

Brand Guide



VERSION 1.0 — SEPTEMBER 2025

These brand guidelines serve as the definitive reference for expressing our identity with clarity, consistency, and impact. They outline the essential elements—logo, color palette, graphics, and typography—that together create a unified and recognizable brand presence.

Our visual identity reflects Catalyst's role as a steady, strategic presence in times of change. Rooted in energy, it blends deep indigo blues, sharp contrasts, and intentional light to bring clarity to complexity. Like an iceberg, it uses shadows and illumination to reveal the depth and substance beneath the surface.

By following these standards, every piece of communication reinforces who we are and what we stand for. This document is both a toolkit to empower creativity while ensuring every execution remains true to our brand's values, personality, and visual integrity.



01 Logo



CATALYST

LOGO

Full version

The full logo combines the brand symbol with the logotype to ensure maximum recognition and clarity. It should be used as the primary logo in most applications, particularly for brand introductions or high-visibility communications.



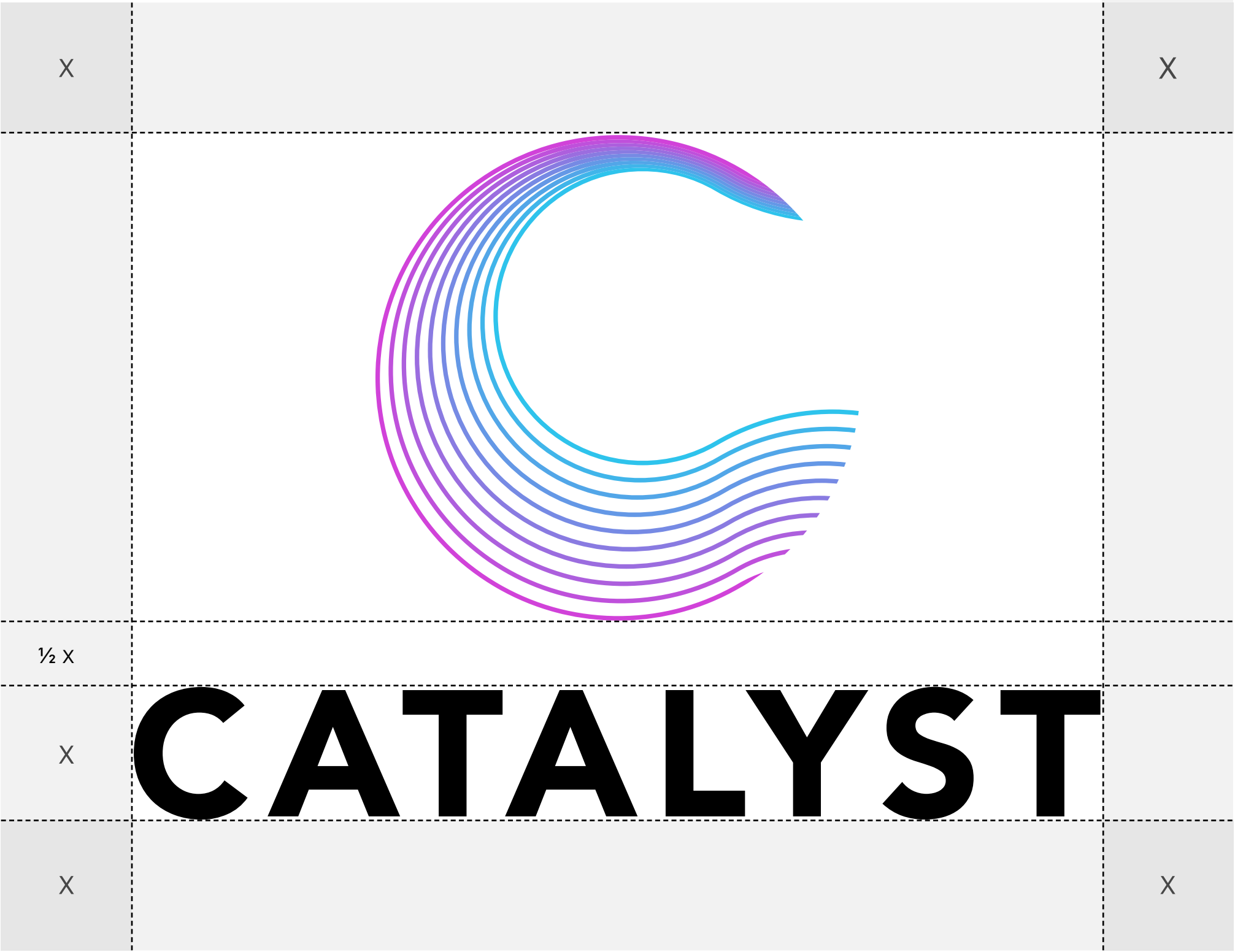
LOGO

Full version Clearspace

To protect the legibility and impact of the logo, a minimum clearspace must be maintained around it at all times. This space ensures the logo isn't crowded by text, images, or other graphic elements, allowing it to stand out and remain recognizable in any context.

