

CONCRYT

BRAND *book*

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# BRAND TONE OF VOICE

The tone of voice reflects the position we want to fill.

Reputable, but not honorable. Our game-changing expertise stretches years back. The versatility of our team covers multiple fintech domains. Not only we know the market and people, they respect us.

Powerful. We are being trusted and we trust one another - this is the key to our success. Our voice rumbles. Even when it is quiet, it will still be the loudest in the room.

Confident. If you haven't heard about us, it's on you, not on us. Sooner, rather than later you will. Everything we communicate contains sense.

# VISUAL CONCEPT OF BRAND

The visual component of the CONCRYT brand is a combination of contrasting concepts and forms.

This is a combination of heavy concrete, stone structures and thin transparent glass. This is a combination of grey monochrome images with images with rich colors and warm light. This is a combination of basic textures with expensive even precious materials.

CONCRYT is:

Monochrome but luminous.

Concrete but transparent.

Discreet but luxurious.

# LOGO

Our main logo style is the carbon grey on white or light background and white on dark background.

CONCRYT

CONCRYT

CONCRYT

[DOWNLOAD LOGO ↘](#)

# LOGO RULES

Here are examples of how not to use a brand logo.



CONCRYT

Don't stretch, compress or bend the logo.



CONCRYT

Don't colorise the logo in non-brand colors.



CONCRYT

Don't use a logo with very bright/neon colors.



CONCRYT

Don't add effects like shadows, glow to the logo.



CONCRYT

Don't add gradient to the logo.



CONCRYT

Don't change the font of the logo.

# COLORS

The CONCRYT color palette consists of four main colors: Carbon, White, Dark orange, Light gray.

The brand also uses other shades of gray from light to dark that are appropriate for specific situations.

<b>CARBON</b>	HEX #333333	RGB 51-51-51	CMYK 32-33-33-80*	Pantone P 179-15 C
<b>WHITE</b>	HEX #FFFFFF	RGB 255-255-255	CMYK 0-0-0-0	Pantone —
<b>DARK ORANGE</b>	HEX #CE5722	RGB 206-87-34	CMYK 0-58-83-19	Pantone 16-1448 TPX
<b>LIGHT GRAY</b>	HEX #D9D9D9	RGB 217-217-217	CMYK 0-0-0-15	Pantone P 179-2 C

\* Gray color for printing in CMYK values is variable: where “CMY” is a constant with a value of 32,33,33, respectively, and “K” color varies from 0 to 100 in 10% increments.

# TYPOGRAPHY / HEADINGS

## Nimbus Sans L

Corporate font for headings.

We use **Nimbus Sans L** for headings in all our materials (graphic design, web interfaces, presentations, printing materials and others). Our main style **Nimbus Sans L Regular**.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!?



# TYPOGRAPHY / TEXT

## Nunito Sans

Corporate font for text.

We use **Nunito Sans** for text on the website, in presentations, in documentation (contracts, licenses, policies, etc.) and print materials.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!?

