
Brand & Asset Guidelines



**MERCHANT
GROWTH**

Merchant Growth
Brand Guidelines
August 2025

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01. Meet Merchant Growth

Brand & Mission Statement

Brand Pillars

Brand Voice & Tone

Brand Tone of Voice by Channel

Meet Merchant Growth

Mission & Brand Statement

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

We keep things simple. By combining digital-first solutions with expert guidance and friendly customer-first service, we remove the complexity of traditional lending (eliminating excessive paperwork and lengthy processes), to deliver solutions built around the real needs of Canadian small businesses.

Beyond financing, we believe in connecting entrepreneurs with the tools, partners, and community they need to grow with confidence. Driven by our belief in fighting for the underdog, we act quickly, build for the future, and do more with less—always with honesty, excellence, and a commitment to helping entrepreneurs thrive.

Financing made simple, so you can focus on building your business.

Meet Merchant Growth

Brand Pillars



Simplistic

We offer a streamlined and accessible experience to our small business customers, removing complexities and barriers and offering simplistic financial solutions.



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.



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.



Innovative

We evolve our solutions to meet the changing needs of Canadian small businesses. By leveraging technology, we deliver fast, flexible, and accessible solutions that give entrepreneurs the tools and support to grow with confidence.

Meet Merchant Growth

Brand Voice & Tone

Brand Voice	Brand Tone
Trustworthy We aim to highlight our credibility in the sector and make all individuals, whether customers or partners, feel comfortable.	 Be clear, honest, and transparent.  Overpromise or hide behind jargon.
Approachable We speak in a friendly, inclusive voice that resonates with all Canadian entrepreneurs—no matter their industry, location, or stage of business.	 Use simple, warm, conversational language.  Be formal, exclusive, or overcomplicate things.
Knowledgeable We share insights and practical information that empower Canadian small business owners to make smarter decisions and succeed.	 Break down complex topics, provide context, share helpful resources.  Assume prior knowledge or overwhelm with technical terms.
Engaging We create content that is relevant and enjoyable, generating interest and conversation within our community.	 Write in active voice, ask questions, invite interaction, serve content that is purposeful.  Push one-way messages that feel robotic or generic. Draft content for content sake.
Growth-Oriented We are committed to moving small businesses forward by bringing content, tools, and solutions that remove barriers and open doors to their next stage of growth.	 Frame solutions around outcomes and opportunities.  Only list features without showing the benefit to growth.

Meet Merchant Growth

Brand Tone of Voice by Channel

Email

Warm, succinct and direct, but professional. Personalize where possible, and always include a clear next step.

Social Media

Conversational, friendly, and inclusive. Use hooks and questions to spark dialogue.

Website

Clear, credible, and benefit-driven. Jargon-free, with an emphasis on action, trust and outcomes.

Television

Human. Inspiring, hopeful while staying clear and simple so small business owners know it's meant for them.

In-person

Confident but friendly, professional but not stiff. Like our audience is talking to a true partner.

Investor Decks

Confident and precise. Lead with data, insight, and forward-looking vision.

Customer Support

Empathetic and patient. Provide step-by-step guidance that reassures and empowers.



02. Logo

Primary Logo

Co-branded Logo

Co-branded Combined Logo

Logo Elements & Color

Logo Specifications

Misuse

Emblem

App Icon

Product Logos

Logo

Primary 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, and giving our brand a more people-friendly approach.

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

The Merchant Growth logo should be used on its own as the default brand mark. This includes the website, social channels, press and PR, investor materials, company documents, and any instance where we are representing Merchant Growth as an organization.

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



MERCHANT GROWTH

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

Co-branded Logo

Usage

Use the co-branded logos when we need to:

- Show clear connection to the parent brand while marketing or introducing a product.
- Build trust and credibility by leveraging the Merchant Growth name with new audiences.
- Cross-promote products in campaigns, onboarding materials, or partner communications.

These marks are most often used in external product marketing (ads, landing pages, social, sales collateral) and partnership contexts where Merchant Growth's backing strengthens the message.

Product Co-Branded Logo



Product Co-Branded Logo



Co-branded Combined Logo

Usage

The co-branded combined logo should only be used in contexts where we are presenting Merchant Growth's full suite of solutions. Examples include corporate communications, partnership and investor decks, recruitment materials, and brand storytelling touchpoints. It is not intended for everyday product marketing, where the individual product logos should stand alone.

