



Brand Guidelines

July 2025 - v1.0

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Our Logo

Our logo

The Apex Advisory identity is central to how we express who we are. It conveys clarity, bold thinking, and strategic action with a presence that spans continents.

Our brand reflects ambition and trust. It speaks to our mission of unlocking value in underexplored and emerging markets by turning bold ideas into scalable solutions.

The Apex identity must always be used with consistency and care. Visual elements should not be altered, redrawn, or merged with unrelated graphics. Co-branding and partnership applications must follow official brand standards.

The logo for Apex Advisory features the word "apex" in a large, dark blue, serif font. The word "ADVISORY" is positioned to the right of "apex", in a smaller, orange, sans-serif font. The letters of "ADVISORY" are widely spaced.

Our logo

Clear space and minimum size

Clear Space

The Apex Advisory wordmark must always be surrounded by clear space to ensure visibility and impact. Use half the height of the lowercase “a” in “apex” (X) as a guide.

Minimum Size

To remain legible, the wordmark should not appear smaller than 25 mm in print or 95 pixels in digital formats.

Small Format Use

A simplified version is available for limited-space applications like merchandise. This version should not be used below 10 mm or 0.4 inches in width.

Measuring the Wordmark

Measure the wordmark by its full width, from the start of “a” to the end of “x.” Always use approved logo files from the Apex Brand Asset Library to ensure consistency.

Clear space



Minimum size



25mm / 95px

Small use



10mm / 0.4in

Our logo

Color variants

Apex Advisory logo positive

The preferred version of the Apex Advisory logo is the positive two-color mark, which should be used whenever possible on white or light backgrounds where it remains clearly visible. If legibility is compromised, use the negative or one-color alternatives displayed alongside.

Apex Advisory logo negative

The two-color negative version of the Apex Advisory logo is intended for dark backgrounds where it remains clearly visible. It should not be used on light backgrounds

Apex Advisory logo white

The white Apex Advisory logo is the recommended choice for dark photographic backgrounds or single-color printing on dark surfaces.

Apex Advisory logo black

The black Apex Advisory logo works best on light photographic backgrounds. It is also appropriate when color printing is unavailable or tonal clarity is unclear, including situations like newsprint, black and white advertisements, or faxes.

Positive



Negative



White



Black

Our logo

Variants on backgrounds

When placing the Apex Advisory logo on any background, choose the appropriate variant based on the design context.

Core Color Backgrounds

Use only the designated logo versions suited for core brand colors. The negative version should be used when placed on Space.

Grayscale Backgrounds

If color printing is limited or tonal clarity is at risk, such as in newsprint, black and white ads, or faxes, use the black logo on light backgrounds and the white version on dark ones.

Photographic Backgrounds

For photos, always use the black or white logo, depending on contrast. Avoid cluttered or high-detail areas to maintain legibility and clear space. When using full-bleed images, a subtle black or white overlay (up to 30% opacity) can be added to improve text and logo clarity. Ensure the overlay doesn't significantly alter the look of the image.

A light photographic background or color appears as a 0%–30% tint of black, while a dark one ranges from 30%–100%.

Brand color backgrounds



Grayscale backgrounds



Photographic backgrounds



Our logo

Dont's

- 1. Do not place the Apex Advisory logo on a busy background.
- 2. Do not use colours outside the official palette or its inverses.
- 3. Do not disproportionately stretch or warp the logo.
- 4. Do not stylize or alter the logo including outlining it, adding a drop shadow or bevel, or any stylistic effect.
- 5. Do not scale, reposition or modify the logo in any way.
- 6. Do not use color combinations that make the logo illegible.
- 7. Do not use the Apex Advisory typography to create new logos.
- 8. Do not rotate the logo.

1.



2.



3.



4.



5.



6.



7.



8.



Our logo

Partnership logos

- When presenting Apex Advisory alongside a partner brand, apply the following guidelines:
- Maintain the clear space rules established for the Apex Advisory logo.
 - Use a keyline that matches the height of the wordmark, with a thickness of 0.75pt, shown only in (colour name) or White.
 - Ensure the partner logo is visually balanced and does not use text larger than the Apex monogram.
 - Both logos should be vertically aligned and centered.



Keyline should be 0.75pt thick

Partnership logo examples



Our Icon

The Apex Advisory icon is derived from the first letter of the wordmark and can be used independently in select applications.

