

BRAND MANUAL

Guidelines outlining the proper application of
SeerBit's visual identity and its elements.

SEERBIT

INTRODUCTION

Contained within this document are SeerBit's brand guidelines, which define our brand's visual identity elements and how they should be applied on any of our visual communication materials.

We ask that you take some time with this document as implementing these guidelines consistently is essential to ensuring brand integrity across all touchpoints.

While the guidelines contained in this document are sufficiently concise and should ideally be followed to the letter, there is still much room for flexibility in how our brand's visual identity elements are applied as long as the core elements – the logo, brand colours and typography – are applied consistently.

TABLE OF CONTENTS

02	Introduction
04	Logo usage guidelines
12	Brand typography guidelines
15	Brand colours and usage guidelines
24	Secondary visual elements
29	Image treatment guidelines
32	Conclusion

■ SECTION 1

LOGO USAGE GUIDELINES

Definition and guidelines on the proper and accurate
usage of the core element of our visual identity.

THE LOGO

Our logo is the primary identifier of our brand. It is our first core visual element and should be treated as such.

The logo is essentially a typographic logo as it is basically our brand name rendered in a square 'typeface' with a techy feel. The logo is presented in the figure on the right. The logo can also be referred to as our logotype.

In order to maintain the visual integrity of our logo on a variety of backgrounds on which it could be applied on, we have created colour variants of the logo for different background scenarios. These are illustrated on the right as well.

Note
The logo variants have already been created and their respective PNG and vector files are available on request. It is advised that you request for the logo in all its variants and use as is, as opposed to recreating it.

The logotype in its primary colour form



All white logotype for coloured backgrounds



All white logotype for coloured backgrounds



All white logotype for photo backgrounds



All black logotype in grayscale themes



THE BRAND ICON

In addition to the primary logotype of our brand which has been defined on the previous page, we also have a brand icon which can be applied independently to represent SeerBit just as the primary logotype can be applied. Except the brand icon should ideally be used in this way less frequently and in scenarios where the full logotype wouldn't fit. The brand icon is presented on the right.

The brand icon is essentially the digital binary codes '0' and '1' rotated 90° degrees clockwise.

The brand icon is a separate element from the primary logotype and shouldn't be applied closely alongside the logotype. While they can both be applied on the same space, there should be a clear spatial distinction between both.

Like the logotype, the brand icon comes in colour variants as well for multiple background scenarios.

The icon in its primary colour form



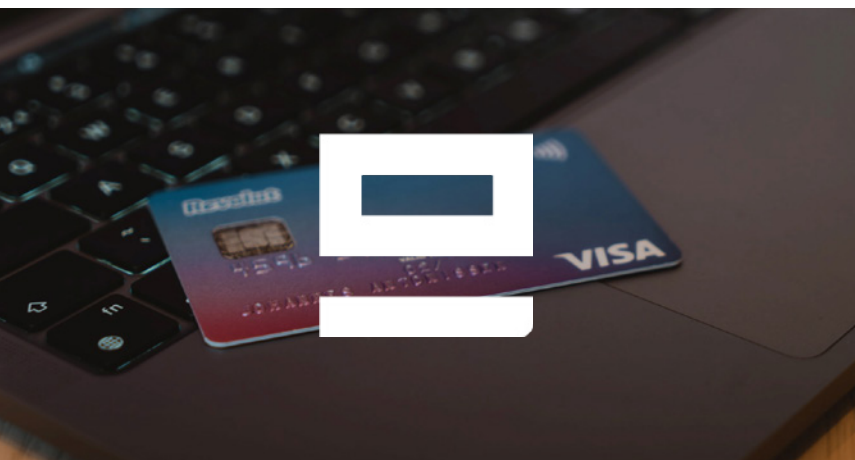
All white Icon for coloured backgrounds



All white Icon for coloured backgrounds



All white icon for photo backgrounds



All black icon in grayscale themes

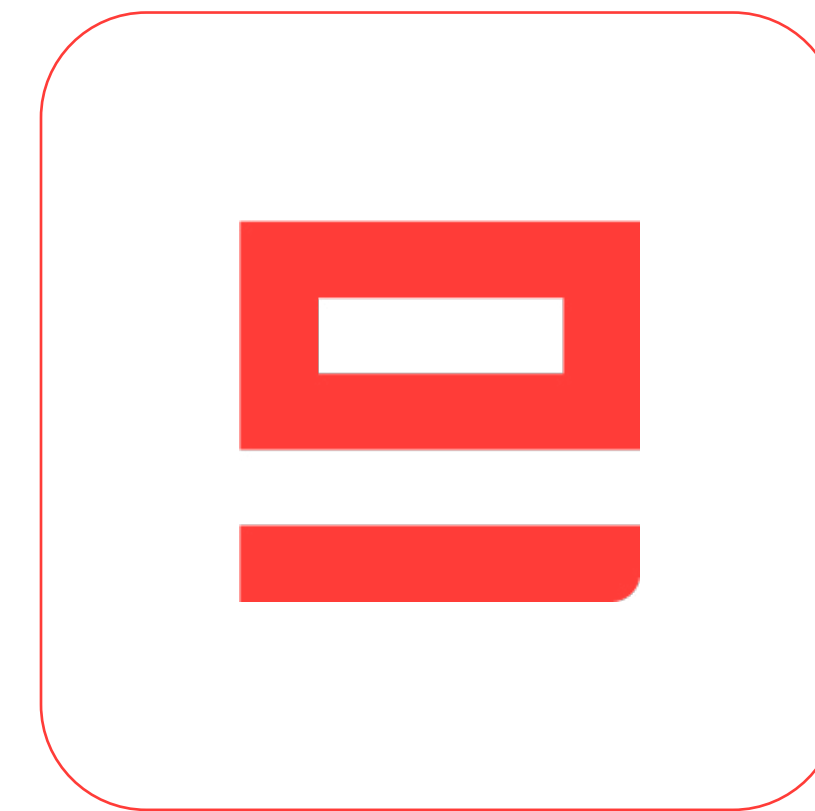


THE BRAND ICON

One major instance where the brand icon should be applied instead of the full logotype is on the brand's app icon (see illustration below). Due to the square frame of app icons, the brand icon is best suited for this.



App Icon example



App Icon example

As mentioned above, the brand icon works best with square frames and as such, instances like social media display photos, website favicons etc, would fit the brand icon more than the full logotype.

In summary, the brand icon is essentially the shorthand version of the primary logotype.

LOGOTYPE CLEARSPACE

In order for our logotype to retain its visual impact and integrity, its important that it is kept clear of other elements like text, other logos etc.

To achieve this, a minimum amount of space must be left around the logotype within which no external elements should creep into. The minimum space has been defined in the figure to the right.



