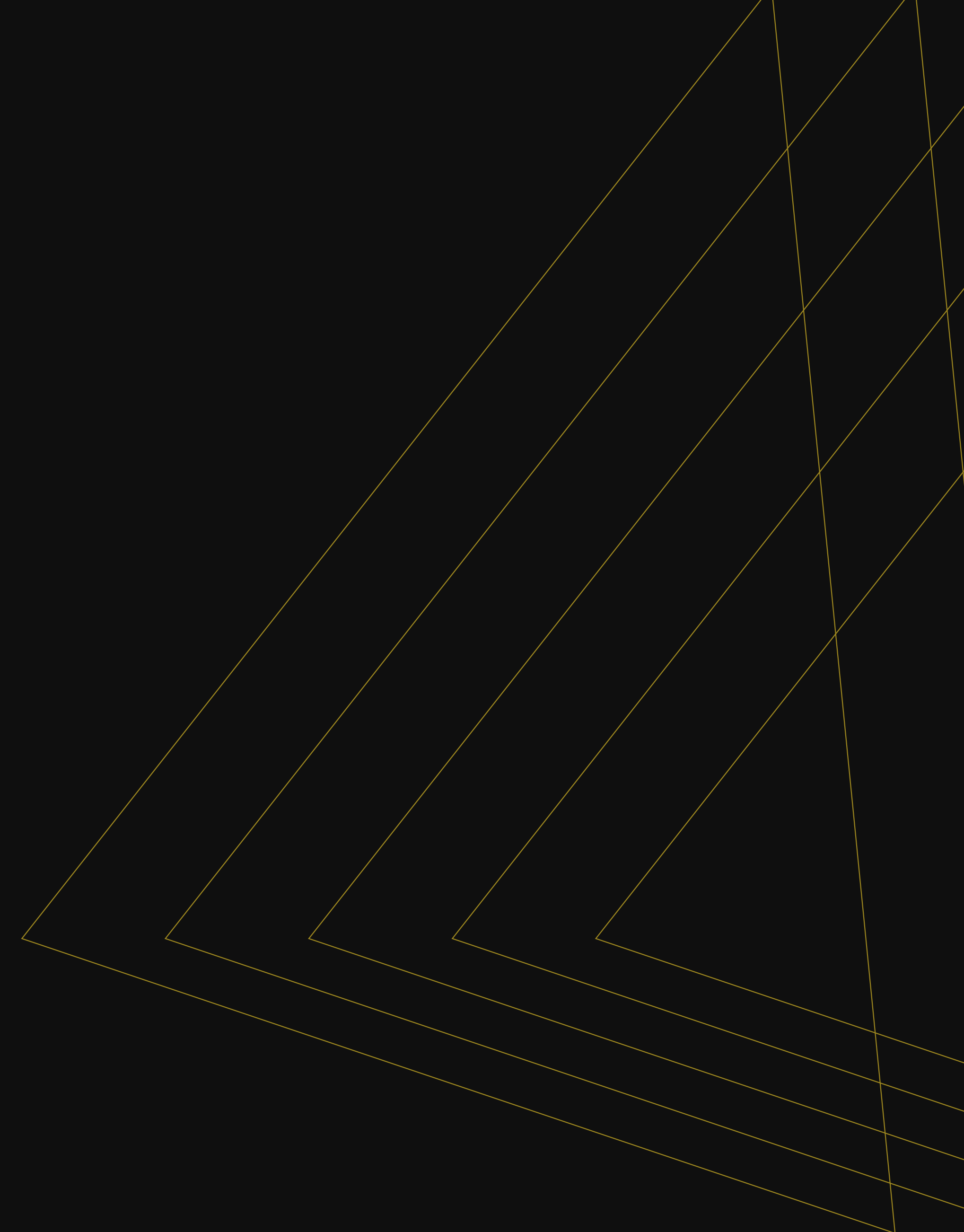




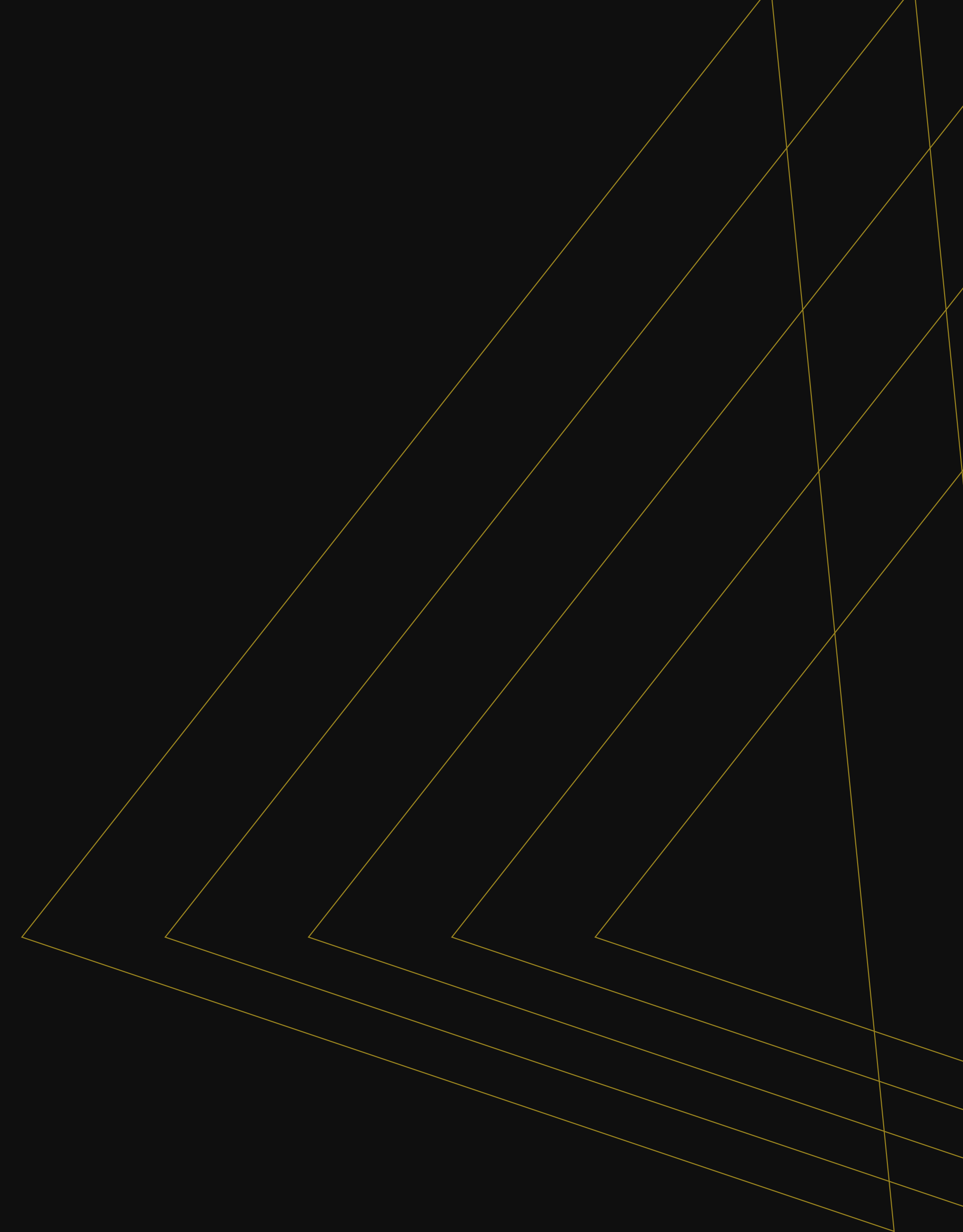
Brand Identity Guideline

2025





Alpaca Logo



Logo Variations



Primary Logo

Alpaca’s combination logo is comprised of the alpaca symbol and wordmark. It must be used as first instinct when it comes to branding content.



Secondary Logo

The Alpaca symbol is a shorter version of our logo. Use the symbol on its own only if you do not have enough room for the full logo or in cases when the Alpaca brand has already been established. While the symbol can exist without the wordmark, the wordmark should never exist without the symbol.



Tertiary Logo

The standalone square alpaca symbol is used for our social media profile pictures. For instances where the crop is square.

Logo Colorways

yellow-50 #FCD72B

white #F7F7F7

black #101010



Light Background

This is Alpaca’s **main representation of the brand**. It is intended for use on light backgrounds where sufficient contrast ensures visibility and clarity.



Dark Background

This version of the logo is designed for use on **dark or colored backgrounds**. It ensures visibility, contrast, and brand clarity when the primary colorway would not provide sufficient legibility.



Grayscale Colorway

Alpaca’s monotone logo is only used on colorful backgrounds for when the two other colorways don’t harmonize well with the desired composition.

Limited Use Cases

Use these variations only in cases where the standard colorways (above) lacks contrast, like on light gray backgrounds or in one-color print.

These alternatives help maintain clarity and brand consistency in challenging applications.



Use Case: Gray Backgrounds

A white fill was added behind the symbol in this version to enhance visibility on light gray backgrounds.



Use Case: Print

The one-color logo is intended for print scenarios where full-color usage isn’t possible. This ensures brand consistency while accommodating production constraints.

Logo Misuses



✗ Do not apply different colors, gradient or shade effect to the logo.



✗ Do not rotate, distort or warp the logo in any way. Do not alter the orientation of the logo.



✗ Do not use the wordmark without the symbol.



✗ Do not outline or create a keyline around the logo.



