



NIBBLE & BIT
EVERY BIT MATTERS

BRANDING PORTFOLIO

2025

We often work with businesses who have a logo suite but no cohesive identity to go with it. To ensure their brand shows up consistently across platforms, we build custom brand guides that establish visual direction, define tone, and provide practical usage guidelines.

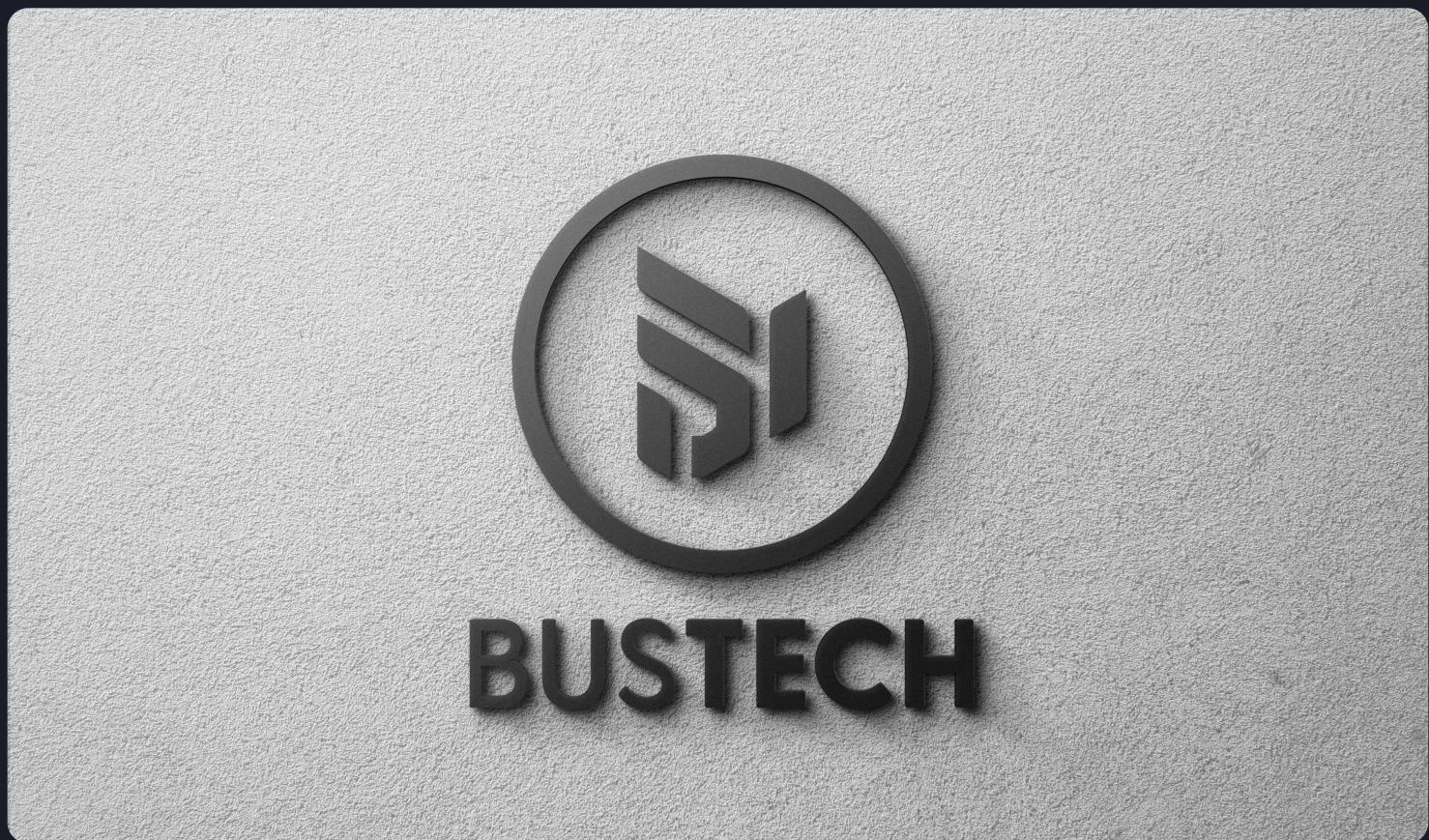




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WELCOME TO BUSTECH'S BRAND GUIDELINES

At Bustech, we are dedicated to empowering businesses through innovative technology solutions, primarily focusing on customized Zoho opportunities and integrations. Our commitment to excellence and innovation drives us to provide tailored solutions that meet the unique needs of each of our clients, helping them to elevate their operations and dominate their industries.

This Brand Guide is an essential resource for maintaining a consistent and cohesive brand identity across all touchpoints. It provides clear guidelines on how to accurately represent Bustech in visual and verbal communications, ensuring that our brand remains strong, recognizable, and aligned with our core values.

Implementing this Brand Guide is crucial for building and sustaining the trust and credibility we have established with our clients, partners, and stakeholders. By adhering to these guidelines, we can effectively convey our mission, vision, and values, and continue to position Bustech as a leader in the technology solutions industry.

OUR MISSION

To empower organizations to harness the full potential of the Zoho suite. We provide tailored customization, innovation, and expertise, enabling our clients to elevate and dominate their industries. We are committed to delivering exceptional value and helping businesses achieve their vision through cutting-edge technology solutions.

OUR VISION

To innovate, elevate, and dominate the realm of technology solutions. We strive to be at the forefront of technological innovation, providing cutting-edge solutions that empower businesses to achieve their highest potential.

TONE OF VOICE

Bustech's tone of voice is a unique blend of professionalism, approachability, and a touch of subtle satire. Our communication style reflects our commitment to excellence in technology solutions, while making our interactions engaging and memorable. We aim to convey trust, reliability, and innovation in a way that is friendly and relatable. Here are the key elements of our tone of voice:

We maintain a professional demeanor, ensuring our register and diction are in the first one evident. However, we do not overly formal or stiff. We strive to be approachable, creating a comfortable and welcoming atmosphere for our clients and partners.

CLEAR AND CONCISE

We prioritize clarity and conciseness in our communication. Technical jargon is kept to a minimum, and complex concepts are explained in simple terms to ensure our audience understands our messages easily.

Example:

Complex: "Our robust integration solutions leverage advanced APIs to streamline your business processes."

Clear: "We simplify your business by connecting all your tools and systems seamlessly."

INNOVATIVE AND FORWARD-THINKING

Our tone reflects our innovative spirit and forward-thinking approach. We communicate our vision of being at the forefront of technological advancements, inspiring confidence in our ability to deliver cutting-edge solutions.

Example:

Standard: "We stay updated with the latest technology trends."

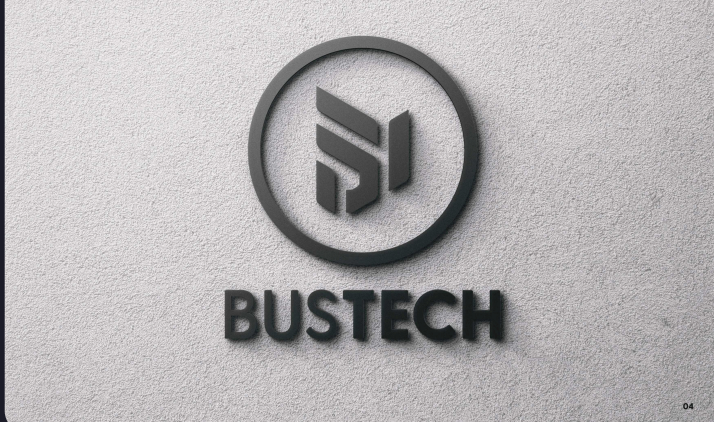
Innovation: "While others keep up with trends, we set them. Join us at the cutting edge of technology."