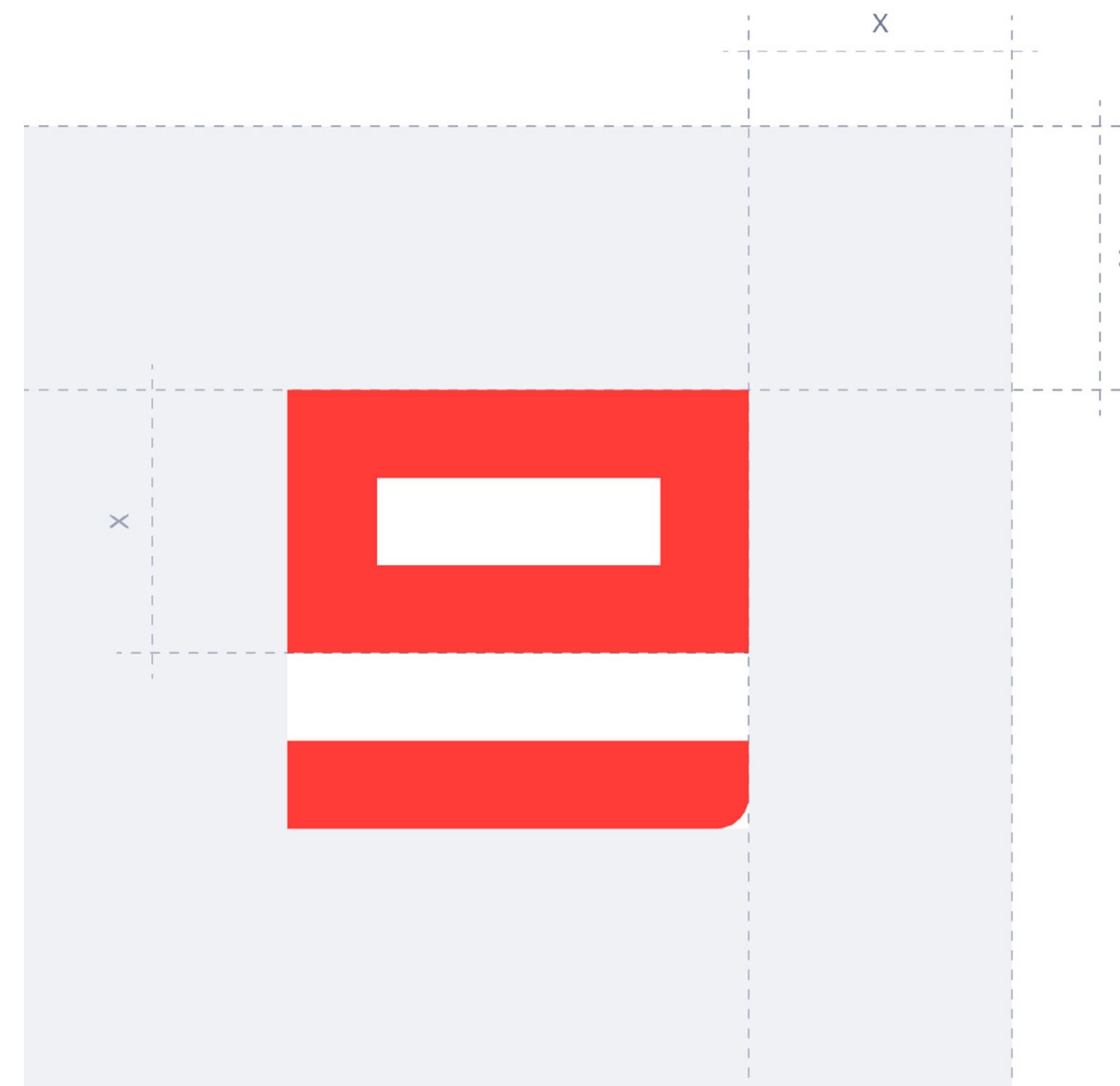
Minimum clearspace:

The exact minimum clearspace allowable around the logotype is equal to the width (X) of the letter 'E' from the logotype, as illustrated above.

BRAND ICON CLEARSPACE

Similarly, there should be a sufficient amount of minimum clearspace around the brand icon to retain its visual impact and integrity.

Therefore, a minimum amount of space must be left around the brand icon within which no external elements should creep into. The minimum space has been defined in the figure to the right.



Minimum clearspace:

The exact minimum clearspace allowable around the brand icon is equal to the height (X) of the 'O' from the icon, as illustrated above.

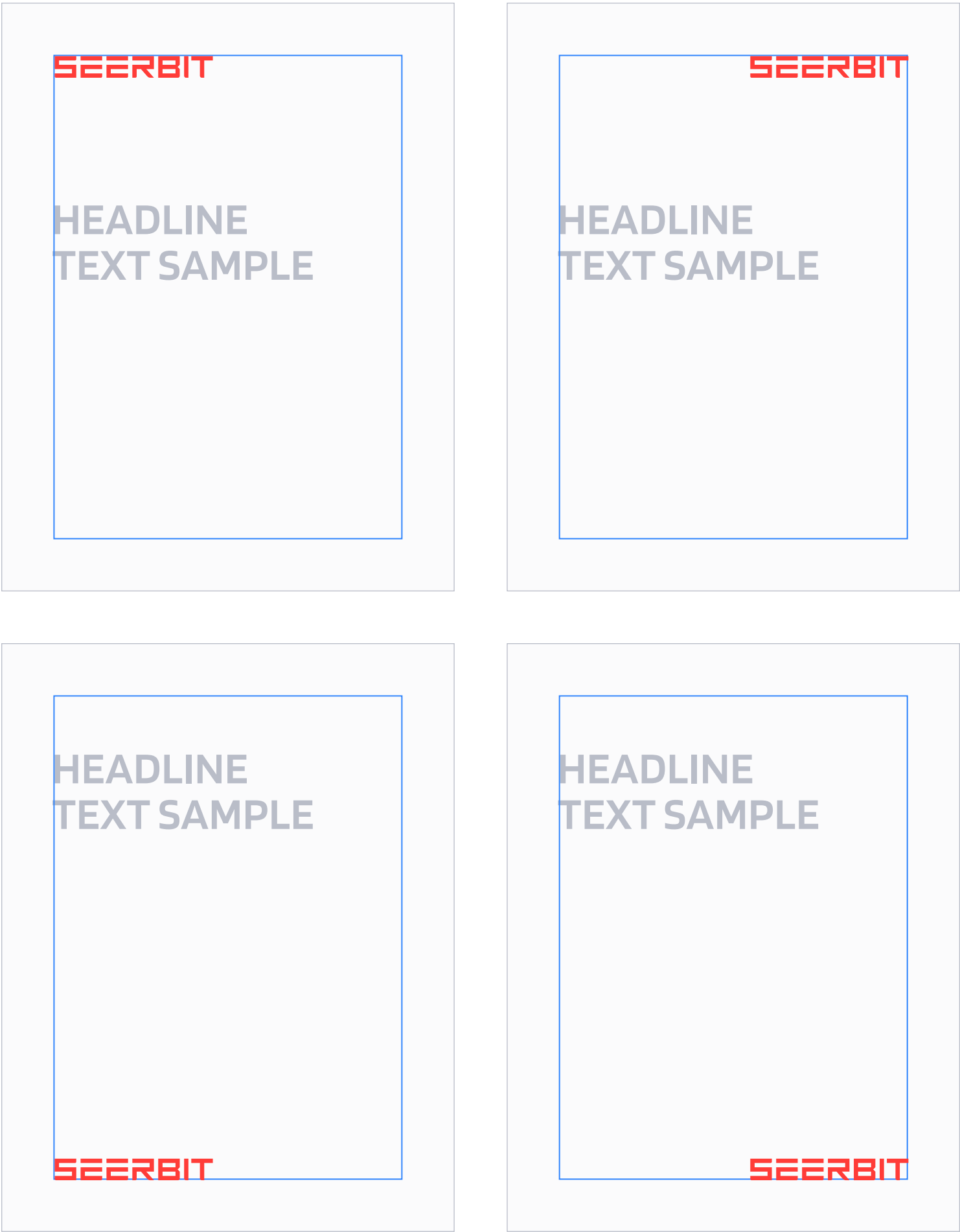
LOGO PLACEMENT

The illustrated guidelines on the right show our preferred positions for placing our logotype and brand icon.

