

SEND
app

This document is a quick start guide to our brand ingredients and their use.

Brand story
Framework
Wordmark
Colors
Typography

Currency
Illustration
Photography
Motion
Applications



Brand story

They say money makes the world go round.
We agree. Because no matter the distance,
every dollar moves from [heart to heart](#).

We are Send App, the easiest way to support
people close to you. Wherever you are.
It's a new take on sending money, enabling
you to make a positive change.

Whether you want to send a gift, do business,
pay for school or groceries, we are dedicated
to make your transaction succeed. With full
transparency, from fees to processing and
delivery. Just hit Send and we transfer your
money in a heartbeat.

All it takes to provide for the ones you care about?

[Send App. Put your money where your heart is.](#)

Framework

Our framework is the
roadmap to our design
system and assets.

Moving money
from heart to heart
from wallet to wallet
from soul to soul
from hand to hand.

Put your money
where your
heart is.



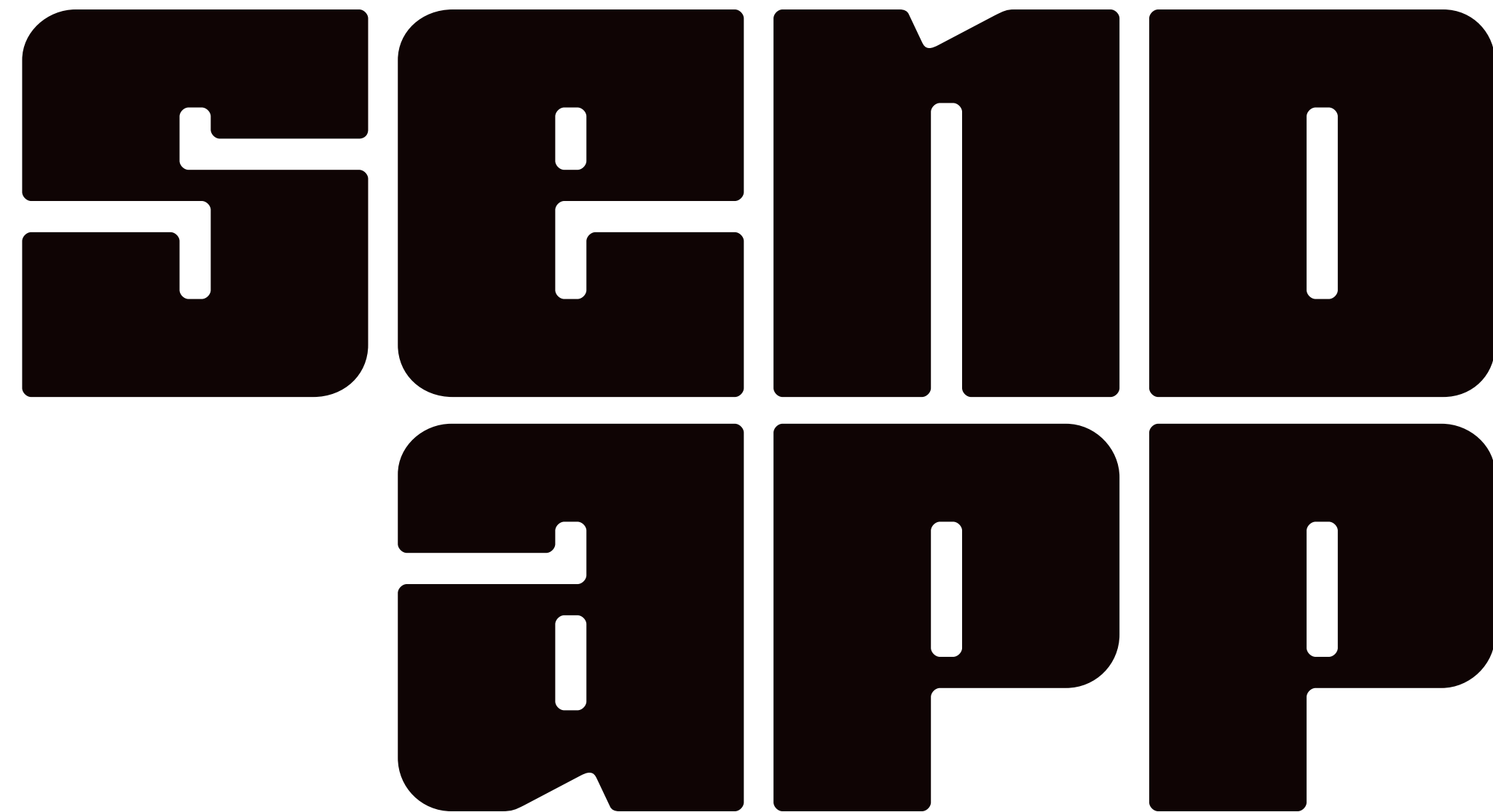
Wordmark

Our wordmark and its features

The Send App wordmark instills uniqueness and communicates our brand personality. Next to its bold letters, it's also used in a modular way. The seven letters are tied to a grid and can be moved around, always respecting the grid lines and assuring readability.

The wordmark is also flexible. It can be used in off-white (primary format, can be placed on top of coloured background) and black. It can be used both large-scale and prominent or small, and even be used as a frame for photography.

The wordmark shown in this page is our main one: stacked into two lines and fully right-aligned, to be used in most applications.

The wordmark for 'Send App' is displayed in a bold, black, sans-serif typeface. The letters are stacked into two lines: 'SEND' on the top line and 'app' on the bottom line. The letters are right-aligned, with the 'p' in 'app' being the rightmost character. The font has a modern, clean feel with consistent letter heights and widths, except for the lowercase 'a' and 'p' which are slightly different in height and width to fit the two-line structure.

Our wordmark and its features

The Send App wordmark instills uniqueness and communicates our brand personality. Next to its bold letters, it's also used in a modular way. The seven letters are tied to a grid and can be moved around, always respecting the grid lines and assuring readability.

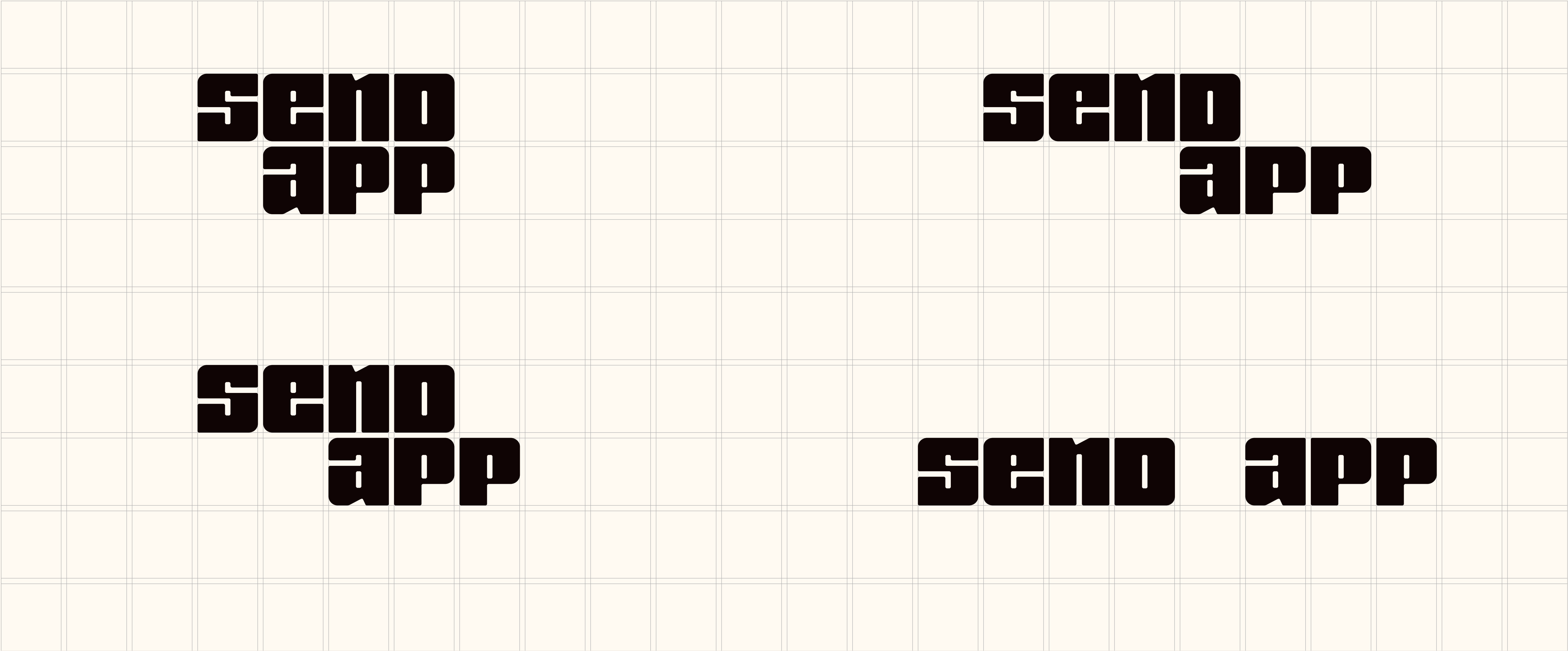
The wordmark is also flexible. It can be used in off-white (primary format, can be placed on top of coloured background) and black. It can be used both large-scale and prominent or small, and even be used as a frame for photography.

The wordmark shown in this page is our main one: stacked into two lines and fully right-aligned, to be used in most applications.

Alternative uses and stacked options are shown in the next page.



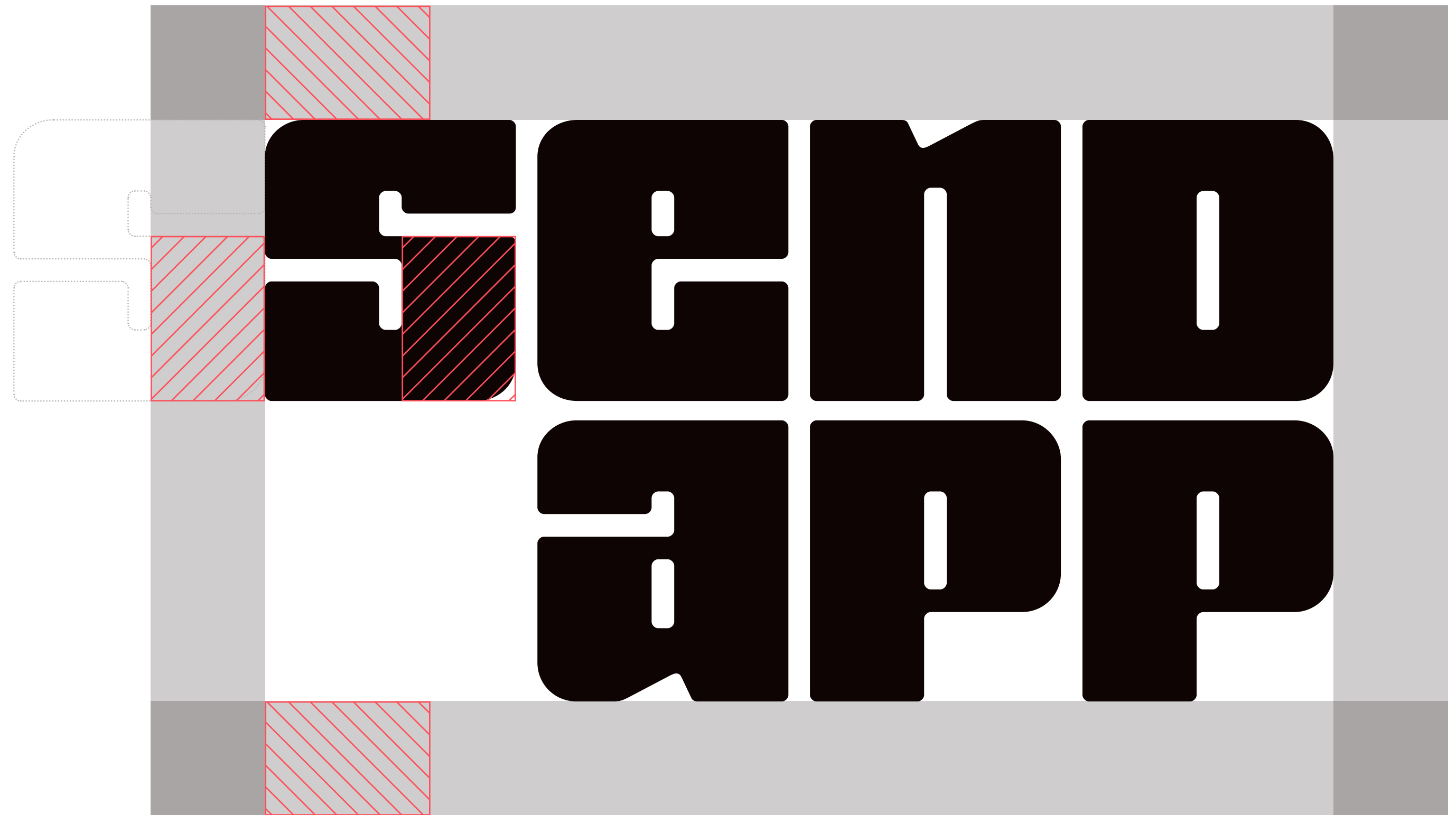
Our wordmark
and its features



Safe space

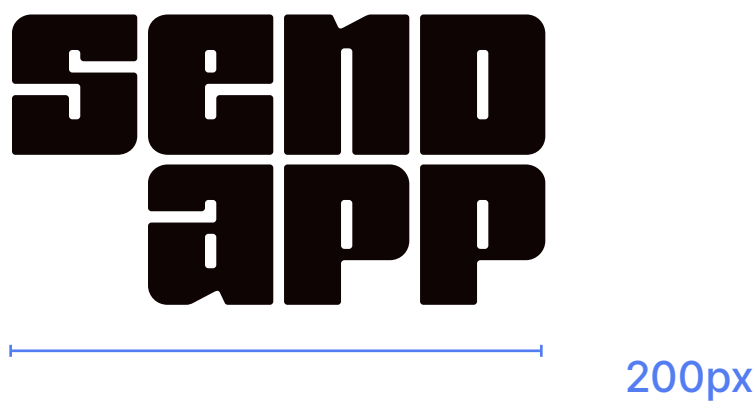
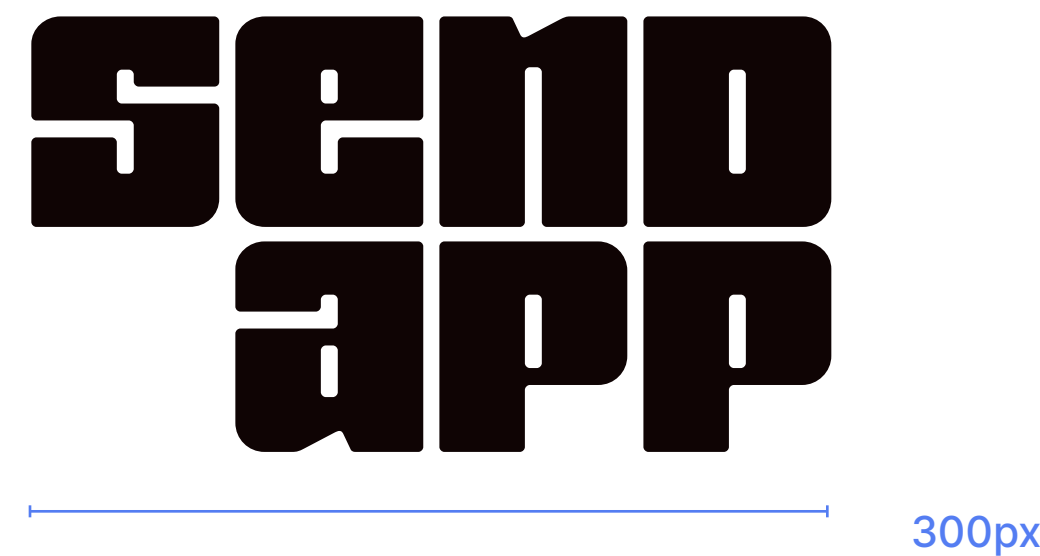
The logo should not be placed too close to other elements. Safe space of the logo is based on the thickness of the letter 'S'. It's used to define the margin around the logo and the minimum distance the logo should have to the edge or other presented content.

