



## intro



The purpose of this document is to extend the existing Brand Book to help establish clearer guidelines around more detailed brand manifestations such as logotype usage, typography rules, iconography & more.

It will go in depth on usage rules, but also general design guidelines to help keep things consistent and on-brand.

Nevertheless, guidelines are exactly just that, guidelines. They are not immutable. If certain design explorations break the rules but end up being better then opt for the more favourable result.

Over time the brand will evolve together with Capchase towards even better designs and more sensible rules.



| guidelines · [capchase/mission](#)



Capchase is a growth partner for ambitious, fast-growing SaaS companies. We exist to help founders and CFOs grow their businesses faster: through non-dilutive capital, market insights and community support.



We offer non-dilutive, dynamic growth capital in tailored plans aligned to the company's goals; advise our customers how to generate the highest return on that capital with insights from millions of SaaS data points on our platform; and welcome them to a community where we will support them throughout their growth journey.

We are

supportive

We are

authoritative

We are

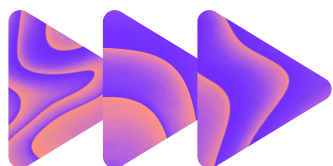
transparent

We are

humble

We are

[Capchase](#)



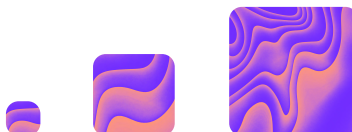
The **Swirls** represent flow, progression & movement. In finance the term “liquidity” is closely synonymous with the idea the Swirls represent.



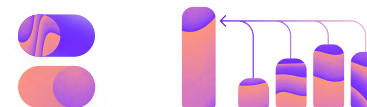
Capchase Swirls are computer generated images from a 3D software that are recoloured to capchases brand palette.



They almost always live inside shapes that can be found in the design system.



Since they are generated they can be made into any size, there are no scaling restrictions.

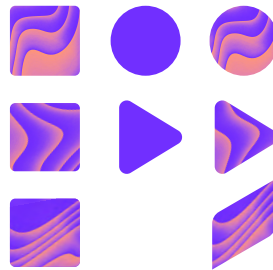


They can be used to illustrate ideas or concepts and even in explanatory UI illustrations.

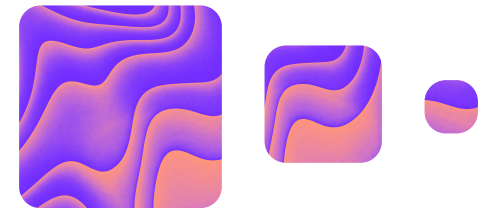




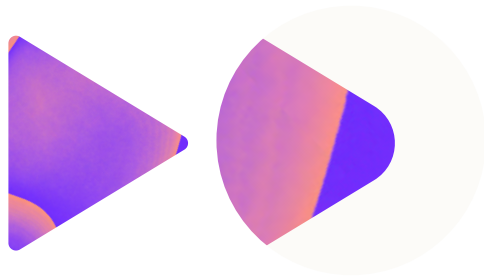
**Positioning** · Swirls are masked by shapes, and it's important to consider how they are positioned in relation to the container shape.



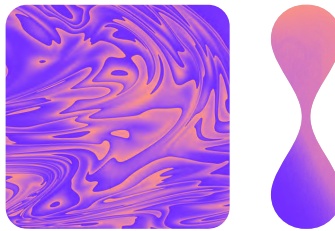
**Do** · Align the Swirls direction in relation to the masked shape, think about the general shape and how the ripples fit in.



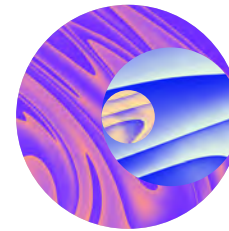
**Do** · Scale the Swirls in a way that matches the mask size. Smaller shapes should have simpler Swirls inside. Larger shapes should be able to handle more complex Swirls.



**Avoid** · Placing the Swirl in a way that clips the natural direction of the waves within.



**Avoid** · Using too complex or too simple swirls without purpose. Opt for a balanced look.



**Avoid** · Mixing too many Swirls in one space. Keep things on theme and visually clean.



# flow

Typography is arguably the most extensive part of the brand. As a result it is hard to enforce strict rules to it. Outlined in this section you'll find a few good starting points.

