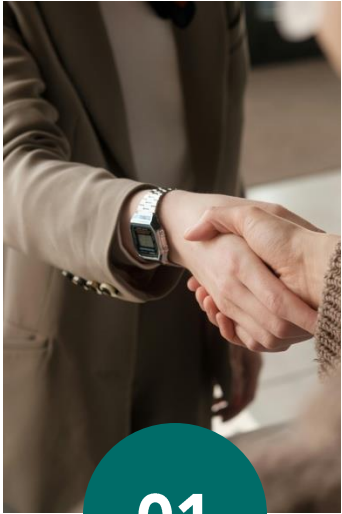


QUINTET BRAND REFRESH STYLEGUIDE



CONTENTS



01

Introduction



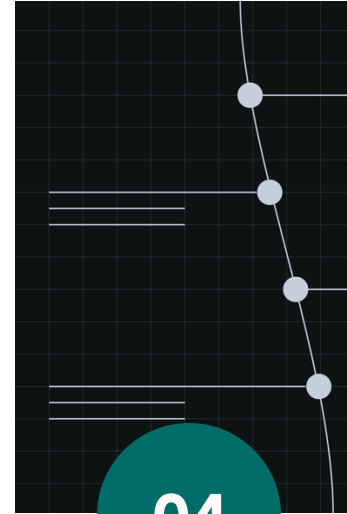
02

**Strategic
Foundation**



03

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04

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Iconography



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Inspiration**



WELCOME

Clear rules and guidelines for managing our brand identity enable us to create a consistent experience across all touchpoints.

Why is this important? Because it's the only way we can create a clear profile that sets us apart from our competitors, resonates with people emotionally, and is memorable.

This guide forms the foundation for all communication measures and ensures quality and professionalism. At the same time, it's not meant to limit creativity, but rather inspire it by explaining why our brand looks the way it does and sounds the way it does.

Developing the brand was just the beginning. Now it's time to bring it to life. Let's go!

01

A close-up photograph of a hand holding a white marker, positioned as if about to write on a dark surface. The lighting is dramatic, with the hand and marker in focus against a dark, blurred background.

02

STRATEGIC FOUNDATION

MISSION AND VISION

TO BE THE MOST TRUSTED FIDUCIARY OF FAMILY WEALTH.

Our Vision

At our core, we see a banking relationship as far more than numbers and transactions. Our vision is to redefine what it means to be a private bank: global in reach but deeply rooted in the communities we serve. We believe in being more than a financial partner; we are a companion. A trusted advisor who understands not only today's goals, but also the legacy our clients want to leave for tomorrow.

Guided by centuries of experience, we honor the past while always looking ahead, using our expertise to craft optimal solutions that meet our clients where they are, and take

them where they aspire to be. For us, proximity isn't just about geography; it's about being close enough to truly understand our clients, their families, and their values.

We give time to what matters most: listening, understanding, and ensuring every interaction is meaningful. We don't rush decisions – because your ambitions deserve care, intention, and time well-spent.

Our vision is clear: To be the most trusted fiduciary of family wealth. With precision, loyalty, and a forward-looking spirit, we believe in forging partnerships that endure.

Our Mission

We empower our clients and their families in achieving their goals and preserving their legacies by providing personalized, long-lasting financial solutions that prioritize time and lasting values. Through global expertise and local presence, we ensure every decision is guided by an intimate understanding of our clients' needs, allowing us to deliver the highest level of service and meaningful relationships that last a lifetime.

IF THIS BUSINESS WERE TO BE SPLIT
UP, I WOULD BE GLAD TO TAKE THE
BRANDS, TRADEMARKS AND GOODWILL,
AND YOU COULD HAVE ALL THE BRICKS
AND MORTAR – AND I WOULD FARE
BETTER THAN YOU.

John Stuart
CEO of Quaker Oats, 1929

FOUR INGREDIENTS TO SUCCESS



A STRONG BRAND IS A UNIQUE IDENTITY

It builds trust, differentiates, and drives business growth

Different

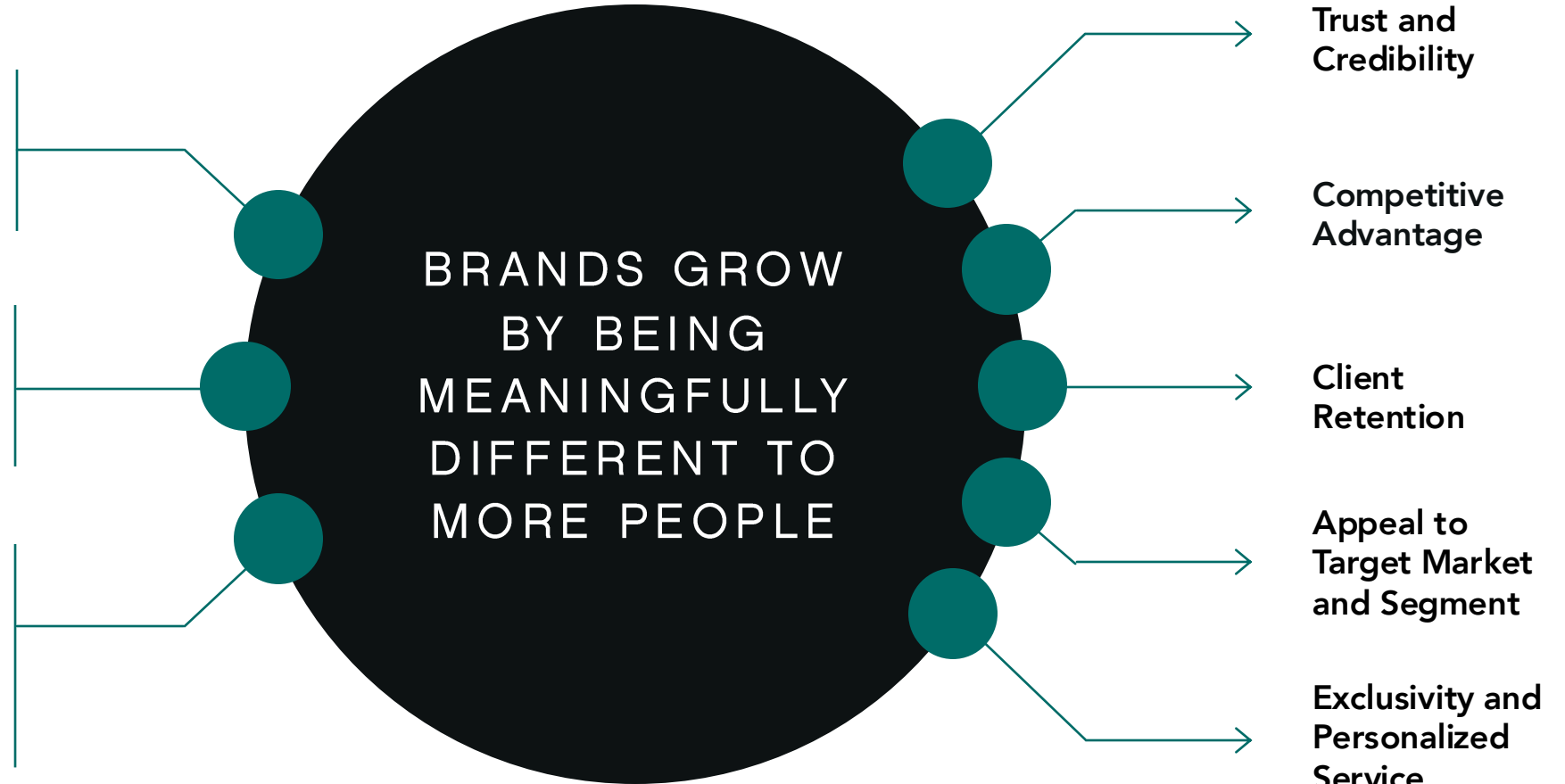
The extent to which brands are seen to offer something that others don't and lead the way.

Salient

The mental availability of the brand: how quickly and easily it comes to mind when making a consumer usage decision.

Meaningful

The extent to which brands build a clear and consistent emotional connection and are seen to deliver against consumer needs.



IT ALL STARTS WITH A
GOOD BRAND PROPOSITION.



Brand Positioning

PRIVATE BANKING
THAT SEES YOU, NOT
JUST YOUR WEALTH.

Our positioning defines who we are and what sets us apart: a private bank that values people over portfolios. In a world of transactional relationships, our brand stands for meaningful connections and enduring trust.

This positioning not only reflects our core values but also ensures we remain distinct in a competitive landscape — guiding every interaction, every experience, and every solution we create.

Because building a legacy for wealthy individuals and their families starts with “Private Banking that sees you, not just your wealth.”

QUINTET'S CORE BRAND DRIVERS RESONATE WITH CLIENT'S CORE NEEDS ...



TIME



PROXIMITY



HERITAGE

... and can be adapted to their life stages and individual preferences.



THE QUINTET CORE BRAND DRIVERS

PROXIMITY QUINTET

Time

- CAs dedicate time to build customer relationship
- Understand clients and their needs
- Investing in clients' aspirations
- Prepare right investment and advice

Proximity

- Closeness to clients
- Offices and unique partnership throughout Europe that allow us to be close to clients and cultures.
- Legacy in the local markets, but belonging to global group
- Tailored services to meet local needs
- Personalized financial strategies

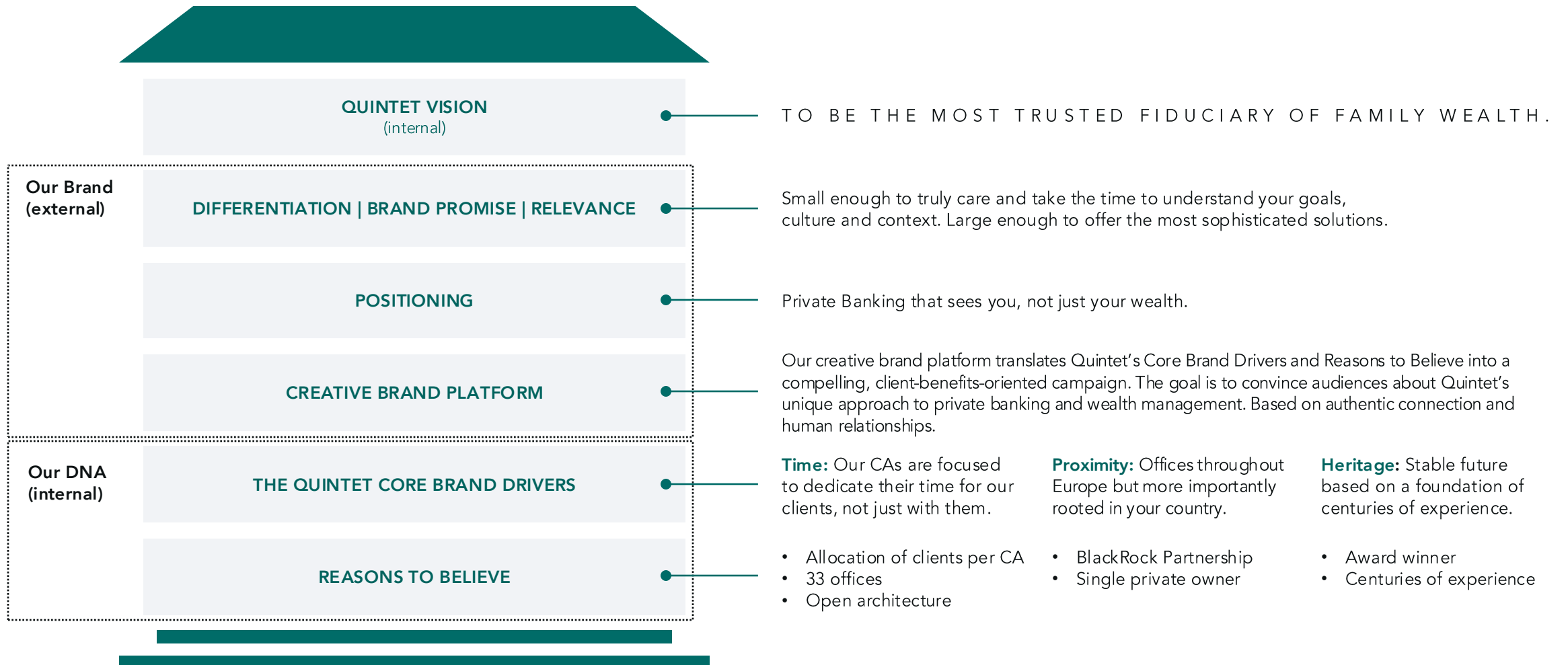
Heritage

- Stable future based on a solid foundation since the 19th century.
- High expertise in an ever-changing landscape
- Guidance to make informed decisions
- DNA across the group is in the roots

What we do



QUINTET'S BRAND HOUSE



WITH OUR NEWLY DEFINED BRAND AND
A DEDICATED MARKETING APPROACH,
WE CAN LEVERAGE THE ACQUISITION
POTENTIAL OF 1ST GEN

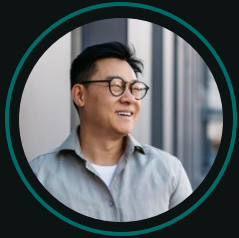
38%

of clients list brand and reputation as
part of their top reasons for choosing a
wealth manager.

