



Brand Guidelines

IDENTITY GUIDE

An Overview

The logo consists of a stylized keyhole icon in white, with a circular track around its center. The background of the slide features a large, semi-transparent blue shape resembling a stylized 'S' or a wave.

Our teams have deep experience in management consulting, as C-level executives in technology and industrial companies, as operating partners in private equity firms, and as private and public investors.

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Brand Colors

Primary Colors

SCC primary colors to be represented with the logo in all key visual communications pieces.



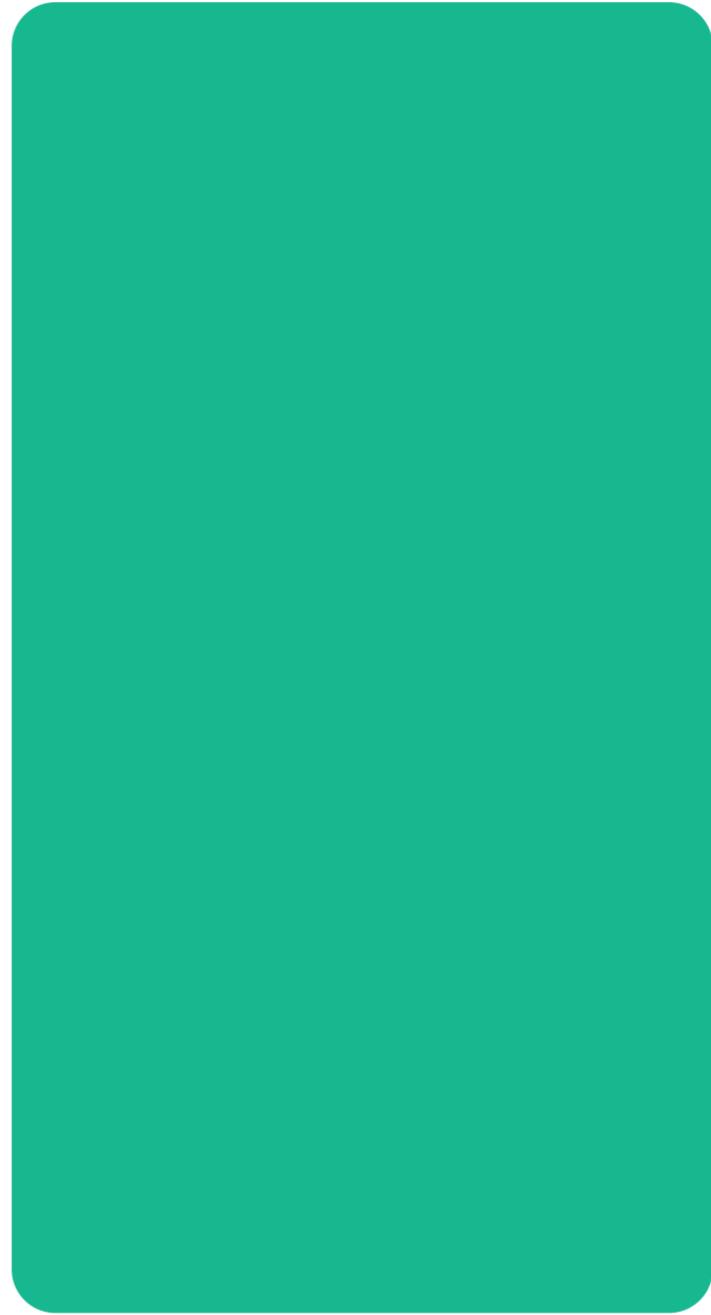
#294c89
RGB 41, 76, 137

#082d0f
RGB 08, 45, 15

#dee5e5
RGB 222, 229, 229

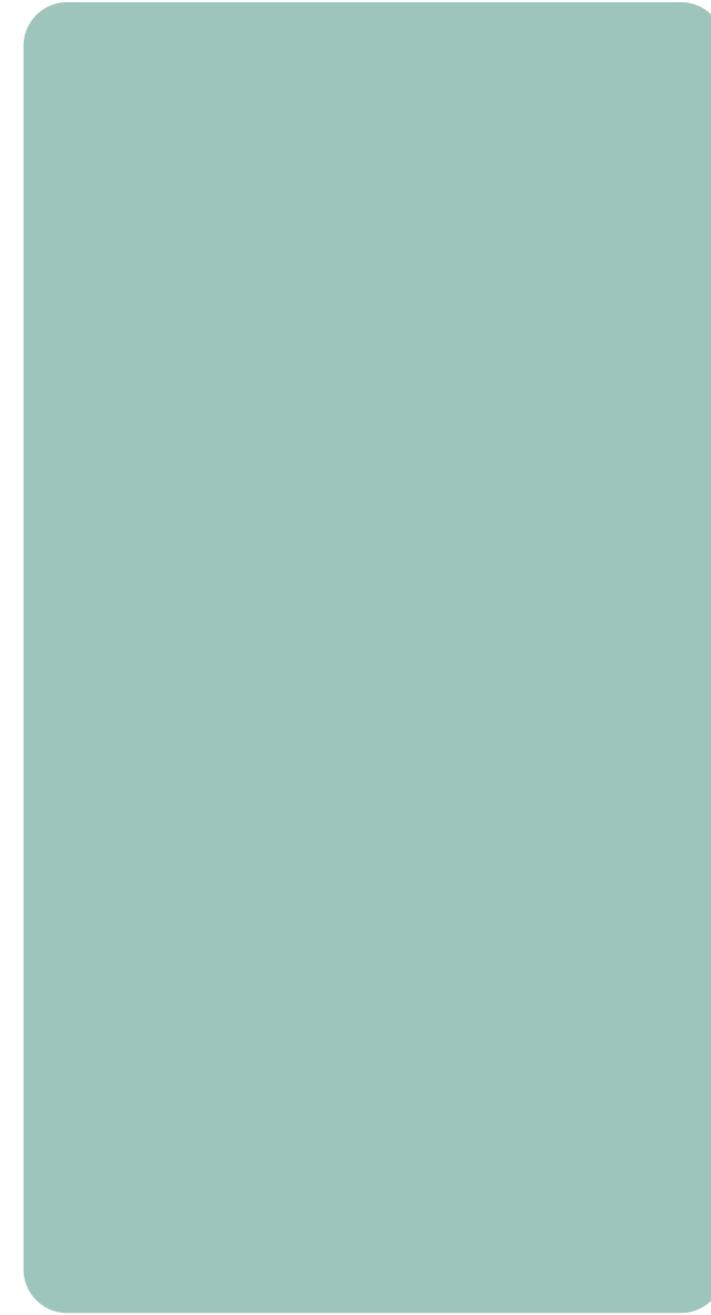
Secondary Colors

When a more diverse color palette is needed the secondary palette is available.



