



Brand Guidelines



Brand Introduction

Crello Limited is a leading fintech company dedicated to empowering businesses with innovative financial solutions. Our logo is a core component of our brand identity, representing our mission, vision, and values. This document outlines the design rationale and brand identity guidelines for the Crello logo.

Vision

We envision a future where businesses in Nigeria have access to seamless and efficient financial services that enable them to reach their full potential. Through continuous innovation and a dedication to excellence, we're working towards making this vision a reality

Mission

Our mission at Crello Limited is to empower businesses with the tools they need to thrive in an ever-evolving market. By providing innovative financial solutions, we aim to facilitate growth, foster efficiency, and drive success for our clients.

Our Logo

- Abstract "C" Shape: The core of the logo is an abstract "C", symbolizing Crello. Its sleek and modern design conveys simplicity and professionalism, ensuring it is easily recognizable and memorable.
- Geometric Simplicity: The logo's geometric form ensures it remains clear and versatile, suitable for a wide range of applications from digital screens to print media.





Color Palette

- Blue (#369BFF to #15008A):
 - Meaning: Trust, reliability, stability.
 - Usage: Represents the foundational qualities of Crello as a fintech company.
- Green (#22D66B):
 - Meaning: Growth, prosperity, innovation.
 - Usage: Reflects Crello's mission to foster business growth and financial empowerment.
- Color Harmony: The blue-to-green gradient provides a smooth transition that is visually appealing and signifies a blend of stability and growth.

Vivid Azure HEX: #369BFF RGB: 54, 155, 255	Green HEX: #22D66B RGB: 34, 214, 107	Dark Indigo HEX: #15008A RGB: 21, 0, 138

Typography

A modern, sans-serif typeface, is used consistently across all branding materials to ensure a cohesive and professional look. This typography helps to reinforce our brand identity and should be used in all communications.

Headings/Body

Montserrat

Aa

Italic

Medium

Bold

Voice And Tone

Our brand voice is professional yet friendly, reflecting our commitment to exceptional customer service. Our tone adapts depending on the context and audience.

Pattern Design

From bold wave patterns to subtle natural motifs, each of our designs is the embodiment of self-expression and lifestyle.



✓ Do

Use Official Color Palette

Ensure you use the brand's specified colors in all assets.

✓ Do

Typography Consistency

Use the specified fonts and styles in the brand guidelines for all written communications.

✓ Do

Follow Imagery Style

Use photography and illustrations that match the brand's aesthetic.

✓ Do

Consistent Messaging

Ensure the message delivered is aligned with our brand values.

✗ Don't

Modify the Logo

Do not alter, distort or change the logo colors without permission.

✗ Don't

Misuse Design Elements

Avoid using the brand's graphic elements in a way that is not consistent with the guidelines.

✗ Don't

Inappropriate Color Usage

Do not use colors that are not included in the brand's official palette for brand representation.

✗ Don't

Conflicting Messages

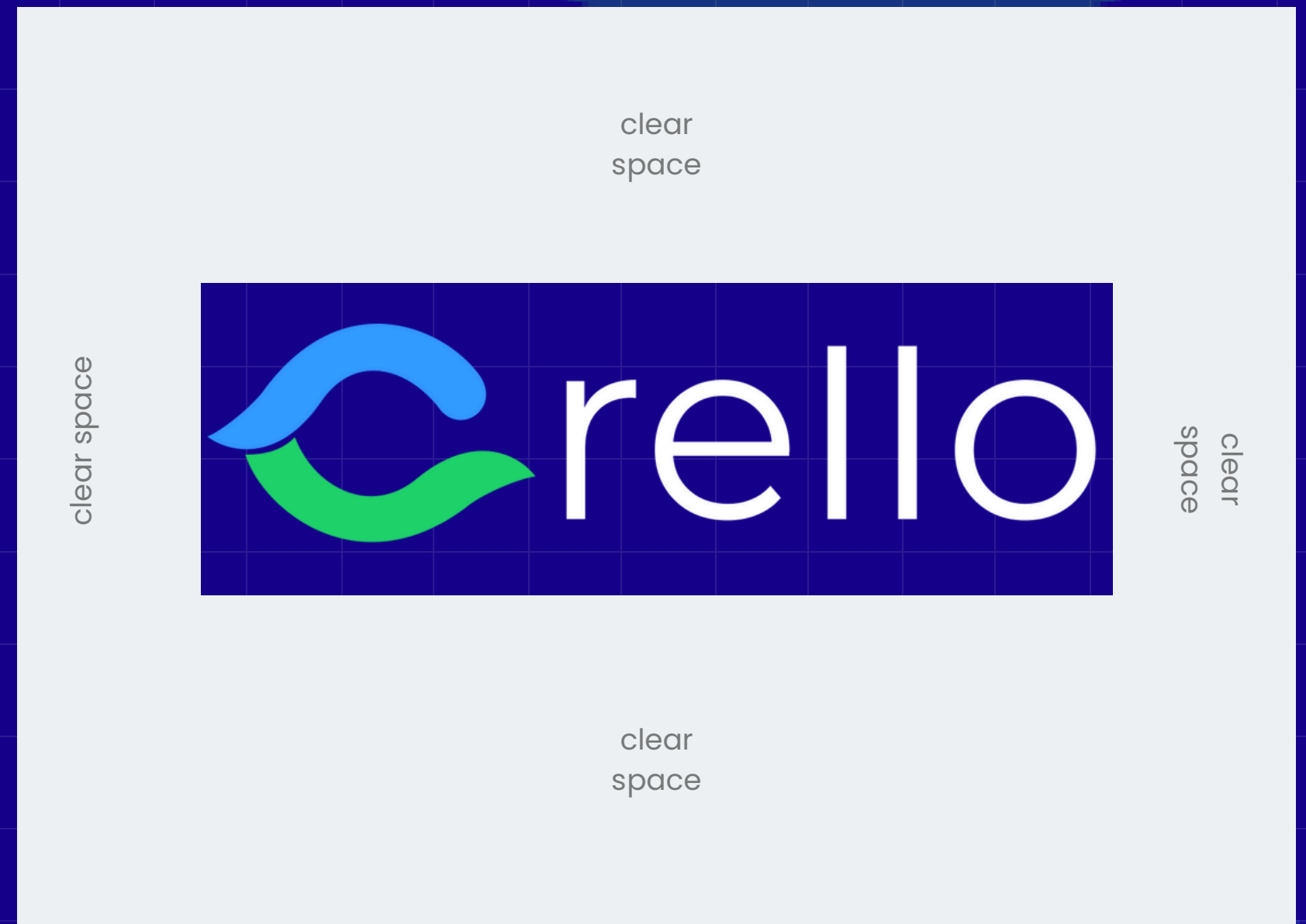
Avoid communications that contradict or obscure our brand message.

