

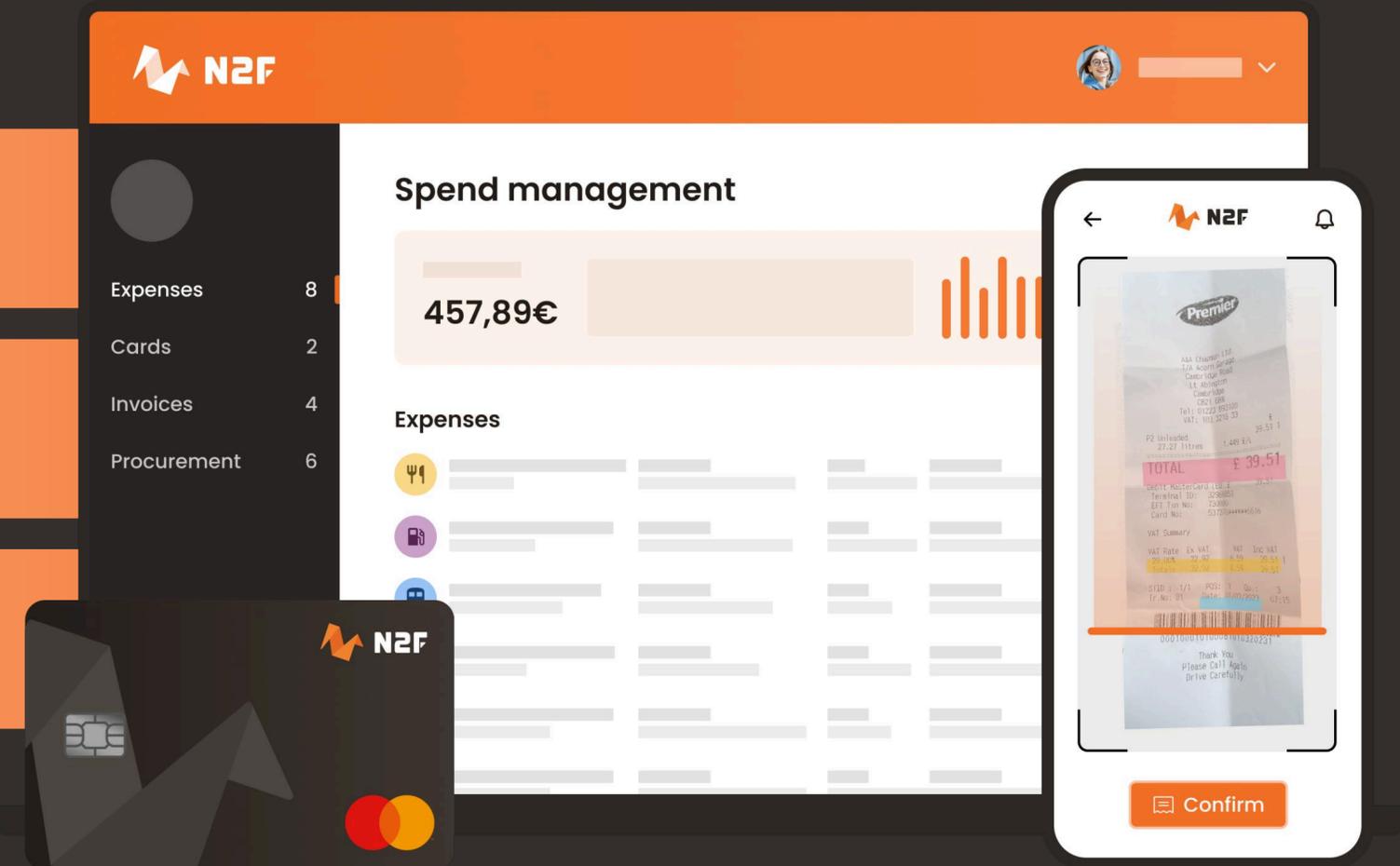


Brand Guidelines

 Expense Management

 Corporate Cards

 Accounts Payable





INTRODUCTION

Brand Roadmap



Mission

Transforming expense management and administrative processes into seamless, effortless experiences, helping businesses save time and focus on their core activities. By providing intuitive, automated, and reliable solutions, N2F turns complex and tedious tasks into smooth and efficient workflows.



