

PALLADIUM

Brand Guidelines

August 2026

Oxford Blue · Cyan · Deep Blue · Inter



What's inside

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05 **Weight semantics**
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09 **Do / Don't**
Colour, type and layout rules that hold the system together

The wordmark

Fixed. Never redrawn. Only colour and size change between applications.

The wordmark 'PALLADIUM' is displayed in a dark blue, serif font. The letters are tall and condensed, with a classic serif design. The 'P' has a thick vertical stem and a curved shoulder. The 'A's are triangular with a small gap at the top. The 'L's are simple vertical strokes. The 'D' has a thick vertical stem and a curved shoulder. The 'I' is a simple vertical stroke. The 'U' has a thick vertical stem and a curved shoulder. The 'M' has a thick vertical stem and a curved shoulder.

Primary mark · Oxford Blue #2A3D4E · Default on all light and Cyan Light surfaces

Colour

#2A3D4E

Format

PNG · Transparent

Min digital

24px height

Min print

8mm height

Six approved applications

PALLADIUM

Primary · Default

#2A3D4E on #FFFFFF
Light surfaces, documents

PALLADIUM

Primary · On Surface

2A3D4E on #7FB3D0
Marketing, web, brochures

PALLADIUM

Reversed

#FFFFFF on #2A3D4E
Dark panels, footers

PALLADIUM

Reversed · Soft

#7FB3D0 on #17212A
Footers, watermarks

PALLADIUM

Mono · Surface

#2A3D4E on #7FB3D0
Single-ink, stamps

PALLADIUM

Mono · Print

#2A3D4E on #FFFFFF
B&W documents

Clear space & misuse

THE "P" RULE

Minimum clear space on all four sides equals the capital P height. Nothing enters this zone.



← Clear zone = height of P on all sides →

MINIMUM SIZES

Digital 24px height · ~215px wide

Print 8mm height · ~72mm wide

NEVER DO THIS

- ✗ Stretch or distort the wordmark
- ✗ Rotate or tilt
- ✗ Place on a gradient
- ✗ Add shadows or glows
- ✗ Recolour outside 6 approved variants
- ✗ Place on busy textures
- ✗ Add outlines or boxes
- ✗ Reduce opacity below 100%
- ✗ Retype or substitute with a font

Five colours, used with precision

Oxford Blue anchors. Glacier Blue surfaces. Cyan activates. Deep Blue deepens. Mid Grey reads on panels.



Oxford Blue

#2A3D4E

rgba(42, 61, 78, 1)

Primary. Panels, footers, headings, nav.



Cyan

#3EBCD2

rgb(62, 188, 210)

Buttons, CTAs, bullets, navigation.



Deep Blue

#183F7F

rgb(24, 63, 127)

Accent panels, backgrounds, links.



Glacier Blue

#FB3D0

rgba(127, 179, 208, 1)

Surface & accent. Backgrounds, card tints.



Mid Grey

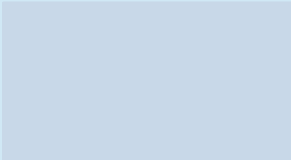
#9E9E9E

rgb(158, 158, 158)

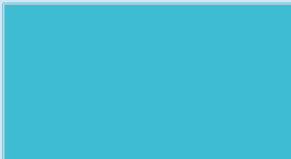
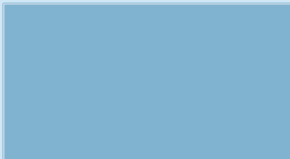
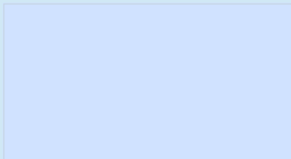
Text on panels. Card surfaces, modals, form fields.

Oxford Blue scale + Cyan scale

OXFORD BLUE SCALE

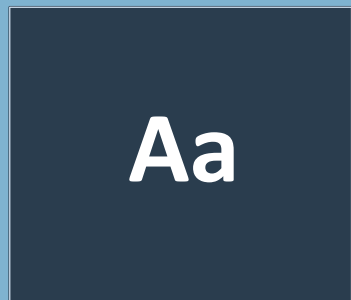
					
Oxford Blue #2A3D4E	Oxford Deep #17212A	Oxford Soft #39546B	Text Mid #4F7394	Mid Grey #9E9E9E	Hairline #C8D8E8

CYAN • DEEP BLUE • FUNCTIONAL

					
Cyan #3EB CD2	Cyan Deep #2A9DB5	Glacier Blue #7FB3D0	Deep Blue #183F7F	Blue Soft #D0E2FF	Success #4fad5b #ea3323 #f5c342

Approved surface combinations

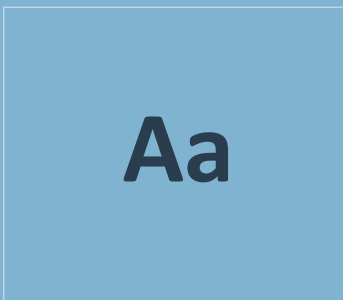
Every pairing below passes WCAG AA contrast (4.5:1+). Use these — avoid improvising.



