



# LET'S GO

YOUR GUIDE TO THE  
CAPITAL ONE BRAND



# CAPITAL ONE'S HOUSE STYLE GUIDELINES

These guidelines have been created to define the core visual branding elements and design system for Capital One.

The purpose of this guide is to guarantee a consistent use of the basic elements so our brand is ownable, distinctive and recognizable.

The typography, color palette, photography and background textures flexibly work together to deliver a consistent look and feel.

Our house style - *how we look* - combines with our voice standards - *how we talk* - to create a unified expression of our brand.

## TABLE OF CONTENTS

BRAND PERSONALITY	3
DEEP IMPACT	4
ELEMENTS	5
COMPOSITION	6
APPROACHABLE PHOTOGRAPHY	7
BOLD COLORS	8
REALISTIC TEXTURES	9
SPOTLIGHT ON HEADLINES	10

# BRAND PERSONALITY

Our house style creates a consistent look and feel for the Capital One brand. But it's about more than just looking cool. Above all, our house style visually communicates our brand personality traits.



# DEEP IMPACT

What gives our house style its instant positive impact? A combination of strategic aesthetic technique and built-in emotional appeal.



## AESTHETIC APPEAL

- Interplay of vibrant complementary colors creates visual energy
- Interesting compositions framing unexpected images are visually arresting
- Textures add unexpected depth, differentiating foreground from background
- Creating horizon lines adds realistic dimensionality, grounds the composition
- Simplified, uncluttered design allows room for marketing message

## EMOTIONAL APPEAL

- Vibrant primary colors feel warm, energetic, upbeat
- Images of people who are happy, confident, and having fun draw us in
- Strategic, consistent use of texture and other elements creates a reassuring sense of order
- Realistic grounded compositions feel more comfortable and more genuine

# ELEMENTS

House Style is composed of four primary components: typography, color, image texture and tone of voice. Plus, a fifth super-extra primary component: You! When working with House Style, also rely on your creative instincts and good judgment. Remember this, and you'll be golden.

## PRIMARY TYPOGRAPHY

Trade Gothic Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

## SECONDARY TYPOGRAPHY (LIMITED USE)

Trade Gothic Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

## BODY COPY TYPOGRAPHY

Adobe Garamond Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

## FOREGROUND IMAGES



## COLORS

### Core Colors



CAPITAL ONE BLUE  
PMS 2955c  
CMYK 100 45 0 37  
RGB 0 58 111



CAPITAL ONE RED  
PMS 1807c  
CMYK 0 100 96 28  
RGB 161 40 48

### Accent Colors



ACCENT YELLOW  
PMS 108c  
CMYK 0 6 95 0  
RGB 255 229 18

## BACKGROUND TEXTURES



# COMPOSITION

When creating a composition from these components, always strive for simplicity. Try to keep competing visual elements to a minimum. Think of it as theatrical staging using simple props.



## 1 THE HEADLINE

Draws people into the marketing message. Headlines must be bold, engaging, easy to read, and relevant to the other elements. Can promote either the product or the emotional benefit.

## 2 THE CANVAS

The background that grounds the other elements in solid and provides an easel for staging the marketing message. It can be a simple texture or a full environment, but it must be realistic and not overwhelm the foreground, and it must make sense and relate to the composition and message.

## 3 THE SUBJECT

The foreground image (when applicable) must work with the canvas. Overlapping the headline is okay as long as it stays readable. There may be times when it makes sense to not incorporate a foreground subject, so don't be afraid to simply use stand-alone type on a background.

## 4 THE SUPPORTING COPY

Supporting text that carries the marketing message or the emotional benefit. Humor isn't required but keep it in our brand voice.

## 5 THE LOGO

Make it bigger (really). We like the logo to be big and bold like the rest of the system.

