



Brand Guidelines

Brand Identity | Brand Design | Brand Communication

<https://retirement.capital>

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About Retirement Capital

Iqui ditiae num ium amet alitat mi, aceaquidi si nim ipsaece pelique namus dolorum lam venimposse sum eicipsam num facil inverum quiae inis etur res volorep eraectiatur, iniatur?

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The Logo



Iqui ditiae num ium amet alitat mi, aceaquidi si nim ipsaece pelique namus dolorum lam venimposse sum
eicipsam num facil inverum quiae inis etur res volorep eraectiatur, iniatur?
Everiat eturemquis voles nonsequi vellaut magnam vit voluptios magnitati senditio. Orumet lit aut am fuga.
Dolorat emolent magna gnimpor eremquis ma veriatem fugiandam, tempossunt, volupta tiuntium num
quam expero commolu ptaspe eos ipid ut doluptur?

Logo Variations

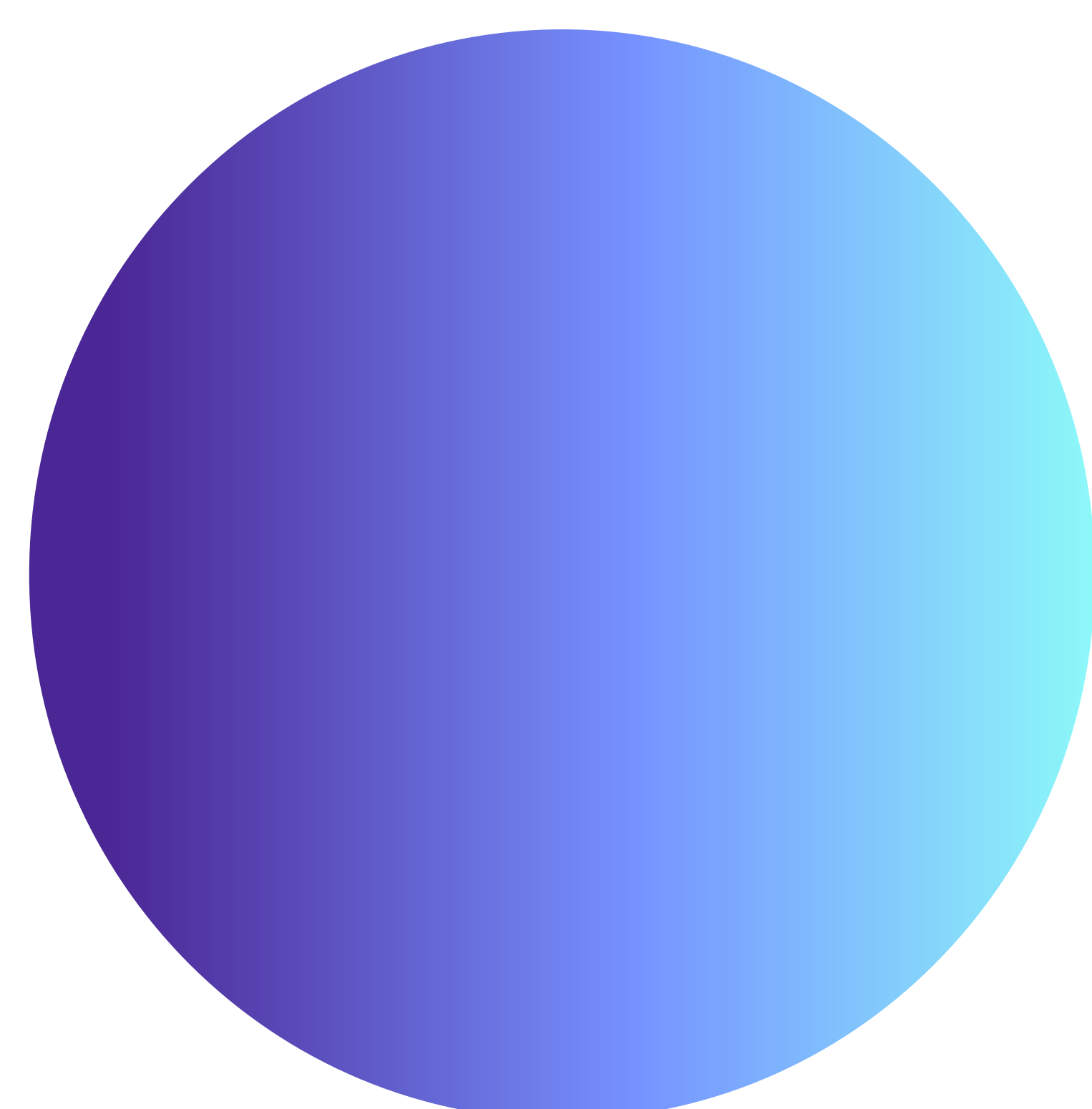


Favicon





Colour Palette

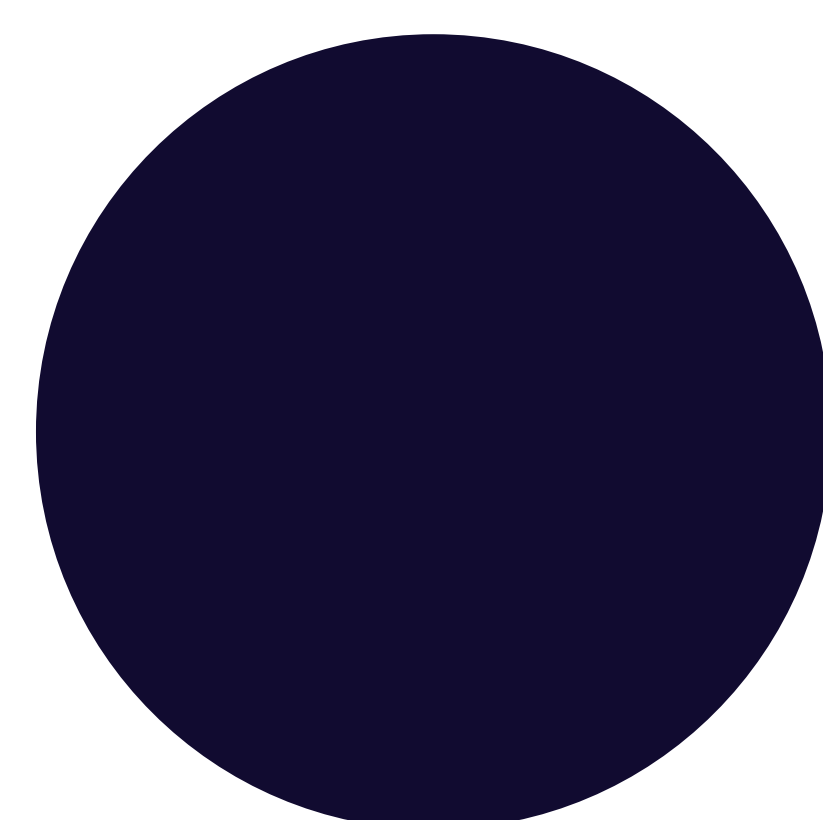


Gradient

33% - #4B2795

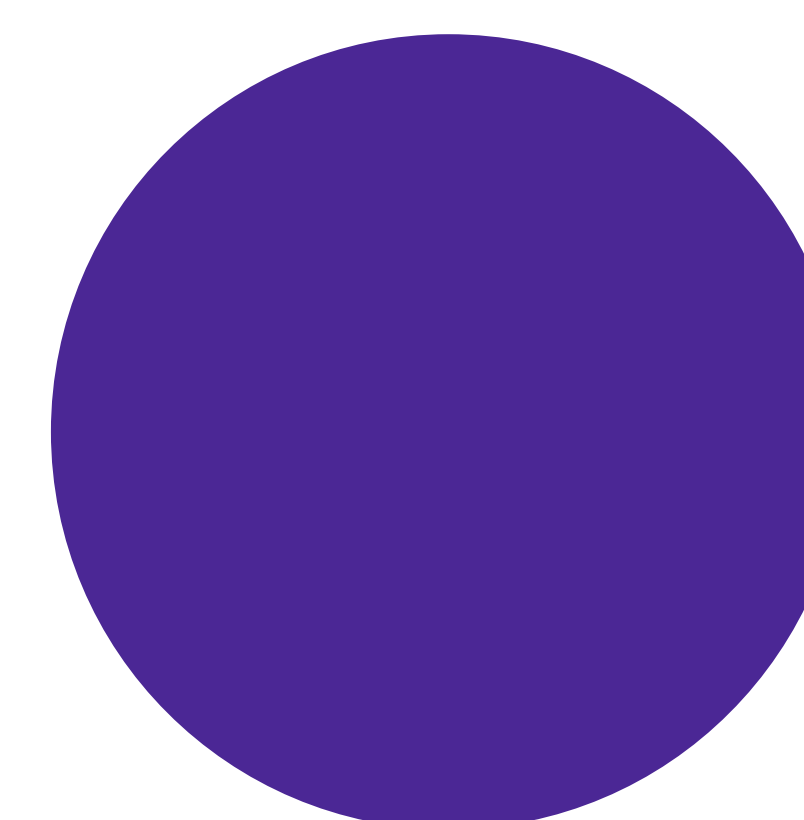
33% - #7692FF

33% - #97F9F9



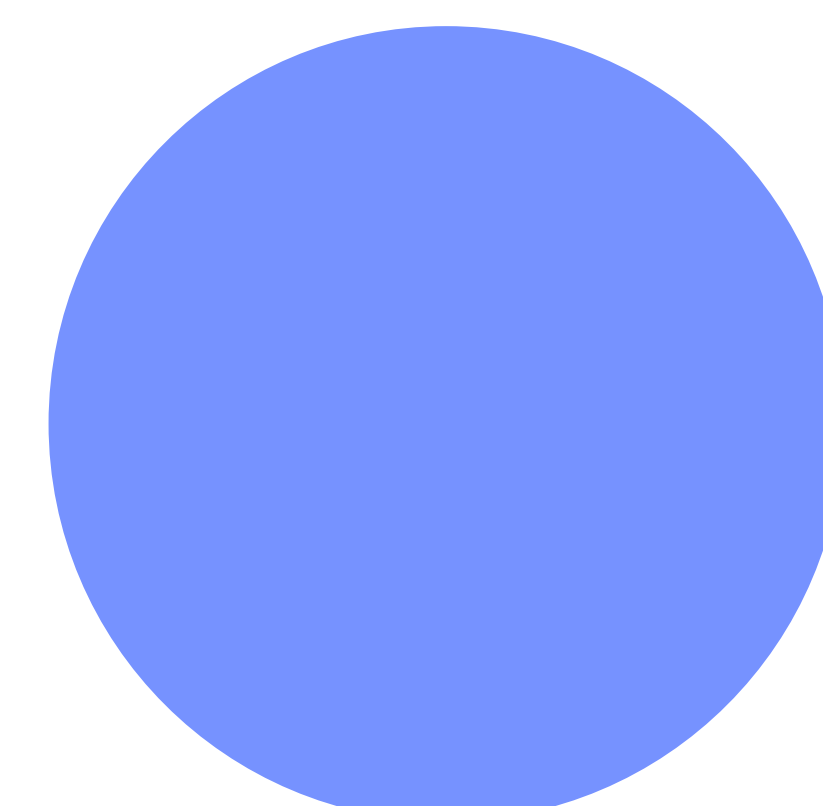
Dark Blue - #110B30

R: 17 G: 146 B: 48
C: 100 M: 100 Y: 46 K: 63



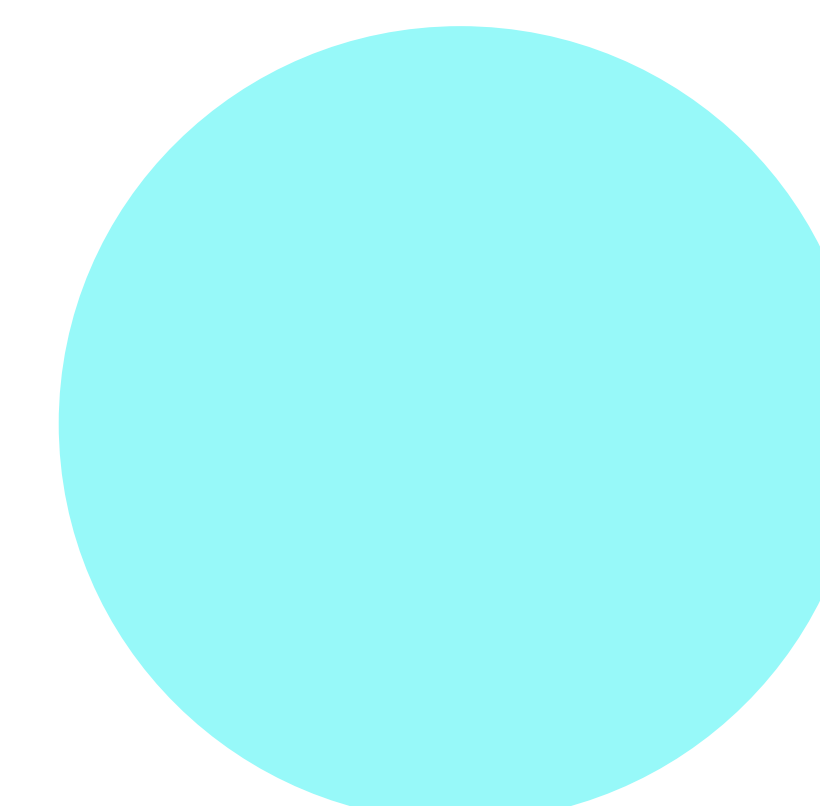
Dark Purple - #4B2795

R: 75 G: 39 B: 149
C: 88 M: 93 Y: 0 K: 0



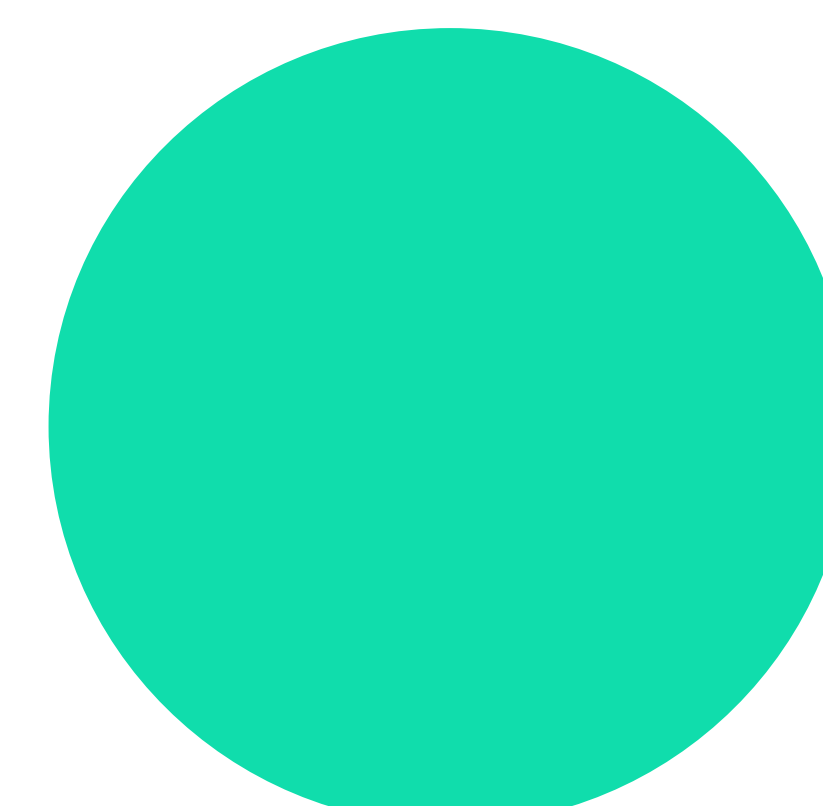
Light Purple - #7692FF

R: 118 G: 146 B: 255
C: 60 M: 43 Y: 0 K: 0



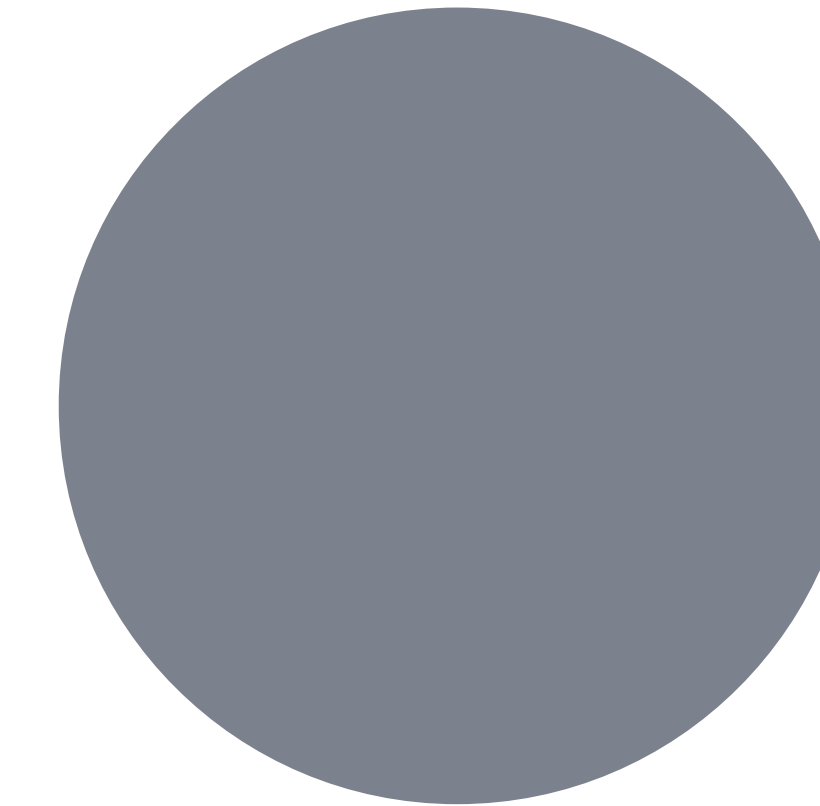
Light Blue - #97F9F9

R: 151 G: 249 B: 249
C: 39 M: 0 Y: 12 K: 0



Green - #10DDAC

R: 16 G: 221 B: 172
