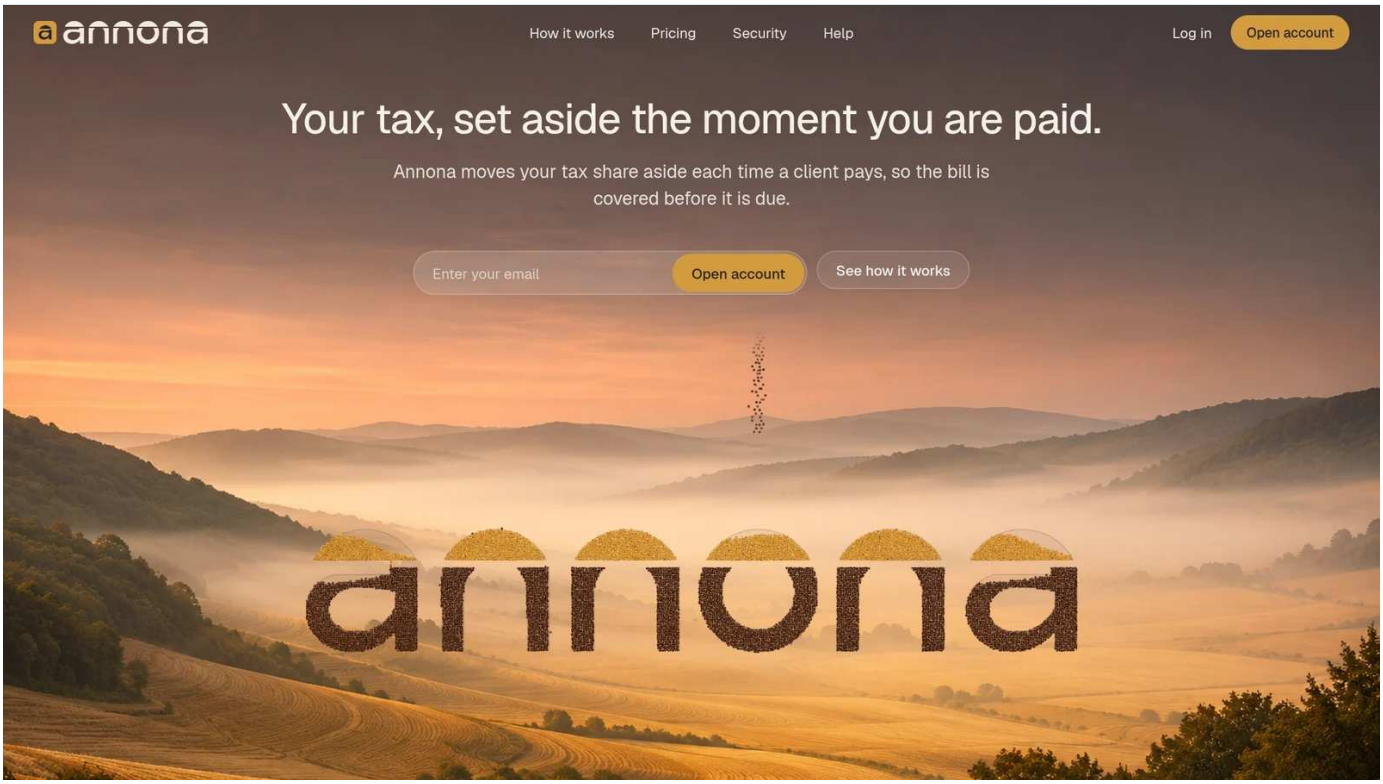
Annona Guidelines.

Your tax, set aside the moment you are paid: an account for freelancers that keeps the tax share apart.

Introduction



The website's first screen: grain pours into the letters, and what settles above the share line turns Ochre. Amounts shown there are example data.

Annona is an account for freelancers. Each time a client pays, it moves the tax share aside, so the bill is already covered when it is due and the rest is plainly yours to spend.

Annona was the Roman goddess of the grain supply: the harvest stored against the lean months. The wordmark is lowercase annona with one straight cut through every letter at the same height. The slice above the line is the share kept aside; the rest is yours. The a with its dome is the app icon.

Ink and Meal carry the brand, warm and plain as flour and a ledger; Ochre is the kept share, used only for what has been set aside.

