Keyridge
Brand Guidelines

© Keyridge
October 2025

KEYRIDGE
ASSET MANAGEMENT

01 Introduction

Table of Contents

Introduction 3

Logo 6

Colours 13

Typography 23

Design System 32

Brand In Action 55 – 60

Foreword

These guidelines outline the core elements of the Keyridge brand. They are designed to ensure clarity, consistency, and impact across all touchpoints, helping us communicate with confidence, flexibility, and purpose.

Welcome to Keyridge Asset Management - a global asset manager built for today’s investor needs.

Backed by a $3 trillion financial services group and over X years’ operating experience, we bring clients the best of both worlds: the scale and stability of a global leader, and the agility and efficiency of a modern investment platform.

02 Logo

Logo

Logo in-situ

Positioning

Things to avoid

Logo

Master Logo



The Keyridge logo is a core element of our identity. It combines a crafted wordmark with precise geometry to reflect our strength, clarity, and ambition. To maintain consistency and integrity, it must always be used as supplied, never redrawn or altered.

The white version is our primary logo and must appear across all communications, always using the approved colour combinations and clear space guidelines.

Logo

Logo Variations

Primary

Our primary logo should be used wherever possible to maintain clarity and cohesion.





Secondary

The reversed Keyridge logo should only be used in exceptional circumstances, when the primary logo lacks visibility or contrast.

Appropriate use cases include:

- Light-toned backgrounds such as white, soft greys, or pale blues
- Branded merchandise made with light materials
- Environmental applications where legibility of the primary logo is compromised





Consistency is key to building a strong, recognisable brand. However, we recognise that certain situations may call for an alternative. In these cases, our secondary logo may be used, but only when the primary version isn’t suitable colour contrast or technical limitations.

Please refer to the examples to ensure the secondary logo is applied appropriately and with purpose.

Clearance & minimum sizes

Clear Space

The clear area around the logo should be respected at all times.



Minimum Size

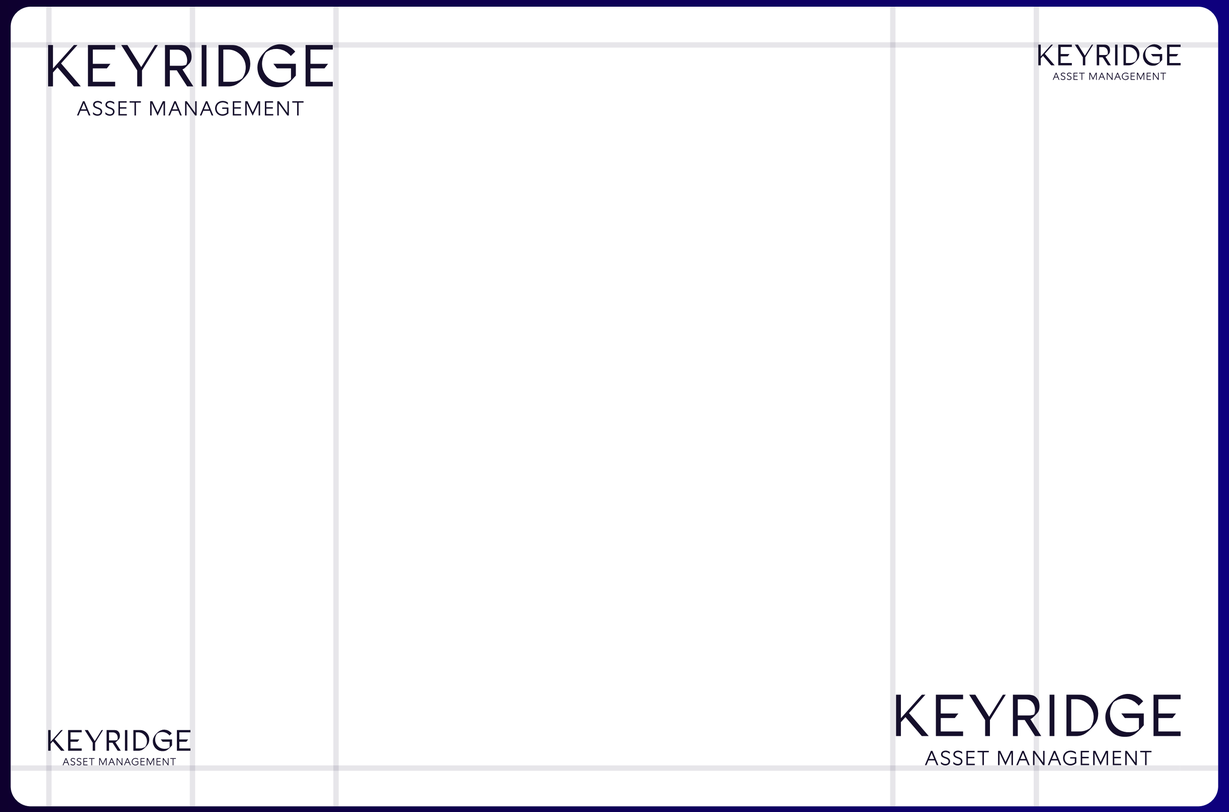
In case the logo needs to be applied at sizes smaller than this, the descriptor “ASSET MANAGEMENT” should be removed.

