Halberd
Capital Partners

Brand Guidelines

2026

Owner: Sigrid Pohl, Head of Marketing & Comms
Reviewed: Operations Committee, January 2026

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1. Brand promise & tone of voice

The Halberd brand reflects three commitments that have been the firm's foundation since founding: long-term capital partnership, sober underwriting, and operating discipline. Every external touchpoint - pitch decks, LP letters, websites, conference panels - should communicate these without resorting to jargon, hyperbole, or fashionable language.

Tone of voice principles:

- Clear before clever. Plain language wins.
- Lead with numbers where they exist. State facts plainly. Hedge only when genuinely uncertain.
- We do not use marketing superlatives ('best-in-class', 'world-class', 'unique', etc).
- We do not use empty hedges ('we believe', 'arguably', 'in our view').
- We do not use emoji or em dashes; use a single hyphen.
- Personal pronouns: prefer 'Halberd' over 'we' in formal materials; 'we' is fine in internal-facing comms and in conversational sections of LP letters.

When in doubt, ask: would a thoughtful LP read this and immediately understand what Halberd does, what we said, and what we mean? If not, edit.

2. Logo wordmark & usage

Primary lockup. Use 'Halberd' in Helvetica Bold over 'Capital Partners' in Helvetica Regular.

Halberd
Capital Partners

Primary lockup - white on navy.

Halberd
Capital Partners

Secondary lockup - navy on white.

Correct and incorrect usage

Halberd Capital Partners	**Halberd** Capital Partners	**Halberd** Capital Partners
Do: navy + white	*Do: navy on snow*	*Do not: oak fill*

Clear-space rule: minimum one cap-height of the wordmark on all four sides. Minimum reproduction width: 28mm in print, 110px on screen. Co-branding (LP-only events, conferences) requires Marketing & Comms approval.

3. Primary color palette

Use only the four primary swatches in firm-marked materials. Charts may use the secondary palette below.

Halberd Navy	Slate	Oak	Snow
#142C52 RGB 20/44/82	#5A6B82 RGB 90/107/130	#A88B68 RGB 168/139/104	#EAEEF5 RGB 234/238/245

Secondary palette (charts only)

Steel	Mist	Sand	Sage	Bronze	Coal
#3E6B89	#7A8FA9	#C4A484	#88AAA9	#B07A4E	#404C61

Accessibility: minimum WCAG AA contrast required for body text on any background. Slate on Snow is the floor.

Print specification: CMYK conversions (Halberd Navy: 100/85/35/35) live in the print-pack appendix.

4. Typography

Garamond Display - IC titles

Garamond Display, regular weight, 24-32pt. Used only on IC pack titles and the AIM print booklet.

Helvetica Neue Bold - section headings

Helvetica Neue Bold, 14-20pt. Section headings on internal and external pages.

Helvetica Neue Regular - body copy

Helvetica Neue Regular, 10-12pt body, 11pt minimum on shared documents.

Helvetica Neue Oblique - captions, footnotes, metadata

House rules

- Numerals: tabular figures in tables; oldstyle figures in body text only.
- Quotation marks: smart quotes only; straight quotes prohibited.
- Em dashes: prohibited firm-wide. Use a single hyphen per house style.
- Single space after sentence-ending punctuation.
- Currency: ISO three-letter code on first reference (USD, EUR, GBP, NZD).
- Date format: DD Month yyyy in long form (4 May 2026); yyyy-mm-dd in tables and metadata.
- Decimal separator: '.' for English-language materials; thousand separator: ','.

5. Slide template inventory

Approved templates live in the Marketing SharePoint at /Templates/Slides. Use these only.

ID	Name	Use
`01_title`	Title slide	Project name, deal team, date, classification.
`02_section`	Section divider	Bold section title; navy band only.
`03_content`	Content body	Heading + 5-7 bullets max; chart in lower half.
`04_chart`	Chart slide	Single chart full-width; no body bullets.
`05_table`	Table slide	Tabular content; tabular figures only.
`06_quote`	Quote slide	Pull quote; minimum 18pt; attribution required.
`07_risk`	Risk register	Risk x impact matrix in color-graded cells.
`08_deepdive`	Deep dive layout	Two-column with chart left, narrative right.
`09_appendix`	Appendix divider	Used to lead into appendix sections.
`10_closing`	Q&A / closing	Closing slide with team contact block.

6. Document templates

- IC pack template (DOCX) - see Marketing SharePoint, /Templates/IC.
- Memo template (DOCX) - single-column, 1-inch margins, 11pt body.
- LP letter template (DOCX) - quarterly LP communications, owned by IR.
- 100-day plan template (XLSX) - operational tracker, owned by Operating Partners.
- Term sheet template (DOCX) - owned by General Counsel.
- Process letter template (DOCX) - for sell-side / advisor communications.
- Email signature block (HTML) - auto-pulled from Outlook directory; do not edit manually.
- Business card (PDF) - order via Office Manager; print at the firm-approved vendor.

7. Photography & imagery

Halberd uses original photography commissioned every two to three years. Stock photography is permitted only with Marketing approval and only from the firm-approved library on Getty.

Subjects: portfolio company sites, infrastructure, products, and people are preferred. Avoid generic business-handshake stock imagery; prefer authentic operating environments.

Treatment: minimal post-processing. We do not use heavy filters or high-contrast color grading. Color cast should pull subtly toward the slate / oak palette where natural lighting permits.

People photography: portfolio company personnel must consent in writing prior to publication. Halberd personnel headshots are refreshed every two years; head and shoulders, plain background.

Iconography: use the line-style icon library at /Templates/Icons. Filled icons are not approved.

8. Co-branding & partner logos

Use of the Halberd wordmark alongside any third-party logo (sell-side advisor, lender, advisor, portfolio company, conference sponsor, charity partner) requires written approval from Marketing & Comms before any external use.

Layout principles when approved:

- Equal optical weight; never let the partner logo dominate.
- Vertical bar separator at one cap-height of the partner logo, in Snow at 30% opacity.
- No logo lockups with portfolio companies in marketing materials - use a relationship diagram in body copy instead.

Conferences and events: where Halberd is a sponsor, the standard sponsor pack includes the navy and white lockups in EPS, PNG, and SVG formats. Send the request to marketing@halberd.com no later than three weeks before the event.

9. Approval workflow & contacts

Workflow:

1. Internal review by deal team / function lead.
2. Sigrid Pohl (Marketing & Comms) reviews for brand consistency.
3. Anika Shah (Compliance) reviews any LP-facing or regulated material.
4. Final approval rests with the relevant Partner.

Turnaround: standard 3 business days; same-day for urgent items with Partner sponsorship.

Contacts:

- Marketing & Comms: sigrid.pohl@halberd.com
- Compliance: anika.shah@halberd.com
- Investor Relations: naomi.fischer@halberd.com
- IT & Security: ola.adeyemi@halberd.com
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