



GUIDELINES



## Brand Style Guidelines



## MISSION

### Mission Statement

Our mission is to create the foundation for a new paradigm of compliance and an ecosystem to support and sustain a strong, responsible regulatory environment.



Our vision is to help our clients reduce their compliance challenges and meet the ever evolving regulatory standards with innovative solutions.





LOGO

## Logomark Construction

A logomark is an identifying mark or symbol that doesn't contain the business name, like a drawing or image that represents the business.



## Logo Construction

The logo contains the logomark and the wordmark. Both elements have been exactly positioned and proportionally fine-tuned.



- Height of logo mark vs width of logo = 9:46
- Height of logo mark vs height of character = 7:9

## Mono Color Logo

Sometimes, often due to production costs, only one color of ink is available and so the logo must be reproduced using only one color.

In this scenario, the logo, logomark or wordmark must be used following the convention of using a light color type on a dark background or in a dark color type on a light background.



## Logo on Alternate Backgrounds

Alternate color combinations help in understanding the look and feel of the logo over different backgrounds.



LOGO

## Watermark

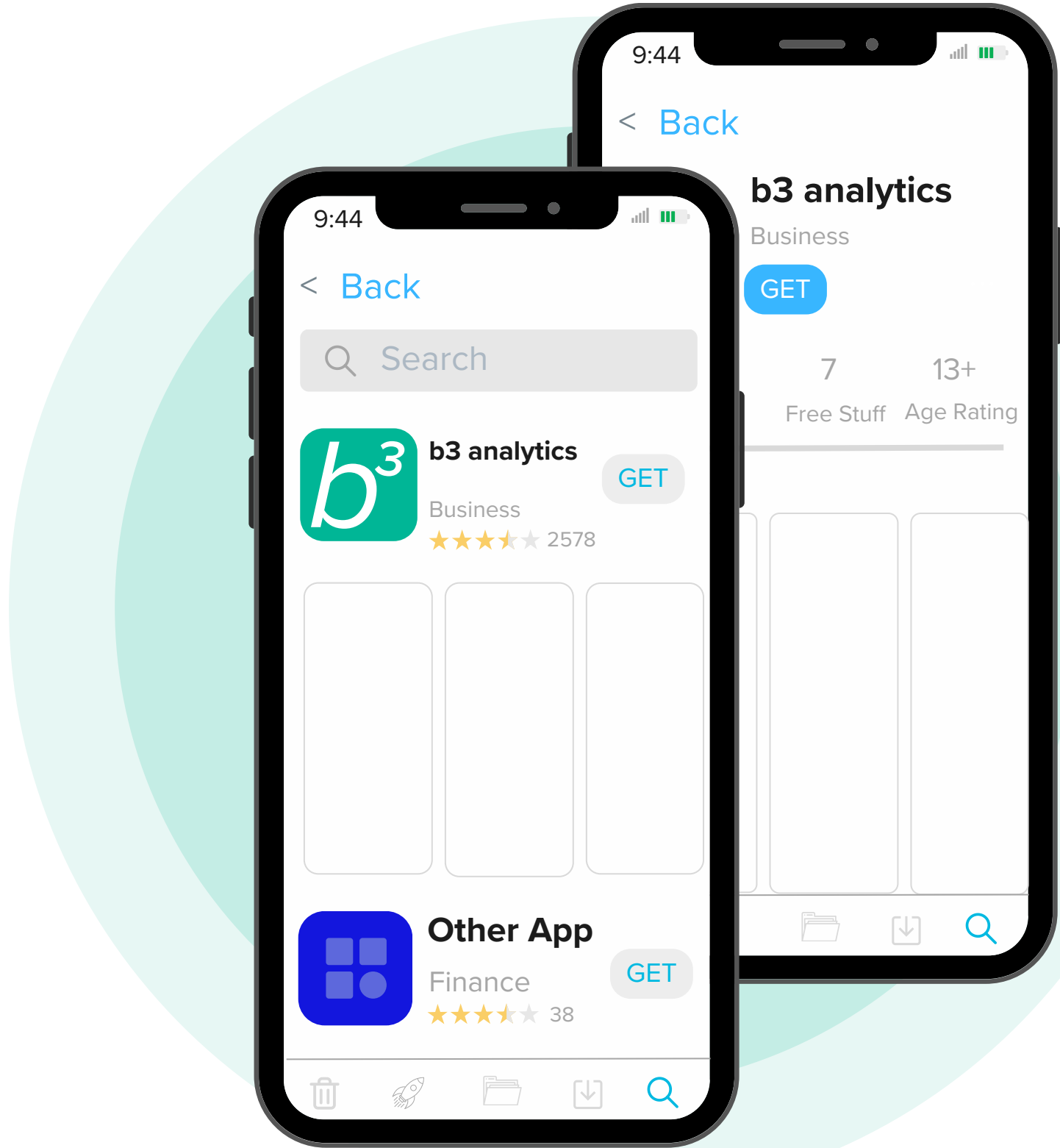
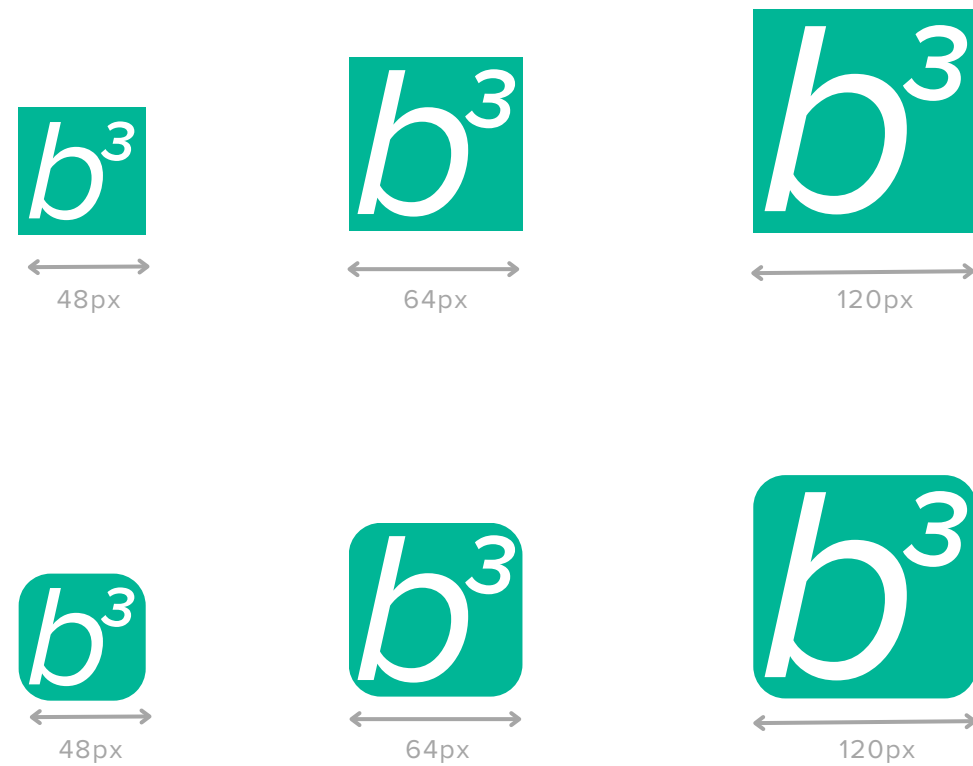
Use watermark to protect and copyright photos and videos online

- Use monochromatic version (B/W) of the logo
- Use 15-30% transparency
- Put watermark on the edge of the photo
- Keep it as small as possible while being noticeable



# Compressed Mark

Compressed marks are used for small and confined spaces where a full logo cant be used.

