



# PROSPERT

BECOME A FINANCIAL NINJA



# Welcome into our brand guidelines

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01

# Brand Concept





**67%** of the world population  
**is financially illiterate\***

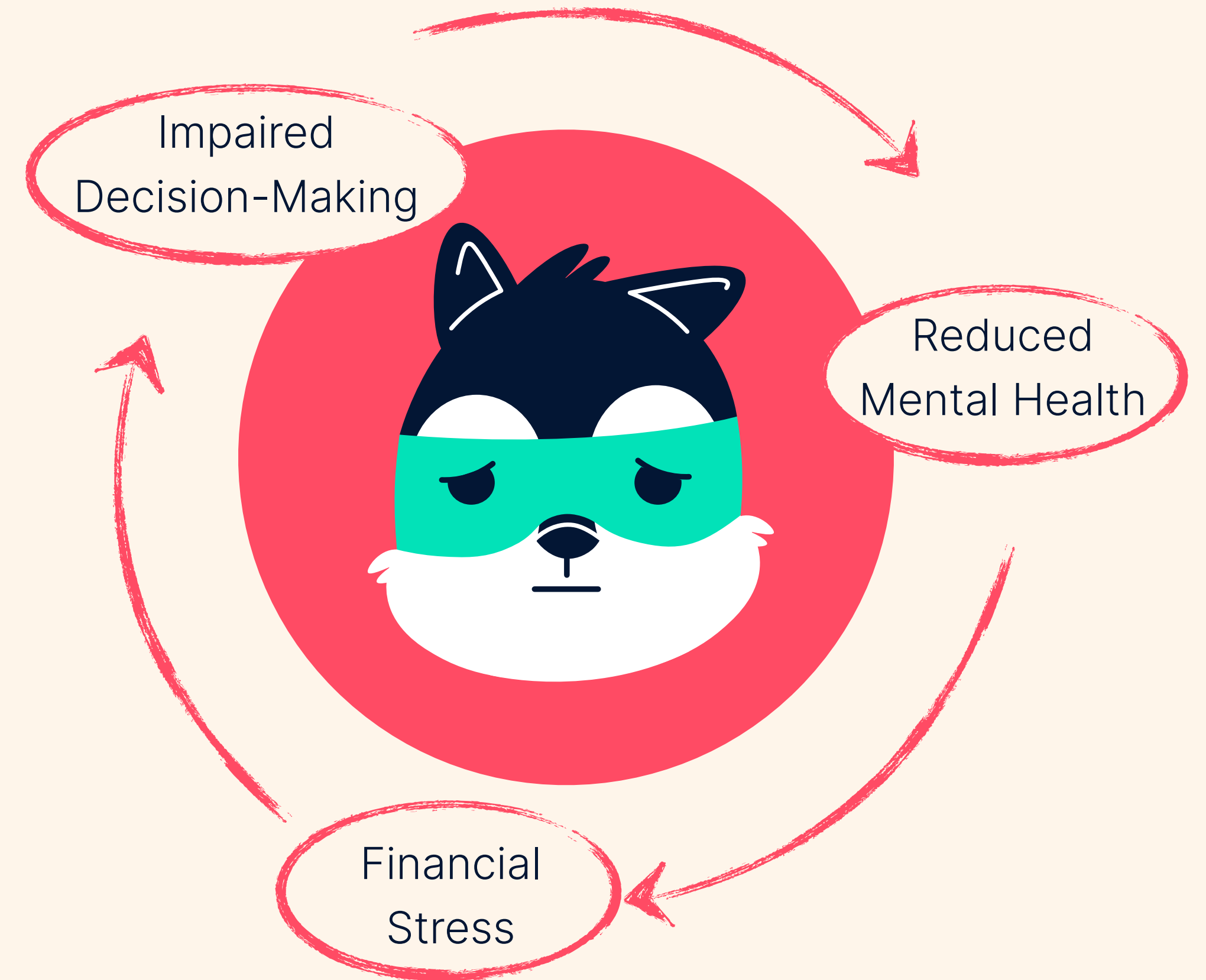
\* Meaning people are inadequately saving for retirement,  
spending more than their budget dictates and making other financial decisions  
that provide short-term gratification in exchange for negative long-term consequences.

— Source: The World Bank





**Financial illiteracy is the precursor of endless suffering**





**Education** is the most powerful weapon  
you can use to change the world

— Nelson Mandela



# Prosperit is a mission-driven company

— Our mission is to develop the best financial education in the world and make it universally available. Economic inequality is one of the biggest problems facing humanity, and education is the best way to help most people around the world improve their lives. Our vision is to create a world of equal chances when it comes down to money.





