



Spinach

# Brand Guidelines

Version 1.0

Spinach

**About  
Brand**

Version 1.0

# 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,

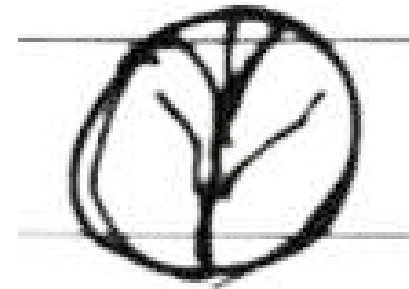
## Vision

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

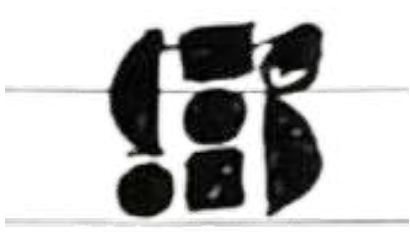
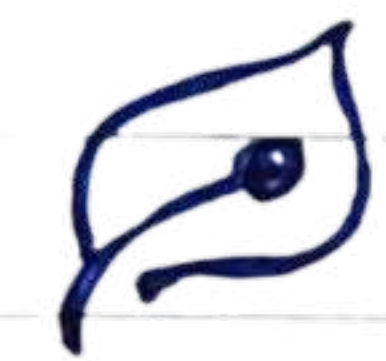
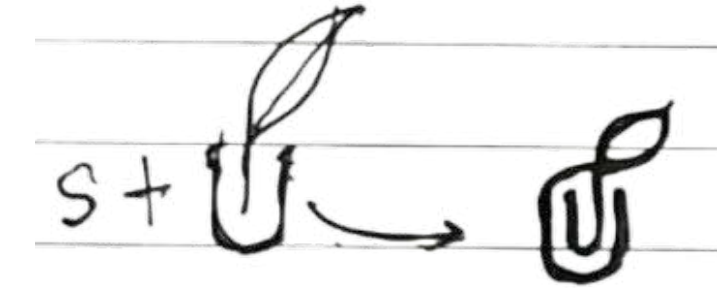
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# Ideation Process

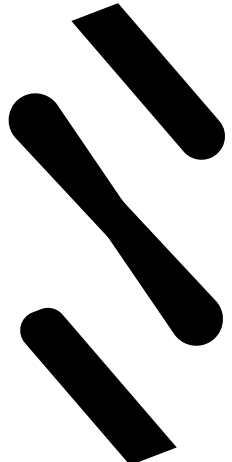
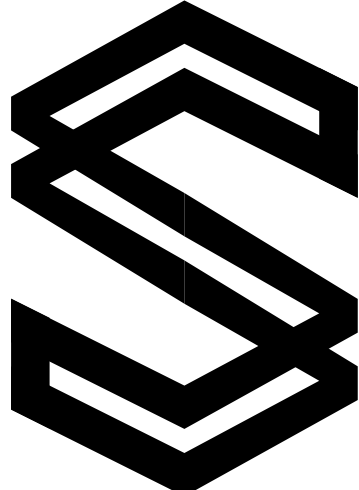
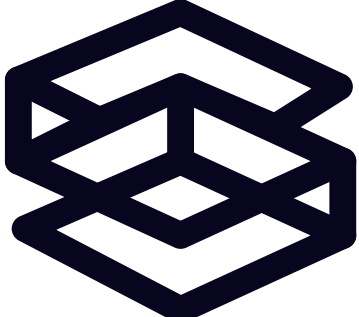
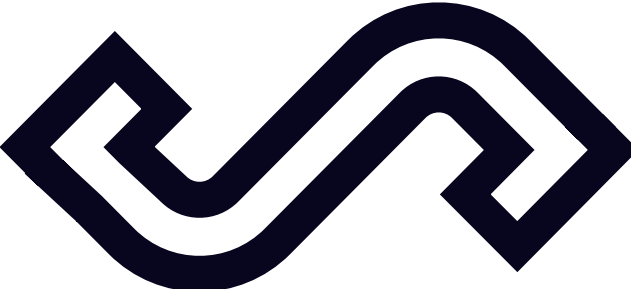
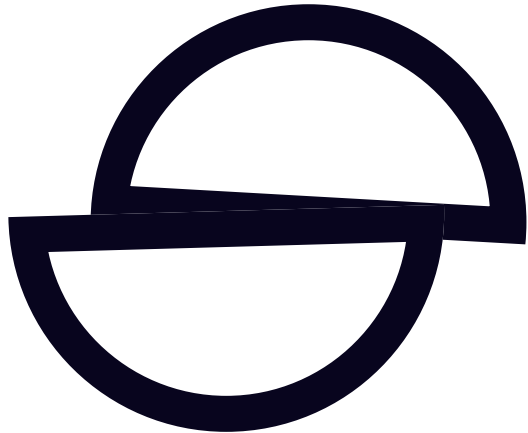
Version 1.0



