approvely

Approvely Brand
Guidelines

The Core

When we say we'll get you accepted by banks, we mean it. Stand by your word and deliver on your promises. Our clients are technical and operate in high-risk industries, that's why our work must be based on transparency and integrity. We are not just a service, we're a partner you can depend on.

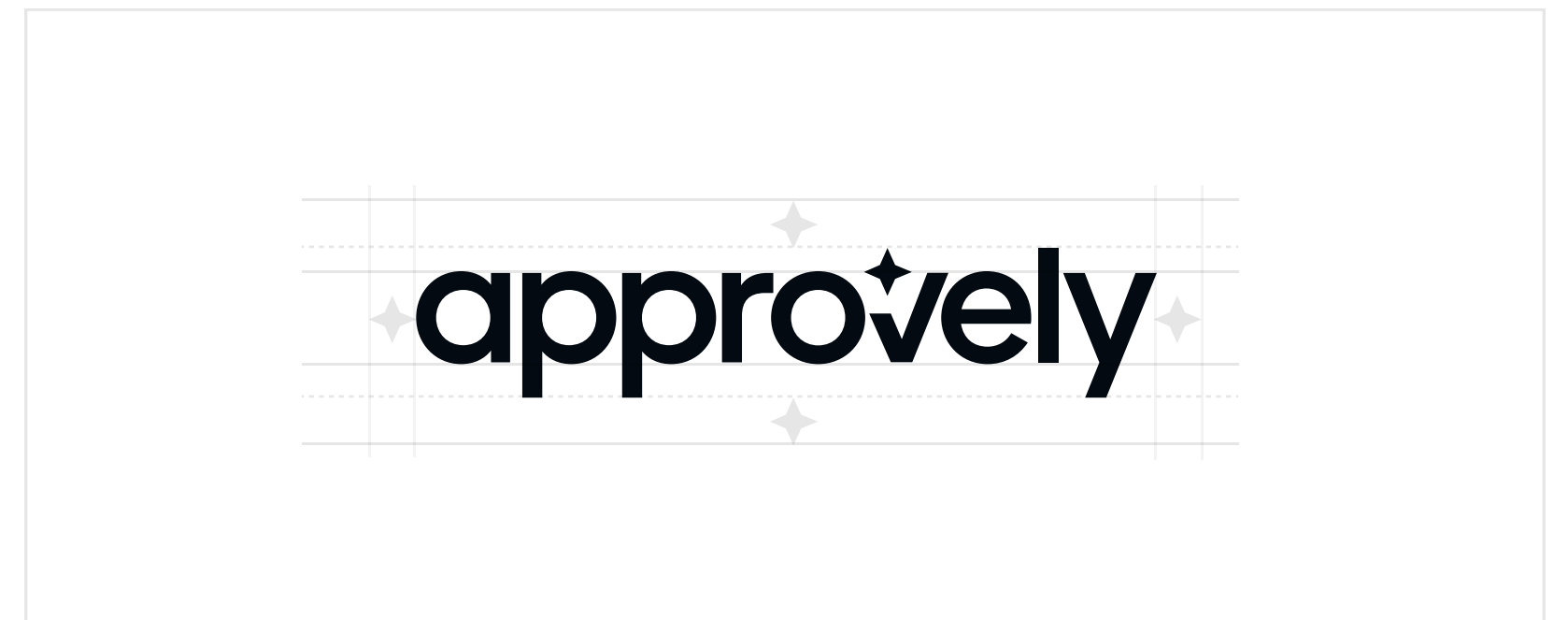| Trustworthy	Flexible	Agile	Reliable
Energetic	Excellent	Aware	Thorough

The Logo

The logo is an integral part of Approvely's visual identity. The checkmark-star combination symbolizes excellence, approachability and completion, while also providing the main pillar and inspiration for the graphic language which surrounds the brand.

MAIN LOGO IS DESIGNED TO BE LEGIBLE ON BOTH DARK AND LIGHT BACKGROUNDS.

WHEN PRESENTING THE LOGO, MAKE SURE IT IS GIVEN PROPER SPACING BETWEEN OTHER DESIGN ELEMENTS. WE USE THE APPROVELY STAR FOR MEASUREMENT.

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Logomark

The logomark/icon should be used in cases where we need to showcase the identity in a confined space. We should still strive to showcase the full logo whenever we're in a situation where Approvely branding is not present or familiar.
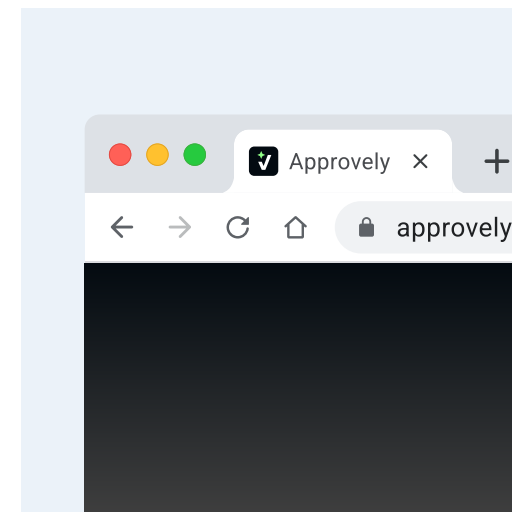

