

THE BRIEF

BACKGROUND

Cashcade is a full service digital only bank with a banking license looking to break into the banking space. It is built to match your lifestyle by providing various banking features like automated saving, payment tracking etc. “With Cashcade, you can save seamlessly with a simple automated savings plan and earn 12% annual interest – three times the standard bank rate.

OBJECTIVES

- Launch Cashcade to the market as the digital bank of the future.
- Capture it’s audience attention
- Drive downloads

TARGET AUDIENCE

Adults

- Students
- Entrepreneurs

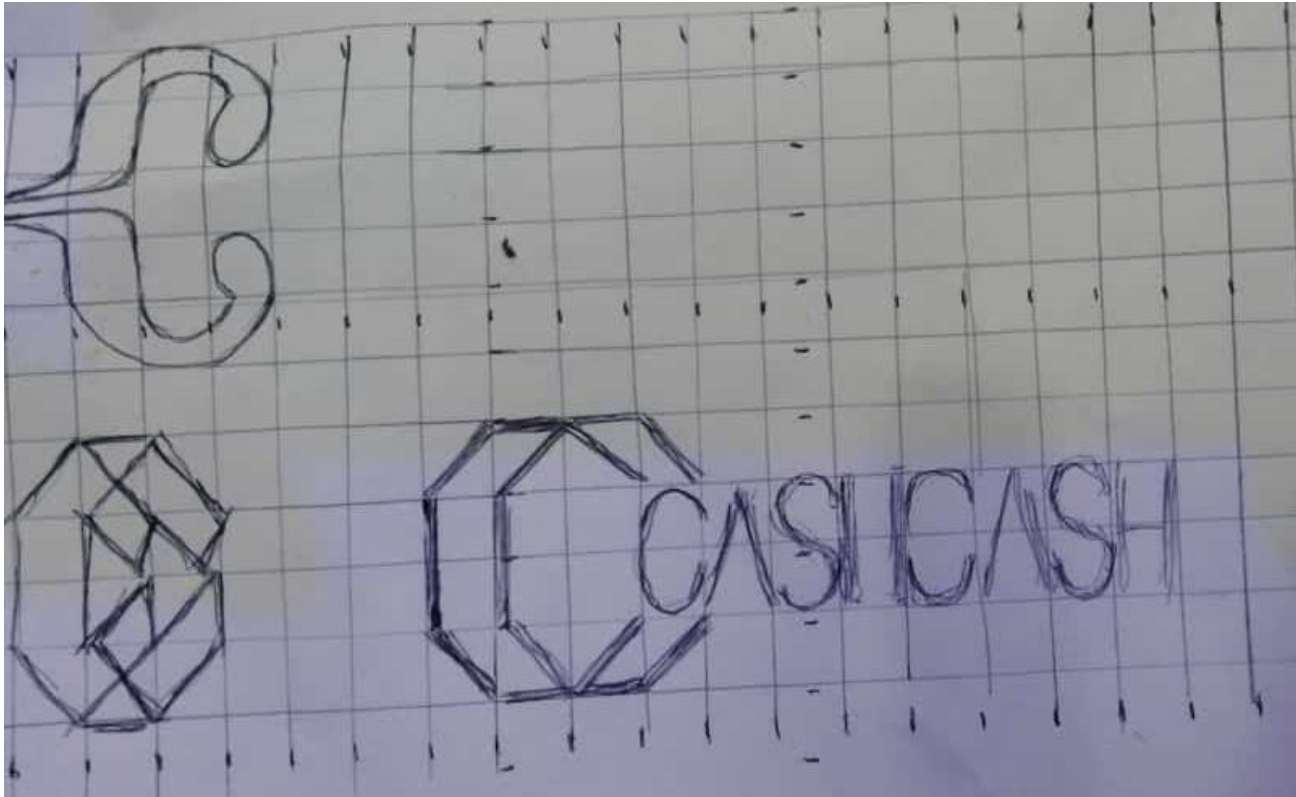
Age

- Primary: 22-45
- Secondary: 16-22, 44-55

Digital Adoption:

- Savvy switchers and digital devotees

CASHCADE (THE SKETCH)



To approach the brief, I decided to create a Brand Identity around the brief.

While I came up with 3 sketches, I chose to go with the 3rd due to its simplicity.

FONT CHOICE: NOVA (to give the corporate, yet sophistication look – which fits the target audience).

