



Brand Guidelines / October 2024

Logo



Full Colour



White



Monochromatic



Clear Space

Colours

Primary Grey RGB 57 57 57 CMYK 67 58 55 62 HEX 393939 PANTONE 426	Primary Red RGB 225 37 27 CMYK 2 95 94 0 HEX e1251b PANTONE 485	Secondary Yellow RGB 245 179 53 CMYK 2 34 85 0 HEX f5b335 PANTONE 135	Secondary Grey 1 RGB 121 121 121 CMYK 0 0 0 66 HEX 797978 PANTONE 424	Secondary Grey 2 RGB 178 178 178 CMYK 0 0 0 40 HEX b2b2b1 PANTONE 421	Secondary Grey 3 RGB 235 235 235 CMYK 0 0 0 11 HEX eaeaea PANTONE 427
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Primary Palette

Secondary Palette

Note on colours:

The Secondary Yellow colour is to be used in moderation for small accents, applied only on top of the Primary Grey and white backgrounds.

Colour Application Examples

Primary Red as a subtle accent in subtitles

Full Service Investor Relations

We bring new ideas, implement industry leading strategies and deliver a best-in-class investor experience.

Primary Grey used on main statements

Primary Red used on geometric shapes and secondary statements



Our mission is to be the best in the world at elevating companies, ensuring their true value is recognized and celebrated globally.

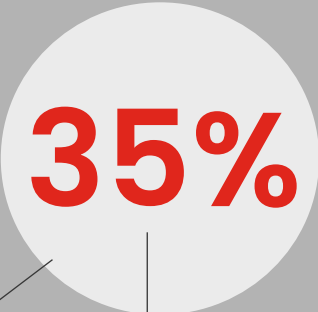
Secondary Yellow applied on Primary Grey, used sparingly on one element

01

Amplify your online presence, engage audiences and achieve measurable results.

Secondary Grey 3 used on headings and text overlaid on Primary Grey backgrounds

Secondary Grey 2 used as background



Primary Red used on key statistics

Secondary Grey 3 used for layering of shapes/boxes

Colour Application – What Not to Do

DO NOT apply Primary Red on top of Primary Grey



DO NOT apply Primary Red Secondary Yellow on top of Secondary Grey 1 and 2



DO NOT use Primary Red and Secondary Yellow side by side



DO NOT use Primary Red as a dominant background on assets.



DO NOT use any of the secondary greys on text placed on a white background.



Typeface

Our typeface is an integral part of our brand. Poppins is clear, confident and approachable, and should be used on all communications, both print and digital. For company emails and email signatures we use Helvetica as a web safe font.

Poppins Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Poppins SemiBold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Poppins Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Poppins Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Typeface Applications

Subtitles:
Poppins Medium

Full Service Investor Relations

We bring new ideas,
implement industry
leading strategies and
deliver a best-in-class
investor experience.

Primary statements:
Poppins Bold

Main Titles:
Poppins Medium (18-24pt)

Full Service
Investor
Relations

Lorem ipsum dolor sit Lorem ipsum dolor sit amet,
consectetuer adipiscing elit, sed diam nonummy
nibh euismod tincidunt ut laoreet dolore magna
aliquam erat volutpat. Ut wisi enim ad minim

Body Text:
Poppins Regular (10-14pt)

Subtitles:
Poppins Medium (12-14pt)

IR Strategy &
Budgeting

Lorem ipsum dolor sit Lorem ipsum
dolor sit amet, consectetuer
adipiscing elit, sed diam nonummy
nibh euismod tincidunt ut laoreet
dolore magna aliquam erat volutpat.
Ut wisi enim ad minim

Body Text Highlights:
Poppins Bold

Redirection CTAs:
Primary - Poppins Bold
Secondary - Poppins Regular

Learn more >

Learn more >

Register >

Action CTAs:
Poppins SemiBold

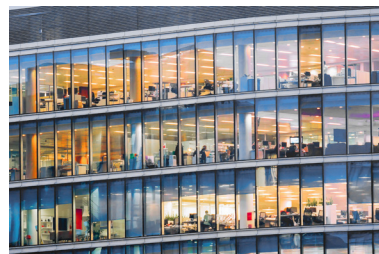
Photography

Photography Style

Ordinary people (because everyone is a potential investor) in major cities across the world, going about their day. Bold bright colours, with hints of red and yellow, blurred elements in some photos to allude to fast pace.

