# JDA Capital Services Limited

BRAND GUIDELINES · VERSION 1.0

October 2026
jdacapital.in

## 01 PRIMARY LOGO

JDA CAPITAL SERVICES LIMITED

TRUST • GROWTH • INTEGRITY

The primary lockup: icon + full legal name + tagline, stacked and centered. This is the default version for anything official — filings, letterheads, the website masthead, signage.

## 02 LOGO VARIATIONS

Full colour, with tagline

Full colour, no tagline

Monogram (icon only)

Single-colour: Navy

Single-colour: Black

White knockout

Use full colour whenever possible. Single-colour versions are for one-colour print, embossing, faxes, or regulatory documents that must print in black and white.

## 03 CLEAR SPACE & MINIMUM SIZE

Minimum clear space on all sides = the cap-height of the icon's "J". Nothing else — text, edges, other logos — enters this zone.

| CONTEXT | PX | MM |
|---|---|---|
| Favicon / app icon | 16 px | — |
| Social avatar | 48 px | — |
| Digital — monogram | 28 px | 10 mm |
| Digital — full lockup | 120 px | 40 mm |
| Print — business card | — | 22 mm width |
| Print — letterhead / signage | — | 35 mm width |

## 04 COLOUR PALETTE

**Azure** #1C8FD9 *Trust*

**Mustard** #C9922A *Momentum*

**Emerald** #1F7A4C *Growth*

**Navy** #123A5E *Authority*

### Tints

**Azure**

| #1C8FD9 | #60B0E4 | #98CCED | #CDE6F6 |
|---|---|---|---|

**Mustard**

| #C9922A | #D9B269 | #E6CD9F | #F3E7D0 |
|---|---|---|---|

**Emerald**

| #1F7A4C | #62A181 | #9AC3AE | #CDE1D7 |
|---|---|---|---|

**Navy**

| #123A5E | #59758E | #94A6B6 | #CAD3DB |
|---|---|---|---|

### Neutrals & signal colours

**Off-black** #1A1A1A

**Grey** #6B7280

**Off-white** #F7F7F5

**Red** #C0392B *Losses / alerts only*

## 05 COLOUR USAGE & CONTRAST

Navy / neutrals 55% · Azure 25% · Emerald 12%

Navy carries the brand voice (text, UI chrome). Azure is the recognisable accent. Emerald and Mustard are reserved for data/growth moments — never backgrounds or body copy.

- Mustard is never used for text or thin lines on a light background — it fails contrast (2.8:1).
- Emerald is reserved for growth, gains and positive data — never for errors or losses.
- Red is used only for losses, errors or destructive actions — nowhere else in the brand.
- On dark or photographic backgrounds, use the white knockout lockup, never full colour.
- One-colour jobs (engraving, faxes, rubber stamps): Navy or Black only, never Azure/Mustard/Emerald alone.

| PAIR | RATIO | TEXT (4.5:1) | LARGE (3:1) |
|---|---|---|---|
| Navy / White | 11.7:1 | Pass | Pass |
| Azure / White | 3.5:1 | Fail | Pass |
| Emerald / White | 5.3:1 | Pass | Pass |
| Mustard / White | 2.8:1 | Fail | Fail |
| White / Navy | 11.7:1 | Pass | Pass |
| White / Emerald | 5.3:1 | Pass | Pass |
| Off-black / Off-white | 16.2:1 | Pass | Pass |

Ratios calculated per WCAG 2.1 relative luminance.

## 06 TYPOGRAPHY

### Poppins SemiBold

Headlines, the logotype, section titles, stat callouts.

### Inter Regular / SemiBold

Body copy, forms, tables, UI labels — chosen for its tabular figures, which matter for a capital-markets product.

| ROLE | SIZE/LINE | STYLE |
|---|---|---|
| **H1** | 40 / 48px | Poppins SemiBold |
| **H2** | 28 / 36px | Poppins SemiBold |
| **H3** | 20 / 28px | Poppins Medium |
| **Body** | 15 / 24px | Inter Regular |
| **Data / tabular** | 13 / 20px | Inter SemiBold (tabular) |
| **Caption** | 12 / 16px | Inter Regular |

**Aa Bb Cc** Noto Sans Gujarati / Devanagari — fallback for regional-language filings and signage

Fallback for print where webfonts aren't available: Helvetica Neue / Arial. Legal & SEBI disclosure text never sets below 8pt (print) / 12px (web).

## 07 ICONOGRAPHY & IMAGERY

Markets · Portfolio · Research · Support · Settings

2px stroke, rounded caps, no fill. Navy by default; Azure only for an active/selected state. Never mix with filled or two-tone icon sets.

### Photography & imagery

- Real dashboards, candid workplace moments, city/skyline shots — never generic stock handshakes.
- Cool, natural light; avoid heavy warm filters that clash with Azure/Emerald.
- When text sits over a photo, add a Navy gradient scrim at 60–80% for contrast.

## 08 LOGO DON'TS

Don't stretch or distort

Don't rotate

Don't add drop shadows

Don't recolour outside the palette

Also avoid: placing full-colour logo on busy or low-contrast photography without a scrim; rebuilding the lockup with a different font; swapping Mustard/Emerald/Azure for off-palette hues.

## 09 BRAND VOICE & TAGLINE

TRUST • GROWTH • INTEGRITY

Each word is keyed to a brand colour — Azure for Trust, Emerald for Growth, Mustard for Integrity — so the tagline and the palette reinforce the same idea. Use the full tagline sparingly: primary lockup, website masthead, first page of pitch decks.

**Clear**
Plain language over jargon.
✓ "Your portfolio gained 4.2% this quarter."
× "Your AUM delta was positively skewed QoQ."

**Credible**
Numbers do the talking.
✓ "Backed by 12 years of SEBI-registered advisory."
× "Trust us, we're the best."

**Forward-looking**
Growth-oriented, never hypey.
✓ "Building your financial future, deliberately."
× "Get rich fast with JDA!"

## 10 PRINT APPLICATIONS

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JDA CAPITAL SERVICES LIMITED

Business card — front / back

Letterhead

## 11 WEBSITE & DIGITAL

JDA — Services · Research · About

**Smarter investments for a brighter future**

Trusted advisory and depositary services for a stronger tomorrow.

Open Account · Know More

### Primary button states

Open Account — Primary · Hover · Focus · Disabled

## 12 SOCIAL MEDIA

Profile (1:1)

Post (1080×1080): Invest. Grow. Achieve.

JDA CAPITAL SERVICES — TRUST • GROWTH • INTEGRITY

Cover / banner (1584×396)

## 13 LOGO ON DARK & COLOUR BACKGROUNDS

On Navy · On Emerald · On Black photography (with scrim) · On Off-white

On any background darker than Mustard-tint-3 or with low contrast, switch to the white knockout lockup. Never place the full-colour version directly on a brand colour — Azure, Emerald or Mustard backgrounds always take the white version.

## 14 REAL-WORLD APPLICATION

Office signage — full-colour lockup on a light fascia, generous clear space, no tagline at this scale.