



flutterwave

Styleguide

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All illustration and photography shown is meant for artdirection purposes only and is not licensed for production at the time of writing.

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Brand story

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Flutterwave was founded on an
audacious dream: to see Africans take
the global stage.

That: s not as far off as it might seem.

Millions of us are ready.

The fashion designer whose styles are in hot demand. The fitness influencer who will whip the world into shape. The developer building the next big app. The student dreaming of her MBA.

It isn't a lack of great products, ideas or talent. Most of us are stifled by the most basic part of getting ahead in life: to pay and get paid. It's more than a hassle.

It's a P-A-I-N.

What would Africa look like if payments
were so easy, we never had to think
about them?

We started Flutterwave to make it easier for Africans to realize their ambitions. By building bridges between financial systems, we're able to provide one easy-to-use payment platform for the entire continent.

Don: t settle for being the seamstress on the corner, when you dream of being a stylist to the stars.

Show the world what a successful entrepreneur looks like. Ignore those who tell you the best tech comes from Silicon Valley.

You know you and your friends are
writing the future.

The door to the global stage has just
been opened.

**All it takes is that
first payment, and
we're on our way.**



FLUTTERWAVE STYLE GUIDE

The logo

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THE LOGO

The logo



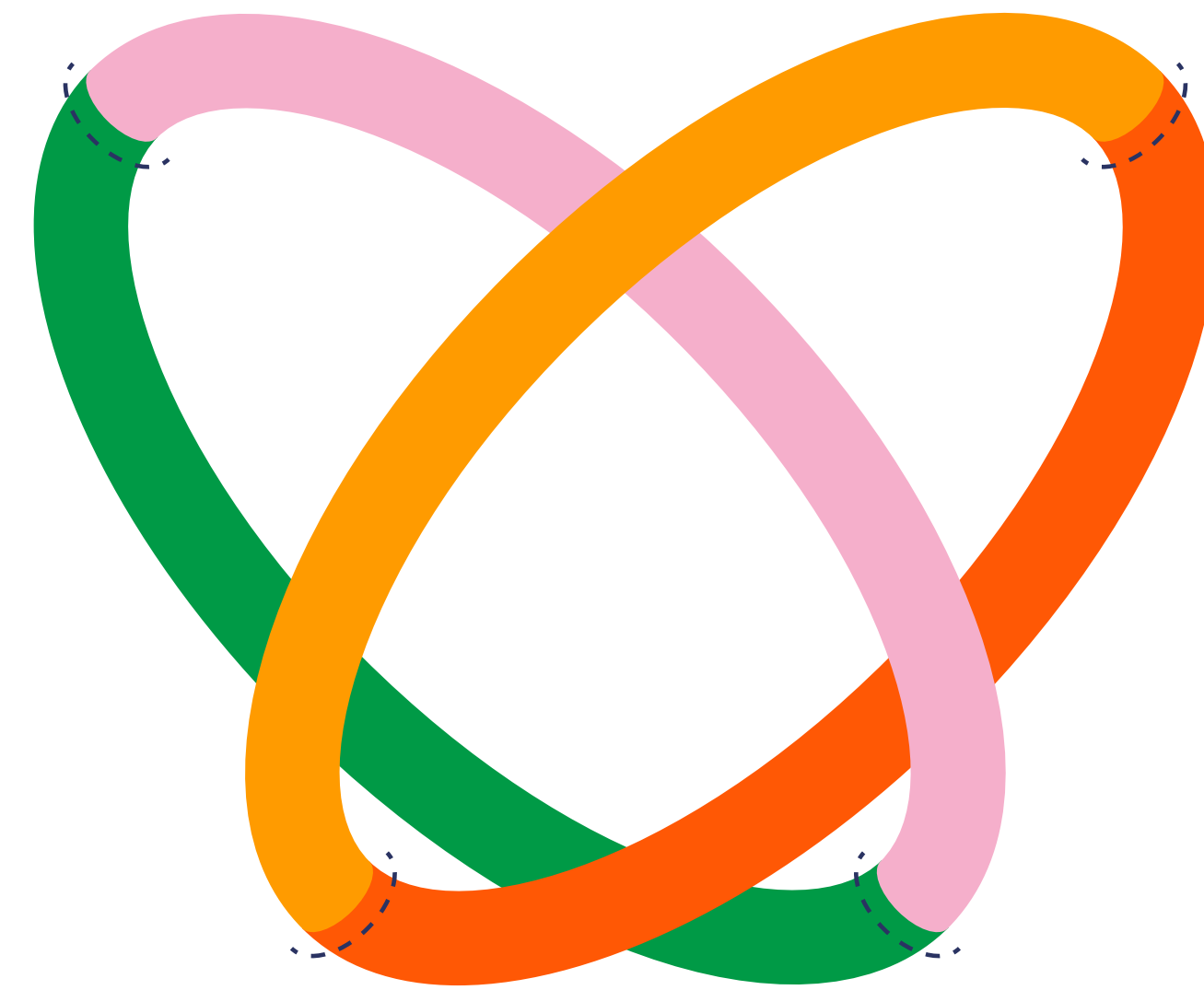
THE LOGO

Icon

The Flutterwave icon is called the LabaLaba (the word for Butterfly in the Yoruba language).



Attention! The icon is ALWAYS accompanied by the wordmark to enhance recognisability.



flw

THE LOGO

Logo color options

Flutterwave's logo has multiple color options depending on the context it's being used.

The flat and monochrome versions should be used only in places where the full color option is not available.

Full color



Monochrome



Flat



Inverted colors

On colored backgrounds, and other high energy visuals, the inverted versions of the logo are recommended.

! Attention! The inverted full color logo can only be used on a dark blue background. For any other colored backgrounds use the monochrome version.

Full color



Monochrome



Flat



Margins

When placing the logo, make sure to observe the described distances to other elements.



Scale

The logo should be used consistently on all communication mediums. However, for smaller applications and environments where there is little space (such as social media icons), there is the possibility to have just part of the logo visible.

See example for optimal framing.



Attention! Always check when framing for smaller applications that you avoid having only “Flu” seen!

Regular
usage



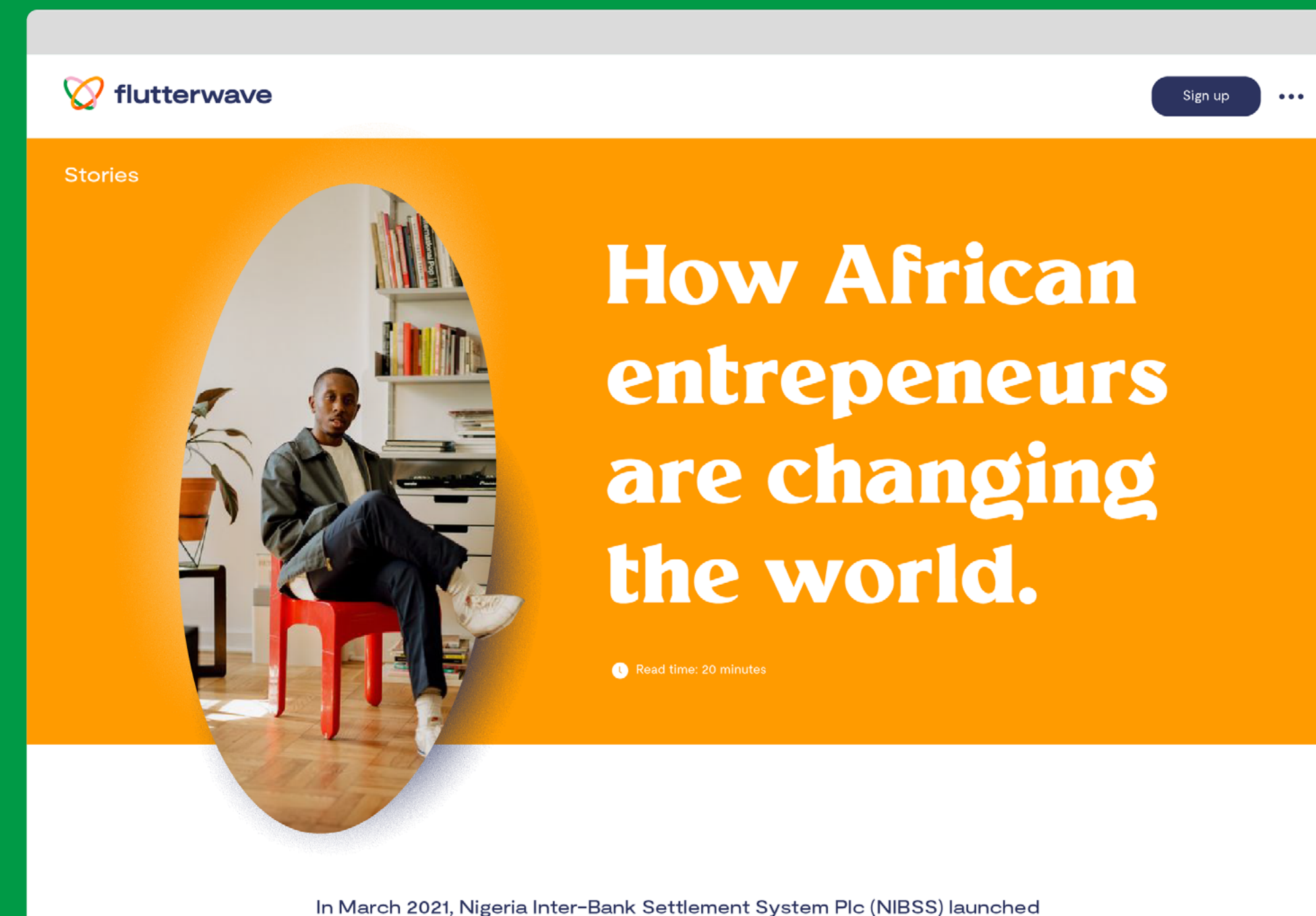
Small
applications



Placement

When used on its own, the logo claims the surface it is used on. It keeps a minimal margin towards the edges and it is aligned to the center of the available area.

When used in context of a deliverable the logo is used in a more modest way, letting the content of whatever is presented do the talking.



FLUTTERWAVE STYLE GUIDE

Base elements

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BASE ELEMENTS

Brand Colors

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There are 6 brand colors that help build the Flutterwave brand. All the colors match one of the 6 traits of a successful entrepreneur : according to Forbes: creative, motivated, passionate, easy going, robust and eager.

