



BRAND GUIDELINES
2025

Anymoney.
Anytime.
Anywhere.

The purpose of this document

Brand familiarity is all about the consistent use of key strategic, creative, and tonal elements. These brand guidelines outline how those elements come to life in a unique way for Conduit. They apply to the ways we communicate with our clients, with our team members, and with the world.

These guidelines should be followed precisely.



WORDMARK & SYMBOL
COLOR + USAGE
TYPOGRAPHY
GRAPHIC ELEMENTS

WEB
RENDERS
BRAND APPLICATION

Visual Identity

This section outlines the visual elements that define our brand and explains how to apply each of them properly. These rules are written to ensure Sileom looks consistent and polished at every touchpoint, to create the strongest brand possible.



Wordmark & Symbol



Wordmark

Our wordmark is the primary expression of the Conduit brand. It was designed to evoke the feelings of a liquidity and connection.

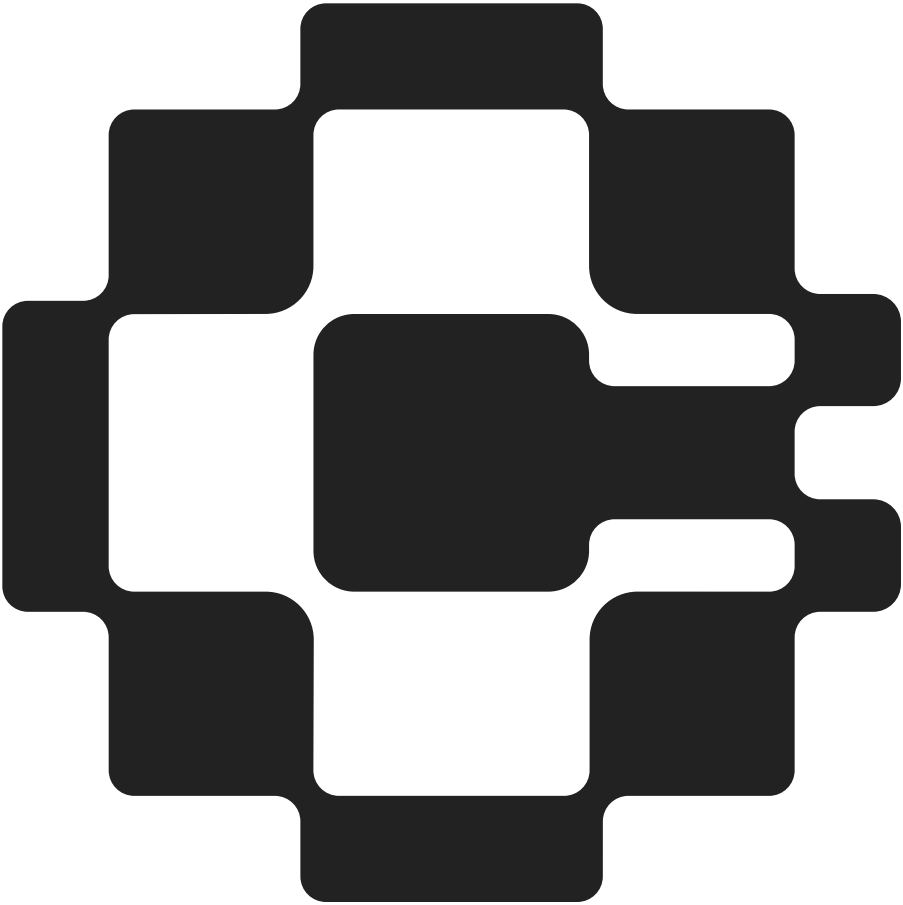
The wordmark is the main brand identity element in assets. To enhance brand recognition, the logo should be used consistently across all touchpoints.



Symbol

Our symbol serves as a shorthand for the brand.

The symbol should be used when brand familiarity has already been established or in cases where there is limited space.



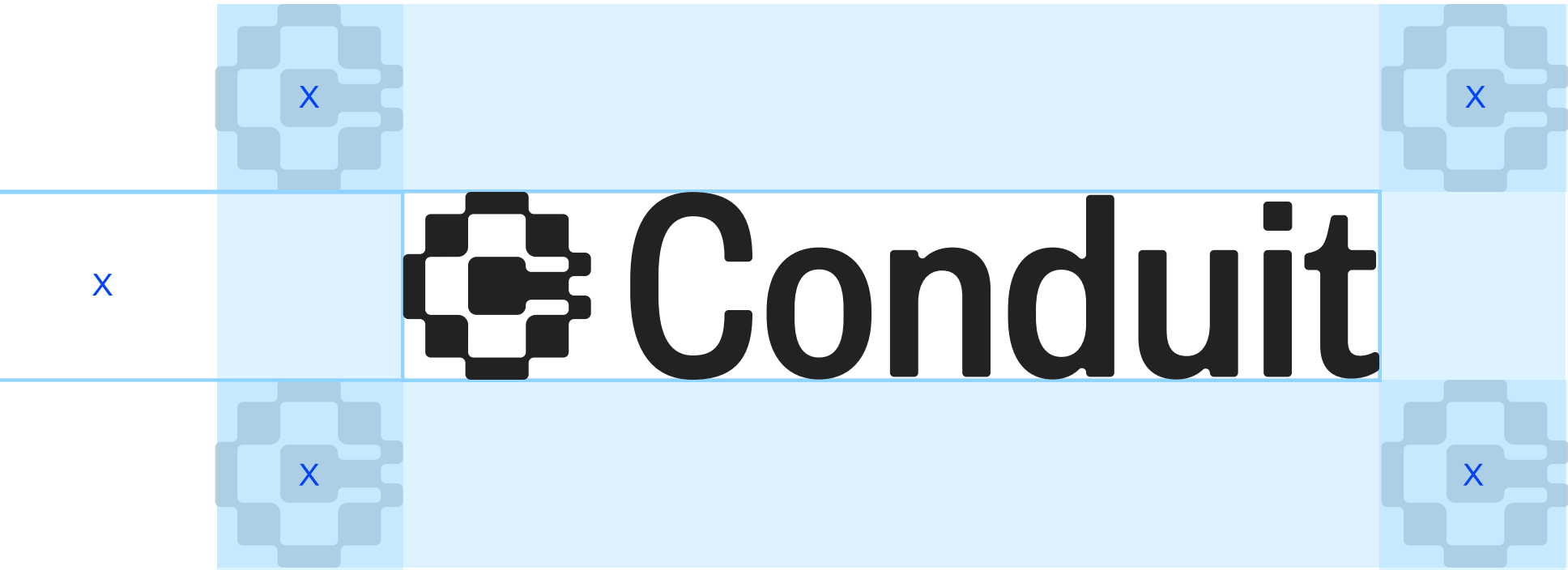
Clearspace & Sizing

Our wordmark and symbol should always be surrounded by the proper amount of clear space to ensure legibility. Headlines, text, or other elements should not encroach on them.

The wordmark should be surrounded by a margin of clearspace equal to X (the height of the symbol).

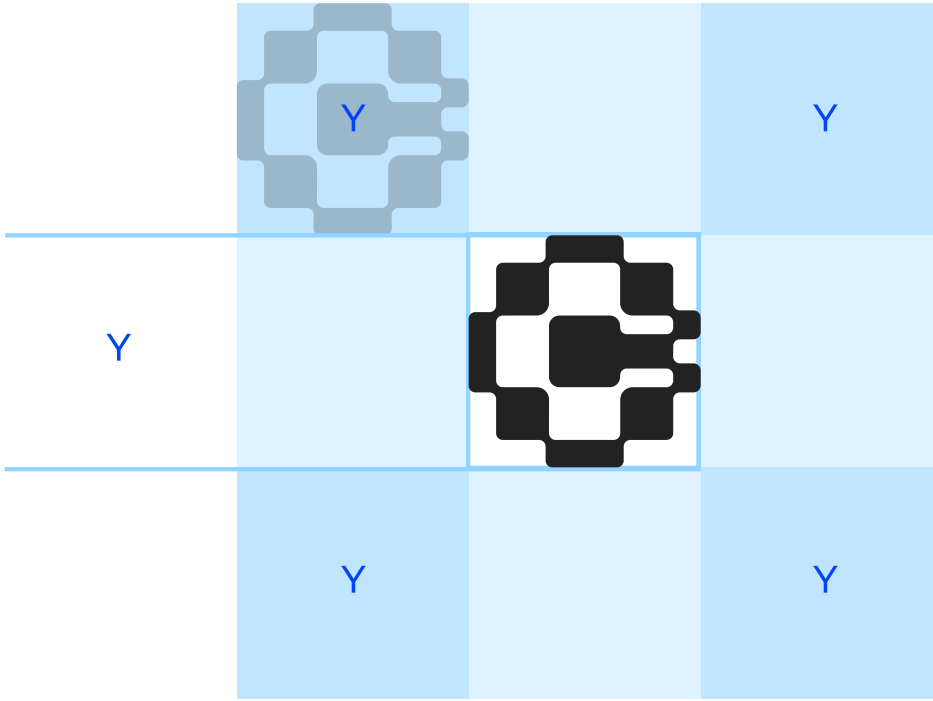
The symbol should be surrounded by a margin of clear space equal to Y (the height of the symbol).

Use the minimum size guide to ensure the logo is readable at smaller scales.



MINIMUM SIZE

DIGITAL (VIEWED @ 100%): 75 PX WIDE
PRINT: .5 INCH OR 12.7 MM



MINIMUM SIZE

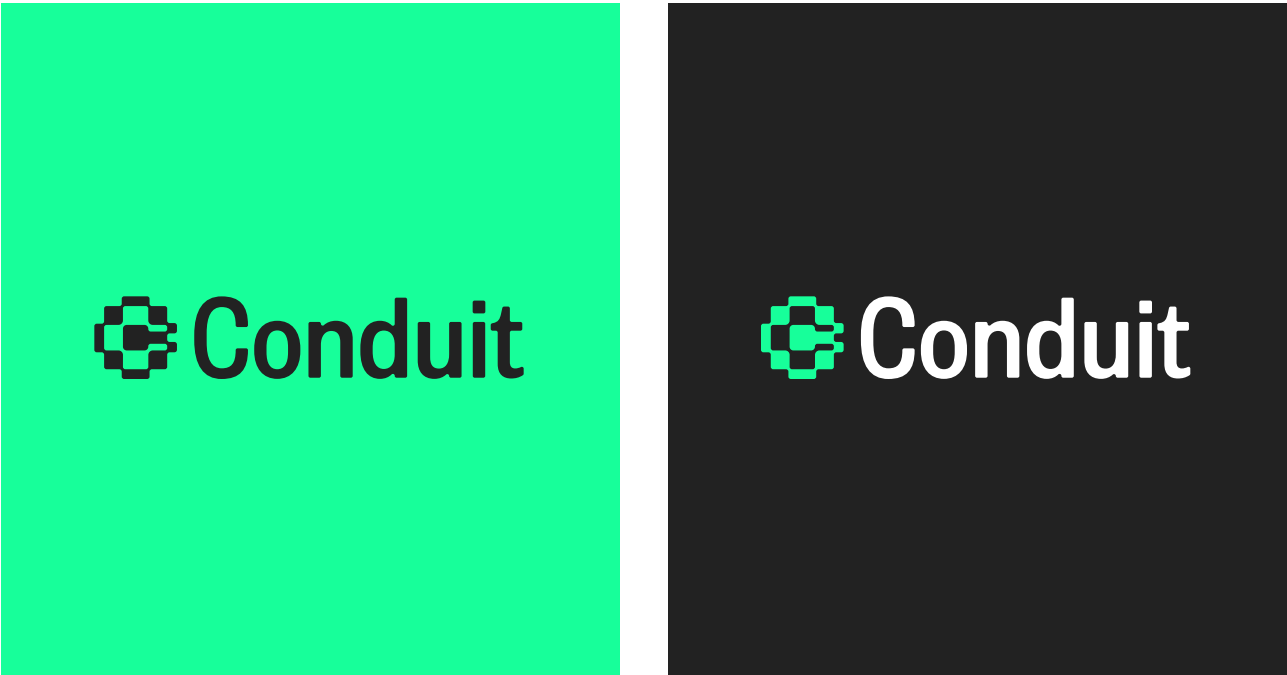
DIGITAL (VIEWED @ 100%): 16 PX WIDE
PRINT: .125 INCH OR 3.175 MM

Wordmark Do's

The wordmark should be placed in such a way that it is noticeable and balanced with the other content it is paired with. Follow the clearspace and sizing guide and also be sure to place it over a background with high contrast.