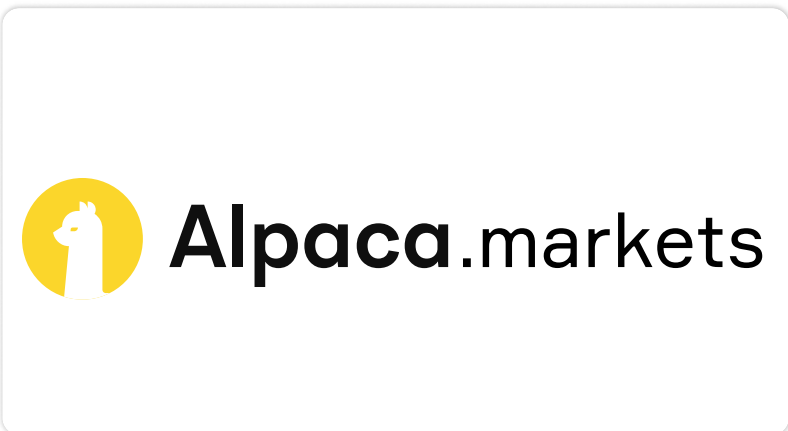
✗ Do not use the white-filled symbol on backgrounds where the primary colorway has sufficient contrast.



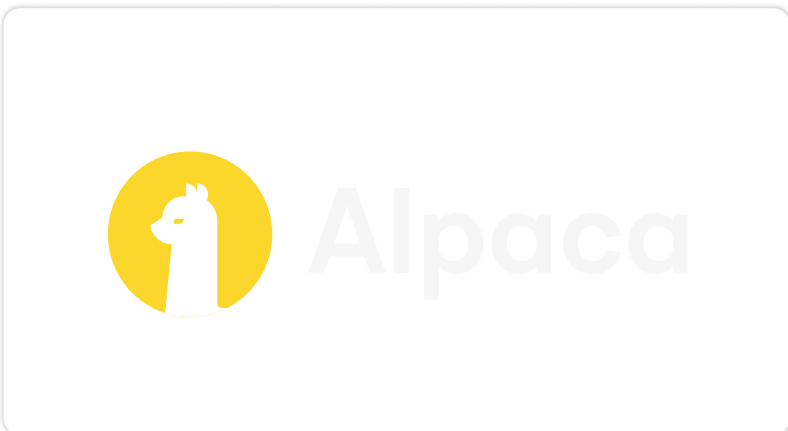
✗ Do not change the typeface nor recreate or manipulate the wordmark and the icon.



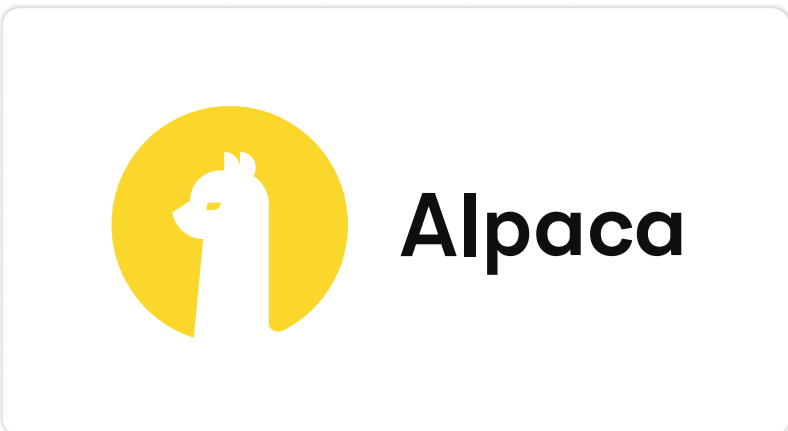
✗ Do not use the old version of the Alpaca logo.



✗ Do not add text nor use the logo in the middle of a sentence.

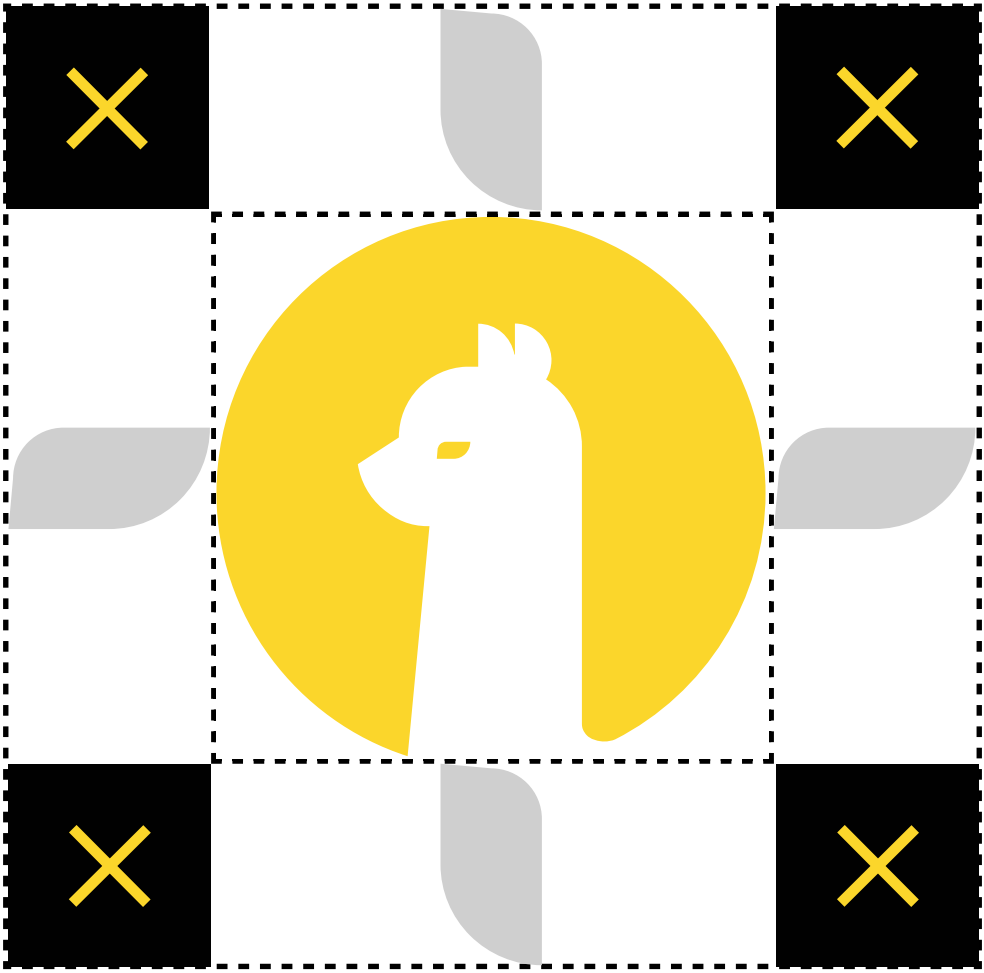


✗ Do not use logos that blend into the background colors.



✗ Do not change the size or orientation of the symbol and wordmark in relation to each other

Clear Space



Ensure there is adequate space between the logo and surrounding elements. The clear space around it should always be greater than or equal to the size of the Alpaca eye * 6



Use Case

Illustrative Logos

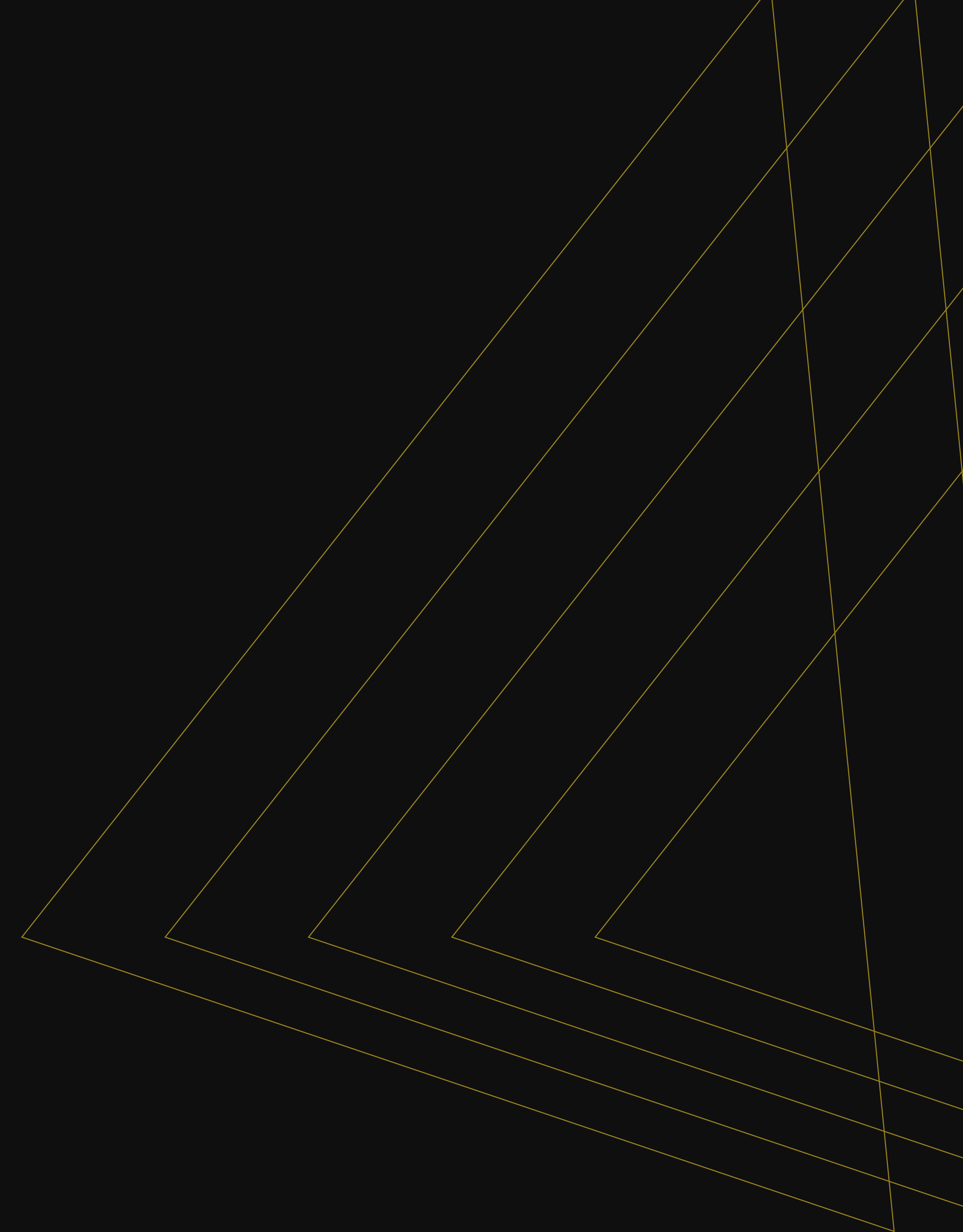
The primary use for our logo is to establish our brand in our content. However, it should be noted that Alpaca designers are permitted to use it as an illustration element with the intention of supporting the meaning of a piece.

