

# Brand Guidelines

Simple principles to preserve brand quality and consistency in every context



# Writing the Rules in Progressive Settlement Administration

# Brand Story

Angeion Group was founded to modernize a stagnant industry and transform how settlement administration serves people. With more than 60 years of combined leadership experience, our team has managed over 2,000 class action administrations and distributed more than \$15 billion in benefits to class members. From pioneering digital notice campaigns to advancing national legal reforms, Angeion has consistently set new standards of clarity, efficiency, and trust.

## Leading the Way

Today, Angeion leads the industry with psychology-backed strategies, advanced technology, and global reach. Recognized as one of the fastest-growing private companies in America by *Inc. Magazine* and named multiple times by the *National Law Journal* as a Top Class Action Administrator, we deliver more than operational excellence. We provide confidence to courts, trust to attorneys, and dignity to claimants. For Angeion, settlement administration is not only process, it is justice made accessible at scale.



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## QUESTIONS?

For questions or inquiries please contact:  
Or visit: [angeiongroup.com](http://angeiongroup.com)

## MARKETING

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# Brand Logo

# Logo

The Angeion logo represents clarity, trust, and forward momentum. It is the most visible symbol of our brand and should always be treated with care and precision. Consistent use ensures recognition, builds trust with clients, and reinforces our role as leaders in legal administration.

## Primary Logo

Our primary logo should appear on all client-facing communications. It is designed for maximum legibility in both digital and print applications. Use it whenever possible.

## Secondary Logo

The secondary logo is reserved for cases where space is limited or design requires flexibility. It maintains the integrity of the mark while adapting to alternate layouts.

### PRIMARY LOGO



### SECONDARY LOGO



# Logo Versions

Our logo system adapts across contexts without losing impact. Each version is designed to maintain clarity, recognition, and consistency in any environment.

## Color Versions

The full-color logo is our default mark and should be used on white or light backgrounds. It represents the clearest expression of our identity and should appear in most applications.

The reversed white logo is designed for use on dark backgrounds, photography, or color blocks where contrast is essential. This version ensures the mark remains visible and consistent in any environment.

The symbol mark is reserved for instances where space is limited, such as icons, app buttons, or small digital placements. It should never replace the full logo in primary communications but serves as a flexible alternative when scale requires it.

### FULL-COLOR LOGO



### WHITE LOGO



### SYMBOL MARK



# Logo Space & Size

To protect the integrity of the Angeion logo, it must always appear with clarity and impact. These guidelines define the space around the mark and the smallest sizes at which it can be reproduced. Following these standards ensures the logo remains legible, recognizable, and consistent across all applications.

## Clear Space

To preserve visual impact, keep a minimum clear space around the logo equal to the height of the “A” in Angeion. This space must remain free of text, graphics, or other competing elements.

## Minimum Size

The logo should never appear smaller than:

- Digital: 96px width
- Print: 40mm width

### CLEAR SPACE



### MINIMUM SIZE



**Digital:** 96px width  
**Print:** 40mm width



**Digital:** 25px width  
**Print:** 25mm width

# Logo Misuse

The Angeion logo is one of our most important brand assets. To protect its integrity, it must always appear in its approved form. Altering or distorting the logo weakens recognition and undermines our identity.

Common misuses include changing colors, stretching or rotating proportions, adding effects, cropping or placing the logo inside shapes, or modifying its typography. Always use approved logo files to ensure clarity and consistency.

## Misuse (Never Do)

- Do not change logo colors.
- Do not stretch, compress, skew, or rotate.
- Do not add effects such as shadows, gradients, or outlines.
- Do not crop, distort, or place the logo inside shapes or containers.
- Do not modify the typography or substitute fonts.



# Brand Colors



# Color Palette

Our color system reflects who we are: credible, modern, and human. The palette communicates authority in the legal field while also signaling innovation, accessibility, and fairness. Applied consistently, these colors build recognition, ensure clarity, and maintain accuracy across both print and digital formats through precise HEX, and RGB values.

## Primary Colors

Our palette combines authority, innovation, and clarity. Counsel Navy Blue, Signal Bright Blue, and Clarity Light Blue form the primary system, with Counsel anchoring the brand, Signal driving attention, and Clarity providing balance.

## Secondary Logo

Supporting neutrals provide clarity, flexibility, and contrast across applications, with shades and variations used in data visualization, UI components, and background treatments to reinforce hierarchy and accessibility.