Confirmed by: Nielsen 2023-24 – Prospects unprompted awareness

A Nielsen Survey in 2023-24 and an IPSOS barometer in
September 2024 shows that our local brands have low to
no visibility and consideration.

DIFFERENT SEGMENTS HAVE UNIQUE CHARACTERISTICS WHICH WE NEED TO BE AWARE OF



First-Gen Wealth

Self-made individuals who created their wealth through their own efforts

Sold the business decades ago, now dedicating life to passions or new ventures

Recently sold a business and is discovering the world of wealth

Sold the business earlier, attempted to invest the wealth and failed



Multi-Gen/ Family Wealth

Experienced stewards of wealth cultivated over multiple generations

Multi-generational established billionaire family

Recent multi-generational established entrepreneur millionaire family



Next-Gen/ Inheritance

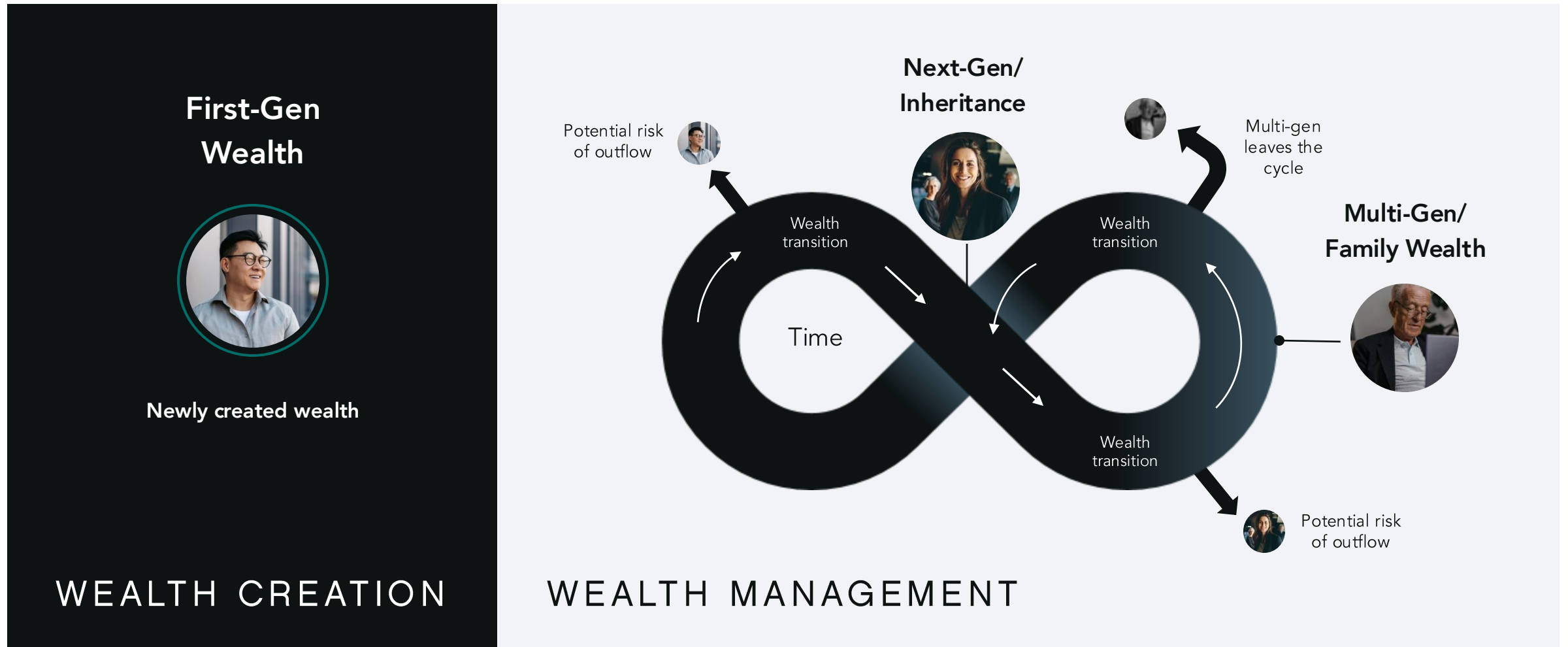
Heirs preparing to manage wealth while shaping their own paths

Young daughter/son receiving advanced inheritance

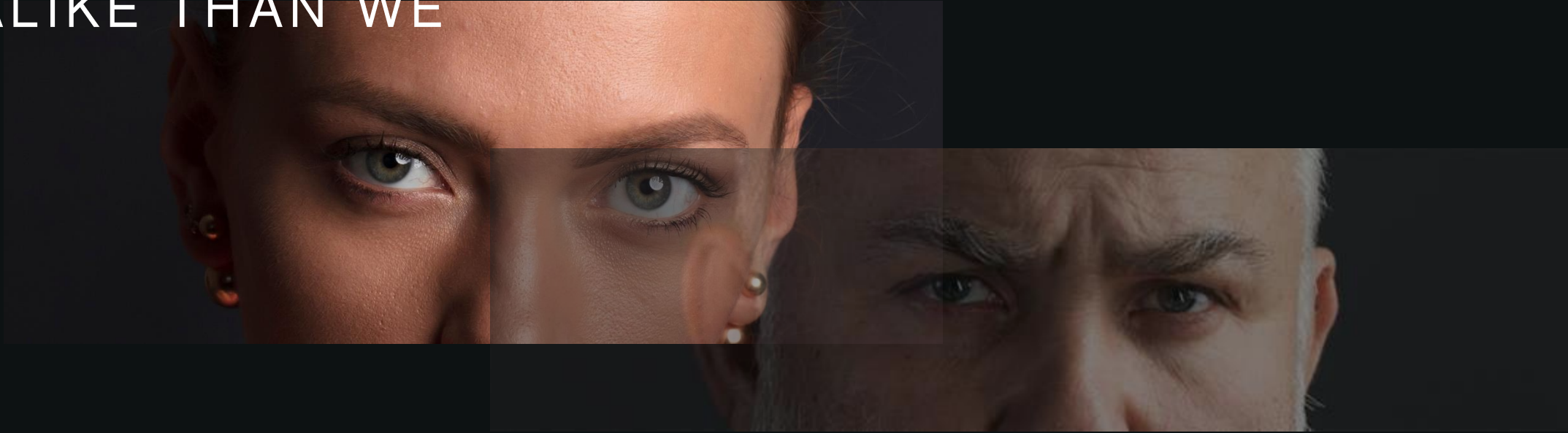
50-year-old established individual with family and own career

Individuals integrated into the family's wealth and business operations for decades

ECOSYSTEM OF WEALTH: SEGMENTS EVOLVE WITHIN AND TRANSFER INTO THE NEXT SEGMENT OVER TIME



DIVERS IN PERSONALITY
BUT UNITED BY NEEDS
MORE ALIKE THAN WE
THINK



THERE ARE COMMON NEEDS ACROSS THE SEGMENTS WHICH NEED TO BE TARGETED INDIVIDUALLY

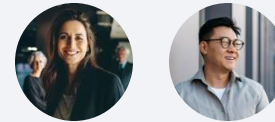
Your Insights

Demand Understanding of Private Banking



"They don't want to be educated; they want to be guided. They are making the decisions and want to feel confident that the decisions they make are the correct ones."

Wish For Innovation and Digital Solutions



"They prioritize a bank that has smooth and easy paper-free/digital onboarding. Fast decision making, digitally up to speed and available."

Value Personal Connection To CA



"It is as simple as that. Clients will prioritize trusting, getting on with, and liking the individual in front of them."

Focus on Wealth Preservation



First Gens' biggest concern regarding wealth management and preservation is to lose their wealth

Wish for Simplified Communication



Clients demand clear, straightforward and jargon-free communication.

ARE ATTRACTED BY A STRONG BRAND



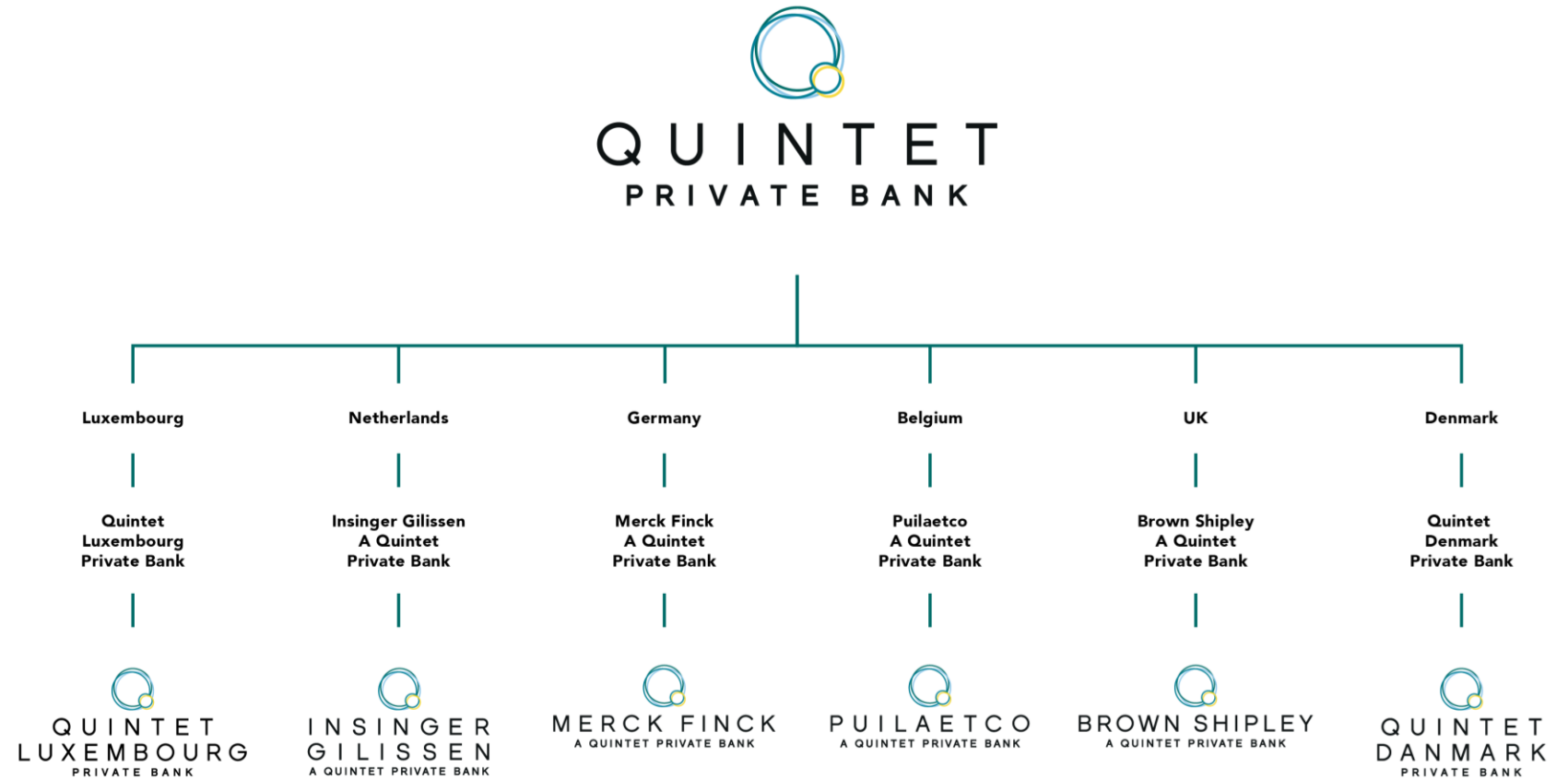
"Brand is important – they trust brands they see frequently and hear positive things about."

BRAND ARCHITECTURE

All banks in the group retain their original name but also highlight their belonging to the Quintet group.

