

Version 1.0
January 2022



BRAND GUIDELINES

Welcome

Welcome to a little place we like to call The Viably Brand Guidelines.

Please keep your hands within the document at all time as we guide you through the basic elements of our identity system and explain how we use them to build our brand. Understanding and adhering to these guidelines will be essential for maintaining a consistent, unforgettable and meaningful experience of Viably.

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01 Our Brand

Viably is a friendly, relatable finance partner that helps companies understand their business whether they are looking to grow, operate, or get to the starting line. We strive to convey trustworthiness, innovation, relatability, and ease of use. The name Viably communicates the theme of making your business viable, no matter what stage you are at. We've created a better kind of banking experience to let owners do what they do best – **dream boldly and run viably.**

Our Mission

To Build a business bank that people love to use by partnering with entrepreneurs to run their business through fast and easy access to capital, banking services, tools and education.

Dream Boldly.
Run Viably.

Our Pillars

All-in-One App

Viably is a first-of-its kind financial app. It connects small business banking, financial, and predictable revenue data in one dashboard. And it combines these critical financial tools with services tailored to your business. All in one powerful app.

Smart Visibility

Smart, connected systems help business owners know where they stand and what they should do next. Nothing puts small businesses at risk like unexpected cash flow problems. Smarter systems help them spot trouble, trends, and opportunity. So they can make better decisions and reduce risk.

Personalized Experience

Our customized insights and guidance help business owners operate efficiently and effectively. Optimize business growth and financial health. Grow at your own pace. Control your own future. Whether you're banking, funding growth, or just figuring things out, business owners get the personal service they want and the resources they need.

02 Logo Overview

Our logo is made with love. The icon is a perfect blend of the letter “V” and a heart shape. Our wordmark is bold, modern and friendly.

Our Logo Lock-up

The Viably logo consists on two elements; the icon (heart) and the wordmark. It's an instantly recognizable brand element and should be represented consistently throughout our product and marketing efforts. The logo should always try to exist with the symbol and wordmark together.

The Viably lock-up's primary usage is Viably Purpura and Sea Green on the icon (heart) and Viably Purpura on the wordmark.

Clear space: To ensure the right amount of breathing space around the Viably logo, use the letter V.

Minimum size: To ensure legibility, do not reduce the logo beyond the approved minimum height of 25 pixels.



Clear Space



Minimum Size



Alternative Logo Combinations

The following alternative combinations are allowed. Select the logo that has the most contrast to the background for optimal legibility:

1. Use this logo when displayed on Viably Purpura background.
2. Use black logo when displayed on Sea Green background.
3. Use this logo when displayed on dark backgrounds.

To ensure consistent branding, no other color combinations may be used under any circumstances with expressed approval from the Creative Manager.



Black and White

When colour isn't available, black or white versions can be used.

Black/Grayscale — Use this logo on light backgrounds to offer a distinct contrast to the Viably logo in black.

Knockout — Use this logo when displayed on dark backgrounds (except on Viably Purpura background) to offer a distinct contrast to the Viably logo in white.



The Icon: Heart

We use the Heart as a standalone brand element, as well as part of the logo. By doing so, it creates a strong and distinctive brand symbol.

The Heart should be used as the reduced form of our logo in tight spaces. Using it associated with Viably Purpura and Sea Green, our primary colors, should always be our favorite option. For any other use cases, a monochrome version is allowed too.

Usage Hierarchy:

1. Viably Purpura and Sea Green Heart on a white background.
2. White and Sea Green Heart on a Viably Purpura background.
3. White Heart on a dark background.
4. Black Heart on a white or Sea Green backgrounds.

1



2



3



4



Guidance

Other than scaling the logo, do not manipulate it in any way, including those manipulations in the examples shown.

- 1. Don't go crazy with your color mix.** For guidance on which colors are allowed, see page 9.
- 2. Don't alter the shape of the logo.**
- 3. Don't apply effects.** Drop shadows, glowing edges, gradients, embossing or any other effects are forbidden.
- 4. Don't stack the elements of the logo.**
- 5. Don't use the wordmark without the icon (Heart).**
- 6. Don't outline the logo.**



03 Brand Colors

Viably uses a consistent corporate color palette to reinforce our visual identity color. This includes primary, secondary, tertiary and neutral colors.

