MERCHANT GROWTH

Brand & Asset Guidelines

Table of contents

01 About Us

Meet Merchant Growth

Merchant Growth is Canada's fastest and most friendly alternative financier. Our innovative approach blends thoughtful customer care, complete transparency, and the latest technology to provide fast accessible financing to small businesses in Canada.

Who we are

We are small business financing made simple. We are Canada's fastest and most friendly alternative financier. Our innovative approach blends thoughtful customer care, complete transparency, and the latest technology to provide fast, accessible financing to small businesses in Canada.

What we do

We provide solutions tailored to businesses' needs. Unlike traditional bank loans, there's no lengthy application process or excessive paperwork; our priority is to meet businesses' needs as quickly as possible with flexible funding options that work best for them.

Our mission

To bring the most convenient and accessible financing experience to Canadian business owners.

Our brand

01 / Simplistic

Merchant Growth offers a streamlined and accessible experience to our small business customers when it comes to financing, which we also aim to highlight with our branding.

02 / Approachable

Our brand is about making our customers feel comfortable by always offering the best experience possible and emphasizing a customer-centric and friendly approach.

03 / Informative

We aim to be a source of information and to support our small business customers throughout their entire journey while positioning ourselves as a leader in our space.

02 Voice & Writing Style

Our voice

In addition to the visuals, a fundamental part of the Merchant Growth brand is the way that we write. This includes everything from the general tone, word choice, and type of information shared, all while taking into consideration inherent variations on different platforms and for different uses. All writing should aim to be professional and informative while also maintaining the inherent friendly and accessible nature of our brand.

Here is how we define our writing style:

Trustworthy

We aim to highlight our credibility in the sector and make all individuals, whether customers or partners, feel comfortable.

Approachable

We want all Canadian small business owners to feel like our content is for them, regardless of their industry, what part of the country they live in, or whether they're in a small town or a big city.

Knowledgeable

We always aim to share additional insights and information that are helpful for our audience.

Engaging

We want people to enjoy our content.

Merchant Growth is Canada's fastest and most friendly alternative financier. Our innovative approach blends thoughtful customer care, complete transparency, and the latest technology to provide fast accessible financing to small businesses in Canada.

We also enjoy the inclusion of an occasional emoji or other fun elements to help get our message across and make it impactful.
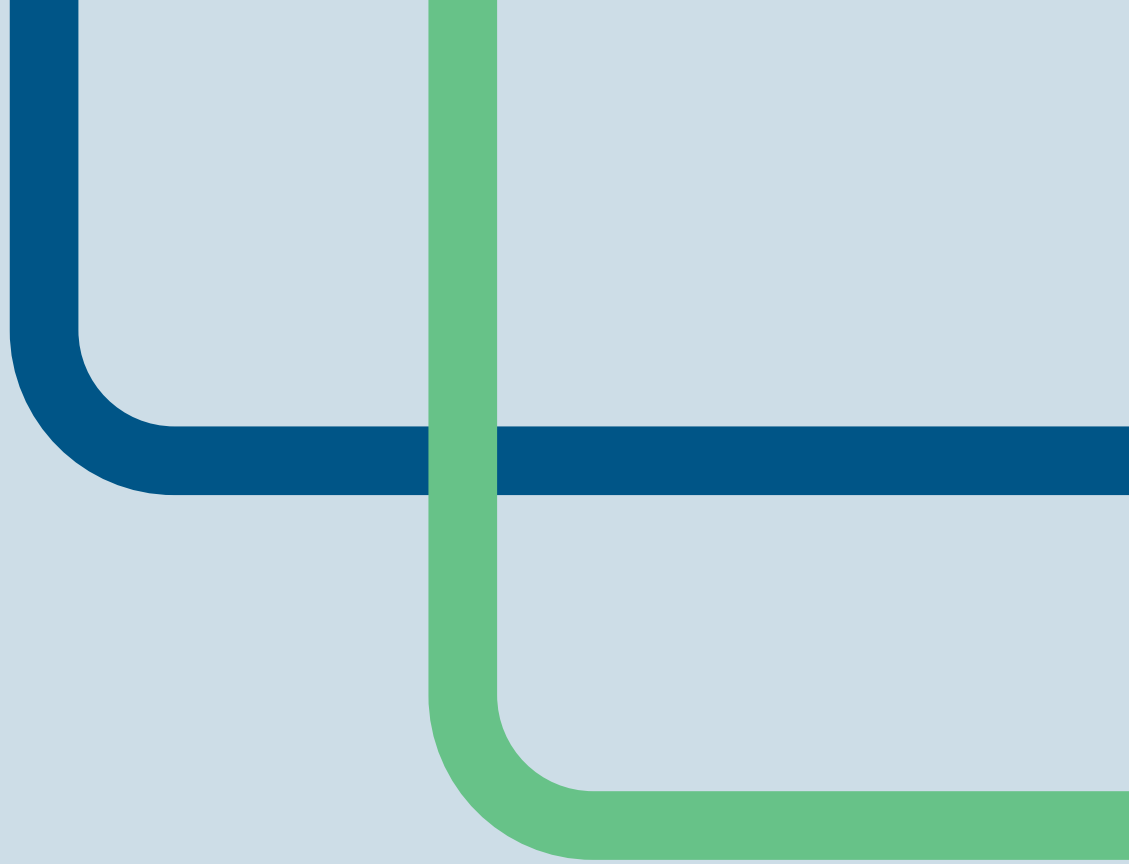
03 Logo Design

