

Style Guide

About This Guide

Welcome to the Crunchit Brand Guidelines. This comprehensive guide is designed to provide you with a clear and cohesive framework for effectively representing the Crunchit financial services and bookkeeping brand in all your communications, both internally and externally. These guidelines encompass our brand's essence, visual identity, and values, ensuring consistency and professionalism across all touchpoints.

From our distinctive logo featuring the fusion of navy blue and vibrant orange, to the strategic use of diagonal lines as accent elements, this guide will empower you to present Crunchit's expertise in financial services and bookkeeping with authenticity and impact. By adhering to these guidelines, you play a vital role in upholding our brand's integrity and conveying our commitment to excellence in the collision repair industry. Thank you for your dedication to maintaining the strength and recognition of the Crunchit brand.



Introduction and Purpose

At Crunchit, our purpose is to empower collision repair professionals with unparalleled financial services and bookkeeping expertise. We understand the intricate financial landscape of the collision repair industry, and our mission is to provide comprehensive solutions that enable businesses to thrive. Through meticulous bookkeeping, strategic financial planning, and a deep commitment to excellence, we ensure that collision repair professionals can focus on what they do best: restoring vehicles to their pre-accident condition. Our brand stands for reliability, precision, and partnership. By streamlining financial processes, we enable our clients to navigate the financial complexities of their industry with confidence. At Crunchit, we're not just numbers – we're your financial allies, dedicated to driving success for collision repair businesses and fostering growth in a dynamic marketplace.

Voice and Tone

Brand Voice:

The Crunchit brand voice is characterized by professionalism, expertise, and approachability. Our communication strikes a balance between the technicalities of financial services and the human touch that underscores our commitment to helping collision repair professionals succeed. We convey information clearly and concisely while maintaining a warm and friendly tone that fosters trust and rapport.

Tone:

- Professional: We maintain a high level of professionalism in all interactions, reflecting our deep understanding of the financial industry.
- Knowledgeable: We communicate with authority and expertise, offering valuable insights and guidance to our audience.
- Supportive: Our tone is supportive and empathetic, understanding the challenges our clients face and offering solutions that empower them.
- Clear: We communicate complex financial concepts in a straightforward manner, ensuring that our clients can make informed decisions.
- Confident: Our tone is confident, reinforcing our status as a trusted partner in the collision repair industry.
- Engaging: We use engaging language to create connections and keep our audience interested and involved.

Examples:

"At Crunchit, we leverage our financial expertise to empower collision repair professionals on their journey to success."

"Navigating the financial landscape can be complex, but Crunchit is here to guide you every step of the way."

"Our team of experts at Crunchit is dedicated to providing you with precise and tailored financial solutions that drive results."

Visual Elements

The diagonal lines in our brand palette (#152142 navy blue and #e86a29 orange) are distinctive visual elements that add dynamism and energy to our brand's identity. These lines can be strategically integrated to enhance the visual appeal of various materials while maintaining a consistent and cohesive brand presence. When using diagonal lines as accents, follow these guidelines:

1. Complementary Enhancement:

Diagonal lines should complement our primary logo and brand colors, enhancing rather than overpowering the overall design.

2. Angle and Orientation:

Maintain the consistent angle and orientation of the diagonal lines across materials to ensure visual harmony.

3. Line Thickness:

Keep line thickness proportional and balanced, considering the scale of the design and the surrounding elements.

4. Background and Contrast:

Place diagonal lines on backgrounds that provide adequate contrast to ensure legibility and visual impact.



Primary Lockup

The primary logo lockup is the cornerstone of the Crunchit brand identity. It features the word "Crunch" in a distinguished navy blue (#152142) and "it" in a vibrant orange (#e86a29).

This lockup captures the essence of Crunchit's financial services and bookkeeping expertise for the collision repair industry. It should be the preferred choice for most applications to ensure consistent brand representation across materials.

Please refer to the logo usage guidelines for specifications on minimum size, clear space, and color variations.