## fyi

Capchase uses a typeface called [ES Build](#) with a custom line-height built in so make sure to use the correct version found on Notion.

## g → 9

ES Build has an extensive set of alternate characters to make the flow of text appear more or less [Bauhaus](#). Larger headings have the Bauhaus setting turned on. While smaller body copy and leads have them turned off for better legibility.



fyi

OpenType is a font technology that allows further customization for certain font settings.

**R** weight  
**M** weight

Within the brand we currently only use **Regular** and **Medium** for font weights. Medium weights are great for smaller labels. Otherwise Regular should be used most of the time.

abcdefghijkl  
abcdefghijkl

For **H1** and **H2**s turn on/off stylistic sets for the following letters:  
Turn on for a·b·c·d·f·g·m·p·q·t·l  
Turn off for n·r·u·y



forward with  
capchase →

**Casing** · There are instances where text should be all in lowercase, such as the logo, sub-brands & slogans. Capchase itself should be capitalized when used within a copy context.

default	unavailable
macOS	unavailable
Windows	unavailable

**ES Build** unavailable · Some environments such as emails or 3rd parties can't render custom fonts. In those situations it is recommended to use the system font per OS. On Mac its SF Pro on Windows its Segoe UI.

Fallback fonts in priority order:  
**ES Build** → **Poppins** → **SF Pro** →  
**Work Sans** → **Segoe UI** → sans-serif

**H1 · 120pt**

Only used for singular numerical values such as stats. Never for sentences or words.

9b+

**H2 · 56pt**

Used in heroes and top-level components.

The high-yield deposit  
account for startups

**H3 · 36pt**

Commonly used as headings within UI cards.

Grow with Capchase

Lead · 24pt

Leads are followed by H2s and H1s. Or standalone in components like quotes.

Our suite of financial tools makes  
it easy to turn recurring revenue  
into flexible growth financing.

Body · 20pt

Used for all long-form text and blog entries.

The high-yield deposit account for startups

Body Small · 18pt

Smaller variant of body can be used for navigation items or other UI tasks.

We integrate with the biggest  
banks and accounting services so  
you can easily connect with us.

Label · 14pt

for small UI elements

News · Launching High Yield Financing!



120pt heading one

64pt heading two

40pt heading three



**Do** · Follow the defined styles in the Figma design system. They are configured out of the box so one doesn't have to worry about letter spacing, line-heights and more.

0 1 2 3 4 5 6 7 8 9

0 1 2 3 4 5 6 7 8 9

Get started in 3 steps



**Do** · Use the built in unicode characters for numbers. They can be used in enumerated content such as guides or use the stroked version for cases like footnotes or other secondary itemizations.

Become a  
Capchaser ←



**Do** · Accenting a keyword per sentence is encouraged to help highlight selling points or important words.



fiat flow  
fiat flow



**Do** · Use the built in ligatures on headings. But not on body copy below 18pt/px. Ligatures are nicely symbiotic with the overall brand concept of wavy ripples and patterns.

West 21st · 4th Floor  
New York · NY 10010



**Do** · The Unicode symbol **middot** (·) is used throughout the brand as a smart way to separate text items horizontally. Use for email footers or for smaller labels.

18% 1990 5 ½  
2021 Note<sup>2</sup>



**Do** · Use correct number settings for the right context.

- Promotion and headings · **Default**
- Tables and data · **Tabular**
- Mixed letter & figures · **Slashed zero**



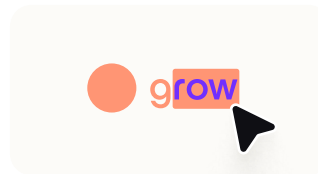


✓ dilution  
✗ dilution



**Avoid** · It's important that headlines on the web & large print material use the correct Bauhaus stylistic set.

Correct OpenType settings:  
Turn on for **a·b·c·d·f·g·m·p·q·t·l**  
Turn off for **n·r·u·y**



**Avoid** · Don't use rendered text on logotype or sub brands. Use a generated SVG/PNG file exported from Figma.

Grow your company  
or extend your runway  
with one or more  
Capchase products.