This is not to say an illustrative logo is sufficient to act as branding the content; in cases where you need to brand a piece, the main logo must be present with the illustrative logo in the composed piece.





Colors



Primary Colors



black
HEX #101010
RGB 16, 16, 16
CMYK 73, 67, 66, 83
PMS Black 6 C



yellow-50
HEX #FCD72B
RGB 252, 215, 43
CMYK 2, 12, 93, 0
PMS 115 C



purple-60
HEX #7331FF
RGB 115, 49, 255
CMYK 71, 76, 0, 0
PMS 2725 C



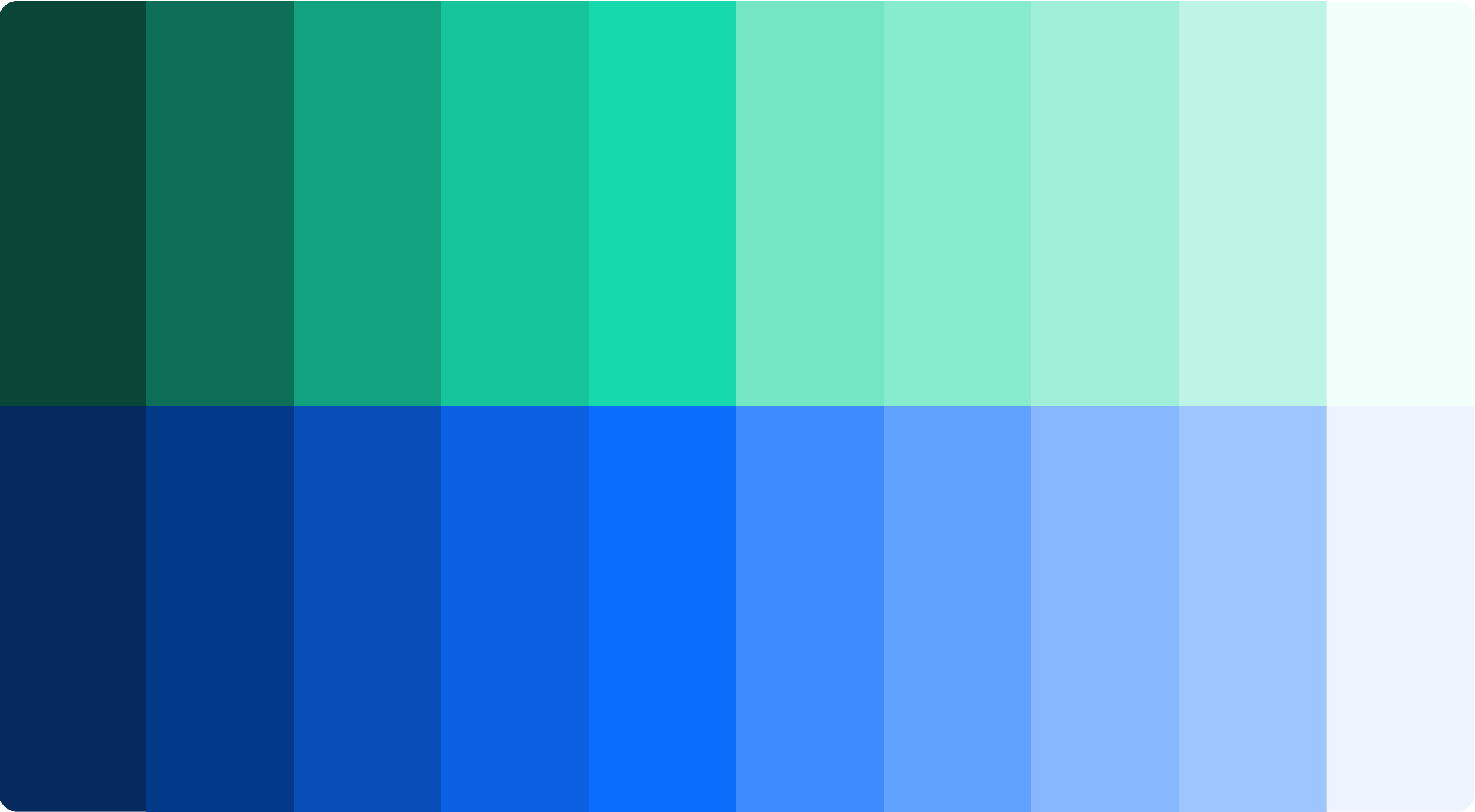
white
HEX #F7F7F7
RGB 247, 247, 247
CMYK 2, 1, 1, 0
PMS Cool Gray 1 C

Yellow at the Core

Alpaca is known for its vibrant yellow and is primarily combined with black and purple.

This unique color differentiates us from the cold, tech-strict world of corporate fintech and positions us as a welcoming brand to our community.

Secondary Colors



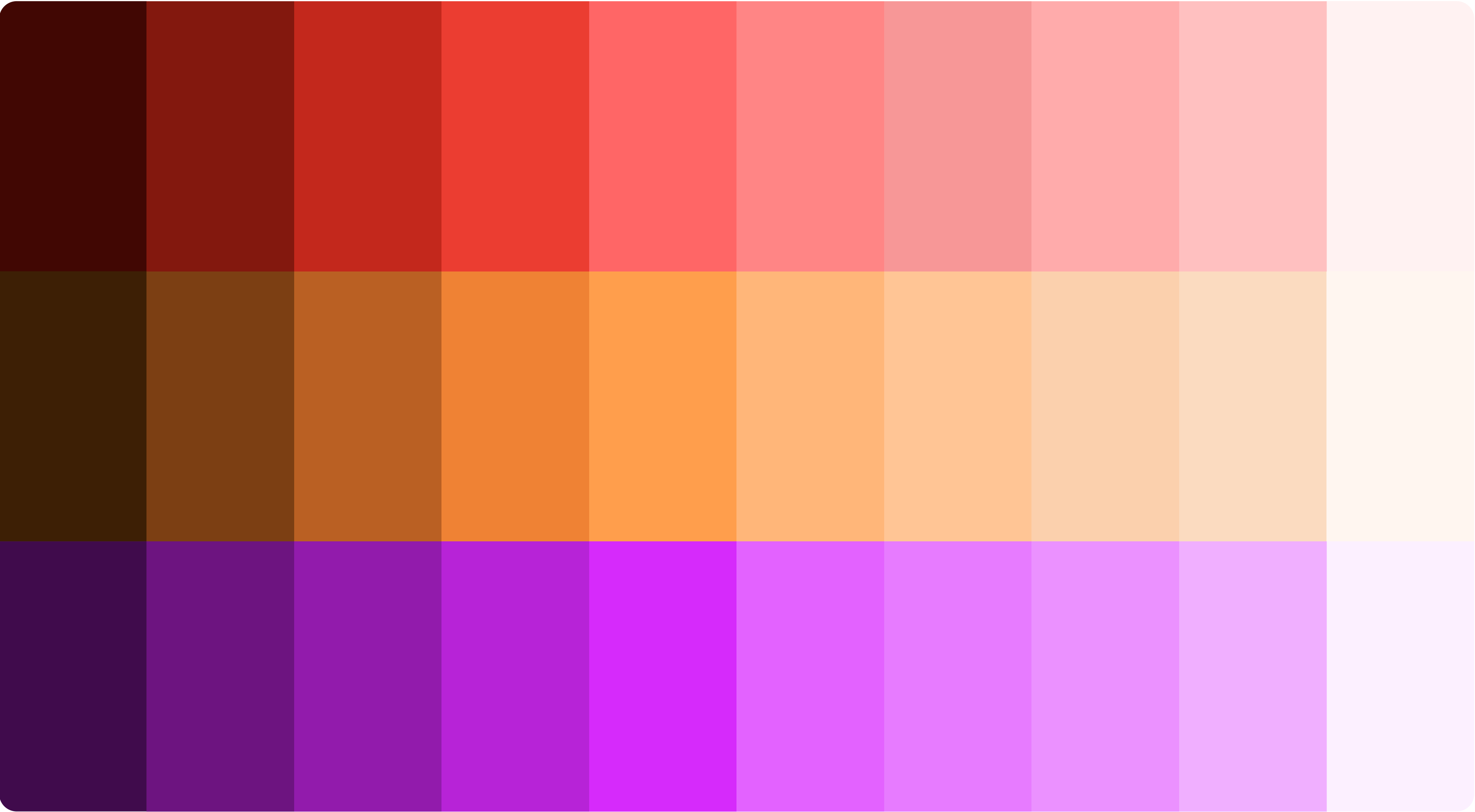
The Secondary Colors

Our brand’s secondary colors contain the blue and green hues that are used popularly with our primary colors.

Use Case

We want to leverage brand recognition using our primary colors, but use our secondary palette to add a wider range of hues to our illustrations. These colors are intended to support the primary colors and not overpower their brand recognition, but be an extension of our brand's color recognition.

