



AIRCASH

BRAND GUIDELINES

 aircash 



Hello.

We are happy that you are here.

Section 1: Definition of the Brand

In this section, we describe the components of the Aircash brand, including what we stand for, what sets us apart, why we choose the words we use, and how we have decided to present ourselves in public.

Who we are?

Aircash is the first Croatian multi-currency cash Wallet. A licensed electronic money institution with a license from the Croatian National Bank, valid in all European Union countries.

An application for everyday use.

Our mission is to make human life simpler, more comfortable, and more productive.

Our vision is a world where everything is in one place, accessible in just a few steps.

Brand name: it is important that when writing the word Aircash, the original form is not changed. Air Cash, Airkeš, aircash, and similar combinations are incorrect and not valid.

How do we describe the need for the Aircash application?

Challenge

Assessing the needs of the target audience is one of the biggest challenges for all developers who deal with mobile application solutions, including us. With aggressive competition, the race to understand the users begins. Ensuring that the application satisfies all user requirements and solves the problems users may face with maximum security are just some of the challenges.

Solution

Aircash offers a solution for the everyday needs of users.

A mobile application that provides a wide range of financial services

- sending and receiving money domestically and internationally
- purchasing and paying for various services
- innovative cash withdrawal and deposit services

Result

We provide users with the ability to access desired services in just a few clicks - without the need for the user to have different applications for sending money, paying bills, buying tickets, or paying for parking.

Brand values

Innovation

Modern approach. Advanced technology. Development.

Innovation means making everyday things more accessible and simpler. By doing so, we further encourage the development of society and new technologies.

Kindness

Generosity. Thoughtfulness.

Make an effort to save time for others (time is equally important for everyone). Do extra things to make it easier for others; prepare in advance, anticipate needs. Be honest, humble, and fair.

Playfulness

Openness. Attractiveness. Creativity.

Look at the world from a different angle, be curious, improvise. Provide a quality user experience to our customers.

Solidarity

Unity. Mutual support. Collaboration.

Take into account the interests of all. We see ourselves as part of a team, not as a collection of individuals. In search of harmony and community.

Success

Completeness. Progression.

Enjoy honing one's craft and work with heart. Incorporate inspiration and presence into one's duties.

Persona and Personality

We are creative, professional, thoughtful, respectful, curious, intelligent, humble, diligent, and collaborative.

Our external culture shapes our product, our internal culture shapes our brand. Our brand is a reflection of who we are as a company and what we represent in the world of work.

Our goal is to be a good partner and collaborator, both for our users and for our organization and colleagues within it: to work on the basis of respect and admiration for work colleagues; someone who communicates in a smart, humble, diligent, and collaborative way. To be someone who does not waste others' time, has answers to questions, and shows how to find the answers on their own.

We demonstrate our commitment to customers and put them first by constantly listening to their needs and tailoring our services to the user.

Voice and Tone

Aircash addresses the user directly, in a way that they can hear and understand. Our voice is direct, and our tone is friendly.

We distinguish ourselves from others by the way we use design and expressions to make communication simpler and more pleasant.

By deliberately and thoughtfully using our expressions, we encourage people to feel a deeper connection with the Aircash brand.

Our tone will vary depending on the audience and the context of the information we need to convey.

We use a direct tone of address, thus erasing the boundaries between us and the users. We use simple expressions that are part of everyday speech and that everyone can understand. We do not want to be distant from our users.

