beirne.

2023 Brand Guidelines

VERSION 1.0

Table of Contents

01
Brand Identity

Mission

To fearlessly, disruptively, and confidently dictate the financial landscape, and build tomorrow's legacies today.

Vision

Financial uncertainty overcome, futures secured.

Positioning

Beirne offers peerless investment options and the unprecedented acumen our partners need to forge financial legacies. Bold, driven, and deliberate, we work with those who are motivated by what they leave behind, but who brazenly look forward to what is possible and achievable.

Narrative

To understand who Beirne is, you must understand how Beirne thinks. It is not enough to know we are a family-owned business because that may characterize us by our size. Similarly, it is not enough to know we are wealth consultants because that may characterize us by our services.

That is not Beirne.

Beirne is a frame of mind — a tenacity and will — shared by a team of financial professionals who act with conviction and intention. We invest with purpose, rejecting sameness and repetition in favor of inquisitive thinking and direct action, because you do not build a legacy by routinely playing it safe.

Narrative

That is not to say we are reckless. Bold, yes, but also under control as we seek out new options, new thinking, new directions. We communicate directly and truthfully — *always* — and parse clients' visions and goals to achieve them in a grander fashion.

We dare not to merely take risks but to change destinies definitively and absolutely. We are not different because of our services. It is our thinking, our daring, our mindset, and our vigor that crafts enduring legacies. It is what our own legacy is built upon.

Further, it is because of all this that we changed our brand's look & feel. Emotionally and thematically, the way we present ourselves must reflect the way we work. We have done more than create a new logo or introduce different colors.

We have established a new visual identity that *breaks the mold* and distinguishes Beirne from other firms in the same way our thinking does.

Principles

1. Goals are good. Results are better.

2. Doing beats saying.

3. Understand what got people here. It is equally as important as where they are going.

4. See what others fail to see — or are too scared to see!

5. Embrace conversation. Especially the uncomfortable ones.

6. We did not come this far only to come this far.

7. Don't just do it — mean it.

8. Take today seriously. What happens today may very well affect many more tomorrows.

9. Just because it has not been done before does not mean it cannot be done.

10. Wealth has many meanings.

Manifesto

Erosion.

It's a powerful, perpetual force.

Erosion of wealth. Erosion of worth. Erosion of trust. Erosion of time.

Time ticks away, fear and uncertainty rise, and if we aren't careful, everything we've fought and worked for erodes.

Constant erosion. We see it, but that doesn't mean we abide by it. While many succumb, we stand resolute, full of tenacity and grit.

We question inevitability. We challenge inexorability. We defy eventualities.

Because we did not endeavor so fiercely only to idly watch time degrade and dissolve our progress, our value, our worth.

Rather, we view the passage of time as an urgent call to action — a challenge to do something enduring and memorable.

This is our opportunity to actively disrupt and innovate in the face of stagnation, shaping futures with unwavering fortitude.

Manifesto

To achieve this, we lead with tenacious will, unyielding resolve, and real backbone, ensuring that what our clients — individuals, families, and institutions — leave behind is preserved.

We must foresee possibilities and probabilities alike, and take action, knowing success is not measured on the seeing but rather on the doing.

We must work to create positive change, not to protect lives but to protect legacies — to champion the way, challenge assumptions, and build wealth that lives on.

We are the architects of bold legacies, conductors of change, intrepid pioneers forging paths that withstand erosion's relentless onslaught.

We are Beirne. And we boldly build legacies.

02
Voice & Personification

The Beirne Voice

As a business, we value being perceptive, innovative, willing, and daring. Our clients demand more than the common way out or the easy answers. We must routinely defy conventional thinking en route to solutions, confidence, and sustained success. We head in one direction — forward — and we inspire others to join.

So, when Beirne speaks, people listen. We draw them in. We get heads nodding.

We are a visionary brand, defined by the Visionary archetype, seeing what's to come, powered by the will to create, commanding attention, inspiring belief. We are trustworthy, credible, and self-aware. We are as interested as we are interesting.

We sound knowledgeable because we are — though our message never comes from a place of arrogance, but of passion, study, experience, and drive.
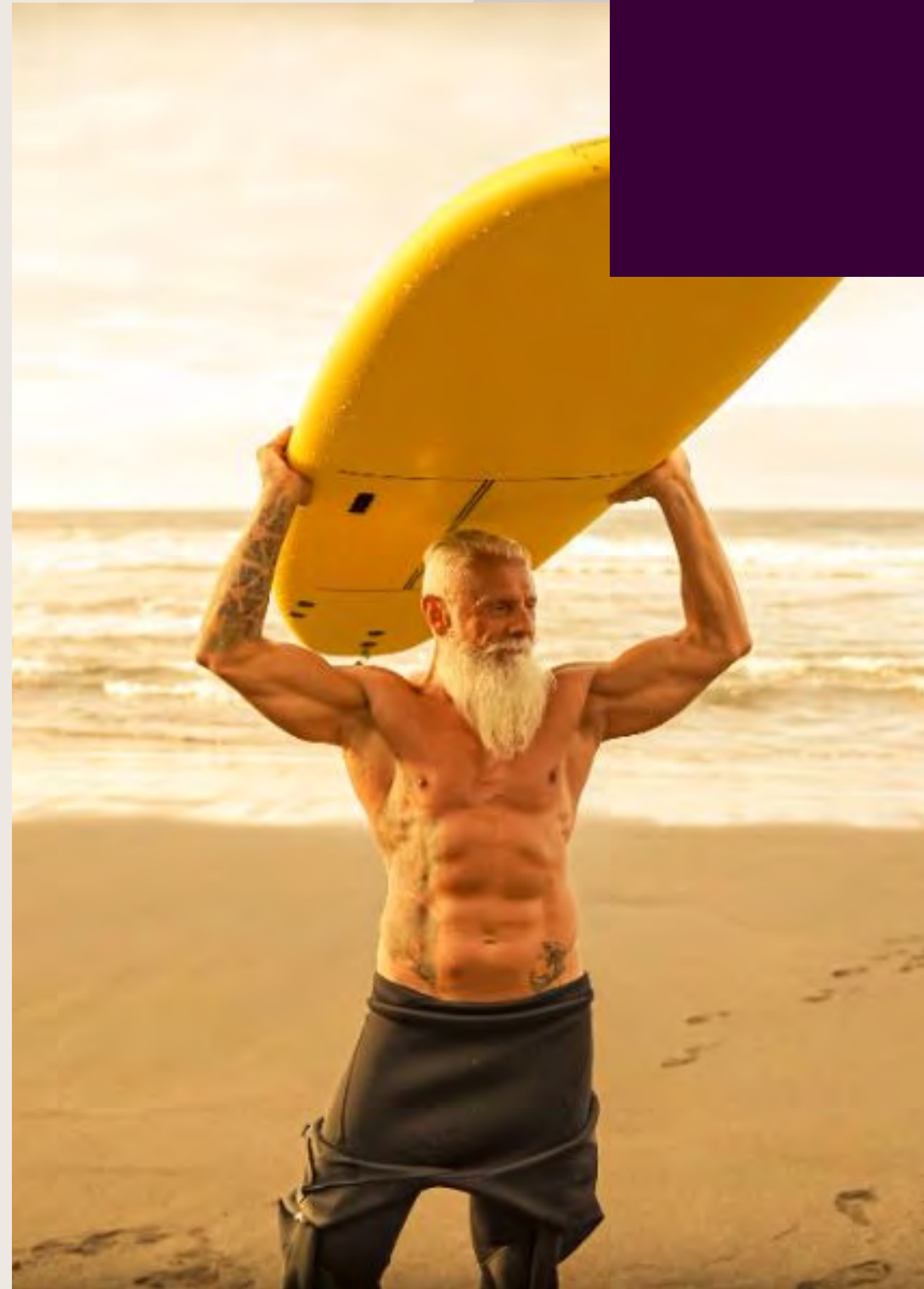
Tone of Voice

Our voice is constant and enduring — it is the **Visionary.** It is who we are, how we carry ourselves, and how we see the world. However, we shift our tone depending on who we're talking to and when.

