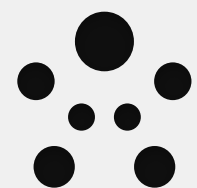
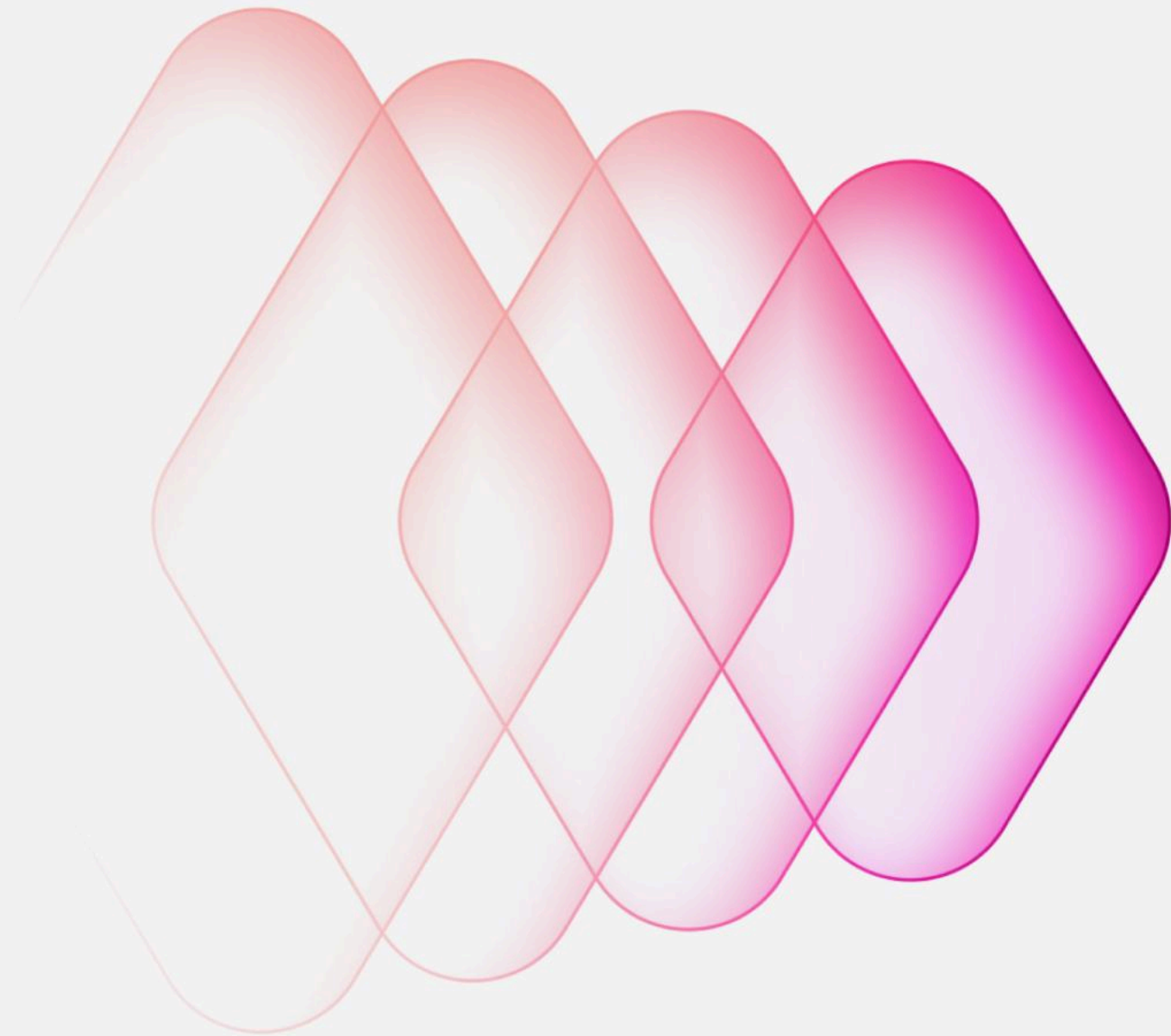




Style guide.



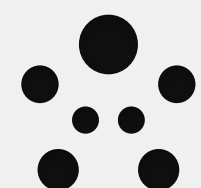
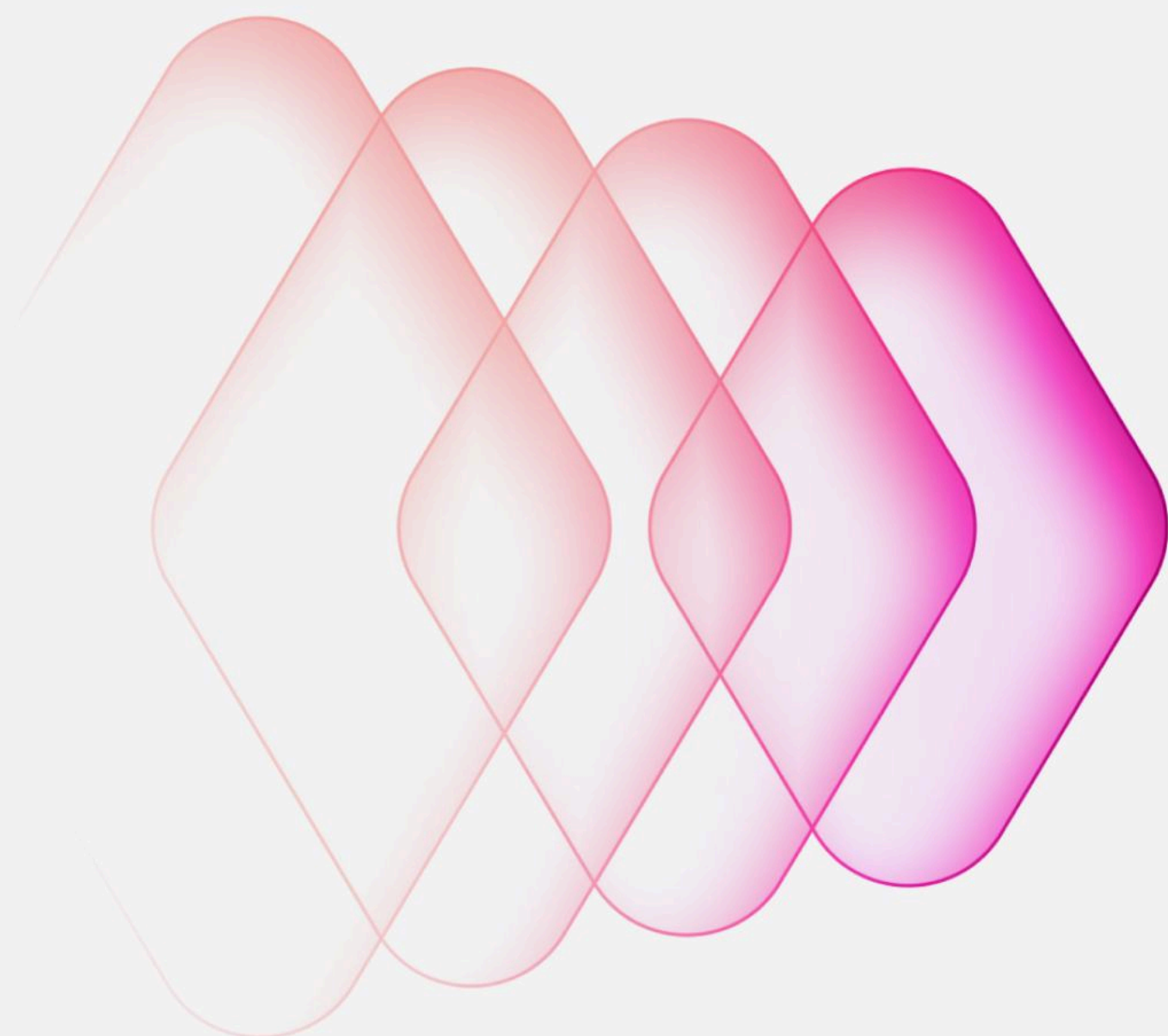
Content.



- 1.0 COMPANY
- 2.0 CONCEPT
- 3.0 LOGO DESIGN
- 4.0 COLOR SYSTEM
- 5.0 TYPOGRAPHY
- 6.0 GRAPHIC METHODS
- 7.0 PHOTOSTYLE
- 8.0 WEB
- 9.0 SOCIAL MEDIA
- 10.0 CREDIT CARD
- 11.0 BRANDING IN USE

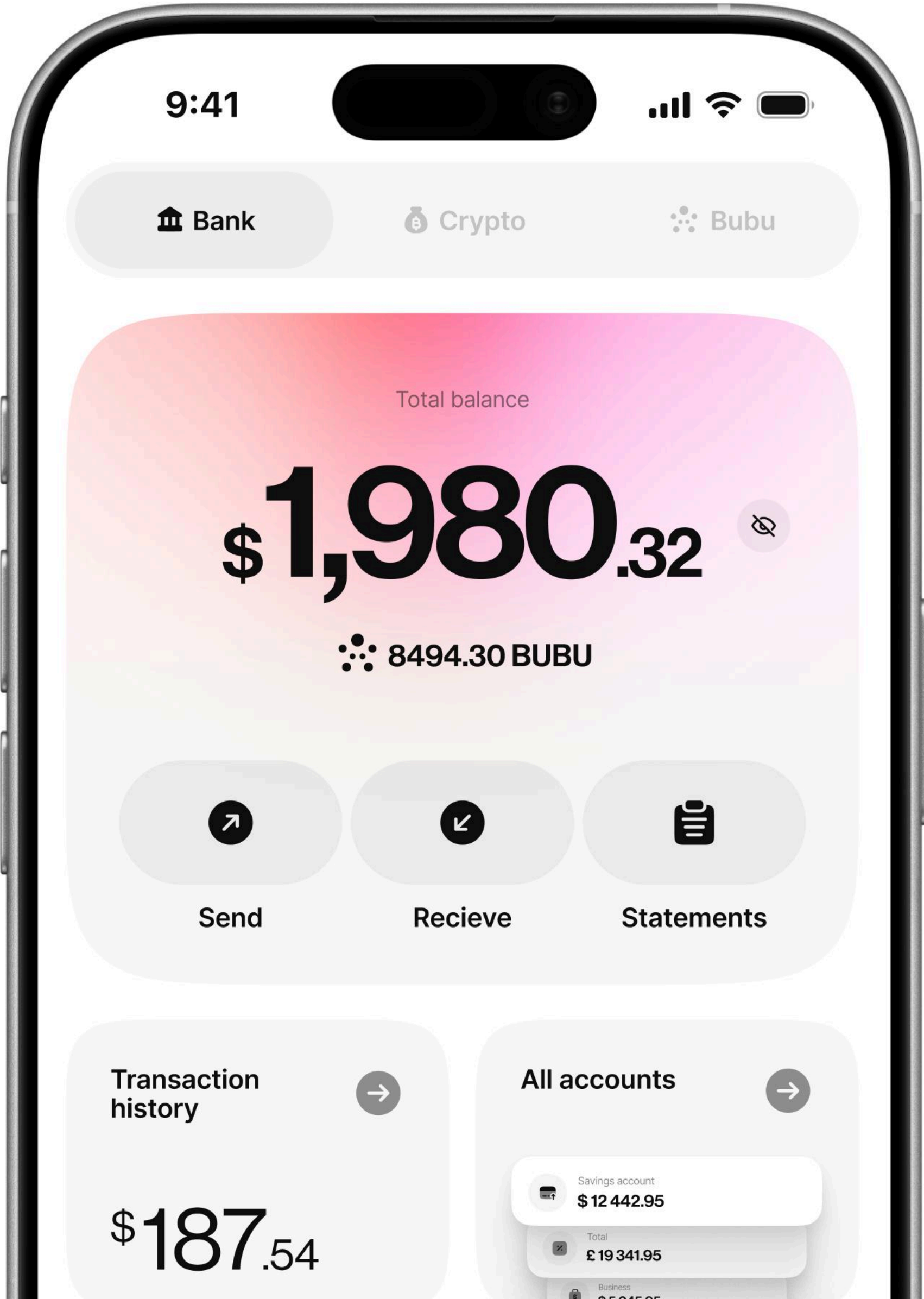
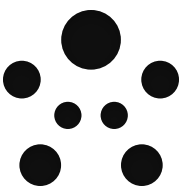
①

Company.



