

# Brand Manual



# Table of Contents

01

---

About Us

02

---

Logo

03

---

Colours

04

---

Typography

05

---

Iconography

06

---

Image Usage

07

---

Tagline

08

---

Social Media Branding

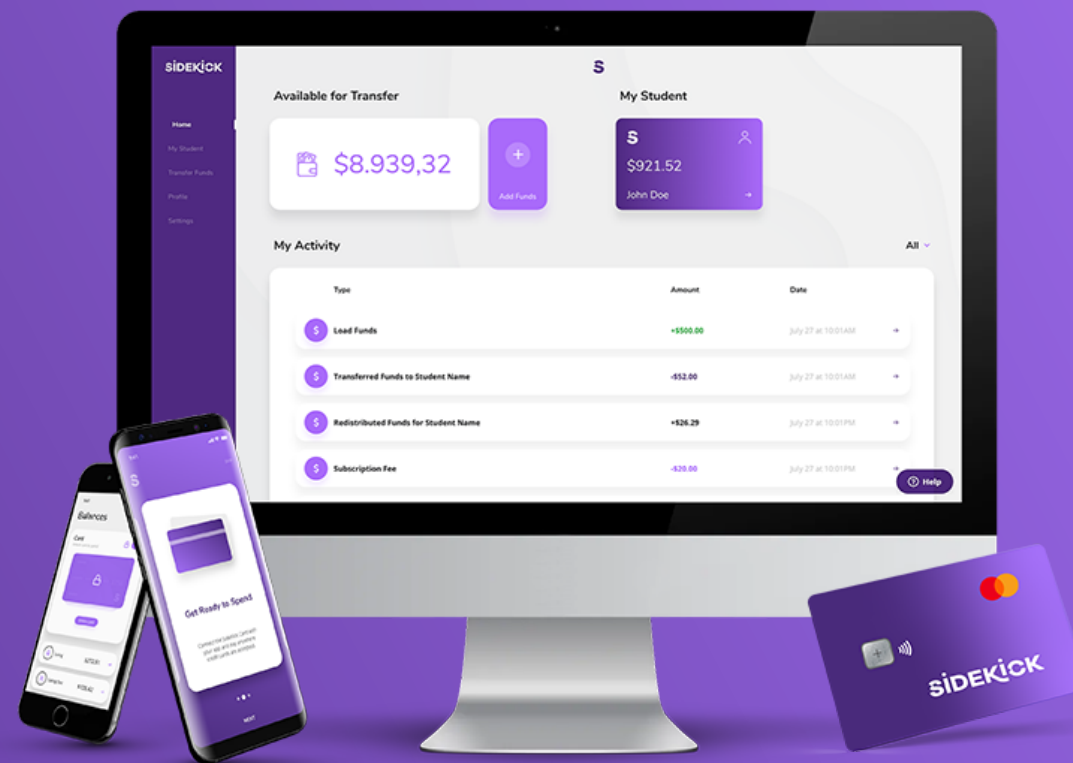
# About SideKick

Through a network of partners, SideKick makes it easy and safe for students and their parents to send, budget, and spend their funds.

SideKick's mission is to make it simple, safe, and secure for international students to access their funds and truly enjoy their time in Canada.

That means creating innovative technology to make the process fast and easy. It means helping them save money. It means offering support, advice, and help whenever they need it.

