**COLOUR PALETTE**

C= 88 M=41 Y=0 K=49

C=0 M=41 Y=0 K=0

The brand’s dominant color is navy blue,

which symbolizes stability, trust, loyalty,

wisdom, confidence, intelligence, faith

and truth.

Depending on the communication, Fiducia

logo may also be displayed in white

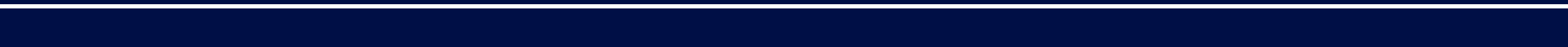
or black. This gives us flexibility in our

marketing collateral, as either color is

easily distinguishable when set against

the appropriate background.

C= 0 M=0 Y=0 K=10



**FIDUCIA**