



# BlueBridge

Small steps beat big bets



# Branding an IFA Firm

From brief to working system

creator: james@metismediastudio.com



## The Brief

BlueBridge are an independent financial advice firm in Altrincham. The goal was simple: look credible, read clearly, and make it easier for people to book a first meeting. The brand had to feel steady, conservative and print-ready, while meeting FCA expectations without noise.

## The Challenge

Most firms in this space look either generic or loud. Client letters are dense, small, and tiring to read. Trust is lost in the presentation before the facts land. We set out to design a system that lowers effort and raises confidence.

## The Insight

People do not buy drama in regulated services; they buy relief from uncertainty. If the page feels unhurried and clear, decisions come easier. That became the north star for every design choice.

## The Core Idea

Small, steady steps beat big bets. The bridge stands for progress without haste. Our mark references a suspension bridge: a gentle cable arc held by two quiet pylons. It signals stability, span, and guidance across complexity.



# The logo

BlueBridge - Guiding the route

The BlueBridge wordmark carries a shallow cable arc above the name. The letters l and d act as the pylons, giving structure without an icon. The curve is set to a calm catenary, not a smile; it reads as engineering, not decoration.



## The idea



Simple bridge illustration

+

BlueBridge

Increase height for pylons

BlueBridge



Licensed by the Financial Conduct Authority

[1588416]

Altrincham,  
ready for retirement?

Book your free 20-minute retirement  
check

bluebridgefp.co.uk/check | 0161 000 000

BlueBridge

Small steps beat big bets







# BlueBridge Colour



#F2F4F7

#667085

#3A6FB0

#0E2A47

<div> <div>R 14</div> <div>G 42</div> <div>B 71</div> </div> <div>#0E2A47</div> <div> <div>C 99</div> <div>M 82</div> <div>Y 44</div> <div>K 45</div> </div> <div>Pantone 282 C</div>	<div> <div>R 58</div> <div>G 111</div> <div>B 176</div> </div> <div>#3A6FB0</div> <div> <div>C 82</div> <div>M 56</div> <div>Y 4</div> <div>K 0</div> </div> <div>Pantone 653 C</div>	<div> <div>R 102</div> <div>G 112</div> <div>B 133</div> </div> <div>#667085</div> <div> <div>C 65</div> <div>M 51</div> <div>Y 34</div> <div>K 8</div> </div> <div>Pantone 7667 C</div>	<div> <div>R 242</div> <div>G 244</div> <div>B 247</div> </div> <div>#F2F4F7</div> <div> <div>C 4</div> <div>M 2</div> <div>Y 1</div> <div>K 0</div> </div>	<div> <div>R 165</div> <div>G 166</div> <div>B 168</div> </div> <div>#A5A6A8</div> <div> <div>C 38</div> <div>M 30</div> <div>Y 29</div> <div>K 0</div> </div>
80% tint	80% tint	80% tint	<div> <div>R 87</div> <div>G 88</div> <div>B 89</div> </div>	<div> <div>R 10</div> <div>G 10</div> <div>B 10</div> </div>
60% tint	60% tint	60% tint	<div>#575859</div>	<div>#0A0A0A</div>
40% tint	40% tint	40% tint	<div> <div>C 64</div> <div>M 55</div> <div>Y 54</div> <div>K 29</div> </div>	<div> <div>C 74</div> <div>M 67</div> <div>Y 66</div> <div>K 86</div> </div>
20% tint	20% tint	20% tint		



# BlueBridge Financial Planning

Typography and tone for client documents



This note explains how we set type at BlueBridge and why it matters. It is written like a client letter because that is how our work will be read. We use two typefaces with clear roles to lower effort and raise trust. Nothing is decorative; everything helps the reader decide.

