



# Brand Guidelines

Updated Q1 2022

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# Visual Identity

Part 00: Logo



# Logo

The DebtBook logo should always be presented as a single color.

The primary execution of the logo should be presented in Prussian Blue when on a light-colored background and Floral White when on a dark-colored background.

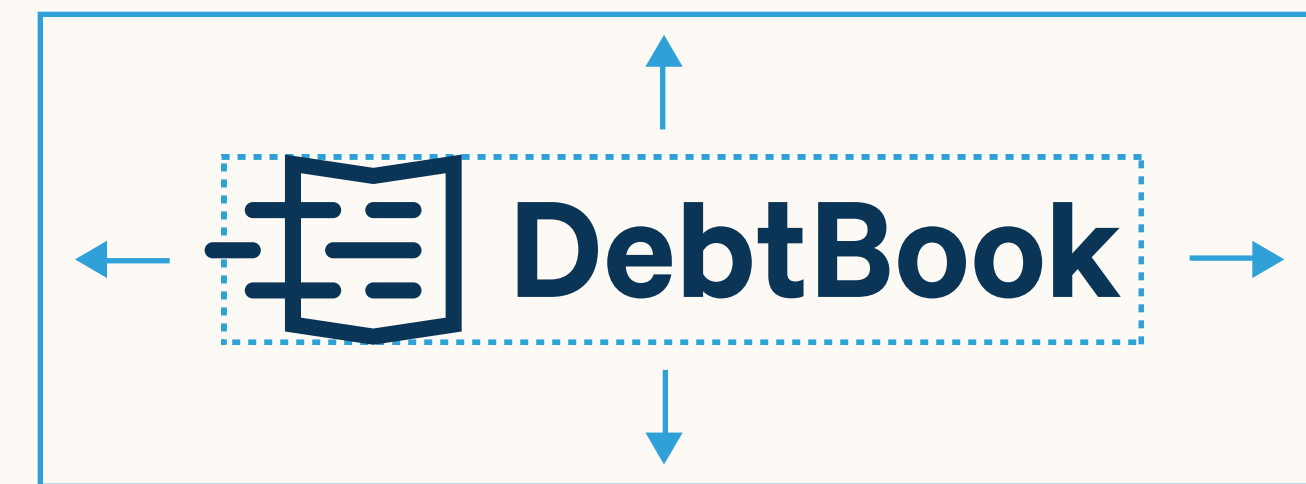


# Clear Space and Sizing

When placing content near the logo we should allow for a necessary amount of clear space around the logo to avoid crowding.

This clear space can be measured by the height of the 'book' element in the logo and positioning it to the top, left, right and bottom of the full logo mark.

In order to maintain legibility the logo should not be displayed smaller than 150px on digital spaces, 40mm (or .5") on print spaces.



# Proper Usage

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Do not swap logo color



Do not distort the original shape



Do not display as two colors



Do not apply a gradient



Do not outline



Do not apply a dropshadow



Do not alter the logo mark



Do not use a low resolution version

# Visual Identity

Part 01: Color



# Colors

In an effort to stand apart from the 'corporate' tones used in many competitor brands, the DebtBook color palette starts with the standard corporate colors and expands on them. Introducing tints and shades to the primary color palette to add additional variety and flexibility. There is also a warm, off-white that is used prominently to reduce the glaring contrast found when using white and black together, adding more organic and natural color throughout the brand.

## Cool Tones

**Prussian Blue**

#0B3557

**Carolina Blue**

#2FA1D8

**Stately Slate**

#6459C4

**Sea Green**

#28A49E

**Cadet Blue**

#A6AEBC

**White**

#FFFFFF

## Warm Tones

**Coral**

#FF8A5B

**Sunglow**

#FCCB2E

**Floral White**

#8C51AD



# Tints and Shades

Tints and shades are used so designs can look on brand and have multi-dimensional feel.

Note: These three colors do not have multi tints or shades.

