



Style Guide

January 28, 2025

THE NETSUITE SOLUTIONS COMPANY

Catalyst is the premier provider of NetSuite solutions and custom applications, specializing in seamless integrations that drive business success. Our tailored NetSuite solutions empower companies to streamline operations, boost efficiency, and unlock their full potential. At Catalyst, we don't just provide solutions—we transform the way businesses work.

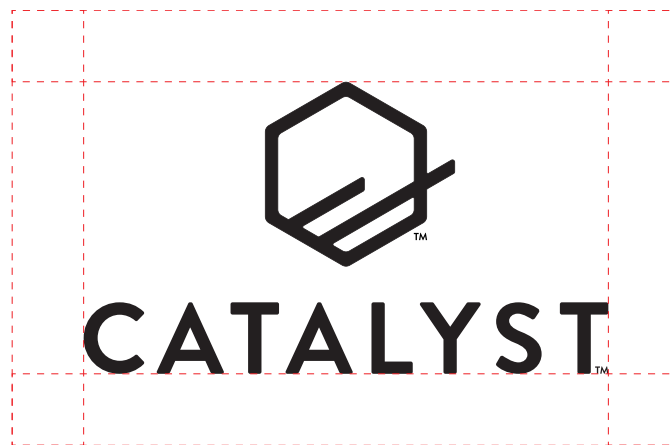


The CATALYST Primary logo has undergone meticulous design; please refrain from modifying it. Avoid stretching, dismantling, or altering its proportions. Consistency is key for a unified brand presence; therefore, utilize the primary logo across all outward-facing materials, including websites, business cards, e-blasts, and more.



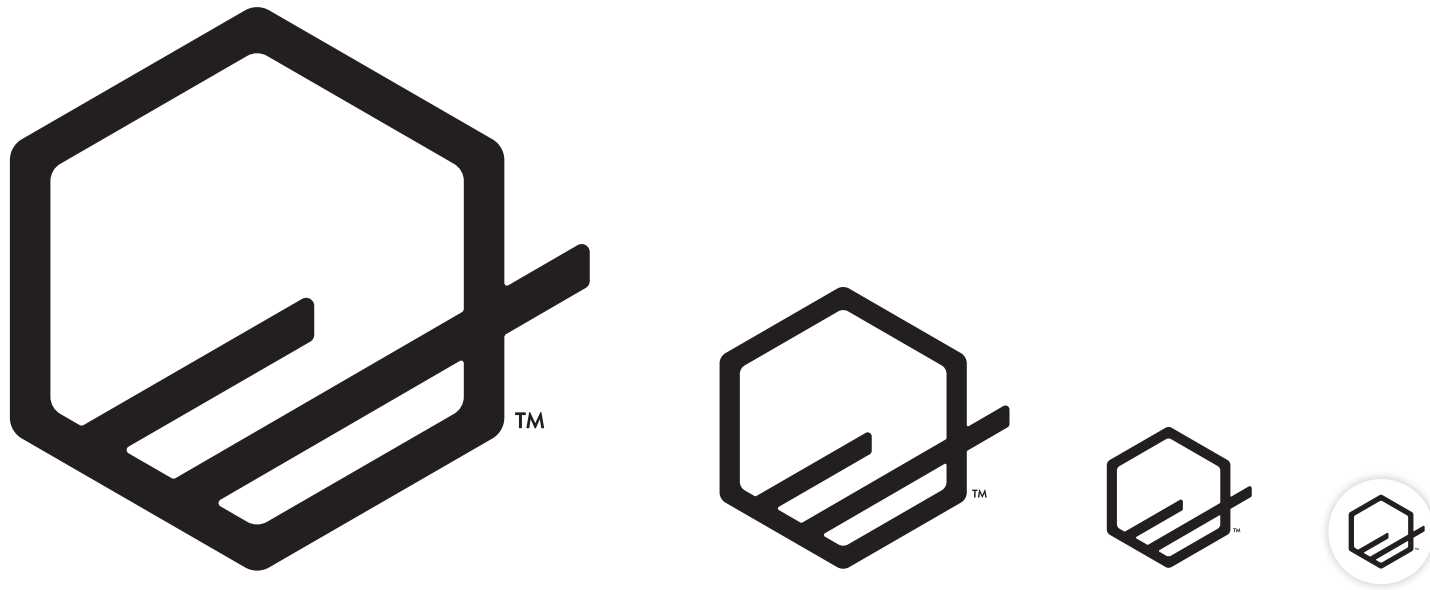
CATALYST™

The CATALYST Stacked logo is to be used in situations where a higher impact visually is required for the icon and space permits.



The Catalyst logo must always stand on its own, free from visual clutter.

- Do not combine it with other elements such as words, graphics, photos, slogans, or symbols.
- Avoid placing it within a shape or container that may alter its intended presentation.
- Ensure adequate clear space around the logo to maintain visual impact and legibility.



The CATALYST icon, specifically tailored for embroidery, textures, and social media.



