

BrandBook

Brand
Countix

Year
2025

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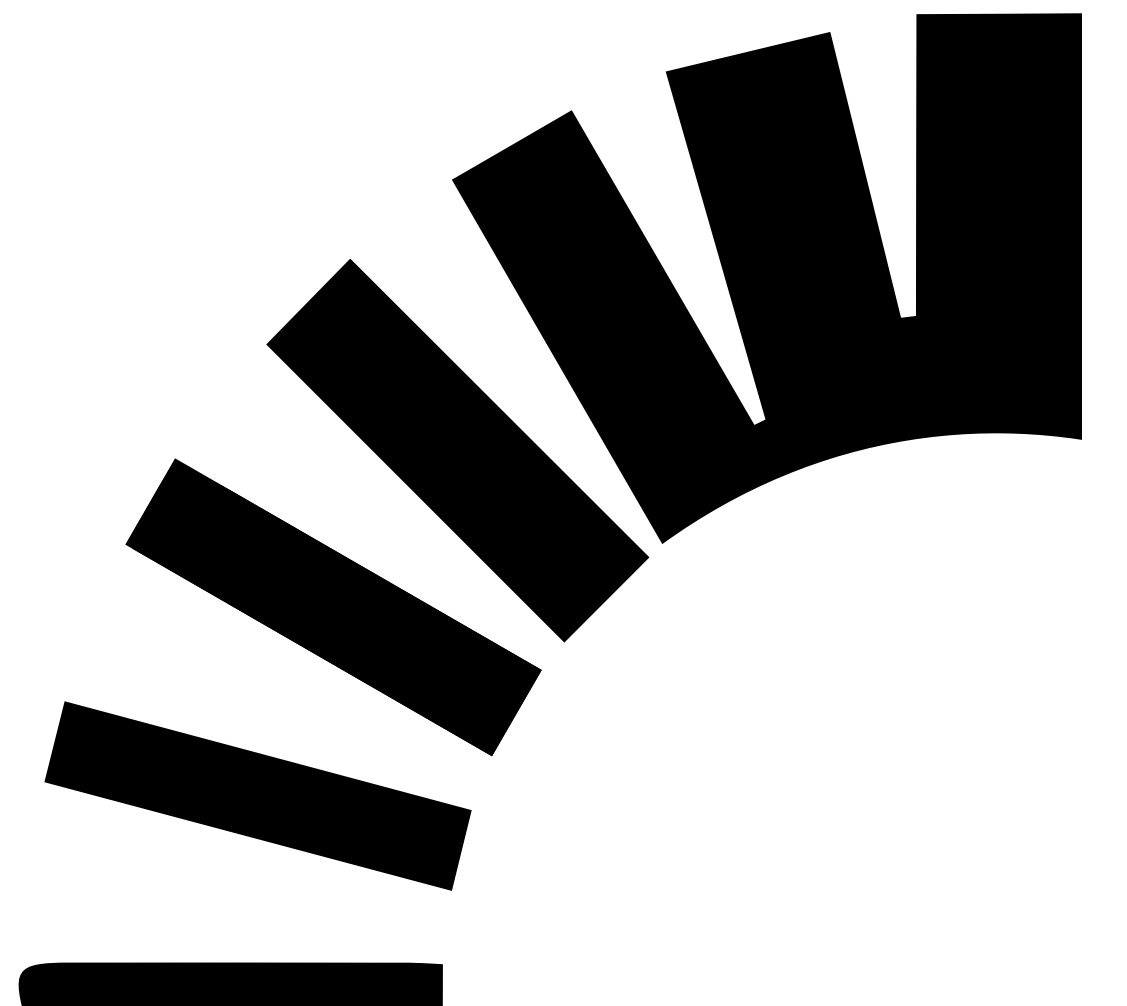
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01

Introduction



Introduction

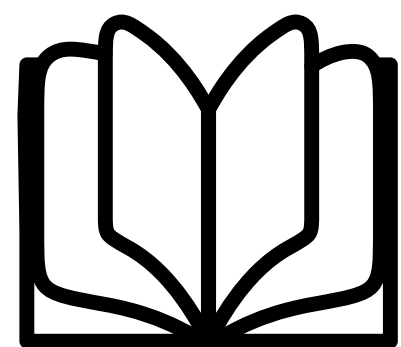
Welcome to our brand book! In these pages, we will guide you through the essential elements that make up our brand and help you understand how to use them to create consistent and compelling communications.

Our brand represents more than just design elements. It embodies our core values, vision, and the promise we make to our clients. We aspire to create connections, drive growth, and empower businesses with clarity.



