

The Finwaise visual system — logo, color, type and voice — for product, marketing and partner communications.

Finwaise

Contents.

Eight chapters covering the Finwaise identity — from the principles behind the brand to the practical specs you'll use when building product, decks, or campaigns — plus an appendix carrying the current messaging rules.

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Brand Foundations.

Why Finwise exists, who we serve, and the qualities that make our brand recognizable beyond color and type.

PURPOSE

Why we exist.

Finwaise is an ERP with artificial intelligence for organizations with complex financial operations — several legal entities, multiple jurisdictions, high document volume, withholding and collection duties.

MISSION

The system adapts to the company, not the other way around.

A product with a configurable core, shaped to an existing financial operation instead of forcing that operation to change shape.

VISION

The financial operating system for complex organizations in LATAM and the Middle East.

Give finance leadership one accurate, real-time view of an operation that today lives across entities, jurisdictions and systems.

MARKET 01

Argentina

Primary market — complex tax document requirements (ARCA / AFIP).

MARKET 02

Costa Rica

Regional bridge into Central America for multi-entity operations.

MARKET 03

UAE — Dubai

Regional expansion hub for the Middle East.

VALUES & PERSONALITY

What Finwaise stands for.

Five core values steer every product and communication decision. Together they describe a brand that is precise and confident — the register of a transformation project, not an app.

01

Simplicity

Make complex accounting tasks effortless.
Strip the interface to what's needed.

02

Intelligence

AI as quiet infrastructure — surfaces
meaning, never gets in the way.

03

Trust

Reliable, secure, audit-ready. Money is
sensitive — we treat it that way.

04

Efficiency

Save hours every week. Reduce errors.
Replace spreadsheets, not people.

05

Innovation

Continuous improvement, grounded in real
customer workflows.

PERSONALITY

**Precise and confident. The register of a
transformation project, not an app.**

TAGLINE

"El sistema se adapta a la empresa, no al revés."

EN — The system adapts to the company, not the other way around.

Logo & Identity.

The mark, the wordmark, and the rules that keep them recognizable across every surface.

THE MARK

Primary logo.

Two elements work together — the symbol mark **F** and the wordmark. The teal-to-cream gradient on the **F** symbolizes the flow from messy paperwork into organized clarity. The teal dot on the **i** is the wordmark's signature accent.



SYMBOL

Gradient F mark

Use for app icon, favicon, social avatar, and small spaces.



WORDMARK

Finwaise + teal dot

Use for marketing materials, website header, signatures, and decks.

CONSTRUCTION

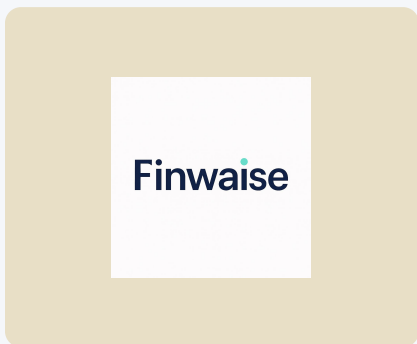
Custom geometry

Hand-tuned letterforms — do not reset using system fonts.

VARIATIONS

Four approved versions.

Choose the version that maintains contrast. Default to the full-color logo on light backgrounds; switch to navy or reverse-white only when color reproduction is constrained.

**A · FULL COLOR**

Default. Use on light backgrounds.

**B · NAVY MONOCHROME**

Single-color print, embossing, B&W docs.

**C · REVERSE WHITE**

On dark navy or photographic backgrounds.

**D · SYMBOL ONLY**

App icon, favicon, social avatar.

CONSTRUCTION

Clear space & sizing.

Maintain breathing room equal to the height of the lowercase i in the wordmark. Never crop into the dot.

Below minimum size, switch to the symbol-only version.



MINIMUM SIZE

Wordmark

120 px digital · 28 mm print

Symbol mark

32 px digital · 10 mm print

CLEAR SPACE

Use **x** = height of lowercase "i" (excluding dot). Apply **x** on all four sides as the minimum margin.

