

# Skybound Brand Identity

Skybound

“Little by little, one travels far.”

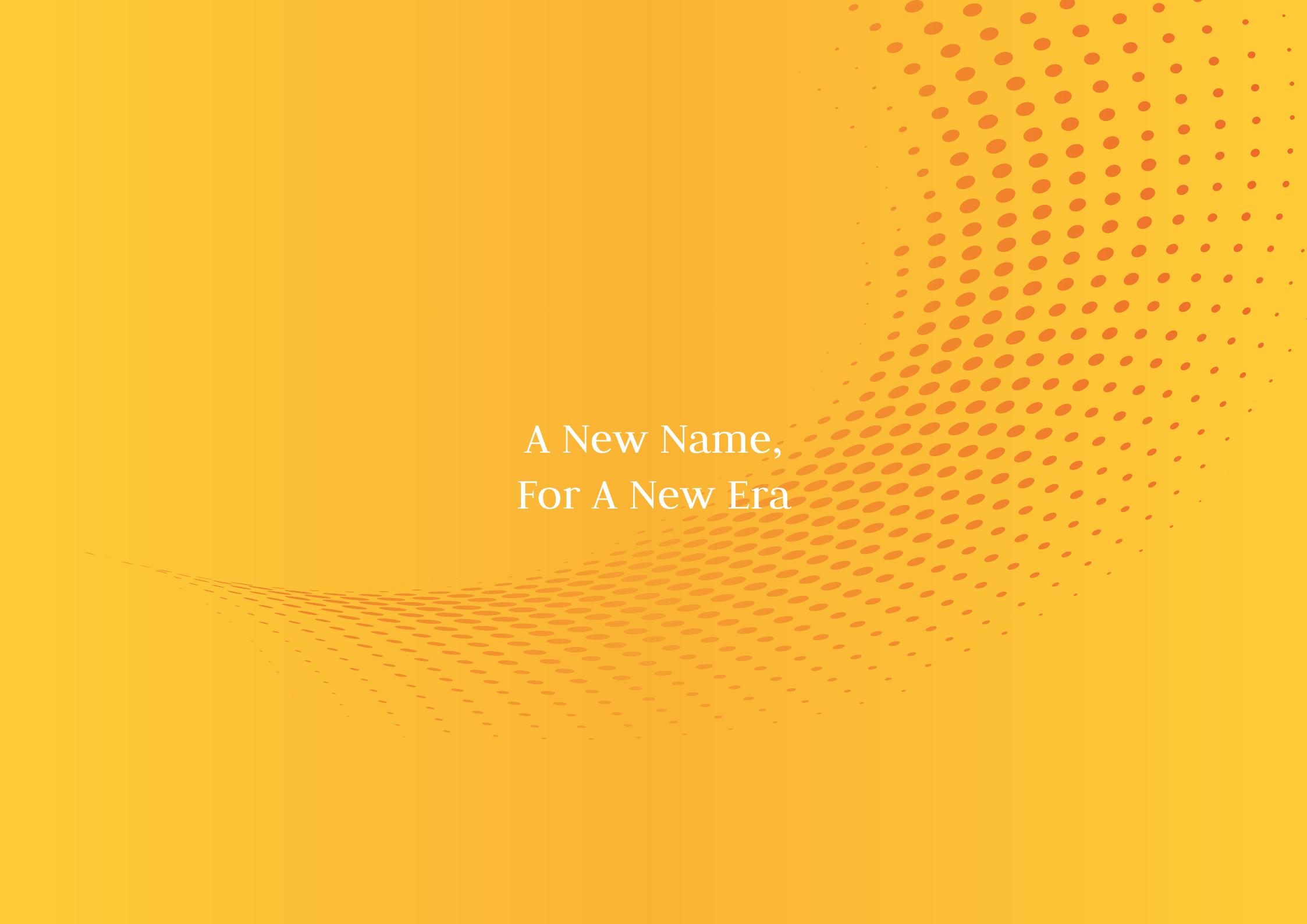








I N T R O D U C I N G



A New Name,  
For A New Era

# SKYBOUND

WEALTH MANAGEMENT



Planning For Your Tomorrow

....Changing the way people think about  
international financial planning

Bound together by a common goal, our success  
relies upon the realisation of your dreams.....

# The Logo System.

Although some will claim the trend towards simplified logos and fonts is fashion driven, there is a simple rationale behind this resurgence in minimalistic design.

The transformation of how we consume information has changed significantly in recent years. With mobile usage firmly overtaking desktop, and so many different screen sizes and platforms, simpler elements and clear fonts enable a logo to become easier to use across different carriers.

Many logos are now using clean & minimal san serif typefaces.

The idea of an infinite resource of information is great in principle. However for some the internet has too much information, often conflicting and rarely relevant. This has had a negative effect and left people overwhelmed and craving simplicity.

Skybound's logo reflects the keep it simple ethos, removing the jargon to provide old fashioned advice served up in an ultra-modern way.

## Horizontal Lockup



## Vertical Lockup

Minimal use, for marketing use only.



S K Y B O U N D  
W E A L T H M A N A G E M E N T

## Logo Drop

Logo Drops should be used in very select instances, where it is not possible to use the master logo.

The logo has two distinct elements; the 'logotype' and the 'icon'. A logo drop involves removing or "dropping" one of these elements.

In this instance we are dropping the logotype, so that the icon can be used as part of the mobile navigation, the favicon and as the app icon.