Use the appropriate color version depending on the background:

- On primary backgrounds, use the inverse icon for visibility.
- On light backgrounds, apply the primary icon version.

Light backgrounds



Dark backgrounds



Our Icon

Icon in use

Our brand icon serves as the primary visual on social media and digital platforms. It is designed to adapt easily across various formats, including circular and square layouts.



Color

Color palette

Apex Advisory’s color palette is bold, simple, and adaptable. It reinforces our visual identity and helps create a strong, recognizable presence with clarity and consistency.

Colour Palette Usage

Our core color palette is built around Teal, Ember and White. These three colors establish the brand’s visual tone by combining depth and vibrancy.

They are supported by complementary shades including Slate, Stone, Sage, and Ivory.

Together, these colors provide a balanced mix of contrast and cohesion, allowing for consistent and flexible use across all brand materials.

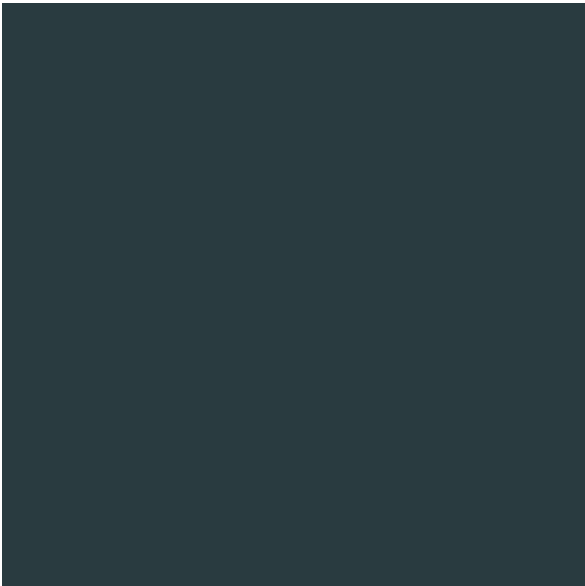
Color Specifications

Each color includes CMYK, RGB, and Hex values to ensure consistency across both print and digital formats. CMYK values may be adjusted as needed for specific print materials or finishes.

Digital Use

RGB and Hex codes are optimized for screen use and are intended to maintain visual consistency across websites, apps, and other digital platforms.

Teal



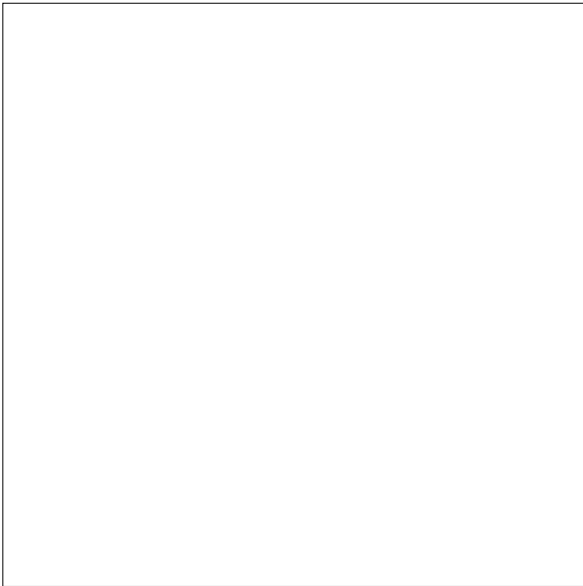
C 80 M 62 Y 56 K 49
R 42 G 59 B 65
#2A3B41

Ember



C 21 M 77 Y 100 K 11
R 183 G 82 B 9
#B75209

White



C 0 M 0 Y 0 K 0
R 255 G 255 B 255
#FFFFFF

Slate



C 74 M 67 Y 62 K 71
R 33 G 34 B 37
#212225

Stone



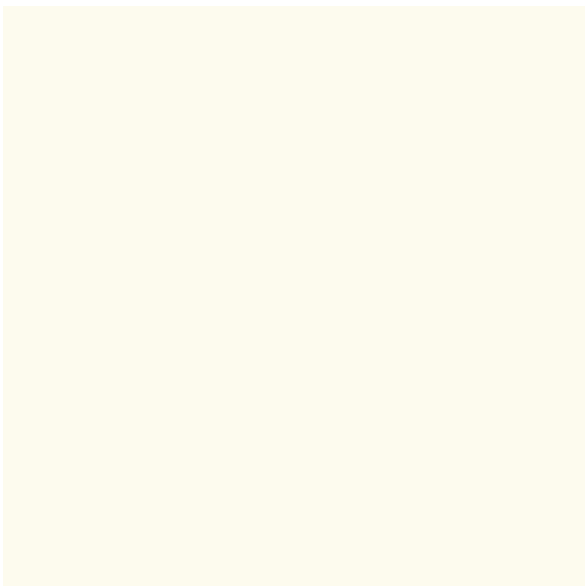
C 7 M 46 Y 67 K 32
R 69 G 91 B 77
#455B4D