**Counsel  
Navy Blue**

HEX: #002e51  
RGB: 0, 46, 81

**Signal  
Bright Blue**

HEX: #2073d3  
RGB: 32, 115, 211

**Clarity  
Light Blue**

HEX: #9ec1e8  
RGB: 158, 193, 232

**Balance  
Gray**

HEX: #f3f6f9  
RGB: 243, 246, 249

**Equity  
Gray**

HEX: #dbe1e5  
RGB: 219, 225, 229

**Keystone  
Gray**

HEX: #65696d  
RGB: 101, 105, 109

# Brand Typography

# Typography


Typography is a core element of the Angeion Group brand system. It brings clarity, structure, and consistency to all communications, helping convey our voice with confidence and precision.

## Header Font

Charter BT is our primary serif font for headlines and subheads. It conveys authority, trust, and sophistication, making it ideal for titles, statements, and key messaging.

## Body Font

Inter is our sans-serif font for body text, captions, and UI. Clean, versatile, and highly readable, it creates balance and approachability across all content.

 Microsoft-compatible substitutes: use Georgia for Charter BT and Arial for Inter when brand fonts are unavailable.

### HEADER FONT

Aa

#### Charter BT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890!@#\$%^&\*()

### BODY FONT

Aa

#### Inter

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890!@#\$%^&\*()

# Hierarchy & Usage

Typography reinforces our brand voice through clarity, structure, and tone.

## Primary Typefaces

We use two primary typefaces to establish a consistent and recognizable system:

- Charter BT — a modern serif for headlines and subheads that conveys authority and trust.
- Inter — a versatile sans-serif for body text, captions, and UI that ensures readability and approachability.

## Microsoft-compatible Substitutes

When working in Microsoft Word or Microsoft PowerPoint, where brand fonts may not be available, use these system-safe substitutes to maintain consistency and accessibility:

- Georgia as the fallback for Charter BT (serif)
- Arial as the fallback for Inter (sans-serif)

## WEB / DIGITAL / PRINT

Charter BT

Charter BT

Inter SemiBold

Inter Regular

Inter SemiBold

Main Headline

Sub Headline

Section Title

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

SECTION SUB TITLE

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

# Brand Elements

# Imagery

Human connection is at the center of what we do, and our photography should capture collaboration, professionalism, and trust. Images should feel authentic and candid, portraying real interactions between people rather than posed or staged scenes.

## Human Capital

People should be the focal point. Highlight teamwork, active listening, and engagement, showing a diverse mix of ages, backgrounds, and roles to reflect the communities and professionals we serve.

## Image Style

Use clean, well-lit environments with natural light and open spaces to convey clarity and accessibility. Maintain sharp focus, balanced composition, and neutral color grading. Keep images polished yet relatable, avoiding cluttered backgrounds, harsh shadows, or cliché stock poses.



# Iconography

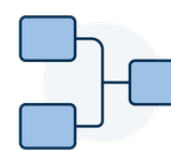
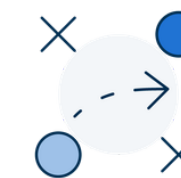
Our icon system supports clarity and consistency across all communications. Icons are designed to simplify complex information, guide users, and reinforce key messages. They are clean and minimal, serving as a counterpoint to our more expressive illustrations. While illustrations convey personality and narrative, icons provide structure; precision.

## Style

Icons are line-based, minimal, and geometric, using consistent stroke weights and rounded corners to reflect approachability. They rely on the brand color palette, primarily Counsel Navy Blue and Signal Bright Blue, with occasional use of neutral backgrounds for contrast.

## Usage

Use icons sparingly to support content, not replace it. They work best in navigation, infographics, class member portals, or internal tools. Avoid using icons as standalone design elements or in place of photography, and never combine multiple styles or visual treatments.



# Illustrations

Illustrations bring a modern, conceptual layer to the Angeion brand, complementing the clarity of our icons with warmth, personality, and narrative. Built with geometric forms, muted palettes, and organic textures, they balance structure with approachability and reinforce themes of trust, collaboration, and innovation. Used selectively, illustrations add distinction while maintaining harmony with the icon system.

## Style and Tone

- Minimalist, geometric forms with muted color palettes.
- Clean, intentional linework — structured yet organic.
- Balanced layout, ample white space for clarity and focus.

