



Brand Guidelines

Table of Content

LOGO	03
Our Logo	04
Clear Spacing	05
Brand Mark	06
Acceptable Color Versions	07
Correct Logo Applications	08
Wrong Usage	09
Color	10

Typeface	12
Typography	13
Stationary	14
Business card	15
Letterhead	16
Merchandise	17
T shirt	18
Cap	19

Logo

01

Our Logo

Our logo is the heart of our brand. It reflects our values and should always be used clearly and consistently. Never alter its colors, shape, or proportions. Always give it enough space to stand out and represent us with strength and simplicity.



Logo Construction



Clear Spacing

To protect the logo's impact, always maintain clear space around it. No text, graphics, or other elements should invade this area. The minimum clear space is equal to the height of the logo's main symbol or letter. This ensures the logo stays visible, clean, and strong.



Brand Mark

Our brand mark is a visual symbol that represents our identity without the need for words. It captures the spirit of our brand in a simple, memorable design. Use the brand mark when space is limited or when a strong, standalone icon is needed. It must always be clear, sharp, and used according to the brand guidelines.



Correct Logo Applications



App Icon



Wrong Usage

To keep our brand strong and consistent, never alter the logo or brand mark. Do not stretch, rotate, change colors, add effects, or place it on busy backgrounds. Always use the approved versions to protect the integrity of our brand.

✗ Don't change logo font



✗ Don't use random colors



✗ Don't stretch the logo



✗ Don't replace logo colors



✗ Don't use the logo without logo mark



✗ Always keep a safe space around the logo



✗ Don't add outlines



✗ Don't add shadows or any styles



✗ Don't rotate the logo

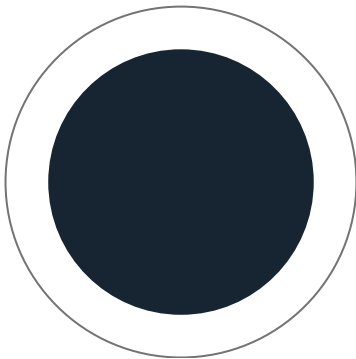


Colors

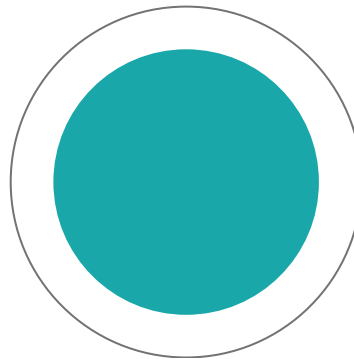
02

Primary Colors

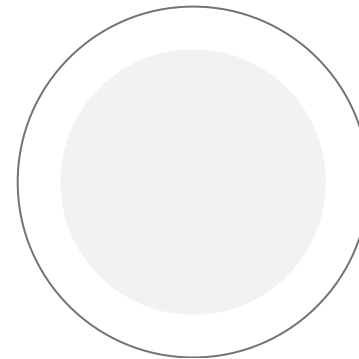
To keep our brand strong and consistent, never alter the logo or brand mark. Do not stretch, rotate, change colors, add effects, or place it on busy backgrounds. Always use the approved versions to protect the integrity of our brand.



#101a23



#19a7a9



#f1f2f2



Typeface

03

Typography

Our typography reflects our brand's personality and tone. Always use the approved fonts to ensure consistency across all communications. Use type thoughtfully — keeping layouts clean, readable, and aligned with our visual style.

Ad

Jost

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

!@#\$%^&*



Stationary

04

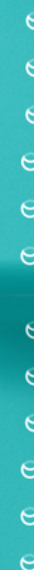


About Us DevDRFT

At DevDRFT, we believe that financial success begins with innovation, trust, and expertise. Founded with the mission to empower individuals and businesses to achieve their financial goals, DevDRFT combines cutting-edge technology with deep financial knowledge to deliver smart, tailored solutions.

Our name, DevDRFT, reflects our core philosophy: Developing your financial future with precision and purpose. We help you draft the perfect strategy for success — whether it's personal wealth management, business financial planning, investment advice, or corporate financial services.

Our team is made up of experienced financial professionals, tech innovators, and strategic thinkers who are passionate about creating lasting value. At DevDRFT, we don't just manage money — we build futures.



Merchandise

05