



JKH
CAPITAL

BRANDBOOK

WHAT IS IT FOR?

The **JKH CAPITAL BRANDBOOK** was developed with the purpose of preserving visual properties and facilitating the correct propagation, perception, identification and memorization of the brand, guiding and defining rules for its application.

COLOR PALETTE

Color Psychology is a study that reveals how the human brain identifies and understands colors in different ways, influencing their emotions, feelings and desire. Based on this study, **blue** was the color selected to compose the visual identity.

It is a color related to communication and expression, which is associated with trust, success, power and security, in addition to being related to harmony, calm and honesty.



**PANTONE
7461 C**

HONESTY
CALM
CREDIBILITY
HARMONY

C_85 **R_30**
M_50 **G_120**
Y_0 **B_190**
K_0 **#1E78BE**



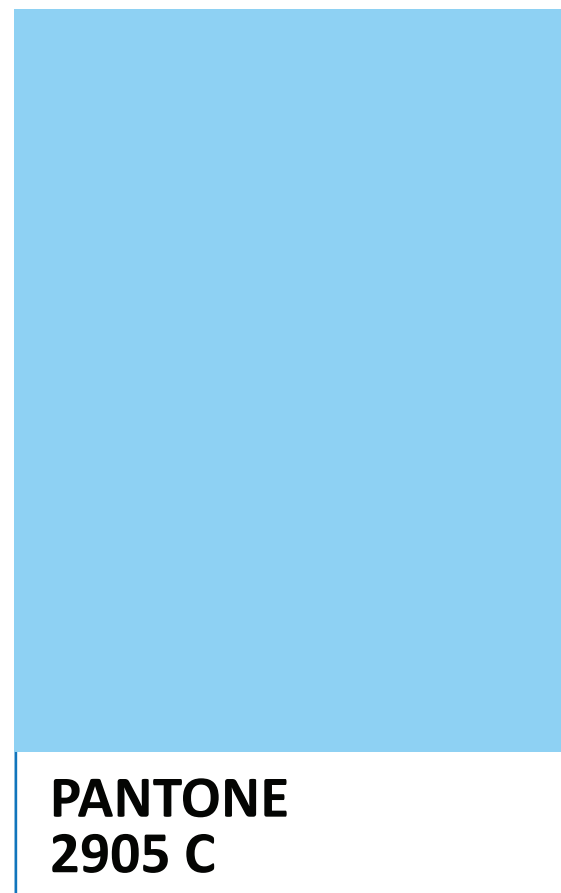
**PANTONE
534 C**

TRUST
SUCCESS
POWER
SECURITY

C_85 **R_20**
M_60 **G_60**
Y_0 **B_110**
K_50 **#143C6E**

ADDITIONAL COLORS

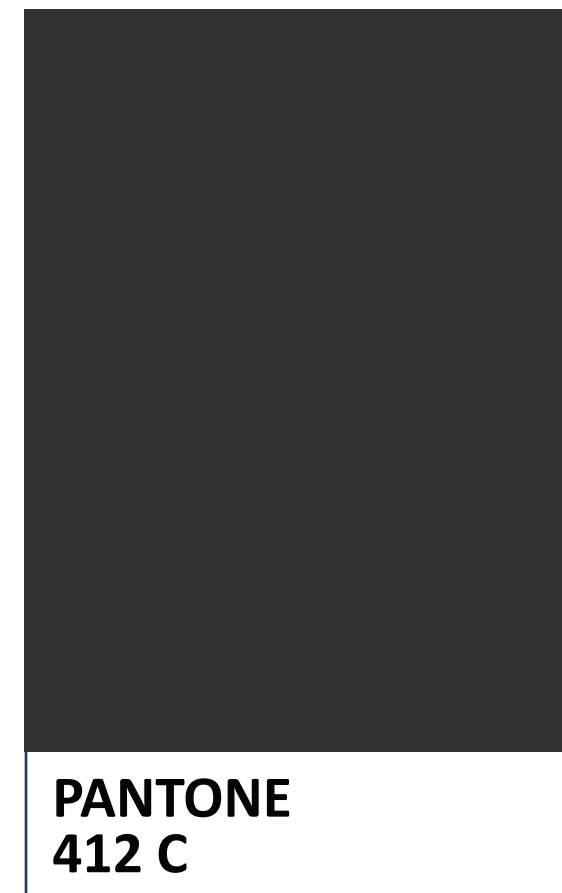
In addition to the official colors of the brand, these colors were selected to be also used in the brand's communication materials.



