sw

Digital Brand Guidelines

Version 3.2 / September 21

Content

01

Digital Branding Rationale

Our Digital Guidelines

Purpose of the Digital Guidelines

Due to the complexity and variety of the Digital Ecosystem, which will be of great importance in the following years, we have recapped specific principles for Digital Displays and Channels.

This is an evolving Document which will adapt within time to adapt to the ever changing Digital Ecosystem, according to trends and UX requirements.
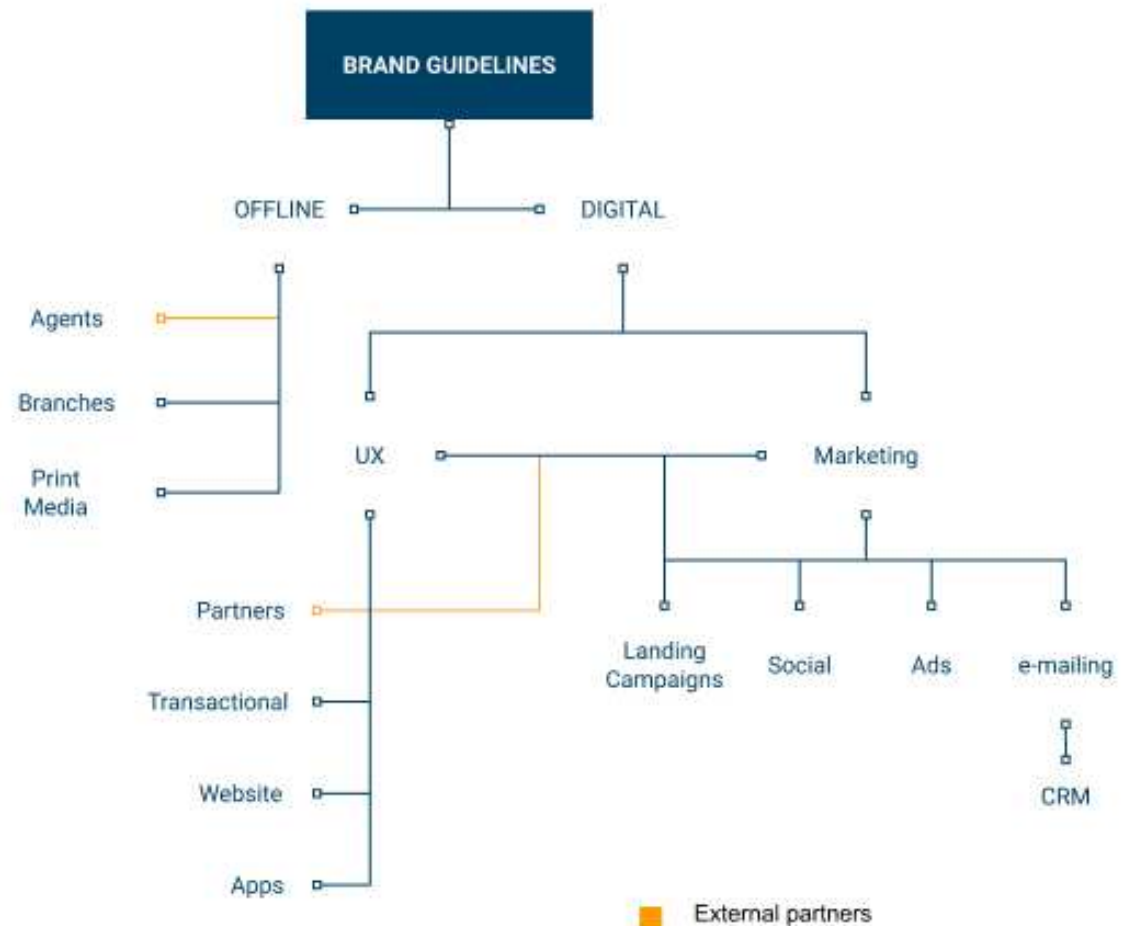
Our Digital Guidelines

Where do this Digital Guidelines fit into the Overall Branding?

While the General Brand Guidelines are oriented to a more general approach towards our visual communication for Offline and Print Media, our Digital Brand guidelines aim to give response to other kind of Displays and Channels.

- Digital Displays: Desktop Responsive, Tablet and Mobile Devices (iOS / Android)
- Social Media
- Online Advertisement
- Email MK (CRM)
- Other Future Digital Displays (Panels ...)

BRAND GUIDELINES

OFFLINE — DIGITAL

Agents
Branches
Print Media

UX — Marketing

Partners

Transactional

Website

Apps

Landing Campaigns Social Ads e-mailing

CRM

■ External partners

Our Digital Tone of Voice

"There might be more to say, but you have less space.

- **Hubspot, Content Marketing**"

Offline TOV
Explanatory

SWFS

Digital TOV
Simplified
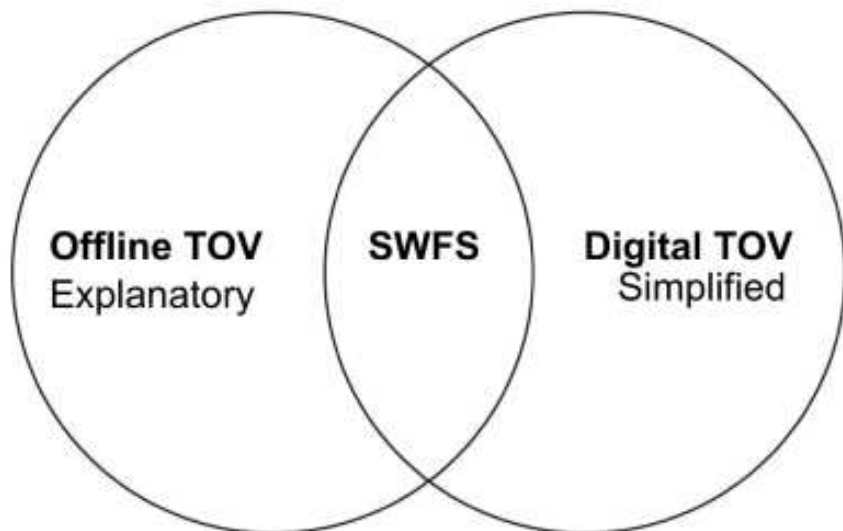
Our Digital Tone of Voice

"Digitally, you have more competition and less time to capture a prospective's interest, therefore your copy needs to be concise and engaging."

Brevity

Digital spaces are known for their quick response time, and you're competing for attention with other stimuli. Having concise and brief copy allows customers to quickly absorb information and determine if it is of interest to them.

Engaging

Our communications need to be engaging and help inspire and influence our customers to build a brand relationship with us and ultimately register/convert.

Conversational

Our language across digital must be simple and be approachable. As immigrants, our customers may not speak the market language fluently, and therefore we must always consider using easy to absorb language.

Personal

As a financial company, we need to speak to customers in an emotional and relatable way to help build trust. We should not be speaking too academically nor use financial terminology, but rather make our communications relatable.

Friendly

Speaking to our customer in a more authentic way without overcomplicating it with formalities while still being helpful, supportive and informative. In Latin languages, use "Tu" instead of "Usted", making it more individualistic and realistic.

02

Visual Identity Elements

Our Logo

Logotype

"Logos survive because they
can adapt to countless formats"

Sagi Haviv

Our Logo composition

Logo

Wordmark

Brandmark

Tagline

All together represents the global money transfer space we occupy.

Our Logo Exclusion zone

The logo must be reproduced with a clear area around it that is free from other graphic elements, it's important it has space to breathe.

The 'o' is taken from the word mark and can be used as a clear margin around the logo.

⚠ Avoid using condensed brandmark without internal margins

Logo Variations

To maintain consistency, it always appears on the Small World Blue and green color. It can be applied to all mediums in various sizes without losing clarity.

We should be using our primary logo on navy blue with a green background as first option.

On Backgrounds should only be used on a light color background, for any other background you should use a monochrome logo.

Logo Variations

The logo can also be used on a white or contextually colored background, as long as there is a 3:1 contrast ratio.

Anything less may compromise visibility and is not recommended.

The black logo should be used on light colored backgrounds.

The white logo should be used on dark colored backgrounds.

Logo responsive

To ensure our logo maintains maximum legibility and brand consistency we've set out a few basic rules.

The tagline tells people what we do. Always use the Small World logo with the tagline where possible*.

App Icon

User Avatar

John Doe

Favicon

Tus envíos de dinero...

https://www.smallworldfs.c...

This is created for digital applications

Logo responsive

For small scales the logotype and tagline may become difficult to read, avoid using it in sizes below 48px height, instead use the condensed logo brandmark only.
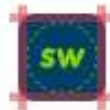
The minimum size for the Logo with all elements is 144px wide.

For more confined spaces like social media, signage and app icons, this condensed version of our logo has been created.

If the brandmark area is below 48px heights the brandmark can be used.

For profile/ avatar thumbnails, use the correct margin proportions.

This is created for digital applications

Logo recommendations

✓ **Recommendations**

In order for the brand to work across a variety of different media, we allow our logo to be treated in different ways:

- Maintaining proportions
- Maintaining safe areas
- Use of all elements
- Use the correct color codes
- Avoid using several colors
- Consider minimum scales
- Try using .SVG format as first option

⊗ **Avoid:**

- Using in low quality
- Using multiple colors

⊗ Do not use a complex or highly textured background

⊗ Do not use colors that aren't specified in the color palette

⊗ Do not alter the logo arrangement

⊗ Do not scale the logo unevenly

⊗ Do not use word mark on its own

⊗ Don't flip or turn the elements

Typography

"The beauty of type lies in its utility;
prettiness without readability serves
neither author nor reader."

James Felici

Our Typography hierarchy

Our brand fonts are not full suitable for digital channels because of its flexibility and weaknesses in terms of readability.

"Adding" Open Sans typography as complementary fonts allow us to expand and optimize our digital channels in terms of usability, accessibility and performance.

Header
VAG Rounded

Titles
VAG Rounded

Body text
Open Sans

Blog

Economía   Extranjero   Edu...

La historia del Dirham, la moneda de Marruecos

15 JUN 2021   Blog / Economía

¿Sabes cuál es la moneda de Marruecos? Si has estado en este país alguna vez, o has querido ir, posiblemente la conozcas. Y es que la moneda de cualquier territorio puede decir mucho de su historia y de su cultura. Para empezar, en sus monedas y billetes suelen reflejarse hitos de su pasado o grandes personalidades del país.

Our Typography hierarchy

Pay attention to the fonts

Visual hierarchy includes a core subsection called typographic hierarchy which aims at modifying and combining fonts to build the contrast between the most meaningful and prominent copy elements which should be noticed first and ordinary text information. The fonts can be transformed by regulating sizes, colors, and families as well as their alignment. Different fonts can divide the copy content into different levels so that users could perceive the information gradually. However, designers are recommended to keep the number of fonts within three since too many fonts look messy and make the design inconsistent.

Three levels for web, two for mobile

As we mentioned above, different fonts form typographic levels which consist of such elements as headlines, sub headers, body copy, call-to-action elements, and captions. There are three typographic levels: primary, secondary, and tertiary. The first one includes the biggest type and aims at drawing people's attention to the core information on the screen. The next level provides copy elements that are easily scanned and help users navigate through the content. The tertiary level usually applies body text and some additional data which is presented via a relatively small type.

In many cases, web products include all three levels since they are more likely to provide a big amount of content. On the other hand, designers are recommended to keep the number of layers within two while creating typography for mobile. The small screens don't provide enough space for three levels so the elements of a secondary level such as sub headers have to step aside to make mobile UI look clean.

Typography recommendations

⚠ Disadvantages of our brand fonts:

- Not available for presentations, emailing, social networks, unbounce.
- Not flexible for underline text, medium weights, Few variants
- Performance lag in web pages because of its several formats in website

✓ Benefits of pairing fonts

- Helps customers scan and read easier, understanding our message faster.
- Helps focus the eye
- Can make or break our brand awareness
- More outstanding visual hierarchy between titles and paragraphs.

Current

Proposal

La historia del Dirham, la moneda de Marruecos

15 Jun 2021 - Categoria: Blog / Economia

¿Sabes cuál es la moneda de Marruecos? Si has estado en este país alguna vez, o has querido ir, posiblemente la conozcas. Y es que la moneda de cualquier territorio puede decir mucho de su historia y de su cultura. Para empezar, en sus monedas y billetes suelen reflejarse hitos de su pasado o grandes personalidades del país.

Quizás seas una de esas personas que desconocen cómo se llama la moneda de Marruecos. Estás de suerte. Hoy queremos profundizar en la historia de esta divisa del norte de África. Esto nos ayudará a conocer más sobre este fantástico país. ¿Estás interesado? Pues síguenos en este viaje apasionante

Resumen

- ¿Cuál es la moneda de Marruecos?
- ¿Cuál es la historia del dirham marroquí?
- ¿Cuánto vale un dirham?
- ¿Cómo son los billetes y monedas de Marruecos?
- Cómo enviar dinero a Marruecos

¿Cuál es la moneda de Marruecos?

