



MFJ Capital

**Corporate
Identity
Guidelines**

2026

Brand Identity & Corporate Identity Standards

01

A unified identity.
Built on trust.

Our brand identity reflects who we are,
how we show up, and the promise we
deliver to every stakeholder.



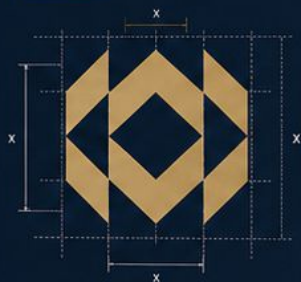
Brand Identity

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01 Logo Anatomy

The MFJ Capital logo is built from precision, balance and structure. Every element has been carefully crafted to symbolise stability, trust and forward momentum.

Construction



Proportion Guide

X	Module unit
2X	Total height
3.4X	Total width

02 Logo Variations

Horizontal



Stacked



Icon Only



Clear Space

Clear space ensures the logo remains legible and impactful.



Minimum Size

To ensure legibility, the logo should not be reproduced smaller than the sizes below.

Print



Digital



03 Colour Palette



Deep Navy

Hex #0B1D35
RGB 11, 29, 53
CMYK 100, 81, 36, 60



Champagne Gold

Hex #D4AF6A
RGB 212, 175, 106
CMYK 18, 28, 64, 0



Off-White

Hex #F6F7F8
RGB 246, 247, 248
CMYK 3, 2, 2, 0



Emerald

Hex #0E7C5B
RGB 14, 124, 91
CMYK 83, 21, 70, 8

Our palette conveys trust, sophistication and growth—core values of MFJ Capital.

04 Typography

Primary Typeface

Poppins

Headline

Bold / Semibold

Subheadline

Medium

Body Copy

Regular

Poppins is a modern, geometric sans-serif typeface that delivers clarity and confidence across all brand communications.

Numerals

0 1 2 3 4 5 6 7 8 9

Corporate Identity Applications

This section demonstrates the consistent application of the MFJ Capital brand identity across key corporate touchpoints. These examples serve as a guide to maintaining a unified, professional, and trustworthy brand presence in all communications.



Business Card



Letterhead



Envelope



Folder



ID Card & Lanyard



PowerPoint Slide



Email Signature



Corporate Notebook



Office Signage