

Brand Guidelines



Master Logo

Our logo is the central part of our visual brand and should not be altered in any way.

Please see the supplied logo formats and check out the applications on page 8 for examples of usage.

Our core logo appears in Roy Red where possible. A black version has been provided for single colour use

McInroy & Wood

There are no strict rules on spacing, but if you're unsure about whether our logo has enough space, leave an o's worth of space between our logo and any other elements on the page.

Minimum size for digital is 40px and for print it's 8mm.



Minimum size

Digital
height 40px



Print
height 8mm

Colour Palatte

We have a concise colour palette inspired by our heritage. We have also introduced percentage variations to help us keep all communications as accessible as possible.

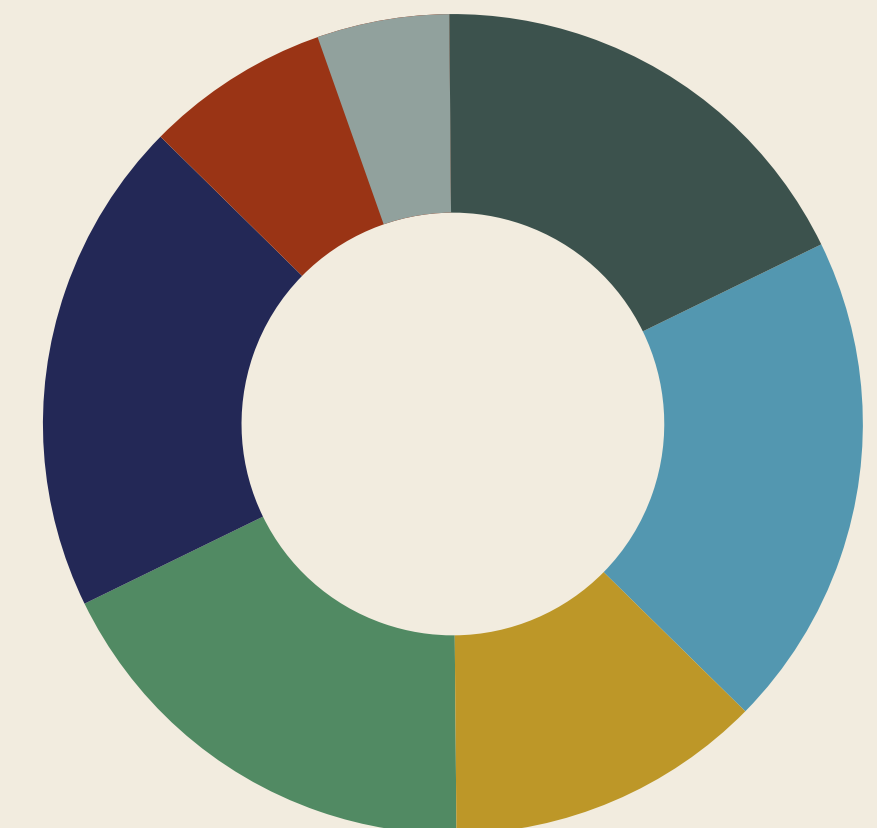
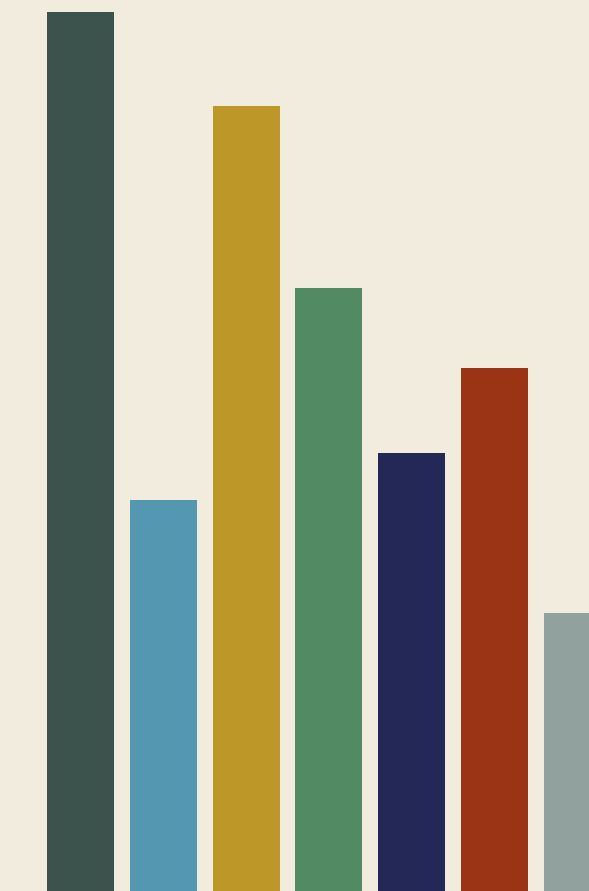
Primary

