



Brand Guidelines

Connect Financial Corporate Identity Standards
and Media Press Kit Information

What's inside

Welcome to the official guide of our brand's visual identity. This document is designed to ensure the consistent application and integrity of our brand logo across all platforms and mediums. As you navigate through this manual, you will find a detailed Table of Contents that outlines each section of our branding guidelines. Within these pages, we have meticulously outlined the correct usage of our logo, including size specifications, color palettes, and permissible backgrounds. Additionally, this guide includes important information on the spacing and positioning of the logo to maintain visual harmony and brand recognition. Our aim is to provide a clear and comprehensive reference that will assist you in correctly applying our brand elements, thereby strengthening our brand's identity and ensuring its cohesive representation worldwide. Please use this document as your primary reference, and consult the Table of Contents to easily locate specific sections relevant to your needs. We appreciate your commitment to maintaining the excellence and consistency of our brand's visual identity.

01-02

About us

Introduction
Privacy, security and trust, above all else is at the very core of what we do and what we build. Founded with a team of decades of fintech...

Our Products
From our credit cards to our loans and digital banking, we've designed our products to lead and connect cash and digital assets with ease...

Our Mission
We strive to empower people and businesses with smart, secure, and reliable digital asset banking services...

Our Values
Our team is determined to inspire continued innovation for fintech and create solutions that brings freedom to financial goals...

03

Brand Colors

Primary	#58595B
	#414042
	#000000
Complimentary	#0066A0
	#91287A
	#BC1B88

04-13

Logo Guide

Let's Talk About The Logo

"In the creation of the Connect Financial logo, our approach was centered on achieving a balance between simplicity and impact. We aimed for a design that communicates strength and reliability, essential qualities in the financial sector."

14-16

Logo Misuse

Let's keep its design integrity

From misuses to knowing and understanding our minimum sizes, spaces, restricted zone, correct use of brand signature colors and representations. All outlined to ensure a consistent presence of our brand identity in various placements.

17-19

Fonts

Poppins (OTF)

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
0 1 2 3 4 5 6 7 8 9
/ = < > ? : " { } | ! @ # \$ % ^ & * () - +

20

Contact

Our marketing team is here.

Whether you require our brand in various file formats, request further information on our products for media coverage we're here and always love to hear from our media partners, industry analyst and fintech specialists.