Tertiary Colors



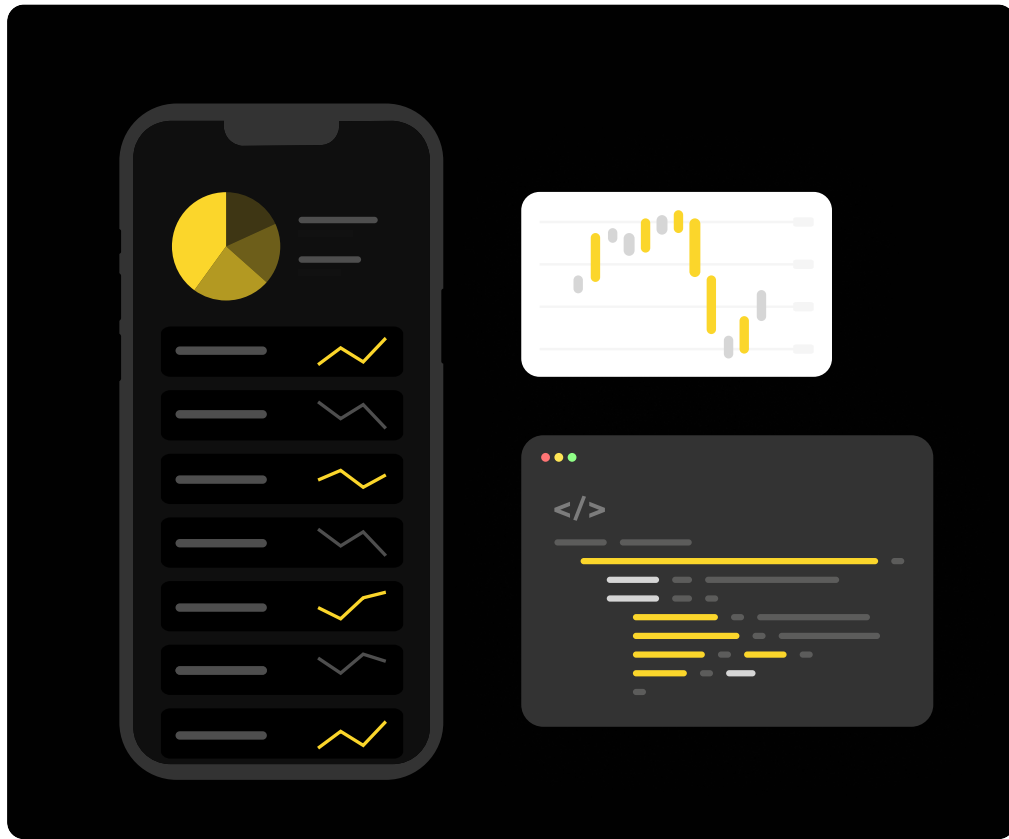
The Tertiary Colors

Our brand’s tertiary colors define the remaining range of hues needed to cover a full color spectrum in the brand.

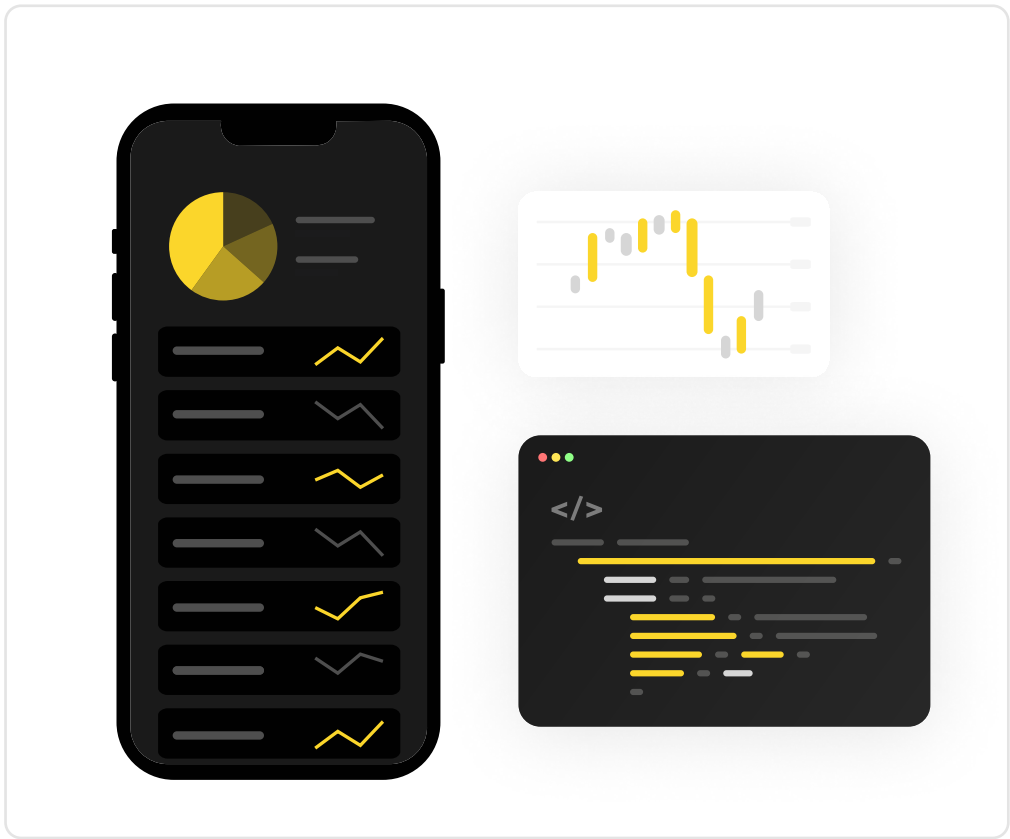
These colors are used sparingly. They must be used strategically for the color semantics and context in design with our users’ color psychology in mind.

Our primary colors should evidently dominate the color scheme.