C_40 R_140
M_5 G_210
Y_0 B_250
K_0 #8CD2FA



C_5 R_240
M_40 G_160
Y_90 B_50
K_0 #F0A032



C_0 R_50
M_0 G_50
Y_0 B_50
K_95 #323232

MAIN VERSION

Version with the main colors of the
logotype.



SECONDARY VERSION

Secondary version, with all elements
in navy blue.



MONOCHROME VERSION

Black version with white background.



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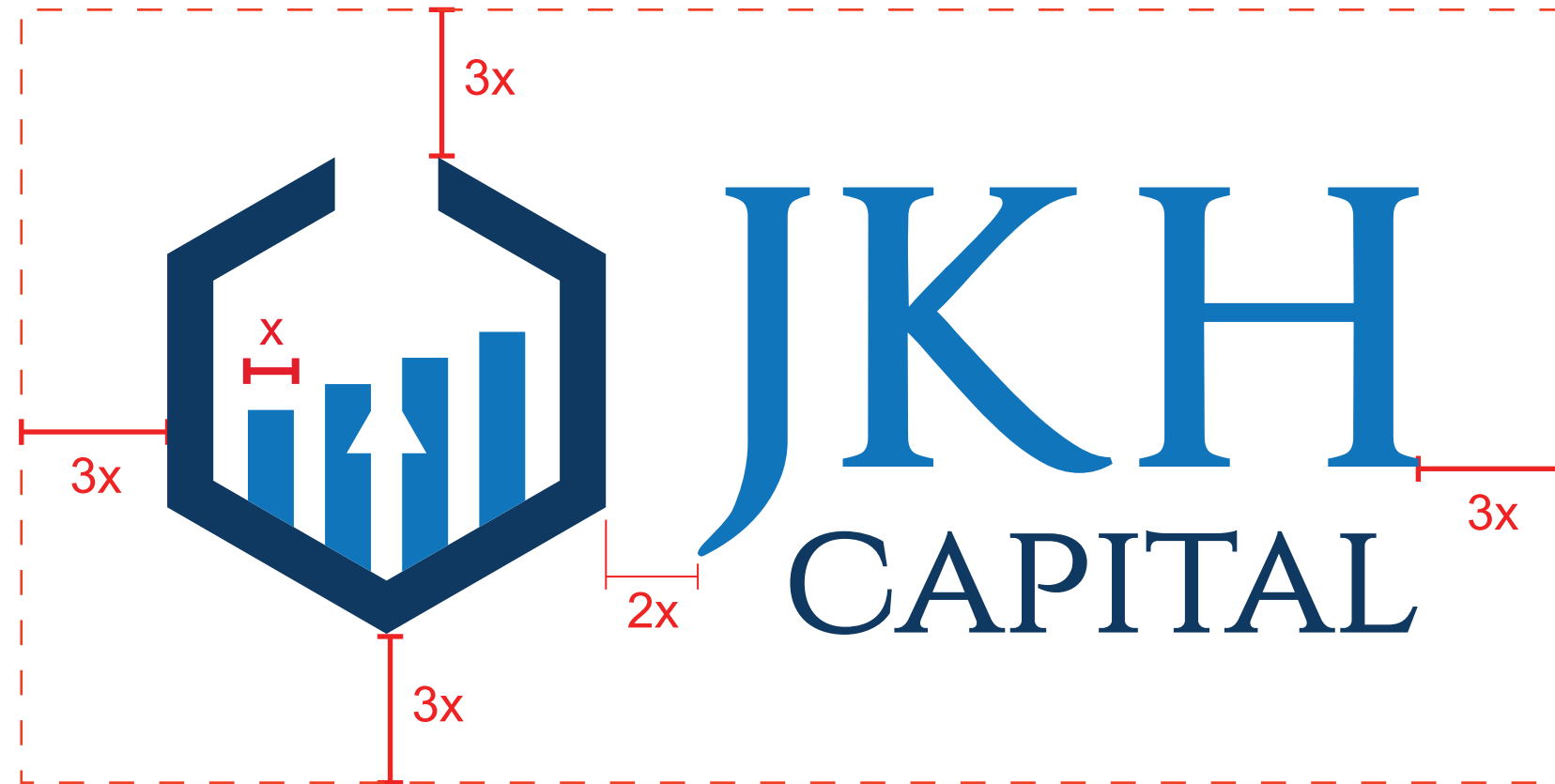
MONOCHROME VERSION

White version with black background.



