

Last update: February, 2026



Clara Brand Guidelines



01

Our

purpose

We are here to...

Empower companies to operate with financial clarity and agility, simplifying processes and freeing time to focus on what truly matters.

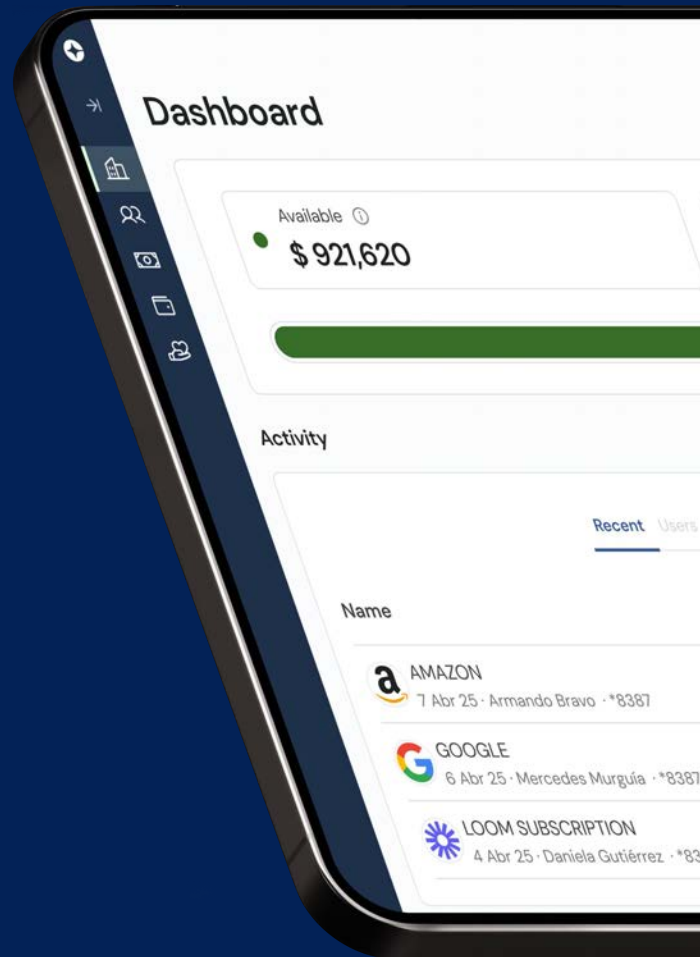


Empoderar a las empresas para operar con agilidad y claridad financiera.



Empoderar empresas a terem agilidade e clareza financeira

02 Our mission



Our mission

Deliver the most complete financial ecosystem in Latin America, helping finance teams gain efficiency, control, and decision-making power through innovative and accessible solutions.



Ofrecer el ecosistema financiero más completo de América Latina.



Oferecer o ecossistema financeiro mais completo da América Latina.

03

Clara's vision

Vision

To be the #1 ally of finance professionals,
supporting sustainable business growth with
technology, transparency, and data intelligence



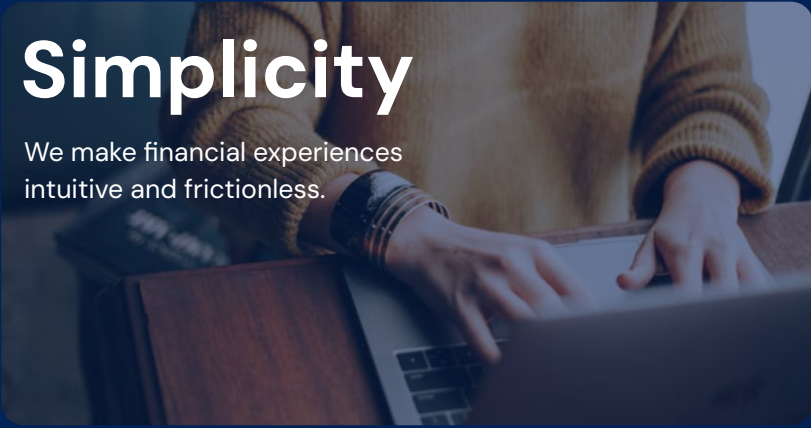
Ser el aliado número uno de los
profesionales de las finanzas.



Ser o aliado número 1 dos
profissionais da área financeira

04

Brand values



Simplicity

We make financial experiences intuitive and frictionless.

Clarity

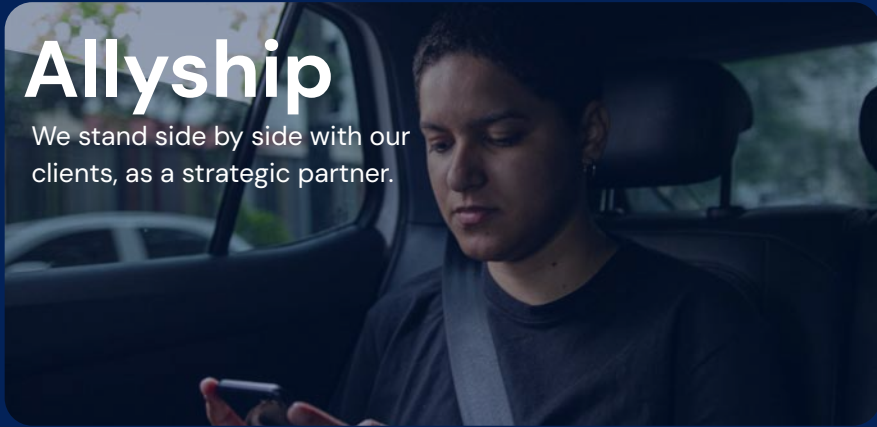
We ensure transparency and accurate information for confident decisions.

Control

We provide autonomy and security in every transaction.

Personalization

We adapt our solutions to each business's unique needs.



Allyship

We stand side by side with our clients, as a strategic partner.

05

Our tone of voice

How we want to sound next

The Clara voice is:

- **Human:** empathetic, real, warm
- **Community-driven:** close to finance teams' daily lives
- **More data-driven:** technical yet understandable
- **Bolder:** opinionated, modern, witty
- **Comfortable being 'negative' and on point:** honest about struggles



 Voice summary:

**“From finance people,
to finance people —
with clarity, intelligence,
and empathy.”**

If **Clara** was a person, it would be the **perfect blend** of:

*Smart, confident, kind.
The calm in the storm.*

Smart

Fast and adaptable. Is ready to respond to new challenge. Innovative, with an ease of finding ways to solve problems.

Confident

Strong in heart and mind. Has the power to influence people with their presence and drive positive change.

Calm

Aware of their potential with a clear sense of purposes and the conviction to pursue their goals. A "can-do" attitude and not afraid to take risks.

Solver

Ingenious, adaptable, with a problem-solving mindset. Not afraid to navigate through unexpected challenges, resilient and determined.

Who we are

Tone inspiration

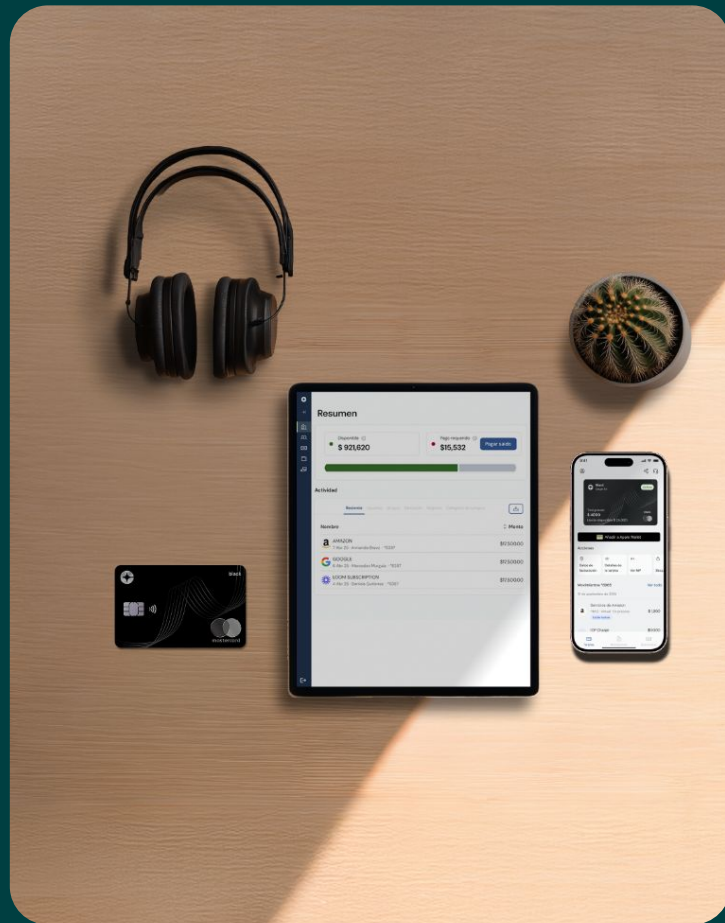
- Super intelligent — *Ivy League graduate vibes*
- Informed and curious — reads *The Economist* and *The New Yorker*
- Speaks with substance, not volume — never shows off
- Analytical, sharp, but approachable
- Respected for expertise, not ego
- Thinks fast, writes clearly
- Feels like a partner who gets you — not a lecturer

Essence:

“She’s the one who always has the data, the context, and the empathy — and knows exactly how to say it.”

Keywords:

Smart • Cultured • Calm • Credible • Human • Confidently humble



Our voice

Essence:

"The one who always has the data, the context, and the empathy and knows exactly how to say it."

Keywords:

Smart • Cultured • Calm • Credible • Human • Confidently humble

Voice summary:

"From finance people, to finance people: with clarity, intelligence, and empathy."

Our audience (Target)

Audience	Who they are	What they need to feel from Clara	How we should sound
Potential clients	Finance leaders and decision-makers who are exploring modern solutions for control, visibility, and efficiency.	Inspired and curious — they should feel that Clara understands their world and can simplify it.	Friendly, insightful, clear. Confident but not pushy. Speak in benefits and impact, not features.
Clients	Finance professionals who already use Clara day to day — analysts, CFOs, controllers.	Supported and continuously learning — they should feel guided by a partner who helps them unlock the full potential of the product and grow their own expertise.	Smart, helpful, close. Combine data and empathy. Human, proactive, and empowering.
Investors	People and institutions who believe in Clara's long-term growth and leadership potential.	Trust and credibility — they should see Clara as a strong, mature, and innovative company.	Strategic, data-driven, elegant. More corporate, but still human and visionary.

06

Content pillars

The topics our brand talks to connect and be remembered

Product

Showcase how Clara simplifies and empowers financial operations through real use cases, features, and updates.

Clear, confident, and practical. Focus on real benefits and time saved

Finance data & insights

Share data, trends, and stories that position Clara as a credible thought leader in the financial space.

Analytical yet human. Use numbers to tell stories, make bold statements, and connect insight with impact.

Life at Clara (Institutional)

Highlight Clara's culture, people, and values — showing how we live what we say.

Warm, optimistic, authentic. Use real voices, real faces, and real experiences. No corporate fluff.

Practical Guidelines

Practical Guidelines

Pillar

Example actions

Less AI, more human

- Feature real Claridians in videos and stories
- Use real examples and tutorials instead of generic content
- Avoid AI-sounding copy — make it sound truly written by people

Build a community

- Launch a LinkedIn newsletter for finance professionals
- Create CFO Clara's Club and small gatherings
- Open feedback channels (Telegram, email) to share ideas and success stories

More data-driven and technical

- Post weekly "fun finance facts" using Clara's data
- Leverage the data team to show real numbers and impact
- Use visuals with key metrics that spark curiosity

Be bolder

- Use internet language thoughtfully (memes, humor, cultural references)
- Make statements about the future of finance
- Highlight real cases that show how Clara helps save time or money

Be comfortable with being "negative" and on point

- Address real pain points: end-of-month stress, ticket chasing
- Talk about tough realities with empathy and humor
- Host webinars or polls about daily finance challenges

DOs and DON'Ts

DOs

- Talk like someone who understands real finance problems
- Use empathy and data together
- Show the people behind the product
- Tell stories of real challenges and solutions

DON'Ts

- Use AI-sounding phrases or empty statements
- Over Explain features without context
- Rely on fake visuals
- Avoid hard topics: finance life isn't always easy

06

Brand premises

The ultimate benefits to our users

Gain efficiency

Automation of financial processes to maximize productivity.



Control with intelligence

Real-time visibility and management without losing autonomy.



Enhance your finance abilities

Insights and solutions that turn finance into a driver of growth



06

Design Guide

Design Pillars

Embrace white space

Don't fear the empty. White space gives your content room to breathe & helps users focus.

Stick to 1 font Max 2 weights

Too many fonts = chaos. Choose 1 typeface for headings, 1 for body.

Limit to 3 or 4 colors

Use 1 primary, 1 accent & a couple neutrals. Consistency beats complexity.

Align everything

Alignment isn't optional. Grids, margins & baselines help your layout feel intentional. Eyes loves order.

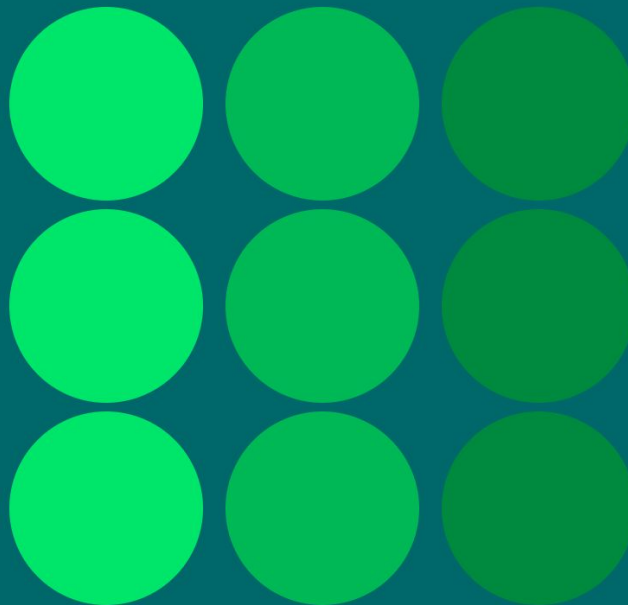
Maintain consistency

Use cohesive styles, colors combinations, & shapes the design.

Embrace white space

Don't fear the empty.

White space gives your content room to breathe & helps users focus.



Stick to 1 font, max 2 weights

Too many fonts = CHAOS.

Choose 1 typeface
Play with hierarchy

Consider:
Headlines
Subheadlines
Body

Weights
Avoid *ITALICS*

Clara

*Turn your financial
data into insights*

From spreadsheets to
strategy in seconds. Just ask.

**Limit to 3 or
max 4
colors**

**Use 1 primary, 1 accent & a couple
neutrals.**

Consistency beats complexity.

**Saw our cards
used in +160
countries**



Align everything

Alignment isn't optional.

Grids, margins & baselines help your layout feel intentional.
Eyes loves order.



Maintain consistency

Use cohesive styles, colors combinations, & shapes in all the different executions, channels and specifications.

All brand elements should look like part of our brand world.

Images

Icons

Illustrations

Fonts



Our font

Our Font

A stylish and smart combination of fonts that reinforce the personality of our brand, giving it strength and avant-garde style at the same time.

DM Sans is our main font and helps us to complement our brand personality.

DM Sans Bold
DM Sans Medium
DM Sans Light

[Fonts](#)
[Download](#)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!"#\$%&/()=?;*~][_;

Our Web Font

A stylish and smart combination of fonts that reinforce the personality of our brand, giving it strength and avant-garde style at the same time.

Inter Font help us to layout our website product and keep always our brand personality

Inter Regular
Inter Light

[Fonts](#)
[Download](#)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!"#\$%&/'()=?*`][_::;

Our logo

Our logo is the most important visual element of our brand. The monogram together with our brand word reinforces our narrative and empowers our brand as a leader in its market.

Minimal use: 2.3 x 0.4cm

[WHITE SVG](#)

[WHITE PNG](#)



Logo Black

Our logo is the most important visual element of our brand. The monogram together with our brand word reinforces our narrative and empowers our brand as a leader in its market.

Minimal use: 2.3x0.4cm

[BLACK VECTOR](#)

[BLACK PNG](#)



Monogram

Uses: Assets that are already at the bottom of the funnel, social media, or other platforms that already bear Clara's name and/or are easy to identify as being from the brand.