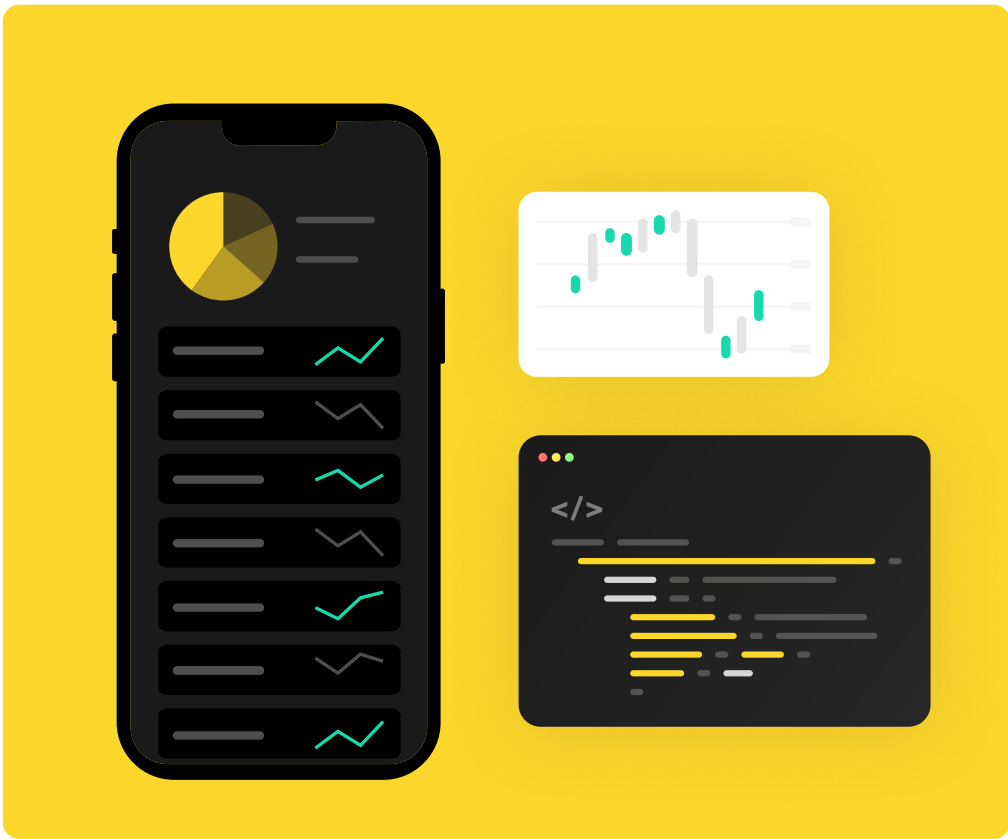
gray-100 HEX #101010 RGB 16, 16, 16 CMYK 73, 67, 66, 83	gray-90 HEX #181818 RGB 24, 24, 24 CMYK 73, 67, 65, 79	gray-80 HEX #333333 RGB 51, 51, 51 CMYK 69, 63, 62, 58	gray-70 HEX #626262 RGB 98, 98, 98 CMYK 61, 52, 52, 22	gray-60 HEX #7A7A7A RGB 122, 122, 122 CMYK 53, 45, 45, 10	gray-50 HEX #929292 RGB 146, 146, 146 CMYK 45, 37, 38, 2	gray-40 HEX #CFCFCF RGB 207, 207, 207 CMYK 18, 14, 14, 0	gray-30 HEX #DCDCDC RGB 220, 220, 220 CMYK 12, 9, 10, 0	gray-20 HEX #E4E4E4 RGB 228, 228, 228 CMYK 9, 7, 7, 0	gray-10 HEX #F7F7F7 RGB 247, 247, 247 CMYK 2, 1, 1, 0
yellow-100 HEX #1D1800 RGB 29, 24, 0 CMYK 65, 62, 77, 79	yellow-90 HEX #3A3001 RGB 58, 48, 1 CMYK 59, 60, 91, 64	yellow-80 HEX #746002 RGB 116, 96, 2 CMYK 47, 50, 100, 28	yellow-70 HEX #AE9003 RGB 174, 144, 3 CMYK 33, 38, 100, 6	yellow-60 HEX #E8C003 RGB 232, 192, 3 CMYK 11, 22, 100, 0	yellow-50 HEX #FCD72B RGB 252, 215, 43 CMYK 2, 12, 93, 0	yellow-40 HEX #FCDF55 RGB 252, 223, 85 CMYK 2, 8, 79, 0	yellow-30 HEX #FDE780 RGB 253, 231, 128 CMYK 2, 6, 61, 0	yellow-20 HEX #FEEFAA RGB 254, 239, 170 CMYK 1, 3, 40, 0	yellow-10 HEX #FFDF0 RGB 255, 253, 240 CMYK 0, 0, 5, 0
purple-100 HEX #250F52 RGB 37, 15, 82 CMYK 98, 100, 30, 37	purple-90 HEX #30146B RGB 48, 20, 107 CMYK 96, 100, 23, 19	purple-80 HEX #461D9C RGB 70, 29, 156 CMYK 88, 100, 0, 0	purple-70 HEX #5D27CE RGB 93, 39, 206 CMYK 76, 83, 0, 0	purple-60 HEX #7331FF RGB 115, 49, 255 CMYK 71, 76, 0, 0	purple-50 HEX #956FF7 RGB 149, 111, 247 CMYK 55, 61, 0, 0	purple-40 HEX #AB83FF RGB 171, 131, 255 CMYK 43, 51, 0, 0	purple-30 HEX #C7ADFF RGB 199, 173, 255 CMYK 24, 32, 0, 0	purple-20 HEX #D5C1FF RGB 213, 193, 255 CMYK 16, 24, 0, 0	purple-10 HEX #F6F2FF RGB 246, 242, 255 CMYK 2, 4, 0, 0
green-100 HEX #094638 RGB 9, 70, 56 CMYK 29, 24, 0, 0	green-90 HEX #0F7059 RGB 89, 46, 74, 49 CMYK 29, 24, 0, 0	green-80 HEX #14A381 RGB 20, 163, 129 CMYK 80, 11, 63, 0	green-70 HEX #18C69D RGB 24, 198, 157 CMYK 70, 0, 53, 0	green-60 HEX #17DAAC RGB 23, 218, 172 CMYK 64, 0, 47, 0	green-50 HEX #74E7C1 RGB 116, 231, 193 CMYK 47, 0, 35, 0	green-40 HEX #87EBCE RGB 135, 235, 206 CMYK 41, 0, 28, 0	green-30 HEX #A0F0D9 RGB 160, 240, 217 CMYK 33, 0, 22, 0	green-20 HEX #BEF4E6 RGB 190, 244, 230 CMYK 23, 0, 14, 0	green-10 HEX #F2FFFF RGB 242, 255, 252 CMYK 4, 0, 2, 0
blue-100 HEX #052A61 RGB 5, 42, 97 CMYK 100, 91, 33, 26	blue-90 HEX #033989 RGB 3, 57, 137 CMYK 100, 89, 16, 4	blue-80 HEX #084FB8 RGB 8, 79, 184 CMYK 93, 75, 0, 0	blue-70 HEX #0B62E1 RGB 11, 98, 225 CMYK 83, 64, 0, 0	blue-60 HEX #0D6EFD RGB 13, 110, 253 CMYK 80, 58, 0, 0	blue-50 HEX #3F8CFF RGB 63, 140, 255 CMYK 69, 44, 0, 0	blue-40 HEX #62A1FF RGB 98, 161, 255 CMYK 56, 32, 0, 0	blue-30 HEX #87B7FF RGB 135, 183, 255 CMYK 42, 20, 0, 0	blue-20 HEX #9FC6FF RGB 159, 198, 255 CMYK 33, 14, 0, 0	blue-10 HEX #EEF5FF RGB 238, 245, 255 CMYK 5, 1, 0, 0
red-100 HEX #410704 RGB 65, 7, 4 CMYK 47, 84, 76, 72	red-90 HEX #83180E RGB 131, 24, 14 CMYK 29, 99, 100, 35	red-80 HEX #C4291C RGB 196, 41, 28 CMYK 16, 97, 100, 6	red-70 HEX #EB3D31 RGB 235, 61, 49 CMYK 1, 91, 89, 0	red-60 HEX #FF6666 RGB 255, 102, 102 CMYK 0, 75, 52, 0	red-50 HEX #FF8686 RGB 155, 134, 134 CMYK 0, 60, 35, 0	red-40 HEX #F89898 RGB 248, 152, 152 CMYK 0, 50, 28, 0	red-30 HEX #FFABAB RGB 255, 171, 171 CMYK 0, 41, 21, 0	red-20 HEX #FFC0C0 RGB 255, 192, 192 CMYK 0, 30, 14, 0	red-10 HEX #FFF2F2 RGB 255, 242, 242 CMYK 0, 5, 2, 0
orange-100 HEX #3E2006 RGB 62, 32, 6 CMYK 50, 72, 84, 70	orange-90 HEX #7C4014 RGB 124, 64, 20 CMYK 34, 75, 100, 36	orange-80 HEX #BA6124 RGB 186, 97, 36 CMYK 21, 70, 100, 9	orange-70 HEX #F08234 RGB 240, 130, 52 CMYK 2, 60, 91, 0	orange-60 HEX #FF9E4D RGB 255, 158, 77 CMYK 0, 45, 77, 0	orange-50 HEX #FFB679 RGB 255, 182, 121 CMYK 0, 33, 57, 0	orange-40 HEX #FFC696 RGB 255, 198, 150 CMYK 0, 25, 42, 0	orange-30 HEX #FCD1AD RGB 252, 209, 173 CMYK 0, 20, 31, 0	orange-20 HEX #FCDBC0 RGB 252, 219, 192 CMYK 1, 15, 23, 0	orange-10 HEX #FFF7F0 RGB 255, 247, 240 CMYK 0, 2, 4, 0
pink-100 HEX #410B4D RGB 65, 11, 77 CMYK 79, 100, 32, 39	pink-90 HEX #6D1481 RGB 109, 20, 129 CMYK 71, 100, 13, 3	pink-80 HEX #931CAC RGB 147, 28, 172 CMYK 54, 93, 0, 0	pink-70 HEX #B823D8 RGB 184, 35, 216 CMYK 46, 84, 0, 0	pink-60 HEX #D72BFC RGB 215, 43, 252 CMYK 40, 80, 0, 0	pink-50 HEX #E363FF RGB 227, 99, 255 CMYK 30, 65, 0, 0	pink-40 HEX #E87BFF RGB 232, 123, 255 CMYK 24, 55, 0, 0	pink-30 HEX #EC92FF RGB 236, 146, 255 CMYK 18, 45, 0, 0	pink-20 HEX #F1AFFF RGB 241, 175, 255 CMYK 12, 33, 0, 0	pink-10 HEX #FCFOFF RGB 252, 240, 255 CMYK 1, 6, 0, 0



✓ Brand's primary dark mode theme.



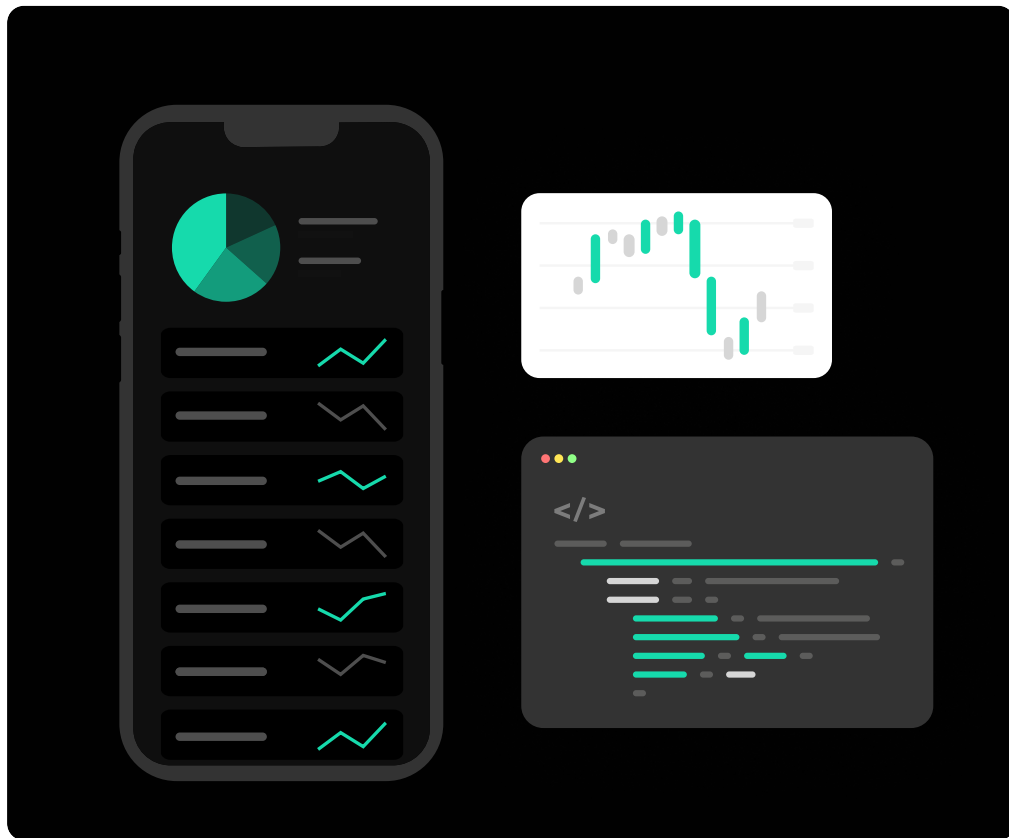
✓ Light mode color scheme.