# TYPOGRAPHY / ACCENT

## Ogg Regular Italic

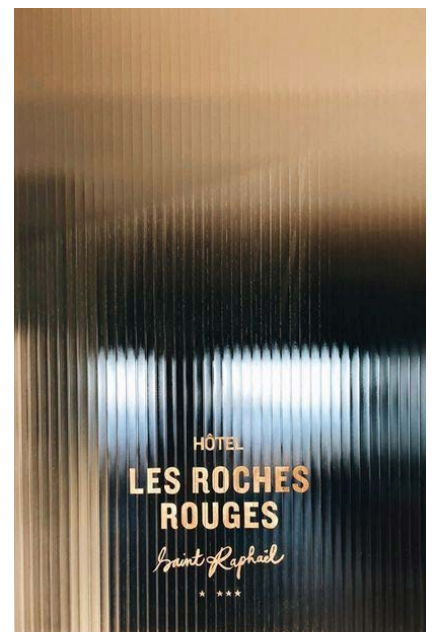
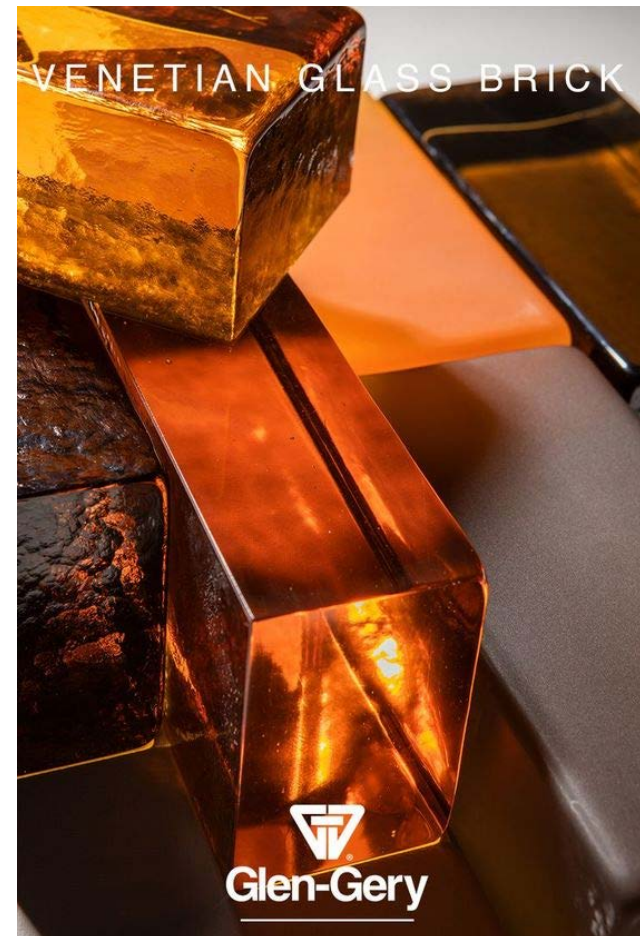