## Subjects

- Professional settings: offices, conference rooms, collaborative environments.
- People who appear diverse, approachable, and thoughtfully styled in modern business attire.
- Symbolic objects: lightbulbs, scales, or plants that reinforce clarity, trust, and progress.



# Headshots

Photography plays an important role in reinforcing Angeion Group's credibility, professionalism, and human connection. Our corporate headshots should always feel approachable, authentic, and consistent with our brand values.

## Style & Tone

- Use natural, even lighting that avoids harsh shadows.
- Keep images clean and uncluttered, with neutral or softly blurred backgrounds.
- Favor black-and-white portraits for consistency and timelessness.
- Maintain a professional but approachable demeanor — subjects should appear confident and relatable.

## Portraits

- Frame head-and-shoulders or mid-frame shots.
- Professional attire in neutral or brand palette tones.
- Expressions should be confident, natural, and approachable.



# Photo & Video

## Attire

- Dress professionally but comfortably (client-meeting ready).
- Solid, mid-tone or dark colors photograph best.
- Minimal patterns or logos.
- Light layers (blazers, cardigans, simple accessories) add polish.

## Grooming & Presentation

- Hair neat and intentional; facial hair trimmed.
- Use powder or blotting to reduce shine.
- Simple, understated jewelry or accessories.

## Posing & Expression

- Relaxed posture, natural smile, confident presence.
- Turn slightly—avoid straight-on angles for more dimension.
- Engage directly with the camera for connection.

## Background & Composition

- Clean, neutral backdrops or softly blurred office settings.
- Landscape orientation preferred for flexibility.
- Soft, even lighting; no harsh shadows.

## General Tips

- Keep team headshots consistent in style, crop, and lighting.
- Update photos regularly as appearances change.
- Reflect your authentic, professional self — no filters or heavy editing.

## Headshot Format Overview

- Three-quarter body, journalistic style, landscape orientation.
- Clean lighting, minimal shadows, bright neutral backgrounds.
- Pull back for flexible cropping to headshots.

## Headshot Poses

- Shoot a range of natural poses (angled, gesturing, jacket on/off).
- Friendly, approachable expressions.
- Relaxed body language.

# Contact

## COMPANY HEADQUARTERS

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Philadelphia, PA 19103

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[info@angeiongroup.com](mailto:info@angeiongroup.com)



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New York, NY 10281

## LONDON OFFICE

Angeion Group International  
8 St. James's Square  
London  
SW1Y 4JU  
United Kingdom

# Brand In Use

# Website

Text

## Title

Text

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## Title

pitch decks, social media, website, print, etc.



