



# Brand book

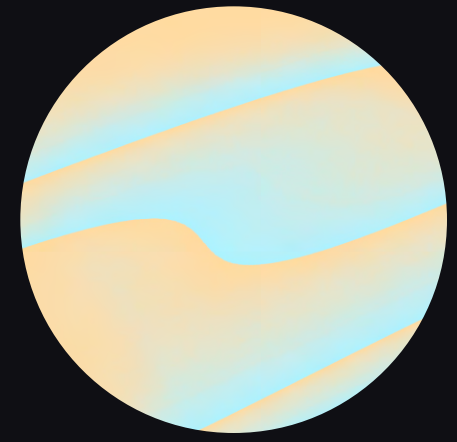
- 0 core
- 1 tone of voice
- 2 logo
- 3 colors
- 4 typography
- 5 illustrations
- 6 icons
- 7 layouts
- 8 merch
- 9 context



# brand core

@ core/index

# 0 core / 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.

## ① core / our role

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.

# 0 core / attributes

We are

We are

We are

We are

We are

Supportive

Authoritative

Transparent

Humble

Capchase

tone of  
voice

① tone of voice / index

# ① tone of voice / voice

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

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

① tone of voice / partner

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

# ① tone of voice / partner

Supportive: down-to-earth,  
friendly tone of voice.

Conversational language  
and direct address ('you')  
where appropriate.



# ① tone of voice / partner

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.

# ① tone of voice / partner

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

# ① tone of voice / growth

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.

# ① tone of voice / growth

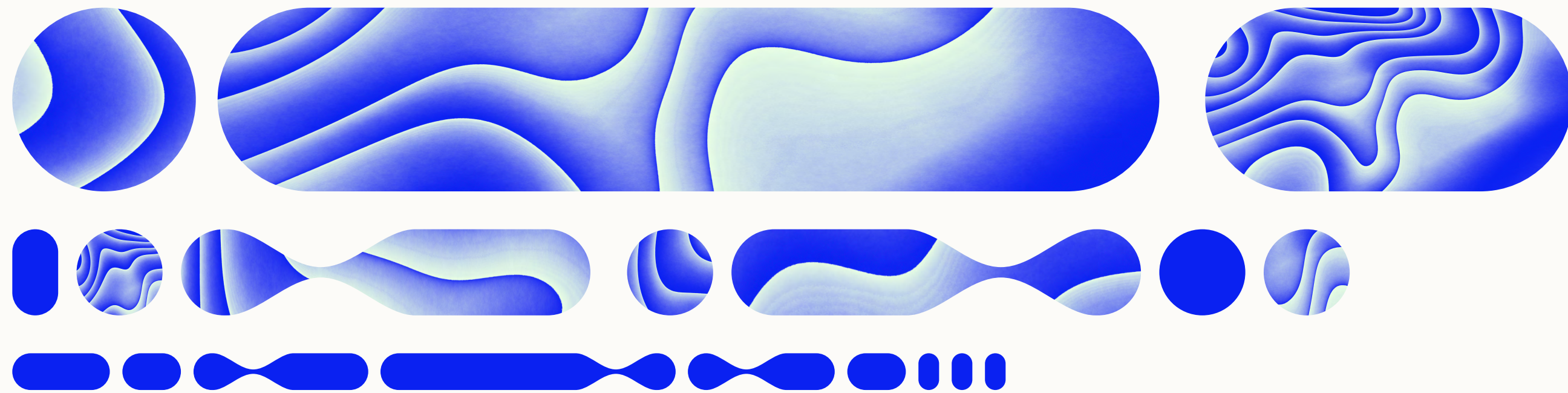
Authoritative: we use the correct financial, business and industry terms confidently. But we clarify terms and don't use jargon unnecessarily.

# ① tone of voice / growth

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...').



# ① tone of voice / consistency



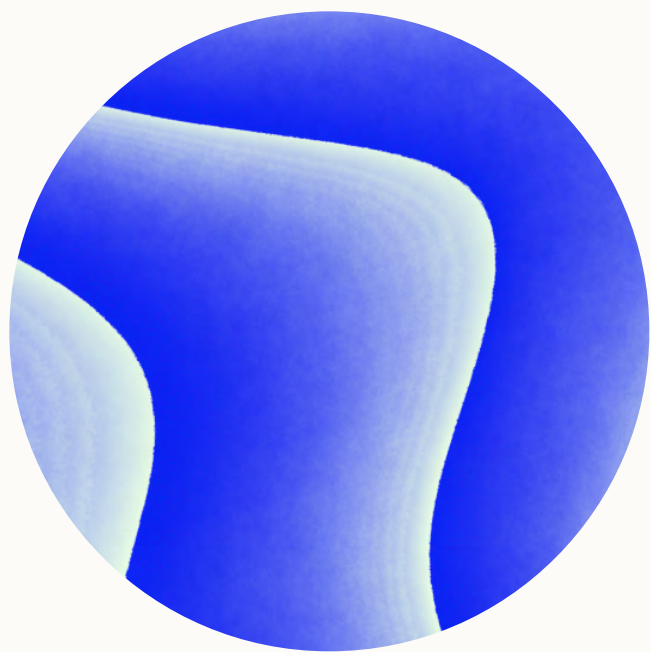
Consistency means our content speaks the same language, throughout all mediums.

# ① tone of voice / photo rules

- ① Unstaged looking
- ② Imperfections welcome
- ③ Balanced color grading
- ④ Say no to overly clever
- ⑤ Prefer abstract vs direct



# 1 tone of voice / photo examples





② logo / index



logo

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

② logo / motivations

① Progressiveness

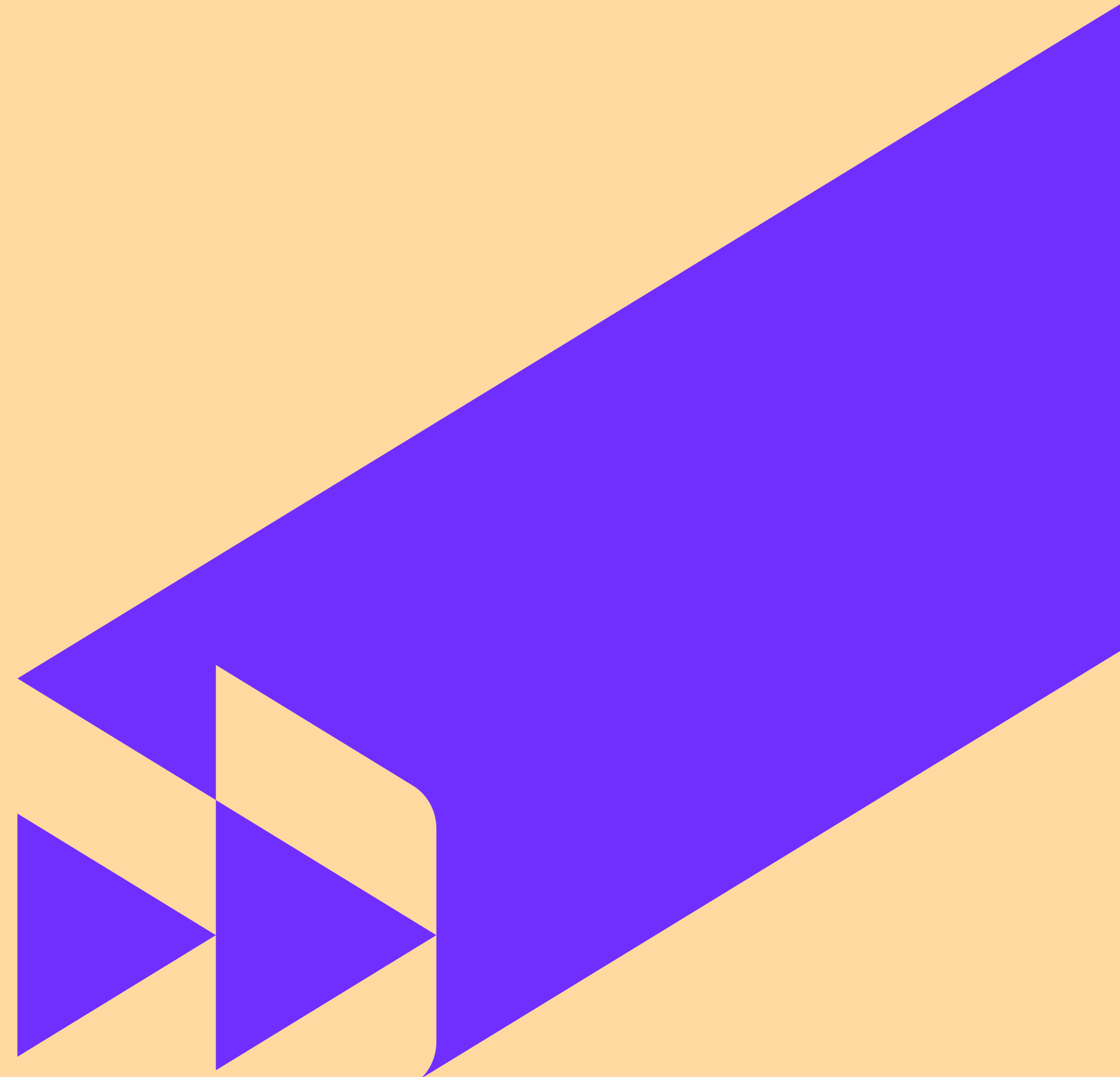
② Growth

③ Flexibility

④ Changing

⑤ Forward

② logo / synonyms



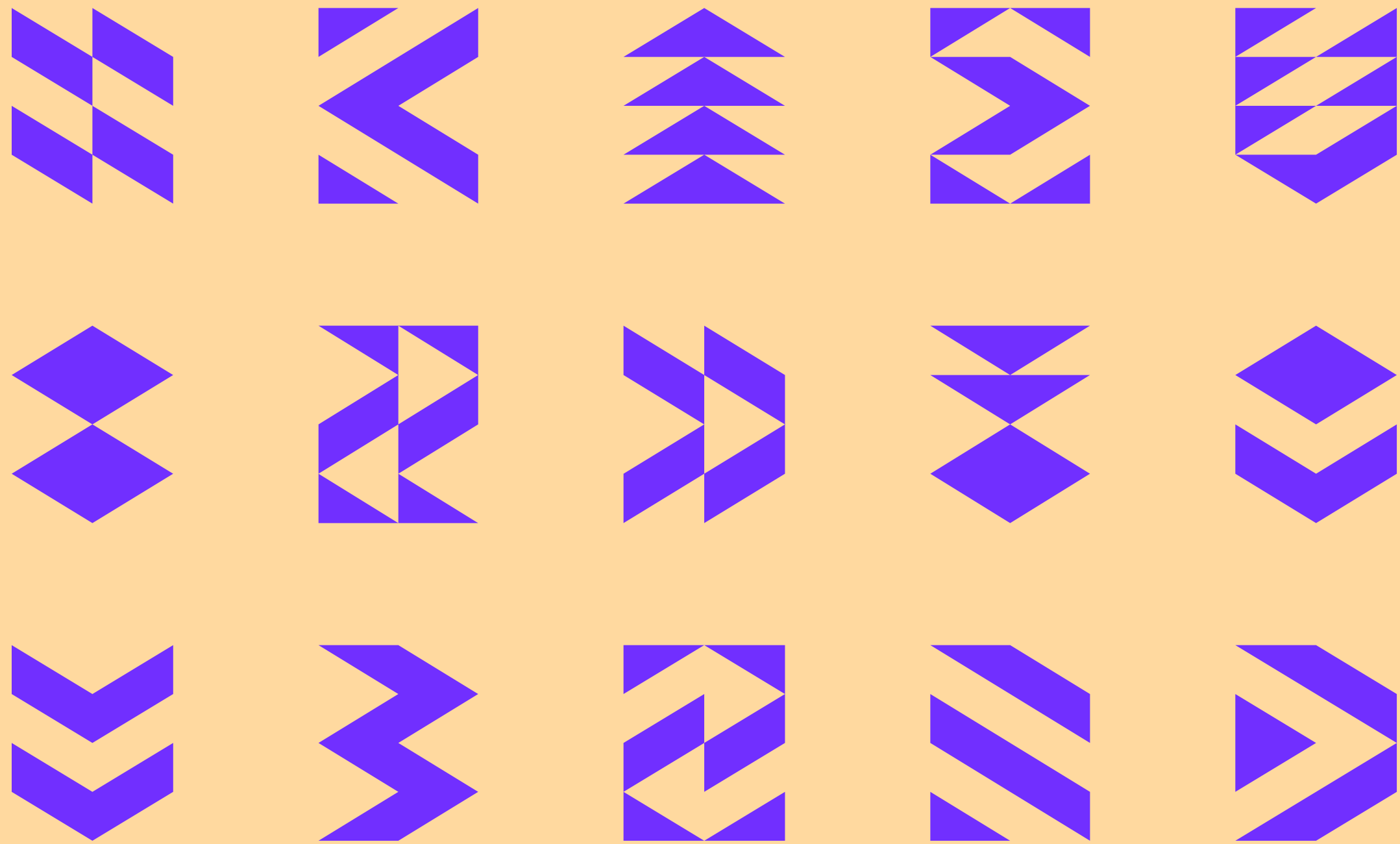




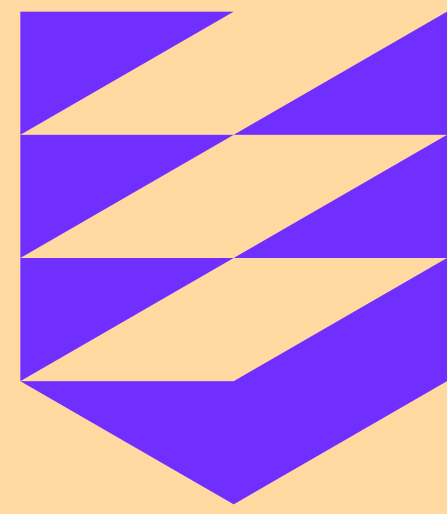
2 logo / poster



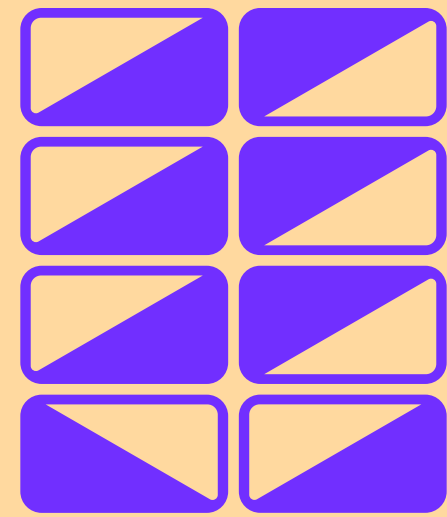
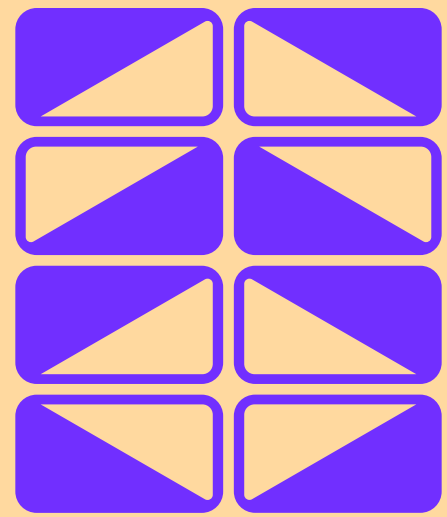
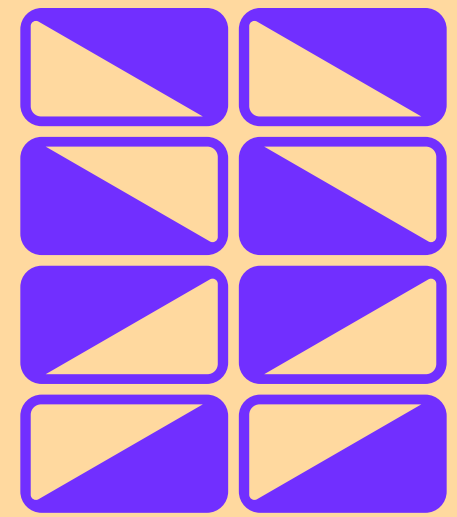
# Never same twice.