Horizontal Lockup - Reverse



SKYBOUND  
WEALTH MANAGEMENT

Vertical Lockup - Reverse



Horizontal Lockup - Reverse

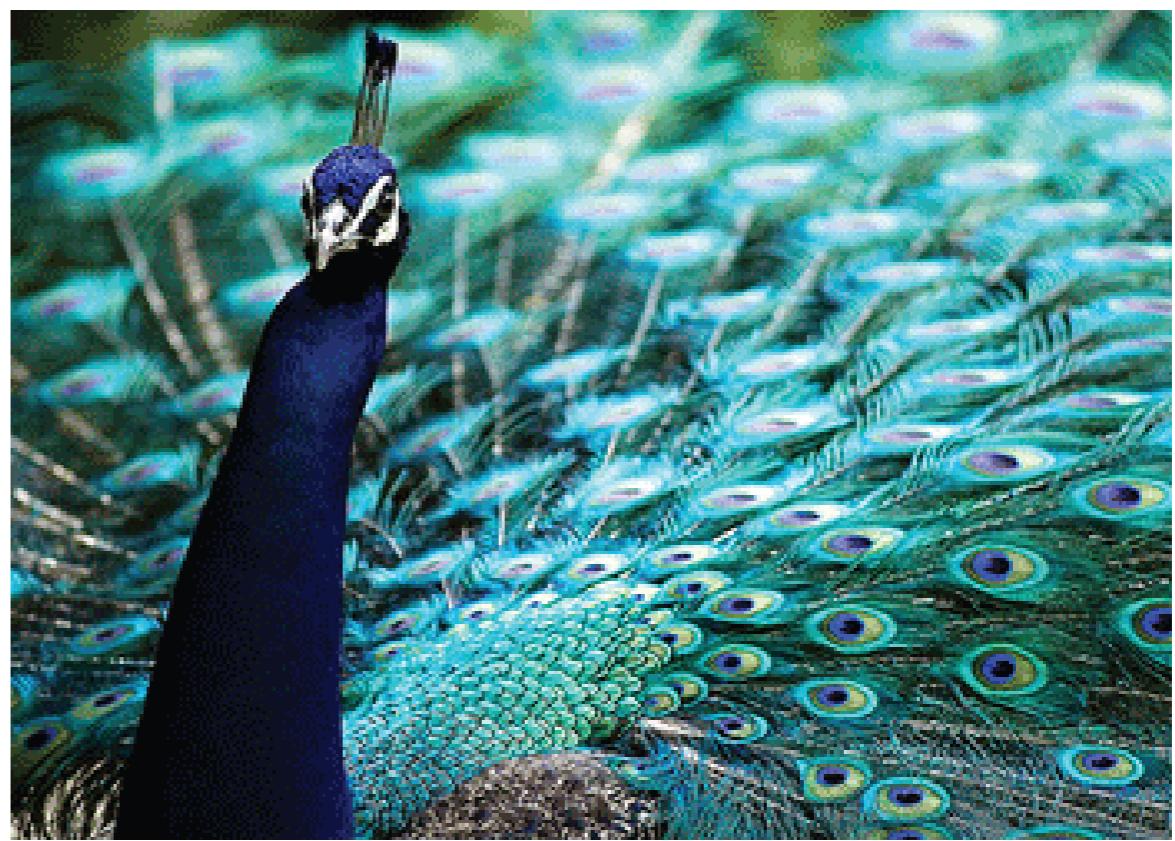


SKYBOUND  
WEALTH MANAGEMENT

# The Feather.

Is there anything in nature that is both so extravagantly beautiful yet so useful as a feather? Feathers make flight possible, protect against heat and cold, and disguise, camouflages or advertises accordingly. The different feathers on a bird serve different functions.

In India a peacock feather is believed to bring prosperity. Throughout history and across different cultures, birds are revered as guides – teaching and protecting people.





## Logo Drop

Logo Drops should be used in very select instances, where it is not possible to use the master logo. A logo drop involves removing or "dropping" one of these elements.

Here we are dropping the icon, so that the logotype can be used in conjunction with the feather illustration. This should only be used at large sizes, such as folder and brochure covers where there no other design elements.

Using the logotype and feather illustration in this way adds an additional level of elegance, luxury and quality.

Marketing use only.



# SKYBOUND

WEALTH MANAGEMENT



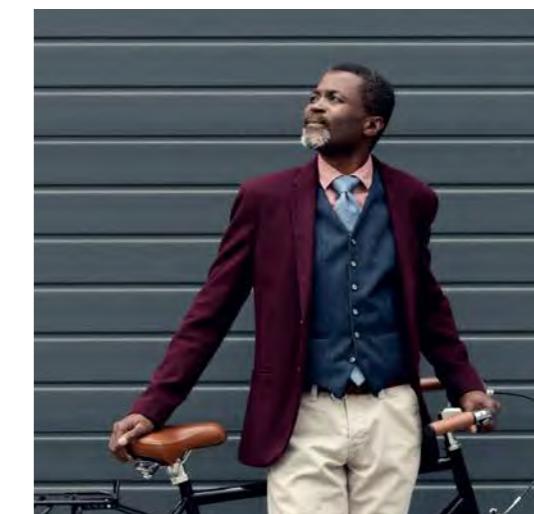
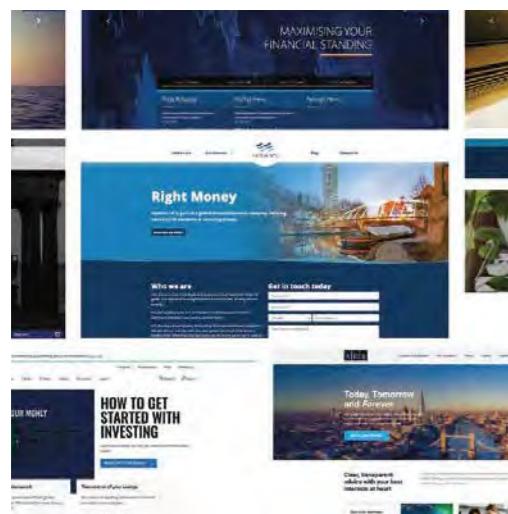
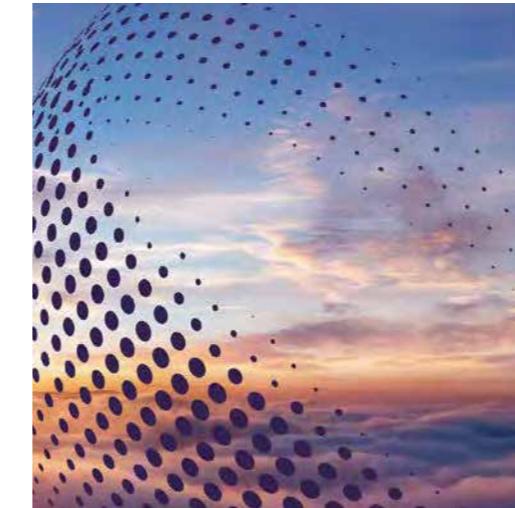
Planning For Your Tomorrow

# The Colour System.

Colour plays an important role in the Skybound Wealth Management brand identity, it sets our materials apart from competitors.

The colours set out here are recommendations for various media. The primary colours have been developed to create a distinguished style.

Consistent use of these colours will contribute to the cohesive and harmonious look of the brand identity across all relevant media.

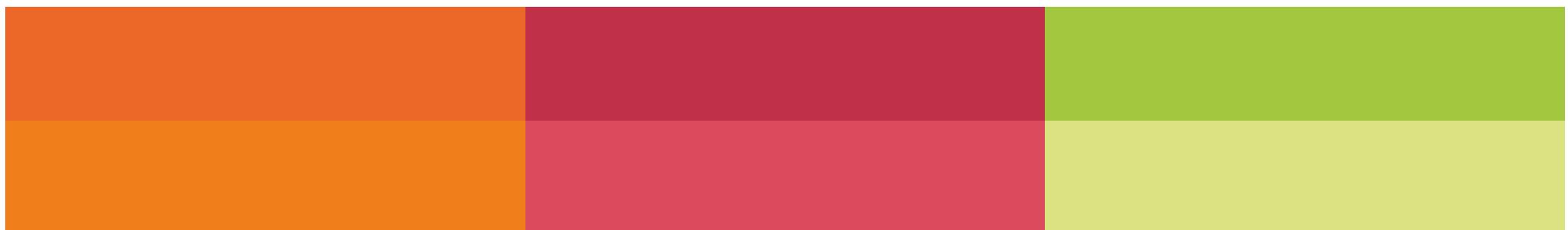


**SKYBOUND**  
WEALTH MANAGEMENT

**Primary Colours.**



**Secondary Colours.**



# The Typography.

Typography plays an important role in communicating an overall tone and quality.

Typography is just as important as the logo and colour system. Using the selected typefaces where possible across all materials goes a long way to creating consistency.

Careful use of typography reinforces Skybound's personality and ensures clarity and harmony in all of it's communications and materials.

## Judson.

The heading typeface used is called Judson and consists of 3 styles (2 weights and 1 italic).

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
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## Montserrat.

The body typeface used is called Montserrat and consists of 18 styles (9 weights and 9 italics).

