

VERSION 1.0 | FEBRUARY 2025

BRAND GUIDELINES

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01

OUR BRAND

1.1 About VAMA

1.2 Our Product

1.3 Value Proposition

1.4 Business Goals & User Needs

1.5 Competitor's Landscape

1.6 Roadmap

1.7 Brand Personality

OVERVIEW OF VAMA

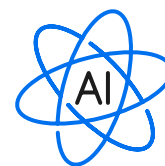
WHAT

An all-in-one app for effortless payments, seamless bill splitting and personalized financial management.

HOW



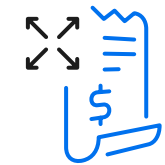
P2P



AI Integration



Loans



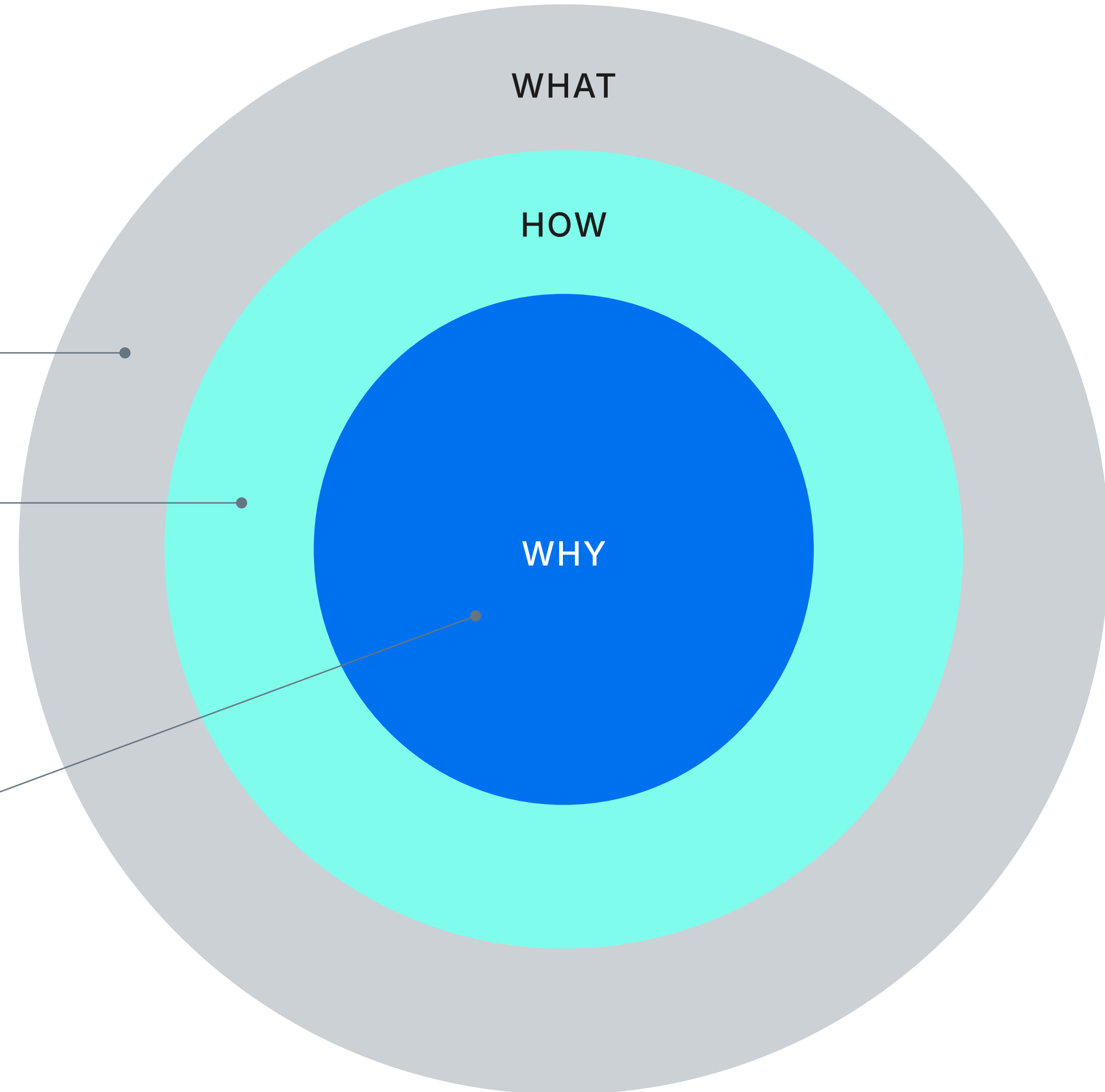
Bill Splitting



Communication

WHY

To simplify financial transactions, reduce frustration, and keep users connected without switching apps.



PROBLEM WE WANT TO SOLVE

“

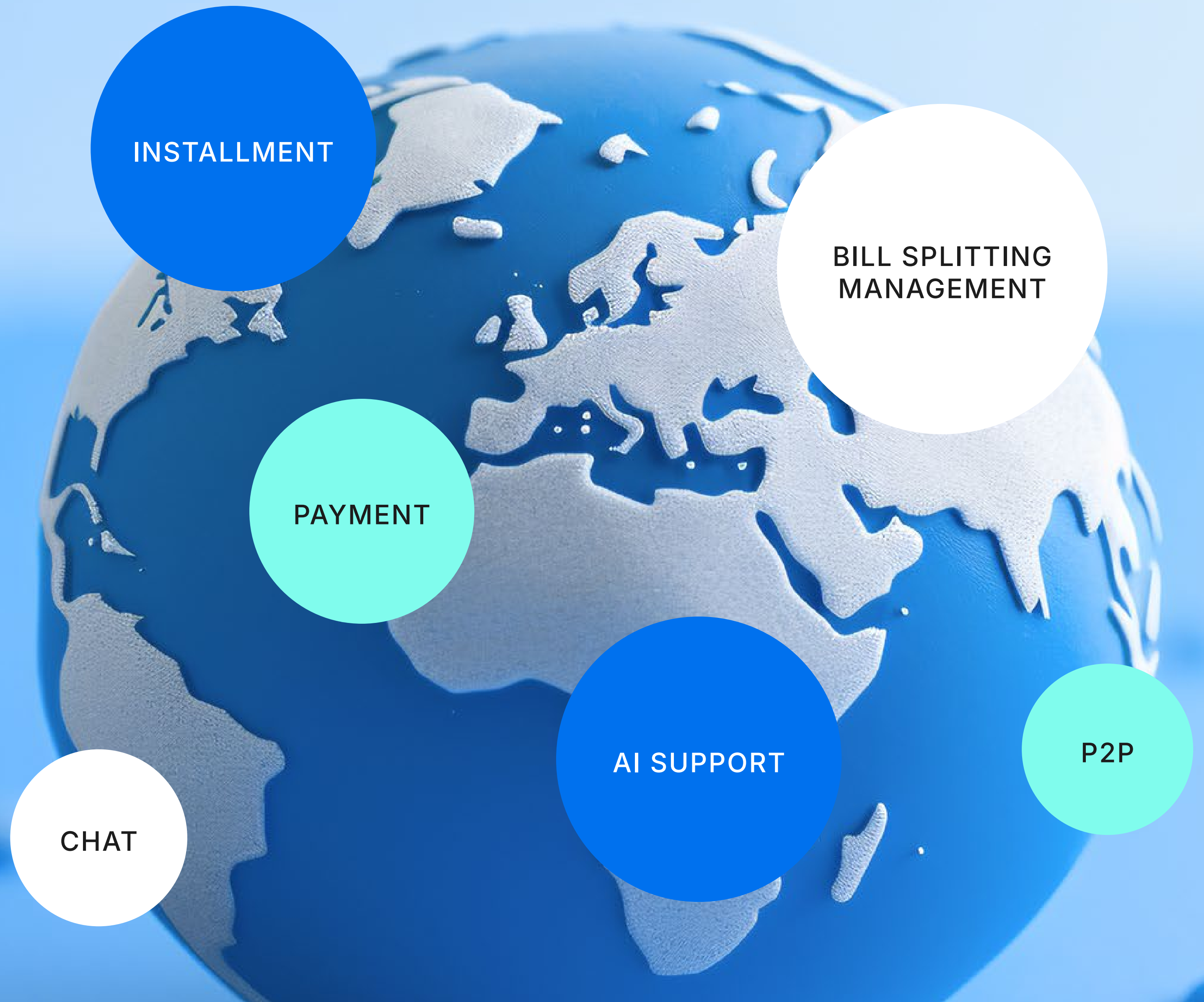
Messaging app users constantly switch between apps for payments, disrupting seamless communication and creating unnecessary friction in their daily interactions.

VISION

To be the **driving force** behind a world where payments & communication are effortless, **connecting everyone, everywhere.**

MISSION

Unlocking a new world of instant payments and seamless communication.



BRAND VALUES

DRIVER

Customer-Centric & Connectedness

Focused on meeting user needs and incorporating feedback, creating seamless, meaningful interactions and integration.

DIFFERENTIATION

Ease of use

Effortless Design
One-handed navigation & seamless interactions.

Intuitive & Habitual
Actions feel natural & invisible.

Focus on Functionality
Works flawlessly without extra thought.

Streamlined Transactions
Streamline to a few steps for hassle-free payments.

FOUNDATION

Performance

Ensures that our products are optimized for speed and efficiency, delivering a seamless user experience.

Reliability

Users can depend on our solutions to work consistently without fail.

Privacy & Security

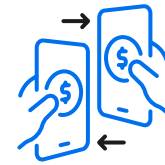
Protect user data and build trust, ensuring that every interaction is safe and confidential.

WHAT MAKES VAMA?

TOGETHERNESS
& BELONGING

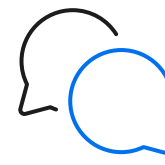
ALL-IN-ONE PAYMENT & COMMUNICATION APP

Core Features



P2P

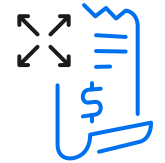
The P2P feature removes friction by enabling seamless global money transfers, making it effortless to send money to anyone, anywhere.



COMMUNICATION

Chat, integrated within the payment app, enhances the user experience by simplifying communication and transactions. It ensures seamless interaction, making it easier for users to manage payments and discuss details in one place.

Supporting Features



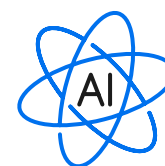
BILL SPLITTING

Simplifies bill splitting by calculating item costs, tax and tip from a photo, tracking payments, sign-ups from shared links, and encouraging prompt settlements, driving viral engagement.



LOANS

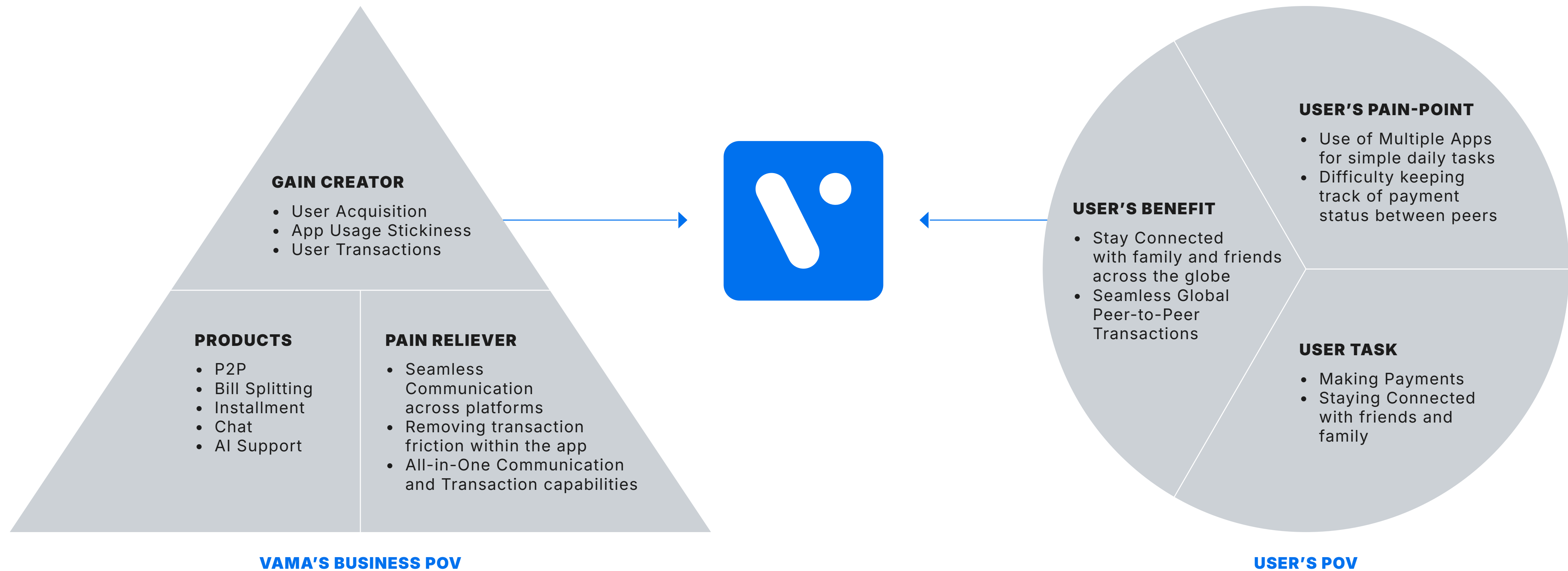
Offering credit to users who are underserved by traditional banking, ensuring access for those who deserve it but can't secure it through conventional methods.



AI INTEGRATION

Our AI features offer tailored spending recommendations, including cancelling unnecessary subscriptions, and enhance the user experience by summarizing information, enabling fast searches, and speeding up comprehension.

IN A NUTSHELL



VALUE PROPOSITION BREAKDOWN

VAMA'S BUSINESS POV

Gain Creator

1. USER TRANSACTIONS

- Encourage users to retain funds within the ecosystem.
- Increase transaction volume within the platform.
- Drive revenue growth through higher transaction volumes (e.g., fees, services).

2. APP USAGE STICKINESS

- Encourage frequent and regular app usage.
- Develop features that boost user engagement.
- Increase user reliance on the app to reduce the likelihood of switching to competitors.

3. USER ACQUISITION

- Expand the user base to drive more transactions and boost overall app engagement.

Pain Reliever

1. SEAMLESS COMMUNICATION ACROSS PLATFORMS

- Enable seamless communication across platforms.
- Eliminate platform switching for communication.
- Provide a unified, user-friendly experience.

2. REMOVING TRANSACTION FRICTION WITHIN THE APP

- Simplify transactions for smooth and intuitive use.
- Reduce unnecessary steps and complexities.
- Enable quick, effortless transactions with easy navigation.

3. ALL-IN-ONE COMMUNICATION AND TRANSACTION CAPABILITIES

- Offer an integrated chat and transaction experience.

USER'S POV

User's Benefit

1. STAY CONNECTED WITH FAMILY AND FRIENDS GLOBALLY

- Easily communicate with loved ones across borders.
- Maintain connections anytime.

2. SEAMLESS GLOBAL PEER-TO-PEER TRANSACTIONS

- Effortlessly send and receive money worldwide.
- Secure and convenient financial interactions with friends and family globally.

User's Benefit

1. USE OF MULTIPLE APPS FOR SIMPLE DAILY TASKS

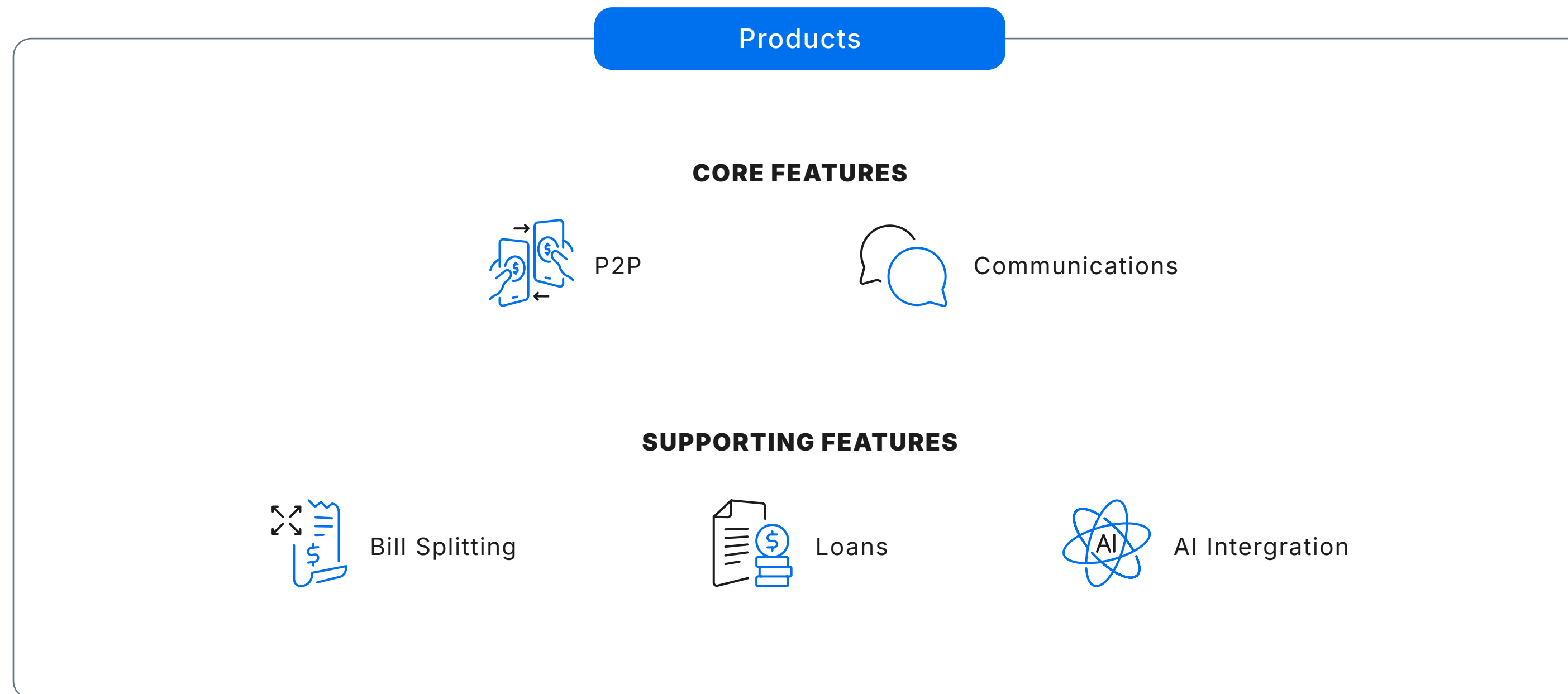
- Switching between apps for communication and payments.
- Managing multiple platforms adds complexity and inconvenience.
- Fragmentation leads to inefficiency and wasted time.

2. DIFFICULTY TRACKING PAYMENT STATUS BETWEEN PEERS

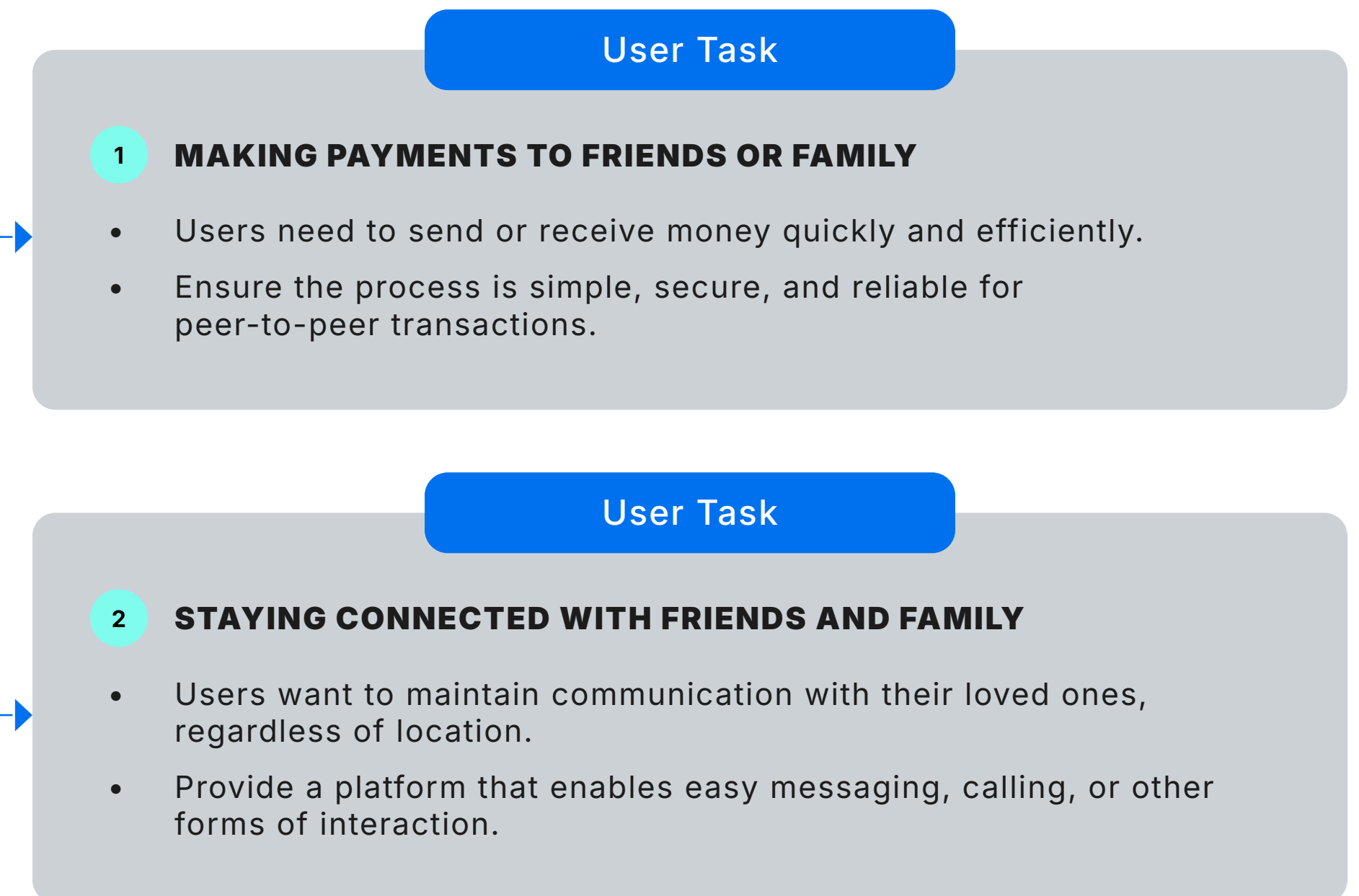
- Struggles with tracking payment history and status with friends or family.
- Uncertainty about completed or received payments.
- Lack of visibility causes confusion and delays in resolving transactions.

