



Prudent today. Protected tomorrow.

pru·dent

/pruː.dənt/ · adjective

Acting with care, wisdom and good judgment — especially when considering the future and its risks.

Prudernly is an insurance and wealth advisory brand built on one simple idea: good financial decisions begin with being prudent. Being prudent does not mean being overly cautious or avoiding opportunity. It means understanding what matters, preparing for uncertainty, and making thoughtful decisions that protect what you have while building towards what you want.

I

Understand what matters

Every plan starts with a conversation about your life — not a product.

II

Prepare for uncertainty

Protection first, so the unexpected never undoes what you have built.

III

Decide with care

Clear choices, explained plainly, made at a pace that feels right.

A letter that *listens*

The P is drawn as ribbons that become a woman in quiet profile, eyes closed — thinking before acting. The mark, its clear space, and how to use it.



Primary lockup. Use it wherever the name needs to be read — website header, documents, signage, business cards.



The mark — when the name is already present (a letterhead footer, a stamp, a watermark).



The tile — profile pictures, WhatsApp, app icons, favicons. Always square, never cropped.



On espresso — for premium moments: gift cards, the back of a business card, event backdrops.

HOW THE MARK WORKS — GET IT RIGHT FIRST TIME

The idea: one shape, two truths. It is the letter **P** for Prudernly *and* a woman in calm profile — the client who is cared for and the advisor who thinks before acting. The star is a quiet promise: a brighter future, earned with care.

GROUND	transparent on cream or white; as an icon, a rounded-square tile in sand #E9DAC8 (corner radius $\approx$ 22% of the width)
MARKS	bronze-gold ribbons forming the P · a sage ribbon #7B7C64 · a blush leaf #D99081 · a cream face in profile · a four-point bronze star
MASTER	the original artwork, cut out onto transparency with its metallic shading intact — /brand/logo/
CLEAR SPACE	$\geq$ 25% of the mark width on every side
MIN SIZE	lockup 30mm / 160px wide · mark 10mm / 32px tall — smaller? use the tile

/* THE MARK IS THE ORIGINAL ARTWORK — DO NOT REDRAW IT.

The files ARE the spec:

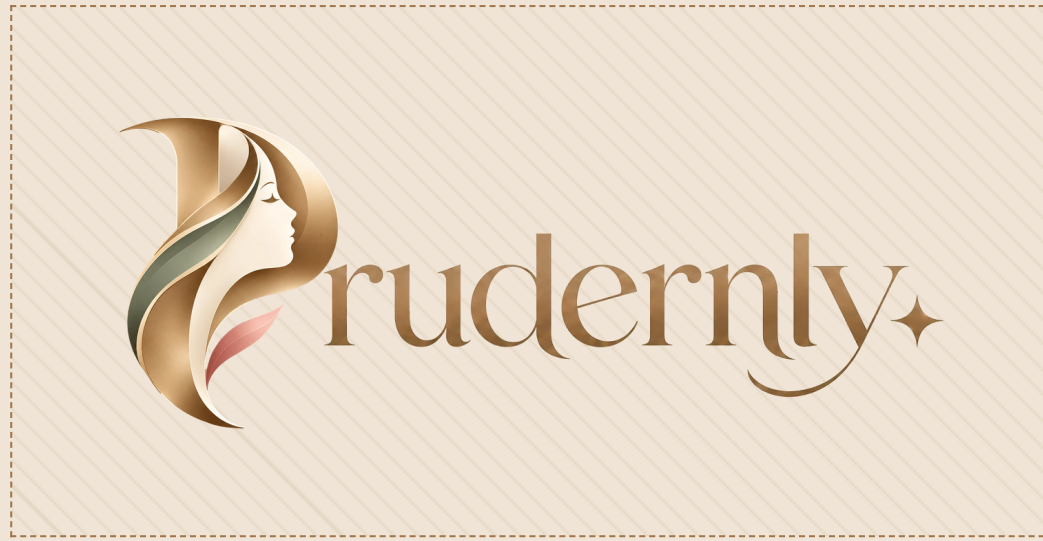
- /brand/logo/lockup.png primary lockup (mark + wordmark), transparent
- /brand/logo/mark.png mark with star, transparent
- /brand/logo/tile.png the tile (app / profile icon)

PRINT-ONLY vectors (foil, embroidery, engraving, banners > 1m):

- /brand/mark/mark-flat-tile.svg flat colour on its sand tile
- /brand/mark/mark-mono-ink.svg one colour — espresso
- /brand/mark/mark-mono-gold.svg one colour — for gold foil

