



flutterwave

FLUTTERWAVE STYLE GUIDE



Voice and Tone

Speaking in One Voice

Every word we say or write should feel quintessentially us: innovative, audacious, daring, and young.

This guide will help us communicate in a consistent way that reflects our brand's vibrant personality, and if we follow the guidelines enclosed here carefully, we'll achieve something incredibly joyful: All of us, speaking in ONE VOICE.

WE ARE

About the Aesthetics



Great taste is our greatest advantage in how we communicate. Beyond this rule book, we're hyper-aware that the most excellent communicators are deeply curious and constantly seek out new perspectives.

Particular in how we speak



How would Flutterwave sound like if it could speak? Audacious like its colours. Innovative like its platform. Young and refreshing like its people. Now the challenge to you is to communicate like that.

We're not asking you to be verbose, we're asking you to avoid flat delivery in your communication by leaning deeply into our personality

For People

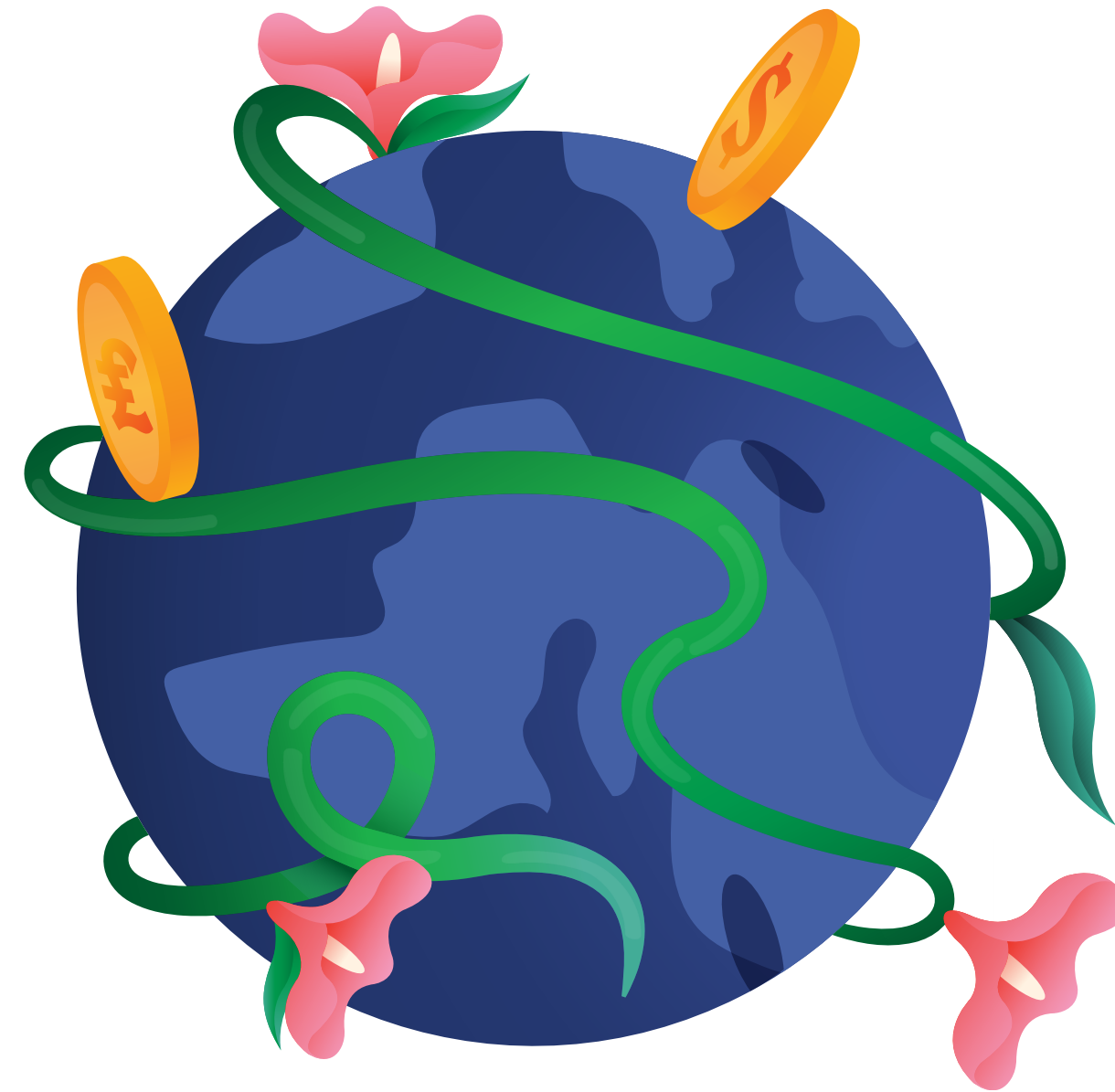


Flutterwave is for people by people, and our communication strives to be so too.

