

Identity guidelines

PORTCULLIS

Portcullis stands apart as an independent wealth manager with an unwavering commitment to integrity. Our ‘squeaky clean’ reputation, long-term focus, and transparent approach empower families and institutions to manage their wealth with confidence and peace of mind.

At Portcullis Group, our reputation is everything. With over 30 years of service to our clients, we’ve built a trusted reputation based on expertise, integrity, and commitment.

To protect and strengthen that reputation, it’s crucial that we carefully manage our branding, marketing, communications, and publications. We must continue to present a professional image, not only to maintain our standing as a respected wealth services group but also to reflect the credibility of the jurisdictions where we operate.

It’s essential that all employees act with responsibility and integrity when representing Portcullis Group. Aggressive or inappropriate branding and marketing tactics are strictly prohibited. If any employee becomes aware of a third party falsely claiming an association with Portcullis Group, they must report it to the Group President immediately.



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01 Logo

02

Portcullis logo

The Portcullis logo serves as the primary identifier for the company and its services. This logo is a registered service mark and holds a central role in corporate communications.

The logo shown here and the versions on the following pages are the only forms authorized for use on Portcullis communications. No alternate versions are permitted.

Before using the Portcullis Group logo, approval must be obtained from the Group President's Office. When requesting approval, submit a copy of the materials (e.g. publications, presentations) where the logo will appear. Once approved, the logo must be used strictly according to the specified guidelines. The logo cannot be shared with third parties without prior approval from the Group President.

Symbol



Logotype

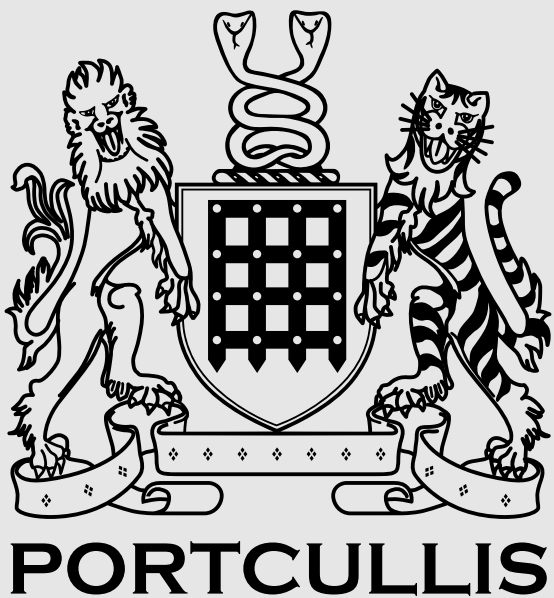
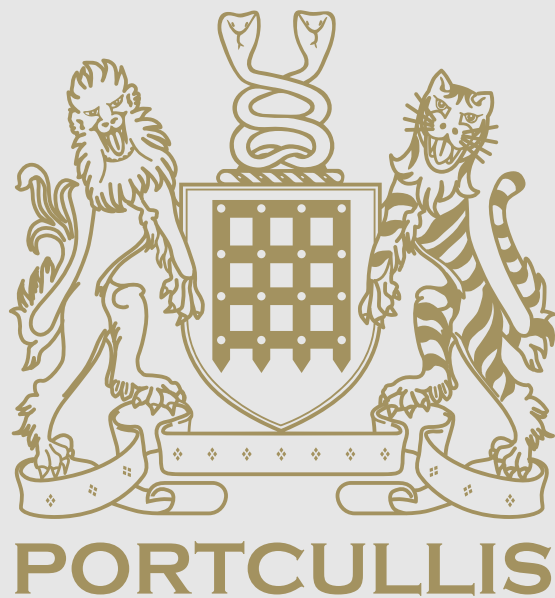
PORTCULLIS

Logo versions

The logo comes in two variations to ensure consistent brand representation across all applications.

Primary logo

This is the preferred version for most applications, as it is the strongest of the set. Use it carefully and refer to the following pages for guidelines on its proper application.