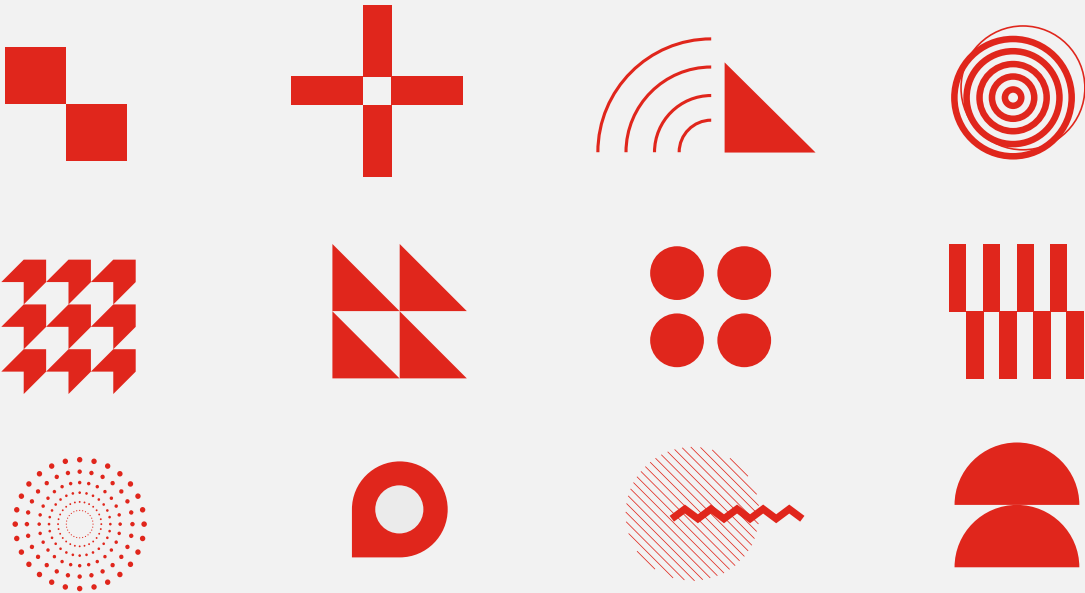
Sentiment

We are a global company, on the streets of major cities. We are bold and fearless. We don't hide behind office walls and computer screens – we are out there forming meaningful bonds and connections, speaking to people, organizing creative events and opportunities for companies to grow their audience. We are fast paced, proactive, captivating.



Other Visual Elements

Let's get creative with visual elements. Instead of using traditional icons, the Alliance Advisors Investor Relations brand makes use of geometric shapes, a nod to the brand's triangular logo icon. You can apply a single shape or a combination of shapes to best represent the message in the copy that it accompanies.