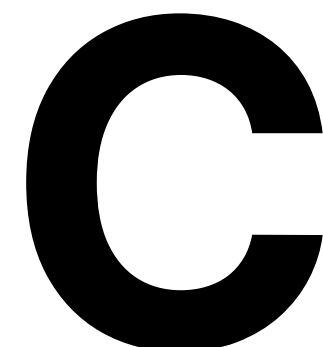
Logo Design

Logo Design is a critical element of a brand's visual identity and plays a crucial role in communicating the brand's values, personality, and positioning. This section of the brand book outlines the guidelines for the logo, including its composition, colors, typography, and usage.



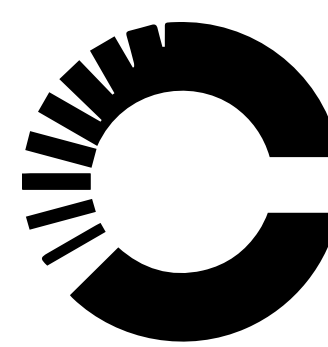
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Logo Mark



Mark Construction

The Mark Construction section of a brand book outlines the technical specifications and guidelines for the creation and reproduction of a brand's logo or mark.



Color Logo

The Color Logo section of a brand book outlines guidelines for the use and presentation of the brand's logo in color format. This section is particularly important to ensure that the logo is represented accurately and consistently in different media and contexts.

The brand book provides detailed information on the color specifications for the logo, including the primary and secondary color palettes, the color models, and the color codes. It may also provide information on the psychology of color and how it affects the perception of the brand.



Logo Mono Color

The Logo Mono Color section of a brand book outlines guidelines for the use and presentation of the brand's logo in a single color format. This section is particularly important when the logo needs to be reproduced in situations where color is limited, such as in black and white publications or in situations where printing in multiple colors is not feasible.

The brand book provides instructions on how to use the logo in a mono color format and specifies the color to be used.



Logo Usage

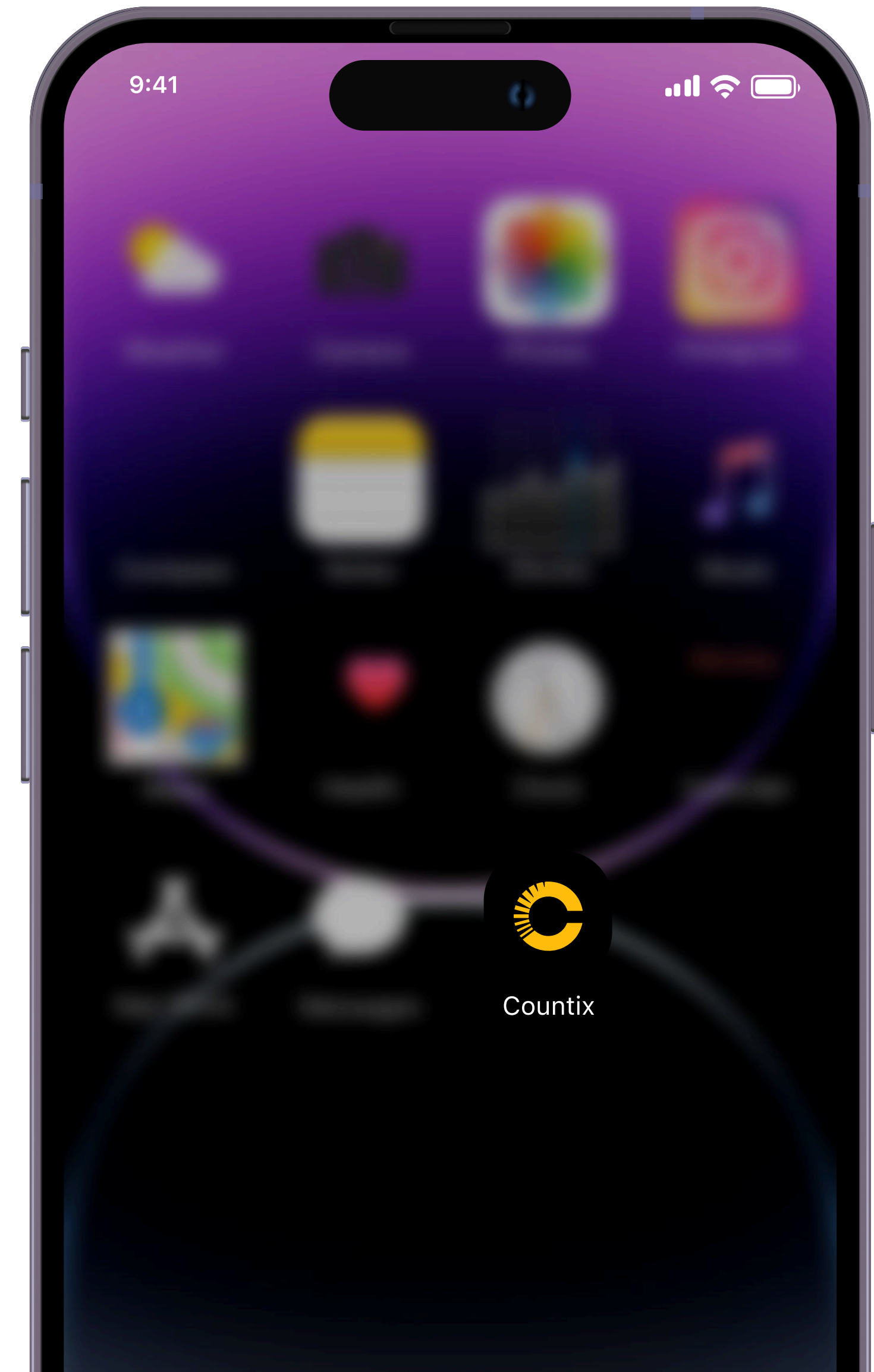
The Logo Usage section of a brand book outlines guidelines for the appropriate use of the brand's logo across various media and contexts.