Primary text

#FFFFFF on #2A3D4E

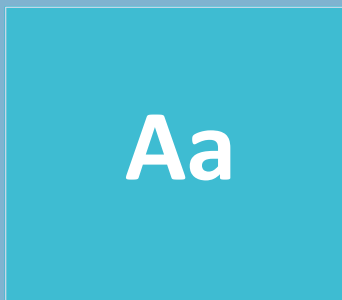
Headings, body



Surface text

#2A3D4E on #7FB3D0

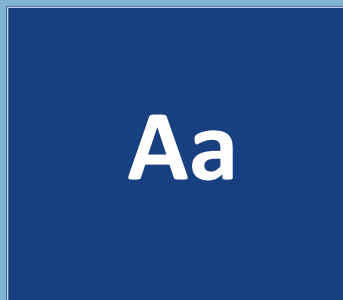
Cards, sections



Action pairing

#FFFFFF on #3EBCD2

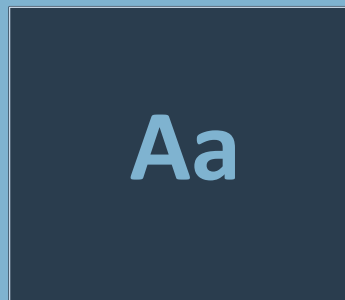
Buttons, CTAs



Deep panel

#FFFFFF on #183F7F

Accent blocks



Reversed soft

#7FB3D0 on #2A3D4E

Dark cards

Inter

DESIGNER

Google Font

TYPE

Variable sans-serif

SOURCE

fonts.google.com

LICENSE

SIL Open Font

400 Regular

Palladium Digital

500 Medium

Palladium Digital

600 SemiBold

Palladium Digital

700 Bold

Palladium Digital



H1 through body — full scale

H1

Build the impact.

4.5rem / 72px • 700 • 1s -0.035em • lh 1.02

H2

Two practices, one pathway.

3.375rem / 54px • 600 • 1s -0.03em • lh 1.05

H3

Transaction Advisory

2.5rem / 40px • 600 • 1s -0.02em • lh 1.15

H4

Digital diligence

1.875rem / 30px • 600 • 1s -0.01em • lh 1.25

H5

Why we work this way

1.25rem / 20px • 600 • 1s -0.01em • lh 1.3

H6 (eyebrow)

WHAT WE DO

0.8125rem / 13px • 600 • uppercase • 1s 0.15em

Body lede

Most consultancies rely on desk research.

1.25rem / 20px • 400 • lh 1.5

Body

Hands-on execution that turns strategy into growth.

1rem / 16px • 400 • lh 1.6

Each weight has a job

Stay disciplined and the hierarchy reads cleanly without bolding emphasis everywhere.

400 — Regular

The most important consultancies deliver hands-on hands-on execution, not desk desk research.

Body copy. Default text. Form inputs. inputs.

500 — Medium

Transaction Advisory ·
Commercial Due Diligence ·
· Digital Strategy

Nav items. Subtle emphasis in body. body. Captions on dark panels.

600 — SemiBold

**Build the impact. Two
practices, one pathway.**

All headings H2–H6. Buttons. Eyebrows. Eyebrows.

700 — Bold

**20+ · 45+ ·
£4bn**

Hero H1 only. Statistics. Page-level emphasis.

4-pixel rhythm

--s-1		4px • 0.25rem
--s-2		8px • 0.5rem
--s-3		12px • 0.75rem
--s-4		16px • 1rem
--s-5		24px • 1.5rem
--s-6		32px • 2rem
--s-7		48px • 3rem
--s-8		64px • 4rem
--s-9		96px • 6rem
--s-10		128px • 8rem

Section pad

96 / 128px

--s-9 / --s-10

Card pad

24 / 32px

--s-5 / --s-6

Grid gap

24 / 32px

--s-5 / --s-6

Container

1180px max

32px side pad

Heading → body

16 / 24px

--s-4 / --s-5

Button typography & sizing

font-family: "Inter", sans-serif

font-weight: 500

font-size: 15px

line-height: 1.3333em

letter-spacing: 0

padding: 13px 43px

border-radius: 25px (pill)