Imagery Application Examples

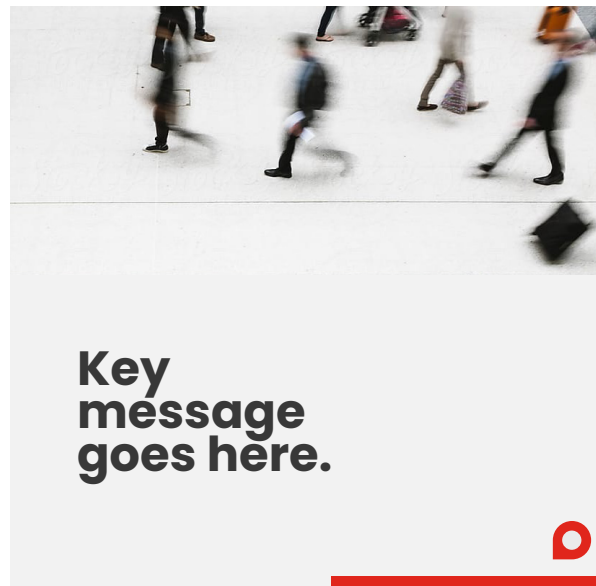
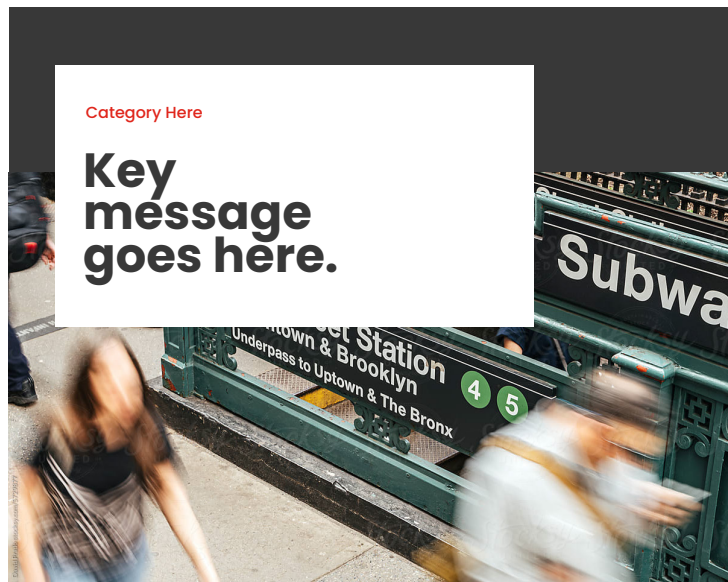
City photography will generally be busy and colourful, making it difficult to overlay text. Use white boxes for text in a layering effect or divide up the artboard between image and blank space for text.

The colour integrity of the photo should be maintained at all times.

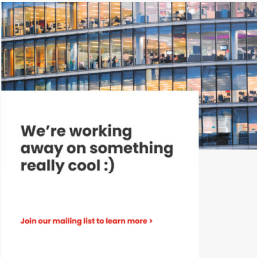
X Do not apply a transparency to image to accommodate text.

X Do not decrease contrast or increase brightness of a photo to accommodate text.

X Do not apply a colour filter to a photo to accommodate text.



