

# Corporate Identity



beyond  
capital

# Table Of Contents

● Logo

● Colors

● Typography

● Stationary

● Pattern Modules



# Logo

on white



on black



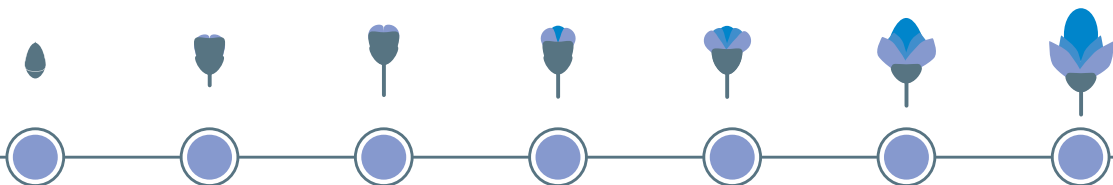
the other setting  
of the logo



preferable colors to use  
when the logo is white



apply this when you see relevant.  
you can also create patterns from these flowers  
**see the pattern modules section**



# Colors

## primary colors

c48,m34,y0,k0 R134,G154,B207	T75%	T50%	T25%
c29,m0,y0,k60 R87,G116,B131	T75%	T50%	T25%
c71,m34,y0,k0 R69,G143,B205	T75%	T50%	T25%
c100,m34,y0,k0 R0,G132,B203	T75%	T50%	T25%

## secondary colors

c100,m40,y96,k7 R195,G146,B46	T75%	T50%	T25%
c8,m4,y3,k27 R178,G182,B186	T75%	T50%	T25%
c25,m43,y65,k17 R167,G128,B90	T75%	T50%	T25%
c75,m40,y68,k35 R55,G93,B76	T75%	T50%	T25%

the color spectrum moves down in 25% intervals in opacity rather than tint.

overlapping transparent colors always imply depth.



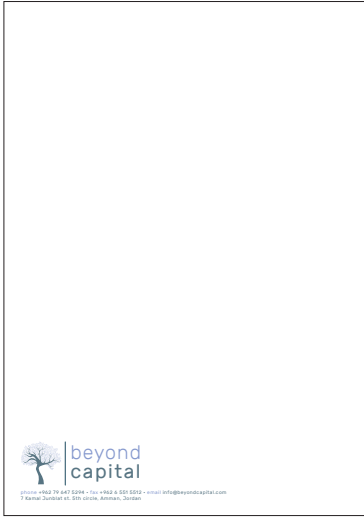
## tertiary colors

you can use any color in the spectrum as long as it's approved by the marketing team.

