



Brand book

Table of contents

Brand introduction

- 03 Our brand
- 04 Our values
- 05 Key user persona
- 07 Brand voice

Logotype

- 08 Logo construction
- 09 Additional options
- 10 Color options
- 11 Clear space
- 11 Minimal size
- 12 Do not's

Color palette

- 14 Primary colors
- 16 Secondary colors
- 18 Accessibility
- 19 Color pairing

Typography

- 21 Primary font

Iconography

- 23 Inspiration
- 24 Icon style
- 25 Arrow

Pattern

- 27 Inspiration
- 28 Construction
- 30 Usage examples

Branding elements

- 34 Web site example
- 35 Technical email
- 36 Marketing letters
- 37 Offer
- 38 Social media
- 39 Posts
- 40 Pitch deck
- 41 Business card
- 42 Branding photo
- 43 Branding video
- 44 Visuals
- 45 Merchandise

Our brand



Inqud is a trusted financial technology company that provides an **international payment gateway** with a diverse range of payment methods and currencies, cryptocurrency exchange with our own **crypto processing and crypto widget**, as well as cash flow around the world.

Our values

1

Trustworthiness

We prioritize building trust with our clients by providing reliable and secure financial technology services and maintaining the utmost integrity in all our interactions.

2

Transparency

We believe in transparency and clarity in our operations, pricing, and policies, ensuring our clients have a clear understanding of our services.

3

Reliability

We aim to be a reliable partner for our clients, offering robust and secure financial technology solutions that they can depend on for their payment needs.

4

Client-centric

Our focus is on understanding and addressing the unique needs of our clients, delivering personalized solutions and exceptional customer support.

Key user persona

Persona refers to a fictional representation of the target user or customer. It is based on research and data collected about the users, their behaviors, needs, and goals.



Carl

CEO, 38 years, Latin America

Character type

- Ready to risk and he doesn't like to deep dive into details
- "Partners in crime" — searching
- Carl values accuracy and reliability
- He is forward-thinking

Background

- Finance / entrepreneurship / crypto

Company profile

- Fintech / high-risk industries / eCommerce / Web3 / crypto

Work motivation

- maintaining high standards of security and efficiency / maximalizing the profitability

Preferred social channel use

- Email / Telegram / personal meetings

Likes

- Reliable and secure payment options
- Innovative and forward-thinking companies
- Networking with other professionals in the industry
- Prefer the personal connections

Dislikes

- The absence of communications
- Payment providers with a history of security breaches or fraudInefficient or outdated payment systems
- Companies that do not comply with regulations or are not transparent with their practices

Key user persona

Persona refers to a fictional representation of the target user or customer. It is based on research and data collected about the users, their behaviors, needs, and goals.



Carl

CEO, 38 years, Latin America

Aspirations

- He wants to minimize the time spent on the payment services work - his provider should take all the issues and handle all the processes smoothly
- He wants to make a payment system an engine of the company's income — minimum expenses
- Carl's main goal is to find a payment solution that is secure, efficient, and cost-effective
- He is looking for a solution that can handle a large volume of transactions without any disruptions

Frustrations

- Carl is frustrated with the existing payment solutions that his company is using
- He has noticed that the payment process is slow and there have been instances of payment scams in the past
- He is also concerned about the high transaction fees and the lack of flexibility in payment options

Make his job easier

- Your payment solution should offer a seamless integration process and provide clear documentation on how to set up and use the solution
- Your solution should be easy to use, with an intuitive user interface that doesn't require extensive training
- You should also provide an excellent communication platform (customer support) and respond quickly to any issues

Buying habits

- Values good customer service and responsiveness from the provider
- Makes decisions based on the quality and reliability of the payment provider
- Considers the provider's security measures and compliance with regulations
- Recommendations

Brand voice

**Independent
& ambitious**

50%



**Problem solver
& empathy**

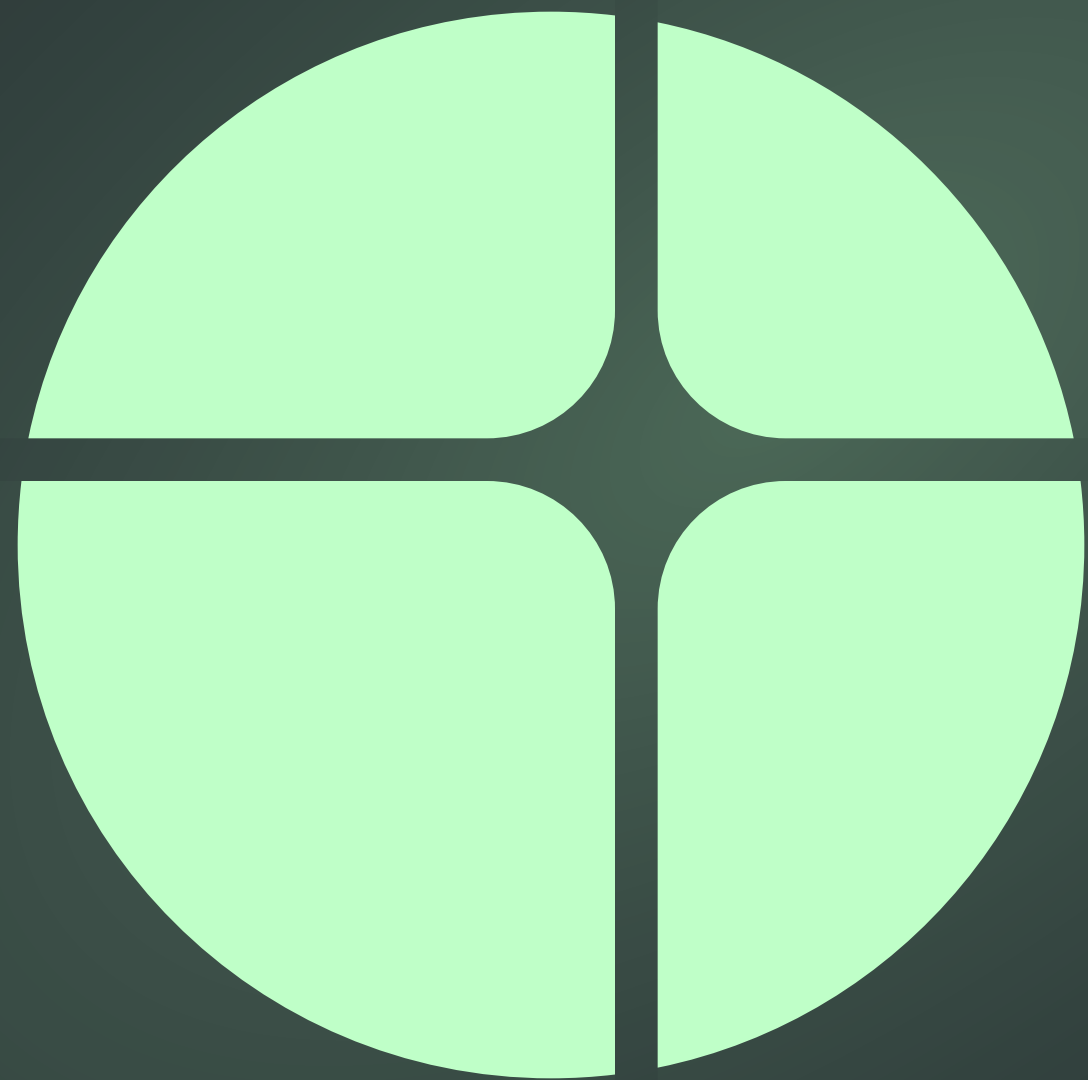
30%

**Provocative
& exciting**

20%



Logotype



inqud

Logotype

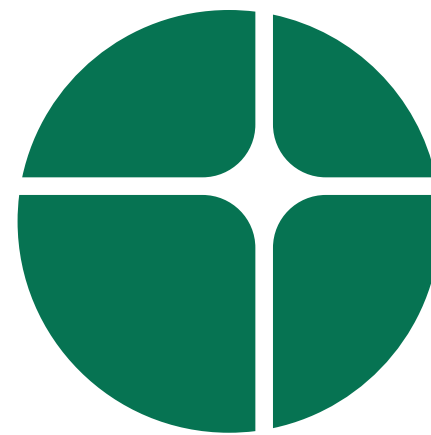
Additional options



Brandmark

inqud

Name



inqud

Vertical

Color options



Monochrome



Monochrome



Alternative

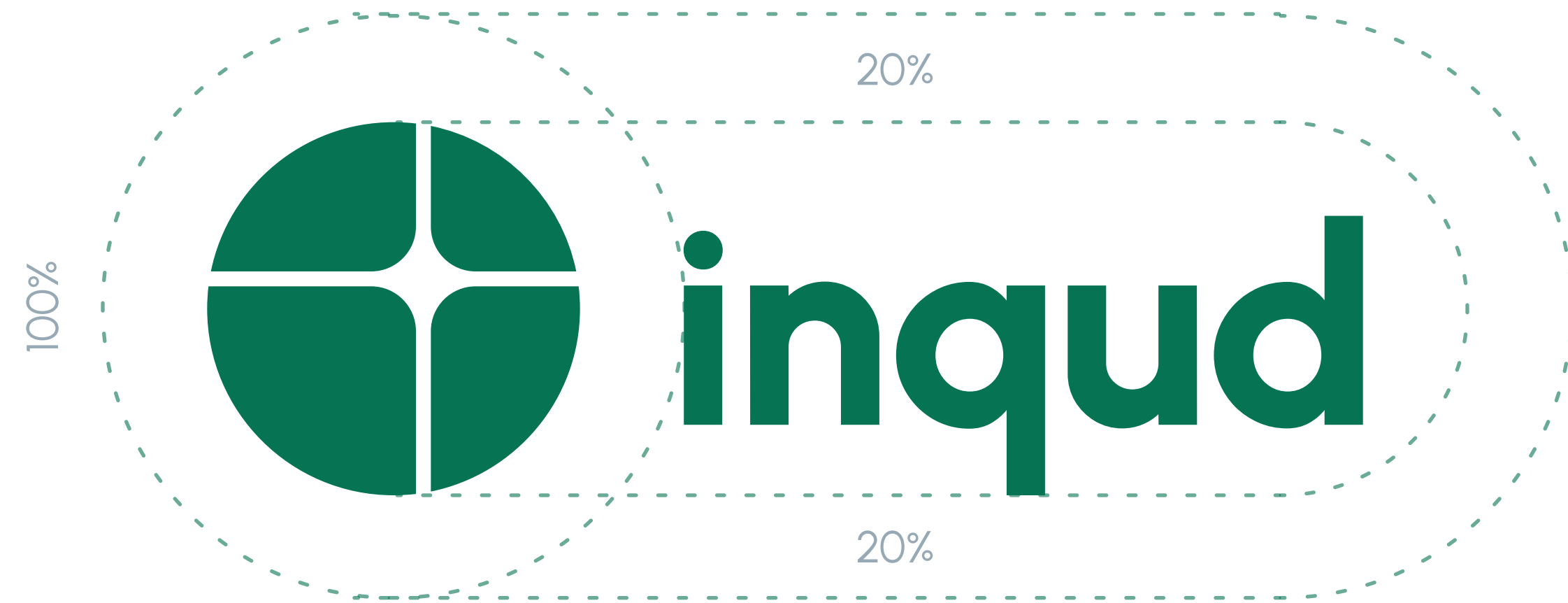


Alternative

Logotype

Clear space

Clear space is the area surrounding the wordmark and the sign that must be kept free of other graphic elements.



Minimal size

To protect legibility of the brand logo, the recommended minimum size should not be less than 32 pixles in Height for web.



Do not's

For consistency in representing the Bolt brand, refrain from using the logo in unapproved ways.



Do not stretch or manipulate



Do not outline



Do not rotate



Do not use unapproved color combinations.