Creative

Motivated

Passionate

Eager

Easy going

Robust

Color codes

Creative

RGB	255 / 155 / 0
HEX	FF9B00
CMYK	0 / 50 / 100 / 0
PMS	137 C

Passionate

RGB	255 / 88 / 5
HEX	FF5805
CMYK	0 / 84 / 100 / 0
PMS	ORANGE 021 C

Motivated

RGB	255 / 246 / 233
HEX	FFF6E9
CMYK	0 / 4 / 11 / 0

Eager

RGB	0 / 154 / 70
HEX	009A46
CMYK	84 / 9 / 100 / 0
PMS	7482 C

Easy going

RGB	245 / 175 / 203
HEX	F4AFCB
CMYK	0 / 44 / 5 / 0
PMS	1895 C

Robust

RGB	42 / 51 / 98
HEX	2A3362
CMYK	96 / 86 / 30 / 22
PMS	534 C

Digital variations

For digital environments, there a broader color palette that can be used. All colors are based on the 6 main brand colors, but with different shades.

HEX 703E00	HEX 702500	HEX 003212	HEX 800033	HEX 090E29
HEX FF9B00	HEX FF5805	HEX 009A46	HEX F4AFCB	HEX 2A3362
HEX FFCA7D	HEX FFAD85	HEX 6ACC87	HEX FAD7E5	HEX A4B0DB
HEX FFF6E9	HEX FEE9DF	HEX DCF5E7	HEX FAF0F5	HEX E9EBF5

BASE ELEMENTS

Typography

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BRAND COLORS

Title font

Millik is a multipurpose and unique display font which helps Flutterwave's brand be ownable and recognizable across media.

This is the go to font when writing titles and should not be used for longer bodies of text.

Aa Bb Cc Dd Ee
Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Rr
Ss Tt Uu Vv Ww
Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

Millik

This font can be bought through the following link:
myfonts.com/fonts/zealab-fonts-division/millik/

Primary font

Moderat is a geometric sans-serif typeface family that works well both on body and display copy.

It is a robust font that can handle every usage and still retain its uniqueness.

Aa Bb Cc Dd Ee Ff
Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Rr Ss Tt
Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0 ! ?

Moderat **REGULAR**

This font can be bought through the following link:
<https://tightype.com/typefaces/moderat>

Main font – fallback

DM Sans shares characteristics of Moderat Regular which makes it the perfect replacement for environments where the use of Moderat Regular is not optimal, such as internal documents, presentations etc.

Aa Bb Cc Dd Ee Ff
Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Rr Ss Tt
Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0 !

DM Sans **REGULAR**

This font can be bought through the following link:
<https://fonts.google.com/specimen/DM+Sans>

Secondary font

Moderat Extended Regular provides a great addition to the font toolbox by being more outspoken than the Regular variant of Moderat but less than Millik. This helps in creating more dynamic layouts and information hierarchies.

Aa Bb Cc Dd Ee Ff
Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Rr Ss Tt
Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0 !

Moderat

EXTENDED REGULAR

This font can be bought through the following link:
<https://tightype.com/typefaces/moderat>

Type hierarchy

When using type in a layout we recommend following these rules.

Make sure the body text has a line height of 160%.

In relation to the body copy, the header copy should be between 130% and 150% bigger in size. Please keep a similar line height as for the body copy.

The title should be then 4 to 6 times larger than the header copy and 4 to 8 times larger than the body copy.

Do great things

55pt 100%

new text Ovidi nit mosaped qui doloren
diaessunt volorposa aut exeribu sapiti adi
ditio comnihilitam derorehendus maiorio

11pt 150%

new text Nequatius, que nonserci re di berspero corepudi
verorepre, quia dolorep ernamusam res samusamenisi atio
erferiorent debit ilique natquo volor maximos con pa net es
consedit officiet alignim illiquoditas aut pratis rehendes ea dolo
corposam facesseque si que custo etur alibusdae reperum
exceribus abore volorer atempor ionsequam sinulluptae corit
eatus reius.
Ditates totate doluptibus et et min netur? Qui rerspiti offic
tendelesto quist utatatem sequi dolorumet dolupta am.

8pt 160%

Type usage examples

UI — Moderat Regular

Create account ▶

Contact sales ▶

Underline style

a discussion with Currencycloud

Dates and times

Monday 27th September, 2021

10:00 am WAT

Summary style

Item 1

In recent times we have seen major innovation in the payment industry across all markets with the aim of simplifying payments.

Item 2

In March 2021, Nigeria Inter-Bank Settlement System Plc (NIBSS) launched the NQR payment solution which enables Nigerian customers to make payments easily within seconds by simply scanning a barcode.

BASE ELEMENTS

Photography

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Campaign photography

Use cases

- Campaigns
- Advertisements
- General brand communications

Art direction

- Shot in studio setting
- Bright lighting
- Bright background colors

Casting

- Inclusive casting (male/female, age 30–40)
- Cast represents African entrepreneurs of all sorts
- Positive, optimistic vibes



PHOTOGRAPHY
EXAMPLES





You
ambitious
take
flight

Editorial photography

Use cases

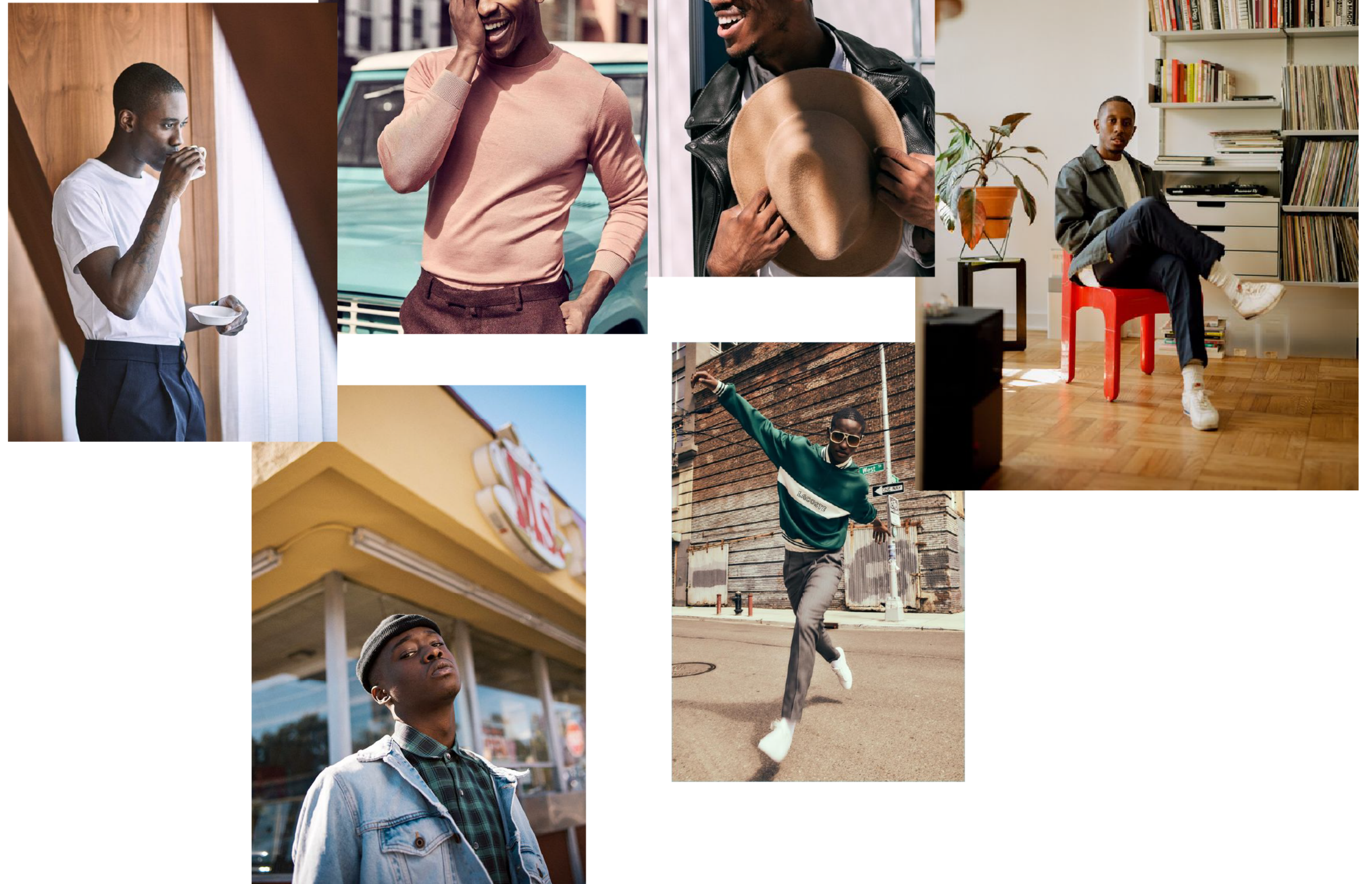
- Articles, news stories, reviews, testimonials
- Corporate culture photography
- Events registration

Artdirection

- Shot outdoors or in natural real indoor settings
- Natural lighting
- Soft, warm colors, depth of field, grain

Casting

- Actual people in real situations



PHOTOGRAPHY
EXAMPLES



BASE ELEMENTS

Illustration

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Illustration style

Use cases

- General brand communications (about us page)
- Communications about services (solutions page, social media)

Artdirection

- Bright colors
- Bold, outspoken, slightly 'weird'
- Highly stylised but not abstract scenes
- African figures and shape language

