spenda

Brand guidelines

Updated February 2025

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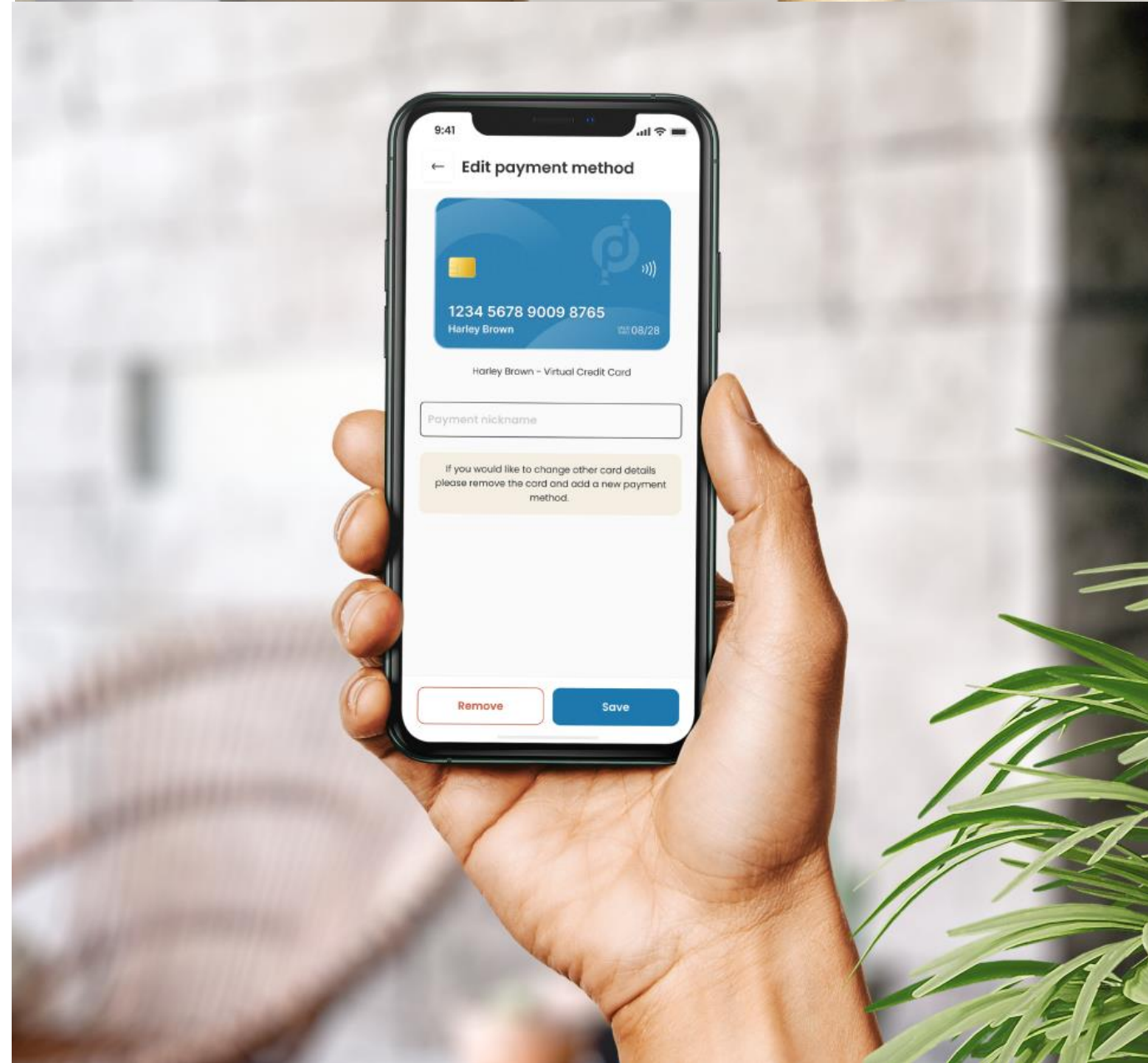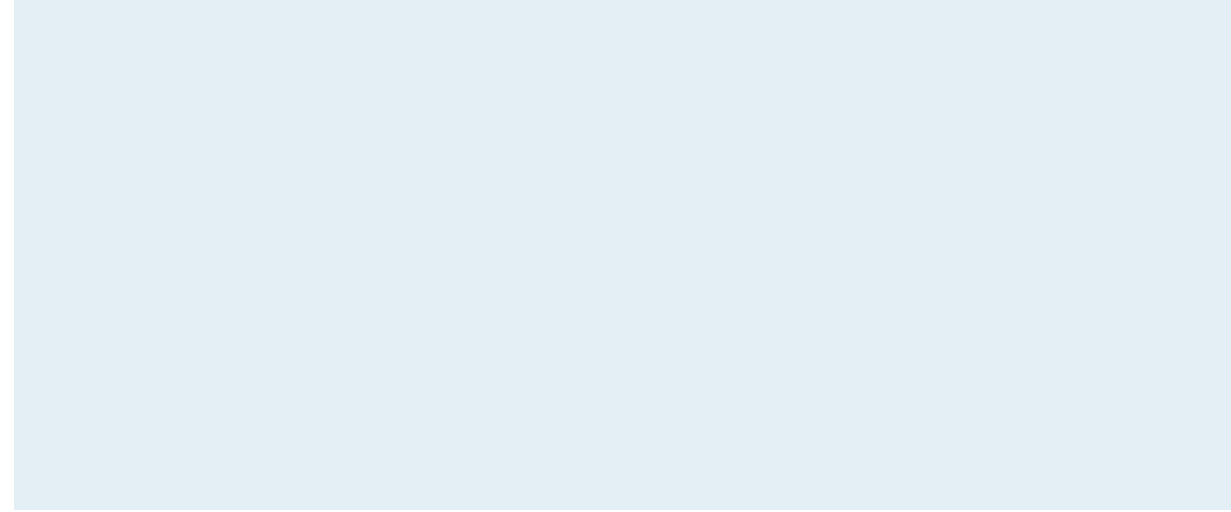
Introduction

