

III Monetary

Brand guidelines

📖 Volume 1

📅 Updated October 5, 2026

D1

Logo usage

This section outlines proper usage of the Monetary logo and provides high-level guidance on how it should be applied across marketing collateral. It establishes foundational principles for logo application to ensure consistency, clarity, and cohesion across all brand touchpoints.

Our primary logo

Monetary is redefining how public finance teams manage, understand, and act on their financial data. While the platform represents the future of treasury, accounting, debt, investments, and lease management, its visual identity is grounded in the enduring principles that have shaped public finance for generations. The avatar draws inspiration from the architectural pillars long associated with financial institutions—symbols of stability, stewardship, and trust—and reinterprets them for a modern, technology-driven era.

When to use our full logo:

- Introductory elements in web collateral
- Covers and headers of printed collateral
- Event signage
- Partner logo lockups
- Branded swag when the size allows



Standard logo



Reversed logo

What not to do

To preserve brand consistency, the Monetary logo should always appear in its approved form and should never be altered. Maintaining its integrity strengthens recognition, reinforces trust, and ensures a cohesive brand experience across every touchpoint.

The following examples illustrate common misuses of the logo and should be avoided in all applications.





Do not change the color of the logotype or the avatar.





Do not alter or scale any of the elements in the logo—including the type and the avatar.





Do not use the logotype independently. It should always be accompanied by the avatar.





Do not add drop shadows to the logo.





Do not skew or rotate the logo.





Do not use versions of the logo that are illegible. Always ensure a high contrast ratio.

Logo clear space and minimum size

Our logo is designed to scale easily while remaining legible. The logo should always have an appropriate amount of clear space surrounding it equal to 75% of the height of the avatar.

The minimum size of the logo should not be scaled below 20px tall.



Minimum size:  20px

Our avatar

The Monetary avatar serves as a secondary expression of the brand and should be used only after the primary identity has been introduced. Ideal use cases include branded merchandise, website footers, interior guide spreads, and social imagery.

When to use our avatar:

- Secondary elements in web collateral
- Footers or supplemental areas of printed collateral
- Favicons
- Social media avatars
- Branded swag when size is constrained



Standard avatar



Highlight avatar

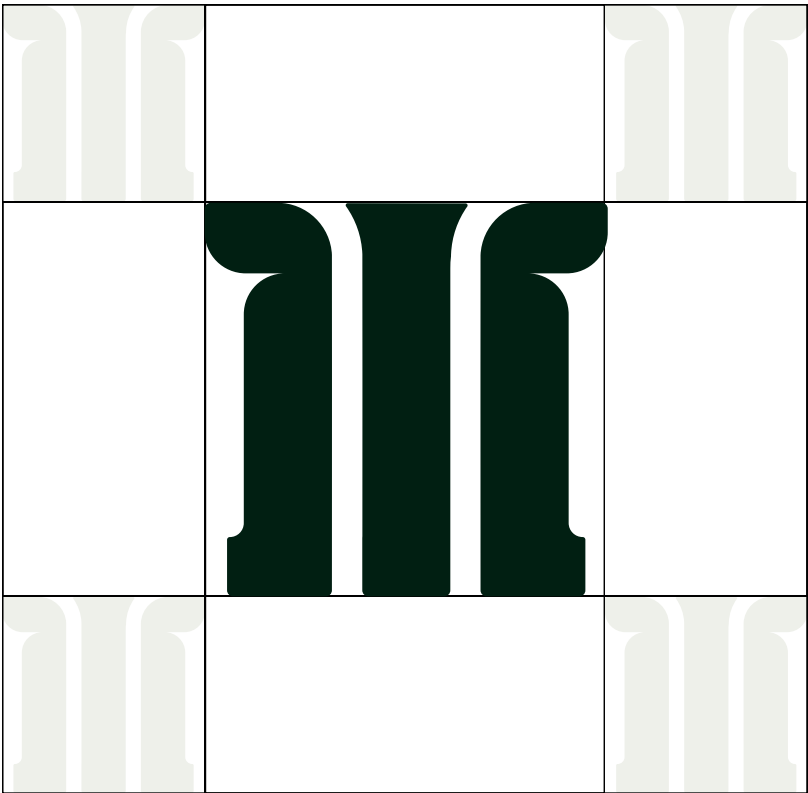


Reversed avatar

Avatar clear space and minimum size

Our avatar is designed to scale easily while remaining legible. The avatar should always have an appropriate amount of clear space surrounding it equal to 50% of the height of the avatar. The simplicity of our avatar allows it to scale incredibly small without losing integrity.

The minimum size of the avatar should not be scaled below 20px tall.



Clear space: 50% of the height of the avatar

Minimum size:



Our secondary logo

This version of the logo should only be used when size constraints inhibit you from using the primary lockup.

When to use our secondary logo:

- Event signage with width constraints like pull-up banners
- Sponsorship logos that need to be in square formats
- Branded swag when the size does not allow the primary lockup to be used



Using the avatar as a texture

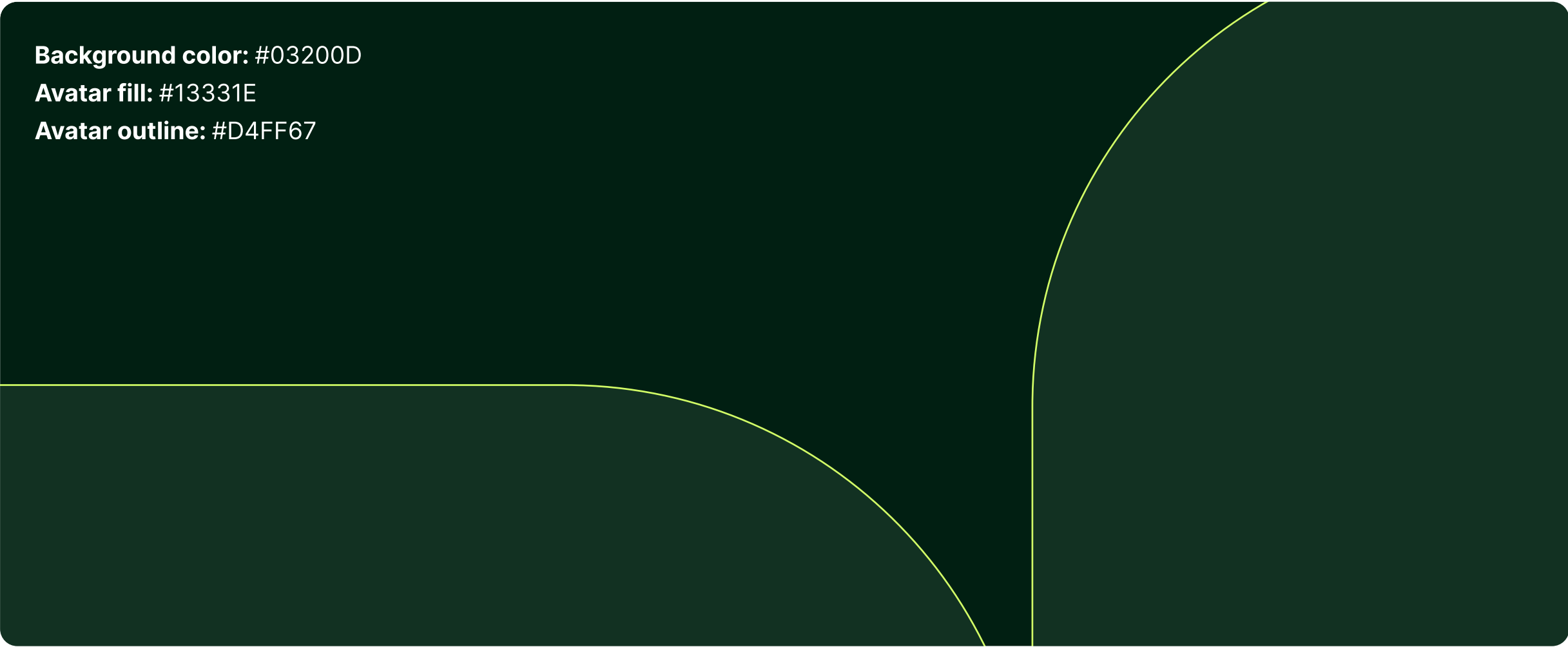
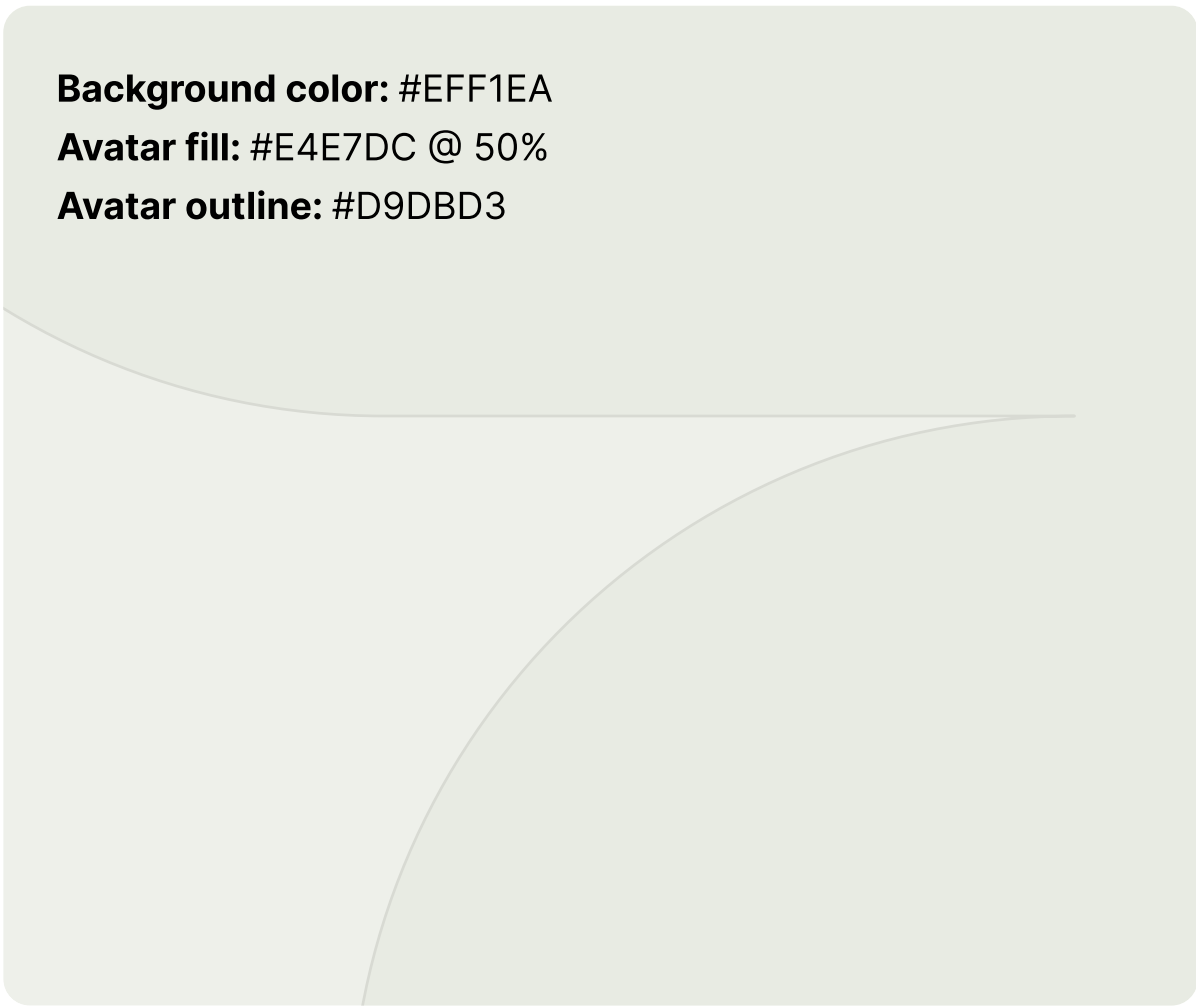
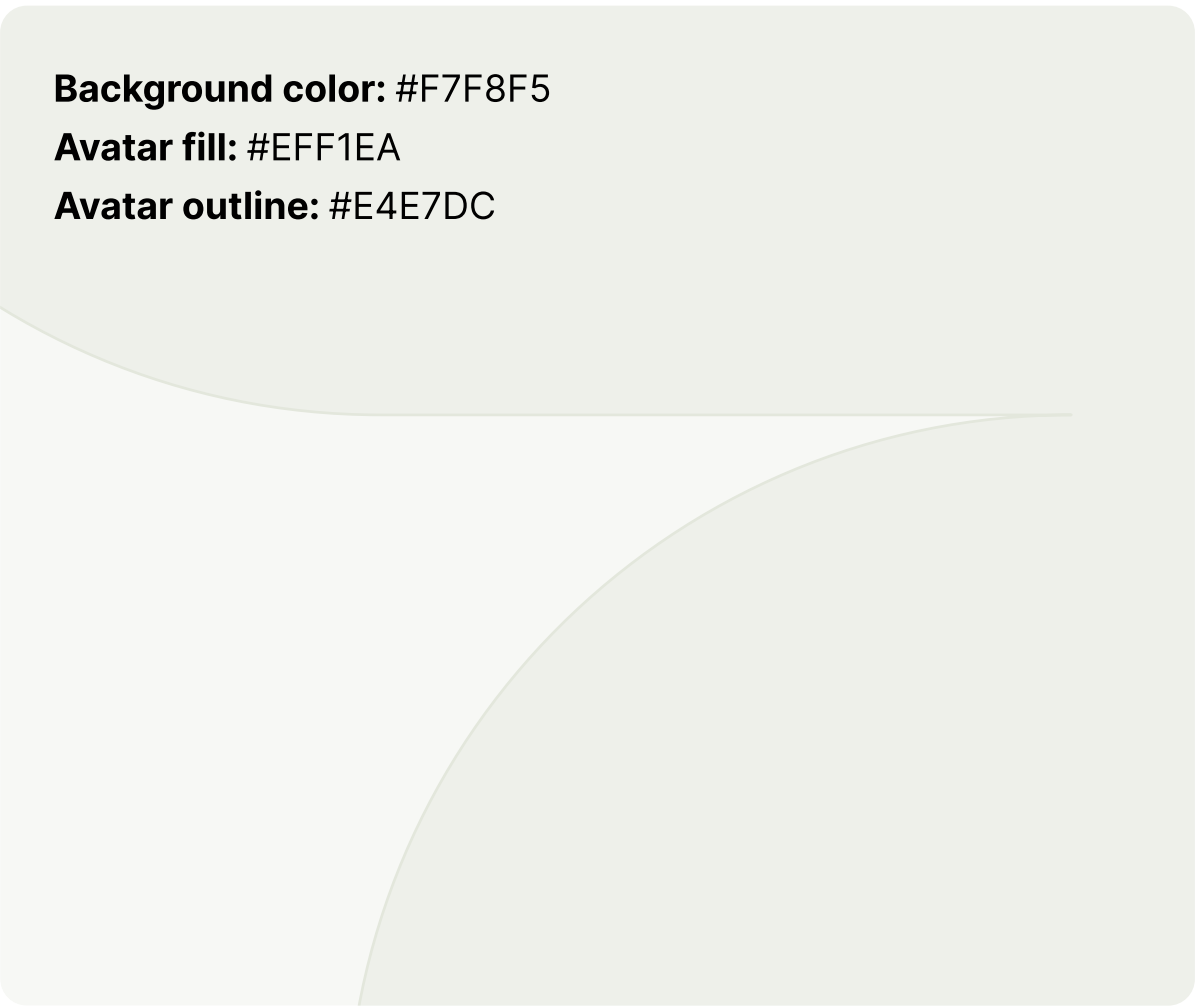
The Monetary avatar may be used as a graphic texture across branded applications, including virtual backgrounds, company merchandise, social content, and other supporting assets. To create variations, select and enlarge a portion of the avatar to form an abstract macro crop. Crops may shift in scale and position to suit the format, but should retain enough of the avatar's defining shapes to remain recognizable and distinctly Monetary.

Monetary



How to use color within avatar textures

There are three distinct color systems that can be used when cropping the avatar. They are outlined to the right.

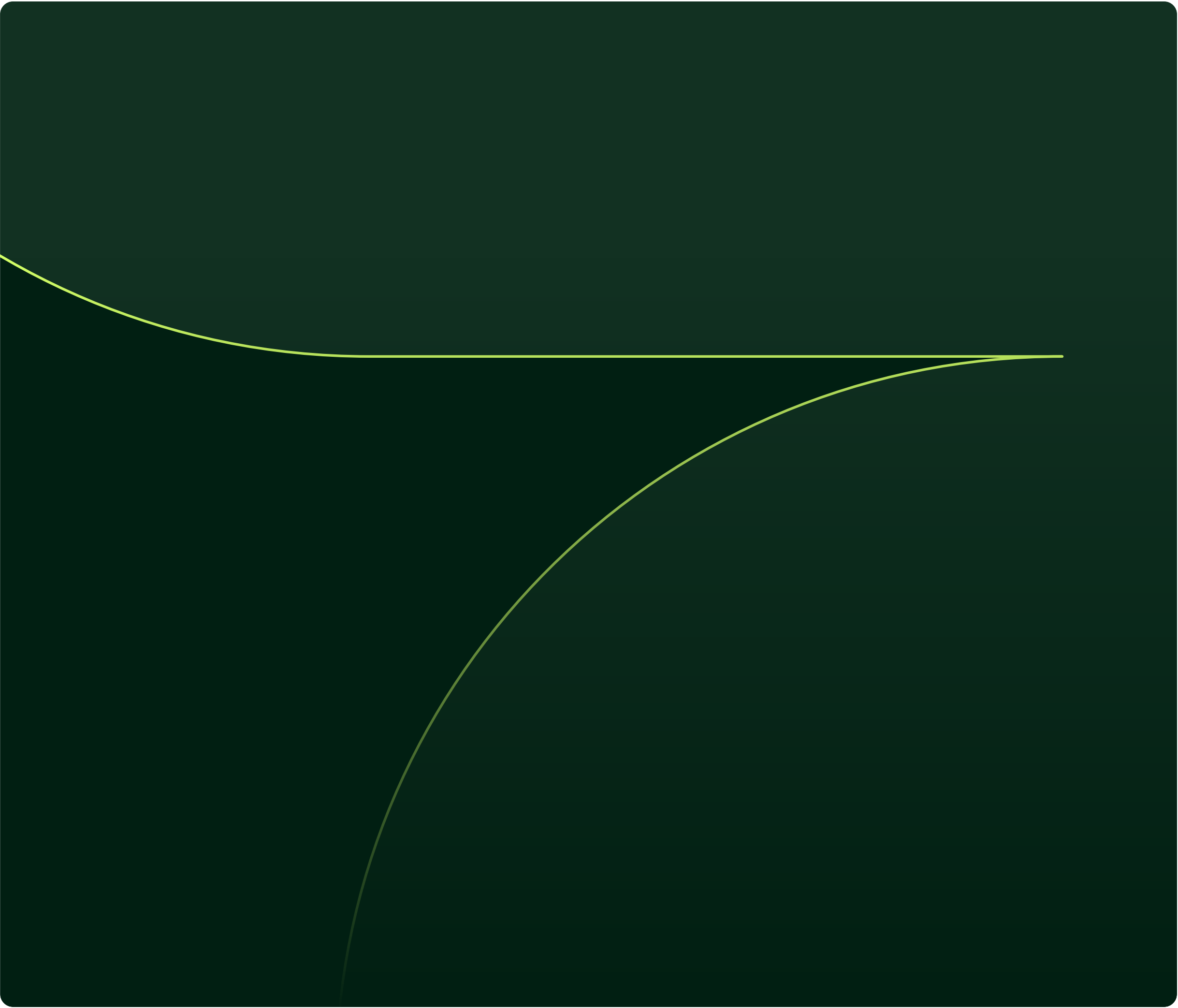


How to create dimension within avatar textures

Soft gradient masks may be applied to avatar textures to introduce subtle depth and movement within an otherwise static composition. This treatment is especially effective when layering photography or platform UI, as it creates separation between elements and establishes a clear visual hierarchy. Gradients should remain soft and understated, supporting the composition without obscuring the avatar’s defining shapes or competing with primary content.

Note:

This treatment may be applied to any of the three previously established colorways, allowing for flexibility while maintaining a consistent visual system.



Horizontal partner logo lockups

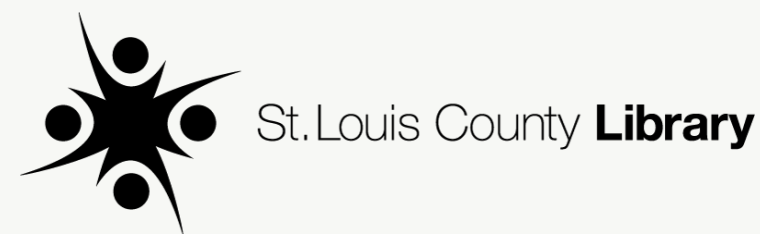
Customer validation and valued partnerships should be represented in a single color whenever possible. This treatment not only aligns with the rest of our visual identity system, but visually places equal importance on Monetary and our partners.

