

bread brand guidelines

bread is a calm money diary for M-Pesa. This guide sets out bread's logo, colour, type, writing and layout rules, from a 16 px favicon to a bus-stop poster.

Version 1.0 October 2026 Made in Nairobi



Who we are

bread is a money diary for people in Kenya who use M-Pesa every day. It reads the M-Pesa messages on your phone to record your transactions, without linking to your M-Pesa or bank account. You give each transfer a category and see how much you've sent to each person. bread is made in Nairobi.



Nairobi. Photo: nashon otieno, Pexels.

01

A record of what happened

bread keeps a record of what you've spent. It doesn't give you a score or forecast your spending.

02

Calm numbers

bread shows your numbers without warnings or judgement. Spending is shown in ink, never in red.

03

Your records stay on your phone

bread stores your records on your phone. There's no bread account, no sign-in and no server, and bread doesn't link to your M-Pesa or bank account. bread reads the M-Pesa messages already on your phone, and you add anything else yourself.



Left: Bigthink Entertainment. Right: Benedict Buston. Both on Pexels.

Communication

Write bread's copy in short, plain sentences. Say what happened and what the person can do next. Don't tell people how to spend their money.

SIGNATURE	SEE WHERE YOUR M-PESA MONEY GOES.
SHORT HEADLINE	LEFT TO SPEND.
HEADLINE	KEEP TRACK OF WHAT YOU SPEND.
BRAND STATEMENT	bread is a money diary for M-Pesa. It reads the M-Pesa messages on your phone, so you can give each transfer a category without linking an account.
INTRODUCTION	bread records your M-Pesa transactions from the messages on your phone. Give each transfer a category and browse your spending by category.

Principles

01 Use everyday words

Say what happened in the words people already use. Don't use puns on money or finance jargon.

✓ SAY	× AVOID
You spent KSh 450 on lunch.	You made a delicious investment!
Left to spend	Available liquidity
Sent to Mum	Outgoing P2P transfer

02 Report numbers calmly

Give the number and what it refers to. Don't add warnings, advice or exclamation marks.

✓ SAY	× AVOID
KSh 2,140 left for 8 days.	Warning! You are overspending!
Low	Danger zone
Removed. Undo	Are you absolutely sure?

03 Write for Kenya first

Use the words people in Kenya already use, such as shillings, M-Pesa, matatu and chama. Don't swap them for generic finance terms.

✓ SAY	× AVOID
Matatu fare	Public transportation expense
Chama contribution	Group savings deposit
Till 123456	Merchant ID

Writing money

Write in Kenyan English and give amounts in shillings with the KSh prefix. Write KSh, never KSH.
Amounts always use tabular figures and a true minus sign (U+2212).

THING	WRITE	NOT
Currency prefix	KSh	~~KSH~~ ~~KES~~ ~~Ksh~~
Amounts	KSh 1,250	~~KSH 1,250~~ ~~KES 1250~~ ~~Ksh1,250~~ ~~1250/=~~
Spending	−450	~~−450~~ ~~(450)~~ ~~red text~~
Money in	+2,000	~~2,000~~ CR
The service	M-Pesa	~~MPESA~~ ~~Mpesa~~ ~~m-pesa~~
Phone numbers	+254 712 345 678	~~0712345678~~
Dates	Sat 24 Oct	~~24/10/2026~~
Times	13:45	~~1:45~~ pm
Paybill and till	Till 123456	~~Buy Goods No. 123456~~

Accessibility

Every screen is checked in light and dark themes. All 164 colour pairs are tested against WCAG 2.2, and none fail at the size they are used.

Contrast

	Ink on white Primary text	18.71:1	AAA
	Ink on Fog Text on cards	17.78:1	AAA
	Secondary on white Supporting text	8.42:1	AAA
	White on Jam 600 Buttons and small text on jam	4.84:1	AA
	White on Jam 500 Logo and large type only	4.03:1	AA18
	Ink on Butter Logo and display type on butter	13.69:1	AAA
	Butter 800 on Butter Badge text	5.10:1	AA
	Leaf 700 on white Money in	5.85:1	AA
	Ink 500 on white Disabled and placeholders only	3.93:1	AA18

AA18 means large text only: 24 px regular or 19 px bold and up. Use Jam 500 only for the logo and display type. Use Jam 600 for buttons and small text on jam.

Minimum sizes

Element	Default	Minimum
Body text	15 px	13 px
Captions and meta	12 px	12 px, Secondary or darker
Touch targets	48 pt	44 × 44 pt
Icons	20 px	16 px inline with text
Mark	24 px	16 px on screen · 6 mm in print
Lockup	120 px wide	72 px wide · 20 mm in print

Motion

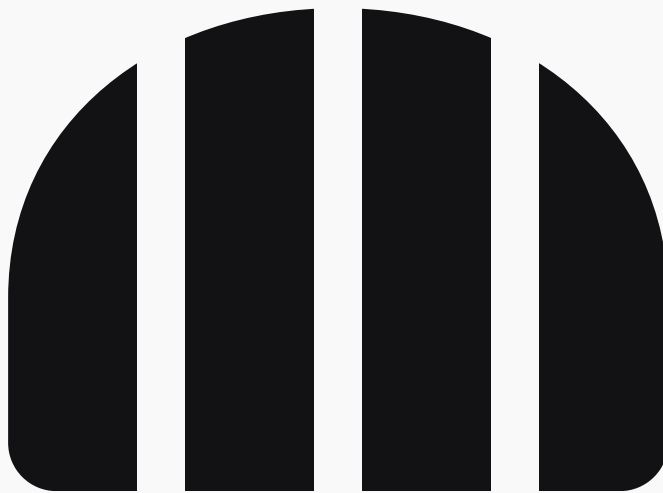
Use motion to show where something came from, such as a sheet rising from the bottom of the screen. Don't add motion for decoration. With Reduce Motion on, every transition becomes a short fade.



MOMENT	TIMING
Sheets and pages	Spring, about 320 ms
Dialogs in	180 ms ease - out
Dialogs out	140 ms
Toasts	Slide 8 pt and fade
Reduce Motion	Fade only, 150 ms

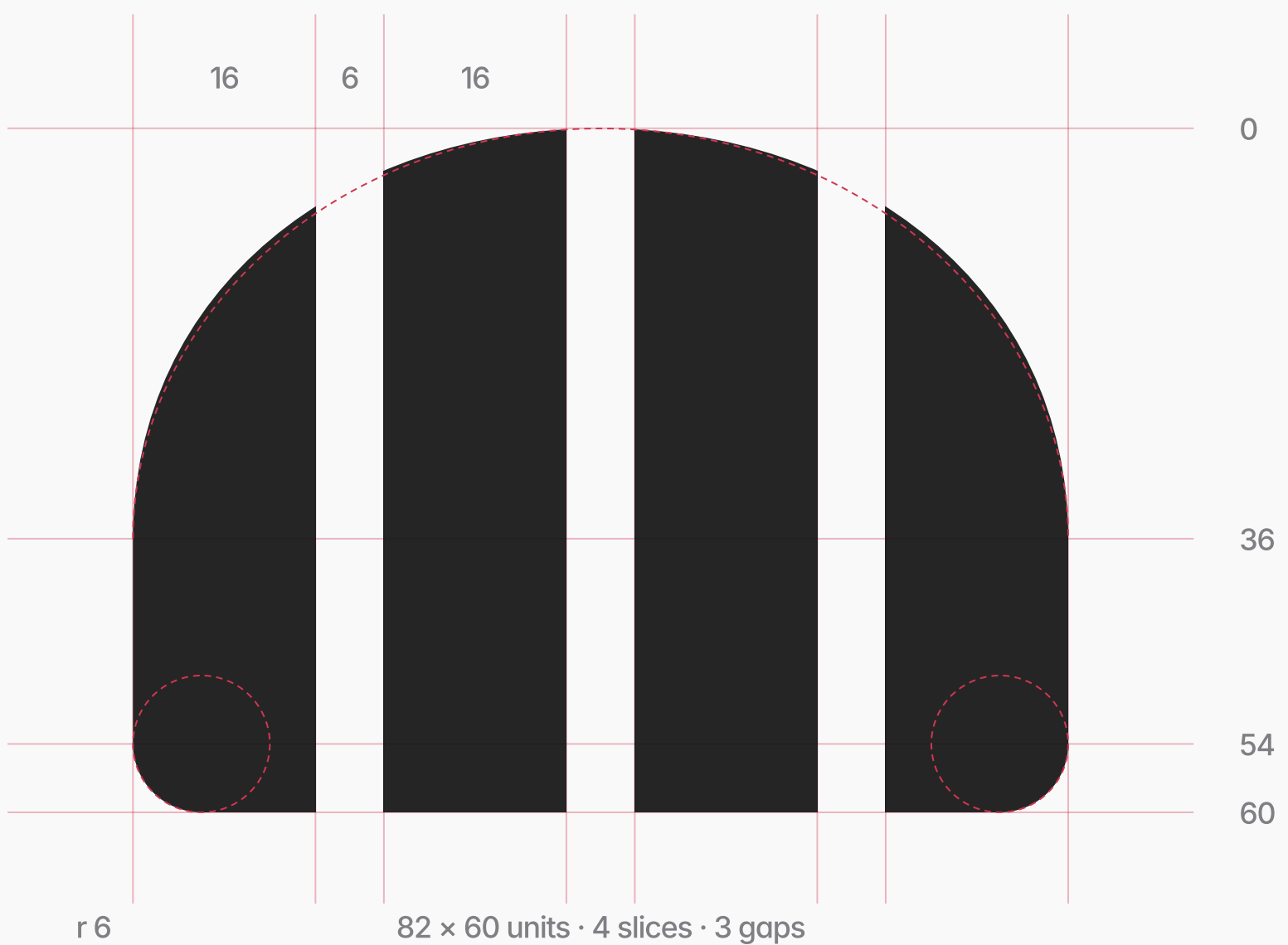
Identity

The mark, called Sliced, is four upright bars cut to the shape of a loaf. It also reads as a small bar chart of spending. It is bread's only brand symbol, so don't add other symbols next to it.



