

# **Brand Guidelines**

**Public Version 1.3 | Last Update: October 2025**





## Our Mission

**To provide fast, secure, and  
accessible financial services for all.**



## Our Vision

**To build a more inclusive,  
stable, and connected  
global economy.**





## Welcome

This set of guidelines defines Stronghold's visual brand identity. Each item and standard has a purpose in expressing our mission and vision.

Beyond specifying basic elements such as colors, typography, and imagery, this guide also conveys Stronghold's brand personality and the emotional connection we intend as we communicate with customers and our ecosystem.

**-The Stronghold Team**



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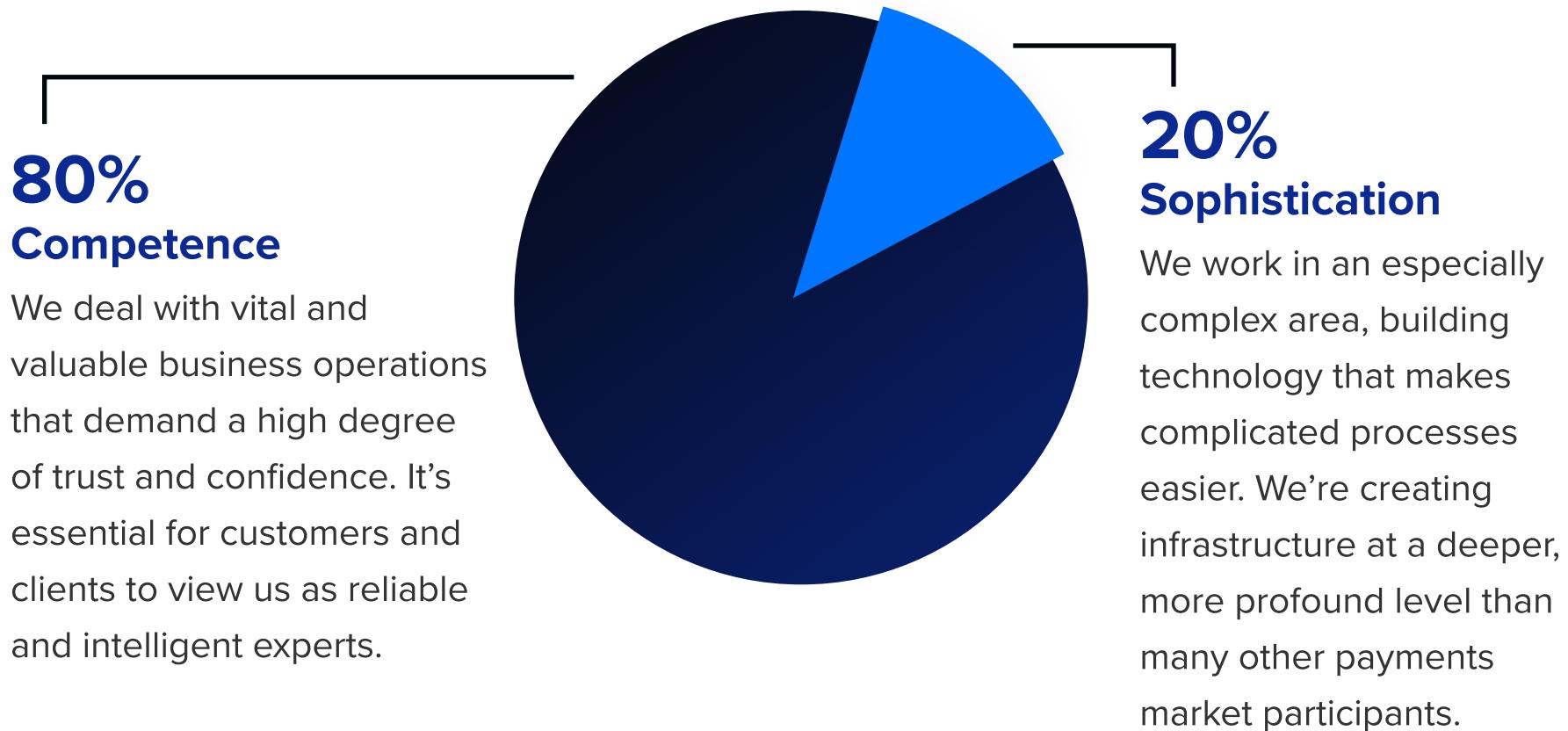
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# Brand Personality

## Brand Personality Dimensions

In the *Five Dimensions of Brand Personality* framework, Stronghold identifies most strongly as competent, with an additional dimension of sophistication. Read more about this influential construct and research study [here](#).