La moneda de Marruecos es el Dirham, y sus inicios se remontan a hace más de 200 años. Las siglas internacionales que sirven para la identificación de esta moneda son MAD. Al igual que muchas de las monedas que existen en todo el mundo, el dirham se puede subdividir en 100 céntimos.

El organismo nacional que tiene como misión velar por el valor de esta moneda, al igual que realizar también su emisión, es el Banco Central de Marruecos.

≡ **ⓢ small world** ⬤

Blog

Economía Extranjero Edu...

La historia del Dirham, la moneda de Marruecos

15 JUN 2021   Blog / Economía

¿Sabes cuál es la moneda de Marruecos? Si has estado en este país alguna vez, o has querido ir, posiblemente la conozcas. Y es que la moneda de cualquier territorio puede decir mucho de su historia y de su cultura. Para empezar, en sus monedas y billetes suelen reflejarse hitos de su pasado o grandes personalidades del país.

Quizás seas una de esas personas que desconocen cómo se llama la moneda de Marruecos. Estás de

Typography hierarchy

Keeping our brand fonts (VAG Rundschrift) for headers and adding Open Sans for body texts helps with:

✓ Style

Tell about the brand's personality and approach.

✓ Legibility

Helps to create stronger visual hierarchy and increase accessibility.

✓ Readability

Helps customers scan and read easier and understanding our message faster.

Reasons to be part of our Small World

Header

Secure

Subtitle

We're a regulated financial services company handling more than 1 million transactions a month

Body text

Typography for headers

VAG Rundschrift D

Header, titles, subtitles.

Is our corporate font. Chosen for its friendly, approachable feel.

Variations: Light / Bold

These fonts will primarily be seen in Small World products and on Small World Landing pages for Titles / Subtitles.

VAGROUNDED - TITLE DISPLAY

Aa

VAG Rundschrift D

**ABCDEFGHIJKLMNNOPQRSTUVWXYZ
abcdefghijklmnñopqrstuvwxyz
'?'"!"(%)[#]{@}/&\<-+÷×=>®©$€£¥¢:;,.*
1234567890**

Light

Aa

Regular

Aa

Section title
#004165

Sub-title
#4A4A4A

(i) Use a consistent heading hierarchy: H1, H2, H3, H4, 5, H6

Typography for body texts

Open Sans

Body copy, captions and labels

These fonts will primarily be seen in Small World products and on Small World landing pages for secondary texts as paragraphs.

These fonts are set to be used in longer texts as paragraphs.

Body copy should use the regular weight version of this font.

Variations: Light / Regular / Medium / Bold

BODY, LABELS TEXT // OPEN SANS

Aa

Open Sans

ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
abcdefghijklmnñopqrstuvwxyz
'?'"!"(%)[#]{@}/&\<-++×=>®©$€£¥
¢:;,.*
1234567890

Light	Regular	SemiBold	Bold
Aa	Aa	**Aa**	**Aa**

Light Italic	Italic	SemiBold Italic	Bold Italic
Aa	*Aa*	Aa	***Aa***

Body color
#4A4A4A

Help text
#999999

Link
#4A90E2

Typography for body texts

Complementary typography

Allow us to expand and optimize our digital channels in terms of usability, accessibility and performance.

Secure

Google font's takes care of all the licensing and hosting, ensuring that the latest and greatest version of any font is available to everyone.

Flexible

Google font's catalog places typography front and center, inviting users to explore, sort, and test fonts for use in more than 135 languages. Available for most popular channels (Google slides, Unbounce, email marketing).

No license require

All the fonts and icons are free and open source, making beautiful typography and iconography accessible to anyone for any project.

BODY, LABELS TEXT // OPEN SANS

Aa

Open Sans

ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
abcdefghijklmnñopqrstuvwxyz
'?'"!"(%)[#]{@}/&\<-++×=>®©$€£¥
¢:;,.*
1234567890

Typography hierarchy

Heading h1-h6 / Titles / Subtitles

VAG Rundschrift D or Nunito Use contrasting typography to define hierarchy of information.

Headlines can be centered or left-aligned depending on the composition.

Formula:
Based text size: 18px = 1rem*1.250

Header ⟶ **h1 - Heading** 48px

Subtitle

h2 - Heading 32px

h3 - Heading 28px

h4 - Heading 24px

h5 - Heading 20px

H6 - HEADING 16 px

Body copy, captions and labels.

Open Sans Regular Text-heavy copy, especially body copy, should be left-aligned so it's easier to read.

Body text ⟶ We're a regulated financial services company handling more than 1 million transactions a month

This is a link

Unordered List	Ordered HTML
• Coffee	1. Coffee
• Tea	2. Tea
• Milk	3. Milk

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ⓘ Use a consistent heading hierarchy: H1, H2, H3, H4, 5, H6

Typography alternative

VAG Rundschrift D is not a default system font, therefore only systems with the font installed will be able to see the content.

Heading h1-h6 / Display d-1d-4 / Titles / Subtitles

When is not possible to use the corporates fonts in certain environments as newsletter campaigns, PowerPoint presentations, Word, excel docs Nunito is used as an alternative where VAG Rundschrift D is not installed.

For body copy, captions and labels use Open Sans Regular.

BODY, LABELS TEXT // OPEN SANS

Aa

Nunito

ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
abcdefghijklmnñopqrstuvwxyz
'?'"!"(%)[#]{@}/&\<-+÷×=>®©$€£¥¢:;.*
1234567890

Light	Regular	SemiBold
Aa	Aa	Aa

Bold	ExtraBold
Aa	Aa

Typography spacing

When visually organized in such way, the text is usually easier to read and simply looks better as a part of the web page ecosystem.

Long story short, it is something that every website should implement to ensure low vision or dyslexic users can override set text spacing to enable easier readability for increased individual reading speed.

Regardless of font size or variant, each line must be precisely aligned to the grid of the rhythm.

Consistent spacing also establishes a correct vertical rhythm and a visual hierarchy that's easy to distinguish.

Letter-spacing: 1

AaBbCc

Line Spacing

Reasons to be part of our Small World

Hero subtitle

We're a regulated financial services company handling more than 1 million transactions a month

Consider using on level AA minimum readability required for

Typography for accessibility

Contrast Ratio

Low contrast   High contrast

An accessible contrast ratio makes it easy for people with low vision, cataracts, glaucoma, and other sight conditions to interact with.

Text size
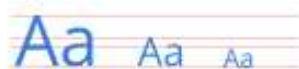
Aim to use a font size of at least 16px across your entire digital assets.

Alignment

Use left alignment as much as possible.

Capitalization

Make sure you use sentence or title case throughout the site

Spacing

White space makes it easier for the user to know what to read and where to begin, so make sure to use lots of paragraphs to break up.

In general, an accessible contrast ratio is 4.5:1, or standard text and 3:1 for larger text.

Consider using on level AA minimum readability required for legibility and readability

Color

Our color palette has been carefully composed to provide flexibility when producing different types of collateral.

Brand colors can be used in key moments, in ways that associate those colors with specific actions and information while preserving content legibility and overall usability.

Our Primary Colors

Our primary brand colors are sheen green and navy blue.

Being associated with a color can make us more recognizable, this will help build familiarity when customers use our products.

Brand primary Green

Our Small World green color gives us a visual differentiator from other brands.

Brand Primary Navy Blue

Our Small World navy blue is a complementary color use with our green primary to generate high contrast. Should be used with the same hierarchy as the primary.

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⚠ Consider using on level AA minimum contrast ratio required for accessibility

Our Color palette

The extended palette

Consists of tints and shades of each color in the palette. Use cases for these colors vary depending on the context, but they are useful for illustrations and components in-product, and as background colors.

We use these colors across our UI to represent different states, and also in some of our illustrations.

Primary Green

HEX   #92D400

RGB   146 212 0

CMYK 26 0 83 17

Primary Navy Blue

HEX   #004165

RGB   0 65 101

CMYK   100 49 12 58

Blue

HEX   #0BADFF

RGB   11 173 255

CMYK   96 32 0 0

Pure white

HEX   #FFFFFF

RGB   255 255 255

CMYK 0 0 0 0

SW Digital brand guidelines

⚠ Consider using on level AA minimum contrast ratio required for accesibility

Color proportions

60%   30%   10%

Palette outline: The 60-30-10 ratio

The most effective website and app color scheme will follow a
60-30-10 ratio. This means that the main color is applied to 60%
of the website design, the secondary color is applied to a further
30%, and the last 10% is used as the accent color that contrasts
with the two main colors.

When choosing the three different shades, remember the accent
color (10%) should be the most vibrant as it will emphasize
critical website items like call-to-action elements. The main color
(60%) should be a neutral that's easy on the eyes, and the
secondary color (30%) should contrast nicely with the main color to
create visual interest.

Distributing complementary colors with these proportions in mind
will help to visually organize and add balance to your design.

Color usage

Losing accents

The bold colors can be the tool for making accents in UI still they can be the reason why the accents disappear. **Many vibrant colors in a single visual composition bring a risk of losing highlighted elements** because they become a part of a colorful mess.

That's why designers are recommended to apply the proportion of 60%–30%–10%. The biggest part should go to the dominant hue, the third of the composition takes secondary color and 10% percent goes to the color which helps to make the accents.

Such a proportion is thought to be pleasant for human eyes since it allows for perceiving all the visual elements gradually.
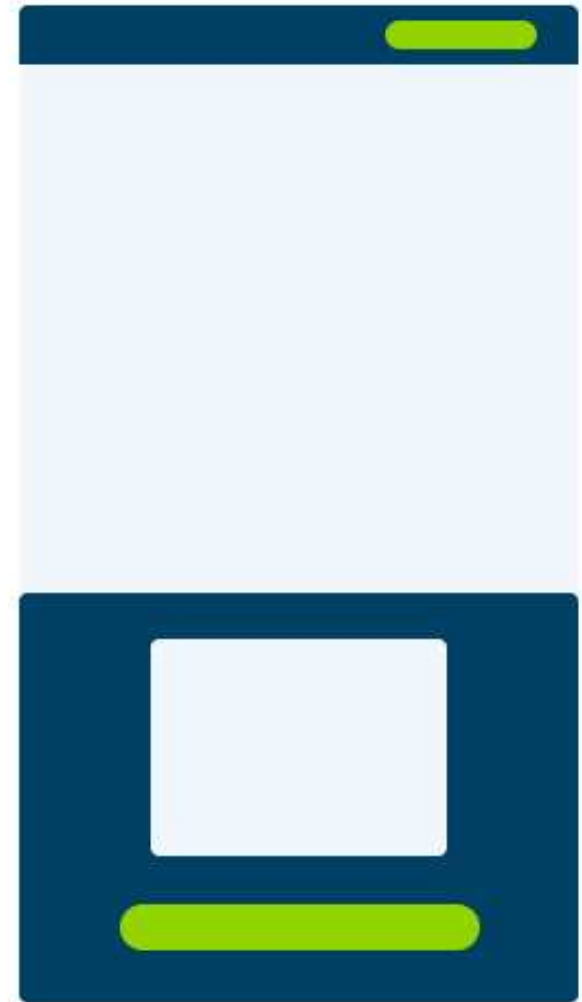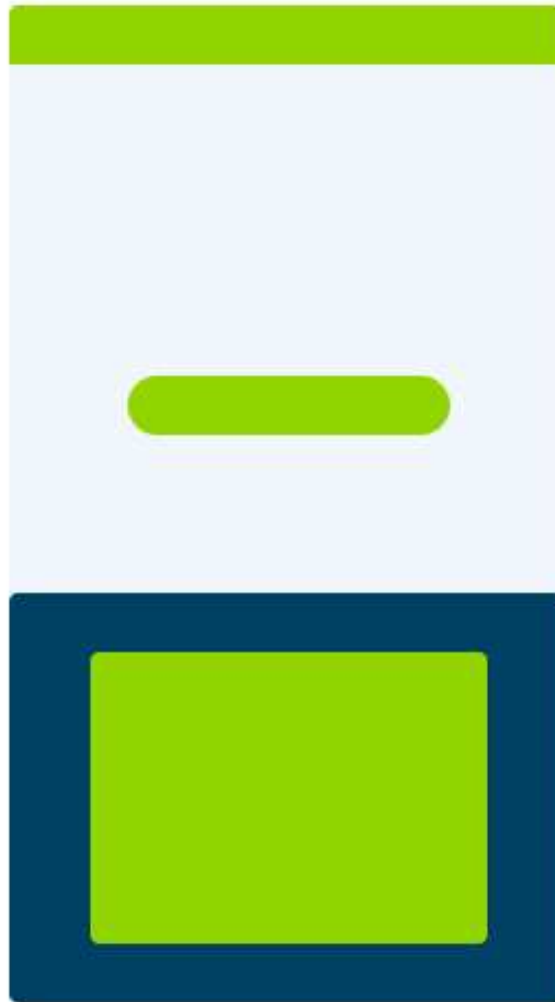
LESS (Accent) is MORE!!

Color usage

Bright colors don't suit all users groups

One of the core stages of digital product creation is user research. Defining and analyzing the target audience designers learn what they expect from a website or app. Age, gender, and culture can influence the preferences of a potential user.