How?

We're brief not curt. We're anticipatory in how helpful we are, not aloof. We're empathetic, not over-familiar. We're thoughtfully witty when it matters, and incredibly warm all the time.

Part Of a Global Movement



We take an informal, and fresh approach to language but never at the expense of being respectful and understood. Our language is incredibly universal, and inclusive of every age-group, culture and creed.

We don't use puns or quips that can be taken out of context. We don't joke about sensitive issues like marginalised people, race or religion, and when we use region specific phrases, we do so when absolutely required.

Always Approachable



Our writing is fluid, and thoughtfully informal even in cases that require a certain form of firmness. We always sound like a friend, helping a friend out, and so using words that sound forceful, alarmist or commandeering isn't us.

Rather than command, simply explain the rationale behind a necessary action, and find ways to encourage that action.

Useful



We lead with value, making sure that the "what" and "why" are clear from the first paragraph of what we write.

We go straight to the point. We use few adjectives and stay away from metaphors because they burden our communication with over-stating. Finally, we show not tell, for example, sentences like this: "Experience the most efficient cross-border platform" can be "Our cross-border platform delivers your money in half the time".

Obsessed with context



We are a payments company, so being technical can't be avoided, and that's why we love added-context because assuming that our reader knows what we're talking about isn't how we approach communication.

This allows us to spot opportunities to educate our users, and find new ways to make technical content user friendly.

Example: APIs are services that allow two applications to interact

Added context: Think about how you get weather information on your phone. Your phone doesn't particularly sit outside to read the weather. Your phone provider connects to the APIs of weather stations that now feed this information to you, so you are able to tell what the weather is on Friday by just looking at your screen

Our Spellings Are Consistent



We're a diverse company, so it's natural that we sometimes switch between American and British spelling – it's how we've been socializ(s)ed. We're not asking you to change how you write; we're asking you to be consistent.

For any communication you create, pick a spelling style and stick with it. Don't mix them. However, for highly official documents, always use American spelling because Flutterwave is incorporated in the U.S.

HOW WE WRITE

When writing for Flutterwave, keep these principles in mind:

Clarity First

Payments can be complicated. Our job is to make understanding it simple. Use short sentences and straightforward language.

✓ "Receive payments in multiple currencies from around the world."

✗ "Our cutting-edge solution empowers users to effortlessly engage in cross-border transactions."

Be Human and Warm

We're writing for people, not machines. Use natural language that feels conversational and welcoming.

✓ "Let's get your business paid, quickly and easily."

✗ "Users can utilize this service to facilitate efficient payment pro

Show, Don't Tell

Instead of using empty adjectives, back up claims with real examples.

✓ "Over 1 million businesses trust us to process payments every day."

✗ "We are the best payments platform in Africa."

Consistency Matters

Keep the same voice, whether it's a blog post or a tweet. Our audience should feel they're hearing from one consistent Flutterwave.

CORE WRITING PRINCIPLES

Whether you're writing a blog, memo, article, or speech, these principles will help you stay clear, focused, and engaging:

Start With The Basics: The 5 W's (Who, What, Where, When, Why)

From the first paragraph, readers should have a clear idea of what the content is about. Set your premise and plot early, don't make them guess.

- Think of it like a final-year project: start with a problem statement, offer a solution, and end with a conclusion.
- Example: Instead of "When you want to blog, there are a myriad of elements that you need to consider," write, "Blogging consists of different steps."

Be Clear and Concise

Your writing should be easy to understand and free of unnecessary complexity.

- **Avoid long-winded sentences:** Keep your writing direct, and break complex sentences with smart use of punctuations.
- **Short content is better:** Break long blocks of text with visuals or bullet points.

Explain Data With Real-Life Examples

Numbers alone can be intimidating. Use relatable scenarios to explain what the data means and why it matters. Not everyone gets numbers at first glance, remember our accessibility rule.

