How do you make money crossing borders feel familiar?

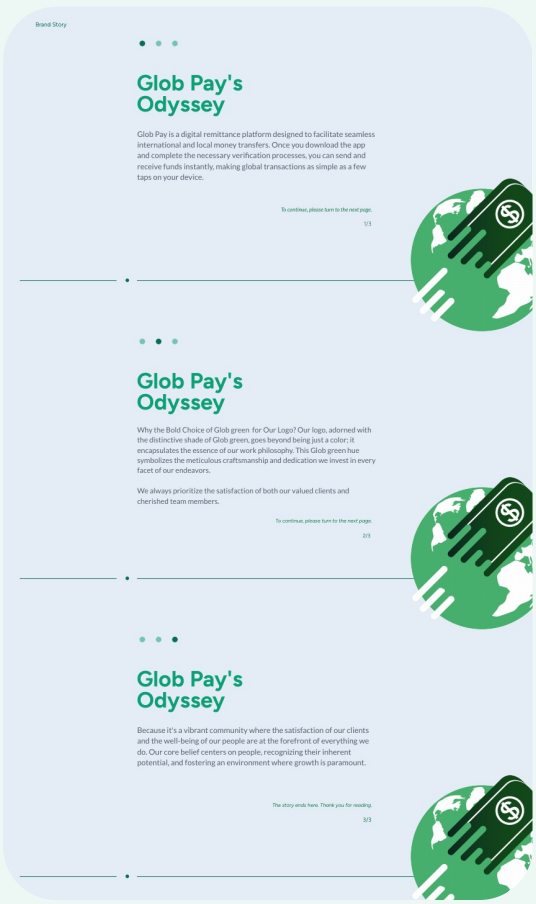
Brand strategy and identity for a digital remittance service.

GlobPay

Brand Guidelines

Make the transfer easier to understand.

The strategy starts with reliability, accessibility and clear communication. Those ideas guide a service aimed at people sending money across borders.



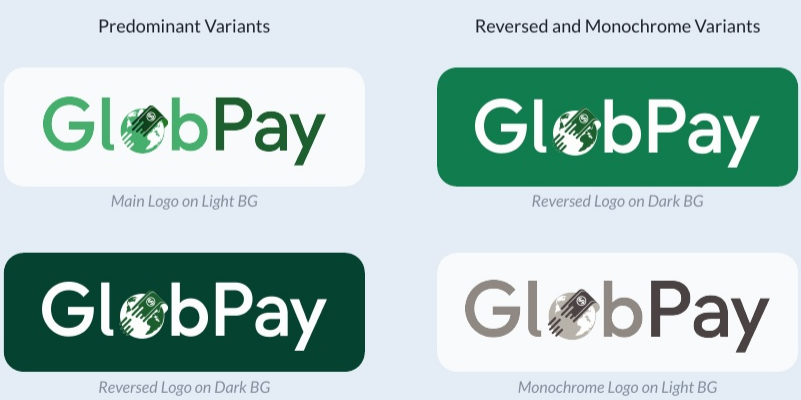
BRAND STORY AND ORIGINAL GRAPHIC TREATMENTS

Put the globe inside the name.

The globe sits inside the GlobPay wordmark. The guidelines show light, reversed and monochrome variants and specify clear space for the full mark and symbol.

PRIMARY, REVERSED AND MONOCHROME LOCKUPS

Logo & Its Variants



Pair green with a clear signal.

Glob Green leads the identity. Safe Yellow provides a bright accent, with mint and darker greens available for supporting layouts.



Glob Green	Safe Yellow	Mint	Deep green	Ice
#117C4E	#FFBF01	#16C190	#044B3B	#D2F8F7

COLOURS FROM THE ORIGINAL PROJECT GUIDE

Use the same hierarchy in two languages.

The type guide pairs display and body text in English and Bangla. Each has a clear headline, a shorter supporting line and room for the longer copy below.

Font Pairing: Bangla

Title font:
Baloo Da 2 Regular 60 PT

আমার সোনার বাংলা
আমি তোমায় ভালোবাসি

Body font:
Lato Regular 30 PT

চিরদিন তোমার আকাশ তোমার বাতাস
আমার প্রাণে বাজায় বাঁশি ।।

Draw the movement around the globe.

The illustrated identifier uses a curved path and directional marks around the globe. The guide links its parts to the transfer process, speed and reach.

Identifier

Brand Identifier: Glob Pay Globe



Let the person carry the image.

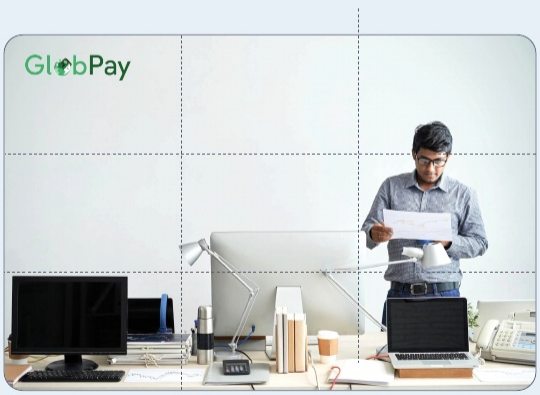
The guide places the logo in a quiet corner of the photograph and demonstrates different colour versions against light and dark areas.

ORIGINAL PHOTOGRAPHY AND LOGO PLACEMENT GUIDE

Contrast

Contrast with Background:

Select a cleaner and more contrasting corner of the photograph to place a logo variant. If needed, make edits to the photograph to enhance the color contrast with the logo for improved legibility.



Give the service a recognisable way to speak.

The wordmark, bilingual typography and image rules give people consistent points of recognition across product and campaign material.

REMITTANCE POSITIONING, VISUAL IDENTITY AND GUIDELINES

Connect the unconnected.



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A multidisciplinary thinker and maker passionate about connecting ideas, challenging conventions, and building what's next.

Let's get connected!

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