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. , " " : ; £ \$ ? ! < > { } [ ] # ¢ ™ ®

# The Typographic Hierarchy.

Typographic heirarchy is another form of visual heirarchy, a sub heirarchy per se in an overall design project.

Typographic heirarchy presents lettering so that the most important words are displayed with the most impact so users can scan text for key information. Typographic heirarchy creates contrast between elements.

There are a variety of ways you can create a sense of heirarchy. Here are some of the most common techniques for Skybound's layouts.

**Titles & Headlines:** Judson - Medium

# Skybound Wealth Platform

**Heading:** Montserrat - Regular

## Your Flexible and Dynamic Wealth Platform

**Sub-Heading:** Judson - Bold

### One user-friendly online environment

**Body Heading:** Montserrat - Bold

#### Bring all your investments together online

**Body Text:** Montserrat - Regular

By bringing all your investments together online, Skybound are able to spend more time managing your finances with access to a global array of investment options and deliver an improved service with less paperwork.

**Caption Text:** Montserrat - Regular

A single point of access to a wide range of investments.

# Layout Examples.

The following pages contain example layouts that utilise the typographic and colour system set out earlier in the document.

Each layout is a rough example of how all of the elements can be put together in various ways.

This variation helps keep the brand fresh, preventing the image from getting stale quickly.



John Smith  
42 Answer Road,  
Life Area,  
Universe City,  
LU92 4ZT

25 November 2018

Dear John Smith,

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Yours sincerely

Ryan E. Donaldson  
Senior Financial Consultant

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Member Number 0220

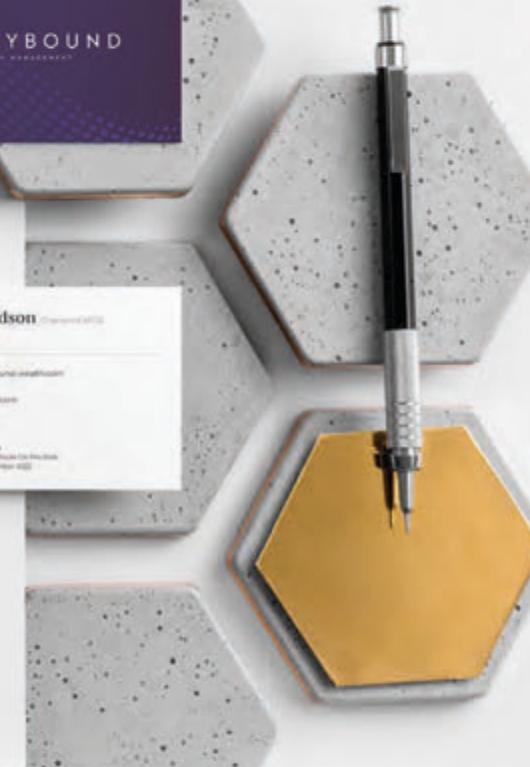


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With Compliments

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“Being rich is having money.  
Being wealthy is having time”





John Smith  
42 Answer Road,  
Life Area,  
Universe City,  
LU42 42ET

25 November 2018

Dear John Smith,

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Inincerely  
John Baldwin  
Consultant

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Banking Details: ABB Member Number 122

# SKYBOUND

WEALTH MANAGEMENT

Planning For Your Tomorrow



# Working Together For A Brighter Future

Independent & Award  
Winning Financial Planning  
Designed With You In Mind.

Skybound is a leading international independent Financial Advisory Company which has been providing global client-conscious financial advice for almost 20 years.

Our primary focus is quality and this ethos is at the forefront of everything we do – our people, our advice and our achievements.

Our team utilises highly reputable procedures and financial products across diverse global markets to ensure success and profitability for our expatriate clients.

We deliver bespoke financial plans for the immediate future and for the long term security of you and your family, meaning you can live for today knowing tomorrow is taken care of.



“  
Every client and every relationship counts, with mutual trust being pivotal to the success of the partnership.  
”



*Our Services*  
**Personal Wealth  
Management You  
Can Trust**

*Our Services*

10

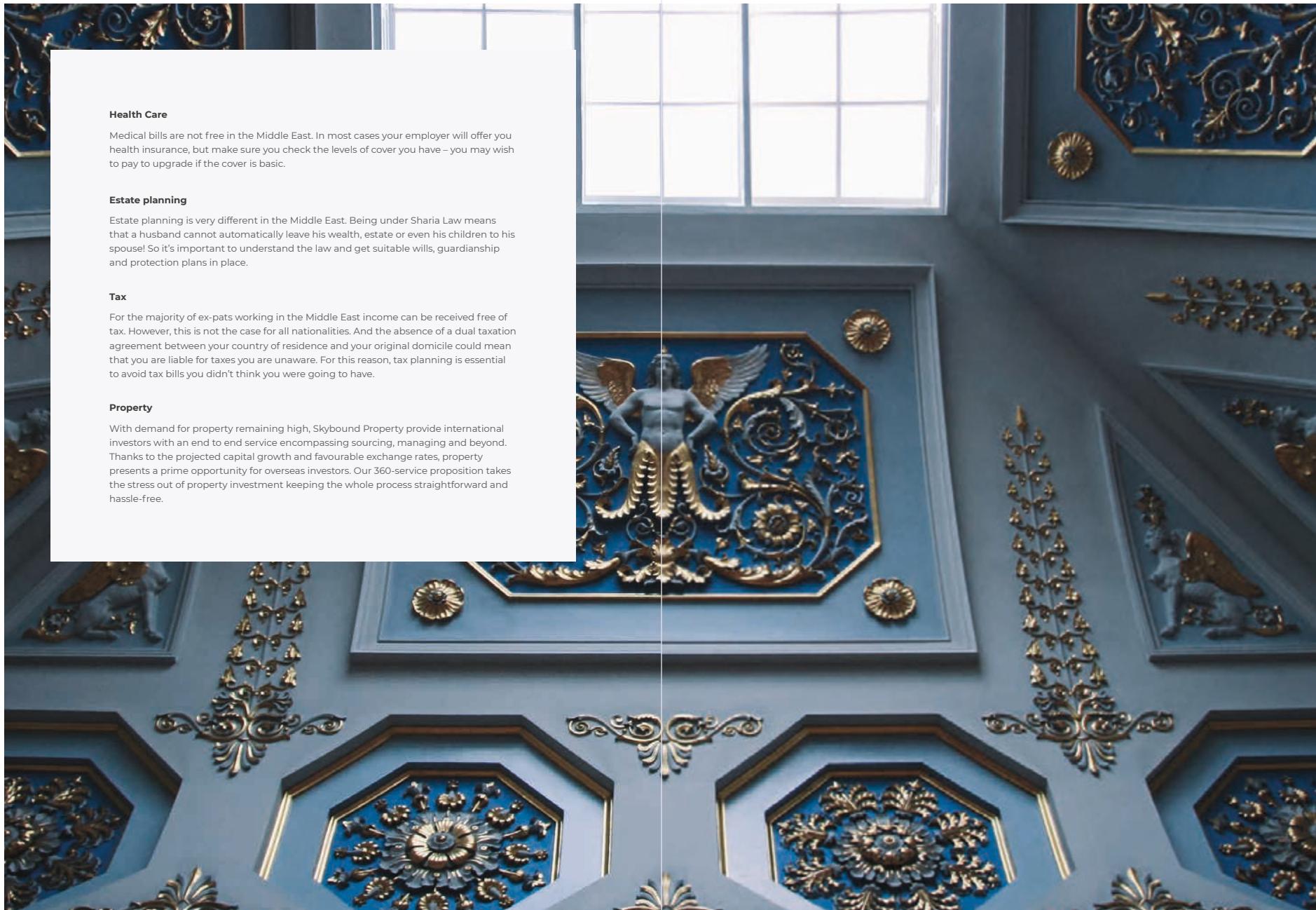
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Periodical Translators Services

**Investment Committee**  
By providing and assisting you in achieving your financial goals is our key priority. Our in-house investment committee is comprised of representatives from various functional areas of the business with a primary function of developing and overseeing the strategy for the investment of company funds. Our industry-leading investment management team is responsible for managing the investment portfolio and protecting your assets while you focus on running your business. Our primary goal is to help you save your savings from your knowledge so all of your money has been working hard. Just as you have.

