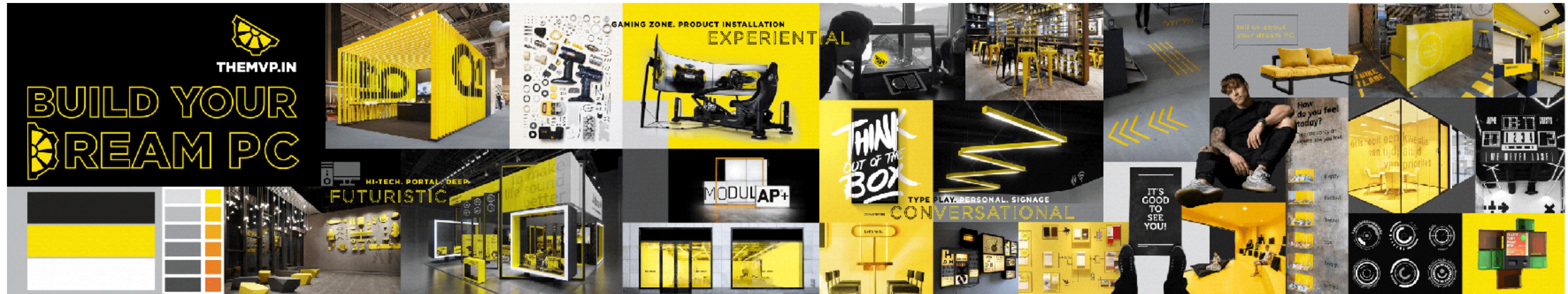






# Stylescape Reference

Stylescapes are a visual encapsulation of your brand's voice, tone, look, and feel filtered through three prompts. This essential step will help us set the broad direction for the visual identity, and allow you to collaborate with our process at a very early stage.





# Stylescape Reference

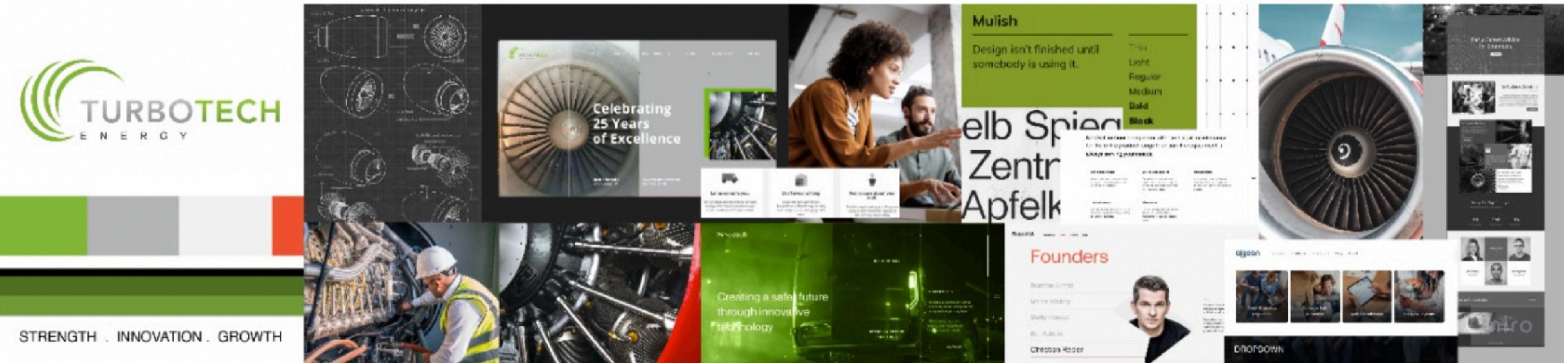
The collage illustrates the Progcap brand identity across multiple touchpoints:

- Logo:** PROGCAP CAPITAL FOR PROGRESS
- Color Palette:** Includes hex codes: #9000C0, #4760B6, #011639, and #E6E6FA.
- Secondary Palette:** A detailed color palette grid showing various shades and tints of the primary colors.
- Font:** Inter, used for all text elements.
- Icons:** A set of 12 icons including YOUR DUE, SEND, PAYMENT, DOCUMENT, UNLOCK, WALL, GROWTH, and LOCATION.
- Illustrations:** An industrial facility and a woman with arms crossed.
- Text:** "Your chance to transform India at the grassroots."
- Marketing Materials:** A website snippet, a man holding a smartphone, a blue-themed interior space, and a hallway with large glass panels featuring the words "Creative thinking" and "Progress".

