LYN ADVISORY

Brand Guidelines

Introduction

Within these pages, you will find a comprehensive guide detailing the rules, guidelines, and practical tips necessary to understand our identity system. This document is designed to help you master the basic elements and serves as inspiration for collaboratively building a strong brand that people genuinely want to be a part of. It is essential to strictly follow the content and guidelines provided in this document. Any adjustments based on personal preference are to be avoided, as this will lead to brand dilution. Adherence to these standards is crucial for achieving a strong and consistent brand presence.

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Brand Foundation

Brand Philosophy

Lyn Advisory should earn trust the same way strong advisory work does: through clear structure, correct decisions, and consistent delivery. Authority here is not a matter of visual intensity. It is the quiet confidence of a system that feels inevitable, composed, and stable in every professional moment.

The role of design is to remove friction, not attract attention. When a brand needs to perform consistently across its core touchpoints including the website, social media, presentations, and client-facing materials, the highest standard is “it always feels correct.” Restraint becomes an advantage: it signals discipline, judgment, and longevity. The identity should communicate that Lyn Advisory does not need to persuade through spectacle, because its credibility is assumed.

This approach aligns with the firm’s positioning: serious, dependable, and built to last. The identity should be the opposite of promotional. It should feel like infrastructure.

Visual Direction

- Authoritative without aggression
- Calm, structured, and dependable
- Professional “default” in the best sense: obvious, correct, and finished
- Quietly premium through precision, not ornament

Logo

Our visual identity is the foundation of our brand. It reflects our essence and core values, and it acts as a clear visual cue that helps customers recognise and distinguish us in a crowded, competitive market.

Primary Logo

The primary logo is a typographic wordmark built for authority through restraint. Set in refined, high-clarity letterforms with deliberate spacing, it communicates governance, judgment, and long-term stability.
The system is designed to feel composed and inevitable across professional contexts, where the highest standard is consistency and correctness rather than visual intensity.

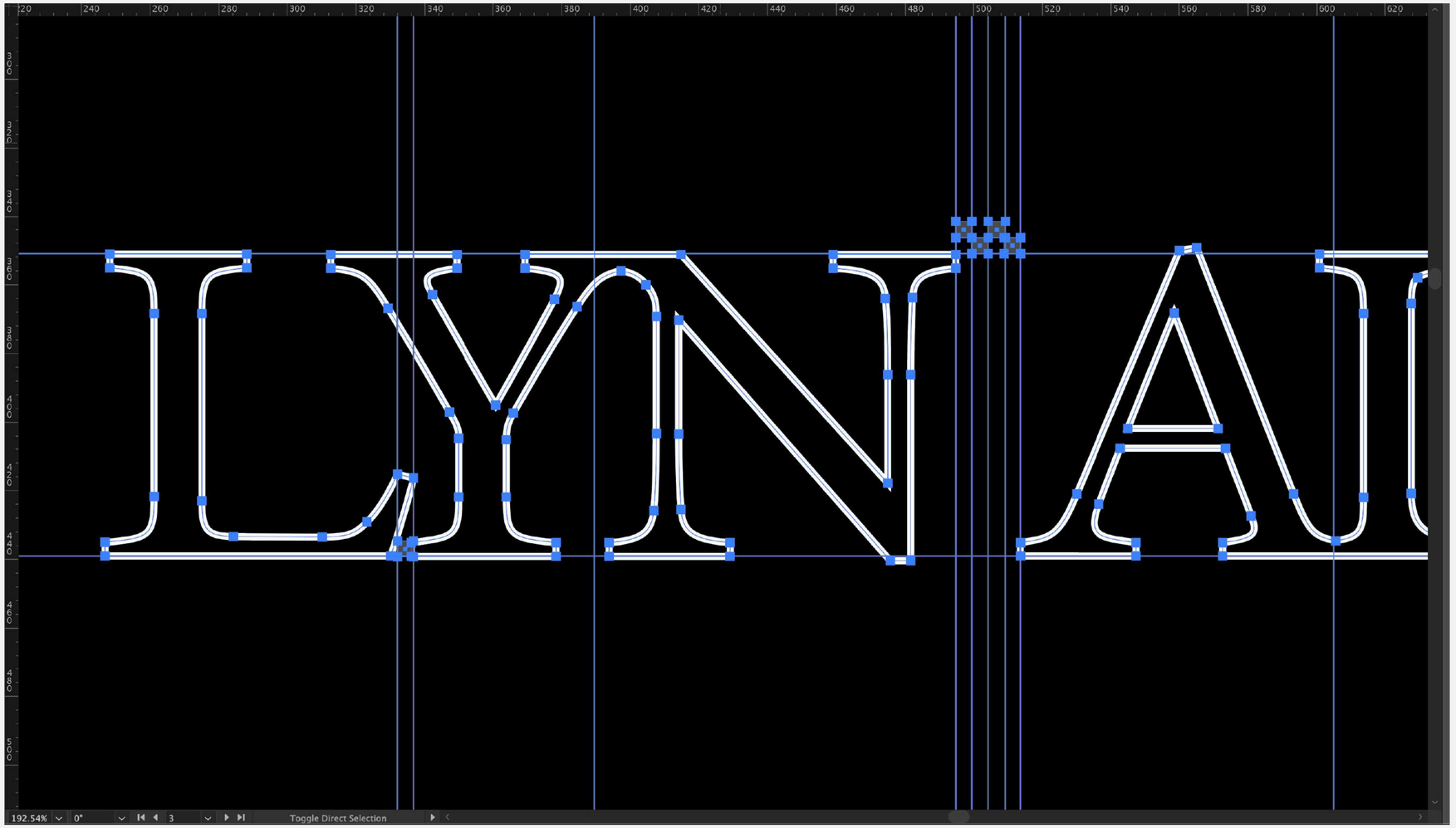
Beyond aesthetics, the wordmark functions as a structural anchor for the identity system. It is engineered to perform in black and white, at small sizes, and across core touchpoints including presentations, reports, the website, and social media. Its disciplined proportions and clean geometry support a brand presence that feels finished, dependable, and quietly premium in every application.