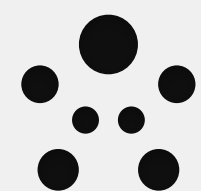
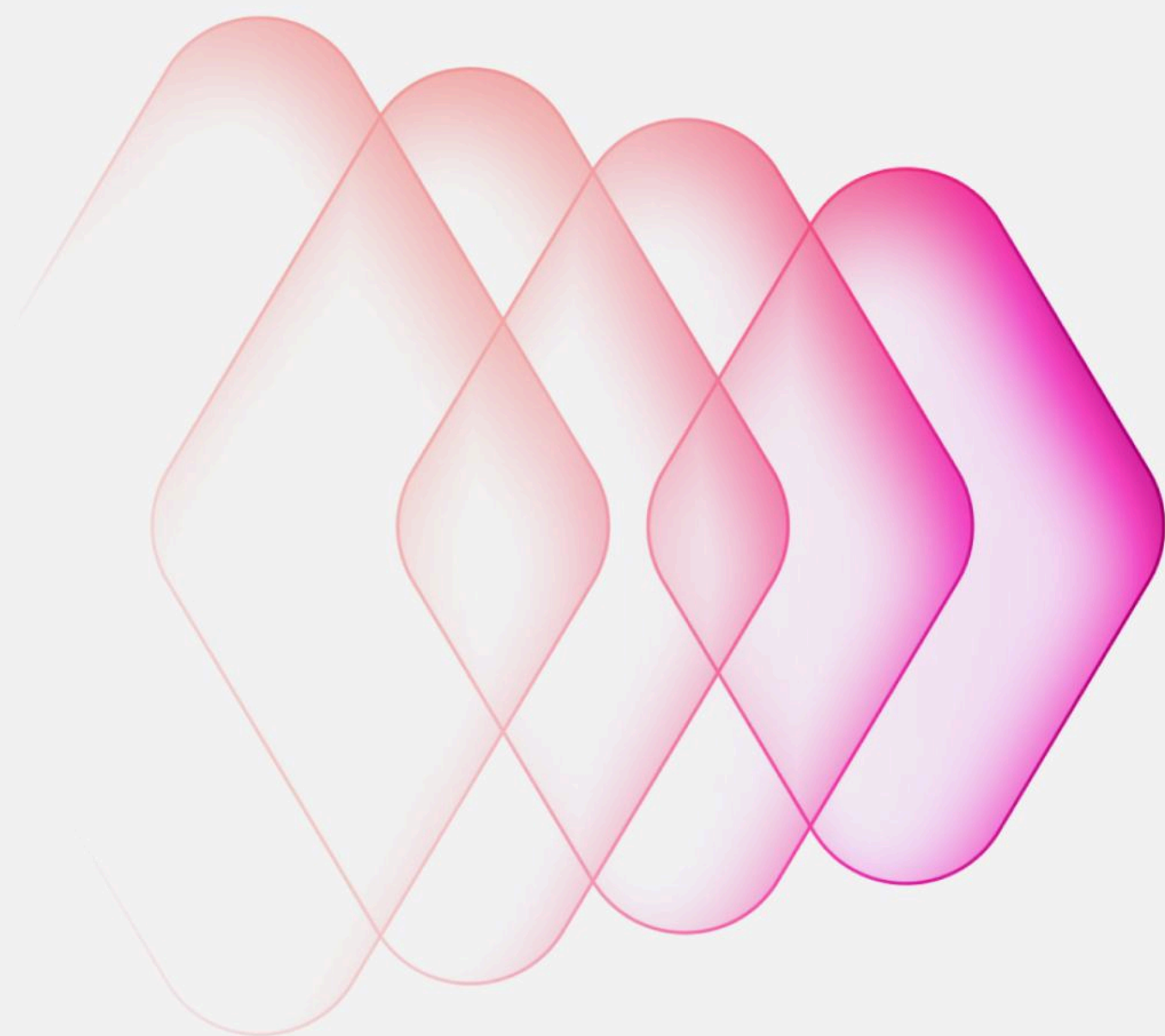
We are building an AI payment layer, that looks like a neo-bank. It's AI Money.

- TECHNOLOGICAL
- FUTURISTIC
- AI-DRIVEN
- HELPFUL
- INNOVATIVE
- SMART
- SUPPORTIVE
- RELIABLE



②

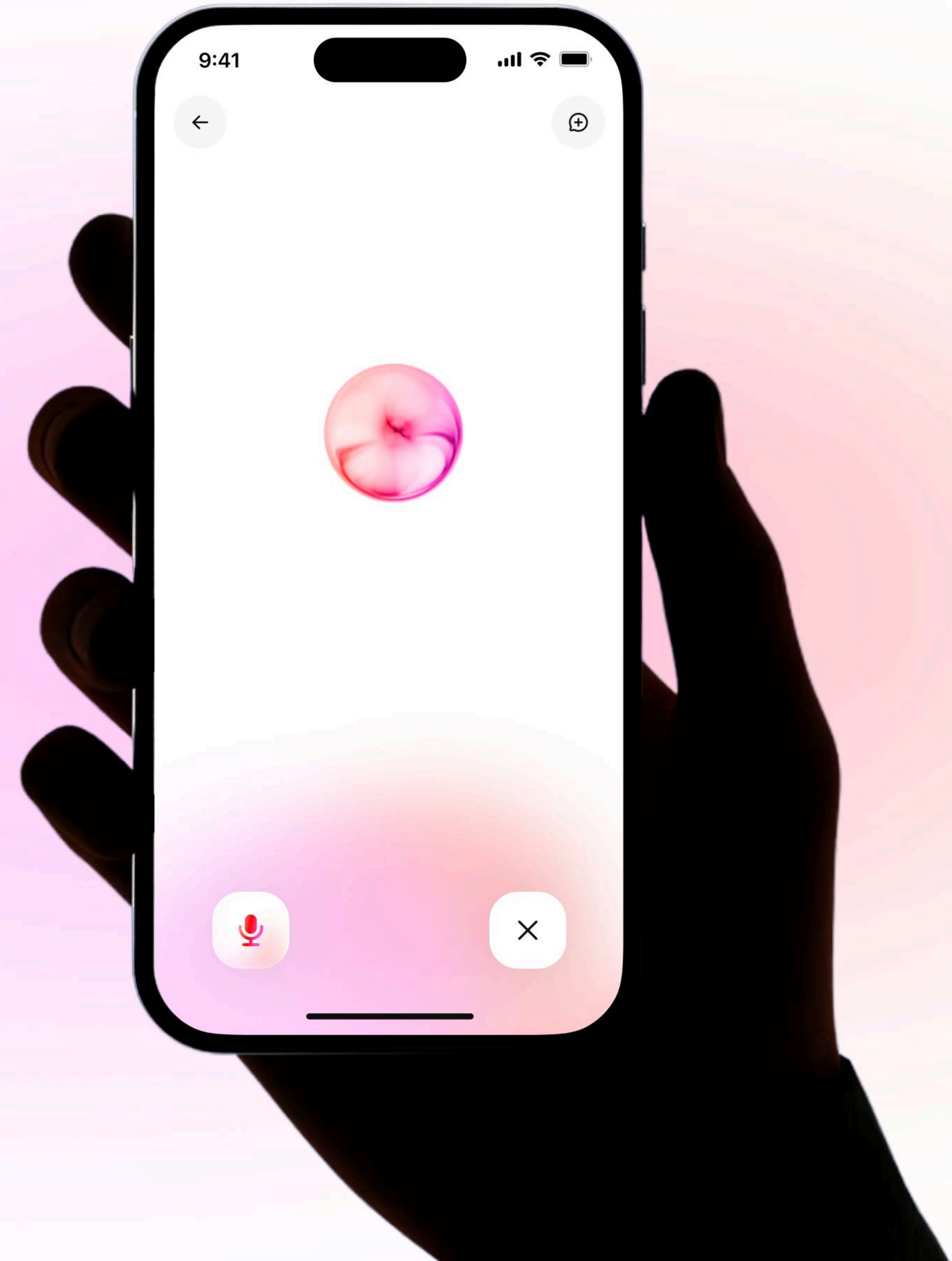
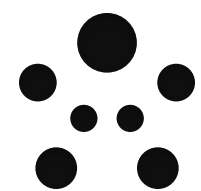
Concept.



2.1 IDEA

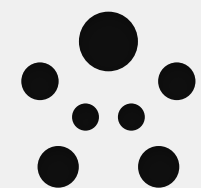
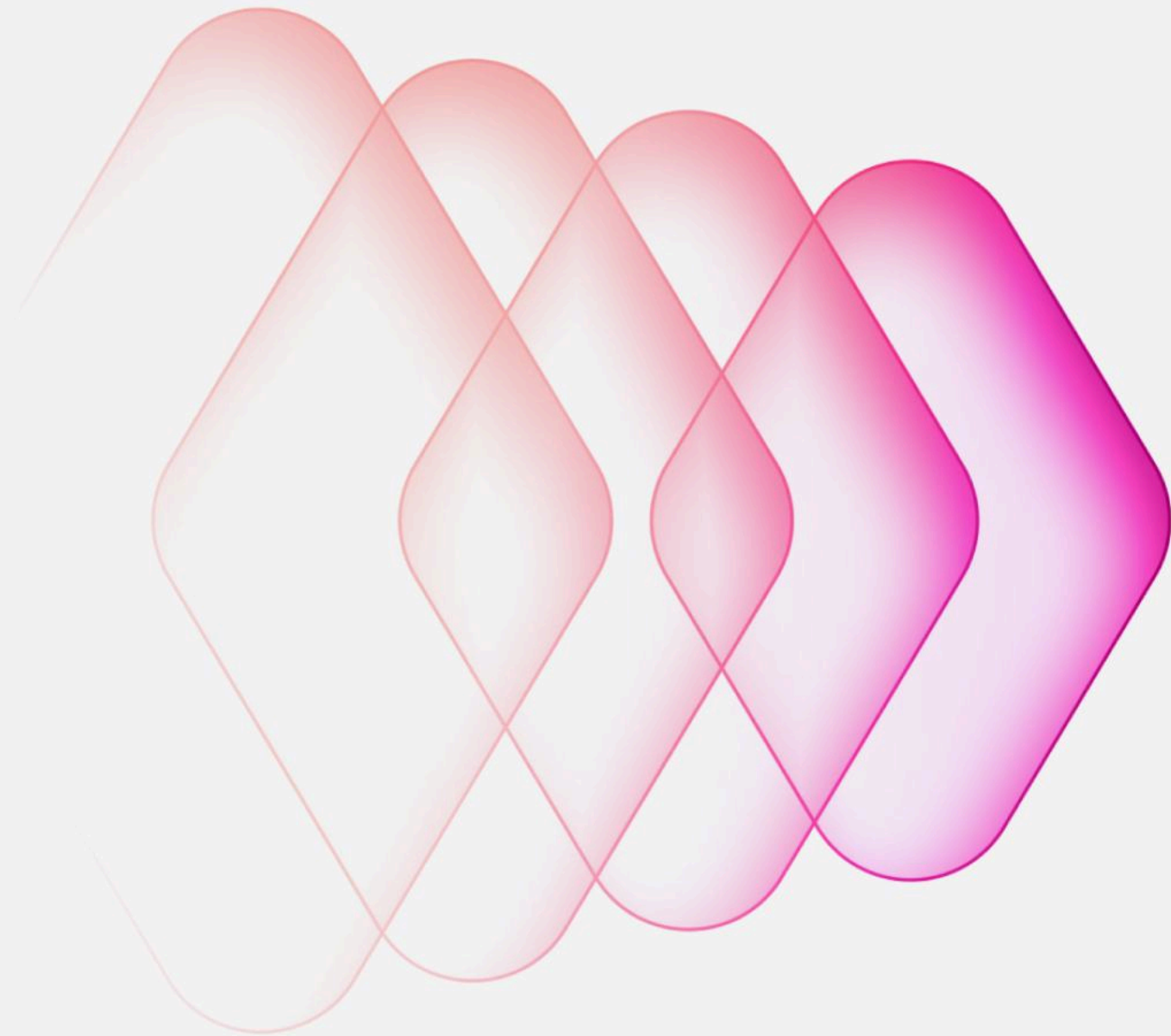
Our goal isn't just to make finance better. It's to make it run itself.

NO MATTER THE SITUATION, AND WITH A CLEAR-CUT FEE STRUCTURE THAT EVEN A PENGUIN COULD UNDERSTAND. WITH GENTOO, THERE'S NO FEELING OF BEING ALONE IN ONE'S FINANCIAL JOURNEY



③

Logo design.