CORE VOICE

To express confidence and curiosity, we maintain the voice of the **Visionary.**

TONAL SHIFTS

To excite people and challenge normality and everyday expectations, we use the **Champion** tone.

To collaborate, relate, and reassure, we use the **Everyman** tone.

Beirne as a *Champion*

Building on the Visionary voice, the Beirne tone of voice embodies that of the Champion: motivated, focused, heroic, daring, passionate. If a person has a goal, we are going to help them achieve it. Why? Because when you promise to build a financial legacy, you deliver. You overcome. You win.

The Champion tone rallies people around us; it makes them believe in us. It assures them of our credentials and instills confidence.

But, while bold, we challenge responsibly.

Beirne as an *Everyman*

While we live and breathe wealth management, we recognize it can spark feelings of fear and uncertainty. As such, we may also adopt the tone of the Everyman: approachable, humble, helpful, and clear — a neighbor you can relate to, trust, and speak openly with.

With one eye still on the future, this allows us to ease a client's concerns. We see great things, and a way forward, and we show them the way, using language anyone can understand. Because we know it is vital to talk to people rather than at them.

Personification

Our archetypes — **Visionary, Champion, Everyman** — combine to personify a brand that people are inspired by, yet comfortable approaching. Seeing what is possible, fighting to make it a reality, and being by a partner's side from start to finish defines us.

Like a person, Beirne is multidimensional. Several traits work in concert with, and against, each other to give us a distinguishable personality and worldview.

Strengths

We possess the power to evoke feelings of fascination, transformation, and a desire to experience something extraordinary. We captivate others with the allure of potential. They are drawn to the bleeding edge, craving to be a part of a different world — one where they will discover win-win solutions and a greater, more enduring legacy.

Flaws

Ambition can be a double-edged sword. Just as it can align, it can also repel, eliciting trepidation rather than positivity. We believe all clients are capable of greatness — though we need to recognize when such belief is blinding us to what is right or best.

Needs

The trust of our clients is essential to our business. With it, we are empowered to make decisions and positioned for long-term success. Without it, we are lost. Similarly, we crave interaction and communication. Candid conversation with clients and a lack of pretense is fuel for personalized solutions.

Desires

We get out of bed in the morning to build financial legacies clients can proudly leave behind. So, we strive to inspire confidence, motivation, and ferocity. We seek to be a model of success and partnership, instilling in clients the thought they can win just as we have.

Fears

We must constantly navigate the risk — or temptation — of manipulating or controlling others. We see avenues forward and make decisions on clients' behalf, but we cannot lose sight of our higher purpose, which is using our abilities to empower and uplift those around us. Misdirection, self-service, and deception are the enemy.

03
Logo Usage

Primary Logo

Designed to reflect the constant tenacity of erosion and Beirne's unwavering resolution to stand against it. The hard edges signify a strong foundation, and the added curvature to the letterforms creates a rhythm of forward momentum.

The full color logo in Amethyst is the primary option and should always be used on a white or light colored background.

beirne.

Primary Logos

Variations of the primary logo using the secondary colors, including black and white, can also be used against a contrasting tertiary color, such as purple and yellow.

beirne.

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beirne.

Minimum Logo Size

Digital | Minimum Size 150px x 31px

150px

beirne.

31px

Print | Minimum Size 2.54in x 0.52in

2.3in

beirne.

0.6in

beirne.

Logo Spacing

The clear space around the logo should always equal the height and width of the "n" in the beirne logotype on print and digital applications.

Do Not

✕

beirne.

Do not use a tertiary color

✕

beirne

Do not make the period a diacritic dot over the "i"

✕

beirne.

Do not give the logo a shadow

✕

beirne.

Do not warp or stretch the logo

✕

beirne.

Do not rotate or spin the logo

✕

beirne.

Do not recreate the logo using another typeface

Secondary Lockup

In circumstances where both the logotype and the logomark need to be visible, such as for legal purposes, this lockup can be used in the primary and secondary colors *only*.

04
Logomark

Logomark

The logomark is a condensed version of the primary logo, combining the iconic shapes of the "b" and the "."

The logomark should never be used in the place of the primary logo—the only places where this is acceptable is in the use of a social profile icon where the company handle is also visible.

Logomark
Color Variations

Unlike the primary logo, the logomark exists to showcase all possible color combinations. Just like the primary logo, there are primary and secondary color options across complimentary background colors. The logomark can also be used freely with a combination of primary, secondary, and tertiary colors, as long as the logomark shows up clearly against the chosen background color.

Proper use cases for these logomarks are social media icons, email signatures, and presentation stamps.

Unless as a social media icon, the logomark should not be used as a stand-in for the primary logo if there is no primary logo present elsewhere.

Minimum Logomark Size

Digital | Minimum Size 50px x 43px

50px

b. 43px

Print | Minimum Size 2.54in x 0.52in

0.7

b. 0.6in

05
Colors

Color Hierarchy

PRIMARY

SECONDARY

TERTIARY

Amethyst

#380036
PANTONE 7449 C
RGB (56, 0, 54)
CMYK (71, 94, 43, 59)

Agate

#7189FF
PANTONE 2718 C
RGB (113, 137, 255)
CMYK (55, 38, 0, 0)

Sandstone

#d6c9c8
PANTONE 7604 C
RGB (214, 201, 200)
CMYK (15, 19, 16 , 0)

Marble

#eee8e3
PANTONE 663 C
RGB (238, 232, 227)
CMYK (5, 7, 8, 0)

Jasper

#b1381e
PANTONE 174 C
RGB (177, 56, 30)
CMYK (21, 90, 100, 13)

Topaz

#f3a712
PANTONE 2011 C
RGB (243, 167, 18)
CMYK (3, 38, 100, 0)

Onyx

#111111
P Process Black
RGB (17, 17, 17)
CMYK (73, 67, 66, 82)

Pearl

#f7f7f7
PANTONE N/A
RGB (247, 247, 247)
CMYK (2, 1, 1, 0)

Primary Logo Variations

The primary logo colors can be used against a variety of colors, including the primary, secondary, and tertiary colors.

While the wordmark itself should only ever be used with the primary or secondary colors, the period at the end of "beirne" can be changed to any complimentary color from the color family, as long as visually it is still obvious that there is a period at the end.