Main logo

Our logo is made of two elements i.e. the logo type and the logo mark. The shapes in the logo combine round and hard edges, giving our logotype a sense of structure and precision, with round edges outside of the letters give our brand a more people-friendly approach.

The emblem combines our two brand colors and is meant to symbolize a positive growth chart.

The wordmark spells the brand name in letters that feel structured and accessible, emphasizing both the power and simplicity of the brand.

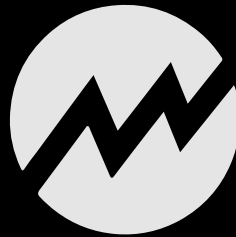The Merchant Growth logo is one of the key tools to communicate the story and values behind our brand.

Logo on a dark background

Primary lockup

Improve readability by using a white logo version against a dark background to ensure enough contrast.

Logo elements and color

Color (Primary)
Over white and light color backgrounds.

White
Over black and dark color backgrounds.

Black & White
Note: the all-black version of our logo is intended to be used for specific printing purposes only when necessary.

Color (Primary)
Only for emblem, over dark color or white backgrounds.

When using our logo or logomark, make sure to use the artwork files provided. To maintain a consistent brand image, never attempt to redraw, recreate or modify the logo in any way.

Select the logo version according to the background color, ensuring enough contrast.

Logo
construction

Logo Grid

To create a well-balanced logo, we used the construction and proportional guides to achieve visual harmony, an organized aesthetic, as well as a purposeful logomark.

Merchant Growth emblem

Color Version

White Version

Our logo emblem represents the company's brand in a single mark made using a modern aesthetic. This simple and precise emblem puts emphasis both on our industry and the services that Merchant Growth provides.

The emblem combines our two brand colors and is meant to symbolize a positive growth chart.

This is one of our key tools to communicate the values behind our brand.

App icon

App Icon Grid

App Icon
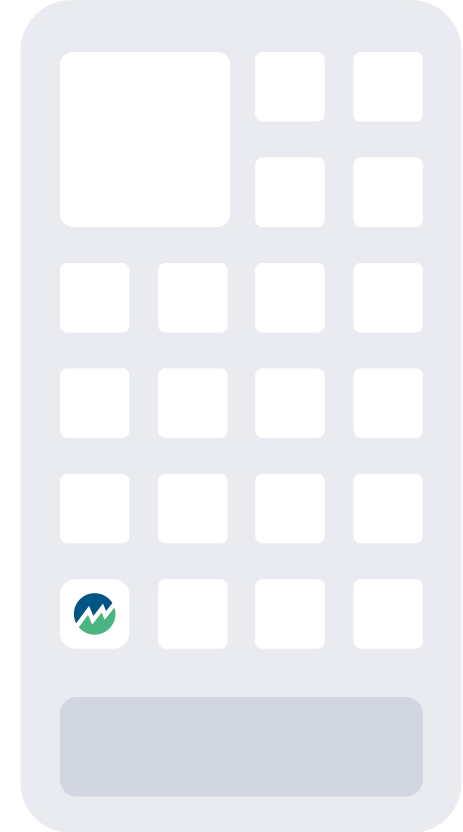
The logo emblem is the primary visual in
the app context but the main logotype can
be used as an alternative when sizing
permits.

