



# ONE Corporate Identity Guidelines

Version 1.0 — Global Corporate Edition  
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## Introduction & Purpose

These Corporate Identity Guidelines define how the ONE brand is represented visually and verbally across all markets, channels, and materials. Their purpose is to ensure a consistent, professional, and legally compliant brand presence that strengthens recognition and trust.

The guidelines apply to all internal and external use of the brand, including digital communication, print, presentations, email, social media, video, and third-party partnerships.

Consistency builds recognition. Every representation of ONE contributes to the perception of clarity, trust, and operational excellence.

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## 1. Brand Fundamentals

### 1.1 Brand Essence

The ONE brand stands for clarity, trust, and operational excellence.

### 1.2 Naming Rules

Correct naming:

- ONE
- ONE group solutions (legal reference only)

Incorrect naming:

- “ONE Group”
- “One Group Solutions” (incorrect capitalisation)
- Use of the logo symbol in place of text

In writing, ONE is always written in uppercase using the approved fonts.

### 1.3 Brand Voice

ONE communicates with clarity, precision, and professionalism.

Core principles:

- use clear, globally understandable English
- keep communication concise and factual
- avoid informal language and exaggeration
- maintain consistent terminology across all markets
- convey reliability, expertise, and simplicity

Local markets must not alter messaging hierarchy or brand meaning.

### 1.4 Strapline

## one with you

The strapline is a vector brand asset, not a typeface.

- The strapline artwork always appears in lowercase
- It must never be typed, recreated, recoloured, or repositioned
- It must always appear in combination with the ONE logo
- Placement and proportions follow the official artwork
- Never used as a standalone branding element

## 2. Logo System

### 2.1 Master Logo

The ONE logo is the core visual identifier of the brand. It may not be altered, redrawn, recreated as text, or placed inside shapes.



The logo is a registered trademark (®).

Use the ® symbol when the logo width is 1.5 cm or larger.

### 2.2 Approved Logo Colours

The logo exists in three authorised colour versions only:

- Mint blue: #3D9D9D
- Black: #000000
- White (negative): #FFFFFF

Strict prohibition:

- No gradients, transparency, filters, overlays, or recolouring are permitted.

### 2.3 Background Usage

- Preferred: white background
- On light neutrals: use mint blue logo
- On dark backgrounds: use white logo
- Never place the logo on busy or low-contrast images

### 2.4 Clear Space & Minimum Size

- Minimum clear space: height of the letter O
- Minimum print width: 1.5 cm
- Minimum digital width: 120 px

### 2.5 Incorrect Usage

Do not:

- stretch, distort, rotate, or crop the logo
- add shadows, outlines, effects, or gradients
- recreate the logo using fonts or software such as PowerPoint or Word
- embed the logo in shapes
- recolour the logo in unofficial colours

## 3. Colour System

### 3.1 Primary Palette

ONE Mint Blue: #3D9D9D

Black: #000000

White: #FFFFFF

### 3.2 Secondary Colours

Secondary colours may be used for internal diagrams, charts, or infographics where additional differentiation is required.

They must always remain neutral and may never overpower the primary palette or become standalone brand colours.

Secondary colours are functional, not expressive.

They support information, not branding.

### 3.3 Colour Usage Rules

To maintain brand clarity and a consistent look across all markets:

- use ONE Mint Blue sparingly – it is the signature accent colour
- avoid using multiple colours in a single composition
- no gradients, overlays, or tinted backgrounds
- maintain strong contrast between text and background
- ONE Mint Blue must not be used for body text

If unsure about a colour combination, choose black text on a white background or consult the Marketing Department.

### 3.4 Accessibility

- All text must remain clearly readable on any background.
- Use dark text on light backgrounds and light text on dark backgrounds.
- Avoid low-contrast colour combinations.

## 4. Typography

### 4.1 Marketing Typeface (External Use)

#### Poppins

Used for all external branded assets, including marketing materials and social media visuals.

### 4.2 Internal Typeface (Operational Use)

#### Verdana

Used for all internal documents, operational templates, reports, regulatory material, and transactional communication.

Verdana remains the default system font across the organisation.

### 4.3 Email Communication Standard

- Font: Verdana
- Size: 11 pt
- Colour: Black (#000000)
- No decorative formatting or colour variations
- ONE mint blue appears only in the official signature artwork

### 4.4 Typographic Rules

- Headlines in Poppins Bold
- Body text in Poppins Regular
- Avoid italics for body text
- Maintain clear, readable spacing

### 4.5 Typeface Governance

For unclear cases regarding the correct typeface, format, or application, the Marketing Department must be consulted.

Marketing will determine and communicate the appropriate solution to ensure consistency with the global identity system.

## 5. Visual Identity Elements and Style

### 5.1 Logo Mark



The logo mark is a **dedicated brand device** derived from the main ONE logo. It exists to support the brand in specific, space-restricted or design-led applications where the full logo cannot be used without losing clarity or balance.

It is **not** a secondary logo and must never be applied as a replacement for the main ONE logo in standard communication.

#### Purpose of the Logo Mark

The logo mark provides controlled flexibility for:

- very small formats where the full logo would become illegible
- digital touchpoints such as favicons or app icons
- design compositions where a compact brand element is required
- approved motion graphics or layout systems

#### Restrictions

Because of its distinctive visual impact, use of the logo mark requires explicit approval from the Marketing Department.