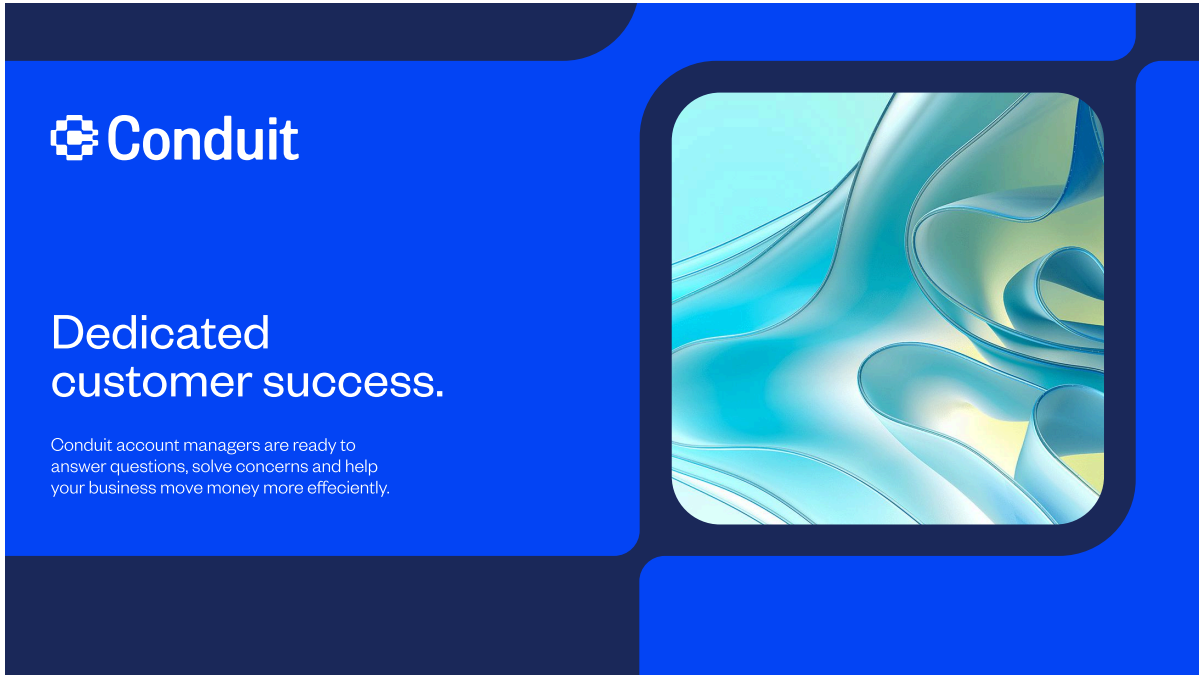


✓ CORRECT



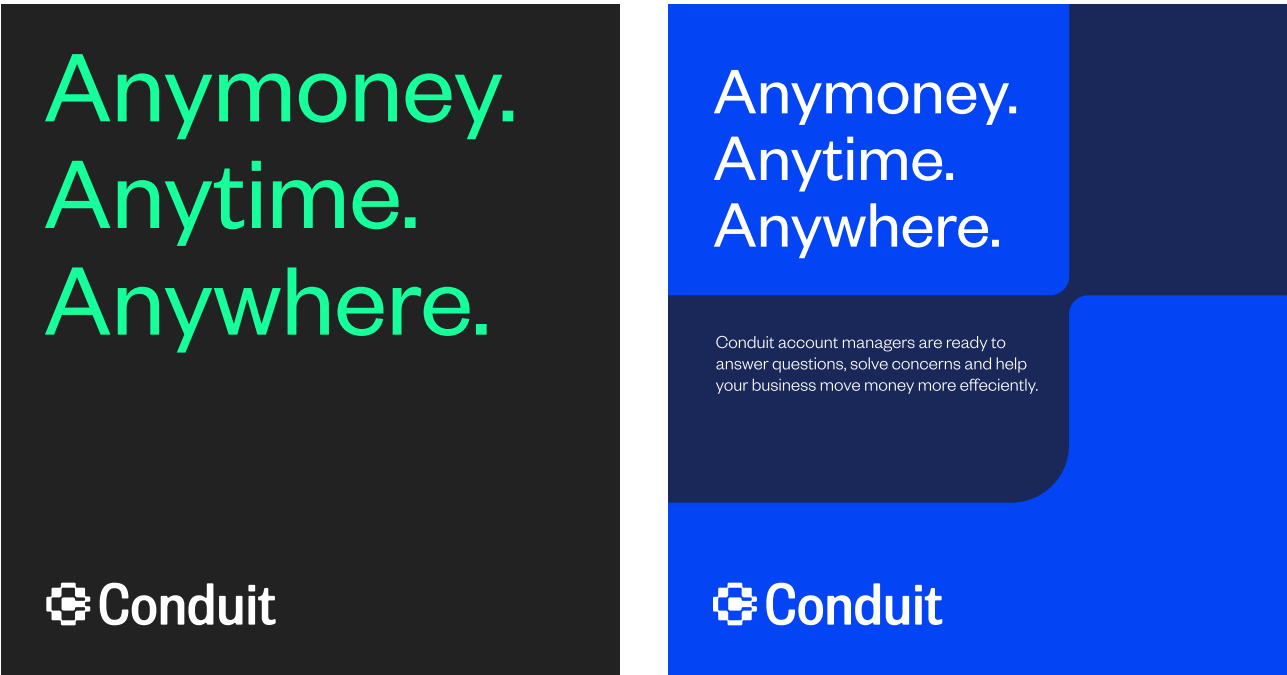
Used in colour palette combinations or a mix of Highlight Green and White, only a deep charcoal background.

✓ CORRECT



Placed on graphic elements with text as a header.

✓ CORRECT



Placed as a sign off on the bottom of communications.

✓ CORRECT



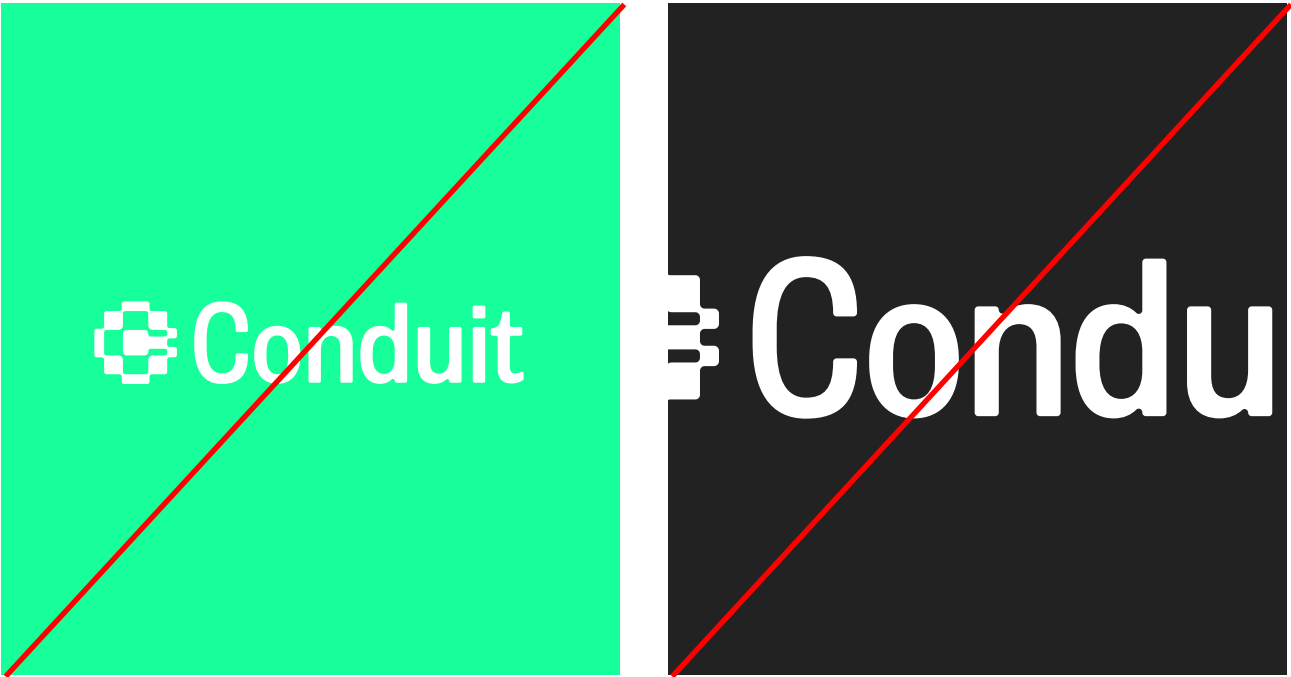
For partner lookups, make sure wordmark clearspace rules are followed.

Wordmark Don'ts

Follow this guide to avoid using the wordmark incorrectly. As a general rule, the wordmark should not crowd other visual elements, be cropped off the page, overlapped, or placed on the most important areas of an image.