This should only be done with approval of a Keyridge Marketing Manager.

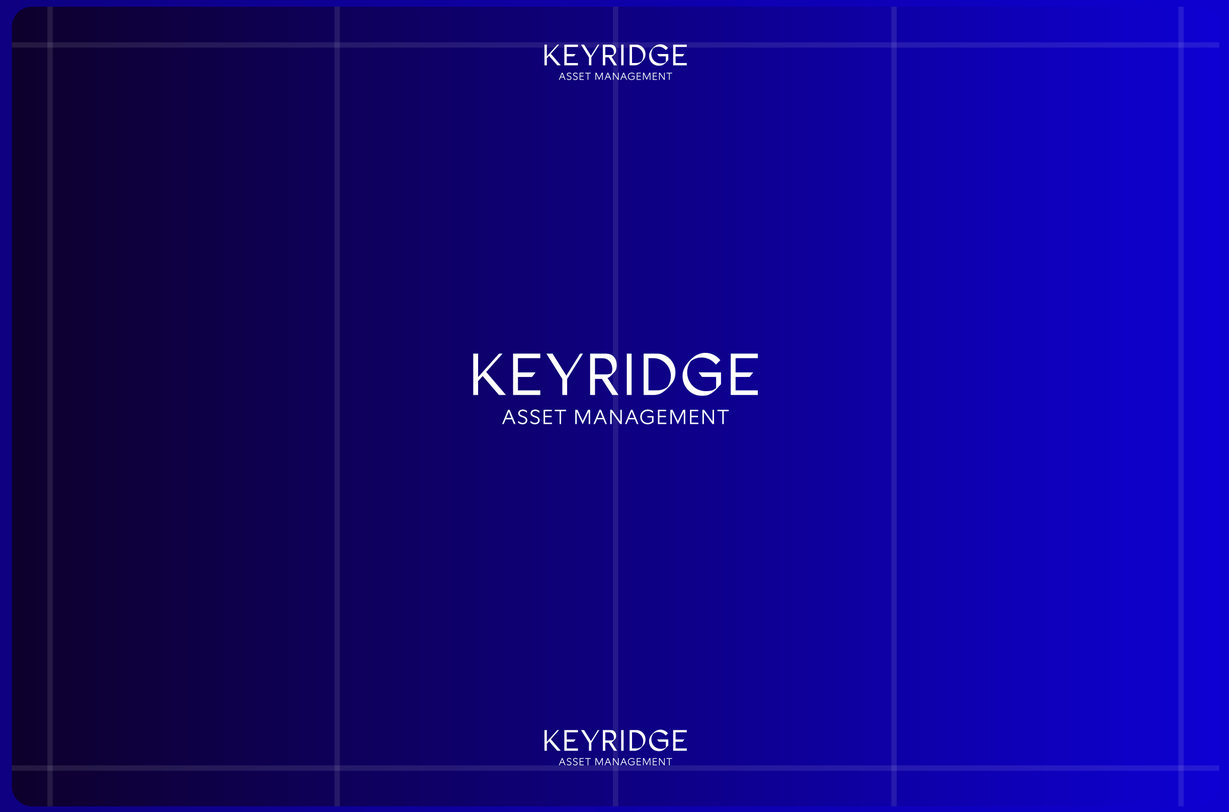


Positioning

The logo can appear in the corners



or central to the page



Things to avoid

Do not use secondary colours.



Do not use different colours.



Do not change the alignment.



Do not rotate the logo.



Do not change the type.



Do not obscure the logo with backgrounds.



KEYRIDGE

ASSET MANAGEMENT







03 Colour

Logo Colour

Primary Palette

Primary Gradients

Secondary Palette

Secondary Gradients

Full Palette

Pairings

Hierarchy

Things To Avoid

Colours

Logo Colour

Our Logo Blue colour is exclusive
for our secondary logotype.
It should not be used anywhere
else in our communication.

Logo Blue
C100, M60, Y10, K53
R0, G56, B101
#003865

KEYRIDGE
ASSET MANAGEMENT

Colours

Primary Palette

Our primary palette balances credibility with a contemporary edge. Deep navy and complementary blue tones convey trust and reliability,

Trustworthy Navy
C88, M87, Y48, K68
R14, G0, B45
#0E002D

Dynamic Blue
C100, M55, Y0, K0
R14, G0, B212
#0E00D4

Calm Blue
C98, M40, Y0, K0
R14, G77, B212
#0E4DD4

Primary Gradients



Our primary gradients are supporting elements that enhance our colour application. Their role is to introduce movement, depth, and a sense of dynamism across brand communications.

Used thoughtfully, they help create distinctive backdrops that elevate content and reinforce Keyridge’s modern, forward-looking character.

Colours

Secondary Palette

Our vibrant secondary accents introduce energy and modernity, reflecting Keyridge’s adaptability and forward focus.

Cyan
C70, M3, Y0, K0
R5, G213, B255
#05D5FF

Fuchsia
C27, M82, Y0, K0
R255, G0, B255
#FF00FF

Violet
C88, M86, Y0, K0
R41, G28, B118
#291C76

Secondary Gradients



Our secondary gradients use our vibrant accent colours to introduce energy and a sense of momentum. They reflect Keyridge's adaptability and future-facing mindset.