The primary logo lockup for Crunchit Financial Services. The word "Crunchit" is in a bold, sans-serif font, with "Crunch" in navy blue and "it" in vibrant orange. To the right of "Crunchit", the words "Financial Services" are stacked vertically in a smaller, bold, sans-serif font, both in navy blue. The logo is positioned above a large, abstract graphic consisting of two overlapping diagonal stripes, one in navy blue and one in vibrant orange, extending from the bottom left towards the top right.

Crunchit Financial
Services

Lockup Arrangement

The phrase "Financial Services" is thoughtfully positioned on two lines to the right side of "Crunchit," aligning with its height. This arrangement ensures that our specialization is effectively communicated while preserving the visual integrity of our brand identity. It's important to adhere to the logo usage guidelines to ensure accurate spacing and proportions in this lockup arrangement.



Secondary Lockup

For scenarios where a more simplified representation is required, our secondary logo lockup presents the brand name "Crunchit" without the appended "Financial Services" text. This version maintains the signature navy blue (#152142) "Crunch" and vibrant orange (#e86a29) "it".

With this arrangement, the logo achieves a reduced width, allowing for a minimum size of 150 pixels. This lockup is ideal when space is limited while preserving the core elements of our brand identity.

The image shows a large, bold version of the secondary logo lockup. The word "Crunchit" is rendered in a sans-serif typeface. "Crunch" is in navy blue (#152142) and "it" is in vibrant orange (#e86a29). The letters are closely spaced, and the overall width is reduced compared to the primary logo.The image shows a smaller version of the secondary logo lockup. Below the text "Crunchit" is a horizontal dimension line with vertical end caps. Below the dimension line, the text "150px wide" is written, indicating the minimum width of this logo lockup.

Crunchit

150px wide

Clear Space

Maintaining an adequate clear space around the Crunchit logo is crucial to ensure its visibility and impact. The clear space is calculated using the capital "C" in the logo, allowing sufficient breathing room for the design to stand out effectively.

To maintain the logo's visual integrity, it is recommended to maintain a minimum distance equivalent to the height of the capital "C" on all sides of the logo.

This clear space ensures that the logo remains free from surrounding text, graphics, or other visual elements that might diminish its legibility and recognition. Adhering to the defined clear space not only enhances the logo's presence but also upholds the professionalism and authenticity of the Crunchit brand.

Same principles to be used for all lock ups.



Alternate Colours

To ensure our logo maintains its visibility and impact across a range of backgrounds, we offer alternate color options that provide optimal contrast and legibility. When placing the logo on our brand's navy blue (#152142) background, the logo should be presented in white and orange to ensure clear visibility. Conversely, when positioned on our vibrant orange (#e86a29) background, the logo should appear in white and navy blue. When using a dark gray (#333333) background, the logo should be rendered in white and orange.

These alternate color choices have been carefully selected to ensure that the logo stands out effectively while maintaining consistency and brand recognition. By employing the appropriate alternate logo color based on the background, we ensure that our brand's identity remains prominent and engaging across diverse design contexts.

The image shows the Crunchit logo centered on a solid navy blue rectangular background. The word "Crunchit" is written in a sans-serif font, with "Crunch" in white and "it" in orange.The image shows the Crunchit logo centered on a solid vibrant orange rectangular background. The word "Crunchit" is written in a sans-serif font, with "Crunch" in white and "it" in navy blue.The image shows the Crunchit logo centered on a solid dark gray rectangular background. The word "Crunchit" is written in a sans-serif font, with "Crunch" in white and "it" in orange.

Logo Misuse

Logo misuse can have detrimental effects on a brand's image and reputation. When the logo is used incorrectly, altered, or placed in inappropriate contexts, it loses its intended meaning and recognition, leading to confusion among customers.

The logo consists of the word "Crunch" in a dark blue, bold, sans-serif font, followed by the word "it" in a smaller, orange, bold, sans-serif font.

