

Brand Standards Manual

v.1

2022



connecting hospitality, technology and capital

Brandmark

Primary logotype

When it's not necessary to use the full logo with discretion you can alternatively use the version with out the descriptive text.

When the logo needs to use color restricted palette or in reverse



Brandmark

Clear space

It's important to let the logotype breathe. If we allow other elements to come too close, the logotype can feel cramped and unimportant.

The logotype is intended to have a padded border equivalent to 25% the width of the logotype. This gives the logotype enough breathing room to stand out in any applica-



Brandmark

Logotype Versions

When it's not necessary to use the full logo with discretion you can alternatively use the version with out the descriptive text.

When the logo needs to use color restricted palette or in reverse, we have provided version for that.

We've provided all sub-logos to be used in context of each branch of the brand when needed.

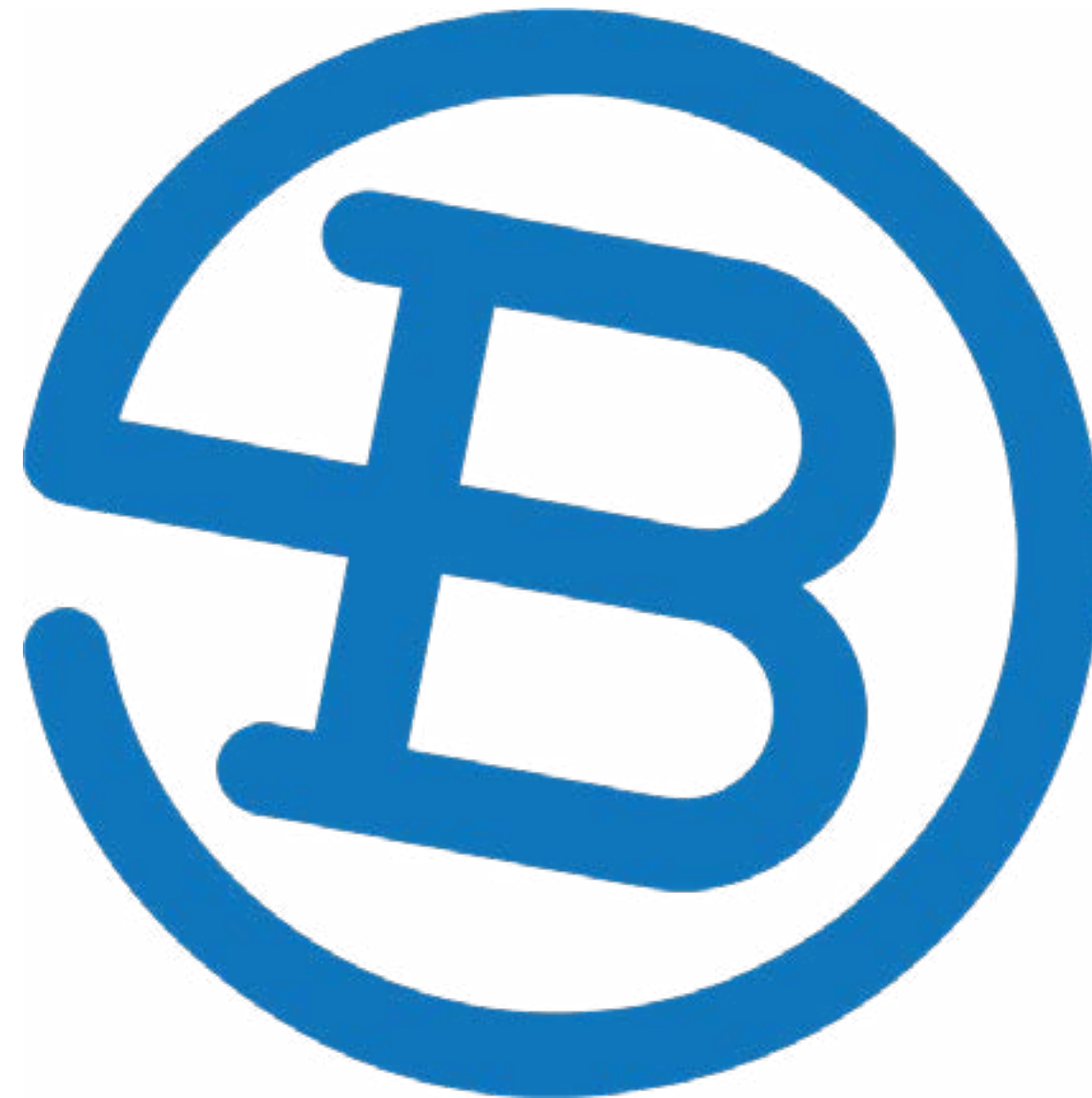
You can also use just the Blue "B"



Brandmark

Alternate elements

Additional elements to complement the brand can be used as watermarks in designs but never to replace or represent the official logotypes



Typefaces

Fonts used in
your brand

Make sure to utilize these brand fonts
when creating anything for the brand.