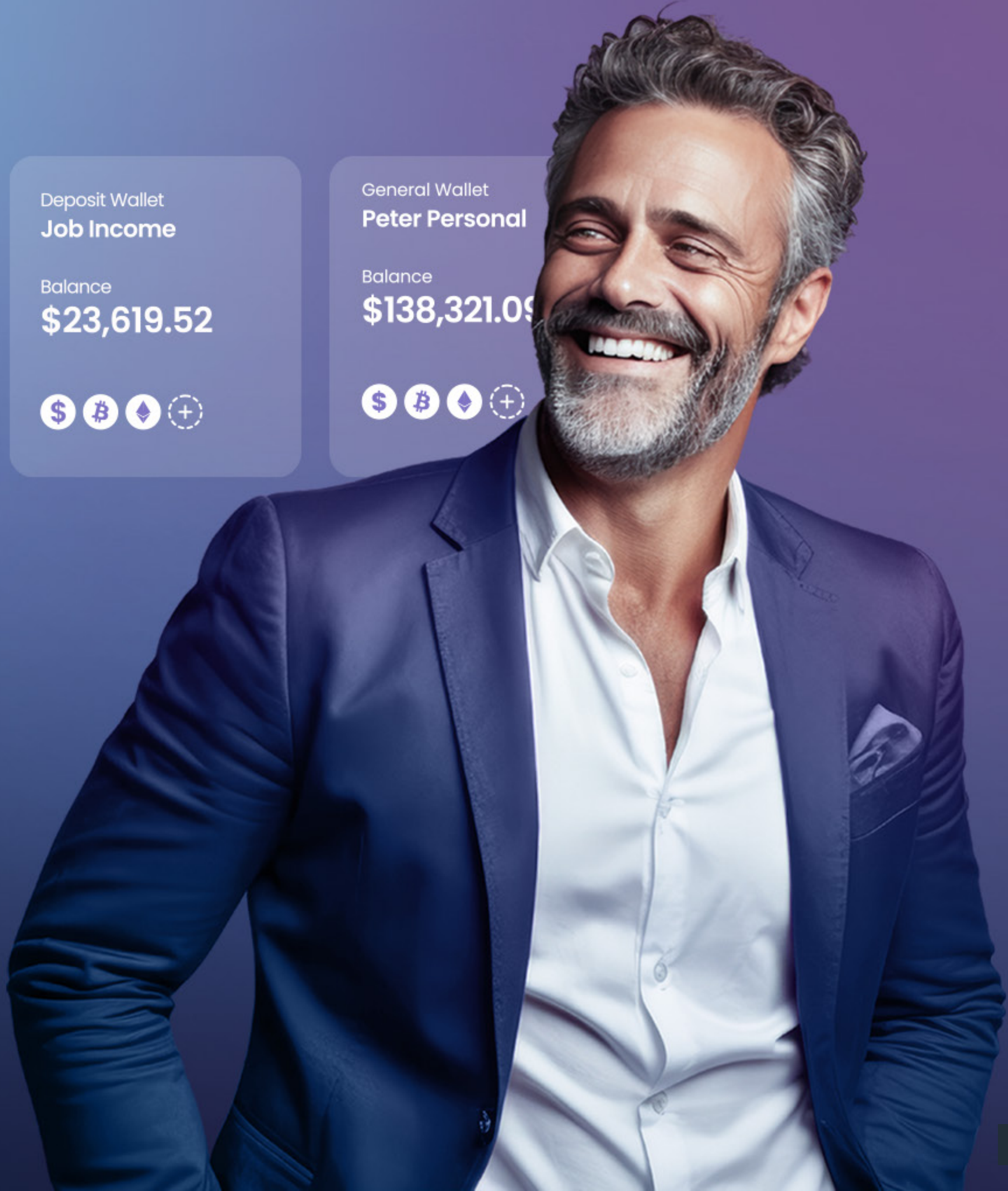
Empowering financial futures

“We believe in financial flexibility, customization and user control”

We believe in the growth of digital assets its global adoption and that the future of money is a harmonious blend of blockchain technology with traditional banking and payment services.

Our vision is to empower people and businesses with smart, secure, and reliable digital asset banking services to achieve their financial goals.

At Connect Financial, our team is a blend of diverse talents, spanning various backgrounds including banking, blockchain, insurtech, privacy, and enterprise-grade software-as-a-service (SaaS) development. Together, we bring a wealth of expertise, ensuring we can navigate the evolving landscape of financial innovation with confidence and precision.



Privacy, security and trust

“Giving our customers peace-of-mind on their financial products”



Long-Term Fixed Loan \$100,00.00
Small Business Loan

Access the spending power of your digital assets without selling your coins. Move seamlessly between cash and digital assets.

ENDS IN 30 DAYS



Build for the future

Connect Financial’s products are built from the ground up to work with multiple regulatory and compliance frameworks. We believe that the winners in this space will be the ones that are able to operate within the guidelines set down by governing bodies, while at the same time delivering an unparalleled experience.

Trust by design

Trust is the lifeblood of every fintech. We have painstakingly developed a platform that ensures complete transparency over the custody, ownership, and usage of all customer funds. Our systems are designed to leverage the best-in-class technical and procedural security. Trust is earned... but it is also built.

Every dollar matters

Money should be more than just spending, borrowing, and saving, and open a gateway to everyday luxury, with incredible benefits and elite experiences. Our suite of products paired with our exclusive memberships are designed to do just that. Enabling our customers to get more from everyday money.

Meet modern money

Connecting digital assets and cash seamlessly for financial flexibility

Cards

Our customers can instantly access credit up to 50% of the value of their digital assets without selling their coins. No lengthy application processes or credit checks. Simply select the credit amount, the collateral to use, and the card tier desired – finally credit control people want with the purchase benefits they want across an elite reward membership program.

Loans

Our anything loan can be used for just that – anything. Our customers access flexible loans to unlock their digital assets' spending power without selling their coins. From selecting their loan value, collateral amount, repayment schedule to even their interest rate and tailored payouts – our loans are designed be as unique as our customers and meet life's demands with ease.



India City Walks

Delhi, India

Embark through Mughal history with a VIP Red Fort experience.

ENDS IN 16 DAYS



Broadway

New York City, New York

Indulge in upscale dining and enjoy renowned musicals with premier seats.

ENDS IN 52 DAYS



Surfs Up

Various Locations

Where skill meets passion: Private surfing lessons for every skill level.

ENDS IN 75 DAYS



Relax & Rejuvenate

Various locations

with luxurious spa treatments. in serenity.



Brand colors

Connecting to the methodology and psychology of colors in our brand and engagement

Color holds an intrinsic role in our daily lives, serving as a silent yet powerful communicator that can convey ideas and evoke emotions without a single word. Its presence is foundational, subtly shaping our perceptions and experiences.

The choice of black and white for Connect Financial's primary logo embodies a strategic balance and blend of color psychology. Black embodies sophistication, power, and elegance. It suggests strength and reliability, appealing to a sense of professionalism and seriousness that assures users of the company's credibility and authority in the financial sector. Meanwhile, white stands for purity, simplicity, and clarity. It provides a clean backdrop, offering a sense of peace and calm, and creates a contrast that makes the black even more potent. This monochromatic foundation not only highlights the company's adaptability but also underlines its mission to provide accessible, tailored financial solutions.

Connect Financial then further compliments its monochromatic foundation with hues of blue and purple. Blue stands as the epitome of trust, radiating a sense of reliability, stability, and professionalism. By integrating shades of blue into our design, we aim to cultivate an atmosphere of confidence among our clients, reinforcing our commitment to integrity and dependability. The addition of purple hues embodies luxury and the color merges the tranquil stability of blue with the vibrant energy of red, radiating confidence. It exudes a regal, luxurious quality, intertwining wisdom and power seamlessly, symbolizing both nobility and innovation.

