Brand Identity Guidelines

Complete visual standards, logo geometry, color specifications, typography hierarchy, tone of voice, hardware design, and UI guardrails for Coinjar.

Core Brand Thesis

Over 80% of daily transactions in India are under ₹100. Coinjar is designed specifically for chai, autos, and corner counters. We make payments lightning fast in two taps, and automatically round up spare change into a bank-backed Jar. No ads, no scratch cards, no noise.

The Drop Symbol

The symbol combines a clean glass jar with an incoming copper 1-rupee coin tilted at -18°. Clear space must always equal at least one coin diameter (7u on the 24u grid) around all sides. Minimum reproduction height: 16 px on screens, 5 mm in physical print.



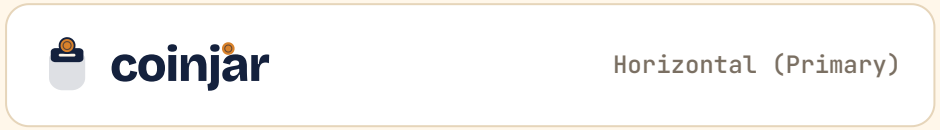
Grid Architecture: 24 × 24 units

Coin tilt: -18° angle with double-ring outer bevel

Safe exclusion zone: 7 units (1 coin diameter) on all 4 boundaries

Wordmark & Lockups

The Coinjar wordmark is set in custom Bricolage Grotesque 800 with a copper coin replacing the dot over the letter 'j'. Lockups include Horizontal (default), Stacked (counter standees), Business (Teal badge for merchant app), and Crew (Ink badge for field agents).





Logo Rules & Misuse

Never recolor the coin anything other than copper (#D9822B) or mono ink. Never add a currency glyph (₹) onto the coin face. Never stretch, distort, outline, or add drop shadows. Never pair Coinjar with third-party payment rails or UPI trademarks.

Color Palette & Swatches

Calibrated for rich print depth and digital WCAG AA contrast compliance. Ink on Cream provides 15:1 contrast; Ink on Copper provides 5.5:1. White text is never permitted on Copper.

Copper

#D9822B
CMYK: 14 / 54 / 95 / 2

Ink

#14213D
CMYK: 95 / 82 / 44 / 48

Cream

#FFF7EA
CMYK: 0 / 3 / 8 / 0

Merchant Teal

#0B7A75
CMYK: 86 / 28 / 52 / 12

Coin Edge

#F0B77A
CMYK: 5 / 30 / 58 / 0

Glow Halo

#FFB25C
CMYK: 0 / 35 / 70 / 0

Danger / Coral

#C8412F
CMYK: 15 / 85 / 88 / 5

Muted Warm

#7A6F62
CMYK: 45 / 44 / 55 / 15

Typography Scale

Headings use Bricolage Grotesque for bold, personality-rich street-smart signage. Body text uses system-native clean sans for counter legibility. Numerical amounts and 2-digit verification check codes use JetBrains Mono tabular digits.

Bricolage Grotesque

Headlines · Display 48pt+ · 800 Weight

System UI Sans (400 / 600 / 700)

Body & Microcopy · 13–16pt

JetBrains Mono (tnum)

Tabular Numerals & Check Codes · 12pt

Voice & Editorial Principles

Do: 'Paid ₹20 to Gowda Tea.' Don't: 'Your payment of ₹20.00 has been successfully processed.' Do: '₹840 on chai this month 😅 Worth every sip.' Don't: 'Warning: you overspent.' Do: 'Your bank didn't confirm yet. ₹450 is safe.' Don't: 'Transaction failed.'

✓ WHAT WE SOUND LIKE

"Paid ₹20 to Gowda Tea. +₹3 to your Jar."

Brief, cheerful, transparent, street-smart.

× WHAT WE NEVER SAY

"Your payment of ₹20.00 has been successfully processed."

Never bureaucratic, never robotic, never alarmist.

The Jar Micro-Savings

Every transaction rounds up to the nearest ₹5, ₹10, or ₹20. Spare change drops into the customer's Jar with haptic physics. At 9:00 PM nightly, accumulated balances automatically sweep into an interest-bearing bank savings pocket.

Hardware: Standee & Clinkbox 4G

The acrylic QR standee features high-visibility copper corners. The Clinkbox 4G soundbox pairs a high-output speaker with a 360° amber halo glow and spoken 2-digit verification check codes to eradicate fake payment screenshot fraud.

Digital UI Guardrails

Zero banner ads, zero cross-sell loan popups, and zero scratch cards. Pocket Mode enables PIN-free payments under ₹1,000. If bank networks stutter, transactions enter a calm pending state with guaranteed 2-minute status resolution.

Colophon & Legal Notice

Coinjar is a portfolio fintech design and engineering prototype. Fictional concept created in Bengaluru, Karnataka. All merchant names, transactions, and banking partners are illustrative.