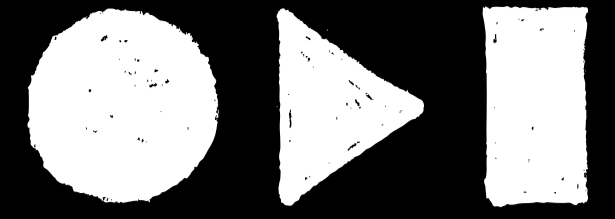
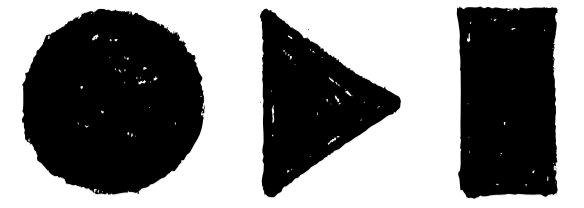


# Office of Omar

## Brand direction for Five Oceans





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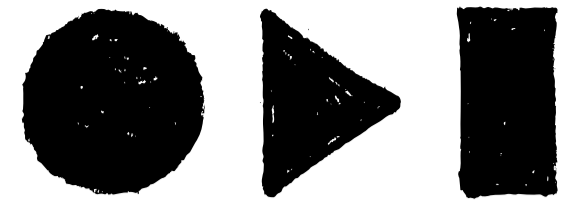
Brand promise

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# Introduction and overview

## **Purpose**

This direction outlines the brand identity, voice and visual elements of Five Oceans. They serve as a comprehensive reference for maintaining brand consistency across all touchpoints. Use this document to understand the company's values, communication style, and visual identity.

## **Brand story**

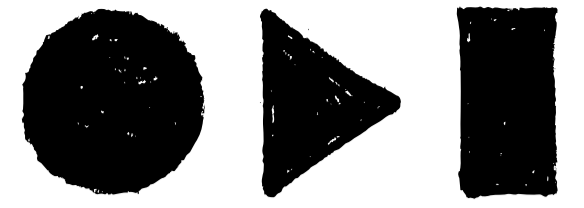
Five Oceans is a family-run investment office rooted in legacy, trust, and entrepreneurial spirit. As the oldest of five, Anna embodies the role of protector and custodian, guiding the company to build wealth collaboratively. The brand prioritises sincerity, competence, and sophistication, aiming to create a timeless identity that resonates with both traditional and modern sensibilities.

## **Positioning statement**

*"We build wealth together by combining investment expertise with innovative leadership and ideas. More than just numbers on a spreadsheet, we foster long-term partnerships based on trust, collaboration and mutual growth."*

## **Tone of voice**

The brand voice is professional, approachable, and authoritative. Communication should be confident, sincere, and rooted in the family ethos of legacy and partnership.



# Brand promise

Five Oceans commits to growing wealth responsibly while fostering strong, personal relationships with clients and collaborators. The brand strives to be seen as a protector and strategic partner in building long-term value.

## Core values

- **Legacy:** Building lasting wealth and business relationships.
- **Trust:** Maintaining transparency and reliability.
- **Entrepreneurial Spirit:** Encouraging innovation while respecting tradition.
- **Equality:** Treating all collaborators as part of an extended family.
- **Sincerity:** Upholding honesty and authenticity in every interaction.

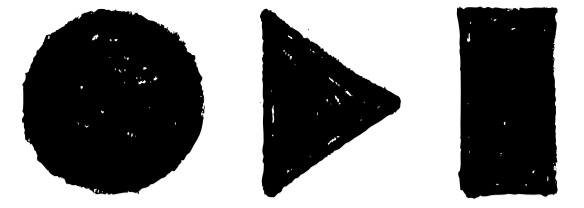
## Brand personality

- **Sincere:** Genuine, honest and straightforward.
- **Competent:** Reliable, knowledgeable and professional.
- **Sophisticated:** Elegant, polished and timeless.

## Target audience

Five Oceans primarily serves entrepreneurs and financiers seeking long-term investment partnerships.

These individuals value trust, tradition, and a collaborative approach to wealth building.



# Verbal identity

## **Tone & style**

Maintain a balance of formality and warmth. Prioritise clear, respectful language that reflects the brand's professionalism.

## **Grammar & phrasing rules**

Use inclusive and empowering language. Avoid overly technical jargon.