The clearspace, marked as X, is equal to the full height of the letter "C" in the logotype and must surround the entire logo on all sides.

The internal space between the logotype and symbol is ½ X. This consistent spacing preserves visual balance, harmony, and brand integrity across all applications.



X = The height of 'C' in Logotype



LOGO

Full version w/ Tagline

The full logo w/ tagline combines the brand symbol with the logotype and tagline to ensure maximum recognition, clarity, and mission. It should be used as in situations where more company context is necessary.



CATALYST

**WORKPLACES THAT WORK FOR WOMEN
AND EVERYONE**



LOGO

Full version w/ Tagline Clearspace

To protect the legibility and impact of the logo, a minimum clearspace must be maintained around it at all times. This space ensures the logo isn't crowded by text, images, or other graphic elements, allowing it to stand out and remain recognizable in any context.

The clearspace, marked as X, is equal to the full height of the letter "C" in the logotype and must surround the entire logo on all sides.

The internal space between the logotype and symbol and also between the logotype and tagline is ½ X. This consistent spacing preserves visual balance, harmony, and brand integrity across all applications.



X = The height of 'C' in Logotype

LOGO

Logotype

In situations where a horizontal layout is required—such as narrow spaces, headers, or formats with limited vertical height—the logotype should be used on its own without the symbol. Removing the symbol in these cases helps maintain clarity, legibility, and balance, ensuring the logo remains strong and readable even in constrained layouts. This approach also prevents the logo from feeling cramped or distorted when scaled to fit horizontal formats.

CATALYST



LOGO

Logotype Clearspace

To ensure the logotype is always clear and impactful, a minimum amount of surrounding space must be maintained. This clearspace is defined as X, where X equals the full height of the letter “C” in the logotype. No other graphic elements, text, or imagery should enter this space. Maintaining this buffer helps protect the legibility and presence of the logotype in any application.



X = The height of 'C' in Logotype



LOGO

Logotype w/ Tagline

In situations where a horizontal layout is required—such as narrow spaces, headers, or formats with limited vertical height—the logotype w/ tagline should be used without the symbol where more company context is necessary. Removing the symbol in these cases helps maintain clarity, legibility, and balance, ensuring the logo and tagline remains strong and readable even in constrained layouts while highlighting the mission. This approach also prevents the logo from feeling cramped or distorted when scaled to fit horizontal formats.

CATALYST
WORKPLACES THAT WORK FOR WOMEN
AND EVERYONE



LOGO

Logotype w/ Tagline Clearspace

To ensure the logotype is always clear and impactful, a minimum amount of surrounding space must be maintained. This clearspace is defined as X, where X equals the full height of the letter “C” in the logotype. No other graphic elements, text, or imagery should enter this space other than the tagline. Maintaining this buffer helps protect the legibility and presence of the logotype in any application.

The internal space between the logotype and tagline is ½ X. This consistent spacing preserves visual balance, harmony, and brand integrity.



X = The height of 'C' in Logotype

LOGO

Logomark

The logomark, or symbol, is a distinctive graphic element. It serves as a memorable and versatile icon that can stand alone to convey the brand's identity in a simplified form.

The logomark should be used in situations where space is limited, such as social media profiles, app icons, or merchandise, or when the brand is already well-recognized and the full logo is unnecessary.