Colours

Neutral Palette

Black
C20, M10, Y10, K95
R26, G26, B28
#1A1A1C

White
C0, M0, Y0, K0
R255, G255, B255
#FFFFFF

Grey
C3, M3, Y2, K50
R142, G144, B148
#8E9094

Light Grey
C2, M2, Y0, K20
R204, G205, B209
#CCCDD1

Neutral tones serve a functional role across the Keyridge system. These shades provide balance and clarity, supporting layouts across print, digital, web, and app environments

Pairings

The text colour combinations described here are the only ones allowed for all Keyridge materials.

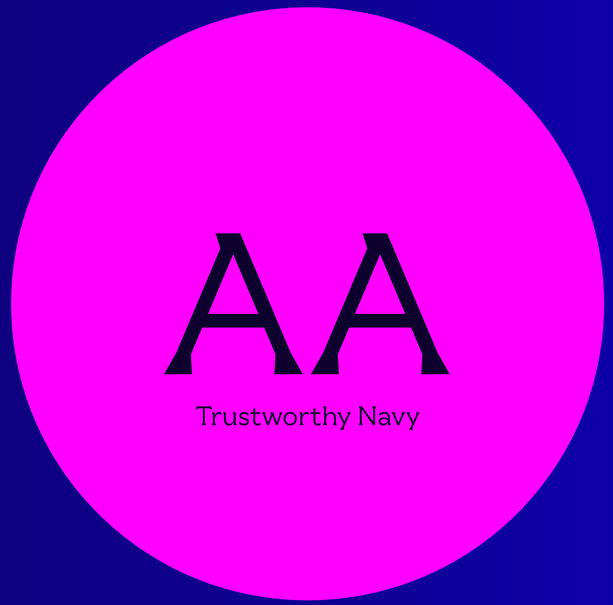
These follow the WCAG contrast requirements for accessibility for digital applications and are EEA compliant.













Colours

Hierarchy



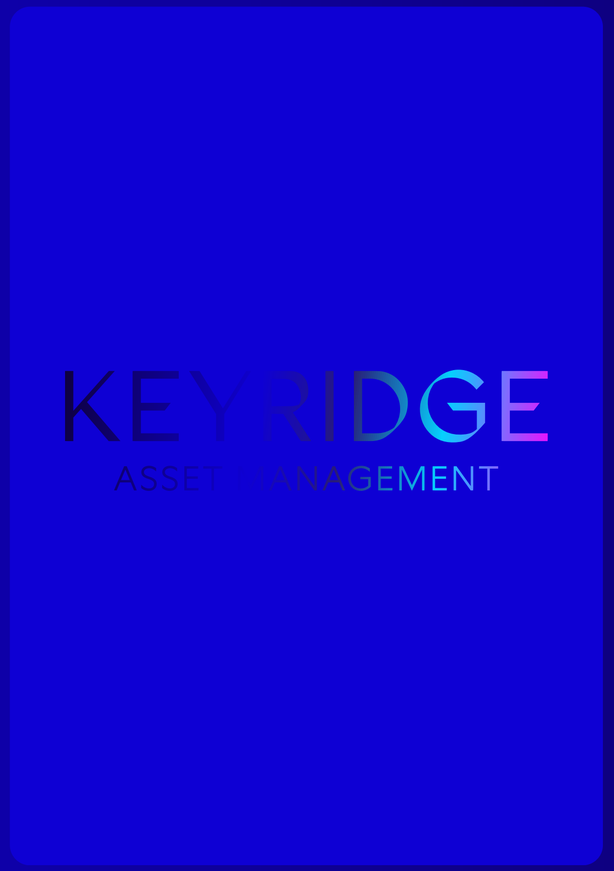
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Things To Avoid

Don’t use multiple Colour gradients



Don’t use gradients in the logo



Don’t use external colours



Don’t use colours that are hard to read



04 Typography

Primary typeface

Type hierarchy

Highlighting

Typography

Ceno and Meso are variable fonts that interpolate between sans and serif styles, offering flexibility across weight and slant.

Primary typefaces

Ceno

&Meso

Ceno is a modern Humanist Sans.

The serif counterpart to the Humanist Sans Ceno.

Primary typeface

Ceno
Light
Book

Meso
Light
Book

abcdefghklmn
opqrstuvwxyz
ABCDEFGHKLMN
OPQRSTUVWXYZ

abcdefghklmn
opqrstuvwxyz
ABCDEFGHKLMN
OPQRSTUVWXYZ

Ceno and Meso is a variable font that allows interpolation between sans and serif families, in addition to weight and italic slant.

Type hierarchy

Display Title	150 px | -3%
H1 Headline	100 px | -3%
H2 Headline	75 px | -3%
H3 Headline	60 px | -3%
H4 Headline	36 px | -3%
Paragraphs & Running Text	24 px | -2%
Captions	20 px | 0%

The use cases for the different sizes and weights of Ceno and Meso are outlined here.

Highlighting

Outthinking The Ordinary

Ceno Light

Meso Light

Partnering To Unlock Potential

Ceno Light

Meso Light

We can pair our two typefaces for headlines, to higlight words or part of the sentences. The highlight should always be with Meso.