All names will appear in the logo font and include a descriptor featuring 'Private Bank': markets using only Quintet will use 'Private Bank', while those retaining their local name will use 'A Quintet Private Bank'.

A summary of the naming architecture is as follows:



WHY WE ARE 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.

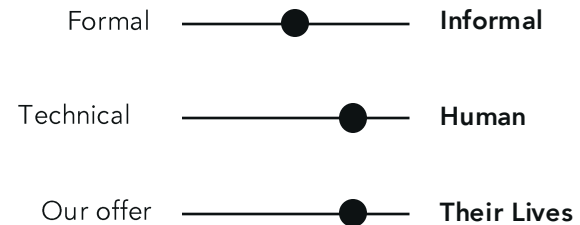
Most importantly, no matter how talented each individual player in a Quintet is, every performance depends on them listening to each other and working collaboratively together in genuine partnership.

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.

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 beings 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.

COMMUNICATING OUR OVERALL VALUES

Quietly confident, deeply personal - where the weight of tradition meets the warmth of understanding.

A tone that combines sophistication with genuine human connection, reflecting the bank's high-end status and personal dedication.

Timeless in heritage, tailored in every moment - because luxury isn't what we offer, it's how we listen.

A voice that reinforces exclusivity while highlighting the deep commitment to investing time in each client relationship.

Close enough to know you, established enough to guide you - where every detail reflects care, and every decision reflects trust.

A tone that conveys bespoke service, trust, and a legacy of excellence combined with modern attentiveness.

COMMUNICATING HERITAGE

We are confidently rooted in history yet focused on the future.

A tone that reflects experience built over time, while signaling a forward-looking approach to modern banking needs.

Steady, dependable, and timeless - guiding generations with the wisdom of experience.

A voice that conveys reliability and longevity, emphasizing the bank's enduring role through changing times.

A tone that bridges the bank's heritage with its ongoing commitment to evolve and meet client expectations today and tomorrow.

COMMUNICATING TIME

We spend time so clients can save time.

A tone that reflects a calm, approachable demeanor with a commitment to giving clients the time they need. Whether it means spending time with them or for them, they feel cared for at all times.

Time is the most valuable thing we can offer, because meaningful conversations lead to meaningful outcomes.

A voice that emphasizes depth, genuine care, and the importance of prioritizing clients.

We make time, every time - dedicated to understanding what matters most to you.

A tone that reassures clients that they are never seen as just another appointment, but as the heart of the bank's priority.

COMMUNICATING PROXIMITY

We share a common context, history and culture.
We are where you are.

Our bank had its beginnings in your country. We live in your country. We belong to the same culture.

This helps us better understand your goals, because we understand how they match your and your family's context.

All this helps us build closer bonds with our clients, based on shared objectives.

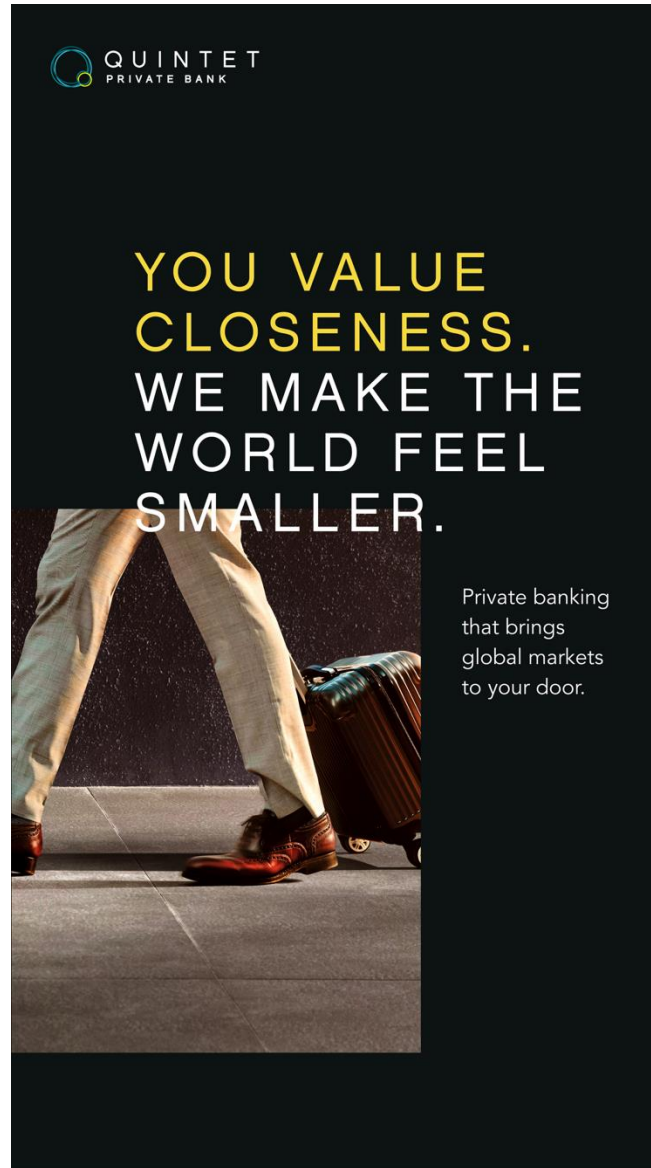
A tone that conveys approachability and a deep understanding of our clients' unique needs.

We are more than just a bank – we are withing reach, your partner and trusted ally.

A tone that emphasizes familiarity, trust, and genuine connection, making clients feel supported every step of the way.

CAMPAIGN COPY MECHANIC

Quintet campaign copy consists of several elements that work together to create a recognizable and powerful style of story telling.



Headlines "action/reaction"

Headlines consist of a YOU/WE mechanism that conveys proximity to the customer. e.g. the customer takes an action or expresses a need, the bank reacts to it.

Tagline

Referring to the headline, it conveys the bank's principles which mirror our actions.

Modular Principle

As long as the elements that make our copy structure recognizable stay the same (YOU/WE, Private banking that..., logical connection between headline and subline), the rest of the messaging can change according to market needs, media placements, formats relevant to the purpose the asset is being created for.



03

OUR LOGO

OUR MASTER LOGO LOCKUPS

Our logo is our key driver for brand recognition for our audiences. It consists of three parts: icon, wordmark and descriptor. These variations allow for flexibility in uses and precision across all touch points.

The following a guide to ensure that the logo's integrity is protected.

Horizontal



Vertical



ENSURING COHESION IN OUR LAYOUTS

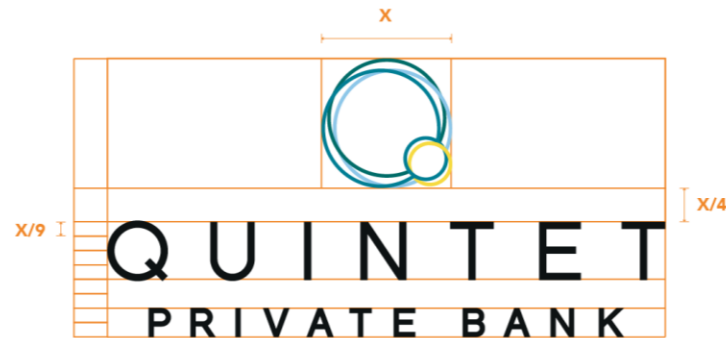
The brand logo, sub logos and the tagline consist of units to integrate the brand logos consistently into the design grid. The icon of the brand logo form a unit.

These will align to our layout grid system to ensure clarity in logo sizing for every layout.

Horizontal



Vertical



CLEAR SPACE AND MINIMAL SIZING

Our icon is our consistent element in this brand system and it can be used to calculate clear space and minimum sizing.

Clear Space

Our logo requires a minimum of half the height of the icon.



Minimum Sizing

The brand logos and the sublogos should be used in such a way that the line thickness of the icon is not less than 1pt. This results in a minimum logo height of 13 mm.



OUR COUNTRY SPECIFIC AND LOCAL MARKET LOGOS

In line with our master brand logo, our country specific and local market logos are kept to the same proportions with both variations.

These logos follow the same rules for clear space and minimum sizing as the master brand logos.

Horizontal



Vertical



LOGO USAGE IN COLORS

When applying our logo to different background, we alternate between a one color version and the full color version to always maximize on our logo legibility.



To only be used if it is not possible to show our full color logo



To only be used if it is not possible to show our full color logo



We do not use our full color logo on our most of our brand colors as it causes parts of the icon to disappear.



Don't remove or add elements to our logo lockups

Don't recreate or change the wordmark typeface

Don't stretch, rotate or distort our logo in any way

LOGO DON'TS

Ensure the following so our logo always looks its best.



Don't recolour any of the elements outside of the approved colour variations

Don't apply any stylistic effects

Don't change the lock up or proportions of any of the logo elements.



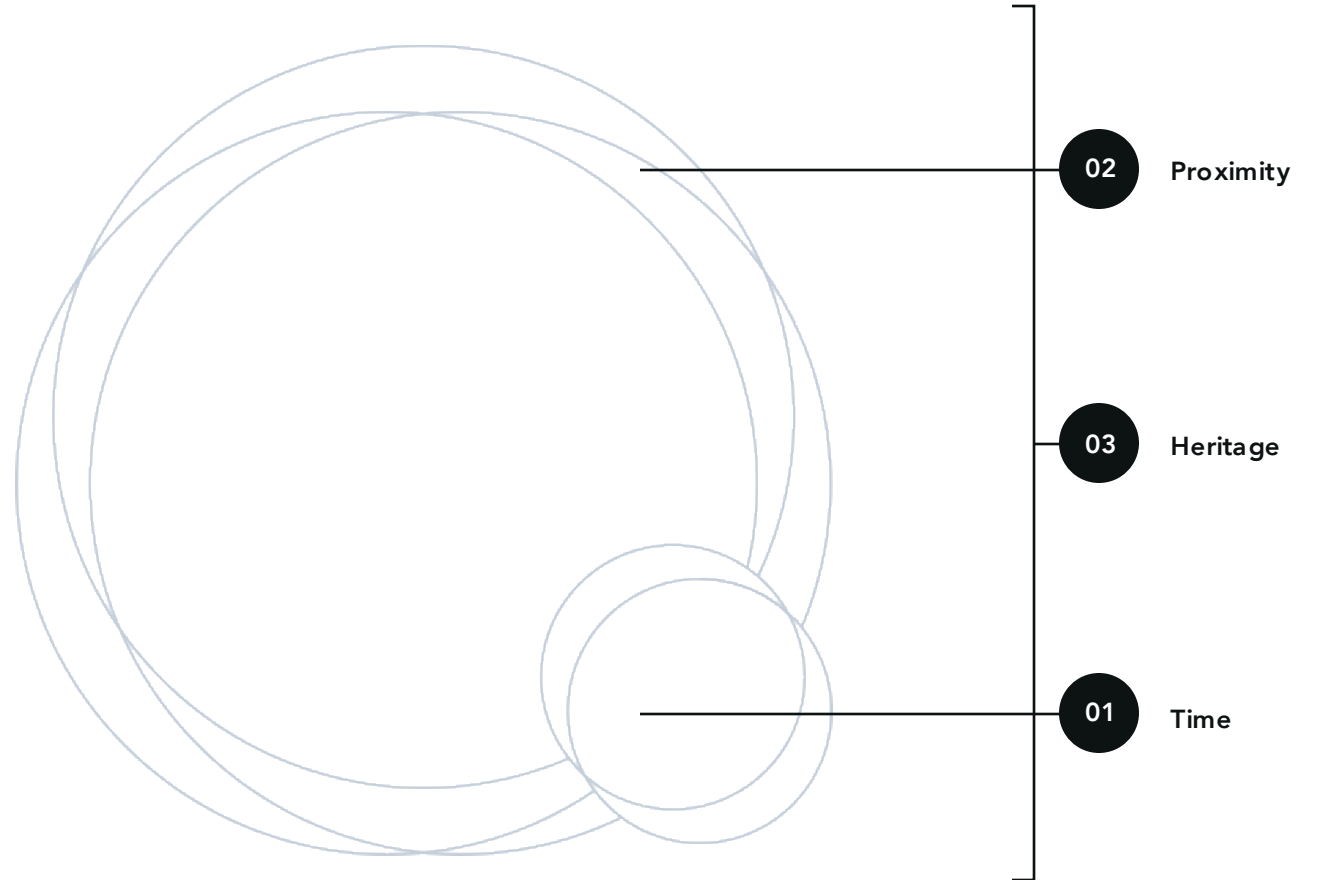
04

DESIGN AND LAYOUT SYSTEM

TIME PROXIMITY HERITAGE AT THE CORE OF ALL WE DO

Time, proximity and heritage translates directly into our core visual for Quintet. Enhancing each of the brand core values within this system.