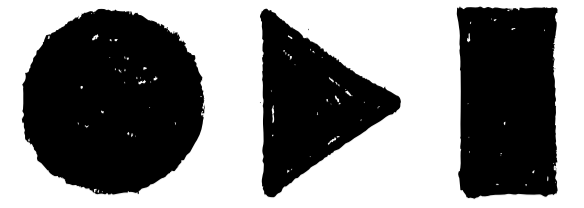
## **Copywriting direction**

Headlines should be bold and confident. Calls to action should invite collaboration, e.g.,

*“Let’s Build Something Together.”*

## **Common phrases & taglines**

- Protect + Create
- Let’s Grow Together



# Communication direction

## Digital and social media

Our digital presence should communicate responsibility, guardianship, and global vision. Use storytelling to bring warmth to the world of finance, reinforcing that "the numbers on the spreadsheet only tell half the journey." Share stories of partnership, growth, and long-term value.

Use consistent language that mirrors the values of family and trust.

Showcase timelessness through modern heraldry, maritime metaphors (e.g., waves, ships, compasses), and family symbolism.

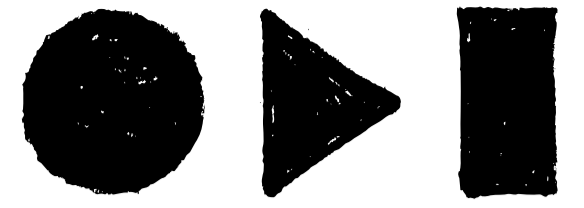
## Suggested phrasing

*"Steering a ship together toward legacy."*

*"Welcoming you into our extended family."*

*"From port to partnership, we chart a course for generational growth."*

*"A family wealth management office guiding the next generation of success stories."*



# Communication direction

## Client communications

Client communication should be empathetic, measured, and consultative.

Presentations and reports should be both polished and personal.

### Aim for

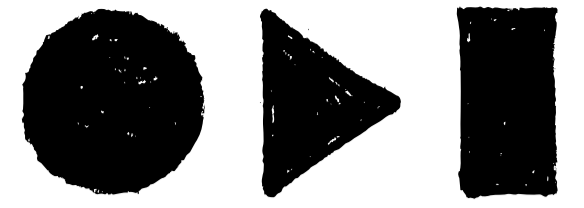
- Clarity with warmth.
- Simplicity with confidence.
- Professionalism without rigidity.

### Signature tone

“We’ll treat your business with the trust and respect it deserves.”

### Use touchpoints to reaffirm

*"We know the ropes. Let's grow together."*



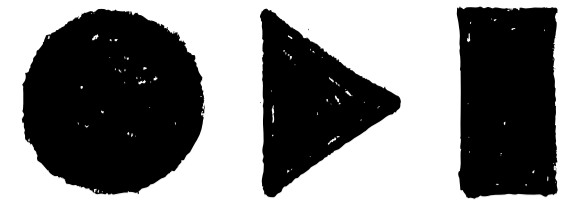
# Visual identity

**Logo usage**

Our wordmark

A dominant and robust  
typographical signature.

# FIVE OCEANS



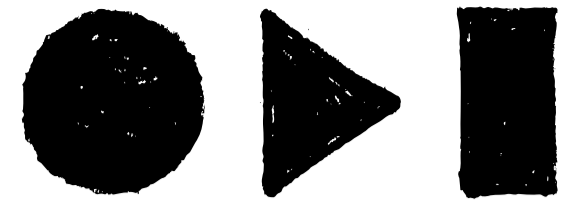
# Visual identity

**Logo usage**

Our tagline

A memorable summation  
of our positioning.