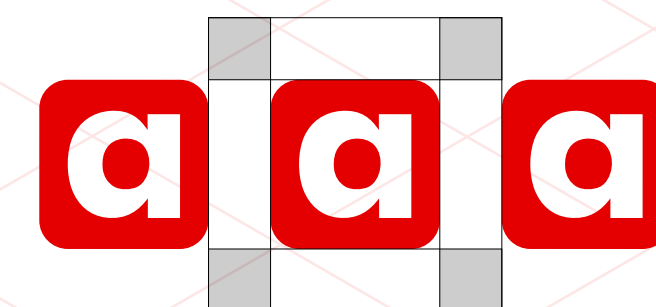
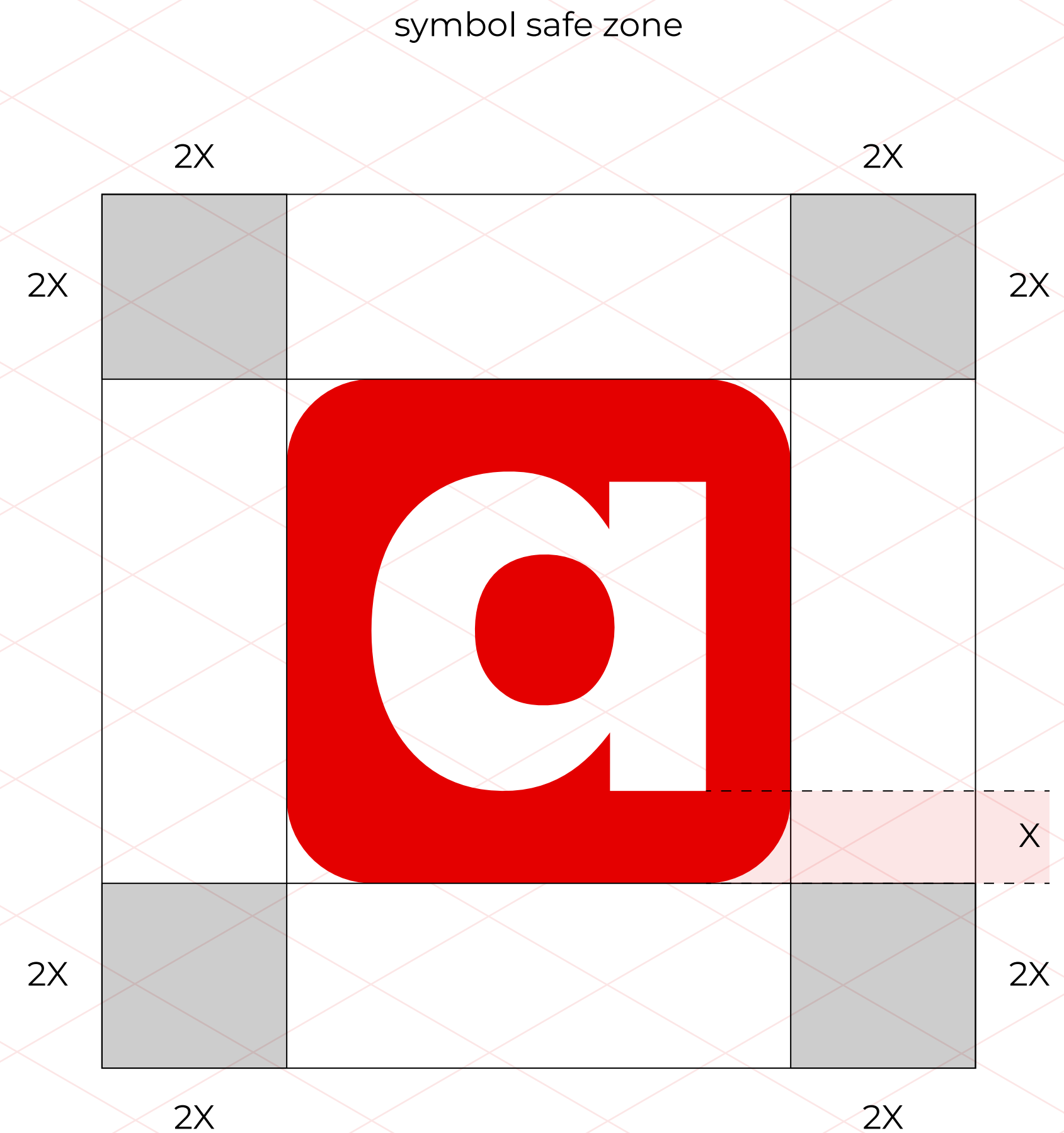
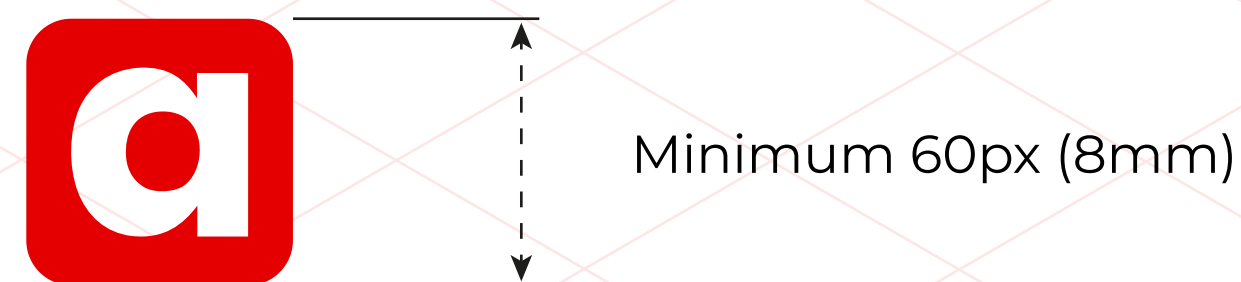
Section 2: Design elements

In this section, we talk about the basic visual features of the brand, the rules and principles that should be adhered to in order to always maintain clarity and brand recognition.