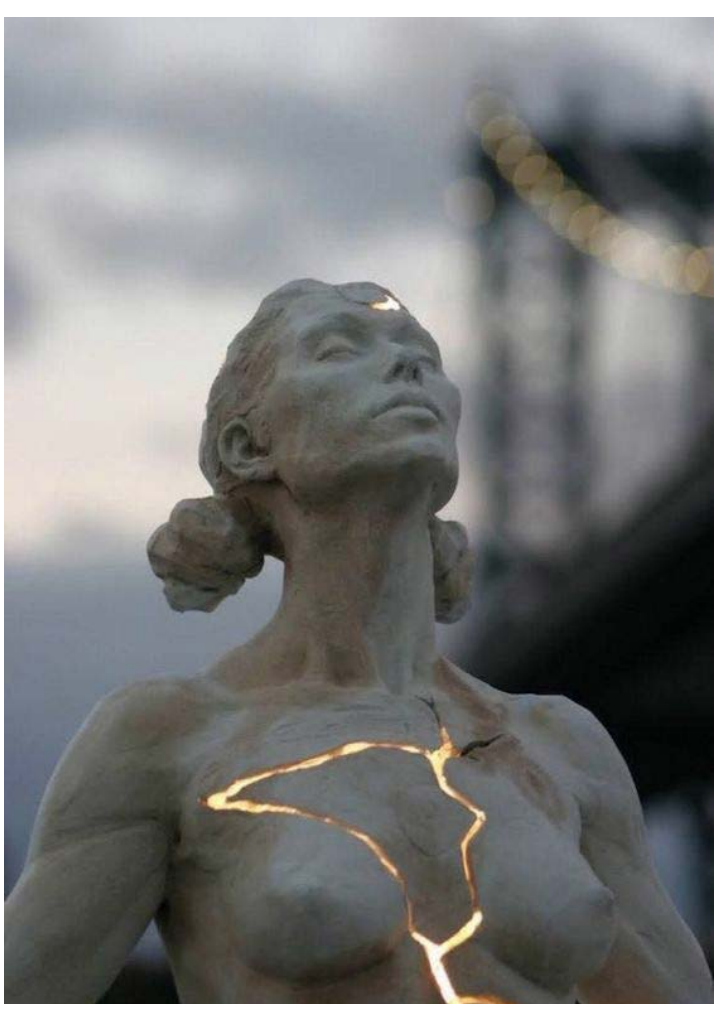
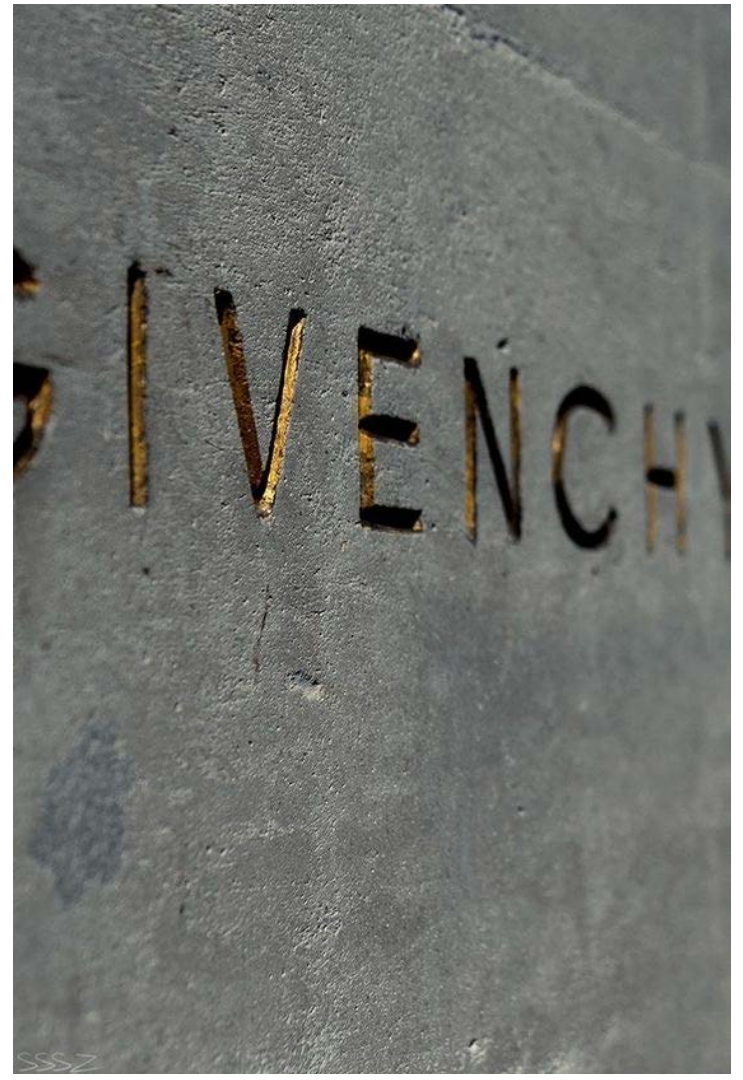
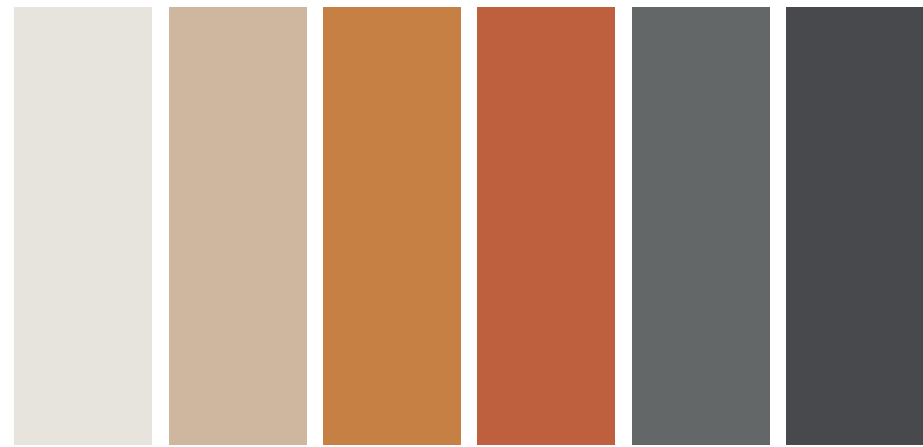
Accent font for text.