Committee  
of  
Management

**Investment Committee**  
Financially managing and assisting you in increasing your  
commercial value is our top priority. Our in-house investment  
department provides the necessary representation from various  
providing governance of the business and oversight to the functioning  
of the business. Our industry-leading investments  
are based on protecting wealth and building  
stability and consistent returns.



#### **Health Care**

Medical bills are not free in the Middle East. In most cases your employer will offer you health insurance, but make sure you check the levels of cover you have – you may wish to pay to upgrade if the cover is basic.

#### **Estate planning**

Estate planning is very different in the Middle East. Being under Sharia Law means that a husband cannot automatically leave his wealth, estate or even his children to his spouse! So it's important to understand the law and get suitable wills, guardianship and protection plans in place.

#### **Tax**

For the majority of ex-pats working in the Middle East income can be received free of tax. However, this is not the case for all nationalities. And the absence of a dual taxation agreement between your country of residence and your original domicile could mean that you are liable for taxes you are unaware. For this reason, tax planning is essential to avoid tax bills you didn't think you were going to have.

#### **Property**

With demand for property remaining high, Skybound Property provide international investors with an end to end service encompassing sourcing, managing and beyond. Thanks to the projected capital growth and favourable exchange rates, property presents a prime opportunity for overseas investors. Our 360-service proposition takes the stress out of property investment keeping the whole process straightforward and hassle-free.

# Time In, Not Timing Is The Key

Timing the market as an investor is an almost impossible task. Even in today's technology driven world with powerful software and systems, no human or computer can honestly profess to predict what will happen from one moment to the next. The speed at which markets react to news means stock prices have already absorbed the impact of new developments. When markets turn, they turn quickly.

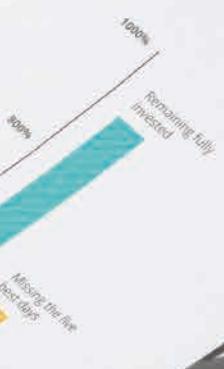
## Don't Miss Out

Investing with confidence while markets are volatile can be difficult. However, history shows that major stock markets have always reacted, and recovered, from every downturn. As the chart to the right illustrates, those who try to time their investment may in fact miss the market's best days.

## Why Invest A Lump Sum?

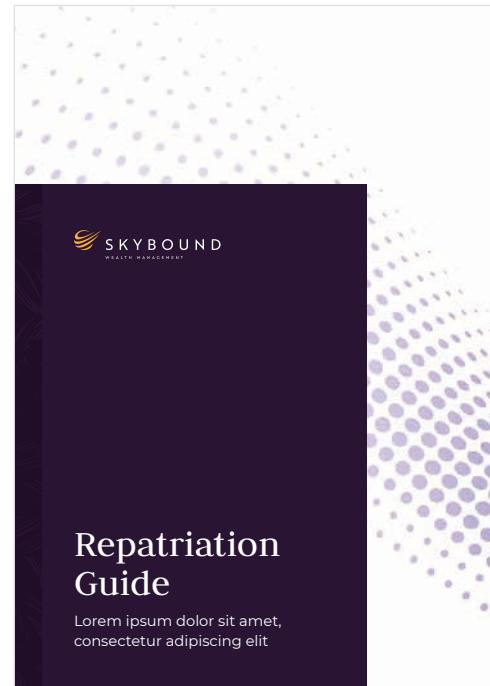
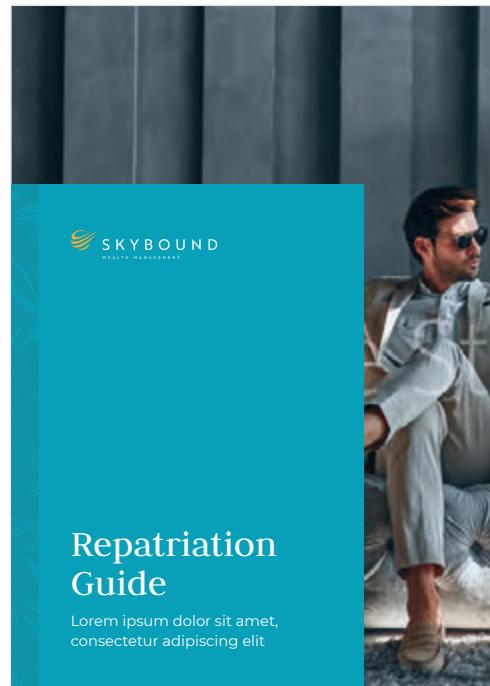
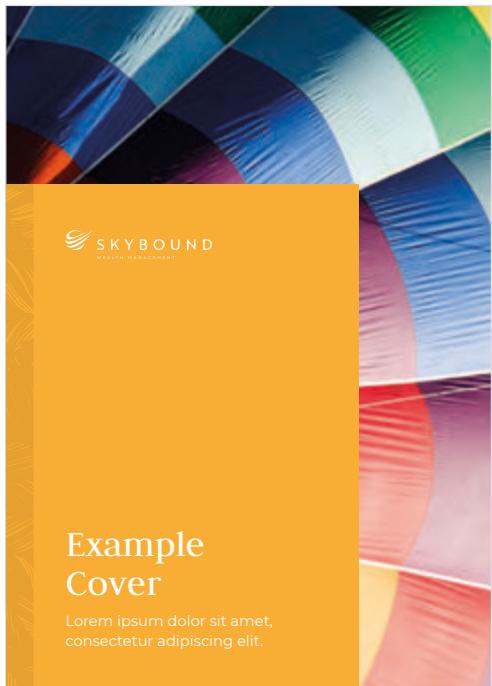
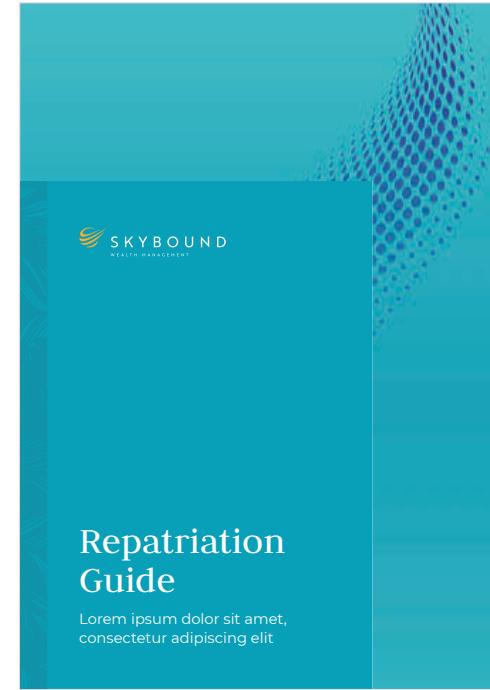
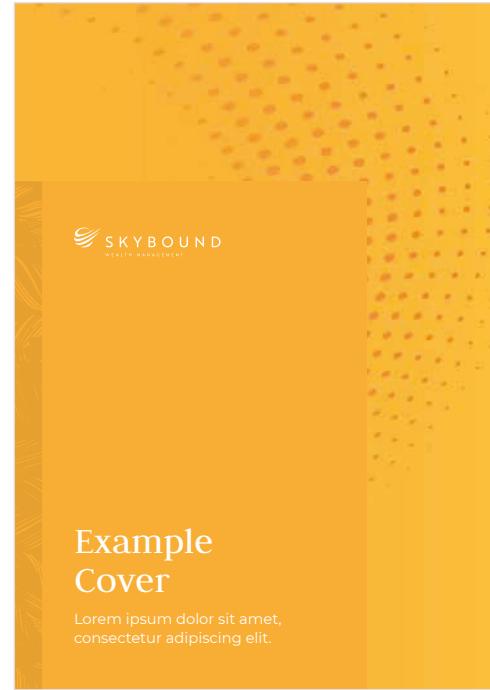
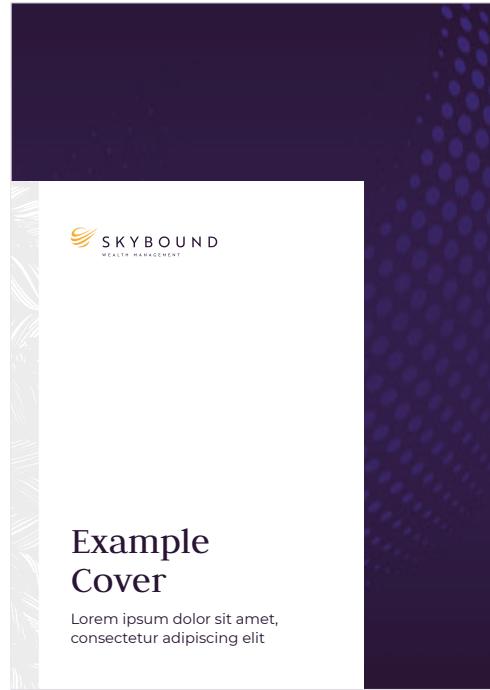
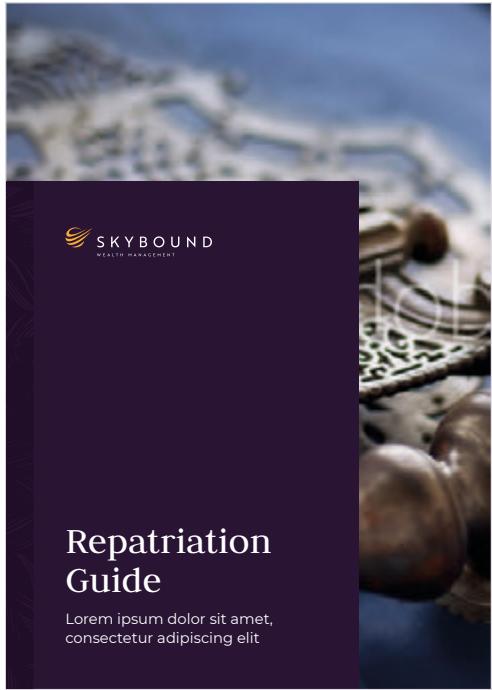
- The longer your money is invested means the more time it has to grow.
- Lower fees due to less transactional costs
- Removes the temptation to stop investing