**A financial education platform  
helping individuals build  
healthy money-management habits**



# Millennials & Gen Z

— The younger generation is actively looking for improvement, and uses personal development applications regularly.

75M

Millennials using personal development apps

\$300

Average monthly spending for personal development

5.1%

Personal Development Market Growth



**Become a financial ninja,  
one step at a time**



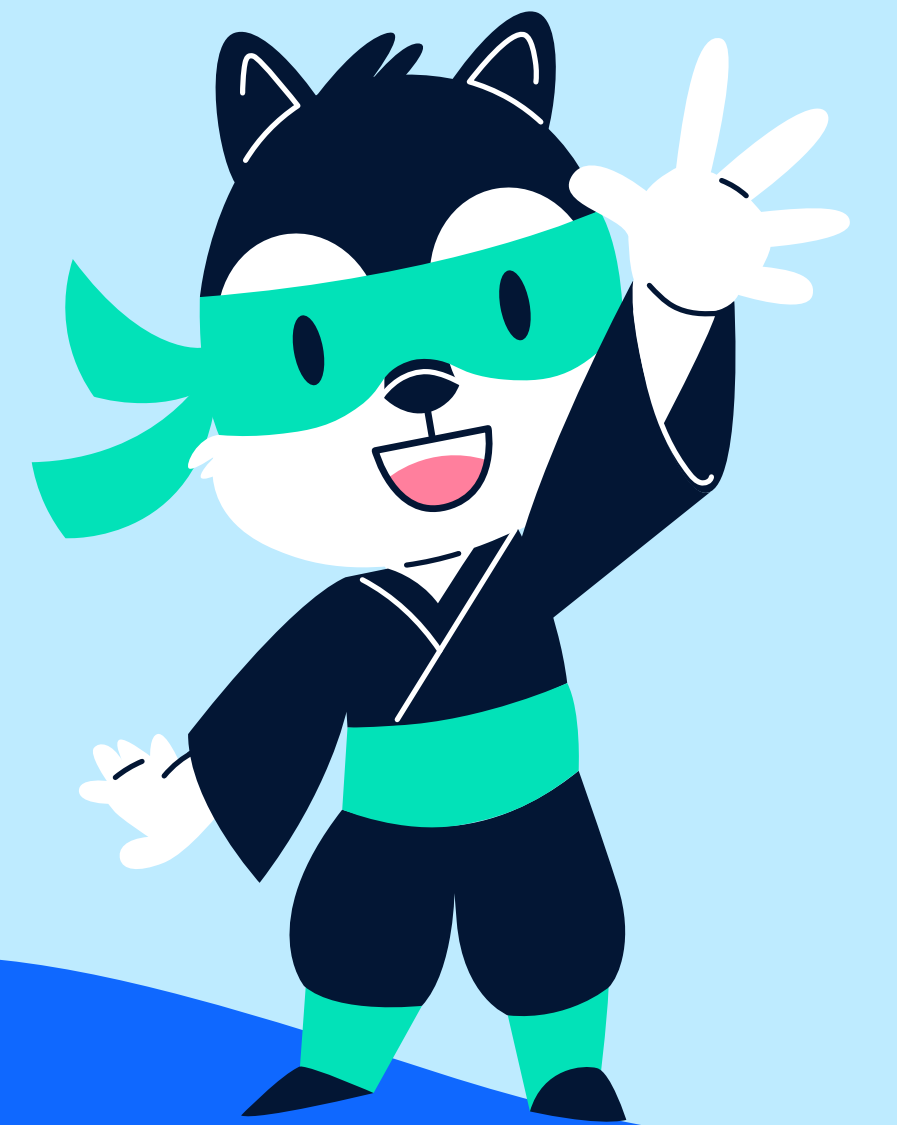
**Finance is more sports  
than rocket science**





02

# Brand Identity



LOGOTYPE



**PROSPERT**

**PROSPERT**

**PROSPERT**

**BECOME A FINANCIAL NINJA**



## LOGOTYPE — CLEAR SPACE & MINIMUM USAGE



Our typographic signature uses custom letterforms inspired by the ninja world of our famous mascot. The logotype can be used in one of three colors: navy, white, or black.

We use our wordmark when the mascot is around and the readability of the landscape lockup could be interfered. The clear space area is determined by a uniform ratio — based on the width of the letter T. No other graphic elements or text should encroach on this space.

Minimum size is 70px length.



## INCORRECT USAGES



~~PROSPERT~~

~~PROSPERT~~

~~PROSPERT~~

## Please don't...

- Change the color of the logo.
- Squash the logo.
- Recreate the logo using a different font.
- Outline the logo.
- Fill the logo with images.
- Place the logo over a busy background.
- Skew the logo. Accepted rotations are 0° and 90°.
- Fill the logo with gradients.
- Change the logo's spacing or proportions.

