

Media Kit

About us

The world's top banks use Zafin's integrated platform to drive transformative customer value. Powered by an innovative AI-powered architecture, Zafin's platform seamlessly unifies data from across the enterprise to accelerate product and pricing innovation, automate deal management and billing, and create personalized customer offerings that drive expansion and loyalty. Zafin empowers banks to drive sustainable growth, strengthen their market position, and define the future of banking centered around customer value.

Our core values



We focus on simplicity

We make products easy to use and remove complexity in how we work.



We are customer-driven

We engage with our customers in achieving value-driven outcomes.



We innovate

We encourage thoughtful, creative, and inspiring ideas to bring wonder to reality.



We are transparent

We are open about what we do, how we do it, and what we can do better.



We care

We practice a culture of care for our employees, our customers, and the world around us.

Our logo

Overview

Our iconic logo remains unchanged.

What's new is how we use it, with tighter guidance to maintain clarity and consistency across everything we create.

The continuous ribbon reflects our expertise and forward momentum. It's a symbol of the precision and dedication we bring to unlocking value for our customers. The color palette signals trust and confidence. And the Poppins wordmark brings structure across both product and marketing use.

Horizontal version



Color & minimum size

Our blue logo is the default.

Use it wherever possible. It's built to stand out.

When working with dark backgrounds (like black, deep blue, or purple), switch to the inverse black-and-white version for clarity.

Minimum size: 19 mm / 0.75 inches / 75 px

Smaller than this? It starts to lose impact.



Full color



Inverse-black



Inverse-white



2-Spot color*



*only on specific use cases which demand limited color usage such as merchandise

Give the logo room to breathe

Never stretch, skew, or redraw the Zafin logo. Keep it intact. Always. Size and placement should match the layout's purpose — not guesswork. Use the blue logo by default. For single-color prints, black or white versions are your go-to.

Clear space matters: Leave room equal to the cap height of the “Z” on all sides. No crowding. No distractions.



x

Logo: Do it right

Use the correct version of the logo for clarity and consistency. Avoid distortions, edits, or effects that compromise brand integrity.

The inverse black logo is for special cases. It is not your go-to.



✓ Correct logo usage



✓ Correct logo usage



✓ Correct logo usage



✓ Correct logo usage



✗ Don't distort, rotate, or skew the logo



✗ Don't change the logo colors



✗ Don't use on a background color similar to the logo which reduces visibility



✗ Don't add a drop shadow to the logo



✗ Don't watermark the logo



✗ Don't use the logo in a vertical format, unless brand team approves e.g: event signage



✗ Don't place the logo on a visually complicated background



✗ Don't alter or create own versions of the logo

Z graphic guidelines

The Z graphic signals our brand at a glance. It's bold, recognizable, and always secondary to our full logo. Use it only when space is tight, or layout constraints make the full logo impractical. It should never stand alone without "Zafin." Avoid edits, effects, or decorative use.

No tweaks. No gradients.

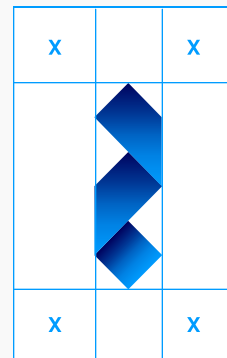
No guesswork. Stick to the layout rules.

Respect the spacing. Keep it clean.

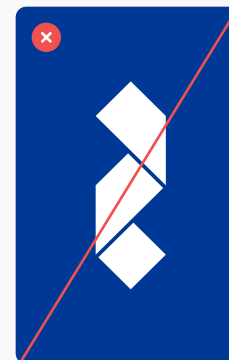
Full color



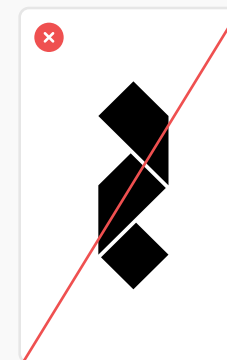
Clear space



Incorrect usage



Incorrect usage



Minimum size



Do use symbol on its own when:

- ✓ When space is extremely limited
- ✓ When it is not feasible to use the full logo

Do not use symbol on its own when:

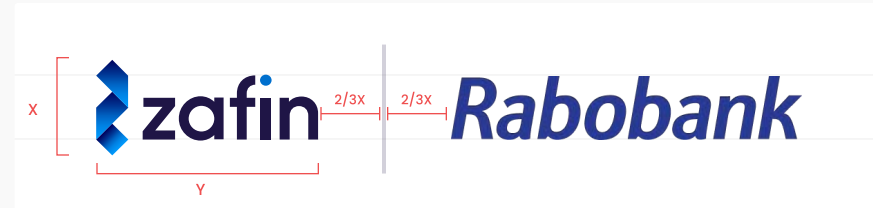
- ✗ When it would appear beside the full Zafin logo
- ✗ When it would be placed on a gradient or gradated background

Partner Lockups

When working with partners, use this format:

Zafin | [Partner] or **Zafin | [Awards/Badges]**

Use the primary logo as your guide. Don't stretch, scale, or tweak the lockup layout. No visual freelancing. Keep proportions clean. Align logo heights. Maintain clear spacing between logos, as shown in the visual.



