



Spinach

Brand Guidelines

Version 1.0

Spinach

About Brand

Version 1.0

The Brand



Spinach is a personal finance management company which offers AI and ML driven new age banking solutions. It offers plug and play, custom integration, API and data as a service to banks to empower their retail customers with better banking experience, various tools to dream, plan and take action towards a healthier personal finance.

Mission

Spinach is a personal finance management company which offers AI and ML driven new age banking solutions. It offers plug and play, custom integration,

Vision

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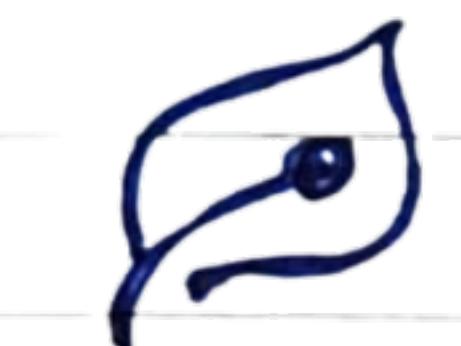
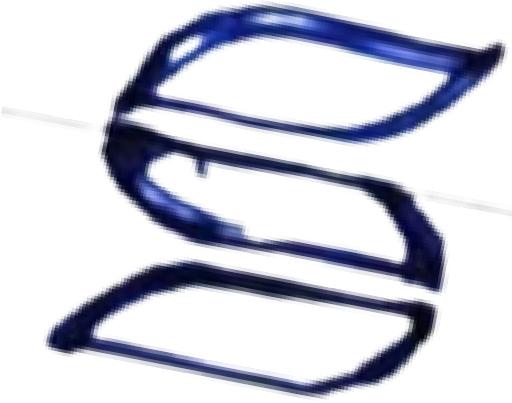
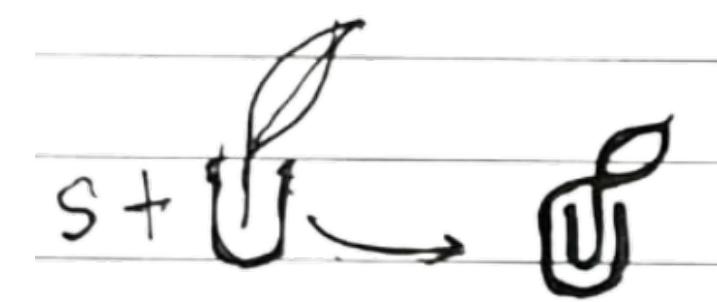
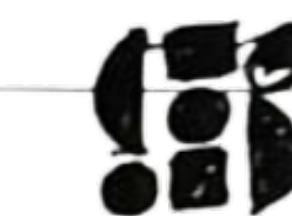
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Ideation Process

