



Build what comes next.

This document establishes the visual and verbal standards for Birchpoint Family Wealth. These guidelines ensure that every touchpoint reflects the same standard of clarity, warmth, and intention.

"Wealth is the tool. Your life is the project."

02 Identity & Color

LOGO SYSTEM

WORDMARK



Wordmark — Black

Primary. Use on cream or white backgrounds.



Wordmark — Blue

Use on cream or white backgrounds when a warmer tone is preferred.



Wordmark — White

For use on navy or dark backgrounds only.



Wordmark — Cream

Warm reversed variant. For use on navy or dark backgrounds only.

MONOGRAM



Monogram — Black

Use as a secondary mark, favicon, or in space-constrained contexts.



Monogram — Blue

Blue variant for supporting brand materials.



Monogram — White

For use on navy or dark backgrounds only.



Monogram — Cream

Warm reversed variant. For use on navy or dark backgrounds only.

COLOR PALETTE



Navy

#023859

RGB 2, 56, 89

CMYK 98, 37, 0, 65



Orange

#FD9A58

RGB 253, 154, 88

CMYK 0, 39, 65, 1



Cream

#FFFBEF

RGB 255, 251, 239

CMYK 0, 2, 6, 0



Harbor

#416880

RGB 65, 104, 128

CMYK 49, 19, 0, 50

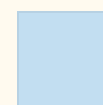


Lake

#7CA3BC

RGB 124, 163, 188

CMYK 34, 13, 0, 26



Mist

#C2DFF1

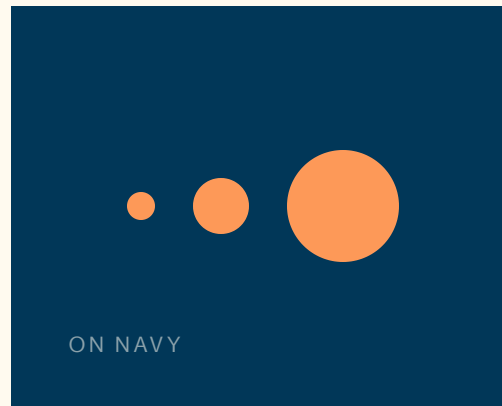
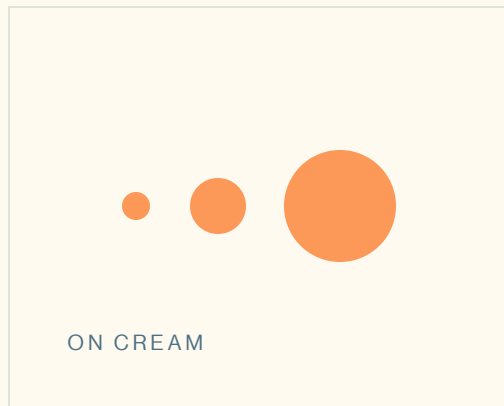
RGB 194, 223, 241

CMYK 20, 7, 0, 5


Navy dominates. Orange is a punctuation mark, not a palette. Cream is the standard background.

USAGE RULES

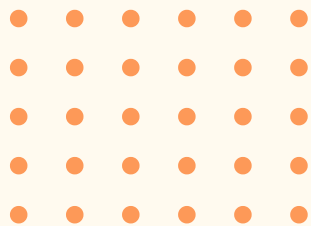
- Maintain clear space equal to height of 'b' on all sides
- Use reversed (white) version on navy or dark backgrounds only
- Never stretch, rotate, recolor, or add effects
- The monogram is for compact contexts: favicons, avatars, icons



The orange point is the brand's most versatile element. It functions as punctuation in the logo, a field element, and a motion anchor across all Birchpoint touchpoints.

