

01.



Brandbook Finalis

Beta. 2022

◀◀ ◀ Next generation dealmarking platform.
100% in the cloud.



Introduction

We make it easier for you to win and close deals. A white-labeled broker-dealer platform with everything M&A advisors, investment bankers, and placement agents need to succeed.

We've made some changes to our look and feel, but our core identity is still the same. Now we better understand what our customers need and how our brand touchpoints resonate with the people we serve and hope to serve.





Our products

Finalis is the leading platform enabling the securities brokerage landscape to operate legally and compliantly. The firm delivers a white-labeled regulatory affiliation and compliance back-office solution that supports a wide range of private market dealmaking including M&A, capital raising, private placements, direct participation programs, fintech marketplaces, and alternative investment sponsors. At the same time, Finalis provides additional leverage to securities brokers with the Finalis Hub, which delivers a hassle-free deal management solution and a Marketplace that connects brokers with one another to gain insights and explore collaborations. Launched in 2020 and growing rapidly, the SF- and NYC-based firm is on a mission to power dealmakers by building the world's largest securities brokerage platform.

What are their main products or services?

Finalis provides additional leverage to securities brokers with the Finalis Hub, which delivers a hassle-free deal management solution and a Marketplace that connects brokers with one another to gain insights and explore collaborations.

Technologies: A micro-services oriented architecture, React at the front, an Apollo Graph as a gateway and a stack of typescript, nodejs and others providing REST interfaces to the gateway. We were born cloud native, leveraging database as a service, networking, kubernetes, etc. We operate under CI/CD, backed by Github Actions and AWS.



01. ■ Finalis Logotype



01.

Logotype

Grid

Our logo is composed of strong lines and sharp diagonals.
The R Trademark symbol must always accompany our logo.





01.

Logotype

Clear space

To protect the clarity and visual integrity of the logo, always maintain a clear space around it.

The space between the mark and the wordmark functions as a guide to the minimum clear space.





01.

Logotype Usage

The one-color logo should be used only on photographs and color backgrounds within the Finalis color palette.

We strongly prefer to use the full-color logo with light background colors.





01.

Logotype

Brandmark

Our brandmark is a shortened version of our company's logo. It has strong diagonal lines and is usually enclosed within a circle.

As long as the company or product name appears elsewhere on the finished artwork, this brandmark can stand alone.

Although the brandmark can exist without the wordmark, the wordmark can never be used without the brandmark.





01.

Logotype Misuse

The following are some examples of how brand guidelines have been disregarded.

- Always use the logo files provided and follow our brandguides.
- Do not re-create.
- Do not removed the R trade mark symbol from the brand.



Do not use different colors



Do not condensed



Do not rotate it



Do not change
the logo transparency



Do not use drop shadow,
outlines or special effects



Do not change the typface
or manipulate the wordmark and the icon



Do not change the
color of the brand mark



Do not place the logo
on busy photography



Do not remove the trademark



01.

Logotype Palette

Here are some examples of how our brand works with our color system.

The one color brand for dark backgrounds and full color logo for the lighter backgrounds.





03



Finalis **Colors**





03.

Colors

Usage

We use blue shades that can adapt to be formal, elegant and at the same time modern and sophisticated.

We use electric mint as accent to enhance visual elements.

Denim

HEX: #1062E7D

RGB:6,46,125

Sapphire

HEX: #1652C5

RGB:22,82,125,197

Electric mint

HEX: #2BD2D9

RGB:43,210,217



03.

Colors

Gradients

The bluish gradient is used in most of our designs since it is versatile and provides good contrast.

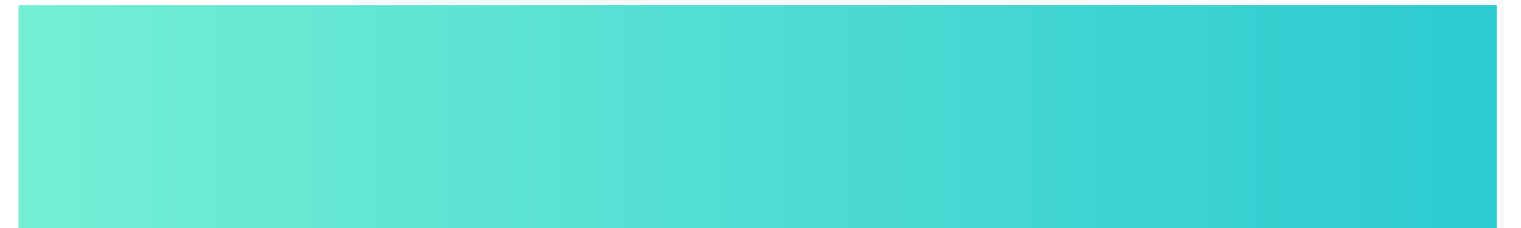
Electric mint gradients should be used only for shapes and elements, never as backgrounds.



