VISUAL IDENTITY GUIDE · 01 THE LOGO

Barkath *Financial Services*

OPTION 2 · "360°"

> 360°. *Their promise of "custom tailored 360° solutions" and their compass icon become a graduated compass dial: on opening, a gold ring draws itself around the photo and a gold marker turns to the north-east; the five services sit on a dial and the needle swings to the one you choose; "Do you have all 3?" ticks itself.*

PRIMARY LOGO · THEIR ORIGINAL GOLD ON WHITE

barkath Financial Services

COLOUR
#b9a841 on #ffffff

LIGHT ON DARK
#b9a841 on #353b3e

DARK, ONE COLOUR
#353b3e on #ffffff

FAVICON
white on sage #5c7663

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). Its original colour, #B9A841, is kept on the website (header, footer, phone menu). On white it reaches only 2.4:1 contrast: use it for the logo and large marks, never for small text.

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, button) enters this frame.

MINIMUM SIZE

barkath Financial Services
25 mm / 120 px
absolute minimum

barkath Financial Services
156 px · phone header

barkath Financial Services
176 px · desktop header

WHAT NOT TO DO

barkath Financial Services

✕ **Do not stretch or squash**

barkath Financial Services

✕ **Do not recolour outside the palette**

barkath Financial Services

✕ **Do not add shadows or effects**



✕ **Do not place on a photo without a plain panel**

02 · COLOURS

The colours of *their site today*

Nothing was invented: these twelve colours are the ones of their current website, barkathfin.com (sage, slate, blue-grey and gold of the logo), and the ones used by the new site proposal. Every value is the one in its code. CMYK is an approximate conversion; ask for a printed proof before any print run.

SAGE

Sage
HEX #5C7663
RGB 92 · 118 · 99
CMYK 22 · 0 · 16 · 54

Accent: buttons, italic words in titles ("Simplified."), eyebrows, icons, selected service, ticked boxes, testimonials section, favicon

Sage dark
HEX #4B6352
RGB 75 · 99 · 82
CMYK 24 · 0 · 17 · 61

Hover state of the plain button

Sage pale
HEX #EAF0EC
RGB 234 · 240 · 236
CMYK 3 · 0 · 2 · 6

Menu pill on hover, icon discs of services and careers, ticked card

SLATE

Slate
HEX #41484B
RGB 65 · 72 · 75
CMYK 13 · 4 · 0 · 71

Body text, long graduations of the home ring, "N"

Slate 2
HEX #61686B
RGB 97 · 104 · 107
CMYK 9 · 3 · 0 · 58

Secondary text, leads, small caps labels, long graduations of the services dial

Slate dark
HEX #353B3E
RGB 53 · 59 · 62
CMYK 15 · 5 · 0 · 76

Titles, footer, phone menu, "360° solutions" disc, floating bar, name tag, "Peace of Mind" band

BLUE-GREY AND GOLD

Blue-grey
HEX #9CB8C0
RGB 156 · 184 · 192
CMYK 19 · 4 · 0 · 25

Graduations, outlines of nodes, of the outline button and of the portrait, empty tick circles

Pale blue
HEX #EEF4F5
RGB 238 · 244 · 245
CMYK 3 · 0 · 0 · 4

Financial Need Analysis section, hover of the outline button, "Virginia only" chip

Gold
HEX #B9A841
RGB 185 · 168 · 65
CMYK 0 · 9 · 65 · 27

Logo, needle, home ring and marker, portrait arc, quote marks, "360°" figure, focus ring on dark

NEUTRALS

Grey
HEX #F8F8F8
RGB 248 · 248 · 248
CMYK 0 · 0 · 0 · 3

End of the home gradient, dial face, About and Contact sections, chips

Hairline
HEX #E3E3E3
RGB 227 · 227 · 227
CMYK 0 · 0 · 0 · 11

Card outlines, dial rim, dividers, header line when scrolled

White
HEX #FFFFFF
RGB 255 · 255 · 255
CMYK 0 · 0 · 0 · 0

Page, cards, inner disc of the dial, text on dark and on sage

Veil on the Mission photo

#2f3734 (47 · 55 · 52): 92 % → 80 % at 45 % → 35 %, left to right on desktop; 78 % → 90 %, top to bottom on a phone. The only gradient besides the home background (white → #f8f8f8).