VALUE PROPOSITION BREAKDOWN

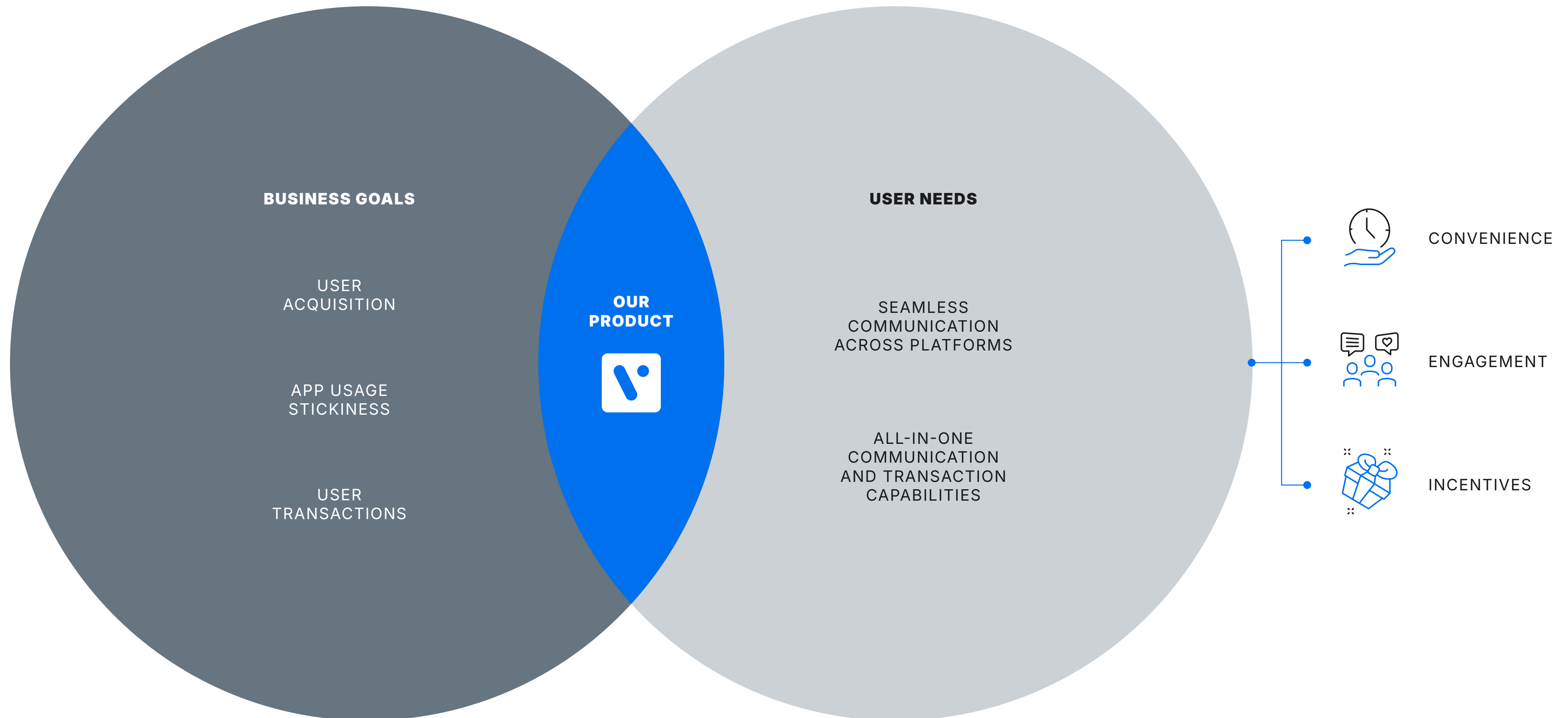
VAMA'S BUSINESS POV



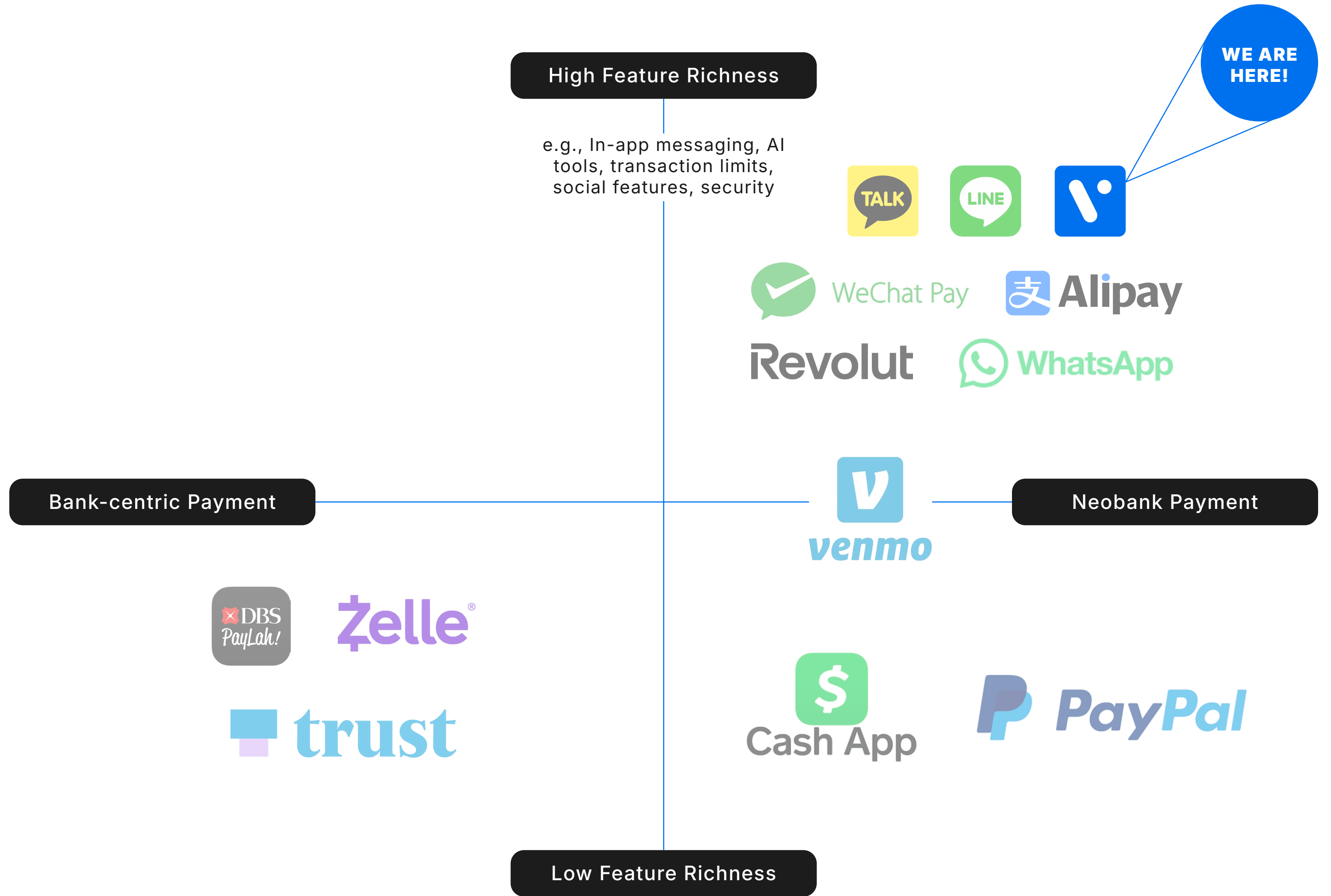
USER'S POV



VALUE PROPOSITION BREAKDOWN































































WE'RE WELL POSITIONED TO WIN IN THIS MARKET






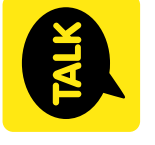










Reference: Feature Richness

In 2 ~ 3 years time

| |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|---------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| In-app messaging |  |  |  |  |  |  | Limited (comments on transactions) | | | Integrated with iMessage | | | |  |
| AI tools |  |  | Limited | Limited | Limited (WhatsApp Business) |  | Limited | Limited | Limited | |  | Limited |  |  |
| Social features |  |  |  |  |  | Limited |  | Limited | Limited | | Limited | | Limited |  |
| Security |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Transaction limits |  |  |  |  | India |  |  |  |  |  |  |  | Limited |  |

Reference: Social Features

In 2 ~ 3 years time

| |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|---------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Peer-to-peer Payments | ★ | ★ | ★ | ★ | ★ | ★ | ★ | ★ | ★ | ★ | ★ | ★ | ★ | ★ |
| Split Bills | ★ | ★ | ★ | ★ | | ★ | ★ | | ★ | | | | | ★ |
| Group Payments | ★ | ★ | ★ | ★ | | ★ | ★ | | | | | | | ★ |
| Transaction Notes | ★ | ★ | ★ | ★ | | ★ | ★ | ★ | ★ | | ★ | | ★ | ★ |
| Social Feeds | ★ | ★ | ★ | ★ | | ★ | | | | | | | | |
| Social Profiles | ★ | ★ | ★ | ★ | ★ | | | | | | | | | |
| Social Challenges and Goals | ★ | | | | | ★ | ★ | | | | | | | |
| Gift Payments | ★ | ★ | ★ | ★ | | ★ | ★ | ★ | ★ | | | | | |
| Event and Activity Coordination | | | ★ | ★ | | ★ | | | | | | | | |
| Referral Programs | ★ | ★ | | | | ★ | ★ | ★ | ★ | | ★ | | ★ | ★ |

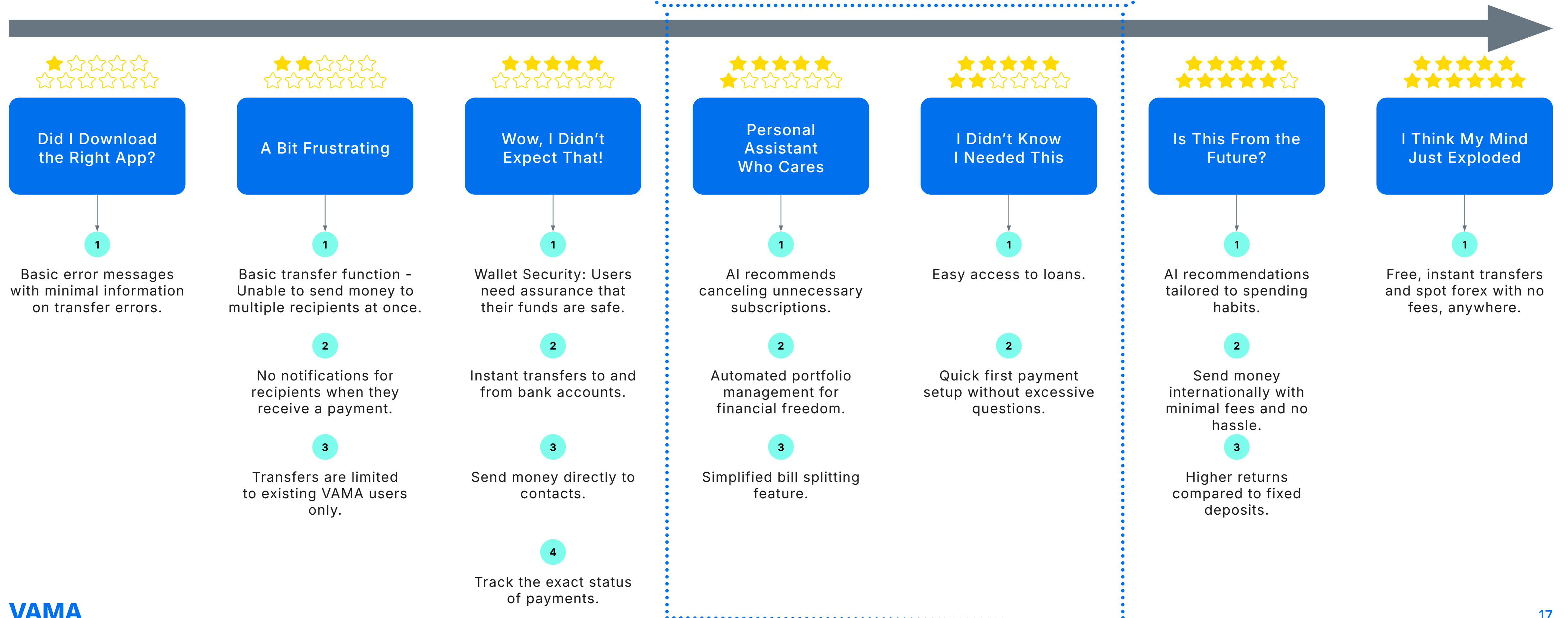
PAYMENT

In 2 ~ 3 years time, VAMA app should be here



VAMA

THE LINES OF FEASIBILITY

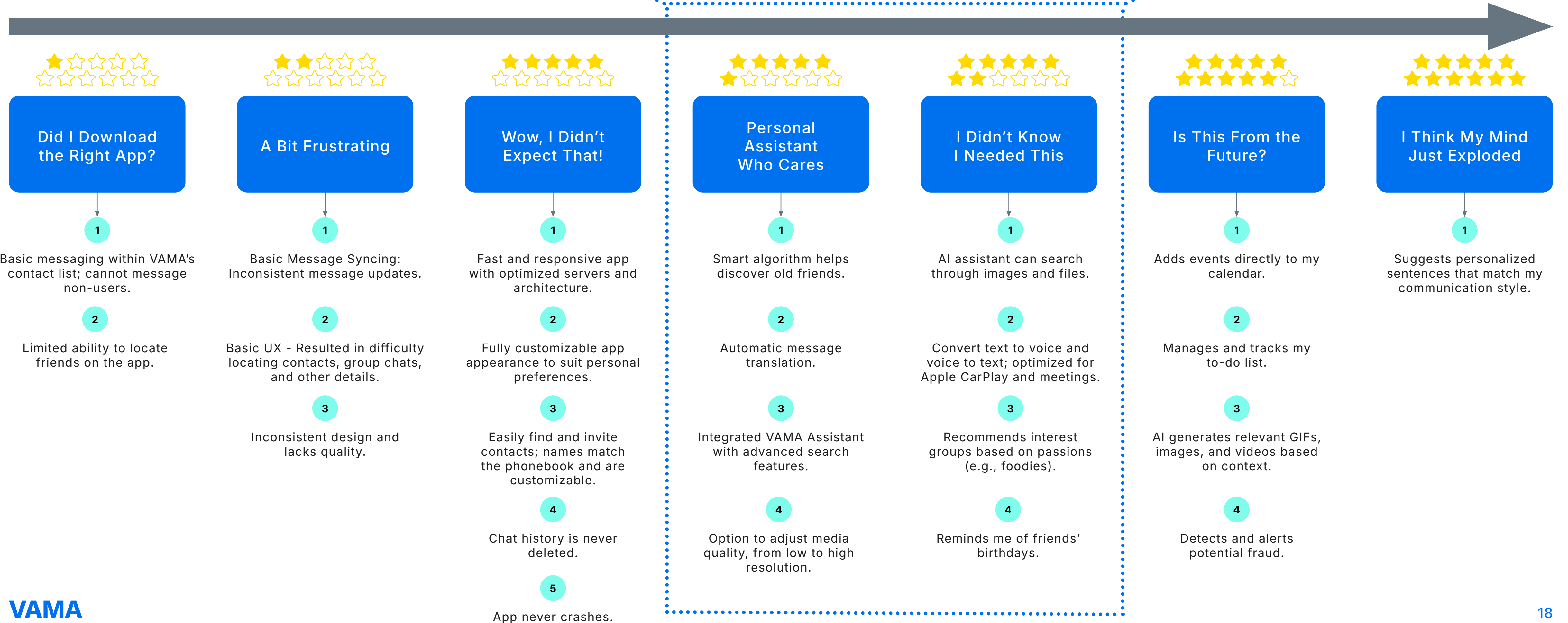


CHAT

In 2 ~ 3 years time, VAMA app should be here



THE LINES OF FEASIBILITY



THE ESSENCE OF WHO WE ARE

FRIENDLY & SOCIAL

Our brand fosters a warm and welcoming atmosphere, connecting people and celebrating interactions through vibrant, relatable imagery.





REBELLIOUS

We embrace uniqueness and challenge the norm, standing out with bold, unconventional approaches that set us apart from the crowd.

CONFIDENT

Our brand exudes self-assurance and expertise, presenting a strong, assertive presence that inspires trust and reliability.

EXAMPLES OF BRAND WITH SIMILAR TRAITS

| |  |  |  |  |
|------------------------------|---|--|--|---|
| FRIENDLY & SOCIAL | Engages users with intuitive design and a strong focus on customer experience. | Creates a personal connection with users through customized playlists and social sharing features. | Encourages a sense of community and connection between travelers and hosts. | Engages with consumers through vibrant, energetic events and social media interactions. |
| REBELLIOUS | Challenges industry norms with its bold design choices and groundbreaking technology. | Disrupts traditional music distribution with its innovative streaming model. | Disrupts the traditional hospitality industry with its unique home-sharing model. | Embraces extreme sports and unconventional marketing strategies. |
| CONFIDENT | Maintains a powerful and assertive presence in the tech market with a reputation for innovation and premium products. | Projects dominance in the music streaming industry with a strong, innovative brand presence. | Projects confidence in transforming the way people travel and experience new places. | Maintains a powerful, assertive brand presence as a leader in the energy drink market. |

02

VISUAL IDENTITY

2.1 Nomenclature

2.2 Logo Usage

2.3 Color Variations

2.4 Color Palette

2.5 Typography

2.6 Imagery Guidelines

2.7 Visual System

2.8 Visual Assets

NOMEN- CLATURE

USING THE LOGO

To maintain the integrity of the Brand, it is imperative that there is a consistent delivery of the Brand, the Logo & its elements. The Logo may not be altered in anyway nor used in ways not sanctioned in this Manual.

RULES FOR WRITING VAMA

The brand name, VAMA, should always be written in all uppercase letters to maintain consistency, reinforce the brand's identity, and ensure a strong, recognizable visual impact across all communication channels.

The brand name must always appear in uppercase letters: VAMA.

Do not use lowercase (vama) or mixed-case (Vama) variations under any circumstances.

SYMBOL + WORDMARK = BRAND IDENTITY



Symbol

VAMA

Wordmark

LOGO USAGE

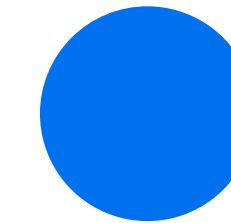
SYMBOL WITH WORDMARK

When the symbol is used together with the wordmark, it **must always be enclosed within the square box.**

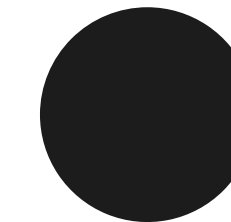
This rule applies to all formats where the symbol and wordmark appear together, including website headers, business cards, and marketing materials.



VAMA



Vivid Blue
C100 M43 Y0 K19
R0 G113 B238
Pantone 2174
#0071EE



Neutral Black
C0 M0 Y0 K100
R28 G28 B28
Pantone Black
#1C1C1C

LOGO USAGE

CLEAR SPACE & MINIMUM SIZE

To maintain the visibility of the logo, a minimum clear space must be maintained.

No text, graphic element or edge should interfere with it. Minimum clear space equals to the height of circle from the symbol.



Minimum print size: 10mm (w)



Minimum digital size: 40px (w)



LOGO USAGE

STANDALONE SYMBOL

The symbol can be used on its own for minimal branding purposes, such as app icons, social media profile pictures, or watermarks.

When **space is constrained** within the layout and **"VAMA" is already referenced in the artwork**, you may choose between the two versions of the individual symbol: with or without the square box.

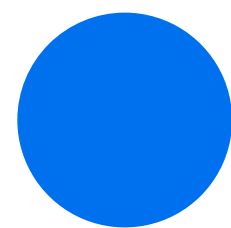
The symbol without the square box should be used on clean, minimal backgrounds to maintain a sleek and unobtrusive look.

For busy backgrounds, the symbol with the square box should be used to ensure better visibility.

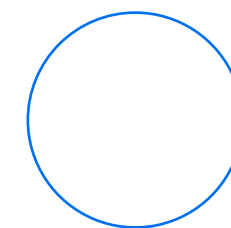
Symbol without square box



Symbol with square box



Vivid Blue
C100 M43 Y0 K19
R0 G113 B238
Pantone 2174
#0071EE



Clear White
C0 M0 Y0 K0
R255 G255 B255
#FFFFFF

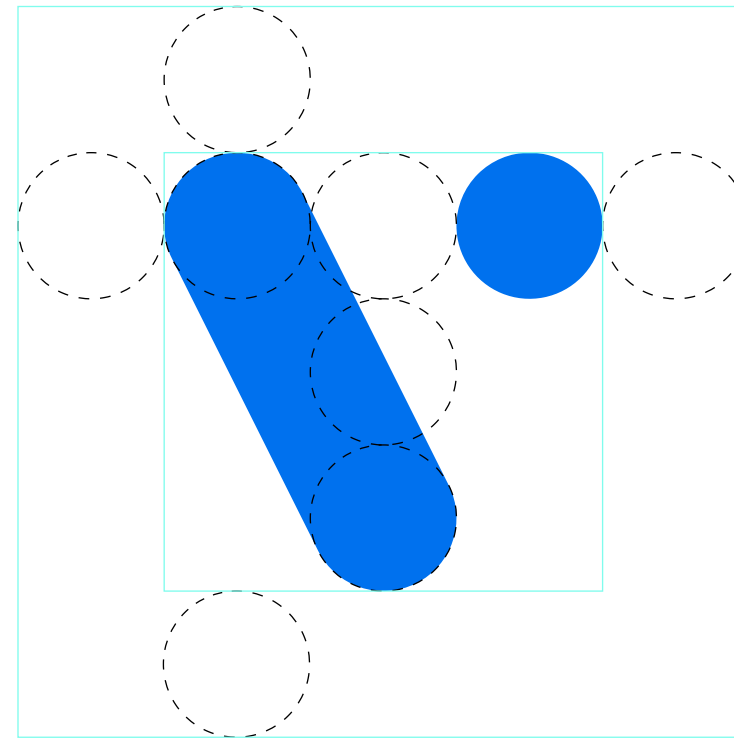
LOGO USAGE

CLEAR SPACE & MINIMUM SIZE

To maintain the visibility of the logo with tagline, a minimum clear space must be maintained.

No text, graphic element or edge should interfere with it. Minimum clear space equals to the height of circle from the symbol.

Symbol without square box



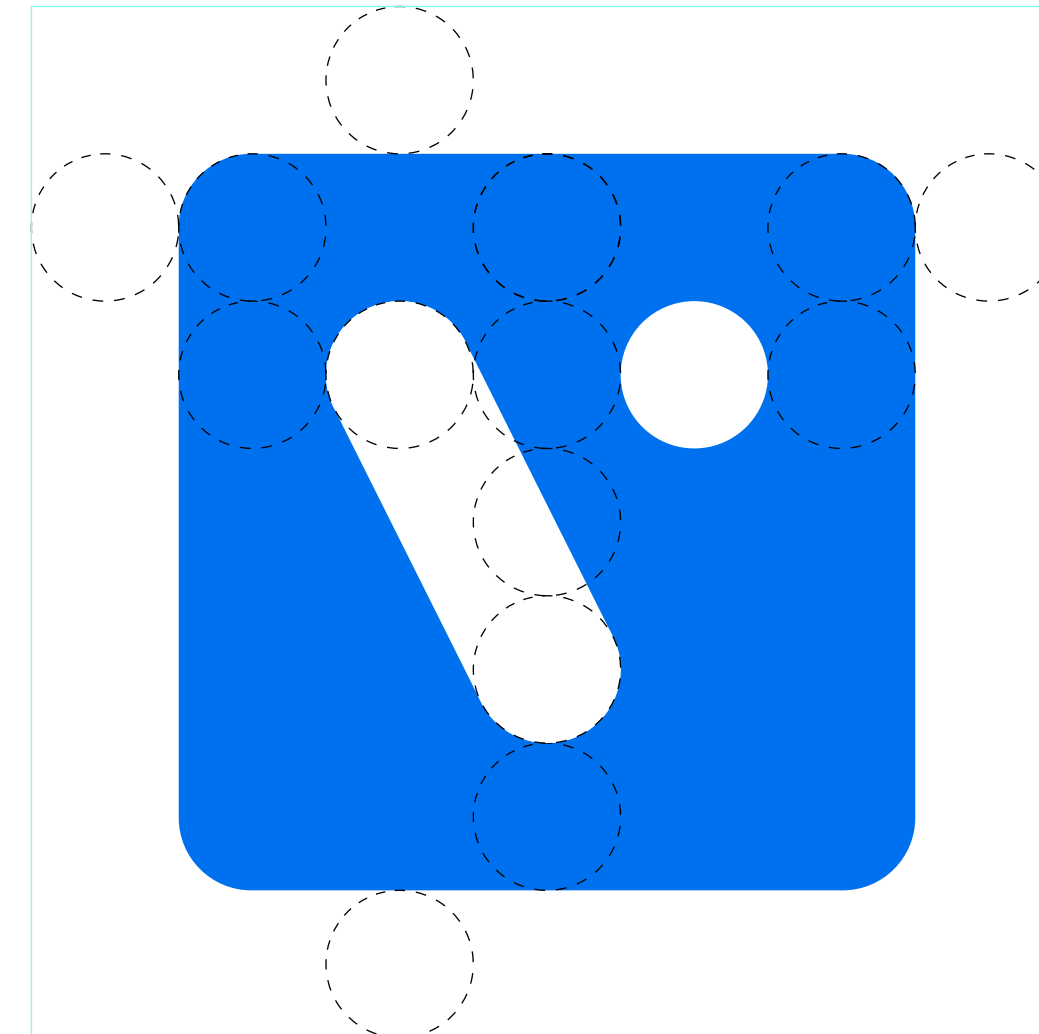
Minimum print size: 10mm (h)



Minimum digital size: 30px (h)



Symbol with square box



Minimum print size: 10mm (h)



Minimum digital size: 30px (h)



LOGO USAGE

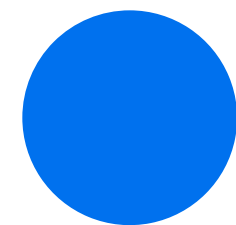
WORDMARK ONLY

When **space is constrained** within the layout and **"VAMA"** **is not referenced in the artwork**, the wordmark should be used on its own.