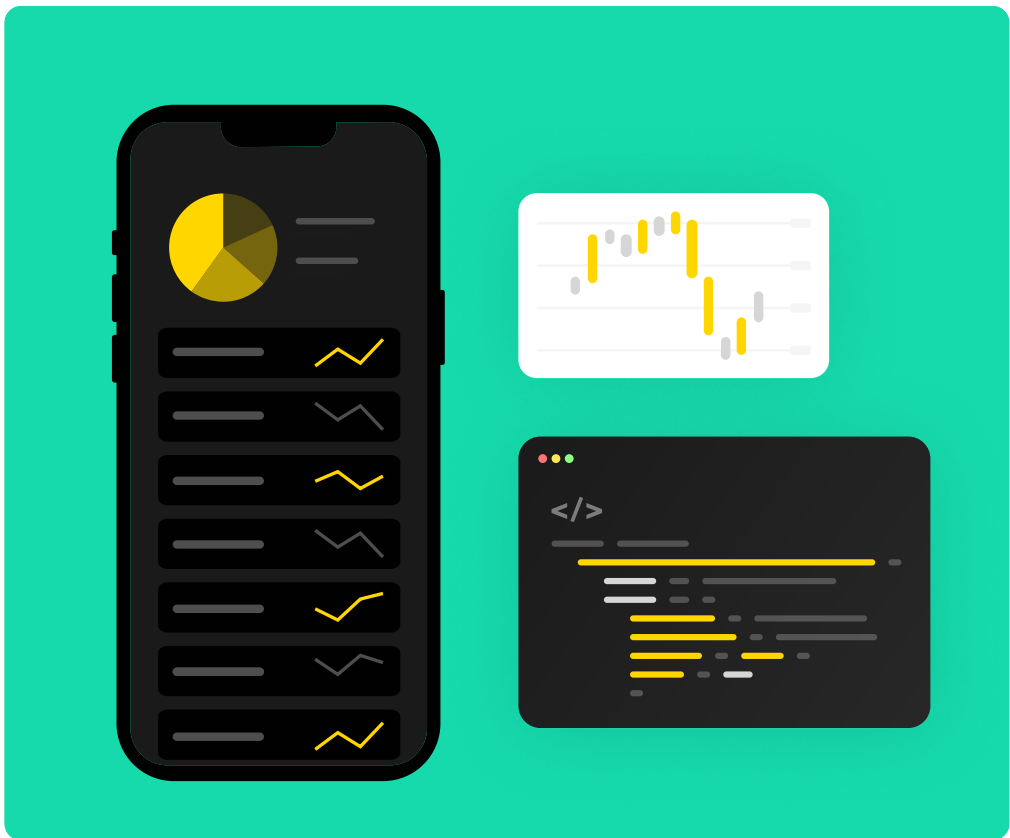
✓ Colorful theme. Primary colors dominate while secondary colors are used strategically for semantics purposes.



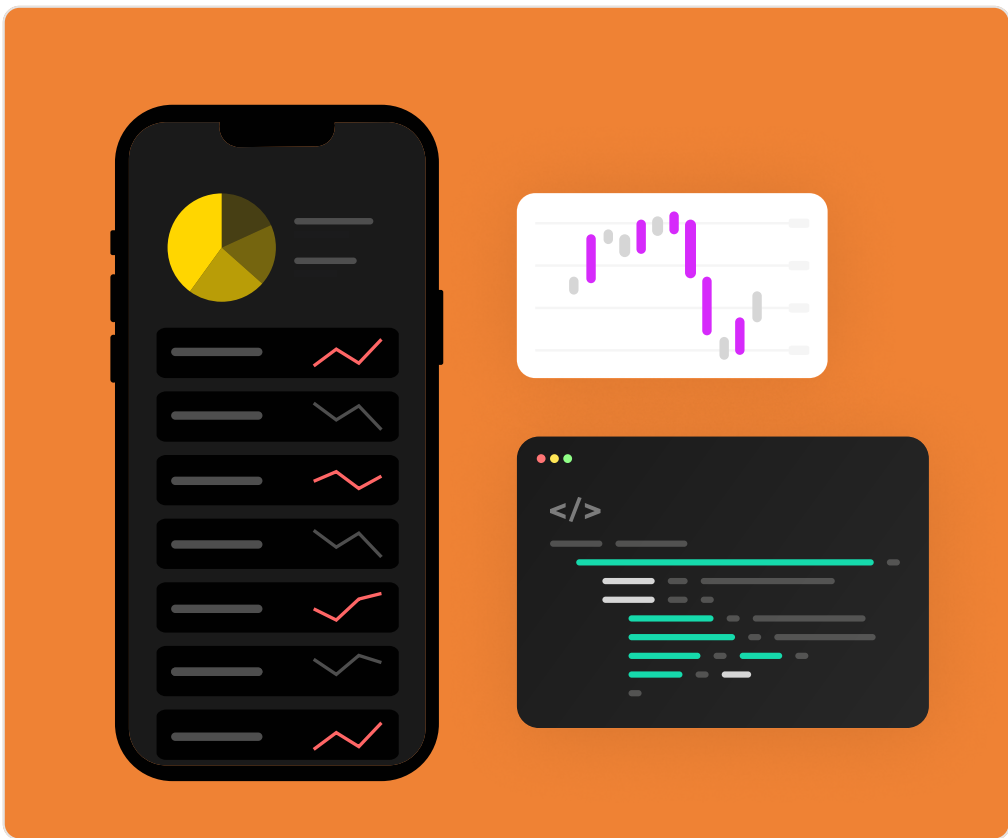
✓ All of Alpaca's primary colors applied. Alpaca purple-60 may dominate but must always be accompanied by Alpaca's yellow-50.



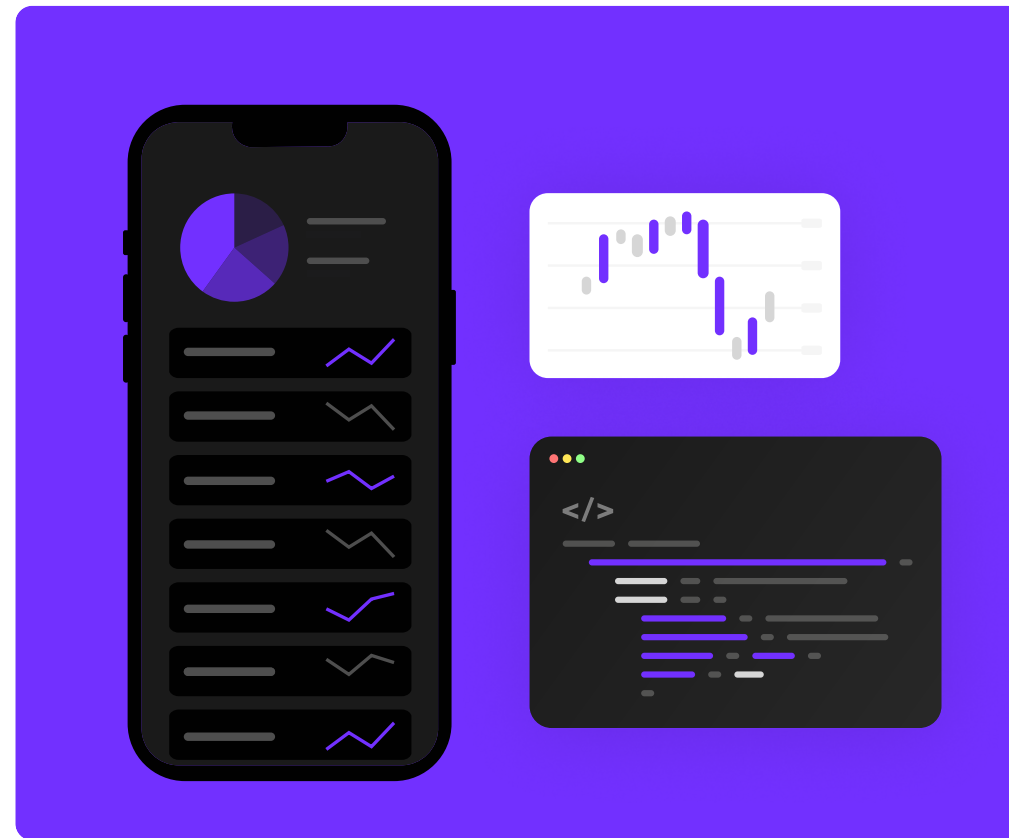
✗ Secondary colors should not be used as the main color scheme. They are available for the purpose of supporting the primary colors for data visualization and semantics.



! Secondary colors may dominate the composition only with an evident amount of Alpaca's yellow-50 present. This rule applies only for our resources' art. Primary colors must dominate in our product and marketing designs for external recognition.



✗ Color semantics are used incorrectly. Too many colors are used without purpose/rationale. Alpaca's yellow-50 is not applied enough to be the evident accent color in the composition.



✗ Alpaca's primary purple-60 should always be accompanied with the brand's primary yellow-50. Purple-60 alone is not recognized as the Alpaca brand.

Gradients

Do

Gradual transitions.

Gradients mainly composed of analogous colors and closely related monotone colors.