PRIMARY

SECONDARY
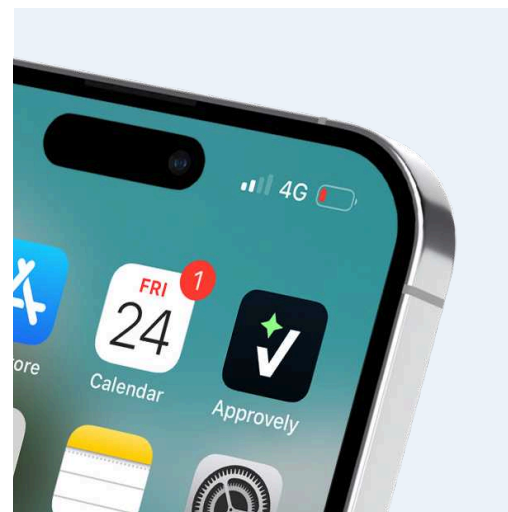
APP ICON

FAVICON

Logo colors

The core color identity of our brand gives us many use cases. We use dark or light variant to provide contrast. Changing the color of the star to brand green is acceptable and encouraged on darker backgrounds.

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Logo over imagery

Using the logo over imagery should always be focused on providing contrast. Dark logo on lighter image, and vice-versa. Using gradient fills over the image is also acceptable when we need to provide legibility of the logo.
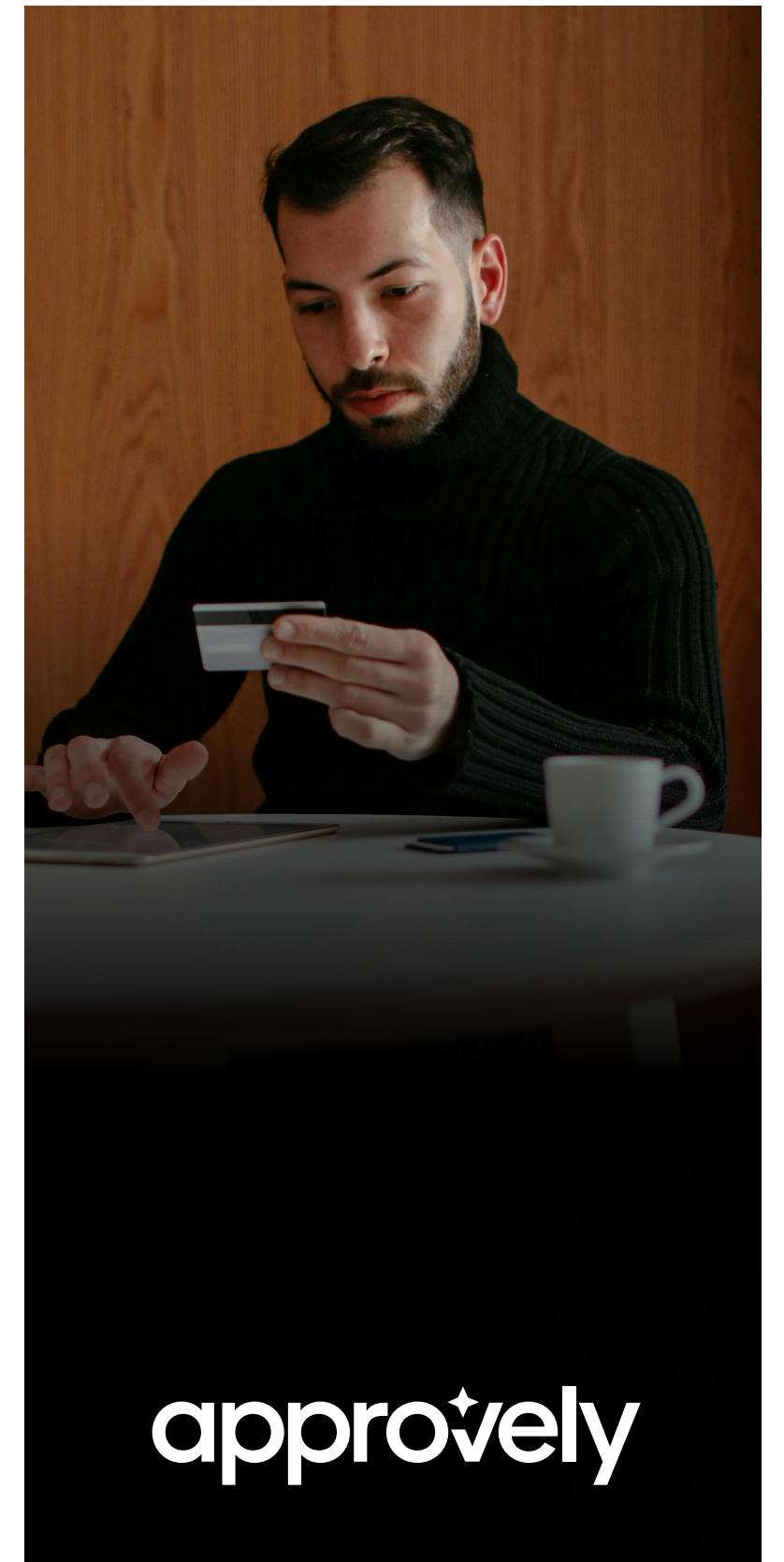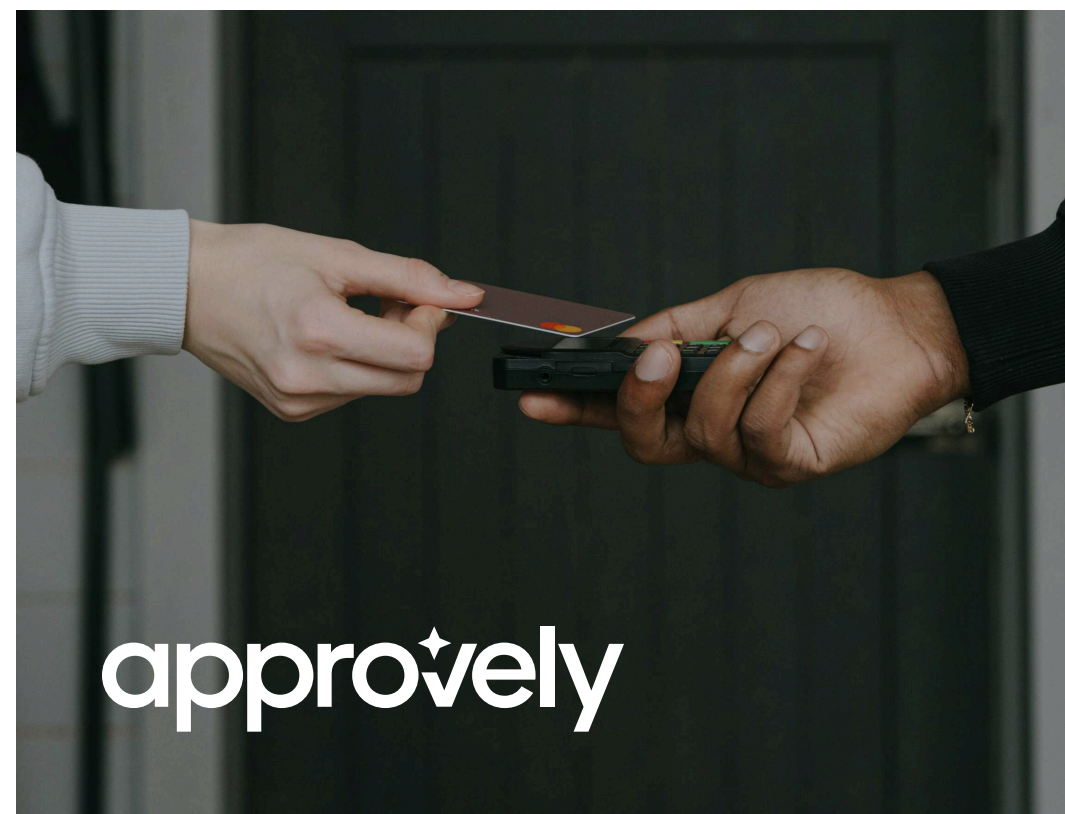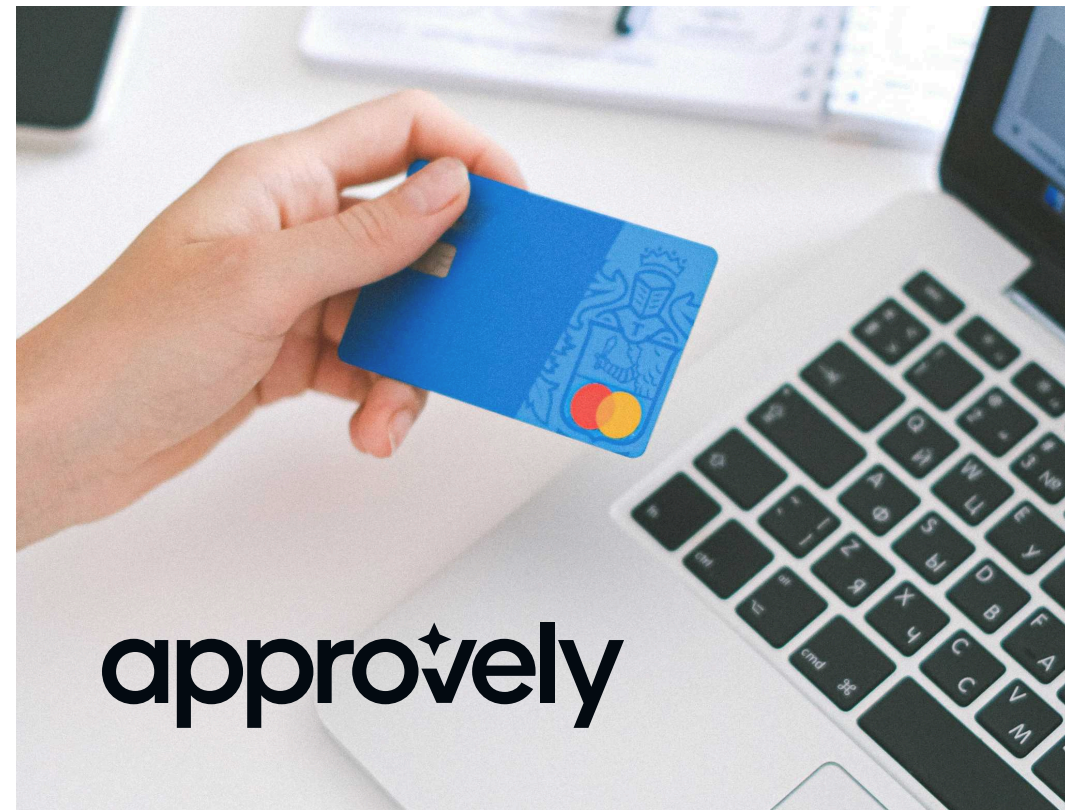
Logo dont's

