GETVISION

BRAND GUIDE BOOK

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Version **january, 2025**

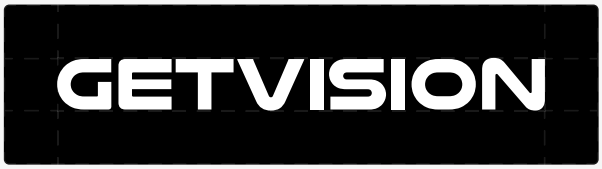
LOGO USAGE

PRIMARY LOGOTYPE
ON WHITE BACKGROUND



WHITE LOGOTYPE
ON DARK BACKGROUNDS





Please use our primary logotype on white background as a default instance for our logo. If circumstances (ex. dark background colour) make it poorly visible, you should use our white logotype instance.

PRIMARY LOGOMARK
ON WHITE BACKGROUND



WHITE LOGOMARK
ON DARK BACKGROUNDS





These are instances of our shortened logo (logomark). Use them only if it is not possible to use our default logo due to justified circumstances (ex. insufficient space). If the background colour allows, use them in the order of preference shown above, left to right.

COLOUR PALETTE

The chosen colour palette of deep blues conveys trust and professionalism, while vibrant reds and oranges inject dynamism and innovation into this brand. The combination symbolizes stability, reliability, and a commitment to cutting-edge solutions, reflecting the brand's dedication to financial excellence.

PRIMARY COLOURS

#031D43

#0174E1

SECONDARY COLOURS

#EA2641

#FFAB0F

MAIN GRADIENT



background: linear-gradient(323deg, #031C43 33.11%, #0084FF 111.71%);

ALTERNATIVE GRADIENT



background: linear-gradient(323deg, #EA2641 33.11%, #FFAB0F 111.71%);

TYPOGRAPHY

PRIMARY FONT

use it as a default instance of our brand font

RALEWAY

SAMPLE

" The quick brown fox
jumps over the lazy dog "

SAMPLE

" THE QUICK BROWN FOX
JUMPS OVER THE LAZY DOG "