## Brand Personality Attributes

Four attributes, related to our brand personality dimensions, help round out the Stronghold brand identity:

### **Reliable**

The safety and accessibility of finances are of the utmost importance to our clients and customers. We keep transaction processes smooth and funds secure.

### **Modern**

Financial technology has been evolving at an unprecedented pace. We understand the latest movements, emerging trends, developing technologies—and how to transition from the old to the new.

### **Comprehensive**

We work with a wide-range of clients and customers, and bridge vast and disparate systems.

### **Distinguished**

Industry peers and participants respect our success, intelligence, and the quality of the technology we build.



# Visual Identity

## Logo Identity

Primary Logo —



Our logos represent confidence, security, and stability. They are the cornerstones of our brand identity.

Logotype —

**Stronghold**®

We use the blue & black combination logo as our primary logo. We use our logomark for things like favicons, SM profile images, and dashboard/app icons.

Logomark —



You can download our logo set [here](#).

## Logo - Variations

Primary logo



Secondary logo



Inverted logo



Inverted logo

## Logotype - Variations

Primary logotype

**Stronghold.**<sup>®</sup>

Secondary logotype

**Stronghold.**<sup>®</sup>

**Stronghold.**<sup>®</sup>

Inverted logotype

**Stronghold.**<sup>®</sup>

Inverted logotype

## Logomark - Variations



Primary logomark



Inverted logomark



Inverted logomark

## Logotype - Misuse



Do not change the fill color of  
the logotype.

Do not add effects, angle, or  
stretch the logo.

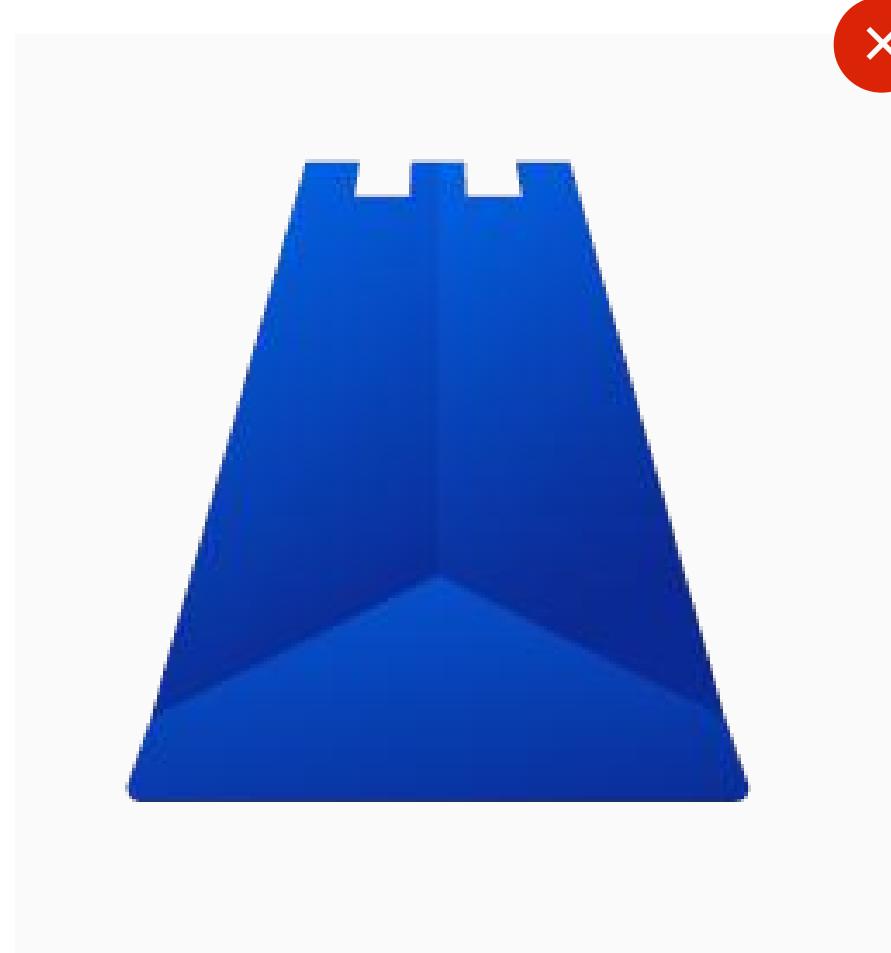
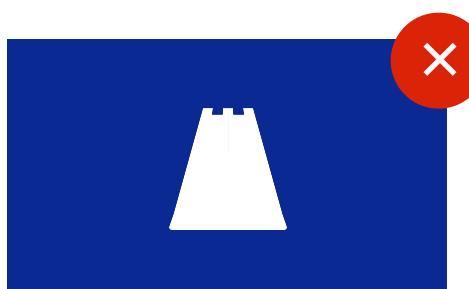
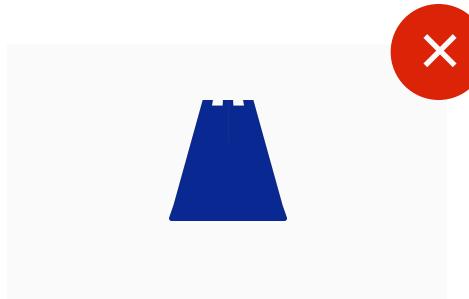
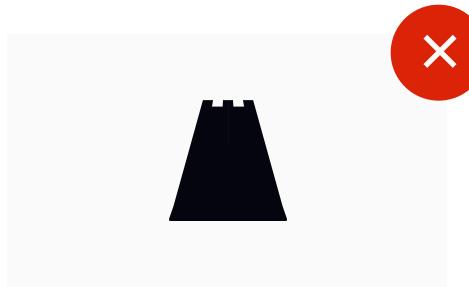
## Logo Combination - Misuse



