

Branding Guidelines

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Logo Usage

01
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Logo Mark



January 2026





The SignalOne logo must always be surrounded by sufficient clearspace to ensure clarity and legibility. The minimum clearspace is defined by the height of the “S” in the SignalOne wordmark (denoted as S) and must be maintained on all sides. No text, imagery, or graphic elements should enter this area, and this rule applies across all logo variations and applications.



January 2026



SignalOne



SignalOne

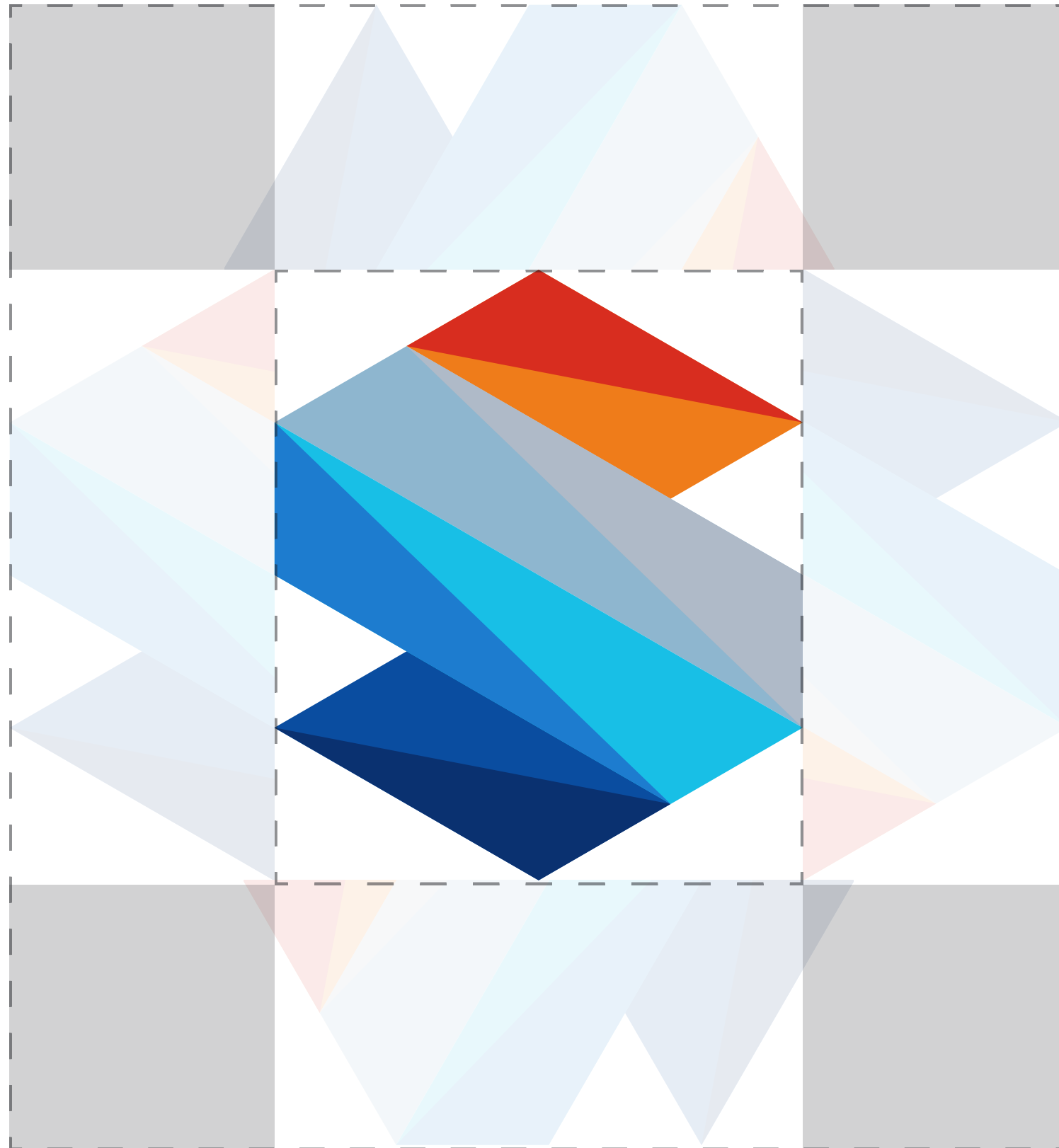


SignalOne

SignalOne







The SignalOne logomark must be surrounded by a minimum clearspace to maintain clarity and visual balance. The clearspace is defined using one-half of the logomark, as indicated, and must be preserved on all sides. No text, imagery, or graphic elements should enter this area across any application or size.



