

APOGEE GLOBAL RMS
TAKING PEOPLE, PROCESS AND TECHNOLOGY TO THE NEXT LEVEL

BRAND IDENTITY GUIDE

Apogee Global RMS

Standards & Usage for Apogee Global RMS and its Sub-Brands

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Brand Architecture

Apogee Global RMS operates as a parent-brand / sub-brand architecture. The parent brand governs overall identity, color fidelity, and tone. Sub-brands inherit the core visual DNA but carry distinct identities reflecting their service domains.

PARENT BRAND

Apogee Global RMS

Enterprise Risk Management & Advisory

SUB-BRAND

Apogee Speakers Bureau

Keynote & Thought Leadership

SUB-BRAND

Rogue Risk Analysis Group

Intelligence & Risk Analytics @Apogee

Color System

The Apogee color system is anchored by two primary hues — Cobalt Blue and Champagne Gold — which reflect trust, precision, and elevated professionalism. Hex values are non-negotiable.

PRIMARY PALETTE



Cobalt Blue
#1A77BC
Primary brand blue — globe highlight, key accents



Deep Blue
#0E5F99
Anchor tone — headlines on light, borders



Champagne Gold
#B59862
Primary gold — wordmarks, sub-headings



Antique Gold
#8C7240
Deep gold — rich print use, dark pairings

SECONDARY & NEUTRAL PALETTE



Sky Blue
#5BA8D5
Light accent, gradient range, digital highlights



Steel Silver
#8AAFC0
Gradient midpoint — sphere transition color

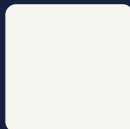


Pale Gold
#D4B483
Light-mode tints, hover states, decorative use



Midnight Navy
#0F1126
Dark background — preferred dark theme base

Deep Navy
#172040
Dark card backgrounds, layered dark UI

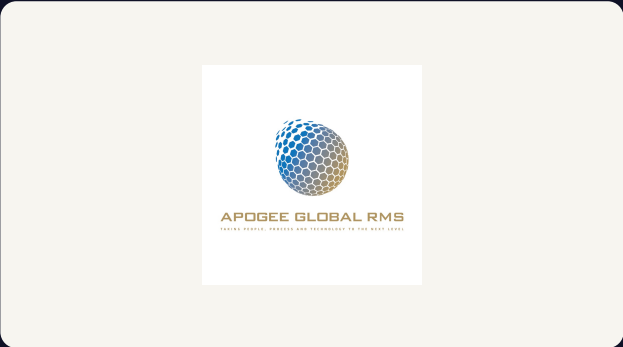


Off White
#F7F5F0
Light theme base, document backgrounds

Logo System

The Apogee logo family includes approved configurations for specific contexts. Each variant is purpose-built and must not be mixed or substituted arbitrarily.

PARENT BRAND — APOGEE GLOBAL RMS



Light Background

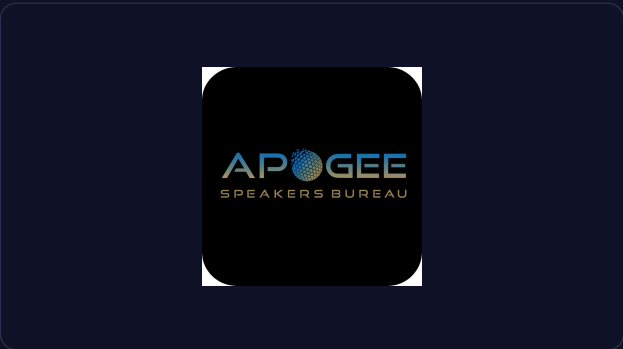


Dark Background

SUB-BRAND — APOGEE SPEAKERS BUREAU



Light Background



Dark Background

SUB-BRAND — ROGUE RISK ANALYSIS GROUP



Dark Background

USAGE GUIDELINES

CORRECT USAGE

- + Maintain absolute clearspace equal to the height of the globe mark.
- + Scale proportionately — never stretch or skew.
- + Use provided high-resolution assets for all applications.

MISUSE

- x Do not alter the gradient angle or direction.
- x Do not stretch, skew, or distort the mark.
- x Do not place the dark logo variant on mid-tone backgrounds.

Typography

Our typographic hierarchy establishes authority while maintaining readability. The interplay between classic serif and modern geometric sans-serif defines the Apogee voice.

Aa

Cormorant Garamond

PRIMARY DISPLAY / HEADERS

Navigating complex risk with absolute precision.

Aa

Montserrat

SUBHEADINGS / LABELS

Global Intelligence & Strategy

Aa

Barlow

BODY COPY / LONGFORM

In an unpredictable global landscape, organizations require more than data — they require actionable intelligence. The Barlow typeface ensures maximum legibility for dense analytical reports, whitepapers, and digital interfaces without sacrificing our modern aesthetic.

Sub-Brand Identities

Sub-brands carry individual identities that reflect their distinct service domains while maintaining parent-brand lineage through the hexagonal globe motif and Blue-Gold color system.



SUB-BRAND

Apogee Speakers Bureau

Keynote & Thought Leadership



SUB-BRAND

Rogue Risk Analysis Group

Intelligence & Risk Analytics @Apogee



Brand Voice

Our voice is authoritative, precise, and sophisticated — reflecting the trust our clients place in our expertise.

AUTHORITATIVE

We speak with the confidence of an industry leader backed by deep expertise.

"Our analysis reveals three critical vectors of exposure requiring immediate strategic intervention."

PRECISE

Our language is exact, avoiding ambiguity or unnecessary complexity.

"The risk coefficient increased 14.2% quarter-over-quarter, driven by geopolitical instability."

SOPHISTICATED

We maintain a high level of professionalism across all touchpoints.

"Elevating enterprise resilience through intelligence-driven risk architecture."