Symbol

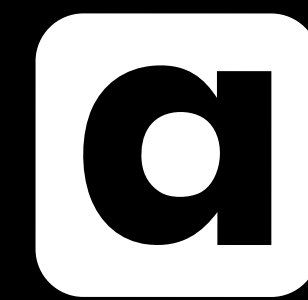
The symbol consists of a simple geometric shape with curved edges and the letter A carved inside the shape. The symbol is legible in most sizes.

The minimum size for using the symbol in digital format is 60px in height, and for print, it is 8mm in height.



Allowed backgrounds and colors

The given examples show the application of the symbol on surfaces of different colors.



CMYK 0, 100, 100, 11
RGB 228, 0, 0
HEX #E40000

CMYK 0, 0, 0, 0
RGB 255, 255, 255
HEX #FFFFFF

CMYK 0, 0, 0, 100
RGB 0, 0, 0
HEX #000000

Improper Application of the Symbol

The given examples illustrate improper application of the symbol.

Do not cut the symbol



Do not add shadows or other effects



Do not change the symbol's transparency



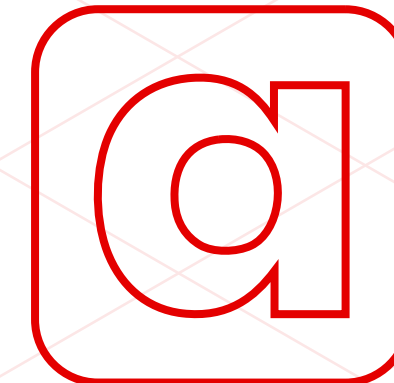
Do not rotate the symbol



Do not use undefined colors



Do not use a border around the symbol



Do not distort the symbol



***The only application of a border** can be when using the symbol and icons for downloading in the form of a banner. In that case, the letter A is filled with color.



Logotype

The logo consists of typographic characters and elements in the shape of wings on both sides.

The minimum size for using the logo in digital format is 40px in height, and for print, it is 6mm in height.



Logo safe zone



*the minimum safe zone around the logo is half the height of the logo.

Usage on Backgrounds

The logo should be used on brand colors, and in cases where the logo is used on other colors, the rule of higher contrast should be followed. If the logo is used on photographs, then the color with the highest contrast should be used, namely, white color for dark surfaces, and red color for light surfaces.



Improper application of the Logo

The given examples show improper application of the logo.

