ApprovalMax
– brandbook

brandbook

Table of Contents

brandbook

Values

About

ApprovalMax extends online accounting platforms with approval automation for accounts payable and accounts receivable. It replaces manual paper or email-based approval routing with automated multi-role approval workflows.

We are a team of start-up enthusiasts with a focus on agility, quality and innovation. Our backgrounds are diverse, spanning horizontal platform development and industry specific solutions. The one thing we have in common: in everything we do, we aim to excel and lead the market.

Claim

The #1 tool to get your financial documents approved on time. The brand's tagline reflects the belief expressed in its mission: streamline your workflow instead of sending 100s of emails to get approval for accounting documents.

It is it that enables the dynamic growth of brands (challenger brands) that try to speed up the processes of signing documents in large enterprises.

The #1 tool to get your financial documents approved on time

Tone of voice

This thread in communication relates directly to the brand mission that expresses itself in her statement of main claim. The main slogan in this thread is the slogan "Streamline your workflow instead of sending 100s of emails to get approval for accounting documents. "

main slogan

Streamline your workflow instead of sending 100s of emails to get approval for accounting documents.

General keywords:

Unified and standardised authorisation for all finance documents

Review and approve bills and purchase orders wherever you are

Industry keywords:

Complete approval traceability and automated audit trails

Flexible, multi-level routing with approval criteria based on custom accounting rules

Logo

Genesis

The circle, as a graphic starting point for working on the sign, allowed for the development of a meaningful and flexible system, which evolved from the elements contained in the logo into the building blocks used to create the entire visual system of the ApprovalMax brand. The tick sign inscribed in the shape of the conversation icon becomes a recognizable graphic element used to emphasize the functionality of the product.

