



BRAND BOOK



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Logo and Corporate Identity

1.1 Possible Applications of the Logo



1.2. Brand Icon



Logo and Corporate Identity

1.3. Protected Area and Signature Size

The logo consists of the brand icon, the name “RESONANCE CAPITAL GROUP LP” and the signature “Your Reliable Partner”. The main element of the logo is the ring, in which the name is embedded, symbolizing the key to success in the financial markets. The protected area on all sides of the logo is equal to the width of the capital letter “N” of the font “Myriad Pro Bold Condensed”. The font size of the signature is equal to the thickness of the upper tip of the letter “A” from the word “RESONANCE”. When changing the size of the logo, all proportions must be observed without fail.

Protected Area



Signature Size




Logo and Corporate Identity

1.4. Brand Colors and Gradient


- Logo Color




 C - 25
M - 19
Y - 19
K - 0

 C - 1
M - 25
Y - 100
K - 0

 C - 5
M - 1
Y - 95
K - 0

 C - 75
M - 68
Y - 67
K - 90

- Background Color

 C - 71
M - 65
Y - 64
K - 69

- Brand Gradient

The brand gradient is used for making business documentation, exhibition banners, promotional printing products, souvenirs, accessories, etc.



Logo and Corporate Identity

1.5. Brand Fonts

“Myriad Pro Bold Condensed” is a choice to write the word “RESONANCE” in the logo. “Myriad Pro Condensed” is used to write the phrase “CAPITAL GROUP LP” in the logo. “Myriad Pro Regular” is used to write a signature in the logo. The rest of the Myriad Pro family, such as Semibold, Italic, are used to write headlines, subtitles and texts in electronic materials and promotional printing products.

Myriad Pro Bold Condensed

1234567890
ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxy z

Myriad Pro Condensed

1234567890
ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxy z

Myriad Pro Regular

1234567890
ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxy z

Myriad Pro Semibold

1234567890
ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxy z

Myriad Pro Italic

1234567890
ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxy z

Business Documentation



Business Documentation

2.1. Corporate Folder

Corporate folder with the company logo is an integral part of creating a solid image of Resonance Capital Group LP agents. An important advantage of the folder is its convenience and functionality, because its main purpose is to store and transfer documents.

A ready-to-print layout of the corporate folder is provided to each agent of the company who has applied for the opening of a regional office.



Business Documentation

2.2. Company Letterhead

The company letterhead is not just an attribute of business documents, but also an important element of the company's corporate style. Qualitatively executed corporate letterhead of Resonance Capital Group LP contributes to the creation of a positive image of the company and emphasizes its reliability and solidity.

A ready-to-print layout of the company letterhead is provided to each agent of the company who has applied for the opening of a regional office.

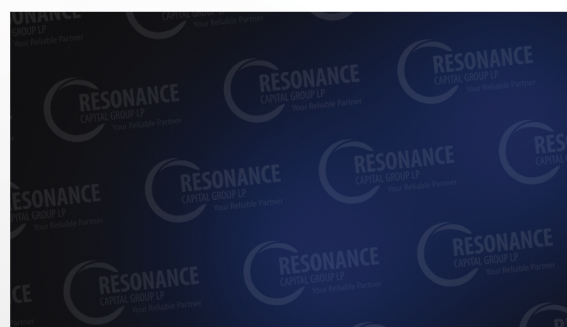


Business Documentation

2.3. Business Card

Double-sided business card, made in the company's corporate style, is designed for business meetings in order to establish trust relationships between Resonance Capital Group LP agents and their potential customers. It contains the company logo as well as the agent's name, position, city, country, phone, e-mail and referral link.

A ready-to-print layout of double-sided business card is provided to each agent of the company who has applied for the opening of a regional office.



Promotional Materials

3.1. Mobile Roll Up and X-Banner Stands

Mobile stands of these types are effective in carrying out promotion actions by Resonance Capital Group LP agents for searching and informing new potential customers. Such advertising will help to form a positive image of the company and will be a useful tool for mobile marketing when attracting the target audience.

Ready-to-print layouts of mobile banners are provided to each agent of the company who has applied for the opening of a regional office.



Promotional Materials

3.2. Press Wall for Conferences and Presentations

Press Wall banner, made in the company's corporate style, is designed for interior decoration during any advertising and information event dedicated to Resonance Capital Group LP (conference, presentation, webinar, etc.). The corporate Press Wall banner is designed in two colors and has a classy look, which will decorate any event and make it effective.

Ready-to-print layouts of Press Wall banners are provided to each agent of the company who has applied for the opening of a regional office.



Promotional Materials

3.3. Presentation Brochure

The presentation brochure contains 10 unique pages, each of which is saturated with motivational information and spectacular illustrations. The brochure's design has been worked out with maximum responsibility, since it is a key advertising product that plays an important role in the process of obtaining new major investors.

