

# Mena Funding Brand Guidelines Booklet



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# 01- Brand Overview

## 01 → Brand Overview

Welcome to the Mena Funding Brand Guidelines booklet. This document is intended for our teams and partners who work on marketing, communications, and product experiences. Our goal is to provide consistency, simplicity, and clarity as we build the Mena Funding brand. As our strategy and products develop, we will update and revise the content to ensure that it aligns with our brand vision and mission.

## 01 → Brand Overview

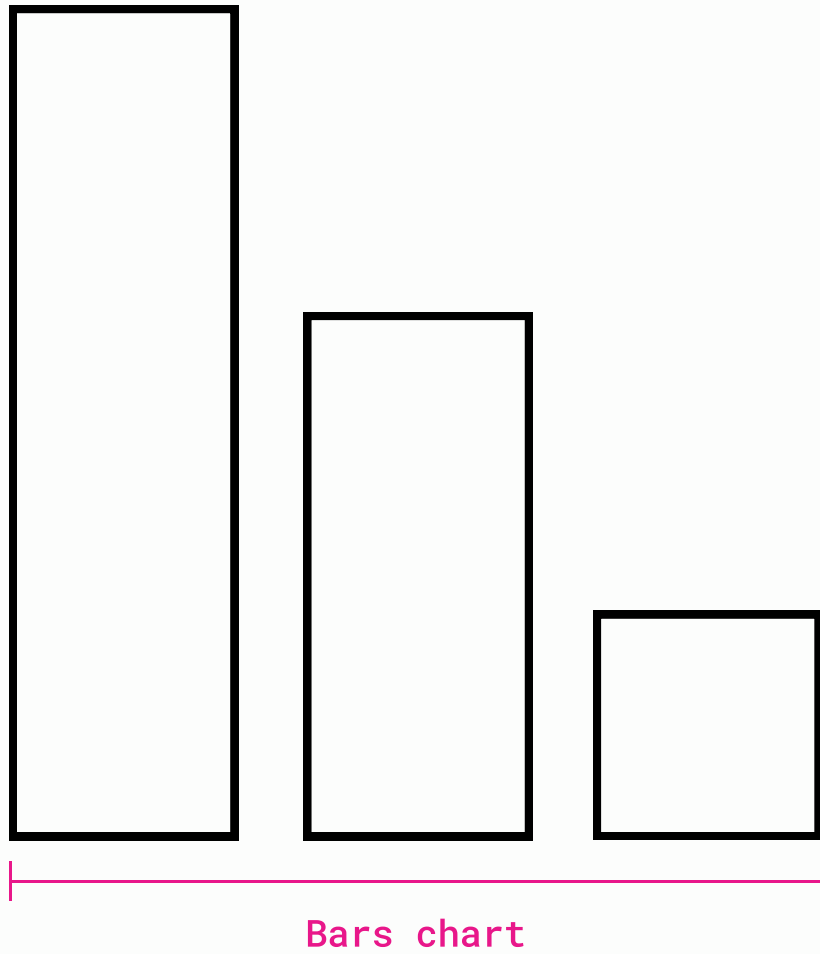
Mena Funding was founded to create a community of traders. By connecting the best traders with funding opportunities, we aim to improve the financial industry in a transparent and equitable way. Our platform offers genuine and authentic experiences shared by our community, providing valuable feedback and guidance to traders and investors alike.

Our vision is to become a trusted and respected brand in the financial industry, known for our commitment to transparency, fairness, and innovation.