The same goes for bright colors. Even if you create a design for an entertaining app, you need to consider the specifics of the target audience. Middle-aged people usually prefer light UI and they may not like bold colors across the screen finding them a distraction.

Color usage

Vibrant colors may look too contrasting on mobile screens

As we said above, bright colors can produce much contrast helping to highlight vital UI elements as well as contribute to a desirable level of legibility and readability. However, too much of a contrast may play a bad joke, especially with mobile interfaces because they are limited of space and can be used under diverse circumstances.

Small screens, ambient light, and bright fonts make a contrast image look unpleasant for users' eyes. That's why applying bright colors in mobile UI designers need to pay attention to the level of contrast between colors so that people would feel comfortable while reading text on a mobile screen.

Markus Spiske
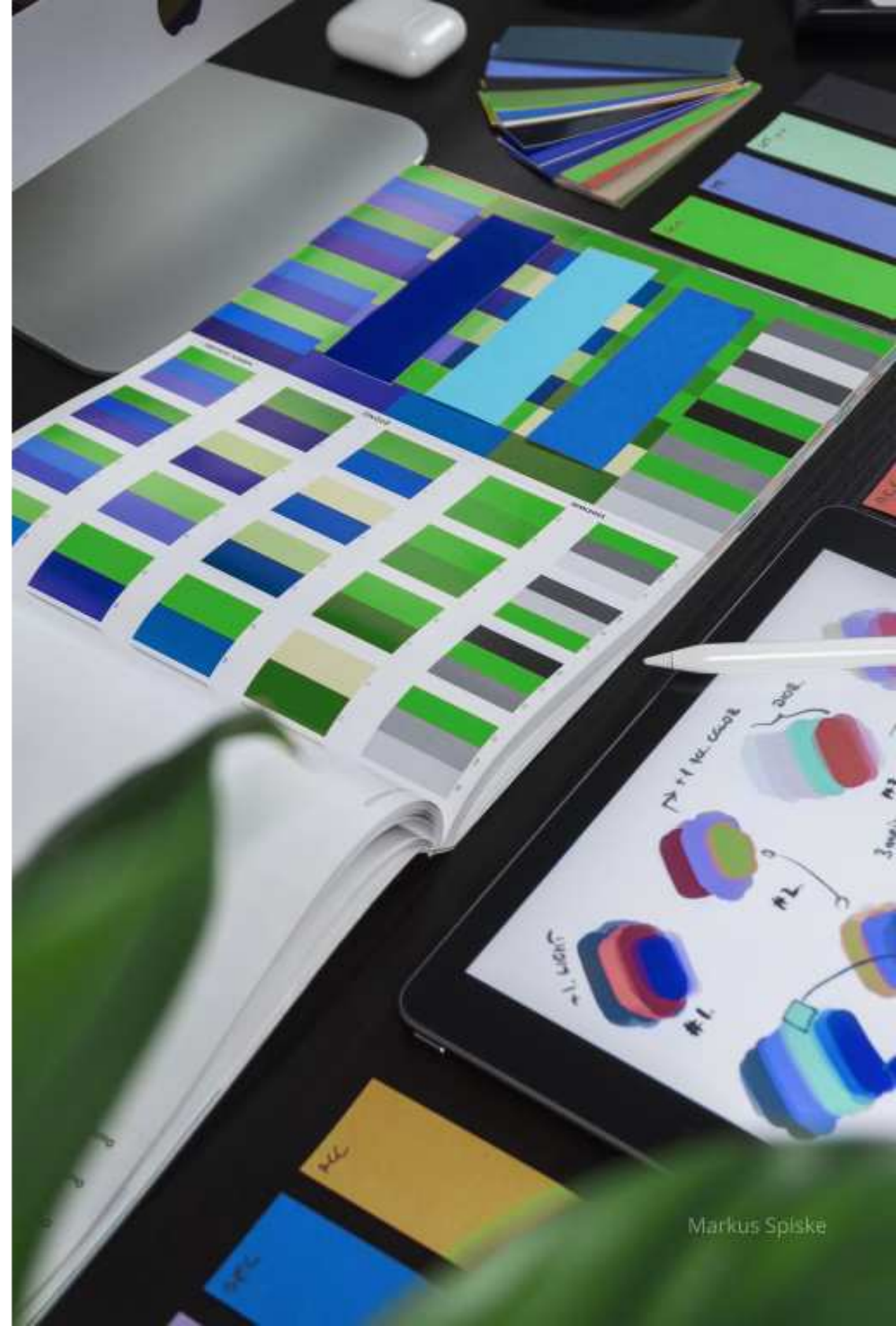
Our secondary color palette

Our secondary palette contains a set of accent colors.
These colors can be used in conjunction with our primary palette.

Monochrome Palette

Provides a strong sense of visual cohesion and can help support communication objectives through the use of connotative color.

Alternative

Purple
#634568

#B1A2B3   #8A748E   #4A344E

Turquoise
#3DD6D0

#5EEBE8   #6EE0DC   #2EA19C

Black
#191919

Gray Darker
#333333

Gray Dark
#666666

For User interfaces

Blue Light
#F1F7FD

Body Text
#434343

Gradient
#02293E-#055372

White
#FFFFFF

Gray
#999999

Gray Light
#CCCCCC

Gray Lighter
#F2F2F2
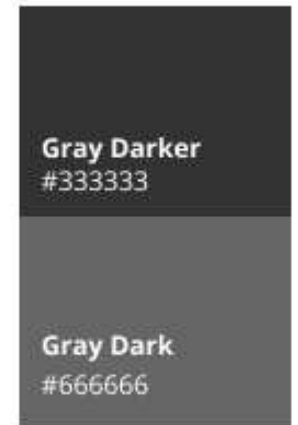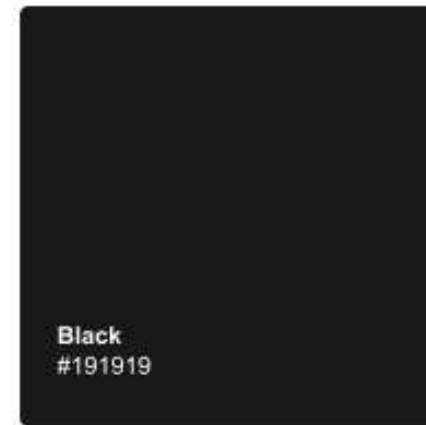
Our semantic color palette

Semantic color Palette

We can use semantic colors to visualize the status or state of business data.

Each color has the same basic meaning in all contexts.

Usage:

- Highlight an important status.
- Validate fields using form field validation.
- Message handling.
- To use the value states for a control.

Misuse:

Avoid using semantic colors for

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Positive

This color stands for a good, positive situation, or for the successful completion of a task.

Success
#92D400

#C8EA80	#ADDF40	#6E9F00
50% white	25% white	25% black
#EE9AA2	#E56874	#A52834

Negative

Use this color for errors, or to indicate a bad or negative status or consequence.

Danger
#DC3545

Information

Use this color for an information state.

Info
#307FE2

#97BFF1	#649FE9	#245FAA
50% white	25% white	25% black
#FFE499	#F9C740	#B98800

Critical

This color indicates a critical situation or warning.

Caution
#F7B500

Accessibility

Web Content Accessibility Guidelines (WCAG) 2.1 covers a wide range of recommendations for making Web content more accessible. Following these guidelines will make content more accessible to a wider range of people with disabilities.

Accessibility involves a wide range of disabilities, including visual, auditory, physical, speech, cognitive, language, learning, and neurological disabilities.

Accessibility

Legibility and readability

Text that is larger and has wider character strokes is easier to read at lower contrast.

The contrast requirement for larger text is therefore lower. This allows authors to use a wider range of color choices for large text, which is helpful for design of pages, particularly titles.

Header ⎯⎯⎯→ **Reasons to be part of our Small World**

Subtitle ⎯⎯⎯→ Hero subtitle

Body text ⎯⎯⎯→ We're a regulated financial services company handling more than 1 million transactions a month

ⓘ For more details about accessibility

Accessibility

Contrast ratio

The intent of this Success Criterion is to provide enough contrast between text and its background so that it can be read by people with moderately low vision (who do not use contrast-enhancing assistive technology).

⊘

Passed

#92D400

Contrast 5.98:1

⊗

Failed

#FFFFFF

Contrast 1.8:1

⊘

Passed

#004165

Contrast 5.98:1

⊗

Failed

#FFFFFF

Contrast 1.8:1

ⓘ Click For more details about accessibility
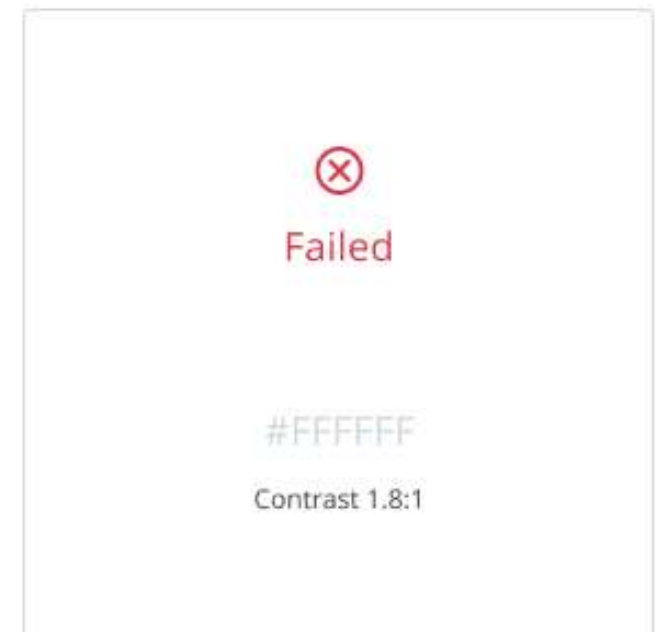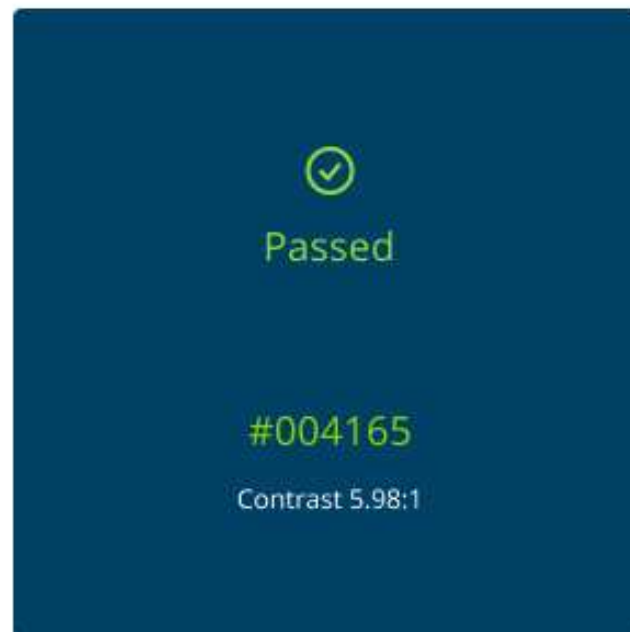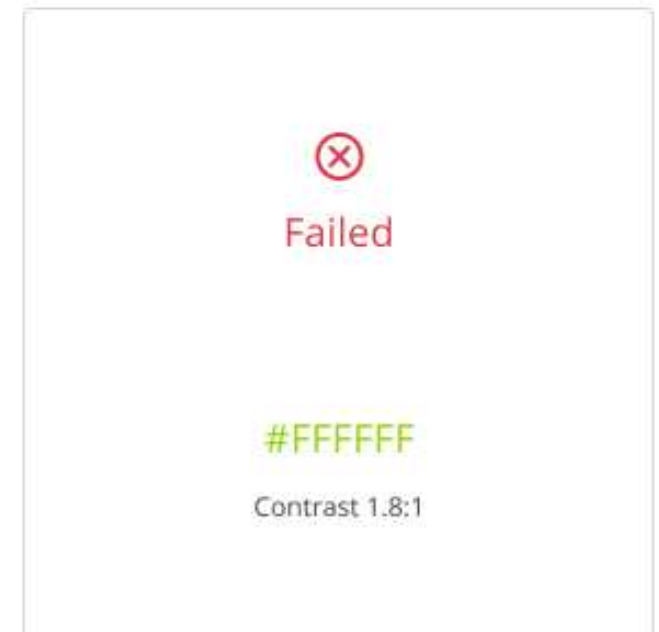
Imagery

At a branding level there are a few different graphical elements which we will use, depending on the purpose and the display or channel involved.

On the following slides you will find specific information on how to treat each of the different types:

- Photography
- Iconography / Pictograms
- Illustrations
- Vectors

Imagery - Communication Levels

Different Image types have
different purposes at a branding
communication level.

LEVEL 1

WHY PICTURES?

They identify the brand style, plain and
simple.

Give a general mood and attitude to the
business.

They deliver a message.

LEVEL 2

WHY ILLUSTRATIONS?

They are a good communication
compliment for Pictures.

Perfect for communication pieces that
have to tell a story without getting in the
way, as a hint to visually reinforce a
message or an action.