Performance is delivered through a logically crafted layout system that pairs with the organic movement stemming from our icon's essence. Paired together creates a system that celebrates simplicity and elegance in every touch point.





TIME: OUR FOCUS

Much like the focus point on our icon, we have taken the circular holding shape and continue to use it as our content's focus point.

We can use this in a variety of ways to draw attention to our content. The following are some examples of treatments you can use in layouts to highlight information and draw focus.



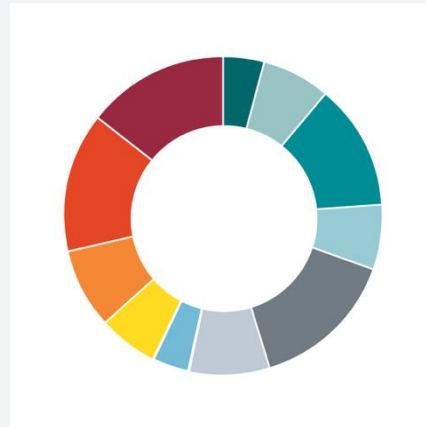
Masking Imagery

For bold or key imagery, we use a round mask to link layouts closely to our brand.



Call out Information

Where we want to draw more attention to certain information, we use circular shapes with contrasting colors from our palette.



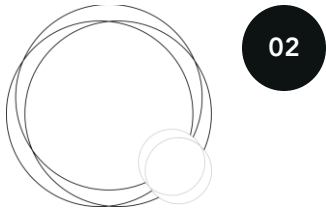
Infographics

Where possible, we default to circular graphics and charts



Graphics

When designing graphic elements, we default to a round shape to create cohesion on a layout.



PROXIMITY: OUR ESSENCE

We take the overlapping segments of our icon and create our brand essence; our proximity lines.

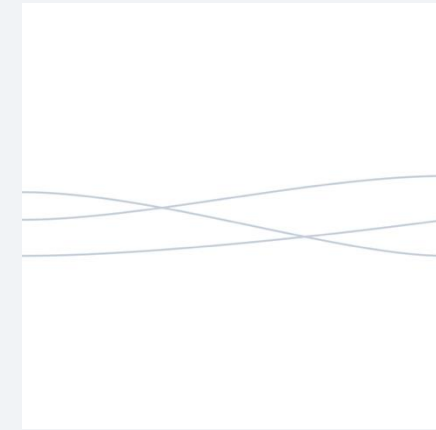
These lines are used to add a strong brand presence to our layouts and to infuse elegance into our touch points. While they don't need to be present on every layout, we have various treatments that you can take advantage of.

Our proximity lines never overlap or clash with other content - excluding photography - because, like our brand, it exists in harmony with our content.



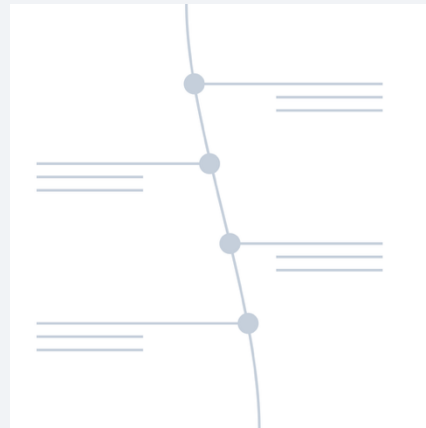
Curved

Our primary use for the proximity lines. They can be used to fill empty spaces with our brand essence.



Linear

These are used when the format doesn't suite the curved lines. They create more flexibility while still being related and linked.



Functional

We take the feeling of our proximity lines for specific uses for a further branded .



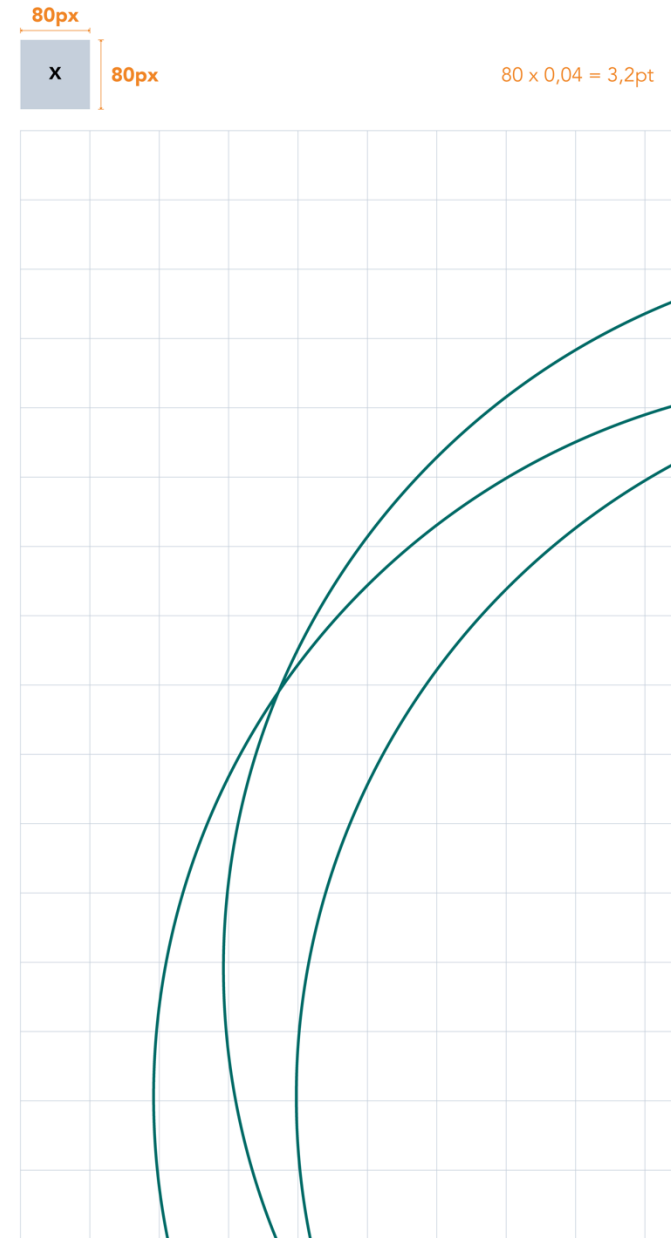
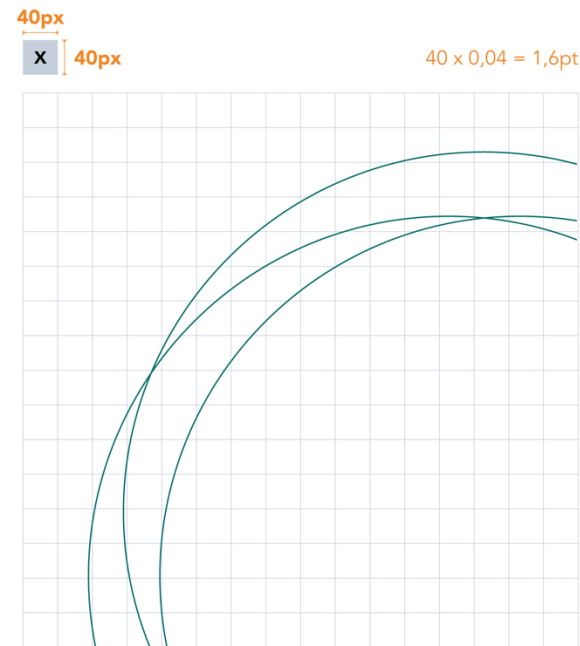
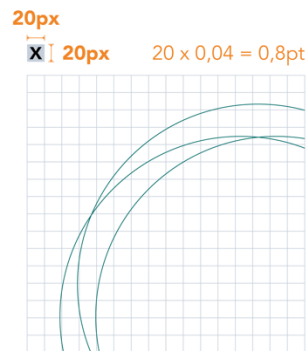
PROXIMITY: OUR ESSENCE

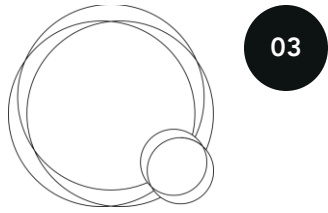
Stroke Weights

As our formats and layouts change dimensions, we have a quick calculation that you can use so we always achieve elegance with the thickness of our proximity lines.

4% of the side length of our square X unit of our grid system is the point size of our proximity lines.
For example, to calculate an X unit with a length of 50 pixels: $50 \times 0.04 = 2\text{pts}$.

Note: never go below 0,5pt as to not break the appearance of the line work.





HERITAGE: 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.

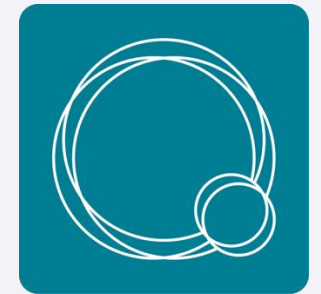
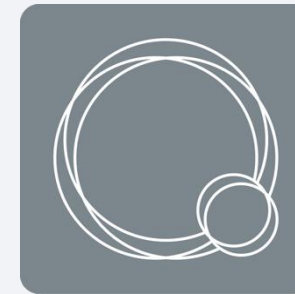
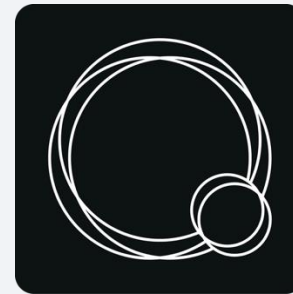
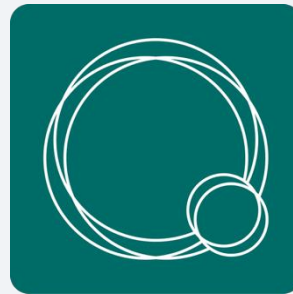
Our icon is inspired by sound waves - what the sound a Quintet makes looks like.

We only use our icon where our logo can't be applied and it is always used with functional purpose - never decoration (i.e an app icon).

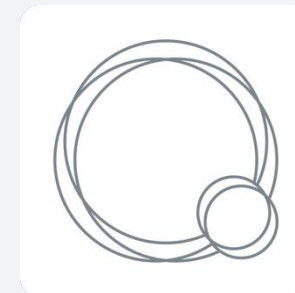
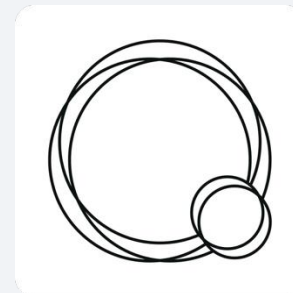
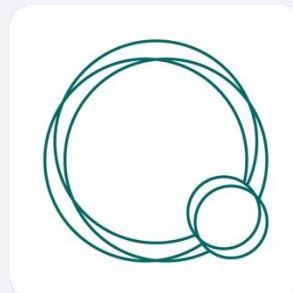
Color combinations.

When using our icon with our color palette, we only use combinations that are AA accessible to ensure legibility.

Negative



Positive

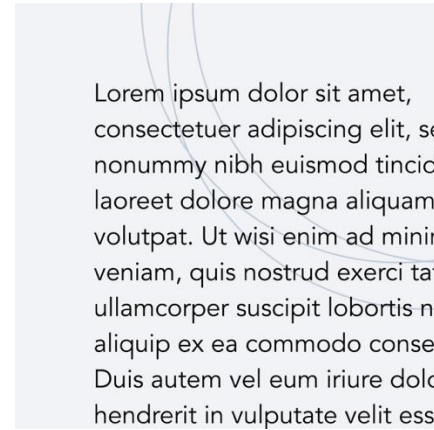


TIME, PROXIMITY AND HERITAGE DON'TS

Ensure the following so core graphic elements always looks their best.



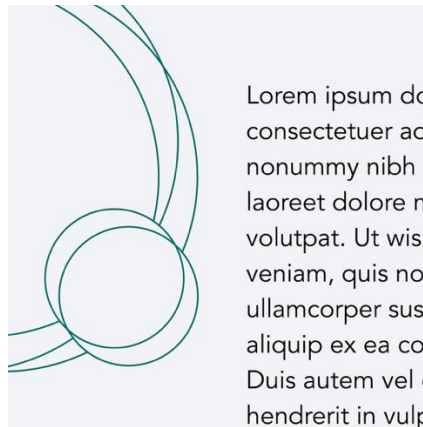
Don't frame our imagery with our circular proximity graphics.