Floral White  
#8C51AD

White  
#FFFFFF

Prussian Blue  
#0B3557

Carolina Blue Tint 1 #D5ECF7	Cadet Blue Tint 1 #CED7DD	Sea Green Tint 1 #D4EDEC	Coral Tint 1 #FFE8DE	Stately Slate Tint 1 #E0DEF3	Sunglow Tint 1 #FEF5D5
Carolina Blue Tint 2 #82C7E8	Cadet Blue Tint2 #9DAEBC	Sea Green Tint 2 #7EC8C5	Coral Tint 2 #FFB99D	Stately Slate Tint 2 #A29BDC	Sunglow Tint2 #FDE082
Carolina Blue #2FA1D8	Cadet Blue #A6AEBC	Sea Green #28A49E	Coral #FF8A5B	Stately Slate #6459C4	Sunglow #FCCB2E
Carolina Blue Shade 1 #2379A2	Cadet Blue Shade 1 #6D869A	Sea Green Shade 1 #1E7B77	Coral Shade 1 #BF6844	Stately Slate Shade 1 #4B4393	Sunglow Shade 1 #BD9823
Carolina Blue Shade 2 #18516C	Cadet Blue Shade 2 #3C5D79	Sea Green Shade 2 #14524F	Coral Shade 2 #80452E	Stately Slate Shade 2 #322D62	Sunglow Shade 2 #7E6617

# Typical Color Usage Rules

**Standard Background Colors:** Standard backgrounds will consist of the two variations of white or a tint of a main brand color. White will be the primary background color and the use of other colors is meant to help create visual hierarchy and layering.

Floral White #8C51AD	White #FFFFFF	Blue Tint #D5ECF7	Green Tint #D4EDEC	Slate Tint #E0DEF3
Coral Tint #FFE8DE	Sunglow Tint #FEF5D5			

**Highlight Background Colors:** When we need to highlight a point on the page or draw special attention to some content, the bolder colors are preferred. Though these should not be overused.

Carolina Blue #2FA1D8	Sea Green #28A49E	Stately Slate #6459C4	Prussian Blue #0B3557	Coral #FF8A5B
Sunglow #FCCB2E	Cadet Blue #A6AEBC			

**Headlines:** Headline colors will typically be Prussian Blue or Carolina Blue on lighter backgrounds or Floral White on darker backgrounds.

