CAPKIRO

Funding strategy, simplified.

Brand Guide

Colors · Typography · Logo · UI Elements · Voice

Version 1.0 · April 2026

COLOR PALETTE

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

Primary

Emerald
#0D9255
Brand primary — buttons, links, CTAs, accents

Emerald Light
#10B96C
Brand bright — hover states, highlights, glow effects

Navy
#0A0F1C
Dark theme background; hero sections, nav, dark cards

Secondary

Slate
#64748B
Muted text, secondary labels, subtext

Near-Black
#0F172A
Light-mode text color

Card Dark
#1a2333
Dark-mode card surfaces

Accent

Gold
#D97706
Pro tier, premium CTAs, milestone highlights

Red
#DC2626
Error states, danger actions

Purple
#7C3AED
Executive tier, premium program tags

Purple Light
#8B5CF6
Executive hover state, secondary purple accents

Gradients

Primary CTA Gradient
linear-gradient(135deg, #0D9255, #10B96C)

Gold CTA Gradient
linear-gradient(135deg, #D97706, #F59E0B)

Purple CTA Gradient
linear-gradient(135deg, #7C3AED, #8B5CF6)

TYPOGRAPHY

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

Space Grotesk

(Google Fonts — sans-serif)

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

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

800 (Extra Bold)

Aa Funding Strategy

700 (Bold)

Aa Funding Strategy

600 (SemiBold)

Aa Funding Strategy

500 (Medium)

Aa Funding Strategy

400 (Regular)

Aa Funding Strategy

DM Sans

(Google Fonts — sans-serif)

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

Weights loaded: 400, 500

500 (Medium)

Find grants that actually fit your business.

400 (Regular)

Find grants that actually fit your business.

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

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

CAPKIRO

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

CAPKIRO

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

UI ELEMENTS

Core UI component styles used across the product.

Buttons

Get Started

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

Upgrade

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

Cards

SBIR Grant

Up to $275,000 · Non-dilutive

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

Executive

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

BRAND VOICE

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.

Clarity first — 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 — Don't 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."

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."**

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"