The color variations exist to add visual interest and playfulness into the depiction of the logo and can be used across multiple materials, but should not be used as the primary logo on the website, or as the primary logo on important client-facing documents.
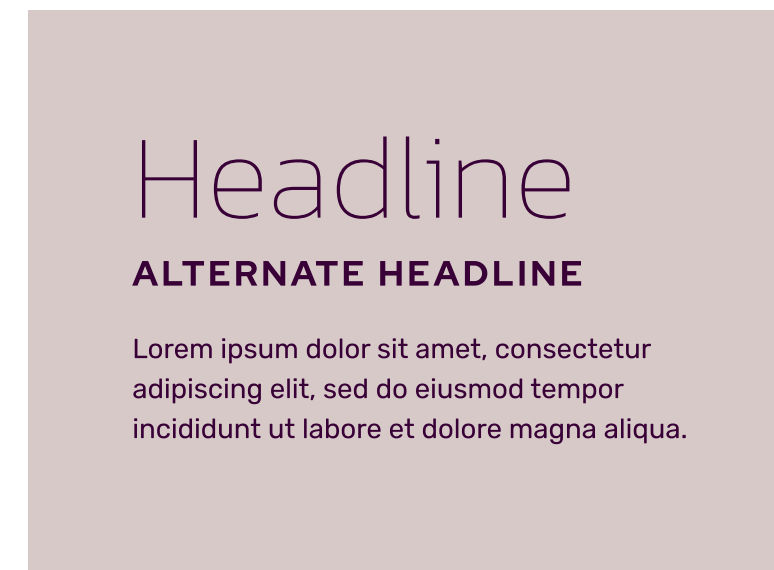
Preferred Text & Color Combinations

While there is a multitude of color options, the most important rule to follow when combining text and color is A11y color compliance. On the right are some examples of color combinations that will work perfectly for digital applications, as well as examples that won't. In some cases, the size of the copy might affect visibility as well—if the goal is to make copy on a colored background legible, these examples should be followed as closely as possible.
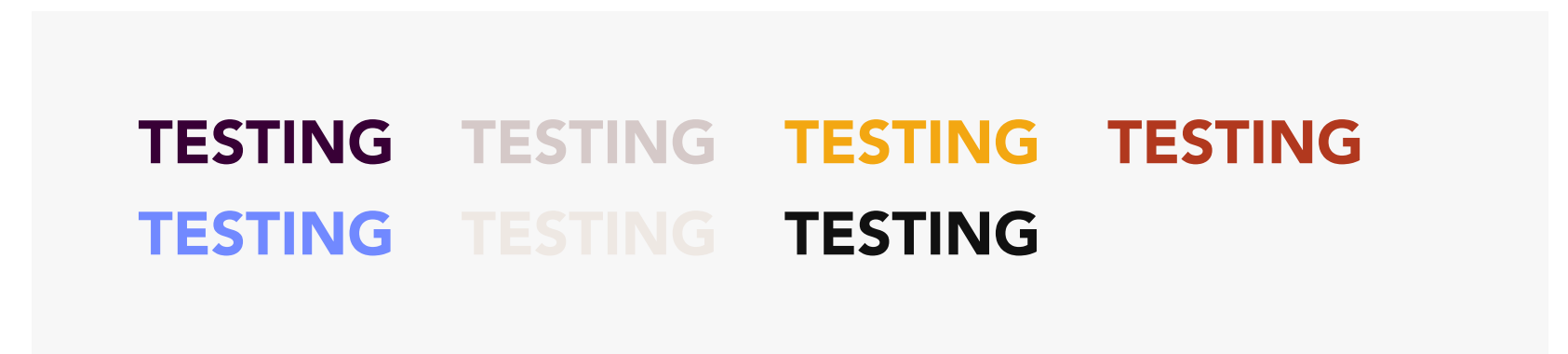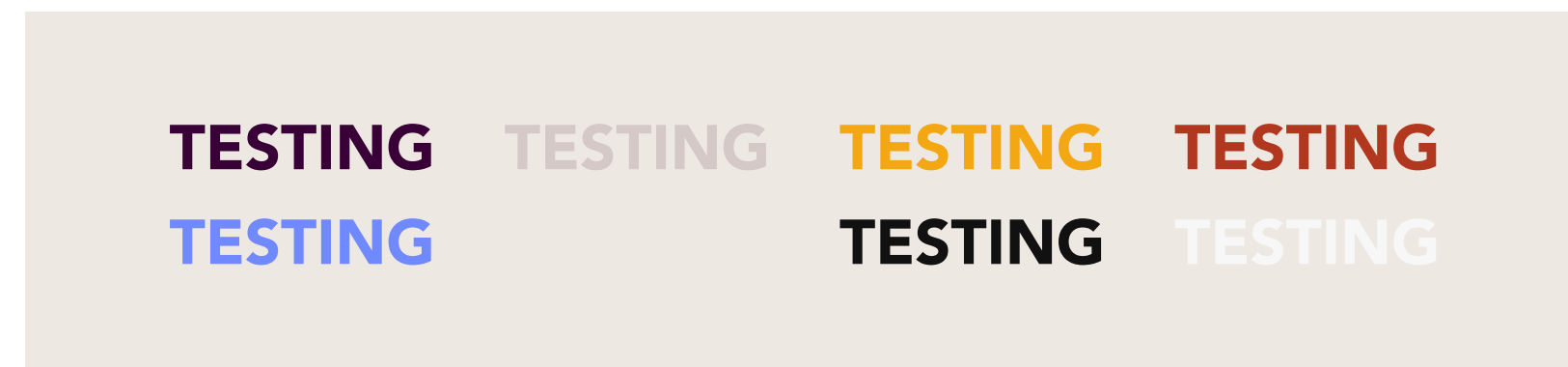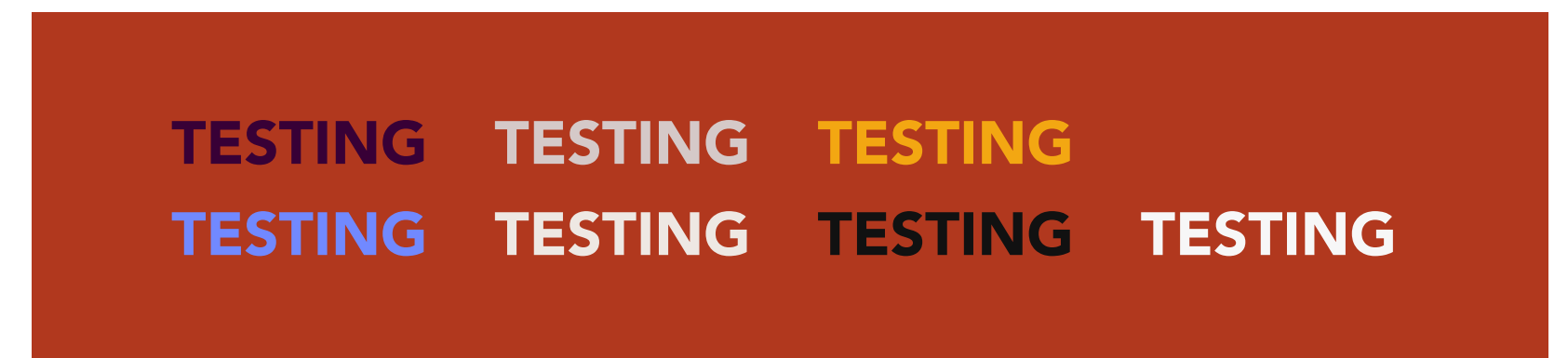
DO'S

