



numibo

CLEAR FINANCES. BRIGHTER HORIZONS.

Clarity is a direction.

The thinking behind our name, our rising fin and the identity that brings Numibo to life.

01 / THE FOUNDATION

Numbers should open doors.

Finances can be complicated. Understanding them should not be. Numibo turns everyday financial information into something people can see, trust and act on.

THE PROMISE

Make finances clear.
Make progress possible.

Less time untangling numbers. More room to focus on the work, plans and possibilities behind them.

 **CLARITY**
The whole picture, easier to understand.

 **CONFIDENCE**
Know exactly where things stand.

 **MOMENTUM**
Move forward with better information.

 **HUMANITY**
Technology with people at its centre.

02 / THE NAME

Numibo. Made to be remembered.

The name is original and intentionally simple. It hints at numbers without sounding like the accounting systems people already know.

NUM

THE ROOT

Numbers, numerical thinking and the Latin word numerus. A quiet nod to the world of finance.

I

THE CONNECTION

A soft linking sound. It makes the name flow naturally from beginning to end.

BO

THE PERSONALITY

Rounded and friendly. An ending with warmth, character and staying power.

NU • MI • BO

Three easy syllables. One unmistakable name. A brand made for finance, with space to grow beyond any single tool.

03 / WHY IT WORKS

Numerical. Human. Numibo.

There is enough meaning in the name to feel familiar, and enough originality for it to become entirely our own.

01 **A natural connection**

The opening sound points towards numbers, giving the name immediate relevance.

02 **Easy to say**

Three open syllables make the name comfortable to speak and easy to remember.

03 **A little warmth**

The final sound gives Numibo a friendliness uncommon in financial software.

04 **Built for the future**

The name works just as well for financial insights, cash flow and new tools as it does for invoicing.

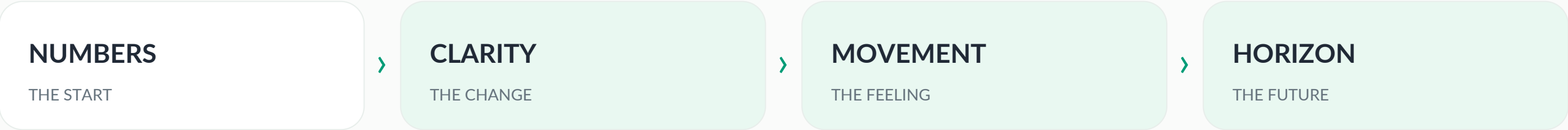
OUR HOME

numibo.eu

04 / THE CREATIVE DIRECTION

From numbers to a horizon.

The logo carries the feeling we want people to have when they use Numibo. They understand where they stand, and can see where to go next.



WHY THE FIN

It rises with purpose and moves with ease. Its shape brings energy to the identity without losing the composure a financial brand needs.

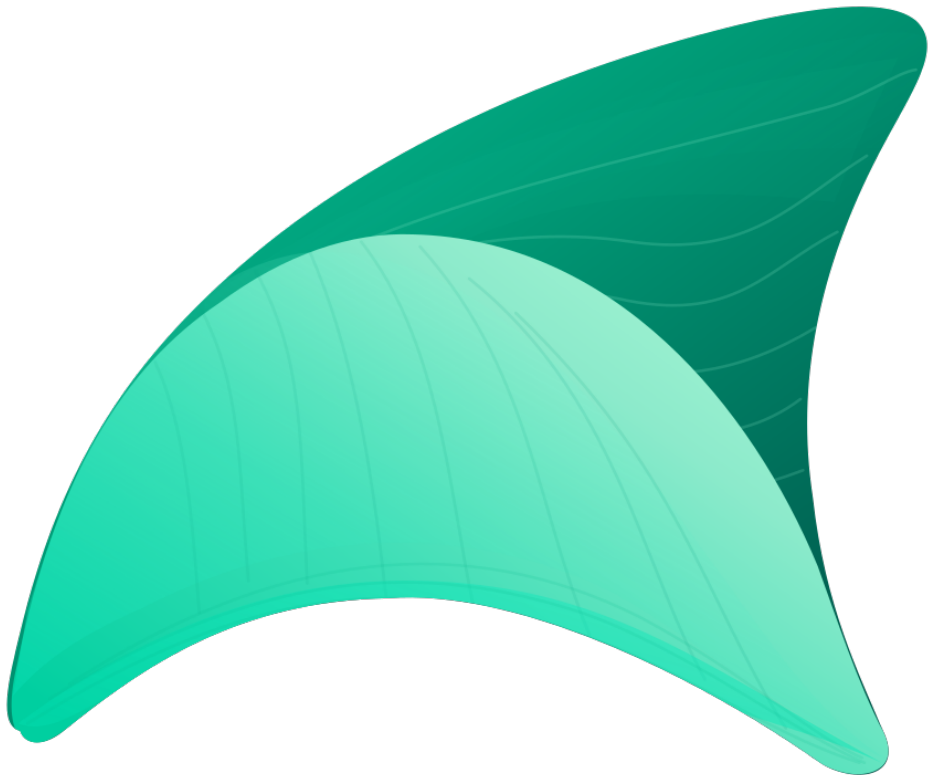
The fin also has a natural connection to Finn, our dolphin mascot and the friendly face of Numibo.