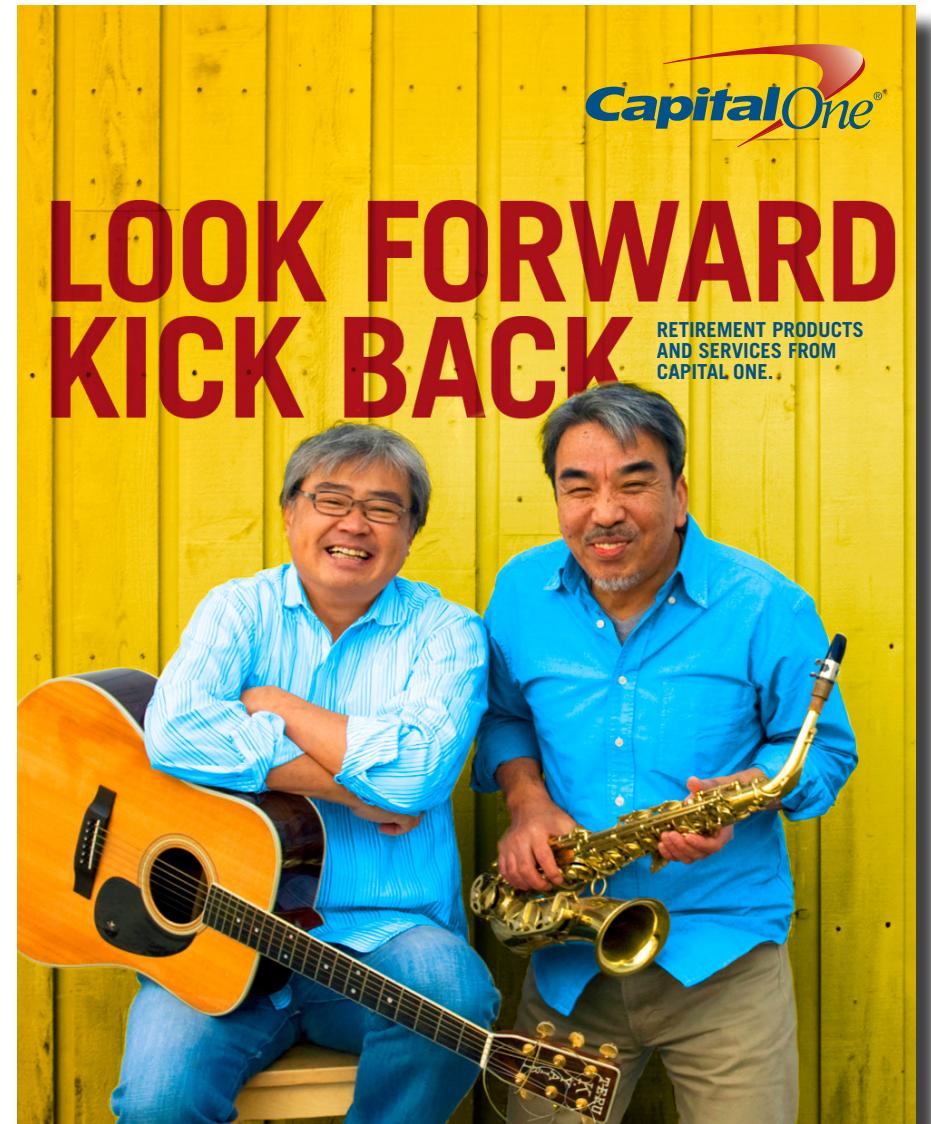
# APPROACHABLE PHOTOGRAPHY

## WITH GENUINE PEOPLE, PLACES AND THINGS

The right photography is crucial to our house style. It must be powerful enough to grab attention and unexpected enough to convey our unique brand personality. Remember, it says as much about our customers as it does about us. Above all, it should feel real and genuine.

- Real people in real settings, showing real emotion
- Captures the spirit of the moment with energy and personality
- Character is essential. Use interesting, age-appropriate people, kids and pets (go easy on these two) and objects. Shots without a foreground subject still tell a story or evoke a mood. The right background may provide all the character you need, as long as your headline is clever and smart.
- Our images (foreground and background) are always shot from head-on perspective (not from an angle). No landscapes or long perspectives. Keep it simple.
- Eye-catching and engaging; no cliché lifestyle/banking shots
- Never looks like staged models or stock photography
- Textures, cropping, etc. breathe new life into more expected subjects
- Must work in tandem with the marketing message
- Unique imagery doesn't have to be expensive rights-managed imagery. Look for the "right" image, not just the most expensive.