#1652C5



#062E7D



#74F8DD



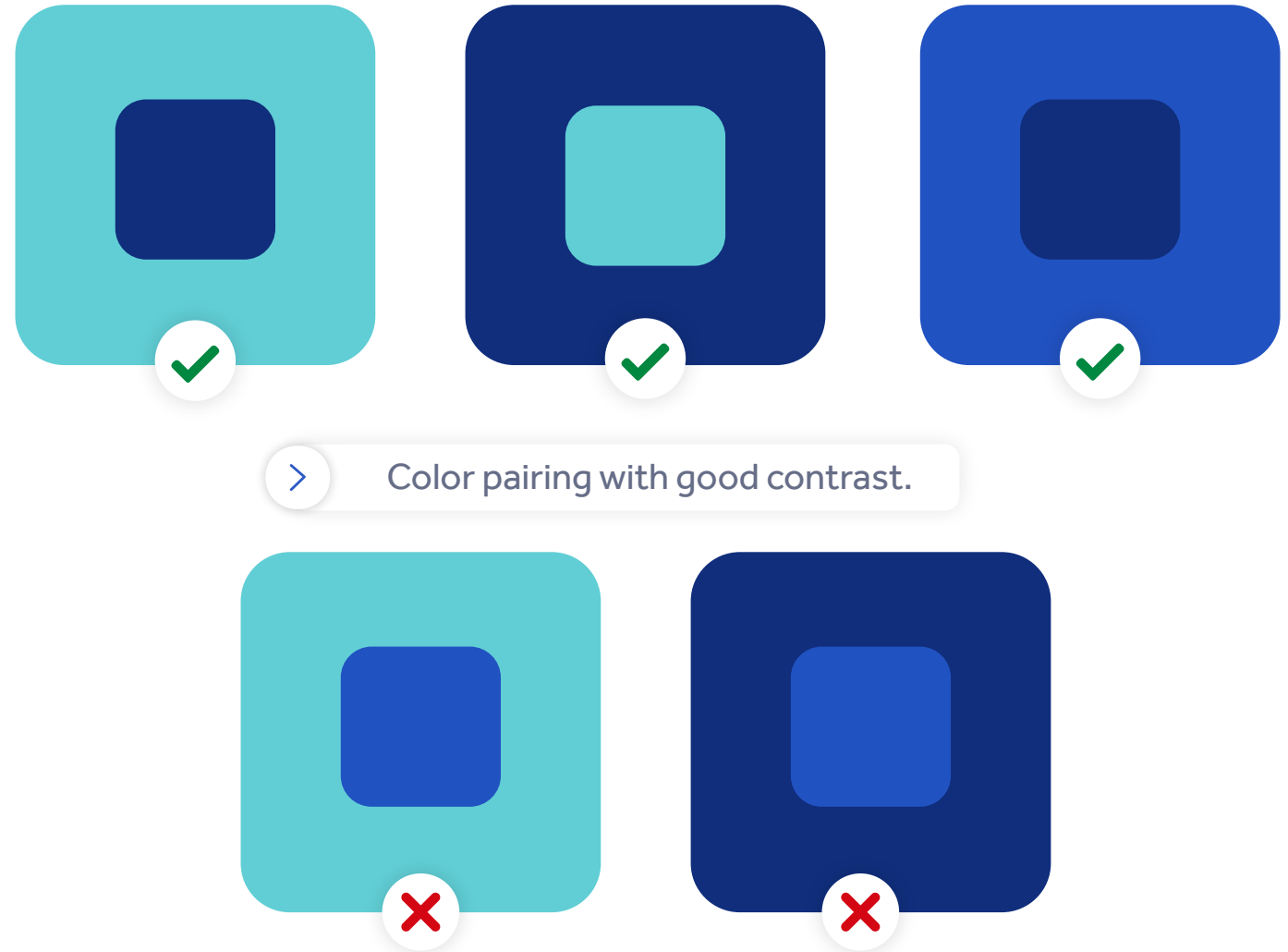
#2BD3DA



03.

