

Brand Guidelines



HENRY CHONG

Founder & CEO, Fusang · Vice Chairman, Portcullis

Henry Chong is the Founder & CEO of Fusang, Asia's regulated digital securities exchange, and Vice Chairman of Portcullis, Asia's largest independent wealth, corporate, and fiduciary services group. He writes at henrychong.com.

The aim of these guidelines is to present the elements of Henry's personal identity — monogram, colour, typography, imagery, and voice — and to show how they combine, so that anything carrying his name is consistent, and unmistakably his.

The personal identity is a deliberate descendant of the Fusang group design language: it shares the Night, Sand, and Gold palette and the Inter typeface, applied through one person rather than one company. Where the two systems touch, the group guidelines govern the group's marks; this document governs Henry's.

These pages are written for the editors, designers, producers, and partners who present Henry — in press, on stage, in print, or on screen. Henry does not market Henry; when you need to, this is how.



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"If successful, I can only hope that it will make you laugh, or make you cry, or make you think."

— The Welcome Letter, 6 July 2017

01

Monogram

One mark, two letters, one gradient. Set in Inter, outlined to vector paths, and carried on a tile of Night.



The HC monogram

The monogram is the single graphic identifier of the personal brand: the letters **HC** set in Inter Bold, outlined to vector paths, on a rounded tile of Night. The official warm gradient — Sand rising to Gold at 135° — runs through the letterforms.

The artwork is deterministic: the letterforms are frozen vector paths, never live text, so the mark renders identically everywhere — no font required, no substitution possible.

There is no separate logotype. Where a wordmark is needed, the name is simply set in Inter — the same face as everything else — as on the cover of this document.



Symbol — primary artwork (SVG)

Tile	Night #252F49, corner radius 16% of tile width
Letterforms	Inter Bold, outlined to paths (fontTools) — never a live text element
Gradient	135°: Sand #D6A48F → #D6B58C → Gold #E7D7B9
Canonical file	assets.henrychong.com/favicon/favicon.svg
Raster set	favicon.ico 16 / 32 / 48 px · apple-touch-icon.png 180 px (full-bleed tile; iOS masks its own corners)
Provenance	Candidate D of the August 2026 monogram exploration, selected by Henry on 2026-08-06

Clear space & minimum size

Preserve a margin of clear space around all four sides equal to **20% of the tile width**. No other graphic element or text may enter this area. The zone may be slightly reduced in cramped electronic contexts — favicons and app grids supply their own spacing.

The minimum reproduction size is **16 px** on screen — the smallest shipped raster — and **6 mm** in print. Below these sizes the counters of the letterforms close up.

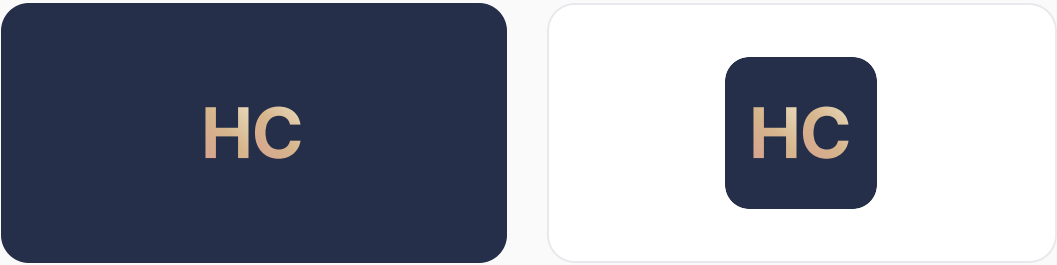
Always serve the mark from its canonical URL. It is hosted once, on the assets host, and referenced absolutely — applications never bundle local copies, so a single overwrite updates every surface.



Clear space — 20% of tile width on all sides



Scale — legible from browser tab to book cover



On dark and light — the tile carries its own contrast

Misuse

The mark shown on the previous pages is the only authorised form. No alternate versions are permitted.