Vision

N2F aims to be **the leading European solution for professional expense management**, offering a complete, connected, and accessible platform for companies of all sizes. Innovation, artificial intelligence, and automation drive N2F's approach, ensuring modern, secure, and compliant expense management.



01

Logo

Logo



Clearspace & Sizing

Step 1

Pick the letter "N"

Step 2

Rotate it 90 degrees

Step 3

Duplicate it

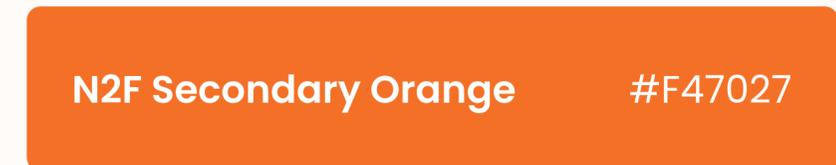
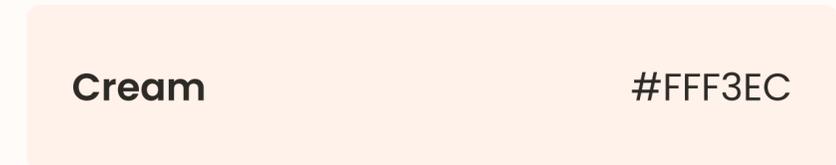
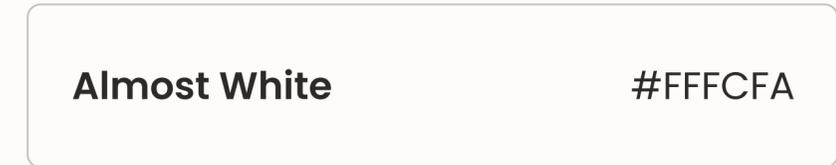
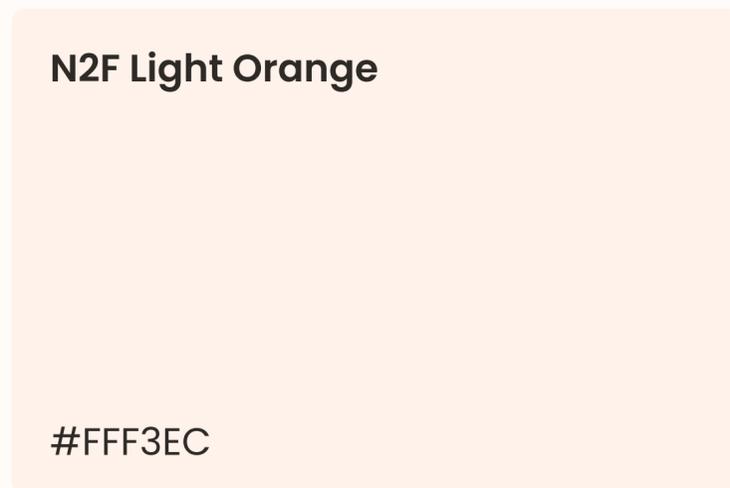
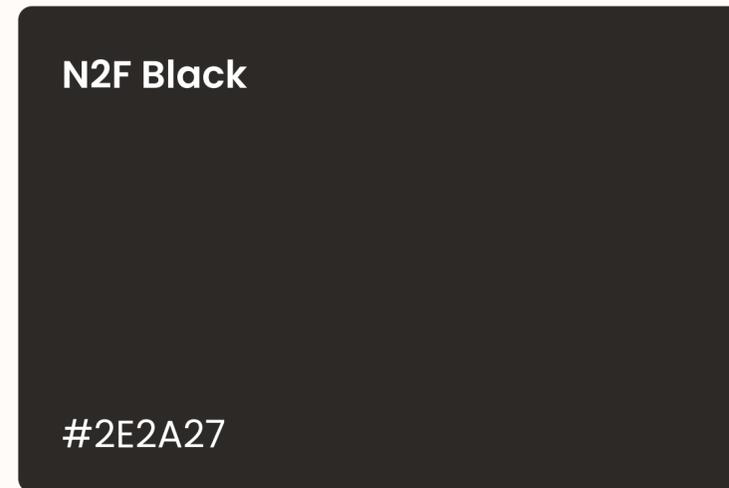
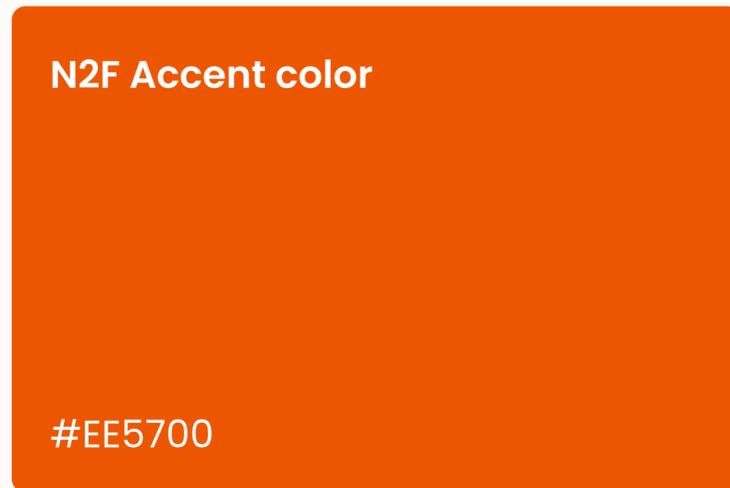




