BILDSTILGUIDE FÖR INKASSERA

STILGUIDE FÖR ALLA BILDER
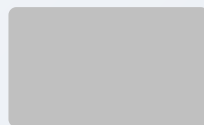
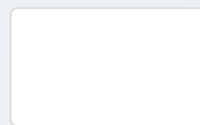### Färgpalett
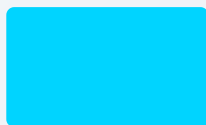
Deep Blue #0A1628	**Electric Blue** #00D4FF	**Silver Chrome** #C0C0C0	**Pure White** #FFFFFF

Designprinciper

- **Stil:** Minimalistisk, modern fintech/SaaS-estetik
- **Känsla:** Professionell, teknisk, ren, skandinavisk
- **Grafik:** Geometriska former, tunna linjer, flödande kurvor, abstrakt datanätverk
- **Undvik:** Foton av människor, röriga kompositioner, starka kontrasterande färger utanför paletten

1. HERO-ILLUSTRATION (Startsidan)

```
        Minimalist abstract tech illustration for fintech SaaS hero
section. Floating isometric dashboard interface
        showing graphs and analytics, connected by flowing electric
blue (#00D4FF) wave lines and thin geometric network
        patterns. Small 3D cube elements and diamond shapes scattered
elegantly. Deep blue (#0A1628) to white gradient
        background fading from left to right. Clean Scandinavian
design aesthetic. No text, no people. Wide format
        1920x1080. Professional B2B software visual style.
```

2. FAKTURERING-IKON/ILLUSTRATION

```
        Minimalist isometric illustration of a digital invoice
document floating in space. Clean white invoice with
        subtle electric blue (#00D4FF) accents and checkmarks. Small
geometric elements like diamonds and connected
        nodes around it. Thin flowing blue lines suggesting
automation and data flow. Transparent or pure white
        background. Fintech SaaS style, Scandinavian minimal
aesthetic. Square format 800x800. No text.
```

3. AI-ANALYS ILLUSTRATION

```
        Abstract minimalist illustration representing AI analysis and
machine learning. Geometric brain or neural
        network made of connected nodes and thin lines in electric
blue (#00D4FF) and silver chrome (#C0C0C0). Small
        diamond shapes as data points. Flowing wave patterns
suggesting data processing. Deep blue (#0A1628) gradient
        background. Clean fintech aesthetic, no text, no people.
```

Square format 800x800.

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4. DASHBOARD/REALTIDSÖVERVAKNING

```
        Isometric 3D illustration of a floating analytics dashboard
interface. Multiple clean white panels showing
        abstract graphs, pie charts, and KPI metrics. Electric blue
(#00D4FF) accent colors on data visualizations. Thin
        connecting lines between dashboard elements. Subtle shadow
and depth. White or light gradient background. Modern
        SaaS product illustration style. No text visible, no people.
Wide format 1200x800.
```

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5. API-INTEGRATION ILLUSTRATION

```
        Minimalist tech illustration showing system integration
concept. Three floating geometric blocks or platforms
        connected by flowing electric blue (#00D4FF) lines and nodes.
Abstract representation of ERP, CRM and central
        platform connecting seamlessly. Small diamond and cube
shapes. Clean white background with subtle blue gradient.
        Fintech B2B style, Scandinavian minimal. Square format
800x800. No text.
```

6. KRONOFOGDEN/LEGAL ESKALERING

```
        Abstract minimalist illustration representing legal process
automation. Geometric scales of justice or gavel
        icon in silver chrome (#C0C0C0) with electric blue (#00D4FF)
accent elements. Connected by thin flowing lines
        suggesting automated workflow. Small diamond shapes. Clean
professional aesthetic on white or light blue
        gradient background. No text, square format 800x800.
```

7. SÄKERHET/TRUST (GDPR, ISO, PCI-DSS)

```
        Minimalist illustration of digital security concept.
Geometric shield icon with lock symbol in silver chrome
        (#C0C0C0) and electric blue (#00D4FF). Surrounded by thin
circular orbits with small nodes representing
        protection layers. Clean white background. Professional
fintech trust badge style. No text, square format
        600x600.
```

8. 5-STEGS FLÖDESILLUSTRATION

```
        Horizontal minimalist flowchart illustration showing 5
connected steps. Five geometric circles or rounded
        squares in a row connected by flowing electric blue (#00D4FF)
lines with subtle wave pattern. Each step has a
        simple abstract icon inside (document, magnifier, send arrow,
```

gear, eye). Silver chrome (#C0C0C0) and electric
         blue accents on deep blue (#0A1628) or white background. Wide
format 1600x400. No text labels.

9. KOSTNADSBESPARINGAR/ROI

         Minimalist isometric illustration showing cost reduction
concept. Descending bar chart or stacked coins with
         downward arrow in electric blue (#00D4FF). Small geometric
elements and flowing efficiency lines. Clean white
         background with subtle gradient. Professional fintech style,
no text, square format 800x800.

10. SNABB IMPLEMENTATION (24-72h)

         Abstract minimalist illustration of speed and quick
deployment. Circular speedometer or clock icon with
         fast-forward elements in electric blue (#00D4FF). Flowing
motion lines suggesting rapid movement. Small
         geometric diamond accents. Clean white background. SaaS
product illustration style. No text, square format
         800x800.

