



Spinach

Version 1.0

Brand Guidelines

Spinach

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About Brand

The Brand

Spinach is a personal finance management company which offers AI and ML driven new age banking solutions. It offers plug and play, custom integration, API and data as a service to banks to empower their retail customers with better banking experience, various tools to dream, plan and take action towards a healthier personal finance.

Mission

Spinach is a personal finance management company which offers AI and ML driven new age banking solutions. It offers plug and play, custom integration,

Vision

Spinach is a personal finance management company which offers AI and ML driven new age banking solutions. It offers plug and play, custom integration,

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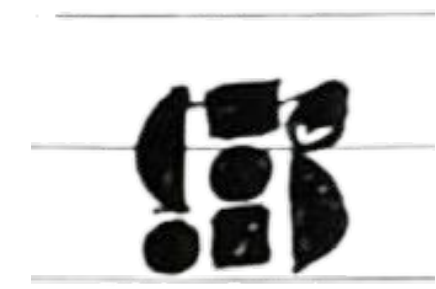
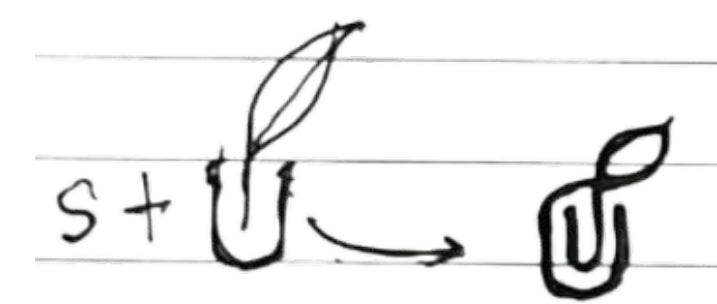
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Ideation Process

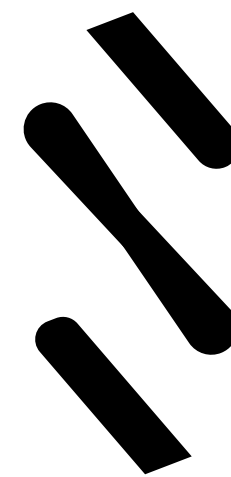
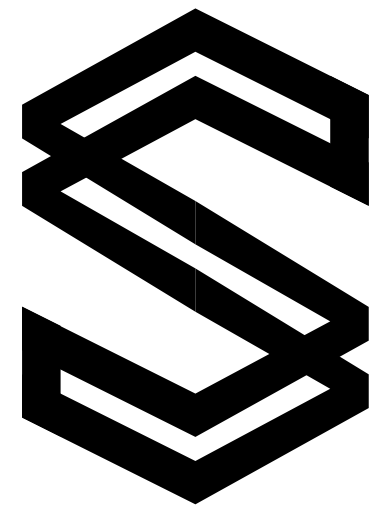
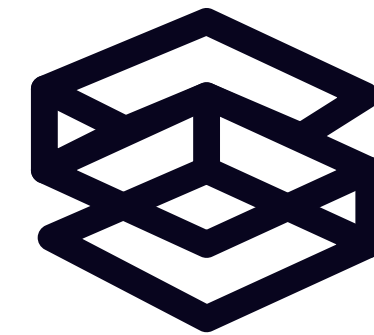
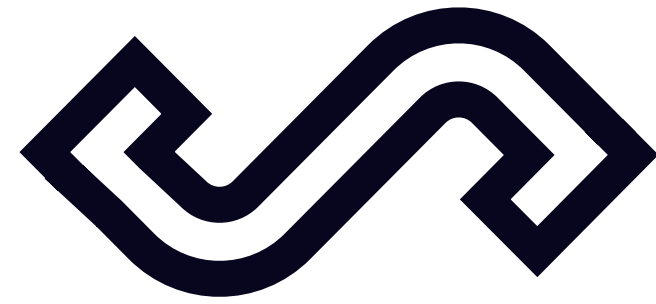
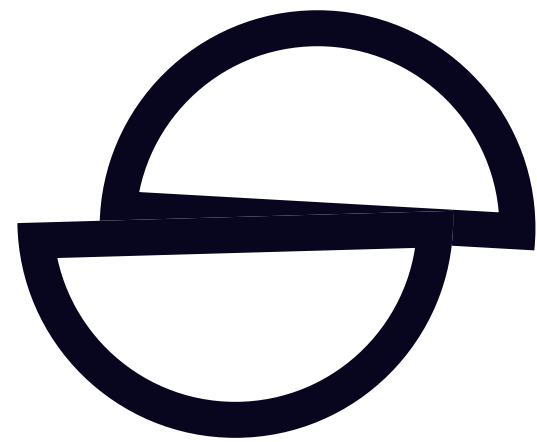
SPINACH