Secondary logo

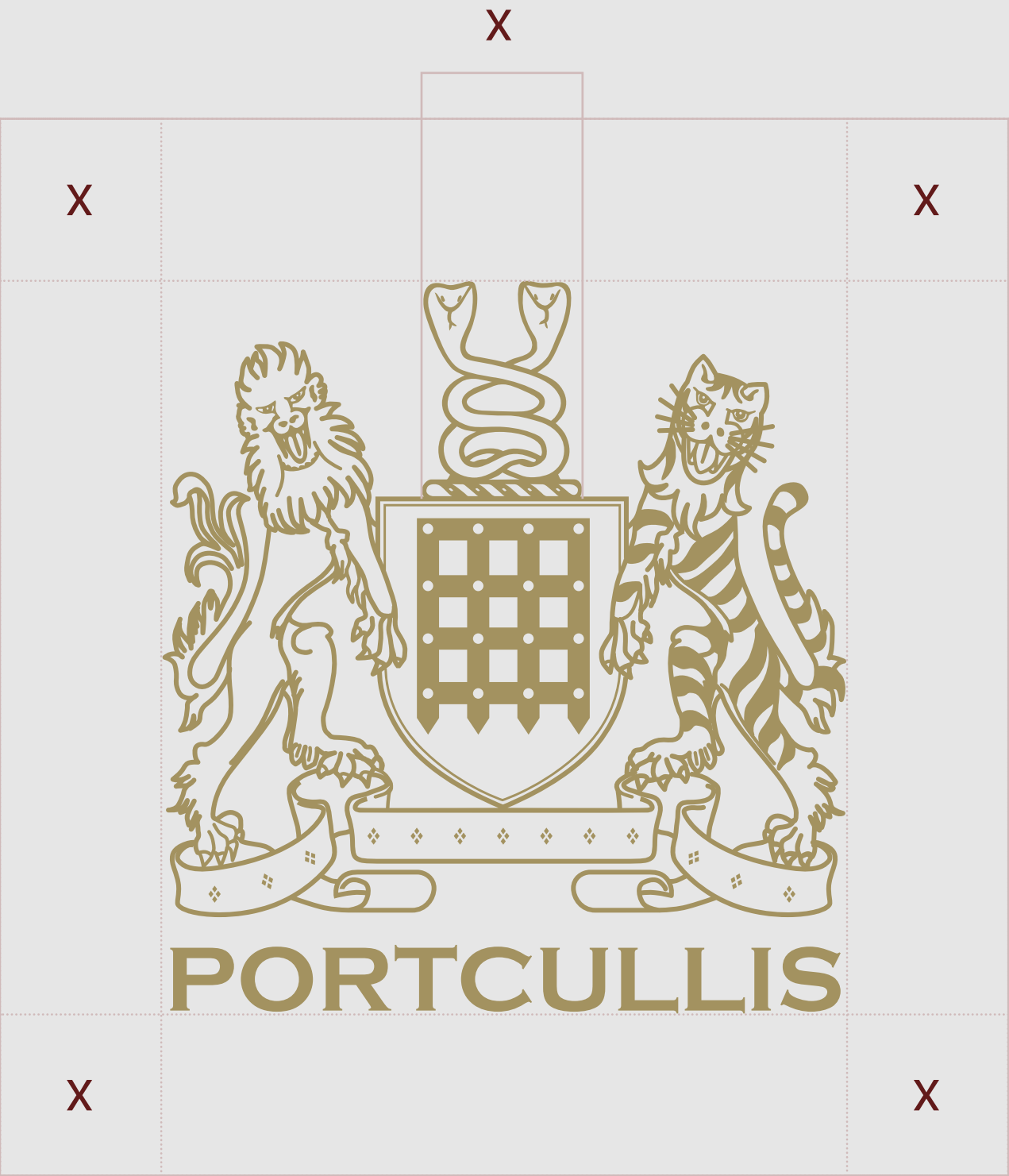
Use reversed logo options on dark or low-contrast backgrounds for better clarity and legibility.



