
rize
BEYOND BANKING

EXTERNAL BRAND STYLE GUIDE

Logo

Color Palette

Typography

# CONTENTS

Logo

Master Logo

## Logo Variations

The logo comes in one linear format. A secondary stacked variation is available but should only be used in minimal situations. The icon is used in situations where type is not needed.

The logo elements should never be changed. Position, size, and color. along with the spatial and proportional relationships are predetermined and shouldn't be altered.



## Logo

rize

BEYOND BANKING

## Logo Variation



## Logo

## Logo Variation



## Logo

## Logo Variation



## Logo

## Logo Variation – Icon

Our icon is an arrow pointing to the top. Our icon wants to point our members in the right direction and help them achieve their goals. Our icon represents guidance and support along the way. We will symbolize teamwork and inclusion with our icon. We will use our icon to point out great examples of how to live and how to grow.



## Logo Clear Space

'Clear space' refers to the space around a logo with the minimum clear space referring to how much space is absolutely required between the logo and other elements. No graphics or text should appear in this space in order to retain the integrity and impact of the logo.

The only exception to this rule is when the logo is used in text.

The amount of clear space required is proportionate to the size of the logo (detailed to the right) and should be utilized in complex layouts and small formats. Where possible use more than this amount of space to increase the visual impact and brand recognition of the logo.



Logo

Logo Minimum Size

## Logo Minimum Size

The logo should always be used at a legible size. Wherever possible, set the logo to more than the minimum size- the advised sizing is only to be used when absolutely necessary due to small formats.

In places where the full primary logotype is too detailed, default to a secondary logotype lockup.