Roy Red PMS 167 C6 M80 Y100 K15 #BD4F19	+10 #B04A17	-20 #DD7D47
Stone PMS 7500 C3 M5 Y23 K2 #F2ECDF	-50 #F9F6EF	White
Wood Green PMS 5535 C79 M34 Y62 K83 #072E27	-20 #405752	-50 #8C9593

Secondary

Expanded palette for charts and graphs

COLOUR	CURRENCY	GEOGRAPHY	ASSET CLASS
#3C524D	USD	USA	EQUITIES
#5397B0	GBP	UK	BONDS
#BD9728	EUR	EUROPE	GOLD
#518A63	JPY	JAPAN	CASH
#232856	CHF	EM MARKETS	
#9A3415	DKK	AUSTRALASIA	
#90A09D	OTHERS		



Typography

Brand fonts

We use Gyst Variable for display and headings. We recommend using the medium weight, and the medium italic to pull out a word or phrase in a heading to create difference.

Figtree is an easy to read, versatile body font, we use it for subheadings in semi-bold and light for all body text.

Gyst available [here](#)
(Requires Adobe subscription)

Figtree available [here](#)
(Free Google font)

Gyst Variable – Medium *& italic*
aAbBcCdDeEfFgGhHiIjJkKlLmM
nNoOpPqQrRsStTuUvVwWxXyYzZ

For subheading
Figtree semi-bold / 100% leading

For body text
Figtree regular or light / 120 –140% leading

**IN A COMPLICATED WORLD,
WE OFFER CLARITY AND
COMPREHENSION**

We keep things simple and straightforward to give you peace of mind over how your money is invested

System fonts

For headings
Times New Roman Italic / 100% leading

For subheading
Aptos Semi-bold / 100% leading

For body text
Aptos light / 120 - 140% leading

*Purposefully
different*

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Times New Roman is default on most computer systems

Aptos available [here](#) and default on most computer systems

Typography usage

Making sure our communications are accessible is very important to us. When using our typography and colours please refer to this accessibility chart to make sure copy will be as legible as possible.

Although WCGA accessibility principles are designed for digital use. We find the principles are also useful to consider in print communications.

			WCAG
<h1>	Purposefully <i>distinct</i>	Wood Green	AAA
<h1>	Purposefully <i>distinct</i>	Roy Red +10	AA
<h2>	Purposefully <i>distinct</i>	Wood Green	AAA
<h2>	Purposefully <i>distinct</i>	Roy Red +10	AA
<body>	Purposefully distinct	Black	AAA

<h1>	Purposefully <i>distinct</i>	Wood Green	AAA
<h1>	Purposefully <i>distinct</i>	Roy Red +10	AA
<h2>	Purposefully <i>distinct</i>	Wood Green	AAA
<h2>	Purposefully <i>distinct</i>	Roy Red +10	AA
<body>	Purposefully distinct	Black	AAA

<h1>	Purposefully <i>distinct</i>	Stone	AAA
<h1>	Purposefully <i>distinct</i>	Roy Red -20	AA
<h2>	Purposefully <i>distinct</i>	Stone	AAA
<h2>	Purposefully <i>distinct</i>	Roy Red -20	FAIL
<body>	Purposefully distinct	White	AAA

Imagery

Drawn from the family collection of artwork, we have selected images that can be use to suggestively illustrate aspects of our written communication.