Because partner logos vary significantly in scale and proportions, there is no fixed sizing formula. Instead, logos should be optically balanced so each mark carries a comparable visual presence.



Horizontal partner logo lockups

The following page highlights examples of how horizontal partner logo lockups can be used across light and dark backgrounds.



Monetary



Monetary



Monetary

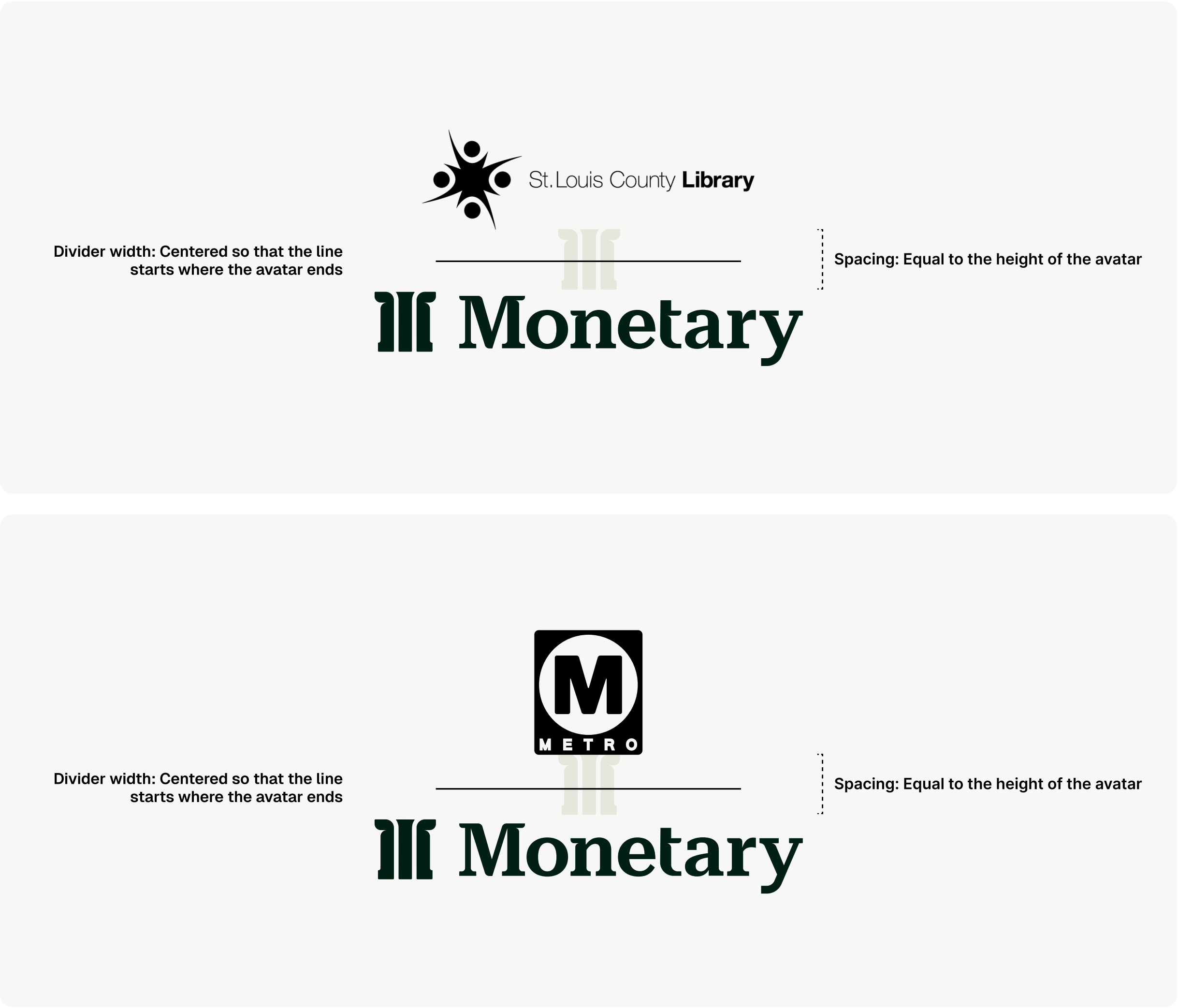


Monetary

Stacked partner logo lockups

There will be situations where a horizontal logo lockup cannot accommodate the available space. In these cases, a stacked lockup should be used to preserve legibility and visual balance. This variation maintains the integrity of both logos while providing greater flexibility across narrow or vertically oriented layouts.

The same rules apply to both versions of the partner logo lockup.



Stacked partner logo lockups

The following page highlights examples of how stacked partner logo lockups can be used across light and dark backgrounds.



Monetary



Monetary



Monetary



Monetary

Logo usage

Visual brand examples

The following examples demonstrate appropriate logo and avatar usage.



Logo usage

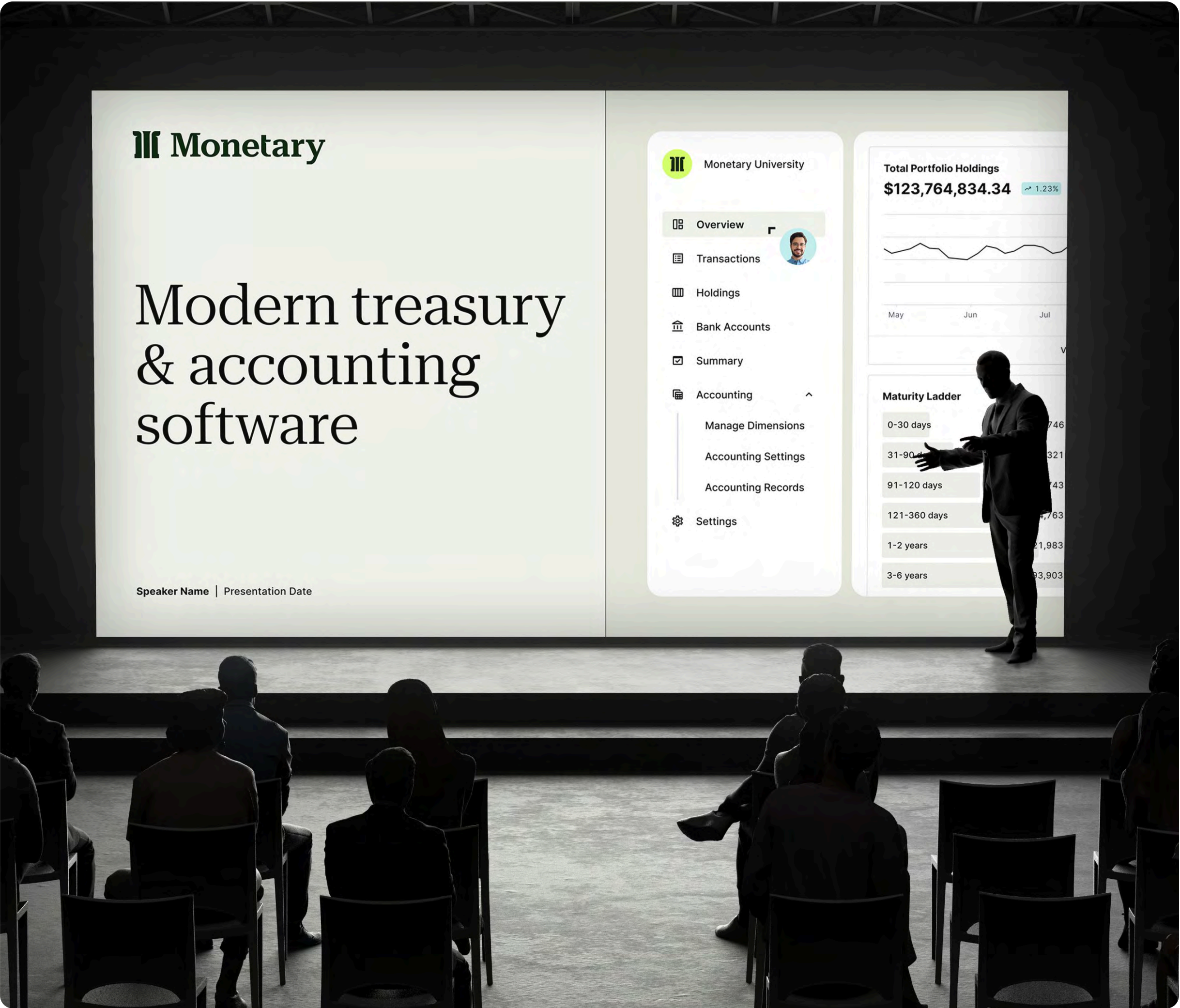
Visual brand examples

The following examples demonstrate appropriate logo and avatar usage.



Visual brand examples

The following examples demonstrate appropriate logo and avatar usage.



02

Color palette

This section outlines the Monetary color palette and provides high-level guidance on how it should be applied across marketing collateral. It establishes the foundational principles for color usage to ensure consistency, clarity, and cohesion across all brand touchpoints.

Primary colors

The Monetary color palette is intentionally restrained, creating a visual system that feels modern, trustworthy, and distinctly financial. Warm neutrals establish a calm foundation, while deep greens reinforce stability and confidence. Highlight green is used sparingly to draw attention to key actions, important data, and moments of emphasis. Together, the palette creates a clean, monochromatic aesthetic that feels technical without becoming sterile.

Primary

Ledger



HEX:
#F7F8F5



HEX:
#EFF1EA



HEX:
#E4E7DC

Primary

Highlight Dark



HEX:
#AEF300

Pantone:
375 C

Primary

Black Forest



HEX:
#012012

Pantone:
Black 3 C



HEX:
#123223

Pantone:
553 C

Primary

Highlight Medium



HEX:
#D4FF67

Pantone:
374 C

Primary

Highlight Light

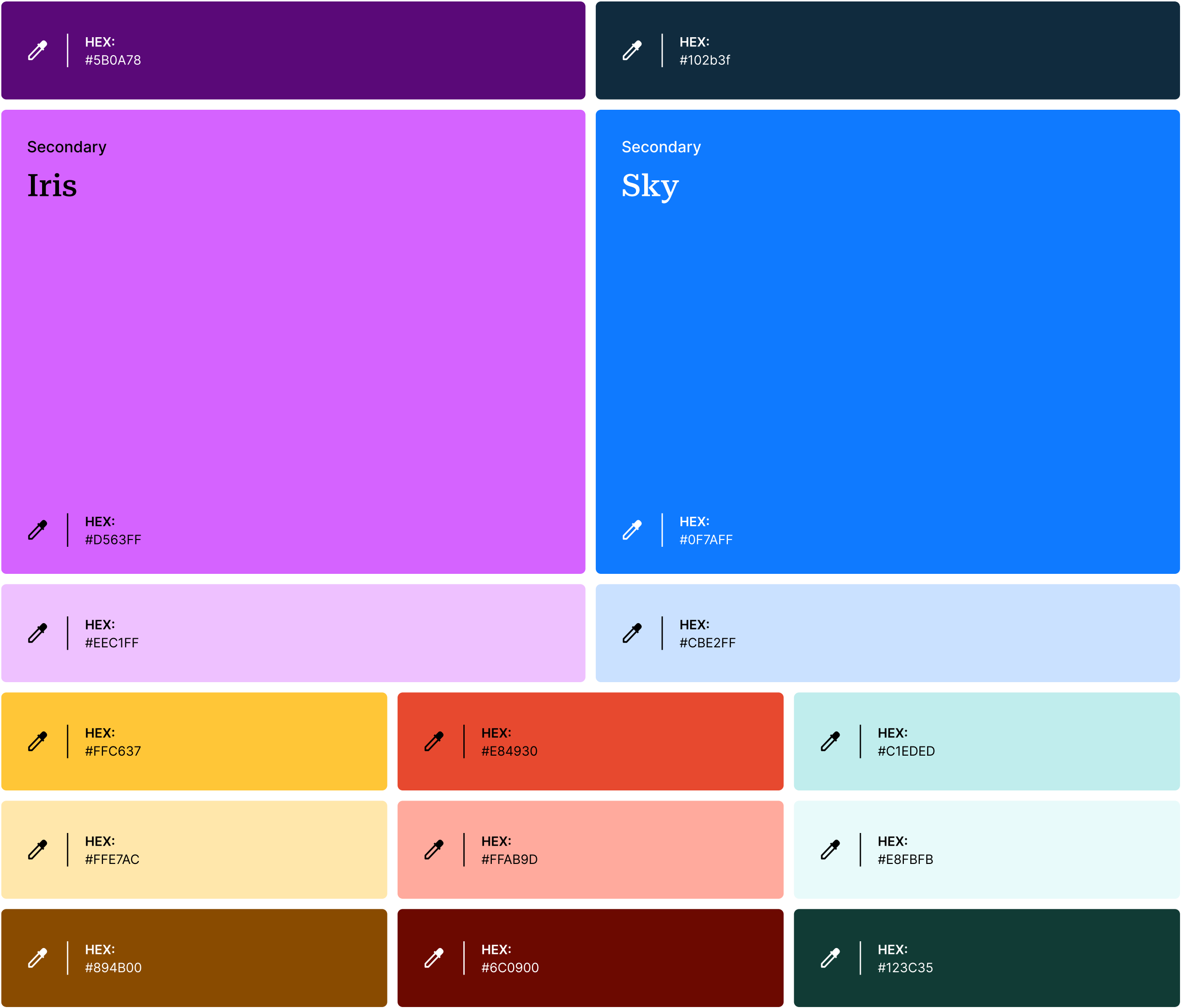


HEX:
#E8FFAE

Pantone:
6190 C

Secondary and tertiary colors

The secondary and tertiary palettes extend the Monetary color system while preserving its clean, disciplined aesthetic. Secondary colors provide additional flexibility for product interfaces, illustrations, and supporting visual elements without competing with the primary palette. Tertiary colors are intentionally reserved for functional use cases, such as status indicators and data visualizations where additional differentiation is required. By limiting these colors to moments that benefit from greater visual distinction, the overall experience remains cohesive, purposeful, and easy to interpret.



Neutral colors

A robust range of additional warm neutrals is available to build depth, reinforce cohesion, and establish clear visual hierarchy. These tones work quietly in the background, ensuring consistency while allowing key elements to stand forward.

Note:

When using neutral colors, ensure there is proper color contrast between elements.

Neutral

Gray 1

 | HEX: #D9DBD3

Neutral

Gray 2

 | HEX: #BDBFB7

Neutral

Gray 3

 | HEX: #999D93

Neutral

Gray 4

 | HEX: #6D7068

Neutral

Gray 5

 | HEX: #52554D

Neutral

Gray 6

 | HEX: #3B3E37

Neutral

Gray 7

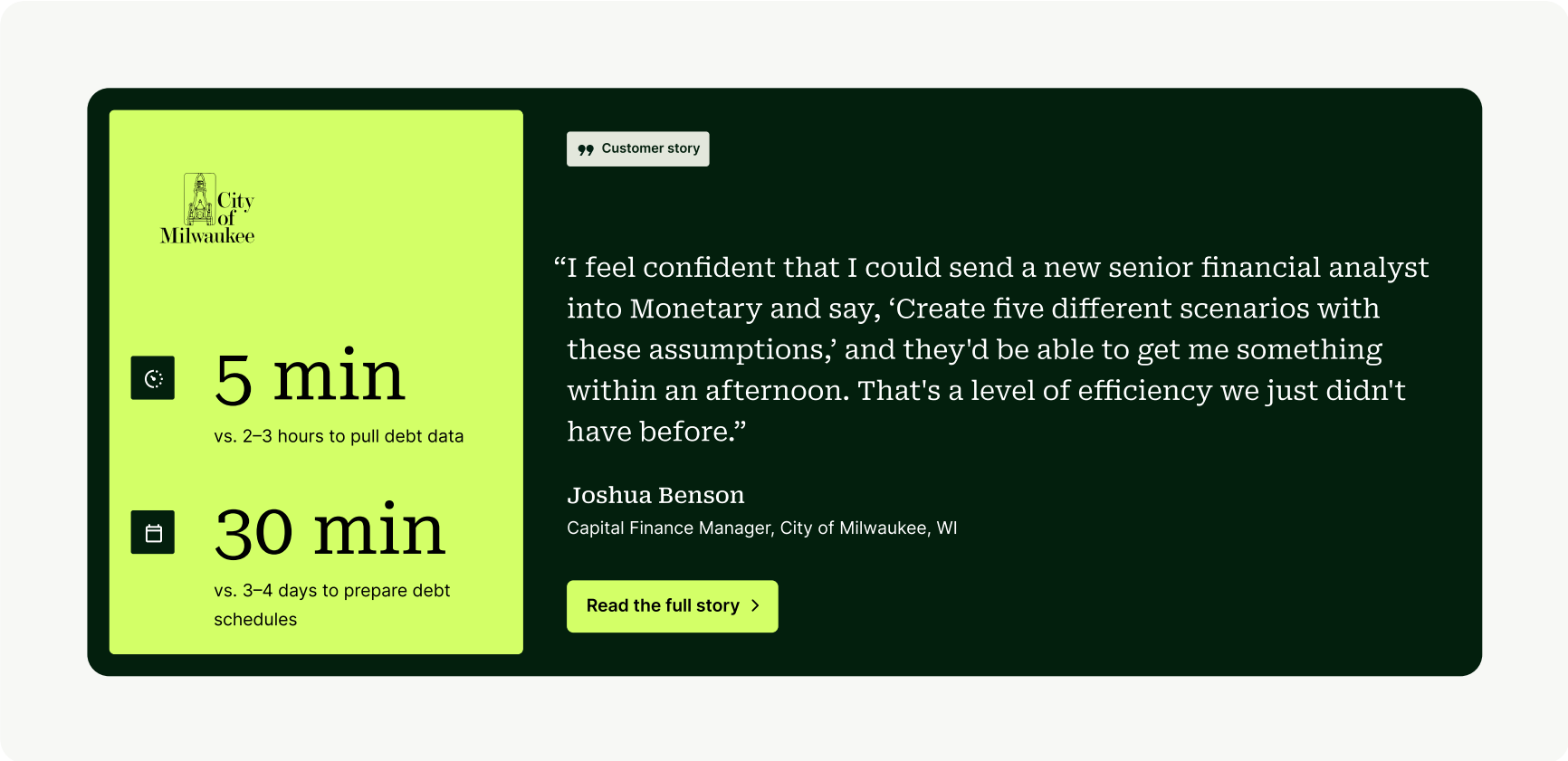
 | HEX: #242722

 | HEX: #FFFFFF

 | HEX: #000000

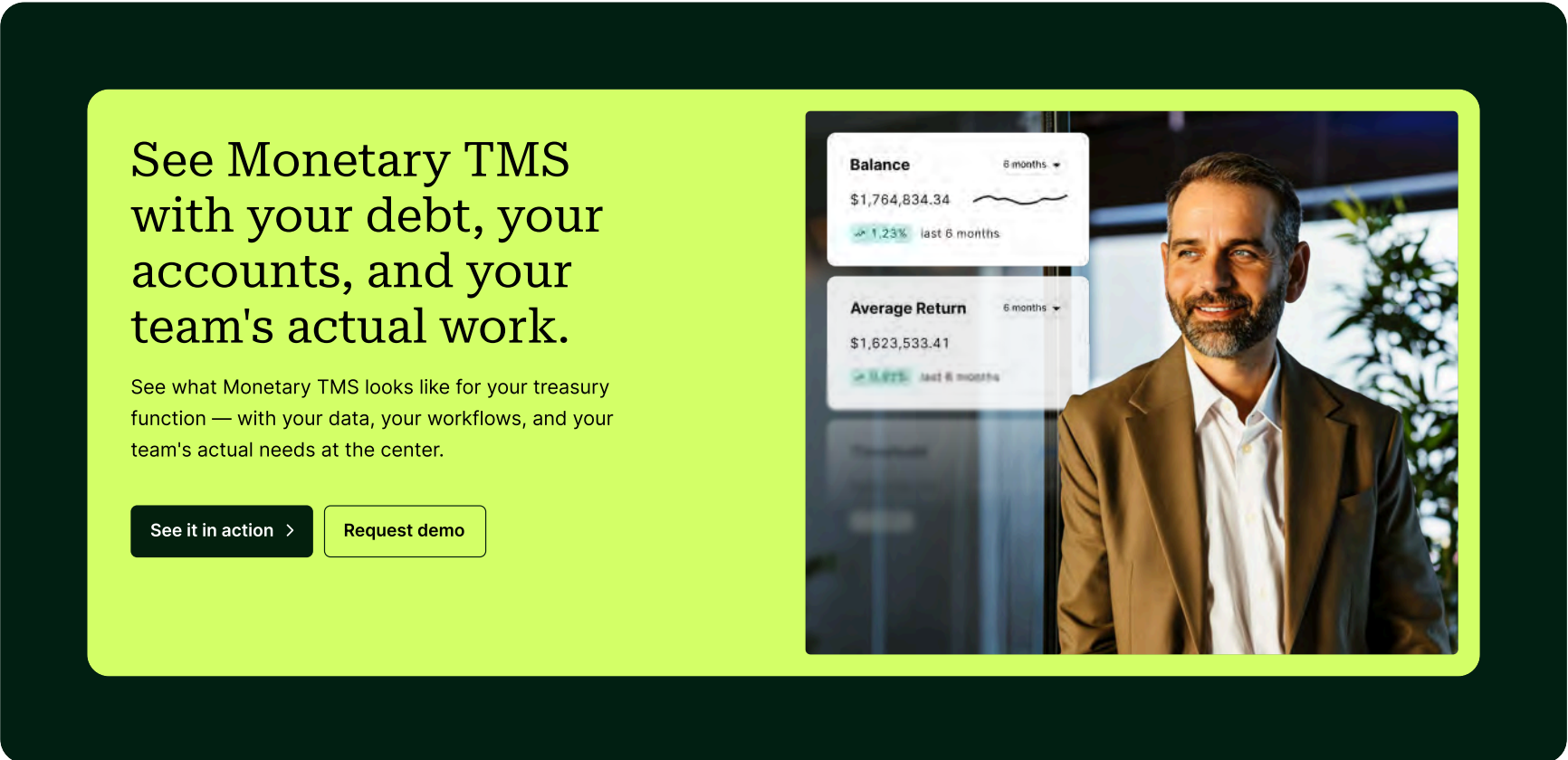
Proper color usage

The following examples demonstrate how color should be applied across digital experiences. Primary colors are used intentionally to establish hierarchy, distinguish sections of content, and draw attention to key moments. Secondary and tertiary colors are applied sparingly to accent product UI, support data visualization, and introduce subtle variation while preserving the brand's clean, monochromatic aesthetic.