Use approved logo versions only



Do not stretch distort or rotate the logo



Do not place the logo over visually busy imagery



Maintain clear space around the logo at all times



Don't apply effects shadows or gradients to the logo



Use logo colours exactly as defined in the brand system

Colour Palette

01

Colour Palette

02

Color Palette Breakdown

03

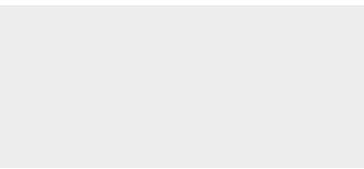
Typography Guidelines

04

Imagery Style



HEX #202227
RGB 32, 34, 39
CMYK 18, 13, 0, 85



HEX #EDEDED
RGB 237, 237, 237
CMYK 0, 0, 0, 7



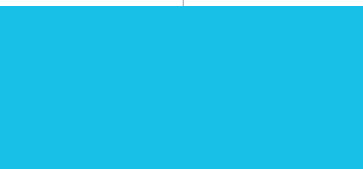
HEX #0A3170
RGB 10, 49, 112
CMYK 91, 56, 0, 56



HEX #0B4DA0
RGB 11, 77, 160
CMYK 93, 52, 0, 37



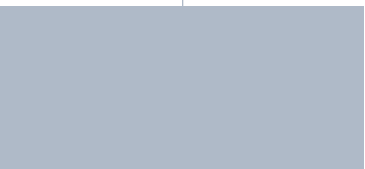
HEX #1E7CCF
RGB 30, 124, 207
CMYK 86, 40, 0, 19



HEX #19C0E6
RGB 25, 192, 230
CMYK 89, 17, 0, 10



HEX #8FB7CF
RGB 143, 183, 207
CMYK 31, 12, 0, 19



HEX #B0BAC9
RGB 176, 186, 201
CMYK 12, 7, 0, 21



HEX #EF7D1A
RGB 239, 125, 26
CMYK 0, 48, 89, 6



HEX #D92D1F
RGB 217, 45, 31
CMYK 0, 79, 86, 15

Colour Philosophy

The SignalOne colour system is built around clarity, trust, and forward motion. Bold signal tones are balanced with cooler blues to reflect confidence, reliability, and technological depth. Colours are used deliberately, with restraint, allowing the brand to remain clear, modern, and focused across all applications.

Primary Colours

Primary colours form the foundation of the SignalOne identity and should be used most prominently across brand touchpoints. These colours appear in key brand elements such as the logo, primary UI components, headlines, and hero visuals.

Usage Guidelines

Usage should prioritise clarity and hierarchy. Primary colours should not compete with one another and should be allowed sufficient space to maintain visual impact.



HEX	#0A3170	HEX	#0B4DA0	HEX	#1E7CCF	HEX	#EF7D1A	HEX	#D92D1F
RGB	10, 49, 112	RGB	11, 77, 160	RGB	30, 124, 207	RGB	239, 125, 26	RGB	217, 45, 31
CMYK	91, 56, 0, 56	CMYK	93, 52, 0, 37	CMYK	86, 40, 0, 19	CMYK	0, 48, 89, 6	CMYK	0, 79, 86, 15

Secondary & Supporting Colours

Secondary and supporting colours extend the palette and provide flexibility across layouts, backgrounds, and data visualisation, while remaining cohesive with the core brand identity.

Usage Guidelines

These colours are intended to support the primary palette and should not overpower key brand elements.



HEX #19C0E6
RGB 25, 192, 230
CMYK 89, 17, 0, 10



HEX #8FB7CF
RGB 143, 183, 207
CMYK 31, 12, 0, 19



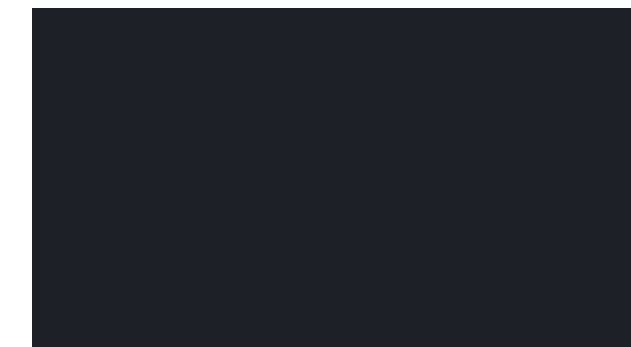
HEX #B0BAC9
RGB 176, 186, 201
CMYK 12, 7, 0, 21

