



BudgeFlow

BRAND GUIDELINES

Money clarity, in one message.

Identity · Voice · Visual system · Applications

VERSION 1.0 / AUGUST 2026



A brand built to keep moving.

BudgeFlow should feel as immediate as a text and as reassuring as knowing exactly what is left.

01

Foundation

Purpose, positioning, promise

02

Identity

Logo system and usage

03

Expression

Color, type, imagery

04

Language

Voice and messaging

05

Applications

The system in the world

The budget that keeps with real life.

BudgeFlow closes the gap between spending money and remembering to track it. The experience starts where the user already is: a familiar text thread.

CORE IDEA

Money clarity,
in one message.

FROM

"I should update my budget."

TO

"I already know where I stand."

Text an expense. Know what's left.

Our primary tagline and product promise.

01

Immediate

Capture happens when spending happens.

02

Clear

Every interaction ends with a useful state.

03

Human

Plain language. No shame. No finance theatre.

04

In control

People choose what to track, share, or connect.

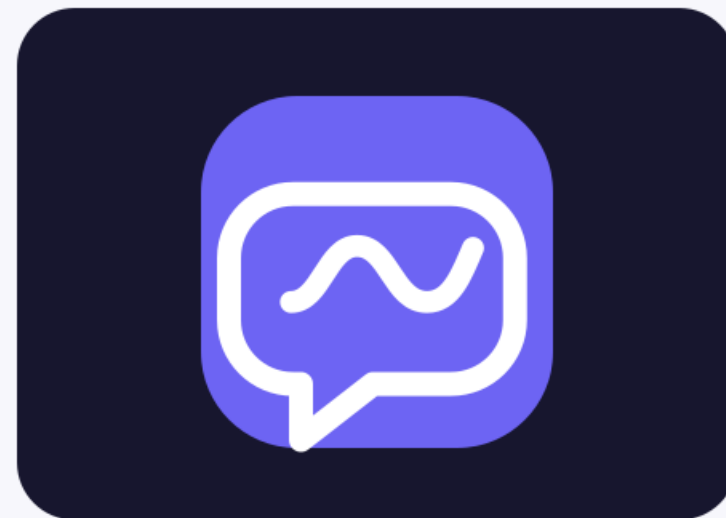
The Flow Bubble

A message bubble meets a continuous balance line.
Together they represent familiar behavior and forward motion.



BudgeFlow

PRIMARY LOCKUP



STANDALONE MARK

LOGO VARIANTS

One identity, four useful forms.



BudgeFlow

PRIMARY • LIGHT BACKGROUNDS



BudgeFlow

REVERSE • DARK BACKGROUNDS



Mark

Avatars, app icons, compact placements



Single color

Restricted reproduction and embossing

CLEAR SPACE AND SCALE

Give the mark room to breathe.



CLEAR SPACE

Keep at least half the mark's height free on every side.