These margins should always be used when placing the logo.



Proportions

The wordmark can be scaled to the smallest width of 100px digitally or 3cm.



Wordmark

Wordmark on color

The wordmark can be used in off-white and black, when used in off-white it can be placed on color backgrounds. It's important to use the wordmark in the respective color combination.

SEND
APP

SEND
APP

SEND
APP

SEND
APP

SEND
APP

SEND
APP

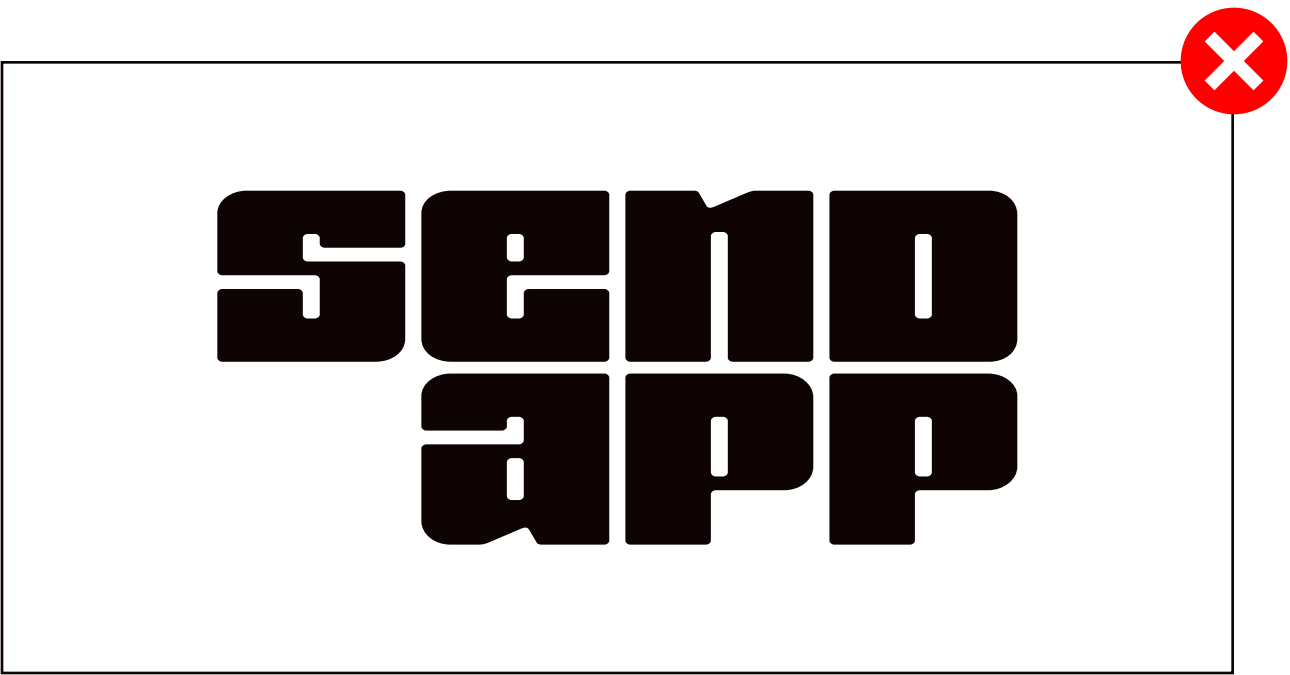
Don'ts

A number of rules and conditions have been determined for correct application of the logo. This page showcases some examples of incorrect application.

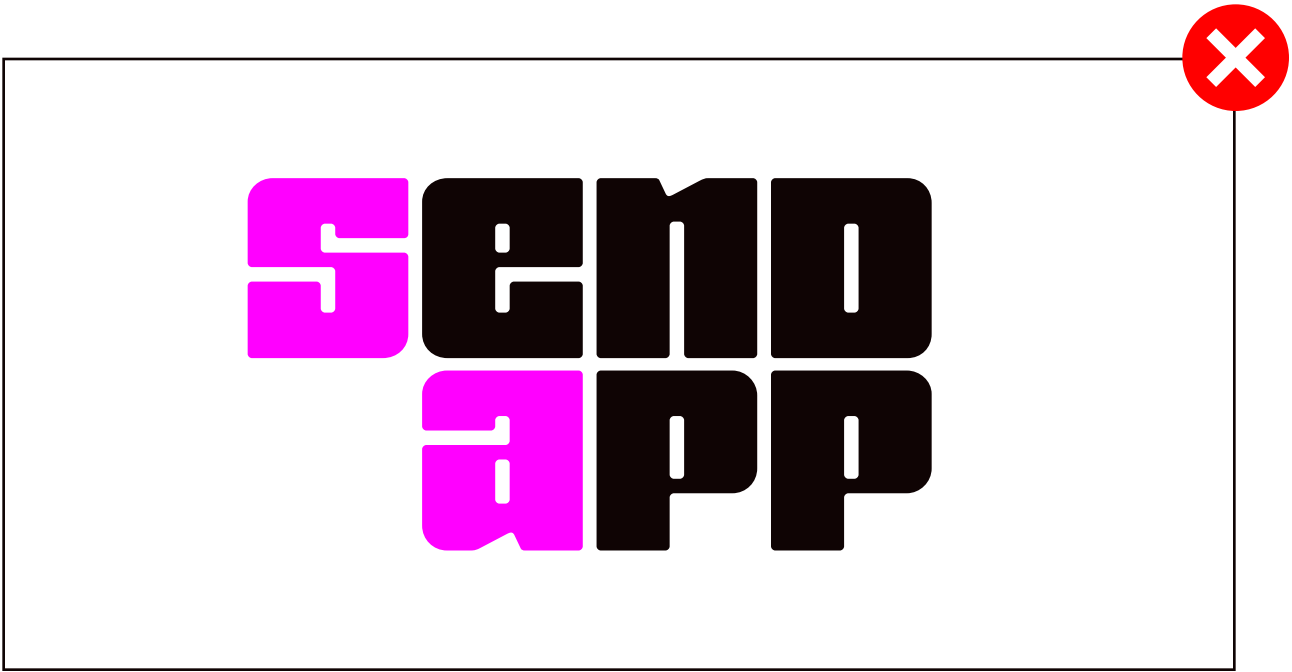
The wordmark, can't be altered in any way. It's not allowed to make outlines of the logo or to scale the logo with uneven proportions. Applying new colors and adding extra typography is also not allowed.



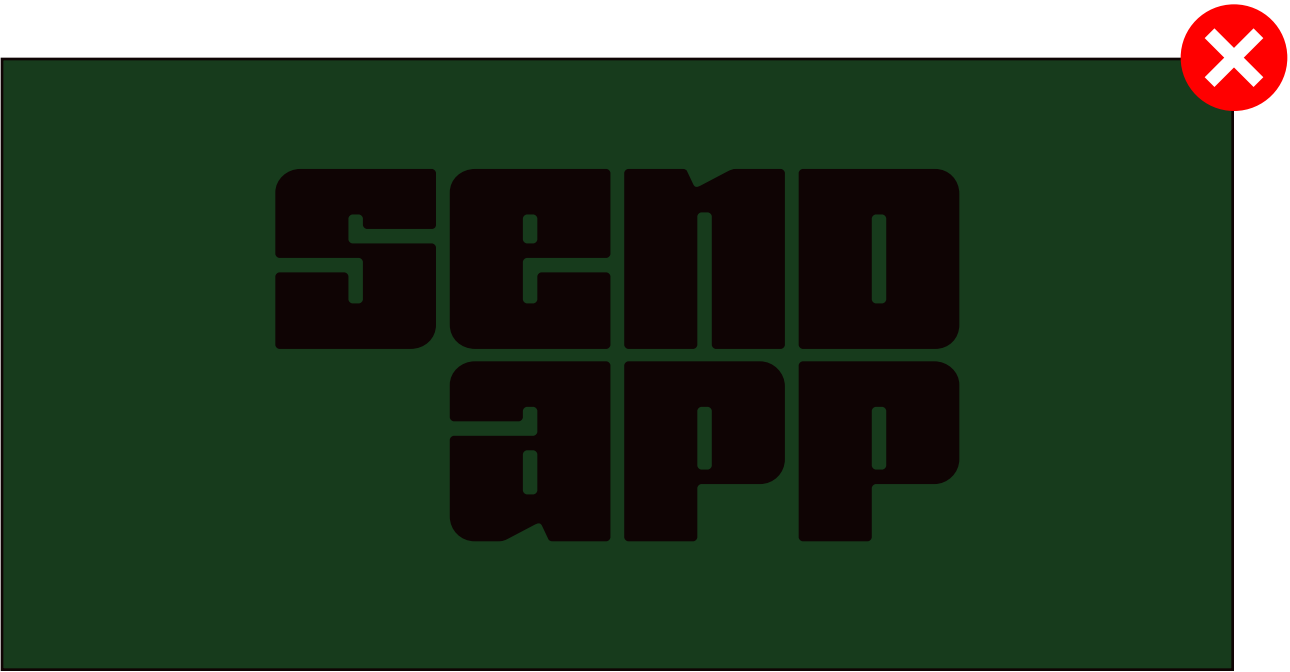
Do not use the logo without the dedicated margins.



Do not change the proportions of the logo.



Do not color the logo in other than dedicated colors (see p11 and p16 for reference).



Do not create touchpoints with insufficient contrast.

Colors

Primary colors

We use a vibrant colour palette that makes SendApp easy to recognise and appealing to join.

HEX, RGB, CMYK and Pantone

For online and digital use, the HEX and RGB colour values are indicated. For any print work or applications, such as business cards or posters, the Pantone or CMYK values should be used.

We strongly recommend using Pantone colour coding for printing as it is the most accurately reproduced translation of our RBG/HEX colours.

Colors

Extended color palette for illustrative purposes

Extended colors are used as accents, to show emphasis, but mostly, to visualize and add depth to our illustrations.

Use these sparingly to not distract from the main function of the product.

HEX
RGB
CMYK
Pantone

ff4f59
255 79 89
0 70 58 0
178 C

HEX
RGB
CMYK
Pantone

ba3d1c
186 61 28
0 85 98 20
7599 C

HEX
RGB
CMYK
Pantone

b0dbf5
176 219 245
23 0 1 0
290 C

HEX
RGB
CMYK
Pantone

3da3ff
61 163 255
67 2 0 0
298 C

HEX
RGB
CMYK
Pantone

700042
112 0 66
20 100 22 61
222 C

HEX
RGB
CMYK
Pantone

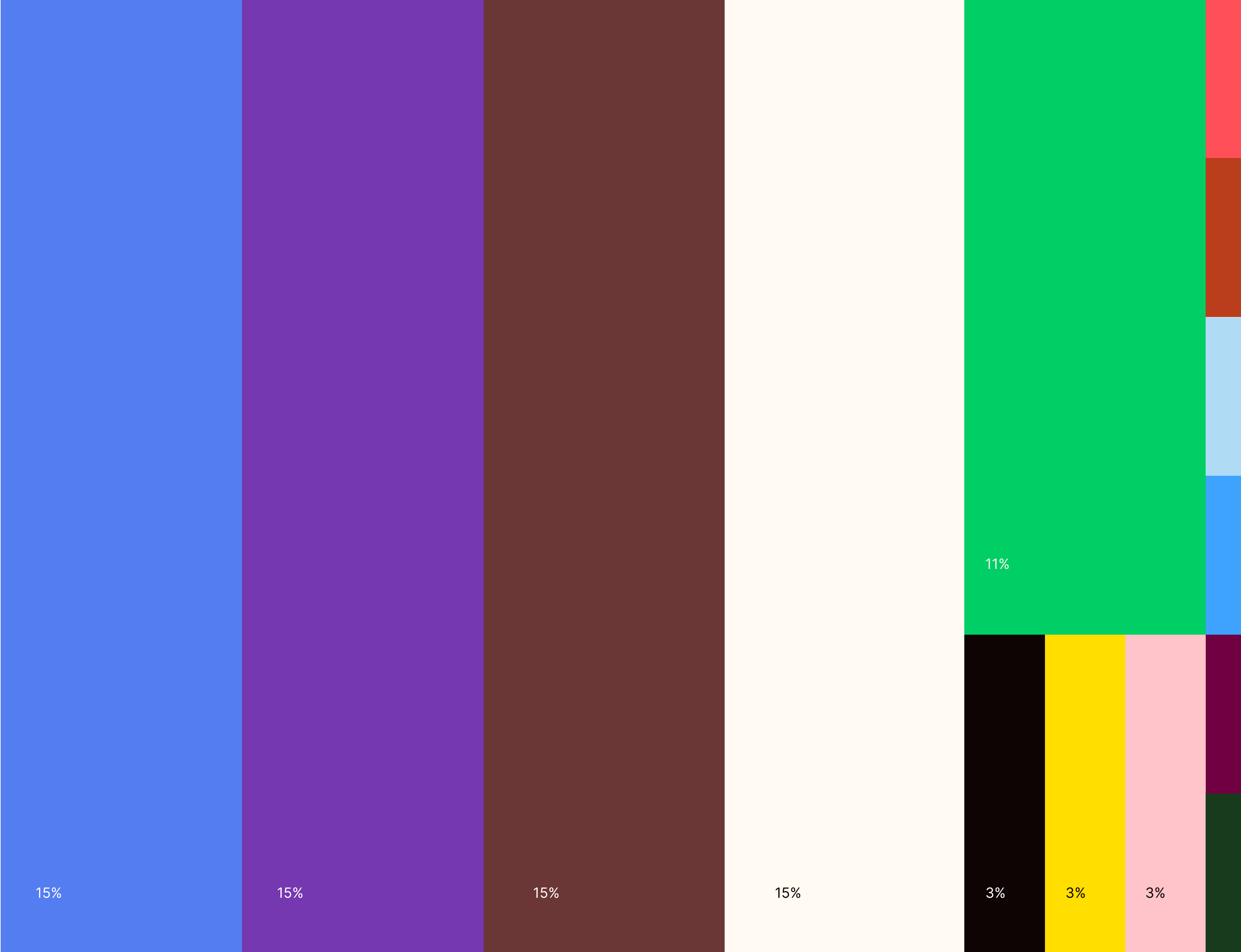
173b1c
23 59 28
93 24 85 68
3435 C

Colors

Color proportions

Usage of colors in suggested proportion will ensure visual consistency and keep the brand recognisable.