## The headline voice IvyBodoni (Medium)

- Role: headings, section titles, key numbers, pull quotes
- Weights: Regular, Semibold, Italic
- Sizes: 32, 24, 20 for H1-H3; line-height 1.35-1.45
- Tracking: tight to neutral (0 to +5)
- Licensing: commercial desktop and web licences required

IvyBodoni carries a quiet authority that suits a firm whose promise is steady progress, because it delivers a clear editorial presence without theatricality and holds its form at display sizes in print and on screen. Its high contrast and upright stress give headings a crisp edge, the serifs are sharp but disciplined, and the spacing creates an even rhythm that lets longer titles scan cleanly so a reader can grasp the point before they move into the detail. We use it to signal structure, to mark hierarchy that does not compete with charts, tables, or regulatory notes; it asks for sensible sizes and white space, and in return it reads as composed and professional.

It also suits our story: we aim to make complex choices feel simple, and IvyBodoni achieves clarity through proportion and precision rather than ornament, reading like a considered headline that respects the reader's time. The italics are refined yet legible enough for case names and policy titles, and where available small caps can carry abbreviations cleanly; spacing remains consistent across weights so documents look settled even when they carry a lot of information.

We have chosen a typographic pair that behaves the way we advise: measured, consistent, and free of spectacle, because clients do not need to fight a layout to understand a decision that already carries weight. IvyBodoni sets a clear spine through each page so the argument is easy to follow, and IBM Plex Sans keeps the texture of the body even and quiet, which means numbers align, notes remain legible, and the document holds together whether it is read on a screen at 90 percent zoom or printed and marked with a



BlueBridge Ltd.  
Authorised and regulated by the Financial Conduct Authority. FCA No: [xxxxxx].

Small steps beat big bets.

## The everyday voice IBM Plex Sans

- Role: body text, UI, forms, tables, disclaimers
- Weights: Regular, Medium, Bold; use Medium for buttons and subheads
- Sizes: body 16 px (print 10.5-11 pt), captions 14 px; line-height 1.55-1.6
- Numerals: tabular figures on for tables and fees
- Licensing: open source (OFL), included in project files

IBM Plex Sans is chosen because it disappears and lets the content lead; it renders crisply on modern systems, handles numbers cleanly, and keeps paragraphs even so the eye can move at a steady pace. When advisers write in Plex, fees align, dates are clear, and small print stays readable, which reduces misreadings and follow-up questions. It has enough warmth to feel human and enough neutrality to avoid calling attention to itself, which is the balance we want when we explain pensions, tax and protection in plain English.

