



# CAPITA

FINANCIAL NETWORK



# BRAND GUIDELINES



01

**DESIGN LANGUAGE**



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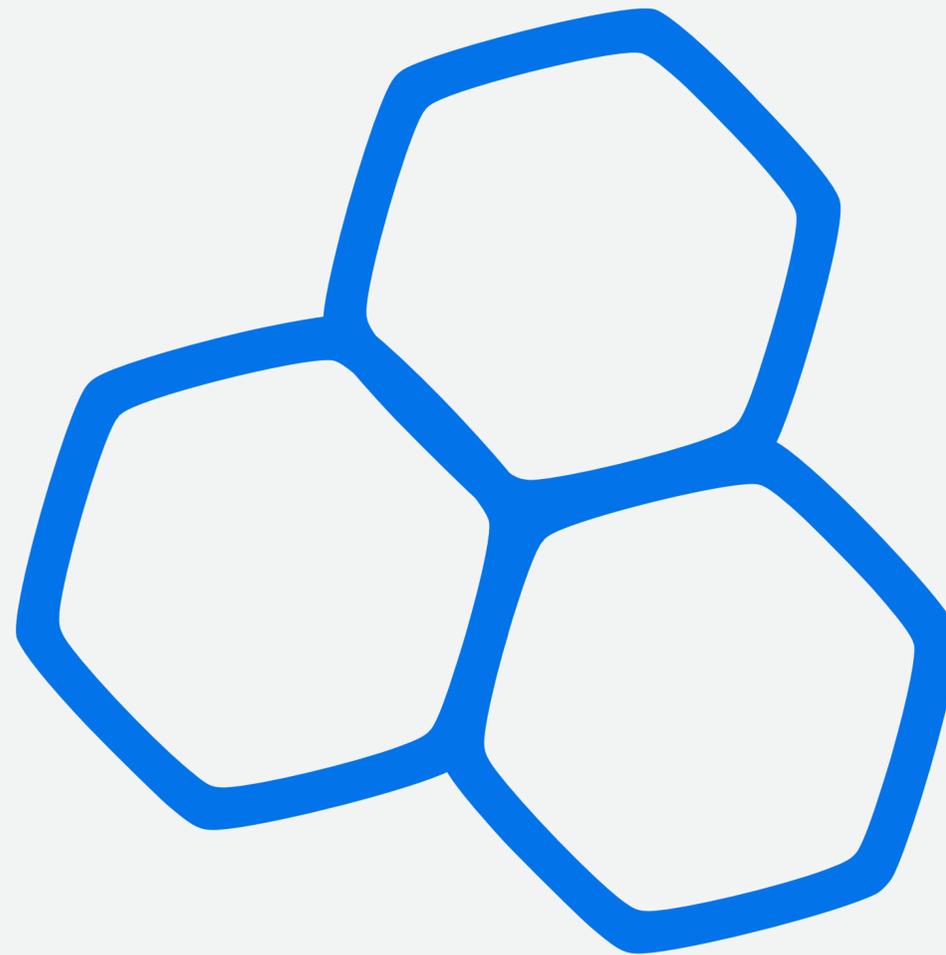


**MAKE IT  
SIMPLE.**



**MAKE IT  
OBTAINABLE.**





# CLEAR SPACE

Maintaining proper clear space around the mark is important. The clear space for all versions of our mark is defined by the height of the C in the brand mark.





## PRIMARY MARK

The primary mark is used when showcasing the brand in its entirety. If space allows it we want the primary mark to be used in most instances.



## SECONDARY MARK

The secondary mark would be used in the instance of a smaller spacial arrangement. The legibility of "Financial Network" can only withstand specific sizing constraints.



## BRAND SYMBOL

The tertiary mark can be used in any place where space is limited, or where other versions of the mark do not fit quite right.



## NEGATIVE MARK

This version of the mark is used when the background is darker than the primary colors of the mark or gets lost due to color clash.



## SQUARE MARK

This mark is to be used in scenarios where the representation of the brand better suites a square format.



## PRIMARY TYPEFACE

# GOTHAM

Gotham is a geometric sans-serif typeface family designed by American type designer Tobias Frere-Jones with Jesse Ragan and released from 2000. Gotham's letterforms were inspired by examples of architectural signage of the mid-twentieth century. Developed for professional use, Gotham is an extremely large family, featuring four widths, eight weights, and separate designs for screen display and a rounded version.

Aa

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				



## SECONDARY TYPEFACE

# AVENIR

The word avenir is French for "future". As the name suggests, the family takes inspiration from the geometric style of sans-serif typeface developed in the 1920s that took the circle as a basis. Frutiger intended Avenir to be a more organic interpretation of the geometric style, more even in colour and suitable for extended text.