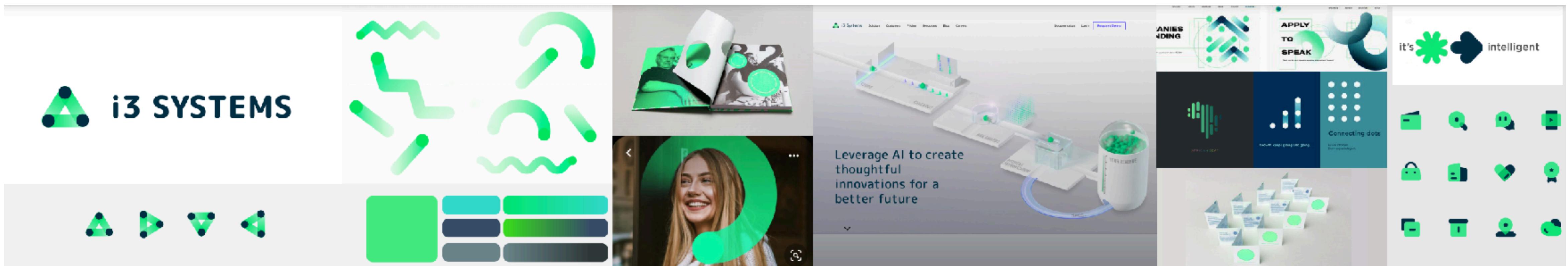
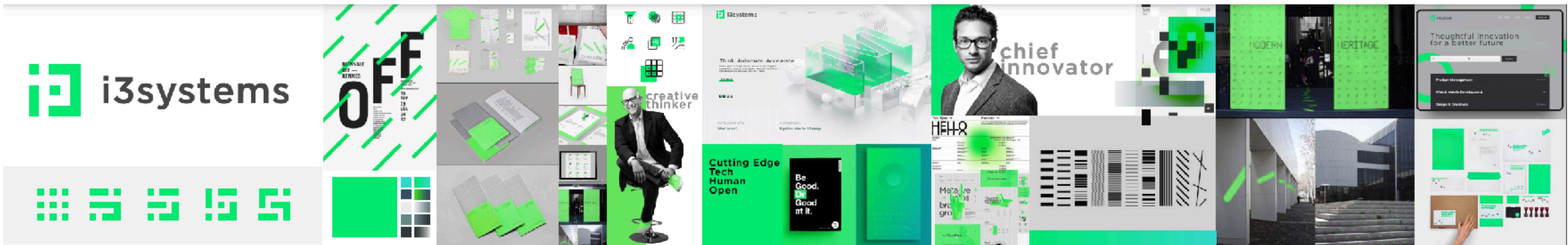
# Stylescape Reference



