



# BRAND STANDARDS

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## BRAND PERSONAS

### **The Guardian**

Protects client investments and ensures financial security.

### **The Strategist**

Plans for long-term growth and success.

## BRAND PERSONAS

### **The Innovator**

Adapts to market changes with modern financial strategies.

### **The Trusted Advisor**

Provides expert guidance and ethical financial solutions.

# 3.0 VISUALS

This is the **ARK Capital** visual identity. It's how our brand looks and moves and comes to life on the web, in social and in print. **ARK Capital** visuals are built on the brand's personality.

## LOGO

The **ARK Capital** logo anchors our visual identity. Consistent use of this logo significantly contributes to maintaining and strengthening the identity and reputation of **ARK Capital**. The primary **ARK Capital** logo is composed of two parts: the AC symbol, and the wordmark/Brand name. These parts combine to make a logo that identifies us to the world.

### ORGANIZATION SYMBOL

To help build brand awareness of our identity, the organization name is included in the logo. It's critical to use this full version of the logo in all external-facing communications. The organization name may be removed **ONLY** in situations where space is limited, such as website headers or small promotional materials, as well as all internal communications.



Wordmark



Symbol/Icon

*Always use the provided artwork for logos. Never attempt to redraw or typeset them in any way.*

## LOGO

### ICON

The ARK Capital logo is designed with deep symbolism, integrating the letters “A” and “C” while also representing an ark. This design signifies both the identity of ARK Capital and its core mission—offering security, stability, and protection for clients’ interests and financial assets. Just as an ark serves as a safe haven, ARK Capital is committed to safeguarding and growing investments with trust and reliability.

#### Use Cases:

**Print Materials:** The logo icon can be used on business cards, brochures, and reports where a compact or more refined branding element is required.

**Digital Platforms:** The logo icon is ideal for web and mobile applications, ensuring the brand remains instantly recognizable even in smaller, digital formats.

**Signage and Large Displays:** On large formats such as banners and signs, the icon should be scaled appropriately to maintain legibility and clarity from different distances.



## LOGO CONFIGURATIONS

In addition to the primary logo, a secondary version is available to add flexibility in layout. It should be used **ONLY** when we have to use one color logo.

### SHORT SYMBOL/FAVICON

The symbol may be used as a separate element to represent **ARK Capital** in special situations when the space is severely limited, such as social avatars, favicons or small promotional materials. In those cases, the organization name, url or wordmark **MUST** also be visible nearby. The Accounting Heart brand team may approve other exceptions.

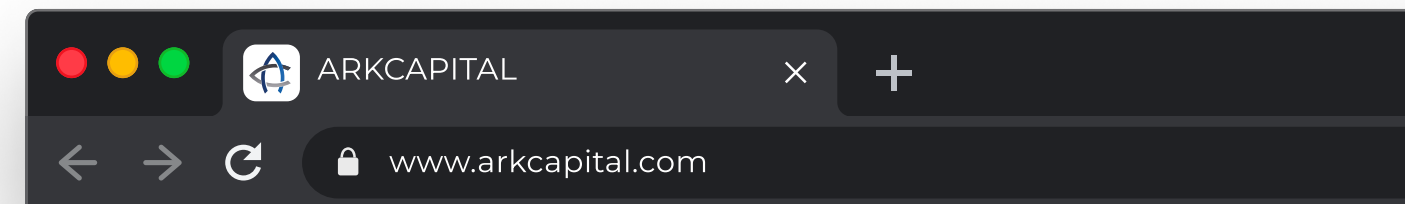
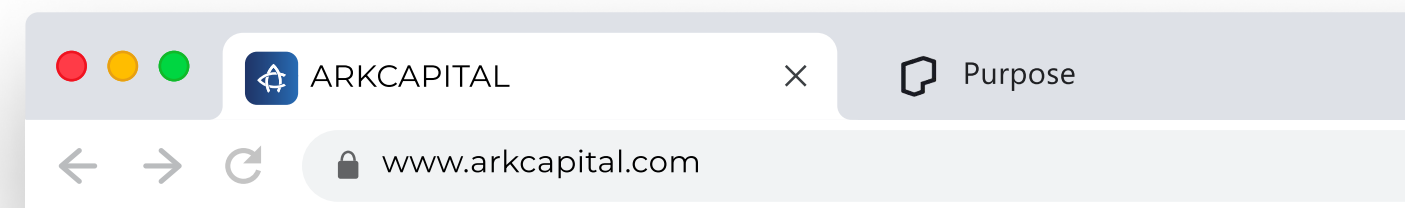
#### PRIMARY LOGO