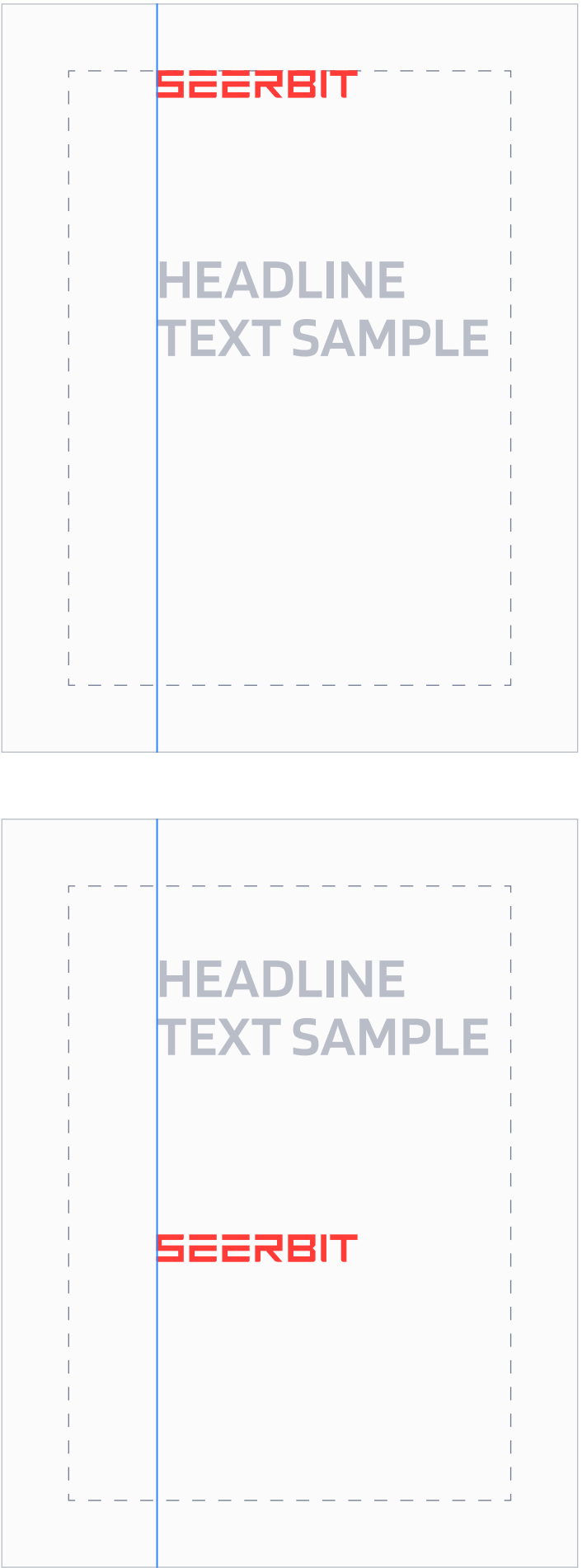
Generally, our most preferred position(s) is on the top/bottom corner of the left margin of the design space. We recommed applying sufficient margin in our visual materials and avoiding tight or close-to-the-edge margins.

However, in certain situations, the logotype or brand icon can be placed on the top/bottom corner of the right margin. On rare occasions as well, the logotype or brand icon can be placed within/inside the margins; in this case, we recommend making sure the logotype or icon is aligned to, at least, the left edge of the headline text on the design space.

Placement in 4 corners of margin.



Alignment to the left edge of headline text



Note that the illustrated guidelines above apply to both our logotype and brand icon.

HOW NOT TO USE OUR LOGO

The illustrated guidelines below outline what not to do with our logotype or brand icon and how not to use them.

Kindly note that these guidelines apply to both our logotype and brand icon.



Do not apply any graphic effects like drop shadow, outerglow, gradients, bevel/emboss to our logo. Only use any of the logo variants as they are.



Do not apply our logo in unapproved colours different from any of the variants presented on pages 5 and 6.



Do not apply the brand icon and logotype as though they were one logo as a whole. They should always be used independently of each other,



Do not stretch or skew our logo. Always scale up or down with constrained proportions and avoid warping or tilting the logo.



Do not adjust the kerning or tracking between the letters in our logotype. Always apply the logotype as is. The logo files can be provided on request.



Do not apply our logotype within a rectangle as shown in the example above. This can be allowed for the brand icon.

■ SECTION 2

BRAND TYPOGRAPHY GUIDELINES

Definition of our brand typeface as well as
typography guidelines.

THE BRAND TYPEFACE

As a modern brand centered around (payment) technology, we have adopted a typeface that embodies these properties. Our official brand typeface is **Blinker**.

Blinker is a clean, modern sans serif typeface featuring seamless forms with a techy feel. It is a full font family that comes in a variety of weights/styles making it a sufficiently versatile typeface that can stand as our official font. As such, no other typeface should be used on any of our visual communication materials.

See the detailed typography application guidelines on the next page.

BLINKER

AaBbCcDdEe
1234567890
%#@&?*

TYPOGRAPHY GUIDELINES

In order to follow the typographic principle of hierarchy, we recommend applying specific weights of our typeface as well as certain text attributes to specific text classes.

These guidelines are outlined on the right.

Titles and Headlines (H1)

BLINKER SEMIBOLD

- Text size: Larger than other texts within the space
- Tracking: 10
- Leading: Close but not too tight
- Case: All caps

Blurb, Highlighted Text or Captions

Blinker Semibold

- Text size: Larger than H2 texts but much smaller (more than half) than H1 or Title text.
- Tracking: 0
- Leading: Multiply the text size by 1.125
- Case: Sentence case

Annotation text

Blinker Regular

- This should follow same parameters as body text but should be the smallest text size in the entire space. These red notes are an example of annotation text.

Subheaders (H2, H3, etc.)

Blinker Bold

- Text size: Just a bit larger than the body text size or multiply the body text by 1.2
- Tracking: 10
- Leading: Auto
- Case: Title case

Body Text

Blinker Regular; **Semibold** for emphasis

- Text size: Depending on the scale of the design space, between 11 pt and 28 pt works.
- Tracking: 0
- Leading: Multiply text size by 1.4 and round value up to the next even number
- Case: Sentence case

■ SECTION 3

BRAND COLOURS AND GUIDELINES

Definition of our brand colours as well as their application guidelines.

THE PRIMARY PALETTE

The primary palette comprises our most preferred brand colours to be used frequently and extensively. These colours can be considered our primary visual identifiers and should be treated as such.

All of the colours in this palette can be applied as text, although Darker Red should only be considered for application on annotation texts on white backgrounds (for better contrast). See page 18 for details on colour application on text. We also recommend using colours from this palette as text and to avoid colours from the secondary palette except for unique occasions.

All of the colours in this palette are also suitable for background application except for Darker Red. Black, however, should be applied as background least frequently than Red and White. We also recommend using colours from this palette as background colours and to generally avoid the colours from the secondary palette except for unique occasions.

<div>RED</div> <div>RGB – 255, 60, 56</div> <div>CMYK – 0, 76, 78, 0</div> <div>Hex – #FF3C38</div>	<div>BLACK</div> <div>RGB – 2, 6, 7</div> <div>CMYK – 71, 14, 0, 97</div> <div>Hex – #020607</div>
<div>DARKER RED</div> <div>RGB – 230, 27, 23</div> <div>CMYK – 0, 88, 90, 10</div> <div>Hex – #E61B17</div>	<div>WHITE</div> <div>RGB – 255, 255, 255</div> <div>CMYK – 0, 0, 0, 0</div> <div>Hex – #FFFFFF</div>

Red is our first primary colour and should be used as frequently as possible. Where white space doesn't have to be used, Red should first be considered for use. The Transparency or Tint of Red can be modified as well to achieve a variety of contrasts.

Darker Red is, as the name implies, a darker tint of our primary Red. It is to be used for subtle contrasts elements like patterns. It is also best for application on annotation texts on white backgrounds.

Black is our second primary colour and should be used alternatively to Red. However, it should generally not be applied to voluminous text.

White should be used almost as frequently as Red as we strongly recommend the extensive use of whitespace in our visual materials.

THE SECONDARY PALETTE

The secondary palette comprises colours that are to be used in support of the primary colours, especially the colours on the top row; the colours on the bottom row are 'special' colours made available for unique occasions/purposes where Red, Black or White might not work. For instance, Blue can be applied to show [hyperlinked text](#).

As mentioned in the previous page, the colours in the palette are to be avoided as text. Dark Grey is however, exempted from this rule as we strongly recommend applying Dark Grey on voluminous text like body texts especially on white backgrounds. The colours on the bottom row can only be applied as text on rare and unique occasions.

The colours on the top row can be applied as background colours frequently (where none of the primary colours might be suitable). Light Grey can be used on White backgrounds for subtle contrast elements the way Dark Red is used on Red.

<div>WASH RED</div> <div>RGB – 255, 241, 243</div> <div>CMYK – 0, 5, 5, 0</div> <div>Hex – ##FFF1F3</div>	<div>LIGHT GREY</div> <div>RGB – 218, 220, 232</div> <div>CMYK – 6, 5, 0, 9</div> <div>Hex – #DADCE8</div>	<div>DARK GREY</div> <div>RGB – 116, 124, 145</div> <div>CMYK – 20, 14, 0, 43</div> <div>Hex – #747C91</div>
<div>YELLOW</div> <div>RGB – 241, 255, 72</div> <div>CMYK – 5, 0, 72, 0</div> <div>Hex – #F1FF48</div>	<div>GREEN</div> <div>RGB – 4, 167, 120</div> <div>CMYK – 98, 0, 28, 35</div> <div>Hex – #04A778</div>	<div>BLUE</div> <div>RGB – 49, 134, 253</div> <div>CMYK – 81, 47, 0, 1</div> <div>Hex – #3186FD</div>

Wash Red is essentially a very light or transparent version of our primary Red. Hence, it can be applied next to or with Red for contrast creation.