Headline
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DON'TS

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ALTERNATE HEADLINE
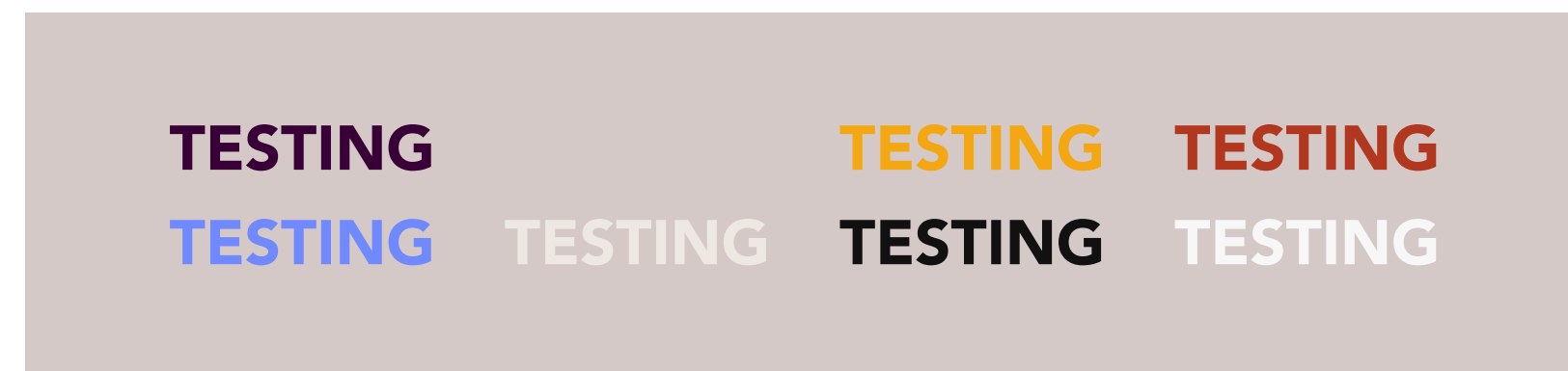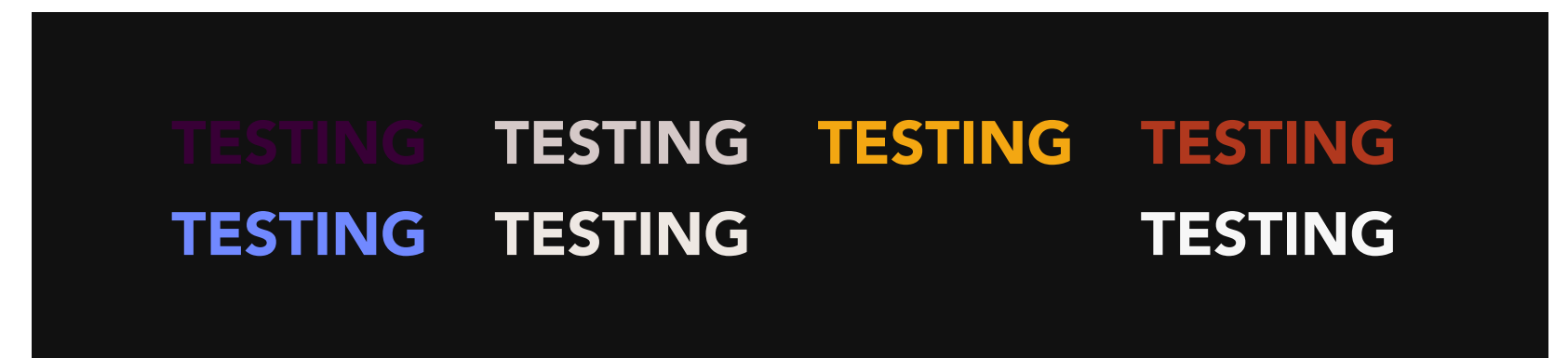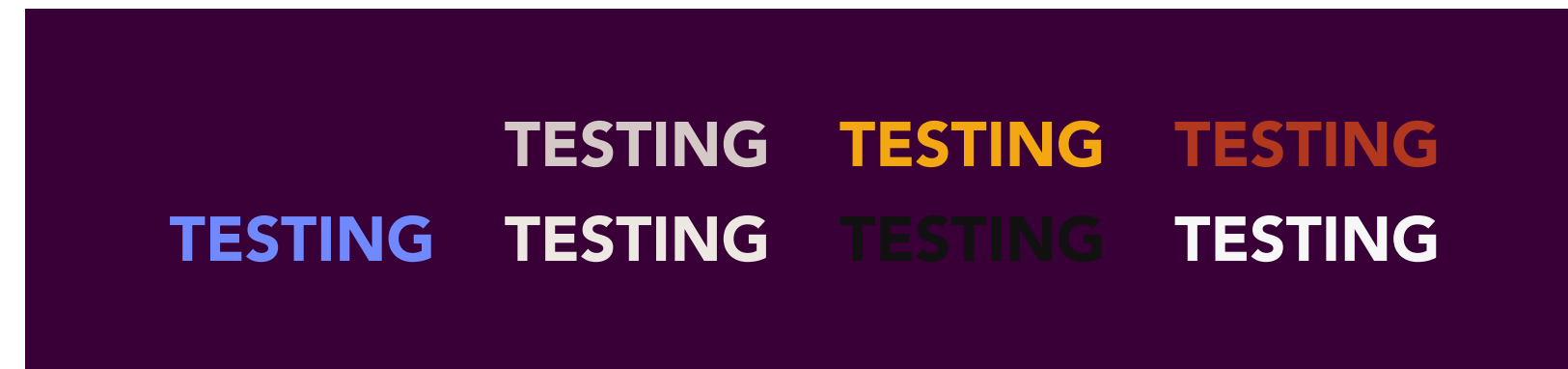Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Additional Text & Color Combinations

This is a collection of all possible color combinations. Please be aware that while colors for typography should be A11y compliant, colors for graphics do not necessarily need to follow these rules.

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TESTING **TESTING** **TESTING** **TESTING**

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TESTING **TESTING** **TESTING**

06
Typography

HEADLINE

Red Hat Display Regular/Light

ALTERNATE HEADLINE

RED HAT DISPLAY EXTRABOLD

BODY

Rubik Regular

We are Beirne Wealth Consulting and we boldly build legacies.

WE ENVISION A MORE SECURE FUTURE FOR ALL.

We see the passing and erosion of time as a sense of urgency – a challenge to do something enduring and memorable, and to use every moment and all our expertise to create action-oriented impact and growth. We see this as our opportunity to actively defy inevitability; to shape futures with financial fortitude; to be bold legacy-builders.

Headlines

Main headlines can be altered with variations in the font to put more visual emphasis on the language. This should be done sparingly.

Ideally, Light/Regular should be mixed with Extrabold/Black. Italic variations can be included to add more emphasis and visual interest.

Headlines are that written to be **impactful** should be created using ***UPPERCASE.***

Headlines that are written to be more **informational** should be created using ***SENTENCE CASE.***

IMPACTFUL

WE ARE BEIRNE WEALTH CONSULTING AND ***WE BOLDLY BUILD LEGACIES.***

WE ARE BEIRNE WEALTH CONSULTING AND **WE BOLDLY BUILD LEGACIES.**

INFORMATIONAL

Beirne offers peerless investment options and the unprecedented acumen our partners need to forge financial legacies.

Alternate Headlines

Alternate headlines can be used to create visual hierarchy in places where multiple headlines are needed, especially if there is a lot of copy/the copy needs to be visually broken up in an appealing way. Alternate headlines should always be smaller than the primary display headlines.

OUR GUIDING PRINCIPLES

COMMITMENT

As a fiduciary, we are committed to you. We unwaveringly put your interests ahead of our own to achieve your goals.

ACCOUNTABILITY

We strive to create portfolios and financial strategies that not only help you succeed, but inspire new visions of what your future will be.

TRANSPARENCY

From a clear understanding of our recommendations to full disclosure of our fees, our cause is to be upfront and honest with you.

OUR GUIDING PRINCIPLES

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COMMITMENT

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Using Rubik

Beyond being the primary body copy font, Rubik has a number of styles that can be used effectively in places where information needs to stand alone, but doesn't require a headline style.

