



Finayo Brand Guidelines

Using the key elements of our brand

Contents

01 WELCOME

02 CONTENTS

03 ABOUT FINAYO

04 LOGOS

05 COLOR PLATTE

06 TYPOGRAPHY

07 SIGNATURE

08 PRINT SYSTEMS

About Finayo

We intend to digitize the entire process of Lending portfolios such as Auto Loan, Home Loan, Business Loan, Personal Loan, etc. So that our lending partners provide real-time loans to customers of the Borrower Facing Entities: anyone facing borrowers to process loan applications such as Automotive Retailers, DSAs, Real Estate Agents/Real Estate Brokerage Companies, etc.

Finayo is an AI-Powered Low Cost Lending-Tech platform featuring simple to use for customer onboarding, screening in a secure and safe environment. We offer lending partners a dedicated web dashboard to see and manage the borrower profile, real-time lead notification, end-to-end automated loan processing, Pre-underwritten application, Fraud dedupes & risk assessment, real-time loan, digital communication with borrowers & customized loan offers etc.

For our borrower-facing entities, we offer a dedicated web-based admin dashboard and Mobile application for their executives to process end to end loan applications and generate real-time loan offers for customers with multiple lenders.



Brand
Guidelines

Logo Limitations



Do not use the dark color of logo as the background of the logo



Do not respase the brand name from the logo icon. Always retain the logo as it is.



Do not respase the brand name from the logo icon. Always retain the logo as it is.



Do not distort or the skew the logo for it to fit in any shape. Always retain the logo perspective.









Do not rotate the logo in any angle. Always use the logo in its original position



Do not increase the weight of the logo icon. Retain the icon weight as given on the original logo

Finayo Color Palette

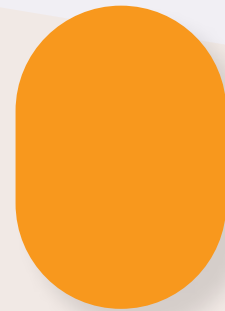
	HEX	RGB	CMYK
	#12468a	18 : 70 : 138	100 : 82 : 16 : 4
	#202C45	32 : 44 : 69	90 : 79 : 46 : 47
	#f8981d	248 : 152 : 29	0 : 47 : 98 : 0
	#000000	0 : 0 : 0	75 : 68 : 67 : 90
	#333333	51 : 51 : 51	69 : 63 : 62 : 58
	#828282	130 : 130 : 130	51 : 43 : 43 : 7



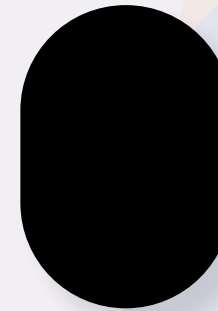
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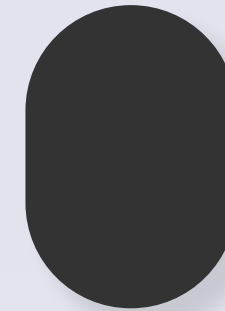
#202C45



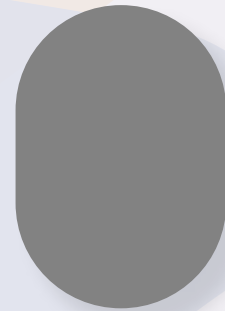
#f8981d



#000000



#333333



#828282

POPPINS

Brand Primary Typefaces

Poppins is a geometric sans-serif typeface family. Poppins letterforms were inspired by example of architectural signage of the mid-twentieth century. Poppins has a relatively board design with a resanably high x-height and wide apertures.

32px

Heading 1

Aa

Bb

Cc

Dd

Ee

Ff

Gg

24px

Heading 2

Hh

Ii

Jj

Kk

Ll

Mm

Nn

18px

Heading 3

Oo

Pp

Qq

Rr

Ss

Tt

Uu

16px

Paragraph

01

02

03

04

05

06

07

Brand Secondary Typefaces

Poppins Italic is a geometric sans-serif typeface family. Poppins Italic letterforms were inspired by example of architectural signage of the mid-twentieth century. Poppins Italic has a relatively bold design with a reasonably high x-height and wide apertures.

POPPINS

32px	Heading 1	<i>Aa</i>	<i>Bb</i>	<i>Cc</i>	<i>Dd</i>	<i>Ee</i>	<i>Ff</i>	<i>Gg</i>
24px	Heading 2	<i>Hh</i>	<i>li</i>	<i>Jj</i>	<i>Kk</i>	<i>Ll</i>	<i>Mm</i>	<i>Nn</i>
18px	Heading 3	<i>Oo</i>	<i>Pp</i>	<i>Qq</i>	<i>Rr</i>	<i>Ss</i>	<i>Tt</i>	<i>Uu</i>
16px	Paragraph	<i>01</i>	<i>02</i>	<i>03</i>	<i>04</i>	<i>05</i>	<i>06</i>	<i>07</i>

Print System

Business Card



Letter Head



Email Signature

To : Bejendra

Subject : Project Update

Hi Bejendra,

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever



Warm Regards,
Bejinder Singh

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Brand
Guidelines



THANK YOU !