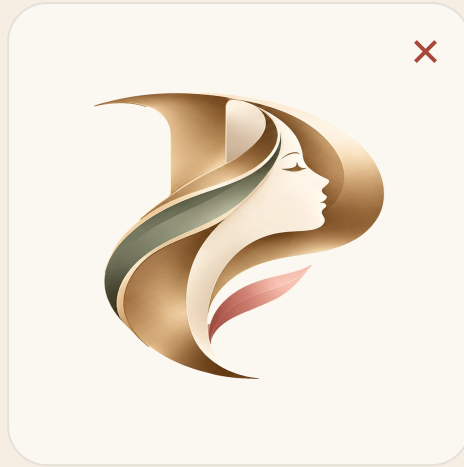
Traced with vtracer from a colour-separated master, scored
dssim 0.0096 against it (aim < 0.01). Flattened <path> fills,
hardcoded hex, no <mask> — Chrome print-to-PDF drops both. */

Clear space

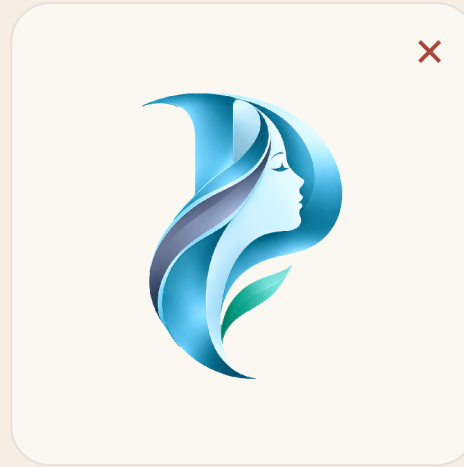


Keep a margin of at least a quarter of the mark's width around the lockup. Nothing — text, photo edges, other logos — enters the dashed line.