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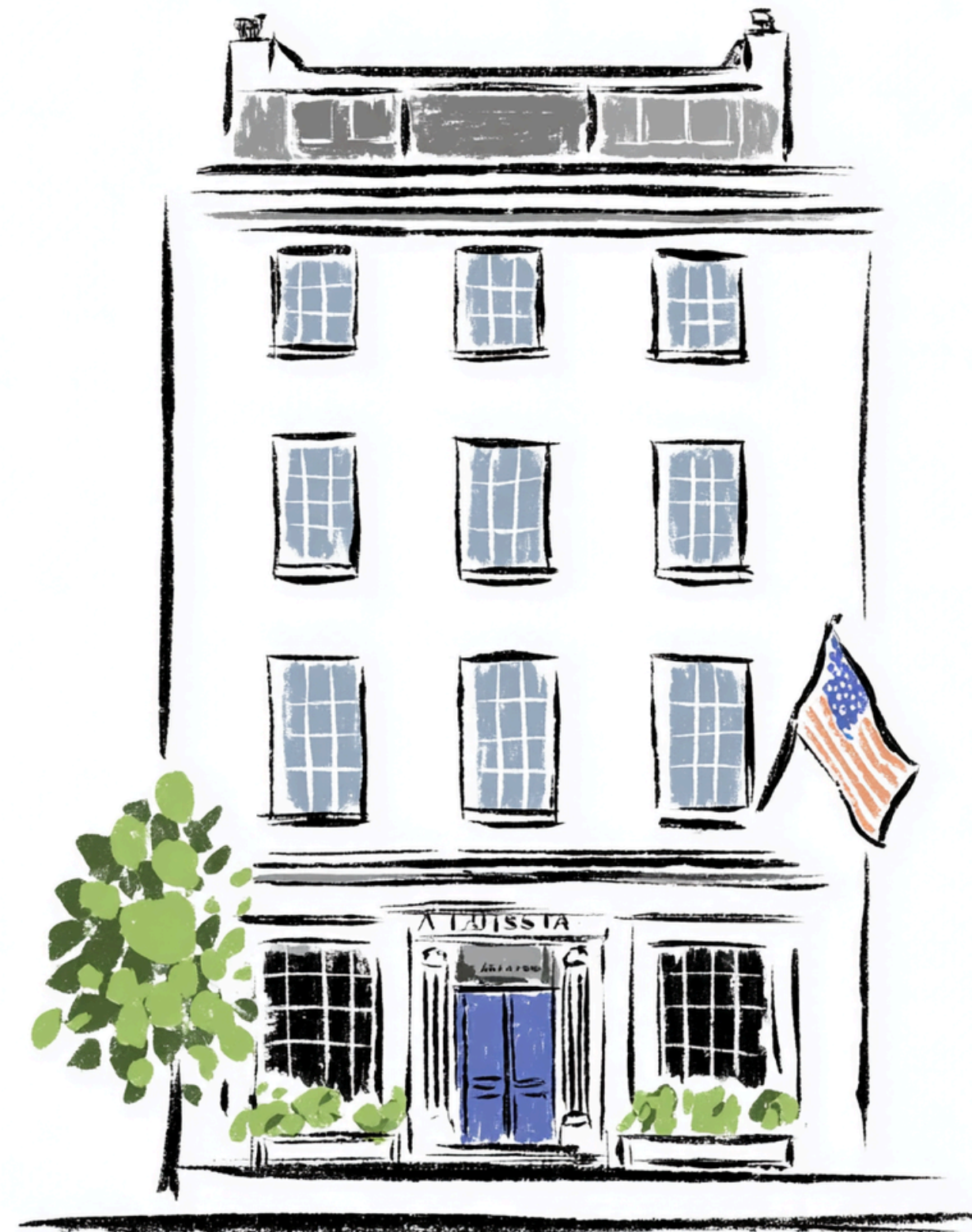
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# Templates & Applications

Text

**Title**

Text

**Title**

pitch decks, social media, website, print, etc.



# Illustrations

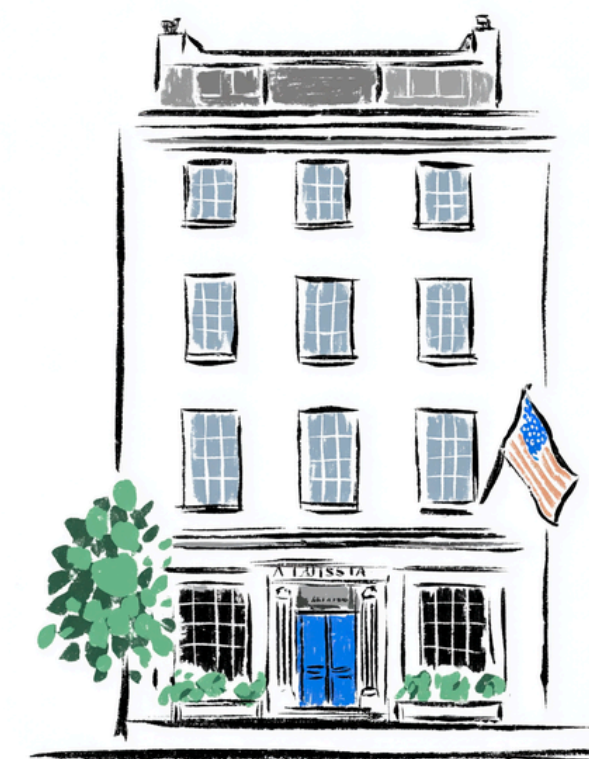
Illustrations add a distinctive, human touch to the Angeion Group brand. While icons carry the primary visual language, illustrations are used selectively to introduce warmth, personality, and narrative, and should feel modern, professional, and approachable while maintaining visual harmony with the clean structure of our icon system.

## Style and Tone

- Minimalist watercolor with muted palettes.
- Clean, intentional linework — structured yet organic.
- Balanced with ample white space to create clarity; focus.

## Subjects

- Professional settings such as offices, conference rooms, and collaborative spaces.
- People who appear approachable, diverse, and thoughtful, styled in modern business attire.
- Symbolic objects like plants, lightbulbs, or conceptual icons that reinforce clarity, trust, and innovation.