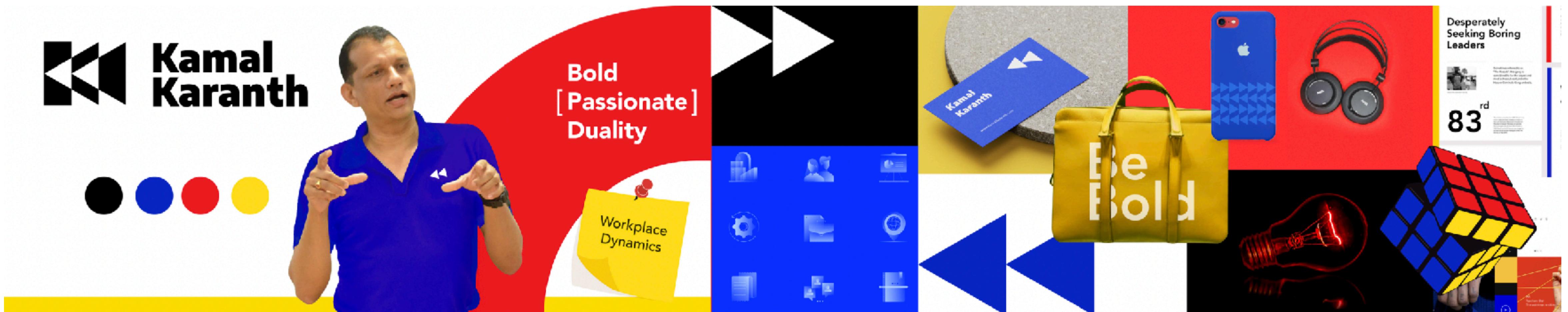
STYLESCAPE 1



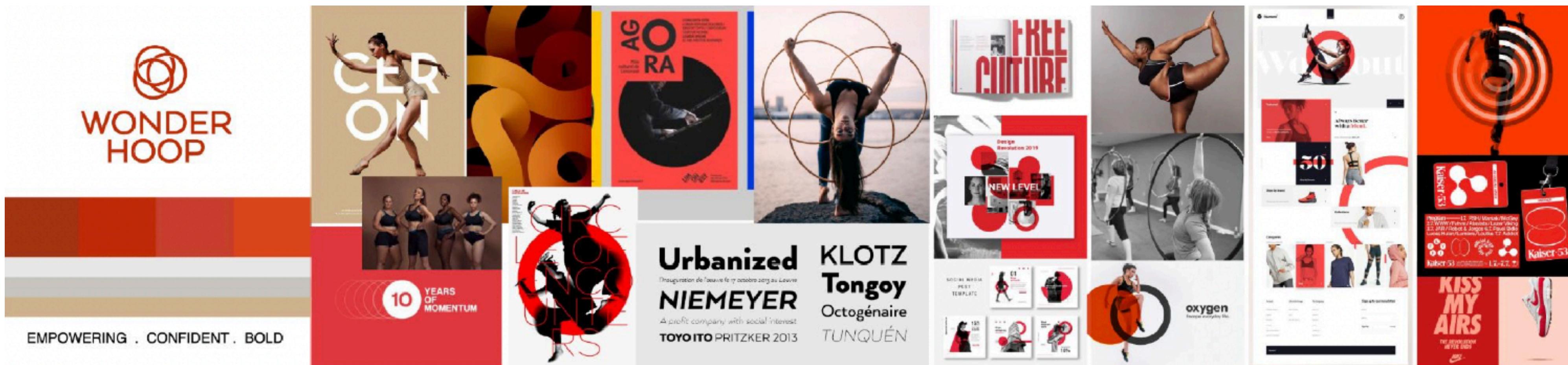
# Stylescape Reference



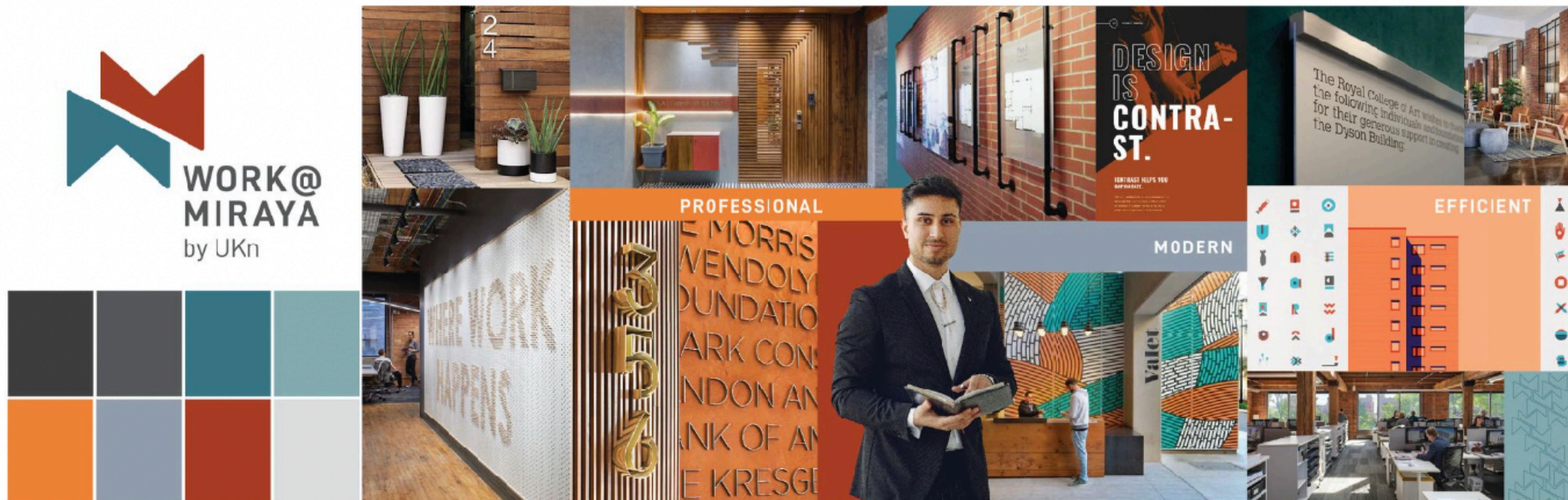
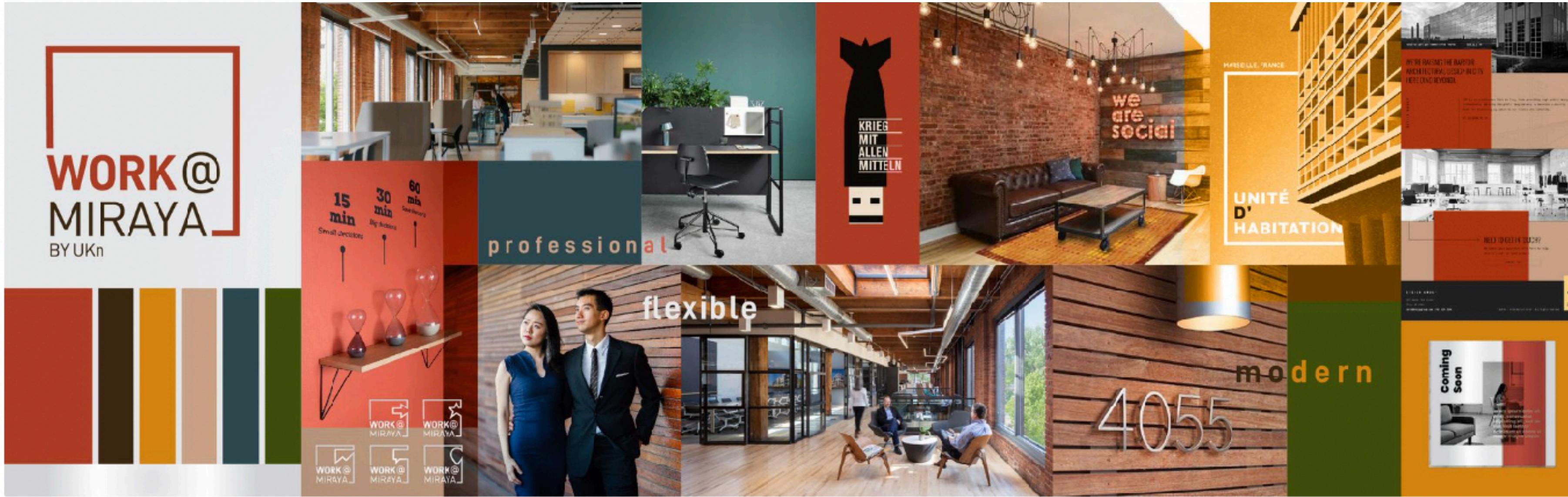
# Stylescape Reference