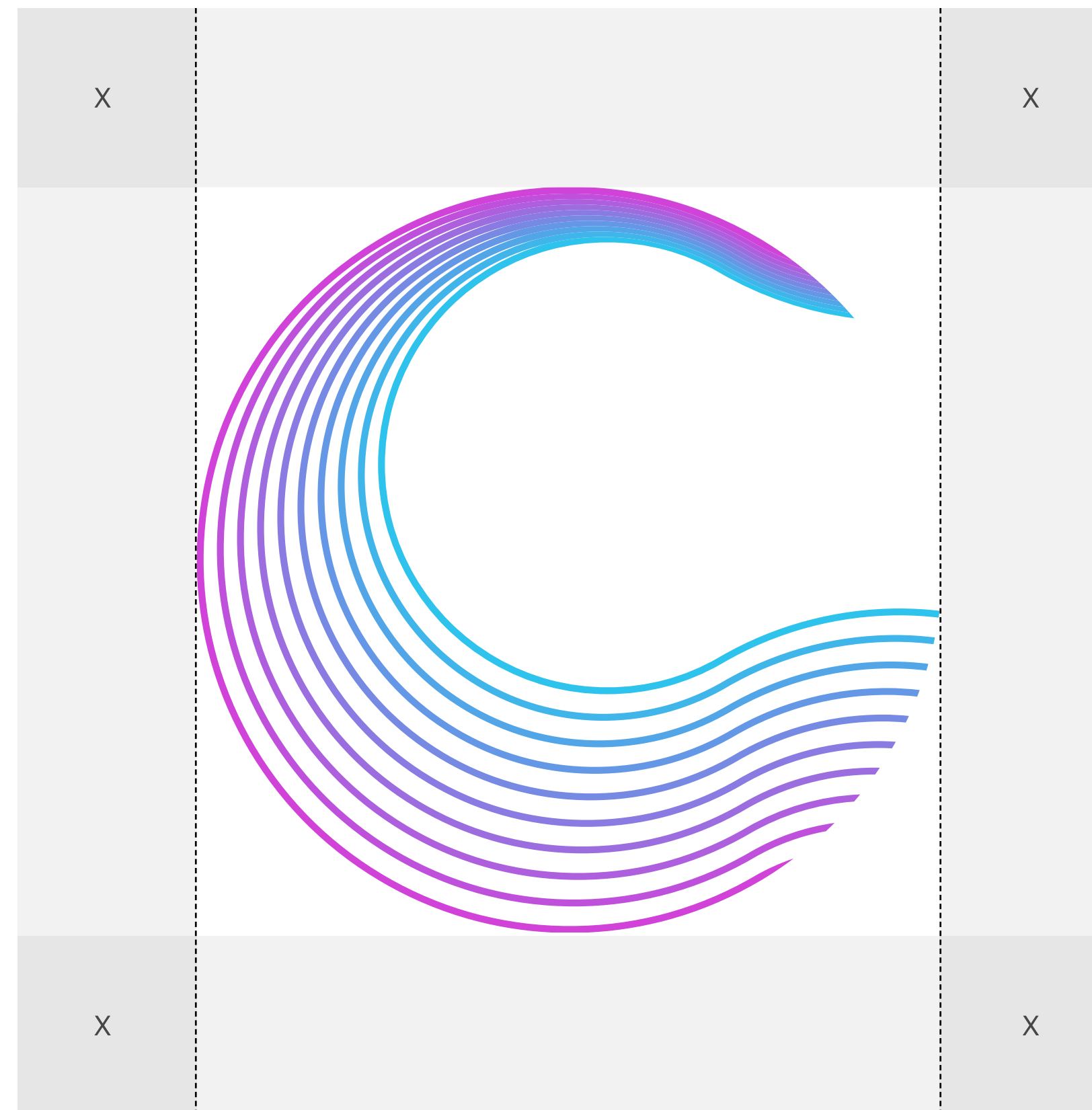
Using the logomark alone helps maintain brand consistency while allowing for flexibility across various applications.



LOGO

Logomark Clearspace

To ensure the logomark is always clear and impactful, a minimum amount of surrounding space must be maintained. This clearspace is defined as X, where X equals 1/4 of the height of the symbol. No other graphic elements, text, or imagery should enter this space. Maintaining this buffer helps protect the legibility and presence of the logomark in any application.



X = ¼ of the logomark



LOGO

Color combinations

There are several color variations for our logo to ensure flexibility and visibility across different backgrounds and applications.

The primary option is the full-color version, which showcases the brand's official palette in its most vibrant form. For simpler or monochrome uses, there are full black and full white versions of the logo, providing strong contrast on light or dark backgrounds respectively. Additionally, there is a variation featuring the colored logomark paired with a white logotype, ideal for darker backgrounds where the full-color logotype may not be as legible.

These variations help maintain brand consistency while adapting to a variety of design needs.



LOGO

Optimized versions

To maintain consistency and accessibility, we offer multiple logo variations tailored for different placements and sizes. These versions ensure legibility across all media formats.