Clear space

2x
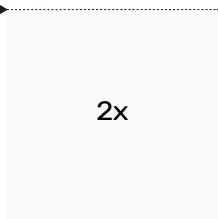
To make sure our logo always remains prominent and legible, we have defined an area 'x' of clear space equivalent to the width of our logo emblem. This area should be kept free from text, busy patterns and backgrounds, other logos or other visual distractions.

Please note that this page indicates the absolute minimum clear space. Where possible, more should be used.

x   x

x   x

x   x

MERCHANT GROWTH

x   x
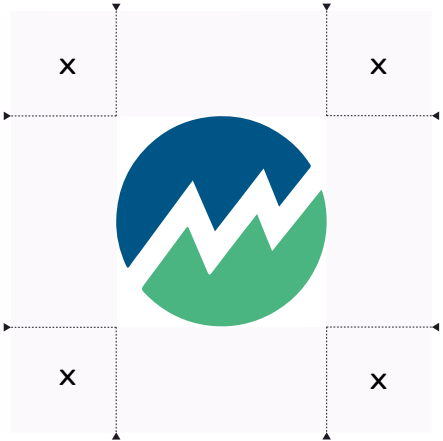
Minimum scale

As well as defining a clear space, our logo should always be legible by ensuring that it is never reproduced in a smaller sizing than the minimum sizes outlined opposite. Note that these are absolute minimum sizes and that it is recommended to use a larger size.

MERCHANT GROWTH

24px / 4mm

96px / 16mm

But you can go as large as you want!

What not to do

To preserve the integrity of the logo, the following examples illustrate how it should never be used. The success of the brand depends on our logo maintaining a consistent appearance in all communications.

Do not enlarge the logo symbol

Do not rotate the logo symbol

Do not use shadows in the logo

Do not recolor the logo or symbol

Do not use the logo with insufficient contrast

Do not elongate the logo or symbol

04   Color Palette

Primary color palette

Merchant Blue

HEX   005587
RGB   0, 85, 135
CMYK   98, 69, 24, 7

Merchant Green

HEX   67C288
RGB   103, 194, 136
CMYK   60, 0, 62, 0

Primary color shades

Light Blue		
HEX	477EA1
RGB	71, 126, 161
CMYK	76, 43, 23, 2

Light Green		
HEX	8FD0A5
RGB	143, 208, 165
CMYK	45, 0, 45, 0

Lighter Blue		
HEX	84A7BF
RGB	132, 167, 191
CMYK	50, 25, 16, 0

Lighter Green		
HEX	B4E1C3
RGB	180, 225, 195
CMYK	29, 0, 29, 0

Fair Blue		
HEX	C9D7E2
RGB	201, 215, 226
CMYK	20, 9, 6, 0

Fair Green		
HEX	D8EFDF
RGB	216, 239, 223
CMYK	15, 0, 15, 0

Pale Blue		
HEX	EAF0F4
RGB	234, 240, 244
CMYK	7, 2, 2, 0

Pale Green		
HEX	F6FBF8
RGB	246, 251, 248
CMYK	2, 0, 2, 0

Additional product colors

Gold

HEX	FFAC5C
RGB	255, 172, 92
CMYK	0, 38, 71, 0

Royal Purple

HEX	160EB0
RGB	22, 14, 176
CMYK	96, 94, 0, 0

Light Gold

HEX	FFEEDF
RGB	255, 238, 223
CMYK	0, 6, 10, 0

Light Purple

HEX	F3F3FC
RGB	243, 243, 252
CMYK	3, 3, 0, 0

Grey color palette

Gray

HEX	A8BFD2
RGB	168, 191, 210
CMYK	34, 16, 10, 0

Light Gray

HEX	BECFDE
RGB	190, 207, 222
CMYK	25, 11, 7, 0

Fair Gray

HEX	D3DEE8
RGB	211, 222, 232
CMYK	16, 7, 4, 0

Pale Gray

HEX	E9EFF2
RGB	233, 239, 242
CMYK	7, 3, 3, 0

Color
combinations

Our extended color palette gives our brand versatility and depth when creating marketing materials. To maintain a consistent and structured look and feel of our brand, please avoid pairing too many vibrant colors together.