This section is particularly important to ensure that the logo is presented consistently and in a way that reflects the brand's values and messaging.

The COUNTIX logo is displayed in yellow on a solid green background. The logo consists of a stylized 'C' with radiating lines on the left, followed by the word 'OUNTIX' in a bold, sans-serif font.The COUNTIX logo is displayed in yellow on a solid blue background. The logo consists of a stylized 'C' with radiating lines on the left, followed by the word 'OUNTIX' in a bold, sans-serif font.The COUNTIX logo is displayed in yellow on a solid black background. The logo consists of a stylized 'C' with radiating lines on the left, followed by the word 'OUNTIX' in a bold, sans-serif font.

Mobile App Logo

The Mobile App Logo section of a brand book outlines guidelines for the use and presentation of the brand's logo in the context of a mobile application.



Safe Zone

The Safe Zone section of a brand book outlines guidelines for the minimum distance that must be maintained between the brand's logo or other design elements and other visual elements, such as text, images, or other graphics.



Logo Misuse

The Logo Misuse section of a brand book outlines guidelines for what not to do with the brand's logo, in order to avoid misrepresenting the brand or damaging its reputation.



Do not stretch or deform the logo, modify spacing or elements



Do not change the colors, or the background, use gradients or shadows

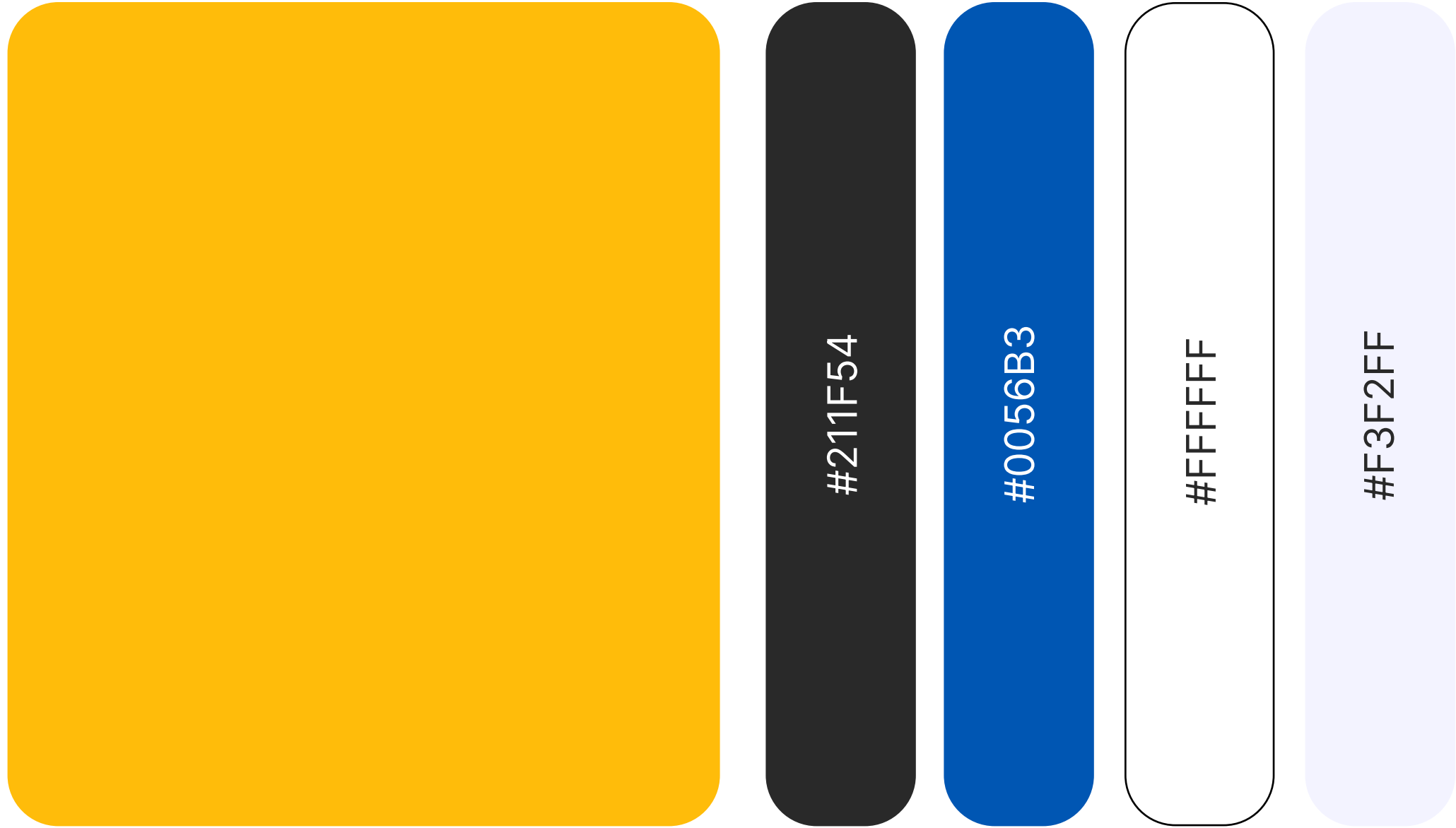


Do not rotate or change the logo orientation

Color Palette