**FIVE OCEANS**  
FURTHER TOGETHER



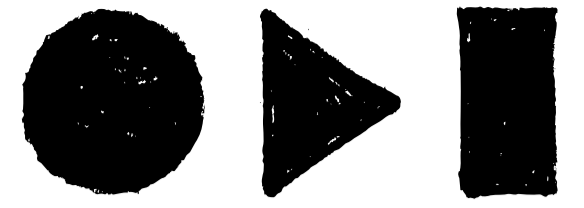
# Visual identity

Logo usage

Alternate tagline

**FIVE OCEANS**

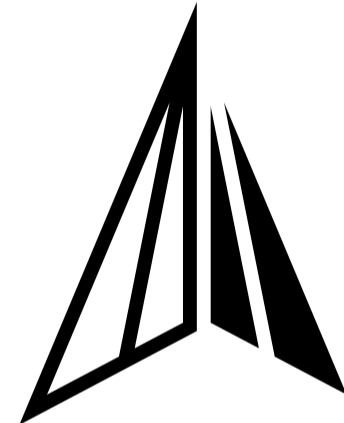
F A M I L Y   O F F I C E



# Visual identity

**Logo usage**

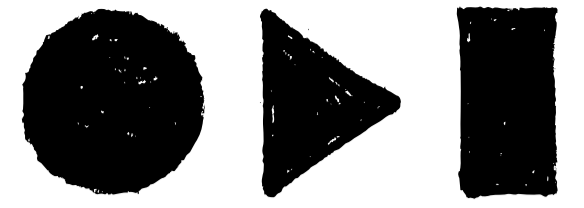
Our symbol



## **The compass point**

Themes of:

- Direction & guidance
- Exploration & adventure
- Stability & navigation
- Freedom & independence



# Visual identity

## Typography

An elegant serif headline font paired with a modern sans-serif typeface set for extended narrative.

### For headlines

*Roboto Serif Light*

We know  
the ropes.  
Let's grow  
together.

### For extended narrative

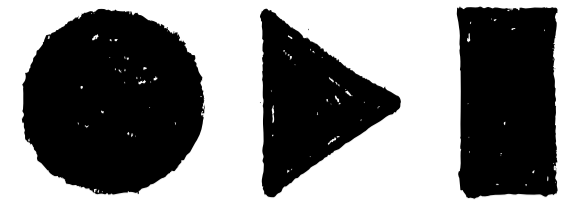
*Schibsted Grotesk  
Regular, Italic, Bold &  
Bold Italic*

**Aliquam fringilla sagittis neque, nec  
consequat purus.**

Aenean tincidunt porttitor sagittis. Sed ornare hendrerit sapien et condimentum. Maecenas interdum leo velit, non placerat nisi varius nec. Maecenas sit amet arcu ultrices, sodales mi id, accumsan ante. Quisque aliquam lectus quis sollicitudin consequat.

*Vivamus dictum, urna eu auctor  
accumsan, dui turpis feugiat ante, lacinia  
pharetra velit urna a dolor.*

**—Etiam Erat Arcu**



# Visual identity

## Colour palette

A harmonious set  
of traditional and  
timeless hues.

