

Elevault - High-Yield Savings App

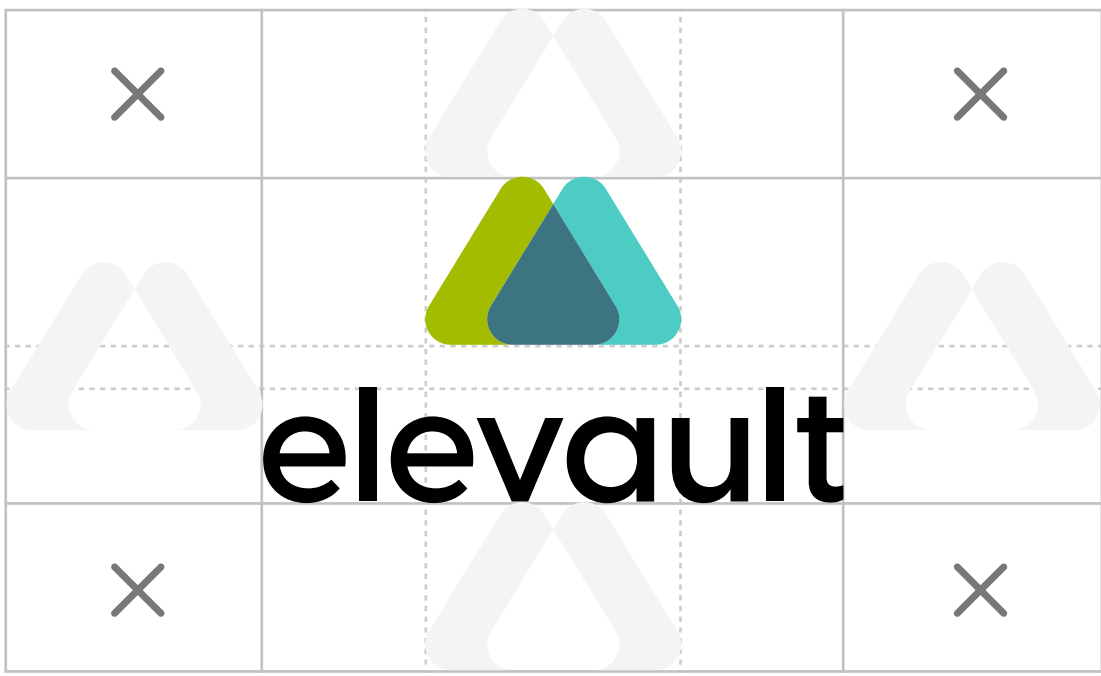
Brand Guidelines

Primary Logo



Purpose: The primary logo must remain consistent in all its applications. It's a symbol of trust, professionalism, and the brand's dedication to simplifying real estate management.

Clear Space & Proportions



Purpose: The stacked logo is for large-scale use. Avoid using at small sizes, as it can become illegible.

Primary Colours

These are the core colors that represent the brand's identity. They should dominate most visual materials and be used consistently across all major touchpoints.

Best Practices

- Maintain a balance: Use dark colors for 70% of the design, mid-tone colors for 25% and highlight colors 5%.
- Avoid overusing too much highlights colors, as it can dilute the brand's identity.
- Ensure all text and design elements have sufficient contrast for readability.

Brand Green

PANTONE 6195 C
HEX #A4BD00
RGB R164 G189 B0
CMYNK C13% M0% Y100% K100%

Brand Teal

PANTONE 3252 C
HEX #4ECCC3
RGB R78 G204 B195
CMYNK C62% M0% Y4% K20%

Brand Blue

PANTONE 2214 C
HEX #3E7482
RGB R62 G116 B130
CMYNK C52% M11% Y0% K49%

Pure Black

PANTONE BLACK 6C
HEX #000000
RGB R0 G0 B0
CMYNK C0% M0% Y0% K0%

Pure White

PANTONE -
HEX #FFFFFF
RGB R255 G255 B255
CMYNK C0% M0% Y0% K0%

Aa

Inter

VARIANTS

THIN
EXTRA LIGHT
LIGHT
REGULAR

MEDIUM
SEMI BOLD
BOLD
EXTRA BOLD

BLACK

Heading Font Family

Usage: Titles, headings, and primary visual hierarchy elements.

Purpose: Reflects the brand's bold, modern, or timeless identity.

Example Sizes:

- H1: 48px
- H2: 36px
- H3: 24px

Bb

Poppins

VARIANTS

THIN
EXTRA LIGHT
LIGHT
REGULAR

MEDIUM
SEMI BOLD
BOLD
EXTRA BOLD

BLACK

Body Text Font Family

Usage: Body text, captions, and small print.
Purpose: Supports a clean and professional look for easy reading.

Example Sizes:

- Paragraphs: 16px
- Captions: 12px

Integrated Design System

Purpose: To establish a unified design language that combines individual branding elements like icons, patterns, and components into a harmonious visual system. This ensures a consistent brand presence across all applications.

Usage:

- Integrate icons and patterns in digital materials.
- Use components dynamically while adhering to the brand's primary color palette.
- Maintain proportion and alignment rules to ensure balance.