DON'T USE THE LOGO WITHOUT A STAR. WE'RE PROUD OF IT :)

DON'T DISTORT, STRETCH OR ROTATE THE LOGO

DON'T ADD ADDITIONAL ELEMENTS
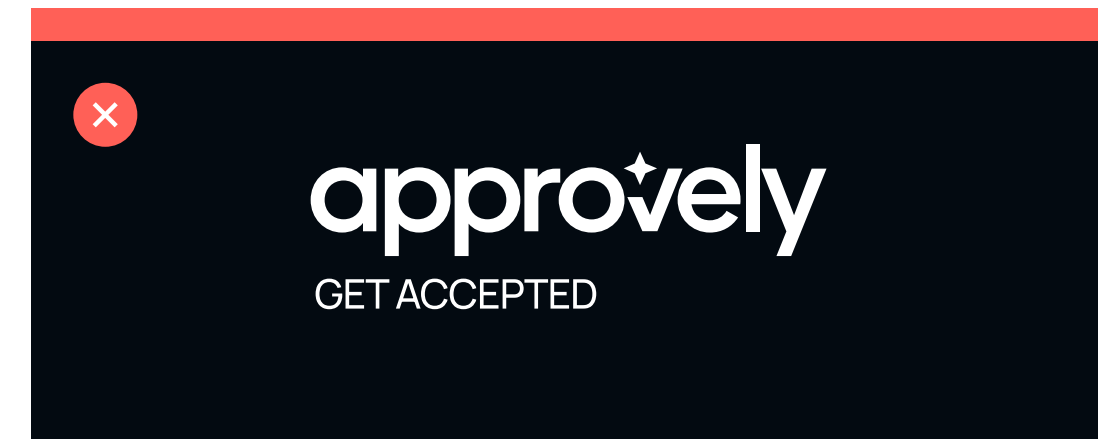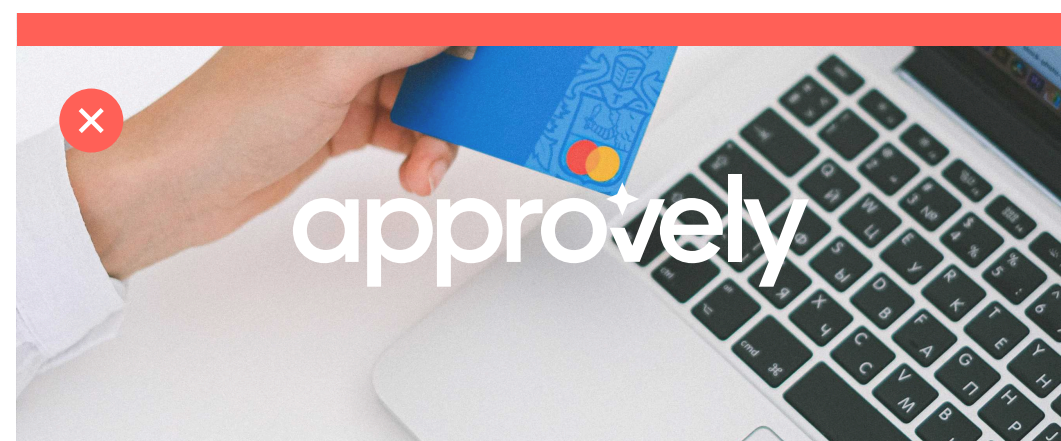