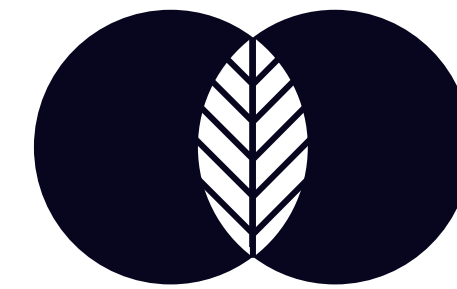
Sketches



Outline: Letter S



Outline: Element Leaf



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Finalizing Logo Mark



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Logo Typography



R O U N D O

REGULAR

MEDIUM

SEMIBOLD

BOLD

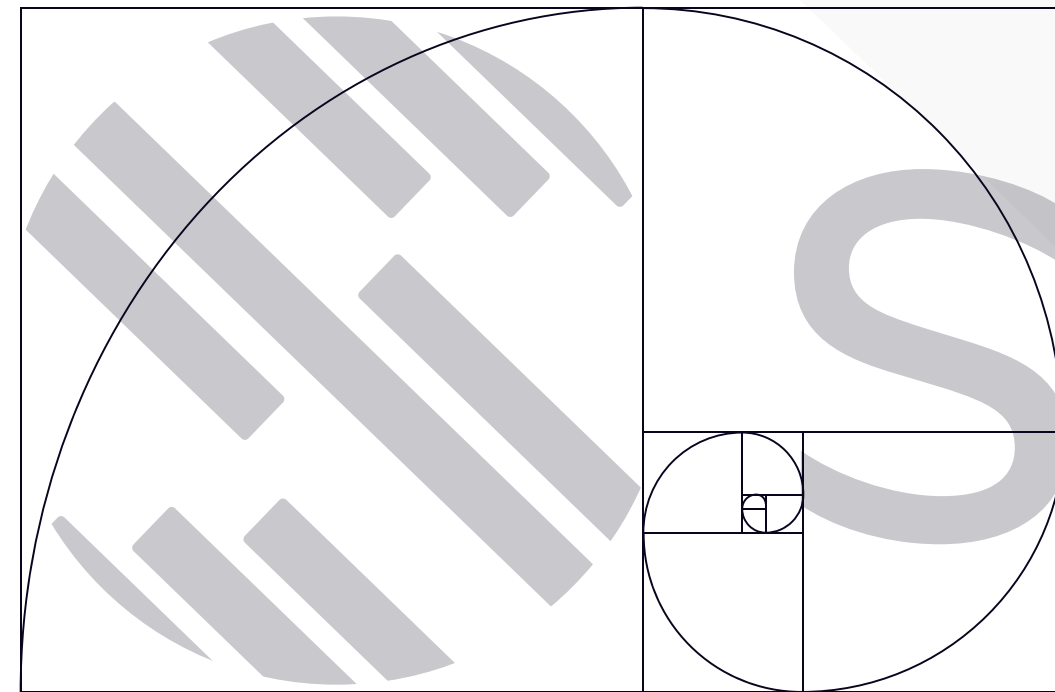
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Logo Drafting