② logo / modular



Separate products.  
Separate identities.

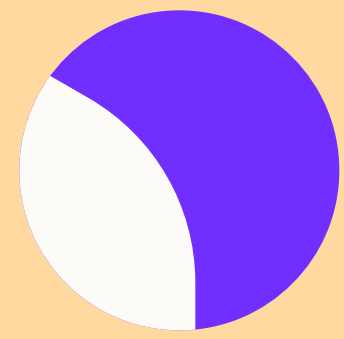


② logo / sub brand

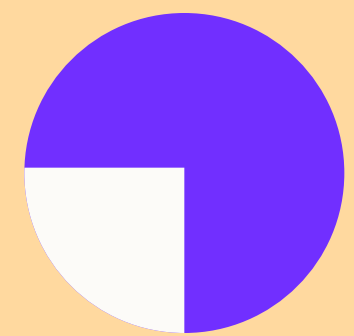
Assuming size of 265x306



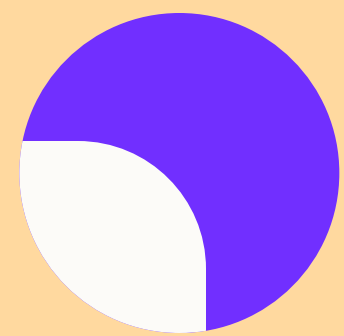
120°



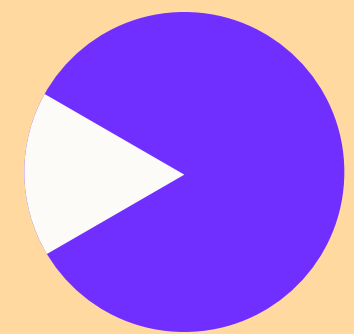
40 rounding



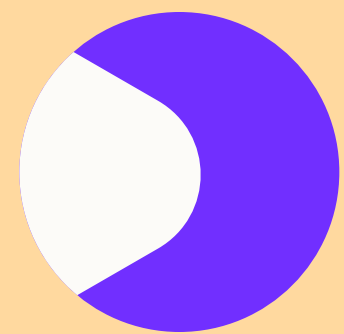
90°



24 rounding



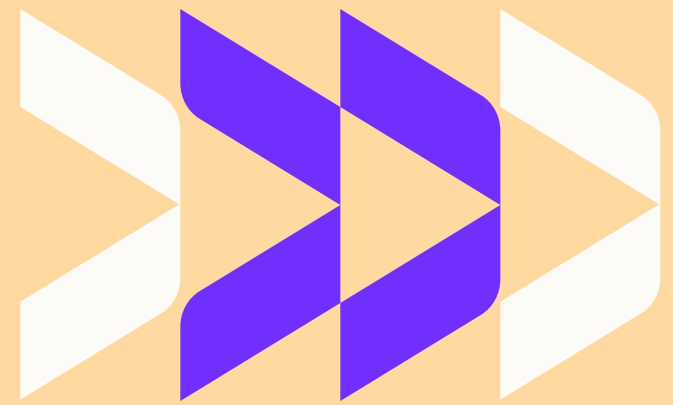
60°



16 rounding

② logo / sub brand rounding

# Mark



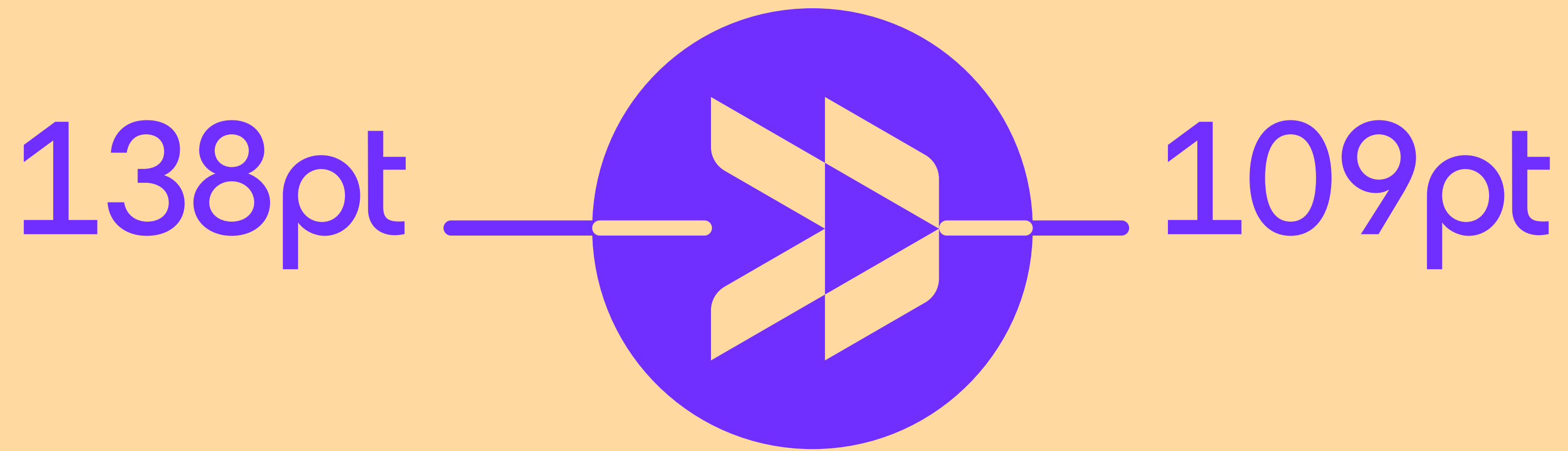
② logo / type

# Type





Optical adjustments are added to make confined logomarks appear centered.



② logo / confinement

- ① primary · rounded
- ② shard · no rounding

Shard (②) variation  
should only be used  
for logo animations  
or specific illustrations.

② logo / logo variations

①

②

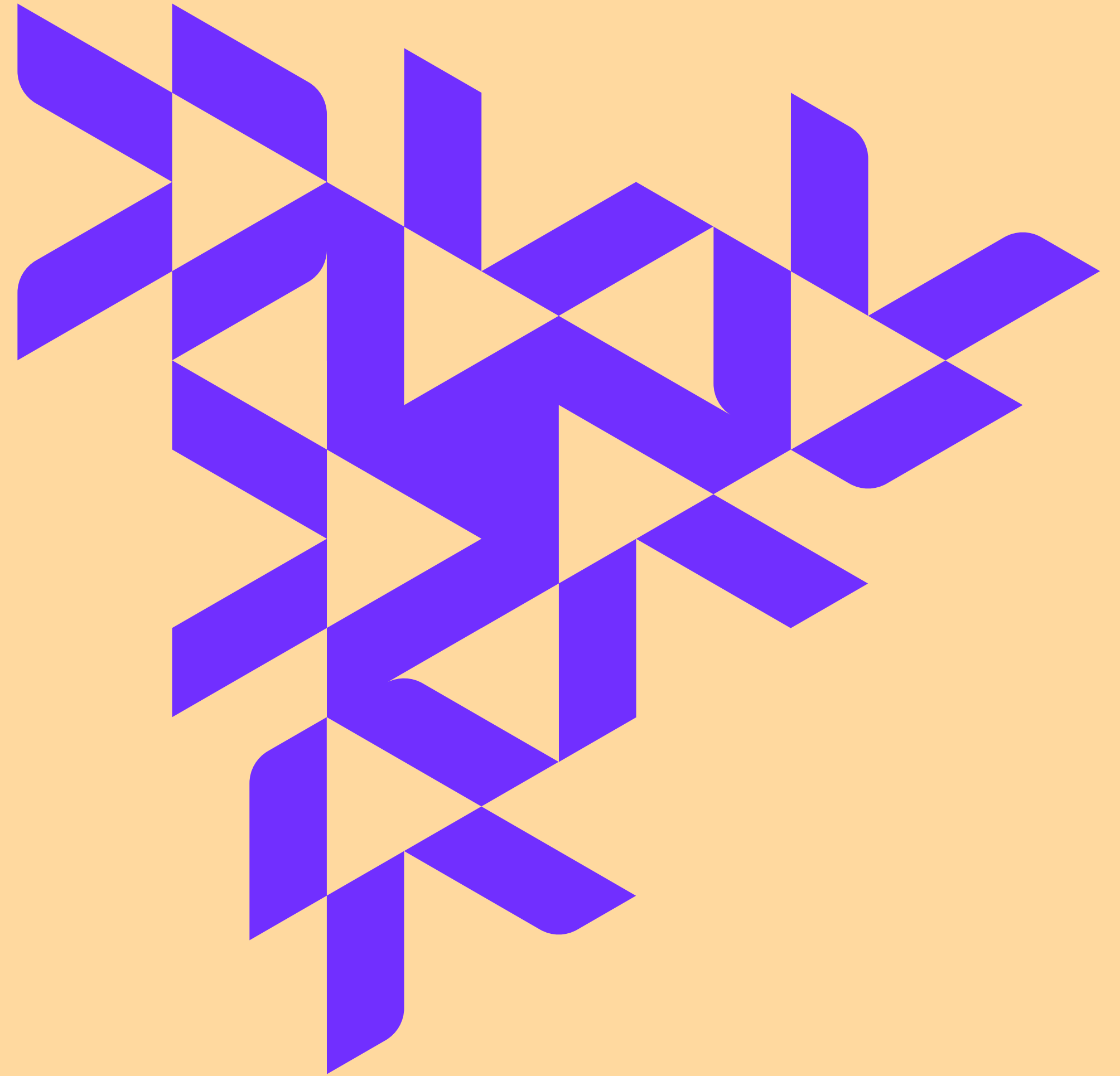
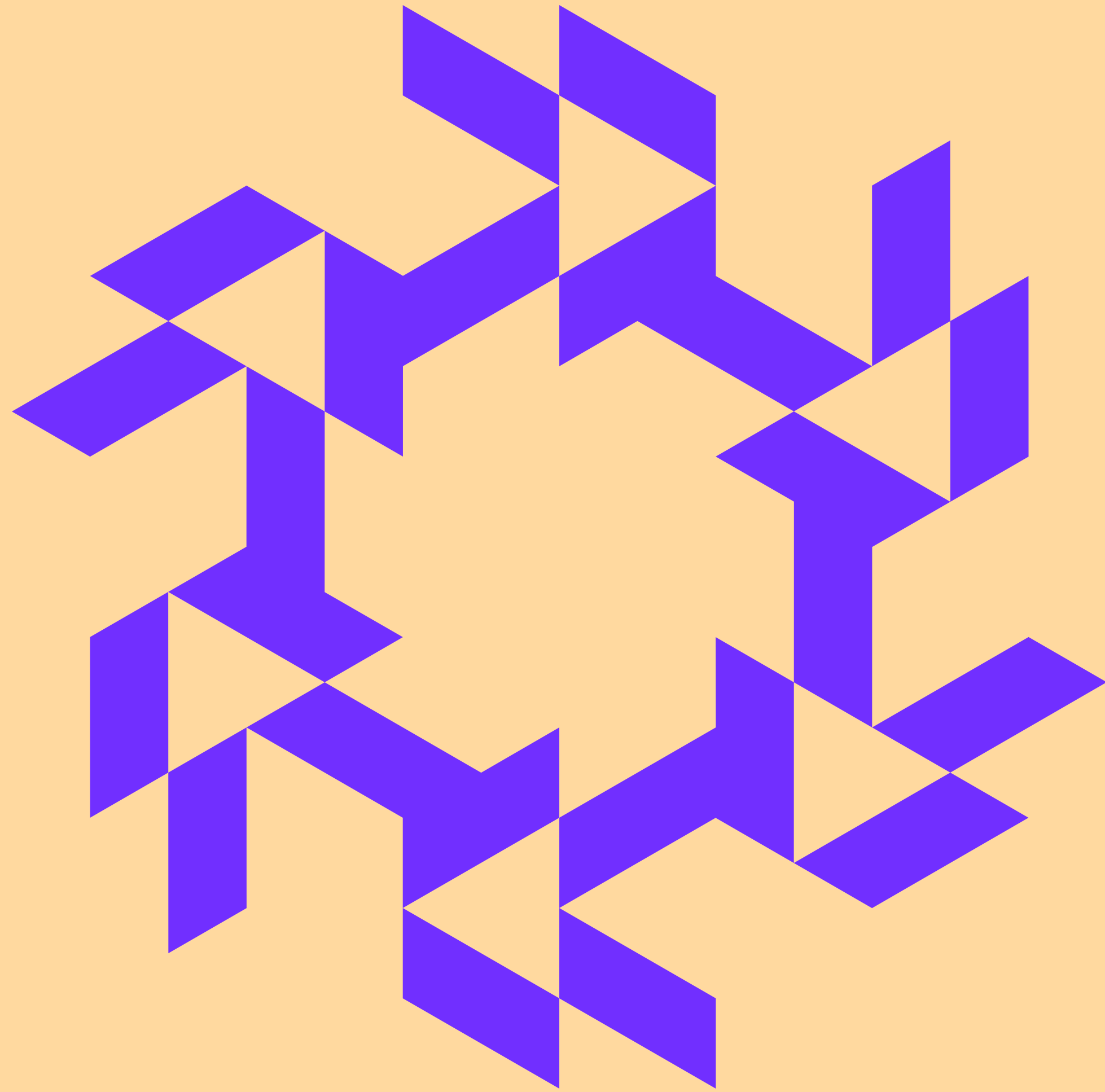




