



## BRAND STYLE GUIDE

# BRAND VISION & MISSION





## PRIMARY LOGO



Imagine. Code. See.



Imagine. Code. See.



Imagine. Code. See.

*Colour background is strictly present so that the text is visible. The colour box is not part of the logo*

## ALTERNATE LOGOS

Submark/ Secondary Logo



Main Favicon



Design Element



Black and White



On Black Background

A submark is a simplified version of a main logo, used in smaller spaces to maintain brand identity. A favicon is a small icon associated with a website, displayed in the browser tab, bookmark list, or address bar, to help users quickly identify and recognize the site. A design element is used to create a cohesive and recognizable identity, and can be used in letterheads, presentations, section dividers etc.

## MAIN COLOURS



NAVY BLUE

RGB: 0 / 35 / 102  
CMYK: 100 / 93 / 29 / 25  
HEX: #002366



BLUE

RGB: 2 / 78 / 138  
CMYK: 100 / 77 / 19 / 4  
HEX: #024e8a



MEDIUM BLUE

RGB: 57 / 140 / 191  
CMYK: 75 / 35 / 8 / 0  
HEX: #398cbf

## SECONDARY COLOURS



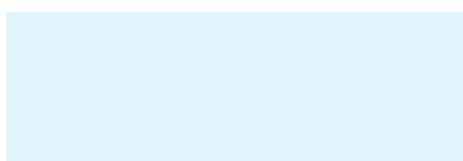
BLUE BLACK

RGB: 2 / 6 / 13  
CMYK: 77 / 69 / 64 / 85  
HEX: #02060d



SKY BLUE

RGB: 98 / 183 / 217  
CMYK: 57 / 11 / 7 / 0  
HEX: #62b7d9



SOFT BLUE

RGB: 224 / 244 / 251  
CMYK: 10 / 0 / 1 / 0  
HEX: #e0f4fb

## ACCENT COLOURS



BRIGHT BLUE

RGB: 64 / 166 / 235  
CMYK: 65 / 22 / 0 / 0  
HEX: #40a6eb

\*CMYK values based on U.S. Web Coated (SWOP) v2 and RGB values on sRGB IEC61966-2.1

# TYPOGRAPHY

## Main Headings

Font: ROBOTO BOLD

**This Is Main Heading/Title**

Web Spacing (Letter Spacing): 1px

Line Height: 1.4 em

Sentence Case: Title Case

## Sub-Headings

Font: FIGTREE SEMIBOLD

**THIS IS SUB-HEADING**

Web Spacing: 1px

Line Height: 1.4 em

Sentence Case: Upper Case

## Body Text

Font: FIGTREE REGULAR

Web Spacing: 1px

Line Height: 1.4 em

Sentence Case: Sentence Case

This is body text

# PATTERNS

```
xAxis:  
  label: 'time'  
  domain: [8, 24]  
yAxis:  
  label: 'growth'  
  domain: [-1, 1]  
data:  
  - fn: 'sin(x)'
```

```
xAxis:  
  label: 'time'  
  domain: [8, 24]  
yAxis:  
  label: 'growth'  
  domain: [-1, 1]  
data:  
  - fn: 'sin(x)'
```

```
dc := diagram.NewGroup("data").Label("Data Layer").Add(cache, db).Connect(cache, db)  
  
Start := diagram.Start().Connect(dns, lb).DiagramForward().Group(dc)
```

```
inet := apps.Network.Internet().Label("Internet")  
proxy := apps.Network.Caddy().Label("Caddy")
```

```
d.Connect(inet, proxy)
```

```
ss := apps.Inmemory.Redis().Label("session")  
rs := apps.Inmemory.Redis().Label("replica")
```

```
cache := diagram.NewGroup("cache").Label("Sessions").  
  Connect(ss, rs, diagram.Bidirectional)
```

```
dbmain := apps.Database.Postgresql().Label("DB Main")  
repls := [] *diagram.Node  
  apps.Database.Postgresql().Label("DB Replica 1"),  
  apps.Database.Postgresql().Label("DB Replica 2"),
```

# Code your imagination

Start - Customer Arrives  
Customer Arrives - Customer Make Request  
Customer Make Request - Teller Inquires After ID  
Teller Inquires After ID - Valid?  
Valid? - Check The Balance : Yes  
Valid? - End : No  
Check The Balance - Is The Balance Alright?  
Check The Balance - Reject : no  
Is The Balance Alright? - Check policy : yes  
Is The Balance Alright? - Reject : no  
Within The purview of the policy  
Within The purview of the policy - Reject : no  
Is The Balance Alright? - Reject : no  
Check policy - Within The purview of the policy  
Within The purview of the policy - Reject : no  
Is The Balance Alright? - Log Transaction  
Log Transaction - Give cash to client  
Give cash to client - End

The text is editable



Code your Imagination



Start



## Web Banners



The text is editable



Code your Imagination



Start

## BRAND VALUES

### DEEP MEANING

Ease

Impact

Connection

Collaborative

Intuitive

### BRAND VOICE

Professional

Visionary

Friendly

Enthusiastic

Inclusive



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