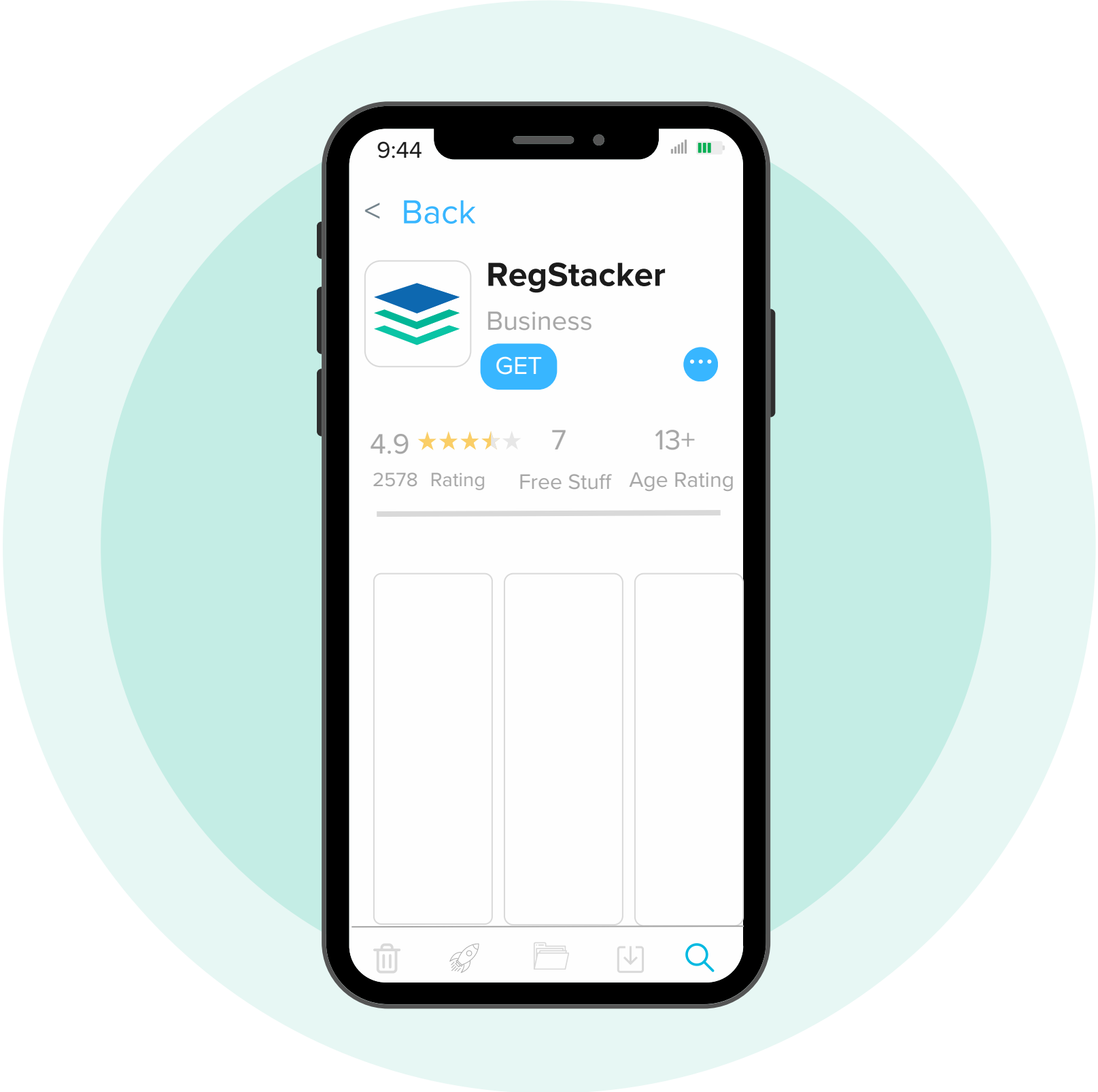




P R O D U C T S



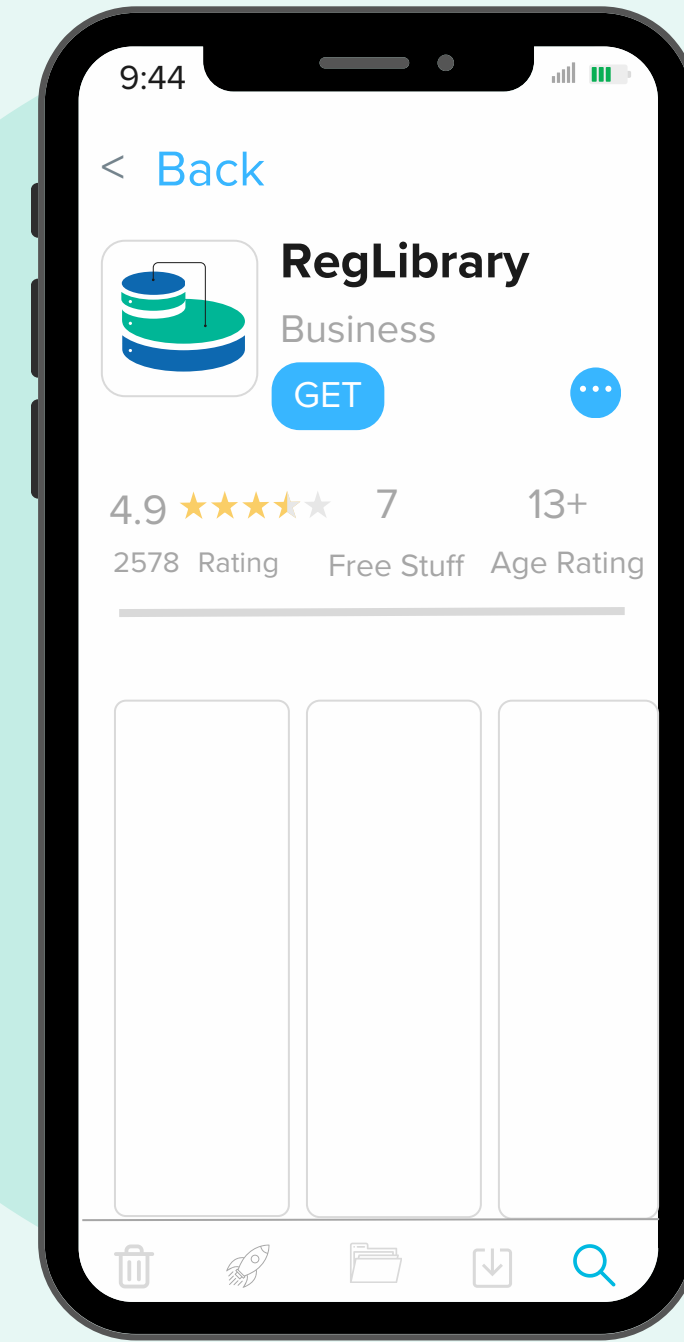
A comprehensive cloud-based software application to manage audit, governance, risk and compliance workflows with multiple deployment models.