Some of these examples can include the headers and footers in this document, so that they don't compete with the main and alternate headlines—these should not compete with or blend into the size of the body copy. Either make them slightly bigger, or slightly smaller.

Other examples can include navigational links on a website, captioned information on an advertisement, or additional legal information.

When calling out text in a paragraphy, make it stand out using a Black Italic style.

REGULAR BODY COPY

Beyond being the ***primary body copy font,*** Rubik has a number of styles that can be used effectively in places where information needs to stand alone, but doesn't require a headline style.

Some of these examples can include the headers and footers in this document, so that they don't compete with the main and alternate headlines, while other examples can include navigational links on a website, captioned information on an advertisement, or additional legal information.

CAPTION

Beyond being the primary body copy font, Rubik has a number of styles that can be used effectively in places where information needs to stand alone, but doesn't require a headline style.

Some of these examples can include the headers and footers in this document, so that they don't compete with the main and alternate headlines, while other examples can include navigational links on a website, captioned information on an advertisement, or additional legal information.

INFORMATIONAL FOOTER

LINKS IN A NAVIGATION BAR

beirne.　　　　About　　Services　　Updates　　Contact　　Client Login

07
Creative Elements

The Dot

The dot at the end of the logo can be used as a graphic element to highlight, call attention to, or simply color block assets.

The dot can also be reversed into a stroke and used to create repeating patterns.

The dot should only be used in its native horizontal format, and should not be rotated sideways.

WE **BOLDLY** BUILD LEGACIES

beirne.

Constant erosion. We see it, but that doesn't mean we abide by it. While many succumb, we stand resolute, full of tenacity and grit. We question inevitability. We challenge inexorability. We defy eventualities.

beirne.

The Square

The square represents Beirne's strong foundation. The square, like the dot, can also be used as a highlighting element, but should mainly be used to color block.
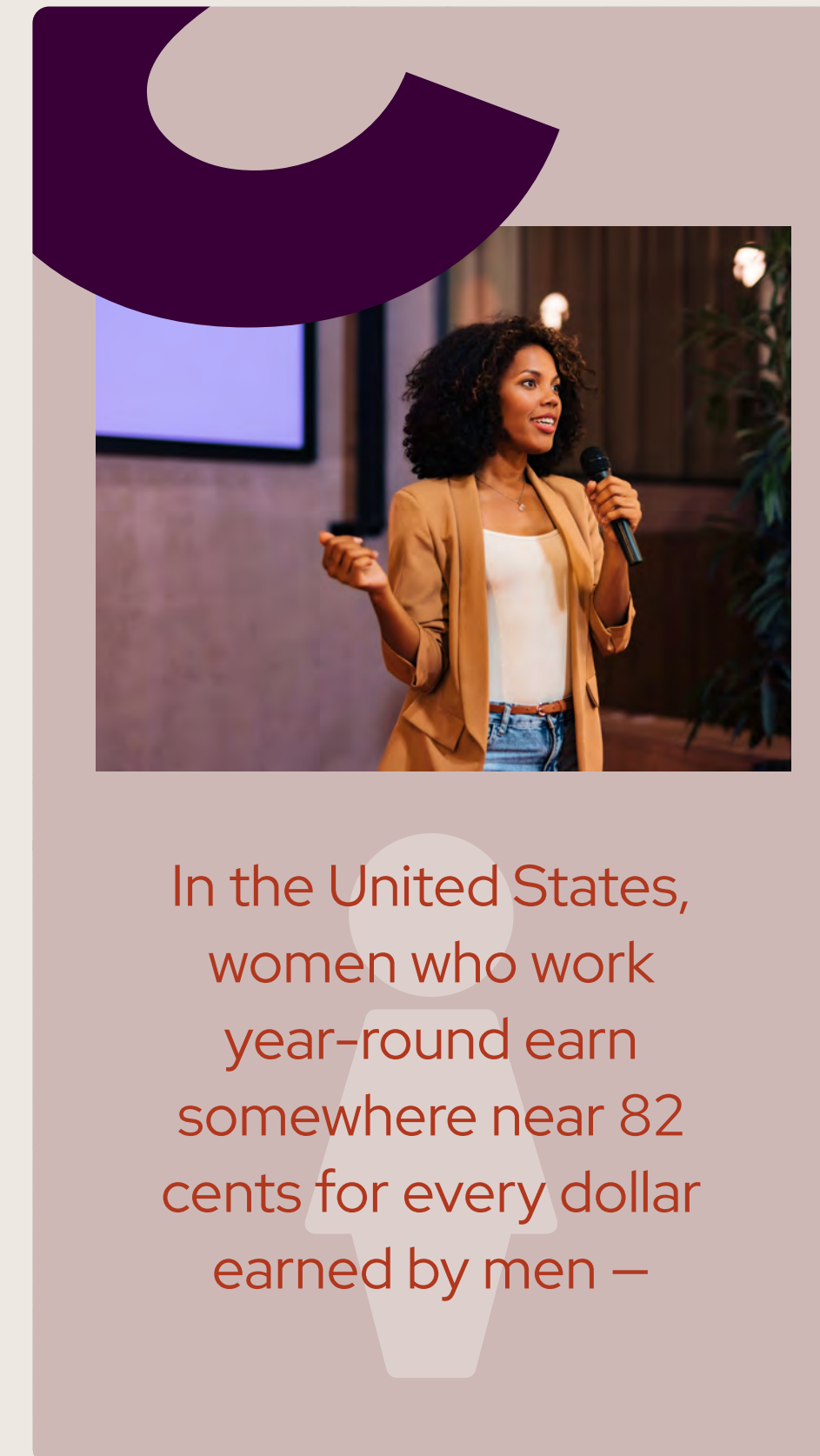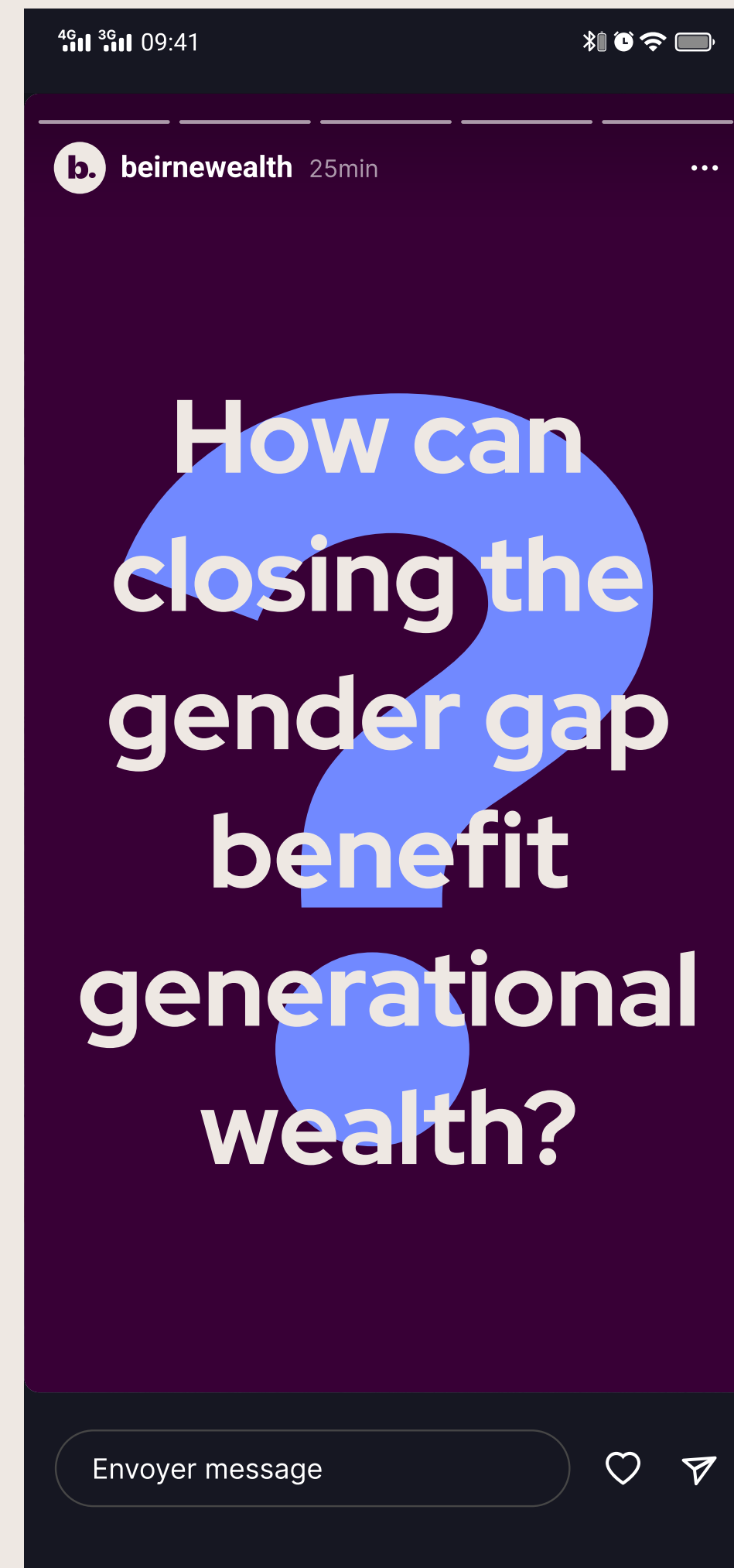
The square element should not be used as an outline element, or in any consistent repeating patterns.