At a glance

LOGO

annona

COLOURS

Meal
#F3ECDF

Flour
#FBF8F2

Ink
#2B2420

TYPE

Aa Geist

Aa Geist Mono

LINE

Your tax, set aside the moment you are paid.

BRAND KIT

38 files · 1.4 MB

Download the zip

Wordmark scale

72 px



60 px



48 px



38 px



30 px



24 px

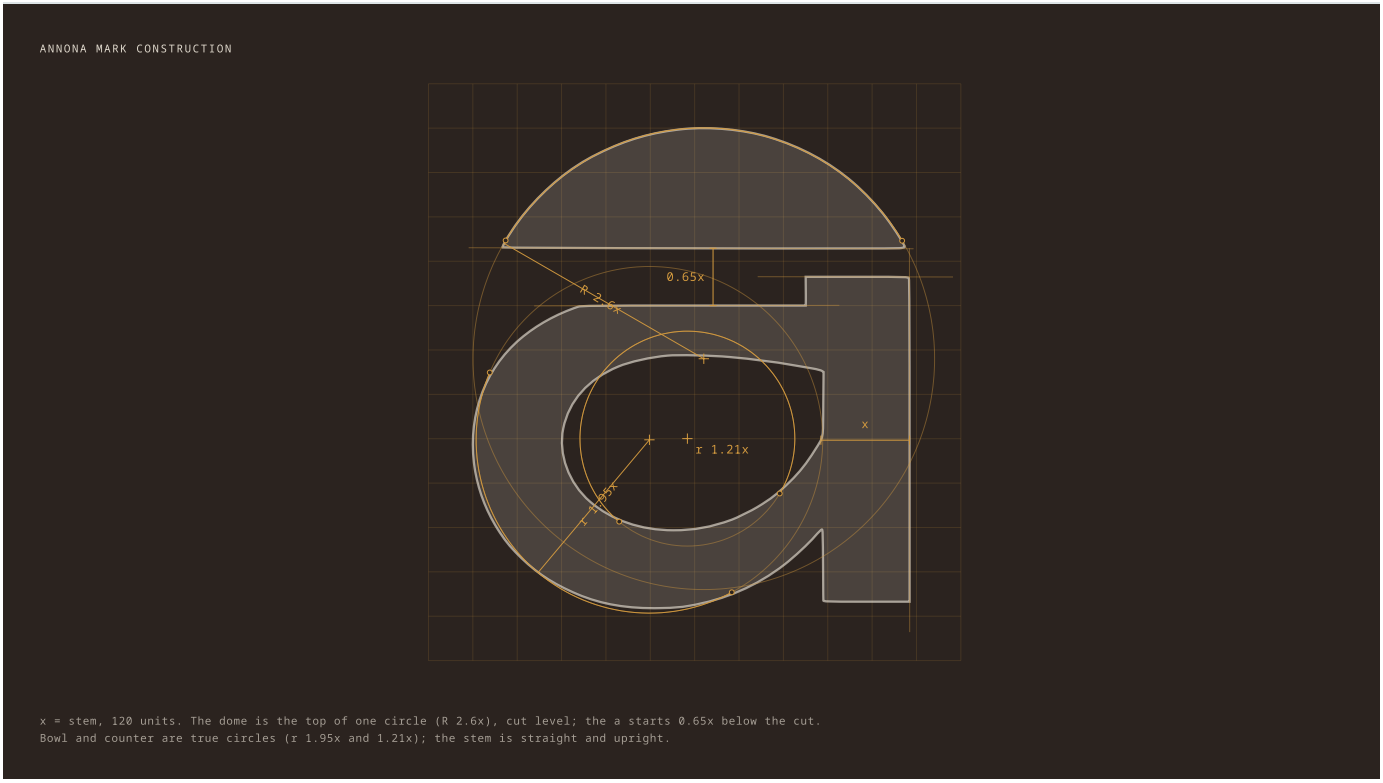


18 px



The share line is the rule: one straight cut through every letter at one height, lower edge at 0.69 and upper at 0.74 of the letter height. Never move it, close it or let it differ between letters. Use the lockup (the a tile, then the word) in the app and on the website's navigation; the wordmark alone on print and signs; the a tile alone for the app icon and the card.