Small examples: favicons, mobile app icons, toolbar buttons

Medium examples: social media profile images, small badges, secondary graphics

Large examples: website headers, print materials, pitch decks



SMALL
w: 40-119px



MEDIUM
w: 120px-149px



LARGE
w: >150px

LOGO

Incorrect usage

To protect the integrity and recognition of the brand, it is important to avoid incorrect logo usage.

Following these guidelines ensures the logo remains consistent, professional, and instantly recognizable across all applications.



DON'T CHANGE THE COLOUR OF THE LOGO.



DON'T STRETCH OR DISTORT THE LOGO.



DON'T ROTATE THE LOGO.



DON'T APPLY GRADIENTS TO LOGOTYPE.



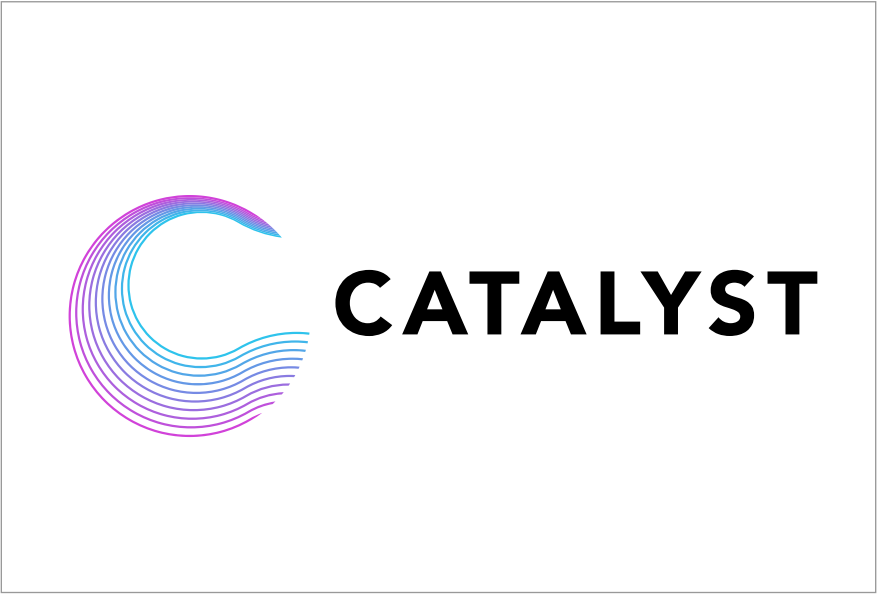
DON'T USE IT AT LOW OPACITY.



DON'T APPLY DROP SHADOWS.



DON'T USE A HORIZONTAL VERSION.



DON'T PLACE LOGO ON A GRADIENT TRANSITION.