Do not cut the logo



Do not add shadows or other effects



Do not change the logo's transparency



Do not rotate the logo



Do not use undefined colors



Do not use a border around the logo



Do not distort the logo

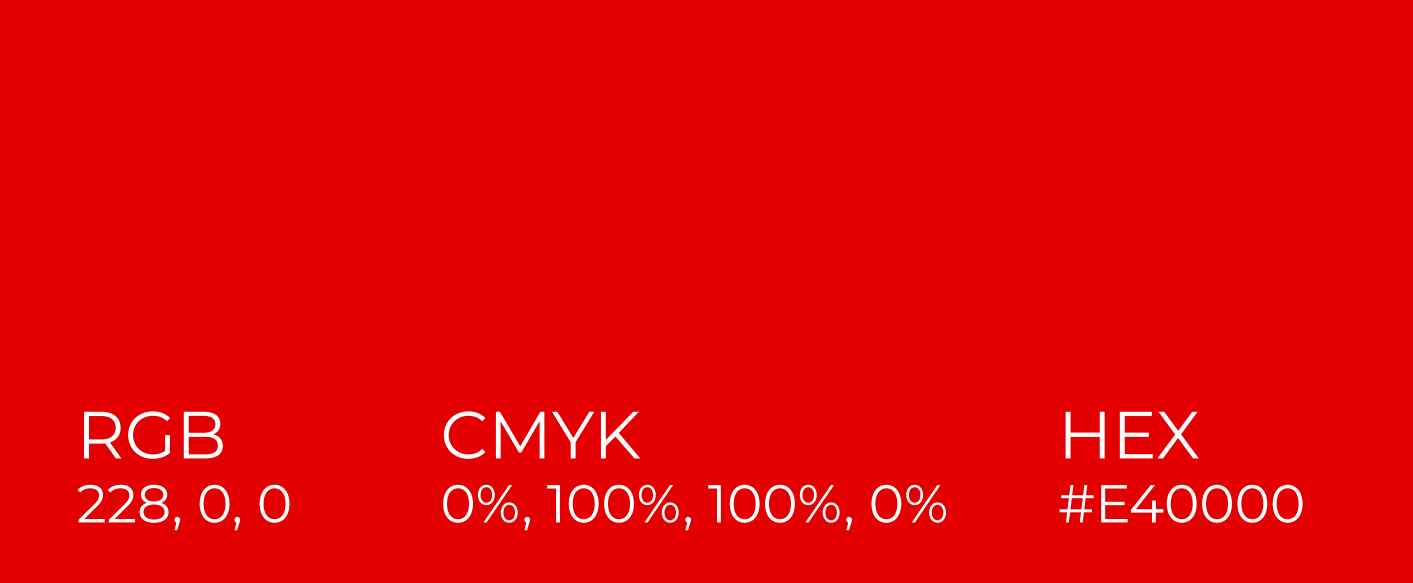



Do not create the logo using different typography

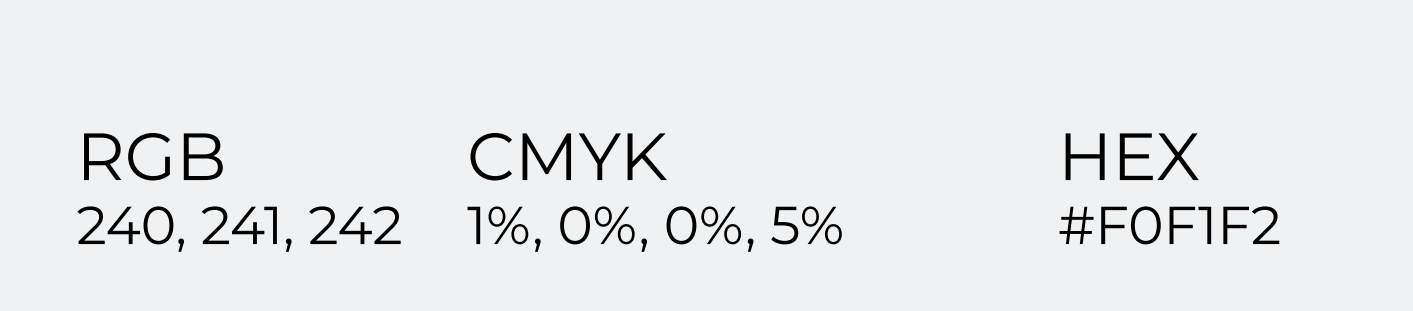
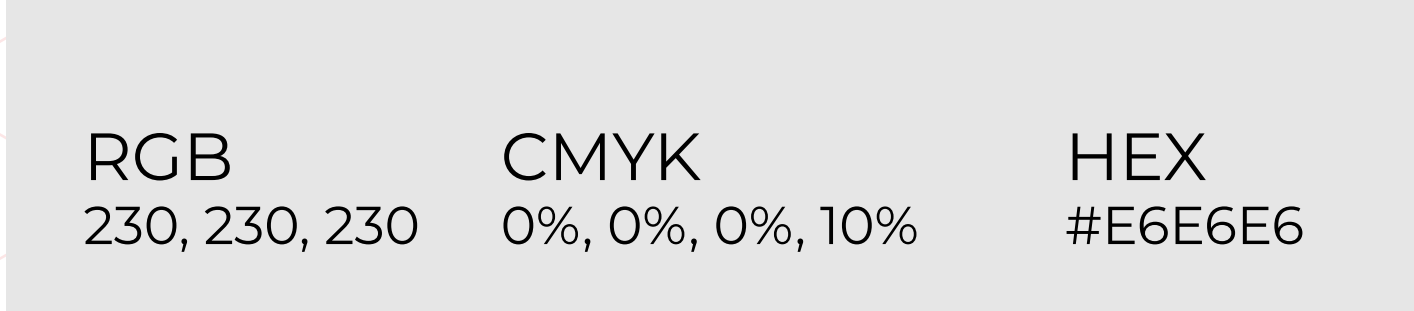
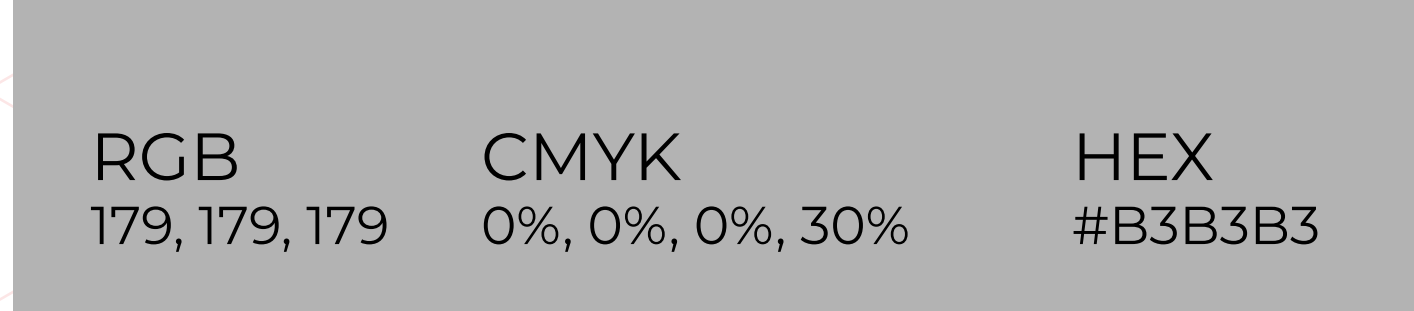