LEVEL 3

WHY ICONS?

They are used as a third level hint, to
quickly identify granular actions or
features.

A good example of their use could be
found on a Website, where by using them
you can quickly identify where your user
preferences are, find the Help section or
send an email.

A whole set should encompass all actions
for the customer on that site.

Photography

"A good photograph is one that communicates a fact, touches the heart and leaves the viewer a changed person for having seen it. It is, in a word, effective."

Irving Penn

Photography

Overview

Photography contains 5 different categories:
demographics, geographics; psychographics; business and digital
product.

Ratio and size
1:1 Static Facebook; instagram post, story with bg/ linkin post
Video: video for digital only content
16:9 Video project from office, IGTV((vertical), instagram
story(vertical)

Not to use
sensitive/ controversial topic lacking local cultural awareness might
irritate target audiences
images could potentially trigger audiences' negative emotion
elements which is not related to the topic and may distract users
from the main task
elements which do not represent the company's culture and values

Photography

Demographics

Images should feature people in group' pictures from different generations or in individual pictures in different professions ideally with digital devices. Avoiding choosing stereotypical, touristy images and messy background. Model should match the characteristics of corridors, their face toward the direction of information on the graphics and present a genuine and delightful facial expression.

Demographic / Do's and Don'ts

Photography

Geographics

Images should be high resolution and taken by professional cameras, the local images should be the landmarks (location) of target countries, ideally with flags so that it is easy to be recognized by the audiences.

Photography

Geographics / Do's and Don'ts

Photography

Psychographics

Selecting images where models have positive such as happy, surprise, excited, grateful, gratitude, serenity, appreciation, confident, positive facial expression. Avoiding negative expression, such as sadness, angry, confused, frown, yelling, frustration, fear and controversy facial expression and body languages.

Psychographics / Do's and Don'ts

Photography

Business

These images should advocate SWFS service and team which can be taken in our agents, branch, events office with professional devices and manner or stock photos that match the diverse and friendly company culture. Ideally keeping the surrounding clean and avoid showing other companies.

Photography

Business / Do's and Don'ts

Photography

Digital Products

App & Website

Theses images shows our consumers interacting with our digital product. The images should show smart, simple interactions and reflect what is on the SWFS digital product and make sure to use the most up-to-date device and our product when mocking them up.

Photography

Business / Do's and Don'ts
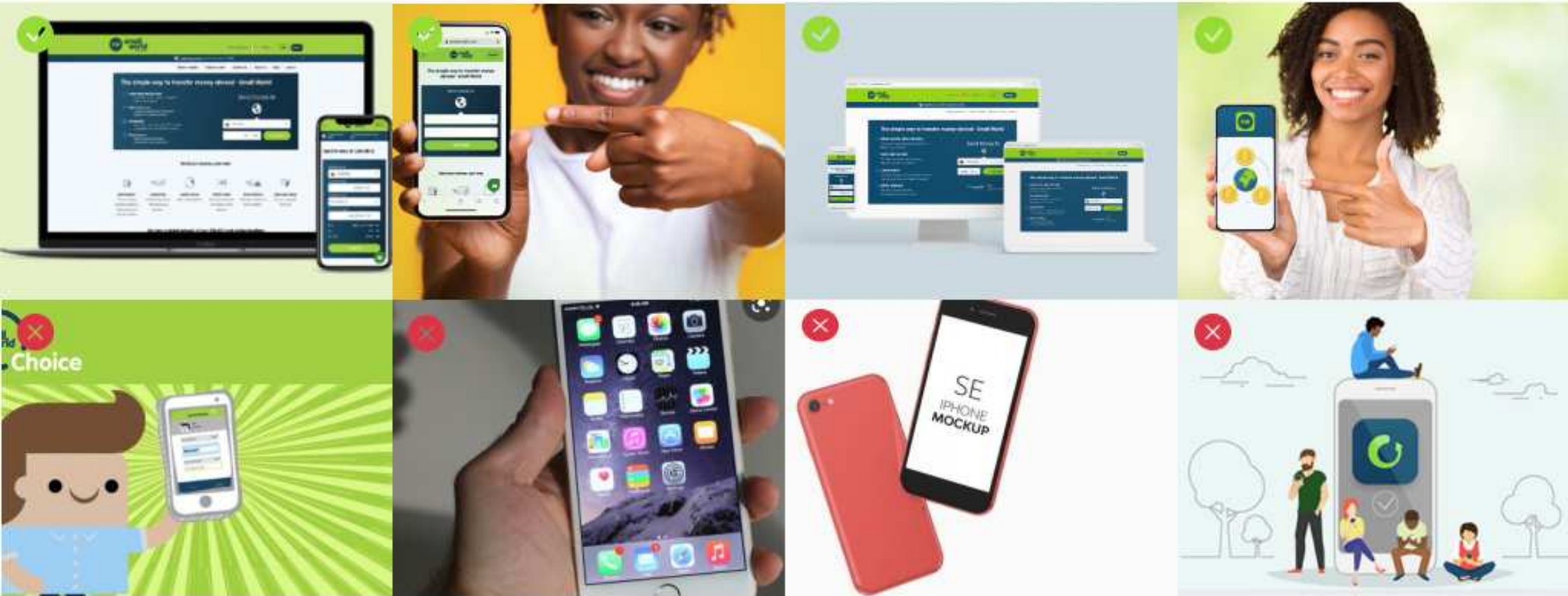
Iconography

Icons and their usage principles were designed to communicate quickly and effectively in digital Products.

In most use cases, icons accompany text, either on their own or in a grid with several other icons. They help to break down information by making it easily scannable and hierarchical.
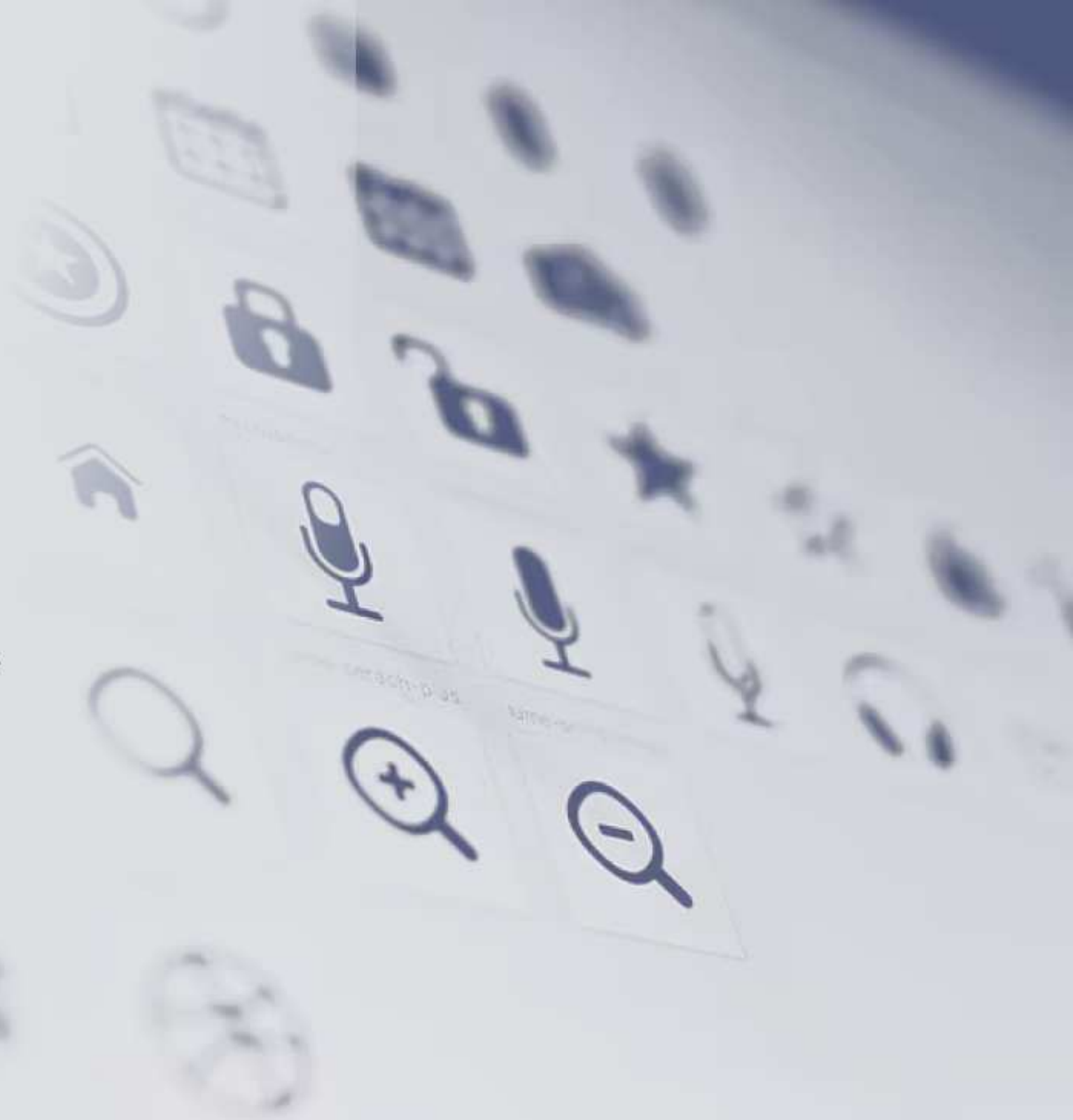
Our iconography

Spacing

For custom-made icons use pair numbers for strokes, margin, padding and negative space.

Eg.: 2, 4, 8, 12, 16, 24, 32... Unit: pixel

24 x 24
48 x 48
64 x 64
128 x 128
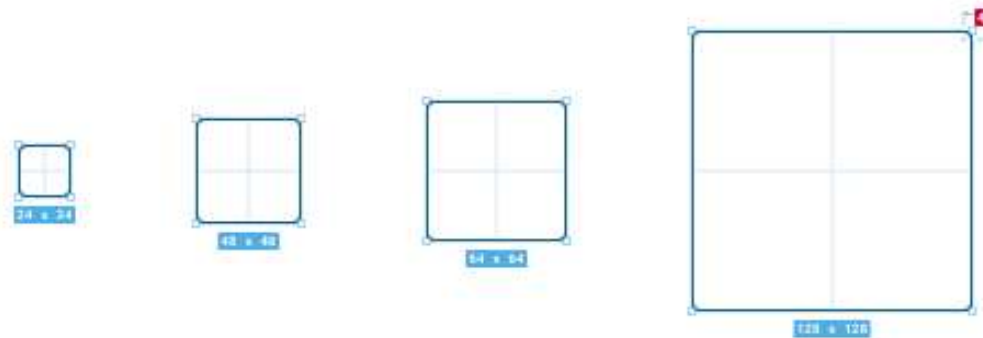
Style

Rounded icons use a corner radius that pairs well with our curved logo to express their style.

4
8
16

4px
8px
16px
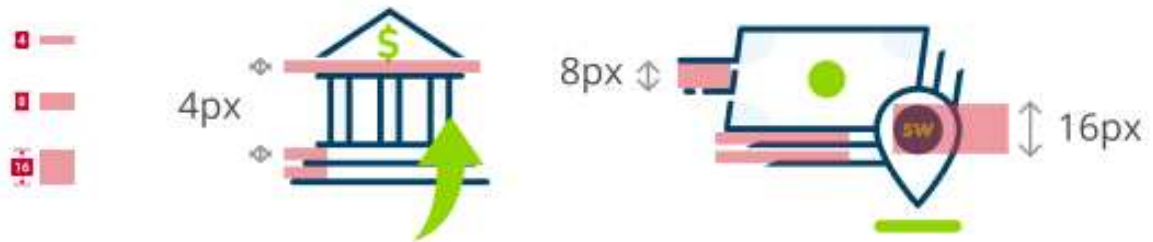
Color

Navy Blue is used for general shape in light backgrounds. It gives a visual frame (shapes) that is easy to understand.

Our brand green is used as 'Accent Color', to accentuate a certain feature related to the action (sending arrow, location status...)

Rounded corner

Strokes   Shadows fills   Accent fills

| 60% | 30% | 10% |

⚠ Avoid using icons that are not related to the phrase, in any case, please contact the Design team for support.

System icons

These resources are used to support buttons, labels, tags, systems elements as texts to provide a faster recognition to the user interface.

Fontawesome is the most popular way to add font icons to your website. Font Awesome icons are created using scalable vectors, so you can use high quality icons that work well on any screen size

For system icons:

Use one color tone

Use the same library kit

Maintain same based box-size

We recommend using fontawesome's kit.

