

# HEIMDALL Brandbook

Corporate identity for a premium intelligence firm

- Archetype: Strategist + Guardian.
- Feeling: calm authority, confidentiality, precision.
- Visual style: dark finance, intelligence infrastructure, premium advisory.

# Color System

Color	HEX	Usage
Deep Black	#050816	primary background
Midnight Navy	#08111F	sections and cards
Steel Blue	#1E3A5F	borders and structure
Ice Blue	#93C5FD	accents and links
Executive Cyan	#38BDF8	CTA and interaction

# Logo

- H monogram as a symbol of observation, structure and control.
- Primary version: white / ice blue on dark background.
- Usage: website, favicon, presentations, reports, social preview.

# Tone of Voice

- Calm, confident and analytical.
- No noise, cheap marketing or aggressive promises.
- Focus on confidentiality, intelligence and decision-making.