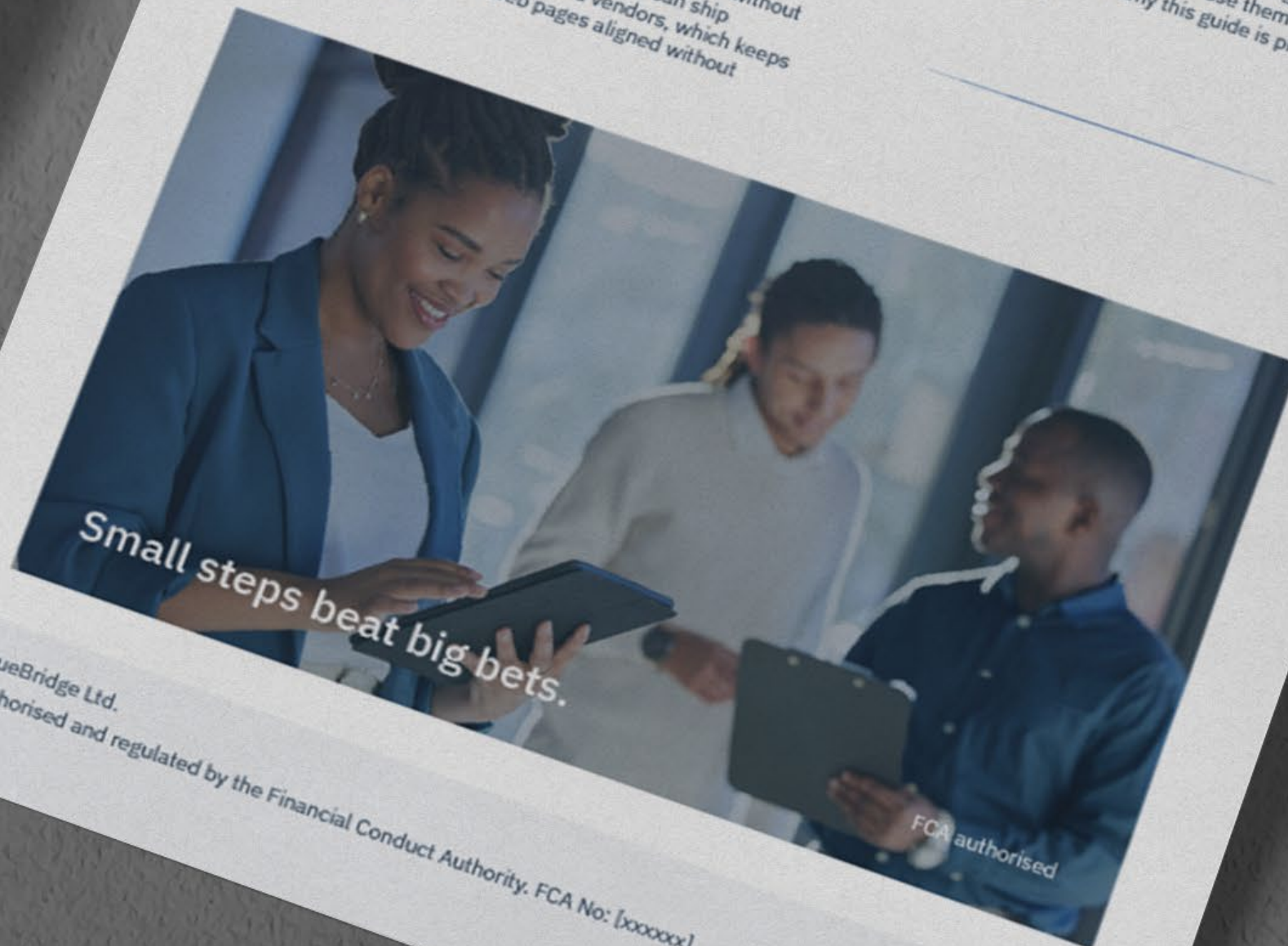
For UI and forms it performs well at small sizes, the punctuation is open and legible, and the Medium weight gives buttons and subheads a firm tone without shouting. Because it is open source we can ship consistent files across teams and vendors, which keeps client letters, PDFs and web pages aligned without licensing friction.

## Our Language

We write so a busy person can read once and understand; we lead with the point, then give the minimum facts needed to act, and we avoid flourishes that add heat but no light. Sentences are complete, grammar is clean, and technical words are used only when needed and are followed by a short explanation, because clarity is a duty in regulated work.

Tone is measured and courteous. We do not sell outcomes we cannot control, we do not promise performance, and we state fees and risks plainly. Paragraphs are short enough to breathe, headings tell the story of the page on their own, and tables are used when numbers compare better than prose.

Every choice in this letter serves one aim: reduce cognitive load so clients can make calm decisions. The fonts help, the spacing helps, and the language helps, but the standard only holds if we use them the same way every time, which is why this guide is precise and why we stick to it.



BlueBridge Ltd.  
Authorised and regulated by the Financial Conduct Authority. FCA No: [xxxxxx].

FCA authorised

Small steps beat big bets.

# Typography



# BlueBridge Financial Planning

Typography and tone for client documents

This note explains how we set type at BlueBridge and why it matters. It is written like a client letter because that is how our work will be read. We use two typefaces with clear roles to lower effort and raise trust. Nothing is decorative; everything helps the reader decide.