We use **Ogg Regular Sans** for text on the website, and print materials. We use this font only in lowercase writing. It is used to create emphasis and contrast in text.

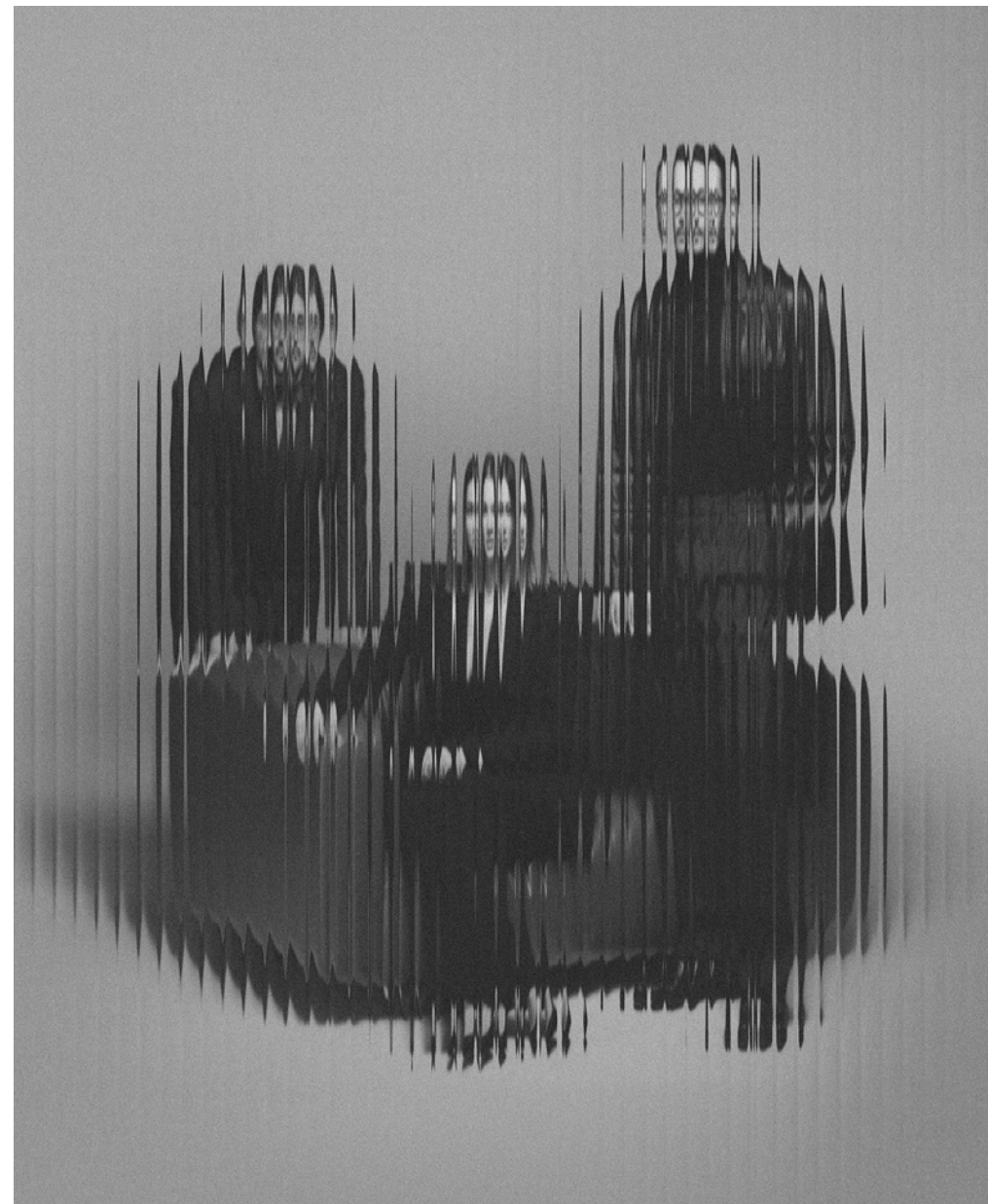
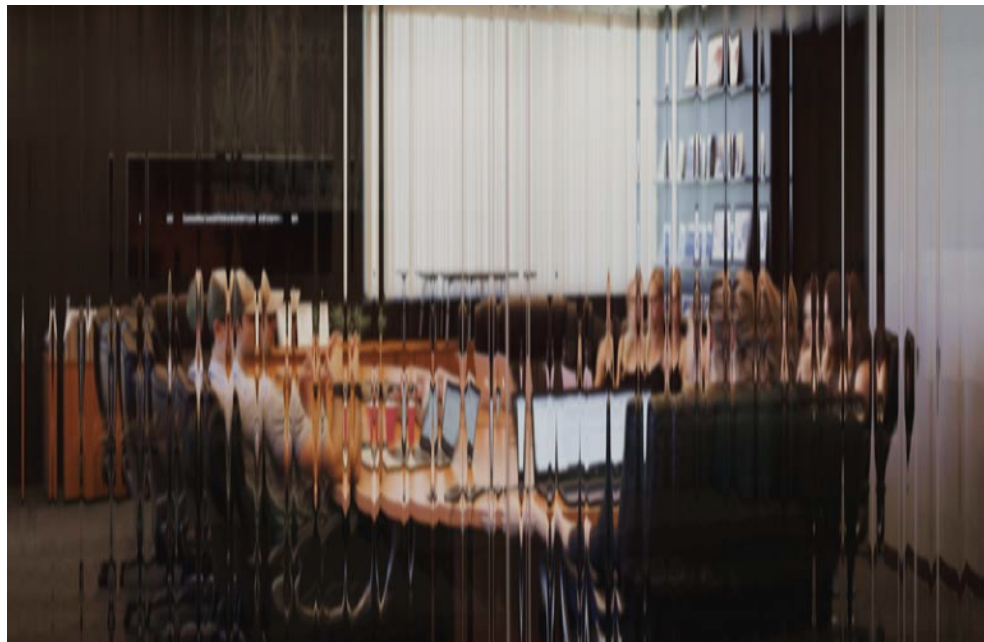
You can't use it often and you can't write more than 1-3 words with it.