Usage Guidelines

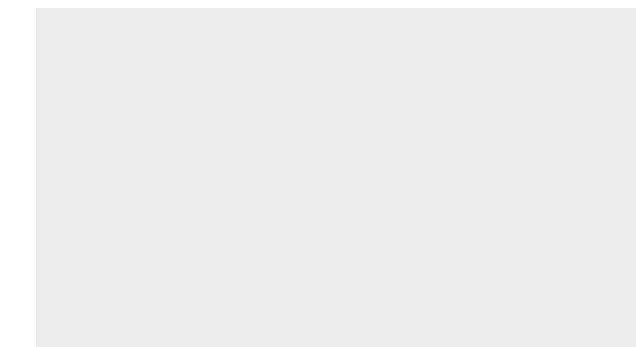
Colours should always be applied with clarity and purpose. Avoid overcrowding layouts with too many colours at once, and maintain sufficient contrast for accessibility and readability. Brand colours should not be altered or reinterpreted outside of the defined palette. Gradients and overlays may be used sparingly where appropriate, provided they align with SignalOne's clean and modern visual language.

Neutral Colors

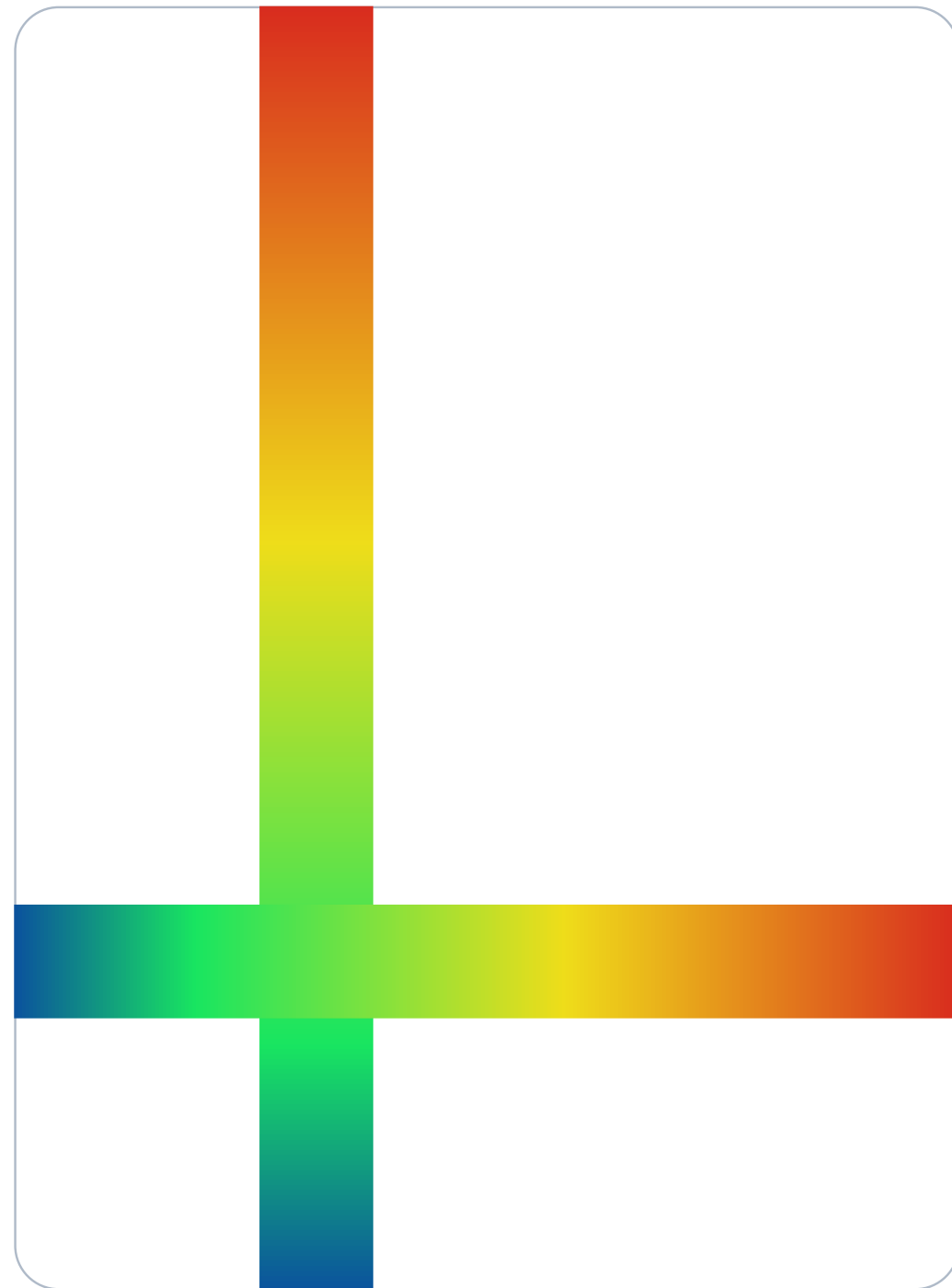
Neutral tones anchor the colour system and ensure legibility and balance across digital and print environments.