**Avoid** · Accenting whole sentences or paragraphs. Also avoid mixing accenting colors. Sticking to brand purple is a safe choice because it's a legible combination on both light and dark backgrounds.



**Logotype.** We wanted our most recognizable brand element to be as adaptable and cooperative as our company values.



**Kinetic** · The base of the logotype is built up by 8 shapes. They can be configured to transform the base logo into a new meaning.



**Capchase** · The logotype doesn't try too hard to reference the company name. Only when the logotype is configured differently



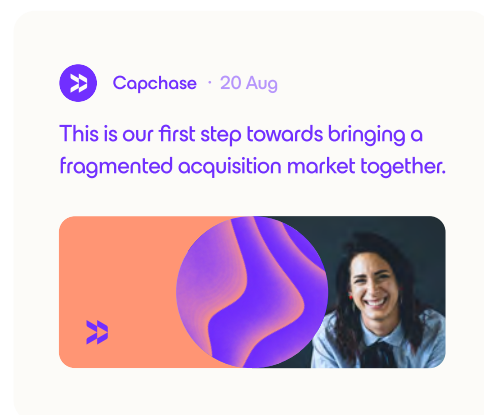
**Progression** · One of the key meanings can be found in the negative space of the logo, progression, forward, cutting-edge.



A logotype that remains abstract, and lets the viewer decide it's meaning helps making it memorable and unique.



## guidelines · logo/general



**Logomark ( )** You should be using the logomark without the accompanying label when space is premium. Or when the company name is already included, like in a social post.

Primary



Rounded



**Logotype** · The full logo with the included label (type) should be used in the majority of cases. This is to help brand recognition in the early stages of the brand lifetime.

Use the **Default** logotype variation for most cases. The remaining variations are reserved for unique circumstances & uses.



Percentage



Forward



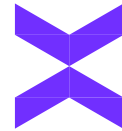
Reduce



Returns



Currency



Multiply

**Sub-brand** · Sub-brands are composed of the original logo but with the logo “shards” reconfigured to a different shape and meaning.



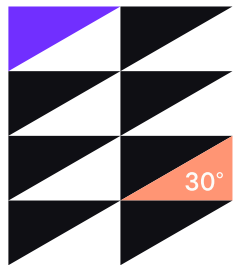


## guidelines · sub-brand/generation



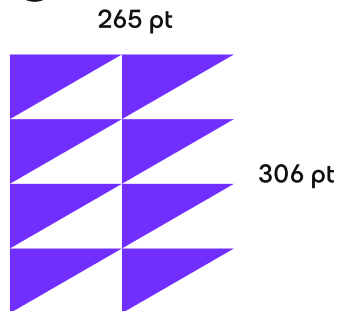
This document explaining sub-brands assumes the **shard** dimensions to be 132.5 x 76.5pt

1



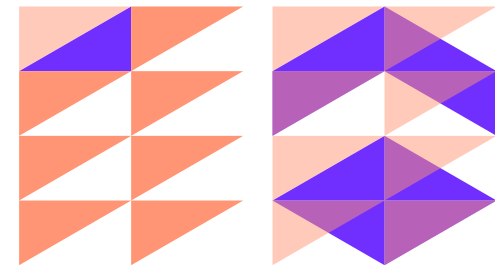
**Shard** · The main & the sub-brand logos are built up using a 2x4 grid of Shards, they are stored on Figma at precise size to keep their exact 30° angle increments intact.

2



**Sub-brand Template** · The template found in the design system is exactly 265 x 306pt in size. And when building a new sub-brand it should retain that size to avoid subpixel errors.

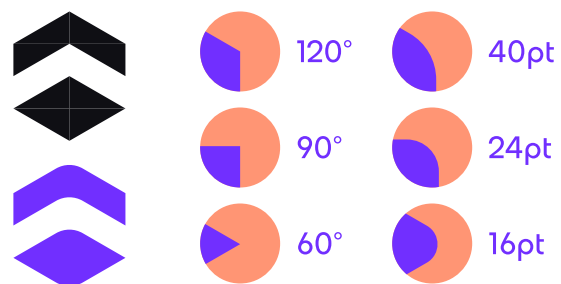
3



**Sub-brand** · Generating a new logomark is a matter of flipping each shard horizontally or vertically to get the desired shape.