System typefaces

Ceno

Aptos

Light

Regular

abcdefghklmnopqrstuvwxyz
ABCDEFGHKLMNOPQRSTUVWXYZ

Meso

Georgia

Regular

Bold

abcdefghklmnopqrstuvwxyz
ABCDEFGHKLMNOPQRSTUVWXYZ

System typefaces should only be used if Ceno and Meso are unavailable for softwares as Word, Excel and PowerPoint

05 Design Sytem

Edge Graphic Overview

Edge Graphic Layout

Things to avoid

Design

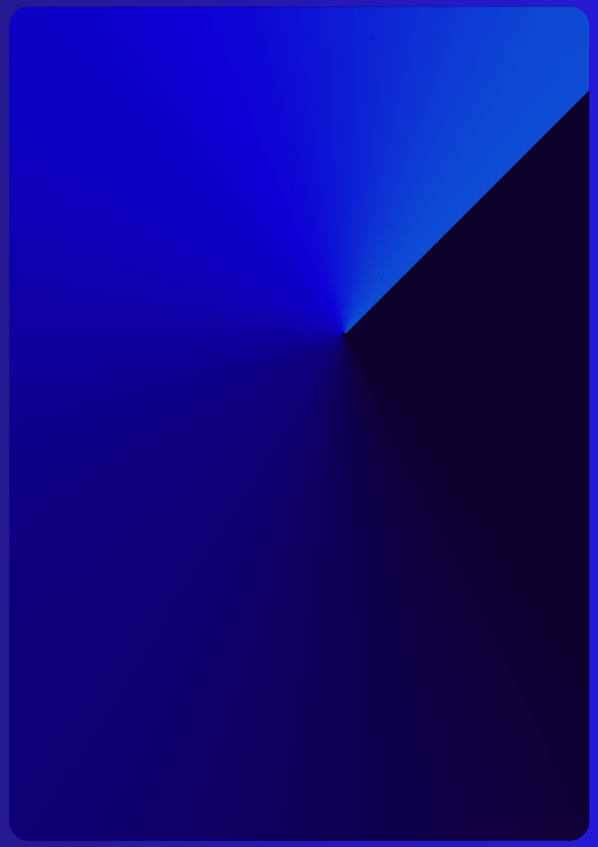
Edge Graphic
Overview

Our visual language system, known as the Edge Graphic, is built from the geometry and precision of our wordmark. Inspired by its angular forms, it brings clarity, depth, and distinction to the brand. The graphics are created without gradients and come in three versions.