The failures shown here are the common ones. The general rule is simpler than the list: **use the artwork as supplied, from the canonical URL, and change nothing.**



Do not recolour the tile or the letterforms



Do not flatten the gradient to a single fill



Do not re-set the letters as live text in any face



Do not stretch, compress, or distort



Do not rotate or tilt the mark

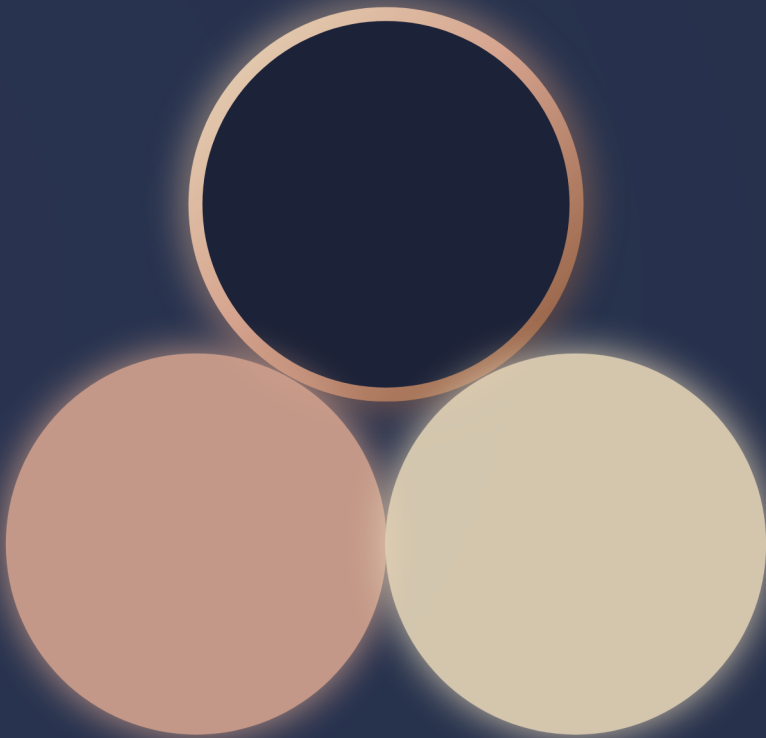


Do not place it on clashing or low-contrast grounds

02

Colour

Night for depth, Sand for warmth, Gold for light — the Fusang palette, worn personally.



Core palette

Three colours carry the identity: **Night**, the deep blue ground of every dark surface; **Sand**, the warm accent; and **Gold**, the highlight. Light Grey and White provide the quiet backgrounds they sit on.

The values — including print and Pantone references — are shared with the Fusang group identity, from which this palette descends. Consistency across the two systems is deliberate: one palette, two scales of use.

Night

#252F49

R37 G47 B73

C92 M78 Y42 K45

PANTONE 533 C · 282 U

Sand

#D6A48F

R214 G164 B143

C15 M39 Y41 K4

PANTONE 4050 C · 4260 U

Gold

#E7D7B9

R231 G215 B185

C11 M15 Y31 K0

PANTONE 9161 C · 9161 U

Light Grey

#FAFAFA

R250 G250 B250

C2 M1 Y2 K0

White

#FFFFFF

R255 G255 B255

C0 M0 Y0 K0

Working scales

On screen, the two brand hues expand into full tonal scales — **primary**, derived from Night, for structure; and **accent**, derived from Sand, for interaction and warmth. Sand itself is accent-300; Night is primary-600.

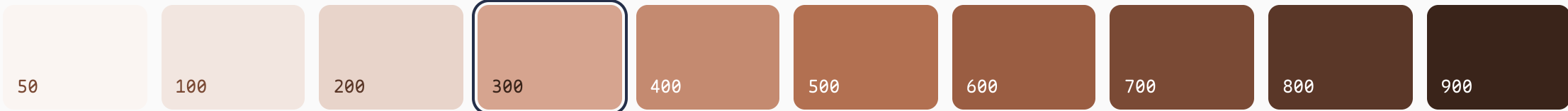
The scales are implemented as design tokens on henrychong.com, so every tint used anywhere on the site resolves to one of these values. When extending the identity, pick from the scale — do not invent intermediate tones.

Functional blue. Clickable links on light surfaces are classic blue (#2563EB) with a permanent underline — a deliberate accessibility convention, not a brand colour.

PRIMARY — FROM NIGHT



ACCENT — FROM SAND



Roles

Headings & dark text — Night · interactive accents & badges — accent-500 · brand highlight — Sand / Gold · page grounds — White / Light Grey

Dark mode

Class-based, on by default following system preference, with a manual toggle. Dark surfaces are Night-family; Gold and Sand carry the warmth.