DON'T USE DARK LOGO ON DARK BACKGROUND

DON'T USE USE WHITE LOGO ON LIGHT IMAGERY
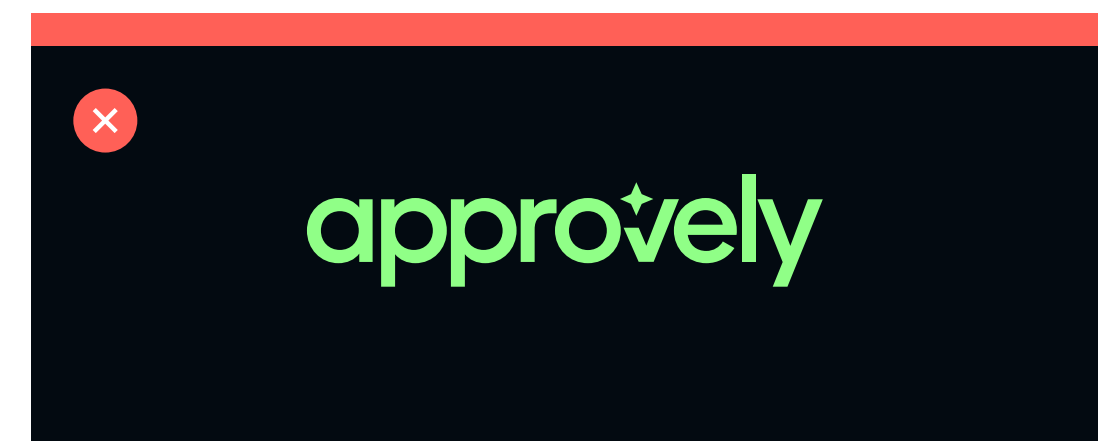
DON'T USE BRAND GREEN FOR LOGO

Typography

Aa

Manrope

Aa Bb Cc Dd Ee Fl Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz

0 1 2 3 4 5 6 7 8 9 ! o # $ % * & * ? /)

Manrope is an open-source modern sans-serif font family, designed by Mikhail Sharanda in 2018. In 2019, Mirko Velimirovic worked with Mikhail Sharanda to convert Manrope into a variable font.

Main color palette

Approvely Green is the main brand color. It's meant to be applied throughout all applications as an accent color.
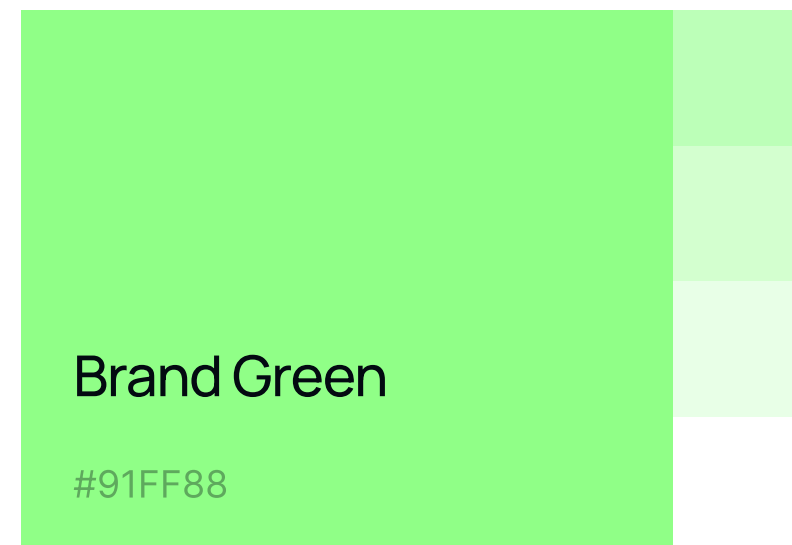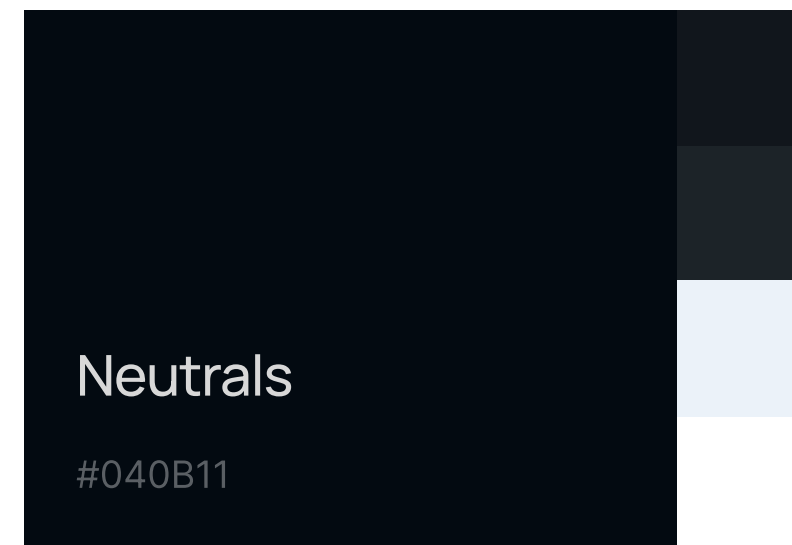
Neutrals, Secondary Blue and Purple are to be used as a backdrop to provide contrast and vibrancy to our green star ☆.

