

# STACKS



# Providing people with tools to reach their financial goals

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At Stacks we crusade for the individual. We know saving money can be a challenge and that's why we offer personalized support and advice. We believe anyone can be empowered by reliable, simple guidance. That's what we do.







## Trustworthy

*"A finance app you can trust."*

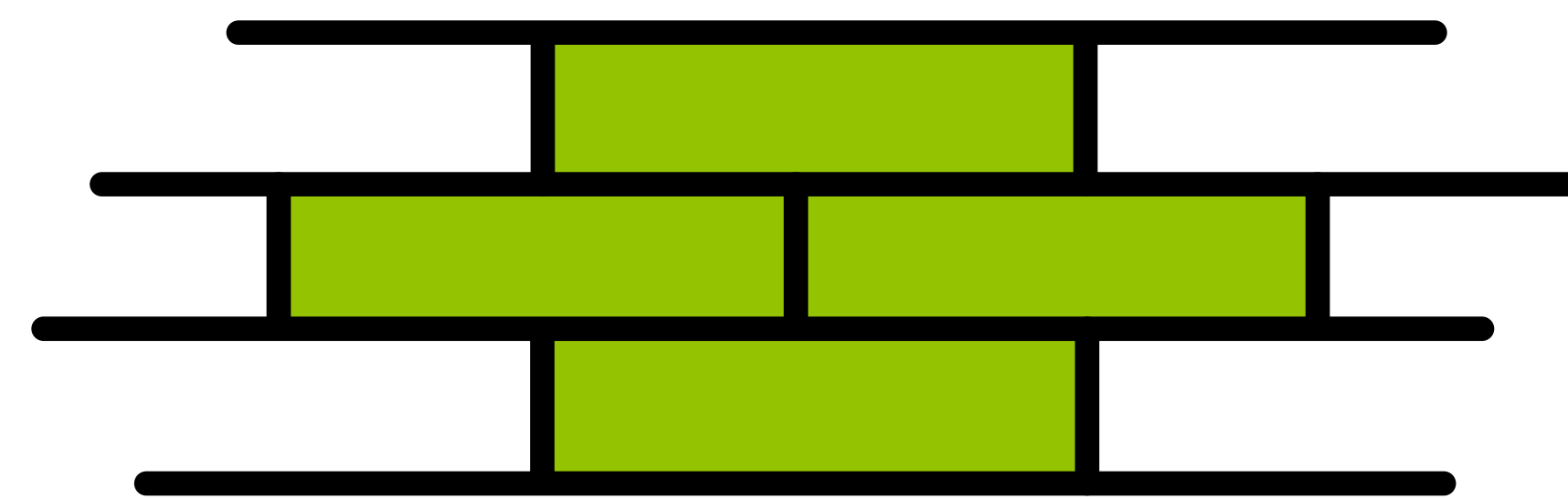
## Simple

*"Anyone can save money!"*

## Confident

*"You don't need to be a financial expert to use our app."*





# STACKS

## Logo Use

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The Stacks Logo is a segment of brickwork. Invoking strength and stability, the wall also is something large built of smaller pieces. It is an image of the reward earned through steady progress.

The central bricks are filled with our primary shade of green. This dollar inspired hue helps to introduce our purpose as a financial tool. The green bricks combine into a + symbol that captures our core value of simplicity. It promotes an overarching sense of positivity with our product.

The Logo is accompanied by our name in a straitforward sans sherif font. This title is in all capitals and bold, adding to a sense of stability. This will encourage memorability.