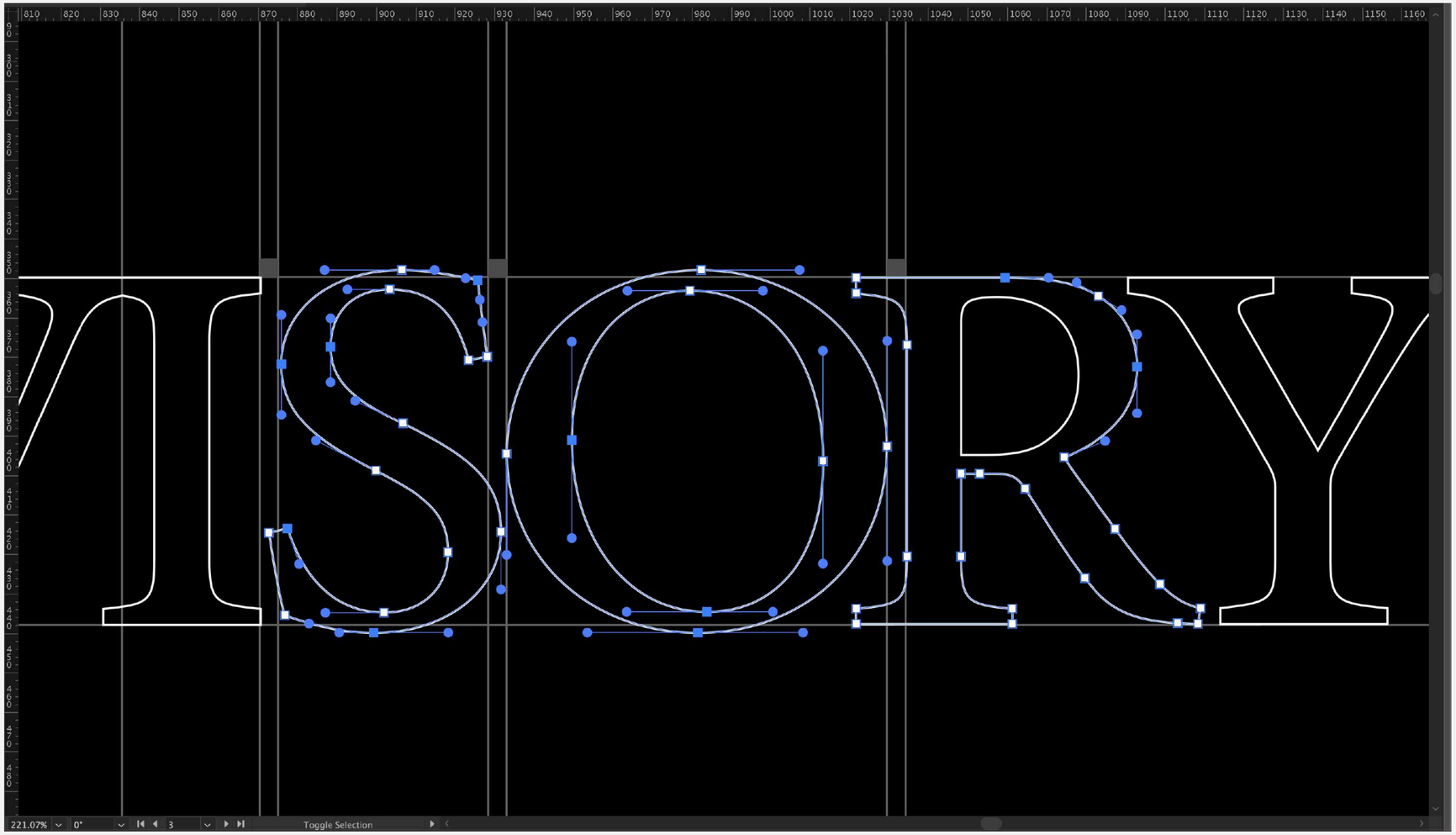
Wordmark Construction



Wordmark Construction



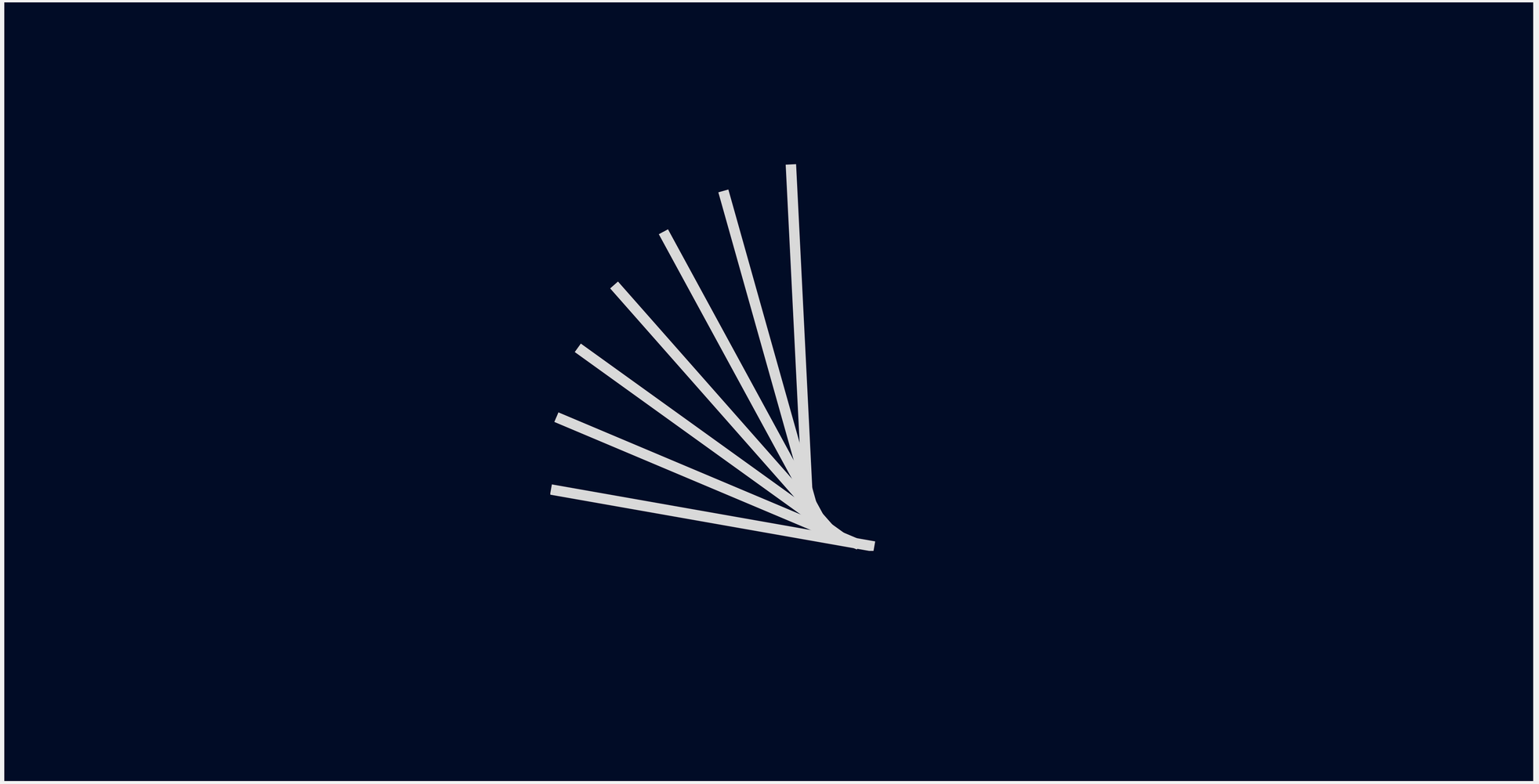
Wordmark Construction



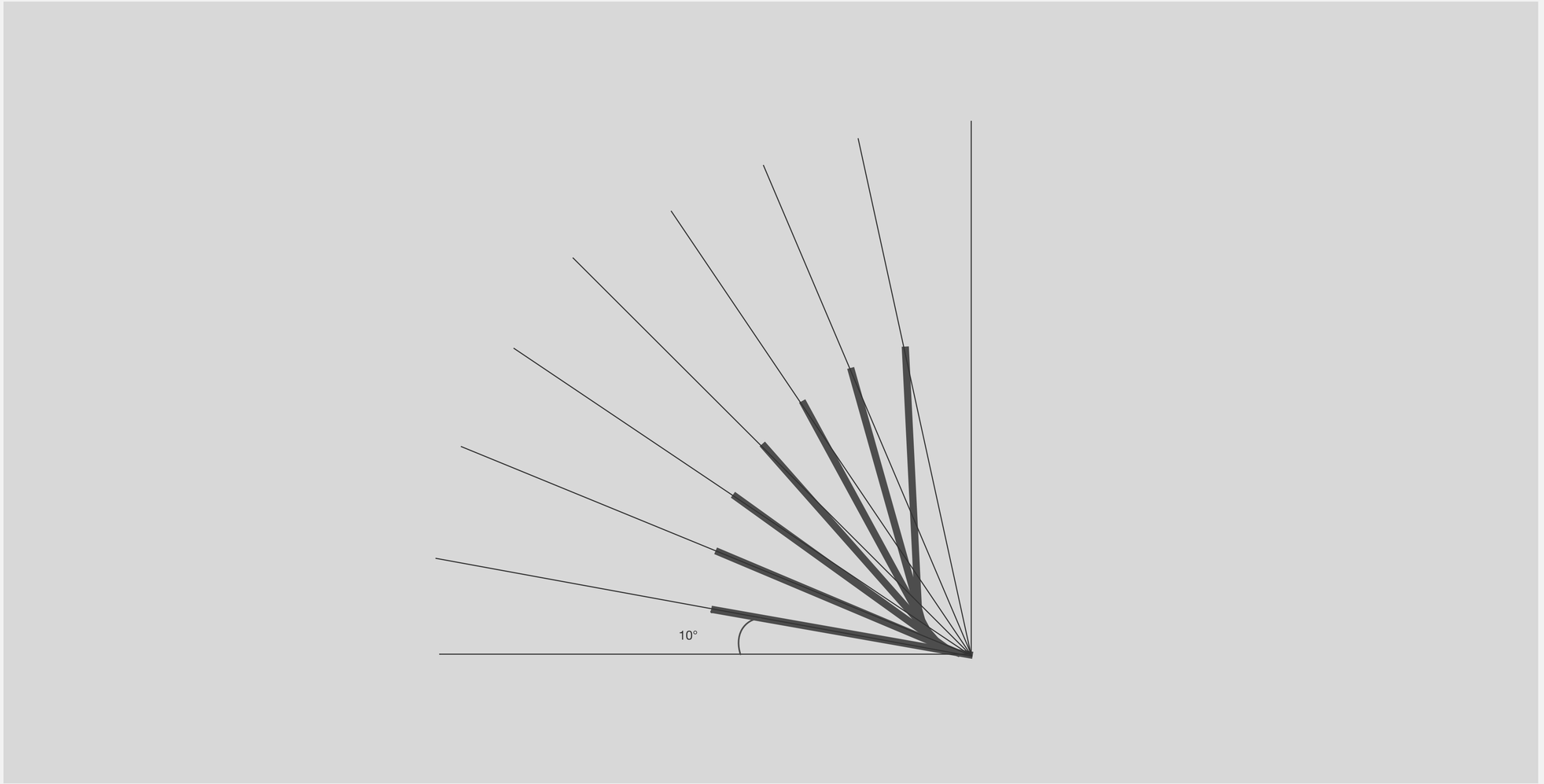
Brand Mark

The mark is a structural symbol built from disciplined lines and controlled expansion. It expresses systems thinking, direction, and scale without relying on literal industry icons. The geometry suggests clarity under complexity: multiple forces aligned into one stable point, then unfolding with measured precision.

Designed for versatility, the mark holds its character in black and white, at small sizes, and across core applications. It can operate as a standalone signature for digital profiles, presentation covers, and supporting graphic moments, while remaining quiet, authoritative, and consistent with the identity’s infrastructure-like tone.



Brand Mark



Scaling

Designed to stay clear and consistent at any size, the logo and all identity elements can be used in both large and small scales. Always consider the audience, communication goals, and tone.

At larger scales, it conveys a more bold presence while smaller scales are more reserved.