In cases where we use white or off-white backdrop, purple and blue are to replace brand green as an accent.
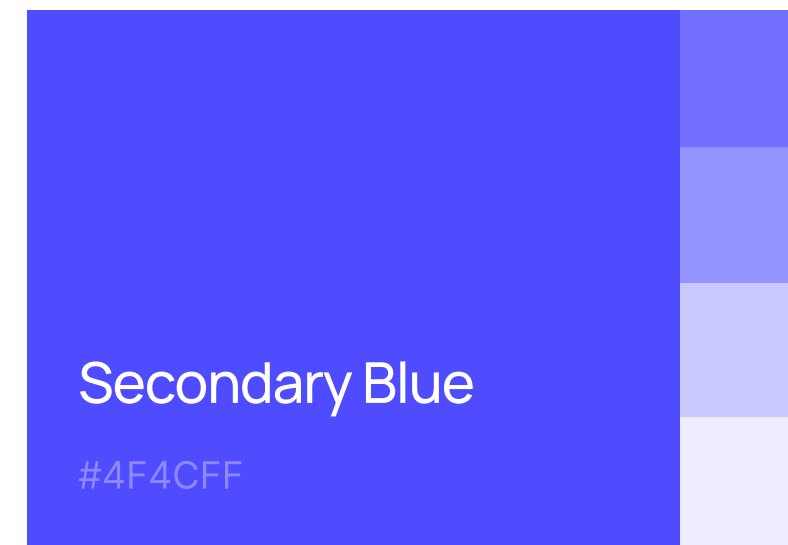
Don't mix backdrop colors. Always make sure to use only one secondary color to accompany brand green.

Brand Green

#91FF88

Neutrals

#040B11

Secondary Blue

#4F4CFF

Secondary Purple

#9039FF

Color usage

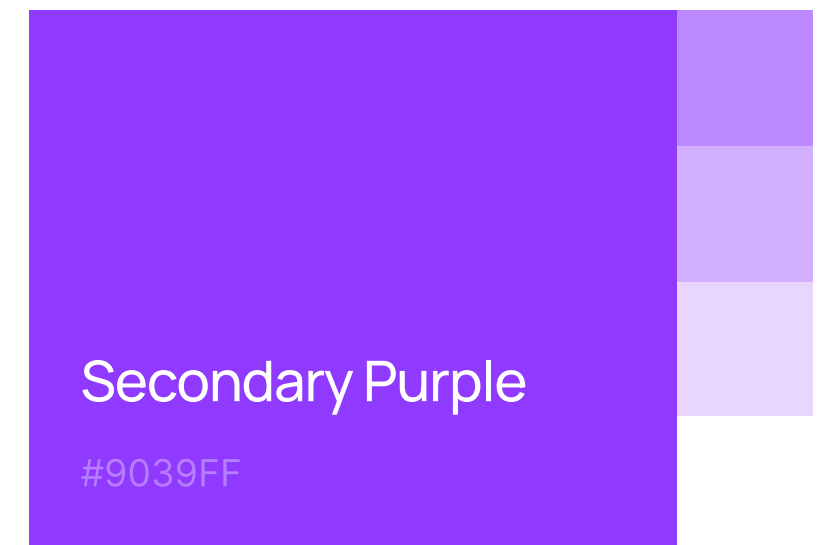Here's a guide on how to combine our brand colors throughout or design eco-system.

*There are exceptions when we can use colors that aren't a part of main color palette. These are functional colors that are to be used sparingly inside of UI ecosystem. Eg:
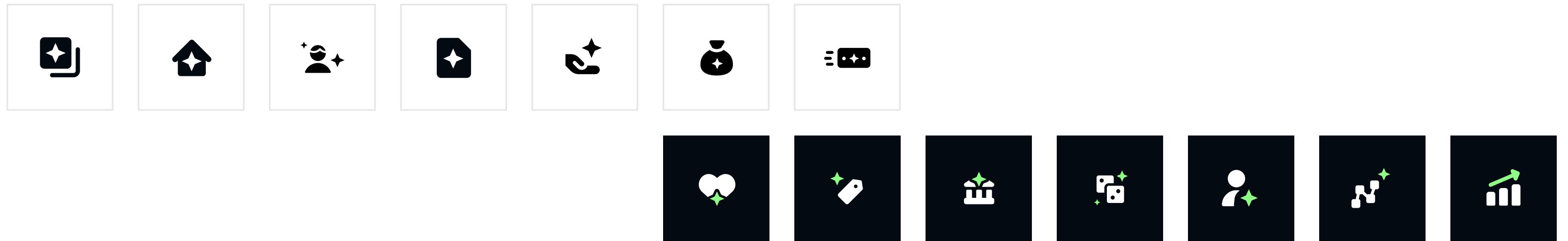
Fail