The dosage of the colours used in the design are not equal. The most dominant colors in the design are the primary colors. The primary palette is enhanced by complimentary secondary colors that are sparingly used in illustrations only.



Typography

Primary typeface

Our main typeface is a sturdy, contemporary grotesk that glows with the affable quirkiness of 19th-century metal type. It has friendly features and conveys a warm personality.

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 1234567890

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 1234567890

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 1234567890

Garnett Light, Regular, Medium

This font is available here:
<https://sharptype.co/typefaces/Garnett/>

Leading for heading 1 (bigger than 150pt)

Put your
money where
your heart is

Leading for heading 2

Put your
money where
your heart is

Garnett Regular 110pt/121pt (type size/leading)

Middle sized headlines or paragraphs

Leading = 110% of font size

Secondary typeface

Inter is a variable font family available on Google Fonts. It has been carefully crafted & designed for computer screens. This typeface features a tall x-height to aid in readability of mixed-case and lower-case text.

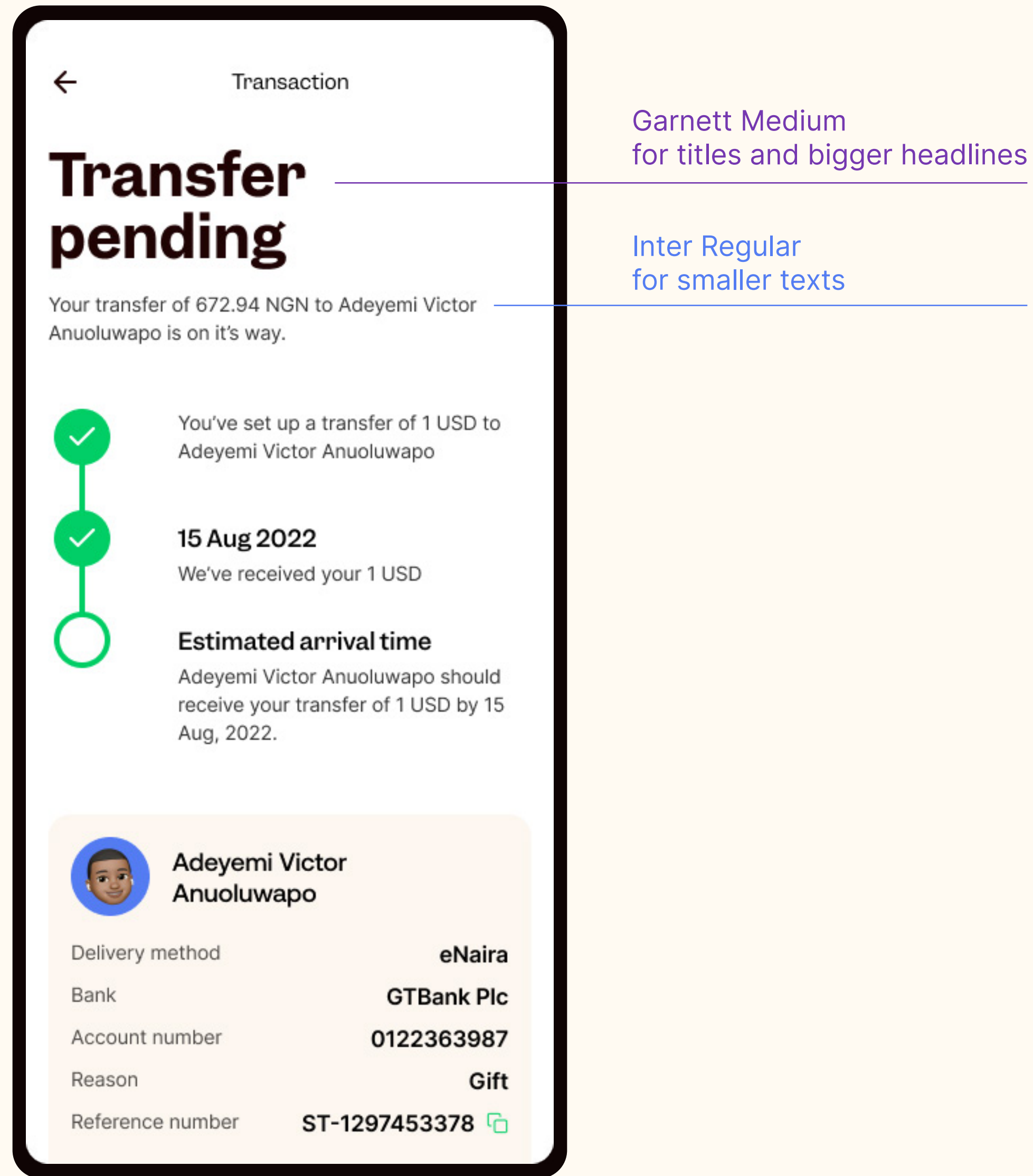
Inter acts as a secondary typeface for Sendapp, intended mainly for digital use, website and other digital documents or internal communications to assure good readability.

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 1234567890
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 1234567890
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 1234567890

Inter Light, Regular, Medium

This font is available here:
<https://fonts.google.com/specimen/Inter?vfquery=inter>

Example



Typography on color

Africa-centered

energetic

wholehearted

as clear as a day

forward-thinking

a colorful world

thoughtful

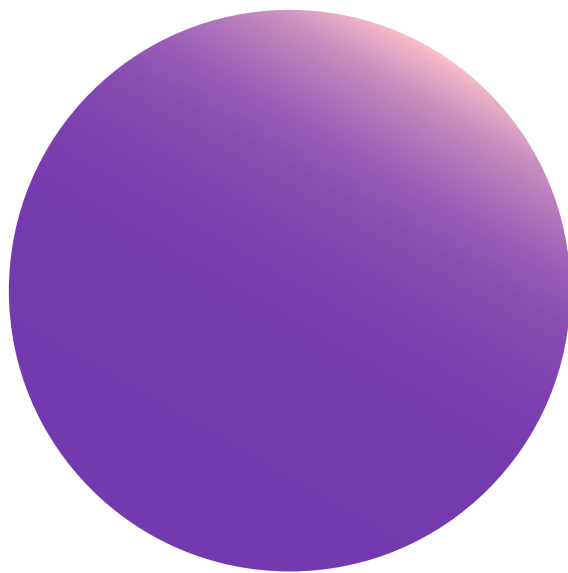
never not moving

Currency

Our currency is a key visual element for our brand and used in almost all assets.

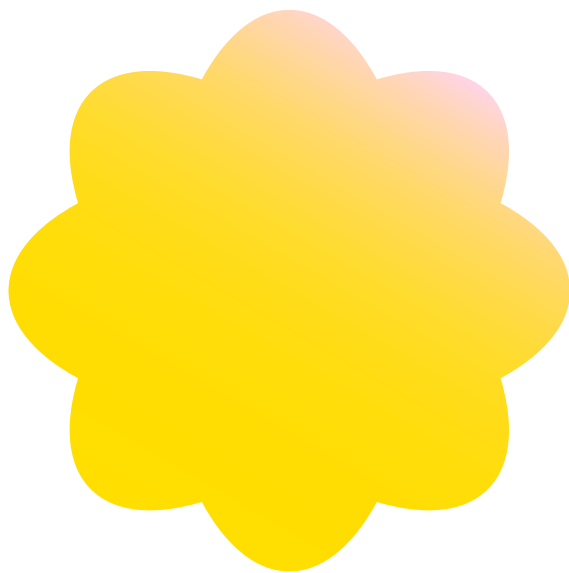
Our currency

We are dedicated to making our users' transactions succeed, regardless of the location, by being trustworthy and fast. Focusing on our users' stories and the activity of sending money, each coin represents one of our core values and relates to our users' stories: impact on community, acts of care, supporting life settings, and our worldwide reach.



01

Community
Trusted



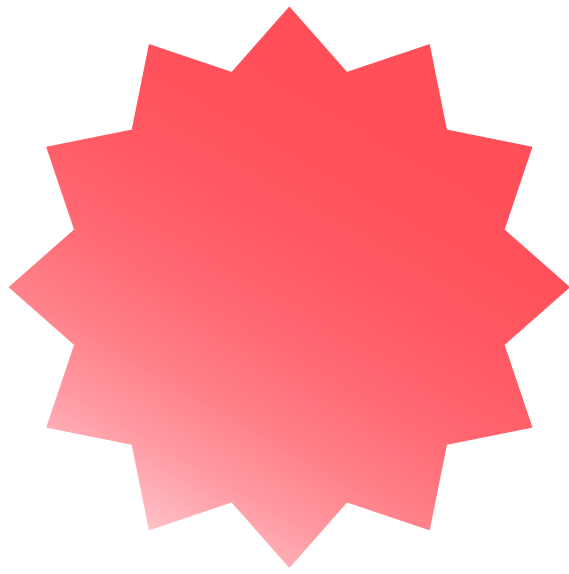
02

Act of care
Engaging



03

Needs
Supportive

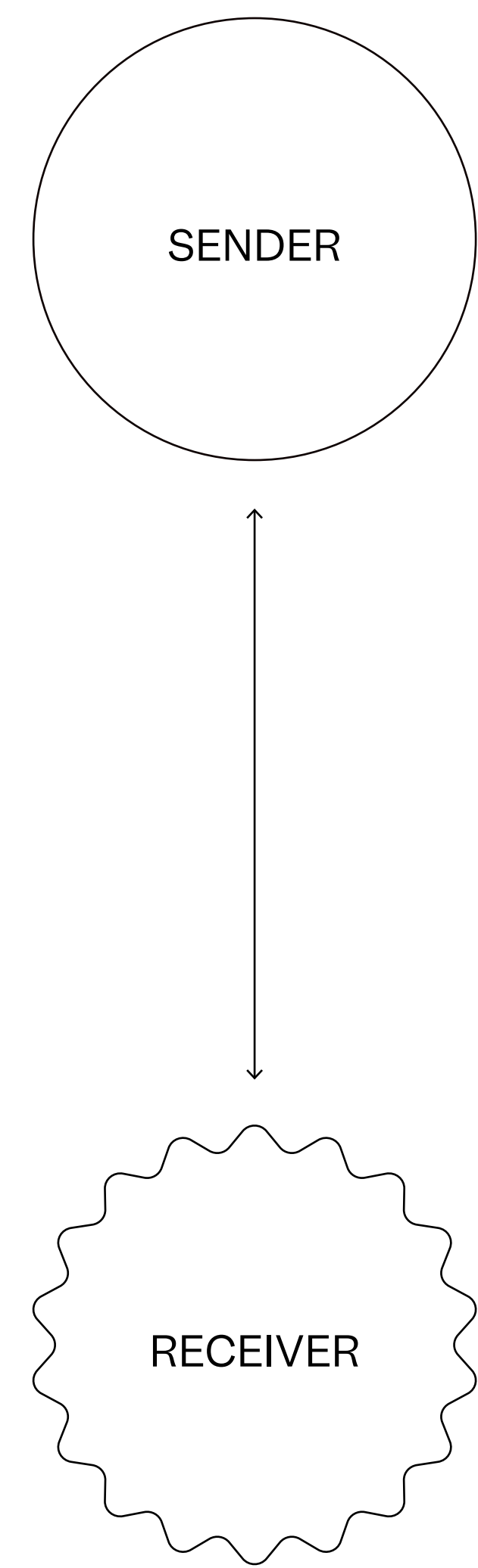


04

World
Boundless

From sender to receiver

Having the currency’s meaning in mind and putting a light on this energetic movement happening with every transaction, from sender to receiver, we allow our currency to change their attributes during this process (see next page for specific shape-transitioning).

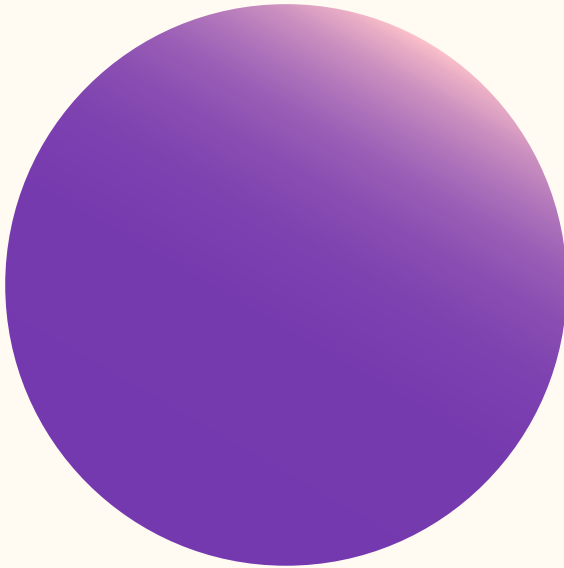


From sender to receiver

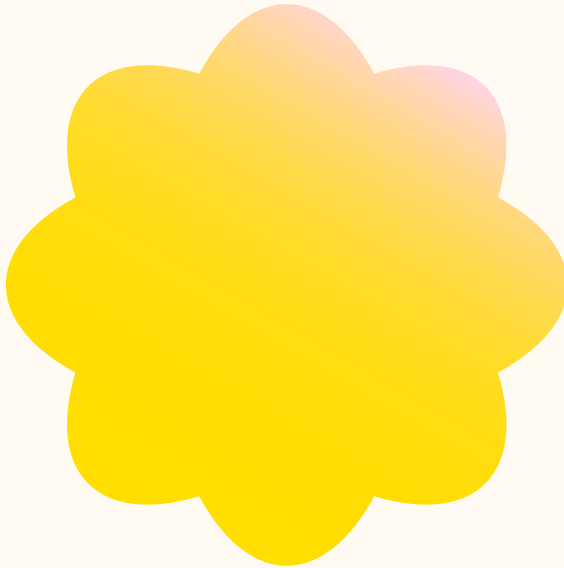
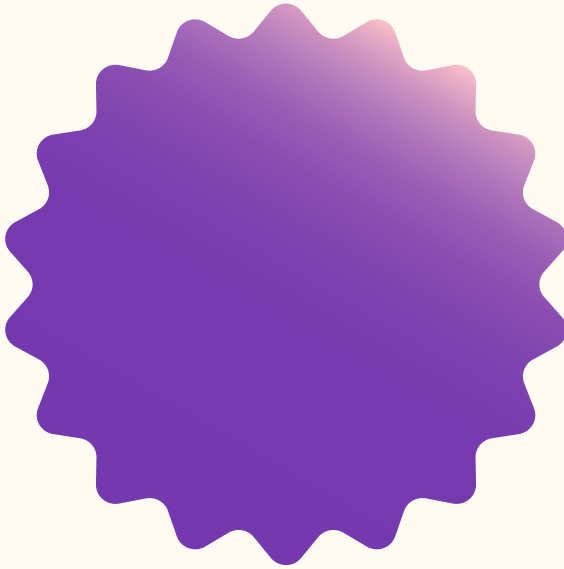
SENDER