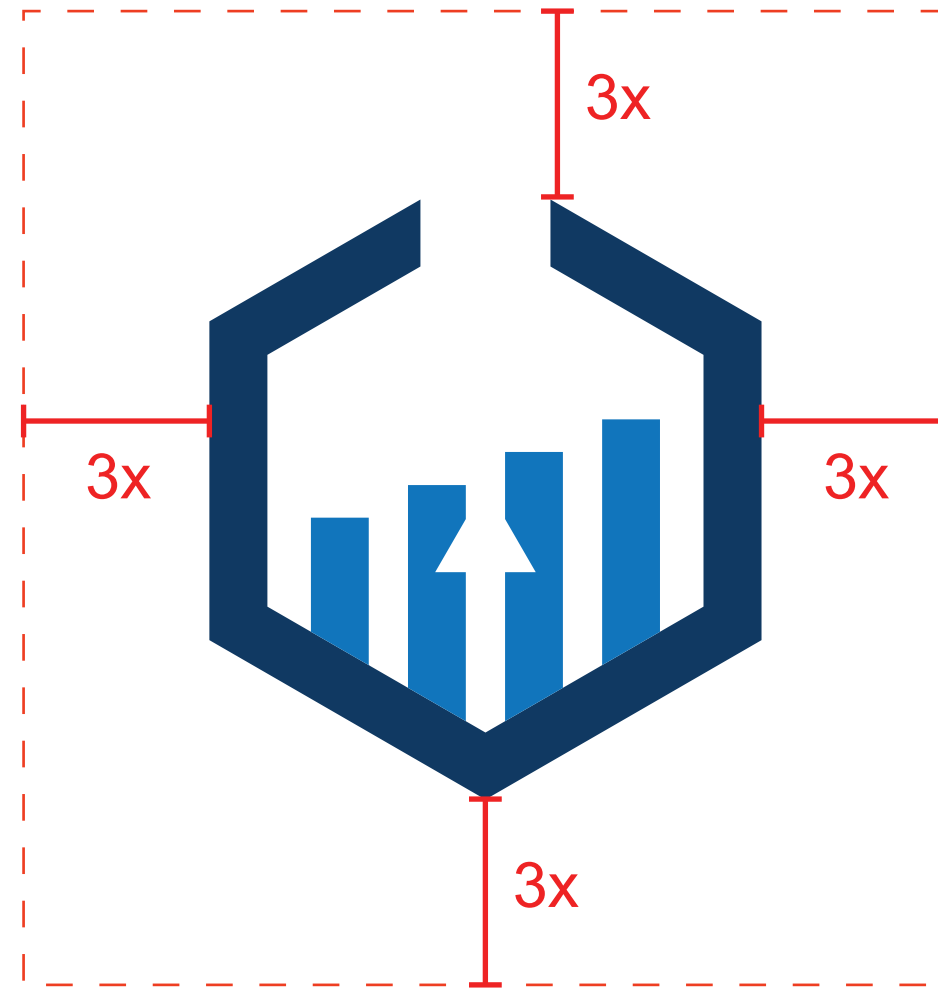
CLEAR SPACE

The clear space around the logotype allows it to stand out from surrounding elements. So, in order to preserve the integrity of the logotype, it's important that no other logo, type or graphic element violates its space. The minimum free space around the mark is equivalent to the value of "3x" (the "x" is the width of a symbol bar, as shown in the figure). Whenever possible, allow more clear space around the logotype than the minimum specified.



CLEAR SPACE

You can also use the symbol individually, also being aware of the clear space.



MAXIMUM REDUCTION

To preserve the legibility of the logotype, the application must respect the maximum reduction sizes, both in printed and digital materials.

MINIMUM BRAND SIZE -
FOR PRINT



1,4cm

MINIMUM SYMBOL SIZE -
FOR PRINT



0,5cm

MINIMUM BRAND SIZE -
FOR DIGITAL



100px

MINIMUM SYMBOL SIZE -
FOR DIGITAL



35px

INSTITUTIONAL TYPOGRAPHY

The institutional typography identifies and standardizes the texts of the brand's communication materials.

for long texts, Museo 300

AaBbCc

for titles and highlights, Museo 500

AaBbCc

for titles and highlights, Museo 700

AaBbCc

WHAT NOT TO DO

It is important that the brand appearance remains consistent, in order to maintain a standard. Therefore, it is important to be careful to not reproduce the errors here illustrated.



DO NOT TILT SYMBOL



DO NOT CHANGE THE DISTANCE BETWEEN THE ELEMENTS



DO NOT RESIZE ELEMENTS



DO NOT USE THE COLORED VERSION WITH BACKGROUND THAT CONFLICTS WITH THE BRAND COLORS

SIMULATIONS



Dear Mr. Smith,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec orci purus, luctus vitae dignissim eu, iaculis sed purus. Vivamus faucibus, ipsum nec aliquet viverra, leo mauris condimentum ligula, sit amet sagittis enim ligula quis arcu. Nam egestas tortor id nisi porttitor mattis. In tortor ante, ultricies in suscipit a, tempus non massa. Vivamus et auctor mi. Fusce vel massa nulla.