Mark construction



The dome is the top of one circle, cut level, and the a starts 0.65x below the cut, where x is the stem. The bowl and counter are true circles (r 1.95x and 1.21x), and the stem is straight and upright.



Every letter shares the stem x and an x-height of 3.82x, and each carries a dome cut level from the same circle. The o is a true circle, and round letters dip 2% below the baseline.

Signature



Ink on Meal is the signature: the website, letters, the welcome pack.



Meal on Ink for the card and dark grounds.

Three cuts



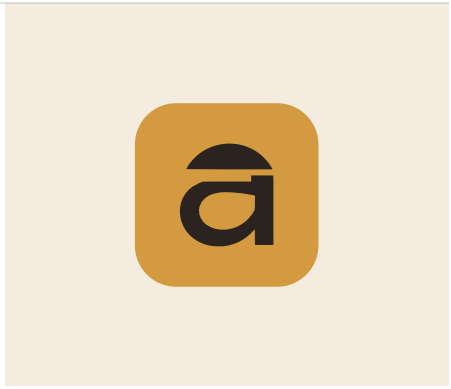
Wordmark

annona with its share line. Print, signs and anywhere the name stands alone.



The a

The first a of the wordmark, dome and all.



App tile

Ink a on an Ochre rounded square: the app icon and the favicon. The only place Ochre sits behind the logo.

Small sizes



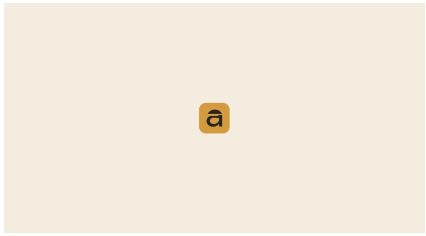
Lockup, 120 px wide



Wordmark, 16 px



App tile, 32 px



App tile, 16 px

Clear space



Clear space is 3x on every side of the lockup, where x is one stem.

Logo on your background



Please don’t



Don’t stretch or squeeze it. The cut must stay one straight line.



Don’t tilt it. The share line is level.



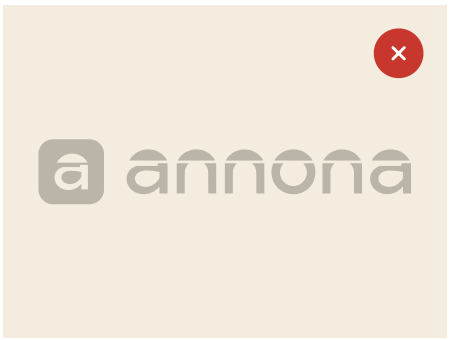
Don’t turn it money green, or any other colour. Ink or Meal.



Don’t set the wordmark on Ochre. Ochre is only the app tile.



Don’t add shadows, gold foil effects or glows in the file.



Don’t fade it or make it see-through. One solid colour.