02

Colors

Primary Color



Secondary Color

#EDF8F3

#F1F6FD

#FCF6E9

#F3E7F2

#B4E7D3

#B0CFF5

#FBDDB8A

#D7B7D4

#15A66C

#2D7DE1

#FFBA0E

#A6529F

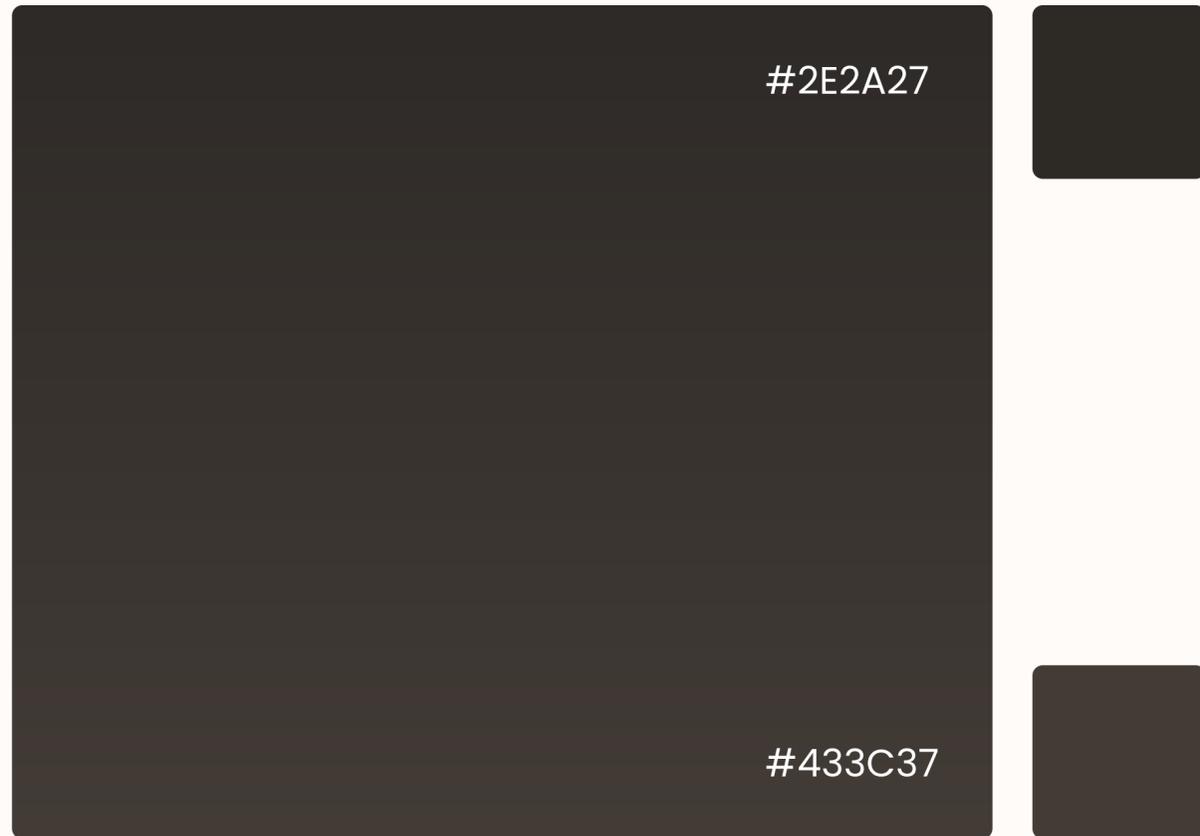
#295242

#1E3E66

#6B4E07

#582F55

Gradient





03

Typography

Typography

Headlines

Poppins

Text

Poppins



Tone of Voice

N2F presents itself as reliable, approachable, and innovative. The brand communicates with clarity, friendliness, and modernity, highlighting the simplicity, security, and efficiency of its solutions.



04

Graphics

Iconography

Product Icon

A screenshot of the heroicons website. The header includes the 'heroicons' logo, version 'v2.1.5', and a 'Share on Twitter' button. Below the header, it states '316 icons · MIT license · React & Vue libraries' and features the main headline: 'Beautiful hand-crafted SVG icons, by the makers of Tailwind CSS.' There are links for 'Documentation' and 'Get Figma File'. A search bar is present with the text 'Search all icons...'. Below the search bar, there are tabs for 'Outline', 'Solid', 'Mini', and 'Micro'. The 'Outline' tab is selected, and the current settings are 'Outline 24x24, 1.5px stroke'. A grid of 16 icons is displayed in two rows of eight. The first row icons are: academic-cap, adjustments-horizo..., adjustments-vertical, archive-box-arrow..., archive-box-x-mark, archive-box, arrow-down-circle, and arrow-down-left. The second row icons are: arrow-down-on-sq..., arrow-down-on-sq..., arrow-down-right, arrow-down-tray, arrow-down, arrow-left-circle, arrow-left-end-on..., and arrow-left-start-on...

Outline	Solid	Mini	Micro	Outline 24x24, 1.5px stroke
				academic-cap
				adjustments-horizo...
				adjustments-vertical
				archive-box-arrow...
				archive-box-x-mark
				archive-box
				arrow-down-circle
				arrow-down-left
				arrow-down-on-sq...
				arrow-down-on-sq...
				arrow-down-right
				arrow-down-tray
				arrow-down
				arrow-left-circle
				arrow-left-end-on...
				arrow-left-start-on...