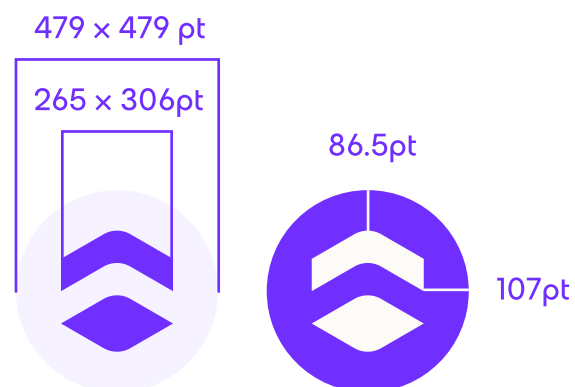
4



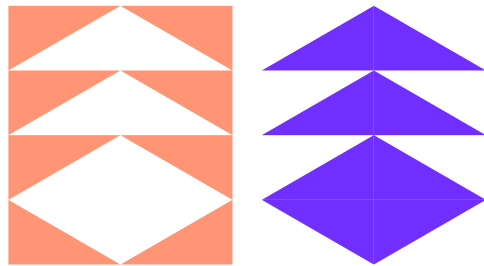
**Rounding Corners** · Assuming the we're using the template size of  $265 \times 306\text{pt}$  there are 3 angles that can appear while configuring a logo.

Listed you'll find which rounding values should be used for which radial angle.

5

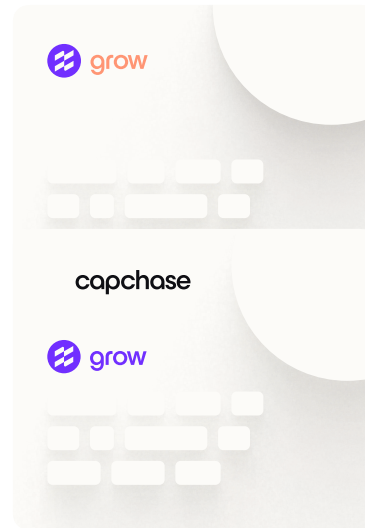


**Sub-brand Framing** · The round frame that holds the sub-brand icon is  $479 \times 479\text{pt}$ . And the icon should be centered in the middle mathematically so that the padding is equal on left & right and top & bottom.



**Avoid** · Creating shapes that aren't spatially combined

**Do** · Layout the Shards to form a coherent shape that doesn't look inverted or flipped inside-out.



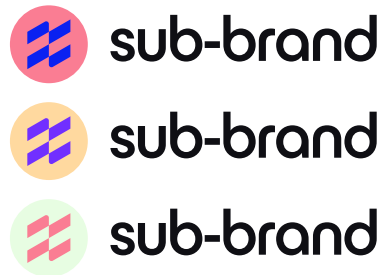
**Avoid** · Displaying the sub-brands logos on their own. Do always include the Capchase logotype within the same asset or web page.



**Avoid** · Adding extra visuals to the sub-brand icon. Treat it like an immutable logo.



**Do** · Use a combination of 1 color on the background/container for the sub icons.



**Avoid** · Using 2 colors for per icon. This is inconsistent and opens the options to only couple of legible colors.

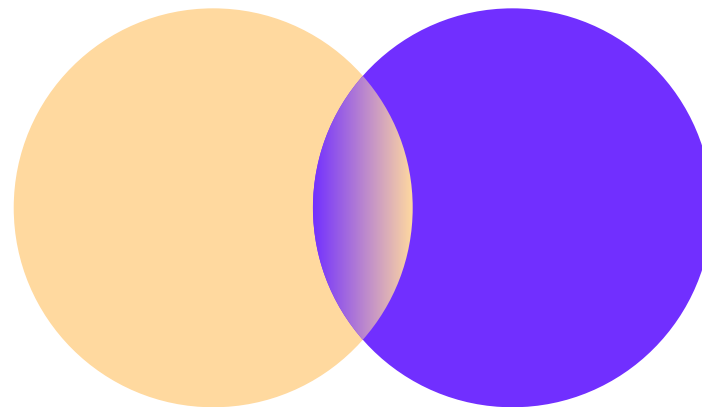


**Avoid** · Dont use illegible colors for the sub-brand label.













[Colors](#) were carefully chosen to look great when used together or in dual combinations. The high level of vibrancy strives to look and feel contemporary & with a fresh kick.