Desirable Color Pairings Colors

We prioritize color combinations that maintain good contrast to improve legibility while avoiding being too vibrant and visually harsh.





06



Finalis

Photography



06.

Photography **Inspiration**

To strengthen the concepts we want to communicate, we look for images that reflect real-world scenarios using natural lighting, and do not seem to acted or forced.

The visual weight of these images should allow us to identify the subject without being overwhelmed by distracting visual elements. For more abstract concepts, we look for images that are related to the concept and can be interpreted in that way.

We prefer real devices or interfaces over fake futuristic compositions when it comes to technology.

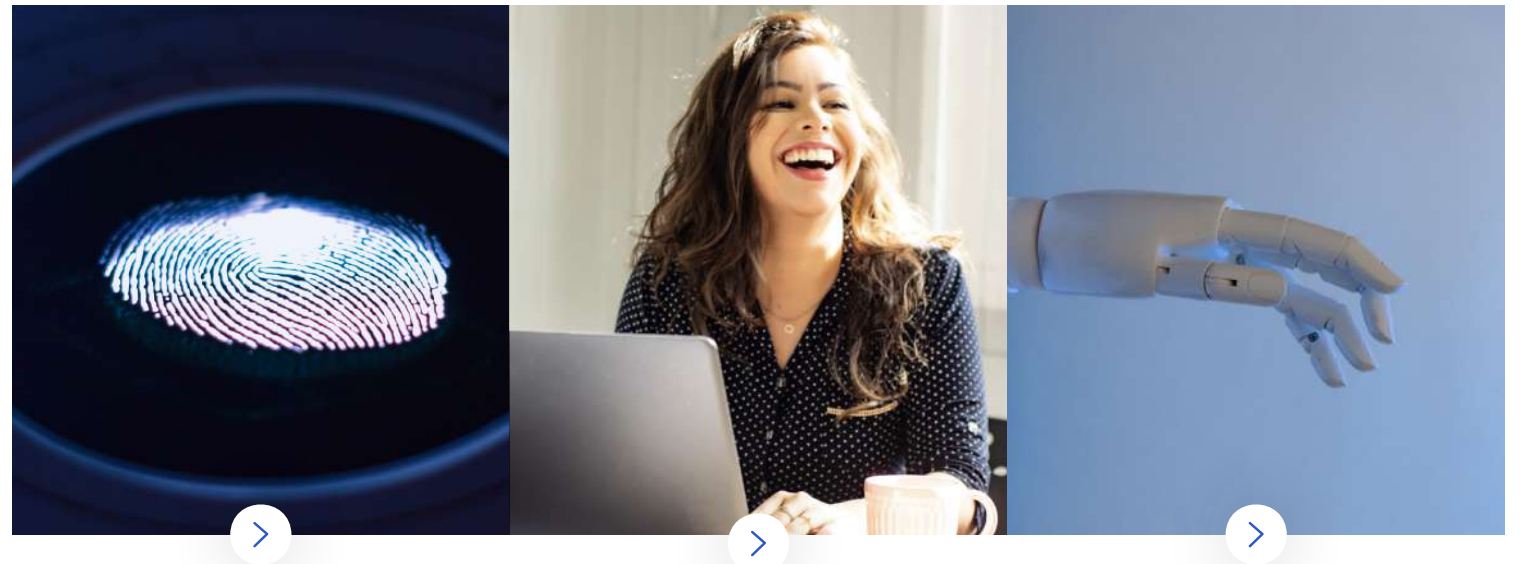




06.

Photography **Concepts**

These are the core concepts that we use to enhance our designs.