Professional photographs have been taken of our people for headshots as well as incidental style shots to show our working environment.

ARTWORK

These loosely fit into four categories: Abstract, country, city and people



PHOTOGRAPHY

We have an extensive image bank, featuring updated portraits of our team, as well as incidental photographs of our offices and working environment

Incidentals



People



Graphic Asset

Inspired by our logo, we use the M&W monogram as a graphic asset. This can be used in various applications but should always attempt to highlight the & (ampersand).

It can be used boldly with high contrast colours, or subtly as a watermark or somewhere inbetween.

If in any doubt about usage please contact Sparks Studio:
info@sparks-studio.com

Colour Option 1

High Contrast

Wood Green with Roy Red



Colour Option 2

Medium Contrast

Wood Green -50 with Wood Green -20



Colour Option 3

Low Contrast

Stone with Stone -50



Application Examples

McInroy & Wood

Easter Alderston
Haddington
EH41 3SF
+44 (0)1620 825 867
mcinroy-wood.co.uk

PRIVATE AND CONFIDENTIAL

[address]
[address]
[address]

[date]

Dear

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed at est non est elementum vehicula sit amet vitae quam. Curabitur tempor sagittis faucibus. Nullam molestie dui ligula, vel porttitor nulla tincidunt vitae. Morbi ipsum eros, scelerisque non suscipit et, bibendum id tortor. Praesent eleifend eu orci eget vestibulum. Etiam non dolor consectetur, mollis orci sed, lobortis sapien. Pellentesque habitant morbi et malesuada fames ac turpis egestas. Nullam a commodo magna. Nunc purus nibh, fringilla a urna. Proin aliquam dolor id aliquam malesuada.

