



Brand Identity & Styling Guide



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Introduction

The NorthStar brand is a valuable asset to NorthStar. It must be maintained and protected at all times and everything produced by NorthStar should adhere to the brand identity and styling guidelines.

The key aspects are quality and consistency.

In terms of quality, everything produced by NorthStar should be of a high quality and uphold the values of the brand at all times.

Consistency is key. All NorthStar communications should be consistent and in line with the brand identity and styling guidelines. This ensures a high quality of presentation at all times and means that all communications are identifiable as being from NorthStar.

The brand identity and styling guidelines in this document are important in protecting the NorthStar brand. However, the guidelines in this document are for general application. There may be occasions where the context permits these guidelines to be broken or manipulated if this fits with the overall aims of the business and seeks to maintain or enhance the brand values.

Care should always be taken when creating communications that do not adhere to these guidelines. General best practice is to follow the guidelines in this document to ensure the consistency and quality is as required.

Brand Values

The NorthStar brand can incorporate the following core values:

| | | |
|----------------------|-----------------------|----------------------|
| Empowerment | Respect | Creative |
| Communication | Leaders | Aspiration |
| Visionary | Diligence | Balance |
| Integrity | Client-centric | Synergy |
| Passionate | Principled | Professional |
| Objective | Planned | Enduring |
| Fun | Quality | Inspirational |
| Innovative | Refinement | Trusted |
| Advancement | Accurate | Consistent |
| Context | Relentless | Pride |

The documentation and communications issues by NorthStar should adhere to these brand values and seek to enhance the NorthStar brand.

Wordmark

The full name of the company is 'NorthStar Wealth Management Group Ltd'. This should only be used in formal or legal situations. Note that the word 'Limited' should never be used.

NorthStar Wealth Management Group Ltd 

NorthStar Wealth Management Group Limited 


In most circumstance, the company is referred to simply as NorthStar. The 'N' and 'S' are always capitalised whenever the name of the company is written.

NorthStar 

Northstar 

northstar 

northStar 

NORTHSTAR  (with the exception of the company logo)

The NorthStar Logo

The NorthStar logo is one of the most important parts of the NorthStar brand identity.

The logo (or logo mark) should be used on all NorthStar communications.

Logo Information

| | |
|-----------------------|---|
| Logo Designed By: | Derek Pegg |
| Logo Design Date: | 26.11.15 |
| Logo Design Software: | Adobe Illustrator CS5.5, Adobe Photoshop CS5.5 |
| Logo File Formats: | .ai, .eps, .jpg, .png |
| Logo design types: | 3 (main, inverse, and whiteout) |
| Logo Typefaces: | Galaxie Polaris Bold, Montserrat |
| Typeface | 'NorthStar' (Galaxie Polaris Bold 80pt), 'Tag Line' (Montserrat 23.452pt) |

Logo Types

Main NorthStar logo (to be used on any light background)



Inverse NorthStar logo (to be used on any dark background)



Whiteout NorthStar logo (to be used on any purple or other dark coloured non-black/grey background)



Please note that the background 'boxes' are for illustrative purposes only. The NorthStar logo should never be placed within a bounding box background.

Where including the tag line is not appropriate (for example, where logo size is restricted making the tag line type face too small), the log without the tag line can be used.

Main NorthStar logo without tag line (to be used on any light background)



Inverse NorthStar logo without tag line (to be used on any dark background)



Whiteout NorthStar logo without tag line (to be used on any purple or other dark coloured non-black/grey background)



Please note that the background 'boxes' are for illustrative purposes only. The NorthStar logo should never be placed within a bounding box background.

Logo Sizing and Spacing

The NorthStar logo should always be an appropriate size, given the context in which it is used. Consideration should be made to the size of the medium used size of text and other graphics used when deciding on an appropriate size for the logo. The logo should never be placed so that the logo text is too small to read easily.

The logo should always be given suitable padding. Typically this is a *minimum* of the width of the NorthStar letter 'N' on the left, right and below the text and the height of the NorthStar letter 'N' above the text.

The graphic below shows the minimum 'safe area' for the NorthStar logo in most circumstances:



Logo Marks

The NorthStar logo marks may be useful in different contexts such as for social media purposes, favicons and can also be used creatively for background images, etc.

Typically a NorthStar logo mark is used in conjunction with a main NorthStar logo in most communications.