Construction

Built on a 96-unit grid. Four 16-unit slices with 6-unit gaps, clipped by a single loaf curve with 6-unit corners. Never redraw it; use the files.



Clear space

Keep one slice width clear on every side. Nothing else enters this space, including the edge of the screen or page.



x = one slice of the mark, on every side

Minimum sizes

Below these sizes the gaps between the slices close up. These are shown at real size.



Logotype scale

Set the lockup by its height. These are the steps we use in product and print.

72 px



60 px



48 px



38 px



30 px



24 px



18 px



Lockups

There are four logo versions, all made from the same drawing. In the horizontal lockup, the mark sits on the wordmark's cap height.



Horizontal lockup · The default. Use it wherever there is room.



Stacked lockup · For square spaces such as posters, the splash screen and merchandise.



Wordmark · Use when the mark already appears nearby.



Mark · For the app icon, avatars, the favicon and other small spaces.

Colour versions

Use the logo in ink, white or jam. Use the butter mark only on ink backgrounds. Never place a jam logo on a jam background.



Ink on Fog



White on Ink



White on Jam



Butter mark on Ink

App icon

In marketing, show the app icon as white slices on Jam 500 with a light grain. The icon in the app itself is flat. Use the ink version, with butter slices, for dark-icon modes.



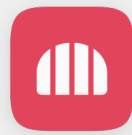
1024 px · App Store



180 px · Home screen



87 px · Settings

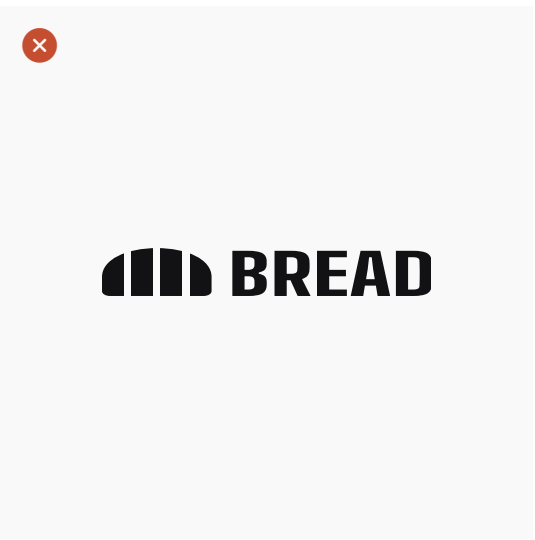


40 px · Notification

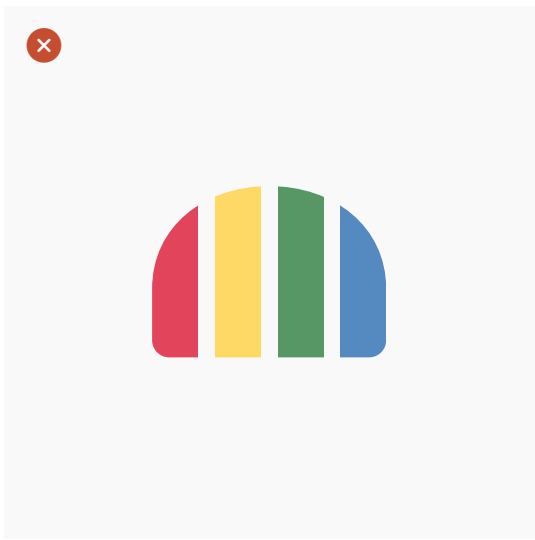


Misuse

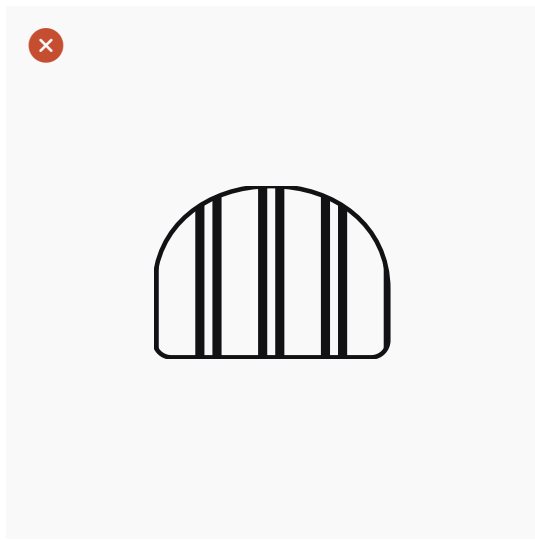
Use the logo files as supplied. Don't change the mark in any of the ways below.



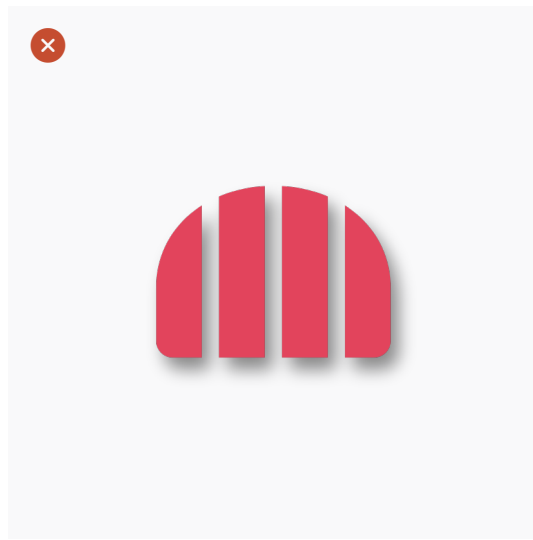
Don't stretch or squash



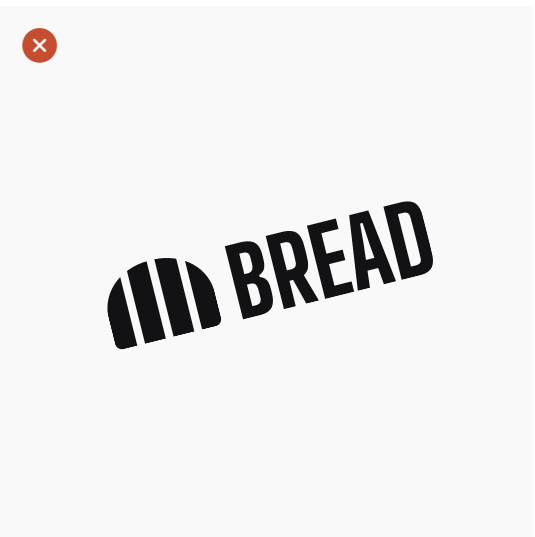
Don't colour the slices



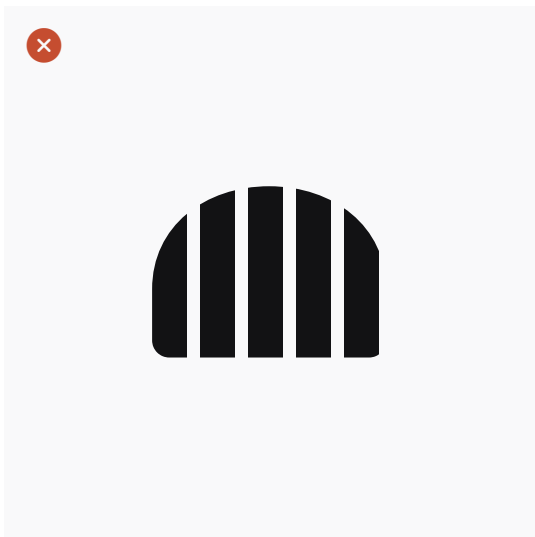
Don't outline the mark



Don't add effects



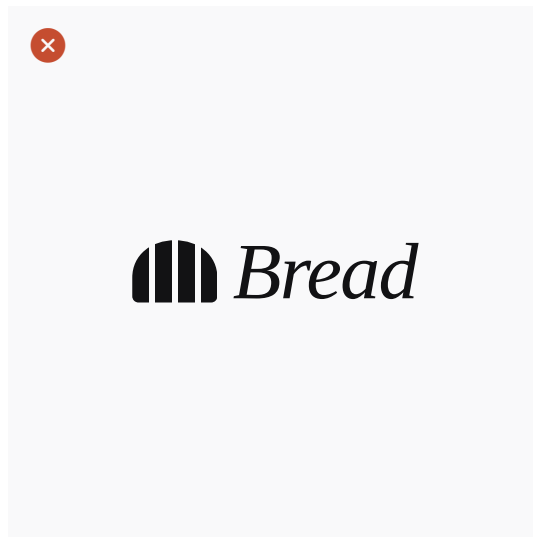
Don't rotate



Don't change the slices



Don't place on busy photos



Don't retype the name

Colour

Most of every layout is white and ink. Jam is the brand colour, so use it once per screen at most. Butter is never a background for body text; small badges may use butter with #7C500E text.

Jam 500

--jam-500 · Brand

HEX#E2445C

RGB226 68 92

CMYK0 70 59 11

Ink 950

--ink-950 · Text

HEX#121214

RGB18 18 20

CMYK10 10 0 92

Fog 50

--ink-50 · Surface

HEX#F9F9FA

RGB249 249 250

CMYK0 0 0 2

Butter 300

--butter-300 · Highlight

HEX#FFD966

RGB255 217 102

CMYK0 15 60 0

Jam 600

--jam-600 · Buttons and links

HEX#D0374F

RGB208 55 79

CMYK0 74 62 18

Neutrals

The neutrals are a cool grey ramp, so don't swap in cream or warm greys. Use 950, 700 and 600 for text. Use 500 only for disabled states and placeholders.