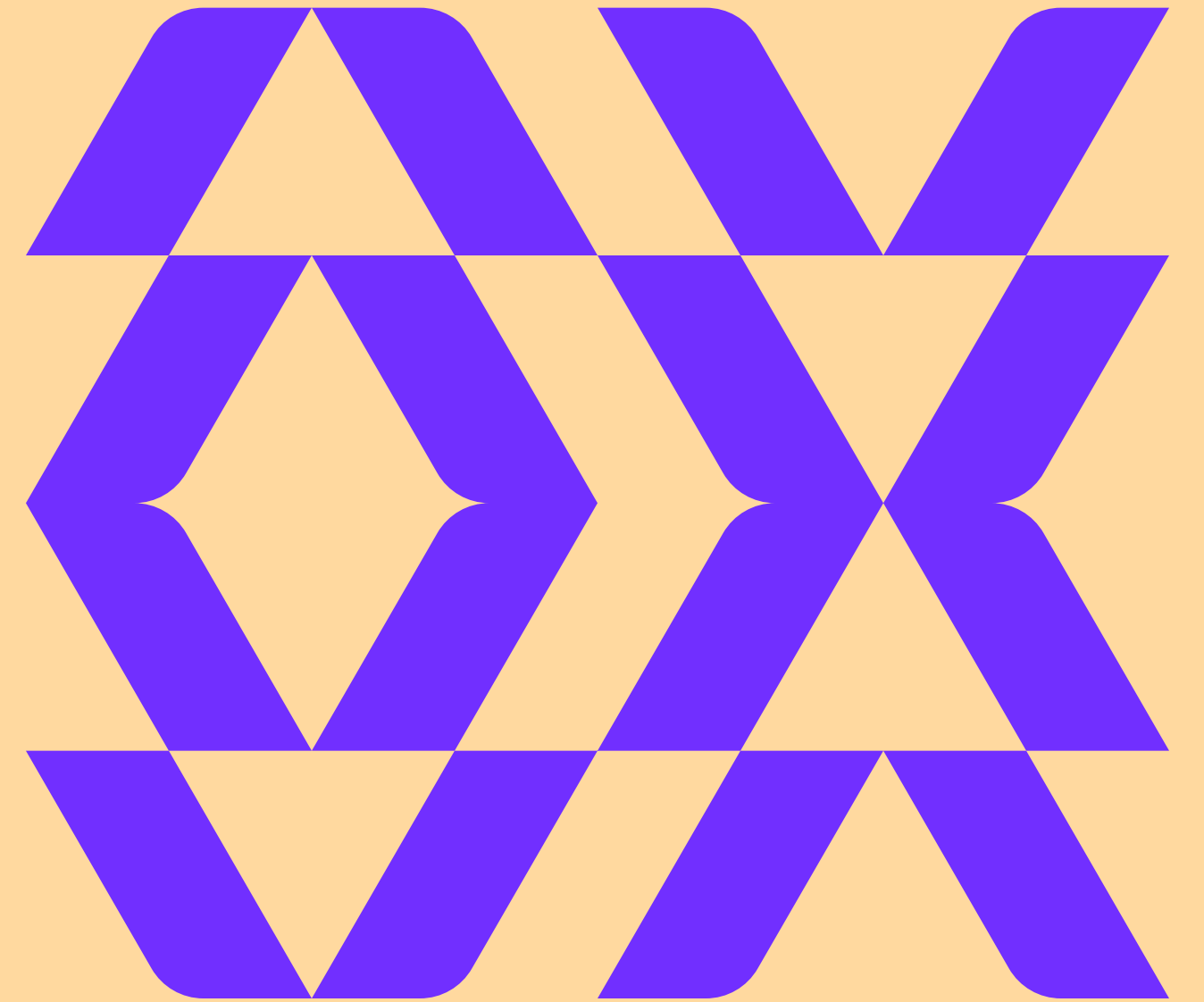
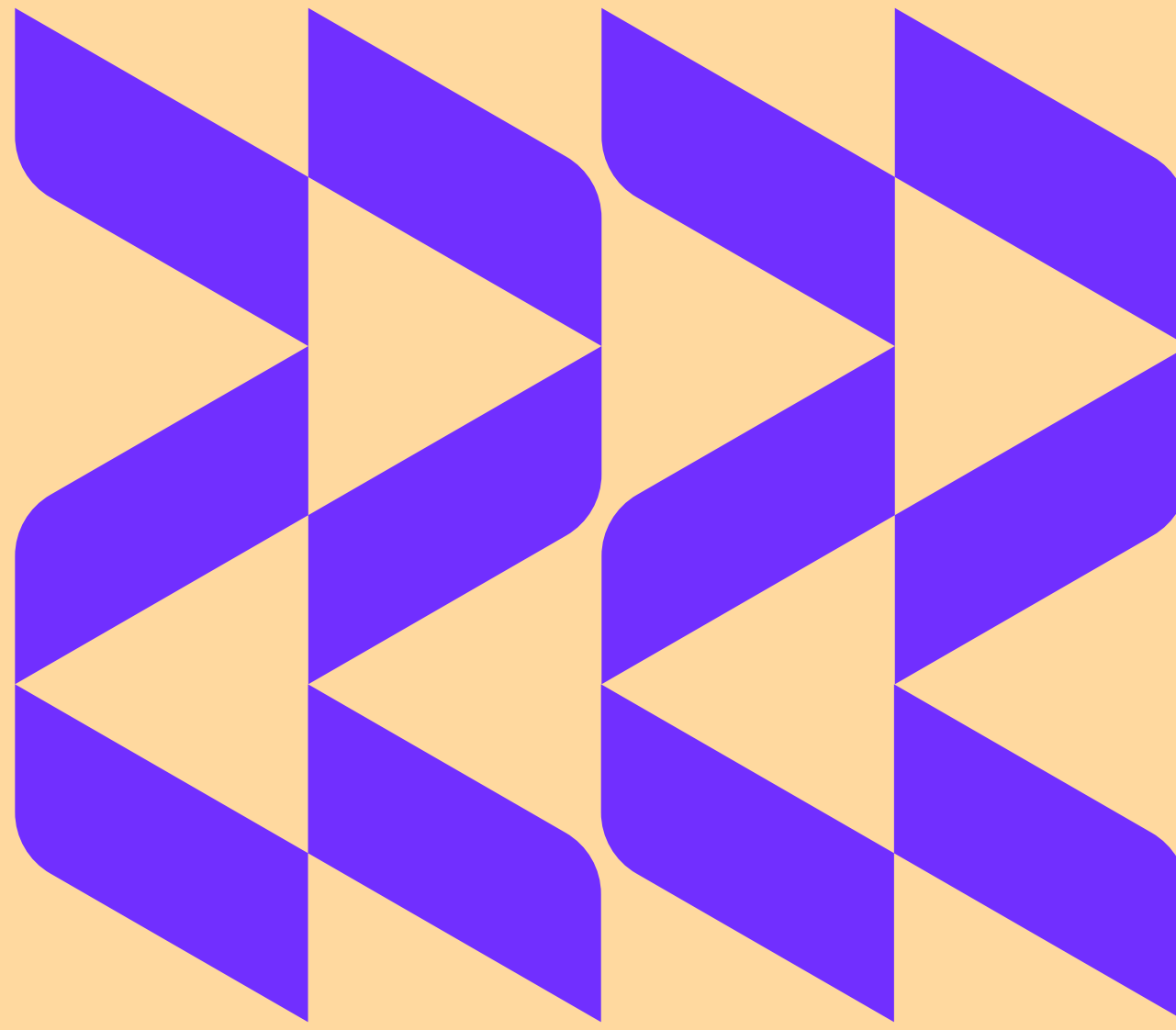
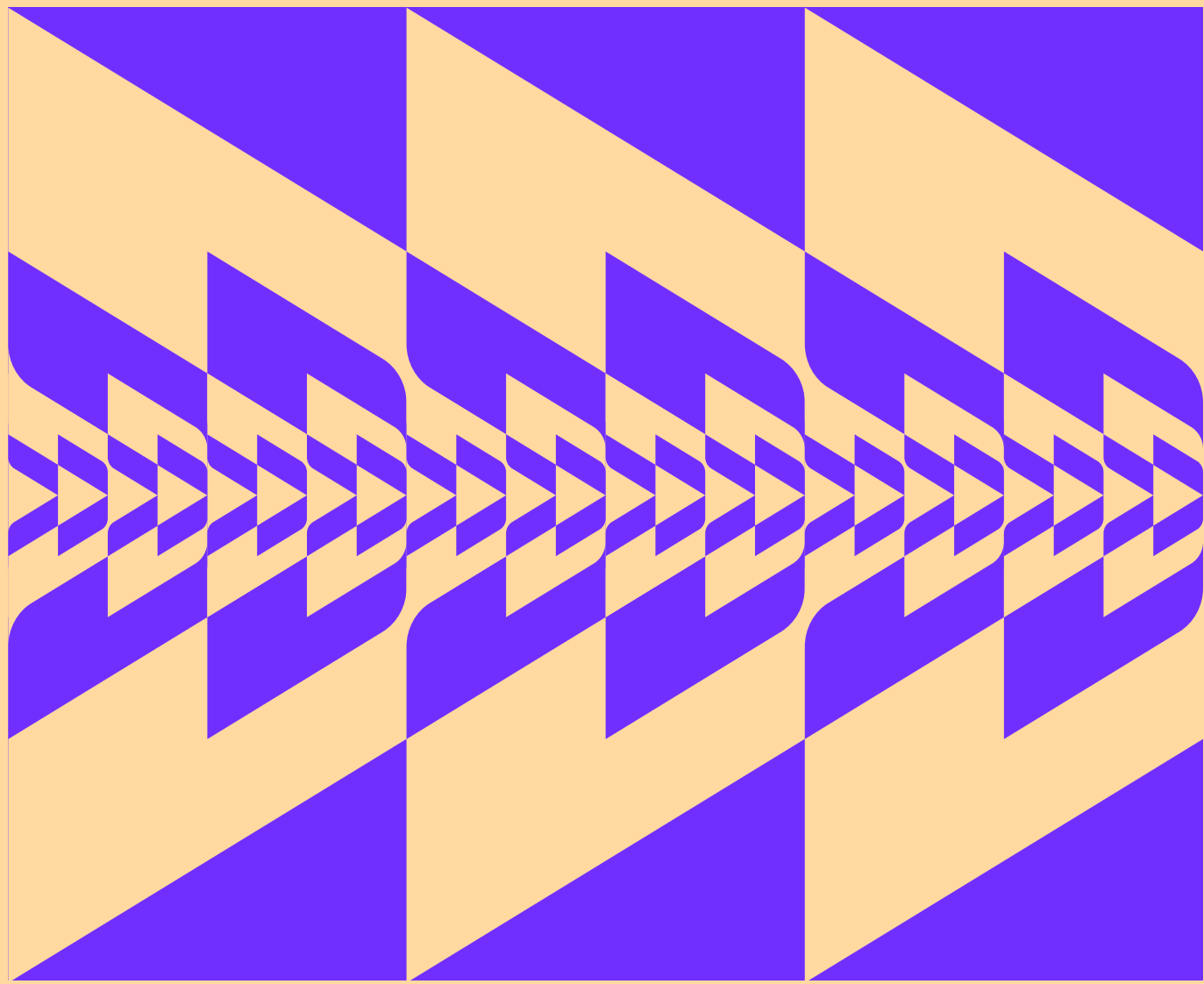
The logotype is designed to handle incremental rotations of  $30^\circ$

Which is a useful attribute when creating illustrations or graphical patterns.

② logo /  $30^\circ$



② logo / patterns 1



② logo / patterns 2

# color index

③ colors/index

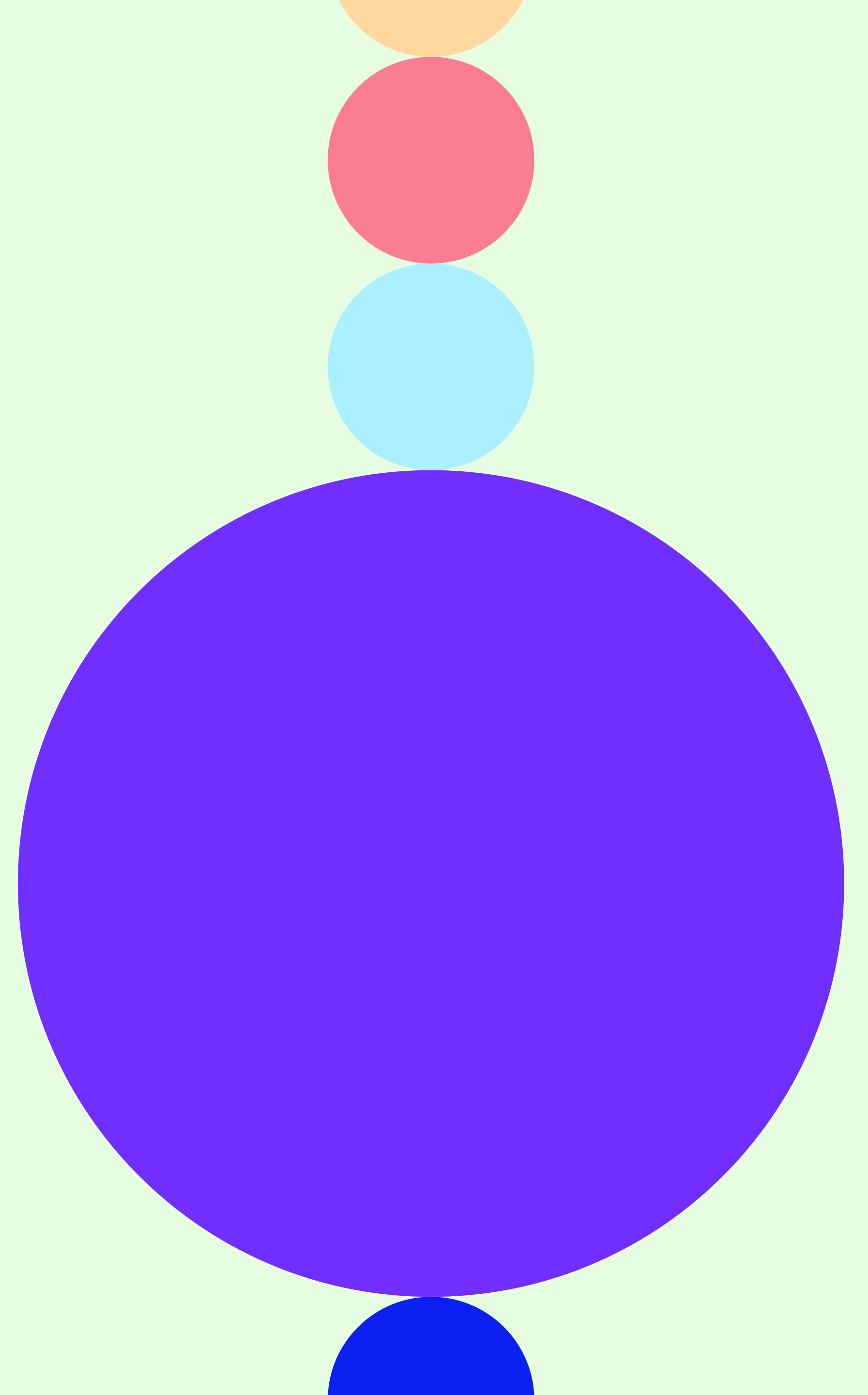
### ③ colors / values

● 712FFF	⋮ 113 · 048 · 255	📁 2725
● 031BF1	⋮ 003 · 027 · 241	📁 2728
● ABF0FF	⋮ 171 · 240 · 255	📁 635
● FFD99F	⋮ 255 · 217 · 159	📁 7507
● FA7D93	⋮ 250 · 125 · 147	📁 177
● FE7F5F	⋮ 254 · 127 · 095	📁 164
● EEFFE5	⋮ 238 · 255 · 229	📁 621

### ③ colors / primary

① We have a primary color, but that doesn't mean it's the boss.