Use Present and Present Continuous Tenses

Remember, we want our communication to feel alive and forward-moving. By actively using present and present continuous tenses, we're helping our audience connect with what's happening now, and giving them something to imagine.

- **Less Active/General Statement:** "Payments are processed instantly."
- **Flutterwave Style (Present Simple - Direct and Alive):** "Boom! Your payments **go through** instantly, every single time."

PUNCTUATION GUIDELINES

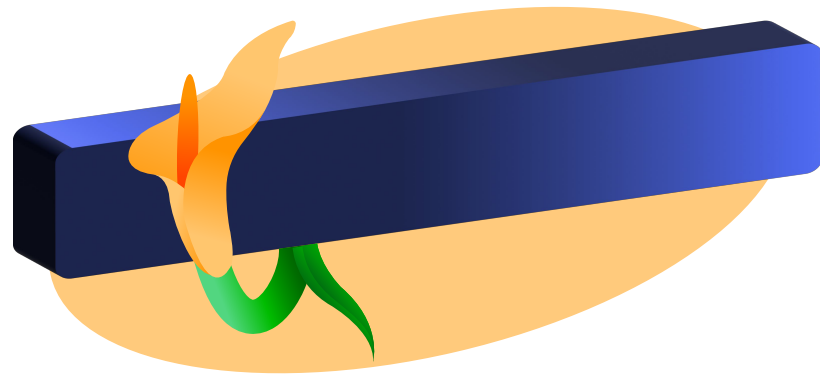
In addition to general grammar rules, we follow these specific punctuation guidelines to maintain consistency and style in our writing



Oxford comma:

Always use a comma after the second-to-last item in a list of three or more items.

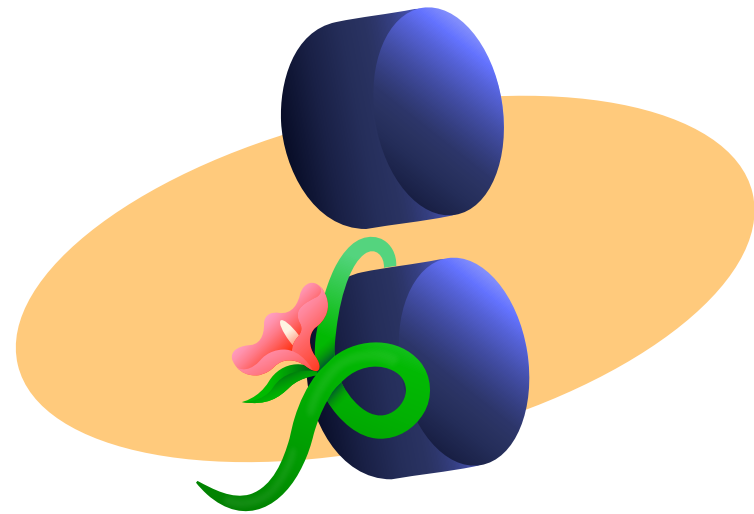
Example: "We support fintechs, e-commerce businesses, and travel companies."



Em dash:

Use a character space before and after the em dash for better readability. Remember, the em dash is to add extra context, not a replacement for connective words.

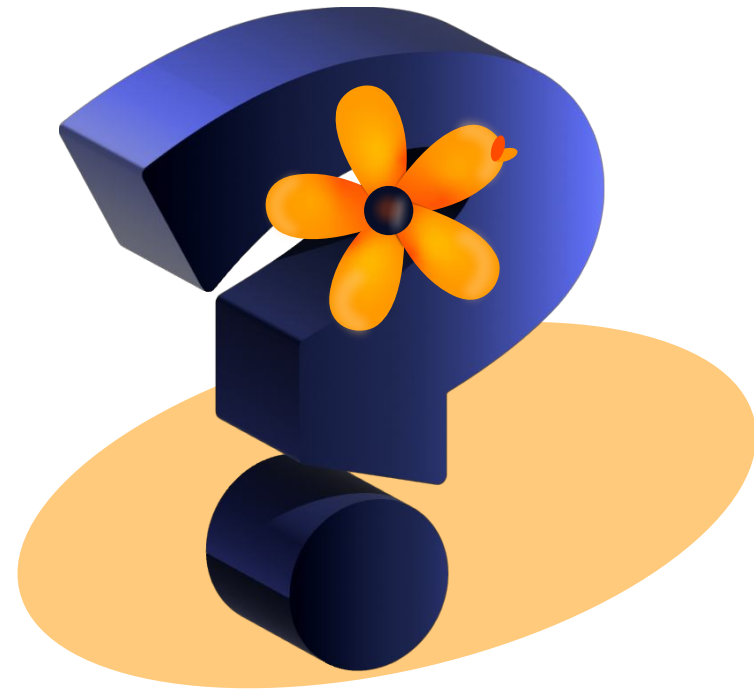
Example: "Every business—big or small—deserves a reliable payment solution."



