

Oxford  
Risk

# A Guide To Using Our Brand — Version 1.0

# How We Look — The Components of Our Identity

# Namestyle

Our namestyle is set in King’s  
Caslon Display Regular..

The namestyle must always be  
afforded enough distance from  
the margins to ensure visual  
stability and balance.

Oxford  
Risk

Namestyle

The tagline in the lockup is set in Weissenhof, which offers a more factual and contemporary counterpoint to the Caslon.

Oxford  
Risk | Behavioural Finance.  
Applied.

Namestyle:  
Mistakes to avoid

Consistency in application of our namestyle is vital in order to communicate confidence in the brand.

Always use the source vector file when applying the logo.

Do not position the namestyle centred within a graphic space.



Do not recreate the namestyle by typing it out.



Do not skew or distort the namestyle.



Never use the namestyle in anything other than pure black.



Do not change the porportions of spacing in the namestyle.



# Colour Palette

When required, for presentations we use a background gradient consisting of two muted colours. It provides a calm and stable backdrop to our content.

## Sand

Hex: #FEE6DD  
RGB: 254, 230, 221  
CMYK: 000, 013.5, 012, 000

## Turquoise

Hex: #C8E6E1  
RGB: 200, 230, 225  
CMYK: 26, 000, 015, 000

## Core Type

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Our core typeface is Graphik.

We use it throughout: for titles, headings, standfirsts, body text, captions etc.

Graphik Light  
ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
0123456789 — | - | + | &  
abcdefghijklmnop  
qrstuvwxyz

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When required, use the medium weight for headlines and titles.

Be sure to also employ size, position or capitalisation to help distinguish layers of information and direct information flow.

**Graphik Regular**  
**ABCDEFGHIJKLM**  
**NOPQRSTUVWXYZ**  
**0123456789 — | - | + | &**  
**abcdefghijklmnop**  
**qrstuvwxyz**



Example of type hierarchy

Headline: Graphik Medium  
Standfirst: Graphik Light  
Body: Graphik Medium + Light

# Behavioural Finance. Applied.

An online tool with behavioural design at its core.  
Fully customizable to your brand’s standards.

**01**  
Hillaut eaqui nulleni tassequi  
beriam vendi aut rehenis simped  
eum alictus, seniatur, ent aliquatis  
utatur. Elibusam sunt quostis dunto  
volorrunt hariatio. Ori ommolup  
taturis siti nonsequam int aut  
venecum non consequere maiorem

**02**  
Vel id que nobit vollanit aliscia  
volorec eptaqui dereper ehenimus  
abor molestrum consequas  
dolorum enihilla natusan derispis  
quossum inte sum id eaquos num  
et endus voluptatem solos aliae  
quias ipicatissi blaut ommo

**03**  
Eicatus pit quas enim bearum  
quaecusdae dollabo rposant  
isquiates aceaqui consequ odiost,  
temporest quas eturiate cum lam,  
corias molorib ustiis audam volore  
que nosam, quia dipis nulpa quo  
volorum et volor atemquiam.

# Type Hierarchy

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Listing should be used to help segment content and help information uptake.

Graphik Light is our body typeface, and is suited for extended reading. We use **medium weight** and / or underlines to create emphasis.

- use Em dashes
- indent text to create semantic contrast, while keeping column width in mind

