

# CAPKIRO

Funding strategy, simplified.

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## Brand Guide

Colors · Typography · Logo · UI Elements · Voice




*Version 1.0 · April 2026*

# COLOR PALETTE




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Primary brand colors used across all Capkiro surfaces. Always use exact hex values — do not approximate.

## Primary

	<b>Emerald</b> #0D9255 <i>Brand primary — buttons, links, CTAs, accents</i>
	<b>Emerald Light</b> #10B96C <i>Brand bright — hover states, highlights, glow effects</i>
	<b>Navy</b> #0A0F1C <i>Dark theme background; hero sections, nav, dark cards</i>




## Secondary

	<b>Slate</b> #64748B <i>Muted text, secondary labels, subtext</i>
	<b>Near-Black</b> #0F172A <i>Light-mode text color</i>
	<b>Card Dark</b> #1a2333 <i>Dark-mode card surfaces</i>

## Accent

	<b>Gold</b> #D97706 <i>Pro tier, premium CTAs, milestone highlights</i>
	<b>Red</b> #DC2626 <i>Error states, danger actions</i>
	<b>Purple</b> #7C3AED <i>Executive tier, premium program tags</i>
	<b>Purple Light</b> #8B5CF6 <i>Executive hover state, secondary purple accents</i>

## Gradients

	<b>Primary CTA Gradient</b> <i>linear-gradient(135deg, #0D9255, #10B96C)</i>
	<b>Gold CTA Gradient</b> <i>linear-gradient(135deg, #D97706, #F59E0B)</i>
	<b>Purple CTA Gradient</b> <i>linear-gradient(135deg, #7C3AED, #8B5CF6)</i>

# TYPOGRAPHY

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Two typefaces form the Capkiro typographic system. Space Grotesk for headings, DM Sans for body copy and UI text.

## Space Grotesk (sans-serif)

Usage: All headings (h1–h4), nav brand, pricing, stat numbers

Weights loaded: 400, 500, 600, 700, 800

**Aa Funding Strategy**  
800 (Extra Bold)

**Aa Funding Strategy**  
700 (Bold)

**Aa Funding Strategy**  
600 (Semibold)

**Aa Funding Strategy**  
500 (Medium)

**Aa Funding Strategy**  
400 (Regular)

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## DM Sans (sans-serif)

Usage: Body copy, form labels, card content, chatbot messages, footer

Weights loaded: 400, 500

**Find grants that actually fit your business.**  
500 (Medium)

**Find grants that actually fit your business.**  
400 (Regular)

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### Type Scale

Display / Hero	clamp(2.5rem, 5vw, 4rem)	700
H1	clamp(1.4rem, 3vw, 2rem)	800
H2 / Section title	1.75rem	700
H3 / Card title	1.2rem	700
Body	0.95rem	400
Small / Label	0.82rem	600
Caption	0.72rem	600
Micro	0.6rem	600

## LOGO & USAGE

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No logo file has been uploaded to the codebase. The wordmark "CAPKIRO" set in Space Grotesk 800 is the primary brand identifier.



Primary wordmark — Space Grotesk 800, Emerald Light on Navy.  
Minimum clear space: 1x cap height on all sides.



On light backgrounds — Space Grotesk 800, Emerald (#0D9255).

### Usage Rules

- ' Use the wordmark in Emerald or Emerald Light only
- ' Minimum width: 120px (do not scale below this)
- ' Never stretch, skew, or alter the wordmark
- ' Never place on a low-contrast background (light gray, yellow)
- ' Never use the wordmark in white on a light background
- ' Never add drop shadows or decorative borders
- ' Never use third-party logos or knockoffs

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## UI ELEMENTS

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Core UI component styles used across the product.

### Buttons



Primary CTA — Emerald background, white text, Space Grotesk Bold 700, border-radius: 7px



Gold CTA — Gold gradient (#D97706 !' #F59E0B), Pro tier buttons

### Cards





Dark card — Navy (#0A0F1C) surface, Emerald Light titles, Slate body text

## Chat Widget



Emerald bubble — fixed bottom-right, pulse animation on load, white icon + text

## Tag Chips

Free

Pro

Premium



Tier chips — pill-shaped (border-radius: 999px), colored backgrounds, matching text

## BRAND VOICE

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Capkiro communicates with founders and small business owners — not with investors, not with enterprise procurement teams.

### Core Personality

**Direct** Say what you mean. No filler, no buzzwords, no "leverage synergistic paradigms." Cut to what matters.

**Clear** Founders are busy and skeptical. If a sentence doesn't earn its place, remove it.

**Practical** Give actionable guidance. "Here's how to apply" is better than "here's why grants matter."

**Confident** Hedge. "Capkiro matches you with grants" beats "Capkiro may help you potentially find funding."

**Respectful** Founders know their business. No condescension, no "simply," no "just."

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### Voice Examples

- ' "Our AI-powered platform leverages cutting-edge algorithms to optimize your funding strategy."
  - ' "Capkiro finds grants your business qualifies for and helps you apply."
  - ' "Simply connect your account and let our system do the heavy lifting for you!"
  - ' "Connect your account and we'll show you matching grants in under 5 minutes."
  - ' "We may be able to assist you with your funding needs."
  - ' "We match you with grants and walk you through the application."
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### What to Avoid

- ' Corporate jargon — "leverage," "synergy," "scalable," "disrupt"
- ' Unearned claims — "best," "award-winning," "leading" without evidence
- ' Over-formality — "herein," "thereof," "aforementioned"
- ' Excessive enthusiasm — "Amazing! Incredible! Revolutionary!"
- ' Condescension — "Simply log in," "Just fill out this form"