HEX #202227
RGB 32, 34, 39
CMYK 18, 13, 0, 85



HEX #EDEDED
RGB 237, 237, 237
CMYK 0, 0, 0, 7



Do not Introduce unapproved colours within work

Usage Guidelines

These colours are intended to support the primary palette and should not overpower key brand elements.

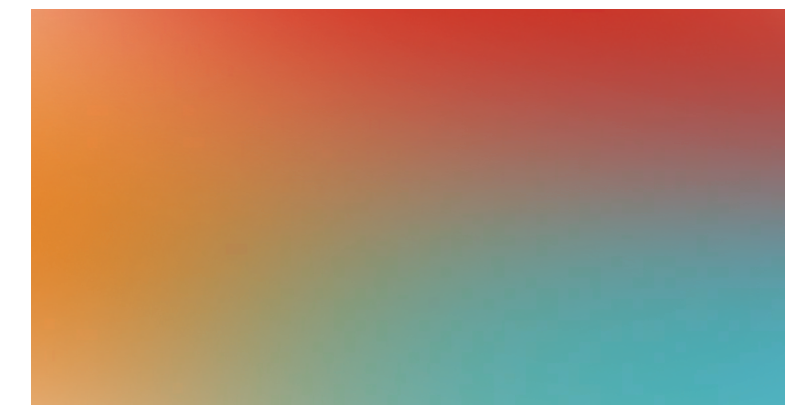
Maintain sufficient contrast for readability

Neutral Colors

Neutral tones anchor the colour system and ensure legibility and balance across digital and print environments.

Primary Colors

Primary colours form the foundation of the SignalOne identity and should be used most prominently across brand touchpoints.



Don't use colours that compete with typography or imagery

SUB-HEADING

Lorem Dolor

The Seal Asset Manag
trust, and long-term cl
the palette balances
confidence, and measu
and subtlety, allowing

Apply supporting colours with restraint

Typography Guidelines

01
Typefaces

02
Typeface Application

Euclid Circular

Regular

The Quick Brown Fox Jumps
Over The Lazy Dog

Ad

Semi Bold

**The Quick Brown Fox Jumps
Over The Lazy Dog**

Ad

Light

The Quick Brown Fox Jumps
Over The Lazy Dog

Ad

H2

Euclid
Semibold | 26pt

H1

Euclid
Regular | 112pt

Body

Euclid
Regular | 26pt

Button

Euclid
Light | 26pt

SUB-HEADING

Lorem Ipsum Dolor Sit Loremio

The Seal Asset Management colour system is built around stability, trust, and long-term clarity. Inspired by natural and grounded tones, the palette balances warmth with restraint to reflect reliability, confidence, and measured growth. Colours are applied with intention and subtlety, allowing the brand to remain refined, composed, and timeless across both digital and print applications.

Learn More

H2

Euclid
Semibold | 26pt

H1

Euclid
Regular | 112pt

Body

Euclid
Regular | 26pt

Button

Euclid
Light | 26pt

SUB-HEADING

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Learn More

Lorem Ipsu
 Dolor Sit Lo

[Learn More](#)

Use Euclid Circular consistently across all applications

Euclid
Light | 26pt

Follow defined hierarchy
for headings sub headings
and body text

Do not compress tracking
or line height to fit content

Do not override hierarchy
for stylistic reasons

Imagery Style

01
Graphic Usage | Rainbow Outline

02
Photography Style | People

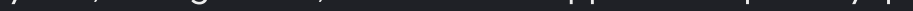
03
Photography Style | Spaces

Colours

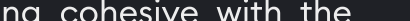
Using colours extend the palette across layouts, backgrounds, and the remaining cohesive with the

Usage Guidelines

These colours are intended to support the primary palette and should not overpower key brand elements.







HEX

#8FB7CF

RGB

143, 183, 207

CMYK

31, 12, 0, 19



HEX

#B0BAC9

RGB

176, 186, 201

CMYK

12, 7, 0, 21

Euclid Circular

Regular

Usage Guidelines

Usage should prioritise clarity
colours should not compete
should be allowed sufficient space
impact.

Dolor Sit

The Seal Asset Management colour trust, and long-term clarity. Inspired the palette balances warmth with confidence, and measured growth. Calm and subtlety, allowing the brand to

Purpose

The rainbow outline is a supporting device used to reinforce structure flow and continuity across SignalOne brand materials. It helps guide attention and establish hierarchy while remaining understated and purposeful.