01

Use numerals to parcel out content into easily digestible units

**02**

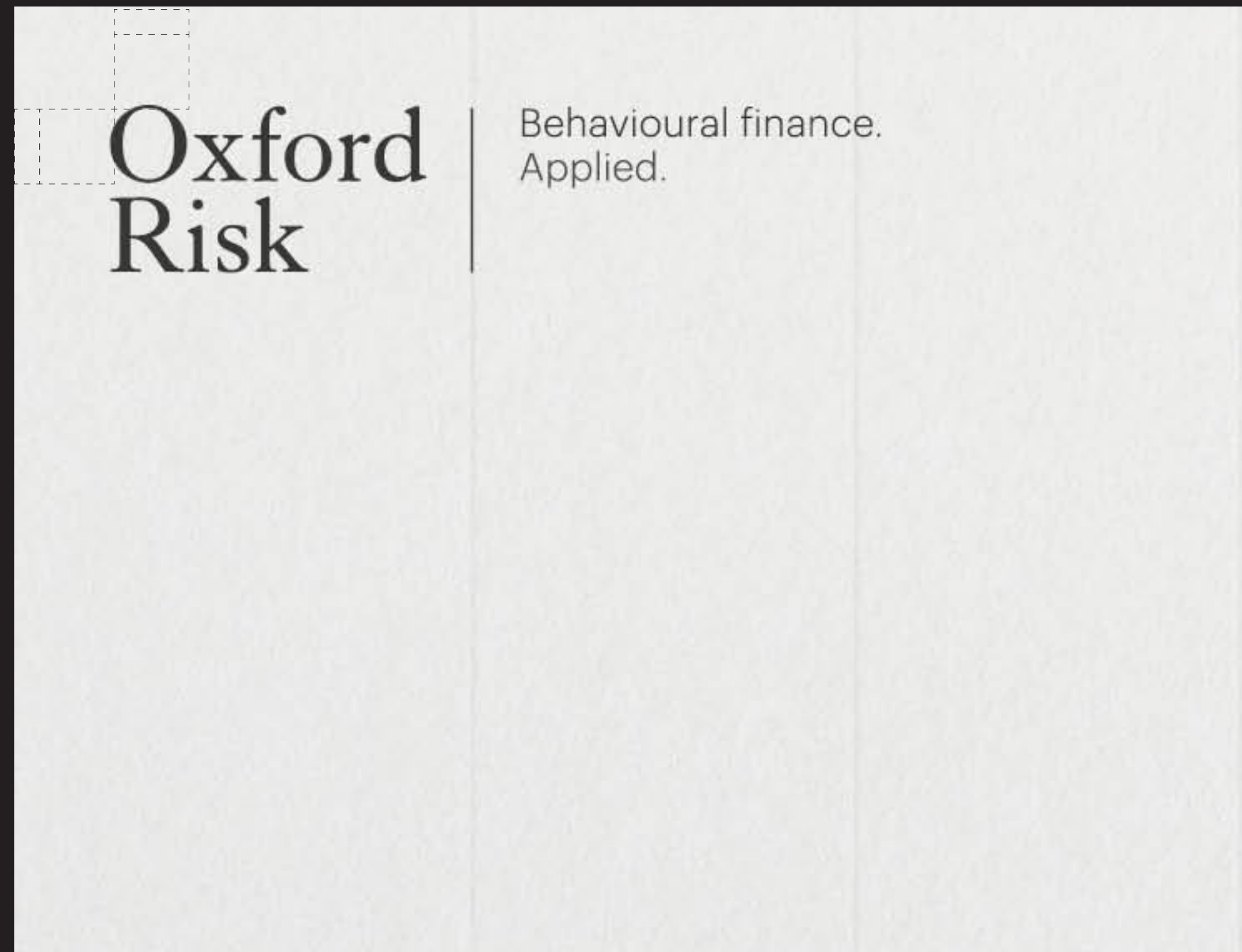
You can use the medium weight for numerals when greater differentiation is required

