CAPITAL BOOST
Small Business Finance - Simplified

DESIGN & BRAND GUIDELINES

Volume 1.0

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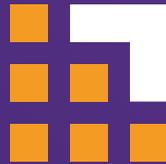
LOGO

LOGO
HORIZONTAL LOGO
SQUARE LOGO
CLEAR SPACE REQUIREMENTS
ICON/AVATAR

CAPITAL BOOST
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The logo symbolizes the Capital Boost House mission of leading small businesses to progression and success.

The small orange colored blocks represent small businesses and the purple arrow represents the Capital Boost directing small businesses towards growth.

The Capital Boost Logo comprises of the company name and its mnemonic, along with the brand tagline.

The Capital Boost identity consists of two elements:
a – company name
b – company symbol

The Capital Boost logo should be reproduced as is in all materials. The logo or its elements should not be altered, recolored or added in any other way.

CLEAR SPACE REQUIREMENTS

The Capital Boost logo must stand out in all uses.

A clear space shown in grey color above should be maintained across. The space above the logo is equal to the height and width of 2 squares from the mnemonic. The clear space to the left and right of the logo is also equal to the width of 2 square space on all sides of the logo. This free zone stops the logo competing with other elements and graphic expressions.

ICON/AVATAR

ICON CREATION & CLEAR SPACE

CAPITAL - SMALL BUSINESSES
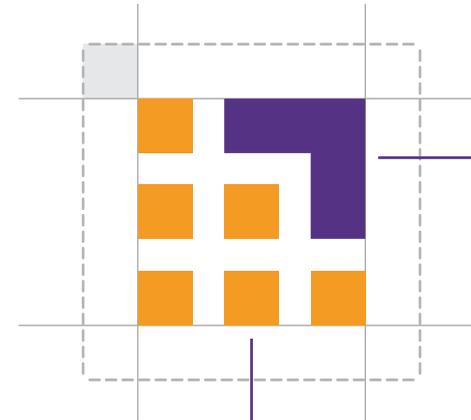
BOOST - GROWTH

Purple Arrow mark visually represents the growth or boost

Orange blocks visually represents small businesses

02

COLORS

- COLOUR PALETTE
- BACKGROUND & SOLID COLOURS
- COLOUR SWATCHES
- DIFFERENT SPACES

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CMYK :2, 45, 98 ,0
RGB :243, 155, 35
Hex: #f39b23

CMYK :31, 25, 25, 0
RGB :178, 178, 178
Hex: #b2b2b2

CMYK :82, 97, 11, 2
RGB :86, 50, 132
Hex: #563284

CMYK :67, 60, 58, 43
RGB :69, 69, 69
Hex: #454545

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Reversed presentation - white
Only used when the colour logotype isn't legible on the
background (for example, colourful pictures).