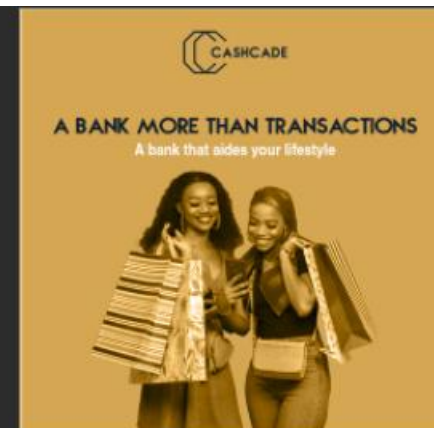
COLOR CHOICE: Royal Blue and Gold



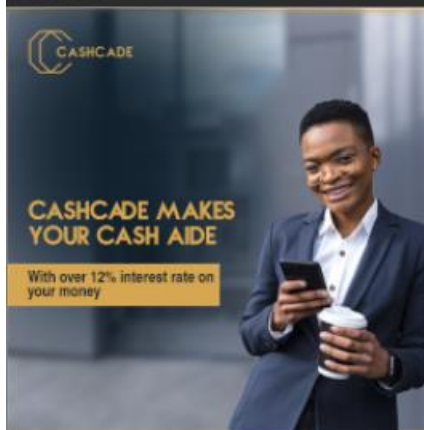
Artboard 4



Artboard 2



Artboard 3



Artboard 5



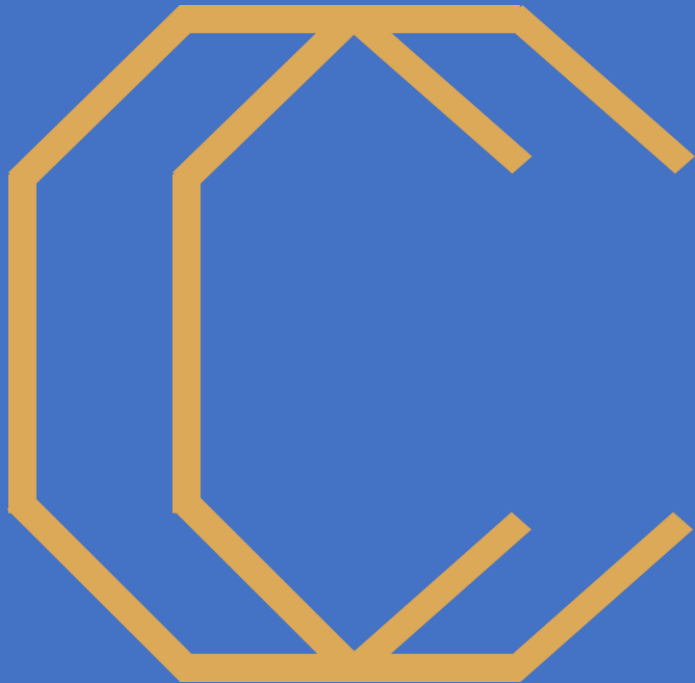
Artboard 6



Artboard 7

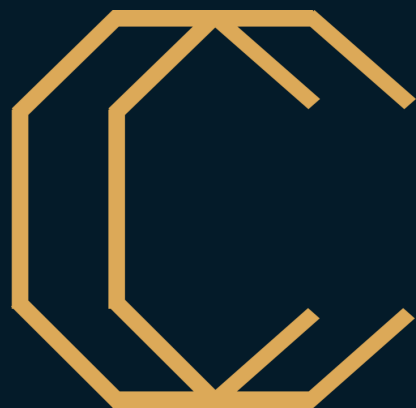


CASHCADE (THE LOGO)



CASHCADE (THE ANIMATION)

Kindly Click to play



CASHCADE TEASER

Nobody even told us adulthood was going to be like this!



It is almost a struggle to get through everyday with bills trying to choke you up and then again you have to save and invest



**How easy can that be?
I found a gem when I found cashcade**



- Borderless banking
- Automatic savings
- 12% annual interest
- Payment tracking



Cashcade makes this adulthood thing easy



CASHCADE (THE CAMPAIGN)



**THE DIGITAL
BANK OF THE FUTURE**
Built to match your lifestyle.



ALEX

"Siri,
I want to transfer
#50,000 to Amaka."

SIRI

"#50,000
Successfully
Transferred to Amaka."



**CASHCADE MAKES
YOUR CASH AIDE**

With over 12% interest rate on
your money



CASHCADE (THE CAMPAIGN)



You bank with your regular banks

**CASHCADE BANKS
ON YOU**



CASHCADE
Your cash aide



**A BANK MORE
THAN TRANSACTION**

A bank that aides your lifestyle



CASHCADE (THE CAMPAIGN)



CASHCADE MAKES
YOUR CASH AIDE

12% Interest rate on
your money



Seamless banking? That's cliché
CASHCADE BANKING

This is the Next Level



A BANK MORE THAN TRANSACTIONS
A bank that aides your lifestyle



Thank You!