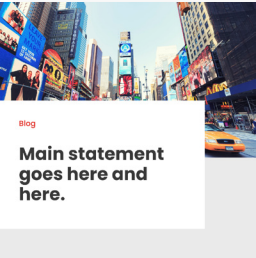
Social Media & Digital Assets



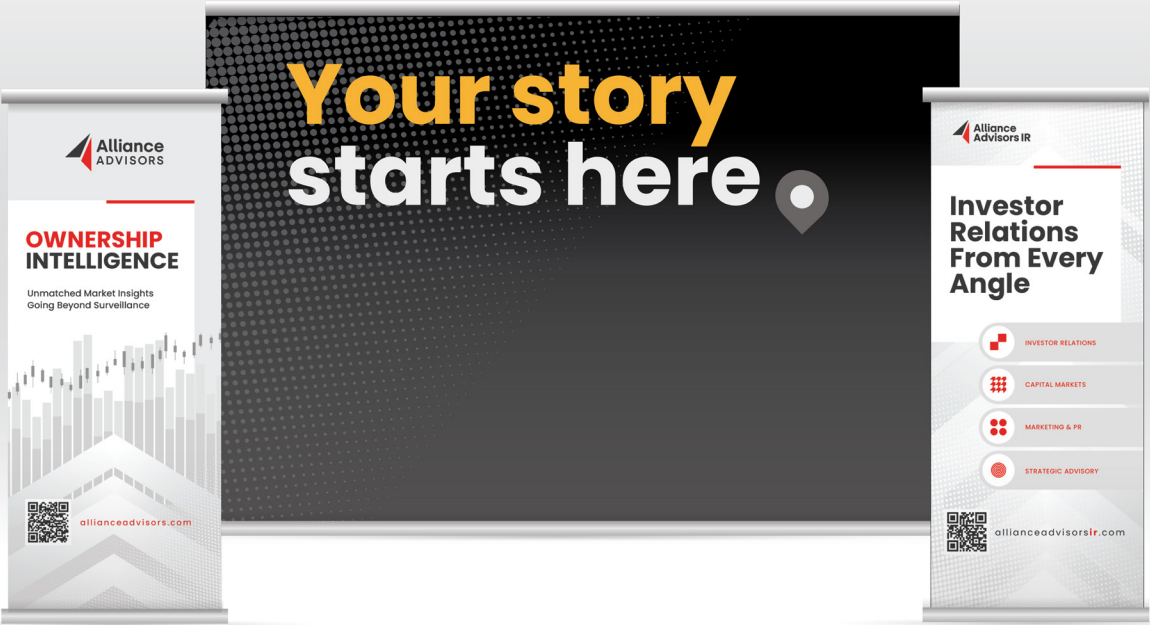
LINKEDIN BANNER



ZOOM BACKGROUND



Event Assets



Stationery



Dear Mr. Smith,

I have been following (ABC Hedge Fund's) activity and wish to alert you to the significant capabilities our firm would add to your initiatives.

Working with over 1,000 corporations, mutual funds, hedge funds, SPACs and private companies annually gives our firm a significant advantage over anyone in our industry.

Experience: We believe that the factor that truly distinguishes our firm from our competitors is our depth of experience. Many of our professionals have 15 to 30-plus years of hands-on industry experience and have worked on a variety of complex proxy solicitations, M&A transactions, takeover attempts, and proxy fights. We have significant knowledge of the investment community and the dynamics involved in dealing with and influencing shareholders, which allows us to provide our clients with practical, real-world perspective and advice.

Shareholder Identification and Analysis: We feel that the linchpin for developing a strategic plan is to understand the target's shareholder profile. Our shareholder identification professionals can develop a comprehensive analysis of the target shareholder profile. We will also determine the influence of the ISS and Glass Lewis and the impact these services will have on the vote and on the strategy of the campaign. Based on our analysis, we can project voting outcomes under various scenarios with a high degree of accuracy.

Strategic Plan: Based on the shareholder profile, the nature of the campaign, and timing constraints (advance notice deadlines, universal proxy rules, record date, shareholder meeting date, etc.), we will prepare an overall game plan that defines strategy and messaging, delineates responsibilities, and determine a schedule for outreach to institutions and individual shareholders.

Proxy Advisory Firm Engagement: Staffed by teams of former senior advisory and stewardship level executives, Alliance can create, promote, and present powerful arguments to ISS and Glass Lewis on behalf of your fund.

Alliance maintains a vast amount of incredible capabilities that can be put to use for your next campaign. If you would like to discuss further or have any immediate needs, contact me at alyssa@allianceadvisors.com or call me directly at 862-228-9800.

Best Regards,
Alyssa Barry, President

allianceadvisorsir.com



800 Third Avenue, 17th Floor

New York, NY 10022

Message Insert Format text Draw Options

Send

To Rec

Cc

Add a subject Draft saved at 9:56 AM

Type / to insert files and more



Name | Title

C: 300-0000-0000

E: info@allianceadvisors.com

W: allianceadvisors.com

S: [LinkedIn](#) | [Instagram](#) | [X](#)