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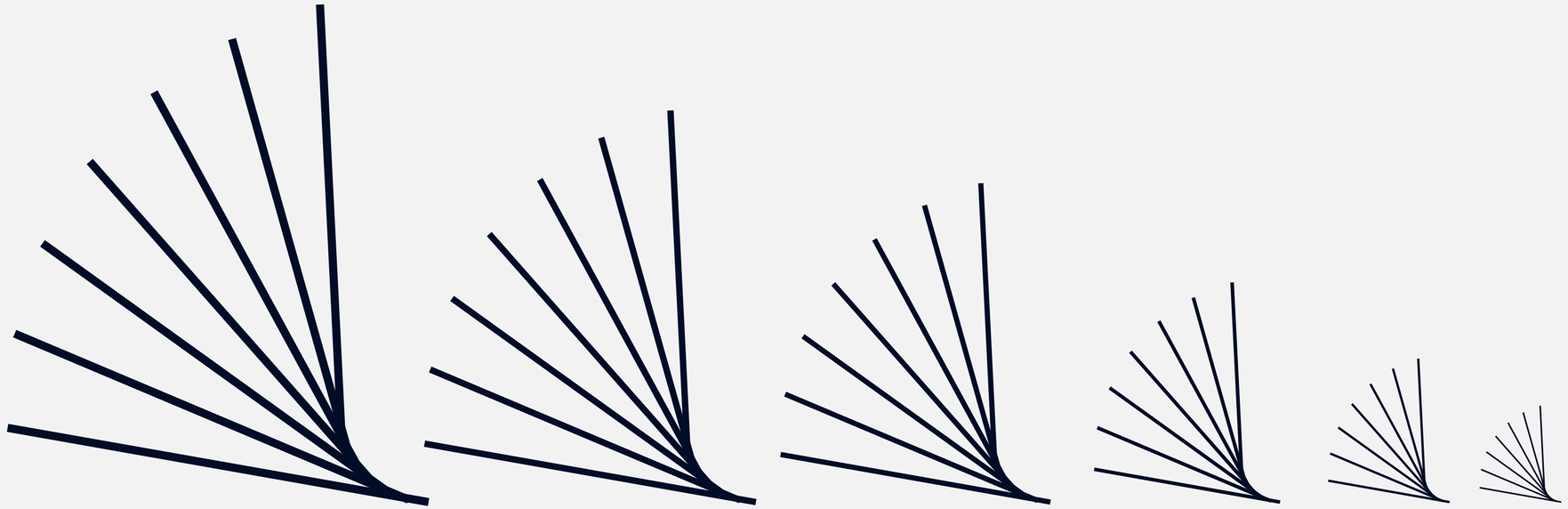
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Scaling



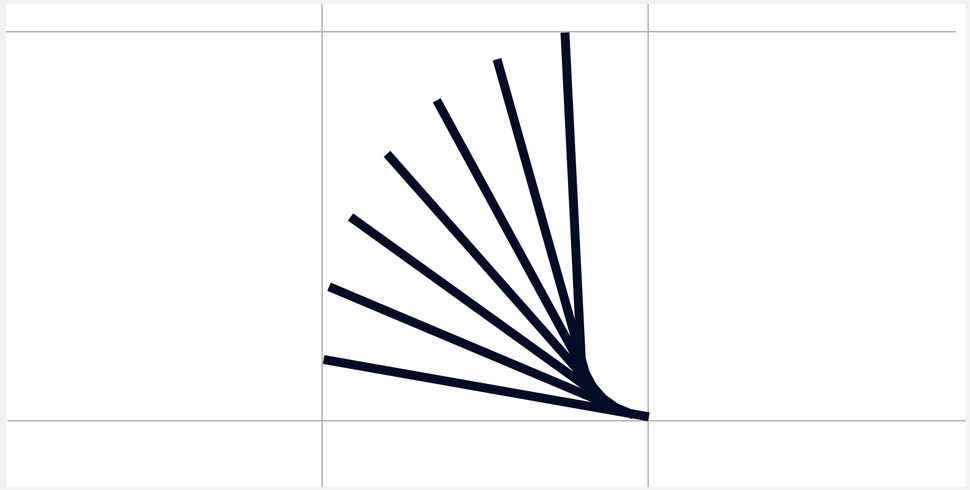
Minimum Size

Always use your best judgment when scaling identity elements. Though application size will vary, avoid using each smaller than the following amount.

Wordmark
Height of 20px



Brand Mark
Height of 20px



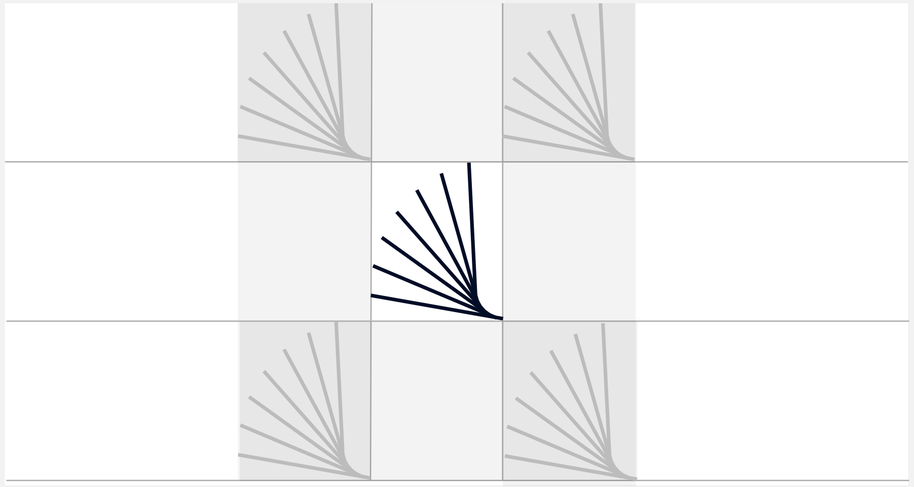
Clear Space

When placing additional elements around the identity elements, be sure not to crowd them. Use the following as minimum spacing metrics for each.

Wordmark
The clear space is equivalent to the cap height of the wordmark.



Mark
The clear space is equivalent to the mark height applied on all sides.