Headline	Headline	Headline
Headline	Headline	Headline
Headline	Headline	

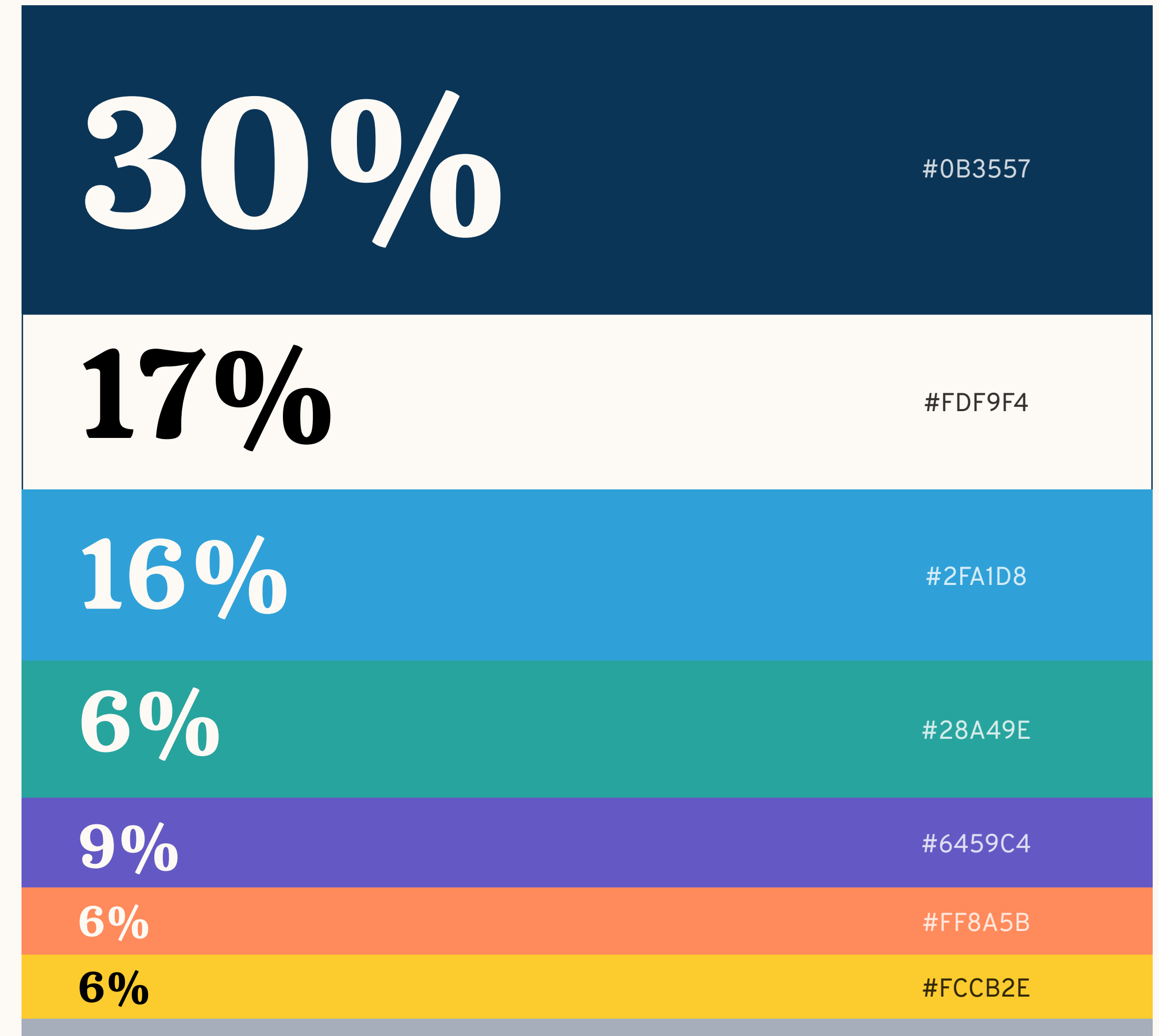
**Buttons:** When it comes to links and buttons it is all about contextual contrast. We want to ensure that individuals understand and see a clear call to action and know to click. On the majority of light backgrounds Prussian Blue is the default color. On darker backgrounds the button should be Floral White. Additionally, secondary buttons should match the background color (Slate Tint on Slate).

			Button						

# Usage Breakdown

If you look to the right, this would be the rough estimation of color usage, where each band is representing the specific percentage or commonality of the color.

## Color Usage Breakdown



# Visual Identity

Part 02: Type & Grids



# Typography

In a continue effort to bring a sense of naturalism and humanity to the world of municipal debt management the primary typeface for DebtBook is Calistoga. It is a cheerful display slab-serif inspired by lettering on the Santa Fe Railroad posters that were prominent in the 40s and 50s. It was designed by Yvonne Schuttler and expanded upon by Eben Sorkin in 2018. Continuing the effort to liven up the DebtBook look, Calistoga's unique curves and hand-lettered feel will help to bring back some warmth and humanity to the brand.

For everything beyond headlines, the brand features a versatile grotesque sans typeface. It can match Calistoga's authority when needed while also being able assume a more neutral position. Overpass was designed by Delve Fonts. It is based on the well-known 'Highway Gothic' that is used on traffic control devices and highway signs.