Brand Colors covering  
Hex colors RGB values  
and pantone for  
printing purposes.

Name	 HEX	RGB	Pantone Coated
purple	 712FFF	113, 47, 255	2725
blue	 031BF1	10, 33, 241	2728
cyan	 ABF0FF	171, 240, 255	635
yellow	 FFD99F	255, 217, 159	7507
pink	 FA7D93	250, 125, 147	177
orange	 FE7F5F	255, 149, 116	164
green	 EEFFE5	231, 253, 226	621

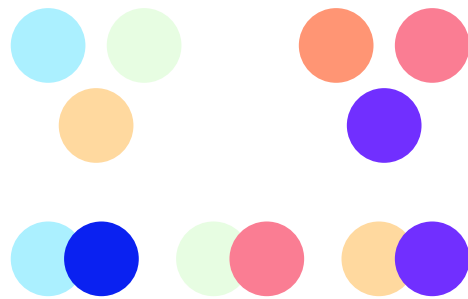
UI Colors are prefixed with UI/[name] and only cover hex & RGB values.

UI colors are primarily used on the website and marketing assets.

Name	 HEX	RGB
UI/black	 0F0F14	15, 15, 255
UI/grey-3	 75736B	117, 115, 107
UI/grey-2	 C0BFBB	192, 191, 187
UI/grey-1	 E4E4E2	228, 228, 226
UI/grey-0	 FCFBF8	252, 251, 248
UI/white	FFFFFF	255, 255, 255



## guidelines · color/brand usage

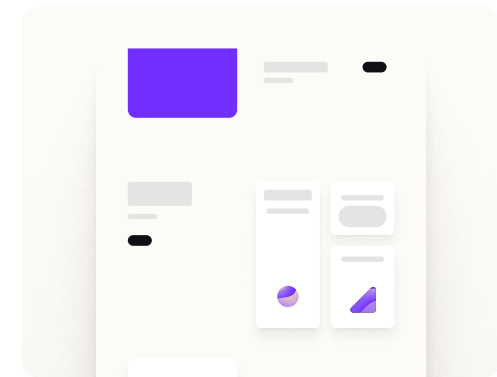


When using the brand colors it's important to consider how they **pair up** with each other. Whether its groups of 2 or 3. It's mostly a consideration of legibility but also how they visually appear.



### Marketing

Marketing assets are executed more colorfully to grab attention and emphasize brand recognition.



### Website

The website prioritizes clear messaging & delicate user-flows. As a result colors are toned down and visual attention is added sparingly where required.



## guidelines · color/general usage



**Avoid** · While our brand is very colorful it's important to use use our brand colors in a way to avoid visual fatigue.

Ensuring that the function doesn't get lost when multiple elements fight for attention.



**Avoid** · **Grow** with Capchase

**✓** · **Grow** with Capchase

**Avoid** · Changing the opacity of the brand colors or illustrations. Keeping them unchanged keeps the brand more consistent.







capchase

×

ORDWAY

[Partnerships](#) are a very delicate topic within our branding. We try to look as more neutral as possible when comes to co-branding. The basic rule is to be down to split a 50/50 co-branding sharing between identities and color palettes. For this example black, white and purple are our primary colors and the secondary palette doesn't apply.

Brand Colors for our logo when in parternships must be reduced to a neutral color palette.