#### SECONDARY LOGO



#### SHORT SYMBOL/FAVICON



## LOGO

### Versions

**ARK Capital** logos are available in a variety of file types (EPS, PNG, SVG) and color systems (CMYK, RGB, PMS). Use the full-color and reversed versions of the **ARK Capital** logo on the majority of all print and digital communications.



Positive Logo



Reversed Logo

### ALTERNATE VERSIONS

Use 1-color positive logos when print production is limited to a single color such as promotional items or in special co-branding situations. Do not use alternate logos in digital communications.

### ALTERNATE



1-color Black



1-color White

## USAGE

To preserve the integrity of the **ARK Capital** logo, a minimum amount of space is required around all edges to separate it from other graphics and content. The clear space should be equivalent to or greater than the height of the “AC Symbol” in the logo.



### MINIMUM SIZING

To ensure legibility, minimum sizes of logo reproduction have been established. Logos may not appear smaller than shown in the examples here and please avoid slogans on small spaces. Logos should only appear at minimum size when absolutely necessary. Larger logos are preferable.

Clear Space = Height of “Symbol”



### MINIMUM SIZES



1.5"/108px



1"/72px



0.5"/36px

## LOGO

### Dont's

Ensure that the **ARK Capital** logo is clearly recognizable by using it properly and never altering its appearance. These examples show what not to do with the logo.



Don't apply drop shadows or other effects to the logo



Do not change the proportions of the logo



Do not add a tagline or any other text to the logo



Do not typeset any portion of the logo



Do not rotate the logo



Do not change the color of the logo components

## LOGO

### Co-Brand Options

Using two brands together **ARK Capital** partnership and a commitment to provide the market with a new or enhanced product or service.