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+44 (0)20 3818 6580

HARROGATE OFFICE
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Harrogate HG1 2PW
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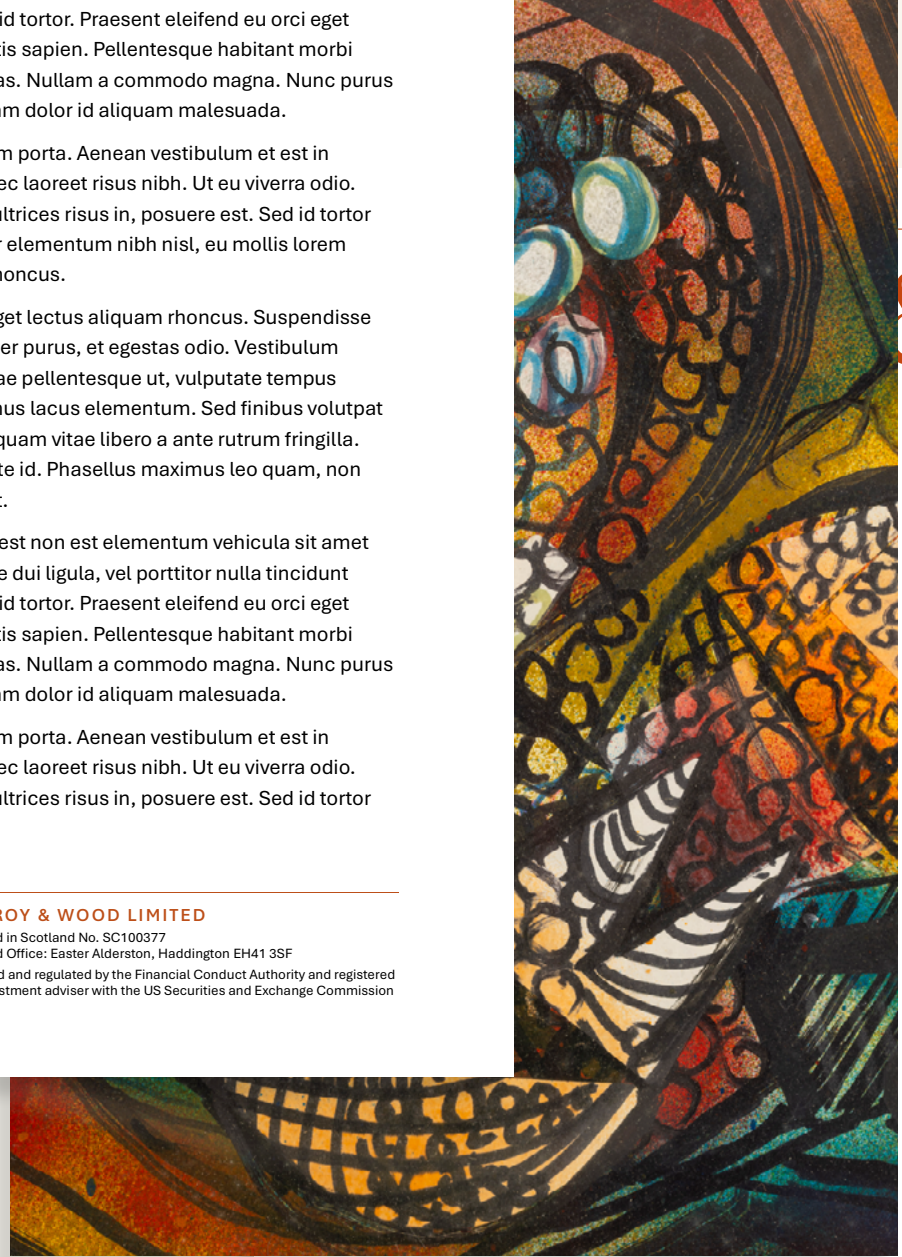
MCINROY & WOOD LIMITED
Registered in Scotland No. SC100377
Registered Office: Easter Alderston, Haddington EH41 3SF
Authorised and regulated by the Financial Conduct Authority and registered as an investment adviser with the US Securities and Exchange Commission

Malcolm Hay
ASSOCIATE
malcolm.hay@mcinroy-wood.co.uk

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McInroy & Wood

mcinroy-wood.co.uk



McInroy & Wood Balanced Fund Quarterly Fact Sheet as at 30th September 2024

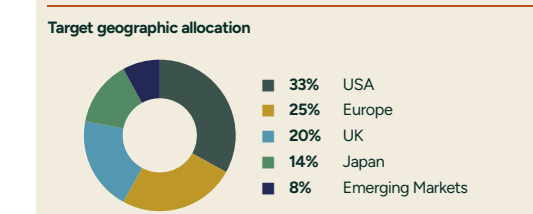
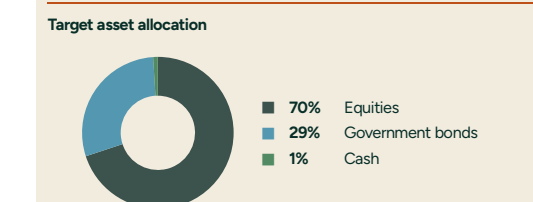
Fund objectives, policy and target market

The investment objective of the Balanced Fund is to maximise the total return to unitholders, by preserving and growing the real value of investors' capital and income, placing an equal emphasis on the generation of income and on capital growth. Real value is defined as the value of capital and income after adjusting for the impact of inflation (UK Retail Price Index RPI).

The fund invests at least 50 per cent in a diversified range of international equities, fixed-interest securities and, at times, gold (via physically backed exchange traded commodities). The fund may invest in any geographical area and any economic sector. The fund can invest more than 35 per cent in government and other public securities issued by the Governments of the United Kingdom and the United States of America.