0	50	100	150	200	300	400	500	600	700	800	900	950
FFFFFF	F9F9FA	EFEFF0	E6E6EA	D8D8DD	BDBDC1	A1A1A5	808084	67676B	4D4D50	323236	202024	121214

Status

Each status has a solid, a surface, a border and a text colour. Spending is never shown in red. Red is for errors only.

Success

SOLID · SURFACE · BORDER · TEXT

#22844F

#F0FAF1

#C4E9CC

#1C7347

✔ Saved. KSh 2,000 added to Money in.

Danger

SOLID · SURFACE · BORDER · TEXT

#C54D30

#FFF4F1

#FFD3C5

#A33B25

! Couldn't save. Check your connection and try again.

Warning

SOLID · SURFACE · BORDER · TEXT

#F4A858

#FFF5EA

#FCD7B0

#9A5503

⚠ KSh 2,140 left for 8 days.

Info

SOLID · SURFACE · BORDER · TEXT

#4970BF

#F2F7FF

#CCDFFF

#405FA3

i Tip: you can create your own spending categories.

REMOVE AND DELETE

Remove is black when it can be undone; chilli only for permanent deletes.

Categories

Each of the eight spending categories has a muted colour with three values. Use the mark for dots and bars, the tint for chips, and the ink for text on the tint.

👪 Family

#B97155 · #FFEBE4 · #733C25

🛒 Groceries

#579766 · #E2F7E5 · #255A33

🚗 Transport

#558AC0 · #E5F2FF · #255079

👤 Friends

#9476B7 · #F4ECFF · #584072

🍴 Eating out

#B56C89 · #FFEAF1 · #70384F

🎓 School

#1D9999 · #D9F7F7 · #035959

🏠 Other

#7F7F87 · #EEEEF1 · #4C4C54

⚡ Bills

#A97E2C · #FDEED6 · #654703

Proportions

How much of each colour a typical screen, page or poster uses.

White

50%

Fog

25%

Ink

10%

Tints

10%

5%

Dark

In dark mode the page is Ink 950 (#121214) instead of pure black. Surfaces get lighter in grey steps, and jam and leaf use lighter values for text.



ROLE	LIGHT	DARK
Page	#FFFFFF	#121214
Surface	#F9F9FA	#1B1B1E
Text	#121214	#F1F1F3
Secondary	#4D4D50	#A1A1A5
Hairline	#E6E6EA	#2A2A2E
Money in	#1C7347	#A0D9AF
Brand text	#AF2C40	#FE9FA5

Typography

The type system is called Tall Stack. Use Big Shoulders Display 800, always in capitals, for headlines and key figures such as wallet balances. Use Inter for body text, labels and row amounts.

Big Shoulders Display	Display · 800	Inter	Text · 400 / 500
AA		Ad	
ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789 KSh −+,.		ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789 KSh −+,.	

Scale

HERO FIGURE	Big Shoulders · 800 · 112 px
KSh 24,860	
TITLE	Big Shoulders · 800 · 72 px
ACTIVITY	
SECTION	Big Shoulders · 800 · 26 px
TODAY	
CARD FIGURE	Big Shoulders · 800 · 30 px
13,640	
ROW AMOUNT	Inter · 500 · 15 px · tnum
−1,240	
BODY	Inter · 400 · 15/20 px
Lunch at Java, Kimathi St	
CAPTION	Inter · 400 · 13/18 px
Eating out · 13:45	

Numbers

Set amounts in tabular figures with a true minus sign. Set the KSh prefix smaller and lighter than the figure.

KSH PREFIX	MINUS, NOT HYPHEN	TABULAR FIGURES
KSh 860	−450 ✓ -450 ✗	−1,111 −450 +2,000 −13,640
26% of the figure, 50% opacity, aligned to the cap height.	U+2212 matches the plus in width and height.	Amounts in a column align on the right.

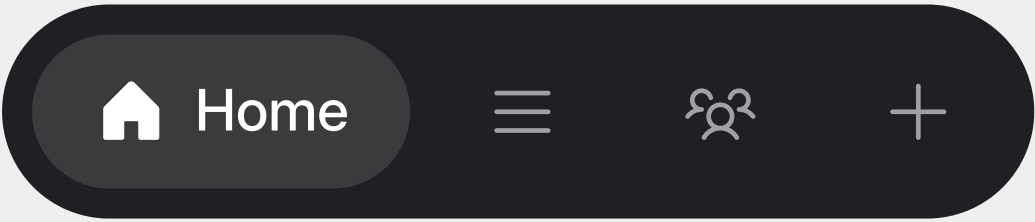
Iconography

Use Phosphor icons in the Regular weight, without modification. Their rounded joins match the curve of the mark and the shapes of Inter.

 Home	 Activity	 People	 Add	 Search	 Wallet
 Eating out	 Groceries	 Transport	 Bills	 School	 Other
 Money in	 Sent	 Chama	 Month	 Report	 New category
 Privacy	 Delete	 Edit	 Undo	 Reviewed	 Settings

Regular and Fill

Use Regular everywhere. Use Fill only for the active tab, so the current tab is shown by the icon's shape as well as its colour.



The active tab uses Fill. The others use Regular.

Sizing

20 px in lists and buttons, 24 px in navigation, 16 px inline with text. Category icons sit in a 40 px tile with 12 px corners. Shown at 2×.



16 px



20 px



24 px



32 px



Tile 40 · r 12

Icons with type

Icons are centred on the first line of text and take the text colour, or the category ink inside a tile.



