

Brand guidelines

The purpose of this brand guide is to act as a growing resource to capture the values, principles and visuals that make up the Bankful brand. This helps us design and deliver experiences that are both beautiful and uniquely Bankful to our merchants and partners.

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About the brand^①

OUR VISION

Venture ahead

Some businesses are a sign of things to come. Yours is already taking orders. You're serving customers others haven't caught on to. Building in categories they're still trying to categorize. Making a living from what they call "too soon."

You shouldn't have to wait for your payments partner to catch up. We believe a business ahead of its time deserves a partner thinking ahead with it. Payment technology that makes room for new ways to sell. People who take the unfamiliar seriously. The experience to help you put your next idea to work. You're building what comes next. We're built to help you get there.



BEHAVIORS

We're excited about your venture^①

Straight answers, no runaround^②

We see what's coming and tell you first^③

WHAT WE FIGHT

The blanket decline^①

The runaround^②

The fragmented stack^③

Logo^②



LOGO

Our logo represents us and leaves a mark in our customers minds.

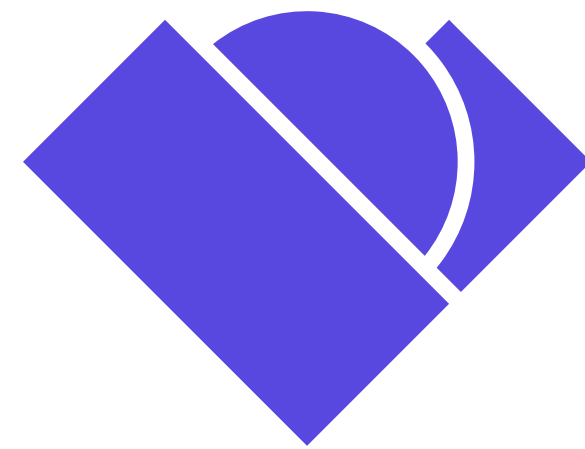
The Bankful logo is the cornerstone of our brand identity. Our distinctive icon depicts an open wallet with a coin—a visual representation of accessible payments and financial possibility.

Paired with bold, modern typography, the mark communicates that we're both approachable and powerful, ready to serve merchants that others turn away.

LOGO

Designed with purpose

The Bankful icon can stand alone in contexts where the full logo would be too large or where brand recognition is already established. Use the icon in app environments, social media profile pictures, favicon applications, and as a graphic element in branded materials.



Brand mark / Icon

The icon depicts an open wallet with a coin.
The dynamic angle suggests forward motion.

bankful

Wordmark

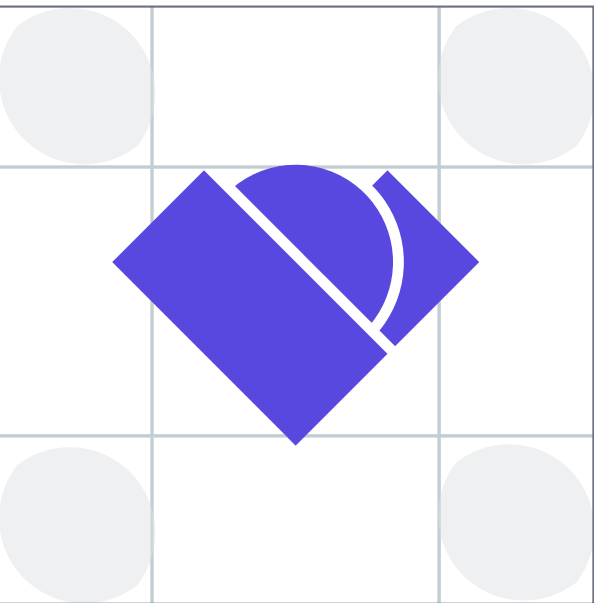
The custom wordmark uses bold, rounded letterforms with geometric consistency.

LOGO

Let it breathe

Clear space protects the integrity and visibility of our logo. The minimum clear space around the logo should equal the height of the icon mark on all sides. This ensures the logo has room to breathe and maintains maximum impact across all applications.

