

CEVIANT FINANCIAL



## Identity Guidelines

# Primary Lockup

The Ceviant Primary Lockup suggests structure and simplicity, in a form that is a bold statement, for a powerful identity. The logotype consists of custom drawn letter forms, meaning it is not a typeface, which identifies the name Ceviant. The spacing between the letters has been adjusted for maximum effect and legibility and should not be altered.



## CLEAR SPACE

To ensure its integrity and visibility, the logo should be kept clear of competing text, images, and graphics. All sides must be surrounded by adequate clear space. Clear space should always equal the width of the “C” in Ceviant, or X.

## MINIMUM SIZE

The lockup’s height should never appear smaller than .15” when used in print. Always use the original and approved artwork; never alter any aspect of it. Do not attempt to redraw or recreate the Ceviant logo in any way.

CLEAR SPACE



MINIMUM SIZE



EXAMPLE

# Secondary Lockup

For instances in which horizontal space is limited, the secondary lockup may be used. The relationship between the wordmark and symbol has been adjusted for maximum effect and legibility and should not be altered.

Never attempt to redraw, or recreate, the Ceviant logo in any fashion. Always use the provided logo files when using or placing the composition.

## CLEAR SPACE

To ensure its integrity and visibility, the logo should be kept clear of competing text, images, and graphics. All sides must be surrounded by adequate clear space. Clear space should always equal the width of the “C” in Ceviant, or X.

## MINIMUM SIZE

The lockup’s height should never appear smaller than .5” when used in print. Always use the original and approved artwork; never alter any aspect of it. Do not attempt to redraw or recreate the Ceviant logo in any way.



CLEAR SPACE



MINIMUM SIZE



# Symbol

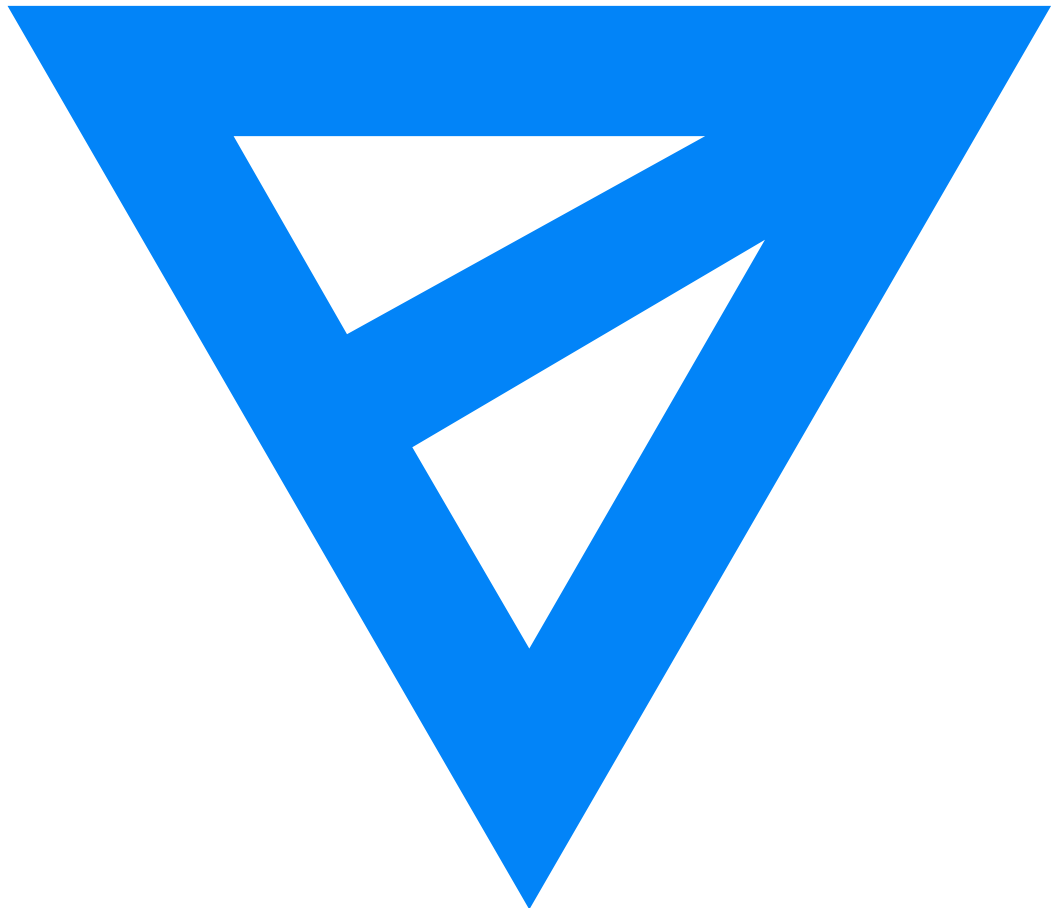
In many instances the Ceviant identification will be used as a digital icon or in spaces where a horizontal format is not ideal. In these cases the symbol is used alone and should always appear in black on a white background, or white on a color background.