Lunch at Java, Kimathi St

Eating out · 13:45

−1,000



Matatu fare back

Transport · 18:40

−150



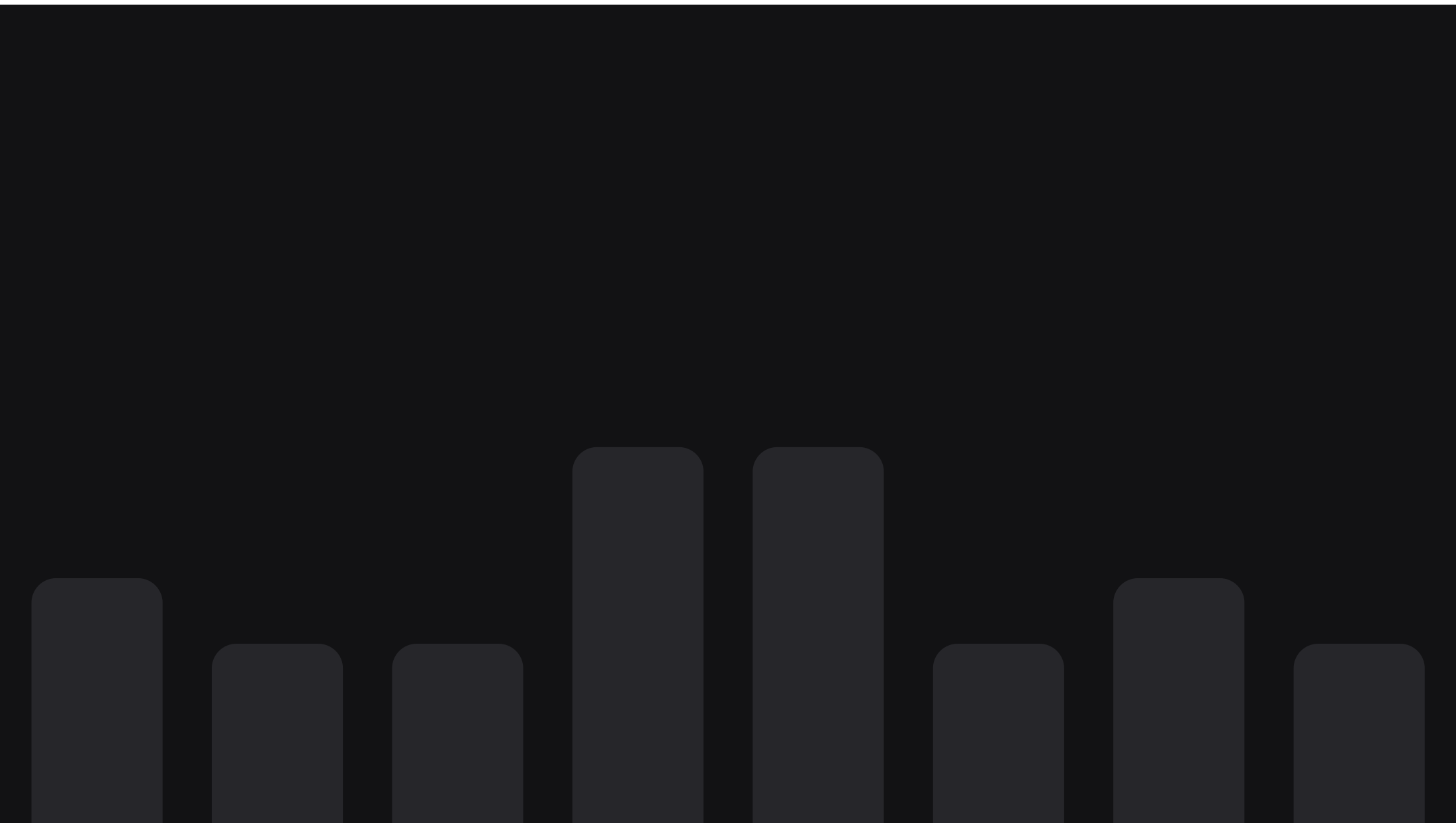
Brian Otieno

Received · 11:20

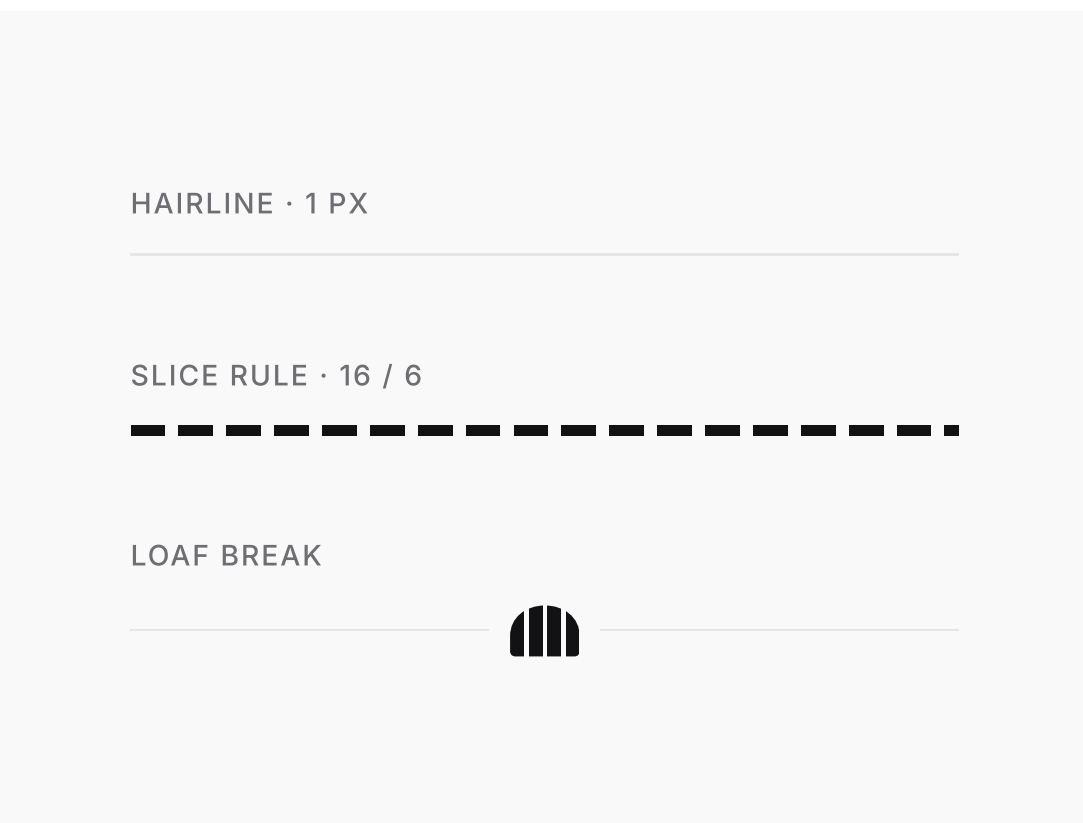
+2,000

Graphic elements

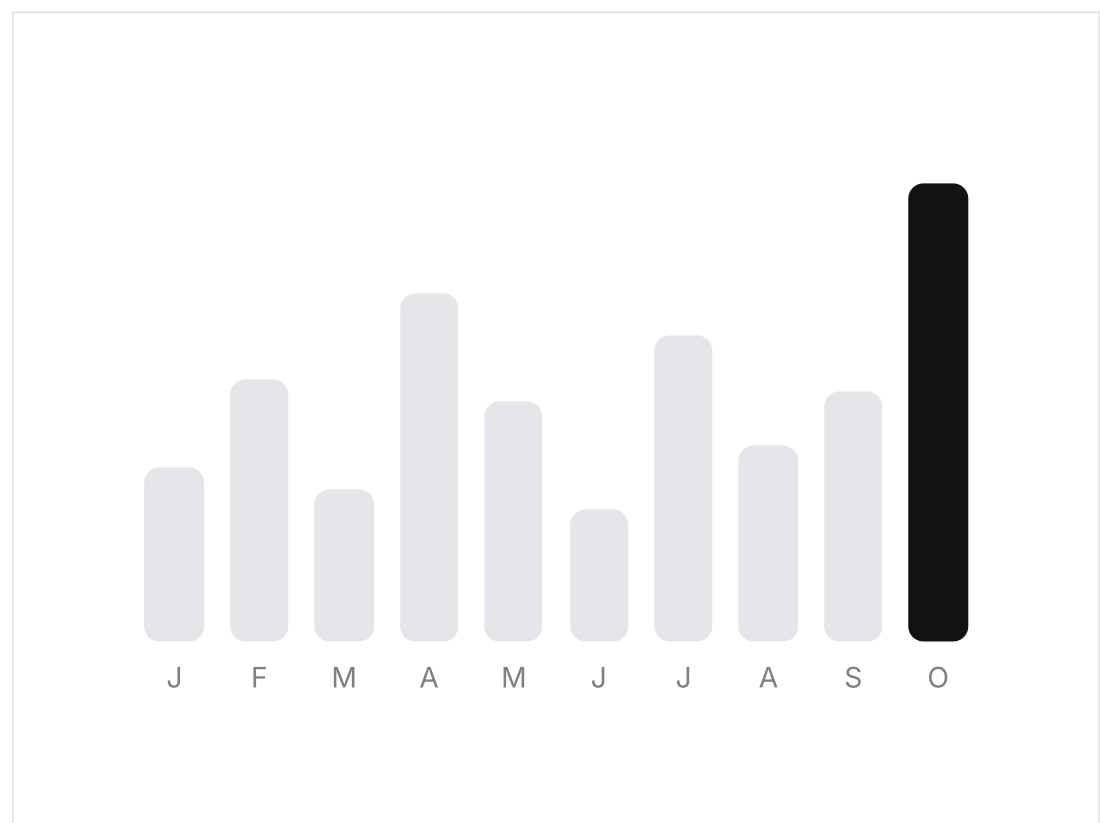
Graphic elements are built from the slice: a 16-unit bar with a 6-unit gap. Repeat it to make charts, rules and patterns.



Slice rhythm. Base the bar heights on real spending data, and make no more than one bar jam.



Dividers



Bar motif · the latest bar is ink, the rest Ink 150

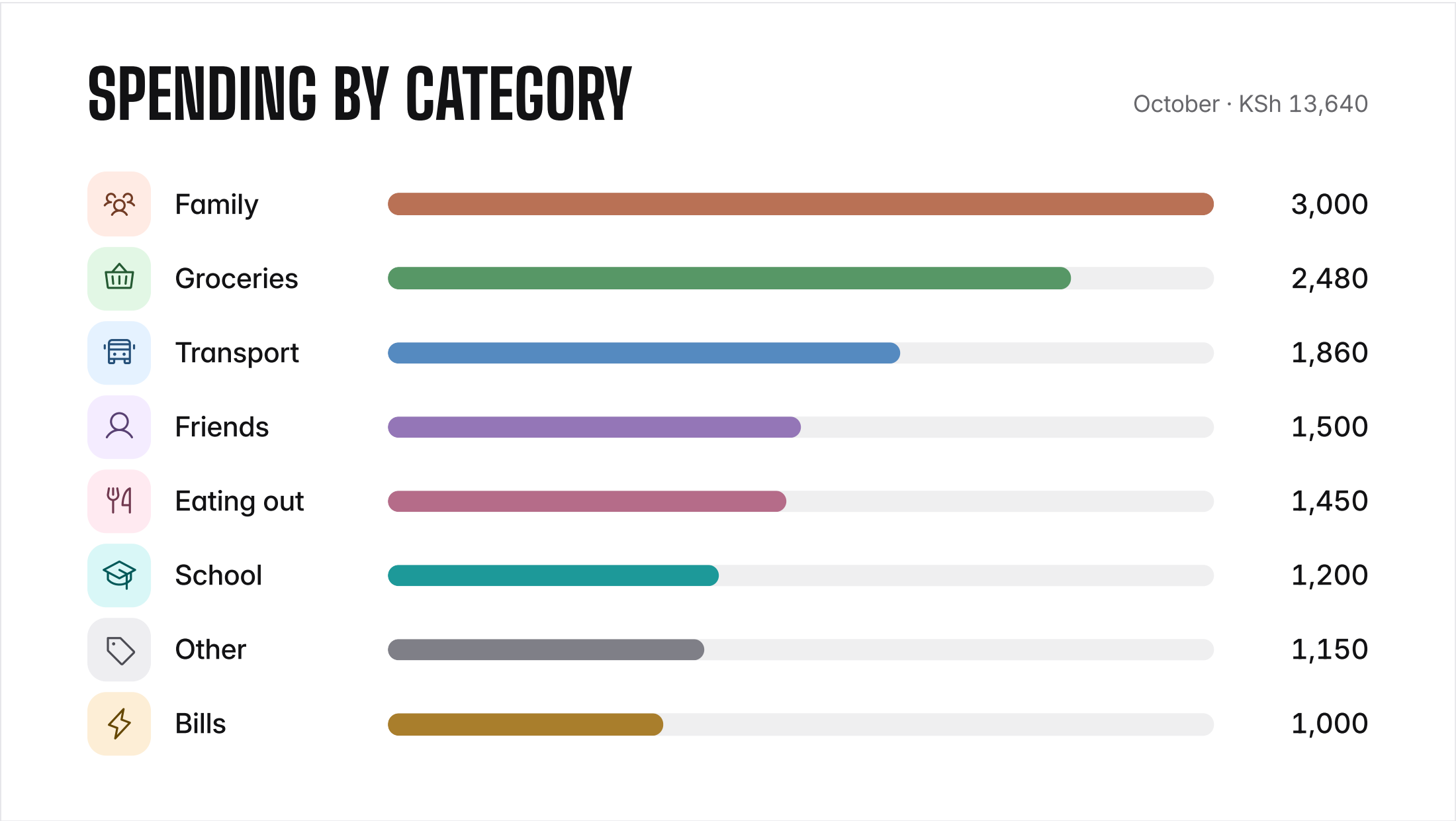
Crops of the mark

At large sizes the mark can run off the edge of the layout. Keep at least two slices and the curve visible.