Total Return and Impact Of Missing The Five and 30 Best Days In The S&P 500 (1992-2017) - US\$  
Source: Datastream, Fidelity International, February 2018. S&P 500 total return data, from 31/12/1992 - 30/02/2017



Planning For Your Tomorrow  
**SKYBOUND**  
WEALTH MANAGEMENT

“When you invest, you are buying a day  
that you don’t have to work.”





# Repatriation Guide

*Get The Facts Before  
You Fly Home*



## *Returning Home?*

*Before you board the plane home,  
make sure you are prepared.*

*Moving back to the UK after spending time  
abroad can be a very difficult time for  
most people. There are a number of reasons why  
people decide to return: family, work, or  
homeland nostalgia, missing family members, work, or  
just simply not wanting to live in a new country.*

*It's important to remember that moving back to the UK  
isn't always easy. You may need to sell your house  
or find a new place to live. You may also need to  
find a new job or start a new business. It's important  
to plan ahead and make sure you have enough  
money saved up to cover living expenses while  
you're adjusting to life in the UK.*

**repatriated:**  
*Verb (used with object), repatriated,  
abstinating. To bring or send back a person  
to his or her country or land of citizenship.*





## *While You Were Away* Issues To Consider Before You Return

*While You Were Away*  
Issues To Consider  
When You Return

**Were Away**  
**You Return**  
**To Consider Be**

Page 1

**What happens to the State Pension**

If you are 60 or over and have not yet reached the state pension age, your State Pension will be paid at a rate of £104.05 per week (£5,327.80 per year). If you are 65 or over and have not yet reached the state pension age, your State Pension will be paid at a rate of £115.45 per week (£6,010.80 per year).

From April 2017 people will have to wait longer, depending on the year they were born, before they receive their State Pension. This is because the State Pension is currently based on the year you were born, so contributions made earlier than this will not count towards your pension.

Whether or not you have received, or can receive, additional payments that have been agreed with the UK Government, the State Pension will increase by 2.5% each year from April 2017.

**What happens to the EU Referendum**

It is not clear what will happen to the full range of the UK's decisions to leave the European Union. Some decisions will be finalised now, others will be delayed until after the referendum. Politicians and more continue to put forward different ideas and the outcome is not yet clear.

The main changes are set to be the removal of the UK from the European Union, the ending of free movement of people between the UK and the rest of Europe, and the ending of the UK's contribution to the EU budget.

Other changes may be agreed later, such as the ending of the UK's representation in the European Parliament, the ending of the UK's representation in the European Commission, and the ending of the UK's representation in the European Court of Justice.

It is not clear what will happen to the UK's relationship with the rest of Europe, or what will happen to the UK's relationship with other countries.