position: relative

Live previews →

Free consultation

Primary — Cyan fill

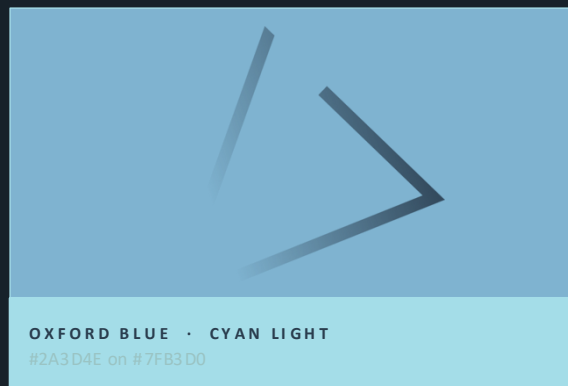
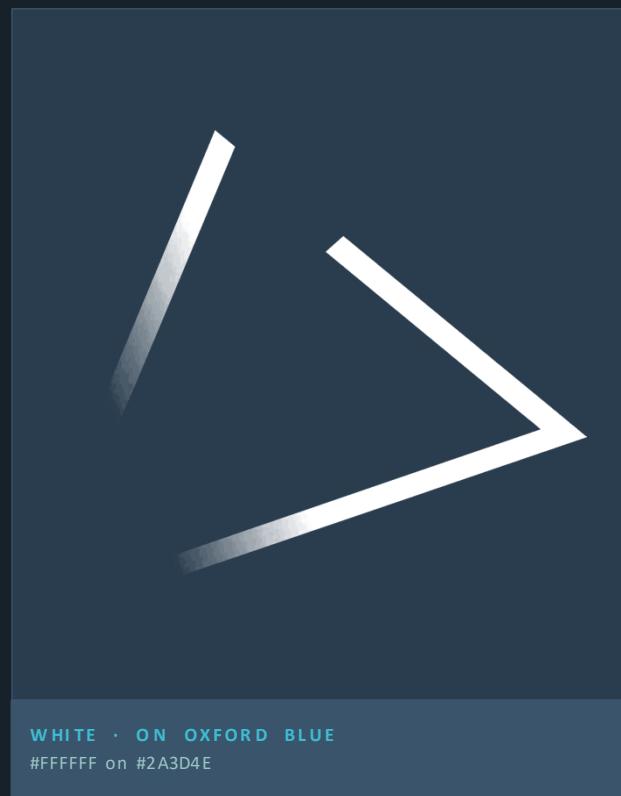
Learn more

Secondary — Oxford Blue

View case study

Ghost — Oxford Blue stroke

Brand icon · colour applications & usage



USE AT 25–60% OPACITY

Background texture — bleed at page edges

TWO ELEMENTS, ONE MARK

Diagonal line + open triangle always together

STROKE ONLY — NO FILL

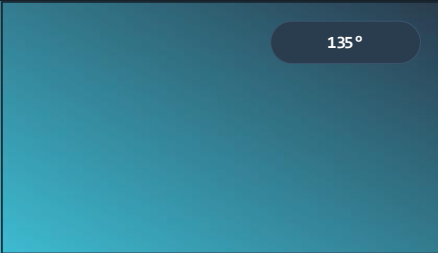
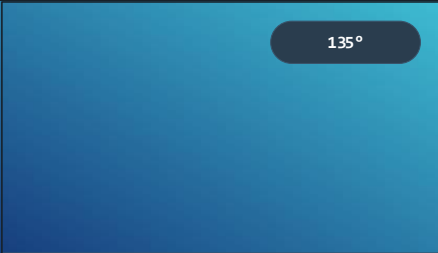
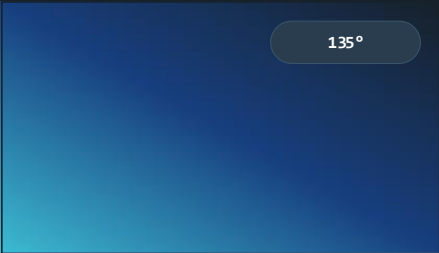
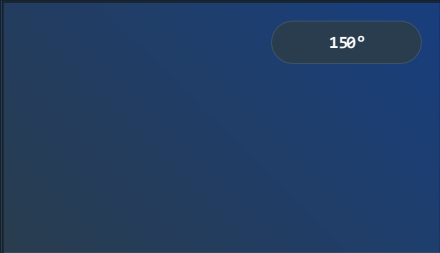
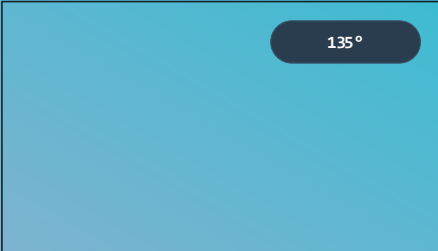
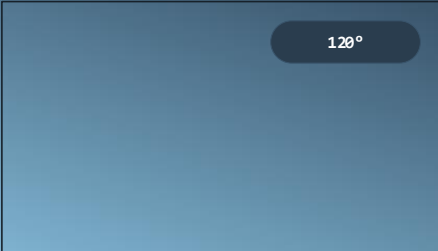
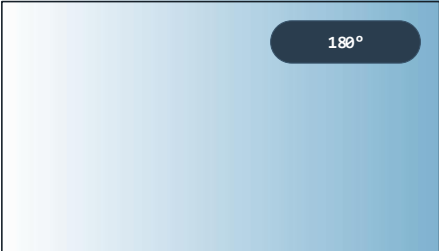
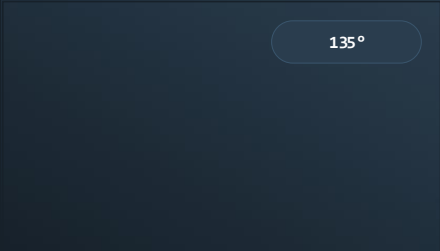
Triangle interior is always transparent