Primary
#222D39

#FFFFFF

#000000

#BCBEC0

#F0F2F6

Secondary
#0066A0

Complimentary Colors

#8E6CBC

#8E3E8A

#8FC9DF

#B1D4E5

#F0F2F6

Complimentary Gradient

Our logo creation

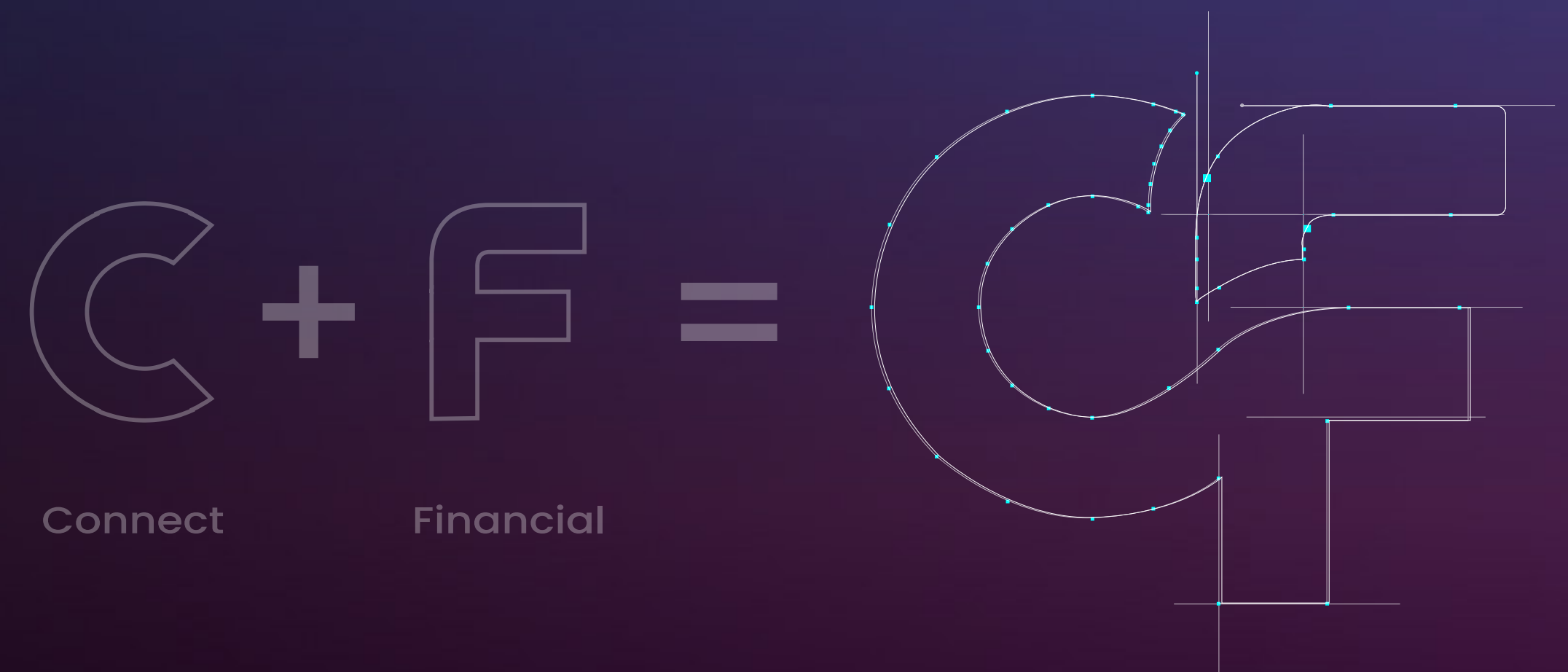
Methodology: Achieving a balance between simplicity and impact

Our brand identity was meticulously crafted to project a message of strength and reliability, which are indispensable attributes in the financial industry. By employing bold, clean lines in our typography, we underline our unwavering commitment to clarity and efficiency – fundamental principles that guide our operations. Furthermore, the integration of the “CONNECT” concept is adeptly visualized through intricately interconnected letters. This emblematic fusion illustrates the platform’s role in uniting diverse financial services and facilitating a cohesive user experience.

Moreover, the merger of the ‘C’ and ‘O’ not only reinforces the theme of connectivity but also subtly alludes to the symbol of infinity, representing the limitless possibilities available to Connect Financial customers in managing their finances, from digital to traditional assets, in alignment with their personal aspirations. The logo embodies the dynamic, cyclic nature of financial management, empowering users to shape their own financial stories without limitation.

Ultimately, the Connect Financial logo serves as a manifestation of innovative design thinking and the brand’s commitment to fostering a fluid, integrated financial ecosystem. It symbolizes strength, adaptability, and infinite possibilities, encouraging users to discover and engage with the financial world in a manner that seamlessly integrates with their lifestyle.