System icons symbolize common actions, files, devices, and directories.
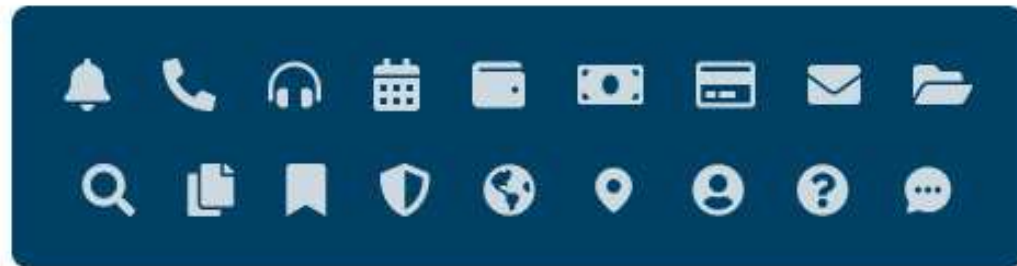
For certain icons that are not available in the library we have a custom made kit.

Avoid using icons that are not related to the phrase, in any case, please contact the Design team for support.

Pictograms

We are constantly developing custom-made icons, pictograms and illustrations attached to our brand guidelines.

Starting from modularity, similar to Lego. We merge different shapes to indicate actions.

For future considerations we added some basis to start designing them.

Shapes:

- Using rounded corners for strokes and boxes.
- 2px for Stroke's width as based line width.
- Important actions are highlighted with our primary green color.

Basic shapes
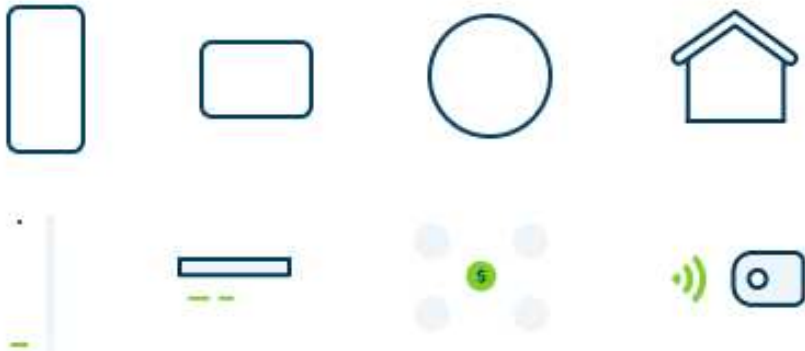
Action elements

Holders

Mobile device	Debit card	Cash	Wallet	Earth globe

Pictograms

Pictograms

Default

Dark Mode

Rounded corner

Rounded corner

Strokes   Shadow fills   Accent fills

Strokes   Shadow fills   Accent fills

60%	30%	10%

60%	30%	10%

Illustrations

Illustrations are a key part of the brand system. They represent our product, services and the different fields of work that they're involved in.

Illustrations exist to tell stories and convey ideas. They also help to make complex ideas more accessible. They should not be used as decoration or without consideration.

Illustrations

Our illustration style takes daily objects combination and makes them relatable to our services, We use clean shapes, offset shadow, with a fluid geometric shapes background And balanced color ratios to ensure that the scene never feels too chaotic or distracting.

Illustrations

Illustrations should be

- Easy to generate (simplicity)
- Valid for different digital media (web / social / animation)
- Expanded (to maintain line weight and scalability through different sizes and displays)
- Plain line + color accents

By **Scalable** we mean that we should have a digital repository of basic elements, that allow us to create multiple illustration concepts out of mixing those initial shapes.

Modular composition
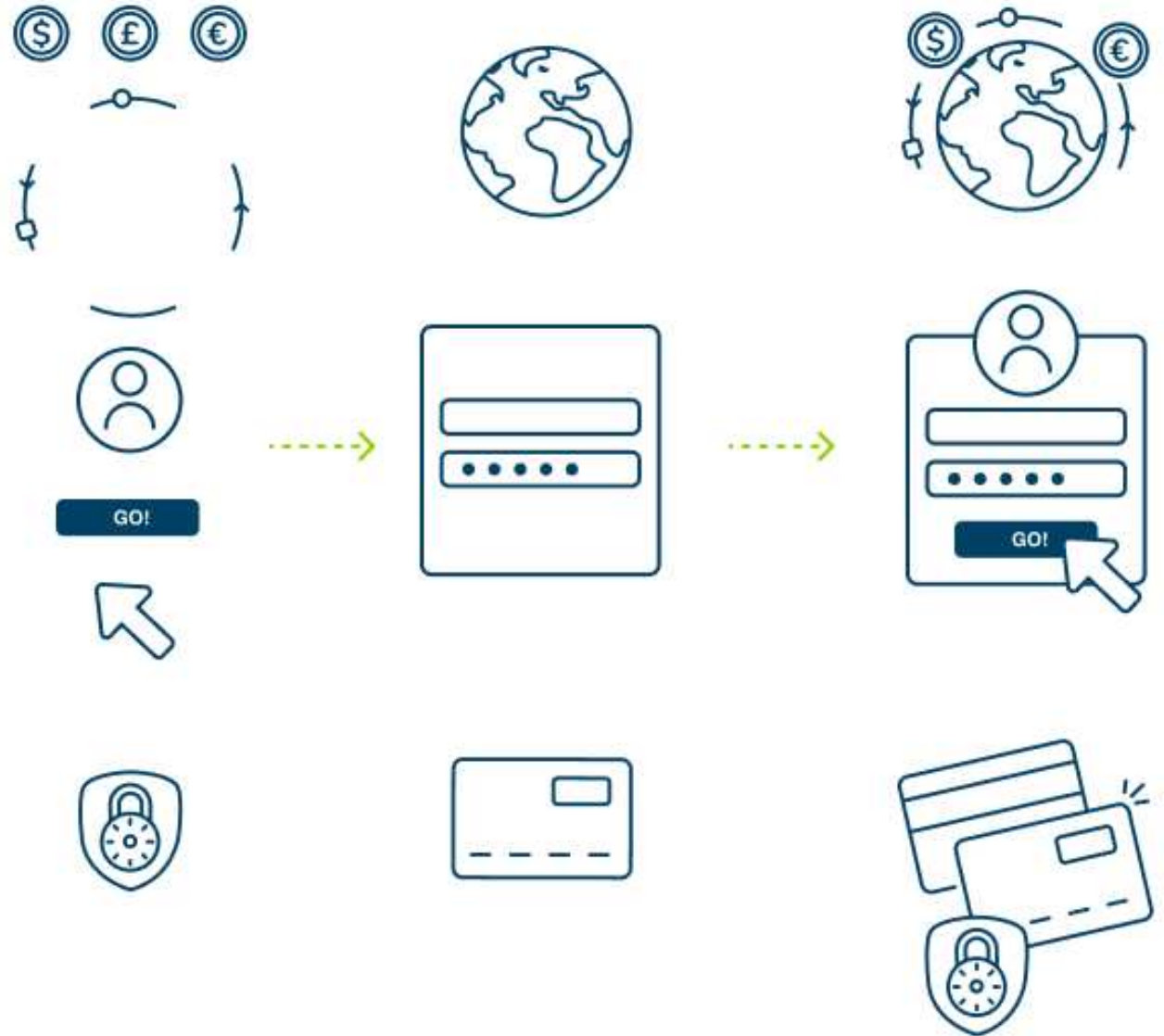
Illustrations

Illustration components serve a more functional purpose to break down information by making it easily scannable and hierarchical.

Components are visual symbols, used to represent ideas, objects or very simple narratives. They can communicate messages quickly in a limited space.

They simplify complex ideas while still making a statement.

All pictograms should be designed at 600px X 600px.

Stroke width should be 10px
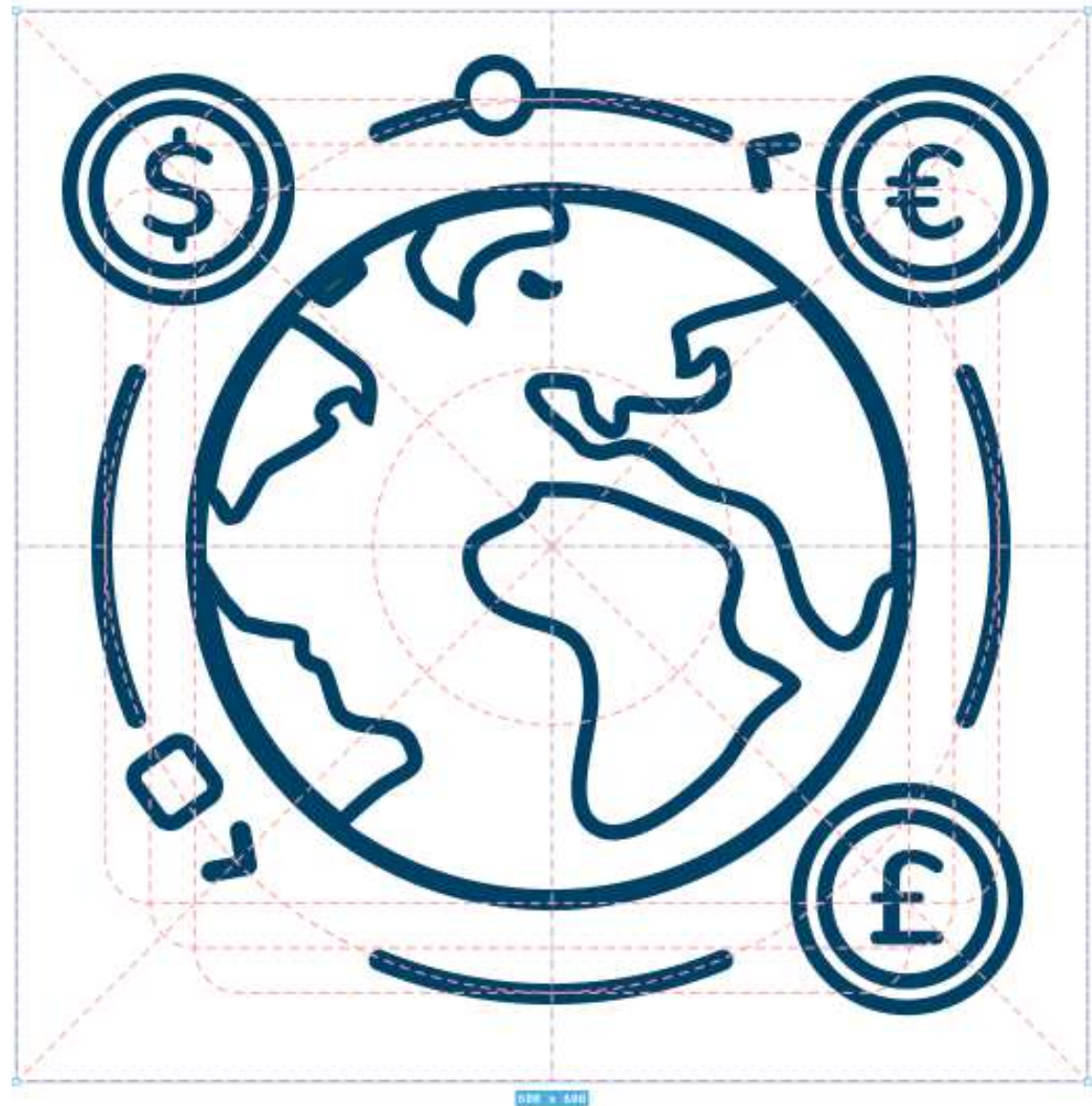
Stroke width: 10px

Illustrations

Join more than
3.5 million customers
who use us regularly

We handle
Cross-Border payments
for over 15 years

Send money
easily with **a Card**

Vector imagery

Vector imagery are good tools to convoy our brand and services to audience in a creative way. Vector graphics are agile to adapt to different concepts and color palettes.

Our Vector imagery

Overview

. a basic rule we use vector graphics to maintain both consistency balanced on our design.. This makes them feel complete and comfortable.

There are two different variations for vector graphics: background and elements.

For abstract or informative elements(e.g.: bottom bars, icons..) should always apply the SWFS color code.

For Concrete elements (e.g.: earth, flags,coins..), should keep a concise and universal design while ensure they are recognizable by the audience.

Ensure using the same vector elements if they are already provided by the UX team and Offline team for omnichannel campaign to maintain the consistency of design

Avoiding adding too much unnecessary elements which may distract audiences from main messages.

Our Vector imagery

Vector background

Background image can define The tone and contrast . The whole image;. Ensure maintain the consistency of brand's images and stay right contrast of design for better readability.., there is basic rule of using background images.

The background should be vector images that are applying the SWFS color code or photos that reflecting the indoors or outdoors scene, ideally choose images has the same color tone as SW brand's color..

Avoid using images which is too busy or too colorful as background which might causing low readability

Our Vector imagery

Background variation

The elements . The background should be fluid, curve, blurry or geometric shapes which match the roundness feeling of SWFS logo

Vector background can also use concrete elements which reflect SWFS service (e.g.: Money, World..) or topics of Campaign (e.g.: gifts, holiday elements..) Always apply solid color or gradient with SWFS color code, ideally rendering the same vector graphic in two different tones (Dark: navy tone; Light: green/ beige tone) to provide more background variation.
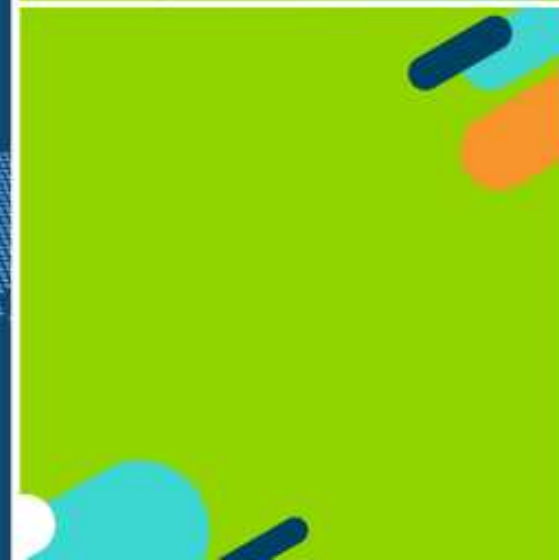
Our Vector imagery

Background application

When using the background image need to consider the main objects/images on the background always stay in the right contrast and ensure the completeness of the objects/people.