It must not be used independently, creatively repurposed, or added to assets without prior review.

### 5.2 Visual Language

The ONE visual identity is built on a precise, vector-based design system that prioritises clarity, balance, and professional refinement.

#### Core Characteristics

- Vector foundations: clean geometric structure and consistent proportions
- Mint Blue as a controlled accent: used sparingly to highlight key elements
- Extensive use of white space: creating focus, calm, and visual hierarchy
- High contrast and clear composition: ensuring legibility and impact
- Balanced layouts: minimal, confident, and free from visual clutter

This design language forms the foundation of all branded assets and may not be recreated or adapted independently.

Teams requiring visuals may request **on-demand graphics or layouts** from the Marketing Department to ensure full alignment with the global brand system.

### **5.3 Template Governance & Continuous Development**

Although the ONE visual identity remains consistent in its overall look and feel, the underlying templates and design components are regularly updated and refined. Teams should therefore always obtain the latest approved templates directly from the Marketing Department.

Marketing can also develop new on-brand visual systems or layouts when required for business needs, new initiatives, or specialised communication formats.

All new developments will follow the established design principles and form part of the continuously evolving global identity system.

## 6. Brand Applications

### 6.1 Presentations

Use official templates only.

No new presentation layouts may be created outside Marketing.

### 6.2 Documents

Use approved headers, footers, spacing, and formatting.

Do not reposition or resize the logo arbitrarily.

### 6.3 Email Signatures

Must follow the corporate standard.

No personal icons, colours, or formatting.

### 6.4 Social Media

Only Marketing-approved visuals may be published.

No self-created images, banners, or animations.

This includes LinkedIn personal profiles when representing ONE.

### 6.5 Website

All pages follow the global identity system.

Local adaptations require Marketing approval.

### 6.6 Press Releases

Use the core ONE logo.

The legal name “ONE group solutions” may appear once in the footer or boilerplate.

## 7. Sub-Entities & Brand Architecture

The following operational sub-entities exist for regulatory and internal purposes:

- ONE fund management
- ONE corporate
- ONE consult
- ONE support services

They must **never** be treated as independent brands.

No logos, marks, or visual identities may be created for them.

When required (e.g. in regulatory documents), sub-entity names may appear in plain text only.

**Externally, ONE communicates as a single unified brand.**

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## 8. Co-Branding & Partner Usage

- Maintain equal visual balance between logos
  - Respect minimum clear space (height of the O)
  - Use master artwork only
  - All co-branded materials require Marketing approval
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## 9. Motion & Digital Use

The ONE logo is static by default.

Only one authorised animated version exists and is released exclusively by the Marketing Department.

Strictly prohibited:

- self-created animations
- fades, rotations, transitions
- editing the logo for motion effects

Request the approved animation via Marketing.

## 10. Prohibited Uses

To protect ONE as a unified global brand, all teams must follow the Corporate Identity. The following are not permitted:

- creating visuals, graphics, icons, or layouts containing the ONE logo without Marketing approval
- modifying, recolouring, or recreating the logo or strapline
- retyping one with you
- using unapproved templates or slide designs
- publishing self-created graphics, animations, or social media visuals
- using the logo symbol within text

Any deviation weakens the brand and introduces reputational or legal risk.

### 10.1 Removal of Non-Compliant Materials

Non-compliant or outdated materials must be deleted when requested by Marketing, especially:

- LinkedIn or other social media visuals
- existing presentations and slide decks (including legacy PowerPoint templates)

These assets may not be reused or redistributed.

### 10.2 Requesting New Materials

All new images, icons, graphics, or branded visuals must be requested from Marketing, who will supply brand-compliant and legally cleared assets.

Self-created visuals are not permitted.

### 10.3 Rationale

A unified brand ensures:

- consistency across all markets
- credibility with clients and regulators
- a recognisable global identity

Brand governance lies exclusively with Marketing.

### 10.4 Legal Compliance

The ONE logo and all brand elements are registered trademarks (®) protected by international law.

Unauthorised use – including altered logos, recoloured versions, or self-created visuals – may constitute trademark misuse and carry legal consequences.

Correct usage is therefore a legal obligation, not optional.

## 11. Brand Governance & Authority

### 11.1 Central Authority

The Marketing Department holds full and exclusive authority over:

- all brand assets and visual identity
- logo usage
- typography
- colour system
- templates and layouts
- brand architecture
- motion and animation
- all internal and external branded materials

No department, team, or external vendor may create or modify branded assets without Marketing approval.

### 11.2 Prohibition of Unauthorised Materials

Prohibited actions include:

- creating images, visuals, or icons containing the logo without approval
- developing new layouts or templates
- using new colour variations
- publishing unapproved digital or print materials
- producing any communication outside the authorised brand framework

### 11.3 Mandatory Approval

All branded materials — internal or external — must be reviewed and approved by Marketing prior to distribution or publication.

Marketing approval is mandatory and cannot be bypassed.

## 12. Document Ownership & Future Updates

The Marketing Department is the sole owner and custodian of this document.

- All updates are issued by Marketing
  - Previous versions become invalid once replaced
  - No other department may modify or reinterpret these guidelines
  - Version control is maintained centrally for legal and operational integrity
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## 13. Approval & Sign-Off

These Corporate Identity Guidelines are formally approved by the ONE Executive Team and the Marketing Department.

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