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\* Fintech Garden | Asset Growth & Portfolio M

\* Architecture: Sustainable Wealth Distribution

\*/

# BRANDBOOK

/\*\*

\* Calculates the projected growth of the ecosystem

\* over a specific period.

\*/

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# WHAT IS FINTECH GARDEN

Fintech Garden is a global fintech podcast and media platform  
for people who design, build, and scale financial products.

04

INDEPENDENT MEDIA  
BRAND POWERED BY  
DASHDEVS & NOVAFIN

# REAL-WORLD INSIGHTS FOR FINTECH [ BUILDERS ]

We're a media platform for founders, execs, and product leaders who are deep in the trenches, juggling compliance, vendor uncertainty, and scale.

**No buzzwords. No fluff.**

Just sharp, honest conversations about what actually works, what breaks under pressure, and how the best teams deliver. If you're after clarity, execution tactics, and conversations that cut through the noise — you landed in the right place.



**IGOR TOMYCH**  
CEO & Founder Dashdevs

Product strategist behind 100+ fintech launches. Brings practical clarity and hard-earned insights to every episode.



**DUMITRU CONDREA**  
Founder of NOVAFIN, ex-Solaris bank

Fintech thinker and storyteller who digs beyond the headlines, always asking, “Why did it actually work?”

LOGO

# LOGO CONCEPT & SYMBOLISM

The Fintech Garden logo features a geometric **tulip**, chosen for its deep historical roots in commerce and its representation of flourishing life. The icon’s balanced symmetry reflects our commitment to stability and structured growth, while the minimalist aesthetic aligns with the cutting-edge nature of the fintech industry.

## WORDMARK



**Wordmark** style logo is used almost everywhere and it is the most optimal look of the logo.

Our logo is a minimalist and modern representation of the brand’s core philosophy: the harmonious intersection of technology and organic growth.

## ICON



The **icon style logo** is often used in a very small form, in the profile photo section of social media, and sometimes as a pattern.

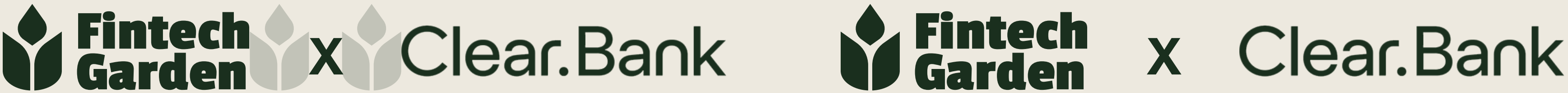
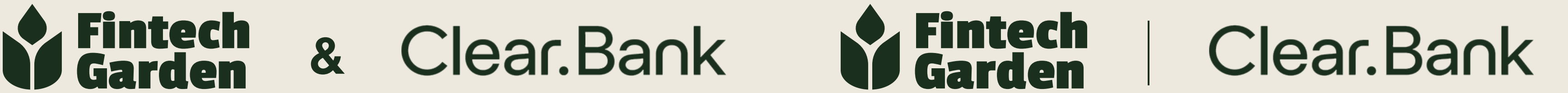
Historically, the tulip is a powerful symbol in the financial world, representing value, investment, and the origins of modern markets.



# CO-BRANDING

When Fintech Garden is presented alongside partner brands, it is crucial to maintain visual balance and clear hierarchy.

The Wordmark style logo is the preferred choice for most **co-branding scenarios**, such as event banners, landing pages, and official documents. It ensures maximum readability and brand recognition alongside other corporate identities.



# TYPOGRAPHY

PRIMARY/  
SECONDARY  
FONT

HELVETICA NEUE

DOWNLOAD FONT

This font is one of the most versatile choices for modern brand identity. Helvetica is distinguished by its clean forms, balanced proportions, and neutral character, allowing it to easily adapt to different styles of communication. Thanks to its clarity and simplicity, the typeface works well both in large headlines and in main text blocks. Its structure ensures high readability and visual harmony, which often eliminates the need to pair it with complex or highly contrasting secondary fonts. Helvetica conveys a sense of order, modernity, and professionalism in any design.

