

Brand Guidelines



Thryve

**Guided savings for life's
biggest moments.**

Index

01

The Brand

About Thryve
Vision & Mission
Brand Values
Brand Persona

02

Logo

Overview
Primary Logo
Logo Safezone

03

Typography

Primary Typeface

04

Color Palette

Core Colors

05

Imagery

Image Use Guidelines

01

**The
Brand**

About Thryve



Saving money isn't always easy—especially when time is tight. That's why we created a smart, easy-to-use platform designed to help you take control of your finances, anytime and anywhere.

Whether you're using our responsive website, web app, or mobile app, you can quickly log your income and expenses on the go from any device. Our tool gives you a clear picture of where your money goes, breaking down spending habits and identifying opportunities to cut costs.

What sets us apart? Personalized, time-sensitive financial advice. Based on your actual financial data, the app suggests practical ways to save money within your specific timeframe—whether you're preparing for a big purchase, trying to build an emergency fund, or just want to boost your savings.

We're here to make saving feel possible—and to help you make every dollar count.

Vision & Mission

Vision

To empower individuals to confidently and efficiently save for life’s big moments—whether a wedding, dream trip, or new car—by delivering clear, personalized financial guidance through a simple, responsive, and accessible digital experience. Our app removes the guesswork from short-term saving by translating real-time income and spending data into actionable advice, helping users make smart choices, stay on track, and reach their goals faster—without the stress or complexity of traditional financial tools.

Mission

We’re on a mission to help people turn dreams into reality—one smart saving decision at a time. By transforming the way users engage with their finances, we make saving for life’s big moments feel possible, empowering them with clear insights, simple tools, and personalized guidance. No stress, no spreadsheets—just a path forward to the things that matter most.

Brand Values

1 Clarity

We believe financial tools should be easy to understand. We communicate with transparency, using clear language and visuals to help users make informed decisions—fast.

2 Empowerment

We give users the knowledge and tools they need to feel confident in their ability to save and reach their goals, no matter how tight the timeline.

3 Simplicity

We design intuitive, accessible experiences that remove complexity from personal finance, making it easy to save on the go—without overwhelm.

4 Personalization

Everyone's financial journey is different. We provide tailored insights and advice based on real financial data, because one-size-fits-all doesn't work when it comes to saving.

5 Trust

We handle financial information with integrity and care, building a relationship of reliability and security with every user.

Our Tagline

**Guided savings
for life's biggest
moments.**

Written in Poppins font

The tagline “Guided savings for life’s big moments” works because it clearly conveys the app’s supportive, goal-focused approach to helping users save with purpose and confidence.

- This tagline connects emotionally by focusing on life’s big moments. It reminds users that their financial goal is not just numbers—it’s something personal and meaningful.
- Many finance tools focus only on budgets or transactions. “Guided savings” communicates that our app goes a step further—it doesn’t just show users where they are financially, it helps them figure out what to do next.
- The word “guided” feels supportive and non-intimidating, which is perfect for your audience—people who don’t love dealing with finances. It reassures them that they don’t have to figure it all out alone.
- Unlike general savings or budgeting apps, ours focuses on specific, time-bound goals. The phrase “for life’s big moments” communicates that your app is for purposeful, milestone-based saving—not just general financial planning.

Brand Persona



Innovative

Visionary

Compassionate

Inspiring

Practical

Empowering

02

The
Logo

The Logo

Thryve



Thryve

Growth and Purpose

Tulips symbolize growth, renewal, and intentional flourishing—perfect for a brand that helps users save with a goal in mind.

Seasonal

Tulips bloom in an intentional period—just like our users' short-term savings goals before a wedding, trip, or big life moment.

Optimistic and Uplifting

The image of a tulip evokes hope, positivity, and motivation, aligning with the supportive and encouraging tone of our brand.

Thoughtful

A tulip sets Thryve apart as thoughtful, emotionally intelligent, and purpose-driven.

Thryve

Fun twist on “thrive” that suggests growth and success.