The Color Palette section of a brand book outlines the colors that are associated with the brand, and how they should be used across various media and contexts. This section is particularly important to ensure that the brand's visual identity is consistent and recognizable across different applications.

The brand book provides information on the primary colors that are associated with the brand, as well as any secondary or accent colors that may be used in conjunction with them. It may provide color values, such as Pantone or CMYK, to ensure consistency in printing and production.



#0056B3
Primary Blue

Clash
Display
Variable

The Typography section of a brand book outlines the fonts and typography that are associated with the brand, and how they should be used across various media and contexts.

San serif

Aa

Aa	Bb	Cc	Dd	Ee	Ff	Gg	Hh
Ii	Jj	Kk	Ll	Mm	Nn	Oo	Pp
Rr	Ss	Tt	Uu	Vv	Xx	Yy	Zz

EVERYTHING WE DO AND WRITE, SHOULD BE...

Confident & Assuring

Use language that builds trust and reflects deep industry expertise.

Clear & Concise

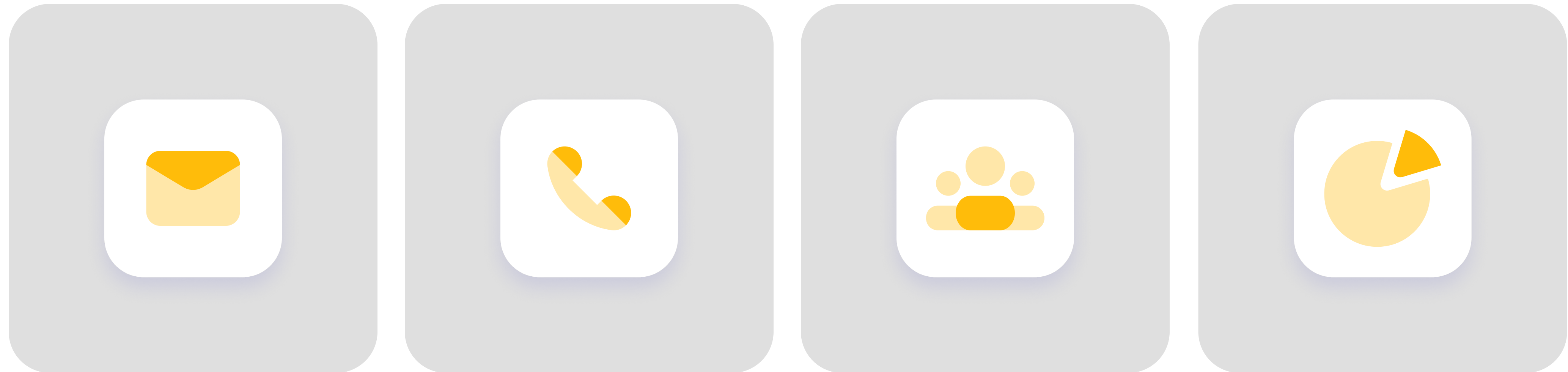
Avoid jargon; keep messaging straightforward.

Supportive & Empowering

Communicate in a way that makes clients feel secure in their financial growth.

Iconography

The Iconography section of a brand book outlines the use of symbols and icons that represent the brand. This section is important to ensure that the symbols and icons used are consistent and recognizable across different media and contexts.



Business Cards

The Business Cards section of a brand book provides guidelines for the design and use of business cards that represent the brand.



Year
2025

Thankyou

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