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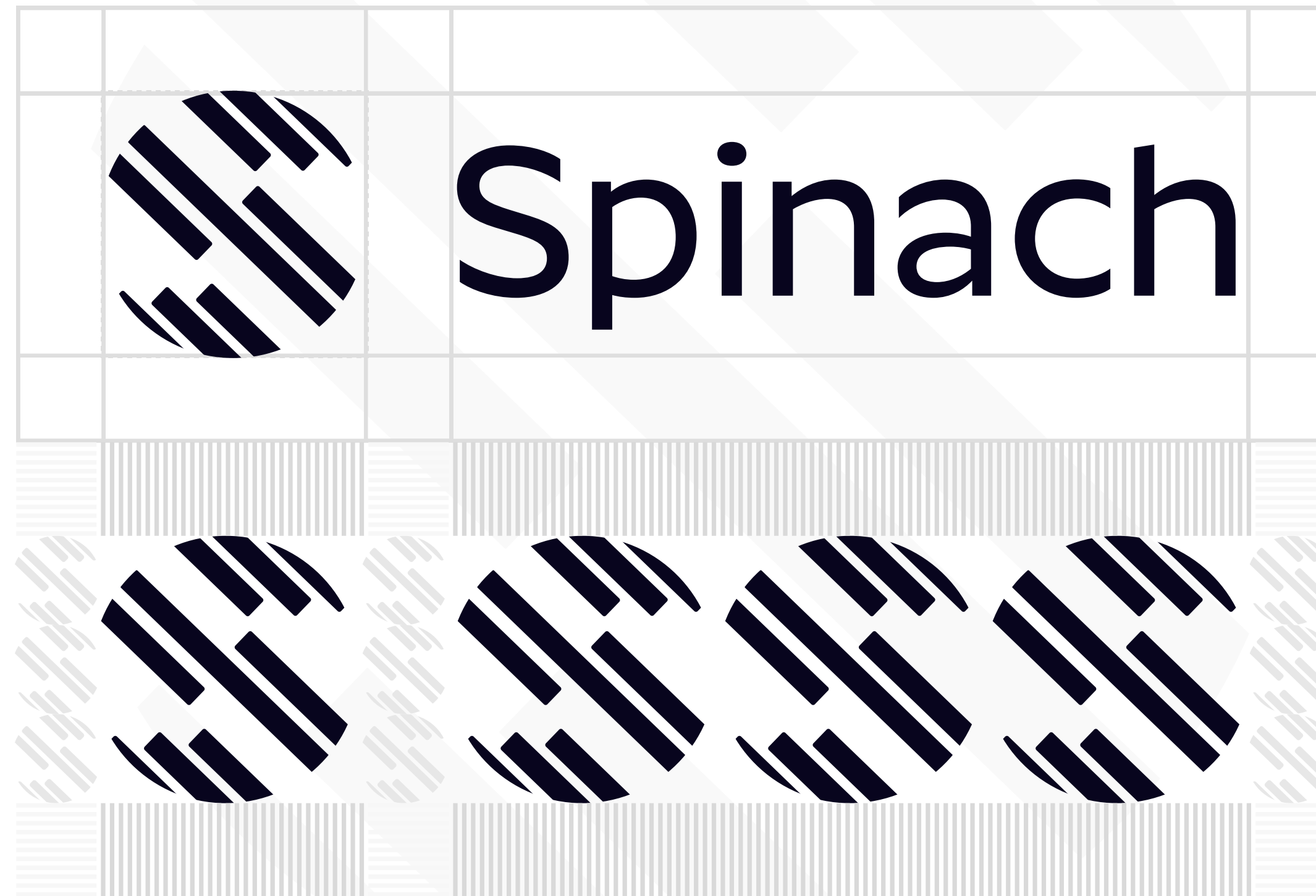


Space and Size*

The Golden Ratio Spacing

The spacing between the 2 elements of the logo, i.e. the Symbol and Name is derived from the formula of Golden Ratio

Note: The Space and Size of the Logo will always be a practice of Multiplication or Division of 3. Here's an example



Minimum Size:
Print: 10mm Height | Digital: 30px Height

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Planning Colors

Fresh Green

#3FCA66

#1

Green colour is associated with growth and new life

#2

Green colour is associated with money and wealth

#3

Human eyes are most sensitive with shades of green

Deep Blue

#08051E

#1

Blue colour are associated with trust and confidence

#2

Balance the Green color contrast for reliability.

Light Yellow

#FFFFE0

#1

Bring the feelings of friendliness and happiness

Off White

#F9F9FA

	#D9F4E0		#CECDD2
	#BFEDCC	#FFFFFF	#ADACB4
Tints	#9FE4B2	#FFFFEF	#83828E
	#7FDC99	#FFFFEA	#5A5869
	#5FD380	#FFFFE5	#312F44
Main Colour	#3FCA66	#FFFFE0	#08051E
	#35A855	#D4D4BB	#060317
	#2A8744	#AAAA95	
Shades	#20653	#808070	
	#154322	#55554B	#000000
	#0D2814	#3333	