Application

The outline is used to frame key content areas such as headings sub sections or feature highlights. It is typically applied to the top or left edge of a content block and aligned precisely to the grid.

Usage Guidelines

Use the outline selectively to maintain clarity and balance. Avoid closing layouts repeating the device excessively or placing outlines over visually complex imagery. Gradient direction and colour order must remain consistent.

Overview

SignalOne's spatial im
feel considered moder
communicate clarity
allowing the brand col
the primary visual drive

Two complementary c
context and message.

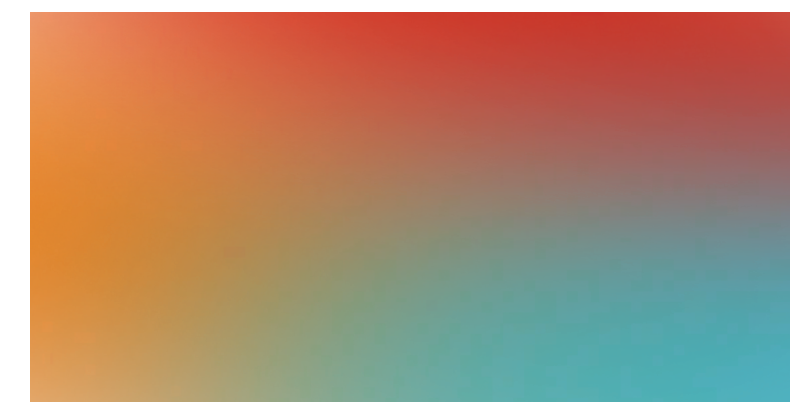
Do not enclose entire
layouts with the outline

Neutral Colors

Neutral tones anchor the colour system
and ensure legibility and balance
across digital and print environments.

Primary Colors

Primary colours form the foundation of
the SignalOne identity and should be
used most prominently across brand
touchpoints.



Do not repeat the outline
excessively within a page

SUB-HEADING

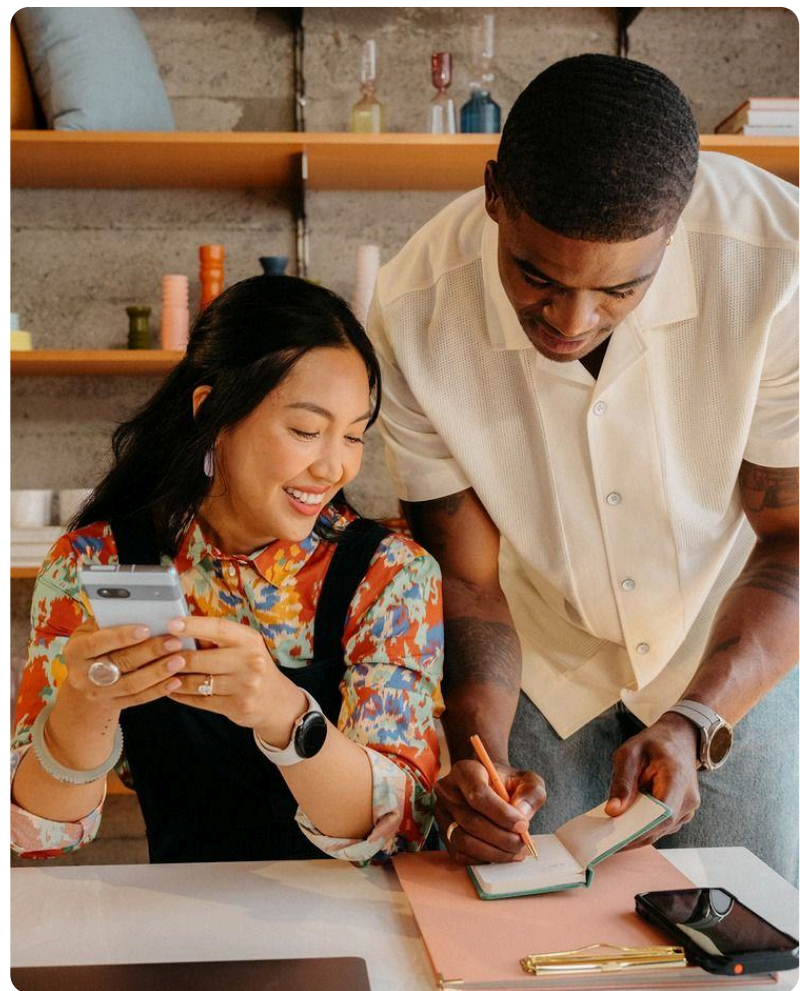
Lorem Ipsum Dolor Sit Lo

The Seal Asset Management colour system i
trust, and long-term clarity. Inspired by nature
the palette balances warmth with restraint
confidence, and measured growth. Colours are
and subtlety, allowing the brand to remain r
timeless across both digital and print applicat

Learn More

Do not place outlines over
complex imagery

Do not change gradient
direction or colour order



Overview

People focused imagery highlights collaboration focus and approachability within the SignalOne ecosystem. The goal is to present individuals as confident capable and engaged without feeling staged or overly polished. Imagery should feel human and authentic while remaining aligned with the brand's structured visual language.