Do not use against a complex image



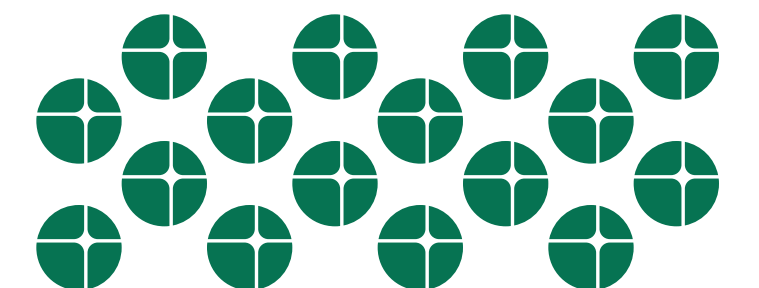
Do not rotate the sign



Do not use a drop shadow

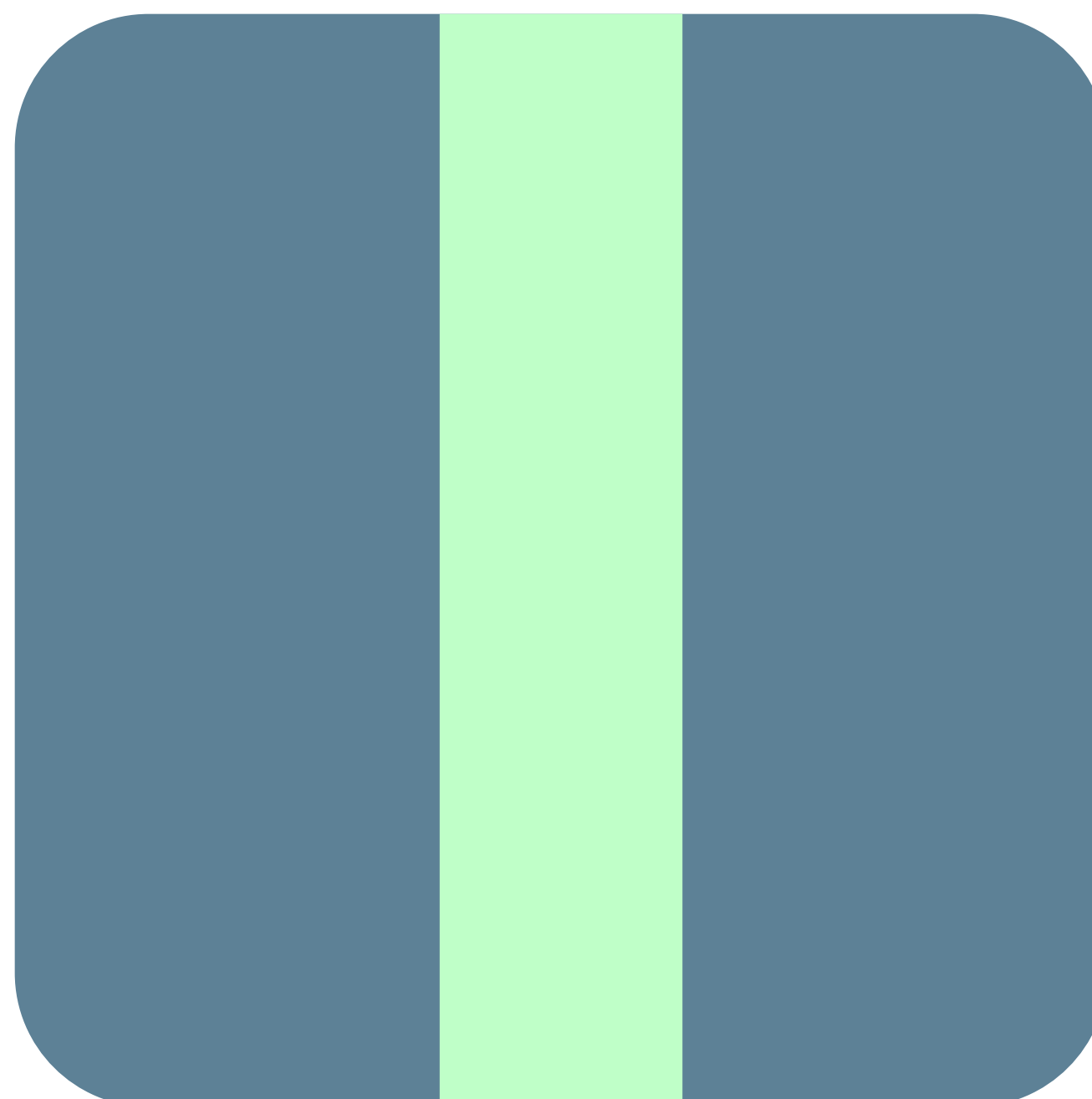


Do not use at a low resolution

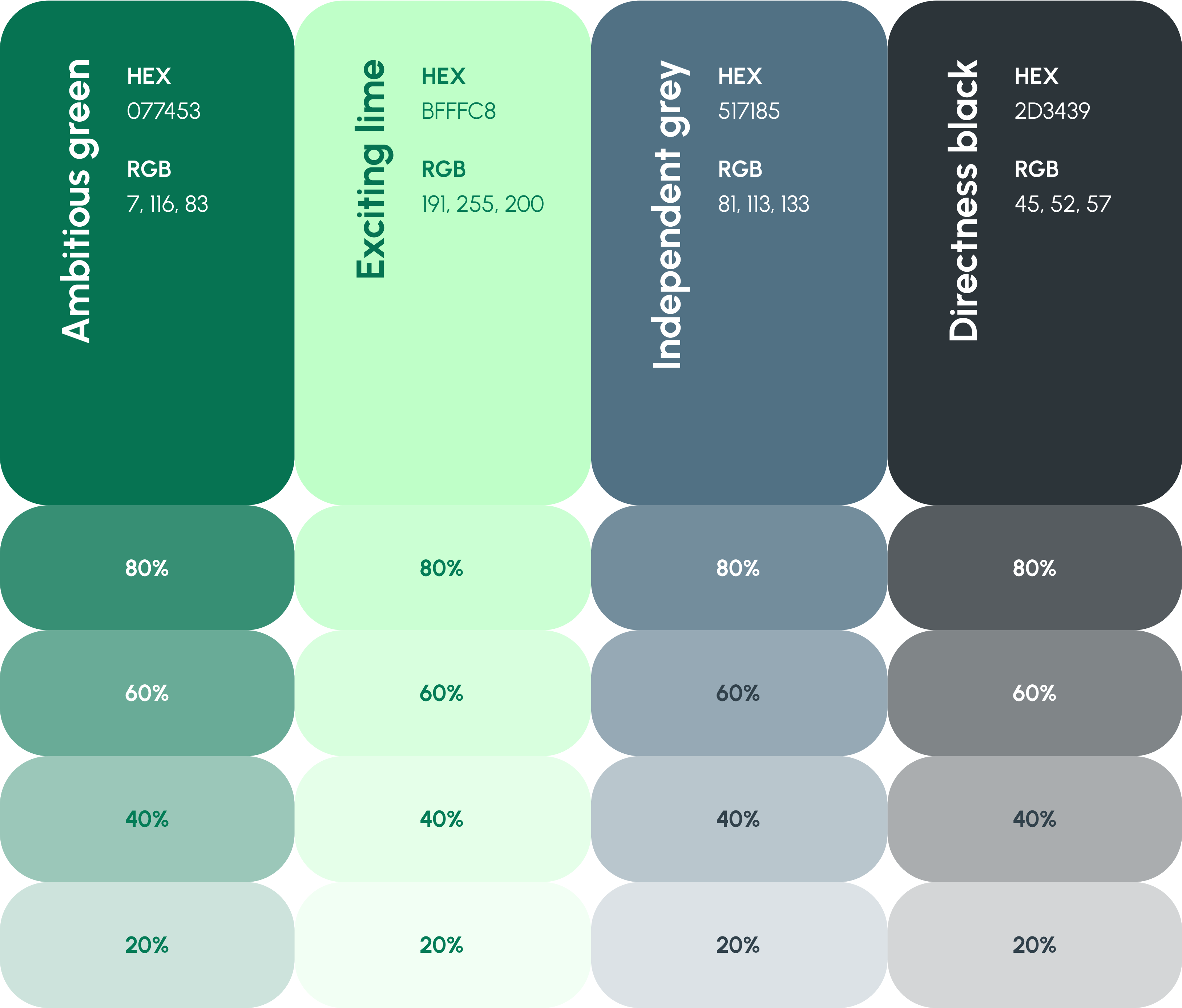


Do not use as a pattern

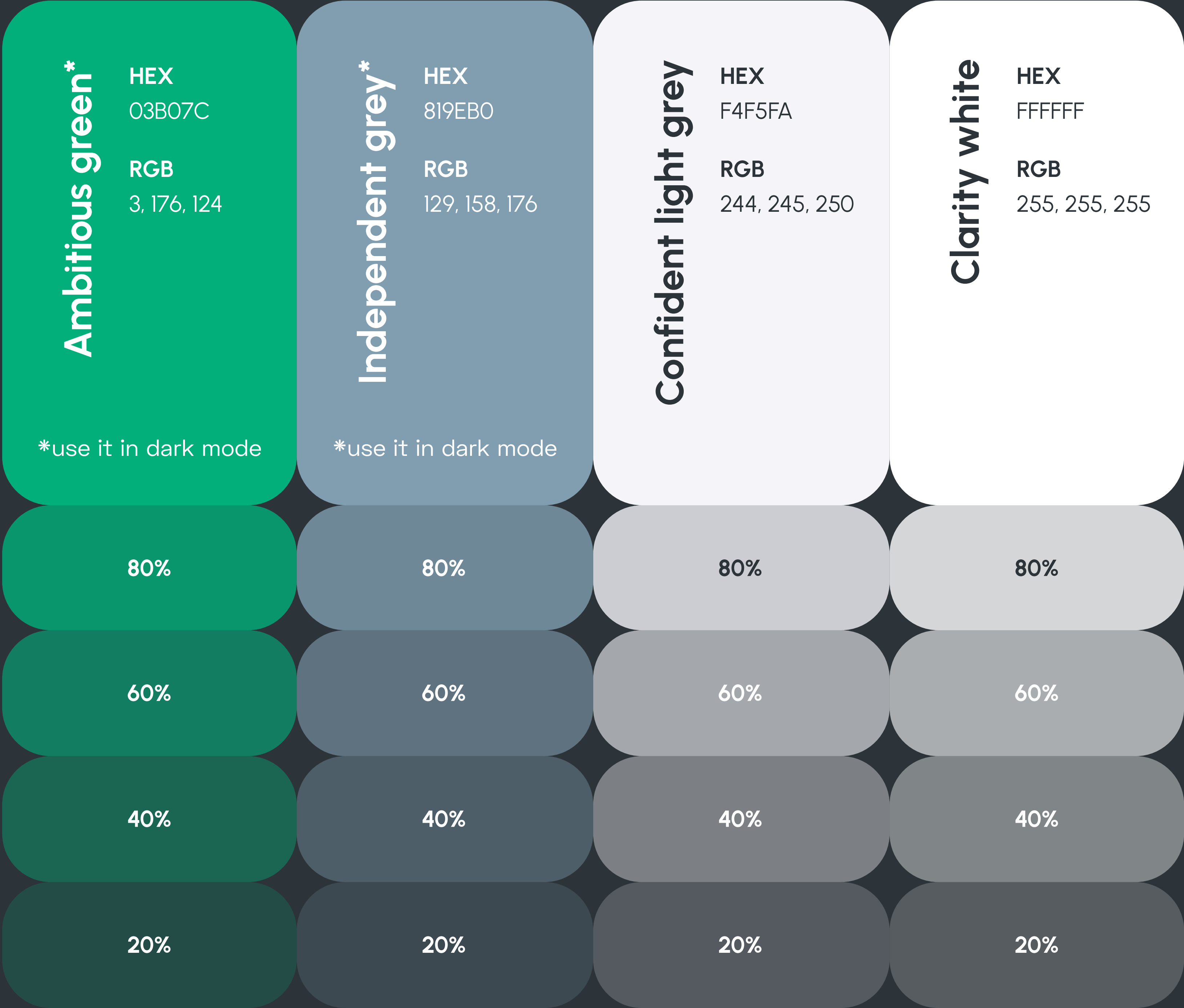
Color palette



Primary colors

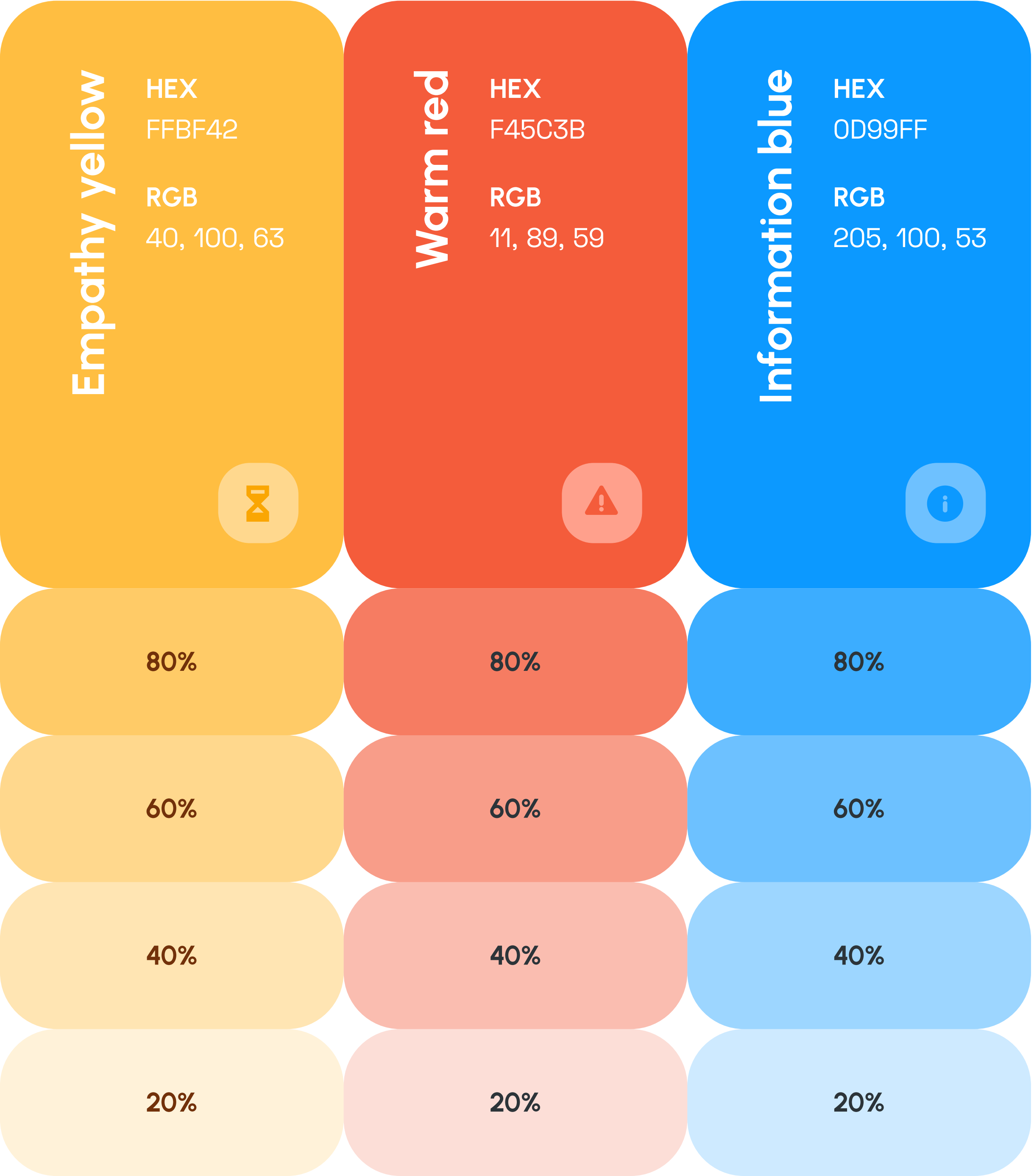


Primary colors

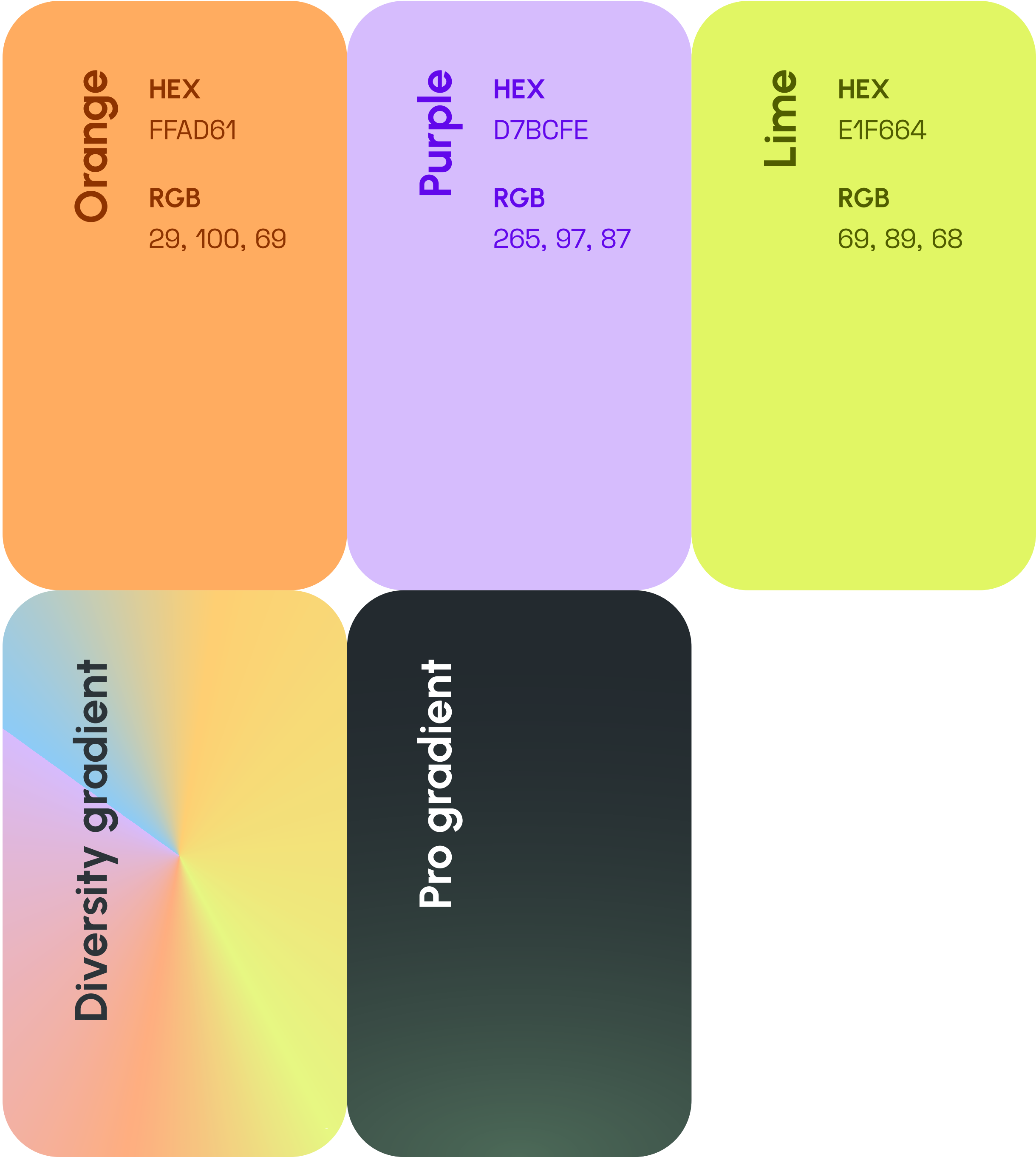


Secondary colors

Use this colors for notifications, statuses



Secondary colors



Accessibility standards

Contrast testing ensures that text and other visual elements have sufficient contrast against their background.

This is crucial for readability and accessibility, as it allows users with visual impairments or different lighting conditions to easily perceive and interact with the interface.

Current selection

Text

Rectangle

Contrast ratio

5.07

WCAG check

Normal text

Large text

✓ AA Pass

✓ AAA Pass

Adjust colors

This is large text

This is normal text

This is large text

This is normal text

Current selection

Text

Vector

Contrast ratio

4.52

WCAG check

Normal text

Large text

✓ AA Pass

✓ AAA Pass

Adjust colors

This is large text

This is normal text

This is large text

This is normal text

Current selection

Text

Rectangle

Contrast ratio

11.04

WCAG check

Normal text

Large text

✓ AAA Pass

✓ AAA Pass

Adjust colors

This is large text

This is normal text

This is large text

This is normal text

Current selection

Text

Vector

Contrast ratio

5.18

WCAG check

Normal text

Large text

✓ AA Pass

✓ AAA Pass

Adjust colors

This is large text

This is normal text

This is large text

This is normal text

Current selection

Text

Rectangle

Contrast ratio

4.51

WCAG check

Normal text

Large text

✓ AA Pass

✓ AAA Pass

Adjust colors

This is large text

This is normal text

This is large text

This is normal text

Current selection

Text

Rectangle

Contrast ratio

5.15

WCAG check

Normal text

Large text

✓ AA Pass

✓ AAA Pass

Adjust colors

This is large text

This is normal text

This is large text

This is normal text

Current selection

Rectangle

Vector

Contrast ratio

4.51

WCAG check

Normal text

Large text

✓ AA Pass

✓ AAA Pass

Adjust colors

This is large text

This is normal text

