

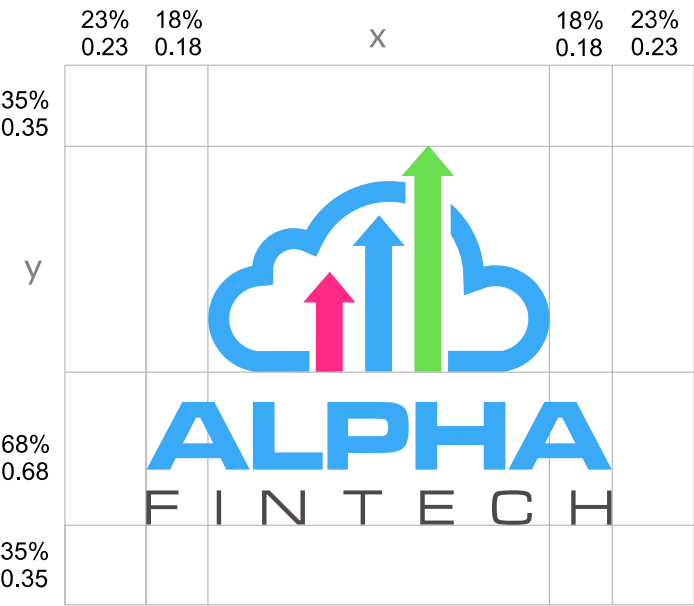
ALPHA FINTECH

Style Guide

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LOGO - LIGHT BACKGROUND

VERTICAL LOGO



HORIZONTAL LOGO



Values X and Y are not equal. Horizontal values and based on value X and vertical values are based on value Y.

LOGO - DARK BACKGROUND

VERTICAL LOGO



HORIZONTAL LOGO



LOGO ALTERNATIVES

WHITE VERTICAL LOGO



WHITE HORIZONTAL LOGO



ALPHA BRANDING COLORS

USE HEX AND RGB FOR WEB FILES
USE CMYK COLORS FOR PRINT FILES

BRANDING COLORS



HEX #6647FF
RGB (102, 71, 255)
CMYK(60%, 72%, 0%, 0%)



HEX #A6FFCB
RGB(166, 255, 203)
CMYK(35%, 0%, 20%, 0%)



HEX #22DDF5
RGB(34, 221, 245)
CMYK(86%, 10%, 0%, 4%)



HEX #09022B
RGB(9, 2, 43)
CMYK(79%, 95%, 0%, 83%)



HEX #FF2986
RGB(255, 41, 134)
CMYK(0%, 84%, 47%, 0%)

LOGO COLORS



HEX #3AA9F8
RGB(58, 169, 248)
CMYK(77%, 32%, 0%, 3%)



HEX #FF2986
RGB(255, 41, 134)
CMYK(0%, 84%, 47%, 0%)



HEX #6ADE50
RGB(106, 222, 80)
CMYK(52%, 0%, 64%, 13%)



HEX #4E484B
RGB(78, 72, 75)
CMYK(0%, 8%, 4%, 69%)



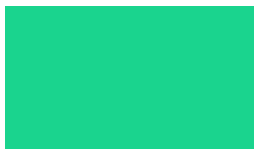
HEX #FFFFFF
RGB(255, 255, 255)
CMYK(0%, 0%, 0%, 0%)

WEBSITE COLORS

Additional colors used on the website



HEX #2A206A
RGB(42, 32, 106)
CMYK(25%, 29%, 0%, 58%)



HEX #1AD48E
RGB(26, 212, 142)
CMYK(73%, 0%, 27%, 17%)

TYPOGRAPHY - TYPEFACES

SPARTAN MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()

SPARTAN LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()

SPARTAN BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()

TYPOGRAPHY - CONTENT TEXT

A dark blue rectangular box containing the text 'H1 Style' in a white, bold, sans-serif font.

H1 Style

Font Family: Spartan Bold
Font size: 46px

H2 Title

Font Family: Spartan Bold
Font size: 39px

H3 Title

Font Family: Spartan Bold
Font size: 30px

H4 Title

Font Family: Spartan Bold
Font size: 18px

This is a paragraph. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam lectus neque, cursus quis velit a, scelerisque dictum lacus.

Font Family: Spartan Bold
Font size: 14px

ICONOGRAPHY

FONT AWESOME <https://fontawesome.com/>

FLATICON <https://www.flaticon.com/>

BUTTONS

PRIMARY BUTTON

USAGE: CONTACT, SUBMIT, ACCEPT, SEND, GET, SCHEDULE, SEE

A rectangular button with rounded corners, colored #FF2986, with the word "BUTTON" in white, bold, uppercase letters.

Default, Visited state

Background color: #FF2986

Font size: 13px, Font weight: 600, Color: #ffffff

A rectangular button with rounded corners, colored #D60F65, with the word "BUTTON" in white, bold, uppercase letters.

Hover, Active, Focus state

Background color: #D60F65

Font size: 13px, Font weight: 600, Color: #ffffff

SECONDARY BUTTON

USAGE: BOOK A DEMO

A rectangular button with rounded corners, colored #22ddf5, with the word "BUTTON" in dark blue, bold, uppercase letters.

Default, Visited state

Background color: #22ddf5

Font size: 13px, Font weight: 600, Color: #09022b

A rectangular button with rounded corners, colored #D60F65, with the word "BUTTON" in dark blue, bold, uppercase letters.

Hover, Active, Focus state

Background color: #D60F65

Font size: 13px, Font weight: 600, Color: #09022b

BLUE OUTLINED BUTTON

USAGE: DECLINE



Default, Visited state

Border color: #22ddf5

Font size: 13px, Font weight: 600, Color: #22ddf5



Hover, Active, Focus state

Background color: #ffffff

Font size: 13px, Font weight: 600, Color: #ffffff

PINK OUTLINED BUTTON

USAGE: SIGN UP



Default, Visited state

Border color: #ff2986

Font size: 13px, Font weight: 600, Color: #ff2986



Hover, Active, Focus state

Background color: #a6ffc1

Font size: 13px, Font weight: 600, Color: #a6ffc1