Alway take points bellow into consideration:
Maintain brand consistency.
Duo color combo to stand out from competitors.
Highlight the content for quick receive important information.

Navy tone theme: technology, linkedin, professional, information, news, updates, partnership, career green/light: family and friends, individual portraits, celebration event.

SW | Digital brand guidelines

With mockup
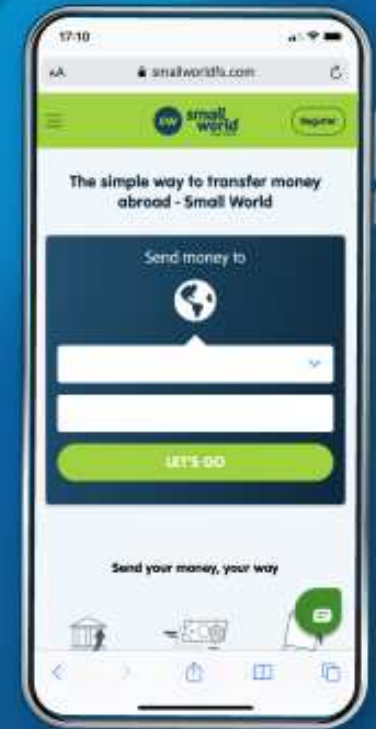
Individual with linear clipping mask

Our Vector imagery

Carry over elements

Elements are brand assets which are used often, e.g. brand icons, currency icons, country flags, and should always aim to look and feel similar. The SWFS color codes should always be applied. It needs to follow a concise and universal design to ensure alignment and recognition from customers.

Service graphic

Country flag

Currency and earth

Payout method icon

Our Vector imagery

Theme elements

Theme elements are brand assets we use for special occasions: holidays, events, national days etc. The selection of these should reflect the topic and current style while maintaining universal SWFS colors and designs. Many times, these will be similar to the offline side of the business.

50% de réduction
sur les frais d'envoi au Sénégal*

ONE FEE FREE
code: FREE

ONE FEE FREE
code:
ADHA1507

Promo label

Topic relate

Eid *al Adha*
MUBARAK

happy
Mother's
day

Holiday campaign

Our Vector imagery

Elements application

Vector elements should represent the topic of the post and explain our services to the audience. Minimize excessive usage of elements and decorations which can be counter-productive as it may be distracting in short scrolling times. Leave headline for better readability.

Service & country icons

Bottom bar + country flags

Currency and coins

03

Creative Application

Grid System

Bootstrap's grid system uses a series of containers, rows, and columns to layout and align content for mobile, tablet, and desktop. It's built with flexbox and is fully responsive.

	DESKTOP HD	DESKTOP	TABLET	MOBILE
BREAKPOINTS	≥1200PX	≥992PX	≥768PX	<576PX
COLUMNS	12	12	8	4
COLUMNS WIDTH	65PX	50PX	30PX	15PX
GLUTTER WIDTH	30PX	30PX	30PX	30PX

(i) Our grid system for website is based on bootstrap

Our website

Corporate Website

Followed by the style guidelines to maintain our brand consistency.
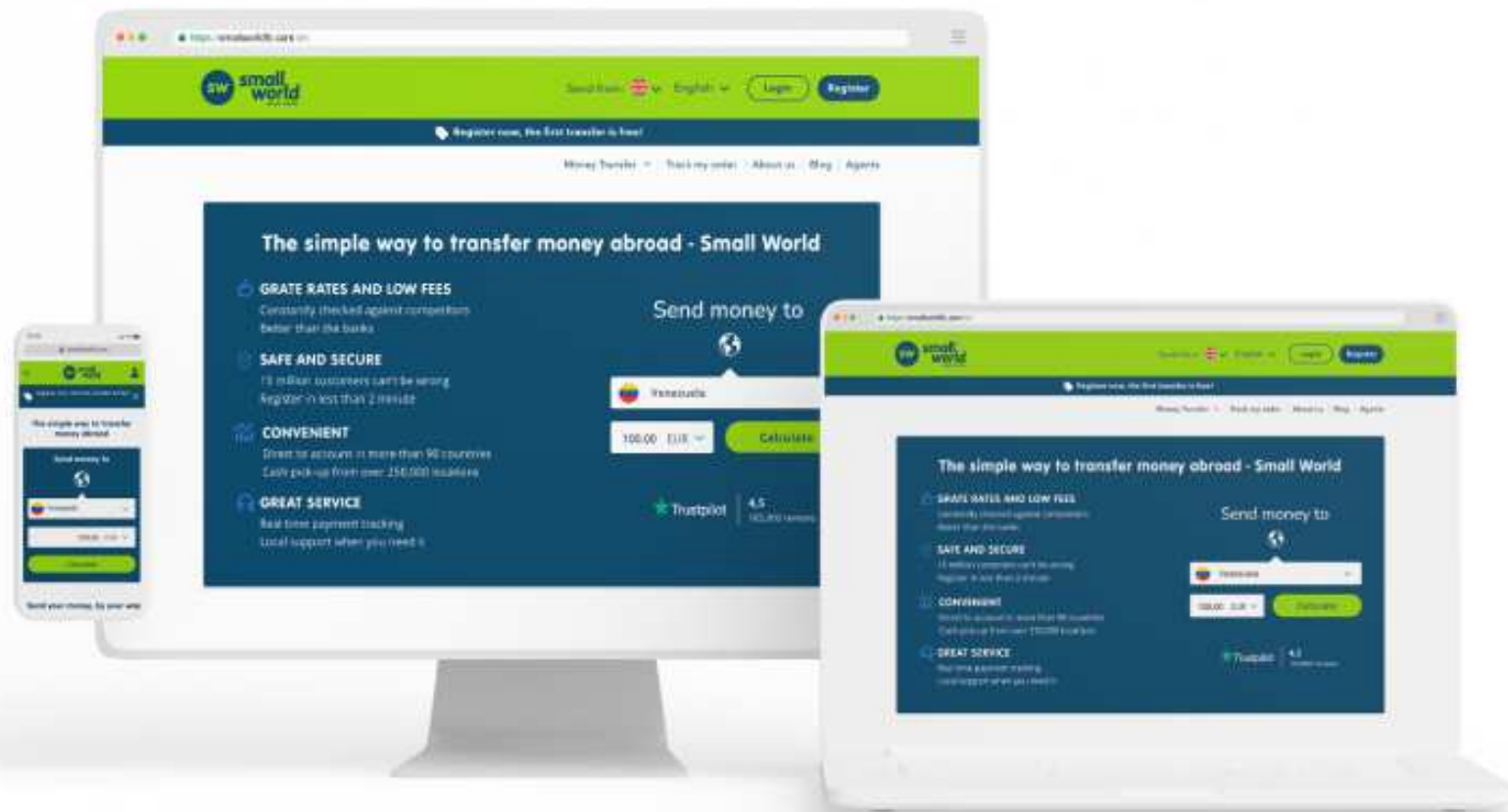
Our website

Mobile responsive & Tablet

Our Landing pages

Layout Structure

Landing pages are carefully iterated and optimize regularly. Consider using the guidelines and the correct application of the elements.

Above the fold:

- Main headline left align
- (make sure that it doesn't cover people in the hero shot)
- Clear and visible CTAs
- Hero image on the right side
- Use .SVG format as first option for logos, illustrations and icons.

Below the fold:

- Sections are defined according to the project.
- Use the appropriate templates provide via UX team.