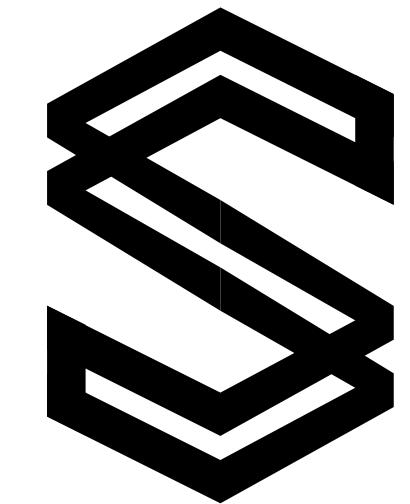
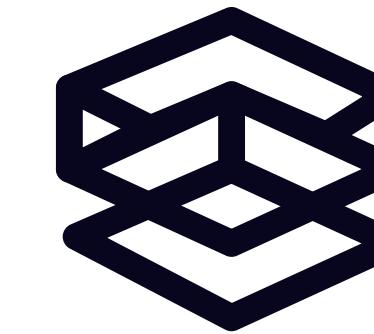
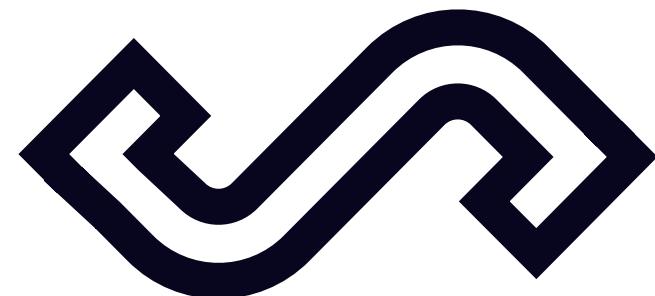
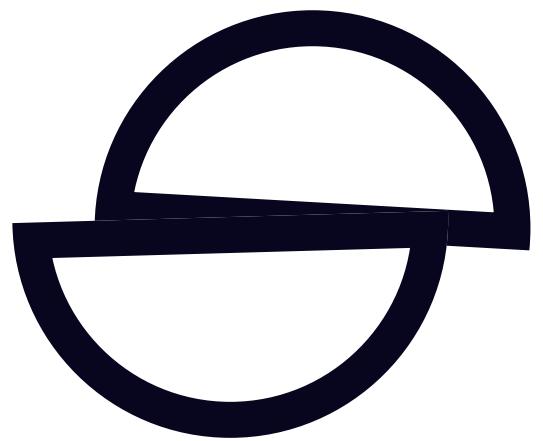
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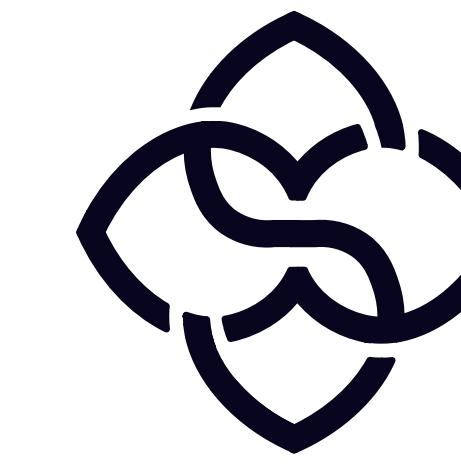
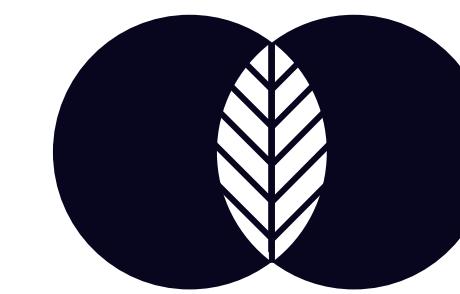
Sketches