CONNECT
F I N A N C I A L



Know your space

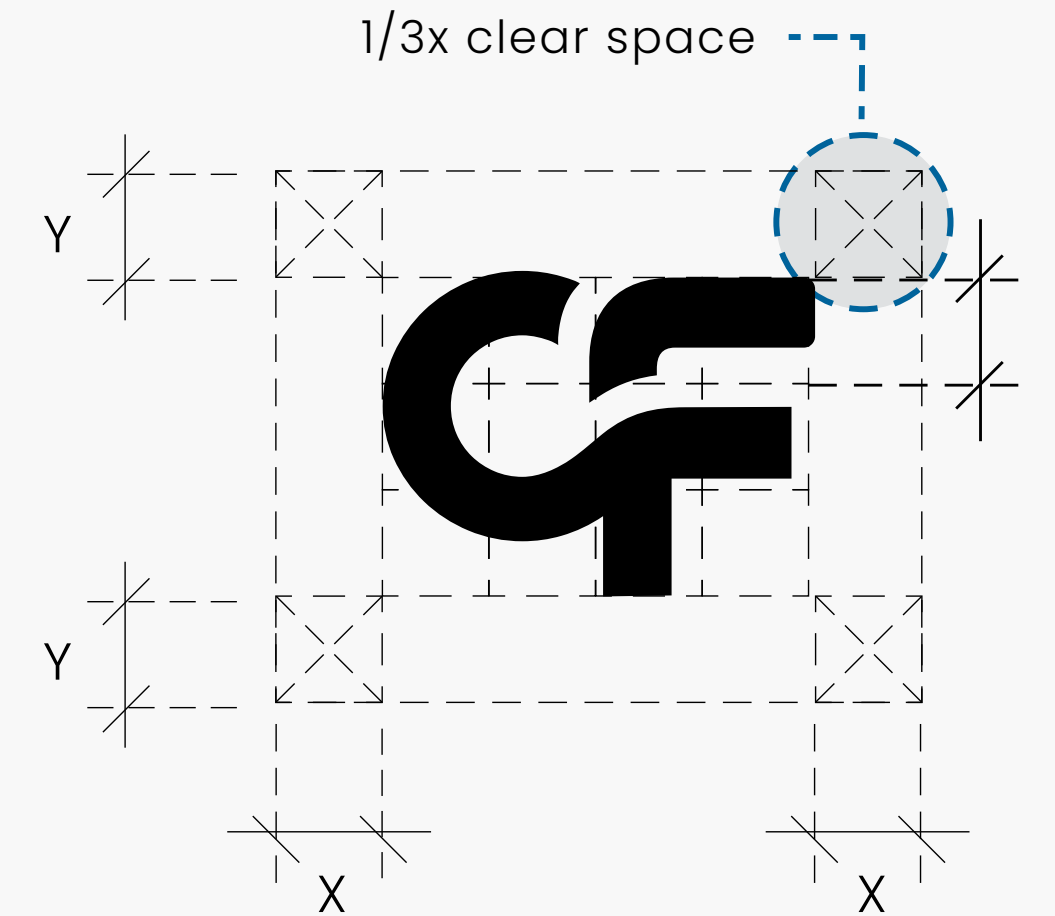
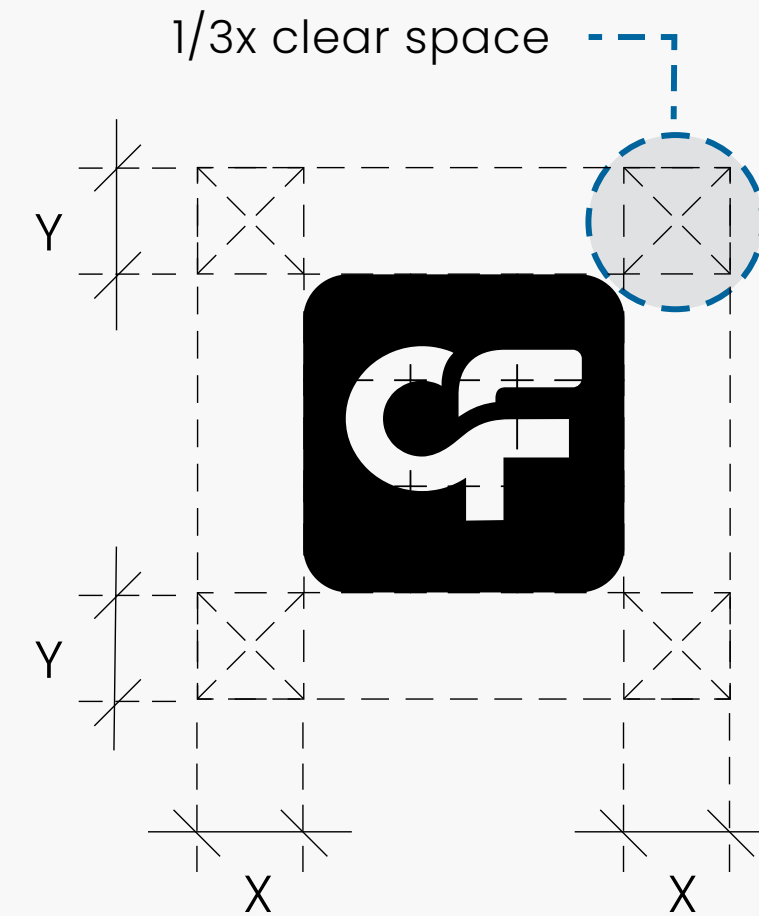
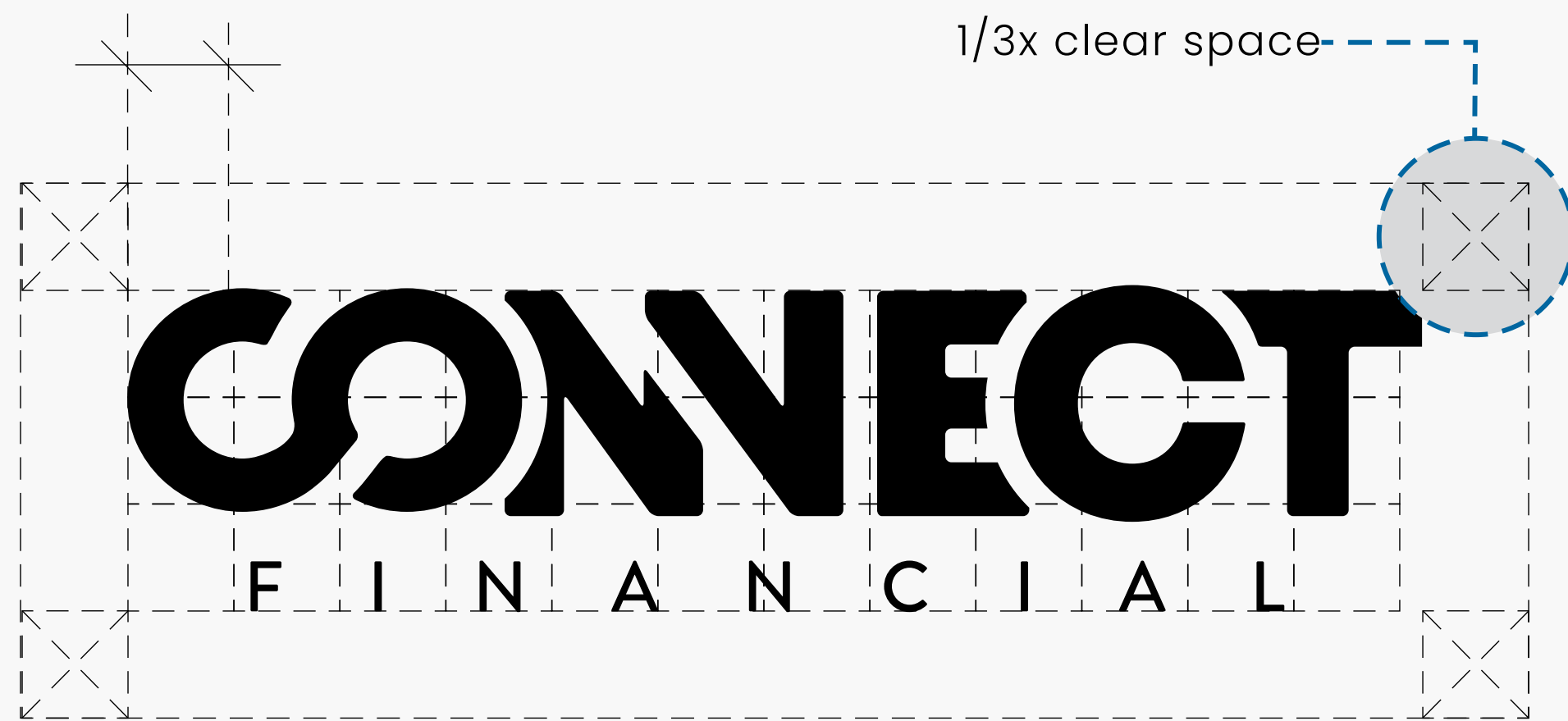
The Connect Financial logo is an integral and balanced entity that must maintain its original shape, formation, and proportions. Consistent use of the brand's signature ensures the preservation of its overall unity and enhances brand recognition. The guidelines provided on this page outline the proper proportions of the vertical and horizontal brand signatures, ensuring they are used correctly in all applications.

