Brand Design Guidelines: Kounta

1. Brand Philosophy

The **Kounta** brand is built on a foundation of **sophistication, growth, and reassurance.** Our visual identity is designed to be unique and memorable, standing apart from the generic "tech blue" aesthetic. We use a palette of deep green and warm amber to evoke feelings of stability, wealth, and positive financial outcomes. The overall feel should be clean, professional, and trustworthy, giving users confidence in the platform that manages their financial lives.

2. Brand Name

- **Name: Kounta**
- **Rationale:** A modern, stylized spelling of "counter," directly linking the brand to the core functions of counting, accounting, and managing money. The unique spelling makes it memorable and easy to brand. The leading "K" can also serve as a subtle nod to its origins in Kigali.

3. Color Palette

Our palette is based on Google's Material Design system for consistency and usability. The primary color is a deep, stable green, associated with growth. The secondary color is a warm, valuable amber, used for highlights and calls-to-action.

Light Mode Palette

Role	Main	Light	Dark	ContrastText
Primary	#005248	#437F72	#002D24	#FFFFFF
Secondary	#B57B00	#EBC25E	#7F5800	#FFFFFF

Dark Mode Palette

Role	Main	Light	Dark	ContrastText
Primary	#79D6C4	#A9FFF0	#5EBBAA	#00382F
Secondary	#FFC24A	#FFDE84	#E0AB2E	#452B00

Supporting Colors

Role	Light Mode	Dark Mode
Error	#B3261E	#F2B8B5
Background (Default)	#FCFDFB	#191C1B
Background (Paper)	#FFFFFF	#242726
Text (Primary)	#191C1B	#E1E3E1
Text (Secondary)	#414946	#BFC9C5
Outline	#717976	#8B9390

4. Typography

Typography is chosen for maximum clarity and legibility, which is essential for a financial application.

- **Headings Font: Poppins**
  - **Use Case:** App titles, dashboard figures, section headers, and major navigation elements.
  - **Rationale:** A modern, geometric sans-serif that is clean, professional, and friendly.
  - **Suggested Weights:** Semi-Bold (600), Bold (700).
- **Body Font: Inter**
  - **Use Case:** Transaction lists, form labels, descriptions, and all paragraph text.
  - **Rationale:** A highly legible sans-serif font designed specifically for user interfaces, ensuring clarity even at small sizes.
  - **Suggested Weights:** Regular (400), Medium (500).