

BRAND IDENTITY & MANUAL



2024



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introduction

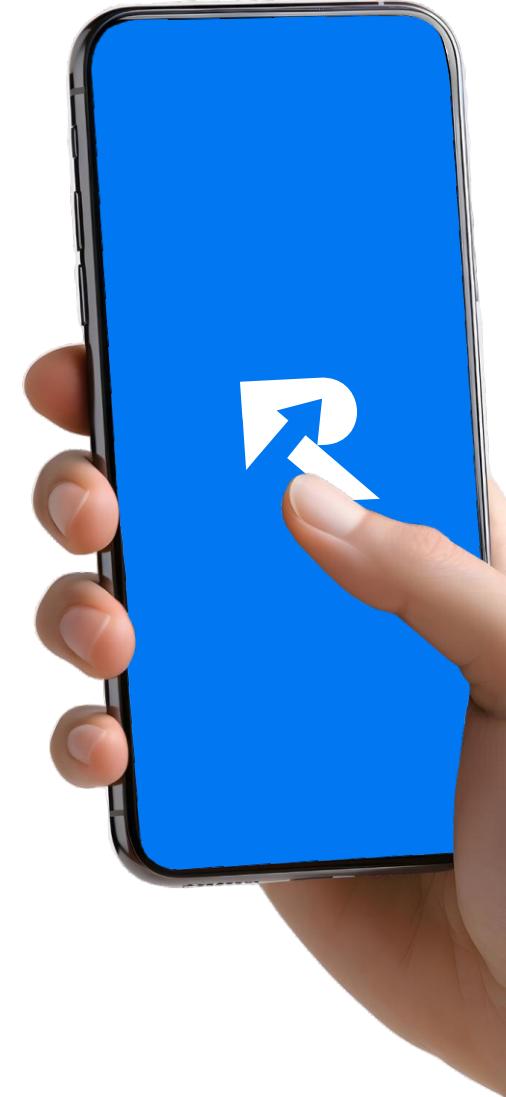




RESOLVE

Is an efficient, and secure transactions with our OTC Desk, designed for businesses seeking a reliable platform for B2B settlements. Whether you're handling large-scale trades, managing complex cross-border payments, or simply looking for a trustworthy counterparty, our desk offers the flexibility and expertise you need to optimize your financial operations.

Transform Your Global Transactions with Our Cross-Border Payment Platform
In today's interconnected world, businesses and individuals need a reliable, fast, and secure way to make cross-border payments. Our platform provides just that – a seamless experience that eliminates the complexities of international transactions



 our logo

LOGO

The RESOLVE logo is a vital component of
The RESOLVE brand identity. As such, it
Needs to be used appropriately and
Consistently across all printed and on-screen
Applications. Any misuse of the logo will distort the
Messaging and purpose of RESOLVE. In order to
Preserve consistency throughout our identity, never
Attempt to recreate the logo. The proportions
and position of the symbol to the logotype
should never be altered and distorted.

The following guidelines should be followed
Whenever creating original printed or on-screen
Pieces for the RESOLVE

Logo Icon

This icon consists
of a letter "R"
& an arrow
representing
Send and Transact



Logotype

This logotype was created using a custom
typeface. It has been converted to outlines,
so you do not need this font for reproduction.
Please do not try to recreate the logo

RESOLVE



CLEAR SPACE

Minimum Size

To ensure the prominence and legibility of the logo, always surround it with a field of clear space. Clear space isolates the logo from competing graphic elements such as text or photography that may divert attention from the logo. This area is measured using the height of the capital S in the logo, as shown. No other graphic elements, typography, rules, or images should appear inside this clear space.



Minimum size refers to the smallest dimensions allowed for the Switcher logo. The minimum sizes for each configuration of the logo are listed below.



 **RESOLVE**

 RESOLVE



 Resolve

 Resolve

 logo usage



logo usage

Don't change the colors of the logo.

Don't place elements in the logo clear space.

Don't condense, expand, or distort the logo disproportionately.

Don't add a drop shadow, bevel and emboss, inner glow, or any other text effects to the logo.

Don't adjust the placement of the logo icon.

Don't place the logo on top of an image with poor contrast and readability.

Don't resize any individual elements of the logo.

Don't rotate the logo.

Don't crop the logo.

Don't remove the background from the icon mark.