## P R O D U C T S



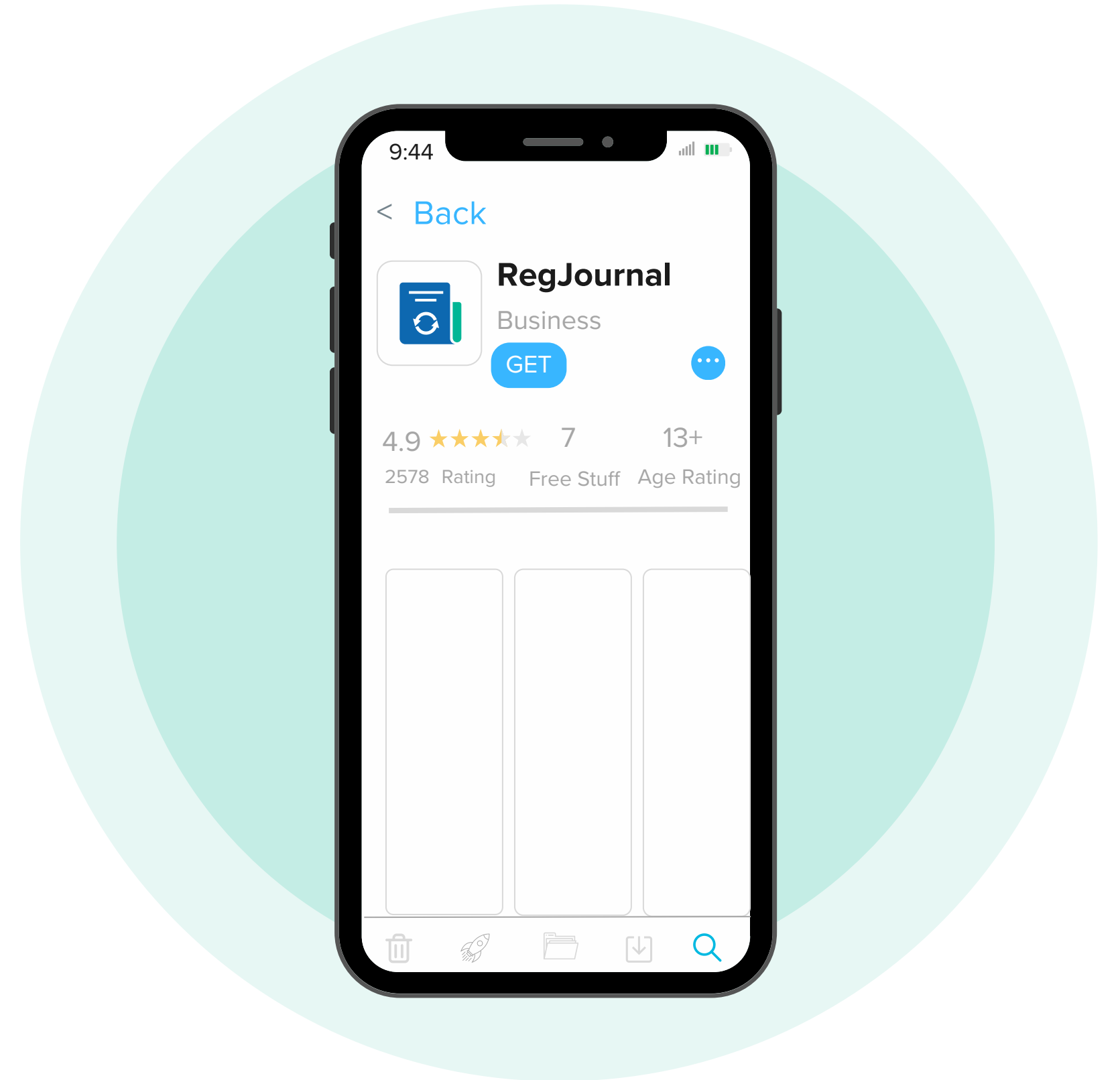
A compilation of Agency rules, including history, supporting authority, press releases and related information that can work with RegStacker to perform audit and compliance functions.



