

**INTERNATIONAL TAX ADVISORS**

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**INIA**  
**LIMITED**

**BRAND GUIDELINES**

# WELCOME

Welcome to INTAX Guidelines. This document contains all you need to know about how our brand should be used in print and digital materials ensuring it remains consistent throughout. Using our brand correctly is extremely important to us, so we ask that the guide is always referred to and adhered to. We hope you enjoy getting to know our brand better.



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# BRAND STRATEGY

At Intax, our brand transcends beyond mere words and symbols. It encompasses every aspect of our existence. We pride ourselves on setting and surpassing lofty aspirations. Our identity is reflected in the impeccable quality of our offerings and services. To maintain a cohesive and impactful brand, we have meticulously crafted guidelines that guarantee consistency, fostering a powerful, unmistakable, and forward-thinking communication approach. Within these guidelines, you'll discover the boundless creative possibilities that our brand identity offers, inspiring and igniting your artistic expression. Explore the following pages and unleash your creativity to new heights.



# Brand

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## STRATEGY

### THE STORY

From our roots as a trusted boutique firm offering fiduciary and administrative services, INTAX is evolving into a visionary leader in the world of luxury hospitality. With meticulous attention to detail and a dedicated focus on client relationships.

### VISION STATEMENT

At INTAX, our vision is to redefine the boundaries of luxury hospitality, setting new standards of excellence and creating extraordinary experiences that leave a lasting impression. We aspire to be recognized globally as the epitome of refined indulgence, where every moment is crafted with meticulous attention to detail and every guest is treated with warmth, sincerity, and genuine care

### THE CRAFTSMANSHIP

Craftsmanship is the heartbeat of INTAX. It is the essence of our identity, the driving force behind every endeavor we undertake. We take immense pride in our attention to detail, our dedication to perfection, and our commitment to delivering the finest experiences.

### MISSION STATEMENT

Delivering unparalleled luxury experiences through meticulous attention to detail, personalized service, and a commitment to exceeding expectations. Embracing sustainability, engaging with communities, and fostering a culture of integrity and respect. Our dedicated team embodies our mission, setting us apart in the industry.

### THE QUALITY

At INTAX, quality is the cornerstone of our brand. It is ingrained in every aspect of our luxury ventures, reflecting our unwavering commitment to providing unparalleled experiences.

### OUR BELIEFS

At INTAX, we believe in exceeding expectations through personalized service, meticulous attention to detail, and a commitment to sustainability.

### HONESTY & INTEGRITY

At INTAX, honesty and integrity are the bedrock of our values. We believe in conducting business with the utmost transparency, trustworthiness, and ethical standards.

### PASSION & LEARNING

At INTAX, we are fueled by passion and embrace continuous learning to deliver exceptional experiences.

# LOGO

The single most identifiable element of our identity is our logo. Consistent use of our logo is key to retaining brand strength through immediate recognition of who we are and what we stand for as a brand.



Logo

# MASTER LOGO

Our logo is simple, clean, and stylish. The sketched tree and block buildings represent the world of property with a softer greener sustainable side. This logo can be used with the icon or without. The logo is available for use in charcoal, green, mint, or white in all instances where the logo is used on its own. Overall style - modern and professional.



Clear

## SPACE & SIZING

Clear space is the area surrounding our logo that must be kept free of any text or graphic elements. By leaving space around the logo, we make sure it stands out in all of our communications. The minimum clear space is 50% of the height of the entire logo. Our logo must be sized large enough to be easily read on every application.



### THE MINIMUM SIZE

It is sometimes necessary to increase and decrease the logo depending on the print area. Always keep in proportion. Always ensure the text is legible.





# COLOUR

Our brand is underpinned with a colour palette designed to be fresh, modern and distinctive. Different combinations of colour can dramatically change the tone and appearance of a document so it is important to consider how they work together. To help achieve greater brand recognition it is important that our colour palette is applied consistently.