MISUSE

Logo don'ts.

Six common mistakes that break recognizability. The logo is engineered — every modification weakens the brand.



Don't stretch or distort

Finwaise



Don't recolor

Finwaise



Don't rotate

Finwaise



Don't add shadows or effects

Finwaise



Don't place on busy backgrounds

Finwaise



Don't rearrange elements

Finwaise

Color System.

A trust-forward palette built around deep navy, intelligent teal, and a warm cream that grounds the gradient at the heart of the F mark.

PRIMARY PALETTE

Four core colors.

Navy is structure, teal is intelligence, cream is warmth, paper is the canvas. Used in this order of weight, the palette feels professional but never cold.

PRIMARY

Navy

Wordmark · headings · primary text

HEX
#1C3B5A

RGB 28 · 59 · 90
HSL 210 · 53% · 23%
CMYK 86 · 70 · 41 · 32

ACCENT

Teal

HEX
#157A6E

21 · 122 · 110
173° 71% 28%

HIGHLIGHT

Glow

HEX
#5EC4B8

94 · 196 · 184
176° 53% 57%

WARMTH

Cream

HEX
#E8DFC6

232 · 223 · 198
44° 39% 84%

PAPER

App background

#F5F7FA

WHITE

Surface

#FFFFFF

LINE

Borders & rules

#E5E8EE

BODY

Body text

#4A4D55

INK

Headings

#1A1917

GRADIENT & SEMANTIC

Signature gradient + status colors.

The signature gradient lives only in the F mark. Semantic colors are used exclusively for product feedback (success, info, caution, warning, danger).



GRADIENT START
#157A6E

MID
#5EC4B8

END
#E8DFC6

Reserved for the F mark only. Never apply to text, buttons, or full backgrounds — it dilutes the mark.

SEMANTIC PALETTE

Status, validation, alerts.



Success
#157A6E · validated



Info
#1D6FC4 · needs review



Caution
#C25A8A · duplicates



Warning
#6D28D9 · attention



Danger
#C81C1C · errors, destructive actions

Type System.

Two voices. Sora carries display, headings and numerals.
Figtree handles the body, the form labels, and the long copy.

TYPEFACES

Sora & Figtree.

Both are open-source via Google Fonts and ship in the Finwaise app. Sora's geometric forms feel modern and confident; Figtree is humanist and exceptionally legible at body sizes.

DISPLAY FAMILY

Sora

Google Fonts
400 / 600 / 700 / 800

Aa Bb Cc 0123456789

Used for: display, headings (H1–H3), numerals, the wordmark, eyebrows.

BODY FAMILY

Figtree

Google Fonts
300 / 400 / 500 / 600 / 700
+ italics

Aa Bb Cc 0123456789

Used for: paragraphs, captions, UI labels, form fields, table cells.

SCALE

Type scale & usage.

A modular scale with seven steps. Headings are sentence-case — never ALL CAPS — and use tight tracking to feel confident. Body sits at 16px with 1.55 line-height.

STYLE	SPEC	USAGE	SAMPLE
Display	Sora 700 · 96–128 / -2.5%	Cover slides, hero headlines	Built for complexity.
Heading 1	Sora 700 · 56–72 / -2.0%	Page titles, section openers	Real-time financial visibility
Heading 2	Sora 600 · 32–40 / -1.5%	Slide titles, marketing subheads	From inbox to ledger in seconds
Heading 3	Sora 600 · 22–26 / -1.0%	Card titles, form section heads	Document inbox
Body	Figtree 400 · 16 / 1.55	Paragraphs, descriptions	Finwaise reconciles across entities, jurisdictions and currencies.
Label	Figtree 600 · 13 / 0.16em uppercase	Eyebrows, form labels, badges	STATUS · VALIDATED
Caption	Figtree 400 · 12 / 1.4	Footnotes, helper text, table meta	Last synced 2 minutes ago · CET

Voice & Tone.

