



Branding Guideline

Updated 2024

Introduction

These guidelines describe the visual and verbal elements that represent Capture’s corporate identity. This includes our name, logo and other elements such as color, type and graphics.

Sending a consistent and controlled message of who we are is essential to presenting a strong, unified image of our company.

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Our Mission

To provide high quality ‘publish-ready’ photo and video capture services that:

- Customers enjoy and use to create memorable products
- Partners promote to their customers
- Buyers select for their customers
- Employees are proud of
- Investors realize profitable returns

Since 1999,
over 12 million families
have trusted us with
their most treasured
memories.

For over 20 years we have been dedicated to providing the highest quality media digitization services available.

You might say that’s our **What**. But our **Why** is the part that really matters:

We exist to help people preserve memories, share incredible moments from the past and strengthen the connections that matter most.



Logo Guidelines

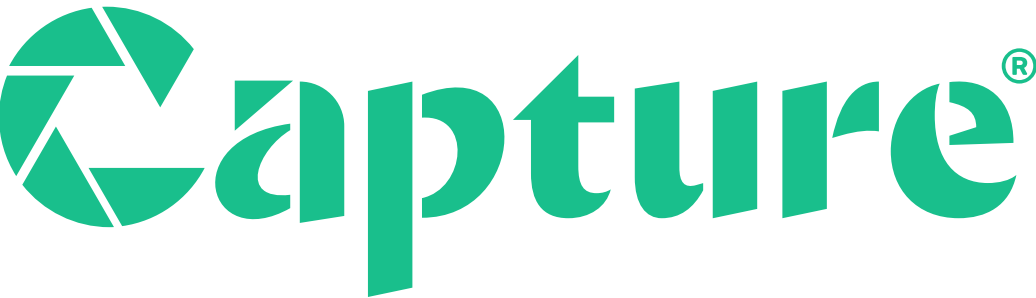
Our logo embodies our brand and is a visual representation of our products. We’ve created a complete set of design guidelines to ensure consistency over just about every instance of customer contact.

There are 2 main ways that we use Capture logomark:

The first and most commonly used version is the full Capture logotype in combination with the “C” aperature monogram.

The second, simplified version comprises of just the “C” aperature monogram.

Full Logotype

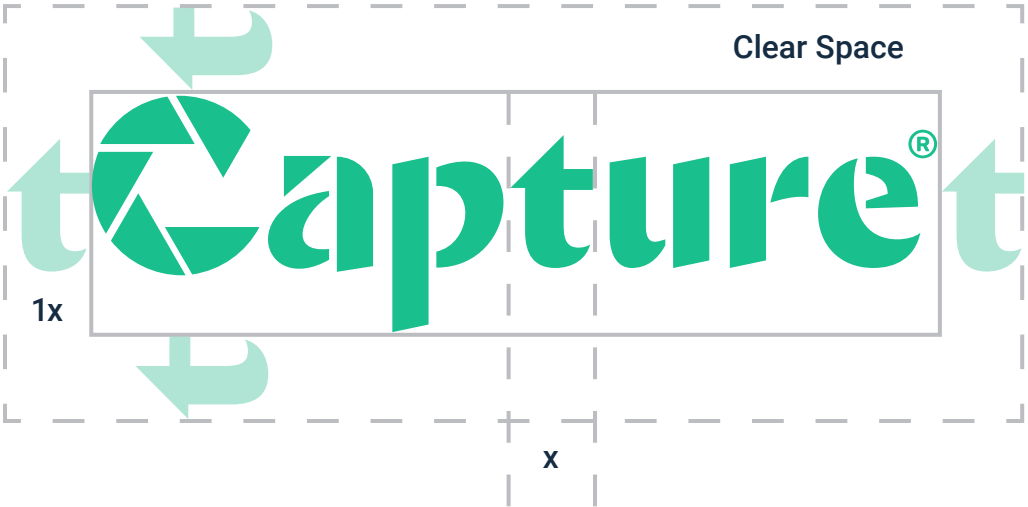


Monogram Logos



Capture Logotype

Clear Space



Minimum Height



Digital: 55px
Print: 0.75"

Logo Colors

Primary



Capture Green
Hex: #30b88A
PMS 3395 C
CMYK 73 0 62 0

Secondary



Capture Blue
Hex: #4784F2
PMS 279 C
CMYK 70 48 0 0

Dark



Capture Navy
Hex: #192C41
PMS 533 C
CMYK 92 76 48 49

Grey



Grey
Hex: #v
PMS Cool Gray 8 C
CMYK 50 40 38 3

White



White on colored Background

“Powered By“ Logo

This logo is to use with our partners. Use these partnership logos to promote your relationship with Capture.