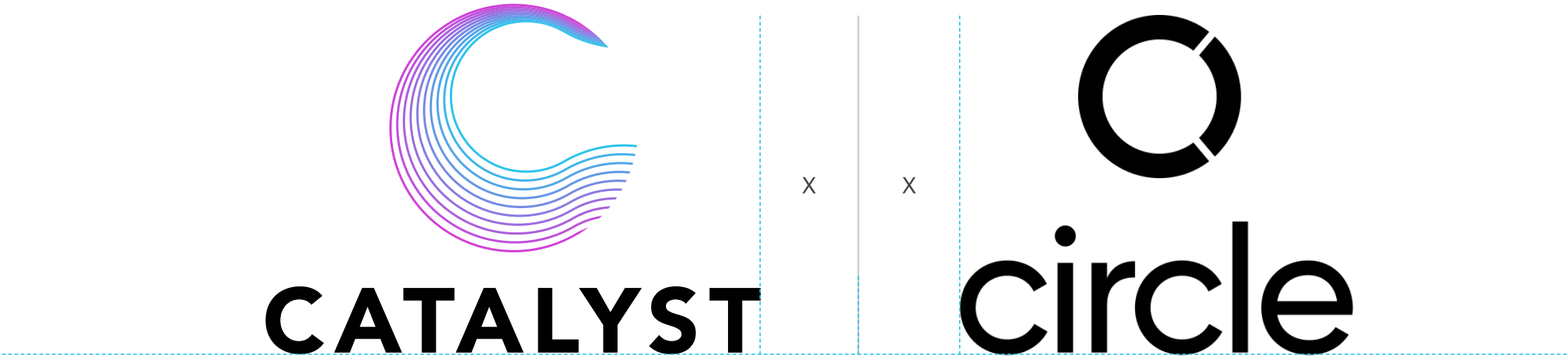
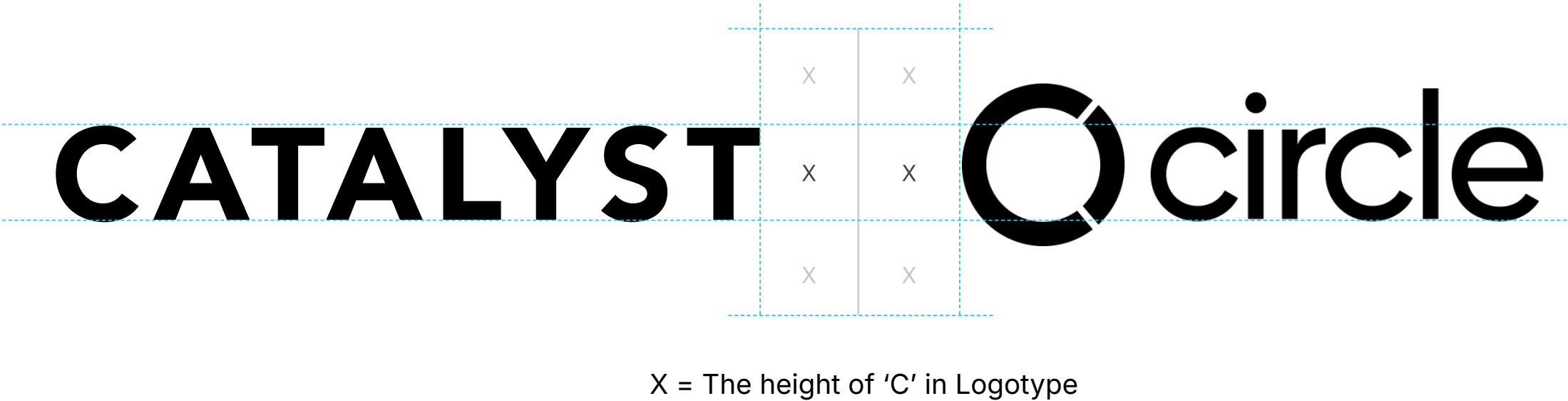
DON'T PLACE LOGO ON AN ABSTRACT WAVE.



Co Branding

When pairing our logo with another brand, it is essential to maintain clear distinction by following proper alignment, spacing, and color contrast guidelines. Both logos should be presented with balanced visual weight. They should align along the baseline or center line.

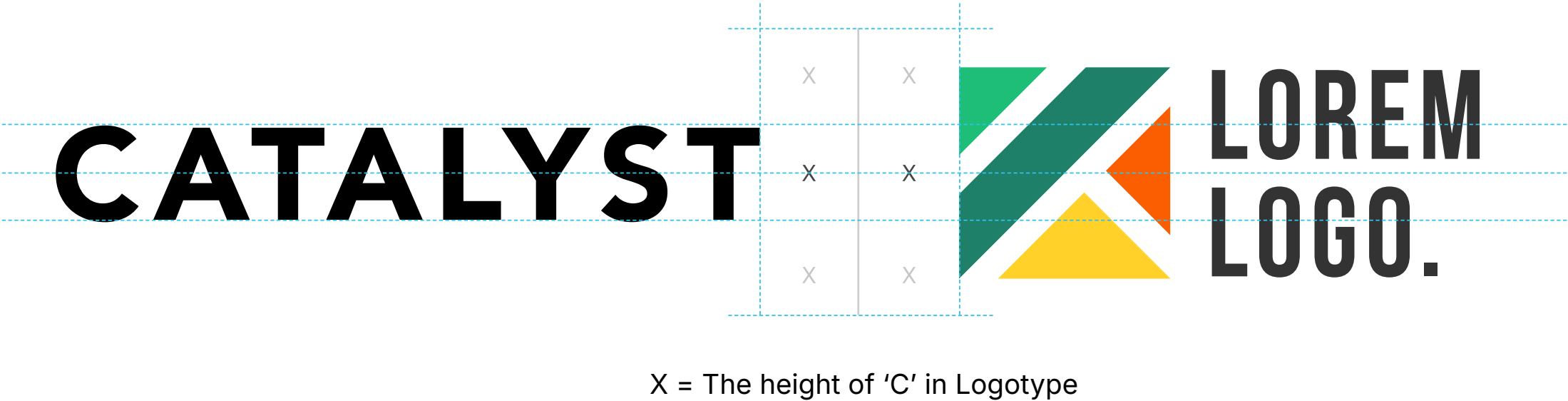
Neither logo should overpower the other; instead, they should complement each other to maintain equal presence for both brands. This approach ensures clarity, harmony, and a unified brand expression in all co-branded materials.