**QUICK TIP:**  
**CAPTURE THE UNIQUE  
SPIRIT OF REAL LIFE.**



## BOLD COLORS

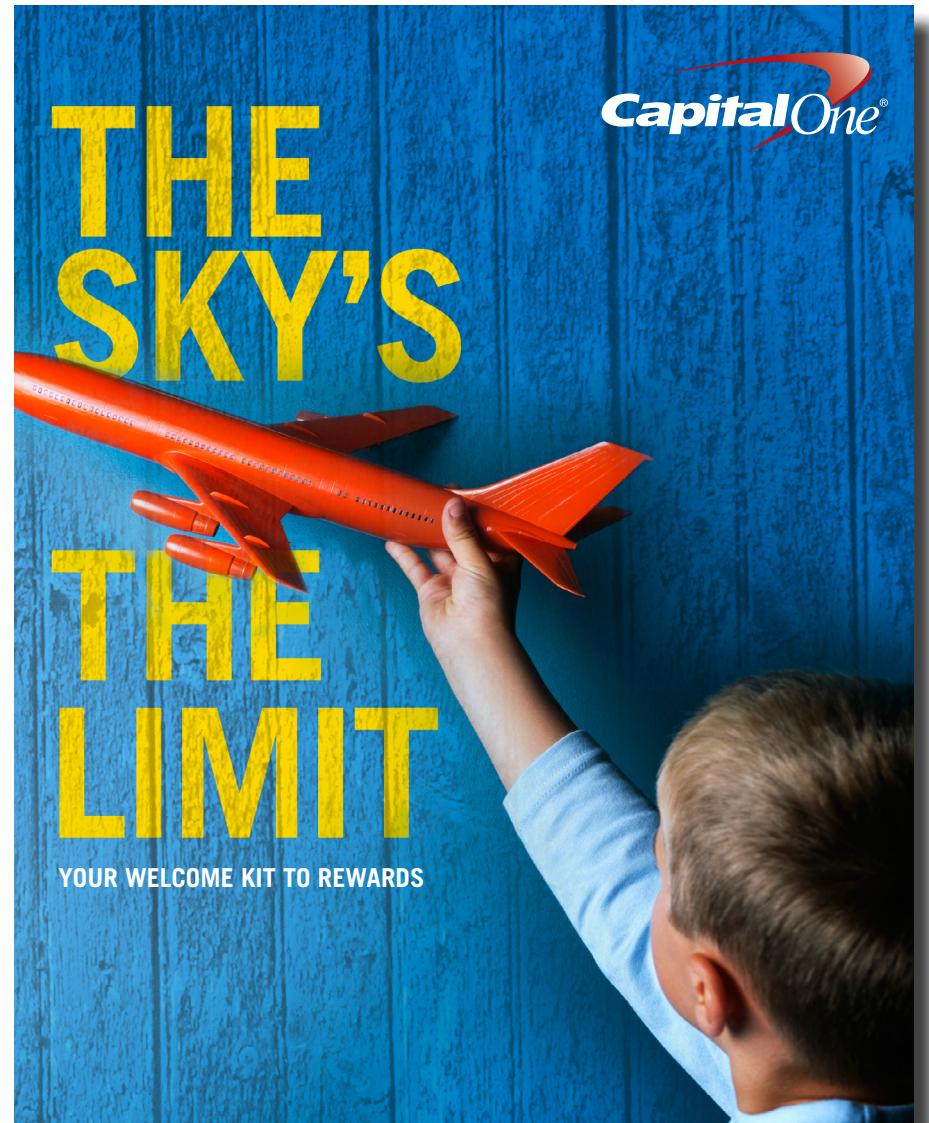
### FOR VIBRANT ENERGY AND WARMTH

Our bold, unexpected use of rich color creates energy and warmth that's well suited to the Capital One brand. Blue and red, our corporate colors, anchor and provide inspiration for our larger color palette. Accent colors like yellow complement and vitalize our core colors for added flexibility.

- Exciting and distinctive; breaks out of corporate conventions
- Vibrant, but always within the realm of possibility (apply with care!)
- Accent colors add variety and energy, but do not dominate
- Never overwhelms or interferes with messaging
- Headlines and subheads, in most cases, appear in red, blue and yellow
- Sometimes the bright palette isn't appropriate and instead the background can be left a natural color – just keep it neutral and use a red, blue or yellow headline, or add color to the foreground element or headlines.
- When applying color, make sure it still looks real — not oversaturated and Day-Glo

#### QUICK TIP:

PUSH THE BOUNDARIES  
OF BLUE AND RED WITH  
BRIGHT ACCENTS.



