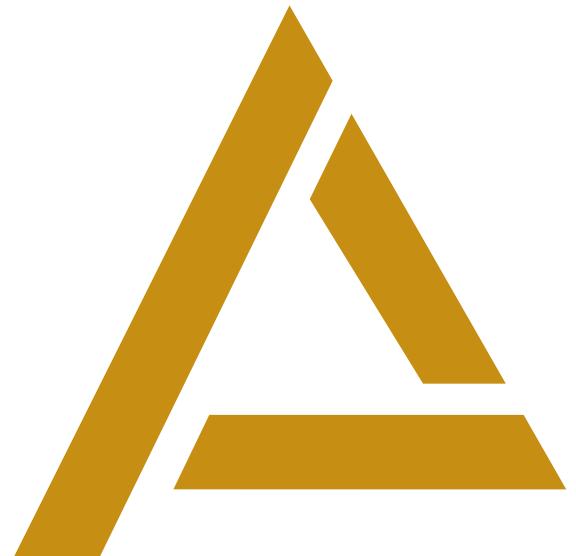


## Logo

The Builder Trust Capital mark is intelligible, modern and strong. This initially was a capital, "A" with the lower right stroke removed which evoked a, "P". A symbol that works on very small screens.

Through more iterations we realized we could separate the pieces, so they reflect the three BTC audiences. There's also a hidden upward ticker mark. The left stroke of the, "A" breaks the triangular mold as if to extend it's hand.



# BUILDERS TRUST CAPITAL™



# BUILDERS TRUST CAPITAL™

## Mark

Normal sizing



Small sizing



# Color

These user interface colors were dynamically created to be used throughout buildertrustcapital.com. They are a defined fixed set of shades that can be used to create all the components. The sets are broken down by the three categories below.

Furthermore, these palettes were made with CIECAM02 color space interpolation for a wide range of WCAG contrast ratios. They have accessibility built in.

## Primary

These are the splashes of color that should appear the most in the UI, and are the ones that determine the overall "look" of buildertrustcapital.com. Use these for things like primary actions, links, navigation items, icons, accent borders, or text you want to emphasize.

BIG WAVES



## Neutrals

These are the colors you will use the most and will make up the majority of your UI. Use them for most of your text, backgrounds, and borders, as well as for things like secondary buttons and links.

QUICKSILVER



## Supporting

These colors should be used fairly conservatively throughout buildertrustcapital.com to avoid overpowering your primary colors. Use them when you need an element to stand out, or to reinforce things like error states or positive trends with the appropriate semantic color.

GOLD RUSH



EMERALD CITY



RUBY SLIPPERS



ALPENGLOW



# Typefaces

Guerrer is an incredibly diverse typeface, with many 20 fonts. It is the typeface we customized to make the Builders Trust Capital logo. Modern, strong and bold, this typeface works for headings.

MEDIUM

**abcdefghijklmnopqrstuvwxyz 0123456789**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

SEMIBOLD

**abcdefghijklmnopqrstuvwxyz 0123456789**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

BLACK

**abcdefghijklmnopqrstuvwxyz 0123456789**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

BR Hendrix is a highly functional typeface, with many 16 fonts. It's contemporary and geometric but has a classic grotesque feel. It will pair well with Guerrer for body copy.

REGULAR / REGULAR ITALIC

**abcdefghijklmnopqrstuvwxyz 0123456789**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
*abcdefghijklmnopqrstuvwxyz 0123456789*  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

MEDIUM

**abcdefghijklmnopqrstuvwxyz 0123456789**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

LIGHT

**abcdefghijklmnopqrstuvwxyz 0123456789**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

# Spacing and Sizing System

Similarly to not wanting to have to think about color, and typography choices, we don't want to arbitrarily choose sizing, and spacing. We'll start the system with a base of 16px, the default font size.