Yellow is reserved for special/ unique occasions (with discretion) as either a background colour, a visual element or text.

Light Grey is to white as Dark Red is to Red. It is to be used with White to create contrast. The transparency or tint of Light Grey can be modified too to create a variety of contrasts. We also allow the use of Light Grey on text specifically for black backgrounds where white might create too sharp a contrast.

Green is reserved for special/ unique occasions (with discretion) as either a background colour, a visual element or text.

Dark Grey is most suitable for body/voluminous texts on white backgrounds. It can also be applied as subtle texts on black backgrounds as well. Its transparency can be modified to create a variety of contrasts especially when applying patterns on black backgrounds.

Blue is reserved for special/unique occasions (with discretion) as either a background colour, a visual element or text.

COLOUR APPLICATION ON TEXT LAYOUTS

The guidelines outlined in this sub-section serve as rules to follow on what colours to apply to the different classes of text on a variety of backgrounds.

On White Backgrounds

Title/headline (H1) texts should always be applied in Red. They can also be applied in Black on rare occasions especially when the design theme is grayscale or black and white.

Blurb and captions should always be applied in Red. They can be applied in black on rare occasions as well.

Subheading text should always be applied in Black.

Body texts should always be applied in Dark Grey. Emphasised words or phrases within the body text should be applied in Black.

Annotation texts should always be applied in Dark Red. Black is acceptable on rare occasions.

TITLE OR HEADLINE TEXT

Placeholder blurb text

Subheading Text Sample

Body text sample Lorem ipsum dolor sit amet, quisque egestas velit dui eget, a et mauris facilisi massa velit, pellentesque tellus et vel quis, placerat eget porttitor suspendisse pellentesque mollis amet.

Nunc nunc rhoncus dolor bibendum magna, donec magna. Eu class gravida quisque dictumst facilisis maecenas, blandit class fringilla sociis ipsum, dolor in donec in curae sed dolor, diam odio blandit a augue nec sed.

Annotation text sample velit aliquam nibh integer eu velit feugiat.

On Red Backgrounds

All text classes should be applied in white for optimum legiblity. On rare occasions however, annotation texts can be applied in Black.

TITLE OR HEADLINE TEXT

Placeholder blurb text

Subheading Text Sample

Body text sample Lorem ipsum dolor sit amet, quisque egestas velit dui eget, a et mauris facilisi massa velit, pellentesque tellus et vel quis, placerat eget porttitor suspendisse pellentesque mollis amet.

Nunc nunc rhoncus dolor bibendum magna, donec magna. Eu class gravida quisque dictumst facilisis maecenas, blandit class fringilla sociis ipsum, dolor in donec in curae sed dolor, diam odio blandit a augue nec sed.

Annotation text sample velit aliquam nibh integer eu velit feugiat.

On Black Backgrounds

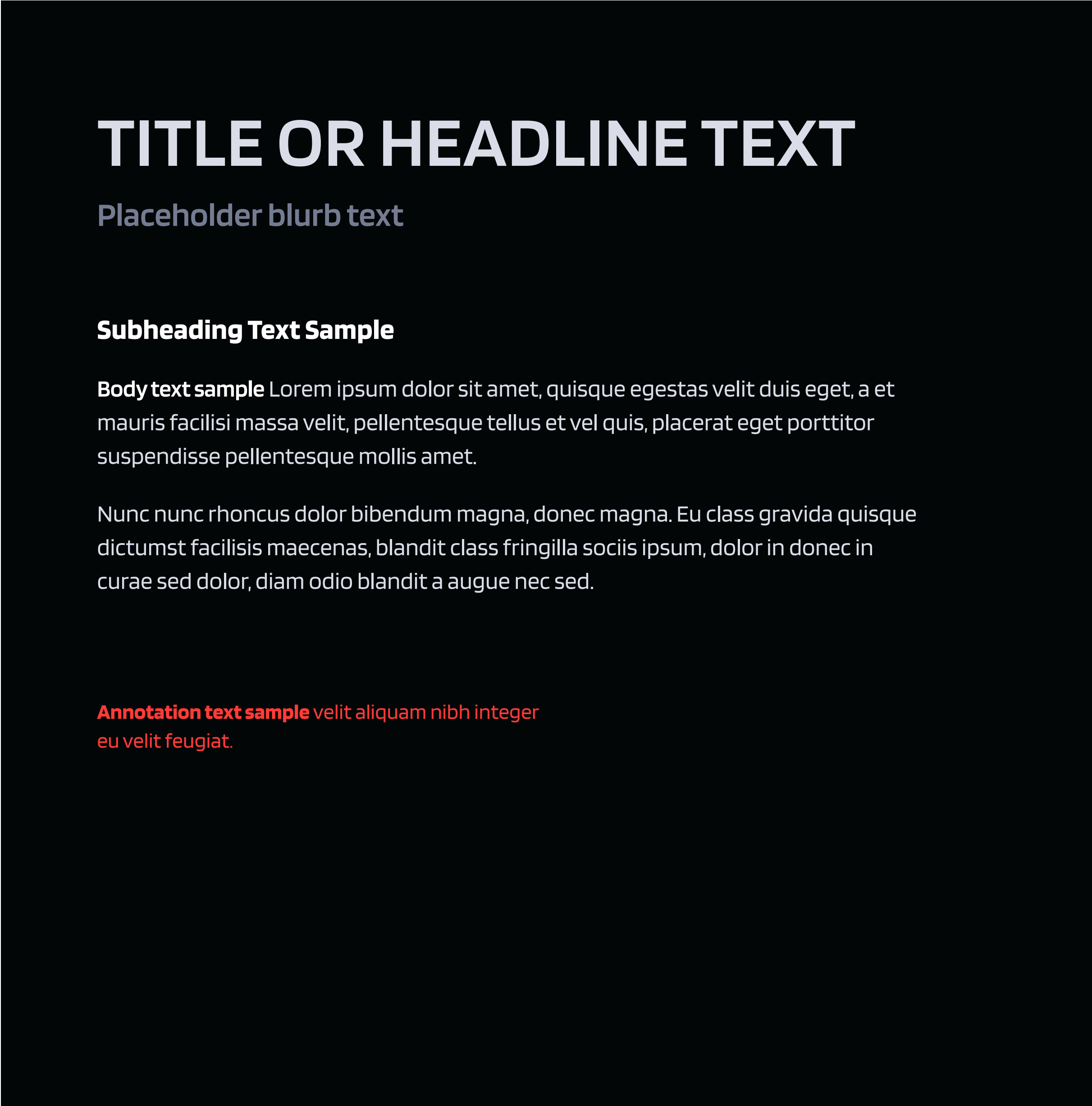
Title/headline (H1) texts should always be applied in Light Grey. They can also be applied in Red on less frequent occasions with discretion.

Blurb and captions can be applied in Dark Grey or Red especially in the case of highlighted texts. On very rare occasions, they can be applied in White.

Subheading text should always be applied in White.

Body texts should always be applied in Light Grey. Emphasised words or phrases within the body text should be applied in White.

Annotation texts should always be applied in Red. Light Grey works as well as on rare occasions.



On Wash Red Backgrounds

All texts should be applied in Red. Emphasised words or phrases within the body text can be applied in Black. Annotation texts can also be applied in Dark Grey on rare occasions.

TITLE OR HEADLINE TEXT

Placeholder blurb text

Subheading Text Sample

Body text sample Lorem ipsum dolor sit amet, quisque egestas velit dui eget, a et mauris facilisi massa velit, pellentesque tellus et vel quis, placerat eget porttitor suspendisse pellentesque mollis amet.

Nunc nunc rhoncus dolor bibendum magna, donec magna. Eu class gravida quisque dictumst facilisis maecenas, blandit class fringilla sociis ipsum, dolor in donec in curae sed dolor, diam odio blandit a augue nec sed.

Annotation text sample velit aliquam nibh integer eu velit feugiat.

On Dark Grey Backgrounds

All texts should be applied in Light Grey. Except for body texts and Subheadings (H2, H3 etc) which should always be applied in White.