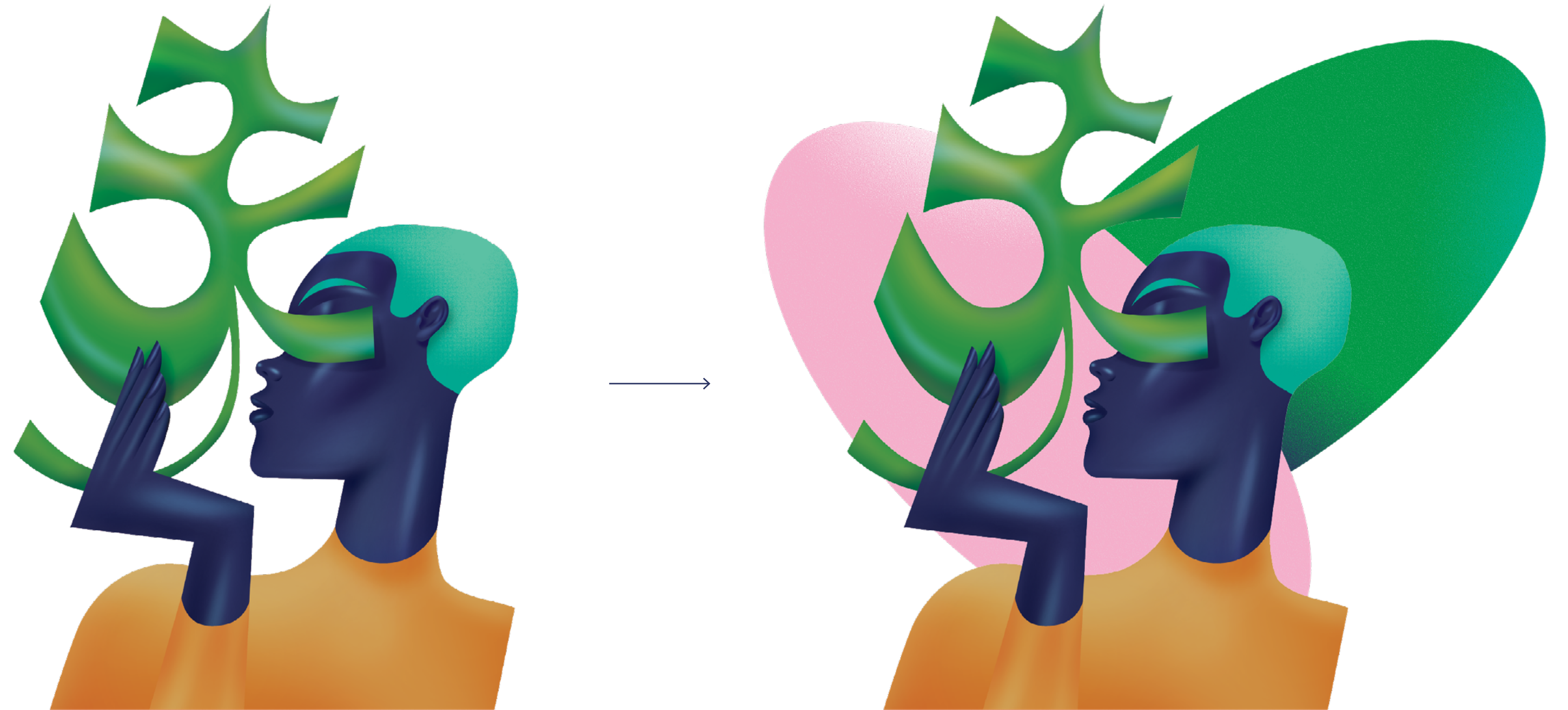
Subject matter

- Not too explicit, should be multipurpose
- Abstractions of core values
- Abstractions of services



Illustration usage

Illustrations are easy to isolate and pair with the identity's shape language.





FLUTTERWAVE STYLE GUIDE

Product expressions

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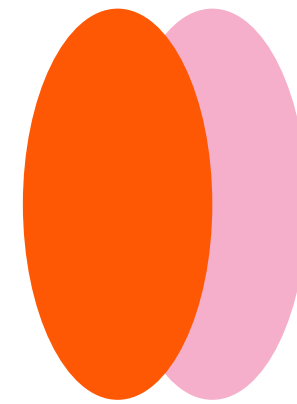
Brand flexibility

Flutterwave is a flexible brand that also has a lot of freedom of expression. The main elements of the identity can be used to create new expressions within the same visual style, developing and expanding the brand's communication.



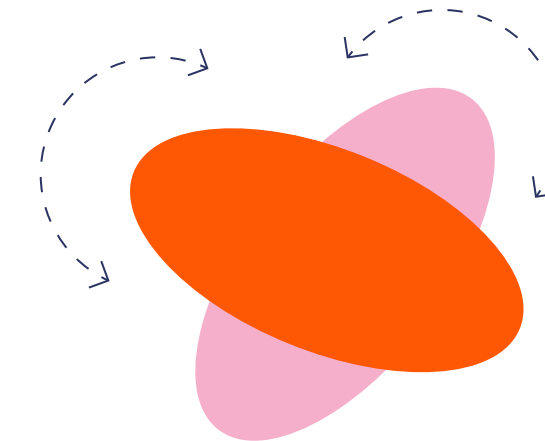
How to construct an element

①



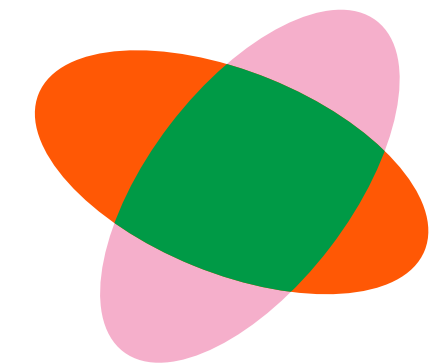
Take 2 basic ovals

②



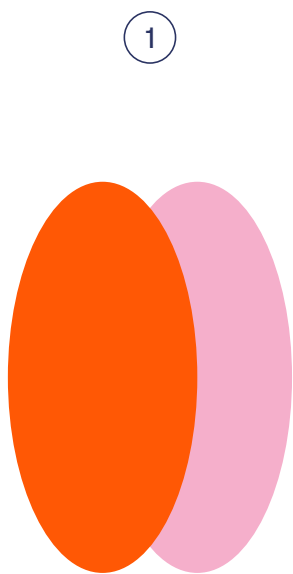
Rotate until you get a butterfly shaped combination

③

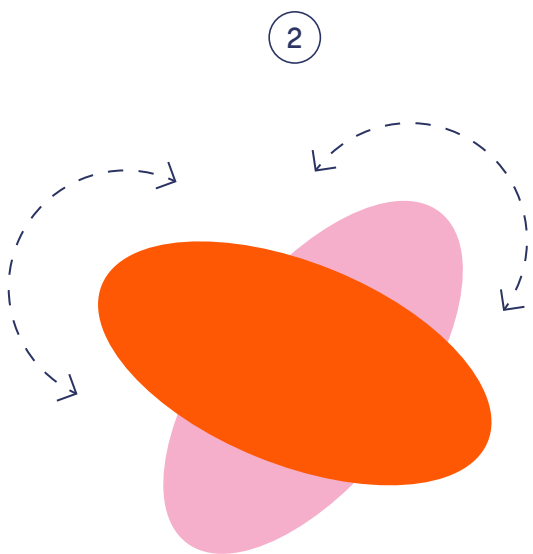


Color the intersection in a different brand color

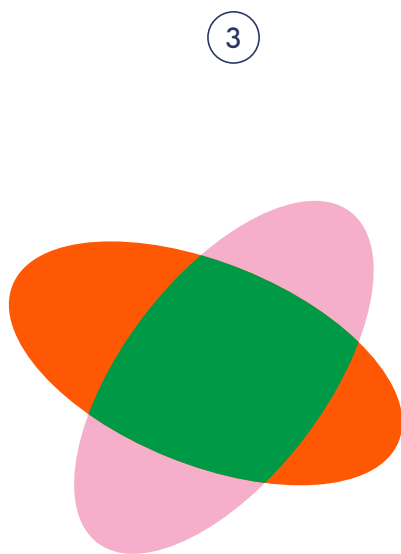
How to construct a secondary logo



Take 2 basic ovals



Rotate until you get a butterfly shaped combination



Color the intersection in a different brand color



Use the same font as in the main logo to write the name of the service



Use the same ratio between the wordmark and the symbol as in the main logo



Align the symbol vertically in a balanced way in relation to the wordmark

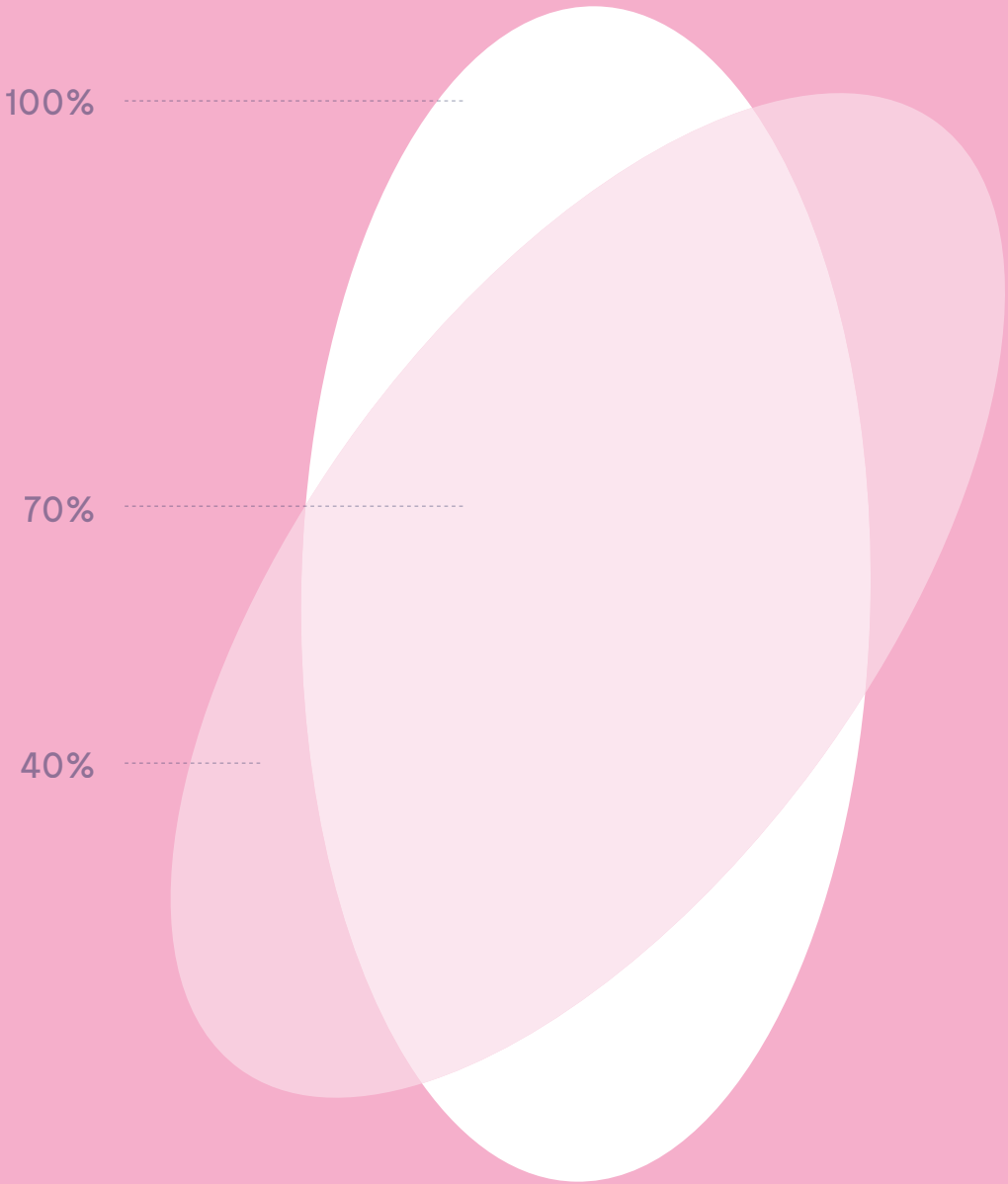
Secondary logos rules

When creating a new secondary logo make sure you are using two (and only two) differently colored base shapes that intersect with each other. Their intersection will always be another color. Also keep in mind that the distance between the symbol and the word should be the same as in the main logo.