Investors should intend to invest for a minimum of 3 years. The fund will however allow ready access to their investment. The fund is only suitable for investors who are prepared to accept the risk of some loss of their capital.

Fund allocations



Note: Target portfolio allocations as at 30th September 2024. Actual allocations may vary.

Fund holdings

Equities Top 10	%
Shimadzu	3.1
Kerry	3.0
Asahi Intecc	2.9
Mettler-Toledo	2.8
Watsco	2.6
Air Liquide	2.6
Schneider Electric	2.6
Olympus	2.6
Edwards Lifesciences	2.6
Nissan Chemical	2.4
Total Top 10	27.2
Other	43.3
TOTAL EQUITIES	70.5

Bonds	%
UK Fixed-Interest	5.2
UK Index-Linked	2.5
US Fixed Interest	11.4
US Index-Linked	4.8
CHF Fixed Interest	5.3
TOTAL BONDS	29.2
Net Cash	0.3
Total	100.0

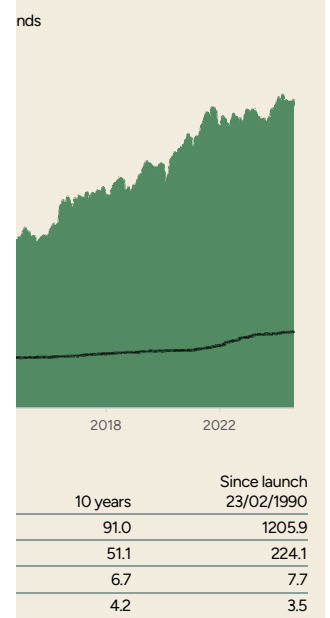
Launch date of the fund	23rd February 1990	Number of holdings	57
Size of the fund	£1,163.5m	Reference currency	GBP
Unit price on 30th September 2024 (Published daily on our website)		SEDOL	BSHRBM8 B7RRJ16
Accumulation Class	£63,296	Accumulation Class	BSHRBM8
Income Class	£61,687	Income Class	B7RRJ16
Fund status	UK Authorised unit trust	ISIN	GB00B5HRBM88 GB00B7RRJ163
Historic Dividend yield ¹	1.5% p.a.	Valuation and dealing	12 noon on each UK business day ²
Accumulation Class	1.5% p.a.	Valuation basis	Forward, single-price basis
Income Class	1.5% p.a.	IA Sector	Flexible Investment
Ongoing charges figure	1.09%	Unit Type	Income or Accumulation
Initial/exit charges	Nil	Minimum initial and subsequent investment	£500
Risk volatility (60 month moving average)	9.9%	Minimum monthly regular investment	£100
Reporting periods	28th February (29th February in leap years) and 31st August	ISA/JISA qualification	Yes
Ex-dividend dates	1st March and 1st September	Trustee & Depository	The Bank of New York Mellon (International) Limited
Dividend payment dates	Six monthly on or before 30th April and 31st October	Independent Auditor	PricewaterhouseCoopers LLP

1 Historic dividend yield reflects distributions declared over the past 12 months as a percentage of the unit price. You should remember that the price of units and the income from them may go down as well as up. Past performance should not be used as a guide to future performance.

2 See Prospectus for non-business days

id to responsible investing. Details of estment-management/responsible-

tors' capital and income by referring to



2018 2017 2016 2015
8.2 3.0 25.5 1.3

ail Price Index - Office for National Statistics

y & Wood. Please get in touch with us if

lore information about risk may be ead in conjunction with the relevant 2024.