✔ Why this is right

Primary colors should be used to guide attention toward key moments, such as calls to action, meaningful product interactions, and high-impact statistics.

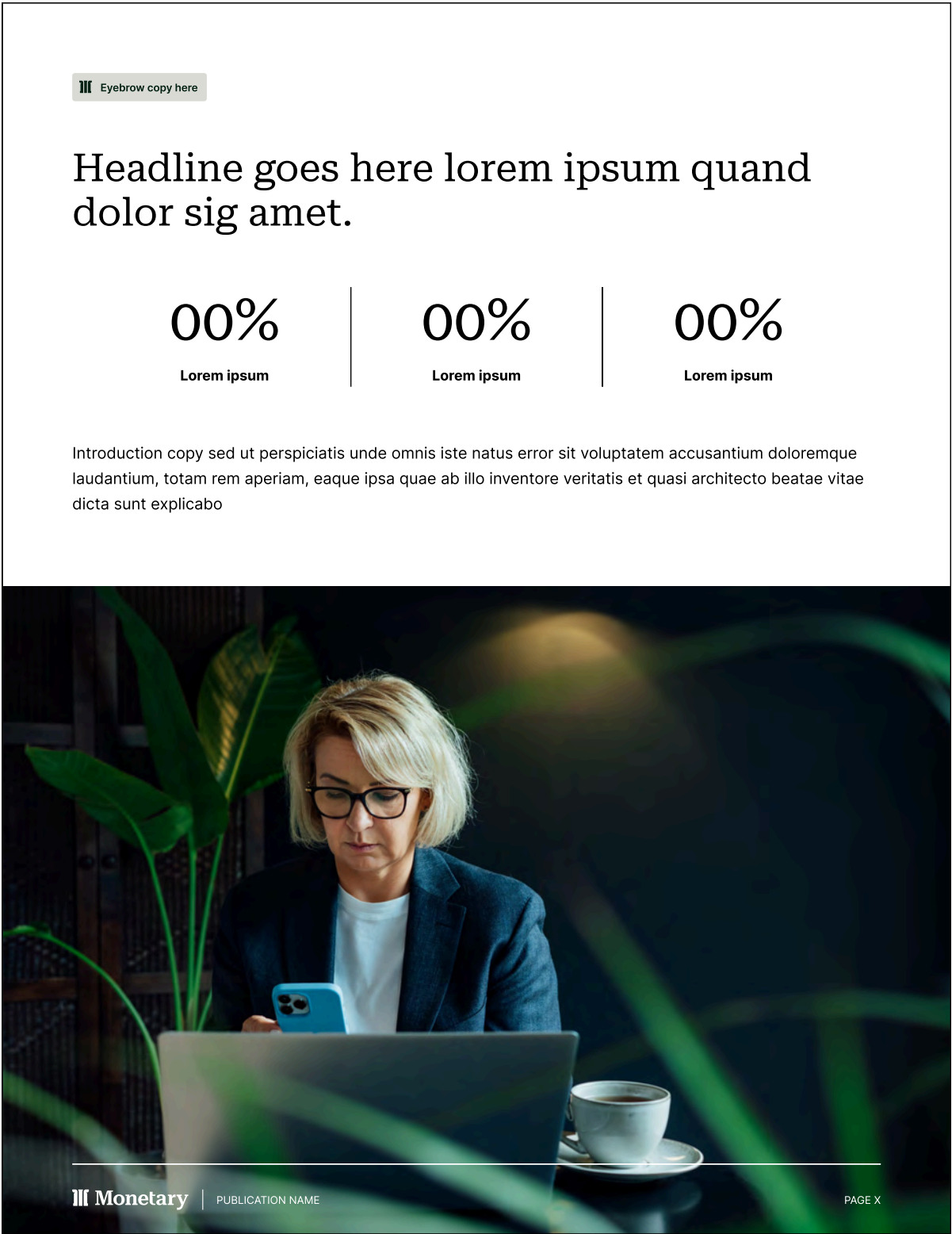


✔ Why this is right

Secondary and tertiary colors should be applied sparingly, primarily as supporting accents within imagery and illustrations.

Proper color usage

The following examples demonstrate how color should be applied across print experiences. Primary colors are used intentionally to establish hierarchy, distinguish sections of content, and draw attention to key moments. Secondary and tertiary colors are applied sparingly to accent product UI, support data visualization, and introduce subtle variation while preserving the brand's clean, monochromatic aesthetic.



✔ Why this is right

Page layouts should remain clean, spacious, and free of excessive color. Allow content to take the lead by giving messaging room to breathe and pairing it with purposeful, relevant imagery. This restrained approach creates a more focused experience.

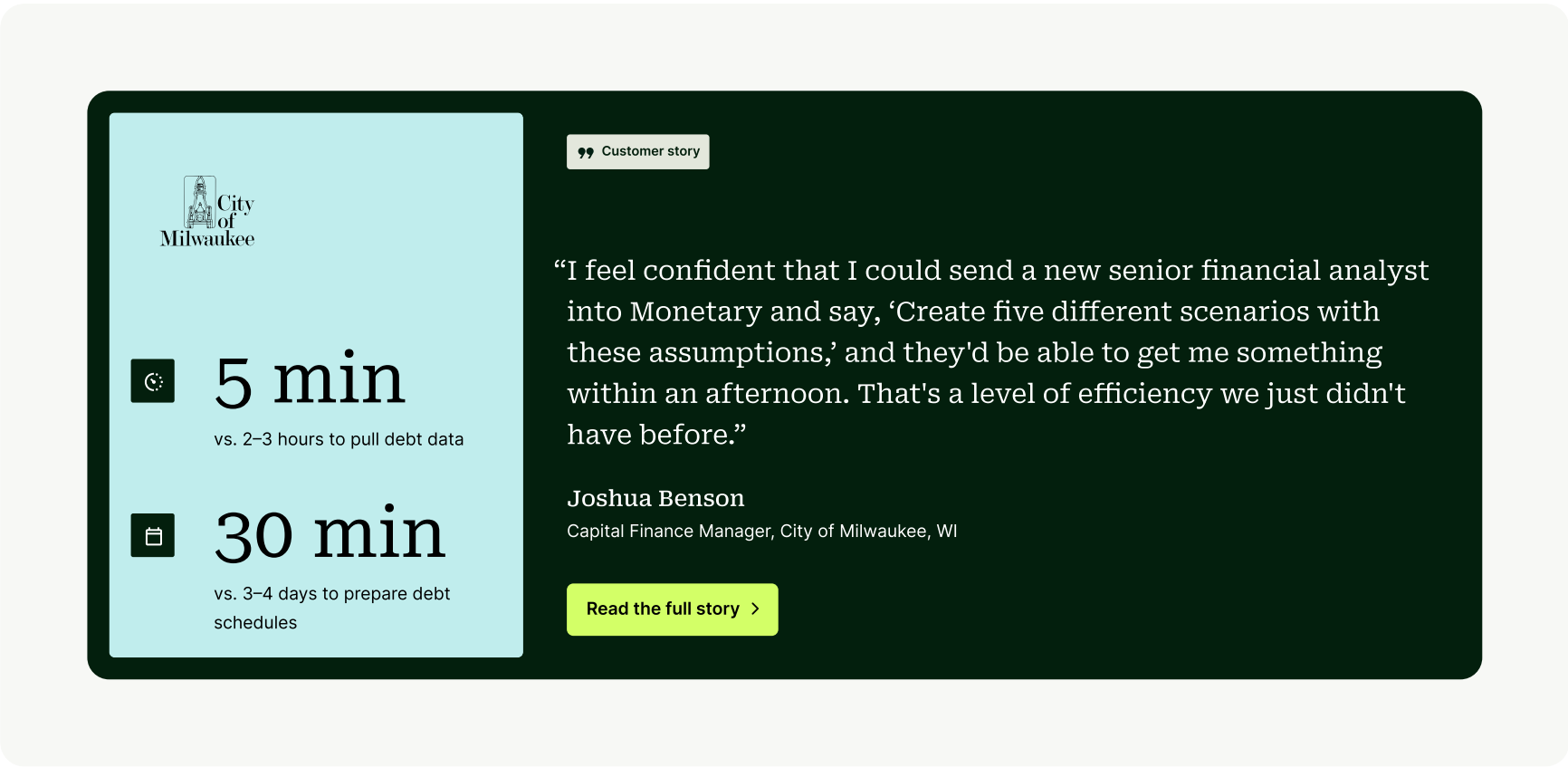


✔ Why this is right

Purposeful floods of color draw attention to impactful statistics and measurable outcomes, reinforcing Monetary's commitment to delivering meaningful results for its customers.

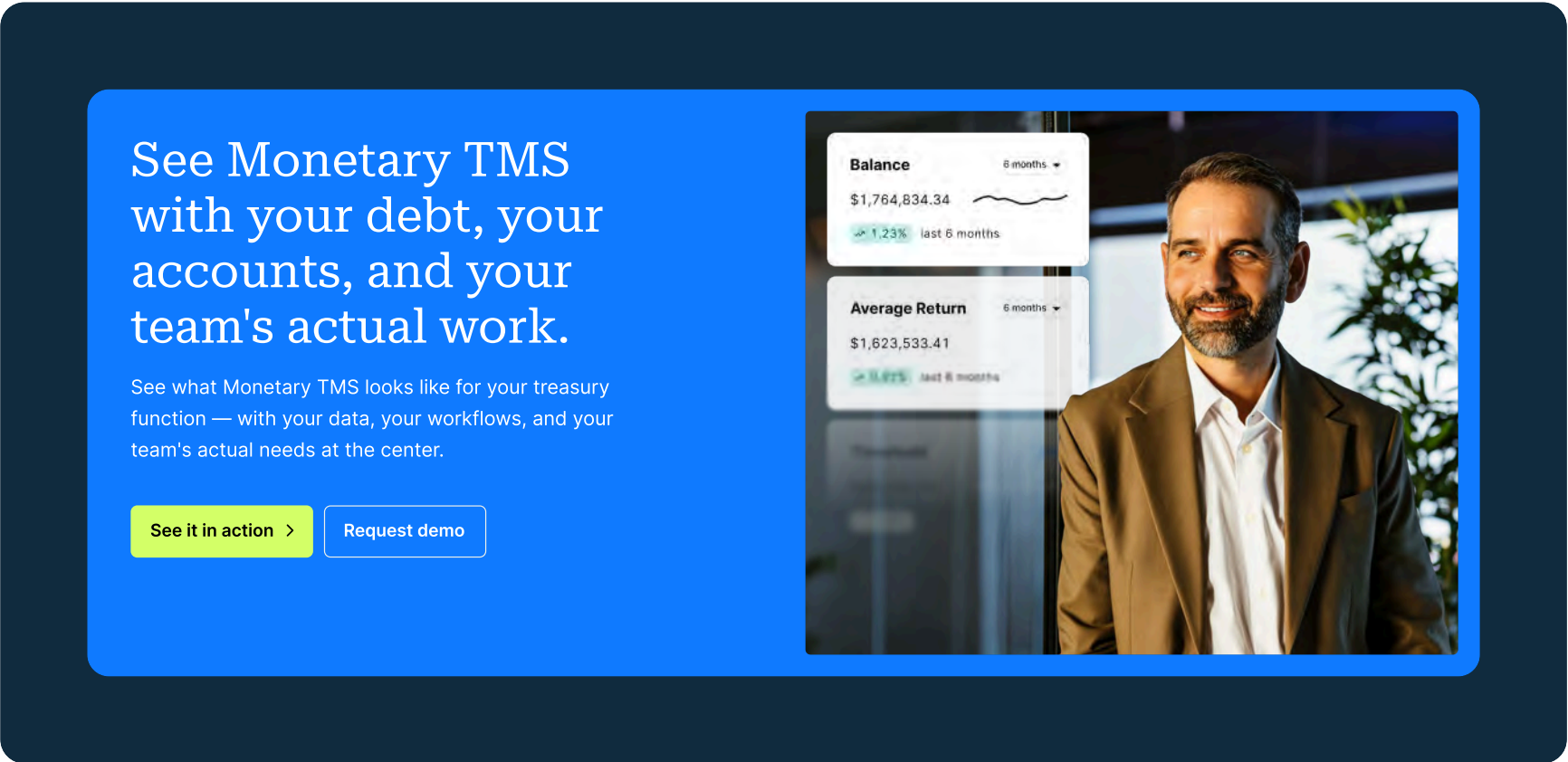
Improper color usage

Secondary and tertiary colors should remain supportive by design—used with intention and restraint. The primary palette should dominate approximately 95% of any composition, while the secondary and tertiary palettes are reserved for the remaining 5%. This balance ensures visual clarity at a glance and helps guide prospects seamlessly through the user journey.



✖ Why this is wrong

Secondary or tertiary colors should not be used as full floods in digital or print application. They should be reserved exclusively for accents within imagery, charts, and graphs.

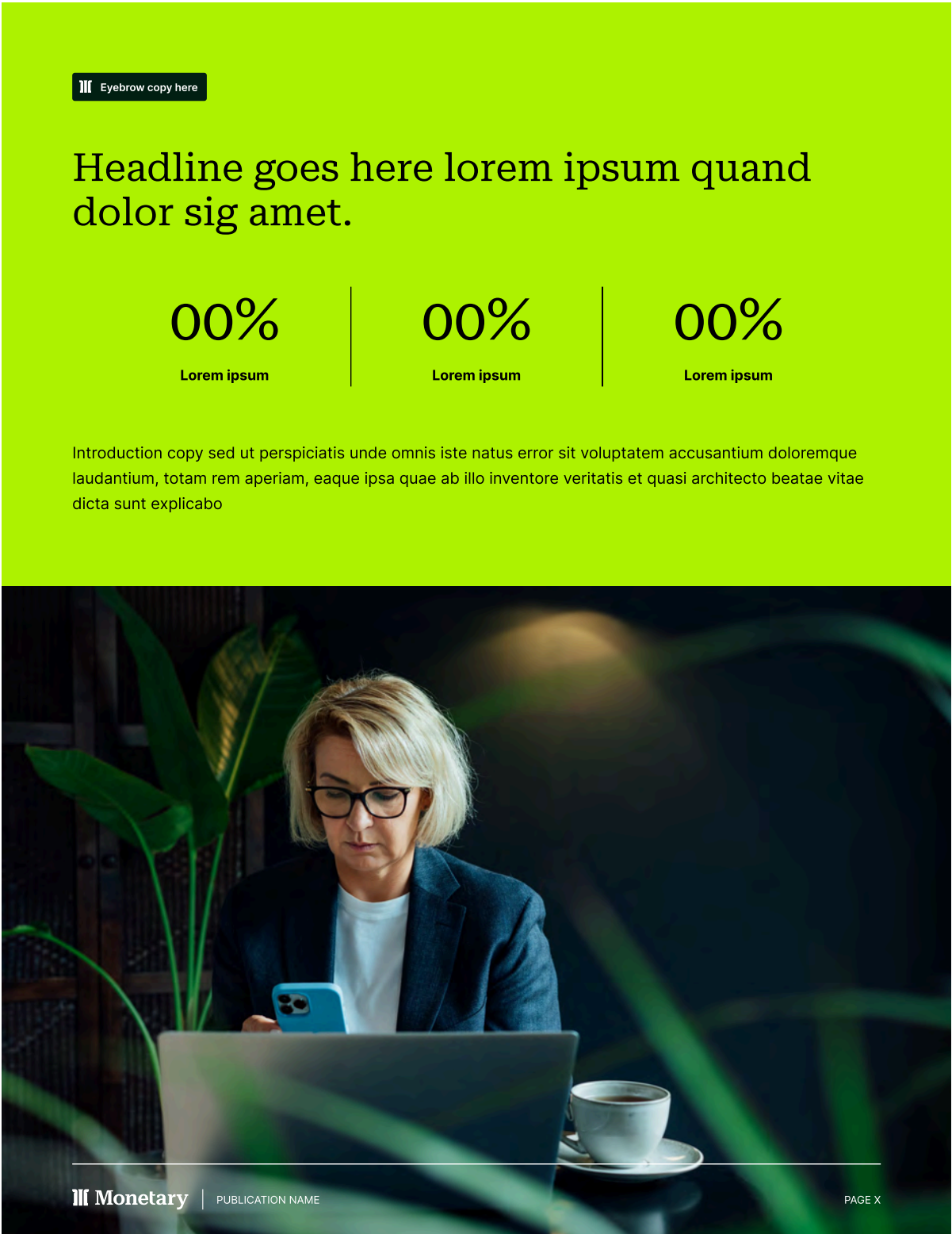


✖ Why this is wrong

Secondary or tertiary colors should not be used as full floods in digital or print application. They should be reserved exclusively for accents within imagery, charts, and graphs.

Improper color usage

Secondary and tertiary colors should remain supportive by design—used with intention and restraint. The primary palette should dominate approximately 95% of any composition, while the secondary and tertiary palettes are reserved for the remaining 5%. This balance ensures visual clarity at a glance and helps guide prospects seamlessly through the user journey.



✖ Why this is wrong

Floods of color should be used intentionally and with restraint. Overusing bright color across a page diminishes its visual impact and can reduce readability. Reserve bold color moments for areas that deserve emphasis.



✖ Why this is wrong

Secondary and tertiary colors should be used to help tell a story. Avoid using them arbitrarily. Instead, use them to represent key statistics by using Alert and Yield to signify loss or decline.

03

Typography

This section introduces the Monetary brand fonts and provides guidance on how they should be used. It details where to download the typefaces, which weights are approved, and how they appear in real-world applications. Together, these standards maintain clarity, hierarchy, and visual consistency across touchpoints.

Our brand fonts

Monetary uses two different fonts within our brand. The first is Roboto Serif. Its contemporary interpretation of a classic serif brings a sense of credibility and sophistication while remaining highly legible across digital experiences. The result is typography that feels confident, refined, and thoughtfully balanced against the clean precision of our sans serif type.

Roboto Serif can be downloaded [here](#).

Headlines • Quotes

Roboto Serif



Our brand fonts

Inter serves as Monetary's secondary typeface, providing a clean, highly functional companion to Roboto Serif. Designed for exceptional readability across digital interfaces, it is used for UI, supporting content, and applications where consistency and accessibility are essential. Its neutral character complements the brand without competing for attention.