## 02- Logo Design

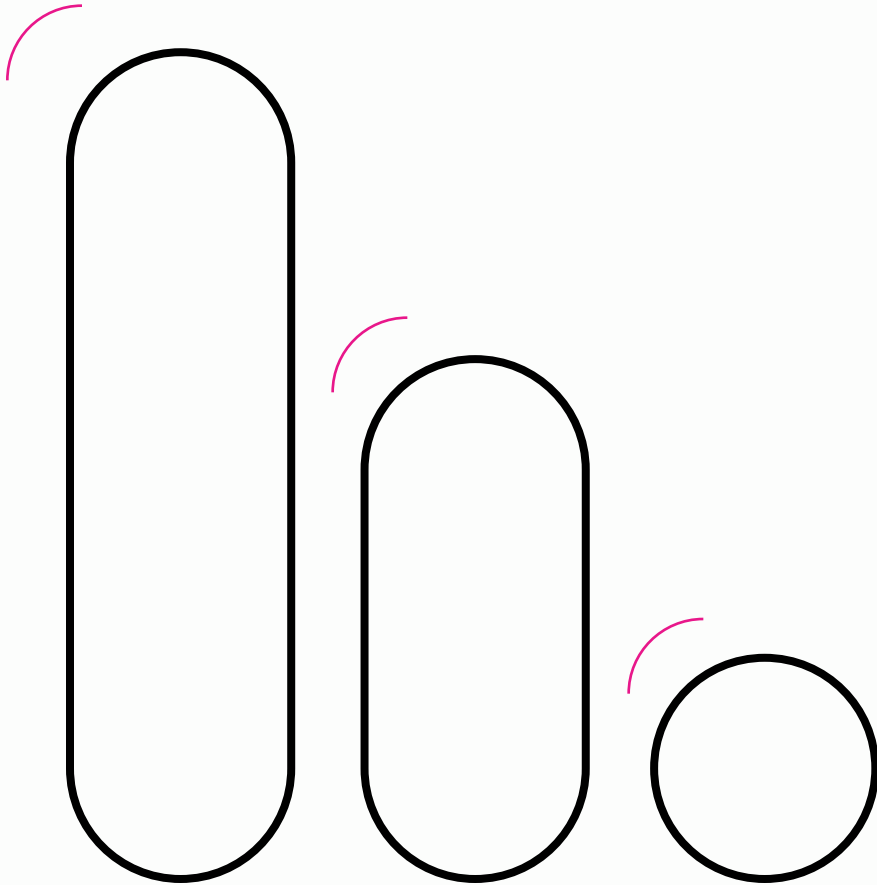
02 → Logo Design

We chose to use three bars in the Mena Funding logo to represent the brand's focus on financial analysis and data-driven insights. The bars are arranged in a column chart-like formation, which emphasizes the brand's commitment to providing clients with valuable information and insights to help them make informed decisions.



