



MATTERHORN
INVESTMENT ADVISORS LLP

HOPE. GROWTH. PROSPERITY.

BRAND GUIDELINES



INDEX

o Logo	3
o Logo Color Variations.....	4
o Logo Spacing.....	6
o Pattern.....	7
o Typography Recommendation	
o Primary Font.....	8
o Secondary Font.....	9
o Minimum Size.....	10
o Not Acceptable	11
o Logo Sizes	12

o Visiting Card	13
o Letterhead	14
o Logo usage on Cap.....	15
o Calender.....	16
o ID Card	17
o Bottle	18
o Appreal	19
o PPT slide	20
o Logo Lock up.....	21



+



+



=



Bird

Mountains

Arrows

The logo features a bird symbolizing hope and reaching new heights, mountains symbolizing stability paired with upward arrows representing growth. Blue hues evoke stability and energy, with the brand name in bold font.



MATTER HORN

C:97 M:71 Y:1 K:5

C:81 M:35 Y:1 K:0

C:0 M:0 Y:0 K:80

#20519A

#1A89C8

#5B5B5B

Blue represents trust and stability, light blue symbolizes clarity and freshness, while grayscale black signifies sophistication and timelessness in the brand's identity.

LOGO COLOR VARIATIONS

ON DIFFERENT BACKGROUND COLORS

The logo adapts seamlessly to different backgrounds, ensuring visibility and brand consistency across varied contexts, including white, blue, light blue, grayscale, and patterned backgrounds.



MATTERHORN
INVESTMENT ADVISORS LLP
HOPE. GROWTH. PROSPERITY.



MATTERHORN
INVESTMENT ADVISORS LLP
HOPE. GROWTH. PROSPERITY.



MATTERHORN
INVESTMENT ADVISORS LLP
HOPE. GROWTH. PROSPERITY.





LOGO SPACING

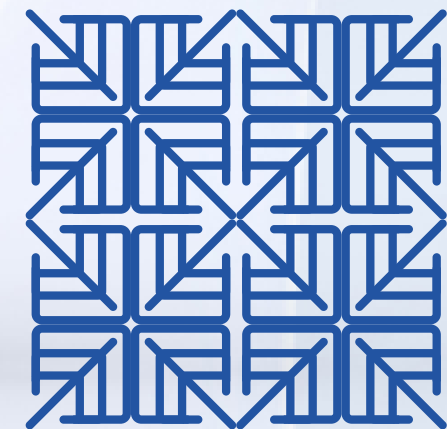
The logo is designed to be scalable, ensuring it can be placed appropriately across various sizes without losing its visual impact. It should be positioned prominently on marketing materials, websites, and products to maximize brand visibility and recognition.





PATTERN

Exclusive artwork is crafted to build a distinctive brand image, ensuring consistency and recognition across diverse design applications.





TYPOGRAPHY RECOMMENDATION

PRIMARY FONT

NORD LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#%&*()_+{}[]/?

NORD MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#%&*()_+{}[]/?

NORD BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#%&*()_+{}[]/?

NORD LIGHT ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#%&*()_+{}[]/?

NORD MEDIUM ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#%&*()_+{}[]/?

NORD BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#%&*()_+{}[]/?



TYPOGRAPHY RECOMMENDATION

SECONDARY FONT

MONTERRAT LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()_+{}[]/?

MONTERRAT MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()_+{}[]/?

MONTERRAT BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()_+{}[]/?

MONTERRAT LIGHT ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()_+{}[]/?

MONTERRAT MEDIUM ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()_+{}[]/?

MONTERRAT BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()_+{}[]/?



MINIMUM SIZE

PRINT



DIGITAL



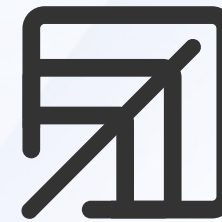
When using our logo in small sizes, we must ensure legibility, impact and reproduction quality to get the best result. Always adhere to the minimal permissible size specified here to maintain the sanctity of our logo.



NOT ACCEPTABLE



MATTERHORN
INVESTMENT ADVISORS LLP
HOPE. GROWTH. PROSPERITY.