This is large text

This is normal text

Current selection

Text

Rectangle

Contrast ratio

7.98

WCAG check

Normal text

Large text

✓ AAA Pass

✓ AAA Pass

Adjust colors

This is large text

This is normal text

This is large text

This is normal text

Color palette

Color pairing

Use colors in pairs. Mix and match colors for each unique purpose, but ensure good contrast ratios



Font assets

Typography

Nunito is a well balanced sans serif typeface superfamily, with 2 versions: The project began with Nunito, created by Vernon Adams as a rounded terminal sans serif for display typography.

<https://fonts.google.com/specimen/Nunito>

Nunito

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
1 2 3 4 5 6 7 8 9 0

Font hierarchy

H1
Regular, Bold
90/96

Bespoke diversity payments

H2
Regular, Bold
64/68

Bespoke diversity payments

H3
Regular, Bold
40/50

Bespoke diversity payments

H4
Regular, Bold
32/42

Bespoke diversity payments

H5
Regular, Bold
24/34

Bespoke diversity payments

Body
Regular, Bold
18/28

Bespoke diversity payments

Small spaces
Regular, Bold
14/18

Bespoke diversity payments

CTA
Regular, Bold
18/28

Get started

Iconography



Inspiration

The design of icons in an airport aims to provide clarity, recognizability, and accessibility for all passengers, helping them navigate and utilize airport services with ease. Firstly, icons need to be recognizable and understandable to a wide range of people.

Their design often includes clear outlines, vibrant colors, and simple shapes to ensure good visibility and recognition from afar or against other elements.

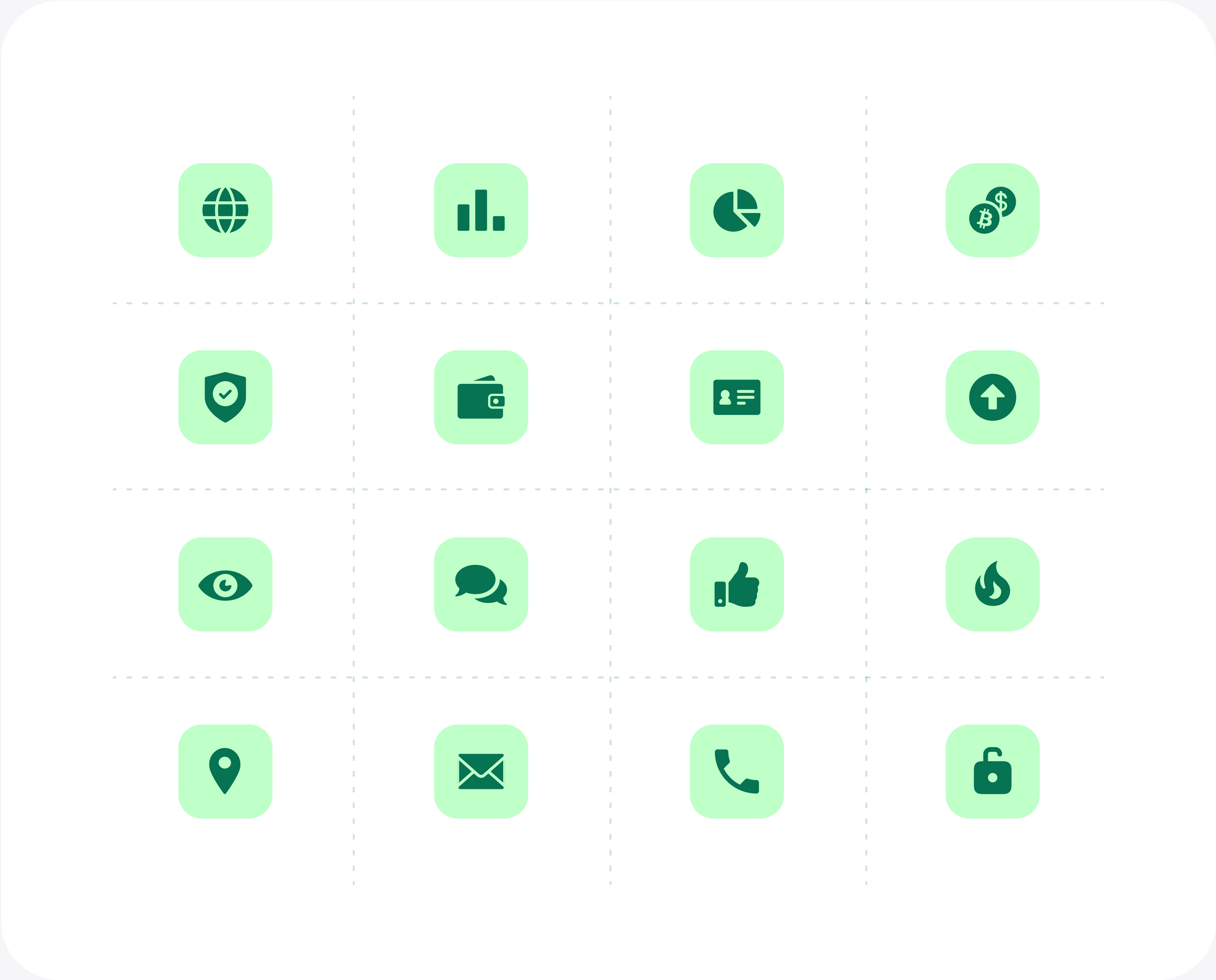


Icon style

The design of icons in an airport aims to provide clarity, recognizability, and accessibility for all passengers, helping them navigate and utilize airport services with ease. Firstly, icons need to be recognizable and understandable to a wide range of people.

Their design often includes clear outlines, vibrant colors, and simple shapes to ensure good visibility and recognition from afar or against other elements.

Note: These icons are used as an example and will be replaced in the future.



Arrow

What guides the Explorer's path?

Signs, arrows, an internal compass — we use a non-standard arrow as a recognizable element of the corporate identity.