Desktop

Mobile

Promo tagline

Hero Image

Register CTA

Features section

Register CTA

Mobile app

Partnership section
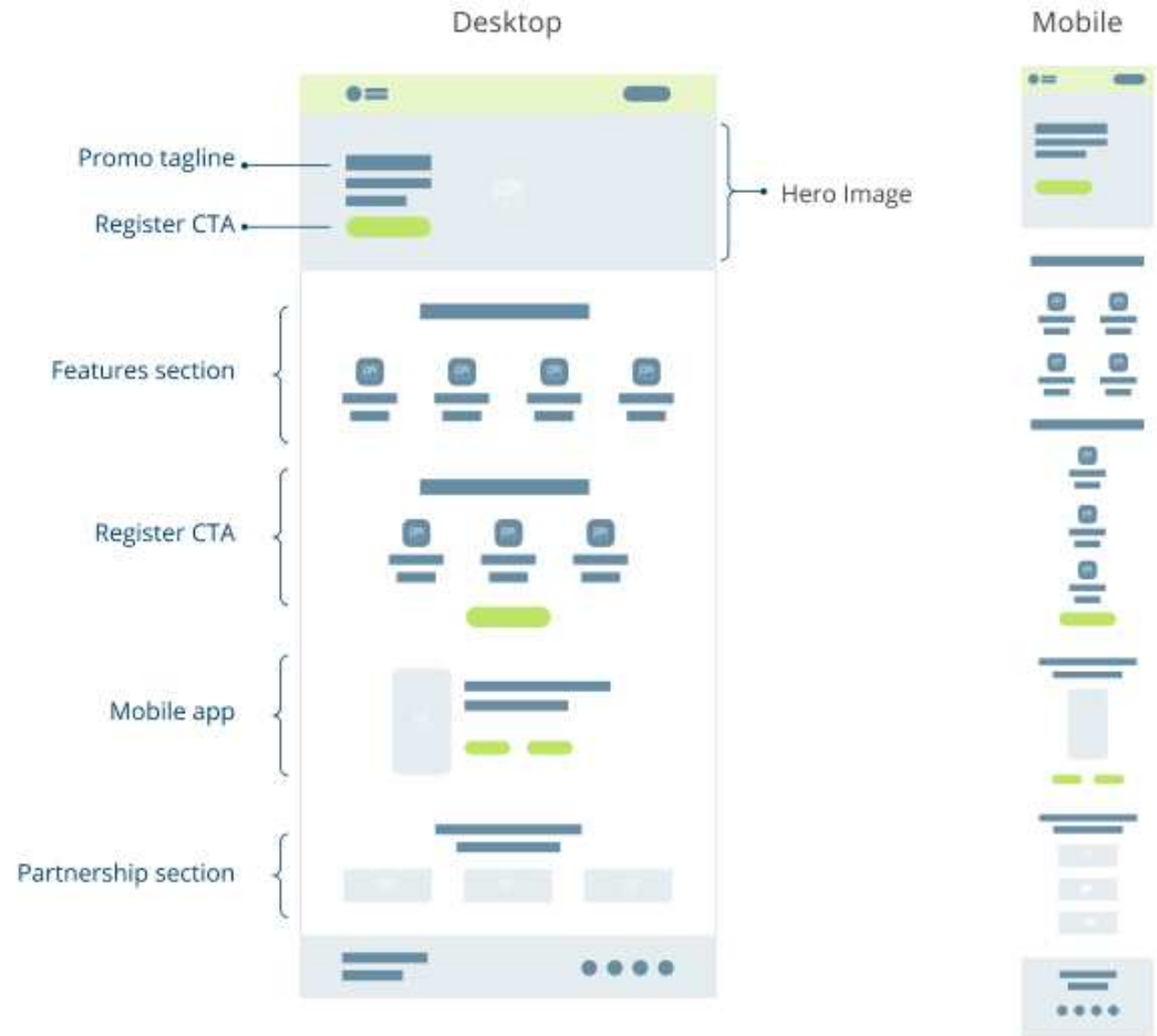
Our Landing pages

Landing Page Structure

Main headline

Clear message, max 3 lines

Promo

Use dark overlay box

Promo copy + CTA

1920x1080

Hero image

It ties together with the story that you are telling and create the right impression.
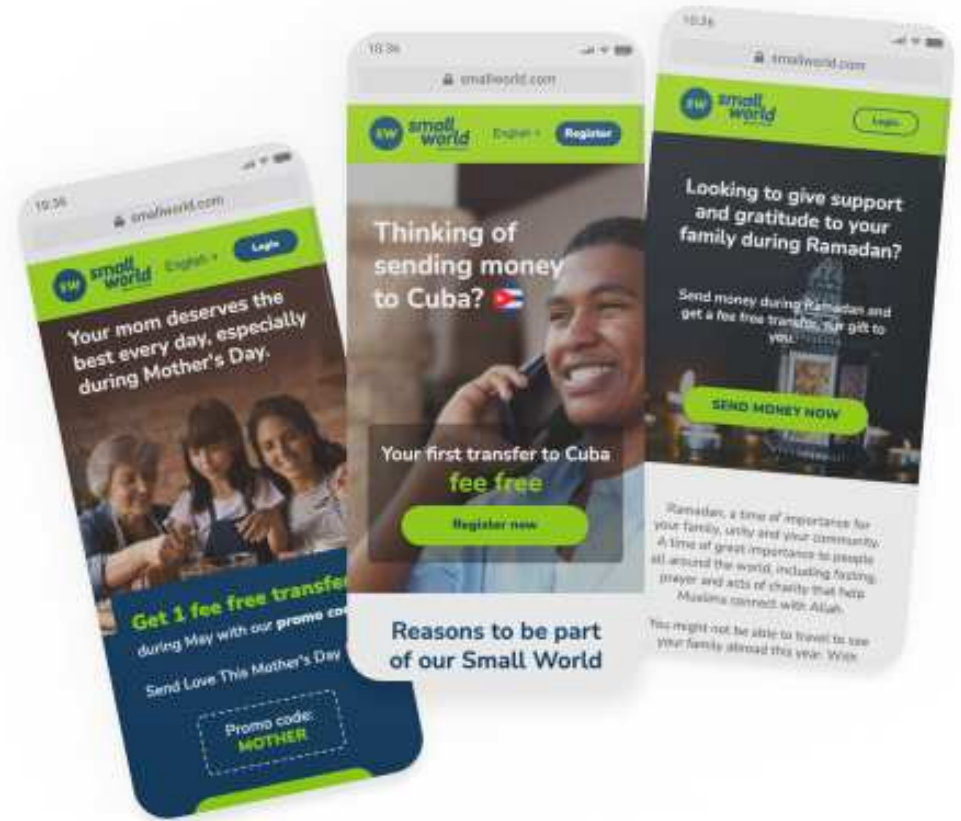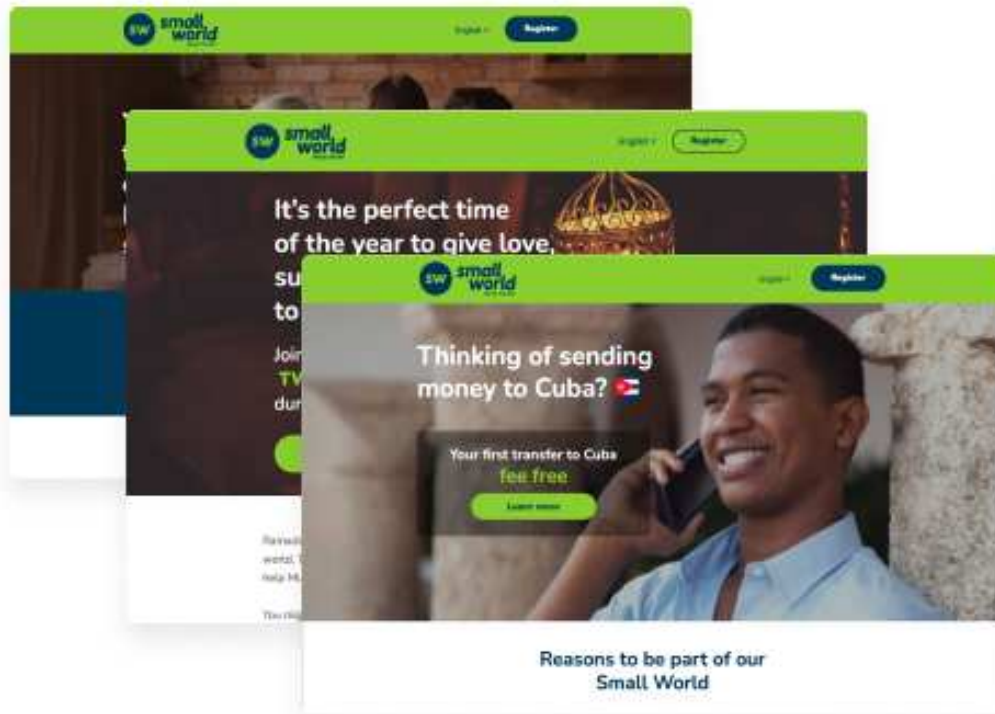
Using people in your hero shot is considered to be a good practice and almost always has positive effect on conversions.

For a clear readability, avoid placing text over the people faces
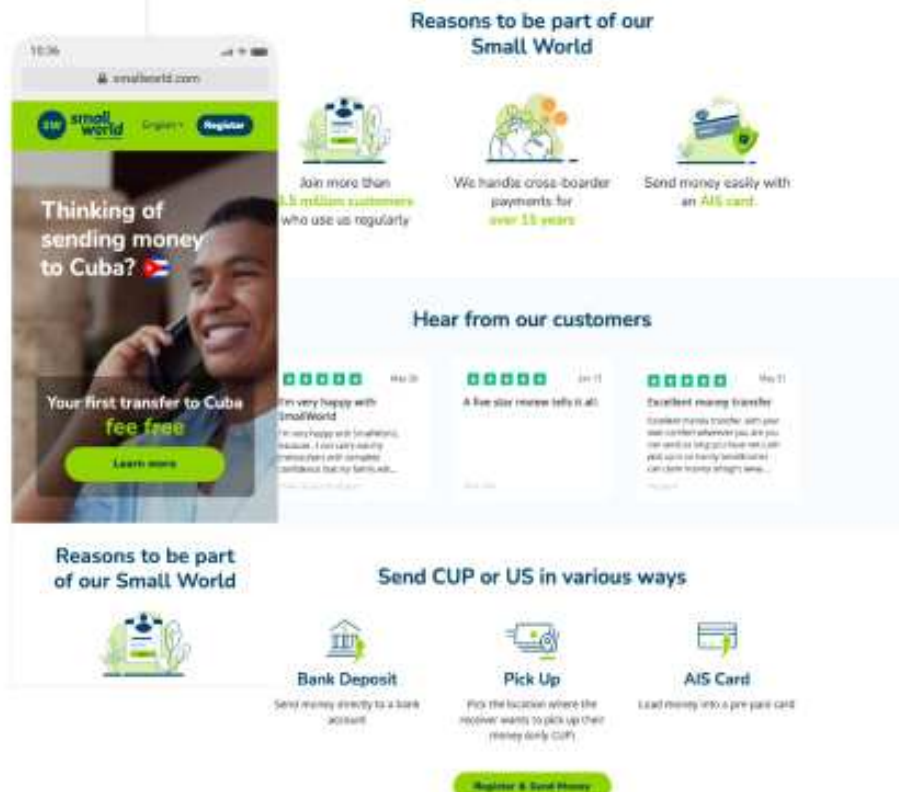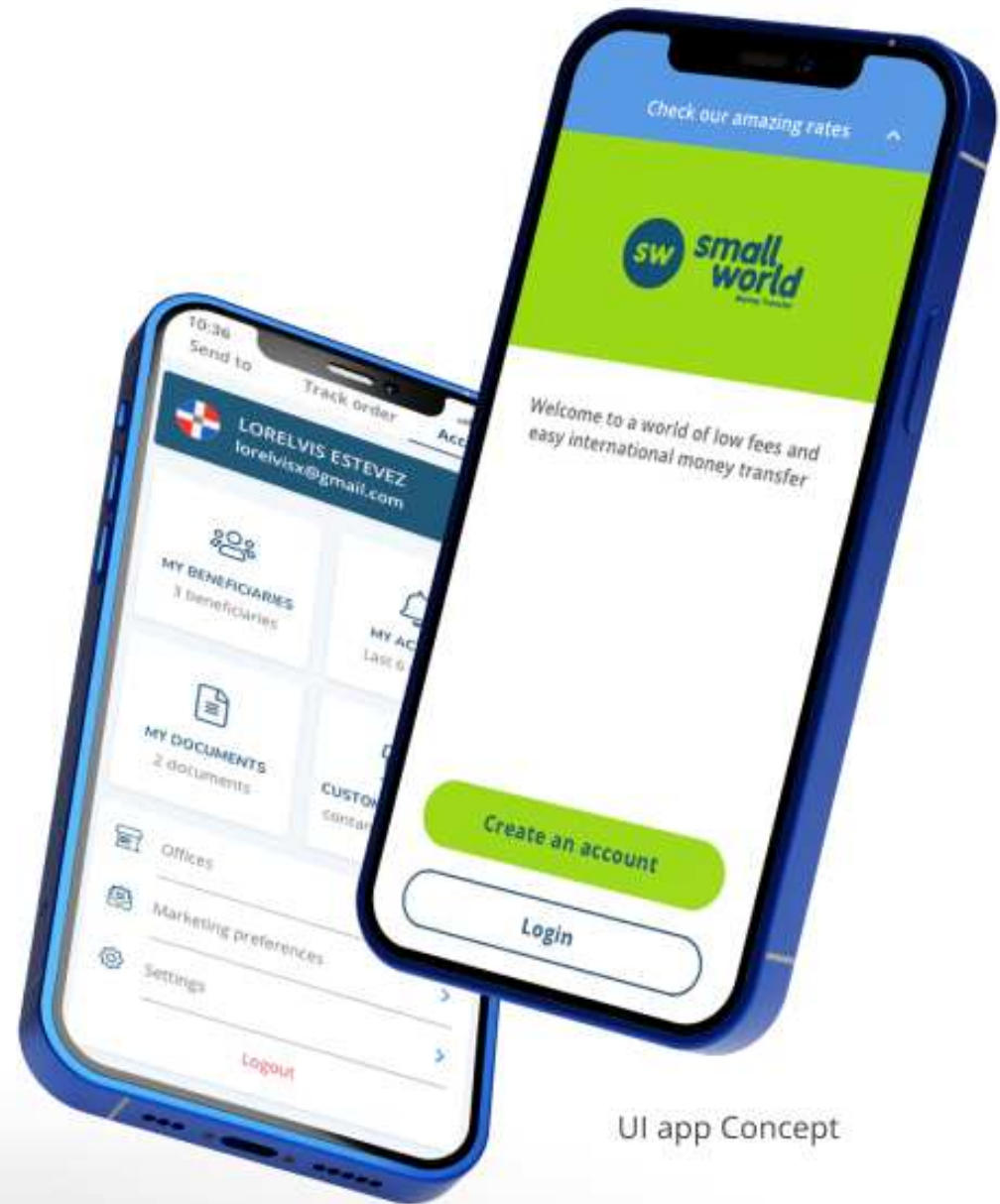
Our Landing pages

Campaign Examples

Our App

Mobile App

Same principles apply to Mobile applications, but there are several nuances which are particular to Mobile Apps
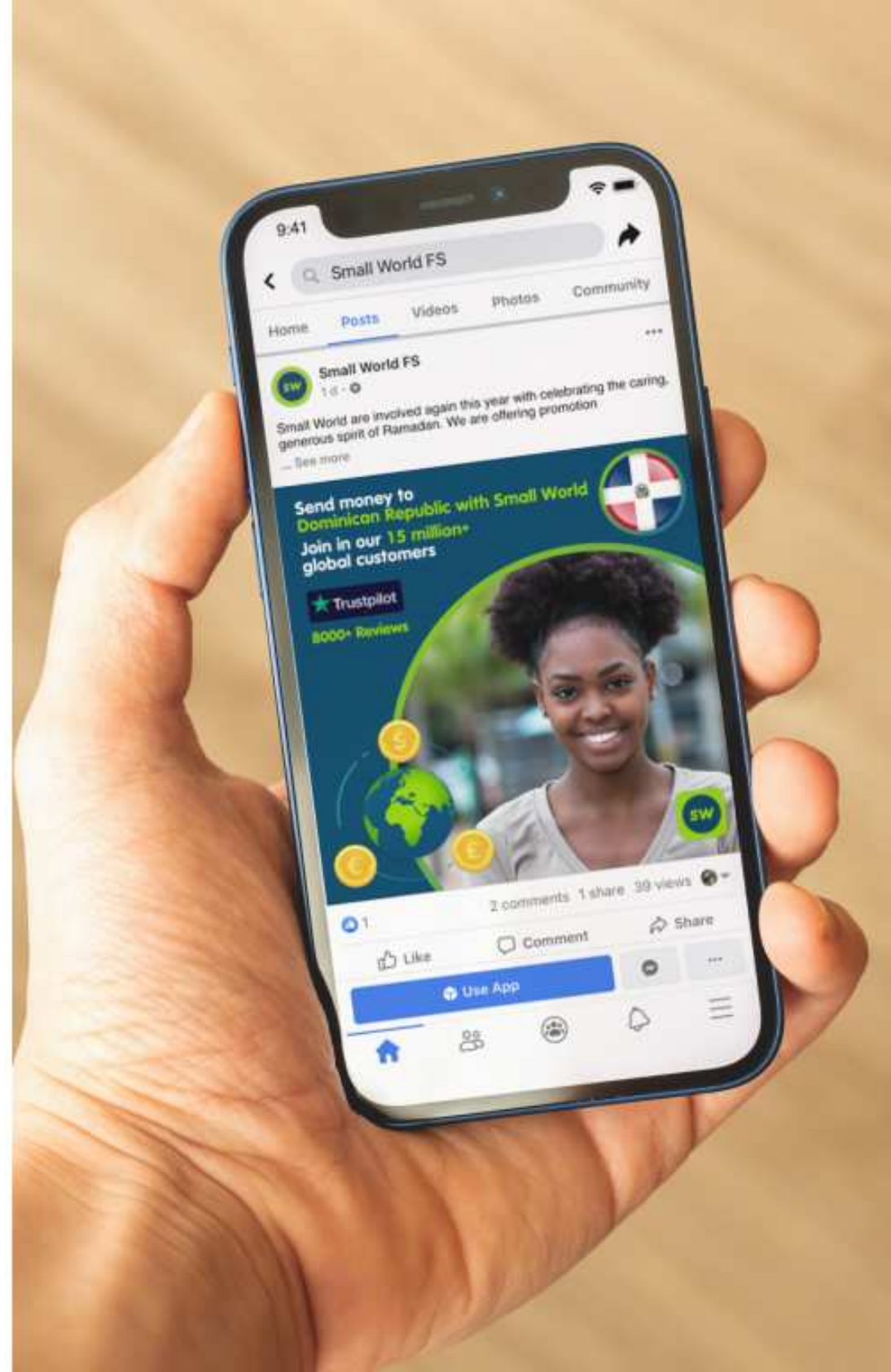
Specific to App design

- Primary Buttons
- Secondary Buttons
- Iconography
- Dropdowns
- Typography

UI app Concept

Social

Social Media

Social Media is all about quick attention spans.
On feeds, we compete with not only competitors
but also our followers' other pages and interests.
It is important to be concise and to capture
attention as quickly as possible.