Aa

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



# TYPESCALE - 1.414 AUGMENTED FOURTH

A modular type scale is a series of type sizes that relate to each other because they increase by the same ratio. You start with a base font size and multiply it by the selected ratio. This creates a harmony in your typefaces scaling a hierarchy.



## HEADER 1

Gotham Bold - 80pt

## HEADER 2

Gotham Bold - 56pt

### Header 3

Avenir Heavy - 40pt

Strategize how to invest your money so you can reach your long term goals either on your own or with our help.

Avenir Book - 20pt

Comprised of a team of specialists in investment management, income planning, estate planning, social security, tax planning, Medicare, insurance, and other retirement-related needs, Capita Financial Network is your full-service resource to create an all-inclusive strategy – Specifically designed for you and your retirement goals.

Avenir Book - 14pt

# COLOR PALETTE

A modular type scale is a series of type sizes that relate to each other because they increase by the same ratio. You start with a base font size and multiply it by the selected ratio. This creates a harmony in your typefaces scaling a hierarchy.



10

## SKY BLUE

PMS 2726 C  
C80, M55, Y0, K0  
R2, G115, B234  
HEX 0273EA

## DEEP BLUE

PMS 286 C  
C100, M89, Y0, K0  
R2, G56, B167  
HEX 0238A7

## SMOKE

PMS 7541 C  
C4, M2, Y2, K0  
R243, G245, B245  
HEX F3F5F5

## SUN

PMS P 4-14 C  
C07, M14, Y77, K0  
R240, G210 B91  
HEX f0d25b

## BLOOD ORANGE

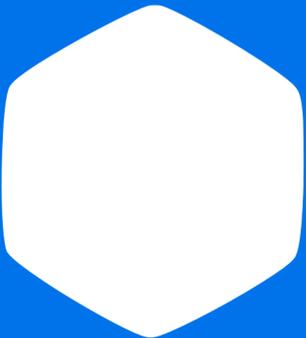
PMS P 40-8 C  
C9, M88, Y100, K2  
R217, G65, B10  
HEX d9410a

## ORANGE

PMS P 20-8 C  
C0, M0, Y50, K100  
R255, G148, B0  
HEX ff9400

# GRAPHICAL ELEMENTS

These graphical elements can be used to heighten the brands cohesiveness while also greatly improving the aesthetic. Use these elements accordingly, yet sparingly, on Capita communications.





# PHOTOGRAPHY & VIDEOGRAPHY

Photography plays a major role in a brand's perception.

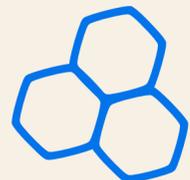
When individuals connect with Capita we want to showcase harmony and happiness in the environment due to hard work and determination. A huge part of the photo aesthetic will be the warm tones we incorporate in the post production of the imagery. This will offset the otherwise colder palette.





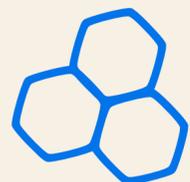
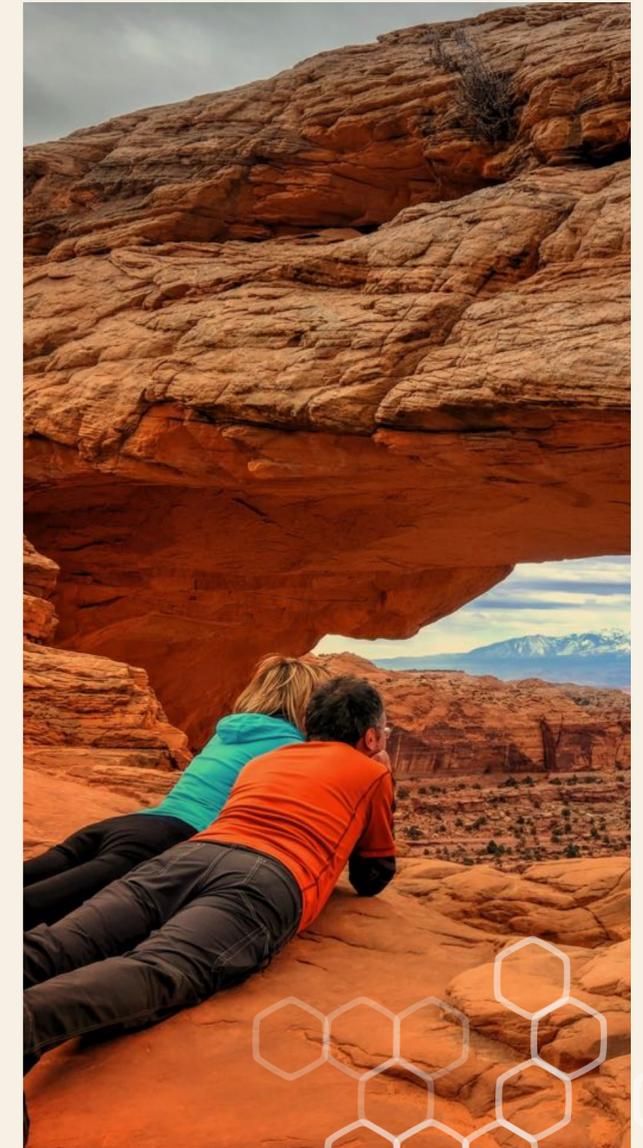
## EMOTION & DEMOGRAPHIC