Main NorthStar logo mark (to be used on any light background)



Please note that the bounding box above is shown for illustrative purposes only

Inverse NorthStar logo mark (to be used on any dark background)



Whiteout NorthStar logo mark (to be used on any purple or other dark coloured non-black/grey background)



Unacceptable Logo Usage

The following graphics are examples (non-exhaustive) of incorrect logo use and should be avoided in all circumstances:



✘ Distorted



✘ Re-coloured



✘ Too small



✗ Offset angle



✗ Text on logo



✗ Bordered



✗ On coloured frame



✗ Incorrect logo selection

Tagline

The NorthStar tagline can be used as a short summary of the business. It is often used as an introduction and can be used in conjunction with the NorthStar logo, roundel or for other purposes.

The main NorthStar tagline is:

Smarter financial planning for the digital age

A longer variant of this may be used as required:

Smarter, more affordable financial planning re-imagined for the digital age

A secondary tagline can be used where appropriate to convey the key NorthStar differentiators. Again, this can be used as an introduction, in conjunction with the NorthStar logo, roundel or for other purposes.

The secondary tagline is:

At NorthStar, we bring a fresh perspective and innovative approach to wealth management. Our team of chartered financial planners combine their expertise with the latest technology to provide the highest quality independent financial planning and advice. We help our clients take control of their money, grow their wealth, protect their lifestyle and plan for a more certain future.

Typography

Typography is very important to the overall NorthStar brand. All text should be clearly legible, easy to read and portray a professional image at all times. A consistent approach to typography adds to the overall emphasis on consistency throughout the NorthStar brand.

Heading Text

Heading typeface: Montserrat

Aa

abcdefghijklmnopqrstuvwxyzßæœ•ABCD EFGHIJKLMNOPQRSTUVWXYZÆ&012
3456789*#@+<=>'":±%‰/µ£\$€ƒ¥¢,.;:… “” «»<>.,,!,?;¡(/)[\]{|}®©™ÄÅÁÃÀÇÈÉÊËÌÍÎÏÑ
ØÓÔÕÖÜÚÛÜÝàâãäåçèéêëîíîñøóôöõ úùüÿ†‡§ªº¬•¶|°`~^~˘˙˚•---_

Headings are always in ‘proper case’. Headings should be entered in ‘proper case’ (the first letter of all major words capitalised) to ensure referenced tables of contents text is formatted correctly.

Typically, headings are left aligned although this will usually depend on the context.

Some minor headings may use Open Sans Semibold.

In all documents, the following headings should be used:

Heading 1 (18pt) Montserrat -usually centralised RGB: 110, 71, 147

Heading 2 (12pt) Montserrat RGB: 110, 71, 147

Heading 3 (10pt) Montserrat RGB: 110, 71, 147

Heading 4 (8.5pt) – Open Sans Semibold RGB: 68, 68, 68

Paragraph Text

(8pt) – Open Sans RGB: 68, 68, 68

Aa

abcdefghijklmnopqrstuvwxyzßæœ•ABCD EFGHIJKLMNOPQRSTUVWXYZÆ&012
3456789*#@+<=>'":±%‰/µ£\$€ƒ¥¢,.;:… “” «»<>.,,!,?;¡(/)[\]{|}®©™ÄÅÁÃÀÇÈÉÊËÌÍÎÏÑ
ØÓÔÕÖÜÚÛÜÝàâãäåçèéêëîíîñøóôöõ úùüÿ†‡§ªº¬•¶|°`~^~˘˙˚•---_

Paragraph text should always be RGB: 68, 68, 68.

Web Safe Text

Where a limited number of fonts are available (such as email), Arial should be used as the closest proxy to Open Sans & Montserrat (headings and paragraph text). This is typically 'Arial'.

If the standard paragraph text colour (RGB: 68, 68, 68) is unavailable, then black can be used as a proxy.

Layout & Paragraph Styles

Layout for all communications should follow the agreed standards.

Written communications should use the standard Word templates to help with layout consistency.

Other communications should follow these agreed standards although some flexibility is permitted given the context.

Typically body text is left aligned, not justified and using no special formatting.

Heading text is typically centred or left aligned depending on the context.








Colours

It is important to maintain colour consistency in all communications.

At NorthStar we have palette of seven core colours.