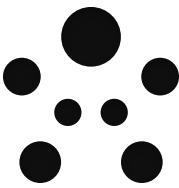
3.1 IDEA

3.2 ANATOMY

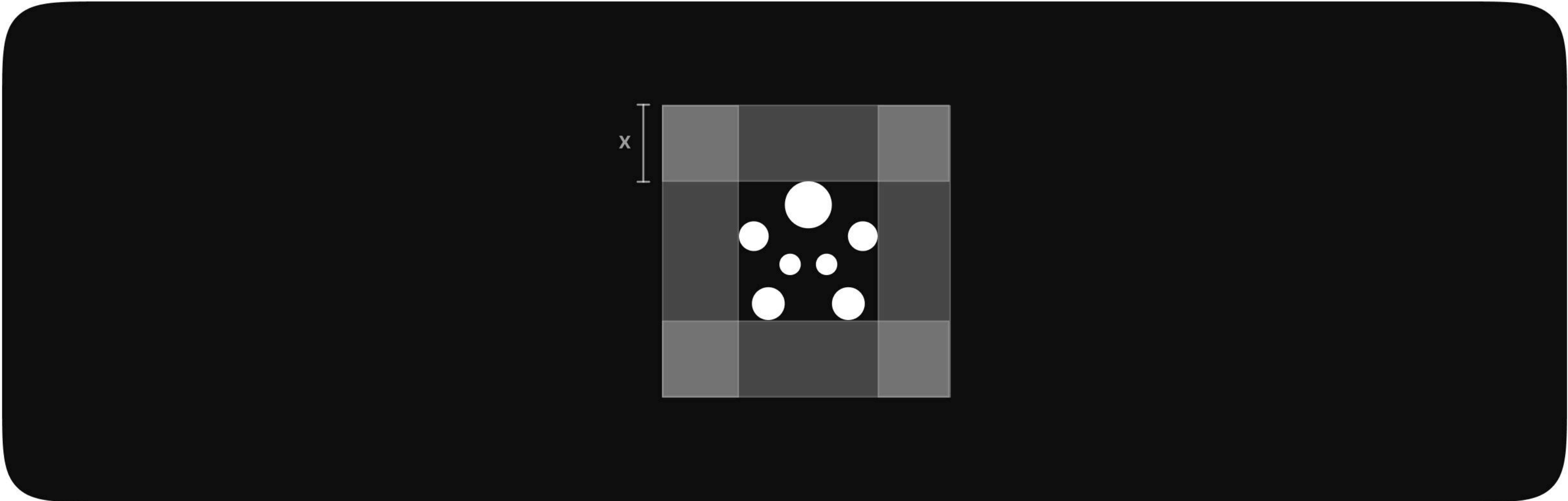
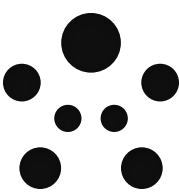
3.3 APP ICON

3.4 DONT'S

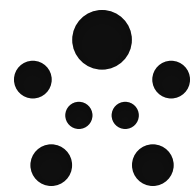
THE BUBURUZA LOGO FEATURES A PLAYFUL ARRANGEMENT OF DOTS THAT MIMIC THE UNIQUE PATTERN OF A LADYBUG'S SHELL. THIS DESIGN NOT ONLY CAPTURES THE ESSENCE OF THE LADYBUG'S APPEARANCE BUT ALSO SYMBOLIZES OUR VIBRANT AND INNOVATIVE SPIRIT. EACH DOT REPRESENTS OUR COMMITMENT TO CREATIVITY AND ATTENTION TO DETAIL, MAKING OUR BRAND INSTANTLY RECOGNIZABLE AND MEMORABLE.



THE BUBURUZA LOGO FEATURES A STRIKING BLACK AND WHITE DESIGN THAT CONVEYS A SENSE OF SERIOUSNESS AND AUTHORITY. THE LOGOMARK, A BOLD AND INTIMIDATING SYMBOL, STANDS OUT PROMINENTLY ALONGSIDE THE BANK'S NAME. IT'S ESSENTIAL TO MAINTAIN THE INTEGRITY OF THE NAME IN ALL WRITTEN MATERIALS, ENSURING THAT 'BUBURUZA' IS PRESENTED WITH THE SAME LEVEL OF GRAVITAS AS THE LOGO ITSELF.



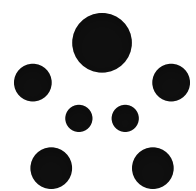
THE LOGO SYMBOL IS USED AS AN
APPLICATION ICON.



3.4

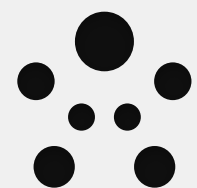
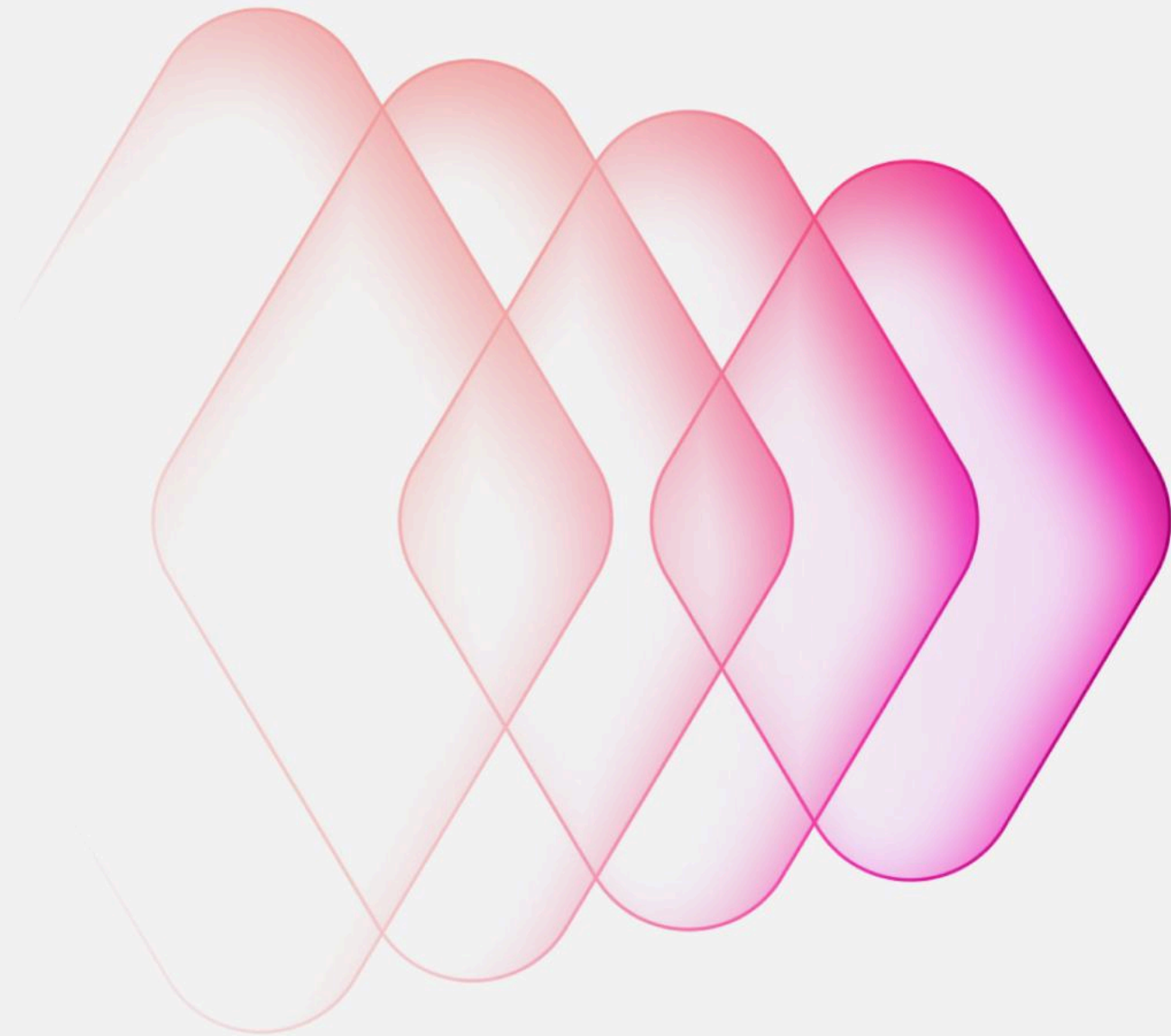
LOGO DESIGN DONT'S

- DO NOT USE COLOR COMBINATIONS THAT IMPAIR THE READABILITY OF THE LOGO.
- DO NOT STYLIZE THE LOGO BY ADDING SHADOWS, OUTLINES, OR OTHER EFFECTS.
- DO NOT ALTER THE LOGO BY STRETCHING OR DISTORTING ITS PROPORTIONS.
- DO NOT USE DIFFERENT COLORS FOR THE LOGOMARK AND TEXT.



④

Color system.



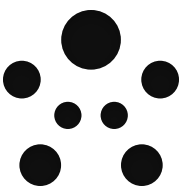
4.1 PRIMARY PALETTE

OUR MAIN COLOR PALETTE FEATURES SOFT CREAMY WHITES, DEEP BLACKS, AND VIBRANT RED-PINK GRADIENTS.

WHITE IS USED AS THE MAIN BACKGROUND COLOR, CREATING AN AIRY AND CLEAR FEELING.

BLACK IS THE PRIMARY COLOR FOR TEXT AND BUTTONS.

WE USE THESE RED-PINK GRADIENTS TO DRAW A PARALLEL WITH THE STRIKING COLORS OF THE LADYBUG.



COLOR SYSTEM
PRIMARY PALETTE

White

Hex FFFFFFFF
RGB 255 255 255

Grey

Hex F3F3F3
RGB 243 243 243

Black

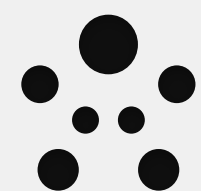
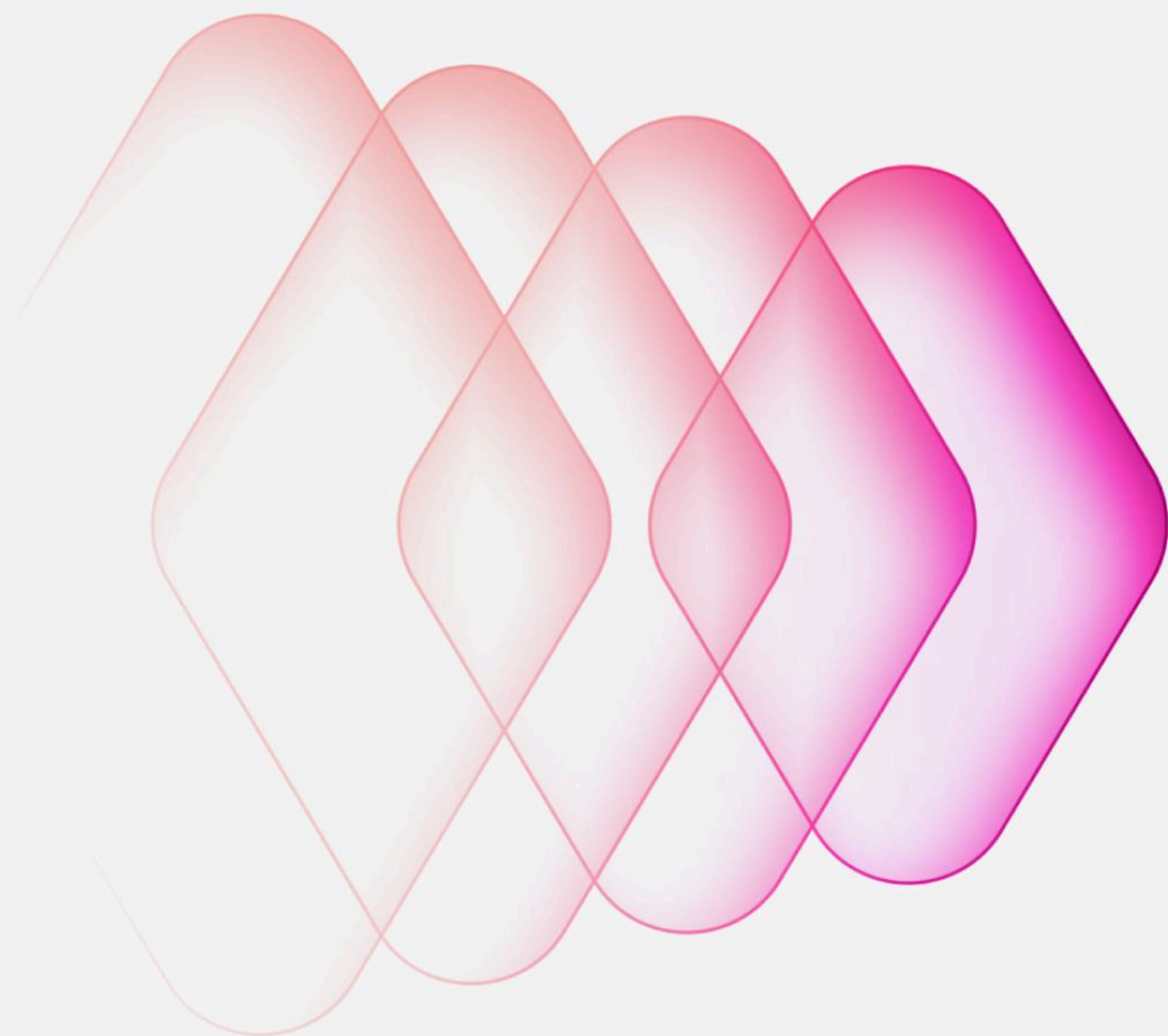
Hex 0F0F0F
RGB 15 15 15

Red-Pink Gradient

Red FF0202
Pink FF4DC7

⑤

Typography.



5.1 HEADING

5.2 BODY

5.3 SYMBOLS

NEUE HAAS GTOTESK IS USED FOR HEADINGS AND SUBHEADINGS, WHERE A BOLDER APPEARANCE IS NEEDED.