LOGO WITH BACKGROUND & SOLID COLOURS

Logo on background colours – Purple

Logo on background colours – Orange

Monocolor logo

Solid Black Logo

LOGO COLOUR SWATCHES

CMYK :2, 45, 98 ,0
RGB :243, 155, 35
Hex: #f39b23

CMYK :82, 97, 11, 2
RGB :86, 50, 132
Hex: #563284

CMYK :31, 25, 25, 0
RGB :178, 178, 178
Hex: #b2b2b2

CMYK :67, 60, 58, 43
RGB :69, 69, 69
Hex: #454545

CMYK :82, 97, 11, 2
RGB :86, 50, 132
Hex: #563284

CMYK :91, 100, 22, 10
RGB :66, 36, 114
Hex: #422472
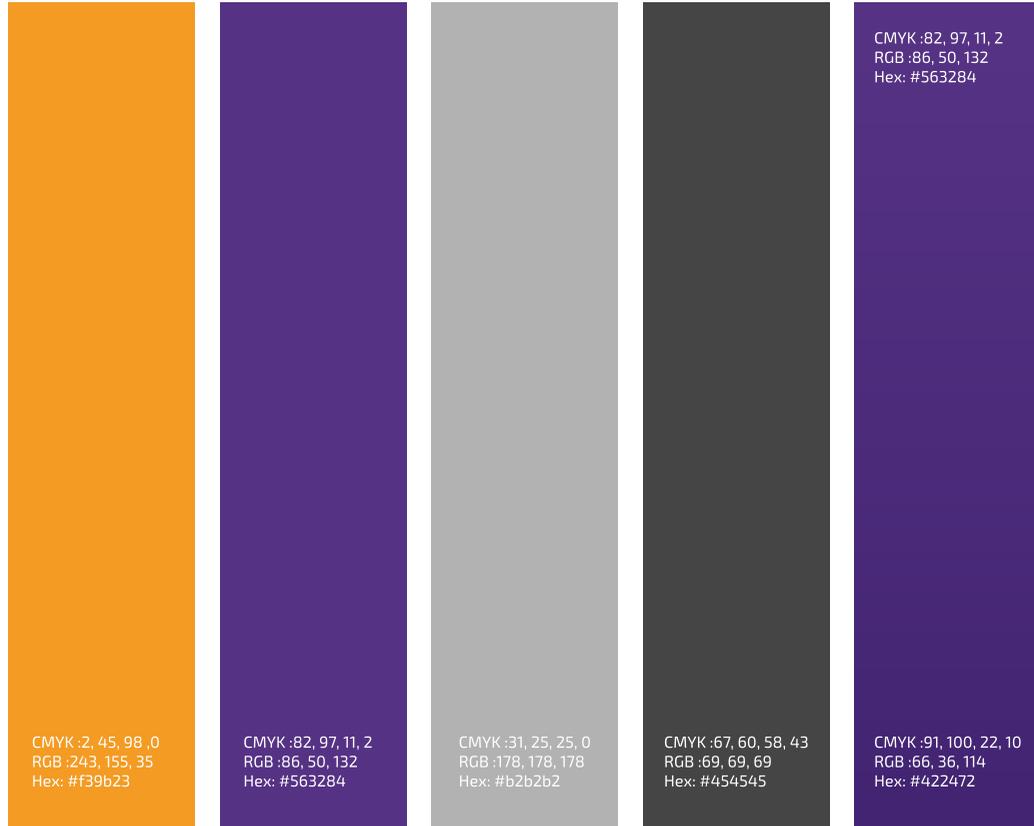
LOGO WITH DIFFERENT SPACES

Negative space logo

Logo placed on other colors

Logo placement on colourful Background

INCORRECT USE OF LOGO

Do not use drop shadows

Same colour logo is not
suitable for this dark background

To ensure that our logo is always recognisable, it must be used consistently, with discipline, and with precision. The power of a logo is easily weakened by misuse. We can avoid this problem by guarding against poor or incorrect usage.

INCORRECT USE OF LOGO

Clear space around the logo is not respected

Logo is incorrectly scaled

Incorrect logo usage on colourful pictures

03

TYPOGRAPHY .... TYPEFACES
PRIMARY FONT
SECONDARY FONT

The following fonts are acceptable for Capital Boost brand imaging. Guidelines are provided for the use of each version.

EXO 2.0

LATO

Primary Font : Exo 2.0 Light & Semibold
Secondary Font : Lato Regular

EXO 2.0

Exo 2,0 is the primary typeface used in all communication materials, Use type size and weight to establish a clear hierarchy of information.

Exo 2.0 Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789 abcdefghijklmnopqrstuvwxyz

Exo 2.0 Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789 abcdefghijklmnopqrstuvwxyz

LATO

Lato is the primary typeface which can be used for the body copy (blocks of text or paragraphs). No other font families or typefaces may be used or substituted.

Lato Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789 abcdefghijklmnopqrstuvwxyz

04

IMAGERY ------------------------------------ STATIONERY
WEBSITE

Suite 3, Level 27, Governor Macquarie Tower, 1 Farrer Place, Sydney NSW 2000, Australia

✉ info@capitalboost.com.au | 📱 1300 360 530

🌐 www.capitalboost.com.au