## CLEAR SPACE

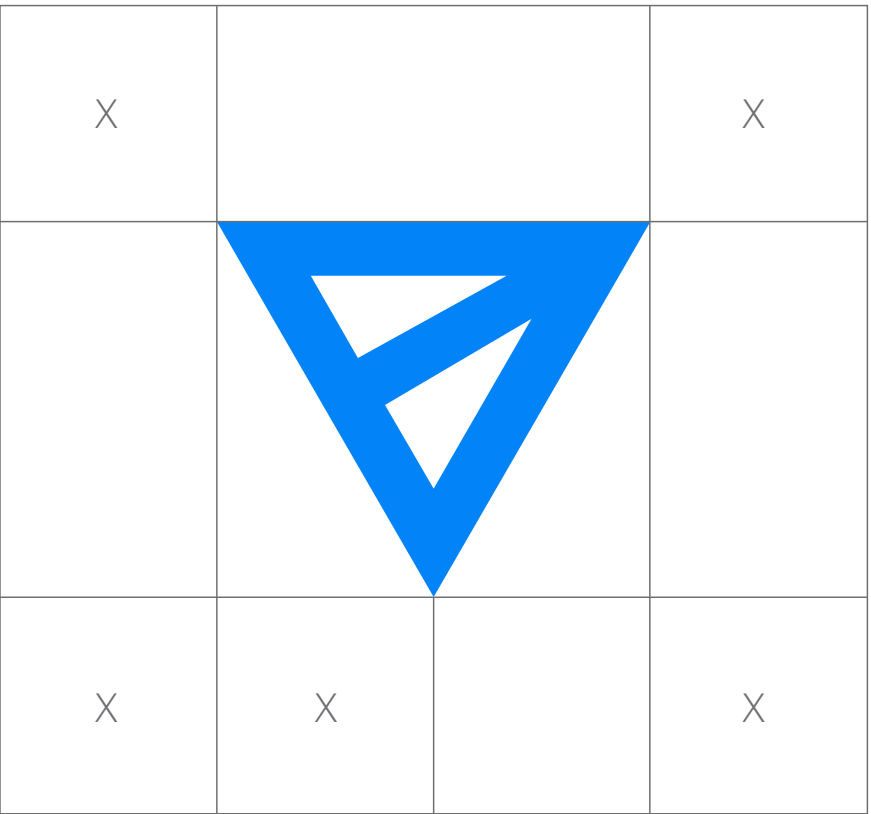
To ensure its integrity and visibility, the logo should be kept clear of competing text, images, and graphics. All sides must be surrounded by adequate clear space. Clear space should always equal half of the symbol, or X.

## MINIMUM SIZE

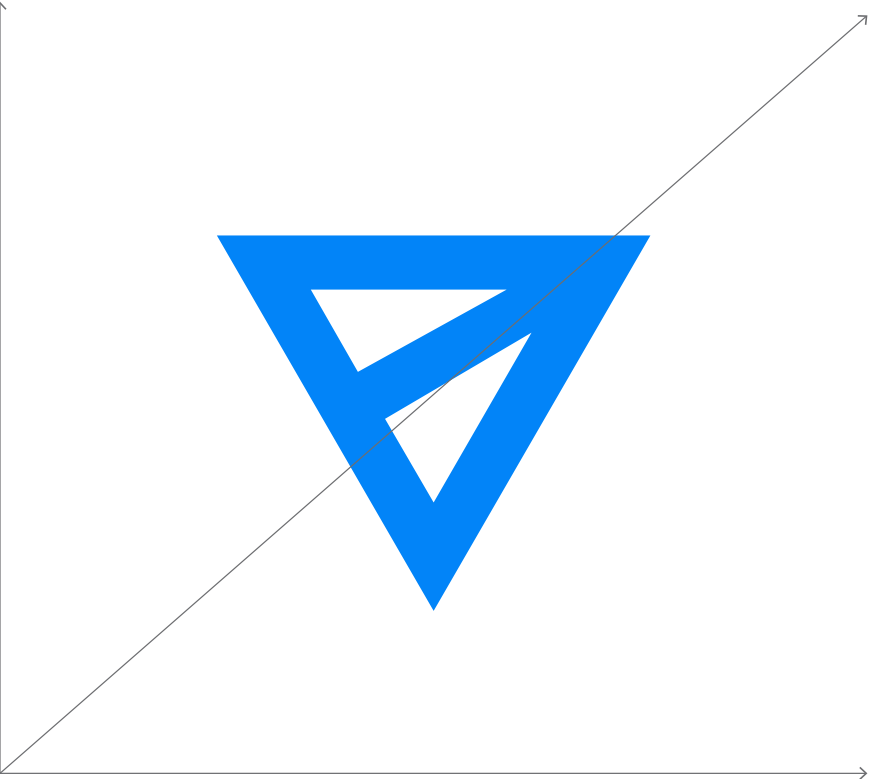
The symbol’s height should never appear smaller than .15” when used in print. Always use the original and approved artwork; never alter any aspect of it. Do not attempt to redraw or recreate the Ceviant logo in any way.



