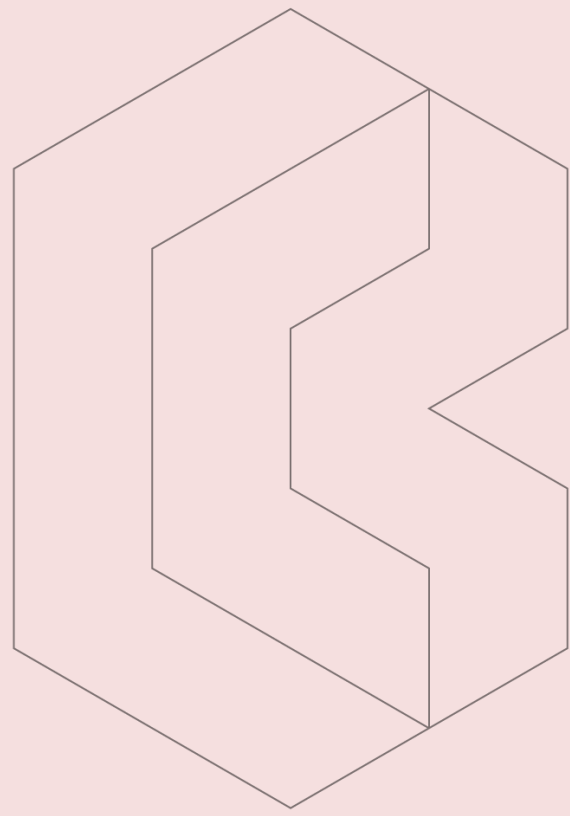




About this document

The purpose of this document is to explain the elements of the CashBridge identity system. It details the thought process behind the brandmark and carries the reader from concept to color.



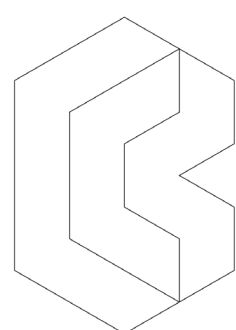


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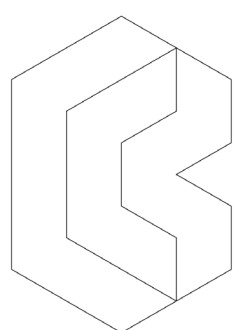
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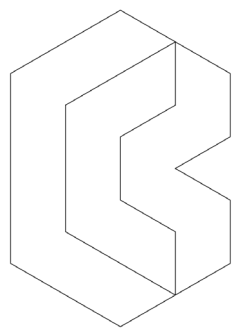
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Introduction

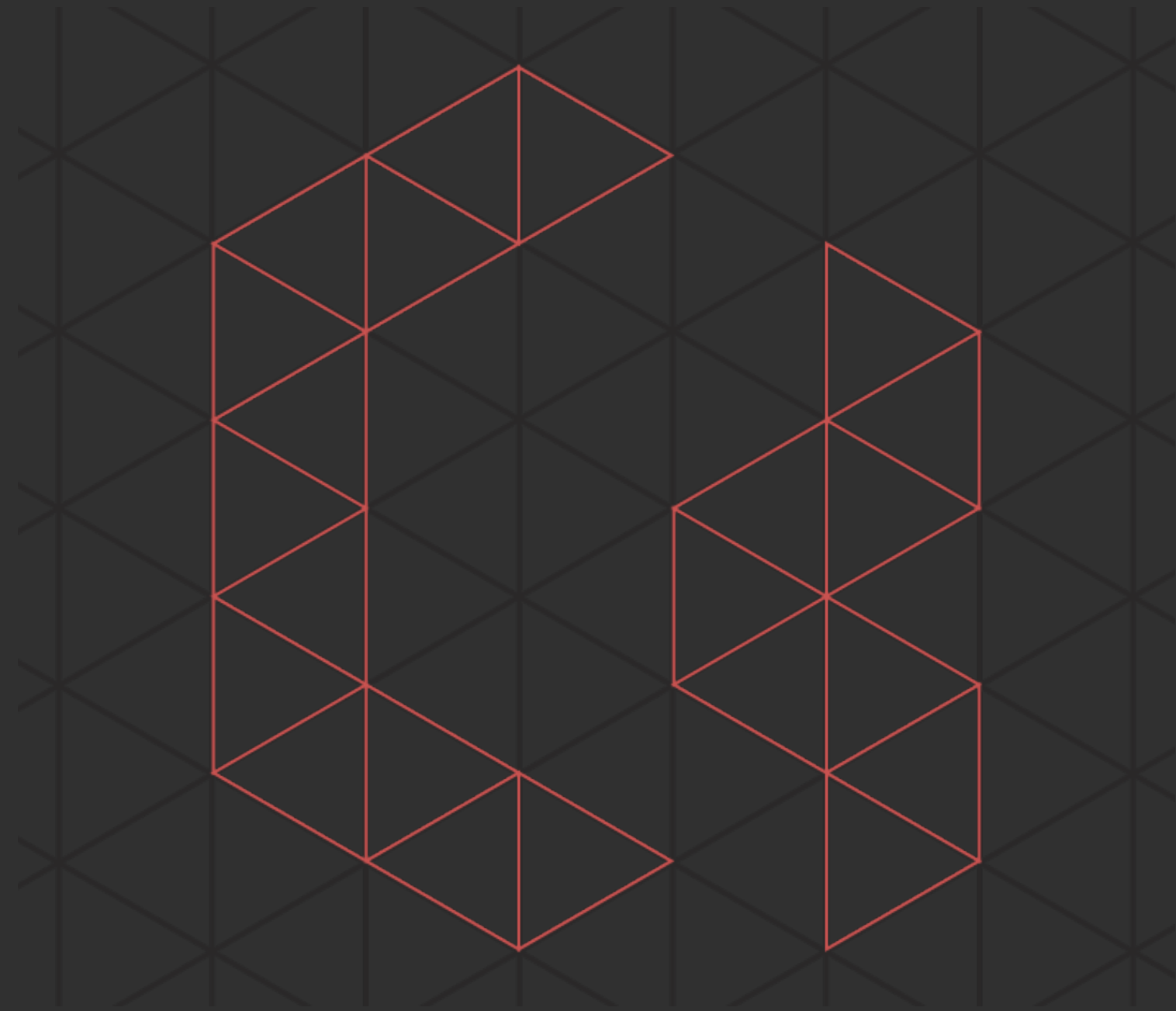
Cashbridge is a user-centric financial system geared to solve the needs of a vast demography. In this day and age where handheld devices are ubiquitous, the Cashbridge brand is positioning itself as a frontrunner in linking users to the quickest and easy-to-use access their financial needs or goals.

