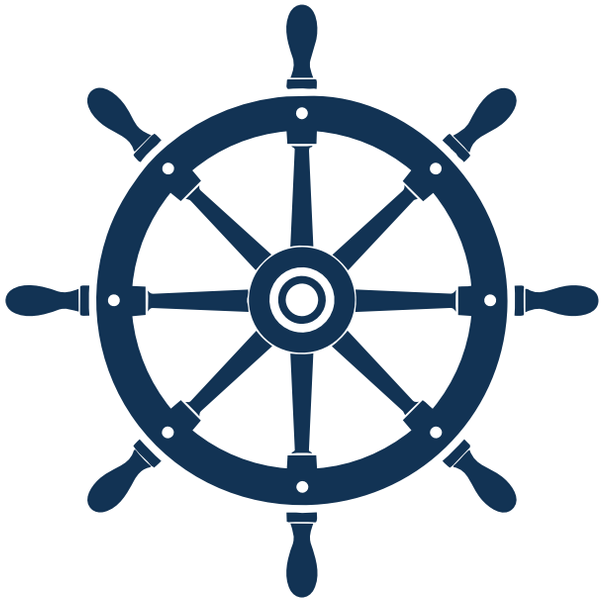


THE HELM

BRAND
GUIDELINES

2026

BRAND INTRODUCTION

This brand style guide outlines the visual and verbal identity of the brand. It includes logo usage, color palette, typography, imagery, voice and tone. It also shows examples of how the brand should be presented across different platforms. The guide helps maintain a consistent, professional, and recognizable brand image. It ensures a unified and cohesive identity for THE HELM.

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BRAND INTRODUCTION

THE HELM is a professional commercial brand representing a modern business environment for accounts, financial advisors, and real estate services. The brand is built on trust, structure, and professionalism, creating a strong corporate identity for businesses and clients.
With a focus on clarity and consistency, THE HELM aims to establish a reliable and recognizable presence in the commercial sector.

LEARN ABOUT

THE HELM is designed to bring together essential professional services such as accounting, financial consultancy, and real estate under one unified commercial identity. It creates a structured and trustworthy environment that supports business growth and enhances client confidence through a modern corporate approach.

OUR BUSINESS

THE HELM was created as a premium commercial concept focused on professionalism, reliability, and modern business standards.
The brand represents a strong foundation for financial and real estate services, aiming to deliver a consistent and high-quality corporate experience. As it grows, THE HELM continues to strengthen its position as a trusted business hub for professional industries.

BRAND PERSONALITY

1. **Professional & Trustworthy:**
   THE HELM represents a strong sense of professionalism and reliability. It builds trust through a structured and corporate identity, making it suitable for financial and real estate services.

2. **Modern & Forward-Thinking:**
   The brand embraces a modern approach to commercial business, focusing on innovation, clarity, and a contemporary corporate style that meets today's industry standards.

3. **Approachable & Confident:**
   THE HELM maintains a balanced tone that is both professional and approachable. It values clear communication and strong relationships with clients and partners.