Donec malesuada orci vitae nulla accumsan porta a id massa. Quisque accumsan iaculis magna sit amet fringilla. Maecenas consequat, magna eget tincidunt semper, odio nibh rutrum mi, id feugiat ante nisi eu risus.

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium.

Sincerely,
Allen Carter

A handwritten signature in black ink that reads 'Allen Carter'.

www.jkhcapital.com

420 Lexington Ave, ST 300
New York, NY, USA

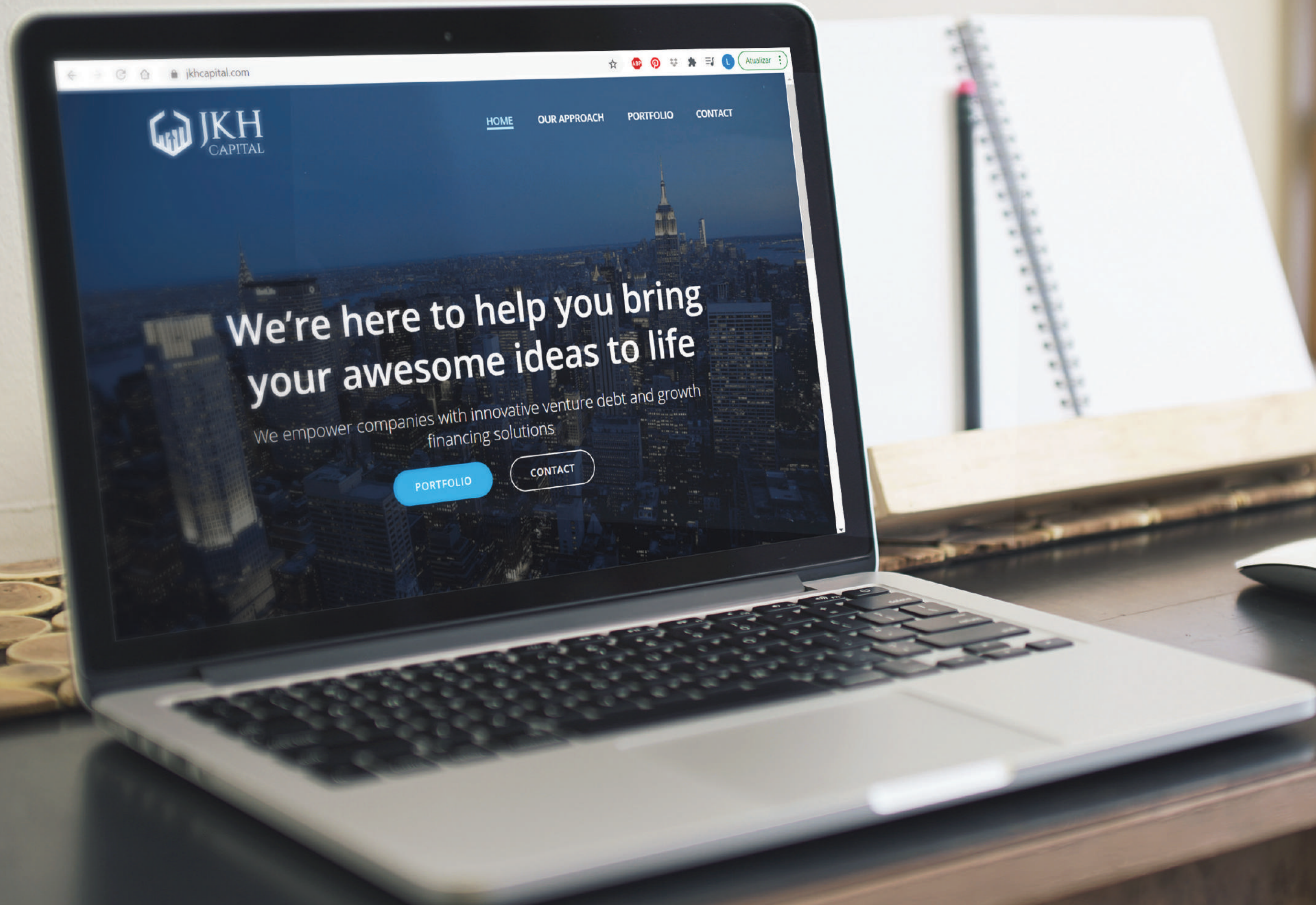


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We empower companies with innovative venture debt and growth
financing solutions

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