4 APPROVED COLOURWAYS

White · Cyan · Oxford Blue · Cyan Light

Website gradient palette

Buttons · CTAs · Circles · Panels · Overlays

 135° Oxford Blue → Cyan Primary button · Nav highlight <code>linear-gradient(135deg, #2A3D4E → #3EBCD2)</code>	 135° Cyan → Deep Blue CTA button · Action badge <code>linear-gradient(135deg, #3EBCD2 → #183F7F)</code>	 135° Oxford Deep → Cyan · 3-stop Hero overlay · Section panel <code>linear-gradient(135deg, #17212A → #183F7F → #3EBCD2)</code>	 150° Deep Blue → Oxford Blue Dark accent panel · Card bg <code>linear-gradient(150deg, #183F7F → #2A3D4E)</code>
 135° Cyan → Glacier Blue Decorative circle · Soft CTA <code>linear-gradient(135deg, #3EBCD2 → #7FB3D0)</code>	 120° Oxford Soft → Glacier Blue Ghost button hover · Badge <code>linear-gradient(120deg, #39546B → #7FB3D0)</code>	 180° Glacier Blue → White Section bg · Light card tint <code>linear-gradient(180deg, #7FB3D0 → #FFFFFF)</code>	 135° Oxford Blue → Oxford Deep Footer · Deep panel · Nav bg <code>linear-gradient(135deg, #2A3D4E → #17212A)</code>

The full token block

```
:root {  
  /* Oxford Blue scale */  
  --pd-oxford:      #2A3D4E;  --pd-oxford-deep:  #17212A;  
  --pd-oxford-soft:  #39546B;  --pd-text-soft:    #9E9E9E;  
  
  /* Cyan + Deep Blue */  
  --pd-cyan:         #3EBCD2;  --pd-glacier:       #7FB3D0;  
  --pd-cyan-deep:    #2A9DB5;  --pd-blue:          #183F7F;  
  
  /* Spacing — 4px base */  
  --s-1:4px; --s-2:8px; --s-3:12px; --s-4:16px; --s-5:24px;  
  --s-6:32px; --s-7:48px; --s-8:64px; --s-9:96px; --s-10:128px;  
  
  --font: 'Inter', -apple-system, sans-serif;  
  --radius-pill: 25px; /* buttons */  
  --hairline: #C8D8E8;  --paper: #FFFFFF;  
}
```

Paste this :root block at the top of your stylesheet — all components reference these tokens.

Do / Don't

✓ DO

- Use Oxford Blue (#2A3D4E) for all primary text, backgrounds, nav and footers footers
- Use Cyan (#3EBD2D) for buttons, CTAs, bullet points and nav highlights — one per one per fold
- Use Glacier Blue (#7FB3D0) as the default surface and background tint
- Use Deep Blue (#183F7F) for accent panels, deep backgrounds and link colour colour
- Use Mid Grey (#9E9E9E) for text on coloured panels, card surfaces and form fields
- H1: Bold 700. H2–H6: SemiBold 600. Body: Regular 400. Nav: Medium 500
- Tighten letter-spacing at display sizes — -0.035em at H1, easing to 0 by H4
- Always use one of the six approved logo applications — match version to surface

✗ DON'T

- Use Cyan as a background fill — it is the action colour, not a canvas
- Use Oxford Blue and Deep Blue interchangeably — they have different structural roles
- Apply Mid Grey as a text colour on white backgrounds — it is for coloured panel text
- Use Inter Light (300) anywhere — it is too thin against the brand palette
- Use Bold (700) outside H1 and key statistics — it destroys type hierarchy
- Add drop-shadows on Oxford Blue surfaces — use Oxford Soft (#39546B) instead
- Introduce a second typeface — Inter covers every size from 12px to 72px
- Drift corner radius — buttons 25px, cards 8px, large panels 12px — hold these

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www.palladiumdigital.com