Ceto

INTELLIGENT BANKING SOLUTIONS

Brand Guidelines

Version 3.0

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Brand

We are repositioning and amplifying the Ceto brand to grow the business and leverage our strong legacy in the banking industry. This company-wide effort will help attract the next generation of community bank and credit union clients, articulate a differentiated, unique message to the marketplace, and provide a powerful platform for product expansion and sales growth.

Our brand is built on big ideas. These are the internal building blocks that illuminate the Ceto brand and provide a foundation upon which we can tell our story

Values

Our brand values are the ideals we believe in.

Integrity to Trust
Excellence to Perform
Perseverance to Achieve
Teamwork to Synergize
Time to Maximize
Intelligence to Illuminate
Creativity to Solve
Innovation to Elevate

Purpose

Our purpose defines why we are in business, and why we do what we do.

To empower banks and credit unions with intelligence and innovative solutions to drive growth and profitability, enhance shareholder value, and build stronger, more prosperous

Position

Our brand position is built on a singular perspective.

Power to Prosper

Creative Pillars

Our creative pillars define the Ceto brand's expression—how it looks, feels, and communicates across all applications and experiences.

Intelligent

We are precise, insightful, and imaginative

Dynamic

We are energetic and multi-dimensional

Sophisticated

We have an elevated sense of style

Clean

We keep things simple

Brand Voice

The way we speak should reflect our Brand Values. We want to ensure our Brand Voice reflects our company's forward-looking and solutions-focused role with our clients and that every brand execution communicates consistently. We speak with a voice that is intelligent and relatable to our audience. We serve our clients best by using language that is straightforward and approachable. We avoid jargon whenever possible and, as industry leaders, speak with confidence and enthusiasm that conveys our insight and imagination.

Brand Positioning

As we look to the future, our brand is positioned to be aspirational, modern, and distinctive—setting us apart from the competition.

Logo

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16 Layout Positioning
18 Improper Usage

Our logo is the principal mark of our brand. It is how our clients distinguish Ceto from others in the marketplace. It is a promise of quality, precision, and creativity. It is vital that our logo is presented accurately at every touchpoint.

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Our Logo

Our logo is our most recognizable asset and should be used consistently wherever our clients and prospects find us. Our logo consists of sophisticated letterforms that flow together to create a dynamic yet classic wordmark, locked up with our brand typeface. This version of our logo should be used most often and on light backgrounds.

Clear Space

Providing clear space ensures our logo is legible and isolated from competing visual elements. The minimum clear space around the logo is equal to the “O” in Ceto, at 50%.

Minimum Size

When the logo is reduced to less than one inch, use the version without the short descriptor lockup.

To Download Logo Files
To ensure consistency across our brand, please make sure you have the most up-to-date

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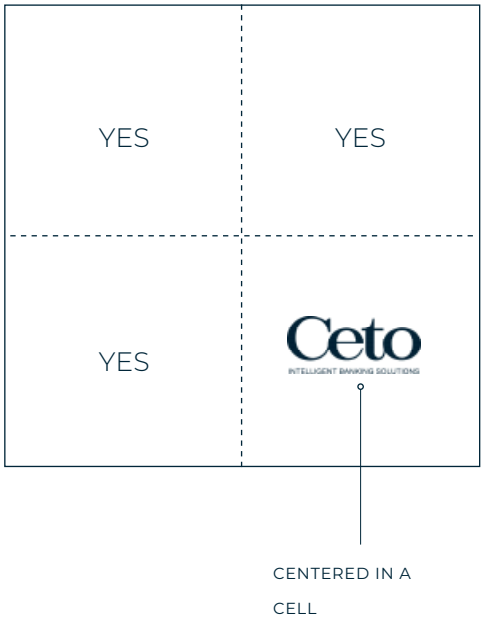
Logo Alternates

When the Ceto blue logo cannot be used—such as on a dark background—use the reversed version of the logo. When limited to black and white, the reversed version of the logo may be used on a black or white background.