Mist



C 57 M 23 Y 57 K 2
R 119 G 158 B 128
#779E80

Ivory



C 1 M 0 Y 9 K 0
R 253 G 251 B 232
#FDFBE8

Color usage

Core Colors

Primary core colors should be applied at full opacity (100%) for backgrounds and heading text. For all cover designs or single-page assets, always use one of the primary core colors as the background. Do not combine multiple core colors within a single background.

Transparency Use

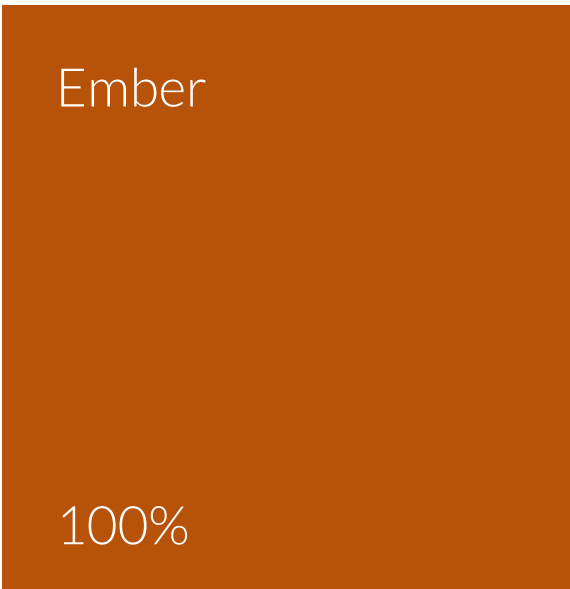
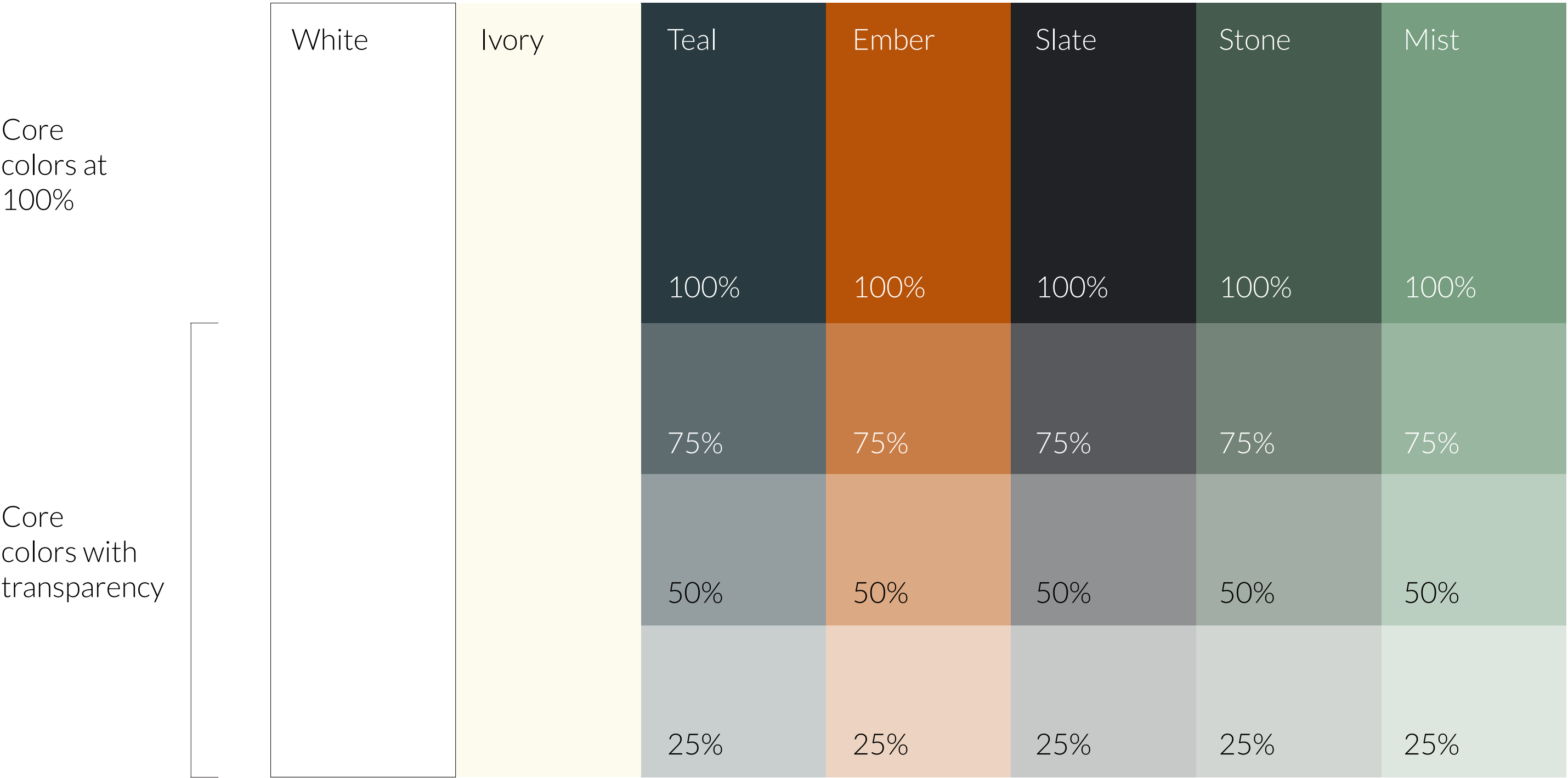
Core colors may be used with transparency levels in increments of 25 percent, such as 25%, 50%, or 75%, to support visual layering in multi-page documents or spreads. When applying transparency, avoid using blending effects like multiply or overlay.