Clear space

To maintain the integrity of our logo, ensure a clear margin around all four sides, as shown. For both primary and secondary logos, this clear space should be equal to 1 X/Y-height.

No text or graphic elements should be placed in this area. In digital applications with space constraints, the clear space may be slightly reduced.



02 Colours

03

Colours

This colour palette combines refined elegance and trustworthiness, with a balance of strength and transparency, creating a credible and professional atmosphere.

Gold

#A39260
R163 G146 B96
C0 M10 Y41 K36
PANTONE 7503 C

Burgundy

#621A1A
R98 G26 B26
C0 M73 Y73 K62
PANTONE 4101 C

Charcoal

#333333
R51 G51 B51
C0 M0 Y0 K80

Silver

#B2B2B2
R178 G178 B178
C0 M0 Y0 K30

03 Typography

04

Typography

The typographic system is designed with a restrained selection of typefaces and weights, fostering a sense of clarity, authority, and sophistication.

Primary typeface

Inter was designed by Swedish type designer Rasmus Andersson and is available as an open-source font through [Google Fonts](#).

Light

Inter

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*

Regular

Inter

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*

Medium

Inter

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*

Bold

Inter

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*

Typography

Extended language support is incorporated without compromise, ensuring typographic harmony across Latin and CJK scripts. Weight, spacing, and visual rhythm are carefully matched to maintain a cohesive reading experience across all written languages.

Secondary typeface

For Chinese typography, we use Noto Sans SC and Noto Sans TC to ensure consistency, clarity, and readability across all Chinese-language communications.

Noto Sans SC

简体中文
字体展示

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*

Noto Sans TC

繁體中文
字體展示

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*

Code/Technical typeface

For code and technical use, we use Maple Mono, an open-source monospace font used for consistent alignment in code and technical documentation.

Regular

Maple Mono

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*

Semi-bold

Maple Mono

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*

04 Social media

05

Social icons

Across social media we use the Portcullis logo without the logotype as shown here.

X
400 × 400



Instagram
180 × 180



LinkedIn
400 × 400



Facebook
360 × 360



05 Collateral materials

Stationery

- Business card
- Letterhead
- Email Signature

Colour specs

- PANTONE 4101 C
- PANTONE 7503 C

- C0 M73 Y73 K62
- C0 M10 Y41 K36

Name Surname

DESIGNATION

+6 087 123 456

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Portcullis Group

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PORTCULLIS



PORTCULLIS

Portcullis (Hong Kong) Limited

保得利基金管理 (香港) 有限公司

Portcullis (Hong Kong) Limited

Portcullis Fund Services (Hk) Limited

Portcullis Fund Administration (Hk) Limited

Portcullis Tax Services (Hk) Limited

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PORTCULLIS



PORTCULLIS

Henry Chong | Director

Portcullis Global Services Pte Ltd

Co. Reg. No. 202103944G

Tel xxxxx | Mob xxxxx



By family, for families.

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Name	Title
Burgundy	Gold
#621a1a	#a39260

Presentation template

Our presentation template provides a consistent framework for sharing ideas, proposals, and reports. Use the supplied layouts, colours, and typography to maintain a cohesive brand presence across every presentation.



PORTCULLIS

The Portcullis family

We understand the importance of continuity and legacy planning. We are a true family office, with generational involvement in the business.

July 2026



BY FAMILY FOR FAMILIES

2



BY FAMILY FOR FAMILIES

4

CASE STUDY 1

Maecenas molestie

ETIAM TINCIDUNT Duis pharetra urna quis odio aliquam, ac imperdiet massa dignissim. RUTRUM VESTIBULUM Nulla accumsan nibh id lacinia interdum.

Aenean at massa

Fusce a ultricies massa. Vivamus imperdiet ultricies arcu nec bibendum. Vivamus ut ipsum nibh. Sed laoreet gravida efficitur. Aenean ornare vestibulum lorem, sed tincidunt dui vestibulum et. Aenean nec pharetra fele. Donec suscipit ex tellus, sollicitudin interdum sem lobortis ac.