Headings

**PROXIMA NOVA
EXTRA-CONDENSED**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

Paragraphs

Proxima Nova
Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Typefaces

Fonts used in digital presentation

Make sure to utilize these brand fonts when creating anything for the brand.

Headings

ARCHIVO BLACK

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

Paragraphs

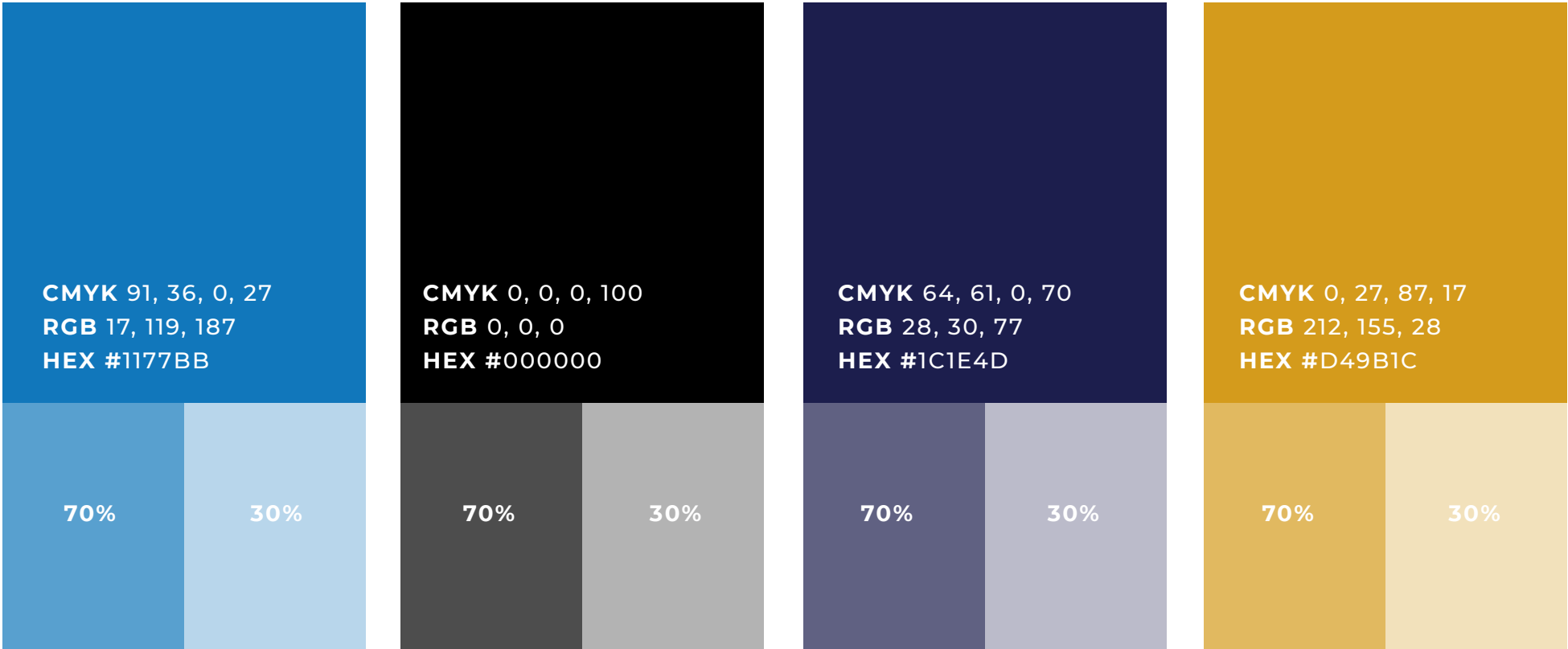
Calibri
Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Color Palette

Primary colors

The main brand color is the vibrant blue paired with the pure black color. The blue with purple undertones and the yellow can be used to accent materials as well.



Patterns

Complimentary patterns and textures

We selected these stock images to align with your branding and messaging. You can use these images for use in future presentations and materials.



Overlays

For Emphasis

A black overlay at 50% transparency can be used to emphasize your headlines and titles.



Partner & Restaurant Logos

Use these logos when you need to reference your restaurants or partners.

