



CABALLUS

The Trusted Horse Experience

Style Guide





Position Statement

Caballus is an app for horse investors who want a trusted buying and selling experience. It's easy to use, requires little extra time, isn't easily manipulated, and can be shared with others. It allows investors to focus on what matters:

generating an emotional connection with the horse.



Users

Horse Investor, primary

A horse owner who sees their horse as an investment with intent to sell. Therefore is motivated to add value to the horse.

Pleasure Owner, secondary

A horse owner who is motivated to capture, create, and share their horse experience.



User Personas

Meet Jason, Horse Investor, 38

Jason is a third generation horse trainer and invests in horses with his dad. They have recently turned down investment opportunities as they don't have the time to train their horses and keep records.

Caballus helps Jason keep track of the nitty gritty details so he can spend his time focusing on what he does best: transforming horses through his patient and persistent training.



User Personas

Meet Kayla, Pleasure Owner, 26

Kayla found her love for horses when she was 17. She didn't have time to ride in college, but now that her schedule is more stable, she can be found on trail rides every weekend with her gelding, Hank.

Caballus helps Kayla stay connected with her friends at the barn. She enjoys sharing her rides with them while simultaneously creating a personal record of her adventures with Hank.





Caballus Logo

Key Emotion: Trust: transparency conveyed through minimalist details and organic shapes.

Logo Usage

See **Standard Logo**, right.

“The Trusted Horse Experience” (TTHE spans the width of the logo and the proportional relationship between TTHE and “CABALLUS” should not be changed. Additionally, the proportional relationship between the Icon and “CABALLUS” should not be changed.

See **Standard Variation (Icon)**, right.

Icon can be separated from “CABALLUS”. Icon consists of horse body and mane swoosh. Icon is not to be altered.

See **Standard Variation (Small)**, right.

“CABALLUS” should always be displayed with TTHE unless application would render TTHE illegible. TTHE should never be displayed alone.

Standard Logo:



Standard Variation (Icon):



Standard Variation (Small):



Logo Usage and Variations

An all orange logo should be used on dark background applications when use of orange and grey logo would be illegible.





Pastel Orange

Hex: f4b387

RGB: 244, 179, 135

Use: color blocking, backgrounds

Tangerine Orange

Hex: f78131

RGB: 247, 129, 49

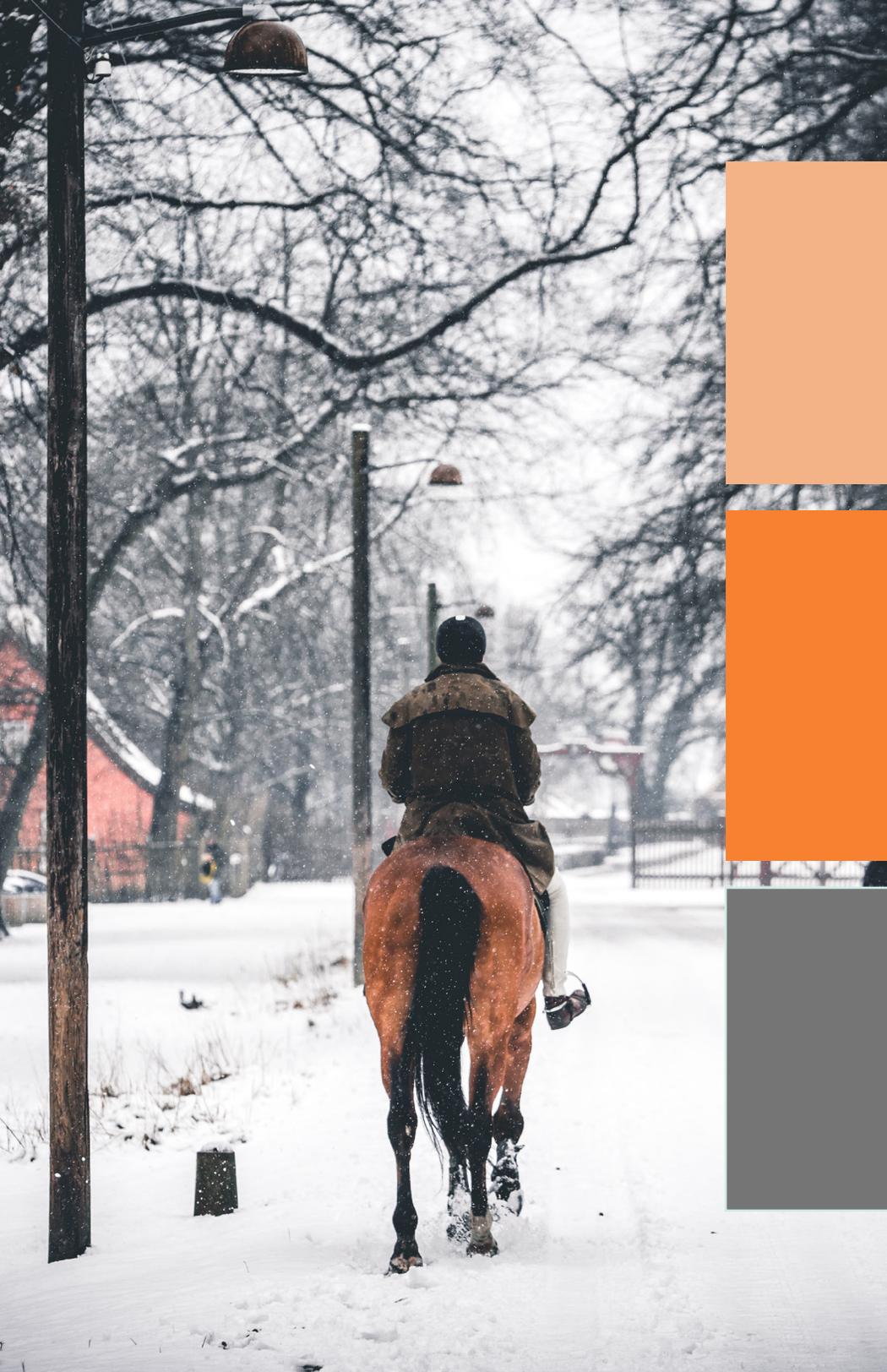
Use: icon, emphasized and heading text

Warm Gray

Hex: 757575

RGB: 117, 117, 117

Use: icon, "CABALLUS" and "The Trusted Horse Experience", header and body text



Typography

Marcellus
Use: "CABALLUS" logo
typeface

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^&*(),.

Use Colors:



Gotham Medium
Use: header text,
emphasized text

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^&*(),.

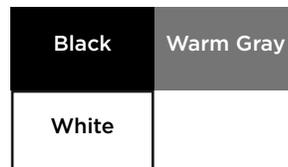
Use Colors:



Gotham Book
Use: "The Trusted
Horse Experience,"
and body text

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^&*(),.

Use Colors:





CABALLUS

The Trusted Horse Experience