Minimum Width (Print) 12mm
Minimum Width (Digital) 36px



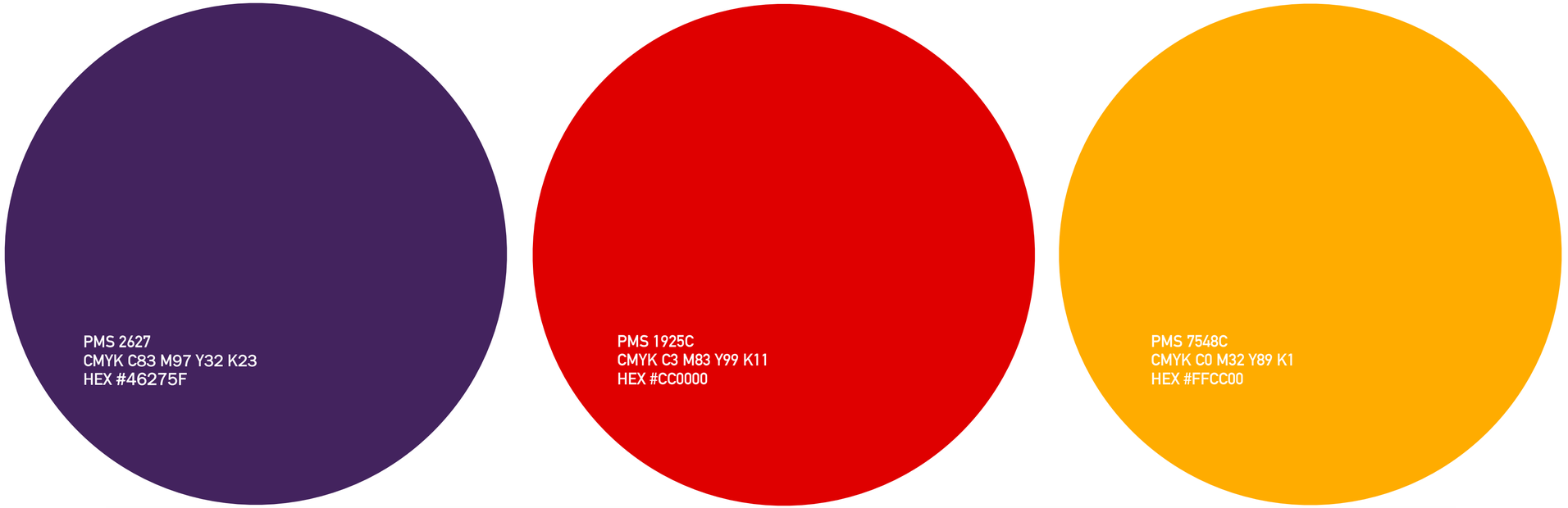

Minimum Width (Print) 25mm
Minimum Width (Digital) 72px



Minimum Width (Print) 6mm
Minimum Width (Digital) 15px

## Color Palette

### Primary Colors




CMYK C0 M0 Y0 K0
HEX FFFFFF

## Color Palette

## Secondary Colors

PMS Warm Gray 1 CP
CMYK C3 M3 Y6 K7
HEX #CCCCCC

PMS 2602 C
CMYK C65 M100 Y0 K0
HEX #CC33CC

PMS 2715 C
CMYK C59 M44 Y0 K0
HEX #9933FF

PMS RED 032 C
CMYK C0 M77 Y67 K0
HEX #FF0000

PMS 143 C
CMYK C0 M32 Y89 K0
HEX #FFCC33

PMS 2002 CP
CMYK C0 M4 Y58 K0
HEX #FFFF00

PMS 2925 C
CMYK C65 M21 Y0 K0
HEX #0099FF

PMS COOL GRAY 7
CMYK C34 M24 Y12 K0
HEX #BCBCBC

PMS 5265 C
CMYK C86 M83 Y9 K45
HEX 660000

PMS 7671 C
CMYK C83 M81 Y0 K4
HEX 660066

PMS 7623 C
CMYK C9 M93 Y87 K24
HEX #990033

PMS 7416 CP
CMYK C0 M78 Y97 K1
HEX #FF6600

PMS 149 CP
CMYK C0 M27 Y70 K0
HEX FF9900

PMS 2168 C
CMYK C90 M57 Y19 K23
HEX #003366

PMS 532 C
CMYK C67 M72 Y66 K77
HEX #333333

PRIMARY FONT

**Futura PT**

ABCDEFGHIJKLMN
OPQRSTUVWXYZÀÅ
abcdefghijklmnopqrs
tuvwxyzàåéîõøü&12
34567890($£€.,!?)

## PRIMARY FONT

Futura PT Light

Beyond
Banking

Futura PT Light Oblique

*Beyond*
*Banking*

Futura PT Book

Beyond
Banking

Futura PT Book Oblique

*Beyond*
*Banking*

Futura PT Medium

**Beyond**
**Banking**

Futura PT Medium Oblique

***Beyond***
***Banking***

Futura PT Demi

**Beyond**
**Banking**

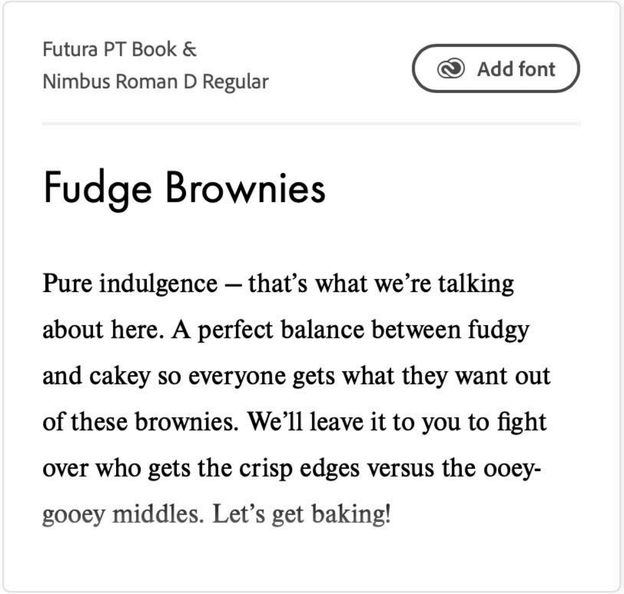
Futura PT Demi Oblique

***Beyond***
***Banking***

## SECONDARY FONT

**Nimbus Roman No. 9**

ABCDEFGHIJKLM
NOPQRSTUVWXY
ZÀÅÉabcdefghijklm
nopqrstuvwxyzàåé&
1234567890($£€.,!?)



## SECONDARY FONT

Nimbus Roman D Regular

Beyond Banking

Add font

Nimbus Roman D Regular Italic

*Beyond Banking*

Add font

Nimbus Roman D Bold

**Beyond Banking**

Add font

Nimbus Roman D Bold Italic

***Beyond Banking***

Add font

Nimbus Roman D Extra Bold

**Beyond Banking**

Add font

Nimbus Roman D Extra Bold Italic

***Beyond Banking***

Add font