Palette

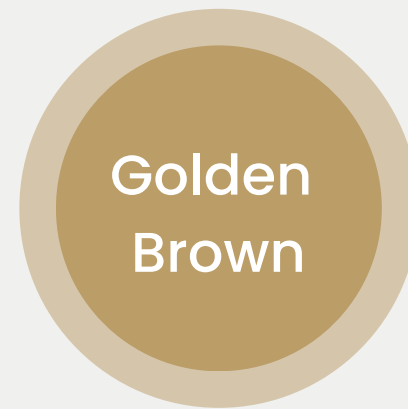
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## BRAND COLOURS

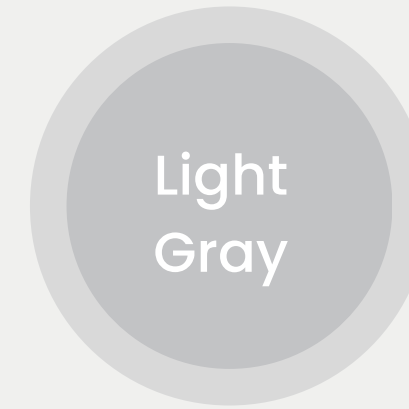
The primary colour palette is constant throughout all communications. A colour hierarchy has been implemented, ranging from Navy Blue being the most important to Light Gray being the least used. Where possible, Pantone colours should be used. For extra impact, special print techniques such as debossing can also be applied.



**Colour P**  
431 C  
**Colour C**  
24, 3, 0, 56  
**Colour R**  
85, 109, 112  
**Colour H**  
#001F3F



**Colour P**  
4294 C  
**Colour C**  
59, 56, 43, 36  
**Colour R**  
84, 84, 84  
**Colour H**  
#BB9D68



**Colour P**  
5517 C  
**Colour C**  
11, 0, 2, 23  
**Colour R**  
175, 196, 192  
**Colour H**  
#C2C3C5



**Colour P**  
663 C  
**Colour C**  
0, 0, 0, 4  
**Colour R**  
244, 244, 244  
**Colour H**  
#FFFFFF

Palette  
**HERO COLOUR**

Navy  
**Blue**

Navy Blue is essential. It's a color that thrives at its full intensity. When seeking contrast without introducing additional colors, utilize incremental tints of Navy Blue while avoiding other variations. Given the significance of color in this design, it is crucial to print the designs using colors specified as P, rather than color C.

**Colour P**  
5517 C

**Colour C**  
11, 0, 2, 23

**Colour R**  
175, 196, 192

**Colour H**  
#001F3F

10%

20%

30%

40%

50%

60%

70%

80%

90%

Palette

## SECOND COLOUR

Luxurious Golden Brown exudes elegance. It's a color that exquisitely complements opulent aesthetics. When aiming to create contrast without introducing additional colors, subtle variations of Golden Brown can be employed. However, it is essential to avoid using any other tints to maintain the sophistication of the design. As color holds paramount importance in the realm of luxury, it is imperative to utilize colors marked as P for printing the designs, rather than color C, ensuring the highest level of refinement and visual allure.