Social

Social Media

overview

Social media, in contrast to UI design, has more flexibility with its layouts. However, social media design should also consider UX principles which inform us how shape, color, grid and space go together to create well-rounded and thoughtful visuals. Social media is all about quick storytelling.

Following the "Gestalt principles of design" we can work on using layout designs to help tell the story we're trying to communicate. These principles will help us to capture the audience's attention and drive engagement.
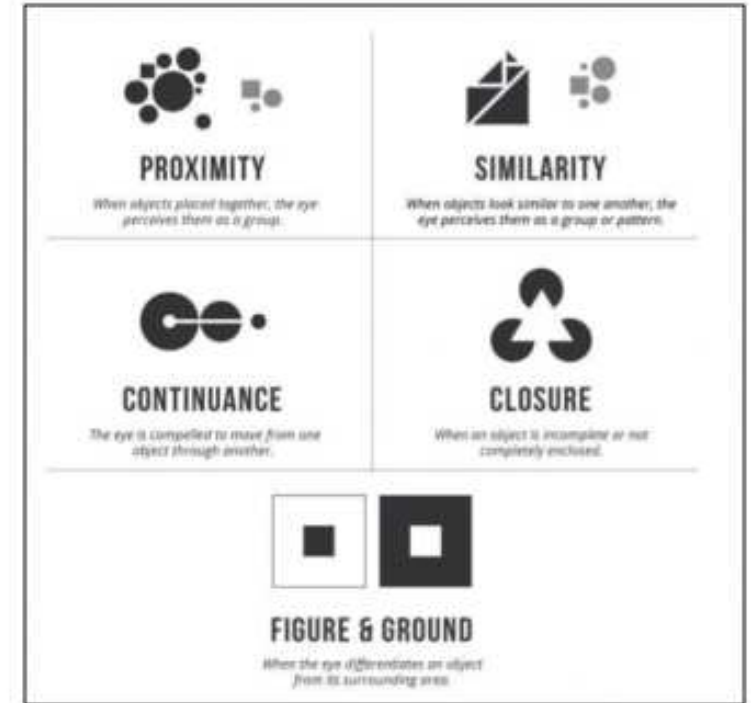
Gestalt principles of design
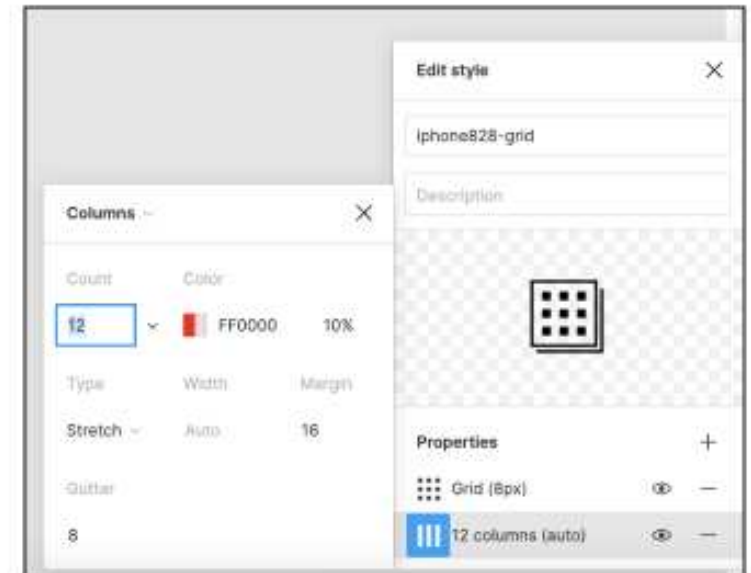
Social media grid, margin

Social

Social Media

Social Media is all about quick attention spans. On feeds, we compete with not only competitors but also our followers' other pages and interests. It is important to be concise and to capture attention as quickly as possible. Therefore, always focus on:

Being quick and to the point in the text
Minimize elements to only key messages
Layout should make the information easy to absorb

Font
VAG Rundschrift D, unless the design requires any other fonts for design idea, i.e. text messaging, search bars, etc, then it should follow the ideal font to make it look authentic."
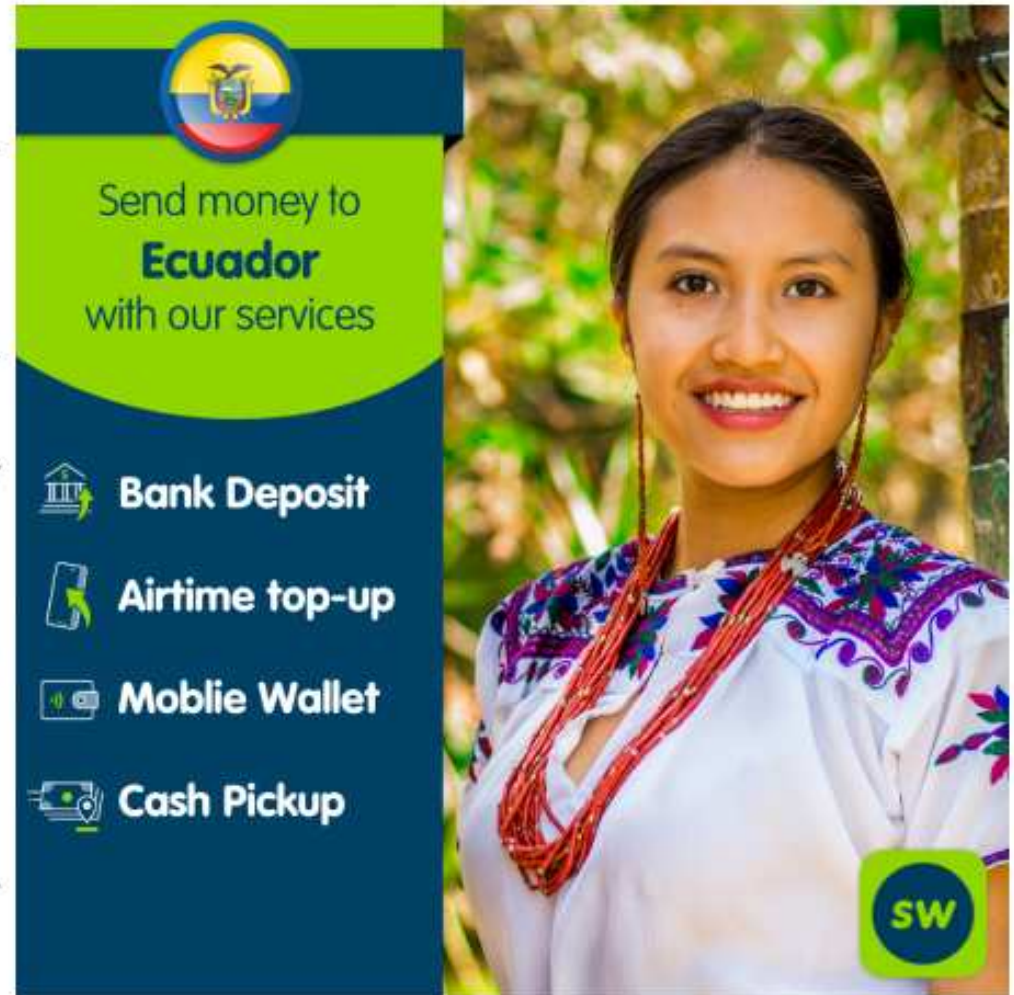
Text
The text should always follow a hierarchy, but also applying different weight on size of font: (title > body > overline.

Images: should apply either half-width or full width with model's face(s) as focus point throughout design.

Mind the text hierarchy and ensure the consistent continuation

Similarity rules: Always group and distribute similar information in one area in a concise and equally weighted way

Send money to
Ecuador
with our services

🏦 **Bank Deposit**

📱 **Airtime top-up**

💳 **Moblie Wallet**

💵 **Cash Pickup**

Social Videos

Social Media

Playful Storytelling

Social Media, unlike any of our other digital channels, allows us to be playful and create entertaining content. Therefore, social media will always require a bit of flexibility, whether this is in terms of storytelling or in terms of using new brand-aligned elements to fit a new trend or digital theme.

For instance, the examples on this page show where we have managed to keep a brand-consistent look and feel while still jumping on some playful ways to communicate our USPS / promos / business.

It is important to remember that on social media, we have more daily competition than anywhere else and therefore need to always allow room for playful and engaging storytelling. However, it must always aim to be brand-focused.

A good exercise is to ask yourself "If my brand's logo wasn't included on this design, would our customers still recognize it as ours?" If yes, go ahead. If unsure or no, rethink how you can align it better to our branding.

Social

Social Media

Common social media templates

These templates are common topics related to our services and corridors, these are adapted from offline design to suit for digital display; they have been implemented for past few months which is easy to adapted to different corridors need for quick turnaround time.

Independence day

Partnership

Customer review

Social Campaigns

Social Media

Ominichannel campaign- offline & online

These templates are initial from the offline design then adapted it for different digital platforms for promoting omnichannel campaign. Omnichannel artworks resize request for country managers: Since the requestor has approved the design. To avoid amendment should always keep the same look of the poster but only adjust the poster size for social.

Offline materials A4- EID

Social post 1080*1080px

1080*1920px

Email header

Social Campaigns
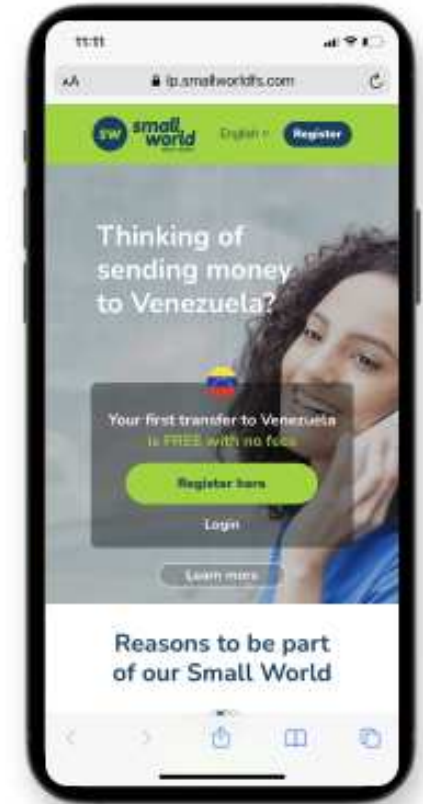
Social Media

Digital focus campaign

These are examples of campaigns previously used for paid social. Please ensure videos are under 15 seconds to maximize return on media budget. It is proven that shorter videos convert better.

Venezuela - paid social

venezuela-video

Landing page

Social Videos

Social Media

Videos

When it comes to social media, video content is king. For organic social, videos should be max 30 seconds and for paid social, videos cannot exceed 15 seconds. It is crucial that all social videos are dynamic with movement and animations to capture and keep the audience's attention. Each scene in a video should be treated as a new chance to deliver a key message to the customer.

Always ensure that each video follows a storyline approach where a narrative allows the display of our communication and messages in a creative way.

Video ratio should be 1:1 or 16:9 ; considering the ROI of the video resizing tasks. We will resize videos to different ratios only if the originally artwork is made by digital designer. Otherwise, we will upload the video as it provided.

Search bar video- scene 1

Search bar video- scene 2

Search bar video- scene 3

Search bar video- scene 4

04

Miscelanea

Writing Guide

SmallWorld's Writing guide, based on SEO Best Practices

https://docs.google.com/document/
d/1peYEaHs0jZG0TrDKejdY23vGP1e3Op0
QGdD4JpmR3Ww/edit?usp=sharing