

/brand guidelines

grow
with your money

A light blue line graph with an upward-pointing arrow, symbolizing growth. The line starts at the bottom left, rises to a peak, dips slightly, and then rises again to a higher peak, ending in an arrowhead pointing towards the top right.

/guiding principles

Hello and welcome to the **grow** brand guidelines.
This guide sets out all the guidelines about our brand,
ensuring consistency across all channels.

/our mission

Our mission is to help create a conscious approach to money. We also want to help ensure that financial wishes do not remain just a wish, but become a reality.

Through a personal profile, personalised and individual optimisation measures are suggested so that savings goals can be reached more easily and quickly.

A clear and structured user interface makes it easy to keep an eye on income and spendings.

An individual savings plan will be created so that the savings goal can be reached within a certain period of time.

/our values

We believe everyone should be given the opportunity to reach their financial dreams. We also believe it should be as simple and save as possible.

clarity

You don't need to be a financial expert

It is important to us that you find your way around quickly and easily and that your finances become your best friend. To achieve this, we are your personal advisor.

trust

A finance App you can trust

You can rely on Grow. Behind the app are real people with real values and we deliver what we promise.

security

Your personal data is important

We treat it like raw eggs. Security is our top priority, so your data is encrypted and never shared with third parties.

/logotype

Our logo **grow** is a protected word mark and must always be written in lower case. The “w” additionally visualizes a rising, positive course. **grow** stands on the one hand for the growing savings that can be reached with the help of the app, and on the other hand for the growing knowledge of the user.

wordmark & claim



logomark | submark



To maintain the integrity of the brand it is important to present the wordmark in the best possible way in terms of contrast and legibility.

The examples demonstrate acceptable usages and colour combinations.



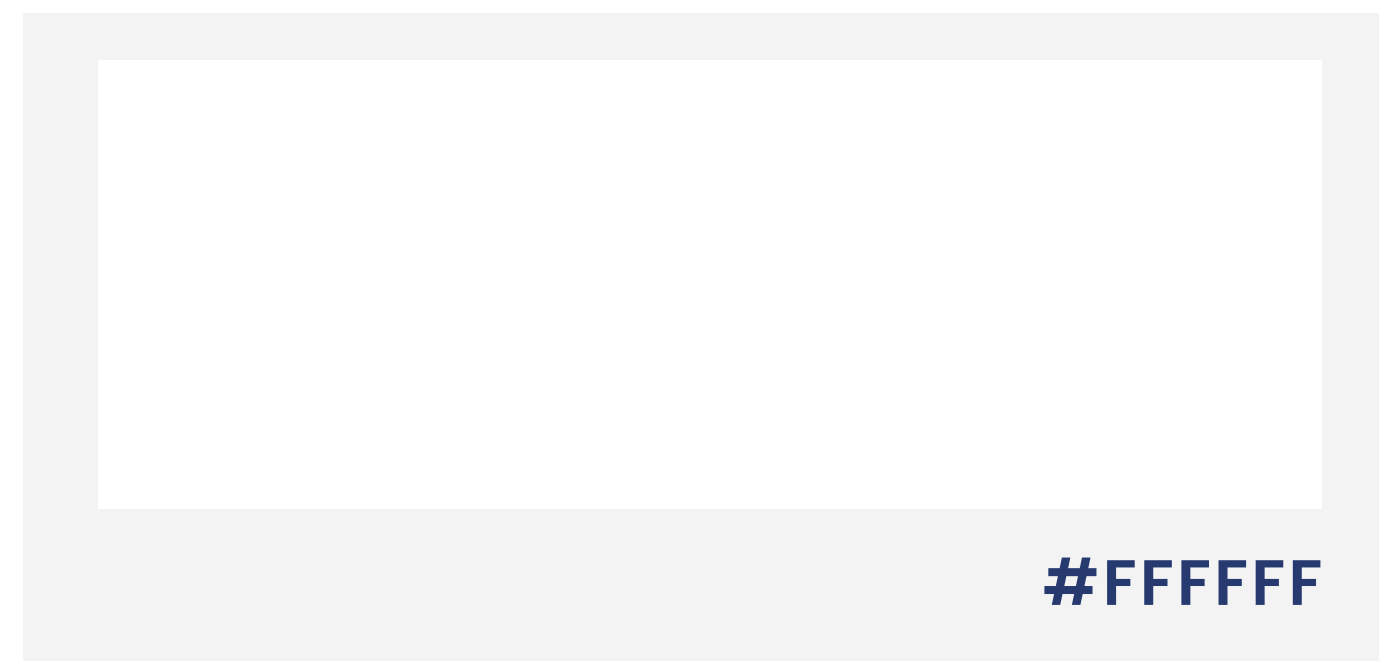
When using the logo, the safety space must always be respected. This is 1/5 of the width of the logo.



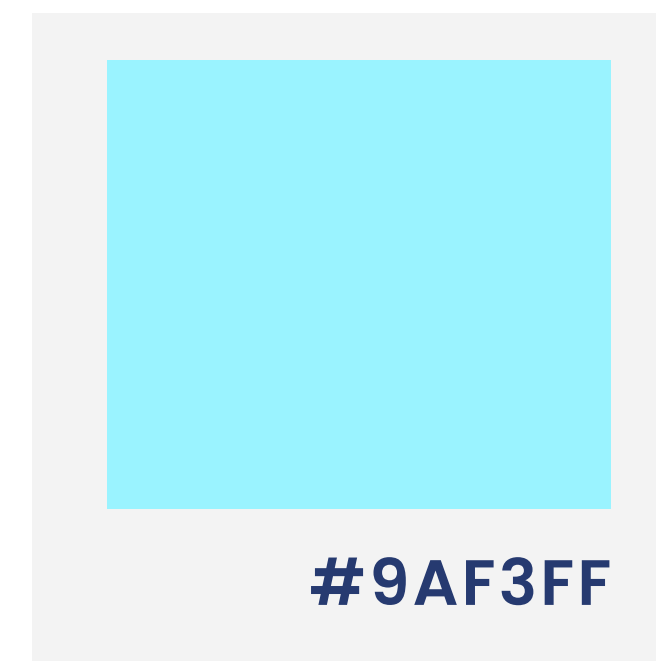
/colours

The color palette of **grow** consists of different blue tones which communicate security and trust. They are combined with dynamic accent colours. These colours help to develop joy and fun in finance.

primary



secondary



accent



/typography

The type font of **grow** is Poppins. Poppins is a sans serif typeface. It looks solid and thus conveys confidence and security. Especially in finer font families, it creates a feeling of lightness.

Aa Bb Cc Dd Ee Ff
Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz

hello **world** this is me

Body Copy. Porem **ipsum** dolor sit amet,
consectetur adipiscing elit. Porem ipsum dolor sit
amet, consectetur adipiscing elit. Porem **ipsum**
dolor sit amet, consectetur adipiscing elit. Porem
ipsum dolor sit amet, consectetur adipiscing elit.

/visuals

The brand style of **grow** is based on illustrations combined with the brand colors. Together they create a positive and dynamic impression and have a high recognition value.



/voice

Personal finances are an important and serious topic. Our language should reflect that, but be up to date and modern. With the voice of **grow** we create trust and address topics at eye level.

do's

yes yes yes

- ✓ Motivating
- ✓ Dynamic
- ✓ Casual
- ✓ Modern
- ✓ Informative

dont's

never ever

- X Demotivating or even
- X Condescending