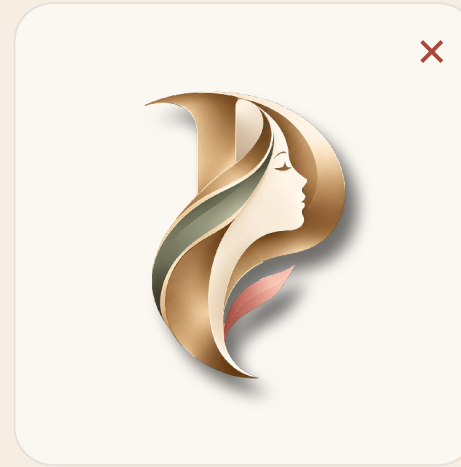
Please don't



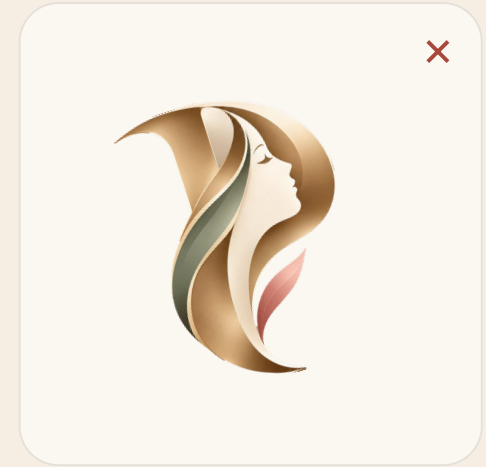
Stretch or squash it



Recolour it

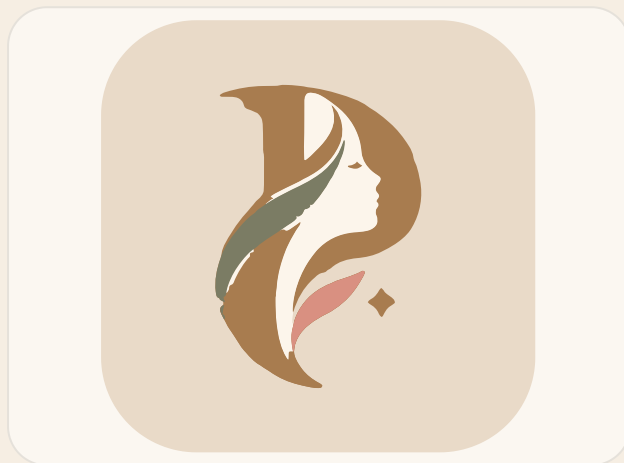


Add shadows or glows



Rotate it

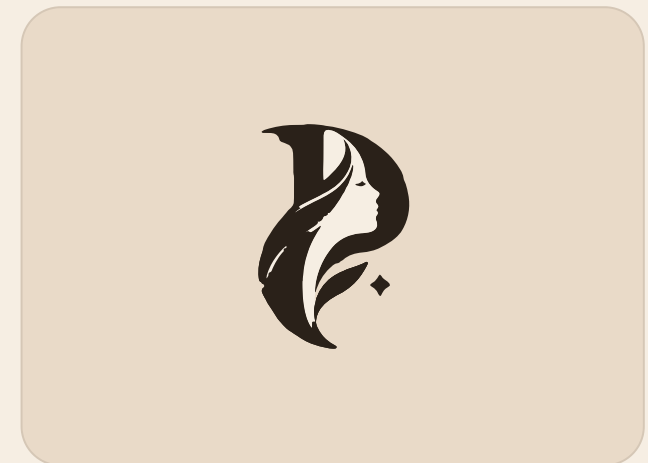
Print versions



Flat colour — large banners, signage, screen-printing.



One colour, gold — foil stamping and embossing.



One colour, espresso — rubber stamps, engraving, fax-and-photocopy.

Cream, espresso, *bronze*

One ground, one ink, one accent — all taken from the logo itself.
Restraint is what makes it feel expensive.

GROUND · 60%

Cream

#F6EEE3

RGB 246, 238, 227

CMYK 0 / 3 / 8 / 4

INK · 25%

Espresso

#2A2119

RGB 42, 33, 25

CMYK 0 / 21 / 40 / 84

ACCENT · 12%

Bronze gold

#A0764C

RGB 160, 118, 76

CMYK 0 / 26 / 52 / 37

LOGO TILE · SURFACES

Sand

#E9DAC8 · CMYK 0 / 6 / 14 / 9

MARK ONLY · ONE AT A TIME

Sage

#7B7C64 · CMYK 1 / 0 / 19 / 51

MARK ONLY · ONE AT A TIME

Blush

#D99081 · CMYK 0 / 34 / 41 / 15

The balance

Cream 60

Espresso 25

12

Mostly cream and air. Espresso carries the words. Bronze is a signature, not a paint bucket. Sage or blush appear only as a single small touch — never both on one page.

Bronze tints

100%

70%

45%

25%

12%

Type contrast: bronze #A0764C for type 24px and up; smaller bronze text uses #7F5B36. In print, always approve a proof.

Each font has *one job*

A tall, fine serif that echoes the wordmark. A warm, plain sans for reading. A mono for the small print.

Aa

Cormorant Garamond

Soul — headlines, pull-quotes, the big moments. Weights 400 · 500, italic for emphasis.

Aa

Work Sans

Body — paragraphs, forms, buttons, everything functional. Weights 400 · 500.

Aa

IBM Plex Mono

Labels — policy numbers, dates, section markers. Uppercase, widely spaced.

Prepared, *not afraid*

Protect what you have

We look at your whole picture — income, family, goals — and build a plan that protects today while it grows for tomorrow.

POLICY REVIEW · 23 SEP 2026

Calm. Clear. *Caring.*

We sound like a wise friend who happens to know finance — never a salesperson, never a textbook.

Calm, not alarming

WE SAY

Let's make sure your family is looked after if something unexpected happens.

~~NOT~~

~~Don't wait until it's too late!~~

Clear, not technical

WE SAY

If anything happens to you, this plan pays your family RM500,000.

~~NOT~~

~~Sum assured inclusive of rider benefits subject to terms...~~

Caring, not pushy

WE SAY

Tell me what matters most to you, and we'll start there.

~~NOT~~

~~Limited-time offer — sign up today!~~

ENGLISH

Prudent today. Protected tomorrow.

BAHASA MALAYSIA

Berhemah hari ini. Terlindung esok.

One system, *everywhere*

Applied the same way every time, so Prudernly is recognised at a glance.

Business card



Front: the mark alone on sand. Back: lockup, name in Cormorant, details in mono. 90 × 54mm, uncoated cream stock; gold foil on the mark if budget allows.

Social

PRUDENT THINKING · 01

Being prudent isn't
being cautious. *It's
being prepared.*



PRUDENT THINKING · 02

Plan early. *Rest easy.*

PRUDERNLY.COM



Prudernly

Insurance & wealth advisory

Email signature



Your Name

Insurance & Wealth Advisor · Prudernly

+60 1X-XXX XXXX · prudernly.com



Brand book v1 · September 2026 · Logo files at /brand/logo and /brand/mark