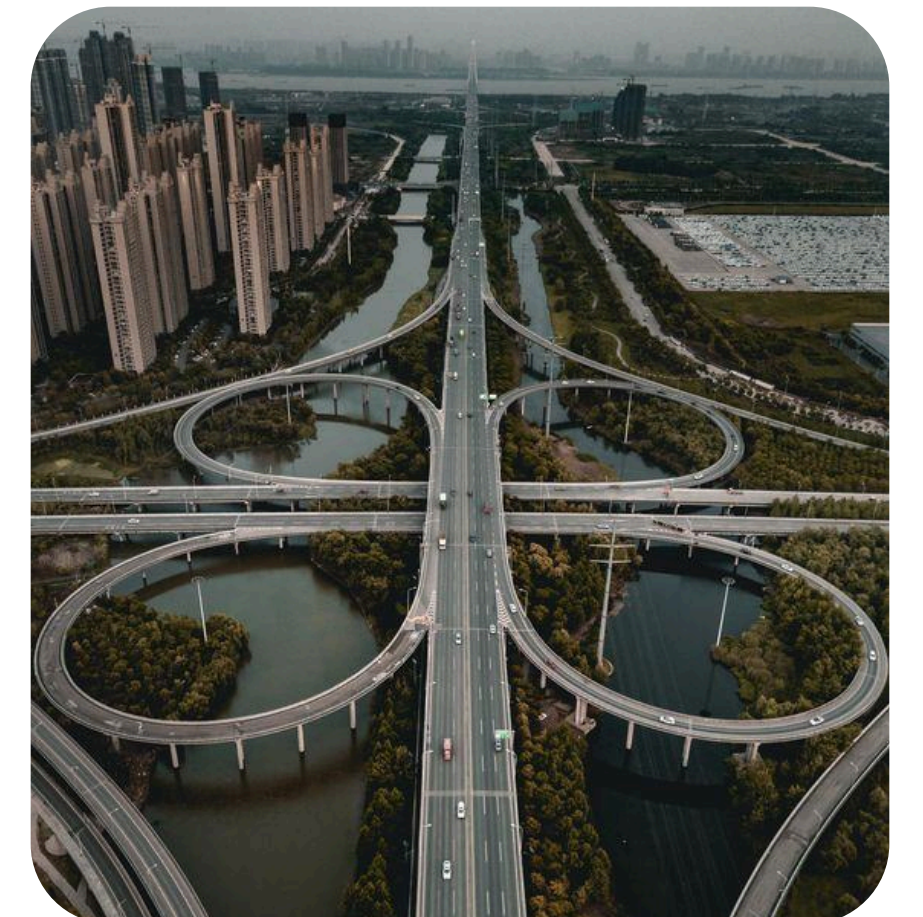
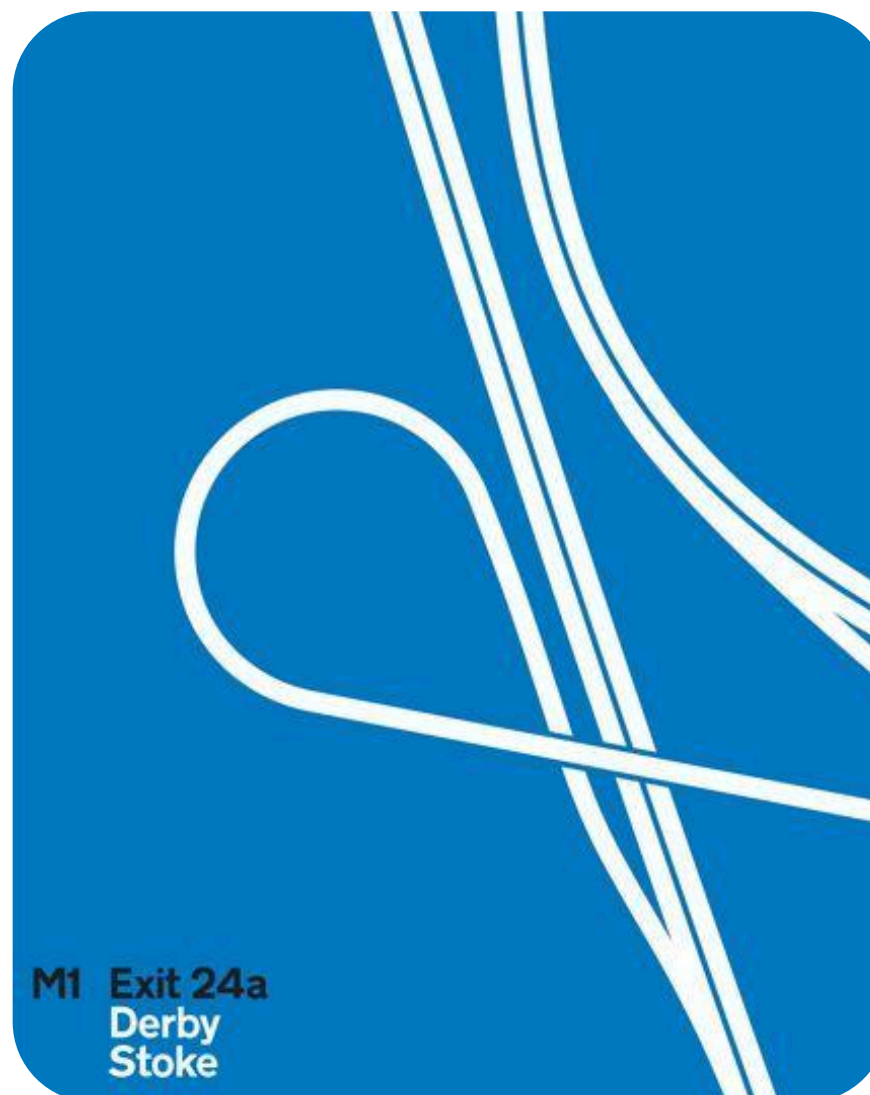
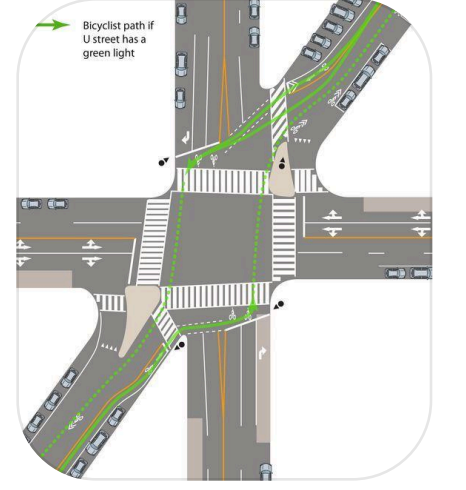
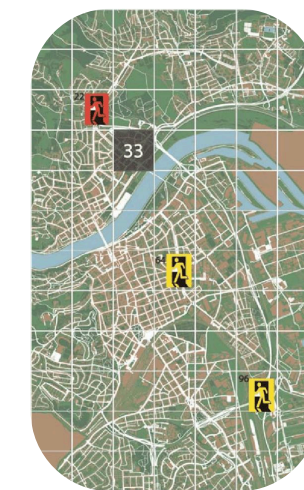
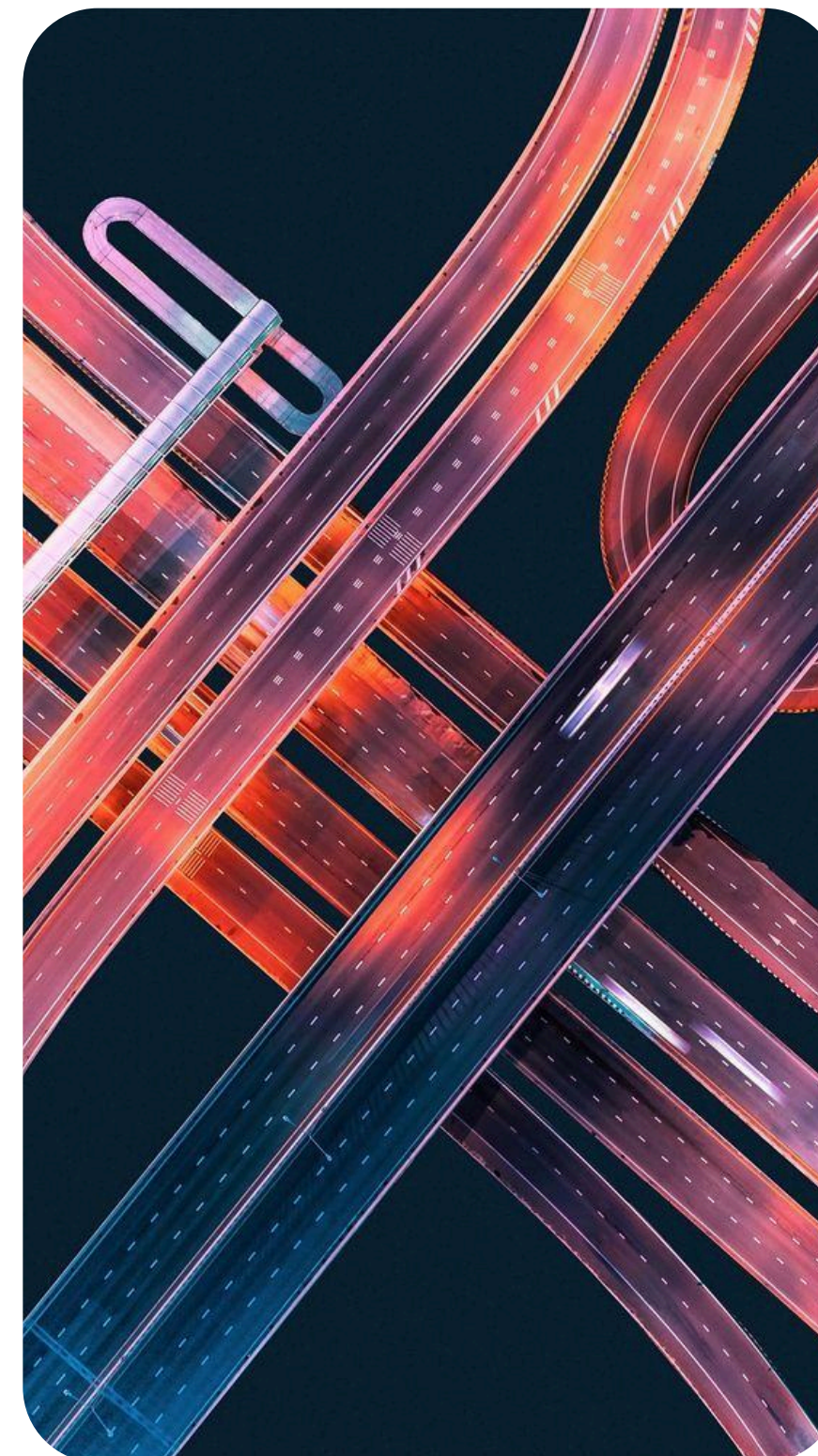
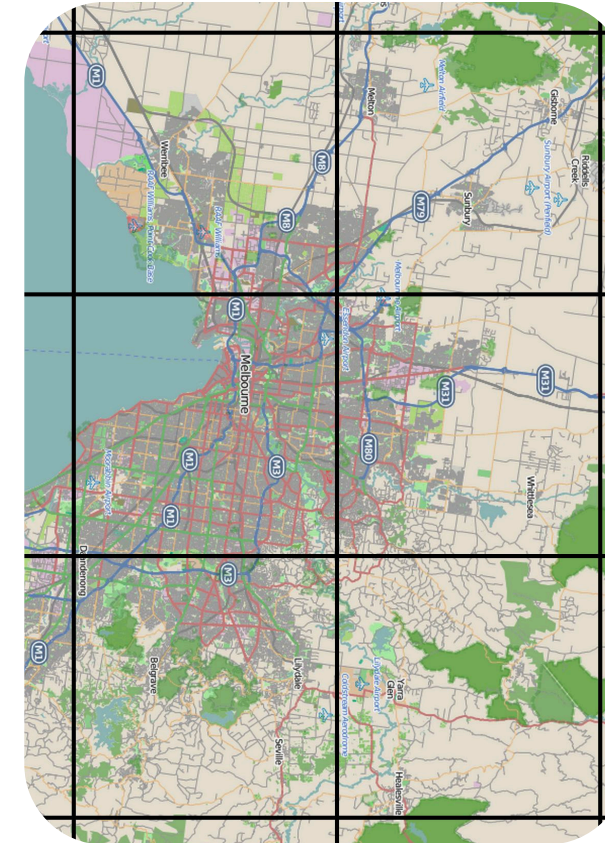
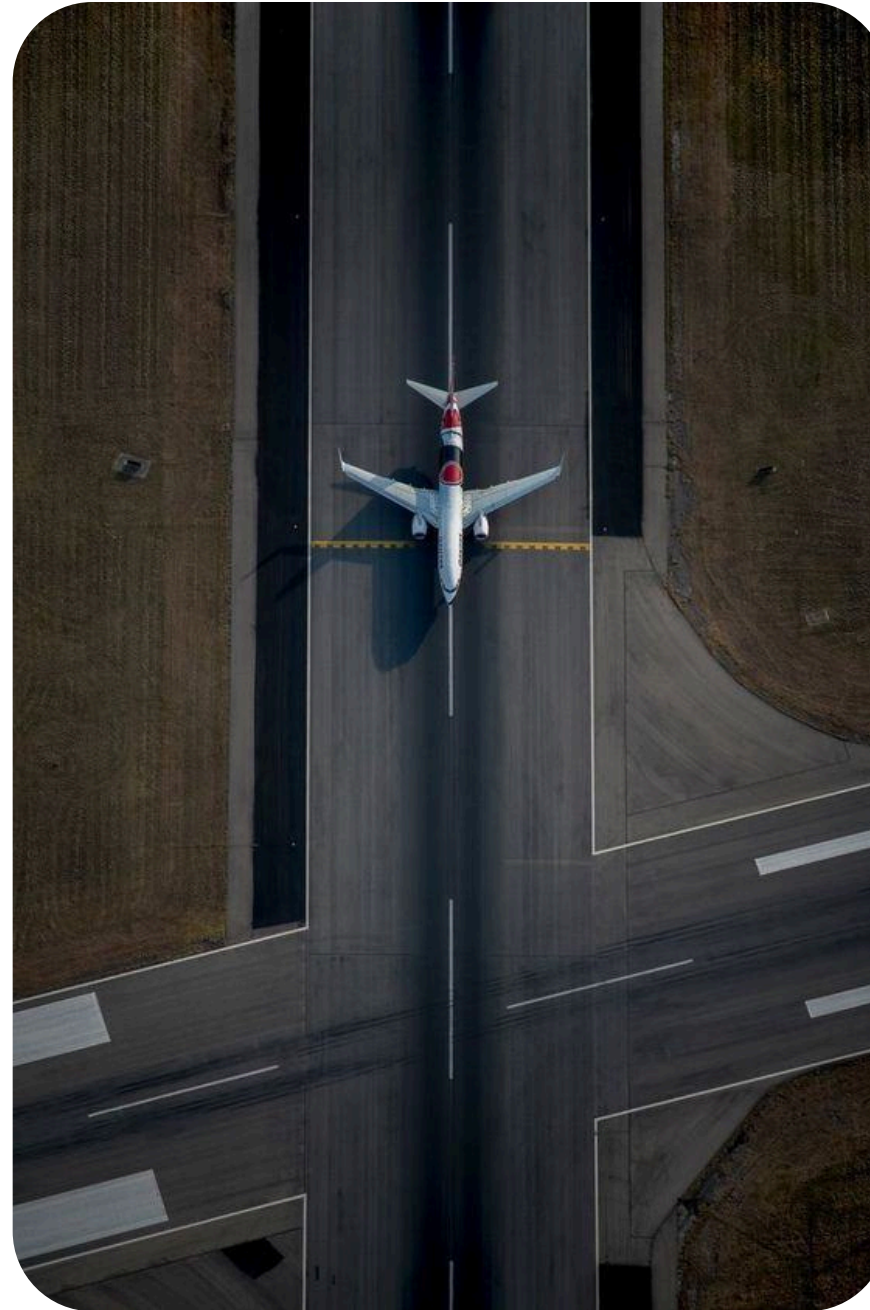