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Final
Logo



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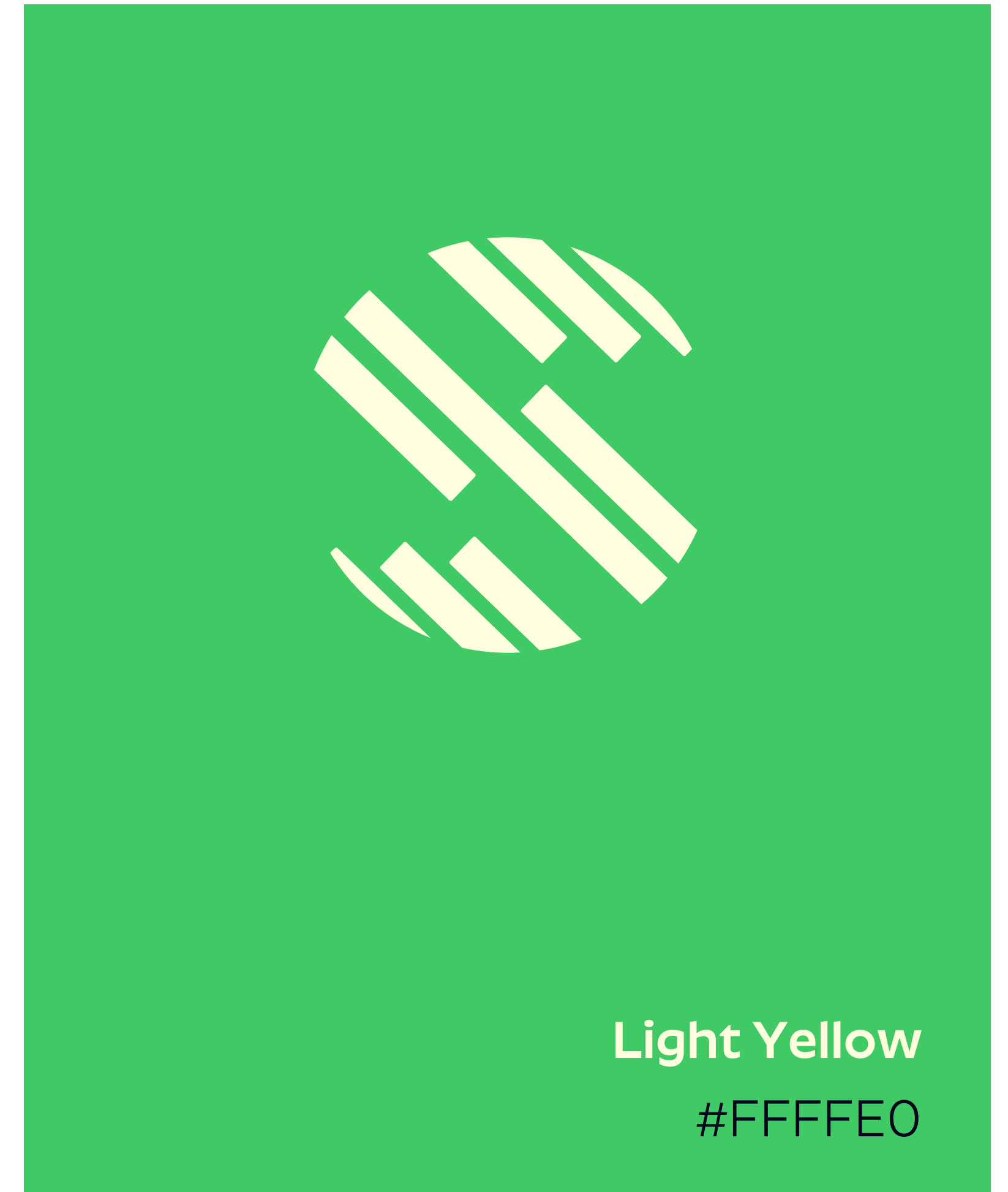
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Fresh Green
#3FCA66