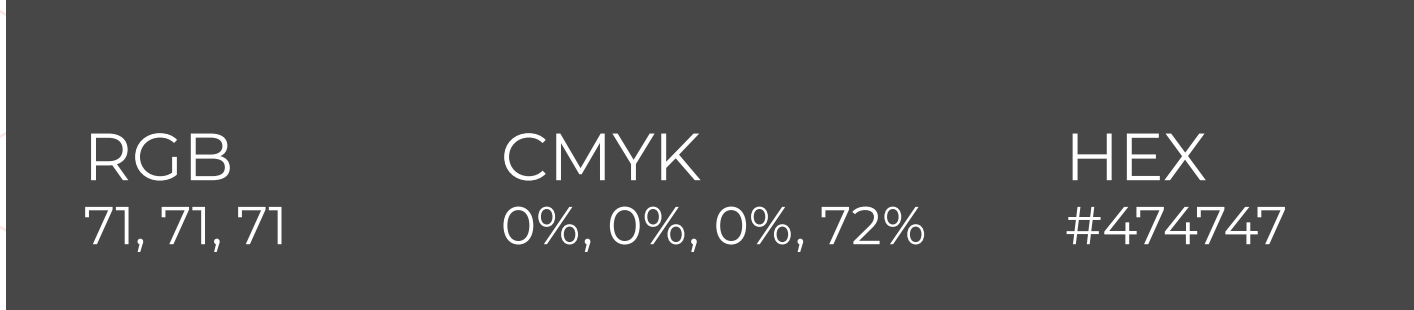
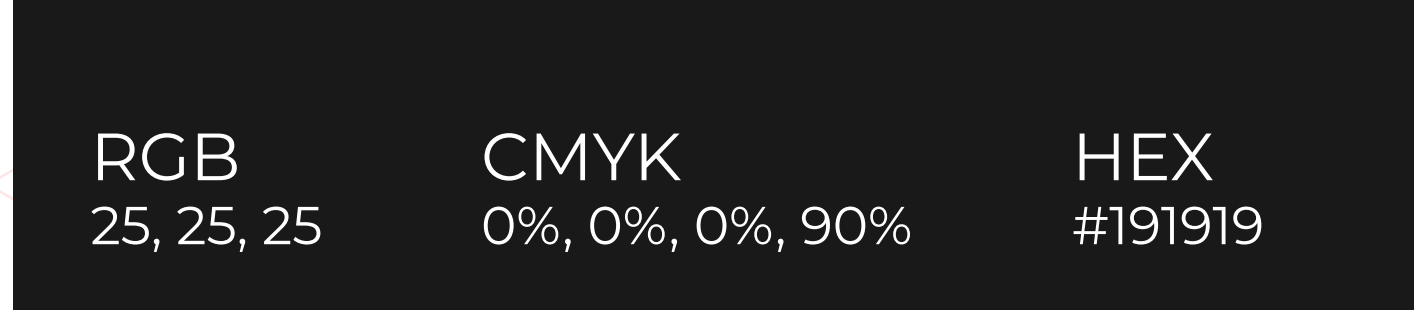
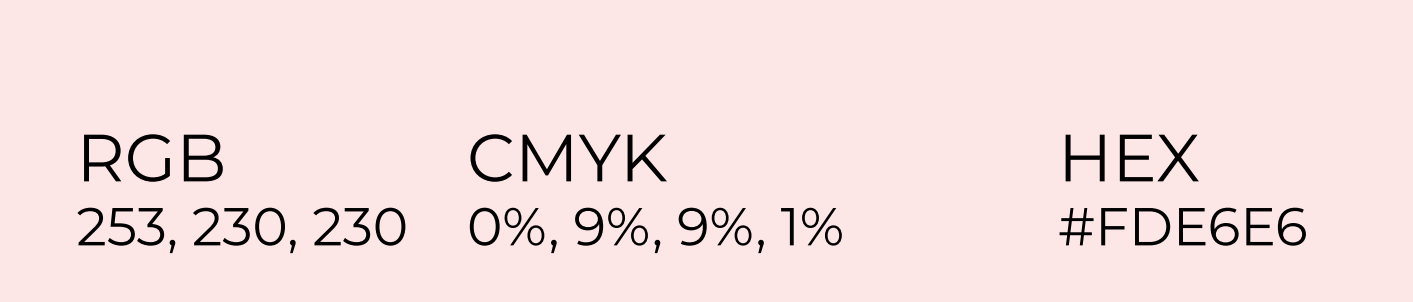
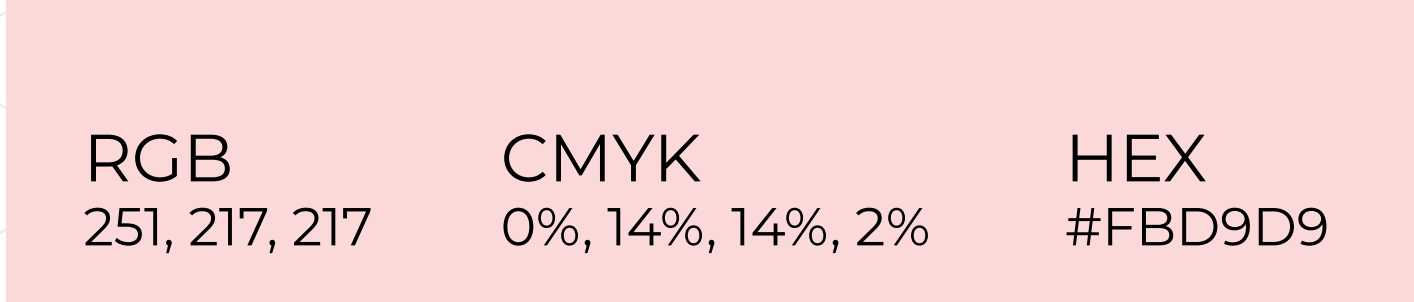
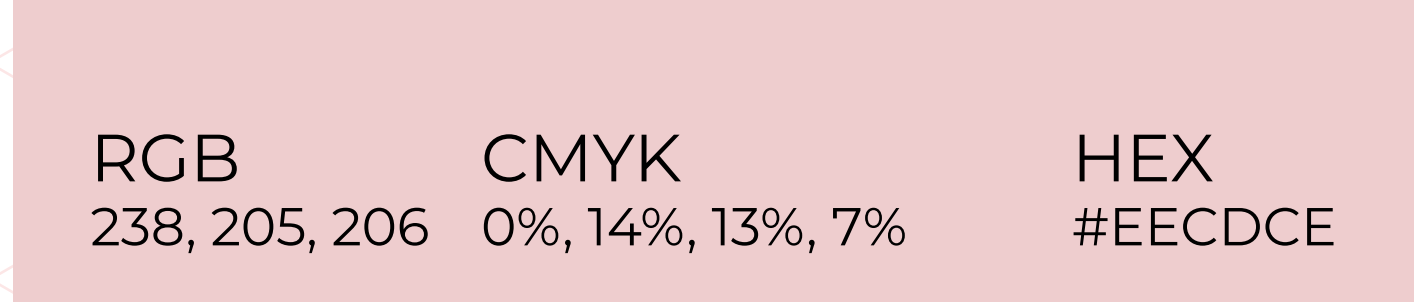


