



CRUST

The Money Saving App

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Money Saving

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Guiding Principles

“A finance app you can trust.”

“It’s like having a financial advisor in your pocket!”

“Anyone can save money!”

“You don’t need to be a financial expert to use our app.”

C Clarity
R Reliability
U Usability
S Simplicity
T Trust

We aim to deliver a simple, unimimidating budgeting solution to busy people looking to save for specific, short term reasons.

We take our users money seriously so we want to convey a serious image that conveys reliability and trust but also want to be approachable and open.

We don’t want to confuse our users so simplicity and clarity are key to design and explanations

Name : CRUST

Earn your crust

Crust often associated with the part of food that is wasted or saved and therefore can be repurposed

Bread crust is the most wasted food in the UK

Crust there fore can be associated with saving and repurposing

Crust forms a neat acronym for our key guiding principles

Bread winner means the person who earns the money

Bread and honey in cockney rhyming slang means money

Bread therefore is often associated with money

This is **CRUST**



Crust logo and name



CRUST icon

CRUST

CRUST without logo

This is NOT ~~CRUST~~



CRUST

Do not deform the logo or text

CRUST

Do not rotate the branding

CRUST
CRUST

Do not overlap the branding

CRUST

Crust should only use Be Vietnam Pro in bold

Crust

CRUST logo should not appear non-capitalized

Writing Style

Trustworthy And Serious But Also Friendly And Approachable

Many of the user find finances intimidating and confusing and want something automated to help them save their money without the need to document every expense manually on a spread sheet.

By communicating in a frank and uncomplicated way we want to put our users mind at ease so they understand what is happening and can feel confident that our app will help achieve their goals

Colours

Text should appear
In teal green when on a white background

Text should appear in bright green when
on a teal background

Primary

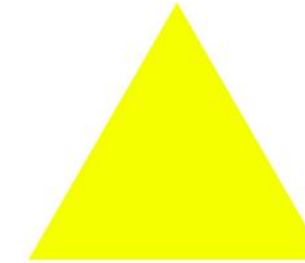


Teal Green

Hex #004F54

HSL 184 100 16

RGB 0, 79, 84



Bright Green

Hex #F5FF00

HSL 62 100 50

RGB 245, 255, 0

Secondary

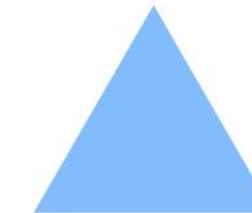


Soft Pink

Hex #E635A0

HSL 324 78 55

RGB 230, 53, 160



Light blue

Hex #83BCFF

HSL 212 100 76

RGB 131, 188, 255

Typography

Clear, Uncomplicated Typeface
That Communicates Sincerity,
Trust And Openness.

San serif is more approachable because of the lack of fancy
decoration and whilst a rounded design comes across as
friendly and trust worthy and sharper design works better for a
serious topic like finance

A

A

Be Vietnam Pro - Regular

ABCDEFGFG

abcdefghg

123456789

Be Vietnam Pro - Bold

ABCDEFGFG

abcdefghg

123456789

H1

Be Vietnam Pro - Bold - 100

ABCDEFGFG

abcdefghg

123456789

H2

Be Vietnam Pro - Bold - 40

ABCDEFGFG

abcdefghg

123456789

H3

Be Vietnam Pro - Bold - 20

ABCDEFGFG

abcdefghg

123456789

H4

Be Vietnam Pro - Bold - 20

ABCDEFGFG

abcdefghg

123456789

Sub Heading

Be Vietnam Pro - Regular - 30

ABCDEFGFG

abcdefghg

123456789

Body

Be Vietnam Pro - regular - 15

ABCDEFGFG

abcdefghg

123456789

Image Style

Our images need to convey the serious nature of the topic but also be friendly and not intimidate

A sharp edge with no radius should be used to help convey the sharp presentation of finance.

People featured in images should look approachable and open but smart and professional.

We want a friendly but business look rather than a friendly mates down the pub look.

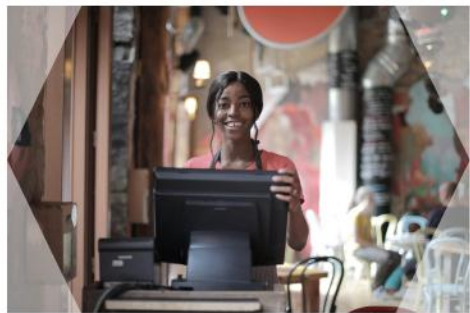


Image Crop

Images should be cropped with a curtain style overlay left and right

Opacity

The overlay should be 50% opacity



Pinch

The overlay should be pinched in 50% of the way down the image



Colour

The overlay should be the same as the colour behind



Branding Pitch

Colour

The colour choice is dark bluey green (teal) which nods to the serious side of business blue but has a hue of green for trust. To make it more approachable and relatable there is a shocking green accent colour and a soft pink. Green is trustworthy so is the primary focus.

Logo

The logo came from making an acronym of the key principles in the branding guidelines. The word crust can have particular relevance to the purpose of the app and the association with money which I thought was quite fitting.

Who?

The style over all has been tailored to appeal to the clientel laid out in the brief,

- Someone who is saving for short term goals (the name crust)
- Someone who is unfamiliar with the world of finance (writing style and imagery)

What?

The project has been designed as an app initially for user convenience and so receipts can be scanned easily to help with the saving features planned.

Task Breakdown

The Brief Included Many
User Stories Which I Broke
Down Into Tasks And
Requirements