

Brand **GUIDELINES**

Brand Guidelines

by Creato
2015-2022

Fintegra

BRAND CATEGORY:
Financial company

OVERVIEW:
Logo design | Brand identity |
Brand guidelines



Fintegra

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An Overview

This document communicates the brand guidelines of Fintegra, introduction about Fintegra:

Fintegra is an alternative financing company that provides working capital to small businesses to fuel their growth and sustain their success. Unlike traditional banks, Fintegra provides rapid financing (often within 24 hours) that is customized to the individual circumstances of each business. Our name was derived from the combination of "fintech", we are a financial technology company and "integrity", the way in which we conduct our business.

f. Clearspace Clearspace around the logo is equal to the height of the 'a'.





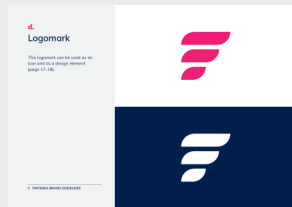
Table of Contents

- 01 Logo
- 02 Color Palette
- 03 Typography
- 04 Graphic Element
- 05 Logo Application

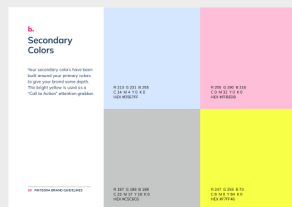
An Overview

This document communicates the brand guidelines of Fintegra, an international financial company that provides investment opportunities for its clients. It is a comprehensive guide for all stakeholders, including clients, partners, and employees. The document is organized into five main sections: Logo, Color Palette, Typography, Graphic Element, and Logo Application. Each section provides detailed instructions and visual examples to ensure the brand is consistently represented across all touchpoints.

01 Logo



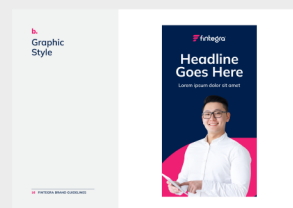
02 Color Palette



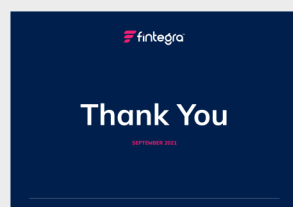
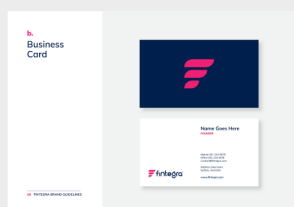
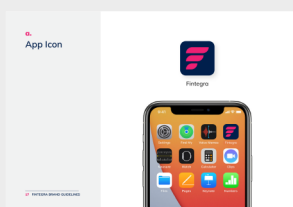
03 Typo-graphy



04 Graphic Element



05 Logo Application



X-CORP

BRAND CATEGORY:
Construction company

OVERVIEW:
Logo design | Brand identity |
Brand guidelines



X-CORP

BRAND CATEGORY:
Construction company

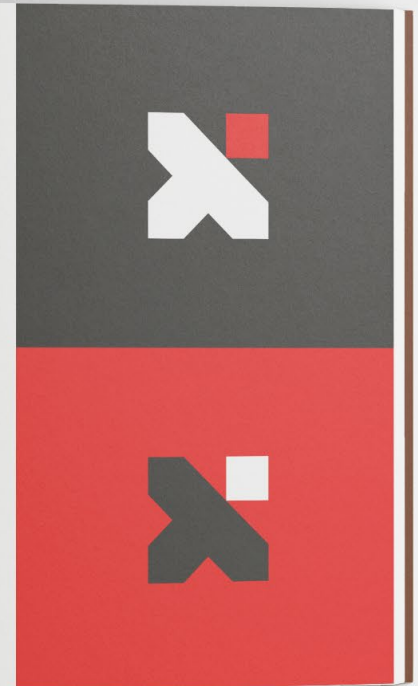
OVERVIEW:
Logo design | Brand identity |
Brand guidelines