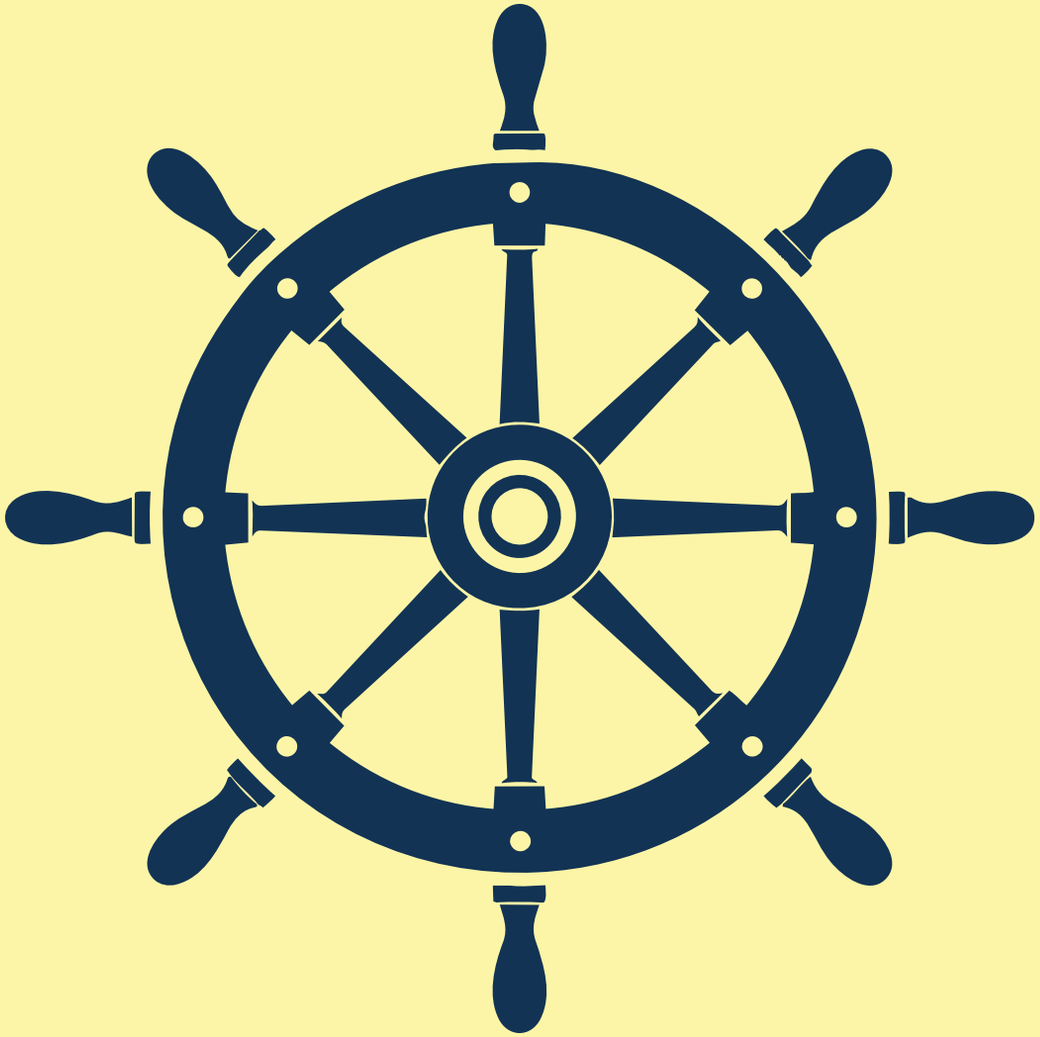
4. **High-Quality & Reliable:**
   Built on consistency and credibility, the brand reflects quality in every aspect, ensuring a dependable identity for commercial and financial environments.

5. **Strong & Visionary:**
   THE HELM is designed with a long-term vision, aiming to grow as a recognized commercial hub for accounts, financial advisors, and real estate professionals.

BRAND MISSION

Our mission is to create a professional and modern commercial environment that supports accounts, financial advisors, and real estate professionals. We aim to build a trusted and structured brand identity that promotes reliability, business growth, and long-term client confidence.

SYMBOL



The Symbol.
The purpose of the logo symbol is to represent the identity and professionalism of THE HELM. It serves as a distinctive visual element that reflects trust, structure, and a modern corporate presence. The symbol helps create strong brand recognition while communicating reliability and confidence across all brand applications.


THE HELM


THE HELM


THE HELM


THE HELM

CLEARSPACE

Clearspace ensures that the logo remains clear, readable, and visually balanced by maintaining enough space around it. This prevents any visual clutter and keeps the brand identity strong and consistent across all applications.