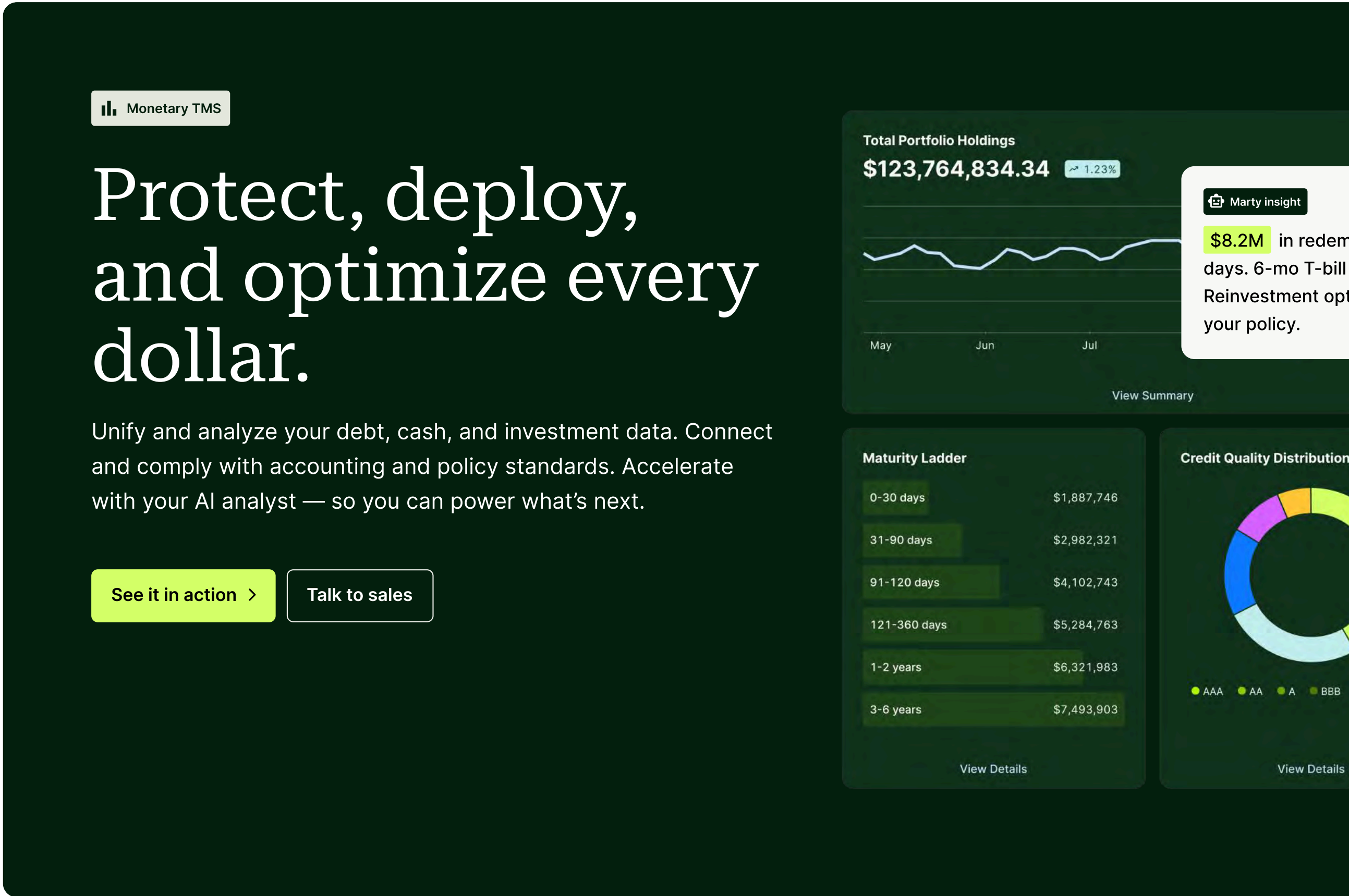
Inter can be downloaded [here](#).

Body Copy • Buttons • Links • Eyebrows

Inter

Our font in use

The following demonstrates our type in application. Hierarchy should remain clear, intentional, and easy to scan. Generous spacing between paragraphs and components is essential to preserve clarity, improve readability, and maintain the composed nature of the brand.



Introduction to font weights and tracking

Large headlines should always use regular weight with 0% tracking. Smaller headlines (H5 and smaller) should use medium. Body copy should always use a regular weight with 0% tracking. CTAs should always use semibold weight with 0% tracking.

Note:

Body copy can use the semibold weight if certain words or phrases require extra emphasis. It can also use this weight if an inline link is present.

Headlines / Headlines

Weight: Regular or Medium

Tracking: 0%

Body copy

Weight: Regular

Tracking: 0%

CTAs

Weight: Semibold

Tracking: 0%

Web type styles

The following type styles define the web typography system and establish a consistent scale and visual hierarchy across digital experiences. While these styles are optimized for web, the same hierarchy and proportional relationships should inform all branded communications. Applying this system consistently creates a cohesive visual language, whether you're designing a webpage, presentation, social graphic, or marketing asset.

H1

66/110% | Roboto Serif | Regular | Letter-Spacing: 0%

H2

54/115% | Roboto Serif | Regular | Letter-Spacing: 0%

H3

44/115% | Roboto Serif | Regular | Letter-Spacing: 0%

H4

30/125% | Roboto Serif | Regular | Letter-Spacing: 0%

H5

24/125% | Roboto Serif | Medium | Letter-Spacing: 0%

H6

20/125% | Roboto Serif | Medium | Letter-Spacing: 0%

Lead

20/160% | Inter | Regular | Letter-Spacing: 0%

Body L

18/160% | Inter | Regular | Letter-Spacing: 0%

Body M

16/160% | Inter | Regular | Letter-Spacing: 0%

Body S

14/160% | Inter | Regular | Letter-Spacing: 0%

Body S

14/160% | Inter | Regular | Letter-Spacing: 0%

Quote L

24/160% | Roboto Serif | Regular | Letter-Spacing: 0%

Quote S

20/160% | Roboto Serif | Regular | Letter-Spacing: 0%

Eyebrow

12/120% | Inter | Semibold | Letter-Spacing: 0%

Button.Link

16/120% | Inter | Semibold | Letter-Spacing: 0%

Nav.Link

14/120% | Inter | Medium | Letter-Spacing: 0%

Appropriate font colors

Typography should be used exclusively in black or white to maintain clarity, consistency, and strong contrast across every application. Limiting type to these two colors reinforces hierarchy, improves accessibility, and ensures content remains the primary focus regardless of the surrounding visual system.

White

 HEX:
#FFFFFF

Black

 HEX:
#000000

Web safe font

If Roboto Serif and Inter are unavailable, Helvetica should be used as the fallback typeface. A common example is editable email signatures, where font support is limited across email clients. Because both of our brand fonts are available through Google Fonts, it can still be used in editable applications that support web fonts, such as Google Slides, helping maintain typographic consistency across branded materials.

Email Signatures • Hubspot Landing Pages

Helvetica

P4

Iconography

This section outlines the Monetary iconography system and provides high-level guidance on how icons should be constructed and applied. It establishes foundational principles to ensure consistency, clarity, and cohesion across product and marketing touchpoints.

An introduction to Monetary’s icon libraries

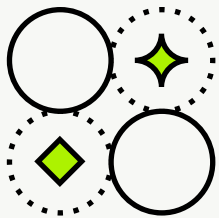
There are two distinct icon systems within the Monetary brand—expressive and functional. While both are crafted to reinforce brand recognition, each serves a specific purpose within the broader visual ecosystem.

Note:

Iconography should enhance communication without becoming redundant. Icons should only be introduced when they provide additional guidance or improve comprehension.

Expressive icon system

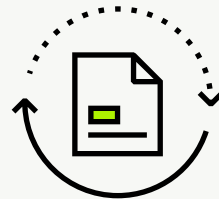
This is the primary icon system within the Monetary brand. These icons are designed to accompany imagery and typography, providing additional high-level context.



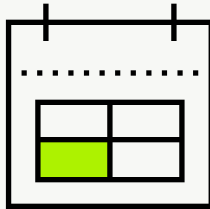
Operations



Growth



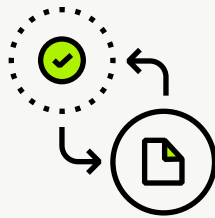
Continuous
Monitoring



Calendar



Checklist



Complexity

Functional icon system

Designed with a more reductive visual approach, these icons are optimized for legibility at smaller scales and should be used exclusively within eyebrows, navigational elements, and UX/UI.



Forecasting



Tracking



Cash



Bank



Data



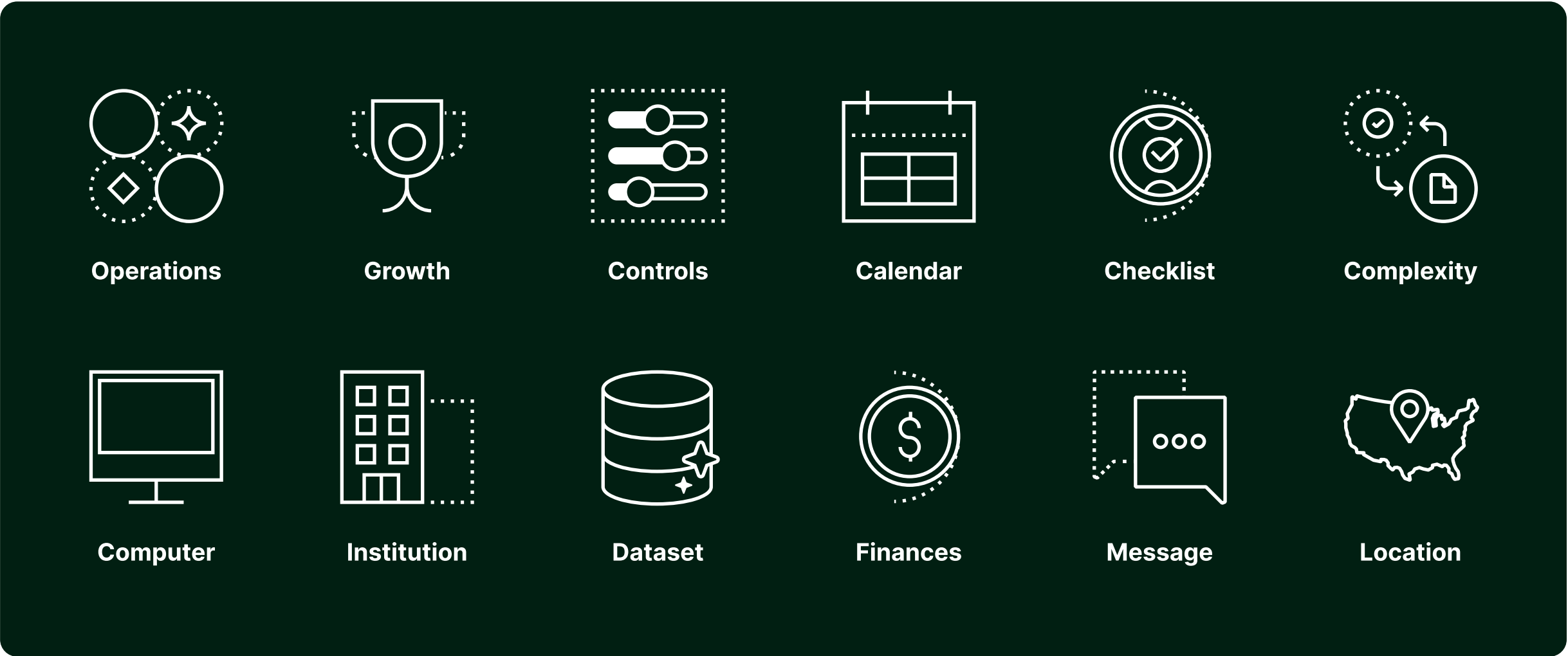
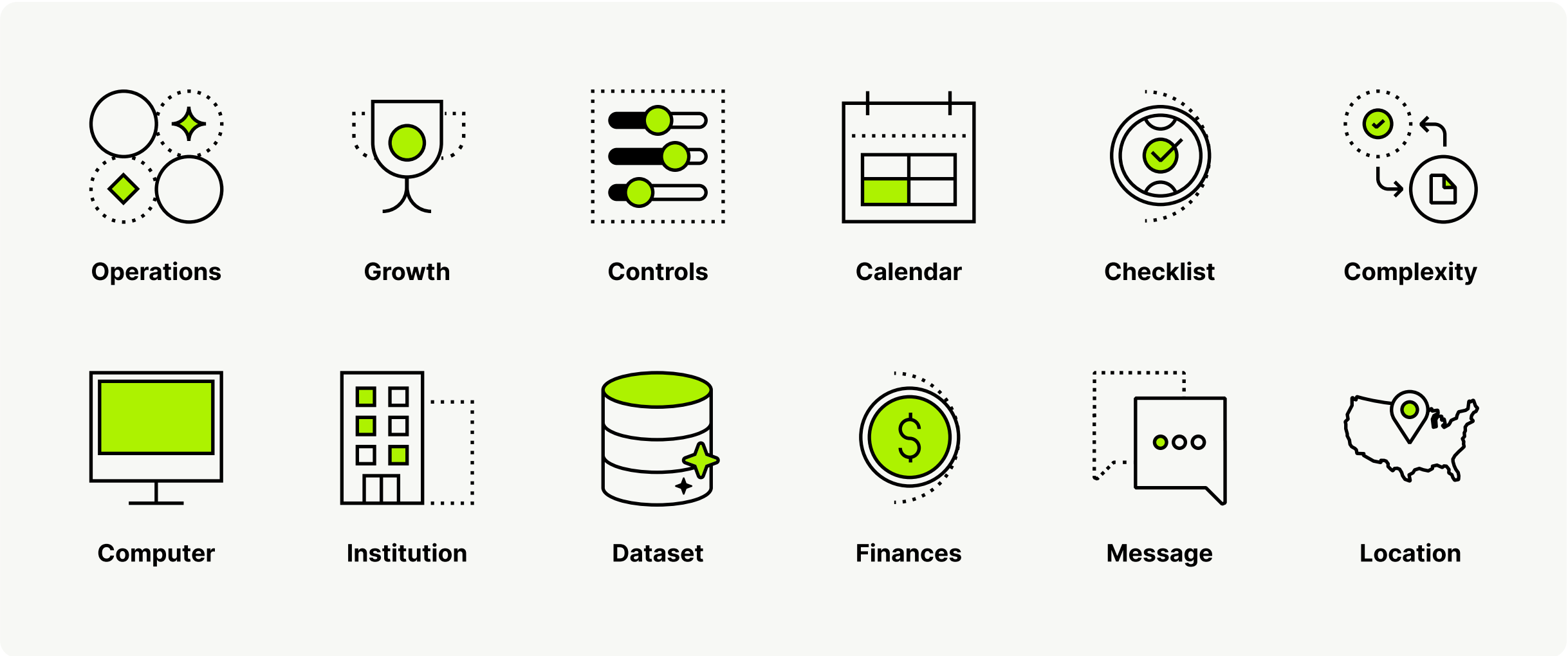
Transactions

Expressive icons

The following pages break down how to create and use our expressive icons,
as well as examples of them in application.

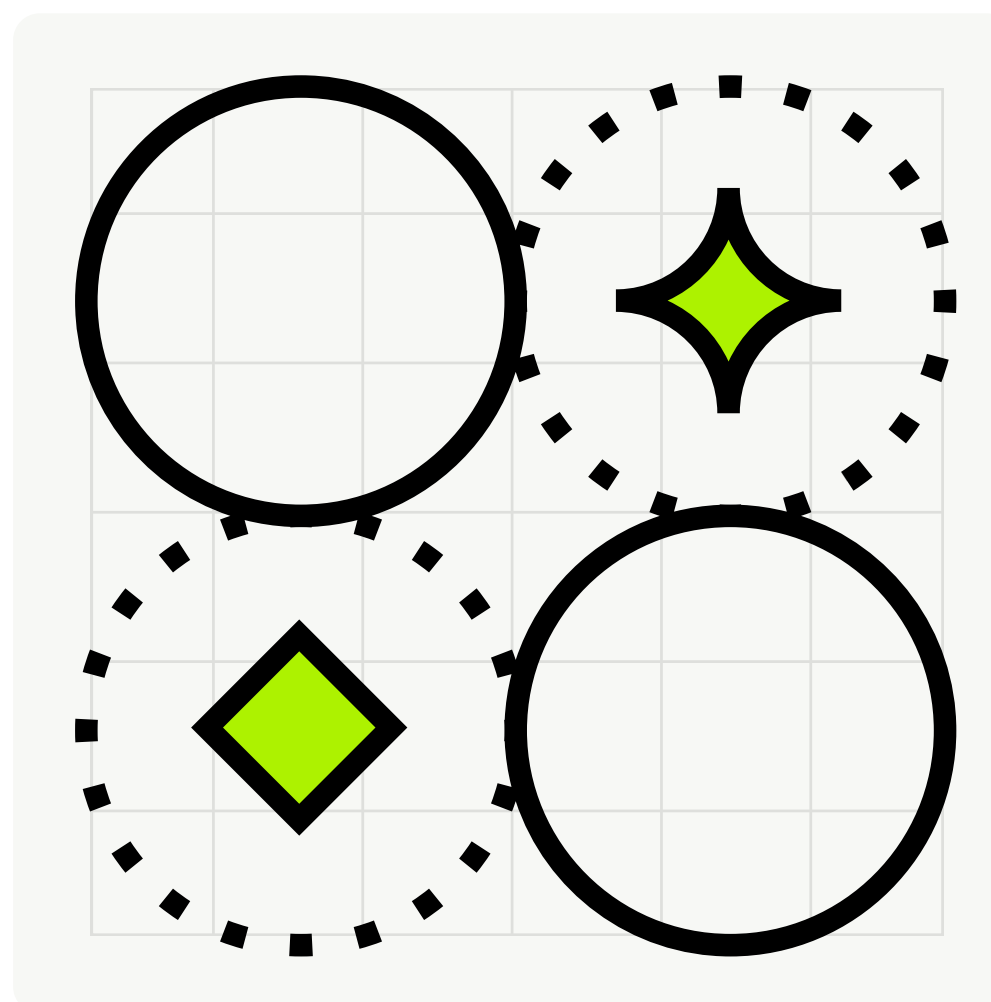
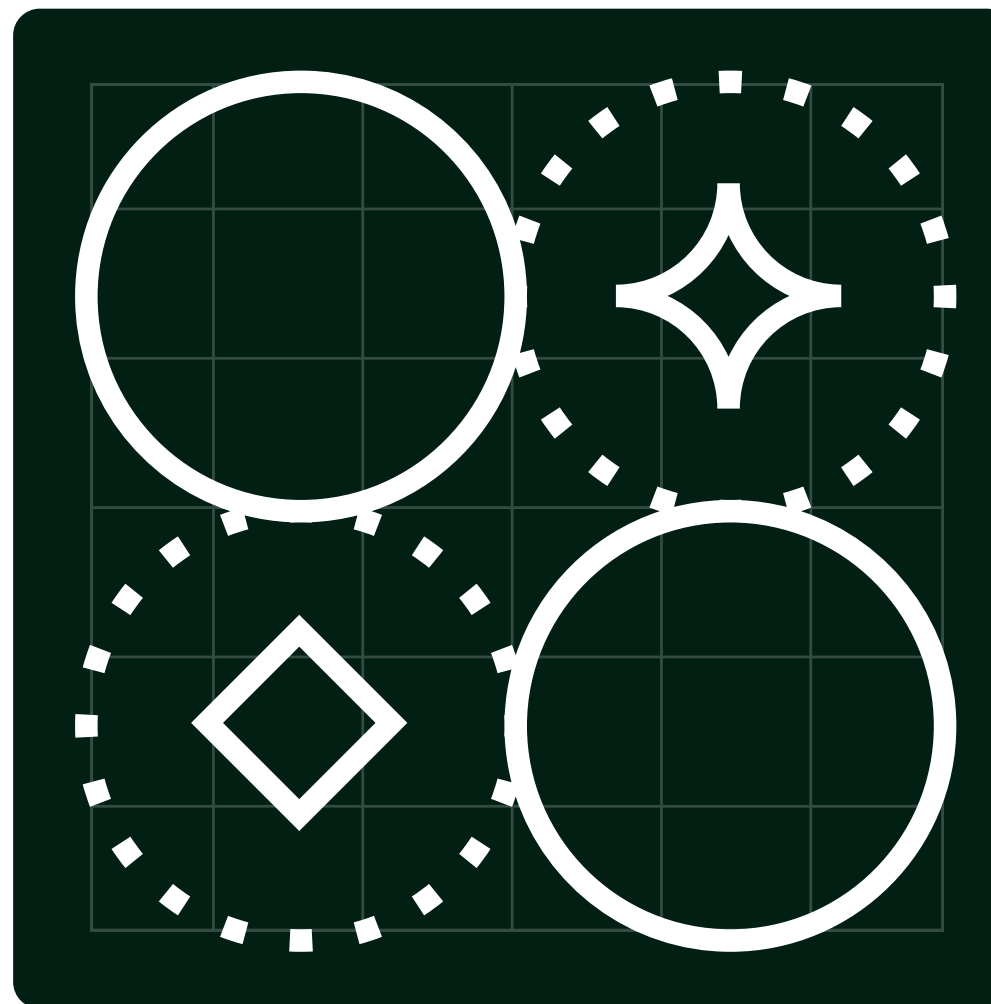
Our expressive icon library

The expressive icon library is purpose-built to reflect the clarity and precision of the brand. Constructed from clean geometric forms, a consistent line weight, and intentional fills, each icon is designed to feel cohesive, recognizable, and highly legible. This disciplined approach creates a scalable visual language that supports marketing materials and data-driven storytelling without introducing unnecessary visual complexity.



How to build expressive icons

Expressive icons are constructed consistently regardless of where they are used. The only variation is how fills are applied across light and dark backgrounds. On light backgrounds, incorporate one to four strategic fills in Highlight Dark to create emphasis and visual depth. On dark backgrounds, remove all fills and rely exclusively on linework to maximize contrast, preserve legibility, and maintain a clean, refined appearance.