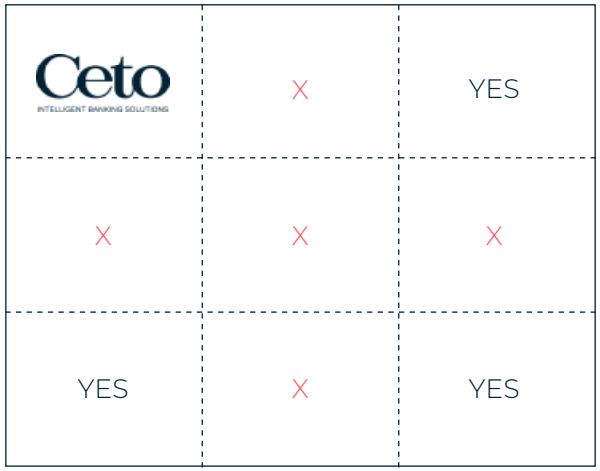
To Download Logo Files
To ensure consistency across our brand, please make sure you have the most up-to-date files. These can be found by contacting our Marketing group.

SQUARE



PORTRAIT

LANDSCAPE



Layout Positioning

When positioning our logo, first divide the layout into proportional quadrants. Then, place the logo in any of the quadrant's corner rectangles, making sure the logo is centered in the rectangle.

To Download Grid Files
To ensure consistency across our brand, please make sure you have the most up-to-date files. These can be found by contacting our Marketing group.

Logo Usage
Our logo is our most visible brand asset and must be used consistently. The primary version is a custom wordmark paired with our brand typeface. Use this version most often on light backgrounds, or in white when placed over darker or complex backgrounds.

Clear Space
Maintain clear space equal to half the width of the "O" in Ceto around the logo to keep it legible and free of visual clutter.

Minimum Size
For sizes under one inch, use the simplified logo without the descriptor lockup.

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Improper Usage

In order to maintain a consistent look, use only approved logo treatments. These are examples of what not to do.

Solution Logos

Solution Logos

Our solution logos are text-based and intentionally clean. They do not currently use iconography. Each solution logo is always tied directly to the Ceto primary logo, ensuring brand cohesion and clarity.

Logo Structure

Primary Format: The solution name is paired with the Ceto primary logo.
Type Treatment: Solution names are set in Montserrat.

- First word: Semibold
- Second word: Light

Nova Modules: The Ceto NOVA™ logo includes the sub-modules NOVA Nexus™, NOVA Pulse™, and NOVA Vantage™, shown as text lockups beneath the primary NOVA mark.

Positive

Our Solution Suite Subbranding

Each subbrand in our suite presents a unique identity, crafted to stand out while fitting into our overarching brand family. While they share our brand's core typography, subtle variations are introduced to complement their distinct features and audience needs.

Consistency Through Color and Typography

Our subbrands maintain coherence with consistent typography and distinct colors from our color palette. This approach not only unifies our suite but also highlights the individual character of each subbrand, ensuring a cohesive yet diverse brand experience.

Reversed

When the positive logo cannot be used—such as on a dark background—use the reversed version of these logo examples. When limited to black and white, the reversed version of these logos may be used on a black or white background.

MarketView™

MarketView™

Ceto | MarketView™

Ceto | MarketView™

Ceto | MarketView™

VendorLink™

VendorLink™

Ceto | VendorLink™

Ceto | VendorLink™

Ceto | VendorLink™

NexBridge™

NexBridge™

Ceto | NexBridge™

Ceto | NexBridge™

Ceto | NexBridge™

VPC

VPC

Ceto | VPC

Ceto | VPC

Ceto | VPC

Ceto | NOVA Pulse™

Ceto | NOVA Vantage™

Ceto | NOVA Nexus™

Ceto | NOVA Pulse™

Ceto | NOVA Vantage™

Ceto | NOVA Nexus™

Ceto | NOVA™

Ceto | NOVA™

Ceto | NOVA™

NOVA **Vantage**™

NOVA **Nexus**™

NOVA **Pulse**™

NOVA **Vantage**™

NOVA **Nexus**™

NOVA **Pulse**™

Color Palette

28 Colors
30 Color Application
32 Tints

Our brand colors are a differentiator and build brand recognition with our audience. Our colors must be reproduced accurately and combined in the right way. This section covers these guidelines in detail.

Ceto Dark Blue
R1 G38 B57
#012639

Ceto Bright Blue
R55 G119 B188
#3777bc

Ceto Green
R164 G190 B58
#a4be3a

Ceto Bright Blue
R0 G174 B239
#c59466

Ceto Purple
R107 G62 B152
#6b3e98

Ceto Grey
R151 G158 B163
#979ea3

Ceto Infra-Red
R255 G89 B102
#ff5966

Colors

Ceto's color palette adds energy and interest to our communications, striking a harmonious balance between the traditional and modern. Our colors are essential in establishing a distinct and consistent brand identity.