Colon:

We use colons before listing items, especially in emails and articles explaining steps or actions.

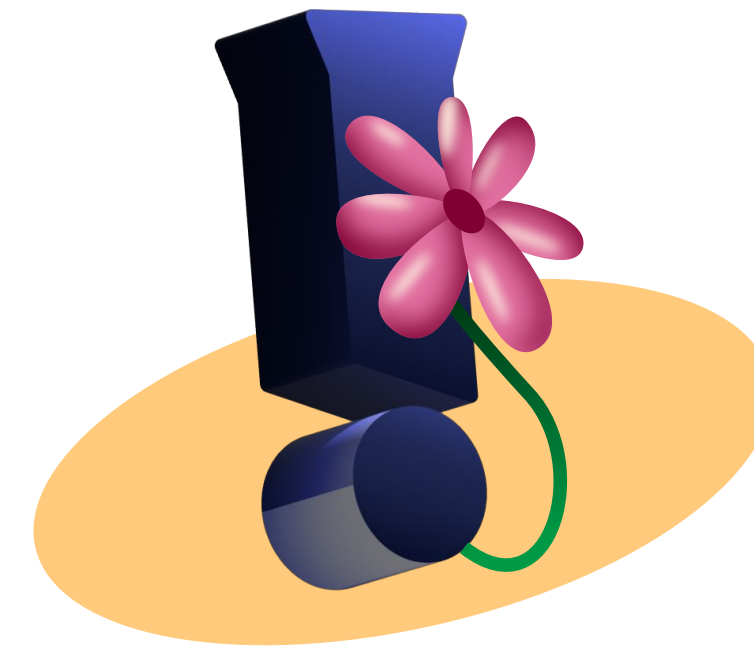
Example: "Here's how you can get started: sign up, set up your account, and start accepting payments."



Quotation marks:

Introduce quotes with the speaker's name and title. Ideally, we prefer titles before the name for a smoother reading experience.

"Flutterwave's Founder and CEO Olugbenga Agboola said, "We're constantly innovating to help businesses grow globally."



Exclamation marks:

One is enough, and only use it to show genuine excitement. Avoid them in ad copy.

Example: "We're live in five new countries!" - in an AD, avoid using the exclamation mark, but carry it along in blog tip: put an emoji in place of your exclamation, if that feels misplaced then it's the cue for you to simply use a full-stop.

PARTS OF SPEECH

We prefer present tense or present continuous tense to keep our content in motion and full of energy. When referring to the past, always connect it back to the present or future.

Present continuous tense:

Keeps the message dynamic and forward-looking.

Example: "We've created this new feature, allowing you to explore more payment options."
(Avoid "that allows" when you could use "allowing.")

Past tense that connects to the present or future:

Helps ground achievements while emphasizing current relevance and future growth.

Example: "When we launched Send App in 2020, we never imagined the impact it would have today. Currently, Send App boasts over 1 million users, with plans to expand its reach."

tone in different situations

Our tone adapts depending on the context, but it should always stay true to our core voice.

Product Announcements

Tone: Excited, clear, and informative
Goal: Showcase innovation and explain how it benefits our audience.



"We're excited to introduce Payment Links 2.0, an easier way for your customers to pay you. Here's how it works."



"Flutterwave is thrilled to announce the launch of our newest revolutionary product upgrade."

Customer Support

Tone: Empathetic, helpful, and respectful
Goal: Resolve issues quickly and reassure our customers.



"We're sorry you're experiencing this. Let's fix it together. Here's what you can do next."



"We apologize for any inconvenience caused. Kindly be informed that our team is looking into it."

Social Media

Tone: Friendly, concise, and engaging
Goal: Build community and foster conversation.



"Your business deserves a payment solution that grows with you. That's why we've built one. Learn more."



"Flutterwave is the ideal payments platform for scaling your business in today's fast-paced economy."