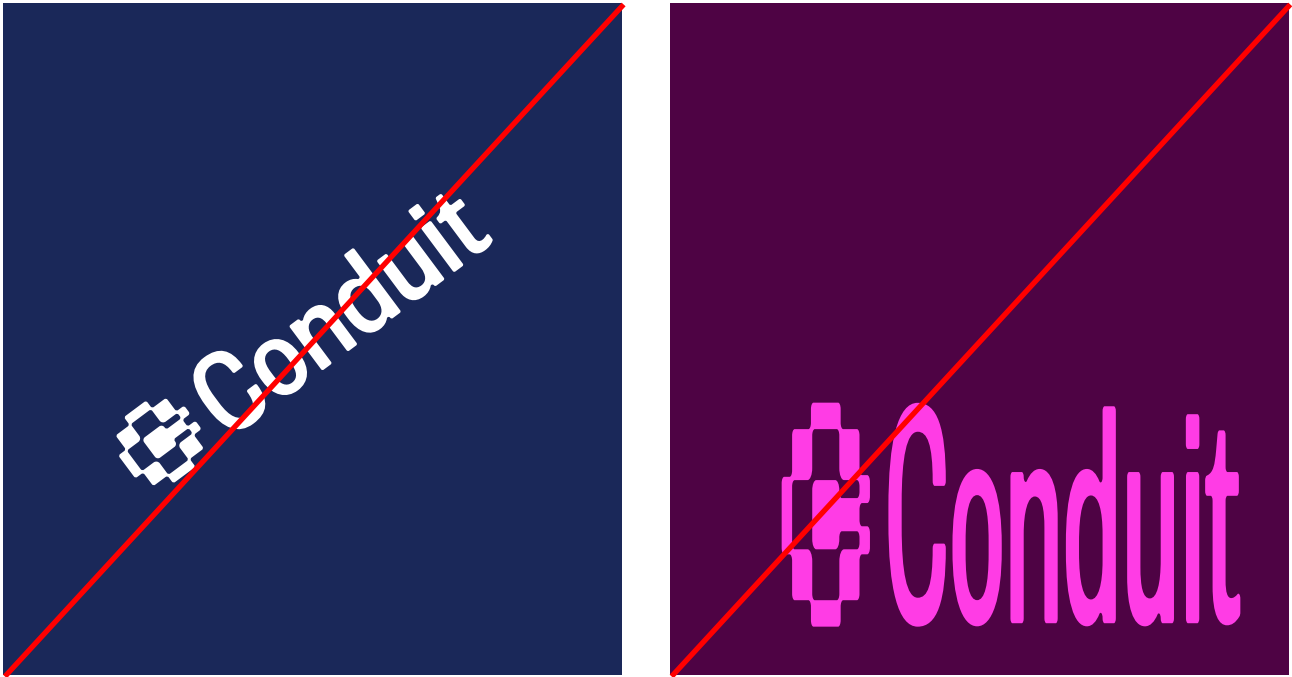


✗ INCORRECT



Do not compromise the legibility of the wordmark or cut it off.

✗ INCORRECT



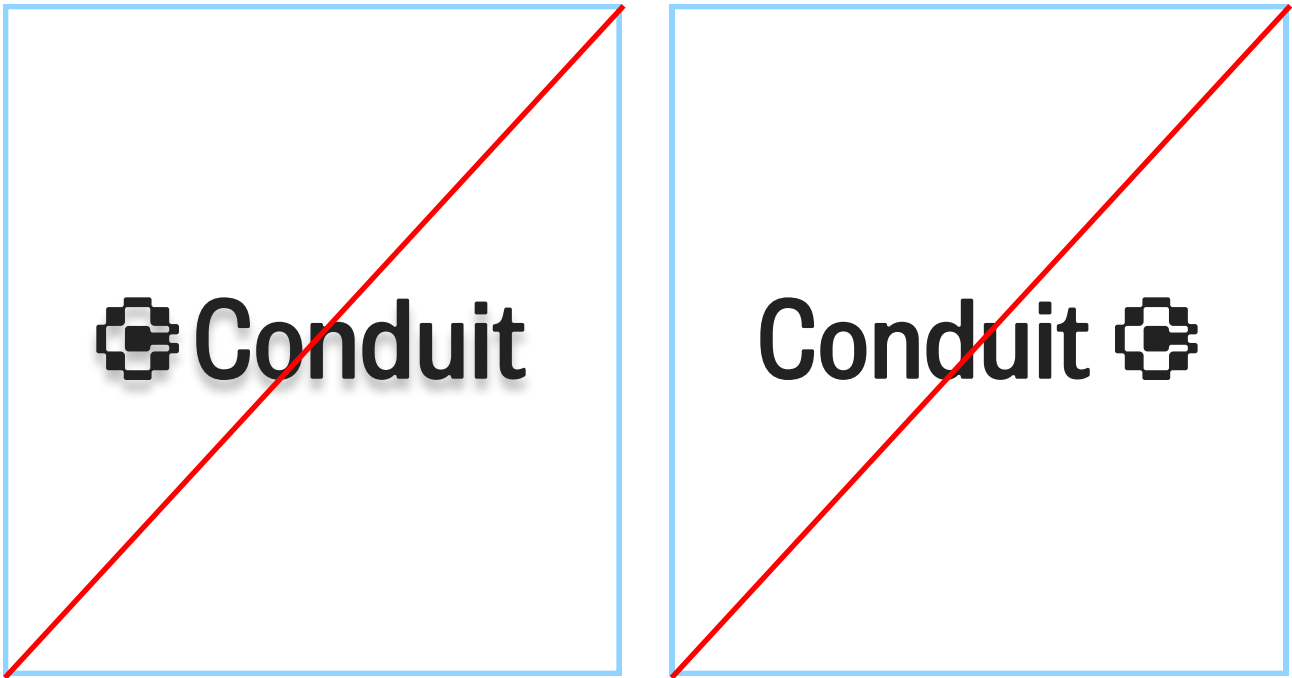
Do not place the wordmark on an angle, or stretch it.

✗ INCORRECT



Do not place the wordmark in body copy. Do not scale the wordmark so that it is the same size as headlines or body copy.

✗ INCORRECT



Do not apply effects to the wordmark or change the structure of it.

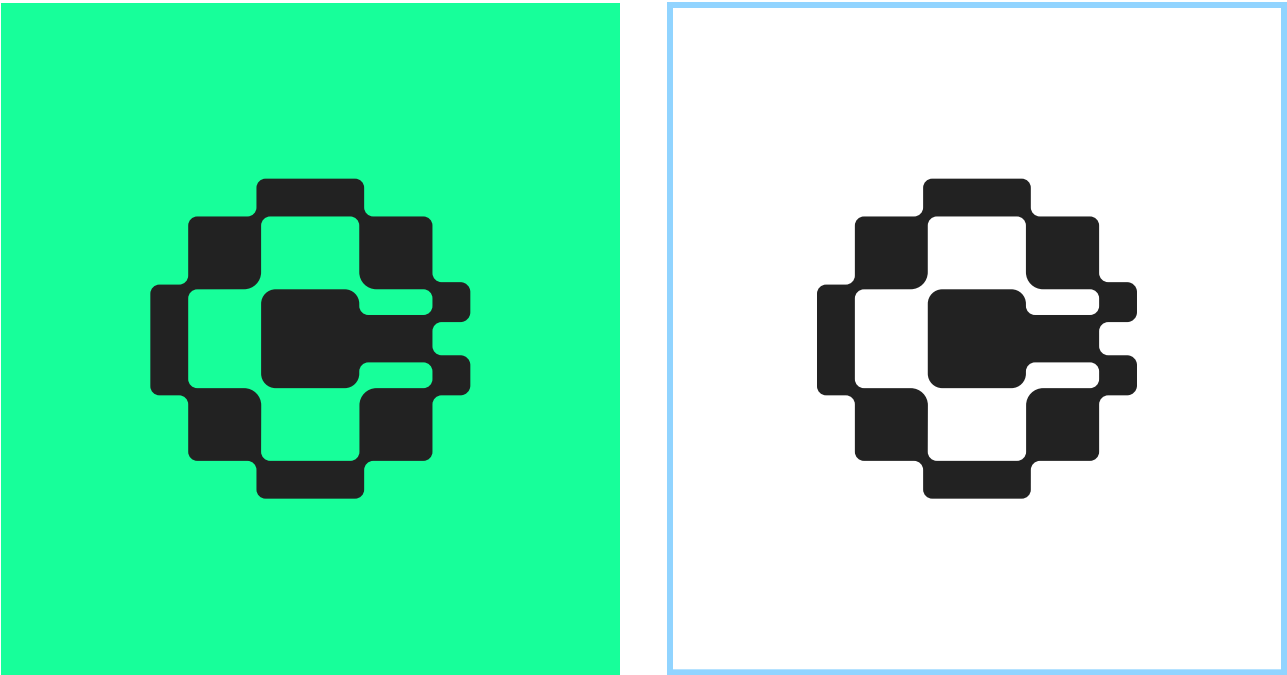
Symbol Do's and Don'ts

The symbol should be placed in layouts as a small sign-off that aligns with the layout at hand. Ensure the symbol color has the most contrast for maximum readability.

Avoid using the symbol in assets that already contain the wordmark.

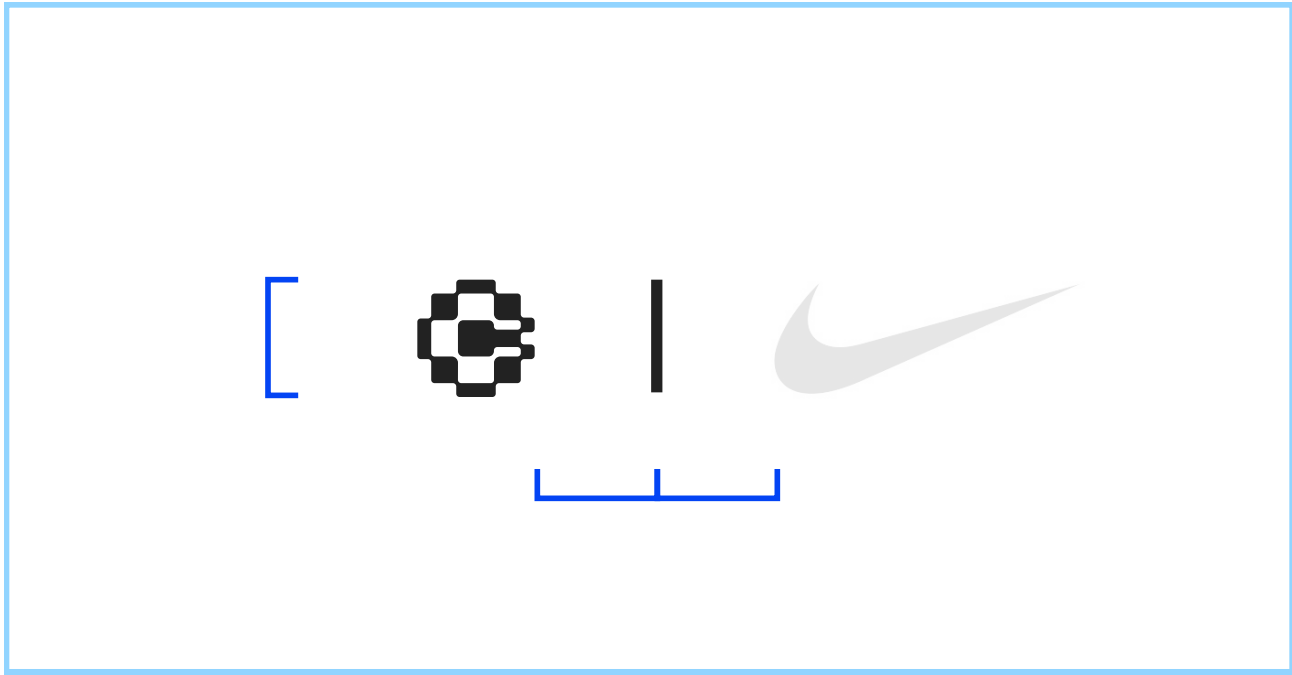


✓ CORRECT



For the main element of the design, be sure to follow the logo color usage rules.