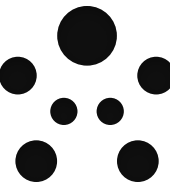
TYPOGRAPHY
HEADING

Neue Haas Grotesk Display Pro.

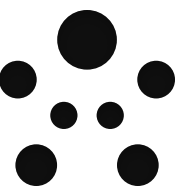
OUTLINES: MEDIUM

> BUY LICENSE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*;/{}[]()?!



IBM PLEX MONO IS USED FOR BODY
TEXT, ENSURING READABILITY AND EASE
OF READING.



TYPOGRAPHY
BODY

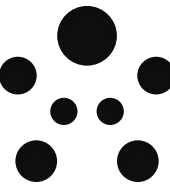
IBM P1ex
Mono.

OUTLINES: REGULAR, MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#"\$%^&* , ; / { } [] () ? !

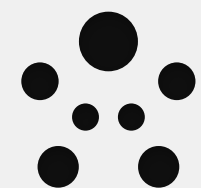
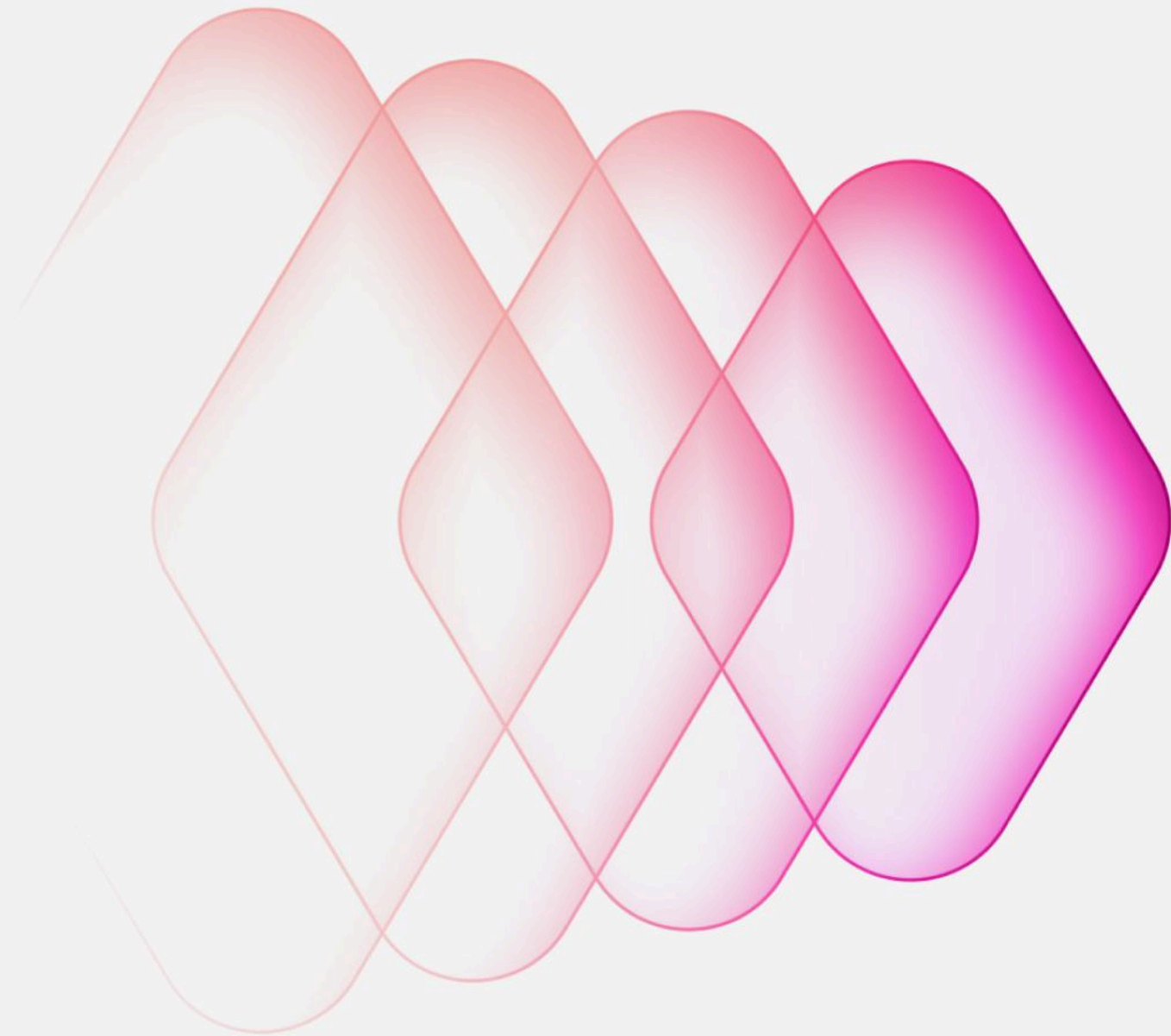
IN OUR TYPOGRAPHY STYLE, SYMBOLS PLAY A CRUCIAL ROLE IN CONVEYING BRANDING. BY INCORPORATING UNIQUE ICONS AND LOGOS, WE CREATE A VISUAL IDENTITY THAT RESONATES WITH OUR AUDIENCE. THESE SYMBOLS NOT ONLY ENHANCE THE AESTHETIC APPEAL BUT ALSO REINFORCE THE BRAND MESSAGE, MAKING IT INSTANTLY RECOGNIZABLE. WHETHER IT'S A BOLD EMBLEM OR A SUBTLE WATERMARK, EACH SYMBOL IS THOUGHTFULLY DESIGNED TO REFLECT THE ESSENCE OF THE BRAND, ENSURING CONSISTENCY ACROSS ALL PLATFORMS.

Risk Cove*R*age
For High-V@lue
Users.



⑥

Graphic methods.

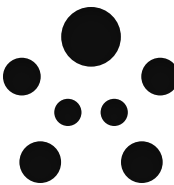
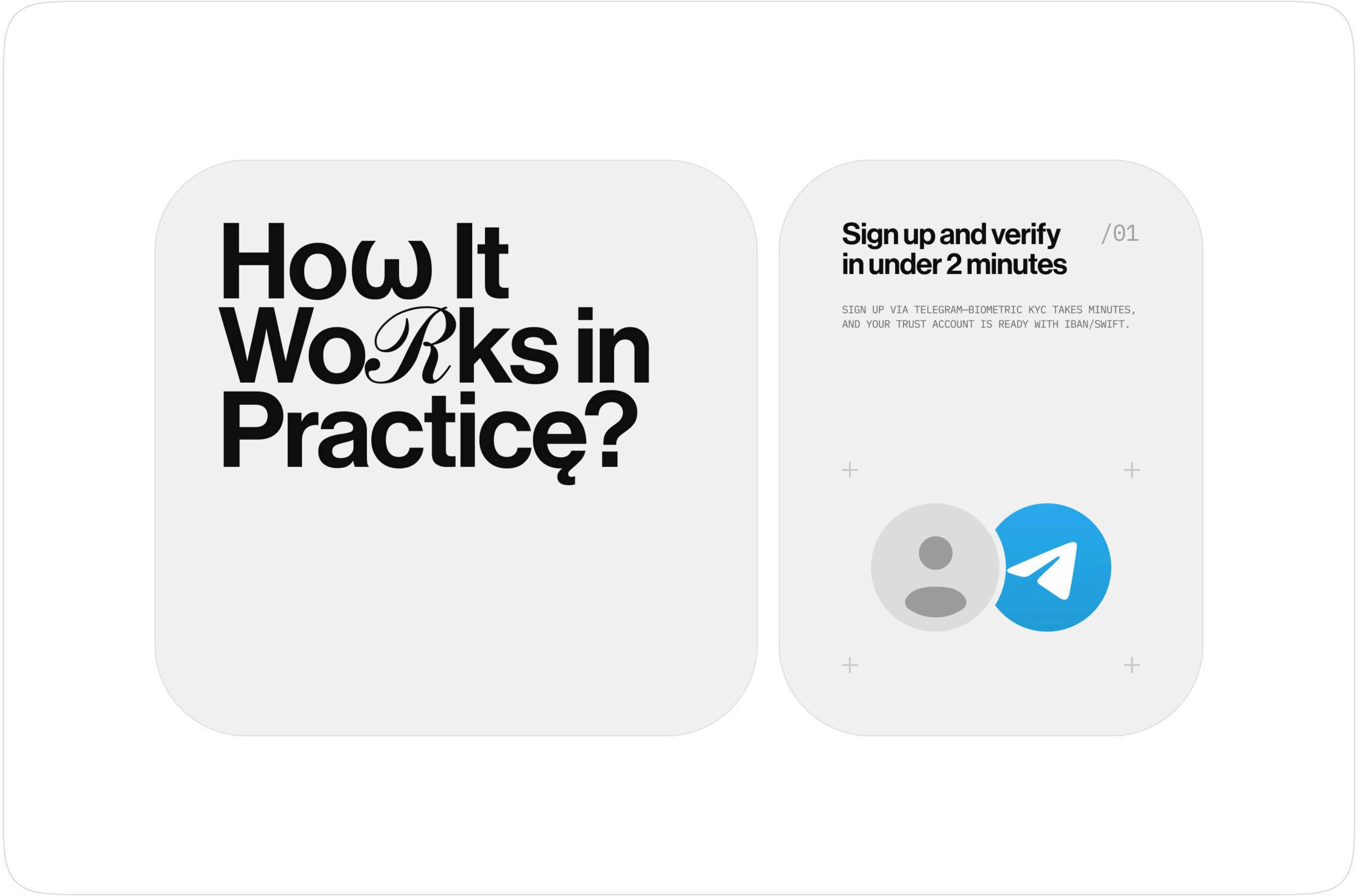


6.1 CARDS

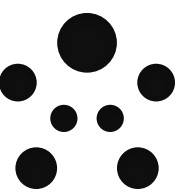
6.2 GRADIENTS

6.3 CHARTS, SYMBOLS ETC.

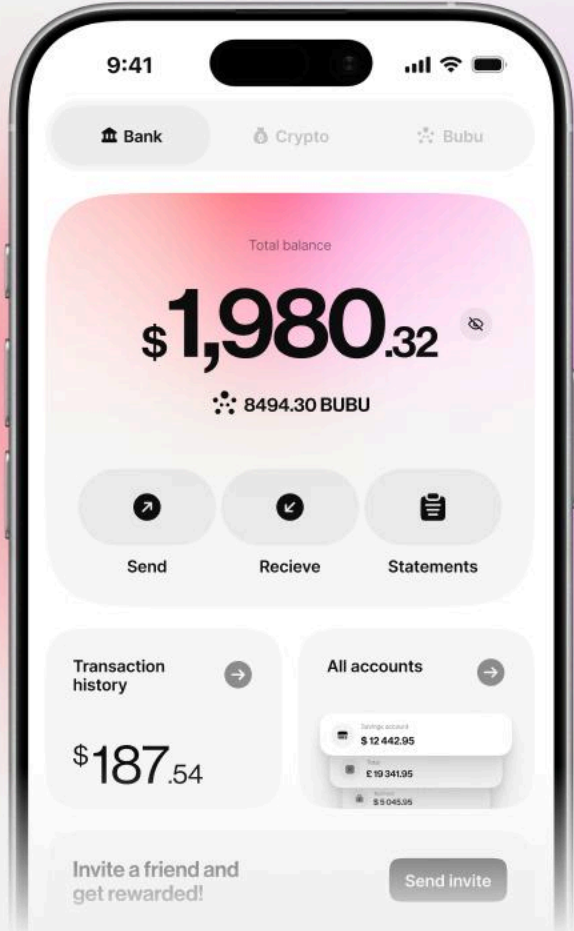
ONE OF THE MAIN GRAPHIC METHODS IS CARDS
WITH STRONGLY ROUNDED CORNERS.
THE CARDS ALLOW FOR BETTER STRUCTURING OF
INFORMATION.



WE INCORPORATE GRADIENTS IN OUR DESIGN TO CREATE A SENSE OF DEPTH AND DIMENSION. GRADIENTS ADD VISUAL INTEREST AND CAN EVOKE EMOTIONS, MAKING OUR INTERFACES MORE ENGAGING. THEY HELP TO GUIDE THE USER'S EYE AND CAN ENHANCE THE OVERALL AESTHETIC APPEAL OF OUR PRODUCTS. BY BLENDING COLORS SMOOTHLY, GRADIENTS ALSO CONTRIBUTE TO A MODERN AND DYNAMIC LOOK, SETTING OUR DESIGNS APART FROM FLAT, STATIC VISUALS.




GRAPHIC METHODS
GRADIENTS



Stablecoin wallets

HOLD AND TRANSFER SYNTHETIC CURRENCIES WITH REAL UTILITY.




Fast cross-border transfers

SETTLE FUNDS ACROSS CONTINENTS IN SECONDS.




Virtual & Physical cards

SPEND ANYWHERE, WITH BUILT-IN ANALYTICS AND CASHBACK.