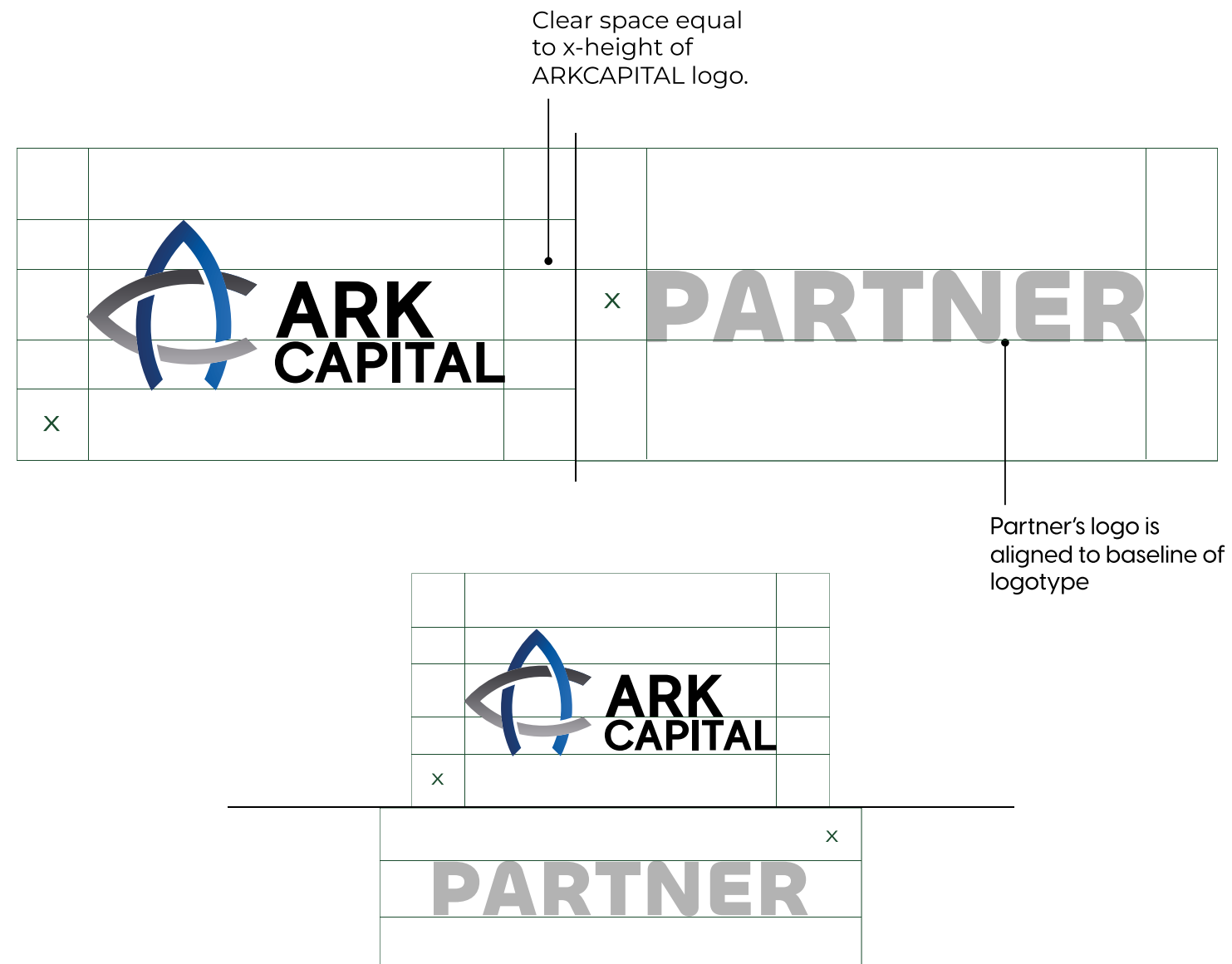
Each brand constitutes a set of promises that people associate with the respective company. Care must be taken to ensure that we are not misrepresenting the product or service of either brand. These are a few examples, the **ARK Capital** brand team may approve other exceptions.

### LOGO LOCK-UP

Many partner and alliance co-branding instances will require placing the **ARK Capital** logo side-by-side with another company's logo in a "lock-up" format.

Each logo should be sized to be optically equal. The left position of the lock-up indicates brand dominance in the partnership.

Brand dominance is determined during partnership negotiations and is influenced by factors such as financial and/or resource contribution, which partner is granting access to customers and maintaining that relationship, or which partner will host the experience.



## IMAGERY

Imagery is a key component of **ArkCapital's** visual identity, reflecting our values of innovation, trust, and growth. Our photography style should evoke a sense of professionalism, forward-thinking, and reliability, while maintaining a clean and sophisticated aesthetic.

### Key Principles:

**Professionalism & Clarity:** Imagery should always be high-quality, with a clear focus and a polished, professional tone. It should reflect ArkCapital's leadership in the industry.

**Authenticity:** Our images should feel natural and genuine. They should showcase real people, real moments, and genuine emotions. Avoid overly staged or artificial scenarios.

**Dynamic & Progressive:** As a company that is future-focused, our imagery should reflect movement, progress, and innovation. Use dynamic compositions that suggest forward motion and growth, aligning with our focus on evolving industries and opportunities.