Never crowd the logo with other design elements, text, or graphics. This clear space rule applies whether the logo appears at minimum size or is scaled larger. Respecting this boundary ensures our brand remains prominent and professional in every context, from business cards to billboards.



LOGO

Logo options

The Bankful logo has been designed to work seamlessly on both dark and light backgrounds. On black or dark backgrounds, use the logo with white wordmark. On white or light backgrounds, use the logo with black wordmark. The icon always remains in brand purple regardless of background.

Always use the appropriate logo version for your background color to ensure maximum legibility and contrast.

ON BLACK



ON WHITE



LOGO

App icon

The Bankful app icon is a simplified version of our brand mark, optimized for small-scale digital applications. The symbol is rendered in white against our signature purple gradient, following iOS and Android design standards for a rounded square format. Never alter the icon's colors, proportions, or corner radius to maintain consistency across all platforms.



LOGO

App icon

The Bankful app icon must be exported at multiple sizes to meet platform requirements for iOS, Android, and web applications. Each size maintains the same proportions and design, ensuring consistency whether the icon appears at 16px or 1024px. Always use official app icon files provided by the brand team.



Typography³

Good typography doesn't call attention to itself—it makes our message impossible to miss.

Typography is more than aesthetics—it's how we speak to merchants, partners, and the world. Every font weight, size, and spacing decision reinforces that Bankful is both technically sophisticated and refreshingly human.

Whether a merchant is reading an email, navigating our dashboard, or reviewing a contract, the type should feel unmistakably Bankful—confident without being cold, professional without being pretentious.

Primary typeface

Inter is our primary typeface across all digital and print applications. Its clean, geometric forms echo the precision of our logo while maintaining excellent readability at any size. Designed specifically for user interfaces, Inter ensures our communications feel contemporary and accessible whether on screen or in print.

Inter

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890-#&\$%@!?*

Fonts in use

Use Inter Regular for body copy, captions, and general text applications. Its neutral weight ensures maximum readability in long-form content. Inter Medium works well for subheadings, navigation elements, and UI labels. Reserve Inter Bold for headlines and moments requiring strong visual hierarchy.

Maintain consistency by limiting weight variations within single compositions. Mixing too many weights can create visual clutter and weaken hierarchy. When in doubt, Regular and Bold provide enough contrast for most applications.

Inter
Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890–#&\$%@!?*

Inter
Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890–#&\$%@!?*

Inter
Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890–#&\$%@!?*

Designer: Rasmus Andersson

Colors^④

COLORS

Use colors to express the Bankful brand.

Our color palette reflects the confidence and forward-thinking nature of the merchants we serve. Each color plays a strategic role in expressing our brand's personality—trustworthy yet bold, professional yet approachable.

