

moneydays

Brand ideals:

“Saving is not something only rich people do”

“Money shouldn’t stressfull”

“Saving shouldn’t be a burden”

“Save for things you want, cover yourselves in times of need”

Happiness Aspiration Friendship

Heading Font: CMU concrete

Body text font: **Lato**. Default emphasis, **bold**.

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Colour Palette:

Primary colour on black	FFF200	Black on primary colour	Primary colour on Secondary colour	Primary colour on Tertiary colour	Primary colour on Quaternary colour
Secondary colour on black	4096FF	Secondary colour on primary colour	Black on Secondary colour	Secondary colour on Tertiary colour	Secondary colour on Quaternary colour
Tertiary Colour on black	FFA600	Tertiary colour on primary colour	Tertiary colour on Secondary colour	Black on Tertiary colour	Tertiary colour on Quaternary colour
Quaternary Colour on black	14C6CC	Quaternary colour on primary colour	Quaternary colour on Secondary colour	Quaternary colour on Tertiary colour	Black on Quaternary colour

Logo concepts



Photo Style:

- Large, full screen or collage
- Pop culture references

