



Brand Guidelines

IDENTITY GUIDE

An Overview



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.

01.

Table of Contents

01	Contents
02	Brand Colors
03	Logo & Usage
04	Typography
05	Photography
06	Videography
07	Brand Assets
08	Brand Applicaton

02. Brand Colors

Primary Colors

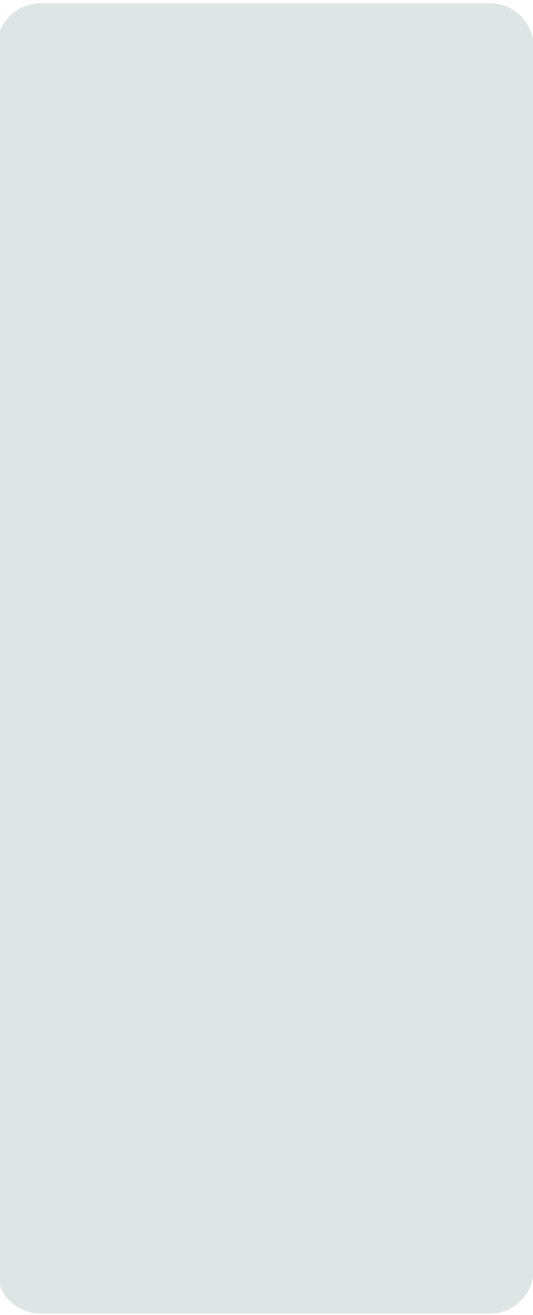
SCC primary colors to be represented with the logo in all key visual communications peices.