*abcdefghijklmnopqrstvwxyz*

# STYLE / MOODBOARD



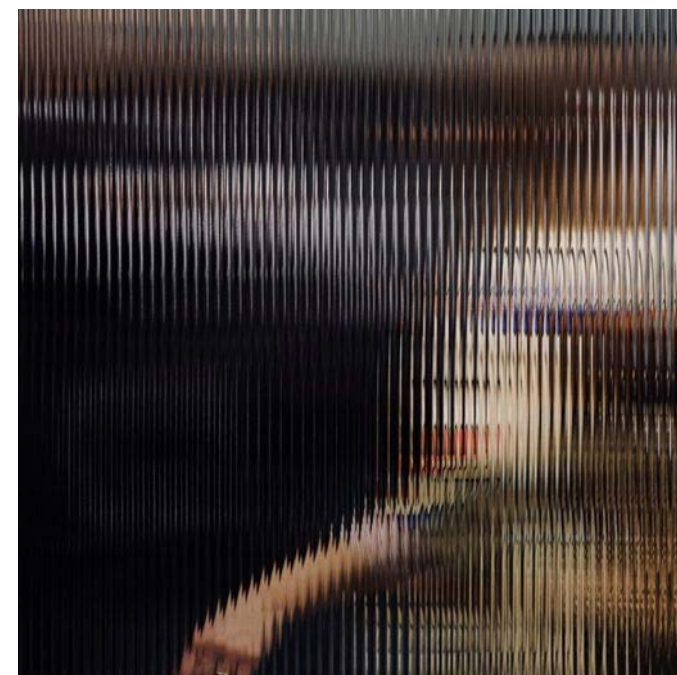
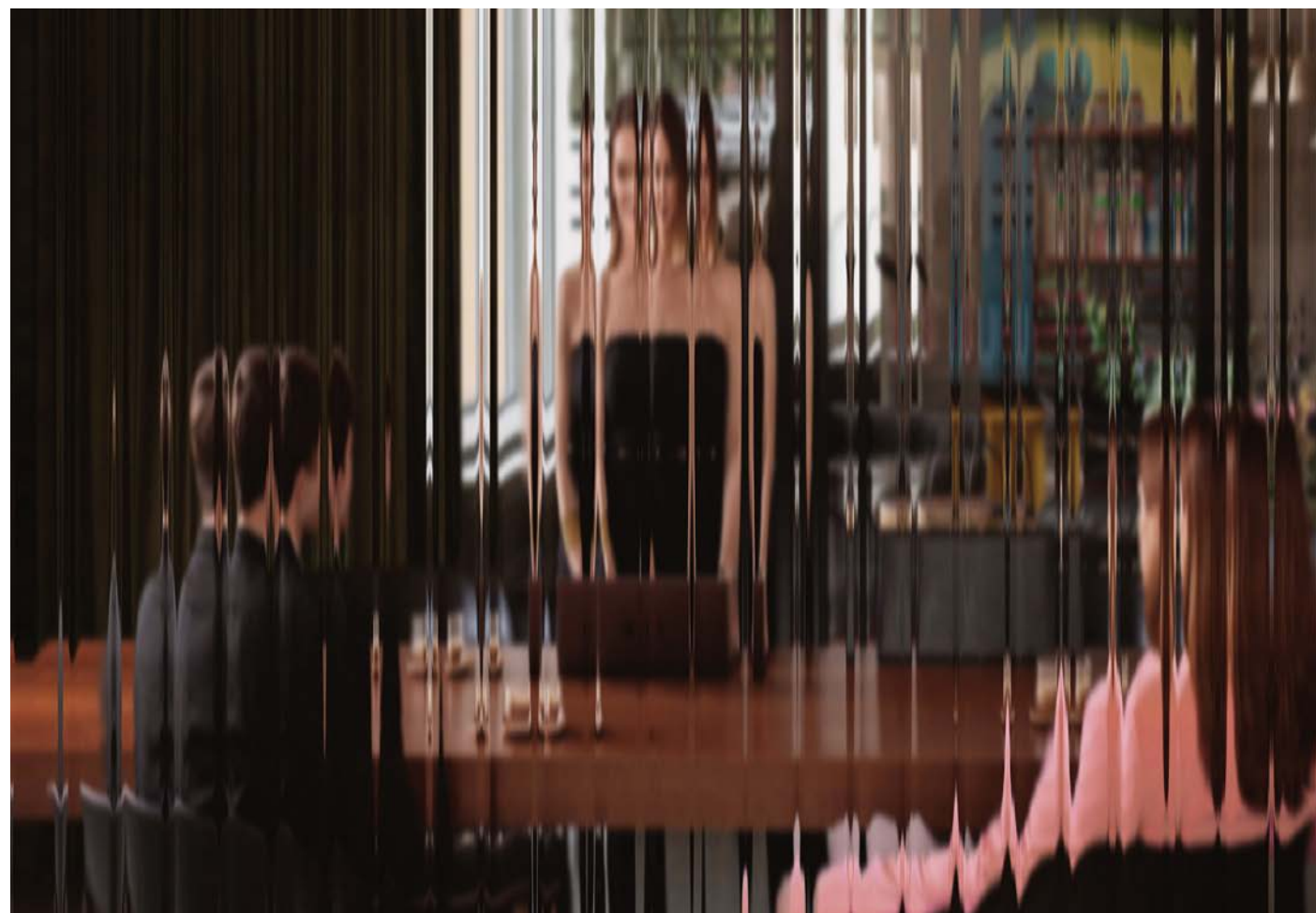
# STYLE / IMAGES



We use two types of photos:

- black and white photos with basic mid-gray tones with the obligatory addition of soft monochrome noise;
- color photographs with low exposure and warm, rich colors.

You should not use photos with people where faces can be easily read, so a technique is used: placing the photo behind corrugated glass and, if necessary, adding blur and other effects.



# STYLE / IMAGES



Often, stone structures and concrete textures are used as the main subjects.