HEAD OFFICE
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Haddington EH41 3SF

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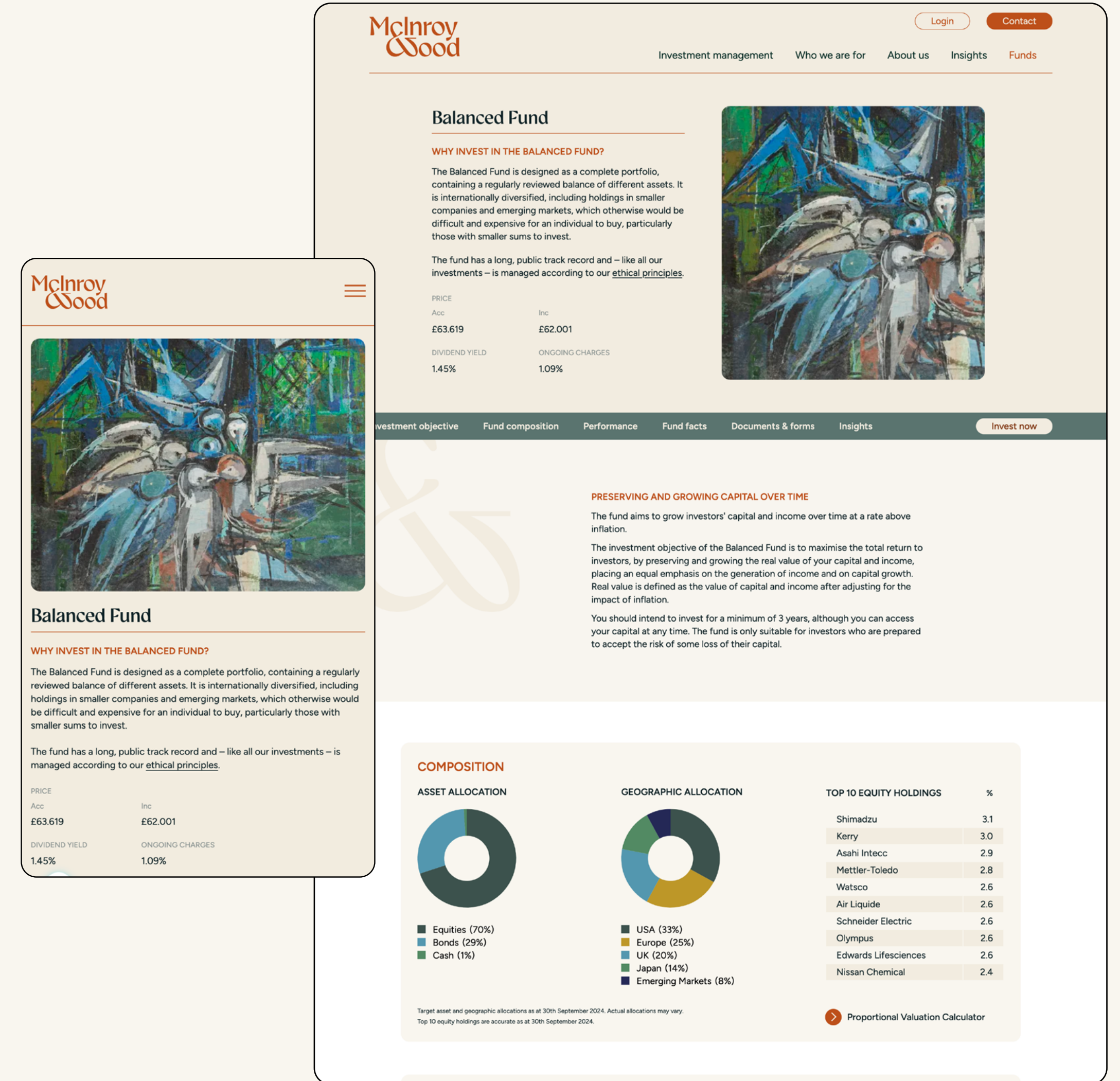