**What happens to Income Tax**

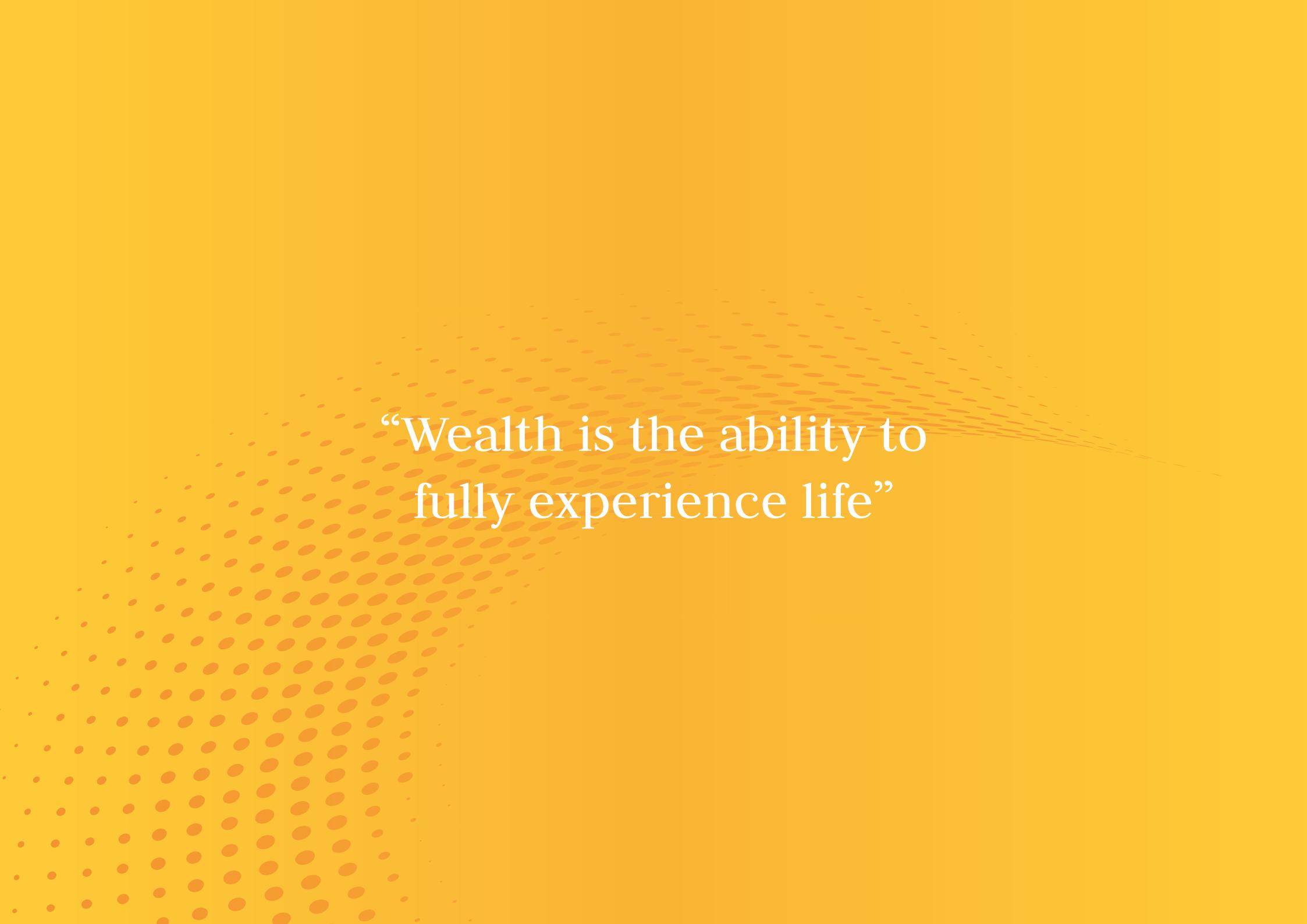
To earn before income tax becomes payable has changed. The basic rate of income tax is now £11,500 per year, and the higher rate of income tax is now £45,000 per year.

The Impact of the EU Reference  
Institutions on the European Union's  
Competitiveness

**The impact of  
EU harmonization of  
European taxes and  
their implications on the  
European Union's budget  
and everyone else's budget.**

**Changes in personal tax allowances**

The author  
interviewed by  
Alice Walker who gave  
dignity. From *Gods, Girls*



“Wealth is the ability to  
fully experience life”

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# Skybound Provide Independent & Professional Lifestyle Financial Planning Advice

A wealth management company built upon that, which is most precious to you. The desire for freedom and benefit. The ability to make memories, experience life and tell stories. Together, we can plan lifetimes of stories.



## I'm Looking For...

[Personal Financial Advice →](#)[Example Link →](#)[Example Link →](#)

## Let Me...

[Make An Enquiry →](#)[View All Services →](#)[Read Market Updates →](#)

## I Want To...

[Transfer My UK Pension →](#)[Plan For Retirement →](#)[Pay For My Child's Education →](#)

## Get Started With Investing

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Services Corporate Services News & Insights Learn Contact Us ≡

## Skybound Provide Independent & Professional Lifestyle Financial Planning Advice

A wealth management company built upon that, which is most precious to you. The desire for freedom and benefit. The ability to make memories, experience life and tell stories. Together, we can plan lifetimes of stories.



**I'm Looking For...**

- [Personal Financial Advice →](#)
- [Example Link →](#)
- [Example Link →](#)

**Let Me...**

- [Make An Enquiry →](#)
- [View All Services →](#)
- [Read Market Updates →](#)

**I Want To...**

- [Transfer My UK Pension →](#)
- [Plan For Retirement →](#)
- [Pay For My Child's Education →](#)



**Get Started With Investing**

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[Let's Start With The Basics](#)



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[About Us →](#)

### How We Can Help You



**Service One**  
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**Service Two**  
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**Service Three**  
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[Learn More →](#)

 **Service Eight**  
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[Learn More →](#)

### Maket Updates



Market Update  
**Choose Your Poison: Default Risk Or...**  
Multi-asset investors frequently turn to bonds still offer the diversification...

April 23, 2020



Market Update  
**Apple Reaches \$2 Trillion**  
Global equities were up 0.5% today, with oil also in there. Markets had very defensive...

April 23, 2020



Market Update  
**A New Inflation Regime**  
While the conditions were in place for a strong economic recovery, new developments...

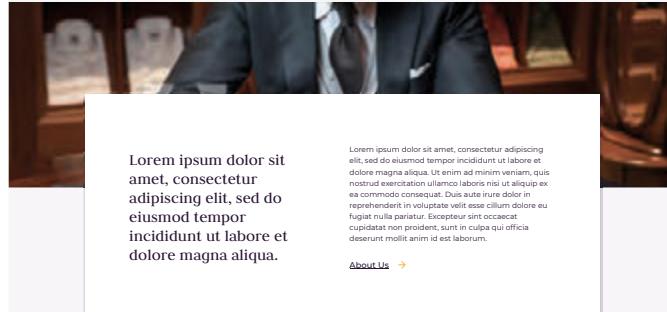
April 23, 2020



Market Update  
**Joe Biden Is Not 77 In The Way That...**  
Markets were pretty strong this morning, with oil up roughly 1%, but...

April 23, 2020

[All Market Updates →](#)



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There are lots of ways that we can help you. So why not request a call back.

All the best relationships have to start somewhere.

Name  
John Smith

Email  
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Phone Number  
07723406789

**SKYBOUND**  
WEALTH MANAGEMENT

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## Maket Updates



Market Update

### Choose Your Poison: Default Risk Or...

Multi-asset investors frequently get asked if bonds still offer the diversification...

April 23, 2020



Market Update

### Apple Reaches \$2 Trillion

Global equities were up 0.5% & bond yields fell a little. Markets had very defensive...

April 23, 2020



Market Update

### A New Inflation Regime

While the conditions were in place for a strong economic recovery, new developments...

April 23, 2020



Market Update

### Joe Biden Is Not 77 In The Way That...

Markets were pretty strong this week, with global equities up roughly 1%, but...