✓ CORRECT



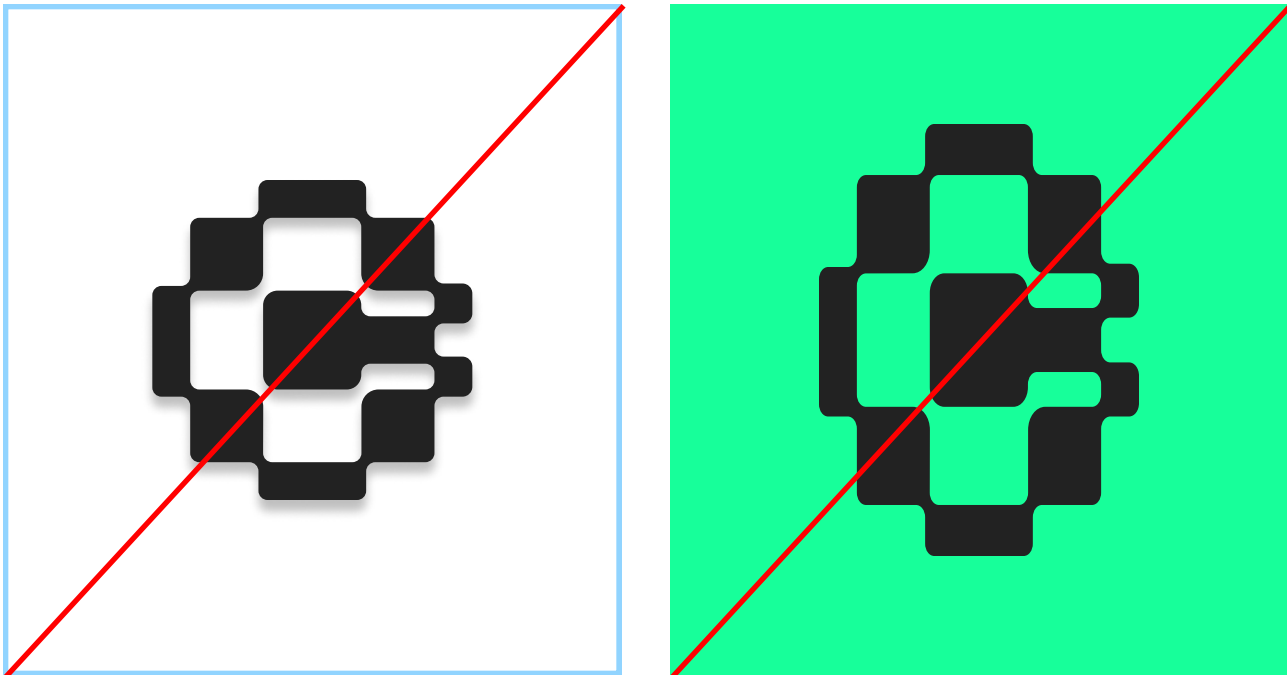
For partner lockups, make sure symbol clearspace rules are followed.

✗ INCORRECT



Do not use the symbol mixed with messaging, do not create ad copy or slogans using the symbol.

✗ INCORRECT

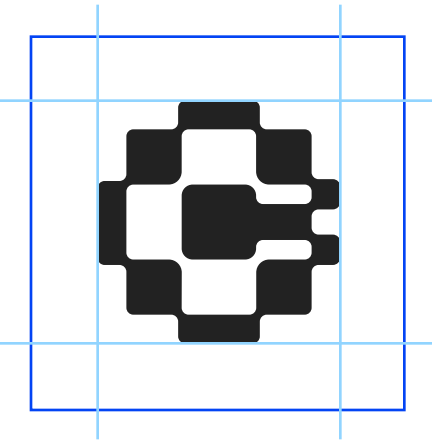
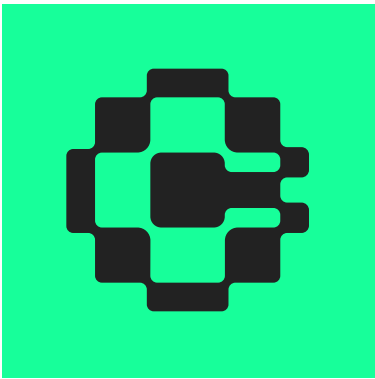


Do not apply effects to the wordmark, change the structure of it, or stretch it in any way.

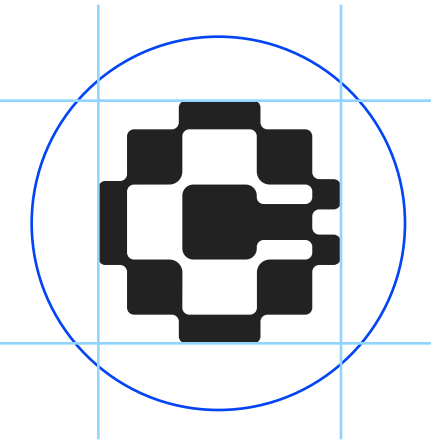
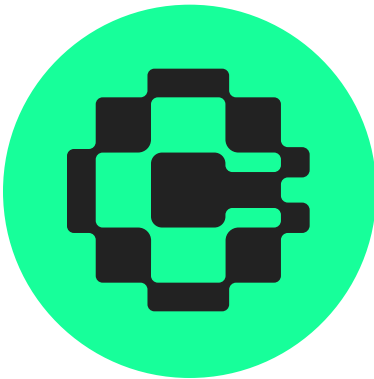
Digital Shorthand

When creating a digital avatar or app icon, align the symbol to the 4/6 of the icon shape's height. Use 1/6 of the icon shape's height as clearspace around the symbol.

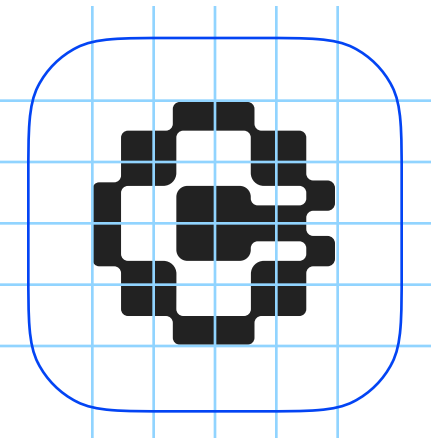
Always centre the symbol inside the container used.



SQUARE AVATAR

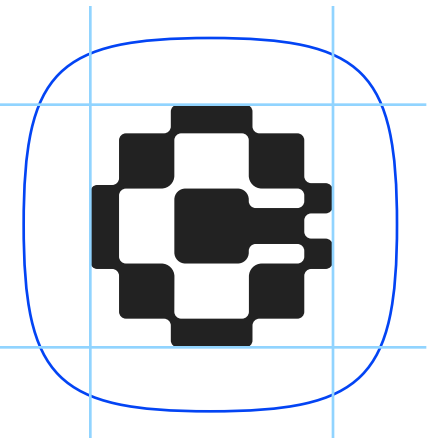


ROUND AVATAR



2/6 HIGHT
2/6 WIDTH
CLEAR SPACE

IOS APP ICON



4/6 X

ANDROID APP ICON

Color



Deep Charcoal

#232323
R35
G35
B35

C 76
M 65
Y 66
K 90

Pantone 419 C

White

#FFFFFF
R255
G255
B255

C 0
M 0
Y 0
K 0

Highlighter Green

#18FF9B
R24
G255
B155

C64
M 0
Y 71
K 0

Pantone 7479 C

Primary Colors

Used for maximum brand recognition, core messaging, advertisement.

<div>Deep Charcoal</div> <div>#232323</div> <div>R35</div> <div>G35</div> <div>B35</div> <div>C 76</div> <div>M 65</div> <div>Y 66</div> <div>K 90</div> <div>Pantone 419 C</div>		<div>Highlighter Green</div> <div>#18FF9B</div> <div>R24</div> <div>G255</div> <div>B155</div> <div>C64</div> <div>M 0</div> <div>Y 71</div> <div>K 0</div> <div>Pantone 7479 C</div>		<div>Magenta</div> <div>#FF3CE5</div> <div>R255</div> <div>G60</div> <div>B229</div> <div>C 11</div> <div>M70</div> <div>Y 0</div> <div>K 0</div> <div>Pantone 238 C</div>	
<div>White</div> <div>#FFFFFF</div> <div>R255</div> <div>G255</div> <div>B255</div> <div>C 0</div> <div>M 0</div> <div>Y 0</div> <div>K 0</div>		<div>Cobalt Blue</div> <div>#0445F5</div> <div>R4</div> <div>G69</div> <div>B245</div> <div>C 93</div> <div>M 66</div> <div>Y 0</div> <div>K 0</div> <div>Pantone 2132 C</div>		<div>Deep Blue</div> <div>#1B2859</div> <div>R27</div> <div>G40</div> <div>B89</div> <div>C 100</div> <div>M 71</div> <div>Y 0</div> <div>K 51</div> <div>Pantone 534 C</div>	
				<div>Burnt Red</div> <div>#FF2600</div> <div>R255</div> <div>G38</div> <div>B0</div> <div>C 0</div> <div>M 86</div> <div>Y 100</div> <div>K 0</div> <div>Pantone 2028 C</div>	
				<div>Maroon</div> <div>#790000</div> <div>R121</div> <div>G0</div> <div>B0</div> <div>C 2</div> <div>M 97</div> <div>Y 72</div> <div>K 52</div> <div>Pantone 1815 C</div>	

Deep Charcoal

#232323
R35
G35
B35

C 76
M 65
Y 66
K 90

Pantone 419 C

Cobalt Blue

#0445F5
R4
G69
B245

C 93
M 66
Y 0
K 0

Pantone 2132 C

Deep Blue

#1B2859
R27
G40
B89

C 100
M 71
Y 0
K 51

Pantone 534 C

White

#FFFFFF
R255
G255
B255

C 0
M 0
Y 0
K 0

Secondary Colors

Used throughout website to support primary color palette, in advertising, and other external facing communications.