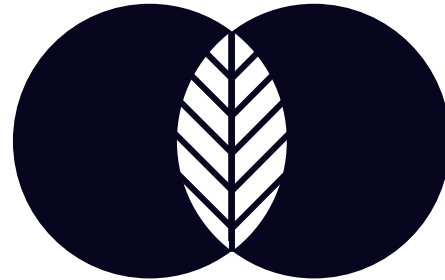
### Sketches



### 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**

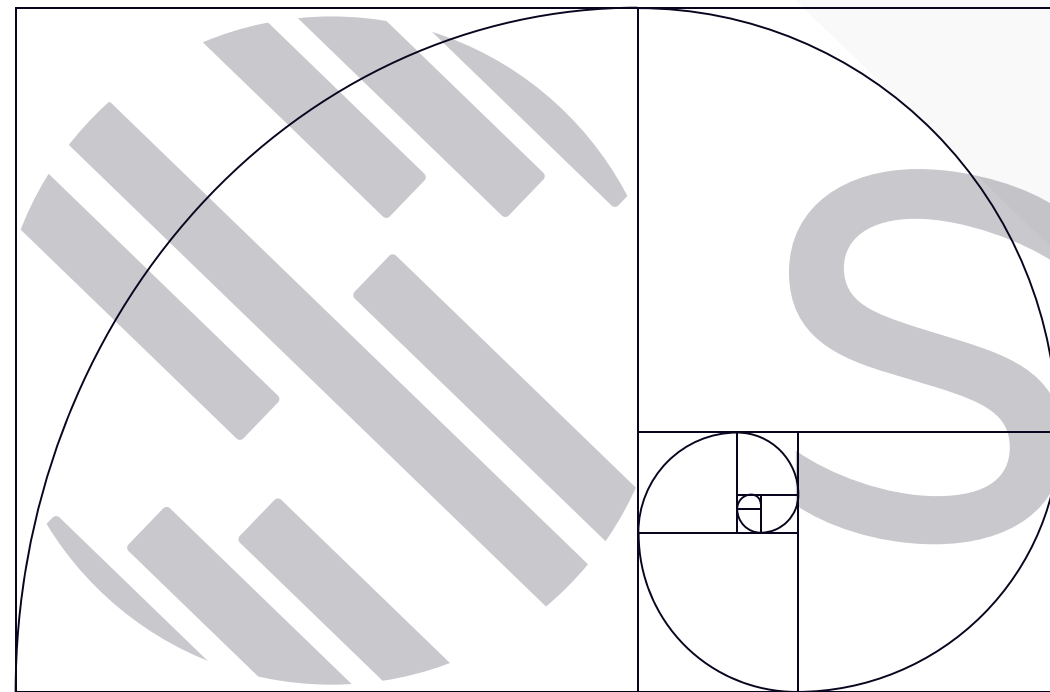
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# Logo Drafting