② Is used throughout most things except subbrands.



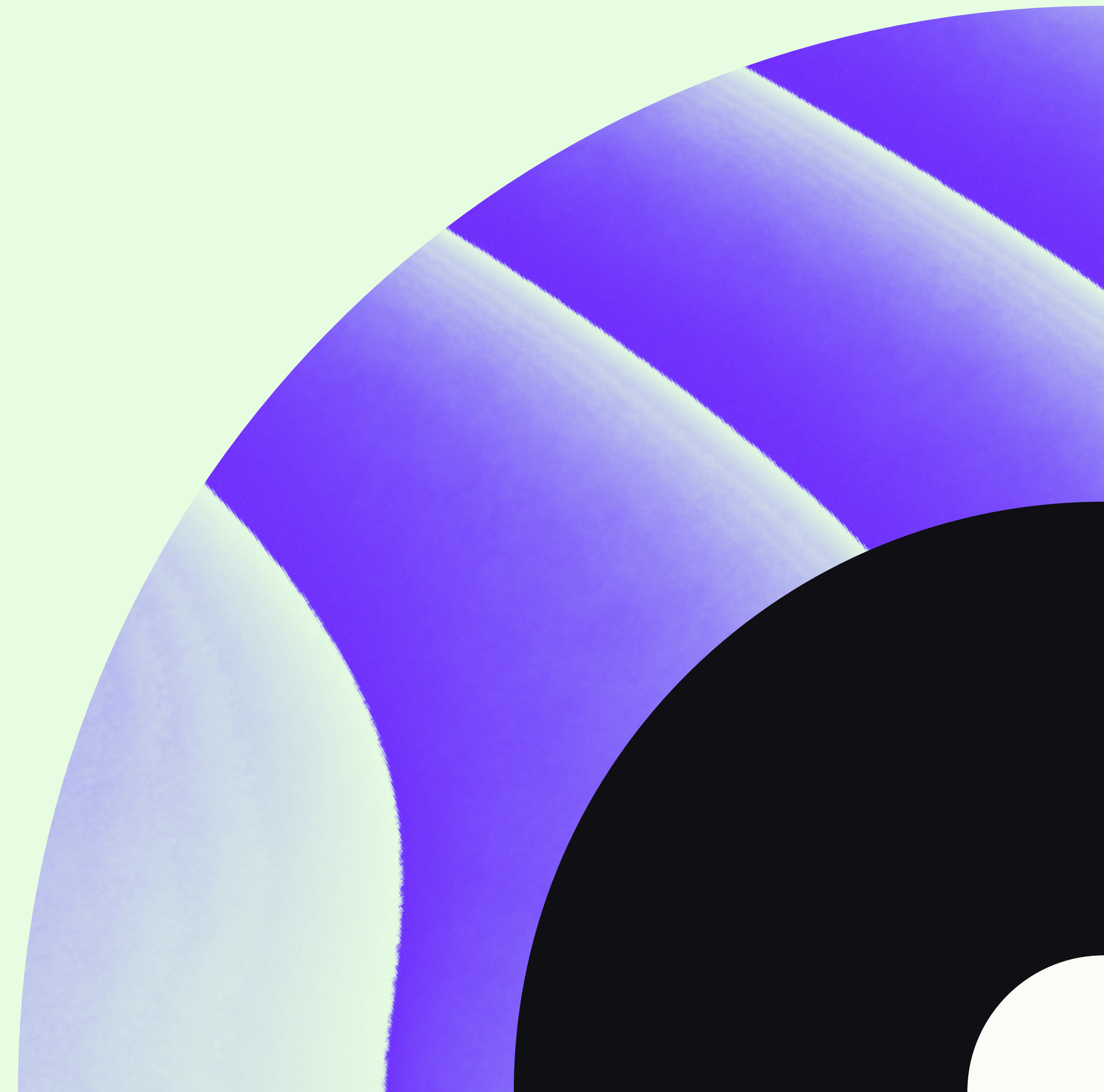


# ③ colors / usage

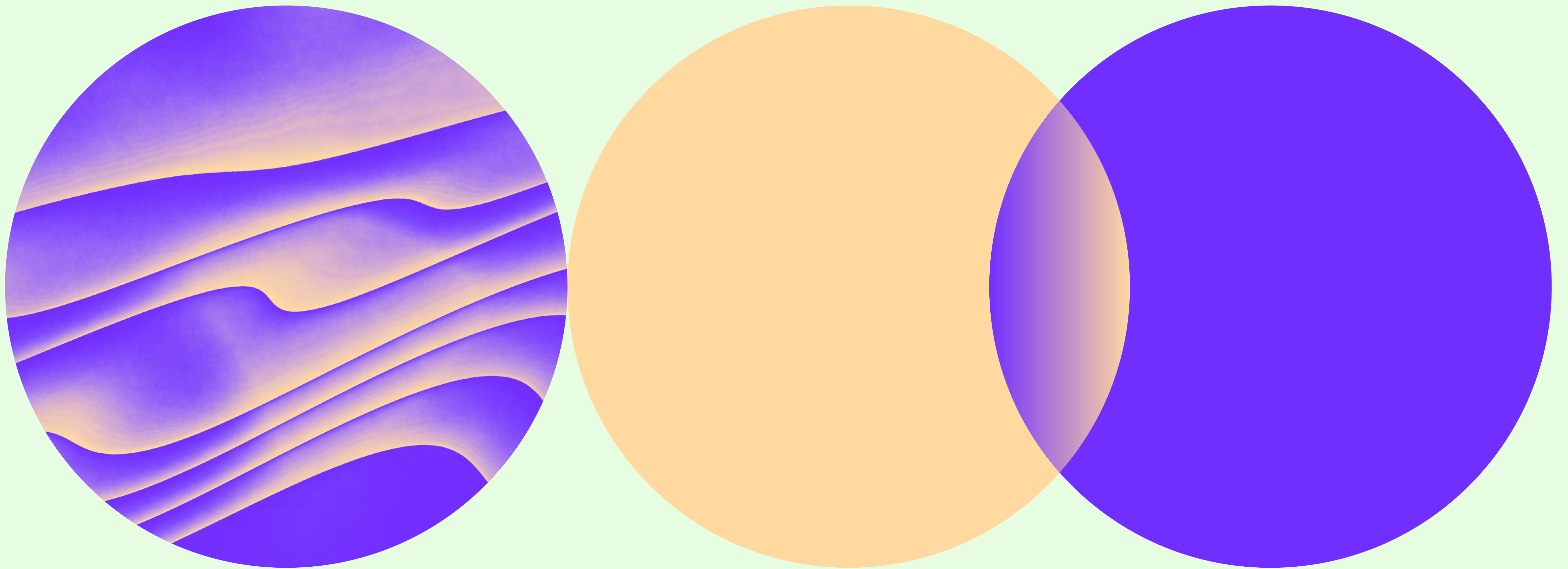
① Primary Color

② Text Color

③ Call-To-Action

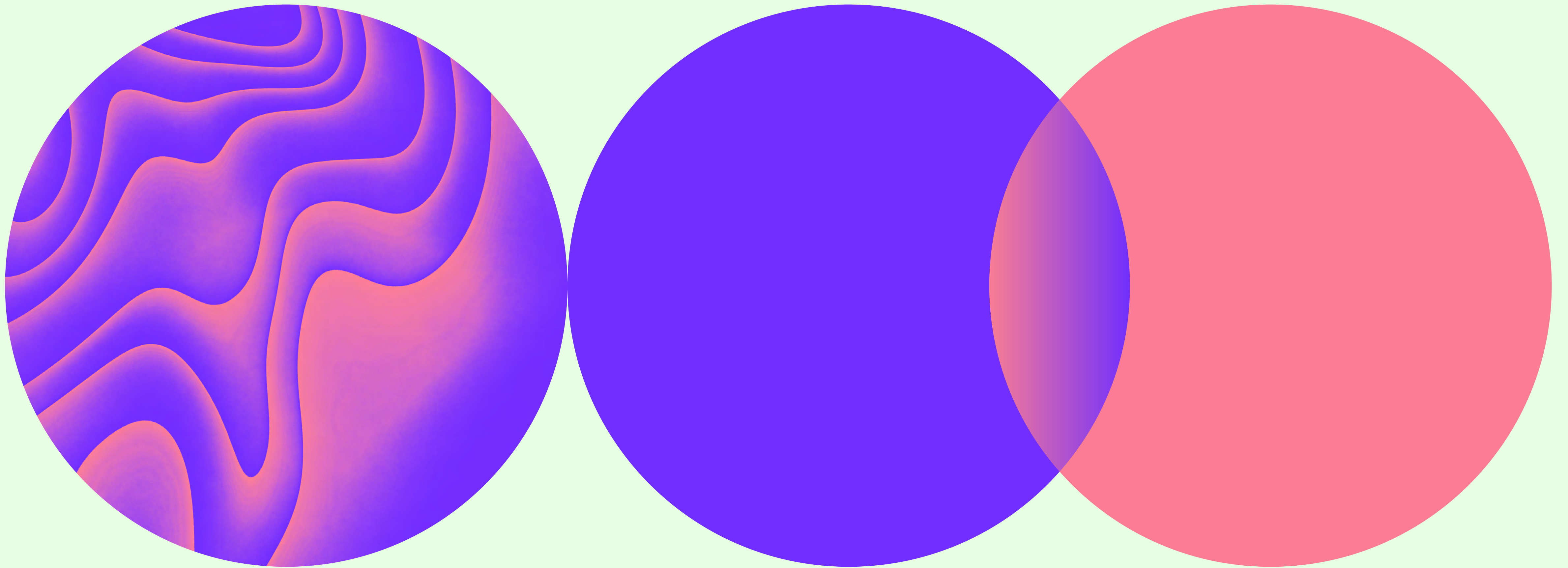


# ③ colors / primary combo 1

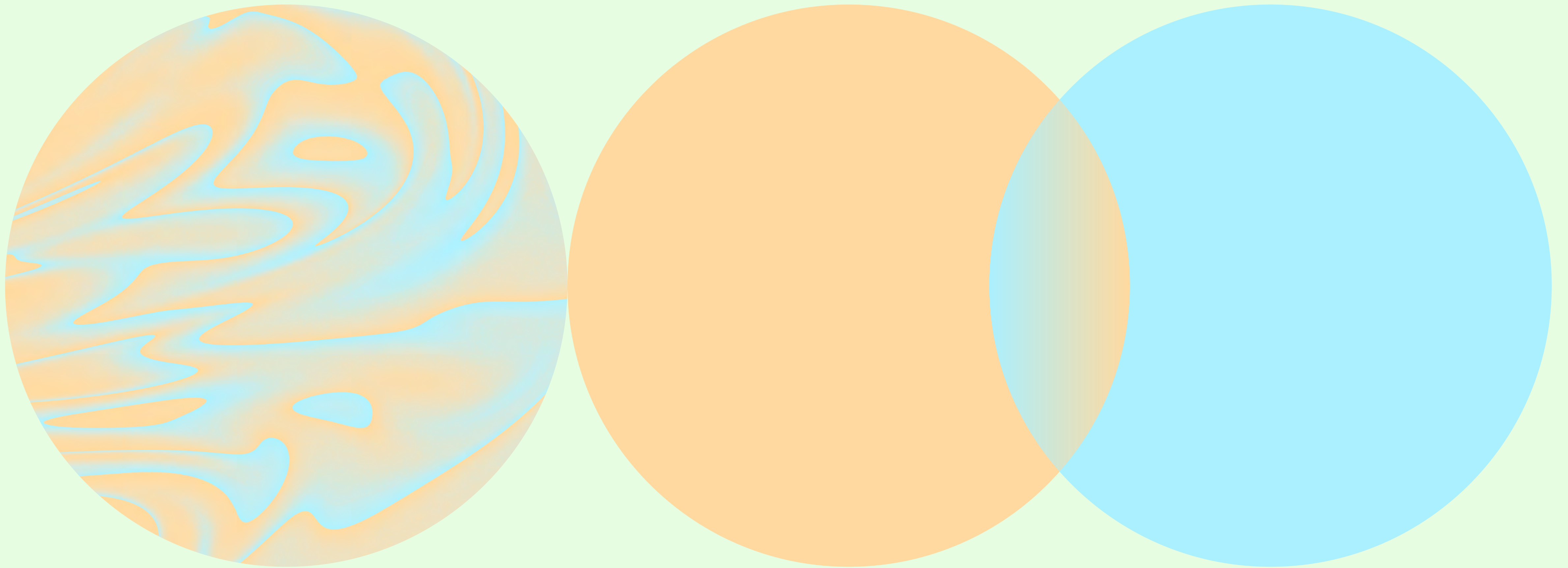




# ③ colors / primary combo 2

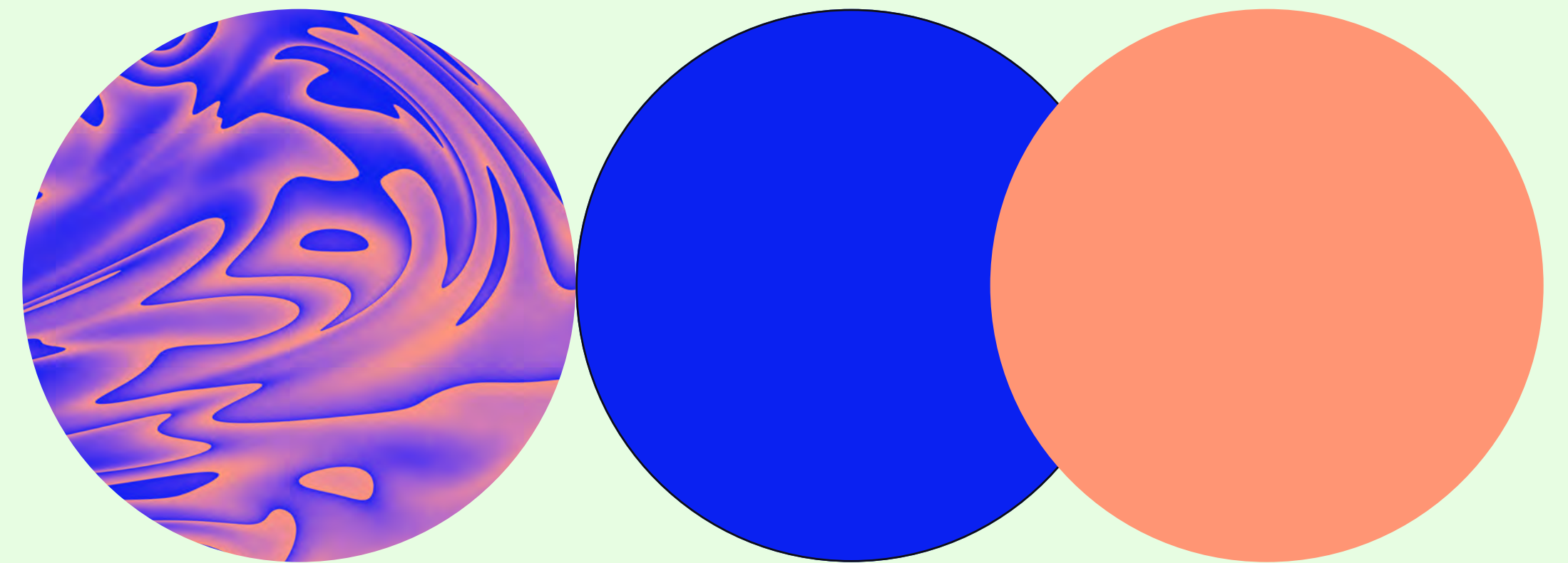
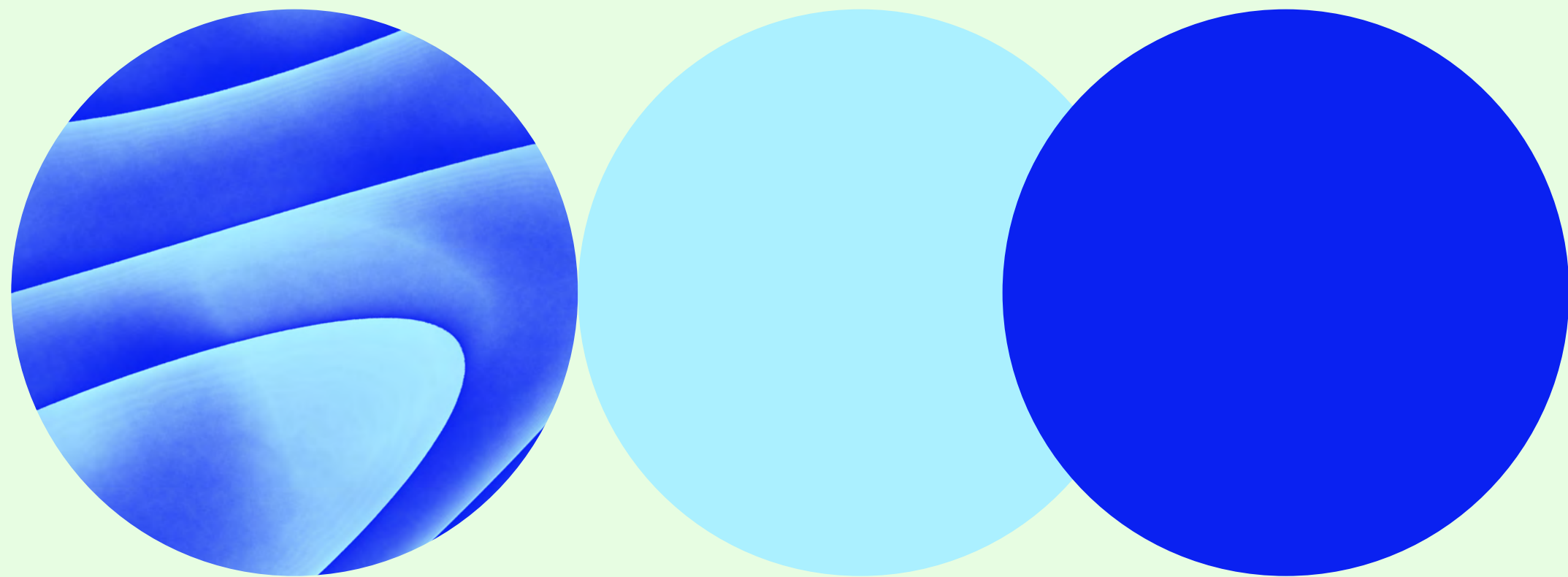
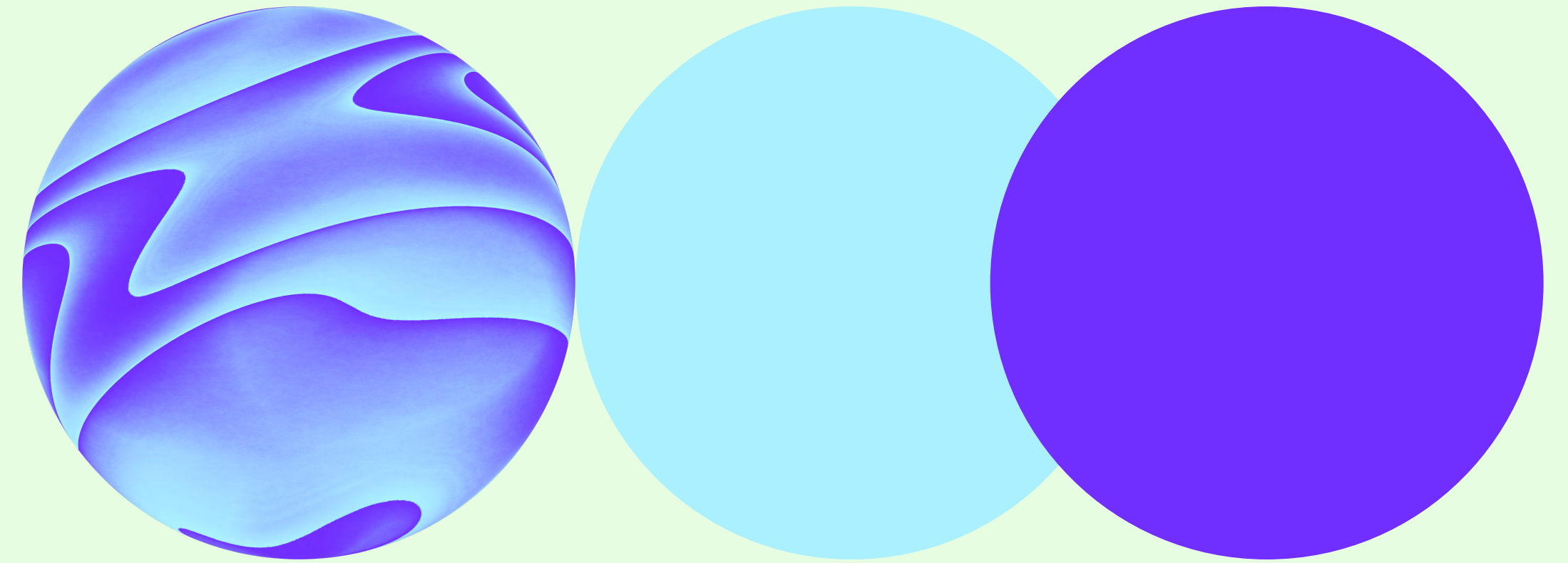
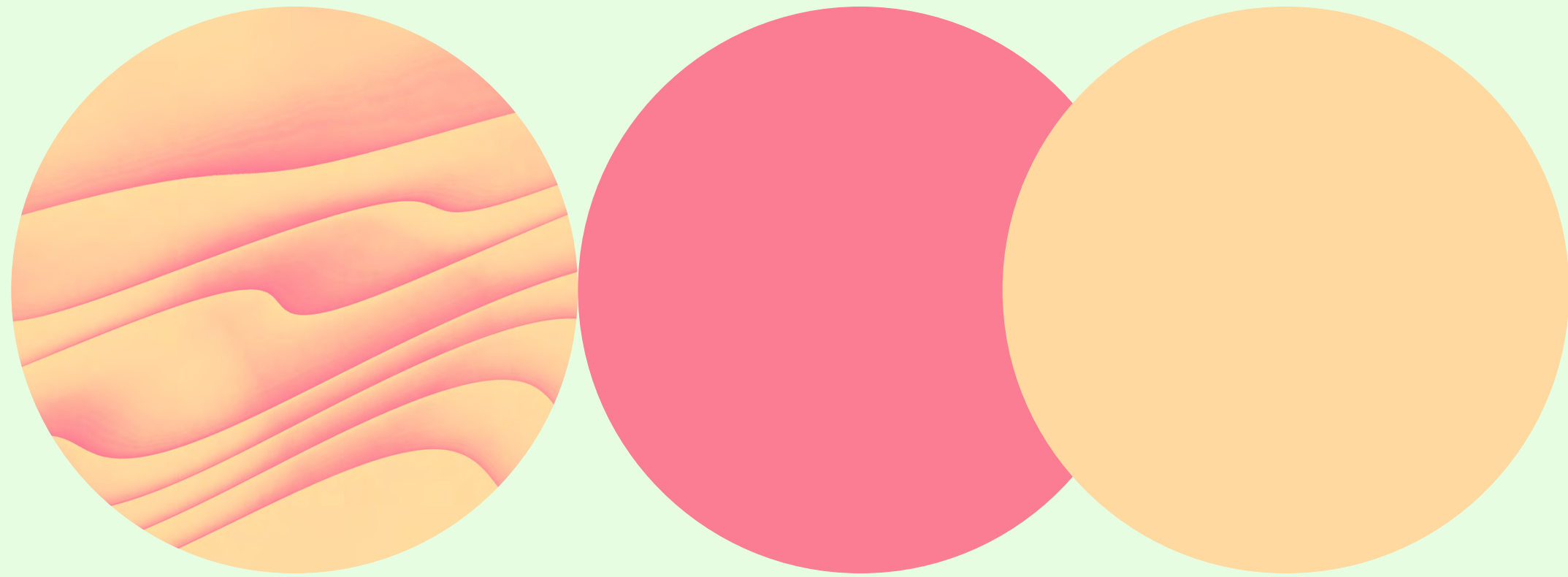


# ③ colors / primary combo 3





# ③ colors / secondary combos



④ typography / index

typography

④ typography / es build

es build