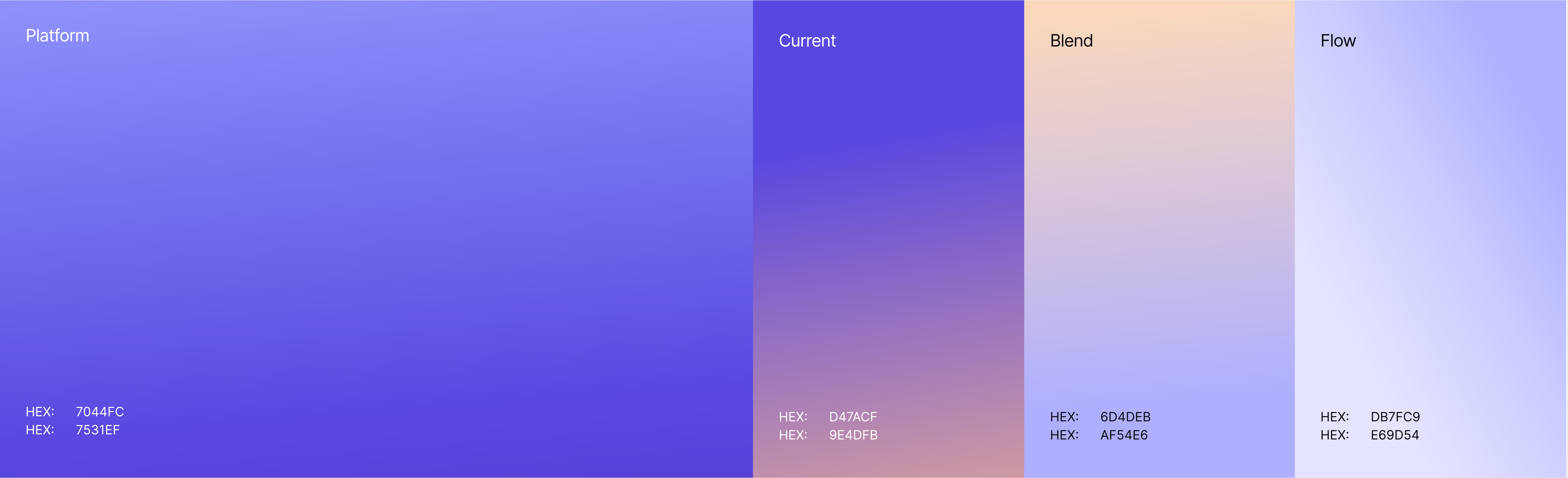
Primary colors

Bankful Purple HEX: 5A48E0 RGB: 90, 72, 224 CMYK: 60, 68, 0, 12	Violet HEX: AFB0FF RGB: 175, 176, 255 CMYK: 31, 31, 0, 0	Stone HEX: F0F0F0 RGB: 240, 240, 240 CMYK: 0, 0, 0, 6	Carbon HEX: 212121 RGB: 33, 33, 33 CMYK: 0, 0, 0, 87	Vault Gray HEX: 29313D RGB: 41, 49, 61 CMYK: 33, 20, 0, 76
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When and how to use our colors

Use white and light gray as your canvas for clean, professional layouts that emphasize trust and clarity. The dark gray and black provide strong contrast for text. Bankful Purple serves as our signature accent color—use it strategically for CTAs and interactive elements to drive action and reinforce brand recognition.

Gradients



When and how to use our gradients

Our gradients reflect Bankful's forward-thinking approach to payments. Use these color combinations for hero sections and feature highlights. Apply gradients thoughtfully—they work best on large backgrounds where the transition can be fully appreciated.

Imagery⁵

Grit meets glory

Our photography celebrates the merchants behind the businesses we serve: sharp, scrappy, and unapologetic. We favor gritty, real-life moments where the hustle meets the good life, with strong contrast and confident subjects. Every frame real moments of creativity, craftsmanship, and ambition.

Style principles

- Subjects in their own spaces, surrounded by their craft
- Natural light with bold, confident color
- A range of people that reflects our merchant community
- Grit over gloss: texture, grain, and imperfection are welcome
- Confident, self-assured moments over stiff poses
- Room to breathe: leave negative space for type and product UI



People photography

Meet the rule-breakers.

Show the person and the work. Environmental portraits place merchants in their own shops, studios and workshops, with the tools and products of their trade in frame.

Studio portraits are simpler: one person, one solid color backdrop, a direct look at the camera. When the product is the point, show it in hand, with Bankful purple UI on the screen.



① ENVIRONMENTAL PORTRAIT



② STUDIO PORTRAIT

IMAGERY

Product imagery

Bold color. Hard shadows.

Products are shot vertically against a single pastel backdrop, lit with hard, directional shadows. Our subjects come from the categories our merchants sell in: pills, gummies, cannabis, coins, headphones, pet treats. Keep compositions simple and sure of themselves: one subject or a tight repeat, clean edges, one backdrop color and one shadow direction.