White

#FFFFFF

R255

G255

B255

C 0

M 0

Y 0

K 0

Magenta

#FF3CE5

R255

G60

B229

C 11

M70

Y 0

K 0

Pantone 238 C

Royalty

#4E0344

R78

G3

B68

C 27

M 100

Y 0

K 57

Pantone 2357 C

Burnt Red

#FF2600

R255

G38

B0

C 0

M 86

Y 100

K 0

Pantone 2028 C

Maroon

#790000

R121

G0

B0

C 2

M 97

Y 72

K 52

Pantone 1815 C

Tertiary Colors

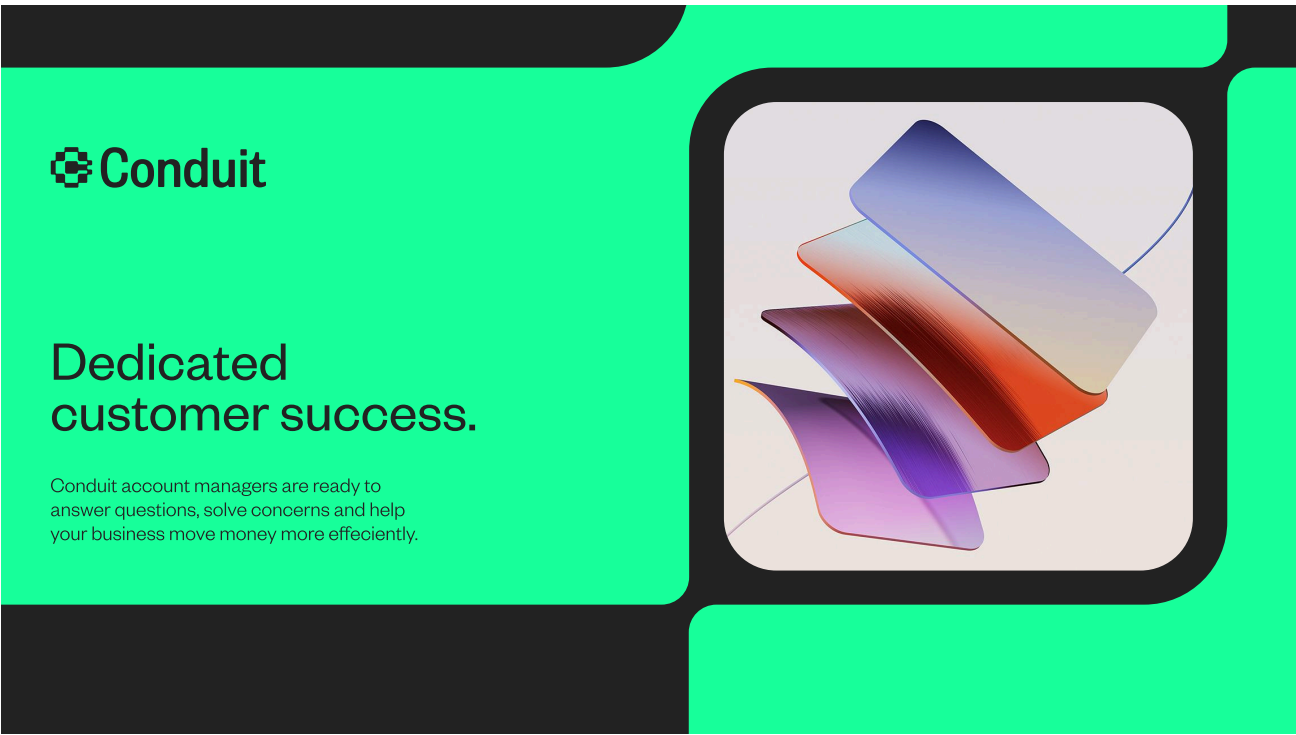
Used in advertisements and website areas with more personality, such as blog and about us.

Color Hierarchy

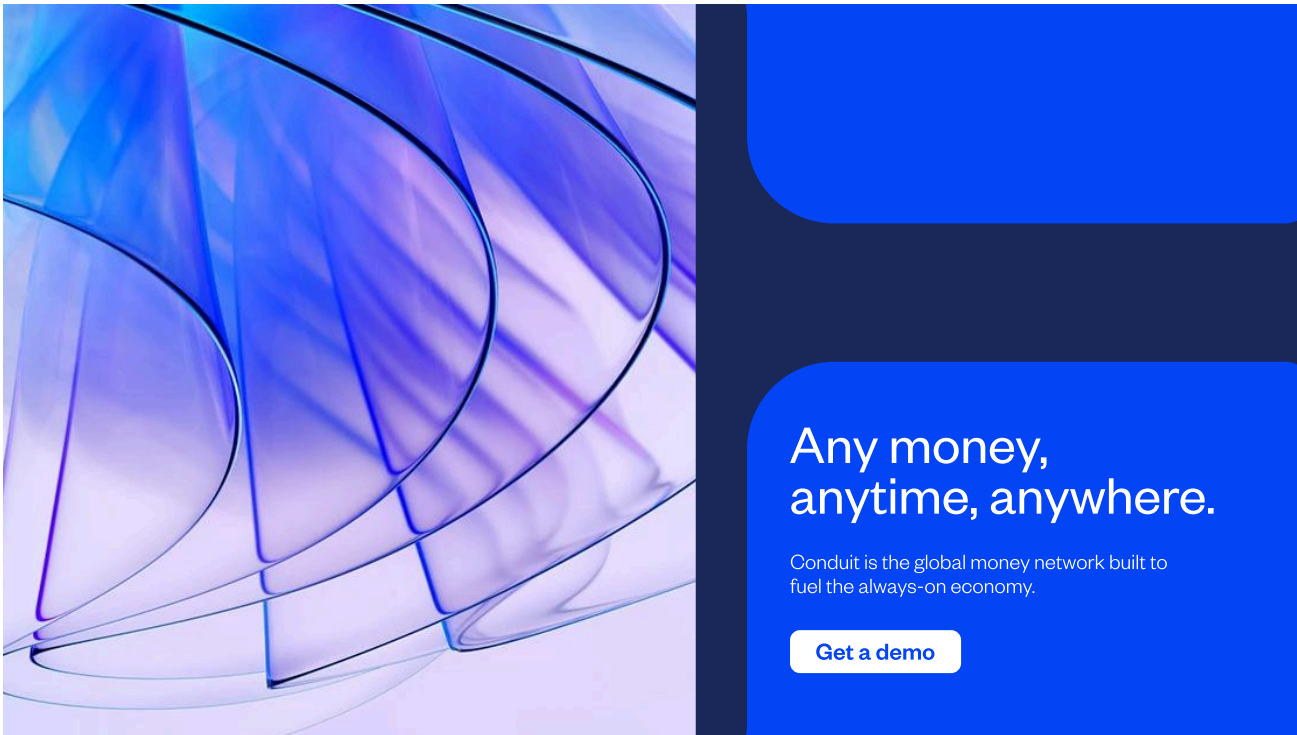
- Conduit’s brand uses a total of three color palettes:
- Primary Color — Highlighter Green, White and Deep Charcoal
 - Secondary Color — Deep Blue, Electric Blue and White
 - Tertiary Color — Magenta, Royalty, Maroon and Burnt Red

Whenever using the color palettes, it is important to always keep the palette consistent, and avoid combining palettes in communications. Palettes can work side by side, but there always needs to be a clear distinction between palettes.

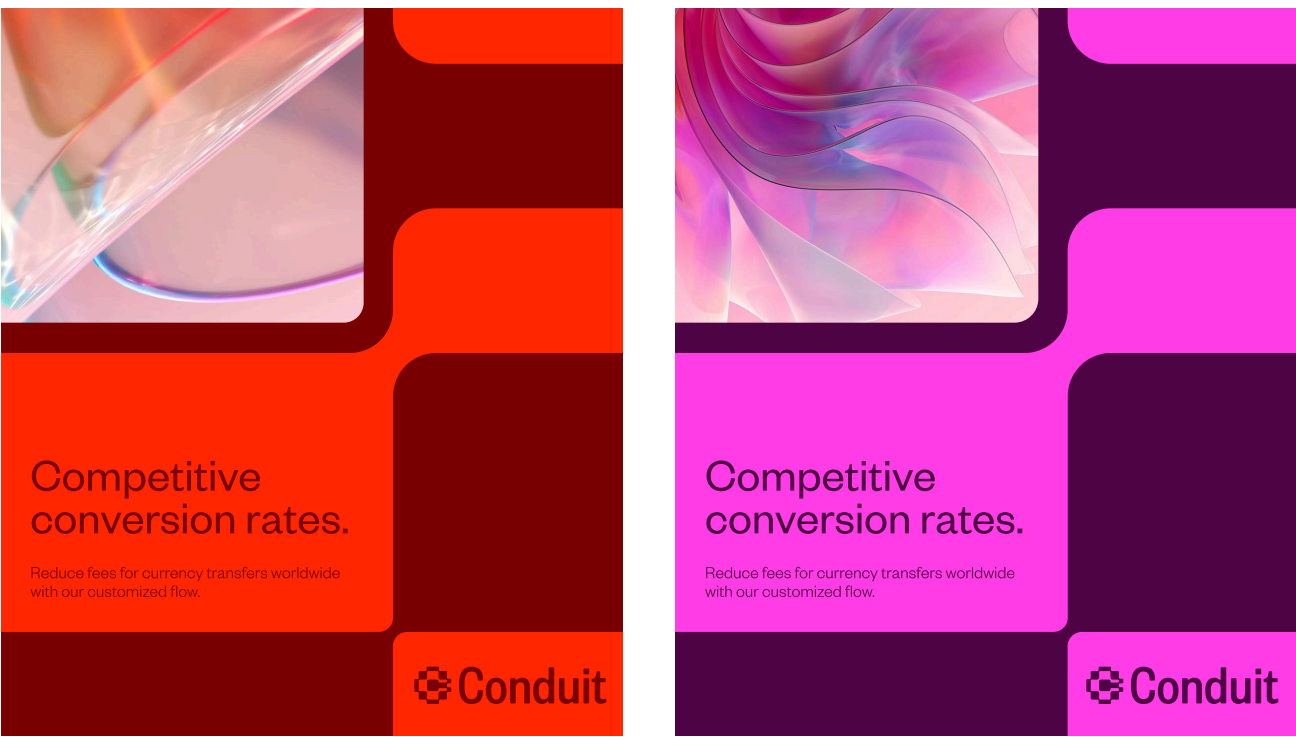
Follow these color rules closely to insure consistency.



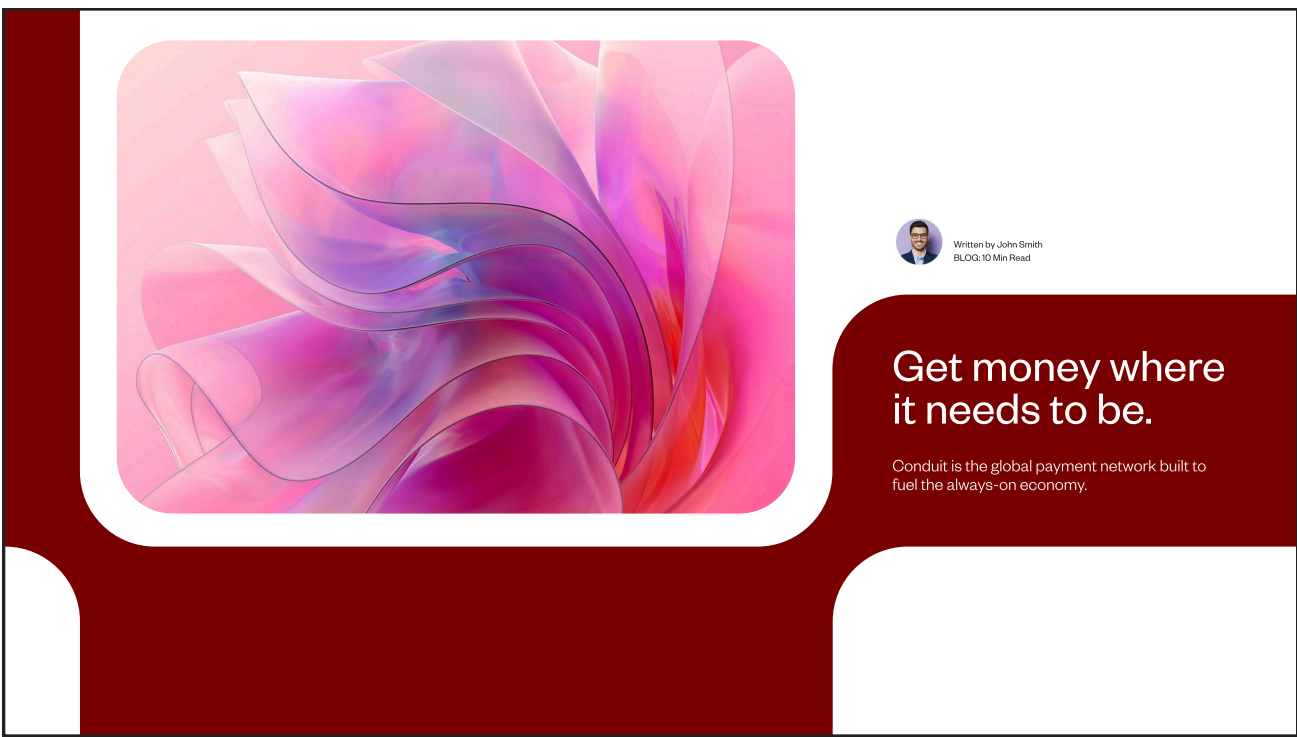
Highlighter Green and Deep Charcoal used for Primary Color combination.



