

Brand Guidelines

v1.0 — May 2025

01

Mission

Statement

Mission Statement

At Cipher, our mission is to empower the next generation to take control of their money with confidence, clarity and ease. We believe that banking should be smart, secure, and made for you — not your parents.

We're here to break down the barriers, ditch the jargon, and deliver a financial experience that's bold, transparent, and made to flex with your life. Whether you're saving for your first festival, side-hustling, or just learning the ropes — Cipher has your back.

This isn't just banking. This is your future — encrypted, empowered, and in your hands.

02

Core

Values

Core Values

Cipher is built on five key principles that guide everything we do - from the way we design features to the way we speak to our users. These values aren't just ideals; they're practical tools to help us build a bank that's secure, smart, and made for the next generation.

Security & Trust

For Gen Z, digital safety isn't optional - it's expected.

At Cipher, we take that seriously. We use advanced encryption, biometric login, and real-time fraud detection to keep your money and personal data secure. The name Cipher itself reflects this priority: protection, privacy, and peace of mind.

We're not just building a bank - we're building trust.

Transparency

Banking shouldn't feel confusing or manipulative.

At Cipher, we communicate with clarity - no hidden fees, no fine print traps.

We speak your language, not banker-speak. From your first transaction to your monthly insights, you'll always know what's going on, and why.

It's about making your money make sense - with zero anxiety.

Innovation & Technology

Cipher is built for the future - powered by tech that works for you.

We use AI, automation, and intuitive design to solve traditional banking problems.

Need help budgeting? We'll do it smartly.

Want to understand your spending? We'll break it down visually.

Innovation isn't just about being flashy - it's about making money management easier, faster, and smarter.

Flexibility & Customisation

No two users manage money the same way - and that's exactly why Cipher is designed to adapt.

You can personalise your dashboard, switch between light/dark modes, set custom goals, or track what matters most to you. It's not just a bank.

It's your bank, your way.

Speed & Efficiency

In a world of instant everything, banking shouldn't slow you down.

Cipher delivers fast transactions, real-time updates, and responsive support when you need it. Whether you're sending money to a friend or checking your balance mid-class, Cipher responds in seconds - not minutes.

Because modern life moves fast - and so should your bank.

03

Tagline

Tagline

**“Built with *AI*,
designed for *you*.”**

Our tagline captures everything Cipher stands for in just seven words. We combine cutting-edge artificial intelligence with user-first design to create a banking experience that feels smart, intuitive and personal.

This isn't banking as usual. It's technology working for you — not the other way round.

04

Turn the voice

Tone of Voice

Cipher's tone is clear, direct and human. We speak in a way that's easy to understand, without jargon or formal language. We aim to sound helpful and confident, without overcomplicating things. We avoid buzzwords or trying to sound overly clever. Our goal is to make users feel informed, not confused.

Examples:

✓ "Nice one - your payment's gone through."

✗ "Your transaction was successfully processed."

✓ "Let's set a savings goal."

✗ "Initiate a fiscal reserve target."

05

Logo

Primary Logo



Font: Lexend Deca, Black

The Cipher wordmark is the core logo used to represent the bank. It should be used on all official branding, communications, and product interfaces.

Use the green version on dark backgrounds, and the navy version on light backgrounds for best visibility.

Keep it centre-aligned or top-left aligned where possible, and avoid crowding it with other elements.

The Cipher logo represents the brand - it should always be treated with consistency and clarity.

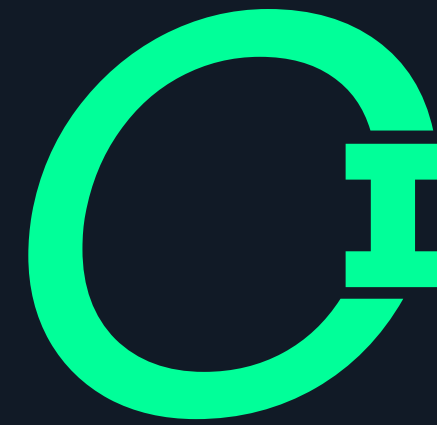
Ci Orb (AI Assistant)



The Ci orb symbol is the visual identity of our AI assistant. It's not a bank logo - it represents the intelligent feature within the Cipher platform. Use this symbol when Ci is active - responding, assisting, or guiding users. It should appear in interactions, loading states, or as an avatar during AI help sessions.