Version 1.0



# Spinach

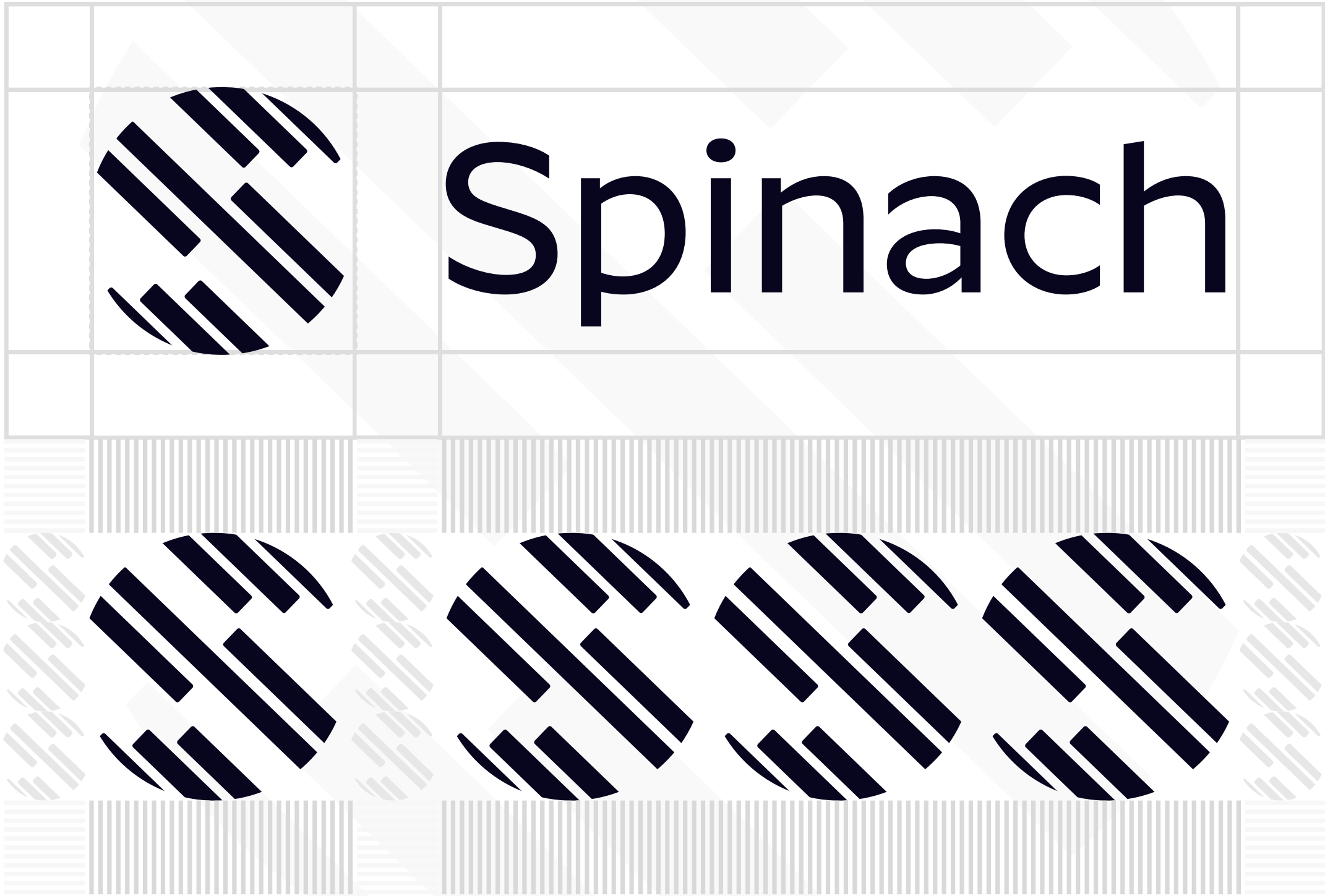


Space and Size\*

# 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



Tints	#D9F4E0	#FFFFFF	#CECDD2
	#BFEDCC		#ADACB4
	#9FE4B2		#83828E
	#7FDC99		#5A5869
	#5FD380		#312F44
Main Colour	#3FCA66	#FFFEE0	#08051E
Shades	#35A855	#D4D4BB	#060317
	#2A8744	#AAAA95	#000000
	#20653	#808070	
	#154322	#55554B	
	#0D2814	#3333	