How to build an expressive icon:

Getting started:

These icons are constructed on an 80×80 px grid. While icon concepts may be abstract, they should always include moments of literal clarity to ensure they remain immediately recognizable. On light backgrounds, incorporate one to four strategic fills in Highlight Dark to add emphasis and visual interest. On dark backgrounds, remove all fills and rely solely on linework to maximize contrast and maintain legibility.

Line weight:

2px

Icon color:

Dark mode: White (#FFFFFF)

Light mode: Black (#000000) and Highlight Dark (#AEF300)

When to use expressive icons

Expressive icons should be used to add intuitive context in moments where copy and photography alone cannot fully communicate an idea. They help simplify complex concepts, guide the viewer’s attention, and create quicker visual understanding across marketing touchpoints. Whether supporting headlines, reinforcing product capabilities, or highlighting key information, icons should always feel purposeful, recognizable, and secondary to the core message they support.

Why Monetary exists

Corporate treasury tools weren't built for government and nonprofit finance. Monetary was.

Government and nonprofit finance runs on structurally different rules. No corporate TMS was designed for them — and adaptation isn't enough.



You finance capital through bonds, not equity.

Bond proceeds, amortization schedules, continuing disclosure obligations, and tax-exempt compliance requirements are specific to public debt. No generic treasury tool knows they exist.



You account under GASB 87 and GASB 96.

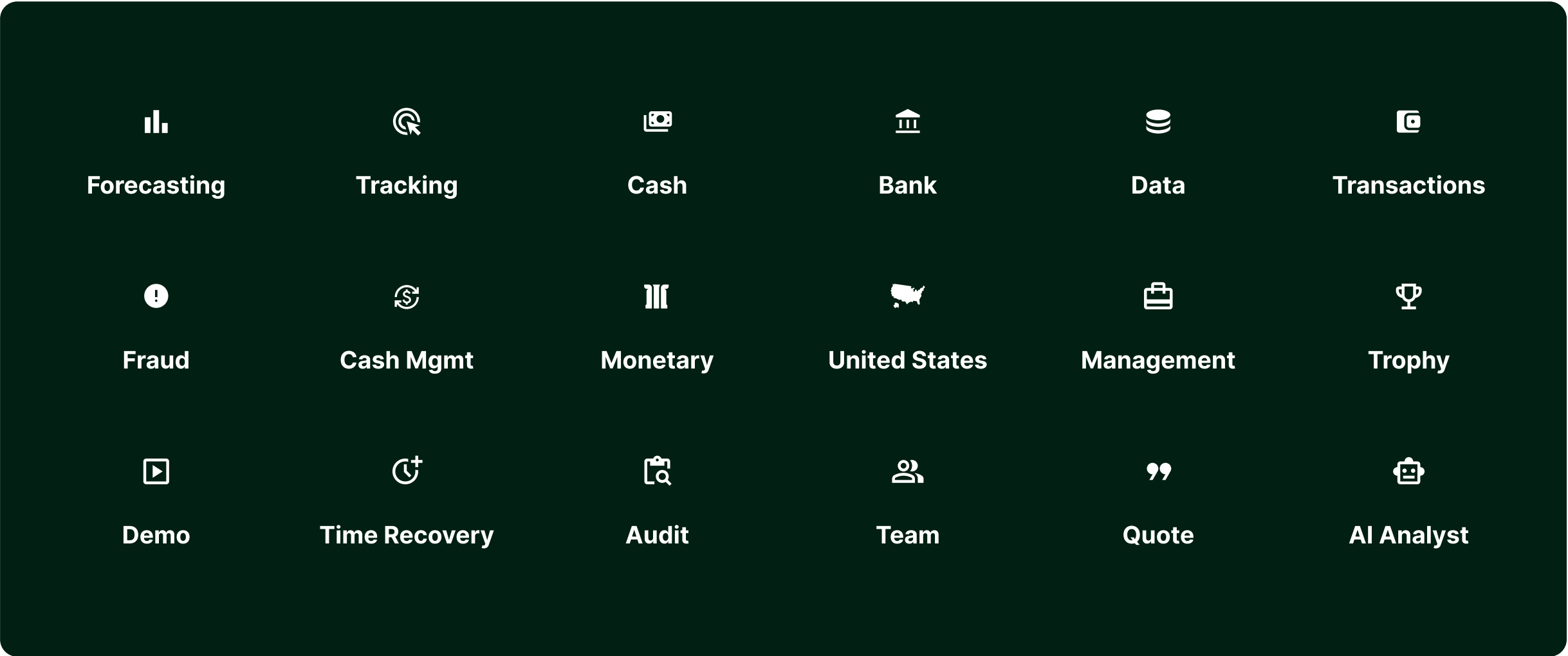
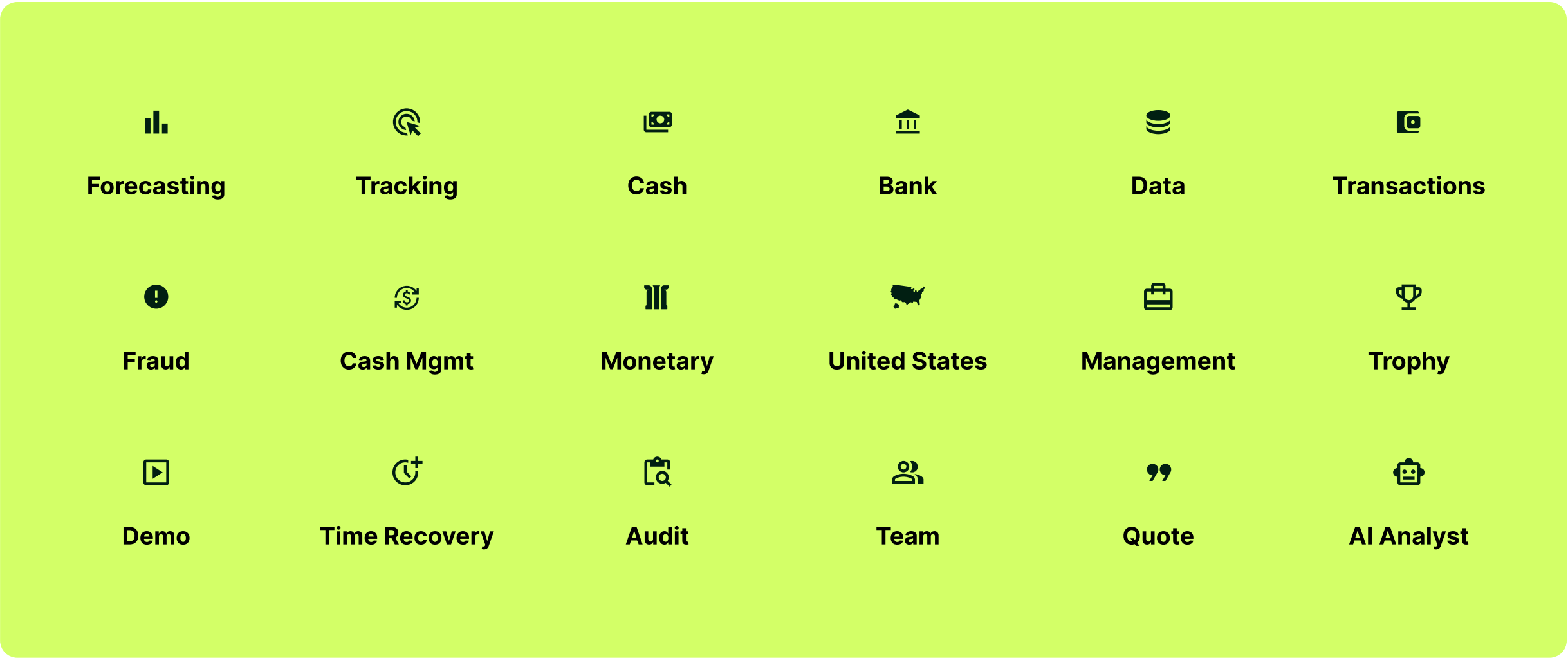
Governmental lease and subscription accounting standards that no corporate TMS knows exist — and that no software can systematically remeasure when terms change.

Functional icons

The following pages break down how to create and use our functional icons, as well as examples of them in application.

Our functional icon library

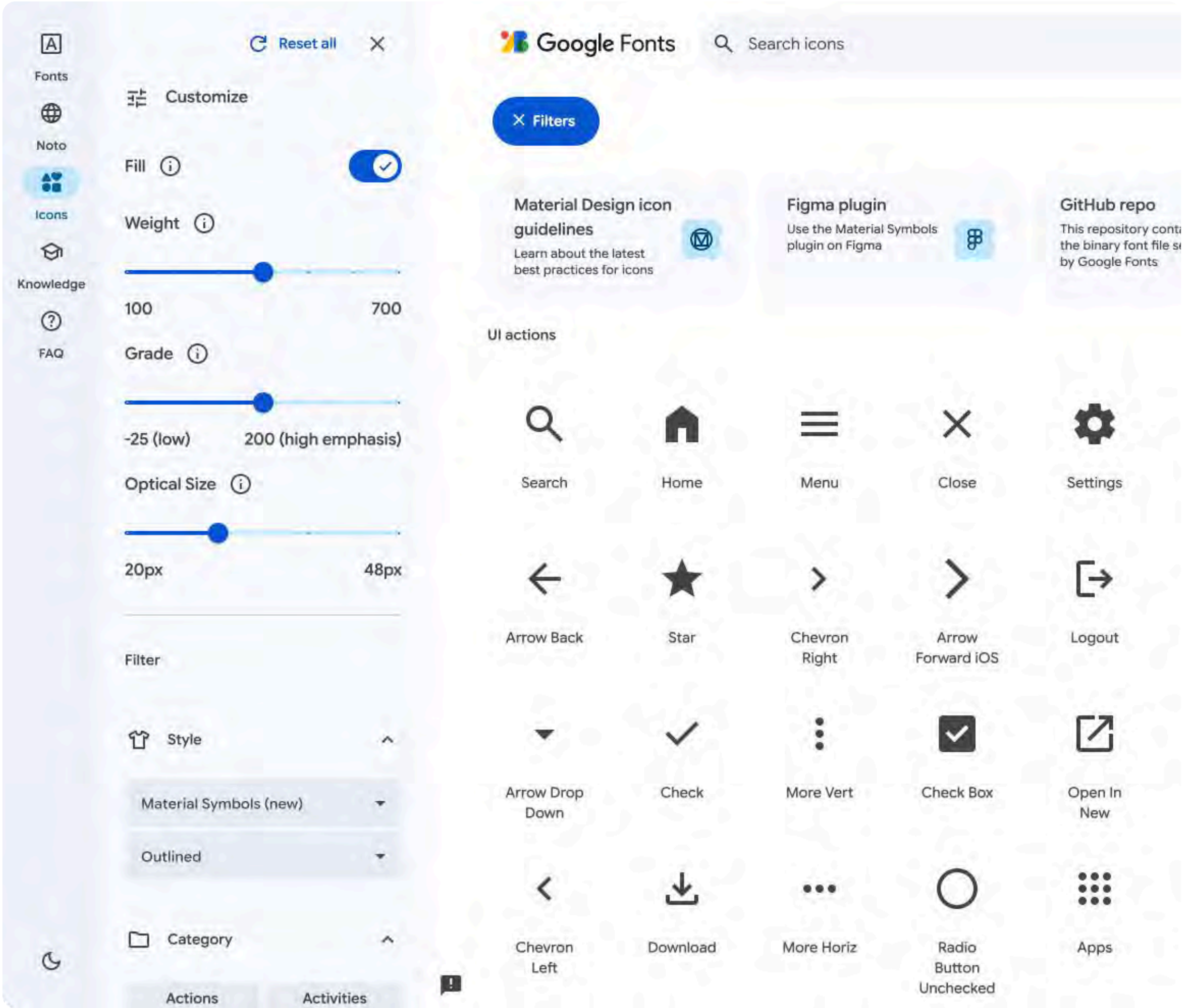
Our functional iconography system is designed to flawlessly pair with our expressive icon system. There are a couple key visual differences between this library and the former. First, these icons are filled instead of outlined. This allows them to scale to their needed size without losing legibility. Second, these icons are simple and easy to read at a glance. Less is always more with this set.



How to build functional icons

The functional icon library is designed for speed, consistency, and ease of implementation. Built entirely from **Google Material icons**, it requires minimal effort to expand while ensuring every interface element feels familiar and cohesive across the Monetary ecosystem.

To use a functional icon, select the Google Material icon that most accurately represents the subject matter and ensure the fill variant is enabled. After downloading, scale the icon to 20×20 px if needed, then update the fill color to Black Forest (#03200D) on light backgrounds or White (#FFFFFF) on dark backgrounds.



When to use functional icons

Functional icons should be used to guide the viewer. Whether used within an application, on the web, or across social collateral, they create an intuitive wayfinding system that signals the type of content or action users can expect next.

The most common usage for functional icons will be in eyebrows and nested with stats.

FAQs

What treasurers and CFOs ask us before they buy.

See the full process >

How long does implementation take?

Most customers go live in approximately five months, with structured cutover from a G/NP-experienced implementation team. "This is the best implementation I've ever been through in my 28-year career." — Laura Taylor, CFO, St. Louis Co.

Will this work with our ERP, banks, and custodians?

How does Marty handle decisions involving real money?

We're starting smaller than \$50M outstanding debt. Is Monetary a fit?

Debt management



10-15 bps

reduction in borrowing costs.
Worth ~\$50K-\$75K/year for every ~\$50M refinanced.

Solutions for debt



\$150-330k

in unlocked annual yield from idle deposits deployed at higher rates.

Staff productivity



50-70%

reduction in manual treasury task hours. Equivalent to 1.5-2 FTE redirected to strategic work.

Compliance risk

60-70%

reduction in penalty avoided incident 80 staff hours in

05

Photography

This section outlines the Monetary photography system and provides high-level guidance on how photography should be sourced, what to look for, and how it should be used. It establishes foundational principles to ensure consistency, clarity, and cohesion across product and marketing touchpoints.

An introduction to our photography style

Photography is a foundational element of how we communicate with every audience. Strong imagery creates emotional resonance and helps people see themselves reflected in the stories we tell. The most compelling photographs feel authentic to the lives, environments, and experiences of the people portrayed.

Note:

Diversity is an essential consideration when selecting photography. Feature a broad range of ethnicities, ages, body types, and backgrounds to ensure the brand feels authentic, inclusive, and representative of the communities Monetary serves.



Photo style #1: heroic portraiture

Heroic portraiture celebrates the people behind public finance. Subjects look directly into the camera with a calm, confident presence, creating images that feel authentic, capable, and editorial rather than posed. These portraits reinforce the expertise and professionalism of Monetary's customers.

Note:

Only one person should be the primary focus of heroic imagery. Other subjects can be present in the background so long as they don't compete with the hero.



Photo style #2: people at work

This style captures professionals in the middle of meaningful work. Subjects should appear naturally engaged with colleagues, technology, or their environment, emphasizing genuine moments over staged interactions. The result is candid photography that brings the day-to-day work of treasury and finance teams to life.

Note:

One to three people can be featured within this photo style. However, it's important to maintain clarity by choosing imagery with an obvious focal point.

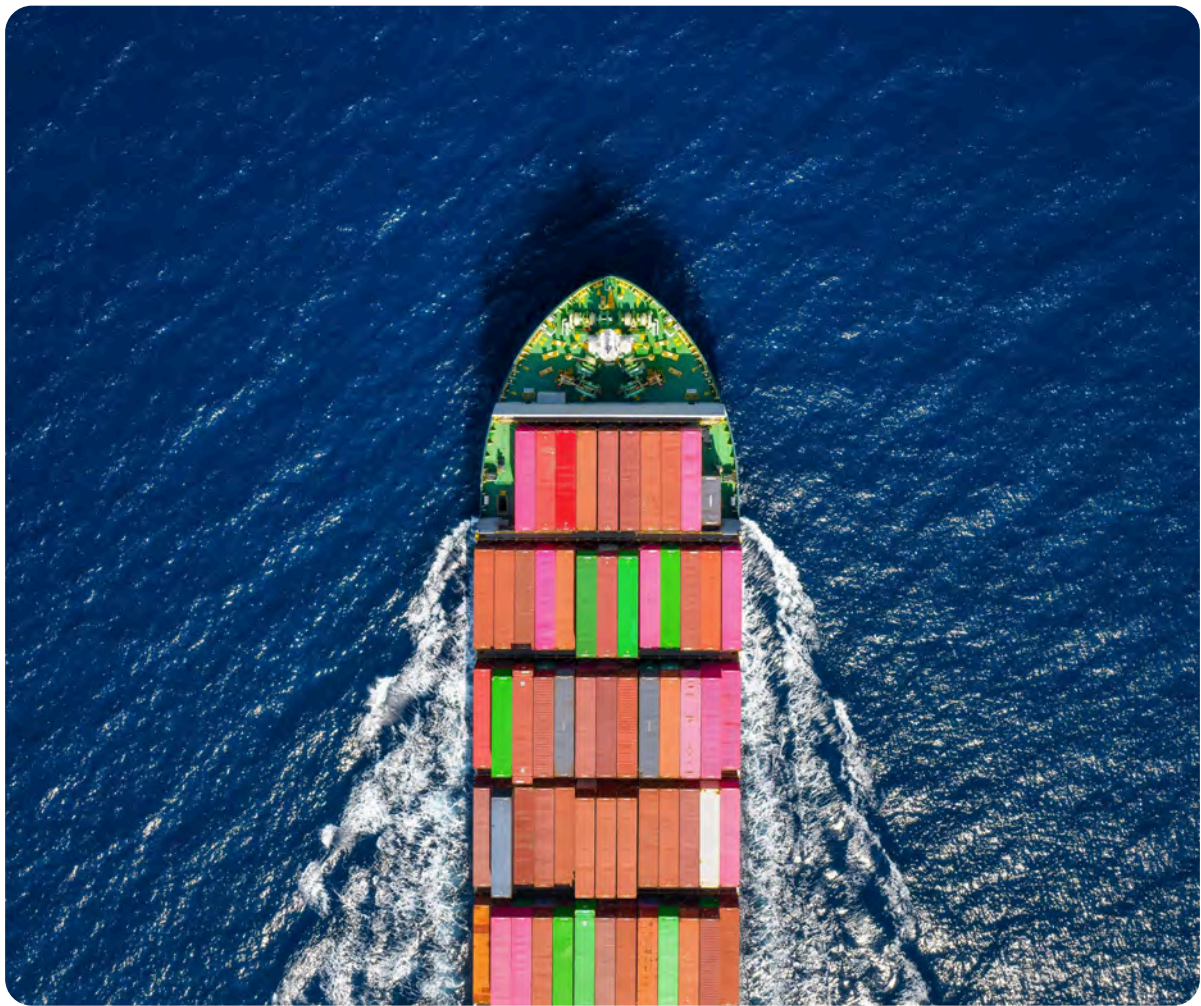


Photo style #3: industry-specific

Industry-specific photography provides context for the organizations Monetary serves. Combining candid workplace moments with confident portraiture, these images highlight environments unique to government agencies, higher education, healthcare, utilities, nonprofits, and other public sector organizations. The focus is on creating imagery that feels relevant, credible, and immediately recognizable to each audience.

Note:

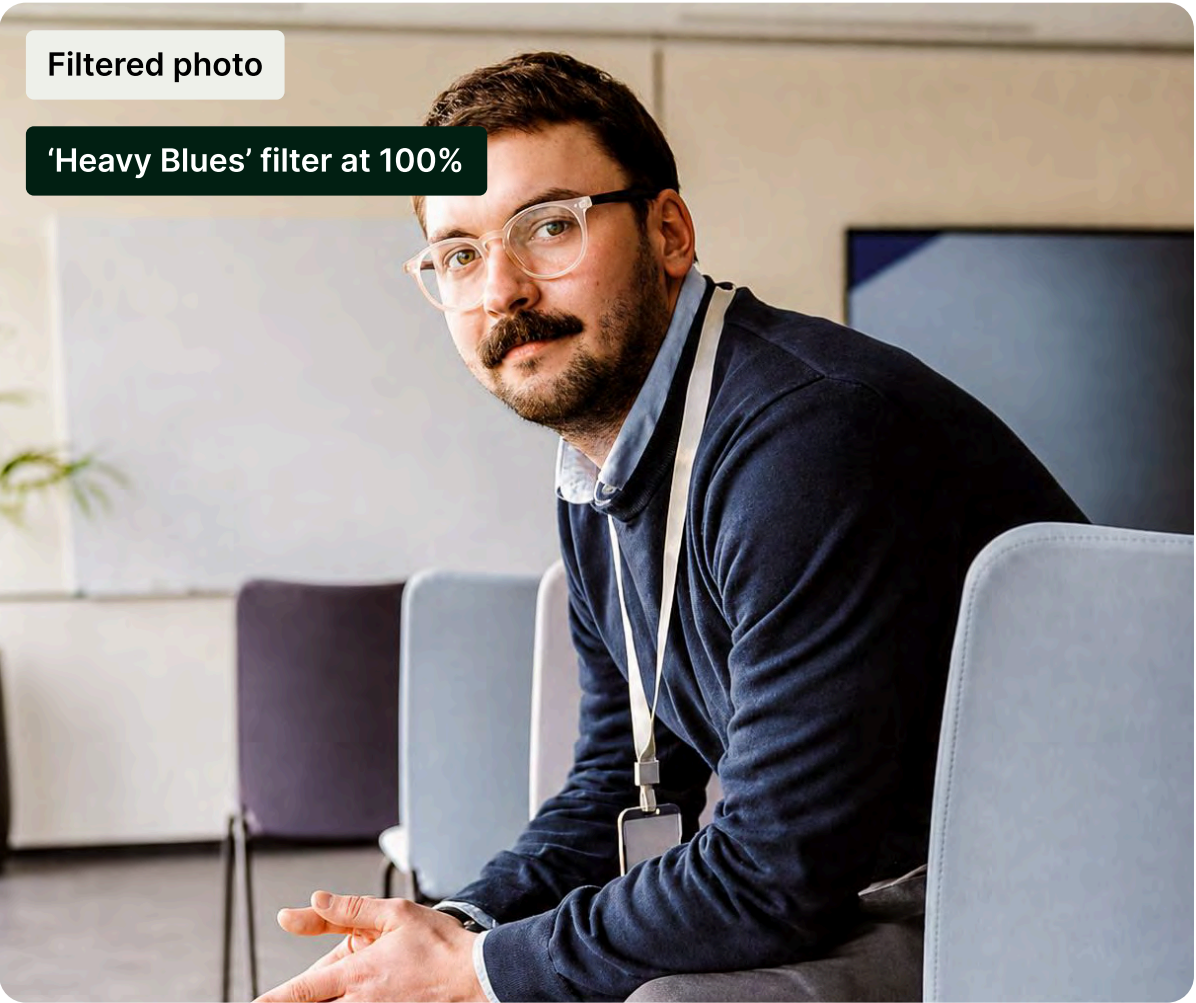
This photographic treatment may feature one to three people or focus entirely on the environment. When no people are present, use dynamic, motion-driven compositions that convey energy and visual interest.