Other colours may be used where appropriate, but the core colours will usually form the basis of all communication materials:

The NorthStar core colours:

| | | | | |
|---|----------------------|----------------------|--------------------|-------------|
|  | Dark Purple: | CMYK: 68, 85, 6, 1 | RGB: 110, 71, 147 | Hex: 6e4793 |
|  | Intermediate Purple: | CMYK: 55, 69, 5, 0 | RGB: 132, 100, 164 | Hex: 8464a4 |
|  | Light Purple: | CMYK: 40, 50, 30, 0 | RGB: 153, 126, 179 | Hex: 997eb3 |
|  | Off-Black: | CMYK: 70, 65, 67, 73 | RGB: 35, 34, 31 | Hex: 12221f |
|  | Dark Grey: | CMYK: 67, 60, 59, 44 | RGB: 68, 68, 68 | Hex: 444444 |
|  | Grey: | CMYK: 48, 40, 40, 4 | RGB: 138, 138, 138 | Hex: 8a8a8a |
|  | White: | CMYK: 0, 0, 0, 0 | RGB: 255, 255, 255 | Hex: ffffff |

Images & Illustrations

All images and illustrations should be of the highest available quality. This means in terms of image format (high dpi, correct graphics formats for the context, etc.) and in terms of photo and image production.

Stock photos may be used (our preferred site is Dollar Photo Club (www.dollarphotoclub.com)). Care should always be taken when using images to ensure that no copyright is broken and that image attribution is included where necessary.

All images and photos should follow the brand values set out earlier in this document.

Reference should be made to the NorthStar website, company brochure and other materials featuring images and illustrations to ensure all communications are consistent with the types and styles of imagery used.

Tone & Language

It is important that the tone of all communications is suitable and in line with the brand values outline earlier in this document.

Language should always be clear, succinct and professional.

Where possible, complex, convoluted or confusing terminology should be avoided.

Uncommon acronyms should typically be explained once at outset – eg. **SIPP (Self invested personal pension)**. After terms have been stated, the acronym may be used for the remainder of the communication. Other forms of shorthand may be used in a similar fashion.

The full name of the company is **NorthStar Wealth Management Group Ltd** (never NorthStar Wealth Management Group Limited).

Dates are typically written as eg. **2 December 2015** or **02.12.15** (Note that no superscript text eg. nd is used and dots as date separators are preferred)

Care should be taken to hyphenate words correctly where appropriate – eg. **long-term**

All communications should be checked carefully for spelling and grammatical errors before finalisation.

Disclaimers & Small Print

Small print is typically used for disclaimers and other warnings on all communications.

A copyright statement will typically be added to all communications where necessary - © **NorthStar Wealth Management Group Ltd**.

A company registration statement will typically be added to all communications where possible - **Registered in England and Wales: 09069129**.

The NorthStar authorisation statement will typically be added to all communications - **Authorised and regulated by the Financial Conduct Authority**.

A typical set of small print may therefore look like this:

© NorthStar Wealth Management Group Ltd. Registered in England and Wales: 09069129. Authorised and regulated by the Financial Conduct Authority. Registered office: Ocean Village Innovation Centre, Ocean Way, Southampton, Hampshire, SO14 3JZ.

Other disclaimers may be added such as investment warnings. This will depend on the data being used and other specifics. An example of this may be:

Projected average annual return is based on the average long-term returns of applicable asset classes and is in no way guaranteed. FE Risk Score is a measure of volatility relative to the FTSE 100 index, which always has a score of 100. Investments more volatile than the FTSE 100 have a score above 100 and vice versa giving a reliable indication of relative risk. Cash has a risk score of zero. Performance data shown are on a bid-to-bid basis, with income reinvested and do not take into account platform or advisory charges. Benchmark data are lagged by 1 month. All performance data are rounded to the nearest 0.1% so small rounding errors may occur. Data correct as at 01.08.2015. Source: Financial Express. The value of investments and the income from them can fluctuate and investors may not get back the full amount invested. Past performance is not necessarily a guide to future performance. The tax treatment of investments depends on individual circumstances and is subject to changes in tax legislation. Figures are provided for illustrative purposes only and their accuracy cannot be guaranteed. Information provided should not be relied upon in isolation when making investment decisions and does not constitute advice or an offer to purchase any investment or product.

Other important disclaimers should be used where appropriate.

Disclaimers used within specific body text typically are located on the page in question. More general disclaimers such as copyright, FCA, company registration, etc. may be placed at the end of a document.

Compliance Considerations

It is important that all NorthStar communications are compliant.

Care should be taken with all communications to ensure the correct language, content and disclaimers are used and that all the guidance outlined in COBS is followed and best practice observed at all times.

All NorthStar communications should be signed off by the Compliance Officer. This is currently James Thompson.



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