CLEAR SPACE

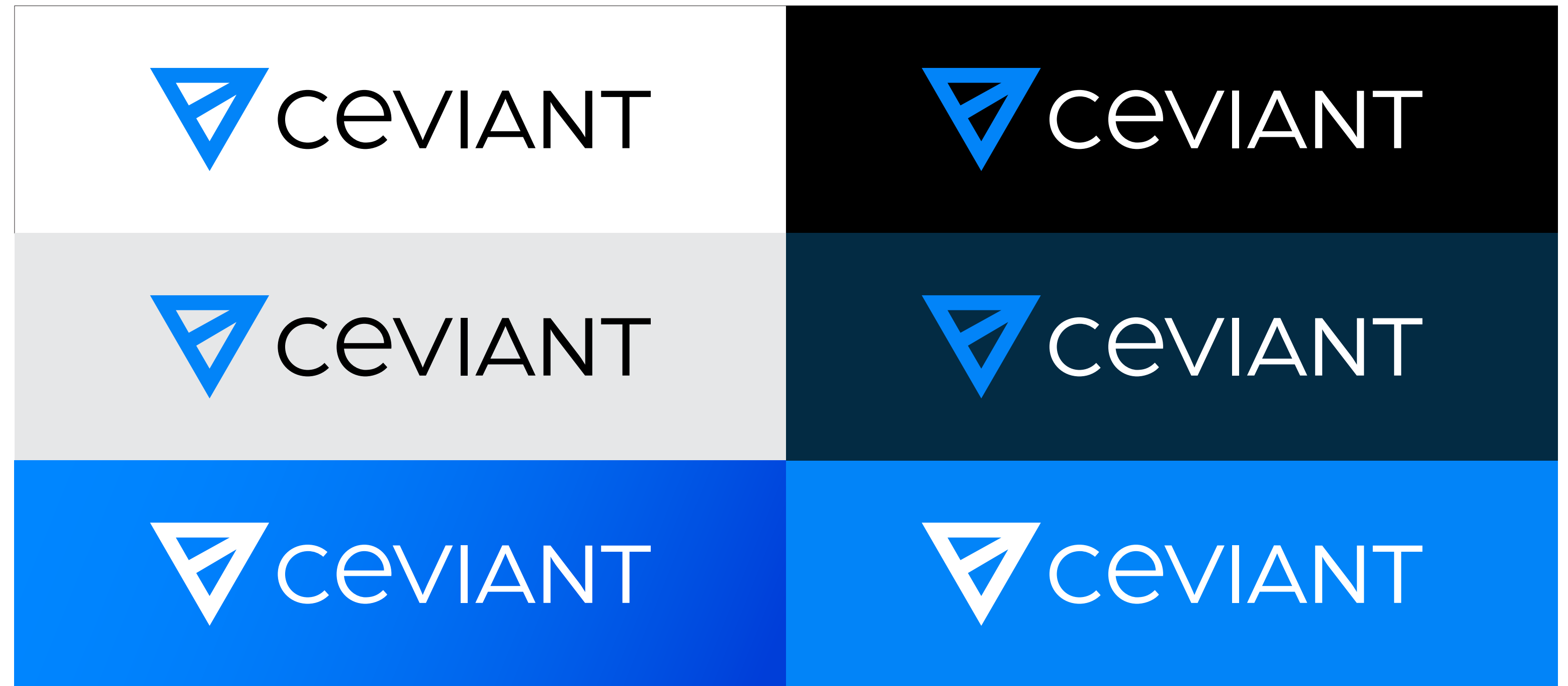


MINIMUM SIZE



## Logo with Color

Appropriate contrast is important for legibility across all platforms. Below are examples of how to use the Ceviant identity on color backgrounds. When on a darker colored background, the white Ceviant logotype should be used for proper contrast. Use all white logo when using the Ceviant gradient or Ceviant blue. Proper adherence to this contrast approach allows for maximum visibility of the Ceviant logo.



# Typography

Consistent use of typography is at the core of the Ceviant identity. The font Aktiv Grotesk should be appropriately used as outlined below. This font is legible at both small and large scales, bringing unique character to our overall narrative.

## Aktiv Grotesk Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

## Aktiv Grotesk Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

## Aktiv Grotesk Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

# Typography

Careful consideration to the typographic hierarchy and the ratios between the elements is necessary when laying out text. To the right are examples of how to utilize the different forms of headlines, sub-heads, and body copies to achieve a harmonious balance of information.

