

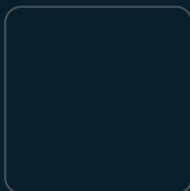


Corporate Identity & Logo Asset Pack

AI-native software for wallet and payment operations



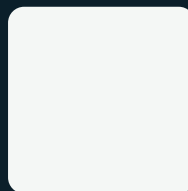
#008B8B



#0B1F2A



#54E883



#F4F7F5



#D8A94E

The FinnoLab wordmark.

The primary wordmark pairs the mark with the FinnoLab logotype. Use the dark-text lockup on light surfaces and the light-text lockup on Midnight Navy or photography. Never recolour, stretch, rotate, or add effects to the lockup.



Primary — dark text on light



Monochrome navy



Monochrome white

The mark and its space.

The standalone mark is used for app icons, favicons, avatars and any context under 120px wide. Always preserve clear space equal to the height of the mark on every side. Minimum sizes: 24px for the mark, 120px wide for the full lockup.



- Don't — Recolour the mark
- Don't — Stretch the lockup
- Don't — Add drop shadows
- Don't — Place on busy imagery
- Do — Use approved colourways
- Do — Respect clear space

Clear space = 0.5× mark height

APPLIED — ICON SIZES



512 px



192 px



48 px



32 px



16 px

The mark stays legible down to 16 px. Below 24 px, use the flat single-colour version.

BACKGROUNDS

Approved surfaces: Soft Cloud, pure white, Midnight Navy, Deep Teal.

Never place the lockup on Electric Mint, Muted Gold, gradients or photography without a solid plate.

A palette built for trust.

Deep Teal carries every primary action. Midnight Navy anchors dark surfaces and the footer. Electric Mint is reserved for accents, highlights and interactive states. Muted Gold is optional, for premium or enterprise-tier moments only.



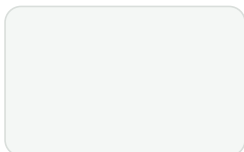
Deep Teal
#006B68 • Primary • buttons, links, active nav



Midnight Navy
#0B1F2A • Dark base • footer, hero sections



Electric Mint
#54E6B3 • Accent • highlights, eyebrows, focus



Soft Cloud
#F4F7F5 • Background • light surfaces, cards



Muted Gold
#D8A94E • Premium accent • sparing use only

BALANCE



58% Soft Cloud • 24% Deep Teal • 12% Midnight Navy • 4% Electric Mint • 2% Muted Gold

Contrast: Deep Teal on Soft Cloud and white text on Midnight Navy both clear WCAG AA at body sizes. Electric Mint is never used for body text on light surfaces — reserve it for accents, borders and focus rings on dark backgrounds.

Space Grotesk & Inter Tight.

Space Grotesk sets every headline with tight tracking and confident weight. Inter Tight carries body copy, UI labels and long-form reading. Eyebrow labels are set in Inter Tight Medium, uppercase, with wide letter-spacing.

Aa Bb Cc 0123

Space Grotesk Bold — Display & headings

Aa Bb Cc 0123

Inter Tight Regular — Body & interface

Display	Space Grotesk Bold	48 / 52
H1	Space Grotesk Bold	36 / 42
H2	Space Grotesk Medium	26 / 32
Body	Inter Tight Regular	16 / 26
Small	Inter Tight Regular	13 / 20
Eyebrow	Inter Tight Medium	11 / 16, +0.18em, uppercase

SPECIMEN

Modernise step by step.

FinnoLab.AI is the AI-powered software layer behind end-to-end wallet and payment operations, helping banks, fintechs, lenders, insurers and financial service providers modernise step by step — without a full replacement, and without us ever becoming a payments operator ourselves.

Fallbacks: Space Grotesk to Helvetica Neue, Arial. Inter Tight to Inter, system-ui, sans-serif.

Never use italics in headlines. Sentence case for headings; title case is reserved for product names.

What's in the pack.

logo/png

Full lockup, dark & light text — 400 / 800 / 1200 / 1920 px

logo/mono

Single-colour lockups — navy, white, teal

mark/png

Standalone mark — 128 / 256 / 512 px, plus mono navy & white

favicon

16, 32, 48, 180, 192, 512 px, apple-touch-icon, favicon.svg, site.webmanifest

palette

Flat colour swatches for the five brand colours

All assets are exported with transparent backgrounds at production resolution. For any application not covered here, contact hello@finnolab.ai before publishing.

File formats

PNG — transparent, sRGB

SVG — favicon only

Webmanifest — PWA icons

Usage & contact

Internal & partner use approved

No modification of the lockup

hello@finnolab.ai