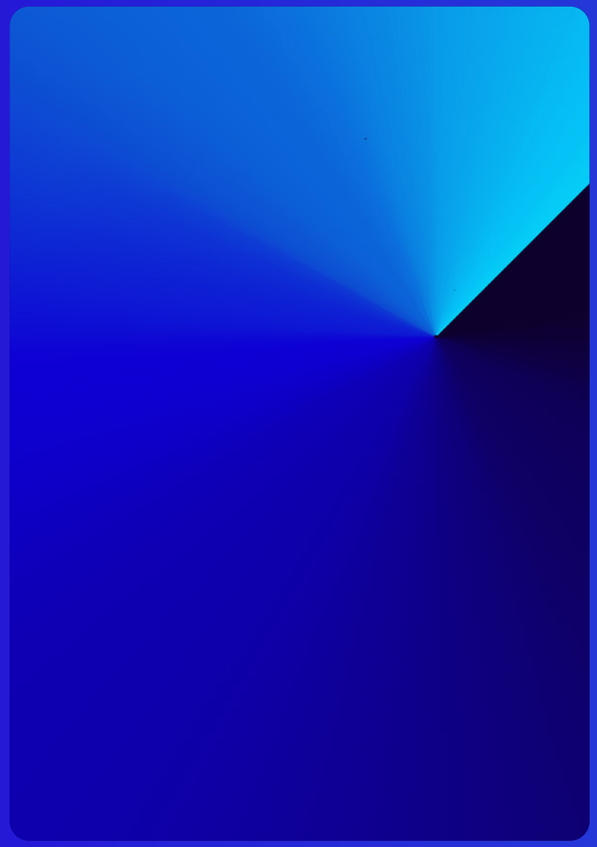
Gradient Base



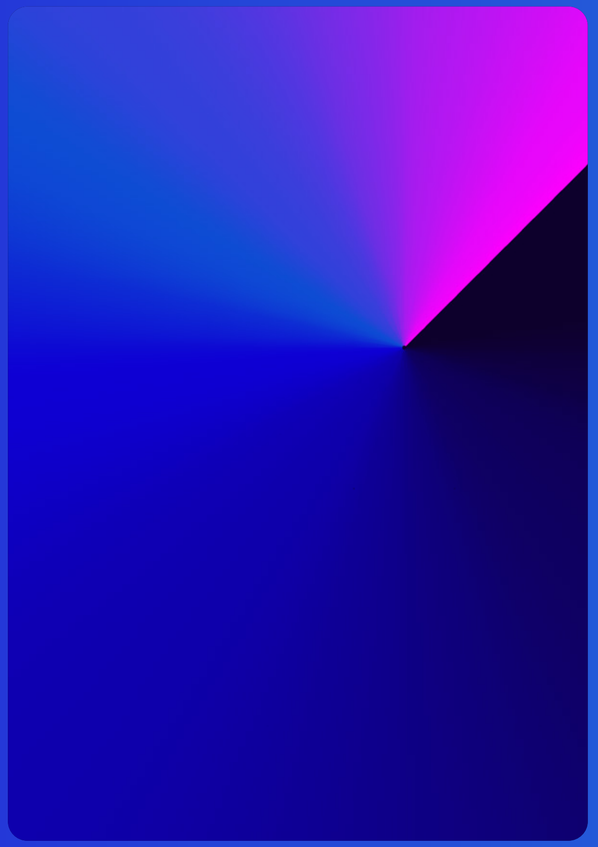
Primary Edge Graphic



Secondary Edge Graphic Cyan

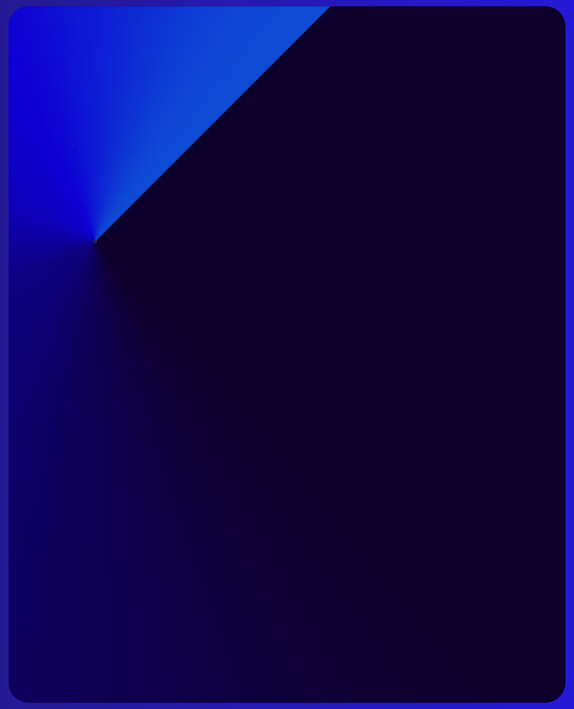


Secondary Edge Graphic Fuschia

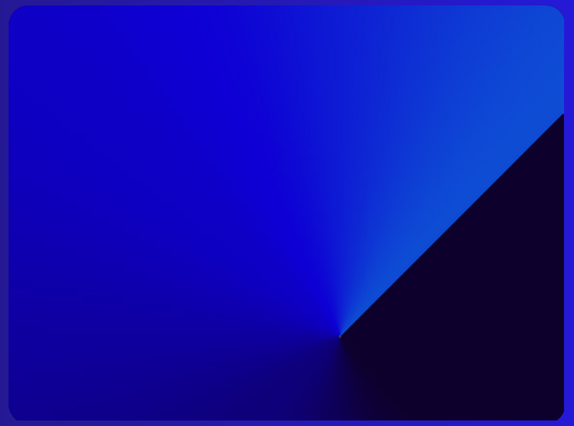


Design

Edge Graphic Layouts



4:5



4:3



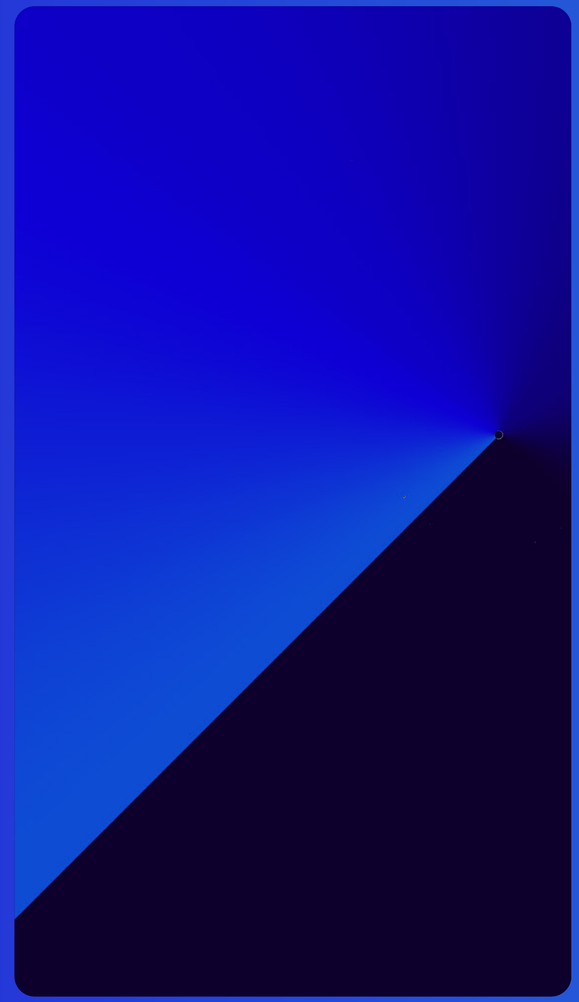
Banner



1:1



16:9



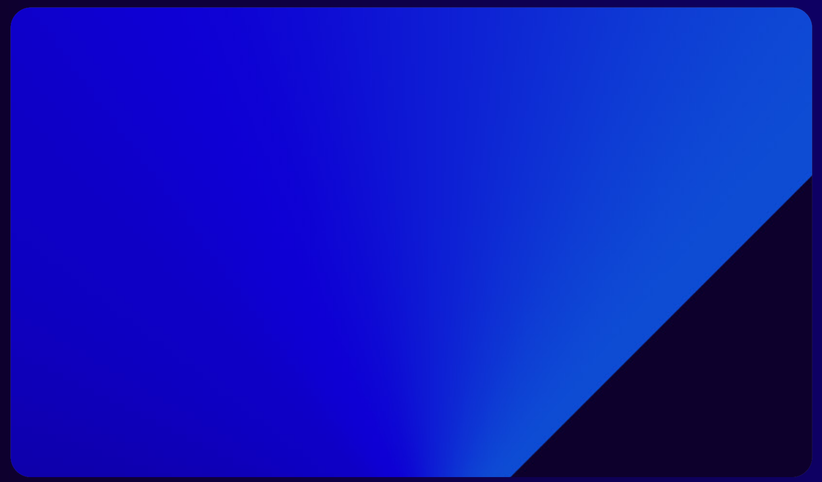
9:16

The Edge Graphic line introduces depth and shadow, symbolising a seamless journey from point A to B and reinforcing a sense of forward movement.