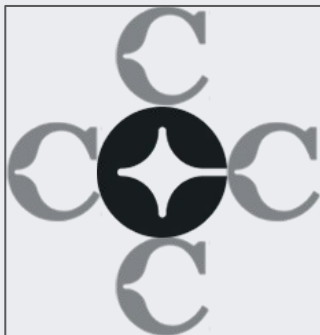
BLACK
Monogram
SVG

Black
Monogram
PNG

White
Monogram
SVG

White
Monogram
PNG

Always respect this Safe Area

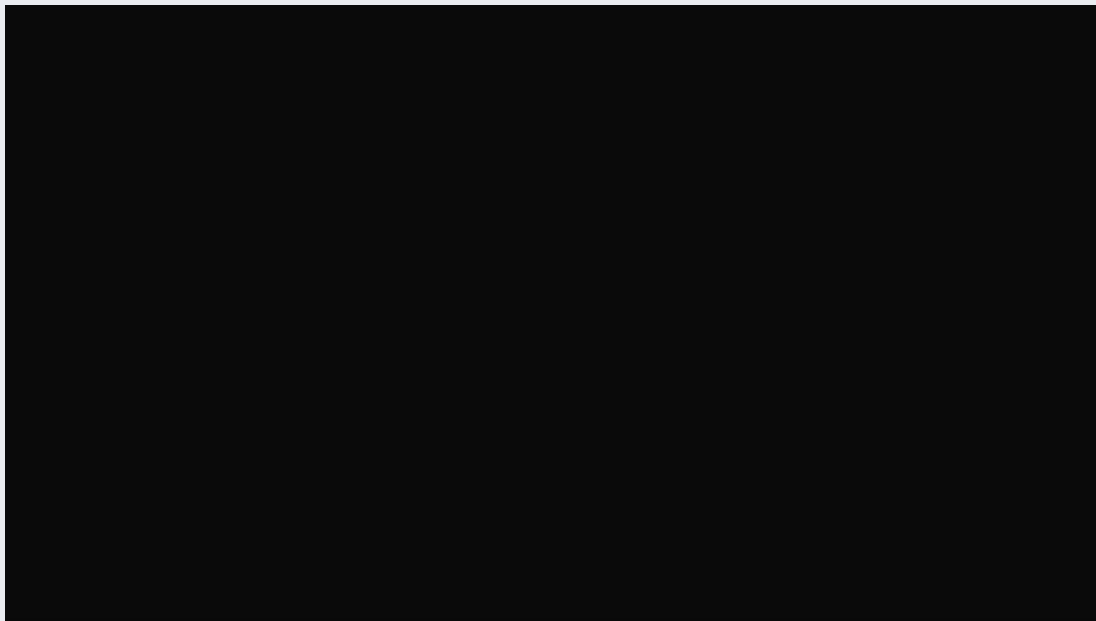


Usage Example



Motion

Uses: Assets that are already at the bottom of the funnel, social media, or other platforms that already bear Clara's name and/or are easy to identify as being from the brand.



[Download](#)
[MOV](#)

[Download](#)
[GIF](#)

Logo + Cobrand

Uses: Assets that are already at the bottom of the funnel, social media, or other platforms that already bear Clara's name and/or are easy to identify as being from the brand.

Usage Example




Todas las respuestas de tu empresa listas antes de que subas al avión.

clara.com

Miles de datos procesados por IA, en solo minutos.

 **CLARA** | 

Chat interface showing a financial analysis:

Karla, CFO, a las 12:45

¿Por qué aumentaron mis gastos?

Analista Financiero, a las 12:45

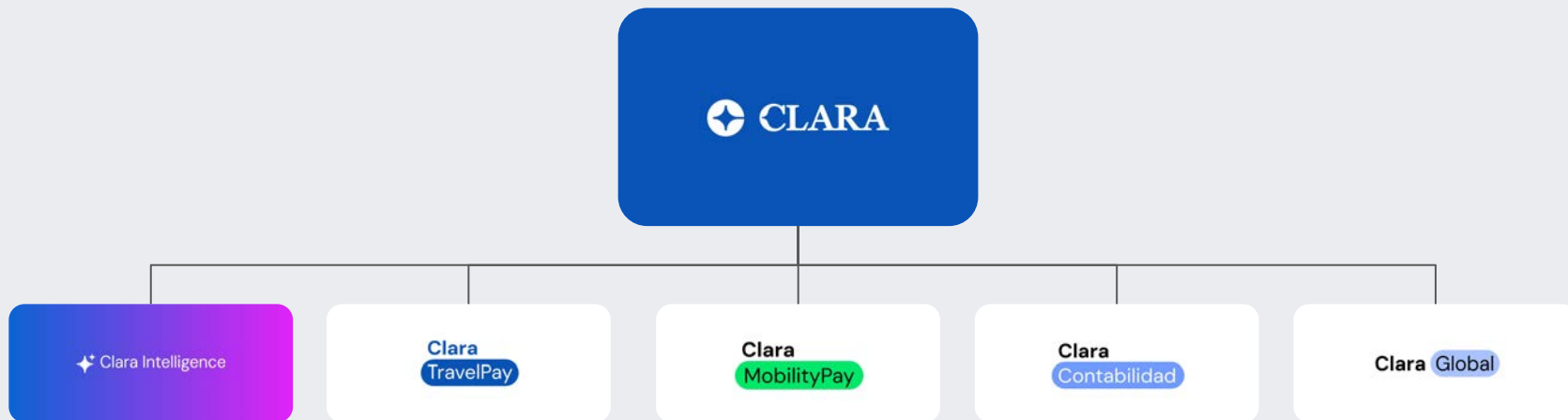
Observo un incremento significativo en los gastos del equipo de Ventas en Monterrey.

	CDMX	Guadalajara	MTY
Ventas	3%	0%	30%
Marketing	2%	-1%	1%
Operaciones	1%	2%	2%

Logo + Sub Brands

Our sub-brand is a brand that is associated with our Clara main brand in order to reach a specific audience, enter a new market, or differentiate a product, while maintaining the legitimacy and backing of the parent brand.

[Download
Black/White &
Color](#)



Clara Intelligence

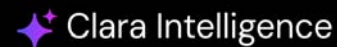
[Download
Black/White &
Color](#)



✦ Clara Intelligence



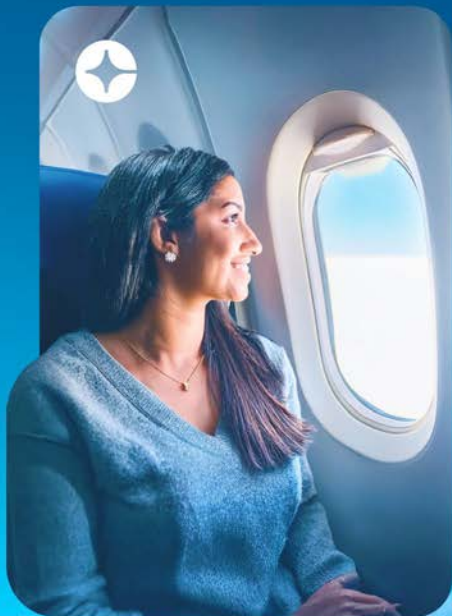
✦ Clara Intelligence



✦ Clara Intelligence

Clara Travel Pay

[Download
Black/White &
Color](#)



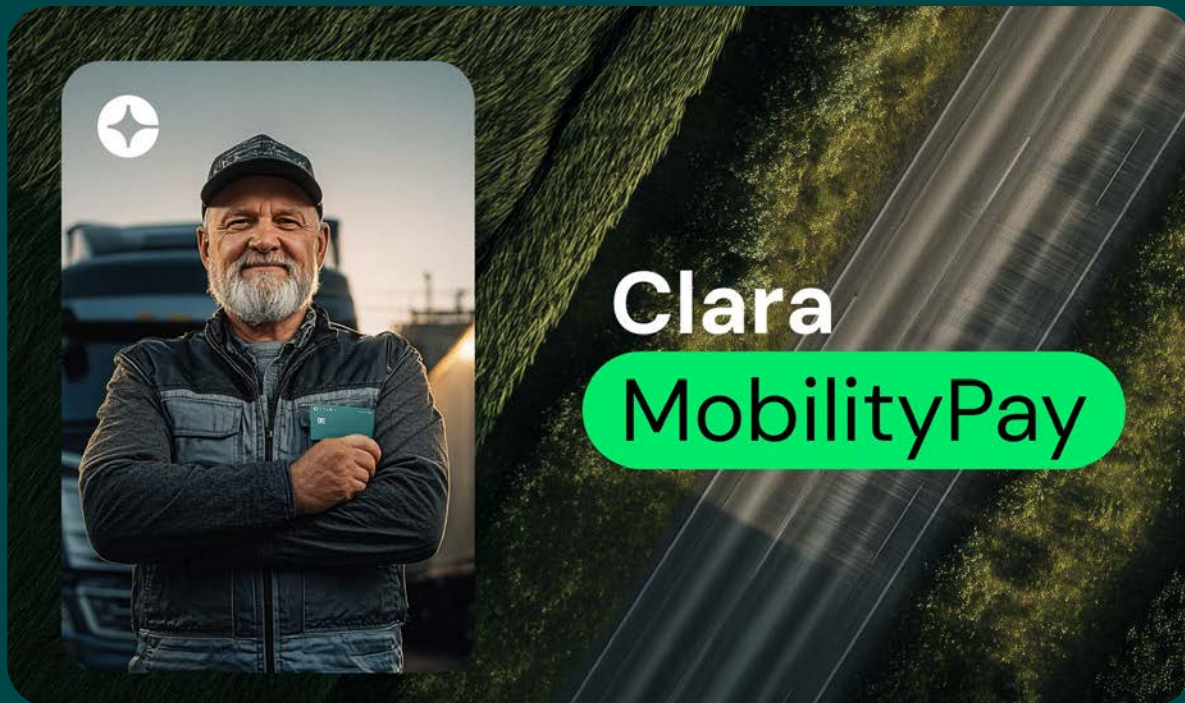
Clara
TravelPay

Clara
TravelPay

Clara
TravelPay

Clara Mobility Pay

[Download
Black/White &
Color](#)



Clara
MobilityPay

 MobilityPay

Clara Accountants

[Download
Black/White &
Color](#)



Clara Global

[Download
Black/White &
Color](#)



Clara Global

Clara Global



Global

Color palette

Our brand colors

Our Primary color palette consistent color usage builds and strengthens our brand awareness. When people see our color palette, we want them to think about Clara. Rich navy-blue is often used in tech, gaming, or nature-inspired designs where you want energy and clarity.

50%

Rich navy-blue
032257

15%

Vivid azure
0853B6

15%

Sky blue
AAC2FE

15%

Deep Teal Ocean
003F41

5%

Pure black
000000

Our secondary colors and % of usage

15%

Bright turquoise
OCD6DC

50%

Pure white
FFFFFF

15%

Salmon pink
F09E99

15%

Green grass
00e66b

5%

Pure black
000000

Extended BLUE Color palette



Primary
Color

Black navy

Deep
ocean blue

Black
blue

Midnight
blue

Dark indigo
navy

Royal blue
tone

Bright
sapphire

Bold cobalt

Vivid
azure

Electric
blue

Sky blue

Pure
White

**Rich
navy-blue.**
Flagship Blue &
Shadings

#032257
PANTONE 281 C

00081C	010C27	011131	02163C	021B47	032257	042C6D	053884	06459C	0853B6	0A63D1	AAC2FE	FFFFFF
--------	--------	--------	--------	--------	--------	--------	--------	--------	--------	--------	--------	--------

Extended GREEN Color palette



Primary
Color

Deep Teal
Ocean
Secondary
Green &
Shadings

#003F41
PANTONE 2217C

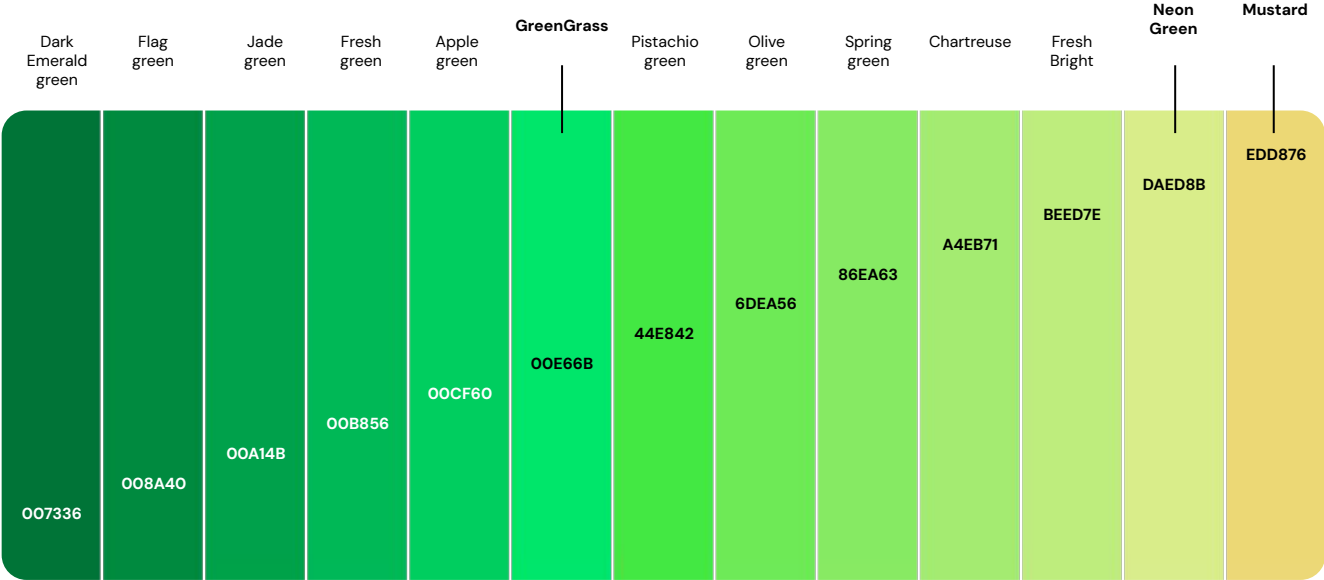
Charcoal teal	Dark Forest	Dense forest-teal	Deep pine teal	Dark sea-green	Primary Color	Strong teal	Tropical turquoise-teal	Bright Caribbean teal	Aqua-eme rald glow	Light lagoon teal	Bright, tropical cyan	Green Grass
001111	001A1A	002222	002B2C	003436	003F41	005255	00676A	007C80	009497	00ADB1	OCD6DC	00e66b

Extended Green

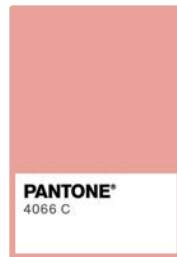


Deep Teal
Ocean
Secondary
Green &
Shadings

#00E66B
PANTONE
7481 C

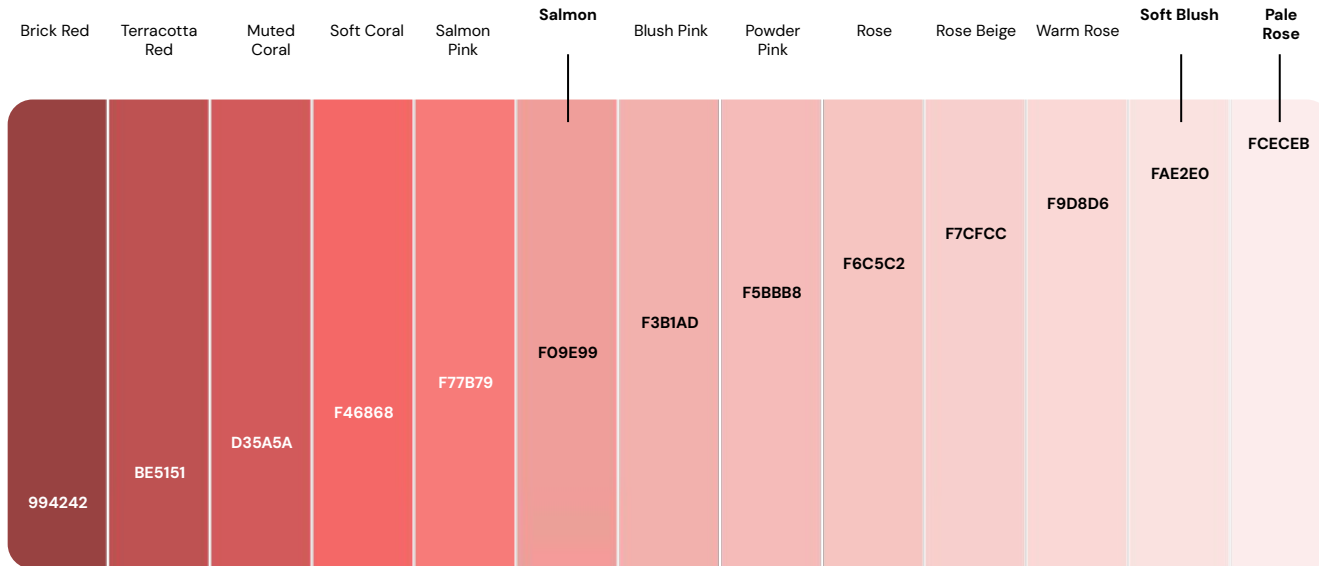


Extended Salmon



**Deep Teal
Ocean**
Secondary Pink
& Shadings

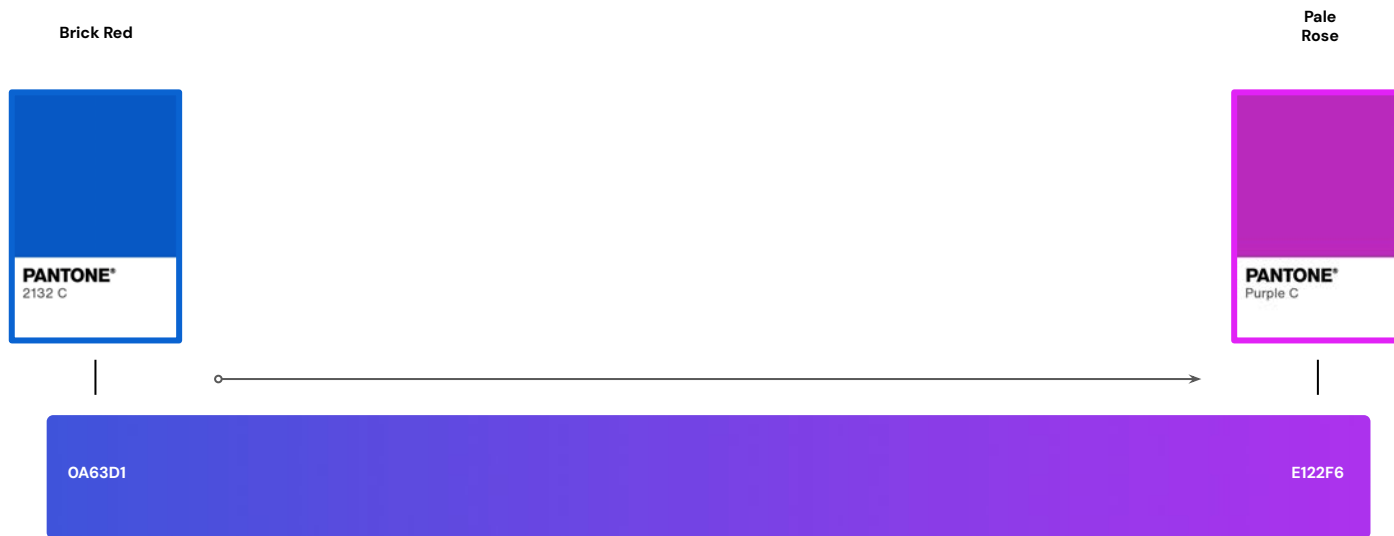
#F09E99
PANTONE
4066C



Extended Clara Intelligence

Color used for
AI-powered
products across the
platform, is a mix of
the Pro color and a
highlight color.