Technology

People Interaction

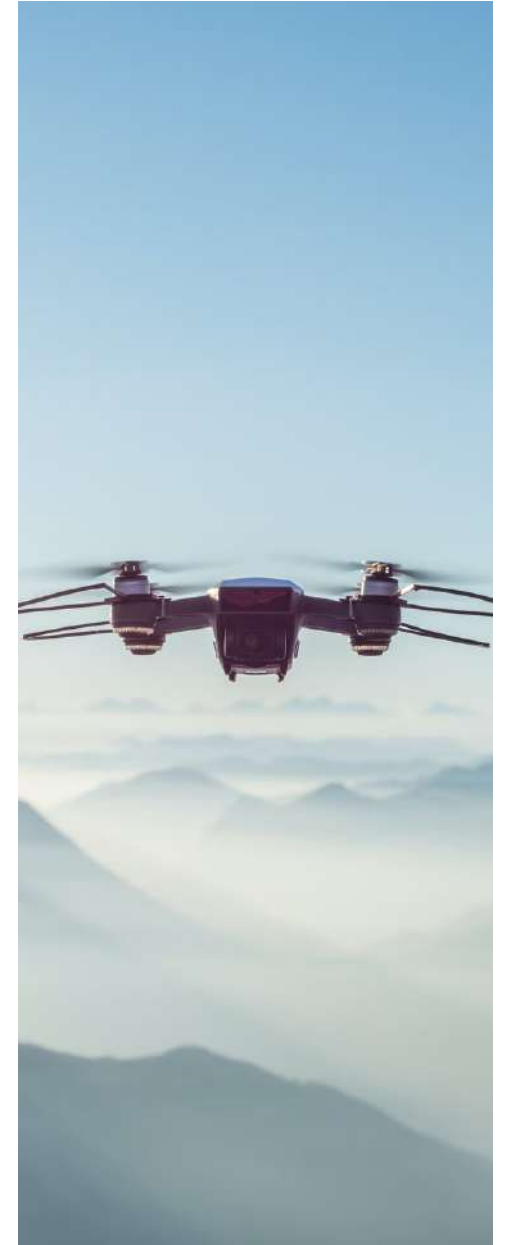
Conceptual



06.

Technology

Technology is one of our strengths, but we do not want to rely on overused images or those that do not provide any differentiation as an industry referent.

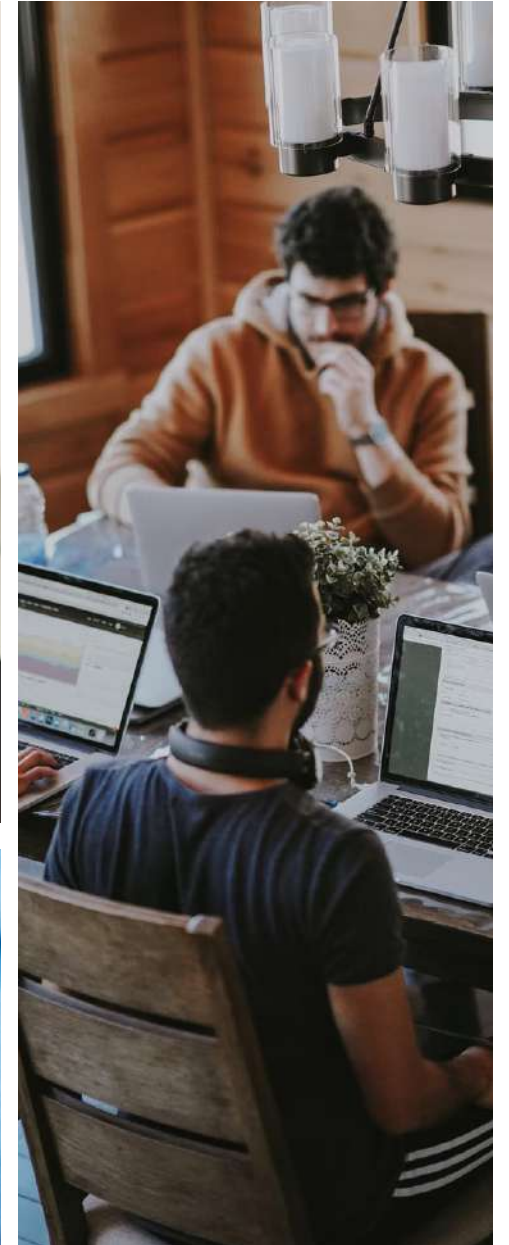




06.

People Interaction

We want our users to relate to real-world, everyday scenarios with which they can empathize and feel involved in the conversation.