05 / THE SYMBOL

A shape that moves forward.

The fin is recognizable on its own. Its silhouette, colour and contours are what give the Numibo mark its character.



01 **RISING TIP**
The next possibility is always in view.

02 **FLOWING EDGE**
A simple, confident sense of motion.

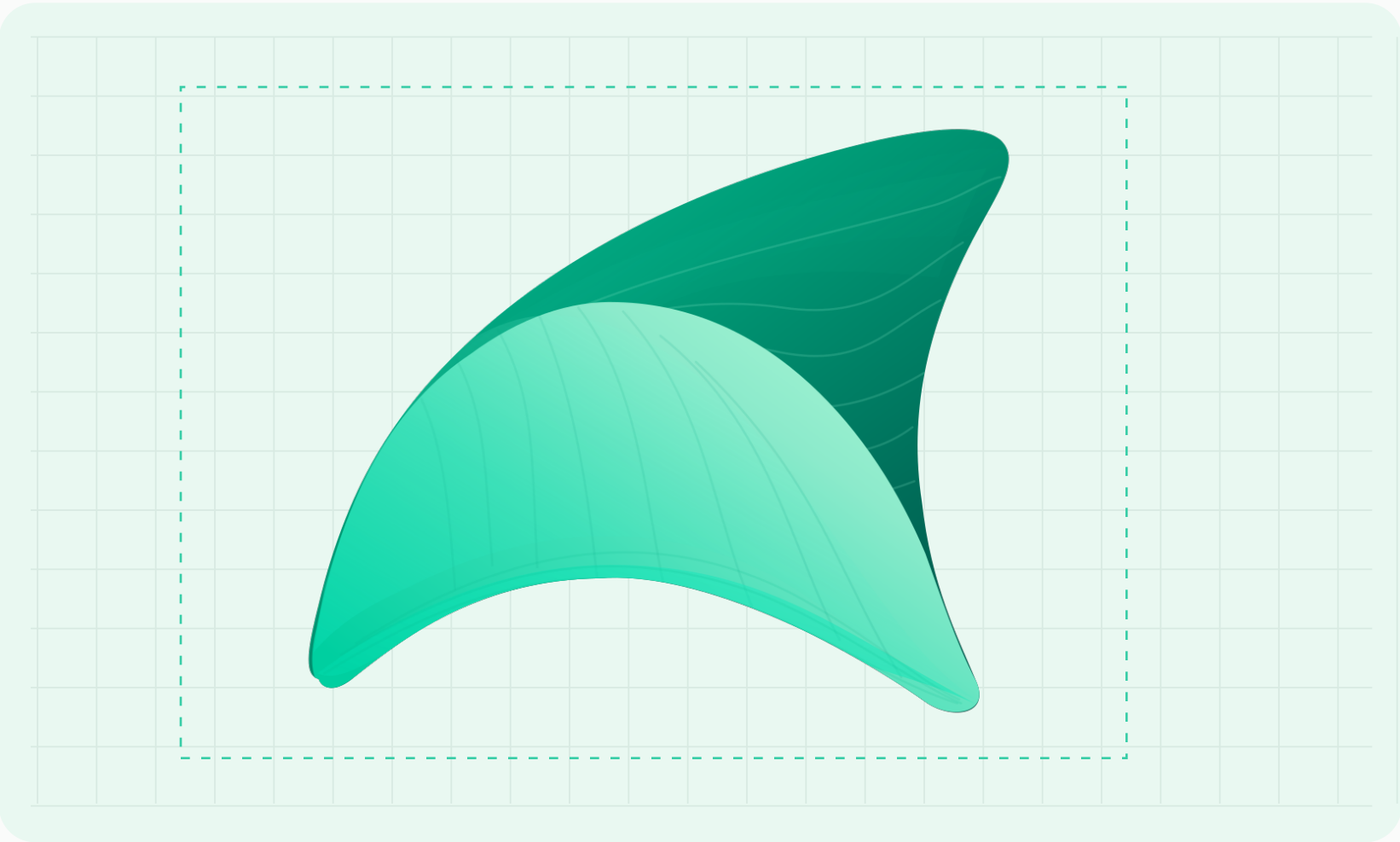
03 **LAYERED CONTOURS**
Depth, rhythm and thoughtful structure.

04 **OPEN ARC**
Room for growth and new directions.

06 / THE FIN

Curves with a purpose.

Every edge is soft, every transition deliberate. The fin keeps its character whether it appears on an app icon or across an entire screen.



THE SILHOUETTE

A single fluid gesture. The rising point and the lower sweep work together, giving the mark balance and direction.

THE CONTOURS

Gentle layers add movement and depth. They echo the sea, where Finn belongs, and the clarity that defines Numibo.