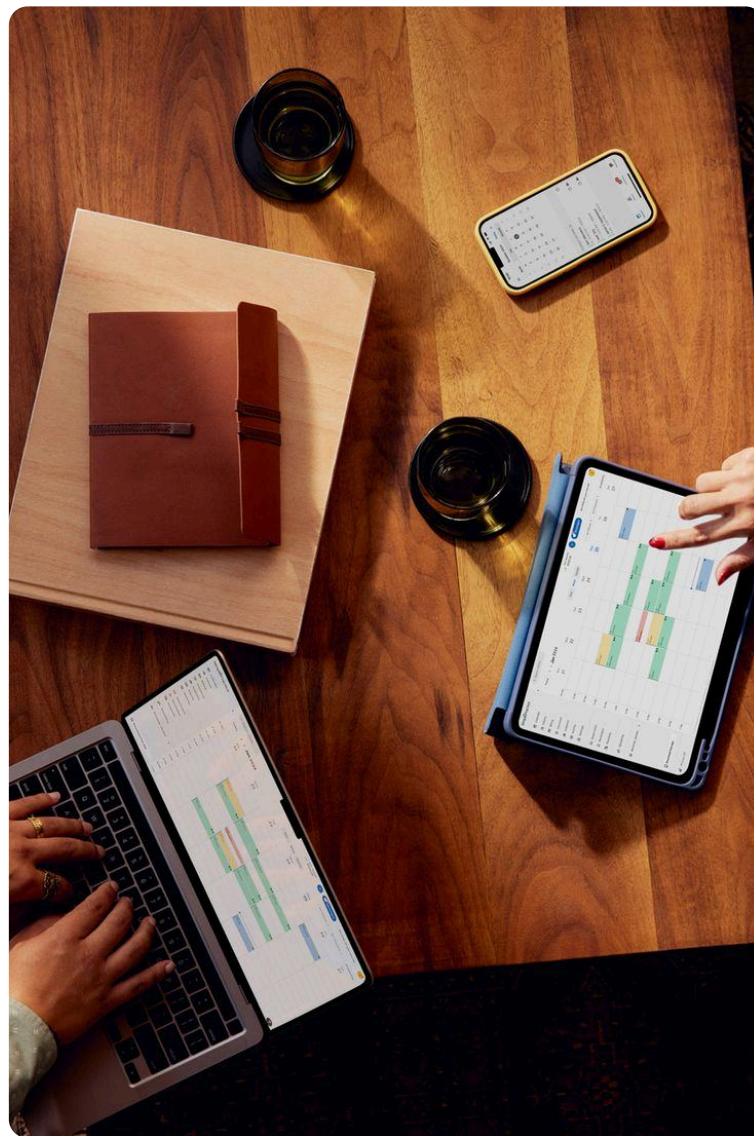
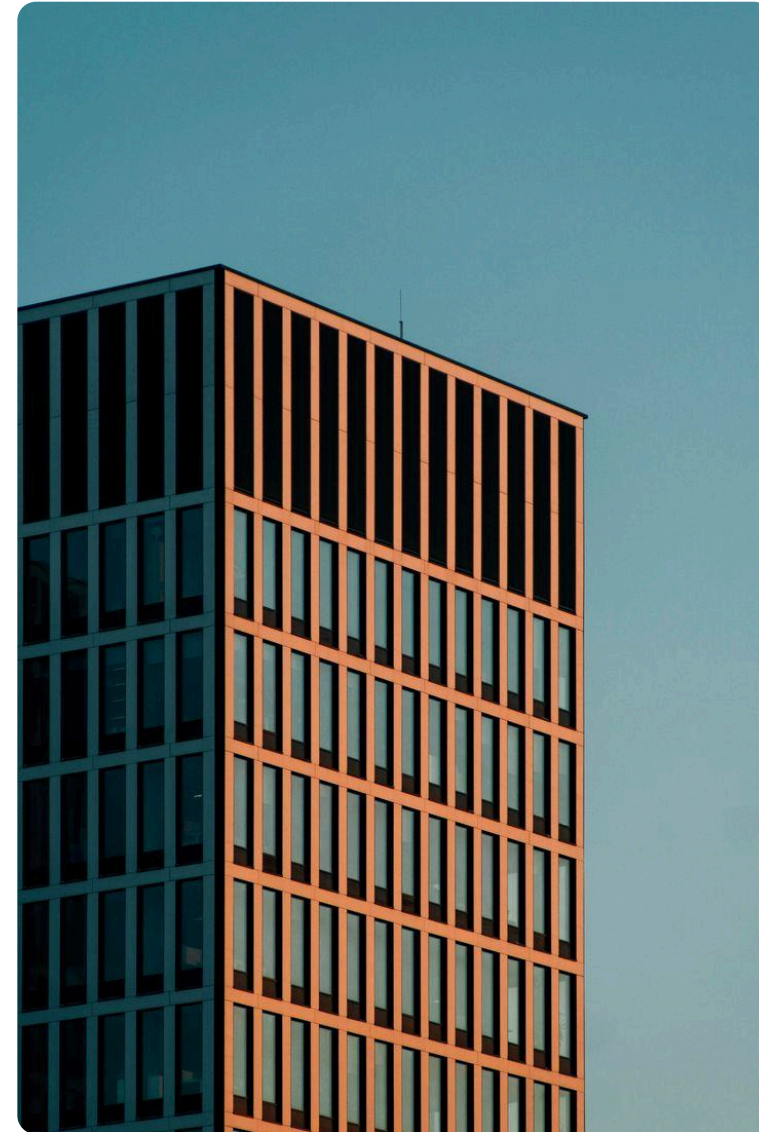