11. DATAÄGANDE/KONTROLL

```
        Minimalist illustration showing data ownership concept.
Geometric cloud or server block with user/company icon
        having full control. Lock and key elements in silver chrome
(#C0C0C0). Electric blue (#00D4FF) accent lines
        showing secure connection. Clean white background.
Professional B2B fintech style. No text, square format
        800x800.
```

12. PRIVAT-SIDAN (Framtida ekosystem)

```
        Futuristic minimalist illustration of a personal ecosystem
network. Central human silhouette or user icon
        connected to multiple floating service nodes (money,
handshake, profile, tasks) via flowing electric blue
        (#00D4FF) lines. Geometric diamond shapes scattered. Deep
blue (#0A1628) to electric blue gradient background
        suggesting innovation and future. Aspirational tech startup
aesthetic. No text, wide format 1200x800.
```

13. MIKROTJÄNSTER (Privat-sidan)

```
        Minimalist isometric illustration of micro-tasks and gig
economy. Small floating task cards or tickets with
        checkmarks, connected by thin blue lines to a central hub.
Electric blue (#00D4FF) and silver accents. Clean
        white background. Friendly but professional fintech style. No
text, square format 800x800.
```

14. LÅN OCH UTLÅNING (Privat-sidan)

```
        Abstract minimalist illustration of peer-to-peer lending. Two
geometric hands or user icons exchanging value
        represented by flowing electric blue (#00D4FF) lines with a
shield/lock in the middle showing security. Clean
        balanced composition. White background with subtle gradient.
Trustworthy fintech aesthetic. No text, square
        format 800x800.
```

15. 404-SIDA ILLUSTRATION

```
        Friendly minimalist illustration for 404 error page. Lost
geometric compass or map pin with question mark,
        surrounded by floating abstract shapes and disconnected
nodes. Electric blue (#00D4FF) and silver chrome
        (#C0C0C0) colors. Clean white background. Approachable but
professional SaaS style. No text, square format
        800x800.
```

16. BAKGRUNDSMÖNSTER (Subtil, repeterbar)

```
        Seamless subtle background pattern for tech website. Very
light geometric grid with thin lines, small dots and
        occasional diamond shapes. Barely visible electric blue
(#00D4FF) tint on pure white (#FFFFFF) background.
        Tileable pattern, minimal and clean. Used as subtle texture
```

behind content. Square format 400x400, seamless
        edges.

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17. FLÖDANDE VÅGOR (Dekorativt element)

        Abstract flowing wave lines as decorative element. Multiple
thin parallel curved lines in electric blue
        (#00D4FF) with varying opacity creating depth. Gentle S-curve
flowing horizontally. Transparent background
        (PNG). Can be overlaid on sections. Wide format 1920x400. No
other elements, just the flowing lines.

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18. BETALNINGSHANTERING

        Minimalist isometric illustration of payment processing.
Floating credit card, mobile phone with Swish-style
        payment, and bank building icon connected by flowing electric
blue (#00D4FF) transaction lines. Checkmarks
        indicating successful payments. Clean white background.
Modern Swedish fintech aesthetic. No text, square format
        800x800.

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19. RÖSTSTYRNING/AI-ASSISTENT

> Minimalist illustration of voice control and AI assistant. Abstract soundwave or voice visualization forming a
> geometric pattern, connected to a friendly AI bot icon or chat bubble. Electric blue (#00D4FF) gradients.
> Floating diamond shapes representing intelligence. Clean white background. Approachable tech aesthetic. No text,
> square format 800x800.

20. TRUST BADGES (Individuella)

GDPR Badge:

> Minimalist shield icon with EU stars pattern inside. Electric blue (#00D4FF) and silver chrome (#C0C0C0).
> Clean geometric style matching Inkassera brand. Transparent background. Square 200x200. No text.

ISO 27001 Badge:

> Minimalist circular certification badge with checkmark and lock icon. Silver chrome (#C0C0C0) with electric
> blue (#00D4FF) accent. Clean geometric fintech style. Transparent background. Square 200x200. No text.

PCI-DSS Badge:

> Minimalist shield with credit card and secure lock icon. Electric blue (#00D4FF) and silver chrome (#C0C0C0).
> Geometric clean style matching brand. Transparent

background. Square 200x200. No text.

SAMMANFATTNING

Bild	Filnamn	Format	Användning
Hero-illustration	hero-main.png	1920×1080	Startsidan hero
Fakturering	icon-invoicing.png	800×800	Tjänster
AI-analys	icon-ai-analysis.png	800×800	Tjänster
Dashboard	illustration-dashboard.png	1200×800	Tjänster, Fördelar
API-integration	icon-api.png	800×800	Tjänster
Legal eskalering	icon-legal.png	800×800	Tjänster
Säkerhet	icon-security.png	600×600	Trust-sektion
5-stegs flöde	flow-5-steps.png	1600×400	Tjänster
Kostnadsbesparingar	icon-savings.png	800×800	Fördelar
Snabb implementation	icon-speed.png	800×800	Fördelar
Dataägande	icon-ownership.png	800×800	Fördelar
Privat ekosystem	illustration-private.png	1200×800	Privat-sidan
Mikrotjänster	icon-microtasks.png	800×800	Privat-sidan
Lån/utlåning	icon-lending.png	800×800	Privat-sidan
404	illustration-404.png	800×800	404-sidan
Bakgrundsmönster	pattern-bg.png	400×400	Alla sidor
Flödande vågor	waves-decorative.png	1920×400	Sektionsavdelare
Betalningshantering	icon-payments.png	800×800	Tjänster
Röststyrning	icon-voice.png	800×800	Tjänster

Bild	Filnamn	Format	Användning
GDPR badge	badge-gdpr.png	200×200	Trust-sektion
ISO badge	badge-iso.png	200×200	Trust-sektion
PCI badge	badge-pci.png	200×200	Trust-sektion

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GDPR badge	badge-gdpr.png	200×200	Trust-sektion
ISO badge	badge-iso.png	200×200	Trust-sektion
PCI badge	badge-pci.png	200×200	Trust-sektion