Don't over/underlay our proximity lines with any legible content (i.e. text), it is always placed in a clear space or under imagery.



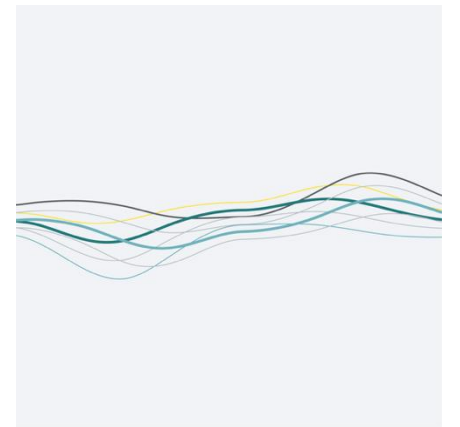
Don't mask every image in a circle. This is for key imagery or when stylistically necessary. Otherwise, a square/rectangle is preferred



Don't use our icon as a decorative element. It is always used with purpose closer to that of our logo.



Don't overload a layout with circular callout information or elements. As always, less is more when creating hierarchy in layouts.



Don't use the previous wave treatment on any layout.

COMBINING OUR DESIGN ELEMENTS

In order to combine all of the various brand elements together cohesively, a flexible layout system is developed that can be seamlessly applied across all dimensions.



STEP 01: CREATE THE GRID

Create your 16 x 16 unit grid for
any layout size

01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16
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03															
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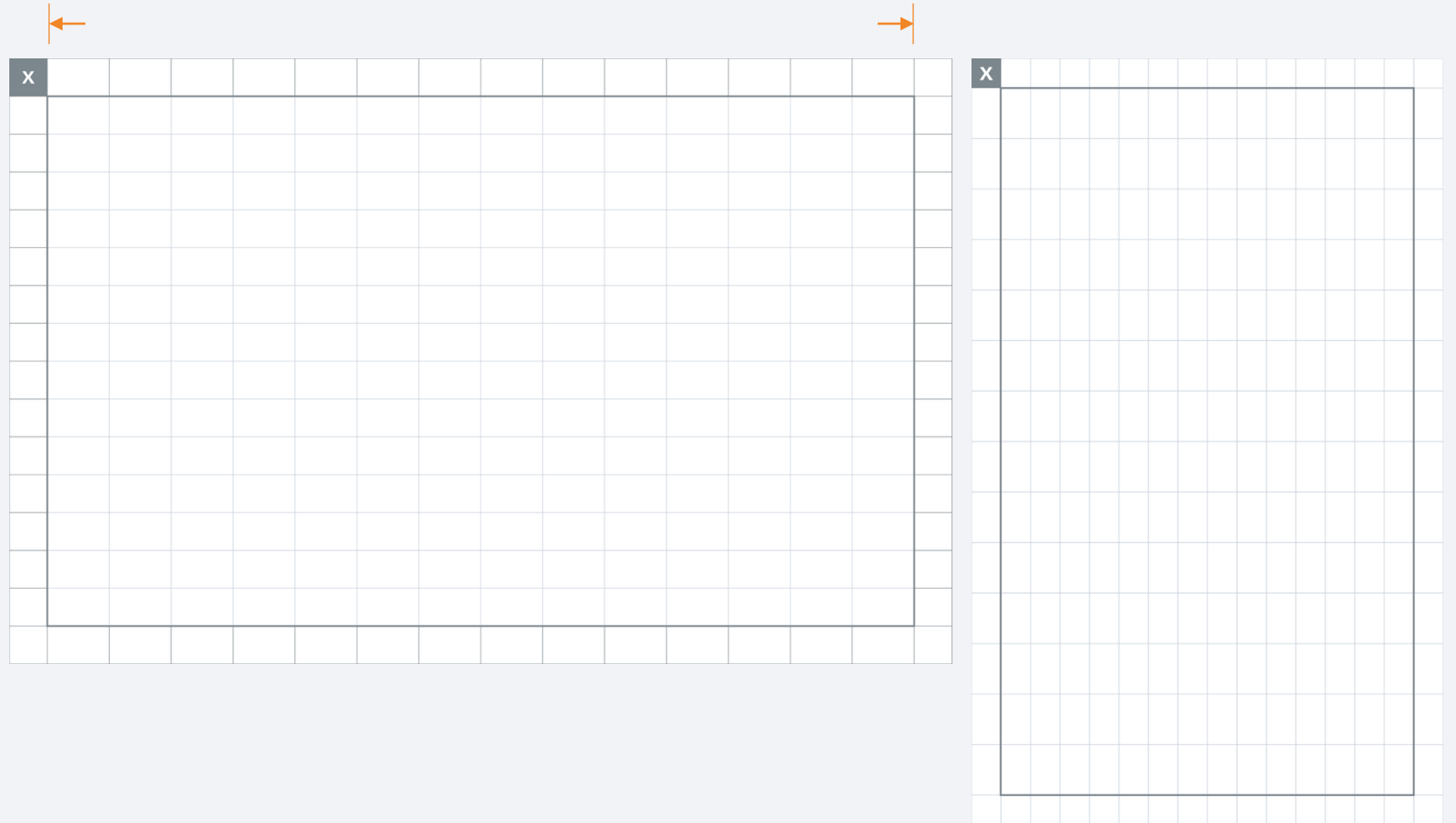
01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16
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STEP 02: CREATE YOUR X-UNIT

Shorten the shorter edge units until they are square while the inside 14 units stretch to fill the space evenly.

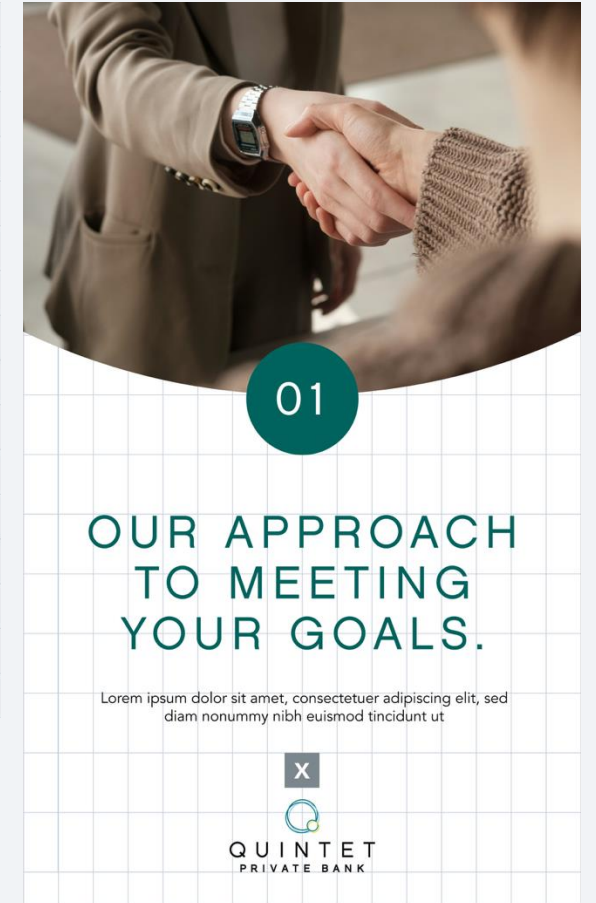
The margin will then have an even edge around the entire layout.

This square unit becomes your layouts' X value which acts as your sizing for your margin, logo, proximity lines etc.



STEP 03: APPLY BRAND ELEMENTS

Place your design elements and content into the grid system for consistent alignment, keeping in mind minimum spacing guidelines.



STEP 04: EXTREME FORMATS

For extremely narrow or long formats, the difference between the length and width of the layout may be too high. This means that the brand logo with a height of one unit would be too small in the layout. In this case, the brand logo, subbrand logos and the descriptor can be used with a height of 2x units.





05

COLOR PALETTE

COLOR PALETTE

Our brand color palette is designed to act as a main brand identifier—modern, elegant, warm, and refined.


White is our base color, representing openness, clarity, and luxury through generous white space. We complement it with a curated palette that feels grounded but avoids being overly traditional, masculine, or corporate. Each design uses a select few colors, never the full palette, to maintain elegance and coherence.

Less is more is our guiding principle.


Primary Color Palette



WHITE
HEX FFFFFFFF
RGB 255 255 255
CMYK 0 0 0 0
PANTONE WHITE



BLACK
HEX 0D1213
RGB 13 18 19
CMYK 60 40 40 100
PANTONE BLACK

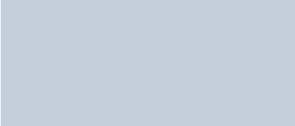


MALLARD
HEX 006C68
RGB 0 102 107
CMYK 96 0 49 50
PANTONE 7719 C




MODERNA
HEX F6DA40
RGB 255 220 0
CMYK 0 11 93 0
PANTONE 7404 C


Secondary Color Palette




STORM
HEX C5CFDB
RGB 204 212 222
CMYK 14 4 1 3
PANTONE 538 C



VOLCANIC
HEX 7C868D
RGB 123 129 139
CMYK 33 18 13 40
PANTONE 430 C




LAKE
HEX 8DC7E9
RGB 127 190 219
CMYK 45 1 0 1
PANTONE 2905 C




SPRUCE
HEX 007E94
RGB 0 126 148
CMYK 100 0 28 20
PANTONE 7712 C


Tertiary Color Palette



SATSUMA
HEX F18728
RGB 241 135 40
CMYK 0 60 100 0
PANTONE 151 C



POPPY
HEX DE3915
RGB 222 57 21
CMYK 0 95 100 0
PANTONE 485 C



SANGRIA
HEX 9D2739
RGB 157 39 57
CMYK 7 100 68 32
PANTONE 201 C

SHADES

To add depth, flexibility, and visual harmony, we use lighter tints and darker shades of our core brand colors.

These variations help maintain consistency while allowing for a greater range of flexibility in specific uses (i.e. UI design)

Black + Volcanic + Storm + White



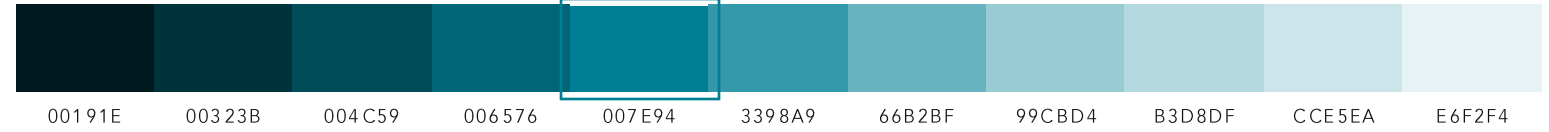
Mallard



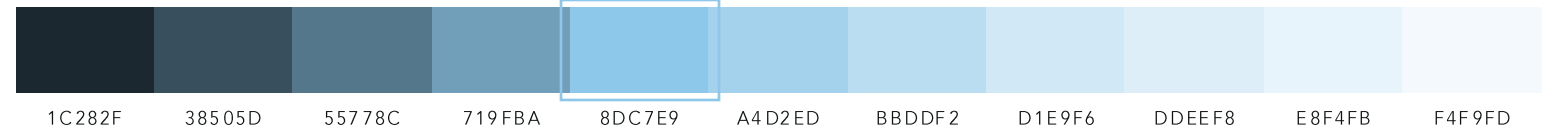
Moderna



Spruce



Lake



ENSURING LEGIBILITY WITH COLOR

We only use these colour combinations for information as to allow for AA accessibility standards within our design system.

For this case: Large Text is typically defined as equal to or more than 14pt Bold or 18pt Regular. Graphic accessibility is applied to graphics that need to be understood (i.e. icons).