LOGO CONSTRUCTION

The Bustech logo is a masterful blend of form and function, embodying the essence of the brand through its abstract representation of the 'B' and 'T' from Bustech. This design is not just a logo; it's a visual narrative that captures our values and tone of voice.

The logo elegantly abstracts the 'B' and 'T' of Bustech, creating a unique and recognizable mark that is both modern and timeless.

The combination of sharp and rounded edges in the logo symbolizes the balance between precision and approachability. The sharp edges convey our commitment to innovation and cutting-edge technology, while the rounded edges reflect our friendly, customer-centric approach.



LOGO VARIATIONS

PRIMARY LOGO

HORIZONTAL LOGO

SECONDARY LOGOS

The primary logo features the Bustech name with the logomark centered above it. This version should be used in most instances to maintain brand consistency.

In cases where space or design constraints require a different layout, secondary logo variations are available. These alternatives include horizontal and vertical alignments of the logomark and brand name.

LOGOMARK / VARIANT

While the primary logo uses our core brand colors, variations are available to suit different backgrounds and materials.

Instead of pure black, a sophisticated dark grey, called Night, from our color palette can be used to provide a softer yet professional appearance.

For instances where a lighter color is needed, a subtle light grey can replace white, maintaining the logo's visibility without compromising on brand integrity.

LOGO USAGE GUIDELINES

To preserve the integrity and overall recognizability of the Bustech logo, it is essential to adhere to the following usage guidelines. The logo should not be altered in any way.

Specifically, the logo should never be stretched, compressed, or otherwise distorted; only the specified colors from our palette should be used, avoiding any non-brand colors; the logo should not be rotated or flipped; shadows, gradients, or other effects should not be added; the logo should not be cropped or have its proportions altered; it should not be placed over busy backgrounds or images that reduce its visibility and impact; and it should not be combined with other logos or design elements without maintaining adequate clear space around it.

COLOR PALETTE

Visual identity, Kelly Green, represents growth, innovation, and energy. It adds a dynamic element to the brand, complementing the more subdued tones of Payens Gray and Night.

A deep, dark gray, Night, provides a solid and stable foundation for the brand. It signifies reliability and balance, grounding the brighter and more vibrant elements of the color palette.

Primary Color: Payens Gray #F0F0F0

Secondary Color: Kelly Green #008000

Tertiary Color: Night #000000

Accent: Day's Gray #A9A9A9

COLOR PALETTE USAGE

While the primary colors Payens Gray, Kelly Green, and Night are designed to work harmoniously together, there are instances where they should not be used in combination due to potential visual clashing.

Always aim for a balanced and cohesive look by ensuring the colors are used in a way that enhances the overall design.

Use Kelly Green for highlighting important information or calls to action. Its vibrant and strong hue against the dark background.

Maintain consistency by adhering to the defined color usage across all brand materials. This helps in creating a cohesive and recognizable brand identity.

Kelly Green text works on Payens Gray.

Night text works on all colors.

Where text works on all colors.

TYPOGRAPHY GREYCLIFF CF

Bustech's primary font is Greycliff CF, chosen for its clean and modern aesthetic. Greycliff CF is a highly versatile typeface that enhances readability and presents a professional image. One of its standout features is the variety of widths it offers, with 9 different weights ranging from extra light to bold. This flexibility allows for a wide range of design possibilities, ensuring that the typography can adapt to various contexts while maintaining a consistent and cohesive look.

The font's geometric precision and slightly rounded edges align perfectly with Bustech's values of innovation and reliability, echoing the balance between form and function that is central to our brand.

ALTERNATIVE FONT: PROXIMA NOVA

In instances where Greycliff CF may not be available, such as in design tools like Canva, Proxima Nova can be used as an alternative. Proxima Nova shares similar characteristics with Greycliff CF, including its clean lines and modern appearance, making it a suitable substitute that maintains the integrity of Bustech's brand identity.

THIN: Aa Bb Cc

EXTRA LIGHT: Aa Bb Cc

LIGHT: Aa Bb Cc

REGULAR: Aa Bb Cc

MEDIUM: Aa Bb Cc

HEAVY: Aa Bb Cc

HOW TO USE OUR FONT

For big headings, use capital letters in Greycliff CF Medium. Emphasize important words by using bold font to draw attention and create visual hierarchy. This approach ensures that key information stands out clearly and maintains a professional and modern look.

Subheadings should be in capital letters, using Greycliff CF Regular. Place the subheading above the main heading in a smaller size to create a clear distinction between sections and provide a structured reading experience.

SUB-HEADINGS: GREYCLIFF REGULAR CAPITAL, SMALL ABOVE THE HEADING

HEADINGS ARE CAPITAL LETTERS IN GREYCLIFF MEDIUM, AND BOLD ON EMPHASIZED WORDS

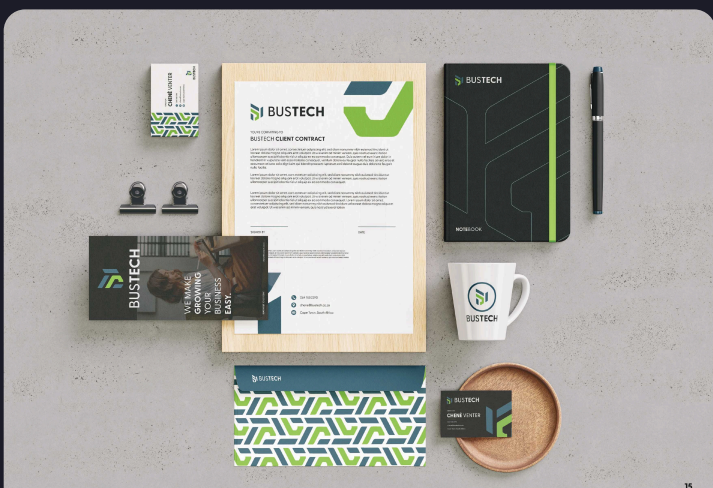
For non-headings copy, use Greycliff CF Regular or Light. This ensures readability and maintains a clean, professional appearance throughout all textual content.

The use of regular or light weight helps balance the bold headings and subheadings, creating a cohesive and harmonious design.

BRAND GRAPHICS

VISUAL IDENTITY ELEMENTS

Bustech's visual identity incorporates a dynamic mix of our brand pattern, logomark, geometric outlines, and stock images with a dark grey overlay to maintain a cohesive tech-inspired mood. These elements ensure a consistent and recognizable visual language across all materials. The logo and its components are also used as standalone brand graphics to reinforce brand recognition.



BRAND GRAPHICS

STOCK IMAGES

Our stock imagery features small business owners and office work environments to reflect our target audience and the professional contexts in which our solutions thrive.

BRAND GRAPHICS

STOCK IMAGES

We also incorporate abstract 3D backgrounds to add a touch of modernity and innovation to our visual identity. These backgrounds provide a visually engaging contrast to the more realistic office imagery, enhancing the tech-savvy and futuristic feel of our brand.

BRAND GRAPHICS

ICONOGRAPHY

Our 3D iconography is designed to embody innovation and technological advancement. These icons represent our solutions and services with depth and sophistication.

BRAND GRAPHICS

EMAIL SIGNATURES

Examples of Bustech email signatures for Chene Venter, showing the logo, name, title, and contact information.