MAIN TITLE

SECONDAY TITLE

MAIN TEXT

SECONDARY TEXT

MEDIUM

BOLD

REGULAR

LIGHT

abcdefghijklmnop  
qrstuvwxyz

abcdefghijklmnop  
qrstuvwxyz

abcdefghijklmnop  
qrstuvwxyz

abcdefghijklmnop  
qrstuvwxyz

ABCDEFGHIJKLMNOP  
QRSTUVWXYZ

ABCDEFGHIJKLMNOP  
QRSTUVWXYZ

ABCDEFGHIJKLMNOP  
QRSTUVWXYZ

ABCDEFGHIJKLMNOP  
QRSTUVWXYZ

1234567890!@#\$%^&\*

1234567890!@#\$%^&\*

1234567890!@#\$%^&\*

1234567890!@#\$%^&\*

## DISTANCE

WHAT IS  
FINTECH  
GARDEN

Line Height

**MAIN TITLE 96%**

**SECONDARY TITLE 100%**

**TEXT 120%**

# COLORS

COLORS

40%

40%

15%

5%

HEX

#1B301F

HEX

#EEEEADF

HEX

#BD543A

HEX

#FFE878

RGB

R:27 G:48 B:31

RGB

R:238 G:234 B:223

RGB

R:189 G:84 B:58

RGB

R:255 G:232 B:120

CMYK

C:44 M:0 Y:35 K:81

CMYK

C:0 M:2 Y:6 K:7

CMYK

C:0 M:56 Y:69 K:26

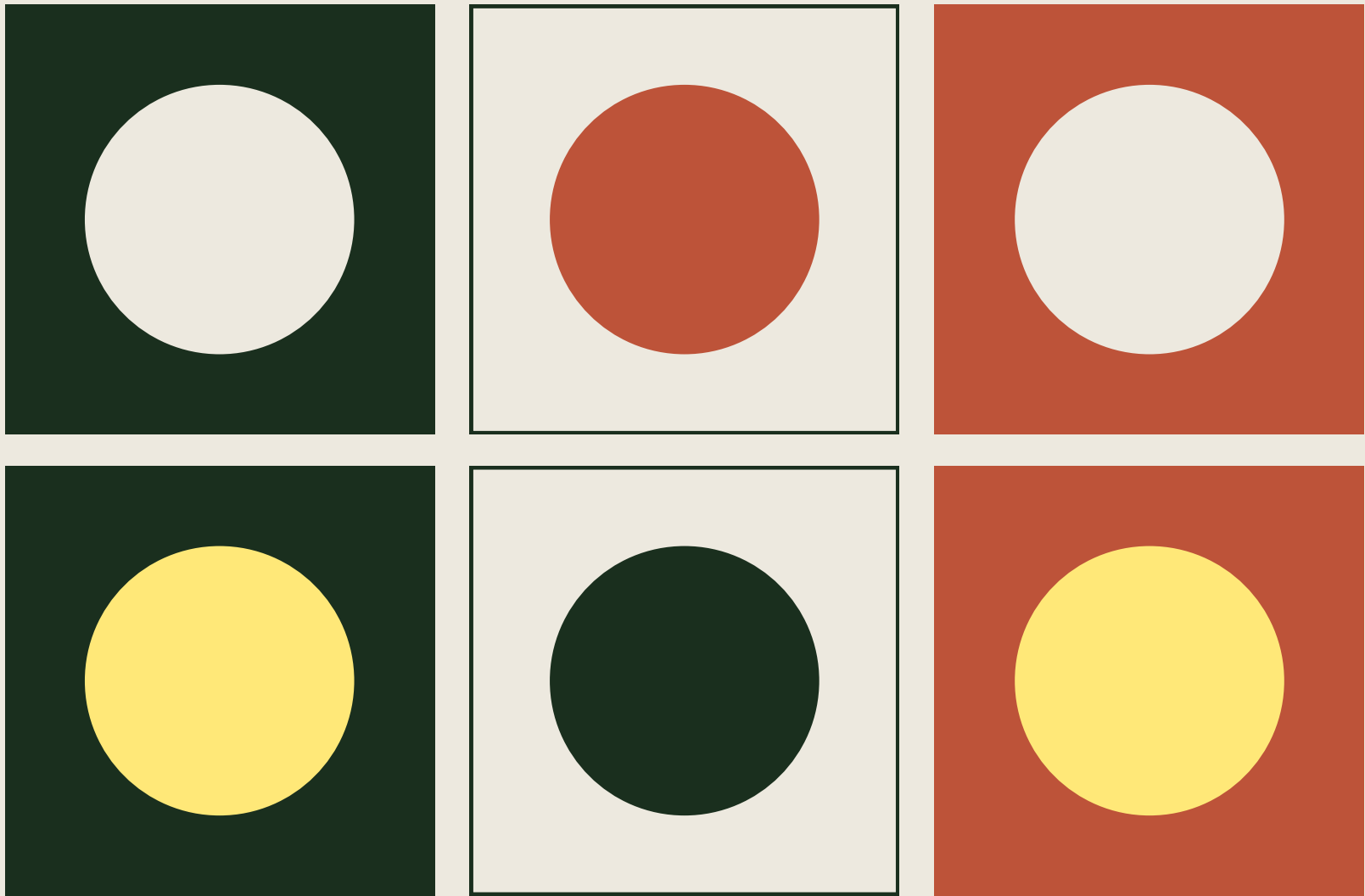
CMYK

C:0 M:9 Y:53 K:0

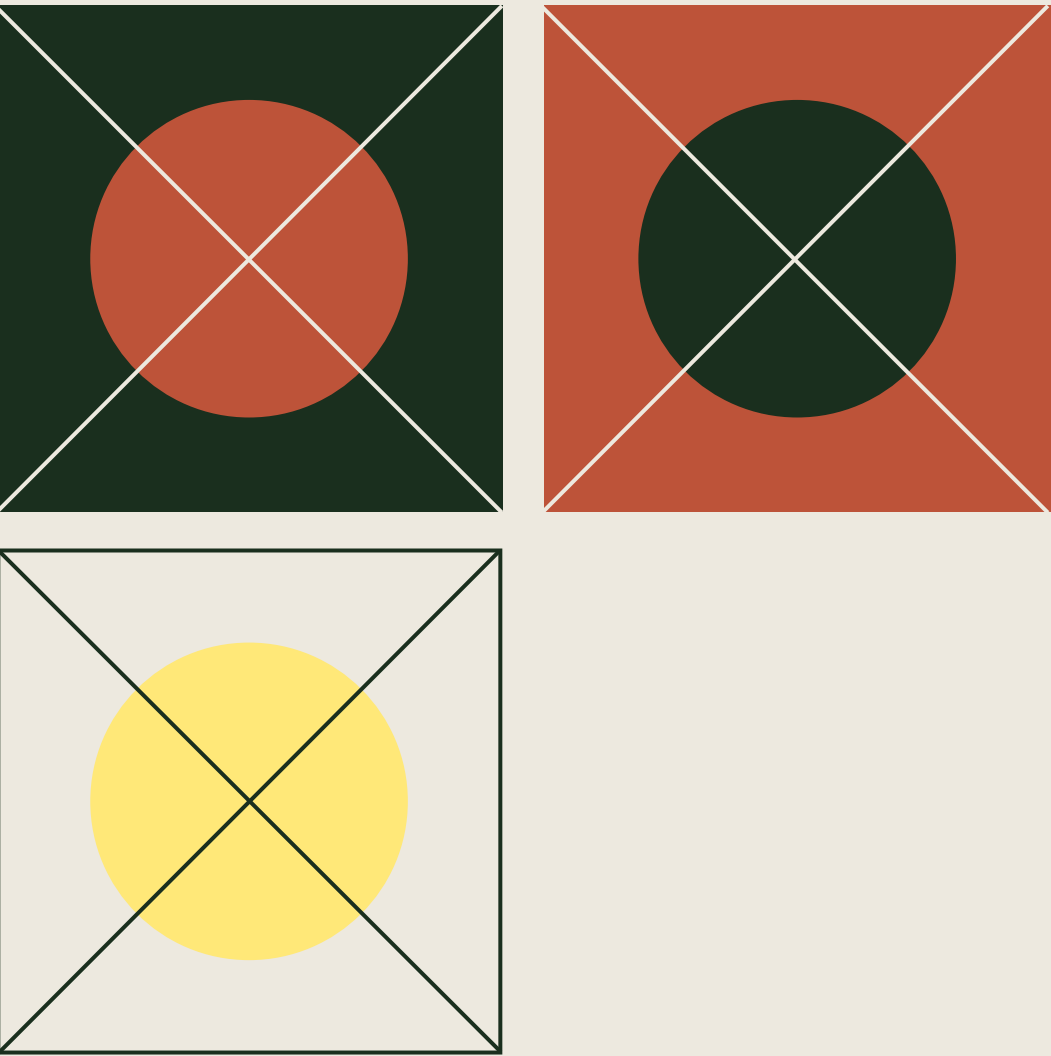
COLOR  
COMBINATION



✓ HOW TO USE



✗ HOW NOT TO USE

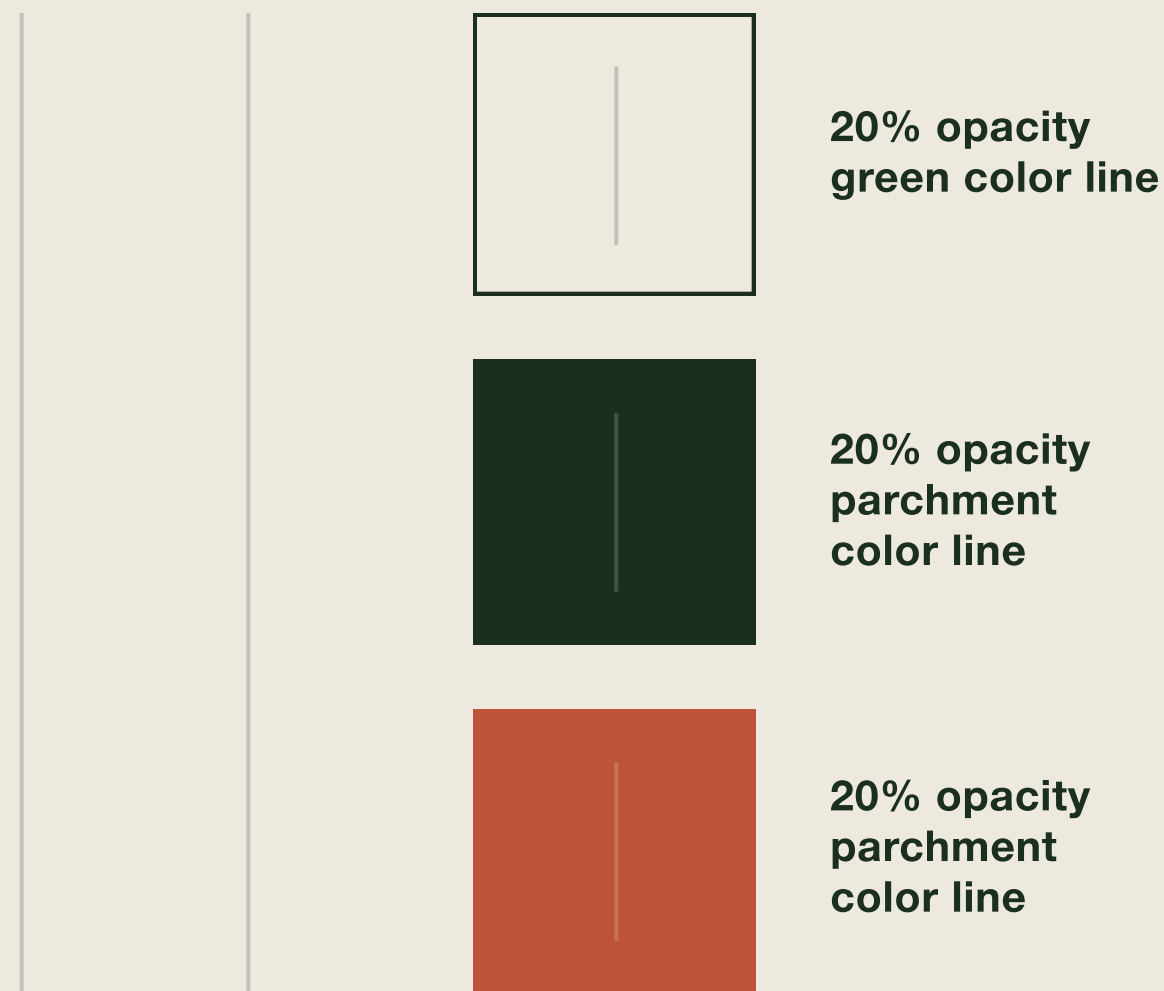


# BRAND ELEMENTS

GRAPHIC  
ELEMENTS

LINES & FRAMES

DIVIDING LINES



This type of line is used to separate content and define structure within layouts. Dividing lines are intentionally subtle and are applied with **20% opacity**, ensuring they do not compete with primary visual elements.

ACCENT LINES AND FRAMES



Accent lines are used to highlight and emphasize key elements within a layout. Unlike subtle dividing lines, they are more prominent and draw attention to specific content such as callouts, frames, or important information blocks.

## GRAPHIC ELEMENTS

### ACCENTED WORDS

#### BRACKET & COLOR HIGHLIGHT

[ FINTECH ]

This type of accentuation uses brackets to frame a word, creating a subtle yet distinctive emphasis. It draws attention without overwhelming the composition, making it ideal for highlighting key terms while maintaining a clean and structured look. This approach reinforces the brand's modern and minimal aesthetic, adding rhythm and clarity to the text.

#### LINK EXAMPLE

Fintech Garden is a global fintech podcast and media platform for people who design, build, and scale financial products.