Exclusion Zones

The safe distance to put the logo in

Clear Space: Leave space equal to the height of the "C" icon and the width of the full Crello logo.

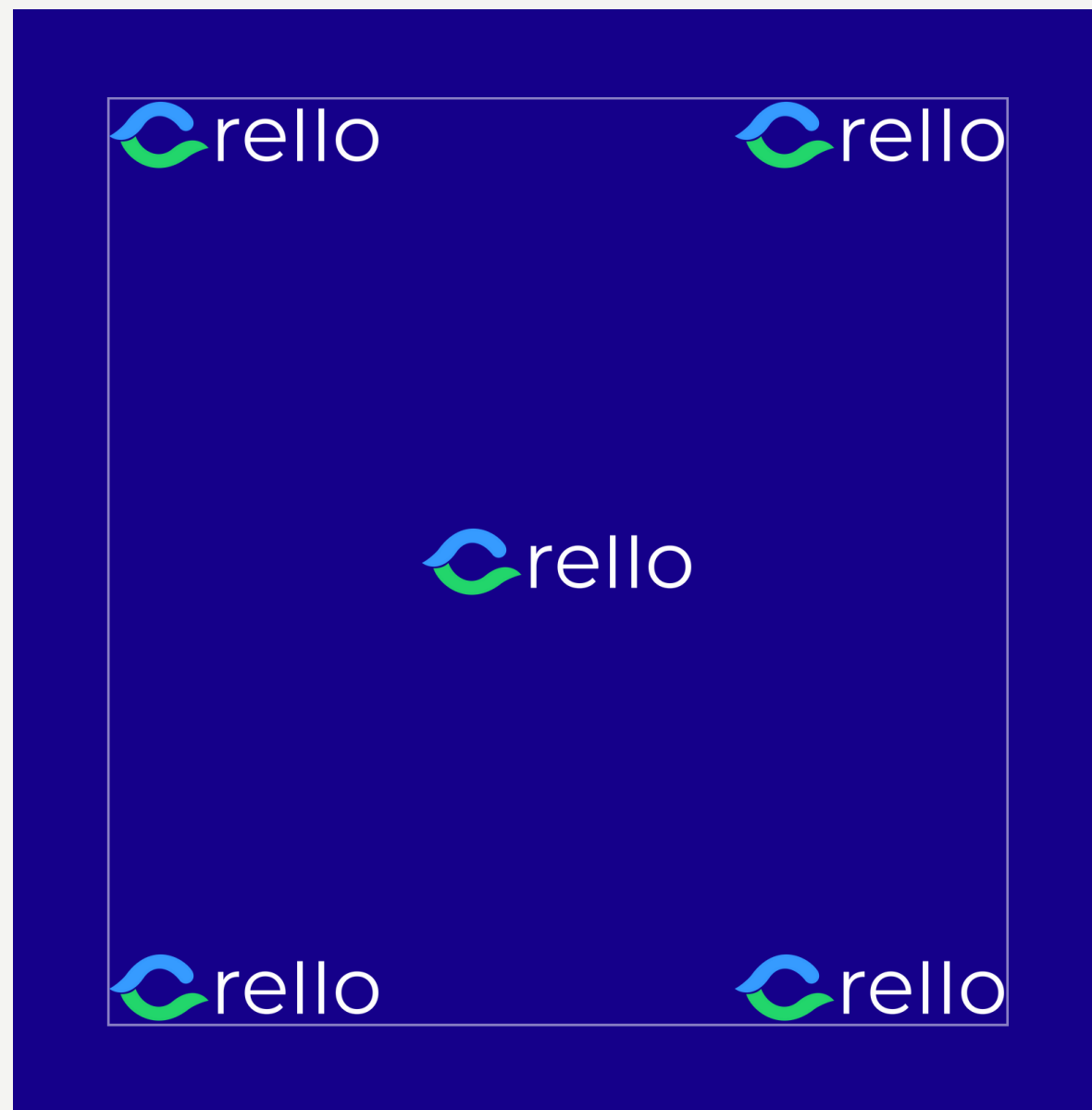
Minimum Size: Ensure legibility. Logo should not be smaller than 1.5 inches wide for print or 150px for web.