Primary + Product Co-Branded Combined - Vertical



**MERCHANT
GROWTH**

Also powering:



**MERCHANTS'
MARKET**

tabit

Primary + Product Co-Branded Combined - Horizontal



**MERCHANT
GROWTH**

Also
powering:



**MERCHANTS'
MARKET**

tabit

Logo

Primary Logo Elements & Color

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.

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 Emblem)

Only for emblem, over dark color or white backgrounds.

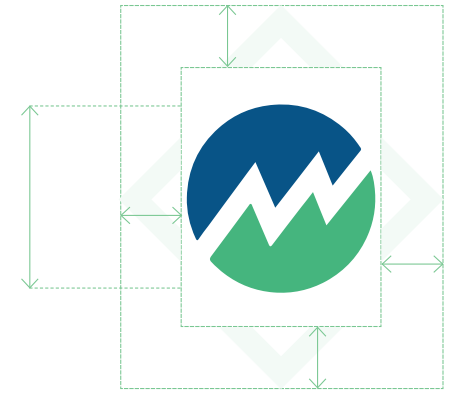


Logo

Primary logo Specifications

Safety

Clear space is the area surrounding our logo that must be kept free of any text or graphic elements.



Minimum size

It is sometimes necessary to increase and decrease the logo depending on the print area. Always keep in proportion. Always ensure the text is legible.



But you can go as large as you want!



Logo

Misuse

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.

Any changes to our logo diminish its integrity and the equity of our brand. The examples shown here are some specific “do not”s for our logo.



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

Logo

Emblem

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.

Color Version



White Version



Logo

Emblem

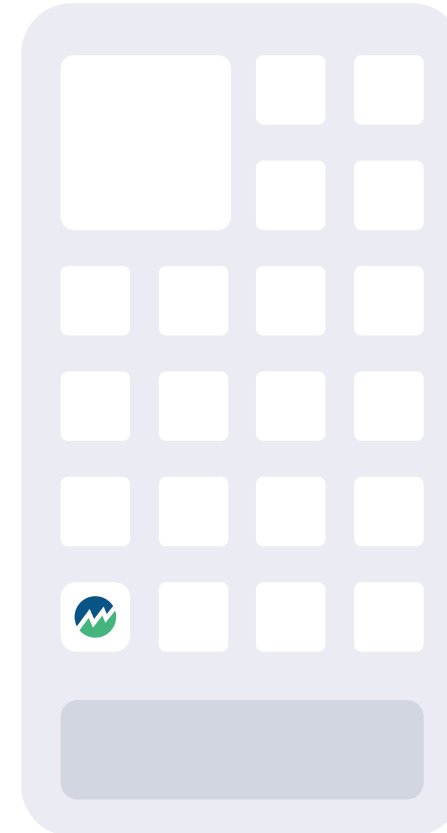
App Icon

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

App Icon Grid



App Icon



What We Power

Product logo Merchants' Market

Merchants' Market is a curated digital marketplace designed for Canadian small business owners. Powered by Merchant Growth, it connects entrepreneurs with trusted tools, solutions and partners proven to drive growth for Canadian small businesses.

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.



What We Power

Product Logo

Tabit

Tabit is a Buy Now, Pay Later solution, powered by Merchant Growth, that empowers businesses to make the purchases they need today and pay for them over time. Built specifically for the B2B market, Tabit brings the convenience of consumer-style BNPL to business purchases, making it easier for companies to manage cash flow and keep growing.

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.



03. Color

Brand Colors

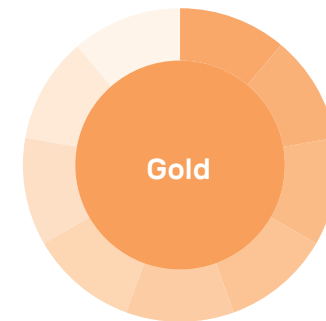
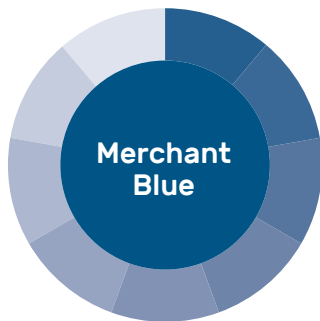
Hero Colors

Secondary Color

Colour

Brand colours

The primary colour palette is constant throughout all communications. Merchant Green is mainly used as a complimenting contrast color to the Merchant Blue. Whilst Gold is predominately used to highlight or to call out certain areas.