Restricted Zone

In order to present the brand signature clearly, there must be a empty space in minimum size around the brand signature and the empty space is called "restriction zone". No words, signs or other graphic elements are allowed to appear in it.. "X" and "Y" in the graph respectively represents the height of word or icon in vertical and horizontal brand signature. In the vertical brand signature "X" represents width in the restricted zone. and "Y" represents the width and height in horizontal brand signature. The size of restricted zone changes as well as the signature zone changes.

Minimum Size

To present the brand signature clearly, there must be a 2-parts of vertical(Y) empty space in minimum size and 4-parts of horizontal(X) empty space. No words, signs or other graphic elements are allowed to appear in it.. "X" and "Y" in the graph respectively represents the height of word or icon in vertical and horizontal brand signature. In the vertical brand signature, "X" represents width in the restricted zone. and "Y" represents the height in horizontal brand signature. The size of restricted zone changes as well as the signature zone changes.



Logo positioning

To present the brand signature clearly, there must be a 2-parts of vertical(Y) empty space in minimum size and 4-parts of horizontal(X) empty space. No words, signs or other graphic elements are allowed to appear within this space. “X” and “Y” in the graph respectively represents the height of the brand signature in vertical and horizontal usage. In the vertical, “X” represents width in the restricted zone. and “Y” represents the height in horizontal. When scaling the brand signature the size of restricted zone will automatically change in locked proportion to the size of the brand identity signature.



Minimum print size

The minimum size of the brand signature in print publications should be the same proportion as the following figures shown below. It should not be smaller than this size to maintain its visibility and clarity.