Logo and Colour



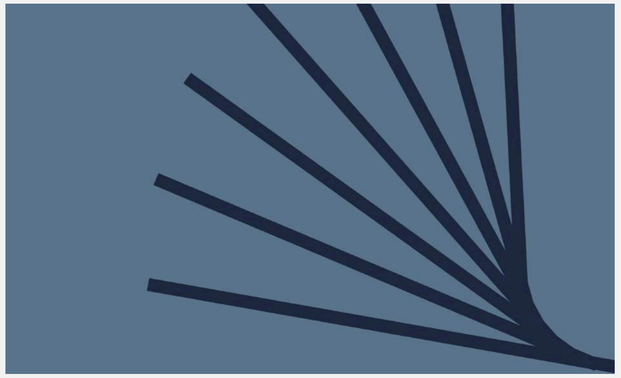
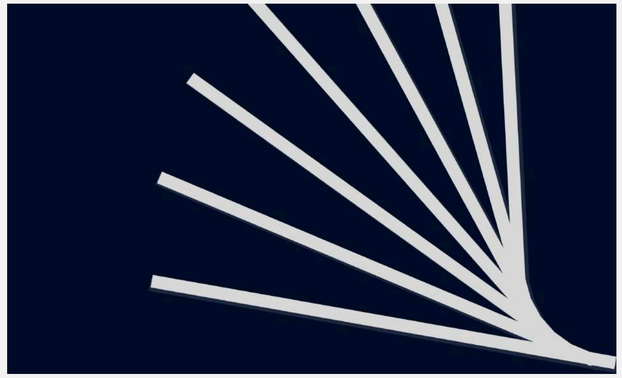
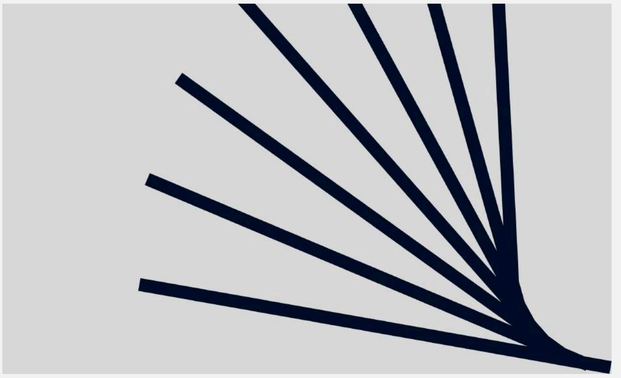






Logo and Colour



Misuse

Do not diminish the value of our identity.
Avoid the following treatments.



✖ Do not stretch or distort



✖ Do not use unapproved colours



✖ Do not outline



✖ Do not apply effects



✖ Do not use low contrast combinations



✖ Do not rotate

Colour

Introduction

Colour gives our identity its energy.

Selecting the right colours is a key part of shaping a distinct brand and building strong recognition. Consistent use of these colours across all touchpoints reinforces our brand personality and helps create a memorable visual experience for our audience.

Primary Colour

The following values make up our core palette.
These colours are used most frequently within the system and should be prioritised when the palette needs to be limited.

Midnight Navy is our brand's signature colour, defining LYN ADVISORY's identity and helping to distinguish it from others.

Name: Midnight Navy
CMYK: 97, 66, 0, 85
RGB: 1, 13, 38
HEX: #010D26
PMS: Pantone 282 C

Name: Deep Navy
CMYK: 88, 59, 0, 75
RGB: 8, 26, 64
HEX: #071A40
PMS: PANTONE 294 C

Name: Slate Navy
CMYK: 53, 36, 0, 75
RGB: 30, 41, 64
HEX: #1E2940
PMS: Pantone 533 C

Name: Steel Blue
CMYK: 36, 16, 0, 45
RGB: 90, 117, 140
HEX: #5B758C
PMS: Pantone 5405 C

Primary Colour

Name: Light Gray
CMYK: 0, 0, 0, 15
RGB: 217, 217, 217
HEX: #D9D9D9
PMS: Pantone Cool Gray 1 C

Secondary Colours

Name: Light Gray
CMYK: 16, 11, 0, 51
RGB: 105,111,125
HEX: #696F7D
PMS: Pantone Cool Gray 8 C

Name: Blue Slate
CMYK: 52, 29, 0, 60
RGB: 49, 72, 102
HEX: #314866
PMS: Pantone 534 C

Colour Combinations

Name:	Midnight Navy
CMYK:	97, 66, 0, 85
RGB:	1, 13, 38
HEX:	#010D26
PMS:	Pantone 282 C

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CMYK:	52, 29, 0, 60
RGB:	49, 72, 102
HEX:	#314866
PMS:	Pantone 534 C

Typography

Introduction

Our words convey the message, and our typography shapes how that message is expressed. It reflects our personality and reinforces clarity. We place strong importance on typography, aiming for a balance between readability and visual interest. It should guide the viewer’s eye with ease and support a consistent visual rhythm across all brand communications.

Primary Font

Teodor is the primary typeface for our brand.
It is used for all headlines and selected sub headlines to keep our typographic voice consistent.

Teodor is a contemporary serif with strong structure and refined detail. Its contrast and proportions create a confident editorial voice, while staying highly legible across headlines and key statements.

Teodor

Weights in Use

Type weight helps distinguish different levels of information, creates contrast, and establishes hierarchy. Use only the approved weights listed below.

Teodor, Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZa
abcdefghijklmnopqrstuvwxyz
0123456789.,&?!

Teodor, Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.,&?!

Secondary Font

Inter is the secondary typeface, used for body copy and UI text to ensure clarity and consistency across all applications.

Inter is a modern sans serif designed for clarity and performance.
Its open forms and balanced proportions make it highly legible at small sizes, making it ideal for interfaces, long-form body text, and data-heavy layouts.



Weights in Use

Using a single weight keeps the typography consistent and restrained. Create hierarchy through size, spacing, and layout. Use only the approved weight listed below.

Inter,
Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZaab
cdefghijklmnopqrstuvwxyz
0123456789.,&?!

