



Brand identity for  
**Customers Who Click**

 thumbnail



**The logo**

Logo – colour

Customers  
Who **Click** 

Logo – monochrome

Customers  
Who **Click** 



# Fonts

## Font combination

**Headline font (H1) – Raleway ExtraBold**

**Sunheads (H2, H3 etc.) – Raleway Bold**

Body copy – Raleway light

Customers  
Who **Click** 

Example

### **Slash your CPAs & Skyrocket Your Customer Lifetime Value**

Optimise your Customer Journey to turn your paid traffic into customers, increase your Average Order Values, and retain your customers for longer.

**Schedule a FREE 30 minute consultation to see how we can help you grow your business without throwing more money into advertising.**

**CTA Button**



# Colours


# Colour palette

#1d71b8 

#e94e1b 

#f9b233 

#dadada 

#000000 



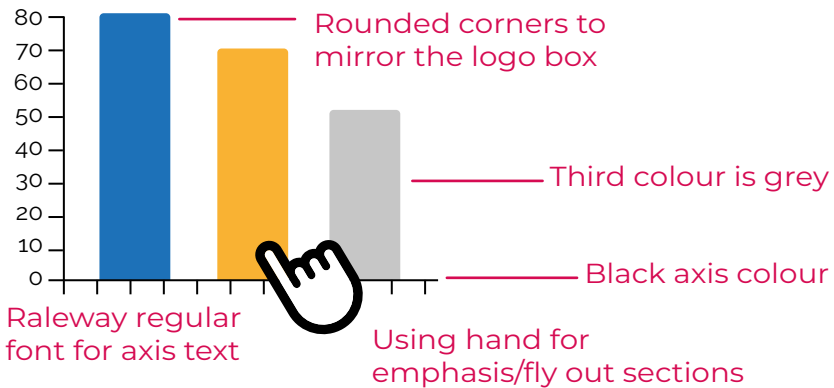


# **Information graphics**

# Information design – graphs

## Customers Who Click

### Bar charts



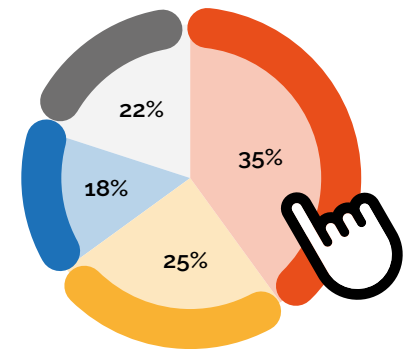
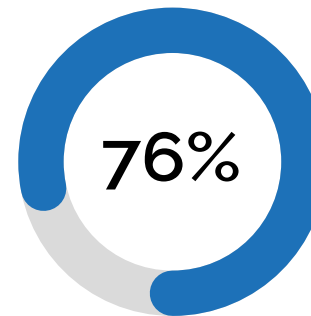
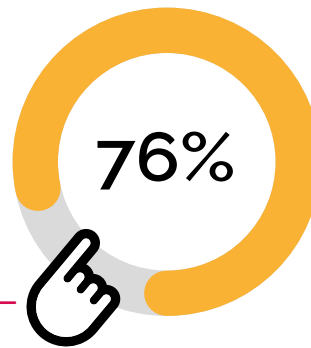
### Pie/Donut styles



Solid no key line

Orange is the emphasise colour

Using hand for emphasis/possible with fly out sections of text.



### Using the hand with bullets



This is the bullet header style — Raleway fonts

- These will be the bullet styles
- These will be the bullet styles
- These will be the bullet styles

# Icons and how they could work

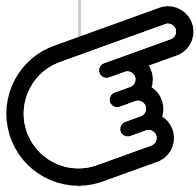
This uses a thick and rounded blue keyline for the iconography, mirroring the style of the hand symbol within the logo. Again the hand is used for emphasis but the orange exentuautes this.

Customers  
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Optimise your Customer Journey to turn your paid traffic into customers, increase your. Optimise your Customer Journey to turn.



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**CTA Button**



**Thank you**

**thumbnail**