## Headlines

# Calistoga

Letter Spacing: -5 | Only for display use

## Subheads, Labels, & Body

# Overpass

Letter Spacing: -30 for headlines | 0 for body

# Ratio & Grid

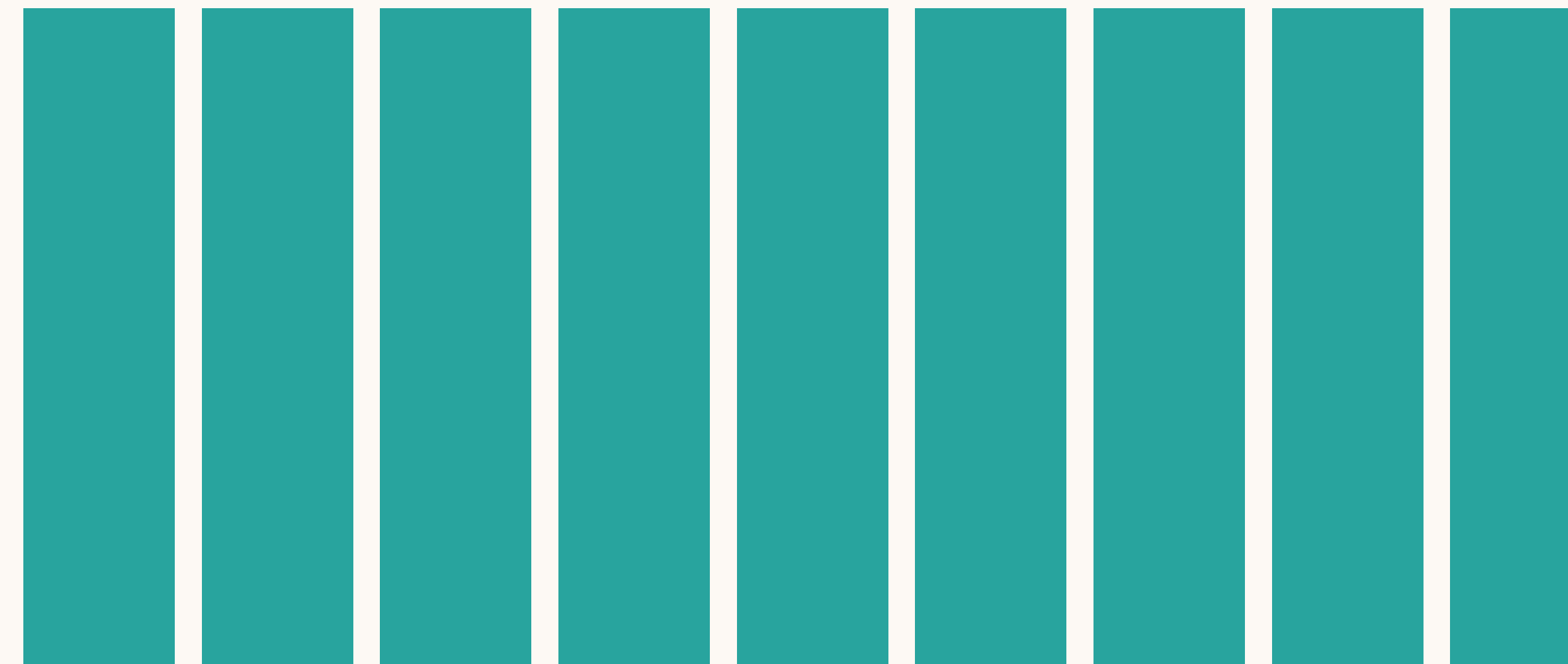
Using a modular typographic and spacing scale makes creating consistent layouts very easy. DebtBook follows the 'Major Third' ratio. To use this ratio, one must start with the base sizing variable (in this case 16) and multiply by 1.25 (rounding up). This ends up creating a handy sizing rhythm [16, 20, 25, 31...].

The layouts used in the brand follow a grid structure with 3, 6, 9, or 12 columns. For a tight layout using the base size for the gutter between columns. For a more airy layout use one scale up (20).

## Scale



## Grid



# All Together Now...

By using the grids, scaling, color palette and typography together, you can easily create a layout and design that belong distinctly to DebtBook.

Label - 49px

Spacing - 16px

Headline - 76px

Spacing - 16px

Body - 31px

*Automation*

## Increase Reporting Efficiency

Free up your schedule by automating manual and painstaking tasks like year-end notes, journal entries, and amortization schedules. With DebtBook, you can generate Excel compatible reports, charts, and financial notes in seconds with a simple click of a button and have confidence in your projections knowing the data is accurate and tied out to the penny.

# Visual Identity

Part 03: Aesthetic Details





# Direction

After a time of modernization and industrialization, brands are now looking to the past and embracing the organic qualities of retro design movements. DebtBook follows a similar trajectory, but with a twist that is unique to its space.

**Transparent**

**Bold**

**Future-Focused**

**Dependable**

**Human**

#8C51AD

# A Funny Thing About Debt

Debt has existed long before the concept of money.