Orci varius natoque

Donec bibendum felis quis congue sollicitudin. Suspendisse accumsan justo vitae maximus dictum. Maecenas ut blandit enim. Curabitur tempus, tellus quis elementum porttitor, dui nisi lacinia sem, et sodales turpis nulla eu eros.

Maecenas molestie

ETIAM TINCIDUNT Duis pharetra urna quis odio aliquam, ac imperdiet massa dignissim. RUTRUM VESTIBULUM Nulla accumsan nibh id lacinia interdum.

Aenean at massa

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Orci varius natoque

Donec bibendum felis quis congue sollicitudin. Suspendisse accumsan justo vitae maximus dictum. Maecenas ut blandit enim. Curabitur tempus, tellus quis elementum porttitor, dui nisi lacinia sem, et sodales turpis nulla eu eros.





BY FAMILY FOR FAMILIES

15

Table Layout & Description

	Item 1	Item 2	Item 3	Item 4	Item 5	Item 6
1	Lorem	Vivamus eros leo	HK\$800m (US\$102m)	16/02/23	4.05%	1 year
2	Ipsum	Vivamus eros leo	€60m (US\$64.2m)	14/02/23	N/A	1 year
3	Consectetur adipiscing elit	Vivamus eros leo	£50m (US\$60m)	31/01/23	Floating Rate	2 years
4	Phasellus	Vivamus eros leo	€450,000 (US\$462,000)	11/01/23	N/A	N/A
5	Interdum	Vivamus eros leo	€100m(US\$107m)	30/11/22	2.59%	2 years
6	Donec faucibus purus sem	Vivamus eros leo	CHF375m (US\$405m)	14/11/22	2.33%	3 years
7	Donec facilisis	Vivamus eros leo	PHP 1600m (US\$18m)	20/06/22	3.5%	1.5 years
8	Duis est nunc	Vivamus eros leo	AUD100m(US\$76m)	Aug 18	2.251%	2 years

Tier Layout

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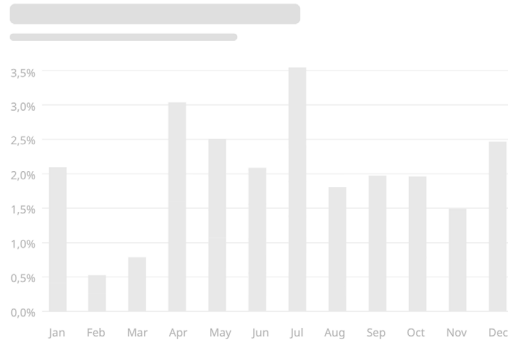
Lorem ipsum dolor sit amet consectetur adipiscing elit. Quisque faucibus ex sapien vitae pellentesque sem placerat.

2 Column List Layout

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Duis at augue a velit suscipit luctus et eget eros	5.05%	Duis at augue a velit suscipit luctus et eget eros	0.05%
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Duis at augue a velit suscipit luctus et eget eros	\$8,162,800,000,000	Duis at augue a velit suscipit luctus et eget eros	7,270,000
Duis at augue a velit suscipit luctus et eget eros	1%	Duis at augue a velit suscipit luctus et eget eros	14,540,000
Duis at augue a velit suscipit luctus et eget eros	1%	Duis at augue a velit suscipit luctus et eget eros	365
Duis at augue a velit suscipit luctus et eget eros	\$81,424,000,000	Duis at augue a velit suscipit luctus et eget eros	\$50,710,000
Duis at augue a velit suscipit luctus et eget eros	\$81,424,000,000	Duis at augue a velit suscipit luctus et eget eros	2,653,550,000
Duis at augue a velit suscipit luctus et eget eros	14,540,000,000	Duis at augue a velit suscipit luctus et eget eros	5,307,000,000

Pulvinar vivamus fringilla lacus nec metus bibendum egestas, laculis massa

Ad litora torquent per conubia nostra inceptos himenaeos



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Promotions

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- DL flyer
- Pull-up banner