We advise that both Grey backgrounds should always be used sparingly and majorly for variety's sake.

TITLE OR HEADLINE TEXT

Placeholder blurb text

Subheading Text Sample

Body text sample Lorem ipsum dolor sit amet, quisque egestas velit duis eget, a et mauris facilisi massa velit, pellentesque tellus et vel quis, placerat eget porttitor suspendisse pellentesque mollis amet.

Annotation text sample velit aliquam nibh integer eu velit feugiat.

On Light Grey Backgrounds

Title/headline (H1) texts, Blurb and captions and body texts should always be applied in Dark Grey.

Subheading text should always be applied in Black.

Annotation texts should always be applied in Dark Red.

TITLE OR HEADLINE TEXT

Placeholder blurb text

Subheading Text Sample

Body text sample Lorem ipsum dolor sit amet, quisque egestas velit duis eget, a et mauris facilisi massa velit, pellentesque tellus et vel quis, placerat eget porttitor suspendisse pellentesque mollis amet.

Annotation text sample velit aliquam nibh integer eu velit feugiat.

On Yellow Backgrounds

All texts should be applied in Black. Annotation texts may be applied in Red only on rare occasions.

TITLE OR HEADLINE TEXT

Placeholder blurb text

Subheading Text Sample

Body text sample Lorem ipsum dolor sit amet, quisque egestas velit duis eget, a et mauris facilisi massa velit, pellentesque tellus et vel quis, placerat eget porttitor suspendisse pellentesque mollis amet.

Annotation text sample velit aliquam nibh integer eu velit feugiat.

On Green or Blue Backgrounds

All texts should be applied in White.

Do note that, as earlier mentioned, the background colours on this page are to be used rarely and only on unique/special occasions.

TITLE OR HEADLINE TEXT

Placeholder blurb text

Subheading Text Sample

Body text sample Lorem ipsum dolor sit amet, quisque egestas velit duis eget, a et mauris facilisi massa velit, pellentesque tellus et vel quis, placerat eget porttitor suspendisse pellentesque mollis amet.

Annotation text sample velit aliquam nibh integer eu velit feugiat.

■ SECTION 4

SECONDARY VISUAL ELEMENTS

Definition and usage guidelines of our supporting brand visual elements.

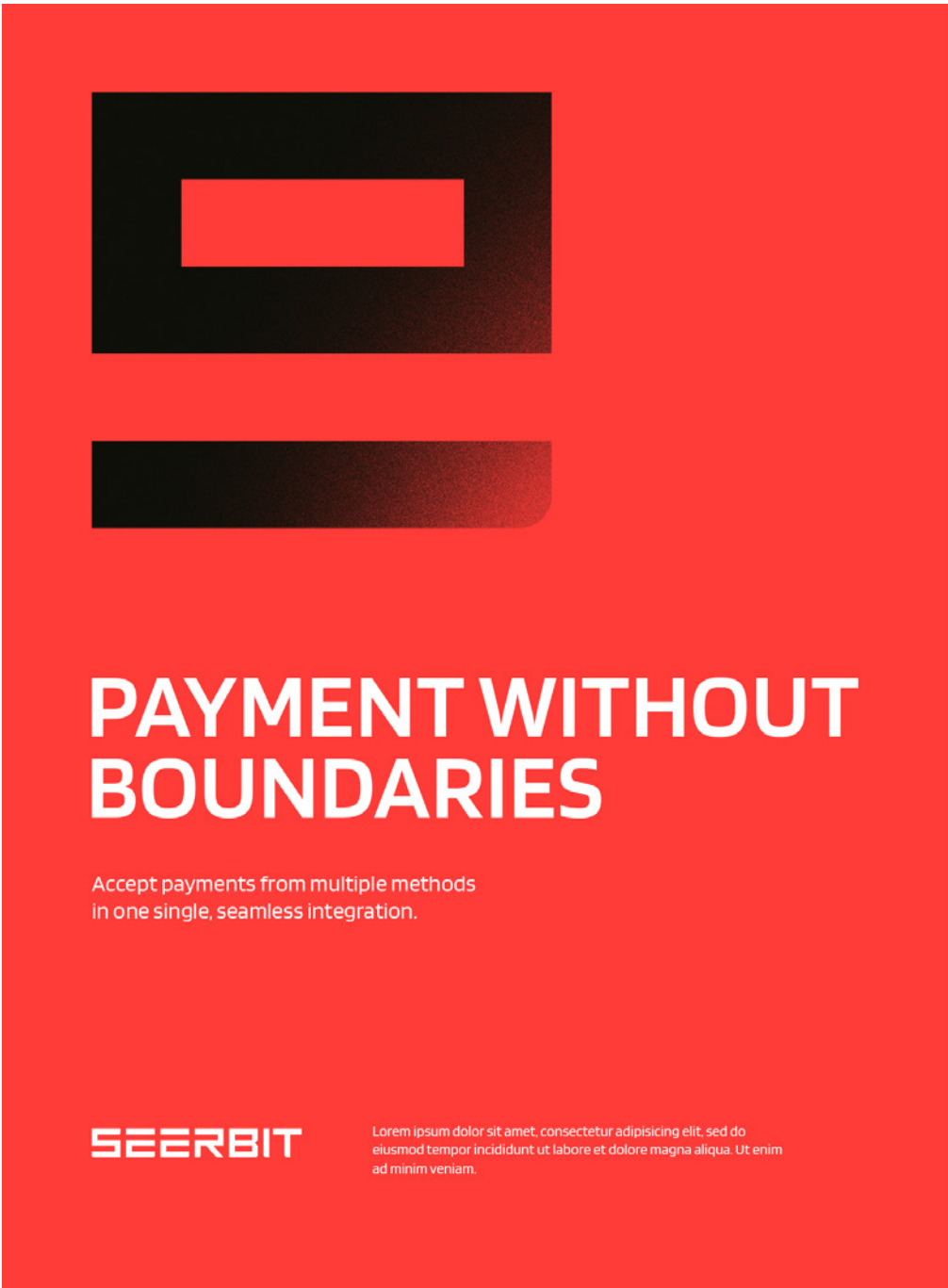
THE BINARY CODE

This element is essentially an enlarged version of our '01' symbol. We recommend the application of this element on our visual materials as long as space allows for it as this element captures our essence as a fintech brand.

When applying this element, we recommend scaling it up to a large proportion, larger than the title text on that space. It should however be placed a 'safe' distance from texts so as not to impede the legibility or visibility of text.

The element should always be applied in a colour with a close contrast to the background colour, especially when it is sharing the design space with text content. For instance, Black or Dark Red on Red background; Light Grey on White background; Dark Grey (with increased transparency) on Black backgrounds.

It may however be applied in a sharp contrast colour to the background only when there is no major text content sharing the design space with it.