Pattern

Inspiration

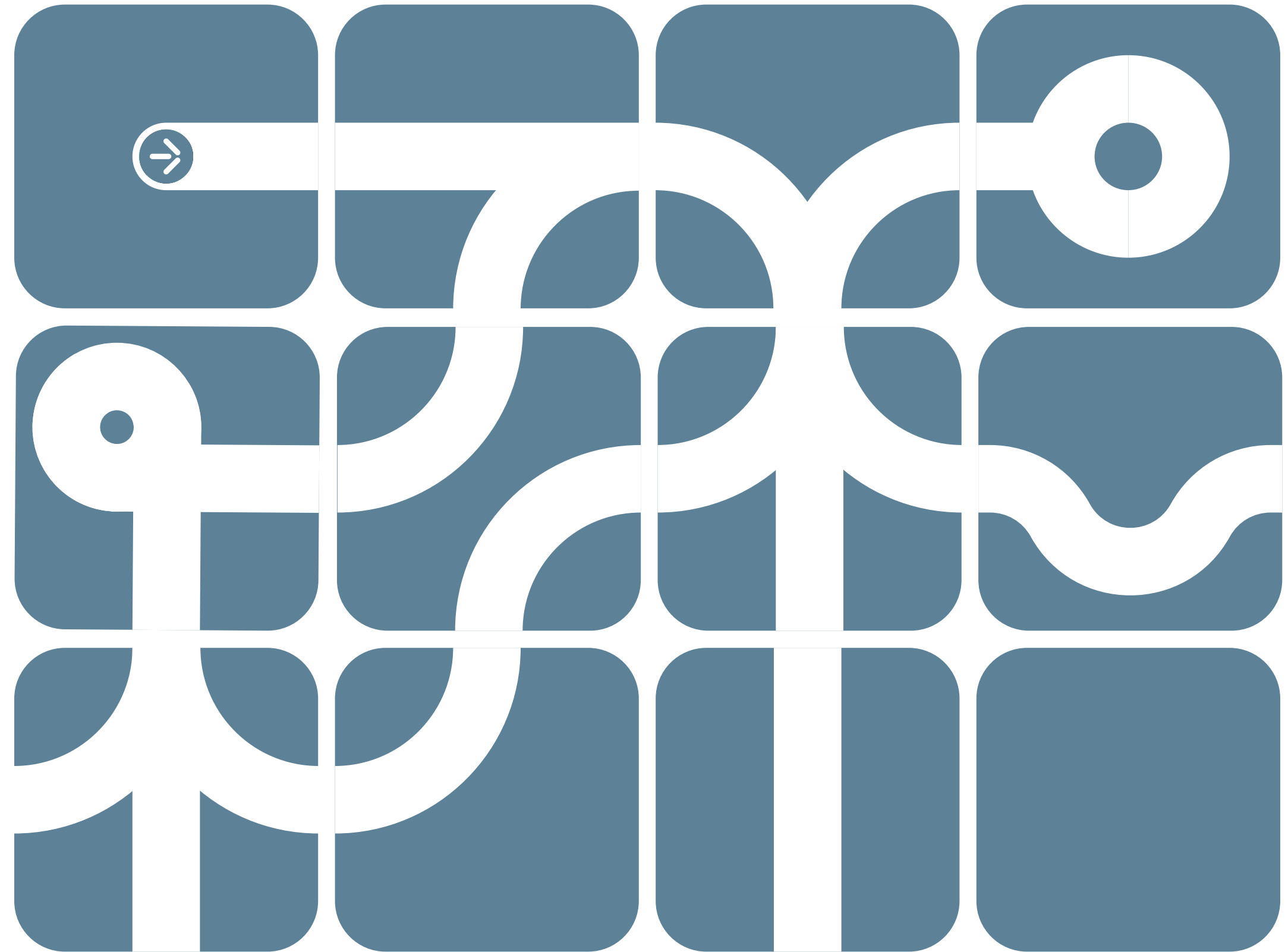
Roads are not only physical pathways connecting us to different places, but also a metaphor for freedom and possibilities. They open up infinite horizons, enabling us to move, exchange, and connect freely.

The free movement of goods, money, and people along roads plays a crucial role in our modern life. It stimulates economic growth and prosperity by facilitating smooth trade and resource exchange. The free movement of goods allows us to enjoy the variety of products and services that come from different corners of the world.



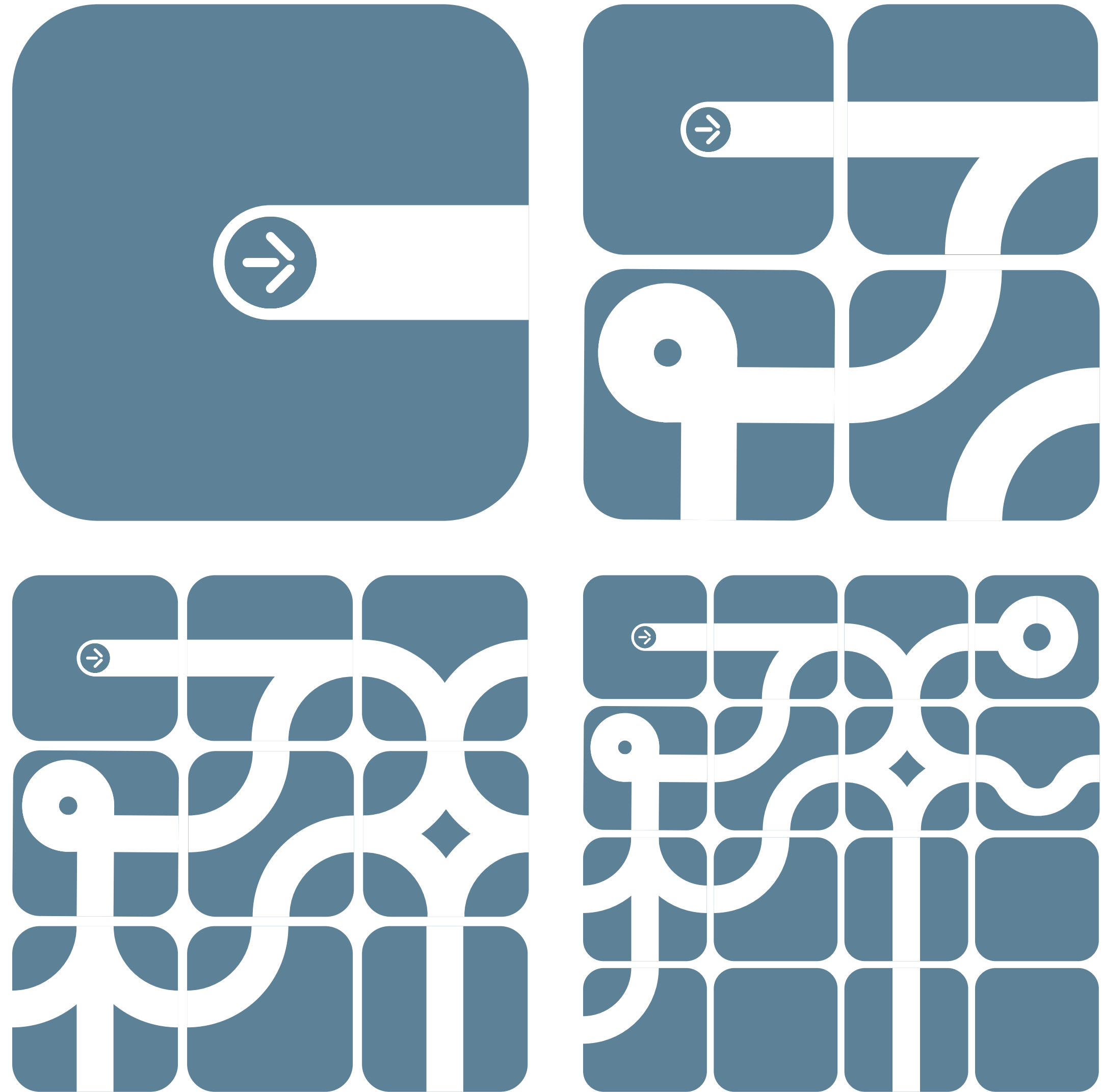
Construction

The pattern consists of simple modules, road segments, which are combined to form a map. Modules of different sizes can be used, allowing for a variety of configurations and adaptability to different conditions and needs.



Construction

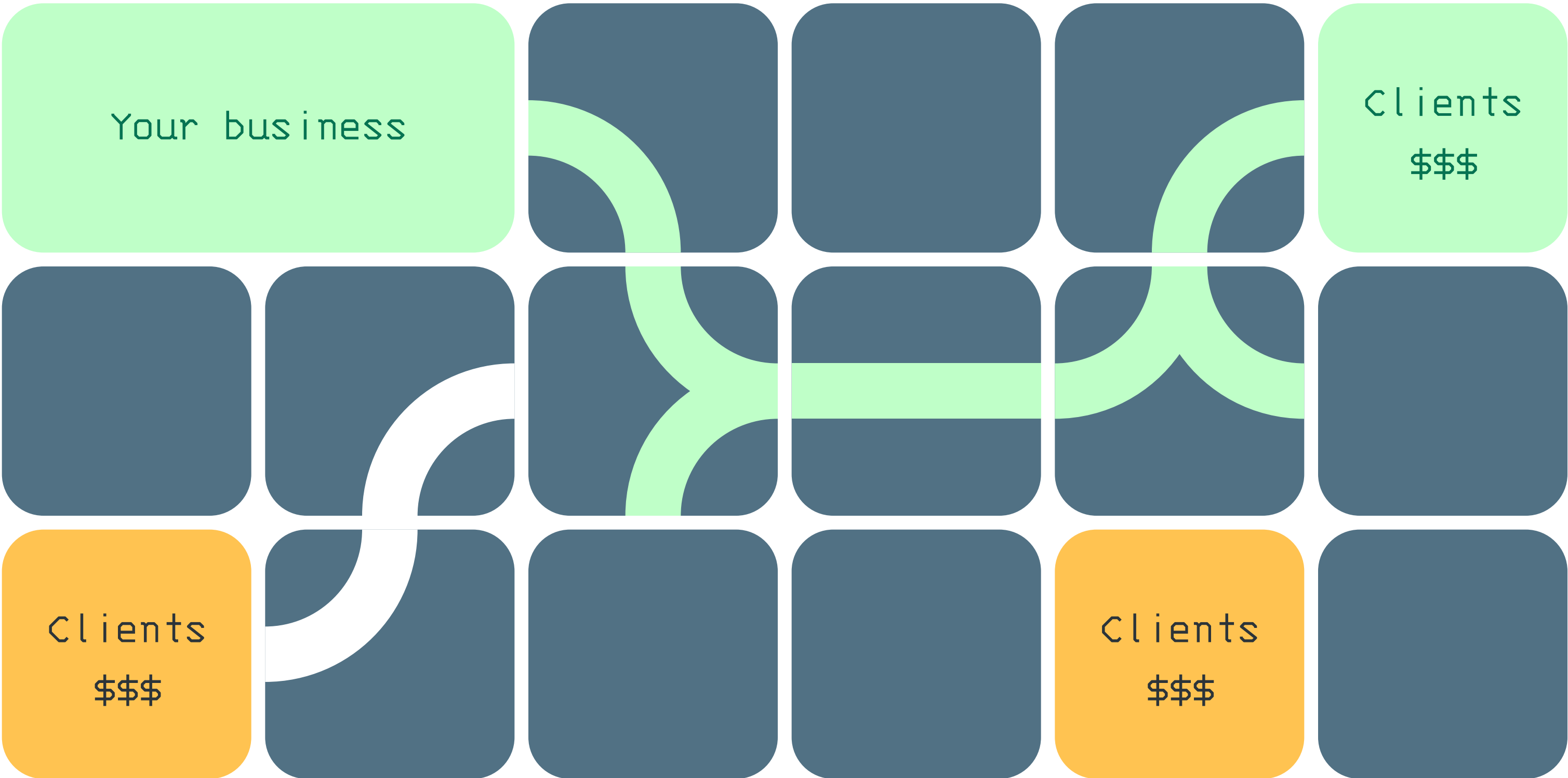
The use of modules of different sizes allows for the creation of varying scales and levels of detail in the map. This provides control over complexity and flexible adaptation of the pattern to different projects and situations.



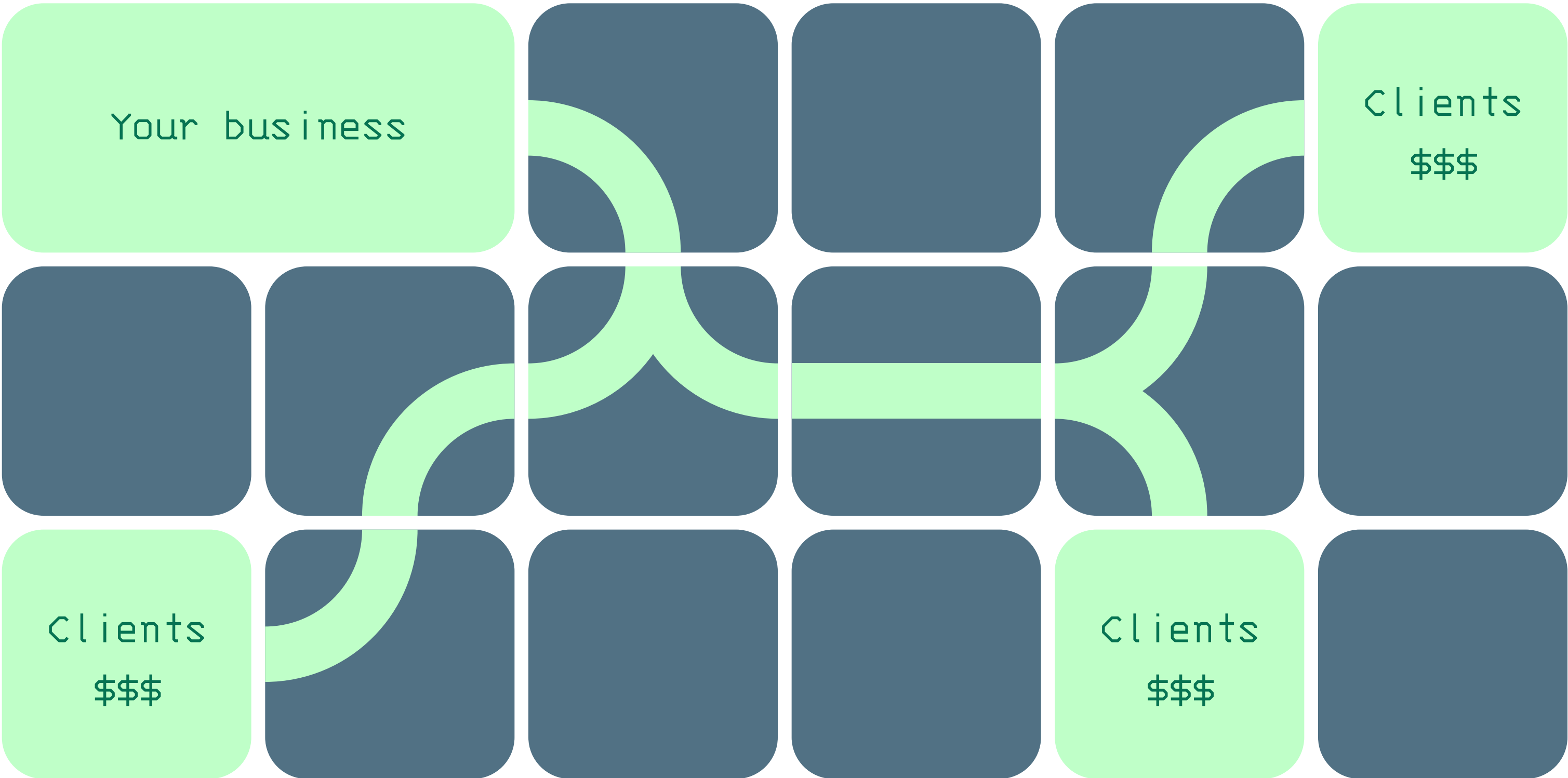
Pattern usage examples



Pattern usage examples



Pattern usage examples



Brand usage examples

Brand usage examples

Web site



Business

Personal

Products ▾

Company

Insights

Help centre



EN ▾

Log in

Get started

FOR PERSONAL USE

Simplify your personal finance

Seamlessly integrate crypto and local currencies into your daily routine using regular credit cards.