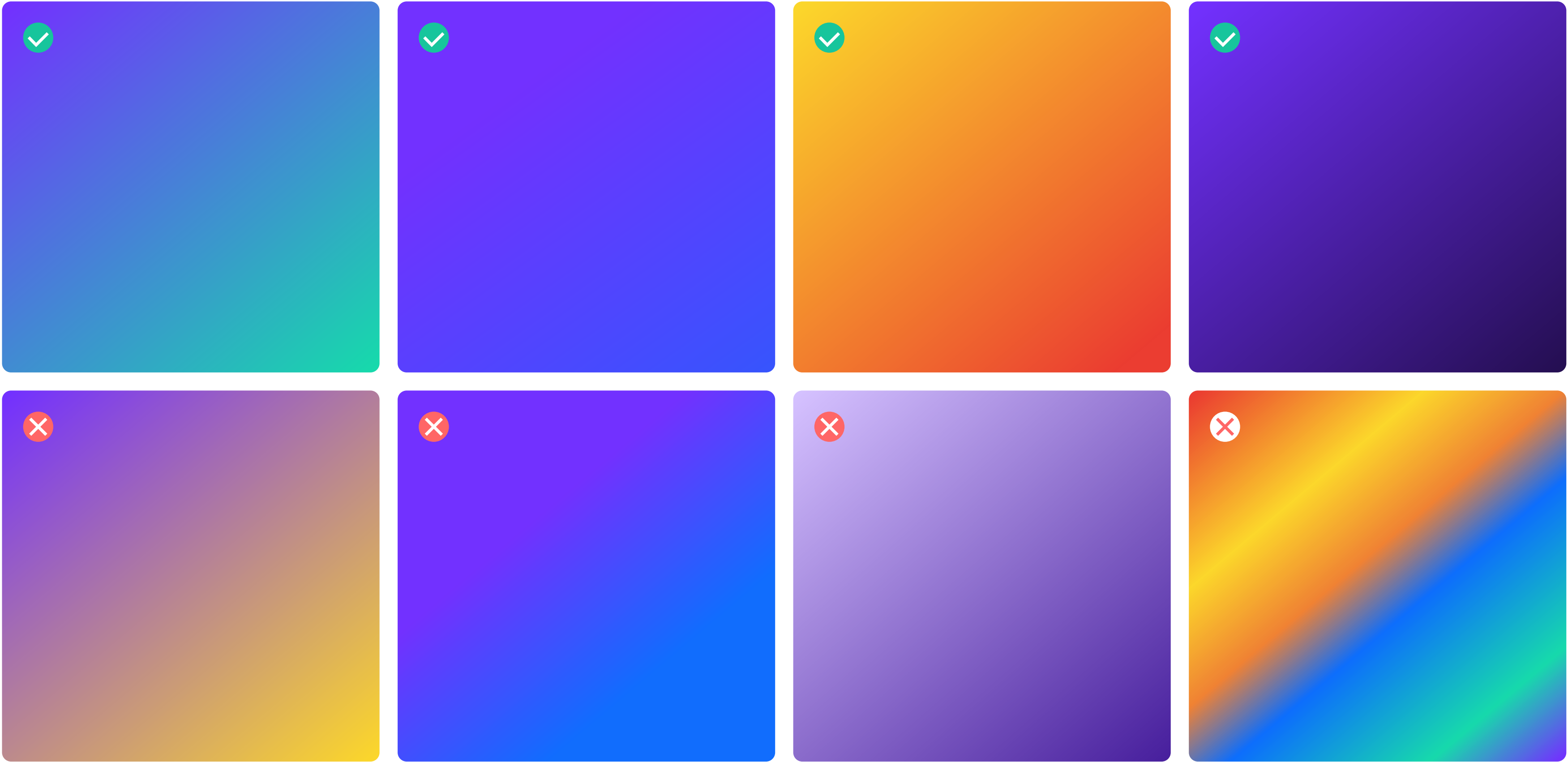
Standard maximum hues visible should be up to 3, unless more is needed for lighting effects or strategic use of data visualization and semantics. *

Don't

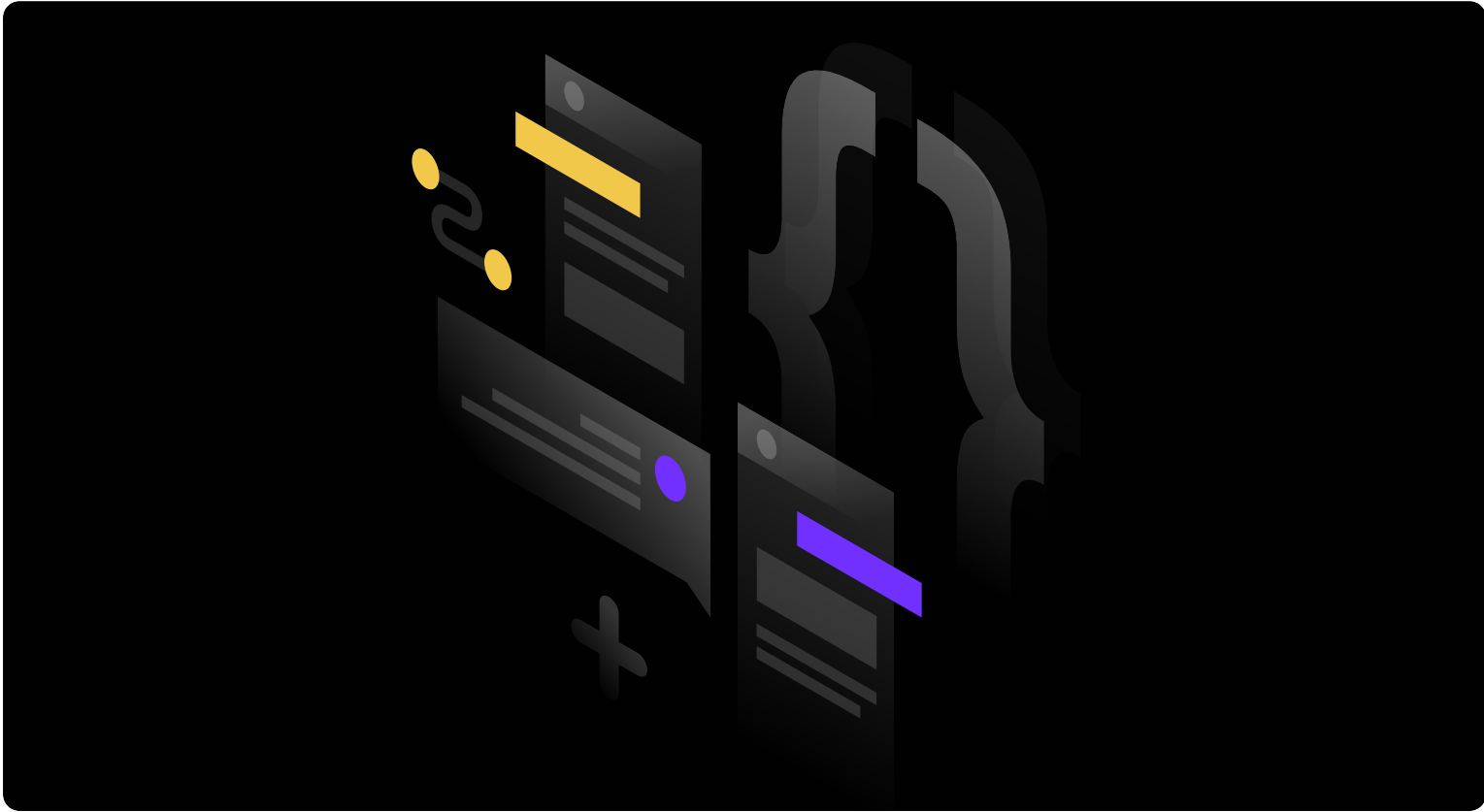
Non-analogous colors create a murky intermediate color that we want to avoid.

Color transition can't be too close, it must be a smooth transition.

Monotone gradients should not have such a huge step in contrast. *



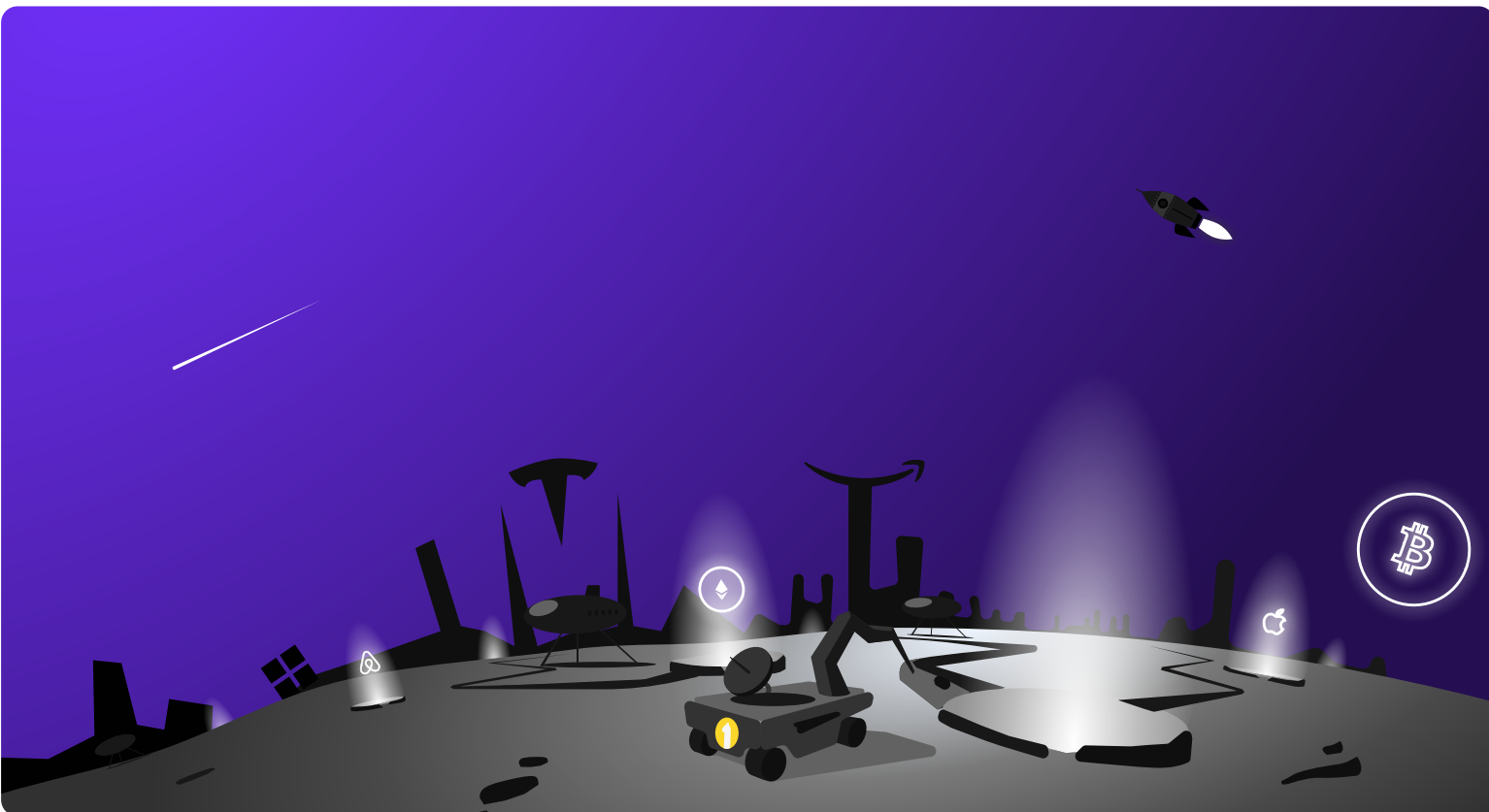
* Rules apply unless modifications are needed strategically for lighting effects, UI/UX purposes, or data visualization and semantics.