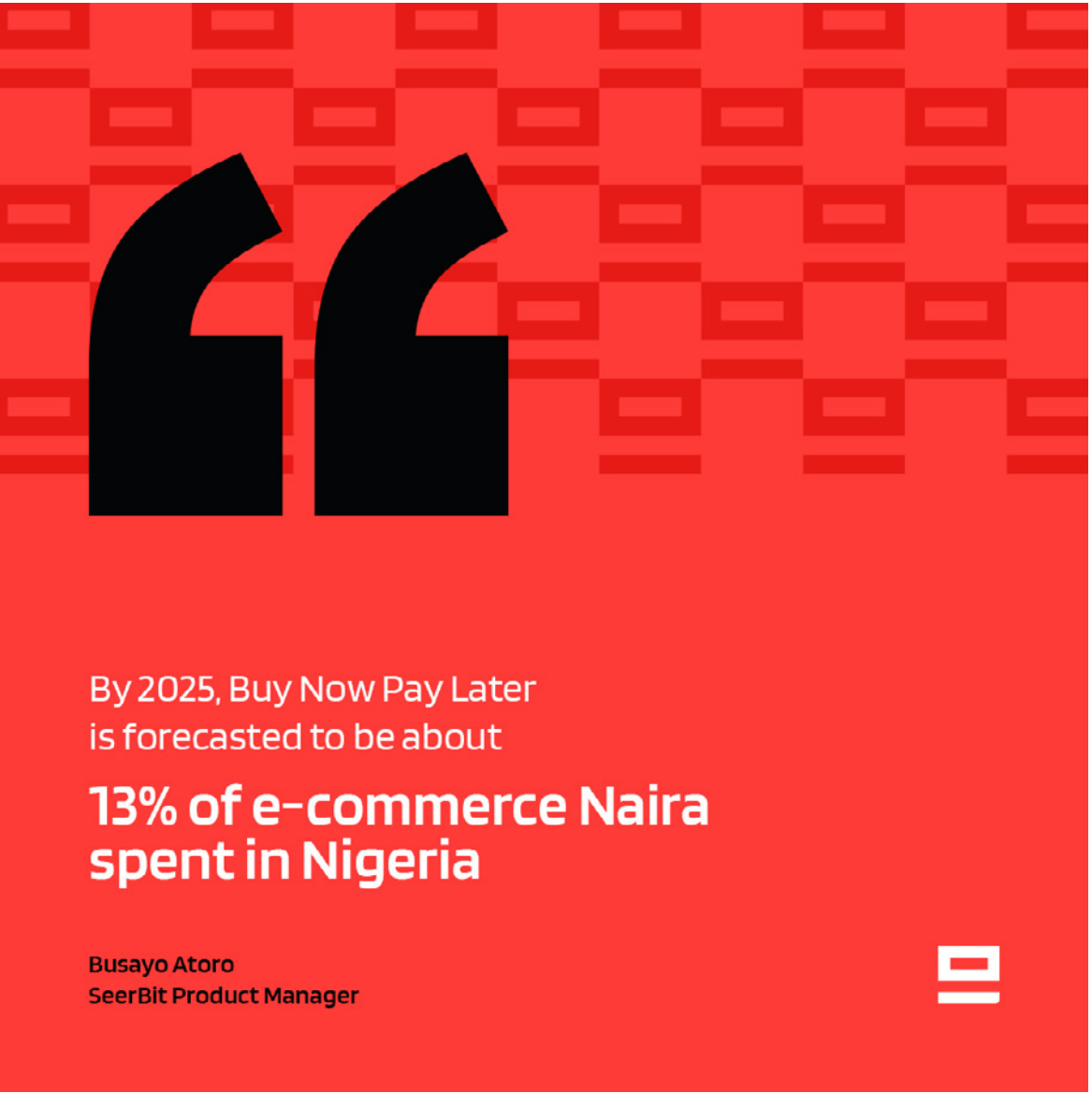
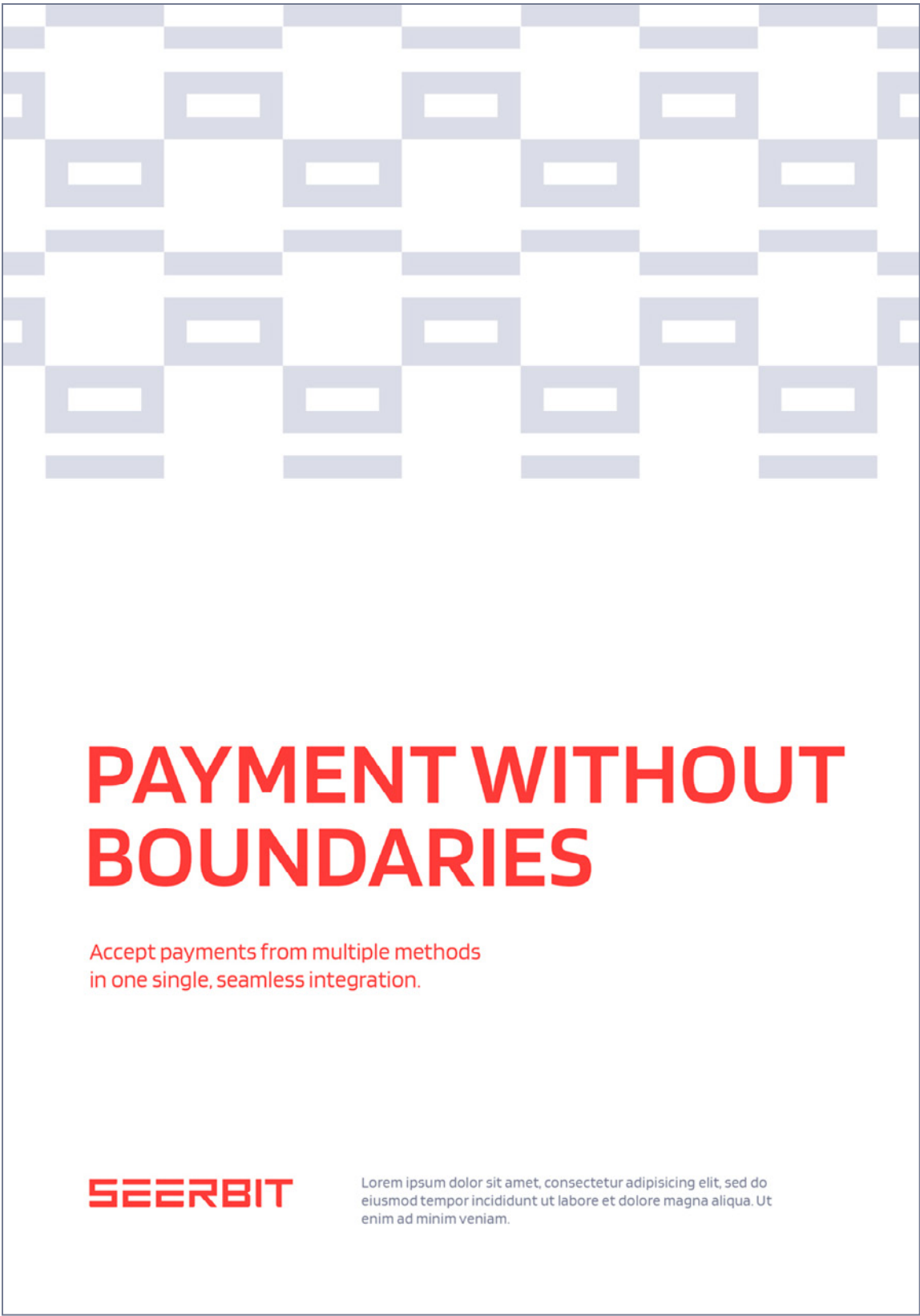
A little noisy gradient feather effect can be applied to the bottom right corner of the element as shown in the examples above.

THE BINARY PATTERN

This pattern is essentially made up of **'stepped and repeated'** copies of our symbol – the '01' binary code. We recommend the use of this pattern where suitable. The pattern is presented in the examples on the right.

When applying this element, we recommend applying it in a **very low contrast colour to the background**. For instance, a more 'transparent' Dark Red on Red background; a more transparent Dark Grey on Black background; a more transparent Wash Red or Light Grey on White background.

It can be applied behind images, illustrations, and sometimes, large **text** that wouldn't have its legibility disturbed by a faint pattern behind it.



ICONOGRAPHY

When using icons in our visual design, the icons can be created from scratch or downloaded from an icon pack. The icons just have to follow the style guide outlined below.

We recommend using outlined icons instead of solid-filled icons. Solid icons can be used on rare occasions, however.

In addition to the icons being outlined forms, we recommend making sure the icon being created or downloaded for use features sufficiently thick lines as opposed to thin lines.

Square-shaped icons or icons that are shaped similarly to a square are also recommended but are not a must; icons that don't meet this criterium can be used as well as long as they are thick-outlined icons.

We also recommend applying an icon in a single colour as opposed to one icon having multiple colours. Applying all the icons on the same page or space in the same single colour is also highly recommended as we are particular about simplicity and consistency.

Examples of icons following the guide above are presented on the right.