And before we had spreadsheets to track the debt, we used tally sticks. Tally sticks were an ancient memory aid device used to document numerous sorts of records, especially of the financial and legal variety.

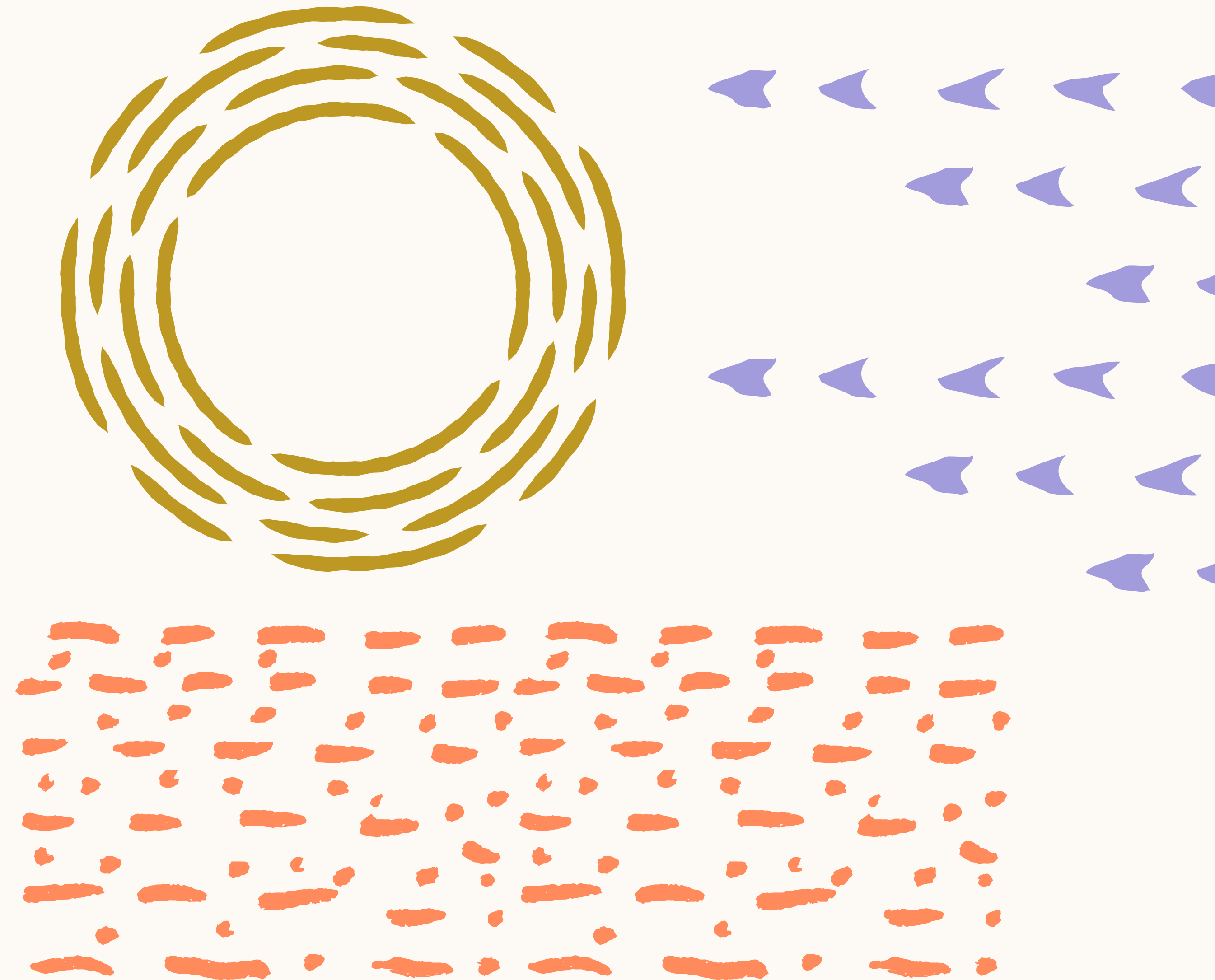
The DebtBook aesthetic is deeply rooted in history by directly referencing the long-standing practice of marks on wood. Coupling that with the DebtBook logo pattern as discussed previously, the supporting aesthetics are all based around wood cuts, block prints and the act of carving.