The orb is fluid and dynamic, but should always follow the approved visual style. Never use it to represent Cipher as a whole.

App Icon (Ci Monogram)



The Ci monogram is used as the app icon for Cipher on mobile devices and digital storefronts.

It simplifies the brand into a recognisable, clean visual while staying connected to the larger identity. The Ci mark should only be used in app contexts, or when space is limited. It should not be confused with the AI orb or full wordmark.

Keep it bold, centred, and clean — no outlines, shadows, or colour changes.

Logo Usage

To keep our brand consistent and professional, always follow these logo rules:

Do:

- ✓ Use the correct logo in the right context
- ✓ Give each logo space to breathe
- ✓ Stick to approved colours and formats

Don't:

- ✗ Don't stretch, rotate, or crop any logo
- ✗ Don't place logos on complex or low-contrast backgrounds
- ✗ Don't mix logo types — Ci isn't a replacement for Cipher

Using the right logo in the right way keeps our brand strong and recognisable.

06

Typography

Typography

Raleway Typeface

Heading 1

Bold, 96px — For screen titles and key moments

Heading 2

Semi-bold, 64px — For section headers

Body 1

Semi-bold, 32px — For general text and content

Body 2

Regular, 20px — For buttons, navigation and labels

Typography

Cipher uses the 'Raleway' typeface for all headings and body text. Its clean, modern look keeps the brand readable and consistent across screens. We use a clear type hierarchy to guide users through content with ease.

Use consistent spacing and sizing across all devices to keep the experience sharp and accessible.