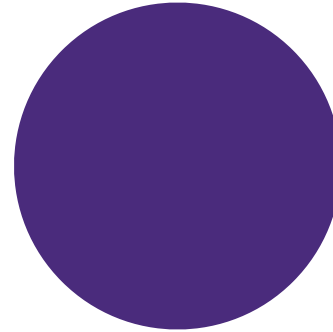
**It means being their SideKick!**



# SideKick Logo

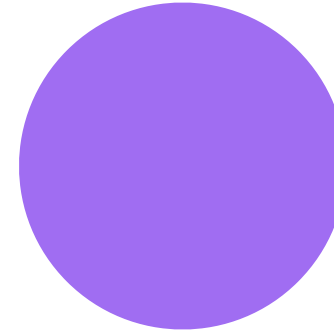


# Colour Guidelines



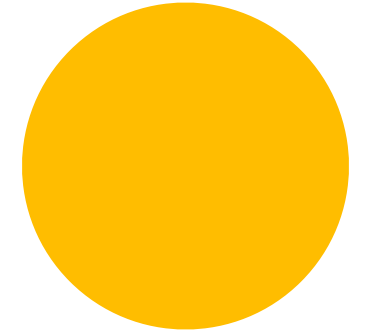
**Spanish Violet**

HEX: #4A2B7C  
RGB: 74, 43, 124  
CMYK: 40, 65, 0, 51



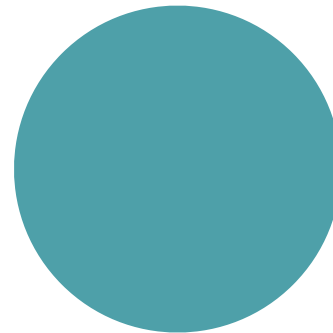
**Medium Purple**

HEX: #A06DF2  
RGB: 160, 109, 242  
CMYK: 34, 55, 0, 5



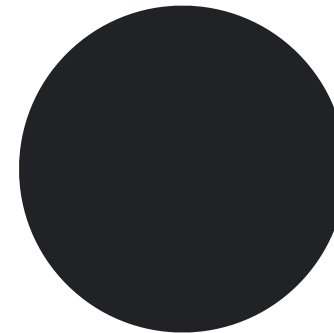
**Mango**

HEX: #FFBD00  
RGB: 255, 189, 0  
CMYK: 0, 26, 100, 0



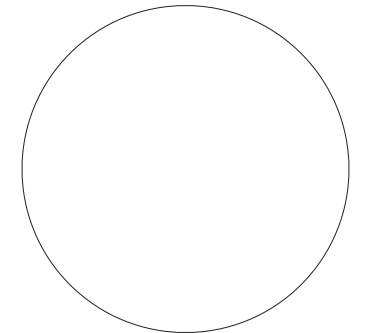
**Blue Green**

HEX: #4DA1A9  
RGB: 77, 161, 169  