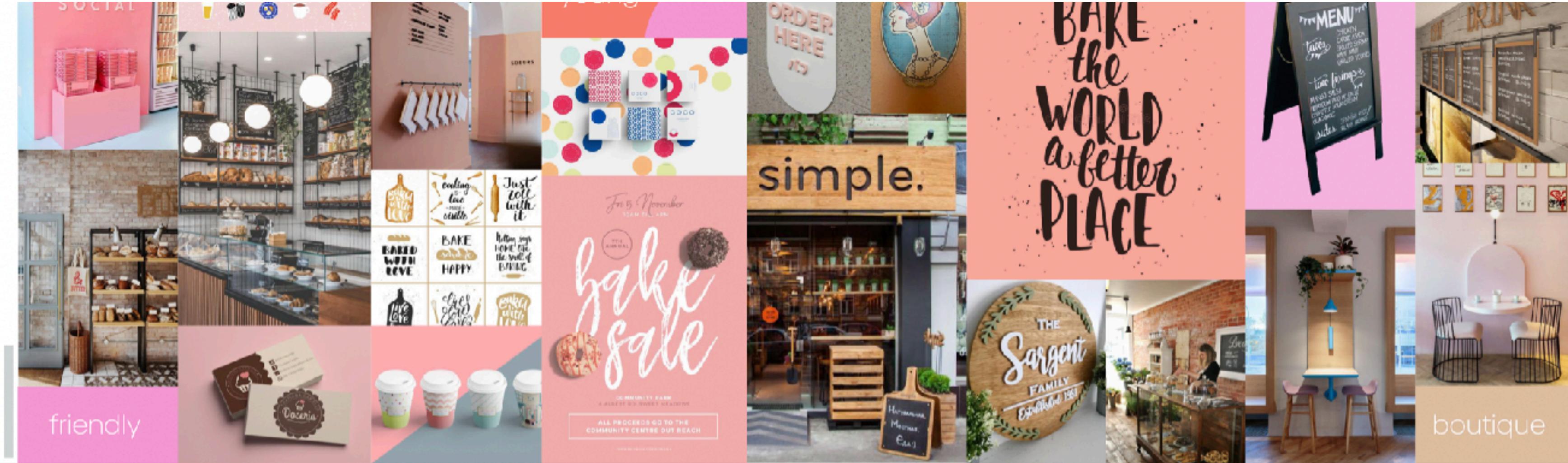
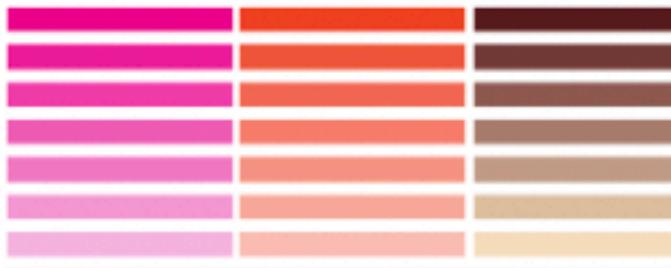
# Stylescape Reference



