VISUAL IDENTITY GUIDE · 01 THE LOGO

Barkath Financial Services

> **From Wall Street to Main Street:** their mission, "bring the Wall Street knowledge to the Main Street", becomes a real American street sign; the crossing pivots on opening, Wall St turns edge-on and Main St comes face-on; service titles are green street plates; the jargon dissolves to leave their clear sentence; the colours are those of their "Top 3 must haves" poster.

PRIMARY LOGO · GOLD ON CREAM

barkath Financial Services

COLOUR
#cc9f39 on #fbf7ec

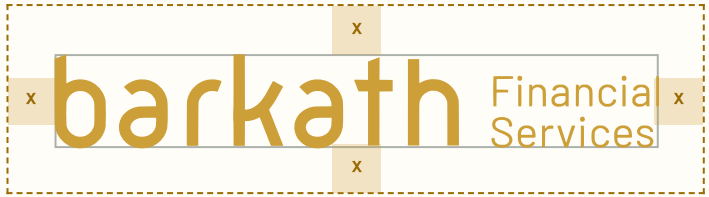
LIGHT ON DARK
#cc9f39 on #012d15

DARK, ONE COLOUR
#10241a on #fffdf8

ORIGINAL FILE
PNG 2203×699, #B9A841

The logo is the client's own, traced from the original PNG into a single vector path (never redrawn). On the website it is shown in the gold of the Instagram poster, #cc9f39, instead of the original olive #B9A841.

CLEAR SPACE



Keep an empty margin of at least **X** on every side, with X = half the height of the logo. Nothing else (text, image edge, plate) enters this frame.

MINIMUM SIZE

barkath Financial Services
25 mm / 120 px
absolute minimum

barkath Financial Services
150 px · phone header

barkath Financial Services
168 px · desktop header

WHAT NOT TO DO



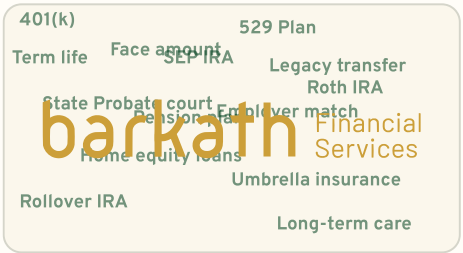
✕ Do not stretch or squash



✕ Do not recolour outside the palette



✕ Do not add shadows or effects



✕ Do not place on a busy background or photo

02 · COLOURS

A palette taken from their poster

Forest green #01401e, gold #cc9f39 and dark gold #c78603 were sampled pixel by pixel from Nabeel Mattara's Instagram poster of 13 July 2026 (tagged **poster**). The other tones extend them: deeper greens for dark sections, a cream paper, inks, and the greys of the sign pole. Every value below is the one used in the website's code. CMYK is an approximate conversion; check a proof before printing.

GREENS

Forest green — POSTER
HEX #01401E
RGB 1 · 64 · 30
CMYK 98 · 0 · 53 · 75
Street plates, tiles 1 and 3, buttons, contact card, "Simplified." in the title

Dark green
HEX #013216
RGB 1 · 50 · 22
CMYK 98 · 0 · 56 · 80
Button hover state

Deep green
HEX #012D15
RGB 1 · 45 · 21
CMYK 98 · 0 · 53 · 82
Dark sections (Our story, footer), Will & Trust card, seal, phone menu, floating bar

Green 2
HEX #0D4F2B
RGB 13 · 79 · 43
CMYK 84 · 0 · 46 · 69
Signature card (Nabeel Mattara) on a dark section

Pale green
HEX #E3EBE2
RGB 227 · 235 · 226
CMYK 3 · 0 · 4 · 8
Careers section background, empty track of the analysis line

Tints

rgba(16,36,26,.13) hairlines
rgba(255,255,255,.74) text on dark
rgba(255,255,255,.14) dividers on dark

GOLDS

Gold — POSTER
HEX #CC9F39
RGB 204 · 159 · 57
CMYK 0 · 22 · 72 · 20
Logo, accent, gold button, quote marks, "Peace of Mind", icons on dark

Gold hover
HEX #D8AD4A
RGB 216 · 173 · 74
CMYK 0 · 20 · 66 · 15
Gold button hover state

Dark gold — POSTER
HEX #C78603
RGB 199 · 134 · 3
CMYK 0 · 33 · 98 · 22
Tile 2 (Long Term Care Protection)

Gold text
HEX #9B6B05
RGB 155 · 107 · 5
CMYK 0 · 31 · 97 · 39
Small gold text on light backgrounds (contrast)

Light gold
HEX #F8EED6
RGB 248 · 238 · 214
CMYK 0 · 4 · 14 · 3
Public Notary card background

Sun glow

rgba(204,159,57,.38) fading to 0 behind the sign: the only gradient, with the pole shading.

