wallit

BRAND GUIDELINES

AUGUST 2020

Brand Guidelines

PRIMARY LOGO

WHITE VERSIONS

BRANDMARK — WHITE VERSION

HORIZONTAL LOGO

WHITE VERSIONS

LOGOTYPE

wallit

ALT. VERSIONS

wallit

wallit

wallit

LOGO USAGE

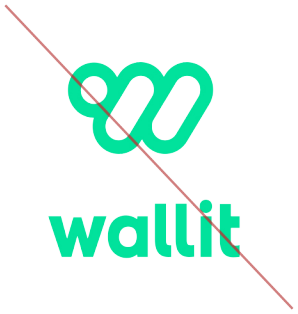
To maintain legibility the logo should never shrink to smaller than .50”w by .50”h.

The logo spacing states that there must always be a minimum of clear space around the logo to maintain clarity.

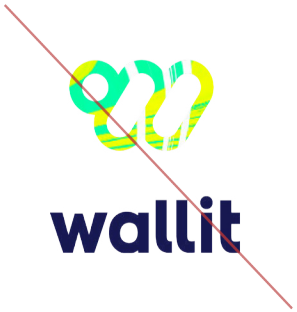
The following are guidelines for using the Wallit logo.

X STRETCH OR SQUISH

X CHANGE LOGO COLOR



X MASK LOGO



COLOR PALETTE

RALEIGH RED

MAGENTA

CMYK: 0, 99, 45, 0

RGB: 255, 0, 93

HEX: FF005D

PMS: 191 C

BRIGHT SALMON

CMYK: 0, 95, 65, 0

RGB: 255, 34, 74

HEX: FF224A

PMS: 1787 C

ORANGE

CMYK: 0, 88, 79, 0

RGB: 255, 65, 57

HEX: FF4139

PMS: WARM RED C

NAVY

CMYK: 100, 99, 35, 36

RGB: 23, 26, 81

HEX: 171A51

PMS: 274 C

SPRING GREEN

CMYK: 60, 0, 55, 0

RGB: 58, 227, 160

HEX: 3AE3A0

PMS: 2412 C

CREAM

CMYK: 1, 5, 10, 0

RGB: 250, 238, 225

HEX: FAEEE1

PMS: 7506 C (7% Tint)

LOGO COLOR BREAKDOWN

Primary Breakdown

Orange
HEX: FF4139

Bright Salmon
HEX: FF224A

Magenta
HEX: FF005D

White Breakdown

White
HEX: FFFFFF

Bright Salmon
HEX: FF224A

PRIMARY | Poppins

Abc123

SECONDARY | Circular

Abc123

Poppins

Reach your goals sooner.

Circular

Wallit is the world's first digital wallet and payment platform for Finance and HR teams to streamline their operations and enable their people to self-direct purchases in an open marketplace model.

Circular

Learn about Wallit

Get Started

Poppins

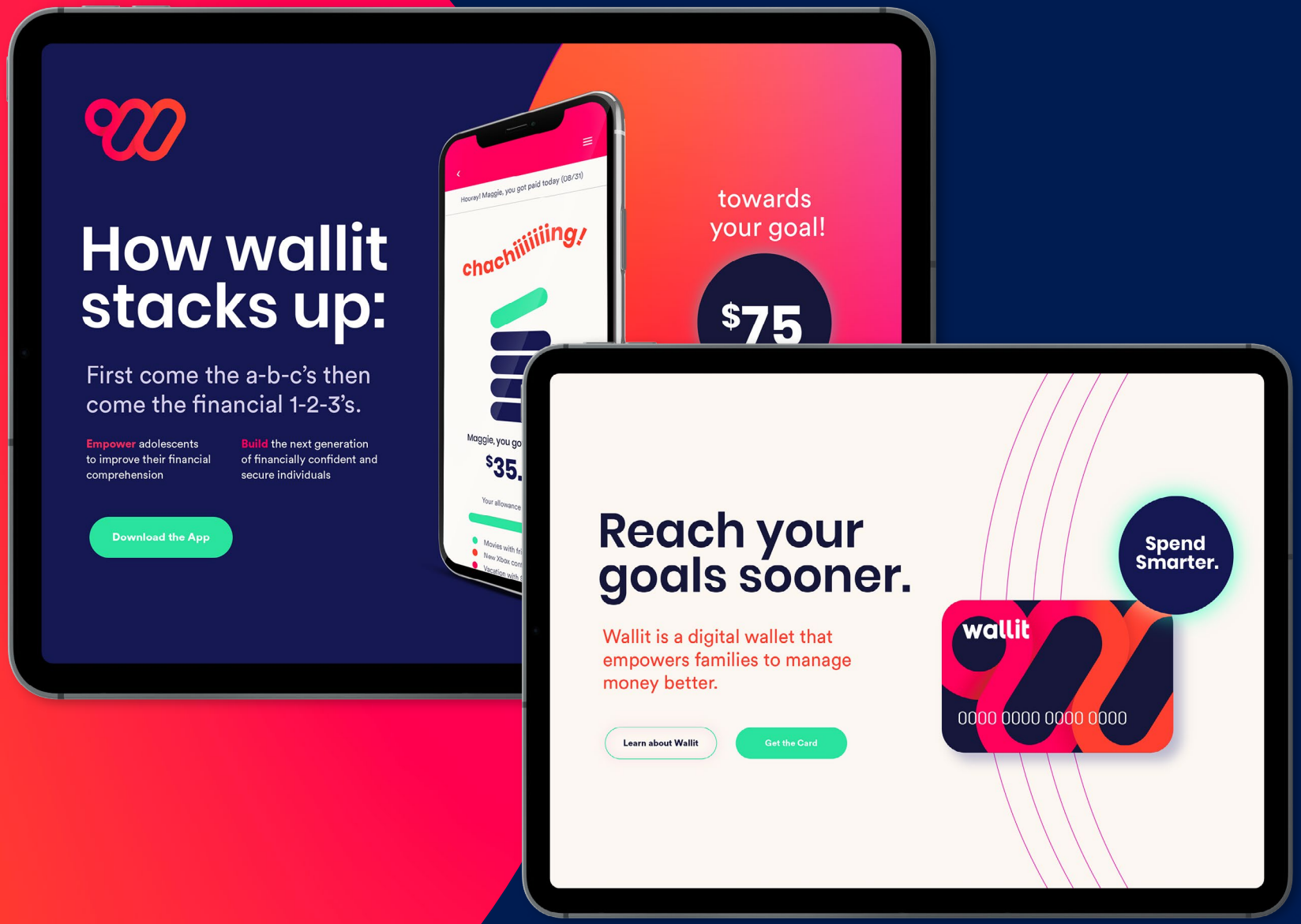
AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz

0123456789

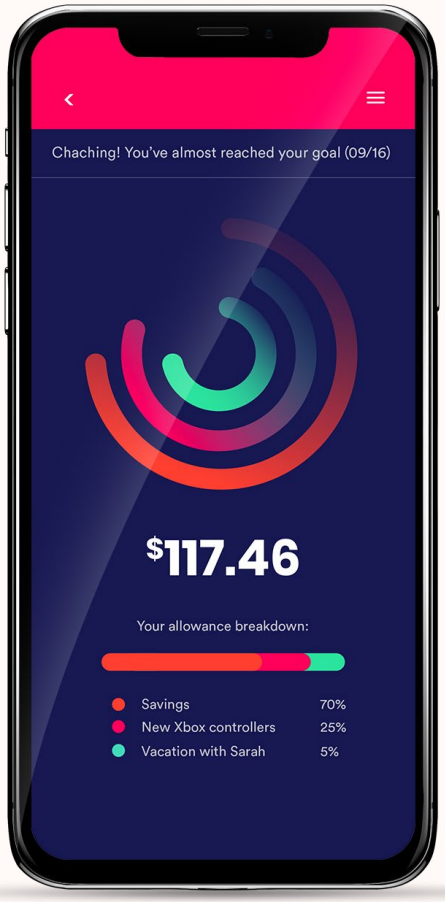
Circular

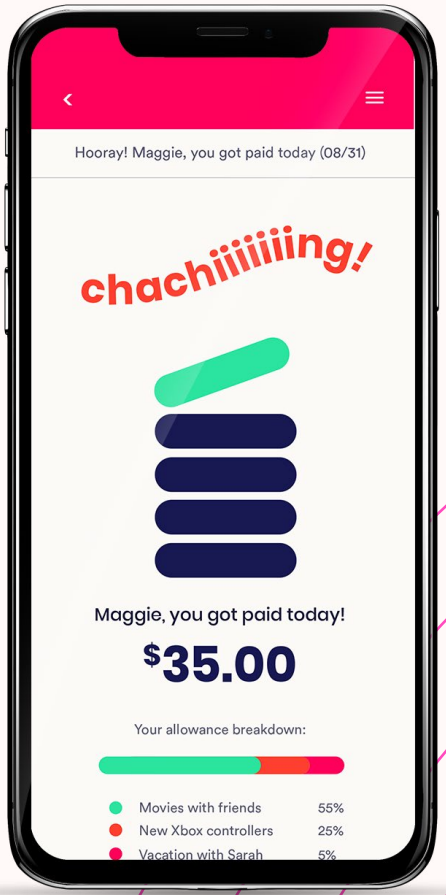
AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz

0123456789


How wallit stacks up:
First come the a-b-c's then come the financial 1-2-3's.
Empower adolescents to improve their financial comprehension
Build the next generation of financially confident and secure individuals
Download the App
Hooray! Maggie, you got paid today (08/31)
chachiiiiiing!
towards your goal!
$75
Reach your goals sooner.
Wallit is a digital wallet that empowers families to manage money better.
Learn about Wallit
Get the Card
Spend Smarter.
wallit
0000 0000 0000 0000

Your Wallit
wallit
0000 0000 0000 0000
Spending
Direct Deposit
Auto Pay
+ $20.00
02 Oct 2018
Movies
Misc
- $12.00
02 Oct 2018


Chaching! You've almost reached your goal (09/16)
$117.46
Your allowance breakdown:
Savings 70%
New Xbox controllers 25%
Vacation with Sarah 5%


Hooray! Maggie, you got paid today (08/31)
chachiiiiiiing!
Maggie, you got paid today!
$35.00
Your allowance breakdown:
Movies with friends 55%
New Xbox controllers 25%
Vacation with Sarah 5%