Understanding the importance of these principles is key to expressing the intended voice of Ceviant. Proper uses of leading, spacing, type size, and weight leads to a sophisticated language that can position Ceviant as one of the most trusted wholesale banks.

# Headline

## SUB-HEADLINE

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 commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros

Headline - 66pt / 0pt tracking  
Sub-Headline - 20pt / 100pt tracking  
Body Copy - 20pt / 0pt tracking / 30 leading (1.5x the pt size)

# Multi-Line Headline

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 commodo consequat.

LINK LINK

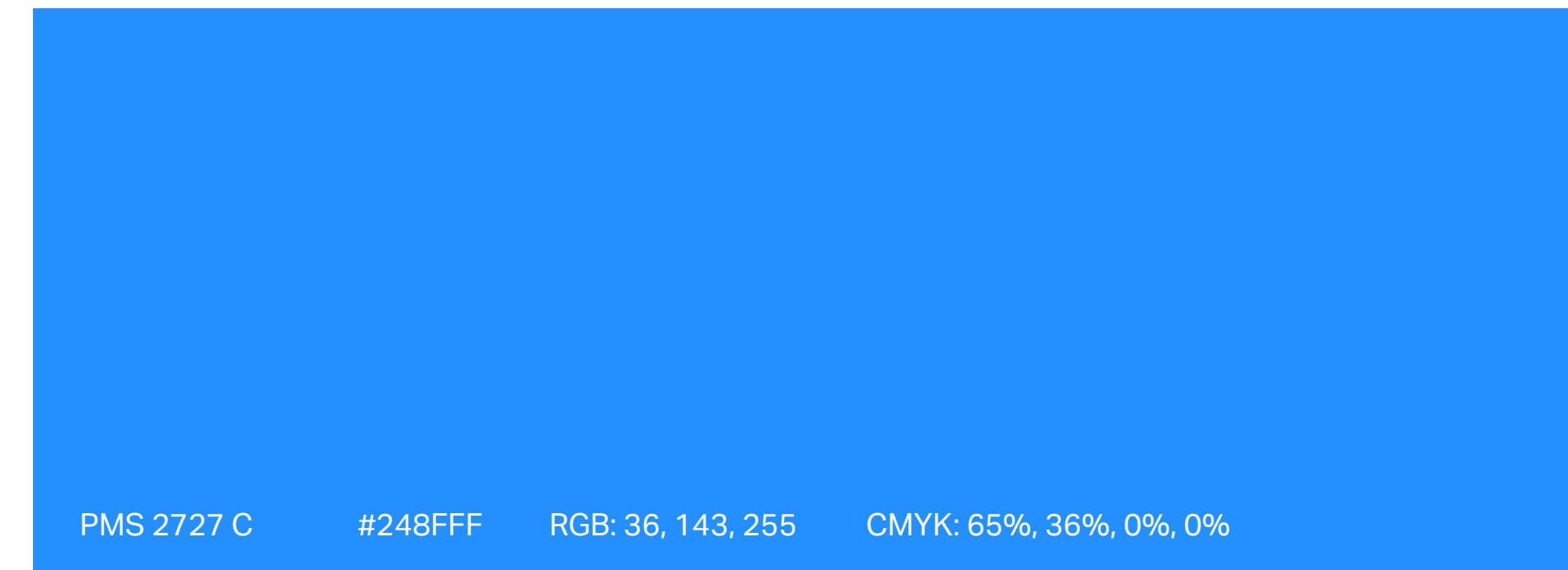
Headline - 66pt / 0pt tracking / 76 leading (10 + x the pt size)  
Links - 14pt / 100pt tracking  
Body Copy - 20pt / 0pt tracking / 30 leading (1.5x the pt size)