Blog Posts and Thought Leadership

Tone: Authoritative yet conversational
Goal: Share insights and provide valuable information.



"Expanding your business globally? Here's what you should know about accepting payments in multiple currencies."



"In today's digital economy, businesses must adopt a holistic approach to scaling their operations globally."

PRACTICAL TIPS

Avoid Jargons

Keep our writing accessible to everyone. If you need to use technical terms, explain them if possible using a practical use case.

Be Specific

Vague writing can confuse readers. Provide details and examples where possible.

Keep It Positive

Focus on solutions and possibilities rather than limitations.

Use Active Voice:

It’s clearer and more direct.



"Our platform makes it easy to manage your payments."



"Managing your payments is made easy by our platform."

COMMON WORDS AND PHRASES

We try to avoid common words and phrases as much as possible.

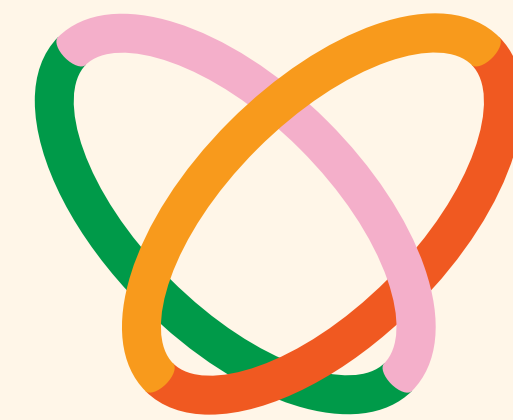
Don't Say	Say this...
Empower	Help, support
Utilize	Use
Solution	Product, service, tool
Revolutionary	Innovative, new
Seamless	Simple, easy

Styleguide

FLUTTERWAVE STYLE GUIDE

The logo

The logo



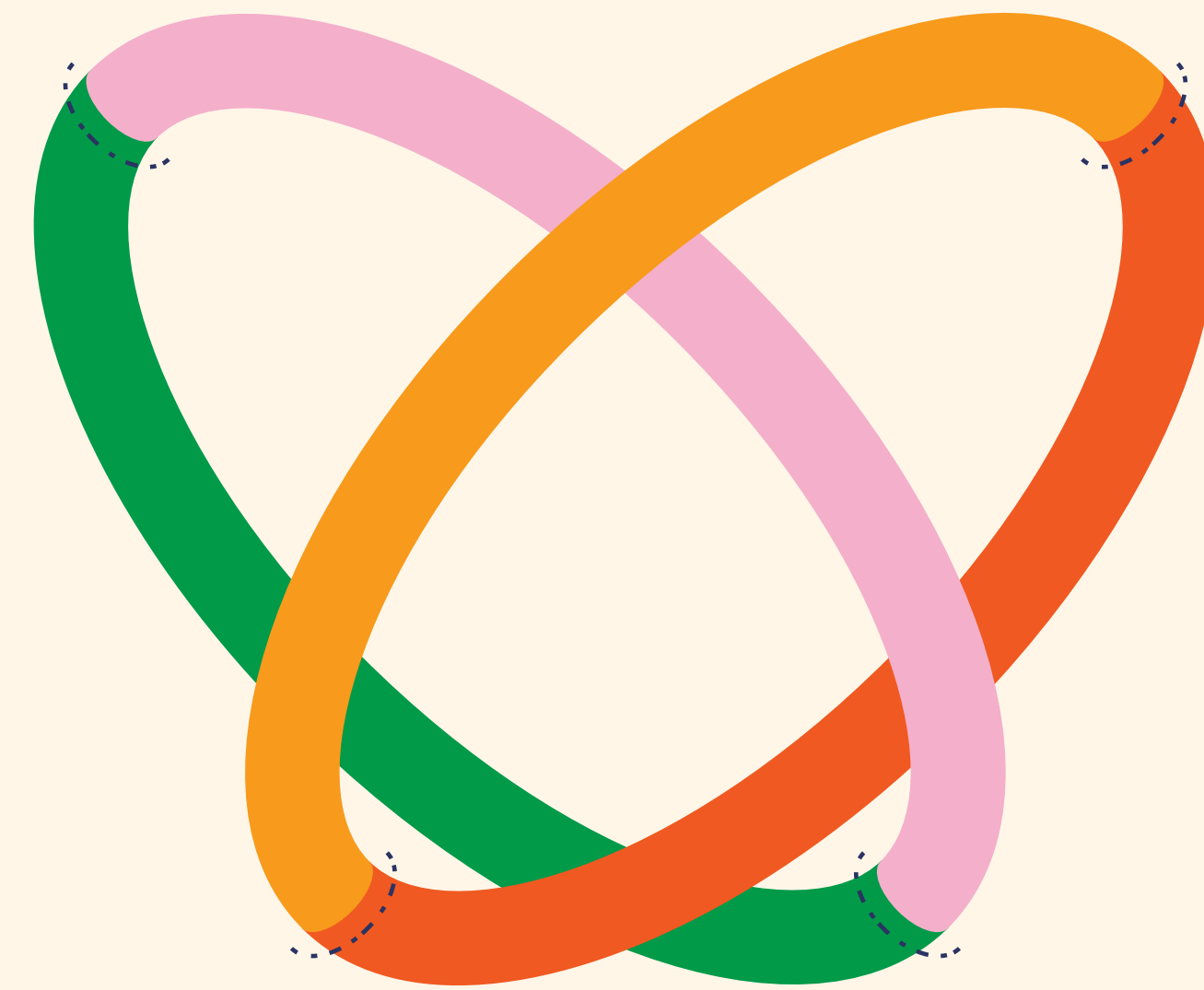
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THE LOGO

