Fintaak Color Guidelines v1

1. Brand Color System Overview

Fintaak's visual identity is built around clarity, trust, and financial empowerment. The primary brand anchor is Empowerment Green.

Main Color: - Empowerment Green: #2E7D32

Supporting Colors: - Trust Blue: #1565C0 - Alert Red: #D32F2F - Community Orange: #F57C00 - Charcoal: #2D3142 - White: #FFFFFF

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2. Primary Color

Empowerment Green — #2E7D32

Role: Core brand color Usage: - Primary buttons - Logo primary version - Key CTAs - Links (default state) - Highlighted numbers related to savings or growth

Psychology: Growth, stability, financial progress, empowerment.

Rule: This color should dominate the visual hierarchy. Minimum 40 percent presence across key surfaces.

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3. Secondary Colors

Trust Blue — #1565C0

Role: Institutional credibility and trust layer Usage: - Informational banners - Secondary buttons - Icons related to security or compliance - Financial data visuals

Psychology: Security, reliability, fintech credibility.

Community Orange — #F57C00

Role: Engagement and warmth Usage: - Feature highlights - Micro-interactions - Referral or reward sections - Supporting accent blocks

Psychology: Energy, accessibility, community-driven growth.

Limit usage to 10–15 percent of screen presence.

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4. Functional Colors

Alert Red — #D32F2F

Role: Errors and critical alerts Usage: - Error states - Failed transactions - Form validation messages

Strictly functional. Never use for decorative or marketing purposes.

Charcoal — #2D3142

Role: Primary text and dark backgrounds Usage: - Headings - Body text - Footer backgrounds - Dark mode surfaces

Ensures readability and professional tone.

White — #FFFFFF

Role: Background and negative space Usage: - Primary background - Card surfaces - Clean UI sections

Maintain strong whitespace to reinforce clarity and fintech minimalism.

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5. Button System

Primary Button: - Background: #2E7D32 - Text: #FFFFFF

Secondary Button: - Background: Transparent or White - Border: #2E7D32 or #1565C0 - Text: Same as border color

Danger Button: - Background: #D32F2F - Text: #FFFFFF

Hover States: - Darken base color by 5–10 percent

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6. Accessibility Guidelines

- Maintain minimum WCAG AA contrast ratios.
- White text on Empowerment Green must remain readable at small sizes.
- Avoid placing Community Orange text on white for long paragraphs.

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7. Strategic Positioning

Empowerment Green is the visual signal of financial progress. Trust Blue reinforces institutional reliability. Orange builds emotional connection. Red communicates risk and urgency. Charcoal and White maintain structural clarity.

The system should feel modern, confident, and fintech-native, not playful and not corporate-heavy.

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