## Color

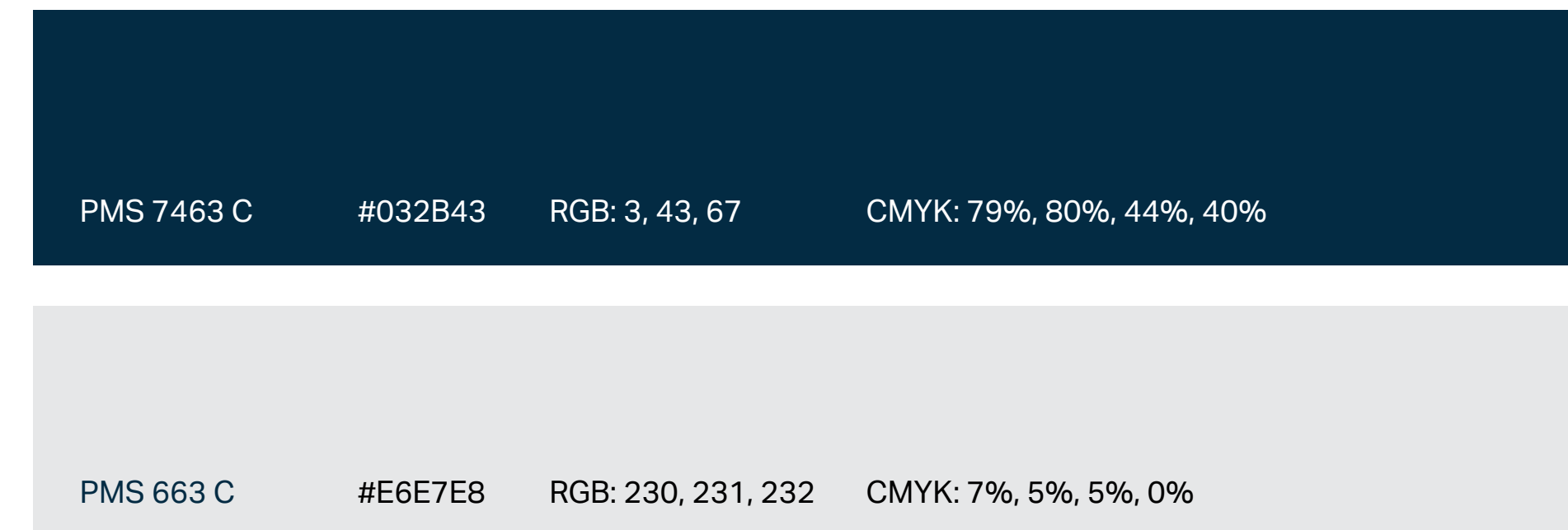
Color plays a critical role in maintaining the value of the Ceviant identity. The main color is the Ceviant blue and should be used for the logo most often. The navy, gradient, and grey may be used as backgrounds to separate important areas of content. The lavender should be used for links.

When creating and using the Ceviant gradient, always use the Ceviant colors listed in this guide. The gradient should be at a 45° angle and should be filled with 70% of the Ceviant blue, as illustrated beneath.

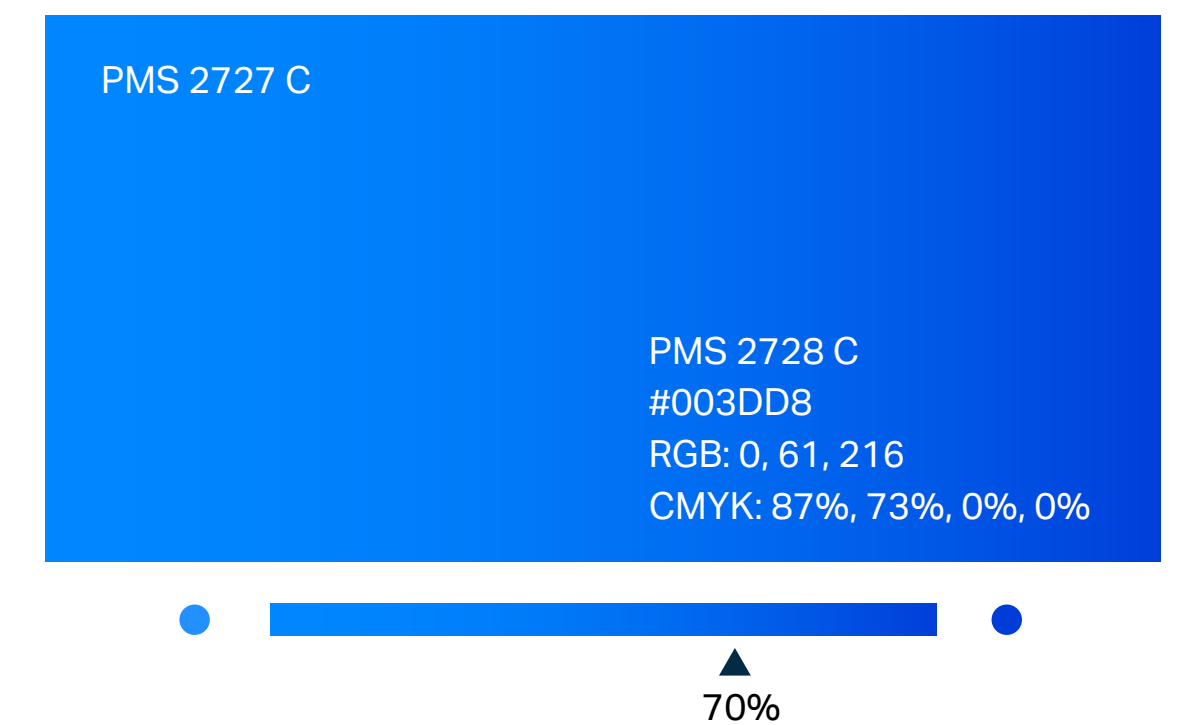
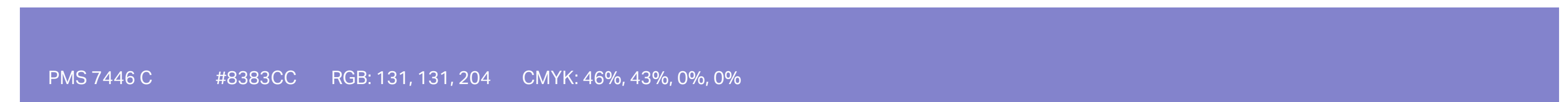
## PRIMARY COLOR