Additionally, we have a black and white color palette to highlight the simplicity and elegance of our brand. We use a balanced approach to black and white for typography and layouts while keeping our Ceto color palette preeminent across our brand.

Color Application

Ceto Blue is our hero color. We use Ceto Blue to signify intelligence, integrity, expertise, trust, and commitment. Use this color frequently for all digital and print collateral.

Our supporting colors offer dynamic contrast and should be used with Ceto Blue as the base in most uses.

Our vibrant Ceto Infra-Red may be used as a highlight color. Do not create whole floods of color using Ceto Infra-Red or Ceto Deep Taupe shades.

Color Palette

Ceto Dark Blue
R1 G38 B57
#012639

Ceto Green
R164 G190 B58
#a4be3a

Ceto Purple
R107 G62 B152
#6b3e98

Ceto Bright Blue
R0 G174 B239
#00aeef

Ceto Grey
R151 G158 B163
#979ea3

Ceto Blue
R55 G119 B188
#3777bc

Ceto Infra-Red
R255 G89 B102
#ff5966

Black
R0 G0 B0
#000000

White
R255 G255 B255
#ffffff

Transitional Style Guide: Colors & Gradients

We are in the process of updating our full brand guidelines. In the meantime, please use the following approved colors and gradients across all projects. This ensures visual consistency while we finalize the complete update.

Gradients are a modern differentiator for our brand. They bring energy and depth to our design system.

At this stage, the following example gradients are approved for use. These will be further refined as part of the full brand update, but for now please use them consistently and avoid creating new combinations.

Usage Notes

- Use solid brand colors for charts, icons, and text accents.
- Use gradients primarily for large backgrounds, section dividers, and emphasis blocks — not for body copy or small elements.
- When in doubt, default to Ceto Dark Blue as the anchor color.

Ceto Blue	Ceto Green	Ceto Purple	Ceto Bright Blue	Ceto Blue Purple	Black
				Ceto Purple	
Ceto Infra-Red	Ceto Blue	Ceto Blue	Ceto Blue	Ceto Blue	50% Ceto Grey

Typography

36 Fonts
38 Hierarchy

Distinctive typography adds character and brand recognition to our communications. Good typography needs to strike a balance between legibility and interest. This section will cover our signature typeface and how to best use it.

Headline
Montserrat Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
adefghijklmnopqrstuvwxyz
0123456789!@$%&*()=+

Sub Headline 1
Montserrat Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
adefghijklmnopqrstuvwxyz
0123456789!@$%&*()=+

Sub Headline 2
Montserrat Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
adefghijklmnopqrstuvwxyz
0123456789!@$%&*()=+

Super Headline
Montserrat Extra Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
adefghijklmnopqrstuvwxyz
0123456789!@$%&*()=+

Body Copy
Montserrat Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
adefghijklmnopqrstuvwxyz
0123456789!@$%&*()=+

Fonts

Primary Font
Typography is a crucial element in differentiating and establishing our brand look. Our primary typeface is Montserrat, a distinctive, memorable typeface available in various weights.

Default Font
If Montserrat is not available, Arial is a system font that can be used in its place.

Super Headline
Montserrat Extra Light

Intelligent

Headline
Montserrat Bold

Intelligent Banking Solutions

Sub Headline 1
Montserrat Semibold

Evel et etumque pa aliatet seque volupta tenihit

Sub Headline 2
Montserrat Regular

Tem laut volupiciam quod modiatem ipiderf erspidit velenet as exerum as adoreprecte optatur osti iditae consecta

Body Copy
Montserrat Light

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Tempor orci eu lobortis elementum nibh tellus molestie nunc. Pellentesque elit ullamcorper dignissim cras tXimos dolorep udandita quistec tibus. Parum renihil es electaectio. Usamus quaspid quis et escid quia suntius moluptae ipsumque sum, is et aboritia que dolorest, toria dolesti oremperum et plitium lati si doloruptae core nate pa volore doloris maximaxim as ratibusapero ilique nullori tiatatiis exero commoles doloritet etur simus as ma conseque ni non et dolorit laciis dolorpossi comnis dolest maio tectatque net lacculliquo doloribus re sunt molumqui ducilib ustrum que estrum, qui ipsumquis qui optae. Nequaer iandae volorerum sent quis et qui coreped itatiuntias di inctur? Quiati venis eveliquias imi, sa qui quis earuptatis maxim sandaer spellor estrumquas non pre lant liqui nusamusdam nis dis comnimus

Call to Action
Montserrat Regular

LOREM IPSUM DOLOR

Hierarchy

Different weights of Montserrat are used to create a clear hierarchy in our messaging and ensure legibility, whether in print or online. Remember to keep it clean and straightforward with typography.

