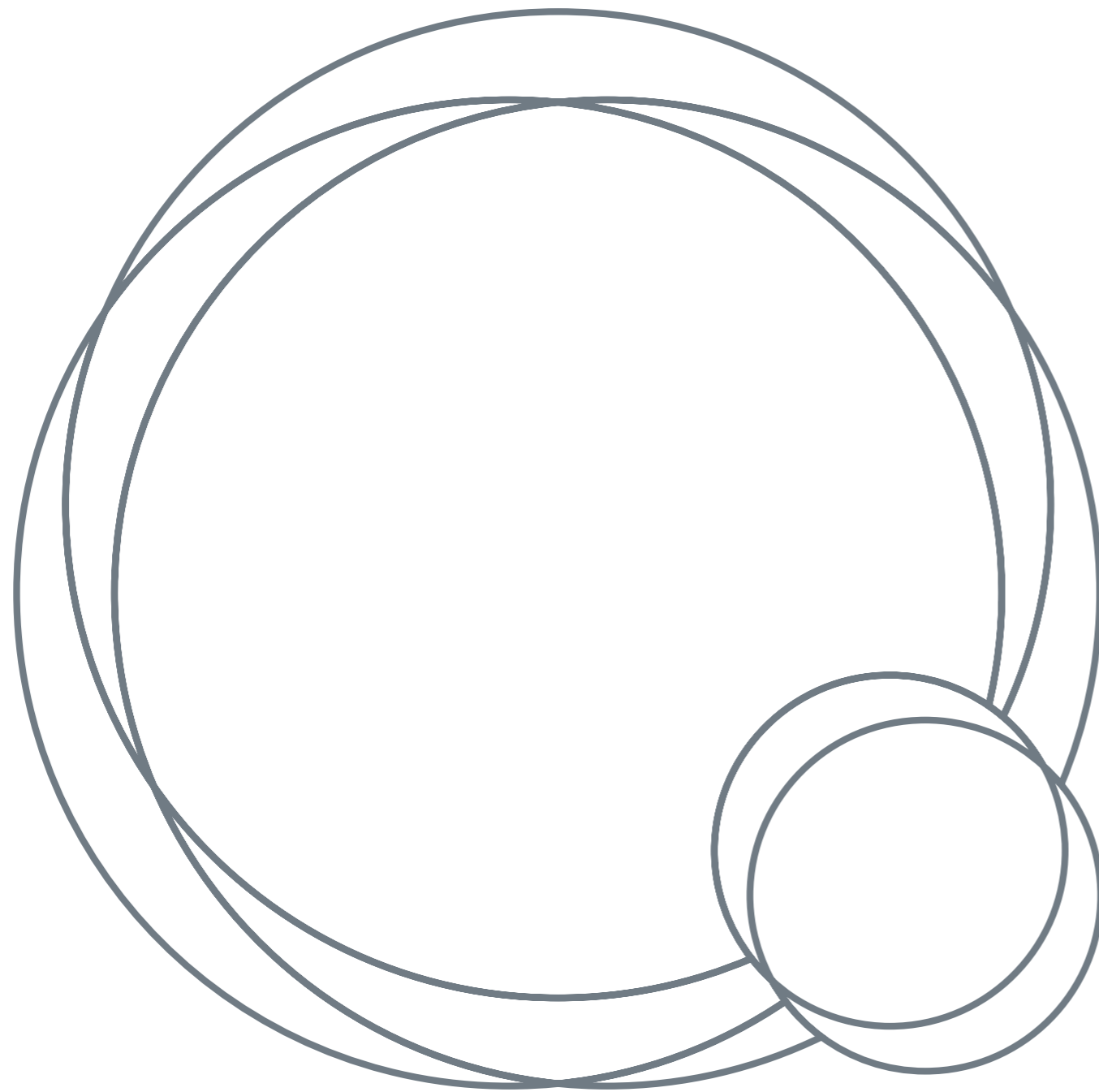
Never remove any parts of the logo.





# OUR ICON





## OUR ICON

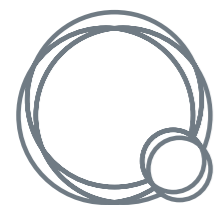
A unique icon is a powerful asset within a brand armoury, bringing a sense of movement and feeling to complement the name, as well as working as a visual identifier in places where relying on words alone is less powerful.

Our signifier is inspired by sound waves - what the sound a Quintet makes looks like.

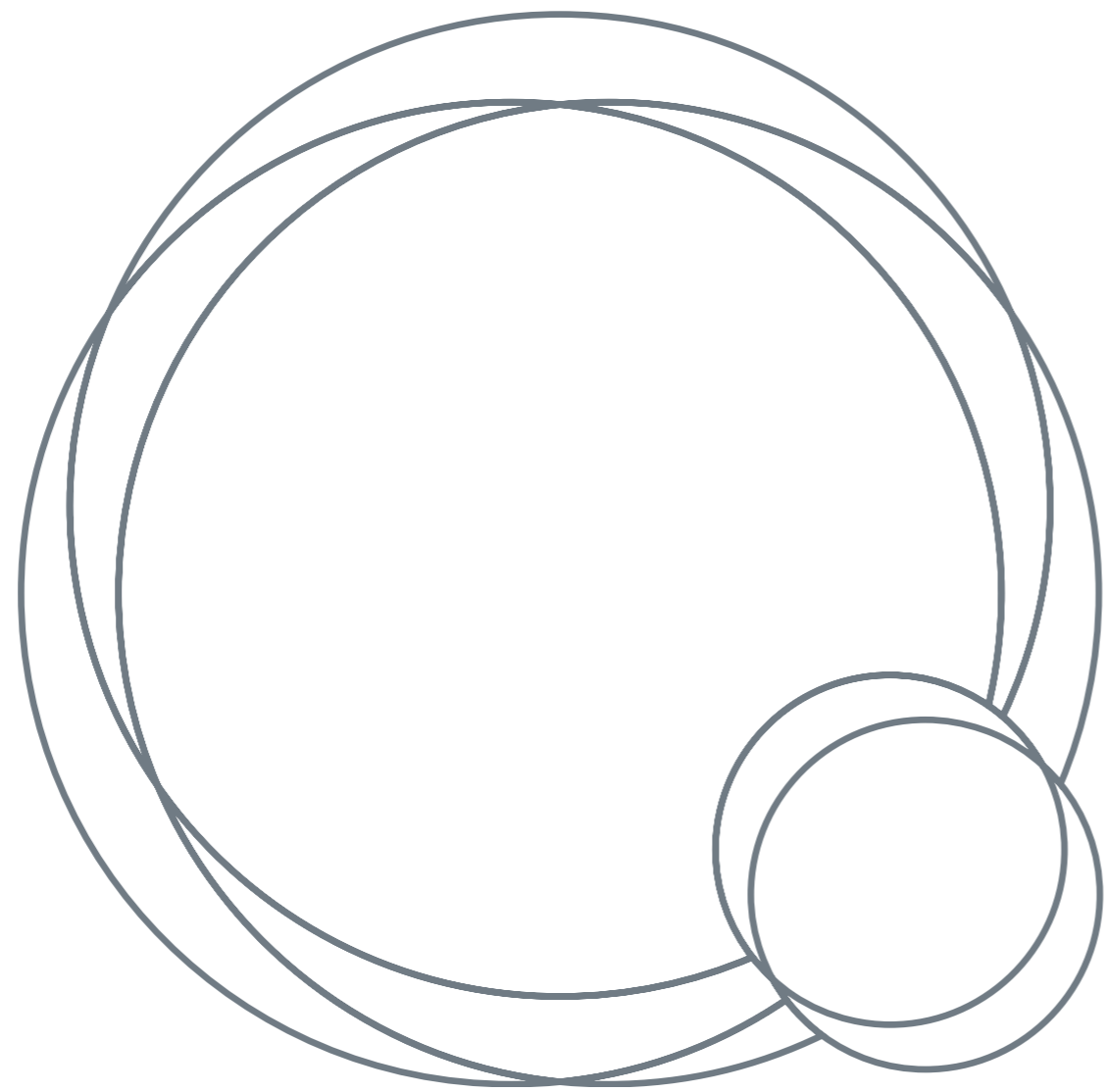
This is both organic and technical, reflecting the magic of music and yet rooted in science and maths too.

And we have formed this sound wave into interconnecting circles to represent the partnership and collaboration that's so central to the way we at Quintet approach everything we do.

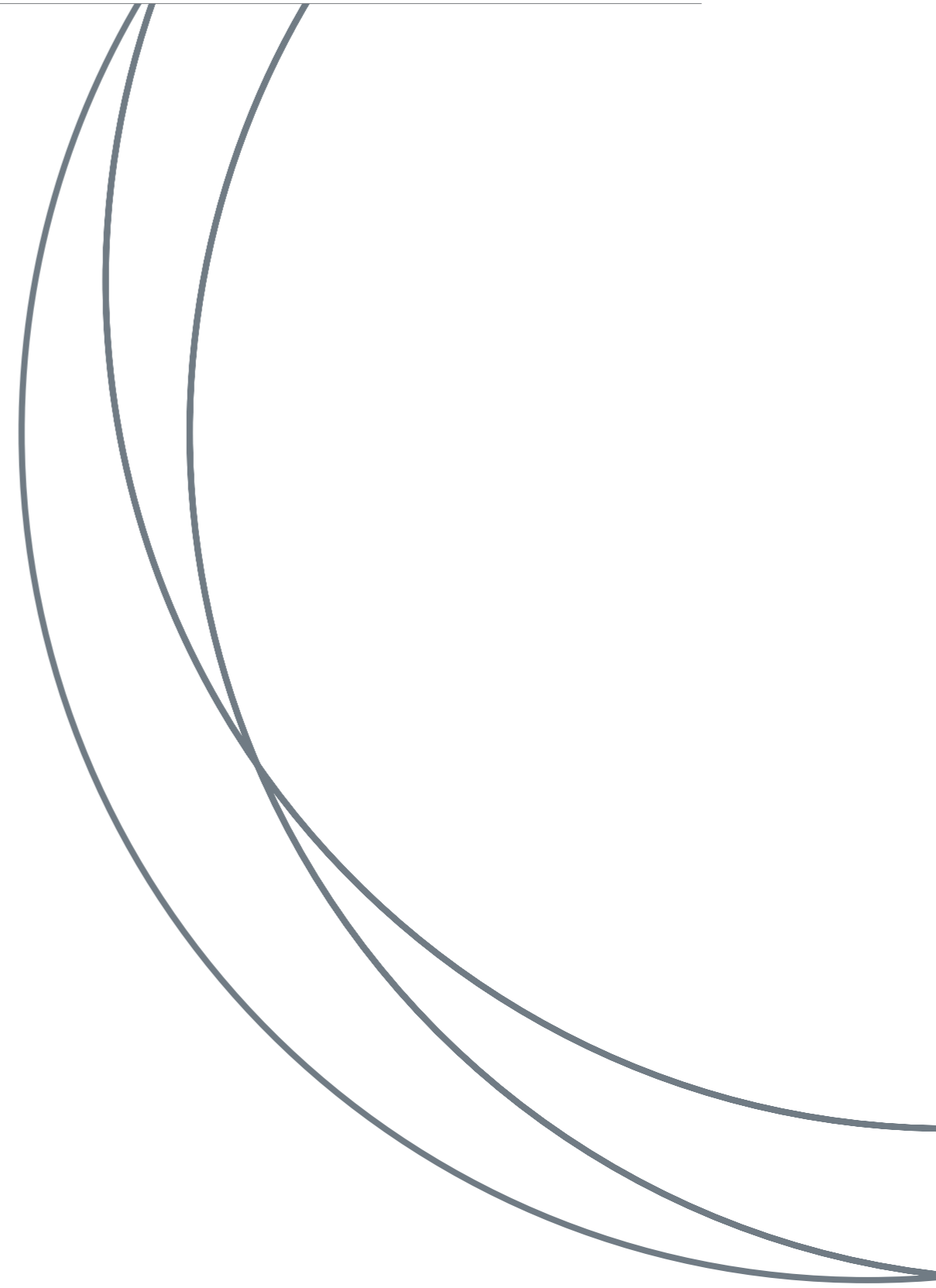
ICON WEIGHTS



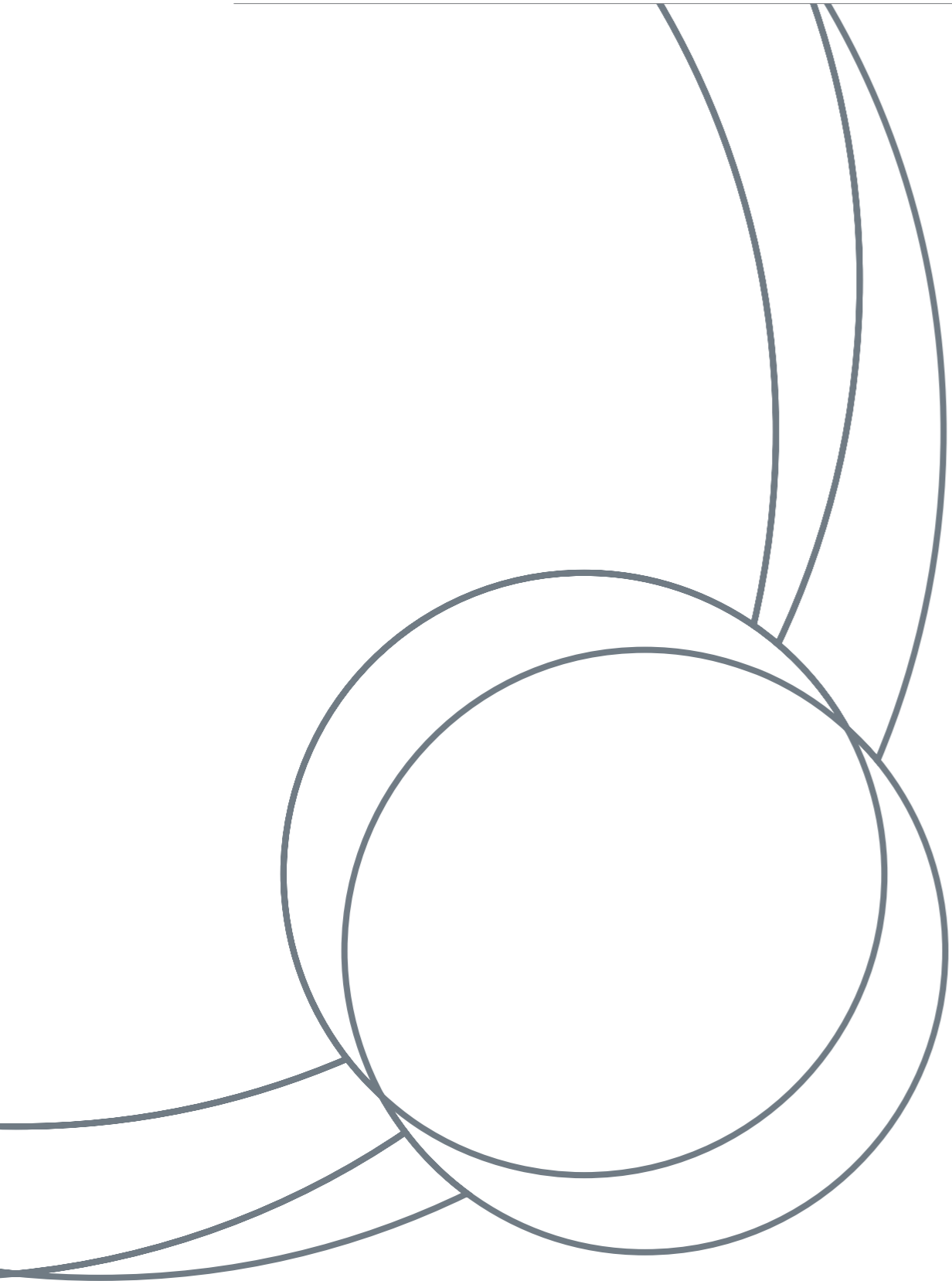
ORIGINAL  
(1.7PT)



MEDIUM  
(EXAMPLE: 2.5PT)



LARGE  
(EXAMPLE: 3PT)



## HOW WE USE OUR BRAND ICON

We can use our brand icon as a design element.