White, Cobalt Blue and Deep Blue used for Secondary Color Combination. Text must always be set in White.



Burnt Red and Maroon combination OR Magenta and Royalty Combination for Tertiary Color pairings.



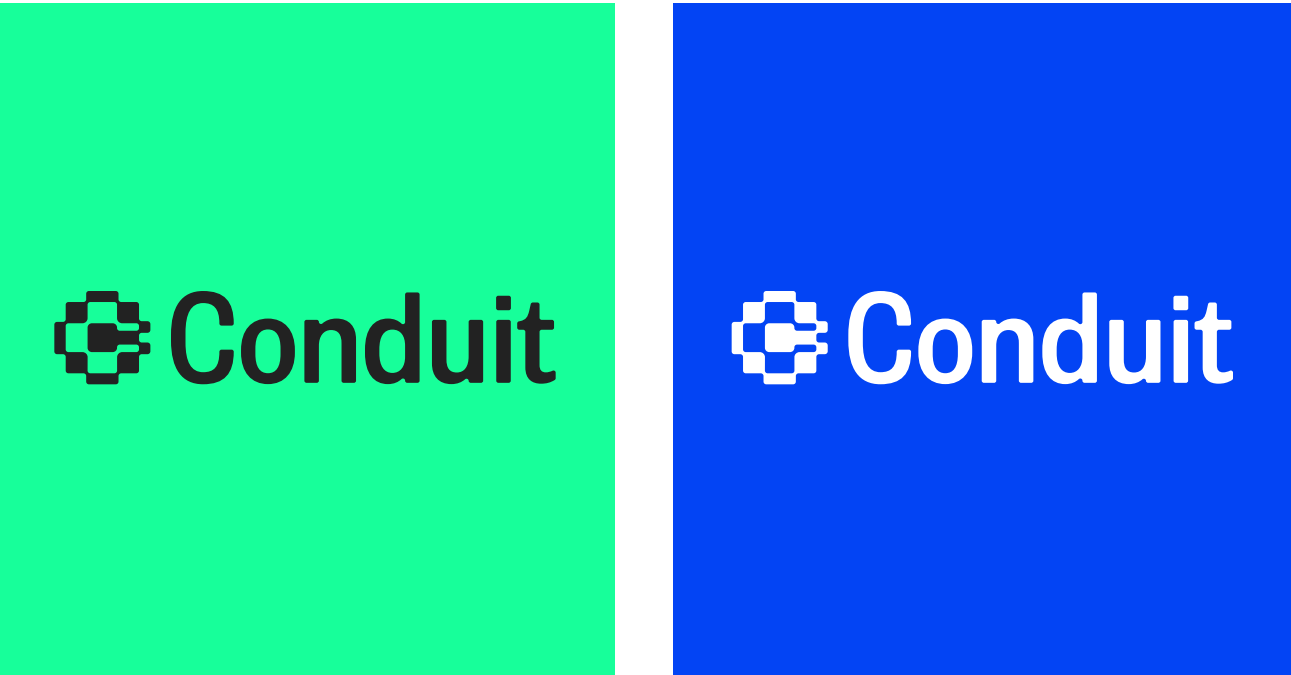
Tertiary Color pairings of White backgrounds and the darker shades of all the palette such as, Deep Charcoal, Deep Blue, Maroon and Royalty.

Color Usage: Identity

Always ensure high contrast between the logo and the background it is set on.

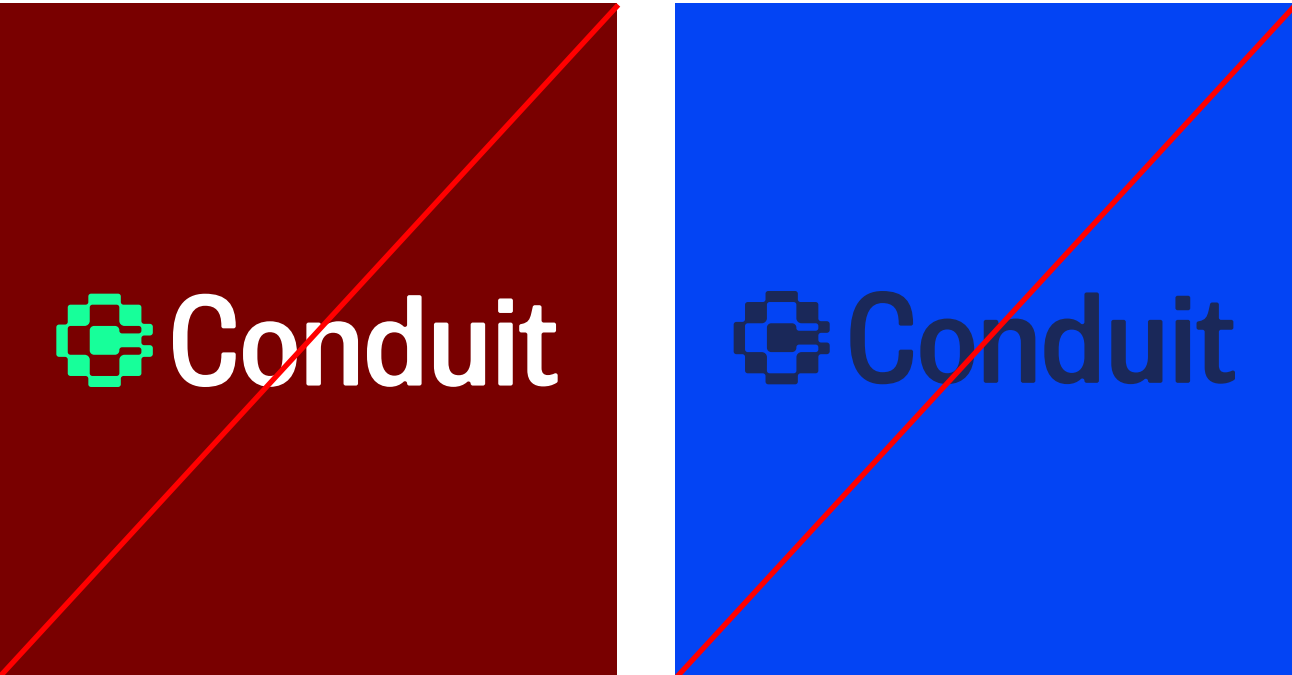


✓ CORRECT



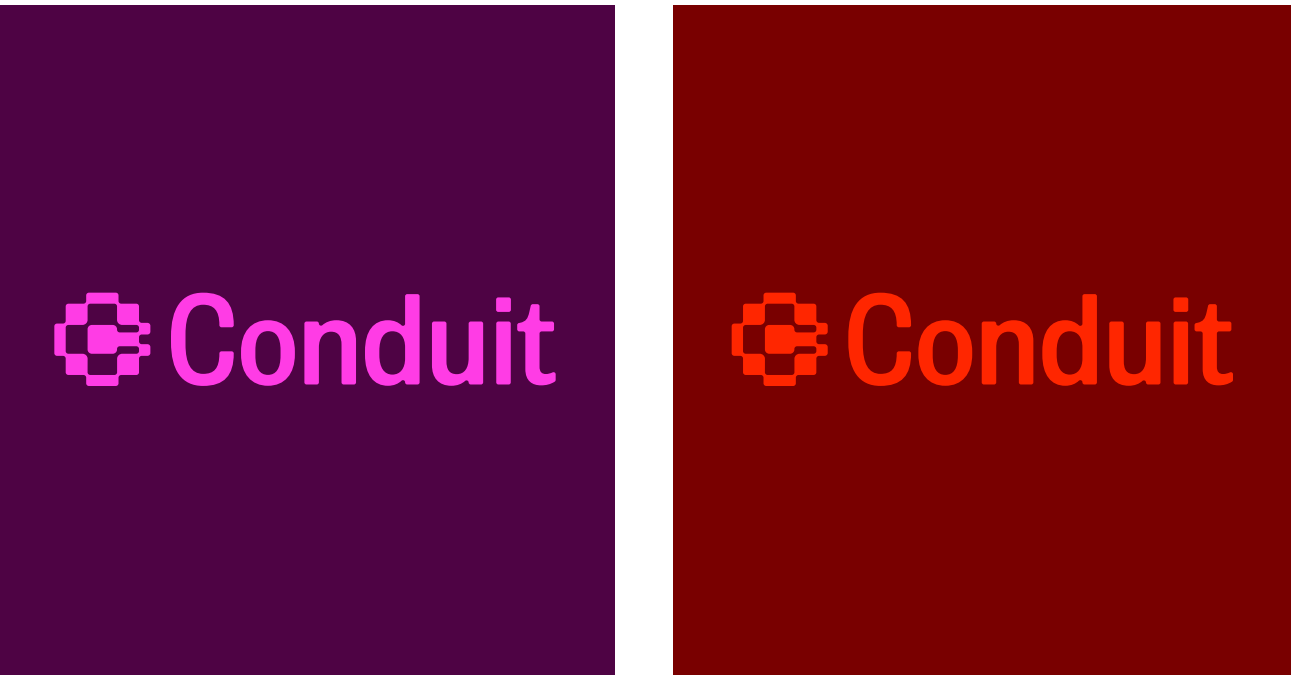
The logo set Primary or Secondary Color combinations.