Core palette

Meal

HEX #F3ECDF

RGB 243, 236, 223

CMYK 0, 3, 8, 5

Flour

HEX #FBF8F2

RGB 251, 248, 242

CMYK 0, 1, 4, 2

Ink

HEX #2B2420

RGB 43, 36, 32

CMYK 0, 16, 26, 83

Husk

HEX #6B5E52

RGB 107, 94, 82

CMYK 0, 12, 23, 58

Ochre

HEX #D39B3F

RGB 211, 155, 63

CMYK 0, 27, 70, 17

Granary

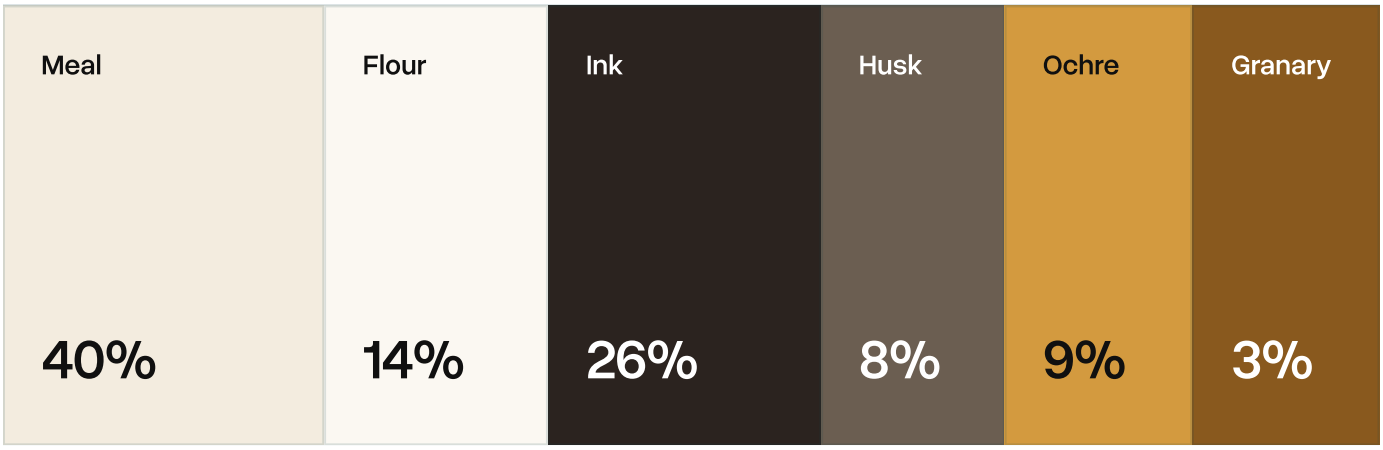
HEX #8A5A1E

RGB 138, 90, 30

CMYK 0, 35, 78, 46

Grain and a ledger: Meal and Flour for the ground, Ink for the words. Ochre is the colour of the share kept aside, and it means only that: the amount set aside, the dome above the line in the hero, the app tile, the one button. Granary is Ochre deep enough to be read as small text. CMYK values are a plain device conversion for reference; proof Ochre on press.

Color proportions



Meal, Flour and Ink carry nearly everything. Ochre appears only where money has been kept, so a glance at any screen shows what is set aside.

Readable combinations

Aa	Ink on Meal	12.9:1	AAA
Aa	Ink on Flour	14.3:1	AAA
Aa	Husk on Meal	5.3:1	AA
Aa	Meal on Ink	12.9:1	AAA
Aa	Ink on Ochre	6.1:1	AA
Aa	Granary on Meal	5.0:1	AA
Aa	Granary on Flour	5.5:1	AA
Aa	Ochre on Ink	6.1:1	AA
Aa	Meal on Granary	5.0:1	AA

Aa	Ochre on Meal	2.0:1	Fail

Ochre is never text on Meal (2.0:1): use Granary for amounts set aside on light grounds, and Ink on Ochre for the button and the tile. Ratios are WCAG 2 contrast, measured on the sRGB values above: AAA from 7:1, AA from 4.5:1, AA Large from 3:1 (large or bold text only).

Check a pairing

Type system

Geist: Your tax, set aside.

Headlines and text, as on the website: 450 at 48 px for the hero line, regular for text. Calm and open, so a money product feels plain rather than corporate. By Vercel, SIL Open Font License 1.1, about 70 KB variable. This preview doesn't load it yet, so the line above falls back to your system's face.

`Geist Mono: Set aside 600.00`

Amounts, dates and references, with tabular figures so columns line up. Amounts shown in this guide are example data. By Vercel, SIL Open Font License 1.1. This preview doesn't load it yet, so the line above falls back to your system's face.

Type scale

DISPLAY

Geist · 450 · 51.9px · 3.242rem

Set aside.

HEADING 1

Geist · 450 · 41.5px · 2.594rem

Your tax, set aside the moment you are paid.

HEADING 2

Geist · 450 · 26.6px · 1.66rem

The bill is covered before it is due.

HEADING 3

Geist · 450 · 21.3px · 1.328rem

Invoice paid · Set aside

BODY

Geist · 450 · 17px · 1.063rem

Annona moves your tax share aside each time a client pays, so the bill is covered before it is due.

CAPTION

Geist · 450 · 13.6px · 0.85rem

Amounts shown are example data

Tone of voice

Annona speaks like a good bookkeeper who is also a friend: calm, exact and on the freelancer's side. It says what moved, how much and why, in one line.