Horizontal



Stacked



Simplified



Color Palette

Primary Colors



Capture Green Hex: #30b88A
PMS 3395 C
CMYK 73 0 62 0



Capture Blue Hex: #4784F2
PMS 279 C
CMYK 70 48 0 0



Capture Navy Hex: #192C41
PMS 533 C
CMYK 92 76 48 49

Secondary Colors (Used with primary Colors in graphical elements)

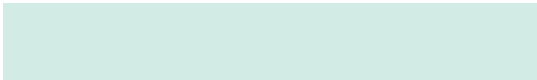


Capture Yellow Hex: #fbb035
PMS 123 C
CMYK 0 34 89 0



Capture Light Blue Hex: #99d5f5
PMS 2905 C
CMYK 36 2 0 0

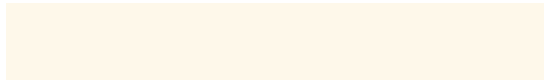
Tertiary Colors (Used as background colors)



Light Green Hex: #CFF7EA
PMS P 136-1 C
CMYK 17 0 11 0



Light Blue Hex: #EEF8Fd
PMS 2905 C
CMYK 5 0 0 0



Light Yellow Hex: #FFF6E7
PMS P 1-3 C
CMYK 0 2 8 0

Typography

DM Serif Display is our decorative serif font used to highlight what we want to say. This typeface is mainly used in our headings.

Roboto Font Family is the clean and modern font that we use for subheads and body copy.



DM Serif Display
(Header/Highlight Typeface)

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

Roboto
(Subheader, Body Copy)

Regular 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

Medium 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

Bold 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

Our Brand Voice

Capture goes beyond just preserving videos and photos by helping its customers to celebrate and share the moments in their lives (and the lives of their families) that matter most. We want to focus our messaging on the connection of old to new to ensure relevancy of content across multiple generations.

As innovators, we are dedicated to providing families the ability to easily view, share and celebrate their cherished memories. We hold a deep appreciation for the past and are passionate about new video and online technologies.

We strive to be:

Personal

Connected

Warm

Considerate

Established

Experienced

Hassle-Free

Convenient

Secure

Trustworthy

Quality - Assured

Affordable

Supportive

Functional

Capture Imagery

With our marketing imagery, we want to showcase what we media we work with and what happens after a customer uses our service to preserve their memories.

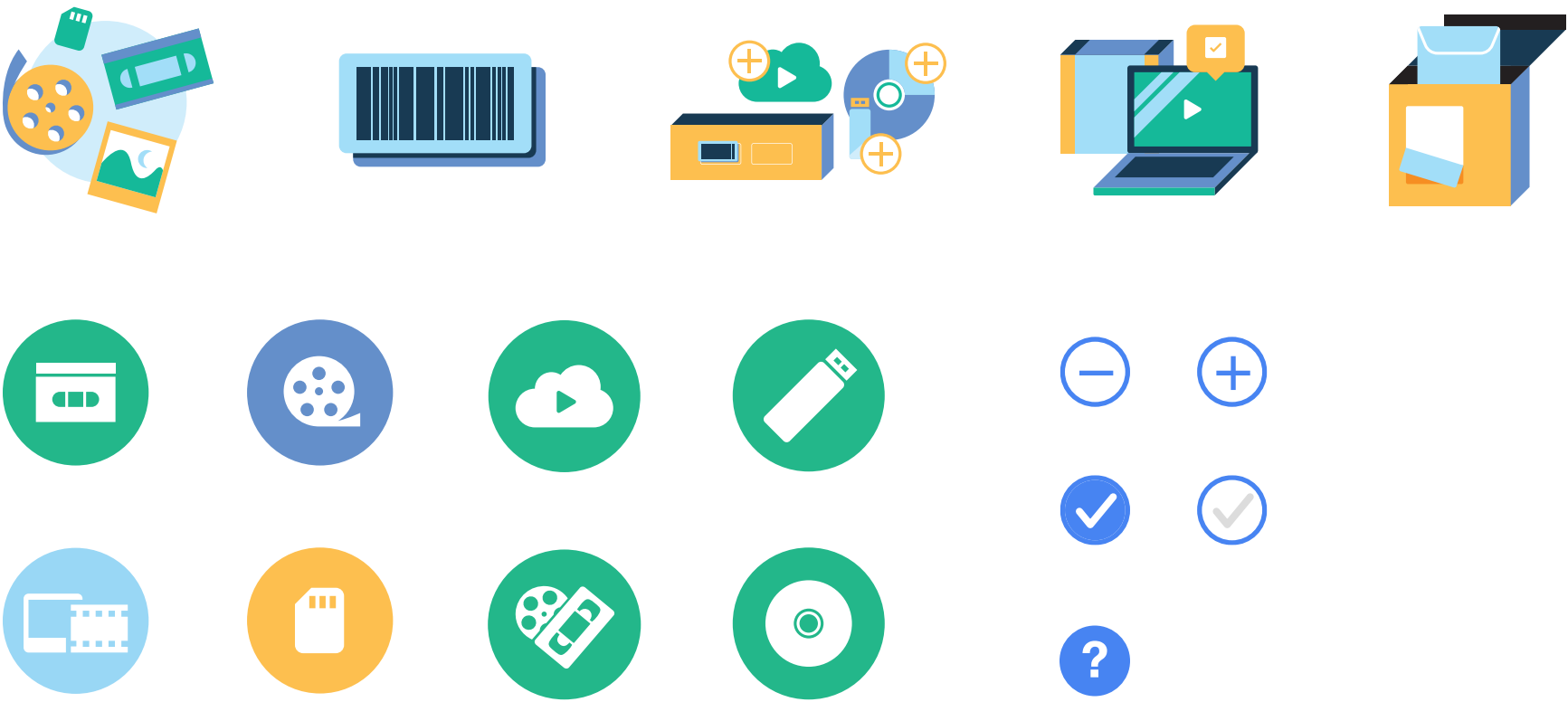
We focus our imagery on telling the story of gathering old media and then showcasing how customers are able to view and share those long forgotten memories again with loved ones.