BRAND GRAPHICS

SOCIAL MEDIA GUIDE

BRAND VOICE AND TONE

Bustech's social media presence should reflect a friendly yet professional tone, with occasional subtle humor or satire. Conversations should be engaging, informative, and showcase expertise in Zoho solutions and technology integration.

ENGAGEMENT GUIDELINES

Respond Promptly: Monitor comments, messages, and mentions regularly. Respond promptly with helpful information and maintain a professional demeanor.

Encourage Interaction: Pose questions, polls, or challenges to encourage audience interaction and feedback.

CONTENT STRATEGY

Types of Content: Share educational content about Zoho customization, integration tips, success stories, and industry insights. Incorporate visual elements like infographics, videos, and client testimonials to make the content more engaging.

Posting Frequency: Aim for regular updates to maintain visibility and engagement. Depending on the platform and audience engagement, post at least 3-5 times per week.

BRANDING GUIDELINES

Consistency: Using the approved color palette (Payens Gray, Kelly Green, Night, light blue, soft gray, darker gray) and typography (Greycliff CF for headers, Proxima Nova for digital compatibility) consistently in all social media posts and visuals.

Logo Usage: Ensure the Bustech logo is used correctly according to the brand guide. Do not alter the logo in any way, maintain clear space around it, and use approved color variations as specified.

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BusTech

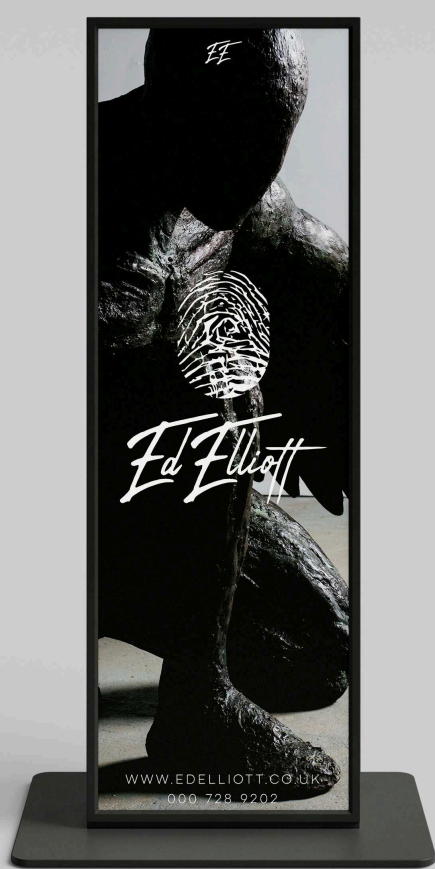
@bustechspremacy

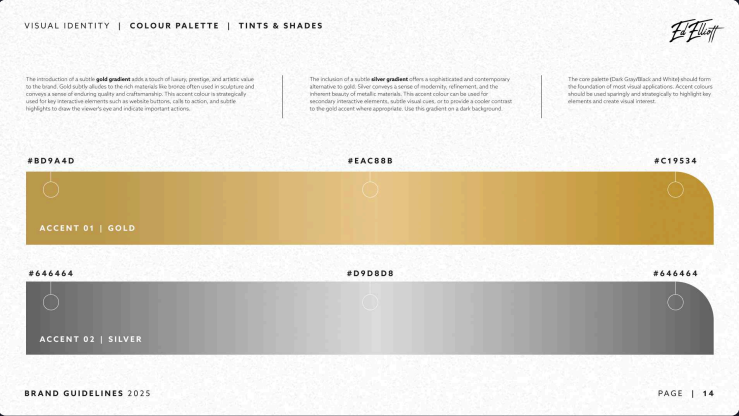
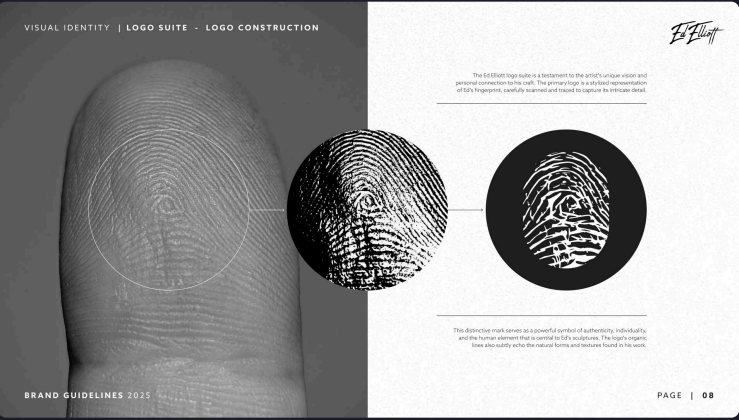
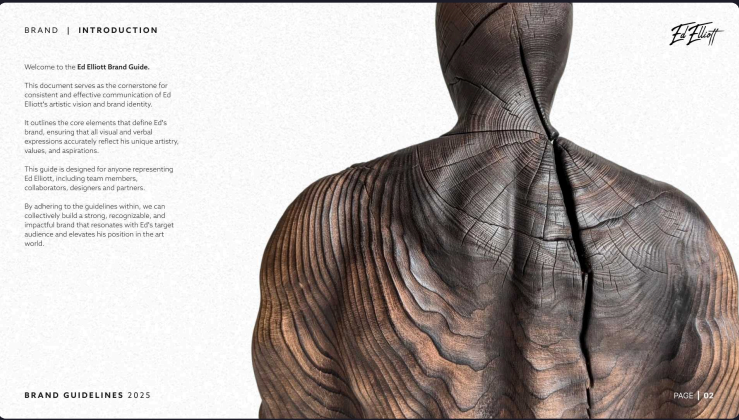
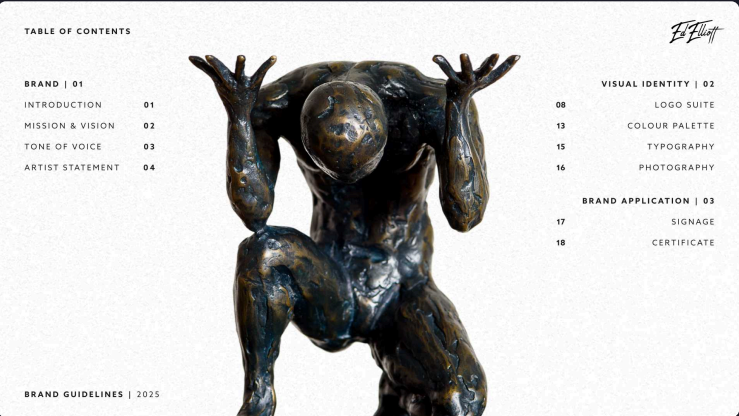
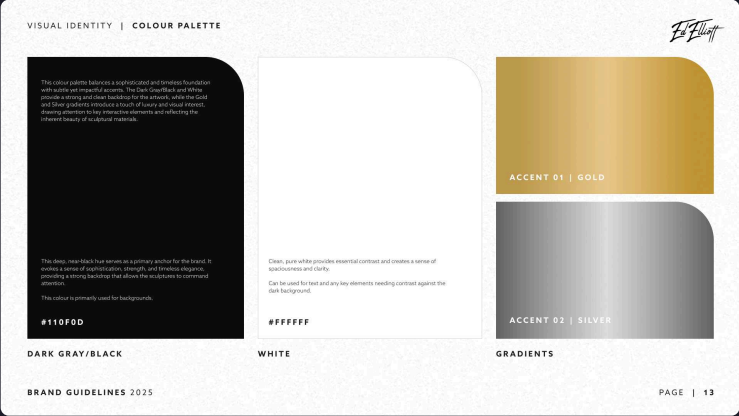
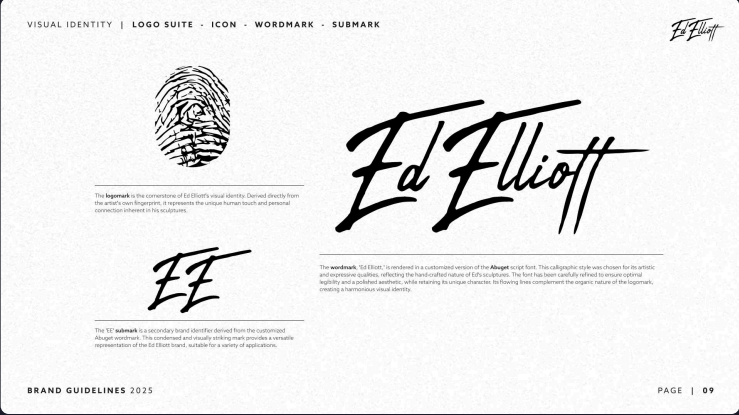
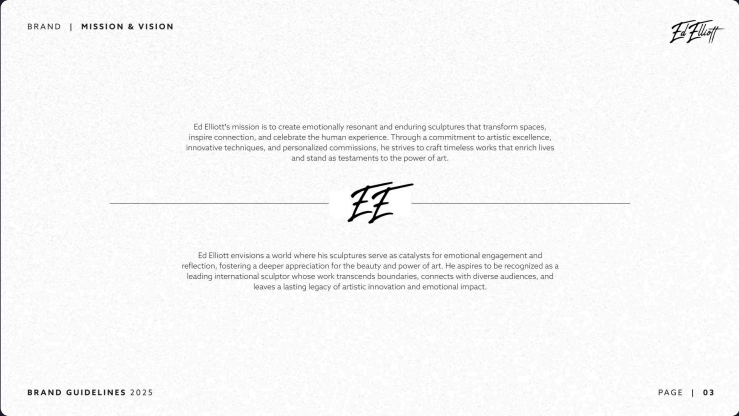
BusTech