Applications


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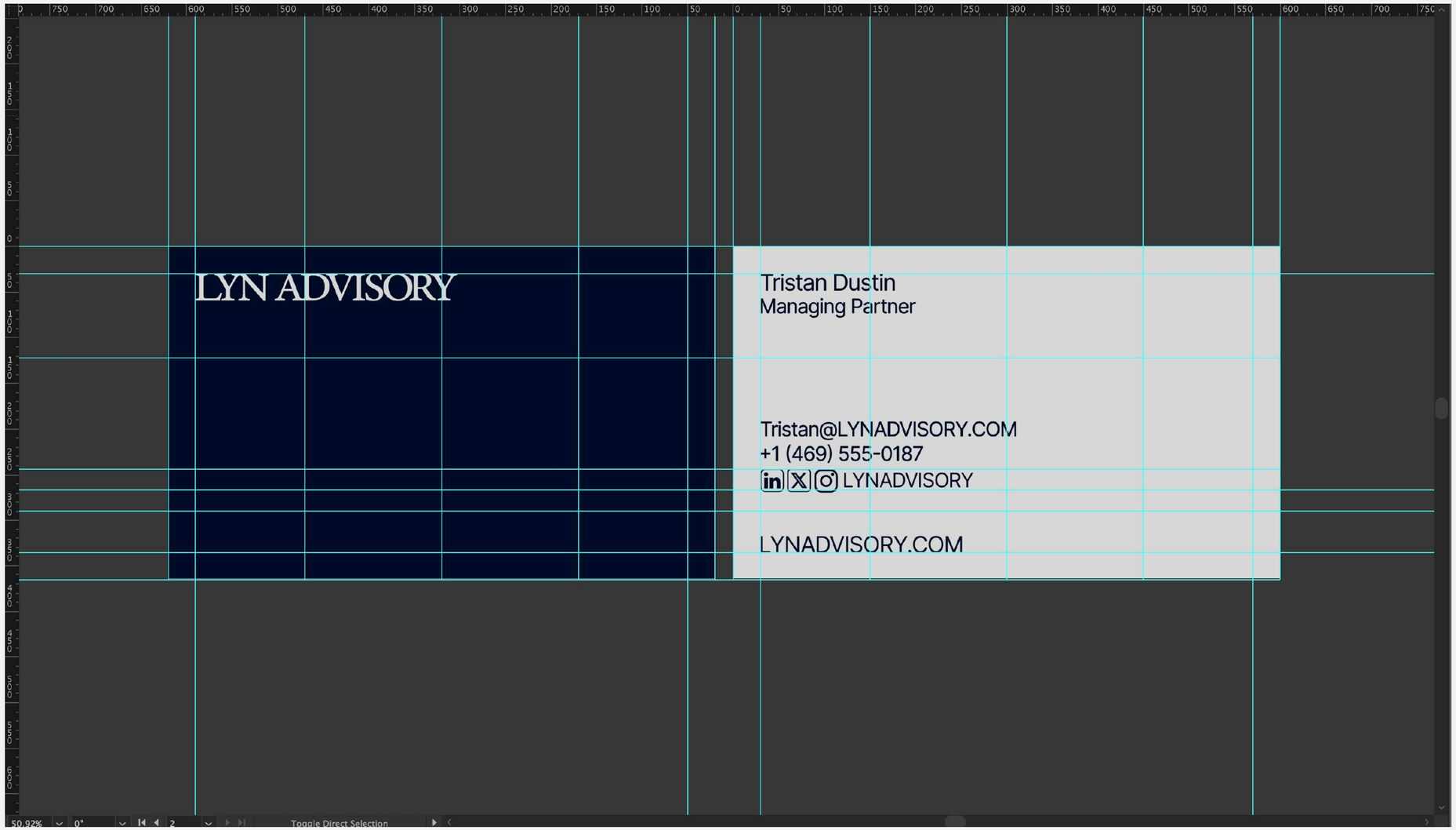
Introduction

Our brand is more than the sum of its parts. In this section, you will see real examples of our brand identity system in action. These examples demonstrate how our visual elements, typography, colour, and photography work together to create a cohesive and recognisable brand experience across different touchpoints.