It can be increased in size to fit the format of the communication but the line thickness should be in proportion to the size of the original icon and should never look too thick otherwise it will lose its elegance.

Do not just scale up the original without regard for the line thickness.

We don't always have to show the icon as a whole either. It can be cropped and positioned in different ways to highlight different aspects of the icon and page design.

It should never be placed over imagery but can go behind and should always respect the clear space around our brand logo.

It is fine to go behind headlines but should not go behind body copy as it could reduce legibility.

When using our icon as a background design element over white, the colour should generally be 15-20% Volcanic.

If using over a coloured background, the icon should be a percentage of the background colour.

OUR ICON IN ACTION - PAGES FROM COUNTERPOINT 2020



Counterpoint 2020

**FOR  
A RICHER LIFE,  
HOWEVER YOU  
DEFINE IT.**

**HEALTHCARE: POSITIVE**

The healthcare sector benefits from structural growth drivers (Fig. 13), from aging populations (Fig. 14), to increased treatment of diseases in the rising middle class, especially in Asia. Large pharmaceutical companies have become more productive with internally developed innovative pipelines, and by taking more risk in developing more breakthrough drugs, rather than incremental improvements of treatments.

Additionally, they have the financial resources to acquire any breakthrough technologies after they have been proven, which can then be monetized via

their distribution platforms and should further boost their future growth prospects.

The sector's performance has been held back by the upcoming US presidential election, as healthcare remains a key battleground. The Democrats' "Medicare for All" healthcare reform proposal appears to be a threat; however, we believe this

proposal will be very challenging to implement, given that US federal healthcare spending would need to increase by more than 800% per year to afford the program. Overall, we believe valuations in healthcare are attractive for the innovative, defensive growth offered by the sector.

Counterpoint 2020

**Fig. 13: HEALTH CARE SPENDING IS PREDICTED TO GROW**  
Healthcare spending 2017 and projected spending 2022

Region	2017	2022
Global	7,724	10,059
North America	4,175	3,509
Western Europe	2,279	1,745
Asia & Australasia	2,427	1,766
Latin America	437	350
Middle East & Africa	279	196
Transition economies	239	177

Source: Deloitte


**Fig. 14: GLOBAL LIFE EXPECTANCY IS ON THE RISE**  
Projected global life expectancy at birth

Period	Life Expectancy (Years)
1950-1955	48 Years
1990-1995	65 Years
2010-2015	71 Years
2045-2050	77 Years
2095-2100	83 Years

Source: United Nations Department of Economic and Social Affairs

Ihre Privatbank


**SIE HABEN ALLES VERDIENT. NUR KEINE KOMPROMISSE.**



**MERCK FINCK**  
A QUINTET PRIVATE BANK

The medium icon from the page 13-14 has been used in these examples.

OUR ICON IN ACTION

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam.

**WHO SAYS INVESTMENT CAN'T BE SUSTAINABLE AND SUCCESSFUL?**

Many banks still peddle the myth that profitable and purposeful investing are polar opposites; that you can only maximise one by minimising the other. But those old trade-offs are simply no longer true.

At Quintet we always strive to make a meaningful impact on the world around us. More importantly, we know that we don't have to sacrifice performance to achieve this. On the contrary, active,

purposeful investing can be the most powerful for our clients in the here and now too. So it really is true that you don't have to settle for either/or. Both is better.

QUINTET WELCOME PACK | 5

OUR  
TYPOGRAPHY





HEADLINE 1: CHALET - LONDONNINETEENSIXTY

A B C D E F G H I J K L M N O P Q  
 R S T U V W X Y Z  
 1 2 3 4 5 6 7 8 9 0 £ \$ € % ? / ( ) &

SUB HEADLINE 2: CHALET - NEWYORKNINETEENSIXTY

A B C D E F G H I J K L M N O P Q  
 R S T U V W X Y Z  
 1 2 3 4 5 6 7 8 9 0 £ \$ € % ? / ( ) &

BODY TEXT: AVENIR - BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890 £ \$ % ? / ( ) &

OUR TYPOGRAPHY

We use two fonts for headlines depending on the final size.

Both headline fonts are use all in upper case with specific spacing and proportions (explained on next page).

The main headline font, is used for shorter lines with larger type sizes is Chalet - LondonNineteenSixty.

For smaller headline sizes with more words we use Chalet - NewYorkNineteenSixty.

Body text is always set in Avenir Book and is set in sentence case (upper and lower).

**In instances where Avenir is not available and a more universal font is required, we use Arial font.**

Chalet is available to purchase at:

<https://houseind.com/hi/chalet>

Avenir is available to purchase at:

<https://www.fonts.com/font/adobe/avenir>

## HEADLINE EXAMPLE

**Sub-heading:** Chalet - NewYorkNineteenSixty

**Size and leading:** 12pt type on 13.2pt leading.

**Tracking:** +200em.

**Space from Main Headline:** Same as space between lines on Main Headline.

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG

THE QUICK BROWN  
FOX JUMPS OVER  
THE LAZY DOG

**Main Headline:** Chalet - LondonNineteenSixty

**Size and leading:** 48pt type on 53pt leading.

**Tracking:** +200em.

The headline (left) shown demonstrates how our fonts are used in a typical example.

Headlines are always ranged left.

No fullpoints are used on the end of headlines.

The main part of the headline is set in Chalet - LondonNineteenSixty, upper case, spaced at 200 tracking. Leading or line feed is approximately +10% more than the point size used. e.g: 48pt type on 53pt leading.

For the smaller (Sub-header) part of the headline, we use Chalet - NewYorkNineteenSixty, upper case, spaced at 200 tracking.

The ratio of this is set at 25% of the main headline cap height (in this example 12pt). The distance above the main headline is the same as the space between the lines of the main headline.

The minimum size of a sub-headline is 12pt.

## BODY COPY EXAMPLE

**Body copy:**

Avenir Book U&amp;lc.

**Size and Leading:**

12pt type on 16.8pt leading.

**Tracking:** +30em

At vero eos et accusamus  
 et iusto odio dignissimos  
 ducimus qui blanditiis  
 praesentium voluptatum  
 deleniti atque corrupti quos  
 dolores et quas molestias  
 excepturi sint occaecati  
 cupiditate non provident,  
 similique sunt in culpa qui  
 officia deserunt mollitia  
 animi, id est laborum et  
 dolorum fuga.

**Paragraph Spacing:**

12pt.

Et harum quidem rerum  
 facilis est et expedita  
 distinctio.

Body copy is set in  
 Avenir Book upper and  
 lower case ranged left.

Minimum point size should  
 be 12pt.

Tracking is set at +30em.

Leading is set at a ratio  
 of 140% of the point size,  
 in the example (left) 12pt  
 type on 16.8pt leading.

Paragraph spacing is set at  
 the same as the type size,  
 in this example 12pt.

We work to a three column  
 grid.

OUR TYPOGRAPHY IN ACTION - PRINT

**Sub-heading:** Chalet - NewYorkNineteenSixty

**Tracking:** +200em

**Space from Main**

**Headline:** Same as space between lines on Main Headline.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam.



Many banks still peddle the myth that profitable and purposeful investing are polar opposites; that you can only maximise one by minimising the other. But those old trade-offs are simply no longer true.

At Quintet we always strive to make a meaningful impact on the world around us. More importantly, we know that we don't have to sacrifice performance to achieve this. On the contrary, active,

purposeful investing can be the most powerful for our clients in the here and now too. So it really is true that you don't have to settle for either/or. Both is better.

WHO SAYS INVESTMENT CAN'T BE

**SUSTAINABLE  
AND  
SUCCESSFUL?**

**Body copy:**  
Avenir Book U&lc.

**Size and Leading:**

Approx +140% of the point size used.

**Tracking:** +30em

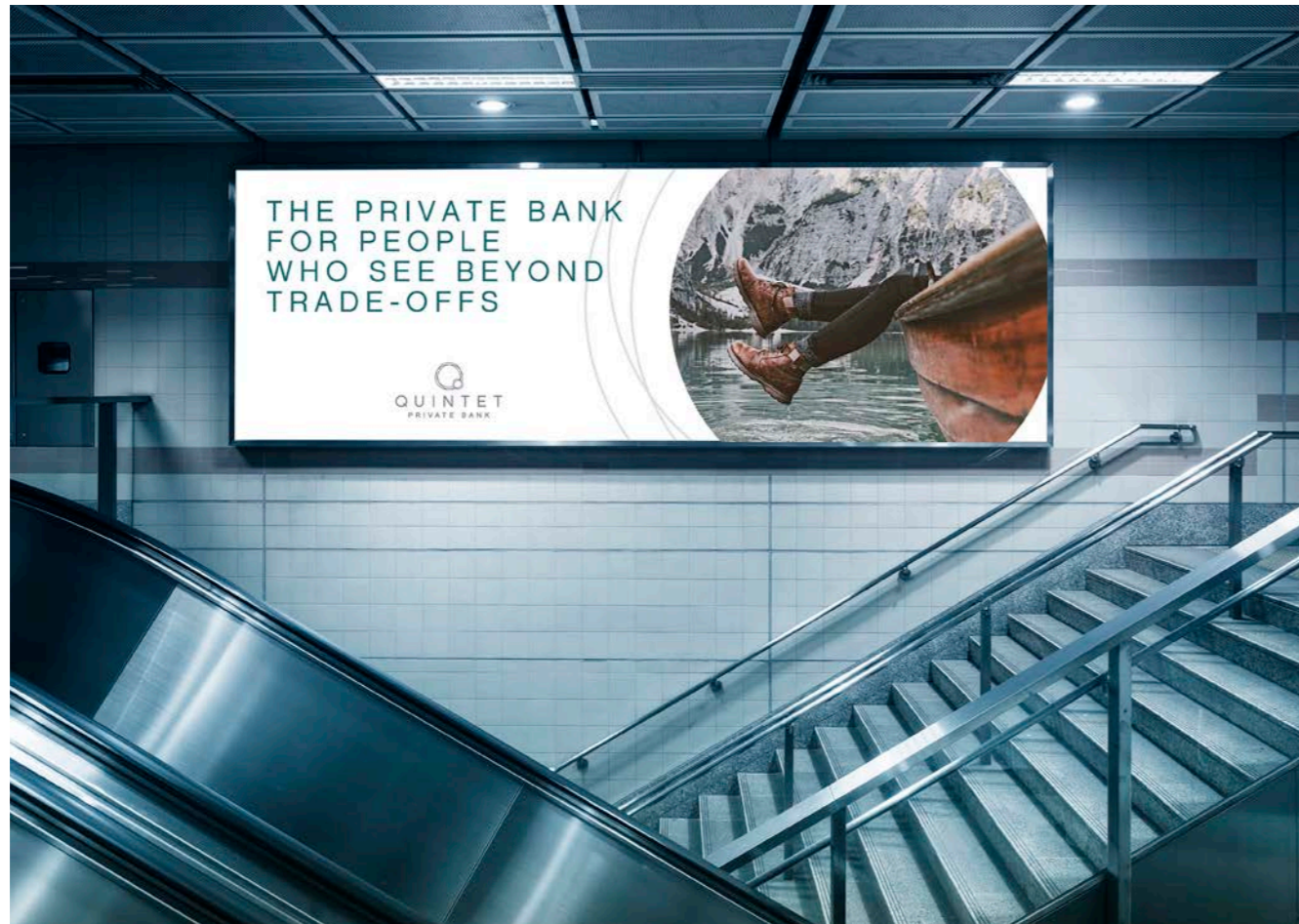
**Paragraph Spacing:** 12pt.

**Main Headline:** Chalet - LondonNineteenSixty

**Leading:** Approx +10% more than the point size used.

**Tracking:** +200em.





**Main Headline:** Chalet - LondonNineteenSixty  
**Leading:** Approx +10% more than the point size used.  
**Tracking:** +200em.