# Patterns

The DebtBook brand relies very heavily on the visual texture that are created by patterns. Throughout the art of woodcutting and block printing, patterns play a huge role in adding depth and emphasis and context to a piece.

There are a variety of patterns to choose from for the brand, each should be used in a single color and serve a purpose of enclosing a piece of artwork or guiding a viewers eye to important details.



# Illustration

Illustrations also play a large role in the DebtBook brand. The illustration will follow a linocut/woodcut style with organic shapes, rough edges and natural textures and patterns. These illustrations can be rendered or created digitally, but creating them by hand using traditional linocut techniques can add a lot more character and visual impact.

**Projects:** This type of illustration (pictured on this page) are full linocut style renderings of cities or other DebtBook-related outcomes.



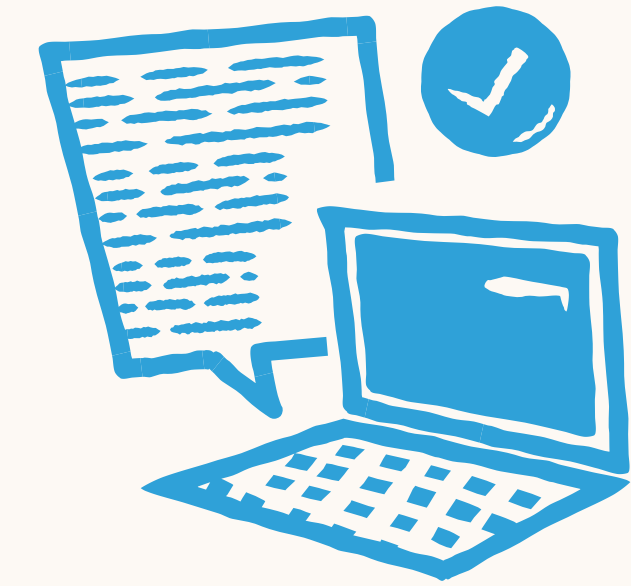
# Illustration

**Spot Illustrations:** Between a full page illustration and an icon. Spot illustrations are used to help communicate a stand-alone concept. They act as an illustrated proxy of what would typically be a photo or an icon. But with spot illustrations, they are meant to tell a slightly larger and more complex story than what an icon can, and allows for a lot more flexibility and customization than what a photo can provide.

The spot illustrations will follow the same linocut/woodcut style as with the icons and larger illustrations and either be a single color or two colors presented as layers.