**Clean & Minimalistic:** We prefer a minimalist aesthetic with clean lines, simple backgrounds, and uncluttered compositions. This reflects the simplicity and clarity that ArkCapital aims to bring to complex financial solutions.

### Avoid:

**Stocky or Overly Staged Images:** Do not use stock photography that feels impersonal or generic. Ensure the images feel connected to the brand's essence.

**Busy or Distracting Backgrounds:** Avoid imagery with overly cluttered or busy backgrounds that take away from the subject. The focus should always be clear and in line with the brand's messaging.



# Email Signature



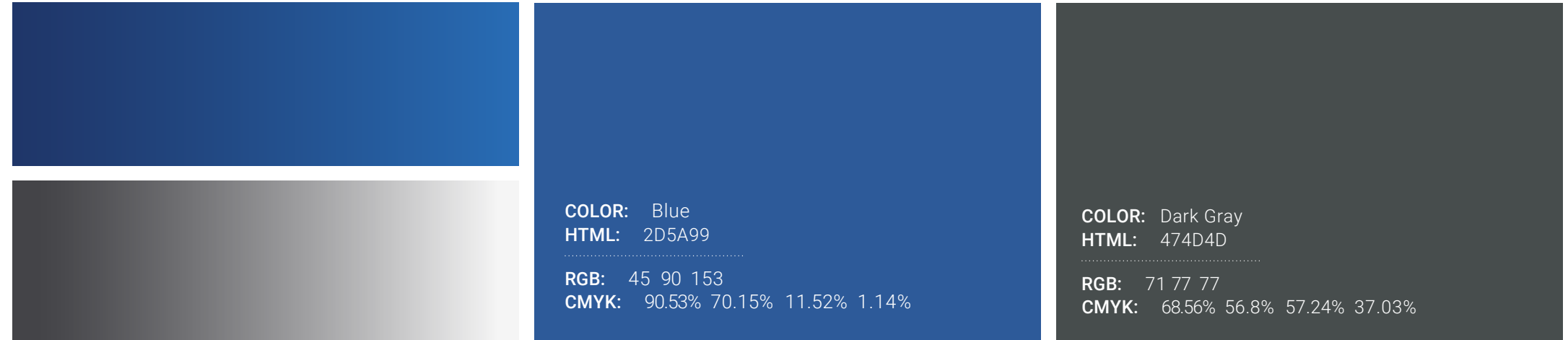
## COLOR

Our color palette is rooted in Blue And Dark Gray and includes a range of secondary colors that compliment our primary colors.

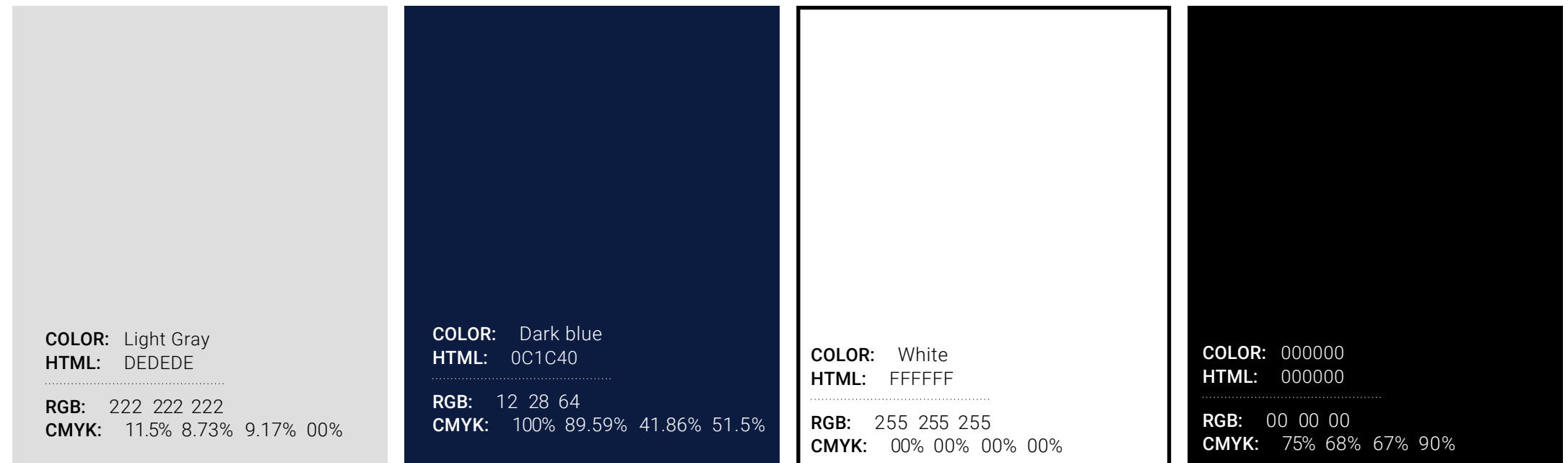
Always includes a range of in mind the proportions shown in the chart to the right. Gradients and screens of all brand colors may also be used to expand the palette even further.