Outline: Letter S



Outline: Element Leaf



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Finalizing Logo Mark

Version 1.0



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Logo Typography

Version 1.0



ROUNDO

REGULAR

MEDIUM

SEMIBOLD

BOLD

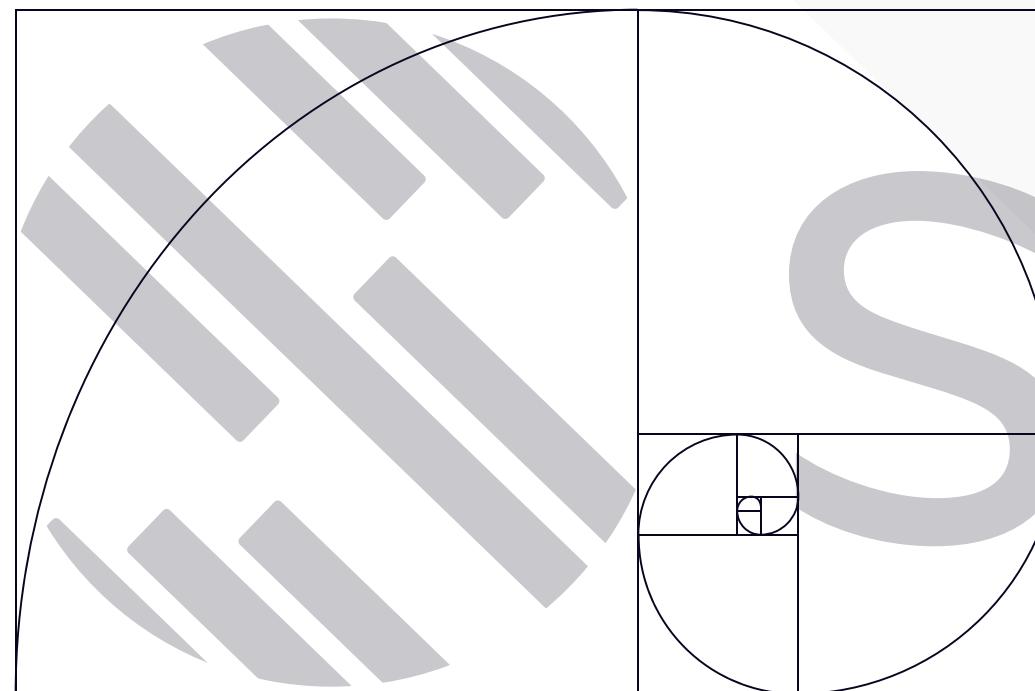
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Logo
Drafting

Version 1.0



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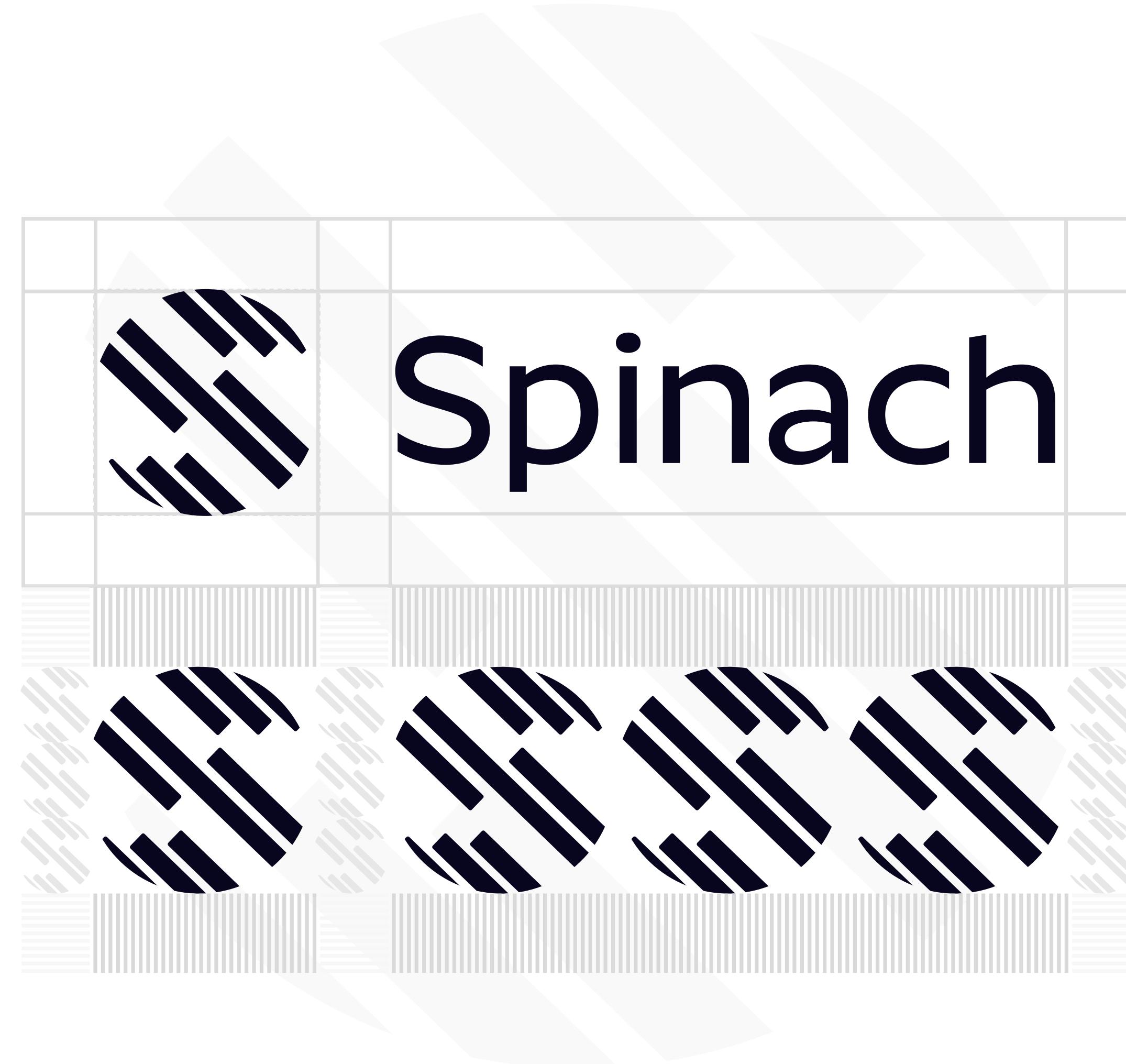