Color correction

Although the Monetary brand uses stock photography, selected images should feel as though they were captured during the same photoshoot. To maintain visual consistency, a suite of Lightroom filters has been developed for images requiring adjustment. Because every photo has a unique color profile, filter intensity may be tailored on a case-by-case basis.

Note:
Presets can be downloaded [here](#).



Color correction

The preset pack includes three filters: one for images with predominantly blue tones, one for images with predominantly green tones, and one for images with an otherwise balanced color profile that need additional contrast. Before exporting the final image, assess its color and tonal qualities to determine which preset will produce the best result.

Note:

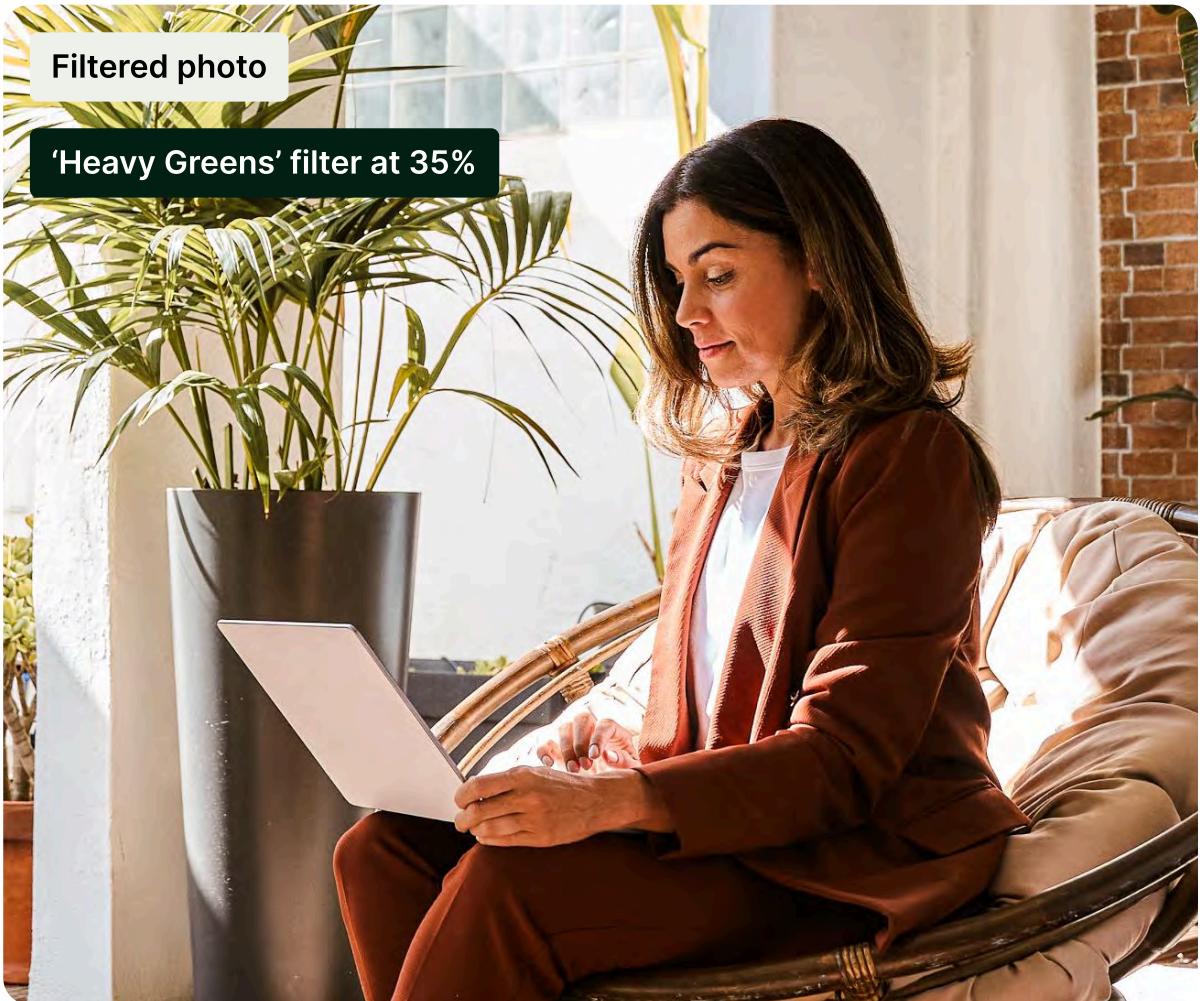
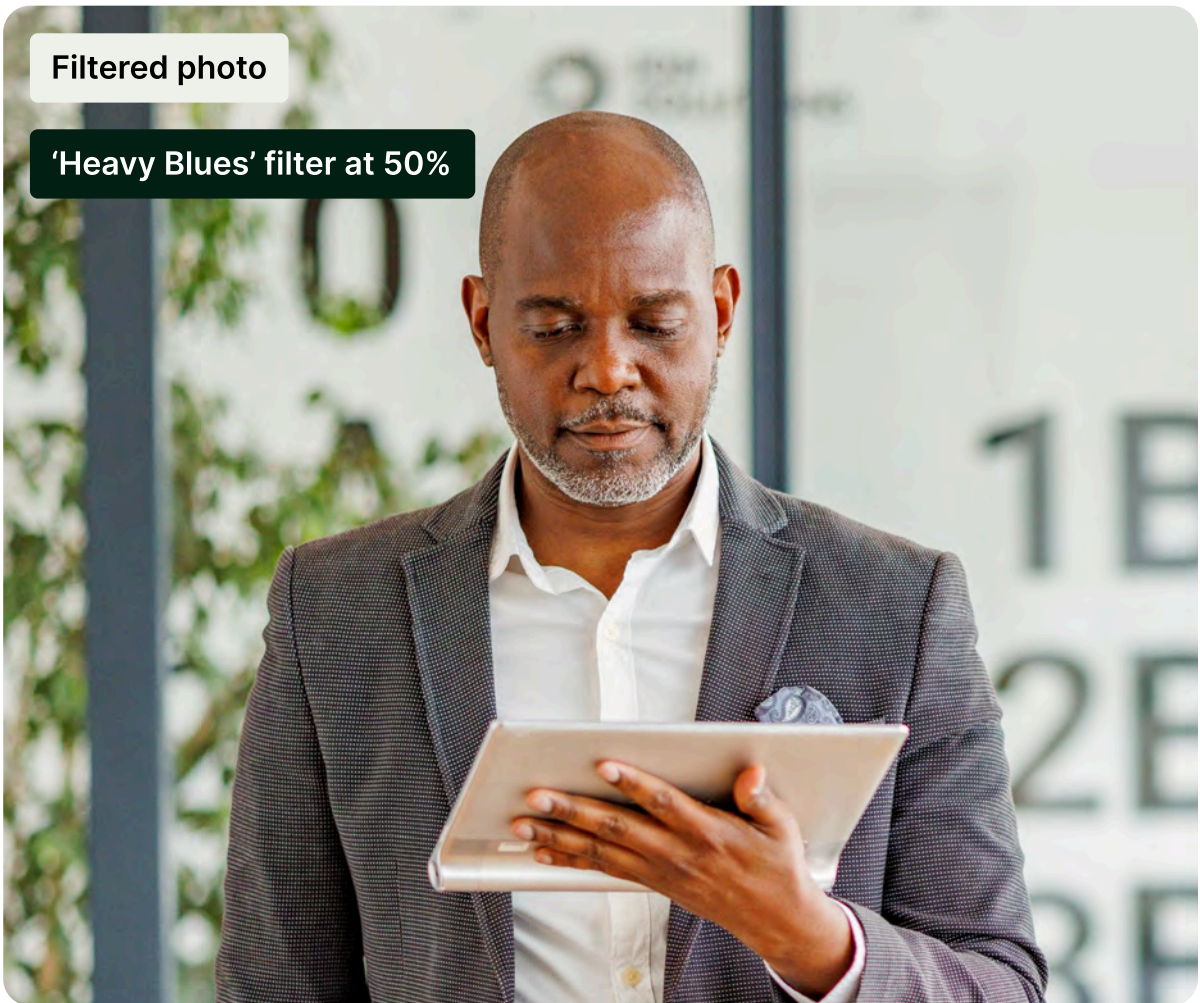
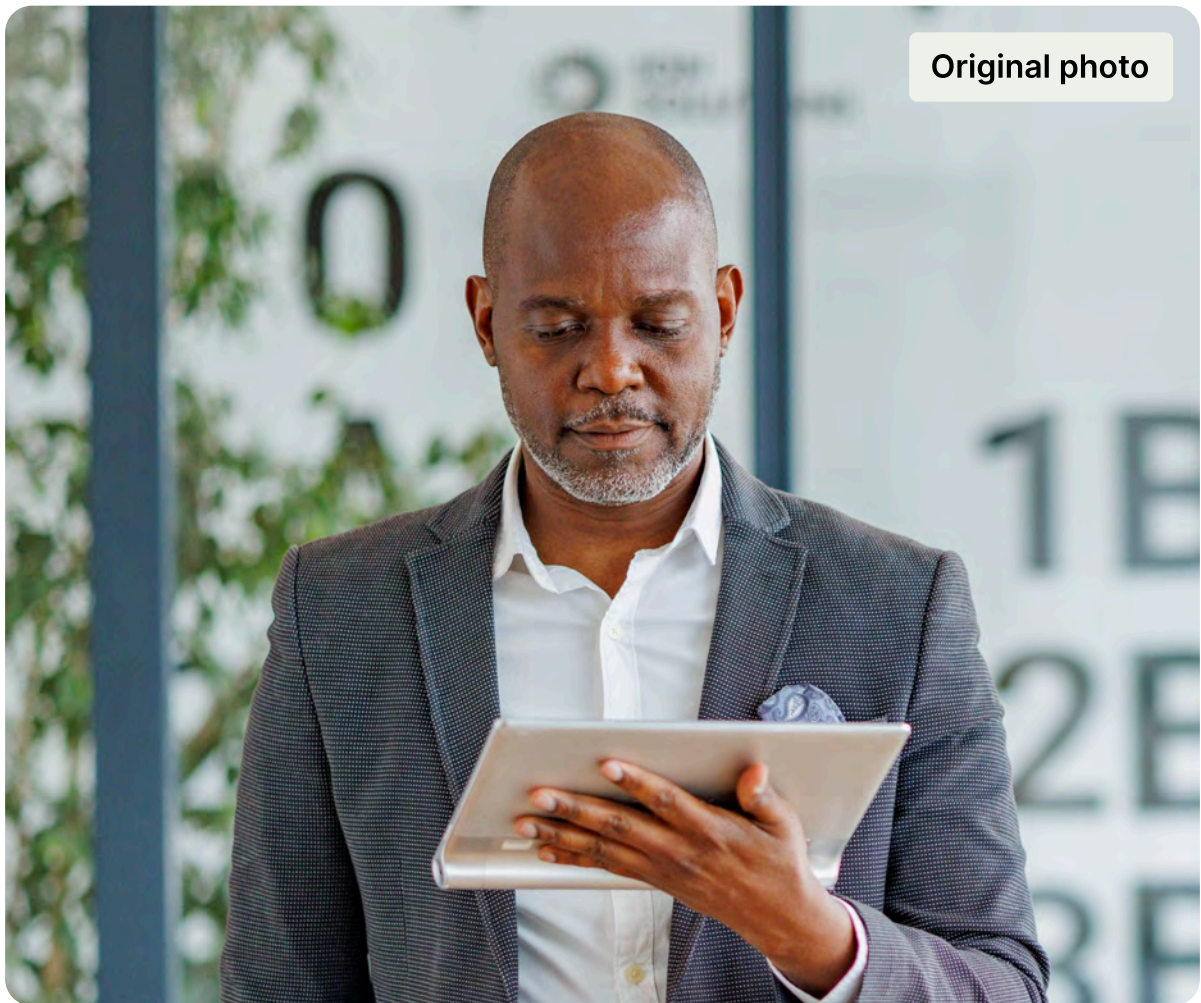
Presets can be downloaded [here](#).



Color correction

Depending on the source image, applying a filter at 100% may produce an overly intense result. If needed, reduce the filter’s strength using the Amount control in the Presets panel. Whenever possible, avoid adjusting the individual settings within the preset itself.

Note:
Presets can be downloaded [here](#).

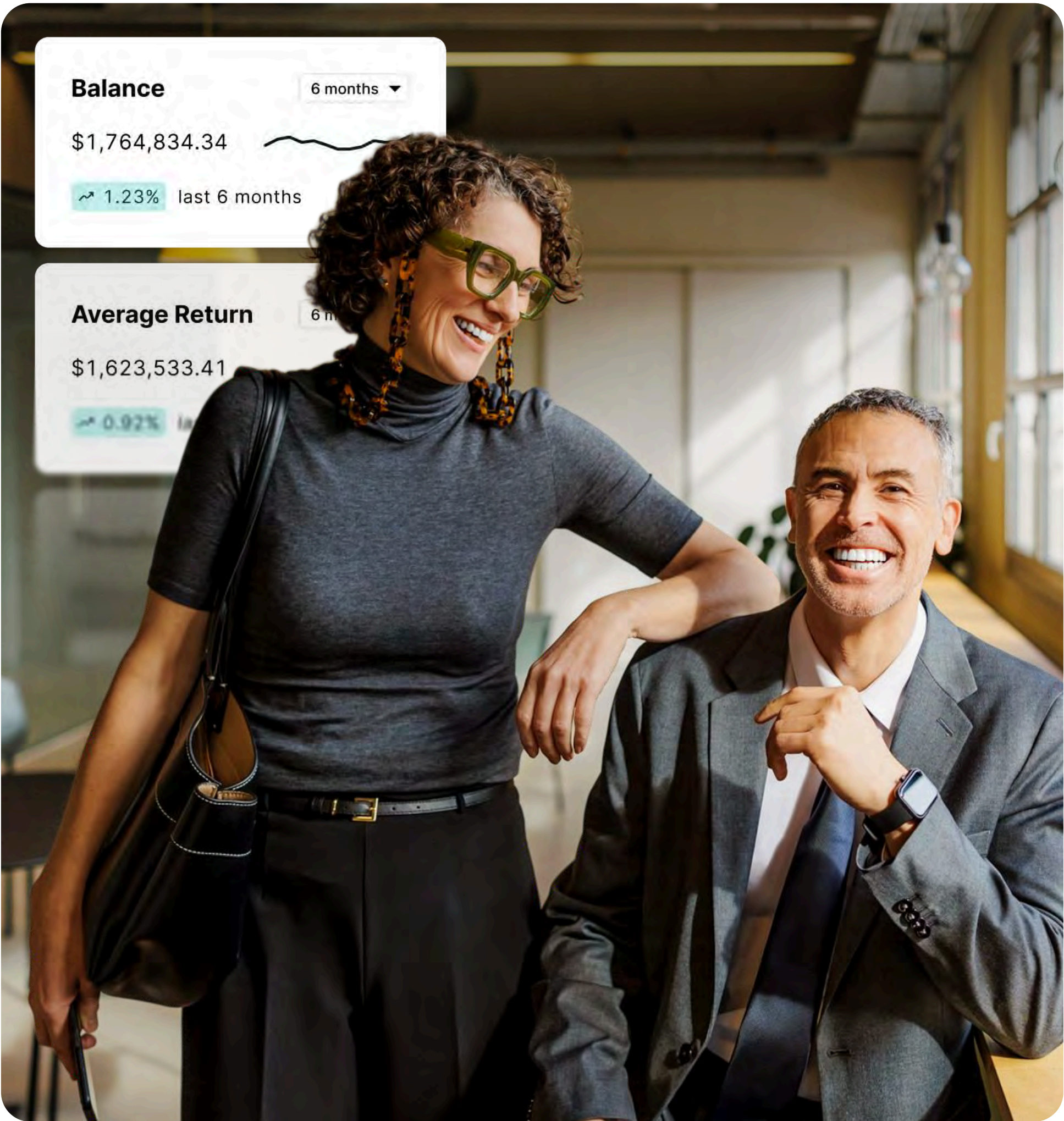


Incorporating product into photogrpahy

Integrating authentic Monetary product widgets into photography creates imagery that is distinctive and uniquely ownable to the brand. Widgets should accurately reflect the product's content and functionality, while colors may be thoughtfully adapted to align with our visual identity. This approach reinforces the connection between the brand and the platform without compromising authenticity.