1.0



Brandmark

2.0



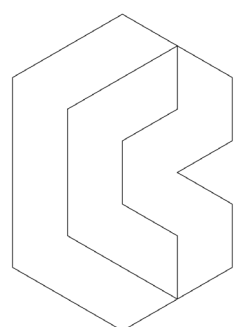
The idea behind the logo is a combination of isometric grids (ultra-modernism) and a lettermark. A simplistic brandmark that conveys a progressive and future-centric company at first glance is the goal. This brandmark was created using isometric triangles, when combined results to a C+B.

The main logo consist of two parts - the brandmark and the wordmark. The brandmark is above the wordmark. The logo was designed with specific propotions that allows it feel balanced.



CASHBRIDGE

Vertical

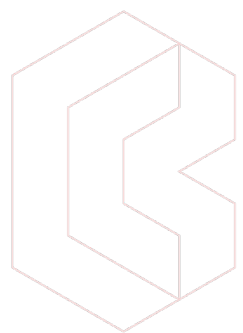


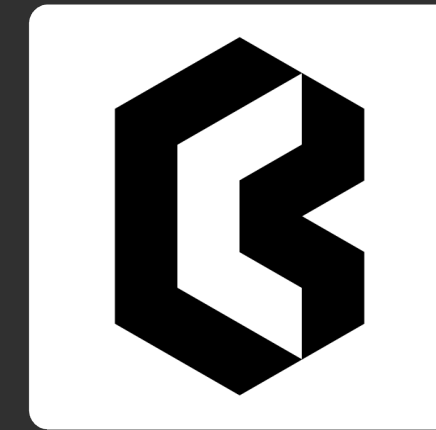


Logo in orginal Isometric Grid



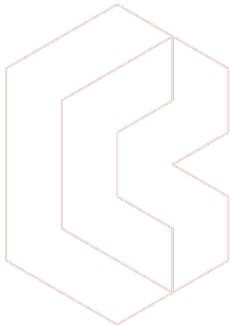
Result





Iterations of how the brandmark will look as social and app icons.





