



# BRAND GUIDELINES

# ABOUT US

**Dominate Docs** is a cutting-edge software platform designed to empower private lenders to generate loan documents quickly, efficiently, and on their own terms. We understand that time is valuable, and costs can add up, so we built a solution that puts control back into the hands of lenders.

The name Dominate Docs reflects our mission: *to give lenders the power to take charge of their documentation process*. With our platform, users can create loan documents on-demand, streamlining simple transactions without relying on external services.

For companies seeking a personalized touch, Dominate Docs offers premium customization options. Lenders can add their own branding, include additional information, and tailor documents to fit their unique business needs, all while maintaining a professional, polished appearance.

**At Dominate Docs, we make documentation simple, flexible, and fully in your control.**

# LOGO

MAIN LOGO



*The logo should have at least 0.5 inches of clear space  
on all sides to maintain its visual integrity.*

# LOGO VARIATIONS



# INCORRECT USAGE

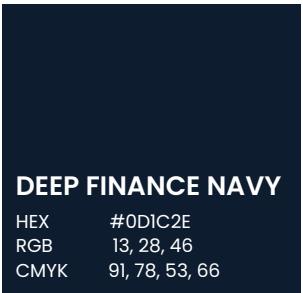


## Logo Usage Guidelines

- Never stretch, compress, or distort the logo.
- Do not alter the logo's colors or apply unauthorized gradients, effects, or shadows.
- Keep all elements in their original orientation; do not rotate, tilt, or rearrange.
- Ensure the logo is placed on backgrounds that maintain visibility and contrast.
- Avoid using the logo within shapes, borders, or busy patterns that distract from it.
- Do not modify the typography or replace any part of the logo.

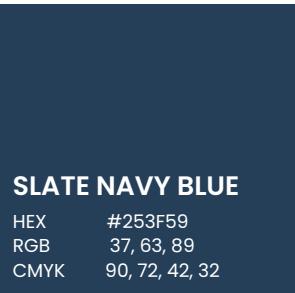
# COLOR PALETTE

## PRIMARY



**DEEP FINANCE NAVY**

HEX #0D1C2E  
RGB 13, 28, 46  
CMYK 91, 78, 53, 66



**SLATE NAVY BLUE**

HEX #253F59  
RGB 37, 63, 89  
CMYK 90, 72, 42, 32

## ACCENT



**CARBON GRAY**

HEX #5C5C5C  
RGB 92, 92, 92  
CMYK 62, 54, 53, 26



**COOL MEDIUM GRAY**

HEX #B0B0B0  
RGB 176, 176, 176  
CMYK 32, 25, 26, 0



**SOFT LIGHT GRAY**

HEX #E6E6E6  
RGB 230, 230, 230  
CMYK 8, 6, 7, 0

## CTA/INTERACTION



**MUTED STEEL HOVER**

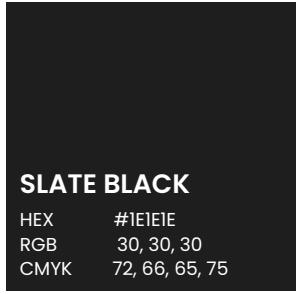
HEX #3E566E  
RGB 62, 86, 110  
CMYK 81, 62, 39, 20



**DEEP SLATE BLUE**

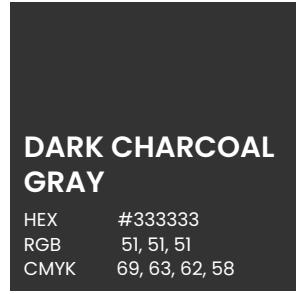
HEX #223447  
RGB 34, 52, 71  
CMYK 88, 73, 48, 45

## NEUTRALS



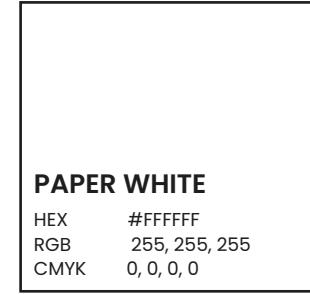
**SLATE BLACK**

HEX #1E1E1E  
RGB 30, 30, 30  
CMYK 72, 66, 65, 75



**DARK CHARCOAL GRAY**

HEX #333333  
RGB 51, 51, 51  
CMYK 69, 63, 62, 58



**PAPER WHITE**

HEX #FFFFFF  
RGB 255, 255, 255  
CMYK 0, 0, 0, 0

# TYPOGRAPHY

## POPPINS

PRIMARY TYPEFACE

**Poppins** is a geometric sans-serif typeface celebrated for its clean, modern look and excellent readability. With balanced letterforms and a wide range of weights, it's a versatile choice for both digital and print designs.

### **Weight in Use:**

Regular, Medium, and Semi-Bold are preferred to maintain visual hierarchy while ensuring readability.