WE DIDN'T GET HERE BY PLAYING IT *SAFE*
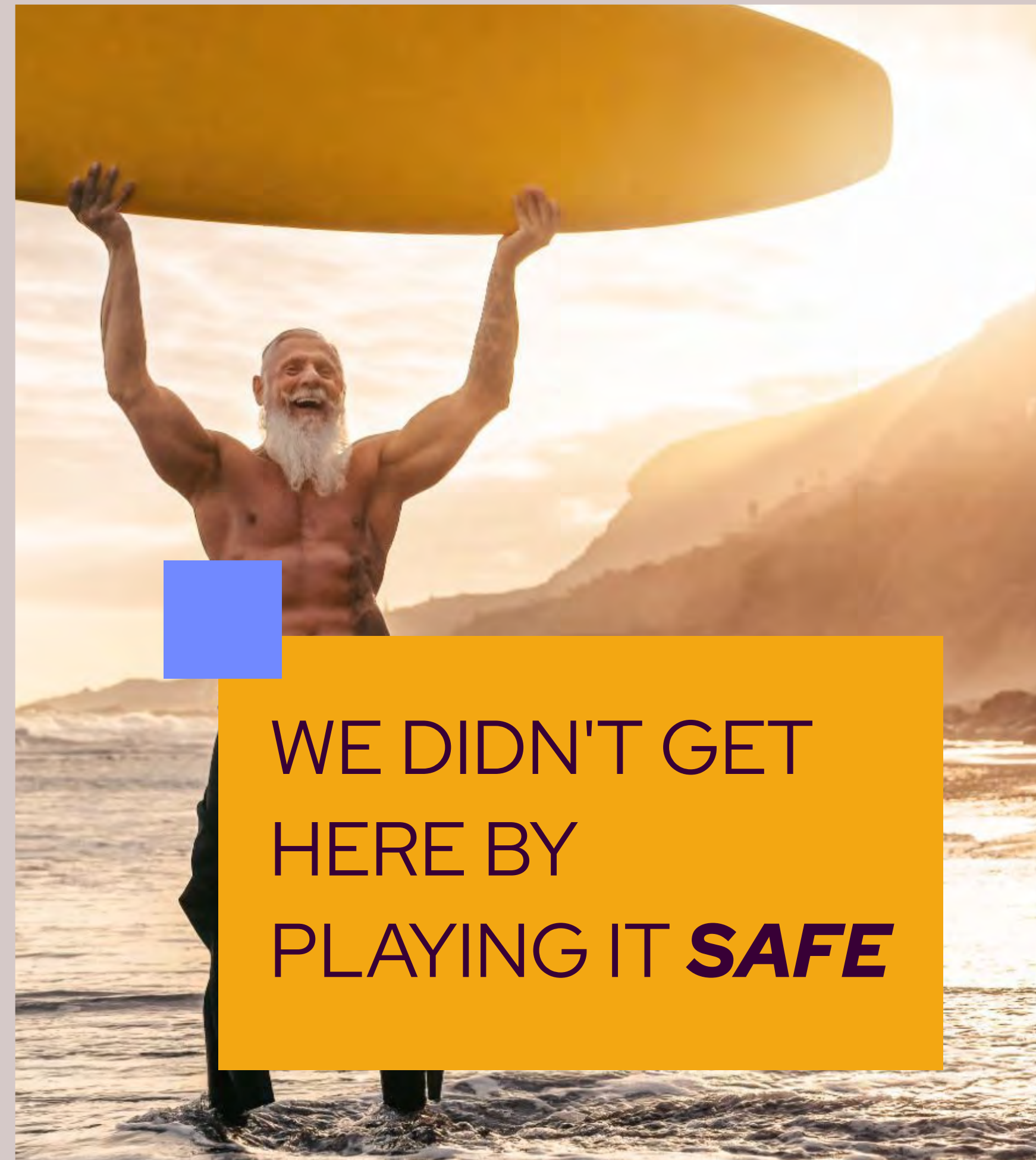
OUR MISSION **IS TO DEFINE THE FUTURE OF FINANCIAL SUCCESS BY CREATING** *ENDURING, UNDYING LEGACIES* **FOR OUR CLIENTS.**

Graphic Elements

Graphic elements can be created from the typography or from flat colored visual icons that relate to the copy to add more visual interest and engagement. This treatment is best used for social media.


beirnewealth 25min

How can closing the gender gap benefit generational wealth?

