

Brand Visual  
Identity  
Guidelines



BAS  
CAPITAL

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# Intent of this Guide

The BAS Capital visual identity guidelines has been established to guide a new approach to visual communication in printed and digital branded content. This visual identity guide is a reference for everyone who is authorized to work with the BAS Capital brand.

Our intent with this guide is not to restrict creativity and innovation: far from it. We believe in the creative spirit, and innovation is one of our core values. What we strive for is a coordinated, consistent, and effective brand presence in everything we create.

If we make something, we want to make sure that people know where it came from.

While some of our brand executions and graphics have been standardized - like business cards, letterhead, and envelopes - these are not intended as the focus of this guide. Instead, it is to empower you, the creative, with the elements you need to create. By utilizing these tools, resources, and adhering to the guidelines within, you'll make things that look like the BAS Capital brand, every time.

# Using our brand materials

When it comes to our brand, our reputation, we maintain strict control over it.

We hold ourselves to incredibly high standards, and we expect the same wherever our brand is represented.

You must have specific permission and authorization to use any of our brand materials, including any resources, graphics, or visual elements found within this guide and its accompanying files. Simply being in possession of these materials does not imply or imbue permission in any way. The approval process for materials and implementations of our brand will vary.

Please contact an authorized BAS Capital representative (usually

your point of contact) with questions.

We reserve the right to disapprove or deny any use or uses of our logo, our brand visuals, or other brand elements at any time, for any reason.

Our vision is to build a leading,  
innovative, global service  
group that transforms businesses.

# About Us

BAS Capital is a boutique Business Advisory and Principal Investment Firm specialized in providing financing and advisory solutions to small and medium sized businesses for growth.

BAS Capital was founded in May 2020 with an objective to Impact SMEs. We continue to build long-term relationships with companies and collaborate with executives who are looking to raise additional capital or grow strategically.

We aim to help nurture businesses through the deployment of capital and strategies for growth.

We have supported through deployment of capital initiatives in the technology, Logistics and microfinance sectors in Abuja. Our aim is to help these enterprises grow to maturity.

# Mission

BAS Capital will utilise its knowledge and professional capabilities to seek, create and stimulate opportunities for its clients, stakeholders and the society at large to deliver long lasting solutions and verifiable investment opportunities.

# Values

Our vision is to build a leading, innovative, global service group that transforms businesses.



# Core Values

Our organizational core values will be heavily steeped in the traditional values that have made advisory and private equity firms all over the world very successful partners to discerning corporate and high networth clients.

Our business dealings and organizational actions shall therefore be guided by and consistent with these values.

- **Solution-oriented**
- **Empathy**
- **Creativity**
- **Learning and Growing**

These core values will be reflected in our daily interactions and outline how we behave with our clients, how we act and communicate with our colleagues and how we relate with all other stakeholders of the bank

# Brand Logo



Name, company logo, colours, typeface: these are the pillars of the identity of the company. Their characteristics ensure an individual and consistent image of the company on the market. The graphic of the definitive logo is very clean, square, linear, essential, strong and emphasizes the values of the brand. The logo is a graphic comprised of the wordmark (logotype) and

figurative mark (symbol). The lettering is created using the Avenir typeface, and the stylized fox is inseparable. The logo should be always produced from the master artwork. The only time you should use the symbol alone is on the website or social media channels where there are other elements to help the user recognise the brand.



BAS  
CAPITAL

Primary Logo



**BAS CAPITAL**

Secondary



Safe Area

BRAND VISUAL IDENTITY



70mm | A2



45mm | A3



30mm | A4/A5

Minimum Size



20mm | 60px

App Icon / Favicon



32 x 32px

Legibility

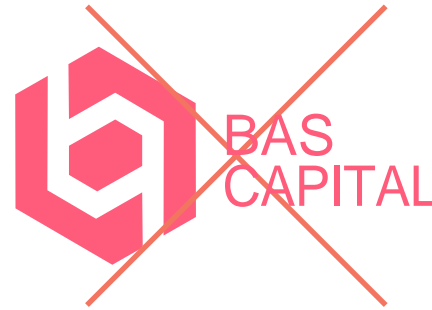
## BRAND VISUAL IDENTITY



DO NOT change the logo's orientation or rotation



DO NOT disproportionately scale the logo



DO NOT change the logo's colors



DO NOT display the logo in a different configuration



DO NOT attempt to recreate the logo



DO NOT add special effects to the logo



DO NOT display the logo as an outline



DO NOT display the logo with limited legibility

## Common Errors

Note: This is not a comprehensive list of errors. These are simply the most common or egregious errors.

# Brand Colors

Our company colours are professional and modern, expressing who we are.

Pantone 7700C is the main colour of the BAS Capital identity so it has the strongest presence on our brand.

Pantone 663 C complement the light grey, creating balance and making the palette more distinctive and sophisticated.

Pantone Cool gray 6 C, 2767C and 5615C balance the other colours and gives space to the elements.