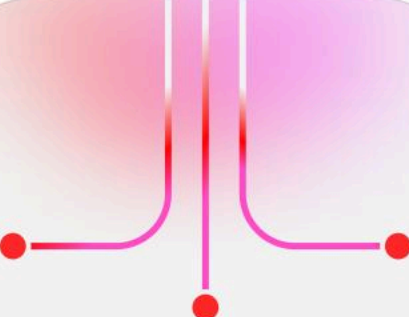
QR-code payments

FRICTIONLESS TRANSACTIONS IN STORES AND ACROSS APPS.



Smart yield

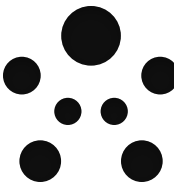
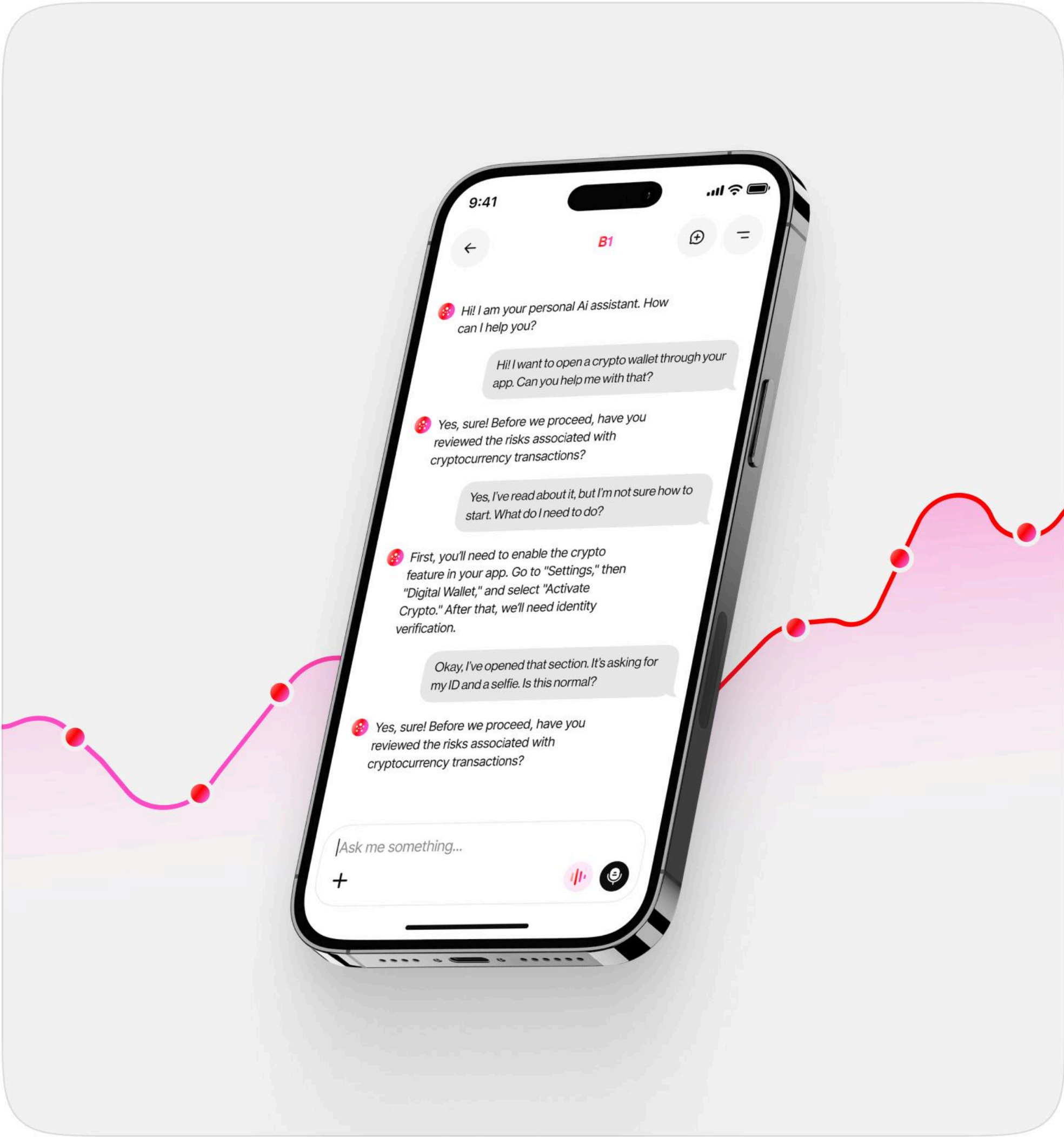
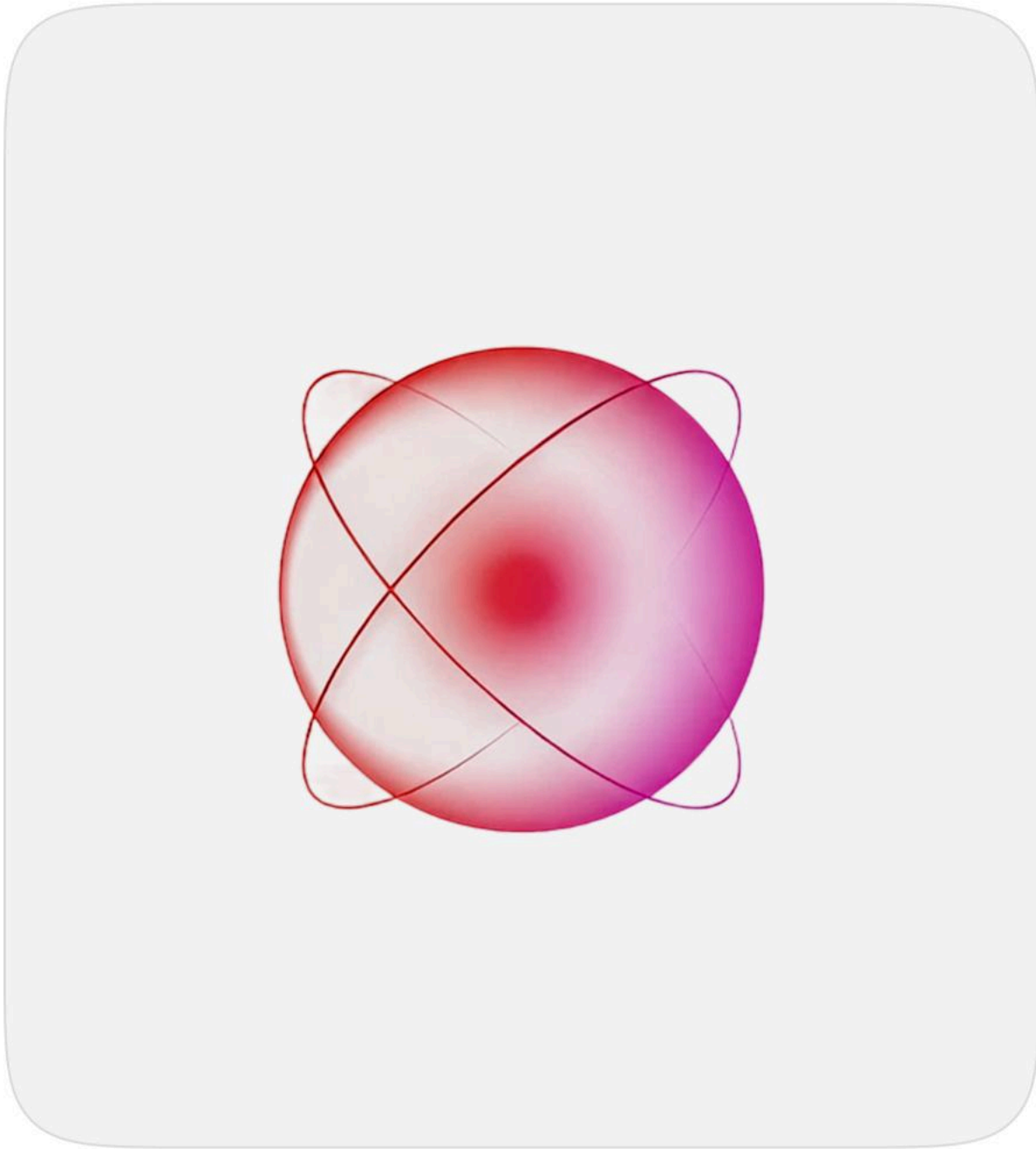
AI-AUTOMATED STAKING, PORTFOLIO ROUTING, AND LIQUIDITY TOOLS.



Crypto on/off-ramps

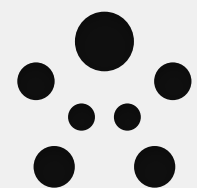
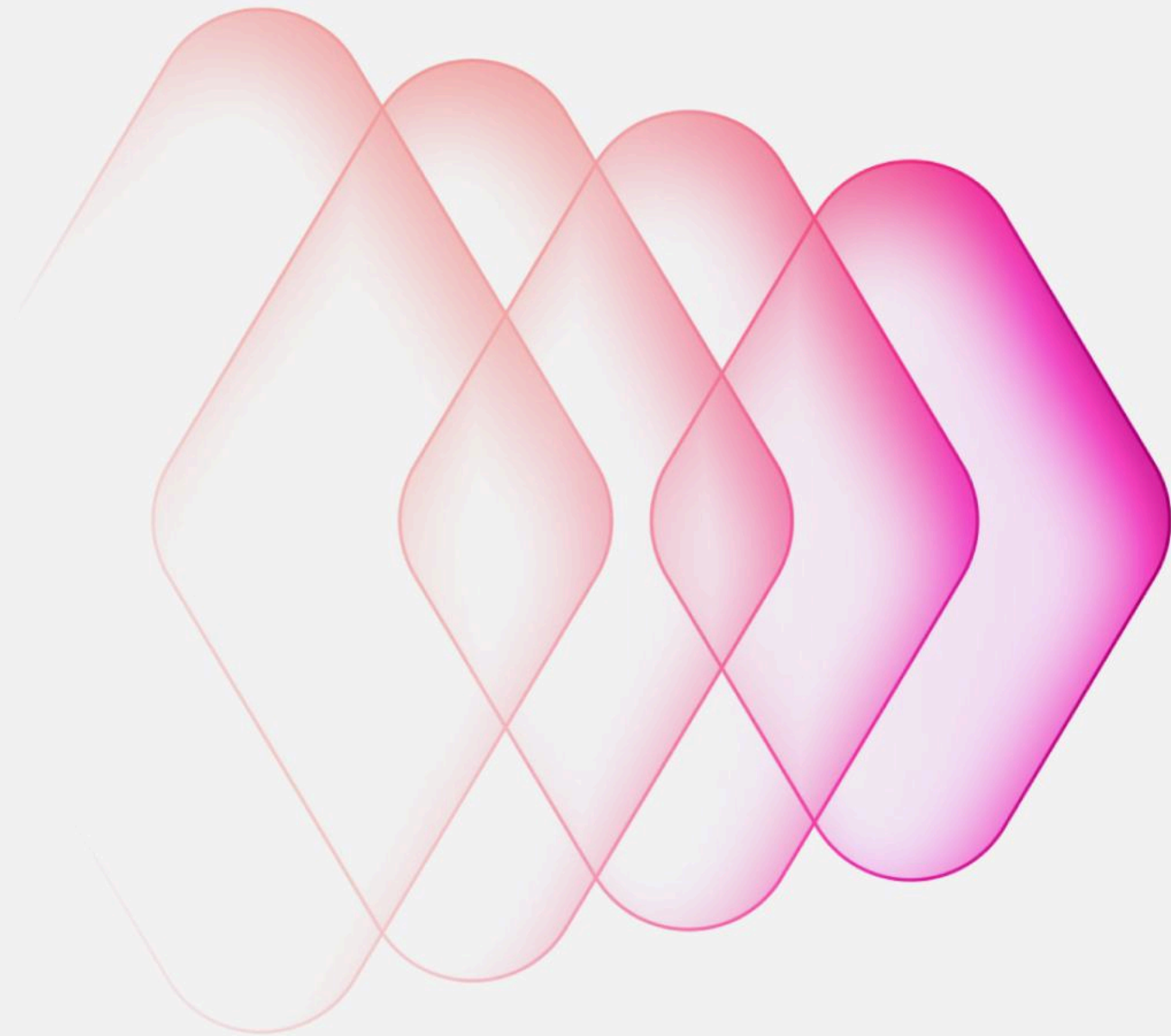
LOCAL CASH IN/OUT FLOWS OPTIMIZED FOR MOBILE-FIRST REGIONS

CHARTS, SYMBOLS, AND SHARP ICONS PLAY A CRUCIAL ROLE IN OUR DESIGN, MAKING OUR BRAND FEEL MORE DIGITAL AND OTHERWORLDLY, MUCH LIKE A STARSHIP. THESE VISUAL ELEMENTS NOT ONLY ENHANCE OUR COMMUNICATION BUT ALSO CREATE A FUTURISTIC AESTHETIC THAT RESONATES WITH THE TECH-SAVVY AUDIENCE IN THE FINANCIAL SECTOR.