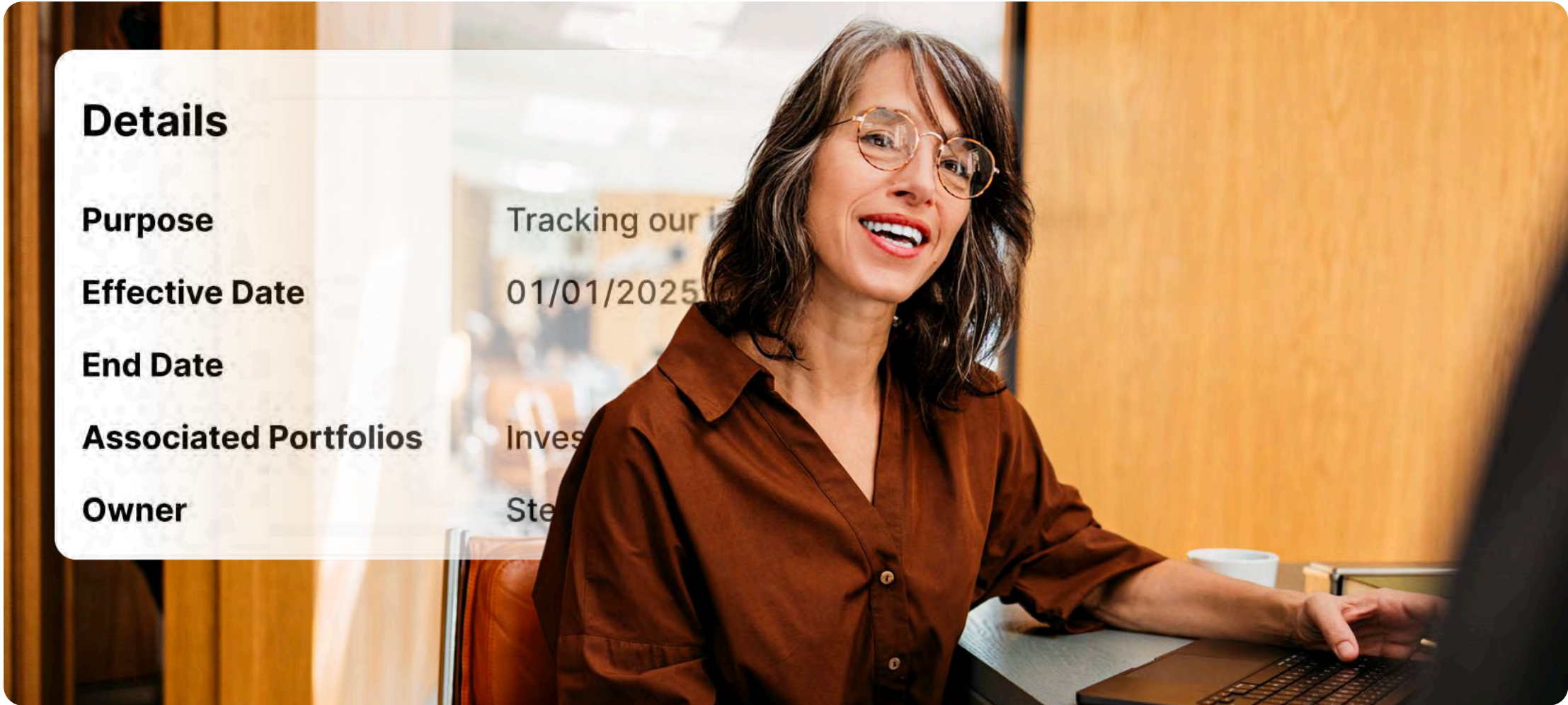
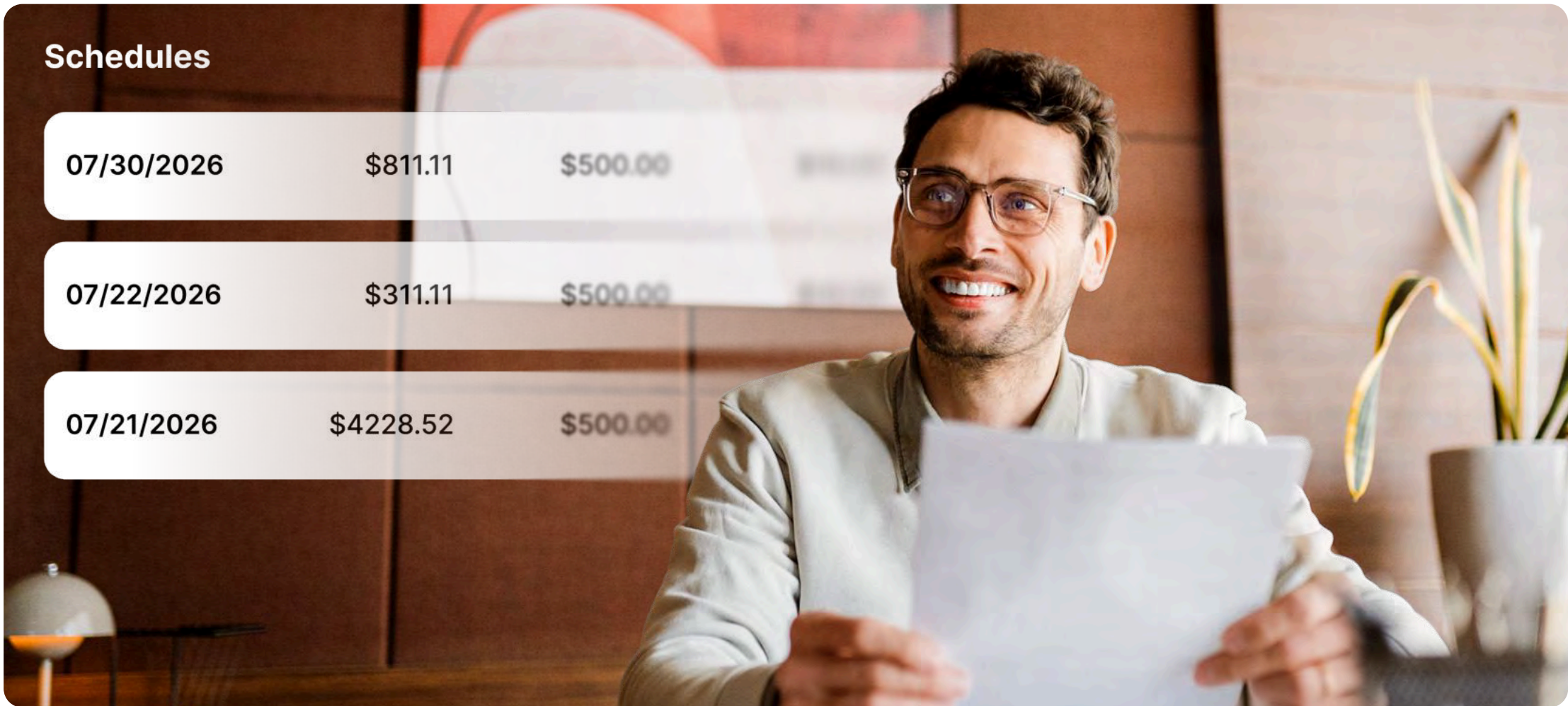
Note:

Carefully masked photo overlays, progressive blurs, and subtle gradient fades create a seamless transition between people and product. These treatments integrate photography and interface elements into a single, cohesive composition while maintaining clarity, depth, and visual balance.



Incorporating product into photogrpahy

The following page highlights additional examples of how the Monetary product can be thoughtfully integrated into photography. These examples demonstrate best practices for blending product UI with imagery in a way that feels natural, cohesive, and unmistakably tied to the brand.



Sourcing photography

All photography for Monetary has been sourced from [Unsplash](#), [Stocksy](#), and [Shutterstock](#). Unless a photo is intended for large-format print, purchasing a medium-resolution version should be sufficient.



Illustration

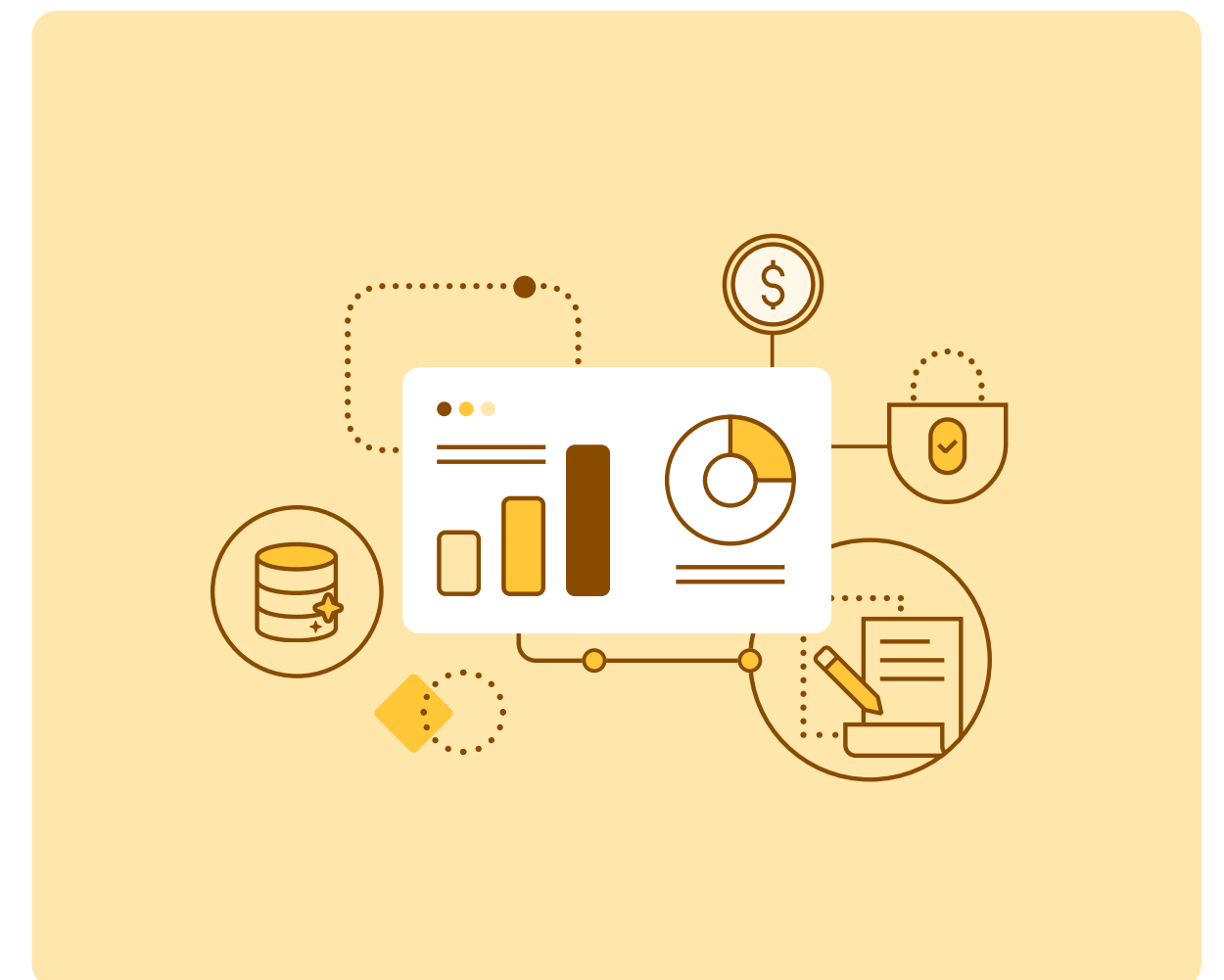
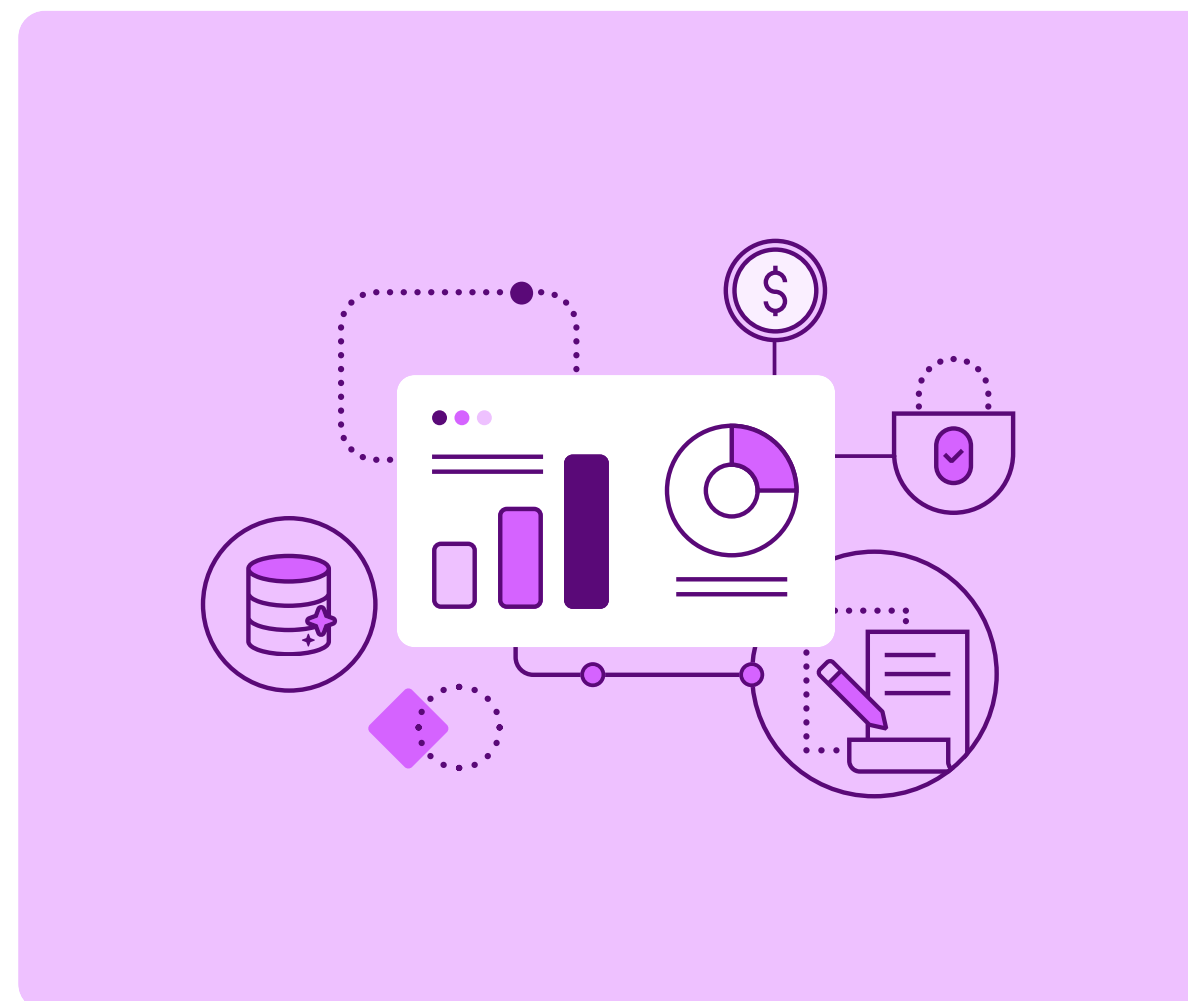
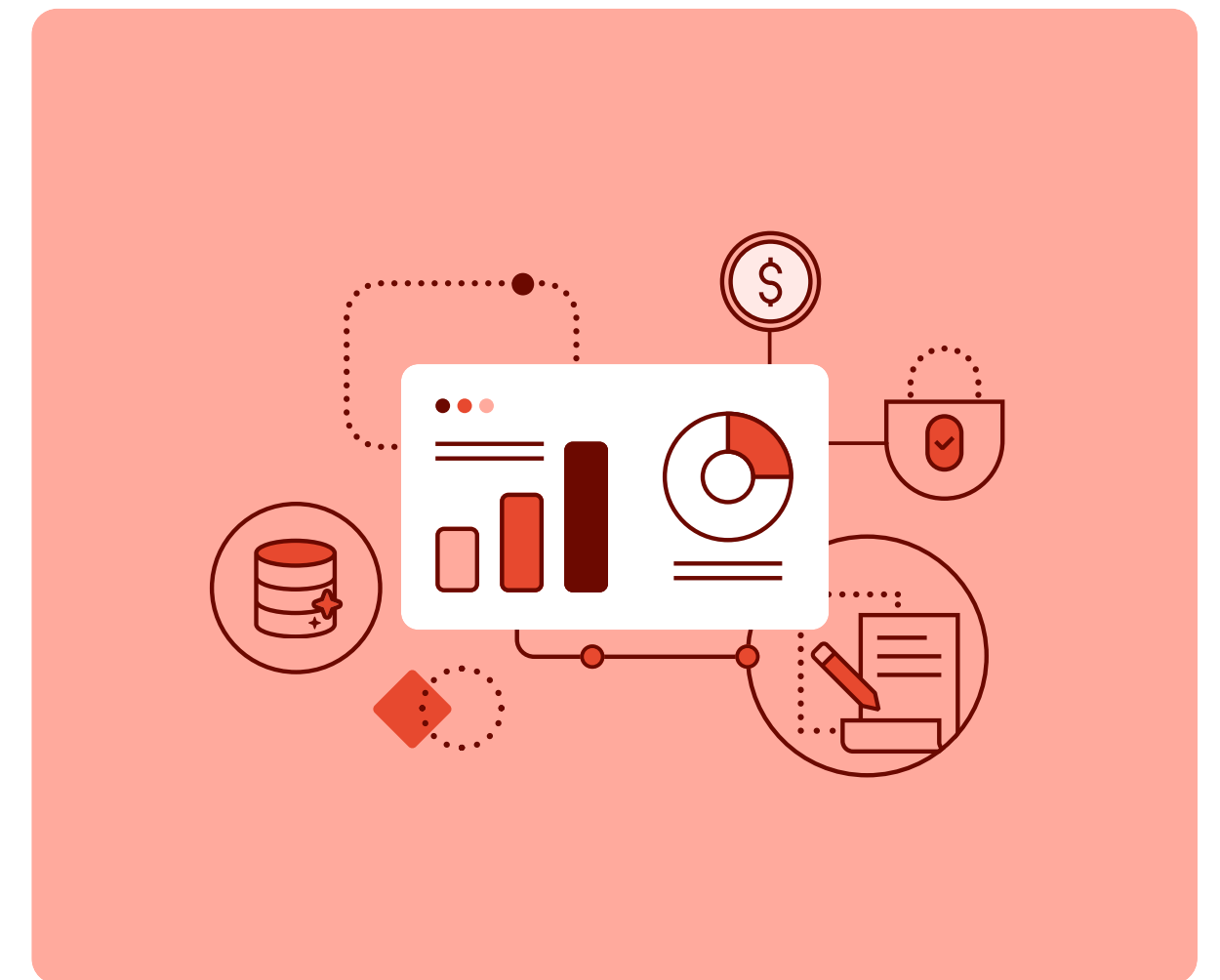
This section outlines the principles for creating standard and isometric blog illustrations, including guidance for composition, color, line weight, perspective, and the use of platform UI and abstract icons. These illustration styles are reserved exclusively for blog imagery.

Standard illustrations

Standard illustrations combine simplified platform UI, abstract icons, and connecting elements in a straight-on composition. Consistent line weights, corner radii, and monochromatic color palettes create a cohesive visual system while allowing each image to reflect its blog topic. This style is reserved exclusively for blog imagery.

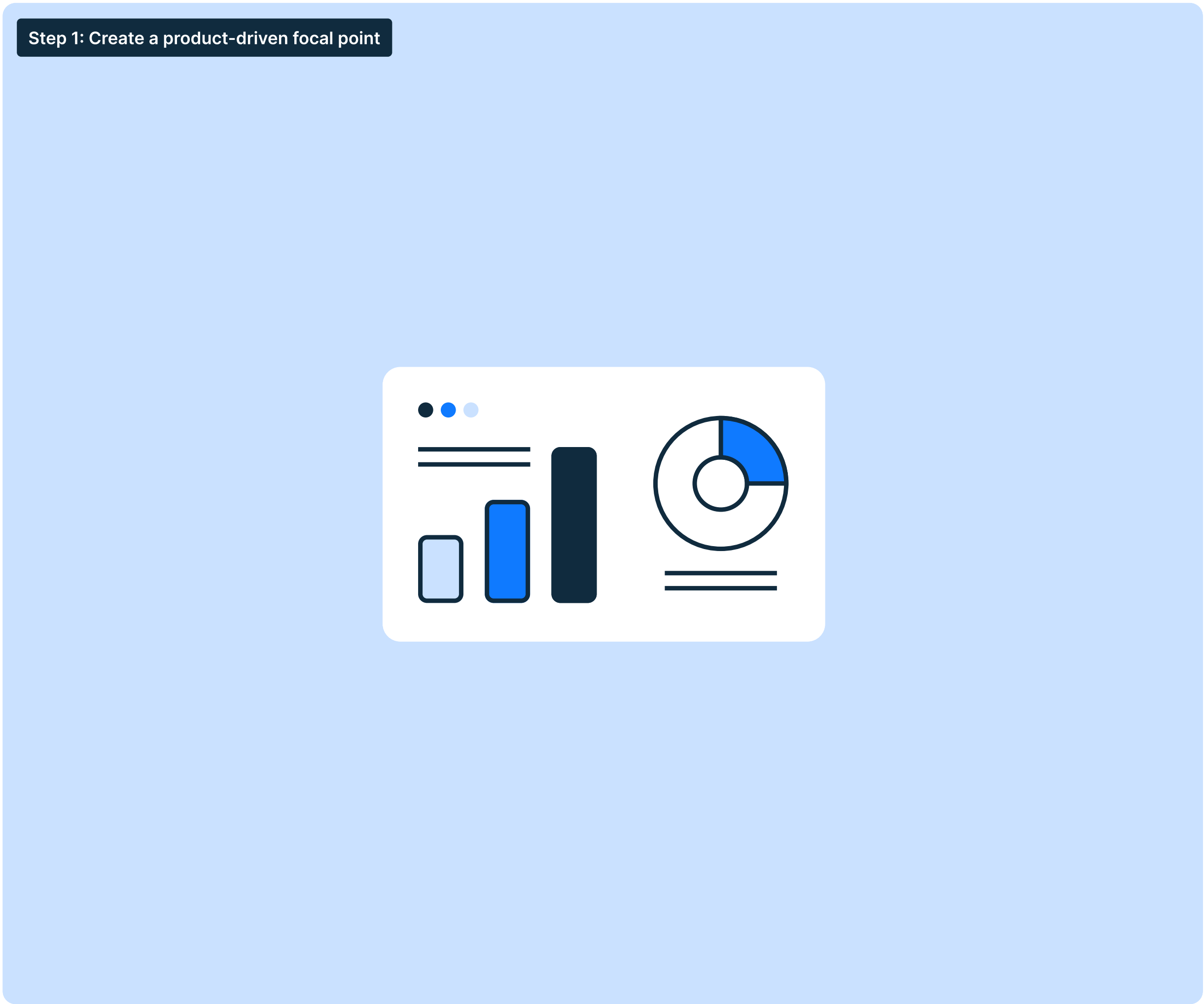
Note:

This illustration style should **only** be used within blog imagery.



How to build standard illustrations

Using the Monetary platform as inspiration, create a simplified, abstract UI screen to serve as the focal point of the blog image. The screen may include charts, graphs, or tables and should convey the idea of accessible data and insights—all just one click away.



How to build standard illustrations

Select one to four icons from the abstract icon library that best represent the blog’s subject matter. Together, they should provide a high-level preview of what readers will learn and the solutions Monetary offers.



How to build standard illustrations

Finally, connect the individual elements to represent an integrated platform. Use solid and dotted lines alongside abstract shapes to create visual relationships, depth, and a sense of movement.