● AA Accessible ● NOT AA Accessible

White

-
-
-

Black

- Aa
- Lorem ipsum dolor sit amet, consectetur adipiscing elit.
- ■ ★ ●

Mallard

- Aa
- Lorem ipsum dolor sit amet, consectetur adipiscing elit.
- ■ ★ ●

Moderna

- Aa
- Lorem ipsum dolor sit amet, consectetur adipiscing elit.
- ■ ★ ●

Spruce

- Aa
- Lorem ipsum dolor sit amet, consectetur adipiscing elit.
- ■ ★ ●

Lake

- Aa
- Lorem ipsum dolor sit amet, consectetur adipiscing elit.
- ■ ★ ●

Storm

- Aa
- Lorem ipsum dolor sit amet, consectetur adipiscing elit.
- ■ ★ ●

Volcanic

- Aa
- Lorem ipsum dolor sit amet, consectetur adipiscing elit.
- ■ ★ ●

ENSURING LEGIBILITY WITH COLOR

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● AA Accessible

● NOT AA Accessible

White

- Aa
- Lorem ipsum dolor sit amet, consectetur adipiscing elit.
- 

Black

-
-
-

Mallard

- Aa
- Lorem ipsum dolor sit amet, consectetur adipiscing elit.
- 

Moderna

- Aa
- Lorem ipsum dolor sit amet, consectetur adipiscing elit.
- 


Spruce

- Aa
- Lorem ipsum dolor sit amet, consectetur adipiscing elit.
- 


Lake

- Aa
- Lorem ipsum dolor sit amet, consectetur adipiscing elit.
- 

Storm

- Aa
- Lorem ipsum dolor sit amet, consectetur adipiscing elit.
- 

Volcanic

- Aa
- Lorem ipsum dolor sit amet, consectetur adipiscing elit.
- 

ENSURING LEGIBILITY WITH COLOR

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● AA Accessible ● NOT AA Accessible

White

- Aa
- Lorem ipsum dolor sit amet, consectetur adipiscing elit.
- 

Black

- Aa
- Lorem ipsum dolor sit amet, consectetur adipiscing elit.
- 

Mallard

-
-
-


Moderna

- Aa
- Lorem ipsum dolor sit amet, consectetur adipiscing elit.
- 


Spruce

- Aa
- Lorem ipsum dolor sit amet, consectetur adipiscing elit.
- 


Lake

- Aa
- Lorem ipsum dolor sit amet, consectetur adipiscing elit.
- 

Storm

- Aa
- Lorem ipsum dolor sit amet, consectetur adipiscing elit.
- 

Volcanic

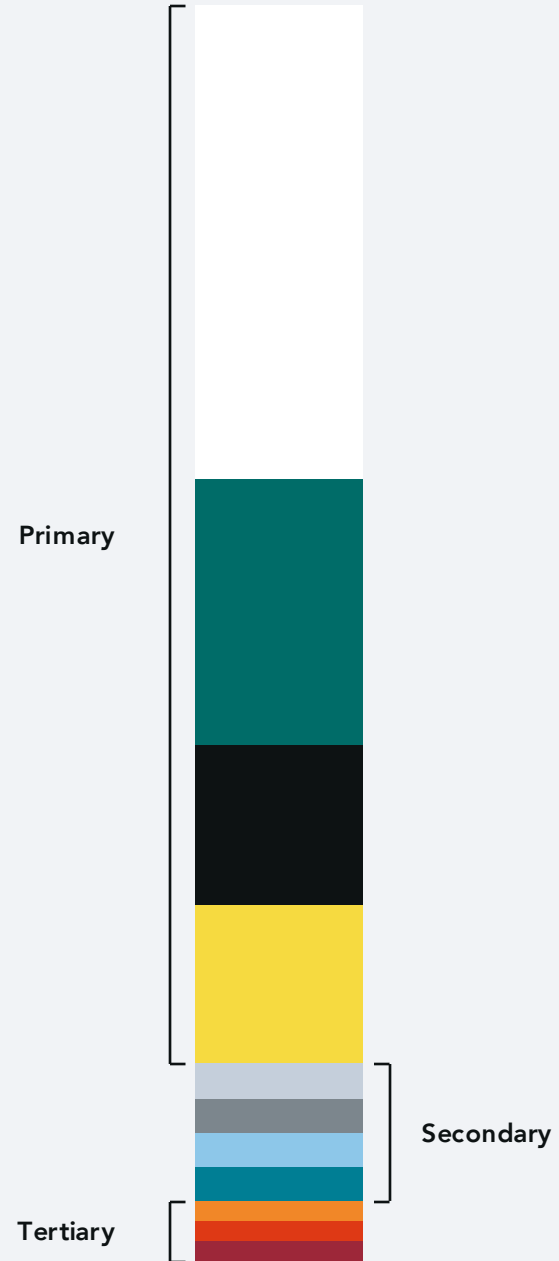
- Aa
- Lorem ipsum dolor sit amet, consectetur adipiscing elit.
- 

UNDERSTANDING COLOR HIERARCHY

Establishing a colour hierarchy ensures visual consistency and clarity across brand communications. While we have established our primary, secondary and tertiary colors, it is important that hierarchy is used over the entire brand.

It is possible for this hierarchy to change for a particular layout (i.e. campaign advertising uses primarily Black and Moderna) as long as Mallard and White are still used most prominently in other areas.

The brand inspiration section is helpful to see how this can be realised across many layouts.



CASES WHERE MALLARD NEEDS TO TAKE A STEP BACK

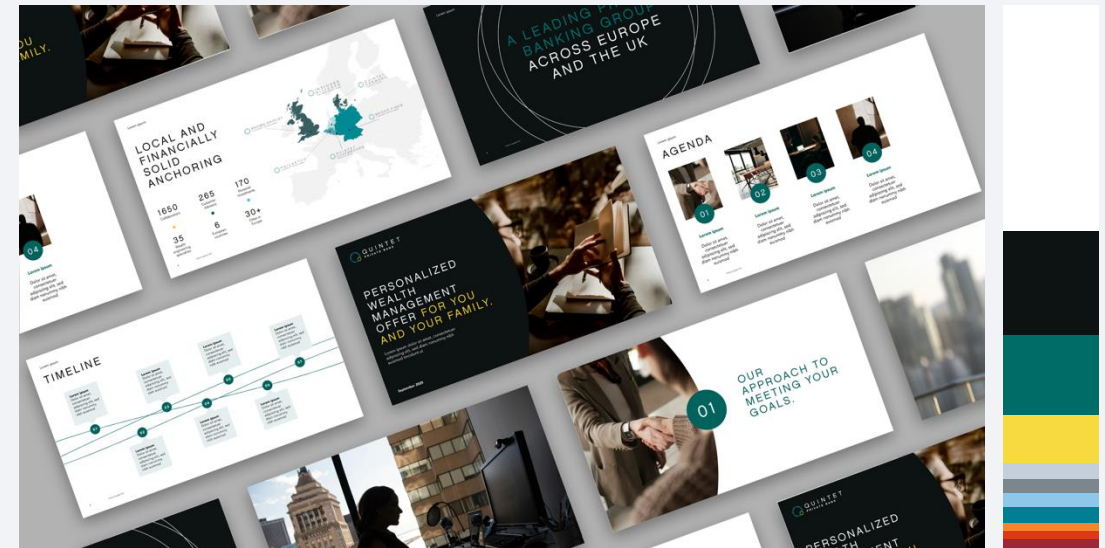
While we want to make sure all our primary colors play an important part in our brand, there are some markets where the extensive use of Mallard is problematic (i.e. In the Netherlands' case where they are too close to a competitor).

In this case, we shift our color hierarchy to add more emphasis on the use of White and Black, and Mallard takes more of a back seat - especially when used as a background color. This approach still has a close connection to the master color hierarchy as white is still our hero color.

Master Color Hierarchy



Alternative Color Hierarchy

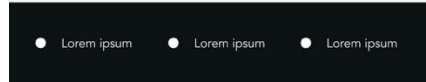


COLOR DO'S AND DON'TS

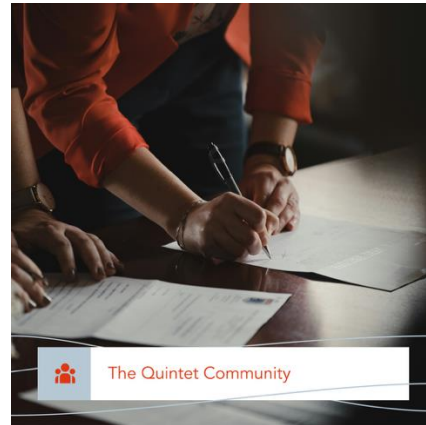
Ensure the following so our color palette always looks its best.



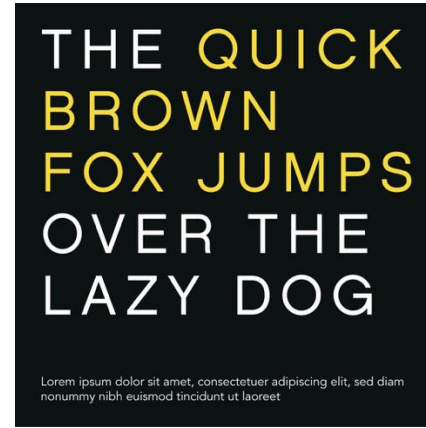
THE QUICK
BROWN
FOX JUMPS



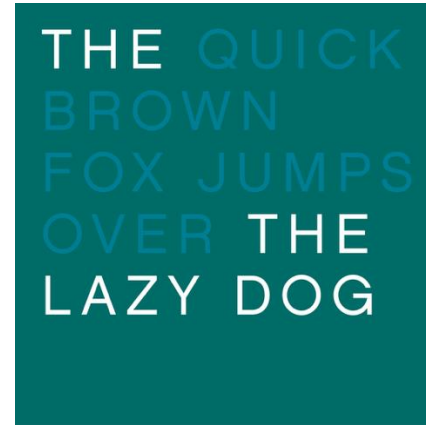
Do use a mix of our primary colors the break up content with different backgrounds. Keep in mind our color hierarchy to not use too many backgrounds in one layout.



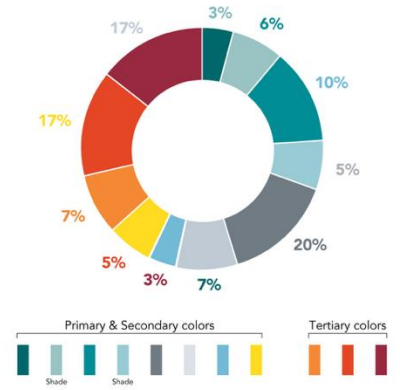
Don't use our secondary palette where none of the primary palette is present



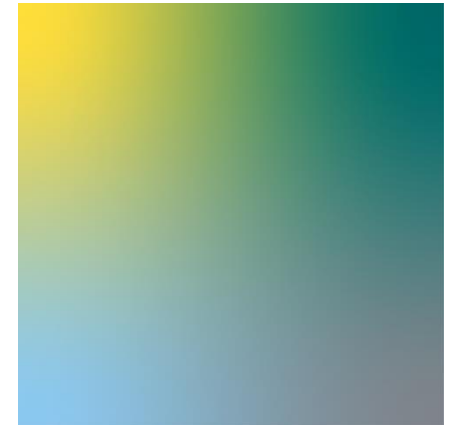
Do use color to highlight key parts of text.



Don't use color combinations that do not adhere to AA accessibility guidelines.



Do use our tertiary and shades to further the palette where necessary. i.e. In graphs and charts.



Don't combine our palette to create gradients. Our brand colors are to be used as flat colors.



06

TYPOGRAPHY

OUR PRIMARY TYPEFACE

We use a combination of two typefaces to reflect our brand's personality and convey a strong sense of openness and precision.

For our headlines we use Chalet LondonNineteenSixty in uppercase and with a wide tracking to give our copy presence and confidence. We pair it with Avenir, a contemporary, performance-based typeface that gives our layouts some lightness.

THE QUICK
BROWN FOX
JUMPS OVER
THE LAZY DOG _____

Headline
LondonNineteenSixty
All Capitals
Tracking: 150
Leading: 110%

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna. _____

Subheadline
Avenir Black
Tracking: 0
Leading: 120%

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exercitation dolor sit amet, consectetur adipiscing elit. _____

Body Copy
Avenir Book
Tracking: 0
Leading: 140%

MICROSOFT AND iOS SAFE TYPEFACE

In some exceptional digital cases, such as emails or forms that are processed on external computers, we use the system font Arial which is closest to our primary font and is displayed correctly on all systems.

THE QUICK
BROWN FOX
JUMPS OVER
THE LAZY DOG

**Lorem ipsum dolor sit amet, consectetur
adipiscing elit, sed diam nonummy nibh
euismod tincidunt ut laoreet dolore magna.**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exercitation dolor sit amet, consectetur adipiscing elit.

Headline

Arial Regular
All Capitals
Tracking: 150
Leading: 115%

Subheadline

Arial Bold
Tracking: 20
Leading: 130%

Body Copy

Arial Regular
Tracking: 30
Leading: 160%

RECOMMENDED TYPE PROPORTIONS

If possible, headlines should be created with 200%, 400% or 600% of the leading of the body text in order to run in the baseline grid seamlessly.

We have created the following rule as a guide to achieve a recommended relationship between headline and content type sizes.