Gradients & accessibility

Gradients belong to the **graphic language** — the monogram letterforms and the illustrated artwork — never to interface chrome, buttons, or text on functional surfaces. When they appear, they are always the warm metals shown here, built only from palette stops.

Every text-and-ground pairing in regular use meets WCAG AA or better. The ratios shown are computed from the palette values; treat AA as the floor, and prefer the AAA pairs for body text.



Monogram gradient — Sand → Gold, 135°



Artwork metal — Gold → Sand → deep bronze



Night field — the dark ground of the graphic language

PAIRING	RATIO	WCAG	USE
Night on White	13.3 : 1	AAA	Body text, headings on light surfaces
Gold on Night	9.4 : 1	AAA	Text on dark surfaces and artwork
Sand on Night	6.1 : 1	AA	Accents and secondary text on dark
Accent-500 on White	3.9 : 1	Large only	Large text, icons, decorative accents
Link blue on White	5.2 : 1	AA	Hyperlinks — always underlined

03

Typography

Four families, one system: Inter for everything you read, Maple Mono for everything technical, Noto Sans for Chinese.

Aa
{ }

Inter — the voice in type

Inter is the single Latin typeface: display, body, interface, and correspondence alike. It is used as a variable font with the full 100–900 weight axis and true italics, self-hosted at `assets.henrychong.com/fonts/`, the personal sites’ shared font host.

Optical sizing is engaged everywhere (`font-optical-sizing: auto`), so display settings tighten automatically and small text stays open.

The fallback is the system sans — deliberately with no intermediate web font, so an asset outage degrades gracefully to the reader’s native stack.

The quick brown fox
jumps over the lazy dog

Light 300 — large display statements

Medium 500 — labels, buttons, links

Bold 700 — page titles, the monogram

Regular 400 — body text

SemiBold 600 — headings, the wordmark

Italic — true italics for titles & emphasis

Canonical weights: **400 / 500 / 600 / 700**, with 300 reserved for large display settings. Book and publication titles are italicised — *Meditations, Zero to One* — never wrapped in quotation marks.

Maple Mono NL & Noto Sans

Maple Mono NL sets everything technical: code, URLs, dates, and file names. The NL build strips coding ligatures, so operators render literally — what you type is what the reader sees.

Its character-variant features are part of the identity and are **mandatory** wherever the face is used: cv01 tames the double-storey @ and broken-bar \$; cv32–cv37 apply the plain italic preset.

Noto Sans SC and TC carry Simplified and Traditional Chinese respectively, activated per locale so English pages never fetch them. The two are distinct fonts — never substitute one script’s face for the other.



Maple Mono NL — ligatures off, character variants on

创始人兼行政总裁

Noto Sans SC — zh-CN / zh-SG / zh-MY

創始人兼行政總裁

Noto Sans TC — zh-TW / zh-HK

All four families are SIL OFL licensed, variable weight, and self-hosted — no font CDNs, no tracking, no licence risk.

Type in practice

The working scale from henrychong.com. Sizes step down gracefully on small screens; line length is capped near 70 characters for reading comfort.

Two conventions do the quiet work: headings are Night (or White on dark), and links are blue with a **permanent underline** — never colour alone. Emphasis is italic, not bold; bold is structural.

ROLE	FACE & WEIGHT	SIZE	NOTES
Page title	Inter Bold 700	48 / 36 px	Night; tight leading
Section heading	Inter SemiBold 600	30 px	Sentence case — never all caps
Card / item title	Inter SemiBold 600	20 px	
Body	Inter Regular 400	16–18 px	Line height 1.75 in long-form prose
Eyebrow / label	Inter Medium 500	12–14 px	Uppercase, tracked +8%
Technical / dates	Maple Mono NL 400–500	14–16 px	URLs, timestamps, code, 404 paths

SPECIMEN — THE LETTERS REGISTER

Dear reader,

It is the punch you don't see coming that knocks you out — and it is no different with financial markets. The question is not whether the blow will come, but whether you will still be standing when it does.

0 4

Imagery

Photography as supplied; artwork as argued — every hero image is a visual epigraph.



Photography

Four official headshots and one banner are the approved photography, each supplied in a web and a print resolution from the media kit at henrychong.com/media-kit.