Tints and shadows

rgba(53,59,62,.94) floating bar, phone discs
rgba(255,255,255,.94) header over the page
rgba(255,255,255,.10 / .14 / .18) fills and dividers on dark
rgba(255,255,255,.66 / .80) secondary text on dark
rgba(65,72,75,.08 → .25) soft shadows under cards, nodes and discs
rgba(92,118,99,.35) halo of the selected service

Contrast pairs

Slate on white	9.3:1
Slate dark on white (titles)	11.4:1
White on sage (buttons)	5.0:1
Sage on white (eyebrows)	5.0:1
Gold on slate dark (footer)	4.7:1
White on slate dark	11.4:1
Gold on white (logo only)	2.4:1

03 · TYPOGRAPHY

Two typefaces from *their site today*

Brygada 1918 for what is said out loud: titles, quotes, service names, phone number. Barlow for what is read and pressed: paragraphs, menu, buttons in capitals. Both are the typefaces of their current site; both are free and open source. The logo lettering is the client's own drawing, not a font.

Brygada 1918

TITLES · QUOTES · FIGURES

Aa

WEIGHTS USED	500 · 600, roman and italic (variable 400–700, version 3.006, two files)
STYLE	Serif text face with a lively, calligraphic italic; italics carry the sage words of each title
FIND IT	fonts.google.com/specimen/Brygada+1918, self-hosted here as *brygada.woff2* and *brygada-italic.woff2*
LICENCE	SIL Open Font Licence 1.1 (free, commercial use)
FALLBACK	Georgia, serif

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789 & $ % @ ( ) ’ “ ” °

Prosperity *Simplified.*

Barlow

TEXT · MENU · BUTTONS

Aa

WEIGHTS USED	400 (text), 500 (menu, chips), 600 (buttons, eyebrows, name tag), 700 (client names); four files, version 1.408
STYLE	Slightly rounded, low-contrast grotesk drawn by Jeremy Tribby, inspired by California public signage
FIND IT	fonts.google.com/specimen/Barlow, self-hosted here as *barlow-400 to 700.woff2*
LICENCE	SIL Open Font Licence 1.1 (free, commercial use)
FALLBACK	system-ui, sans-serif

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	Brygada 600	89.6 px	48 px	1	-0.025em
Contact title	Brygada 600	73.6 px	41.6 px	1.08	-0.015em
Mission quote	Brygada 500	57.6 px	32 px	1.12	-0.01em
Section title	Brygada 600	54.4 px	32 px	1.08	-0.015em
Our-story quote, italic	Brygada 500 i	36.8 px	24 px	1.25	0
Service title	Brygada 600	35.2 px	25.6 px	1.15	0
Testimonial, italic	Brygada 500 i	25.6 px	20 px	1.35	0
Phone number	Brygada 600	32 px	24 px	1.3	0
“360°” in the dial	Brygada 600	36.8 px	25.6 px	1	0

STYLE	FONT · WEIGHT	DESKTOP 1440	PHONE 390	LINE	TRACKING
Hero lead	Barlow 400	20.8 px	17.9 px	1.6	0
Section lead	Barlow 400	17.9 px	17.9 px	1.6	0
Body text	Barlow 400	18 px	16.5 px	1.6	0
Menu link	Barlow 500	16 px	16 px	1.2	0
Button, caps	Barlow 600	16 px	16 px	1	+0.04em
Eyebrow, caps	Barlow 600	13.1 px	13.1 px	1	+0.16em
Choice chip	Barlow 500	15.7 px	15.7 px	1.1	0
Name tag	Barlow 600	15.2 px	14.1 px	1.2	0

Sizes are measured in Chrome on the live proposal at 1440 and 390 px. Titles are fluid (**clamp()** between a phone minimum and a desktop maximum) and balanced (**text-wrap: balance**); a non-breaking space keeps a last word from standing alone. Capitals only for eyebrows and buttons, with generous tracking.

04 · STYLE

A compass dial, *a ring, a needle*

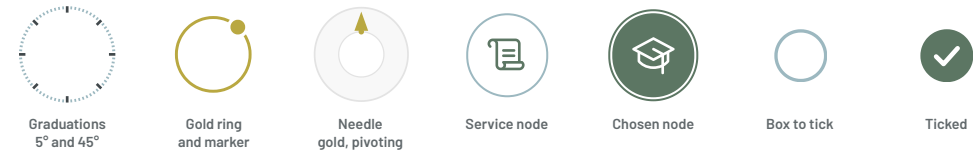
"360°" is drawn, not decorated: graduations every 5°, a long one every 45°, a gold ring that traces itself, a gold marker, a needle. The dial is always round; everything else stays plain, flat and light.