Colors


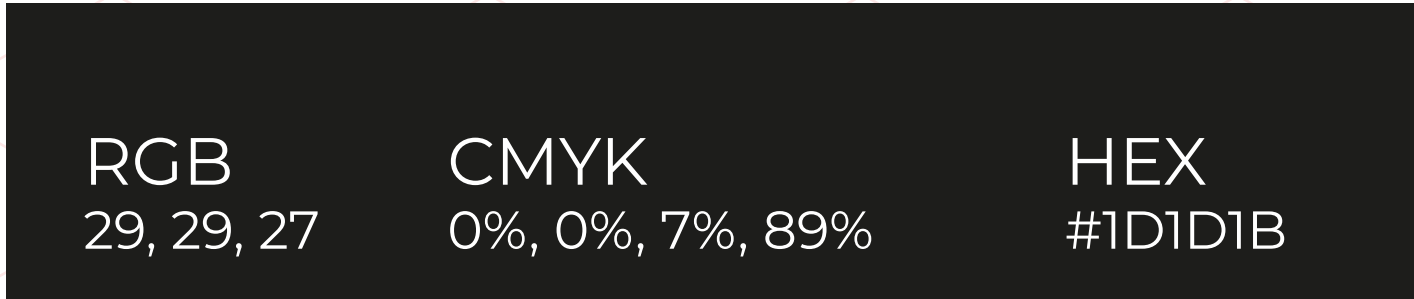

Primary colors

 <p>RGB 228, 0, 0</p> <p>CMYK 0%, 100%, 100%, 0%</p> <p>HEX #E40000</p>	 <p>RGB 255, 255, 255</p> <p>CMYK 0%, 0%, 0%, 0%</p> <p>HEX #FFFFFF</p>	 <p>RGB 0, 0, 0</p> <p>CMYK 0%, 0%, 0%, 100%</p> <p>HEX #000000</p>
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Secondary colors

 <p>RGB 240, 241, 242</p> <p>CMYK 1%, 0%, 0%, 5%</p> <p>HEX #F0F1F2</p>	 <p>RGB 230, 230, 230</p> <p>CMYK 0%, 0%, 0%, 10%</p> <p>HEX #E6E6E6</p>	 <p>RGB 179, 179, 179</p> <p>CMYK 0%, 0%, 0%, 30%</p> <p>HEX #B3B3B3</p>
 <p>RGB 115, 115, 115</p> <p>CMYK 0%, 0%, 0%, 55%</p> <p>HEX #737373</p>	 <p>RGB 71, 71, 71</p> <p>CMYK 0%, 0%, 0%, 72%</p> <p>HEX #474747</p>	 <p>RGB 25, 25, 25</p> <p>CMYK 0%, 0%, 0%, 90%</p> <p>HEX #191919</p>
 <p>RGB 253, 230, 230</p> <p>CMYK 0%, 9%, 9%, 1%</p> <p>HEX #FDE6E6</p>	 <p>RGB 251, 217, 217</p> <p>CMYK 0%, 14%, 14%, 2%</p> <p>HEX #FBD9D9</p>	 <p>RGB 238, 205, 206</p> <p>CMYK 0%, 14%, 13%, 7%</p> <p>HEX #EECDCE</p>

Primary colors for print

 <p>PANTONE 1795 C</p>	 <p>RGB 29, 29, 27</p> <p>CMYK 0%, 0%, 7%, 89%</p> <p>HEX #1D1D1B</p>	 <p>RGB 215, 28, 35</p> <p>CMYK 0%, 87%, 84%, 16%</p> <p>HEX #D71C23</p>
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Typography

Our primary font is Montserrat.

Montserrat

A B C 1 2

A B C 1 2

Aa Bb Cc Čč Ćć Dd Dždž Đđ Ee Ff Gg

A B C 1 2

A B C 1 2

Hh Ii Jj Kk Ll Llj Mm Nn Njn Oo Pp

A B C 1 2

A B C 1 2

Rr Ss Šš Tt Uu Vv Zz Žž

A B C 1 2

A B C 1 2

0 1 2 3 4 5 6 7 8 9

A B C 1 2

A B C 1 2

! " # \$ % & / () = ? * _ : ; - . , < > " ,

A B C 1 2

A B C 1 2

A B C 1 2

A B C 1 2

A B C 1 2

A B C 1 2

A B C 1 2

A B C 1 2

Typography

Our secondary font is Futura.