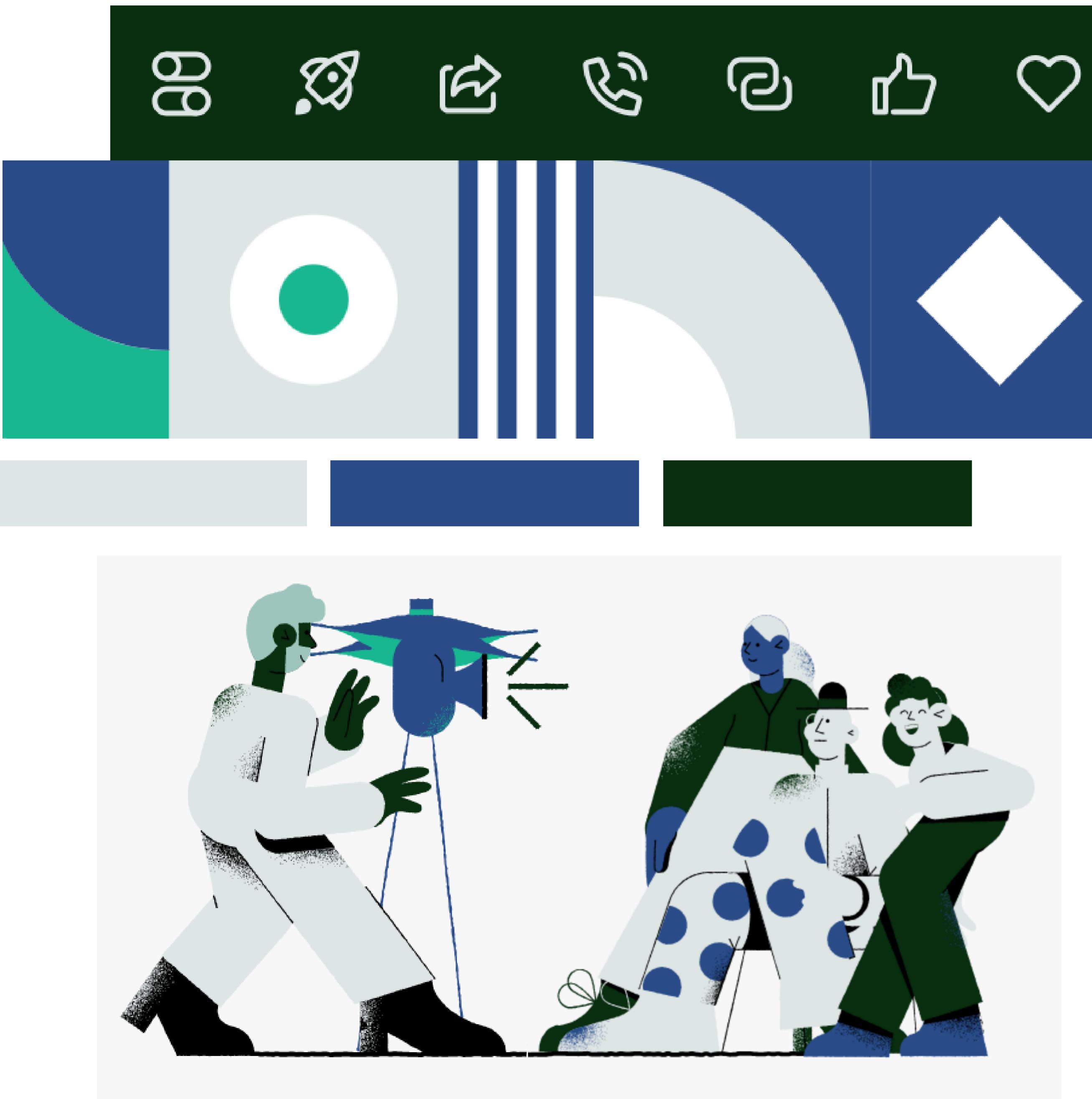
#17b890

RGB 23, 184, 144



9dc5bb

RGB 157, 197, 187

A light-themed dashboard titled "Dashboard". The top header features a search bar and a user profile icon. Below the header are four main summary cards: "Current MRR" (\$12.4k), "Current Customers" (16,601), "Active Customers" (33%), and "Churn Rate" (2%).

- Trend:** A grouped bar chart showing revenue by month (Jan to Jul) for three plan levels: Basic Plan (dark blue), Advanced Plan (medium blue), and Enterprise Plan (light blue). The Y-axis ranges from \$0 to \$15k.
- Sales:** A donut chart showing the total number of sales (342) across three categories: Basic Plan (dark blue), Advanced Plan (medium blue), and Enterprise Plan (light blue).
- Transactions:** A list of recent transactions for customers S. Evergreen, B. Sterling, O. Meadows, H. Hawthorne, L. Whitman, E. Frost, and M. Sinclair, each with a small profile picture and transaction details.
- Support Tickets:** A table of open support tickets with columns for ticket status (All, Open, Pending, Closed), customer email, ticket subject, and status (Open, Pending, Resolved). Examples include "jessica.smith123@example.com" with a "Login Issue" and "andrew.johnson22@phonyinbox.org" with a "Feature Request".
- Customer Demographic:** A world map where countries are colored according to customer activity levels: Active (dark green) and Inactive (light green).

03. Logo & Usage

Primary Logo

The SCC logo should not be manipulated to adjust to a given media outside of the recommendations in this document. To fit a given need a logo option within this document should be resized and used.

Primary Logo



Dark On Light

Primary Logo



Light On Dark

Logo in Black and White

The SCC logo should not be manipulated to adjust to a given media outside of the recommendations in this document. To fit a given need a logo option within this document should be resized and used.

Primary Logo



Dark On Light

Primary Logo



Light On Dark

Safe area For Logo

The safe area for logo for various forms of the logo will be presented here. No form should go below its minimum padding area.



The logomark in the Silicon Century Capital logo should be used for safe zones in all logo usage.



Logo Mark

The Silicon Century Capital logo mark can be used where needed.



FAVICON



Logo Responsiveness

This is how the Silicon Century Capital logo and separate logomark is displayed on the web and how the icon appears in varying sizes.