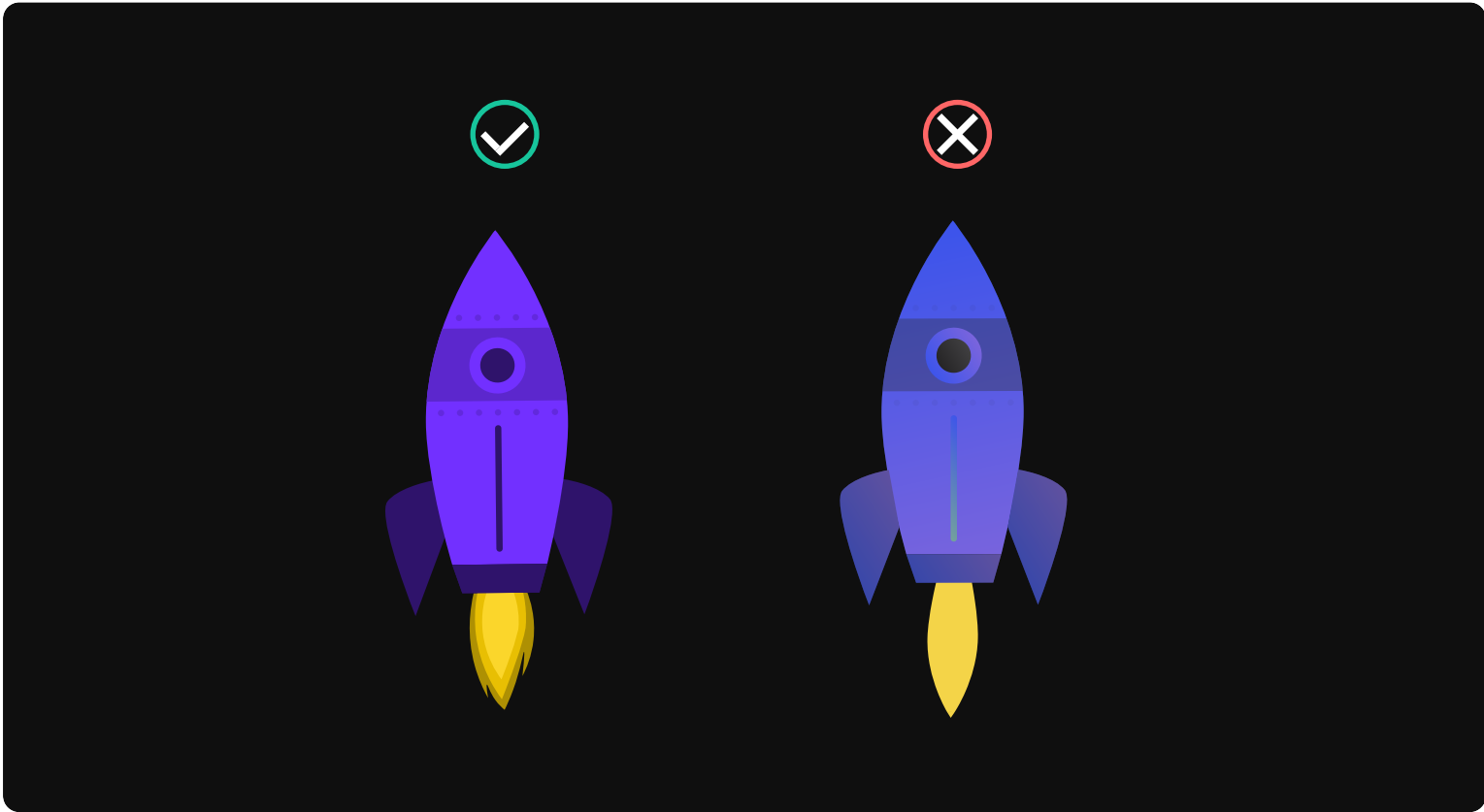
✔ Gradients for contrast and faded lighting effects.



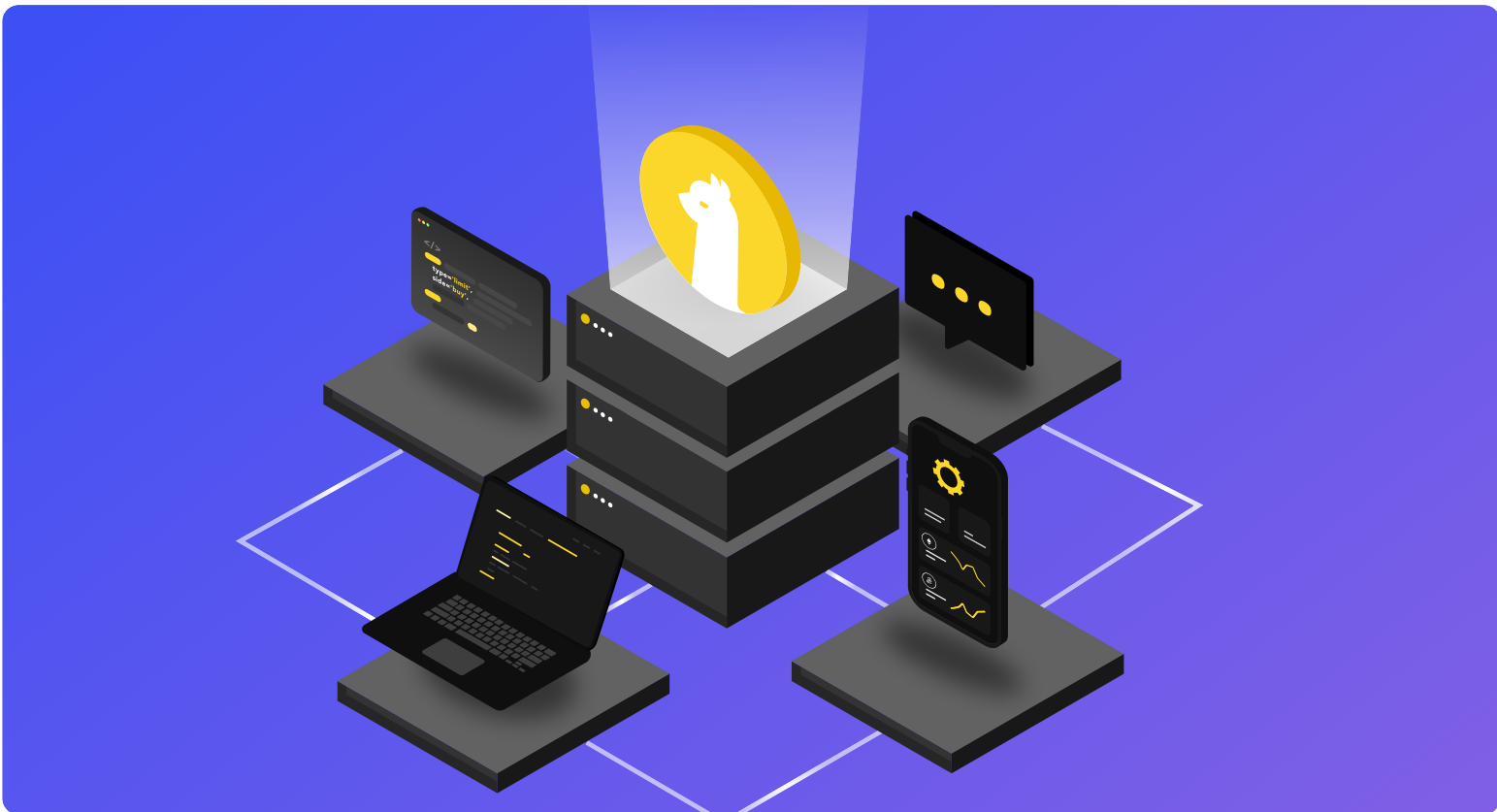
✔ Used purposefully in the background to create depth and movement that leads the user's eyes from the text to the illustration.



✔ Gradients for atmospheric lighting and glow effects.



✘ Do not color/shade with gradients.



✘ Background gradient has no real purpose. Use gradients strategically, not just because it may look aesthetic.



✘ Use of gradients on the globe give a raster render effect. Add shapes to color block if more dimension/depth is needed.



If you have questions regarding Alpaca brand identity, please contact the Alpaca Marketing Team for clarification.