Get started



Supported currencies



BTC



ETH



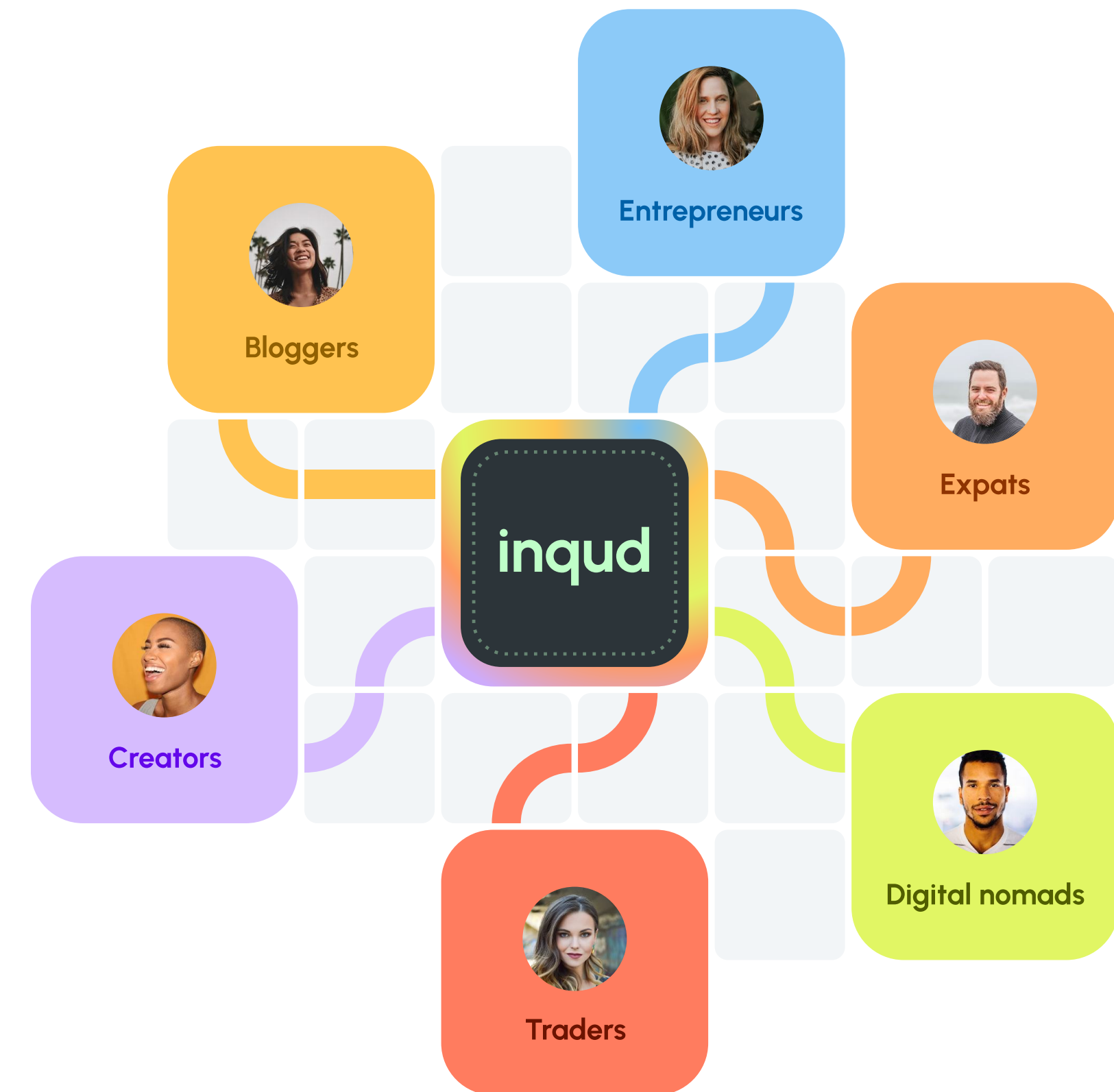
EUR



USD



USDT



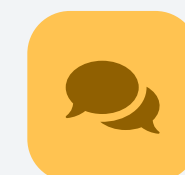
Lightning-fast transactions

Say goodbye to snail-paced payments process.



Full control of your money

Our solutions designed for ultimate flexibility and independence.



Support that never sleeps

The top-notch support that's always by your side, 24/7.

Brand usage examples

Technical email

Device	Mozilla/5.0 (Macintosh; Intel Mac OS X 10_15_7) AppleWebKit/537.36
Location	Dublin, Leinster, Ireland
IP address	52.208.210.100

To proceed with the password change, please click the button below:

Change password 

Thank you for using our services.
Best regards, Inqud Team

If you did not initiate this password change request or if you believe it to be unauthorized, please contact our support team immediately. You can reach us at support@inqud.com or through our online chat on the inqud.com website.

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Your domain has been approved

Great news! Your domain, [Domain Name], has been successfully verified for CryptoWidget installation.

Now you can proceed with installing CryptoWidget on your website. Simply follow the installation instructions provided in our [documentation](#), and you'll be up and running in no time.

Thank you for choosing Inqud
Best regards, Inqud Team

If you have any questions or need assistance during the installation process, please feel free to contact your personal manager or reach out to our support team at support@inqud.com. We are here to help and guide you through the process.

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Payment details

 Deposit	May 10, 2023, 1:35 PM
27 597.45 USDT	 Success

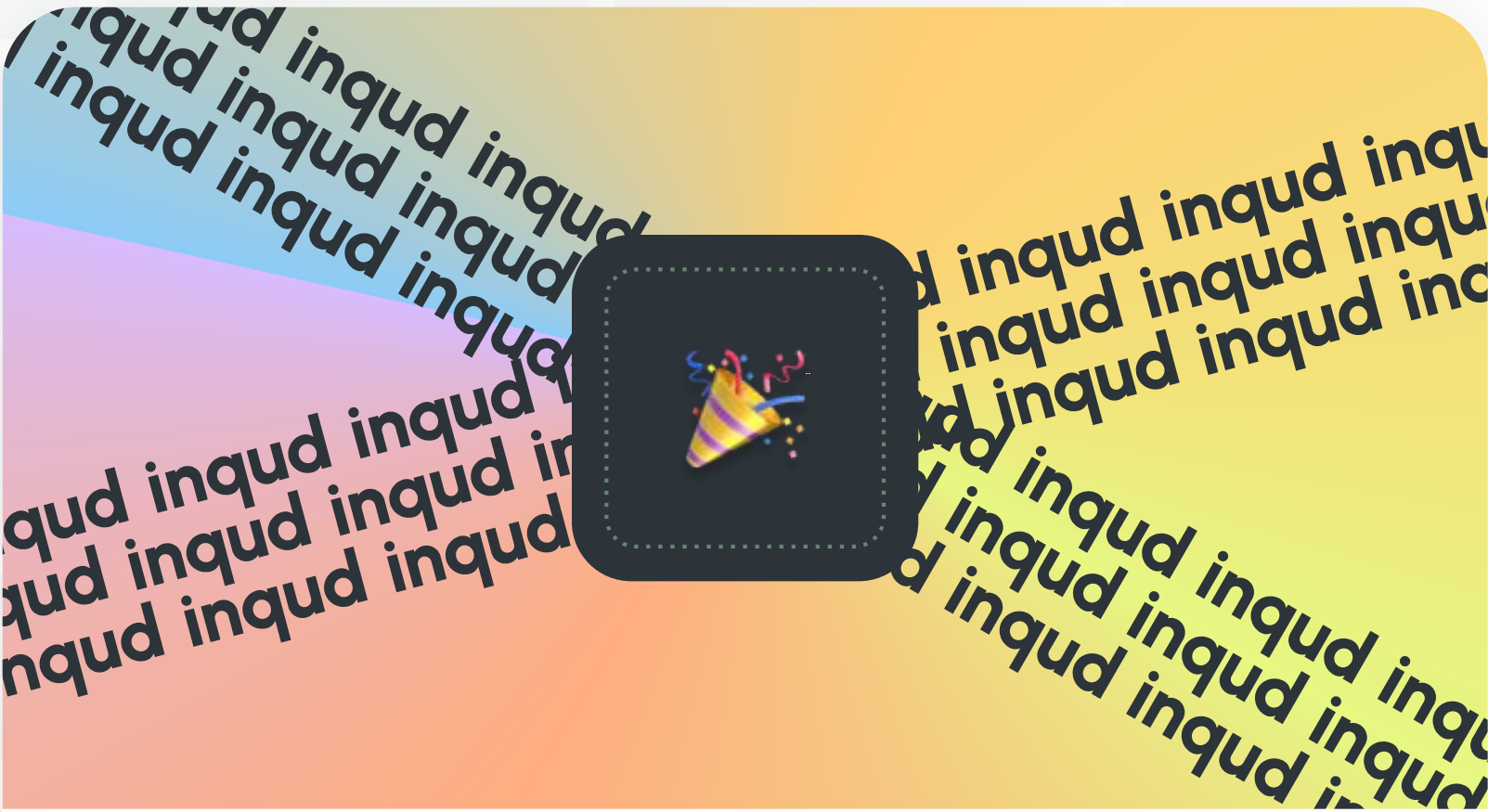
Current balance	3 502 537.36 USDT
Order ID	ORD-a1bd568d-2a73-4c87-8f3d-d9d21df43b0a



Two-Factor Authentication has been successfully activated!

Time	May 10, 2023, 2:36 PM
Device	Mozilla/5.0 (Macintosh; Intel Mac OS X 10_15_7) AppleWebKit/537.36
IP address	52.208.210.100
Location	Dublin, Leinster, Ireland

Marketing letters



Congratulations on your first transaction with Inqud!

Unlike instant bank card notifications, crypto transactions operate on a slightly different timeline. Don't worry if you find yourself eagerly refreshing the blockchain explorer page at first.



Blockchain workload

During peak times, the processing may take a bit longer due to increased activity.



Commission fees

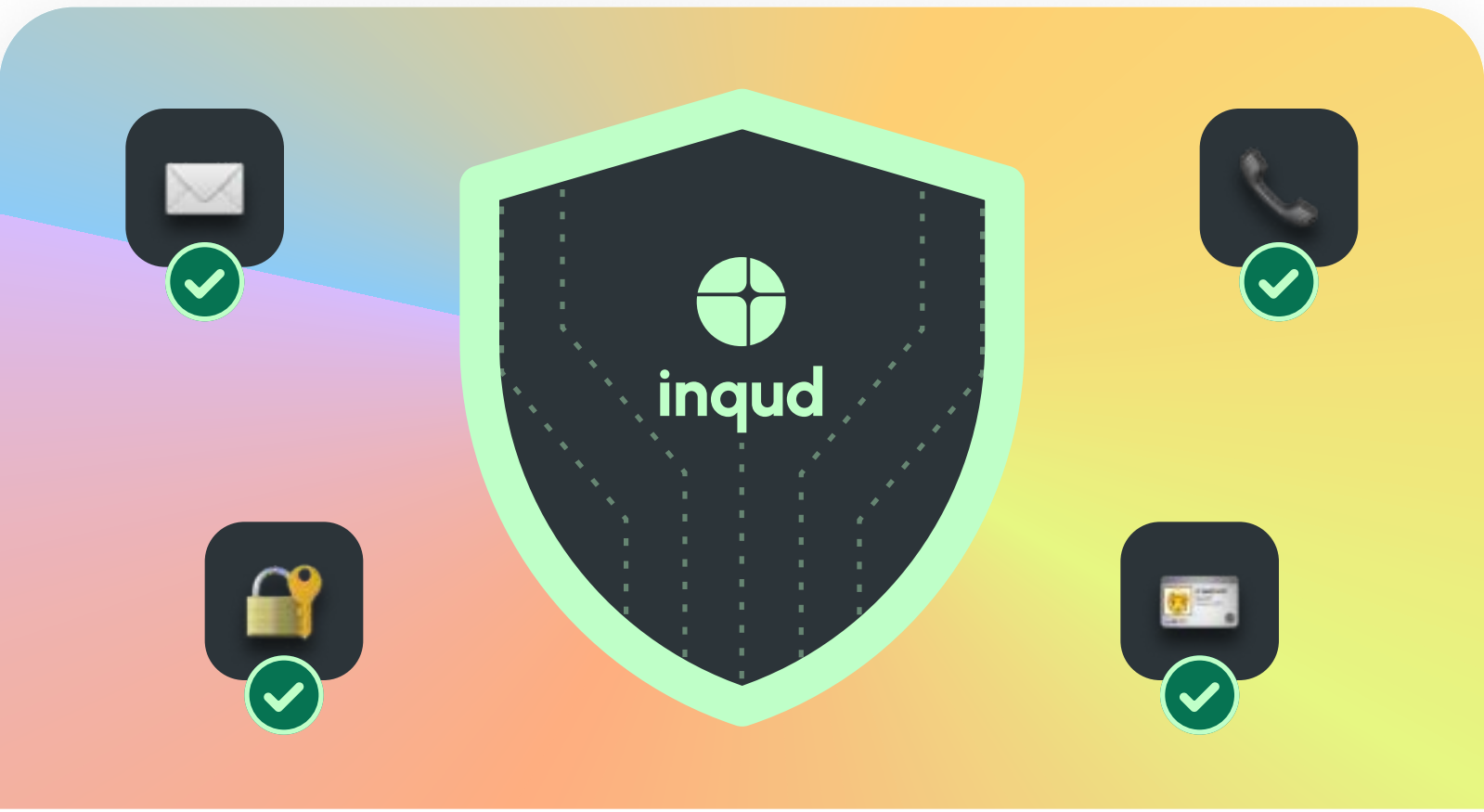
Opting for higher fees can speed up the transaction process.



Transaction size

Smaller transactions are typically processed faster than larger ones.

Rest assured that even if your transaction is still in progress after 40 minutes, there's no need to worry. We've got you covered! If you have any questions or need assistance, our friendly support team is just a message away.