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**Final  
Logo**





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**Fresh Green**  
#3FCA66



**Deep Blue**  
#08051E



**Light Yellow**  
#FFFFFFE0

Spinach

Logo  
Missuse



Avoid horizontal skewing



Avoid vertical skewing



Avoid rotating



Avoid rearranging



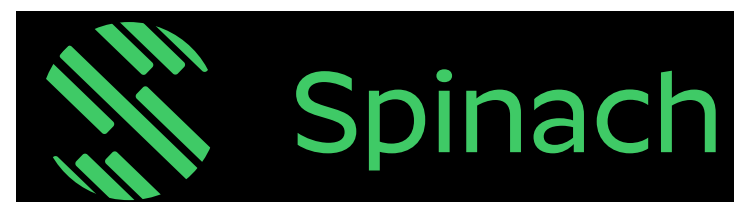
Avoid changing colour



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 what I wasn't prepared for is how it would redefine my view of cities, and how I interact with them.

Growing up in New Zealand, you learn pretty quickly that a car is the beginning and end of living there. Until

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

**Low Self-Esteem: How It Prevents Us From Living Happily**

 Mike wrote for Human Rights

**Seven Big Fat Lies of Motivational Speakers**

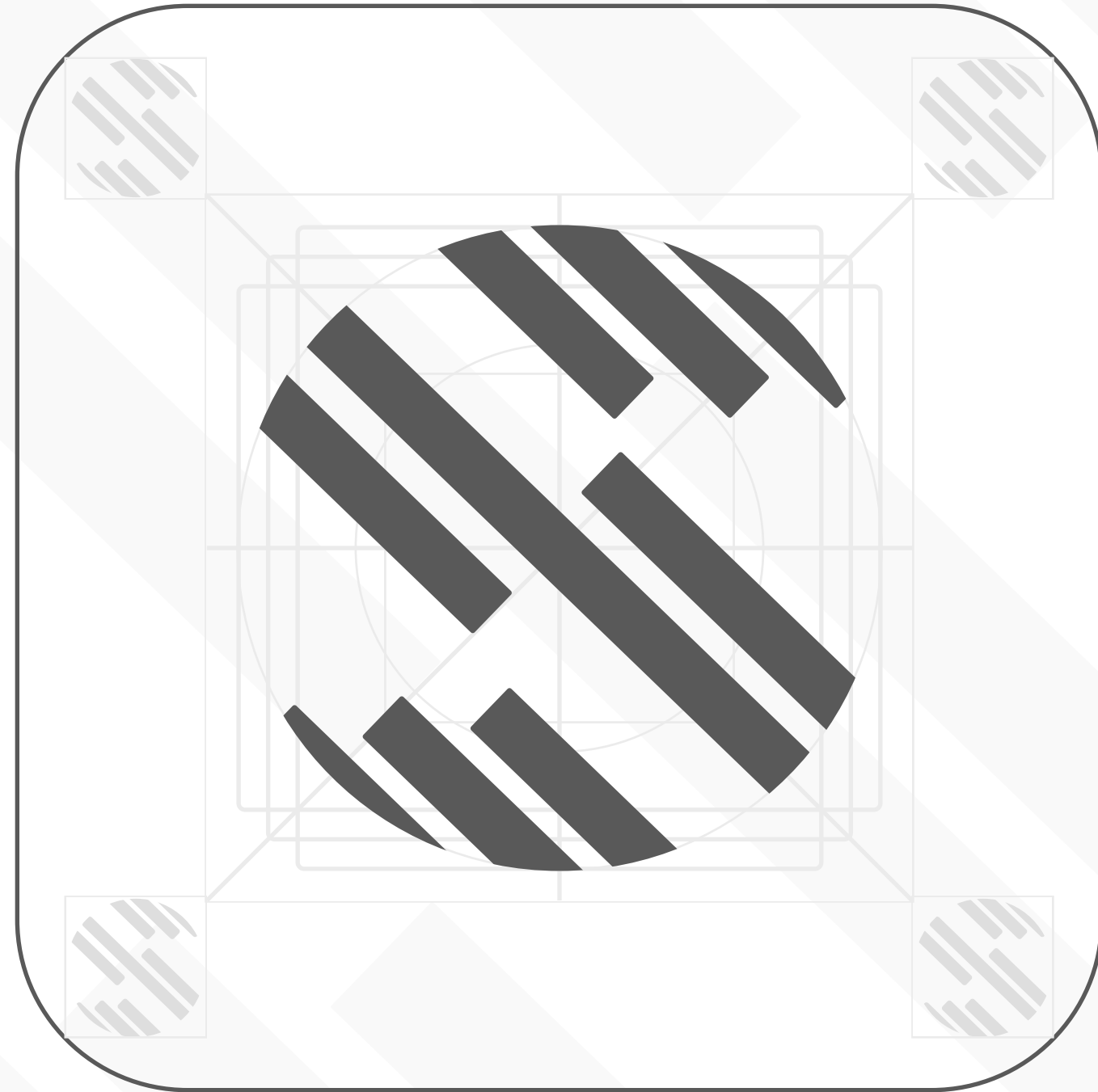
 John wee wrote for Personal Development