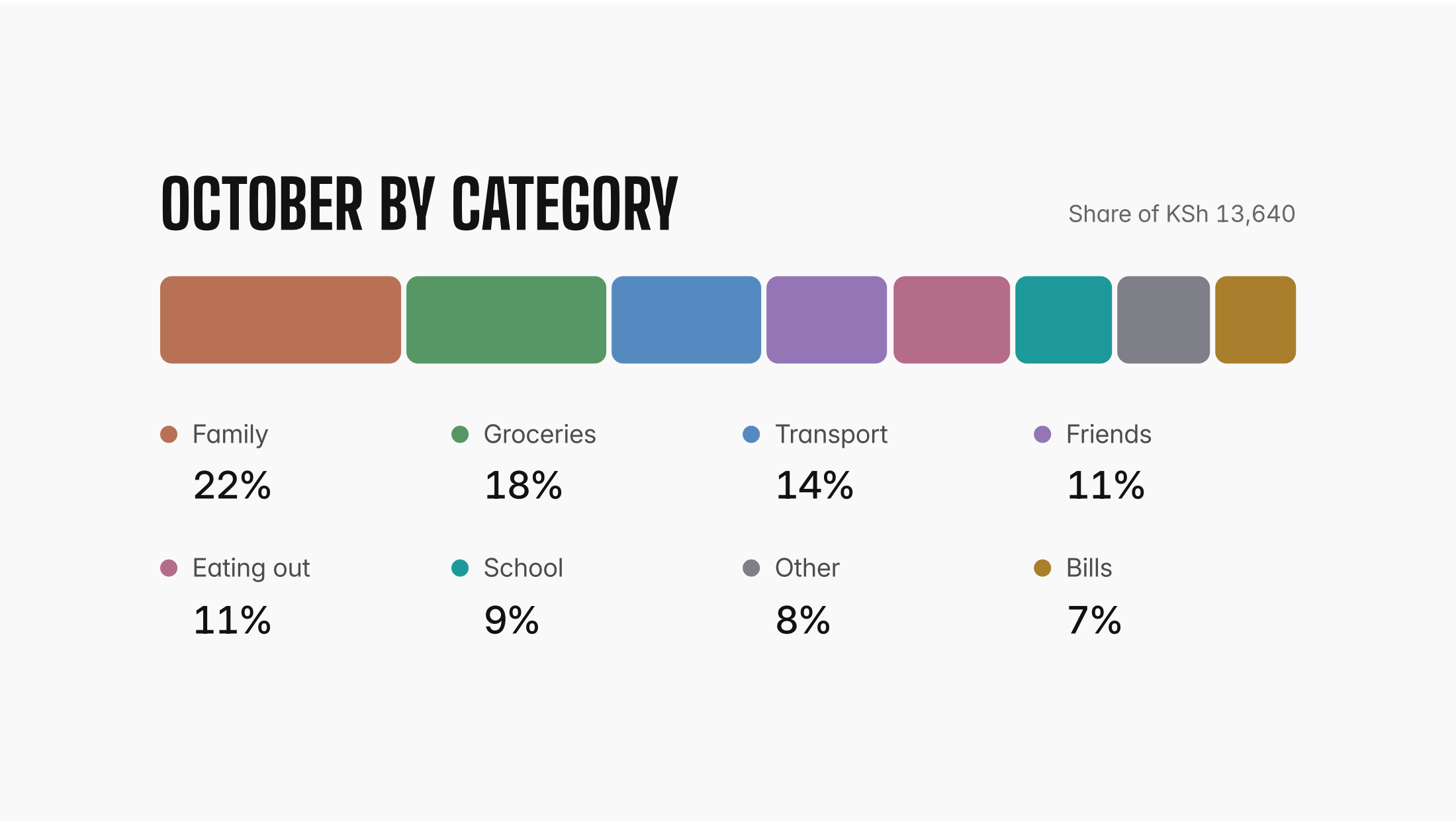
Infographics

Use bar charts only. Keep bars flat with rounded ends, and label them with the actual amounts. Don't use pie charts, gradients or 3D. The figures shown are demo data.



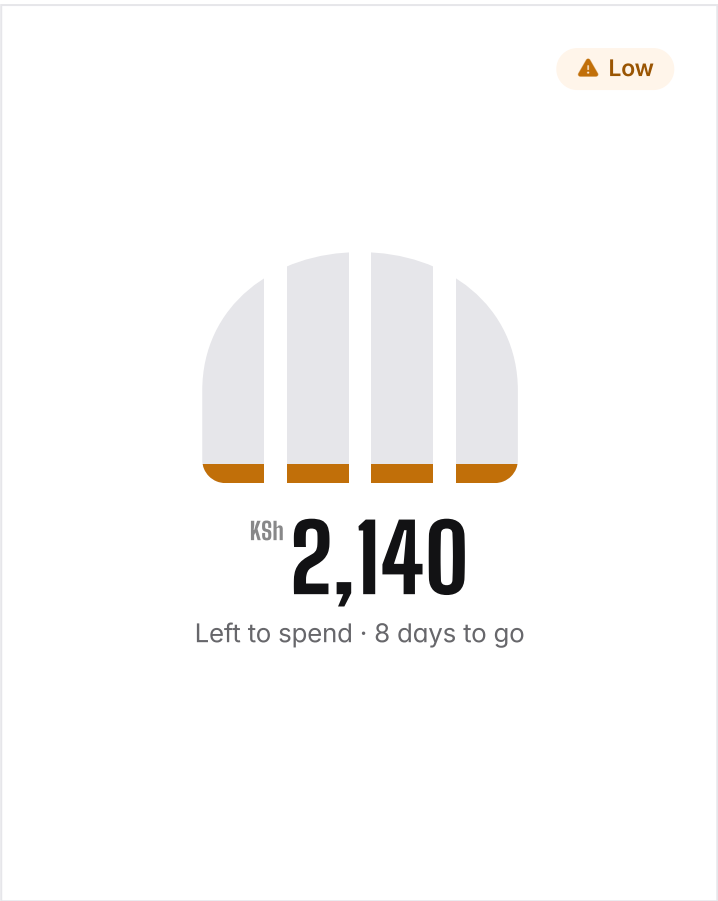
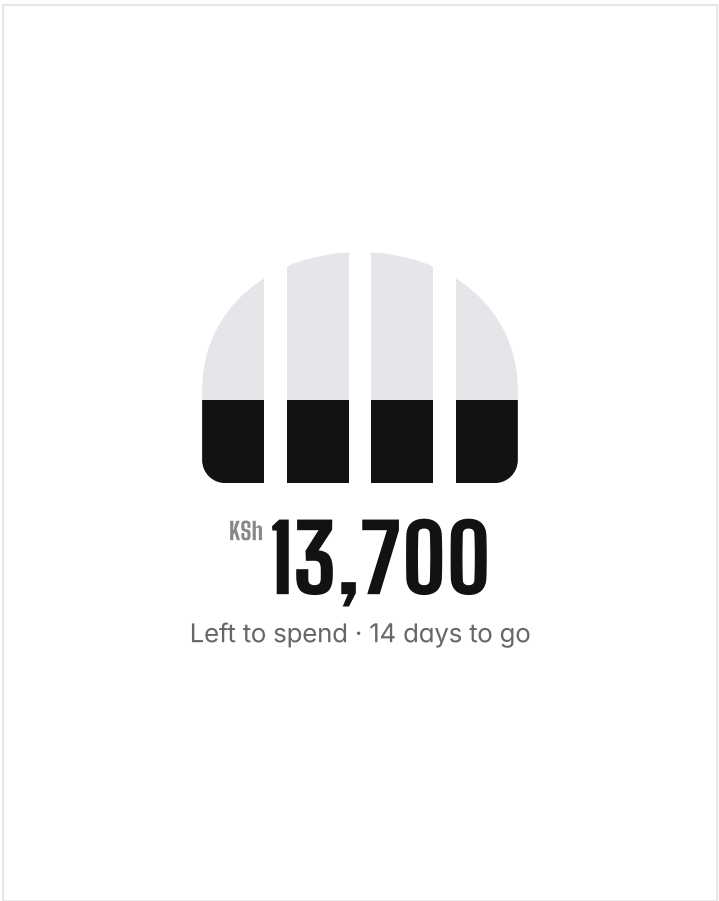
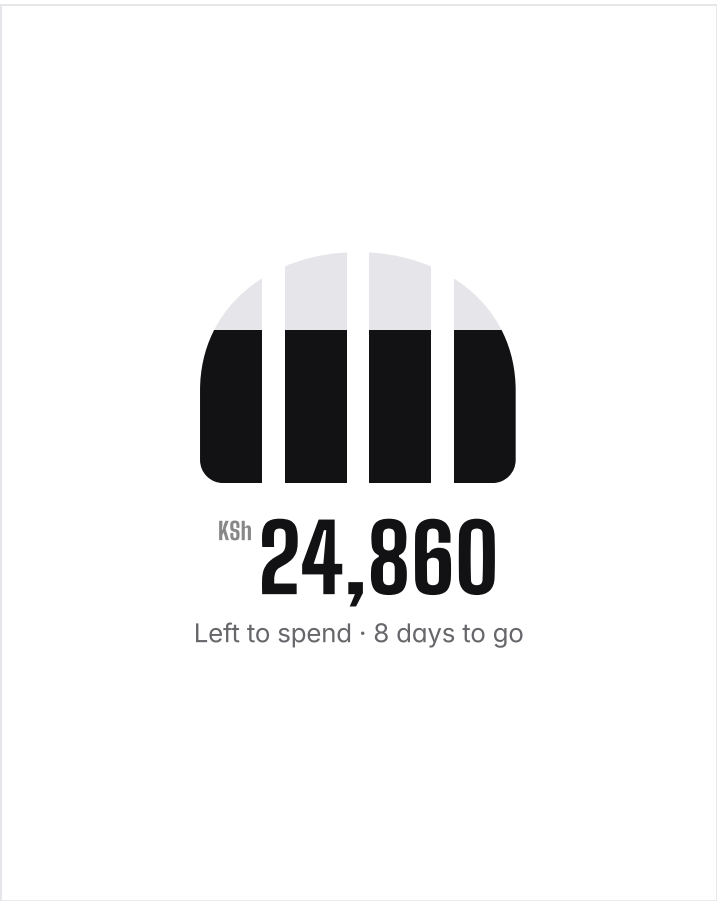
Category split

Use one stacked bar with the largest category first, and a plain legend underneath.