## OUR TYPOGRAPHY IN ACTION - ONLINE

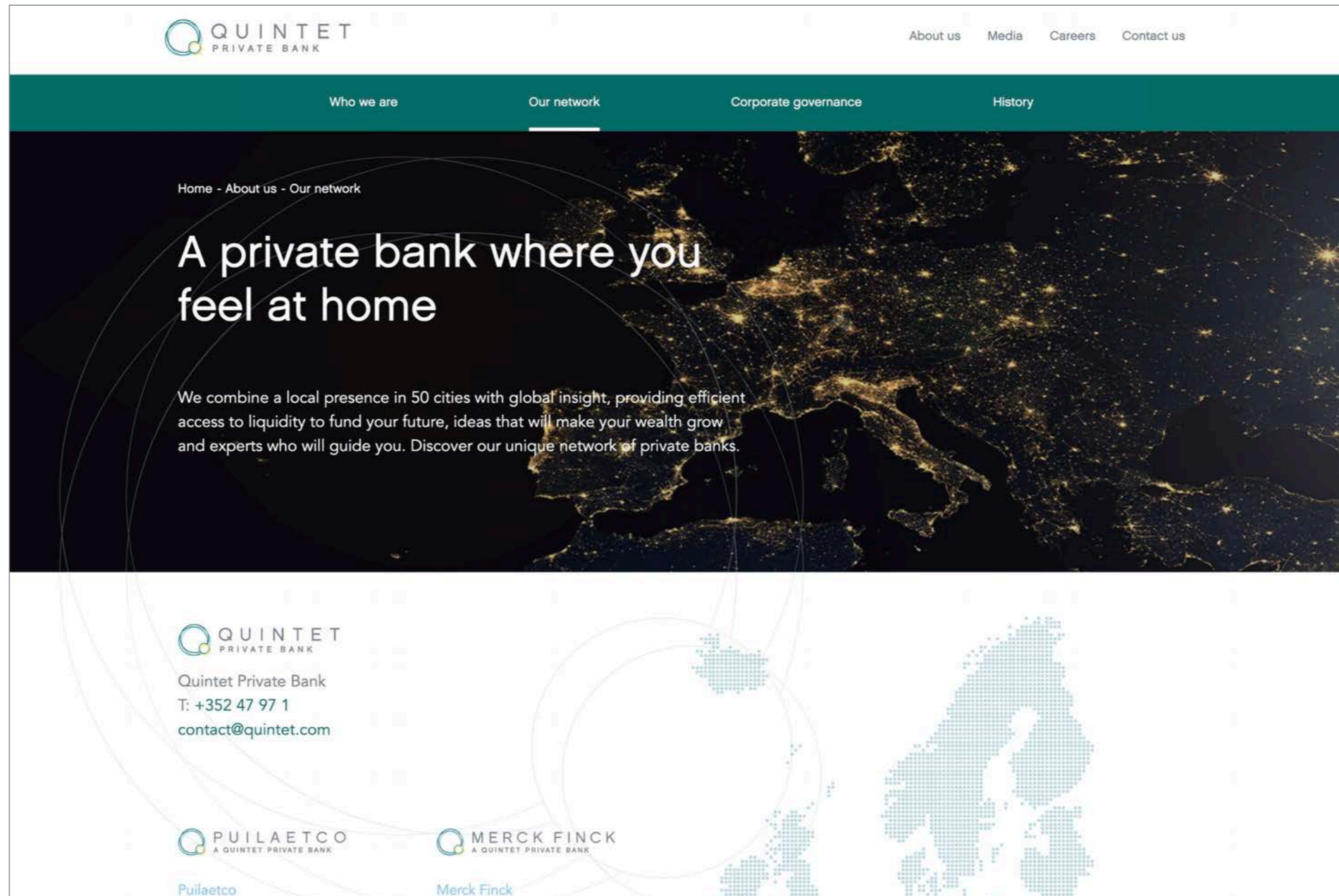
**Title (H1):**

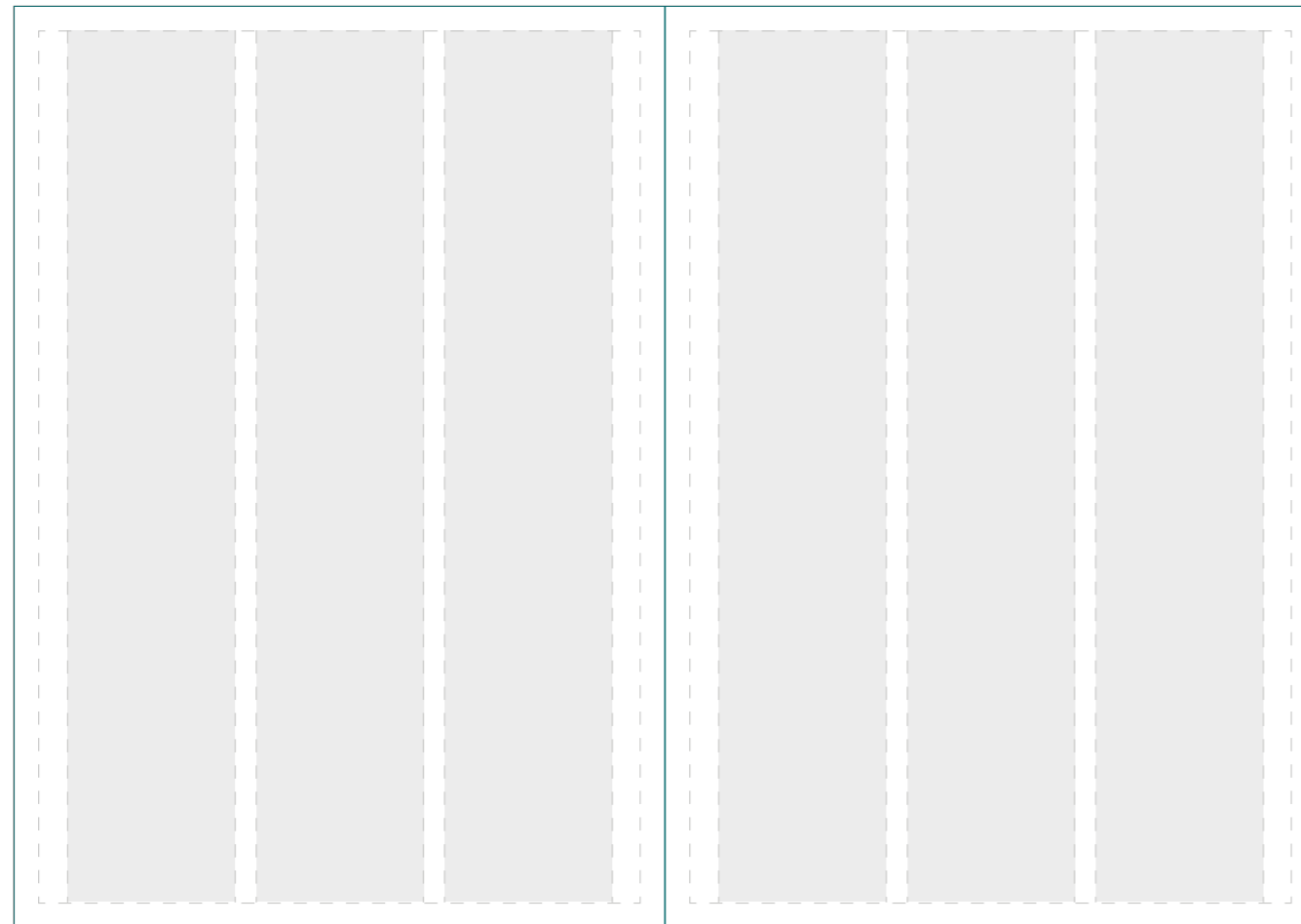
Chalet - NewYorkNineteenSixty  
50px

**Tracking:** +200em

**Body:**

Avenir 18 px - 16px





Border

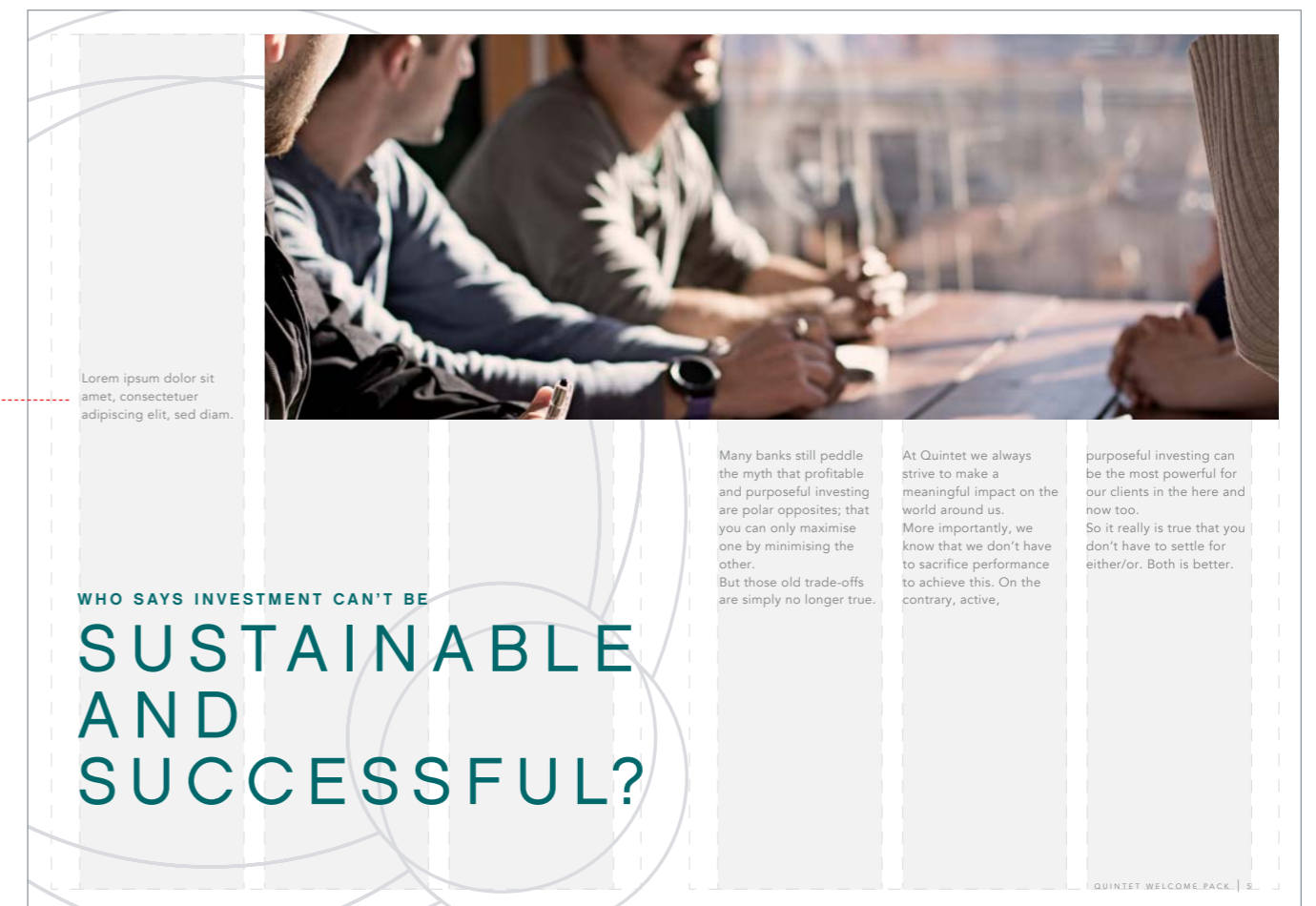
Three column grid system.

Short length copy occupying only one column.

## OUR GRID SYSTEM

**Type:** All typography should remain within the border and should fall within our three column grid.

However depending on copy length, it may occupy one or two columns only.



Copy made to look balanced across three columns.

OUR GRID SYSTEM - APPLICATIONS

04

## PLANNING WEALTH THE RIGHT WAY

MAKING THE RIGHT DECISIONS NOW CAN BRING YOU AND YOUR FAMILY GREATER PEACE OF MIND AND DELIVER A CLEARER INSIGHT INTO WHAT YOUR FINANCES IN THE FUTURE COULD LOOK LIKE.

Together, we'll create a wealth plan that goes beyond just simply planning finances. We'll go through everything to make sure we take care of what really matters to you.

**A truly holistic approach.**

Like all our services, our wealth planning begins with your needs and ambitions, with an eye on how they may change over time. We don't just manage investment portfolios – we consider how we can apply all of our resource to help you with planning for all your aspirations. Regular meetings with your Wealth Planner will help us to ensure your plan is up to date and always ready for whatever challenges and opportunities come along.



05

With us, your future is in good hands.

We're here for all of life's milestones and to help our clients prepare for the future as passing wealth to the next generation is a key consideration for many families. We are able to help navigate the complexities of estate planning, inheritance tax and setting up trusts, for seamless family transitions. By helping you with inheritance tax mitigation, or working with your solicitor on appropriate Will and Trust structures, we can help you pass on your wealth tax efficiently.

For added reassurance, we can help with a range of protection solutions, including life assurance to protect your family.

**Our Services**

- Family protection
- Investment structures and tax-efficient savings
- Estate and inheritance planning
- Retirement planning and pensions
- Lifetime cash flow modelling.

Our Wealth Planning Service can involve investing your capital, which places it at risk. Investment risk means the value of your investments or any income can fluctuate and you may not get back some, or the entire amount invested. We recommend our clients seek professional tax advice to understand their personal liability for investment income or gains. This will depend on personal circumstances and the prevailing tax rules, which are subject to change.

Three column grid system

10



Additional information.

The Wealth Management Service is paid for quarterly in arrears in January, April, July, and October based on the value of your investments on the last working day of the previous month. The annual management fee is based on the overall portfolio value and fees and charges are subject to VAT at the prevailing rate, where applicable. Please note: Stamp Duty is applicable.

During the administration of your investments additional costs may be incurred under specific circumstances. Full details on these charges can be found in our separate Wealth Management Service 'Scale of Charges' document.

For fee calculation purposes, personal investments, including ISAs, will be aggregated and the prevailing fee scale will be applied

to the total. Similarly, separate portfolios maintained for husband and wife will also be aggregated. Holdings in Brown Shipley funds will be excluded from the fee calculation. In the event of termination of the client agreement, fees will be incurred pro rata, based upon the portfolio value as at the date of termination.

11

Where our advice involves the use of other product or platform providers, which you already hold or which we recommend, these are likely to involve their own specific charges, which are levied by these firms directly. Any charges that we levy for reviewing these third party products will be agreed with you in advance.

We will receive commissions for advice and implementation in relation to protection products. Such commission will be disclosed to you separately.

Three column grid system

Two columns



## WIE WIR VERMÖGENSVERWALTUNG VERSTEHEN

# Das Herz der Privatbank

12 Hat die intensive Regulierung zu standardisierten und austauschbaren Angeboten in der Vermögensverwaltung geführt? Wir teilen diese gängige Ansicht nicht. Als Privatbank nutzen wir stattdessen die Chancen zur Differenzierung und verfolgen einen eigenständigen Ansatz: Unser Investmentprozess ist ebenso konsequent wie transparent. Unsere Anlagestrategie ist so klar wie schlüssig – und lässt genug Raum für Flexibilität.

**IN VIER STUFEN VOM MARKT INS DEPOT**

Bei unserer Vermögensverwaltung folgen wir einem vierstufigen Investmentprozess. Mit ihm übersetzen wir die Erkenntnisse der Anlagestrategien unseres Hauses passgenau in Ihr Portfolio.

**Die erste Stufe: Analyse und Ausblick**

Das Anlagekomitee der gesamten Quintet-Gruppe (Group Asset Allocation Committee, kurz

GAAC) beurteilt die strategischen Bedingungen und Trends an den Kapitalmärkten.

Im GAAC treffen sich jeden Monat unser Chief Investment Officer und unser Chefstrategie mit ihren Kollegen aus Belgien, Großbritannien, Luxemburg und den Niederlanden. Gemeinsam erstellen sie eine Markterwartung für die einzelnen Anlageklassen, mit der sie die Richtung vorgeben. Diese Finanzmarktanalysen und der daraus resultierende Ausblick bilden die erste Stufe.

**Die zweite Stufe: Übersetzung in Ihre Wünsche**

Unser Investmentkomitee übersetzt die Markterwartungen in die Anforderungen unserer Kunden und spiegelt sie in der Merck Finck Asset Allocation.

**Die dritte Stufe: Auswahl der Anlagen**

Die Auswahl der geeigneten Anlageinstrumente ist die dritte

Stufe des Prozesses: Hier suchen wir die festverzinslichen Anlagen, Aktien, Fonds und Alternativen Investments aus. Dieses Ergebnis wird wöchentlich überprüft und angepasst – und natürlich ad hoc, wenn es der Markt erfordert.

**Die vierte Stufe: Implementierung und Überwachung**

In der vierten Stufe findet die Implementierung in Ihrem Portfolio statt. Dafür überwachen wir Ihr Portfolio täglich. Das geschieht im zentralen Portfoliomanagement in unserem Münchener Stammhaus. Je nach Art der Vermögensverwaltung können Sie sich dafür auch an die regionalen Portfoliomanager in Ihrer Nähe wenden.

**STABIL AUF DREI SÄULEN**

Die substanzorientierte robuste Anlagestrategie ist die zentrale Säule unseres Investmentansatzes. Sie wird von zwei weiteren Säulen flankiert: einem aktiven Risikomanagement und einer aktiven Asset Allocation.