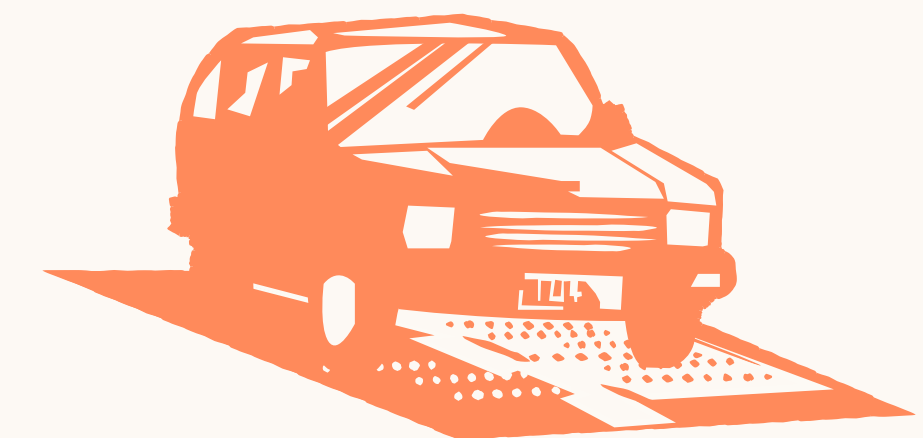
Concept: Software



Concept: Digital Review



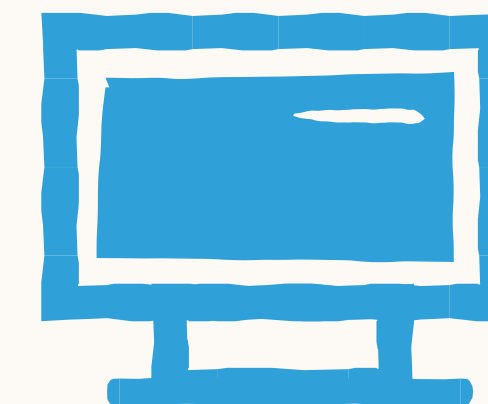
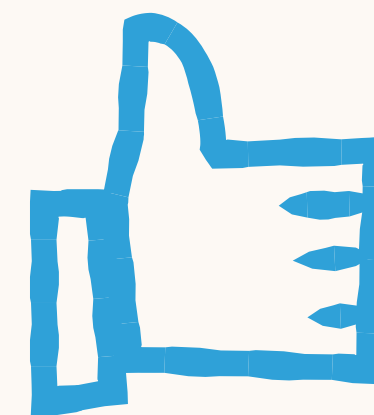
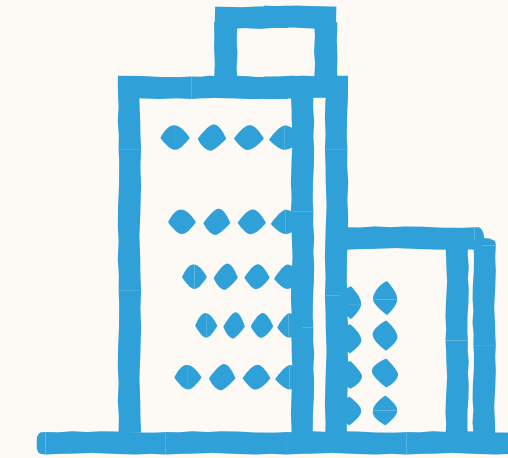
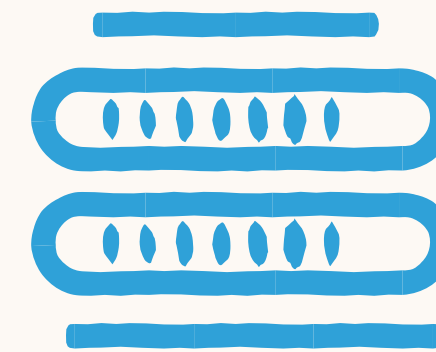
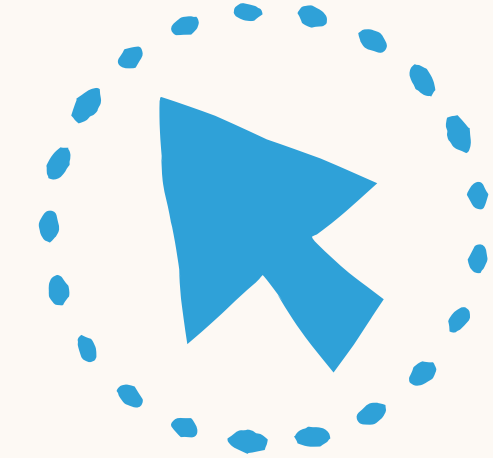
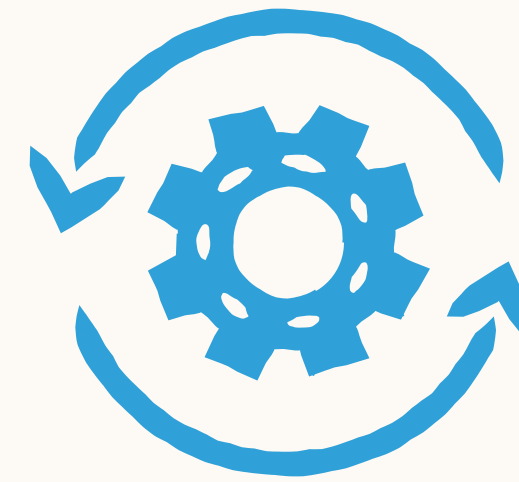
Concept: Neighborhood



Concept: Transit

# Icons

Following the style of the illustration, the icons for DebtBook are all custom (hand) made. Each sharing aspects of the classic wood block prints. Featuring hard and rough edges, and organic shapes that emulate gouges in wood, these icons are unique and provide a visual impact while further reinforcing the brand visuals.