Our primary font ES Build does it all.

# ④ typography / primary settings

on

ligatures

on

kerning pairs

on

contextual alts

on

alts /a/b/c/d/f/g/m/p/q/t/1

×

turn off alts /n/r/u/y

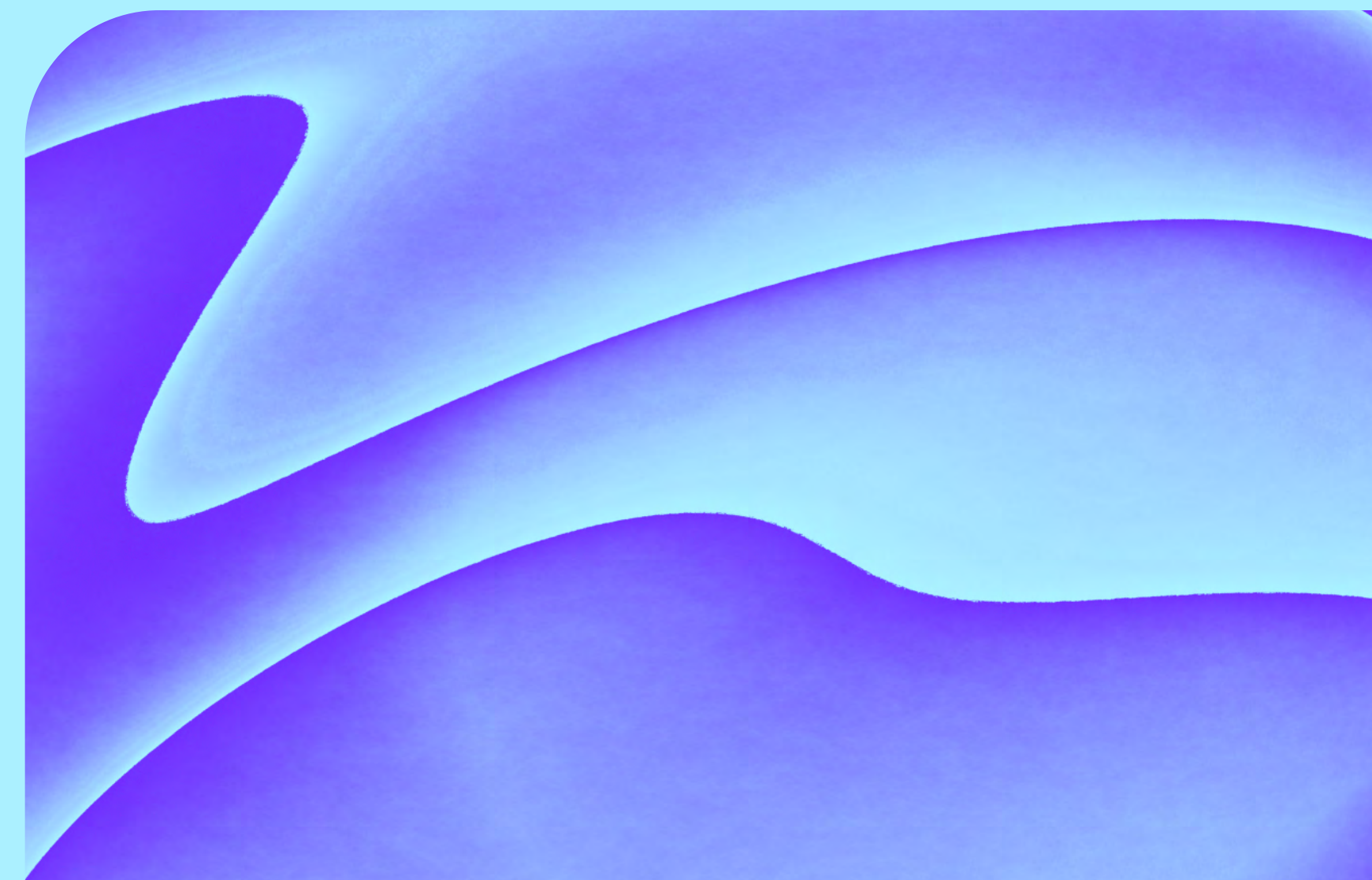


## ④ typography / accenting

① For headings we use neutral colors

② Accented colors can be added for level one and two headings.

- ① Select your expenses.
- ② And set your terms.



⑤ illustrations / index

illustrations

# 01



Timing is  
everything

Time your expenses  
with your revenue.

① Illustrations found without our brand can be used as supportive graphical elements to aid comprehension, much like iconography.