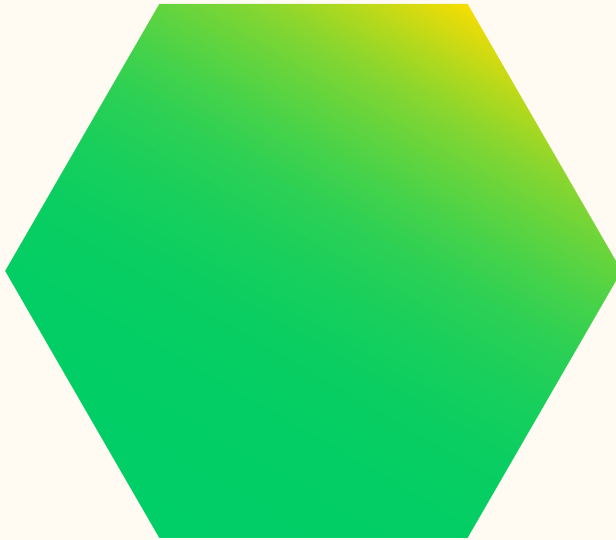
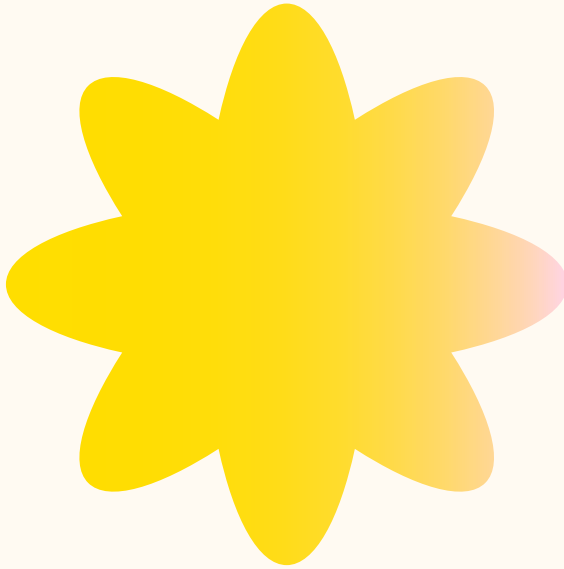
RECEIVER



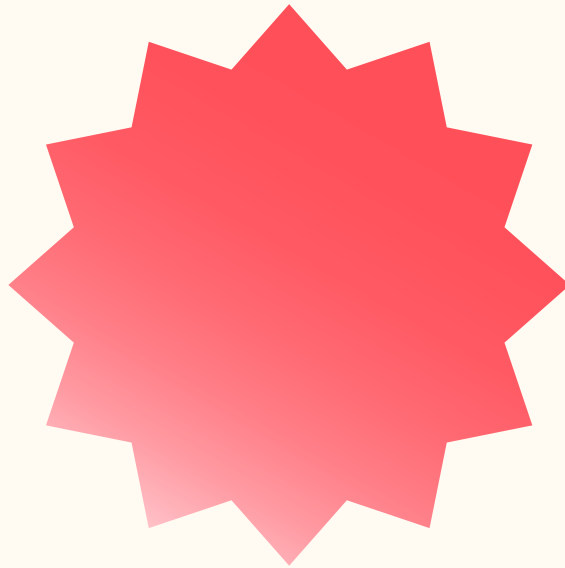
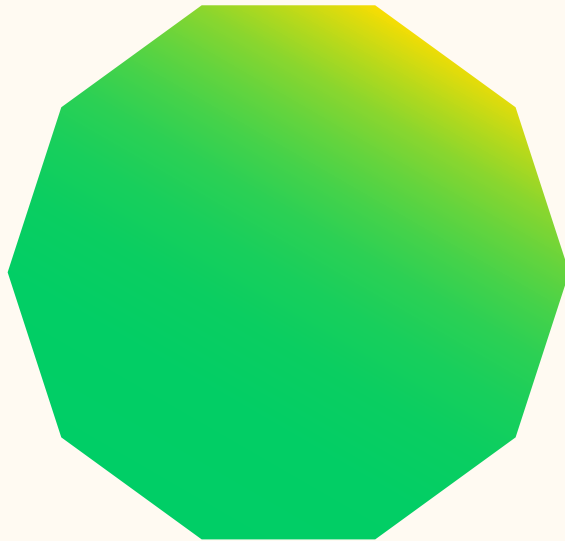
Use Send App to stay close to your family and community.



Use Send App to help family and loved ones to bloom.



Use Send App to support people's needs.



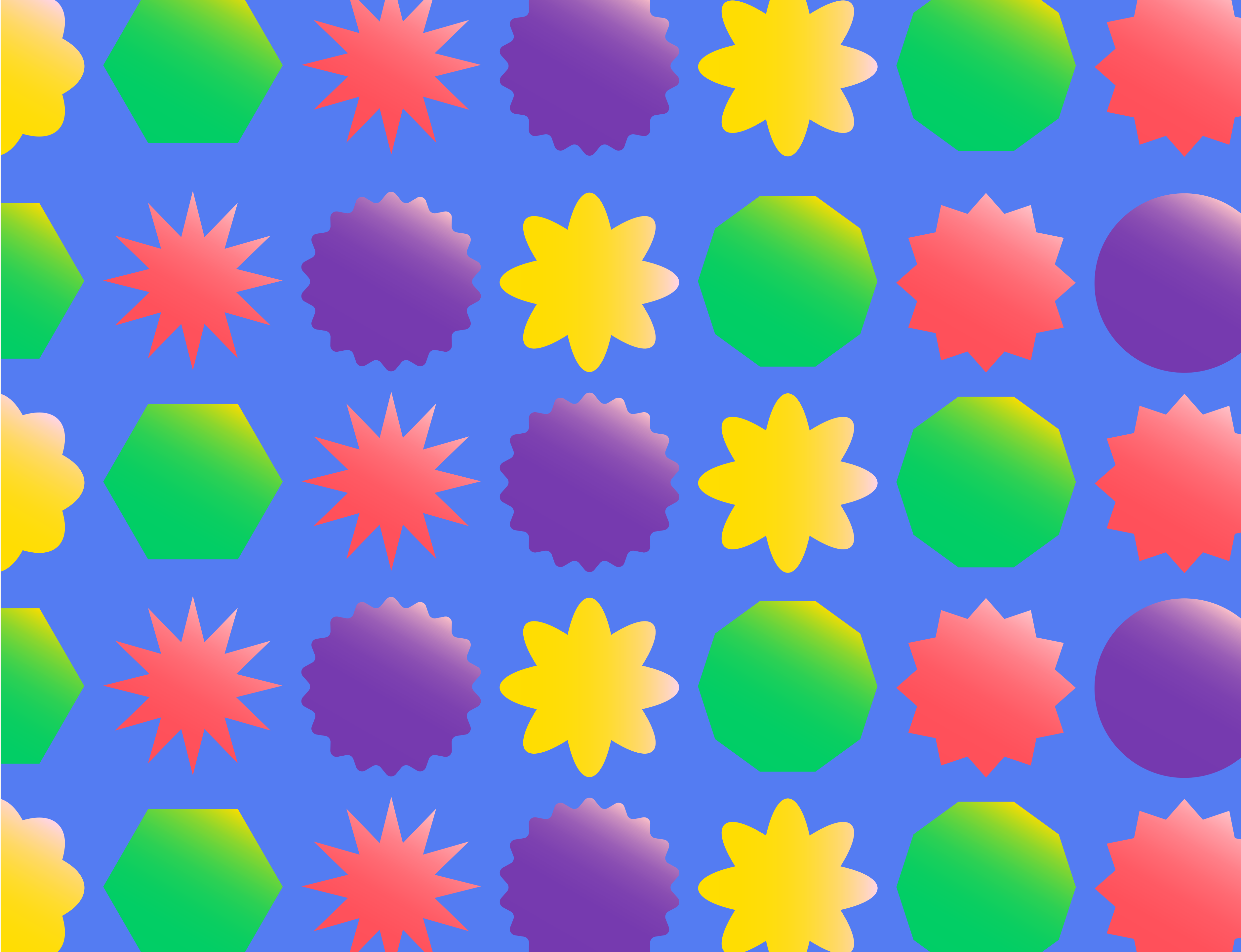
Use Send App from all 'corners' of the world.



Currency

From sender to receiver

All eight shapes can be used for communication assets to create joyful and colorful layouts.





Our wordmark and currency

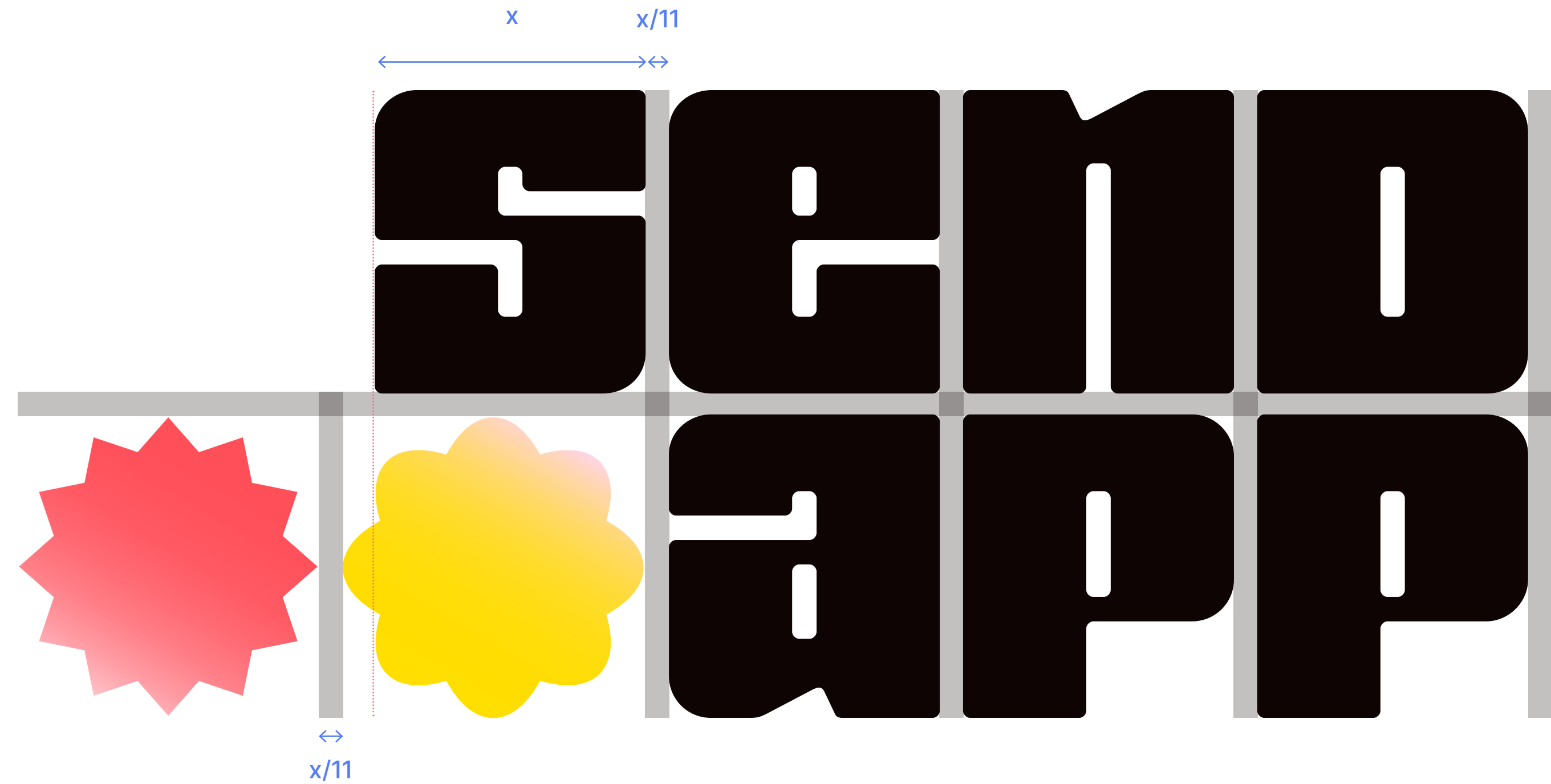
Our wordmark and currency can go together and create unique compositions.

These fun, modular variations can be used for both external + internal communications and marketing.



Safe space

The currencies, used next to the wordmark, have the same height as such. The width of the currency differs though, although the margin between the coins is the same as between the letters of the wordmark ($= x/11$).



Currency

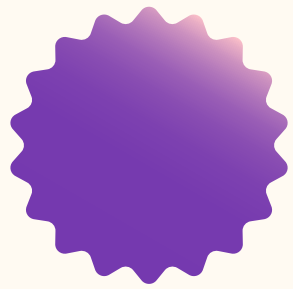
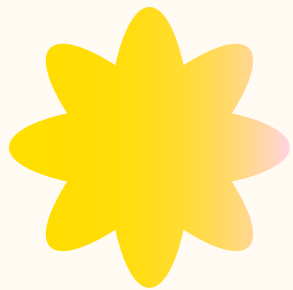
Our wordmark together
with our currency

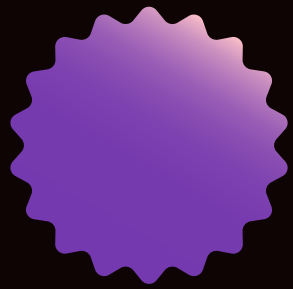
SEND
APP

SEND
APP

SEND
APP

SEND
APP

SEND 
 **APP**

SEND 
 **APP**

Illustration

Our hand illustrations are a direct reference to our framework and a key visual element for our brand.

Our hands

Our main hand illustration shows the actual moment of sending, using different skin colors to emphasise diversity in our users.