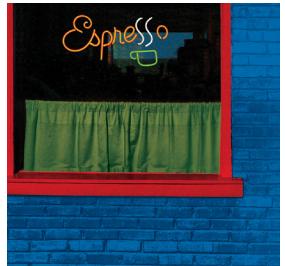
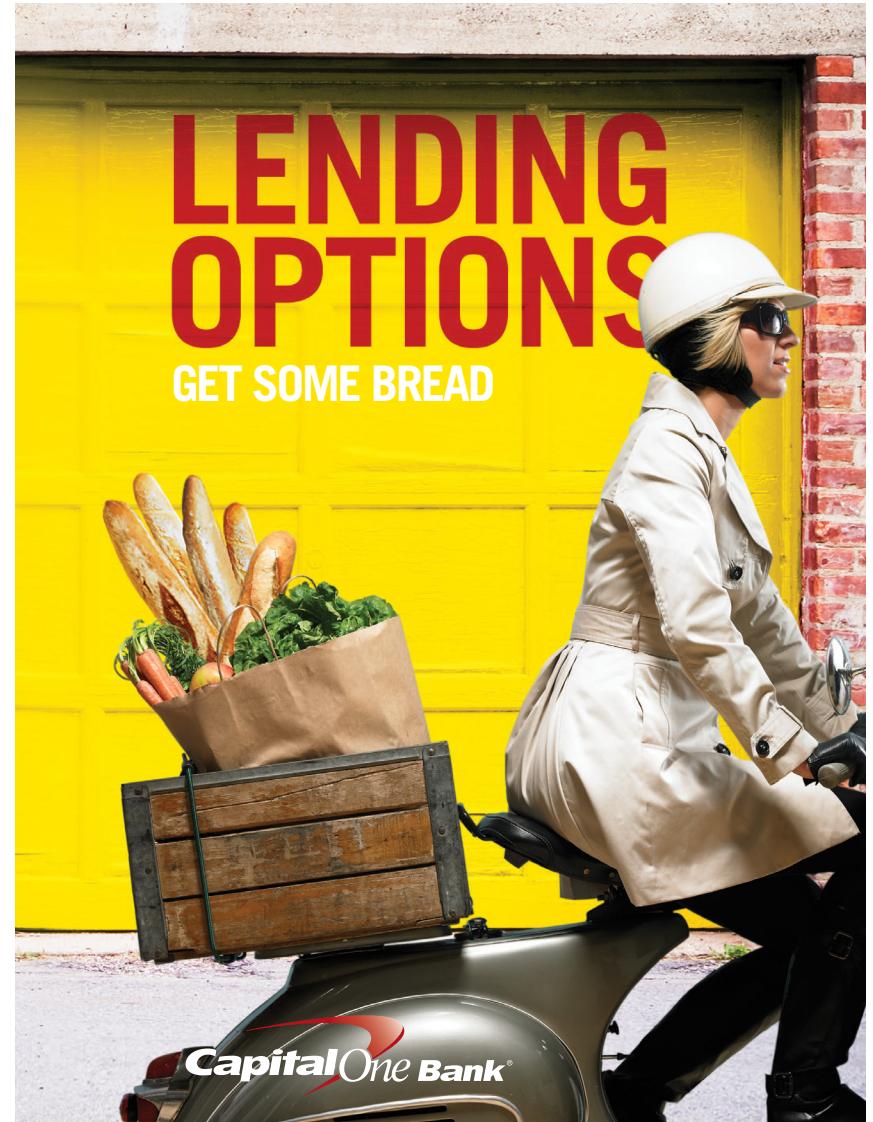
# REALISTIC TEXTURES

## FOR A GROUNDING SENSE OF SPACE

Background textures create a convincing canvas that keeps our bolder elements firmly grounded in reality, by creating a sense of space and substance.

- Realistic above all; no geometric patterns or unnatural digital composites
- Always plausibly proportional to the subject
- Texture backgrounds can include other elements like objects and architectural features. Don't get trapped doing bricks and barn board all the time.
- Textures behind the subject always create a sense of space (horizon line, realistic shadows, etc.)
- Complements message or image in an engaging way; never random or cliché
- Never competes with subject or messaging
- Text can be integrated with texture or recede behind the subject to suggest depth (as long as it's still readable)
- Adds visual interest to otherwise empty space
- Helps keep our look and feel consistent and recognizable

**QUICK TIP:**  
**MAKE SURE IT SUPPORTS  
(NOT COMPETES WITH)  
THE SUBJECT.**



# SPOTLIGHT ON HEADLINES

While bold headlines are always a key component of our house style, it's important to consider the relationship between message and image. Sometimes a headline plays a supporting role, and other times it's the star of the show. Messaging can be product-related or convey a certain emotion.

## WITH IMAGERY

Headlines should complement images, not compete with them. So keep it short and punchy, and keep things fresh by exploring different ways of linking words and images:

- Make a direct reference to the image in an engaging way
- Play off the overall mood or tone of the image
- Reference something people commonly associate with the image
- Create double meaning that cleverly references both the image and the main messaging point
- Give new life to a familiar phrase by linking it with an unexpected image
- Images shouldn't obscure type in a manner that impacts message readability

## WITHOUT IMAGERY

In this case, the headline has to do all the “heavy lifting,” not only engaging the audience but also projecting the brand personality. But working with stand-alone messages allows more creative freedom. Some general guidelines:

- Give the headline some extra TLC; is it strong enough to stand alone?
- Keep all copy bold and active, whether quirky or more serious in tone
- Explore clever wordplay, pop culture references, and familiar phrases in unexpected contexts to draw in the audience
- Address the audience directly with a question or a call to action to keep things energetic and engaging

## NOTES ON LETTER CASE AND PUNCTUATION

- Headlines should be all caps
- Subheads can be all caps or sentence case
- Body copy should be sentence case
- Limit punctuation in headlines, but use it if necessary

## WITH IMAGERY



## WITHOUT IMAGERY

