

STONEWAY
CAPITAL

BRAND GUIDE

Who we are

Stoneway Capital is a specialist finance provider supporting housing developers across the UK. Whether it's short-term bridging or long-term development finance, we provide fast, flexible funding solutions to help our clients turn visions into homes. This guide sets the foundation for how we communicate—visually and verbally—ensuring consistency, clarity, and credibility across all touch points.

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Our mission & values

To empower developers by providing accessible, responsive, and reliable finance solutions that drive housing growth and sustainable communities.

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Agility

We respond quickly with solutions tailored to our clients.

Trust

We act with integrity and transparency.

Partnership

We grow with our clients, not just fund them.



Speaking the Stoneway way

Our voice is confident, clear, and supportive—reflecting our role as both financial experts and trusted partners.

Professional but not corporate

Write with authority but avoid jargon.

Supportive, not salesy

Focus on client success and reassurance.

Clear and concise

Avoid fluff. Say exactly what we mean.

Example

Before – “Our team specialises in financial facilitation services.”

After – “We provide fast, flexible finance for property developers.”

Logo correct usage

The Stoneway Capital logo is a key identifier of our brand. It should always appear clear, legible, and with appropriate spacing. Logo elements and padding are set to a minimum of 15 pixels, no less.



STONEWAY
CAPITAL

STACKED

Spacing

Maintain a minimum clear space around the logo equal to the height of the capital "S" in Stoneway. This protects legibility and ensures visual impact.