Ed Elliott

SCULPTURE





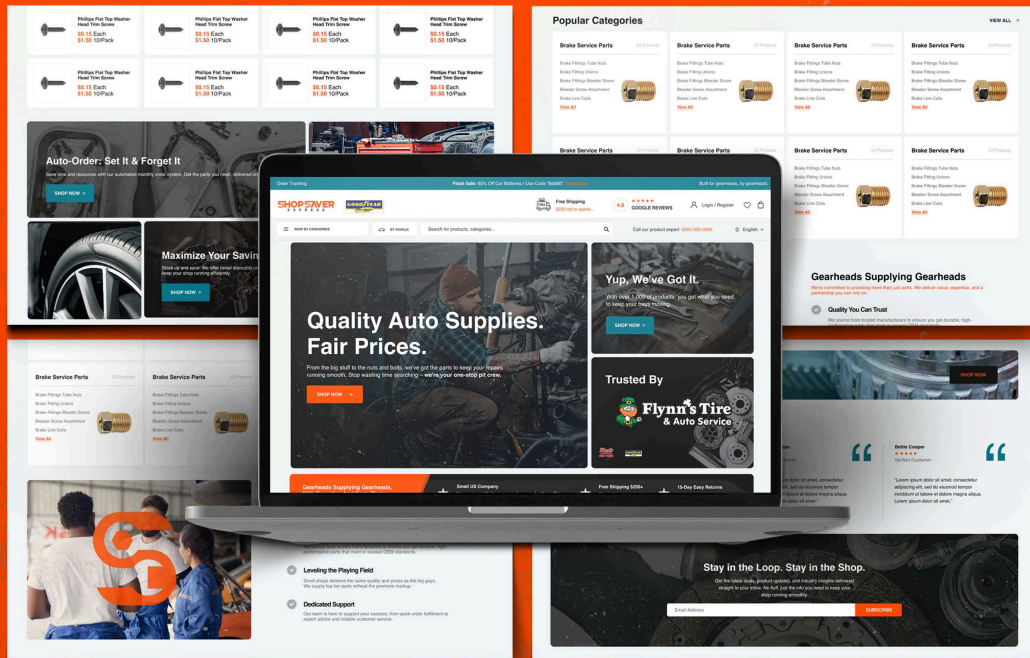
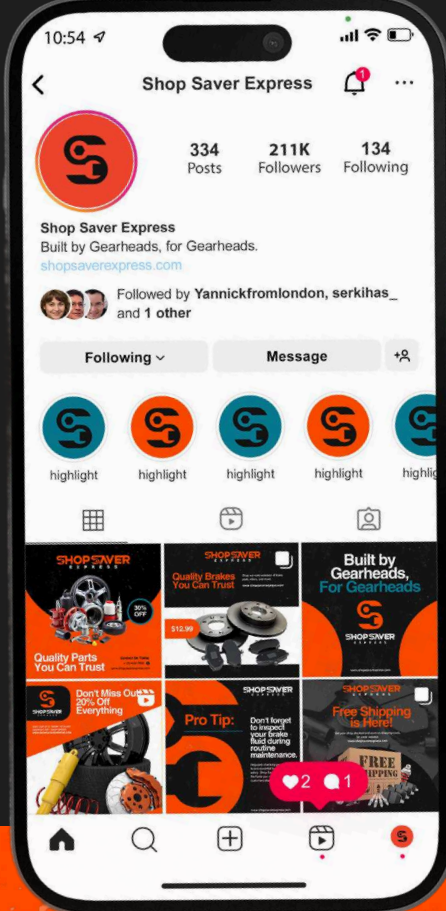
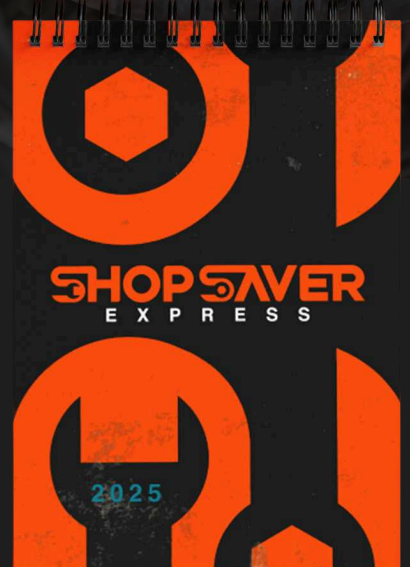
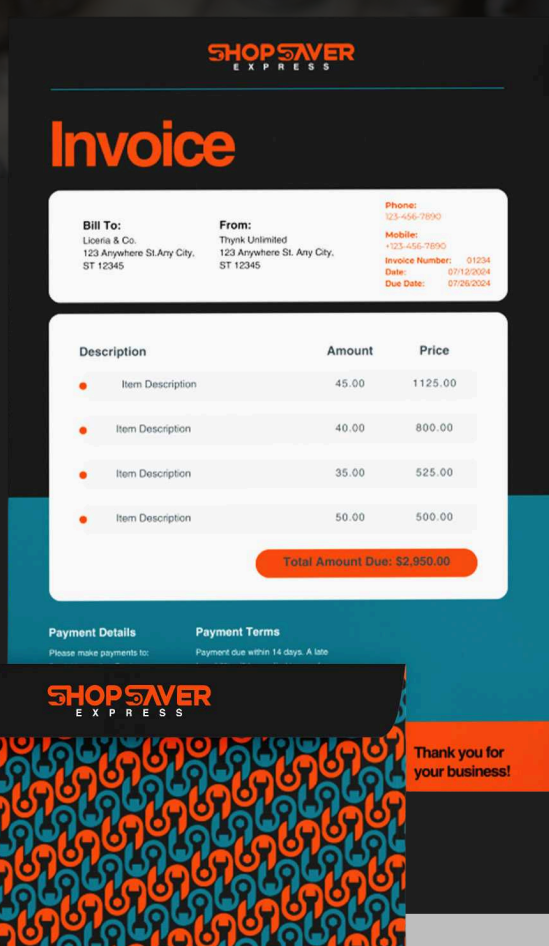


SHOP SAVER

EXPRESS

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EXPRESS

2025

Brand Guidelines

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SHOP SAVER
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Introduction

01

Hello! Welcome to the Shop Saver Express Brand Guide.