Inverted contrast

When using the logo on a colored backgroud, use the same approach of building the logo, as in the main logo. On main shape should be 100% white, the other main shape 40% white, and the intersection 70% white.



ca



card issuing



card issuing

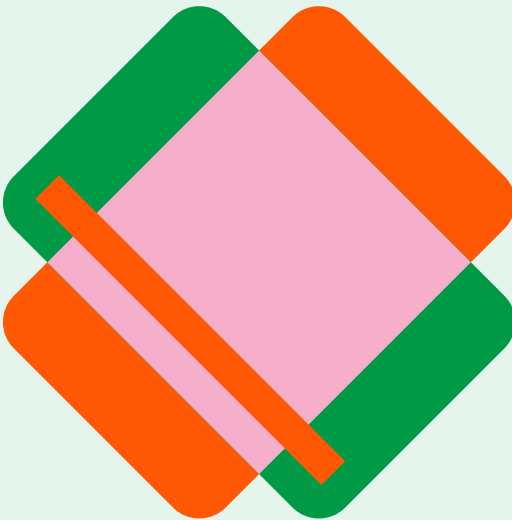
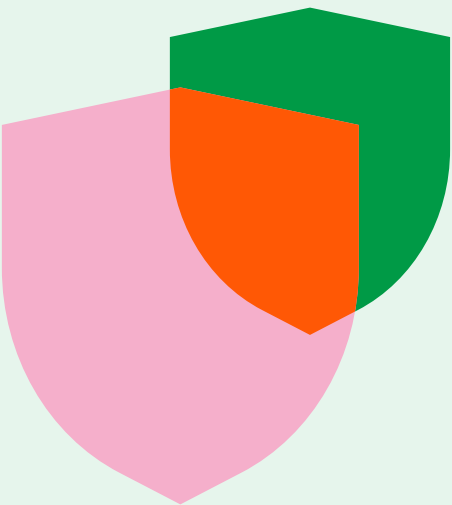
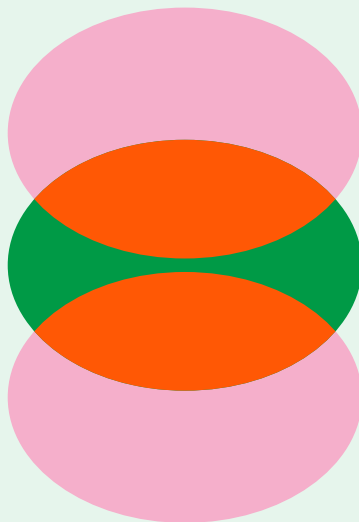
EXAMPLE

Commerce

All elements needed to create a subexpression of the brand can be found in the main brand’s assets. When creating different expressions of the brand, sub-services or extensions, it is important to keep the brand as a coherence entity, therefore no new elements shall be added.



PRODUCT EXPRESSIONS
EXAMPLES





[Our solutions](#)[Developers](#)[Resources](#)[Pricing](#)

Sign up



[Overview](#)[Features](#)[Docs](#)

Expand on your business

Accept payments and move money globally with Flutterwave's powerful APIs and software solutions designed to help you capture more revenue.

Create account ▶

Contact sales ▶





Unify your payments stack

Accept payments and move money globally with Flutterwave's powerful APIs and software solutions designed to help you



Get paid from anywhere

Accept payments and move money globally with Flutterwave's powerful APIs and software solutions designed to help you



Secure

Accept payments and move money globally with Flutterwave's powerful APIs and software solutions designed to help you



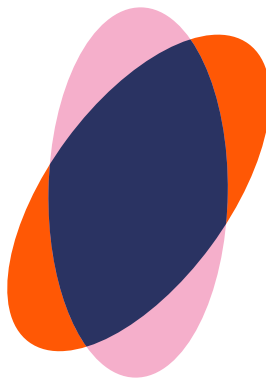
Broad support

Accept payments and move money globally with Flutterwave's powerful APIs and software solutions designed to help you

EXAMPLE

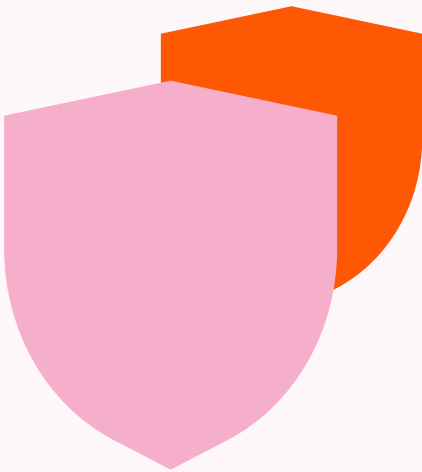
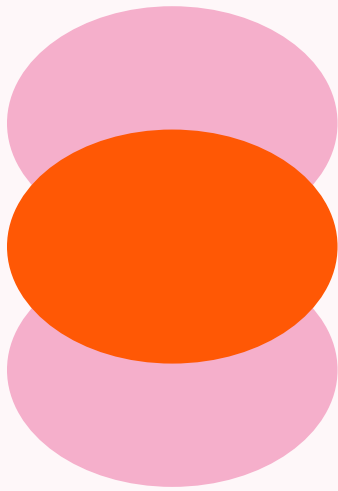
Card issuing

When creating a specific brand expression it is important to use a limited amount of colors and elements so that it is not to be misjudged as the main brand.



card issuing

PRODUCT EXPRESSIONS
EXAMPLES





[Our solutions](#)[Developers](#)[Resources](#)[Pricing](#)

Sign up



[Overview](#)[Features](#)[Docs](#)

Create and manage virtual cards

Accept payments and move money globally with Flutterwave's powerful APIs and software solutions designed to help you capture more revenue.

Create account ▶

Contact sales ▶





Unify your payments stack

Accept payments and move money globally with Flutterwave's powerful APIs and software solutions designed to help you



Get paid from anywhere

Accept payments and move money globally with Flutterwave's powerful APIs and software solutions designed to help you



Secure

Accept payments and move money globally with Flutterwave's powerful APIs and software solutions designed to help you



Broad support

Accept payments and move money globally with Flutterwave's powerful APIs and software solutions designed to help you

FLUTTERWAVE STYLE GUIDE

Building visuals

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BUILDING VISUALS

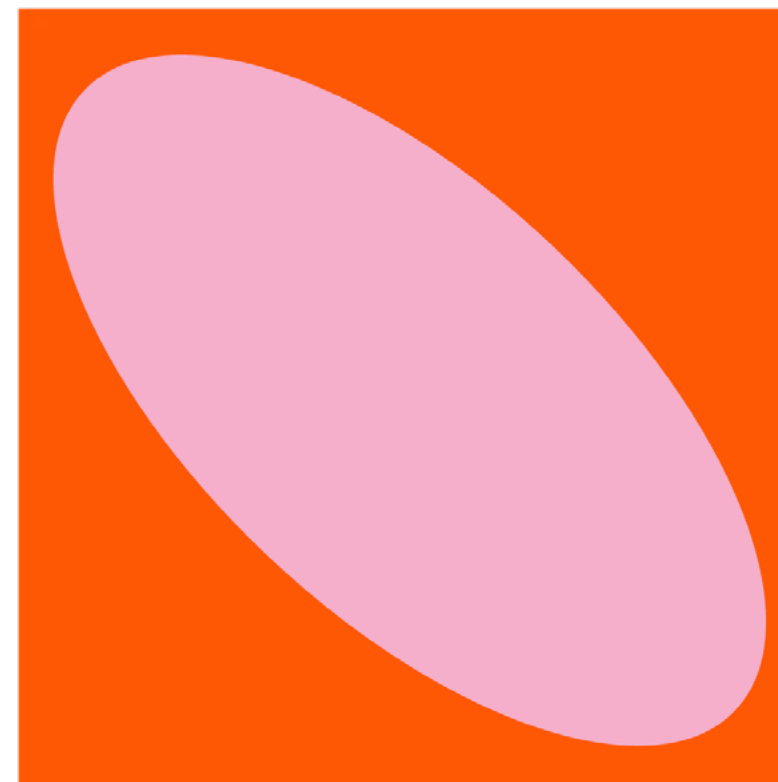
Volume

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Brand volume

Flutterwave's visual language ranges from a low volume information focused way to a high volume inspirational path.

Inform



Low volume

Illustrate



Medium volume

Inspire



High volume

BUILDING VISUALS

Inform

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INFORM

Tools

For the Inform range of the identity we are using the main shape as the main visual element.



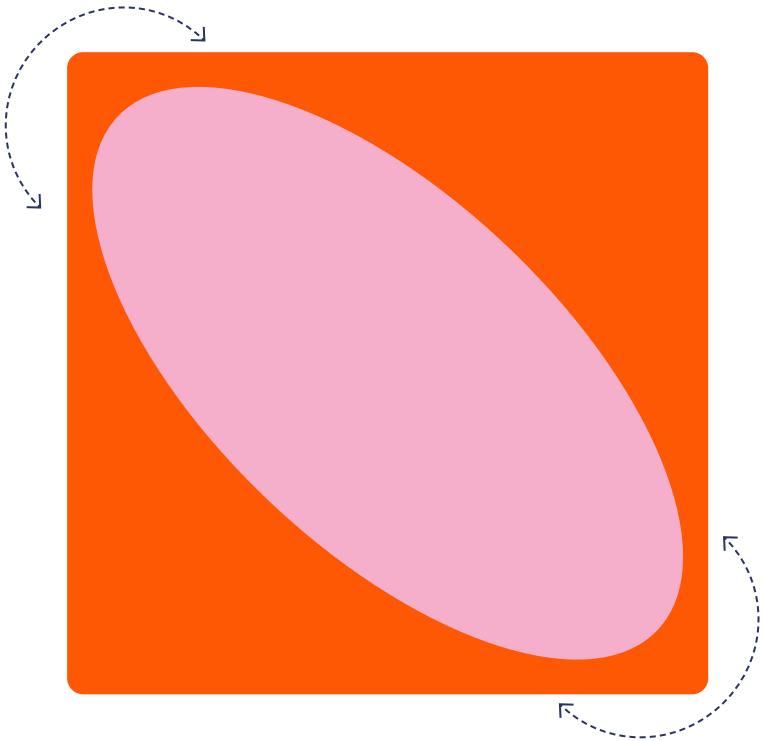
Building a low volume visual

1



Pick a background color

2



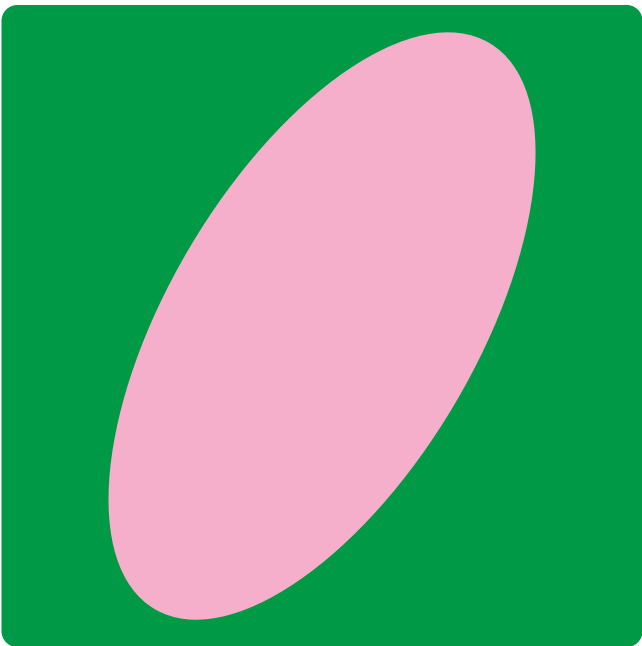
Pick an oval with a different color and rotate it according to your needs. The oval must always be fully visible

