

# BARAKAPAY

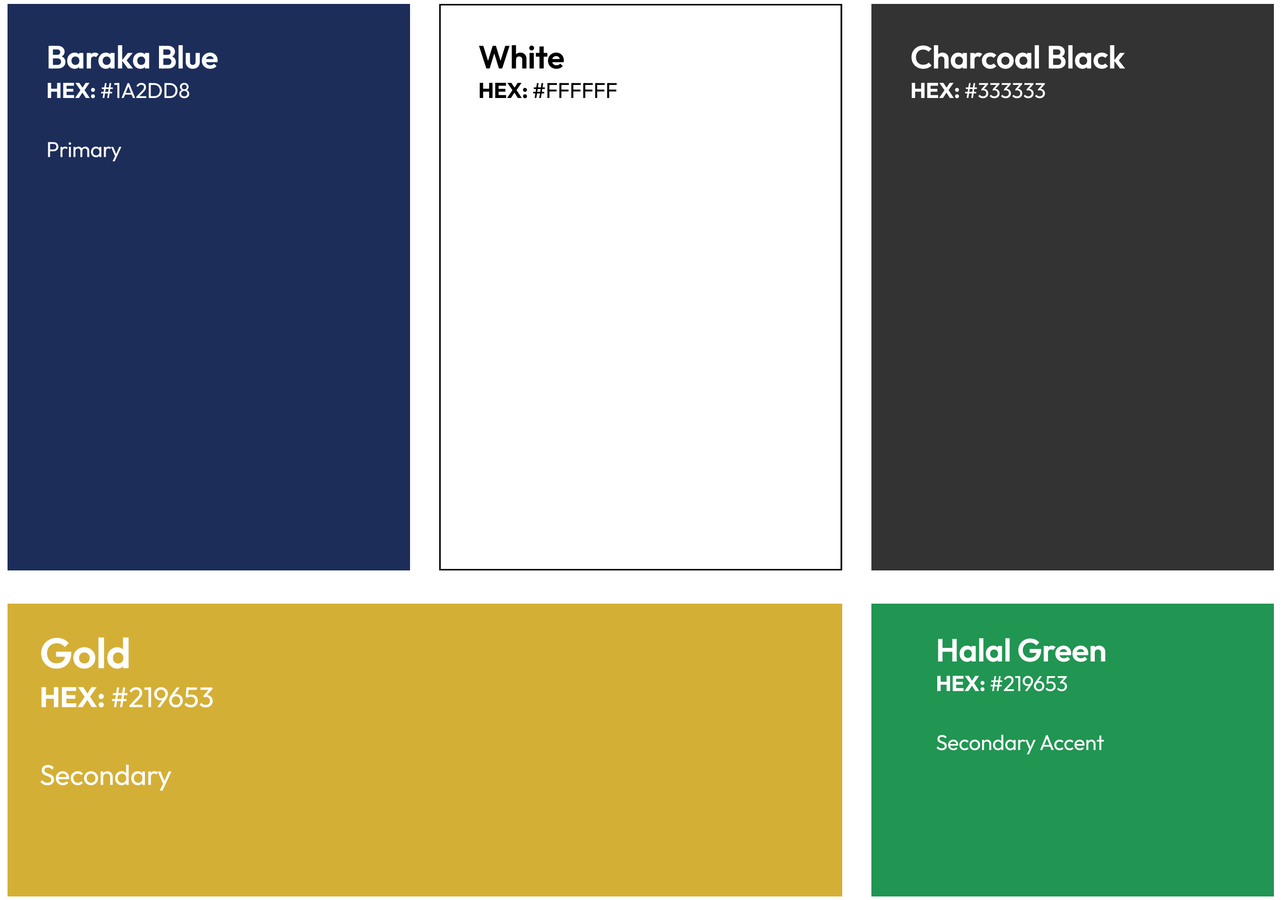
ETHICAL FINANCE, POWERED BY YOUR DATA.