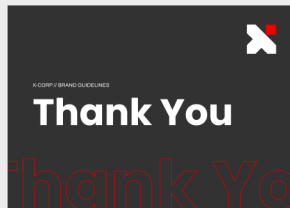
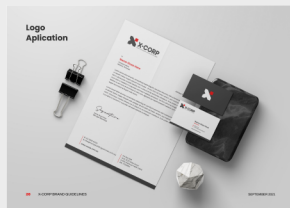
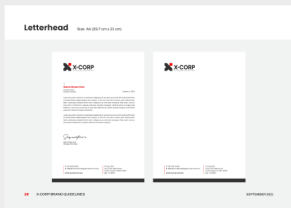
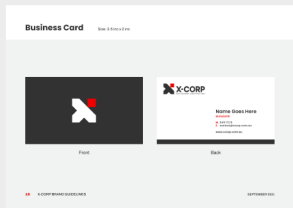
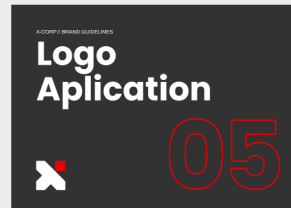
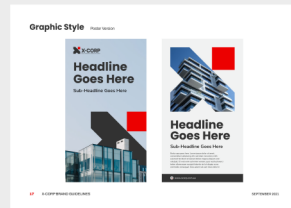
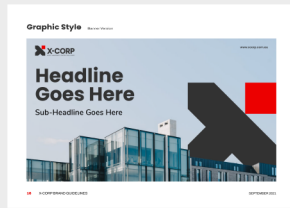
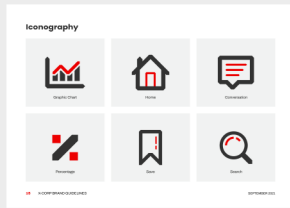
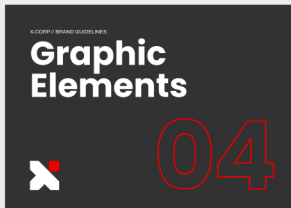
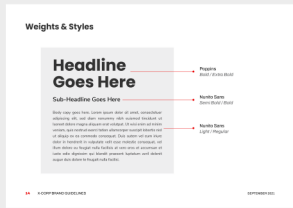
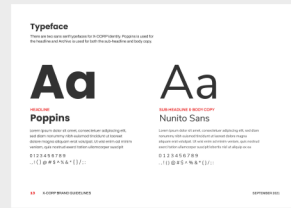
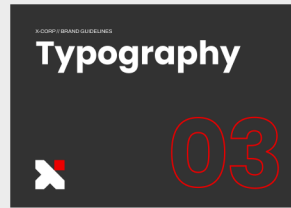
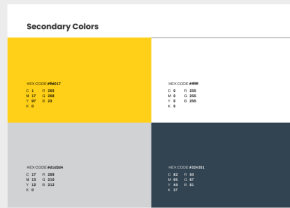
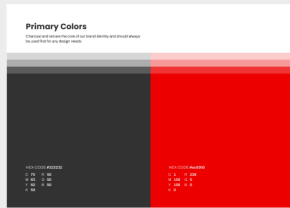
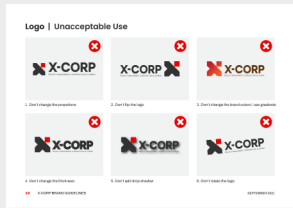
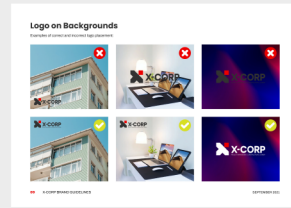
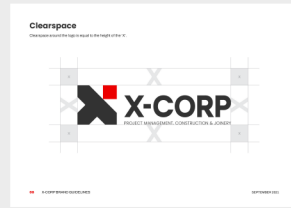
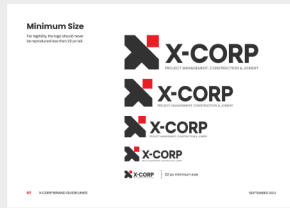
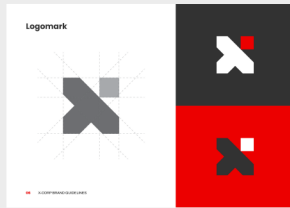
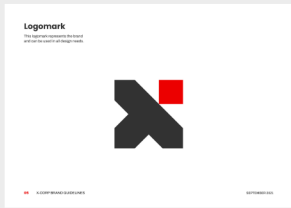
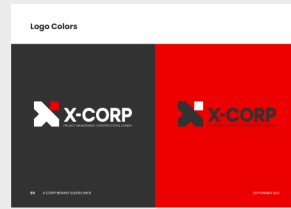
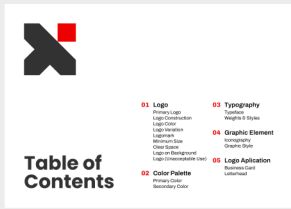
Primary Logo

The X-CORP logo is a combination of the name, the logomark, and the tagline. The logomark represents the letter X and symbolizes modern professionalism, reliability and solidness.