This ensures the brand name is clearly communicated and maintains strong recognition, even in limited space.

Wordmark

VAMA



Vivid Blue
C100 M43 Y0 K19
R0 G113 B238
Pantone 2174
#0071EE

LOGO USAGE

CLEAR SPACE & MINIMUM SIZE

To maintain the visibility of the wordmark, a minimum clear space must be maintained.

No text, graphic element or edge should interfere with it. Minimum clear space equals to the height of "V" from the wordmark.

Wordmark



Minimum print size: 10mm (h)



Minimum digital size: 30px (h)



LOGO USAGE

FOR APPLE STORE AND GOOGLE PLAY ONLY

This adaptation is only for the Apple Store and Google Play, designed according to their respective guidelines.

Please note that the logos differ slightly—Google Play requires a wider padding around the circular logo.

For Apple Store



For Google Play Store



SYMMARY

LOGO USAGE

PRIMARY LOGO



Apple Store



Google Play

SECONDARY LOGOS

Symbol without square box



Use on clean backgrounds

Symbol with square box



Use on busy backgrounds

Wordmark

VAMA

When **space is constrained** within the layout and **"VAMA" is not referenced in the artwork.**

Use when **space is constrained** within the layout and **"VAMA" is already referenced in the artwork.**

LOGO USAGE

INCORRECT USAGE

It is important that our logo is represented correctly and consistently across all mediums and applications.

Shown on the right are some examples of incorrect applications and usages of our logo, which should be avoided at all times.



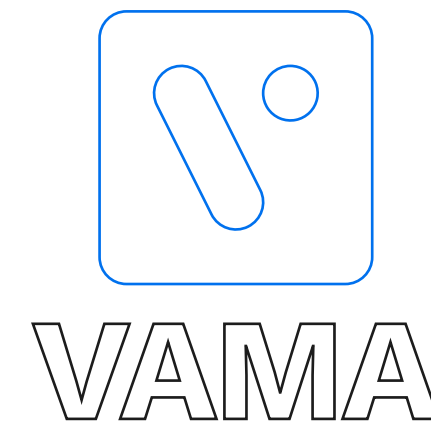
✘ Do not replace VAMA wordmark with any font. Do not redraw the logo in any way.

✘ Do not alter the size relationship between the symbol and wordmark.

✘ Do not alter the spacing and positioning relationship between the symbol and wordmark.

✘ Do not change the color of the logo other than those specified under the spot color versions.

✘ Do not stretch or rotate the logo.



✘ Do not create an outline version of the logo.

✘ Do not add drop shadow effect on the logo.

✘ Do not use the logo on top of distracting background. Always use the approved background colors indicated in this brand guide.

✘ Do not use our logo as a mask.

✘ Do not add glow effect on the logo.

COLOR VARIATIONS

Always prioritise using the full-colored logo whenever possible.

Only use the one-colored logo when situation calls for it, such as a busy image as it will compromise the visibility of the full-colored logo.

Only use the black and white logo when there are print production limitations.



COLOR PALETTE

PRIMARY COLORS

The primary color palette consists of neutral tones, such as black and blue colors. These shades form the foundation of the brand's visual identity, contributing to a clean, minimalist look that is versatile across platforms.

SECONDARY COLORS

The striking secondary color is used to highlight important content, such as keywords or calls to action, and to bring visual contrast against the primary palette. It is fresh and energizing, used to mark positive or action-driven elements.

Primary Color

Vivid Blue
C100 M43 Y0 K19
R0 G113 B238
Pantone 2174
#0071EE

Primary Color

Neutral Black
C0 M0 Y0 K100
R28 G28 B28
Pantone Black
#1C1C1C

Secondary Color

Glacial Blue
C40 M0 Y16 K0
R127 G252 B238
Pantone 318
#7FFCEE

Secondary Color

Steel Grey
C63 M46 Y40 K10
R102 G117 B128
Pantone 430
#667580

Secondary Color

Pale Grey
C20 M12 Y10 K0
R204 G209 B213
Pantone 427
#CCD1D5

FONT

TYPO- GRAPHY

INTER BLACK is used for key headlines, titles, and important calls to action. Its bold, clean lines ensure that important content stands out and commands attention.

Application rules:

Use in large titles, headings, subheadings and buttons that require prominence.

INTER REGULAR is used for body text, supporting content, and longer copy. Its regular weight balances the bold headlines, maintaining a cohesive visual hierarchy while enhancing readability.

Application rules:

Best for body text, captions, and smaller descriptions where readability is key.

Header: Inter Black

Aa

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqrst
uvwxyz
1234567890- =, <? \$%

Body: Inter Regular

Aa

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqrst
uvwxyz
1234567890- =, <? \$%

FONT USAGE**TYPHO-
GRAPHY**

Shown on the right is an example of how our fonts can be paired and used to create a balance of personality and legibility.

HEADERS AND SUB-HEADERS

Use Title Case for all headers and sub-headers. Capitalize the first letter of each significant word while keeping minor words (e.g., "and," "the") lowercase unless they appear at the beginning of the title.

HIGHLIGHTING FOR PROMINENCE

Use the Glacial Blue color from the brand palette to highlight key text or phrases that need emphasis.

Highlighting should be used sparingly and strategically to draw attention to essential content, such as action points, keywords, or headings.

Insert Main Headline in Inter Black

Subheader in Inter Black

Your body copy goes here in Inter Regular. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque tempor enim massa, eget semper lacus tincidunt in. Aenean sodales, orci vel tincidunt accumsan, nulla tellus dapibus ipsum, sodales congue lacus erat at risus. Praesent interdum erat nec arcu tincidunt convallis.

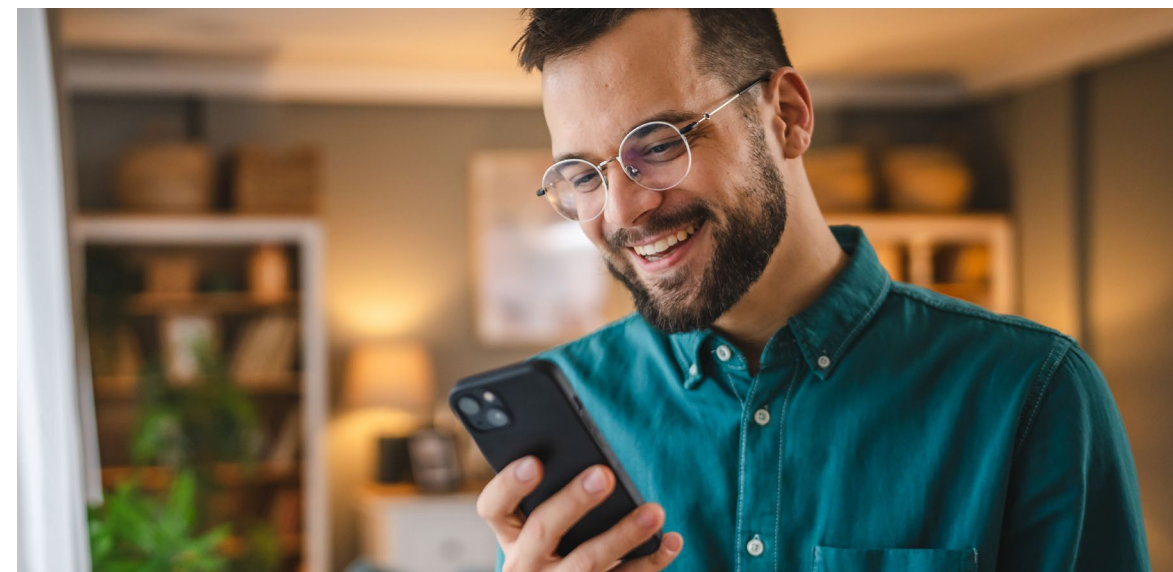
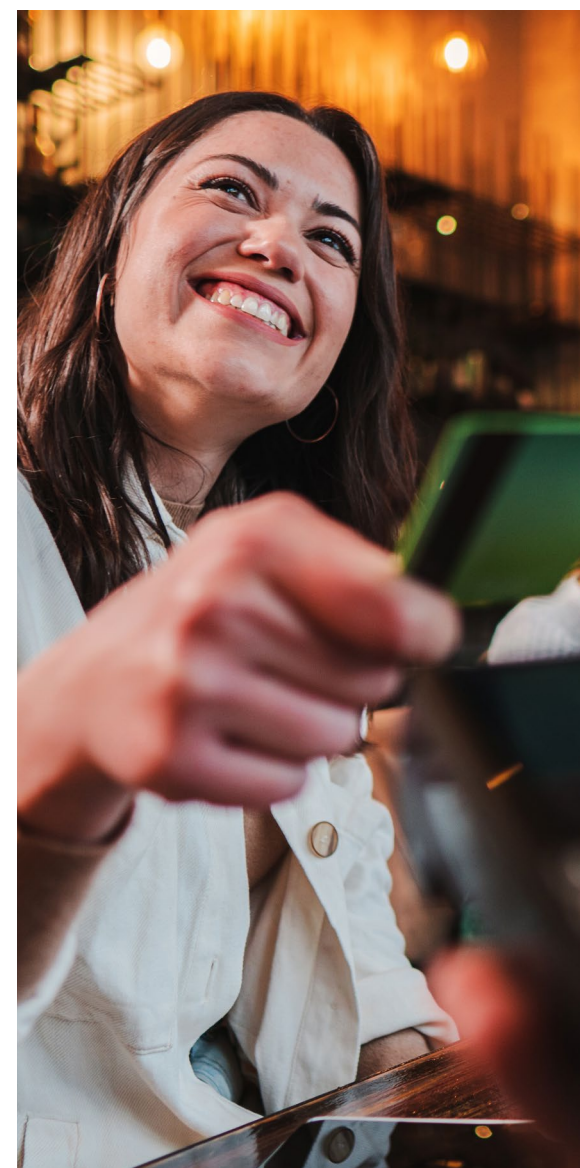
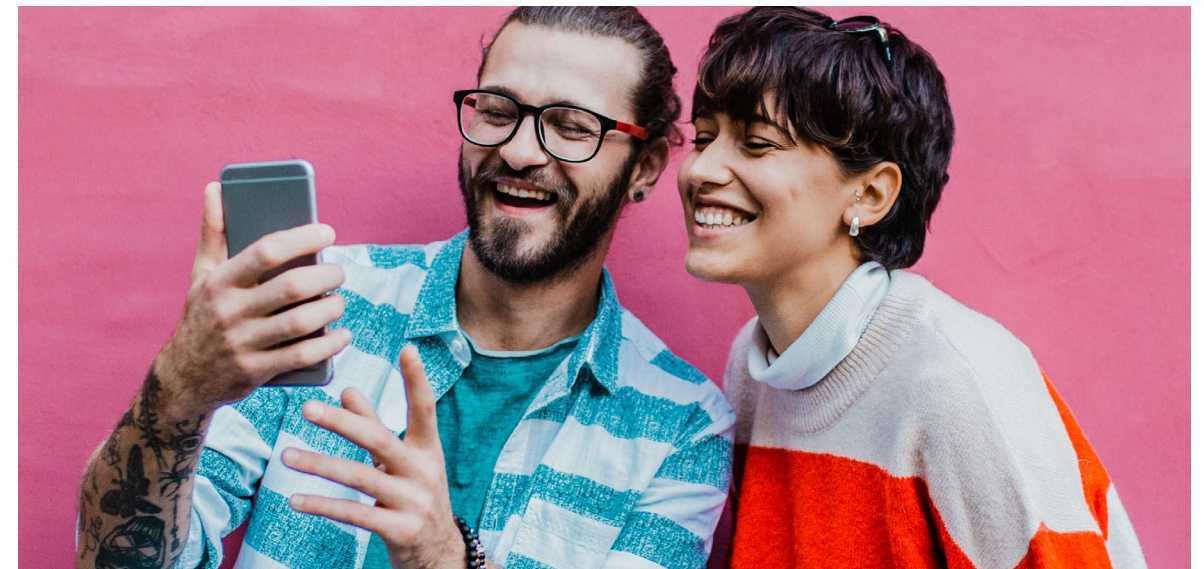


IMAGERY GUIDELINES

LIFESTYLE, NON-POSEY, CANDID STYLE

The imagery used for the brand should be candid, non-posey, and natural, focusing on capturing authentic moments. The goal is to reflect a lifestyle that feels relatable, spontaneous, and genuine.

Talents should appear comfortable, in-the-moment, and unaware of the camera, creating an atmosphere of authenticity.



IMAGERY GUIDELINES

DO'S

- Use candid, in-the-moment shots.
- Ensure vibrant colors are present in both talents and environments.
- Capture talents in everyday, relatable settings.
- Use talents who appear genuinely happy and relaxed.
- Incorporate natural lighting and dynamic compositions.

DON'TS

- Avoid stiff, posed shots where talents are looking directly at the camera.
- Don't use overly stylized or artificial environments that feel staged.
- Avoid low-energy, muted color palettes or dull lighting.
- Don't use talents who appear disconnected from their surroundings or overly serious.



VISUAL SYSTEM

A visual system is crucial for ensuring consistency, recognition, and effective communication of a brand's identity across all touchpoints. By providing a unified framework for design elements, it reinforces brand consistency, fosters recognition, and makes the brand more memorable.

SWIRL

The swirl symbolizes connectivity and the dynamic movement of communication and payments. Its flowing design reflects the seamless, effortless interactions facilitated by the brand.

It represents the ripple effect of connections, illustrating how a single interaction can extend into a network of relationships.

CIRCLE

The circle is directly inspired by the logo, ensuring a consistent and cohesive visual identity across all brand elements.

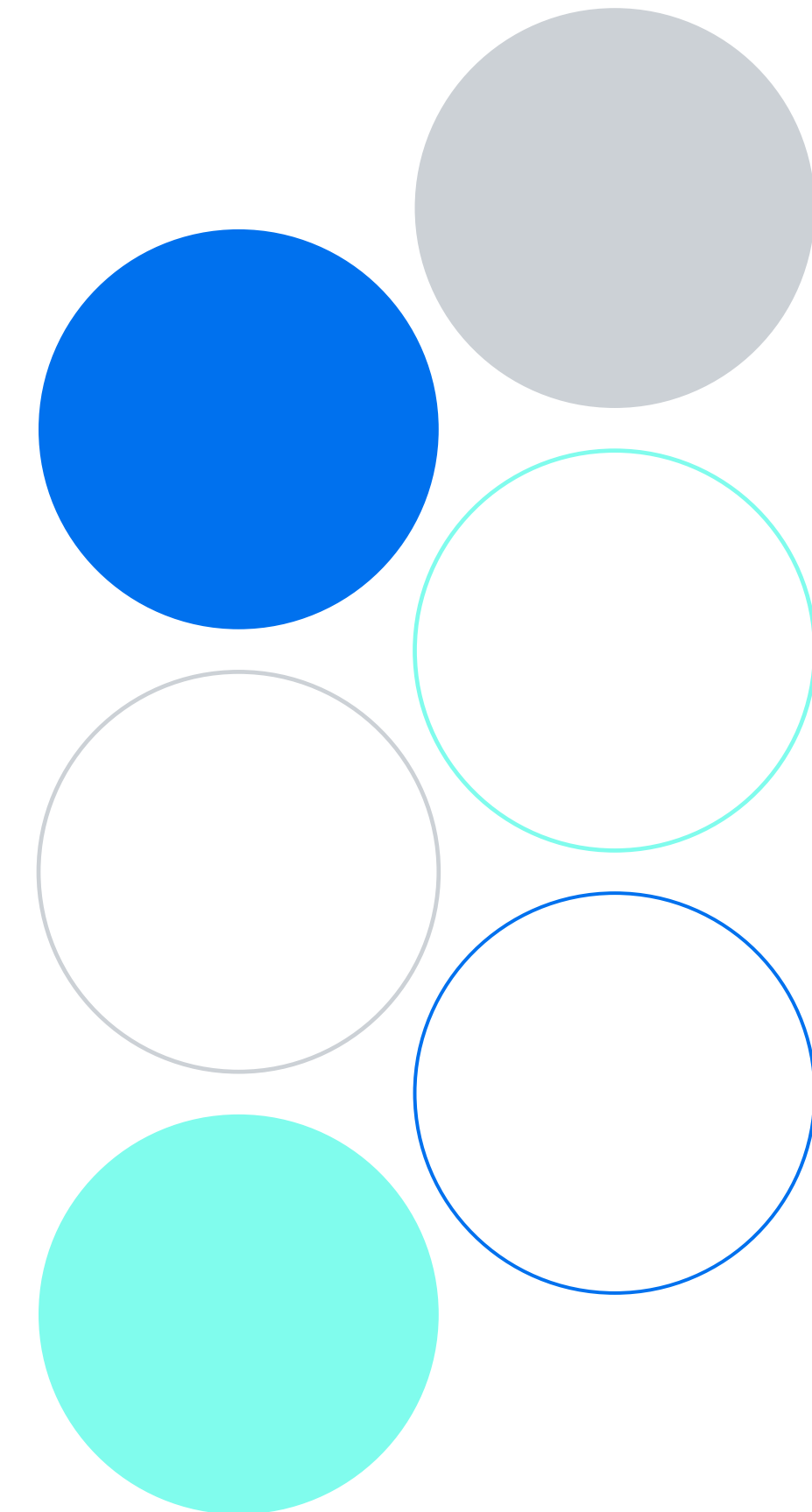
Circles universally symbolize wholeness, unity, and inclusivity, mirroring the brand's mission of connecting everyone, everywhere.

Refer to pages [51](#) and [52](#) for detailed instructions on applying these visual systems.

Swirl



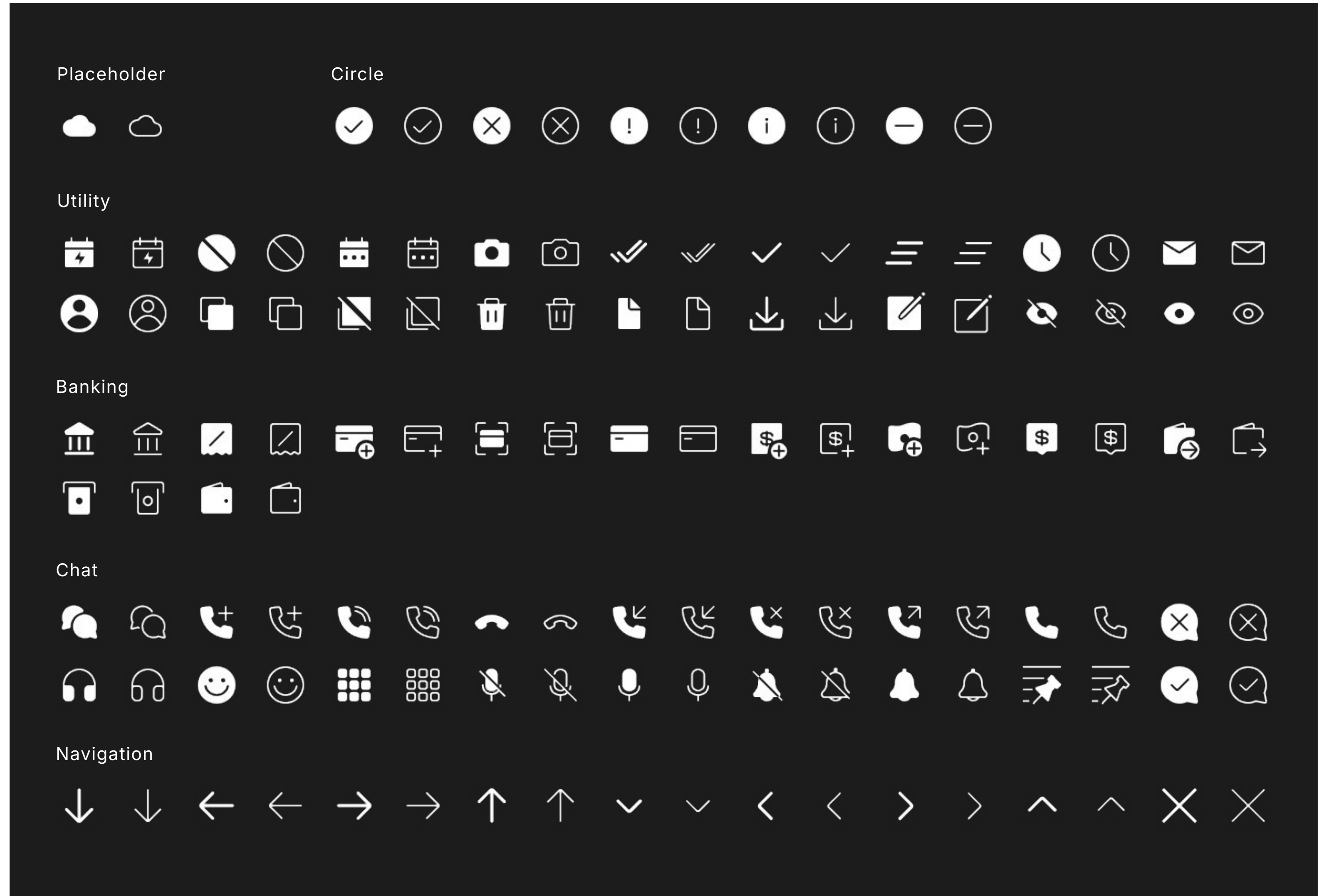
Circle



ICONOGRAPHY

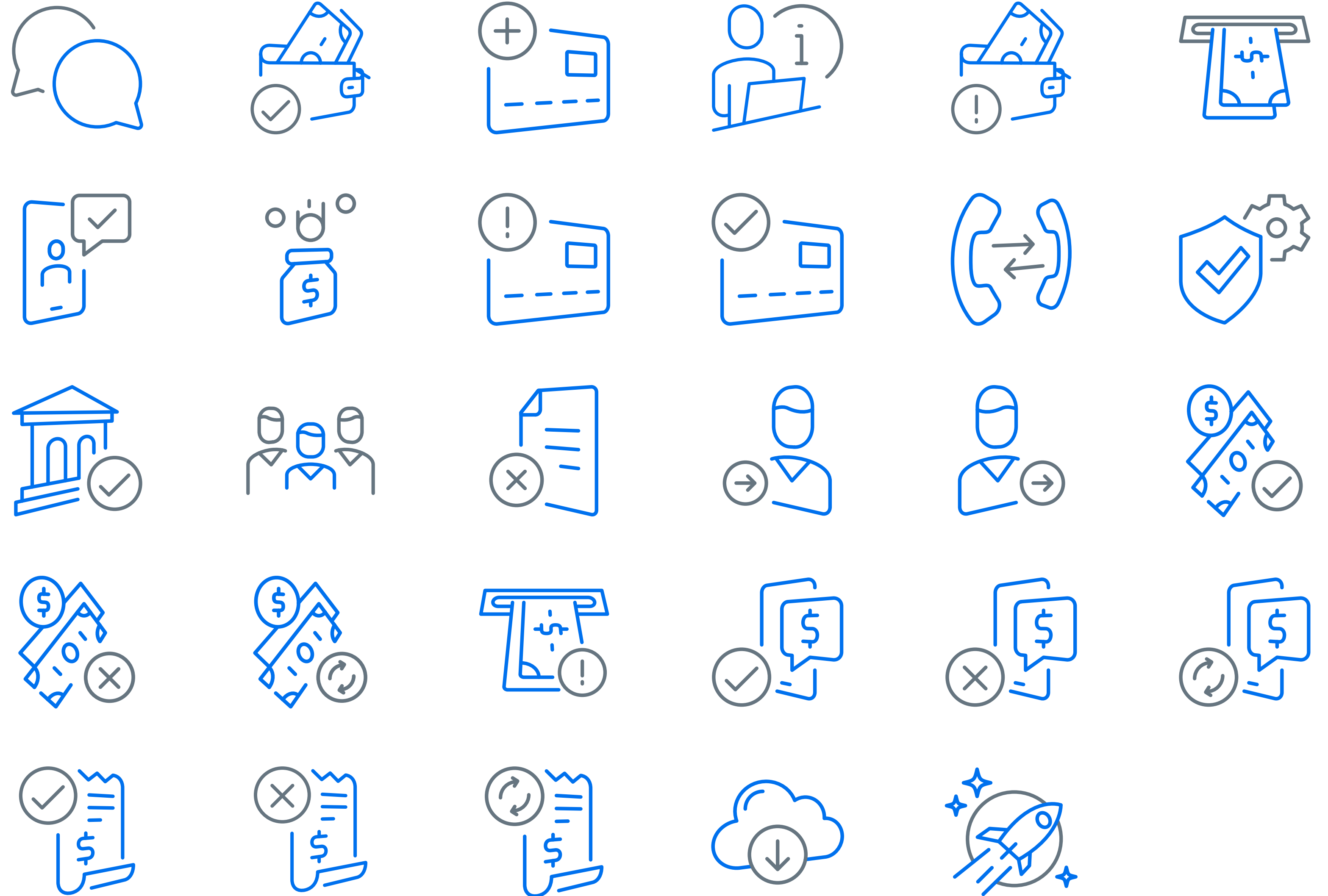
VISUAL ASSETS

Our iconography features a clean, simple style designed for clarity and versatility. Icons can be used in either stroke or solid versions, depending on the context and visual needs.