The emphasis on harmony and positivity is tied through all imagery and photography, but we also need to display the correct representation of demographic we are targeting. With a focus on the retiree age group as well as the elite services age group, we are showing a wide range of diversity within our targeted demographics.



# STYLE & PLACEMENT

Everything has its time and place. The photography stylization, demographic, and activities shown are interchangeable depending on context. The three separations are shown here, each one having its place in the Capita brand. We want to show the separations in demographic and targeted audience as well as highlight the beautiful Utah backdrop and accompanying activities.





Simpler. Faster. Friendlier.



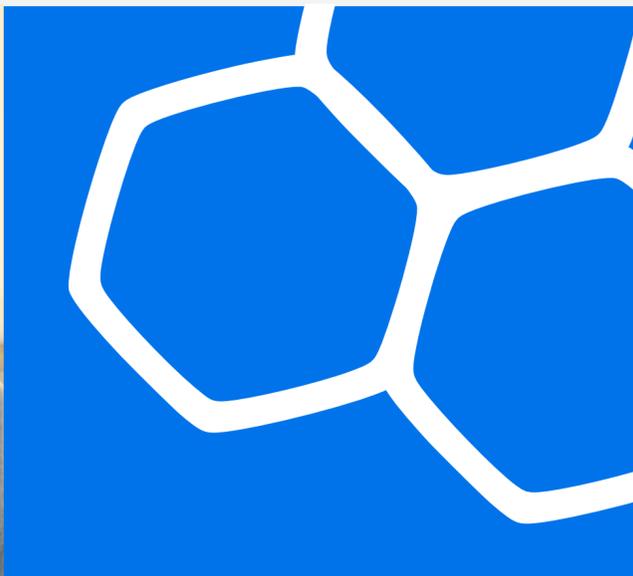
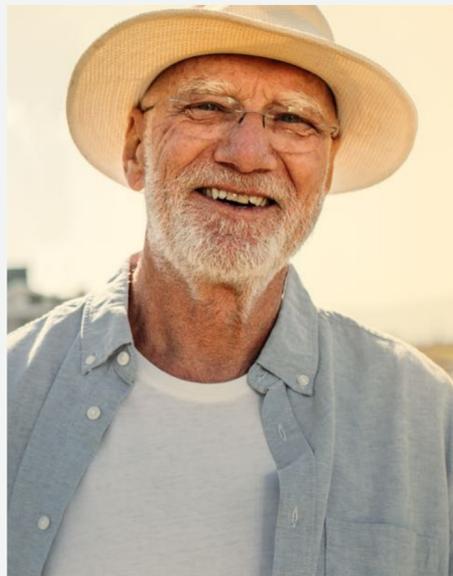
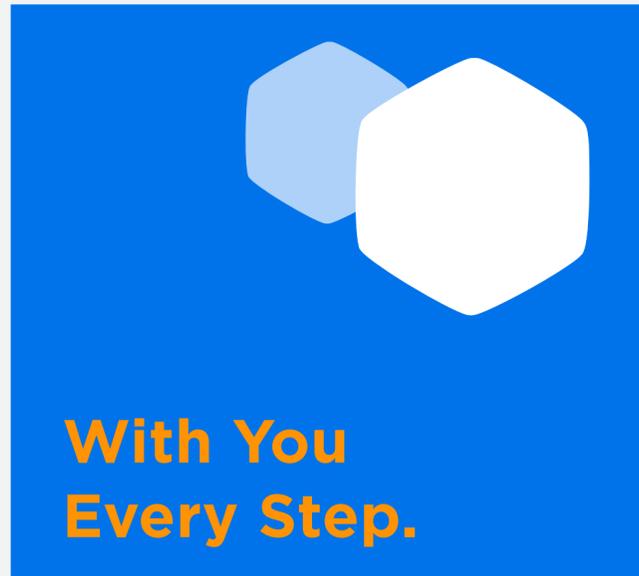


# MESSAGING ARCHITECTURE

Message architecture is a set of words or phrases that conveys your organization's messaging intent, priorities, and goals. It keeps every aspect of your business's communication aligned, and helps everyone in your organization deliver consistent messaging. While message architecture should align with brand values, it is not the same set of words for a few reasons. The message architecture conveys levels of priority with specific terms, it directly informs content decisions, and it is specific to communication.