#0A63D1
#E122F6
PANTONE
4066C



Usages

Our Primary color palette consistent color usage builds and strengthens our brand awareness. When people see our color palette, we want them to think about Clara

Our primary color and its different shades will be used mainly in:

- Presentation backgrounds
- Covers
- Print advertisements
- Digital advertisements
- Social media channels
- Product videos
- Product UI

A lighter primary color shade will be used mainly in:

- Presentation backgrounds
- Digital advertisements
- Social media channels
- Product videos
- Product UI

A lighter primary color shade will be used mainly in:

- Typography
- Social media channels
- Product videos that require a light but colorful background
- Product UI (depending on the execution in small ui pieces, like selected elements, illustrations, loaders, etc)

An Alternative Green secondary color shade will be used mainly in:

- Presentation backgrounds (to avoid over usage of our blue background)
- Social media channels (only on secondary pages to generate more dynamic assets)
- Product videos that require to have more variations of our Main blue color

Our Dark Black primary color shade will be used mainly in:

- Presentation backgrounds (to avoid over usage of our blue background)
- Social media channels (to generate more dynamic assets)
- Product videos that require to have more variations of our Main blue color

Usages contrast combination examples

Our Primary color palette consistent color usage builds and strengthens our brand awareness. When people see our color palette, we want them to think about Clara

We're reconciling invoices

We're in Excel hell.



It's just a quick budget approval.

Expect three meetings and a spreadsheet from 1998.



This is a one-time expense.

See you next quarter for the exact same request.



It's a simple reimbursement process.

Bring receipts, forms, and your patience.

Our Graphics

Graphic Library



[Website Images](#)



[Scenes](#) & [People](#)



[Monochromatic Pictograms](#)



[Color Icons](#)



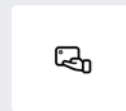
[Linkedin Covers](#) & [Banners](#)



[Illustrations](#)



[Illustrated Icons](#)



[Nav Icons](#)



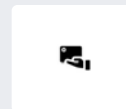
[Clara Cards](#) & [TV Screens](#)



[Monochromatic](#)



[Outline Icons](#)



[Mobile Icons](#)

Or generate your own Photo Asset with our [Photogem](#)

Realistic images



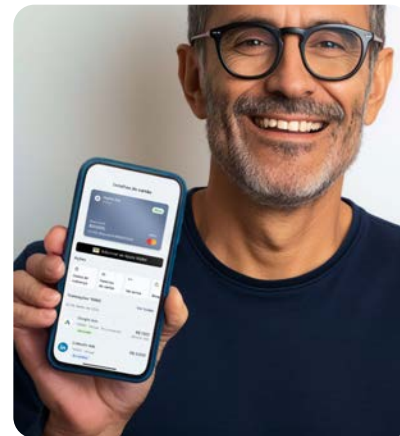
Our realistic graphics can be used in channels where functional rather than decorative requirements are needed to complement a message to be communicated, either accompanied by copy or without copy, always ensuring that quality and clarity are not compromised.

Most common examples of realistic image use.

- OOH
- Printed materials
- Website
- Social media postings
- Onboarding messages
- Mailers
- Product banners

Our visual world is

Bright, warm,
spontaneous, natural,
positive and confident.



AI Prompts

“Woman with a Clara Card” Prompt Example



INTENTION INCLUDE ASPECT RATIO:

Create a professional photograph, captured with a 35mm lens, widescreen 16:9 format.

STYLE:

features a latin woman in her 30s centrally framed, holding a Clara Card, Her dark hair is neatly pulled back in a professional style.

FRAMING:

The image is taken from a slightly angled frontal perspective.

DETAILS, LIGHT, ENVIRONMENT, CAMERA MODEL:

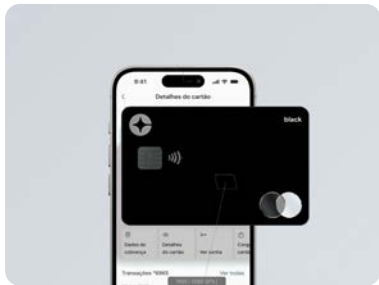
The woman are in sharp focus, while the background is a blurred, expansive modern office with various cubicles. Warm, friendly lighting creates a soft, inviting ambiance. Colors are natural and subtly saturated, taken with Canon EOS R5 with a 35mm, 8K resolution, unretouched, editorial photography style

Look for candid shots of people in action, without posing and using natural light; the resulting images should feel intimate, realistic, crisp, and relatable



Realistic Imagery verticals

Cards



Clara Platform/cards
Renders

3D devices floating

- Keep Simply UI flows
- Reflect Direct benefit
- Keep Clean Layouts & compositions
- Avoid bad quality of AI images
- Keep our UI recognizable

Ecosystem

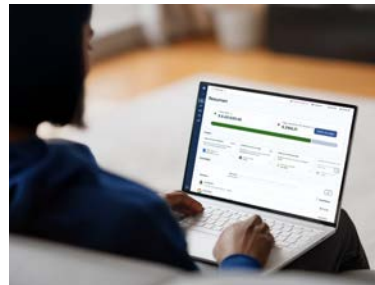


Clara Ecosystem
Platform/cards being used

Devices interacting (on action)

- Keep Simply UI flows
- Reflect Direct benefit
- Keep Clean Layouts & compositions
- Avoid bad quality of AI images
- Keep our UI recognizable

People



People with context &
environments that
represent a specific use
case of a clara product

People in action highlighting a benefit (more time, more control, more autonomy)

- Keep natural (not posed photo)
- Complement Direct benefit
- Keep Clean Layouts & compositions
- Avoid bad quality of AI images
- If we showcase UI, keep it easy to recognize
- To avoid confusion always complement this images with a copy message.
- Use Images with more details on bigger formats. Avoid smaller channels like social media or UI components.

Products

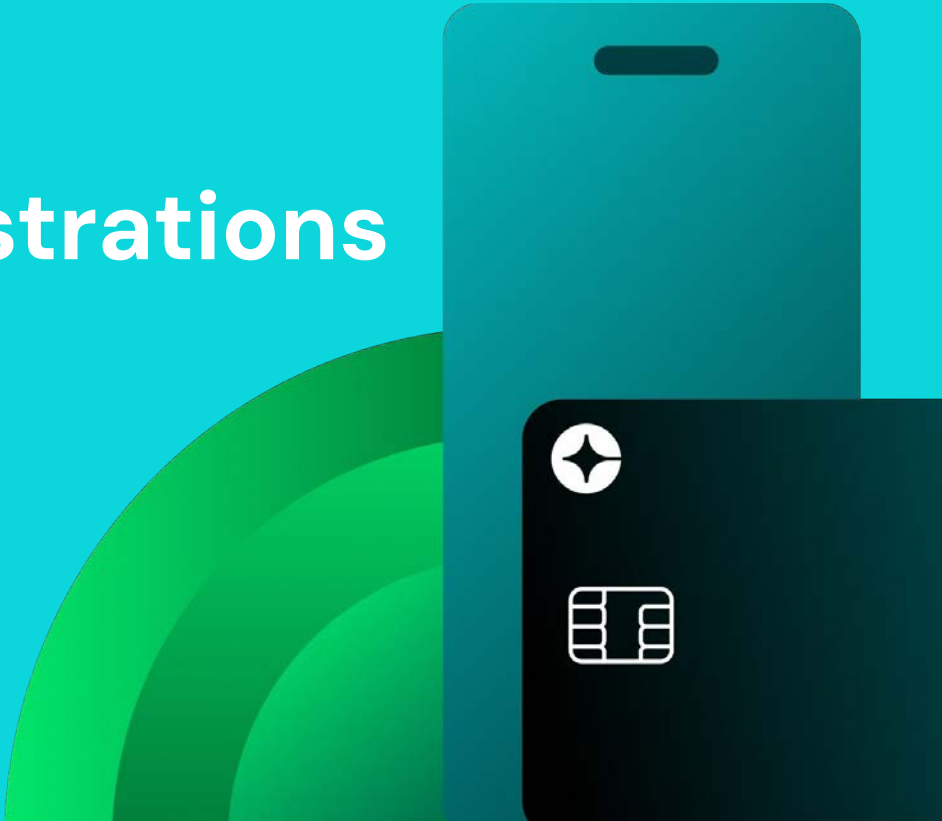


Clara Product verticals
(fleet, travel pay,
intelligence)

People in action highlighting a benefit (more time, more control, more autonomy)

- Keep natural (not posed photo)
- Complement Direct benefit
- Keep Clean Layouts & compositions
- Avoid bad quality of AI images
- If we showcase UI, keep it easy to recognize
- Use Images with less details on big and smaller formats.

Illustrations

An illustration featuring a teal smartphone and a dark teal SIM card. The smartphone is positioned behind the SIM card. The SIM card has a white star-like logo in the top left corner and a white SIM card icon in the bottom right corner. The background is a solid teal color with a large green circular shape on the left side.

Our illustrated graphics can be used in channels where functional rather than decorative requirements are needed to complement a message to be communicated, either accompanied by copy or without copy, always ensuring that quality and clarity are not compromised.

Most common examples of realistic image use.

- OOH
- Paid ads
- Website
- Social media postings
- Onboarding messages
- Mailers Product banners
- Printed materials
- Onepagers

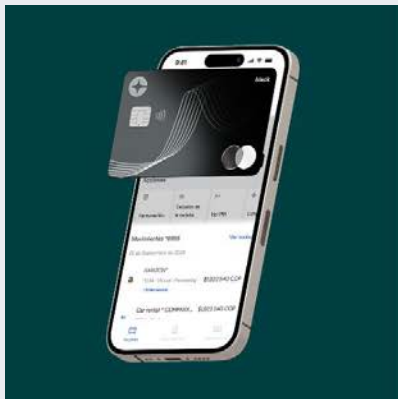
Our illustrated world is

Bright, clean, geometric,
sharp, positive and easy
to be recognized



Responsive graphic elements

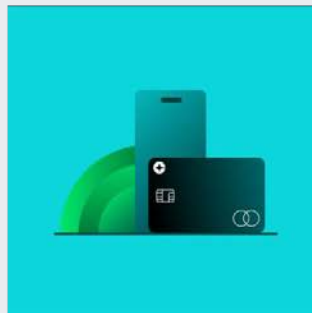
Realistic images



Use cases suggestions

- OOH
- Paid ads
- Website
- Social media postings
- Onboarding messages
- Mailers
- Product banners
- Printed materials
- Onepagers

Illustrations



Use cases suggestions

- OOH
- Paid ads
- Website
- Social media postings
- Onboarding messages
- Mailers
- Product banners
- Printed materials
- Onepagers

Icons

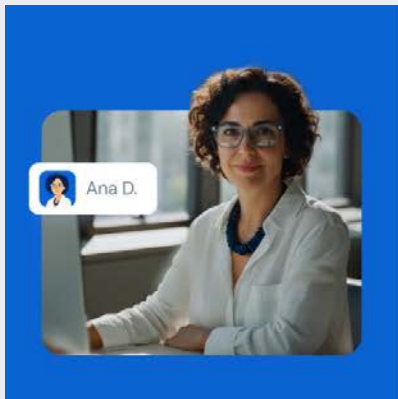


Use cases suggestions

- Product status / screens
- Product Baners
- Product Mobile
- Website
- Onepagers
- Onboardings
- Mailers

Responsive graphic elements

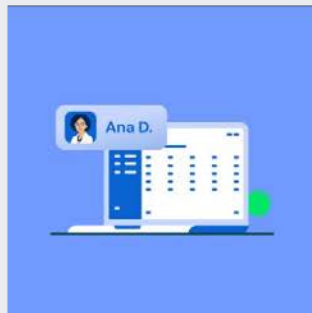
Realistic images



Use cases suggestions

- OOH
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Illustrations



Use cases suggestions

- OOH
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- Onepagers

Icons



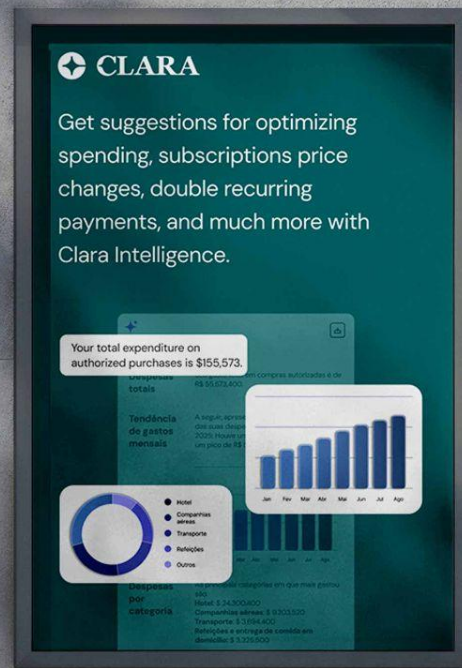
Use cases suggestions

- Product status / screens
- Product Baners
- Product Mobile
- Website
- Onepagers
- Onboardings
- Mailers

Imagery

Usage example on Out of Home



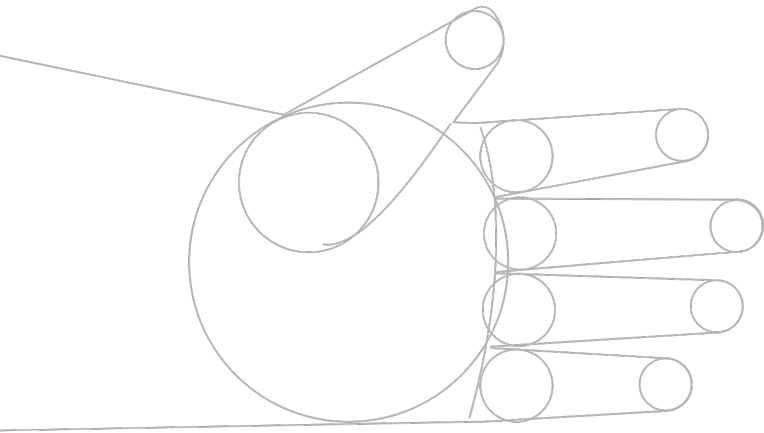


* Usage example, our realistic imagery could be mixed with different graphic / illustrated elements to reinforce the main message.

Components

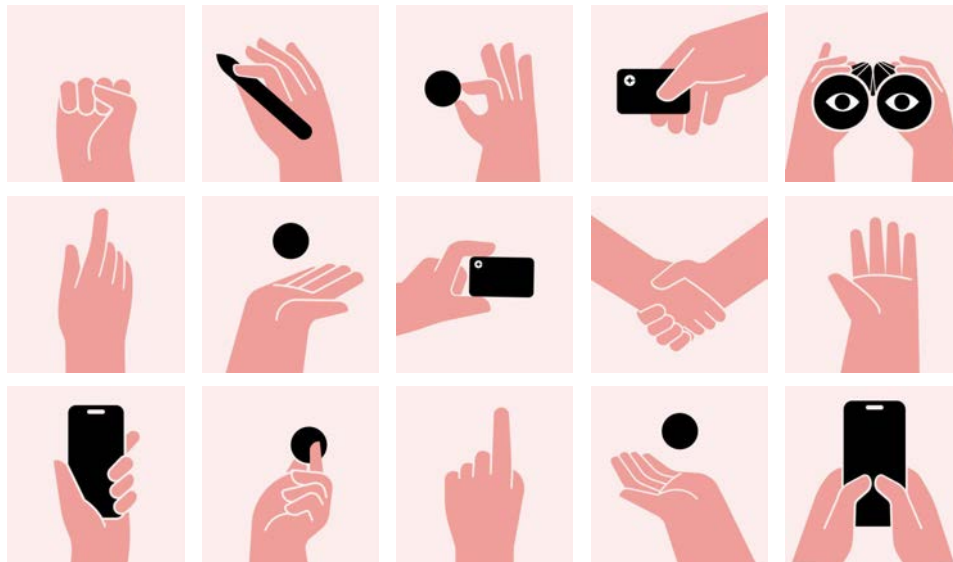
Clara hands

Illustrated



Illustrated Hands

We redefined the morphology of the brand's illustrated hands, making them more anatomical and with more pronounced curves. The purpose of using hand illustrations is to create a connection between our users and the use of our digital products, with social media channels being their main means of use. There is currently a library of illustrated hands in different contexts, but this can be scaled to the needs of the teams.