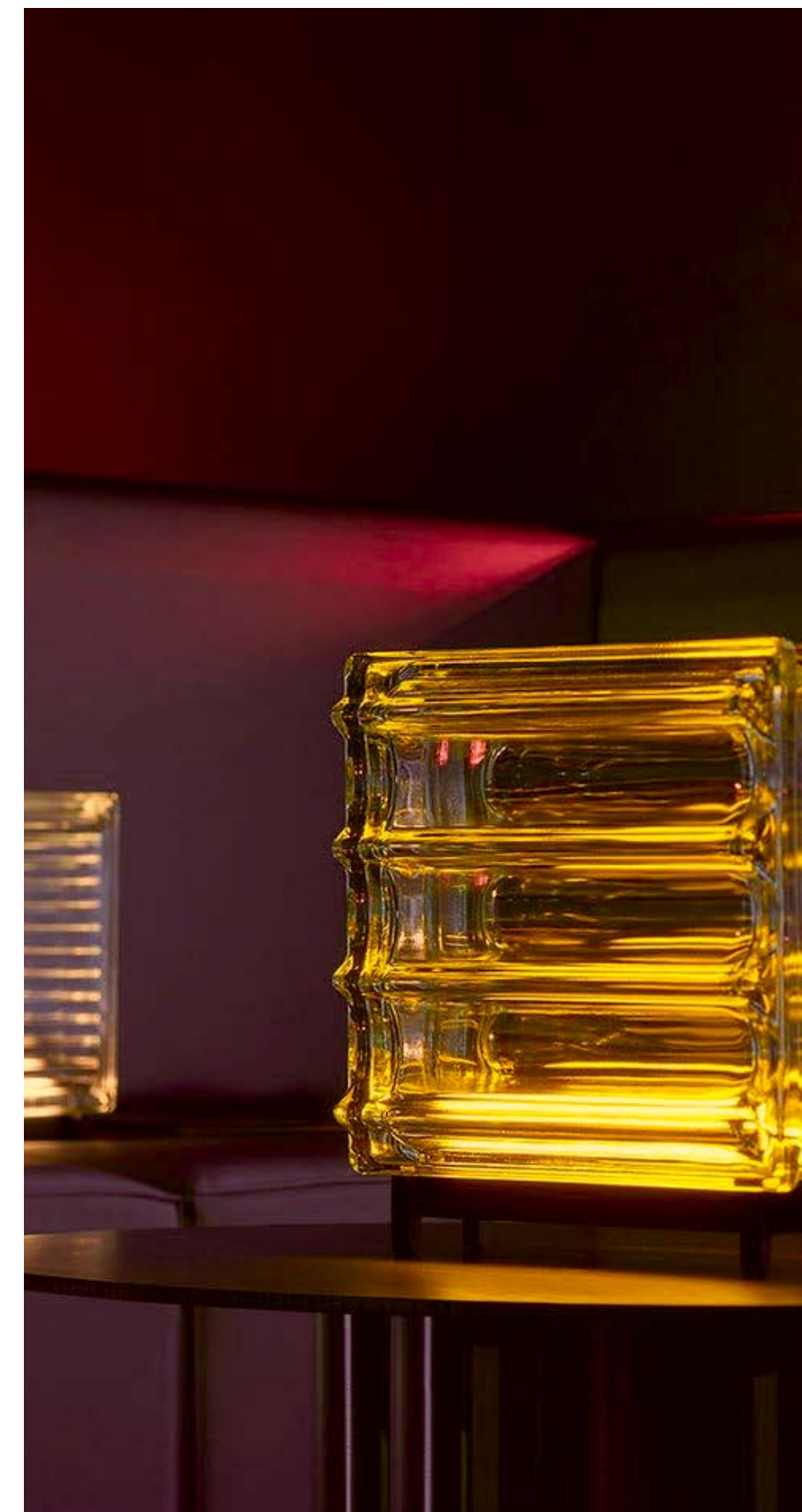
Another technique is to use white fill for single objects.

It is also acceptable to use warm lighting/gradients when designing digital materials.



# STYLE / TEXTURES

The brand uses high-quality textures and materials: concrete and stone (gray color, various textures), glass (matte, corrugated, distorted), leather (warm natural brown) and light (warm orange or yellow), rare gold accents are allowed usage.



CONTACT US  
FOR ANY QUESTIONS

[INFO@CONCRYPT.IO](mailto:INFO@CONCRYPT.IO)