Hero

Pantone
7692 C

CMYK
C98 M69 Y24 K7

RGB
R0 G85 B135

HEX
#005587

Pantone
346 C

CMYK
C60 M0 Y62 K0

RGB
R103 G194 B136

HEX
#67C288

Secondary

Pantone
804 C

CMYK
C0 M38 Y71 K0

RGB
R255 G172 B92

HEX
#FFAC5C

Colour Hero

Merchant Blue is a colour that works best at 100%. If there is an occasion when you need to create contrast without adding extra colours, you can use this colour in incremental tints.

Our tints are increments of 10% - 90%, 80%, 70%, 60%, 50%, 40%, 30%, 20% & 10%.
Avoid using any other tints.

Merchant Blue

7692 C

Pantone

7692 C

CMYK

C98 M69 Y24 K7

RGB

R0 G85 B135

HEX

#005587

10%

20%

30%

40%

50%

60%

70%

80%

90%

Colour Hero

Light Green is a colour that works best at 100%. If there is an occasion when you need to create contrast without adding extra colours, you can use this colour in incremental tints.

Our tints are increments of 10% - 90%, 80%, 70%, 60%, 50%, 40%, 30%, 20% & 10%.
Avoid using any other tints.

Merchant Green

346 C

Pantone

346 C

CMYK

C60 M0 Y62 K0

RGB

R103 G194 B136

HEX

#67C288

10%

20%

30%

40%

50%

60%

70%

80%

90%

Colour Secondary

Gold is a colour that works best at 100%. If there is an occasion when you need to create contrast without adding extra colours, you can use this colour in incremental tints.

Our tints are increments of 10% - 90%, 80%, 70%, 60%, 50%, 40%, 30%, 20% & 10%.
Avoid using any other tints.

Gold

804 C

Pantone

804 C

CMYK

C0 M38 Y71 K0

RGB

R255 G172 B92

HEX

#FFAC5C

10%

20%

30%

40%

50%

60%

70%

80%

90%

04. Typography

Primary Typeface
Typeface Weights
Examples

Typography

Primary Typeface

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.

Rubik

À Á Â Ã 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
à á â ã ä å 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
1 2 3 4 5 6 7 8 9 0
! @ # \$ % ^ & * () +
Æ Ç È É Ê Ë Ì Í Î Ï Ñ Ò Ó
Ô Õ Ö × ß à á â ã

Aa

Typography

Primary Typeface Weights

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.

Rubik

Light

abcdefghijklmnopqABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!

Rubik

Regular

abcdefghijklmnopqABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!

Rubik

Medium

abcdefghijklmnopqABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!

Rubik

Bold

abcdefghijklmnopqABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!

Typography

Examples

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.

05. Imagery

Photography Keywords
Photography Examples
Photography Do's & Dont's

Imagery

Photography

Keywords

When searching for stock photography, consider these keywords when looking for appropriate imagery.

Stock Photography Websites:

Shutterstock

<https://www.shutterstock.com>

Adobe Stock

<https://stock.adobe.com>

business community

financing solutions

trusted resources

strategic **partners**

business **ecosystem**

young **entrepreneurs**

family-owned business

multicultural business owners

marketing & **growth strategies**

small business success

35-60 professional

business **funding**

small business

technology & **innovation**

business hub

restaurants

automotive shops

retail stores and boutiques

wellness and health clinics

35-60 **professional**

networking

Imagery

Photography

Examples

These photographic styles are for all graphic elements such as banners, advertisements, social media, and reports. They capture who we are and what we do as a brand. To maintain consistency and ensure copy legibility, each photo will incorporate a subtle blue gradational cast in the area where typography is placed. This treatment not only creates a cohesive look across all applications but also reinforces our brand's visual identity.



Imagery

Photography

Do's & Don'ts

-
- ✔ Professionals or young entrepreneurs representing a 35-60 demographic
 - ✔ Overall image tone should be happy, exciting, laughter, active
 - ✔ Forward facing images
 - ✔ Use images with individuals in a business environment or that are relevant to the content it's related to
 - ✔ Use photographs that capture a moment in time and aren't staged or fake
 - ✔ Use photographs that show diversity (different ethnic backgrounds, etc.)
 - ✔ Apply Merchant Growth blue gradational cast to each stock photo being used

-
- ✘ Avoid imagery with sad, angry or disappointed moods
 - ✘ Avoid blurry, unclear, pixelated and distorted images
 - ✘ Don't use offensive or sexual images
 - ✘ Don't use copyrighted material from other sites without permission or watermarked images

06. Graphic Elements

Pattern Overview

Patter Usage

Graphic Elements

Pattern Overview

To add a more professional and upward approach to our marketing material and brand communication, we've incorporated the positive growth chart representing our brand into a seamless pattern.