✗ INCORRECT



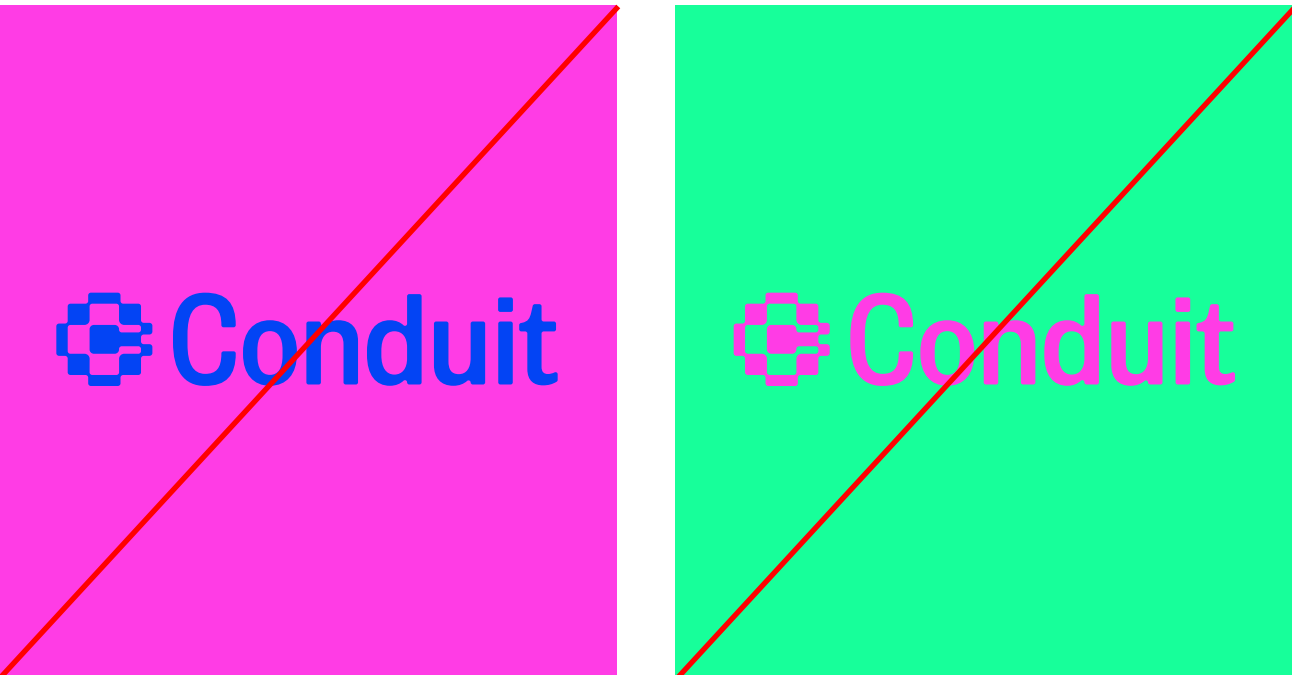
Reserve the two color lock up (in Highlighter Green and White) to be set on Deep Charcoal only. Logos on Secondary Color palette should only be in White, or Cobalt and Deep Blue when on White background.

✓ CORRECT



The logo set Tertiary or Secondary Color combinations.

✗ INCORRECT



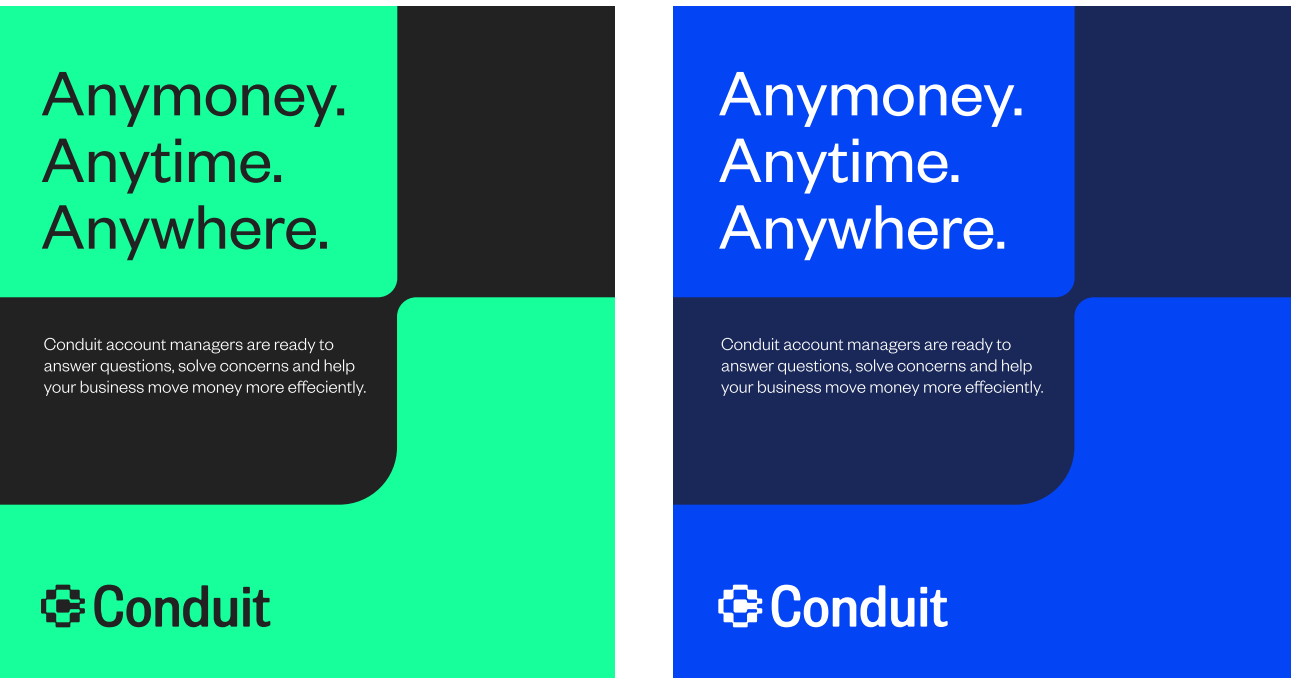
Do not mix color hierarchy. Always follow the rules for setting logos in their respective color palettes.

Color Usage: Type & Layout

Always ensure high contrast between all graphic elements. When using the Secondary palette, ensure White is the only color used for the logo and type.

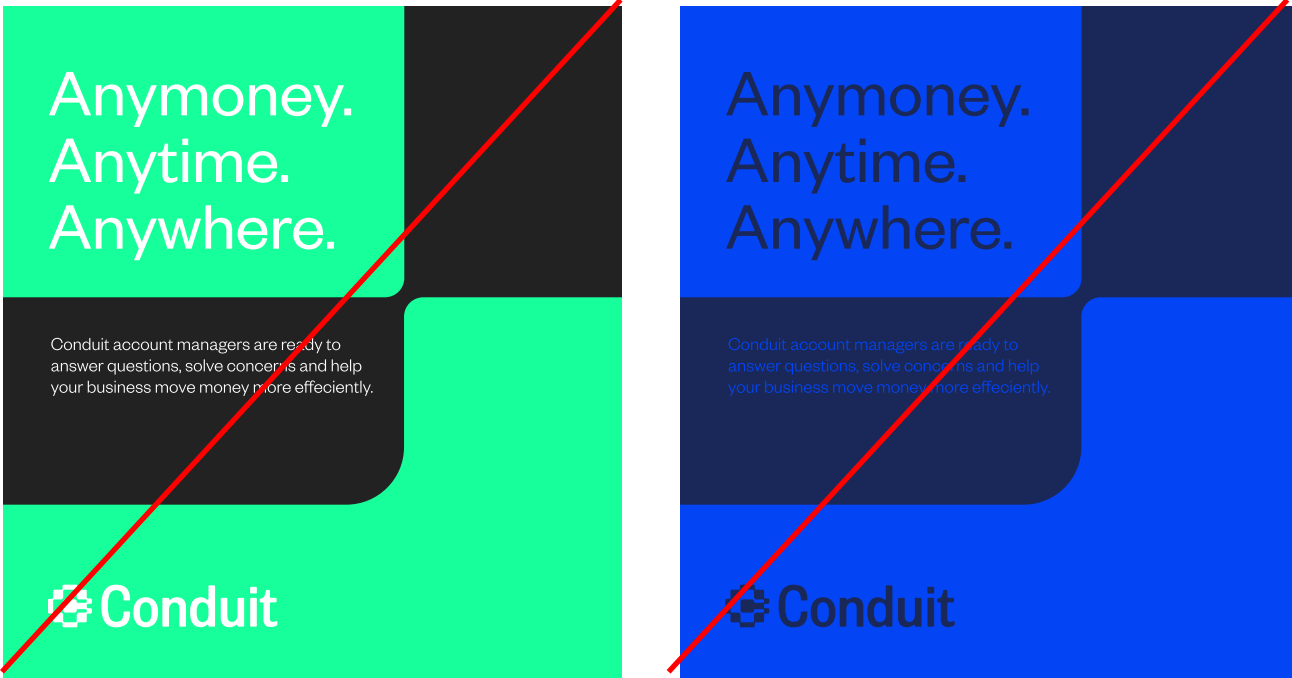


✓ CORRECT



Set graphic elements in the layout in their respective Primary or Secondary Color combinations.

✗ INCORRECT



Ensure high contrast within the color palette. Always set text and logo elements on the Secondary Palette in White.

✓ CORRECT



Set graphic elements in the layout in the tertiary color combinations.

✗ INCORRECT



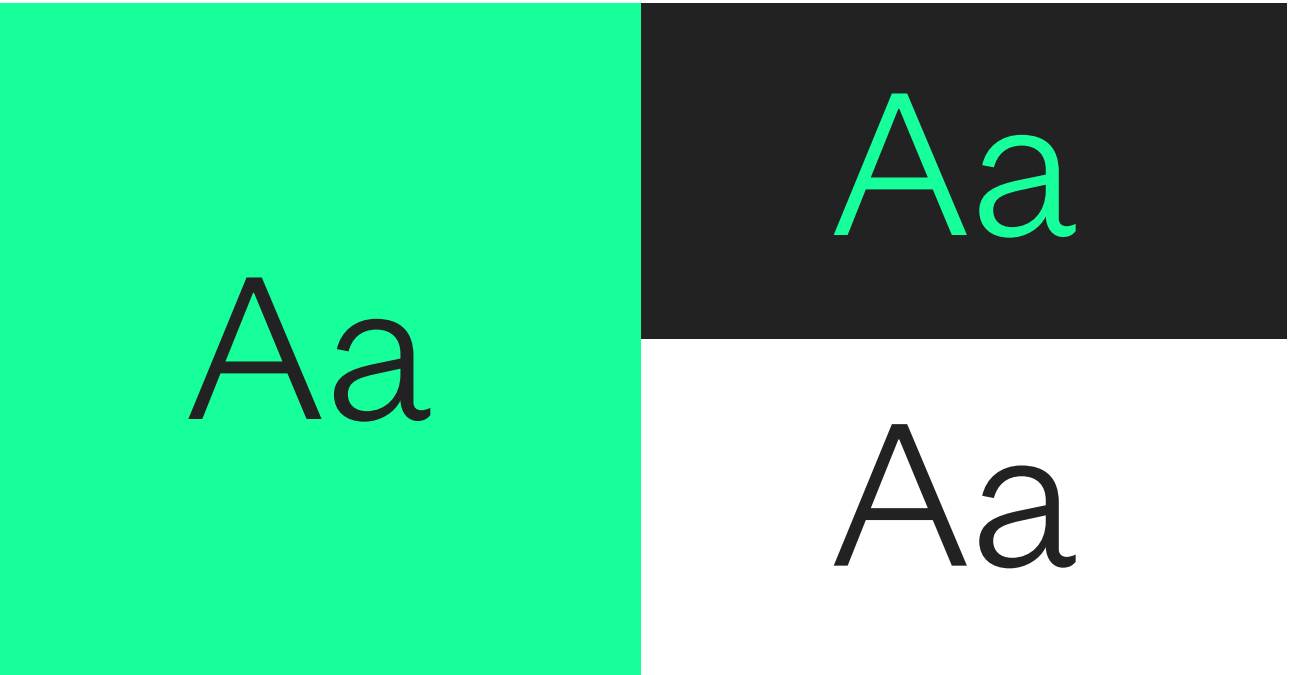
Do not mix color palettes.

Color Usage: Typography

When it comes to typesetting, aim for simplicity and sufficient contrast. Examples shown on this page demonstrate do's and dont's for choosing type color.



✓ CORRECT



Use Deep Charcoal and Highlighter Green together for layouts, or Deep Charcoal on White..

✓ CORRECT



Use White text on both Deep and Electric Blue in the Secondary. Or use both Deep and Electric Blue when set on White.