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CAROLINE SAWAMOTO

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Resources

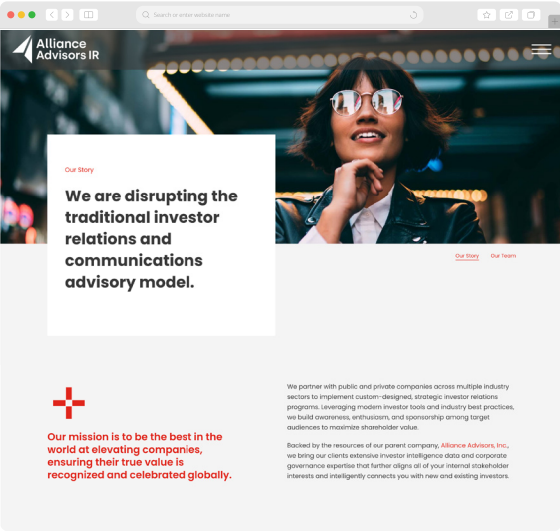
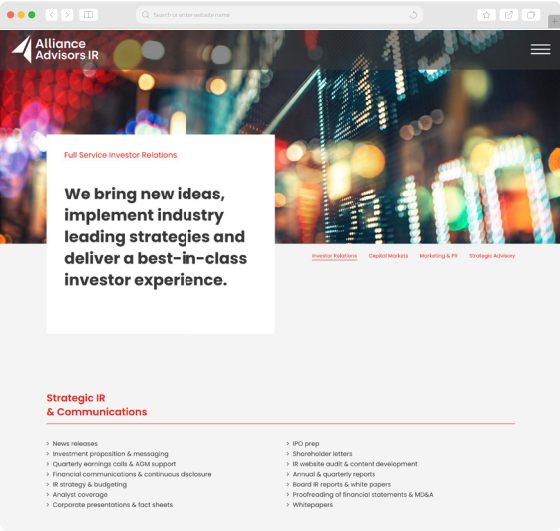
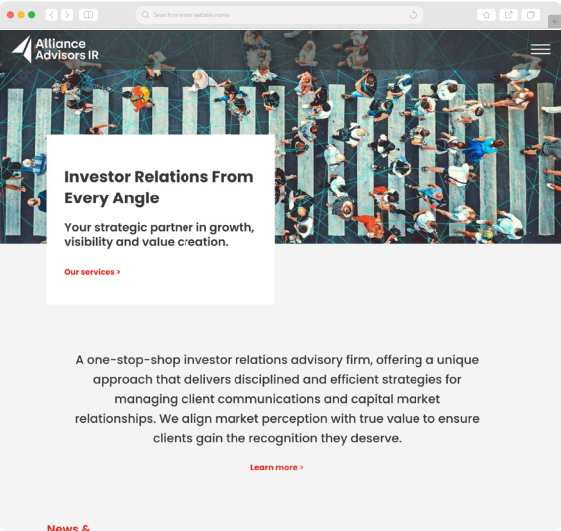


IR360, a collection of exclusive resources to spark conversation, instigate ideas and help you create meaningful value for your investors.



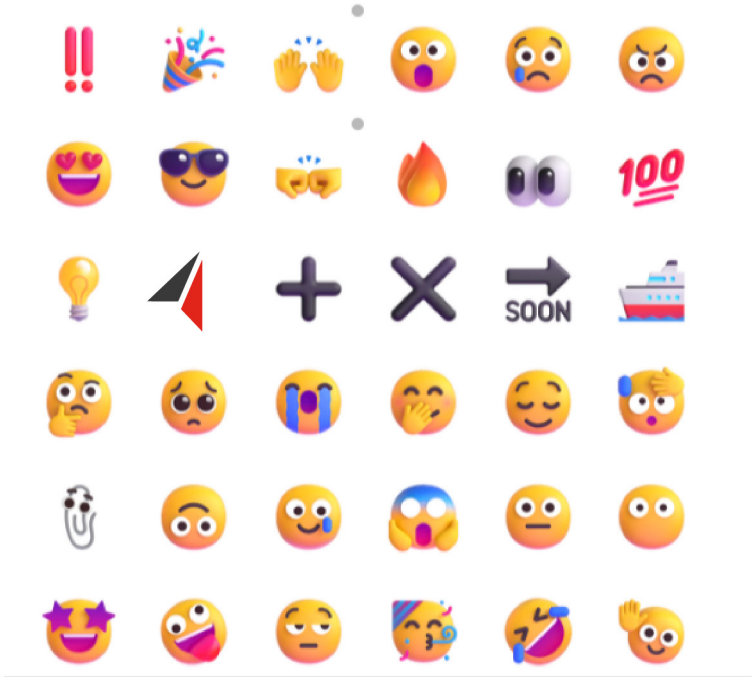
Capabilities Deck, an overview of our services, approach, process and examples of our work.

Website



Other Cool Assets

We even have an emoji! You can find it in your Teams emoji library.



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