Spenda is an **integrated business platform** that enables businesses across the supply chain to sell better and get paid faster.

We serve as both a software solutions provider and a payment processor and deliver the essential infrastructure to streamline business processes before, during and after the payment event.

With over 20 years' experience in building solutions that improve transactional efficiency between businesses, Spenda is applicable to any business that needs to make or receive a payment. Our software enables the smooth flow of funds throughout a supply chain or network of buyers and sellers, from producer to end-consumer.

Spenda Website →

Logo

Spenda logo and meaning

Spenda is a connected business solution that facilitates the transfer of both operational and financial data between businesses **as they buy and sell from each other.**

The arrows symbolise the transfer of data, while the circle, formed by the 'p' and 'd' from 'Spenda,' signifies the collaboration of two separate businesses coming together.

The icon version is used in the software where the wider logo does not fit, ensuring that the audience can still easily associate the icon with the brand.
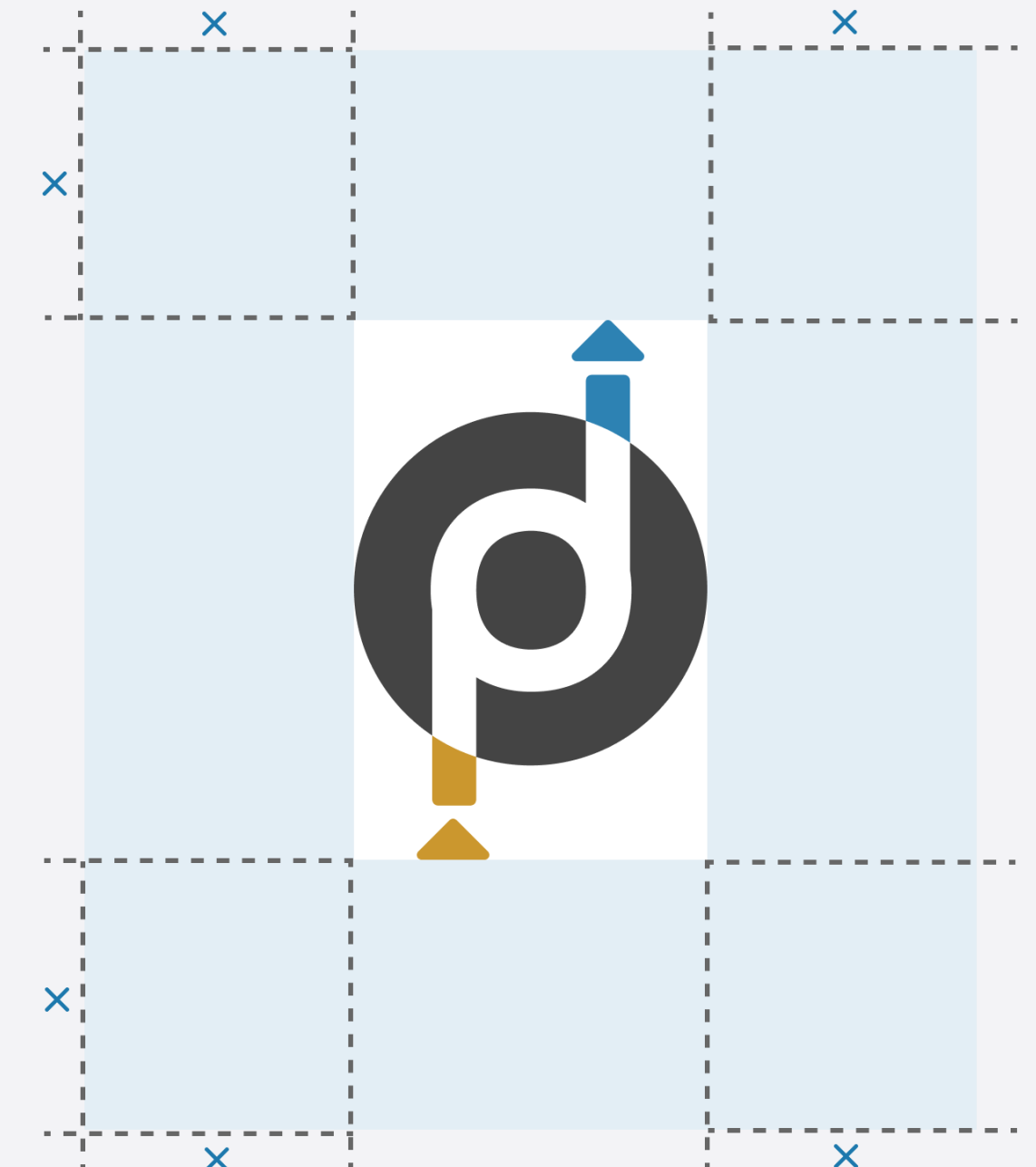
Correct logo usage

Always use our logo with adequate clear space, approved colours, and in its original orientation. Ensure it remains legible at all sizes and place it on contrasting backgrounds for optimal visibility.

Exclusion zone
The logo requires an exclusion zone equal to half the height.

Incorrect logo usage

To maintain a high standard across the Spenda brand, it is essential that the logo is consistently used and displayed in accordance with our guidelines.