Co Branding

When pairing our logo with another brand, it is essential to maintain clear distinction by following proper alignment, spacing, and color contrast guidelines. Both logos should be presented with balanced visual weight. They should align along the baseline or center line.

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02 Colors



CATALYST

COLOR

Core palette

The Catalyst core palette anchors the brand’s visual identity, providing a foundation of clarity, depth, and consistency across all communications. These colors are the primary building blocks for layouts, typography, and graphic elements, ensuring a unified look and feel.

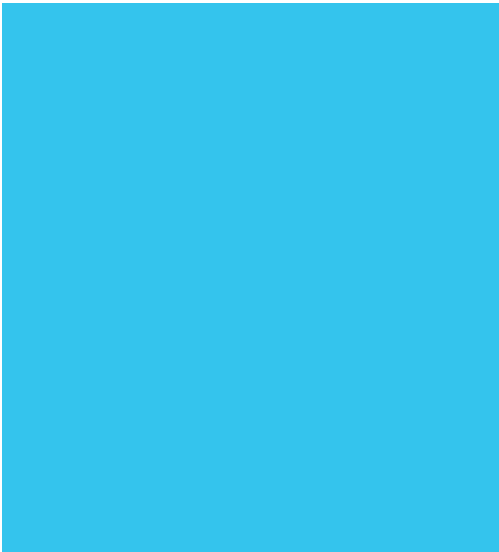
Note: Dark Blue is a 40% shade of Blue and Ice is a 20% tint of Teal.



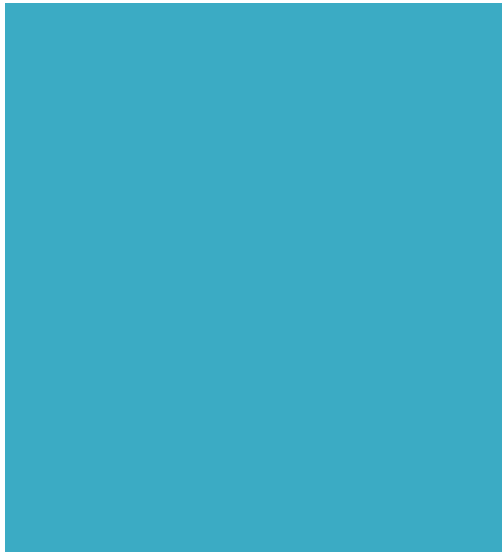
DARK BLUE
Hex: #202e5f
RGB: 26/44/95
CMYK: 100/91/34/25



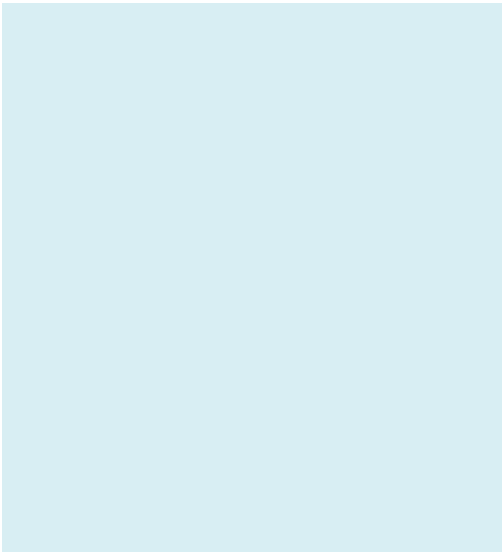
BLUE
Hex: #2b499e
RGB: 43/73/158
CMYK: 94/82/2/0



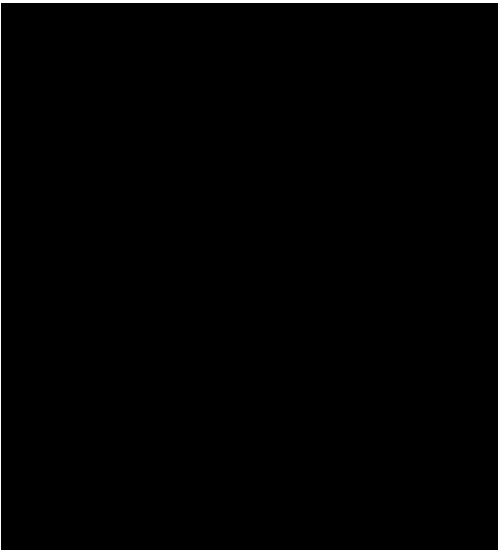
CYAN
Hex: #2ec3ec
RGB: 45/195/236
CMYK: 64/0/3/0