# Getting ready for a new venture?



# Colors

Our Nord Blue color is vibrant and distinct. Combined with black and white creates a minimalistic style while still looking modern and bold. Our secondary colors creates warmth and pi-zazz. Combine the colder blues and the warmer beiges for a nice color contrast.




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# Social Media

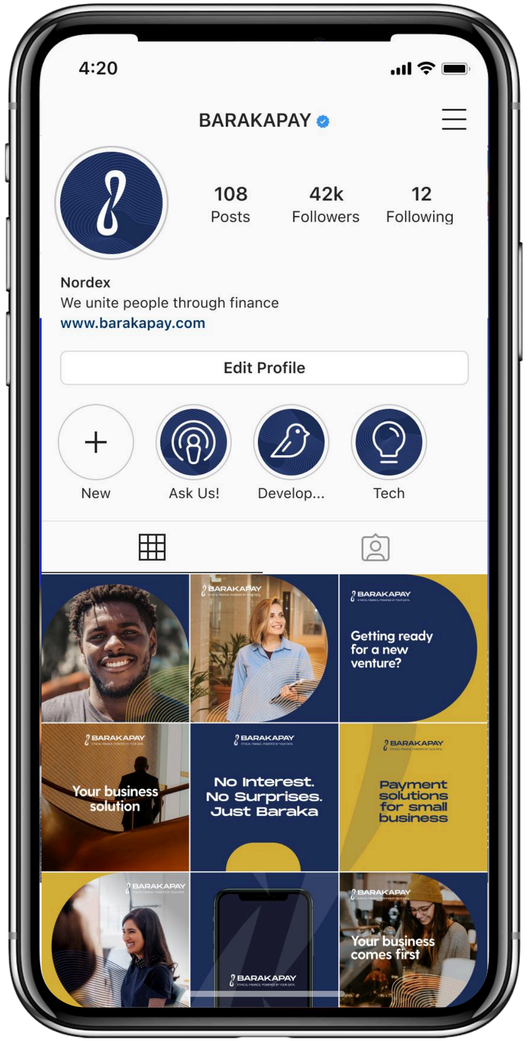
Our social media creatives put people in focus. We use photography and intergrate our core colors along with our to establish strong unique creatives. Our blue stands out and our gold sets a nice warm tone.




**Anders Andersson**
CEO

name@example.com
+123456789

Adress 1028
Stockholm, Sweden



# Typography: Monument Extended

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk

Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu

Vv Ww Xx Yy Zz 0123456789

For titles we use Monument Extended. It's a modern and symetric font that emphasises the forward-thinking nature of Barakapay.

Regular

UltraBold

# Typography: Outfit

For paragraphs we use outfit Regular. It’s a clean font with high readability.

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789**

| | |
|---|---|
| Thin | Payment solutions |
| ExtraLight | Payment solutions |
| Light | Payment solutions |
| Regular | Payment solutions |
| **Medium** | **Payment solutions** |
| **SemiBold** | **Payment solutions** |
| **Bold** | **Payment solutions** |
| **ExtraBold** | **Payment solutions** |
| **Black** | **Payment solutions** |

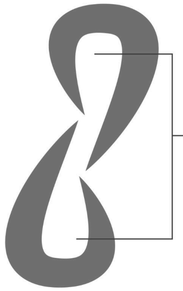
# Logotype



The BARAKAPAY logotype is a modern and clean wordmark that is easily applicable in all areas. It represents our place in the modern finance space.



A stylized “B” for Baraka



Connection node representing Open Banking APIs



Symbol representing Small Letter “B” With sharp edges moving upwards to show growth, swift transancations & trustworthiness.



Symbol representing Letter “P” with the use of whitespace



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# App Icon

The app icon is making use of our signature “B” emblem. Combined with our vibrant Blue this icon will definitely pop among all your app icons.




Bashi Media Brand Book
BARAKAPAY
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Logo Variations
Logo Abstract
2022
07
08