Placement

Placement 1

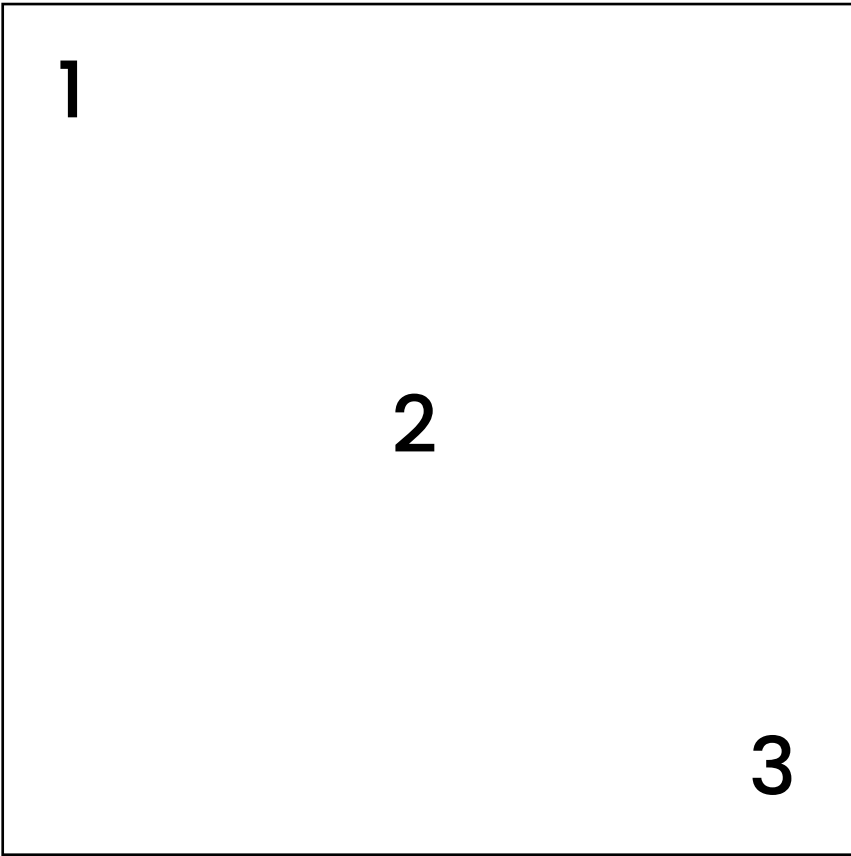