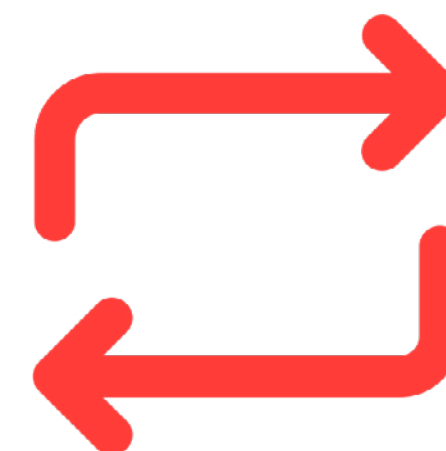
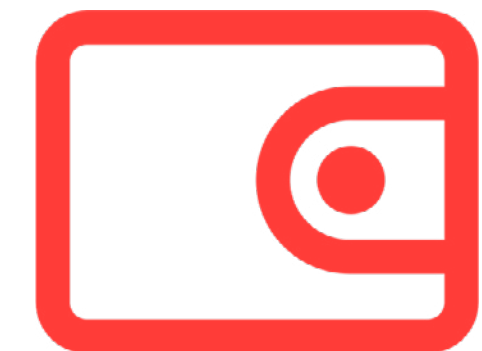
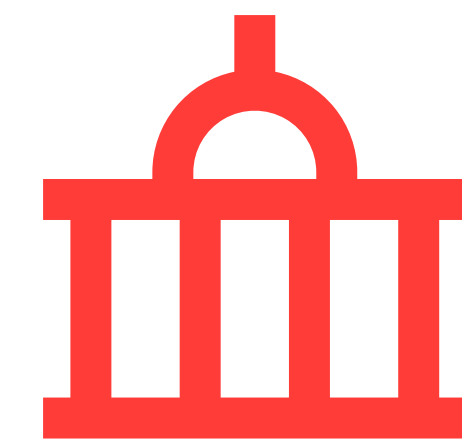
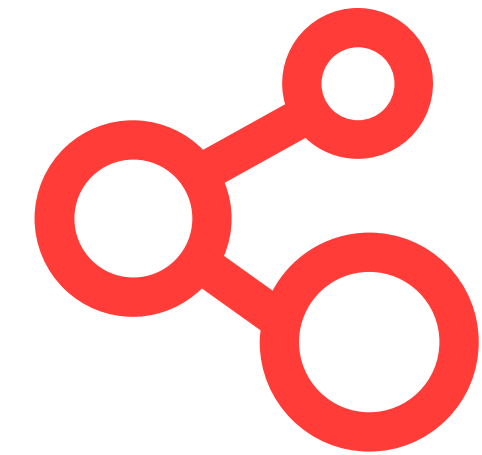
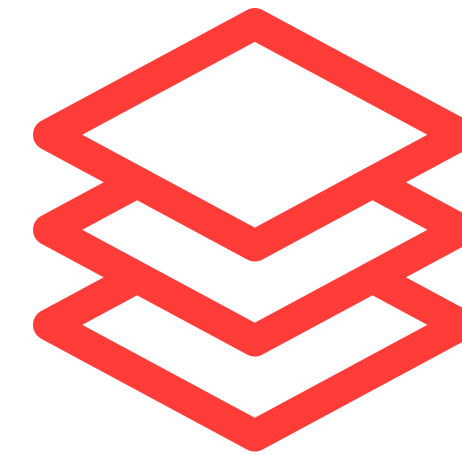


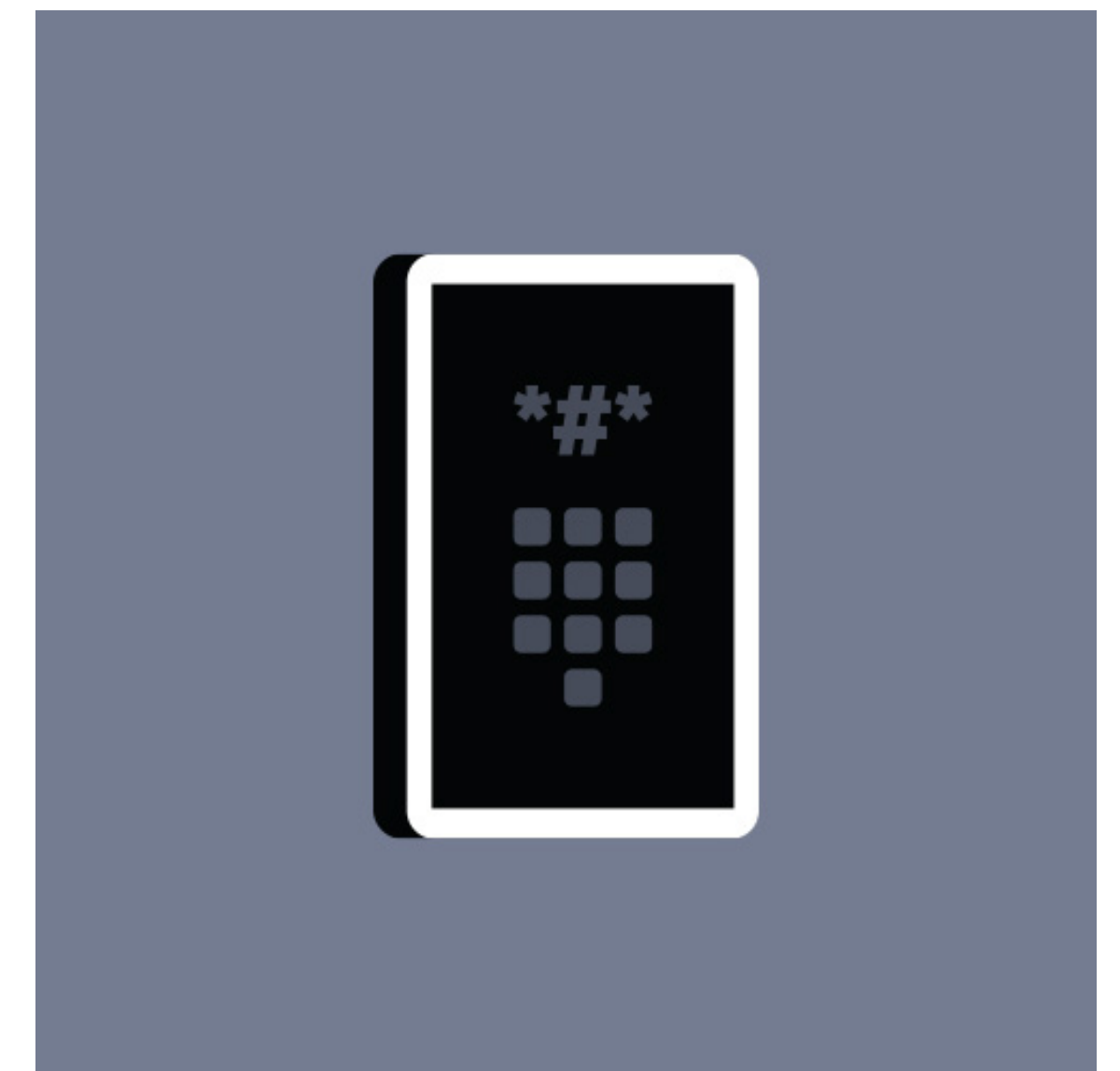
ILLUSTRATION STYLE

We recommend the use of illustrations in our visual communication materials. **The illustrations just have to be simple and minimalistic both in form and colour.**

In terms of shape/form, we recommend illustrations with an overall square form or close to a square form. Curved edges/corners are welcome but should not be as pronounced as the square edges/corners.

A maximum of three colours should be adhered to when applying colour to the illustrations. You can consider and treat illustrations for our brand like icons (see page 27) only that with illustrations, the 'icons' are solid-filled and can have more than one colour.

Examples of illustrations that follow the guide above are presented on the right. The colouring system on the various backgrounds should also be noted.



■ SECTION 5

IMAGE TREATMENT GUIDELINES

Guidelines on the usage and treatment of
photography in our visual materials.

IMAGE APPLICATION

Images can be applied on our visual communication materials in one of two ways: either as full crop photos or as cut-out images.

With full crop photos, we recommend selecting professionally shot images preferably with human elements. These photos could ideally show people making a transaction online or at a store; holding a debit card or a mobile phone etc. The scenery should feel natural and positive.

Cut-out images are best with human subjects. Cutout images of inanimate objects work as well but should be used only when absolutely necessary.

Examples of these are presented on the right.