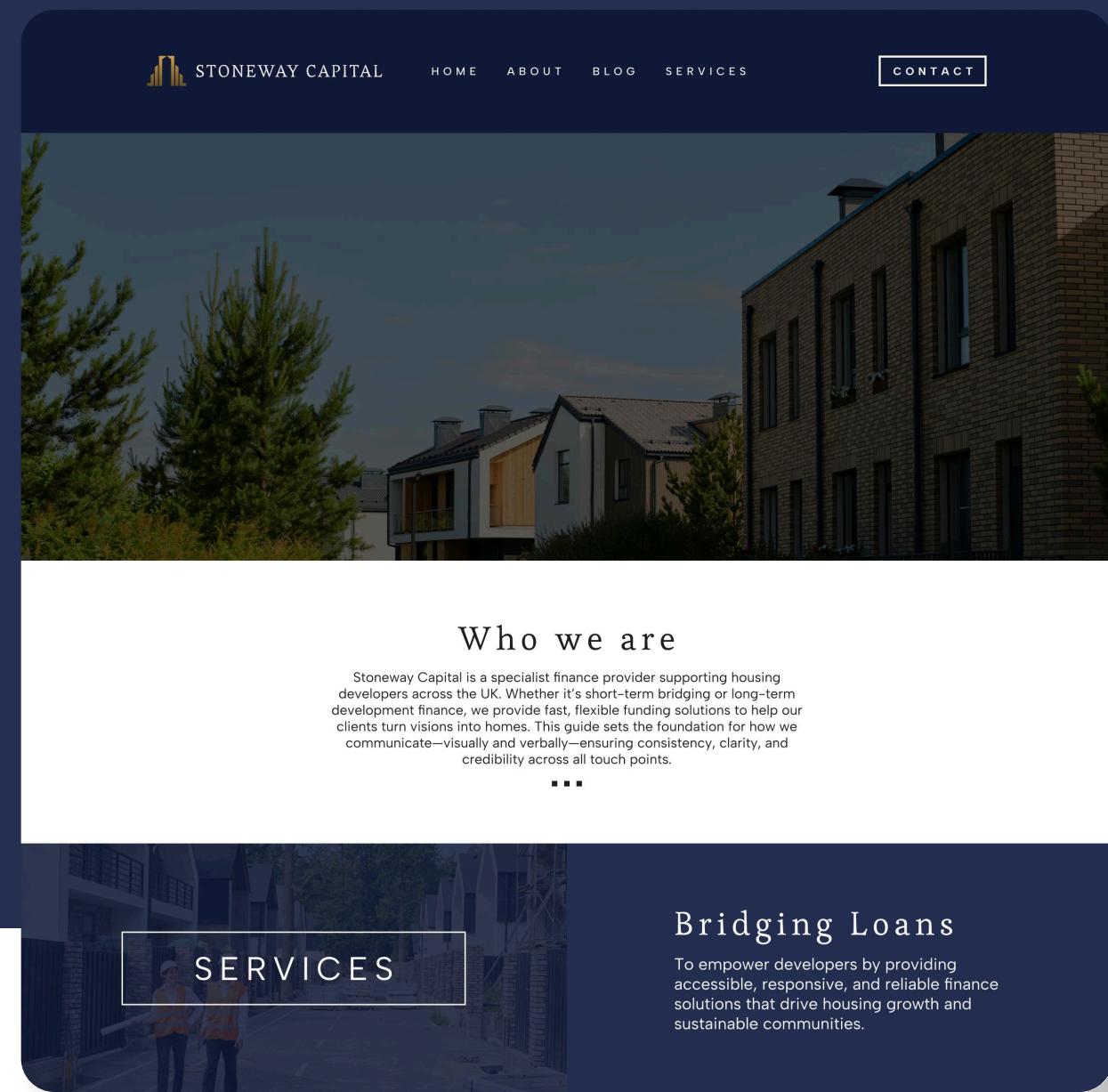


STONEWAY CAPITAL

LINEAR



ICON



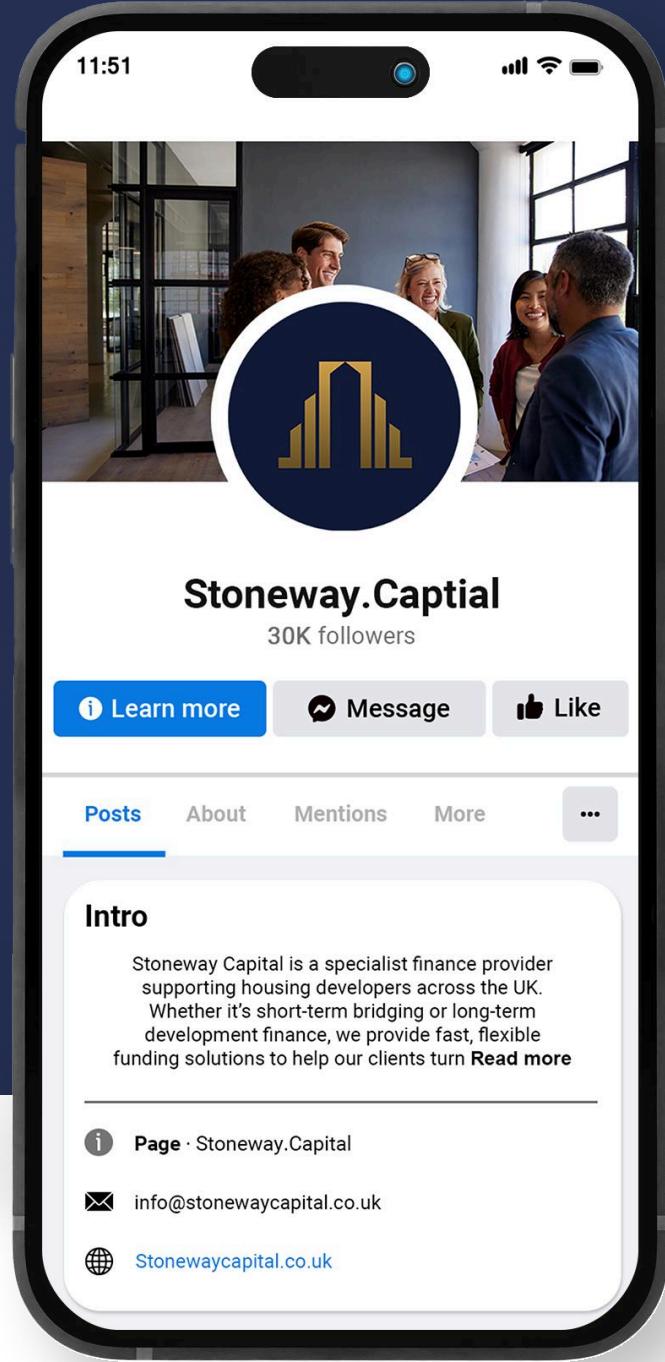
Linear

Most standard applications such as websites, documents, email signatures, and digital ads.



Stacked

Square or vertical spaces such as social profile images, signage, print adverts, mobile screens.



Icon

Favicons, social favicons, watermark overlays, or secondary branding elements.