Hands usage illustrations examples

Onboarding materials
Video presentations

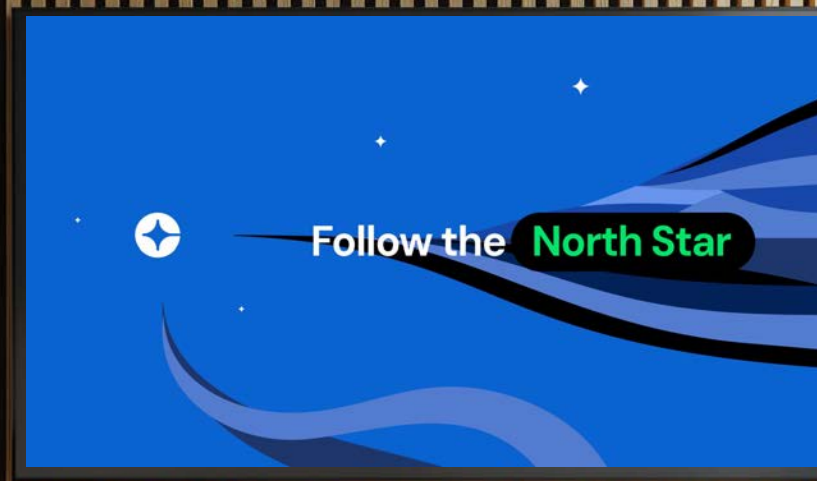


Look up.
Zoom out.
Lead.



Illustrations variations

TV on walls
Office walls



Icons & Pictograms



Our illustrated graphics can be used in channels where functional rather than decorative requirements are needed to complement a message to be communicated, either accompanied by copy or without copy, always ensuring that quality and clarity are not compromised.

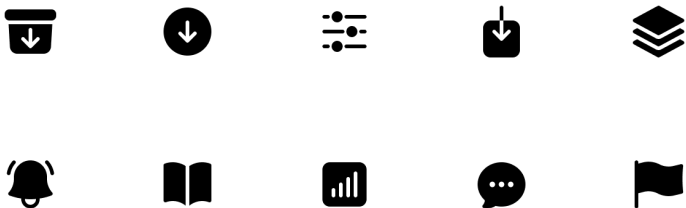
Most common examples of realistic image use.

- OOH
- Paid ads
- Website
- Social media postings
- Onboarding messages
- Mailers Product banners
- Printed materials
- Onepagers

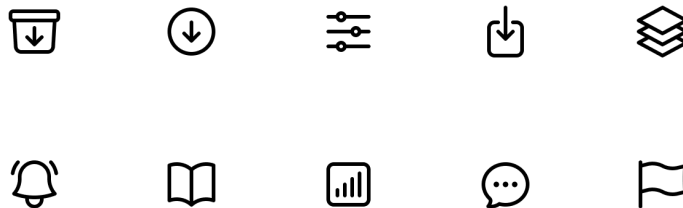
Small Icons

(based on hero library)

Icons filled



Icons outline

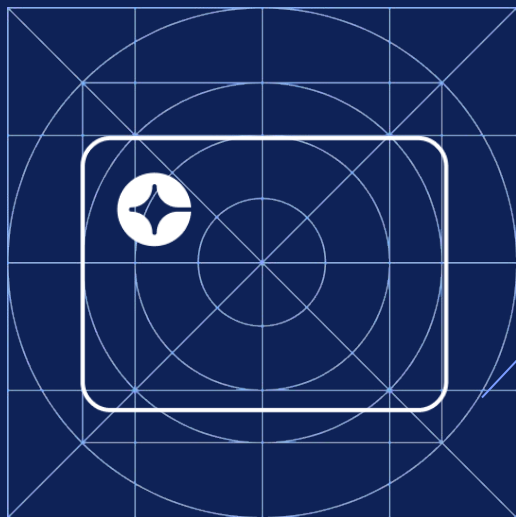


Our **Pictograms icons** are created based on a 24X24 pixel grid.

The pictograms serve us to showcase and highlight actions in our products.

We use always filled up icons in order to improve readability in smaller size.

Outline Small Icons (Default)



Use cases



24x24

We also use max and minimum sizes of Icons in order to give flexibility to our UI to use, depending on the different edge cases.



16x16

Our **Pictograms icons** are build based on a 24X24 pixel grid. With the option to downscale and upscale from 16x16 til 32x32 px.

The pictograms serve us to showcase and highlight actions in our products.

We use always Outlined up in Mobile and small UX layout to avoid cluttered layouts.

Outline Use cases recommendations

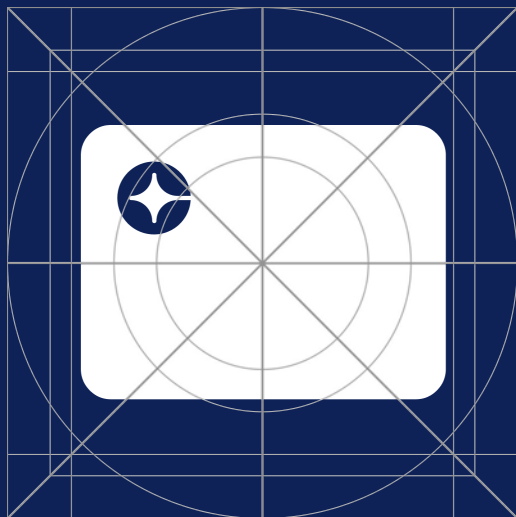
1. Less visual clutter Outline icons have less visual weight than filled icons, so: They don't overwhelm the interface They let the main content stand out They work better in interfaces with a lot of information (dashboards, fintech, SaaS)

2. Visual consistency and a cleaner design system
Outline icons: Are easier to standardize (same line weight, uniform style) Integrate better into design systems Maintain consistency across different modules This is key when building a solid, scalable brand.

3. Better adaptability (states and colors) Outline icons are more flexible for: Changing states (hover, active, disabled) Filling in upon interaction (microinteractions) Adapting to dark mode / light mode

Typical example: Default: outline Active: filled

Filled Small Icons (Active)



Use cases



24x24

We also use max and minimum sizes of icons in order to give flexibility to our UI to use, depending on the different edge cases.



16x16

Our Pictograms icons are build based on a 24X24 pixel grid. With the option to downscale and upscale from 16x16 til 32x32 px.

The pictograms serve us to showcase and highlight actions in our products.

We use always filled up icons in order to improve readability in smaller size.

Filled icons

Faster Recognition: Human brains recognize solid shapes faster than detailed outlines, especially for icons representing physical objects.

Improved Clarity at Small Sizes: At small sizes (e.g., in a toolbar), filled icons avoid becoming "noisy" or losing detail compared to outlines.

Active State Indication: They are used to clearly indicate "on" or selected states, providing a strong visual cue in navigation bars, as seen in iOS and similar platforms.

Reduced Visual Noise: They eliminate thin, detailed lines that can clutter a design.

Better Accessibility: The high visual weight makes them stand out and easier to see for users.

Medium Icons

Our **Pictograms icons** are created based on a 24X24 pixel grid.
The pictograms serve us to showcase and highlight actions in our products.
We use always filled up icons in order to improve readability in smaller size.

Sizes– 24 x 24 & → 48 x 48 px



Our pattern lines

Our logo shape as the centerpiece of the narrative.

"Clara's North star" unleashed to become a free organic form that reflects the agile, dynamic and growing character of our brand.

A balanced sequenced pattern that reflects the organized, controlled impact that Clara aspires to bring to business finances.



CLARA

Usage on illustrations examples

- Printed materials
- SWAG Materials
- Marketing assets



Usage on illustrations examples

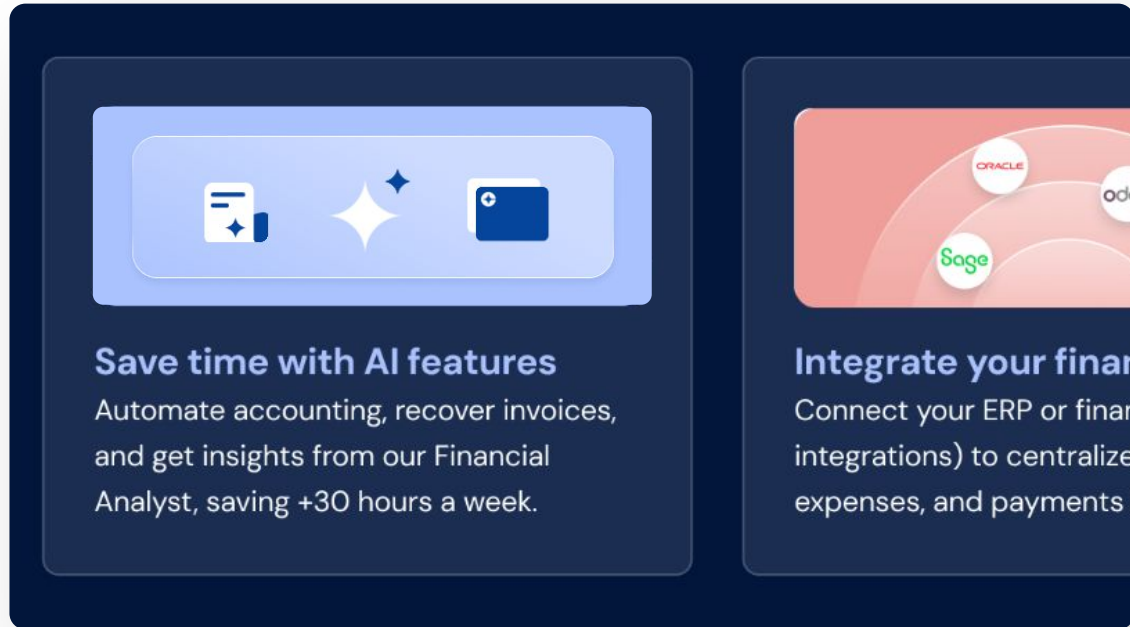
- Cards
- Packages
- Fabric



Illustrations On tiles

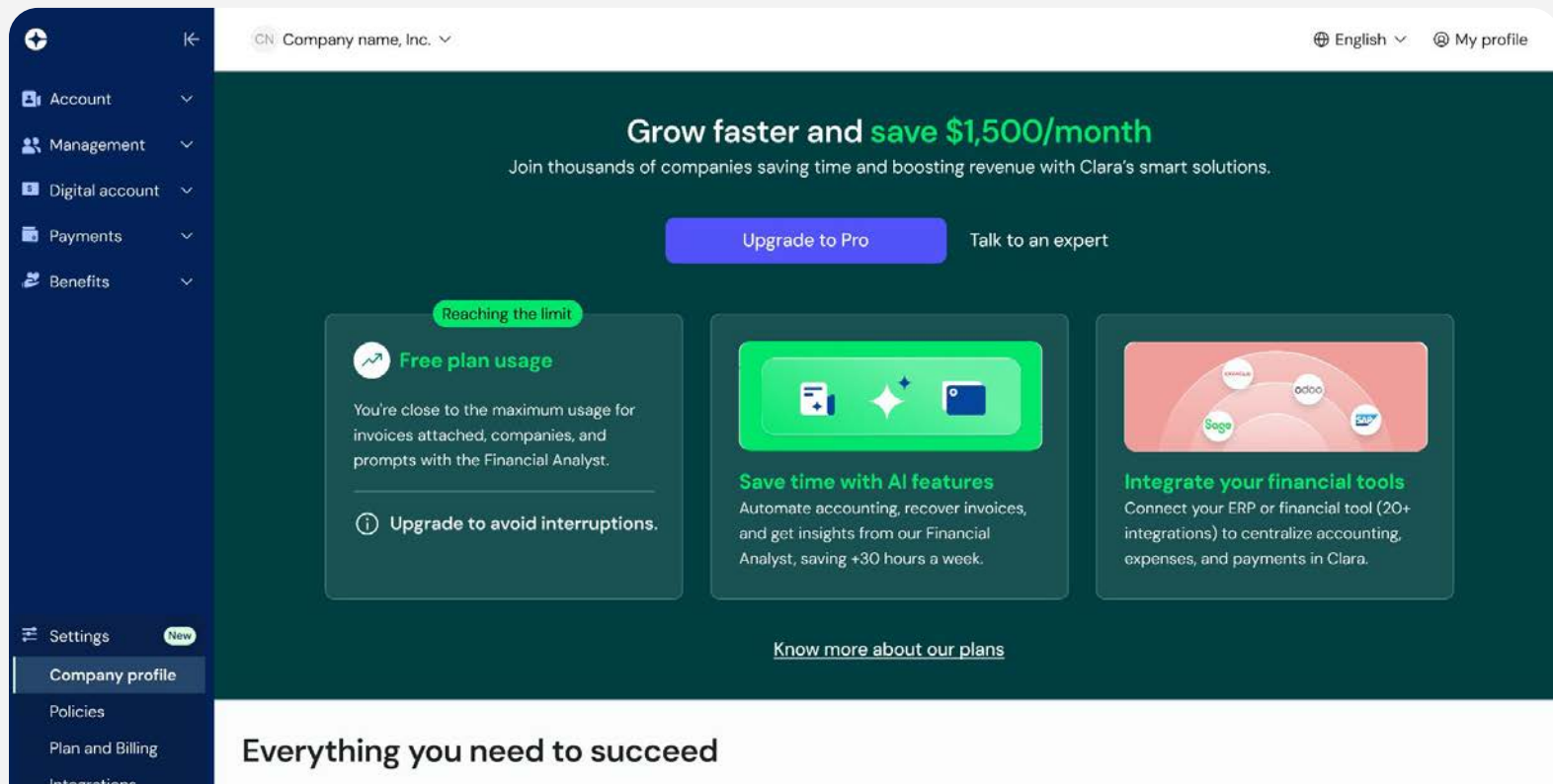
Our **illustrated** tiles are composed of graphic elements that **complement** the elements contained within the tiles in the UI.

***Consider this graphics to have triggered motion in order to make the UI more interesting**



Tiles on layout

Our **colored icons** are created based on a 48x48 pixel grid. The pictograms serve us to showcase and highlight actions in our products. We use always filled up icons in order to improve readability in smaller size.

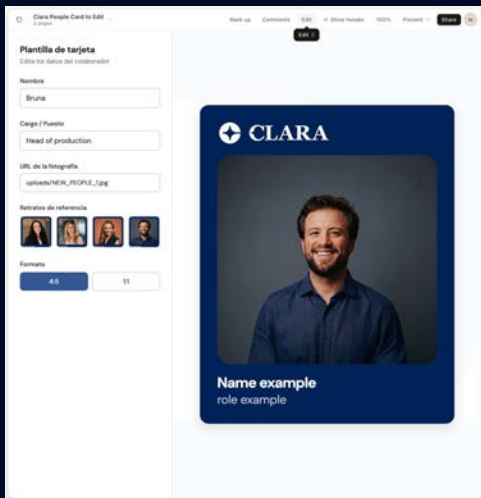


AI Content Assistants

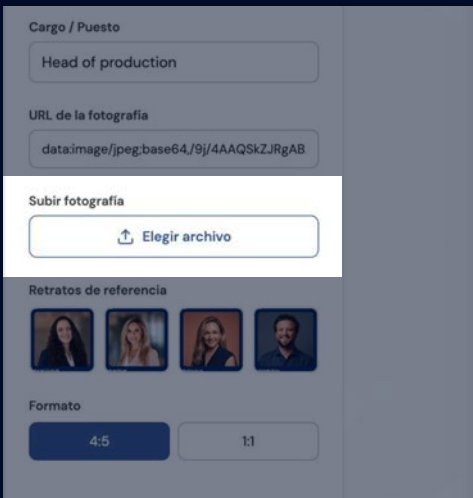
“New claridian” content assistant

Follow this 3 simple steps to generate a post of a new claridian

- [Enter this link](#)
- On claudie Edit the information fields
- Download



Enter this link
[New Claridian
Content Asistant](#)



Replace the information



Download as a PNG and Post

Graphic examples

Social media Infographics

Bold, simple and clear, are the characteristics of this channel.
Build thinking on our 3 main communications verticals:

- Product
- Finance data & insights
- Life at Clara (Institutional)



Post Example Carrusel
Finance data & insights

Do's & Don'ts

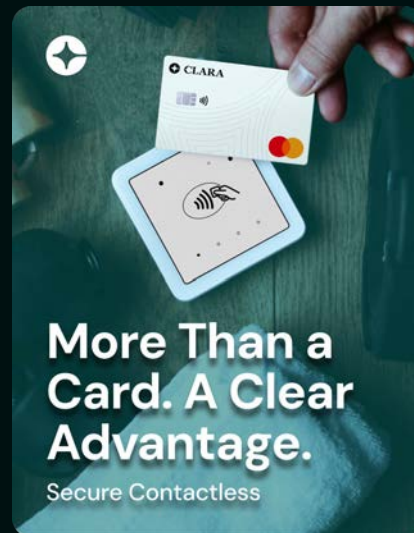
DOs

- Use if a minimal approach of images in any lifestyle photo
- Keep natural light of the image without increasing blacks/whites of the exposure
- Maintain a neutral approach of colorization, no extra warm, not extra cold
- Add images that complement the main message



DON'Ts

- Artificial colorize any image (even if is a color that is part of our palette)
- Use unnecessary alpha channels to improve clarity on busy images
- Use busy images
- Cut out images
- Add shadows to any text
- Avoid weird photo angles



Imagery on social + motion

Bold, simple and clear, are the characteristics of this channel.
Build thinking on our 3 main communications verticals:

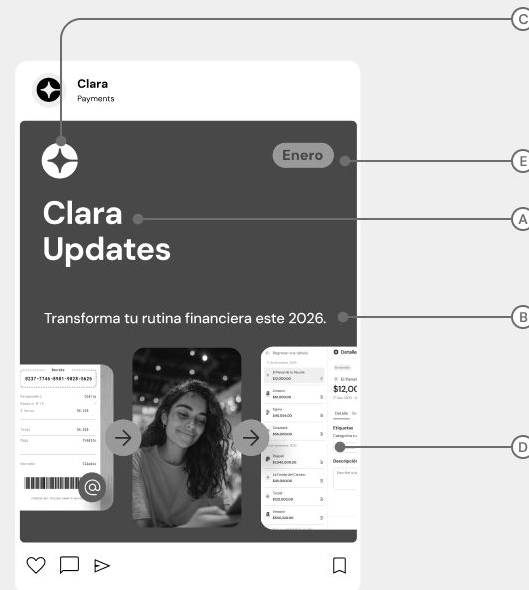
- Product
- Finance data & insights
- Life at Clara (Institutional)



Layout + images on social Product

Highlight Clara's culture, people, and values — showing how we live what we say.

