Winpath

EXECUTIVE SEARCH · BRAND KIT

Where Talent Meets Opportunity.

Real Winpath mark. Blue and gold. Clear, considered typography.

Executive blue
#024BA5

Deep navy
#07182F

Pathway gold
#F0AC29

White
#FFFFFF

Typography

Georgia for titles and editorial statements

Arial for body text, contact details and interface labels.

Logo and voice

Preserve logo proportions. Never recreate or stretch the mark.

Keep clear space around the mark; use a white field for legibility.

Speak directly, warmly and professionally. No guarantees or hype.

Session details are always mutually agreed.

Business cards: 3.5 × 2 inches trim, 0.125-inch bleed on each side.

Cards are RGB PDFs; your printer should confirm color conversion before print.