# Brand Guidelines

Contents

Brand Values

Our Brand is built around bringing Banking into the 21st century and simplifying the process for our younger target audience. That's why our core values are:

- **Unity**
- **Connection**
- **Integrity**
- **Reliability**
- **Security**

Out of our values our 3 core values that we prioritize are Connection, Integrity and Reliability and these feature in our brand motto.
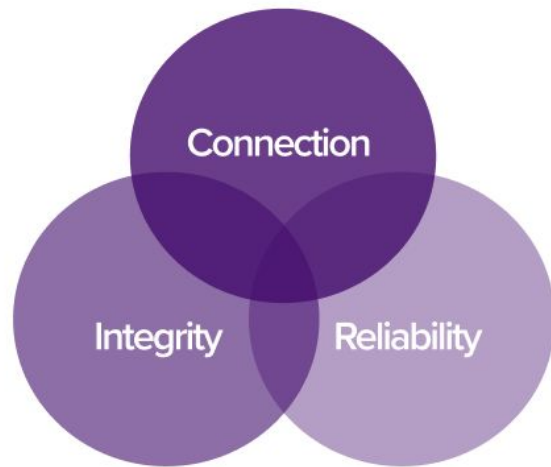
Tone of Voice

Our brand prioritizes giving our customers the best service possible so our brands tone aims to be friendly and accommodating. Through this we can help establish a long lasting connection with our customers, helping and rewarding them each day. The brand motto goes hand in hand with our tone of voice with the customer always at the centre.

'Providing a connection through integrity and reliability.'

cloud9

Wordmark

Choosing the companies wordmark was a long process looking through a range of designs but the company wordmark is a simple use of the sans serif font Co. It can be used in the range of the brands colours and represents the simplicity and ease that banking with us will provide

Logomark

The brand logomark uses elements of the wordmark creating a recognisable monogram that can feature on a range of the brands different projects, creating an identifiable visual marque for the consumer

The monogram can also stretch out so the wordmark due to the consistent positioning of the 'C' & '9'

Typography

Aa   **Co Headline**

Aa   **Proxima Nova**

The brand's two main typography choices that will be used throughout are both Sans Serif Fonts. Co Headline is used for the word & logomark standing out due to its bolder appearance

Proxima Nova is the typography used for all secondary text used on formats such as our business cards and mobile app etc.

Colour

The brand's colour scheme should not b altered as these chosen colours have been carefully crafted and chosen to help each colour stand out to the consumer.

The different shades on royal purple represents luxury and wealth for our customers while also having typography that can have its colour altered.
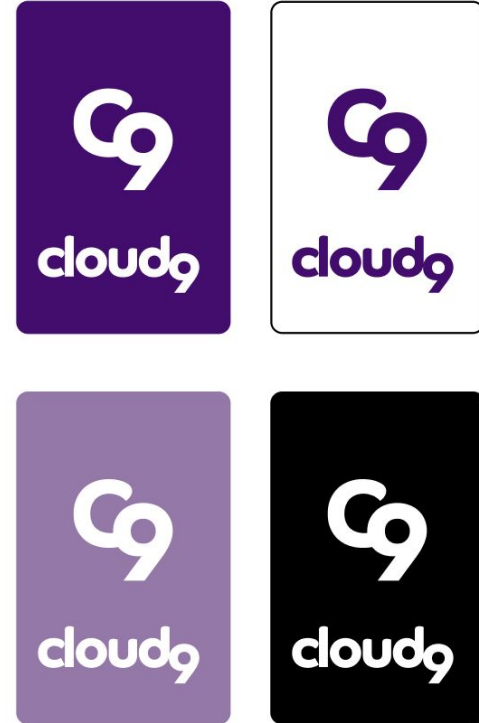
Iconography

Our brand uses a range of different carefully designed icons and illustrations for our mobile app and website.

These icons should be keep their consistent colour scheme as it helps them stand out and make navigation easier for the user.