Logomark





PillarsCorp

BRAND CATEGORY:
Finance

OVERVIEW:
Logo design | Brand guidelines



Brand Guidelines

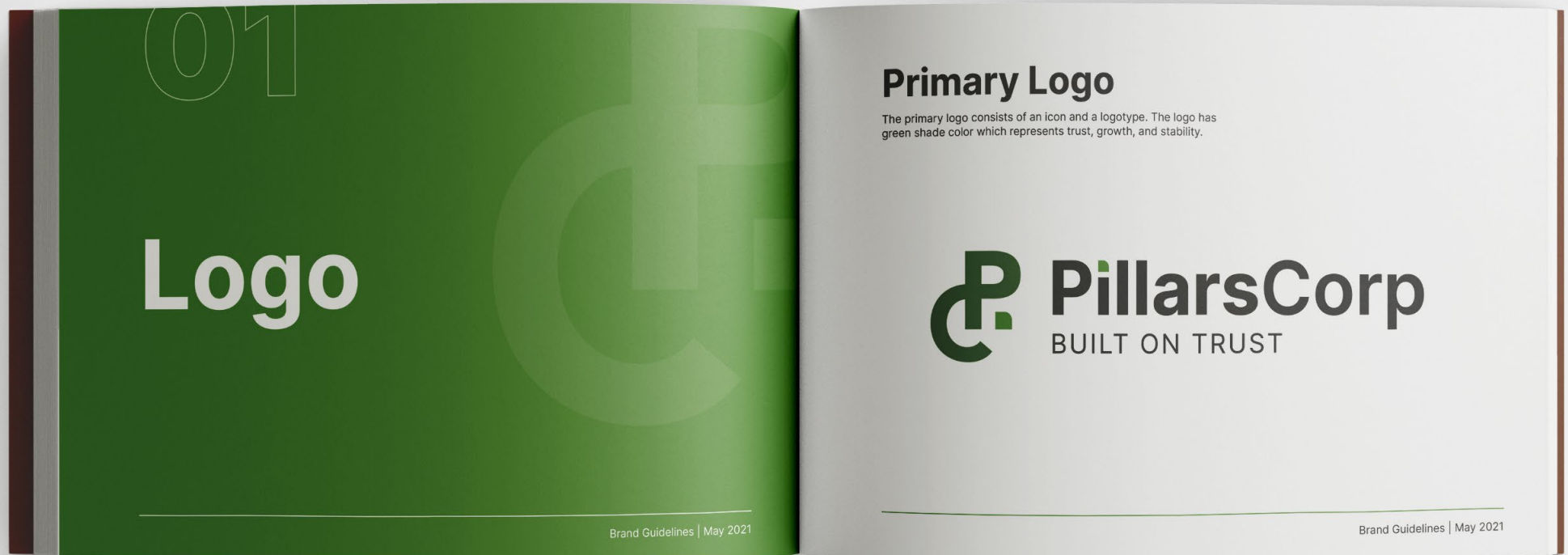
for PillarsCorp

MAY 2021

PillarsCorp

BRAND CATEGORY:
Finance

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Primary Logo

The primary logo consists of an icon and a logotype. The logo has green shade color which represents trust, growth, and stability.



Brand Guidelines

for PillarsCorp



MAY 2021

01 Logo

Brand Guidelines | May 2021


Primary Logo

The primary logo consists of an icon and a logo. The icon has green shade color which represents trust, growth, and stability.




Brand Guidelines | May 2021


White background




Dark background





Black background



White background




Secondary Logo

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Minimum Size

For legibility, the logo should never be reproduced less than 30px tall.



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Clearspace

Clearspace around the logo is equal to the cap height of the 'P'.



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Don'ts

- Don't distort the logo in any way.
- Don't place the logo against any background that doesn't meet our standards.
- Don't add any color gradients.
- Don't place the logo over any other content.



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02 Color Palette

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Primary Color Palette

Green is the core of our brand identity and should always be used first for any design needs.

PillarsCorp Olive Green	PillarsCorp Dark Green
C: 70 R: 90	C: 71 R: 75
M: 25 G: 141	M: 26 G: 108
Y: 100 B: 82	Y: 99 B: 50
K: 8	K: 25
HEX #56A03E	HEX #468032

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Secondary Color Palette

The secondary colors should be used as an accent color or combination for the primary color palette.

#F1F1F2	C: 13 R: 220
	M: 39 G: 161
	Y: 72 B: 93
	K: 0
#46A03E	C: 22 R: 188
	M: 64 G: 108
	Y: 100 B: 37
	K: 8

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03 Typography

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Typography

Font Name: Inter

AaBbCcDdEeFfGgHhIi
JjKkLlMmNnOoPpQqRr
SsTtUuVvWwXxYyZz
0123456789

DOWNLOAD <https://www.google.com/fonts/specimen/inter>

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Headline

Inter Bold

Inter Medium

Inter Light / Inter Regular

Other information.

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04 Graphic Styles

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Example



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05 Stationery

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Letterhead



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Thank You

Brand Guidelines for PillarsCorp

MAY 2021

THANK YOU