~~PROSPERT~~

~~PROSPERT~~



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LANDSCAPE LOCKUP



**PROSPERT**

**PROSPERT**



**PROSPERT**

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## LANDSCAPE LOCKUP — CLEAR SPACE



Displaying our mascot next to our logotype is useful in third party applications, where Prosper's recognizability would aid in brand awareness. This fixed lockup ensures that they will safely coexist in such instances. Supply this logo lockup in a press release, at conferences, or for use in spaces managed by other companies.

Do not place any objects such as graphics or text in the clear space shown.



PORTRAIT LOCKUP



**PROSPERT**

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## PORTRAIT LOCKUP — CLEAR SPACE



The stacked version of our logo is useful in third party applications. Because our mascot is extremely recognizable, his larger size and more prominent placement helps us stand out among other apps and brands. Use this version when supplying logos to third parties, and when the usage is within a square or tall space.

To allow our logotype to stand out, do not place any objects such as graphics or text in the clear space shown.



ICON



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## ICON — CLEAR SPACE & MINIMUM USAGE



Because Prospert's presence largely exists online, the consistent appearance of our icon is critical in ensuring our audience recognizes our brand across various spaces. In many cases, this symbol is the first introduction that people have to Prospert.

Our icon is our face on social accounts, keeping Prospert's personality front and center. It can be safely used at a wide variety of sizes, as small as 16px like our favicon. Nevertheless, this icon shouldn't be used where there is no mention of the name «Prospert» itself.







03

# Art Direction





Inter is a variable font family carefully crafted & designed for computer screens. Inter features a tall x-height to aid in readability of mixed-case and lower-case text. The Inter project is led by Rasmus Andersson, a Swedish maker-of-software living in San Francisco.

Inter is used as our primary typography so every document, presentation, website and social media posts should use this font. We use Inter Bold for title and Inter Regular for body copy.

These fonts are licensed under the Open Font License.  
[Fonts can be accessed here](#)

HELLO

I am Inter. →  
nice to meet you.