# How We Present — Using Our Documentation

# Positioning the Namestyle

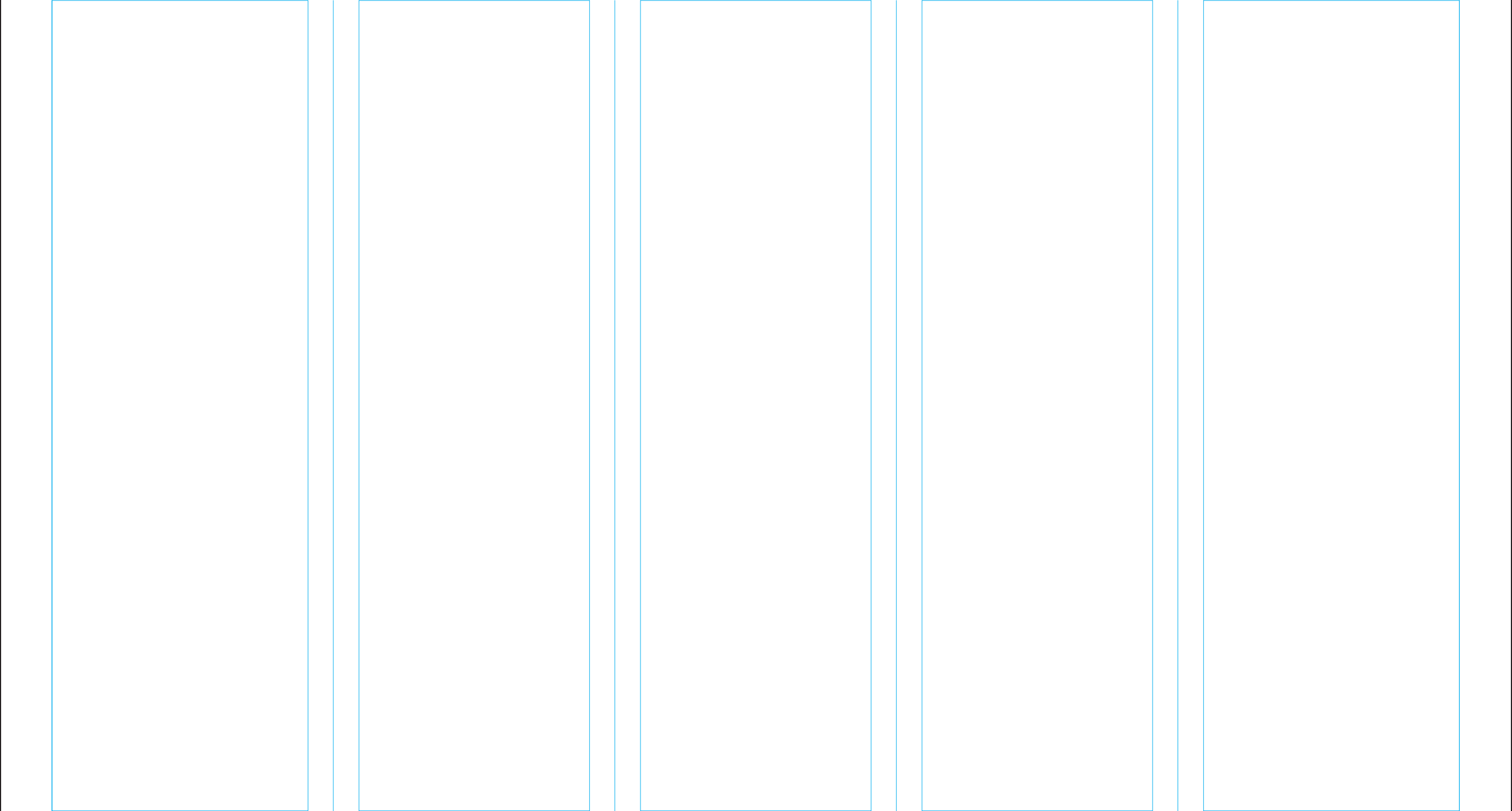
—

The namestyle is positioned  
in the top left of the document  
at a distance of one and a third  
(133%) of the cap height,



# Establishing The Grid

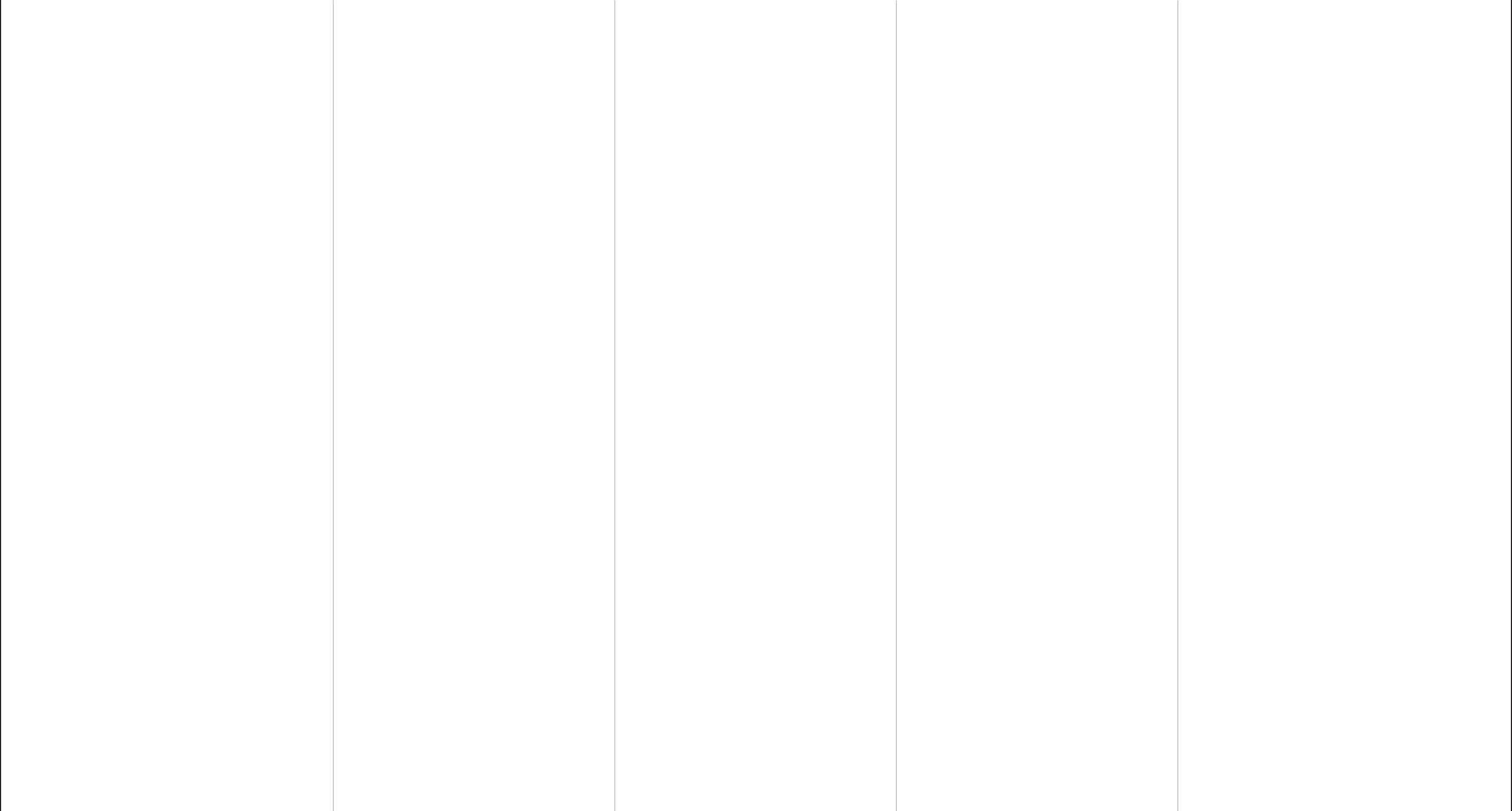
Presentation documents use a 5 column grid. They will usually have gutters equal to the margin width.