It can be used in various crops, shapes, and sizes. The guide alongside shows how it adapts across aspect ratios, with further examples in the Brand in Action section.

Things to avoid

The centre point must always be seen



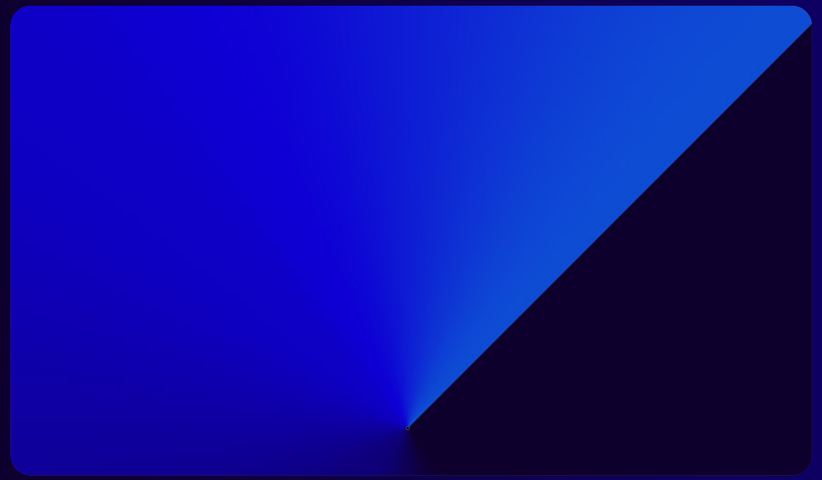
Do not change the angle of the graphic



The secondary colours must not dominate the layout



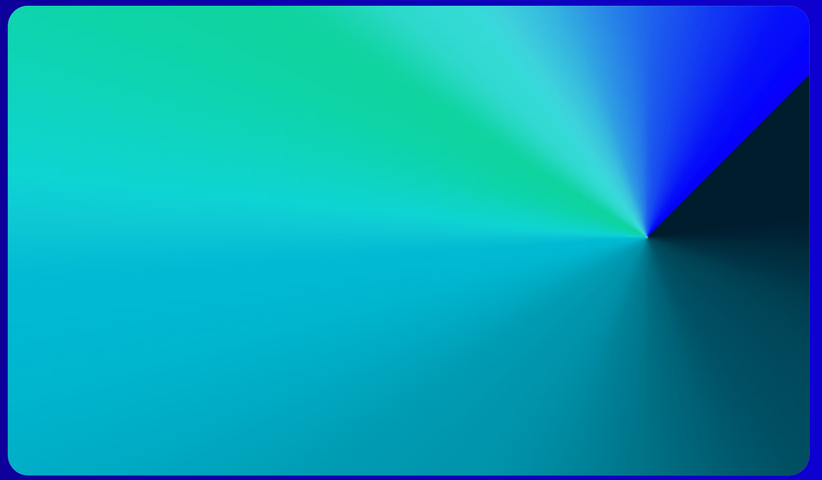
The centre point must be offset to the right or left



