

**Cap Matria**

**Logo**



**CAPMATRIA**

WHERE EVERY SMALL BUSINESS BECOMES BIG.

**Slogan:**

**"Where Every Small Business Becomes Big"**

## **Descriptions**

### **Logo:**

Symbolism:

- The chain link represents strong and connected supply chains — the backbone of SME operations.
- The upward arrow symbolizes growth, progress, and financial upliftment, reflecting how Capmatria helps small businesses scale.
- The color palette blends blue (trust & stability), green (growth & prosperity), and gold (success & value) — together reinforcing reliability, opportunity, and ambition.

Tagline Integration:

“Where Every Small Business Becomes Big.” — positioned beneath the logo, directly speaks to SME aspirations, making it both inspirational and relatable.

Simplicity for Trust:

We intentionally kept the logo simple and uncluttered. SMEs often hesitate to adopt complex or unfamiliar systems. A clear, professional, and minimal logo builds trust and approachability, ensuring that even the smallest businesses feel confident in partnering with us.

### **Slogan:**

We provide SMEs with a seamless digital ecosystem that integrates:

- Smart Supply Chain Solutions → helping businesses manage procurement, logistics, and inventory more efficiently.
- Easy & Accessible Financing → offering quick, secure, and collateral-light loans to power operations and expansion.

By combining technology, trust, and financial innovation, we empower small businesses to:

- Scale faster
- Operate smarter
- Access working capital when they need it
- Focus on growth, not bottlenecks
- Because we believe that every small business deserves the chance to become big.

Why This Slogan Works:

Emotional → Speaks directly to SME aspirations.

Simple & Clear → Easy to remember and repeat.

Scalable → Works in marketing, pitches, and customer communication.