PICTOGRAM VISUAL ASSETS

The **2.5D stroke line style** with rounded corners combines the simplicity of a line-art aesthetic with the depth and dimension of a 2.5D approach. This style features clean, smooth lines with rounded corners to create a modern, approachable look, enhanced by layering effects to add a sense of depth and tactility.



MASCOT VISUAL ASSETS

The cat and mouse duo represents VAMA's ability to handle tasks of any size with resourcefulness and reliability. Their partnership symbolizes a dependable and adaptable approach, emphasizing VAMA's readiness to tackle challenges from multiple angles. This dynamic showcases teamwork, creativity, and problem-solving, reinforcing the brand's commitment to versatility and trustworthiness.

WHEN USING THE MASCOTS

Do not alter the colors: The established color palette reflects the brand identity and ensures consistency across applications.

Do not add more animals: The cat and mouse are iconic to the brand's message, and introducing additional characters may dilute their impact.

These mascots should always be presented as a cohesive pair, working together to convey the brand's core values.



MOTIF WALLPAPER

VISUAL

ASSETS

LIGHT MODE

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Mobile



Desktop

03

VERBAL IDENTITY

3.1 Tone of Voice

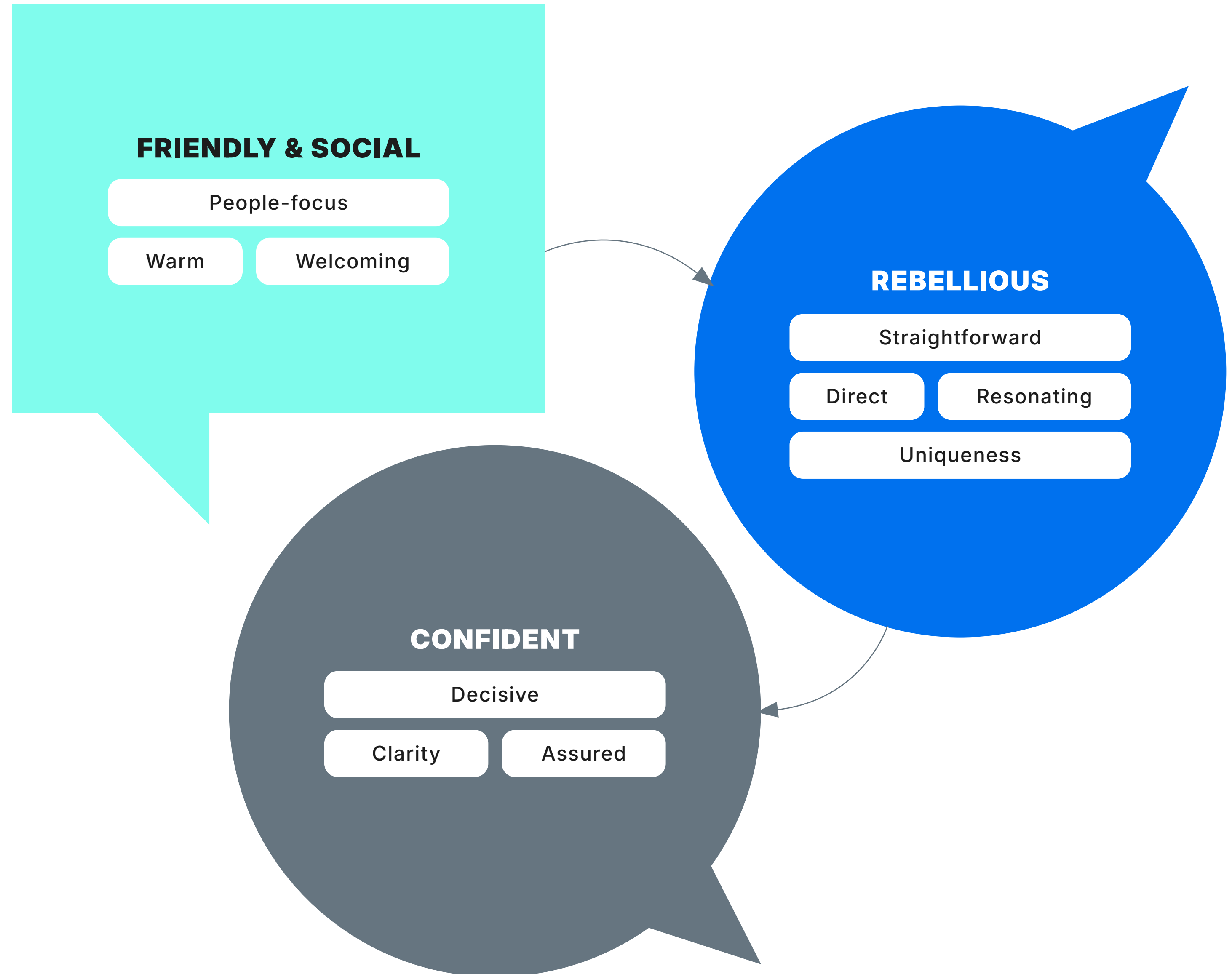
3.2 4 Dimension of Voice

3.3 How It Works

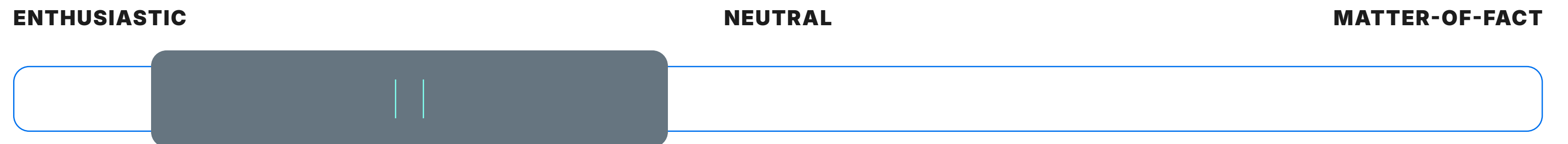
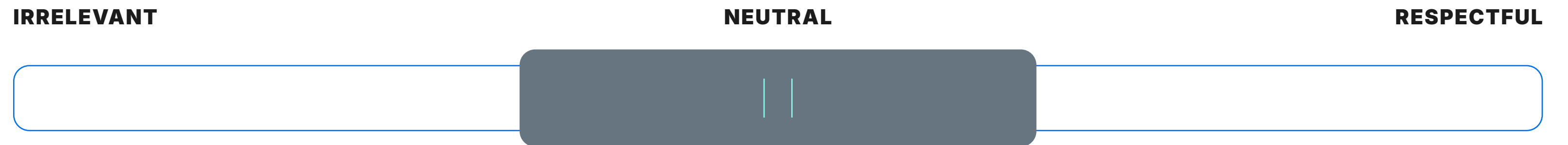
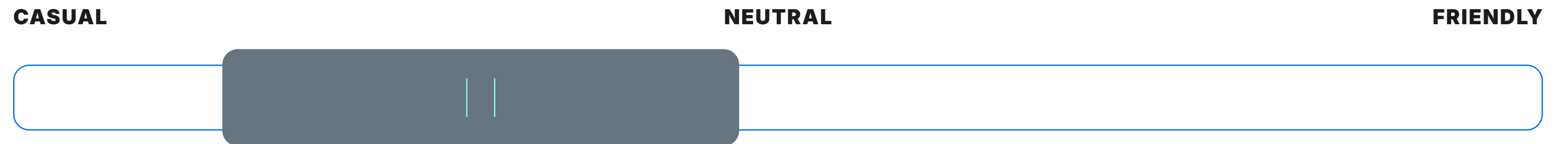
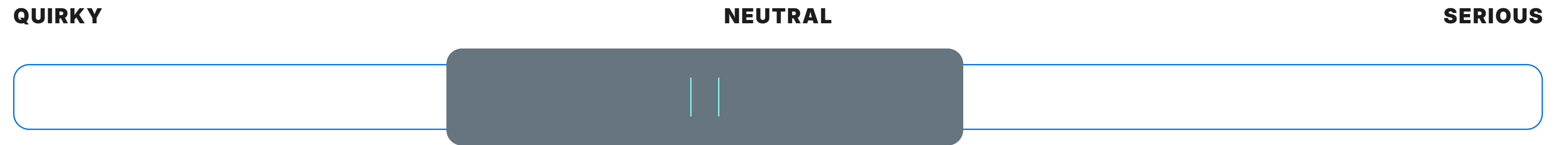
3.4 Communicate with Purpose

3.5 Target Audience

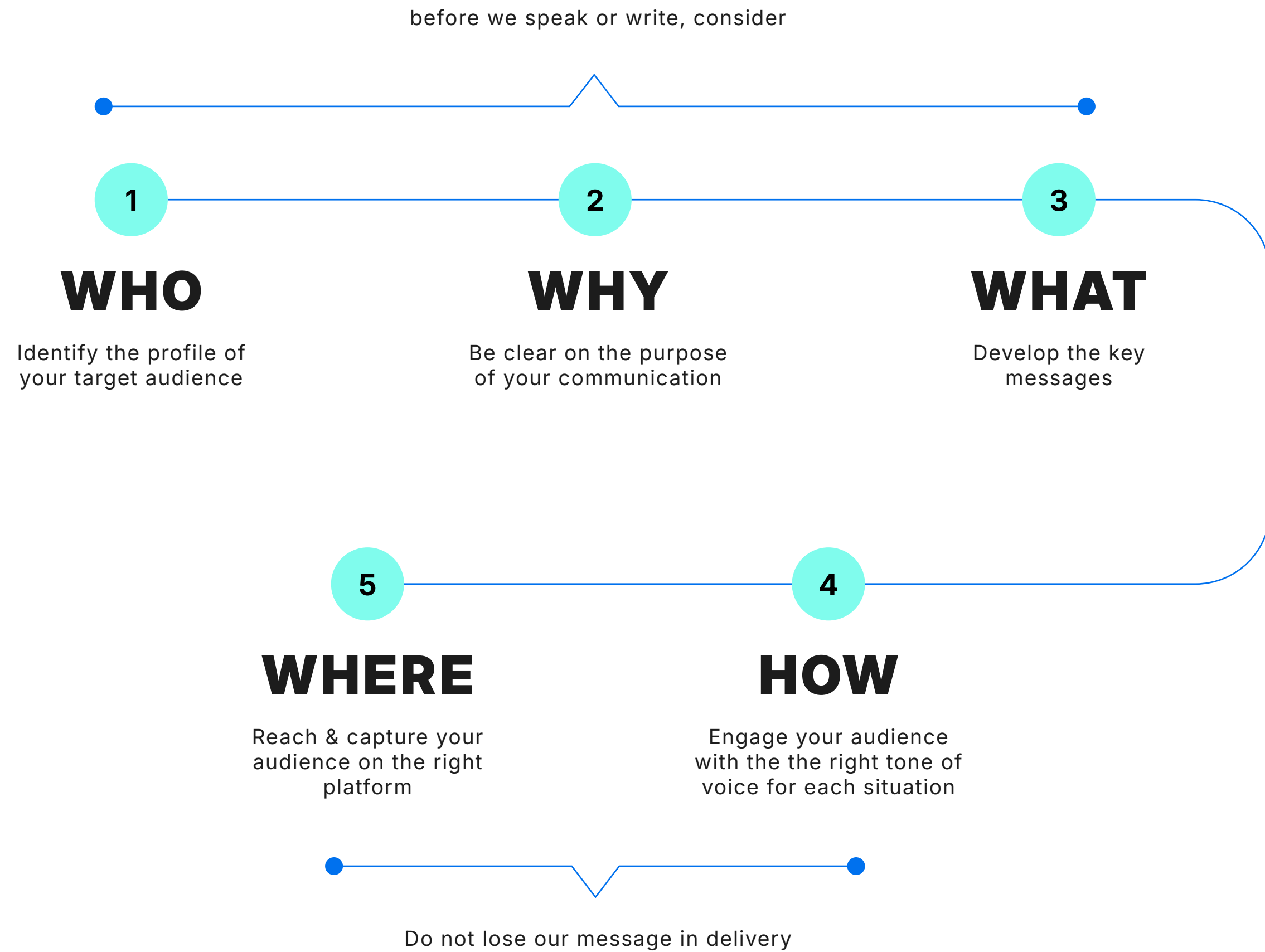
TONE OF VOICE



4 DIMENSION OF VOICE

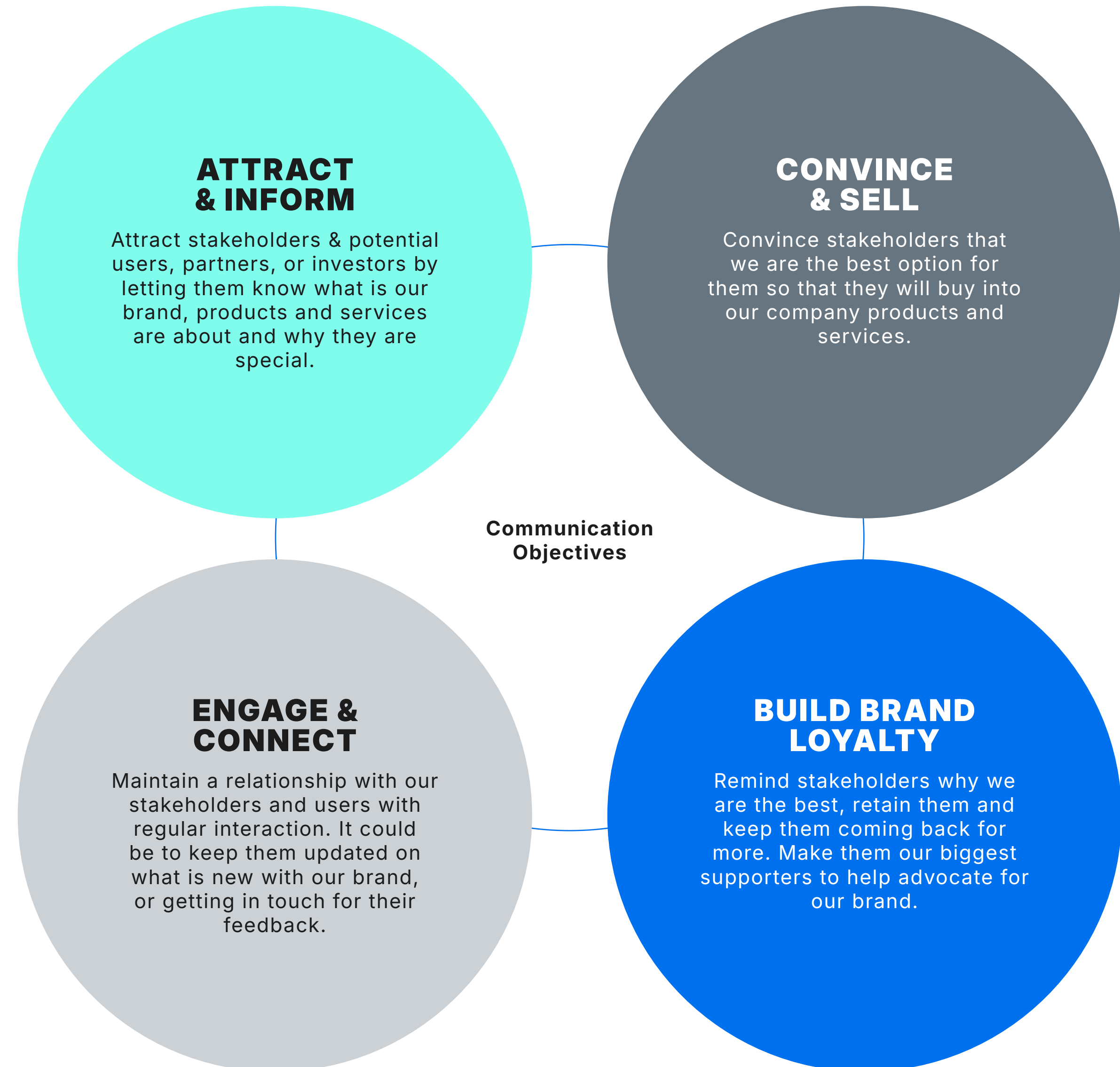


HERE'S HOW IT WORKS, IN 5 SIMPLE STEPS



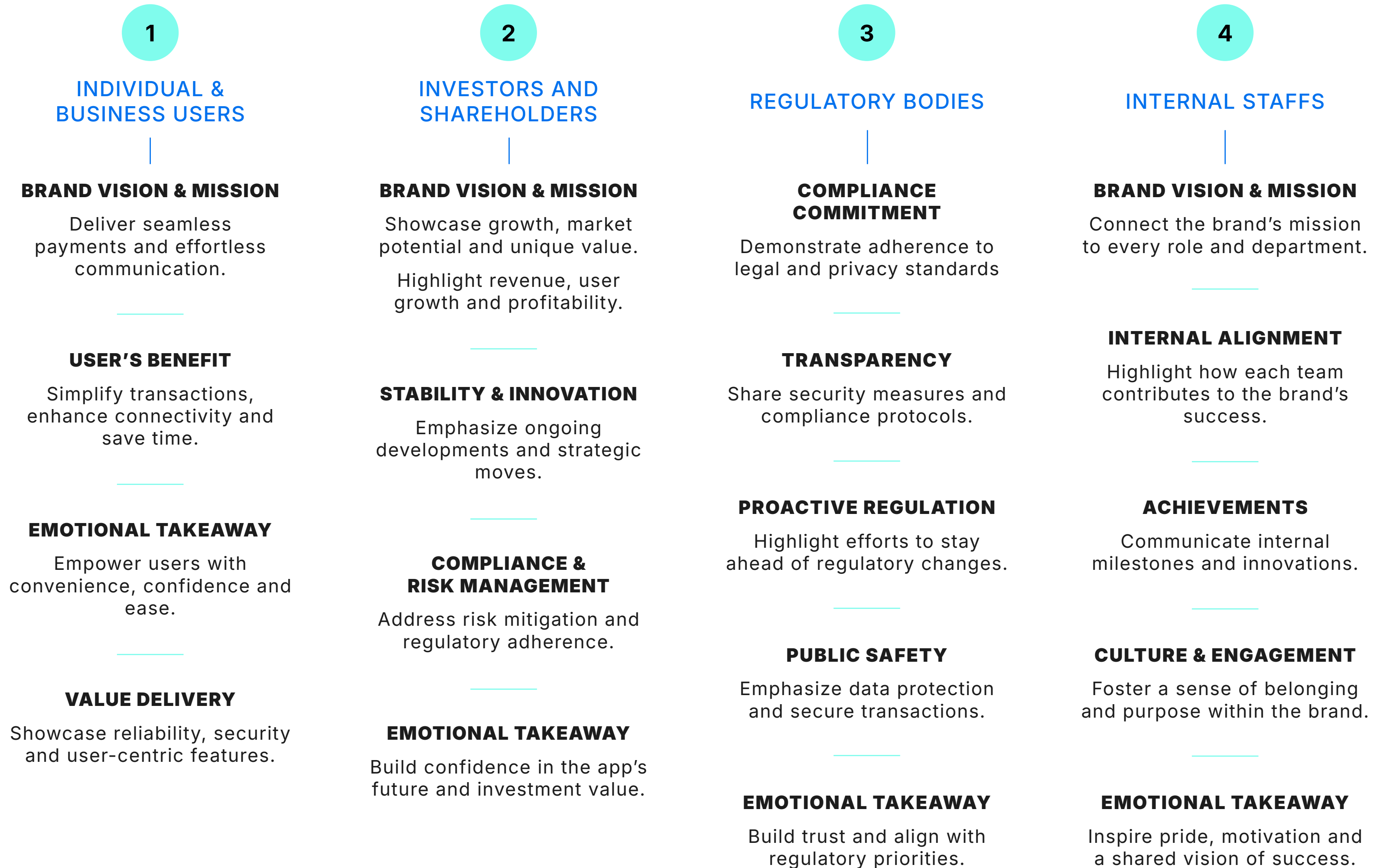
COMMUNICATE WITH PURPOSE

Be clear on our communication objectives with stakeholders, as they guide key messages and platform choices to achieve desired outcomes.



OUR AUDIENCE IS DIVERSE, EVEN WITHIN EACH STAKEHOLDER GROUP

Here are the identified segmented key target audiences based on intention(s).



APPLICATIONS

4.1 Visual Application

4.2 Text Application

4.3 Electronic Media

a) Electronic Direct Mailer (EDM)

b) Email Signature

c) Powerpoint Template

d) Zoom Virtual BG

4.4 Advertising System

a) Digital Banner

b) Social Media

4.5 Website

a) Landing Page

4.6 Office Collaterals

a) T-shirt

b) Hoodie

c) Cap

d) Backpack

e) Notebook

4.7 Office Signage

VISUAL APPLICATION: SWIRL

These guidelines help maintain a consistent, cohesive, and impactful brand identity across all platforms and touchpoints.

The swirl should not occupy more than 40% of the entire visual area. This ensures it remains a secondary, decorative element, complementing the primary content rather than dominating it.

