

2026

FIVE CRAFTS
BRANDBOOK

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Brand Book Purpose

01

Clear definition of the core strategic aspects of the Five Crafts brand

02

Structure, content, and definition of additional elements

Brand Book Structure

Brand Strategy

Brand manifesto, territory, audience, archetype, tone of voice, values

01

Brand Properties

Logo system, color palette, typography

02

Visual World

Visual language, imagery, and applications of Five Crafts

03

01

Brand Strategy



Brand Manifesto

“

With us, projects don't end in presentations. We focus on work that has real impact and we see it through to the end. We take responsibility and deliver results. We understand that every project is different, so we speak our clients' language and help them make sense of complex regulations and requirements. We don't sell promises, we're the ones you can rely on.

”

Brand Territory

“

*We operate at the intersection of
business, regulation, and delivery
where complex projects turn into reality.*

”

Target Audience

Who

Growing fintech companies, startups, and scaleups that need to design and deliver complex projects in regulated environments.

Why

They have to deliver.

They operate in complex environments that are difficult to navigate.

They need a partner who sees things through.

Brand Archetype

Sage & Guide

We combine deep expertise with a pragmatic, hands-on approach.

Expert & Experienced

We combine deep expertise with a pragmatic, hands-on approach.

Adaptive & Reliable

We adjust to each client and environment while staying consistent in our commitment.

Pragmatic & Outcome-Driven

We help clients navigate complexity and turn plans into real outcomes.

Clear & Human

We communicate openly, without jargon, and always with respect.

Tone of Voice

Factual · Practical · Human · Confident · Trustworthy

Confident & Natural

Grounded in real experience and practical know-how — without corporate distance.

Trust-Building

We build on trust, don't shy away from difficult topics.

Partner-Like

Five Crafts speaks like a partner: openly, clearly, and without unnecessary jargon.

Reality Over Impression

We always prioritize reality over impression — what matters is results.

Values

Trust

Trust is the result of how we work — consistently and with a focus on outcomes.

Responsibility

We take responsibility and see things through to completion.

Openness

We operate openly — so it's always clear what we do, why we do it, and where we're heading.

Effectivity

We focus on what truly matters — and see it through without unnecessary detours.

02

Brand Properties



Main Logo



FIVE CRAFTS

Vertical Logo

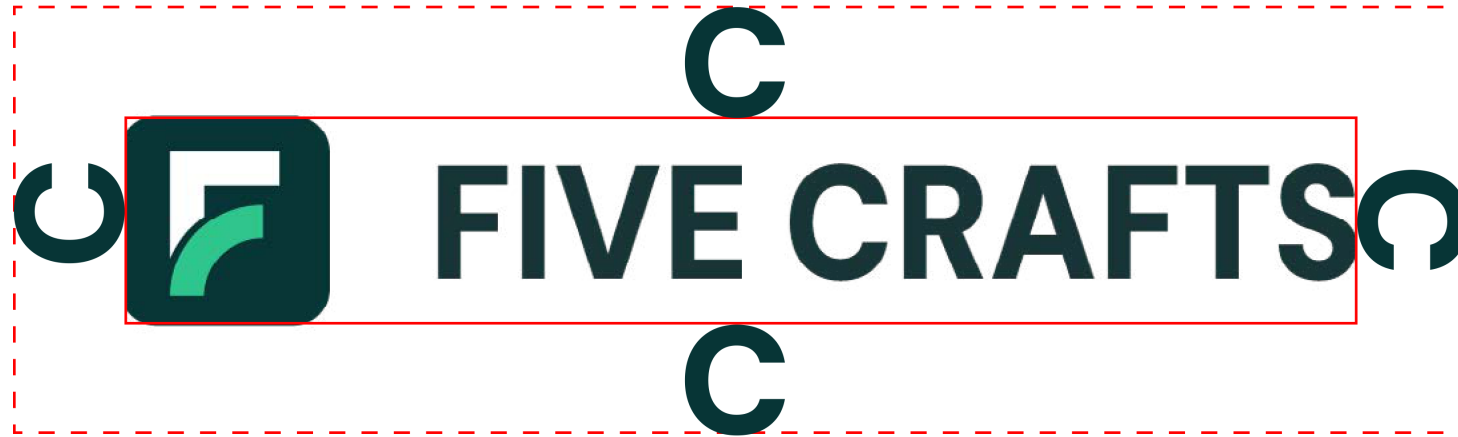


FIVE CRAFTS

Favicon



Safe Zone



Logo Usage

Always use the logo in its original form.

Do

- ✓ *Use in original form only*
- ✓ *Maintain safe zone clearance*
- ✓ *Use on clean backgrounds*
- ✓ *Use approved color variations only*

Don't

- ✗ *Do not rotate the logo*
- ✗ *Do not change logo colors*
- ✗ *Do not place on busy backgrounds*
- ✗ *Do not distort or stretch*

Brand Colors

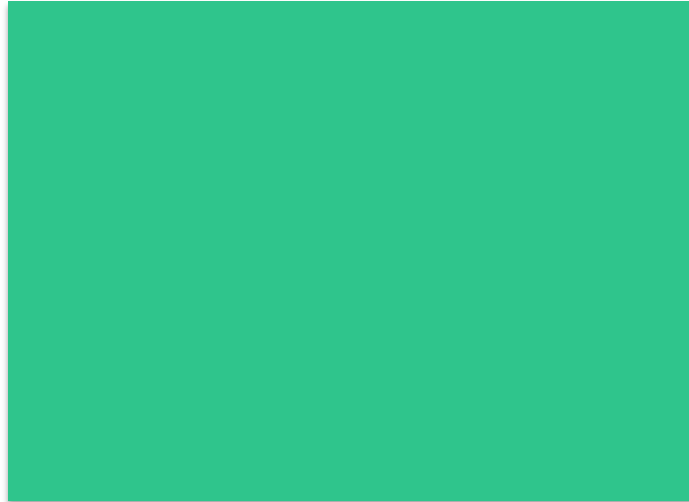


Navy

CMYK 87 | 2 | 0 | 79

RGB 7 | 53 | 54

HEX #073536



Vibrant Teal

CMYK 76 | 0 | 29 | 23

RGB 47 | 197 | 140

HEX #2FC58C



White

CMYK 0 | 0 | 0 | 0

RGB 255 | 255 | 255

HEX #FFFFFF

Typography

DM Sans

H1, H2 — Primary headings

AaBbCcDdEeFf
0123456789

Use consistent spacing
and hierarchy across all
applications.

Inter Light Italic

Body / common text

AaBbCcDdEeFf
0123456789

Use consistent spacing
and hierarchy across all
applications.

Inter Bold

Subheadings · Bolded text

AaBbCcDdEeFf
0123456789

Use consistent spacing
and hierarchy across all
applications.

02

Vizual World



Mockups

