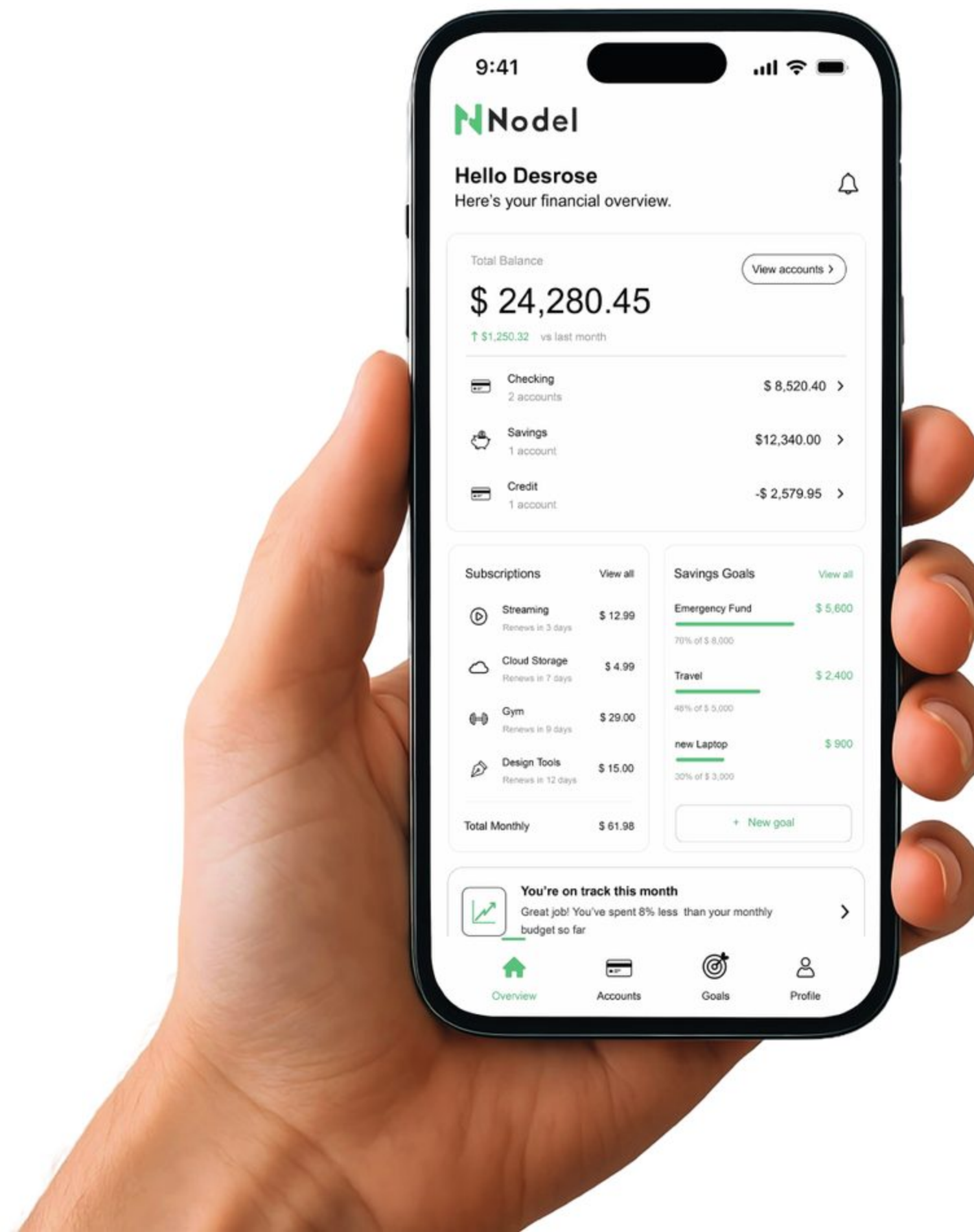


N Nodel

Brand Identity — Personal-finance fintech app



How do you get noticed through restraint...

The client, and why they came to us

Nodel is a young personal-finance app: it brings accounts, subscriptions and savings goals together in one clear view. Approaching its first funding round, the company had a precise goal — to look reliable and established to both investors and users, to inspire the confidence of a bank without the heaviness. They came to us for an identity that could carry that credibility from the very first glance.