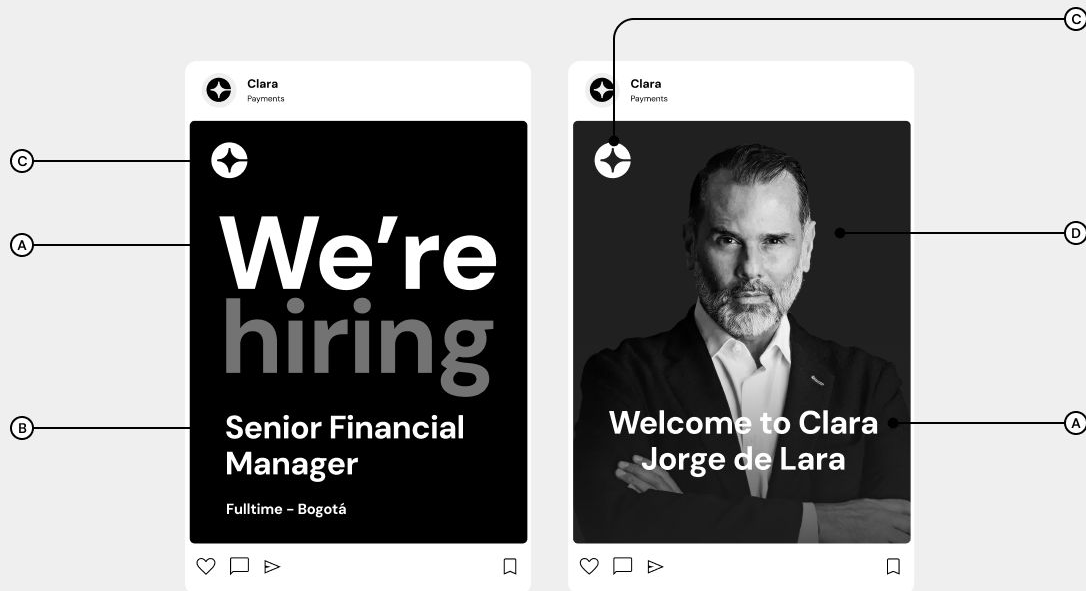
- A. Title
- B. Description
- C. Logo (optional)
- D. Illustration
- E. Label (optional)



Layout + images on social Life at Clara Institutional

Highlight Clara's culture, people, and values —
showing how we live what we say.

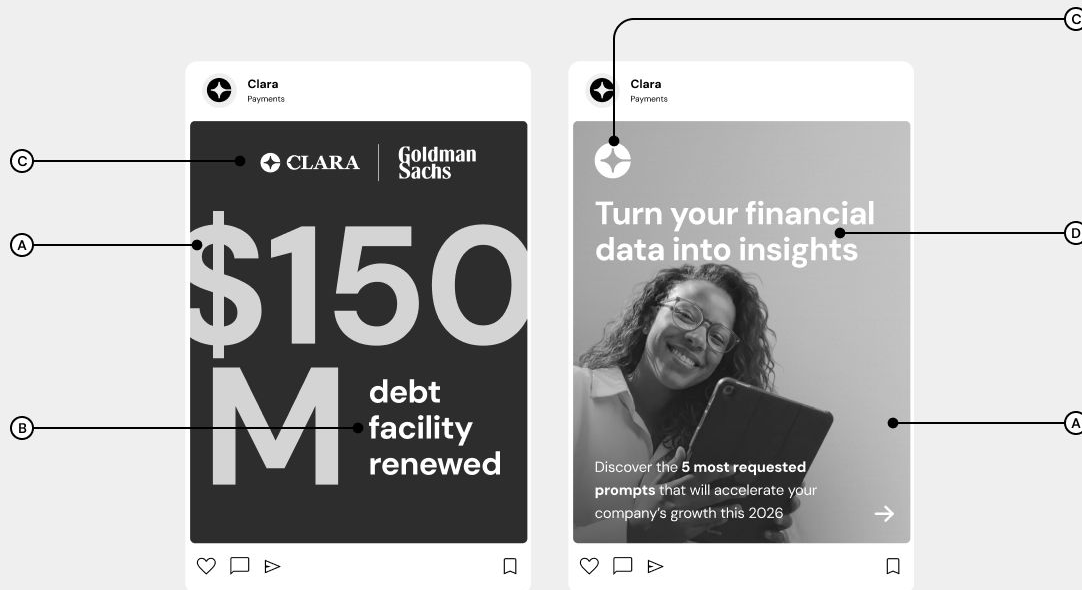
- A. Title
- B. Description
- C. Logo (optional)
- D. Illustration
- E. Label (optional)



Layout + images on social Finance data & insights

Share data, trends, and stories that position Clara as a credible thought leader in the financial space.

- A. Title
- B. Description
- C. Logo (optional)
- D. Illustration
- E. Label (optional)



Imagery & Backgrounds on Banners

Bold, simple and clear, are the characteristics of this channel. Build thinking on our 3 main communications verticals:

- Product
- Finance data & insights
- Life at Clara (Institutional)



Gestión a gran escala con Clara Enterprise

Accede a todas las funcionalidades, el más alto nivel de seguridad y soporte prioritario con un ejecutivo de cuenta dedicado.

 Recuperación de facturas  Integraciones  OCR

[Upgrade to Enterprise](#) [Learn more](#)

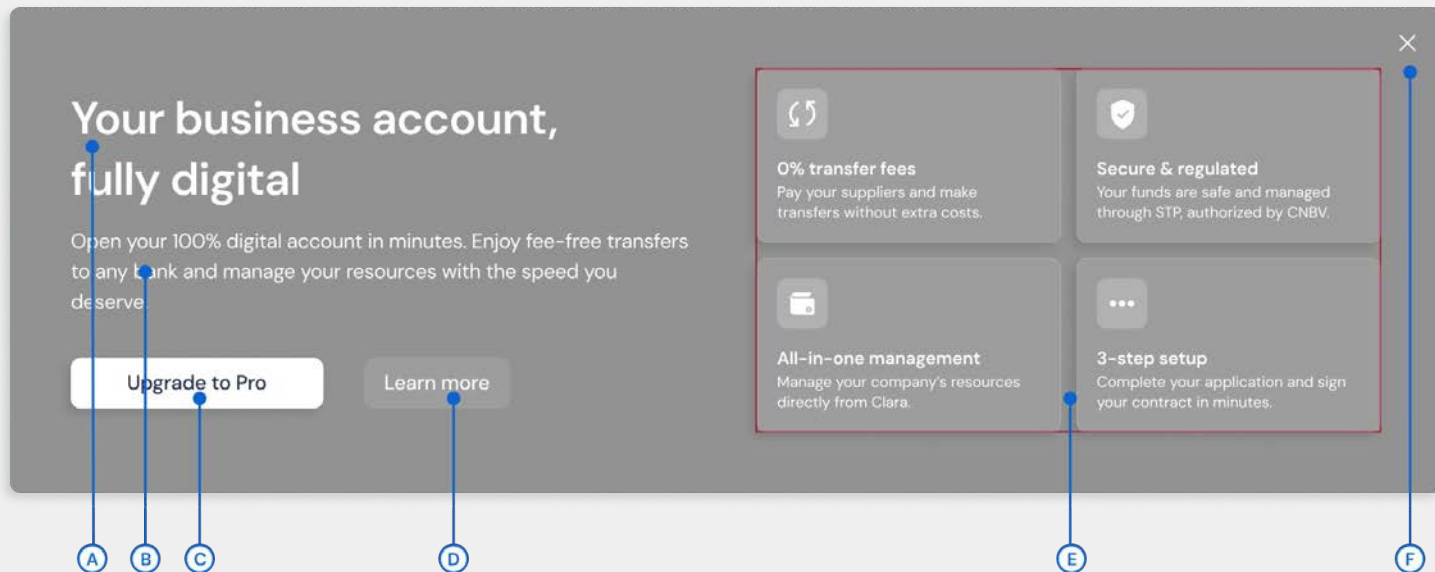
* Función disponible en tu Clara Pro plan

Callout Banner

A callout banner is an informative interface element used to notify users about important updates or changes on the platform.

- A. Title
- B. Description
- C. Tertiary button (optional)
- D. Primary button (optional)
- E. Illustration
- F. Close button (optional)

Banner

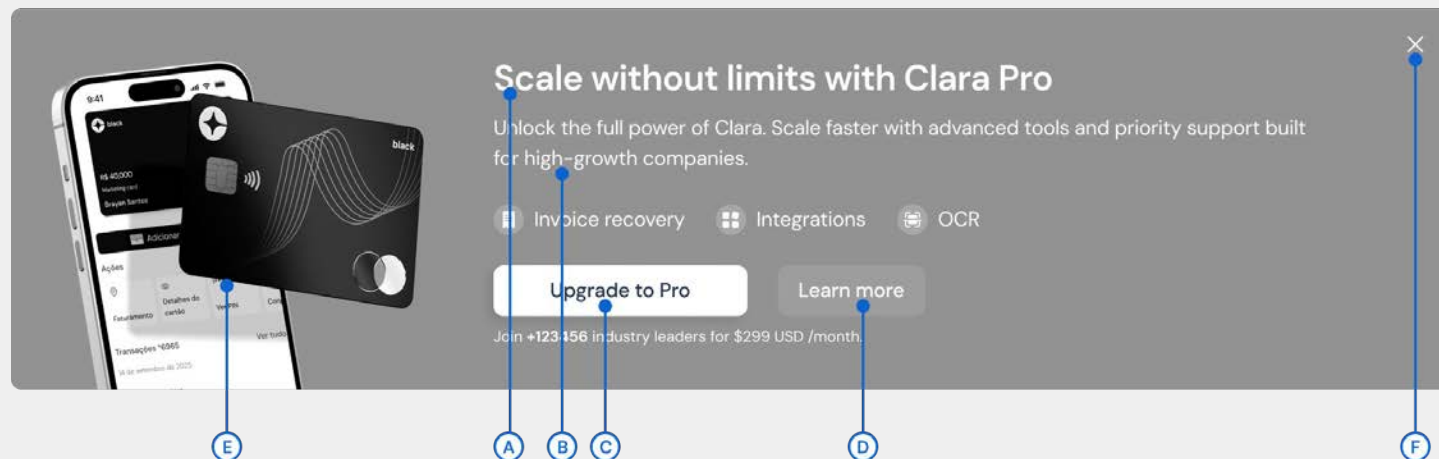


Callout Banner X1

A callout banner is an informative interface element used to notify users about important updates or changes on the platform.

- A. Title
- B. Description
- C. Tertiary button (optional)
- D. Primary button (optional)
- E. Illustration
- F. Close button (optional)

Banner x1

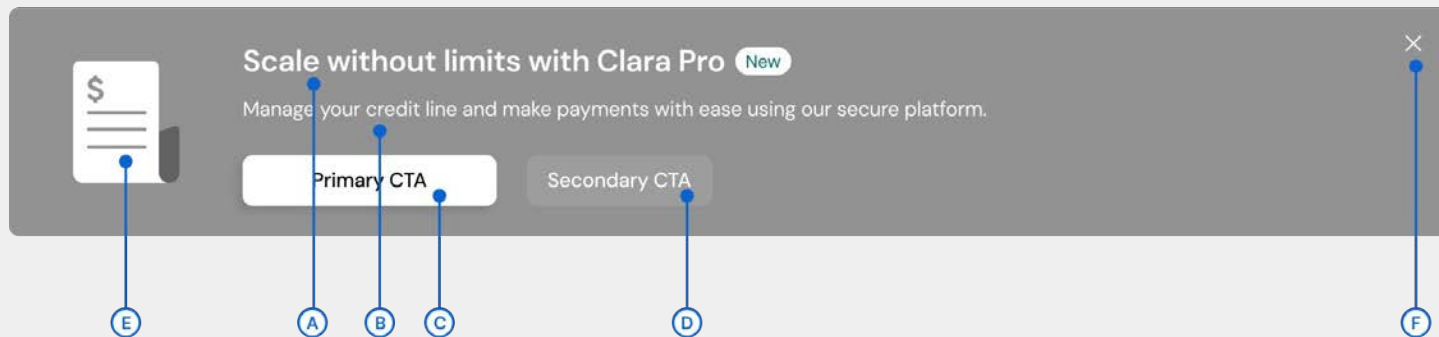


Callout Banner X2

A callout banner is an informative interface element used to notify users about important updates or changes on the platform.

- A. Title
- B. Description
- C. Tertiary button (optional)
- D. Primary button (optional)
- E. Illustration
- F. Close button (optional)

Banner x2

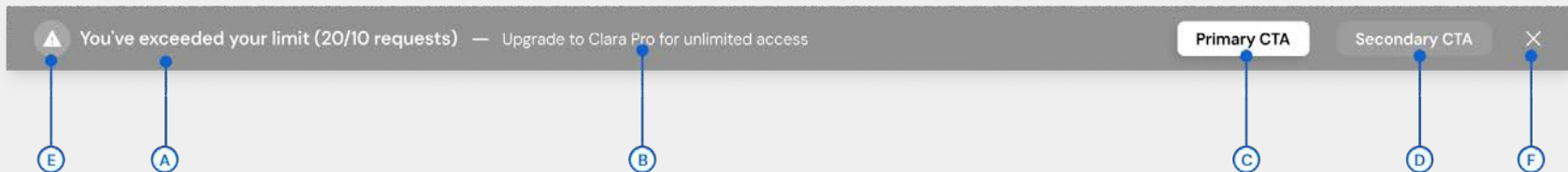


Callout Banner X3

A callout banner is an informative interface element used to notify users about important updates or changes on the platform.

- A. Title
- B. Description
- C. Tertiary button (optional)
- D. Primary button (optional)
- E. Illustration
- F. Close button (optional)

Banner x3

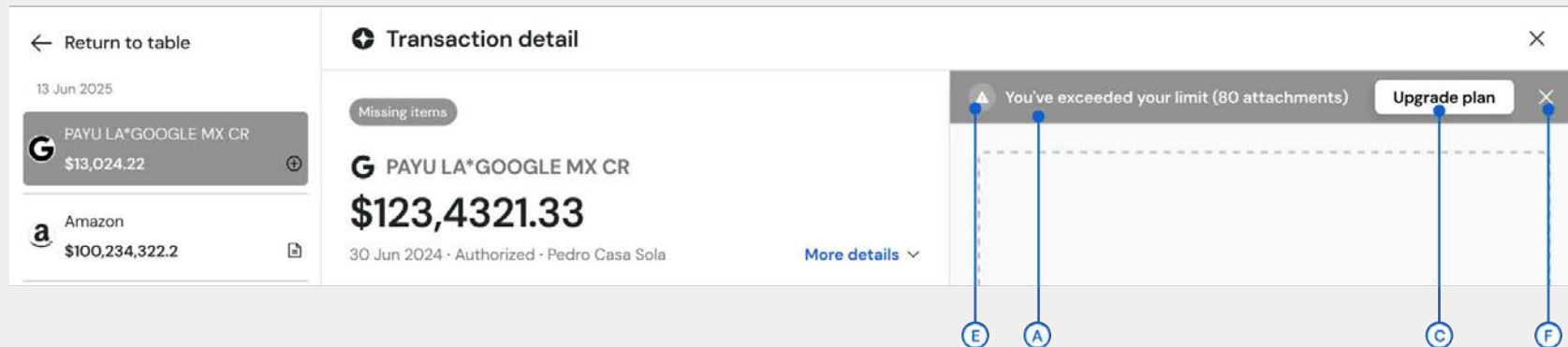


Callout Banner X4

A callout banner is an informative interface element used to notify users about important updates or changes on the platform.

- A. Title
- B. Description
- C. Tertiary button (optional)
- D. Primary button (optional)
- E. Illustration
- F. Close button (optional)

Banner x4



Banners Use Cases Colors/Gradients

These types of banners can be used to highlight different topics such as:

- Payment plans
- Pro/Enterprise
- Clara intelligence
- New features

Cutout images only when picturing devices or cards.



Illustration area + Lifestyle image and UI, While picturing people, we should use the full image with its own background.



Illustration area + UI elements, avoiding showing buttons, using minimal approach of UI.



Illustration area + Lifestyle image with a minimalistic background, While picturing people, we should use the full image with its own background.



Clara

New feature

These types of banners can be used to highlight different topics such as:

- Payment plans
- Pro/Enterprise
- Clara intelligence
- New features



A hand holding a smartphone displaying the Clara app interface. The banner has a teal background and a close button in the top right corner.