Use them as supplied. No filters, recolouring, mirroring, compositing, or AI alteration. Crop only to the aspect ratio a layout requires, keeping the face comfortably framed. Web files for screens; print files for anything on paper.



Profile — side portrait



Front — press default



Square — avatars & social



Alternate — casual, scenic



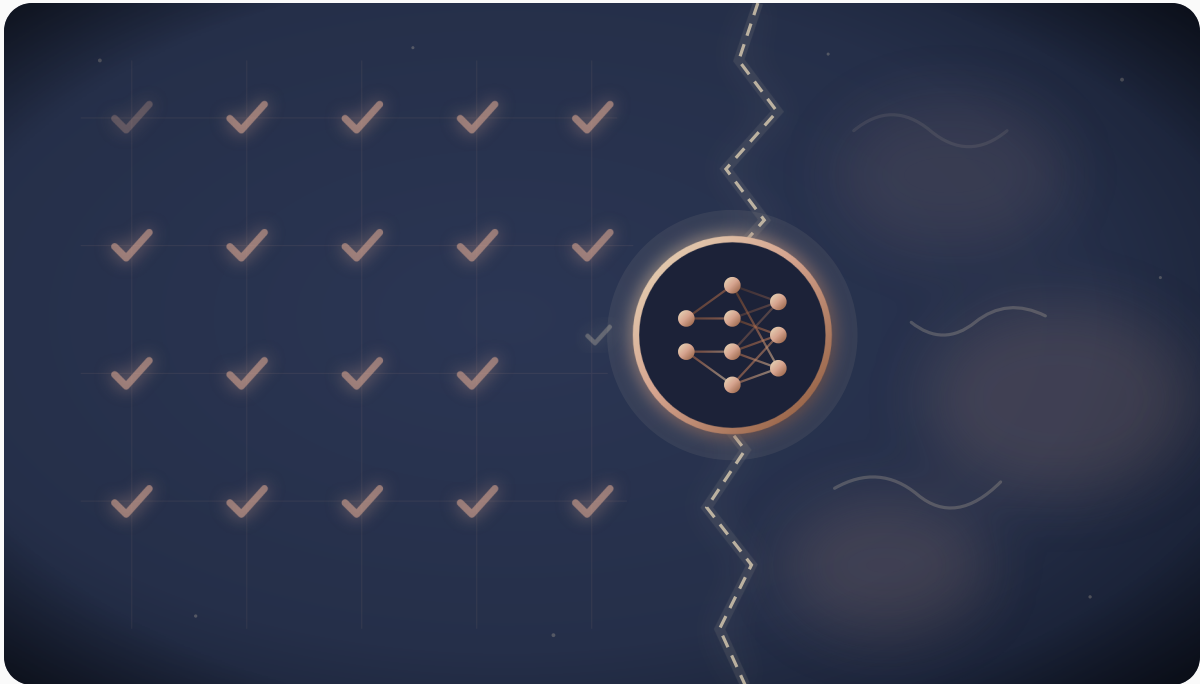
Profile banner — web headers & article mastheads