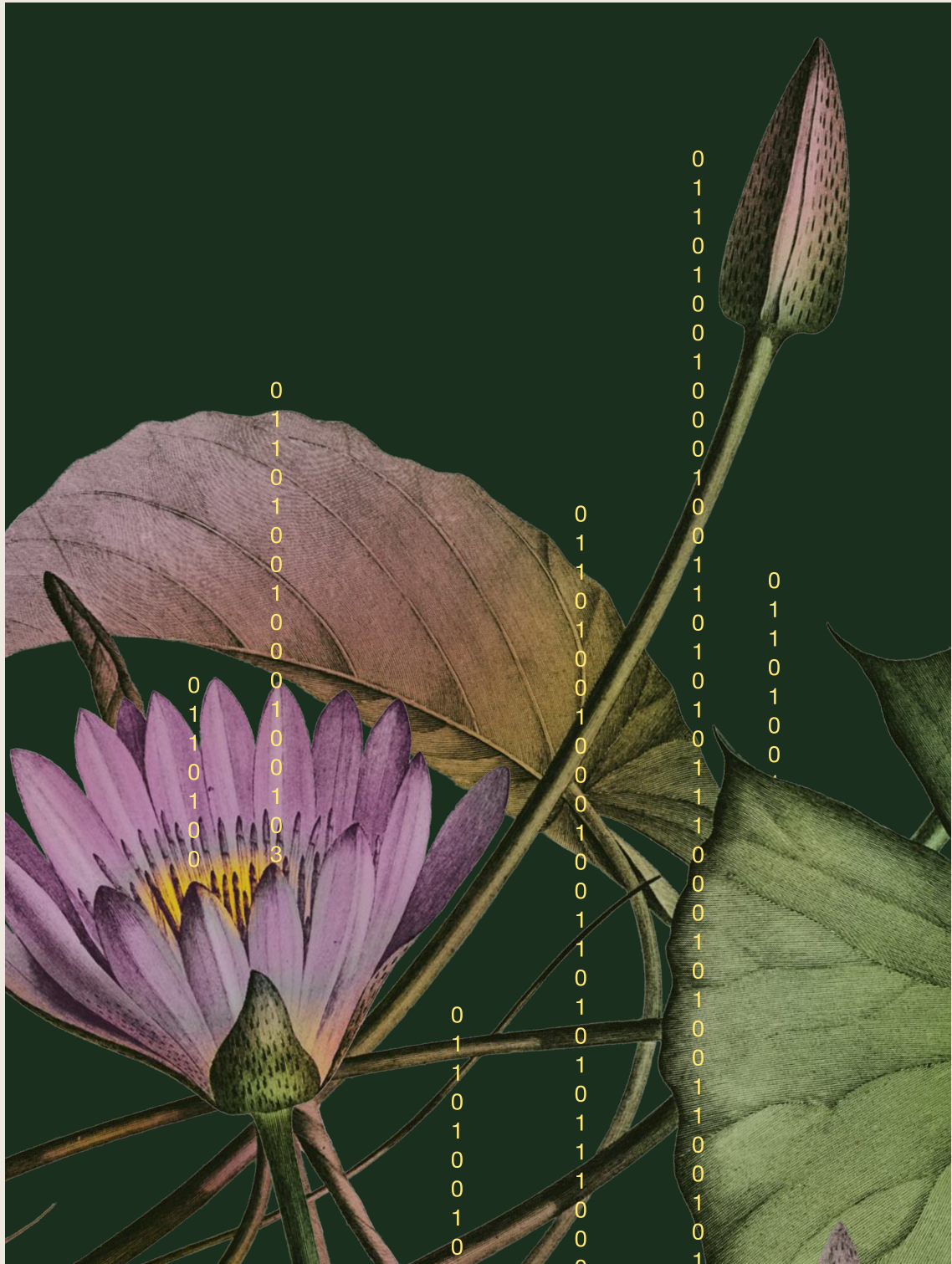
#### BACKGROUND HIGHLIGHT

FINTECH

This type emphasizes words by placing them within a solid color background. It creates a strong visual contrast and immediately captures attention, making it suitable for key messages or primary concepts. This method clearly separates the highlighted word from surrounding content and establishes a bold, confident visual statement within the layout.