Do not change the fill color of  
the logo or add a partial  
background.

Do not add effects, angle, or  
stretch the logo.

## Logomark - Misuse



Do not change the fill  
color of the logomark.

Avoid enlarging the logomark.

## SHx Logo - Variations

Primary SHx logo



Secondary SHx logo



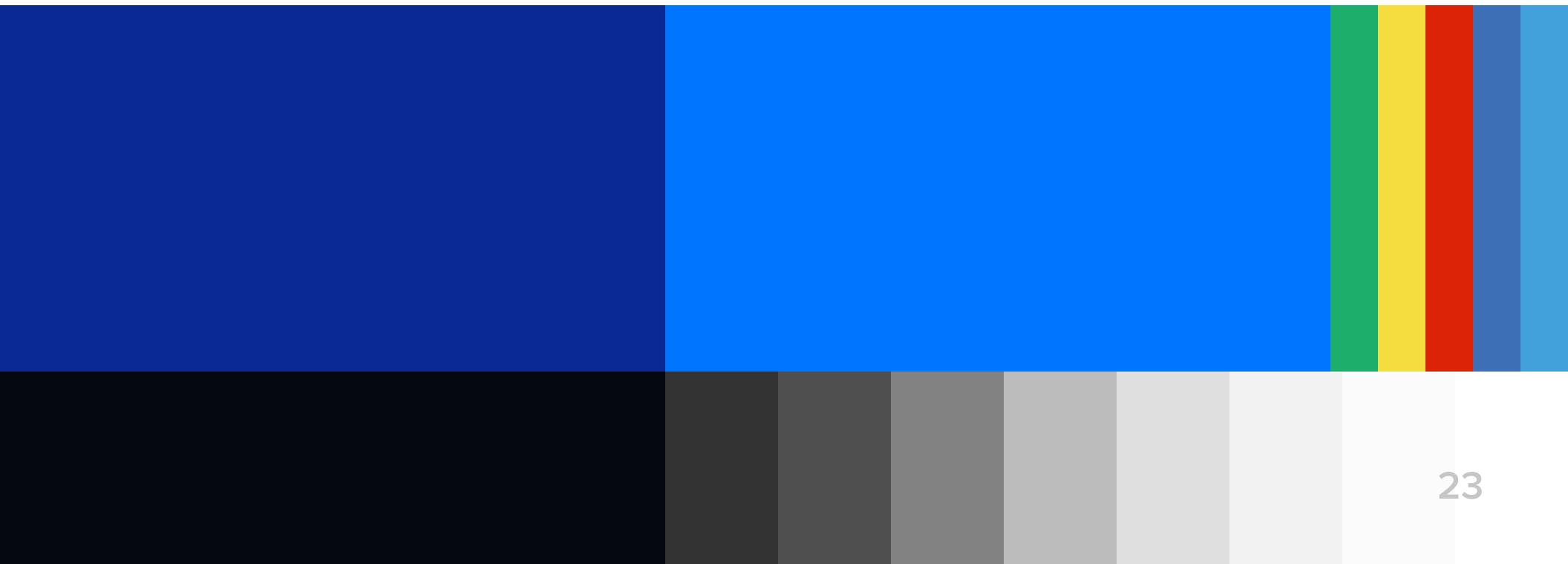
Inverted SHx logo



Inverted SHx logo

## Colors - Palette

Each of our brand colors was intentionally chosen to reflect our personality and grounded in color psychology. Our primary colors and greyscale form the foundation—used in backgrounds, text, and logos—while secondary colors are applied more selectively to highlight graphics, social media assets, and key visual elements for added contrast and attention.



# Colors - Hierarchy & Codes

## Primary colors

### Main Blue -

HEX: #0B2993

CMYK: (0.93, 0.72, 0.00, 0.42)

RGB: (11, 41, 147)

### Contrast Blue -

HEX: #0075FF

CMYK: (1.00, 0.54, 0.00, 0.00)

RGB: (0, 117, 255)

## Secondary colors

### Green -

HEX: #1CB06C

CMYK: (0.84, 0.00, 0.39, 0.31)

RGB: (28, 176, 108)