A new typeface for screen design

Regular  
AaBbCc  
1234567890

Medium  
AaBbCc  
1234567890

Bold  
AaBbCc  
1234567890

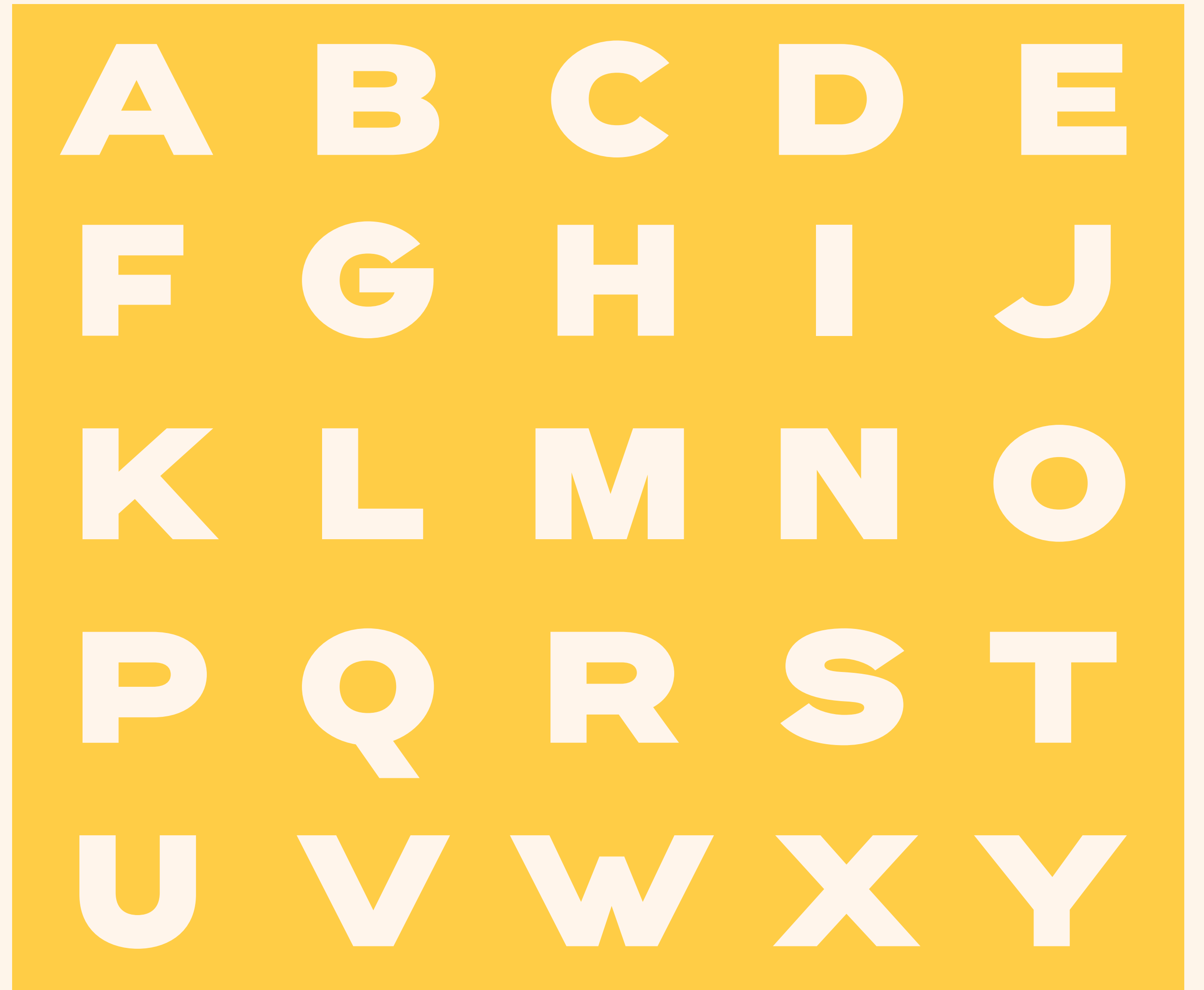
Black  
AaBbCc  
1234567890



Enamelplate B was designed by František Štorm and published by Storm Type Foundry. Although computer font can never retain all the imperfections and warmth of human, František wanted to show that same aesthetics can be applied for posters and other outside communication.

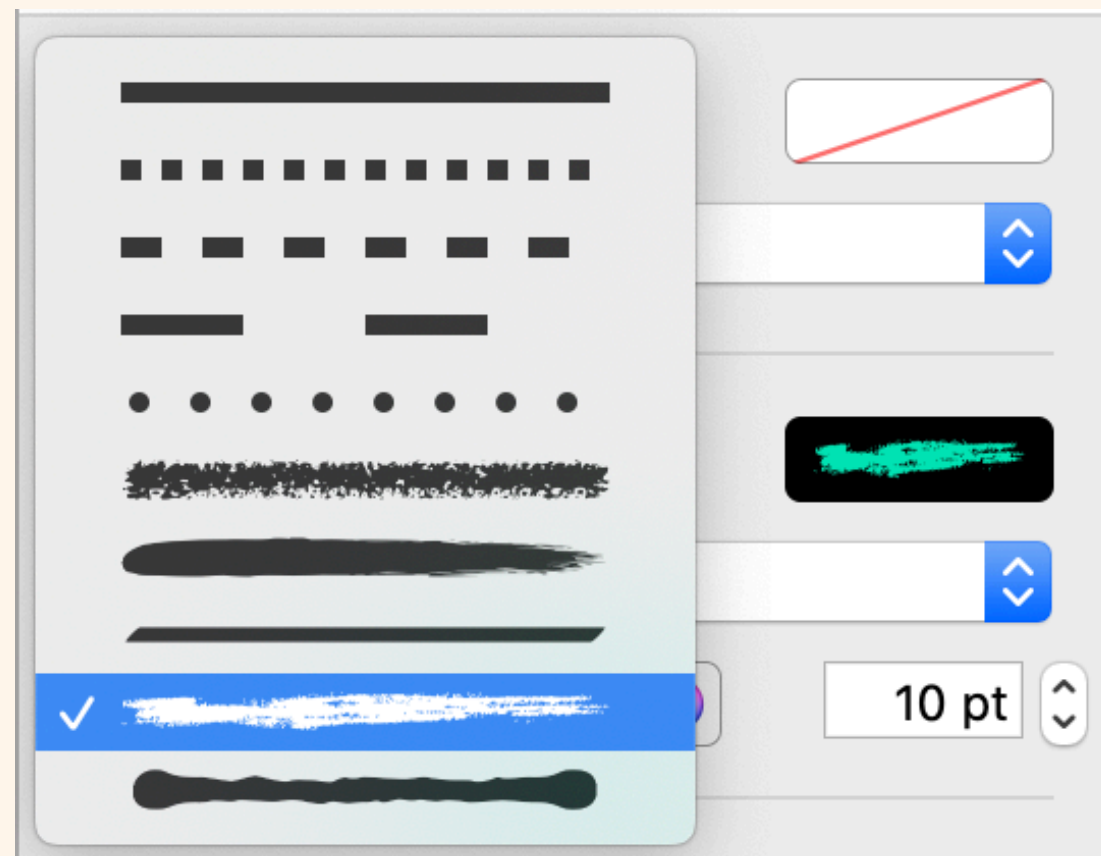
Enamelplate B is always used in lower case and to highlight our tagline «become a financial ninja» in our banners, advertisings and social media. We also use this font in our presentation as slide title. Enamelplate B is our secondary font and should never override Inter.

