



Brand Guidelines

Regulated access to real assets, from Guernsey to the world.

Internal document · Guernsey, Channel Islands

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01 · VOICE

Calm. Specific. Old-fashioned. Plain.

We do not exclaim. We state. The sentence ends in a full stop. We use words that would not embarrass a banker in 1925: appointment, charter, instrument, ledger.

Tokenization is the plumbing. The product is access. Always lead with the product.

One adjective per noun, at most. Two italics per page. Numbers, jurisdictions, timeframes — vague is the enemy of trust.

02 · LOGO & SEAL

Three files. Used at full strength.

Use the seal at 32 px or larger so the engraving reads. Pair the lockup with vellum, ink, or slate backgrounds. Maintain clear-space equal to the height of the seal on every side.

Do not recolor the seal, apply gradients, place the lockup over busy photography without a tonal screen, or stretch / skew / rotate any logo asset.

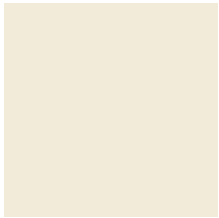
03 · PALETTE

60 / 30 / 10. Brass for ceremony only.



Bailiwick Ink

#161B22



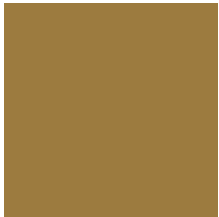
Vellum

#F2EBD9



Perelle Slate

#2C4A5E



Antique Brass

#9C7B3F

04 · TYPOGRAPHY

Caslon for display. Source Serif for body.

CORMORANT GARAMOND

Display, headlines, italic emphasis. The Caslon stand-in.

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SOURCE SERIF 4

Long-form editorial body — letters, articles, PPMs.

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INTER

UI, labels, dashboards, forms.

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05 · PHOTOGRAPHY

Granite. Water. Documents. Vertical assets.

Six categories: granite and water · documents and instruments · maritime instruments · vertical assets · St Peter Port architecture · hands at work.

Warm-graded, low saturation. No people-as-subject. No stock photography. National Trust monograph energy.

Letterhead and cards. The kit handles both.

Letterhead is A4 portrait, seal top-left, jurisdictional address top-right, generous left margin. Cards are 85 × 55 mm — front carries the wordmark and signatory, back carries the ceremonial mark.

Recommended stock: Mohawk Strathmore Pure Cotton, 110 lb, with hot-foil seal in antique brass. Avoid coated, glossy, or recycled-look papers.

07 · TAGLINE

Two marks. Used carefully.

Regulated access to real assets, from
Guernsey to the world.

A regulated venue for institutional real assets.

VOICE IN PRACTICE

Three before / after passes.

BEFORE:

We're disrupting the world of private markets with a revolutionary new tokenized fund platform!

AFTER:

Perelle Assets is a regulated venue for institutional capital to access private real-asset deals.

BEFORE:

Our amazing team is super excited to launch Cell A!

AFTER:

Cell A goes live this quarter. The pilot cycle runs to year-end.

BEFORE:

Get crypto-style yields from real-world assets — sign up now!

AFTER:

Quarterly distributions, audited, paid to whitelisted wallets via the on-chain register.

QUESTIONS

We'd rather a phone call than a guess.

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COLOPHON

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