Business Card



Business Card Layout Grid



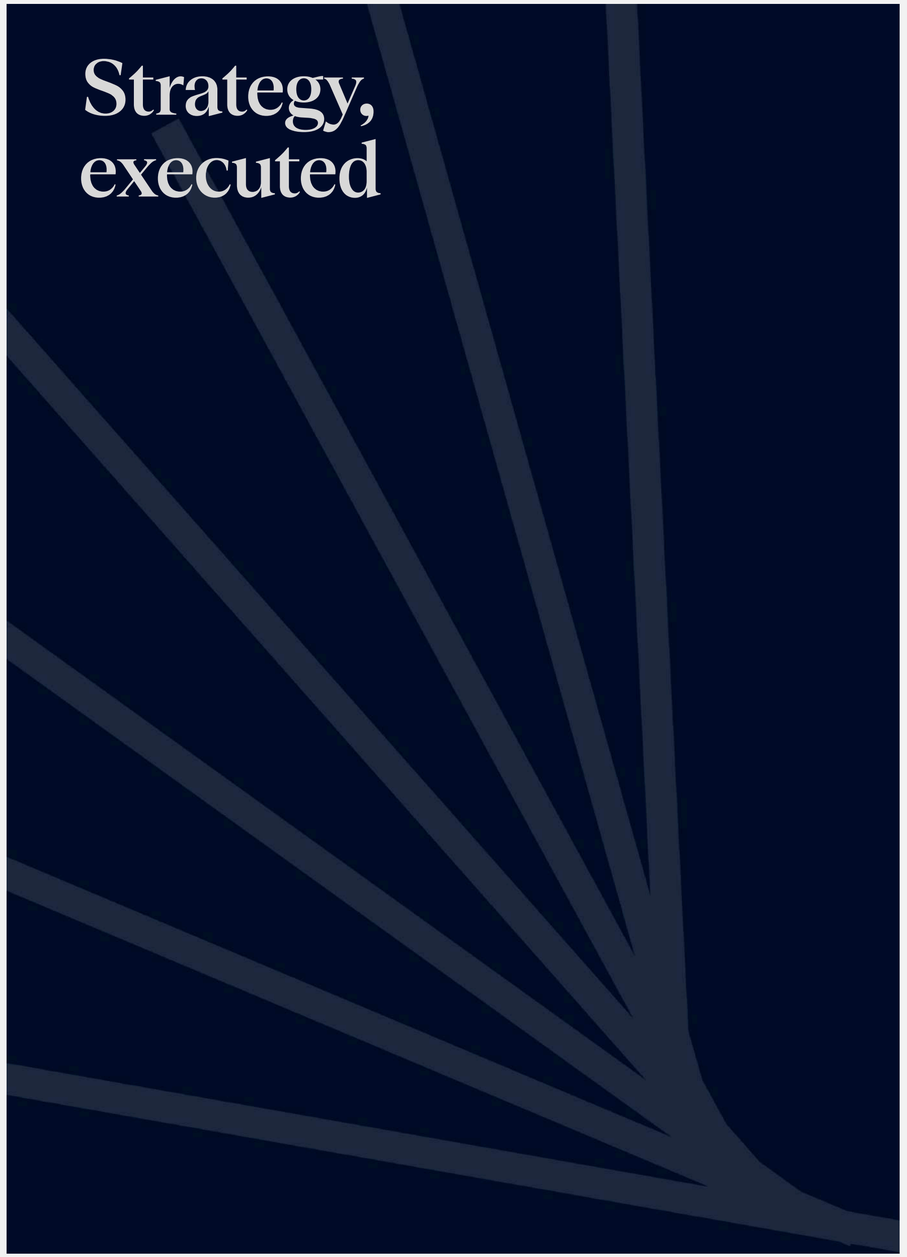
Letter Head

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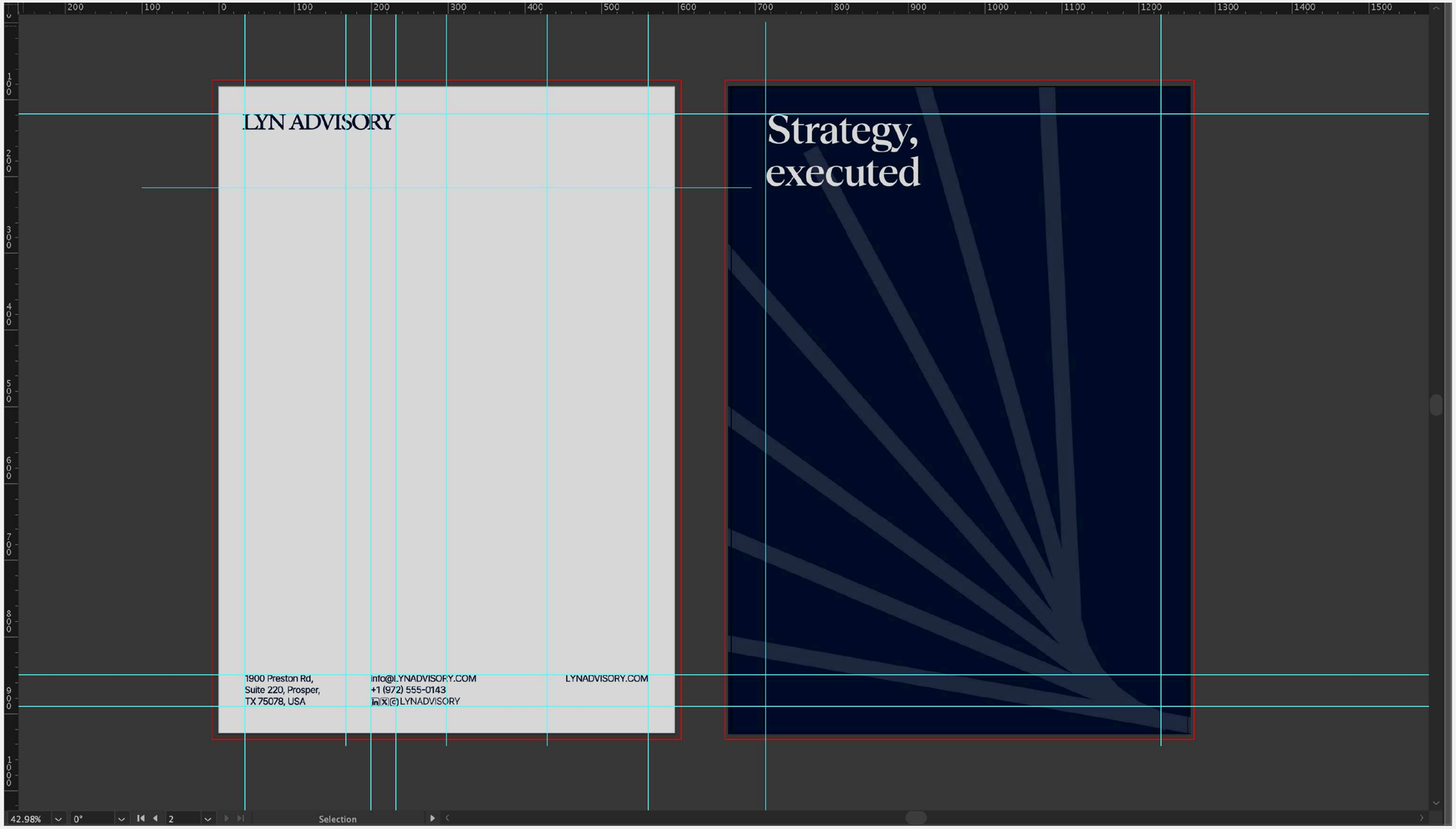
1900 Preston Rd,
Suite 220, Prosper,
TX 75078, USA

info@LYNADVISORY.COM
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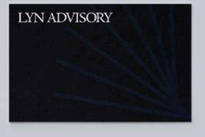
Letterhead Layout Grid



Stationery


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Less noise.
Stronger decisions.

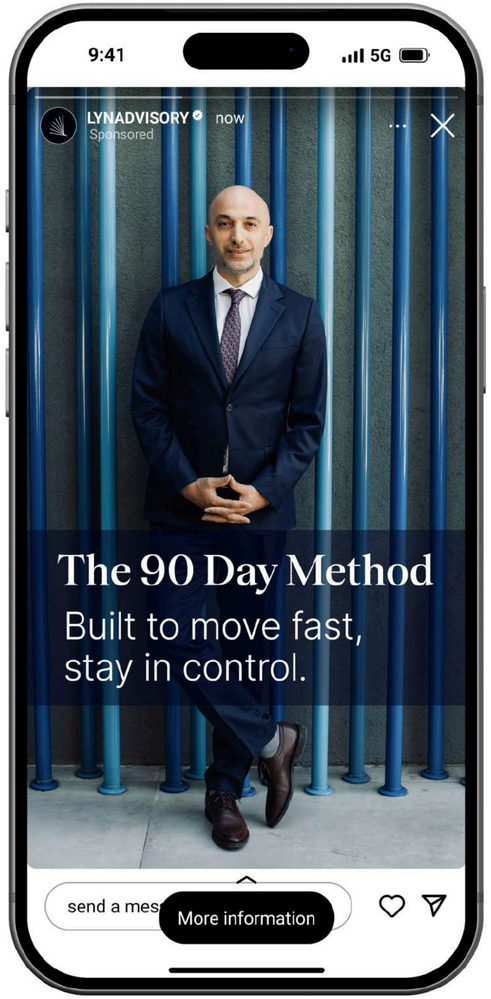

LYN ADVISORY


Tristan Dustin
Managing Partner
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+1 (469) 555-0187
LYNADVISORY
LYNADVISORY.COM


What We Solve
Most teams struggle with competing priorities, unclear ownership, and slow decision making. We help reduce complexity, remove blockers, and create a path that makes execution easier. The result is


Clarity
Drives Decisions
LYN ADVISORY

Digital Applications




Clarity drives decisions
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Decision Clarity in 10 Days
+More videos
We help leadership teams turn complex priorities into clear decisions and practical execution. LYN Advisory works across strategy, operating cadence, and performance metrics to create momentum without losing governance. Our engagements are built around measurable outcomes.
5 recently posted jobs
Strategy Analyst
Remote, US
+3 more jobs
Operations Consultant
Hybrid, Prosper, TX
See all 9,999 employees on LinkedIn
Affiliated pages
LYN Insights
Business Consulting
1,042 followers
+ Follow
Ad
Explore insights from LYN ADVISORY LLC to sharpen your next decision.
See jobs
Decisions. Delivery. Impact.
We turn complexity into clarity, then build the execution plan to deliver outcomes. Strategy, cadence, and metrics in a 90 day structure.