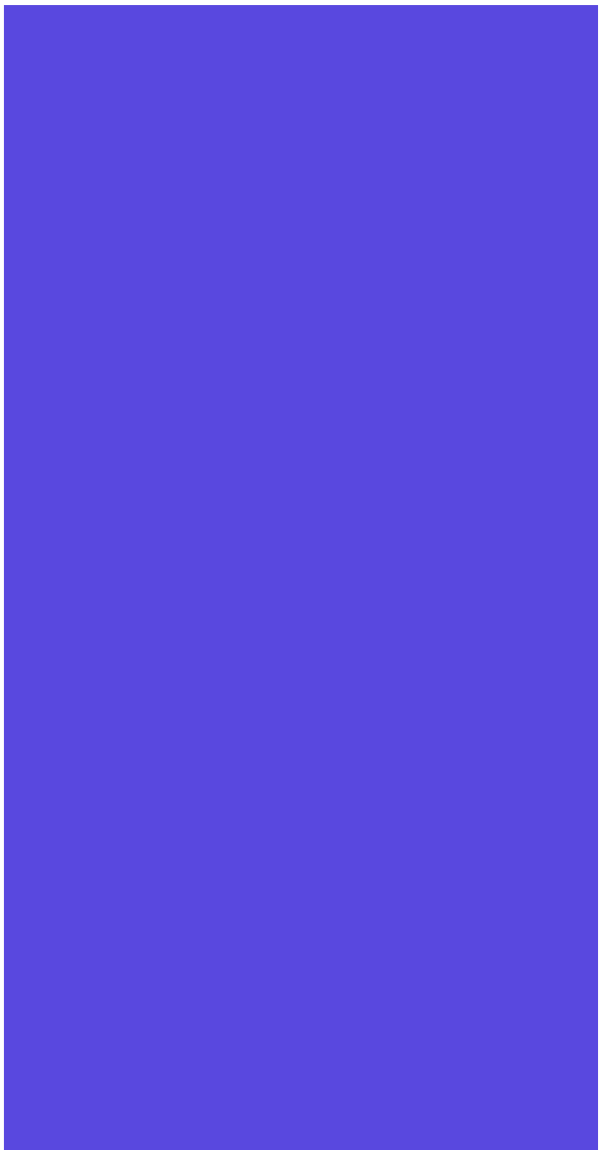
Visual elements^⑥

Shapes

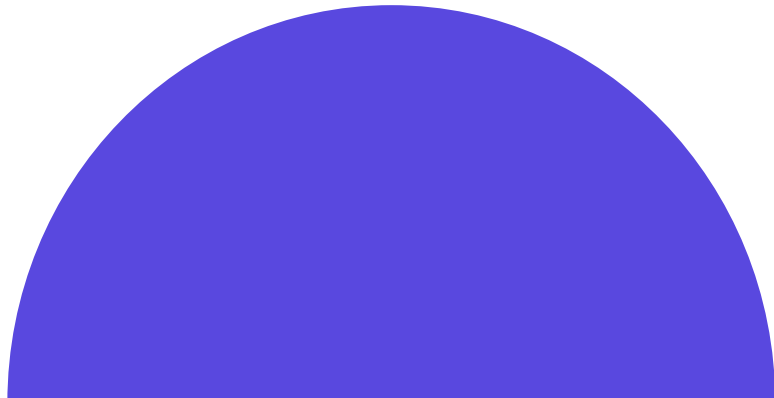
① SHAPE 01



② SHAPE 02



③ SHAPE 03



Pulled out of the logo, three simple shapes become a graphic language of their own: a corner curve, a rectangle and a semicircle. They keep Bankful recognizable as the look evolves. Use them as texture, never as the message.