Deep Blue
#08051E



Light Yellow
#FFFFE0

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Logo
Missuse

Avoid horizontal skewing



Avoid vertical skewing



Avoid rotating



Avoid rearranging



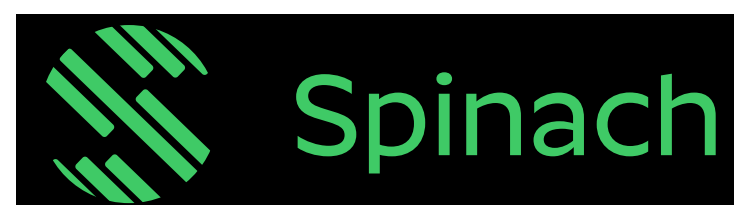
Avoid changing colour



Avoid using or adding strokes



Avoid boxing in logo



Avoid moving logo mark



Avoid adding special effects



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Typography

R O U N D O

REGULAR

MEDIUM

SEMIBOLD

BOLD



Aa


ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789


!@#\$%^&@

Layouts



Vikram Singh
May 18, 2022 · 10 min read

Cycling changed my life, and I never want to own a car again




Three years ago when I moved to the Netherlands, I knew the cycling culture would be intense going in, but

Follow



Today's Trending

 Shreya K. wrote for Meditative Mind


7 Affirmations Successful People Say. Every. Single. Day.

 Alice Anderson. wrote for Property

Challenges OF Finding A Home In 2022

 Gil Mahesh

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 Mike wrote for Human Rights

Seven Big Fat Lies of Motivational Speakers

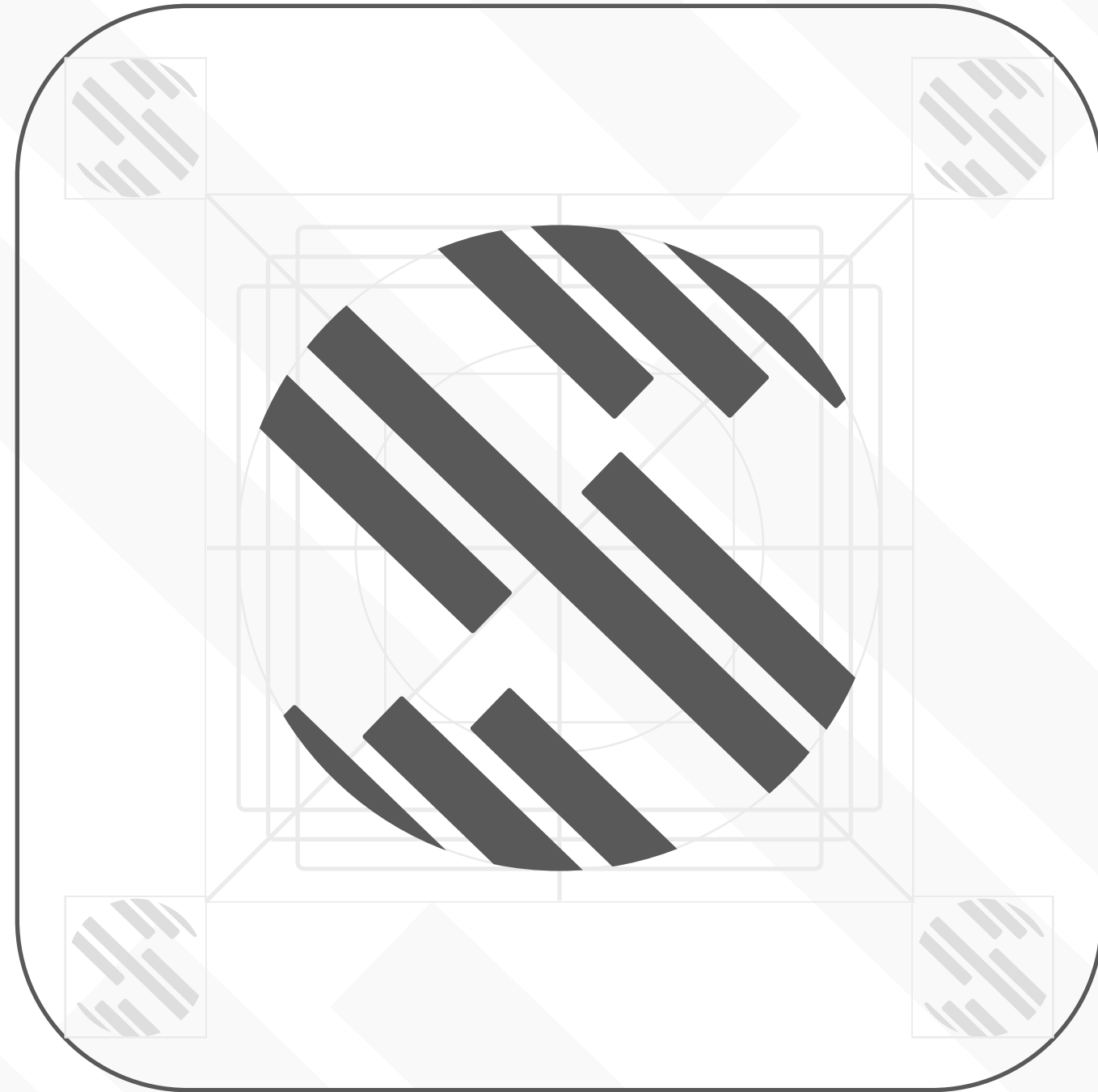
 John wee wrote for Personal Development