This guide is your go-to resource for everything you need to know about the Shop Saver Express brand. Think of it as your toolbox for keeping our brand looking sharp and consistent, whether you're creating a social media post, designing a brochure, or just want to make sure you're using the right logo.

Inside, you'll find all the essential elements that make up the Shop Saver Express brand, from our logo and color palette to our tone of voice and messaging. We'll walk you through how to use these elements correctly, so you can confidently represent our brand and help us maintain a unified and impactful presence.

So, grab a wrench and let's get started!

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Mission & Vision

02

We're Shop Saver Express, and we're all about empowering small to medium-sized automotive repair shops. As fellow gearheads, we understand the daily grind and the challenges of keeping your shop running smoothly. We're here to be your trusted partner in navigating the world of back-shop supplies.

Our purpose is simple: **We exist because small companies deserve a seat at the automotive supply table.** We believe that smaller shops should have access to the same high-quality products as the big guys, without having to pay inflated prices. As a small company ourselves, led by true gearheads, we're in a unique position to make that happen.

Our Mission

Our Vision

Shop Saver Express provides automotive repairers with the reassurance they will have the right parts at the right time. We do this by providing reliable access to high quality backshop supplies, saving time and money.

To be the leading and most trusted partner for automotive repairers seeking efficient and cost-effective back shop supplies. We aim to achieve this through exceptional service, a comprehensive product offering, and a deep understanding of our customers' businesses.

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Core Values

03

Core Values

Our core values are the foundation of everything we do at Shop Saver Express. They guide our decisions, shape our interactions, and define who we are as a company.

01

High quality or we don't offer it!

We know good quality. We know our customers know good quality. As gear heads ourselves, we seek only the highest quality products that can meet the standards of professional mechanics and automotive industry professionals. We carefully select our suppliers and provide products with a proven track record of performance and durability.

02

Handle every order as if it were our own!

We know how much it can cost our customers to not have a repair. Every minute on the lift or in their shop could mean they're losing money. We understand the importance of having the right supplies when needed, and we strive to fill orders as quick as possible.

03

Getting customers the products they need, the first time!

We aim to streamline the back-shop supply process, saving our customers valuable time and resources. Our team, heavily equipped with our industry expertise and knowledge about the repair process, simplifies ordering and ensures inventory management.

04

Treat customers as long-term partners, not one-time transactions!

We see ourselves as partners in our customers' futures, working alongside them to improve their profitability. We strive to build long-term relationships based on trust, mutual respect, and a shared commitment to excellence.

05

Our best interest is always our customers!

Having been on the front lines of automotive repair, we understand the challenges of our customers' businesses. We use this firsthand knowledge to ensure they have the right back-shop supplies or maximum efficiency.

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Tone of Voice

04

Tone of Voice

The way we communicate is just as important as what we communicate. This section outlines the Shop Saver Express tone of voice – the personality and style we use in all our communications. It's how we connect with our audience, build relationships, and represent our brand.

Real: We're not just "real," we're raw and unfiltered. We talk like you – in that straightforward, no-nonsense way. We've seen it all, from flat tires to engine issues, and we're ready to share our hard-earned wisdom. Think of us as your experienced buddy in the industry, always ready with a heads-up or a nudge in the right direction.

Knowledgeable: We're not just knowledgeable; we're waking up every day with a deep understanding of automotive know-how. We've seen it all, from flat tires to engine issues, and we're ready to share our hard-earned wisdom. Think of us as your experienced buddy in the industry, always ready with a heads-up or a nudge in the right direction.

Helpful: We're not just helpful; we're your pit crew. We're here to support you every step of the way, whether you need help finding the right part, troubleshooting an issue, or just need a second opinion. Consider us an extension of your team, always ready to lend a hand.

Respectful: We're not just respectful; we're inclusive. We believe every gearhead deserves a seat at the table, from seasoned pros to weekend warriors. We value diversity and welcome everyone with open arms and a friendly attitude.

Solution-Oriented: We're not just solution-oriented; we're team players. We don't dwell on problems; we find solutions. We're proactive, resourceful, and always ready to go the extra mile to help you get the job done right.

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Logo Suite | Variations

07

Logomark

Horizontal

Vertical

SHOP SAVER
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Logo Suite | Design

06

Wordmark

Logo Design

Helvetica Tinting Customized

Helvetica

S + S + =

Stylized from Shop Saver Wrench Combined for Logo

Logomark

SHOP SAVER
EXPRESS

Logo Suite | Variations

07

Logomark

Horizontal

Vertical

SHOP SAVER
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Logo Suite | Vertical Logo

10

Vertical Logo

The vertical stacked logo is a prominent version of the Shop Saver Express logo, ideal for applications where space and visual impact are key considerations. It features the full brand name stacked beneath the icon, creating a clear and impactful representation of the brand.

Ideal Use: The vertical stacked logo is best suited for applications where space allows for a full presentation, such as:

- Business cards
- Letterheads and official documents
- Signage and banners
- Promotional items
- Social media marketing

Minimum Size: Digital: 150 pixels in width | Print: 0.5 inches in width

Clear Space Measurement: The clear space around the logo should be equal to the height of the "Shop Saver" text within the logo. This creates a balanced visual buffer around the logo, preventing it from feeling cramped or cluttered.

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Logo Suite | Horizontal Logo

11

Horizontal Logo

The horizontal logo provides a compact and versatile alternative to the vertical stacked version. It features the logo icon integrated into the "S" of the brand name, creating a balanced and easily recognizable visual identity.

Ideal Use: The horizontal logo is best suited for applications where vertical space is limited, but clear brand recognition is still desired. This includes:

- Website navigation bars and footers
- Email signatures
- Social media marketing
- Limited space on flyers, business cards, signage, etc.
- Presentation and reports
- Merchandise with limited space (e.g., pens, keychains)

Minimum Size: Digital: 200 pixels in width | Print: 1 inch in width

Clear Space Measurement: The clear space should be equal to the height of the "Shop Saver" text in the logo. This creates a balanced visual buffer around the logo, preventing it from feeling cramped or cluttered.

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Logo Suite | Usage

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Logo Usage

Consistency is key when it comes to representing the Shop Saver Express brand. To maintain a strong and unified brand identity, it's crucial to adhere to the following logo usage guidelines:

Do:

- Use the approved logo files provided by management.
- Maintain the minimum size and clear space requirements.
- Use the logo in its original colors and proportions.