Clear, confident, warm. We explain hard accounting concepts in plain language — and never talk down to the people doing the work.

VOICE ATTRIBUTES

How Finwaise sounds.

Four attributes guide every microcopy decision — from the empty-state of a folder to a sales email. Use Spanish **tú/vos** by default; reserve **usted** for formal B2B contracts.

01 · VOICE

Professional

We speak with authority on financial matters but always remain approachable. Jargon is explained, never assumed.

02 · VOICE

Helpful

We anticipate user needs. We solve problems, celebrate small wins, and never leave someone stuck.

03 · VOICE

Confident

We believe in the product. We state facts plainly without hedging or over-qualifying.

04 · VOICE

Modern

Contemporary, never trendy. We're innovative without being complicated.

DO

- ✓ Use active voice and short sentences
- ✓ Lead with the benefit, follow with the feature
- ✓ Speak **tú/vos** in Spanish — direct & warm
- ✓ Report outcomes plainly — no emoji in product UI
- ✓ Explain technical terms when first used

DON'T

- ✗ Use passive constructions or filler words
- ✗ List specs without context or benefit
- ✗ Default to formal **usted** in product copy
- ✗ Talk down to users or shame mistakes
- ✗ Use exclamation marks more than once per screen

Visual Elements.

Iconography, photography, and the small motifs that make a Finwise surface recognizable at a glance.

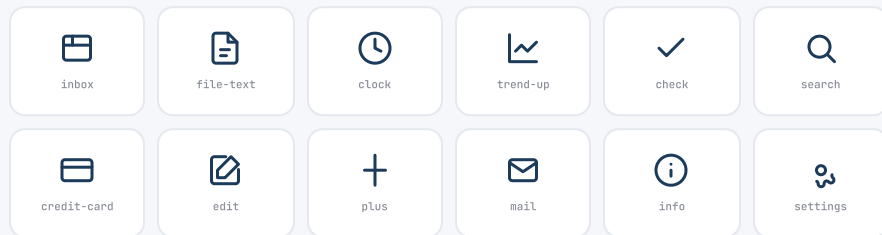
ICONS & IMAGERY

Visual building blocks.

We use Lucide for iconography (matches the app), and a clean, naturally-lit photography style that shows real workspaces — never stock-photo handshakes or generic finance dashboards.

ICONOGRAPHY · LUCIDE OUTLINED

2px stroke · rounded · sentence-sized.



Sizes: 16 · 20 · 24. Colors: Navy default; Teal on hover/active; Danger on destructive states.

PHOTOGRAPHY

Authentic, modern, well-lit.



Avoid: stock handshakes, generic finance graphs, fake "happy office" scenes, AI-generated faces.

UI Components

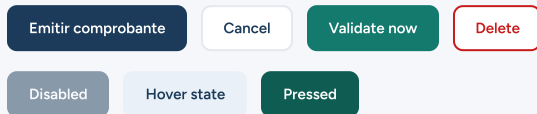
A pragmatic, shadcn-based component vocabulary tuned with our brand tokens — buttons, cards, badges, and form states.

COMPONENTS

Buttons, cards, badges.

10px corner radius · 1px borders · subtle shadows. Reserve fills for the action you most want the user to take.