## The headline voice

### IvyBodoni (Medium)

- Role: headings, section titles, key numbers, pull quotes
- Weights: Regular, Semibold, Italic
- Sizes: 32, 24, 20 for H1–H3; line-height 1.35–1.45
- Tracking: tight to neutral (0 to +5)
- Licensing: commercial desktop and web licences required

IvyBodoni carries a quiet authority that suits a firm whose promise is steady progress, because it delivers a clear editorial presence without theatricality and holds its form at display sizes in print and on screen. Its high contrast and upright stress give headings a crisp edge, the serifs are sharp but disciplined, and the spacing creates an even rhythm that lets longer titles scan cleanly so a reader can grasp the point before they move into the detail. We use it to signal structure, to mark the start of new ideas, and to give each page a calm hierarchy that does not compete with charts, tables, or regulatory notes; it asks for sensible sizes and white space, and in return it reads as composed and professional.

It also suits our story: we aim to make complex choices feel simple, and IvyBodoni achieves clarity through proportion and precision rather than ornament, reading like a considered headline that respects the reader’s time. The italics are refined yet legible enough for case names and policy titles, and where available small caps can carry abbreviations cleanly; spacing remains consistent across weights so documents look settled even when they carry a lot of information.

We have chosen a typographic pair that behaves the way we advise: measured, consistent, and free of spectacle, because clients do not need to fight a layout to understand a decision that already carries weight. IvyBodoni sets a clear spine through each page so the argument is easy to follow, and IBM Plex Sans keeps the texture of the body even and quiet, which means numbers align, notes remain legible, and the document holds together whether it is read on a screen at 90 percent zoom or printed and marked with a

## The everyday voice

### IBM Plex Sans

- Role: body text, UI, forms, tables, disclaimers
- Weights: Regular, Medium, Bold; use Medium for buttons and subheads
- Sizes: body 16 px (print 10.5–11 pt), captions 14 px; line-height 1.55–1.6
- Numerals: tabular figures on for tables and fees
- Licensing: open source (OFL), included in project files

IBM Plex Sans is chosen because it disappears and lets the content lead; it renders crisply on modern systems, handles numbers cleanly, and keeps paragraphs even so the eye can move at a steady pace. When advisers write in Plex, fees align, dates are clear, and small print stays readable, which reduces misreadings and follow-up questions. It has enough warmth to feel human and enough neutrality to avoid calling attention to itself, which is the balance we want when we explain pensions, tax and protection in plain English.