C: 65 M: 0 Y: 47 K: 0



Grey - #7C828D

R: 124 G: 130 B: 141
C: 53 M: 40 Y: 32 K: 15

Typefaces

Euclid Flex

THE QUICK BROWN FOX
JUMPS OVER THE LAZY DOG

the quick brown fox
jumps over the lazy dog

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890? !@£\$%&*()# :;,.

Logo Typeface

Euclid Flex is our chosen font for our logo.

Citatur sum ium qui occabo. Nam et ut quaesto
optaectem. It et quam et am faci rerem veliquo ssequidi
nem estio. Parcius nonsequaes molest, amet quia

Regular

Italic

Medium

Semi Bold

Bold

TT Commons

THE QUICK BROWN FOX
JUMPS OVER THE LAZY DOG

the quick brown fox
jumps over the lazy dog

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?!@£\$%&*()#:,.

Body Typeface

TT Commons is our chosen font for our body.
Citatur sum ium qui occabo. Nam et ut quaesto
optaectem. It et quam et am faci rerem veliquo ssequidi
nem estio. Parcius nonsequaes molest, amet quia

Regular

Italic

Medium

Semi Bold

Bold

Collateral Elements

Business Card



Letterhead



Compliment Slip



Social Media Banners



Create a radically
better future
for you

The banner features a photograph of two men in a modern office setting. One man, with curly hair and a beard, is wearing a dark blazer over a striped shirt. The other man, with blonde hair and glasses, is wearing a white shirt and a black headband. They are both looking at a document. The Retirement Capital logo is in the bottom right corner.

Facebook



Create a radically
better future
for you

The banner features a photograph of two men in a modern office setting. One man, with curly hair and a beard, is wearing a dark blazer over a striped shirt. The other man, with blonde hair and glasses, is wearing a white shirt and a black headband. They are both looking at a document. The Retirement Capital logo is in the bottom right corner.

Twitter



Create a radically
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The banner features a photograph of two men in a modern office setting. One man, with curly hair and a beard, is wearing a dark blazer over a striped shirt. The other man, with blonde hair and glasses, is wearing a white shirt and a black headband. They are both looking at a document. The Retirement Capital logo is in the bottom right corner.

LinkedIn



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