CONNECTED ACCOUNTING

STYLE GUIDE

CONTENTS

1

LOGO

1.1

Primary
Logo

The primary logo is composed of
the logotype and wordmark, and
should be used across all branded
assets.

To ensure legibility, the primary
logo should not be used at small
sizes.

CA CONNECTED
ACCOUNTING

1.2

Logotype

Designed to be legible, clean, and timeless, Connected Accounting's logotype stands out by linking the "c" and "a" to represent "connected."

For highest visibility, the logotype should only be used on its own when it must be scaled down.

1.3

Wordmark

The wordmark is set in Lexend Light, with custom modifications to improve legibility.

The wordmark should only be used alone when emphasis should be placed on the name of the brand.

CONNECTED
ACCOUNTING

1.4

Stacked
Logo

The stacked logo should primarily be used when a large logo is needed.

To ensure legibility, the stacked logo should not be used at small sizes.

CA

CONNECTED
ACCOUNTING

1.5

Logo
Clear
Space

To promote consistency and clear readability, text and other elements should not be placed in the clear space around the logo.

To set the area of clear space around your logo, measure one C from the wordmark from the farthest vertical and horizontal points of the logo.

1.6

Minimum
Size

To ensure recognition and legibility, the logo should never be presented smaller than 32 pixels in height.

CONNECTED ACCOUNTING

Minimum height: 32 px

1.7

Logo on
Back-grounds

When used on light backgrounds, the logo should be black or a dark color that can be read easily.

When placed on dark backgrounds, a white or light colored logo should be used for clear legibility.
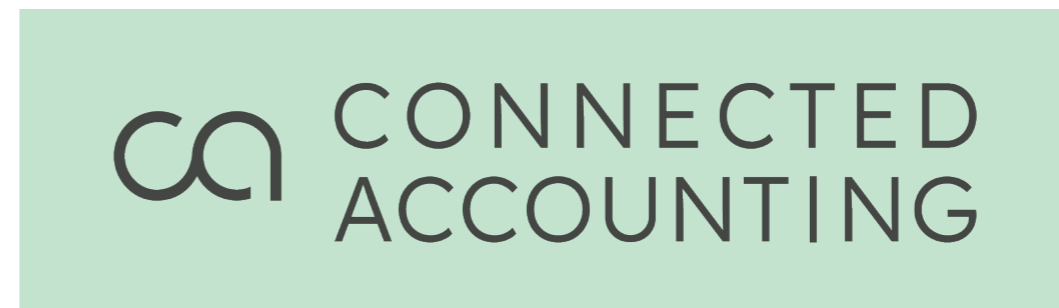
1.8

Logo
Misuse

To promote brand recognition and readability, the logo should only be used in its original format and proportions.

ᴄᴀ CONNECTED ACCOUNTING | Do not add any effects to the logo

ᴄᴀ CONNECTED ACCOUNTING | Do not blur the logo

ᴄᴀ CONNECTED ACCOUNTING | Do not place strokes on the logo

ᴄᴀ CONNECTED ACCOUNTING | Do not distort or stretch the logo

ᴄᴀ CONNECTED ACCOUNTING | Do not rotate the logo

1.9

Logo
Formats

This is a quick overview of how to use each type of logo format.

Primarily, PNGs are best files to use across all platforms.

.png

PNG files allow for infinite resizing and transparent backgrounds without loss of quality. These files are frequently used for web and print.

.jpg/.jpeg

JPG/JPEG files become more pixelated when enlarged and they do not have transparent backgrounds. When a small file size is needed, these files are best.

.pdf

PDF files can be opened and edited with any vector graphics software.

.svg

SVG files are in a vector format which allows for editing on a variety of vector graphics software, including Adobe Illustrator, Inkscape, and CorelDraw.

TYPOGRAPHY

Typeface

Lexend is the primary and only typeface for Connected Accounting. Lexend is a clean and modern typeface designed to reduce visual stress and improve reading performance. Lexend is a free Google Font typeface and can easily implemented across web and printed assets.

LEXEND

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

, . ; : ' " / ? ~ ! @ # $ % ^ & * ( ) - _ + = [{] } \ |

THIN	EXTRA LIGHT
LIGHT	REGULAR
MEDIUM	SEMIBOLD
BOLD	EXTRA BOLD
BLACK	

3

COLORS

3.1

Primary
Color

The primary color for Connected Accounting is a fresh, rich green which represents money and growth. The consistent use of this color helps promote brand recognition.

RICH GREEN

HEX	#00745D
RGB	0, 116, 93
CMYK	45, 0, 9, 55

3.2

Secondary
Colors

Connected Accounting's secondary colors include a bright green, raspberry, and cream to complement the primary color.