Do not distort or alter the proportions of the logo



Do not add a drop shadow to the logo



Do not add noprofiled colors or contours to the logo



Do not rotate the logo to any angle

Do's

✓ **Maintain Consistency** – The Catalyst logo must always appear in its original form, with no alterations to its orientation, color, or composition.

Don'ts

✗ **Do Not Modify** – Avoid any changes, distortions, or additions to the logo. It must remain unaltered as specified in these guidelines.

✗ **Do Not Combine** – The logo should never be merged with other elements such as logos, words, graphics, photos, slogans, or symbols that could create a hybrid mark.

✗ **Do Not Diminish** – The Catalyst logo must always be the primary branding element and should not appear secondary or subordinate to any third-party logo.

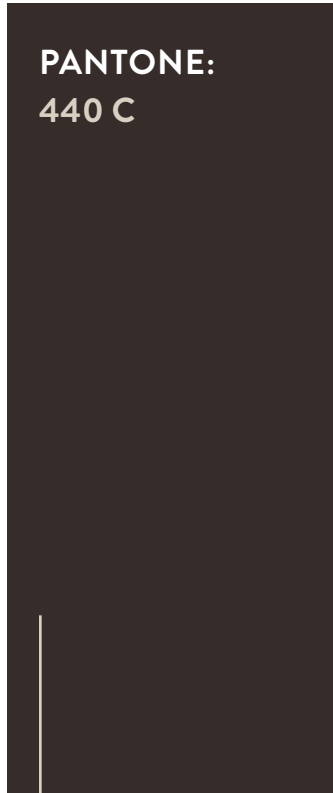


PANTONE:
021 C

HEXADECIMAL
#ff5200

RGB
255, 82, 0

CMYK
0, 82, 100, 0

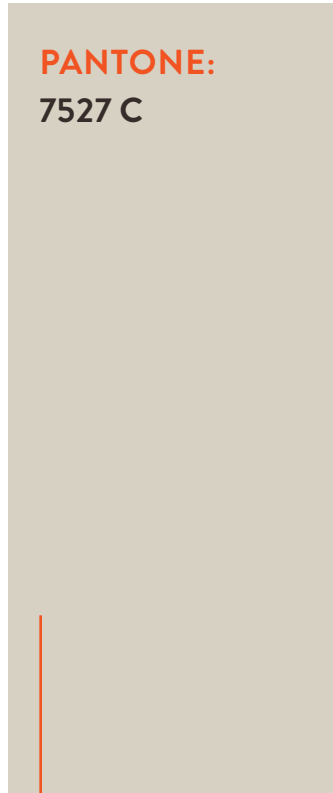


PANTONE:
440 C

HEXADECIMAL
#372e2c

RGB
55, 46, 44

CMYK
63, 66, 64, 62

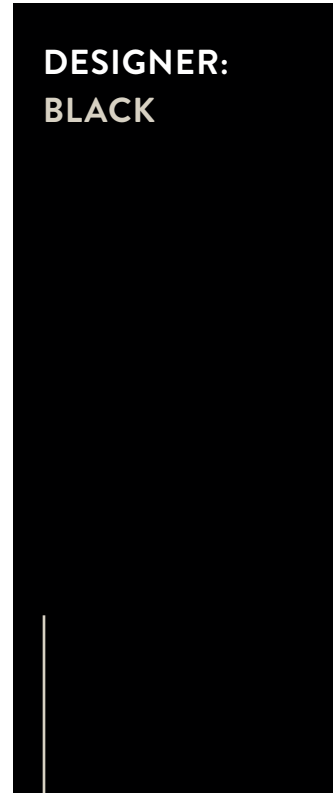


PANTONE:
7527 C

HEXADECIMAL
#d6d1c3

RGB
214, 209, 195

CMYK
15, 13, 21, 0



DESIGNER:
BLACK

HEXADECIMAL
#000000

RGB
0, 0, 0

CMYK
70, 50, 30, 100



The CATALYST typefaces have been specially selected to capture the essence and distinctiveness of the brand.

- PRINT

Brandon should be used for both body headlines and body copy in all print applications. Italics may be used for emphasis.

- WEB

Brandon is to be used as the title text on the website.

Yantramanav is to be used as body text on the website.

Never allow The CATALYST typefaces to be distorted or modified in any way and always take care to apply the type in appropriate sizes and colors.

Brandon Grotesque
Regular
Italic
Medium
Bold

Kerning: Optical
Tracking: +5

Yantramanav
Regular
Italic
Bold

Kerning: Optical
Tracking: +10

**BRANDON GROTESQUE, REGULAR,
ITALIC, MEDIUM, & BOLD**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789**

Yantramanav

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

**Do's**

- ✓ Keep it Consistent – Use the logo exactly as specified, without alterations.
- ✓ Ensure Visibility – Maintain clear contrast for legibility.
- ✓ Follow Placement Standards – Position the logo appropriately and professionally.

Don'ts

- ✗ No Alterations – Do not change colors, proportions, or add effects.
- ✗ No Combinations – Avoid merging the logo with other graphics, slogans, or logos.
- ✗ No Poor Placement – Do not obscure, distort, or place the logo awkwardly.

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CATALYSTTM