SECONDARY COLOR



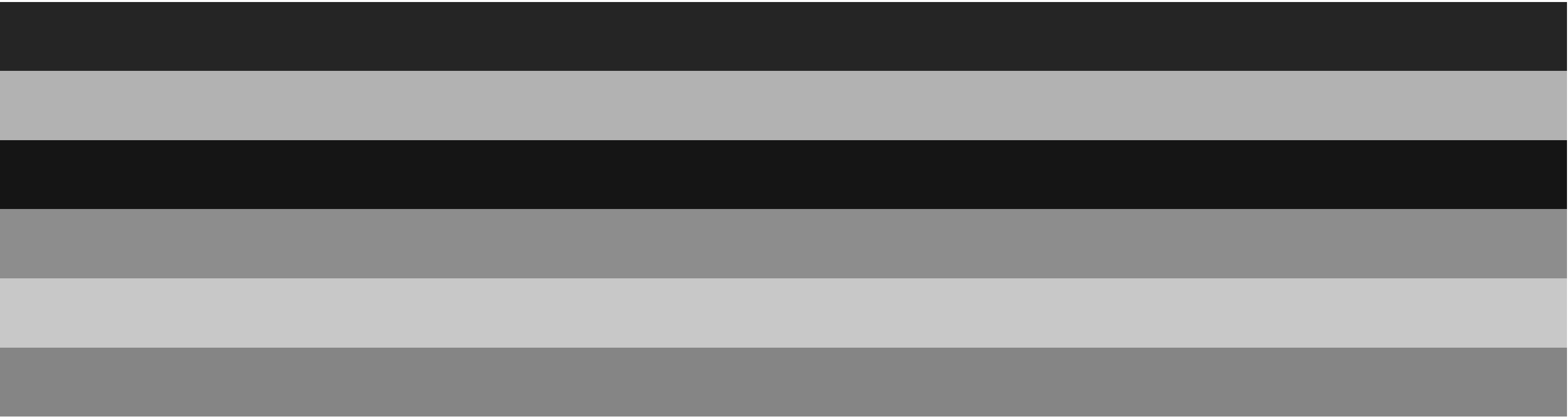
## TERTIARY COLOR





# Color with Graphs

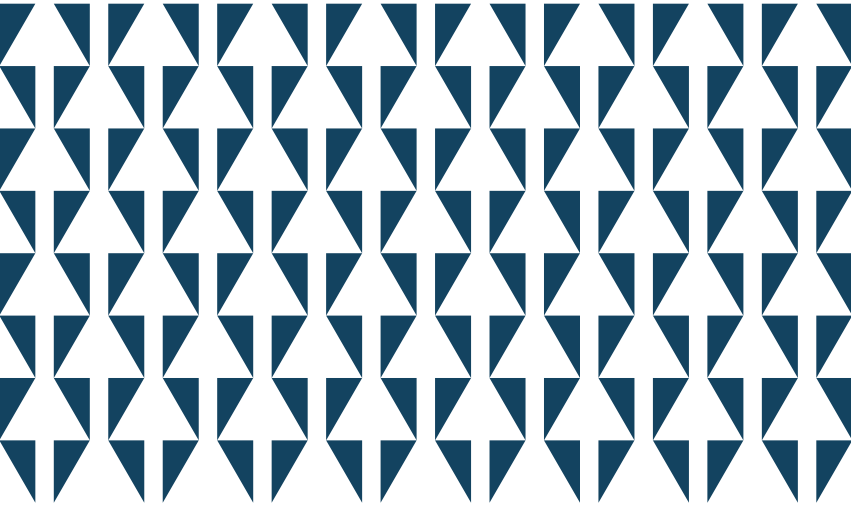
A huge part of Ceviant’s communication will revolve around charts and graphs, thus these six colors have been specifically chosen to ensure the charts have proper contrast in both color production and in greyscale. The sequence of these colors is what aids in allowing for the most successful contrast to take effect, and should not to be tampered with, nor should these colors appear anywhere within the Ceviant ecosystem.