# Stylescape Reference

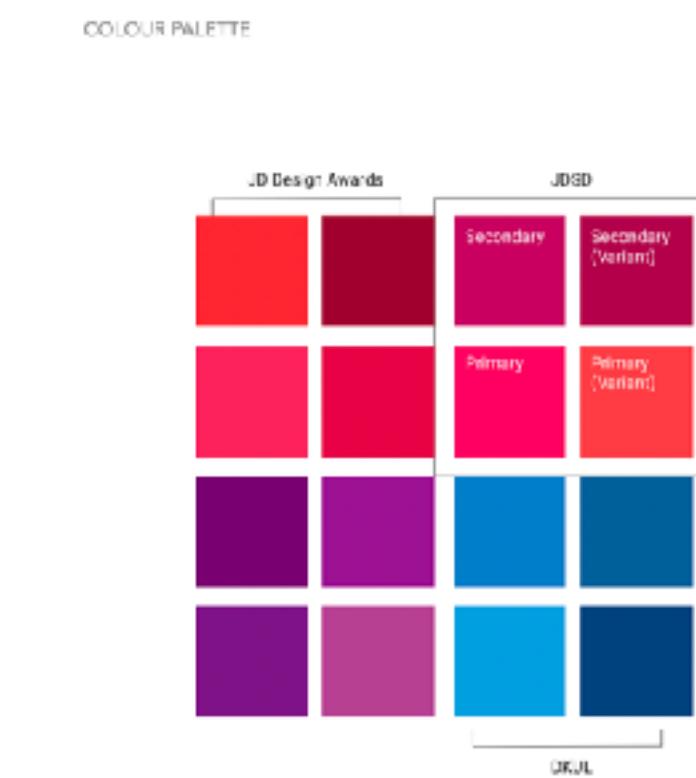
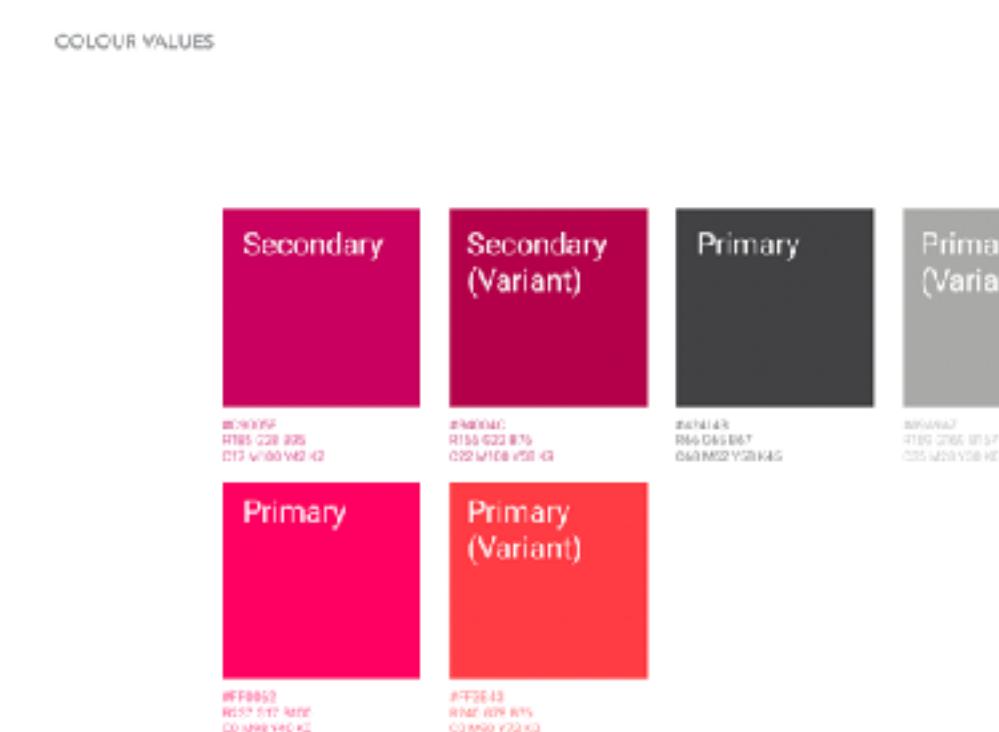