 **Orange**
#FD9A58

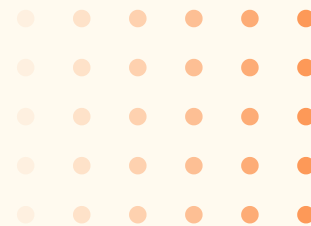
PATTERN USE



Array
Regular grid for backgrounds and textures.



Dense
Tight field for dark textured surfaces.



Graduated
Directional fade for motion and flow.



Field
Loose scatter for editorial spacing.

USAGE RULES

DO

- Use exclusively in brand orange #FD9A58
- Use on navy or cream backgrounds only
- Keep the form as a perfect circle at all times
- Use sparingly — restraint preserves its impact

DON'T

- Don't outline, stroke, or add effects to the mark
- Don't use in any colour other than #FD9A58
- Don't distort, skew, or make it non-circular
- Don't use it as a literal point or punctuation in body copy

04 Typography

PRIMARY — SERIF

Crimson Text

Regular 400 · Regular Italic · Semibold 600 · Semibold Italic

Headlines, display text, pull quotes. Google Fonts.

SECONDARY — SANS SERIF

Neue Haas Grotesk

Light 300 · Regular 400 · Medium 500 · Bold 700

Body copy, UI labels, navigation. Adobe Fonts.

TYPE SCALE

DISPLAY

64pt

Build what comes next.

HEADING 1

40pt

Clarity in every decision.

HEADING 2

24pt

Your financial landscape.
A foundation built for what comes after.

BODY

11pt

Birchpoint works with families to build wealth strategies that reflect how they actually live — not just how they invest. We start with a clear picture of where you are, where you want to go, and what stands between the two. From there, every recommendation has a reason, and we explain it plainly.

LABEL

9pt

TORONTO, CANADA — EST. 2026

BRAND VOICE

Our voice is consistent — our tone shifts with context, but our character never does.

- Direct**
We say what we mean. No jargon, no hedging.
- Considered**
Every recommendation has a reason, and we explain it.
- Human**
We talk to people, not portfolios.
- Confident**
We have a point of view and we own our positions.

EXAMPLE

<p>DO</p> <p><i>"Your portfolio is down 4% this quarter. Here's what we're watching and why we're not adjusting yet."</i></p>	<p>DON'T</p> <p><i>"Please find attached herewith your quarterly performance analysis documentation."</i></p>
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PHOTOGRAPHY

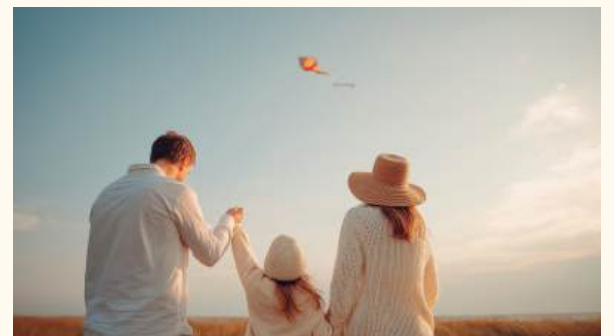
- Human-Led**
Real moments, real relationships. Subjects feel at ease, never posed.
- Natural Light**
Prefer ambient and window light. Avoid harsh studio setups.
- Restrained Palette**
Warm neutrals, soft contrast. Consistent with the brand tone.
- Generous Space**
Give subjects room. Birchpoint photography should feel settled and unhurried.

BRAND ASSETS

Brand Guidelines PDF	birchpoint.com/brand
Logo Package (SVG, PNG, JPG)	birchpoint.com/brand
Crimson Text	fonts.google.com
Neue Haas Grotesk Display Pro	fonts.adobe.com

06 Photography Examples

All brand photography should feel human-led, naturally lit, and tonally warm. Warm neutrals, soft contrast, and generous breathing room are the defining qualities.



WARMTH

Warm grade, cream-leaning highlights

CONTRAST

Soft contrast — lifted shadows, rolled highlights

SATURATION

Muted, natural tones. Avoid vivid grades.