01   Do not remove arrows from the logo.

02   Do not add outlines to the logo.

03   Do not change the colour of the logo.

04   Do not rotate the logo.

05   Do not squash or distort the logo.

06   Do not change the transparency.

07   Do not use the logo and icon in unison.

08   Do not apply shadows to the logo.
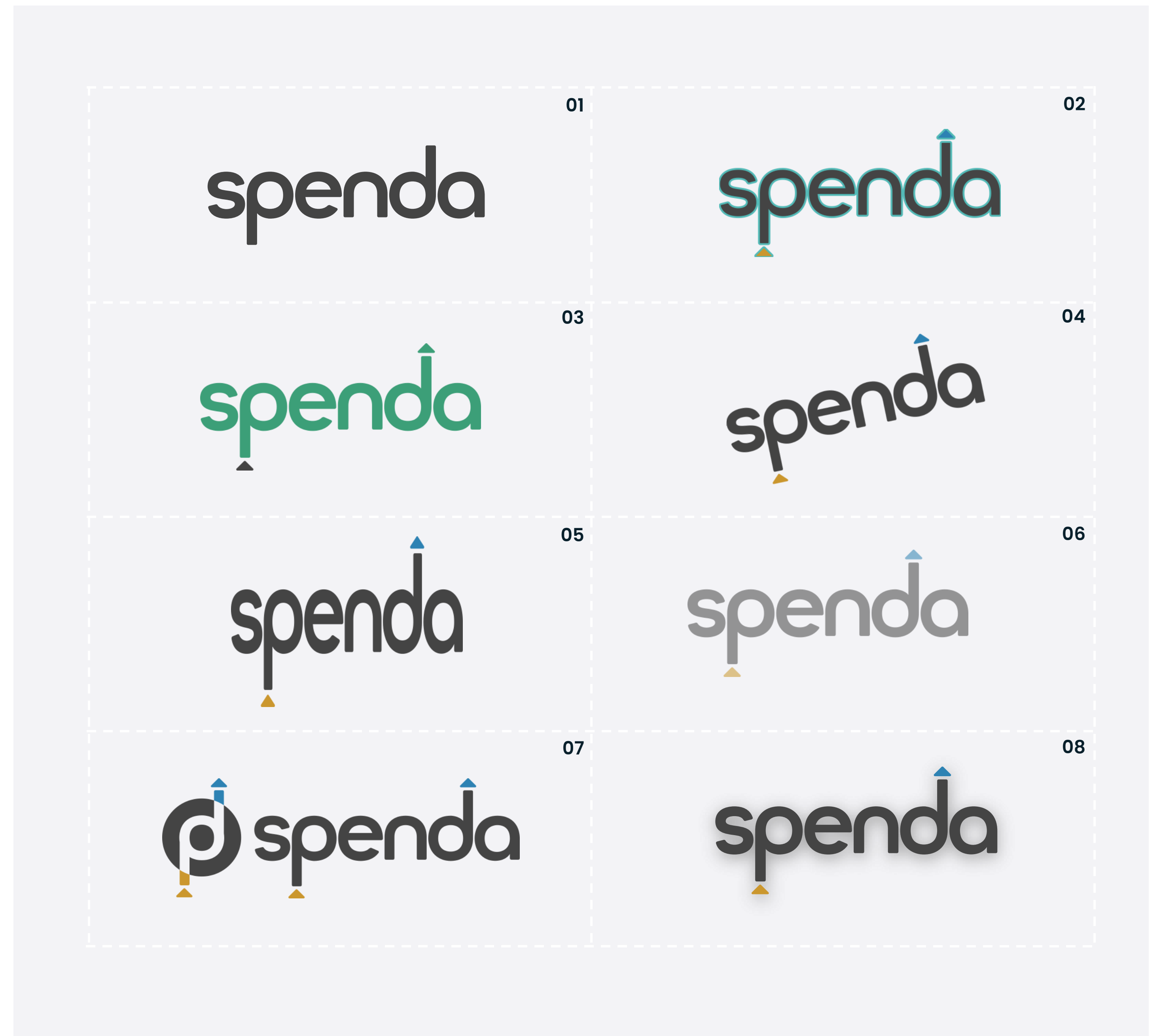
Typography

Primary font

Poppins

Our primary font has been chosen for its modern design and readability. It should be used consistently across all branding materials to ensure a cohesive visual identity.

Light   Aa

Regular   Aa

Medium   **Aa**

Semibold   **Aa**

Bold   **Aa**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#$%^&*()_-+=}{[]:;"'<>,.?/\

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Colours

Primary colours

Our primary colours are the foundation of our brand identity. These colours reflect our values and personality, creating a consistent and recognisable visual presence across all platforms.

We encourage the use of these colours in all branding materials, ensuring that they are applied consistently to reinforce our brand image.

HEX #E3EEF5

R	227	C	7
G	238	M	3
B	245	Y	0
		K	4

HEX #1C78AD

R	28	C	84
G	120	M	31
B	173	Y	0
		K	32

HEX #F3F3F3

R	243	C	0
G	243	M	0
B	243	Y	0
		K	5

HEX #1B4356

R	28	C	69
G	67	M	22
B	86	Y	0
		K	66

HEX #444343

R	68	C	0
G	67	M	1
B	67	Y	1
		K	73

HEX #BBDBED

R	187	C	21
G	219	M	8
B	237	Y	0
		K	7

Have a question?

Get in touch with the marketing team if you have any questions or concerns.

✉ social@spenda.co