Space and Size*

The Golden Ratio Spacing

The spacing between the 2 elements of the logo, i.e. the Symbol and Name is derived from the formula of Golden Ratio

Note: The Space and Size of the Logo will always be a practice of Multiplication or Division of 3. Here's an example



Minimum Size:
Print: 10mm Height | Digital: 30px Height

Spinach

Planning Colors

Version 1.0

Fresh Green

#3FCA66

#1

Green colour is associated with growth and new life

#2

Green colour is associated with money and wealth

#3

Human eyes are most sensitive with shades of green

Off White

#F9F9FA

Deep Blue

#08051E

#1

Blue colour are associated with trust and confidence

#2

Balance the Green color contrast for reliability.

Light Yellow

#FFFFE0

#1

Bring the feelings of friendliness and happiness

	#D9F4E0						
Tints	#BFEDCC		#FFFFFF			#CECDD2	
	#9FE4B2		#FFFFEF			#ADACB4	
	#7FDC99		#FFFFEA			#83828E	
	#5FD380		#FFFFE5			#5A5869	
Main Colour	#3FCA66		#FFFFEO			#312F44	
	#35A855		#D4D4BB			#08051E	
	#2A8744		#AAAA95			#060317	
Shades	#20653		#808070			#000000	
	#154322		#55554B				
	#0D2814		#3333				

