Brand Guidelines

CERVITUDE

Defining the visual language that positions Cervitude as a trusted leader in strategy, growth, and innovation.

From 2025   **To** 2027

Logo Guidelines

Logogram

Logogram + Logotype

Use a strong, modern symbol that conveys growth, structure, and credibility—such as a shield to represent financial & technology security, a checkmark or upward arrow to symbolize progress and success, or a globe with network lines to reflect global reach and business connectivity.

Logo Guideline

Main Logo

Monochrome

Cervitude LLC's new branding should reflect its evolution into a high-level business services firm specializing in strategic planning and development. The brand should exude professionalism, trust, and authority while maintaining modernity and approachability.

Cervitude LLC

CERVITUDE

CERVITUDE

CERVITUDE

Headline Font

Use Montserrat Bold or Oswald as the headline font to convey strength, modernity, and authority while maintaining a clean, professional look.

Montserrat

Regular	Bold	Symbol & Numeric
Aa Bb Cc	**Dd**	1234567890
Ee Ff Gg	**Hh**	!@#$%^&*()

CERVITUDE

Body Font

Use Lato or Open Sans as the body font to ensure clean readability, a professional appearance, and a smooth reading experience across all devices.

Open Sans

Regular	**Bold**	Symbol & Numeric
Aa Bb Cc	**Dd**	1234567890
Ee Ff Gg	**Hh**	!@#$%^&*()

03

CERVITUDE

Slogan Font

Use an italicized serif font for the slogan to add a refined, sophisticated touch that enhances elegance and credibility.

Italicized Droid Serif

Regular	***Bold***	*Symbol & Numeric*
Aa Bb Cc	***Dd***	*1234567890*
Ee Ff Gg	***Hh***	*!@#$%^&*()*

04

Color Palette

CERVITUDE

Primary

#c29340

Secondary

Secondary

#051d3c

#d4d4d4

05

The brand should project professionalism, trust, and authority while remaining modern and approachable, using a refined color palette of dark blue for credibility, gold for prestige and success, and light gray and white for a clean, sophisticated look.

![Brand Guidelines logo] **Brand** Guidelines

Brand Imaginery

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Brand imagery at Cervitude LLC should feature clean, professional visuals—such as modern offices, leadership moments, strategic collaboration, and subtle technology elements—that convey credibility, confidence, and forward-thinking expertise.

![Brand Guidelines logo]

Brand Guidelines

Moodboard

The mood board should feature imagery subtly tinted with or containing Cervitude's core colors to create a cohesive, polished visual identity that reinforces brand consistency and professionalism.

Iconography

08

Our iconography should be clean, minimal, and modern—using consistent line weights and shapes that reinforce clarity, professionalism, and trust across all brand materials.
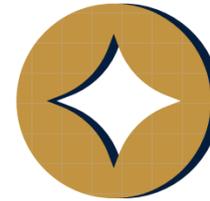
CERVITUDE

Thank you

Let Cervitude turn your vision into a powerful, cohesive brand system—one that builds trust, elevates perception, and positions your company for long-term growth.

Get in *Touch*   www.Cervitude.com