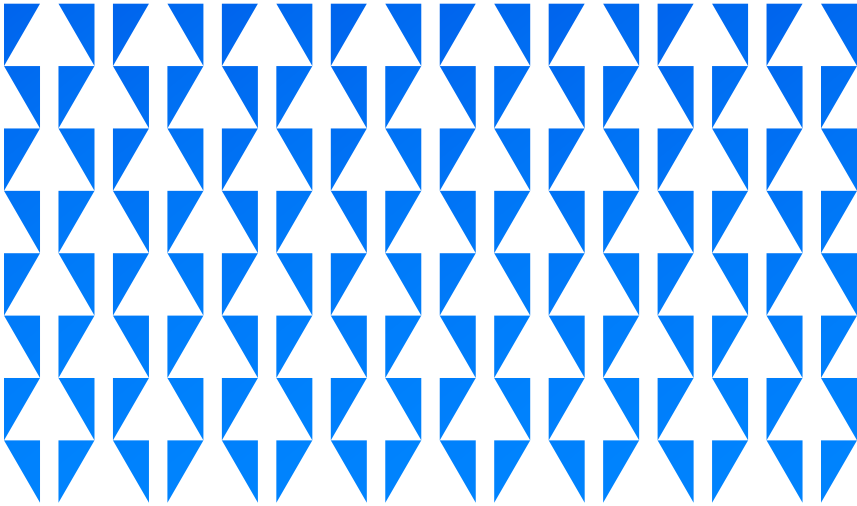
# Pattern

Part of the Ceviant language is the use of the arrow pattern. This pattern can bring a bit of life to the applications in a mature way. Reflected here are the two acceptable colorways for the pattern. The dark blue should be used on the dark blue background, while the gradient should be used only on the Ceviant gradient background. When applying the gradient to the pattern, reverse the direction of the application as shown in the example.