Top Left

Top Center

Top Right

Middle Left

Bottom Left Side

Bottom Middle

Icon positioning

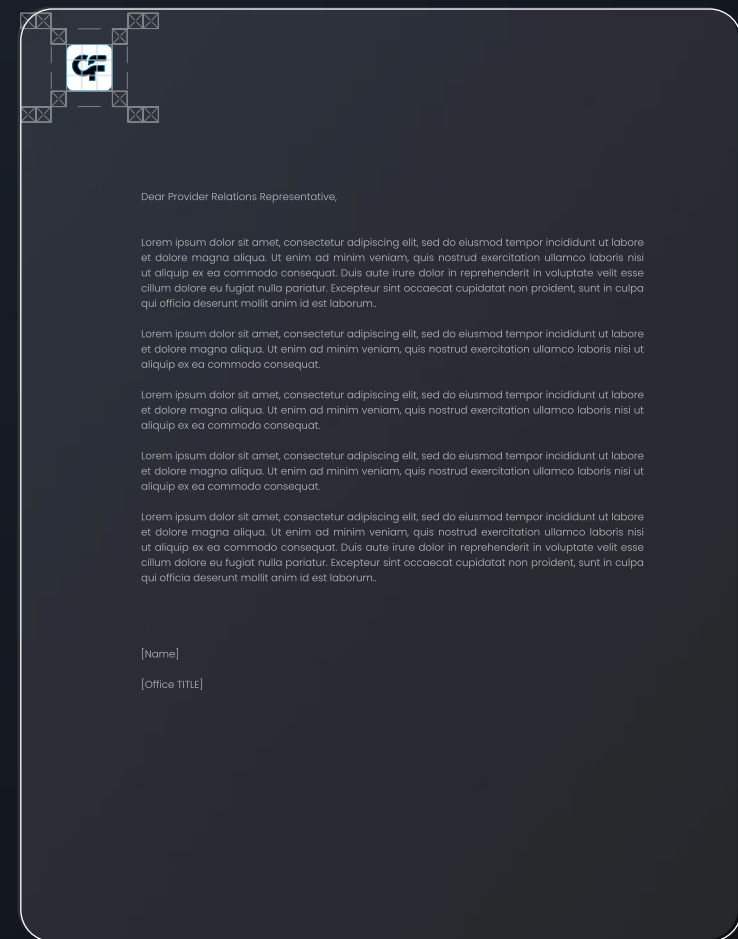
To present the brand signature clearly, there must be a 2-parts of vertical(Y) empty space in minimum size and 3-parts of horizontal(X) empty space. No words, signs or other graphic elements are allowed to appear within this space. "X" and "Y" in the graph respectively represents the height of the icon in vertical and horizontal usage. In the vertical, "X" represents width in the restricted zone. and "Y" represents the height in horizontal. When scaling the iconic logo the size of restricted zone will automatically change in locked proportion to the size of the iconic logo.

Minimum print size

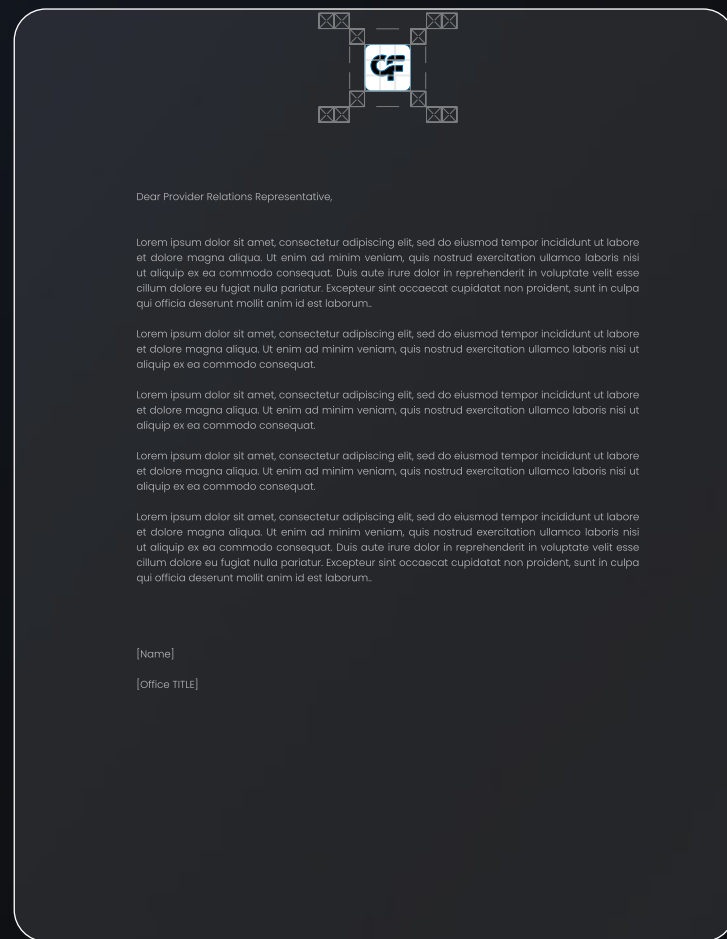
The minimum size of the iconic logo in print publications should be the same proportion as the following figures shown below. It should not be smaller than this size to maintain its visibility and clarity.



