

# Brand Guidelines

## Introduction

Welcome to the Altiv Capital Brand Guidelines. This document is your essential resource for understanding and implementing our brand's visual language.

Inside, you'll find the core elements of our identity—from our logo and color palette to our typography and imagery. Consistent application of these guidelines is key to building a strong, recognizable, and trusted brand.

01. Primary Logo
02. Secondary Logo
03. B&W logo
04. App Icon
05. Logo usage Guidelines
06. Logo Grid Guidelines
07. Logo Lockup
08. Colors Guidelines
09. Typography Guidelines
10. Brand Application
11. Thank You







**ArmaTun**



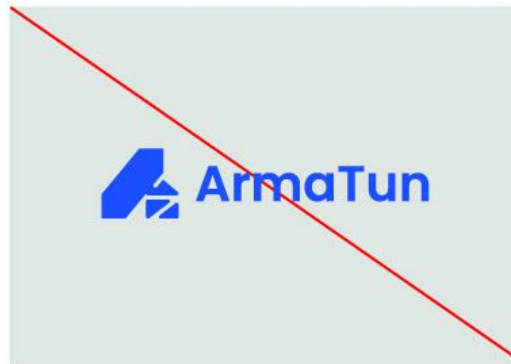








Do not not to skew or stretch the logo. The proportions of the logos should not be altered in any way.



Do not change the colours of any individual character of the logo



Do not change the orientation of the logo by rotating it anyway.



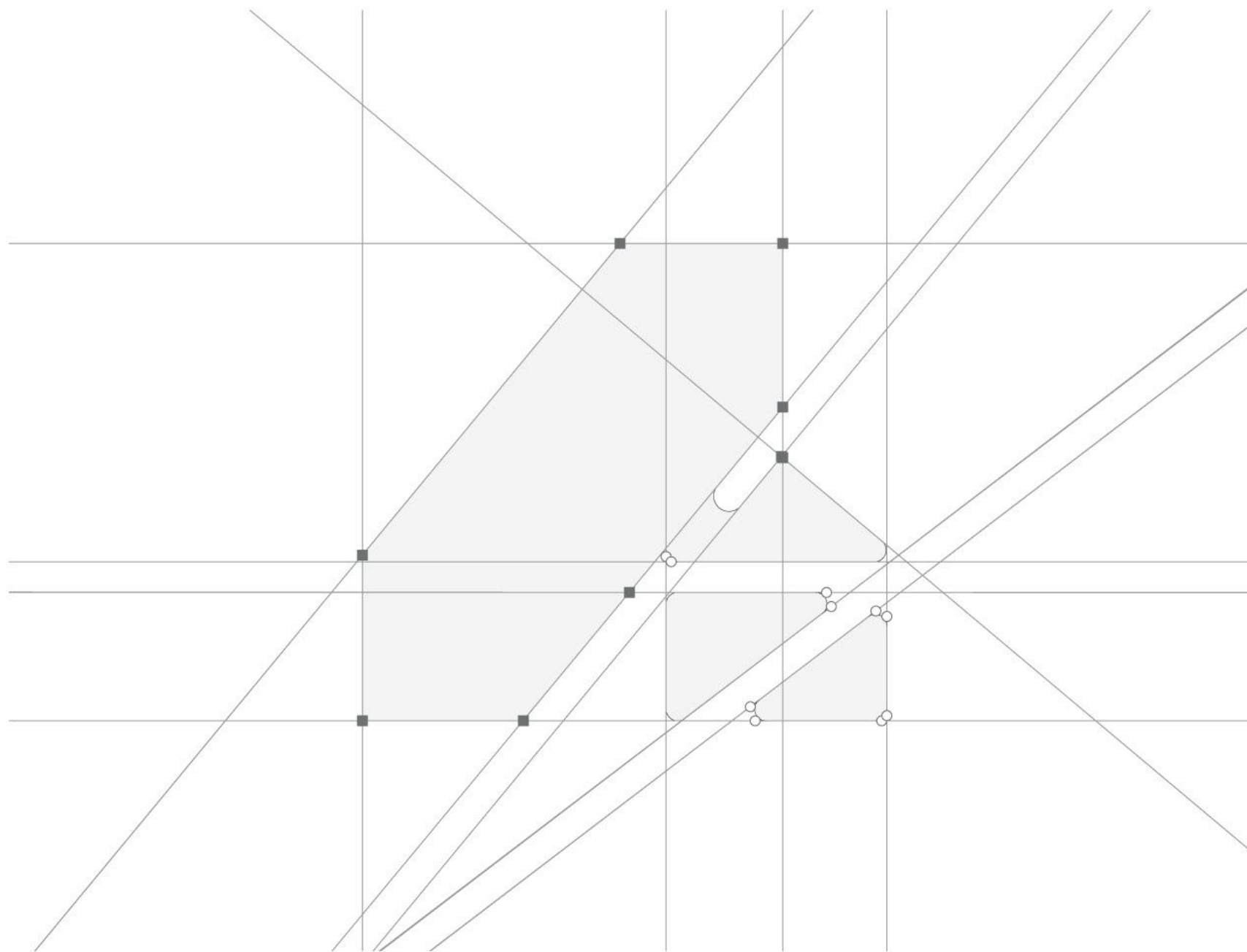
Do not add any kind of effects like a drop shadow to the logo.