Instead, keep a vibrant color and pair it with the same color but in lower opacities i.e. 30% and 20% on each individual graphic, layout, illustration, and chart etc.

Aa

Aa

Aa

Aa

Aa

Aa

Aa

Aa
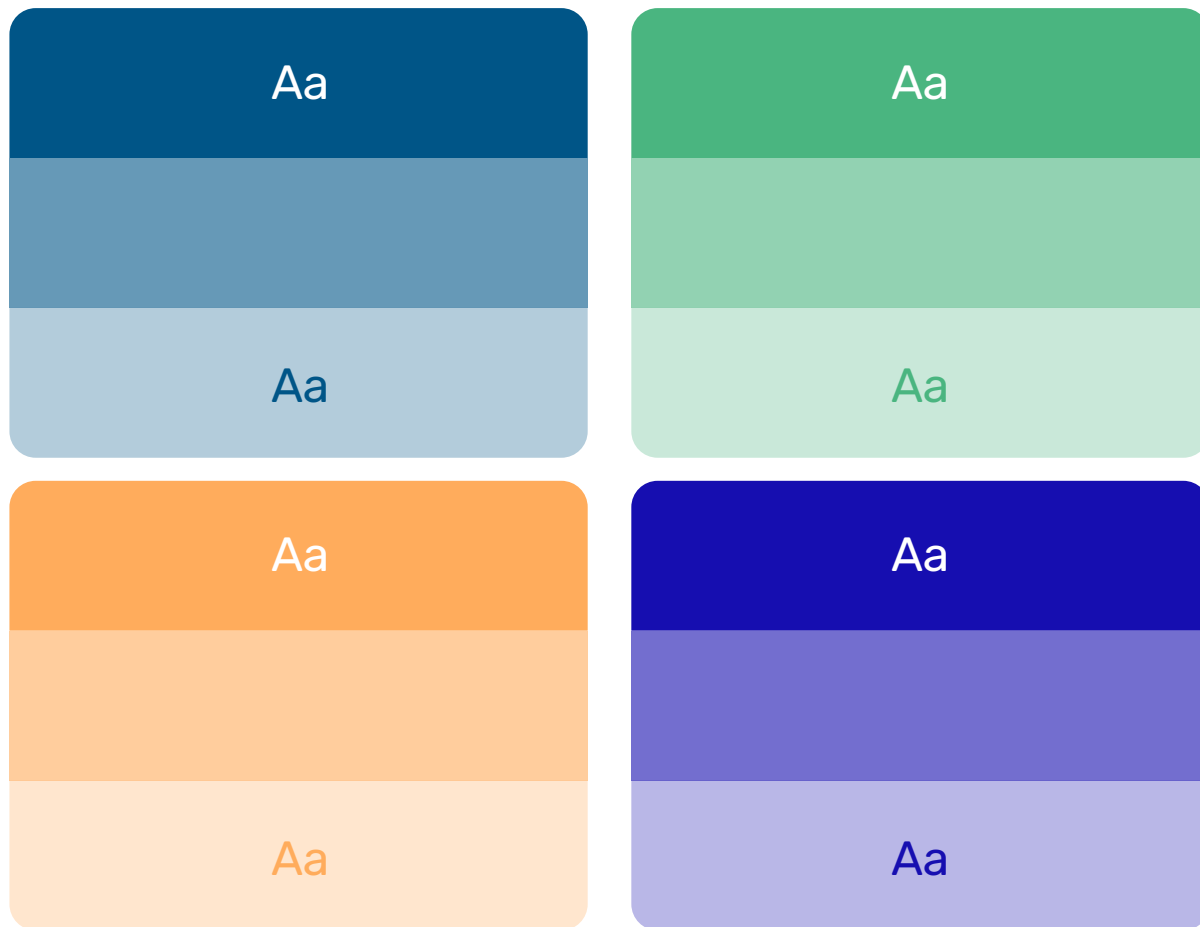
05 Typography

Brand typeface

Financing Built for Small Business

Rubik is a sans serif font family with slightly rounded corners designed by Philipp Hubert and Sebastian Fischer at Hubert & Fischer as part of the Chrome Cube Lab project. Rubik is a 5-weight family with Roman and Italic styles, that accompanies Rubik Mono One, a monospaced variation of the Black Roman design.