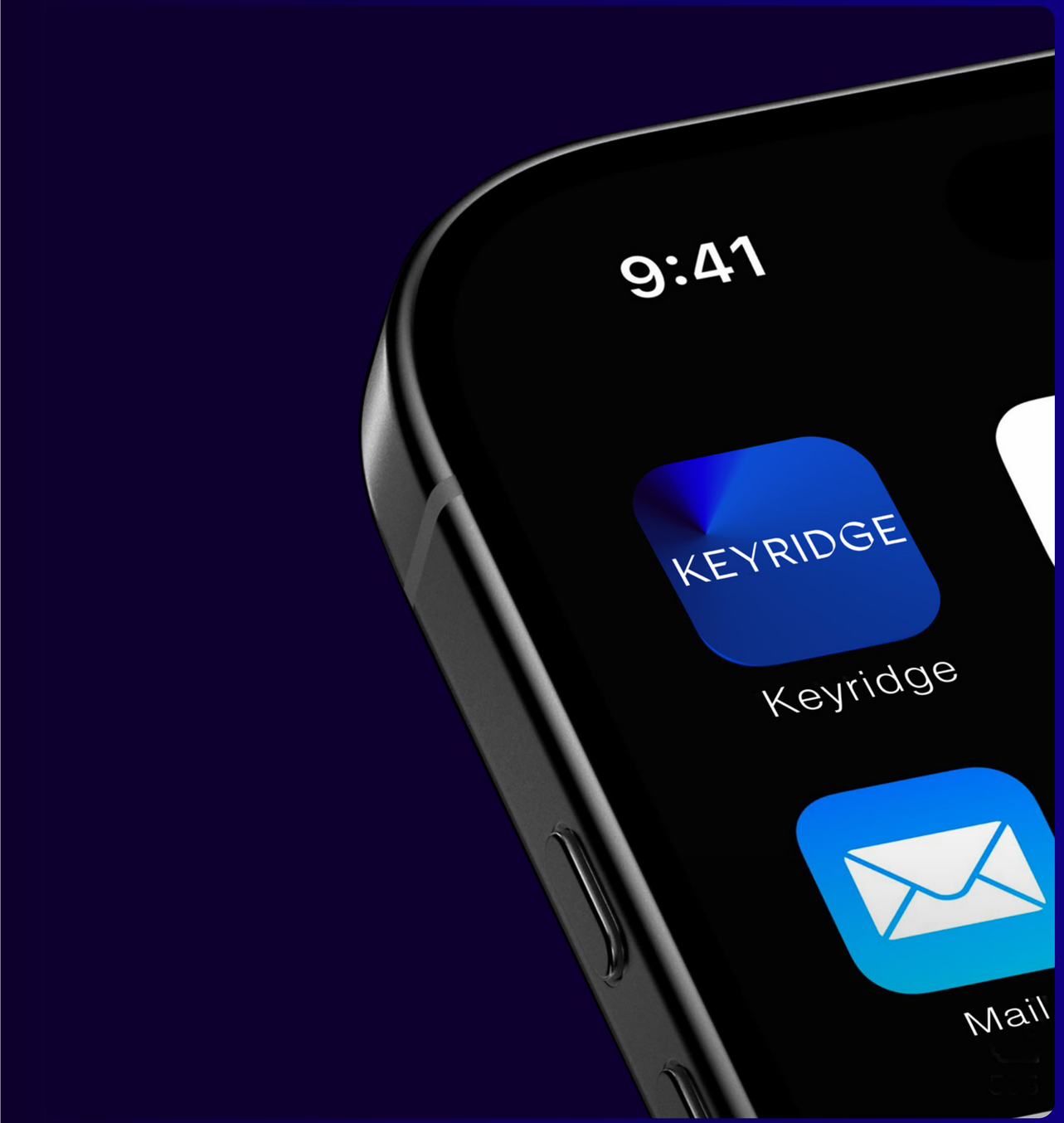
Do not crop out too much of the Edge Graphic