### Yellow -

HEX: #F6DE3F

CMYK: (0.00, 0.09, 0.74, 0.04)

RGB: (246, 222, 63)

### Red -

HEX: #DC2307

CMYK: (0.00, 0.84, 0.97, 0.14)

RGB: (220, 35, 7)

### Royal Blue -

HEX: #3C70B7

CMYK: (0.67, 0.39, 0.00, 0.28)

RGB: (60, 112, 183)

### Sky Blue -

HEX: #42A2DA

CMYK: (0.70, 0.26, 0.00, 0.15)

RGB: (66, 162, 218)

## Colors - Black & Greyscale

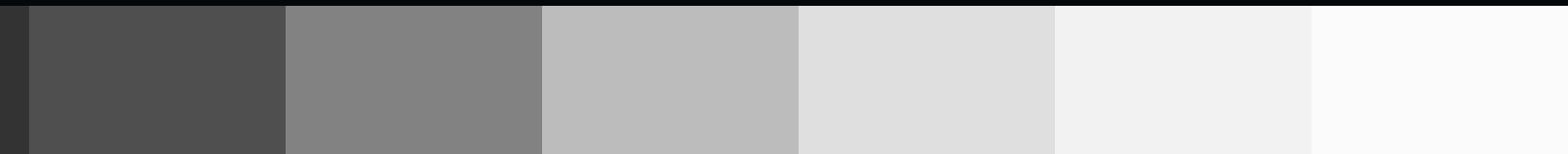
Our black and greyscale palette plays a vital role in our brand design. We use our core black for foundational elements like backgrounds, headings, and logos. Greyscale tones help emphasize text hierarchy, texture, and contrast—adding depth without the distraction of color.

### Core Black -

HEX: #060810

CMYK: (0.63, 0.50, 0.00, 0.94)

RGB: (6, 8, 16)



#333333    #4F4F4F    #828282    #bdbdbd    #e0e0e0    #f2f2f2    #fcfcfc    #ffffff

## Colors - Gradients

We use gradients that are subtle yet impactful, primarily combining our two primary colors and/or core black. Gradients incorporating secondary colors are used sparingly and intentionally to maintain visual consistency.