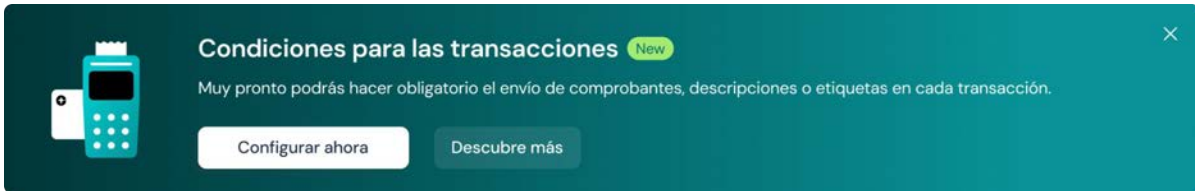
Condiciones para las transacciones New

Muy pronto podrás hacer obligatorio el envío de comprobantes, descripciones o etiquetas en cada transacción.

 Recuperación de facturas  Integraciones  OCR

[Configurar ahora](#) [Descubre más](#)

Join +123456 industry leaders for \$299 USD /month.



A blue and white POS terminal with a receipt. The banner has a teal background and a close button in the top right corner.

Condiciones para las transacciones New

Muy pronto podrás hacer obligatorio el envío de comprobantes, descripciones o etiquetas en cada transacción.

[Configurar ahora](#) [Descubre más](#)



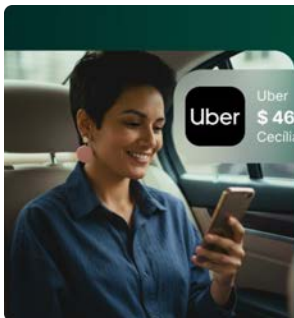
A banner with a teal background and a close button in the top right corner.

 Condiciones para las transacciones — Muy pronto podrás hacer obligatorio el envío de comprobantes. New [Configurar ahora](#)

Clara Pro Enterprise

These types of banners can be used to highlight different topics such as:

- Payment plans
- Pro/Enterprise
- Clara intelligence
- New features



Uber
\$ 46,204
Cecilia

Gestión a gran escala con Clara Enterprise

Accede a todas las funcionalidades, el más alto nivel de seguridad y soporte prioritario con un ejecutivo de cuenta dedicado.

 Recuperación de facturas

 Integraciones

 OCR

[Upgrade to Enterprise](#)

[Learn more](#)

* Función disponible en tu Clara Pro plan



Gestión a gran escala con Clara Enterprise

Accede a todas las funcionalidades, el más alto nivel de seguridad y soporte prioritario con un ejecutivo de cuenta dedicado.

[Upgrade to Enterprise](#)

[Learn more](#)

 You've exceeded your limit (20/10 requests) — Upgrade to Clara Pro for unlimited access

[Upgrade to Enterprise](#)

Clara Pro Saas Plans

These types of banners can be used to highlight different topics such as:

- Payment plans
- Pro/Enterprise
- Clara intelligence
- New features



Escala sin límites con Clara Pro

Aprovecha todo el potencial de Clara. Escala más rápido con herramientas avanzadas y asistencia prioritaria diseñadas para empresas de alto crecimiento.

 Recuperación de facturas  Integraciones  OCR

[Upgrade to Pro](#) [Learn more](#)

Join +123456 industry leaders for \$299 USD /month.



Escala sin límites con Clara Pro

Manage your credit line and make payments with ease using our secure platform.

[Primary CTA](#) [Secondary CTA](#)

 You've exceeded your limit (20/10 requests) — [Upgrade to Clara Pro for unlimited access](#) [Upgrade plan](#)

Clara Intelligence

These types of banners can be used to highlight different topics such as:

- Payment plans
- Pro/Enterprise
- Clara intelligence
- New features



la IA te ayuda con las finanzas de tu empresa

Obtenga sugerencias para optimizar el gasto, cambiar los precios de las suscripciones, duplicar los pagos recurrentes y mucho más con Clara Intelligence.

 Recuperación de facturas

 Integraciones

 OCR

[Upgrade to Pro](#)

[Learn more](#)

Join +123456 industry leaders for \$299 USD /month.



la IA te ayuda con las finanzas de tu empresa

Obtenga sugerencias para optimizar el gasto y mucho más con Clara Intelligence.

[Upgrade to Pro](#)

[Learn more](#)



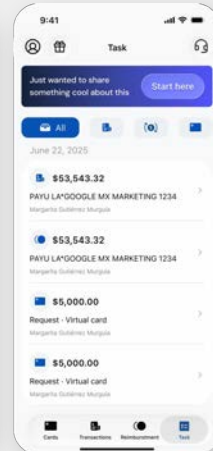
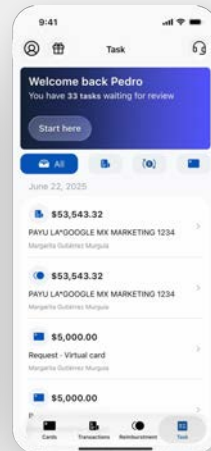
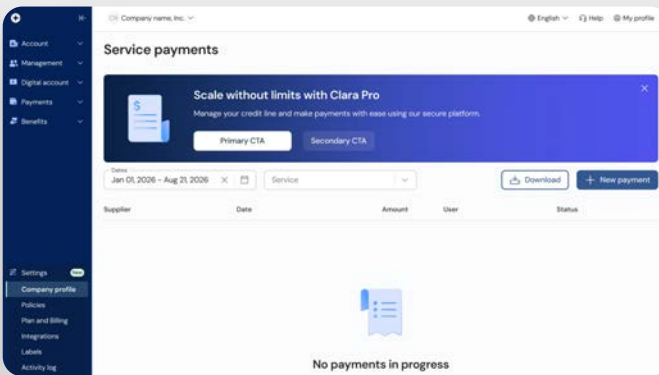
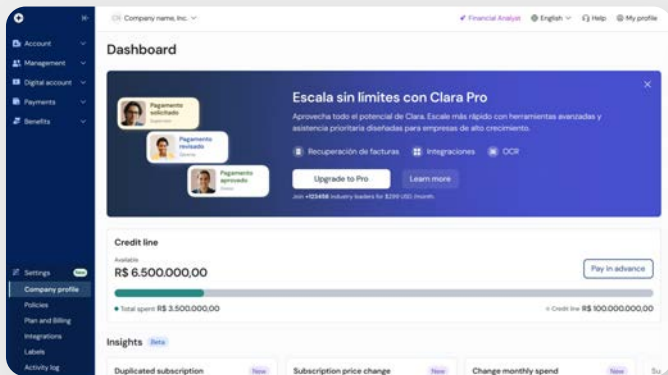
La IA te ayuda con las finanzas de tu empresa — Transforma tu gestión de gastos con automatización de Clara Intelligence.

[Upgrade plan](#)

Banner on Layout responsive

These types of banners can be used to highlight different topics such as:

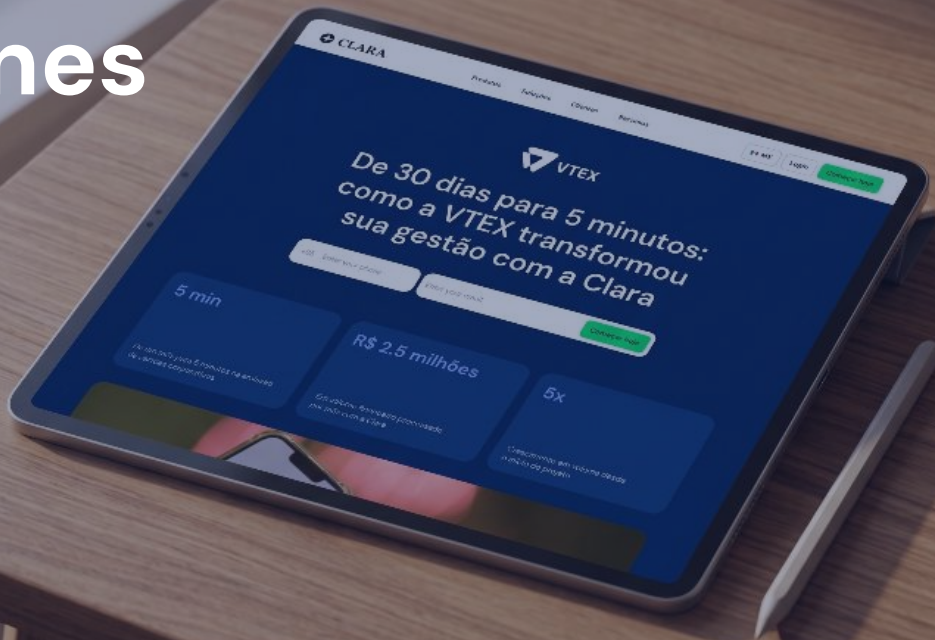
- Payment plans
- Pro/Enterprise
- Clara intelligence
- New features



Website UI Kit Guidelines

The DNA of our website

- UI Components
- Buttons
- Secondary buttons
- Outline & Ghost buttons
- Text fields inputs
- Navigation bars
- Tiles cards
- Tiles cards + icons
- Modals Bento (flowblocks)
- Typography
- Color Palette for Backgrounds
- Color Palette for Interactive
- Color Palette for Borders
- Color for Interactive components
- Color for border status
- General templates
- Hero Scenes
- Image Scenes
- Backgrounds



UI Components

Primary Button Specs

For submitting forms, initiating
actions or confirming purchases.

Color

Regular

Regístrate

Back: #86EA63

Font: #000000

Outline: transparent

Hover

Regístrate

Back: #00CF60

Font: #ffffff

Outline: transparent

Shape

Corner Radius of 8 pixels

Size

general height: 40px;

padding: 10px 20px;

justify-content: center;

align-items: center;

gap: 10px;

Font

text-align: center;

font-family: Inter;

font-size: 15px;

font-style: Bold;

font-weight: 700;

line-height: Auto;

Usage Primary Button

Recommended usage of the green color on main buttons

- Use the CTA with clean background colors that have enough contrast.
- Sizes can variate but keep a consistent look and feel on all the ctas.

Main Register



Information Sections



Internal forms



Main Selected items



Internal Forms



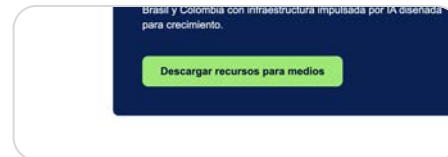
Learn more



Internal Forms



Download buttons



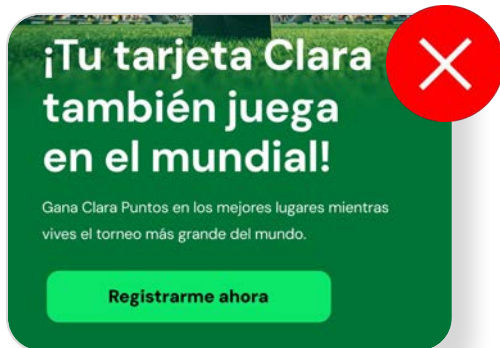
Dont's for Primary Button

- Avoid having the green colored button being used on same color shading family
- Avoid placing the green button over backgrounds that have a similar color palette

Main green CTA that compete with other prominent visual green elements



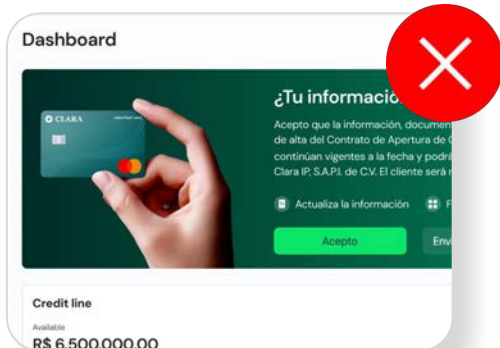
Green button over backgrounds with similar color palette



Green buttons with background/fonts colors that do not generate enough contrast



Avoid having the green colored button being used on same color family visuals



Outline Secondary Button Specs

For:

- **Learn more**
- **Contact us**
- **View docs**

Color

Regular

Acceso

Back: #FFFFFF
Font: #000000
Outline: #032257

Hover

Acceso

Back: #f9fafbff
Font: #000000
Outline: #032257

Shape

Corner Radius of 8 pixels

Size

border-radius: 8px;
border: 1.5px solid #032257;

Font

text-align: center;
font-family: Inter;
font-size: 15px;
font-style: Bold;
font-weight: 700;
line-height: Auto;

Ghost

Secondary Button Specs

For:

- **Small links**
- **Secondary level ctas**
- **See pricing →**

Color

Regular

Acceso

Back: #FFFFFF
Font: #000000
Outline: Transparent

Hover

Acceso

Back: #f9fafbff
Font: #000000
Outline: Transparent

Shape

Corner Radius of 8 pixels

Size

general height: 40px;
padding: 10px 20px;
justify-content: center;
align-items: center;
gap: 10px;

Font

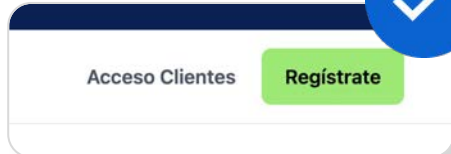
text-align: center;
font-family: Inter;
font-size: 15px;
font-style: Bold;
font-weight: 700;
line-height: Auto;

Outline & Ghost

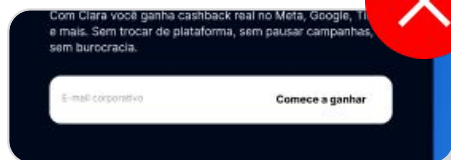
Button do's & don'ts

Recommended usage of the
Secondary buttons

Use over a clean background



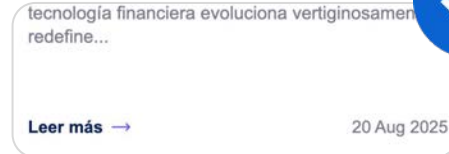
Use as a main CTA



Floating button without any
other context



Use in tiles where the main cta green
button can not fit.



Use as a transparent button
over busy images



Outline buttons and rounded
corners not aligned with our specs



Text fields Inputs

Where you enter your email address
and password, or search for
something on the web.

Text Inputs — States

Input/Default	Email address Enter your email	border-radius: 8px; border: 1.5px solid #D1D7E2; background: #FFFFFF
Input/Filled	Email address larissa@clara.team	border-radius: 8px; border: 1.5px solid #D1D7E2; background: #FFFFFF
Input/Focus	Email address Enter your email	border-radius: 8px; border: 2px solid #007C80; background: #FFFFFF
Input/Error	Email address * invalid-email Please enter a valid email address.	border-radius: 8px; border: 1.5px solid #F46868; background: #FFF7F7;
Input/Disabled	Email address Disabled	border-radius: 8px; border: 1px solid #D1D7E2; background: #F3F7FF;

Navigation bars Navbars (light)

The top menu that helps you navigate the site.

The “light” version should be used as the primary version of the website.



Log in

Get started

Layout:

display: flex;
width: 1440px;
height: 64px;
padding: 16px 32px;
justify-content: space-between;
align-items: center;

Style:

border-radius: 12px;
border: 1px solid
#E5E8ED;
background: #FFFFFF

Navigation bars

Navbars (dark)

The top menu that helps you navigate the site.

The “dark” version should be used as a secondary version of the navbar, alternative to the white version.



Layout:

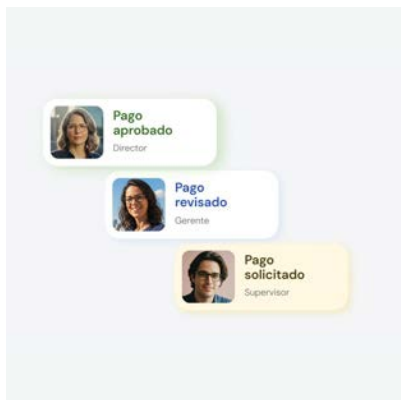
display: flex;
width: 1440px;
height: 64px;
padding: 16px 32px;
justify-content: space-between;
align-items: center;

Style:

border-radius: 12px;
background: #032257;

Images "scenes" on website

Realistic images and illustrated ui images are used to communicate concepts of our clara features.



Discover more Scenes
compositions on this
[Figma File](#)

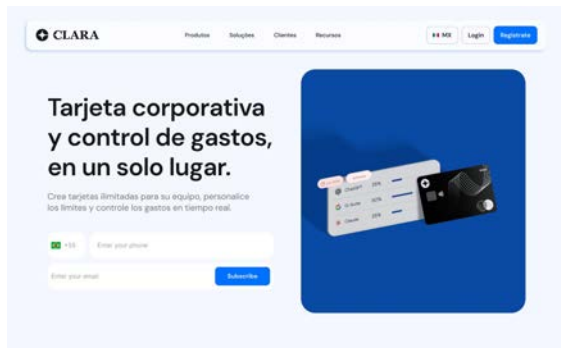
Images “scenes” on website uses

Realistic images and Icons are meant to be used always at 100% size.

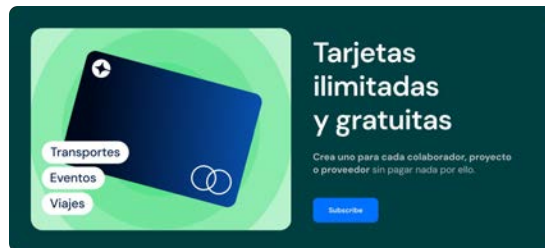


Crop them but never scale them

Use “scenes” on heros to highlight a specific topic-feature



Use “scenes” on internal modules to highlight benefits



Use “scenes” on internal tiles to showcase listed benefits.