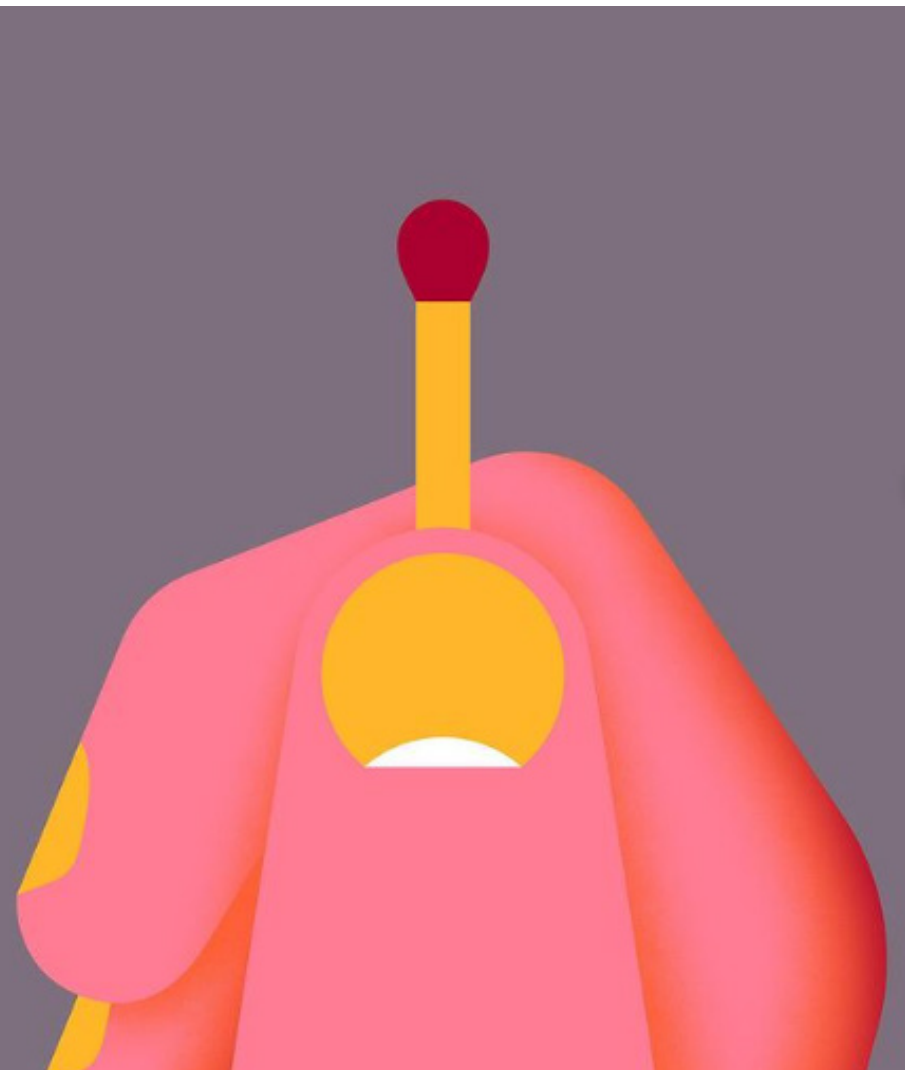
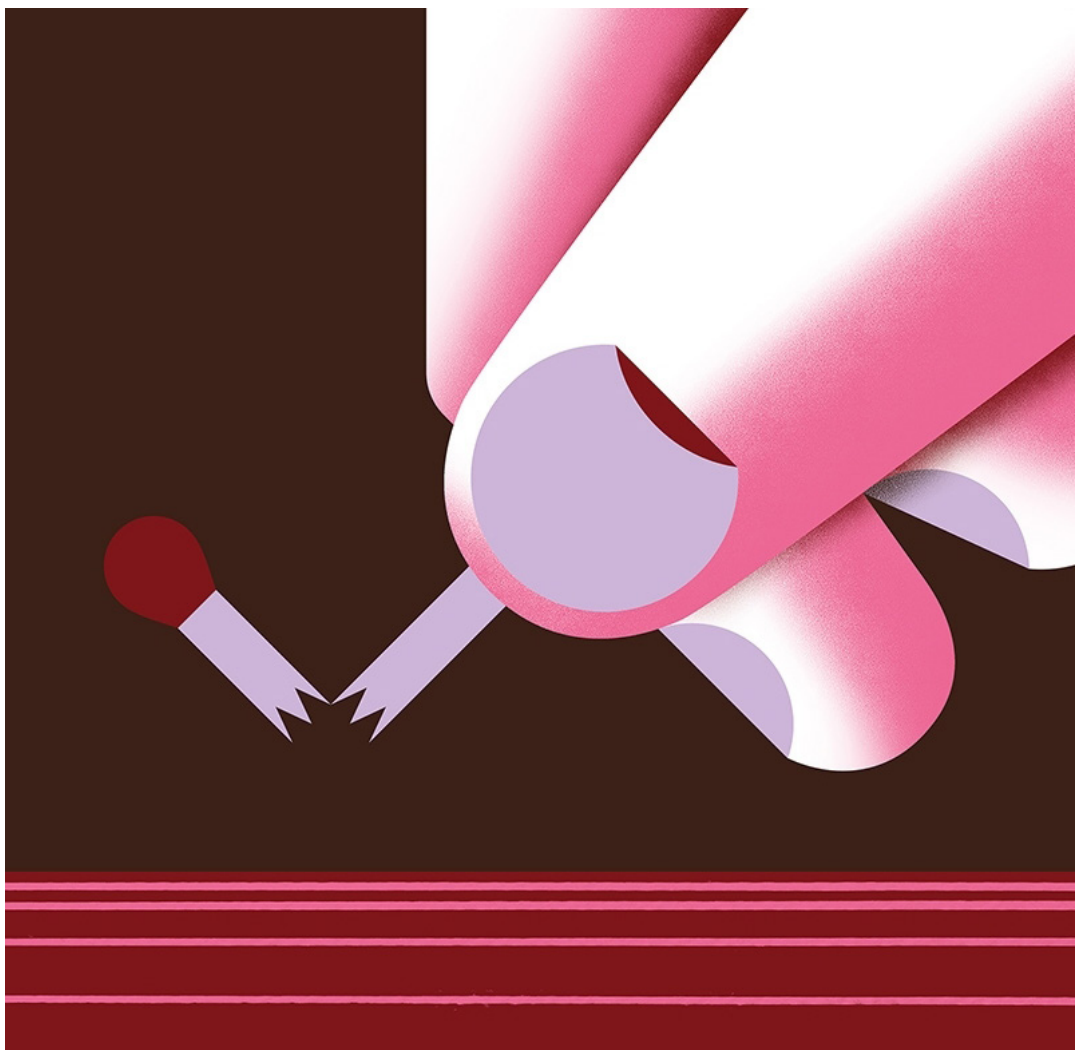


Andrea Manzati *

The illustrations of Andrea Manzati are a great fit for our personality. He creates colorful, recognisable and geometric digital illustrations with handmade brushwork and texture elements.

All illustration assets are to be developed by him and used throughout the identity*.

** Please note that the final illustrations are currently in development in collaboration with Andrea Manzati.*



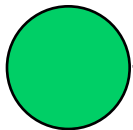
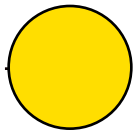
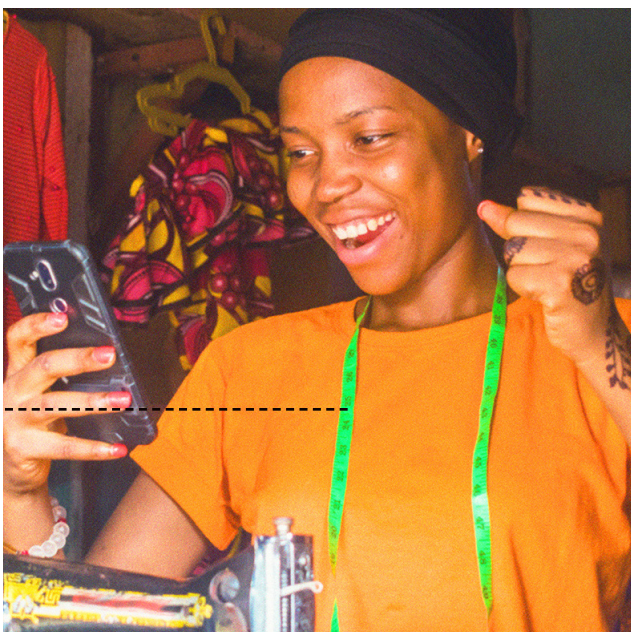
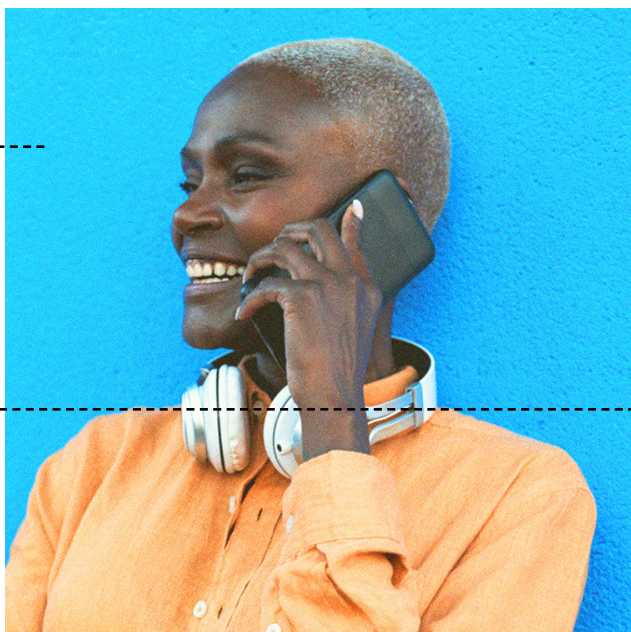
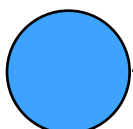
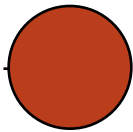
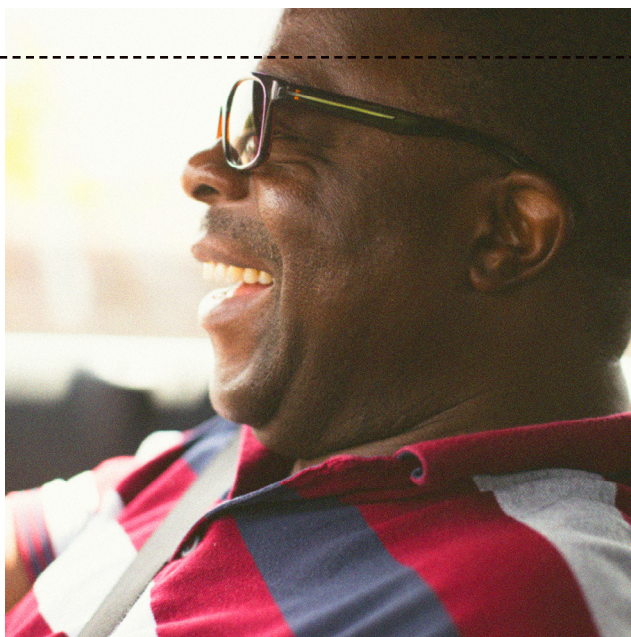
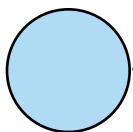
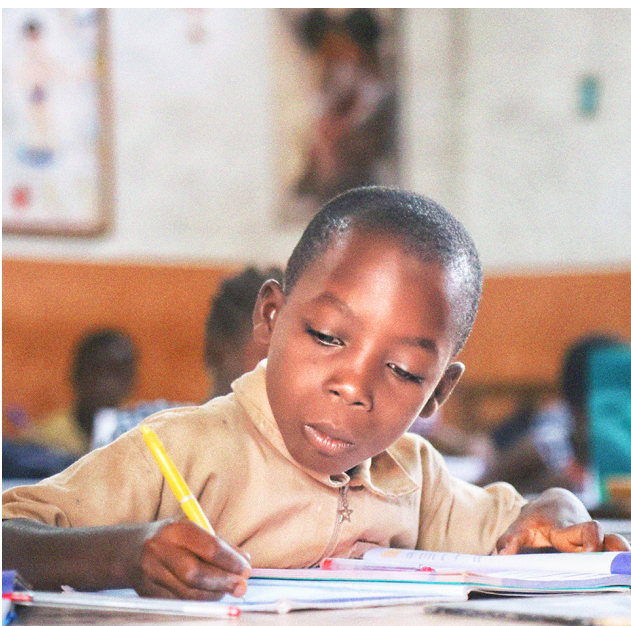
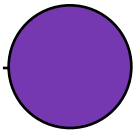
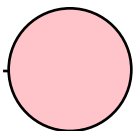
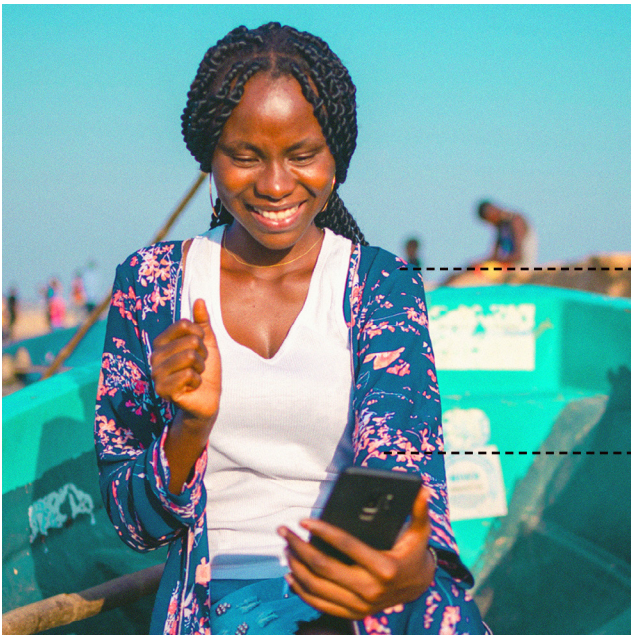
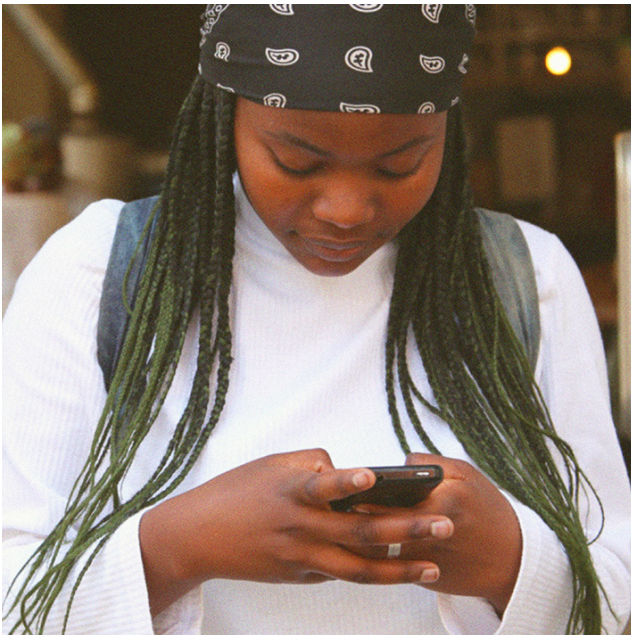
Photography

Our photography is all about real life moments. Moments of delight and joy that SendApp facilitates.

Art direction

Our photography should play off the moments of delight and joy that SendApp facilitates. We're all about the people and human stories behind the functional transactions and our photography should reflect just those.

Art direction principles revolve around: warm tones, natural light, an analog look&feel (including a finishing grain effect) and don't shy away from bold, more saturated colours in clothing and props to match our vibrant colour palette.



Principles

Art direction principles revolve around warm tones, natural light, an analog look & feel (including a finishing grain effect) and won't shy away from bold, more saturated colours in clothing and props to match our vibrant colour palette.

Please make sure to follow these principles throughout all photographic choices and retouching.