Ein aktives Risikomanagement trägt dazu bei, hohe Verluste zu begrenzen. Dafür stimmen wir die Portfoliostrategie auf verschiedene Szenarien ab. Mit einer aktiven Asset Allocation nutzen wir zugleich alle soliden

13 Renditechancen: Wir finden Opportunitäten an den Märkten und in Investmentthemen und nehmen sie wahr. Dies gilt übrigens nicht nur in steigenden Märkten. Gerade bei einer Kurskorrektur zahlt es sich oft aus, flexibel zu sein, um Chancen zu nutzen.

Durch die Kombination der drei Säulen streben wir eine möglichst stabile Performance unserer Vermögensverwaltung an. Höchststände sind dabei vielleicht nicht ganz so ausgeprägt. Sie müssen es auch gar nicht sein. Dafür sollen Einbrüche weniger dramatisch ausfallen.

Unsere Investmentstrategie beruht auf einer Kombination von festverzinslichen Elementen mit anderen Wertpapieren. Dabei können unsere Kunden aus einer großen Bandbreite an Modulen auswählen: Sie reicht von rein festverzinslichen Mandaten bis hin zu reinen Aktienmandaten.

Graphs can be displayed over one, two or three columns

## UNSER INVESTMENTANSATZ

# AKTIVES UND SOLIDES INVESTIEREN IN DIE ZUKUNFT

Unser Investmentansatz ist klar: Wir streben für unsere Kunden langfristige und solide Renditen an – bei möglichst geringem Verlustrisiko. Dafür setzen wir auf breite Diversifikation der Anlagen und ein aktives Risikomanagement. Zusätzlich verbessern wir die Renditechancen durch eine aktive Aufteilung des Vermögens (oder Asset Allocation) und eine optimierte Chancenauswertung.

**Zukunftsfähige Lösungen**

Die wirtschaftlichen und politischen Systeme sind weltweit im Umbruch. Damit verändern sich auch die bisher gültigen Anlagevoraussetzungen. Dieser neuen Marktrealität begegnen wir mit innovativen und zukunftsfähigen Lösungen.

**Die drei Hauptkomponenten unseres Anlageansatzes**

Mit drei Komponenten wollen wir über einen Anlagezyklus attraktive Renditen erzielen:

- Aktive Asset Allokation
- Substanzorientierte robuste Anlagestrategie
- Aktives Risikomanagement

Aktive Asset Allokation	+	Renditesteigerung
Substanzorientierte robuste Anlagestrategie	+	Solide Renditen
Aktives Risikomanagement	-	Hohe Verluste begrenzen

**Solide Renditen durch eine robuste Anlagestrategie**

Unser breites Anlagespektrum mit zahlreichen Untersegmenten bietet attraktive Renditen.

Zu unseren Anlagen gehören zum Beispiel:

- High-Yield-Anleihen
- Nachranganleihen
- Wandelanleihen
- inflationsangebundene Anleihen
- Schwellenmarktanleihen

**Verluste vermeiden durch aktives Risikomanagement**

Durch unser aktives Risikomanagement erkennen wir frühzeitig die Faktoren, die in rückläufigen Märkten die Performance steuern. Wenn nötig, können wir sehr schnell mit einem aktiven Verkaufsmangement reagieren – und so höhere Verluste vermeiden

**Renditechancen verbessern durch aktive Asset Allokation**

Durch eine aktive Aufteilung des Vermögens sorgen wir für hohe Stabilität und Renditechancen – und so für eine optimale Performance. Denn auch bei

OUR  
COLOURS





**WHITE**  
#FFFFFF

C - 0	R - 255
M - 0	G - 255
Y - 0	B - 255
K - 0	

PANTONE 538 C



**BLACK**  
#222222

C - 0	R - 29
M - 0	G - 29
Y - 0	B - 27
K - 100	

PANTONE BLACK



**VOLCANIC**  
#7C868D

C - 52	R - 123
M - 38	G - 129
Y - 32	B - 139
K - 19	

PANTONE 430 C



**MALLARD**  
#006C68

C - 90	R - 0
M - 36	G - 102
Y - 49	B - 107
K - 26	

PANTONE 7719 C



**STORM**  
#C5CFDB

C - 23	R - 204
M - 13	G - 212
Y - 9	B - 222
K - 1	

PANTONE 538 C



**LAKE**  
#8DC7E9

C - 53	R - 127
M - 10	G - 190
Y - 10	B - 219
K - 0	

PANTONE 2905 C



**BLUE  
SPRUCE**  
#00839B

C - 90	R - 0
M - 20	G - 138
Y - 40	B - 148
K - 6	

PANTONE 7712 C



**MODERNA**  
#F6DA40

C - 0	R - 255
M - 11	G - 220
Y - 93	B - 0
K - 0	

PANTONE 7404 C

## OUR PRIMARY COLOURS

Our brand colour palette is designed to be very different from the rest of the market. More modern and elegant than the traditional players whose colours tend to be those of flags and heraldry; and more warm and human than the new tech brands.

Our base colour is white, the colour of openness, modernity, transparency and clarity. And we use it generously, always ensuring that we have plenty of white space to ensure a sense of luxury and elegance.

We then add colours from our selected palette, which create a sense of grounding without being too traditional, masculine or corporate.

We avoid using all the colours in one bit of design. Instead, we use a different small selection of colours in each thing we design, so each remains elegant, and they build a variety that's consistent and coherent all together.

If in doubt, the general rule when applying the colour palette is that less is more.



C - 0	R - 241
M - 56	G - 135
Y - 89	B - 40
K - 0	

PANTONE 715 C



C - 5	R - 222
M - 88	G - 57
Y - 99	B - 21
K - 0	

PANTONE 485 C



C - 26	R - 157
M - 94	G - 39
Y - 65	B - 57
K - 23	

PANTONE 201 C

## OUR SECONDARY COLOURS

There are some instances where more colours may be required in addition to our primary colour palette. e.g. The creation of graphs and charts.

Please note, that secondary colours should be used sparingly and only in instances where completely necessary.



BLACK



VOLCANIC



MALLARD

### COLOUR APPLICATION: LOGO ON WHITE

When applying colour to the logo. There are three colours from the palette that we use. Black, Volcanic and Mallard.

This is for legibility, particularly in small spaces



BLACK



VOLCANIC



MALLARD



BLUE SPRUCE

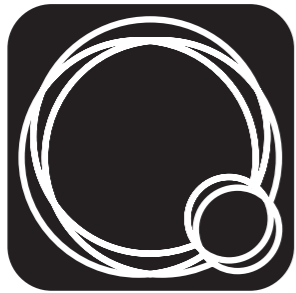


LAKE

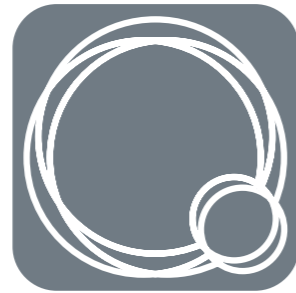
## COLOUR APPLICATION: LOGO REVERSED OUT

When reversing the logo out of colour, there are a select number of colours we can use. Black, Volcanic, Mallard, Blue Spruce and Lake.

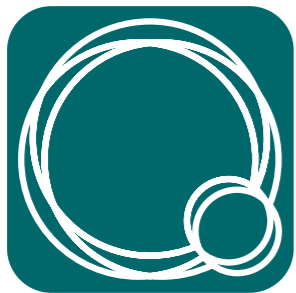
We only use these colours as they make the logo clear and legible



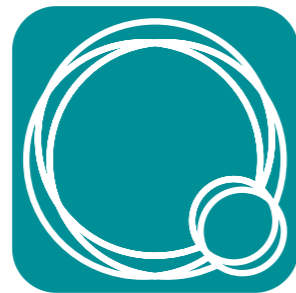
BLACK



VOLCANIC



MALLARD



BLUE SPRUCE



LAKE

### COLOUR APPLICATION: ICON REVERSED OUT

When reversing the icon out of colour, there are a select number of colours we can use. Black, Volcanic, Mallard, Blue Spruce and Lake.

We only use these colours as they make the logo clear and legible



WHAT WE NEVER DO



Never colour the logo in anything other than Black, Volcanic or Mallard from our colour palette.



Never place the logo over any colour other than Black, Volcanic, Mallard, Blue Spruce or Lake from our colour palette.



Never colour separate parts of the logo different colours.



Never use a colour to highlight a section of the logo.



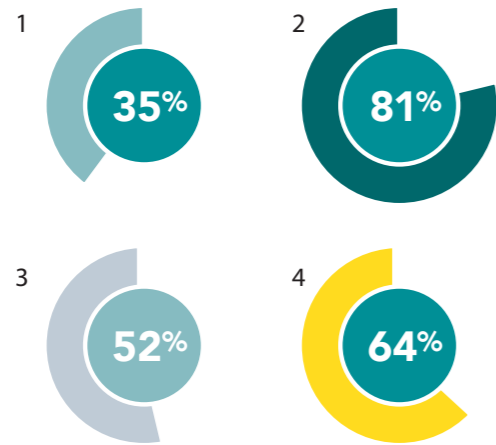
Never add colour to highlight any area of the icon.



Never use tints of any of the three approved colours.



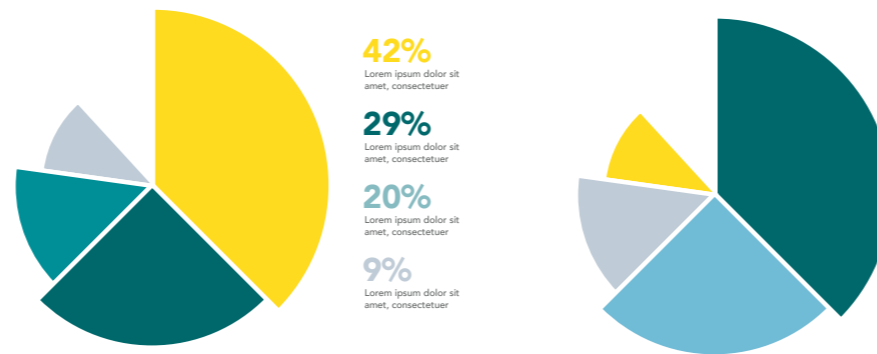
Never add icons or images inside the circles



**2-color combinations RING CHARTS**

- 1 Color 1: BLUE SPRUCE Color 2: BLUE SPRUCE @ 50%
- 2 Color 1: MALLARD Color 2: BLUE SPRUCE
- 3 Color 1: BLUE SPRUCE @ 50% Color 2: STORM GREY
- 4 Color 1: BLUE SPRUCE Color 2: YELLOW

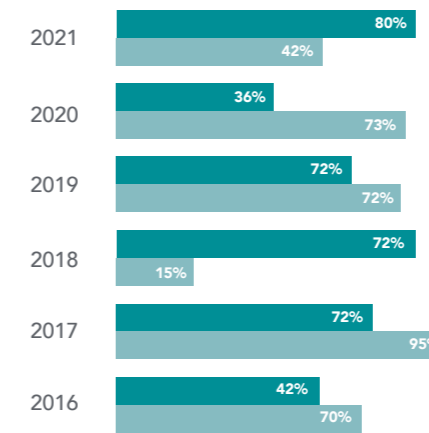
**4-color combinations PIE CHARTS**



- 1 YELLOW
- 2 MALLARD
- 3 BLUE SPRUCE
- 4 STORM GREY

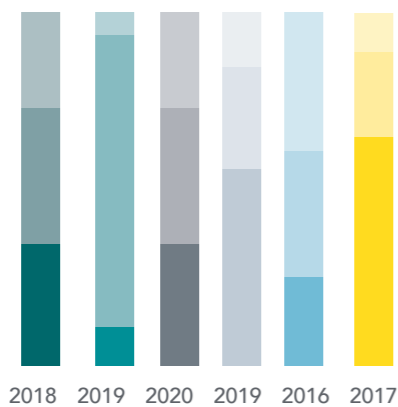
- 1 MALLARD
- 2 LAKE
- 3 STORM GREY
- 4 YELLOW

**USING COLOUR ON CHARTS AND GRAPHS**



**2-color combinations BAR CHARTS**

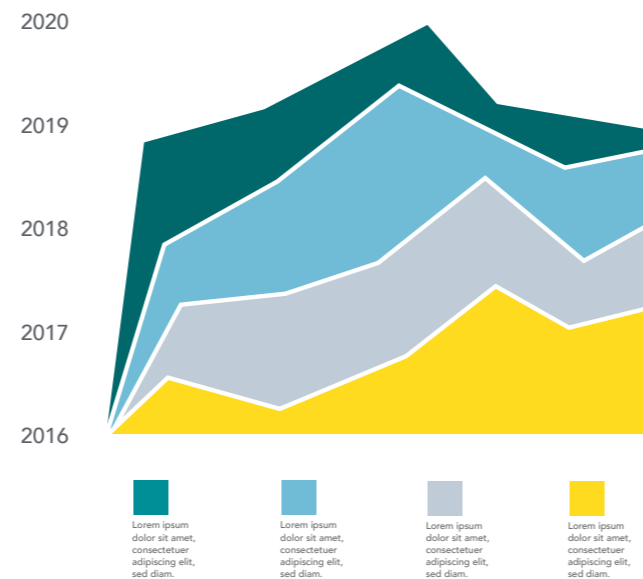
- 1 Any Dark color
- 2 Same color @ 50%



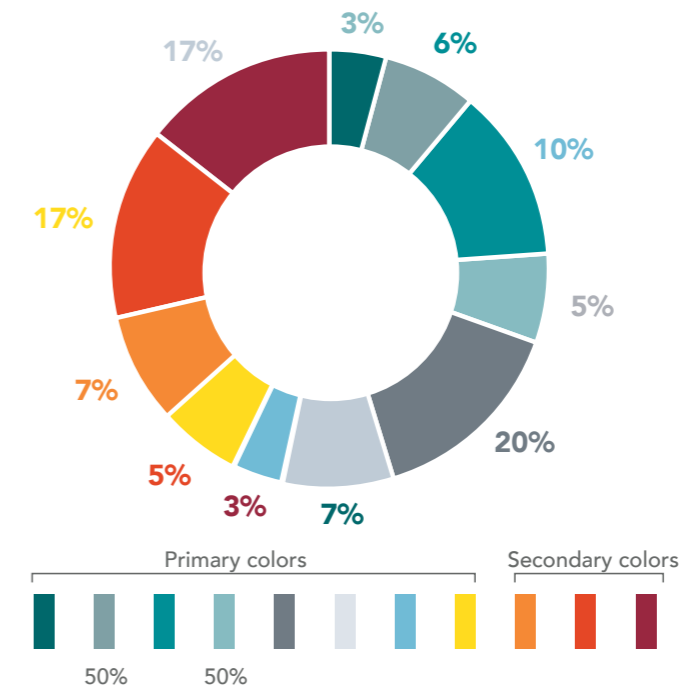
**More complex VERTICAL BAR CHARTS up to 6 colors**

- 1 Any Dark color
- 2 Same color @ 50%
- 3 Same color @ 30%

Whichever combination you would like to use, Always try to start form the darker color to the lighter color



If you have more than the 6 primary colors, use the 3 secondary colors  
If you have more than 9 colors, use the darker colors at 50% of their shade



Our primary colour palatte is used for charts and graphs.

In some cases we may need to use additional colours from our secondary colour palatte. These should be used sparingly.