# Photography

Photography will feature heavily in the DebtBook brand. The aim is to enable the viewer to connect and empathize with the figures they are viewing in relation to the DebtBook brand and connect that feeling of comfort to the brand itself.

The photography choices fall within 3 categories:

## 1. People at Work

Organic/candid photos of diverse individuals in their 30s to 50s, dressed in business or business casual attire. Typically working on a computer or in an office as group.

## 2. Real-Life Abstracts

Close-up shots of individuals at work. They do not include faces, they are meant to represent the type of work being done. The focus is typically soft, and the lighting feels natural, but is inconsistent in exposure.

## 3. Great Works

Wide shots of infrastructure projects or any sort of building project. Usually during the day time.

### 1. People at Work



### 2. Real-Life Abstracts



### 3. Great Works





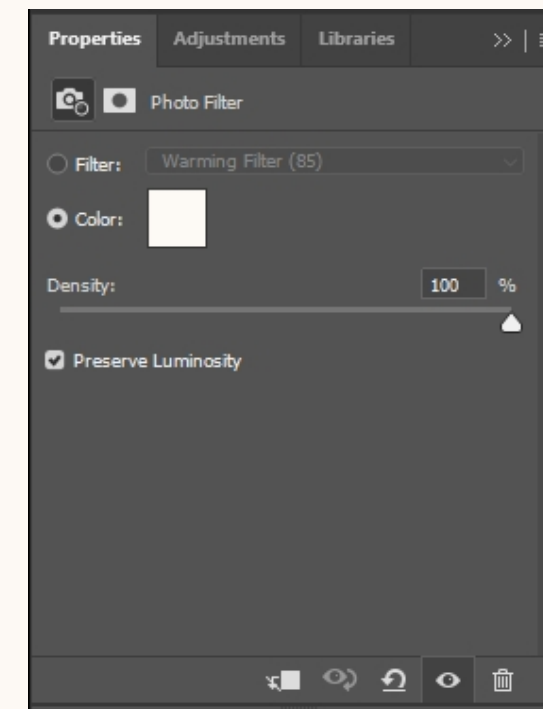
# Photography Treatment

The overall treatment of photos for the DebtBook brand should always be consider bright and organic. Additionally, they should carry a similar tone and coloring. You can apply the follow photo effects to achieve this cohesive look:

Before

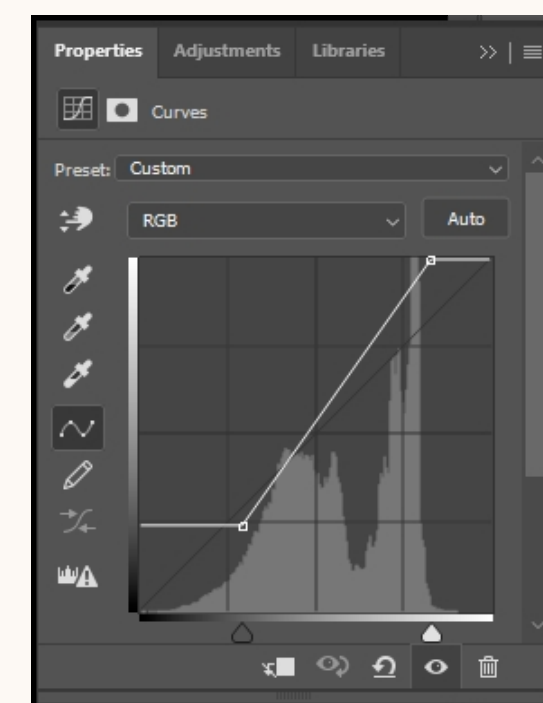


After



## Step 1:

Apply a 'Photo Filter' effect with a custom color of the Floral White.



## Step 2:

Add a 'curve's layer and move to far left point up and to the right in order to 'crush' the blacks. Then move the top right point to the left slightly to create a brighter photo with higher contrast in the whites.