The graphic language

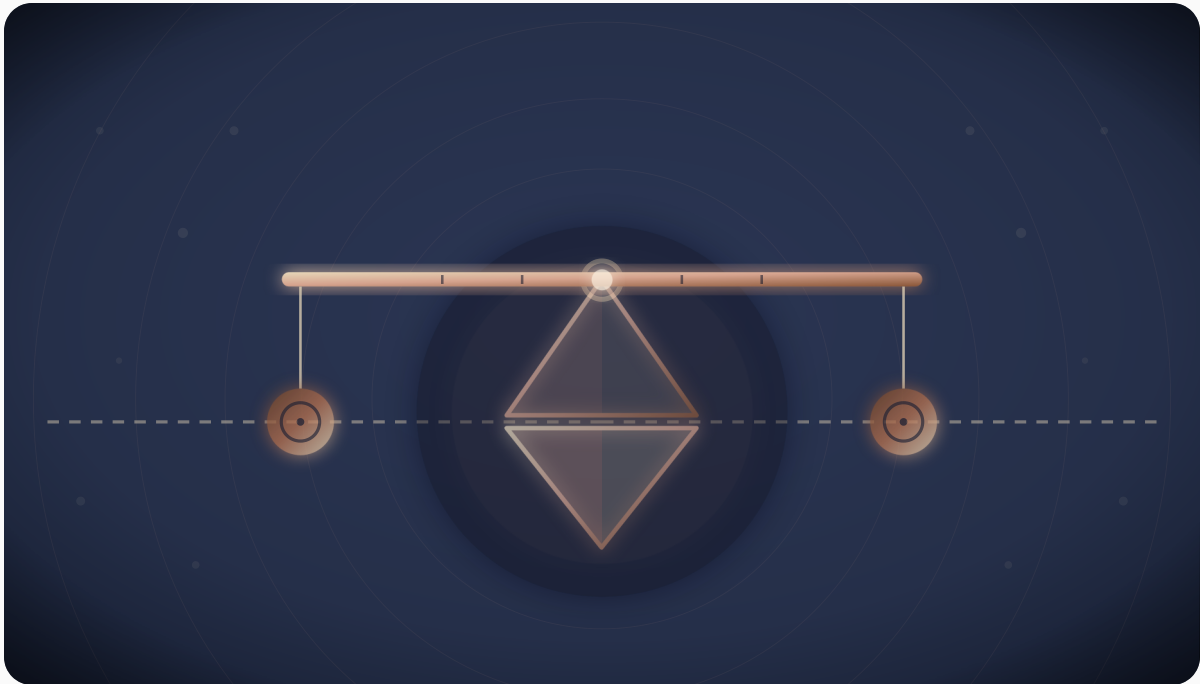
Editorial artwork — the hero images of the Library and Letters — is a **visual epigraph**: it argues the piece’s thesis in image form, it does not decorate. Every composition is a metaphor with the subject’s emblem set inside it.

The ingredients are fixed: a Night radial field, geometry drawn in the warm metal gradients, soft glow, faint lattice and stars, and a closing vignette. Palette stops only — nothing outside the swatches in section 02.

Motion rules. Heroes animate with declarative CSS inside the SVG — slow pulses on a ~5-second breath, no scripts. Base opacities are the reduced-motion frame, so a paused hero is a finished composition, never a blank one. Each SVG ships with a PNG sibling for social cards.



“Verifiability” — an ordered lattice of proofs meets the jagged frontier



“Credible Neutrality” — the emblem sits astride the metaphor

HERO CATEGORY	SHARE	WHEN
Quote card	~60%	A typographic image carrying the epigraph and its author
Literary / cultural reference	~20%	The piece’s central metaphor, drawn directly
Personal photograph	~10%	When the piece is about direct experience
Editorial illustration	~10%	An infographic or comic that carries the argument

05

Voice

Stoic, literary, generous, probabilistic, warm — the part of the brand no template can carry.

Dear reader,

... Yours Sincerely,
Henry Chong

How Henry writes

The canonical voice lives in the 73 Sunday Letters at henrychong.com/letters — the reference for everything on this page. The voice belongs to a literature-and-philosophy person who happens to run a finance and technology company: curious about everything, sceptical of conventional wisdom, comfortable holding ambiguity.

Henry's words are his own. Quote and excerpt from what he has published — verbatim, with the source named. Anything newly written comes from Henry himself, never from a template.

The cards opposite describe Henry's own practice — calibration for recognising the voice and preserving it in quotation and editing, not a licence to write in it.

ALWAYS

UK English · Oxford comma · numerical specificity · italics for titles & foreign terms · sources cited and linked · rhetorical questions asked *with* the reader · the aphoristic close

NEVER

Corporate jargon ("synergy", "leverage" as a verb) · empty intensifiers ("truly amazing") · buzzword stacks · hot-take slang · hashtags or emoji in letters & correspondence · self-promotion — Henry never markets Henry

Assets & contact

Media kit	henrychong.com/media-kit
This document	henrychong.com/brand-guidelines
Biography / CV	henrychong.com/cv
Brand & site assets	assets.henrychong.com
Editorial imagery	content.henrychong.com
Media-kit downloads	assets.henrychong.com/media-kit
Social channels	henrychong.com/linkedin · /x · /instagram · /youtube
Enquiries	henrychong.com/linkedin

The photography and biography in the media kit are supplied for press and editorial use. For any use of the monogram beyond press contexts, ask first — it costs one message, and it keeps the mark meaning something.

Sooner or later, every surface a reader meets is the brand. These pages exist so that each one is unmistakably his.