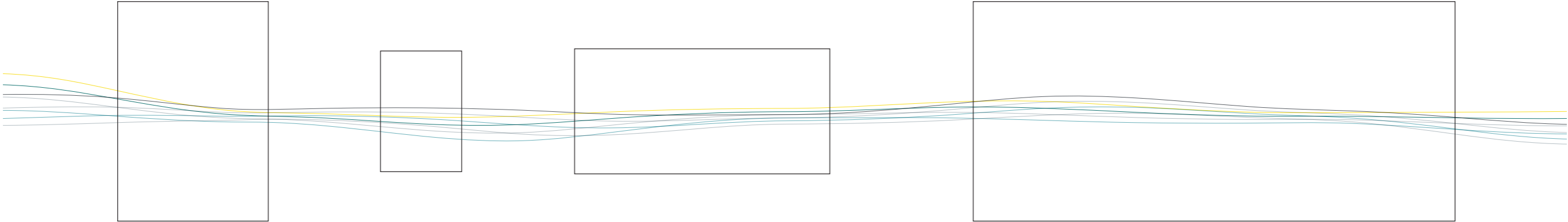
OUR  
SOUNDWAVE



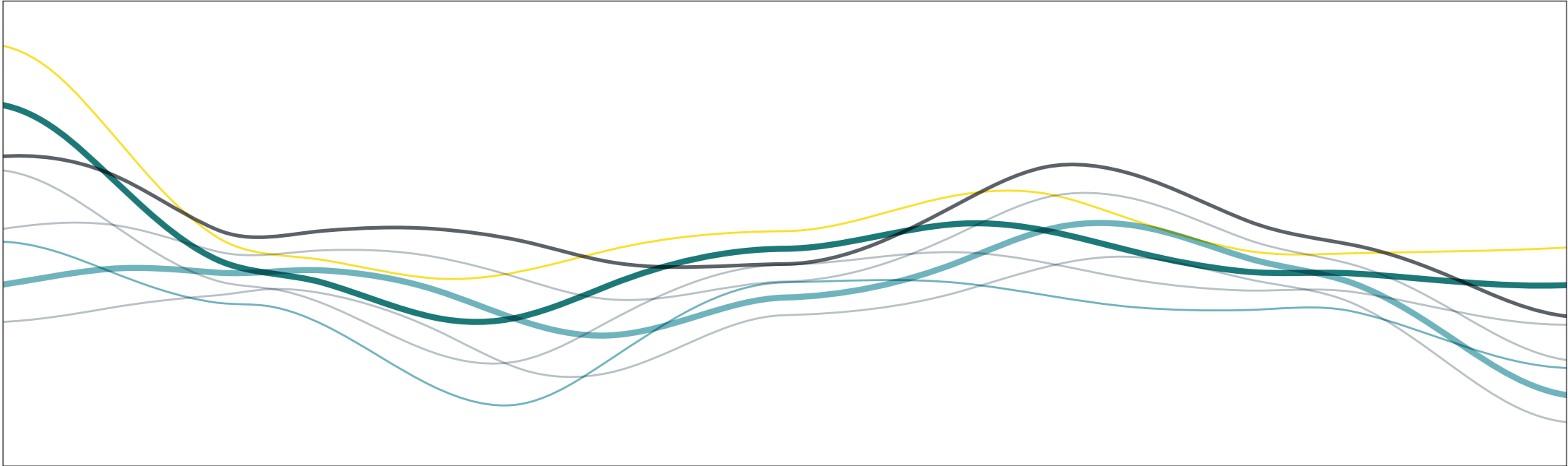
**OUR SOUNDWAVE**

We have an additional design element - our Soundwave.

It is organic and elegant in design and sections of it can be used to add interest alongside type and imagery.



Depending on the layout of the collateral (like a brochure or a wall), you can use either a "flat" or the "standard version of the wave



GALLERY



BUSINESS CARD EXAMPLE

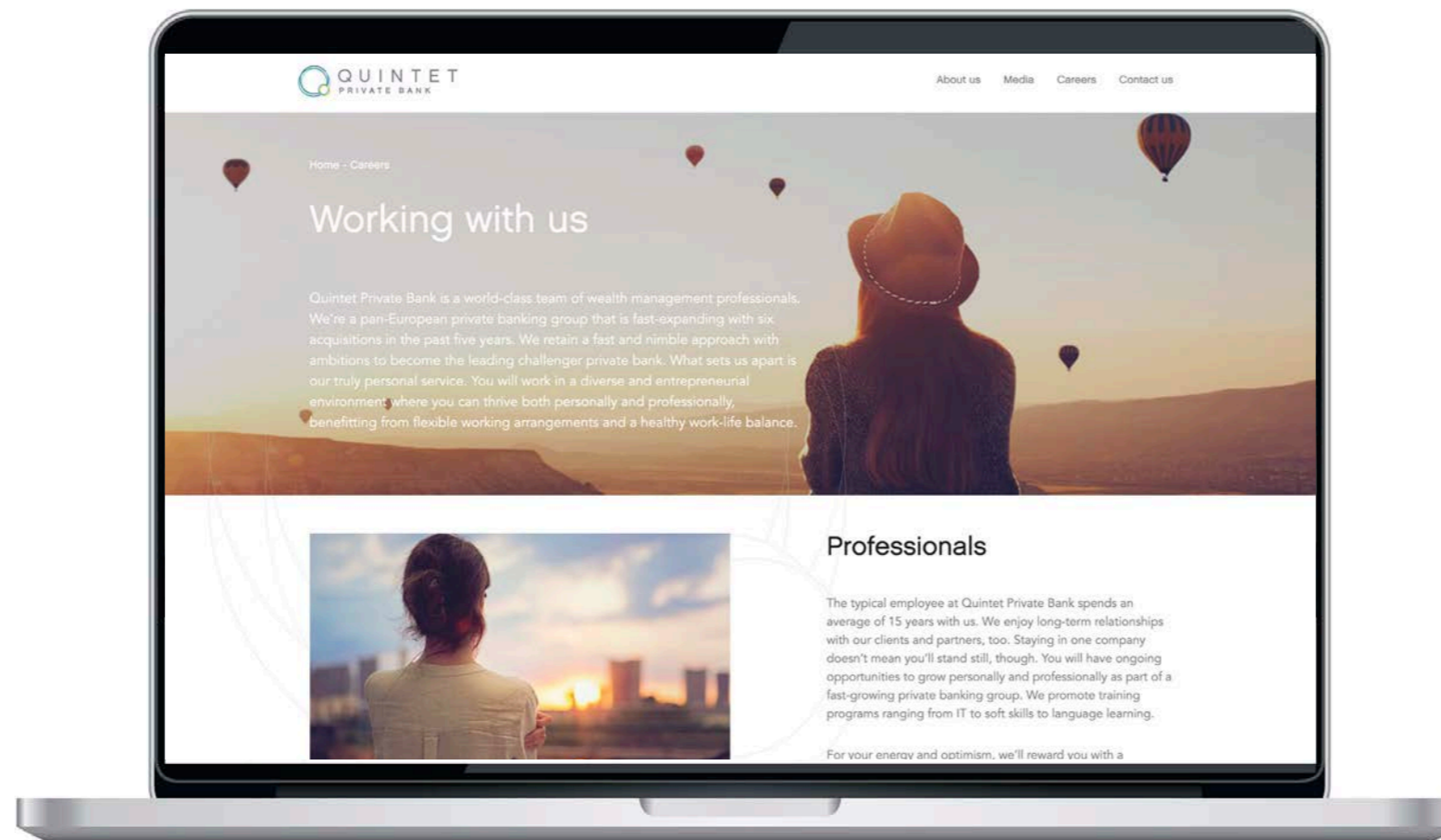


Model under review for testing and validation

Validated model



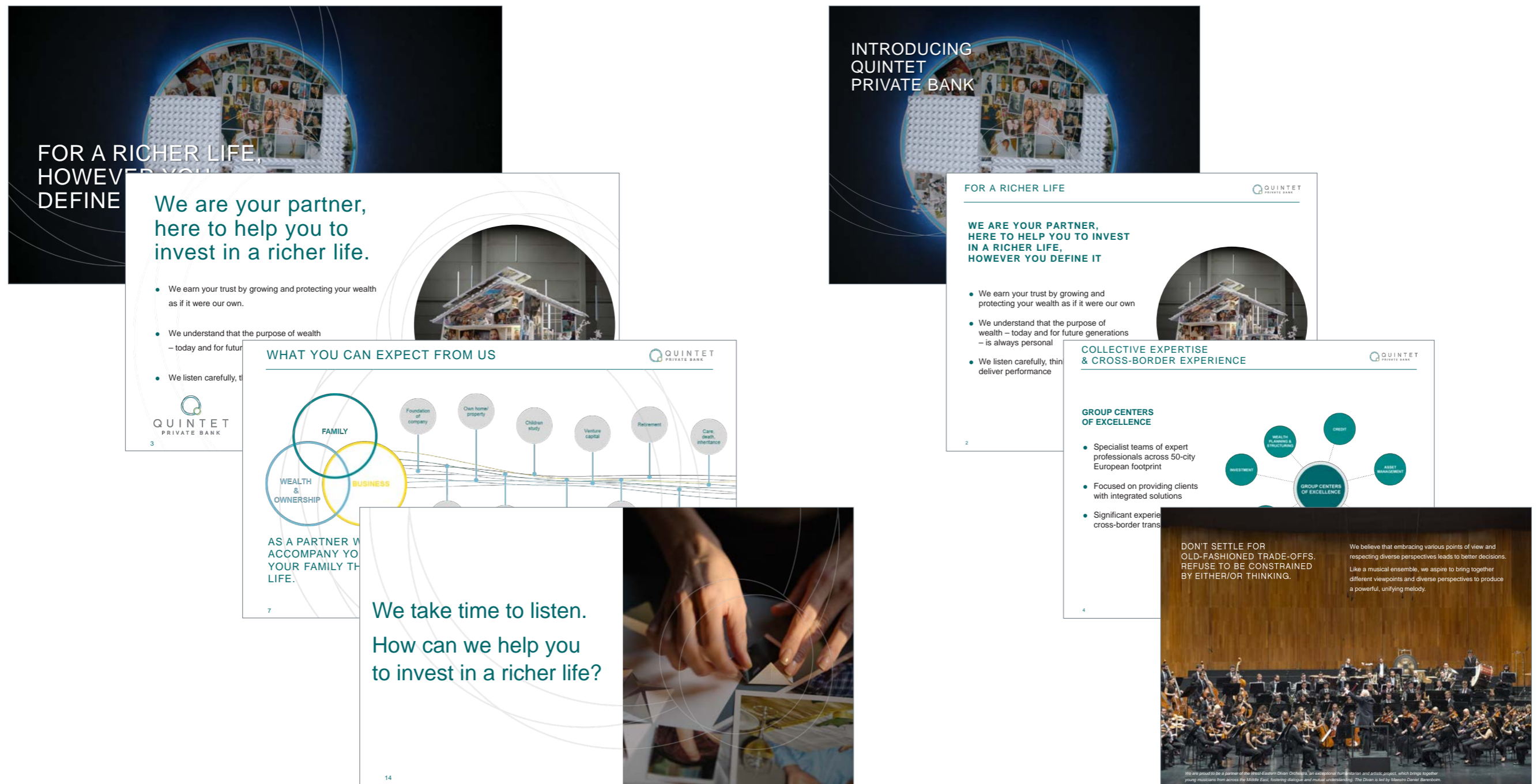
WEBSITE EXAMPLE





## POWERPOINT EXAMPLES

Both 4/3 and 16/9 formats are available. Please download them from the sharing platform <http://sharepoint.kb.int/Quintshare/>



16/9 format is exclusively for on screen presentations

4/3 format is used if you need to update an old presentation in the same format or if you need to print hard copies

COUNTERPOINT EXAMPLE



**COUNTERPOINT**  
**TRADE TARIFFS WILL HAVE THE BENEFIT OF ACCELERATING DOMESTIC STRUCTURAL CHANGE AND CORPORATE INNOVATION, DRIVING GROWTH IN THE LONGER TERM**

Please do not misunderstand our central thinking: of course, the trade war between Presidents Trump and Xi is potentially a major risk to the world economy, and the rhetoric has without a doubt had a negative impact on manufacturing confidence across the globe. However, it is also important to note that, despite all the noise and the tweets, equity markets reached record highs during the course of 2019, and Chinese equities have never been as popular with foreign investors (Fig. 7).

Part of that can be attributed to offsetting policy actions, in particular looser monetary policy than would have been the case without the disputes. However, it also reflects an important, structural shift towards services. Job losses in manufacturing have been easily absorbed in China, for example, by the expansion of faster-growing sectors such as e-commerce, digital entertainment, healthcare and education. In Japan, another country seen as being in the eye of the trade storm, the impact has been partly offset by a boom in information

**Fig. 7: CHINESE EQUITIES CONTINUE TO ATTRACT FOREIGN INVESTORS**  
 Chinese equities held by foreigners, RMB TN

Source: Macrobond

**IS IT THE END OF THE CYCLE FOR PRIVATE EQUITY?**

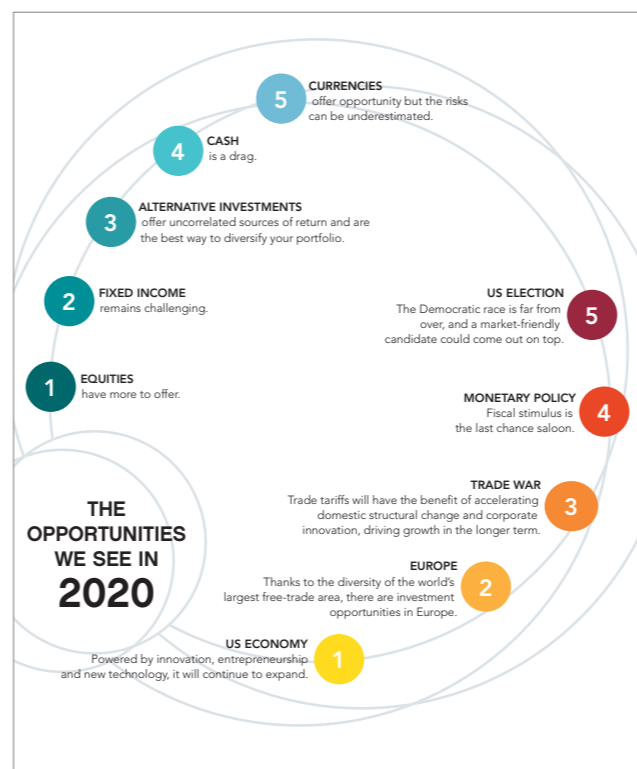
In an environment of volatile markets and geopolitical uncertainty, diversification has become increasingly important. Alternative assets such as private equity could play a key role in delivering higher risk-adjusted returns through diversification.

The business model of private equity is based on taking control of a company to influence growth from a long-term perspective. Ideally, investors manage the business to increase its market value through the implementation of various value-enhancing strategies, and then exit at a later stage with a profit.

Before investing, it's worth considering two trends. First, although private-market fundraising fell by 11% in 2018, the total capital ready to be deployed by managers reached a record high of \$2.1 trillion in the first half of 2018. This represents annualized growth of 14% since 2012. Second, the valuation of private companies is comparable with pre-global financial crisis levels – global median private equity multiples stand at 11.1 times valuation/EBITDA, compared with 11.3 in 2007.

