

REV | PREPAID

Style Guide

Branding + Identity



Money management, beautifully *reinvented*.

The REV Prepaid card functions similarly to a debit or credit card, but features a fundamental difference: rather than borrowing money from a bank (as with a credit card) or directly spending one's savings (as with a debit card), a prepaid card has a specific amount of money loaded onto it in advance.

Logo on Light & Dark



REV | PREPAID



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Font Pairings

Web, Digital, Print

Lora, Subheader

Spartan Regular, Header

Spartan, Body

Admin, Word Docs

Calibri Bold, Header

Calibri Regular, Body

Powerpoint

Century Gothic, All

What is our brand's *voice and tone*?

REV Prepaid's brand voice and tone are the embodiment of a playful, yet modern, friendly, and knowledgeable companion in the world of finance. It speaks in a conversational tone, engaging its audience with the warmth and cleverness of a good friend.



Primary colours



For our primary colours we use a more saturated blue, white, and ice blue.

These tones are meant to evoke feelings of playful modernity, trust, and knowledge.

Secondary, accent colours



For secondary accents we incorporate gradients made by mixing our primary colours and a darker navy. The dark navy is to be used primarily in our logo and for our physical cards to make them stand out.

Who is our ideal target *demographic*?

REV Prepaid's primary audience includes individuals with poor credit, travelers, gig workers, recipients of government benefits, and corporate clients. This diverse demographic, often overlooked by traditional banking systems, shares common needs: security, convenience, and inclusivity in financial transactions.