Icon Sizes



80px



50px



25px

Vertical



Horizontal



04
to

Typography

AaBb
AaBb
Quixote
+ Nanum Gothic

Option #5

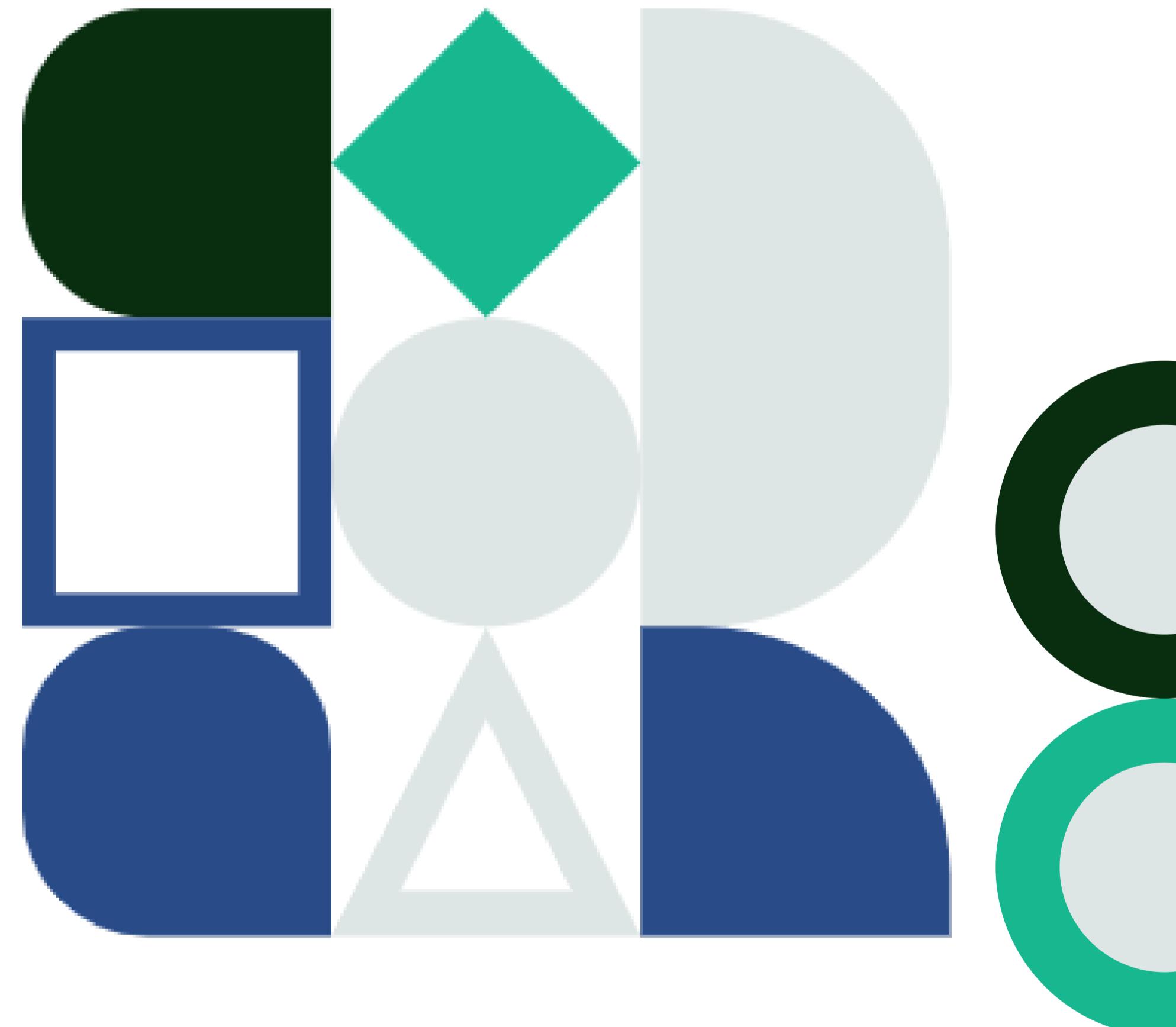
Regular ————— Quixote

Regular ————— Nanum Gothic
Bold —————

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This is some Sample Text for this page.

 Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonumy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

[LEARN MORE](#)

Thank you.