



NORTHLAND CAPITAL®

— EQUIPMENT FINANCE —

2024
VISUAL BRAND GUIDE

PRIMARY LOGO



FULL COLOR



BLACK



WHITE

HORIZONTAL LOGO



GRAPHIC MARK



TYPOGRAPHY SELECTION

Merriweather is the preferred font for titles.

Merriweather is a serif typeface designed for on-screen readability, meaning it's meant to be easily read on digital devices; it features a large x-height, slightly condensed letterforms, and sturdy serifs, giving it a classic yet modern appearance while remaining legible at various sizes, often associated with a warm and credible feel.

CHARACTERS

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
(1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & *)

VARIANTS

Any combination of this font family may be used for professional communications.

Light | The quick brown fox jumped over the lazy dog.

Regular | The quick brown fox jumped over the lazy dog.

Bold | The quick brown fox jumped over the lazy dog.

Ultra Bold | The quick brown fox jumped over the lazy dog.

Black | The quick brown fox jumped over the lazy dog.

Rubik is the preferred font for general usage.

Rubik is a humanist sans serif with a neutral tone and minimal calligraphic details. Its slightly rounded corners make it inviting to read, but it is minimal enough to blend into the background. Rubik is a six weight family with Roman and Italic styles.

CHARACTERS

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
(1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & *)

VARIANTS

Any combination of this font family may be used for professional communications.

Light | The quick brown fox jumped over the lazy dog.

Regular | The quick brown fox jumped over the lazy dog.

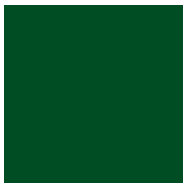
Semi Bold | The quick brown fox jumped over the lazy dog.

Bold | The quick brown fox jumped over the lazy dog.

Extra Bold | The quick brown fox jumped over the lazy dog.

Black | The quick brown fox jumped over the lazy dog.

COLOR PALETTE



CMYK 90, 41, 100, 46
RGB 0, 76, 35
HEX 004C23



CMYK 37, 4, 68, 0
RGB 168, 203, 122
HEX A8CB7A



CMYK 82, 59, 5, 35
RGB 46, 74, 84
HEX 2E4A54



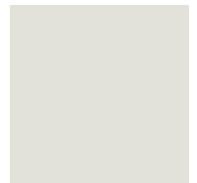
CMYK 51, 18, 30, 0
RGB 130, 176, 176
HEX 82B0B0



CMYK 22, 0, 10, 0
RGB 197, 231, 230
HEX C5E7E6



CMYK 45, 35, 46, 3
RGB 146, 148, 135
HEX 929487



CMYK 10, 7, 12, 0
RGB 227, 226, 218
HEX E3E2DA

VISUAL ASSETS



TAGLINE ASSETS

**You're
worth
more⁺**

You're worth more⁺

Financing that puts you first.

Financing that puts you first.