We use them for:

1. Background elements in our communications
2. An ornamental feature in our printed material like packaging
3. Photography enhancements



Graphic Elements

Pattern Usage

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



02. Brand Applications

Icons

Business Card

Letterhead

LinkedIn

Instagram

Advertisements

T-shirt

Tote Bag

Outdoor Advertisement

Brand Applications

Icons

These icon sets visually represent key brand messaging. Each icon incorporates the two primary brand colors to maintain consistency and reinforce brand identity.



Small business storefront



Marketplace



Business growth



Fast funding



Business tools



Partnerships



Business ideas



Financing



Community



Little as 24 hours/time



Application



Cash flow



Blog



Mobile phone



Customer rating/star review

Brand Applications

Business Card

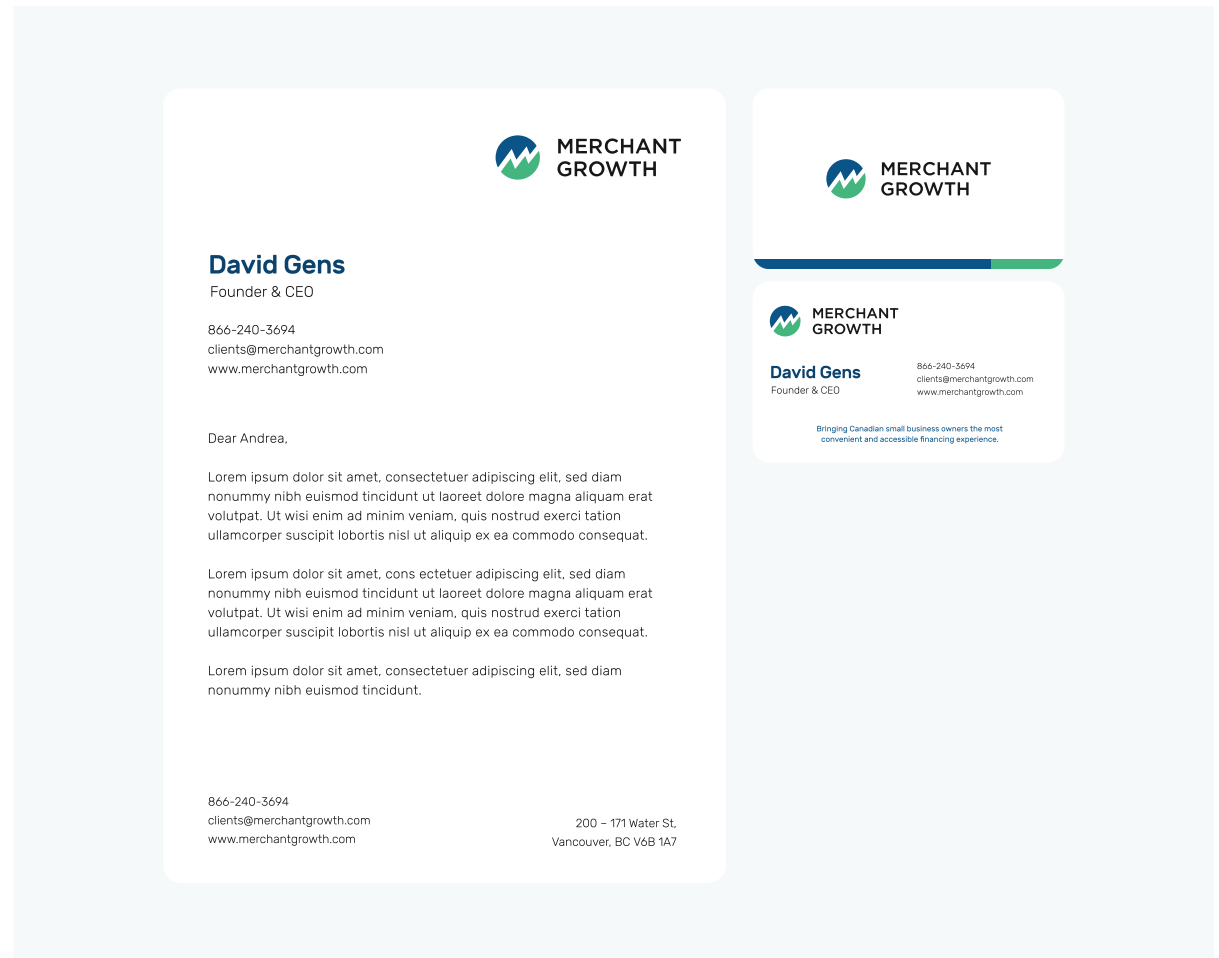
Here's an example of our business card design.
Please use 3.5" x 2" horizontal layout.