# Establishing The Grid

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This grid is an integral part of the brand language: it should always be visible, using a line weight as thin and subtle as the medium allows so that it does not overpower layouts.



# Grid Examples

The grid lends consistency across different formats, and can be used flexibly.

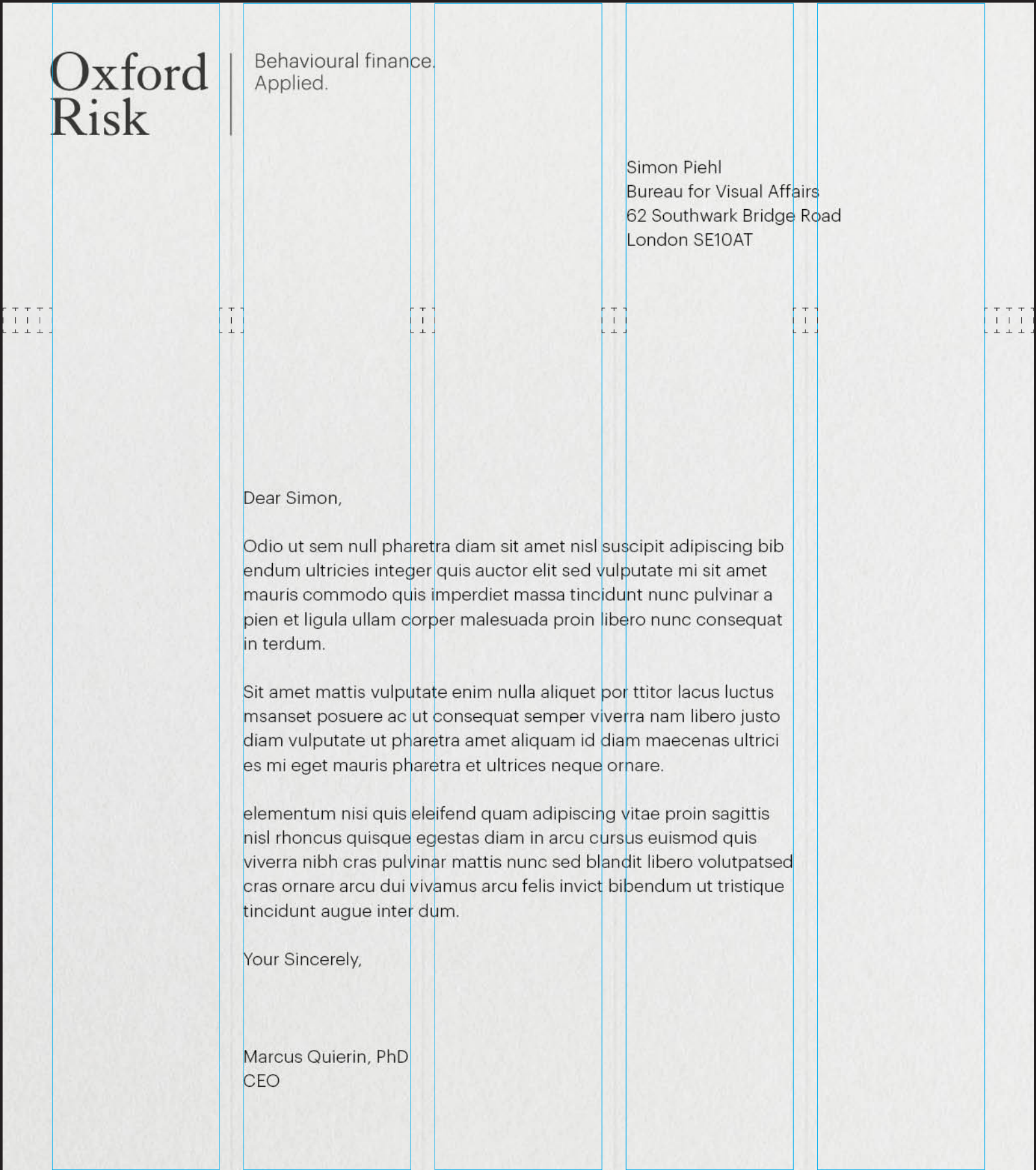
In the case of business cards, seen here, it can be used with no side margins and no gutters.