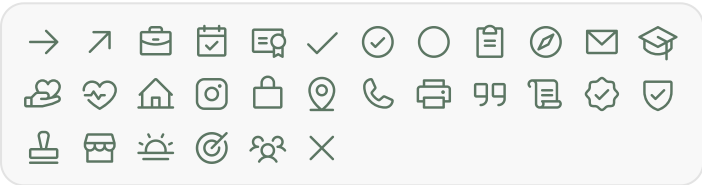
The opening of the home page: the ring is traced around the photo and the gold marker has turned to the north-east.



The services dial: five round nodes, one per service; the needle swings to the one chosen (here College / Tax Savings).



ICONS · PHOSPHOR REGULAR (MIT LICENCE), OUTLINE, ONE COLOUR



ON SLATE DARK



PHOTOGRAPHS · THEIR OWN SITE PHOTOS, LARGE, 16 PX CORNERS



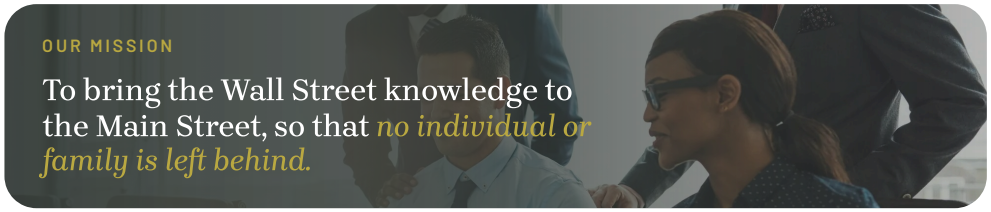
Home page, inside the dial (round)



Do you have all 3? (4:5)



Careers (5:4)



Stock images whose rights the client holds. Full-frame photo under the slate veil #2f3734, text in white with gold on the key words.



One real portrait, always round. Nabeel Mattara's LinkedIn profile photo, cropped without its blue ring, set in a white disc with a blue-grey hairline and a short gold arc that slides into place when it appears. The name sits on a slate-dark tag.

Do

- Show the five services on one dial, the needle in gold, graduations in blue-grey with slate every 45°.
- Keep gold for the logo, needle, ring, marker and portrait arc; sage for everything you press.
- Use their own photos large, with 16 px corners; round only for the dial and the portrait.
- Use Phosphor Regular icons in one colour: sage on light, gold on slate dark.

Avoid

- The two portraits that come with their website theme: they are not their team.
- Gold for small text on white (2.4:1); use slate or sage.
- A logo on a photo without a plain panel or a veil; generated illustrations; filled or mixed icon sets.
- Dark mode: the site is light only.

05 · IN USE

Instagram post, *4:5*

barkath Financial Services

Do you have *all 3?*



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

- **Life Insurance**
  AVOID INTERRUPTION OF INCOME.
- **Long Term Care Protection**
  AVOID INTERRUPTION DUE TO CARE COSTS.
- **Will & Trust**
  AVOID INTERRUPTION OF YOUR LEGACY.