We expect growth in the sector to continue. Recently, extremely large funds with the ability to perform mega deals have re-emerged, such as SoftBank's Vision Fund, which has a capital-raising target of \$100 billion. These funds are adding to the already high levels of capital chasing the best opportunities. Under pressure to invest, managers could make poor decisions.

It is crucial to be highly selective and rigorous when selecting investments. We believe that there are areas of opportunity. In particular, we like small-to-mid-cap buyout funds in developed markets, as they display the best risk-return relationship among the styles of private equity funds.



pressure remains benign, providing the central bank with room to breathe and the ability to cut interest rates further if necessary.

In our first Focus Box, we examine in more detail the link between technology and monetary policy – we believe this is underappreciated by the investment community as a whole.

We believe that with very strong IT investment in the US and elsewhere, there is significant scope for further cost savings and service-sector disinflation. This will be an important factor in keeping the US expansion alive for longer.

**FOCUS BOX 1: HOW DO DEVELOPMENTS IN TECHNOLOGY IMPACT MONETARY POLICY?**

The pace of technological change is accelerating and a large part of that is due to the rapid advancement in specialized artificial intelligence (AI) semiconductor chips. Faster chips were instrumental to the IT investment that drove the dotcom boom of 1996-2000. The current IT cycle has lasted longer and may well have a number of years still to run.

This has profound ramifications for economic policy and financial markets. Record spending on IT has gone hand-in-hand with low inflation and strong job creation. As a result, there is no need for central banks to panic in response to a modest dip in growth, or an uptick in price or wage pressures.

An important area of focus for 2020 will be the rollout of 5G technology. Apart from smartphones (with China and South Korea now fully embracing the technology), it will drive disruptive technologies, such as self-driving cars and the Internet of Things. The potential ramifications are enormous. For example, the "phygital" industry, bringing together the physical and digital through technologies such as speech recognition and motion control, is expected to be worth \$700 billion per year by 2025.

Faster internet speeds will also help accelerate medical research and the development of innovative methods to combat climate change. Globally, the increasing shift to renewables will also drive energy costs lower, helping keep inflation down.

## WELCOME PACK SPREAD EXAMPLE

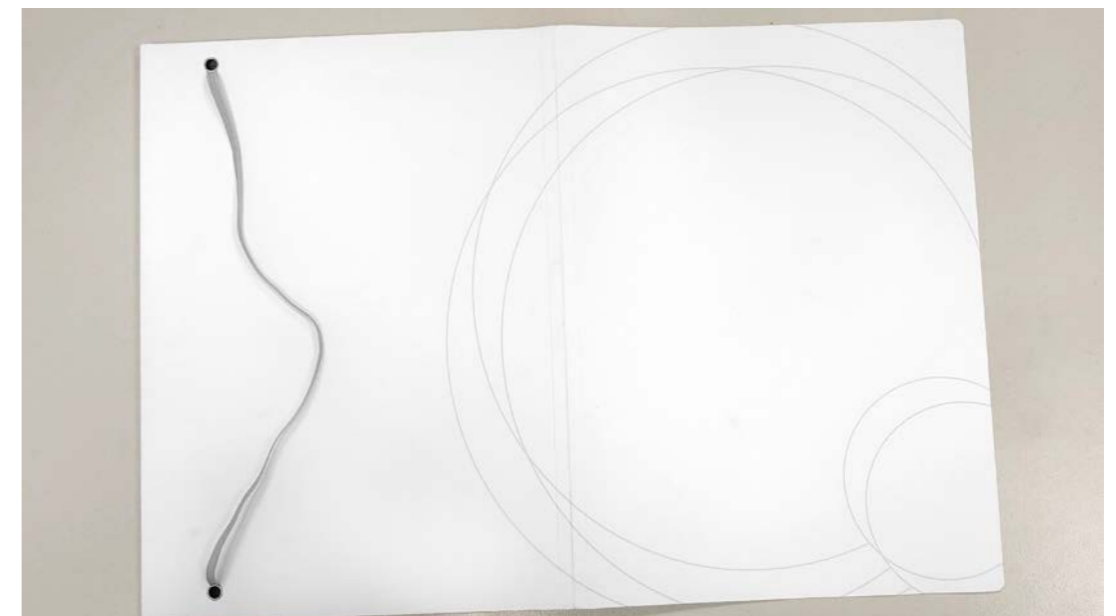
Project coming soon. No preview yet.



GENERAL BROCHURE COVER EXAMPLE



PRESSKIT EXAMPLES

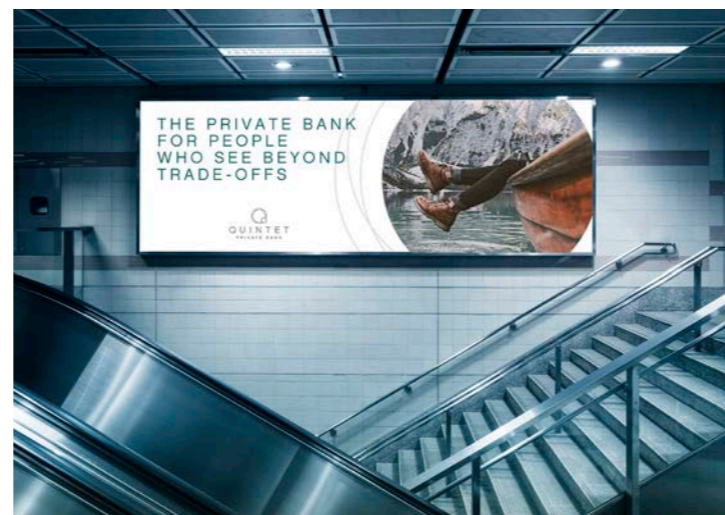




OFFICIAL BRAND LAUNCH CAMPAIGN



HOW OUR ADS MIGHT LOOK TOO



## LETTERHEAD EXAMPLE



**01.01.2020**

CEO, Lorem Ipsum,  
123 Lorem Ipsum,  
Lorem, XY1 234

**Dear Mr. Reader**

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43 Boulevard Royal - L-2955 Luxembourg  
QUINTETPRIVATEBANK.COM



**01.01.2020**

CEO, Lorem Ipsum,  
123 Lorem Ipsum,  
Lorem, XY1 234

**Dear Mr. Reader**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod  
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43 Boulevard Royal - L-2955 Luxembourg  
QUINTETPRIVATEBANK.COM

EMAIL SIGNATURE EXAMPLE



**NICHOLAS NESSON**  
Group Head of Corporate Communications

43 Boulevard Royal - L-2955 Luxembourg  
T: +352 47 97 2065  
quintetprivatebank.com



COMSLIP EXAMPLE

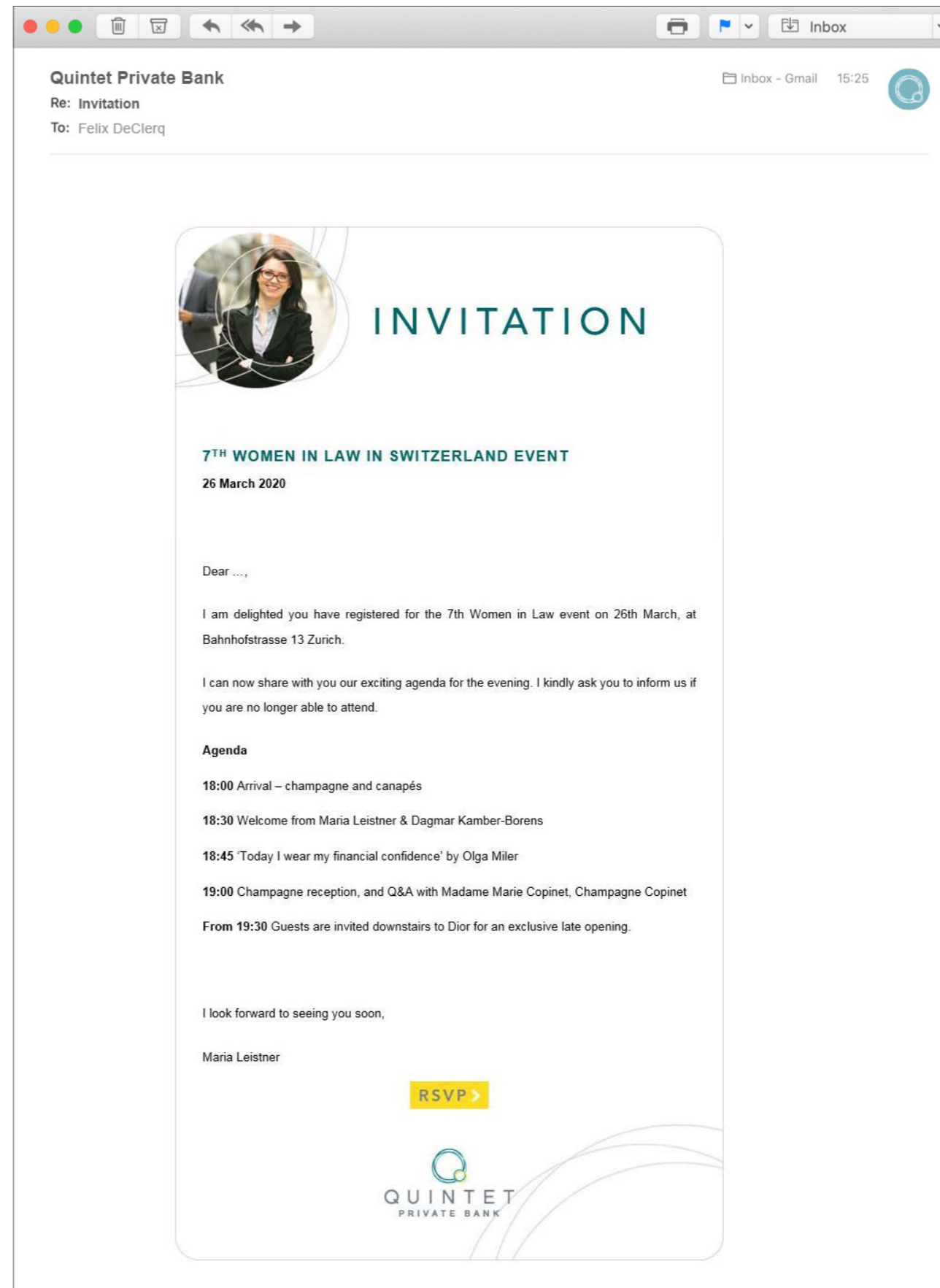




## DIGITAL INVITATION EXAMPLE

Digital invitations are subject to change and adaptations depending on the technology used by each market.

These have to be reviewed one by one in order to make them consistent throughout the group.

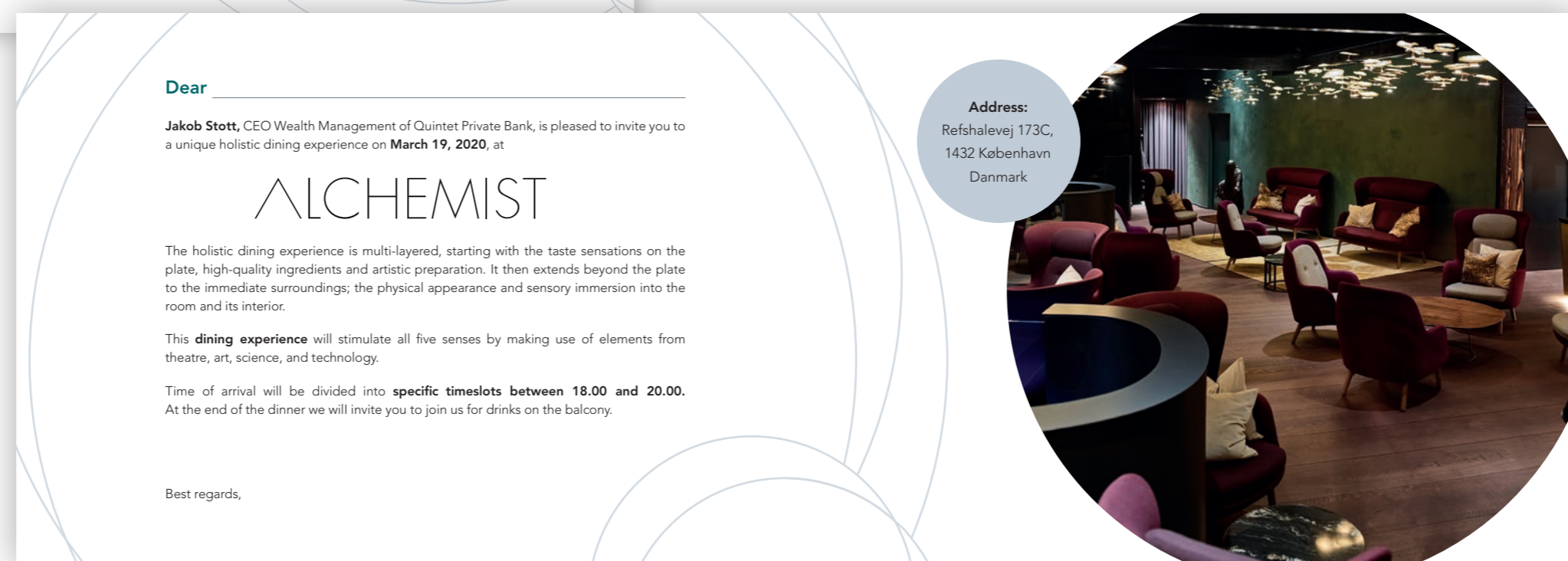


## PRINTED INVITATION EXAMPLE



Printed invitations are subject to change and adaptations depending on the format used by each market.

These have to be reviewed one by one in order to make them consistent throughout the group.



SOCIAL MEDIA EXAMPLE

The screenshot displays the LinkedIn profile page for Quintet Private Bank, accessed in 'Admin view'. The top navigation bar includes the LinkedIn logo, a search bar, and icons for Home, My Network, Jobs, Messaging, Notifications, and Me. The profile header features the bank's logo, name, location (Banking - Luxembourg, Luxembourg), and follower count (18,219 followers). The tagline reads, 'For a richer life, however you define it'. Below the header, there are buttons for '+ Follow' and 'Visit website'. The left sidebar contains an 'Analytics' section with the following data for the last 30 days: Unique visitors (2K, -32%), New followers (261, -28%), Post impressions (60.8K, -28%), and Custom button clicks (260, -38%). The main content area shows a 'Start a post' button and a 'Community Hashtags' section. The 'Updates' section, filtered by 'Page updates', displays two posts. The first post, dated 3/18/2020, is a video post by Frank Kluwen, sponsored by Quintet Private Bank. The video content includes the text: 'Quintet women on diversity', 'Diversity and inclusion are no longer just buzzwords; studies prov', and a quote from Donna Burns, Group Head of Human Resources, Luxembourg. The video has 27 likes and 419 total views. The second post, dated 3/13/2020, is a text post by Frank Kluwen, sponsored by Quintet Private Bank, discussing the case for gold in volatile times and mentioning the World Gold Council's Alistair Hewitt. The post includes a link to a counterpoint podcast: <https://lnkd.in/eb3QB0y>.