Do not change relation of lockups

The logo "Crunchit" is shown with a dark blue drop shadow behind the text, which is not part of the original brand identity.

Do not use fx

The word "Crunchit" is displayed in a bright green color, which is not the brand's official color.

Do not use off-brand colors

The logo "Crunchit" is tilted at an angle, which is not the intended horizontal orientation.

Do not rotate

The logo "Crunchit" is horizontally stretched, making the letters wider than they are in the original design.

Do not stretch

The logo "Crunchit" is shown with the words "Do not encroach" written in a small font directly beneath it, violating the required clear space.

Respect the clear space

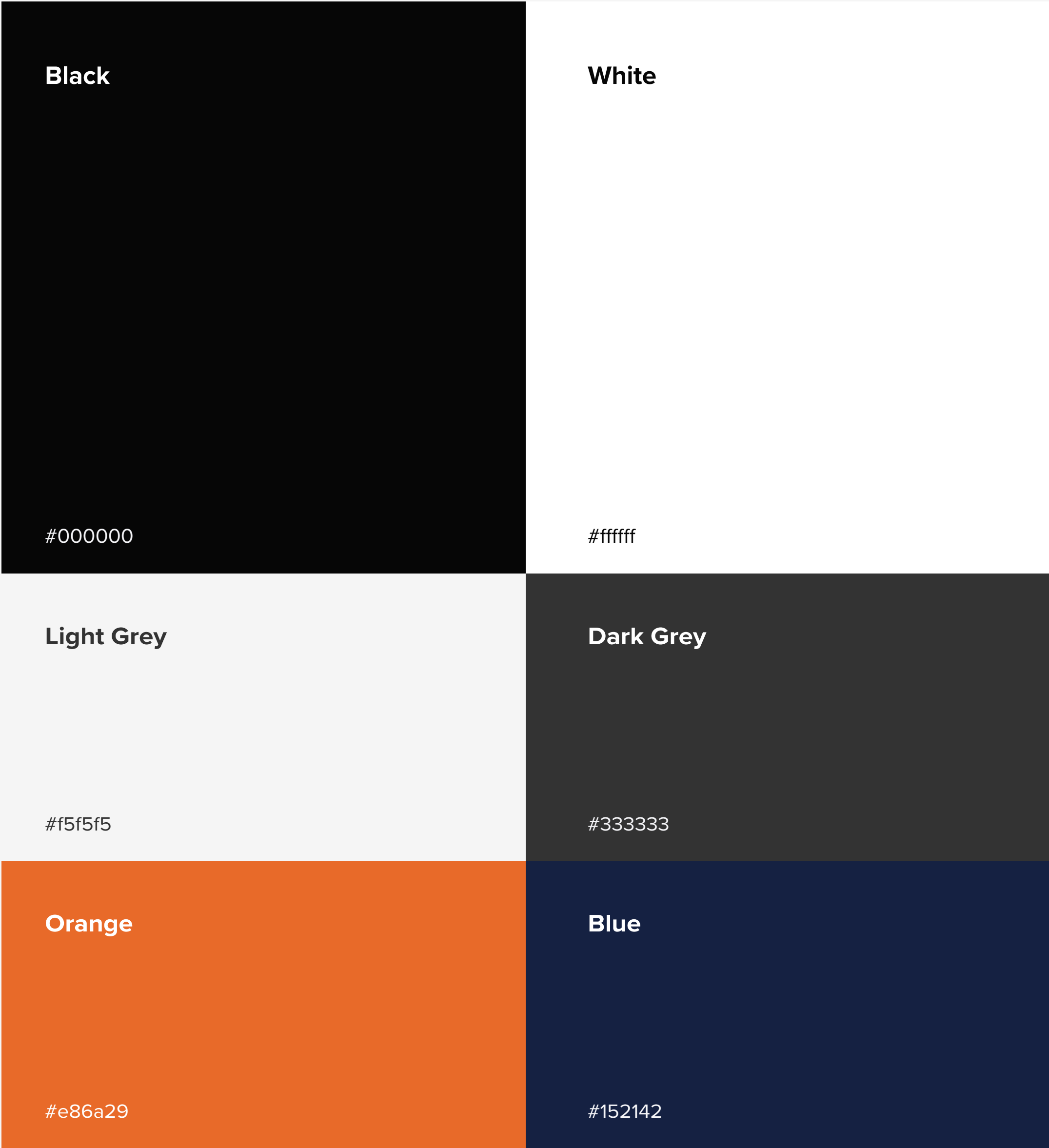
Color Palette

The Crunchit color palette is thoughtfully designed to convey professionalism, energy, and clarity. Our primary colors include the distinguished navy blue (#152142) and vibrant orange (#e86a29), representing our expertise and dynamism in the financial services and bookkeeping sector for the collision repair industry. These colors form the foundation of our brand identity. Additionally, the color palette features essential neutrals such as light gray (#f5f5f5) and dark gray (#333333), which contribute to balance and versatility across various design applications.