#294c89
RGB 41, 76, 137



#082d0f
RGB 08, 45, 15



#dee5e5
RGB 222, 229, 229

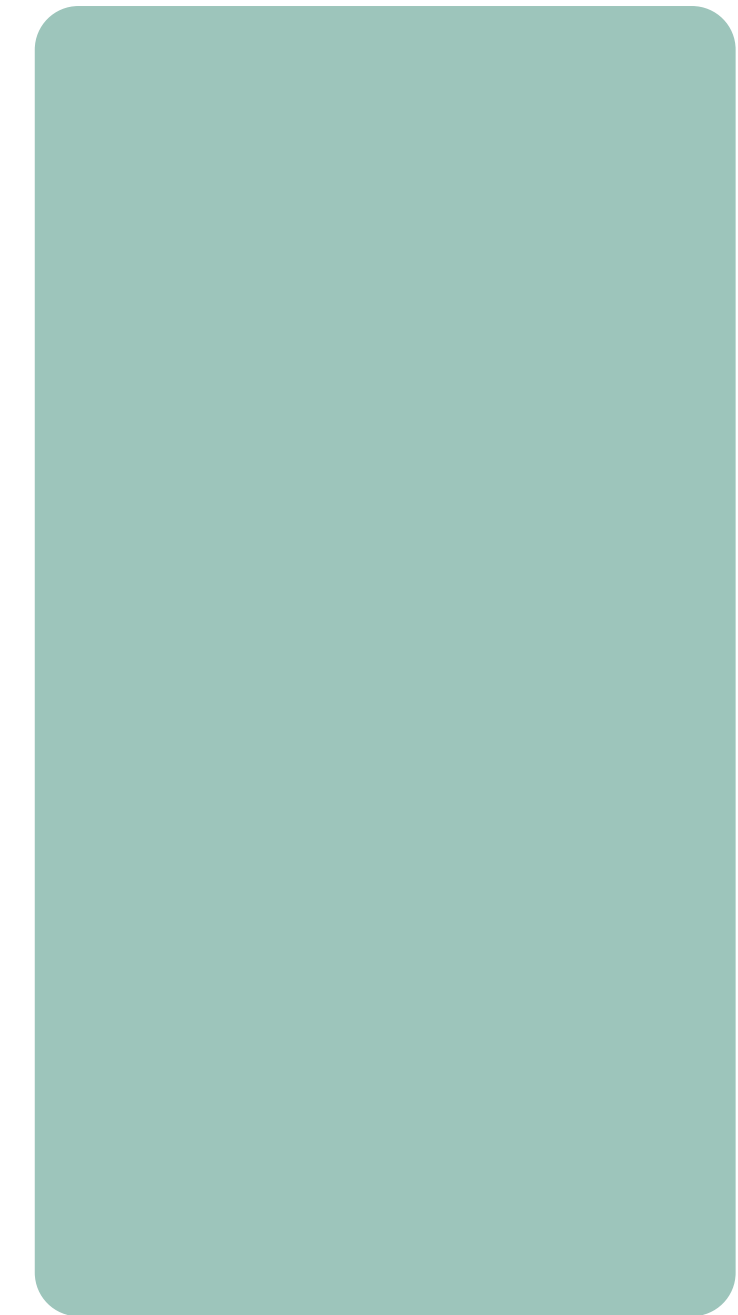
Secondary Colors

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



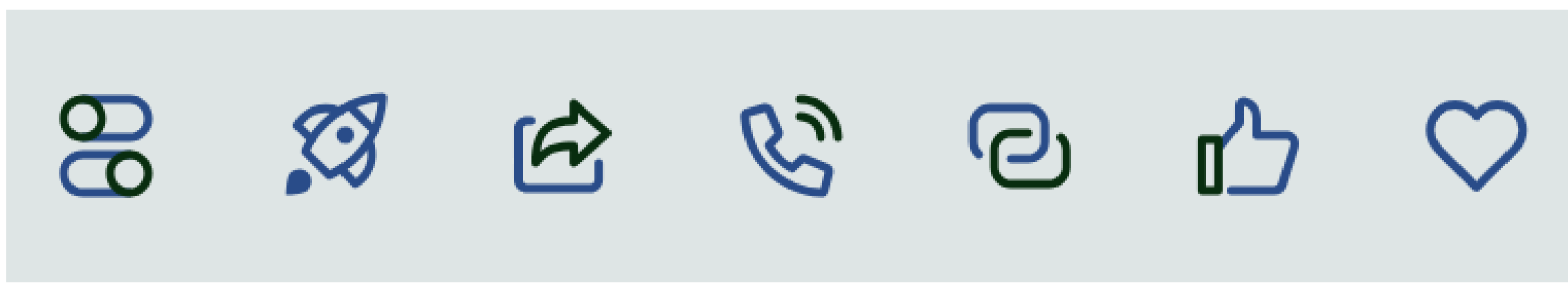
#17b890

RGB 23, 184, 144



9dc5bb

RGB 157, 197, 187



Dashboard

Search transactions, customers, subscriptions

Current MRR
\$12.4k

Current Customers
16,601

Active Customers
33%

Churn Rate
2%

Trend

NEW RENEWALS CHURNING This year

Month	New	Renewals	Churning
Jan	\$9k	\$6k	\$3k
Feb	\$12k	\$7k	\$3k
Mar	\$11k	\$7k	\$5k
Apr	\$6k	\$3k	\$1k
May	\$12k	\$10k	\$6k
Jun	\$14k	\$8k	\$6k
Jul	\$13k	\$11k	\$3k