**#000034**

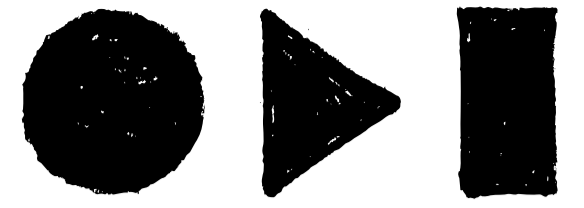
Navy

**#9A8555**

Gold

**#F9EFDC**

Cream



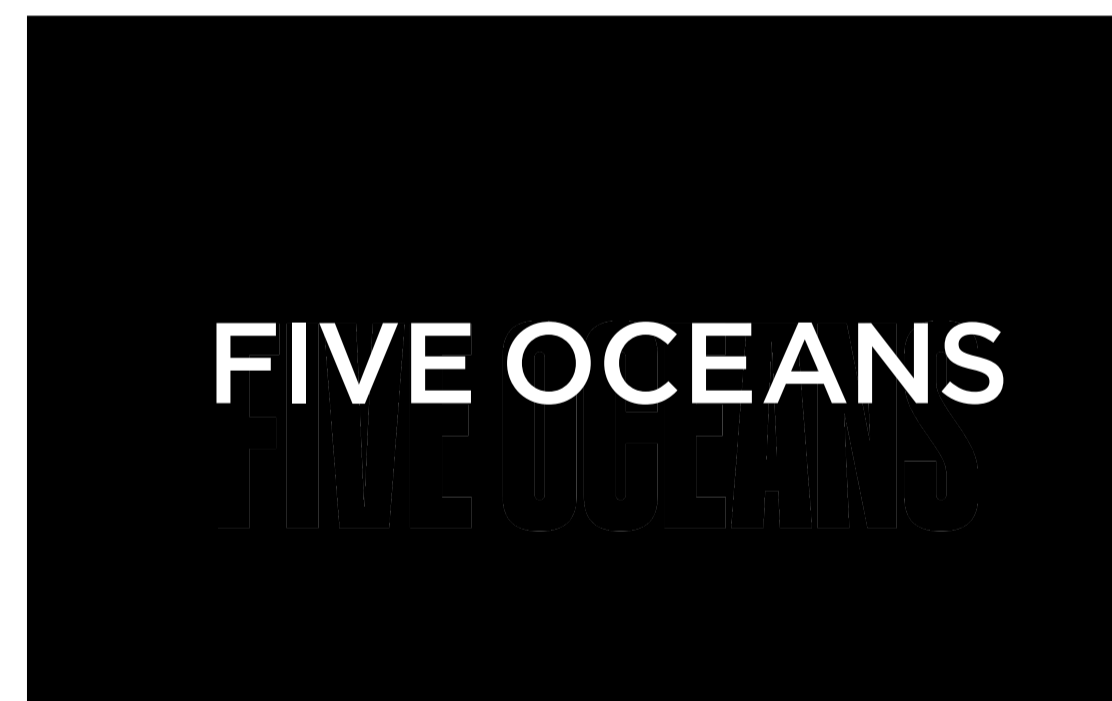
# Visual identity

## Approved wordmark colour combinations

Black on White