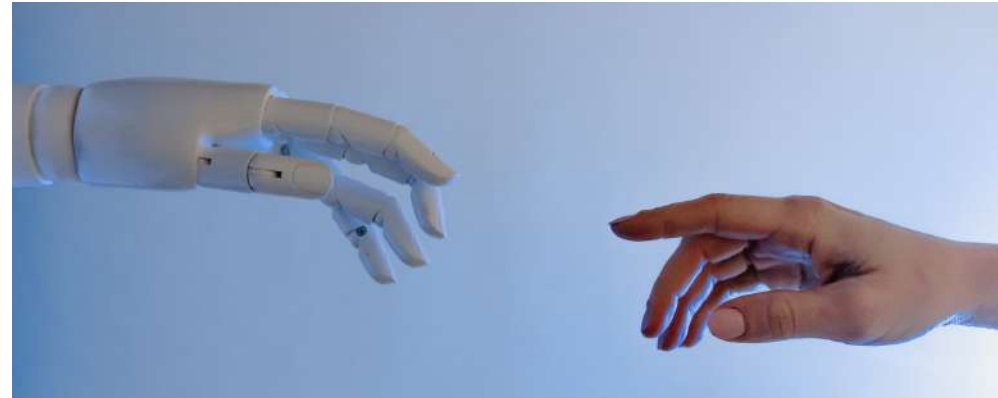
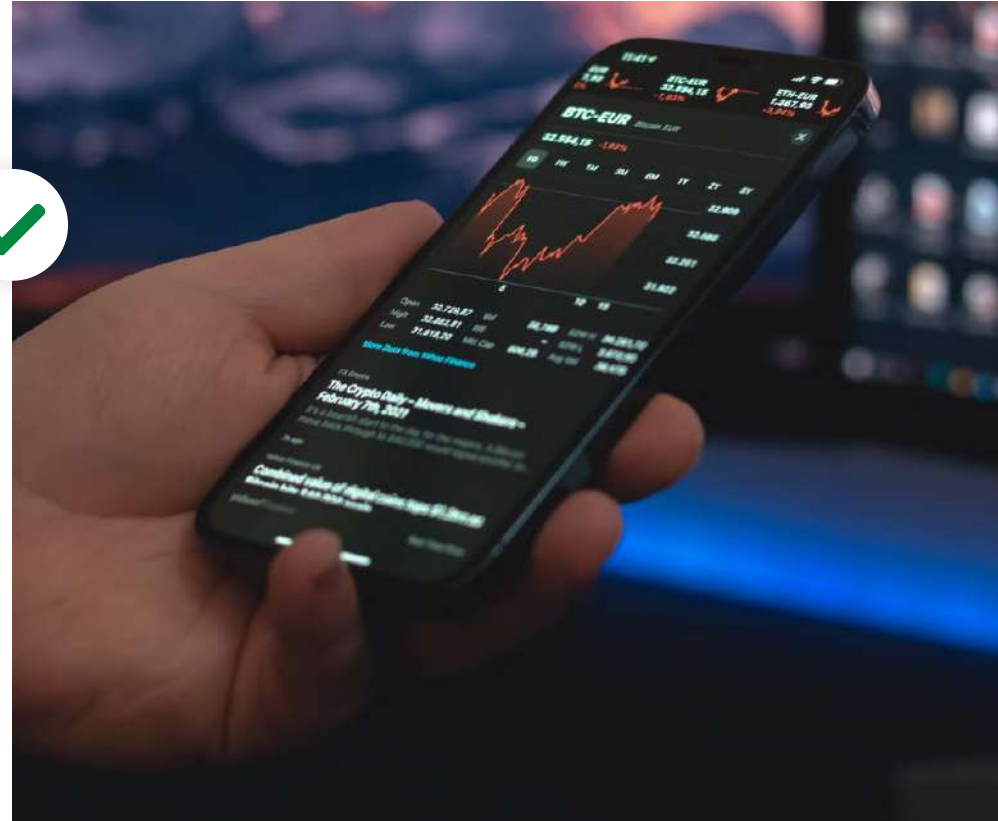




06.

Conceptual

Many concepts in our industry are complex to portray in an image, so we advocate for simplicity and use a more conceptual approach to support the main content to be communicated.





06.

Photography **Misuse**

Cliché, unfitting or plain boring stock images may detract from the message we want to communicate and reduce engagement.