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Graphic Elements

Light Version



Dark Version



LinkedIn

The screenshot shows a LinkedIn profile for 'Spinach'. The profile picture is a green square with a white circular logo containing diagonal lines. The name 'Spinach' is displayed in bold, with the tagline 'Banking made better' below it. The location is 'Bangalore, Karnataka' and the follower count is '5,215 followers'. There are three buttons: '+ Follow', 'Visit website', and 'More'. The navigation tabs 'Home', 'About', and 'Posts' are visible, with 'About' selected. The 'Overview' section contains the text: 'With a mission to enable every business to offer the best of User Experience, our vision is to empower the next billion with usable technology. We are a Clutch.co Global Top 15 UI/UX Design Agency. Founded as WinkTales in 2012, Thence started as a niche UX Design Studio and has since transformed to offer full-cycle UX Solutions.'

Spinach
Banking made better
Bangalore, Karnataka · 5,215 followers

+ Follow Visit website More

Home **About** Posts

Overview

With a mission to enable every business to offer the best of User Experience, our vision is to empower the next billion with usable technology. We are a Clutch.co Global Top 15 UI/UX Design Agency. Founded as WinkTales in 2012, Thence started as a niche UX Design Studio and has since transformed to offer full-cycle UX Solutions.

Affiliated pages

- Thence: Digital Product Design & Engineering**
Design
Parent
13 connections work here
+ Follow

People also follow

- UX Collective**
Design
300,748 followers
541 connections follow this page
+ Follow



glassdoor

Thence

Companies

Location

Search

Sign In

Jobs

Companies

Salaries

Careers

For Employers

Post Jobs



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Engaged Employer

Overview

36 Reviews

27 Jobs

23 Salaries

21 Interviews

1 Benefits

Photos

Follow

+ Add a Review

Spinach Reviews

Updated 20 Jun 2022

Search job titles

Find Reviews

Clear All

Full-time, Part-time

English

Filter

Found 30 of over 36 reviews

Sort Popular

4.1 ★★★★★

Work in HR/Personnel or Marketing?

Get a free employer account

Interested in a New Job?

Upload a CV to mobile apply.

Reviews by Job Title

Crunchbase

The screenshot displays the Crunchbase interface for the organization 'Spinach'. At the top, the Crunchbase logo is on the left, followed by a search bar containing 'Search Crunchbase' and an 'Advanced' dropdown menu. On the right side of the header, there is a yellow 'START FREE TRIAL' button, a 'Solutions' dropdown, and a partially visible 'Prod' dropdown. Below the header, the organization's profile is shown. On the left is a green square logo with a white circular pattern of diagonal lines. To its right, the word 'Spinach' is displayed in a large, bold font, with 'ORGANIZATION' in smaller text above it. A horizontal navigation bar below the name includes tabs for 'Summary' (which is active), 'People', 'Technology', 'Signals & News', and 'Similar Companies'. The main content area is divided into three columns. The first column, titled 'About', contains a brief description: 'Spinach is a digital consulting firm that specializes in product life cycle management.' Below this are several key facts: 'Bangalore, Karnataka, India' (with a location pin icon), '101-250' (with a people icon), 'Private' (with a flag icon), 'www.spinach.com' (with a globe icon), and '166,341' (with a bar chart icon). The second column, titled 'Highlights', features three interactive boxes: 'Contacts 1', 'Employee Profiles 3', and 'Similar Companies 5', each with a right-pointing arrow. The third column, titled 'Recent M...', shows the text 'There is no rec...'. At the bottom of the page, there is a yellow button labeled 'Find More Contacts for Spinach' and a teal button on the right.



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Thank you