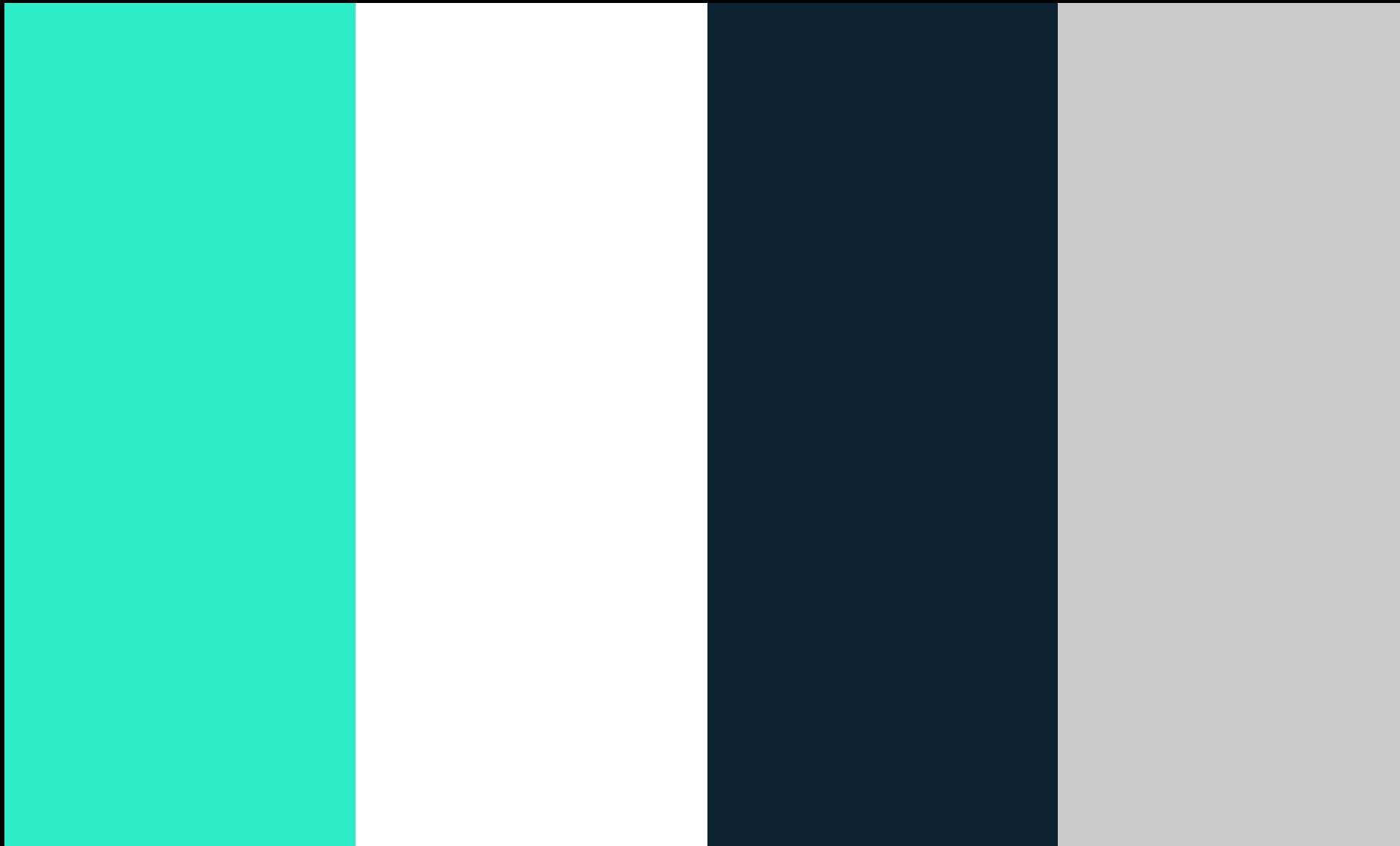




**SCHUMAN  
FINANCIAL  
BRAND  
KIT**



# THIS IS OUR BRAND

Our brand embodies trust, reliability, and security with its modern and simple design.