⑤ illustrations / comprehension

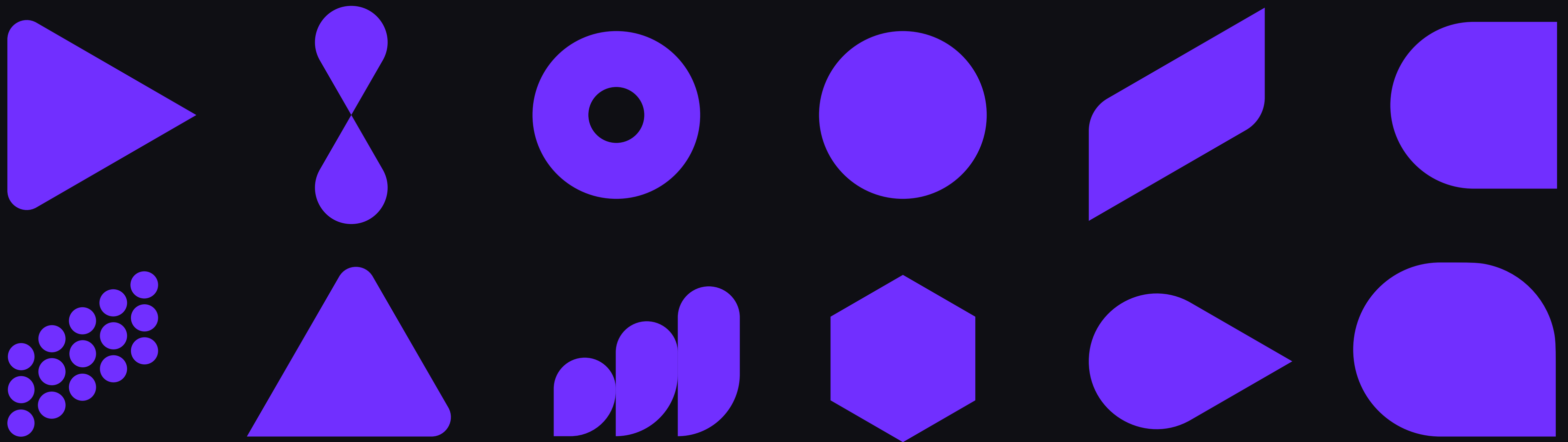




② Using shapes  
to contain the  
wild colors inside.


⑤ illustrations / shapes





③ All shapes are angled at  $30^\circ$  or  $60^\circ$ .

⑤ illustrations / shape examples



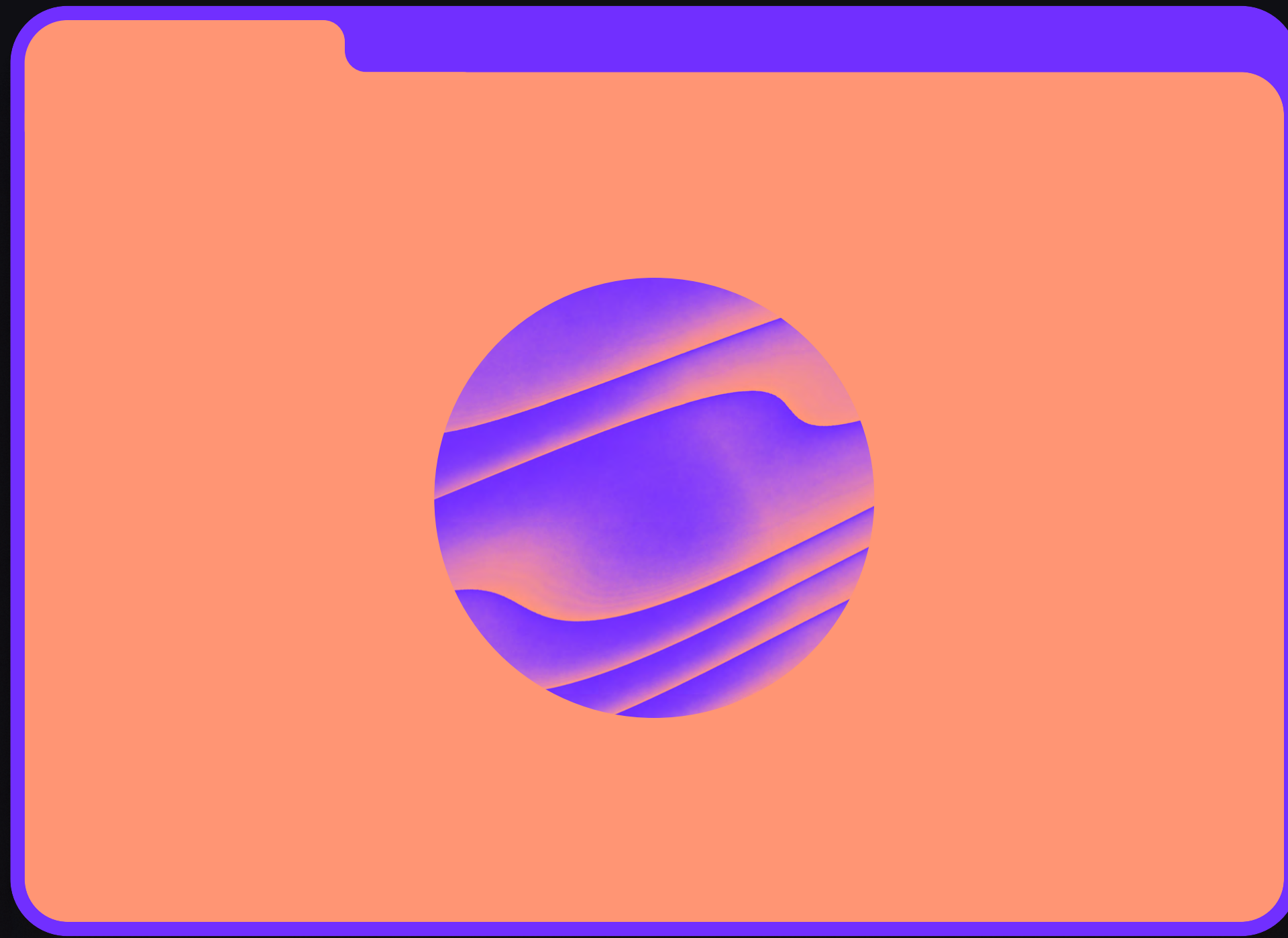
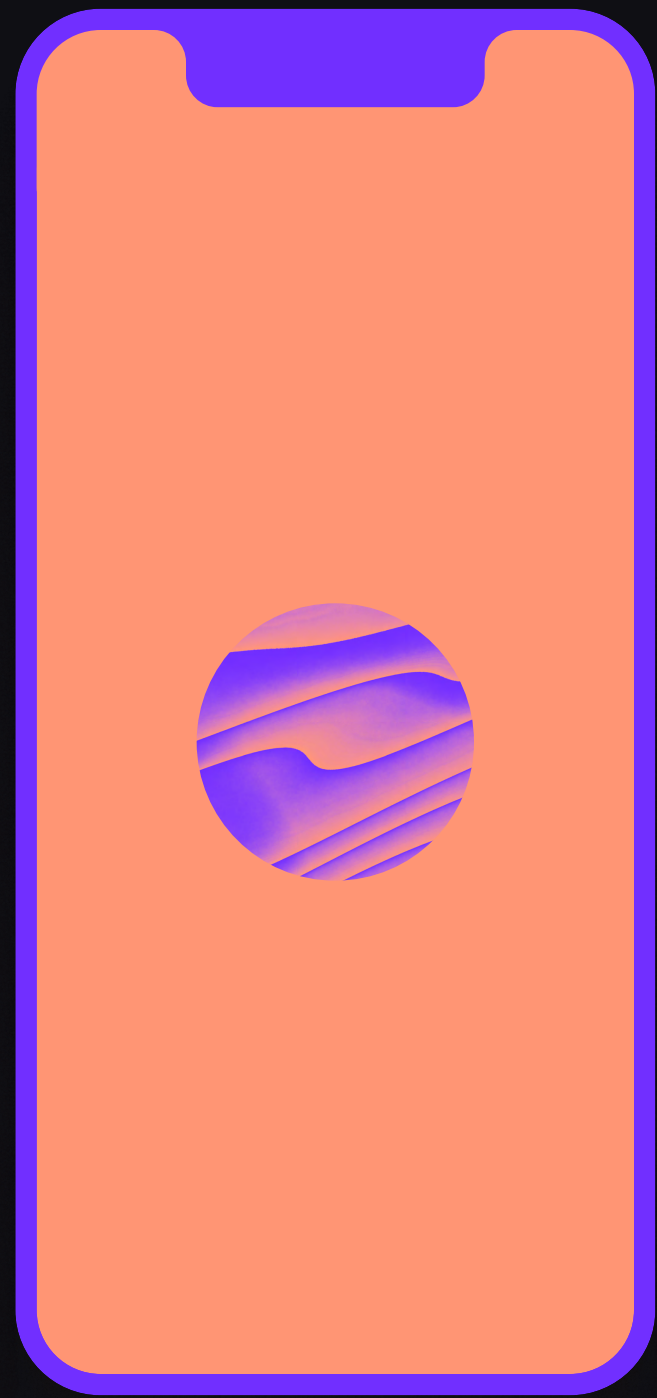
Transactions

Due	Status	Expected Amount	Outstanding
Jun 1, 2021	✓ Success	-\$20,000.00	-\$200,000.00
Jun 15, 2021	✱ Processing	-\$20,000.00	-\$200,000.00
Jul 1, 2021	● Upcoming	-\$20,000.00	-\$200,000.00
Jul 12, 2021	✓ Success	-\$20,000.00	-\$200,000.00

④ Mixing the shapes with abstracted UI. Totally cool.

⑤ illustrations/UI





⑤ Devices are always presented in duotone.

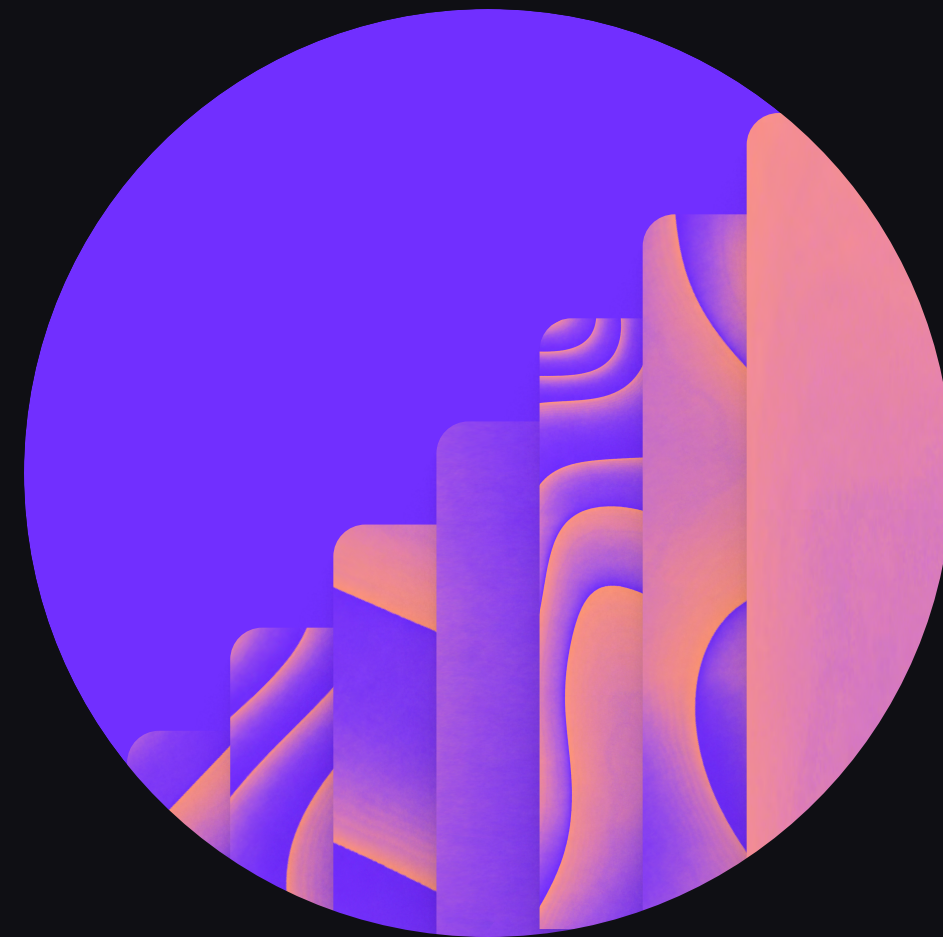
⑤ illustrations / devices



① Swirls



①② Mix



② Patterns



⑤ illustrations / styles

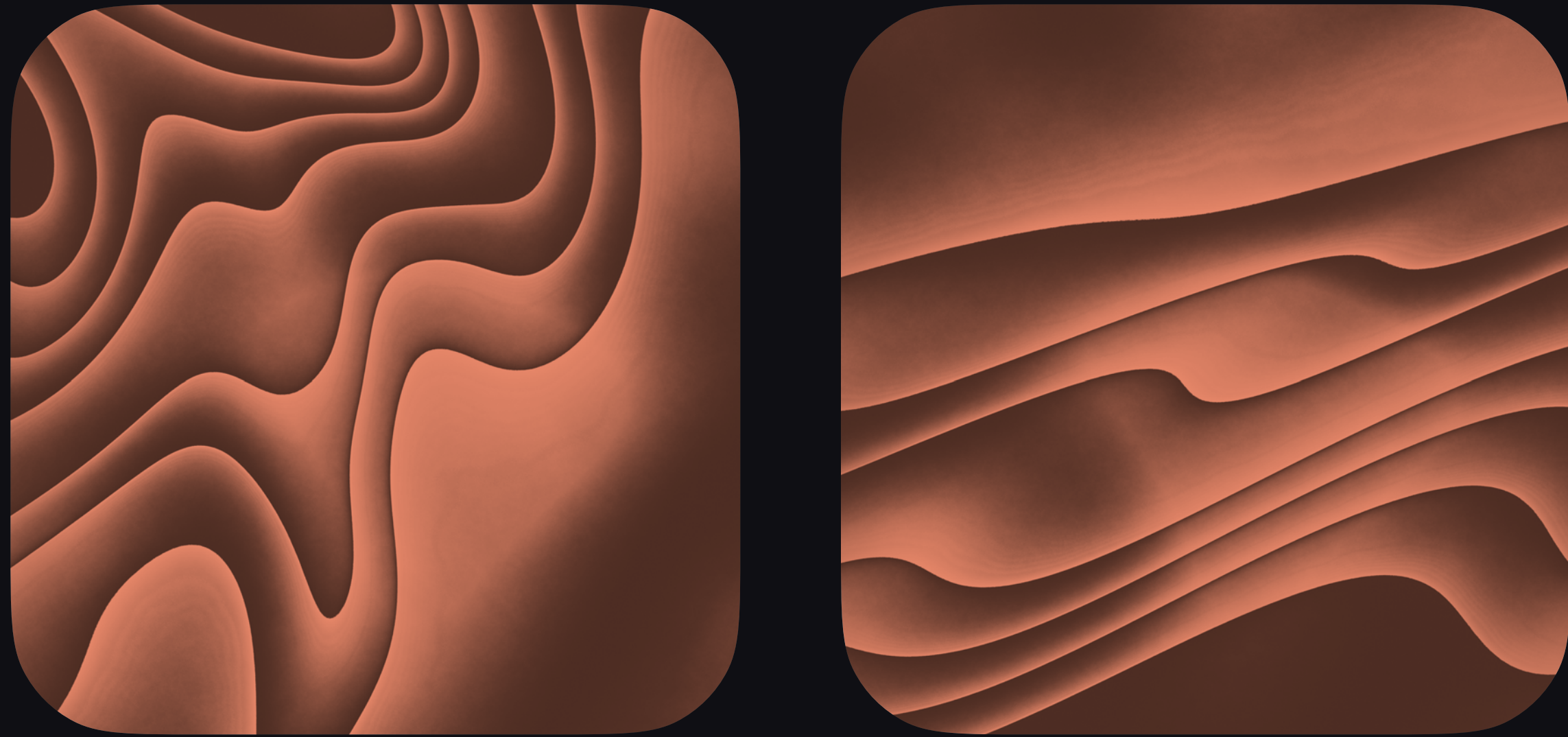
① Swirls

①② Mix

② Patterns

The two illustration styles are interchangeable. Pattern styles exclusively use shapes from the logotype ➤ making it inflexible in showing a wide range of concepts.