BUTTONS



STATUS PILLS

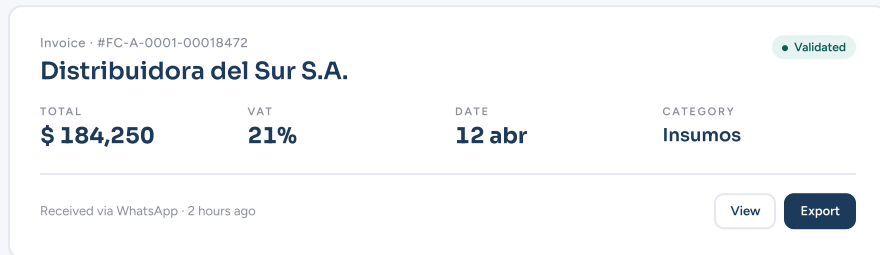


FORM INPUT

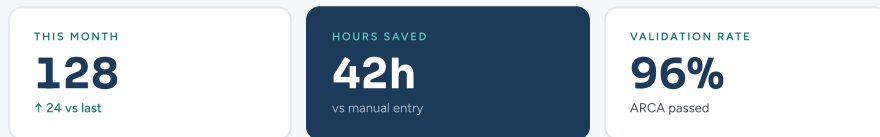
Vendor name

Auto-filled from invoice header — confirm before saving.

DOCUMENT CARD



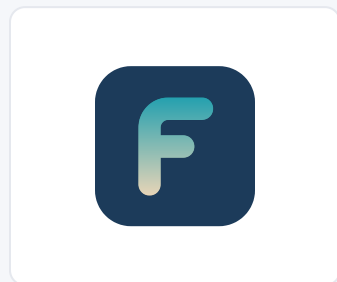
STAT CARD



APPLICATIONS

The brand in the wild.

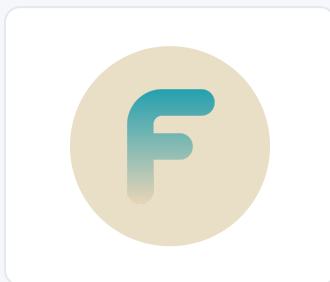
A short tour of the system on the surfaces it touches most: app icon, web header, social avatar, email, and one piece of physical collateral.

**APP ICON**

iOS / Android — F mark on a navy tile. The gradient stays inside the mark.

**MARKETING SITE**

finwise.io — wordmark + nav + hero.

**SOCIAL AVATAR**

Circular crops — F mark on cream.

**EMAIL SIGNATURE**

Wordmark + role + minimum contact lines. Placeholder — not a real person.

**BUSINESS CARD**

Reverse white logo on navy — premium feel.

BRAND STEWARDSHIP

Keep it simple.

When in doubt, return to the foundations: navy, teal, cream — Sora for headings, Figtree for body — and language that treats the reader as a finance leader running a complex operation. Anything that fights those defaults probably needs a second look.

BRAND OWNER

Finwaise — Marketing

brand@finwaise.io

ASSET LIBRARY

assets.finwaise.io

Logos · type · color tokens · templates

PARTNER REQUESTS

partnerships@finwaise.io

Co-branding, press, events

VERSION

v1.1 · August 2026

Revision of v1.0 (April 2026) incorporating *Marca vigente* — positioning, vocabulary and the four hard rules. See addendum A1.

ADDENDUM · AUGUST 2026

What this manual no longer says.

From the manual you take **how the brand looks**. You do not take **what the brand says**. Where the two conflict, the *Marca vigente* sheet wins. Transitory — absorbed into Brand System v2.0.

WORDS WE DO NOT USE

~~PyME~~ · mid market · SMB

organizaciones con operaciones financieras complejas

~~e-medio~~

producto con un núcleo configurable

~~solución~~

plataforma · sistema · operación

~~vender~~ · venta · cliente · potencial

proyecto · empresa · conversación

Complexity defines the client; size does not. Every piece competes against what that same CFO receives from a large consultancy — not against an app.

RULE 01 · GRADIENT

Teal to cream, and it lives **only in the F**. Never on text, buttons, or as a full background.

RULE 02 · TITLES

Sentence case, **never all-caps**. Capitals are for labels of two or three words.

RULE 03 · ICONS

Lucide, thin stroke. **No gears, clouds, circuits or brains** — the vocabulary of every software company since 2010.

RULE 04 · PHOTOGRAPHY

Real desks, real screens, real documents. **No handshakes**, generic financial charts, or AI-generated faces.