x

7x
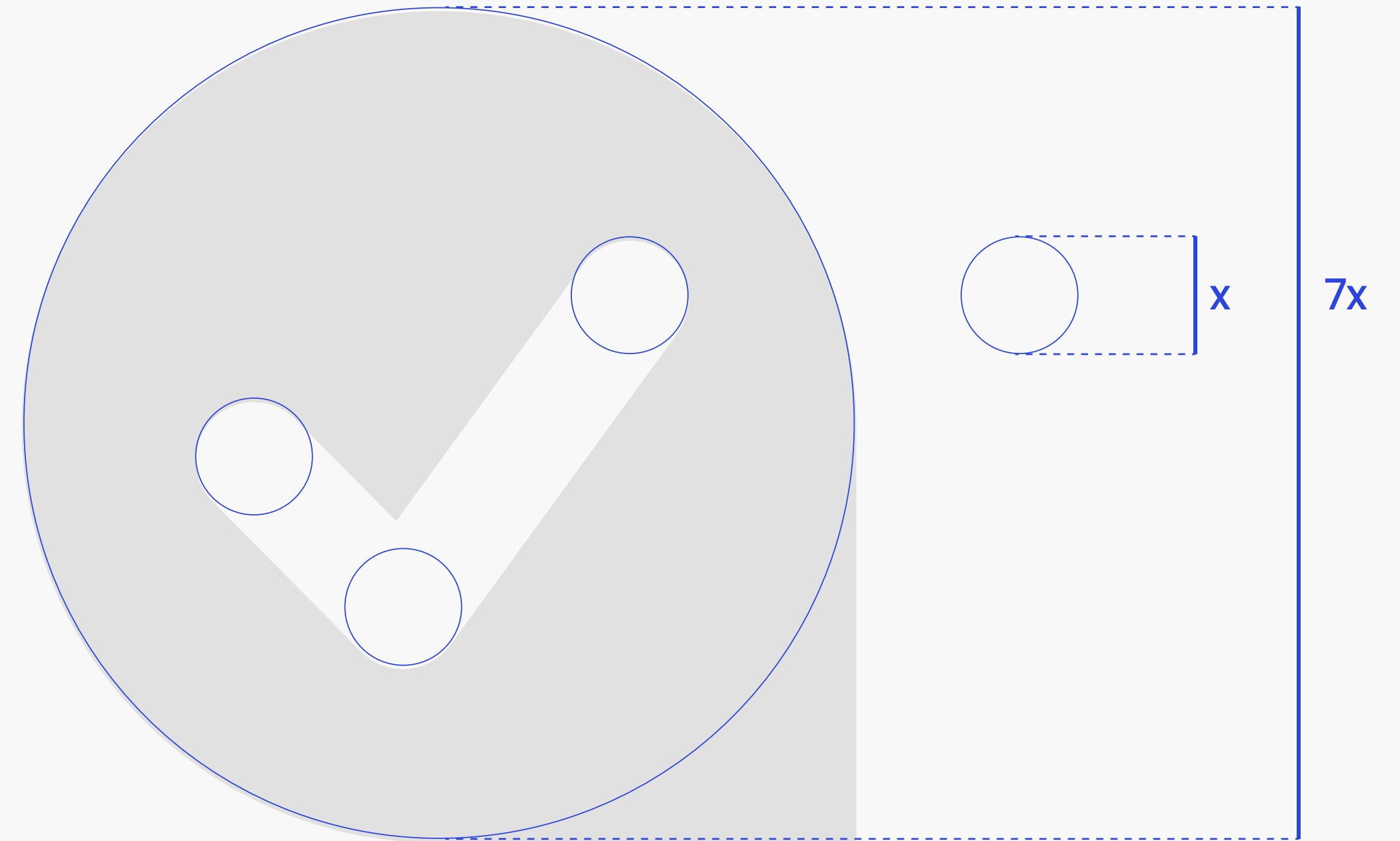
Logo basic

The ApprovalMax logo has a clean, geometric and modern form, combining functional and aesthetic aspects. The designed logotype becomes a recognizable and characteristic graphic form through author's typographic corrections. Thanks to the applied treatments, the logotype efficiently functions as a logo and the brand name is legible and easily remembered.

Download

✓ ApprovalMax

Emblem

The emblem is an integral part of the logotype,
in the case of small resolutions it can appear as
a separate graphic element (e.g. social media).

Proportions

The logo was designed according to strictly defined proportions. The units used to determine the relationship between the elements were determined on the basis of height: x. The signet has a height of 1.3x. The indicated proportions are for reference only and should not be changed under any circumstances.


1,3x

x

y
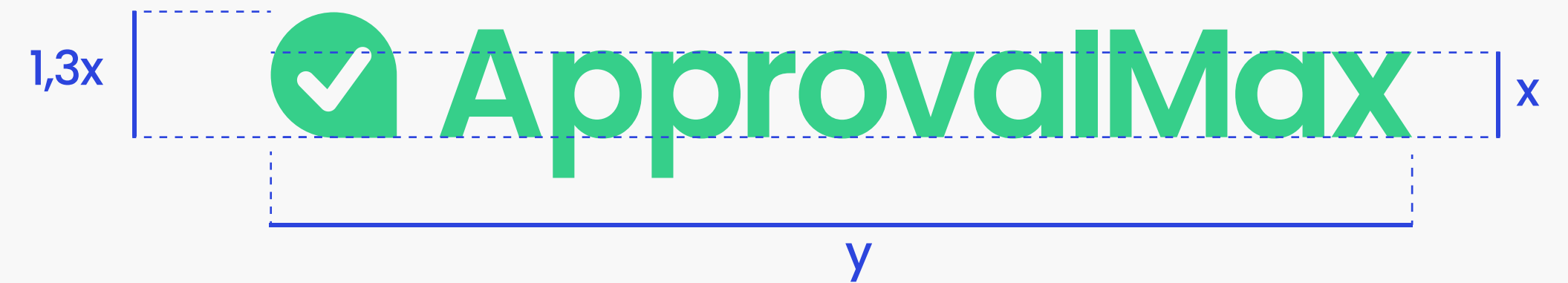
Kerning

Maintaining the geometry properties of the letters ensures the appropriate quality and the stability of the spaces between the letters, which will guarantee the legibility of the logotype. The values between the letters have been optically corrected for the greatest possible readability with the most narrow notation.