Sales

This year

342 SALES

BASIC PLAN

PRO PLAN

ADVANCED PLAN

ENTERPRISE PLAN

Transactions

S. Evergreen	PRO	+\$40
B. Sterling	RENEWAL	+\$50
O. Meadows	BASIC	+\$10
M. Hawthorne	BASIC	+\$10
E. Whitman	ENTERPRISE	+\$199
E. Frost	BASIC	+\$10
M. Sinclair	PRO	+\$40

View all transactions

Support Tickets

This week

All Open Pending Closed

jessica.smith123@example.com	Login Issue	Open
david.jones456@gmaildummy.com	Billing Inquiry	PENDING
emily.wilson789@fictitiousmail.net	Product Malfunction	CLOSED
andrew.johnson21@phonyinbox.org	Feature Request	Open

Customer Demographic

ACTIVE INACTIVE

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.

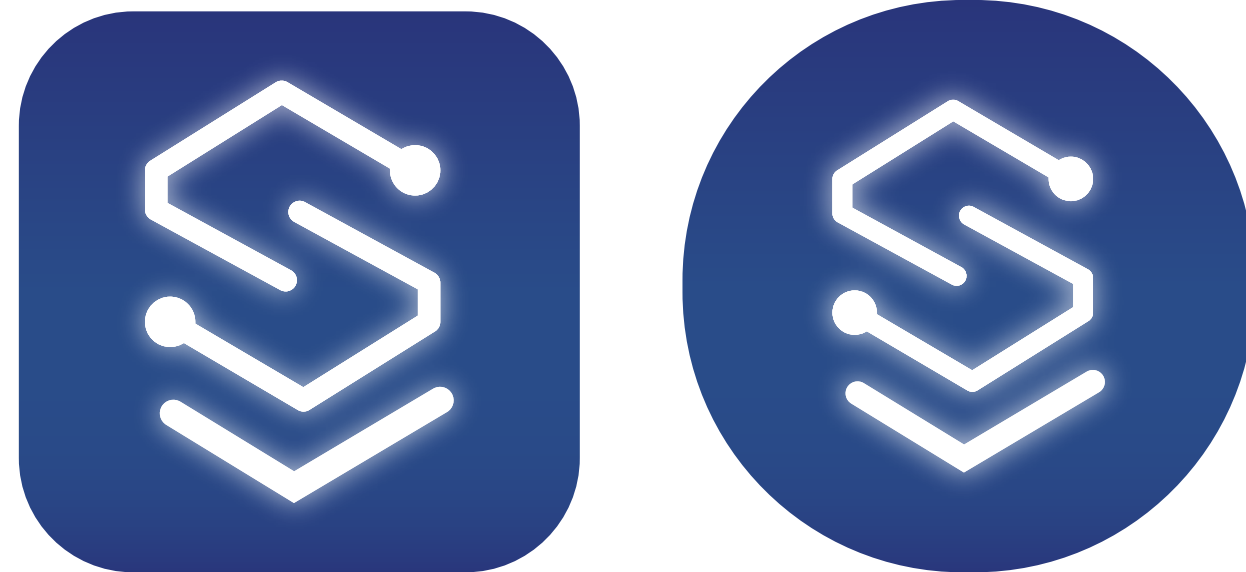


The logomark in the Silicon Century Capital logo should be used for safe zones in all logo usage.



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. Typography

AaBb

AaBb

Quixote
+ Nanum Gothic

Option #5

Regular ————— Quixote

Regular —————
Bold ————— Nanum Gothic

[Home](#)[About](#)[Services](#)[Help](#)[Contact](#)

This is some Sample Text for this page.

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

[LEARN MORE](#)



Thank you.