Brand typeface

Rubik
Regular

Rubik
Medium

Rubik
Bold

AaBbCcDdEeFfGg
HhIiJjKkLlMmNnOoPp
QqRrSsTtUuVv
WwXxYyZz

AaBbCcDdEeFfGg
HhIiJjKkLlMmNnOoPp
QqRrSsTtUuVv
WwXxYyZz

AaBbCcDdEeFfGg
HhIiJjKkLlMmNnOoPp
QqRrSsTtUuVv
WwXxYyZz

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0123456789

0123456789

0123456789

([';-!?£%])

([';-!?£%])

([';-!?£%])

Typography Example

Our clients are busy people, so it's important that information is presented with structure and clarity. Opposite you'll find a diagram explaining how to use the different weights of our brand typeface in a simple layout.

As a common rule of thumb, Headings should be 2.5 times the size of the Body Copy, while Sub-headings and Intros 1.25 times the size of the Body Copy. Similar details like factors, folios or legal information should be 0.75 times the Body Copy.

Folio
Rubik
Regular

Header
Rubik
Bold

Intro
Rubik
Regular

Sub-headers
Rubik
Semi-bold

Body Copy
Rubik
Regular

September 2023

Financing built for small business

Merchant Growth provides solutions tailored to your business needs.

Our Mission

Our ethos revolves around prioritizing efficiency without compromising the integral aspects of customer experience and satisfaction. When you choose to partner with Merchant Growth, you gain access to a harmonious blend of cutting-edge technology and the personalized touch that our dedicated team brings to the table.

Merchant Growth's Values

Merchant Growth offers quick and convenient financing solutions for small businesses. Unlike traditional bank loans, there's no lengthy application process or excessive paperwork – our priority is to meet your business needs as quickly as possible with flexible funding options that work best for you.

Typography Example

Our clients are busy people, so it's important that information is presented with structure and clarity. Opposite you'll find a diagram explaining how to use the different weights of our brand typeface in a simple layout.

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H1

48px

H2

16px

Body

48px

H3

16px

Body

48px

Link

Small Businesses

Grow your business

Financing small businesses across Canada.

Our Mission

Our mission is to bring the most convenient and accessible financing experience to Canadian business owners.

View more info

06   Graphic Elements

Pattern overview

To add a more human approach to our marketing material and brand communication, we've incorporated a series of visuals representing our brand into a seamless pattern. Our patterns are inspired by key areas of the services provided.

We use them for:
1. Background elements in our communications
2. An ornamental feature in our printed material like packaging
3. Photography enhancements

Pattern usage

Use our graphic elements boldly by placing them large enough so they are cropped by at least two or three edges of our frames. Make sure to have enough space to display our copy clearly.

07   Brand Applications

Product icons

Term Financing

Purple money icon (#160EB0)

Line of Credit

Yellow credit card icon (#FFAC5C)

E-Commerce Financing

Blue shopping cart icon (#005587)