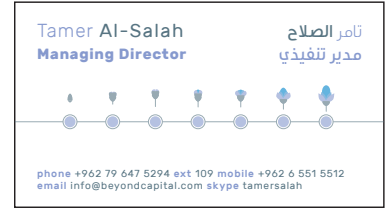


# Stationary zoom in ...

Letter head



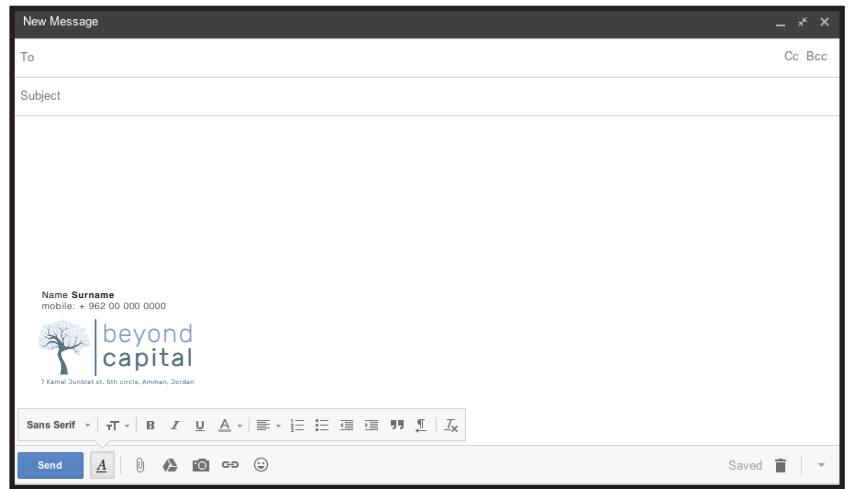
Business cards



Envelope



Email signature



Invoice

**Invoice** #23475

Bill to \_\_\_\_\_ Date \_\_\_\_\_

Product	Quantity	Price	Amount
<b>Total</b>			

**beyondcapital**  
 7 Kamal Junblat st. 5th circle, Amman, Jordan  
 phone +962 79 647 5294

Receipt voucher

**Receipt** #23475

Received from \_\_\_\_\_ Date \_\_\_\_\_

The sum of \_\_\_\_\_

Payment method  
 Cash  Cheque

Cheque no. \_\_\_\_\_

Cheque date \_\_\_\_\_

Drawee bank \_\_\_\_\_

Name of receiver \_\_\_\_\_ Signature of receiver \_\_\_\_\_

**beyondcapital**  
 7 Kamal Junblat st. 5th circle, Amman, Jordan  
 phone +962 79 647 5294



# Stationary




zoom  
in ...

Powerpoint presentation

**Title**  
subtitle



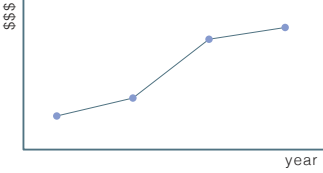
**Title**  
subtitle




beyondcapital

**Header**  
subtitle

- bullet1
- bullet2
- bullet3
- bullet4



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Social media template

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I am placeholder text  
not real text