ROLLUP EXAMPLE



## APP EXAMPLE

By default, the app icon is in dark green (MALLARD).  
The icon is the only element allowed to be displayed in the icon.

If an affiliate has more than one app available for their clients, then we can use another color from the palette.  
Apple Store feedback : we can't use the same icon for all the markets. We need to differentiate them for each country/entity.  
We need to work on a viable solution.



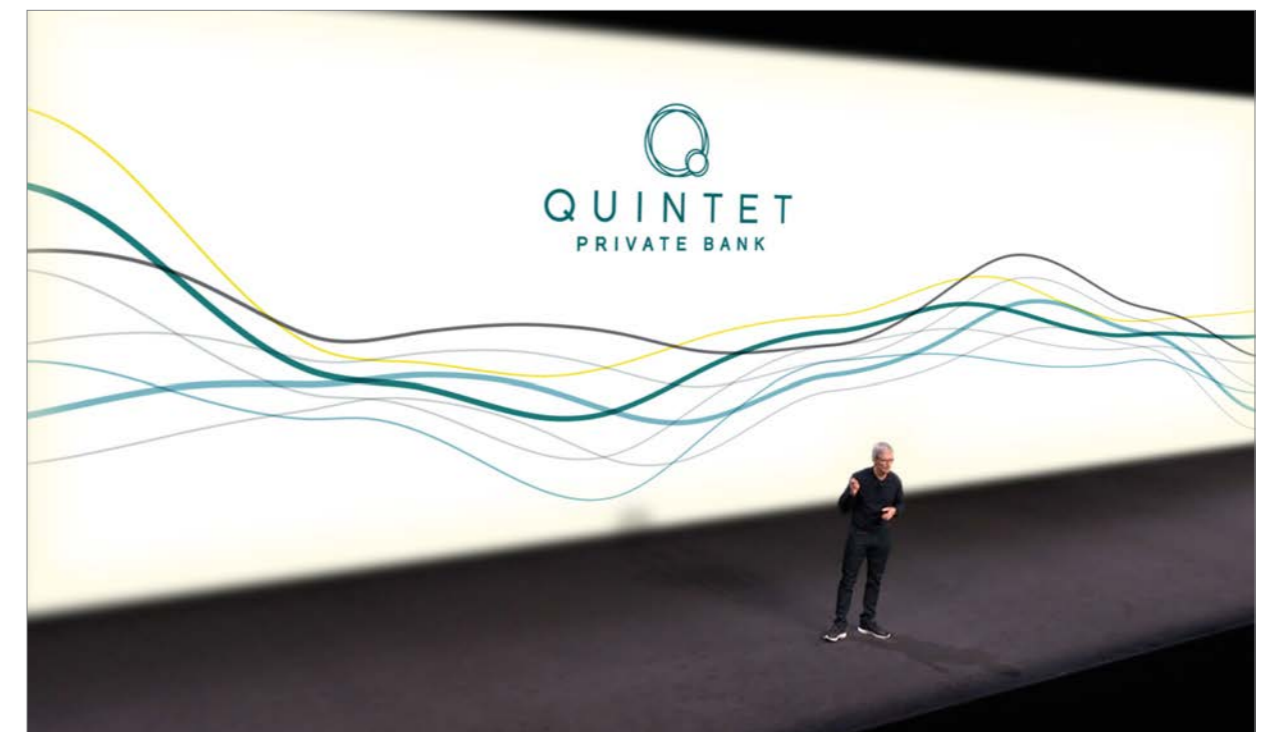


## VIDEO ENDFRAME EXAMPLE

The circles of the icon will be animated, showing a gentle and harmonious movement, slightly changing the shape of it but still recognizable.  
Central logo will appear softly, with a subtle movement to the center



## EVENT IDENTITY EXAMPLE



# OVERARCHING DESIGN DIRECTION



## A BANK WHERE YOU FEEL AT HOME

At Quintet the clients are invited to our “kitchen table”. This is where trusted relationships are formed between the client and the bank – this is a place that feels like home. It is also a place where employees and clients can interact – over coffee or lunch, or even purpose built events. This is a space where informal meetings can take place, or guests can work alone.

In the client area, a residential feeling should be created, rather than the feeling of being in a corporate environment.

Barriers are to be removed, to take away the feeling of ‘you and us’ and instead promote inclusion and comfort. While reception desks are important, they should be situated to the side in a discreet and welcoming location.

Client meeting rooms should feel warm – just as they are at home – they can be inspired by a living room, a library, or a music room.

The workspace will be bright, transparent and flexible - allowing employees to also work

in various spaces and not at one fixed desk. So, additional little corners, concentration booths or flexible offices are needed. To add a splash of color, a few corners will be outfitted with two or three colorful design chairs, which will be used as private working spaces.

Generally, the atmosphere we want to create will be a bright and airy. A Scandinavian feel – without being cold, stylish but not opulent - with lots of white, natural wood, cotton pillows, and, apart from the company colors,

accents in bright orange or red.

Last but not least, it’s important to feel the reflection of the city and its heritage within the unique character of the bank.

## HOW THE BRAND TRANSLATES INTO PHYSICAL SPACES

### GENERAL MOODBOARD



COSY PLACES



MEETINGROOM WITH FEELING LIKE HOME



ART



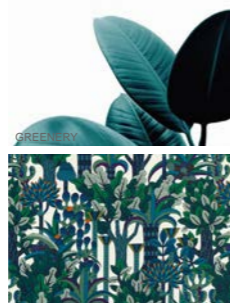
CLASSIC DESIGN



KITCHEN TABLE



PHOTOGRAPHY

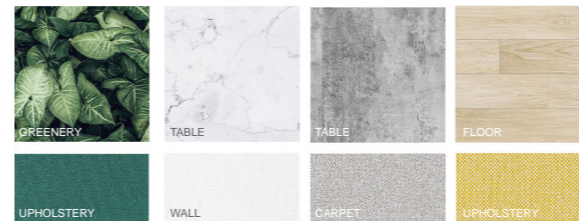


GREENERY



BRIGHT AND MODERN

### GENERAL MATERIALS



GREENERY

TABLE

TABLE

FLOOR

UPHOLSTERY

WALL

CARPET

UPHOLSTERY

CORPORATE COLORS

EXCEPTIONS

EXCEPTIONS

EXCEPTIONS



HOME AWAY FROM HOME

## EXAMPLE OF ZURICH BASED MOOD BOARDS



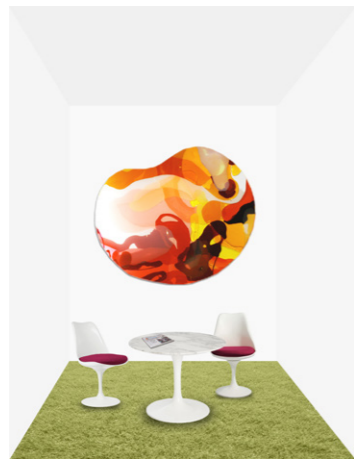
④ **STUDY.** feeling like at home and not like in a meeting room of bank.



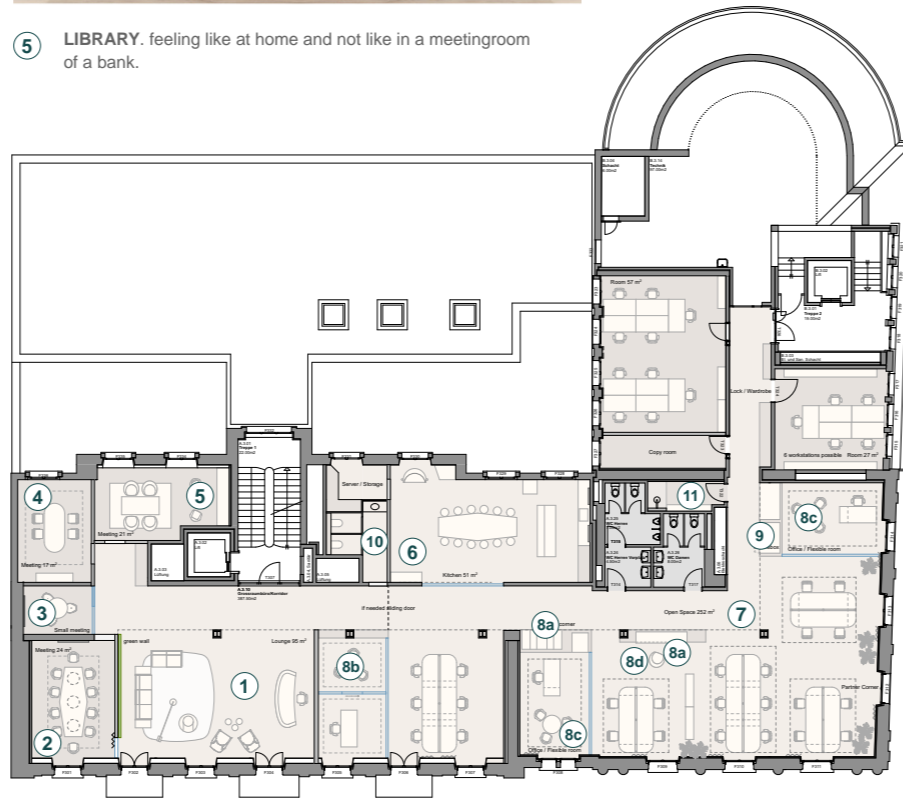
⑤ **LIBRARY.** feeling like at home and not like in a meetingroom of a bank.



⑥ **THE KITCHEN** with prominent large Xenia table. For employees, or with clients, flexible workspace, for small meetings or bigger meetings/events. High chairs in corporate colors



③ **ART ROOM.** Small meetingroom with ART from Markus Nass.



⑧a Little corners to have a coffee, lunch or work

⑧b Orange swan chairs in meeting corner are giving a splash of color. Design aspect

⑧c Tulip chairs with orange pillows are adding a splash of color, design

⑧d Red Egg Chair brings in a splash of color and design Element, flexible space for work.

⑨ Phonebox

⑩ Clients Toilets

⑪ Shower Employees



② **FUNCTIONAL MEETINGROOM,** with VC and Chairs in corporate colors. Xenia table which serves as key element.



① **WELCOME AREA.** A residential feeling just like in a spacious living room carpet and some sofas/seats in corporate color

**GREEN WALL,** wooden floor and natural stone are giving a feeling of sustainability



⑦ **MODERN AND AIRY WORKSPACE,** natural wooden floor, some carpets, white furnitures with some wooden surfaces, generally grey upholstery for chairs and pillows, some splashes of color on pillows.



## USAGE OF THE LOGO IN EXISTING/ NON REFURBISHED BUILDINGS

In buildings that are existing and not undergoing refurbishment, the logo should be in keeping with the existing style and materials of the building. It should always be discreet, elegant

and subtle, and appear only once. Never too large or in conflict with its surroundings. Logos should never appear on a reception desk itself, but should be on a blank wall close by.

Good practice: discreet, but visible when entering the building. On light background if possible.



Bad practice : too big



Bad practice : too big



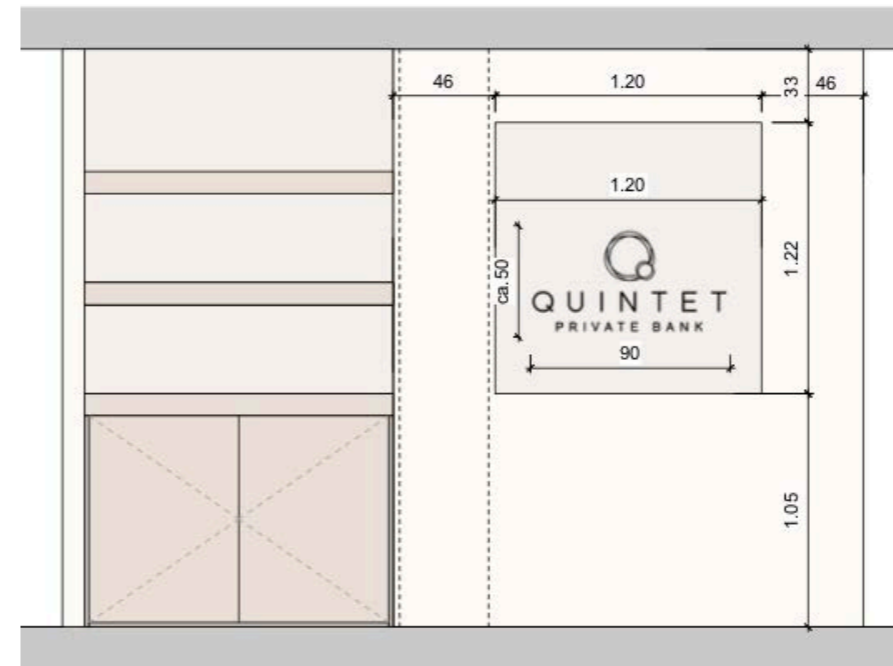
Bad practice : not on desk itself



## USAGE OF THE LOGO IN NEW/REFURBISHED BUILDINGS

For new buildings or refurbished offices, the logo should also be in keeping with the building style however should be placed discreetly and elegantly in one visible location. The logo should be mounted according

to the diagram, backlit and with a brass finish. The size and placement is individual to the building and can either be on a flat wall or in a purpose-built recess.





## THE WAVE

On a white background the waves should always be in color. If the wall is not white and cannot be changed, the waves should appear in white as per the visual.