Utility Icon (Subject to change based on fourth product)
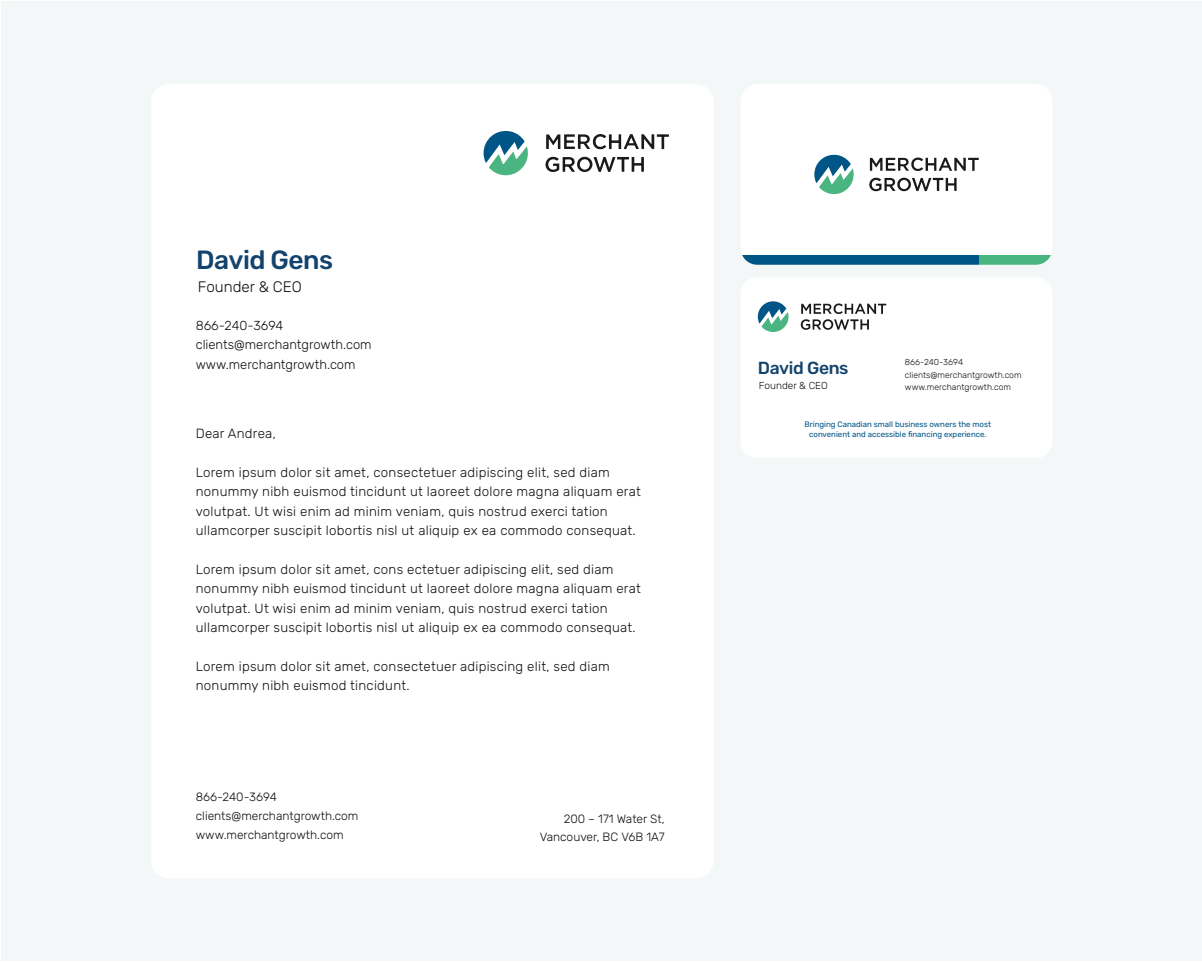
Green hand with dollar sign icon (#67C288)

