How do you draw movement into a finance brand?

A visual identity for the Spendo digital finance concept.

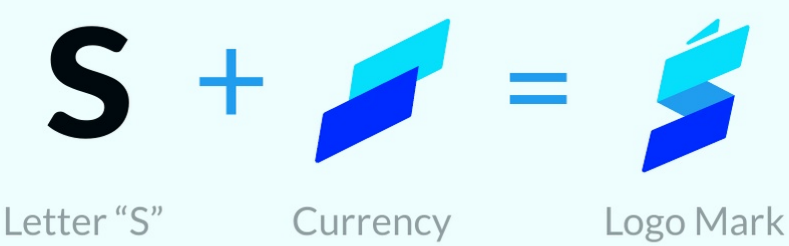


Bring an S and a currency form together.

The concept sheet places the two inputs alongside the finished mark. The resulting bands bend into an S that can sit beside the name or appear on its own.

ORIGINAL SPENDO SYMBOL CONCEPT

Logo Concept



Prepare the mark for small backgrounds.

The app tiles keep the symbol intact on light and dark grounds. The white version preserves the silhouette when a single colour is needed.

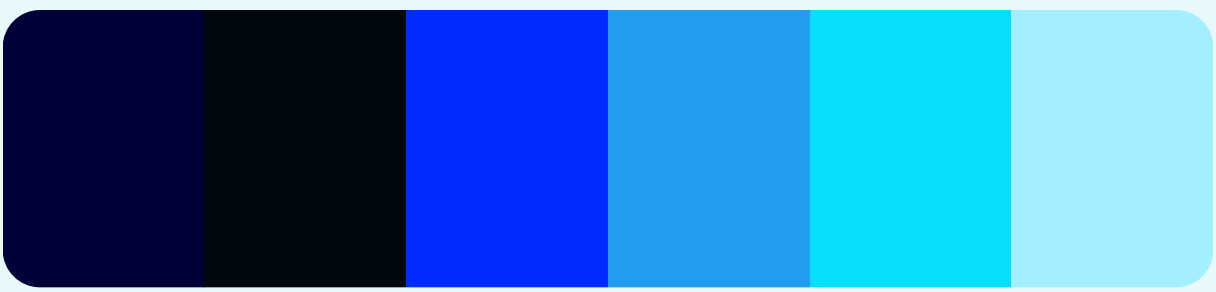
ORIGINAL SYMBOL TILES AND REVERSALS

Logo Mark & Reversals



Give bright blues and deep fields separate roles.

Brighter blues mark the highlights. Deeper ink tones give the lettering and illustrations a stable surface, with pale Waterspout supporting light treatments.



Cetacean Blue	Rich Black	Blue (RYB)	Button Blue	Vivid Sky Blue	Waterspout
#01013A	#00090E	#002BFF	#219DEF	#06DFFC	#A4EFFF

ORIGINAL SCREEN PALETTE

Give display and reading type clear roles.

Lexend Deca sets the display hierarchy and Inter appears alongside it in the typography guide. The shared scale gives screen layouts a repeatable rhythm.

ORIGINAL LEXEND DECA TYPE SPECIMEN

Typography

Lexend Deca

Designed by Bonnie Shaver-Troup, Thomas Jockin, Santiago Orozco, Héctor Gómez, & Superunion

Lexend is a collection of seven font families intended to improve reading proficiency. As prescription eye-glasses achieve proficiency for persons with short-sightedness, Lexend's families were developed using Shaver-Troup Formulations.

Lexend Deca Light

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 ! @ # $ % & * ( )

Lexend Deca Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 ! @ # $ % & * ( )

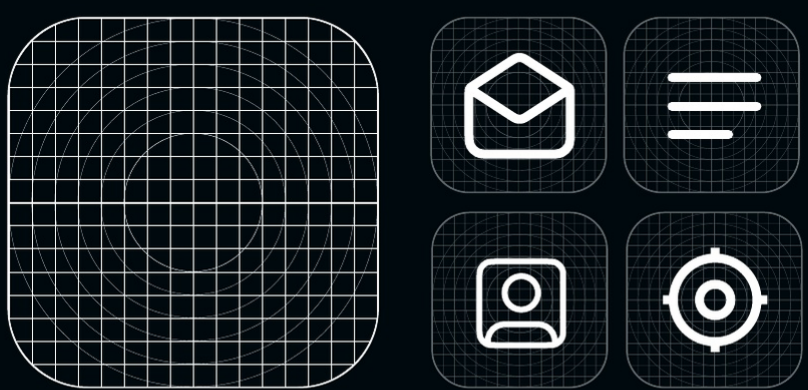
Build smaller signals on a common grid.

Envelope, message, profile and settings examples share a grid and corner treatment. The construction sheet shows where the strokes and spaces align.

ORIGINAL INTERFACE ICON CONSTRUCTION

Icons

ICONOGRAPHY GRID



Use depth to make abstract services visible.

The illustration style turns cards, coins and screens into physical-looking objects. Bright blue repeats across the scenes to link them to the interface.

ORIGINAL SPENDO ILLUSTRATION STYLE

Illustration Style



Give the small mark a clear home on the card.

The card concepts place the angled graphic on a dark field. The mockup preserves the card edges and gives both versions enough room to compare.



ORIGINAL DIGITAL CARD MOCKUPS

Give Spendo a recognisable rhythm across surfaces.

The S, a structured icon family and the blue palette make the identity recognisable at different scales, from an app tile to a card.

DIGITAL BRAND IDENTITY, ILLUSTRATION AND CONCEPT APPLICATIONS

Connect the unconnected.



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