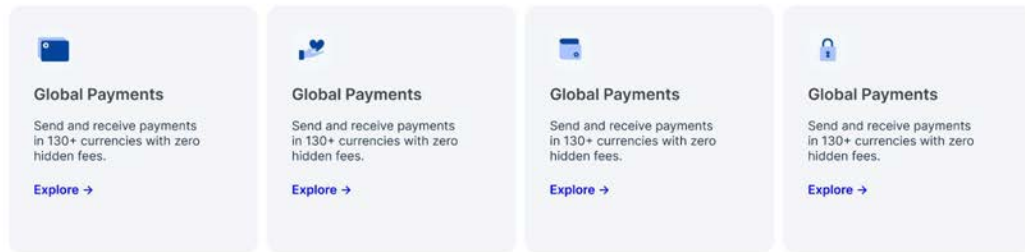


Discover more Scenes
compositions on this
[Figma File](#)

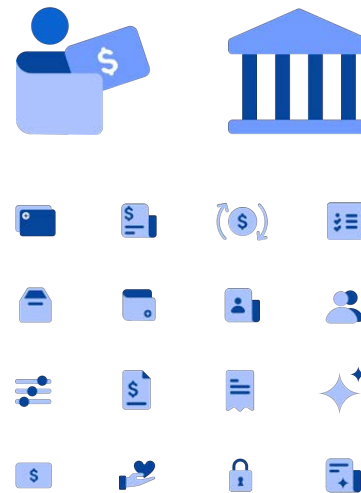
Images on website (icons)

- Use icons always at 100% of their size
- Use icons to list benefits
- Generate icons following the grid and rules we have on page 74 of this document.

Control al detalle. Libertad justa y precisa.



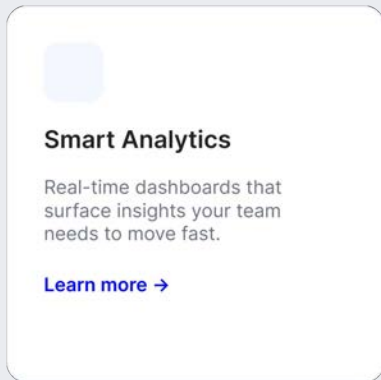
Discover more Scenes
compositions on this
[Figma File](#)



Tiles Cards

Tiles/Cards:

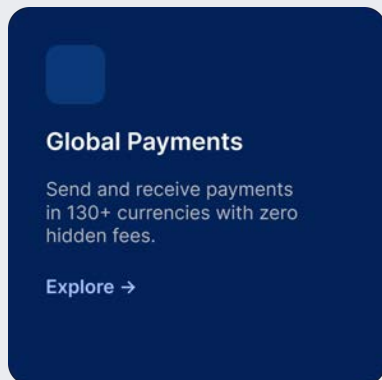
Rectangular containers that usually feature an image, a title, a short piece of text and a button



Layout:

border-radius: 16px;
border: 1px solid #D1D7E2;
background: #FFF;

flex-direction: column;
align-items: flex-start;
gap: 16px;



Layout:

border-radius: 16px;
background: #032257;

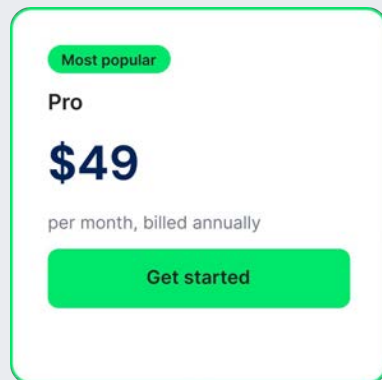
flex-direction: column;
align-items: flex-start;
gap: 16px;



Layout:

border-radius: 16px;
background: #003F41;

flex-direction: column;
align-items: flex-start;
gap: 12px;



Layout:

border-radius: 16px;
border: 2px solid #00E66B;
background: #FFFFFF

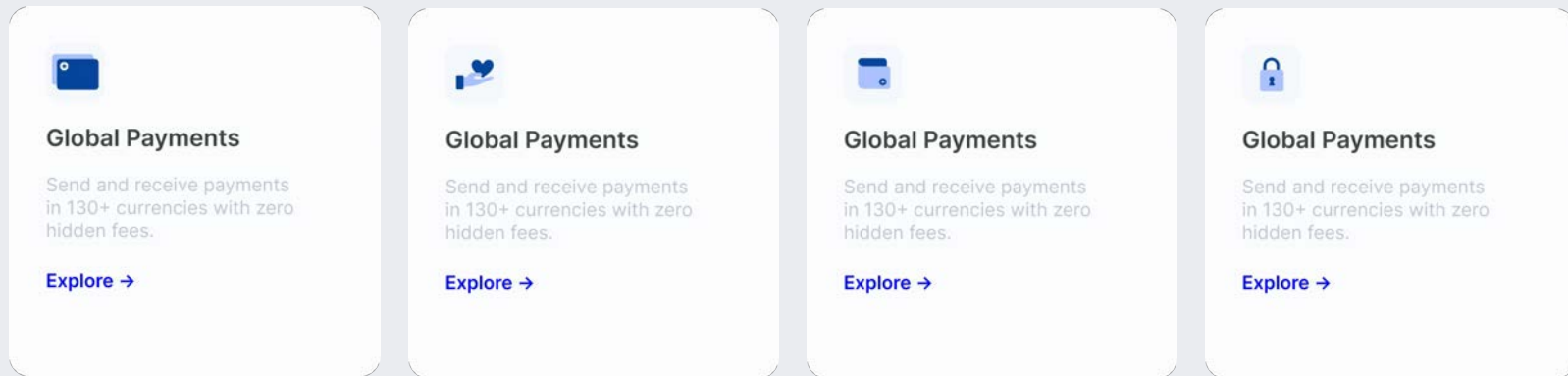
flex-direction: column;
align-items: flex-start;
gap: 16px;

Tiles

Cards + Icons

Tiles/Cards:

Rectangular containers that usually feature an image, a title, a short piece of text and a button



Use the Medium Color icons on our Library icons on this tiles.

[LINK](#)

Common breakpoints be responsive

Responsive design is the design and development approach that ensures our website provides an optimal, seamless and consistent user experience on any device, regardless of screen size (from smartphones and tablets to laptops and desktop monitors).

Rather than creating multiple websites for different devices, we create a single site that adapts flexibly to the user's environment.



Más de 30,000 grandes empresas confían en Clara



Tres pasos. Cero fricciones.

- 01 Carga tu factura a proveedor
Envía tu factura de proveedores desde tu API o carga tu factura desde un archivo PDF o imagen.
- 02 Elige tu plazo y conoce tu comisión
Elige tu plazo y conoce tu comisión. Elige tu plazo y conoce tu comisión.
- 03 El pago sale. Tú liquidas después.
Envía tu factura de proveedores desde tu API o carga tu factura desde un archivo PDF o imagen.

Tu inversión en tecnología trabaja más duro



Más de 30,000 grandes empresas confían en Clara



Tres pasos. Cero fricciones.

- 01 Carga tu factura a proveedor
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Elige tu plazo y conoce tu comisión. Elige tu plazo y conoce tu comisión.
- 03 El pago sale. Tú liquidas después.
Envía tu factura de proveedores desde tu API o carga tu factura desde un archivo PDF o imagen.

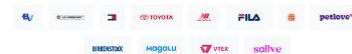
El área de finanzas que siempre quisiste tener



Un solo lugar para todos tus pagos



Más de 30,000 empresas ya confían en Clara



Tres pasos. Cero fricciones.

- 01 Carga tu factura a proveedor
Envía tu factura de proveedores desde tu API o carga tu factura desde un archivo PDF o imagen.
- 02 Elige tu plazo y conoce tu comisión
Elige tu plazo y conoce tu comisión. Elige tu plazo y conoce tu comisión.
- 03 El pago sale. Tú liquidas después.
Envía tu factura de proveedores desde tu API o carga tu factura desde un archivo PDF o imagen.

El área de finanzas que siempre quisiste tener



Un solo lugar para todos tus pagos

Financia hasta 41 días

Financia tus pagos 41 días sin intereses, sin depender de tu negocio.



Common breakpoints

be responsive

Breakpoints are the screen width thresholds, measured in pixels, at which the page layout changes to better accommodate the available space.

We base our strategy on a 'mobile-first' approach (designing for mobile screens first and then scaling up).

Device	Width Range (pixels)	Width Range (pixels) on Webflow	Layout Behaviour
Mobile	0px to 599px	479px 767px (Landscape view)	Single-column layout. Hamburger menus are mandatory.
Tablet	600px to 1023px	991px	2- to 3-column layout. Large touch elements.
Escritorio Desktop	1024px to 1439px	1052px	Full layout (up to 4 or 12 columns in a grid).
(XL) Big Screen	1440px or more	1280px and more	The content is centered using a maximum width (max-width).

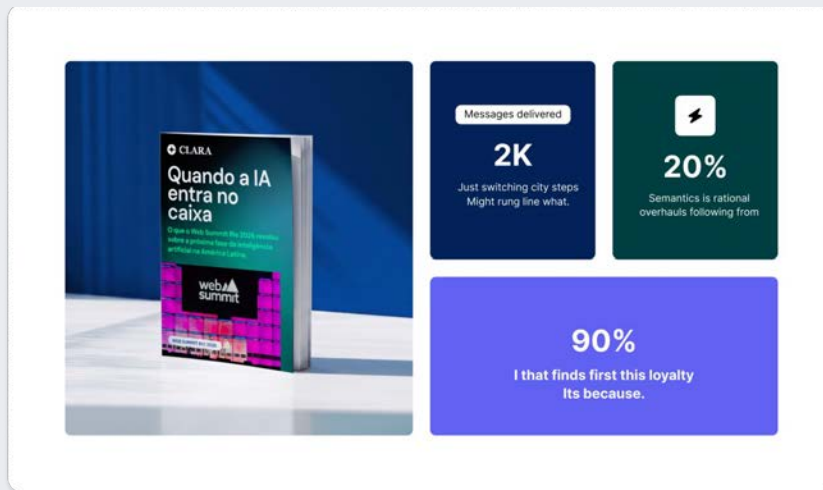
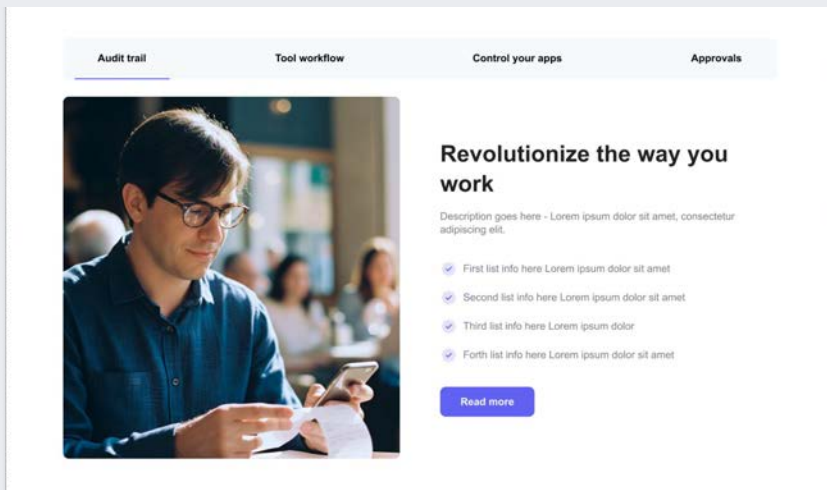
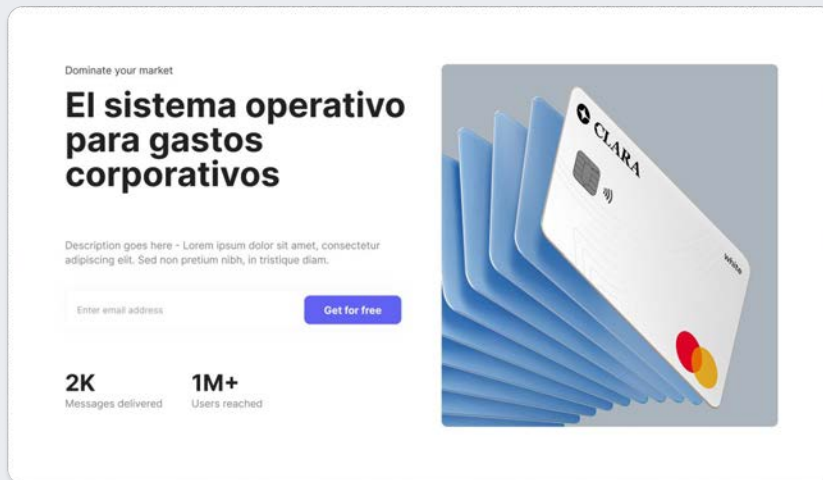
Modules

Bento (flowblocks)

Use **Flowblocks** Layout compositions as UI guide

Visit this figma link to find the [webflow components](#)

Or this URL to see them [online](#)



Typography

Scale

Specs

Display

40px/56px/ 64px

The future of finance

font-style: normal;
font-weight: 600;
letter-spacing: -1.28px;

H1

32px/40px/44px

Build smarter products

font-style: normal;
font-weight: 600;
line-height: normal;

H2

34px / 42px

Designed for scale

font-style: normal;
font-weight: 700;
line-height: 42px; /* 123.529% */
letter-spacing: -0.5px;

H3

26px / 34px

Seamless integrations

font-style: normal;
font-weight: 600;
line-height: 34px; /* 130.769% */
letter-spacing: -0.25px;

H4

20px / 28px

Simple and powerful API

font-style: normal;
font-weight: 600;
line-height: 28px; /* 140% */

Typography

Scale

Specs

Body L

18px / 28px

Effortlessly manage your entire workflow in one place.

font-style: normal;
font-weight: 400;
line-height: 28px; /* 155.556% */

Body M

16px / 24px

Clear, concise copy that drives action and builds trust.

font-style: normal;
font-weight: 400;
line-height: 24px; /* 150% */

Body S

14px / 20px

Supporting text for secondary details and annotations.

font-style: normal;
font-weight: 400;
line-height: 20px; /* 142.857% */

Label

12px / 16px

BUTTON LABEL • INPUT LABEL • TAG

font-style: normal;
font-weight: 600;
line-height: 16px; /* 133.333% */
letter-spacing: 0.5px;

Caption

11px / 16px

Timestamp • Footer copy • Micro text

font-style: normal;
font-weight: 400;
line-height: 16px; /* 145.455% */
letter-spacing: 0.25px

Color Palette for Backgrounds

All the available backgrounds for containers such as cards, snackbars, banners, etc.

Color role	New color	Use for
Background Default	#F7F9FC 	Main background for pages.
Background Alternative	#FEFEFE 	Surfaces such as: side sheets, cards, full screen modals, etc.
Background Highlight	#F1F4F8 	Highlight color over surfaces to improve emphasis by wrapping content.

Color Palette for Interactive

Backgrounds for interactive elements such as cards.

Color role	New color	Use for
Background Hover	#EFF2F5 	Background in hover status for interactive elements. (web)
Background Active	#E5E9F0 	Background in active status for interactive elements. (web)
Background Disabled	#F2F4F7 	Background in disabled status for interactive elements. (web)

Color Palette for Borders

Used for any kind of borders or dividers

Color role	New color	Use for
Border Default	#D1D7DF 	Dividers, table borders or elements where border is for grouping purpose.
Border Interactive	#B6BDC8 	Inputs, selectors and elements with interactive borders.

Color for Interactive components

Use it for create interactive components with borders

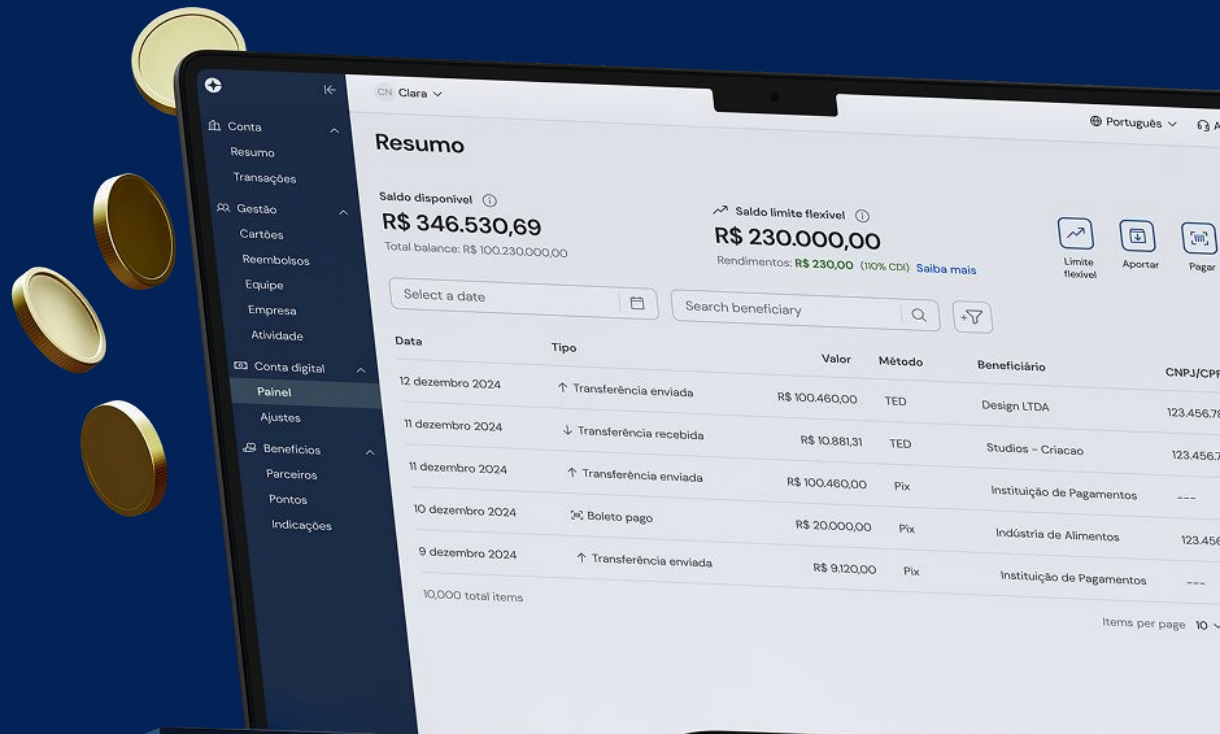
Color role	New color	Use for
Border Hover	#848990 	-
Border Disabled	#E1E5EA 	-
Border Focus **	#AAC2FE (Sky blue) 	-

Color for border status

Use it for create interactive components with borders

Color role	New color	Use for
Border Critical	#C40326 	Critical or error status of interactive elements, such as error state of an input.
Border Success	#2D831A 	Success or approval status of interactive elements, such as sucess state of an input.
Border Warning	#C68706 	Success or approval status of interactive elements, such as sucess state of an input.