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Decision Clarity in 10 Days



We help leadership teams turn complex priorities into clear decisions and practical execution. LYN Advisory works across strategy, operating cadence, and performance metrics to create momentum without losing governance. Our engagements are built around measurable outcomes,

+More videos

5 recently posted jobs

Strategy Analyst
(Remote, US)

Operations Consultant
Hybrid, Prosper, TX

+3 more jobs

Affiliated pages

LYN Insights
Business Consulting
1,142 followers
+ Follow

Ad ···



Explore insights from LYN ADVISORY LLC to sharpen your next decision.

See jobs

Linkedin Profile Image and Cover



Social Media Profile Image and App Icon

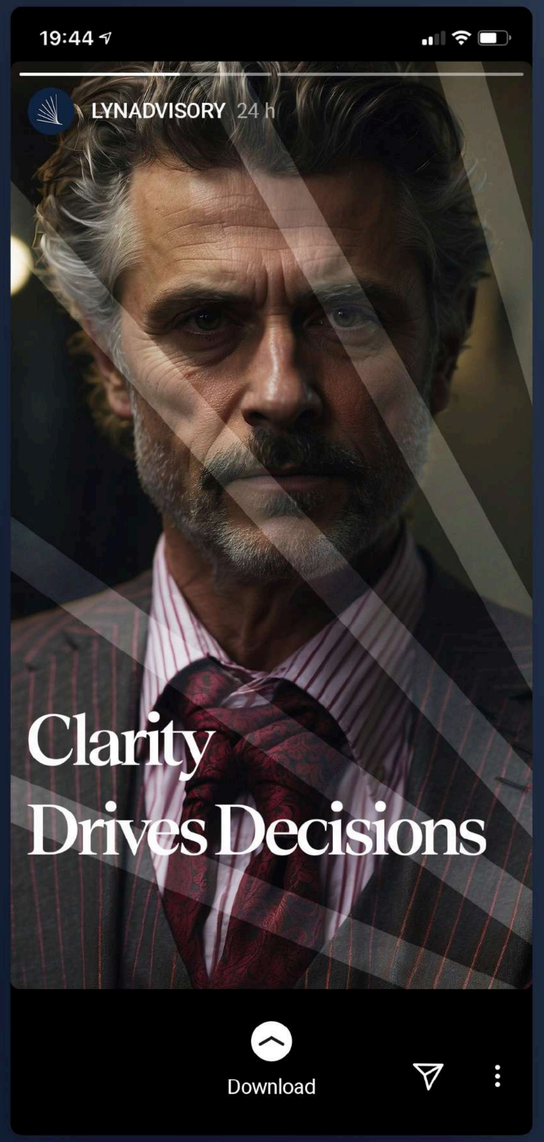
Social Media Profile Image

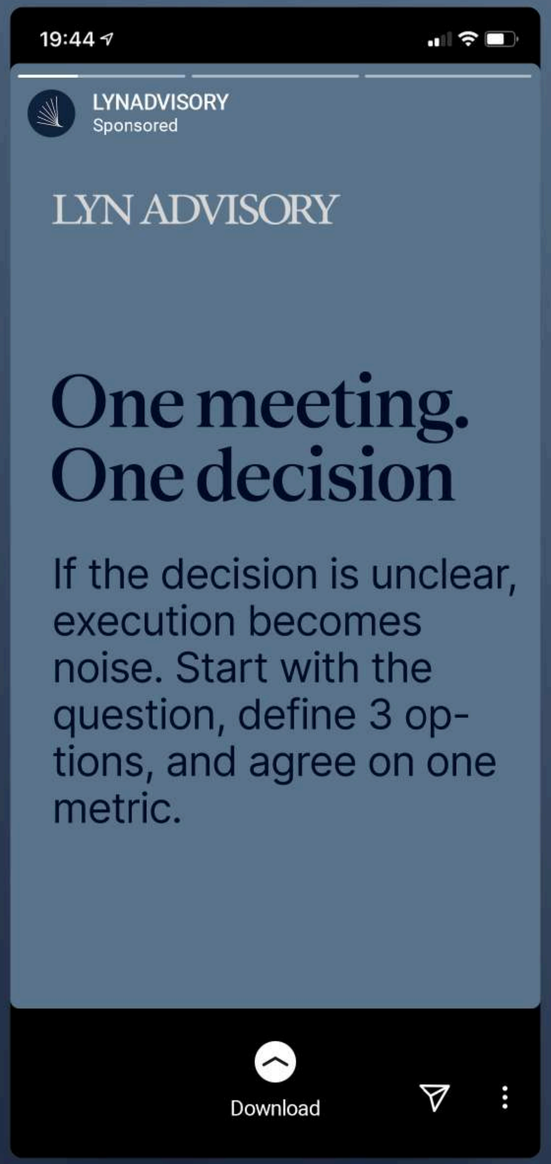


App Icon




19:44
LYNADVISORY
Strategy, executed
We help leadership teams turn complex priorities into clear decisions & practical execution
Send message


19:44
LYNADVISORY 24 h
Clarity
Drives Decisions
Download


19:44
LYNADVISORY
Sponsored
LYN ADVISORY
One meeting.
One decision
If the decision is unclear, execution becomes noise. Start with the question, define 3 options, and agree on one metric.
Download


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5G
LYNADVISORY
now
Sponsored
The 90 Day Method
Built to move fast,
stay in control.
send a mes
More information


9:41
5G
d6.store.co
now
Sponsored
The 90 Day Method
Built to move fast,
stay in control.
More information

Signage



Thank You

Design by

kitabah.net