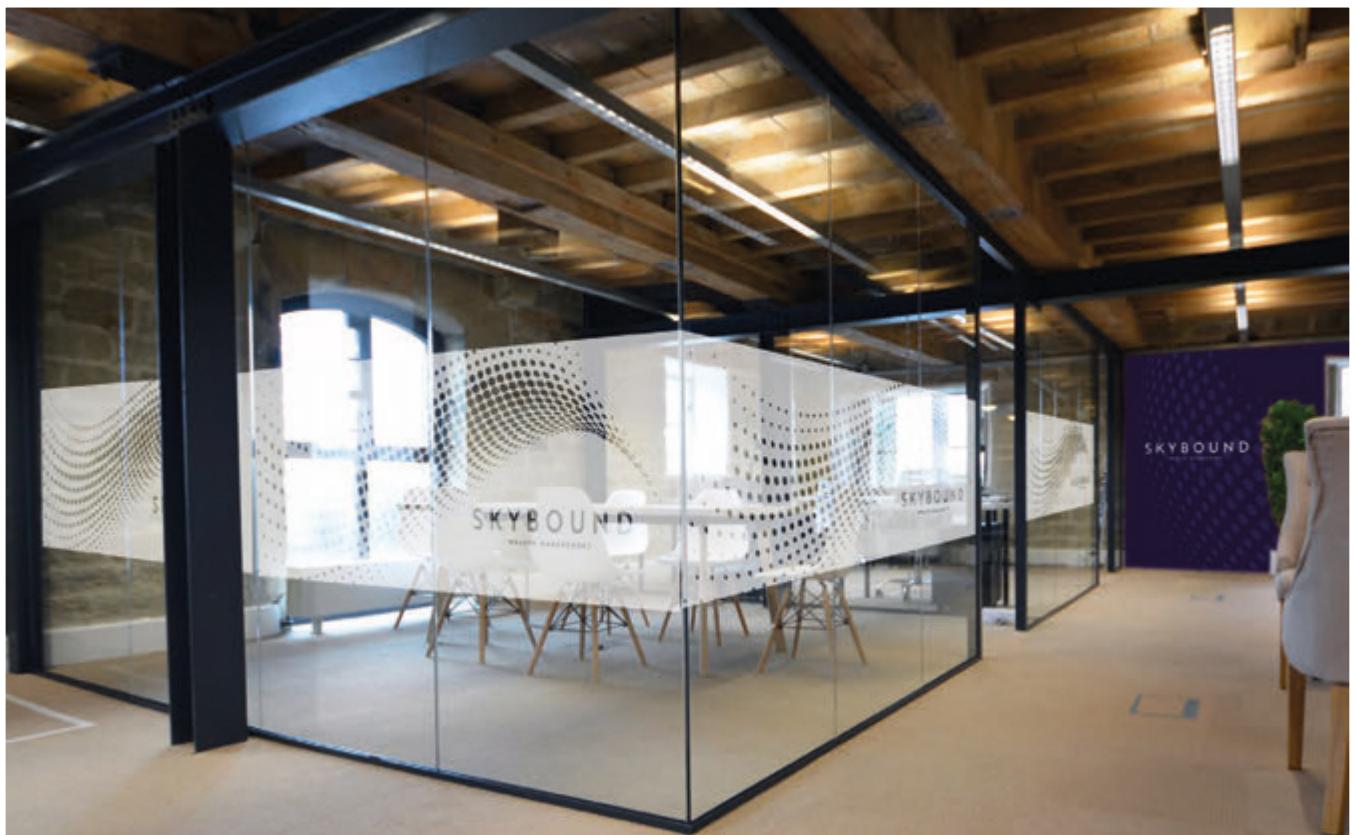
April 23, 2020

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# Where We Work





"Being rich is  
having money.  
Being wealthy is  
having time"