golden  
brown

### Colour P

GOLDEN BROWN 1 C

### Colour R

217, 217, 217

### Colour C

0, 0, 0, 15

### Colour H

#D9D9D9

10%

20%

30%

40%

50%

60%

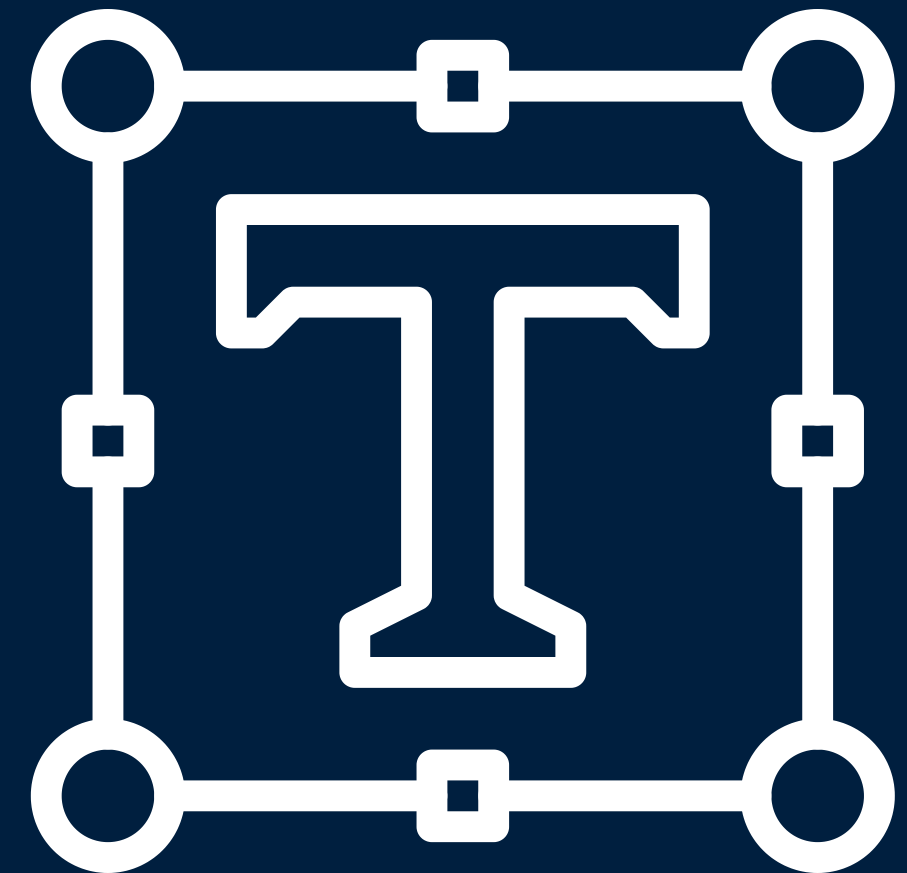
70%

80%

90%

# TYPOGRAPHY

Fiona is our brand typeface, it should be used in all instances where typography is required. It is a simple, clean, and legible typeface that compliments our logo. Typography shouldn't be overlooked as a key element within our toolkit. It is important to adhere to the leading, tracking, and text arrangement specified in this document to achieve brand consistency throughout.



*Typography*

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## **PRIMARY FONT**

Typography is a powerful brand tool when used consistently. This set of fonts best represents the minimal and elegant feel of the brand and should be used across all print and web applications. Hatton is our corporate typeface, it should be used in all body text where typography is required. It is a simple, clean, and legible typeface that compliments our logo.

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**ADDINGTON**

**ABCDEFGHIJKL  
MNOPRSTUVWXYZ**

**abcdefghijkl  
mnoprstuvwxyz**

**1234567890!@#%&()+**

**Aa**

Typography

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## SECONDARY FONT

Typography is a powerful brand tool when used consistently. This set of fonts best represents the minimal and elegant feel of the brand and should be used across all print and web applications. Public Sans is our corporate typeface, it should be used in all body text where typography is required. It is a simple, clean, and legible typeface that compliments our logo.

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PUBLIC SANS

**Bold is our headings weight.**

Regular is used for captions  
and some bodies of text.

*Regular Italics is used for quotes and interviews.*

Aa

*Typography*  
**MAIN COLLECTION**

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**ADDINGTON**

To be used for  
headings and  
titles.

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**1234567890!@#%&()+**

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**ARTICULAT**

To be used for  
main copy and  
body of text.

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**1234567890!@#%&()+**

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*Brittany*

To be used mainly  
for captions and  
secondary titles

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

*abcdefghijklmnopqrstuvwxyz*

*1234567890!@#%&()+*

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# INTERNATIONAL TAX ADVISORS

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