Combining traditional white and creative turquoise conveys our commitment to bridging traditional and innovative financial worlds.

**#2EECC7**

**MINT**



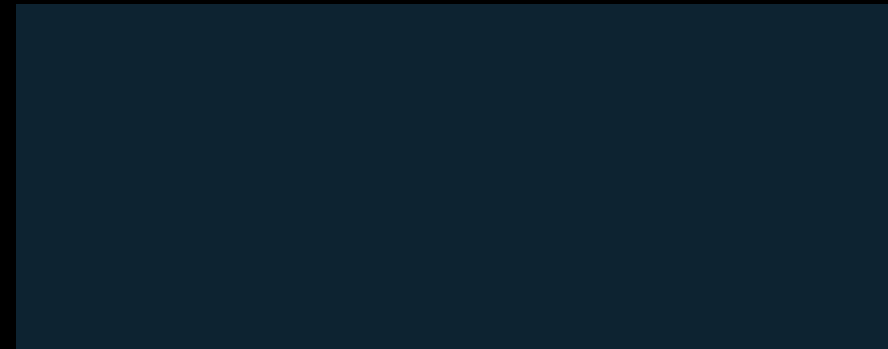
**#FFFFFF**

**WHITE**



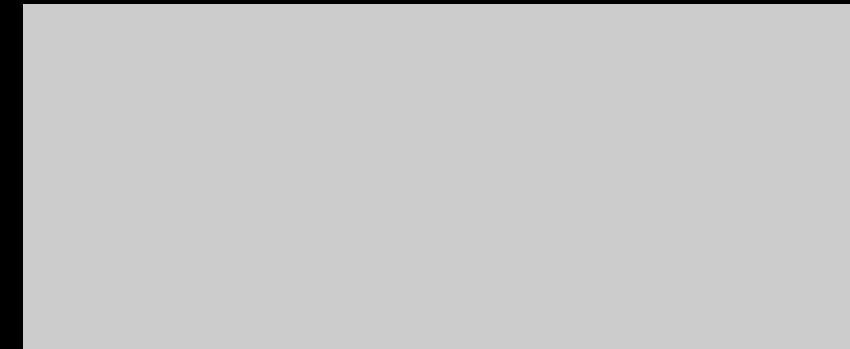
**#0D2331**

**NIGHT SKY**



**#CCCCCC**

**GREY**



# **SIMPLISTIC STYLE**

These four core colors are present  
in all our visuals.

# FULL LOGO

Always display the logo with enough spacing around it to maintain its visibility and impact.

Use the logo in its original form without any alterations, distortions, or modifications to its colors, proportions, and orientation. Do not apply any effects.

Consistent and proper usage of the logo preserves our integrity and recognition.



# SCHUMAN SYMBOL

The “S” symbol should be used as a more compact representation of our brand, such as social media profiles, app icons, favicons, etc.

Follow the same display rules as for the full logo.

The Schuman “S” symbol helps our brand recognition in spaces where the full Schuman Financial logo may not be practical.



# FONTS

## ARCHIVO

### HEADINGS & TITLES

Archivo, our font for headers and titles, blends modernity with readability. Use its bold variants for emphasis and lighter weights for a refined touch. Maintain ample letter spacing to ensure clear legibility in all formats, underscoring our commitment to impactful communication.

## INTER

### BODY

Inter, our font for body text, offers versatility and clarity. Use regular weights for standard text and italics for emphasis or quotes. Keep font size and spacing consistent for optimal readability across platforms, ensuring our communication is clear and engaging.



Do you need help with our brand or need some visual assets? Message me!

Matt Oksa  
[matt@schuman.io](mailto:matt@schuman.io)