

## **Client Company Name: Pearl Capital Management**

Client looking at following logo below (West Creek) as inspiration. Brand and Color Elements of Blue Palette to be used in any schema.

Client is Boutique Financial Services Firm and Practice providing complete financial services management for families and small businesses. Firm caters to higher end clientele of generally higher net worth individuals and small business owners.

### **Branding keywords:**

Family  
Luxury  
Boutique  
Comfort  
Connection  
Bespoke or Custom Tailored

Office is very homey with a soulful appeal that targets higher net worth individuals and families.  
Branding Guideline for Logo.

Horizontal with Bordered or unbordered Icon.

Horizontal name of Pearl Capital with Management underneath if preferred. Icon to the left of the name and tag.

Any variation of fonts that display a solid and luxurious feel.

Variation of Bolded Pearl and Unbolded Capital can be used as well.

**PearlCapital**



**WEST CREEK**  
F I N A N C I A L

Client's PREVIOUS logos - Needs to be  
DIFFERENT from this:





Client Company Name: Pearl Capital Management

Brand and Color Elements of Blue Palette to be used in any schema.

Main Color: Navy - #0A4158

Secondary Color - Teal Green - #4B8378

Highlight (pop) color - Orange - #FF9636

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Horizontal with Bordered or un-bordered Icon.

Horizontal name of PEARL CAPITAL with MANAGEMENT underneath preferred.

Icon to the left of the name and tag.

Icon Guidelines:

A Path or road leading to fruition of wealth, creation, security. Trees are overused but possibly a variation could work.

Any variation of fonts that display a solid and luxurious feel. Fonts should be clean and modern.  
Nothing Times New Roman or Older.

Variation of Bolded Pearl and Unbolded Capital can be used as well.

PearlCapital