Nabeel Mattara
Prosperity *Simplified.*

804-704-6041
enquiry@barkathfin.com

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

barkath Financial Services
Prosperity *Simplified.*

BUSINESS CARD · BACK

Nabeel Mattara
MECHANICSVILLE, VIRGINIA



804-704-6041
enquiry@barkathfin.com

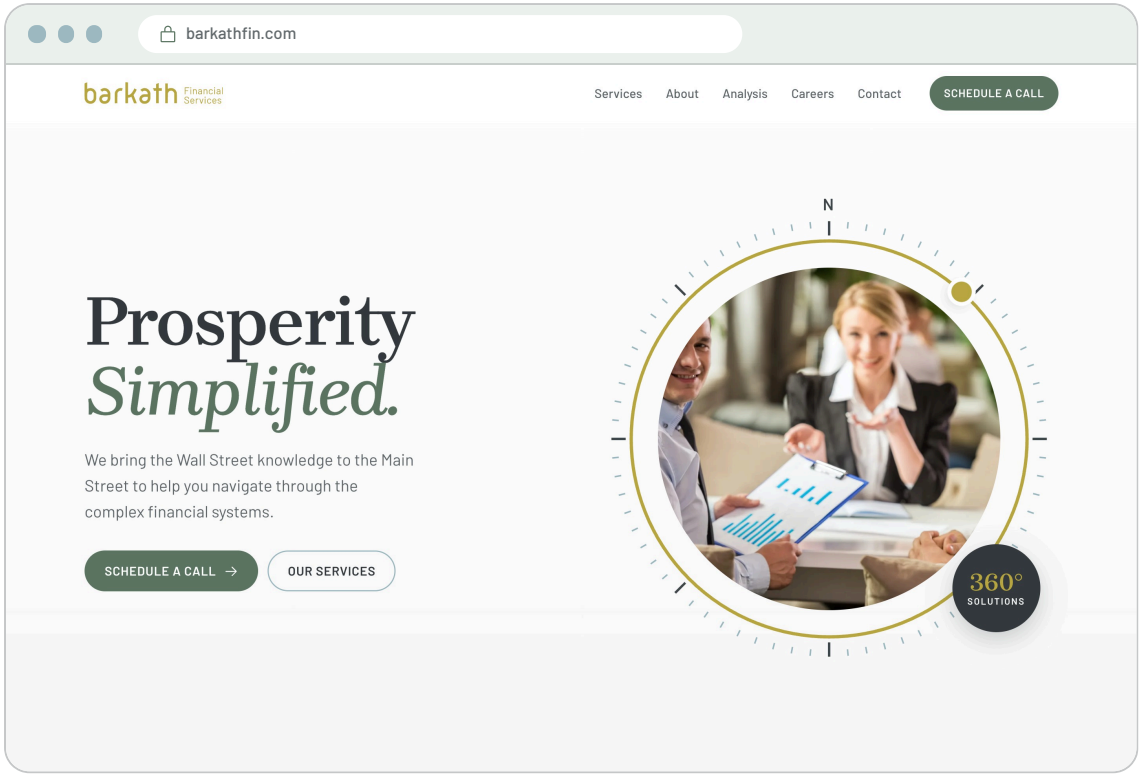
barkath Financial Services

What these two pieces use.

- Colours: white and pale sage #eaf0ec for the grounds, sage #5c7663 for the ticks and eyebrows, slate dark #353b3e for the band and the card front, gold #b9a841 for the logo, ring, marker and arc.
- Type: Brygada 1918 600 for the headline, titles and name, with its italic in sage or gold for the key word; Barlow 400 to 600 for details.
- Shapes: the dial with its ring and marker, round ticked boxes, 16 px corners, one round portrait with its gold arc.
- Logo in gold on white or on slate dark, with its clear space. All texts are the client's own, from the website and its Instagram poster.

06 · THE WEBSITE

Desktop



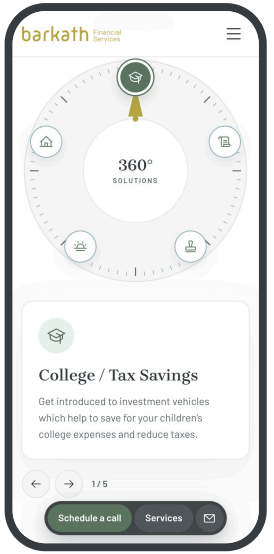
Home page, 1440 × 900 px
"Prosperity Simplified." once the opening is over: the gold ring is fully drawn and the marker has turned to the north-east.

PHONE

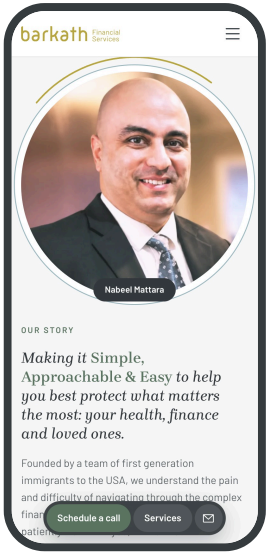
390 × 844 px



Home
Dial, title, two buttons



What we offer
The five-service dial, floating quick links



Our story
The round portrait with its gold arc

COLOURS OF THE SITE

#5c7663	#4b6352	#eaf0ec	#41484b	#61686b	#353b3e
#9cb8c0	#eef4f5	#b9a841	#f8f8f8	#e3e3e3	#ffffff

TYPE

Brygada 1918

Barlow

Titles and quotes · text and buttons

SHAPES

PILL BUTTON

Pill buttons · 16 px cards and photos · round dial and portrait

BEHAVIOUR

- Light theme only.
- The ring traces itself and the marker turns once, on opening.
- The needle swings to the chosen service; boxes tick.
- All motion stops with "reduce motion".