Don't:

- Alter the logo in any other way. Avoid any modifications to the logo, including:
- Resizing
- Changing colors
- Distorting or warping
- Adding any elements
- Recreating the logo
- Using low-resolution versions of the logo

Do Always: Use the correct logo in the format given by management: JPEG, PNG, SVG.

Don't: Don't change the colors. Never alter the logo's original color palette, as this dilutes the brand's recognition.

Don't: Don't stretch or compress the logo. Maintain the logo's original proportions to avoid distorting the brand's identity.

Don't: Don't place the logo over busy backgrounds or other elements that could distract from the logo. Use high-contrast backgrounds to ensure the logo is easily visible.

Don't: Don't use the logo in a way that could be perceived as offensive or inappropriate. The logo should always be used in a professional and respectful manner.

SHOP SAVER
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Color Palette

14

Primary

Secondary

Accent

#161616 50% #FF4A01 30% #0678BA 10%

This deep, near-black gray serves as the primary color, providing a strong and grounding foundation for the brand. It conveys a sense of professionalism, reliability, and stability, essential qualities for a brand in the automotive repair industry.

The vibrant orange is the secondary color, bringing a burst of energy and enthusiasm to the brand. It represents the passion and drive that Shop Saver Express has for the automotive industry.

The teal-blue-green accent color provides a sense of balance and sophistication to the brand. It represents trust, reliability, and expertise, reinforcing the brand's commitment to providing high-quality products and services.

This color also adds a touch of modernity and innovation, suggesting that Shop Saver Express is forward-thinking and adaptable. The teal can also be seen as representing the clean and uncluttered environment of a well-run repair shop.

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Color Palette | Tints & Shades

15

#161616 #FF4A01 #0678BA

068668 E64301 076A7C

B18181 CC3B01 065E9E

D6D6D6 BF3B01 06596B

FFC780 B2D6DB

FF4A01 DAEAE0

FFEE66 EBF1F3

Tints & Shades

To provide greater flexibility and depth, the Shop Saver Express color palette includes a range of tints and shades for each core color. These variations allow for subtle nuances in design while maintaining a cohesive visual identity.

Usage Suggestions:

- Tints: Lighter tints can be used for backgrounds, secondary elements, or to create a softer, more subtle look.
- Shades: Darker shades can be used for headings, image overlays, accents, or to add depth and contrast.
- Accessibility: When using tints and shades for text or essential visual elements, ensure sufficient color contrast for readability and accessibility.

Image Overlays:

Dark Overlay: A dark overlay, such as the "Dark Gray" overlay shown, can be used to create a dramatic and impactful effect on images.

Usage: Apply the dark overlay at 80% transparency to maintain image clarity while adding a sense of depth and contrast. This is particularly effective for hero images or background visuals.

Application: Use on image-heavy backgrounds, product photos, and automotive parts to reinforce the brand's connection to the industry.

Texture Overlays:

Subtle Texture: A subtle texture overlay can add a tactile quality to digital designs, creating a sense of authenticity and craftsmanship.

Usage: Apply a texture overlay at 25% transparency to add a subtle, aged effect without overpowering the underlying image or design.

Application: Use on backgrounds, panels, or to create a worn, industrial feel. This is particularly effective for color blocks, social media graphics, and print materials.

SHOP SAVER
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Color Palette | Usage

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Color Usage

The Shop Saver Express color palette is designed to create a visually appealing and consistent brand identity. To ensure proper usage and maintain brand harmony, please adhere to the following guidelines:

Color Distribution:

- Dark Gray (#161616): 50%
- Use as the primary background color for websites, marketing materials, and other visual elements.
- Bright Orange (#FF4A01): 30%
- Use for text and icons on lighter backgrounds.
- Use for call-to-action buttons, headlines, and accents.
- Use to highlight key information or elements.
- Teal-Blue-Green (#0678BA): 10%
- Use for secondary elements, icons, or to create visual interest.
- Use sparingly to complement the orange and maintain balance.
- White Space: 10%
- Use white space to create visual breathing room and improve readability.
- Use to separate elements and create a clean and uncluttered look.

Important Considerations:

- Orange and Teal Separation: The bright orange and teal should never be used on top of each other. They can be used side-by-side, separated by white or dark gray, but should not directly touch. This rule helps maintain visual clarity and prevents the colors from clashing.
- Accessibility: Ensure sufficient color contrast for readability and accessibility, especially when using tints and shades for text or important visual elements. Refer to accessibility guidelines for best practices.
- Consistency: Consistent application of the color palette across all platforms and materials is crucial for a unified and recognizable brand identity.

SHOP SAVER
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Textures

17

Textures & Overlays

To add depth and visual interest to Shop Saver Express designs, we utilize a combination of textures and overlays. These elements enhance the brand's connection to the automotive repair industry while maintaining a professional and engaging aesthetic.

Image Overlays:

Dark Overlay: A dark overlay, such as the "Dark Gray" overlay shown, can be used to create a dramatic and impactful effect on images.

Usage: Apply the dark overlay at 80% transparency to maintain image clarity while adding a sense of depth and contrast. This is particularly effective for hero images or background visuals.

Application: Use on image-heavy backgrounds, product photos, and automotive parts to reinforce the brand's connection to the industry.

Texture Overlays:

Subtle Texture: A subtle texture overlay can add a tactile quality to digital designs, creating a sense of authenticity and craftsmanship.

Usage: Apply a texture overlay at 25% transparency to add a subtle, aged effect without overpowering the underlying image or design.

Application: Use on backgrounds, panels, or to create a worn, industrial feel. This is particularly effective for color blocks, social media graphics, and print materials.

SHOP SAVER
EXPRESS

Imagery

18

Imagery

Shop Saver Express utilizes authentic and realistic imagery to connect with our target audience and reinforce our brand message. We primarily use high-quality stock photography that captures the essence of the automotive repair industry, showcasing the tools, equipment, and environments our customers work with daily.

SHOP SAVER
EXPRESS

Thank You!

shopsaverexpress.com | accounts@shopsaverexpress.com | (888) 773-2722

NIBBLE ABIT



CharMa Creations & Photography, founded by the dynamic duo Chantone and Maria (their names forming the heart of "CharMa"), is dedicated to preserving life's most precious moments through exquisite photography and videography. The name "CharMa" itself carries a special significance, meaning "graceful" in Greek – a quality that deeply influences their artistic approach and the elegant aesthetic they bring to every project.



Color Palette

Primary | Coral
#D67059

Secondary | Eucalyptus
#9E9F91

Accent 01 | Redwood
#9E5747

Use on top of other colors to ensure high contrast.

Accent 02 | White
#FFFFFF

Typography

Montserrat

Our primary typeface is Montserrat, a modern and geometric sans-serif font that embodies our clean, elegant, and approachable aesthetic. To establish clear visual hierarchy and emphasize important information, we utilize different font weights within the Montserrat family

Light
Aa Bb Cc

Regular
Aa Bb Cc

Medium
Aa Bb Cc

Bold
Aa Bb Cc



Social Media Avatars



Logo Font
P22 Arts & Crafts

This unique font, with its Greek-inspired design, adds a touch of distinctive character and reinforces the brand's connection to the elegance and artistry that "CharMa" represents.

Available on **Adobe Fonts**



Just like a camera focuses to capture the perfect shot, our CharMa logo frames our name, symbolizing our dedication to capturing your most precious moments with clarity and precision.





Brand Guidelines.

Brand
The Catapult

Year
2025

→

→

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1

Welcome to The Catapult's brand book!