Highlight Color

Ember serves as the designated highlight color. It can be used for callout boxes or to emphasize key information, particularly in multi-page layouts or content spreads. Ember may also be used in headings where appropriate. However, it should not exceed 20 percent of any given page design.

Body Text

For multi-page documents and content-heavy layouts, body text should primarily appear in Slate to ensure readability and print quality. When placed on dark backgrounds, inverse White should be used as the alternative to maintain contrast and legibility.



Highlight color



Body copy text

Typography

Typography

At a glance

Our font family

Typography plays a key role in Apex Advisory’s visual communication. Our selected typefaces help deliver messages with clarity, structure, and brand consistency.

DM Serif Display is reserved exclusively for headings. Its elegant, high-contrast design brings a sense of refinement and authority to primary titles and brand statements.

Lato is used for all supporting text, including subheadings, body copy, and annotations. Its clean, modern design and excellent legibility at various sizes make it ideal for both print and digital applications.

This typographic pairing ensures a balanced hierarchy, strengthens brand presence, and enhances readability across all communication materials.

Header typeface

DM Serif
Display

Subheadings , body copy & annotations typeface

Lato

Typography

Copy hierarchy

Apex Advisory uses a clear type hierarchy to ensure consistency and readability:

Headline – *DM Serif Display*

Used for main titles and key messages to create impact and elegance.

Subhead – *Lato regular*

Introduces sections and supports headlines with a clean, modern feel.

Body Copy – *Lato light*

Used for all standard content, ensuring clarity and legibility.

Annotation – *Lato light*

Applied to fine print, captions, or supporting notes in smaller sizes.

Unlock Bold Opportunities
Across Continents

Strategic Advisory for Visionaries
in Emerging Markets

APEX Advisory Services LLC empowers entrepreneurs, investors, governments, and development partners to navigate complex markets with confidence. With roots in the U.S. and reach across Africa, we deliver tailored advisory, vibrant community platforms, and insight-driven leadership to turn bold ideas into scalable impact.

Registered in Delaware and Wyoming, USA, with active presence across Africa, APEX bridges global ambition with local opportunity.