Left to spend

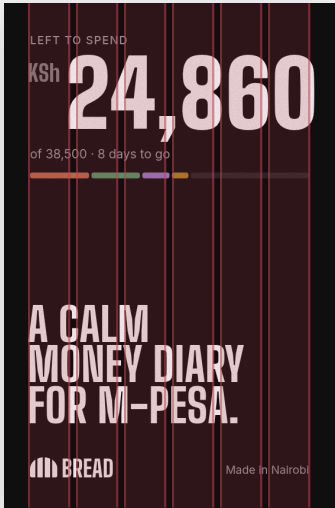
The loaf-shaped gauge fills from the bottom to show what's left to spend. Below 15% it turns marigold and shows a Low label. It never turns red.



CONCEPT 66% left · 36% left · Below 15%: Low

Composition

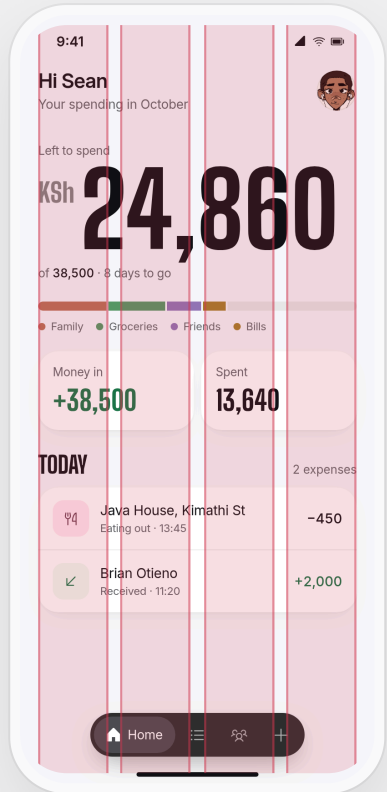
Use large type, plenty of space and one key number per layout. Build layouts on simple column grids and leave at least a third of the area empty.



Poster · 6 columns, 7.4% margins



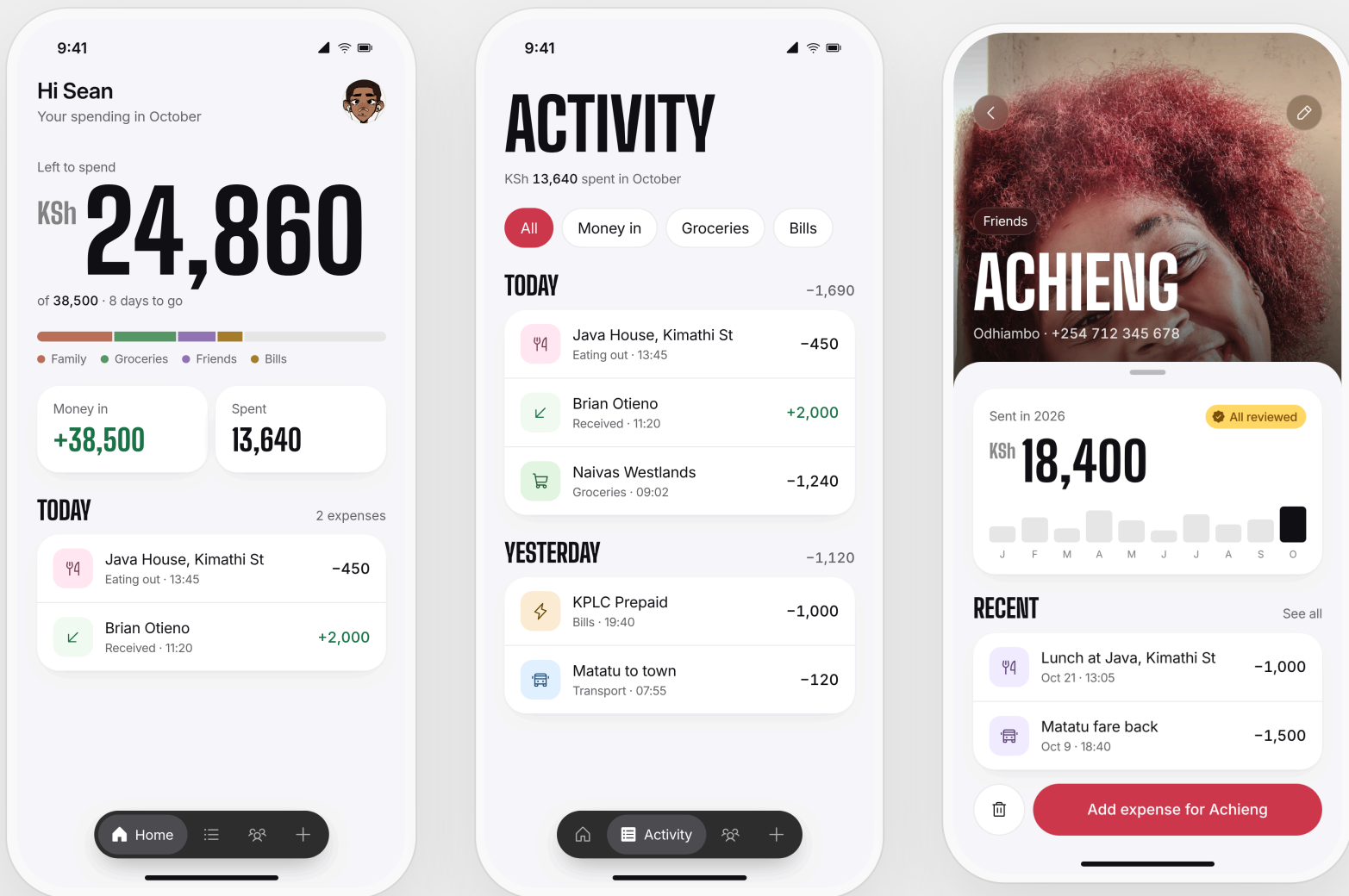
Social · 4 columns, 70 px margins



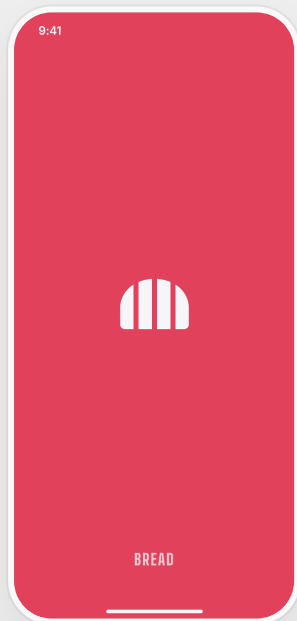
App · 4 columns, 20 pt margins, 16 pt gutters

Applications

Examples of the brand in use. App screens show demo data, and poster figures are illustrative.



Home, Activity and Person. Light theme.



bread

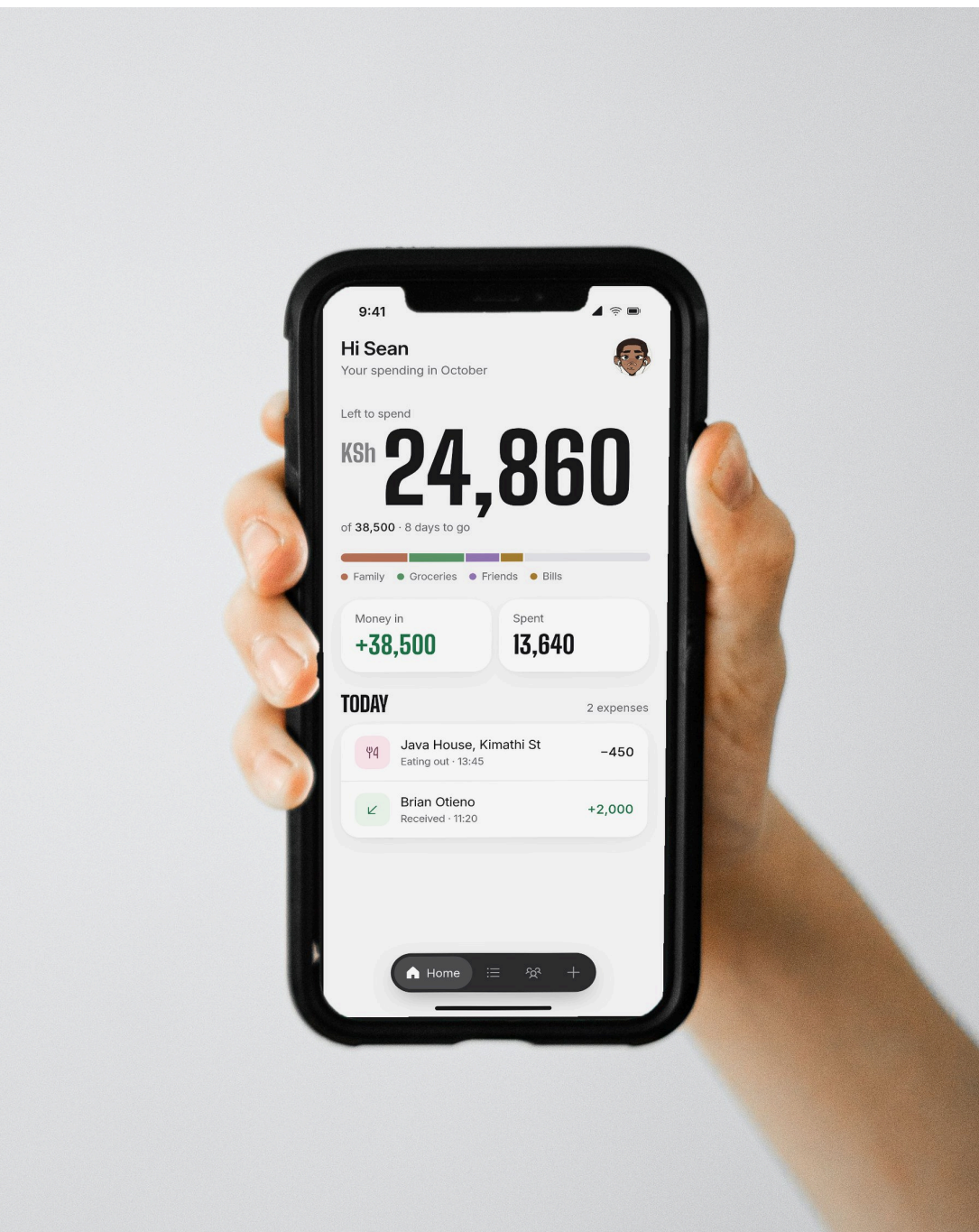
Splash and app icon.