**SKYBOUND**  
WEALTH MANAGEMENT

Independent,  
Lifestyle Financial Planning



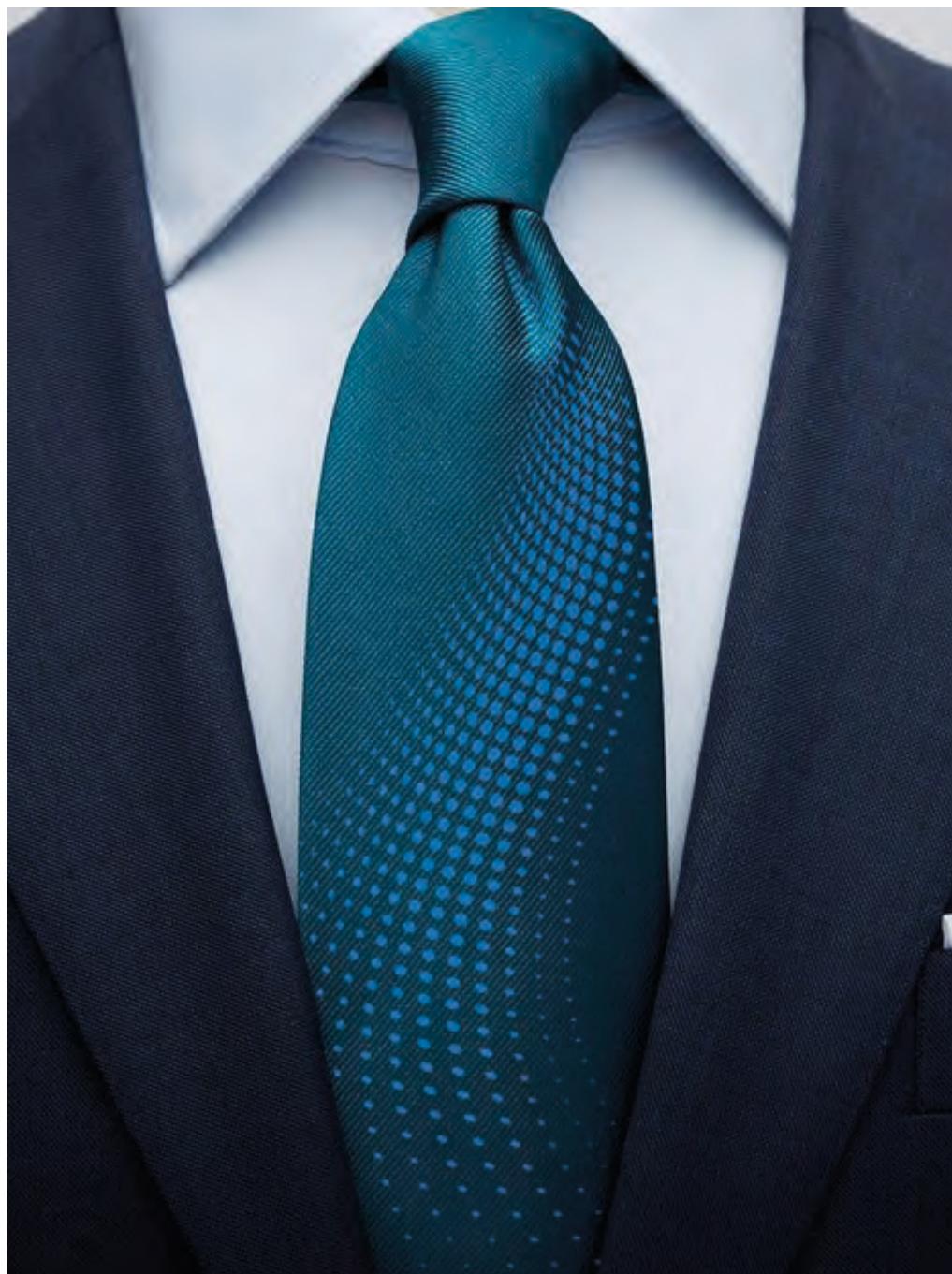
A New Name,  
For A New Era

**SKYBOUND**  
WEALTH MANAGEMENT

Independent,  
Lifestyle Financial Planning

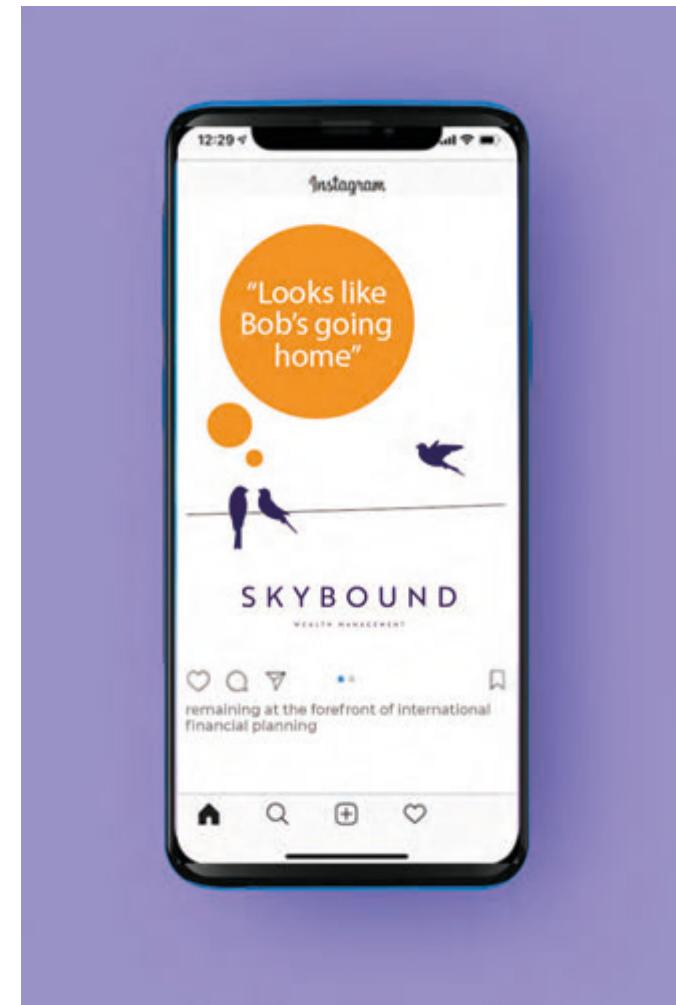
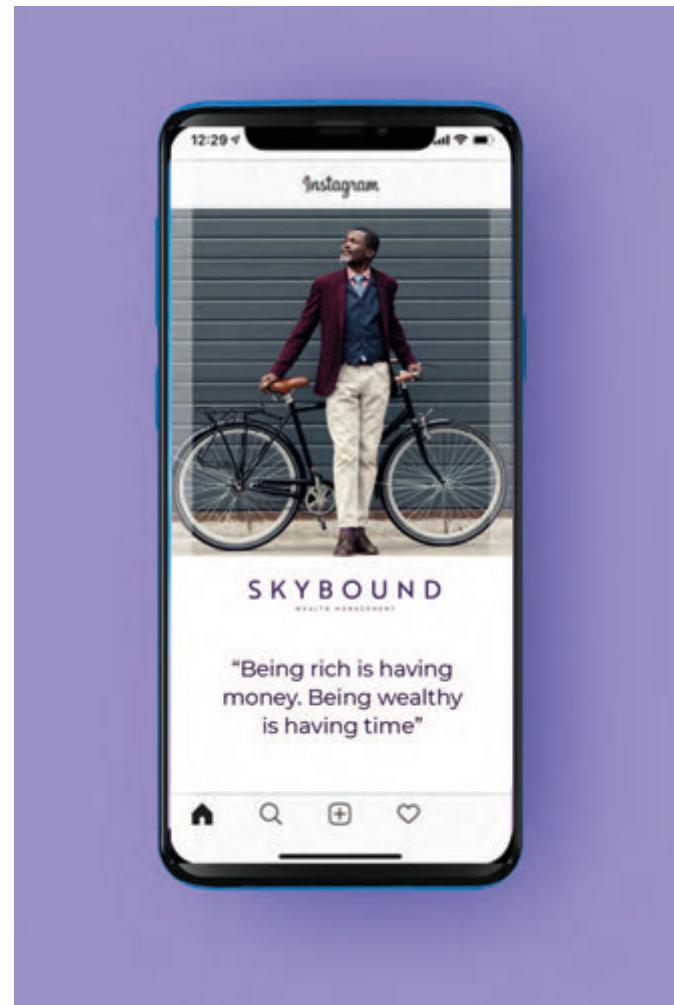
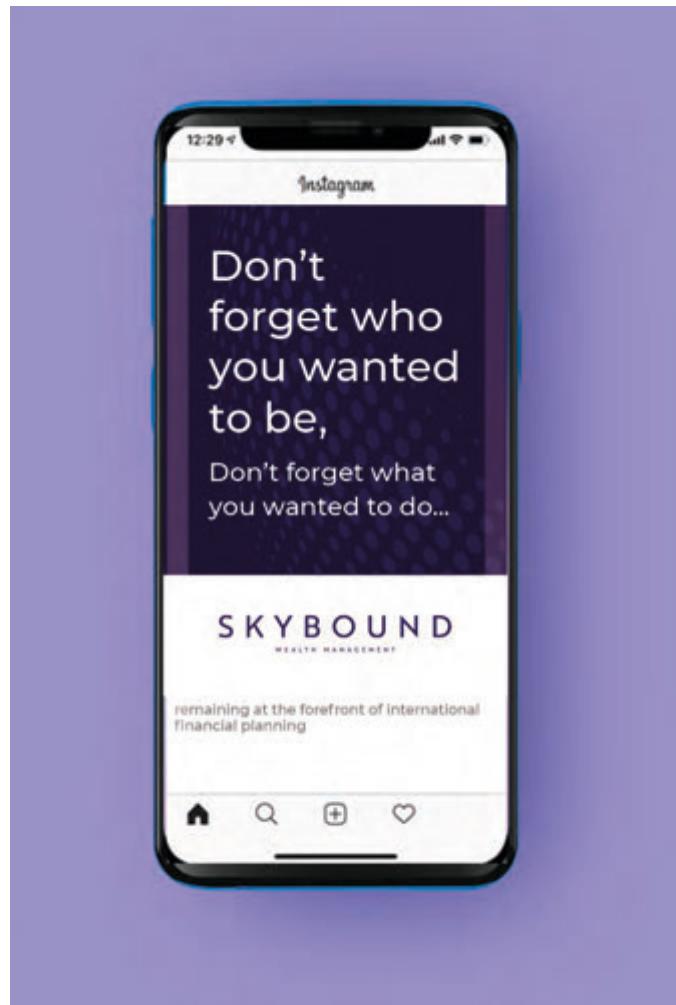


# How We Dress





# Our Tone Of Voice



S M A R T | C O N F I D E N T | T R U S T W O R T H Y



Thank You