White on Black



Navy on Cream

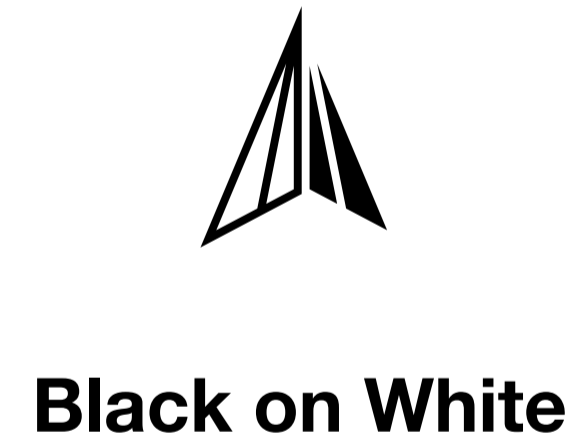
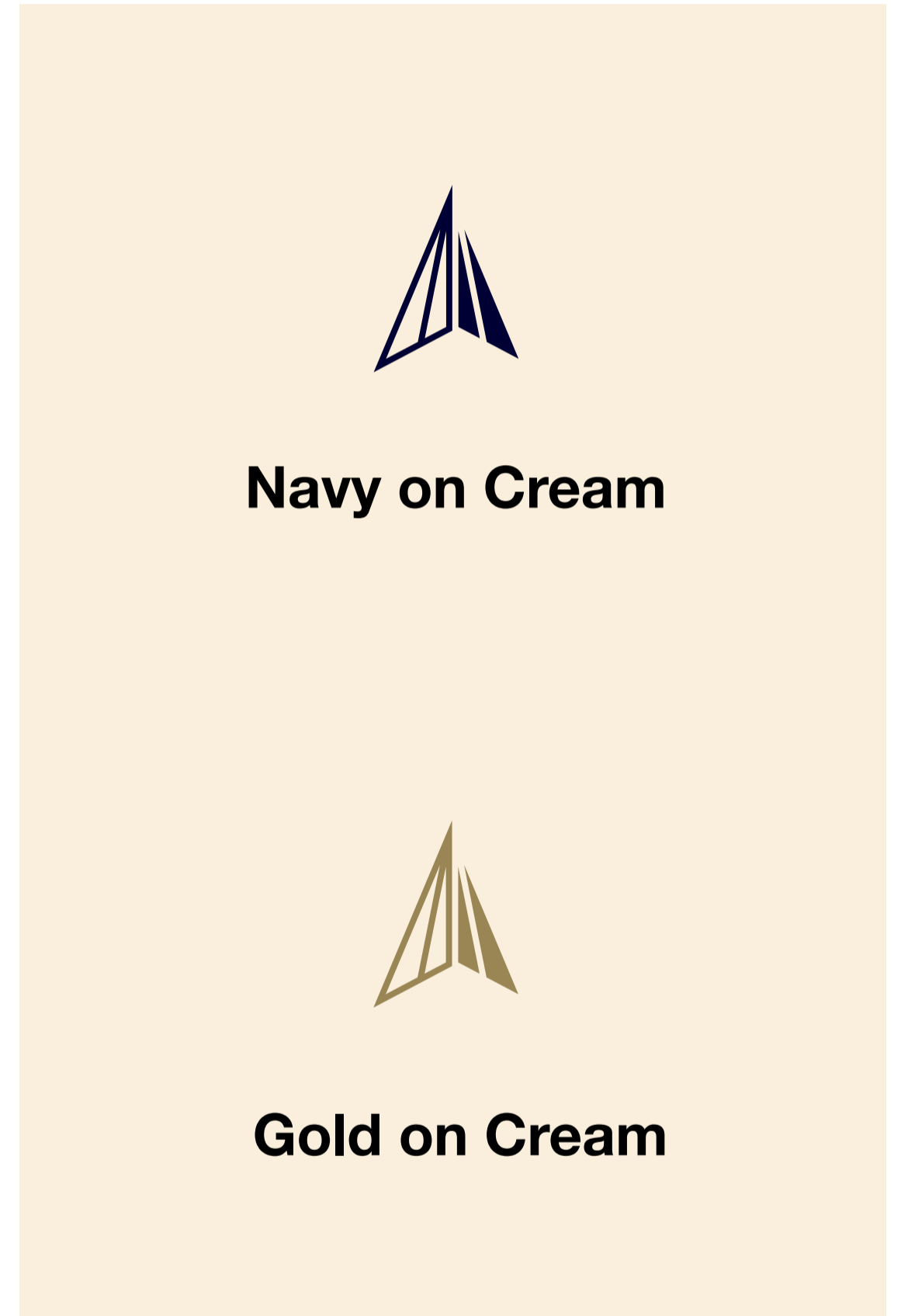
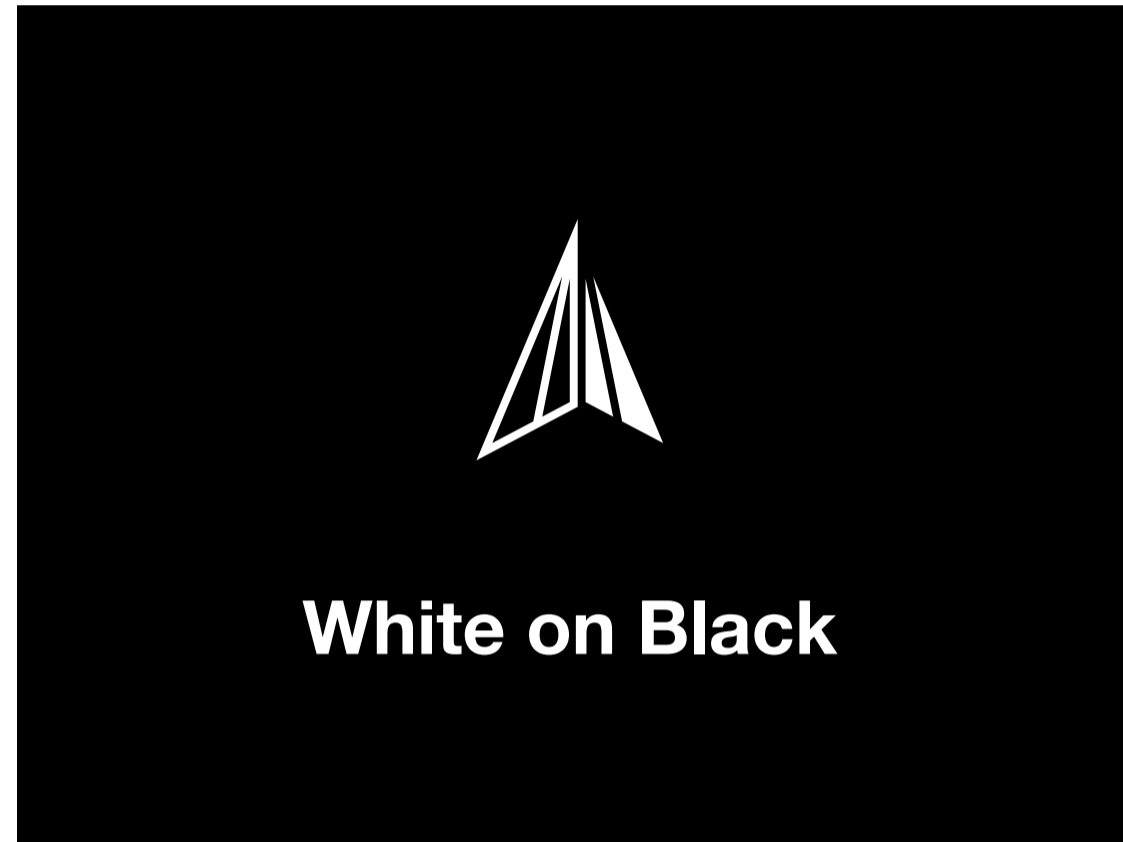
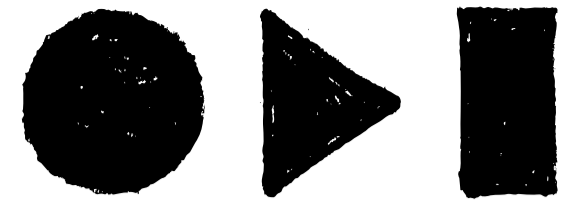