⑦

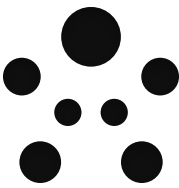
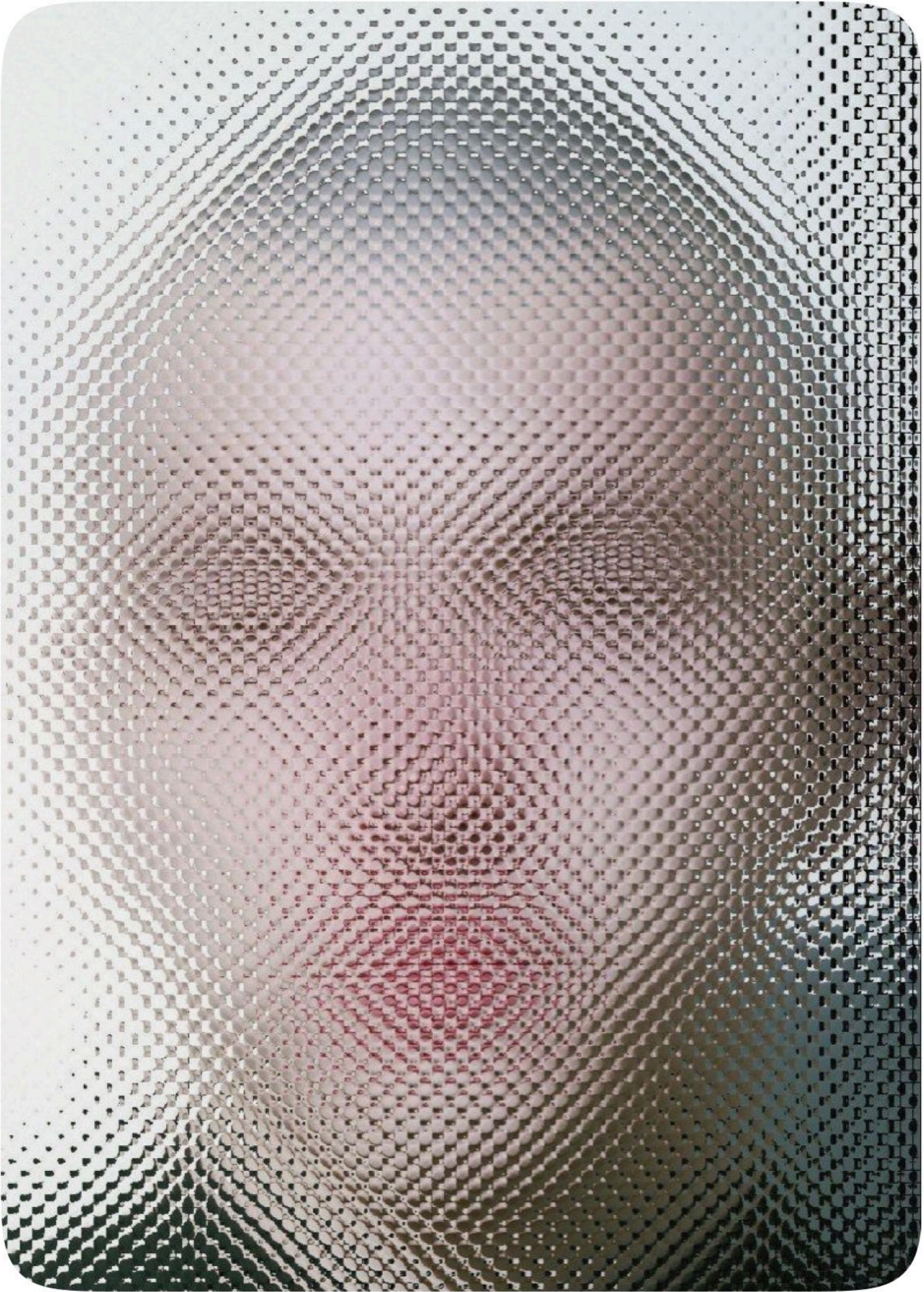
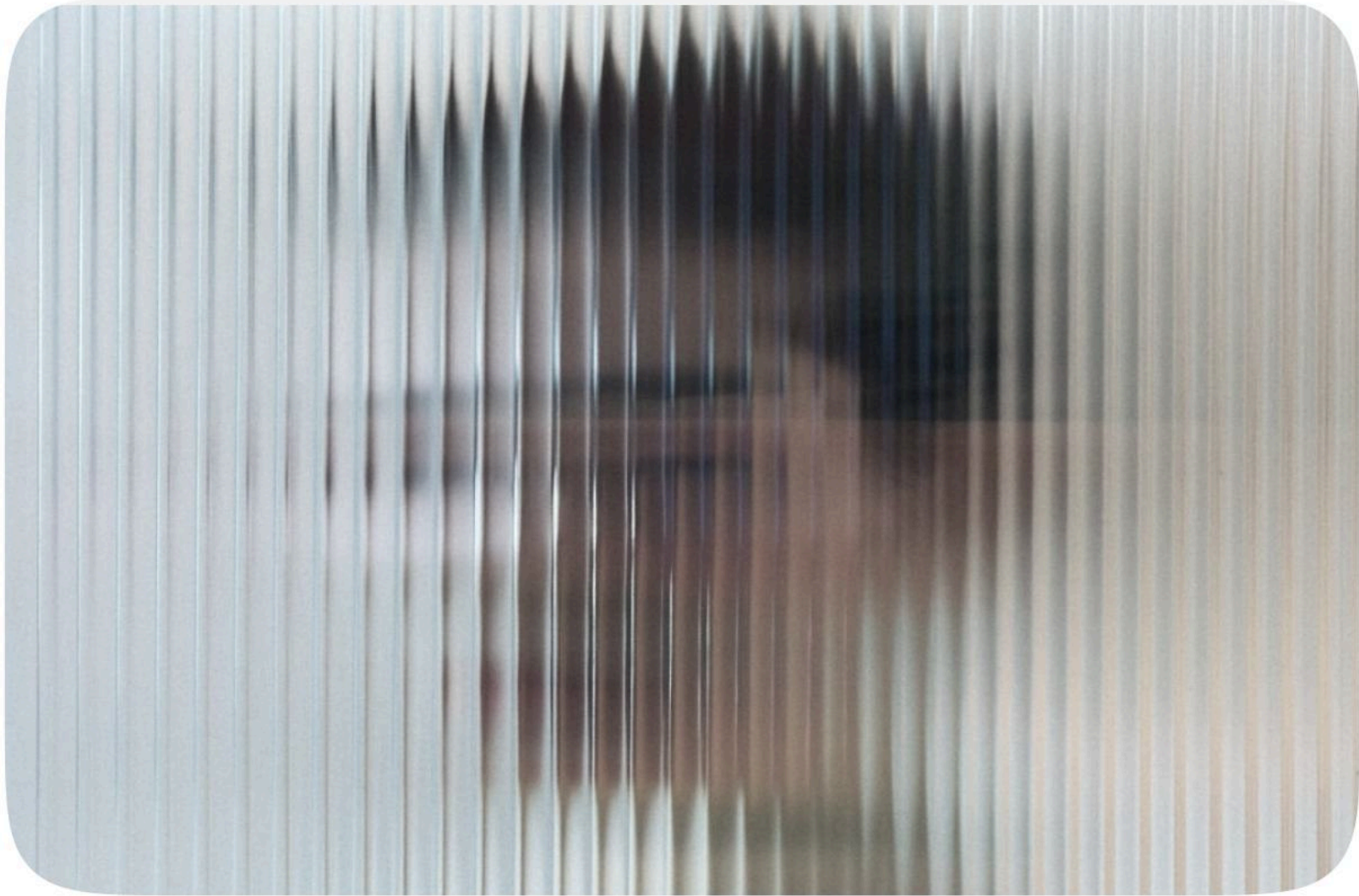
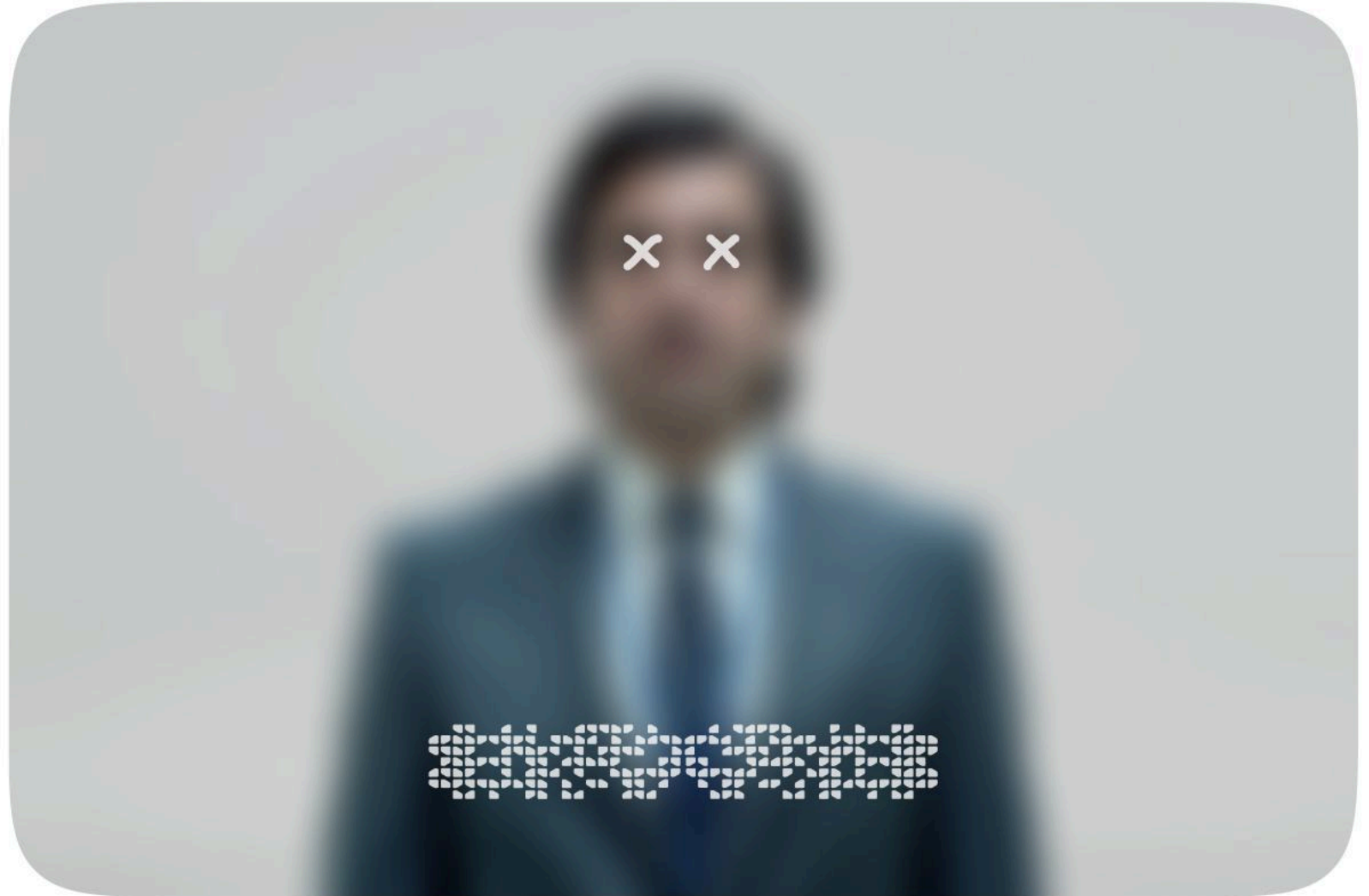
Photostyle.