The three main retouching steps to achieve this effect are: Hue/Saturation, Colors and Grain effect.



before



after



before



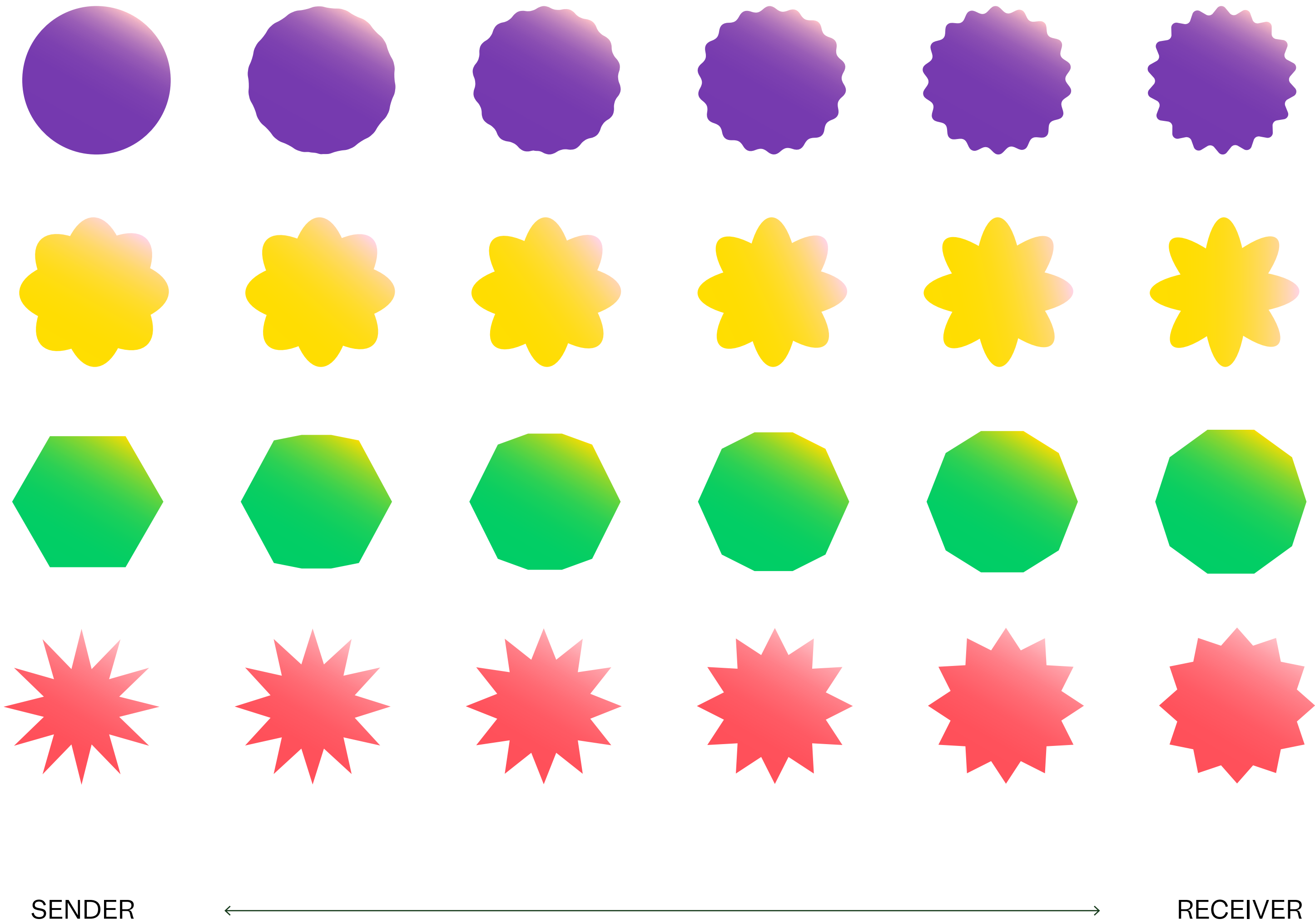
after

Motion

Our motion principles align to the brand personality and serve to bring life to our graphical elements.

Transformation

The object blend effect creates a transition of the shapes between the two coins which can be animated. Highlighting the energy that flows from one to another, playful and unique.



Handover + tossing

The two main motion principles* for our hand illustrations are based in the sending money transaction itself.

In this page we show and break down the two principles:

1. Handover: coin being transferred from hand to hand, hands move towards each other and exchange the coin.

2. Coin tossing: coin being tossed lightly and casually between both hands, hands remain static and there is just a slight flick of the hand of the sender ahead of tossing.

Handover



The coin is in the sender's hand.

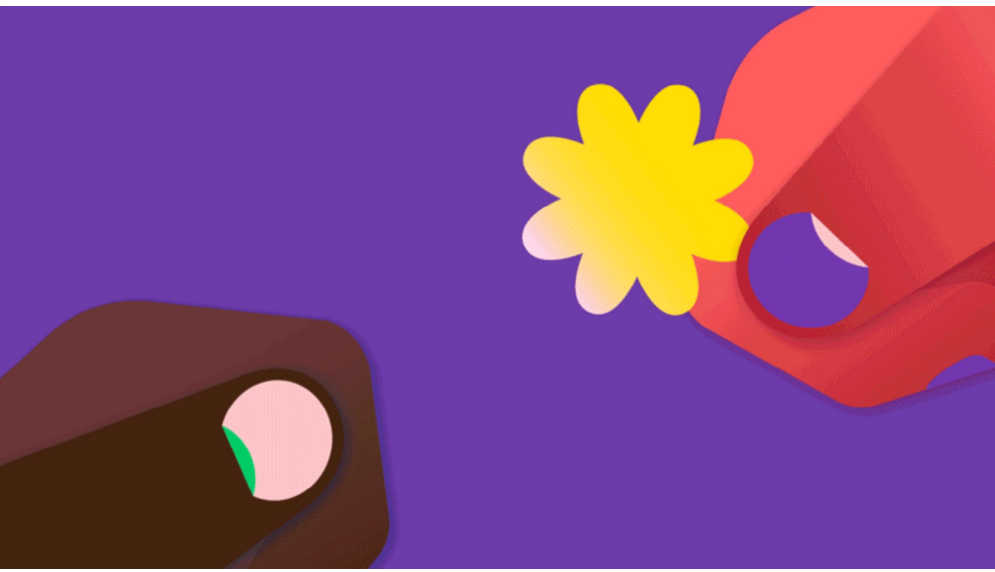


By pressing, the coin changes its color making a reference to the energy sent via SendApp - moving money from heart to heart.

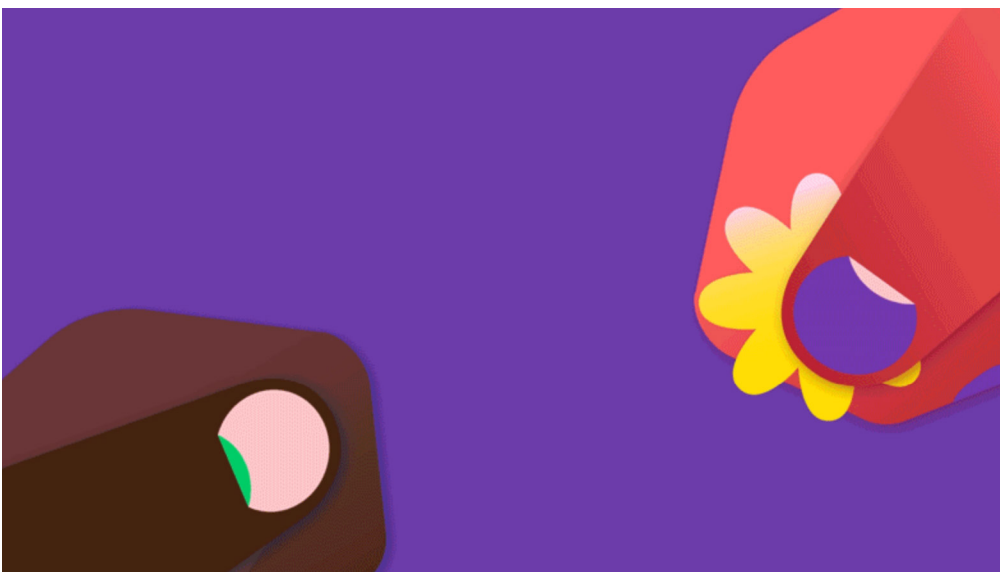


The coin is thrown upwards towards the other hand with momentum.

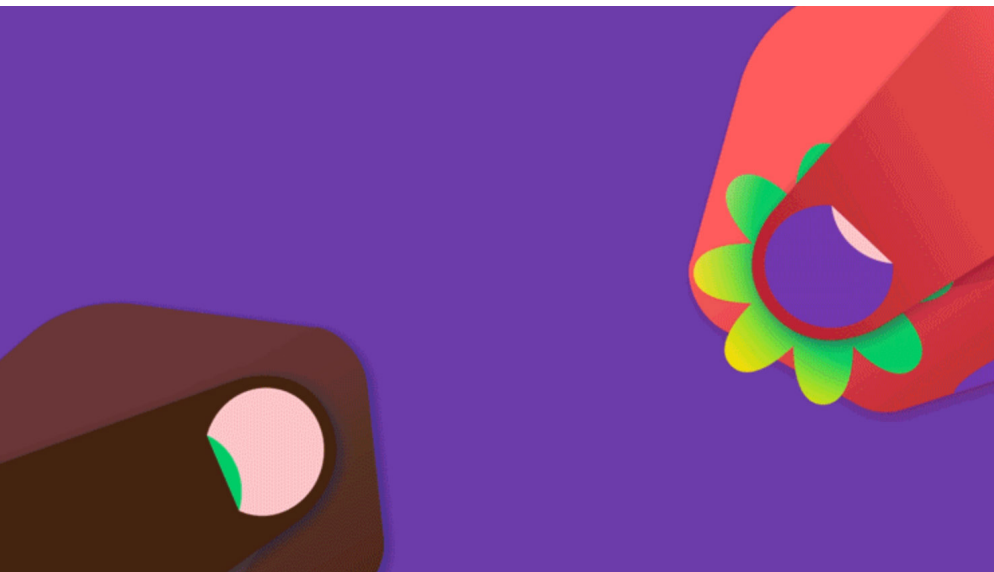
Coin tossing



The coin is being tossed upwards with a curve.



The coin is arriving at the senders hand.



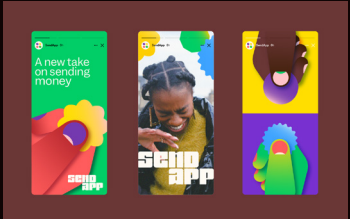
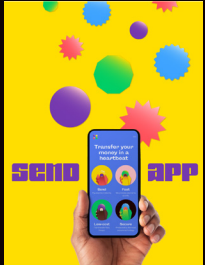
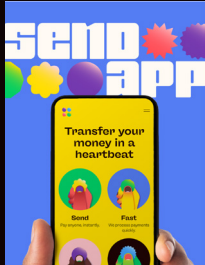
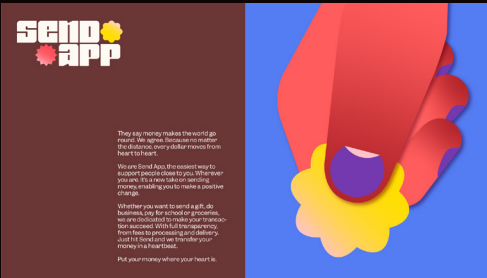
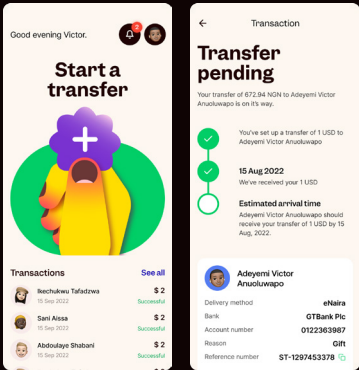
The coin changes its color as the 'energy' arrives to the receiver.

** Please note more motion principles might be suggested as we develop animations based on the final illustrations currently in development by Andrea Manzati.*

Applications

Visual volumes

To fully express the Send App brand identity we use a versatile visual system consisting of two modes: Direct or low volume (for digital product mostly) and Expressive or high volume (for marketing and OOH). The flexibility between the two makes it possible to adapt to different communication products depending on our needs and goals.



Low volume
to the point
minimal
informative/functional

High volume
immersive
colorful
expressive/inspiring



They say money makes the world go round. We agree. Because no matter the distance, every dollar moves from heart to heart.

We are Send App, the easiest way to support people close to you. Wherever you are. It's a new take on sending money, enabling you to make a positive change.

Whether you want to send a gift, do business, pay for school or groceries, we are dedicated to make your transaction succeed. With full transparency, from fees to processing and delivery. Just hit Send and we transfer your money in a heartbeat.

Put your money where your heart is.