MATTERHORN
INVESTMENT ADVISORS LLP
HOPE. GROWTH. PROSPERITY.



MATTERHORN
INVESTMENT ADVISORS LLP
HOPE. GROWTH. PROSPERITY.



MATTERHORN
INVESTMENT ADVISORS LLP
HOPE. GROWTH. PROSPERITY.

LOGO SIZES



135px



95px



65px



45px



35px



VISITING CARD



LETTERHEAD





MATTERHORN
INVESTMENT ADVISORS LLP
HOPE. GROWTH. PROSPERITY.

Michael Smith
123 Address Blvd.
(123) 555-1212
michaelsmith@email.com
www.website.com

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores.

Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum commodo minim.

Sincerely,

John Doe



MATTERHORN
INVESTMENT ADVISORS LLP
HOPE. GROWTH. PROSPERITY.

Michael Smith
123 Address Blvd.
(123) 555-1212
michaelsmith@email.com
www.website.com

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores.

Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum commodo minim.

Sincerely,

John Doe



MATTERHORN
INVESTMENT ADVISORS LLP
HOPE. GROWTH. PROSPERITY.

Michael Smith
123 Address Blvd.
(123) 555-1212
michaelsmith@email.com
www.website.com

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores.

Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum commodo minim.

Sincerely,

John Doe

LOGO USAGE ON CAP



CALENDER



MATTERHORN
INVESTMENT ADVISORS LLP
HOPE. GROWTH. PROSPERITY.

01

S	M	T	W	T	F	S	S	M	T	W	T	F	S
						1	2	3	4	5	6	7	8
9	10	11	12	13	14	15	16	17	18	19	20	21	22
23	24	25	26	27	28	29	30	31					

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida.



ID CARD



BOTTLE



APPREAL



HEADING

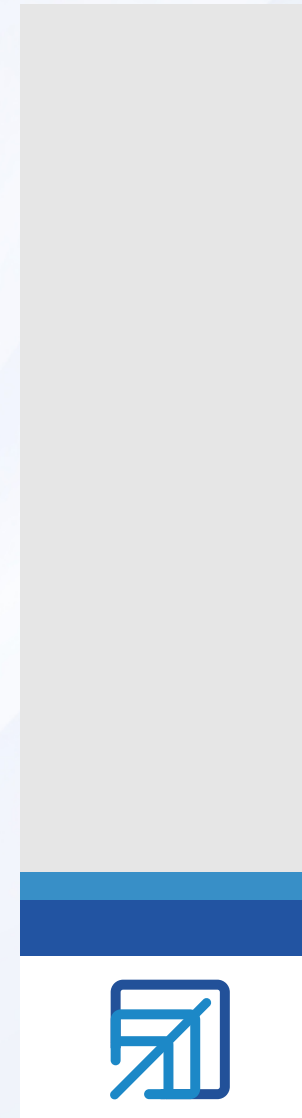


LOGO LOCK UP

300x250 px



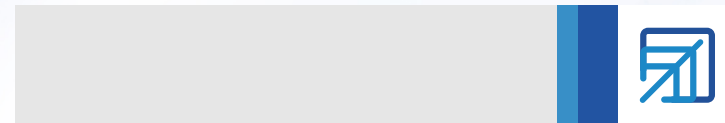
160x600 px



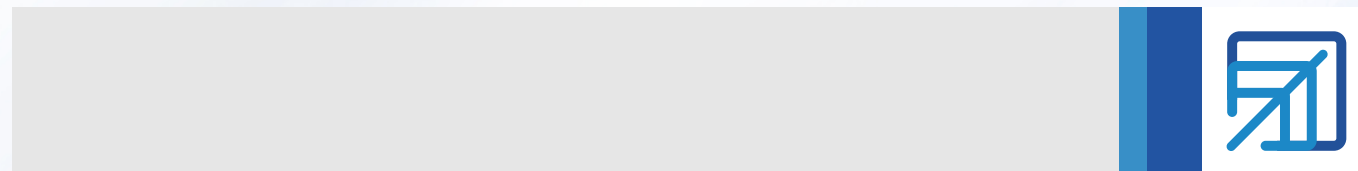
320x480 px



300x250 px



7280x90 px





THANK YOU