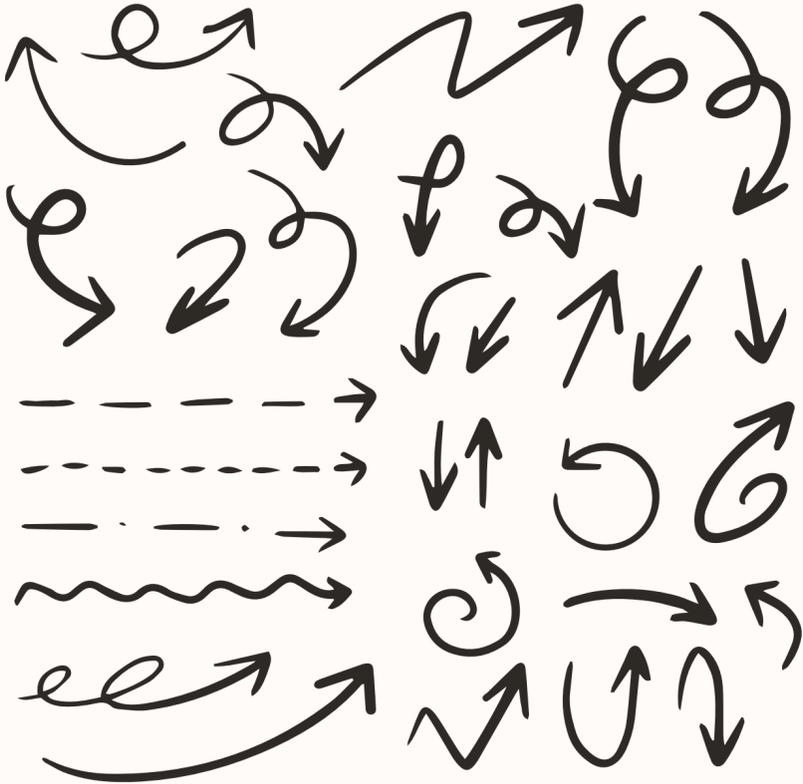
www.heroicons.com

Graphic Elements

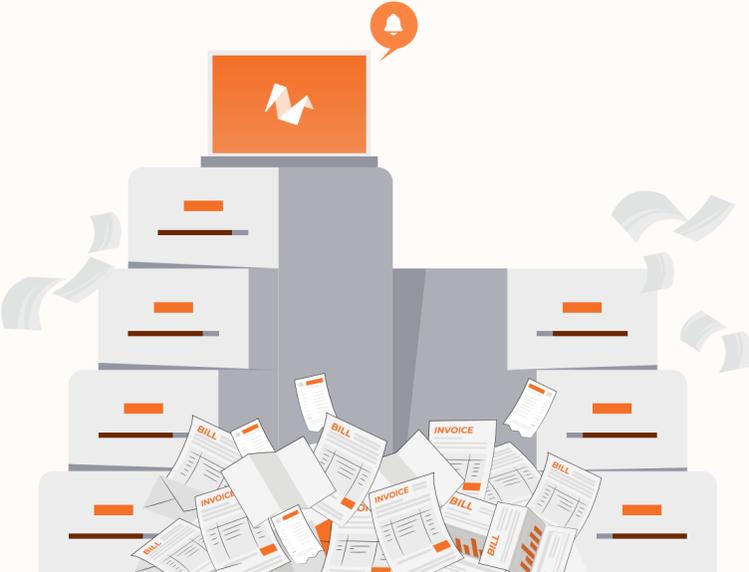
Shape



Arrows style



Illustrations style



Marketing Content Example