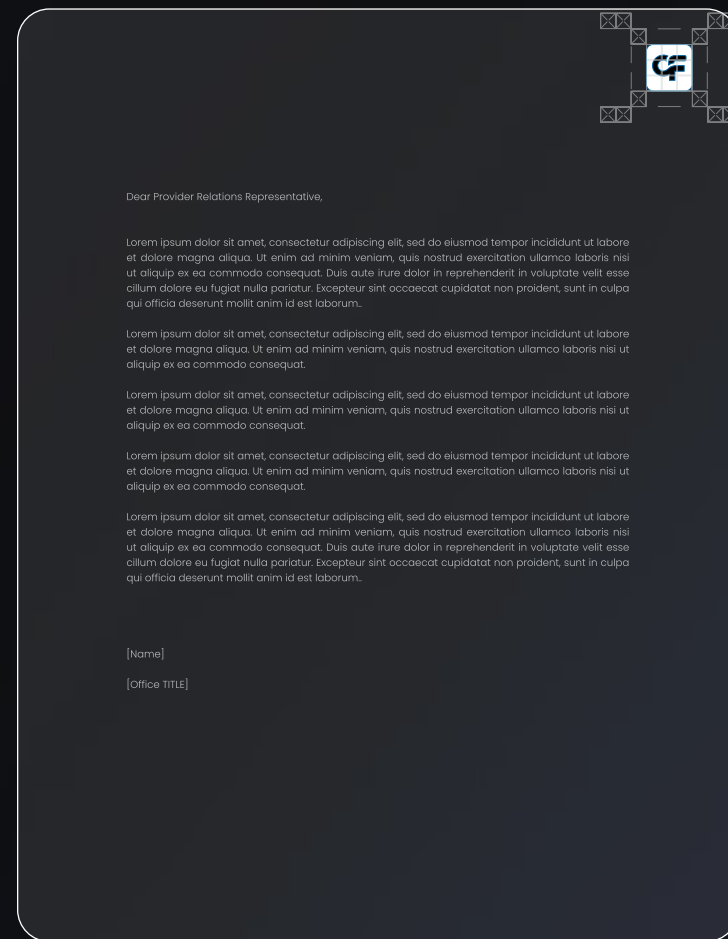
@minimum of 1/3 of its size



Top Left



Top Center



Top Right



Middle Left



Bottom Left Side



Bottom Middle

Brand consistency

Incorrect use of brand signature

Maintaining consistency in the use of the brand signature is crucial. To ensure this, it is recommended to apply the brand signature with care and precision. The diagrams below showcase typical examples of misuse of the brand signature. It is essential to avoid these mistakes to maintain the integrity and recognition of the brand.

Furthermore, adhering strictly to the brand guidelines not only enhances the professional appearance of your materials but also reinforces the brand's identity in the minds of the audience. Regular review and adherence to these standards are necessary to avoid common pitfalls and to ensure the brand is represented accurately and effectively across all platforms.



Misuse 1: Realigning

Realigning of text with the logo should not be changed.



Misuse 2: Line Spacing

The position between the logo and the text should not be changed.



Misuse 3: Elements Resize

The elements within signature should not be changed, magnified or reduced.



Misuse 4: Font Change

Do not change the font type used or its font weight associated.



Misuse 5: Color

Do not change the color. Reference next slides on black and white uses.

Logo to color background

The Connect Financial logo must be in a 100% black (hex value #000000) or the brand's primary color (hex value #222D39) on white or light colored backgrounds without any other elements that distracts the clarity or visibility of the logo. For darker color backgrounds the brand identity must be colored white (hex value #FFFFFF). Must be clear and readable for the viewer at all times. In order to keep consistent usage of the brand signature, please use it prudently. The graphs shown below are the common misuse of the brand signature. Please avoid these following mistakes:



@0% Tint



@100% Tint

Authorized brand identity usage



Not authorized brand identity usage



Authorized brand identity usage

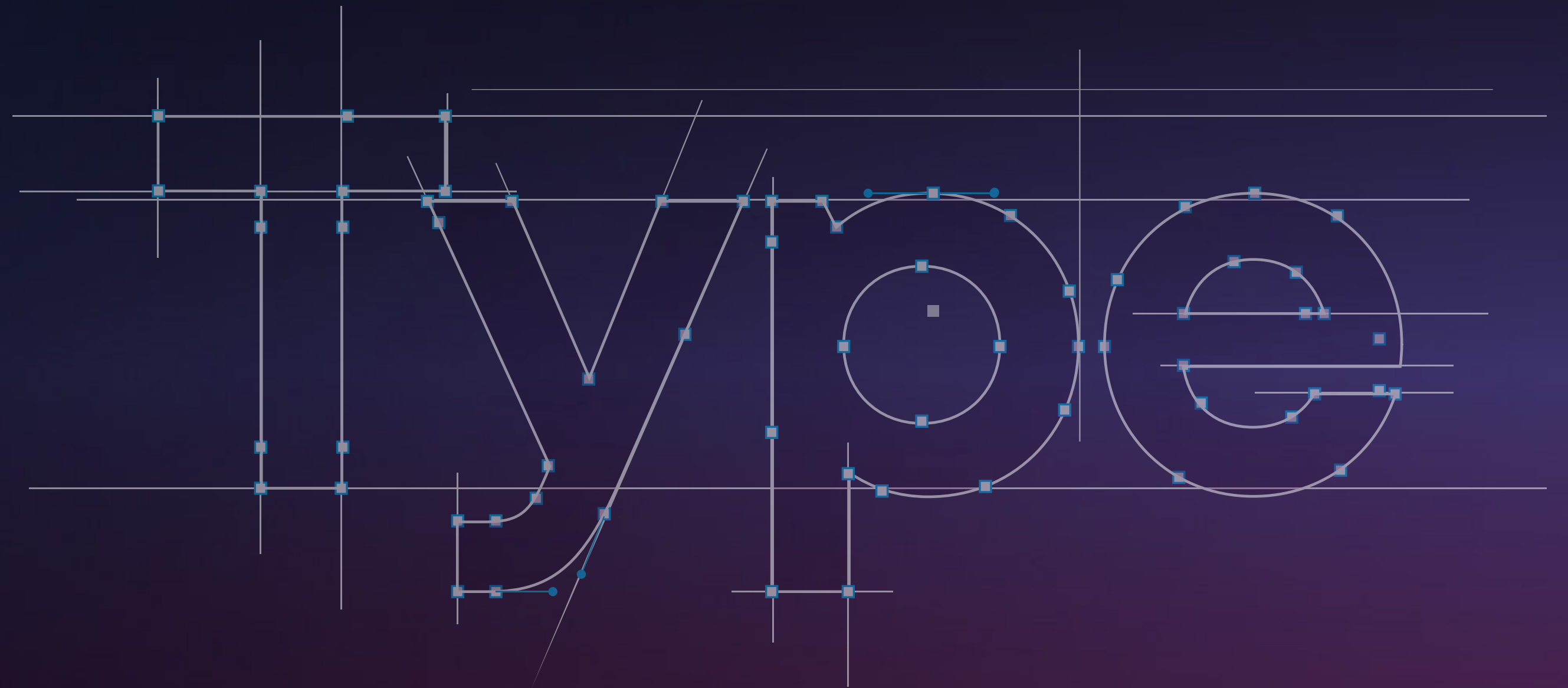


Not authorized brand identity usage



It's more than just letterforms, it's what we say.

Introducing our font families



Poppins

In the selection of our standard typeface, meticulous attention to detail is paramount. The choice of Poppins as our foundational typeface is rooted in its modern, geometric lines that convey clarity and readability, crucial for fostering user engagement and ensuring accessibility across all communication channels. This typeface, in its standard format, supports flexibility in the position of titles to meet various layout requirements effectively.

The Poppins font family is celebrated and well known for its full versatility and legibility, making it an ideal choice for both print and digital media applications. Its characters possess a friendly yet professional appearance, fostering a welcoming atmosphere while maintaining an authoritative tone. This balance is crucial in engaging a wide audience while conveying trustworthiness with expertise and seriousness around financial services.

Our font size and line spacing application maintain flexibility to accommodate different layout requirements while ensuring coherence and readability. The primary font weight for headers, is PoppinsBold, to underscore the importance of headline messages. Our choice of the Poppins font and adherence to specific typographic standards reflect our commitment to consistency, clarity, and professionalism.

The Headers – PoppinsBold

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789!@\$\$&*()-+={[]}::;''',.?



Font-family; Poppins

In the selection of our standard typeface, meticulous attention to detail is paramount. The choice of Poppins as our foundational typeface is rooted in its modern, geometric lines that convey clarity and readability, crucial for fostering user engagement and ensuring accessibility across all communication channels. This typeface, in its standard format, supports flexibility in the position of titles to meet various layout requirements effectively.

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The Headers – PoppinsBold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@ \$&*()-+= { [] : ; " ' , . ?



Font styles

When choosing the standard typeface, it must be its standard format. The position of the title is must always be aligned to the left. The standard typeface to be used on all for the body copy would be Poppins Font family. Sub-headlines must always be in bold format, the subtitles are to be in medium format and the body copy will be in light format. Fonts must always be in readable manner. Font size will vary according to layout requirements. Line spacing will vary depending on the amount of text supplied for the layout but as much as possible, keep the spacing to 16pts with the miinimum font size not smaller than 10 pts.

Recommended Font Size For Body Copy:(by proportion)

HEADER H1	70pt / line-height 80pt / Bold
HEADER H2	60pt / line-height 72pt / Bold
HEADER H3	28pt / line-height 35pt / Bold
HEADER H4	24pt / line-height 32pt / Semi-Bold
BODY COPY 1	20pt / line-height 32pt / Regular
BODY COPY 2	16pt / line-height 24pt / Regular
BODY COPY 3	14pt / line-height 24pt / Regular
BODY COPY 4	12pt / line-height 16pt / Regular

:

SubHeaders and Body Copy

POPPINS – Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&*()_ - += {[]}| \ ; : " ' < , > . ? /**

POPPINS – SemiBold

**ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&*()_ - += {[]}| \ ; : " ' < , > . ? /**

POPPINS – Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&*()_ - += {[]}| \ ; : " ' < , > . ? /

Need to say hi?

We'd love to hear from you.

As we conclude this brand guidelines document, we hope it serves as a valuable resource in maintaining the integrity and consistency of our brand identity. Remember, these guidelines are not just recommendations, but imperative standards designed to cultivate a cohesive and recognizable brand.

We trust that by adhering to these principles, we can collectively foster a strong, unified presence in the market. Should you have any questions or require further clarification, please do not hesitate to reach out.

Let's move forward with a shared vision and commitment to excellence, ensuring that every interaction with our brand is impactful and aligned with our core values. Thank you for your dedication to upholding the essence of our brand.

For more information or brand file formats, please contact a marketing representative at marketing@connect.financial