Applying the Viably colors in the correct way will help to achieve an instantly recognizable and modern brand identity.

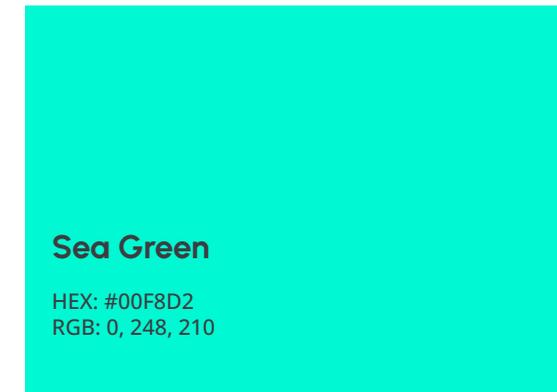
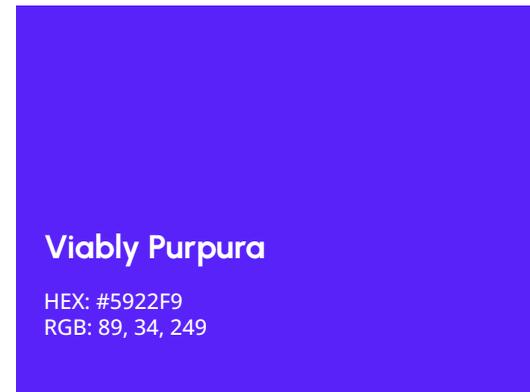
Primary Color Palette

Our primary palette is the core of our brand identity. The palette consists of Viably Purpura and Sea Green.

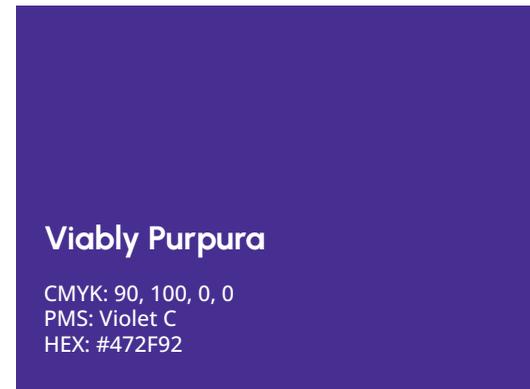
The brand color palette is meant to bridge marketing communications and product interface in order to enhance familiarity and visual recognition.

Many printers cannot handle the vivid brightness of colors chose for digital. For print, there are the necessary conversions from a RGB color space (screen) to a CMYK color space (print).

Web Colors



Print Colors



Secondary Colors

A secondary palette, composed of Azure, Light Orange and Sunny Yellow have been added to complement the primary palette.

The following secondary color combination should be followed:

Marketing:

Use Azure and Sunny Yellow for any marketing materials including digital and print, but should not consist of more than 50% of the overall design.

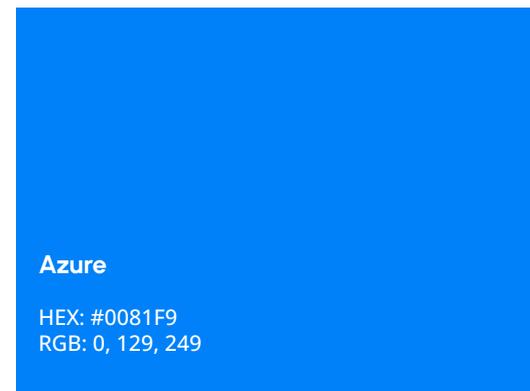
UX/UI:

Use Azure and Light Orange for any UX/UI product elements, but should not consist of more than 50% of the overall design.