Hello #recipient:name#!

Get ready to dive into the world of seamless crypto payments with Inqud. To start enjoying all the benefits of our platform, we kindly request you to verify your phone number and ID.

Verifying your phone and ID is quick and easy

- 01 Sign in to your Inqud account.
- 02 Go to the "Profile" page.
- 03 Find the "Personal Info and Verification" section.

Verify your phone and ID now!

[Complete verification](#)

Offer



Collaboration proposal

Bespoke crypto payment solutions



Payments without
refunds



24/7 expert &
caring support



Tailored payment
options



No hidden
fees

GHANA

payment method	payment type	traffic type	deposit	chb	refund	payout	settlement usdt
airtel tigo	wallet	all	5.5%		10	2% +6	2%
mtn mobile money	wallet	all	5.5%		10	2% +6	2%
vodafone cash	wallet	all	5.5%		10	2% +6	2%

settlement period
T+5

ghs fx
by real market

UGANDA

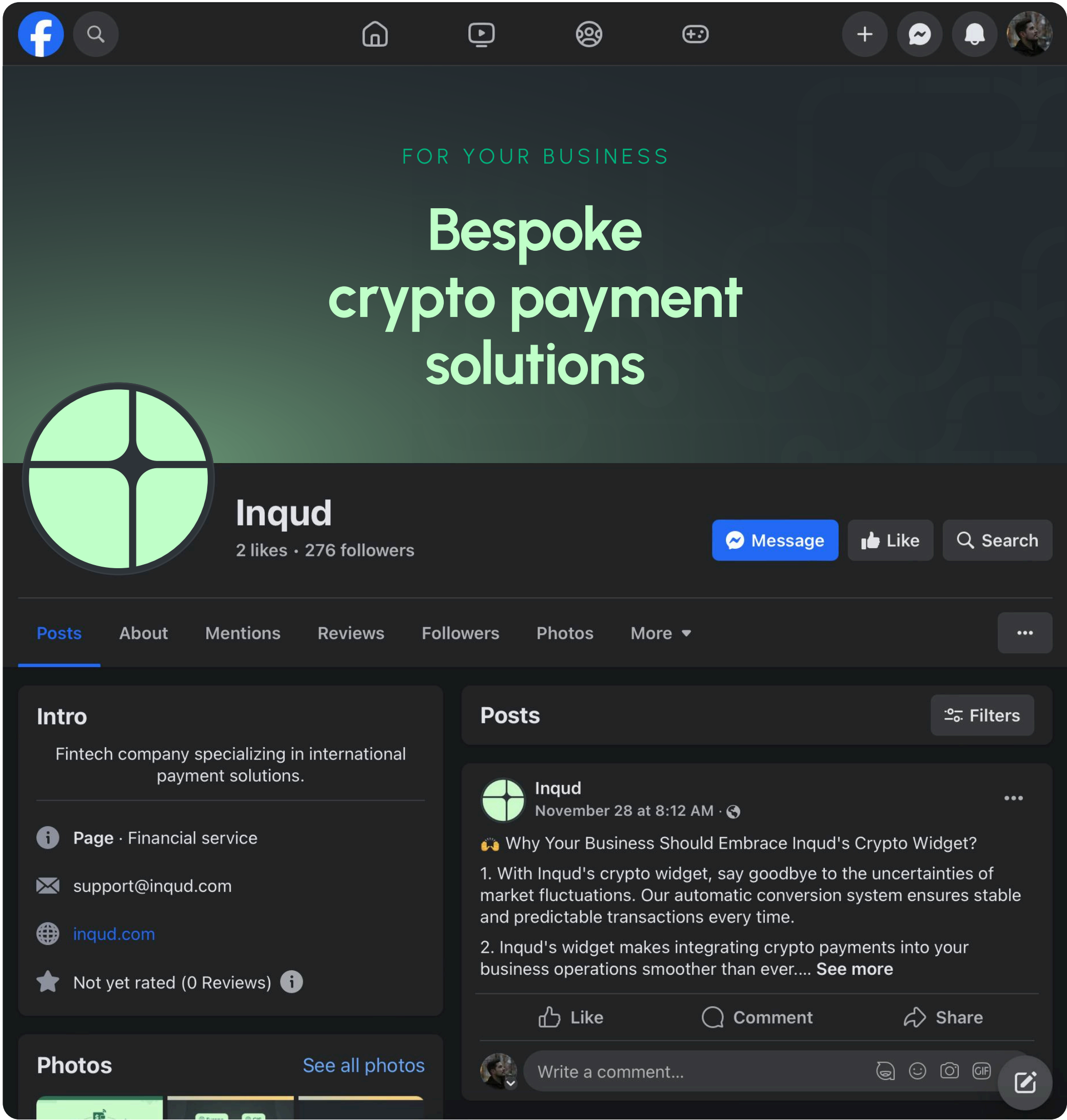
payment method	payment type	traffic type	deposit	chb	refund	payout	settlement usdt
visa/mc	card	all	4.5%				2%
mtn mobile money	wallet	all	5.5%		5000	2.00% +3500	2%
airtel money	wallet	all	5.5%		5000	2.00% +3500	2%

settlement period
T+5


ugx fx
by real market



Social media




Posts



Inqud

November 8 · 🌐

Discover our smooth API integration and advanced payment processing options. Our developer-friendly documentation and anti-fraud measures guarantee secure transactions. We're here to guide you from setup to implementation. Expand your business's financial accessibility today! 📄🔒




The diagram illustrates the Inqud API's global reach and payment capabilities. At the center is a box labeled 'API' with a code icon. Surrounding it are regions: Europe, CIS, Africa, LATAM, and Asia. Below the API box are various payment methods: VISA, LPI, SEPA, IMPS, and PIX. Dashed lines connect the API to the regions and payment methods, indicating its integration with these services.

1

Like

Comment

Share




Write a comment...

🗨️

😊

📷




Inqud

October 30 · 🌐

At Inqud, we understand your unique needs! Backed by industry expertise, we offer tailored payment options and a reliable alternative payment system. Accept global crypto payments hassle-free, and simplify your global payment process.

Need a specific payment method or currency? Just ask! We're here to make it happen.

Connect with us today and elevate your payment experience. 📄



The infographic features a central globe surrounded by various payment methods and currencies. On the left, it lists SEPA, VISA, and Mastercard. On the right, it lists PIX, IMPS, and LPI. At the bottom, it shows Bitcoin, Euro, and US Dollar symbols. The globe is highlighted in blue, and the background is dark with a grid pattern.

ent

Share

🗨️

😊

📷

GIF

👍



Inqud

November 8 · 🌐

Ready to Expand Your Horizons?
Explore Inqud's coverage map showcasing our flexibility to grow with you and provide tailored solutions across the globe. With our clients, we advance daily, pushing boundaries and achieving new heights together. Join us on the journey to success! 🌐📄



The world map highlights Inqud's global coverage. It shows three levels of coverage: Worldwide crypto coverage (indicated by a red dot), European license coverage (indicated by a blue dot), and Focus 2023 (Latin America, Africa, Asia) (indicated by a green dot). The map is set against a dark background with a grid pattern.

You and 2 others

Like

Comment

Share

Pitch deck



Bespoke crypto payment solutions



Payments without refunds



24/7 expert & caring support



Tailored payment options



No hidden fees



On-ramp



Widget



Off-ramp



inqud



Exchange



API



Crypto widget



Reach crypto customers around the world

Boost your business with our crypto widget. Draw in crypto-users, ensure quick, minimize chargebacks, and reach a global market effortlessly.



0% Zero chargebacks

Enjoy hassle-free transactions with no chargebacks. Our system guarantees finality in every transaction, freeing your business from potential disputes and losses.



No hidden fees

Embrace a fully transparent payment solution with our crypto widget. No hidden costs or surprise fees - just straightforward pricing for efficient financial planning.



Fee flexibility

Exercise your freedom to choose the fee setup that grants you the authority to designate whether the transaction fee is to be shouldered by your business or borne by the customer.



Transparent & clear pricing

01 We believe in clear-cut pricing with no surprises. With us, you get precisely what you expect.

Uncover hidden market solutions

02 Discover unique payment methods and solutions for non-standard cases.

Tap into new markets

03 Seize new market opportunities swiftly with our customized payment solutions.

Simplified fund control

04 Enjoy effortless fund allocation, robust security, and flexible withdrawal options.

Say goodbye to chargebacks

05 Provide solutions to eliminate fraud chargebacks.

Trustworthy customer care

06 Whether you have questions, need assistance, or encounter any issues, we are here to help.

6 Winning Reasons to Team Up!



Let's collaborate!

If you are looking for:

- additional payment assistance for effective issue resolution
- client retention, cost-effectiveness, and time efficiency
- niche-specialized provider

Contact us

Email
info@inqud.com
bo@inqud.com

Telegram
@inqud1

[Book a free consultation](#)



Crypto widget: features

Instant free transfer

Experience the convenience of instant and free Account-to-Account (A2A) payments. You can reduce transaction costs and mitigate the risks associated with cash handling and unreliable platforms.

BTC, ETH & other crypto

Seamlessly integrate crypto payments into your business, offering a convenient and modern payment solution that enhances customer satisfaction and expands your reach in the digital economy.

Auto-conversion

Eliminate market volatility risks with our automatic conversion system. Effortlessly convert between currencies in real-time, ensuring you have the right currency at the right moment.

24/7 expert support

Round-the-clock expert support is available to assist you with any questions, concerns, or technical issues you may have, ensuring a seamless and reliable experience.

Customization

Empower your business with the flexibility to choose who bears the transaction fee - whether it's absorbed by your company or passed on to the customer.

Fee flexibility

Empower your business with the flexibility to choose who bears the transaction fee - whether it's absorbed by your company or passed on to the customer.

How to integrate crypto to your business?

01

Complete your KYB verification

less than 48 hours

02

Sign the agreement

5-10 minutes

03

Comprehensive onboarding

60 minutes

04

Embed your crypto widget

1-2 hours



API INTEGRATION



Supported currencies

BTC ETH USD EUR USDT
Rp IDR KZT TRX TRY



Developer-friendly docs



Dedicated technical support



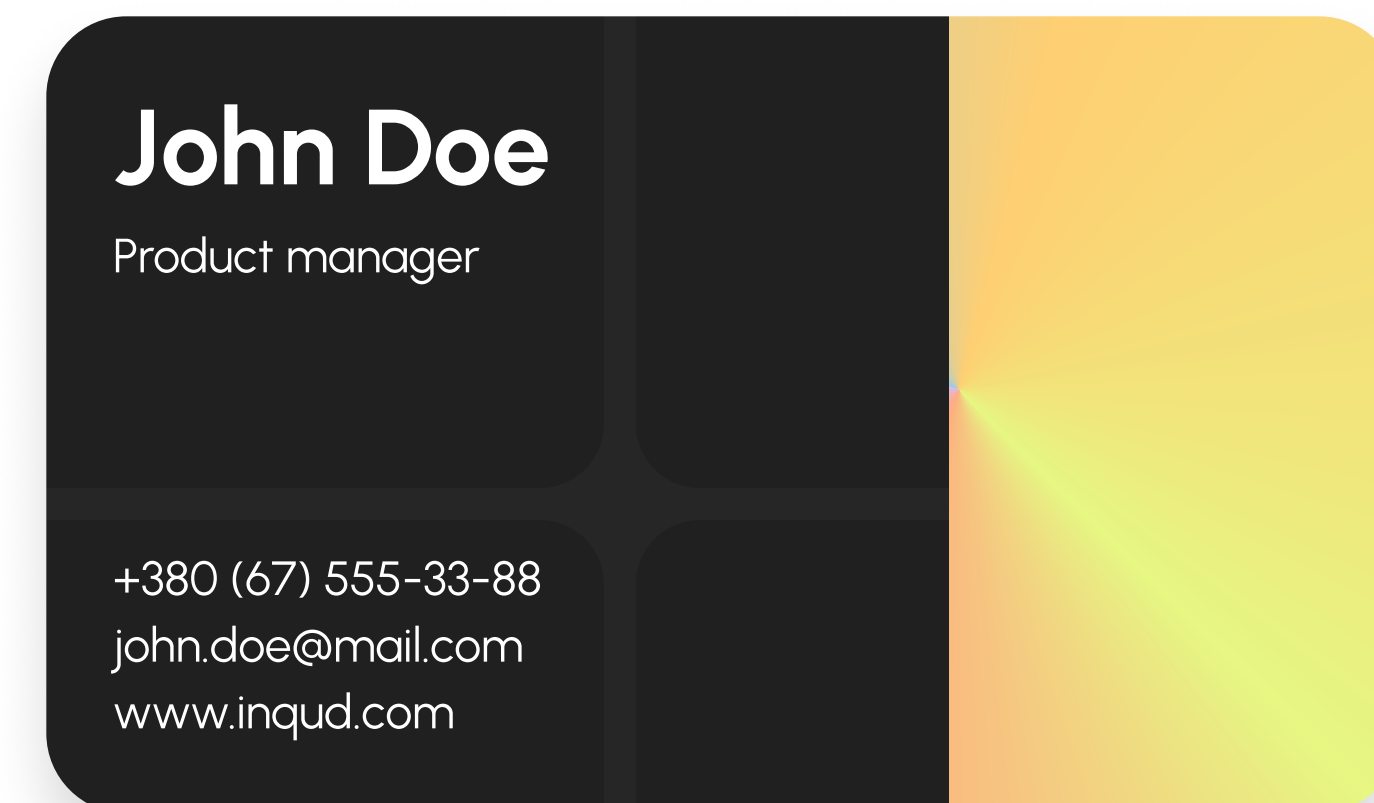
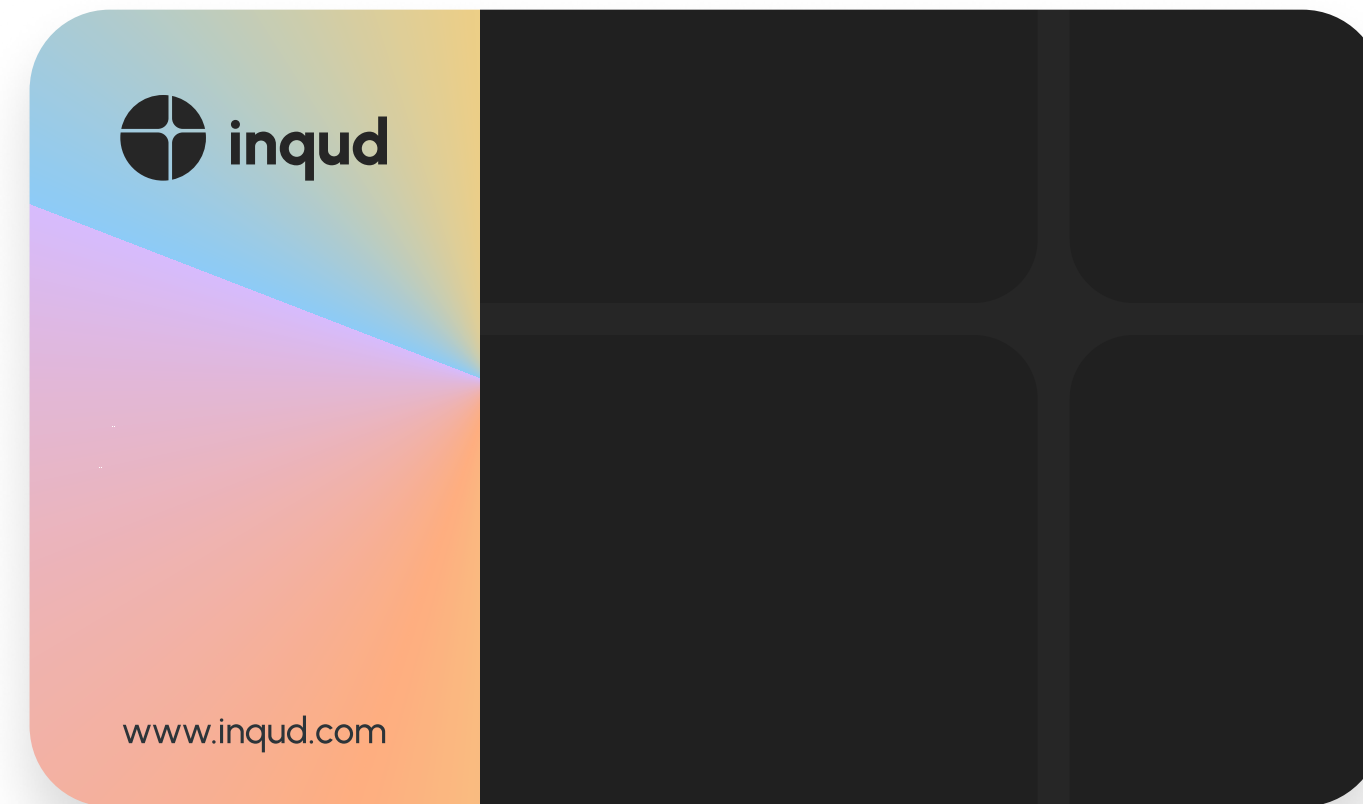
2 days seamless integration