[Font license can be purchased here](#)





To reinforce our message, we highlight the most important informations and/or keyword by using the stroke below in our Keynote presentation.



**Prosper is a mission-driven company**

**67% of the world population is financially illiterate**





We use a range of bold and vibrant colors to add splashes of delight to our illustrations.

Our core colors are composed with our navy, bright green, blue and white. We use the palest colors as background and the darkest colors as shadows in our illustrations. Yellow and pink are our secondary colors: we only use them in small touch in our illustrations.

Use this color palette for Prosper printed and digital publications. CMYK values are for printing, while the RGB and HEX values are for digital screens and website.

<div></div> <div>CMYN 100 87 48 64 RGB 3 25 50 HEX #031932</div>	<div></div> <div>CMYN 64 0 42 0 RGB 3 225 185 HEX #03e1b9</div>	<div></div> <div>CMYK 84 60 0 0 RGB 15 105 255 HEX #0f69ff</div>	<div></div> <div>CMYK 0 21 78 0 RGB 255 205 70 HEX #ffcd46</div>	<div></div> <div>CMYK 0 63 16 0 RGB 255 130 160 HEX #ff82a0</div>
<div></div> <div>CMYK 0 0 0 0 RGB 255 255 255 HEX #ffffff</div>	<div></div> <div>CMYK 85 27 66 12 RGB 0 125 100 HEX #007d64</div>	<div></div> <div>CMYK 99 82 0 0 RGB 3 3 200 HEX #0303c8</div>	<div></div> <div>CMYK 8 46 98 1 RGB 230 150 5 HEX #e69605</div>	<div></div> <div>CMYK 0 82 44 0 RGB 255 75 100 HEX #ff4b64</div>
	<div></div> <div>CMYK 28 0 13 0 RGB 190 255 245 HEX #befff5</div>	<div></div> <div>CMYK 29 0 1 0 RGB 190 235 255 HEX #beebff</div>	<div></div> <div>CMYK 0 5 9 0 RGB 255 245 235 HEX #fff5eb</div>	<div></div> <div>CMYK 0 14 7 0 RGB 255 230 230 HEX #ffe6e6</div>



Prosper is our mascot and most recognizable brand asset. Whether you’re showcasing Prosper on screen or in print, make sure to use the right colors for each part of his body.

In order to make Prosper stand out, we try to avoid using it on a beige background.



<div>Kimono/Shoes/ Outlines</div> <div>CMYN 100 87 48 64 RGB 3 25 50 HEX #031932</div>	<div>Mask/Belt/Gaiters</div> <div>CMYN 64 0 42 0 RGB 3 225 185 HEX #03e1b9</div>
<div>Body/Outlines</div> <div>CMYK 0 0 0 0 RGB 255 255 255 HEX #ffffff</div>	<div>Tongue</div> <div>CMYK 0 63 16 0 RGB 255 130 160 HEX #ff82a0</div>



Prosper is our mascot and most recognizable brand asset. He's an expressive chipmunk whose nuts management comes from a long family tradition. We highlight that financial mastery through the ninja figure.

Prosper is a master who has a real vocation into helping others becoming financial ninjas too. When we make ninja references, it's always about balance, self-mastery and healthy habits, never about violence.