CMYK: 54, 5, 0, 34



**Raisin Black**

HEX: #212225  
RGB: 33, 34, 37  
CMYK: 10, 8, 0, 85



**Snow White**

HEX: #FFFFFF  
RGB: 255, 255, 255  
CMYK: 0, 0, 0, 0

# Typography

## Title Font

### Nunito Black

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn

Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

0 1 2 3 4 5 6 7 8 9

## Body Font

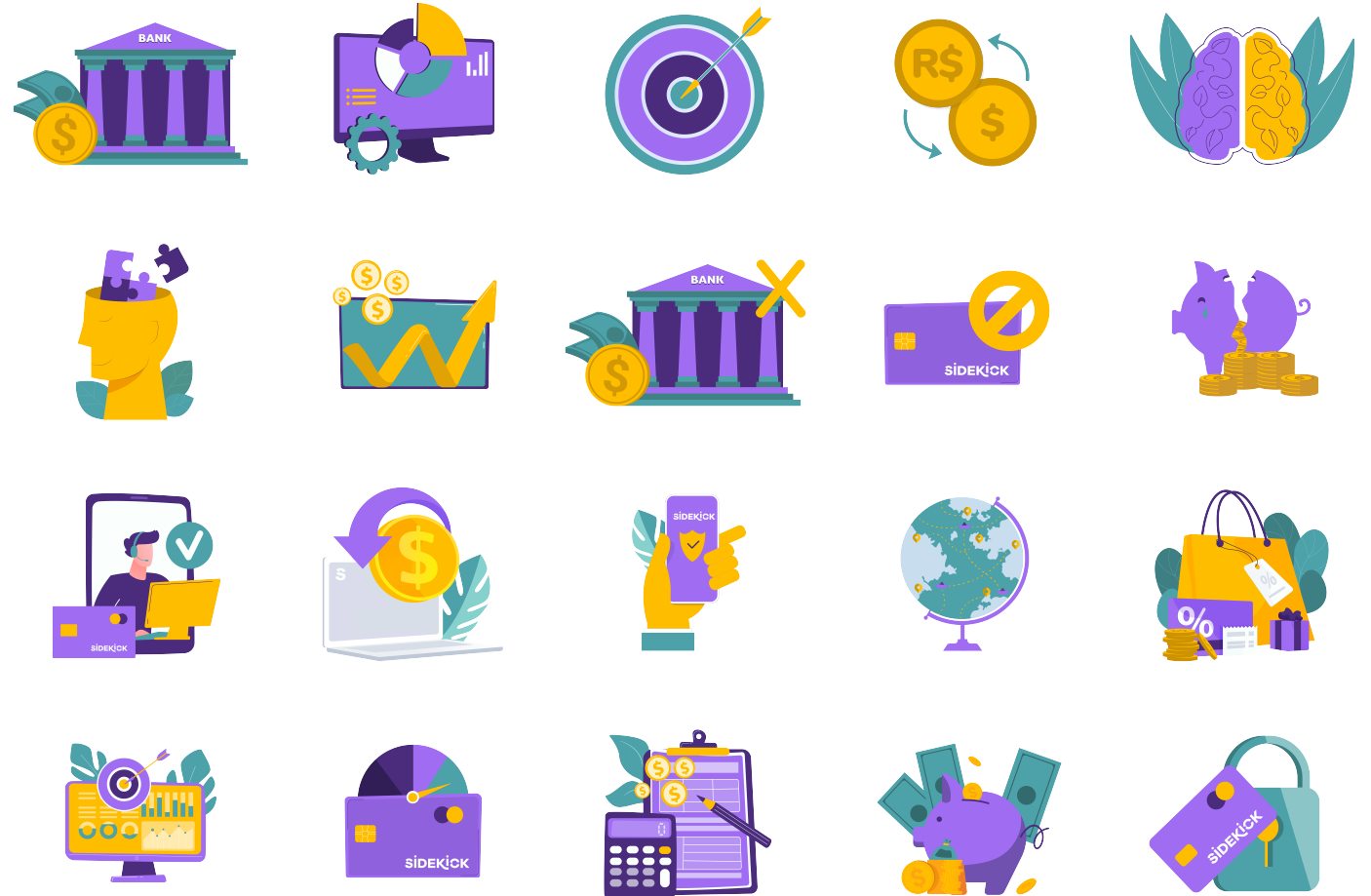
### Open Sans Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn

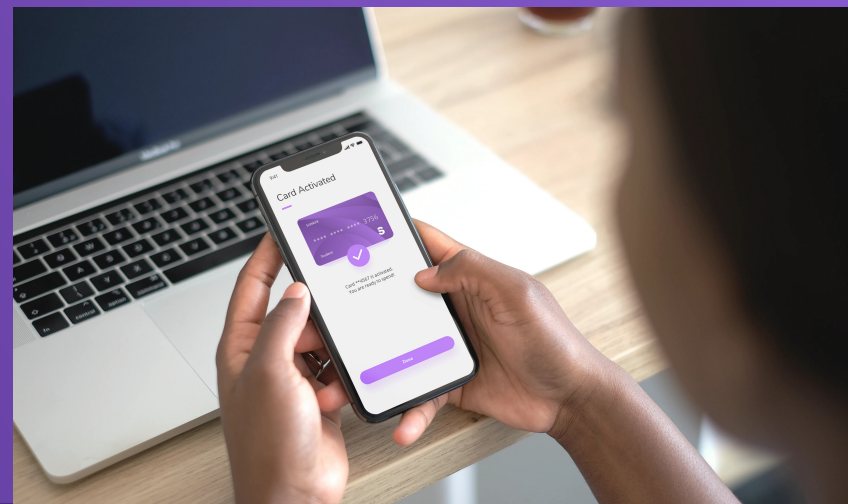
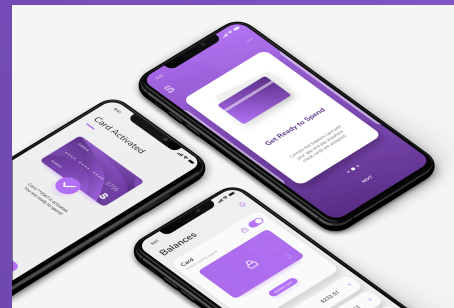
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