Headline

Sub-head

Body Copy

Annotation

Donts

- 1. Do not use uppercase.
- 2. Do not use fonts other than the corporate fonts specified in these guidelines.
- 3. Do not use Lato as a headline.
- 4. Do not underline text for headlines and subheadings.
- 5. Do not justify (left and right justified together).
- 6. Do not use DM Serif Display and Lato together in headlines or subheadings.
- 7. Do not use excessive additional inter-character space or reduced inter-character space.
- 8. Do not fill all the available white space on a page (unless a highly technical document)

1.

**LOREM IPSUM
DOLOR SIT AMET,
CONSEC TETUR
ADIPISCING ELIT.
AENEAN ENIM
RISUS.**

2.

**LOREM IPSUM
DOLOR SIT AMET,
CONSEC TETUR
ADIPISCING ELIT.
AENEAN ENIM
RISUS.**

3.

**Lorem Ipsum Dolor Sit Amet,
Consec Tetur Adipiscing Elit.
Aenean Enim Risus.**

Lorem ipsum dolor sit amet,
consec tetur adipiscing elit.
Aenean enim risus.

4.

**Lorem Ipsum Dolor Sit Amet,
Consec Tetur Adipiscing Elit.
Aenean Enim Risus.**

Lorem ipsum dolor sit amet,
consec tetur adipiscing elit.
Aenean enim risus.

5.

Lorem ipsum dolor
sit amet, consec tetur
adipiscing elit. Aenean
enim risus. Lorem ipsum
dolor sit amet, consec
tetur adipiscing elit.
Aenean enim risus.

6.

**Lorem Ipsum Dolor Sit Amet,
Consec Tetur Adipiscing Elit.
Aenean Enim Risus.**

Lorem ipsum dolor sit amet,
consec tetur adipiscing elit.
Aenean enim risus.

7.

**Lorem Ipsum Dolor Sit Amet, Consec
Tetur Adipiscing Elit. Aenean Enim
Risus.**

Lorem ipsum dolor sit
amet, consec tetur
adipiscing elit. Aenean
enim risus.

8.

Lorem ipsum dolor sit amet, consec
tetur adipiscing elit. Aenean enim
risus. Lorem ipsum dolor sit amet,
consec tetur adipiscing elit. Aenean
enim risus. Lorem ipsum dolor
sit amet, consec tetur adipiscing
elit. Aenean enim risus. Lorem
ipsum dolor sit amet, consec tetur
adipiscing elit. Aenean enim risus.

Iconography

Overview

Apex Advisory uses a unified set of custom icons designed for both print and digital use. These icons maintain a consistent visual language with uniform sizing, line weight, and a clean, functional style. Their thin strokes allow them to remain clear even at smaller sizes.

To maintain brand consistency, icons should not be edited or recreated. A full library is available via the link below. For additional icon requests, please reach out to the Apex brand team.

<https://www.figma.com/design/gjsgRLKpV5b6TINISfmdRJ/APEX-icon-set?node-id=0-1&t=Zjli3ReYX94SWkad-1>



Iconography

Icon Usage

Apex icons are suitable for both print and digital formats and can be scaled for use at various sizes. Always apply them in approved color variations to ensure consistency across applications.

For further guidance on icon usage, please contact the Apex brand team.

White							
Ivory							
Teal							
Ember							
Slate							
Stone							
Mist							

Photography

Photography

A guide to selecting on-brand imagery

Photography plays a key role in expressing the Apex Advisory brand. It enhances how we present ourselves as trusted experts and helps create a distinct and memorable visual identity.

Whether images are commissioned or sourced, they should consistently reflect the following brand qualities:

- Recognisable and distinctive
- Modern and clean
- Professional yet warm
- Visually engaging
- Forward-thinking

Above all, photography should capture the essence of who we are—confident, approachable, and committed to guiding others forward.



Photography

Photography Style Guidelines

1. Authentic & Ownable

Choose images that feel genuine and reflect our core values—confidence, trust, and approachability.

2. Warm & Inviting

Use natural or soft warm-tone lighting to create a sense of friendliness and connection.

3. Modern & Clean

Favor minimalist compositions with uncluttered backgrounds, simple lines, and professional attire.

4. Professional but Human

Capture confident, engaged expressions and relaxed, natural postures to convey expertise and empathy.

5. Consistent Tone

Maintain visual harmony in color, lighting, and style across all imagery to reinforce brand identity.

6. Scalable for Size

Ensure clarity at both small (icon/headshot) and large (banner/full-screen) scales—simplicity is key.



Graphic system