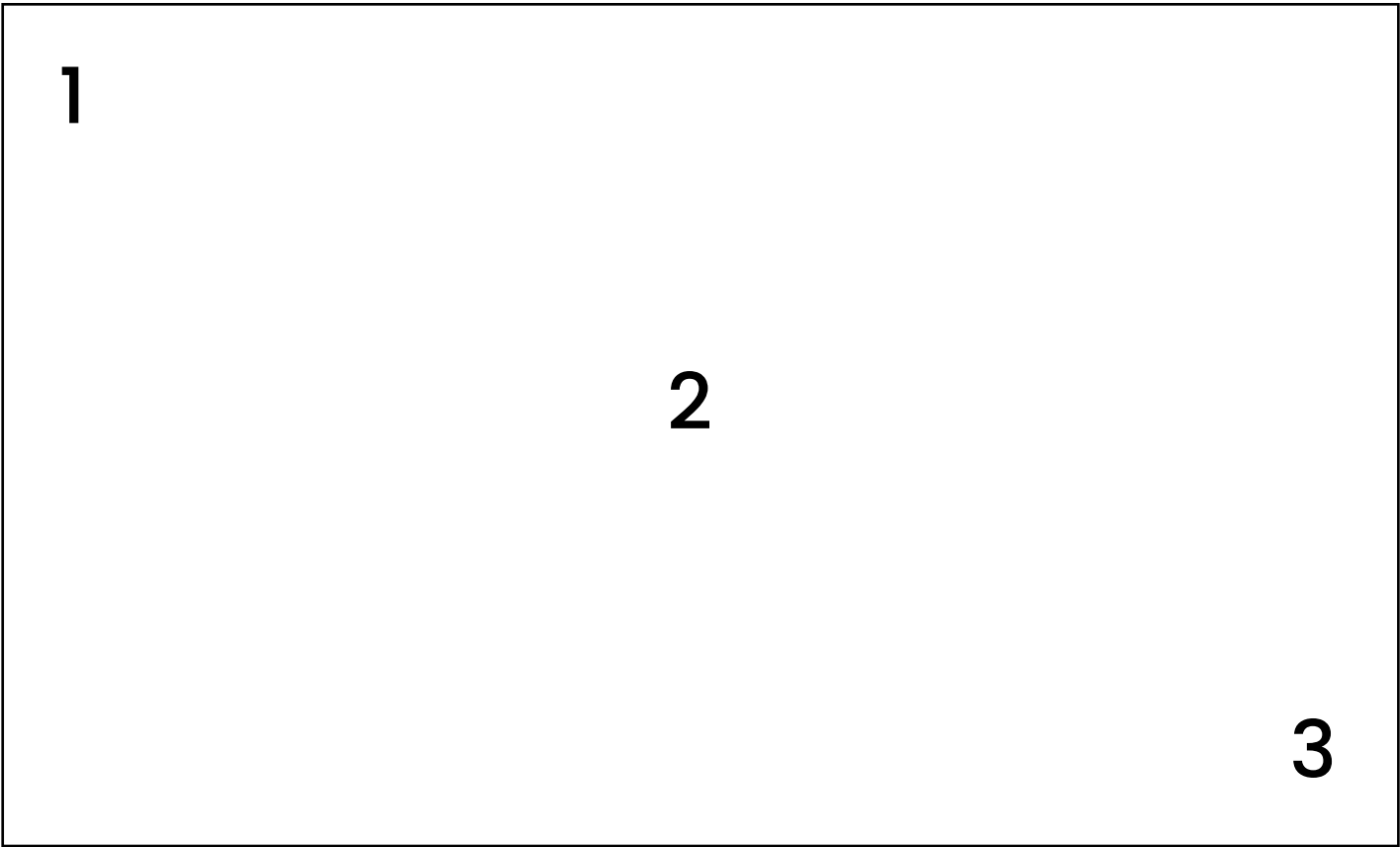
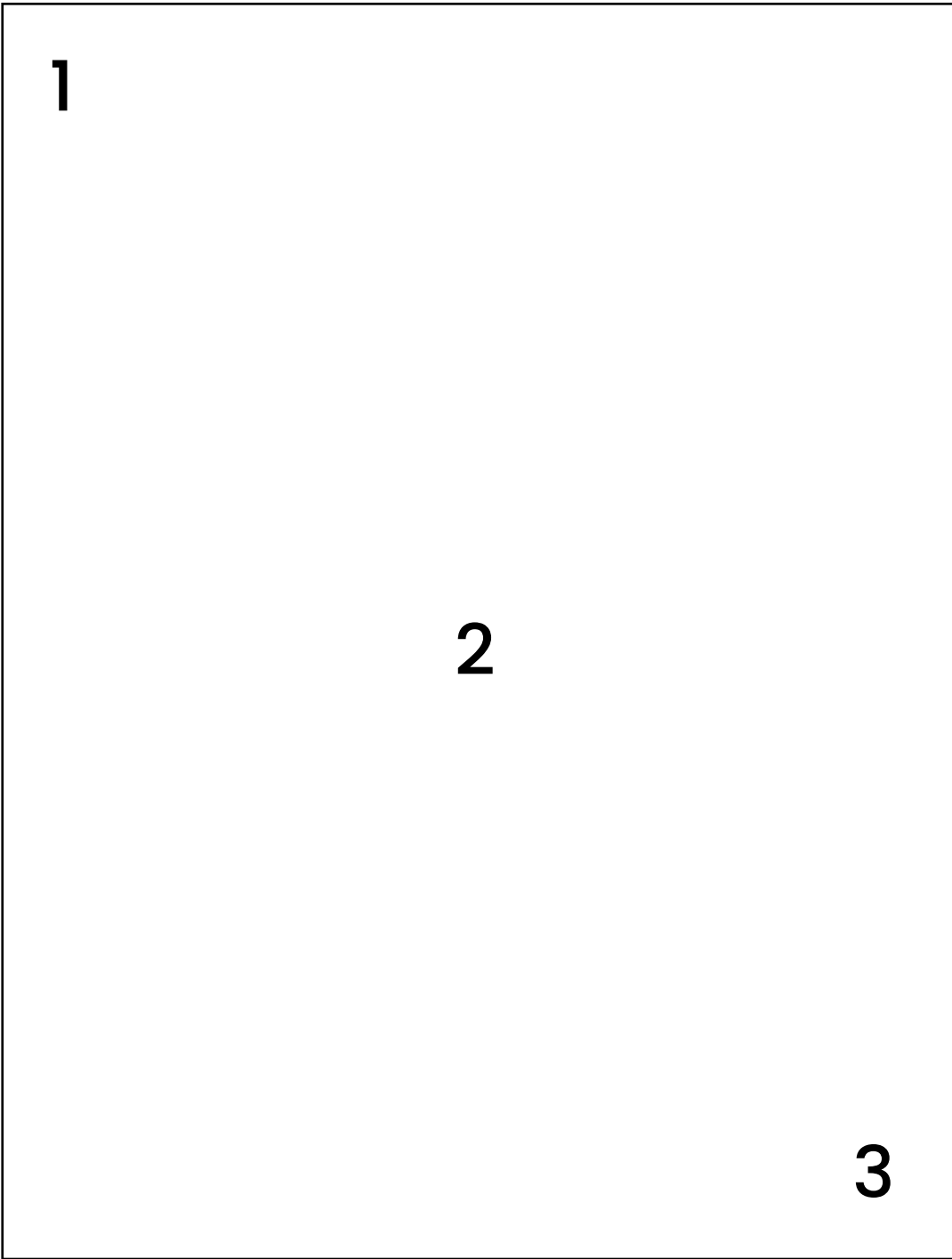
Logo
Brandmark