0% Zero chargebacks

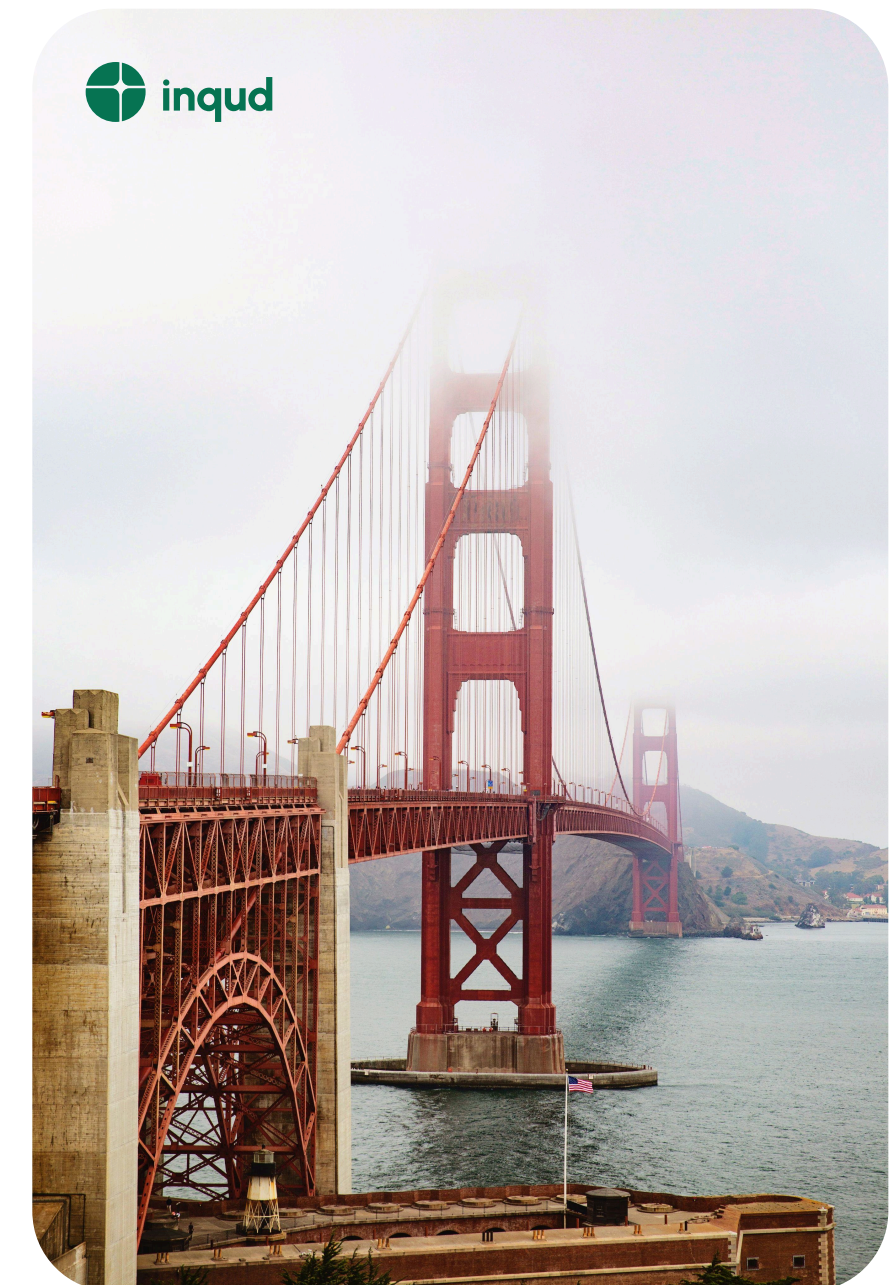
40

Business card

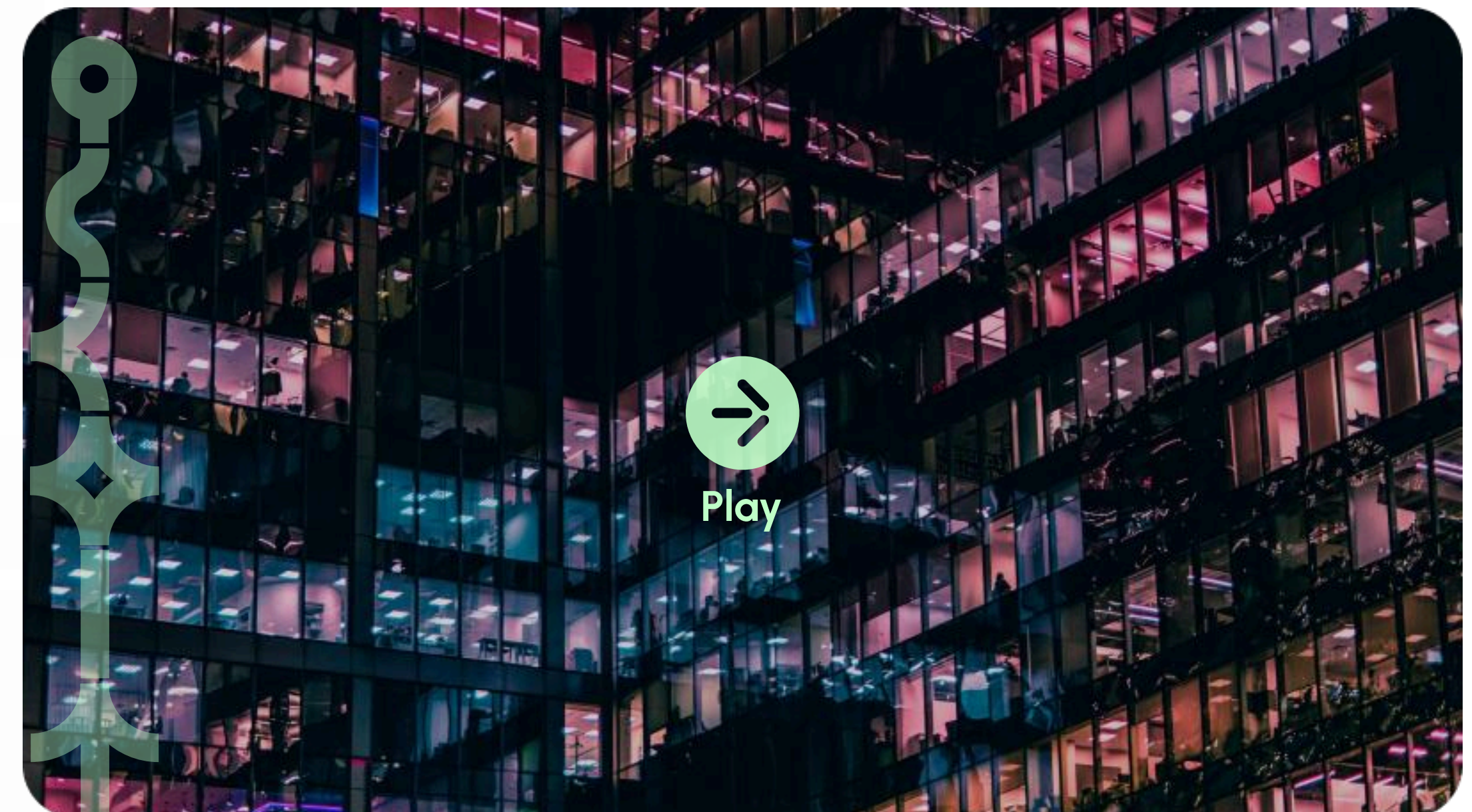
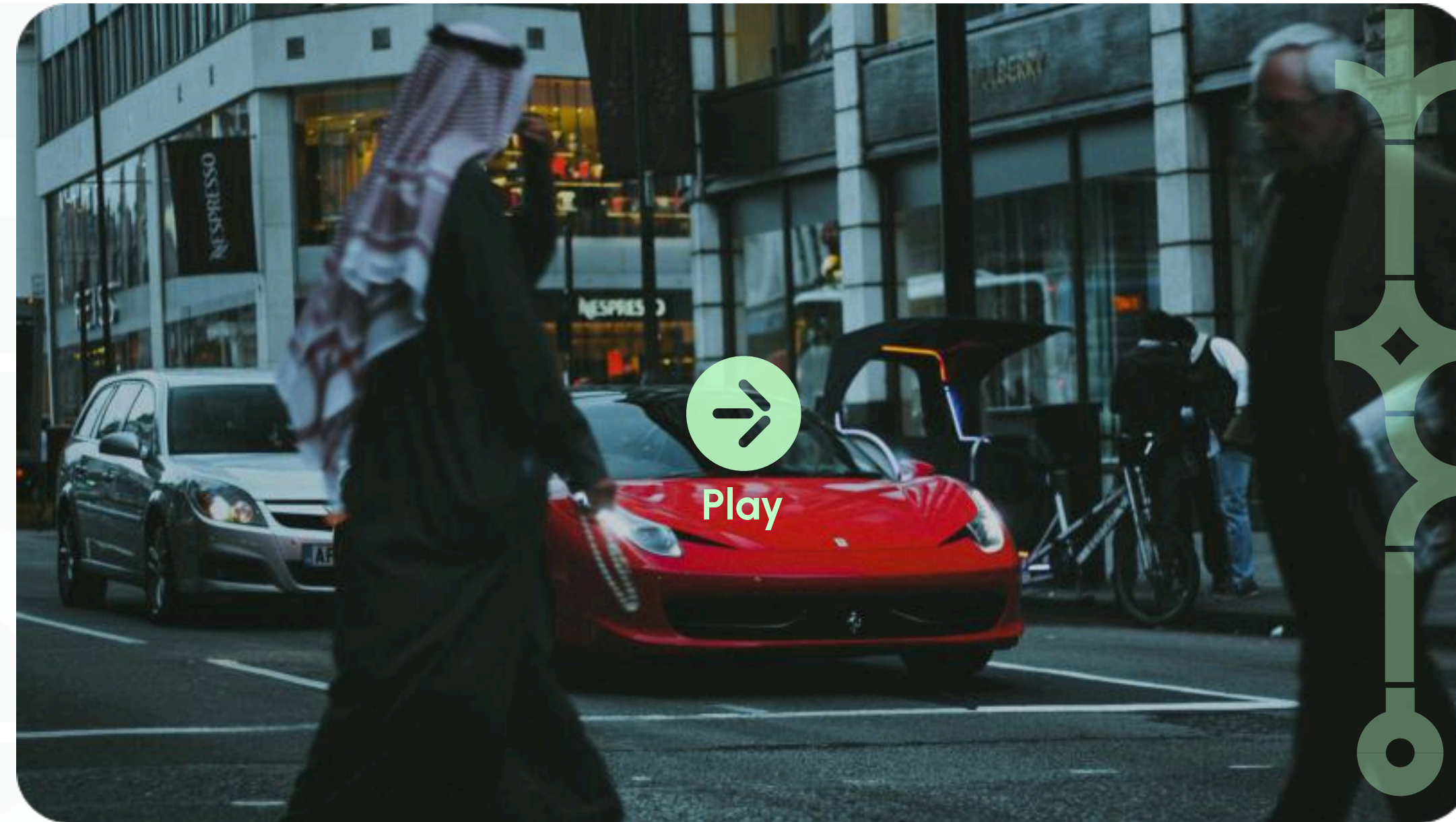


Brand usage examples

Branding photo



Branding video



Visuals



Merchandise branding





Have any questions?

If you need help to understand anything in this guide, you are missing brand elements from the, or you are unsure if your communication best represents the Inqud Brand, please contact us.

marketing@inqud.com