



COY CAPITAL  
MANAGEMENT, INC.

# LOGO USAGE & MOODBOARD

Prepared for :  
Coy Capital Management

Date:  
02.03.2020 rev-02.18.2020





# LOGO USAGE

Coy Capital Management

Branding by: Third Fox Design

## Date

02.03.20

## Logo



**COY CAPITAL**  
MANAGEMENT, INC.

3C Logo in Vertical format



Reverse – Horizontal Version with PMS #7694



**COY CAPITAL**  
MANAGEMENT, INC.

3C Logo in Horizontal format



Symbol in Reverse – PMS #7694 may be used alone if full logo is present as well

## Corporate

Colors 3c shown in PMS #'s, CMYK, RGB, HEX



PANTONE Black C



PANTONE 7694 C



PANTONE Cool Gray 10 C

- » PANTONE Black C
- » RGB 45, 41, 38
- » HEX/HTML 2D2926
- » CMYK 65, 66, 68, 82
- » PANTONE 7694 C
- » RGB 1, 66, 106
- » HEX/HTML #01426A
- » CMYK 100, 56, 0, 47
- » PANTONE Cool gray 10
- » RGB 99, 102, 106
- » HEX/HTML 63666A
- » CMYK 57, 46, 40, 25



**COY CAPITAL**  
MANAGEMENT, INC.

## Third Fox Design

Creative Director

Kim Fox Pekarcik

## Contact

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02.03.20

### Corporate Fonts

## MRSEAVES FONT FAMILY Avenir Font Family

### MRSEAVES BOLD SM CAPS

A B C E D E F g h i j k l m  
o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 o £ \$

### MrsEaves Bold

A B C E D E F g h i j k l m  
o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 o £ \$

### MrsEaves Roman

A B C E D E F g h i j k l m  
o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 o £ \$

### MRSEAVES PETITE CAPS

A B C E D E F G H I J K L M  
o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0 3 \$

### MrsEaves Italic

A B C E D E F g h i j k l m  
o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 o £ \$

### Avenir Book

A B C E D E F g h i j k l m  
o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0 £ \$

### Avenir Book Oblique

A B C E D E F g h i j k l m  
o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0 £ \$

### Avenir Medium

A B C E D E F g h i j k l m  
o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0 £ \$

### Avenir Medium Oblique

A B C E D E F g h i j k l m  
o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0 £ \$

### Avenir Black

A B C E D E F g h i j k l m  
o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0 £ \$

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## Logo



Must keep clear all the way .25" around in horizontal format



Must keep clear all the way .25" around in vertical format

## Not acceptable



Do not use a white background when it should be a reverse



Must have enough contrast with background



Do not Stretched Logo, keep 100% proportional



Do not change size of elements within logo

## Color Combinations

PMS #7694										
PMS #7699										
PMS Cool gray 10										
PMS #1955										
PMS #1356										

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# VISUAL DESIGN MOODBOARD

Coy Capital Management

Branding by: Third Fox Design

## Date

02.03.20



**COY CAPITAL**  
MANAGEMENT, INC.

## POSITIONING:

COY CAPITAL MANAGEMENT are veterans of the financial services industry, they believe their clients deserve strategies that not only inspire continued success but that harvest their achievements for a lifetime of enjoyment. Through their unmitigated flexibility, unwavering independence, and total market access, they provide clients with a rare advantage to help them fulfill their financial potential, accomplish goals, and help them navigate life's path with greater certainty.

## Third Fox Design

Creative Director

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## Image Moodboard





# VISUAL DESIGN MOODBOARD

Coy Capital Management

Branding by: Third Fox Design

## Date

10.22.19

## COY CAPITAL

### COLOR AND MOOD:

The Corporate Colors are a combination of:

- 1. Deep Blue-gray (pms #7694)
- 2. Lighter Blue-gray (pms #7697)
- 3. Cool Gray #10

Together, they represent Trust, Security, Peace, Integrity, Safety, Reliability & Intelligence. A perfect combination for being a trusted fiduciary partner for clients.

The secondary colors are warm and inviting, they balance the 3 Corporate colors. The Deep Crimson Red (pms #1955) and Golden Yellow (pms #1356) give a more lively and passionate feel which reflect the partnership and relationship developed between CCM and their clients.

### Third Fox Design

Creative Director

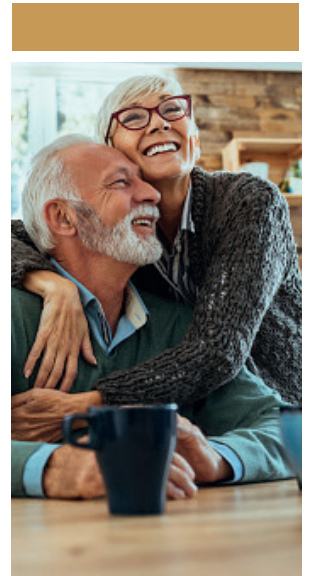
Kim Fox Pekarcik

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## Image Moodboard





# VISUAL DESIGN MOODBOARD

Coy Capital Management

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## Date

02.03.20

## COY CAPITAL

### IMAGES AND MOOD:

The images of clients meetings support the experts in Investing position. They set the mood for showing CCM builds a relationship with their clients. By using lifestyle photos, of people enjoying life without worry, shows the trust and reliability of CCM to fulfill their financial potential.

The juxtaposition of both contemporary architecture and the classic architecture of Roman columns images represent strength, trust and (historic & cutting edge) experience. All qualities that reflect smart and trusted investment advice from an experienced group of experts.

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## Image Moodboard