Out of home

Use one line of copy and the mark. People see posters and signs for a moment, often from a moving matatu, so keep the line short.

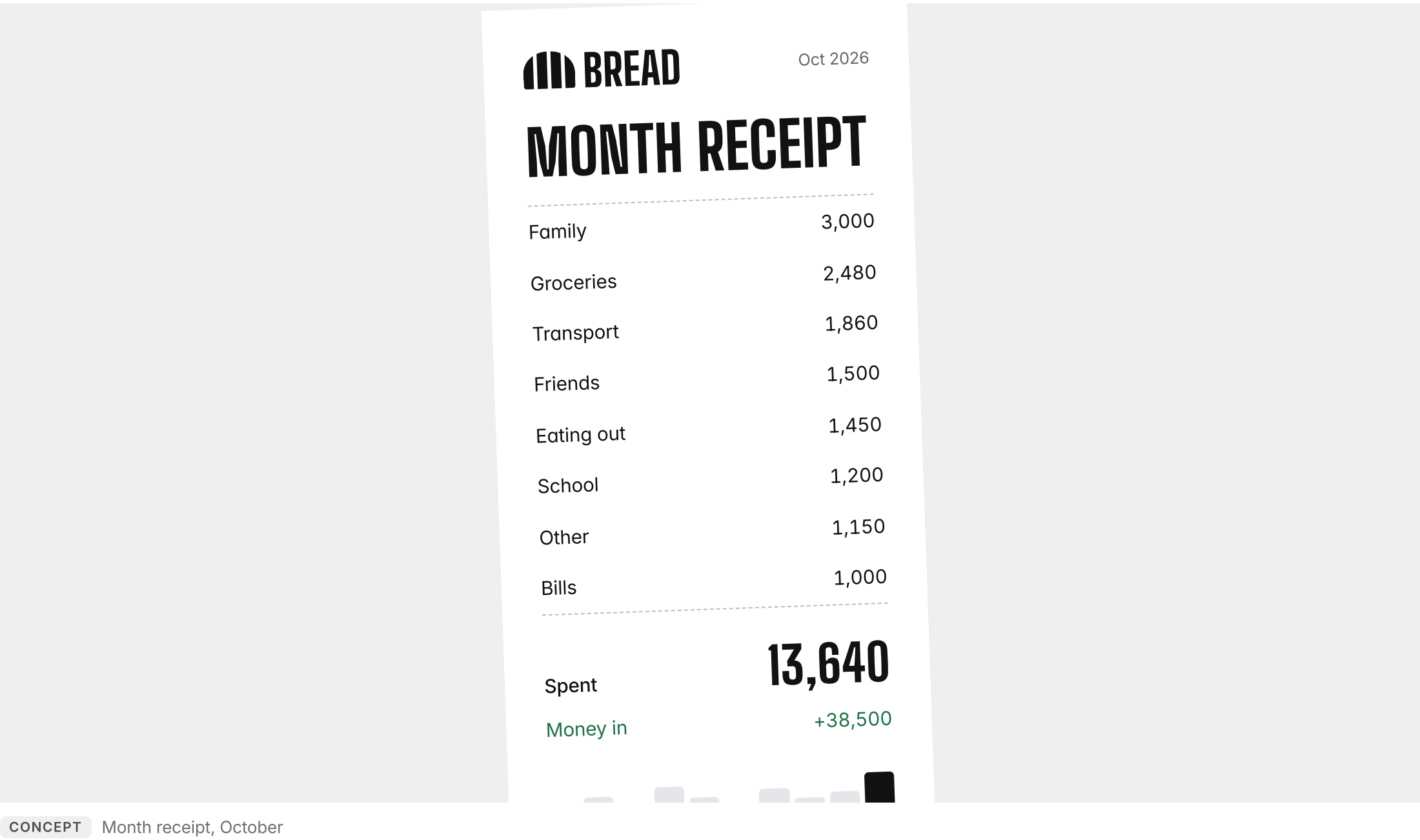


Kiosk fascia, Kenya. Photo: Denis Kioko, Pexels.



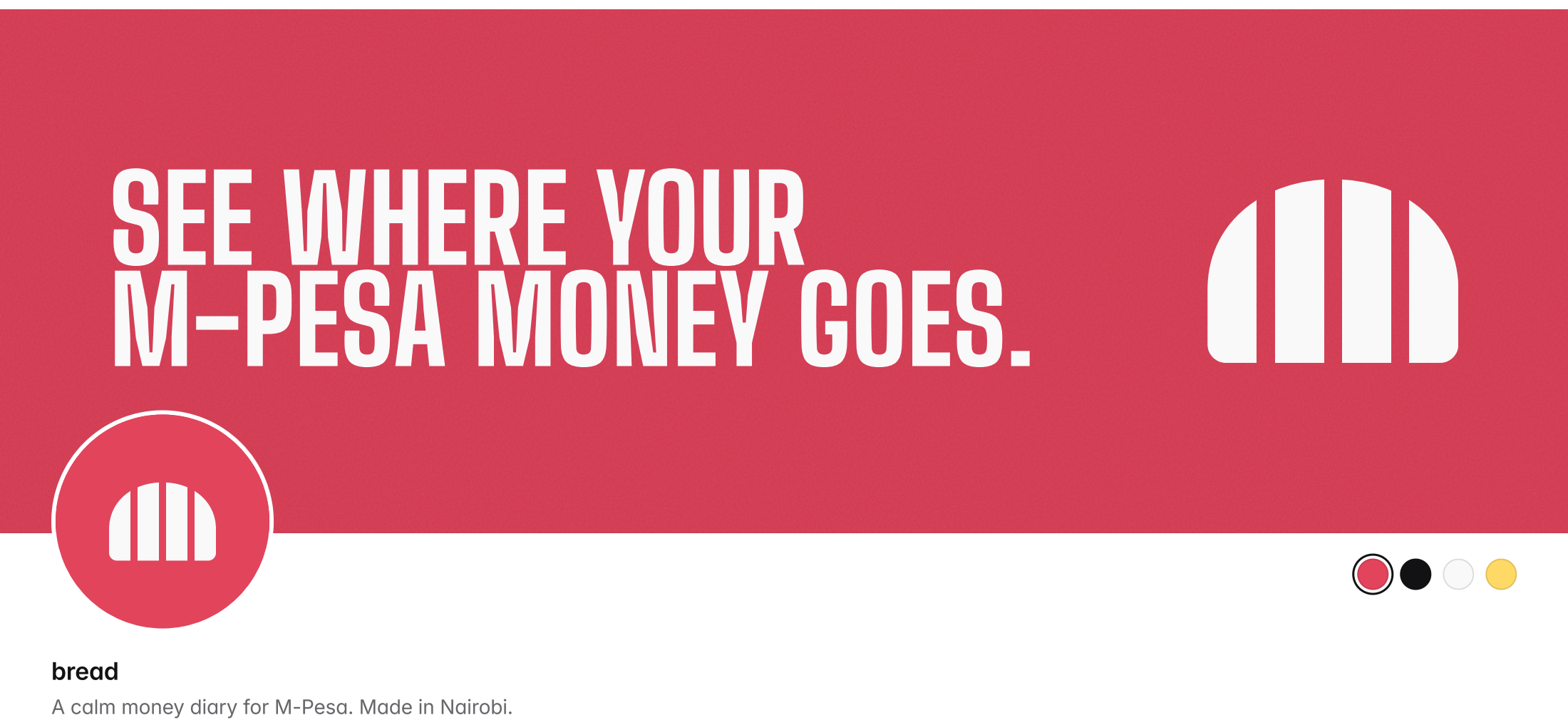
Left: PNW Production. Right: wheat-paste wall, Nairobi, Mukula Igavinchi. Both on Pexels.

Concept: a month receipt, an end-of-month summary laid out like a till receipt. It isn't in the app.