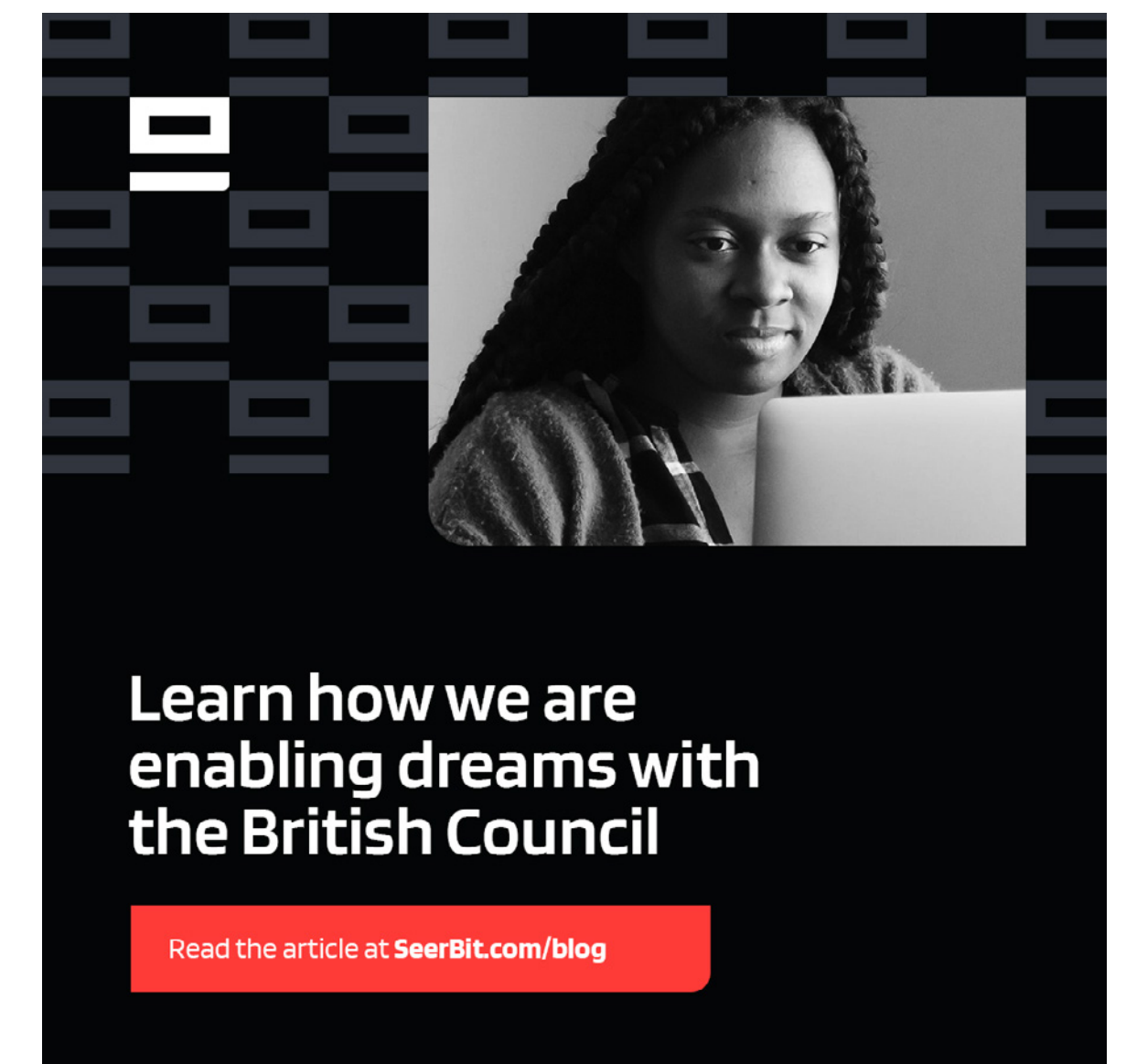
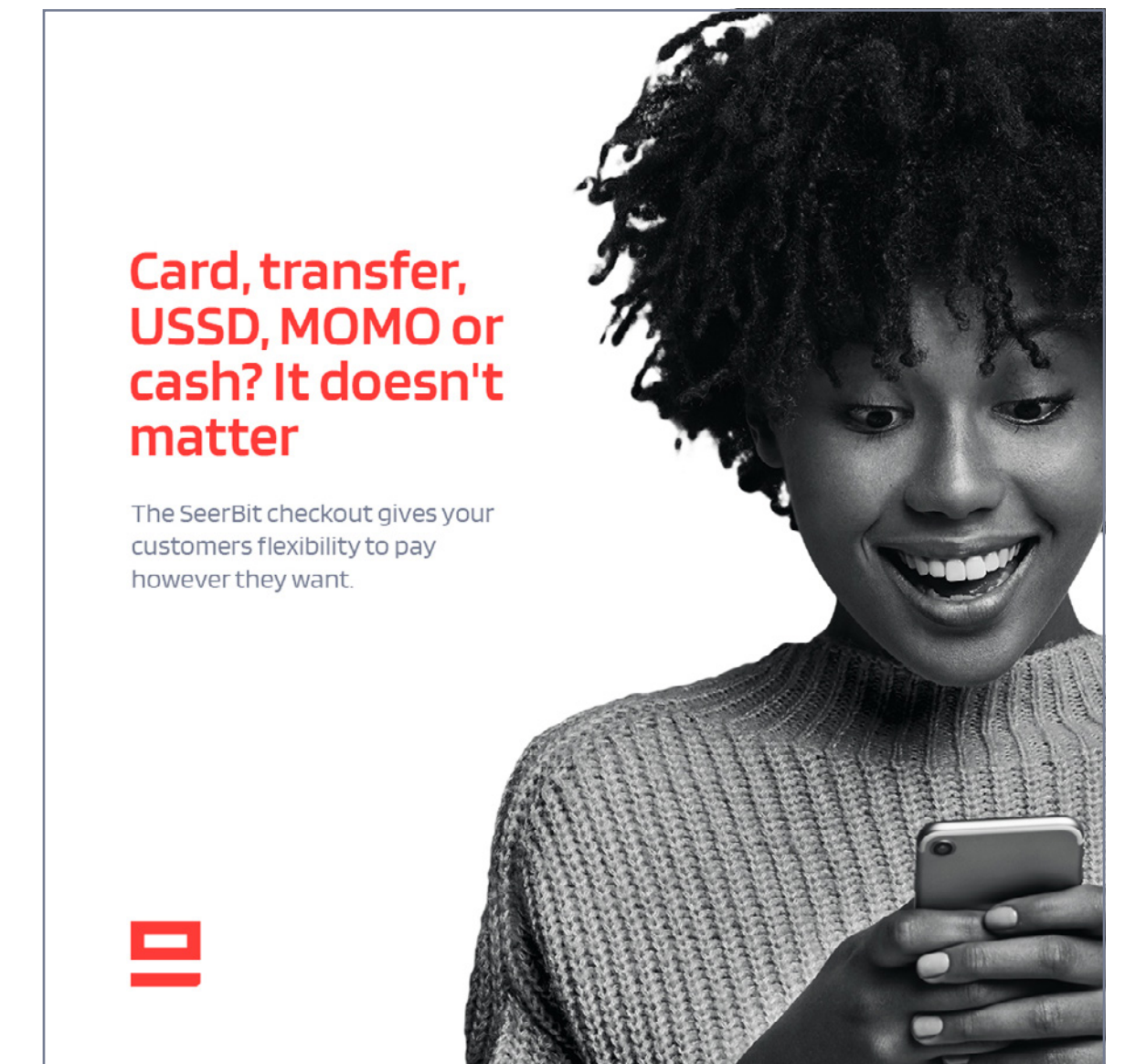
IMAGE FILTER

While images can be applied in full colour, **we recommend applying images with a 'black and white' filter** especially when they are being applied on our most preferred Red background.

The Black in the black and white filter should be our brand's Black as defined on page 16. In order for the filtered image to create a sharp contrast against a Red background, for example, we recommend reducing the brightness and increasing the contrast of the filtered photo.

The black and white filter can be applied to both full crop photos as well as cut-out images.

See examples of filtered images on the right.



CONCLUSION

Thank you for paying attention to the guidelines outlined in this manual. We care about the consistent use of our visual identity elements and the cohesion of our visual language across all our visual communication materials.

This manual was prepared for our design team as well as agencies and/or consultants handling our visual communications.

All the elements defined in this document, from the logo to the pattern can all be provided on request. We don't recommend trying to recreate these elements.

Kindly note that we do not claim the rights to the images used in this document; they are strictly for presentation purposes and the appropriate rights should be attributed to their respective owners.