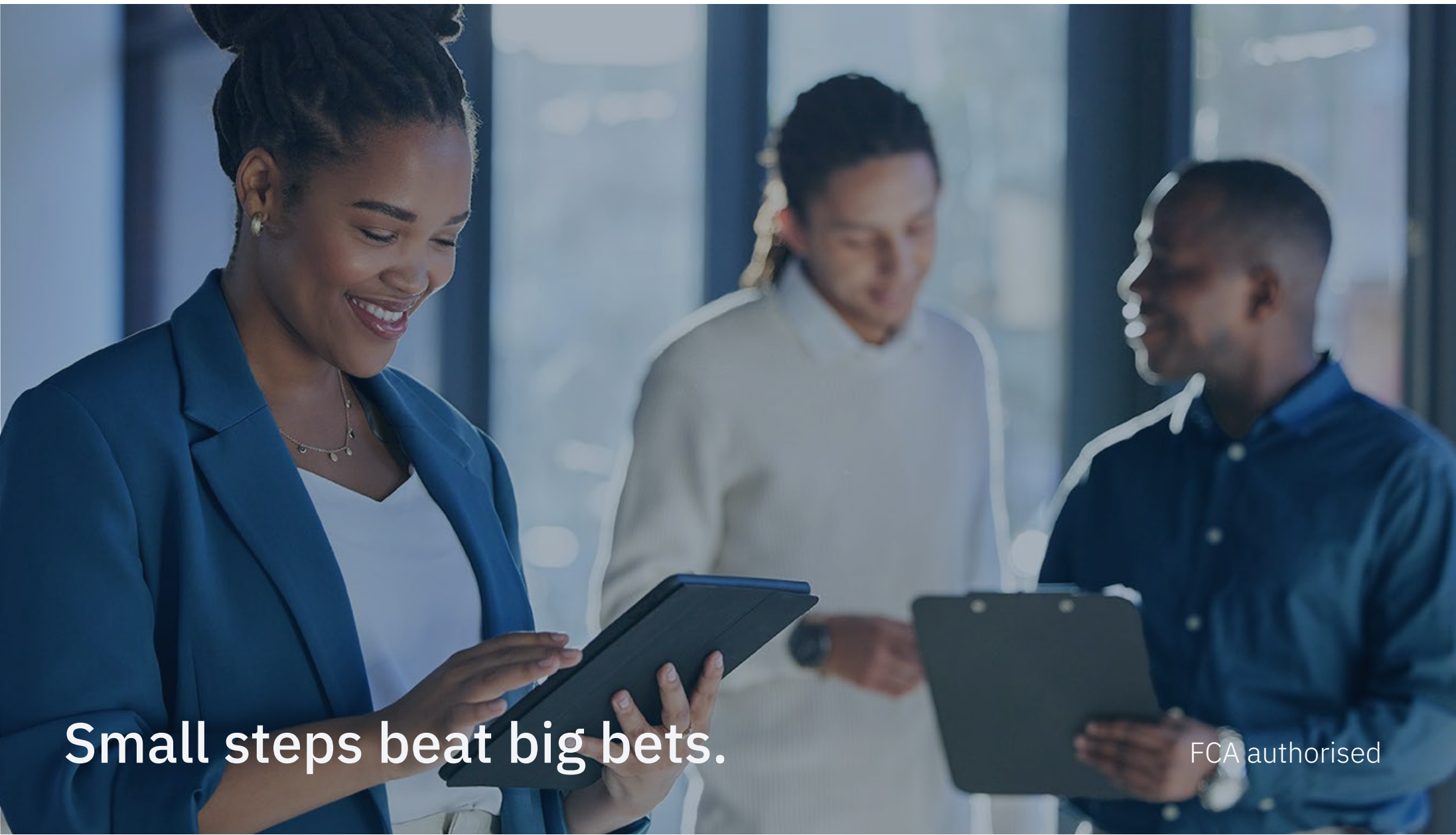
For UI and forms it performs well at small sizes, the punctuation is open and legible, and the Medium weight gives buttons and subheads a firm tone without shouting. Because it is open source we can ship consistent files across teams and vendors, which keeps client letters, PDFs and web pages aligned without licensing friction.

## Our Language

We write so a busy person can read once and understand; we lead with the point, then give the minimum facts needed to act, and we avoid flourishes that add heat but no light. Sentences are complete, grammar is clean, and technical words are used only when needed and are followed by a short explanation, because clarity is a duty in regulated work.

Tone is measured and courteous. We do not sell outcomes we cannot control, we do not promise performance, and we state fees and risks plainly. Paragraphs are short enough to breathe, headings tell the story of the page on their own, and tables are used when numbers compare better than prose.

Every choice in this letter serves one aim: reduce cognitive load so clients can make calm decisions. The fonts help, the spacing helps, and the language helps, but the standard only holds if we use them the same way every time, which is why this guide is precise and why we stick to it.



Small steps beat big bets.

FCA authorised



# The Components

## Dividers

0.5px

2p<sub>x</sub>

5px

## Cards

#F2F4F7

#667085

#3A6FB0

## Buttons

Book now

Body	#0E2A47
Text	#0E2A47

## Book today

Body	#3A6FB0
Text	#F2F4F7

Hover

Body	#0E2A47
Text	#F2F4F7

## Tables

[illegible]