When using type on a colored background, be sure there is adequate contrast to make the words easy to read.

### PRIMARY



### SECONDARY



# TYPOGRAPHY

## Font Families

### Montserrat Font

Montserrat is a versatile font that conveys a sense of sophistication and refinement. Its modern design and unique features make it a great choice for logos, headlines, and display text. It can also be used in a variety of contexts, such as websites, magazines, and advertising. Its versatility and legibility make it a great choice for a wide range of projects.

### Default typeface

Arial is the default typeface for Montserrat Font. Due to typeface limitations in many digital applications, use Arial for all email and Microsoft Office (PowerPoint, Word, Excel) communications. We are not able to control how fonts display at the receiving end, and using Arial will ensure brand consistency throughout all digital touchpoints.

ABC  
123

A a B b C c D d E e F f G g H h I i J j K k L l M m N n  
O o P p Q q R r S s T t U u V v W w X x Y y Z z  
0 1 2 3 4 5 6 7 8 9 ! @ # \$ % & ? / ± ½ ©

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Light

Regular

Medium

**SemiBold**

**Bold**

**ExtraBold**

**Black**

Montserrat

# TYPOGRAPHY

## Font Families

### Roboto Font

Roboto was designed with an upright stress, open forms, and a neutral, yet friendly appearance. It was optimized for print, web, and mobile interfaces, and has excellent legibility characteristics in its letterforms. It is best to use in paragraphs, promotional printing materials, web and mobile.

### Default typeface

Arial is the default typeface for Roboto Font. Due to typeface limitations in many digital applications, use Arial for all email and Microsoft Office (PowerPoint, Word, Excel) communications. We are not able to control how fonts display at the receiving end, and using Arial will ensure brand consistency throughout all digital touchpoints.

ABC  
123

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
0 1 2 3 4 5 6 7 8 9 ! @ # \$ % & ? / ± ½ ©

---

Light

Regular

Medium

**SemiBold**

**Bold**

**Black**

Roboto

# BRAND IN ACTION

## Social Media Templates



# BRAND IN ACTION



ARK CAPITAL

ARK CAPITAL

Date 19/02/2025

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info@arkcapital.com

www.arkcapital.com

# BRAND IN ACTION



# BRAND IN ACTION





**Thank  
You!**

ARK Capital-  
*Brand Standards 2025 All Rights Reserved*

## BRAND VOICE

### **TRUSTWORTHY & TRANSPARENT**

Builds confidence through honest, straightforward messaging.

### **Empathetic & Client-Centric**

Focuses on understanding client needs and offering solutions that prioritize financial security.

## BRAND VOICE

### **Professional & Knowledgeable**

Uses clear, expert-driven communication to establish authority

### **Strategic & Visionary**

Communicates long-term value and a forward-thinking approach to finance