Do not apply strokes on the logo.



Do not modify any parts of the logo.





## Primary Color

<p><b>Dark Green</b></p> <p>R=7 G=50 B=38 CMYK 86/52/75/65 RGB 7/50/38 LAB 18/-18/3 #073226 Gray Scale 86</p>	<p><b>Clear Day</b></p> <p>R=223 G=231 B=228 CMYK 12/4/9/0 RGB 223/231/228 LAB 91/-4/-0 #dfe7e4 Gray Scale 10</p>	<p><b>White</b></p> <p>R=255 G=255 B=255 CMYK 0/0/0/0 RGB 255/255/255 LAB 100/-0/-0 #ffffff Gray Scale 0</p>
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## Secondary Color

<p><b>Sherwood Green</b></p> <p>R=7 G=50 B=38 CMYK 86/52/75/65 RGB 7/50/38 LAB 18/-18/3 #073226 Gray Scale 86</p>	<p><b>Corn Silk</b></p> <p>R=223 G=231 B=228 CMYK 12/4/9/0 RGB 223/231/228 LAB 91/-4/-0 #dfe7e4 Gray Scale 10</p>	<p><b>Drover</b></p> <p>R=255 G=255 B=255 CMYK 0/0/0/0 RGB 255/255/255 LAB 100/-0/-0 #ffffff Gray Scale 0</p>
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# Poppins