Shapes



① IMAGE MASK



② SOLID COLOR



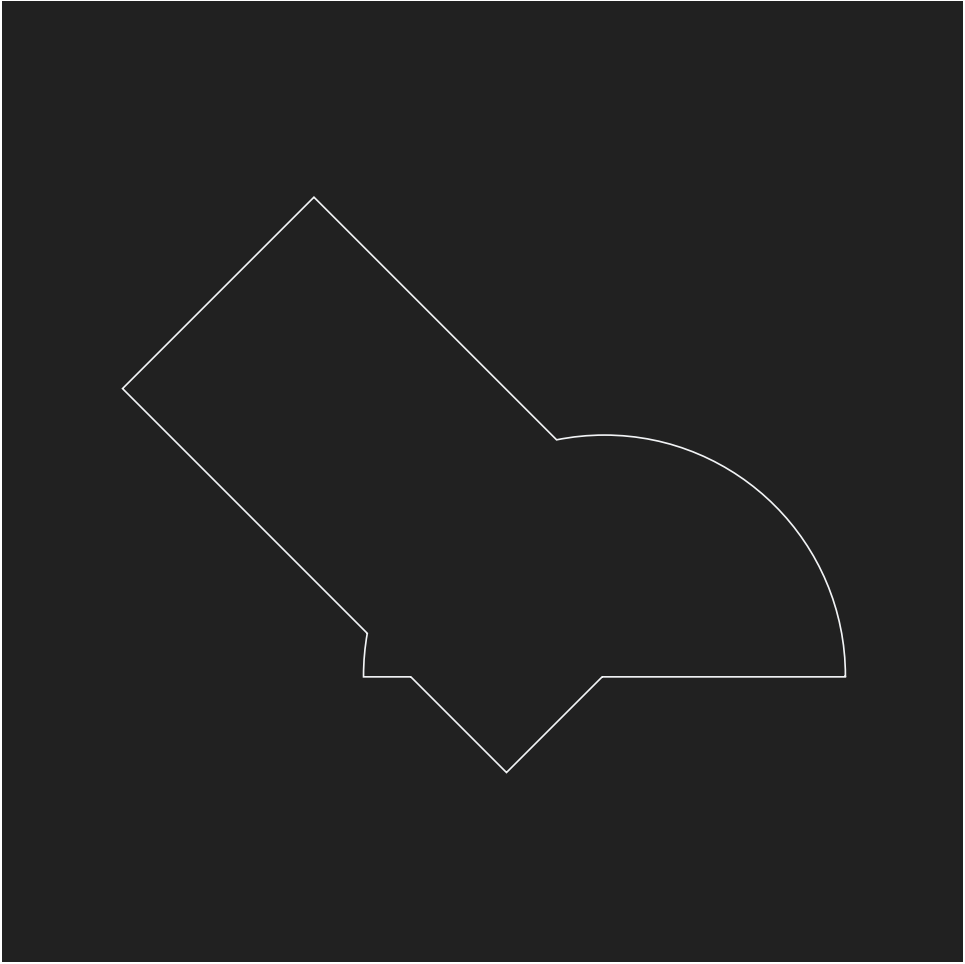
③ IMAGE + OUTLINE



④ IMAGE MASK



⑤ SOLID COLOR



⑥ OUTLINE

The shapes behave differently depending on context. Use them as solid color in Bankful Purple, Bankful Dark, White or Light Gray.

Grids & wayfinding

Grids

We use grids as guidance systems. Sometimes they stay hidden. Sometimes they become part of the composition. Either way, they help organize information and create orientation. Lines are drawn at 50% opacity with the thinnest stroke that remains visible: White on dark backgrounds, Dark on light.

Navigation details

Every detail helps you navigate. Pages feel charted rather than designed. Navigation exists in the smallest elements.

- ① Coordinates.
- ② Markers.
- ③ Reference points.
- ④ Annotations.
- ⑤ Captions behave like field notes.