Brand Applications

Letterhead

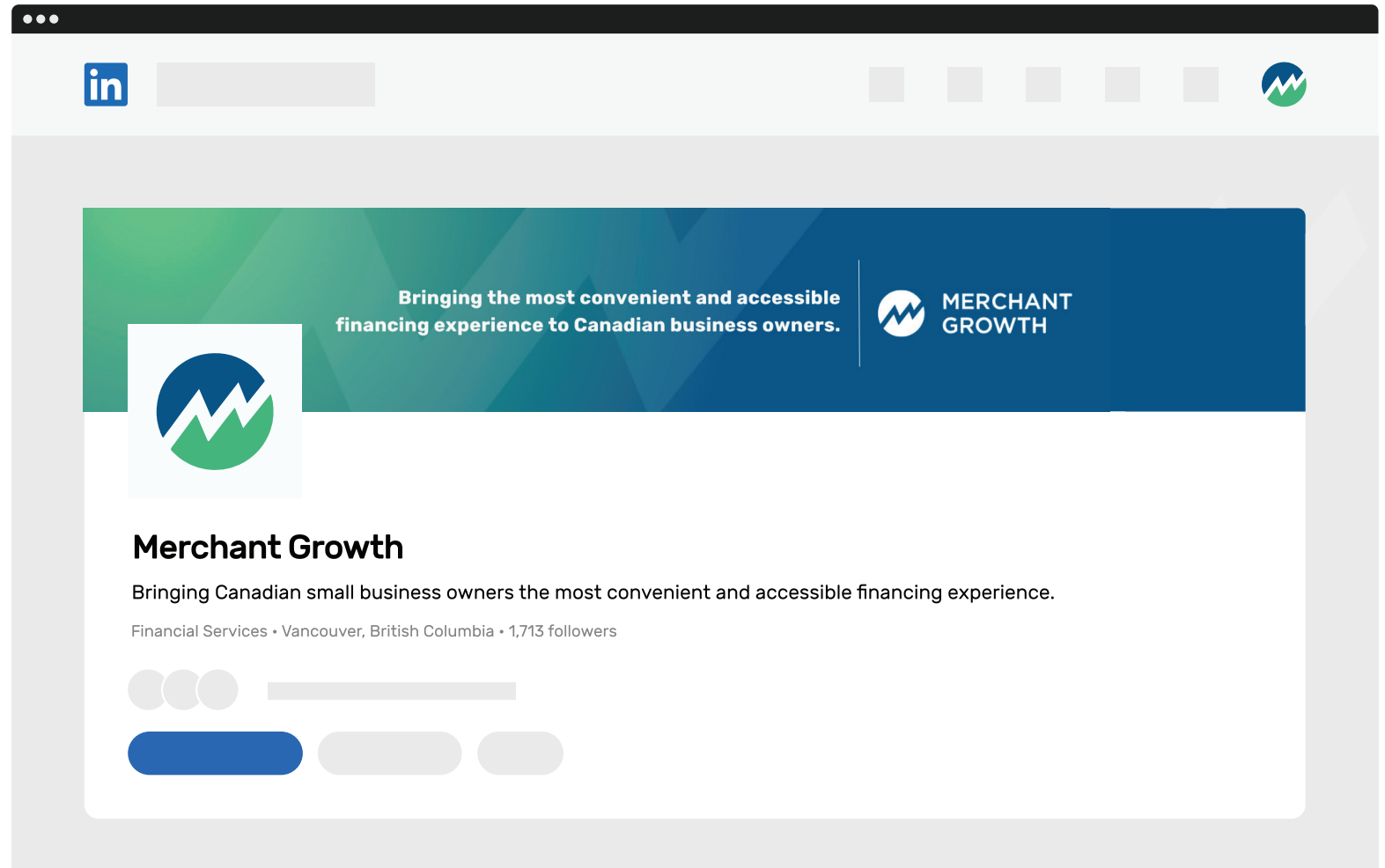
Here's an example of our letterhead design.



Brand Applications

LinkedIn preview

Here's an example of our
LinkedIn Profile.



Brand Applications

Instagram posts

Here are some examples of our Instagram Posts.



Brand Applications

Advertisements



Brand Applications

T-shirt

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



Brand Applications

Tote bag

Here's an example of a
Tote bag design.



Brand Applications

Outdoor advertisement

Here's an example of outdoor advertisement.





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