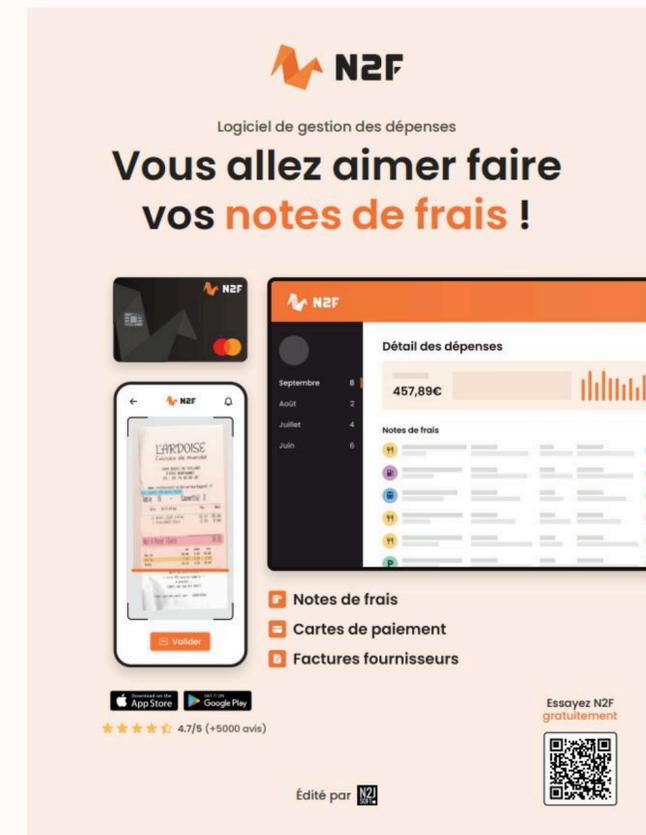
White Paper



Magazine Ads

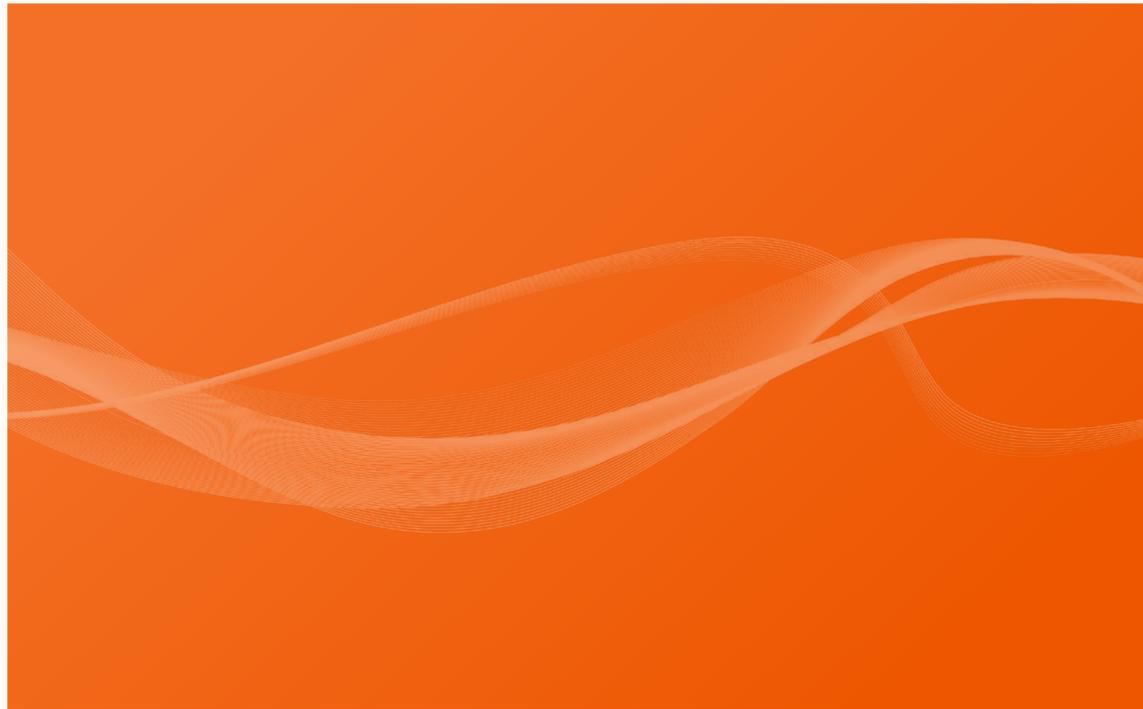


N2F Brochure



Magazine Ads

Patterns



Pattern - orange background



Pattern - cream background