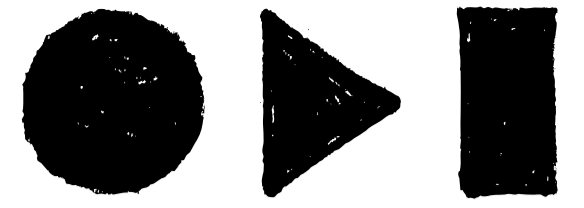
Cream on Navy



# Visual identity

## Approved symbol colour combinations





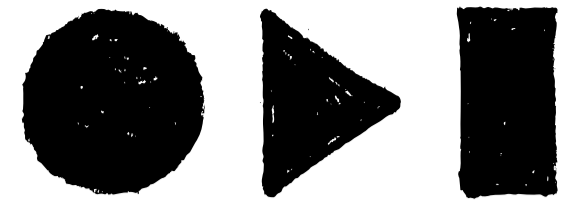
# Visual identity

Approved wordmark  
lock-ups and colourways

*White on black*

**FIVE OCEANS**

**FIVE OCEANS**  
FURTHER TOGETHER



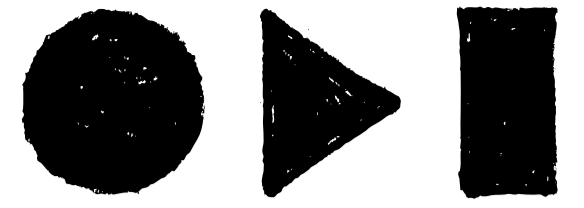
# Visual identity

Approved wordmark  
lock-ups and colourways

*Navy on cream*

**FIVE OCEANS**

**FIVE OCEANS**  
FURTHER TOGETHER



# Visual identity

Approved wordmark  
lock-ups and colourways