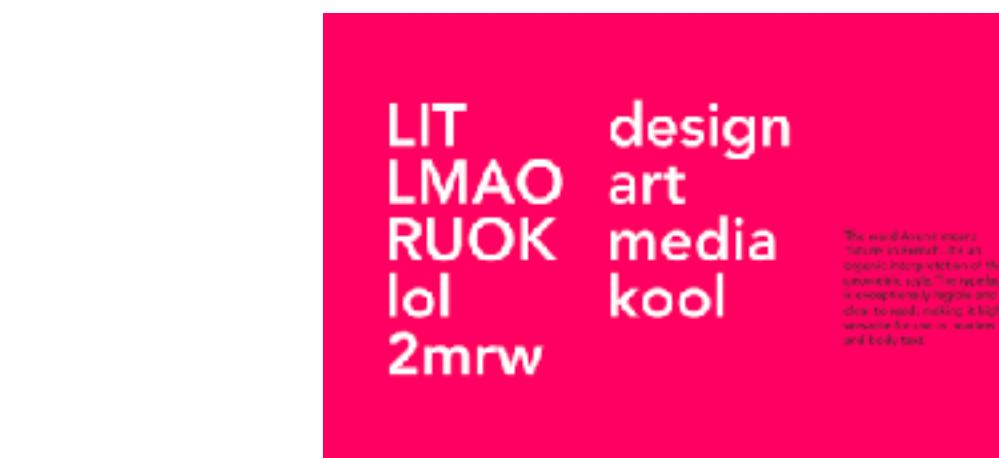
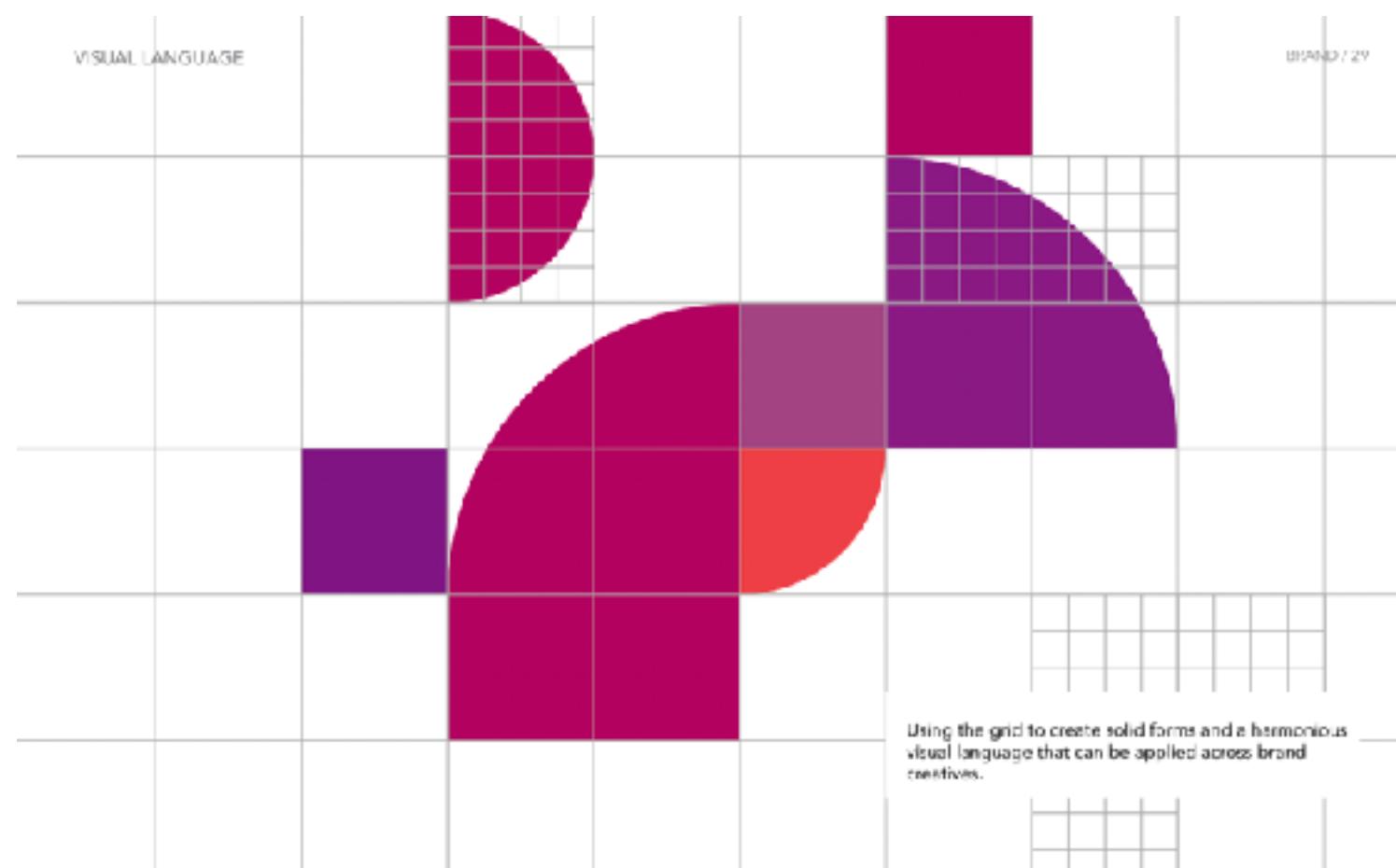
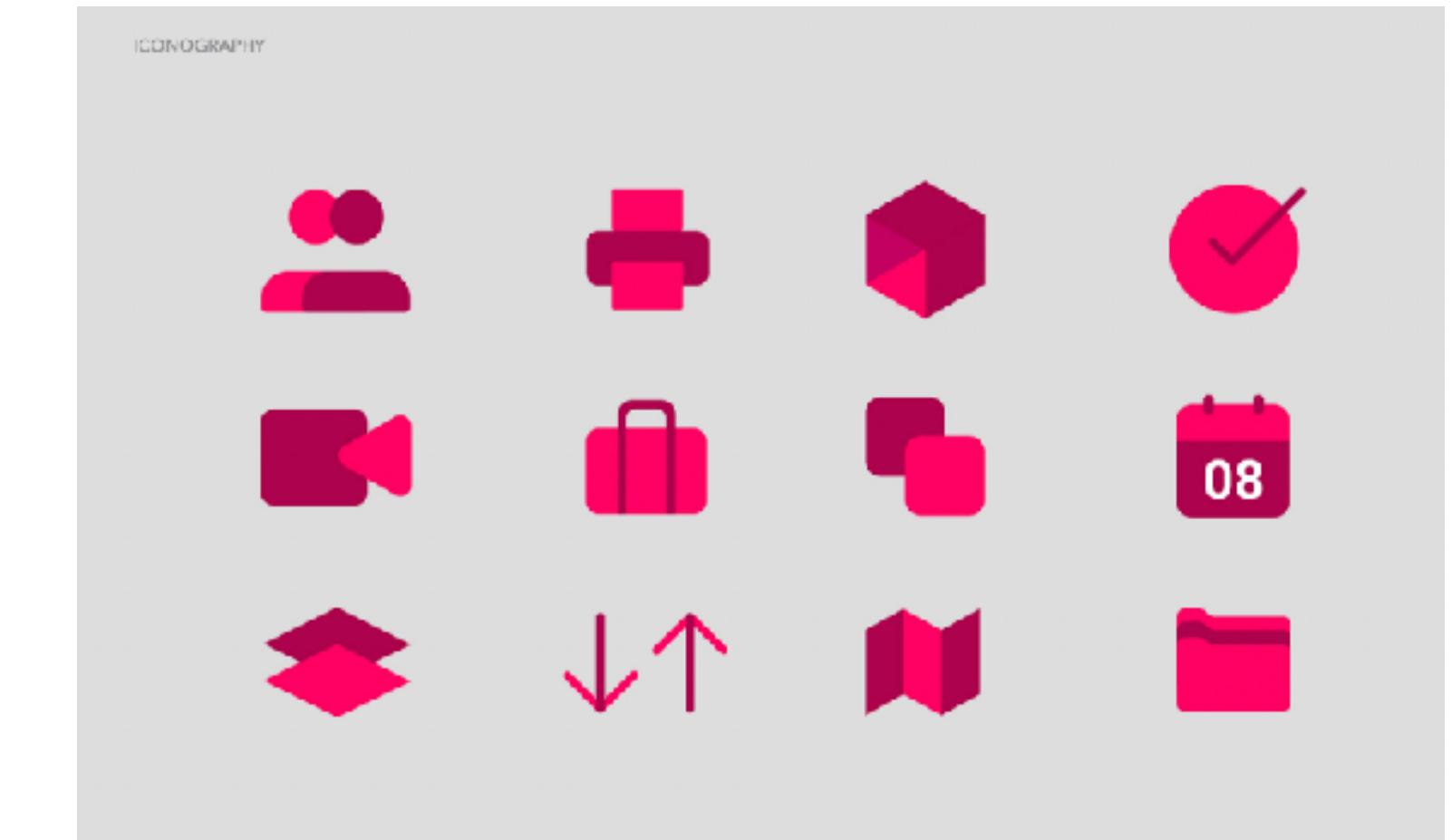