BRIGHT GREEN

HEX	#C0F6D7
RGB	192, 246, 215
CMYK	21, 0, 12, 4

RASPBERRY

HEX	#ED1651
RGB	237, 22, 81
CMYK	0, 84, 61, 7

CREAM

HEX	#FFF8EA
RGB	255, 248, 234
CMYK	0, 3, 8, 0

Using Black and White

Black and white are key components to the Connected Accounting brand. To relieve eye strain on digital screens, avoid using pure black and pure white whenever possible and use these variations instead.

RICH BLACK

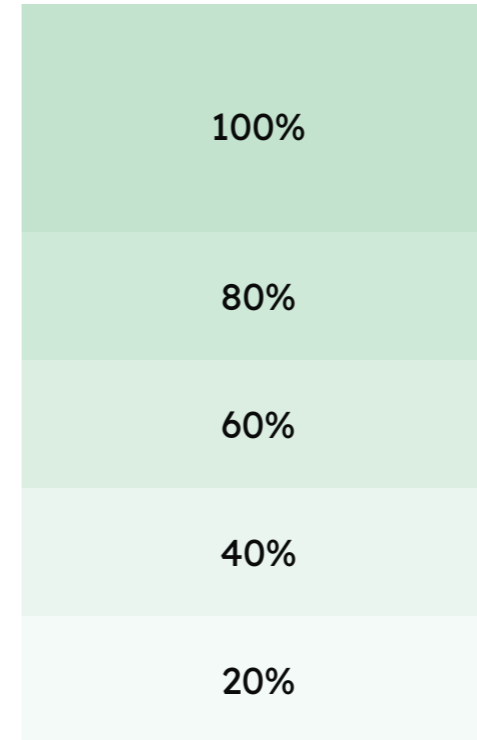|	
HEX	#0A0A0A
RGB	10, 10, 10
CMYK	0, 0, 0, 96

POWDER WHITE

HEX	#FBFCFA
RGB	251, 252, 250
CMYK	0, 0, 1, 1

Using
Tints

Connected Accounting's colors should be used without any edits, but certain situations may require the use of tints.

100%
80%
60%
40%
20%

100%
80%
60%
40%
20%

100%
80%
60%
40%
20%

| |
|---|
| 100% |
| 80% |
| 60% |
| 40% |
| 20% |

| |
|---|
| 100% |
| 80% |
| 60% |
| 40% |
| 20% |
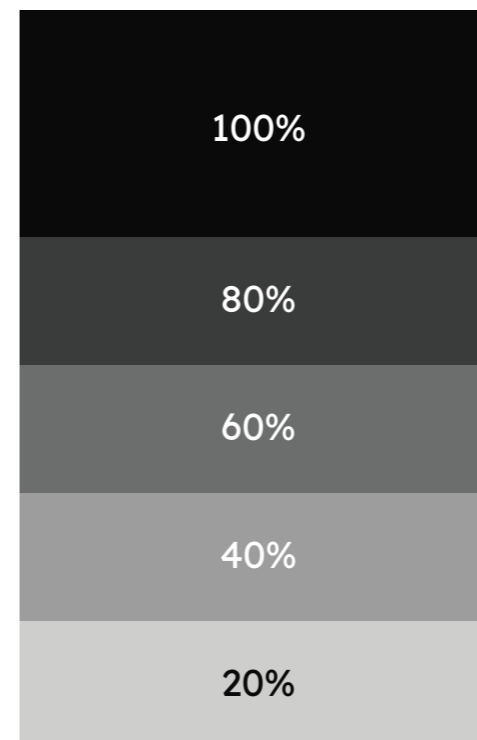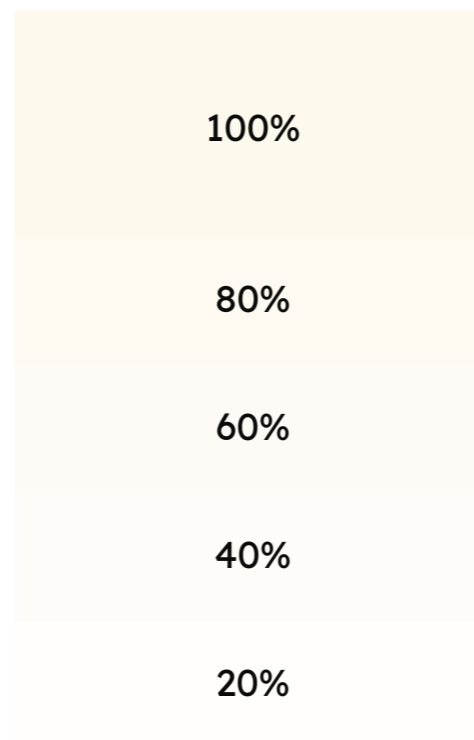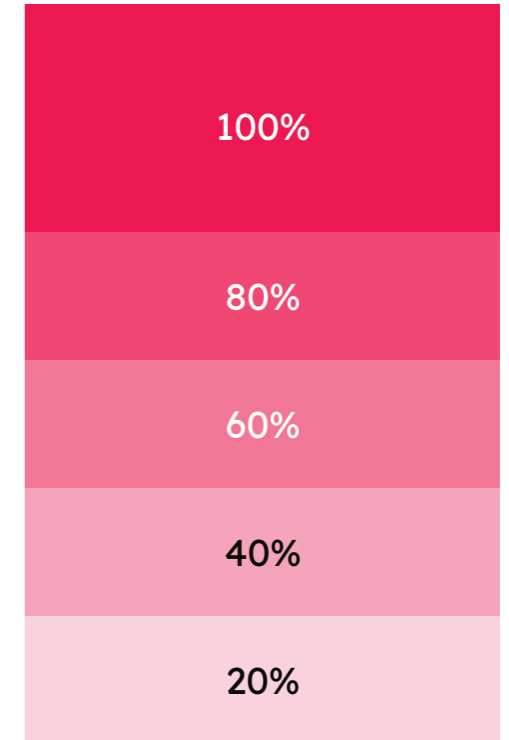
Color
Pairings