07

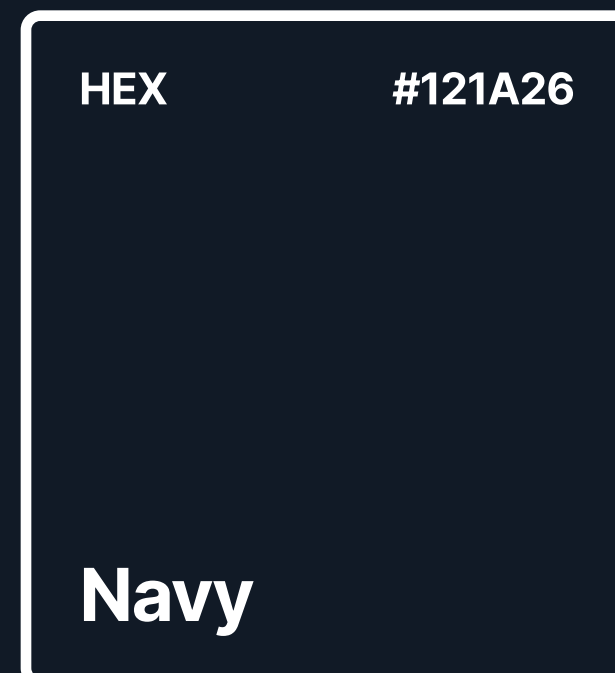
Colour Palette

Primary Colours



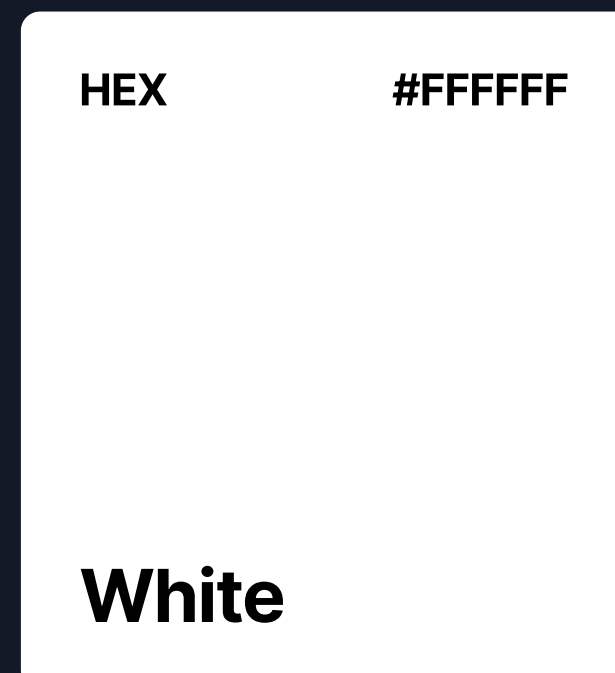
Volt Green

Used for highlights, buttons, accents, and branding



Navy

Used for backgrounds and large surface areas



White

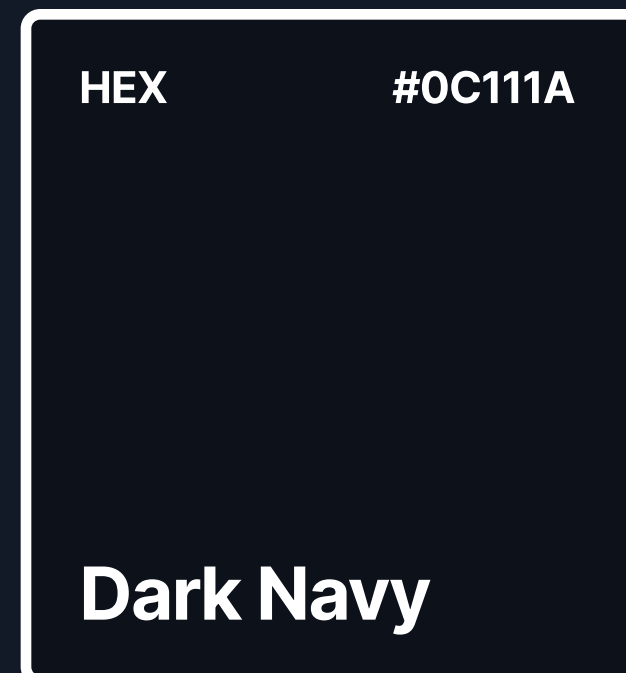
Used for text, highlights, and clear space