Do not change the colours of the graphic



06 Brand in Action

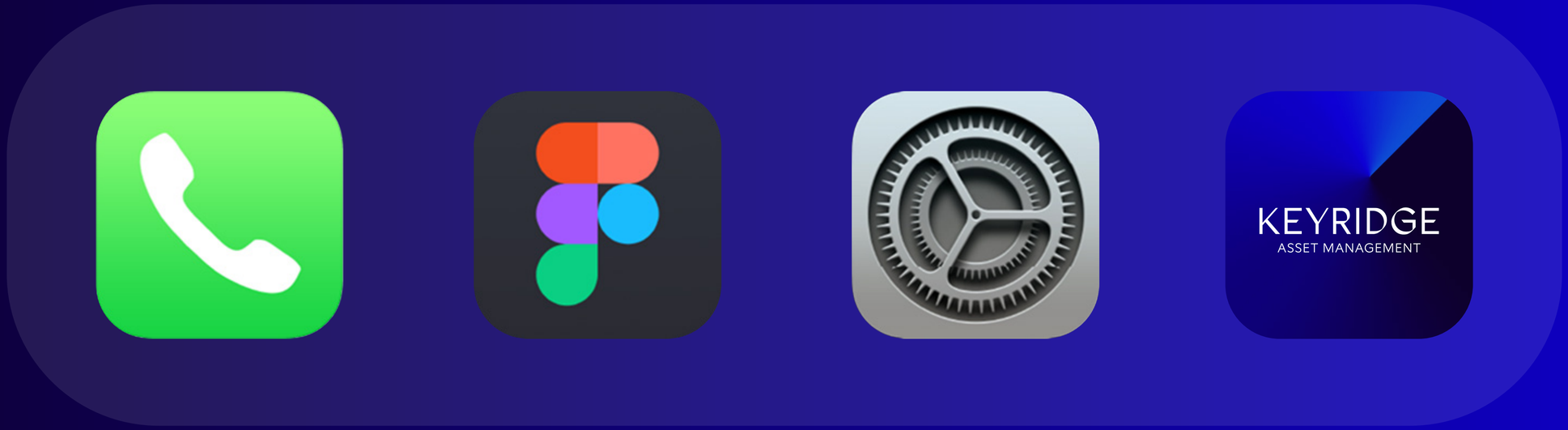

9:41
KEYRIDGE
Keyridge
Mail


KEYRIDGE
ASSET MANAGEMENT
Investment strategies you can trust.
Find out more


KEYRIDGE
ASSET MANAGEMENT


KEYRIDGE
ASSET MANAGEMENT

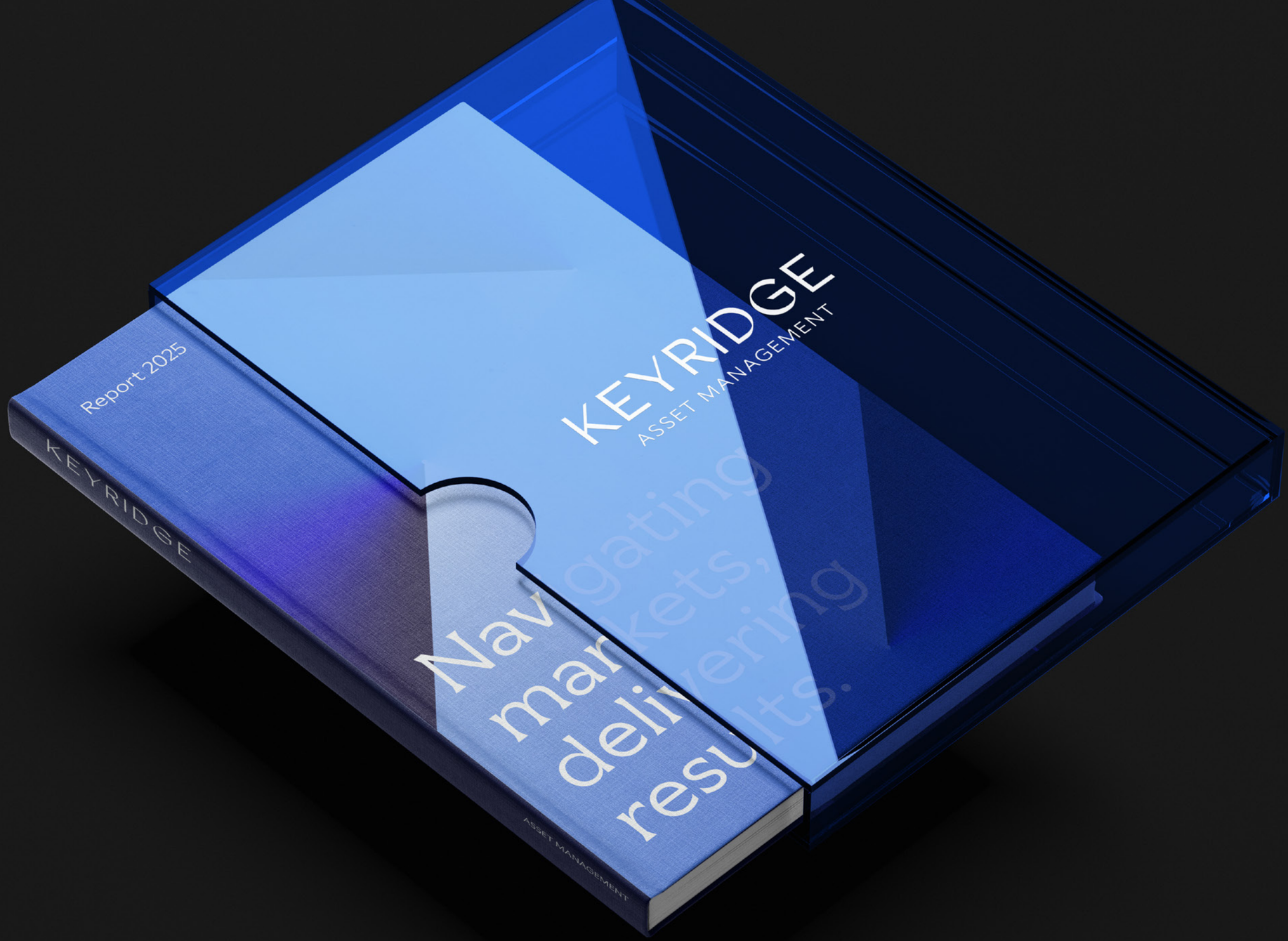
Logo in-situ




KEYRIDGE
ASSET MANAGEMENT
Investment Report
2025
Partnering
to unlock
potential and
performance.
We are a world class
high performing
asset management
platform and brand.
Keyridge.ie


KEYRIDGE
ASSET MANAGEMENT
Annual Financial Report
For the year ending in December 2026
keyridge.com


KEYRIDGE
ASSET MANAGEMENT
ANNUAL REPORT


Report 2025
KEYRIDGE
KEYRIDGE
ASSET MANAGEMENT
Nav
mar
deli
resu
gating
kets,
vering
lts.
ASSET MANAGEMENT

Keyridge
Brand Guidelines

© Keyridge
October 2025