Placement 2

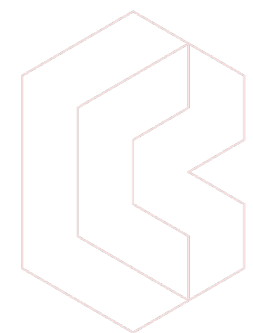
Logo
Brandmark

Placement 3

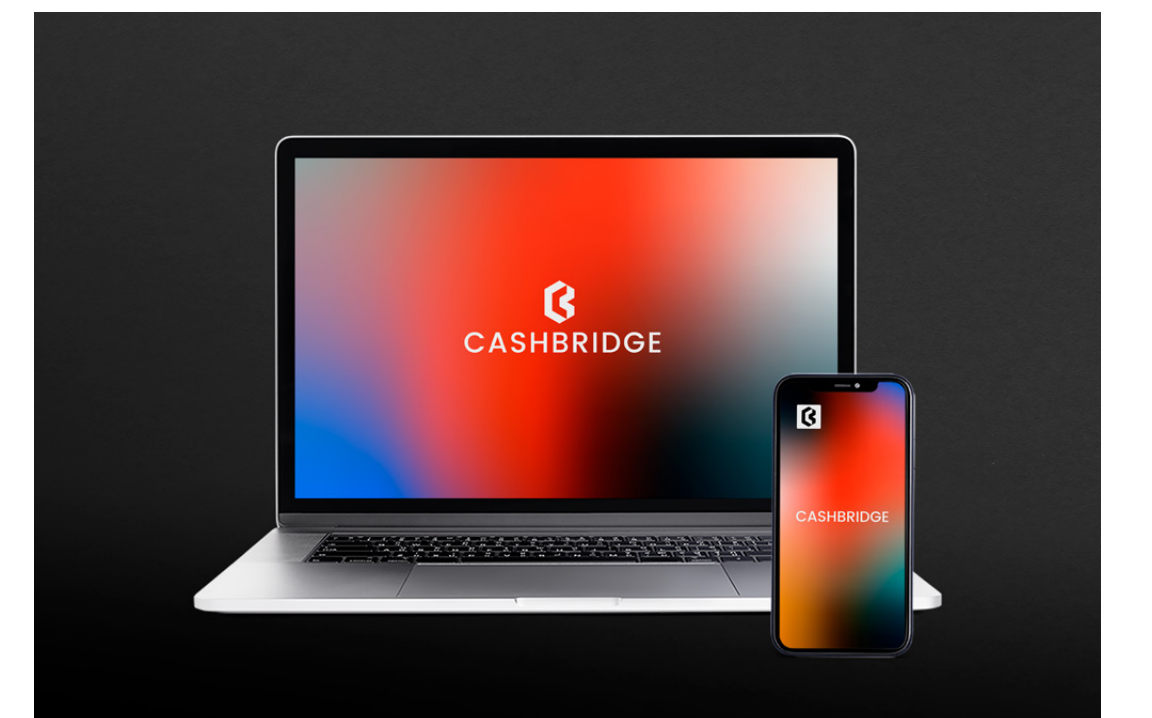
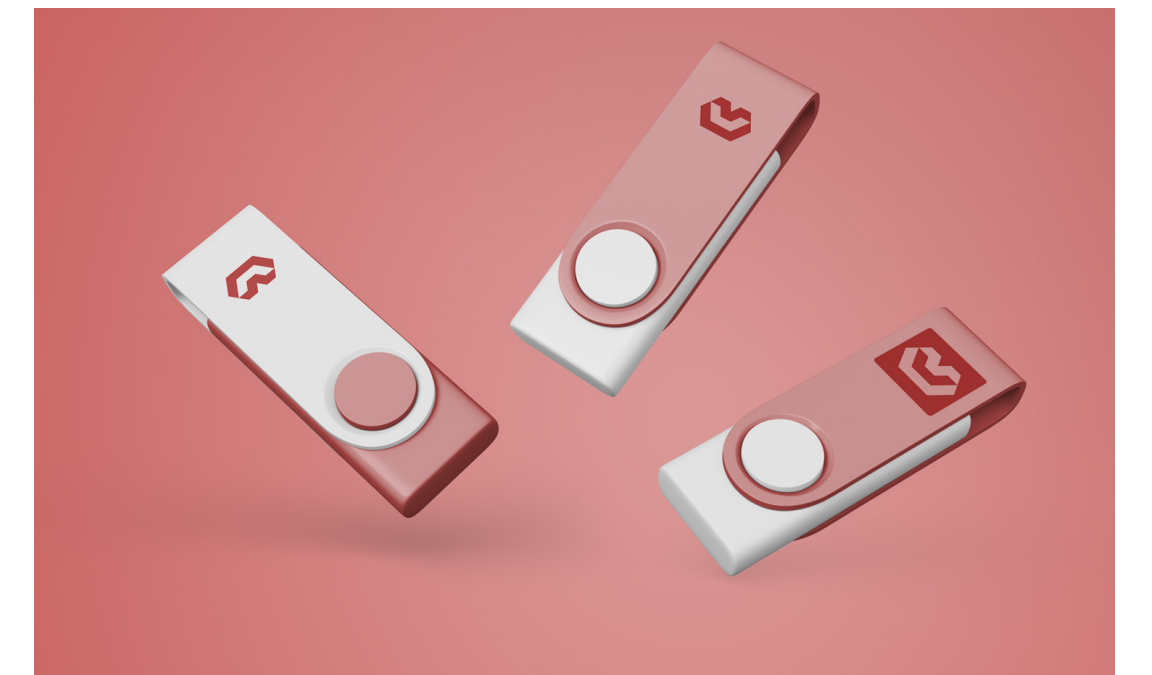
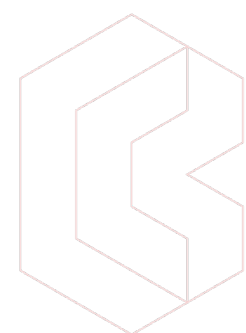
Logo
Badge

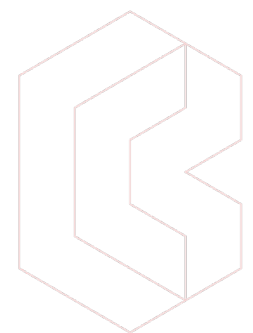


Iterations of how the brandmark will look as social and app icons.