# Logo Use

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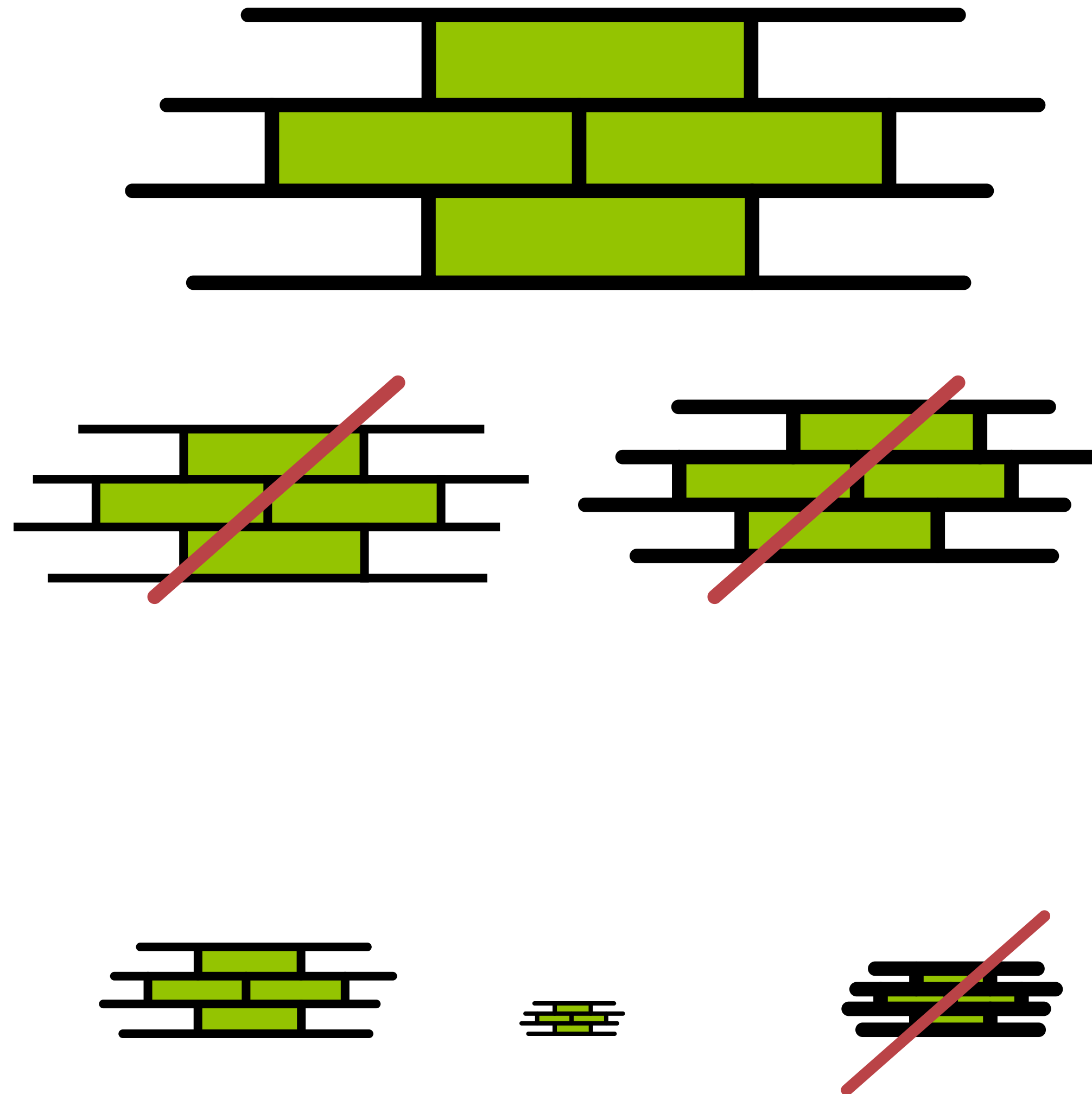
As the Stacks logo works on so many levels to provide memorable imagery it's important that it always be featured appropriately.

The logo is made with a line weight of 10 and rounded end caps. To do without would break its cohesion from the rest of the product.

The brick layout should always align to a + symbol. Otherwise the Logo loses its recognizability.

## Other Sizes

The logo has been created in a responsive fashion and it's important to use the appropriate size for each application, rather than warping the image.



# Color Palette

The Stacks color pallet is chosen for simplicity and ease on the eye. It's important to use the these same shades to maintain familiarity and branding across all aspects. The three primary shades should be used most of the time and have a lower intensity option with an opacity of 40%. The corresponding text color of either black or white should also be adhered to. This is to ensure proper contrast levels.

Complimenting greens should be used first, Brick Red as an accent, and the secondary pallet for additional elements.

Primary

Stacks Green	HEX: 94C401 RGB: 148, 96, 1	Opacity 20%
Growth Green	HEX: 5A854F RGB: 90, 133, 79	Opacity 20%
Brick Red	HEX: BA4347 RGB: 186, 67, 71	Opacity 20%

Secondary

Plesant Pink	Slate Blue	Hope Blue
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# Typography

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The typography we use can be separated into two categories: Signs, and Text.

Signs are all labels including the app title. For these instances Montserrat is used for its clarity.

Text encompasses all headlines and body, as well as instructional elements. Ubuntu comprises all headlines and titles, providing an ambiance of friendly simplicity. Noto Sans is used for all body copy to ensure that blocks of text are easy to read.

**Aa**      **Montserrat Bold**  
**This is the logo font.**

**Aa**      **Montserrat Medium**  
**This is a Label.**

**Aa**      **Ubuntu Medium**  
**This is a headline.**

**Aa**      **Ubuntu Regular**  
**This is a sub-headline.**

**Aa**      **Noto Sans Regular**  
**This is body copy.**





# Imagery

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A picture does the work of 1,000 words. At Stacks we believe in efficiency and we use imagery widely to convey our message.

Candid, low exposure, disconnected shots set a mood that carries on beyond the borders of the picture.

Stacks is an everyday tool for every one and it should feel like a natural element of the environment. Avoiding brightly lit portrait art furthers this aim. Likewise setting a realistic stage improves confidence in the image.



# Imagery

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Involve plants as symbols of growth.



Include people candidly using our product to achieve specific goals and in the day to day.



Keep it simple and elegant by using meaningful imagery to introduce the mood.



# Voice and Tone

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From a place of experience and understanding we speak without condescension. Our mission at Stacks centers around helping people achieve their goals. We believe that effective assistance begins with a compassionate voice.

We keep our instructions straightforward. We don't overexplain, or use confusing industry terms. But above all we speak with warmth and sincerity. In this way we best exemplify our core values

Trustworthy

Simple

Confident

and help people to grow their stacks.

