

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



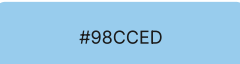
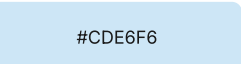
Emerald
#1F7A4C
Growth



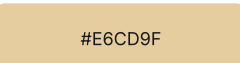
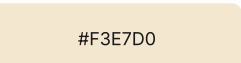
Navy
#123A5E
Authority

Tints

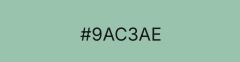
Azure



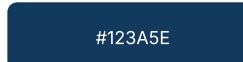
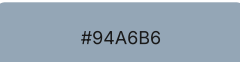
Mustard



Emerald



Navy



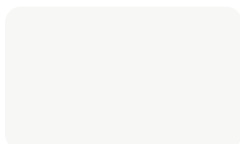
Neutrals & signal colours



Off-black
#1A1A1A



Grey
#6B7280



Off-white
#F7F7F5



Red
#C0392B
Losses / alerts only

05

COLOUR USAGE & CONTRAST



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.

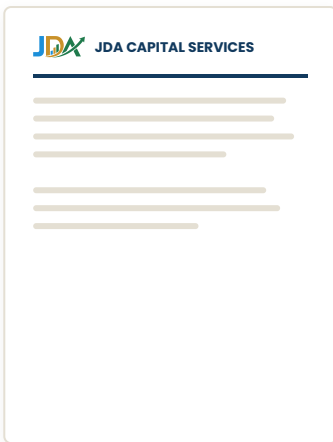
- ✓ "Building your financial future, deliberately."
- ✗ "Get rich fast with JDA!"

10

PRINT APPLICATIONS



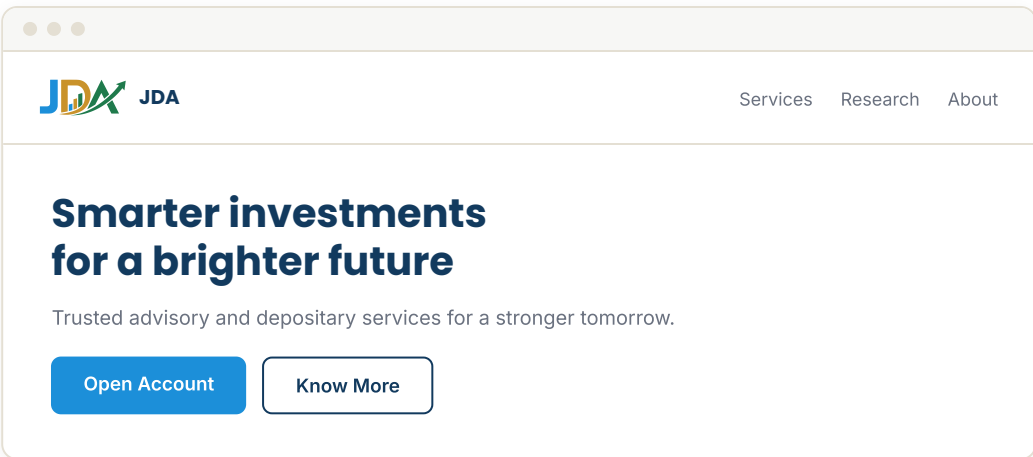
Business card — front / back



Letterhead

11

WEBSITE & DIGITAL



Primary button states



Primary



Hover



Focus



Disabled

12

SOCIAL MEDIA



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.