These grays provide a sophisticated backdrop that complements our core colors while enhancing readability and visual contrast.

The palette is further extended with classic white and bold black, ensuring flexibility and adaptability for different materials and contexts. By adhering to this well-defined color palette, we maintain a cohesive and compelling brand presence that resonates with our target audience.

Do not use any unauthorized colors.



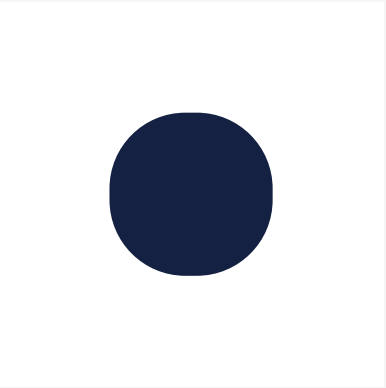
High Contrast Guidelines

Harnessing the power of our brand palette, we offer a selection of high-contrast color combinations that enhance visual impact and readability across various design materials.

These are some examples of high-contrast combinations that reflect our commitment to effective communication and professionalism, allowing our brand message to resonate powerfully across diverse contexts.



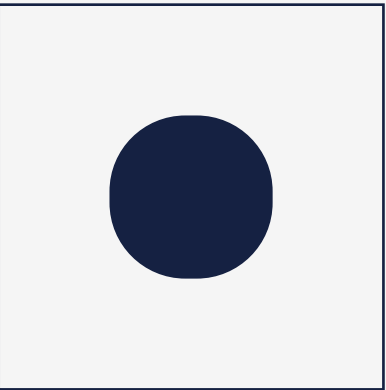
The fusion of navy blue (#152142) and vibrant orange (#e86a29) serves as a dynamic foundation for high-contrast pairings.



When seeking maximum clarity, the combination of navy blue against a white background creates a striking contrast that demands attention.



Alternatively, our vibrant orange against a dark gray (#333333) backdrop delivers a bold visual statement.