The Resolve logo should not be adjusted or edited in any way. Here are some examples of what not to do:



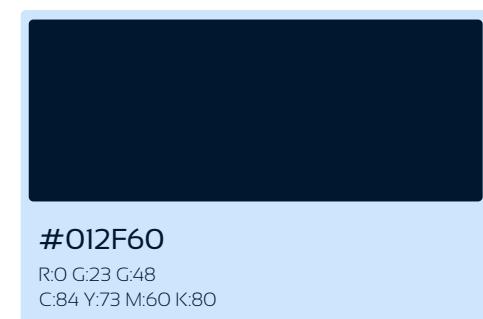
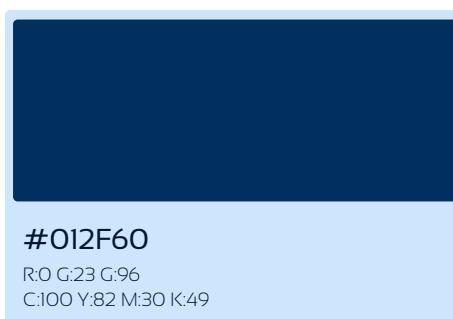
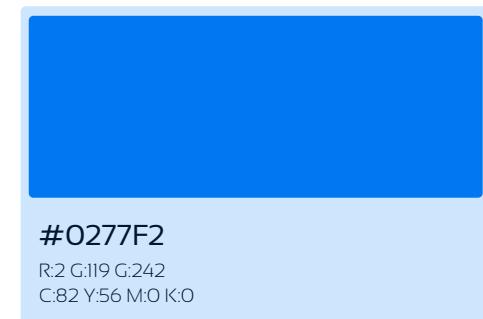
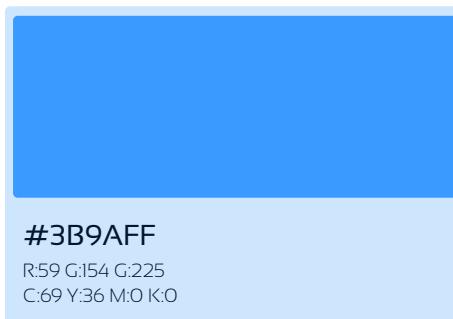
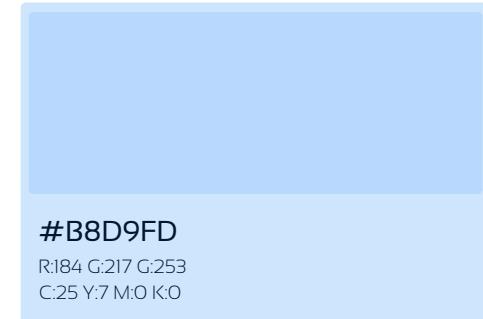
R color pallete



primary colours

Our core colors are how we express ourselves in the most direct way possible.

Lean heavily on Resolve baby blue, but use secondary sets to build color schemes that are complementary and balanced. White is also allowed to be used in combination with these colors.

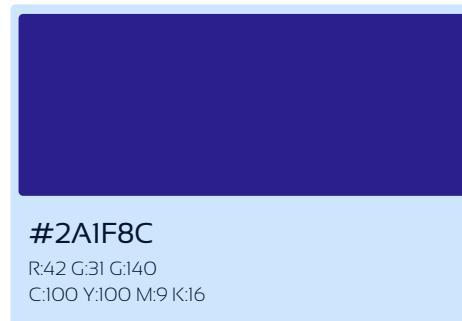
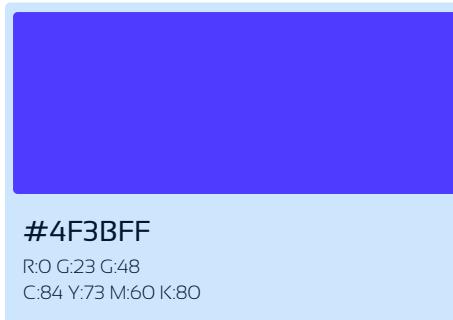




secondary colours

Our core colors are how we express ourselves in the most direct, Switcher way possible.

Lean heavily on Switcher orange, but use secondary sets to build color schemes that are complementary and balanced. White, black, and gray are also allowed to be used in combination with these colors.



 brand typeface



Primary typeface

Consistent use of typography helps to make the brand identity strong and cohesive across all applications. The typeface Sansation was selected to complement the voice Resolve's brand. This typeface is a websafe font with flexibility built in there are a range of styles within the font family

SANSATION

Our primary typeface, Sansation, comes in different weights from Light to Bold. We most commonly use Regular and Bold. Light should be left for special instances.

Sansation includes a full set of italics that can be (tastefully) used to add emphasis. Can be set in all-caps.

LIGHT

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

REGULAR

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

BOLD

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Secondary typeface



Consistent use of typography helps to make the brand identity strong and cohesive across all applications. The typeface Sansation was selected to complement the voice Resolve's brand. This typeface is a websafe font with flexibility built in there are a range of styles within the font family. Bricolage Grotesque is a supporting font to Sansation, acting as the body copy or alternate subhead styles.

BRICOLAGE GROTESQUE

Our secondary typeface, Bricolage Grotesque comes in different weights from Extra Light to Extra Bold. We most commonly use Regular and Bold. Light should be left for special instances.

Bricolage Grotesque includes a full set of italics that can be (tastefully) used to add emphasis. Do not set in all-caps.

LIGHT

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

REGULAR

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

BOLD

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

 brand visuals











Thank You