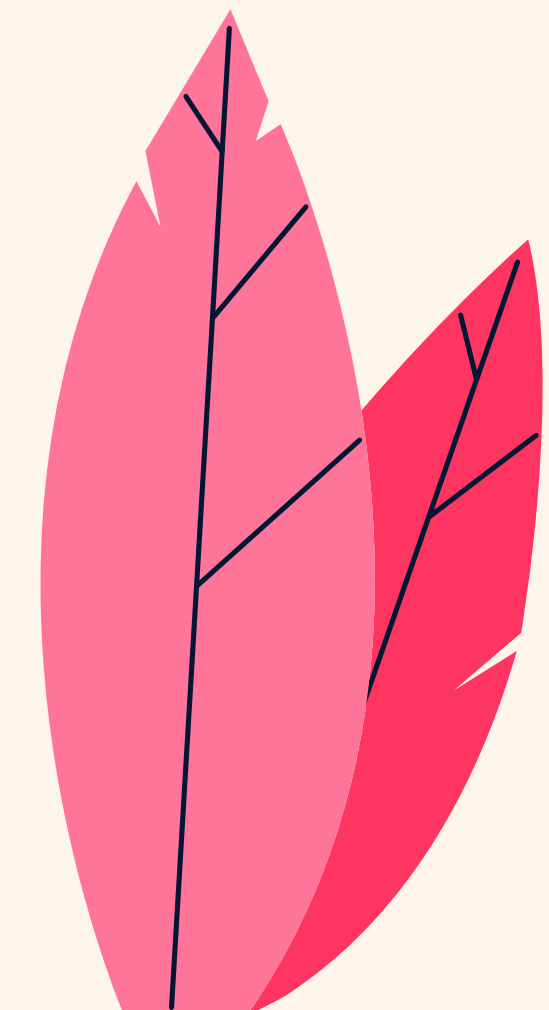
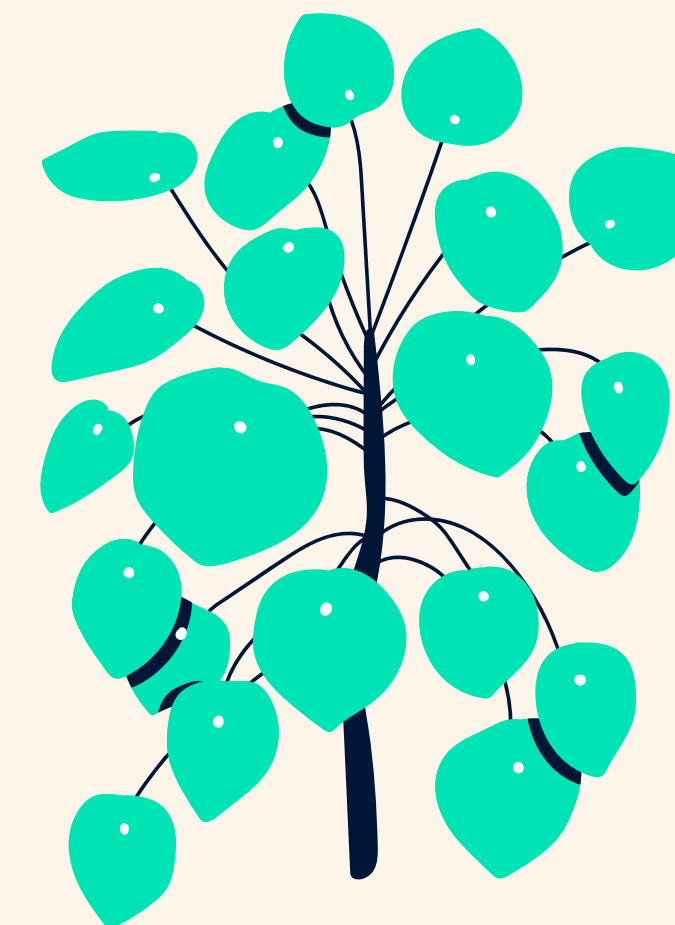
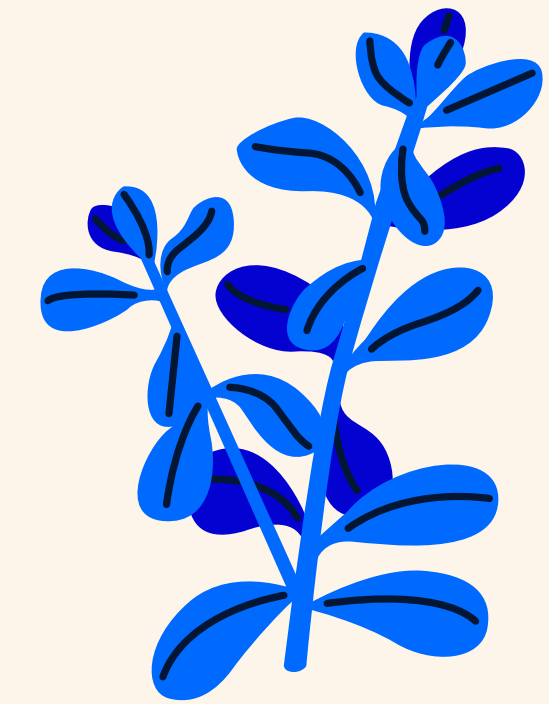






Plants are an important graphic element of our universe. We chose these specific plants because they are a symbol of prosperity and wealth. They are often seen behind our mascot to complete the scenery. Here is a small selection featuring crassula ovata, pilea pepemorioide and spathiphyllum. These examples below can also be added to the library:

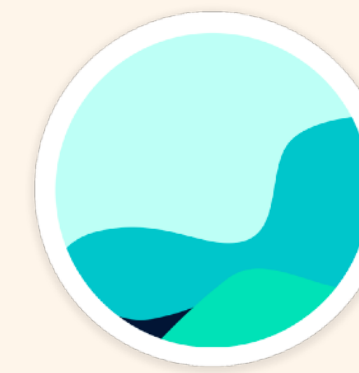
- Bamboo
- Sansevieria
- Pachira Aquatica
- Epipremnum Aurem





When introducing team member in our website or social media, we use our curved shapes as backgrounds. Portraits need to be cut-out and inserted into the layers to make it part of its environment like the example. When we introduce our mascot, we use the icon.