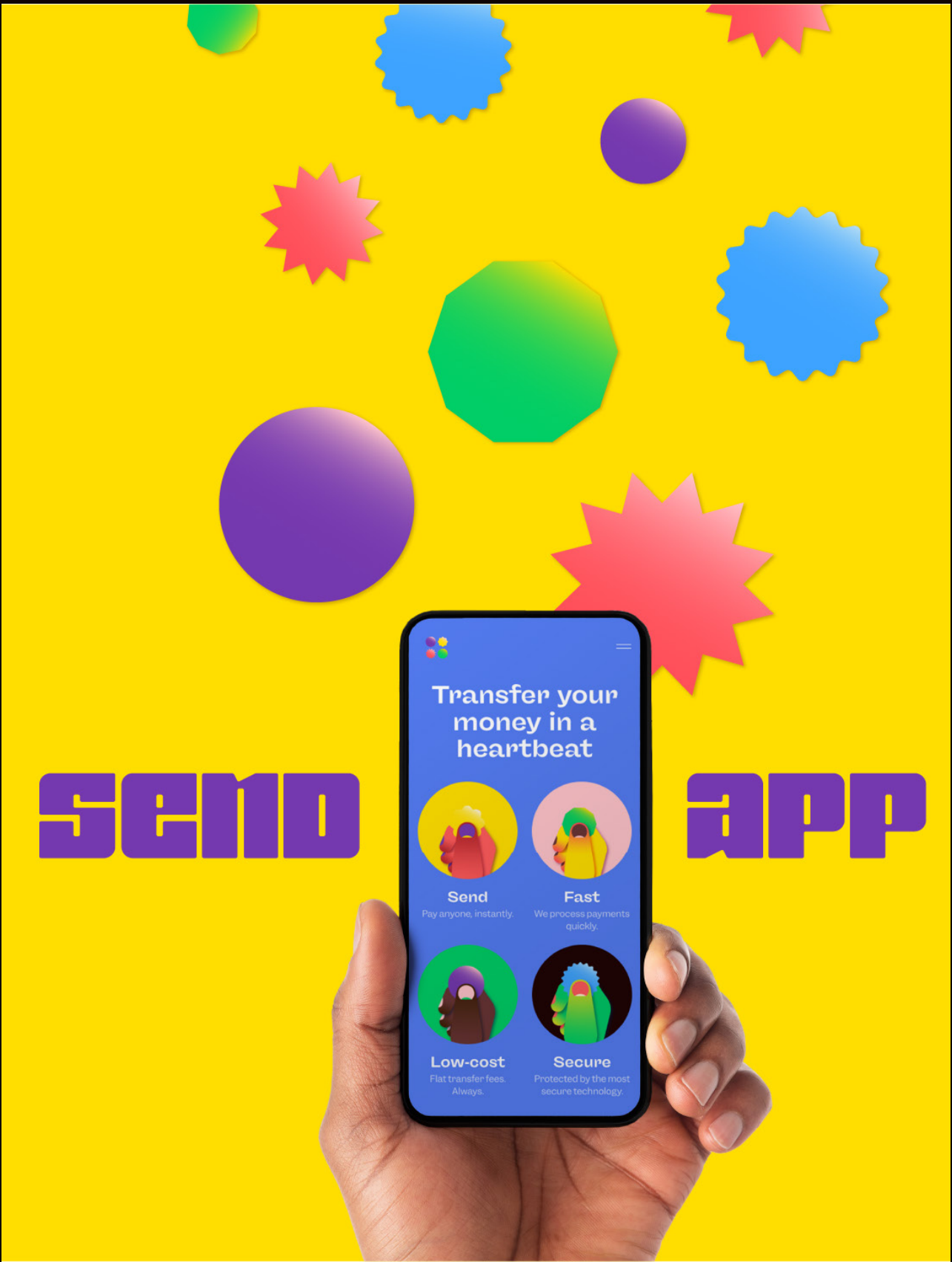
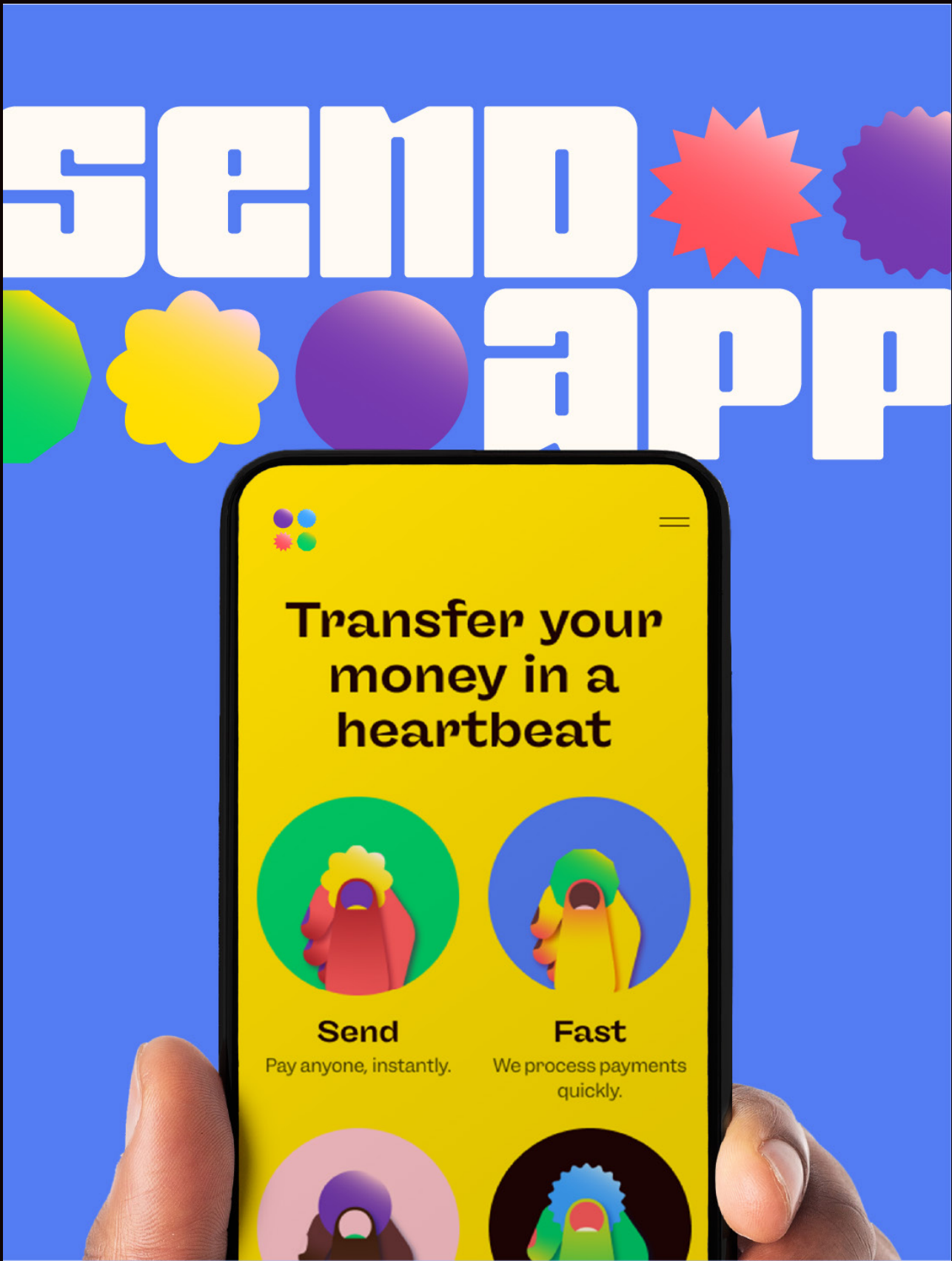


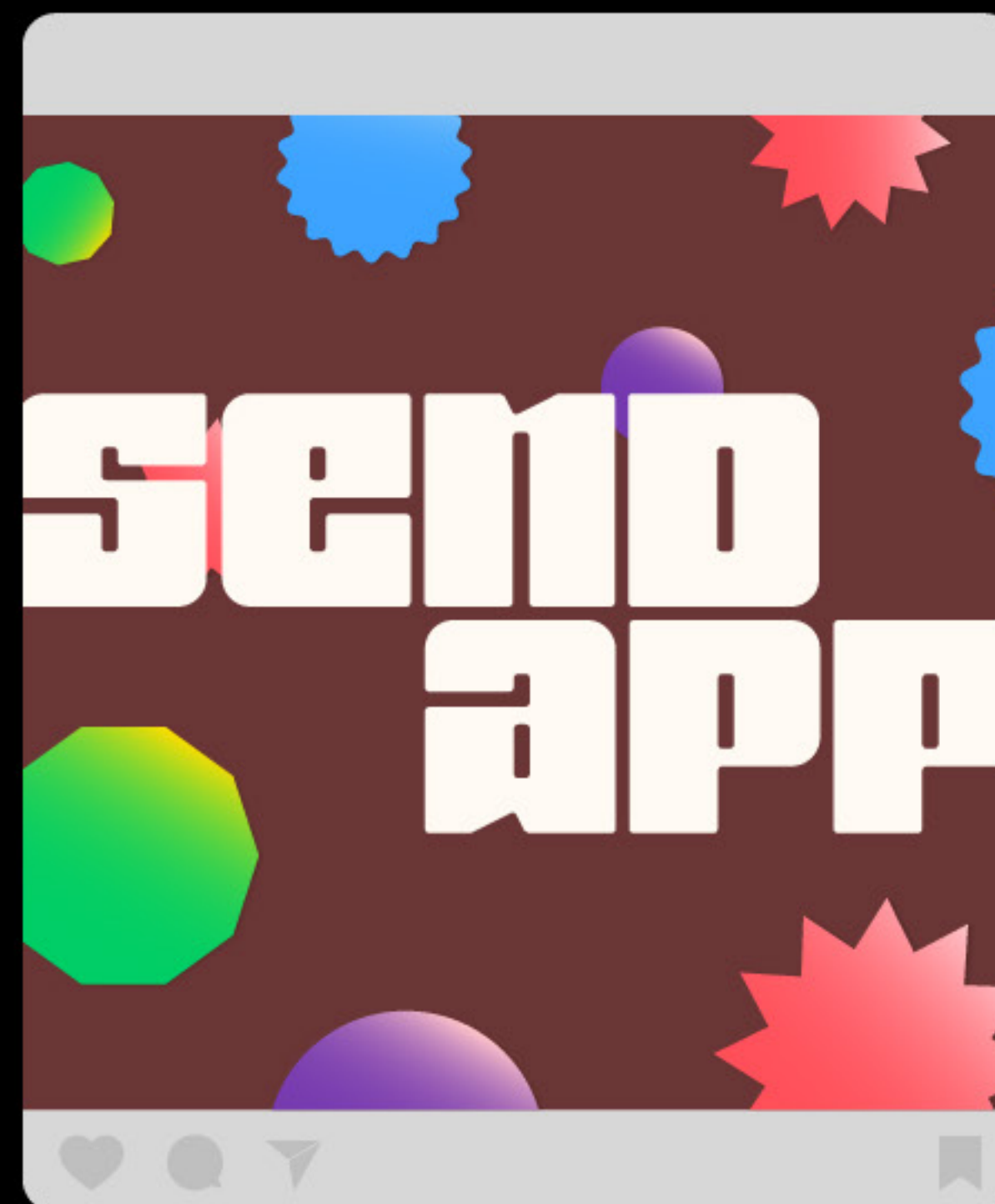
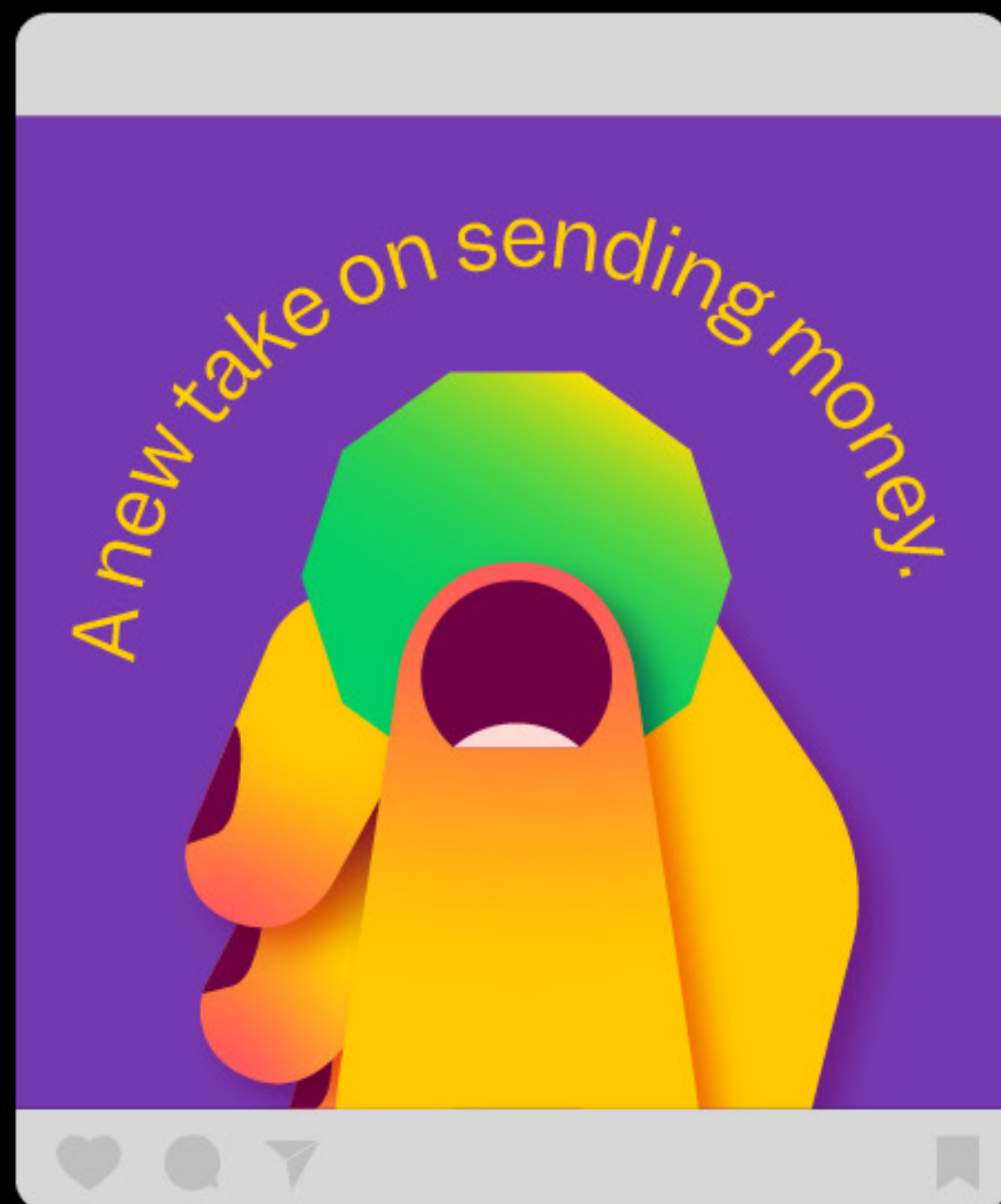
SENNAPO

Bringing you
closer to the
ones you love

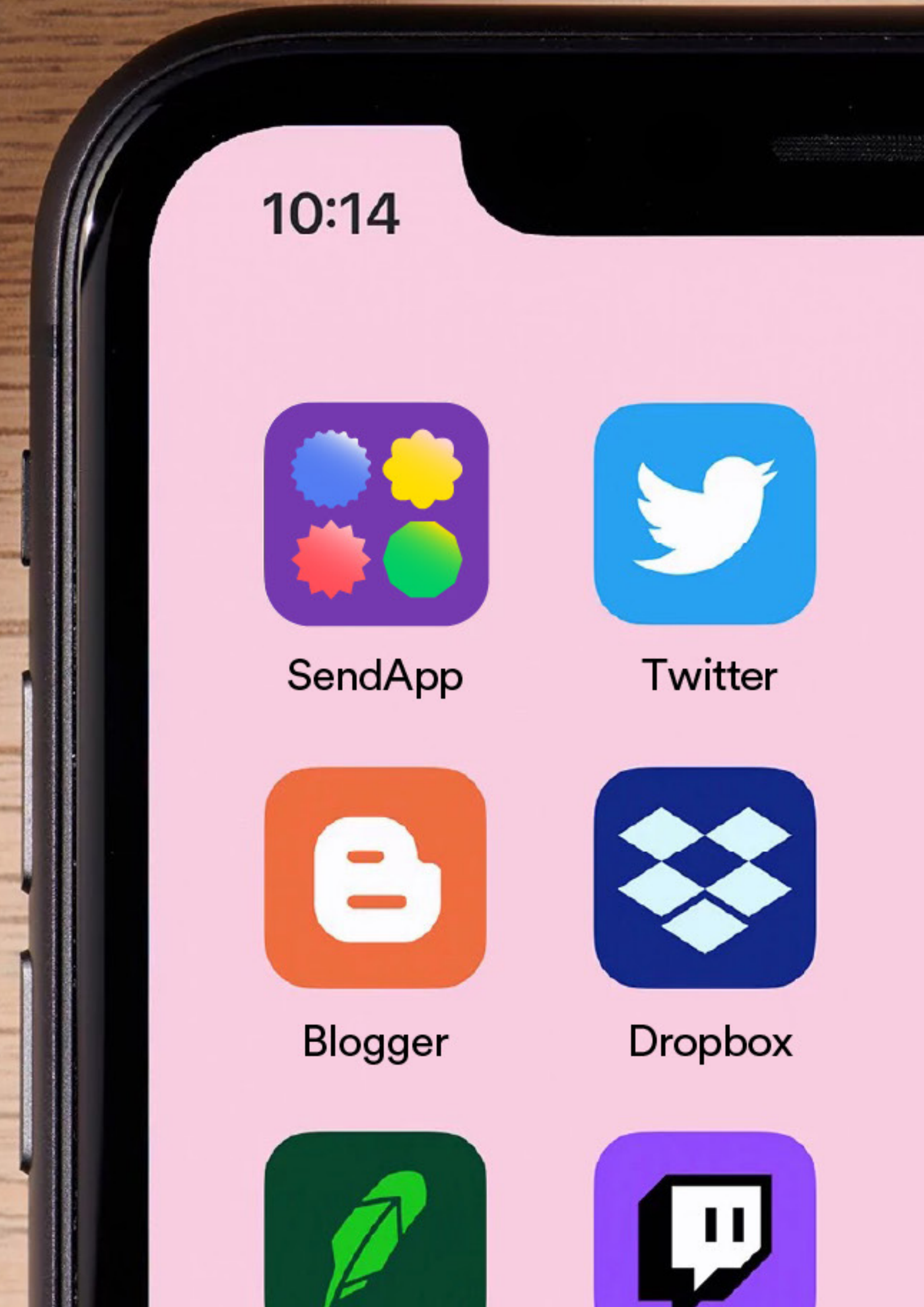
SENNAPO

The billboard features a purple background with the brand name 'SENNAPO' in large, white, rounded, sans-serif capital letters. The text is arranged in two rows: 'SENN' and 'APO' on the top row, and 'SENN' and 'APO' on the bottom row. To the left of the bottom row of text is a large, yellow, multi-petaled flower graphic. To the right of the top row of text are two starburst graphics: a red one and a blue one. The billboard is mounted on a metal frame and is situated outdoors, with a bicycle visible on the left and a storefront visible on the right.