Tax is stressful, so the voice takes the drama out of it: no fear, no hype, no jargon. The harvest image stays in the brand's pictures, not in puns.

The granary, not the bank

A store kept against the lean months: quiet, full and plainly counted. The people reading are freelancers whose income comes in uneven pieces, so Annona tells them, every time, what is set aside and what is theirs to spend.

SIGNATURE

Your tax, set aside the moment you are paid.

WHAT IT DOES

Annona moves your tax share aside each time a client pays, so the bill is covered before it is due.

THE LINE

Above the line: set aside. Below it: yours to spend.

A PAYMENT

Invoice paid 2,400.00. Set aside 600.00. (Example data.)

CALL TO ACTION

Open account

Say the number

Every message says what moved and how much. Amounts in guides are labelled as example data.

SAY	AVOID
Set aside 600.00 from today's payment.	Great news about your finances!
Your Q3 bill is covered.	Smart AI-powered tax optimisation.

Calm about tax

No deadlines shouted, no fear. State the date and what is already covered.

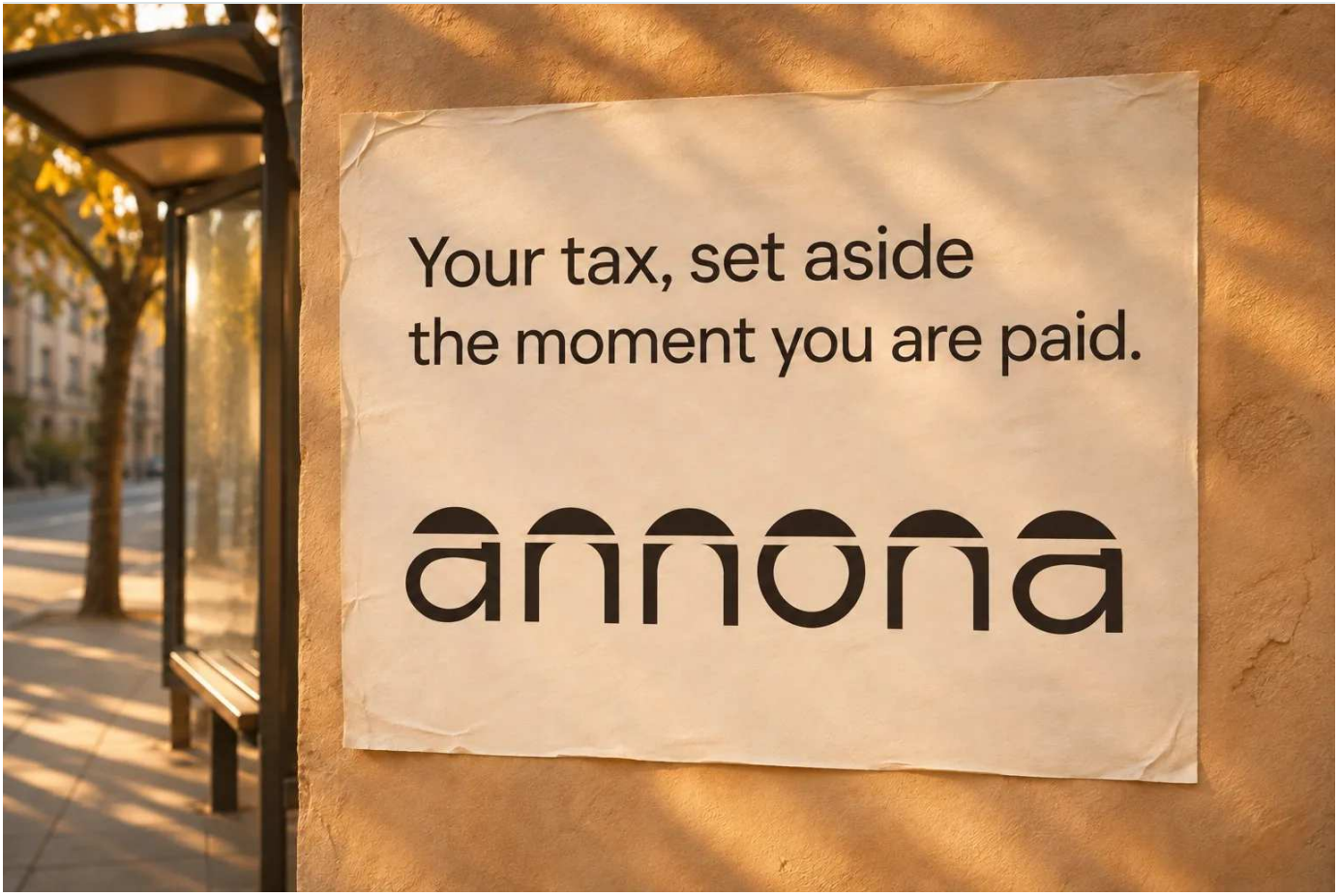
SAY	AVOID
Due 15 January. Already covered.	Don't get caught out by the taxman!!