3



Add text on top

1



Pick a background color and a rotated oval

2



Add an image and use the oval as a mask. Make sure the main subject is always well framed in the mask

3



Add text and move the image as necessary to ensure both image and text visibility

How to develop a unique selling proposition for your business.

article by Michelle Ijomah

flutterwave

reloadly

Selling digital

The work behind
the magic

Paul Foh
Marketing Manager, Reloadly



Interview with
Jimmi Musa

BUILDING VISUALS

Illustrate

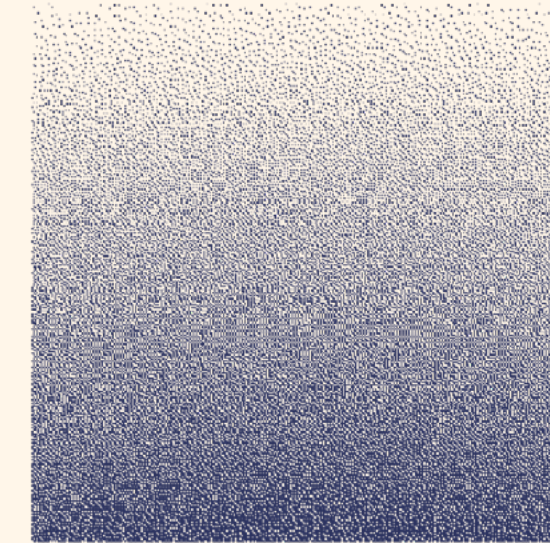
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Tools

For the medium volume expression of the identity, the main ingredients are the colored base shapes and the texture. Optionally, illustrations can be included.



Base shape



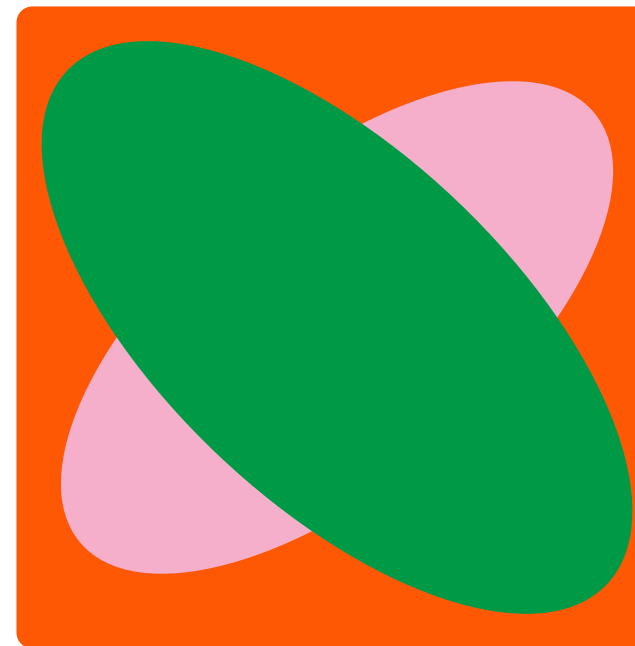
Texture



Optional illustration

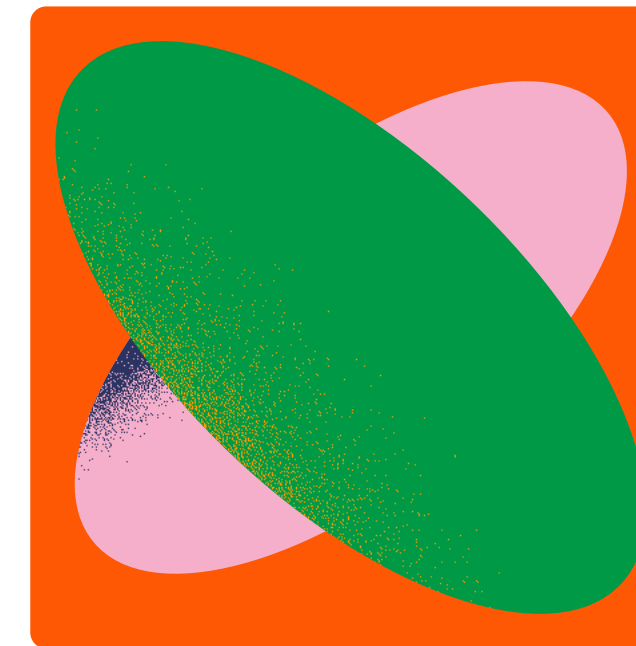
Building a medium volume visual

①



Pick at least two different colors ovals and rotate them according to your needs. The ovals must always be fully visible in the canvas

②

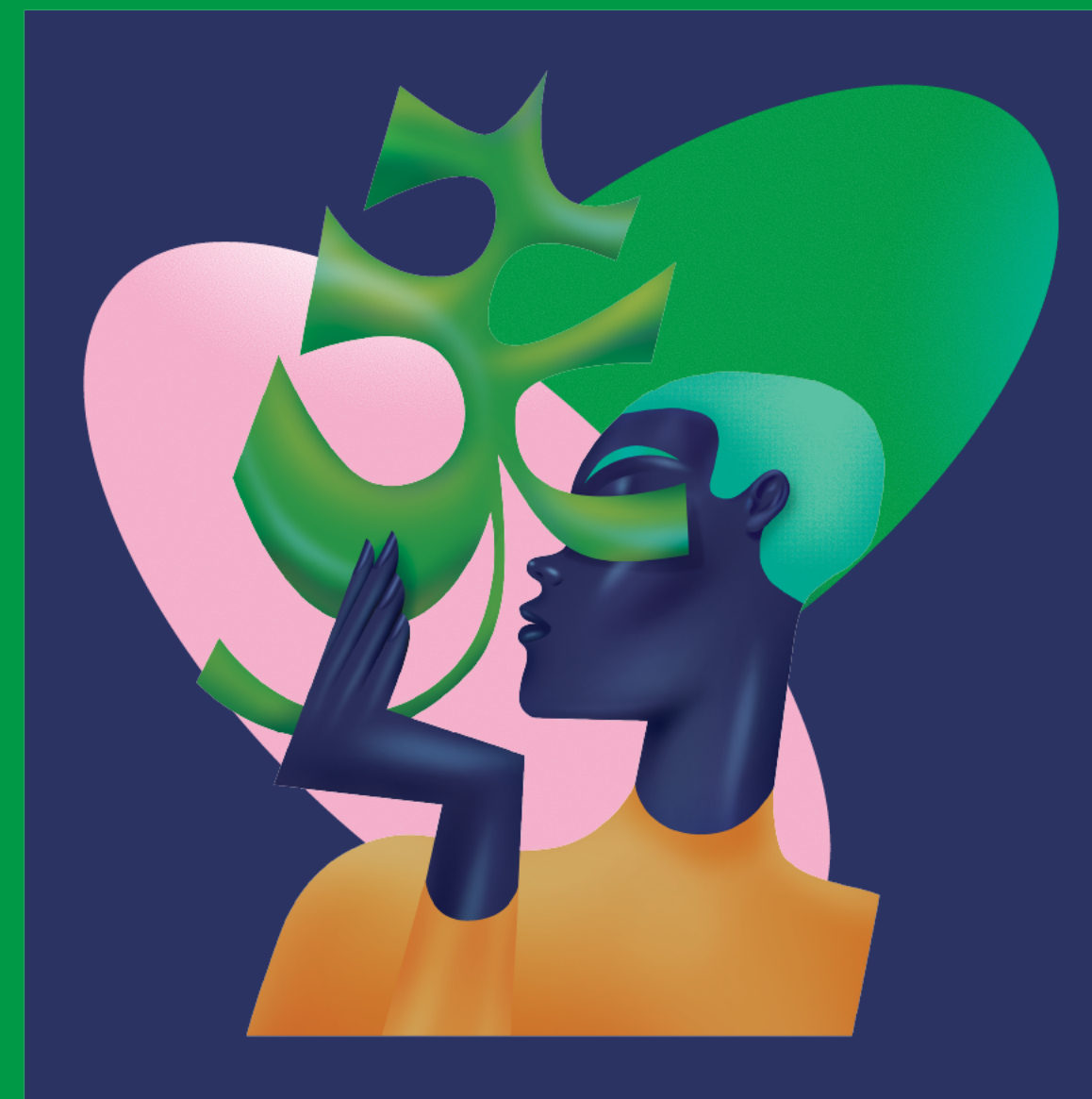


Add colored textures

③



Add the necessary information



TOOLS

Inspire

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Tools

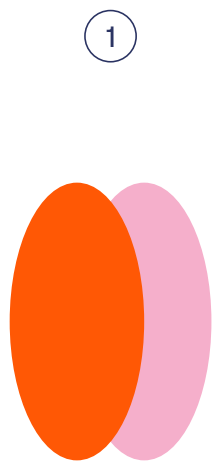
The tools for the high volume spectrum take advantage of the full flexibility of the brand to create new expressions and shapes. The visuals used in this context are meant to inspire and communicate the high aspirations of the brand.