In these pages, we will guide you through the *essential elements* that make up our brand and help you understand how to use them to **create consistent and compelling communications.**



2

Introduction.

Born from a deep understanding of the challenges facing modern businesses, The Catapult offers a unique blend of *personalized guidance, strategic expertise, and an extensive network of industry connections.*

The Catapult is the brainchild of Nathan Hallmark, a seasoned entrepreneur and growth strategist with a passion for helping businesses thrive. Nathan's approach is rooted in a "Growth-as-a-Service" philosophy. He doesn't just provide a cookie-cutter solution, instead, he works closely with each client to develop a tailored strategy that addresses their unique needs and aspirations. Whether it's optimizing your LinkedIn presence, refining your sales process, or connecting you with key influencers.

The Catapult is your partner in achieving sustainable, impactful growth.





15

"Growth as a service"

The Catapult's tone of voice is approachable, confident, insightful, and human, reflecting Nathan's own personality and approach to business. We aim to communicate in a way that is both professional and personable, building trust and rapport with our audience. We speak directly to our clients' needs and aspirations, offering practical advice and actionable solutions. Our language is clear, concise, and easy to understand, avoiding jargon and technical terms whenever possible.



Insightful

Offers valuable advice and actionable solutions.





Human

Emphasizes the importance of values and building meaningful relationships.



Confident

Expresses certainty in Catapult's ability to help clients succeed.



Approachable

Uses inclusive language ("you," "your") and avoids overly formal or technical terms.

3

Brand Construction.

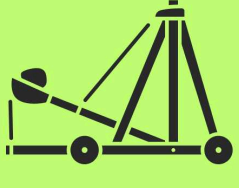


4

Logo.

The Catapult logo is a visual representation of the company's mission: to propel businesses forward on their journey of sustainable growth. The design is inspired by a catapult, a powerful machine used to launch projectiles with great force. This symbolizes the energy and momentum that The Catapult brings to its clients, helping them achieve their goals with speed and precision.

The clean lines and bold typography of the logo convey a sense of strength, determination, and forward momentum. The color palette, a combination of "Yellow Green," a vibrant shade that reflects The Catapult's bold and confident personality, along with a dark gray and an off-white, creates a visually striking and memorable impression.



The logo should always be reproduced with the utmost care to ensure its integrity and impact. Please refer to the following guidelines for proper usage.



5

Horizontal Logo.



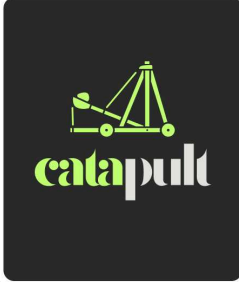
The Horizontal Logo variation is designed for applications where horizontal space is more prominent, such as **website headers, email signatures, and presentations.** The logo mark (the catapult icon) is positioned to the left of the wordmark ("Catapult"), creating a visually balanced and dynamic composition.



The logo should always be reproduced with the utmost care to maintain its integrity and visual impact.

6

Vertical Logo.



The Vertical Logo variation is designed for applications where vertical space is more prominent, such as social media profiles, mobile app icons, and signage. The logo mark (the catapult icon) is positioned above the wordmark ("Catapult"), creating a visually balanced and impactful composition.

9

Logo Usage.



The Catapult logo should always be reproduced with the utmost care to maintain its integrity and visual impact.





The Catapult logo should always be reproduced with the utmost care to maintain its integrity and visual impact.



The Catapult logo should always be reproduced with the utmost care to maintain its integrity and visual impact.

10

Logo Misuse.



Do not stretch or deform the logo, modify spacing or elements.



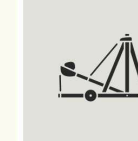


Do not change the colors, or the background, use gradients or shadows.



Do not rotate or change the logo orientation.

8



11

Graphic Elements.



12

Color Palette.

The Catapult color palette reflects the company's dynamic and forward-thinking approach to business growth. It is composed of a vibrant primary color, a neutral secondary color, and a complementary accent color.

- Primary Color: "Yellow Green"** - This bold and energetic hue symbolizes growth, optimism, and sustainability, aligning with The Catapult's mission to help businesses thrive while making a positive impact on the world.
- Secondary Color: Dark Gray** - This neutral color provides a sense of stability and sophistication, grounding the vibrancy of the primary color and creating a sense of balance.
- Accent Color: Off-White** - This clean and versatile color enhances readability and provides a neutral backdrop for the primary and secondary colors.

#C1FF72
Yellow Green

#2B2B2B

#E3E3E3



13

Typography

Raleway, a geometric sans-serif font, is the primary typeface for The Catapult. Its clean lines and modern aesthetic perfectly reflect the brand's dynamic and forward-thinking approach.

Headlines - Raleway Bold
Character Spacing - 5px (for adjust based on specific application)

Raleway.

Characters
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&'()*+,-./:;~

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AaBbCcDdDd

AaBbCcDdDd

AaBbCcDdDd

AaBbCcDdDd

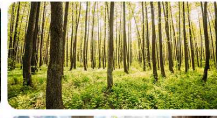
AaBbCcDdDd



14

Photography.

Photography will incorporate a mix of modern office imagery, lush greenery, and abstract nature-inspired elements, reflecting the company's focus on sustainable growth.





16

Brand Applications.