*Cream on navy*

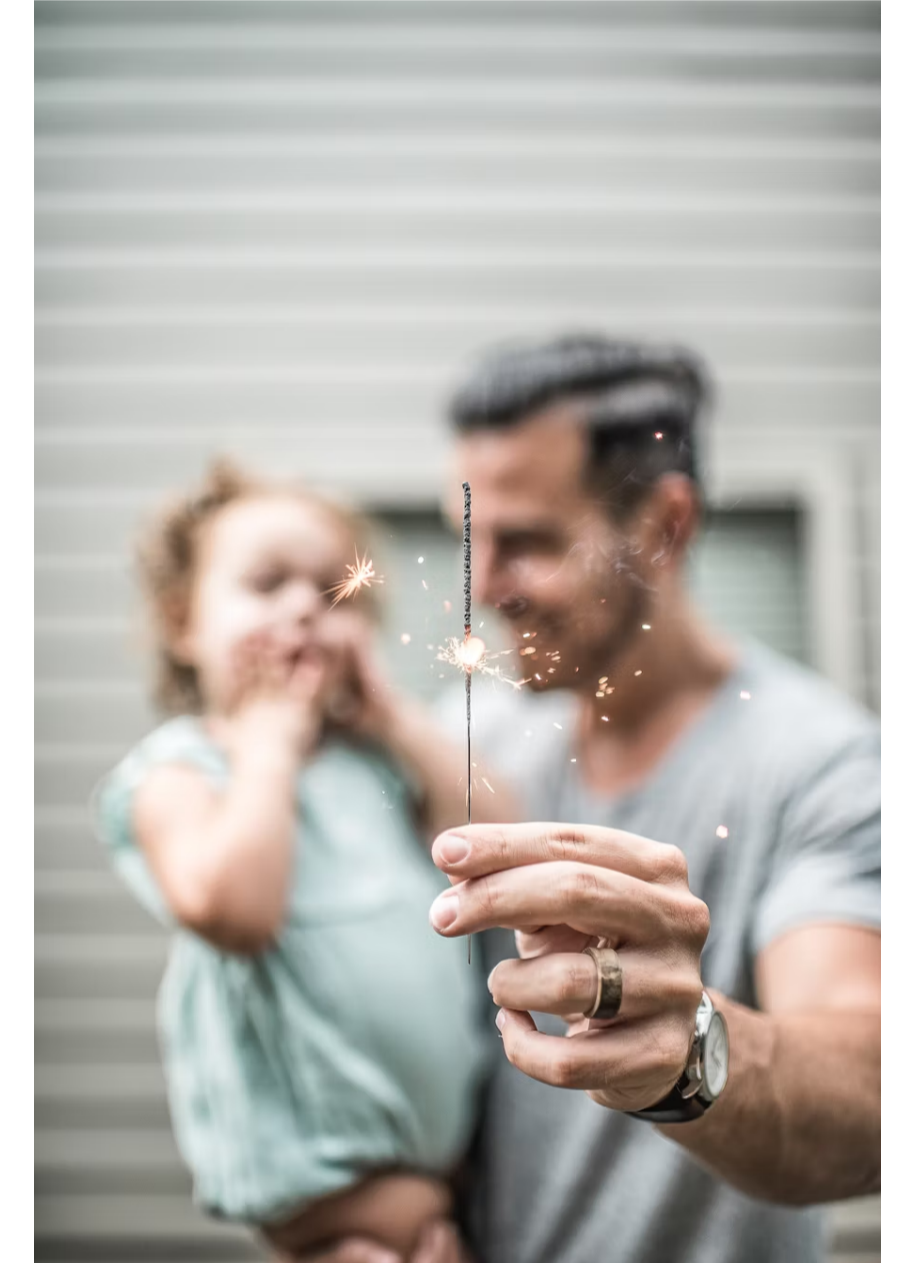
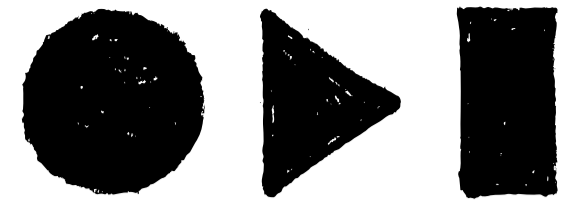
**FIVE OCEANS**

**FIVE OCEANS**  
FURTHER TOGETHER

# Visual identity

## Imagery Style

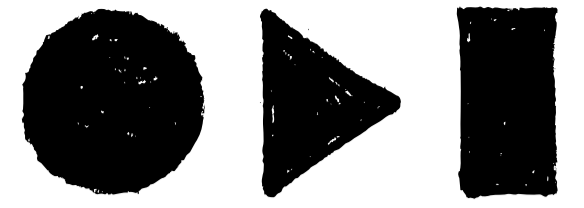
Authentic, confident, family-oriented visuals accented with nautical themes.



# Visual identity

## Design example

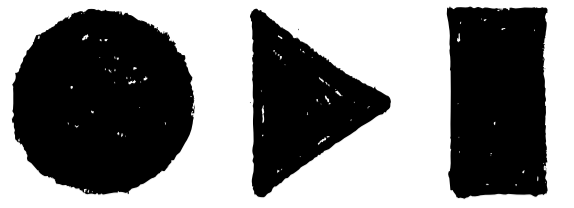
Business card

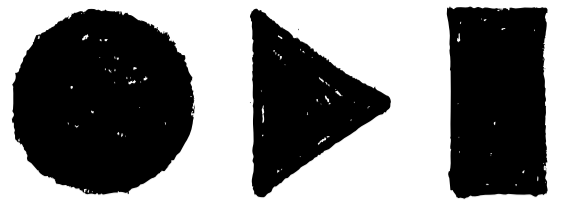


# Visual identity

## Design example

Business card





# Next steps

