



BRAND GUIDELINES



Newman Capital brand guidelines demonstrate the key brand elements and simple instructions on how to use them.

It's important these guidelines are followed correctly in order to maintain brand recognition and consistency.

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INTRODUCTION

Inspired by the renowned race car driver and entrepreneur, Newman Capital strives to capitalize on the rise of the latest technologies and founders who can make disruptive changes.

NEWMAN CAPITAL TEAM
enquiry@newmancapital.com

PRIMARY LOGO

The horizontal logo is the primary logo and should be used in most instances.

Minimum Reduction

To maintain full legibility never reproduce the logo at widths smaller than 50mm (for print) or 100 pixels (for digital).



50mm Print



100px Digital

STACKED LOGO

The stacked version of the logo is provided as an alternative to the primary logo.

Minimum Reduction

To maintain full legibility never reproduce the logo at widths smaller than 30mm (for print) or 60 pixels (for digital).



30mm Print



60px
Digital

LOGOMARK

The blue logomark should be used. Where this isn't possible, or on dark backgrounds the mono white logomark should be used.



CLEARSPACE

Our logo should always have space to breathe.
We call the space around our logo the grey zone.
Please don't put stuff in it.



COLOR USAGE

To ensure the clear presentation of the logo, it should be used strictly according to the guideline on the right.



INCORRECT USAGE

These are some common incorrect usages we should try to avoid.

1. Do not use coloured logo on blue, grey or dark coloured backgrounds
2. Do not use coloured logo on blue coloured backgrounds
3. Do not use black logo on dark coloured backgrounds
4. Do not use white logo on light backgrounds

1



2



3



4



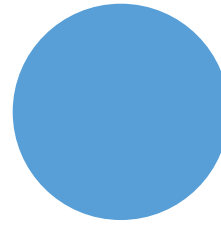
COLOR PALLETTE

The primart colors are key identifiers of our brand. They are composed of light blue, deep blue, dark grey and light grey.

Logomark Gradient

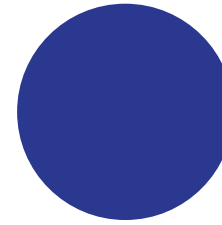
Out logomark gradient should always be composed at a -57° angle from light blue to deep blue, left to right, bottom to top.

Light Blue



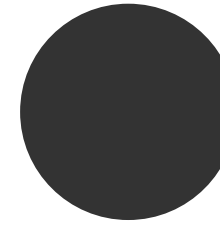
HEX #579FD6
RGB 87 159 214
CMYK 63 25 0 0

Deep Blue



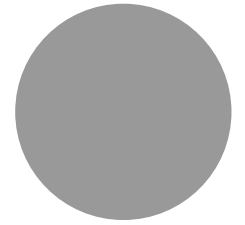
HEX #2B388F
RGB 43 56 143
CMYK 100 93 7 0

Dark Grey



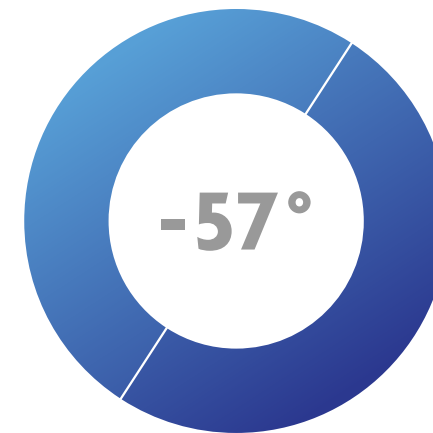
HEX #333333
RGB 51 51 51
CMYK 69 63 62 58

Light Grey



HEX #999999
RGB 153 153 153 62
CMYK 43 35 35 0

Logomark Gradient



Light Blue

Deep Blue

TYPOGRAPHY

Agenda Regular is the brand typeface.

Agenda Regular is the same font the logo was created from. This connection strengthens brand recognition.

AGENDA FONT FAMILY

Agenda Thin

Agenda Light

Agenda Regular

Agenda Medium

Agenda Semibold

Agenda Bold

Agenda Black

Aa

Agenda Regular

A B C D E F G H I J K L M

N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m

n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ &



If you have any question please contact:
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