Logo on brand channels





Improper Usage

Do not squeeze the logo.

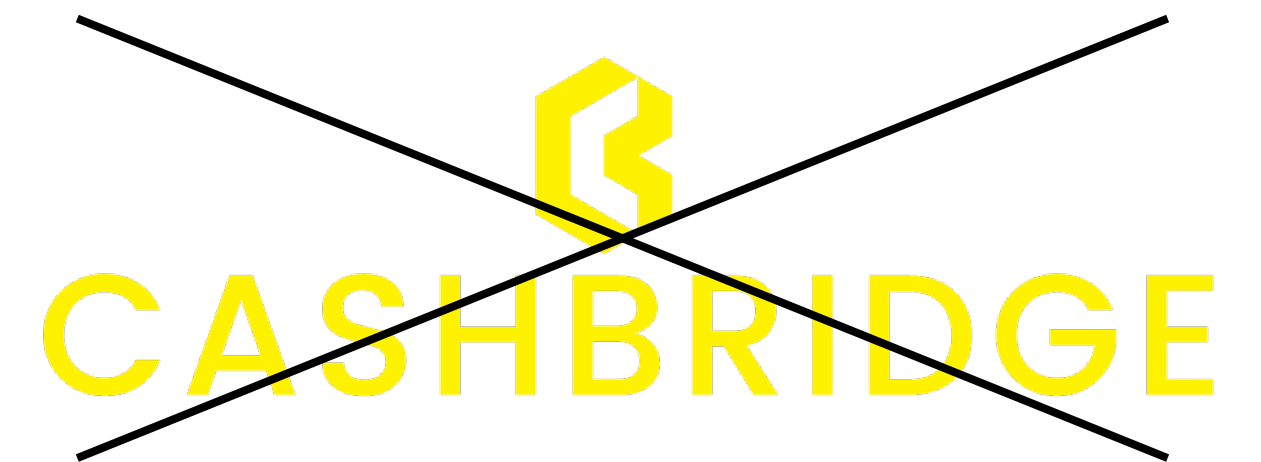
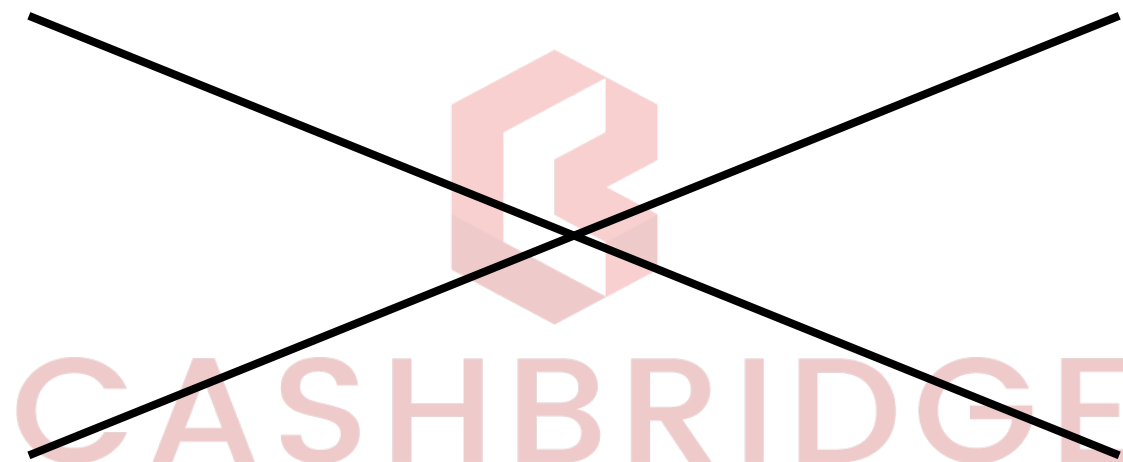