# Business Cards

Text

**Title**

Text

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**Title**

pitch decks, social media, website, print, etc.

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Text

**Title**

Text

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pitch decks, social media, website, print, etc.



# Business Cards

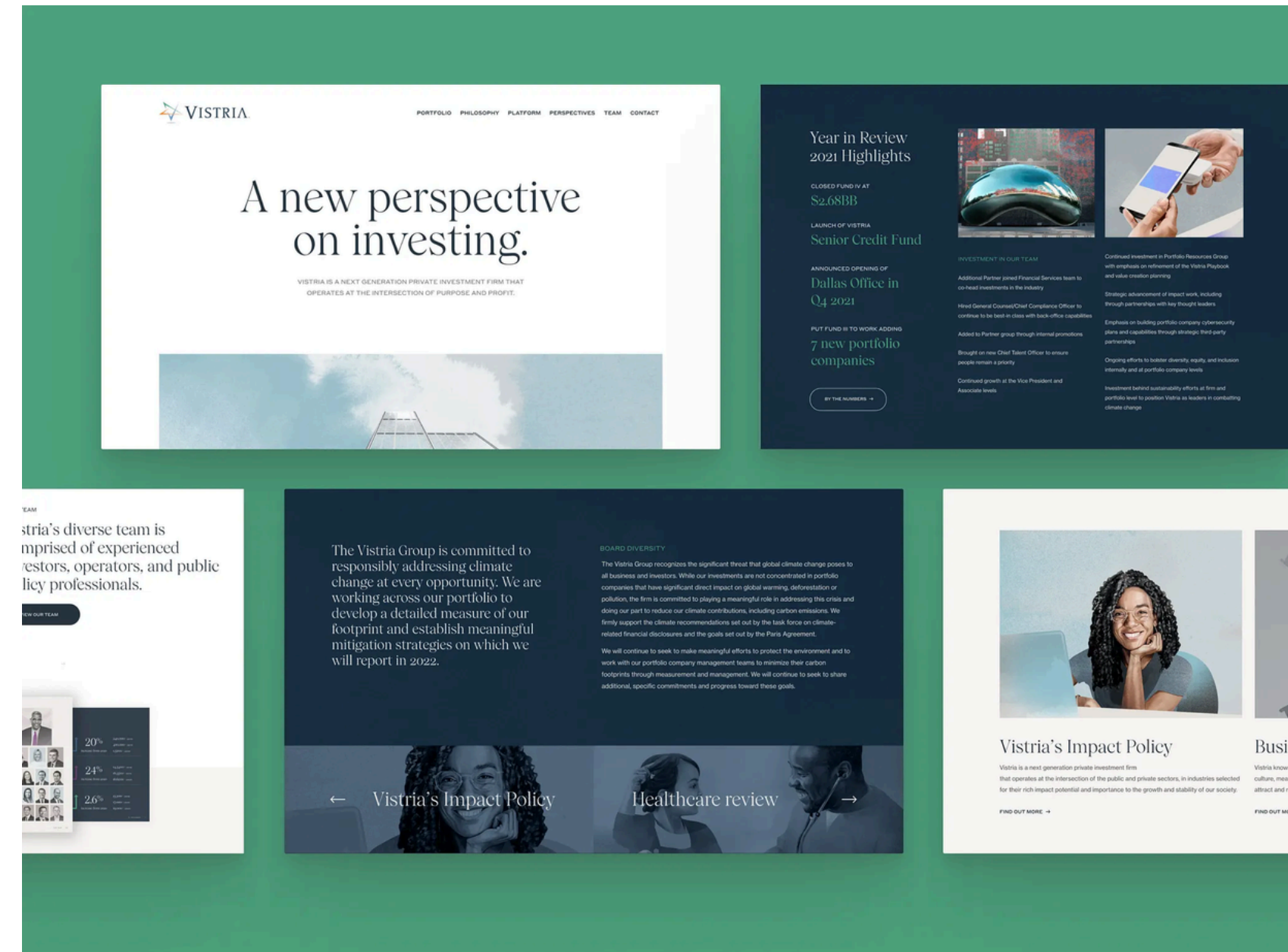
Text

Title

Text

Title

pitch decks, social media, website, print, etc.



# Business Cards

Text

**Title**

Text

**Title**

pitch decks, social media, website, print, etc.