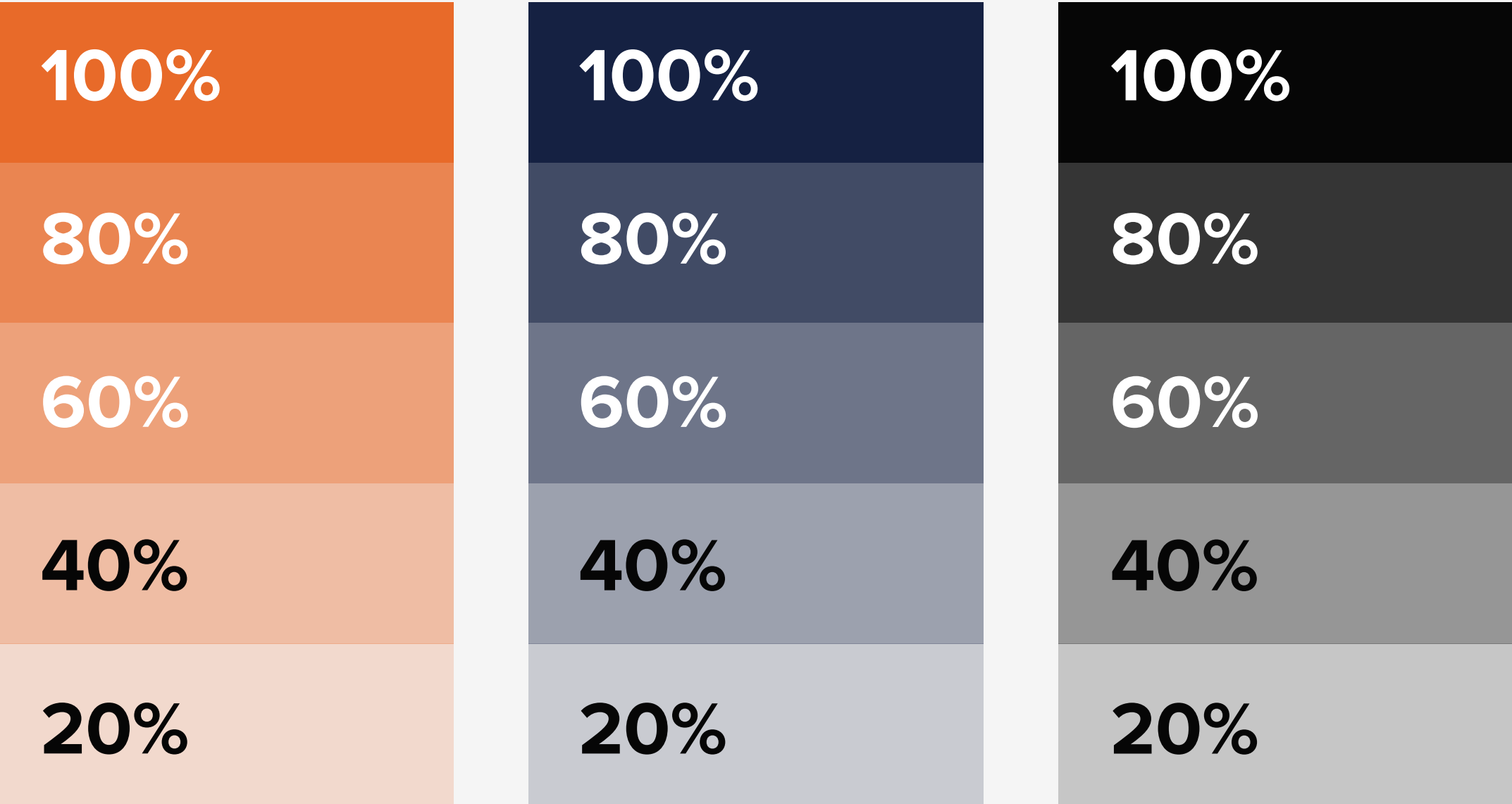


To ensure accessibility, the combination of navy blue on a light gray (#f5f5f5) surface maintains a balanced contrast suitable for longer reading engagements.

Tints and Shades

Incorporating tints and shades within a 20 percent scale system is a strategic approach that empowers us to add depth, hierarchy, and visual interest to our design elements, such as call-to-action buttons and backgrounds. This method involves adjusting the intensity of our core colors—blue, red, black, and white—by varying increments of 20 percent, resulting in a subtle yet impactful gradient effect.

Ensure contrast when setting typography. Light on dark and dark on light.



Typo graphy

Proxima Nova is known for its clean lines, easy readability, and contemporary aesthetic, making it a popular choice for brands that want to convey a sense of modernity and professionalism.

The font family's various weights and styles offer flexibility in design, allowing you to use it across different mediums, from print materials to digital platforms, while maintaining consistency. Its legibility at various sizes and on different screens ensures that your brand's message is effectively communicated to your audience.