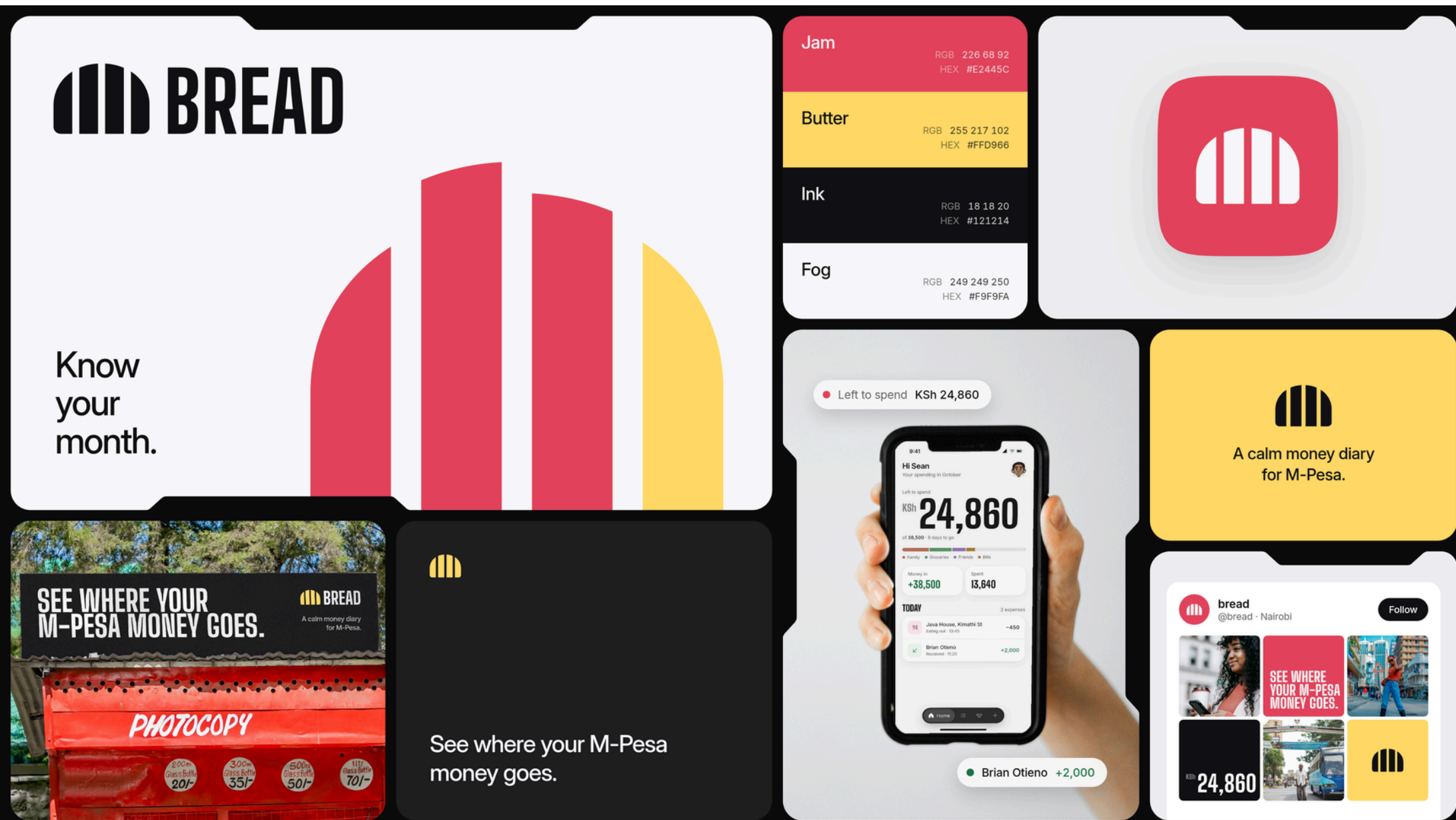
Social

The header is 1500 × 500, and the avatar overlaps its bottom edge by 55%. Choose a colourway below to preview it.



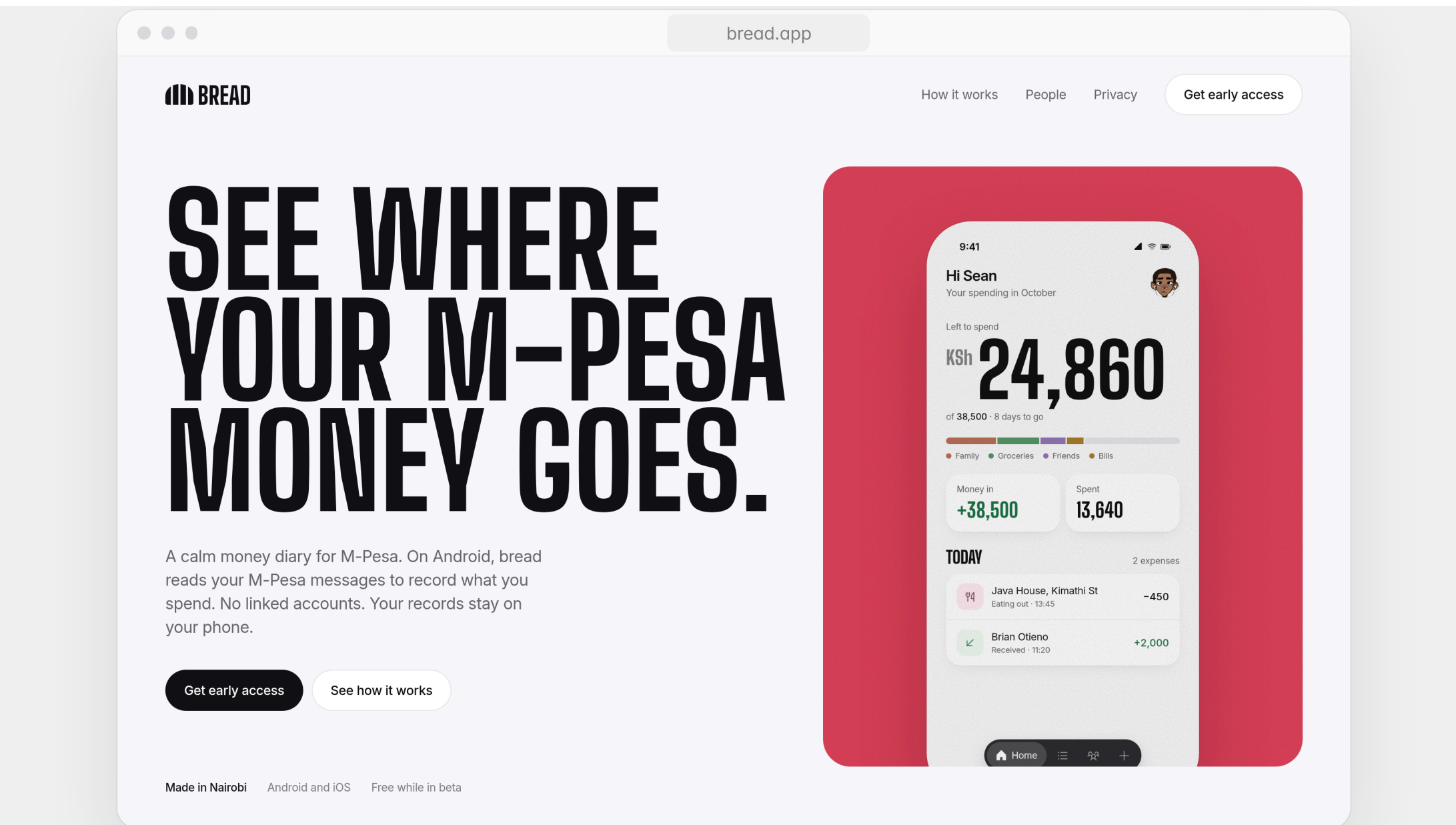
Presentation

The brand on one board, for decks and posts. Shared in 16:9.



Brand presentation, after @yahyavision's OVO layout. Photos: Denis Kioko, PNW Production, Uriel Mont, Bigthink Entertainment, nashon otieno. All on Pexels.

Landing page



The bread landing page.

E-news

Concept: The Month, an email sent at the end of each month. It would have a jam header, three figures, up to three updates and one ink button. bread doesn't send email today.



CONCEPT	The Month, October
PART	RULE
Width	600 px, 36 px side padding
Header	Jam 500 with grain, Big Shoulders 76 px, two lines max
Figures	Three tiles, Big Shoulders 34 px, money in green
Button	One, ink, 48 px tall
Subject	Plain and short, for example "Your October spending summary".

Resources

Download the logos, design tokens, this guide as a PDF and the photo credits. The files may be used for bread work.

-  All logos (.zip)
-  Design tokens (.zip)
-  Guidelines (.pdf)
-  Photo credits (.txt)

Logos



Lockup, ink
SVG · PNG in zip



Lockup, white
SVG · PNG in zip



Lockup, jam
SVG · PNG in zip



Stacked, ink
SVG · PNG in zip



Wordmark, ink
SVG · PNG in zip



Mark, ink
SVG · PNG in zip



Mark, white
SVG · PNG in zip



Mark, butter
SVG · PNG in zip

Icons and avatars



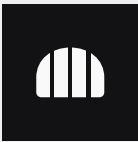
App icon, jam
SVG · PNG in zip



App icon, ink
SVG · PNG in zip



Avatar, jam
SVG · PNG in zip



Avatar, ink
SVG · PNG in zip

Typefaces and icons



Big Shoulders Display
Google Fonts · OFL



Inter
Google Fonts · OFL



Phosphor Icons
Regular and Fill · MIT



Tokens
CSS and JSON

Photo credits		
Nairobi street, bus	nashon otieno	Pexels
Nairobi CBD portrait	Bigthink Entertainment	Pexels
Nairobi traffic	Benedict Buston	Pexels
Kiosk fascia, Kenya	Denis Kioko	Pexels
Wheat-paste wall, Nairobi	Mukula Igavinch	Pexels
Hand with phone	PNW Production	Pexels
Woman with coffee and phone	Uriel Mont	Pexels