E-Mail Guidelines

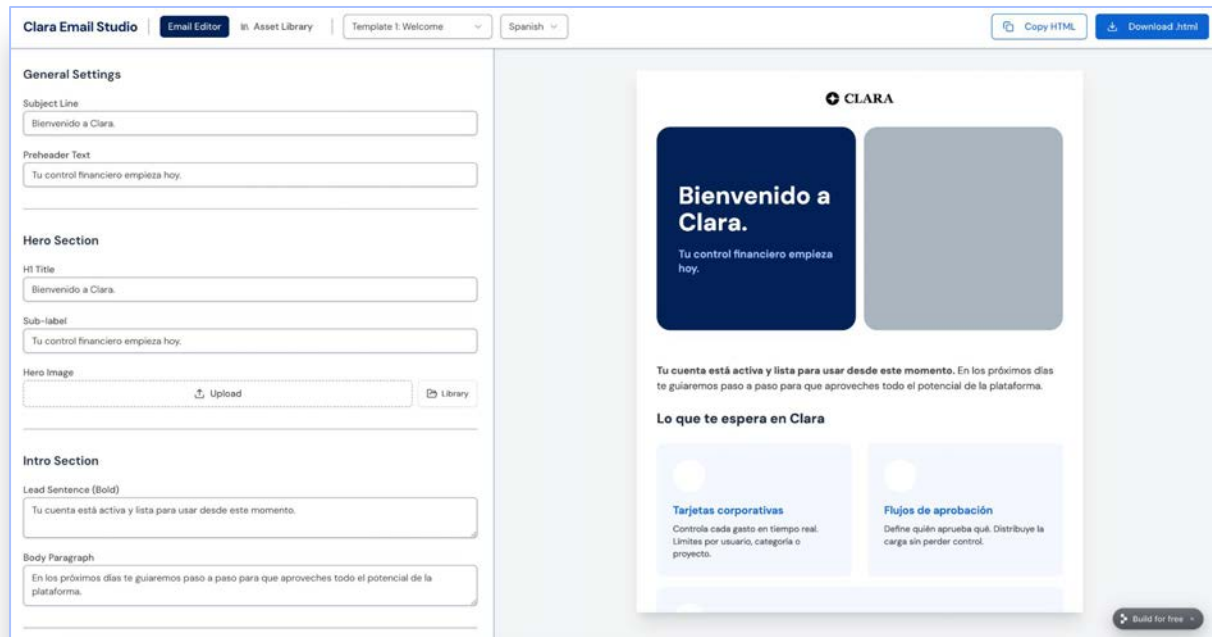


Consider our mkt stages

		Acquisition		Engagement / Retention
Stage	Awareness	Consideration	Conversion	Engagement
	Limited understanding of Clara. We must be concise, straightforward, and provide a high-level overview.	I understand the concept of Clara, but I'm not yet aware of the specific advantages it offers for my business.	The final compelling reason to secure the lead's commitment and sign the contract.	Keep open conversation with current customers to engage them and expand share of wallet
Claims	Clara is an all-in-one corporate payment solution. We offer a free credit line that can be used in credit card, bill pay or cross border transactions and a real-time payment tracking.	One single invoice. One limit: you distribute it among the cards as you wish. An expense management platform. Integration with ERP systems. [Practical examples are important] You can use for software, travel or retail	Zero cost for the cards and the platform, no hidden fees. Clara Points. Credit tailored to your needs. Enough of prepaid cards that generates more works to you.	Outstanding product experience Product / Feature Launches Exclusive benefits Promotional campaigns

Clara Email Studio

Tool CRM emails in HTML



The screenshot displays the Clara Email Studio interface, which is used for creating and editing HTML emails. The interface is divided into two main sections: a left sidebar for settings and a right preview area.

Clara Email Studio | Email Editor | Asset Library | Template 1: Welcome | Spanish | Copy HTML | Download HTML

General Settings

Subject Line
Bienvenido a Clara.

Preheader Text
Tu control financiero empieza hoy.

Hero Section

Hi Title
Bienvenido a Clara.

Sub-label
Tu control financiero empieza hoy.

Hero Image
Upload Library

Intro Section

Lead Sentence (Bold)
Tu cuenta está activa y lista para usar desde este momento.

Body Paragraph
En los próximos días te guiaremos paso a paso para que aproveches todo el potencial de la plataforma.

Preview:

CLARA

Bienvenido a Clara.
Tu control financiero empieza hoy.

Tu cuenta está activa y lista para usar desde este momento. En los próximos días te guiaremos paso a paso para que aproveches todo el potencial de la plataforma.

Lo que te espera en Clara

Tarjetas corporativas
Controla cada gasto en tiempo real. Límites por usuario, categoría o proyecto.

Flujos de aprobación
Define quién aprueba qué. Distribuye la carga sin perder control.

Build for free

Mailing Awareness email

This person has limited understanding of Clara.
We must be super explanatory and straightforward in
our words.

Clara News – ¡Entérate de lo nuevo!	→ Header (no more than 50 characters)
Hola, somos el equipo de Clara. Hoy queremos ponerte al corriente de nuevas herramientas en la Plataforma que simplificarán tu gestión financiera.	→ Friendly introduction: who we are + what we want to do
Estas son 3 maneras en las que puedes usar Clara para agilizar tus finanzas:	→ Purpose of the email
• Tarjetas virtuales: ¿Un viaje de último minuto? Crea tarjetas en segundos e introducelas en Apple Pay o Samsung Wallet. • Insights con IA: ¿Gastaste de más el mes pasado? ¿Crees que hay dos personas de tu equipo pagando por lo mismo? En Clara identificamos esos gastos para que puedas hacer valer cada peso. • Liquidez para cuando lo necesites: Usa tu línea de crédito para hacer pagos a proveedores y dale un respiro a tu flujo de caja.	→ Information in a straightforward way using bullets
Ver video	→ CTA or video if we have
Prueba las nuevas funciones, y mantén-te atento, que volveremos con nuevas noticias.	→ Goodbye and invitation to stay tuned

Mailing TPV Boost email

This person already understands and know about Clara. We want to maintain the trust and loyalty. We must be kind and thoughtful.

¡Clara y lifemiles te dan el 30% de millas adicionales!	→ Header (no more than 50 characters)
Nos aliamos con LifeMiles para darte más millas del 3 de junio al 5 de julio , así recibirás el 30% de millas adicionales cada que hagas una redención de Clara Puntos.	→ Introduction: brief context + description of the benefit
¿Cómo hacerlo? Dentro de tu plataforma Clara, ve al módulo de Clara Puntos para revisar cuántos puntos disponibles tienes para poder hacer tu redención.	→ How to proceed with the benefit or action that is being communicated
Aprovecha esta oferta especial y sigue disfrutando de todos los beneficios y ahorros que Clara tiene para tu empresa.	→ Encourage the customer to use the benefit
¡Nos emociona poder seguir siendo parte de tu viaje hacia la agilidad financiera!	→ Loyalty note, making sure the customer knows we value their preference

Mailing Feature email

This person already understands and know about Clara. We want to explain a new feature and make sure the user tests it.

Transacciones fáciles de identificar y más rápidas de reportar	→ Header (no more than 50 characters)
Tenemos una nueva función para hacer más fácil la administración de tus finanzas: ¡etiquetas para tus transacciones!	→ Introduction: why we're doing this + new feature
Esta función mejora la organización y el control de los gastos.	→ Main benefit of the feature
¿Cómo puedes empezar a usarla? 1. En el apartado "Movimientos" debes crear etiquetas. Nómbralas como quieras. 2. Selecciona la transacción que desees y coloca la o las etiquetas necesarias. 3. Para ver las transacciones con determinada etiqueta, filtra en la opción que dice "Etiquetas".	→ How to use it, ideally in bullets
Es importante que sepas que únicamente las personas con el rol de Owner o Administrador de la empresa pueden crear, editar y borrar etiquetas.	→ Important things to consider with this feature
Administra y analiza de forma sencilla y eficiente los gastos de tu empresa.	→ Closing line
<u>Empezar a agregar etiquetas</u>	→ CTA

Mailing Activation email

This person is going through a process with Clara.
We must be super clear and straightforward with
the steps: explain what's going on, and what comes
next.

Configura tu cuenta y empieza a usarla	
¡Ya firmaste tu contrato! Es hora de configurar tu cuenta Clara.	
Qué tienes que hacer?	
1. Haz clic en el enlace del primer mail que te enviamos e inicia sesión con tu correo electrónico y la contraseña temporal. 2. Selecciona tu ciclo de facturación y crea tu primera tarjeta de crédito. 3. Establece una dirección de envío para tus futuras tarjetas físicas. 4. Llena los datos de contacto del administrador principal.. 5. Conecta tu cuenta bancaria para tus pagos. 6. Verifica la información y da clic en "Confirmar y continuar".	
¡Listo! Tu plataforma Clara estará lista para darle agilidad y claridad financiera a tu empresa.	
La seguridad es uno de los elementos más importantes en Clara. Por eso, queremos enseñarte cómo activar la autenticación de 2 pasos en <u>este video</u> .	
Si tienes dudas, no dudes en escribirnos a <u>contacto.co@clara.com</u> o consultar nuestro <u>Centro de Ayuda</u> .	

- Header (no more than 50 characters)
- Introduction: explain the stage we're at and the desired action
- How to do it, step by step
- Phrase reinforcing the benefit
- Extra instructions (if needed)
- Ways to contact Clara

Mailing Notification email

This person already knows what Clara is. We need the person to proceed with an action, which we need to detail carefully.

¡Hola!	→ Header (no more than 50 characters)
Hemos recibido tu solicitud para unirte a Clara.	→ Introduction: explain the stage we're at a
Para continuar con el proceso y mantener la seguridad, por favor verifica tu email haciendo clic en el botón debajo.	→ Explain the desired action
CTA Verifica tu email	→ CTA to ensure the action
Una vez validado, tendrás acceso a la Plataforma y podrás continuar con el proceso de registro.	→ Provide guidance on what's coming next
Un saludo, Equipo Clara.	→ Ending

Mailing Newsletter email

This person already knows what Clara is and the best way to keep them engaged is show that we are improving day by day, new features, new products and how to use better what we offer.

5 new ways to bulletproof your finances this month

Discover how to achieve high accuracy and save your finance team time, regardless of payment method or expense type.

Reimbursements

Clara's new reimbursement feature allows you to easily **set up your reimbursement policy**, automating conditions and implementing a double approval layer.

No more duplicate payments

With **insights generated by Clara's AI**, you can identify payments that may be duplicated across different areas of the company and increase efficiency with a single signature.

[...]

Start trying now

Una vez validado, tendrás acceso a la Plataforma y podrás continuar con el proceso de registro.

Best regards, Clara Team.

→ Header (no more than 50 characters)

→ Introduction: explain in which pains this improvements is relatable

→ Title/name of the feature and what solutions this resolve, highlighting key benefits in bold

→ CTA to ensure the action

→ Provide guidance on what's coming next

→ Ending

Best practices mailing



By following these best practices, you can create B2B corporate emails that are effective and engaging.

← **Bold headers**

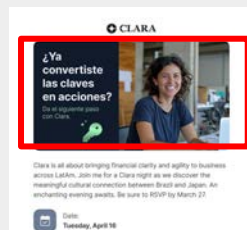
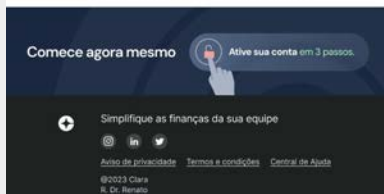
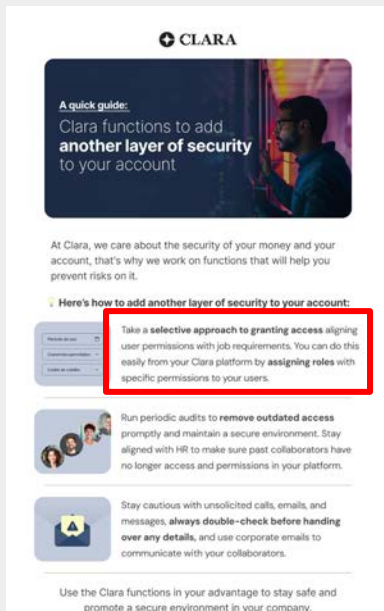
← Create curiosity or give context of the message with a short but sweet introductory text.

← **Highlight** important details or “hook” messages (those which could be the biggest attention for the user).

← Use **bullets** to make the reading easier, if they can be matched with **icons** for visualisation purposes... better!

← Buttons that call to the main action of the mail.

Mailing don'ts



Avoid **Repetitive messages** (spam)

Avoid **saturated amount of text**

Focus in Contextual **useful information**

Avoid different writing styles

Always use Bullet points doesn't mean the information is organized (Let's use only this in Steps)

Templates for each content plan:

Newsletter, trial versions, testimonials, Complete guides or video tutorials, Exclusive promotions.

Creative Recommendation:

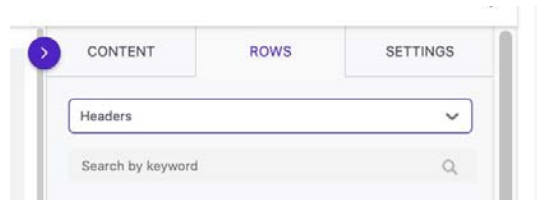
A mailer should be created for faster consume, informative, short and to the point, not too descriptive.

Header

The header should **highlight** an important **benefit, function or asset** of what we're communicating in a short and catchy way. Try to make them not more than **50 characters**.

The header is a great place to **add design** to grab attention and to make the email have a personality.

Find header options on the "Rows" section by selecting the option "Headers" when using the Drag and Drop format.



We recommend using pre-made header called "**Clara_centrado_blanco_image**". In this one you can change the image and the title already has the brand font (Georgia):

480 px WIDE (fixed)

Recommended size



140 px min Height

La nueva función de **Recuperación de facturas** de Clara te permitirá aumentar tus gastos deducibles de impuestos gracias a lo fácil que es conciliarlos, **solo necesitas una foto de tu recibo de compras**.

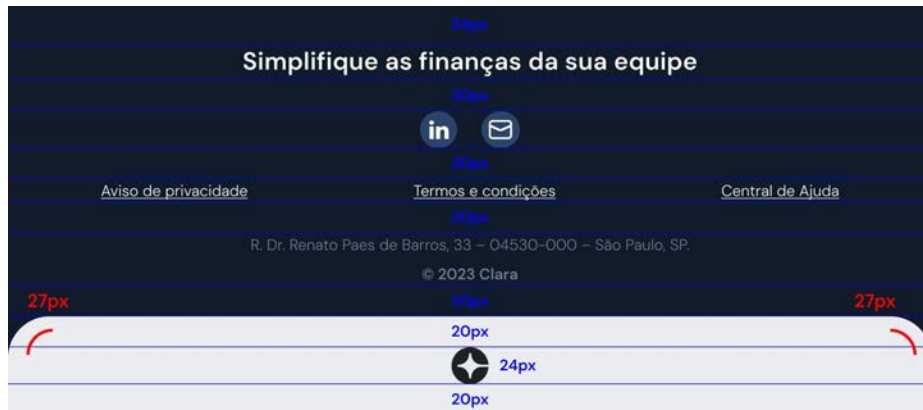
Footer

The Footer should highlight our social networks, updated legal documentation links, and our copyrights trademarks. The Footer has a functional purpose of displaying our clara services information.

600 px WIDE

180 px Height

Recommended size



Mailing Subject

Start with a **strong subject line**. The subject line is the first thing your recipients will see, so it's important to make it **attention-grabbing and relevant** to your content. A good subject line will make your recipients want to open your email and learn more. Keep it short.



Senders by country:

MX: contacto@clara.com

BR: contato@clara.com

CO: contacto.co@clara.com

Examples:

- Hasta 40 días de financiamiento
- Financia tus pagos con Clara
- ¡Haz hasta 100 pagos al mismo tiempo!
- ¡Últimos días! Refiere a Clara y gana \$1,500,000 COP
- Clara Puntos al doble 🎁

Mailing Referrals Banner

The banner area should be used to highlight any current campaigns, like: Referrals program
Features example: Conta, time saving, money saving.

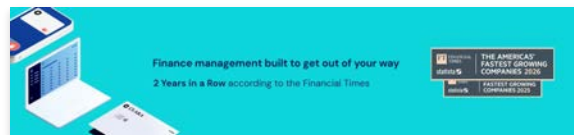
Recommended size

600px WIDE

140 px Height



Special messages



Types of mailers

Marketing Mailers

AWARENESS / LEAD GEN

- Invitations
- Referrals
- Newsletter

TPV BOOST

- Clara benefits
- Promotions
- Rewards

FEATURE

- Feature introduction
- How to use

Product Mailers

USER ACTIVATION

- Use of cards

NOTIFICATIONS

- Action happens
- Onboarding

- Negative notifications
- External Notifications

Thanks