Proxima Nova Bold

Headlines
Subheaders

Bold
Semi Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Proxima Nova

Body copy
Secondary text

Light
Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

On the Web

Typography plays a significant role in conveying our brand's personality and message. Consistency in font usage ensures a cohesive and professional appearance across all materials. Our chosen typeface is Proxima Nova. Here's how to use it effectively on the web.

Proxima Nova:

Headings (H1): Use Proxima Nova Bold in 24pt - 36pt for main headings to command attention.

Subheadings (H2): Utilize Proxima Nova Semi Bold in 18pt - 22pt for subheadings to provide hierarchy.

Subheadings (H3): Use Proxima Nova Regular in 16pt for tertiary subheadings to maintain clarity.

Body Text: Opt for Proxima Nova Regular in 14pt for body text to ensure readability.

Typography Examples

By following these typography examples, we maintain a consistent and professional appearance in all our written materials. The chosen typefaces, sizes, and styles collectively contribute to a strong and recognizable brand identity.

Heading (H1):
Proxima Nova Bold

Subheading (H2):
Proxima Nova Semibold

Subheading (H3):
Proxima Nova Semibold

Body Text (H4):
Utilize Proxima Nova Regular 16pt for longer paragraphs of text. Its clarity and readability ensure that information is easily absorbed.

Secondary Text:
Utilize Proxima Nova Regular 14pt for longer paragraphs of text. Its clarity and readability ensure that information is easily absorbed.

Buttons and Callouts (H2):
Proxima Nova Semibold

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Learn More

Collateral Business Cards

These templates are pre-set to incorporate the correct placement of the logo, address, and any other essential elements. While the templates are already prepared for immediate use, we provide an example business card design to give you a clear understanding of how the elements come together.

Feel free to refer to the example as a reference when using the templates for your own materials.



Collateral Letterhead

These templates are pre-set to incorporate the correct placement of the logo, address, and any other essential elements. While the templates are already prepared for immediate use, we provide an example letterhead design to give you a clear understanding of how the elements come together.

Feel free to refer to the example as a reference when using the templates for your own materials.



Collateral Envelopes

These templates are pre-set to incorporate the correct placement of the logo, address, and any other essential elements. While the templates are already prepared for immediate use, we provide an example envelope design to give you a clear understanding of how the elements come together.