⑤ illustrations / style limitation



There are currently 2 bases  
used throughout all swirls.

⑤ illustrations / swirls





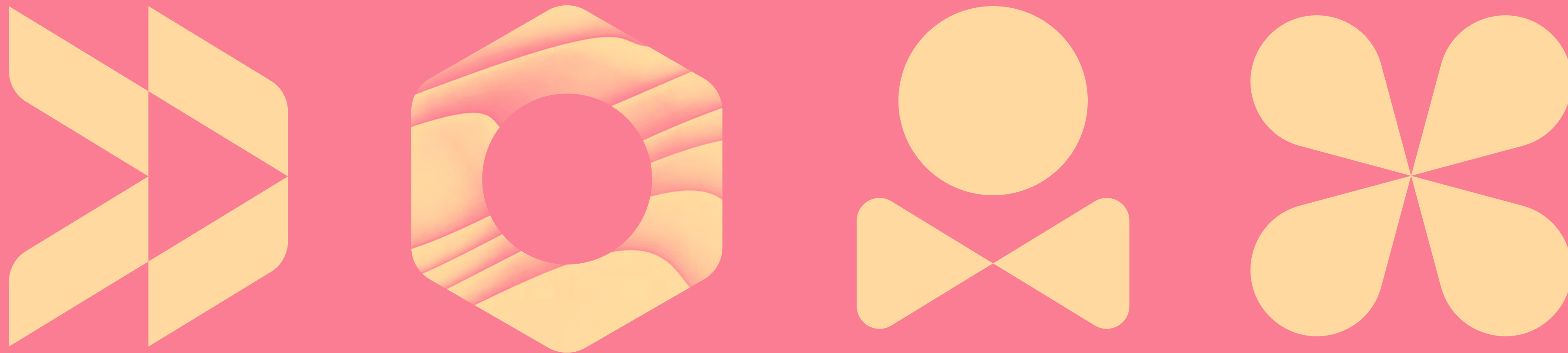
All of which can be  
recolored into any combo.

⑤ illustrations / swirls

⑥ icons / index

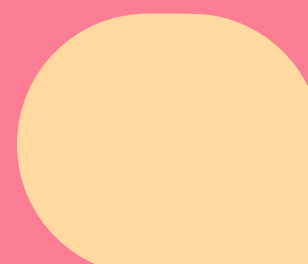
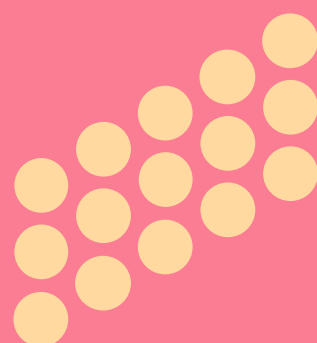
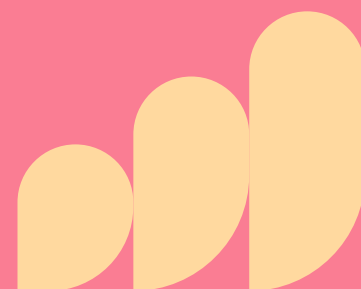
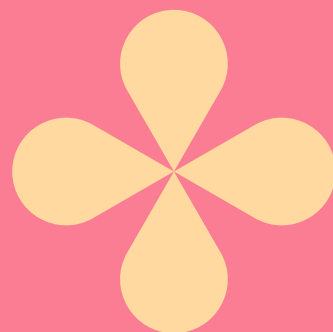
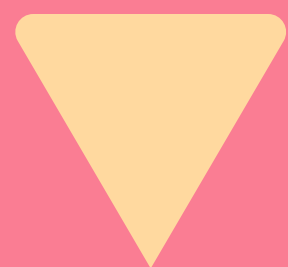
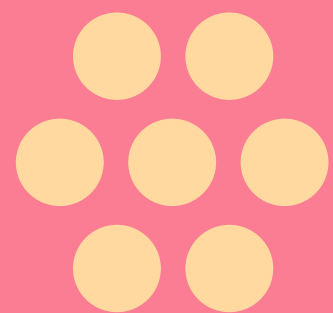
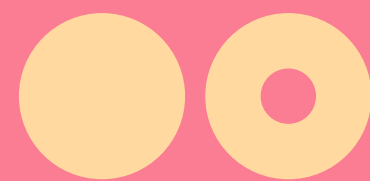
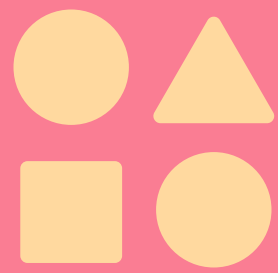
icons

## ⑥ icons / logic



Icons derive inspiration from the logo. Re-using geometries for consistency.

# 6 icons / examples



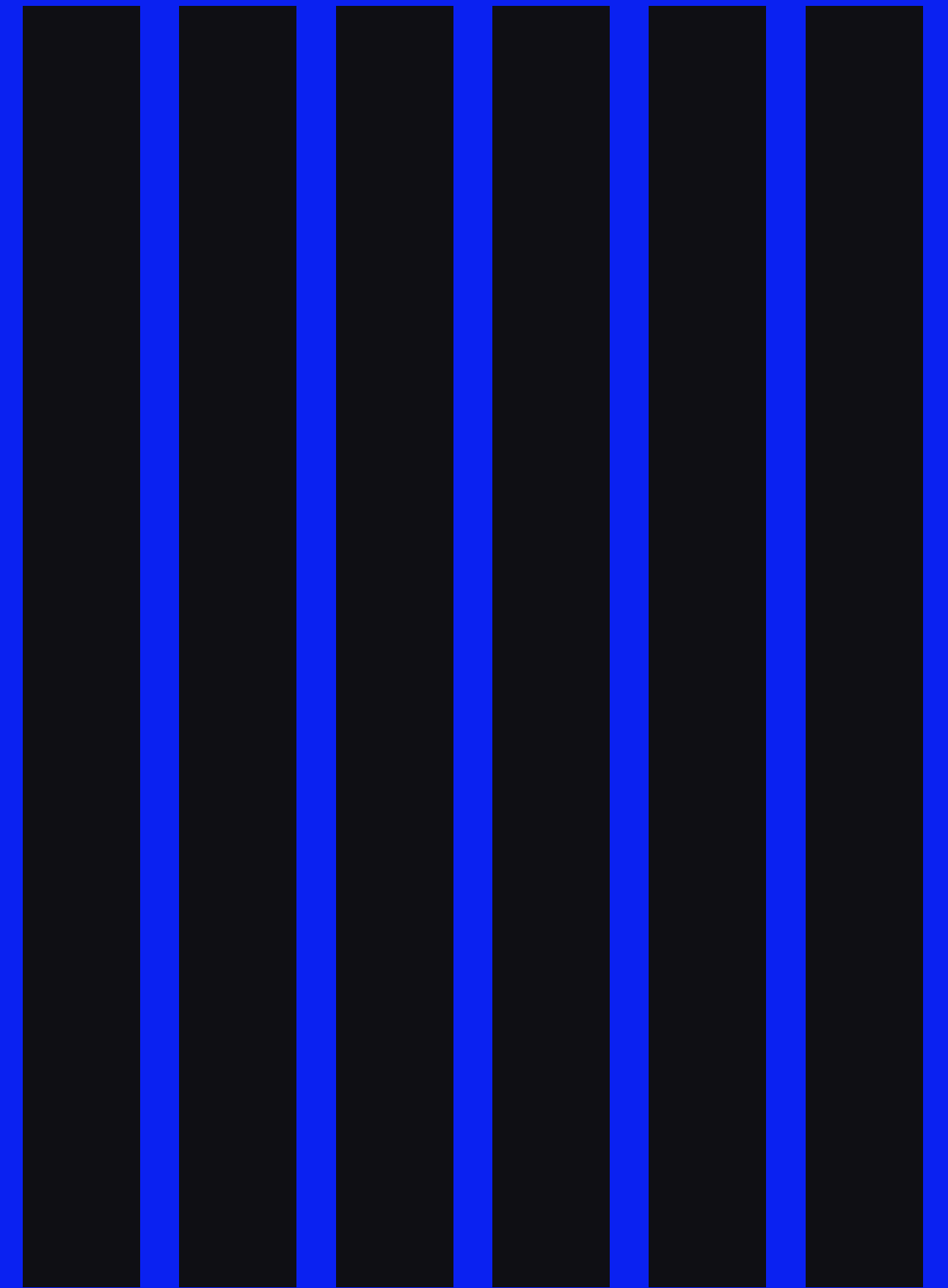


⑦ layouts / index

layouts

# ⑦ layouts / intro

This section  
will cover layout  
fundamentals.  
Nothing to it.



# ⑦ layouts / power of two



- ① Spacing elements can be done using powers of two
- ② But trust your eyes not hard numbers.

## ⑦ layouts / guidelines

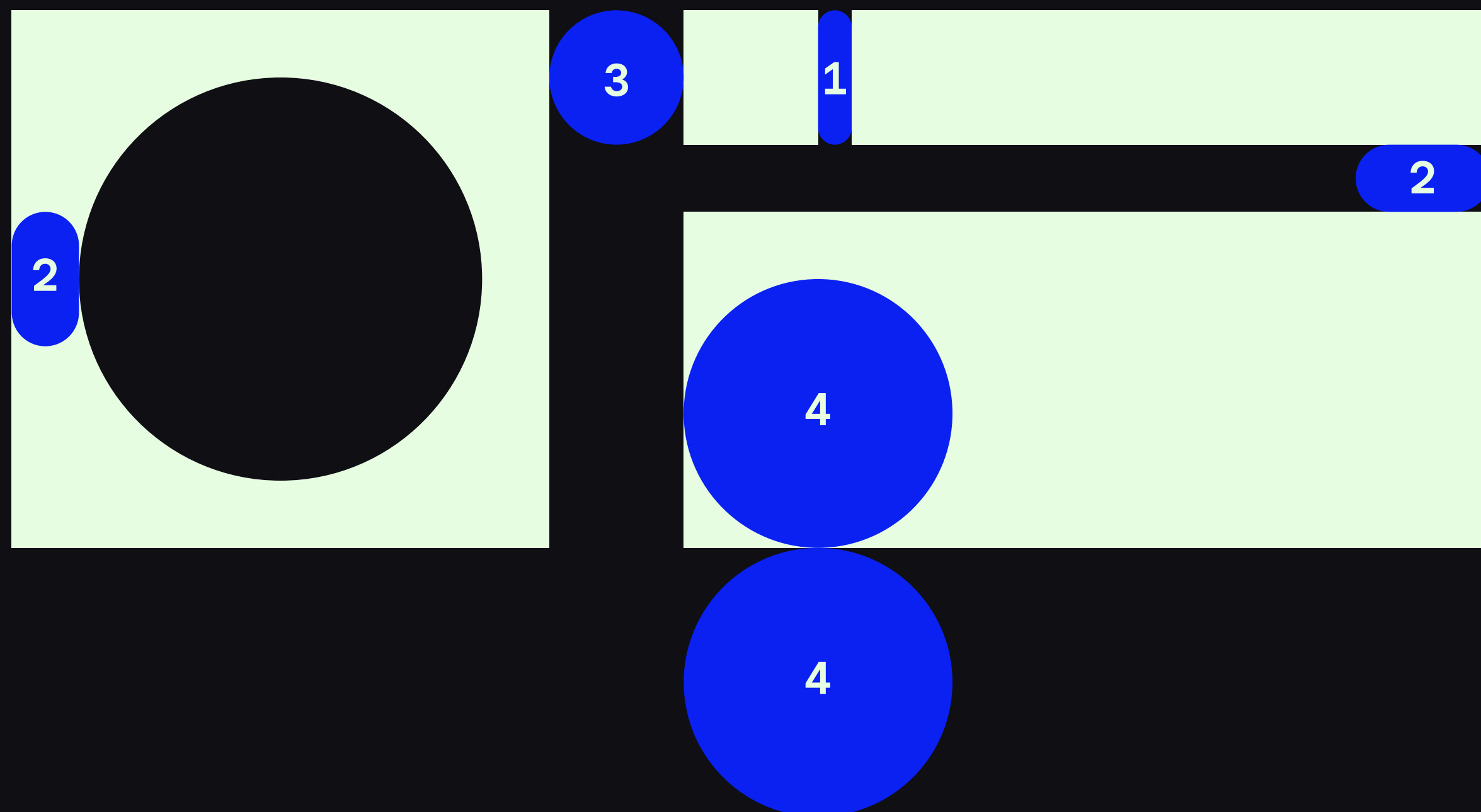
- ① We space things according to ratios rather than exact numbers.
- ② Browsers base font size changes often. Better to use flexible numbers.
- ③ Below you'll find a chart of common numbers used in our layouts.