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Final
Logo

Version 1.0



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Spinach



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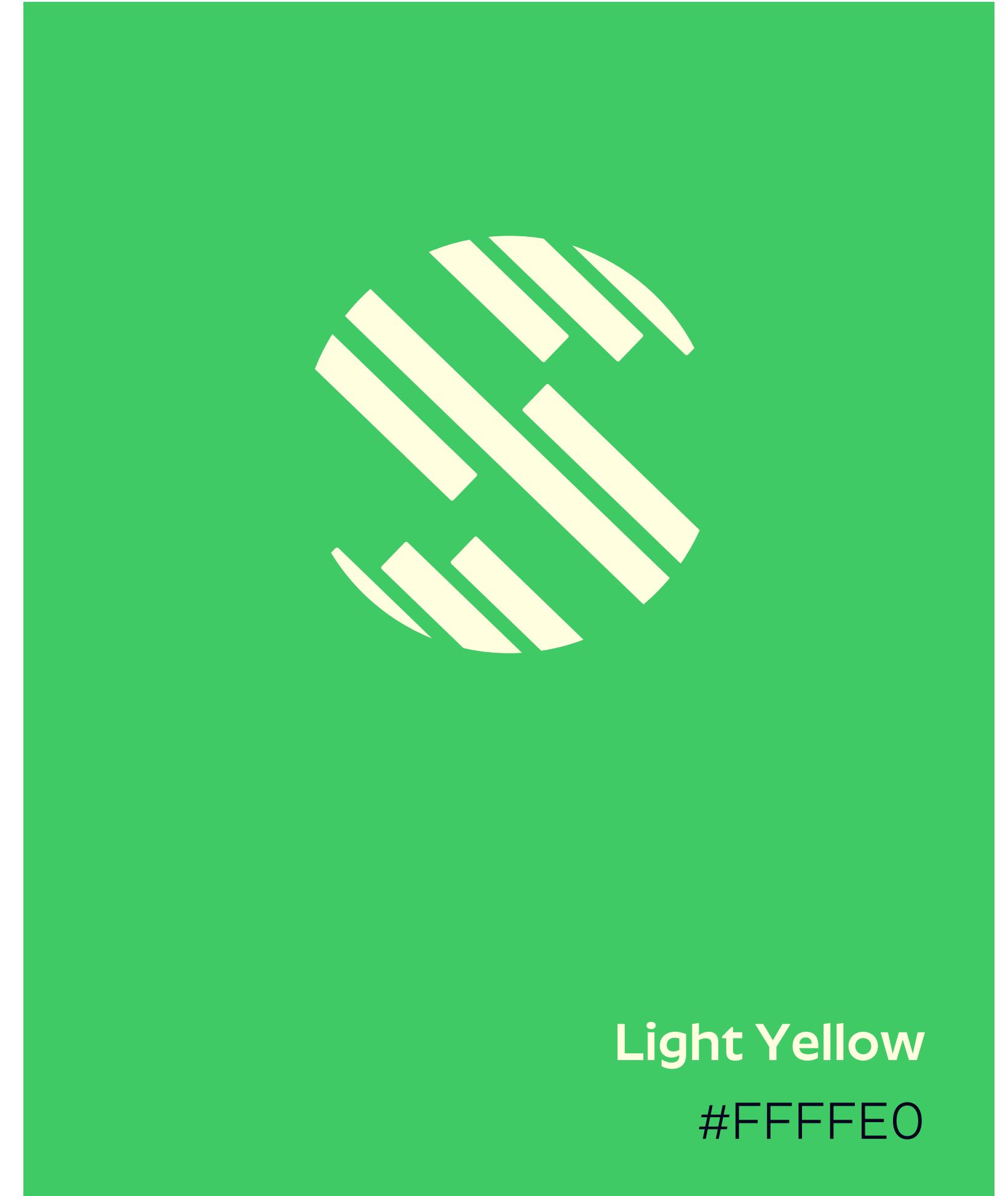
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Fresh Green
#3FCA66



Deep Blue
#08051E



Light Yellow
#FFFFE0

Spinach

Logo
Missuse

Version 1.0

Avoid horizontal skewing



Avoid vertical skewing



Avoid rotating



Avoid rearranging



Avoid changing colour



Avoid using or adding strokes



Avoid boxing in logo



Avoid moving logo mark



Avoid adding special effects



Spinach

Typography

Version 1.0

ROUNDO

REGULAR

MEDIUM

SEMIBOLD

BOLD



ABCDEFGHIJKLMNPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

!@#\$%^&@

Layouts



Vikram Singh

May 18, 2022 · 10 min read

Follow

Cycling changed my life, and I never want to own a car again



Three years ago when I moved to the Netherlands, I knew the cycling culture would be intense going in, but what I wasn't prepared for is how it would redefine my view of cities, and how I interact with them.