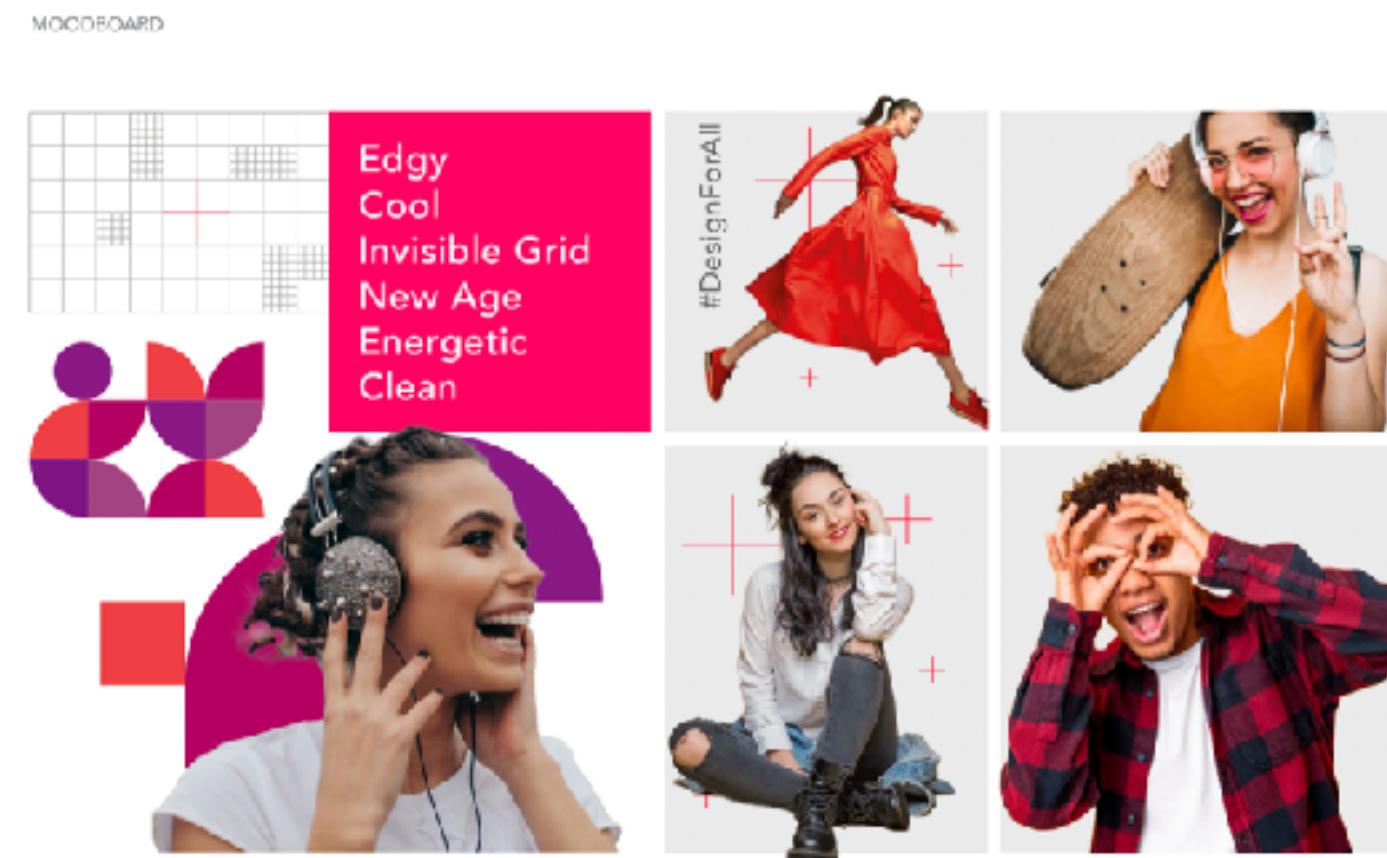
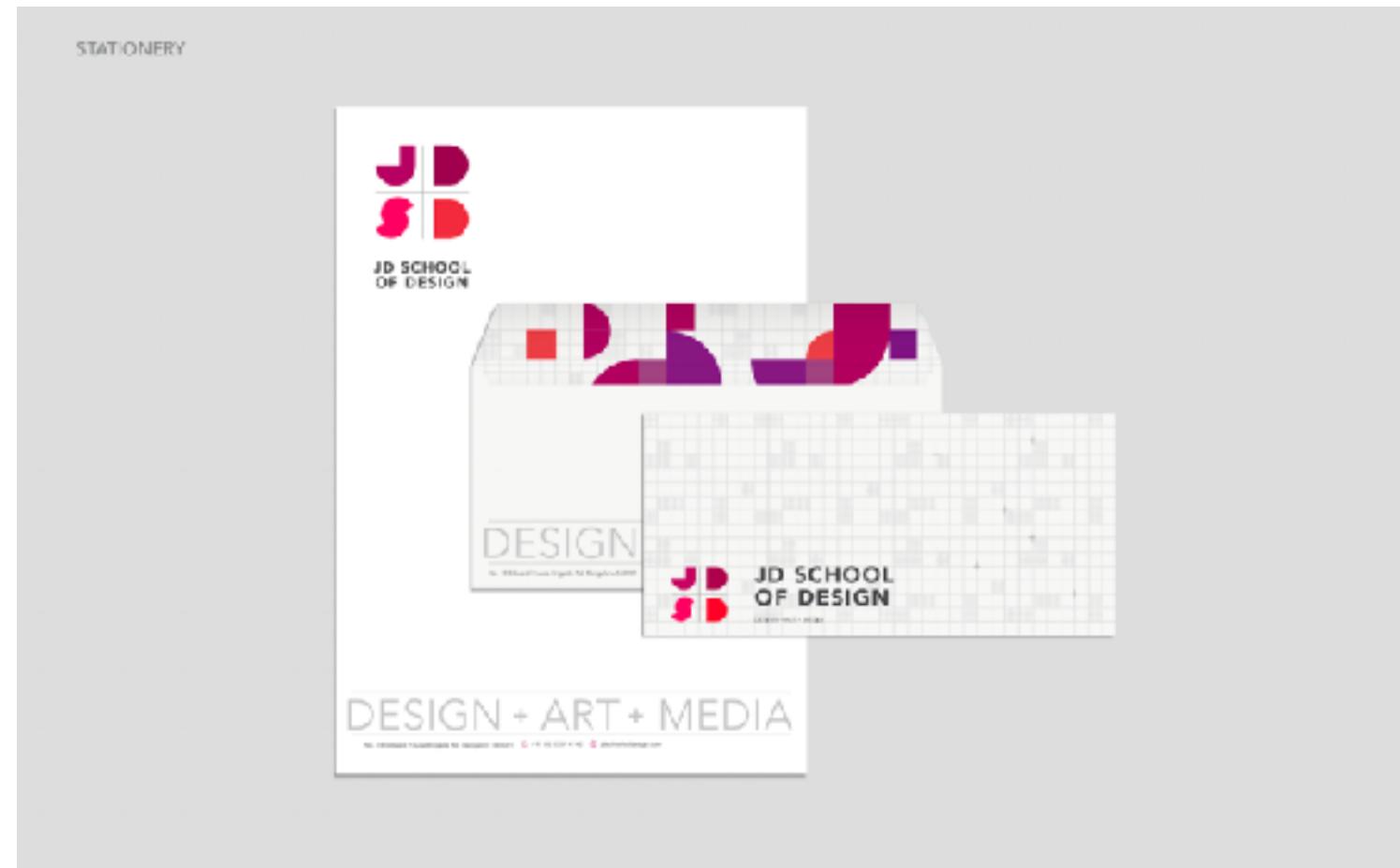