NEUTRALS

Ink
HEX #10241A
RGB 16 · 36 · 26
CMYK 56 · 0 · 28 · 86
Titles and main text, outline buttons, one-colour logo

Ink 2
HEX #4A5A50
RGB 74 · 90 · 80
CMYK 18 · 0 · 11 · 65
Secondary text, lead paragraphs

Cream paper
HEX #FBF7EC
RGB 251 · 247 · 236
CMYK 0 · 2 · 6 · 2
Page background, header bar

Warm white
HEX #FFFDF8
RGB 255 · 253 · 248
CMYK 0 · 1 · 3 · 0
Cards, tile bodies, Analysis section

White
HEX #FFFFFF
RGB 255 · 255 · 255
CMYK 0 · 0 · 0 · 0
Edge of the street plates, text on dark

Contrast pairs

Ink on cream	15.2:1
White on forest	12.0:1
Gold on deep green	6.2:1
Gold text on cream	4.4:1
Gold on cream (logo only)	2.3:1

SIGN POLE AND PLATES

Pole grey 1
HEX #5B635F
RGB 91 · 99 · 95
CMYK 8 · 0 · 4 · 61
Pole, darkest edge and cap

Pole grey 2
HEX #6C7570
RGB 108 · 117 · 112
CMYK 8 · 0 · 4 · 54
Pole, left edge and cap

Pole grey 3
HEX #8D9691
RGB 141 · 150 · 145
CMYK 6 · 0 · 3 · 41
Pole, right shade

Pole grey 4
HEX #B8BFBB
RGB 184 · 191 · 187
CMYK 4 · 0 · 2 · 25
Pole cap, light

Pole grey 5
HEX #C9CFCB
RGB 201 · 207 · 203
CMYK 3 · 0 · 2 · 19
Pole, highlight

Plate grey
HEX #8B948F
RGB 139 · 148 · 143
CMYK 6 · 0 · 3 · 42
"Coming soon" plate (Land Banking)

03 · TYPOGRAPHY

Two typefaces, both open source

Overpass for everything that is shouted from a sign: titles, plates, numerals, buttons. Public Sans for everything that is read: paragraphs. The logo lettering is the client's own drawing, not a font.

Overpass

PRIMARY · TITLES, PLATES, NUMERALS, BUTTONS

Aa

WEIGHTS USED	600 · 700 · 800 · 850 (variable 100–900)
ORIGIN	Derived from Highway Gothic, the American road-sign typeface; close to the DIN of the logo's "Financial Services"
FIND IT	fonts.google.com/specimen/Overpass · v4.000, self-hosted as *overpass.woff2*
LICENCE	SIL Open Font Licence 1.1 (free, commercial use)
FALLBACK	"Arial Narrow", system-ui

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789 & $ % @ ( ) ' " "

Prosperity Simplified.

Public Sans

SECONDARY · PARAGRAPHS AND LONG TEXT

Aa

WEIGHTS USED	400 (text), 600 (choice chips); variable 100–900, italic file loaded but not used
ORIGIN	The typeface of the U.S. Web Design System (USWDS), the American government's design system
FIND IT	fonts.google.com/specimen/Public+Sans · v2.001, self-hosted as *publicsans.woff2*
LICENCE	SIL Open Font Licence 1.1 (free, commercial use)
FALLBACK	system-ui

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789 & $ % @ ( ) ' " "

We bring the Wall Street knowledge to the Main Street to help you navigate through the complex financial systems.

STYLE	FONT · WEIGHT	DESKTOP 1440	PHONE 390	LINE	TRACKING
Hero title	Overpass 850	96 px	45.6 px	0.95	-0.045em
Section title	Overpass 800	59.2 px	32.8 px	1.02	-0.03em
Contact title	Overpass 800	80 px	41.6 px	1.02	-0.03em
Mission quote	Overpass 800	56 px	28.8 px	1.22	-0.03em
Testimonial	Overpass 700	32.8 px	21.6 px	1.3	-0.02em
Tile numeral	Overpass 850	86.4 px	48 px	1	0
Tile title, caps	Overpass 850	27.2 px	20 px	1.15	+0.005em
Street plate, large	Overpass 700	32 px	22.4 px	1	+0.01em
Phone number	Overpass 800	33.6 px	24.8 px	1.25	-0.01em