Note: typography sizing in publication is very dependent on context, text length, legibility and aesthetics. Designer discretion is advised to ensure proper readability and type hierarchy is present and appropriate in situations where this rule is not achieving desired results.

Calculation Example:

Step 01:

The user decides on a headline size of 70pt with a leading of 77pt.

Step 02:

50% or 25% of the headline leading becomes the leading of the content:

Headline leading 77pt / 2 = Content leading 38,5pt.

Step 03:

As our content leading is 140% of the body font size:

Content leading 38,5pt / 1.4 = 27,5pt
Content font size.

Simply put:

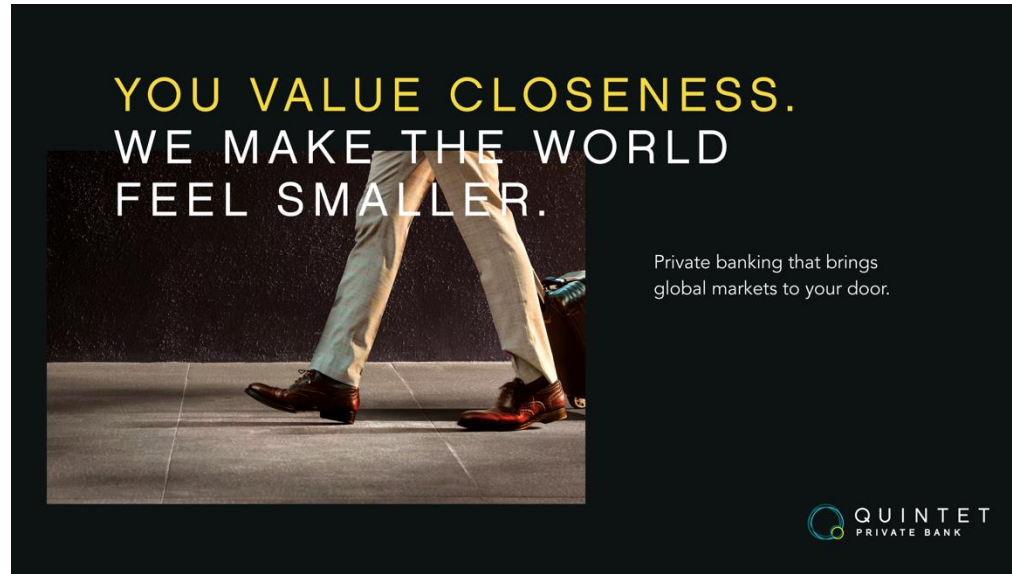
Heading (1) Leading 77pt / 2 / 1.4 = Content (2) Size 27,7pt



CAMPAIGN TYPE COLOR MECHANIC

Headlines usually use a “action/reaction” - mechanic (YOU / WE). This is also reflected in the two-color headline. You/action is always in yellow, we/reaction, i.e. the bank, is always in white.

All other body copy and taglines are to be written in white.



Without Body Copy
Headline (you/action) = Moderna
Headline (we/reaction) = White
Tagline = White



With Body Copy
Headline (you/action) = Moderna
Headline (we/reaction) = White
Body Copy = White
Tagline = White

TYPE DO'S AND DON'TS

Ensure the following so our typography always looks its best.

THE QUICK
BROWN
FOX JUMPS

THE QUICK
BROWN
FOX JUMPS

Do use color to highlight key parts of text on different backgrounds (i.e white, black or mallard). Keep in mind approved accessibility combinations.

THE
BROWN
FOX

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duiis dolore te feugait nulla. Lorem ipsum dolor sit amet, cons ectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci s autem vel eum iriure dolor in hendrerit in vulputa.

Don't use center aligned text for long body copy. Centre aligned text works best for small amounts of copy.

THE QUICK
BROWN
FOX JUMPS
OVER THE
LAZY DOG

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet

Do use both left and center aligned text that best suits the layout. However, try not mix in the same layout.

The quick
brown fox
jumps over
the lazy
dog

LOREM IPSUM DOLOR SIT AMET
 LOREM IPSUM DOLOR SIT AMET, CONSECTETUER ADIPISCING
 ELIT, SED DIAM NONUMMY NIBH EUISMOD TINCIDENT UT.

Don't mix up the cases for all type hierarchies.



Do overlay text on photography as long as legibility and readability is ensured.

THE QUICK
BROWN
FOX JUMPS
OVER THE
LAZY DOG

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet

Don't left align or use justified text.



07

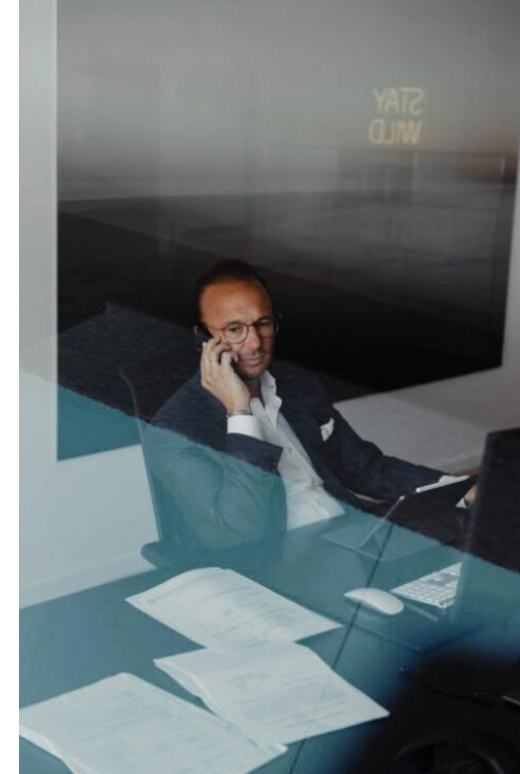
PHOTOGRAPHY

OUR PHOTOGRAPHY STYLE

Photography can often transport a message that words cannot express. This is why we have created a language that reflects the essence of time, proximity and heritage.

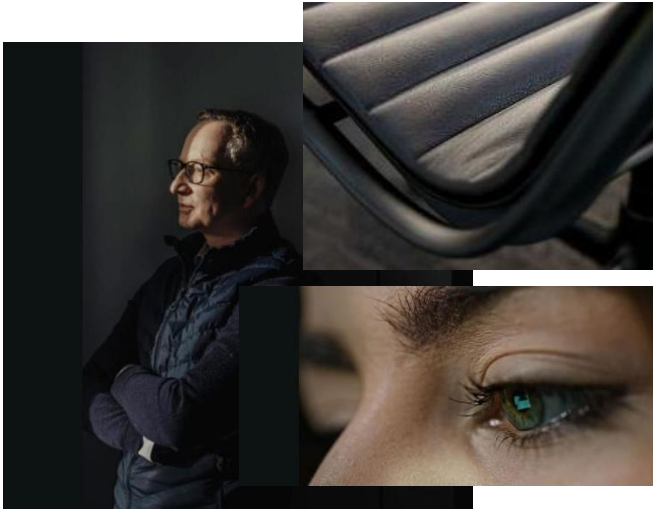
We have spectrum of close-up detailed moments, employees in action and our banking environments to transport these principles to life.

We have created the following principles to ensure that your photography is always on brand and tells the story you want to tell.



Imagery disclaimer: The rights to the images in this document are not owned by Quintet and may not be reused. They serve as temporary sample images.

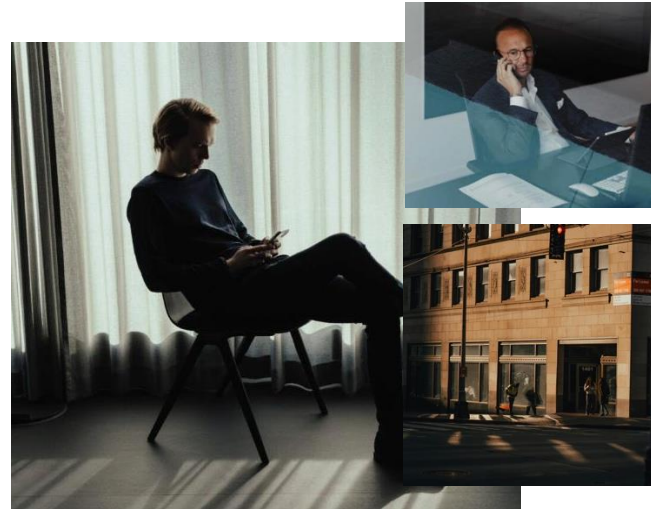
PHOTOGRAPHY PRINCIPLES



Composition

The proximity to the customer is reflected by a combination of close-up people, full image candid action shots and the focus on details is created by a lot of depth of field.

The image composition should convey clarity by having a primary subject to each image. This can also be achieved by leaving ample clear space around the subject.



Lighting

The play of light and shadow is desired to create depth and atmosphere.

We ensure that each photo has a combination of these so they don't appear to be washed out or gloomy.



Grading

The cinematic look is also reflected in the grading.

The shadows take their cues from more refined blue/cyan tones whereas the highlights are graded to reflect brighter yellows.

This combination of warm and cool tones strike a balance while becoming synonymous with the brand.

A STEP-BY-STEP GUIDE

By lightly editing the color balance and curves, we align images with our brand identity and ensure that we always achieve the right color tone. We recommend using professional photo editing tools (i.e. Adobe Photoshop) to achieve this level of control in editing.



Image Selection

Here we choose an image that best reflects the content and context it is to accompany. Keeping in mind color hierarchy of the overall layout, this image can be either bright or dark in nature but always following our principles of composition and dynamic lighting.



Curves

The curves can vary depending on the existing color values and the brightness of the image.

The suggested preset Darker is helpful as a starting point. Then adjust the curves to achieve the right balance between contrast and darkness.



Color Balance

The color balance spectrum should be edited as follows:

Highlights: Edit minimally the colors toward a red tone.

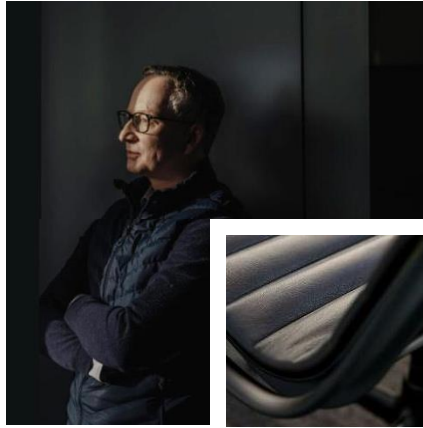
Midtones: Edit the colors toward a yellow/magenta tone. The aim is to create a subtle golden light without making the midtones too sepia or too cold.

Shadows: Edit the colors toward a cyan/blue tone.

Overall, always follow the "less is more" principle.

PHOTOGRAPHY DO'S AND DON'TS

Ensure the following so our photography always looks its best.



Do use a combination of close up and full picture imagery in a layout for a dynamic composition.



Do use the unexpected image that makes your audience pause, while still being appropriate and linked to the context.



Do catch candid moments or your employees/clients in the moment.



Don't use imagery that is too cluttered, busy or without a clear focal point.



Don't over edit the image so it becomes too cold or sepia toned.



Don't use imagery that feels too cliché or heavily stock.

EMPLOYEE PROFILE DO'S AND DON'TS

For a lot of employees, having their profiles taken can be daunting.

Here we have some tips that will ensure the best outcome without the intimidation.



Do have a subtle texture to the background with a narrow depth of field (blur) – take in mind to achieve a soft blur so text can be overlaid.



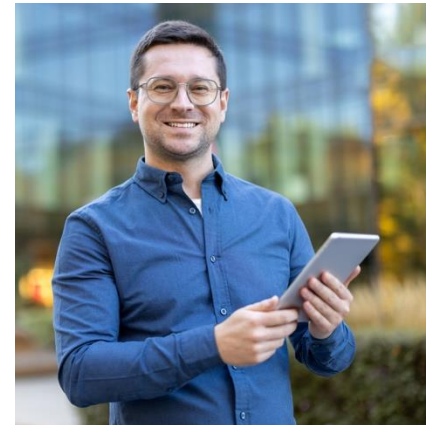
Do incorporate from at least the belt up. Faces can be further cropped when necessary but having more body allows for more options.