# Stylescape Reference





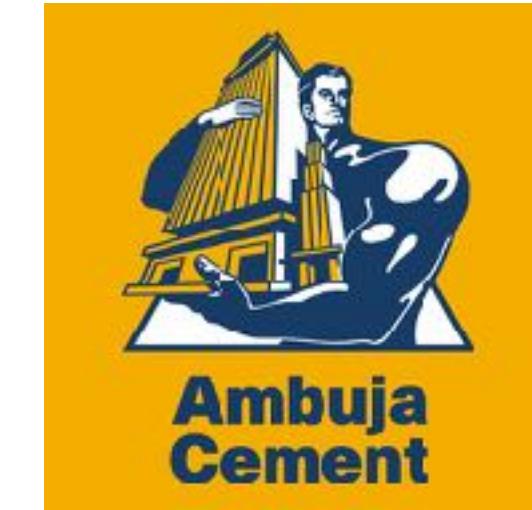
# Visual Language Reference



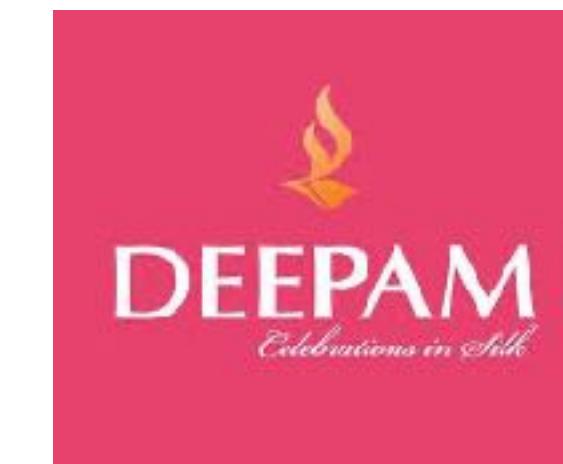
Taking forward the crosshair language to develop extendable colour palettes for the JD Family with the 'Imagination' Pink as a starting point.

The palette allows to develop a colour system with set primary + secondary + variants to make it more dynamic and playful.

# Few of our Clients



Blue Sky Analytics



**everythingdesign** 

[www.everything.design](http://www.everything.design) | 8547807934

[hello@everything.design](mailto:hello@everything.design)

Thank You.