UI Shades



Light Navy

Used for hovers, outlines, and lighter surfaces



Dark Navy

Used for button backgrounds and containers

Background Options

HEX #CBD5E1

Stone Blue

Stone Blue

Used as a lighter background instead of white for displaying content

HEX #ECFBF4

Faded Green

Faded Green

Used in bento layouts or within content blocks

08

Brand in Use

Brand in Use

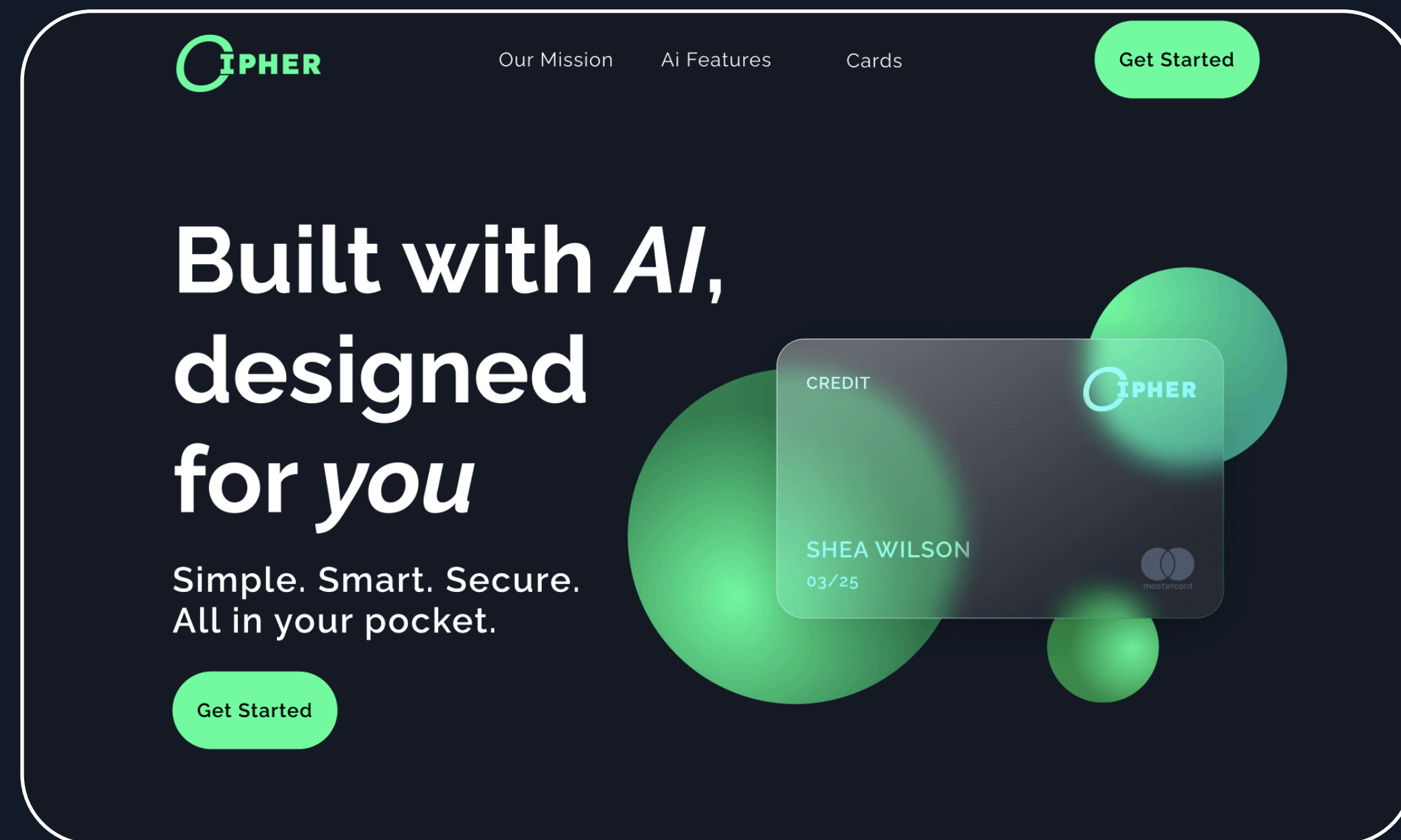
Cipher's branding is designed for clarity, consistency and flexibility across all digital touchpoints. Every element - from logos to typography - should be applied with intention. Use the correct logo version for the context, maintain a clear type hierarchy using Raleway, and apply Volt Green sparingly as an accent, not a base colour. Layouts should feel open and minimal, with a strong preference for dark themes to enhance contrast and legibility. Colour, spacing and typography aren't decorative - they serve a purpose. The brand should always support the experience, not overpower it.

Banking App



The CIPHER banking app brings the brand to life through a fast, focused and modern interface. Volt Green is used to highlight key actions such as buttons and alerts, while the dark background enhances clarity and gives the app a sharp, trustworthy feel. Raleway is used throughout, giving the interface consistency and polish. The Ci orb appears whenever the AI assistant is active - helping, guiding or responding to the user. Button states use carefully selected navy shades to create intuitive interactions. Every visual choice in the app is intentional, designed to make the experience feel responsive, intelligent and personal.

Landing page



Cipher's landing page introduces the brand with structure, clarity and confidence. Built using a bento grid layout, the site breaks content into focused sections that are easy to scan and navigate. Backgrounds in Stone Blue and Faded Green create a calm, clean contrast to darker areas of the brand. Key headlines and call-to-actions use Volt Green to draw attention where it matters most. Micro-interactions, soft motion and responsive layouts create a sense of modernity and ease. Every part of the landing page is designed to build trust quickly and show what makes Cipher different at a glance.

CIPHER