Success

Warning

Hyperlinks

Iconography

When creating icons, we mix Approvely's star in whenever possible. This creates a personalised feel across all user touch-points.
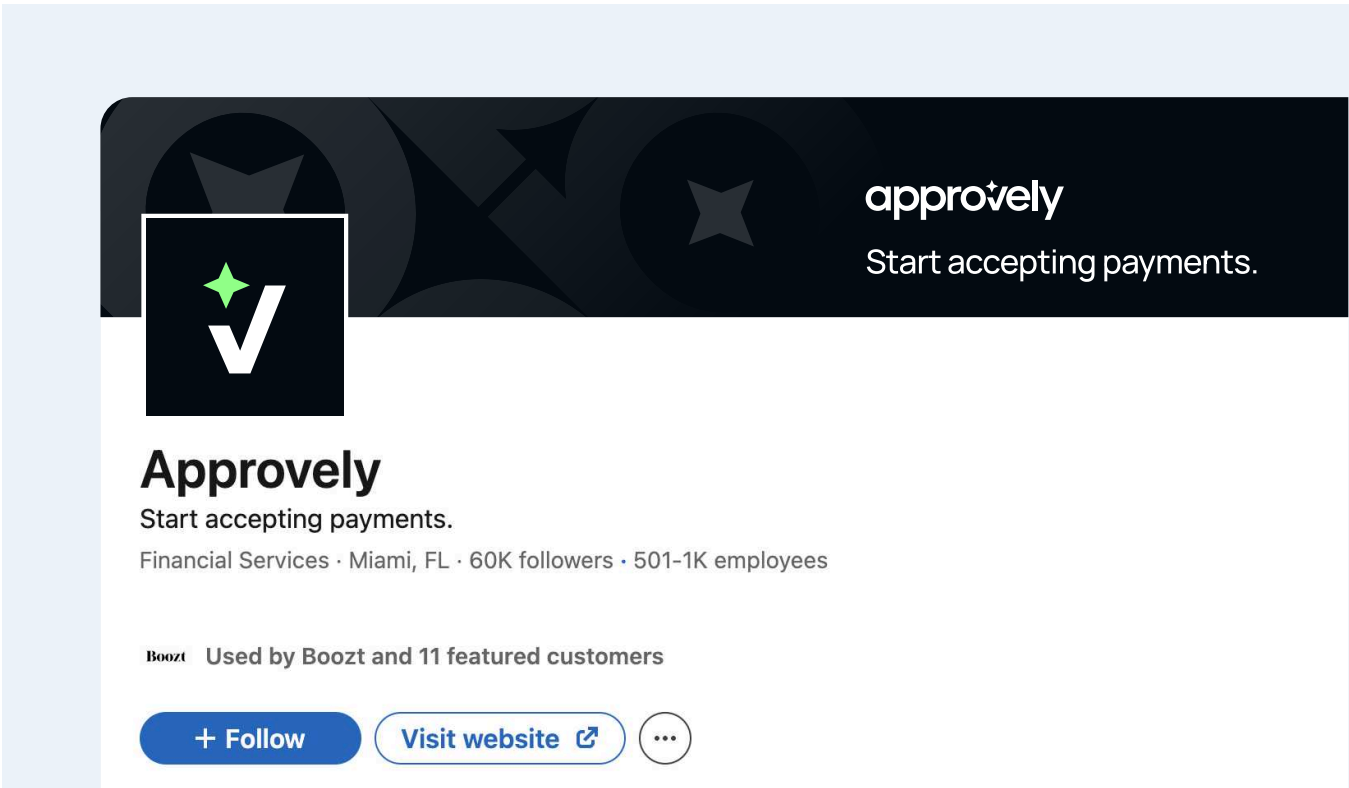
Icons can also be multi-colored. Combine white with brand green to create more visual intricacy.
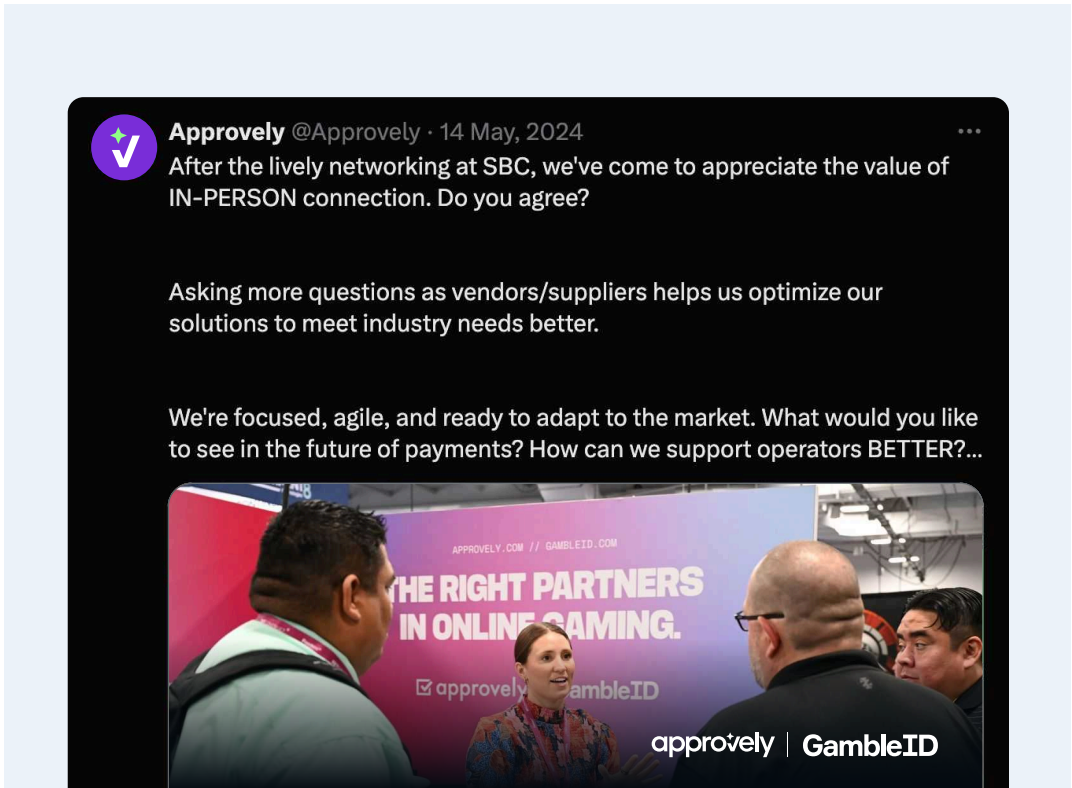
Social Media Profiles