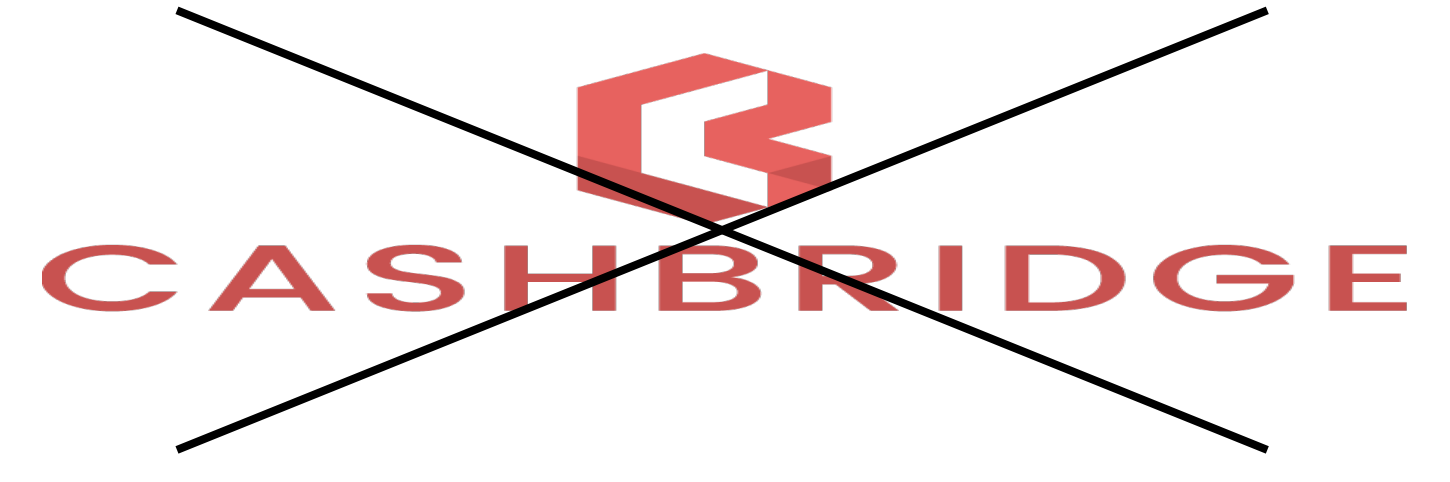
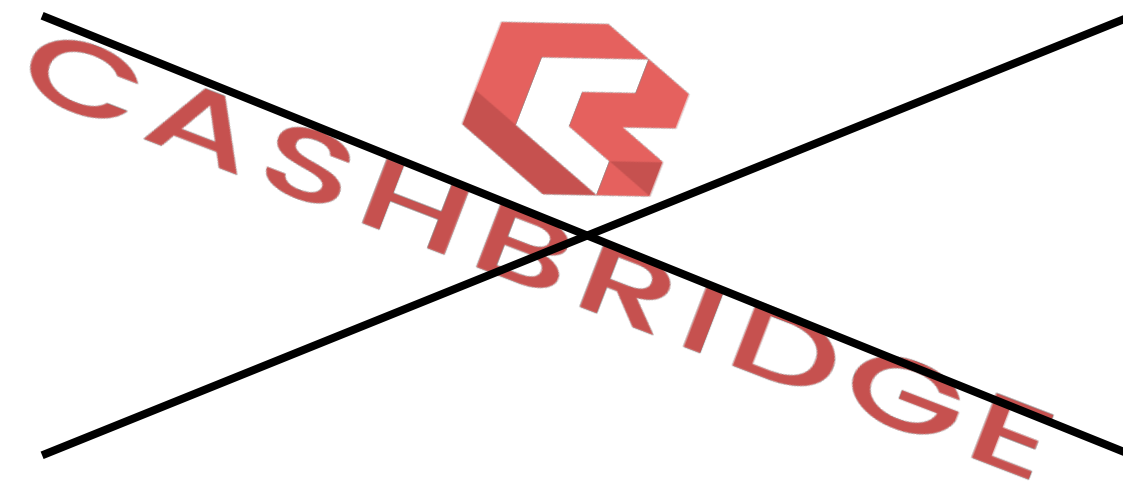
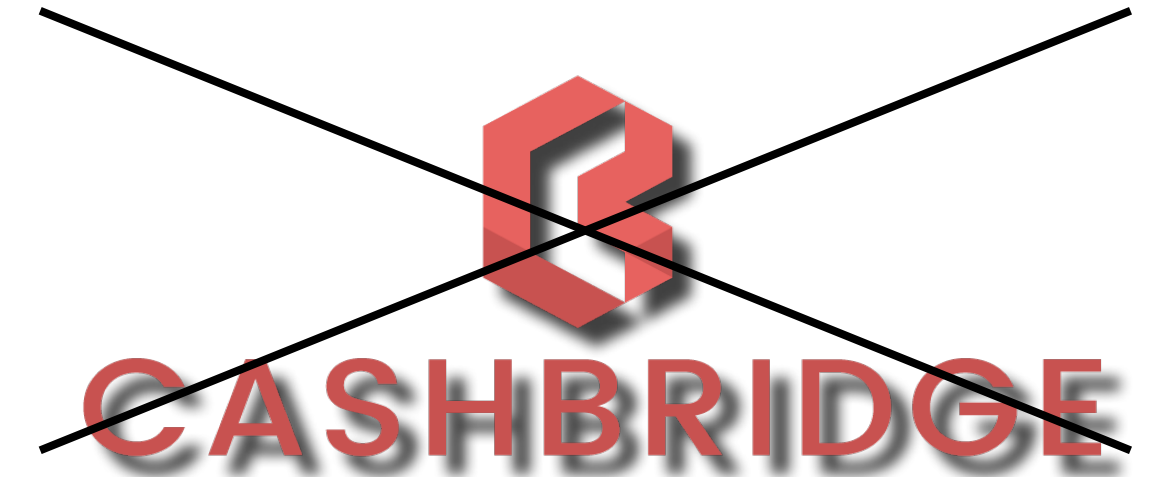
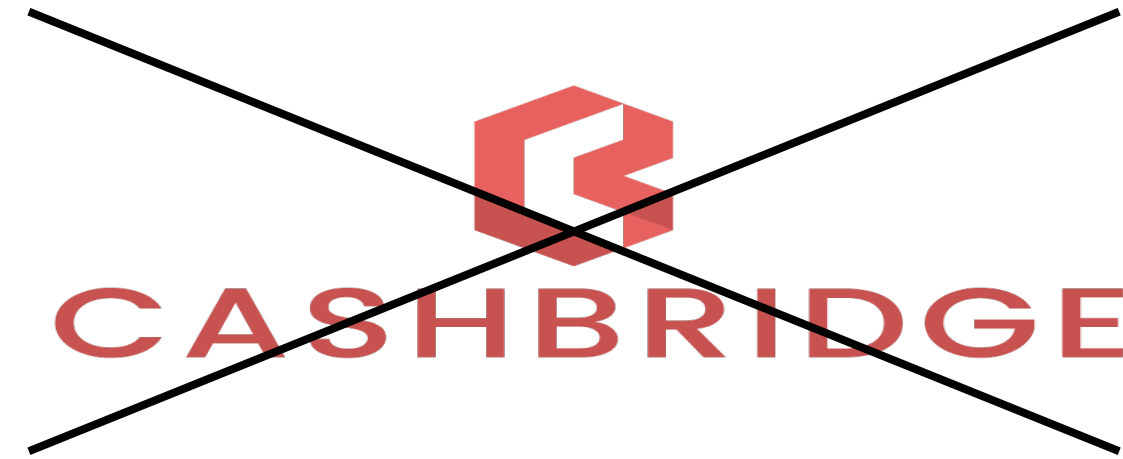
Do not tilt the logo.