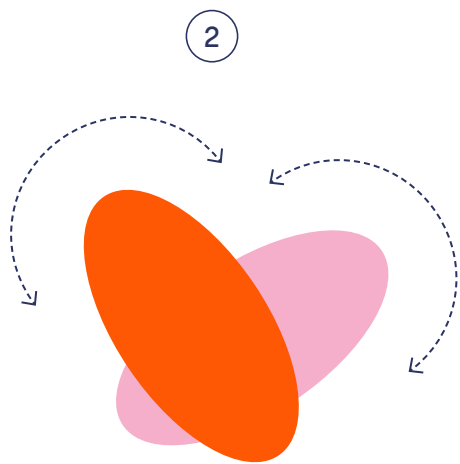
How to build elements

POSSIBILITIES 1

Simple elements

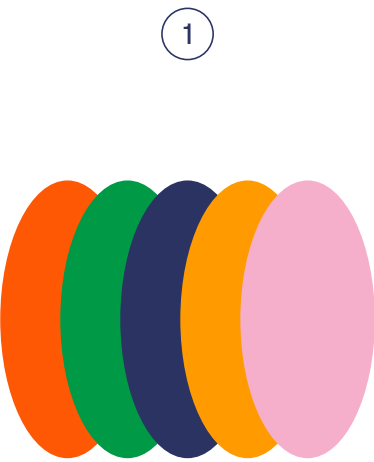


Pick at two different colors ovals

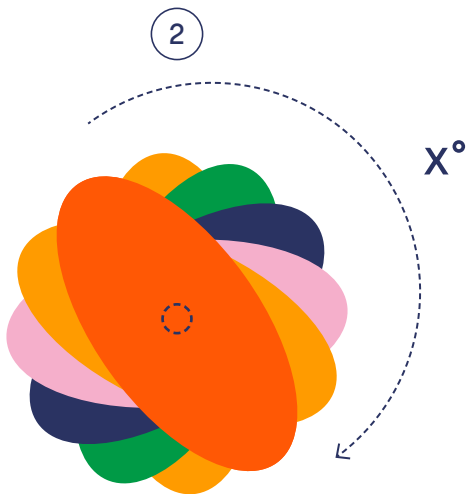


Rotate until you get the desired position

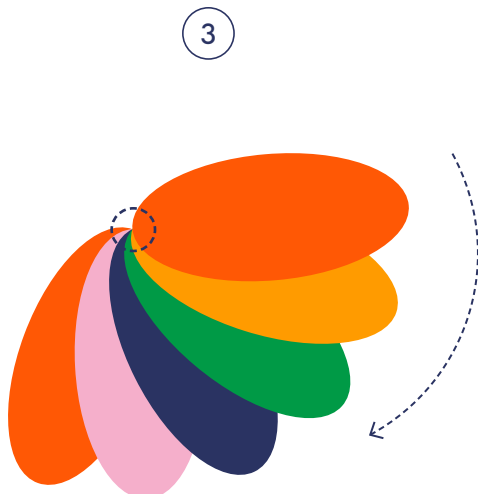
Circular elements



Take more ovals. Color them in a successive way



Rotate each element with the same amount of degrees around the same point

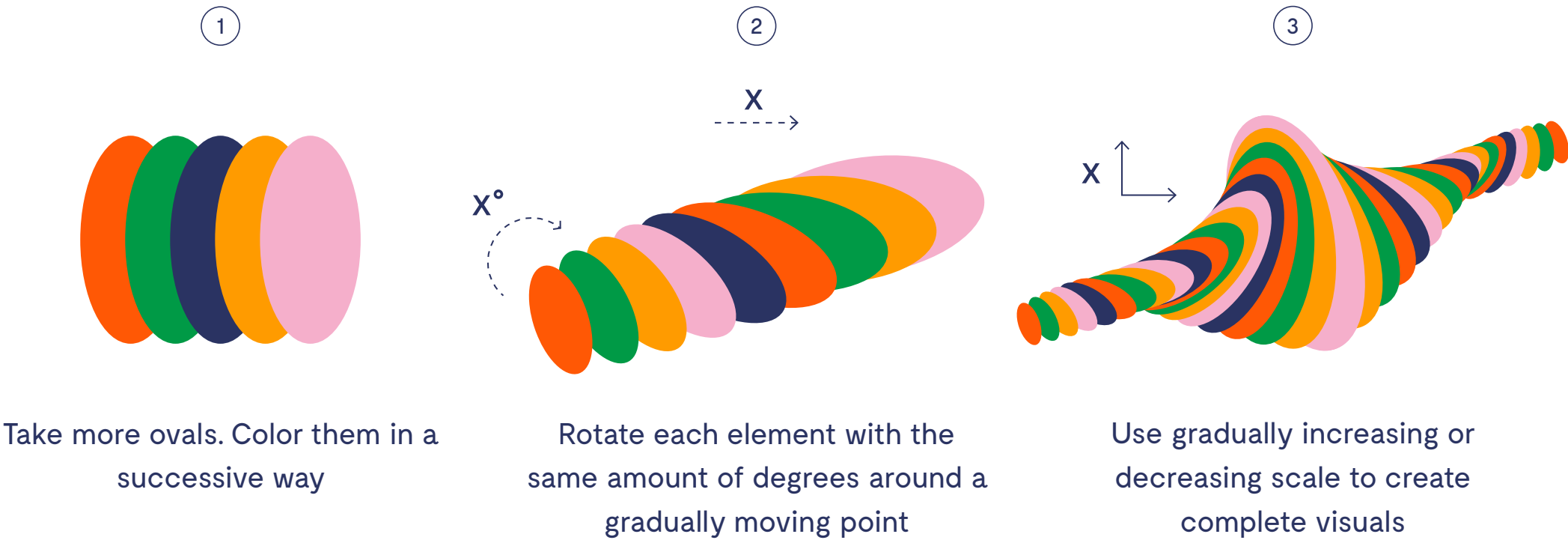


Changing the rotation reference point will provide with different results

How to build elements

POSSIBILITIES 2

Flowing elements





FLUTTERWAVE STYLE GUIDE

Motion

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The motion principle of Flutterwave: s elements is based on the wingflap movement of butterfly. The graphical elements will mimick both the speed curve, as well as the wings motion in relation with the body.

MOTION PRINCIPLE

The Flutter

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Speed curve

When animating elements, it is important to replicate the speed described in the scheme on the right. This will make animations look and feel consistent across media and build towards a distinctive feeling.