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

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Header: {fontname} Bold

# Make short and

Sub-Header: {fontname} SemiBold

**{Subheader} font should goe here – Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy**

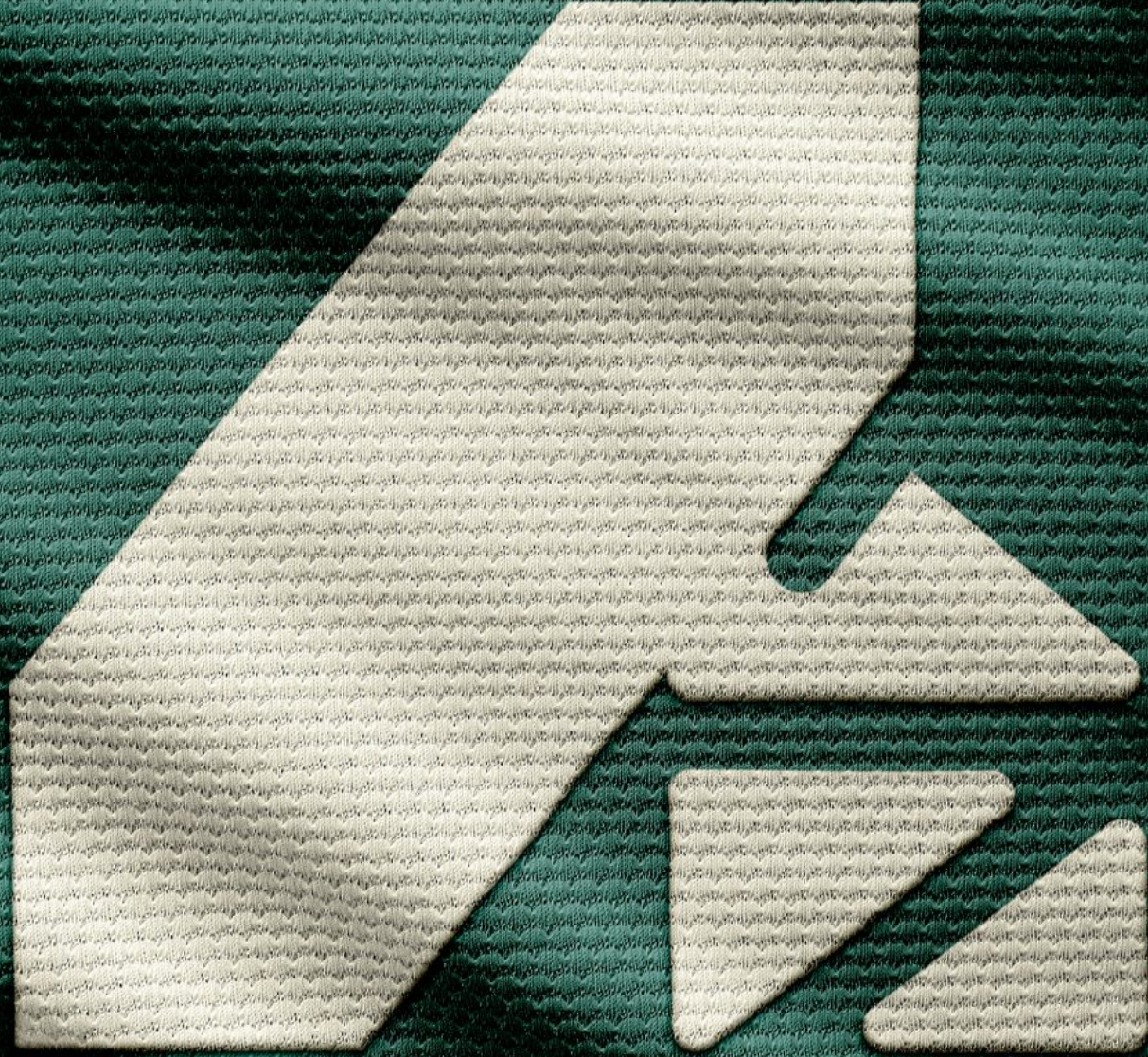
Body Text: {fontname} Regular

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea

# Brand Applications



ArmaTun







ArmaTun





ArmaTun





# Armatun

T: +123 456 7890  
N: 23 456 7890  
E: [email@domain.com](mailto:email@domain.com)  
W: [www.website.com](http://www.website.com)

 ArmaTun



armatun.com  
+588 5965 235

Try it free

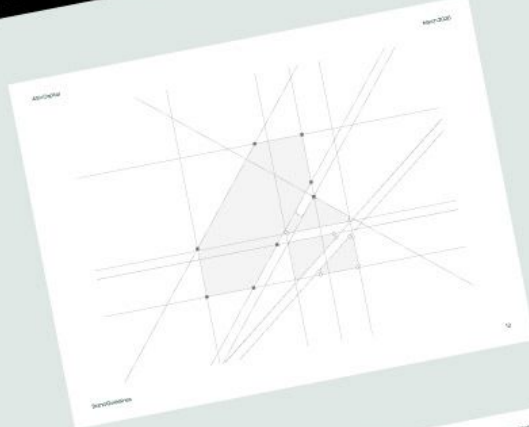
# Brand Guidelines

### Introduction

Welcome to the Altiv Capital Brand Guidelines. This document is your essential resource for understanding and implementing our brand's visual language.

With this guide, you'll find the comprehensive list of our identity - from color palette and font families to the typography and imagery guidelines. We'll also provide you with the information you need to build a strong, recognizable brand.

- 03. Brand Logo
- 04. App Icon
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### Primary Color

<b>Dark Green</b>	<b>Light Gray</b>	<b>White</b>
HEX: #1a4d3d RGB: 26, 77, 61 CMYK: 100, 50, 50, 0	HEX: #d9d9d9 RGB: 217, 217, 217 CMYK: 0, 0, 0, 100	HEX: #ffffff RGB: 255, 255, 255 CMYK: 0, 0, 0, 0

### Secondary Color

<b>Dark Green</b>	<b>Light Gray</b>	<b>Yellow</b>
HEX: #1a4d3d RGB: 26, 77, 61 CMYK: 100, 50, 50, 0	HEX: #d9d9d9 RGB: 217, 217, 217 CMYK: 0, 0, 0, 100	HEX: #f1c40f RGB: 243, 194, 15 CMYK: 0, 20, 100, 0

# Poppins

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789  
!@#\$%^&\*()\_+=;<>.,/?

## Make short and

[Subheader] font should go here - Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy

lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy.