Brand Pattern

Brand Pattern

Our solutions are developed by connecting many ideas into an intelligent sequence that forms our singular perspective, “Power to Prosper.”

Our pattern reflects the internal building blocks that form our DNA.

Brand Pattern Usage

Our brand pattern should be used judiciously. It is not intended to be used in every design nor is it a logo. Rather, use this design element as an accent within our colorways and use creative orientations to bring interest to our layouts.

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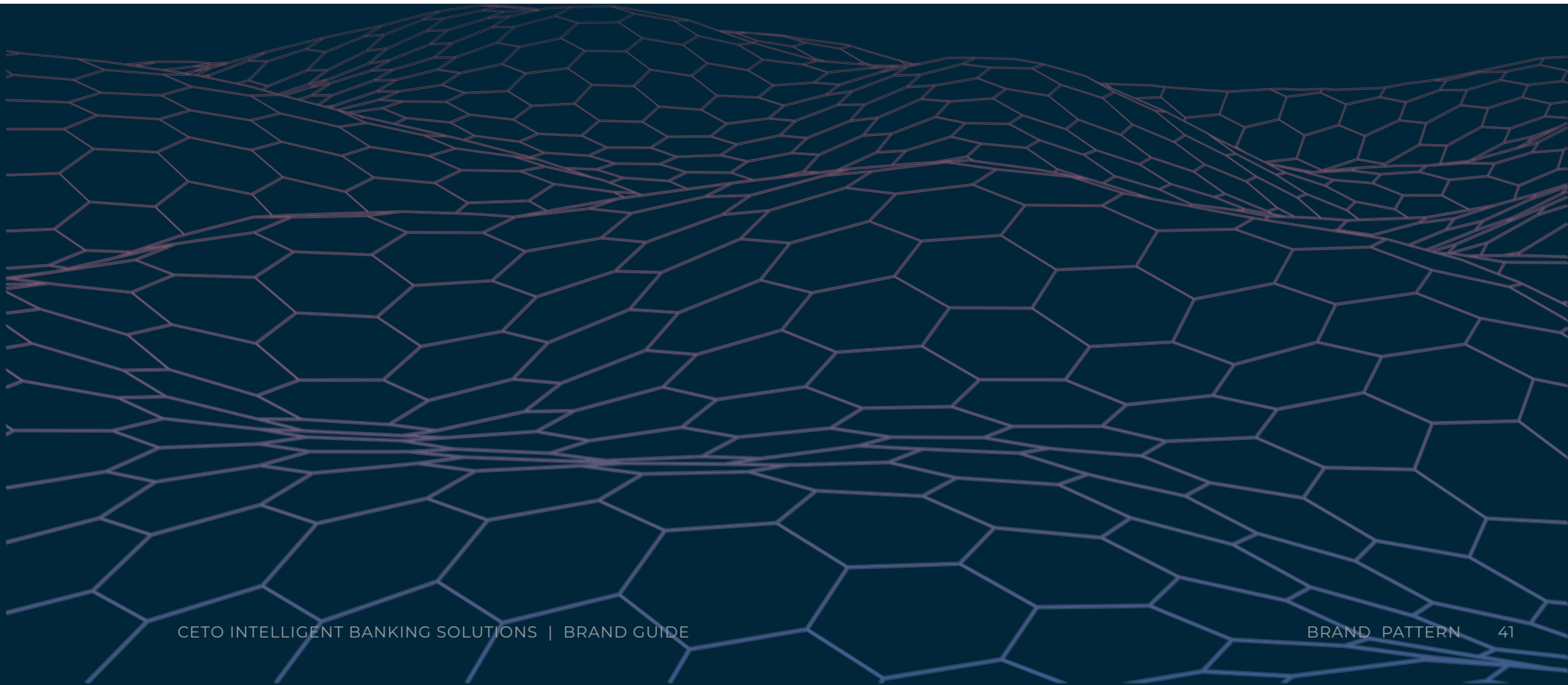
Hex Mesh Pattern

The hex mesh pattern is a structural extension of our primary hexagon brand element.