Note: Always respect our partner's own brand guidelines too.

The height of the partner logo should match that of the Zafin workmark

The spacing between logos should be proportional to their height

Graphic style

Icons

Each product icon has been streamlined and aligned with Zafin's brand system to complement our core identity, making every product distinct yet cohesive. For general use, a curated icon library is now available to support effective presentations, content creation, and storytelling, ensuring consistency across all materials.

Non-product specific icons library:

<https://tablericons.com/>



Zafin Product & Pricing

Increase product innovation and speed to market

Product Catalog >

Rates & Fees >

Proposition Manager >

Managed Rates Engine >



Zafin Deal Lifecycle & Billing

Improve automation, digitization and integration

Deal Manager >

Billing >



Customers & Relationships

Increase acquisition, retention and profit margin

Tiering >



Zafin Data & AI

Unify data for customer insights and AI-driven intelligence

Analytics >

Signals >

Zafin Data Fabric >

Dynamic Cohorts >



Zafin Integrate & Orchestrate

Increase acquisition, retention and profit margin

Accelerators & Connectors >

Note: For any new icons or naming, please contact Marketing first.

Typeface

Primary typeface

We use Poppins across all brand and marketing materials. It's clean, legible, and flexible across formats, from headlines to body copy.

Available on Google Fonts in four approved weights: Regular, Italic, Medium, Semibold.

Secondary typeface

Use Inter/Arial for everyday documents like emails or Microsoft Office files. It's our fallback font when Poppins isn't available.

Reference

Mysteries of Atlantis

Aug 10th, 2024 | Seraphina

Atlantis, the Lost City of Myth and Legend, has captivated the human imagination for centuries.

Headline

Poppins Semibold | 32 | 40

Subtitle

Inter Regular | 8 | 12

Paragraph

Inter Regular | 16 | 26

Proportions

Headline: Subtitle: Paragraph – 1: 3: 2

Colors

Color scheme

Our primary colors are the foundation of the Zafin brand and should be used most prominently to drive recognition and consistency. Accent colors are used sparingly to highlight important elements, create gradients, or guide attention without overwhelming the core palette. Neutral colors provide balance, ensuring layouts feel clean, modern, and readable. Together, these colors should be used intentionally to maintain visual harmony and support a sharp, professional look across all materials.

Primary color

Deep Blue	662 C #00025D	Tech Blue	285 C #0363D8	Sky Blue	299 C #009CFF
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Accent color

Cyber Blue	2995 C #02B5E2	Fresh Mint	319 C #2FE1E4
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Neutral colors

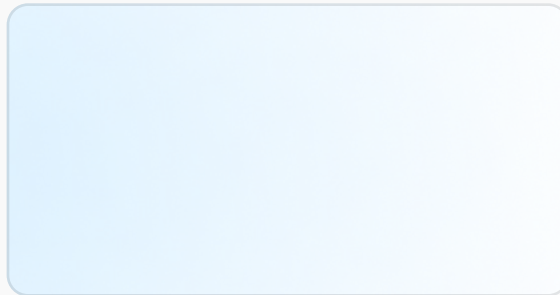
Pure	#FFFFFF	Snow	#F7F7F9	Chalk	#EDEDED
Ink	#0B0B0F	Graphite	#1A1A1F	Charcoal	#2E2E35

Gradients

Our gradients are intentional. Not decorative. Use duotone or tritone treatments to create visual rhythm. Our brand's visual foundation continues to rely on deeper blue tones, creating a strong, trusted presence. White is layered subtly within radial or linear gradients for lightness and clarity.

With our brand refresh, black has been introduced as a supporting color for campaign materials. When used with blue, blue should dominate at 70%, with black complementing at 30% to add contrast and sophistication. This balance keeps our brand bold, modern, and unmistakably Zafin

Examples



Imagery

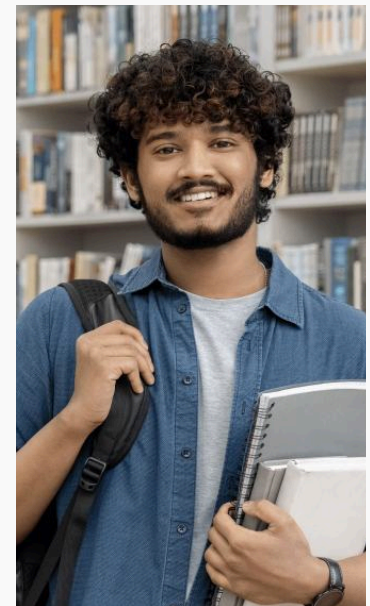
Photos. Videos. Graphics. If it carries our brand, it needs to feel like us. Use consistent tone, color, lighting, and realistic subjects to create a recognizable look across stills, motion, and video.

How we use imagery

For company culture moments like “our story”:
Show leadership. Show our employees. Show what makes Zafin human.

For product content: Use clean visuals, icons, and graphics that tell the story and do not distract from it.

For video: Celebrating wins, supporting product sales, or hosting podcasts? Each video should have a purpose and align with our brand narrative. Always stay true to our story.



Thank you

Need help? We've got you.

Questions/Concerns

Ping anyone on the Marketing team.

We're happy to chat.

marketing@zafin.com