Plain, not banky

Annona is not a bank and never sounds like one. Everyday words for everyday money.

SAY	AVOID
Yours to spend: 1,800.00.	Your available disposable balance after provisioning.

Bus-stop poster



The signature line in Ink on Meal, the wordmark under it: plain paper, plain words.

Card



Meal on Ink, the wordmark and a chip and nothing else: no numbers or names on the face.

Welcome pack



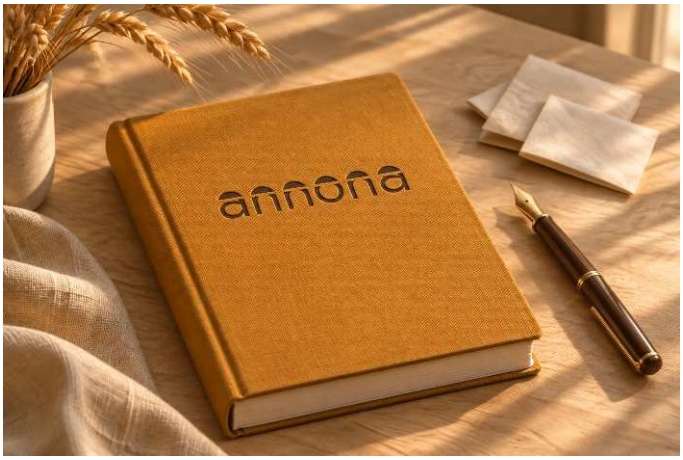
The lockup on the lid, the card in its sleeve, one line on the letter.

Tote



One-colour Ink on canvas, on a designer's chair: where Annona's freelancers work.

Ledger notebook



Ochre cloth, the wordmark debossed in Ink: the one place Ochre carries the name, as a material, not a printed ground.

Laptop sticker



The app tile as a sticker on a photographer's laptop.

Pattern: the kept share



The a repeated, every dome above the share line in Ochre: the kept share, made into a surface for packaging and the inside of envelopes.

Export assets

▶ What's inside the zip · 38 files · 1.4 MB

Lockup



Ink on Meal



Meal on Ink

Wordmark



Ink



Meal

The a



App tile



Ink



Meal

Profile pictures



Ochre



Ink



Meal

Pattern

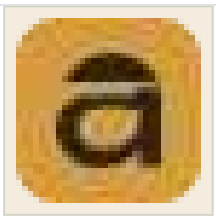


The kept share, tile

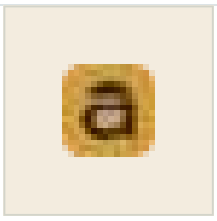
Favicons



Favicon SVG



Favicon PNG



Favicon ICO



Apple icon



PWA icon



PWA icon large

Applications



Annona · 01



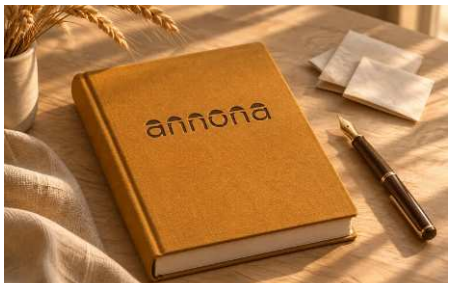
Annona · 02



Annona · 03



Annona · 04



Annona · 05



Annona · 06

Typography

Aa Geist

Aa Geist Mono

Brand and website designed by Plumage.

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