TEAL
Hex: #3babcb
RGB: 59/171/196
CMYK: 70/13/19/0



ICE
Hex: #d8eef3
RGB: 216/238/248
CMYK: 14/0/3/0



BLACK
Hex: #000000
RGB: 0/0/0
CMYK: 60/40/40/100



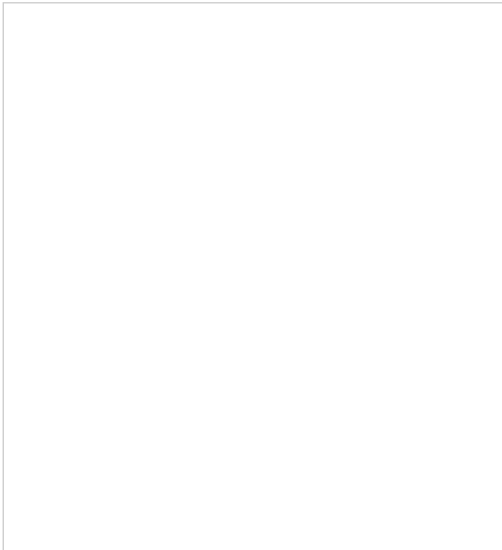
PURPLE
Hex: #897be1
RGB: 137/123/225
CMYK: 53/55/0/0



MAGENTA
Hex: #d142d9
RGB: 209/66/217
CMYK: 35/79/0/0



PINK
Hex: #f2a1d4
RGB: 242/161/212
CMYK: 4/44/0/0



WHITE
Hex: #ffffff
RGB: 255/255/255
CMYK: 0/0/0/0



COLOR

Expanded palette

The extended palette takes our core colors and adds tints and shades to give more flexibility when designing. These variations are handy for creating contrast, adding depth, or making sure text and graphics are easy to read.

#0c1126	#111e40	#15778f	#1e5662	#443e70	#541a57	#5e2f4d
#111a39	#202d5e	#2495b3	#297889	#61569f	#7c2880	#a8558a
#17244f	#223a7d	#2eb4d9	#359ab0	#7c70cc	#a734ad	#d470af
#202d5e	#2b499e	#2ec3ec	#3babc4	#897be1	#d142d9	#f2a1d4
#59669e	#4d6fce	#58cff0	#62bcd0	#a195e7	#da68e1	#f5b4dc
#abb7e3	#94a9e2	#82dbf4	#89cddc	#b8b0ed	#e38ee8	#f7c6e5
#c3cceb	#b8c5eb	#abe7f7	#b0dde8	#d0caf3	#edb3f0	#fad9ee
#dbe0f3	#dbe2f5	#d5f3fb	#d8eef3	#e7e5f9	#f6d9f7	#fcecfc
#f3f5fb	#edf1fa	#eaf9fd	#ebf7f9	#f3f2fc	#faecfb	#fef6fb



03

Graphics



CATALYST

GRAPHICS

Wave overview

The abstract wave is a signature graphical element that captures the brand's sense of movement, adaptability, and forward momentum. Its flowing form reflects our ability to navigate change with confidence, while its layered curves suggest depth, connection, and continuity.

Used thoughtfully, the wave adds visual interest and energy without overpowering other brand elements. It can be applied in a range of scales, colors, and opacities to complement layouts, frame content, or create a sense of rhythm across materials.

Consistent use of the abstract wave helps unify our visual language and reinforces the brand's dynamic, progressive identity.



GRAPHICS

Wave guidelines

MOVEMENT & FLOW

- ✓ The wave should curve or arc naturally, avoiding perfectly straight or uniform lines. The wave should have at least one section where the lines overlap.
- ✗ Perfectly symmetrical waves without variation.

DEPTH & CONTRAST

- ✓ Scale sections of the wave so certain points feel closer or farther away.
- ✓ Apply gradients or shading to give the illusion of light and shadow. Ensure the wave contrasts clearly with the background—use brand colors, gradients, or subtle overlays to separate it from its surroundings.
- ✗ Solid, flat fills without gradient or shading.