PRODUCTS



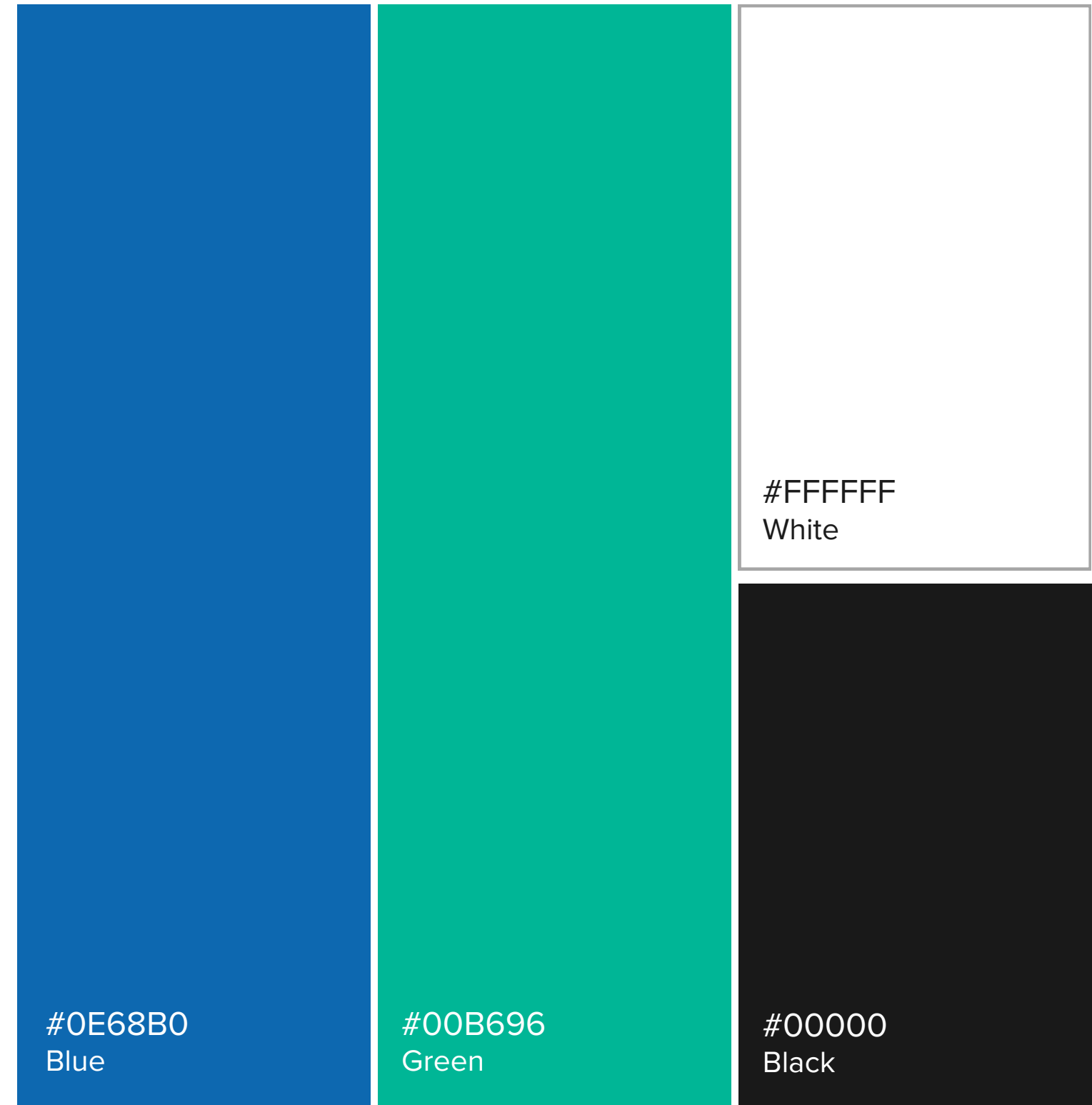
Weekly regulatory updates on Federal rules across financial services in the USA - available for subscription.



LOGO

## Primary Colors

The main color palette includes are the colors shown below, we tried to keep the color scheme basic and simple so as to not dilute brand visuals. Blue, charcoal and gray are the accent colors.



## Typography

Typography is the art and technique of arranging type to make written language legible, readable and appealing when displayed. We have used a single font style. As for both headings and body text we used Proxima Nova as font style.

Proxima Nova

Aa

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z

## Thank You

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An agile and cloud-based compliance delivery platform equipped with rule content for banking, finance, healthcare, and insurance and tools to effectively perform gap analysis, audit, and monitoring.

The brand guidelines comply with Batoi ([www.batoi.com](http://www.batoi.com)), as BCube Analytics Inc. is a Batoi Company and has unlimited privileges to use its branding and styles.

[www.bcubeanalytics.com](http://www.bcubeanalytics.com)