Do not stretch the logo.

Do not emboss the logo.

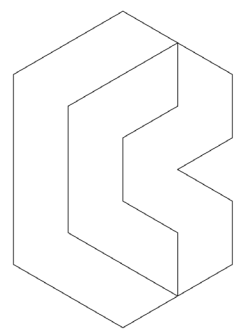
Do not reduce the opacity of the logo.

Do not change the color of the logo.





A foundational pillar in our identity. Our choice of font is dynamic, High contrast use of typography is fundamental in building a strong and recognisable brand.



Typography

3.0.

Primary Typeface

We use the **Poppins font family**. It's a welcoming, modern and clean san-serif font which is also structural and easy to set.

Bold

Quick brown fox jumped over 13 horses and kept running.

SemiBold

Quick brown fox jumped over 13 horses and kept running.

Medium

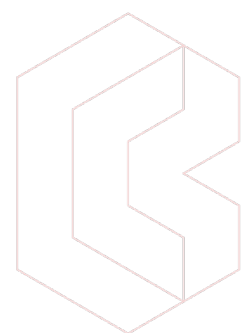
Quick brown fox jumped over 13 horses and kept running.

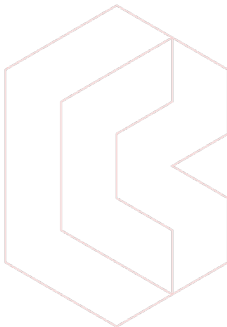
Regular

Quick brown fox jumped over 13 horses and kept running.

Light

Quick brown fox jumped over 13 horses and kept running.





Secondary Typeface

Our alternative font family is **Helvetica**. Similar to Poppins is a popular san-serif and modern font that always hits the target.

Bold

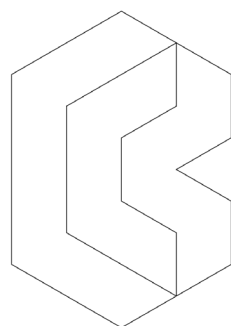
Quick brown fox jumped over 13 horses and kept running.

Regular

Quick brown fox jumped over 13 horses and kept running.

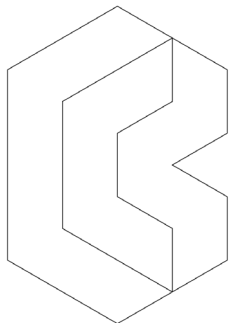
Light

Quick brown fox jumped over 13 horses and kept running.



Colours

4.0



Primary Colours

These 3 colors represent the Cashbridge brand.

HEX	RGB	CMYK
#C85250	200 82 80	16 81 67 3

HEX	RGB	CMYK
#000000	0 0 0	75 68 67 90

HEX	RGB	CMYK
#FFFFFF	255 255 255	0 0 0 0

Secondary Colours

HEX	RGB	CMYK
#808080	128 128 128	51 43 44 8

HEX	RGB	CMYK
#51C6C8	81 198 200	61 1 25 0

HEX	RGB	CMYK
#5351C8	83 81 200	76 74 0 0

HEX	RGB	CMYK
#C6C851	198 200 81	26 11 85 0