GRAPHIC  
ELEMENTS

BINARY CODE



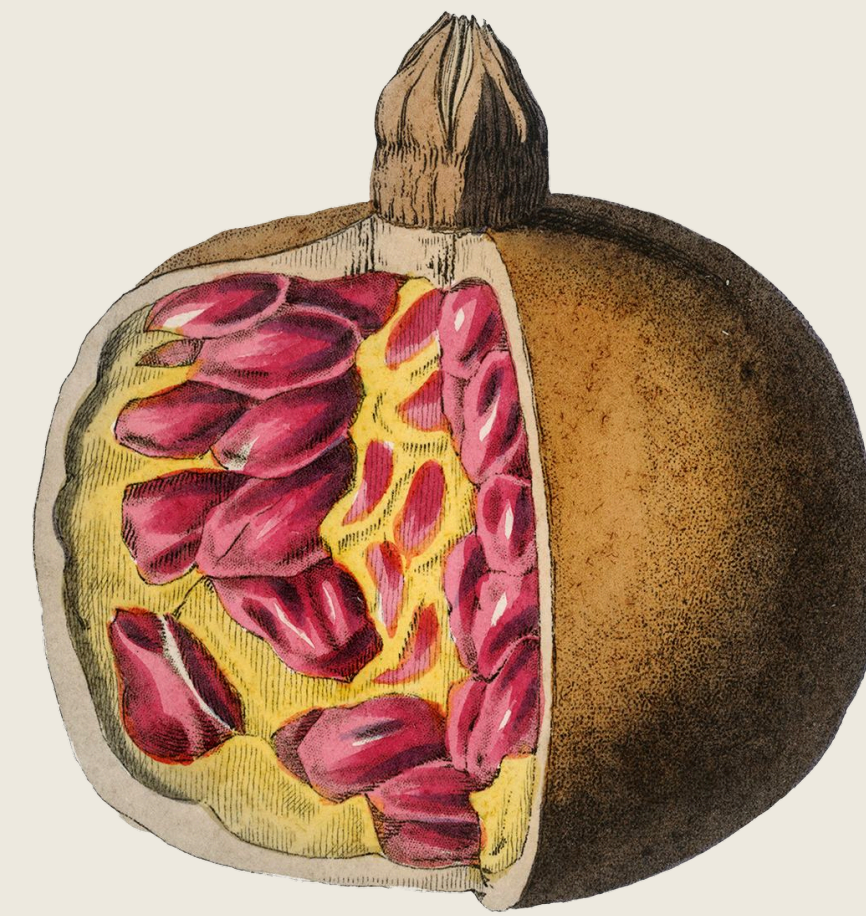
PROGRAMMING CODE



Coding elements are combined with botanical illustrations to create a distinctive visual language that merges technology and nature. Binary or programming code is overlaid onto plant imagery, symbolizing the connection between organic growth and digital systems.

## ILLUSTRATIONS

The brand uses **vintage botanical illustrations** sourced from historical plant studies and **botanical atlases**. These visuals bring a sense of authenticity, craftsmanship, and timelessness to the identity.

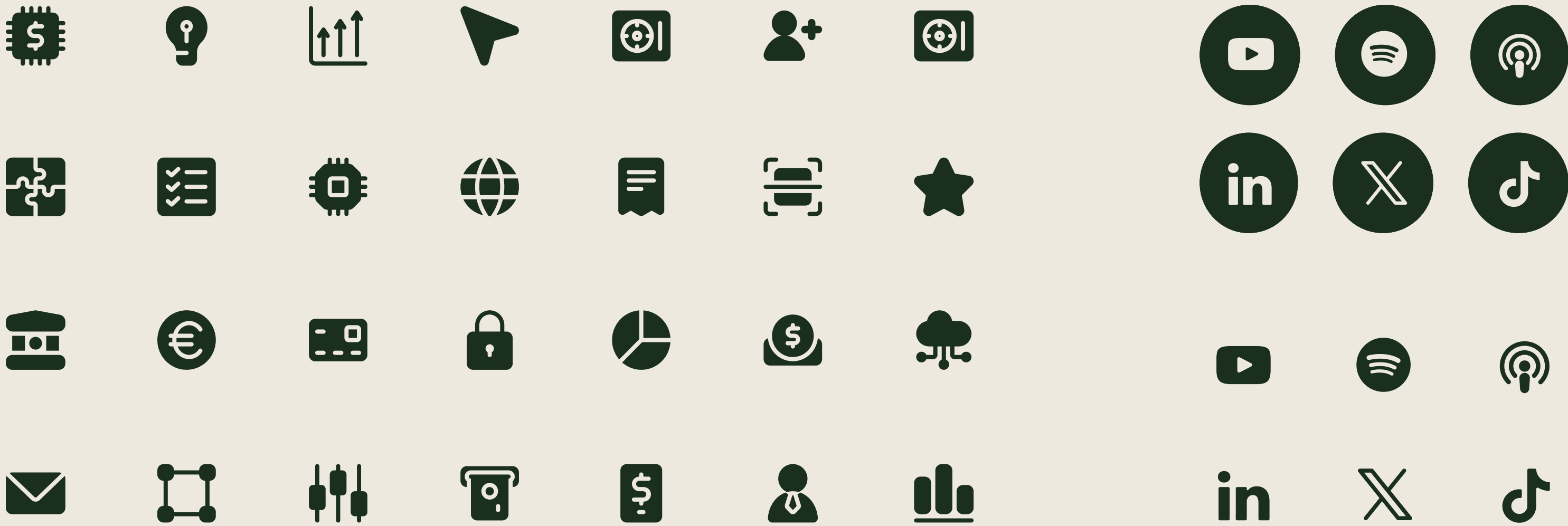


# ICONS

Icons should be used in a fill style with a little bit soft, rounded forms, minimalistic and kept at a neat, modest size. Their role is supportive rather than dominant, helping to clarify content without drawing primary attention.