WORDMARK

A wordmark is a typographic representation of THE HELM.
It is designed to create a strong and professional brand identity using clean and modern typography.
The wordmark ensures clear recognition and reflects the brand’s corporate and trustworthy nature.

THE HELM

LOCKUPS

Lockups are predefined arrangements of THE HELM logo symbol and wordmark, ensuring consistent and cohesive presentation across various applications. They combine these elements in specific configurations to maintain brand recognition, balance, and visual harmony across all brand materials.



MISUSE

Misuse refers to improper or unauthorized alterations, distortions, or applications of THE HELM logo or brand elements. This includes using incorrect colors, altering proportions, or placing the logo in unrelated contexts.
Misuse can dilute the brand identity and reduce credibility, leading to confusion among clients and audiences.









PRIMARY COLOR PALETTE

A color palette is a predefined selection of colors chosen to represent THE HELM consistently across various materials and platforms. It includes primary brand colors along with their respective codes (RGB, CMYK, HEX) for easy reference and helps maintain visual consistency, professionalism, and strong brand recognition.

CMYK 98, 81, 41, 34	RGB 22, 52, 85	HEX #163455	**Navy Blue**
CMYK 255, 244, 167	RGB 1, 1, 43, 0	HEX #FFF4A7	**Light Cream**
CMYK 3, 9, 62, 0	RGB 248, 223, 124	HEX #F8DF7C	**Light Gold**
CMYK 27, 50, 100, 8	RGB 180, 127, 43	HEX #B47F2B	**Deep Gold**
CMYK 75,68,67,90	RGB 0,0,0	HEX #000000	**Black**
CMYK 0,0,0,0	RGB 255,255,255	HEX #FFFFFF	**White**

COLOR GRADIENTS

Color gradients involve the transition between two or more colors in a gradual manner, often used to add depth and visual interest to designs. In THE HELM brand identity, color gradients may be used selectively to enhance visual appeal while maintaining consistency, professionalism, and overall brand recognition.

#B47F2B → #F8DF7C → #FFF4A7 → #F8DF7C



TYPOGRAPHY GUIDELINES

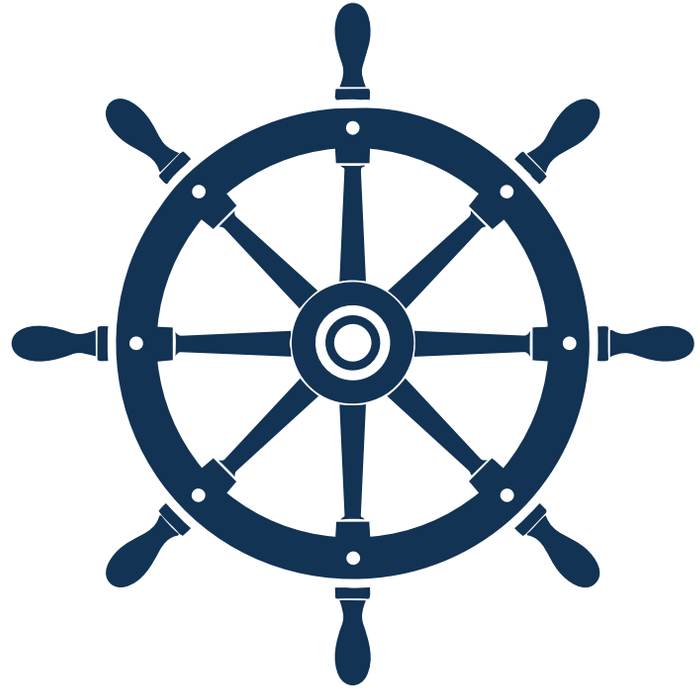
Typography guidelines provide instructions on how to use fonts effectively to maintain consistency and readability across all brand materials. This includes specifications on font choices, sizes, styles, and spacing for headings, subheadings, and body text, ensuring a cohesive, professional, and well-structured appearance for THE HELM across all platforms.

Baskerville Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1234567890!@#$%^&*?



THE HELM