souplify

Brand guide

Version 1.0 · November 2026

01 Logo

The logo is the Souplify mark beside the wordmark. Use the full logo wherever there is room. Use the mark alone where space is tight, such as an app icon or a profile picture.



Primary logo, on white



Reversed logo, on Ink



Stacked logo



Mark



Mark on the brand gradient



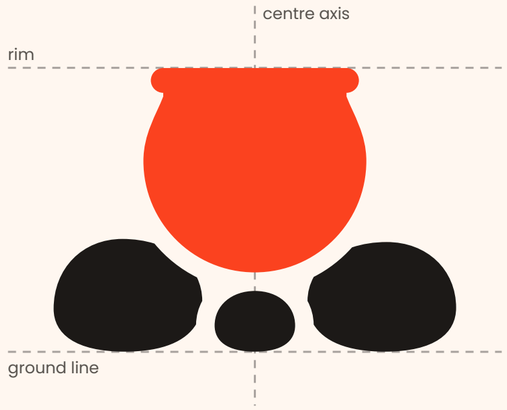
App icon

02 The idea

The mark is a cooking pot resting on three stones: the **three-stone hearth** of a Ghanaian kitchen. The pot is the pool that a household or a savings group keeps full together. Each stone holds part of the weight.

It is also the soup in Souplify: one pot, shared by everyone around it. A gold dot on the i gives the wordmark a warm accent. Together they say what Souplify does: it keeps everyday money simple, and it helps people save together.

The wordmark is set in Poppins SemiBold, in lower case, so it feels friendly and plain-spoken rather than corporate.



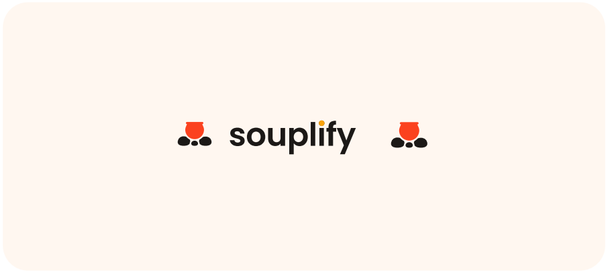
One gap width everywhere: every gap between pot and stones is cut from the same offset. The pot is mirror-symmetric; the stones differ a little, as real stones do.

03 Space and size



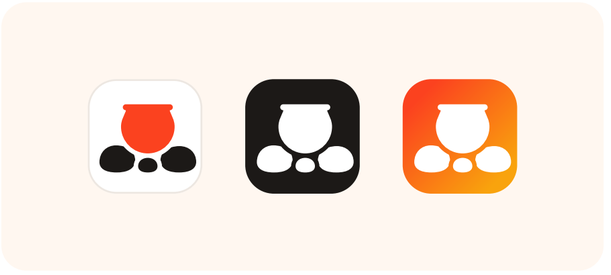
Clear space

Keep space around the logo at least the height of the small centre stone on all sides. Never place text or other logos inside it.



Minimum size

Full logo: 96 px wide on screen, 25 mm in print. Mark alone: 16 px tall. Below that, use the app icon.

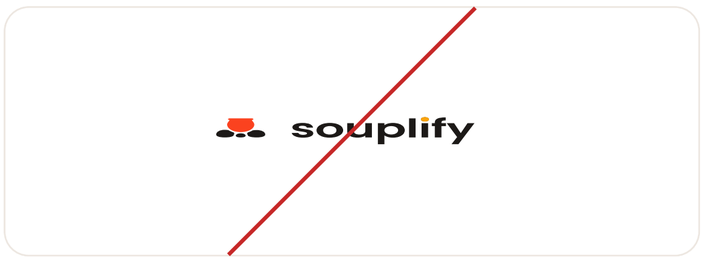


Backgrounds

Full colour on white or Cream. White on Ink or on the brand gradient. On photos, use white over a dark, calm area.

04 Misuse

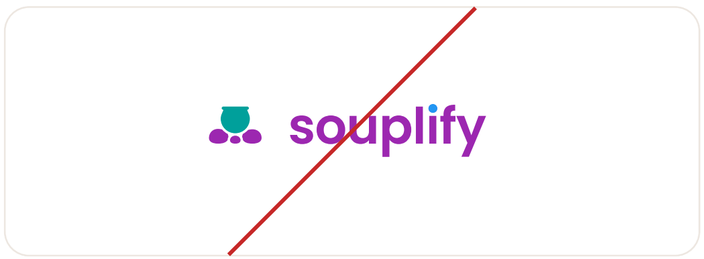
Keep the logo exactly as supplied. These changes weaken it.