Futura PT

A B C 1 2

A B C 1 2

Aa Bb Cc Čč Ćć Dd Dždž Đđ Ee Ff Gg
Hh Ii Jj Kk Ll Llj Mm Nn Njn Oo Pp
Rr Ss Šš Tt Uu Vv Zz Žž

A B C 1 2

A B C 1 2

0 1 2 3 4 5 6 7 8 9

A B C 1 2

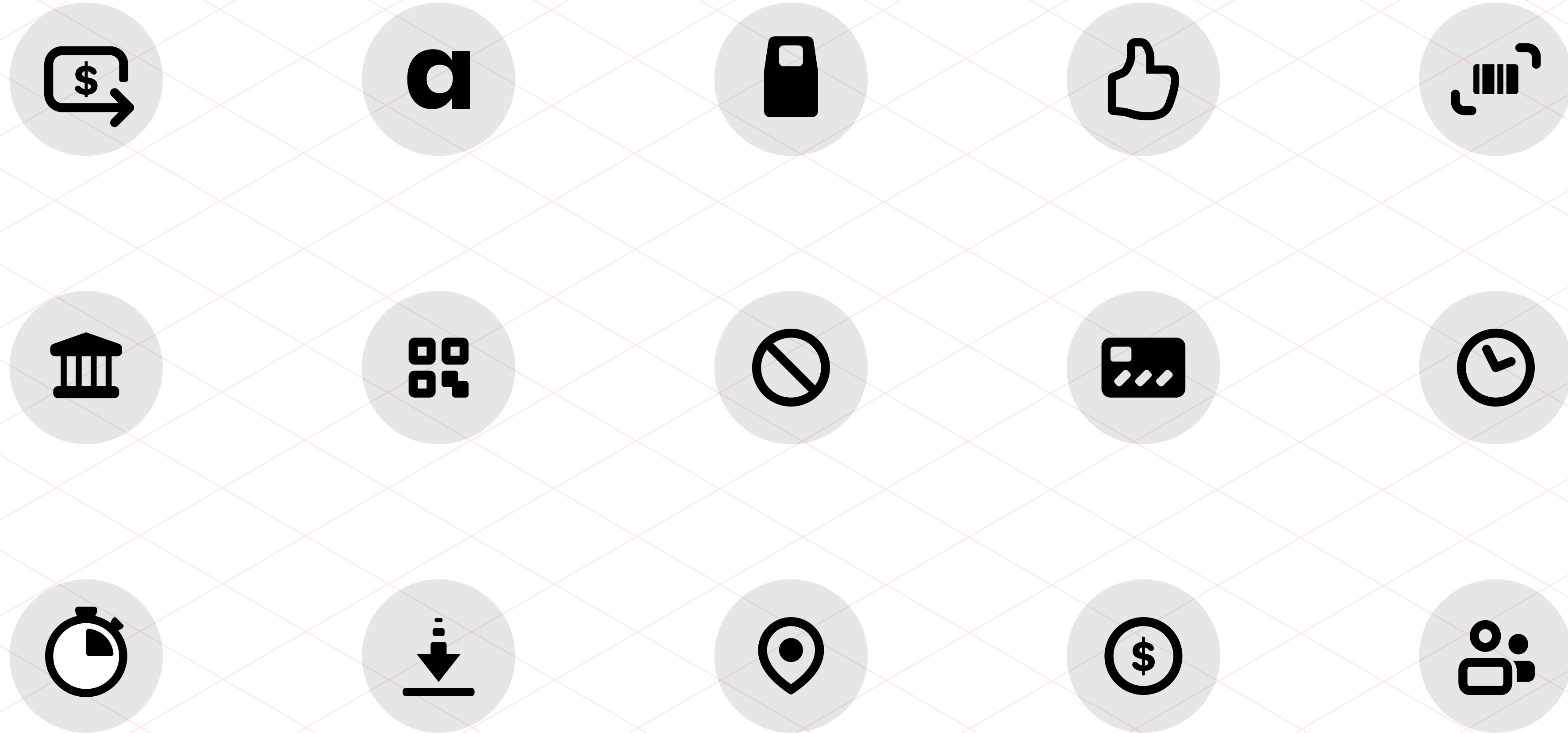
A B C 1 2

! " # \$ % & / () = ? * _ : ; - . , < > " ,

A B C 1 2

Iconography

Aircash uses icons in various areas of the brand from marketing to environment and even products. They provide symbolism, conceptual clarity, and visual interest in simple shapes and forms.



Questions?

For all inquiries about the brand and required documents, we are available at the following email addresses:

marketing@aircash.eu

pr@aircash.eu