



LAISSEZ-FAIRE GROUP

B R A N D K I T

Laissez-Faire Group

Version 1.0, October 2026

An institutional identity for frontier markets.

Laissez-Faire Group is a private advisory and execution firm serving governments and frontier enterprises. The firm shapes complex mandates, delivers ventures built to institutional standards, and unlocks emerging markets for its partners.

The identity is institutional and restrained: dark grounds, confident typography, and a single gold accent. Nothing decorative, nothing loud. Every application should feel precise, calm, and built to last.

POSITIONING

Frontier Private and GovTech growth Ecosystem

The line that introduces the firm. Use it verbatim.

02: LOGO

Three approved marks. Use the black artwork on light backgrounds and the white artwork on dark backgrounds. Never redraw, retype, or substitute the letterforms.



LAISSEZ-FAIRE GROUP

Primary lockup, black



LAISSEZ-FAIRE GROUP

Primary lockup, white



Monogram, black



Monogram, white

LAISSEZ-FAIRE GROUP

Wordmark, white

LAISSEZ-FAIRE GROUP

Wordmark, black

03: CLEAR SPACE AND MINIMUM SIZE

Keep clear space around the logo on all sides equal to x, where x is the height of the L in the monogram. No type, imagery, or page edge may enter this zone.



x = height of the L in the monogram

Minimum sizes (digital):

Primary lockup: 120 px minimum width



LAISSEZ-FAIRE GROUP

Monogram: 32 px minimum width



Shown at actual size. Below these sizes, use the monogram.

04:COLOR

Two themes, one accent. Light is the default; dark is used for covers, footers, and moments of emphasis. Gold is an accent only: rules, eyebrows, and small details. Never use it as a background fill.

Light theme

Background	Surface	Text	Muted	Line
#F7F7F4	#FFFFFF	#101110	#666A66	#CFD1CD

Dark theme

Background	Surface	Text	Muted	Line
#0D0E0D	#141514	#F2F3EF	#9B9E99	#343633

Accent

Gold
#B08D4F

05:TYPOGRAPHY

The brand sets in the system sans stack. No licensed webfont is required, and headlines never depend on a font the reader may not have.

System stack

-apple-system, Helvetica Neue, Arial, Segoe UI, sans-serif

Headlines

Bold, tight letter spacing, large scale. Headlines carry the page; they are short statements, never sentences that trail off.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
0123456789

Body

Regular weight, 16 px, line height 1.75. Body copy does the explaining: calm paragraphs, generous measure, muted color for secondary text. The quick brown fox jumps over the lazy dog.

06: VOICE

LFG writes plain corporate English. Direct, precise, no filler. The reader is institutional: governments, investors, operators. Write for people who decide.

Plain words

Choose the simple, exact word. If a sentence works without a word, remove the word.

Banned word

The word "intersection" never appears in LFG copy. Say what meets, plainly.

No em dashes

Never use them. Use commas or colons instead.

Defensible claims

Make only claims the firm can defend. No superlatives without evidence, no numbers without a source.

Short sentences

One idea per sentence. Let the facts carry the weight.

07:BOILERPLATE

Approved company descriptions for press use. Copy verbatim; do not edit.

SHORT,ONELINE

Laissez-Faire Group is a private advisory and execution firm serving governments and frontier enterprises.

STANDARD,ONEPARAGRAPH

Built for frontier markets, Laissez-Faire Group is an institutional advisory and execution firm that shapes complex government mandates, delivers ventures built to institutional standards, and unlocks emerging markets for its partners, committing proprietary capital, veteran operators, and an international footprint to the opportunities it backs.

08:USAGE

Do

- ✓ Use only the approved artwork files in this kit.
- ✓ Use black artwork on light backgrounds, white on dark.
- ✓ Respect the clear space and the minimum sizes.
- ✓ Pair the logo with the approved boilerplate.

Do not



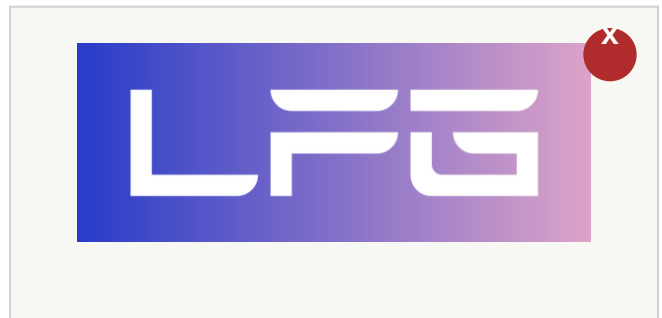
Do not stretch or condense the logo.



Do not recolor the logo.



Do not add shadows, outlines, or effects.



Do not place the logo on clashing or busy backgrounds.



Press and brand enquiries

info@laissezfairegroup.com

<https://laissezfairegroup.com>

For logo files, product images, and interview requests,
write to the address above.