Colour variants

We use a consistent set of colour variations tailored for different backgrounds, print techniques, and materials. Each variation is designed to retain the strength and clarity of the brand. Whether on a digital screen, a building sign, or a business card.



This is our default logo treatment, featuring the brand colours. It should be used wherever possible to represent the full visual identity of Stoneway Capital.



The reverse logo is designed for high contrast against light backgrounds. It retains legibility while maintaining the brand's sophistication.



Black-and-white print materials (e.g. forms, internal documents). The black logo is a utility version designed for minimal, single-colour use. It should only be used where full colour is not possible or practical.

Logo incorrect usage

Here's what to avoid across all logo formats. All logo assets should come from the official Stoneway Capital brand kit. If in doubt, contact the brand or design team to confirm you are using the correct file and version.

Distortion

The logo must maintain its original proportions at all times.

Do Not Replace Fonts

The typography within the logo is custom and should not be recreated or substituted.

Do Not Reconfigure Logo Layout

The logo must not be broken apart, rearranged, or combined in any new format.



STONEWAY
C A P I T A L

STONEWAY CAPITAL The logo icon is a stylized graphic composed of several vertical bars of varying heights, rendered in a gold or bronze color. It has a central, taller bar flanked by shorter bars on both sides, creating a shape reminiscent of a mountain range or a bar chart.

STONEWAY CAPITAL

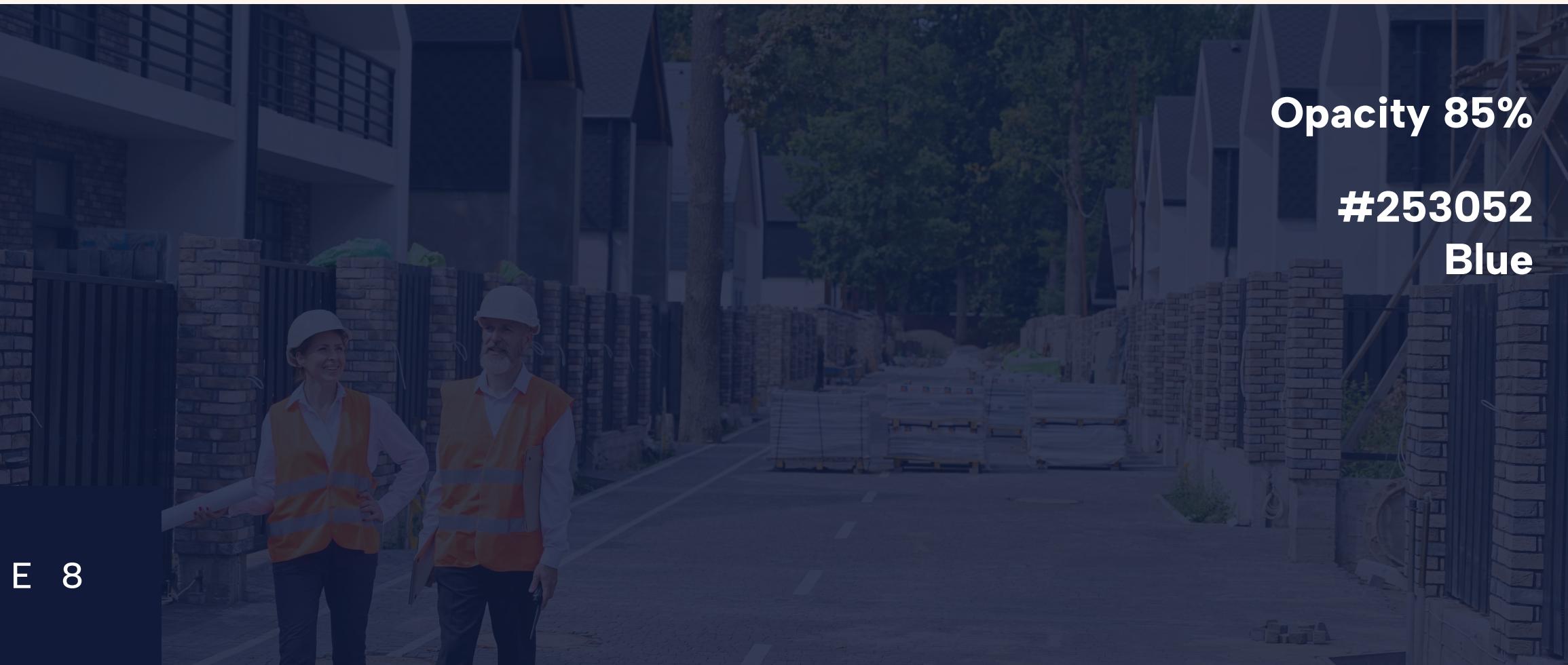
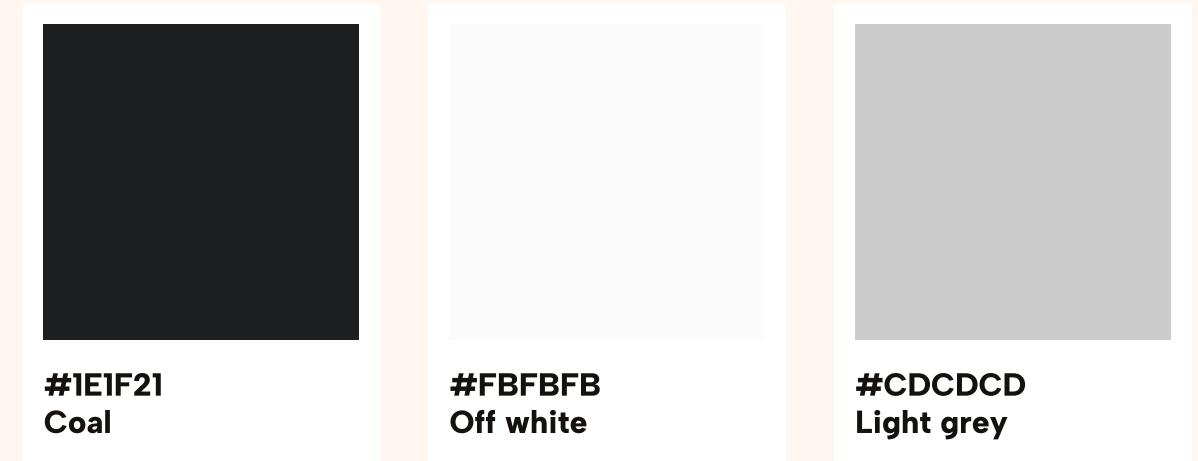
Colour palette