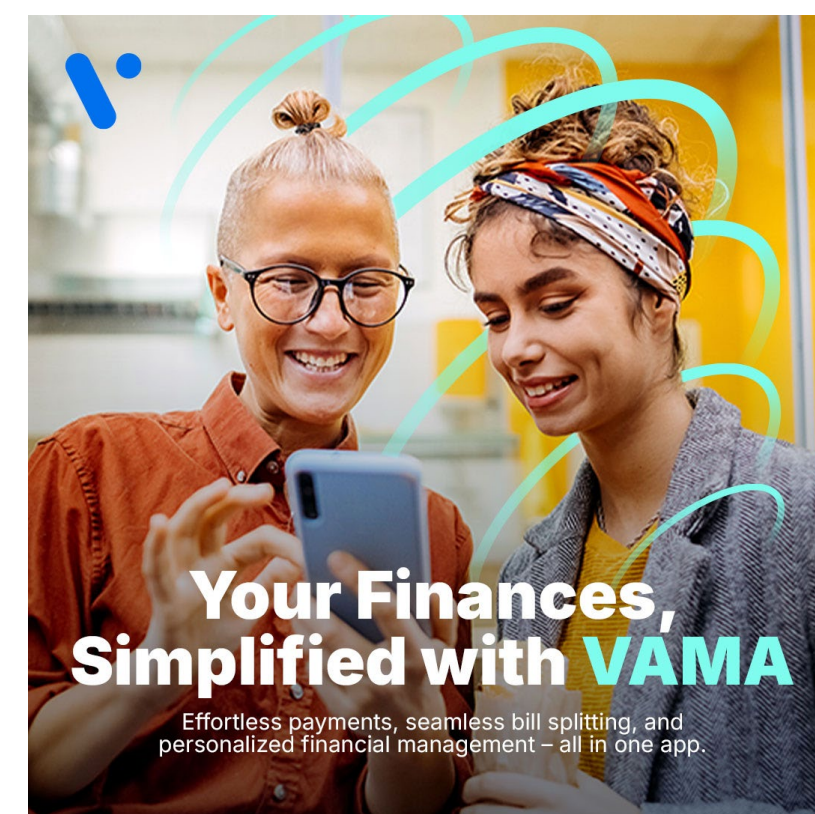
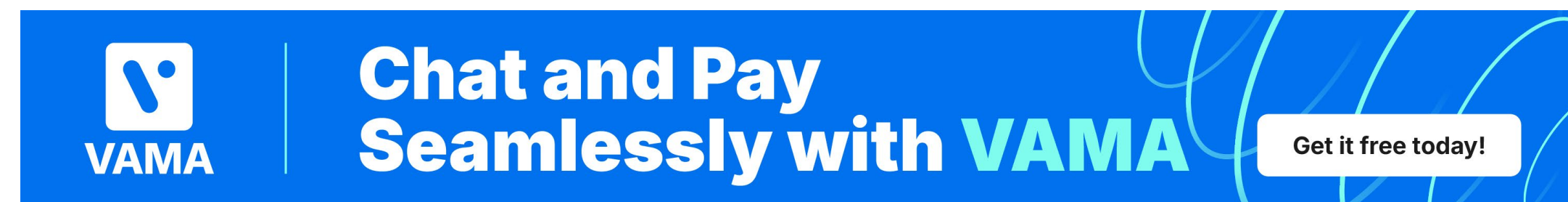
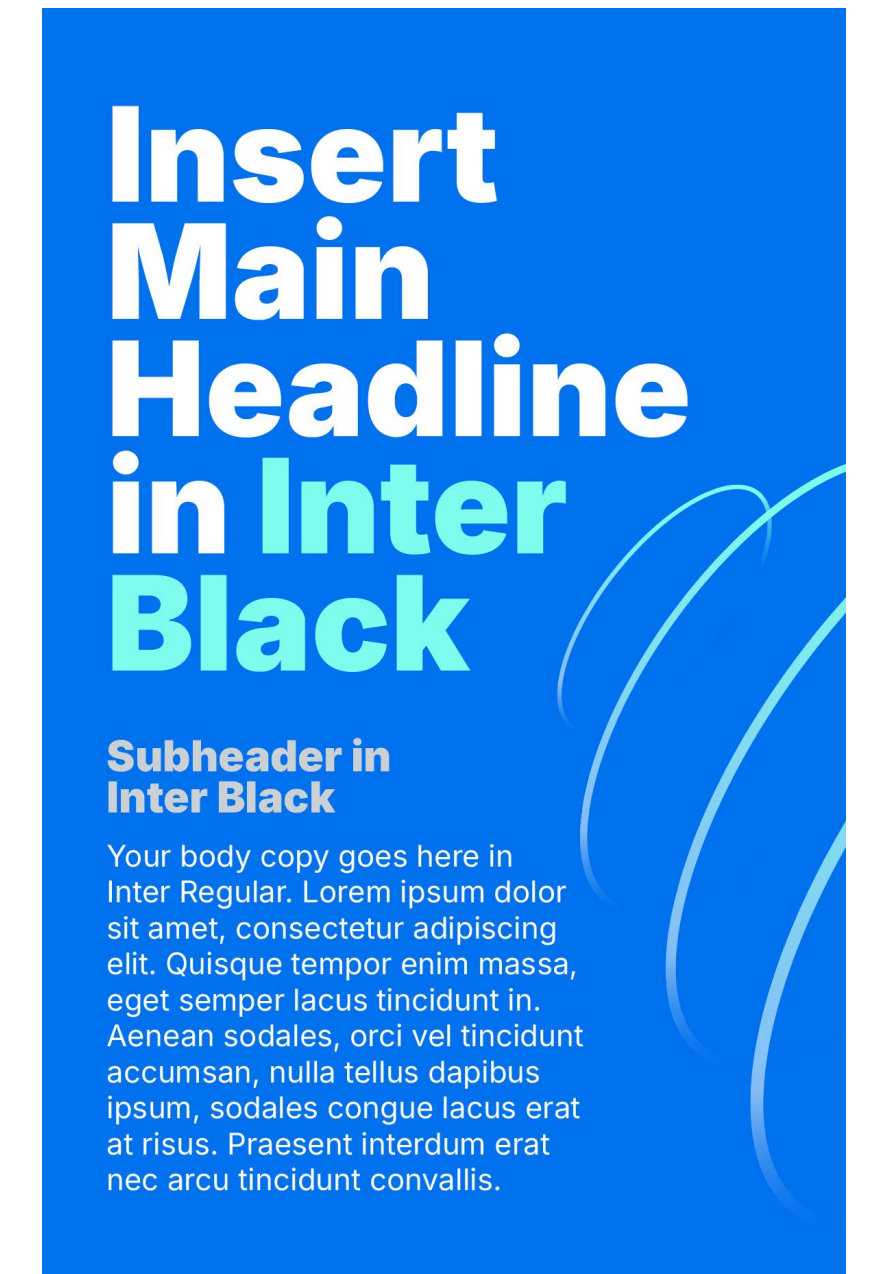
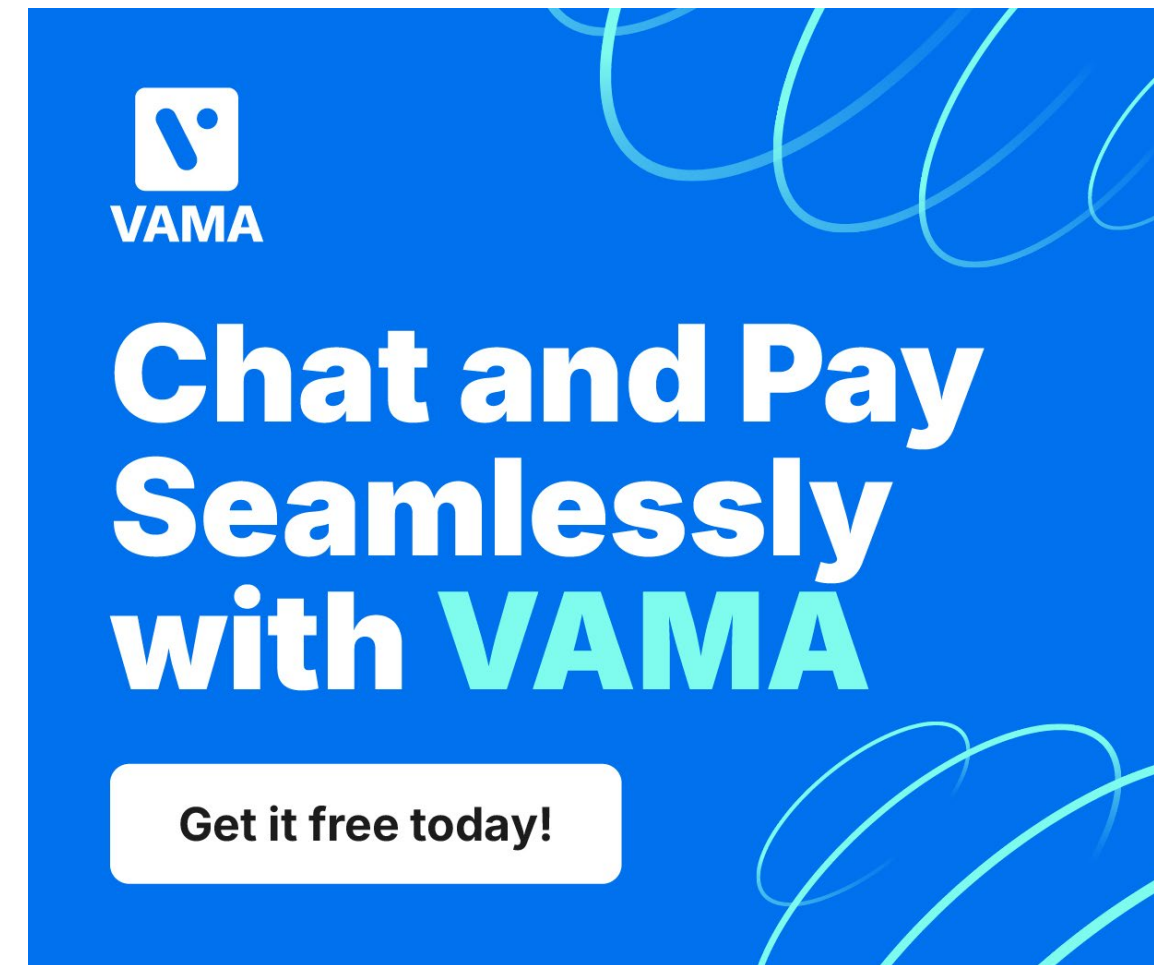
Avoid placing the swirl directly over essential elements, such as text or logos, to ensure clarity and legibility.

Do not adjust the opacity of the gradient swirl. The swirl must retain its original opacity to maintain consistency across all applications.

The swirl should feel seamlessly integrated into the design, enhancing the composition without overwhelming it. Use the swirl sparingly and in moderation to maintain a clean, professional look.

The swirl should only be used on dark backgrounds, including:
 Vivid Blue Neutral Black Steel Grey

The swirl may be used on backgrounds with a single key image, as long as it does not obscure or distract from the image's focal point. It should always be positioned behind key subjects.



VISUAL APPLICATION: CIRCLE

These guidelines help maintain a consistent, cohesive, and impactful brand identity across all platforms and touchpoints.

Circles should be used only when there are multiple images or groups of text to maintain consistency and ensure the design feels intentional.

Avoid using circles for a single element unless part of a broader composition involving multiple circles.

Use a minimum of 5 circles and a maximum of 6 circles in a single visual to ensure balance and harmony.

Maintain consistent spacing between circles to avoid overcrowding and create a clean, organized appearance.

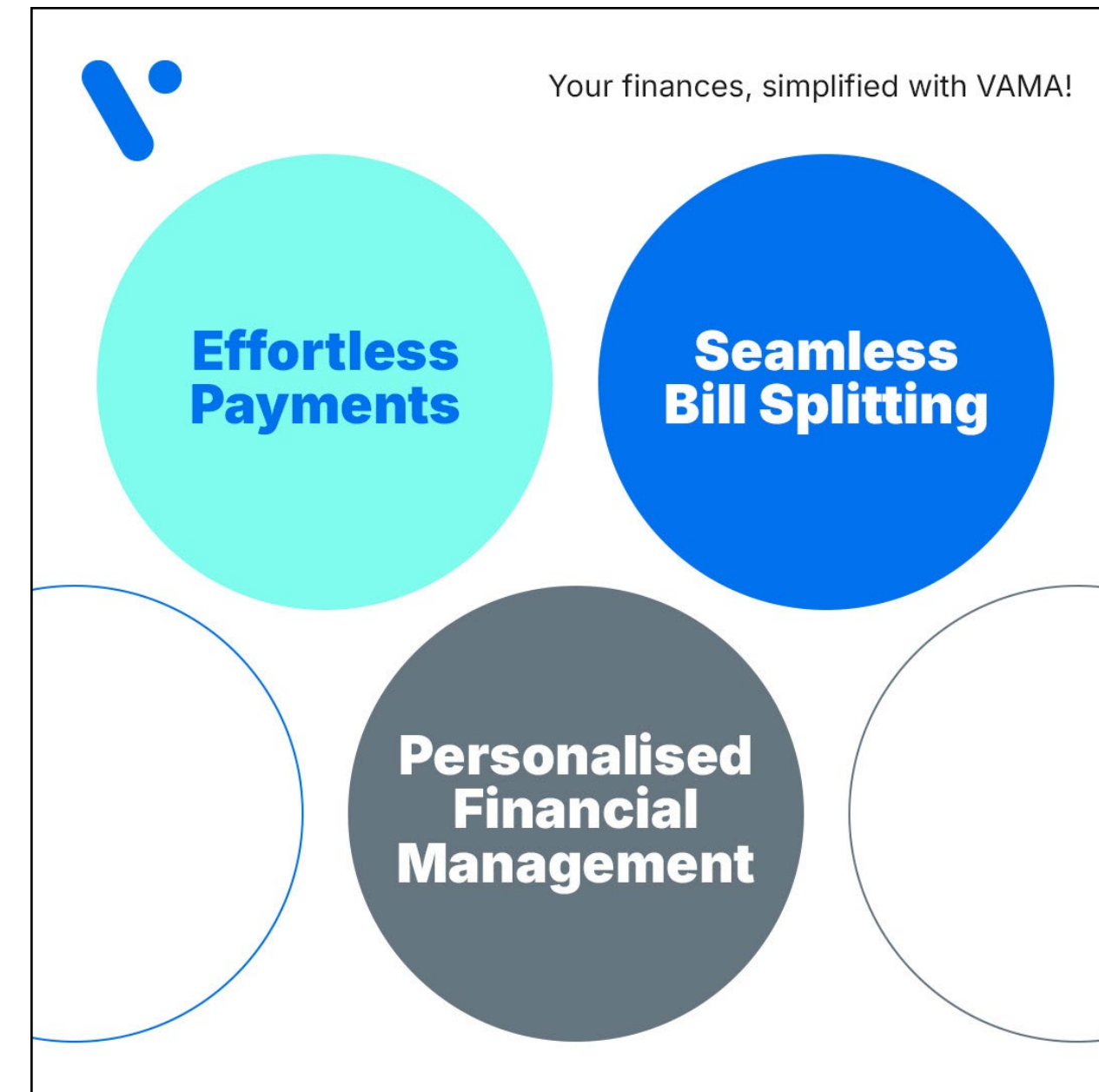


TEXT IN CIRCLES

Use clear, legible typography that fits comfortably within the circle. Avoid overloading the circle with too much text; keep it concise and focused on key points. Ensure adequate padding around the text to maintain a balanced and polished look.

IMAGES IN CIRCLES

Use high-quality visuals that are cropped or scaled to fit seamlessly within the circle. Avoid distortion or pixelation by properly adjusting image proportions. Images should align with the visual theme or message of the design.



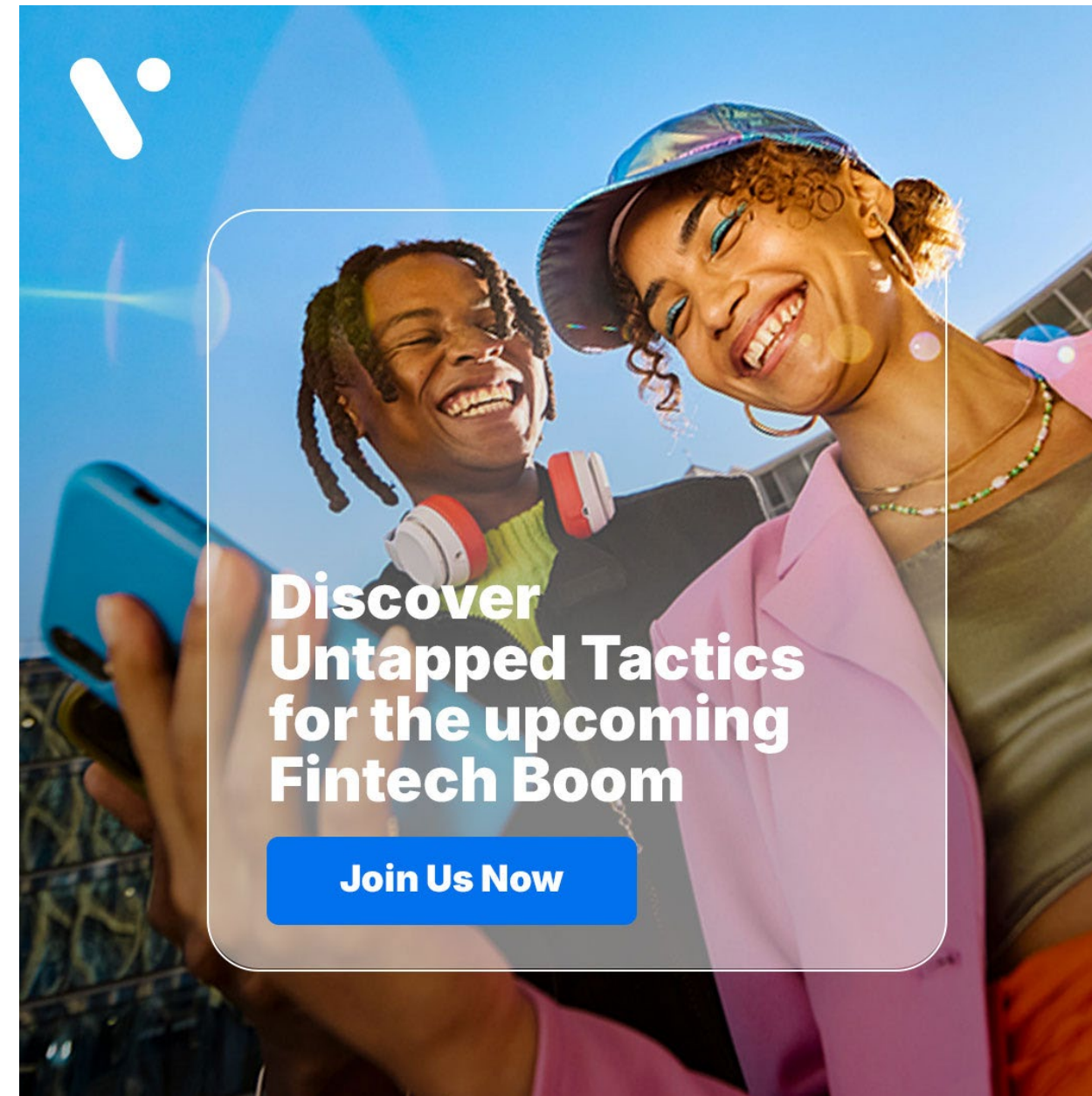
CIRCLES AS VISUAL FILLERS

For Stroke Outline Circles, apply a stroke outline to achieve a lightweight, decorative appearance. The stroke should use colors from the brand's approved color palette to ensure visual consistency throughout the design. Keep the stroke weight thin enough to maintain subtlety while remaining visible, ensuring it does not distract from key elements.

For Solid Light-Colored Circles, use light solid colors from the brand's color palette to create gentle decorative effects. These solid circles can function as background or layering elements, adding depth to the composition without overpowering the primary focal points.

TEXT APPLICATION ON BUSY BACKGROUND

When placing text on busy background images, ensure clarity and legibility by following one of the two approved methods:



1. USE A GRADIENT BOX

Apply a gradient box when text overlays detailed or high-contrast images, ideal for headlines, calls to action, or key descriptions.

The gradient should transition from 80–90% opaque white or black to fully transparent for smooth blending.

Size the box to cover only the text, avoiding unnecessary image obstruction, and add enough padding for a clean look.

Use the gradient box sparingly to maintain a professional appearance.



2. DARKEN THE BACKGROUND IMAGE

Darken the background image when text needs to be placed over a visually complex area, but the overall visibility of the image is crucial to the design.

Reduce the brightness of the background image in areas where text is placed to improve readability while preserving the overall image quality.

Ensure the overlay does not completely obscure the image's details but provides enough contrast to make the text easily readable.

ELECTRONIC MEDIA: ELECTRONIC DIRECT MAILER

Maintain a width of 1080px to ensure optimal display across various devices. The length should be flexible, adjusting based on content requirements while keeping the design visually balanced and easy to read.

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Header in Inter Black

Your body copy goes here in Inter Regular. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque tempor enim massa, eget semper lacus tincidunt in.

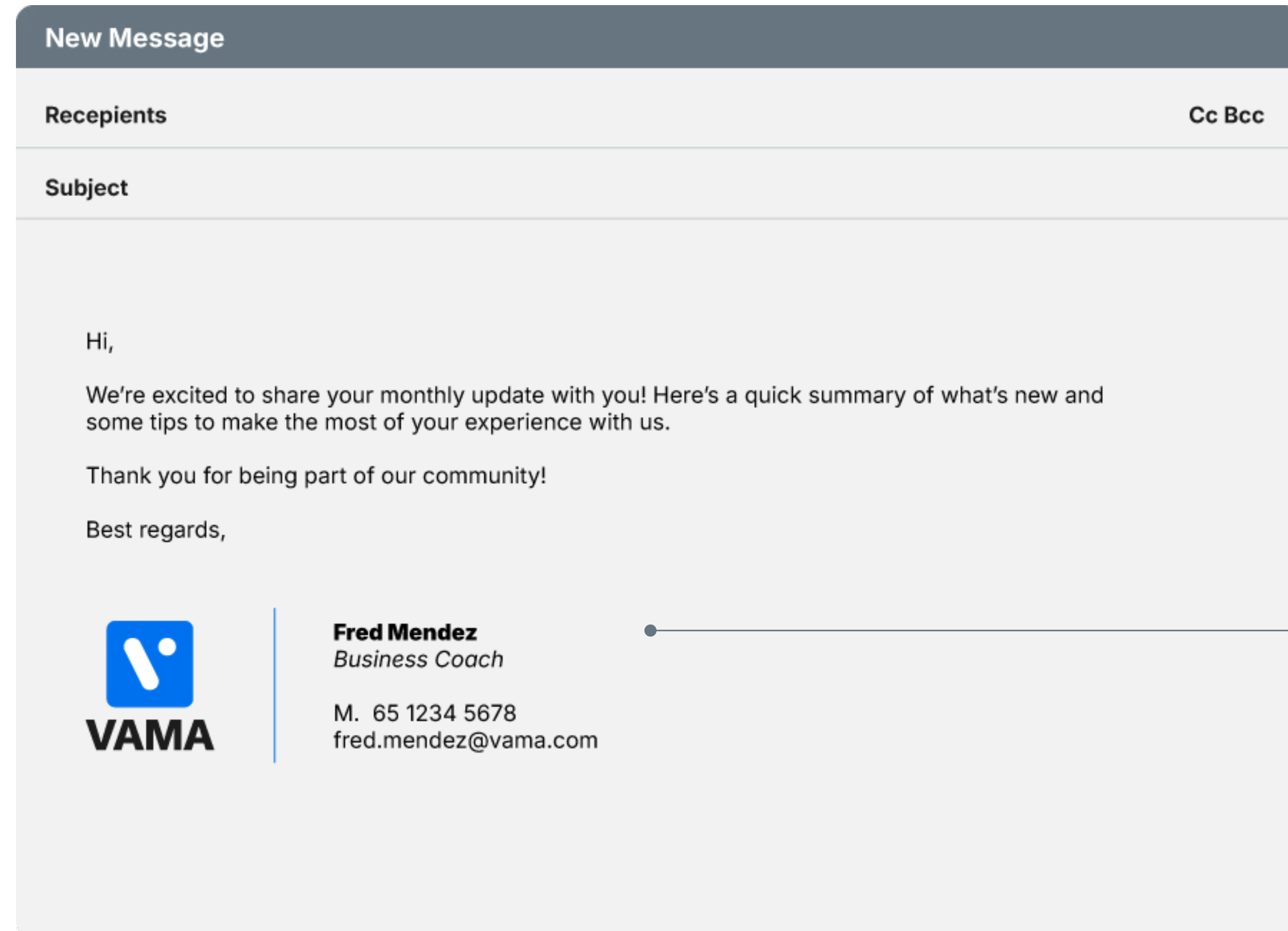
Aenean sodales, orci vel tincidunt accumsan, nulla tellus dapibus ipsum, sodales congue lacus erat at risus. Praesent interdum erat nec arcu tincidunt convallis.

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ELECTRONIC MEDIA: EMAIL SIGNATURE

The visuals provided in the following pages serve as templates only, with approximate sizes for reference. To ensure brand consistency, always adhere to these guidelines. A soft copy of the template should be obtained from the Communications team for accurate usage and application.