7.1 MOOD PHOTOS: DO'S

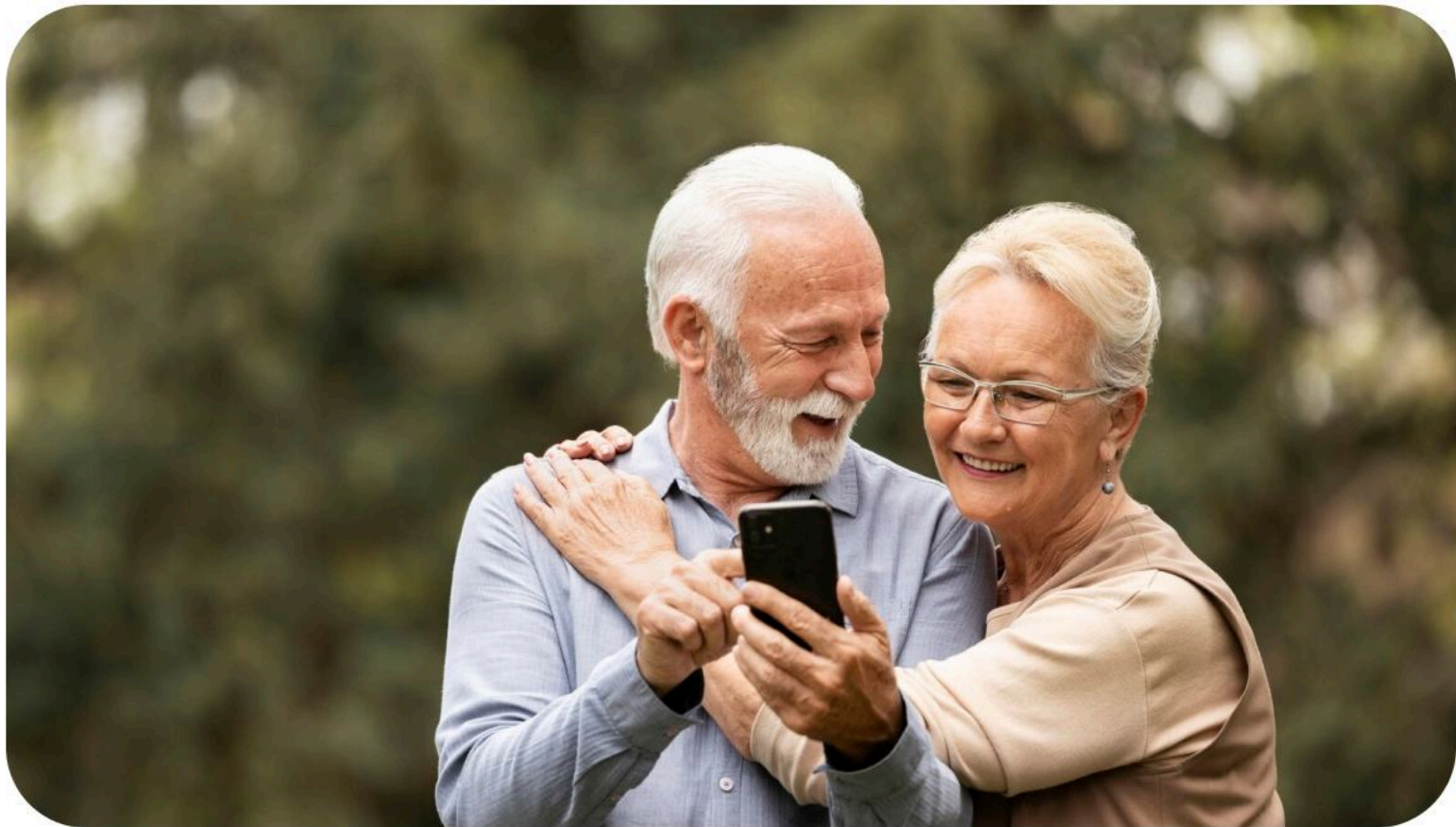
7.2 MOOD PHOTOS: DONT'S

OUR PHOTOSTYLE EMBRACES AN EERIE AND OTHERWORLDLY AESTHETIC, UTILIZING BLURRED IMAGES AND VARIOUS MASKS TO CREATE A SENSE OF ALIEN STRANGENESS. THE VISUALS FEATURE UNSETTLING FIGURES IN DISTORTED ENVIRONMENTS, WHERE THE BACKGROUNDS FADE INTO OBSCURITY, HEIGHTENING THE UNSETTLING ATMOSPHERE. THE LIGHTING IS DELIBERATELY HARSH AND UNEVEN, CASTING SHADOWS THAT ENHANCE THE CREEPY AND SURREAL MOOD.



THESE GUIDELINES PROVIDE A STARTING POINT FOR CREATING PHOTOGRAPHY ASSETS. THEY'RE NOT STRICT RULES OR A COMPLETE SET, BUT CONSIDERATIONS TO KEEP IN MIND WHEN CAPTURING IMAGES FOR PRINT OR DIGITAL USE.

PHOTOSTYLE
MOOD PHOTOS: DONT'S



✗ Avoid photos with elderly people



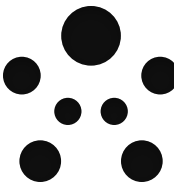
✗ Avoid photos with busy and unblurred backgrounds



✗ Avoid pictures without people and abstract ones

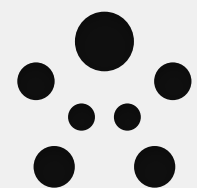
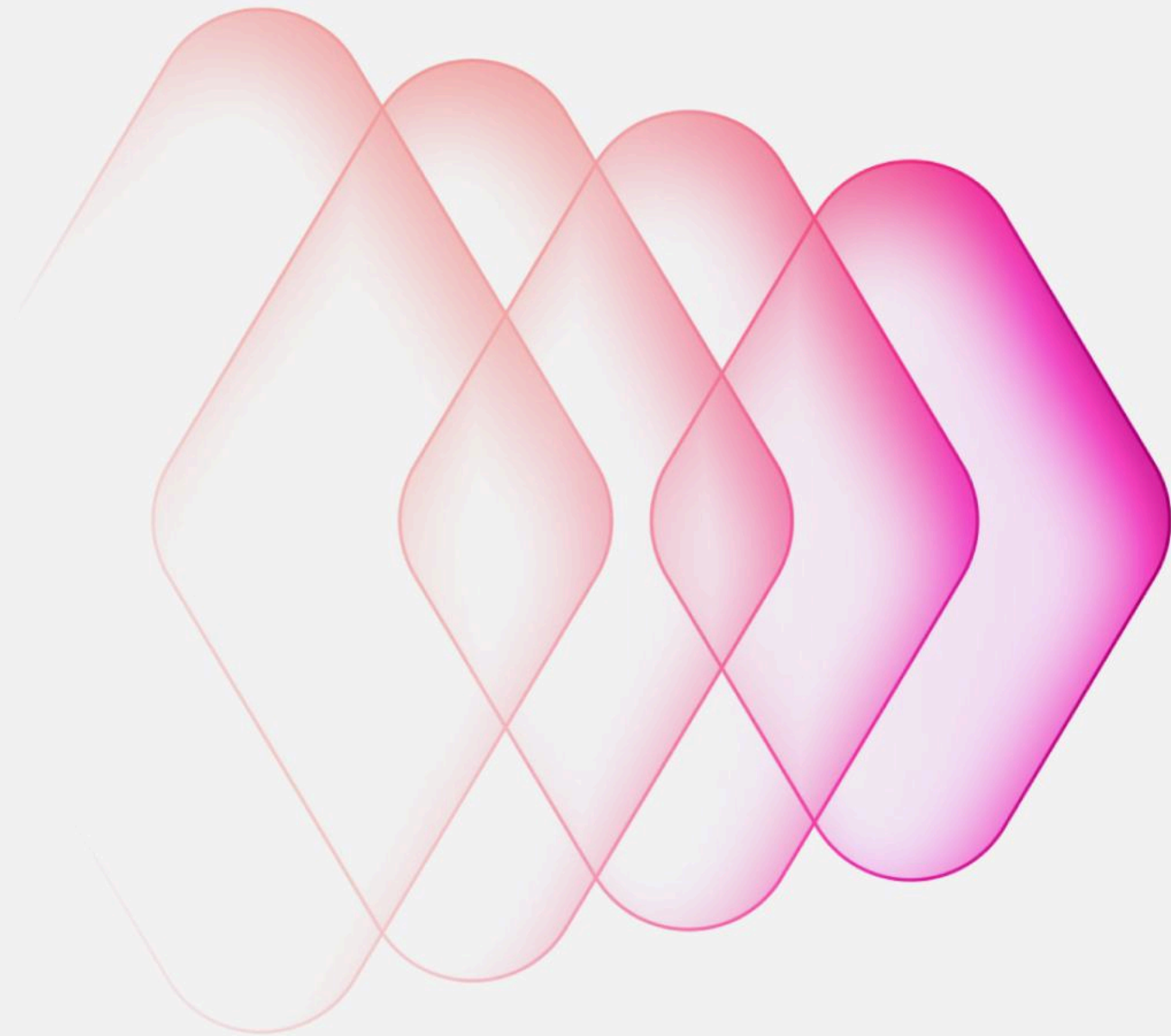


✗ Avoid black-and-white photos or heavily edited images



⑧

Web.

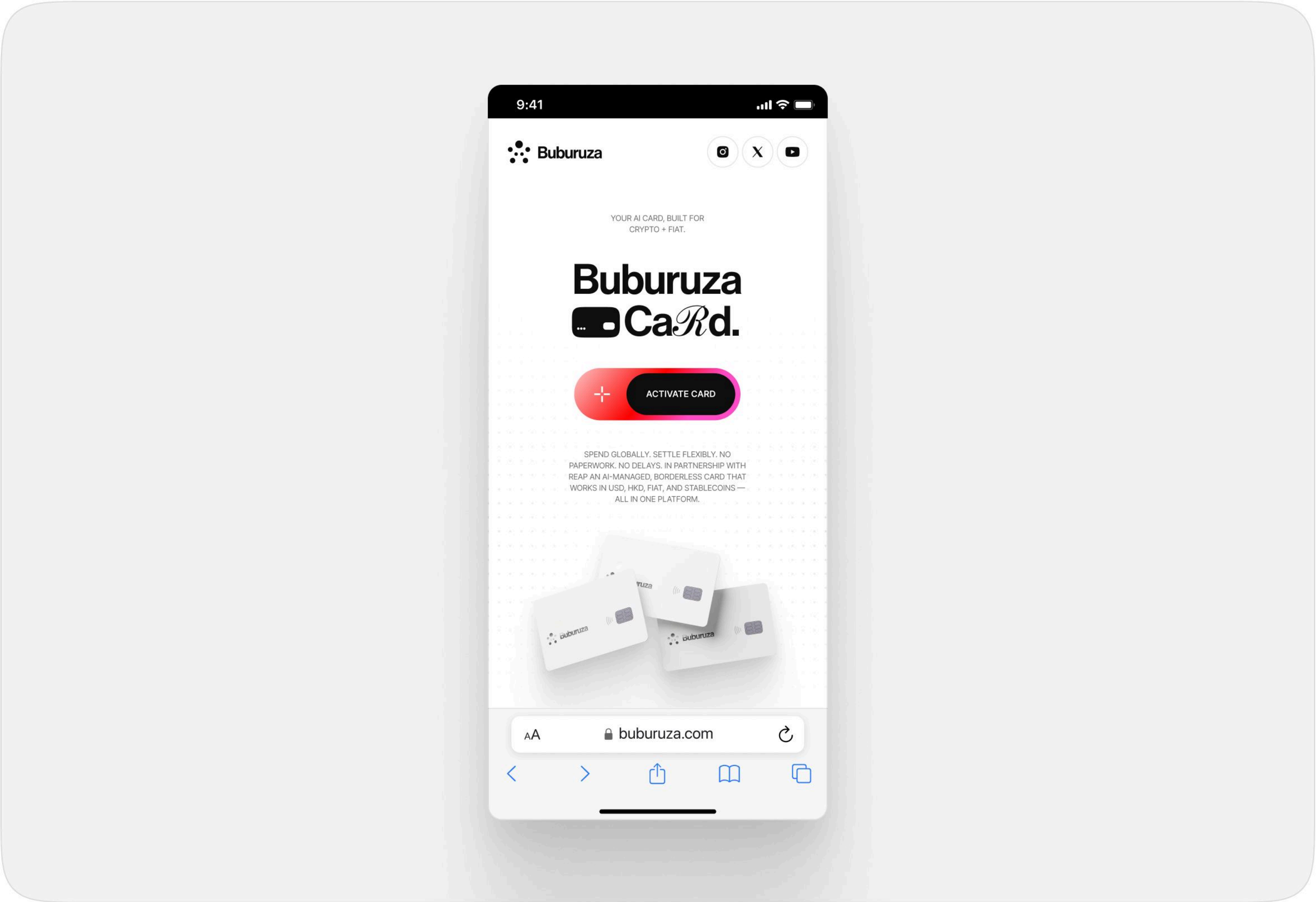
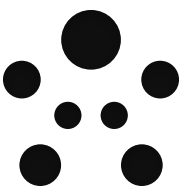