# Grid Examples

Equally it can be used with wider margins.

In this letterhead example the side margins are twice the width of the column gutters.





# Who We Are — Brand Strategy

Positioning Statement

Positioning Statement

Brand Strategy:  
Positioning Statement

‘Behavioural Finance. Applied.’

NB: Two options to choose from.

‘Our innovative technology empowers a lifetime of financial decisions.’

‘Our technology empowers a lifetime of financial decisions.’

## Products & Services

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What you do

NB: Re-written as per feedback.

We empower financial institutions to provide hyper-personalised advice to their clients, for today and for a lifetime of financial decisions.

This combination of data research, behavioural science and quantitative finance, supports holistic financial decision-making —spanning investment, savings and borrowing.

We apply rigorous academic research and holistic thinking to practical business problems; enabling the optimal union of risk, client personality and advice.

# Products & Services

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What you do

NB: These three parts are to be written and then shared by Marcus / Greg

Our products and services are delivered across three key applications:

- **Behavioural Alpha**  
Hyper-personalised client profiling  
Understanding the personality of the investor
- **Suitability Compass**  
End-to-end behaviour-led suitability assessment  
Assessing how the personality relates to investment
- **X-Ray/Fund Mapping**  
Long-term, multi-asset planning  
Planning and forecasting for the financial journey

Our holistic and multi-layered approach means that we always impart appropriate and ethical advice.

We adapt to fit our client's requirements, be it simply with better, more usable technology or with on-going support and consultancy.

NB: Highlighting your ethical approach, in 'What you do' making it about your actual behaviour, rather than simply your attitude

# People

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Who you are

Oxford Risk is a leading technology provider to the financial services sector.

We were founded in 2002 by a globally recognised group of academics from Oxford University, who remain shareholders to this day.

A deep knowledge of behavioural finance and vision for enabling long-term financial well-being, is driven by our experienced team of quantitative financial experts and technologists.

Among them is Greg Davies, PhD, who developed the banking world's first behavioural finance team at Barclays and continues to lead on behavioural finance worldwide.

# People

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Who you are (continued)

Our products and services are being utilised by some of the world's most innovative financial institutions.

# Audience

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Who you are for

We are for long-term thinkers and innovators who move forward, making — simply — better decisions.

We are for wealth managers and financial advisors; for private and retail banks. We are for asset managers, pension and insurance providers.

NB: Replacing 'longevity' and bringing in your preferred end line.

We are for the future, for progression, for life.

We are experts in behavioural finance.

# Values

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Why you do it

Oxford Risk understands people.

Scientific rigour, quality data and operational assurance are paramount. We believe our use of these components help experts, institutions and technology be more personal, with more efficiency and better results.

We have a vision for financial well-being and know that informed, long-term decision making is at its heart.

NB: Bringing the end client back into the conversation. Options for your values for your consideration.



Why you do it (continued)

We are committed to imparting the right advice for the most gain.

- |   |                  |   |                 |
|---|------------------|---|-----------------|
| — | <b>Rigour</b>    | — | <b>Rigorous</b> |
| — | <b>Quality</b>   | — | <b>Dynamic</b>  |
| — | <b>Assurance</b> | — | <b>Ethical</b>  |

