

CashBerry
Identity Design



**Design
Center of Excellence**

DISRUPTING AND TRANSFORMING
BUSINESS AT SCALE



The logo here has been derived by combining the initials of the brand name. i.e, C & B. These two alphabets when placed strategically as depicted in the logo, creates a berry form. The colors used here are bold and also go with SG color theme.



Outline Version of the previous logo.



The logo here depicts CashBerry as a source of easily available cash denoted with a keyhole.



From a utility point of view, CashBerry facilitates an easy transaction of cash between two parties. This transaction is being conveyed here through two abstract forms coming together where one is shown bigger than the other as a sign of receiving benefit.



The logo depicts the emotion of sharing and is depicted using abstract figures here.