STYLE	FONT · WEIGHT	DESKTOP 1440	PHONE 390	LINE	TRACKING
Hero lead	Public Sans 400	20.8 px	17.6 px	1.6	0
Section lead	Public Sans 400	17.9 px	17.9 px	1.6	0
Body text	Public Sans 400	17 px	16 px	1.6	0
Eyebrow, caps	Overpass 700	13.1 px	13.1 px	1	+0.14em
Button	Overpass 700	16.3 px	16.3 px	1	+0.01em
Menu link	Overpass 600	15.7 px	burger	1.2	0

Sizes are fluid: titles use **clamp()** between a phone minimum and a desktop maximum, computed here at 1440 and 390 px (the hero title is 45.6 px under 400 px). Titles are balanced (**text-wrap: balance**), and a non-breaking space keeps a last word from standing alone on a line. Caps only for eyebrows and tile titles, with generous tracking.

04 · STYLE

Illustration and photography

One signature object, the street sign, a handful of flat shapes, one real portrait. Nothing decorative that the client did not say or show.



The signature sign, as on the home page: Wall St edge-on, Main St face-on. Built in CSS 3D, no illustration file.



One real portrait. Nabeel Mattara's Instagram profile photo (150 px), round, ringed in gold. No stock photos and no generated illustrations.

STREET PLATES · WHITE EDGE, 8 PX CORNERS

Public Notary · Will & Trust · Land Banking & Real Estate

To bring the Wall Street knowledge to the Main Street so that no individual or family is left behind.

SEAL AND NUMBERED TILES · GREEN, GOLD, GREEN, FROM THE POSTER

PLAN TODAY FOR A LIFETIME OF Peace of Mind

1 LIFE INSURANCE
AVOID INTERRUPTION OF INCOME.
Life insurance helps replace lost income, pay off debts, and cover everyday expenses.

2 LONG TERM CARE PROTECTION
AVOID INTERRUPTION DUE TO CARE COSTS.
Long term care can be expensive and deplete your savings.

3 WILL & TRUST
AVOID INTERRUPTION OF YOUR LEGACY.
A Will & Trust ensures your wishes are followed and your assets are distributed as intended.

THE ANALYSIS LINE · DRAWN LIKE A BUS ROUTE, LAST STOP IN GOLD

Client information · Spouse · Children · Protection · Retirement accounts · Real estate · Savings & brokerage · Debts · What you are looking for · Health

ICONS · PHOSPHOR REGULAR (MIT LICENCE), OUTLINE, ONE COLOUR · PILL BUTTONS, 16 PX CARDS





Do

- Name a service or a place with a street plate; keep it flat, with its white edge.
- Keep tiles in the order green, gold, green; use gold as an accent only.
- Use Phosphor Regular icons in one colour: forest on light, gold on dark.
- Keep every text the client's own, only corrected for typos and capitals.

Avoid

- Stock photos, generated illustrations, filled or mixed icon sets.
- Drop shadows or gradients on plates (only the pole and the sun glow have shading).
- Small text in #cc9f39 on cream: use #9b6b05.
- Dark mode: the site is light only.

05 · IN USE

Instagram post, 4:5

barkath Financial Services

PLAN TODAY FOR A LIFETIME OF Peace of Mind

Do you have all 3?

Top 3 **must haves** to avoid interruption of your family's financial lifestyle.

1 **LIFE INSURANCE**
AVOID INTERRUPTION OF INCOME.

2 **LONG TERM CARE PROTECTION**
AVOID INTERRUPTION DUE TO CARE COSTS.

3 **WILL & TRUST**
AVOID INTERRUPTION OF YOUR LEGACY.



Nabeel Mattara
Prosperity Simplified.
804-704-6041
enquiry@barkathfin.com

BUSINESS CARD · FRONT, SHOWN AT 125 %

barkath Financial Services
Prosperity Simplified.