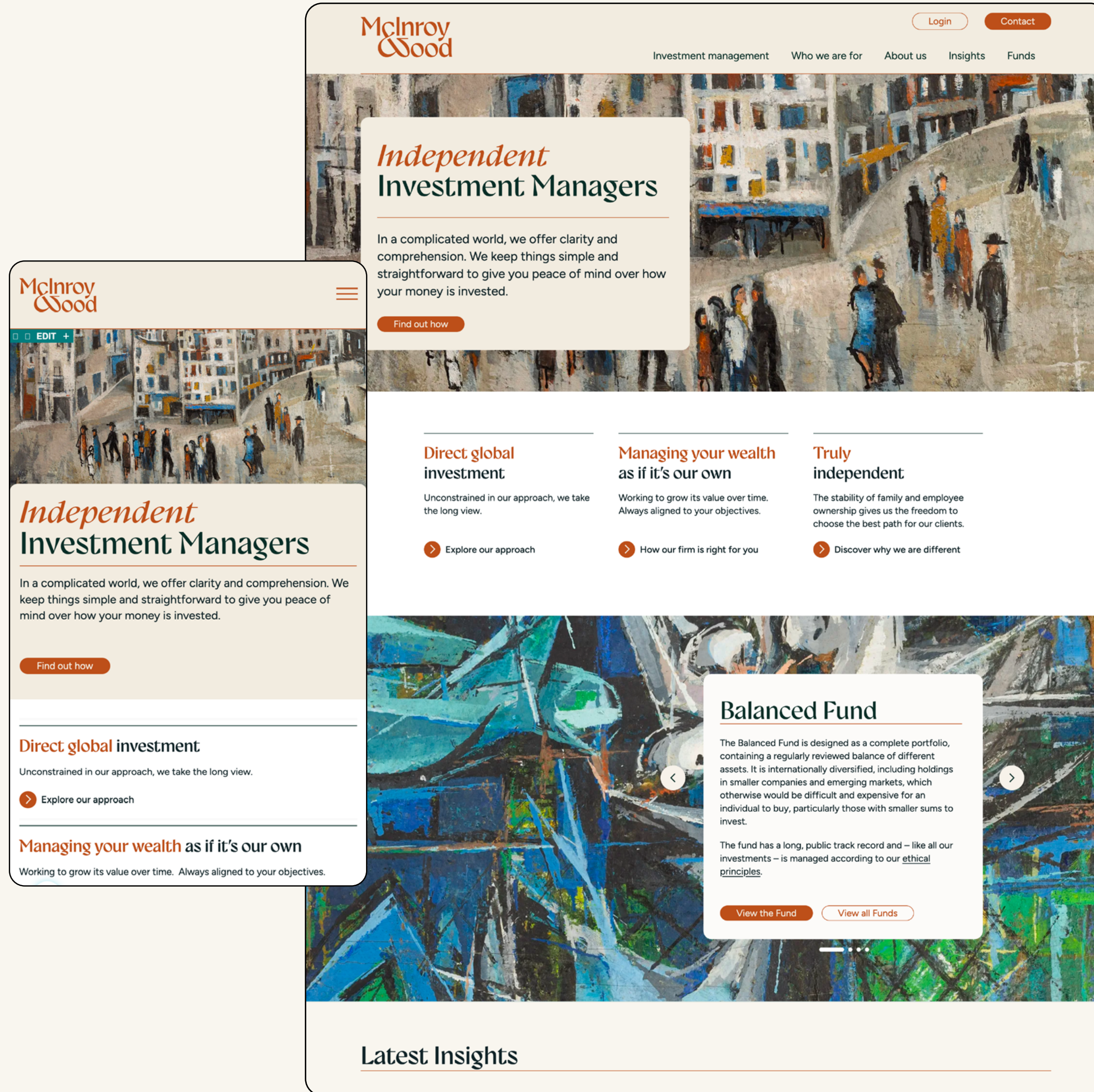
Business Card

Letterhead

Notepaper

Fund Factsheet

Application Examples



Website Desktop and Mobile