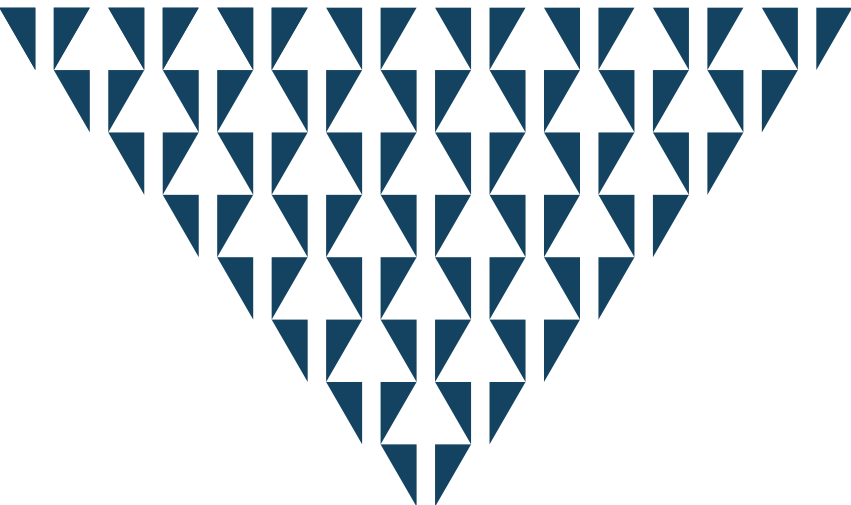
SQUARE



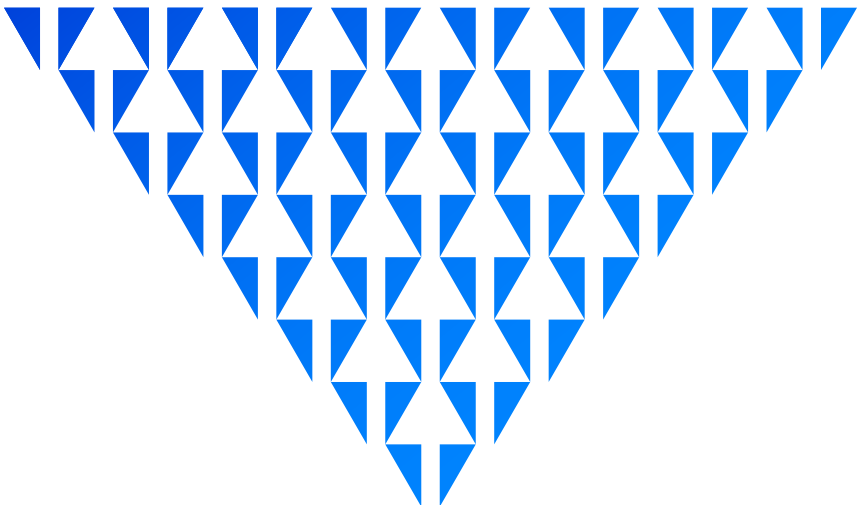
EXAMPLE



SLANT



EXAMPLE



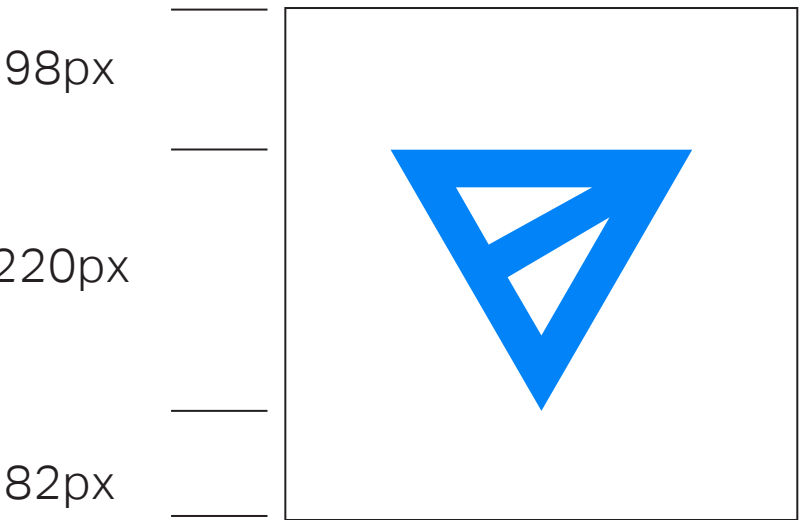
# Digital Icons

In some instances the Ceviant identification will be used as a digital icon. Leave some space around the symbol: it should not touch or bleed to the edge of the allowed space.

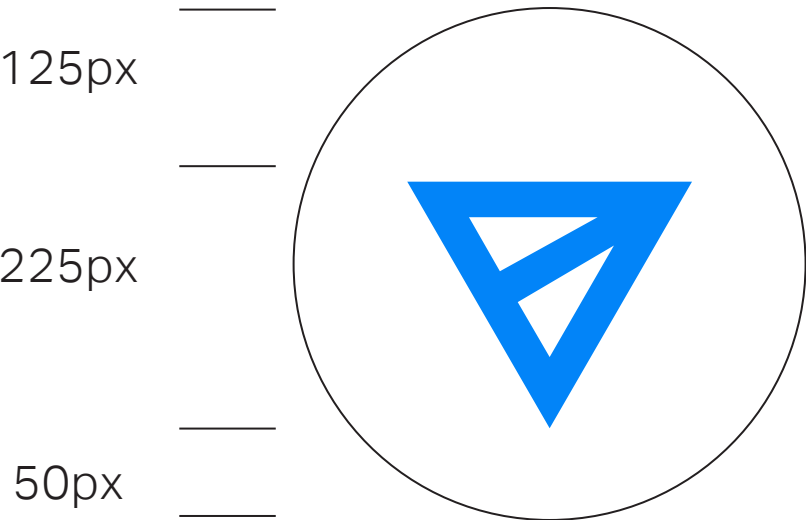
Do not incorporate the Ceviant wordmark when creating icons.

## SOCIAL MEDIA

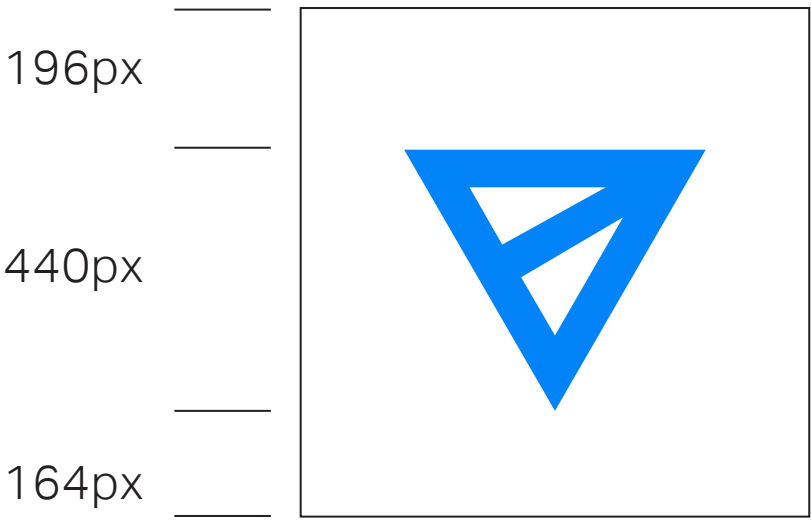
When creating artwork for a social media and mobile applications, follow the respective specifications for each platform. For identification, the majority of platforms require an icon formatted into either a square or a circle. Shown are examples based on Instagram, Facebook, and iPhone® specifications.



LinkedIn  
400px



Twitter  
400px



Facebook  
800px



LinkedIn  
400px



Twitter  
400px



Facebook  
800px