Applications⁷

APPLICATIONS

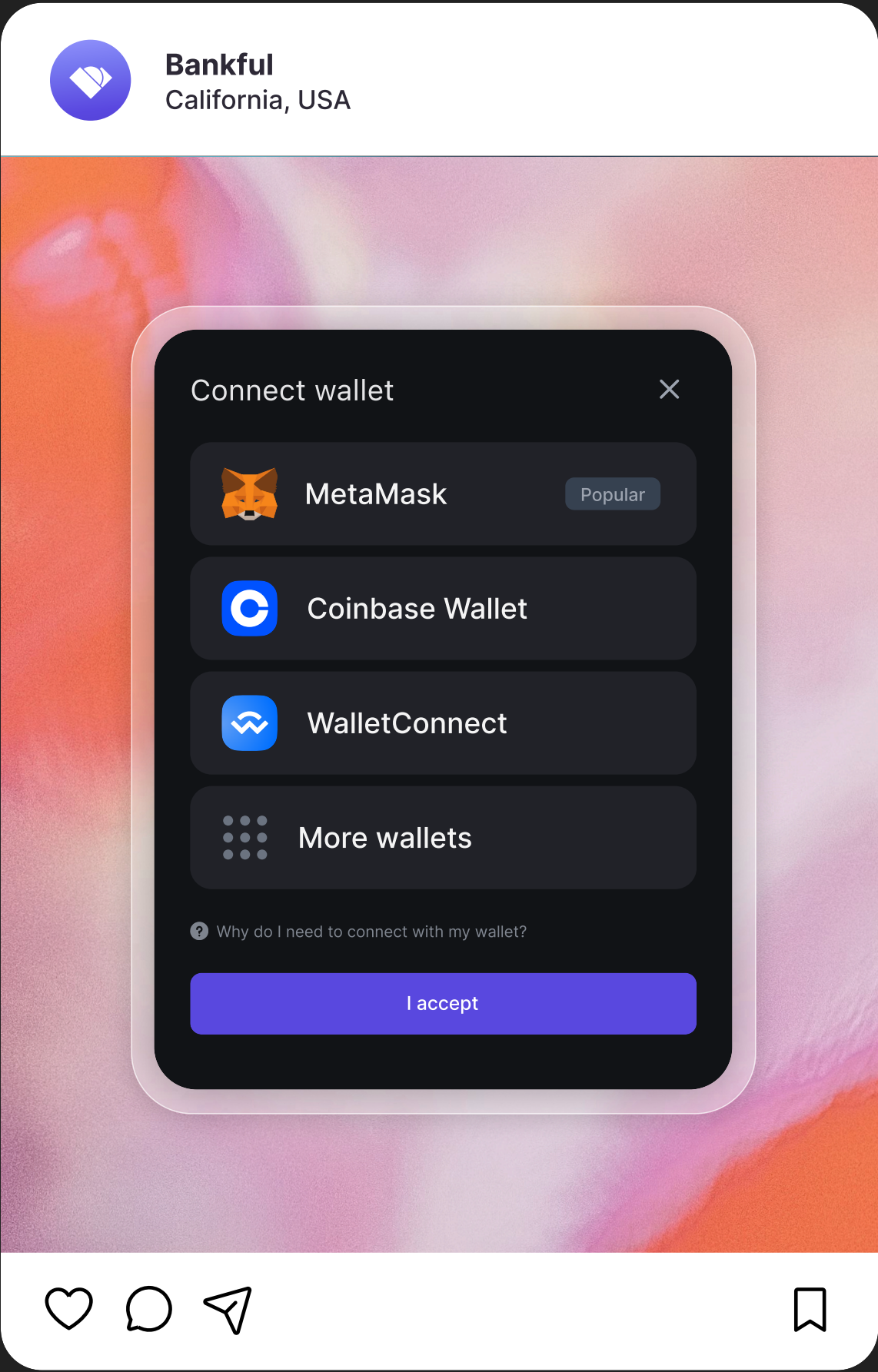
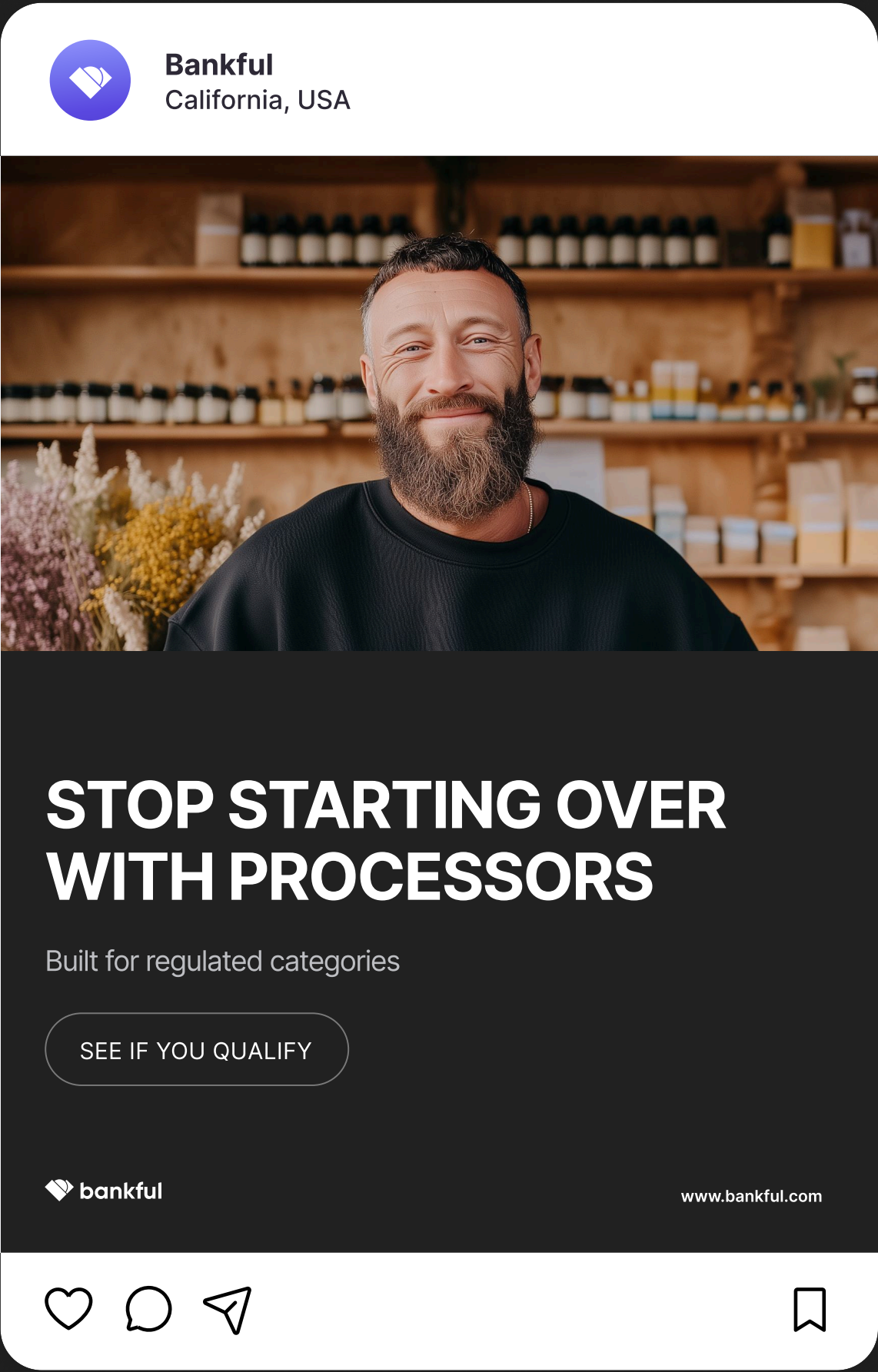
Posters

At street level, the message is direct. Dark poster, merchant in their own space, and a headline that says what they came for. Supporting copy stays small and specific to what we offer. The logo anchors the left, and “Venture Ahead.” signs off on the right.



Paid ads

Paid ads have a second or two to earn attention, so lead with one clear idea. Pair a real merchant portrait with a bold headline and a single call to action. When the story is a product feature, let a clean UI visual take the lead. Keep the layout simple, and keep the sign-off consistent.



FOR BRAND INQUIRIES CONTACT:
MARKETING@BANKFUL.COM