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.



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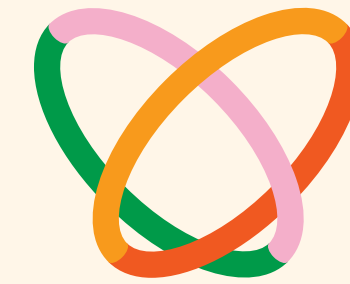
THE LOGO

Logo color options

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

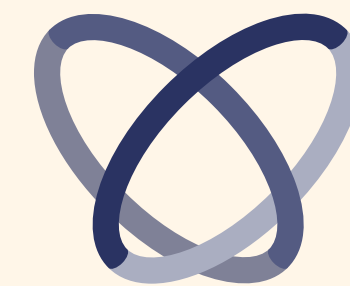
The flat and monochrome versions should be used only in places where the full color option is not available.

Fullcolor



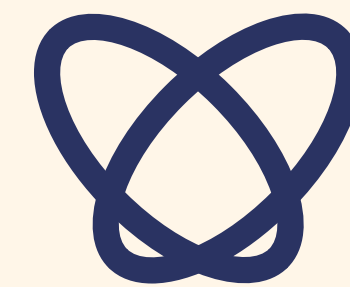
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Monochrome



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Flat



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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.

Fullcolor



Monochrome



Flat

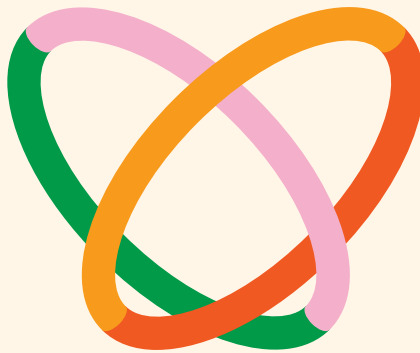


THE LOGO

Scale

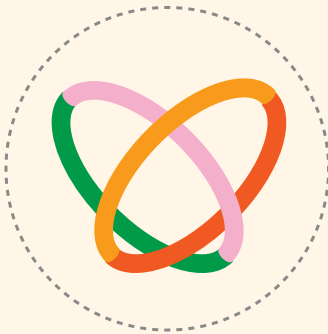
The logo should be used consistently on all communication mediums. However, for smaller applications and environments where there is little space (such as social media icons), there is the possibility to have just part of the logo visible.

Regular
usage



flutterwave

Small
applications



BASE ELEMENTS

Brand Colors

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	137C

Passionate

RGB	255 / 88 / 5
HEX	FF5805
CMYK	0 / 84 /100 /0
PMS	or AnGE021C

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	7482C

Easy going

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

Robust

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

Digital variations

For digital environments, there’s 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

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

Primary font

Moderat is a geometric sans-serif type face 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.

AaBbCc dd Ee Ff
Gg Hh Ii Jj Kk Ll Mm
nn oo Pp rr SsTt
UuVvWwXxYyZz
1234 5678 90 ! ?

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 !

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 !

Our words help shape how people experience Flutterwave. Use this guide to communicate better and form deeper connections with our customers. Happy Communicating

THANK YOU