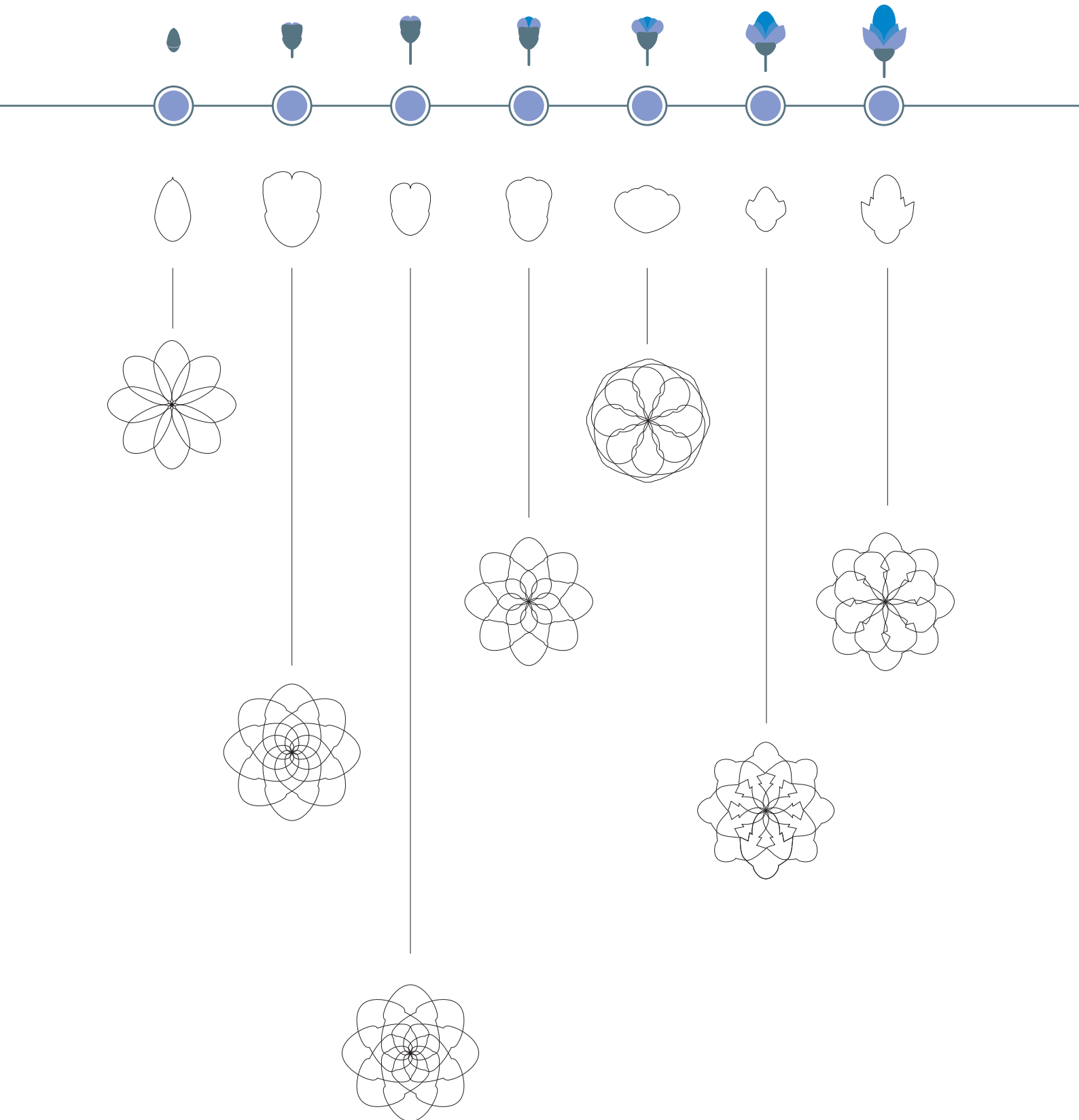


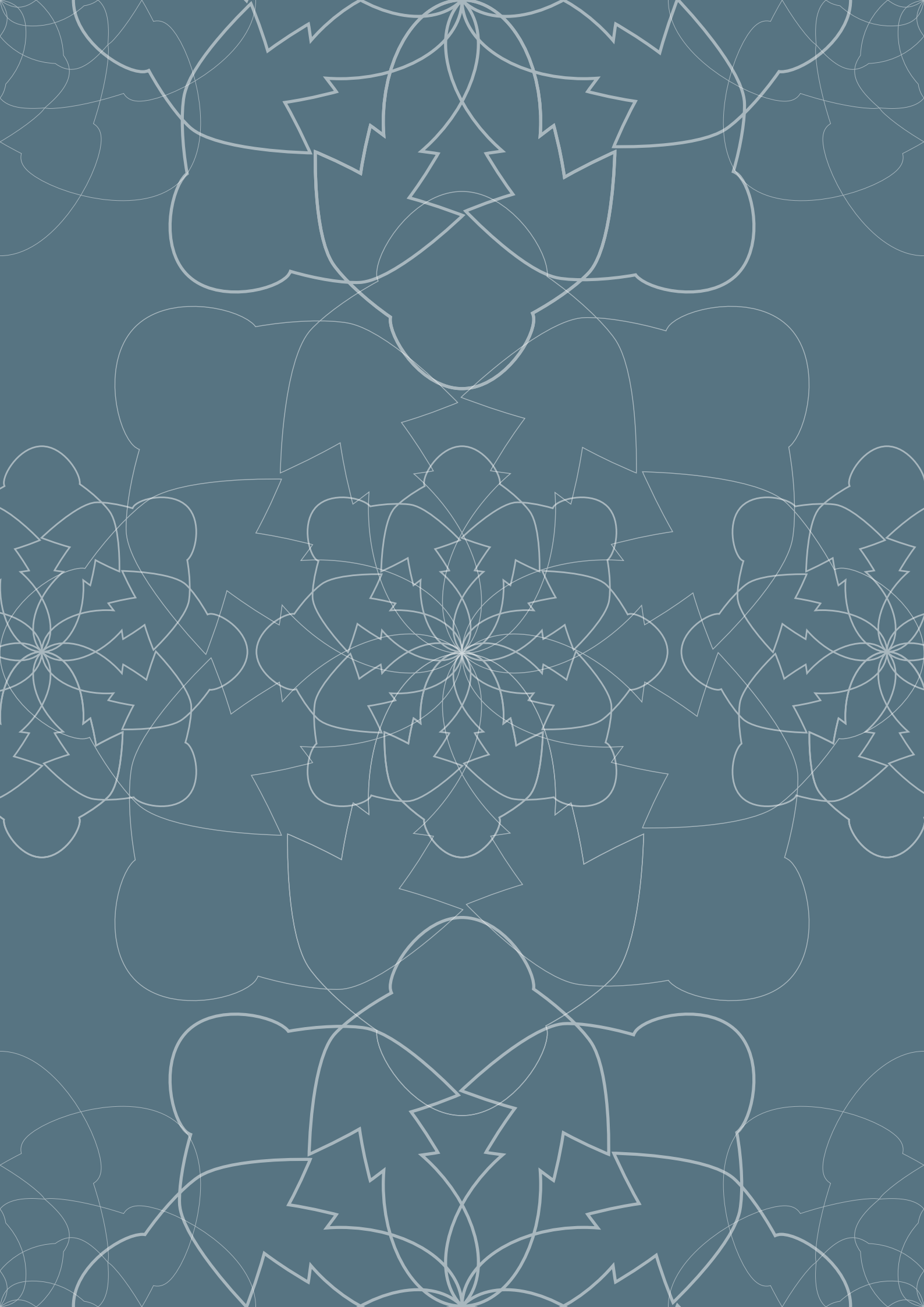




# Pattern Modules

Thinking mechanism







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