Do encourage neutral, natural expressions and poses for stronger authenticity



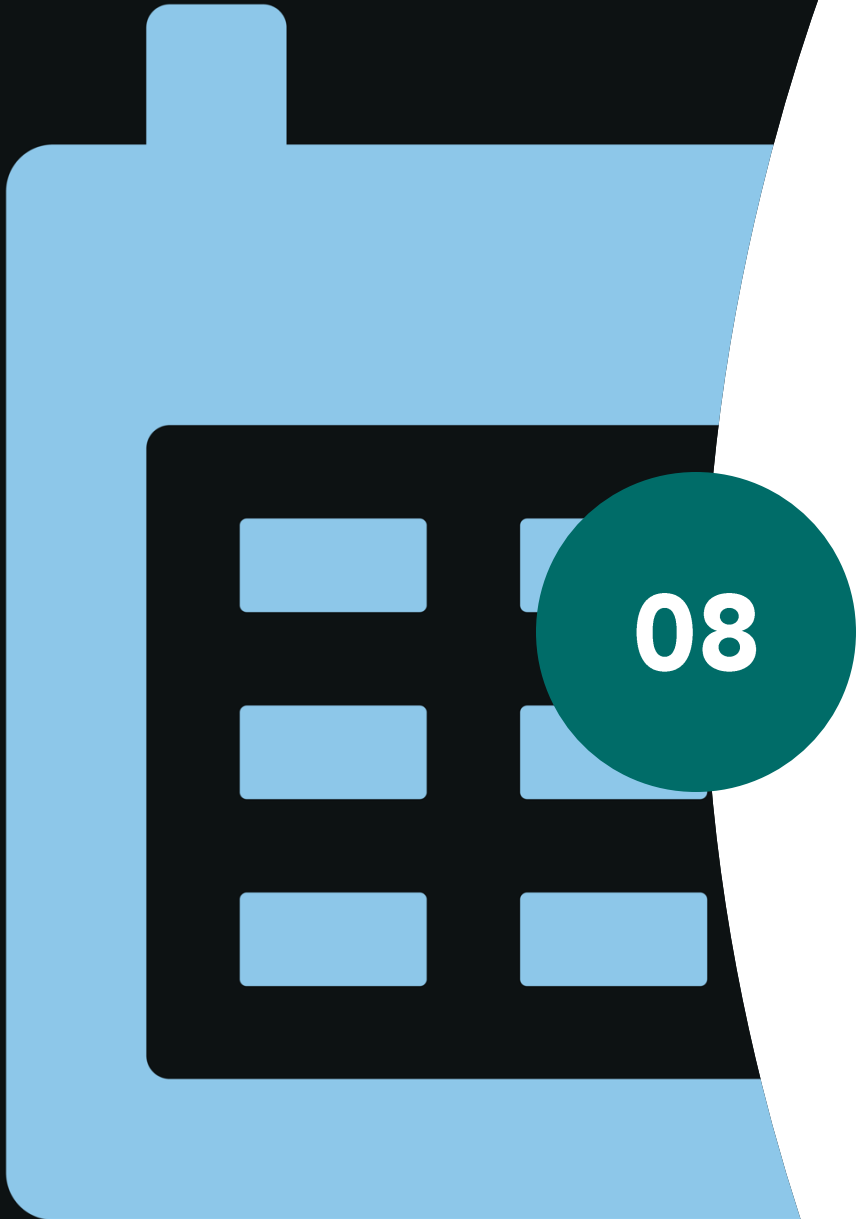
Don't use flat background colors as it can wash people out and be too domineering in layouts.



Don't use props as it can date the photo and be distracting.



Don't wear clothing that blends into the background, making it difficult to see profile.



08

ICONOGRAPHY

OUR ICONOGRAPHY STYLE

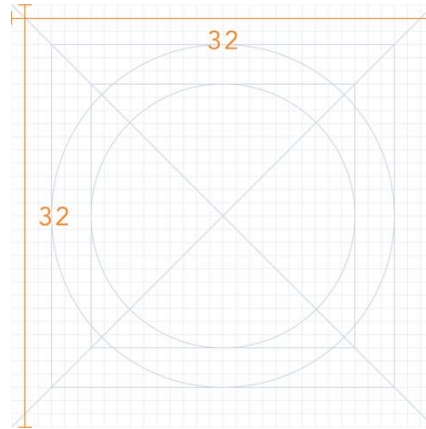
We also apply the core principles of our brand identity to our icons. Here you'll find some custom icons, as well as guidelines for creating new ones that fit the overall image of our brand.



ICONOGRAPHY PRINCIPLES

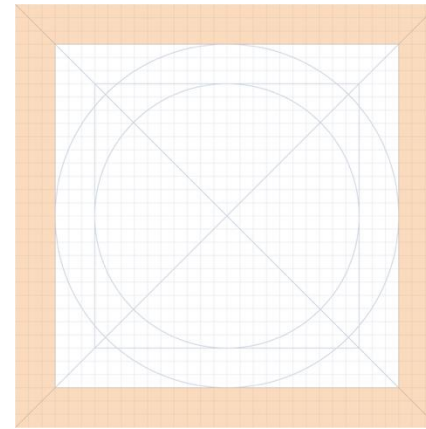
In order for our iconography to function well with the rest of the brand system, we have gone with a filled icon principle. This is so there is no friction between our graphic elements when they appear together.

In order to create an icon system that is unified, we have the following principles:

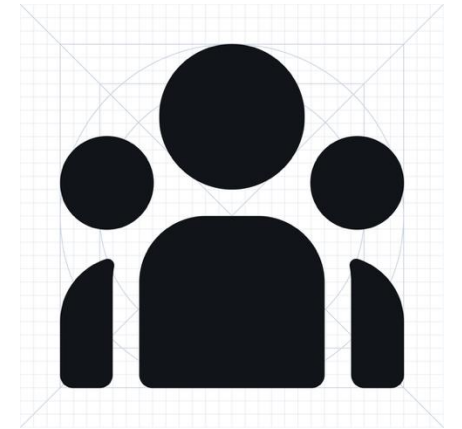


We developed a 32 x 32 pixel grid for the foundation of our icons.

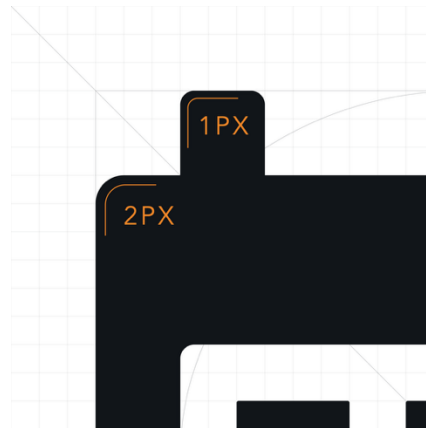
It is double our layout grid to allow for more flexibility with complex shapes.



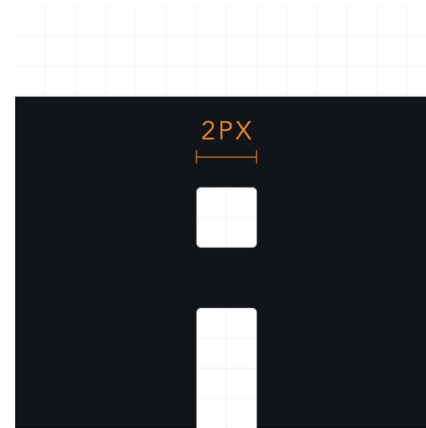
For consistent edges, we respect the outer 3 units to act as clear space. Except if there is a particularly sharp point or other outlier for overall balance.



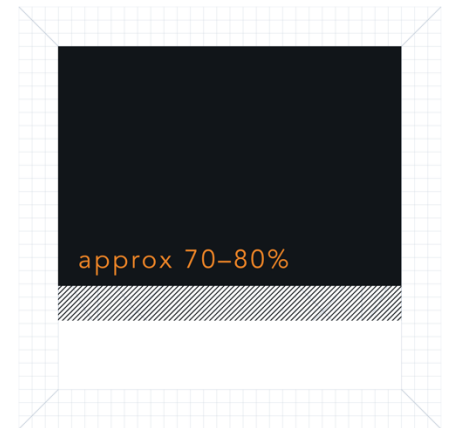
Our icons only exist as solid shapes. This is so there is no confusion or visual clash on a layout when we use our proximity lines.



We use curved edges that vary for larger or smaller corners. They soften harsh shapes and a slight rounded corner aids legibility at small scale.



To maintain legibility at all sizes, we enforce a minimum of a 2 unit gap for all elements.



For our icons to appear consistent in weight, we approximately aim for 70-80% of the grid space to be filled.



09

BRAND TIPS AND INSPIRATION

HELPFUL TIPS AND TRICKS

Here we have some tips and tricks to remember when creating layouts and designs.

As this guide forms the foundation for all communication measures and ensures quality and professionalism. We also want it to inspire creativity when working in the brand system.

01

Design with pace

Pace in design refers to how rhythm and flow guide the viewer's experience.

A layout with consistent spacing, varied content blocks, and intentional pauses can help users absorb information without feeling overwhelmed.

Quick, punchy formats—like social posts or event flyers—benefit from bold contrasts and tight compositions, while longer formats need breathing room and visual breaks to maintain engagement.

Designing with pace means thinking about how the eye moves, when to slow down, and when to energize.

02

Balance consistency with flexibility

A strong brand identity thrives on consistency, but it also needs room to breathe.

Designers should adhere to core elements like color palettes, typography, and logo usage, while feeling empowered to adapt layouts and styles to suit different platforms or audiences. For example, a social media post might lean into bold, expressive visuals, whereas a corporate document may require restraint and clarity.

The goal is to maintain brand recognition while allowing for creative expression that fits the moment.

HELPFUL TIPS AND TRICKS

Here we have some tips and tricks to remember when creating layouts and designs.

As this guide forms the foundation for all communication measures and ensures quality and professionalism. We also want it to inspire creativity when working in the brand system.

03

Hierarchy is key

Visual hierarchy guides the viewer's attention and helps them navigate information effortlessly.

Designers should use scale, spacing, and contrast to establish clear relationships between elements, thus making it obvious what's most important and what supports it.

Whether it's a headline that commands attention or a call-to-action that needs to stand out, thoughtful hierarchy ensures that content is not just seen, but understood.

04

Use color with purpose

Color is one of the most powerful tools in a designer's kit, and it should always be used with intention.

Each brand color can carry emotional weight or functional meaning; Mallard might convey trust, while Moderna suggests energy.

Designers should consider how color choices support the message and mood of the piece, and ensure accessibility by maintaining strong contrast and legibility.

BRAND INSPIRATION

Here you'll find a collection of visual examples that bring our brand to life. Each layout is not limited to the context in these examples. You may find that a layout inspiration you need for a publication may be found below in a roll-up.



ANNUAL REPORT

THE TOMORROW OF YOUR WEALTH

2025



2025

MESSAGE FROM THE CHAIR



Expect the unexpected.

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JUN

2024 IN REVIEW

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TIME,
PROXIMITY,
HERITAGE



TIME,
PROXIMITY,
HERITAGE



TIME,
PROXIMITY,
HERITAGE



What we do

About us

Insights



Careers

Sustainability

Location

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2025 SEPTEMBER COUNTERPOINT

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WHERE DO I START?

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2025 SEPTEMBER COUNTERPOINT

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WHERE DO I START?

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OUR SERVICES

As your partner, our approach continuously revolves around your needs helping you to achieve your goals through all life's milestones.

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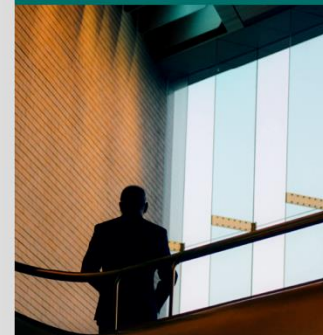
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Our ambition is to be your trusted partner, work together towards your long-term objectives and foster positive change. We work together with our clients as partners, principal to principal, growing and investing in long-term partnerships that are built on shared interests.

[Learn more](#)





Business Name
Dominik Gwent Alexander Mintz
Street/Straße 00
000000 Berlin, Germany

**RE: Lorem ipsum dolor
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adipiscing elit, sed do
eiusmod tempor
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dolore magna aliqua.**

Quintet Private Bank
43, boulevard Royal
L-2449 Luxembourg
Tel. +352 47 97 1
Fax. +352 47 97 1
ncitizen@quintet.com
quintet.com

00 Month 2025

Dear Dominik,

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Sincerely,
Neil Citizen

A stylized, handwritten signature in black ink, appearing to read 'Neil Citizen'.



Weekly Update

STAYING COMPOSED IN A VOLATILE SUMMER

Dear Neil Citizen,

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CONTACT

Should you need further input or clarification on working within our brand identity, please feel free to contact us at:

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THANK YOU