Marketing



UX/UI



Tertiary and Neutral Colors

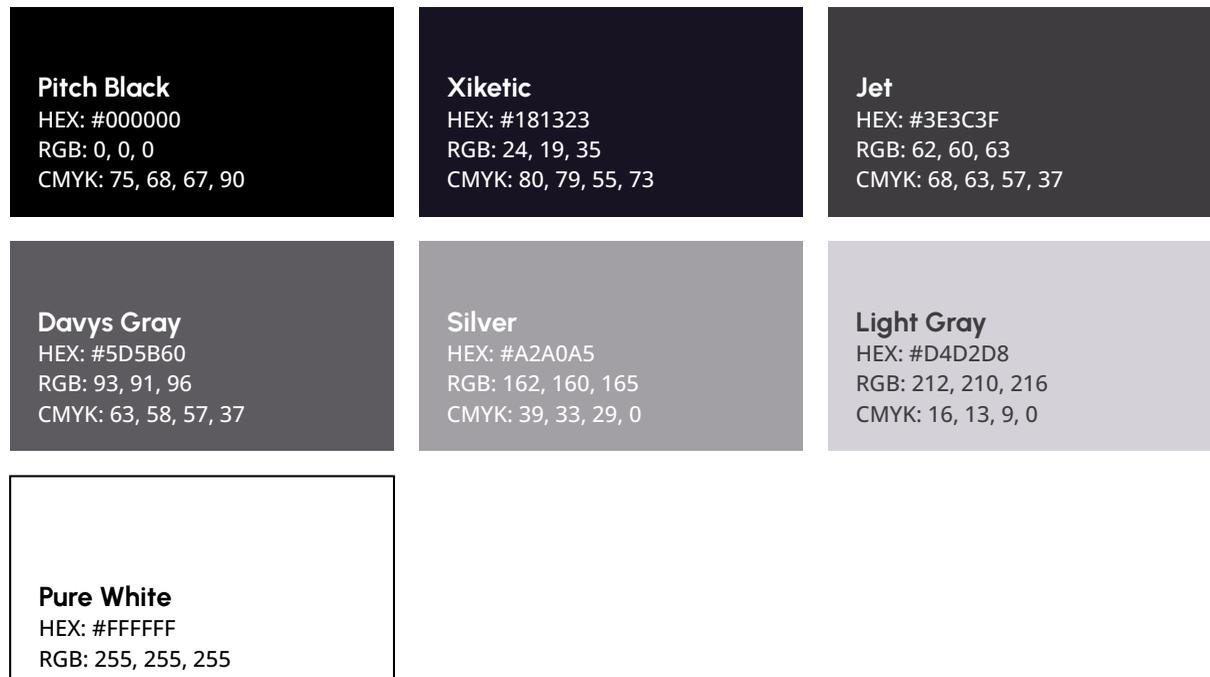
The tertiary palette is composed of Pink, a shade of Viably Purpura, Azure and Sea Green.

The tertiary palette should only be used in very specific cases, such as a supporting colour for graphs and illustrations.

Neutral colors offer practical palette for elements such as type and backgrounds.



Neutral Colors



04 Typefaces

Our font fits well with the brand principles and it's distinct. It communicates how different we are but it also has the softness and simplicity to communicate our human and approachable personality.

Typefaces

Our typography consist in two font families, Urbanist and Open Sans.

Primary Typeface: Urbanist

Urbanist is a low-contrast, geometric sans-serif inspired by Modernist typography and design. Conceived from elementary shapes, Urbanist's neutrality makes it a versatile display font for print and digital mediums.

Secondary Typeface: Open Sans

Open Sans was designed with an upright stress, open forms and a neutral, yet friendly appearance. It was optimized for print, web, and mobile interfaces, and has excellent legibility characteristics in its letterforms.

When a system font is required, **Arial** should be used.

Urbanist

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

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Styles and Weights

Regular

SemiBold

Bold

ExtraBold

Open Sans

Aa

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Styles and Weights

Regular

SemiBold

Bold

ExtraBold

Typographic Hierarchy

Always create a strong hierarchy of information, making the content clear and easy to scan and read.

Different font weights create contrast between the different paragraph styles, allowing more character to come through the headlines.

Headlines

- Urbanist SemiBold, Bold, ExtraBold
- No End Punctuation
- Use Initial Caps

Subheads

- Urbanist Regular, SemiBold, Bold

Body

- Use sentence case
- Open Sans Regular

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[Read more](#)

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[Read more](#)