**Five Personal Development Habits That Make You 10x Better In A Short Time**

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# Graphic Elements

**Light Version**



**Dark Version**



# LinkedIn

The screenshot shows a LinkedIn profile for a company named 'Spinach'. The profile header includes a green square logo with a white geometric pattern. The company name 'Spinach' is in bold, followed by the tagline 'Banking made better' and location 'Bangalore, Karnataka . 5,215 followers'. Below this are three buttons: '+ Follow', 'Visit website' (with an external link icon), and 'More'. A navigation bar below the header has 'Home', 'About' (which is underlined), and 'Posts'. The main content area is titled 'Overview' and contains a paragraph: '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.' Below the overview is a 'Website' section with the URL 'https://www.thence.co/'.

On the right side of the profile, there are two sections: 'Affiliated pages' and 'People also follow'. The 'Affiliated pages' section shows 'Thence: Digital Product Design & Engineering' with a blue profile picture, the category 'Design', and 'Parent' status. It also shows '13 connections work here' and a '+ Follow' button. The 'People also follow' section shows 'UX Collective' with a polar bear profile picture, the category 'Design', and '300,748 followers'. It also shows '541 connections follow this page' and a '+ Follow' button. Below that, 'UX Tools' is listed with a black profile picture, the category 'Design', and '23,556 followers'.





glassdoor

Thence

Companies

Location

Search

Sign In

Jobs

Companies

Salaries

Careers

For Employers

Post Jobs



Spinach

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 ★★★★★



Recommend to a Friend

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

User Experience Designer (8)

Designer (2)

# Crunchbase

The screenshot shows the Crunchbase profile for the organization 'Spinach'. The header includes the Crunchbase logo, a search bar, an 'Advanced' filter dropdown, a 'START FREE TRIAL' button, and navigation links for 'Solutions' and 'Products'. The main content area features the organization's logo, name, and a navigation menu with tabs for 'Summary', 'People', 'Technology', 'Signals & News', and 'Similar Companies'. Below this, there are three main sections: 'About', 'Highlights', and 'Recent M...'. The 'About' section provides a description of Spinach as a digital consulting firm, its location in Bangalore, India, employee count (101-250), status (Private), website (www.spinach.com), and a value of 166,341. The 'Highlights' section shows 'Contacts' (1), 'Employee Profiles' (3), and 'Similar Companies' (5). The 'Recent M...' section is currently empty, displaying 'There is no record...'. At the bottom, a yellow banner promotes finding more contacts for Spinach, featuring a profile for Alok John and a call to action to view contacts for Thence.

crunchbase  Advanced START FREE TRIAL Solutions Products

ORGANIZATION  
**Spinach**

Summary People Technology Signals & News Similar Companies

### About

Spinach is a digital consulting firm that specializes in product life cycle management.

- Bangalore, Karnataka, India
- 101-250
- Private
- www.spinach.com
- 166,341

### Highlights

- Contacts: 1
- Employee Profiles: 3
- Similar Companies: 5

### Recent M...

There is no record...

### Find More Contacts for Spinach

Alok John

View contacts for Thence to access new leads and connect with decision makers.





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Thank you