BRAND STANDARDS

THE CASH BUYER CONNECTION

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LOGO FEATURES

The Cash Buyer Connection Logo

The Cash Buyer Connection (CBC) brand is a valuable asset. It differentiates CBC from its competitors, and when used properly, if helps boost customer loyalty. Consistent usage of the logo is one of the keys to maintaining the power of the CBC brand.
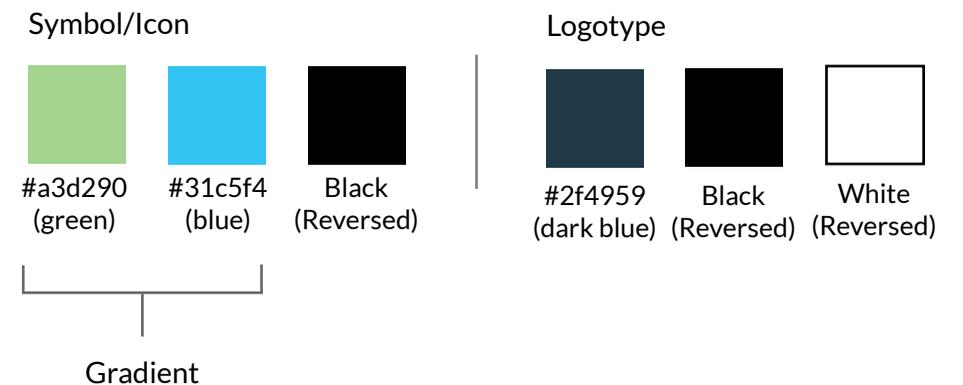
Logo Elements

This is the main configuration for the CBC identity. The primary components of the identity include the symbol or icon (the dollar sign and chain link connection) and the logotype (the CBC name).

Symbol/Icon   Logotype

Logo Colors

The CBC logo should not be printed or used in any colors other than the accepted color combinations. The current approved colors are:

Symbol/Icon

#a3d290 (green)	#31c5f4 (blue)	Black (Reversed)

Gradient

Logotype

#2f4959 (dark blue)	Black (Reversed)	White (Reversed)

The approved logo can also be used in black/white or with white text, if the logo is used on a dark background, as seen below:

LOGO USAGE

The CBC Symbol/Icon

The CBC symbol/icon can be used separately from the original logo's logotype. The symbol/icon is perfect for profile pictures, badges, etc. Make sure to follow the same guidelines for unacceptable logo usages (to the right) for the CBC symbol/icon as well.

Symbol/Icon

Unacceptable Logo Usages

Do **NOT** replace the CBC logotype with a different font.

Do **NOT** alter, stretch, or distort the logo in any way.

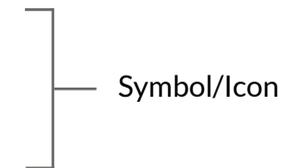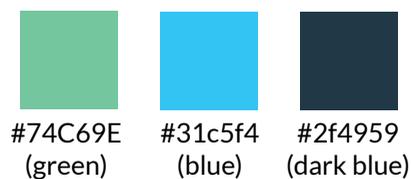Do **NOT** use colors or color combinations other than the approved list. See page 2.

Do **NOT** use the logo on a background that is similar in hue or value to the logo.

COLOR PALETTE

Secondary Colors

Secondary colors are designed to add additional value and pop to CBC content/designs/communications. These colors should be used sparingly. For example, the orange color should be used as the color for buttons, divider lines, etc.

Secondary

#ff6022
(orange)

#a6a6a6
(light grey)

#122430
(dark blue)

Color Palette

The CBC color palette provides cohesiveness across content-specific CBC communications. The palette consists of three secondary colors, three core colors, and two core values (black and white).
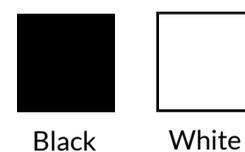
Core Colors & Values

Core colors and values are similar to the Logo Colors. Core colors and values add visual balance and rest to the layout.

Core Colors

#74C69E
(green)

#31c5f4
(blue)

#2f4959
(dark blue)

Core Values

Black

White

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FONT PALETTE

Font Palette

In order to maintain consistency across all CBC visual communications, it is important to use the approved typefaces. The logo, header, and body typefaces convey the modern nature of the CBC brand, but are clean enough for maximum readability.