Do not stretch or squash it



Do not rotate it



Do not change its colours



Do not place it on busy or low-contrast grounds



Do not add shadows or effects



Do not retype the wordmark in another font

05 Colour

Orange and Gold carry the brand. Use them for the logo, decoration and large shapes. For text and buttons with white labels, use the text-safe tones, which pass WCAG AA contrast (4.5 to 1).

BRAND

Souplify Orange
#FB421F
RGB 251 66 31
Logo, icons, large shapes. 3.6:1 on white, so not for small text.

Gold
#F9A30D
RGB 249 163 13
The i-dot, highlights, gradient end. Never text on white.

Brand gradient
#FB421F → #F9A30D
135°
App icon, hero panels, decoration.

Ink
#1C1917
RGB 28 25 23
Headings and dark sections. 17.5:1 on white.

TEXT-SAFE

Action Orange
#C2410C
5.2:1 on white
Links, selected tabs, solid buttons, focus rings.

Button gradient
#D7361A → #B45309
White text 4.7:1 or more
Every gradient button with a white label.

Body Grey
#4D4D4D
8.5:1 on white
Body text and descriptions.

Cream
#FFF7F0
Action Orange 4.9:1
Tinted sections and cards.

MEANING

Income
#00AA1F
Money in. Always green.

Expense
#FF0000
Money out. Always red.

Teal
#00A09B
Groups and secondary accents.

Approved Declined Pending Admin

Status chips
Dark text on a light ground, each 4.8:1 or more.

06

Type

Aa

Poppins

Headings, buttons, labels and the wordmark. SemiBold 600 and Bold 700.

Aa

DM Sans

Body text and long reading. Regular 400, Medium 500 and Bold 700.

Money for everyday life

H1 · Poppins 700 · 56/60 web, 32 app

Save together. Decide together.

H2 · Poppins 700 · 40/46 web, 24 app

Savings groups, with a say

H3 · Poppins 600 · 20/28

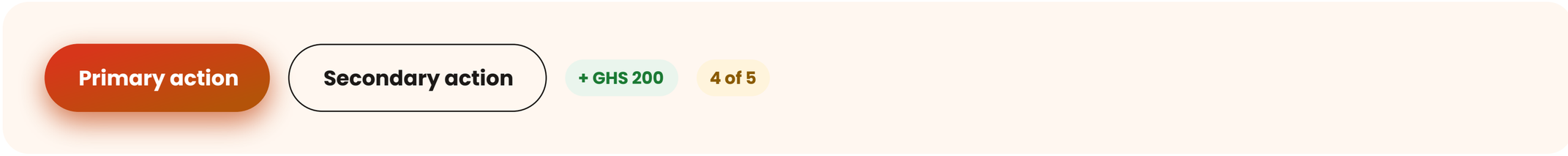
Track cash, mobile money, cards and bank accounts. Set a budget and see where your spending goes.

Body · DM Sans 400 · 17/28 web, 16 app

PERSONAL FINANCE · SAVINGS GROUPS

Eyebrow · Poppins 600 · 13, tracked 0.08em

07 Components



Buttons: Poppins SemiBold, 48 to 56 px tall, fully rounded. One primary action per screen.

Cards: white, 1 px border #EDE7E1, 20 px corners, soft shadow only when the card floats.

Charts: donut charts only, never pie charts. Income green, expense red.

Money: currency code, then the amount with thousands separators: GHS 1,250.00.

Icons: 24 px line icons, 1.75 px stroke, rounded ends, in Action Orange on Cream.

08 Voice

Souplify sounds like a sensible friend who is good with money: warm, plain and honest. Never preachy, never flashy.

We are

Plain. Short sentences and everyday words. “Save together”, not “collaborative savings solutions”.

Honest. We say what Souplify does not do: it holds no money, and the game cedis are practice.

Local. Cedis, MoMo, susu, trotro, chop bar. We write for daily life in Ghana.

Encouraging. Progress over perfection. We celebrate small wins.

We avoid

Promises of returns, “get rich” language or pressure to borrow.

Jargon and acronyms without an explanation.

Blame. Money is hard; we help rather than scold.

Exclamation marks in serious moments, such as loans or errors.

09 Downloads

Vector files (SVG) scale to any size. Use PNG where SVG is not accepted. For other formats, write to info@souplify.com.

Logo, full colour	SVG	Logo, white	SVG
Logo, one colour Ink	SVG	Logo, stacked	SVG
Mark, full colour	SVG	App icon, 1024 px	PNG
Logo, full colour, 2000 px	PNG	Full brand guide	PDF