Logo Safezone & Minimum Size



The **minimum size** allowable for logo use is 140 px



03

Typography

Typeface

- clean, balanced feel.
- Poppins has slightly rounded terminals that soften its appearance, making it more approachable and human.
- It communicates clarity, has a friendly and supportive tone, and works beautifully with the soft tulip icon by providing structure

Poppins

Light

Regular

Medium

Semibold

Bold

Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy
Zz 1234567890&@

04

Colors



Colors

Our brand color palette is meant to bridge the financial sector, with happiness, inspiration, and understanding/ mentorship

Our primary color is Green.

The use of black and white should be minimum.

Use Green for body text.

Growth

★ Primary
Green

HEX #1B4C2D
RGB 27, 76, 45

Compassion

Cream

HEX #FFF5E0
RGB 255, 245, 224

Future

Amber

HEX #F39B2D
RGB 243, 155, 45

Innovation

Lime Green

HEX #8AD753
RGB 138, 215, 83

05

Imagery

Imagery

Simple Finances: Minimalist coins, wallets, and piggy banks. Charts and graphs with smooth lines.

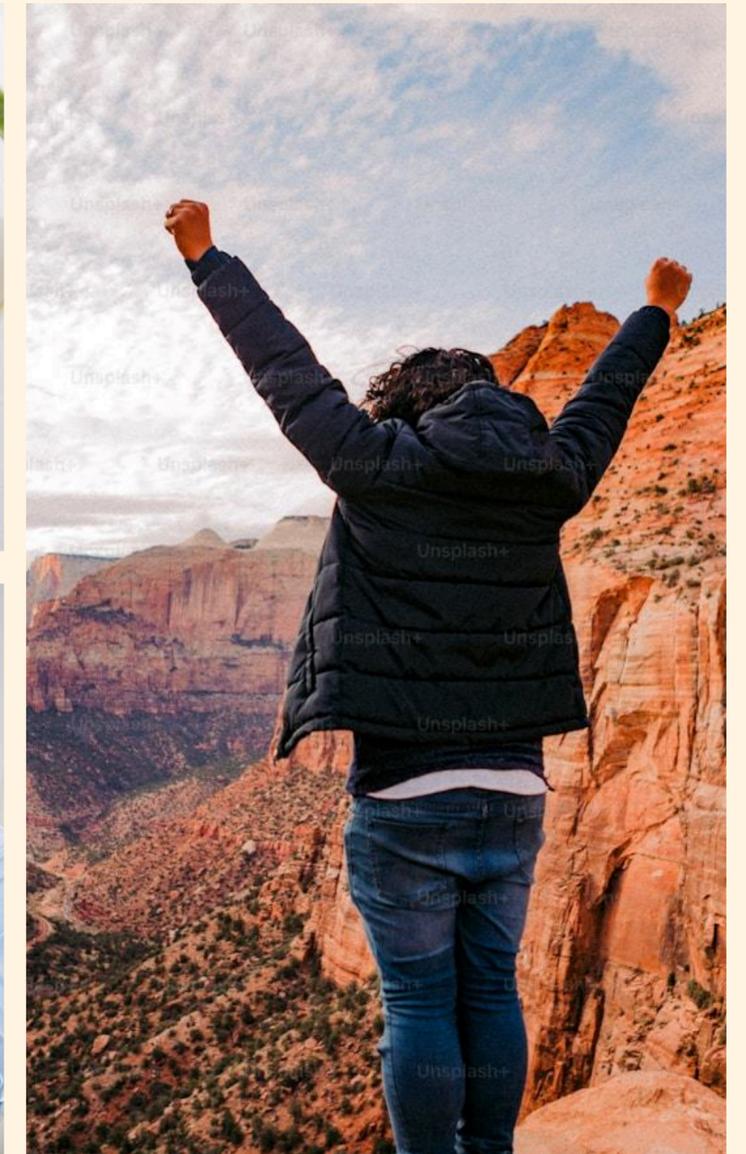
Emotional Tone: Soft natural color palettes. Clean white open space to reflect simplicity and transparency. People of smiling, planning, or reaching goal.

Milestones and Momentum: Road or path imagery with a clear destinations. Add calendars, timelines, or visual countdowns and have icons like suitcases, rings, or car keys (to represent specific goals).

Growth and Flourishing: Showcase upward movement

Imagery

The image style for Thryve should reflect the brand's core values, personality, and mission.



Thryve 