Growth curve

1



2

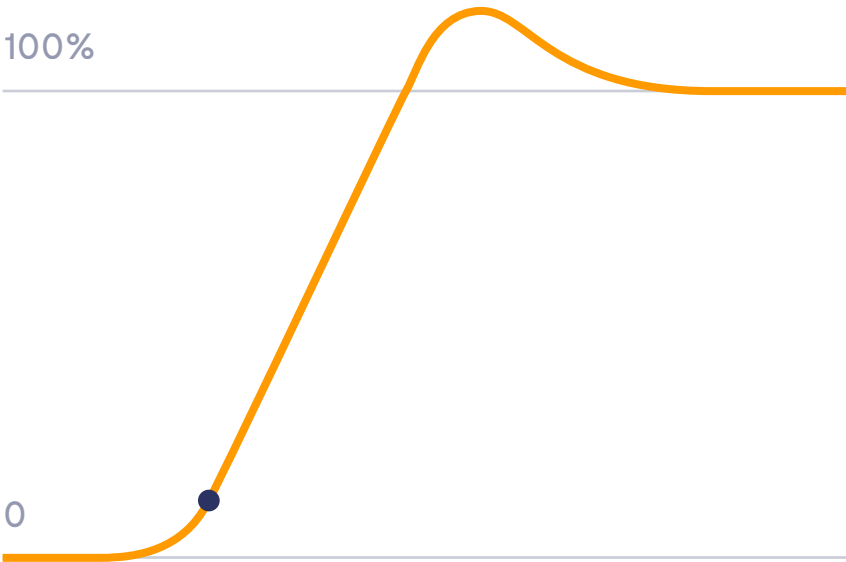


3



100%

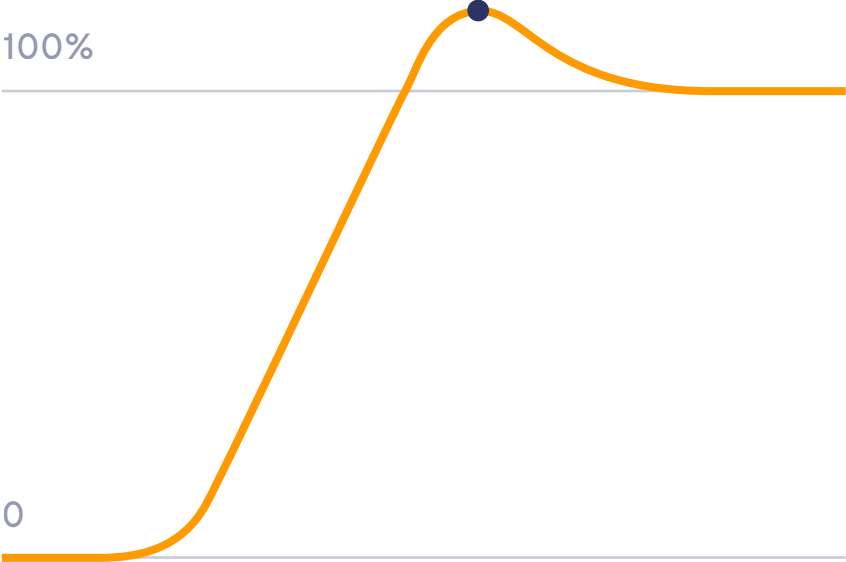
0



The growing curve starts with a small ease and then shoots up

100%

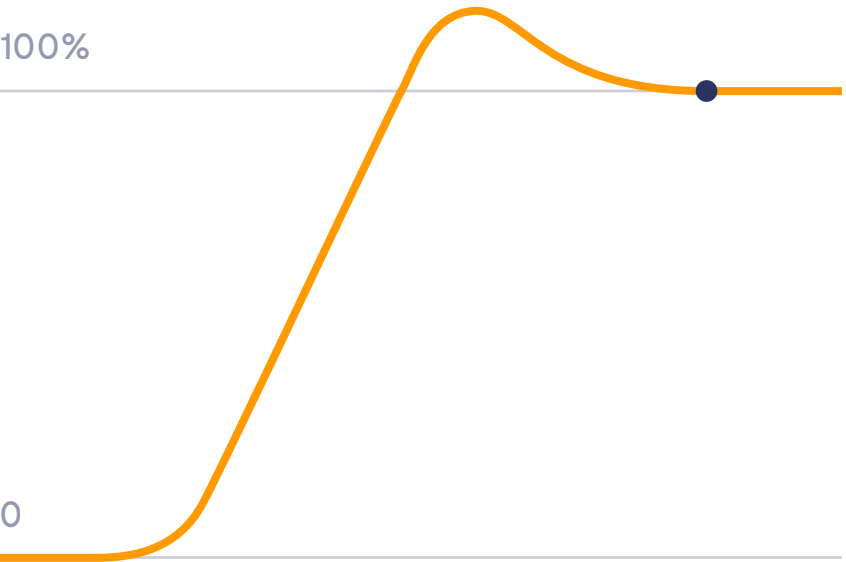
0



It stops 117% of the final size or position with a small ease

100%

0



It reaches 100% with a smooth ease towards the goal

Decreasing curve

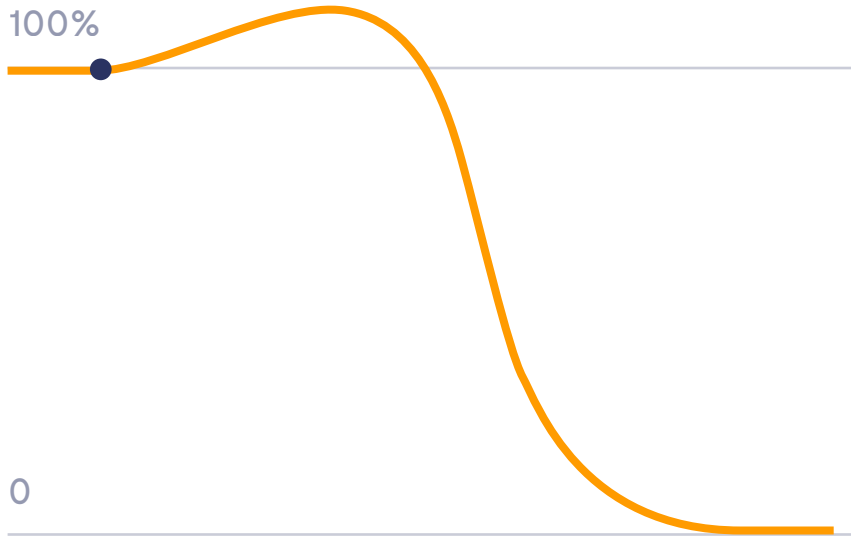
1



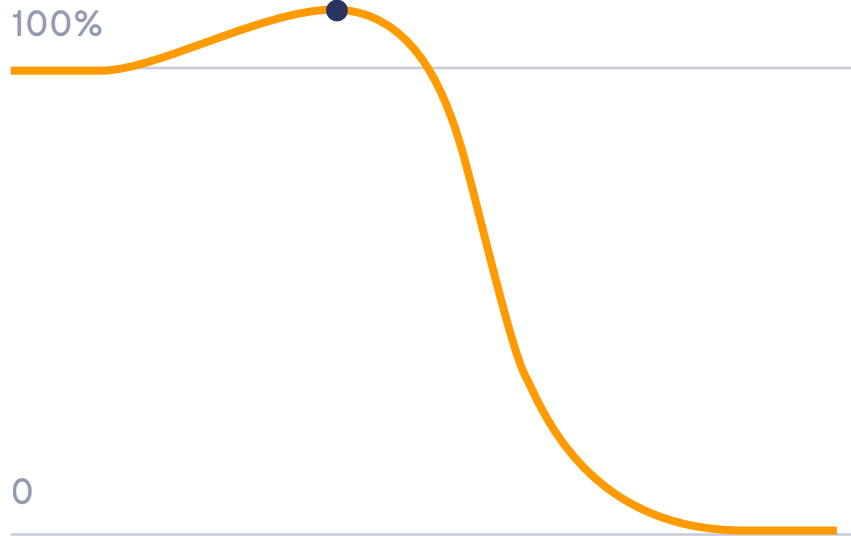
2



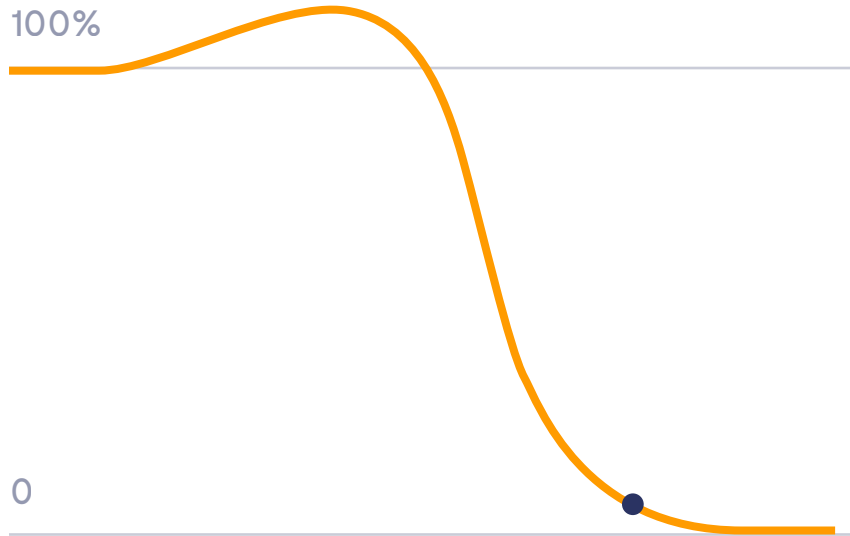
3



The decrease curve starts with a smooth increase



At 112% it starts a smooth descent



Before reaching 0, there is a very smooth easing motion

Motion principle

The flutter motion is based on the motion of the butterfly wings.

It is applicable for animating the base shapes. It start with the 2 shapes one behind each other. It follows the motion curve to the full shapes extension, and then back to its original state.

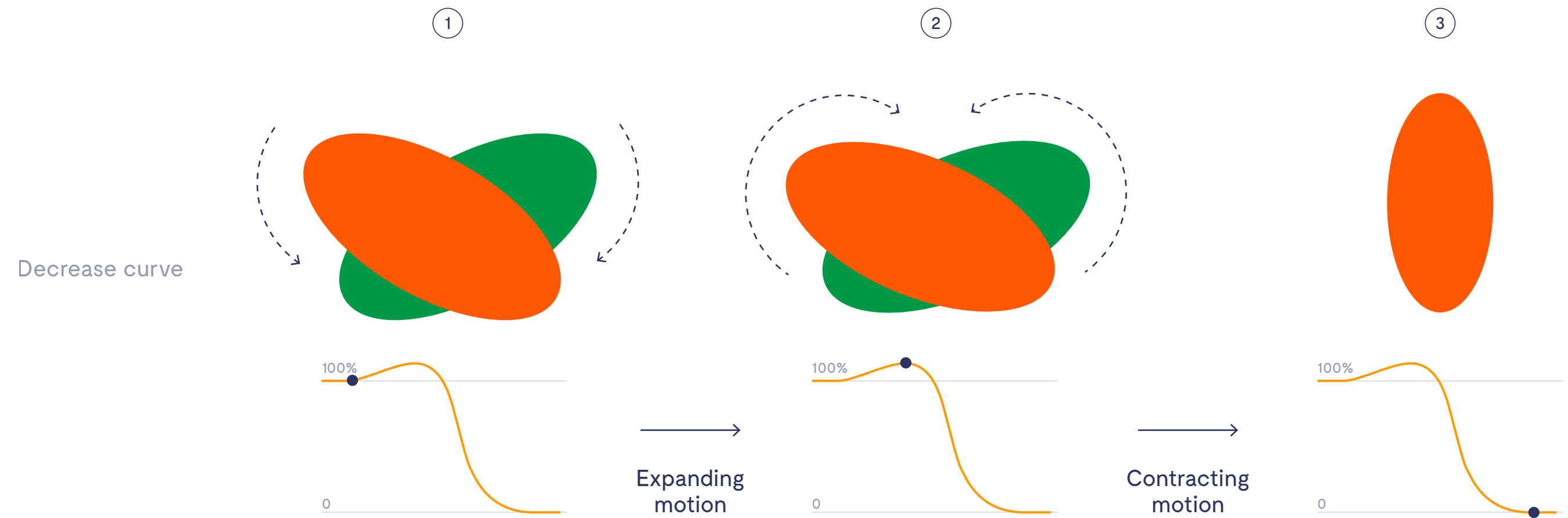
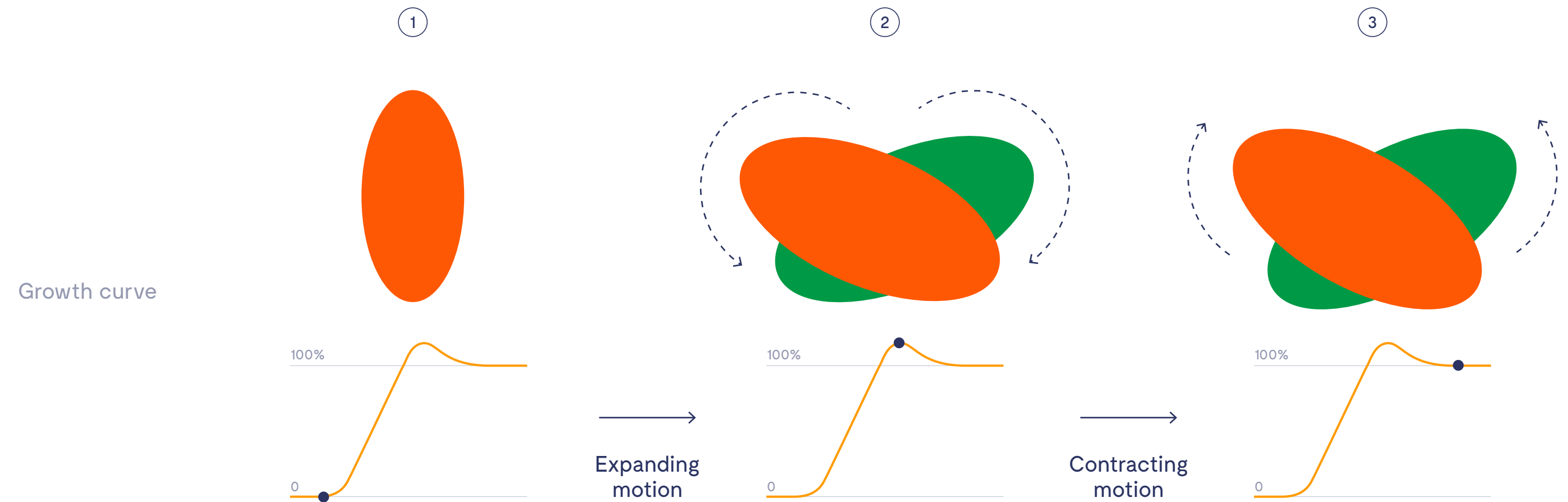


IMAGE GENERATOR

The Wave

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Motion principles

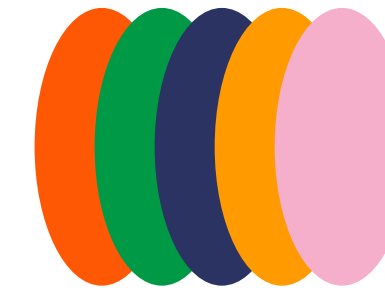
The wave can be seen as a tool to create new and surprising graphics.