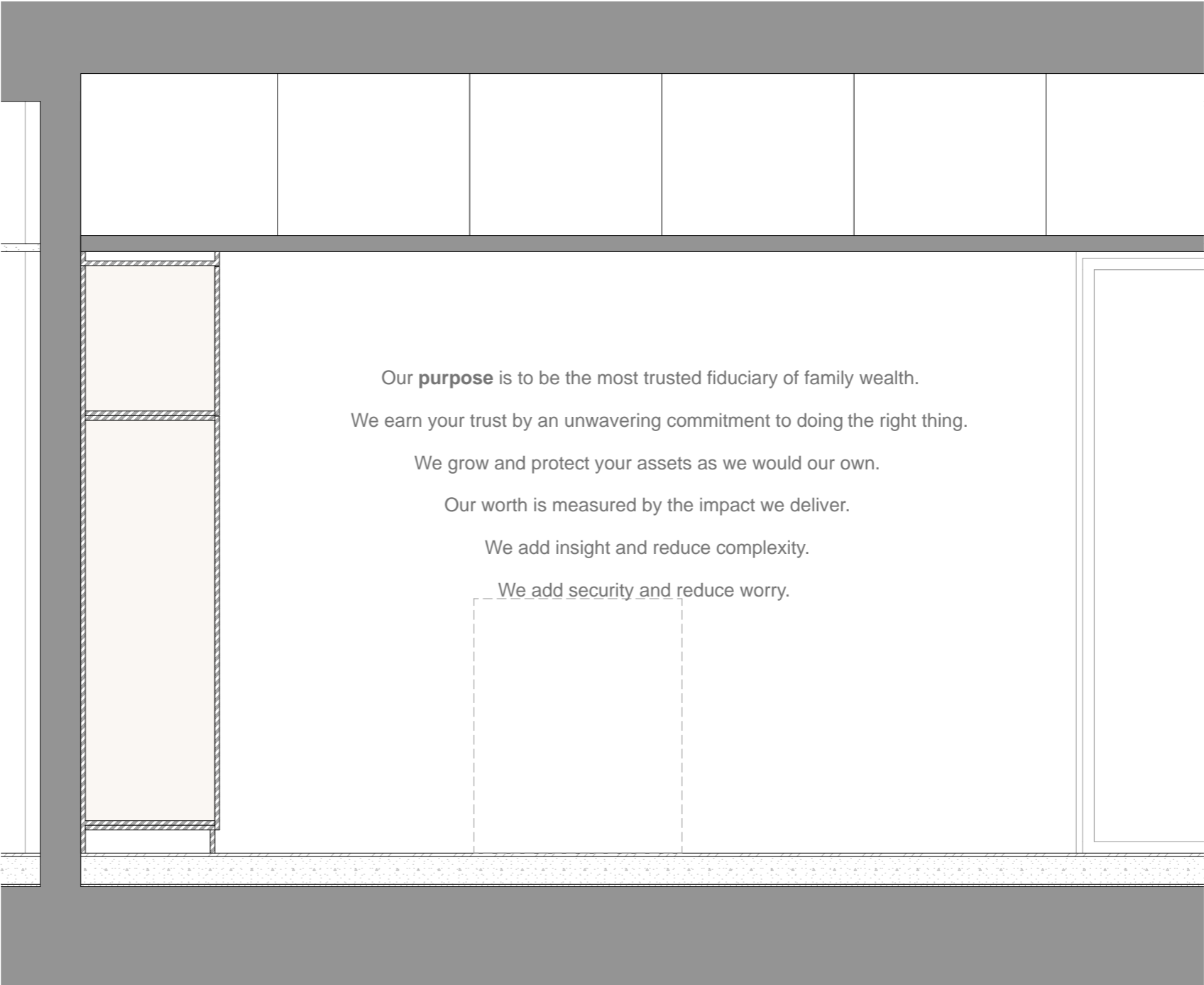
The waves work best on a longer white wall, ideally 200 to 400cm long. The 8 sound waves must always be used together and in the correct colors. This should ideally be placed either in the welcome area or on the way to the elevators / meeting rooms.

Depending on the individual situation, the waves could appear with or without the logo



**PURPOSE STATEMENT**

The entire purpose statement should appear on a white wall or white panel, in a visible employee area, with an ideal width between 200 and 300 cm.

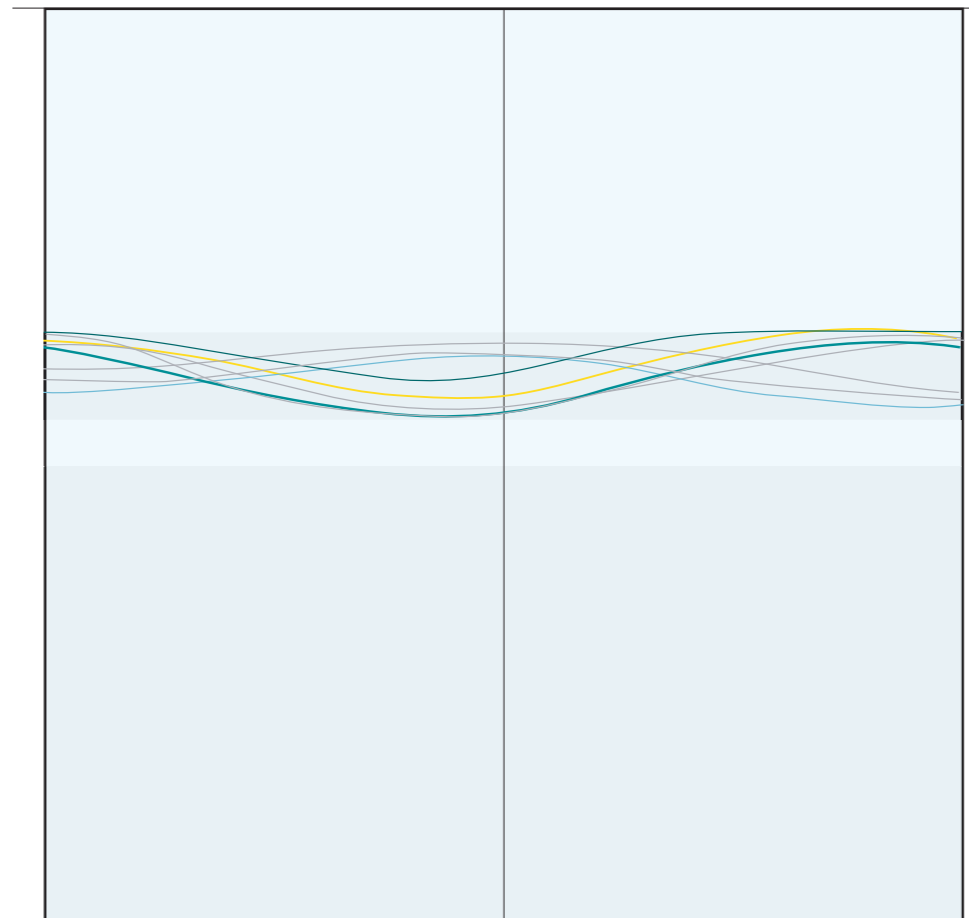
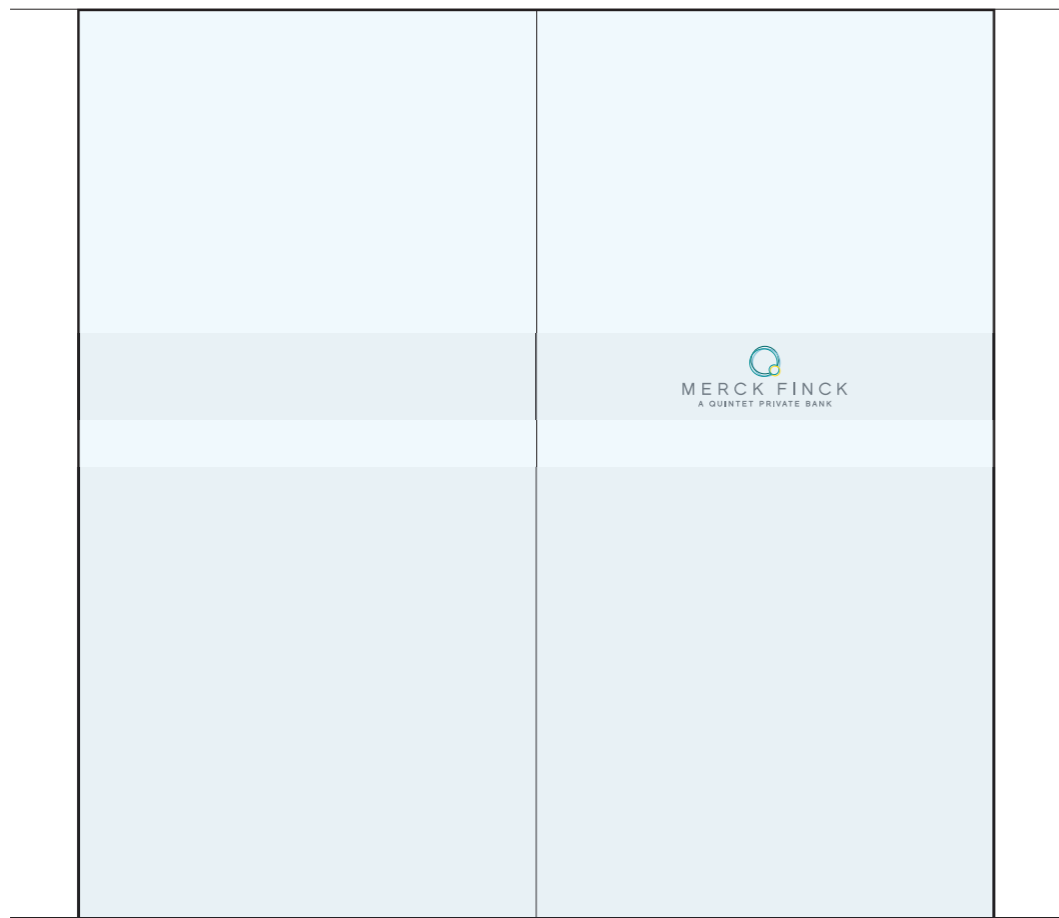




## SIGNAGE ON DOORS & MEETING ROOMS

The following are examples of how the logo can be applied internally. The logo should be sandblasted to create opaqueness.

Logo should be close to eye level. Glass doors



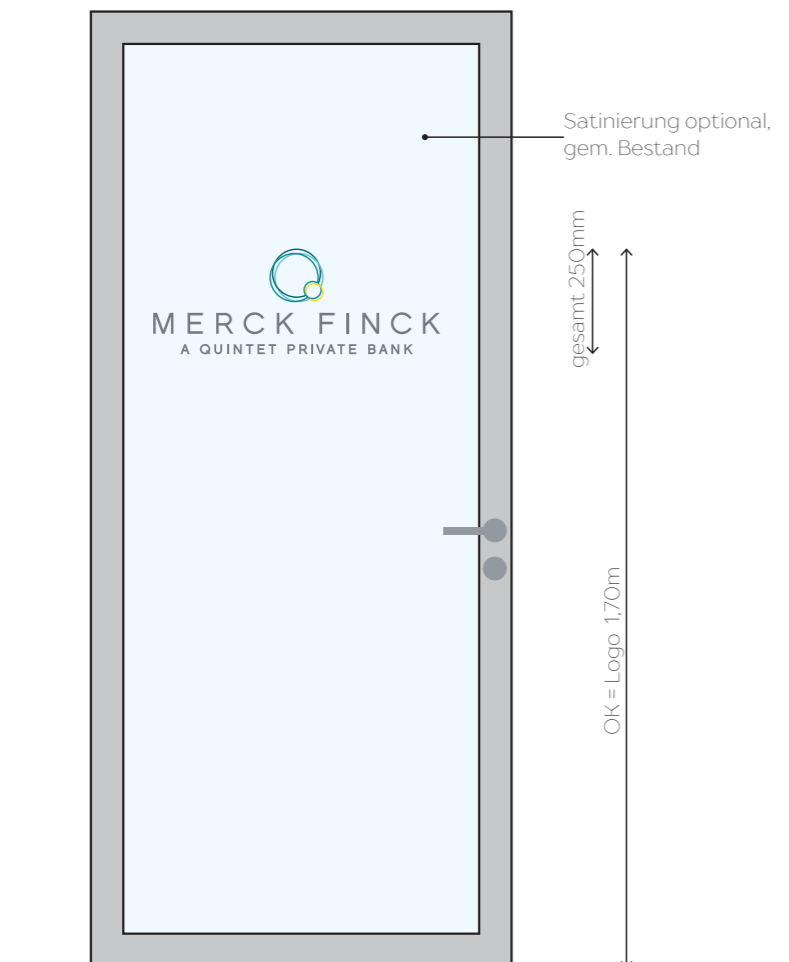
## SIGNAGE ON DOORS & MEETING ROOMS

On doors: Foil plot with logo on satined foil, height 250mm, optional, full-surface satin finish is to adapt to the stock. Printing inks gem brand design guidelines.

Positioning on the middle of the door,

Wordmark 160cm. Use of the logo only in customer area!

Overall height 35mm / 16.5mm



Word mark with any additional information: reverse foil plotting with logo, with satin-finished surface on the front, in height adapted to the format of the sign. Colors according to brand design guidelines.

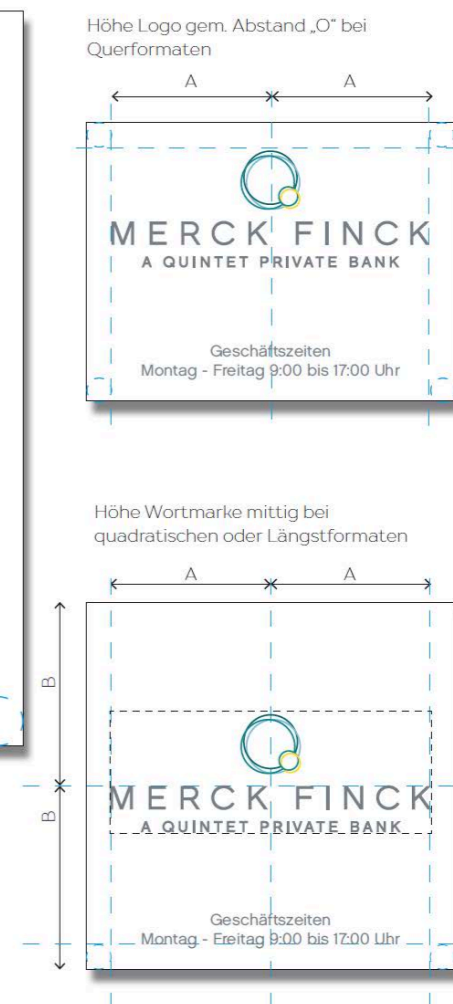
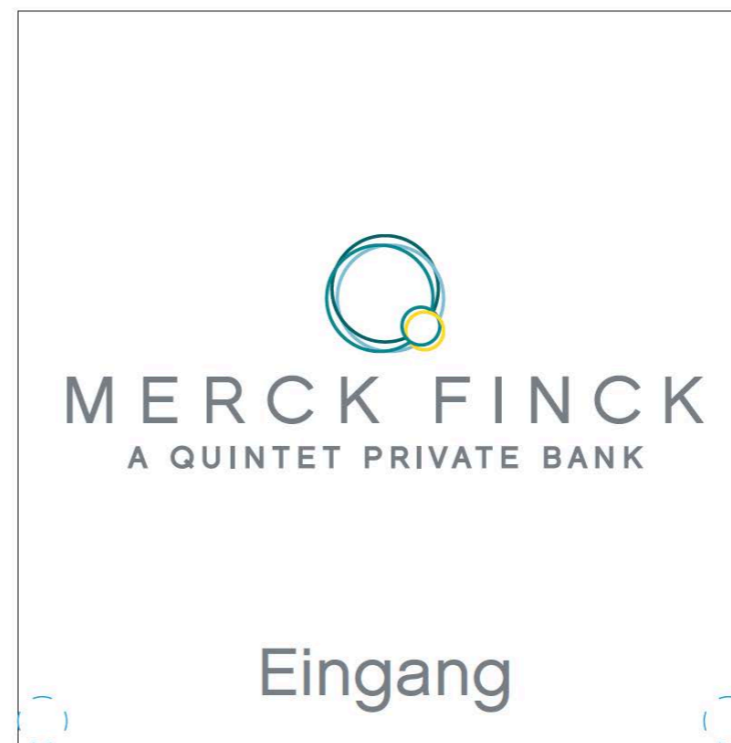
Labeling: The positioning is done with the distance

“O” from below, whereby the documents are decisive for the position. The versal height is to be adapted to the upper level of the word mark. One one line like eg “Mereck Finck, with several lines like” A Quintet .. “

Positioning: The cap height is determined by the width of the logo and can be

adapted to the situation on site.

We stongly advice to renounce putting the opening hours or entry on signs, as clients arrive by appointment only.







## EXTERNAL SIGNAGE

Your text here



# SOME APPLICATIONS IN THE AFFILIATES

Your text here



PULLING IT ALL TOGETHER