It represents scale, connectivity, and dimensional depth—reflecting how Ceto's solutions interlock to create a broader ecosystem of intelligence.

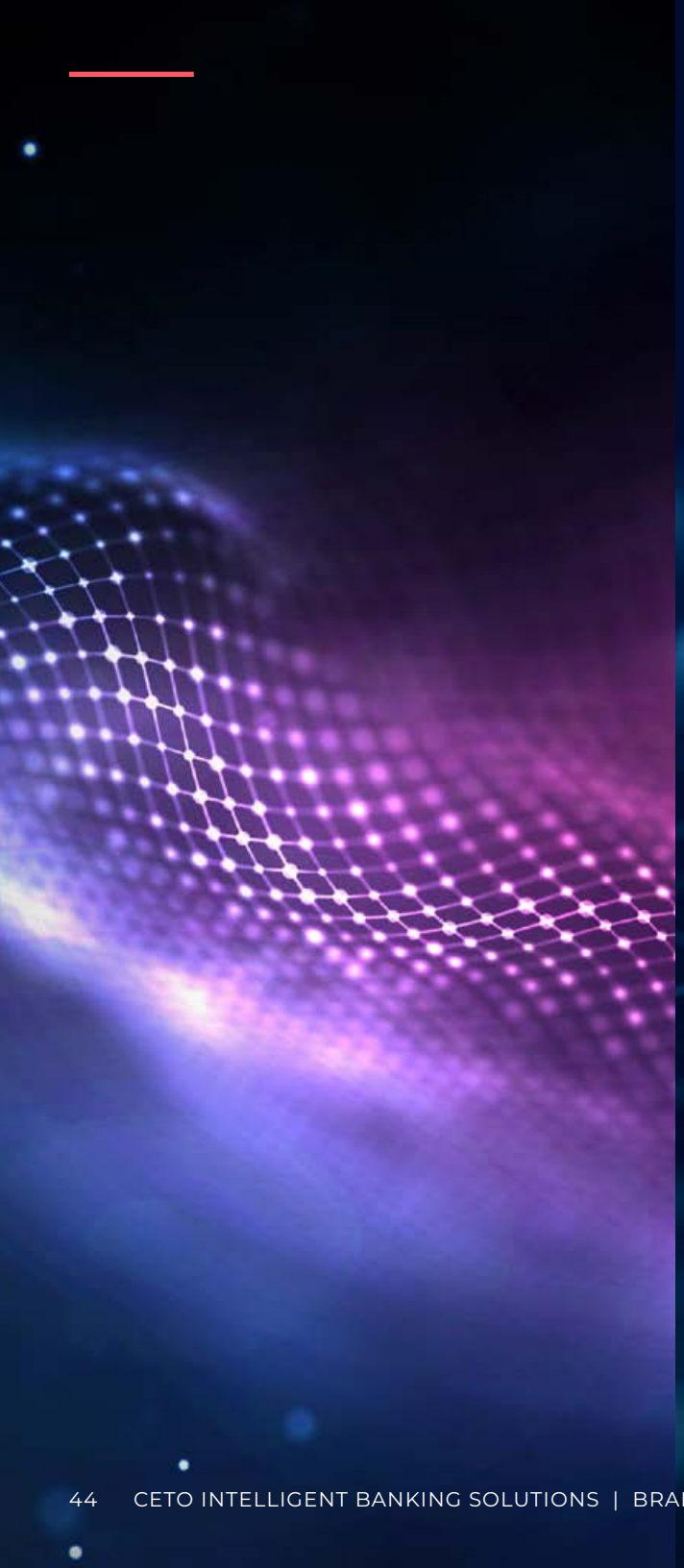
Usage Purpose

- This pattern functions as a background layer, adding subtle depth and movement to brand layouts.
- It should never overpower the primary content, logos, or typography.
- Ideal for hero sections, digital backgrounds, presentation slides, and large format print.



Photography

We express our brand through meaningful imagery. The creative use of photos in layouts helps us achieve the brand mood and tone. In this section, you will find guidelines on photographic composition, content, and usage.



Selection

We elevate our brand with artful photography that feels both modern and timeless. Our photographic images consist of objects, architecture, places, and nature symbolic of our values and creative pillars. These images may comprise color, colorized, or black and white subject matter, containing generous amounts of copy space and employing unique crops and perspectives.

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