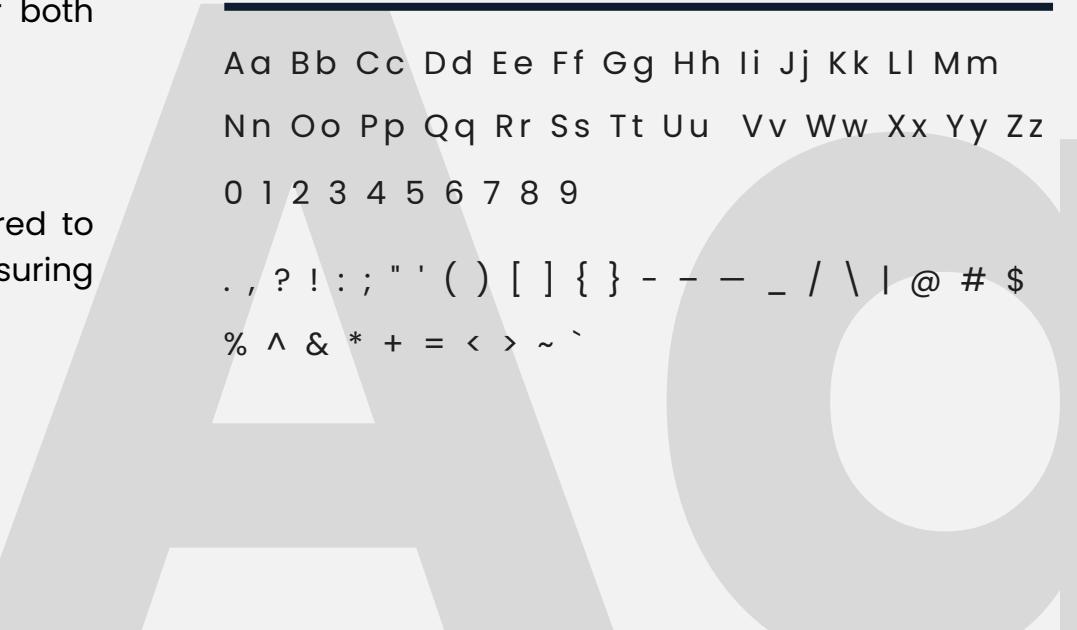
### **Usage:**

Ideal for body text, subheadings, and UI elements. Its clarity and spacing make it effective even at smaller sizes.

*Recommended for presentations, documents, and digital platforms.*

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Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
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# TYPOGRAPHY

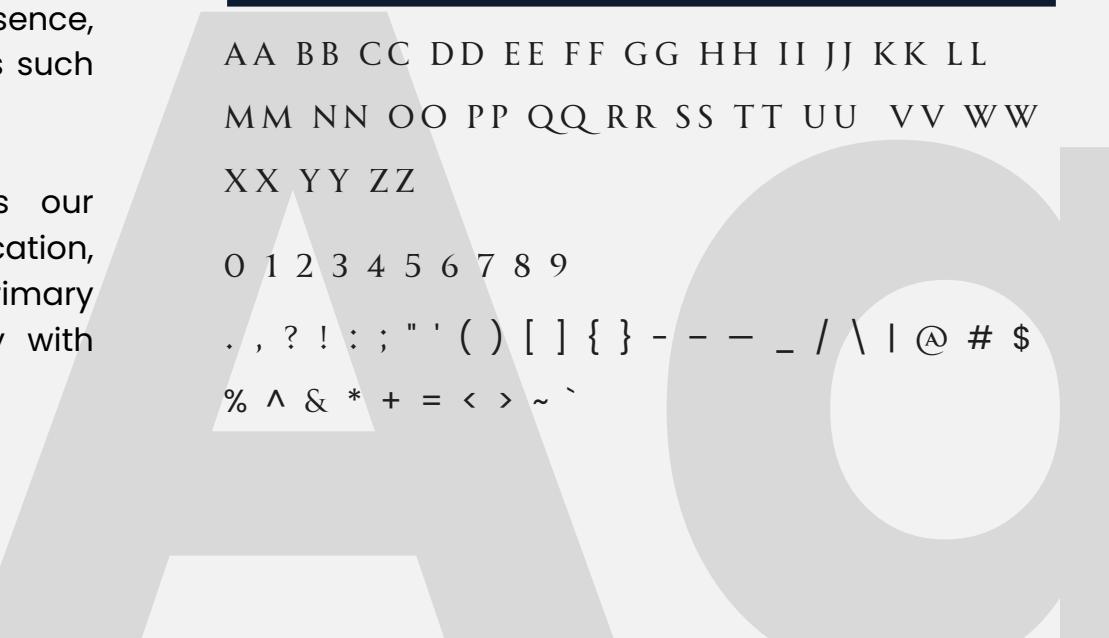
## ALLROUNDER MONUMENT TEST SECONDARY TYPEFACE

**Allrounder Monument Test** is a display serif typeface designed to make a bold and elegant statement. Its high-contrast strokes, sharp serifs, and refined details give it a strong presence, making it ideal for elevated brand moments such as headlines, titles, and short-form content.

This typeface is used selectively across our branding to convey professionalism, sophistication, and timeless appeal. It pairs well with our primary font, Poppins, balancing modern simplicity with classic strength.

### Usage:

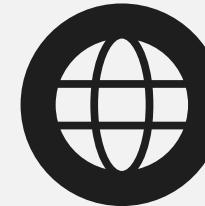
Best suited for headlines, event titles, section headers, and short, impactful phrases. Not recommended for body text or small sizes due to its high contrast and absence of lowercase characters. Commonly used in marketing materials, brochures, and event branding.



AA BB CC DD EE FF GG HH II JJ KK LL  
MM NN OO PP QQ RR SS TT UU VV WW  
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# ICONOGRAPHY

**Iconography** refers to the collection of symbols and visual elements that help guide users, reinforce a brand's identity, and simplify communication.



# IMAGERY & MOCKUPS



THANK  
YOU!