A set of ready-to-print layouts of the brochure pages is provided to each agent of the company who has applied for the opening of a regional office.



Souvenir Products

4.1. Notepad and Ballpoint Pen

The branded notepad and pen will be a good tool for the daily work of Resonance Capital Group LP agents, as well as an effective advertising tool, attracting the attention of potential customers.

Ready-to-print layouts of the notepad and pen are provided to each agent of the company who has applied for the opening of a regional office.



Souvenir Products

4.2. Flag and USB Flash Drives

The flag and USB flash drives in the corporate style are the best assistants in the formation of a favorable image of the company. With these promotional products, the regional office of any Resonance Capital Group LP agent can get more solid look and attract more attention of potential customers. In addition, these promotional products can be used as a gift for the company's customers.

Ready-to-print layouts of the flag and USB flash drive are provided to each agent of the company who has applied for the opening of a regional office.



Souvenir Products

4.3. Paper Bag and Mug

Laminated paper bag and mug in the corporate style is another effective way for Resonance Capital Group LP advertising. Paper bags with the company logo will increase the brand awareness and attract the attention of the target audience. A corporate paper bag and mug is an optimal combination of an external positive image and effective advertising of the company.

Ready-to-print layouts of the paper bag and mug are provided to each agent of the company who has applied for the opening of a regional office.

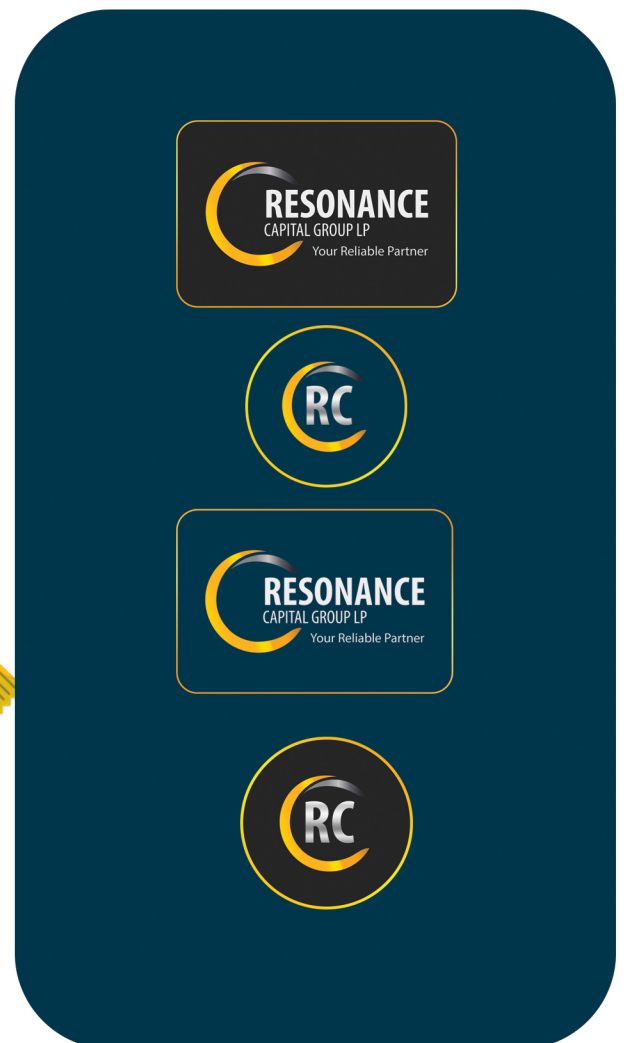


Souvenir Products

4.4. Stickers and Chocolates

Stickers and chocolate products with the company logo are another smart and fashionable marketing tool for promoting business in Resonance Capital Group LP. You can just imagine the new atmosphere in your office where the objects will be decorated with the branded stickers and there will be appliances with the branded chocolate products on the tables.

Ready-to-print layouts of the chocolate wrappers and stickers are provided to each agent of the company who has applied for the opening of a regional office.



Souvenir Products

4.5. Plastic Cards

Exclusive plastic cards with the designation of Resonance Capital Group LP products are delivered to the home addresses of the company's customers who have bought a BRONZE portfolio (from \$ 500) and above. Plastic card is delivered together with a package of documents.

START



BRONZE



SILVER



GOLD



PLATINUM



VIP



Souvenir Products

4.6. Stars of Ranks

Badges in the form of stars with the designation of the career rank of Resonance Capital Group LP agents are designed for their participation in any live events organized by the company (congresses, seminars, exhibitions). Badges will be given to the company's agents at the check-in before the beginning of an event.