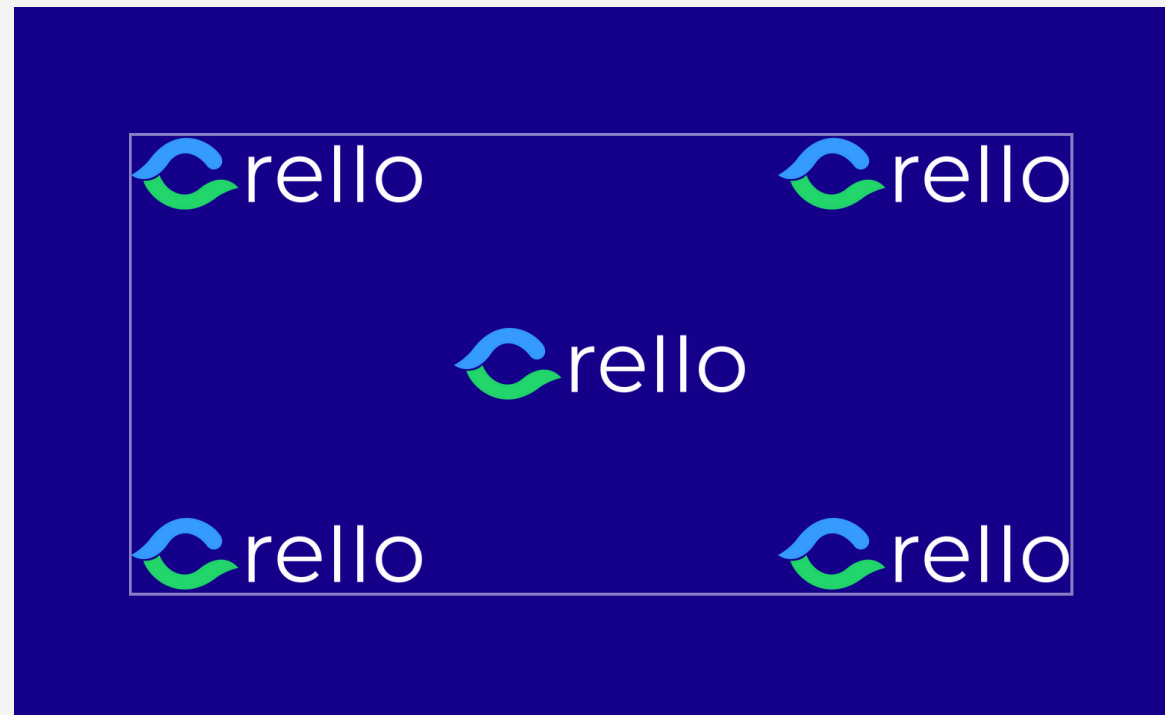
Logo Positioning

The safe distance to put your logo in

The logo can be positioned in where is best suited, depending on the application and tone.



Square



Landscape



Portrait

01 COPYRIGHT

All materials produced related to our brand are protected by copyright. Always ensure to obtain permission before using third-party owned materials.

02 TRADEMARK

Logos, slogans, and other brand elements have been registered as trademarks. The use of the ™ or ® symbols must always follow established rules.

03 LICENSING

Some assets may be used under specific licenses. Ensure to follow all terms of these licenses, including usage, attribution, and restrictions.

04 UNAUTHORIZED USE

Avoid unauthorized or potentially brand-damaging use of our brand assets.

05 OBJECTIONS AND VIOLATIONS

Immediately report any objections or violations against our brand to our legal department.

06 MARKETING MATERIAL APPROVAL

All marketing materials must be approved by the legal department before distribution to ensure compliance with applicable guidelines and legal regulations.



**Thank You
So Much**

Contact Us



Contact us

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Website

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