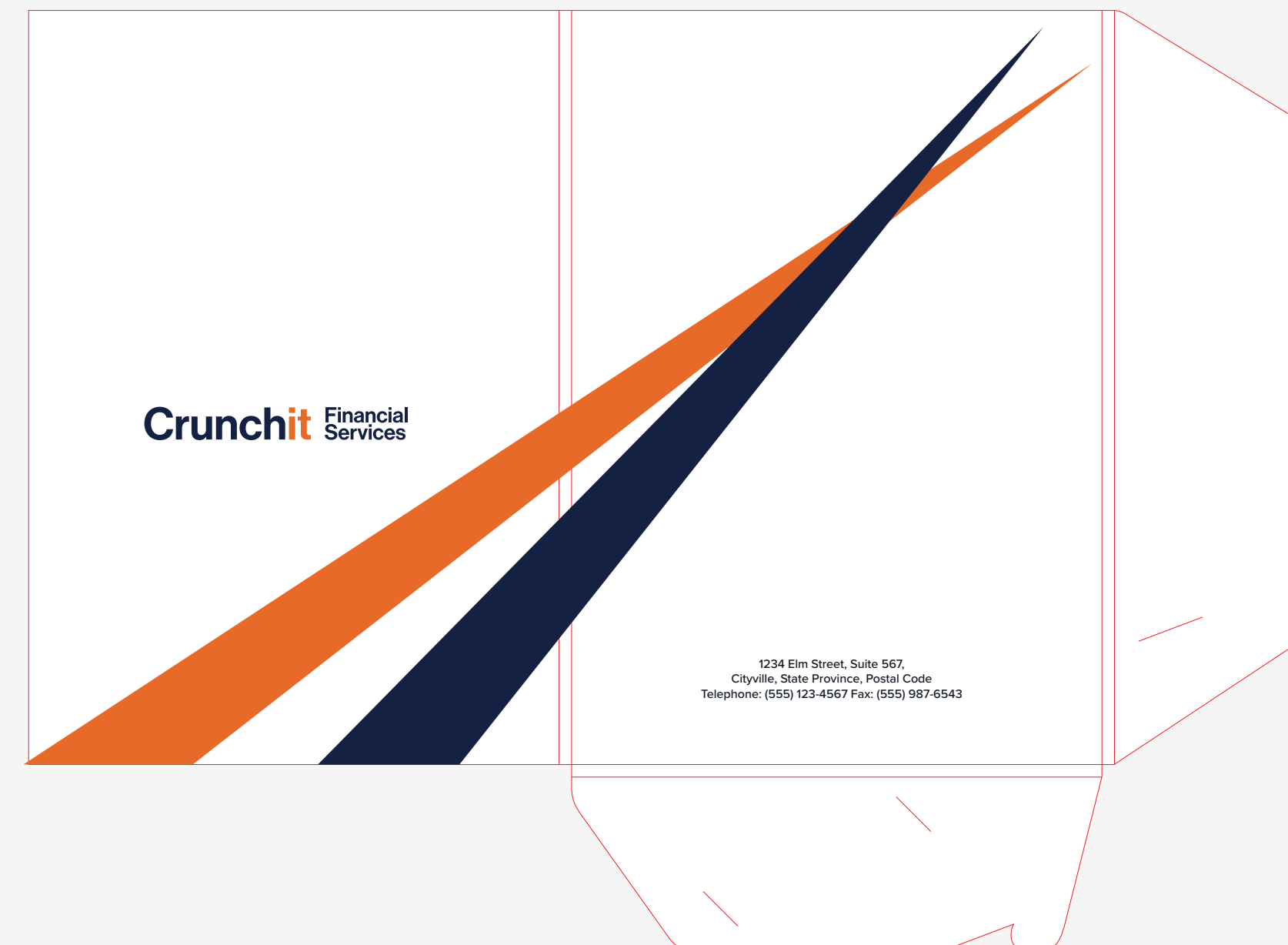
Feel free to refer to the example as a reference when using the templates for your own materials.



Collateral Folder

These templates are pre-set to incorporate the correct placement of the logo, address, and any other essential elements. While the templates are already prepared for immediate use, we provide an example folder design to give you a clear understanding of how the elements come together.

Feel free to refer to the example as a reference when using the templates for your own materials.



In Closing

The files provided with this guide generally fall into two types: raster and vector files. While both can be used for most applications, typically one is more suited, depending on the usage intent.

Raster Files

Raster files are comprised of a grid of pixels. These types of files always have a set resolution and size. Once you increase the size past its predetermined size, the quality decreases. You’ve probably seen this before: images begin to appear pixel-lated if they’re pushed too far.

Graphics, like the brand logo, can be exported in raster versions.

Photographs are always raster files.

Raster files are typically used for web graphics and digital executions.

When used in print applications, you must ensure that the file exceeds the minimum DPI (dots per inch) of 150DPI, or risk a low-quality print.

Typically, raster files end with .jpg, .png, .gif, and .psd. They are easy to open and apply.

Vector files

Vector files create their shapes by mathematical equations between anchor points. Since they are crafted by ratios, and not a grid of colored squares, vector images can be infinitely scaled.

Graphics, like the brand logo, are typically created as vector files.

Illustrations, iconography, and many of our simple shapes and graphic elements are created as vector files.

The limitations of vector files lie in their strengths: because each relationship is an equation, complex items, gradients, photographs often make vector file sizes too large. Raster images are more efficient in those situations.

Vector files are typically used for printing or producing the logo or other graphics in most forms. If you’re ever asked for a high-resolution logo file, send a vector file.

Typically, vector files end with .ai, .eps and .svg. Without special programs, these files will be difficult to open.