- **Driven and Dependable**
- **Innovative Yet Methodical**
- **Welcoming and Collaborative**
- **Honest Yet Inspiring**
- **Engaging and Transparent**



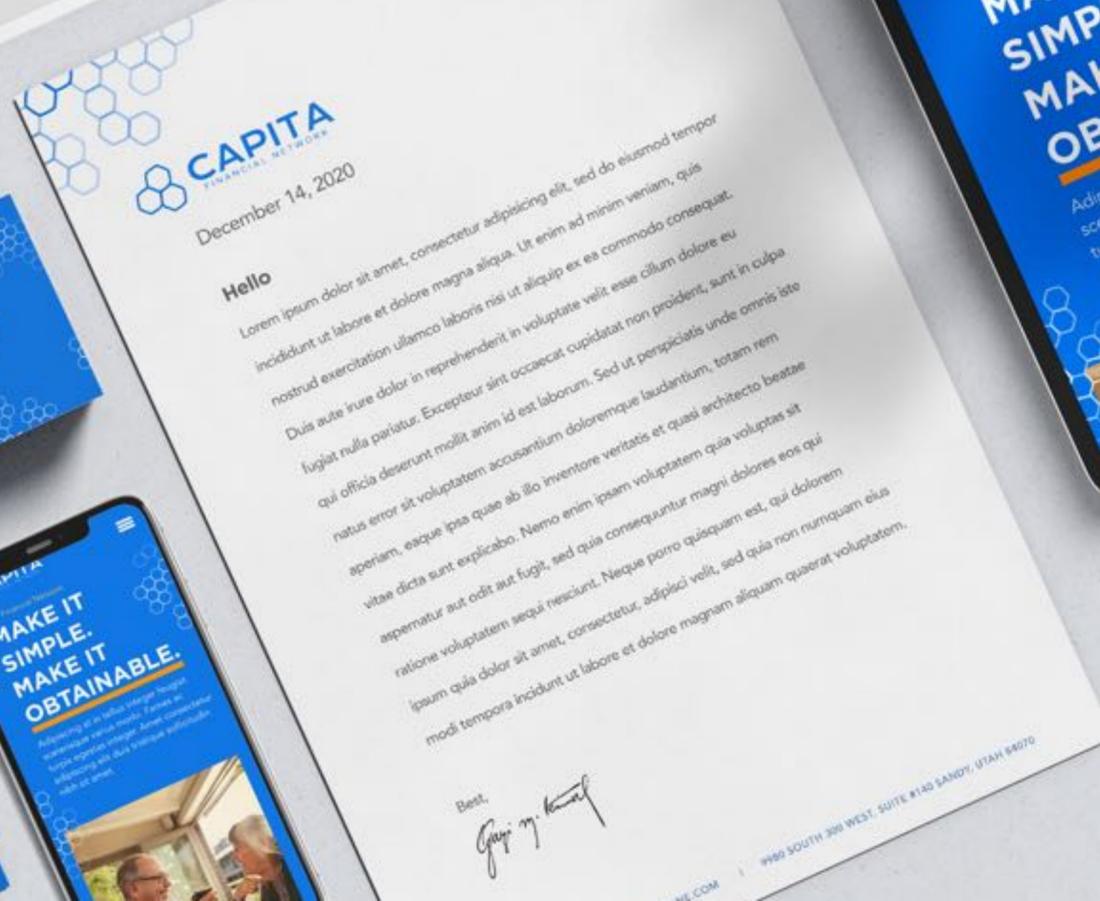
A large graphic featuring a man and a woman smiling and embracing each other. The image is framed by several large, blue, irregular hexagonal shapes that overlap and create a sense of depth. The background is a light gray color with a faint, repeating pattern of white hexagons.

**Dream It.  
Achieve It.**

Capita is here to simplify the pathway to your dream financial state.

[Learn More](#)







**A HIGHER FINANCIAL ALTITUDE.**

CapitaOnline.com





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FINANCIAL NETWORK



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MAKE IT OBTAINABLE.**

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