These are preferred ways to appear on social media profiles. Black background can be interchanged with brand blue or brand purple.
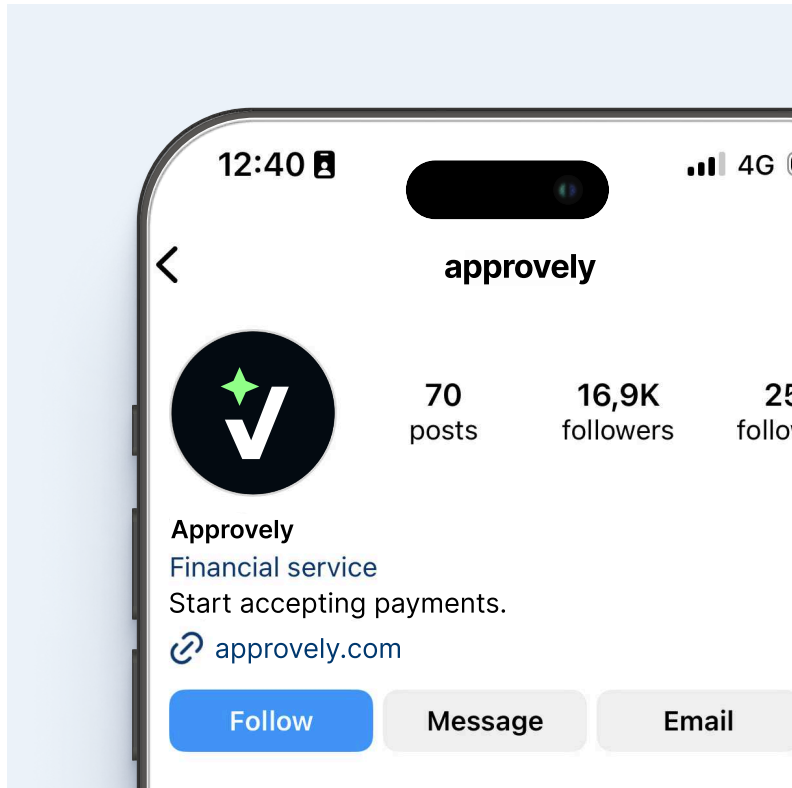
INSTAGRAM PROFILE

LINKEDIN PROFILE

X.COM POST

Graphic Element

This graphic element is a crucial part of our brand presence. It is derived from the logo and consists of the 'Approvely star' alongside the shape of the letter 'a'. The combo of these two has been duplicated and put through the gradient treatment to create an abstract pattern.

WHEN USED AS A DECORATIVE SHAPE, IT MUST BE ALIGNED WITH THE BOTTOM RIGHT CORNER. ALWAYS USE BRAND GREEN AGAINST BLACK, BLUE OR PURPLE BACKDROP.

IN SOME USE CASES GRAPHIC ELEMENT CAN BE PRESENTED IN WHITE COLOR WITH 12% OPACITY. THIS IS MAINLY USED IN APPROVELY ENVIRONMENT AS A BACKGROUND PATTERN. IN THIS CASE ROTATING IT BY -135° IS ALLOWED.

ADDING ADDITIONAL COLUMNS OF THE PATTERN IS ALLOWED. IN THE EVENT OF ADDING ADDITIONAL COLUMNS MAKE SURE THAT THE STAR PATTERN DIRECTION FOLLOWS THE ↑↓ ORDER. *ROWS NUMBER CAN ONLY BE REDUCED.

Brand Application