USING THE ARTWORK

For print and digital materials, the Numibo marketing kit provides each approved logo in its intended proportions.

07 / THE SIGNATURE

Friendly form. Serious clarity.

A rounded lowercase wordmark gives the brand its approachable voice. The rising fin adds recognition, even when the name is not shown.

**THE WORDMARK**

Soft corners, sturdy letterforms and an easy rhythm. Confident enough for finance, welcoming enough for everyday use.

THE MOTTO

Clear finances. is what we deliver. Brighter horizons. is why it matters.

08 / COLOUR

Trust, with room for optimism.

Deep navy brings balance to a bright, expressive green palette. The colours belong together, from quiet product screens to bold campaign artwork.



DEEP NAVY
#202936



NUMIBO GREEN
#05CBA0



EMERALD
#009C77



FOREST
#006D59



MINT
#8CEACB

01 / BASE

Navy keeps the brand grounded.

02 / SIGNAL

Green catches the eye.

03 / ATMOSPHERE

Mint brings light and air.

09 / TYPOGRAPHY

Designed to be read.

Financial information deserves calm, clear typography. The wordmark has its own drawn letterforms. For everything around it, legibility comes first.

THE NUMIBO WORDMARK



The name is always used as official artwork. Its proportions and rounded details remain consistent across every medium.

SUPPORTING TYPEFACE / INTER



Clear structure. Comfortable reading.

Use generous line spacing, strong contrast and tabular figures for financial amounts. Keep important information easy to scan.

10 / LOGO VARIATIONS

One system. Every setting.

Each version has a place. Pick the layout that gives the logo enough space to look its best.

ON LIGHT



ON DARK



WITHOUT THE MOTTO



SYMBOL ONLY



11 / IN USE

Made for real life.

The Numibo identity gives busy financial screens a calm centre. Useful information stays in focus, with colour reserved for the moments that matter.

numibo

OVERVIEW

Good morning.

Here is your business at a glance.

Invoiced

€ 24,800

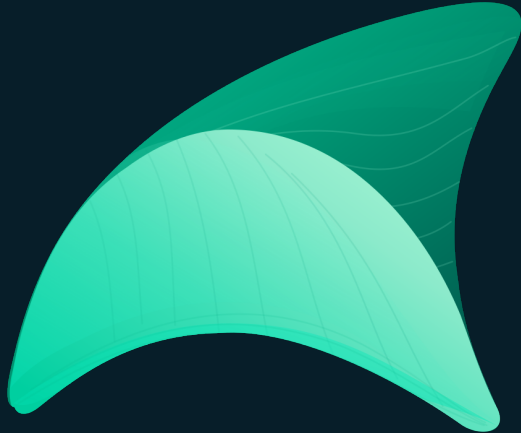
Received

€ 19,420

Outstanding

€ 5,380

A clear view of your finances.



A brighter view

A familiar mark, thoughtful detail and a little more space to breathe.

12 / MEET FINN

A friendly face for brighter days.

Finn is Numibo's dolphin and the character behind our rising fin. He brings warmth to the brand in the moments that call for it.

THE PERSONA

Curious, helpful and quietly optimistic. Finn makes new experiences feel familiar. He explains, encourages and celebrates, always with the clarity people expect from Numibo.

WELCOME

A warm first hello.

EXPLAIN

Simple help at the right time.

CELEBRATE

Acknowledge a moment of progress.

FINN / NUMIBO MASCOT



13 / BRAND USAGE

A consistent look, everywhere.

These guidelines keep Numibo recognizable across websites, products, events and partner materials.

YES

Use the prepared logo artwork.

Light and dark versions are both included.

YES

Give the mark space.

Keep the fin and letters clear of nearby elements.

YES

Choose the right layout.

Compact artwork suits smaller placements.

YES

Keep the motto complete.

Clear finances. Brighter horizons.

AVOID

Never stretch the artwork.

Keep its original proportions.

Avoid decorative effects.

The gradients and contours are already part of the mark.

AVOID

Keep the original colours.

Use the approved palette.

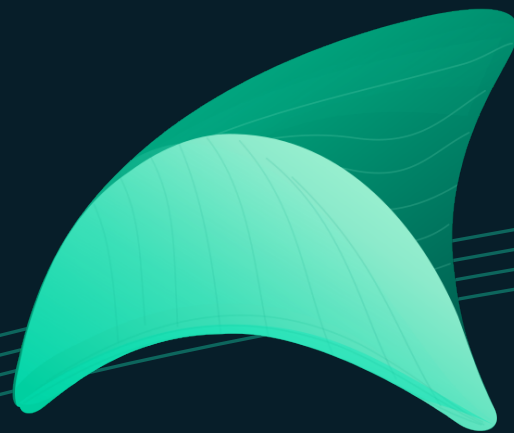
Do not shrink the motto too far.

Choose the compact version instead.

THE BRAND IN ONE THOUGHT

Clear finances. Brighter horizons.

Numibo brings order to the numbers and a clearer sense of what comes next.
Straightforward software, a human touch and room to move forward.



numibo

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NUMIBO.EU