**Primary Gradient 1 -**  
#0B2993 - #060810  
Dominant: #060810

**Primary Gradient 2 -**  
#0B2993 - #0075FF  
Dominant: #0B2993

**Secondary Gradient 1 -**  
#1CB06C - #060810  
Dominant: #1CB06C

**Secondary Gradient 2 -**  
#3C70B7 - #0B2993  
Dominant: None

**Secondary Gradient 3 -**  
#3C70B7 - #ABC0DC (\*Shade)  
Dominant: #3C70B7

**Secondary Gradient 4 -**  
#0075FF - #42A2DA  
Dominant: None

**Secondary Gradient 5 -**  
#0B2993 - #42A2DA  
Dominant: #0B2993

## Logotype - Proper Color Use

Light Background Examples



Dark Background Examples



## Logotype - Improper Color Use



## Logo Combination - Proper Color Use

Light Background Examples



Dark Background Examples



## Logo Combination - Improper Color Use



## Type Hierarchy - Headings

**H1** 74px; Line height 90px

Proxima Nova Bold

**H2** 54px; Line height 60px

Proxima Nova Bold

**H3** 42px; Line height 54px

Proxima Nova Bold

**H4** 36px; Line height 48px

Proxima Nova Bold

**H5** 24px; Line height 32px

Proxima Nova Semibold

**H6** 18px; Line height 28px

Proxima Nova Semibold

# Heading 1

## Heading 2

### Heading 3

#### Heading 4

##### Heading 5

###### Heading 6

# Type Hierarchy - Subheadings & Body Text

## **Subheading**

Proxima Nova Regular  
30px, Line height 42px

**Lorem ipsum dolor sit amet,  
consectetur adipiscing elit.**

## **Body - Primary**

Proxima Nova Regular  
20px, Line height 32px

**Lorem ipsum dolor sit amet, consectetur  
adipiscing elit, sed do eiusmod tempor  
incididunt ut labore et dolore magna  
aliqua. Ut enim ad minim veniam.**

## **Body - Small**

Proxima Nova Regular  
16px, Line height 28px

**Lorem ipsum dolor sit amet, consectetur adipiscing  
elit, sed do eiusmod tempor incididunt ut labore et.**

You can download Proxima Nova font file [here](#).

# Imagery

## Imagery

Our imagery should reflect our brand personality. We use images that are:

- Diverse
- Polished
- Humanistic
- Widespread
- Genuine
- Contemporary
- Economic



## Imagery - Stock Images

### Stock Images

Finding stock images that relate to our mission and feel authentic is a challenge. But it's worth the extra effort. Imagery is the most direct tool for building an emotional connection with our audience.

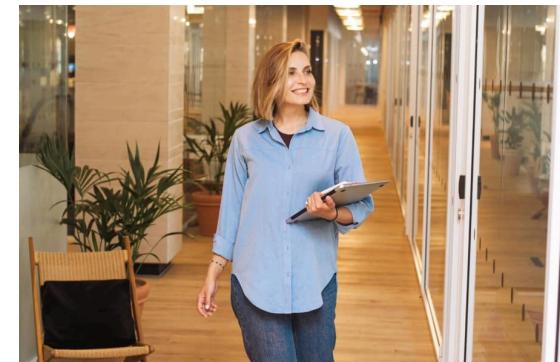


## Imagery - Stock Images cont...

### Stock Images cont...

We serve a wide range of people and services, so we prioritize images that show diversity and feel humanistic.

On a more aesthetic level, we want our visual identity to feel consistent and harmonious. We achieve that by selecting images that predominantly display our brand colors and/or neutral colors.





choose joy

# Graphics

## Graphics

We use bold graphics to express enthusiasm for our brand, products and services. Adding our secondary colors to graphics helps create contrast and vibrancy.



```
1 // =====
2 // Request
3 POST /v2/links HTTP/1.1
4 Host: https://api.strongholdpay.com
5 SH-SECRET-KEY: sk_sandbox_sEGTb5Q9B8Pz-I5ZZ9dTKOko
6 Content-Type: application/json
7 {
8   "type": "checkout",
9   "customer_id": "customer_-dr2n7sN5hGAuLIA2dtuNhR8",
10  "order": {
11    "total_amount": 5900,
12    "tax_amount": 400,
13    "items": [
14      {
15        "name": "Item 1",
16        "description": "Description 1",
17        "quantity": 2,
18        "total_amount": 4000,
19        "image_url": "https://cdnpub.strongholdpay.com/merchant-b
20      },
21      {
```





**stronghold.co**