Alternative colours should not be introduced into the system, or they would reduce the impact of our colour palette.

The BAS Capital logotype can be produced only from these colors.

Please select the most

appropriate color for your communication and over time try to use them equally so we don't become associated with just one color.

You should always try to use the positive (main) version of the logo. However, when the background is the same colour as an element of the logo you can use the negative version.



BRAND VISUAL IDENTITY

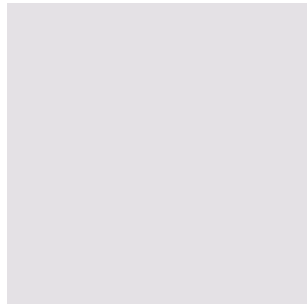


PANTONE  
7700 C

CMYK  
90, 61, 33, 13

RGB  
37, 91, 125

HEX  
255B7D



PANTONE  
663 C

CMYK  
9, 9, 5, 0

RGB  
228, 225, 229

HEX  
E4E1E5



PANTONE  
Cool gray 6 C

CMYK  
36, 29, 29, 0

RGB  
168, 168, 169

HEX  
A8A8A9



PANTONE  
2767 C

CMYK  
100, 87, 42, 41

RGB  
18, 40, 75

HEX  
12284B



PANTONE  
5615 C

CMYK  
64, 40, 62, 18

RGB  
94, 116, 98

HEX  
5E7462

Color Palette



# Typography

Typography is a powerful tool in the development of a creative identity and is a key element to create a cohesive look across all communications. Using a typeface consistently makes it recognisable; it pulls together communications and makes them more distinctive. The style of type we use to bring our communication to life sets the tone of our brand: clean, modern, stylish, distinctive and legible. Selected fonts are a great combination of sans-serif: DM Sans and Inter.

A

DM SANS

ABCDEFGHIJKLMNOPQRSTUVWXYZ

The quick brown fox jumps over the lazy dog

The quick brown fox jumps over the lazy dog

Logo Main Font

A

INTER

The quick brown fox jumps over the lazy dog  
The quick brown fox jumps over the lazy dog

Secondary

# Application Examples

The following section brings all of the identity elements together to show the BAS Capital Brand in application: we would like as many people and organisations as possible to use the identity elements of the BAS Capital Brand. Please use these

example applications as a visual guide to help you create your communications. This section demonstrate the flexibility of the brand, exploring the use of all the elements, elements working in partnership and logotype only.

Note: This is not a comprehensive list of all Brand Identity deliverables.



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ID Card



Shirt



Cup

# Glossary

## CORPORATE IDENTITY

A corporate identity is the overall image of a corporation or firm or business in the minds of diverse publics, such as customers and investors and employees. It is a primary task of the company communications department to maintain and build this identity to accord with and facilitate the attainment of business objectives.

## IDENTITY MANUAL

A formal reference document establishing technical and creative standards for a visual identity system. Typical standards include descriptions and specifications for reproducing the logo or logotype stationery

system, common print and web applications and examples of use on merchandise.

## LOGO

A logo is a graphic mark or emblem commonly used by commercial enterprises, organizations and even individuals to aid and promote instant public recognition. Logos are either purely graphic (symbols/icons) or are composed of the name of the organization (a logotype or wordmark).

## TYPEFACE/FONT FAMILY

In typography, a typeface (also known as font family) is a set of one or more fonts each composed of glyphs that share common

## BRAND VISUAL IDENTITY

design features. Each font of a typeface has a specific weight, style, condensation, width, slant, italicization, ornamentation, and designer or foundry. There are thousands of different typefaces in existence, with new ones being developed constantly.

### STATIONERY

Stationery has historically pertained to a wide gamut of materials: paper and office supplies, writing implements, greeting cards, glue, pencil cases and other similar items.

### TEMPLATE

A pre-developed page layout in electronic or paper media used to make new pages with a similar design, pattern, or style.

### BRAND

Brand is the “name, term, design, symbol, or any other feature that identifies one seller’s product distinct from those of other sellers.” Initially, branding was adopted to differentiate one person’s cattle from another’s by means of a distinctive symbol burned into the animal’s skin with a hot iron stamp and was subsequently used in business, marketing, and advertising.

### CMYK

The CMYK color model (process color, four color) is a subtractive color model, used in color printing, and is also used to describe the printing process itself. CMYK refers to the four inks used in some color printing: cyan,

magenta, yellow, and key (black). The “K” in CMYK stands for key because in four-color printing, cyan, magenta, and yellow printing plates are carefully keyed, or aligned, with the key of the black key plate.

### RGB

The RGB color model is an additive color model in which red, green, and blue light are added together in various ways to reproduce a broad array of colors. The name of the model comes from the initials of the three additive primary colors, red, green, and blue.

### PRIMARY COLORS

The core selection of identifying colors that are used in a logo.

### PALETTE

A given, finite set of colors for the management of digital images. weight, style, condensation, width, slant, italicization, ornamentation, and designer or foundry.

# Contacts

Should you need any further information,  
please do not hesitate to contact us.

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