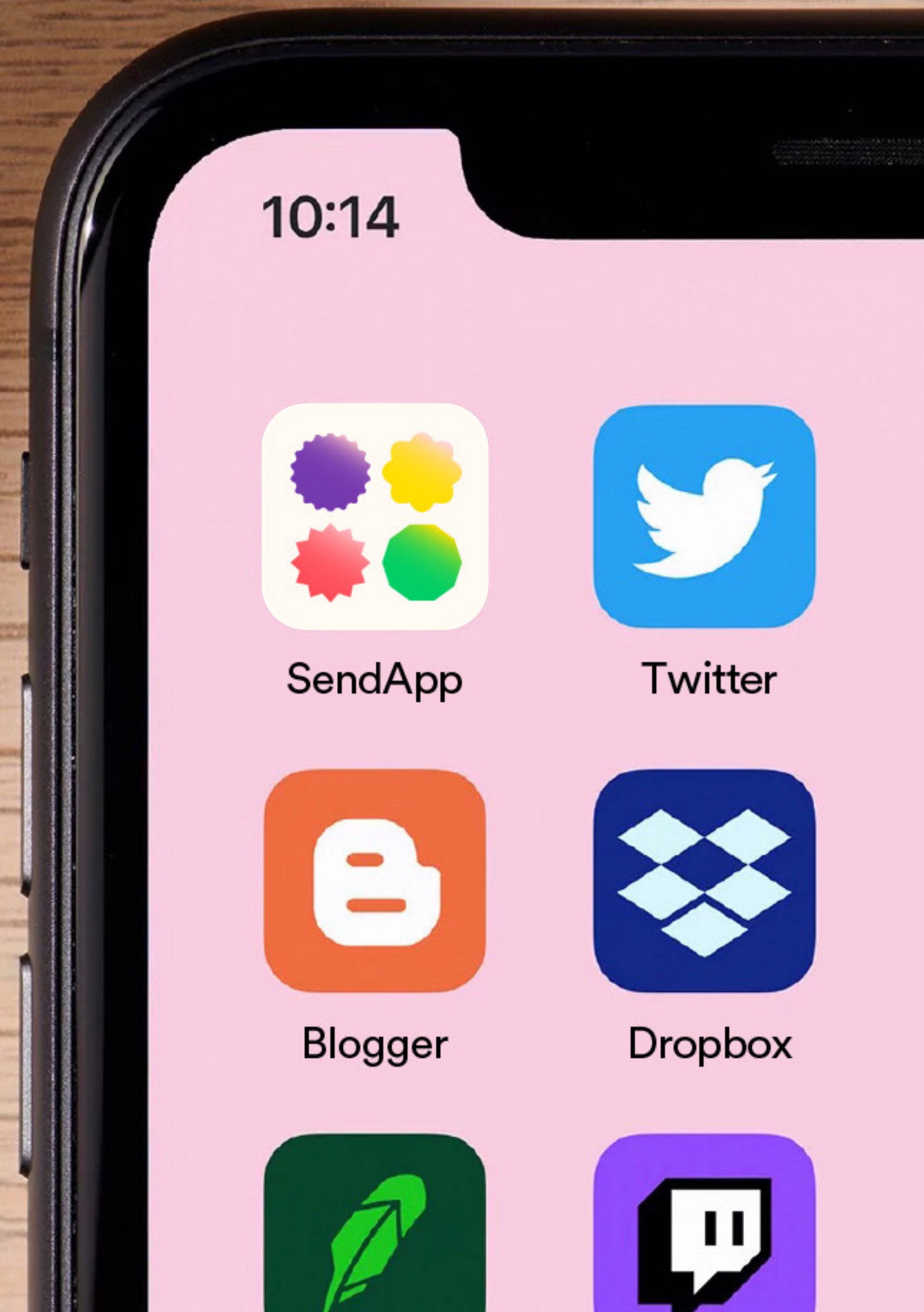




Example — App Icon



Example — App Icon





SEND APP

Transfer your money in a heartbeat



Send

Pay anyone, instantly.



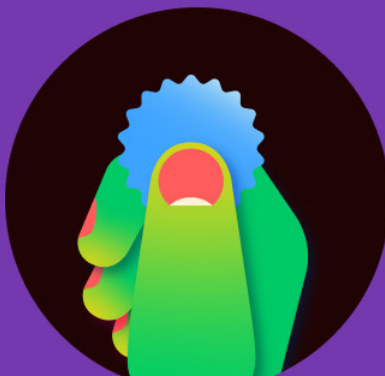
Fast

We process payments quickly.



Low-cost

Flat transfer fees. Always.



Secure

Protected by the most secure technology.



Put your money where your heart is

Download Send App

How to start sending

1

Download the app

Download Send App from the App Store or Google Play Store

2

Sign up

Make a free account when using the app for the first time

3

Start sending

You're set to send! Make your first transfer using.

Good evening Victor.





Start a transfer



Transactions



Ikechukwu Tafadzwa

15 Sep 2022

\$ 2

Successful



Sani Aissa

15 Sep 2022

\$ 2

Successful



Abdoulaye Shabani

15 Sep 2022

\$ 2

Successful

See all

Transaction

Transfer pending

Your transfer of 672.94 NGN to Adeyemi Victor Anuoluwapo is on it's way.



You've set up a transfer of 1 USD to Adeyemi Victor Anuoluwapo



15 Aug 2022

We've received your 1 USD



Estimated arrival time

Adeyemi Victor Anuoluwapo should receive your transfer of 1 USD by 15 Aug, 2022.



Adeyemi Victor Anuoluwapo

Delivery method

eNaira

Bank

GTBank Plc

Account number

0122363987

Reason

Gift

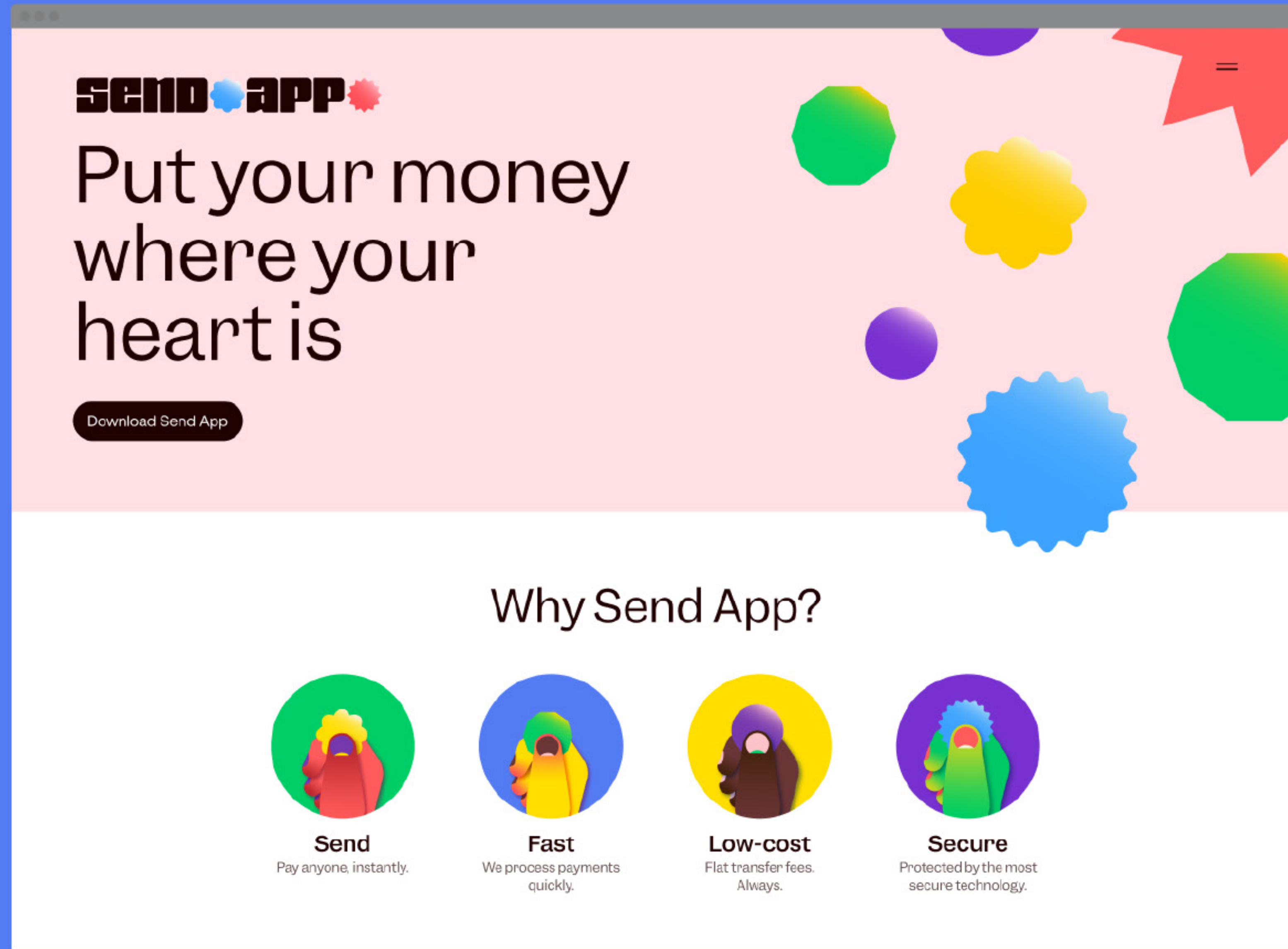
Reference number

ST-1297453378

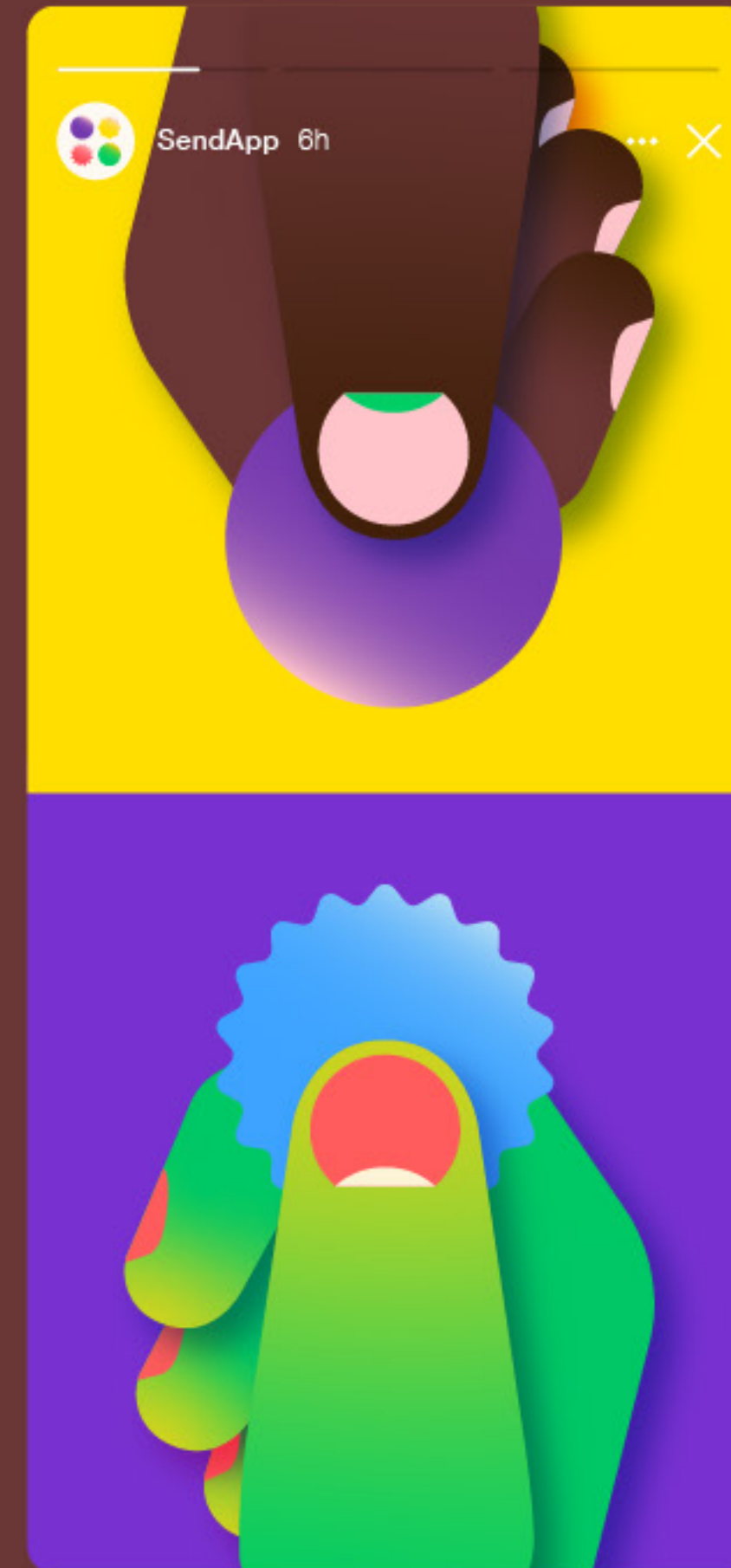


Example — Merchandising





Example — Social media posts





Example — OOH



JCDecaux

**SEND
app**



A new
take on
sending
money.





Contact

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