	HEX	R · G · B	Pantone Coated
	712FFF	113 · 048 · 255	2725
	0F0F14	113 · 048 · 255	N/A
	FFFFFF	255 · 217 · 159	N/A / 1C



#### Vertical Composition

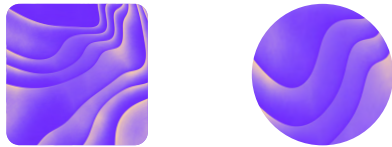


#### Horizontal Composition



**Logos** have to be shown and divided by an "x" between them. Both logos have to be on a proportional size and could be used in both horizontal and vertical compositions.





**3D Swirl Assets** cannot be regenerated in different colors for specific brands. For that reason we are sticking to our primary palette colors and using a maximum of 3 shapes per co-branding if the other part agrees.

Partnership visual asset





**Avoid** · Creating customized swirls and shapes that are not in aligned to partnerships.

zinklar

×

 capchase



**Avoid** · Putting our brand on second place or size reduced versus other brands.

**Do** · Always look for the best composition where our logo stands out.

Photography is the visual representation of our brand. We have to look fresh, young, enthusiastic, upbeat, informed, energetic, fun and humble.





## guidelines · Photography/Lifestyle



- ✓ Lifestyle / unstaged looking
- ✓ Imperfections welcome
- ✓ Context Situations  
(office, tech devices, etc)
- ✓ Mix with shapes & swirls
- ✓ Organic environment



## guidelines · Photography/Studio



- ✓ Headshots and group shots are a must
- ✓ Neutral lighting
- ✓ Relaxed looking
- ✓ Editorial and interactual situations work





## guidelines · Tone of Voice/voice



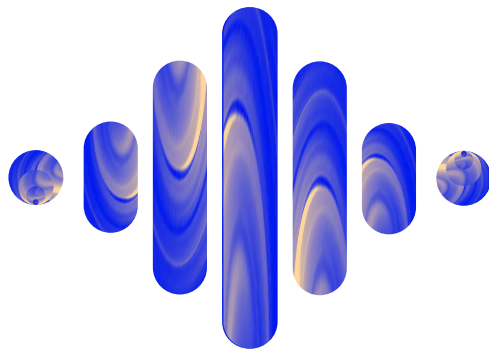
**Tone of voice** is how we speak and present ourselves in text is important for creating meaningful connections with our audience. Consistency means our content speaks the same language, throughout all mediums.

We exist to help founders and CFOs grow their businesses faster.

There are two key components to the Capchase brand: **partner & growth.**



## guidelines · Tone of Voice/partner



We exist to help founders. We're true partners: there for the whole ride.

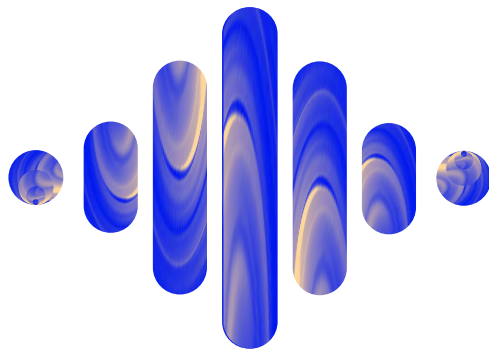
**Supportive:** down-to-earth, friendly tone of voice. Conversational language and direct address ('you') where appropriate.

**Value led:** We're a partner, not one-off fast cash. We don't use 'low end', commoditised language, e.g. we never say 'cheaper', we talk about 'cost efficiency'; we steer our writing away from 'get cash now' thinking into 'unlock value now' thinking.

**Founder-centric:** we speak founders' language. We mirror their language, in terms of style (business register, but far more informal than corporate) and vocabulary.



## guidelines · Tone of Voice/growth



We're about business growth, at speed.

**Energetic:** Growth is all about power and speed. We use powerful action verbs, cut excess words and use the power of rhetorical devices. (Tricolon, anyone?) Our opening sentences and paragraphs are explosive, including key information to make the reader want to read on, rather than merely introducing a topic.

**Authoritative:** we use the correct financial, business and industry terms confidently. But we clarify terms and don't use jargon unnecessarily.

**Clear:** we're speaking to fast-moving founders, so what we say should be easy to understand at speed. Keep things short and simple. Avoid passives (Don't use 'The report was run...'; use 'we ran the report...').