02 → Logo Design

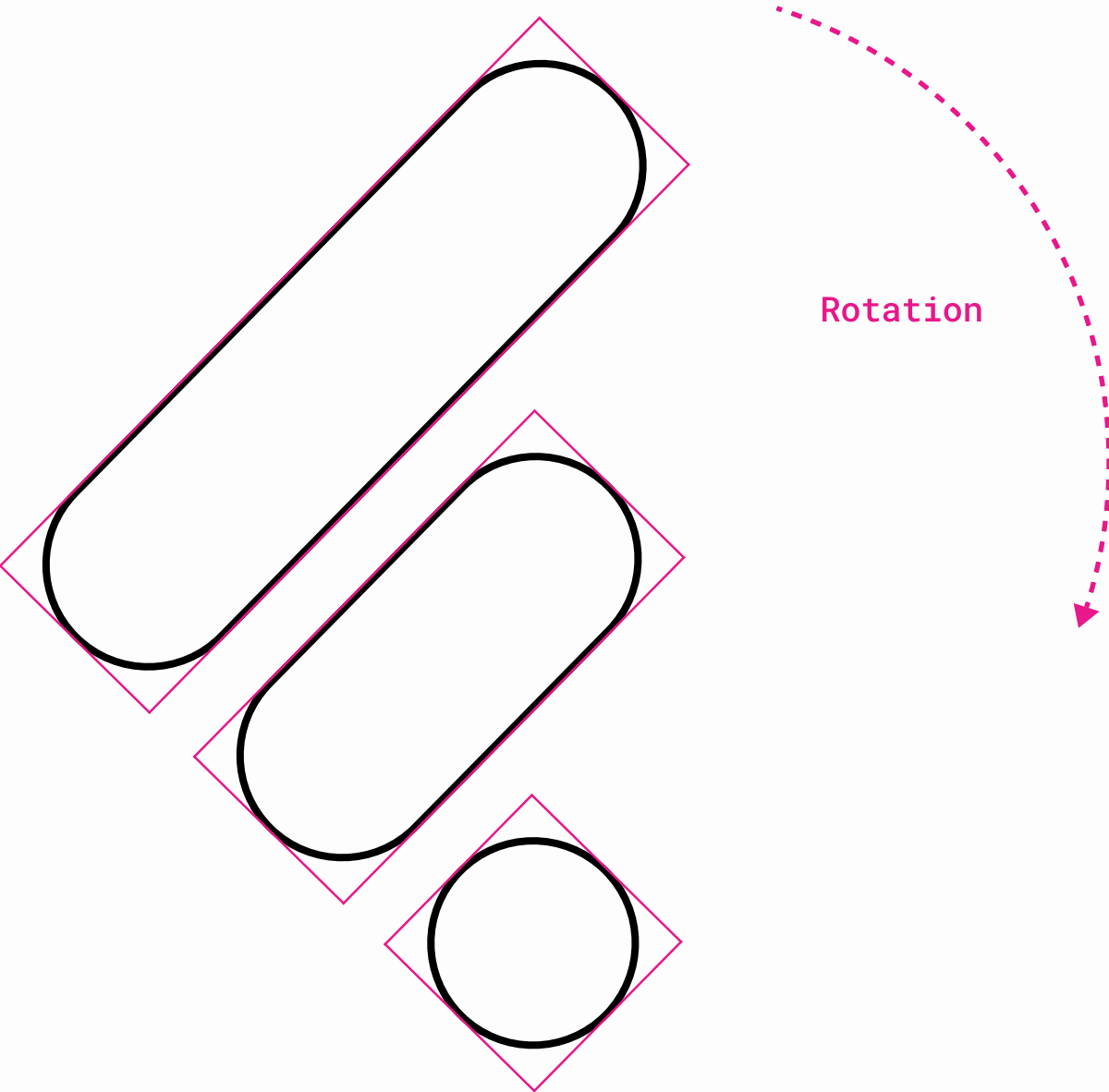
The decision to make the bars in the Mena Funding logo rounded was intentional. We wanted to convey a sense of approachability and friendliness, while still maintaining a professional and modern look. The rounded edges of the bars soften the overall design, making it more welcoming and appealing to a wider audience.