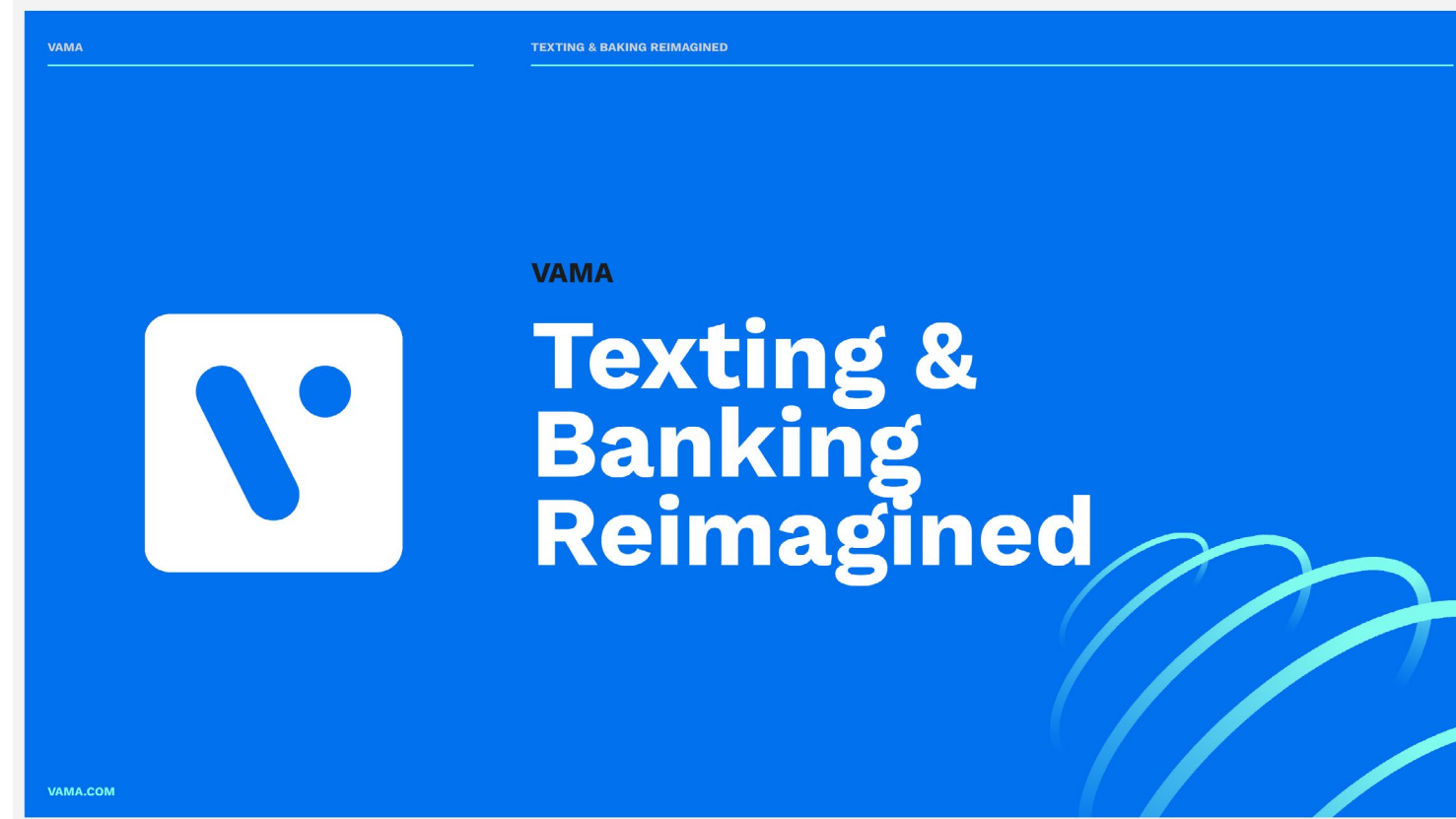


Name: Inter Black
Title: Inter Italics
Mobile: Inter Regular
Email: Inter Regular

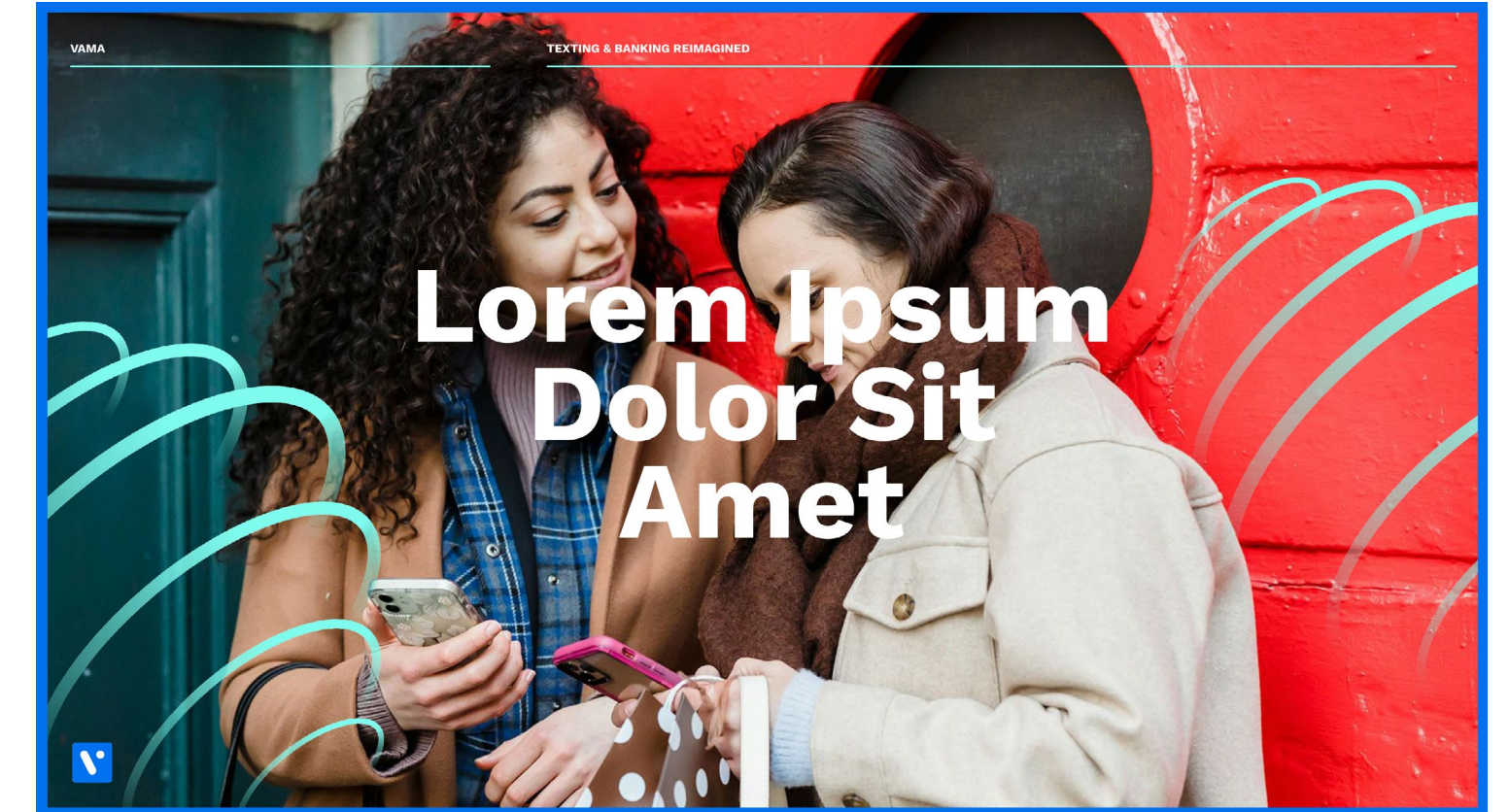
ELECTRONIC MEDIA: POWERPOINT TEMPLATE

The visuals provided in the following pages serve as templates only, with approximate sizes for reference. To ensure brand consistency, always adhere to these guidelines. A soft copy of the template should be obtained from the Communications team for accurate usage and application.

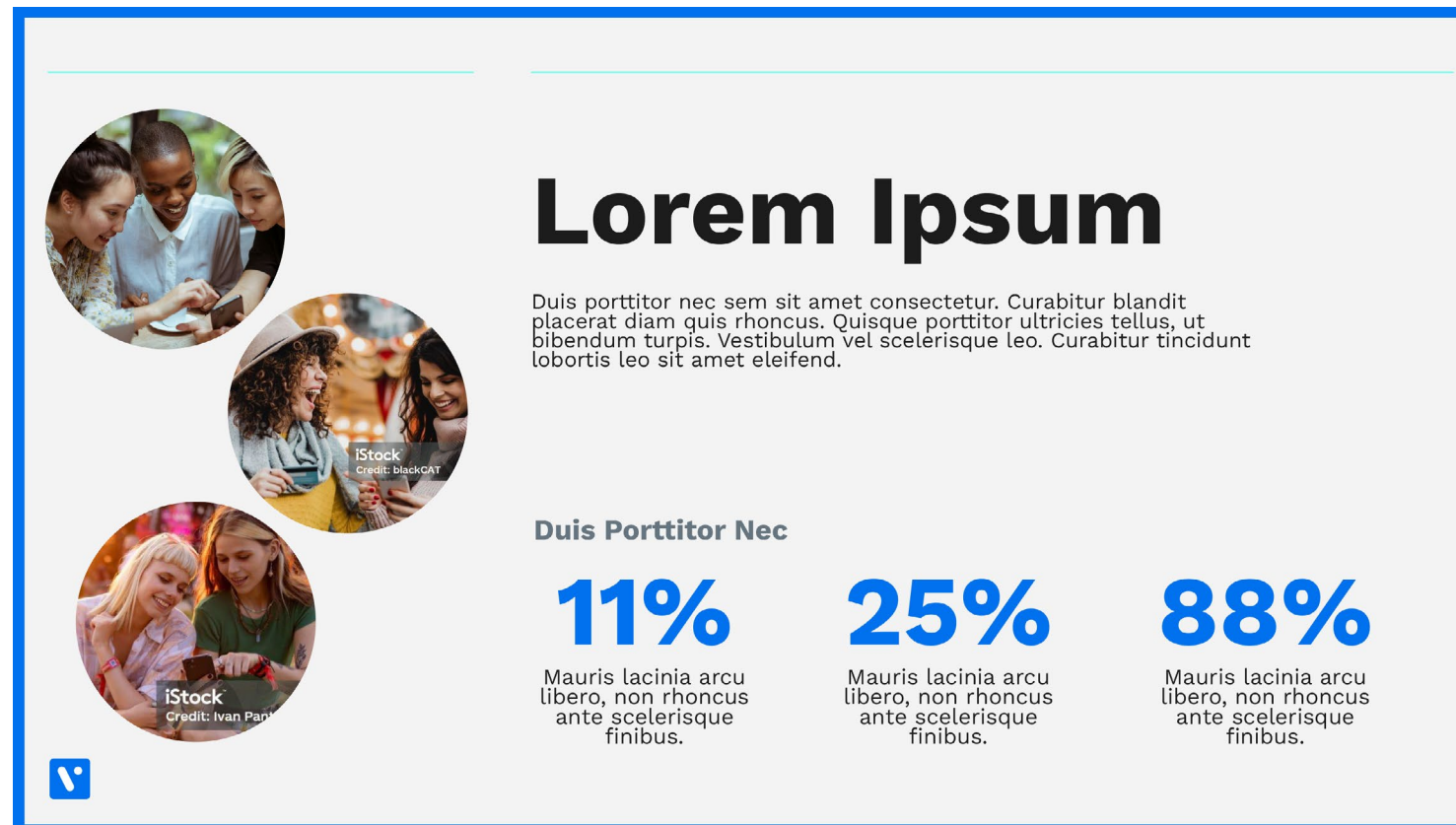
The photography featured in this guide is for illustrative purposes only and is not intended for commercial use. When using commissioned or sourced photography for commercial purposes, always secure the necessary copyright permissions.



Cover Slide



Divider Slide



Master Slide

| COMPANY | ANGEL INVESTORS | IPO INVESTORS |
|---------|-----------------|---------------|
| XXX | 1,234,567% | 88% |
| XXX | 1,234,567% | 88% |
| XXX | 1,234,567% | 88% |
| XXX | 1,234,567% | 88% |
| XXX | 1,234,567% | 88% |
| XXX | 1,234,567% | 88% |
| XXX | 1,234,567% | 88% |

Table Slide

ELECTRONIC MEDIA: ZOOM VIRTUAL BACKGROUND

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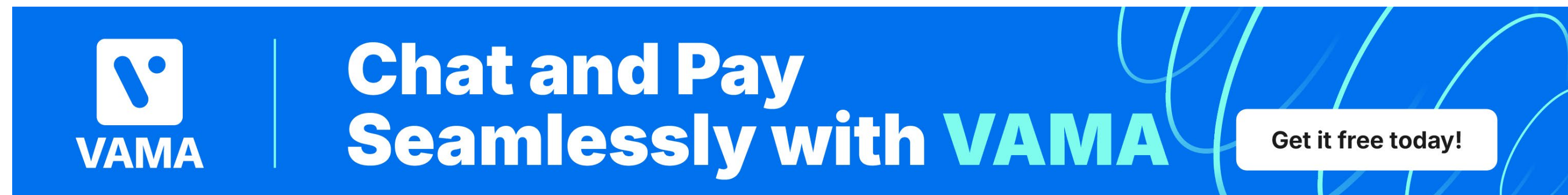
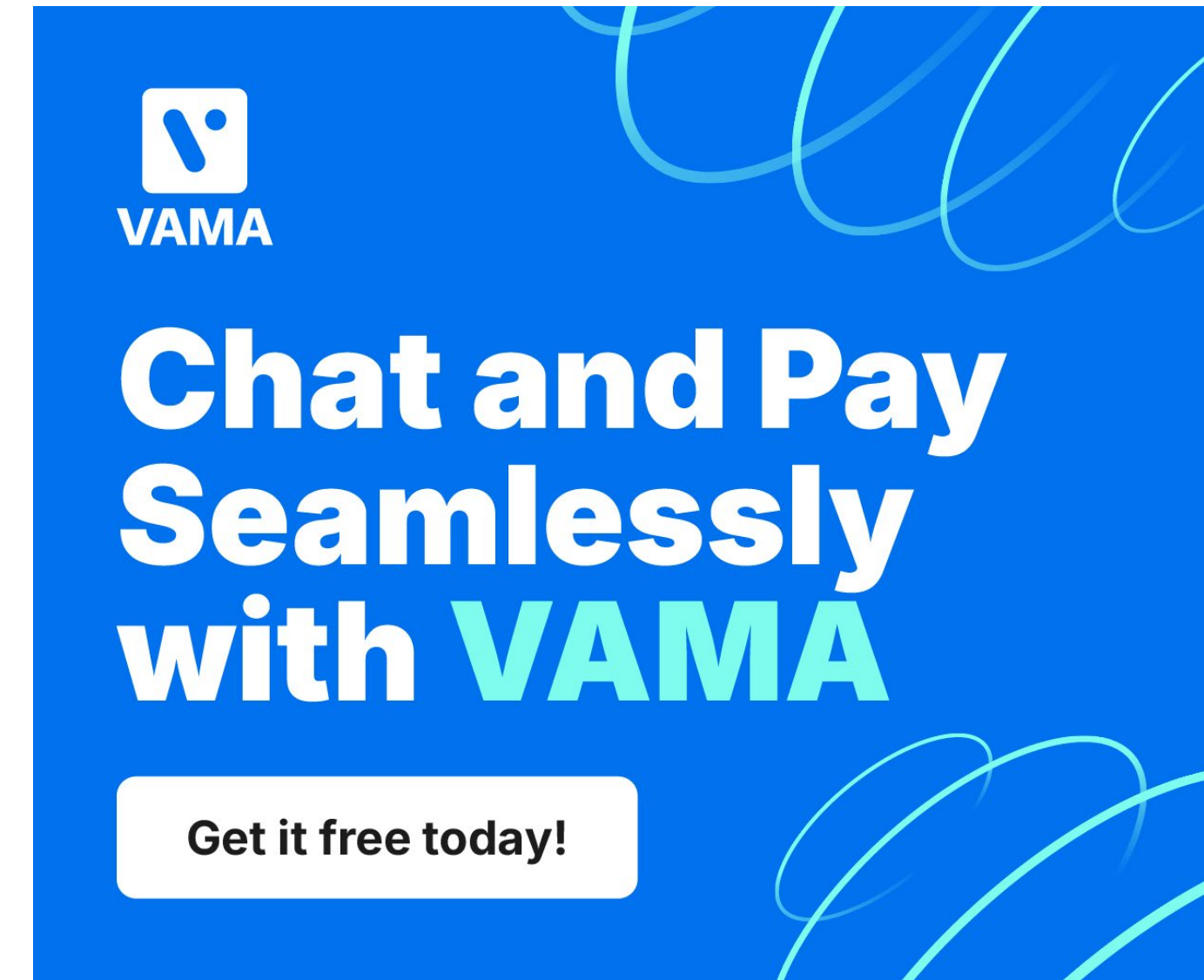


ADVERTISING SYSTEM: DIGITAL BANNER

For digital banner ads, always use the full version logo to ensure strong brand presence and recognition.

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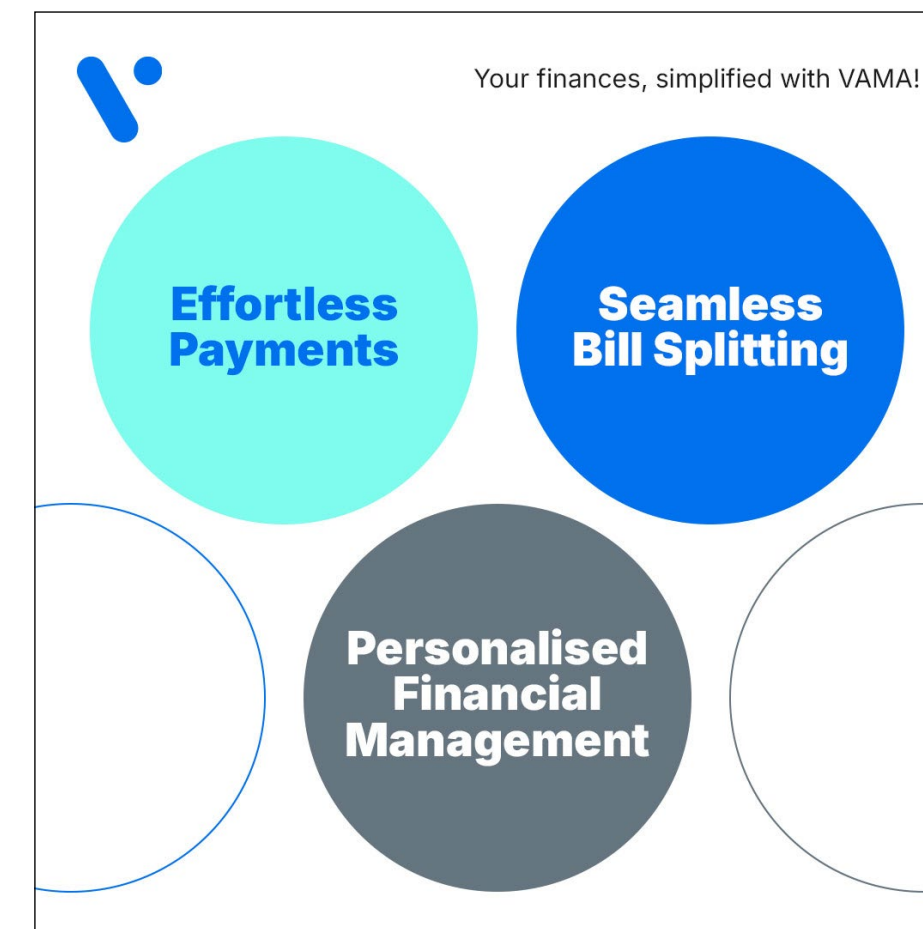
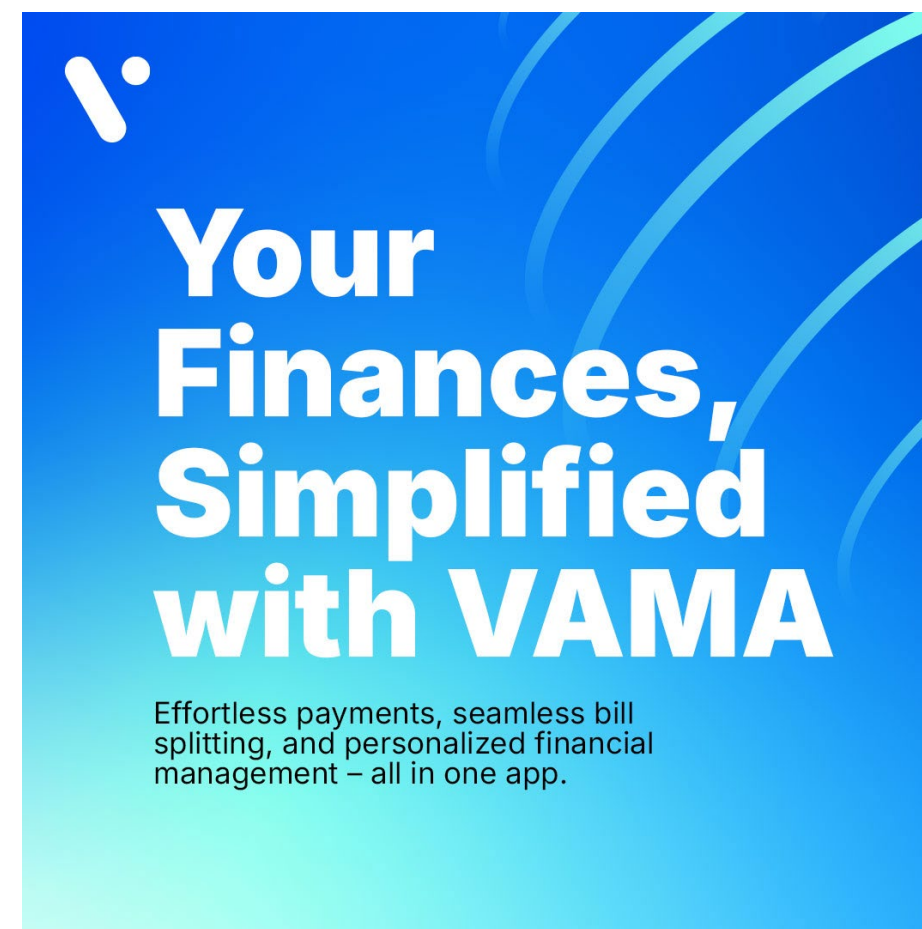
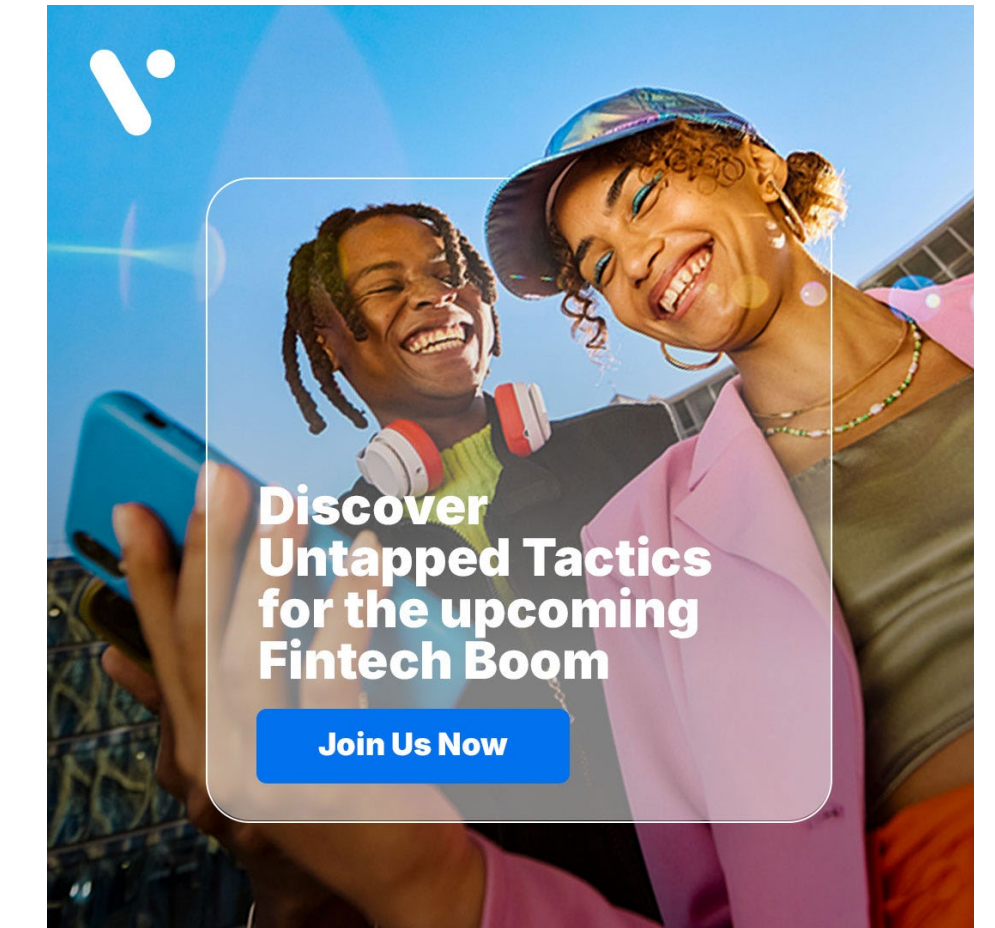
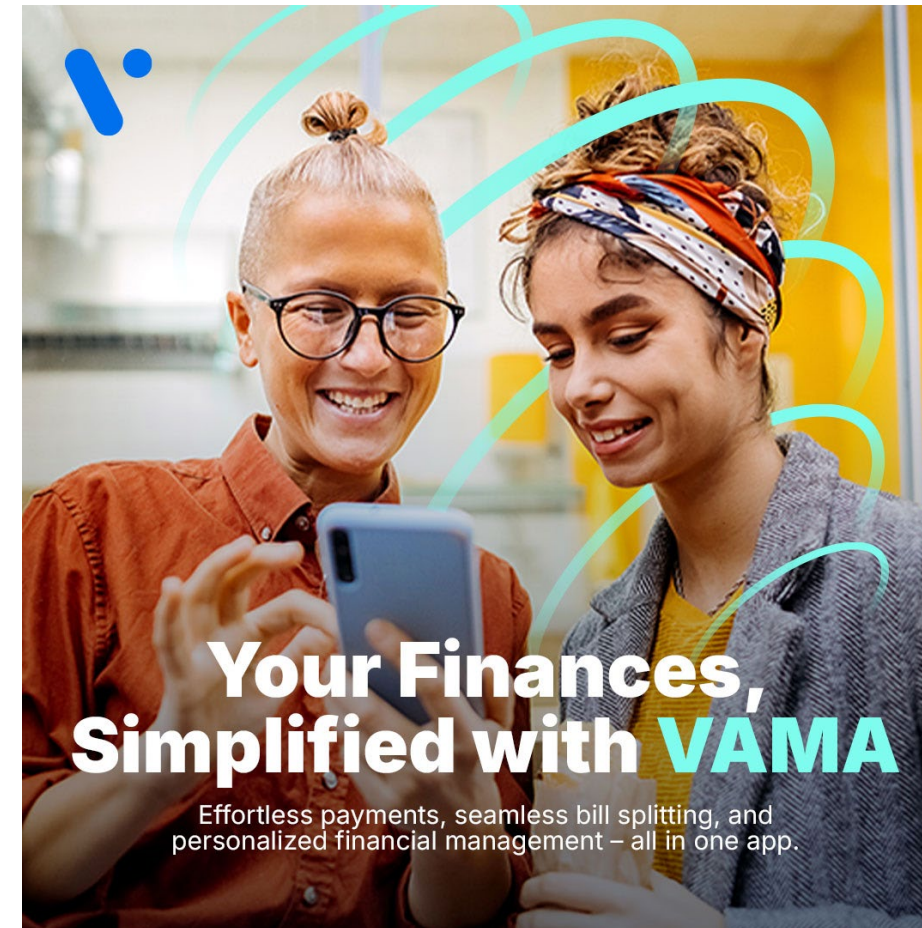


ADVERTISING SYSTEM: SOCIAL MEDIA

For social media posts, always use the symbol logo instead of the full version. Since the posts are published on the brand's own platform, brand recognition is already established, making the full logo unnecessary.