17





18

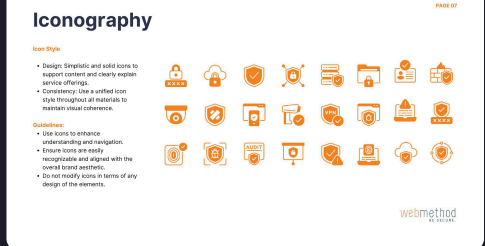
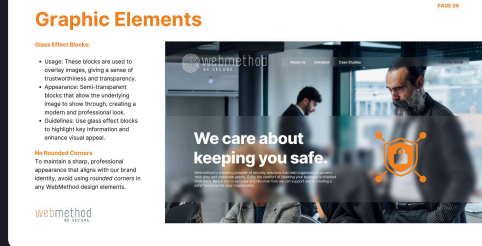
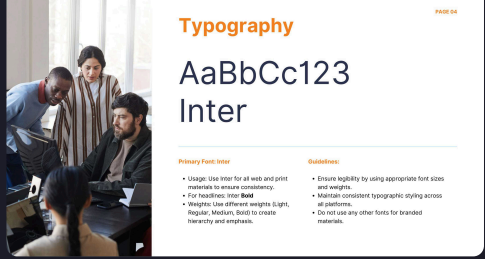
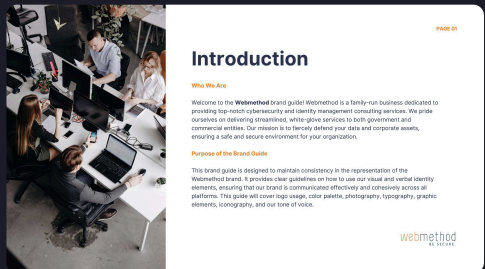
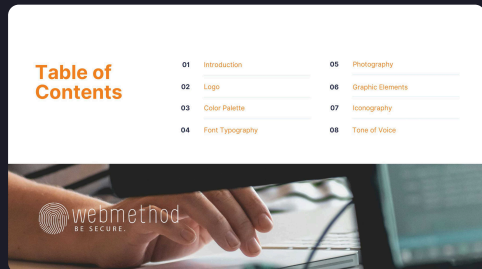
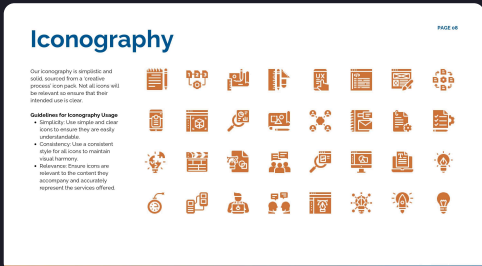
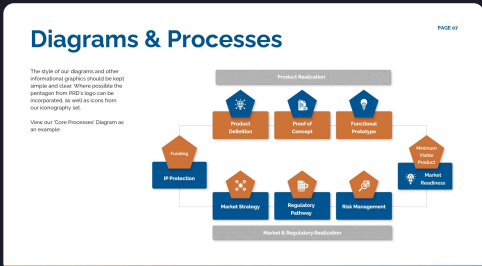
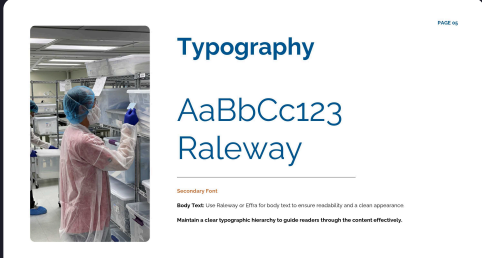
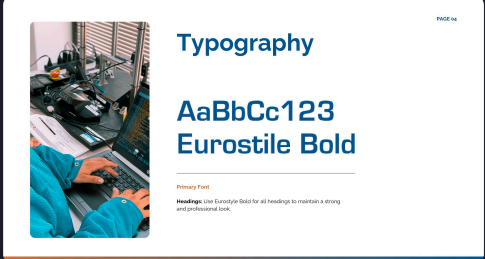
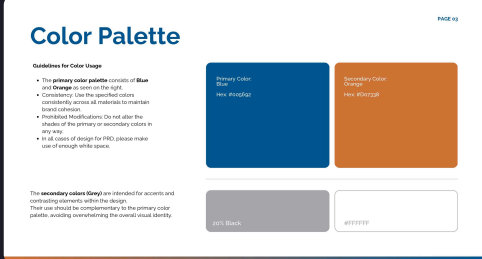
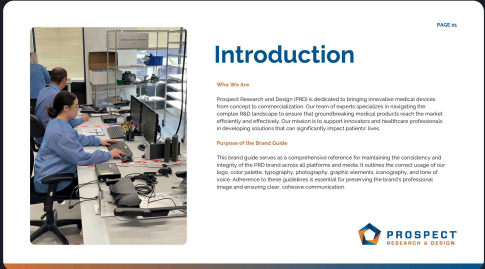


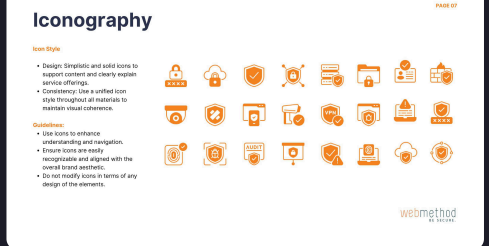
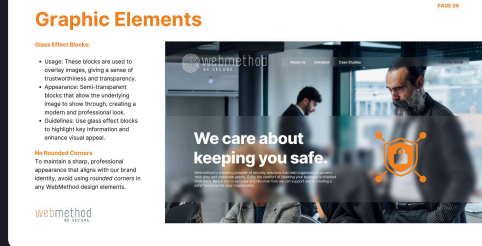
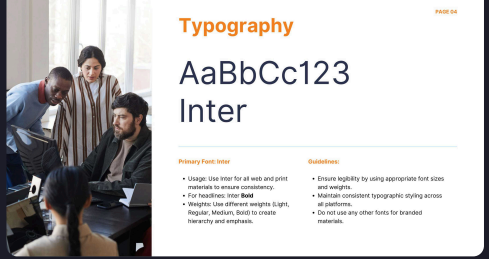
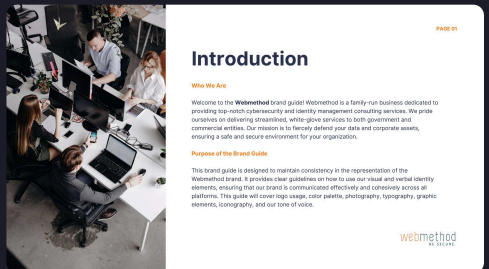
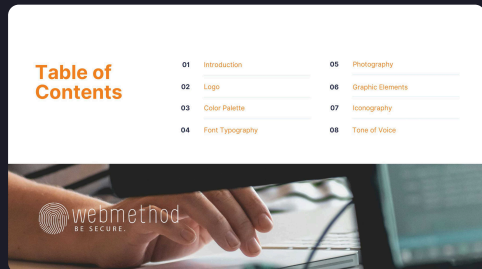
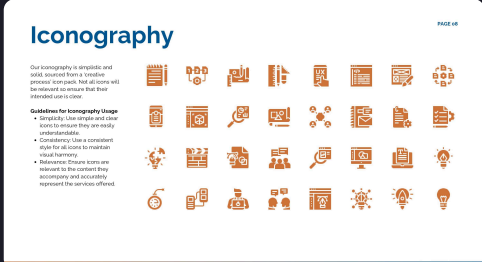
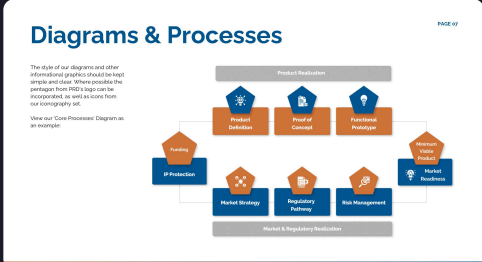
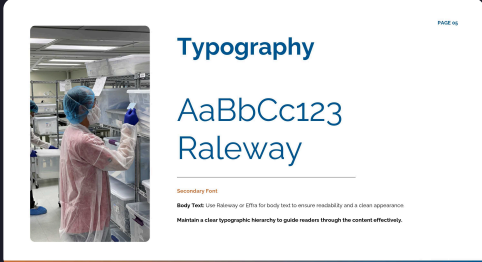
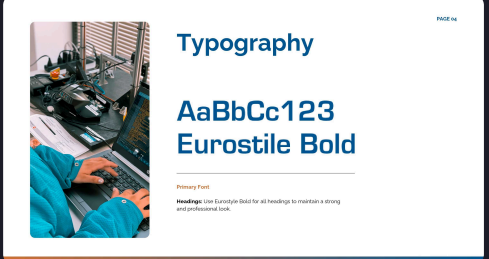
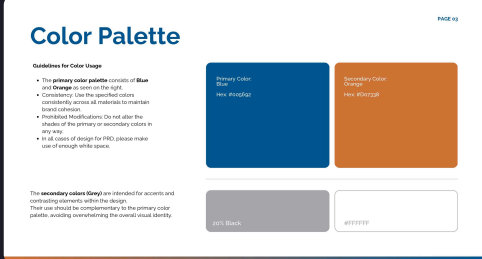
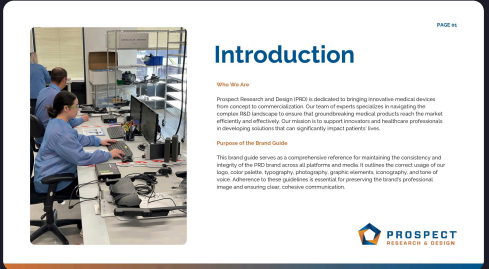


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