# ⑦ layouts / base chart

①	0.25em	000	004	000	000
②	0.5em	000	008	010	012
③	base	014	016	020	024
④	2em	028	032	040	048
⑤	4em	056	064	080	096



# ⑦ layouts / example



- ① 0.25 em
- ② 0.5 em
- ③ 0.75 em
- ④ 1 base

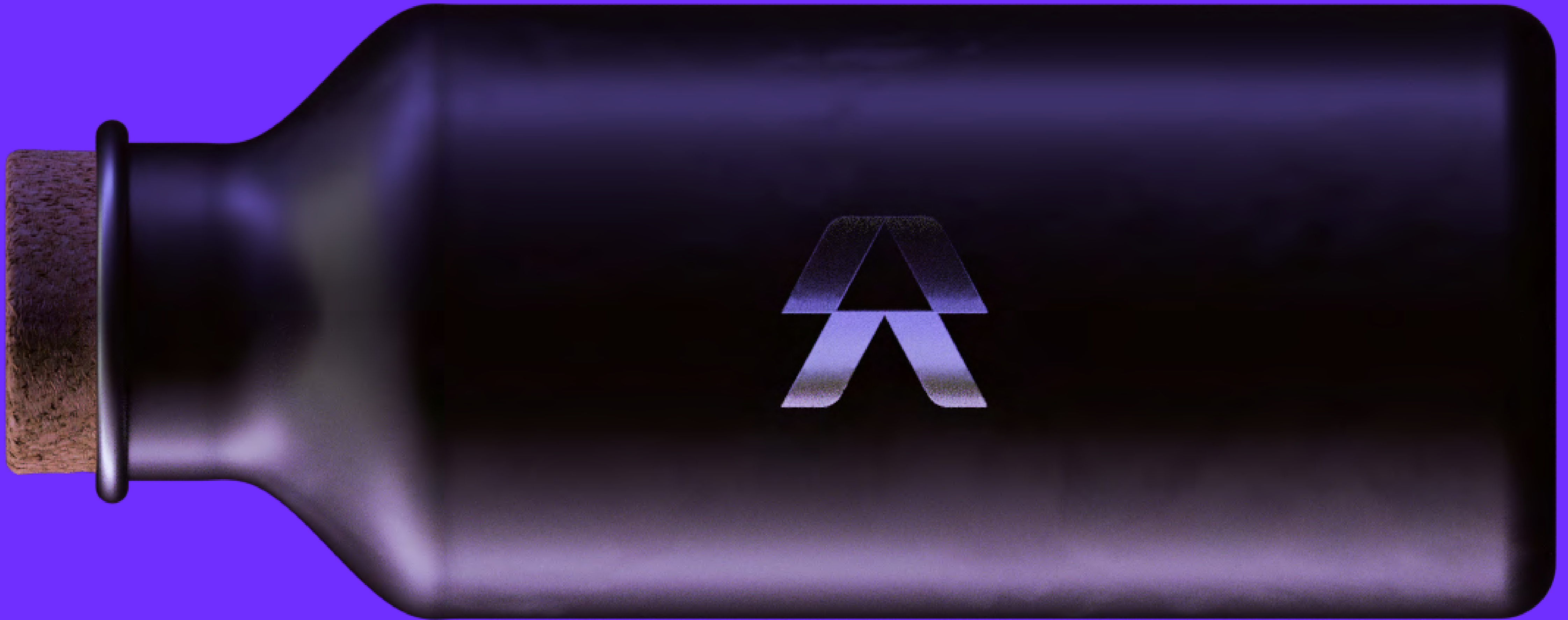
⑧ merch/index

merch

## ⑧ merch / strategy

① Merchandise is kept simple but striking. More focus on desirability than advertising a website url.

⑧ merch / bottle





# ⑧ merch / textile bag





⑧ merch / shirt

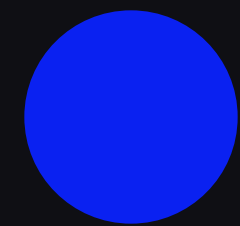




⑨ context/index

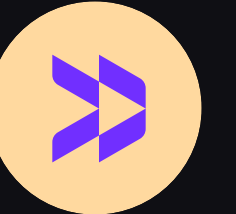
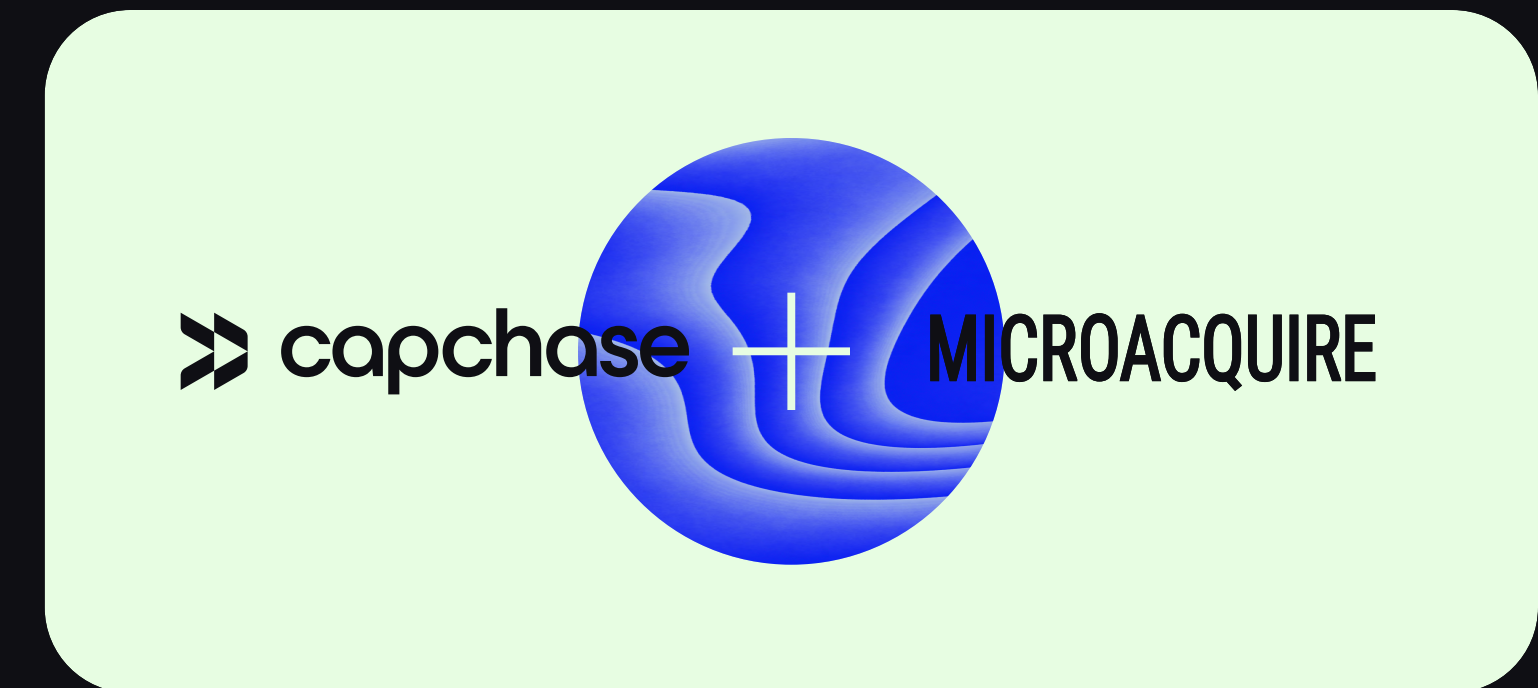
context

# 9 context / social examples



Capchase @GetCapchase · 20 Aug

Our goal is simple: help entrepreneurs succeed & acquisition financing has been heavily requested since launch. This is our first step towards bringing a fragmented acquisition market together.





# 9 context / social + people



”

We are changing our billing because of Capchase. We no longer give discounts for upfront payment, we want everybody to pay monthly and accelerate that with Capchase!

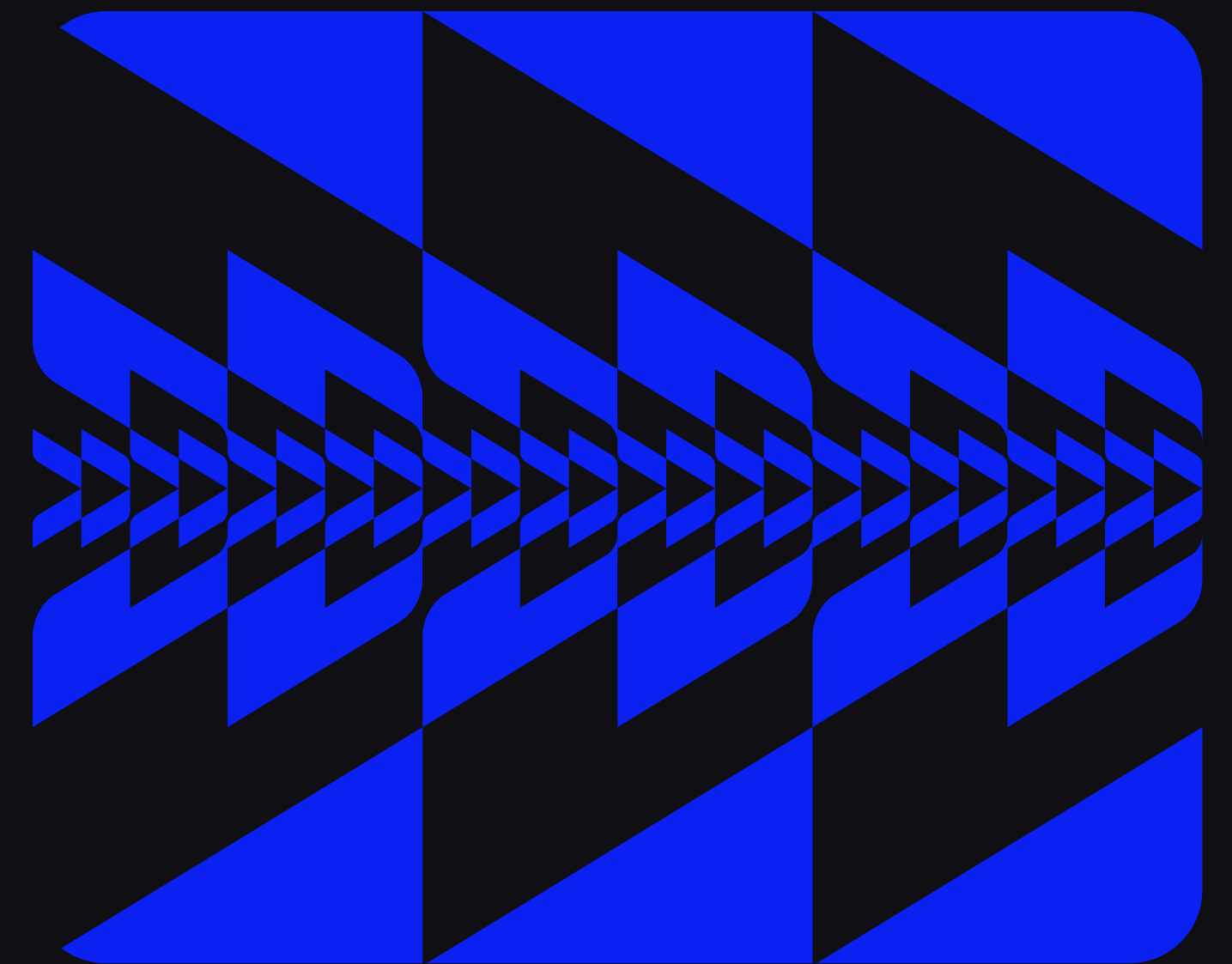
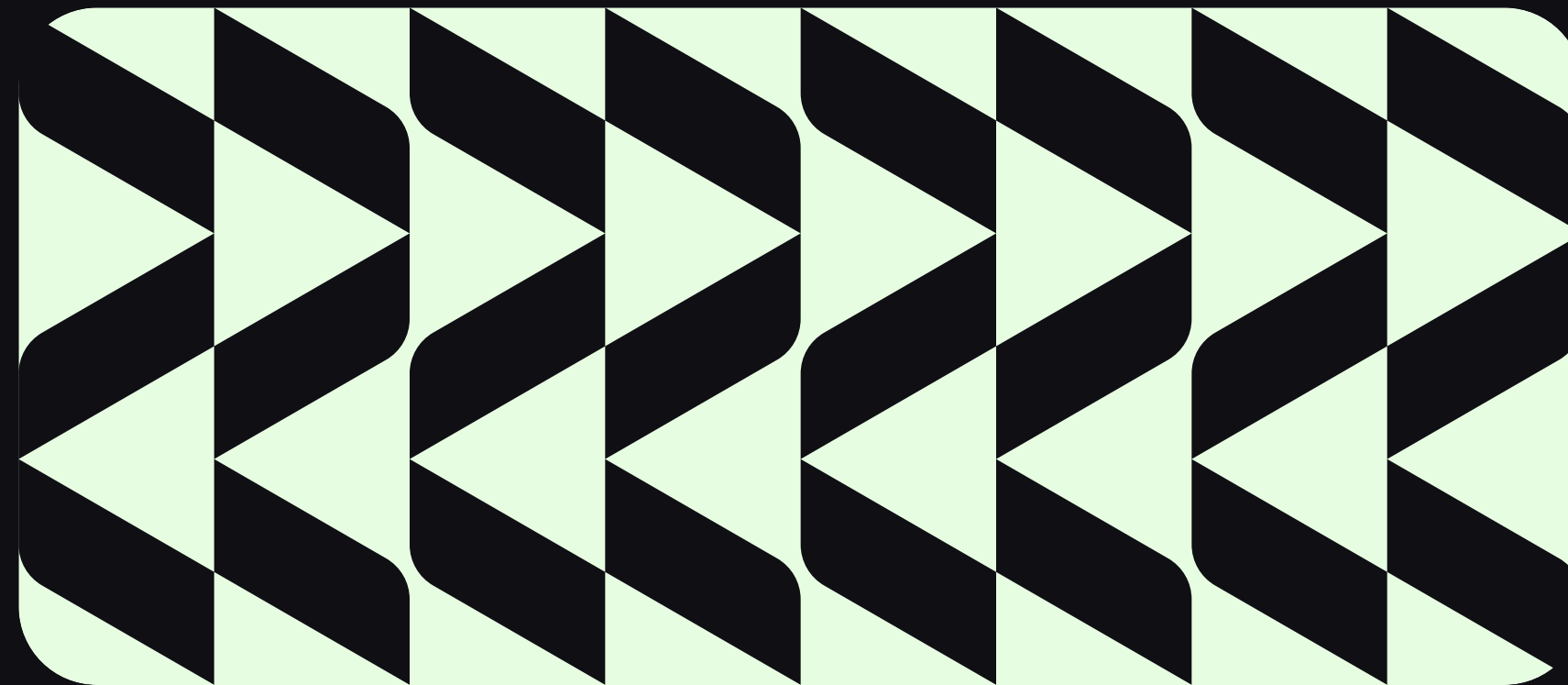
Denise Taylor · CFO · Coslab



Getting set up with Capchase was over-the-top accommodating. The personal touch was a real win for me.

Jeff Silver · CEO · General Provision

# ⑨ context / social patterns



# ⑨ context / social generic



» capchase



» capchase



» capchase





# 9 context / billboard 1