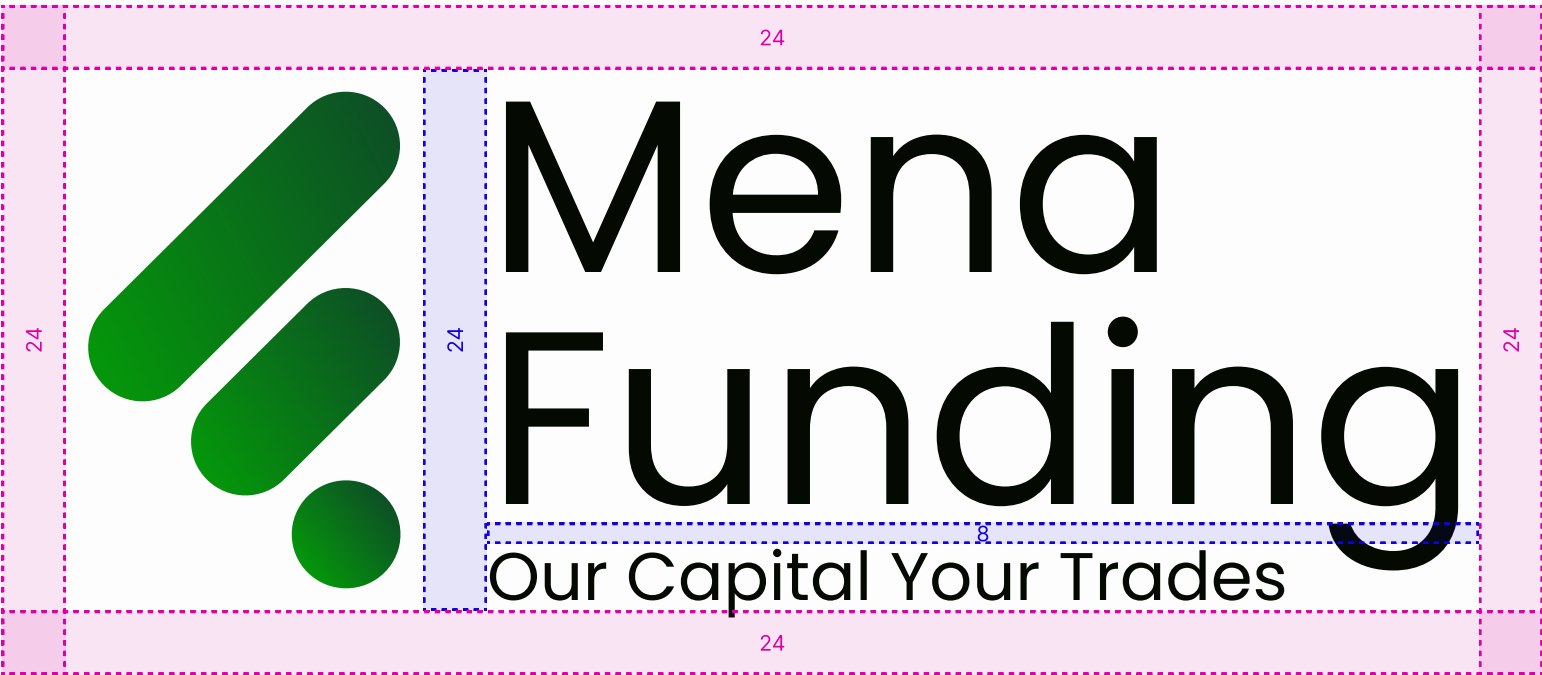
02 → Logo Design

By rotating the three bars in the Mena Funding logo, we were able to create an abstract "F" shape that represents the brand's focus on funding. This unique design element sets the brand apart from its competitors and makes it instantly recognizable to clients and partners. The rotation of the bars also adds a dynamic and energetic feel to the logo, conveying the brand's commitment to innovation and forward-thinking solutions.



02 → Logo Design

In conclusion, the Mena Funding logo is a bold and modern representation of the brand's commitment to financial analysis and data-driven insights. The three rounded bars, arranged in a column chart-like formation and rotated to create an abstract "F" shape, are a unique and recognizable design element that sets the brand apart from its competitors.



02 → Logo Design

The colors used in the Mena Funding logo are an important aspect of the brand's visual identity. The main color, a gradient from green to dark green, represents growth, stability, and success, which are all values that are important to the brand. The white or black typography elements of the logo add contrast and balance, while also conveying a sense of professionalism and sophistication.



The background is a solid green color. In the top-left corner, there is a dark green circle. In the bottom-right corner, there are diagonal stripes of varying shades of green.

## 03- Typography

Poppins was chosen as the primary font for Mena Funding logo because of its modern and clean appearance. It has a simple, yet stylish design that is highly legible and easy to read at different sizes. The geometric shapes and rounded corners of Poppins give it a friendly and approachable feel, which aligns well with the brand's mission to create a community of traders.

Poppins

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

!@#\$%^&\*()\_+=;'<>./?\*

**Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**0123456789**

**!@#\$%^&\*()\_+=;'<>./?\***

Montserrat was chosen as a secondary font for Mena Funding because of its bold and confident appearance. This font has a strong and distinctive character that conveys a sense of stability and professionalism, which are important qualities in the financial industry. Montserrat's wide range of weights and styles allows for flexibility in design, making it suitable for headlines, titles, and other prominent text.

Montserrat

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789  
!@#\$%^&\*()\_+=; '<> ./?\*

Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789  
!@#\$%^&\*()\_+=; '<> ./?\***

The background is a solid green color. In the top-left corner, there is a dark green circle. In the bottom-right corner, there are diagonal stripes of varying shades of green.

## 04- Color Palette

## 04 → Color Palette

The Mena Funding color palette consists of three distinct colors. The primary color is #01B100, which is a bright and lively shade of green that represents growth, prosperity, and the vitality of the financial industry. This green hue is often associated with money, finance, and the environment, making it a fitting color for a company that focuses on creating a community of traders.

The secondary color in the palette is #F9FCF9, which is a soft and neutral shade of off-white. This color is often used as a background color in web design and marketing materials, as it creates a sense of space and clarity.

Finally, the accent color in the Mena Funding palette is #040A01, which is a rich and dark shade of green. This color adds depth and contrast to the palette and can be used as an accent color to highlight important information or create a sense of emphasis.

# Japanese Laurel

**#01B100**

# Saltpan

**#F9FCF9**

# Pine Tree

**#040A01**





Mena  
Funding  
Our Capital Your Trades