Growing up in New Zealand, you learn pretty quickly that a car is the beginning and end of living there. Until

Today's Trending



Shreya K. wrote for Meditative Mind

7 Affirmations Successful People Say. Every. Single. Day.



Alice Anderson. wrote for Property

Challenges OF Finding A Home 2022



Gil Mahesh

Low Self-Esteem: How It Prevents Us From Living Happily



Mike wrote for Human Rights

Seven Big Fat Lies of Motivational Speakers



John wee wrote for Personal Development

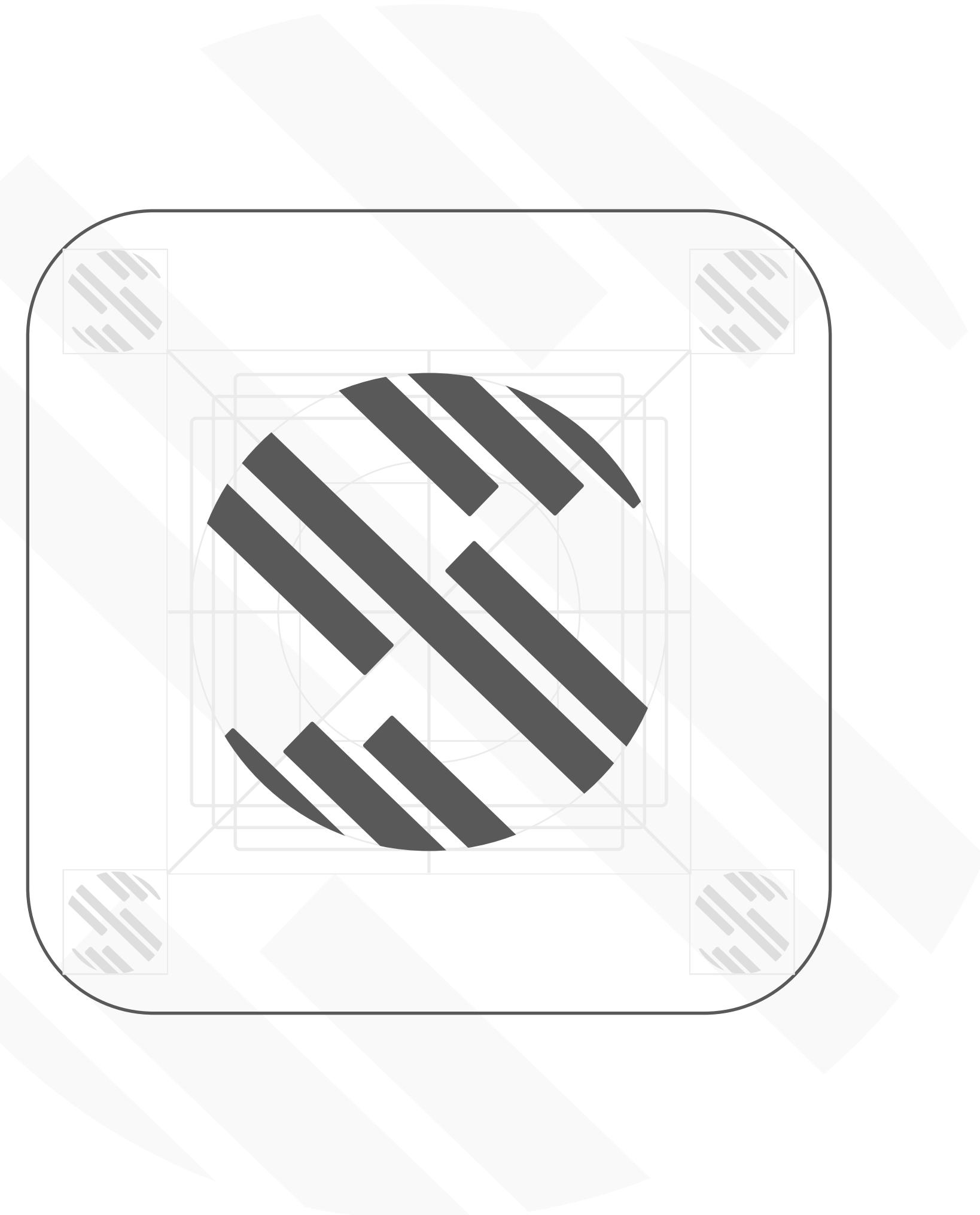
Five Personal Development That Make You 10x Better In Short Time