Our product icons are the visual symbols that we use to represent each of our products. Each icon has a corresponding color that should be used consistently where applicable.
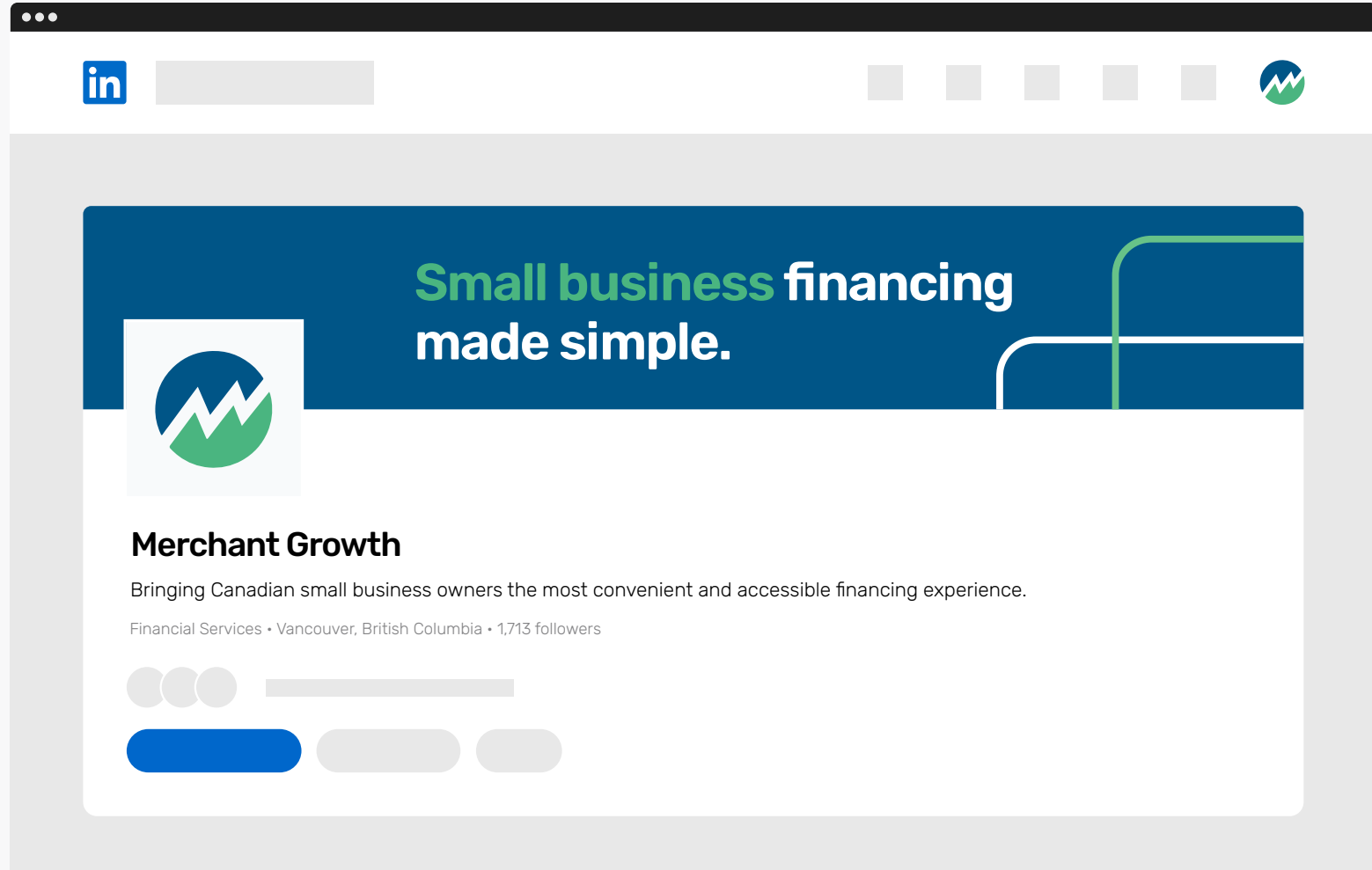
Business card

Here's an example of our business card design.
Please use 3.5" x 2" horizontal layout.

Letterhead

MERCHANT
GROWTH

David Gens
Founder & CEO

866-240-3694
clients@merchantgrowth.com
www.merchantgrowth.com

Dear Andrea,

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam
nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat
volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation
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nonummy nibh euismod tincidunt.

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David Gens   866-240-3694
Founder & CEO   clients@merchantgrowth.com
                        www.merchantgrowth.com

Bringing Canadian small business owners the most
convenient and accessible financing experience.

Here's an example of our letterhead design.

LinkedIn preview

Small business financing made simple.

Merchant Growth

Bringing Canadian small business owners the most convenient and accessible financing experience.

Financial Services • Vancouver, British Columbia • 1,713 followers

Instagram posts

Advertisements

T-shirt

Here's an example of the T-shirt design.

Tote bag

Here's an example of the tote bag design.

Outdoor advertisement

Here's an example of the outdoor billboard design.

MERCHANT GROWTH

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