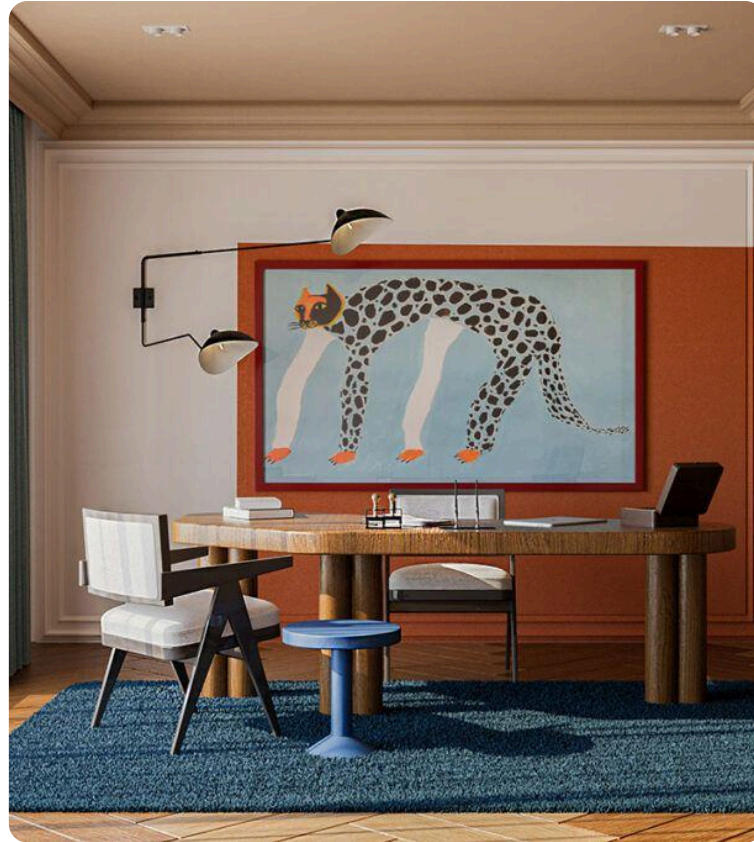