Spinach

Graphic Elements

Version 1.0

Light Version



Dark Version



LinkedIn

The screenshot shows the LinkedIn homepage with the following elements:

- Header:** LinkedIn logo, search bar, and navigation menu with links to Home, My Network, Jobs, Messaging, Notifications, Me, and Work.
- Profile Card:** A card for the company "Spinach". It features a green square icon with white stripes, the company name "Spinach", the tagline "Banking made better", and the location "Bangalore, Karnataka". It shows 5,215 followers. Buttons for "+ Follow", "Visit website", and "More" are present.
- Affiliated Pages:** A section titled "Affiliated pages" featuring "Thence: Digital Product Dev & Engineering". It includes a blue square icon, the company name, category "Design", and status "Parent". A "Follow" button is shown.
- People also follow:** A section titled "People also follow" featuring "UX Collective". It includes a blue polar bear icon, the company name, category "Design", and follower count "300,748". A "Follow" button is shown.
- Overview:** A section titled "Overview" with the following text:

With a mission to enable every business to offer the best of User Experience, our vision is to empower the next billion with usable technology. We are a Clutch.co Global Top 15 UI/UX Design Agency. Founded as WinkTales in 2012, Thence started as a niche UX Design Studio and has since transformed to offer full-cycle UX Solutions.
- Website:** A link to the company's website: <https://www.thence.co/>



glassdoor

Thence

Companies

Location

Search

Sign In

Jobs Companies Salaries Careers For Employers Post Jobs

Spinach

Engaged Employer

Follow + Add a Review

Overview 36 Reviews 27 Jobs 23 Salaries 21 Interviews 1 Benefits -- Photos

Spinach Reviews Updated 20 Jun 2022

Search job titles Find Reviews

Clear All Full-time, Part-time X English Filter

Found 30 of over 36 reviews Sort Popular

4.1 ★★★★☆

70% Recommend to a Friend

Work in HR/Personnel or Marketing? Get a free employer account

Interested in a New Job? Upload a CV to mobile apply.

Reviews by Job Title

User Experience Designer (8)

Designer (2)

Crunchbase

The screenshot shows the Crunchbase website interface for the company "Spinach". The top navigation bar includes the Crunchbase logo, a search bar, an "Advanced" filter dropdown, a "START FREE TRIAL" button, and "Solutions" and "Products" links. The main content area displays the company's logo (a green square with white diagonal stripes), its name "Spinach", and a "ORGANIZATION" status indicator. Below this, there are five tabs: "Summary" (selected), "People", "Technology", "Signals & News", and "Similar Companies". The "About" section contains a brief description: "Spinach is a digital consulting firm that specializes in product life cycle management." It also lists the company's location (Bangalore, Karnataka, India), size (101-250), status (Private), website (www.spinach.com), and number of employees (166,341). The "Highlights" section shows three items: "Contacts" (1), "Employee Profiles" (3), and "Similar Companies" (5). A large yellow call-to-action box at the bottom encourages users to "Find More Contacts for Spinach".

crunchbase Search Crunchbase Advanced START FREE TRIAL Solutions Products

ORGANIZATION

Spinach

Summary People Technology Signals & News Similar Companies

About

Spinach is a digital consulting firm that specializes in product life cycle management.

📍 Bangalore, Karnataka, India
👤 101-250
🚩 Private
🌐 www.spinach.com
📊 166,341

Highlights

Contacts 1 Employee Profiles 3
Similar Companies 5

Recent M

There is no recent

Find More Contacts for Spinach



Spinach

Thank you

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