To ensure legibility and promote brand recognition, the following color combinations can be used.

As a general rule, text in Raspberry should not be placed on top of Rich Green (or vice versa) as the low contrast can make it difficult for viewers to read. Also, text in Cream should not be placed on top of Bright Green (or vice versa) for readability and legibility.

CONNECTED ACCOUNTING
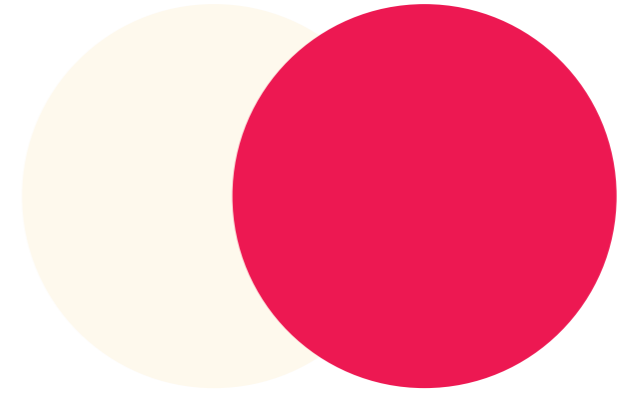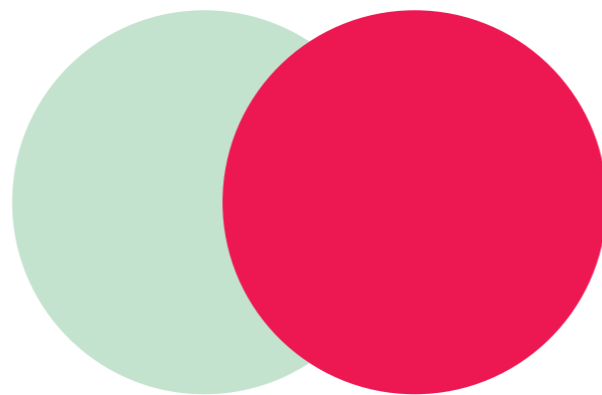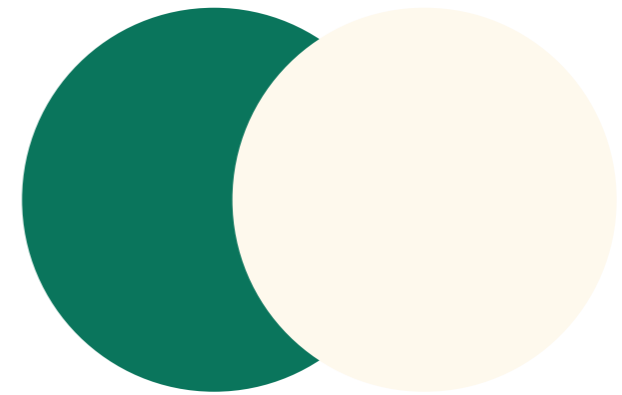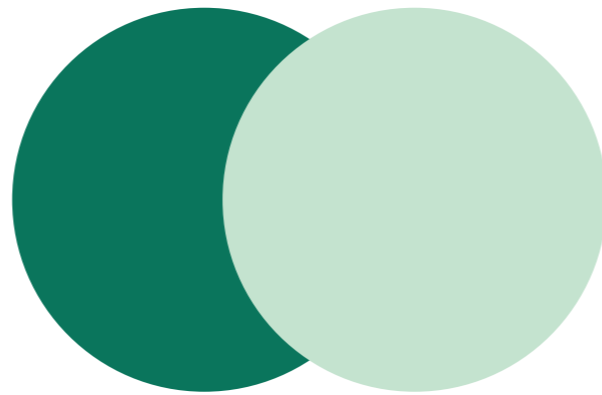
Connected Accounting Style Guide brought you by Fearless Foundry.

Fearless Foundry

fearlessfoundry.com