Envoyer message

In the United States, women who work year-round earn somewhere near 82 cents for every dollar earned by men —

—but they only own about 32 cents for every dollar of wealth owned by their male counterparts.
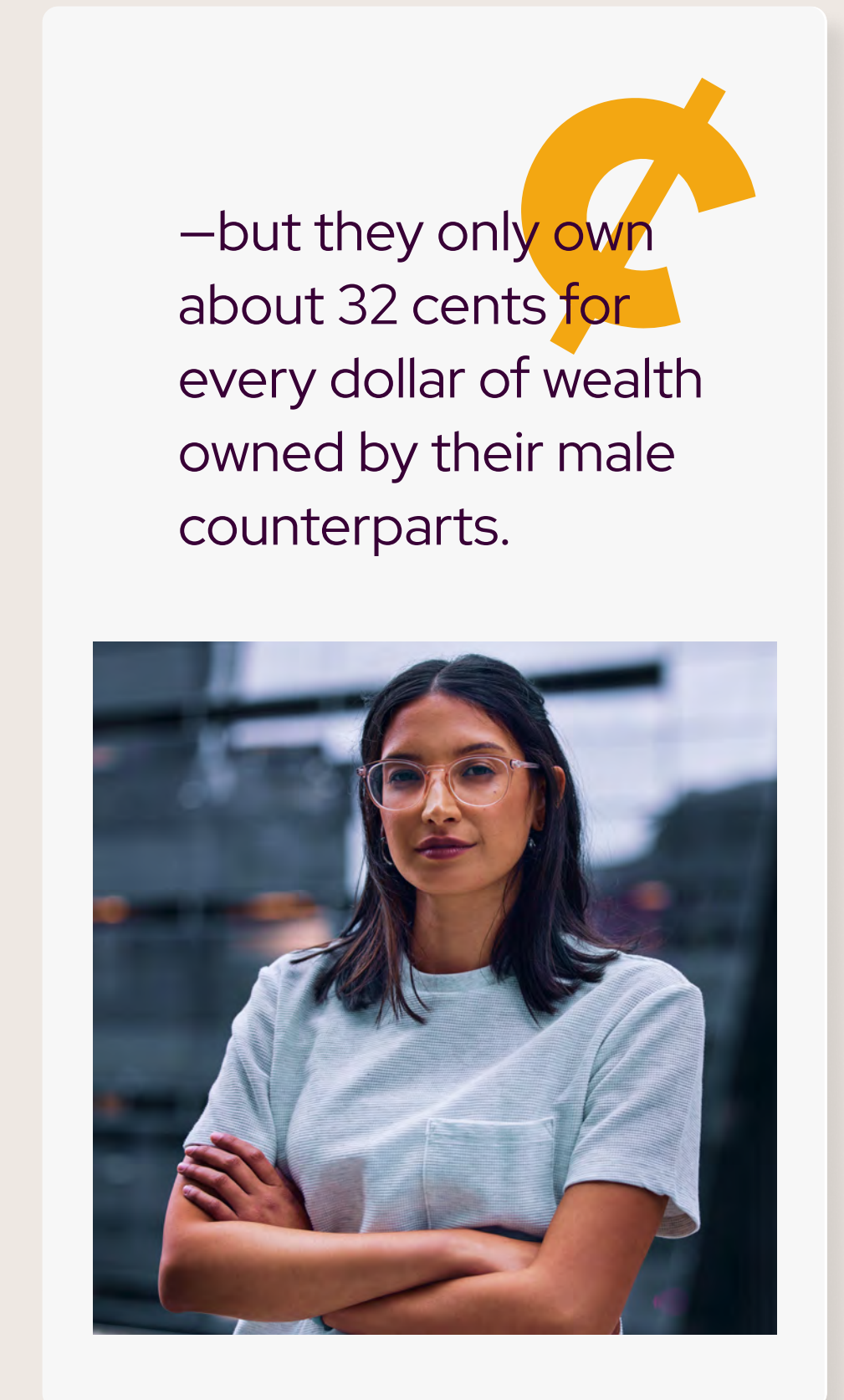
Logomark as a Graphic Element

The logomark can be used as a graphic element to pull the branding through various designs, such as a lowered opacity outline graphic to add texture to a plain background, as a stamp, in place of the primary logo if the primary has been used already, or in the place of page numbers.

While this treatment can be bold or muted, it should be used sparingly or with intention across multi-page documents.
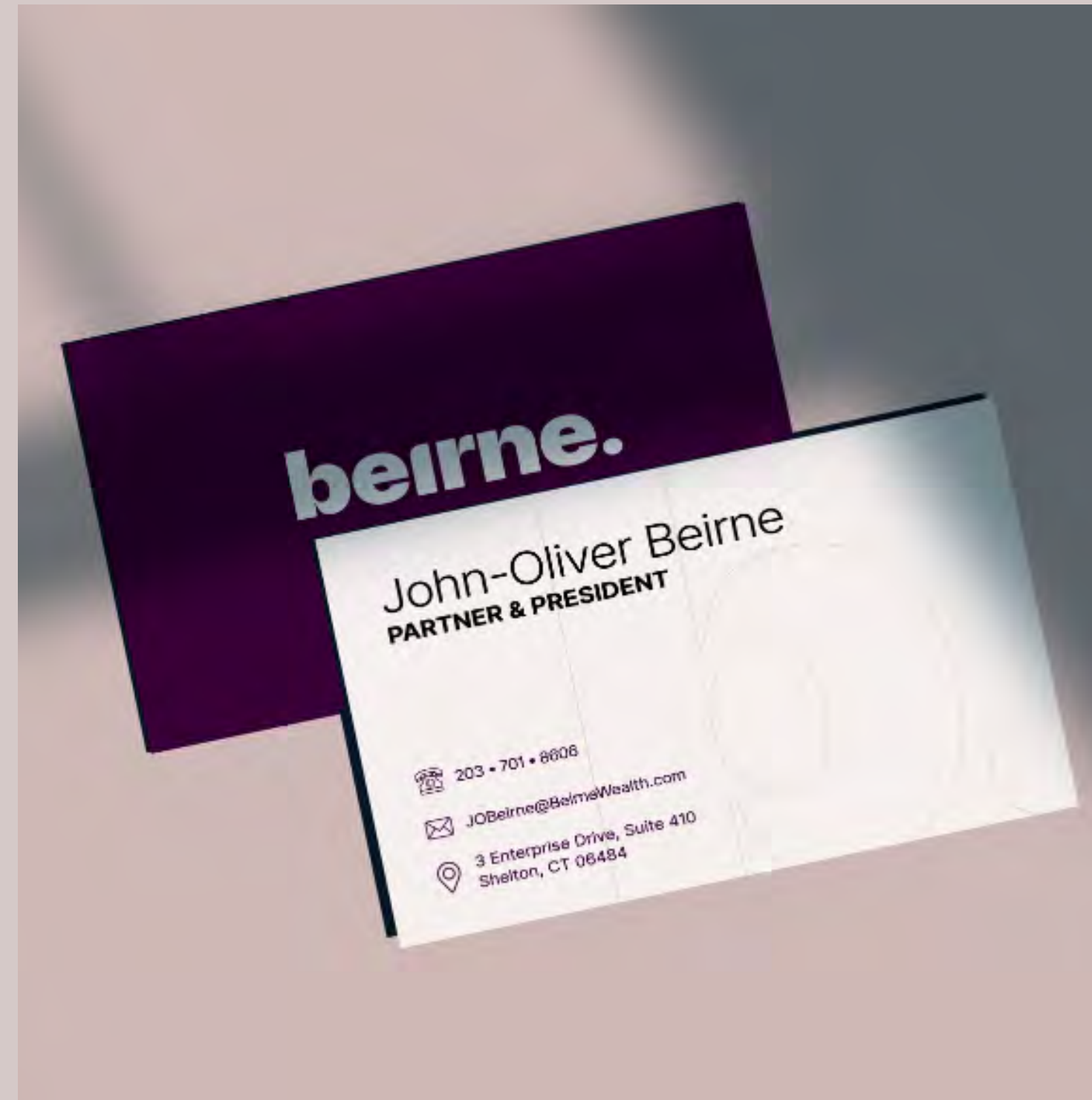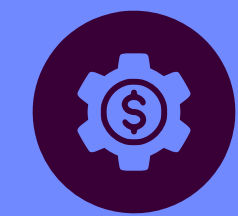
Creative Samples
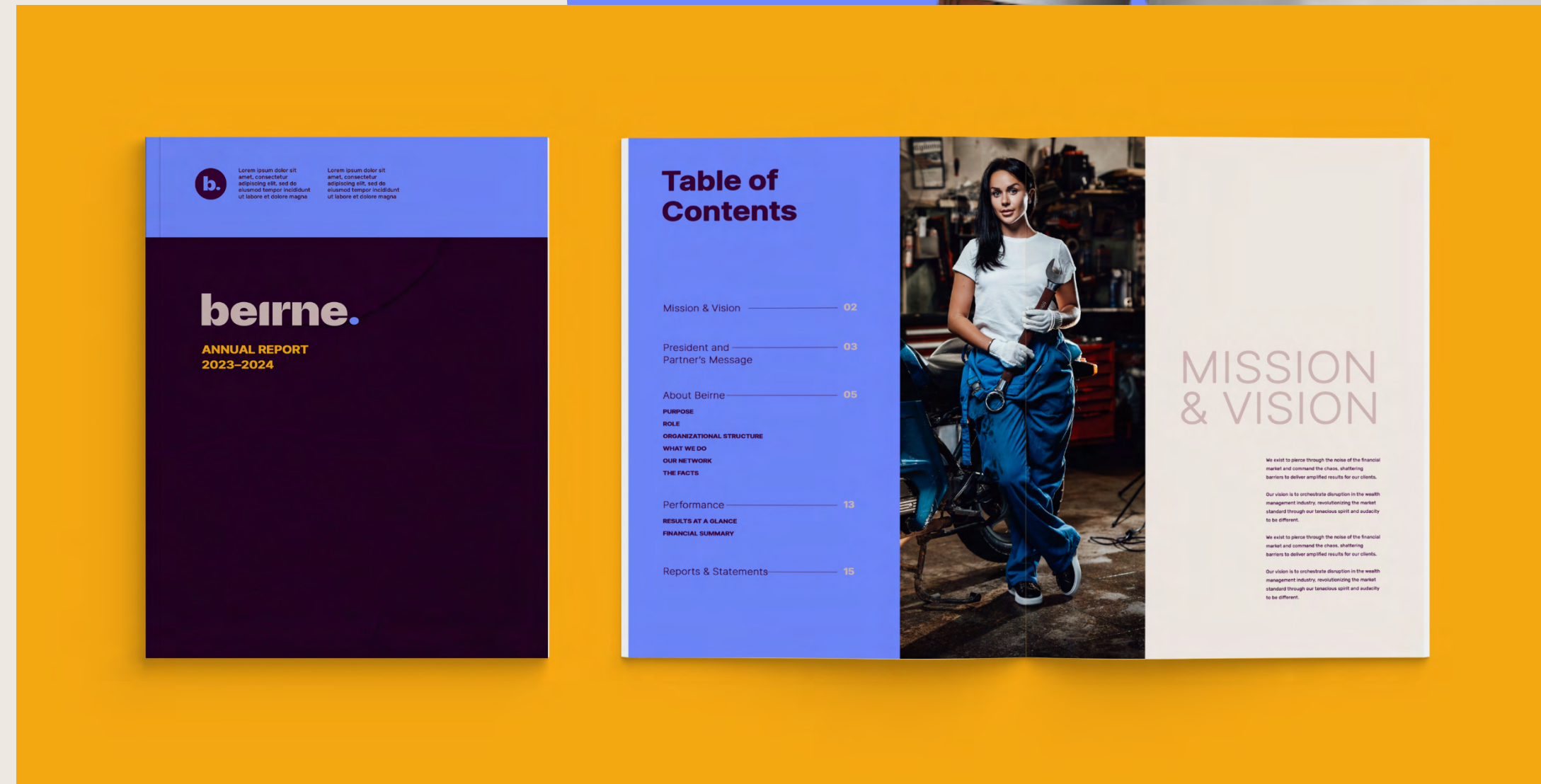
Creative Samples