Safe zone

The protective field is a conventional, minimum space around the sign, which cannot be interfered with any foreign graphic form (another sign, graphics). The minimum space required for the ApprovalMax logotype is determined by the size of the emblem. In cases where there is a need to use additional, safe space around the logotype, it is recommended to use an extended protective field, of the 2x value.

x

x
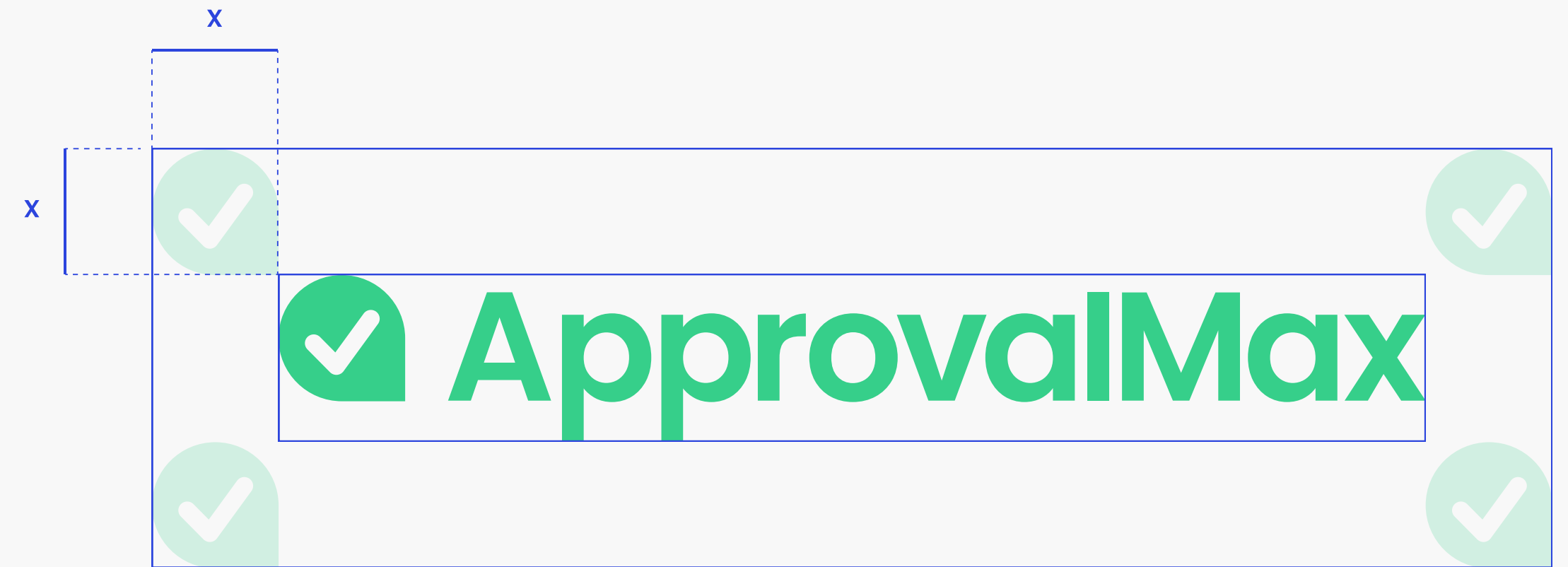
ApprovalMax

Use on backgrounds

The ApprovalMax logo comes in two main color variants: green and blue. In addition, monochrome colors can be used where the colors will distinguish the logotype more.
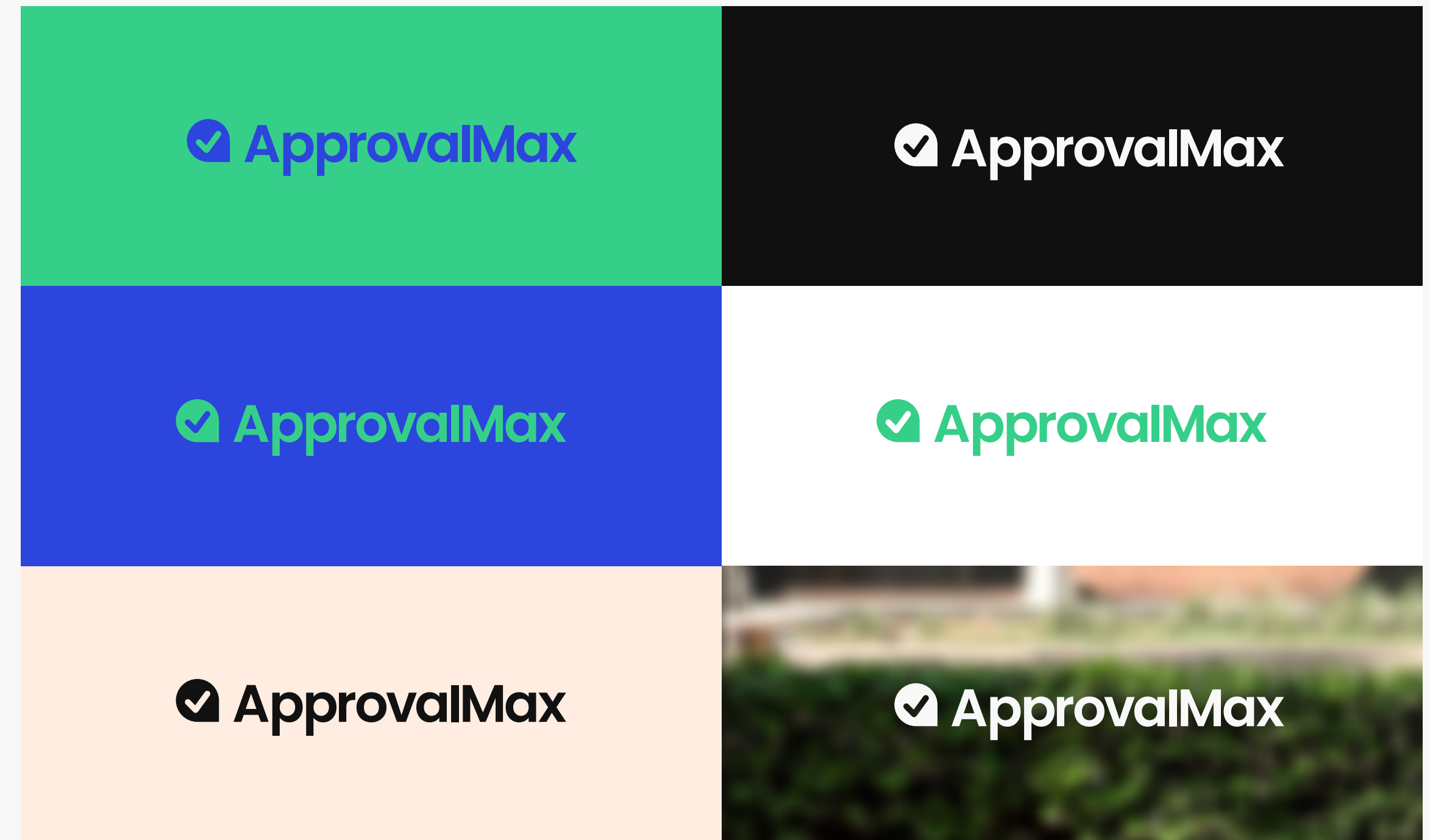
Minimum sizes

The minimum sizes for the use of the logotype on the Internet and in print have been determined to ensure adequate recognition and legibility.

digital

ApprovalMax

ApprovalMax

80 px.

scale 1:1

print

ApprovalMax

ApprovalMax

40 mm

scale 1:1

Dont's

- Do not use logotype colors other than those provided in the brandbook.
- Do not scale the logotype, do not narrow the letters, do not expand the sign.
- Do not change the spacing between the letters in the logotype.
- Do not change the layout of the logo in a way other than described in the brandbook.
- Do not apply effects, patterns and decorations to the logotype.
- Do not change the font in the logotype.

Branding

1. typography
2. colors
3. icons
4. layouts

Main typeface

The main typeface is Poppins in medium and regular varieties. The font works well for headings. Additional styles, such as italic, are possible if the typographic accent requires such a procedure (use this procedure in occasionally).