It is build from a succession of the base shape, in different brand colors, that can grow, rotate or move each new step. It is mainly used in motion, but can be used to create static graphics as well.



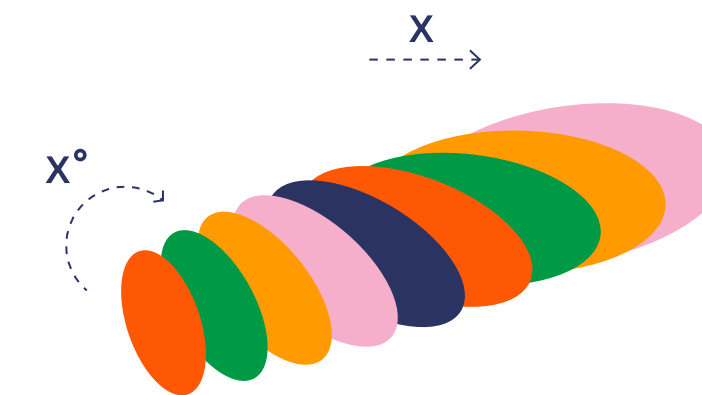
Wave movement

①



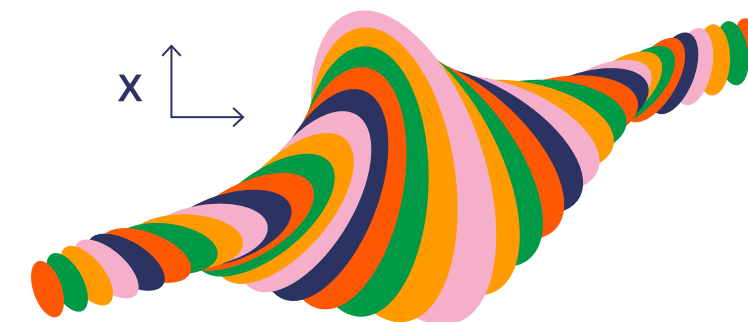
Take more ovals. Color them in a successive way

②



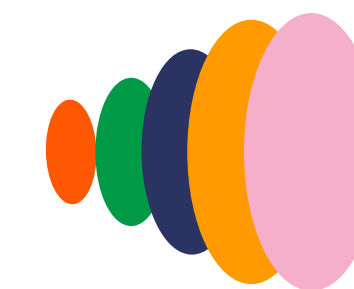
Rotate each element with the same amount of degrees around a gradually moving point

③

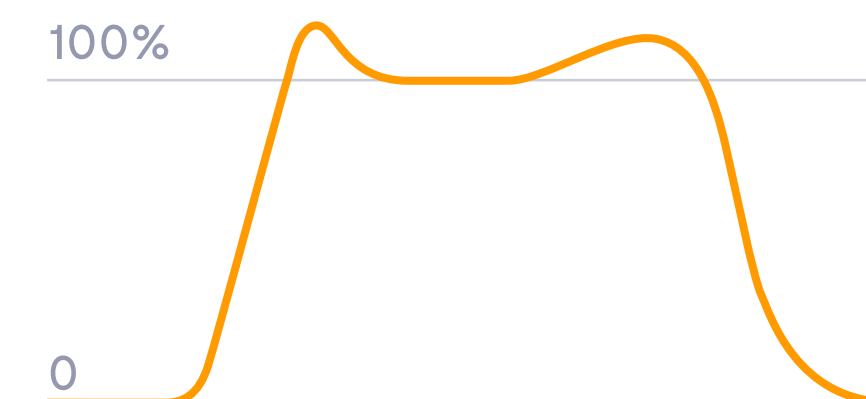


Use gradually increasing or decreasing scale to create complete visuals

④



Use scale to make the motion fluid



FLUTTERWAVE STYLE GUIDE

Brand in use

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Grow your business with Flutterwave.

The easiest way to make and accept payments from customers anywhere in the world.

Create account ▶

Contact sales ▶

MacBook Pro

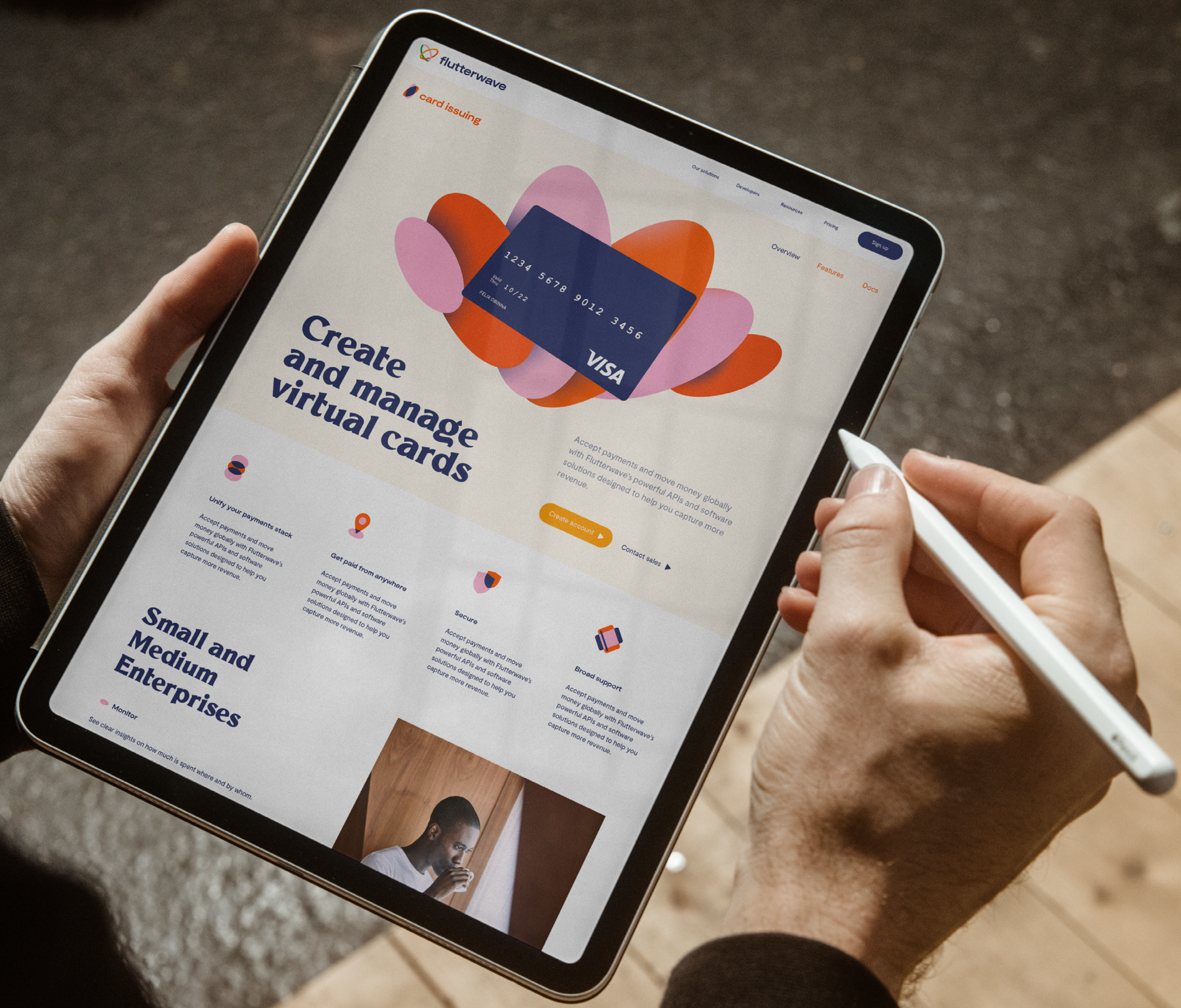


Jimmi Musa
rocketship.com



**You
can
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card issuing

Our solutions
Developers
Resources
Pricing
Sign up
Overview
Features
Docs



Create and manage virtual cards

Accept payments and move money globally with Flutterwave's powerful APIs and software solutions designed to help you capture more revenue.

Create account

Contact sales

Unify your payments stack
Accept payments and move money globally with Flutterwave's powerful APIs and software solutions designed to help you capture more revenue.

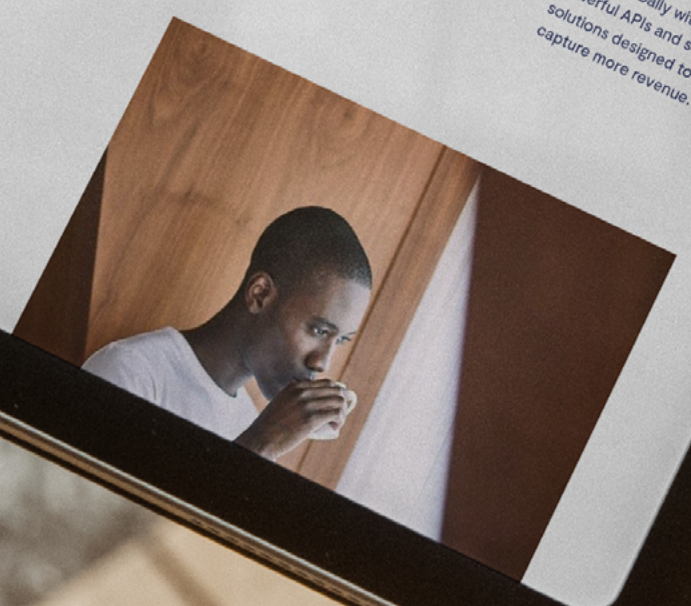
Get paid from anywhere
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Broad support
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See clear insights on how much is spent where and by whom.





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Stories



How African entrepreneurs are changing the world.

🕒 Read time: 20 minutes

In March 2021, Nigeria Inter-Bank Settlement System Plc (NIBSS) launched the NQR payment solution which enables Nigerian customers to make payments easily within seconds by simply scanning a barcode.

In recent times we have seen major innovation in the payment industry across all markets with the aim of simplifying payments. In March 2021, Nigeria Inter-Bank Settlement System Plc (NIBSS) launched





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Questions?

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