Logo Typeface

Bebas Neue is CBC's logotype within the main logo.
It should be used sparingly.

BEBAS NEUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Header Typeface

Poppins Medium is the preferred typeface for headers and other small amounts of bold text. Alternate styles may be used as the secondary typeface. It should be used to add emphasis where needed within these applications. Preferred kerning is -15pt.

Poppins Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890   &?!%

Body Typeface

Lato Regular is the preferred typeface for text heavy applications. It should be used as body copy, introduction copy, captions, and forms. Alternate styles may be used as the secondary typeface. It should be used to add emphasis where needed within these applications.

Lato Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890   &?!%

GRAPHIC ELEMENTS

Divider Lines

CBC branded designs and materials can utilize a bold divider line to help separate content, etc. This line should be bold in appearance and have hard corners (no rounded edges).
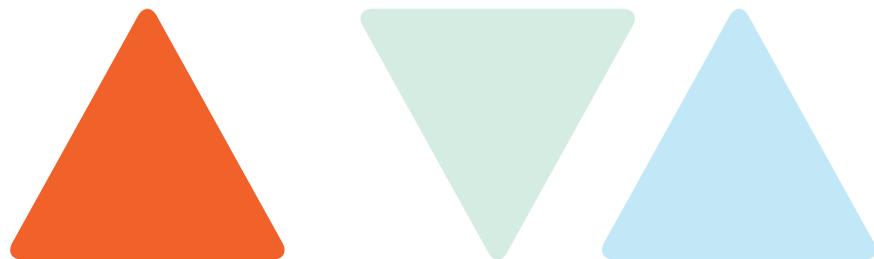
Examples of Graphic Elements

Graphic elements in the CBC brand help to add additional visual components to CBC's content/designs/communications. Typically, these elements should utilize the branded orange color. Elements like these should be the only components in CBC branded materials that use the branded orange color. Background images can use lighter versions of the branded green and/or blue color as well.

Background Shape

An equilateral triangle with rounded corners is one example of a visual component to use in CBC designs. The ideal corner roundness (border-radius) is the same as the button, which is 15px.

Buttons

Buttons are used on many CBC materials, including web advertisements and the website itself. These buttons are great calls-to-action. The ideal corner roundness (border-radius) is 15px. The buttons can employ a soft drop shadow to give it more pop and bring this element even more into the forefront.

Click Here!

BRAND IMAGERY

Examples of Brand Imagery

Below are four types of images that should be used for the CBC brand. All images, first and foremost, should relate somehow to houses or real estate. Images should be **modern, simple, clean, and artistic**. Make sure to place an overlay color on background imagery in order to maximize text legibility. (This Brand Standards cover page image serves as another example)

Photo by Robin Joshua
on Unsplash

Photo by Andrej Lišakov
on Unsplash

Photo by Pierre Châtel-Innocenti
on Unsplash
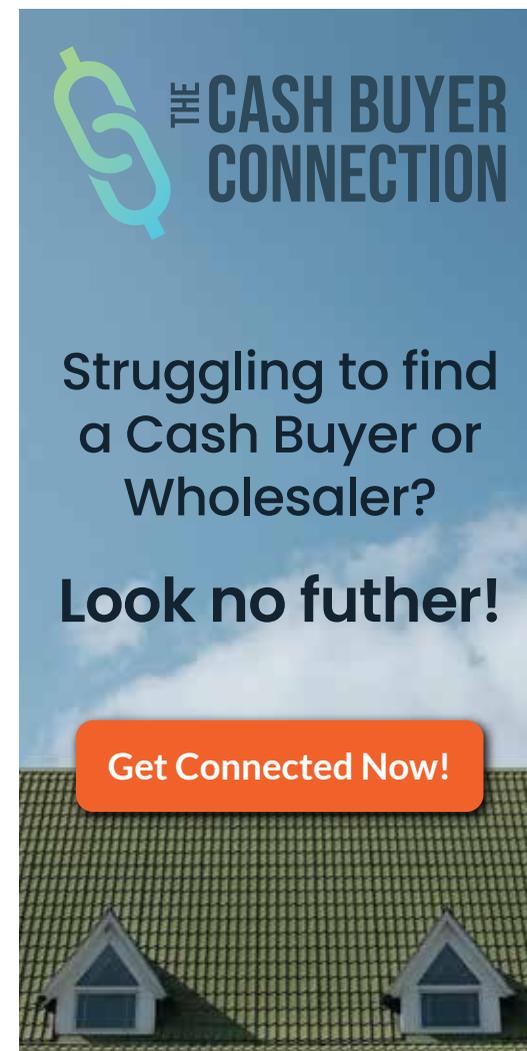
Photo by Inside Weather
on Unsplash