- 8.1 MOBILE GRID
- 8.2 DESKTOP GRID
- 8.3 ICONS

WIDTH: 375 PX

2 COLUMNS

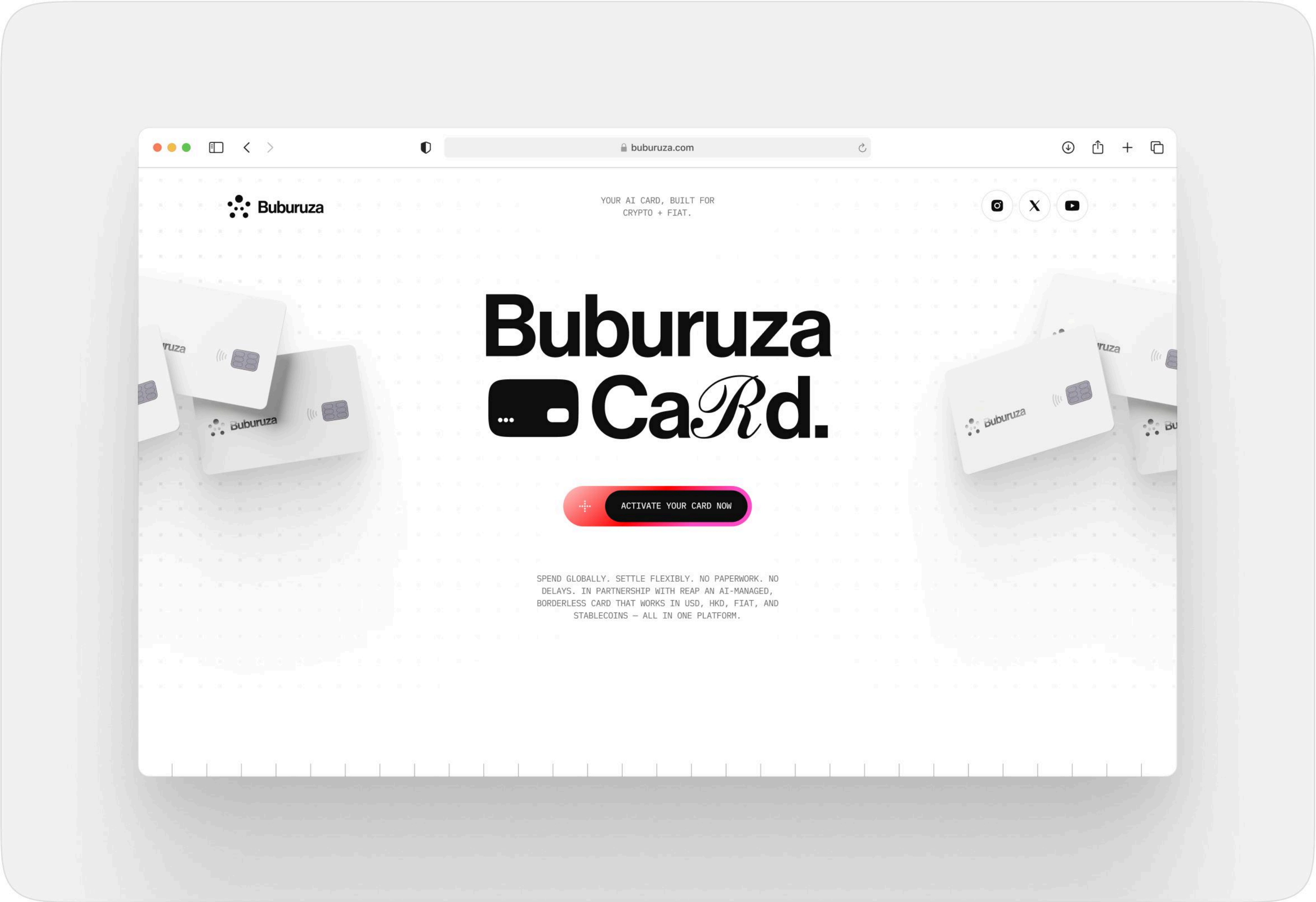
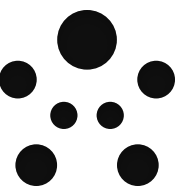
TYPE: STRETCH
WIDTH: AUTO
MARGIN: 16 PX
GUTTER: 12 PX



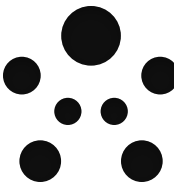
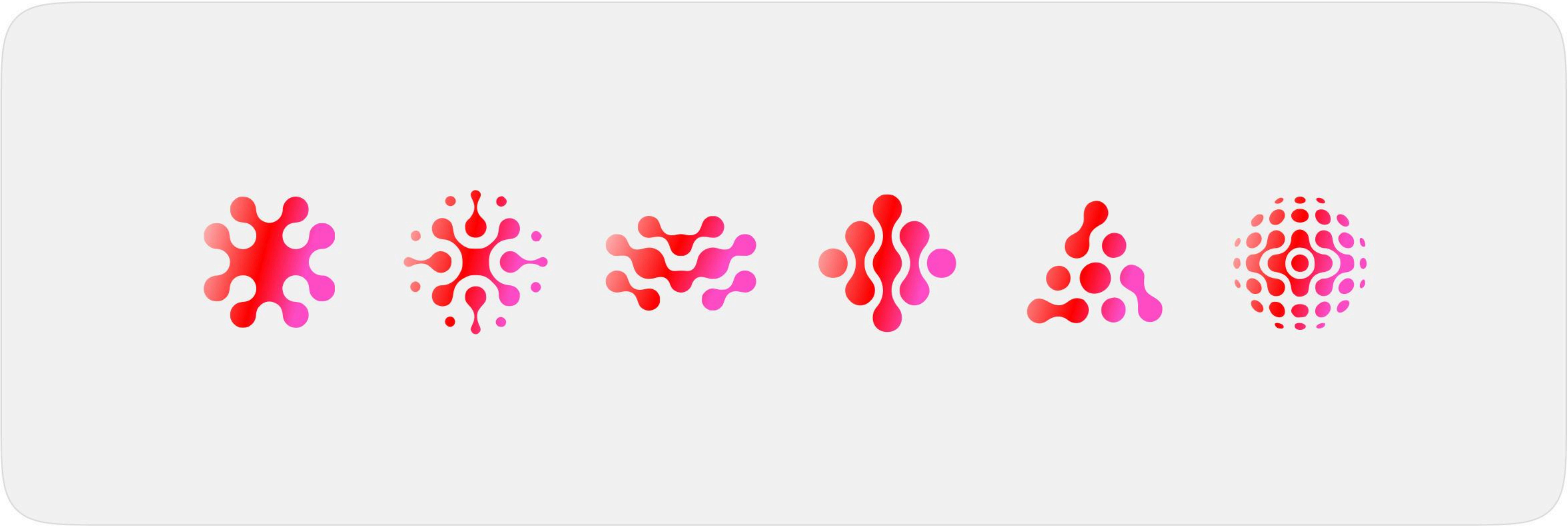
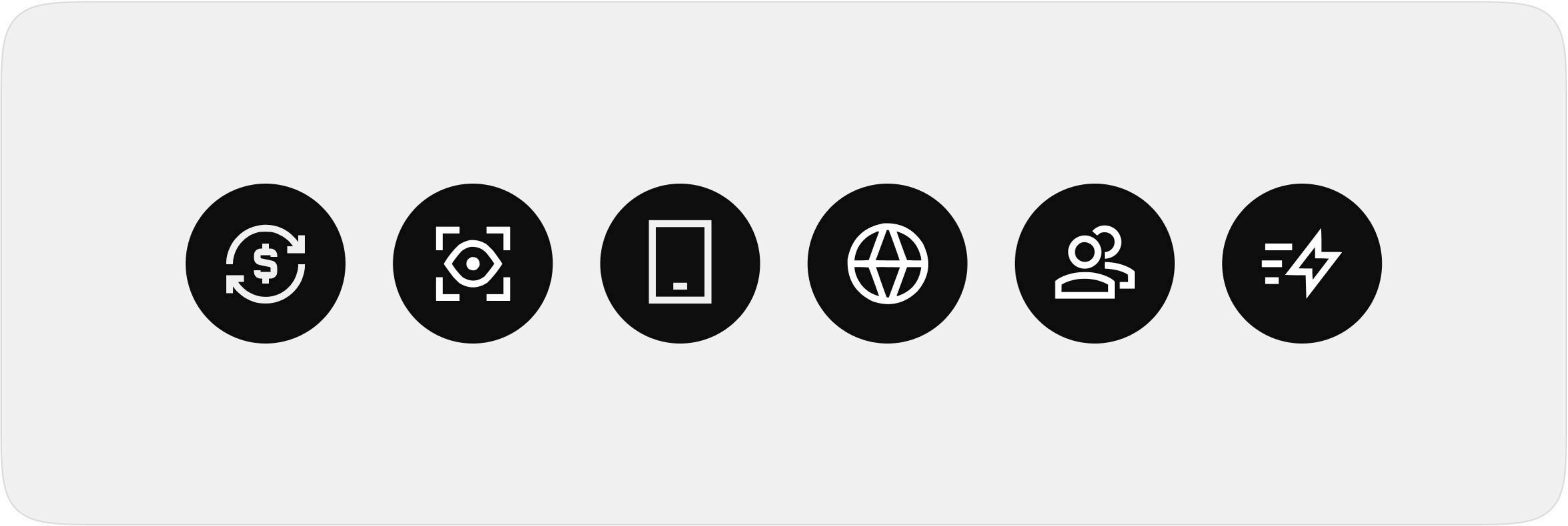
WIDTH: 1440 PX

12 COLUMNS

TYPE: STRETCH
WIDTH: AUTO
MARGIN: 124 PX
GUTTER: 24 PX

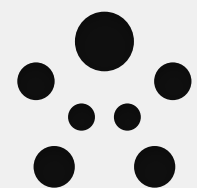
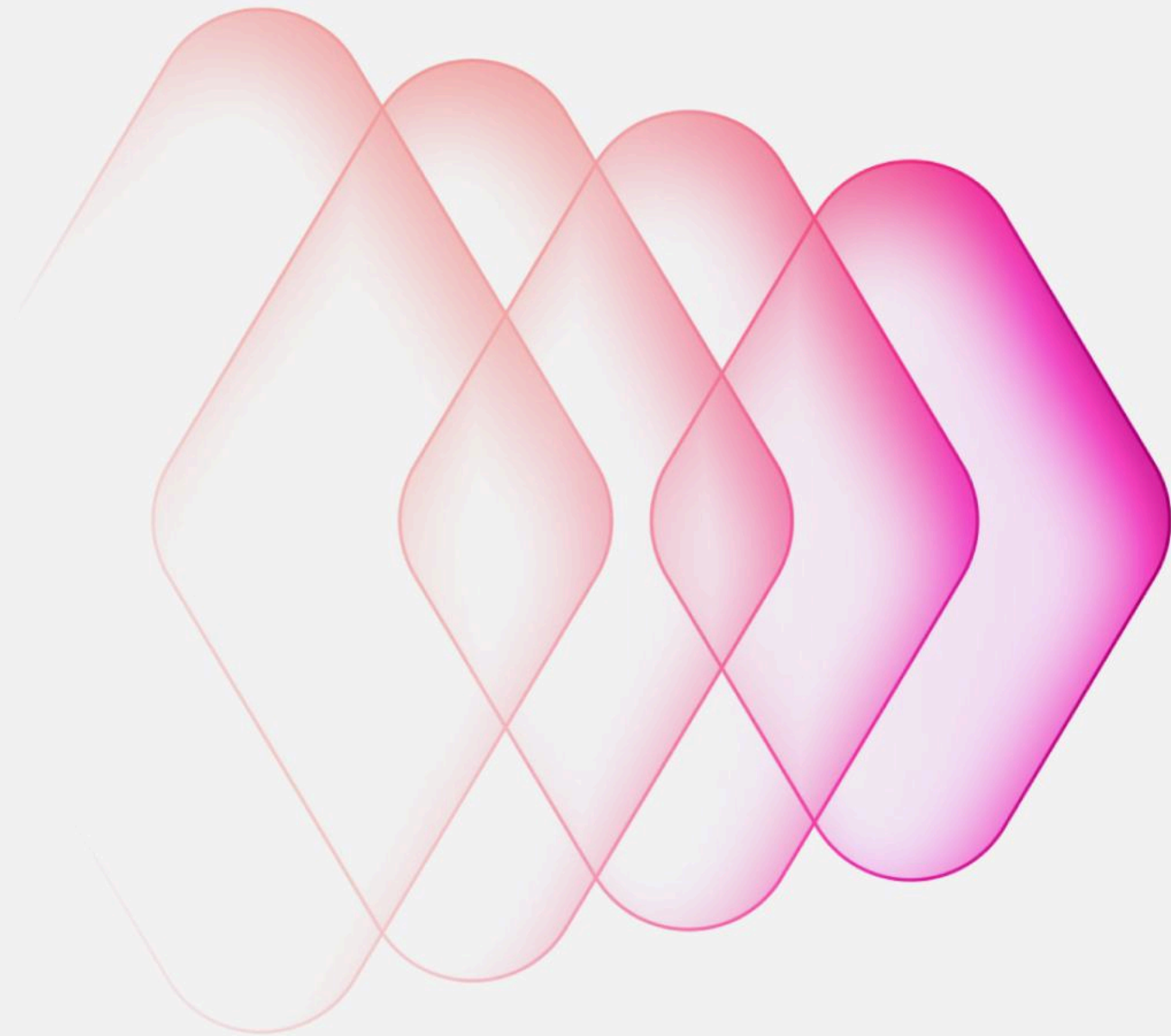


ON THE SITE WE USE STYLISTICALLY SIMPLE
FLAT ICONS THAT HELP TO NAVIGATE THE
USER THROUGH THE PAGES OF THE SITE.



⑨

Debit card.



THE BUBURUZA CARD SHOWCASES A VIBRANT ARRAY OF COLORS WHILE MAINTAINING CLARITY. YOU CAN ALWAYS CUSTOMIZE YOUR CARD THE WAY YOU LIKE.