0 1 2 3 4 5 6 7 8 9

# Iconography Standard



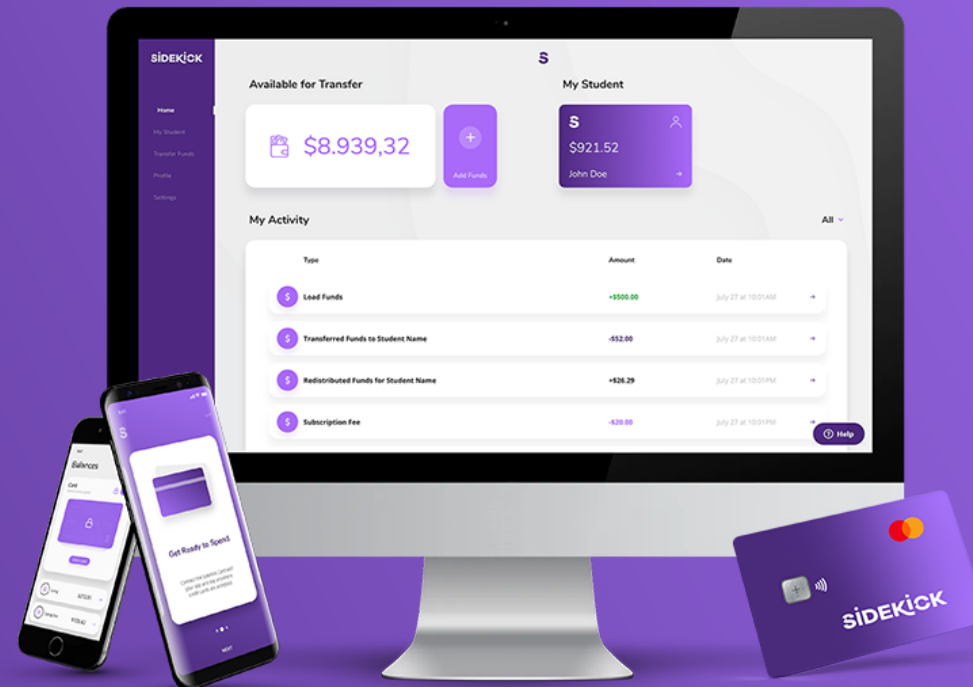
# Image Usage





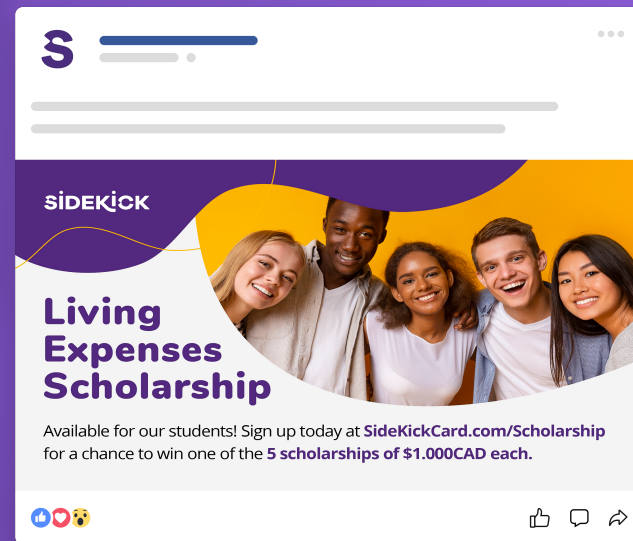
# Our Tagline

*The Financial Solution for International Students in Canada*



# Social Media Branding

@SideKickCard



**SIDEKICK**  
Powered by HERO



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