Design Examples of Web Ads

Below are two examples of web advertisements that coincide with the CBC brand. Make sure to place an overlay color on background imagery in order to maximize text and logo legibility if needed.
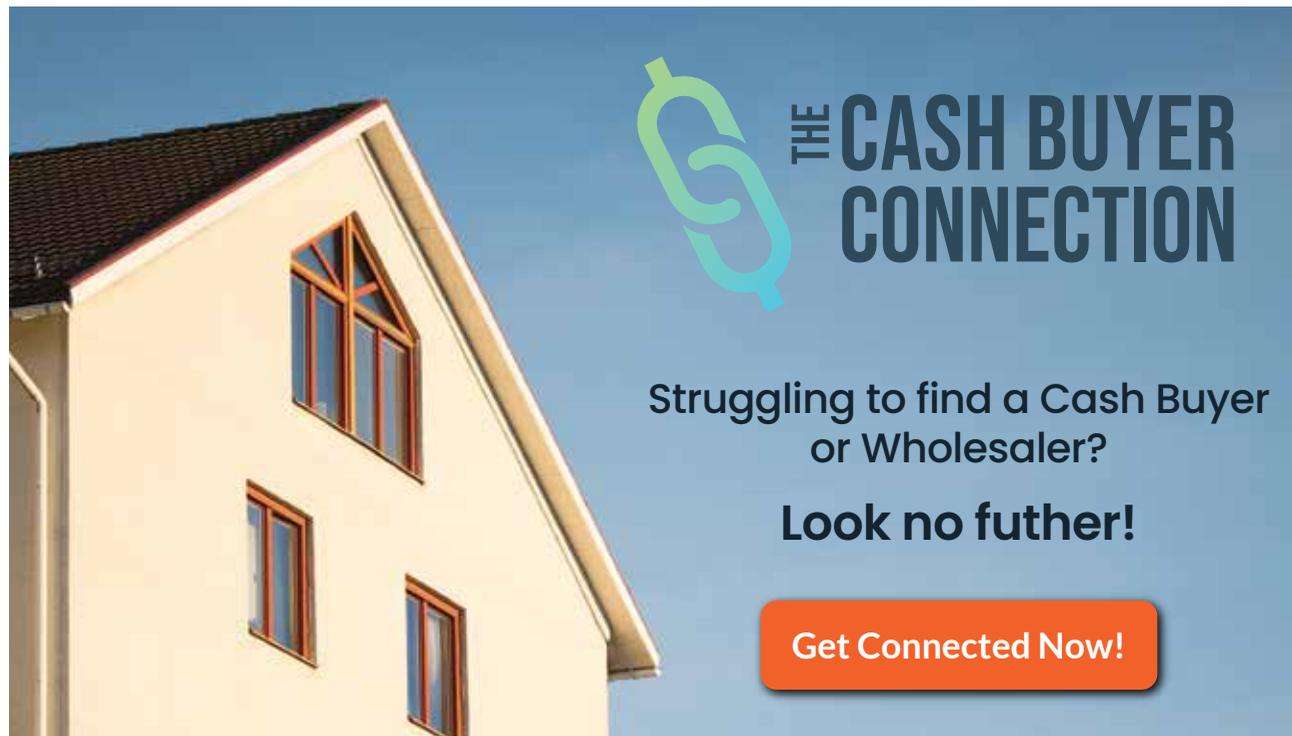

300 x 300

300 x 600

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DESIGN
EXAMPLE | TWO

Design Examples of Social Media graphics

Below are two examples of social media graphics that coincide with the CBC brand. Make sure to place an overlay color on background imagery in order to maximize text and logo legibility if needed.

Facebook profile icon

Facebook banner

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