Environment and Context

People are photographed within real working environments such as offices studios or meeting spaces. Backgrounds should be considered and uncluttered supporting the subject without distraction. Spaces imagery and people imagery should feel visually connected when used together.

Colour and Styling

Colour may be introduced through clothing objects or surroundings but should remain controlled and intentional. Vibrant colours are welcome when balanced with neutral environments. Clean bright lighting is preferred with soft shadows and natural contrast.



Overview

SignalOne's spatial imagery focuses on environments that feel considered modern and purposeful. Spaces are used to communicate clarity structure and confidence while allowing the brand colours and graphic elements to remain the primary visual drivers.

Two complementary approaches are used depending on context and message.

Approach One

Clean and Bright Spaces

Clean spaces prioritise light neutral tones and natural materials. These environments feel open calm and minimal allowing content to breathe and information to take focus. Composition remains deliberate with clear lines balanced proportions and minimal visual noise.

This approach is best suited for product focused content corporate communication and informational layouts.

Approach Two

Vibrant and Colour Led Spaces

Spaces may feature strong colour accents through furniture artwork materials or architectural details. These environments feel energetic and expressive while remaining controlled and well composed. Colour is introduced through objects rather than applied digitally ensuring the imagery feels authentic and grounded.

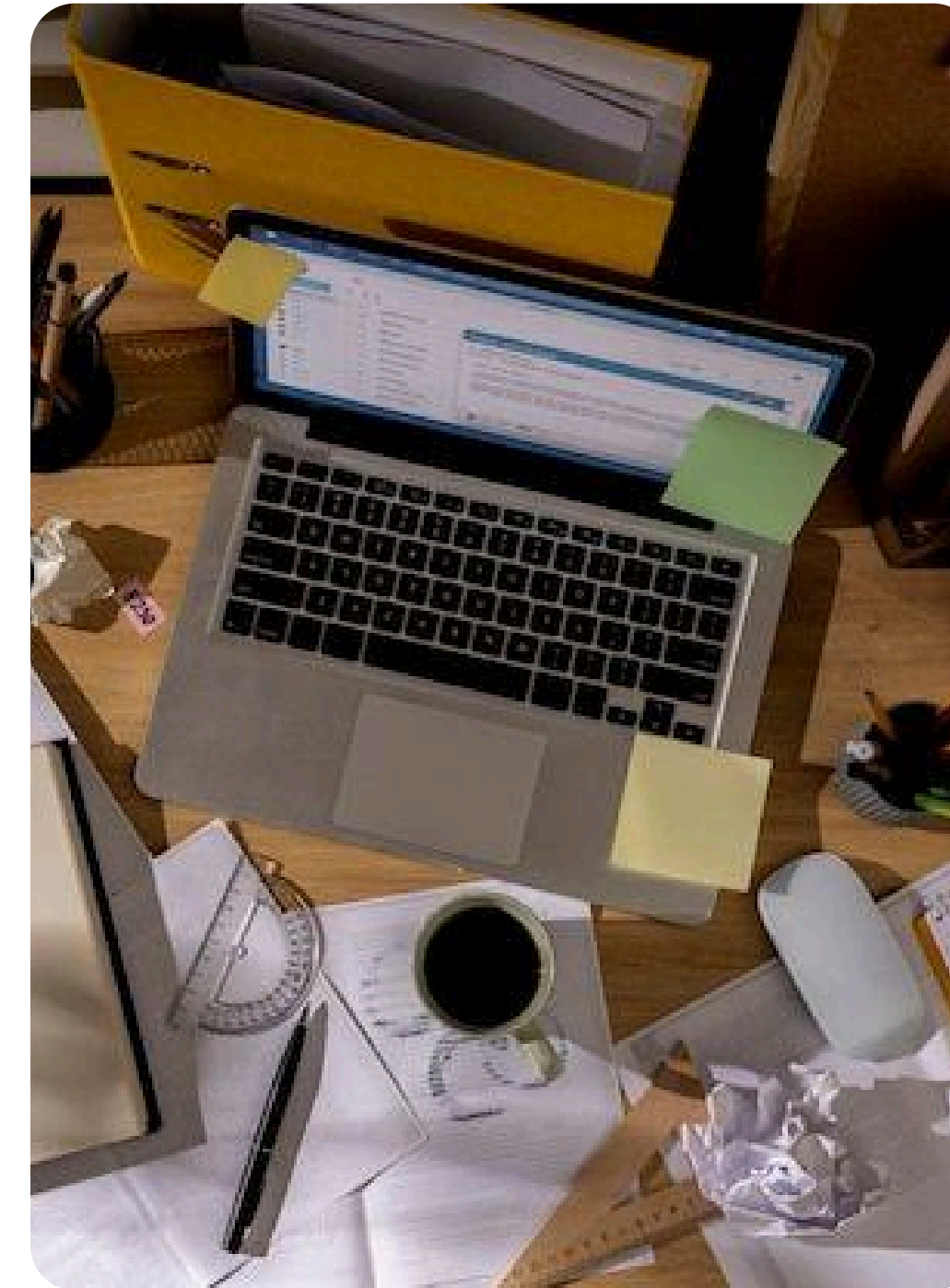
This approach is ideal for brand storytelling culture driven content and moments where creativity and momentum need to be emphasised.



Do not use overly posed
or stock like imagery



Do not apply heavy filters or
dramatic colour grading



Do not feature cluttered or
distracting backgrounds



Keep expressions calm
focused and approachable