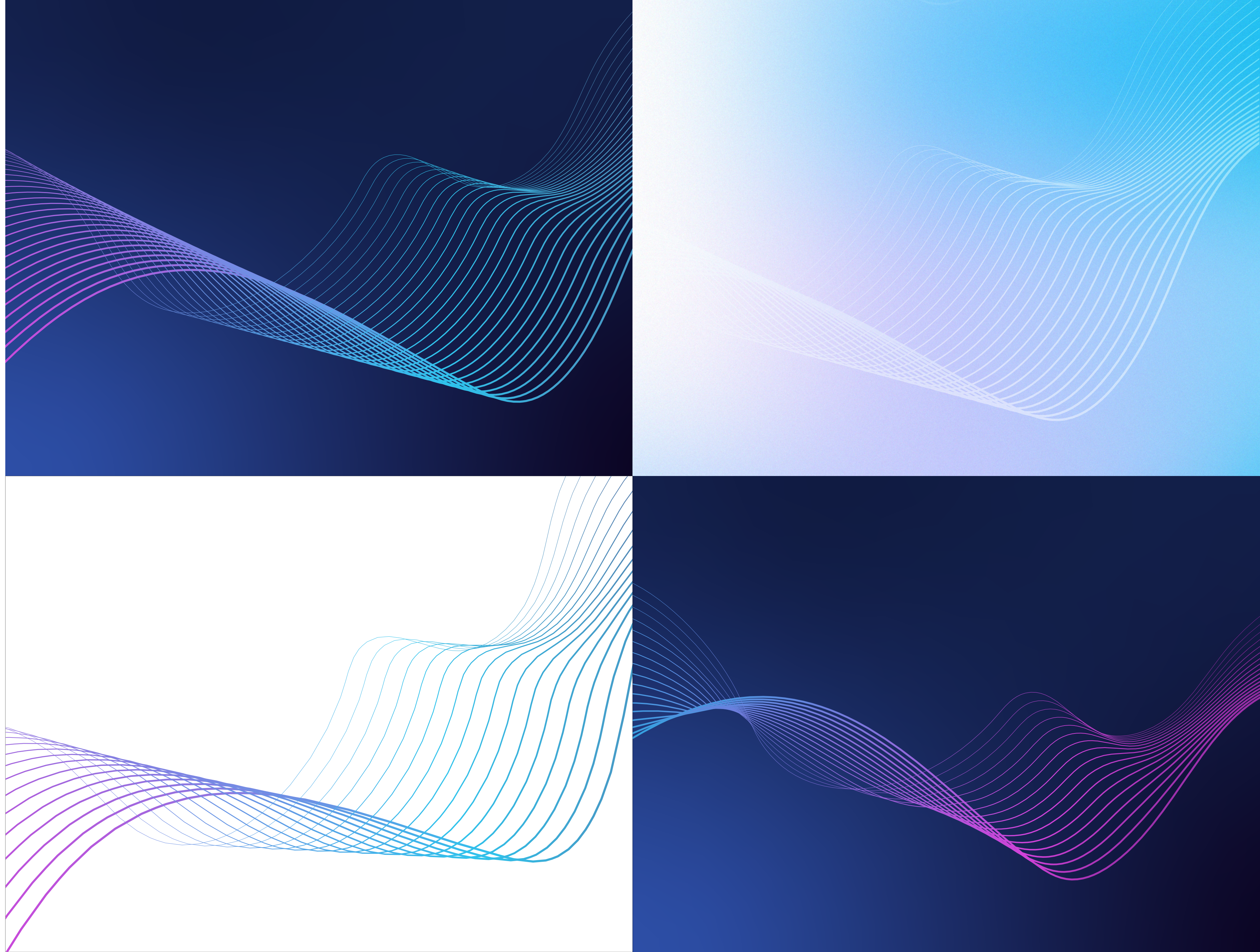
PLACEMENT

- ✓ Waves should flow into or out of the composition, rather than running in a single flat horizontal band.
- ✓ Allow the wave to extend beyond the frame to imply continuous motion.



GRAPHICS

Wave examples



04

Typography



CATALYST

Inter

Bold
Medium
Regular



Inter Character Set

UPPERCASE

ABCDEFGHIJKLMNOPQRSTUVWXYZ

LOWERCASE

abcdefghijklmnopqrstuvwxyz

NUMERALS

1234567890

SYMBOLS

@ # \$ % ^ & * _ + = | \ / ~ ` < >