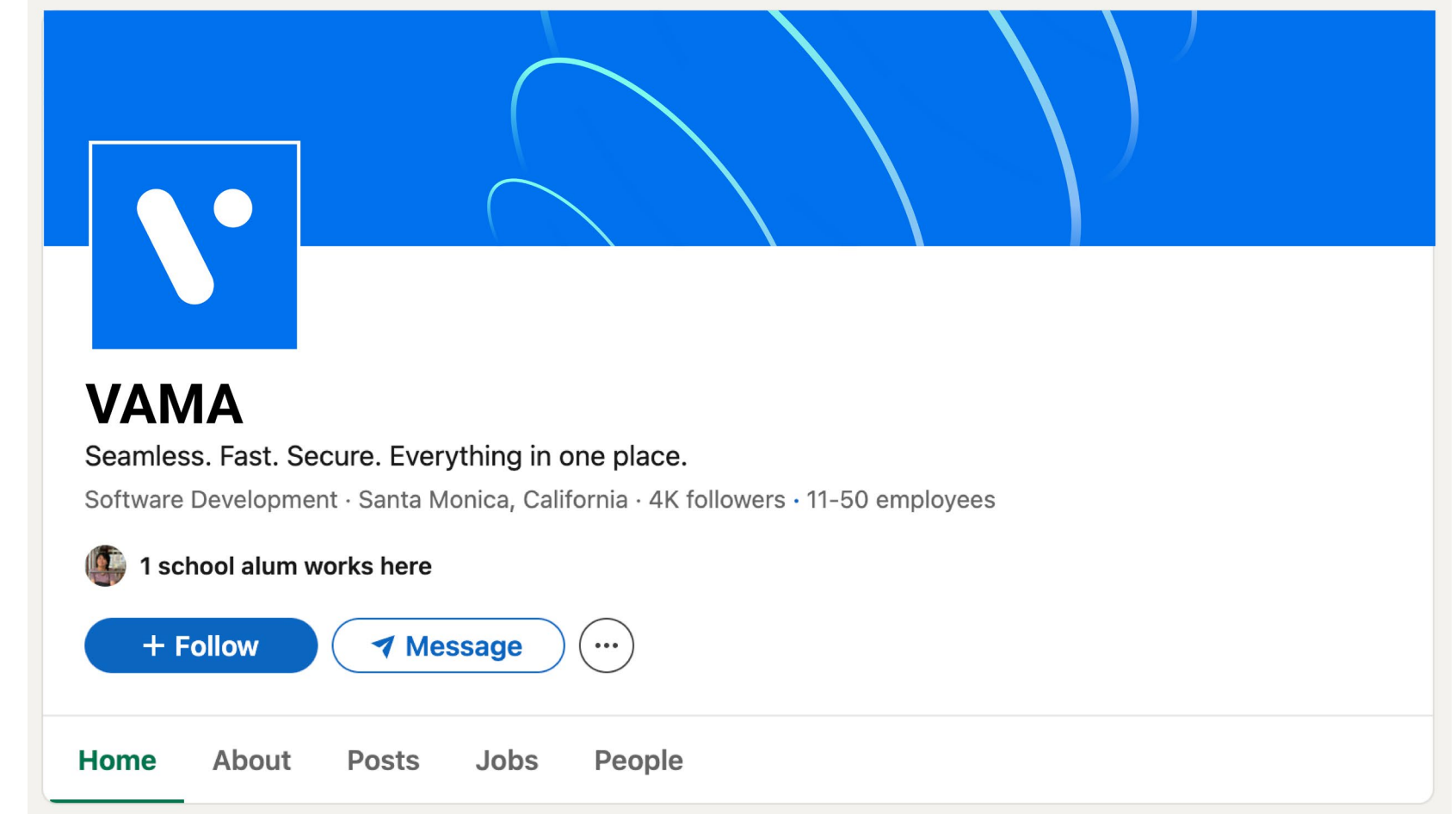
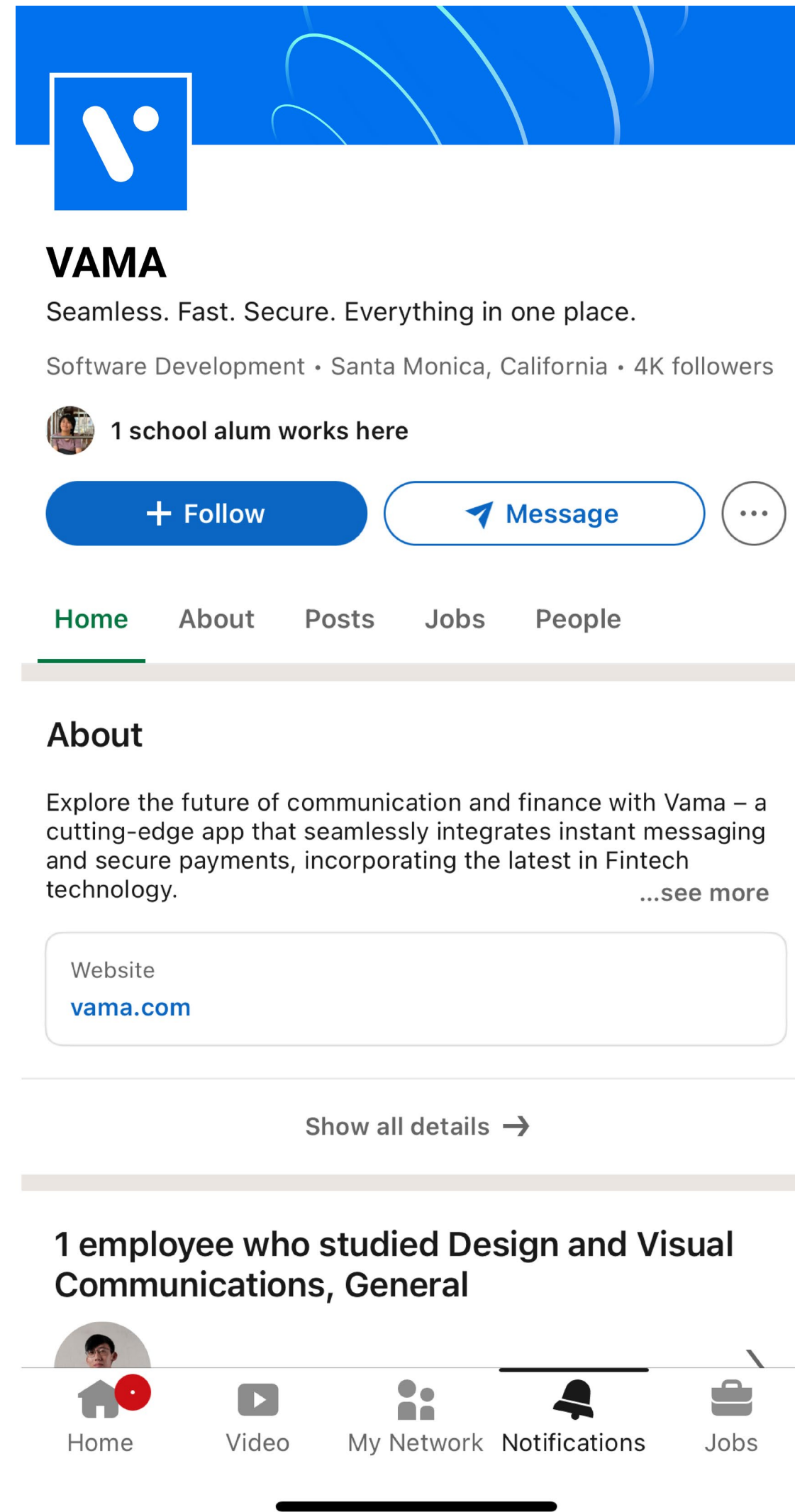
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ADVERTISING SYSTEM: SOCIAL MEDIA

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LANDING PAGE

These guidelines help enhance user experience and increase conversion rates.

CONTENT #1

This content should serve as the main call-out for the event, highlighting key details in a brief and engaging manner.

1 LOGO

- Use the full version logo.
- Apply the specified color variation.
- Center-align the logo at the top of the landing page.

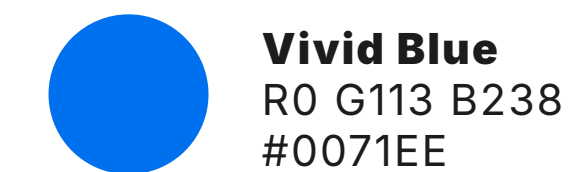


2 BACKGROUND AND TEXT

- Use image backgrounds to draw attention, create an emotional connection, and align with the main website's branding, enhancing engagement and guiding users seamlessly.
- Reduce the brightness of the background image to ensure text visibility. Text on image backgrounds should be in white and center-aligned.

3 CTA BUTTON

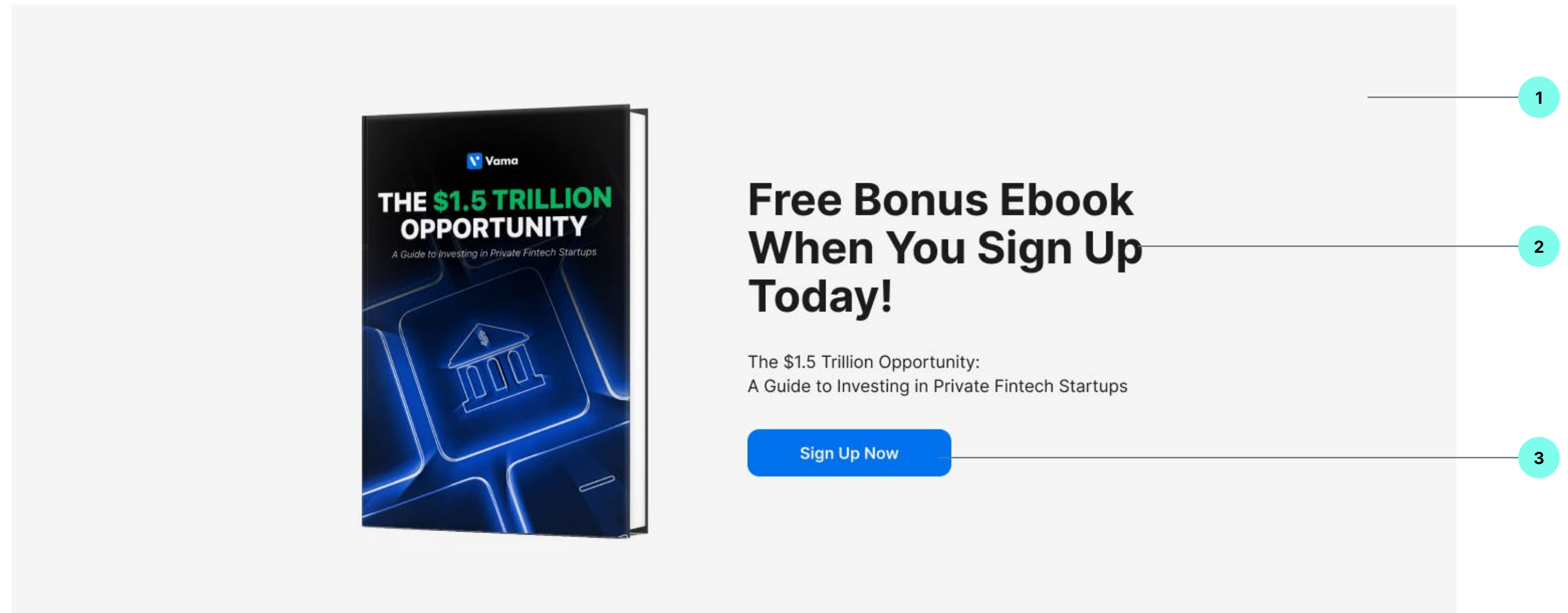
- CTA buttons should be in Vivid Blue to stand out against the background image. Center-align the button.



LANDING PAGE

CONTENT #2

This content should highlight free items for sign-ups, creating an enticing offer to attract and engage viewers.



1 BACKGROUND

Always use Off-White background after the image background segment to create contrast between sections.



2 TEXT

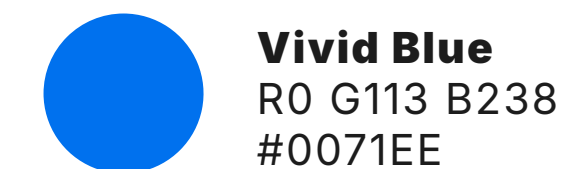
Text on Off-White backgrounds should be in Neutral Black and left-aligned.



3 CTA BUTTON

Ensure CTA buttons are strategically placed for maximum engagement and visibility.

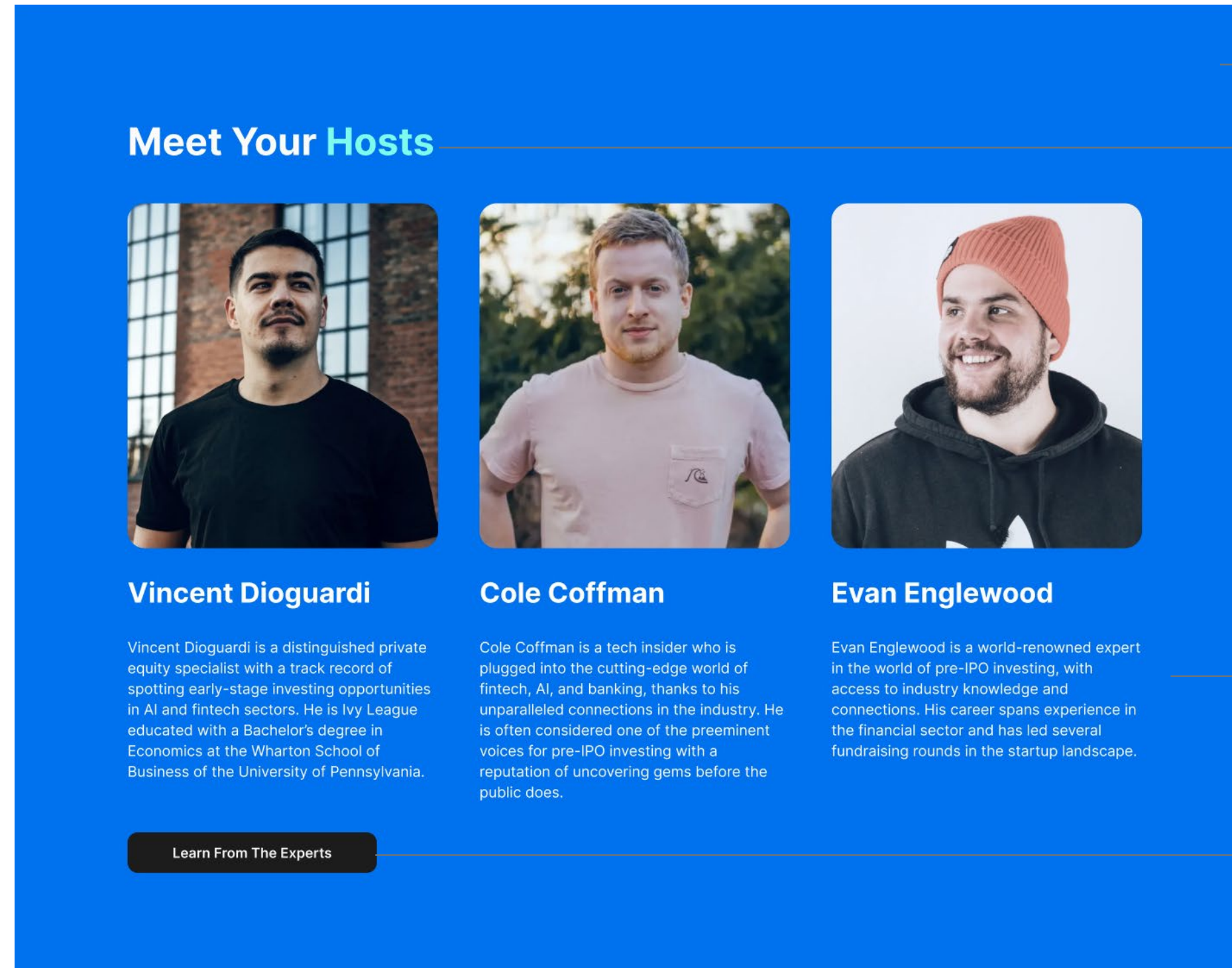
CTA buttons should be in Vivid Blue against Off-White background.



LANDING PAGE

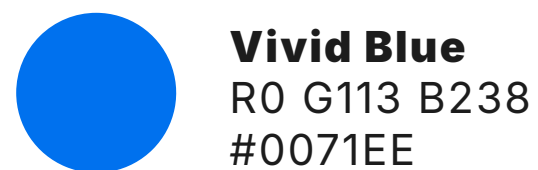
CONTENT #3

This content should focus on the hosts of the event, providing engaging details about their expertise and role to build connection and trust with the audience.



1 BACKGROUND

Always use either Vivid Blue or Neutral Black background after Off-White background segment to create contrast between sections.



2 TEXT

Always use white text on Vivid Blue and Neutral Black background to create contrast and enhance readability.

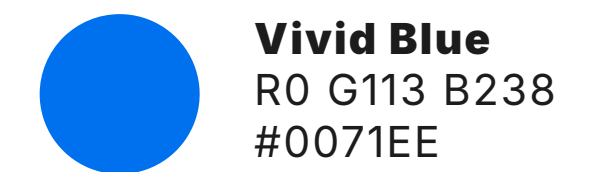
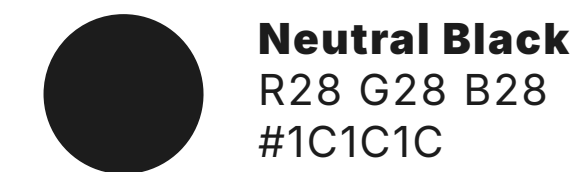
You may use Glacial Blue text to highlight text.



3 CTA BUTTON

Ensure CTA buttons are strategically placed for maximum engagement and visibility.

Buttons should be either Neutral Black against Vivid Blue background or Vivid Blue against Neutral Black background.




LANDING PAGE

CONTENT #4

This content should highlight success stories of investors, showcasing real-life examples to inspire and build credibility for the event.

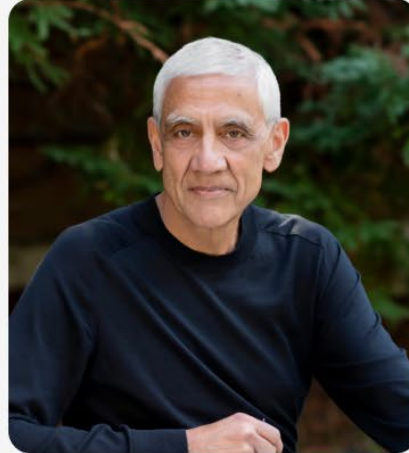
THE POTENTIAL OF SUCCESSFUL PRE-IPO INVESTING

Famous Success Stories of Silicon Valley Investors Who Made Bold Bets on Private Startups




Sam Altman

Sam Altman, an OpenAI co-founder, is worth \$2 billion, according to Bloomberg Billionaire Index Fund. However, he holds zero stake in OpenAI. He built most of his wealth by acquiring private shares in startups while working at Y Combinator and beyond. His pre-IPO stakes included Stripe, Airbnb and Reddit.




Vinod Khosla

Vinod Khosla, a Silicon Valley venture capital superstar, invested \$1 million in Instacart at Y Combinator Demo Day in 2012. That stake turned into hundreds of millions of dollars, according to Bloomberg. He was also the first VC to invest in OpenAI's seed funding round, with a current stake worth billions of dollars.



Jason Calacanis

Jason Calacanis, a bartender's son from blue-collar Brooklyn, invested his \$25,000 into a little-known app called Uber. That stake turned into a \$100+ million stake, according to the New York Times.



Arthur Rock

Arthur Rock, "capital," invested at \$5 million. \$225 billion. Apple and the Apple's IPO.

They are examples of past successes by other investors. Investing can be risky, and no success is guaranteed.

[Learn More](#)

1 BACKGROUND

Always use an Off-White background after Vivid Blue or Neutral Black background segment to create contrast between sections.



2 TEXT

Text on Off-White backgrounds should be in Neutral Black and left-aligned.



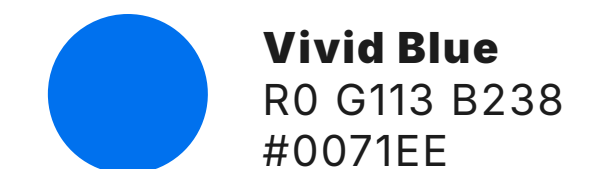
3 STORIES

The success stories segment is presented in a carousel format to reduce scrolling and ensure consistency with the main website's design.

4 CTA BUTTON

Ensure CTA buttons are strategically placed for maximum engagement and visibility.

CTA buttons should be in Vivid Blue against Off-White background.



LANDING PAGE

CONTENT #5

This content should outline what attendees will learn and the key takeaways from the event, emphasizing the value and benefits of participation.

What You Will Learn During The Online “\$1.5 Trillion Fintech Takeover” Event?

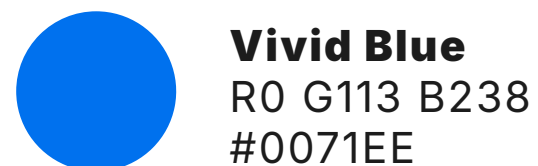
Designed for accredited investors, the ultimate pre-IPO investing event reveals the strategies of Silicon Valley insiders to invest in private fintech startups during the \$1.5 trillion fintech takeover.

At this groundbreaking event, you will...

- **Learn how to take your first step to invest in the upcoming \$1.5 trillion fintech takeover.** Boston Consulting Group predicts a six-fold fintech revenue growth to \$1.5 trillion by 2030.
- **Learn why fintech is poised to take over the traditional banking industry.** For example, McKinsey’s research shows that fintech revenues are expected to grow ~3x faster than those in the traditional banking sector between 2023 and 2028.
- **How to get in the boom while it’s early.** In 2022, fintechs accounted for only 5% of the global banking sector’s net revenue. (In other words, it is still early to get in!)
- **Claim closely guarded investing secrets of Silicon Valley insiders.** Learn an easy roadmap to start investing in private startups like Sam Altman, Vinod Khosla, and Jason Calacanis.

1 BACKGROUND

Always use either Vivid Blue or Neutral Black background after Off-White background segment to create contrast between sections.



2 TEXT

Always use white text on Vivid Blue and Neutral Black background to create contrast and enhance readability.

You may use Glacial Blue text to highlight text.