Iconography

All icons should be in an solid color style. While any color can be used for icons, the color should be complimented by the surrounding colors.

08
Photography

Imagery

Whether through stock or captured photography, images should be people focused. Beirne prides itself in working with people from all walks of life. A diversity of gender identity, age, race, and socio-economic level should be showcased, as long as they are appropriate for the audience. People do not need to be shown overly happy, but rather confident and determined. Bold colors and increased saturation should be used to mimic the bold colors of the Beirne brand.

Focus on using genuine, candid moments, photos that reflect the audience, and backgrounds that put the focus on people.

An exception can include showing people within their place of business, highlighting the work or craft they do.
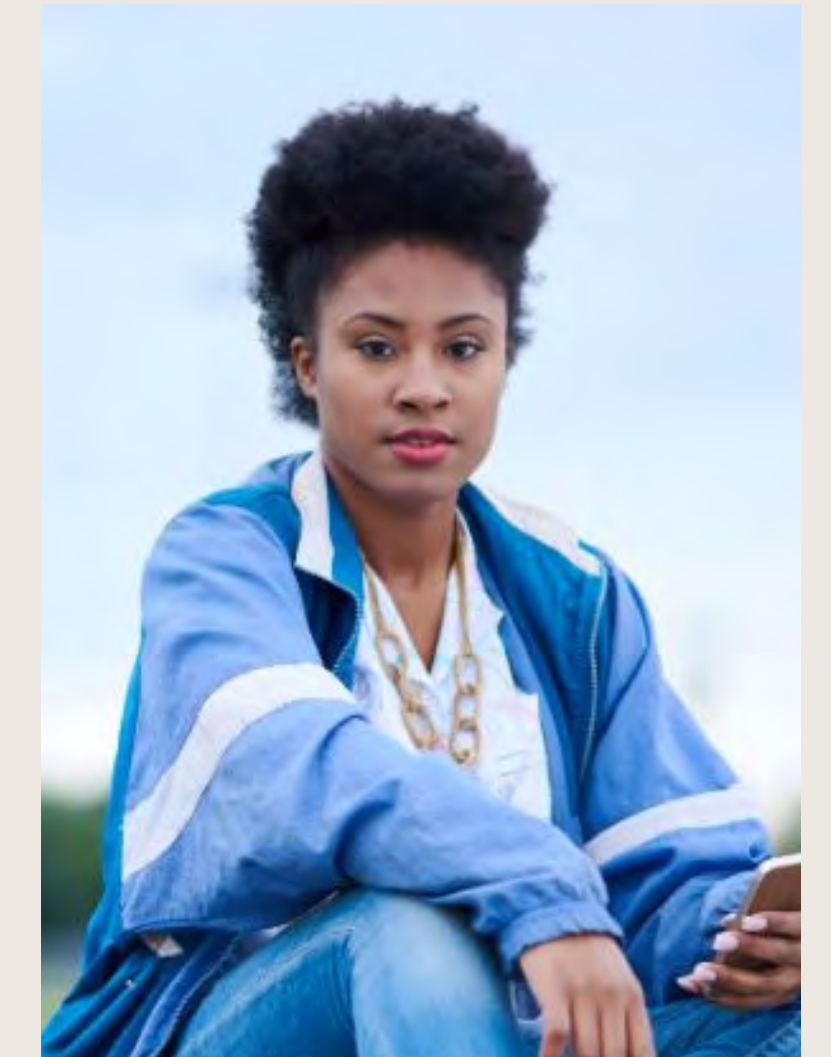
Image Treatments

As a secondary treatment, images can be gradient mapped in Photoshop with either Amethyst, Jasper, or Agate.

Darker shades of these colors may be introduced to create more depth. Do not go beyond 30%, as this might make the image look muddied and not as saturated.

Lighter tints can be used to create textured treatments where text is used.

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