Portraits needs to have a clean edit to be sure they follow the same aesthetics as our photography style.





04

# Applications







Search Facebook

Anaïs

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Prosper

@prospert.finance · App Page

Send Message

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Prosper is an app using behavioral science to help individuals build healthy money management habits.

3 people like this, including 1 of your friends

Create Post

Photo/Video

Check In

Tag friends

Prosper

updated their cover photo.

29 November at 21:28 ·



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Notifications

Me

Work

Post a job for free

BECOME  
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NINJA

Prosper

Prosper is a financial education app helping individuals build healthy money management habits.  
Financial Services · Montreux · 3 followers

Johan works here · 1 employee

✓ Following

Register

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Home

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Posts

Jobs

People

About

The Prosper app uses behavioral science to help individuals build healthy money management habits.  
see more

See all details

Page posts

Ad

#NEOM is the business & lifestyle destination of the future. Join us!

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Pages people also viewed

Prosper  
E-learning  
54 followers  
+ Follow

Funds Vesting  
Financial Services  
1,866 followers  
+ Follow

Connections that work here

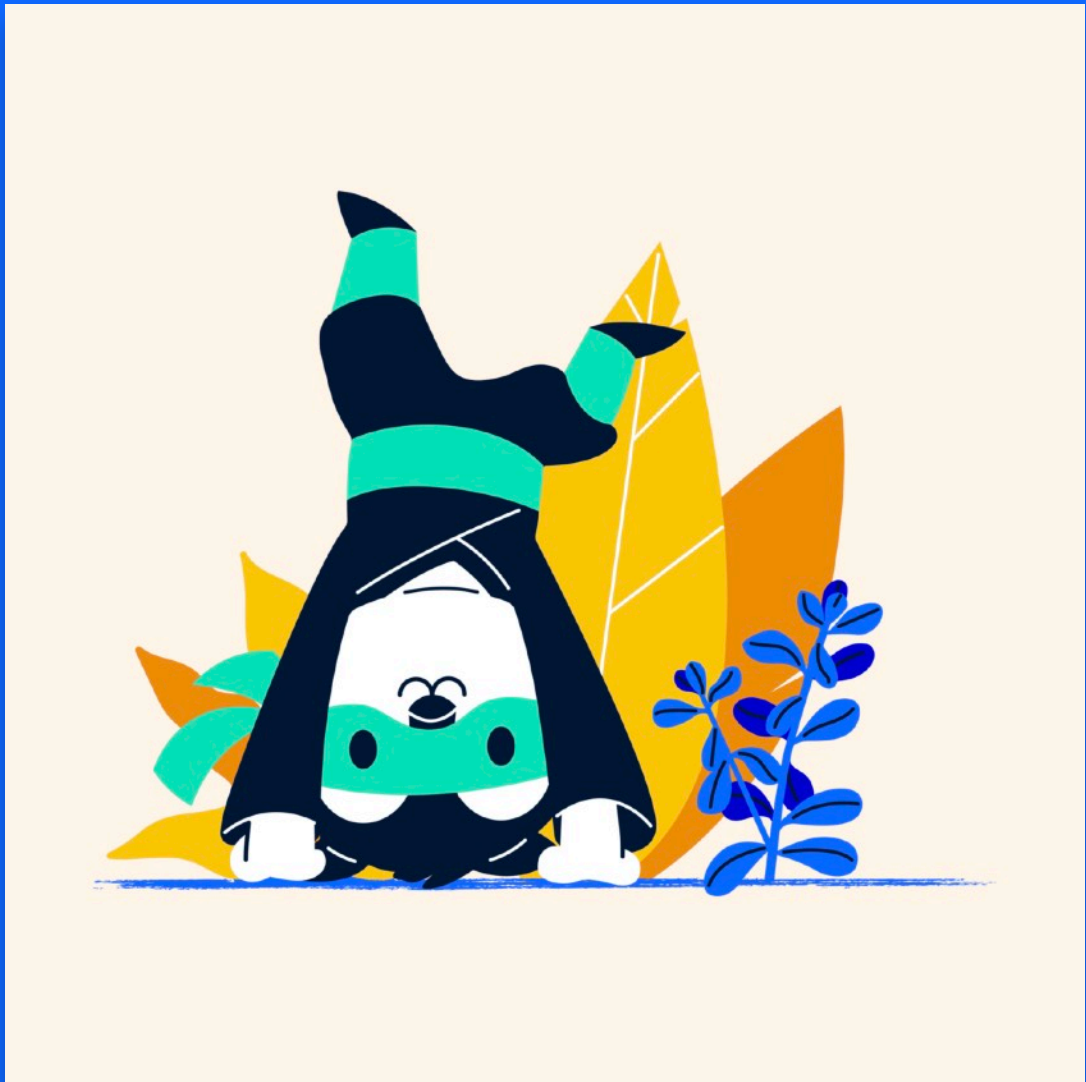
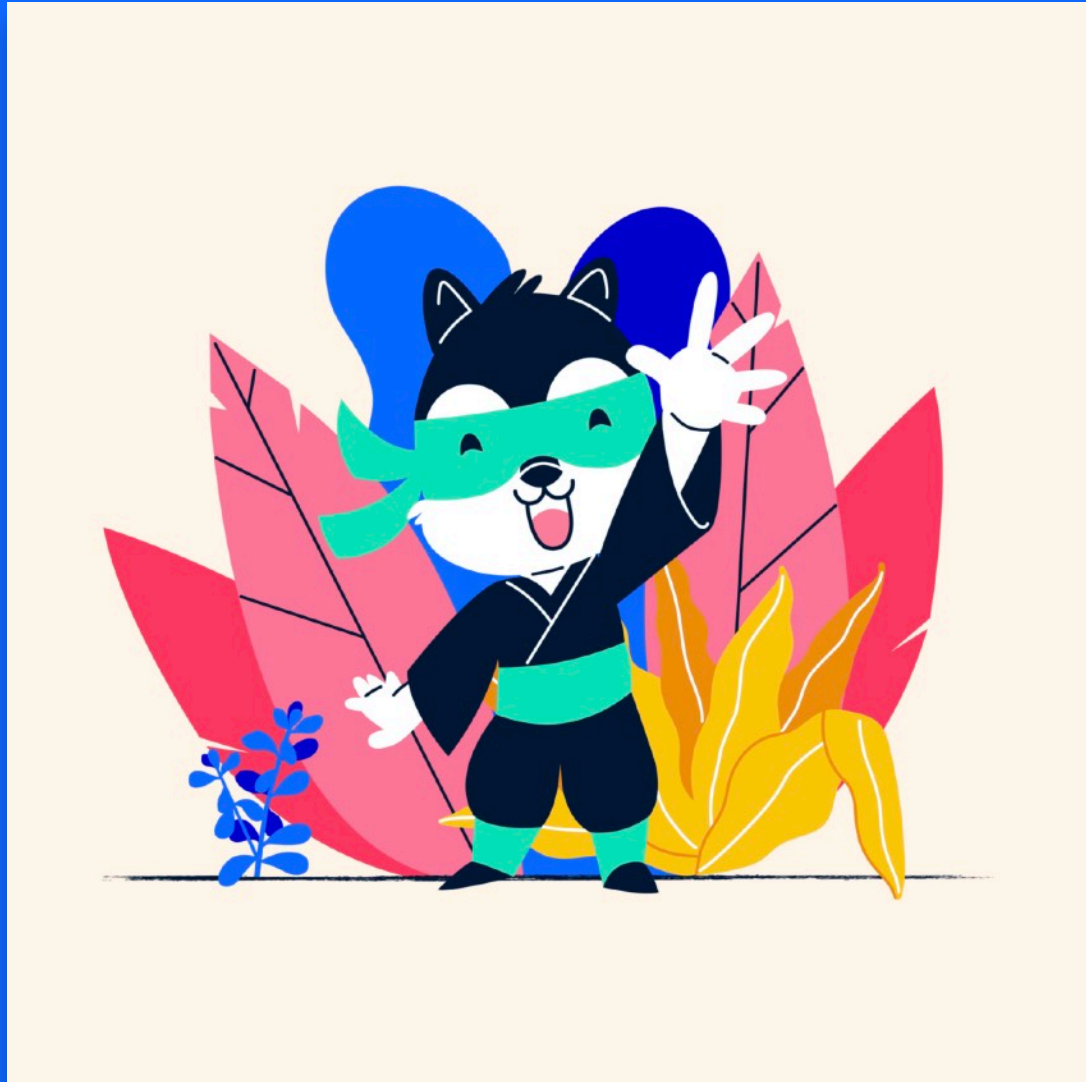
Messaging

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# For any queries about this brand, please contact:

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