

Money Flow

Brand Guidelines

Version 1.0 – 2025



Money Flow

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Introduction

Welcome to the official brand guidelines for Money Flow.

This document provides the essential information needed to use our brand assets correctly and consistently across all communications. Following these guidelines ensures that we maintain a strong, recognizable, and professional brand identity.

Money Flow is a modern financial app designed to make managing cash flow intuitive and visually engaging. Our mission is to provide users with a clear and simple tool to track their financial circulation, represented by our memorable and versatile brand identity.

Logo Usage

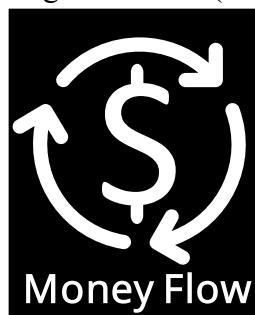
Our logo is the primary identifier of our brand. It consists of a central dollar sign (\$) encircled by looping, rainbow-gradient arrows, paired with the "Money Flow" wordmark.

- i. Primary Logo / Full Color Logo:



This is the preferred version of the logo and should be used whenever possible, especially on light or white backgrounds.

- ii. Logo Variation (Reversed)



For use on dark or brand-colored backgrounds, the reversed (white) version of the logo should be used to ensure visibility and contrast.

iii. Logo Variation (Monocolor)



For applications where color is not possible or desired, a single-color version of the logo may be used. This is ideal for app icons, favicons, and certain print materials.

Incorrect Logo Usage / Don'ts

To maintain brand integrity, never use the logo in the following ways:

- ✗ Do not stretch or distort the logo.



- ✗ Do not rotate the logo.



- ✗ Do not change the colors of the logo.



 Do not outline or add effects to the logo.



Clear Space & Minimum Size

Always maintain a minimum clear space around the logo equivalent to the height of the top curve of the dollar sign (\$) element. This ensures visibility and prevents crowding.

Minimum Size:

- Print: 15mm width
- Digital: 60px width



Color Palette

Primary and secondary brand colors extracted from the logo:

| Primary color | | | |
|------------------|---------|--------------------|------------------|
| Color | HEX | RGB | CMYK |
| Dark Red | #C00000 | RGB(192, 0, 0) | C0 M100 Y100 K25 |
| Bright Red | #FF0000 | RGB(255, 0, 0) | C0 M100 Y100 K0 |
| Orange | #FFC000 | RGB(255, 192, 0) | C0 M25 Y100 K0 |
| Yellow | #FFFF00 | RGB(255, 255, 0) | C0 M0 Y100 K0 |
| Light Green | #92D050 | RGB(146, 208, 80) | C30 M0 Y62 K18 |
| Green | #00B050 | RGB(0, 176, 80) | C100 M0 Y55 K31 |
| Light Blue | #00B0F0 | RGB(0, 176, 240) | C100 M27 Y0 K6 |
| Blue | #0070C0 | RGB(0, 112, 192) | C100 M42 Y0 K25 |
| Dark Blue | #002060 | RGB(0, 32, 96) | C100 M67 Y0 K62 |
| Purple | #7030A0 | RGB(112, 48, 160) | C30 M70 Y0 K37 |
| Secondary color | | | |
| Monochrome Green | #1E3A30 | RGB(30, 58, 48) | C48 M0 Y17 K77 |
| White | #FFFFFF | RGB(255, 255, 255) | C0 M0 Y0 K0 |

Typography

Consistent typography helps unify our brand's voice. We recommend using a clean, modern, and readable sans-serif font family.

Primary Typeface: Montserrat

(Montserrat is a free option from Google Fonts that pairs well with the Money Flow logo.)

Montserrat Bold - For Headlines

This is a Headline

Montserrat Regular - For Body Copy

This is for paragraphs and longer text. It is clean, legible, and professional, making it perfect for app interfaces, web copy, and marketing materials.

Brand Applications

Our logo, colors, and typography should be applied consistently across all branded materials to create a cohesive user experience.

- App Icons
- Website & Landing Pages
- Social Media
- Digital Advertisements
- Presentations





Contact Information

For approvals, logo files, or brand-related inquiries, please contact:

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