BUSINESS CARD · BACK, 89 × 51 MM, SHOWN AT 125 %

Main St



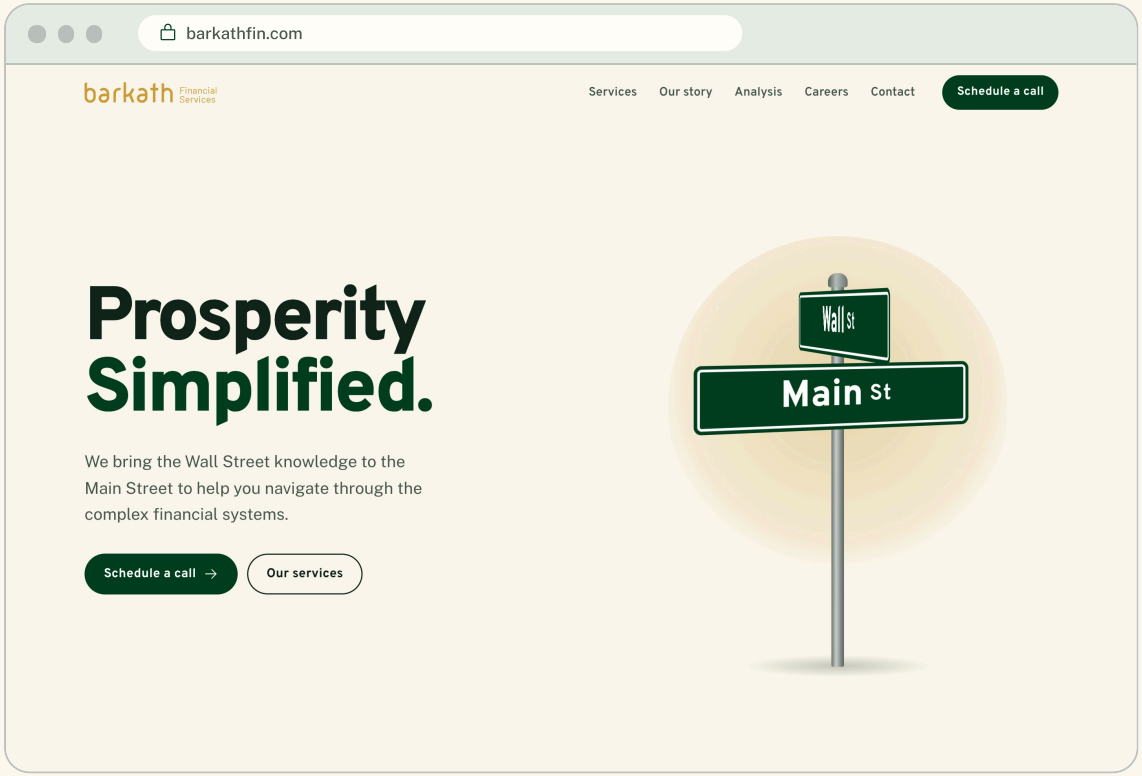
Nabeel Mattara
804-704-6041
enquiry@barkathfin.com
barkath Financial Services

What these two pieces use.

- Colours: forest #01401e, dark gold #c78603 and deep green #012d15 for the tiles, band and card front; cream #fbf7ec for the grounds.
- Type: Overpass 850 for the headline and numerals, 700 to 800 for details; all texts are the client's own, from the website and the poster.
- Shapes: the seal, tiles in the order green, gold, green, and the Main St plate; one round portrait with its gold ring.
- Logo in gold on cream or on deep green, with its clear space.

06 · THE WEBSITE

Desktop



Home page, 1440 × 900 px
"Prosperity Simplified.", after the opening rotation of the sign: Main St face-on.

PHONE

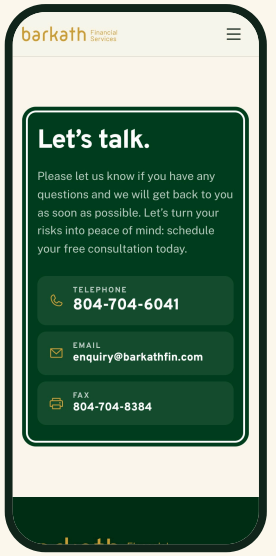
390 × 844 px



Home
Sign, title, two buttons



Do you have all 3?
Seal, tiles, floating quick links



Let's talk
The contact plate

COLOURS OF THE SITE

Forest #01401e	Deep #012d15	Pale #e3ebe2	Gold #cc9f39
Dark gold #c78603	Gold text #9b6b05	Cream #fbf7ec	Ink #10241a

TYPE

Overpass

Public Sans

Titles and plates · paragraphs

SHAPES

Pill button

Main St

Pill buttons · 16 px cards · 8 px plates

BEHAVIOUR

- Light theme only.
- Sections appear on scroll; all motion stops with "reduce motion".
- The sign pivots once, on opening.
- Phone menu mirrors the desktop menu.