MINIMUM SIZE

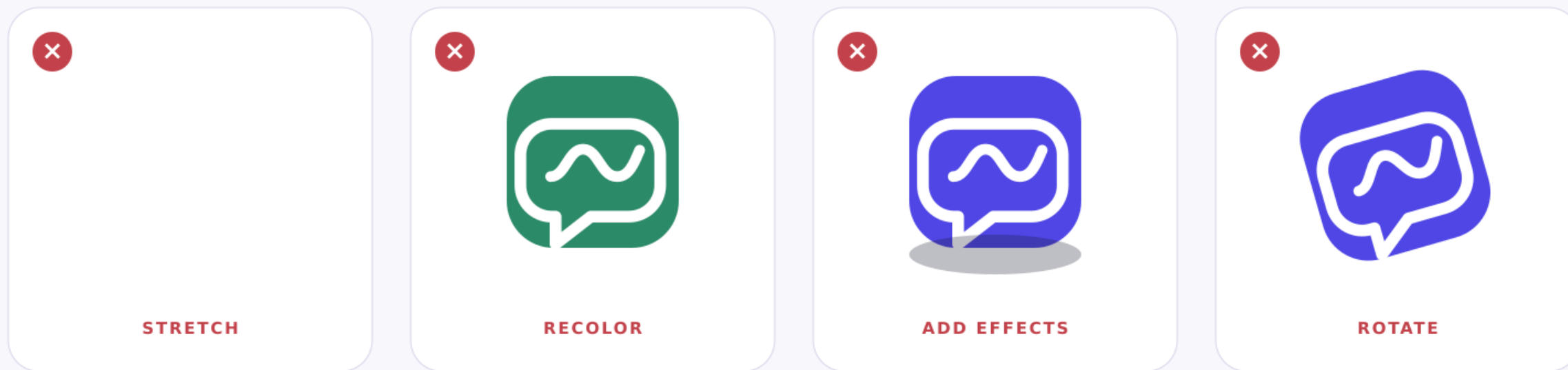
Horizontal logo 120 px

Standalone mark 24 px



PROTECT THE IDENTITY

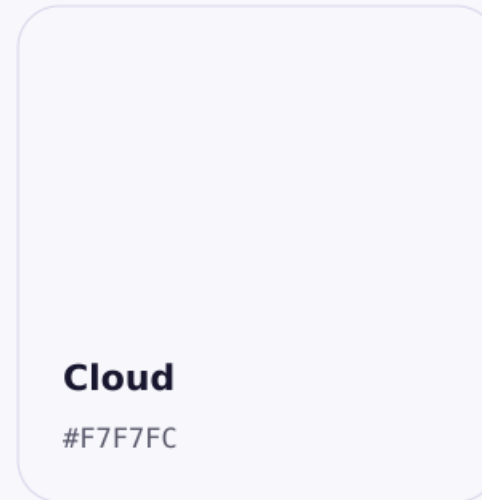
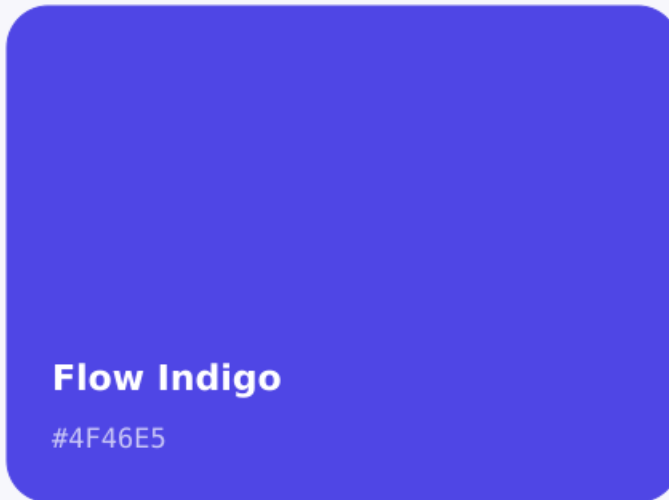
Keep it simple. Keep it recognizable.



Never redraw, distort, recolor individual strokes, add effects, or place the logo over visual noise.

Calm fields. Clear actions.

Indigo should be recognizable, not overwhelming.



Use semantic colors for meaning, never c

TYPOGRAPHY

Warm headlines.
Uncomplicated everything else.

DISPLAY · INSTRUMENT SERIF

Aa

Clarity with character

Headlines · Hero numbers · Wordmark

Sentence case · Regular weight · Tight tracking

SANS · INTER

Aa

Clear at every size

UI · Body · Labels · Navigation

coffee 5.80

JetBrains Mono · Commands and values

Show the moment money moves.

FLOWLINES

Smooth, rounded, continuous.
Always supporting—not competing.

PHOTOGRAPHY

Everyday spending

No cash piles

Natural light

No luxury theatre

Real environments

No shame

Space for a message

No generic dashboards

Message cards pair a short command with a useful, specific response.

Clear. Calm. Quick.

Quietly encouraging—never judgmental.

AVOID

Warning! You exceeded your budget.

Transaction successfully categorized.

Leverage our AI financial ecosystem.

USE

Dining is \$12 over. Move money or leave it.