Brand Application

We aim to make Cloud9 a recognisable brand throughout the world and our demographic so creating multiple touchpoints for us is crucial
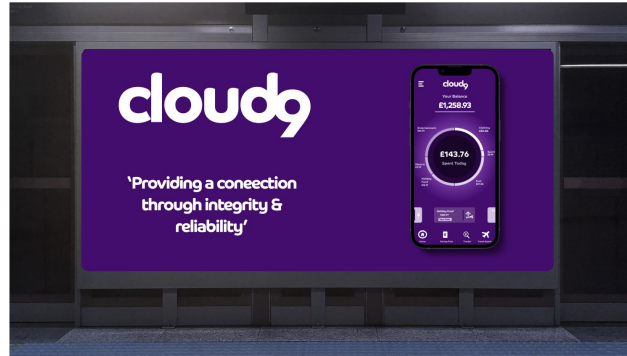
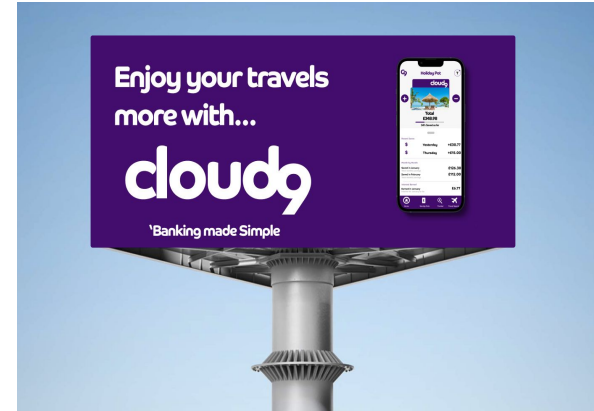Here you can see our business card, credit card, poster and app mock-ups advertising the brand.
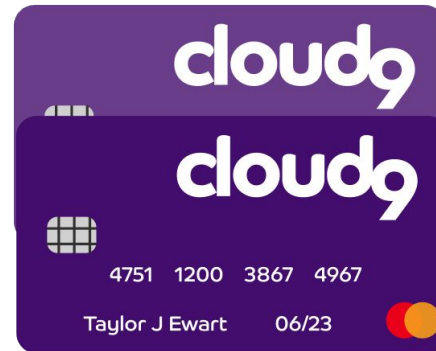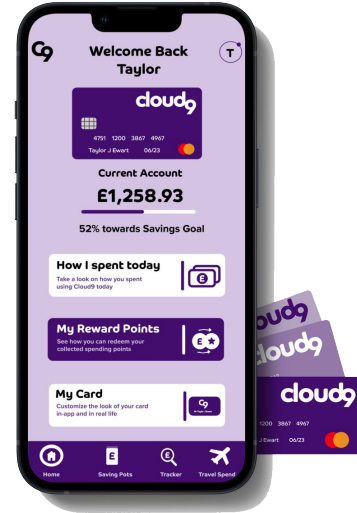
Brand Application

App Store Icon

Train Station Billboard

Airport Billboard

App Screens

Our mobile app is our main drawing point for our brand as it gives our customers the control of their banking experience all through their phone, bringing banking to the modern day.
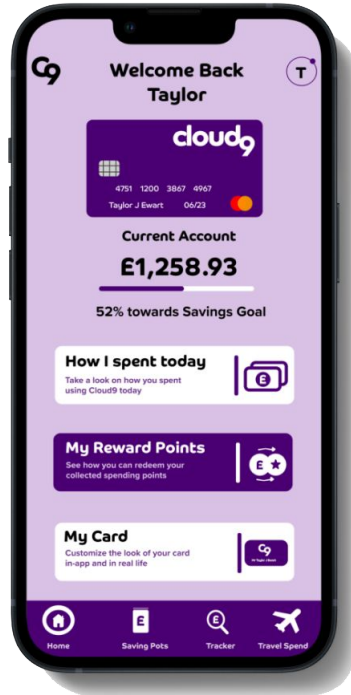
The app screen shown is our spending trackers feature. The app also has saving pots, travel spend, reward points and daily spending overview screens also.
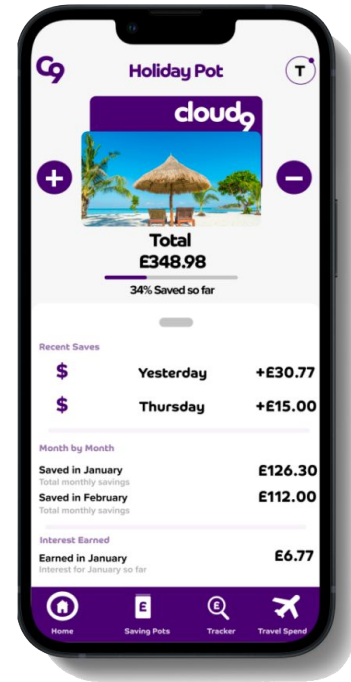
App Screens

Opening Screen

Home Screen

Savings Screen