Step 3: Create flow and interest



How to build standard illustrations

Consistency is essential to maintaining the elevated look and feel of the Monetary brand. Follow the guidelines outlined on the right to create cohesive, brand-compliant illustrations.

Color palette

Corner radiuses

When built at scale (620×388px), the platform UI should always use a 10 px corner radius, regardless of its dimensions. Solid strokes should follow the same rule. Dotted strokes may use varying corner radii to create a more fluid, dynamic composition.

Stroke weight

Line weights

When built at scale (620×388px), all solid strokes should be 2.5px. Dotted strokes should be 3.5px with an 8px gap between dots. Maintaining consistent stroke weights throughout the design creates visual order within an otherwise dynamic composition.

Color palette

Color

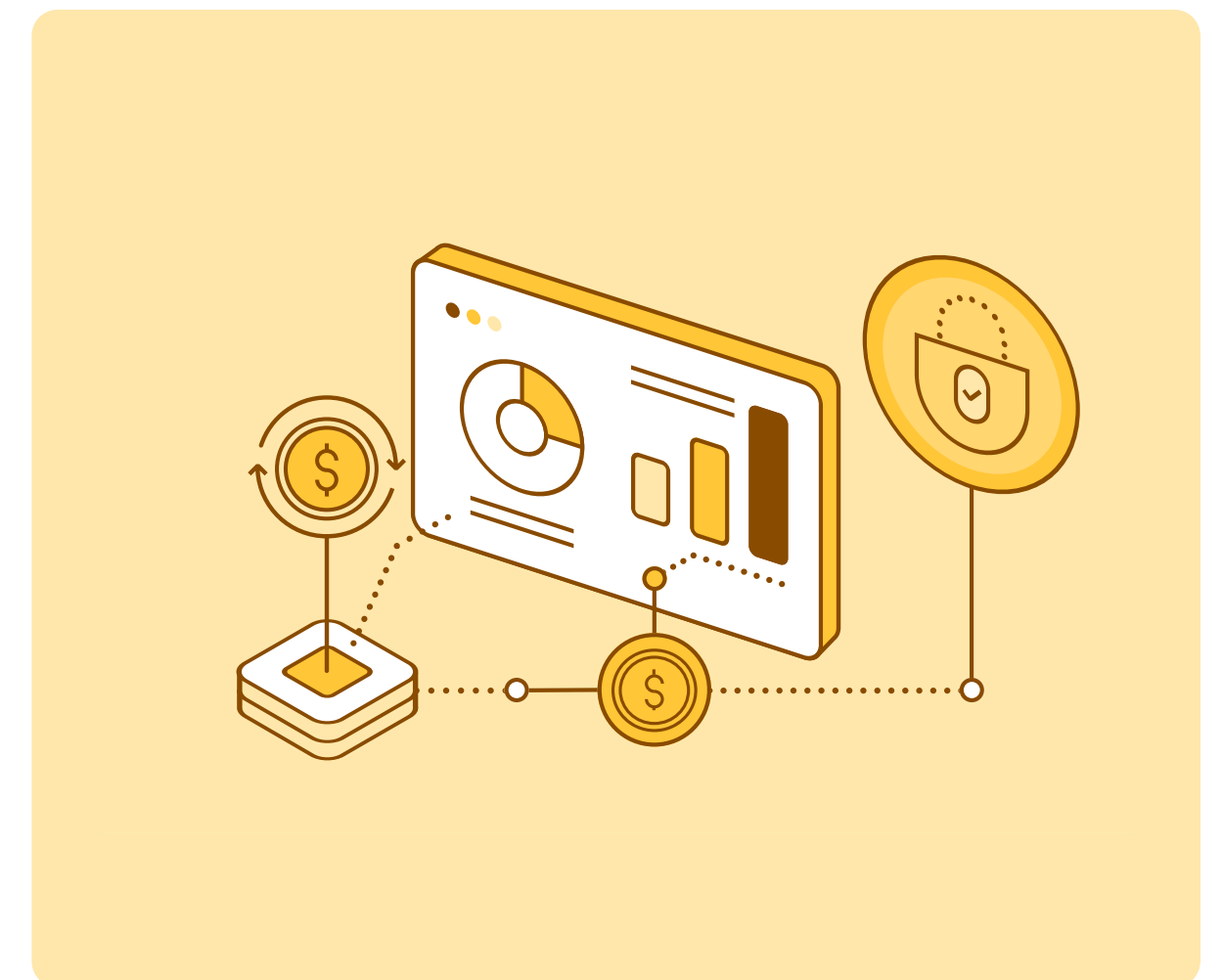
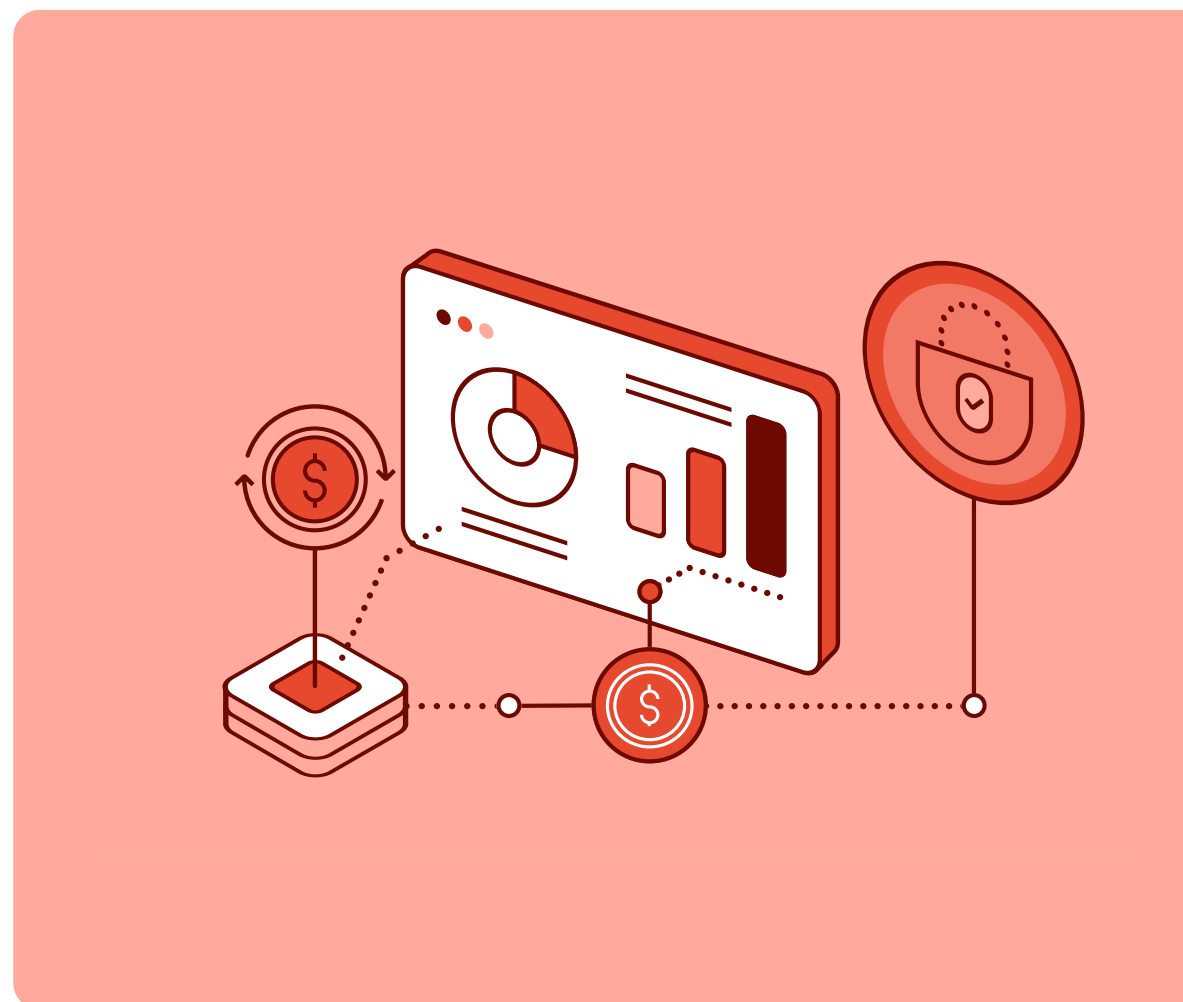
The secondary and tertiary palettes should be used exclusively on blog illustrations. Avoid using colors from the primary palette, allowing these visuals to introduce variety and intentionally break from the established brand system. Color palettes within one image should always be **monochromatic**, utilizing the lightest shade as the base.

Isometric illustrations

Isometric illustrations follow the same foundational principles as the standard style while introducing angled perspectives for added depth and movement. Platform UI, abstract icons, and connecting elements work together to create a dimensional, integrated composition. This style is reserved exclusively for blog imagery.

Note:

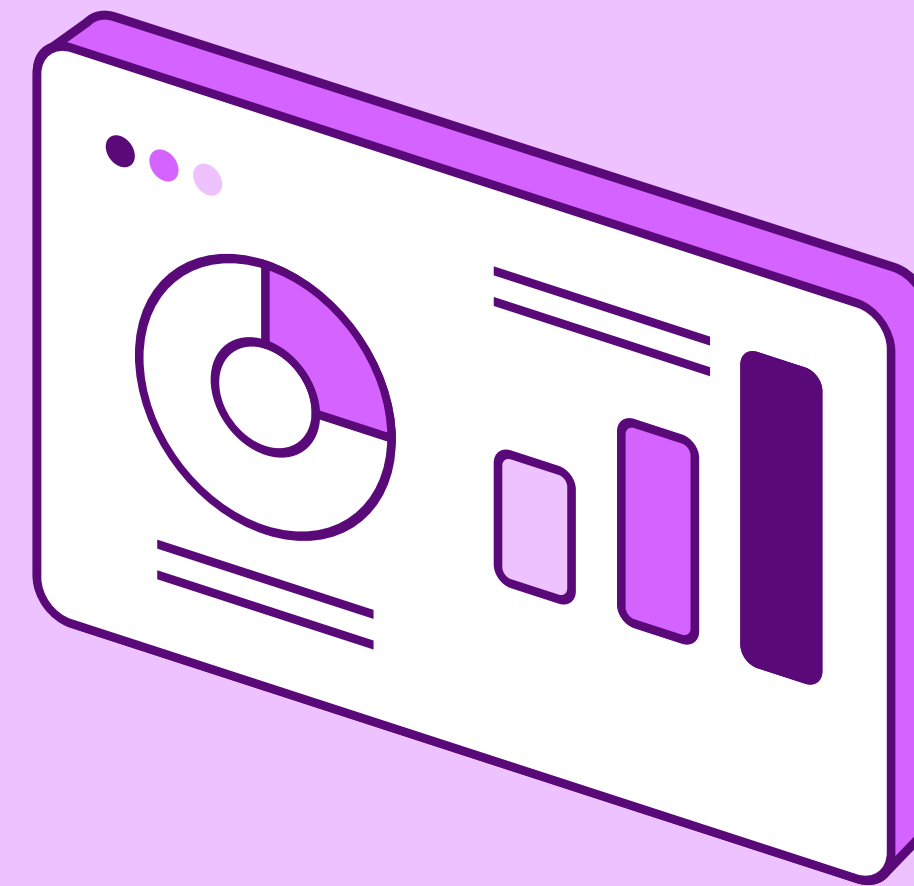
This illustration style should **only** be used within blog imagery.



How to build isometric illustrations

Isometric illustrations begin with the same process as standard illustrations. Once the platform UI illustration is complete, apply an 18° skew along the Y-axis. When working in Figma, use the Skew Skew plugin for the most consistent results.

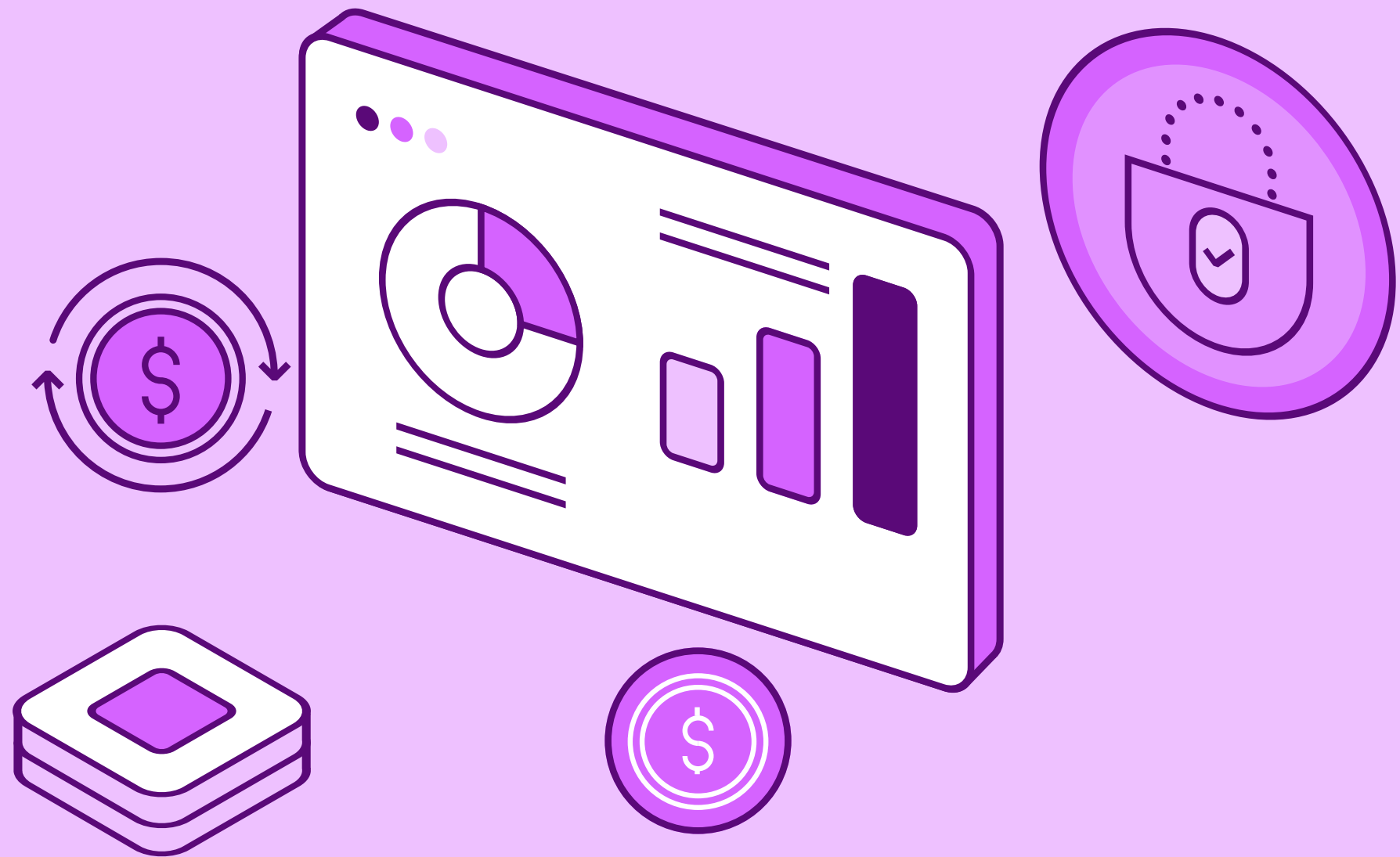
Step 1: Create a product-driven focal point



How to build isometric illustrations

Select one to four icons from the abstract icon library that best represent the blog's subject matter. Icons may combine straight-on and isometric perspectives. For isometric views, either apply the same treatment as the platform UI—an 18° skew along the Y-axis—or use a more top-down perspective with a 60° skew along the X-axis and a 30° skew along the Y-axis.

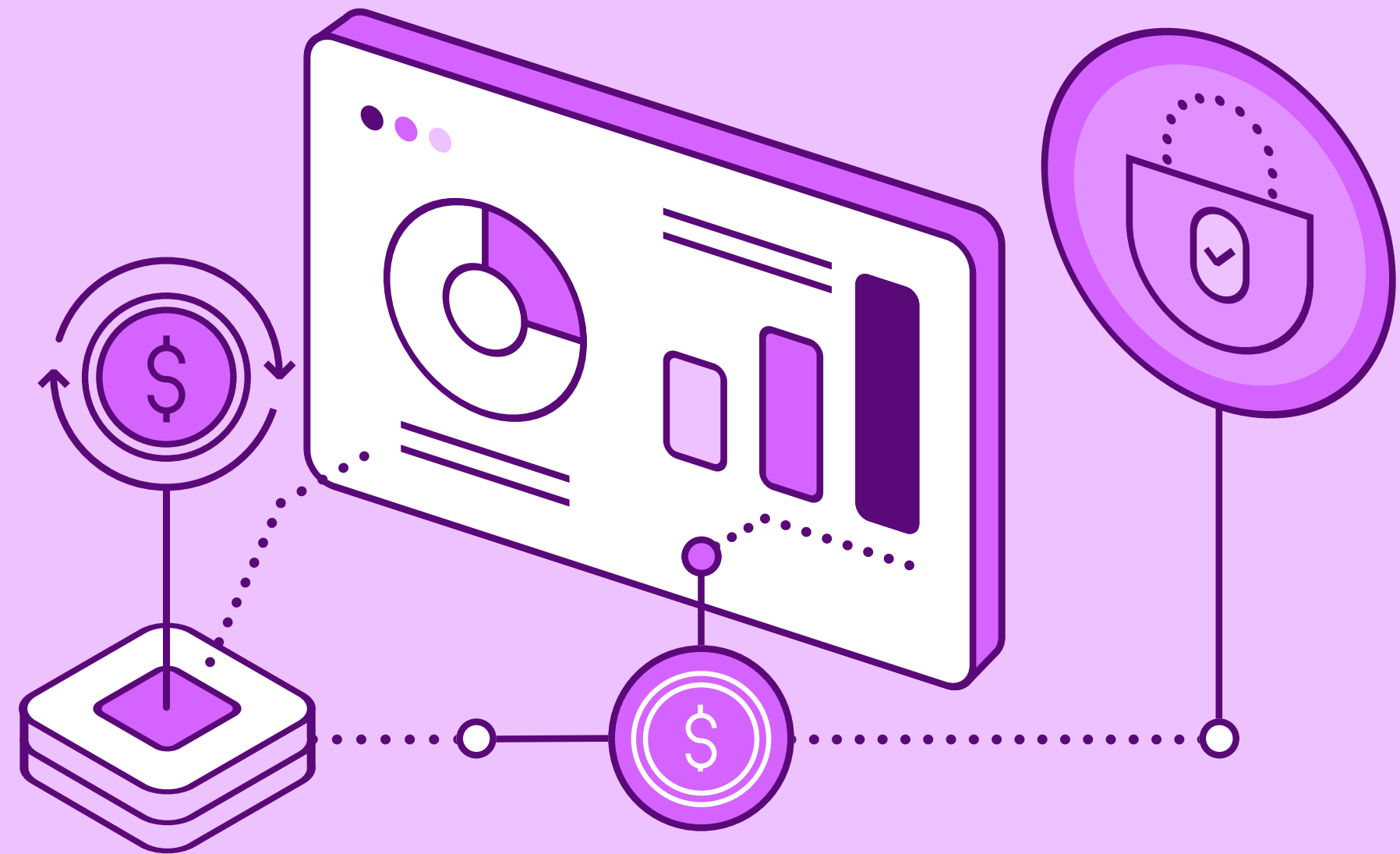
Step 2: Add 1–4 icons that speak to the blog's subject matter



How to build isometric illustrations

Finally, connect the individual elements to represent an integrated platform. Use solid and dotted lines to create visual relationships, depth, and a sense of movement. Because this is more complex than the standard illustration style, limited abstract shapes should be used in the background.

Step 3: Create flow and interest



How to build standard illustrations

Consistency is essential to maintaining the elevated look and feel of the Monetary brand. Follow the guidelines outlined on the right to create cohesive, brand-compliant illustrations.

Color palette

Corner radiuses

When built at scale (620×388px), the platform UI should always use a 10 px corner radius, regardless of its dimensions. Solid strokes should follow the same rule. Dotted strokes may use varying corner radii to create a more fluid, dynamic composition.

Stroke weight

Line weights

When built at scale (620×388px), all solid strokes should be 2.5px. Dotted strokes should be 3.5px with an 8px gap between dots. Maintaining consistent stroke weights throughout the design creates visual order within an otherwise dynamic composition.

Color palette

Color

The secondary and tertiary palettes should be used exclusively on blog illustrations. Avoid using colors from the primary palette, allowing these visuals to introduce variety and intentionally break from the established brand system. Color palettes within one image should always be **monochromatic**, utilizing the lightest shade as the base.

Approved skews

Isometric angles

There are two isometric perspectives may be used within our illustration system. The first applies a 0° skew along the X-axis and an 18° skew along the Y-axis. The second uses a 60° skew along the X-axis and a 30° skew along the Y-axis. These perspectives may be used interchangeably to create visual interest across different focal planes.

III Monetary

Thank you!

📖 Volume 1

📅 Updated October 5, 2026