Download

Poppins

Poppins medium

ABCDEFGHIJKLMNOPRSTWUXYZ
abcdefghijklmnoprstwuxyz
1234567890!@$%^&*?£§

Poppins medium italic

ABCDEFGHIJKLMNOPRSTWUXYZ
abcdefghijklmnoprstwuxyz
1234567890!@$%^&?£§*

Poppins regular

ABCDEFGHIJKLMNOPRSTWUXYZ
abcdefghijklmnoprstwuxyz
1234567890!@$%^&*?£§

Poppins italic

ABCDEFGHIJKLMNOPRSTWUXYZ
abcdefghijklmnoprstwuxyz
1234567890!@$%^&?£§*

Complementary typeface

The additional typeface is DM Sans regular.
It complements the Poppins font for longer
paragraphs. A narrower lowercase letter in
DM Sans allows to write more content in one
line of text in letterheads.

[Download](#)

DM Sans

DM Sans regular

ABCDEFGHIJKLMNOPRSTWUXYZ
abcdefghijklmnoprstwuxyz
1234567890!@$%^&*?£§

DM Sans italic

ABCDEFGHIJKLMNOPRSTWUXYZ
abcdefghijklmnoprstwuxyz
1234567890!@$%^&?£§*

Typography styles

Samples showing typographic layouts that use both Poppins and DM Sans fonts:

- Heading and paragraph
- Additional style of Heading and paragraph
- Clean, Regular Heading
- Paragraphs

1

Automatically generated audit reports

Heading with -2% up to -5% letter spacing

You no longer need to waste time compiling audit logs. ApprovalMax creates for each approved document a detailed audit report, which gets attached to it in the accounting system. There is also the option to provide auditors with access to all the approval workflows in read-only mode so that they can easily view and analyse your approval process.

Paragraph with ~(-2%) letter spacing depending on letter size

2

Agile-oriented professionals

Occasionally its possible to expand variety of the styles

You will get a proven process with enough flexibility to receive your World-Class Digital Experience on-time and on-budget. A dedicated team of professionals will guide you through every step using top project-management tools.

3

Streamline your workflow instead of sending of emails

For heading its possible to use Regular version of Poppins

4

You will get a proven process with enough flexibility to receive your World-Class Digital Experience on-time and on-budget. A dedicated team of professionals will guide you through every step using top project-management tools.

For longer paragraphs use DM Sans, letter spacing -2%

You will get a proven process with enough flexibility to receive your World-Class Digital Experience on-time and on-budget.

Typography accents

In order to emphasize an additional element in communication, it is allowed to use a second contrasting color from the brand's color scheme.

Streamline your workflow instead of sending 100s of emails

ApprovalMax

Main colors

The main colors that define the ApprovalMax brand are light Green and Blue. The combination of these two colors guarantees brand recognition and consistency on the designed layouts.

Primarily color

RGB   36CF8A

CMYK   100/0/74/0

PANTONE   340C

Secondary supporting color

RGB   2C45DD

CMYK   100/52/0/0

PANTONE   2935C

Complementary colors

The additional palette is replaceable and complementary. The introduction of additional colors should be thought out in terms of assigning functionality and readability of the brand message.

Complementary colors are desaturated versions (tints) of main colors. To make the Brand more rememberable, use them only as an addition when the composition requires more variety.
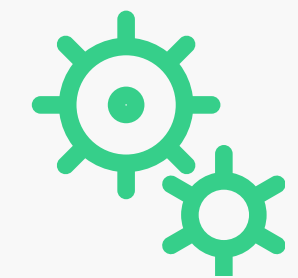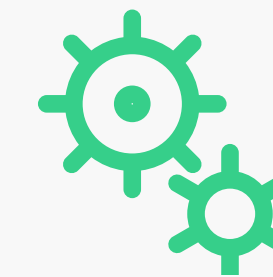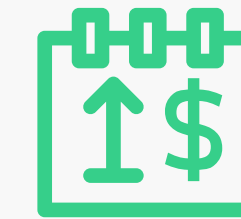
	RGB	BAECCD
	CMYK	22/0/15/7

	RGB	F8F8F8
	CMYK	0/0/0/5

	RGB	6D68E5
	CMYK	52/55/0/10

	RGB	BDBCE1
	CMYK	15/15/0/10

Icon set

The icons that are used inside the
ApprovalMax application can be used
as separate graphic elements
supporting text communication.