Using Capture Wedges



Iconography



Web Button Guidelines

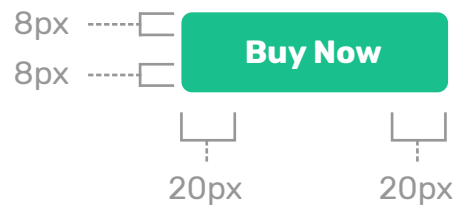
Standard Button Size

Line height: 16px
Vertical padding: 17px
Horizontal padding: 50px
Minimum width: 100px
Font: Rubik-Bold
Font-Size: 16px



Small Button Size

Line height: 12px
Vertical padding: 8px
Horizontal padding: 20px
Minimum width: 100px
Font: Rubik-Bold
Font-Size: 12px



Call to Action Button

Main CTA - Button that leads to a purchase
Buy Now, Start Today

Active State



text color: #ffffff
background-color: #19BF8C

Hover/Click State



background-color: darken(#19BF8C, 10%)

Primary Button

Main Button - Process
Save, Add to Cart, Proceed to Checkout, Sign Up

Secondary Button

Alternative Solution to the CTA/ Primary Button
Learn More, More Customer Reviews, Cancel, Skip For Now, Continue Shopping

Active State



text color: #ffffff
background-color: #4784F2

Hover/Click State



background-color: darken(#4784F2, 10%)

Learn More

border: 1px solid #4784F2
text color: #4784F2

Learn More

background-color: lighten(#4784F2, 90%)

Support

border: 1px solid #ffffff
text color: #ffffff

Support

background-color: lighten (#19BF8C 10%)

Learn More

Light Background text color: #4784F2

Learn More

Dark Background text color: #4784F2

Google Photo Guidelines

Our partnership with Google Photos is something we value immensely. We like to showcase how our product can be used with Google Photos. We do this by adding a badge to various marketing images or using Google Sign In buttons whenever authentication is needed.

Works with Google Photos Badges



Google Sign In Button

Dark/light buttons used to connect to Google

Using Google style guide reference, but scaling it to the same height as ours (50px).

Active State


47.5px

50px

14px

26px

14px

 Sign in with Google

border: 1px solid #4285F4
text color: #ffffff
background-color: #4285F4

box shadow: 0, 1px, 1px #000000 (24%)


22.5px

50px

14px


26px

14px


 Sign in with Google

text color: #000000 / 0,0,0 (54%)
background-color: #ffffff
box shadow: 0, 1px, 1px #000000 (24%)

Hover/Click State

 Sign in with Google

border: 1px solid #3367D6
text color: #ffffff
background-color: #3367D6

 Sign in with Google

border: 1px solid #3367D6
text color: #000000 / 0,0,0 (54%)
background-color: #3367D6



www.capture.com

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