✓ CORRECT



Used Royalty and Magenta together for layouts, or Royalty on White.

✓ CORRECT



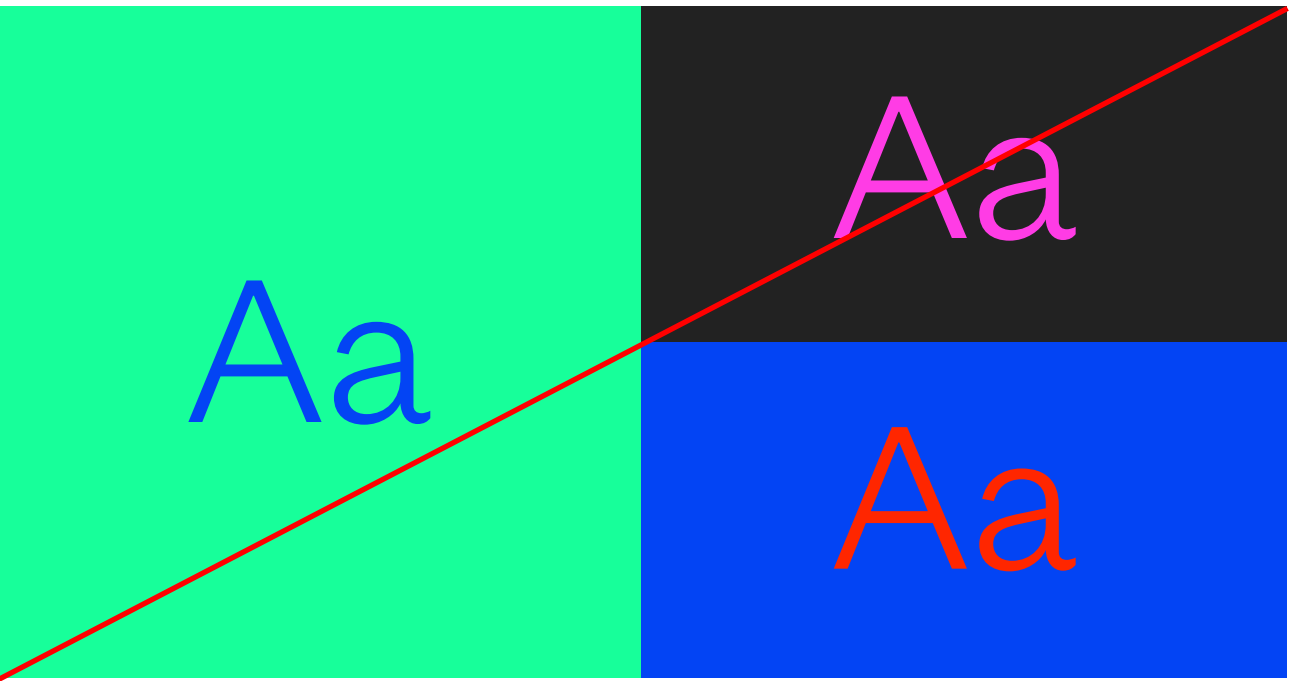
Used Maroon and Burnt Red together for layouts, or Maroon on White.

General Color Don'ts

Here you will find some examples of color combinations to avoid.

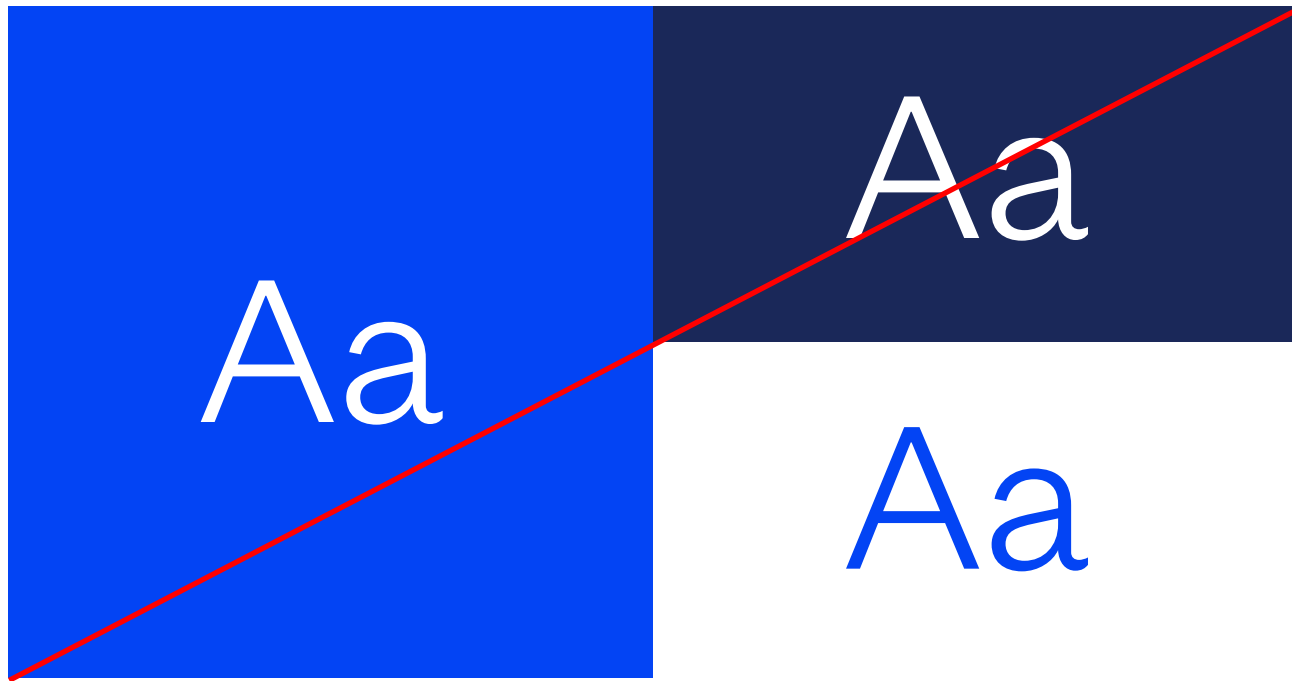


 INCORRECT



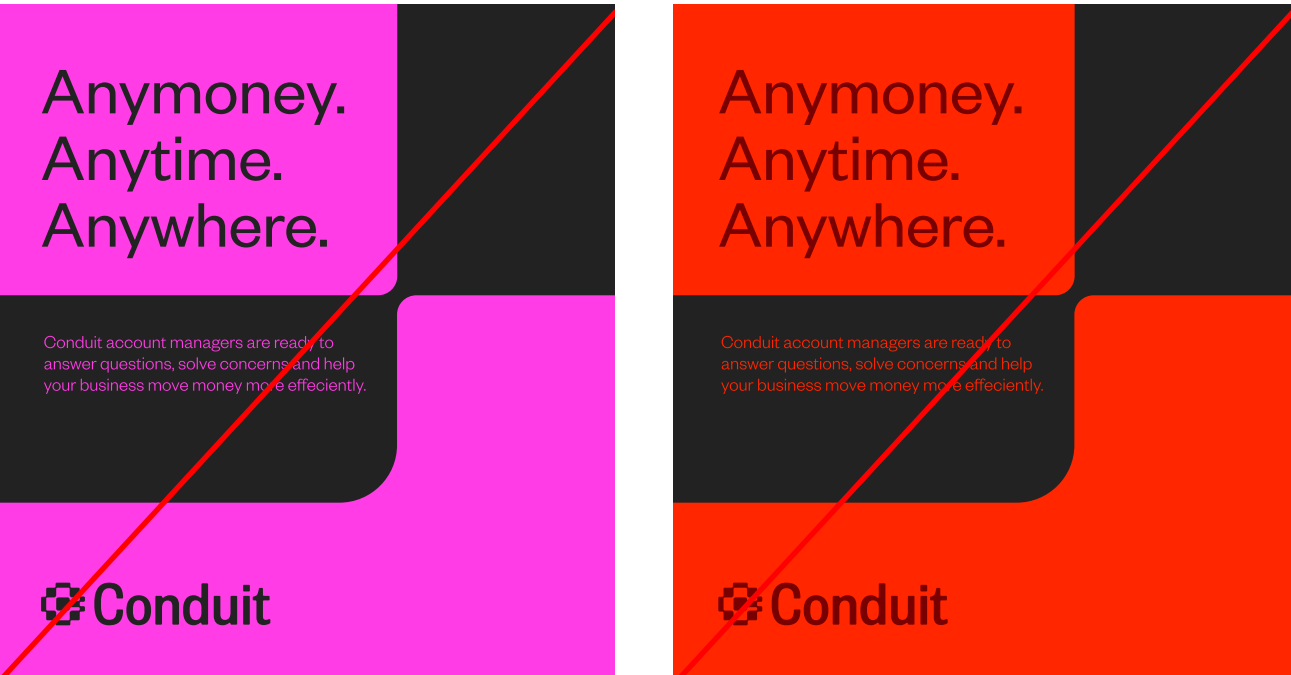
Do not mix colors outside of their respective hierarchy and palette.

 INCORRECT



When using the Secondary Color Palette, ensure text and logos are always set in white on darker colours. Text and color can be set in both Deep Blue and Electric Blue on White.

 INCORRECT



Avoid mixing Deep Charcoal in the Tertiary color palette

 INCORRECT



Do not create gradients or additional colors outside of brand's palettes.

Typography



Type Hierarchy

HEADLINE H1
FOUNDERS GROTESK — REGULAR
TR OPT, SENTENCE CASE

Anymoney,
anytime, anywhere.

BODY
FOUNDERS GROTESK — LIGHT
TR OPT, SENTENCE CASE

Conduit account managers are ready to answer questions, solve concerns and help your business move money more effeciently.

CTA/ BUTTON
FOUNDERS GROTESK — MEDIUM
TR OPT, SENTENCE CASE

Early Access

CAPTION / CALL OUT
FOUNDERS GROTESK — MEDIUM
TR OPT, ALL CAPS

TERMS & CONDITIONS OF SERVICE

FOOTNOTE
FOUNDERS GROTESK — LIGHT
TR OPT, SENTENCE CASE

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Type Usage

Always follow hierarchy rules when choosing type style. Alternating font weights and hierarchy may result in difficulty understanding information.

[Download Founders Grotesk](#)



✓ CORRECT

Anymoney,
anytime, anywhere.

Conduit account managers are ready to answer questions, solve concerns and help your business move money more effeciently.

Early Access

✗ INCORRECT

ANY MONEY,
ANYTIME, ANYWHERE.

Conduit account managers are ready to answer questions, solve concerns and help your business move money more effeciently.

Early Access

Special Use Fonts

When our brand font is not available on programs such as Google Slides, you may substitute with the fonts outlined on this page.

Work Sans Regular should replace Founders Grotesk Regular for headlines.
Work Sans Light should replace Founders Grotesk Light for body copy.
Work Sans Medium should replace Founders Grotesk Medium for captions.

Please try to keep this use for internal documents only. We should use the Neue Founders Grotesk brand font wherever possible to maintain brand recognition.

[Download Work Sans font](#)



HEADLINES

FOUNDERS GROTESK — REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

WORK SANS REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BODY

FOUNDERS GROTESK — LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

WORK SANS LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

CAPTIONS

FOUNDERS GROTESK — MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

WORK SANS MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