3 DIVIDER LINE

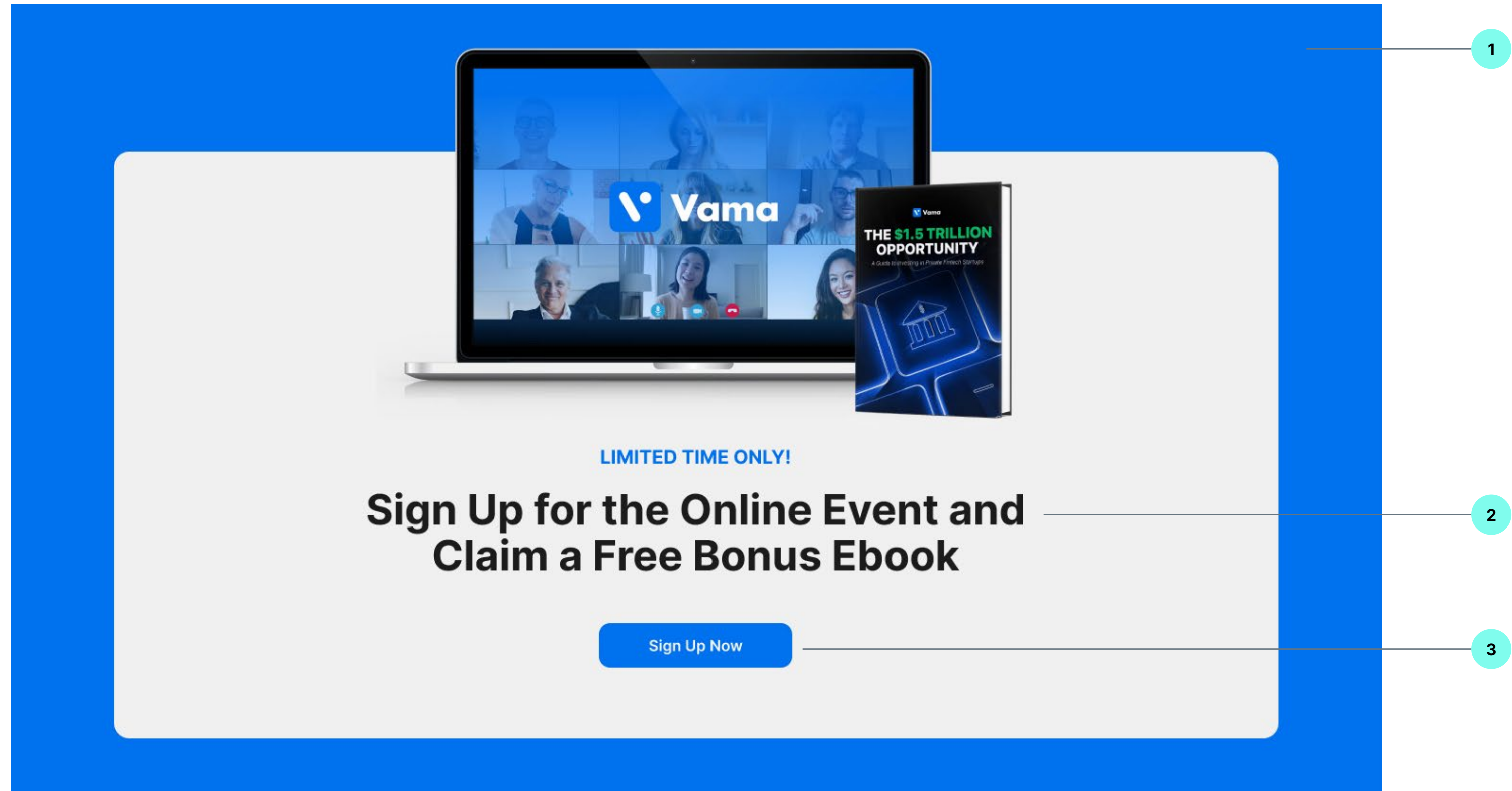
Use a divider line in Glacial Blue to separate each pointer, ensuring a clean and visually appealing layout.



LANDING PAGE

CONTENT #6

This content should emphasize the event and free giveaways, highlighting the “limited time only” offer to create urgency and encourage immediate action.



1 BACKGROUND

Use a shared continuous background color to visually connect content #5 & #6. This creates a smooth flow and ties them together.

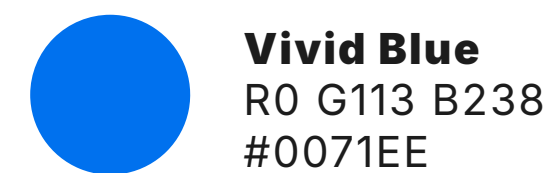
Add an Off-White box around Content #6.



2 TEXT

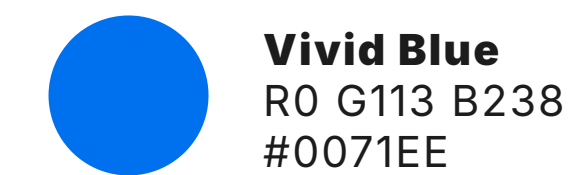
Text on Off-White backgrounds should be in Neutral Black and left-aligned.

You may use Vivid Blue text for subheaders.



3 CTA BUTTON

CTA buttons should be in Vivid Blue against Off-White background.



LANDING PAGE

CONTENT #7

This content should highlight a powerful quote from an industry-famous person, making it a standout feature to inspire and engage the audience.



1

2

1 BACKGROUND

Use the writer's photo as a high-quality background with a subtle overlay for readability, and place the quote prominently in the foreground. Highlight key phrases for emphasis and include the writer's name and role above the quote to enhance credibility.

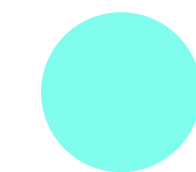
Reduce the brightness of the background image to ensure text visibility.

2 TEXT

Text on image backgrounds should be in white. You may use Glacial Blue to highlight text.



White
R0 G0 B0
#FFFFFF



Glacial Blue
R127 G252 B238
#7FFCEE

LANDING PAGE

CONTENT #8

This content should present stats and graphs to showcase research, providing credibility and valuable insights to support the event's message.



1

2

3

1 BACKGROUND

Always use Off-White background after the image background segment to create contrast and enhance readability.

Off-White
R252 G252 B252
#FCFCFC

2 TEXT

Text on Off-White backgrounds should be in Neutral Black and center-aligned.

Neutral Black
R28 G28 B28
#1C1C1C

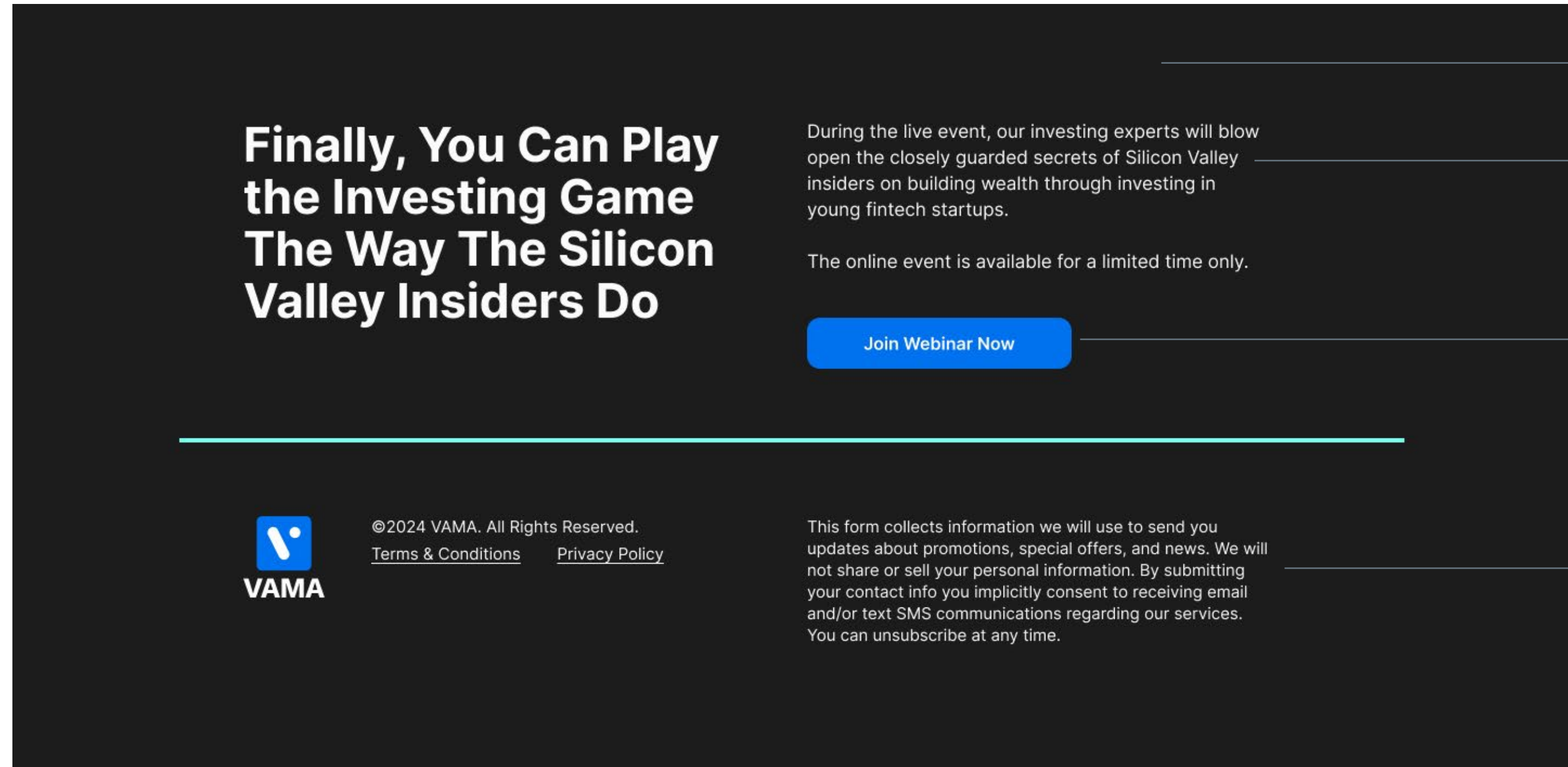
3 STATS & GRAPHS

Stats and graphs should be presented in a carousel format for an interactive and streamlined viewing experience.

LANDING PAGE

CONTENT #9

The final segment, should emphasize the strongest takeaways from the event, leaving a powerful and lasting impact on the audience, ending it with a footer.



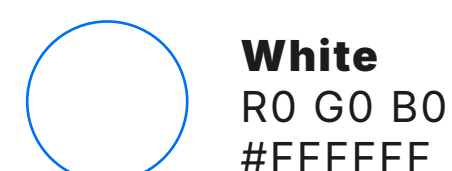
1 BACKGROUND

Always use Neutral Black background for the last segment.



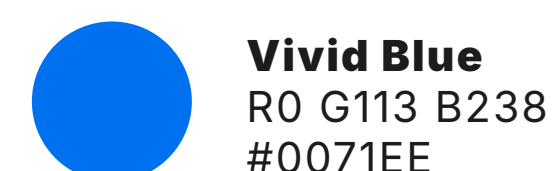
2 TEXT

Text on Neutral Black background should be in white and left-aligned.



3 CTA BUTTON

CTA buttons should be in Vivid Blue against Neutral Black background.



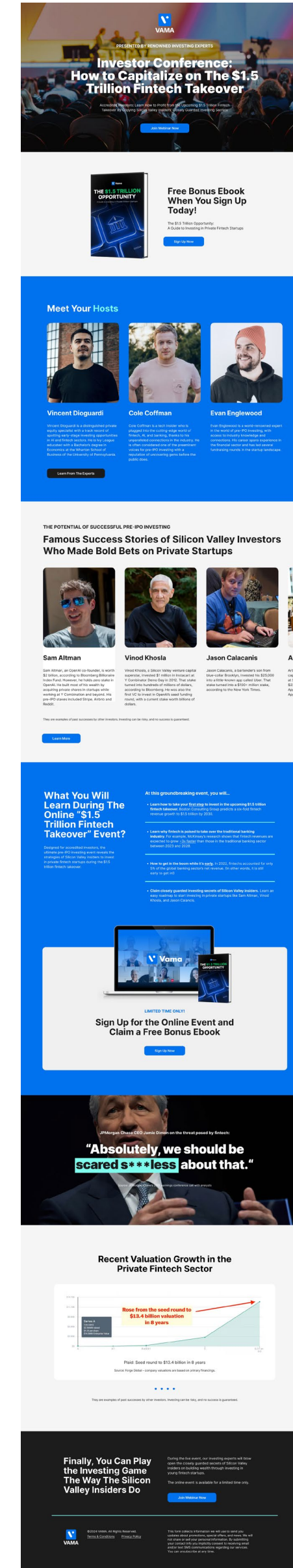
4 FOOTER

The footer should include the following:
 Logo: Display the full version of the logo.
 Copyright Notice: Include the current year and "All rights reserved."
 Links: Provide links to the Terms & Conditions and Privacy Policy.
 Disclaimer: Include disclaimer.

LANDING PAGE

OVERVIEW

Each section should transition smoothly, maintaining consistent design elements like fonts, colors, and spacing. The user journey should feel intuitive, guiding them towards the CTA without distractions.



OFFICE COLLATERALS T-SHIRT



Front



Side



Back

OFFICE COLLATERALS HOODIE



Front



Back

OFFICE COLLATERALS CAP



Front



Back

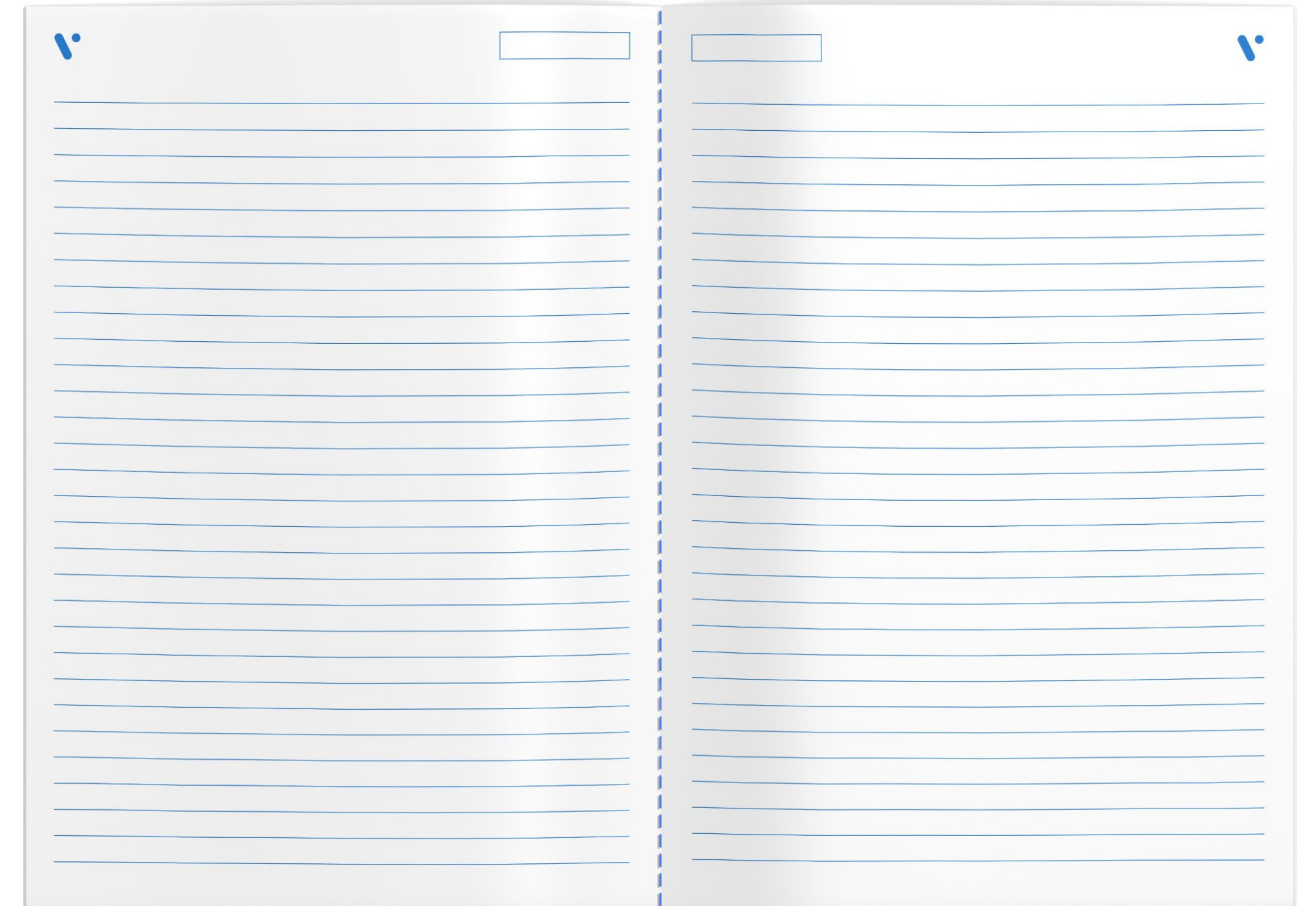
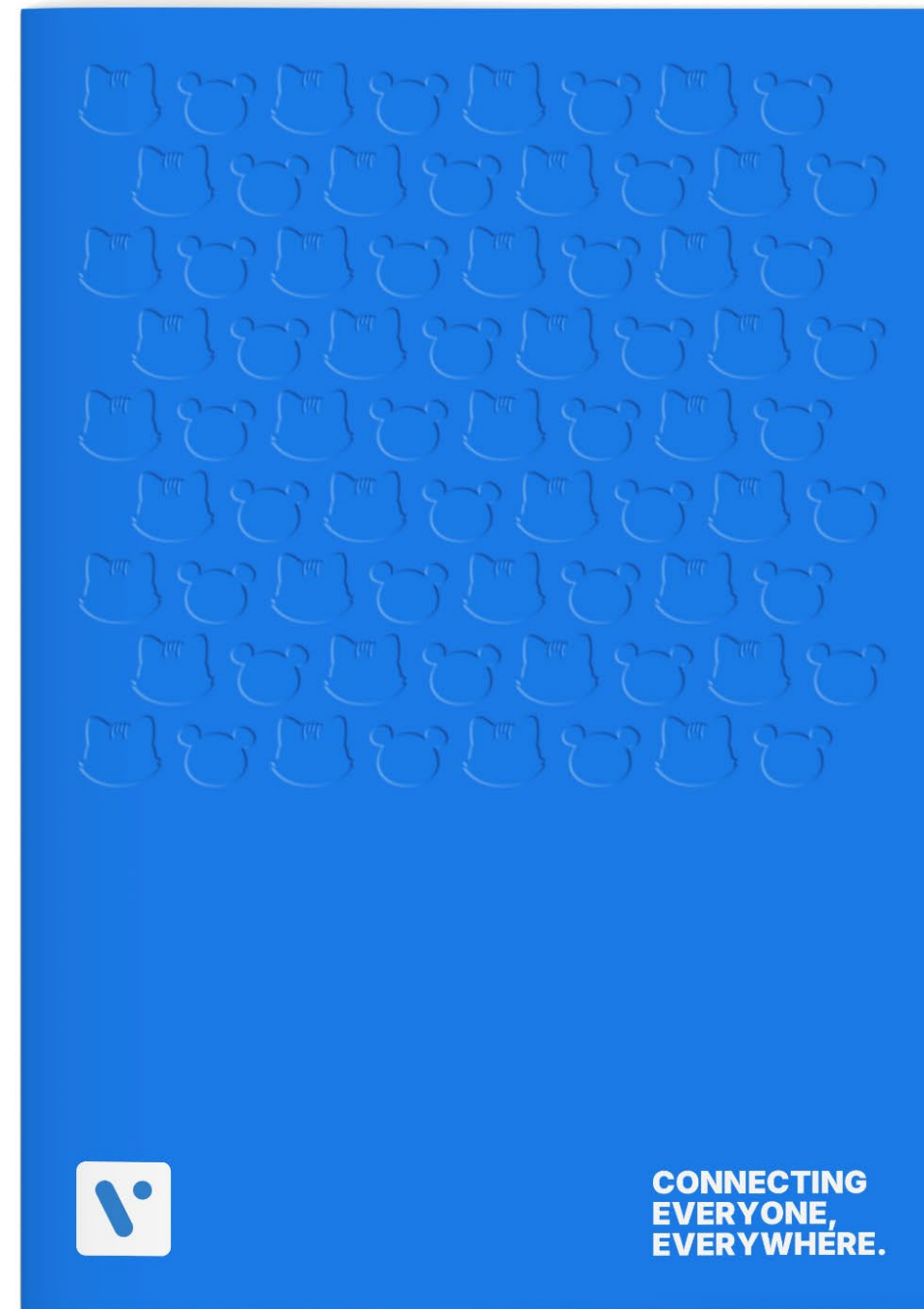


Side

OFFICE COLLATERALS BACKPACK



OFFICE COLLATERALS NOTEBOOK



OFFICE SPACE



RECEPTION

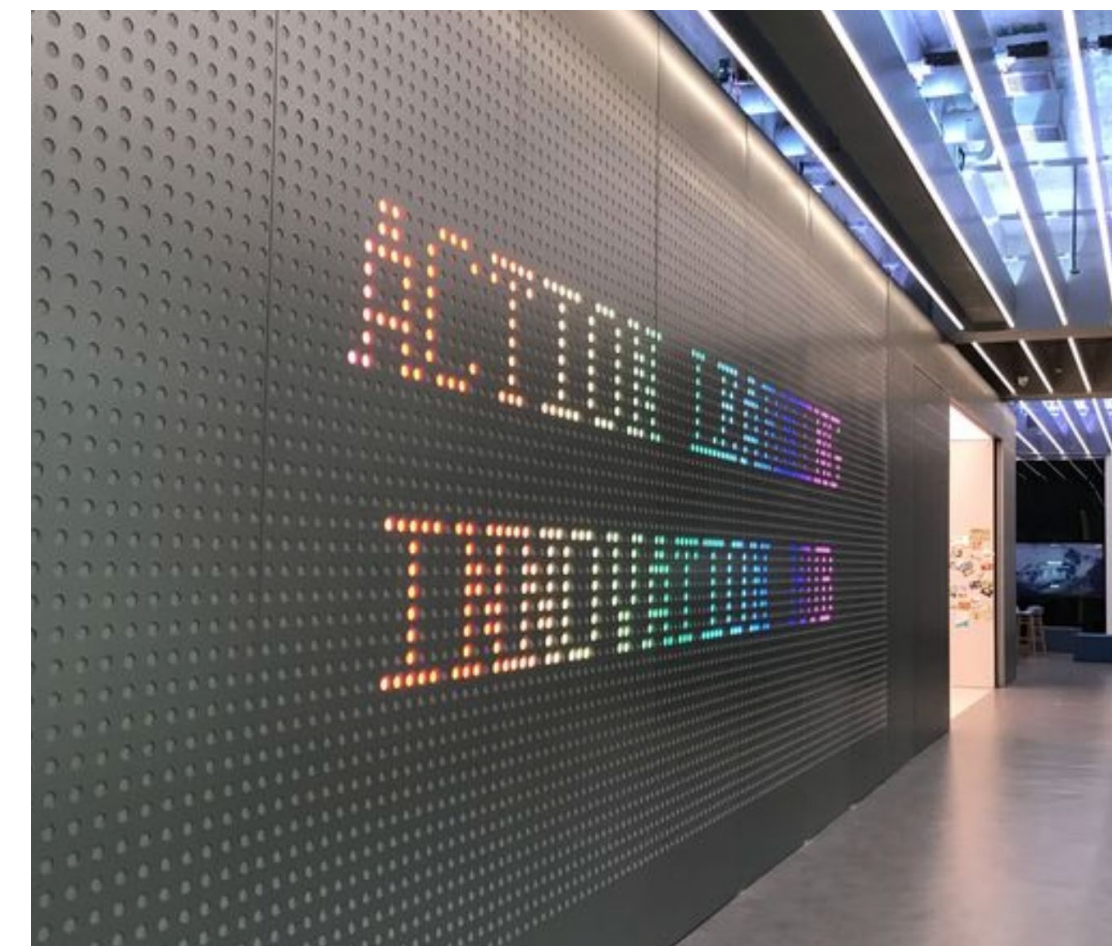
The digital reception table displays subtle, flowing swirl animations.

Changeable Display: The visuals are customizable, allowing the content to be adjusted based on themes, branding updates, or seasonal changes.



DIRECTIONAL SIGNAGE

Lighted digital directional signage display.



WALL DISPLAY

Lighted digital wall with brand tagline "CONNECTING EVERYONE, EVERYWHERE."