Our colour palette reflects professionalism, stability, and trust.



Support palette

Neutral colours accepted within the brand.



Typography

Our typefaces are clean and legible, chosen for digital and print clarity.



Esteban - H1

Uppercase Alphabet

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Lowercase Alphabet

a b c d e f g h i j k l m n o p q r s t u v w x y z

Numbers

0 1 2 3 4 5 6 7 8 9

Albert Sans (Regular) - P1

Albert Sans (Bold 5% letter spacing) - H2

Uppercase Alphabet

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Lowercase Alphabet

a b c d e f g h i j k l m n o p q r s t u v w x y z

Numbers

0 1 2 3 4 5 6 7 8 9

Header 1

Header 2

P1 / At Stoneway Capital, we understand that the path to realising your development goals is not always linear. That's why we offer flexible bridge loans and tailored finance options that help you navigate through every phase of your project with confidence.

STAND-ALONE TITLES

Medium 25% letter spacing) - H3 to be used at designer discretion when no supporting paragraph block.

Imagery & photography style

Our imagery supports our values –highlighting real developments, real people, and progress in action.

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Applications

Brand in Action. These applications show our brand applied to real-world assets.

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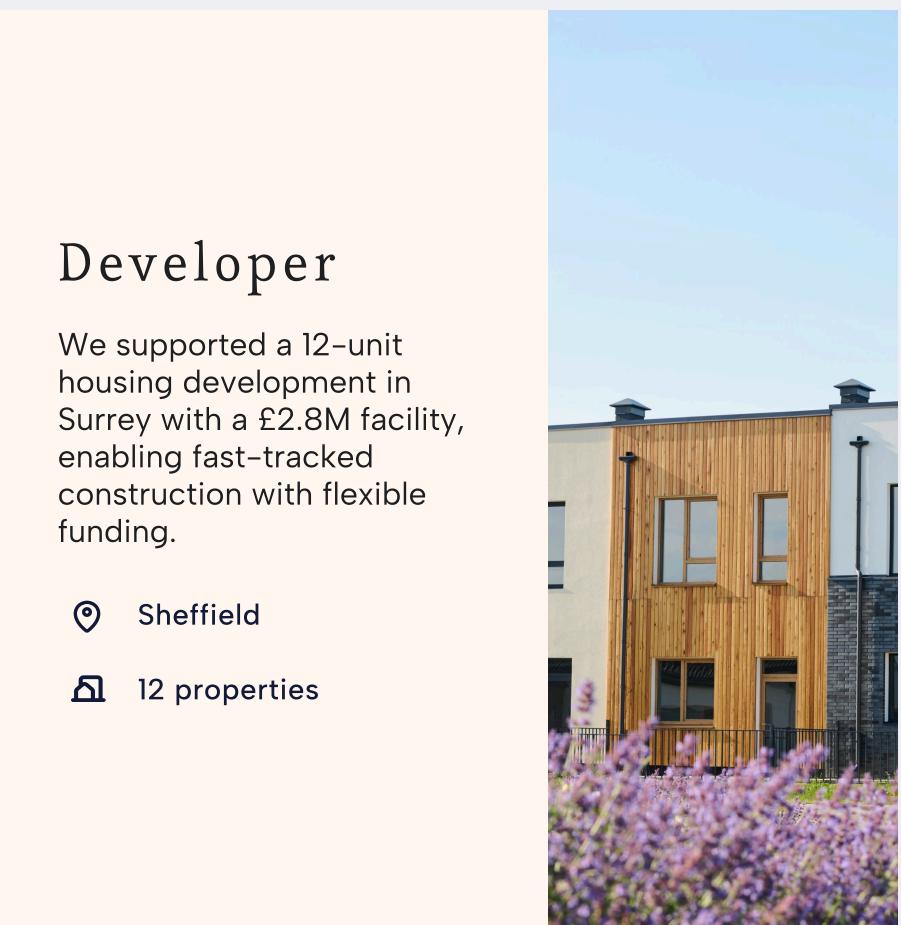
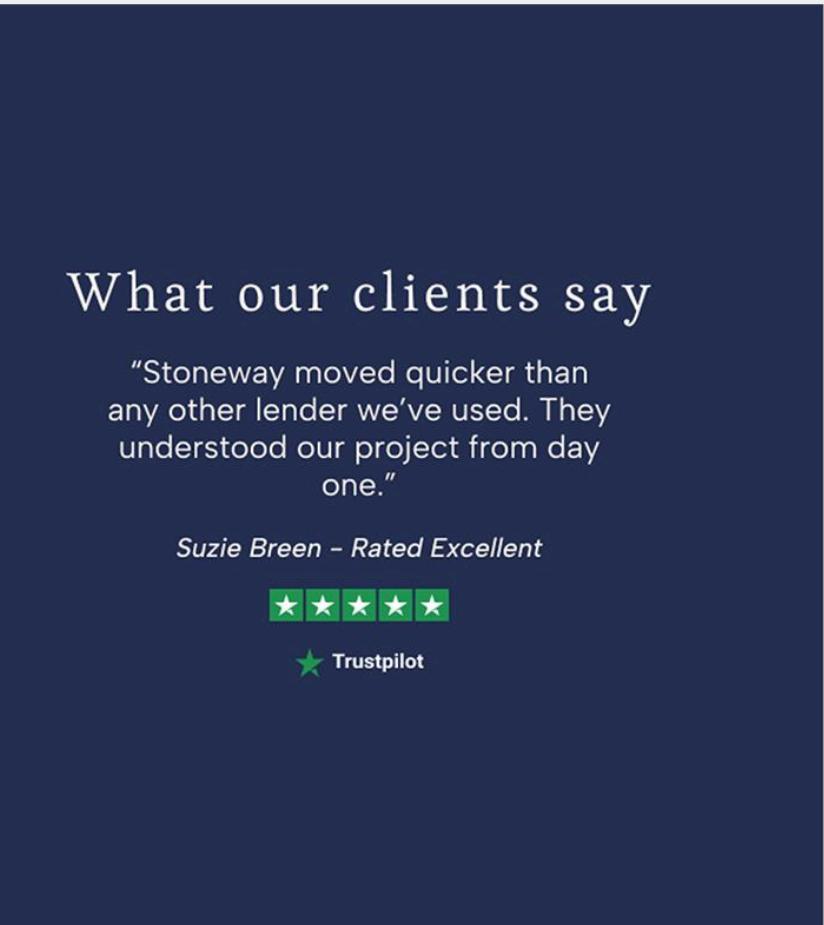
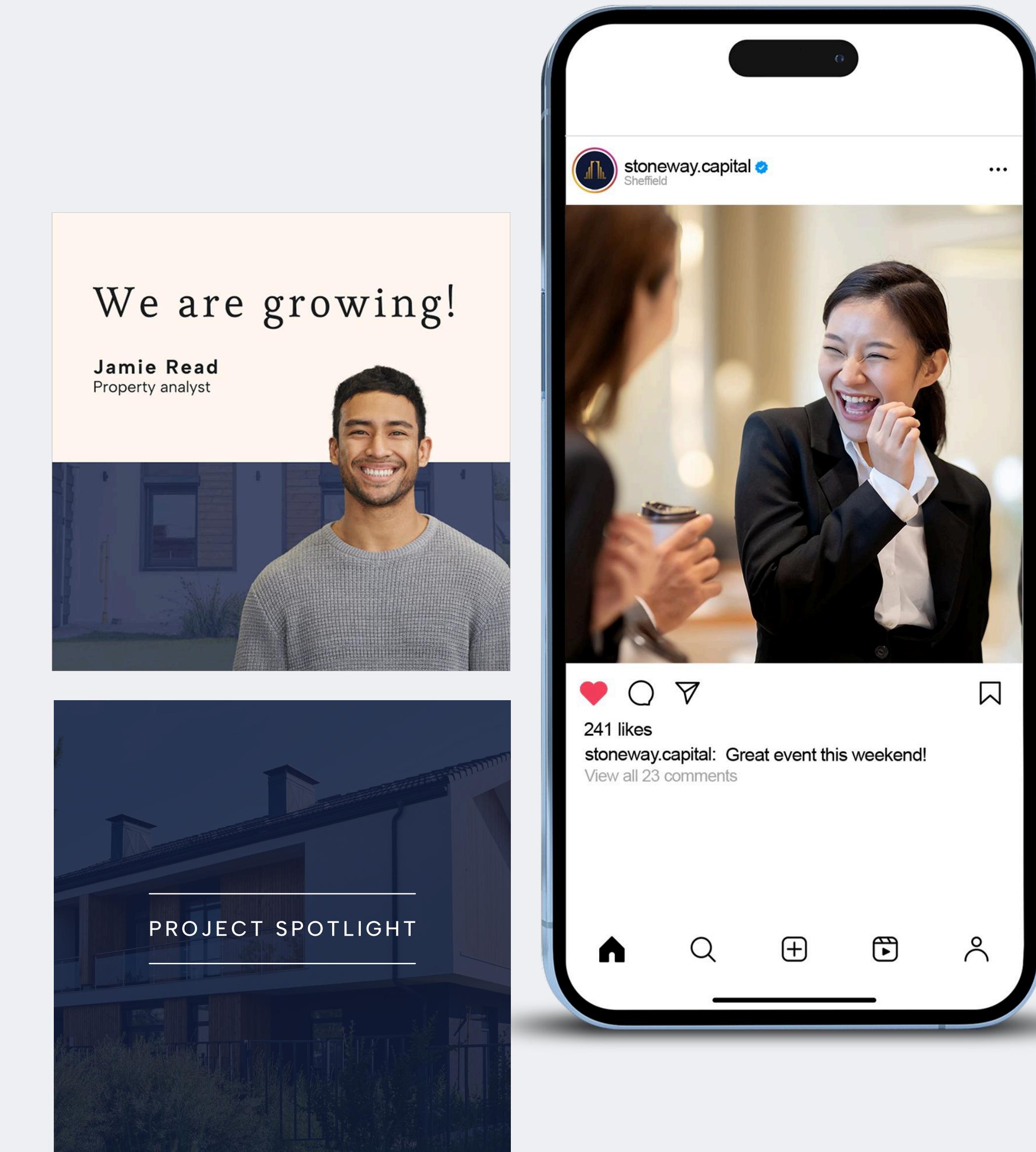
Sheffield



Social media & digital

Stoneway Capital's digital presence should be consistent across platforms, professional, and visually aligned with our values.

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Summary & brand commitment

Every touchpoint is an opportunity to reinforce trust. These guidelines are here to ensure Stoneway Capital always presents itself with clarity, professionalism, and integrity.

