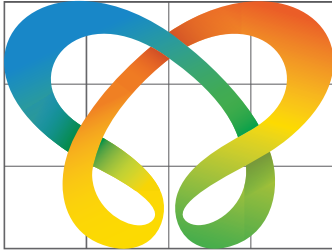




Brand Guidelines

Logo Proportions



Proportion of the mobius strip butterfly logo to be maintained is 4:3 (4 width X 3 height)



Logo Proportions



Capillary is horizontally centre aligned
to the butterfly logo



Proportion of Butterfly logo to Capillary
to be maintained is 10:9 (if butterfly logo is 100 mm in height
then the height of butterfly will be 90 mm)

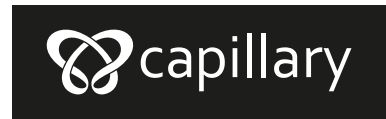


Logo: Black and white

Grayscale logo



Logo in black



Reverse



Logo: Sub brands



Logo: Sub brands proportions



capillary

Insights +

C:0 M:0 Y:0 K:50
R:147 G:149 B:151
Pantone: 423 C

C:72 M:0 Y:85 K:0
R:66 G:173 B:81
Pantone: 42AD51



capillary

Engage +

C:78 M:35 Y:0 K:0
R:38 G:136 B:199
Pantone: 2688C7



capillary

Loyalty +

C:3 M:15 Y:85 K:0
R:151 G:118 B:50
Pantone: FBDA32



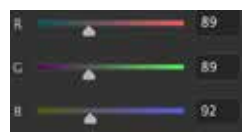
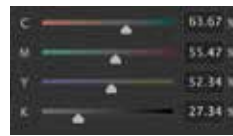
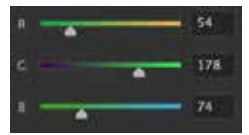
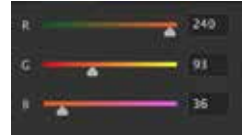
capillary

Anywhere Commerce +

C:0 M:74 Y:82 K:0
R:135 G:93 B:50
Pantone: EB5D32

Logo: Sub brands proportions







Background
colour Usage
Primary





Background
colour Usage
Secondary