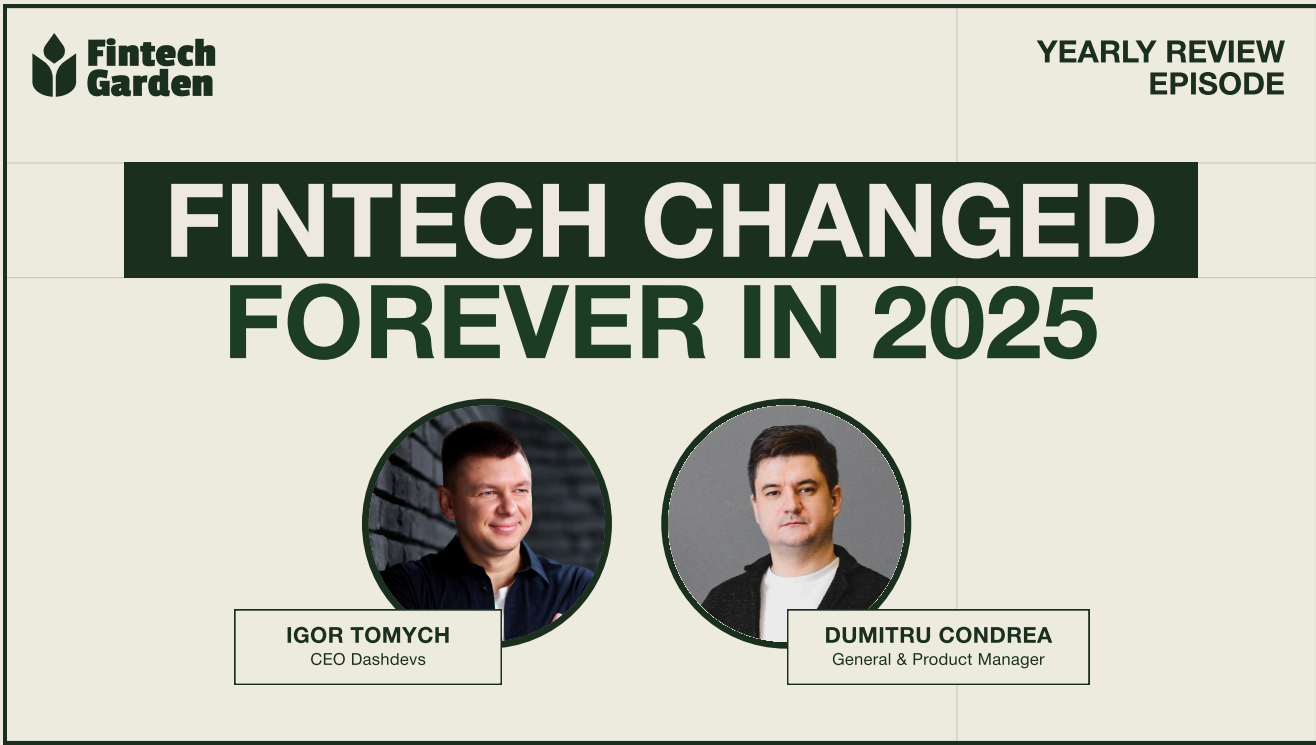
Icons should not be treated as accent or focal elements within the layout. Instead, priority should be given to structure, typography, and line elements to establish hierarchy and visual impact. This approach ensures a clean, balanced composition and maintains consistency across all brand materials.

Pack for example “Generic black fill”



PHOTO

Our brand uses a dual approach to photography: rectangular images with sharp corners for general content to convey stability, and isolated cut-outs or circular frames for portraits.



# OTHER MATERIALS





Powered by  **dashdevs** &  **NOVAFIN**

-  [fintechgarden.com](https://fintechgarden.com)
-  [Fintech Garden](#)
-  [info@fintech.garden](mailto:info@fintech.garden)