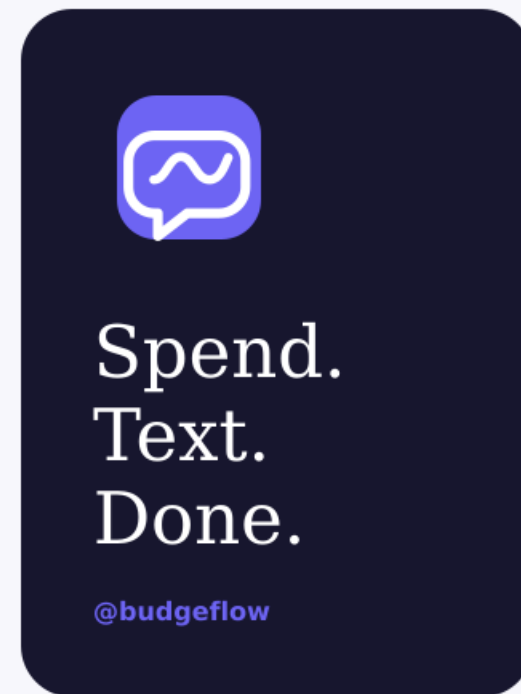
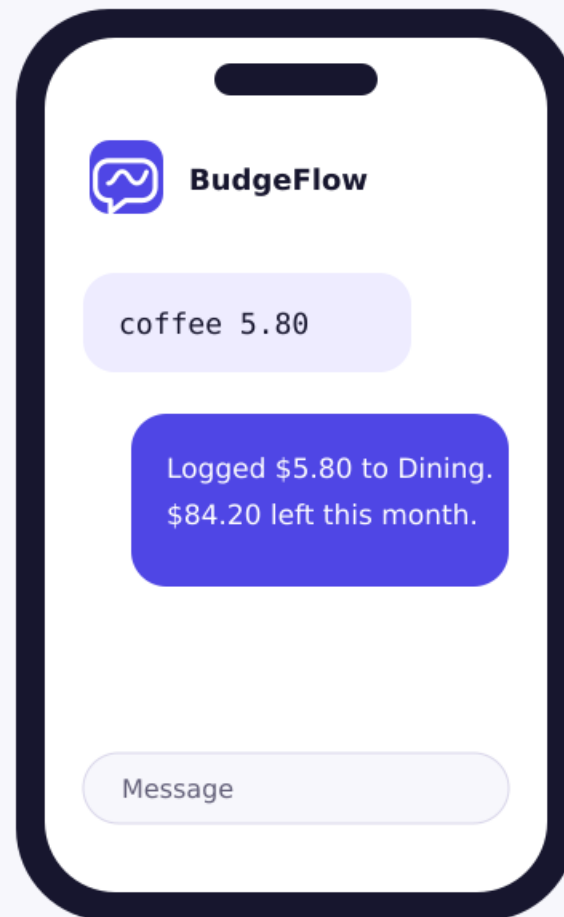
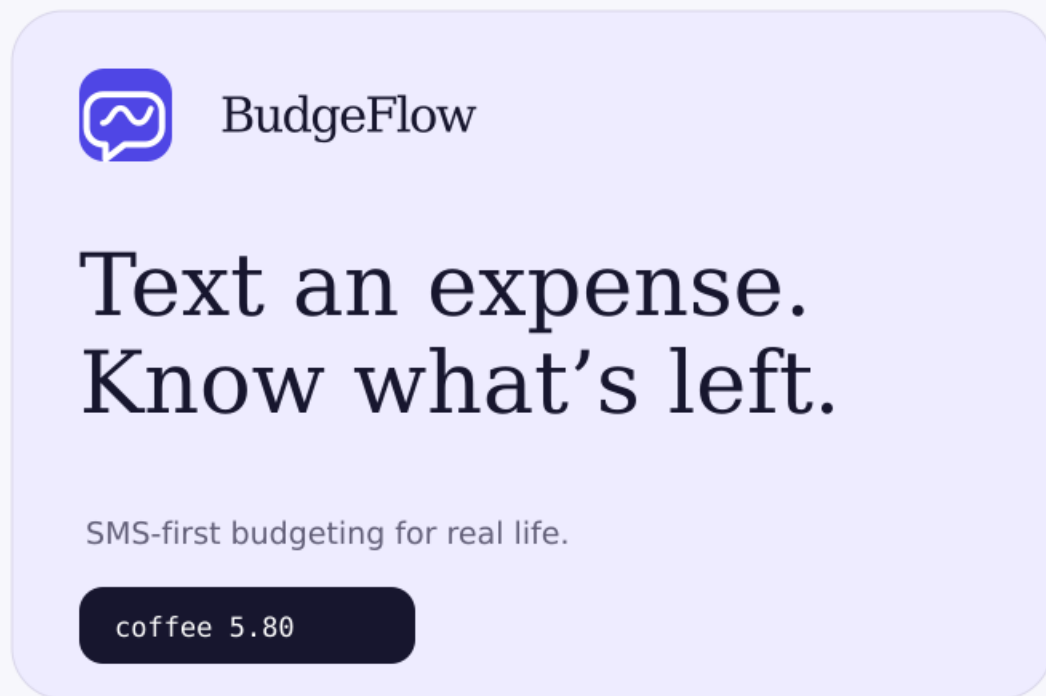
Logged \$5.80 to Dining.

Text an expense. We keep the budget current.

LEAD WITH THE ANSWER USE EVERYDAY WORDS

NEVER SHAME

The system in motion.





Spend less time updating the budget.

Spend more time knowing where you stand.

BRAND ASSETS

budgetflow.com/media-kit

PRESS

press@budgetflow.com

BudgeFlow