The problem we identified

The brief spoke of trust. Studying the market, we reframed the real problem: fintech is saturated with young, loud brands — garish gradients, restless symbols, promises of gain. They all look alike, and they all shout. Nodel's risk was not a lack of energy; it was disappearing into the noise. So we set the challenge against the sector's reflex

"How do you get noticed through restraint, in a market that bets everything on intensity?"

The audience

Digitally-fluent adults aged 25 to 40 who want to take back control of their money without feeling judged. They aren't looking for one more app — they're looking for calm.

Our five guiding principles

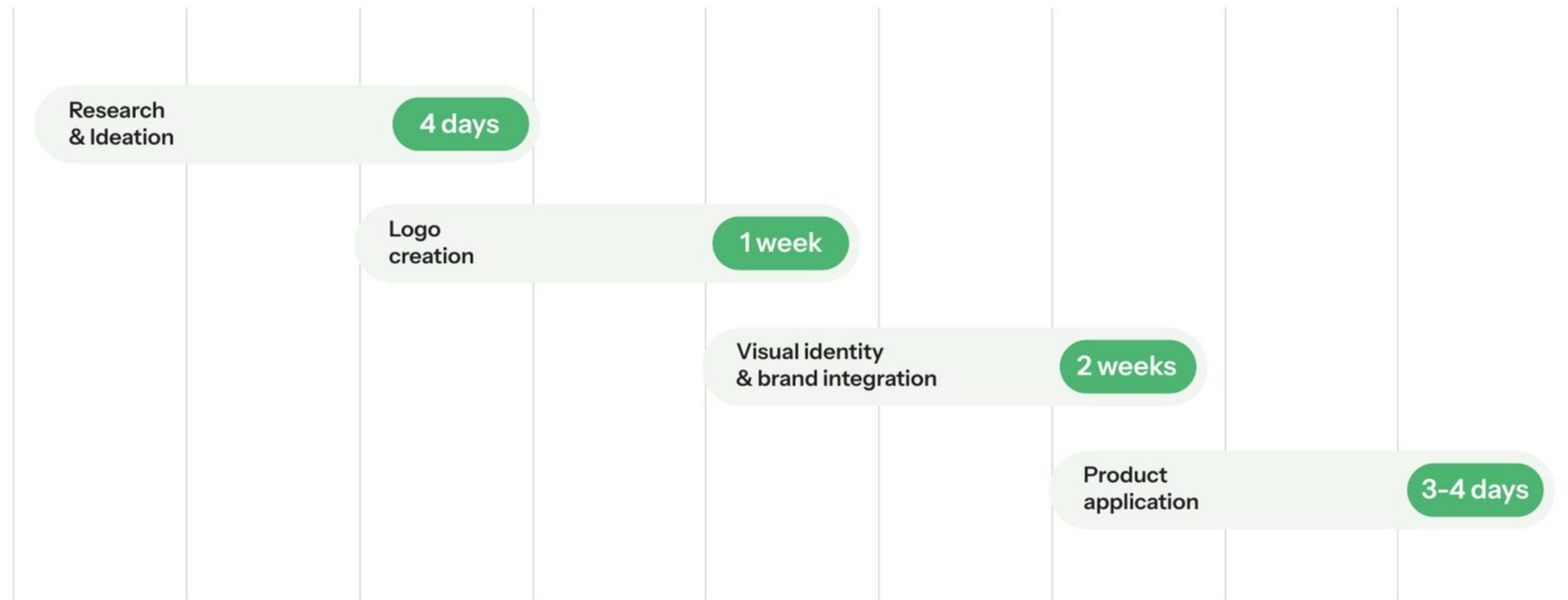
From the client's request, we distilled five words that acted as the compass for every decision in the project. Nothing made the cut unless it served at least one of them.

- Calm — money creates anxiety; the brand must soothe.
- Reliable — people trust it with their finances, not a trinket.
- Clear — legibility before effect.
- Discreet — confidence doesn't raise its voice.
- Smart — an idea inside the mark, not a decoration.

- The creative process

Our method, in 4 phases

We never start with the software. Every project follows a progression: think before drawing, explore before deciding, build before applying



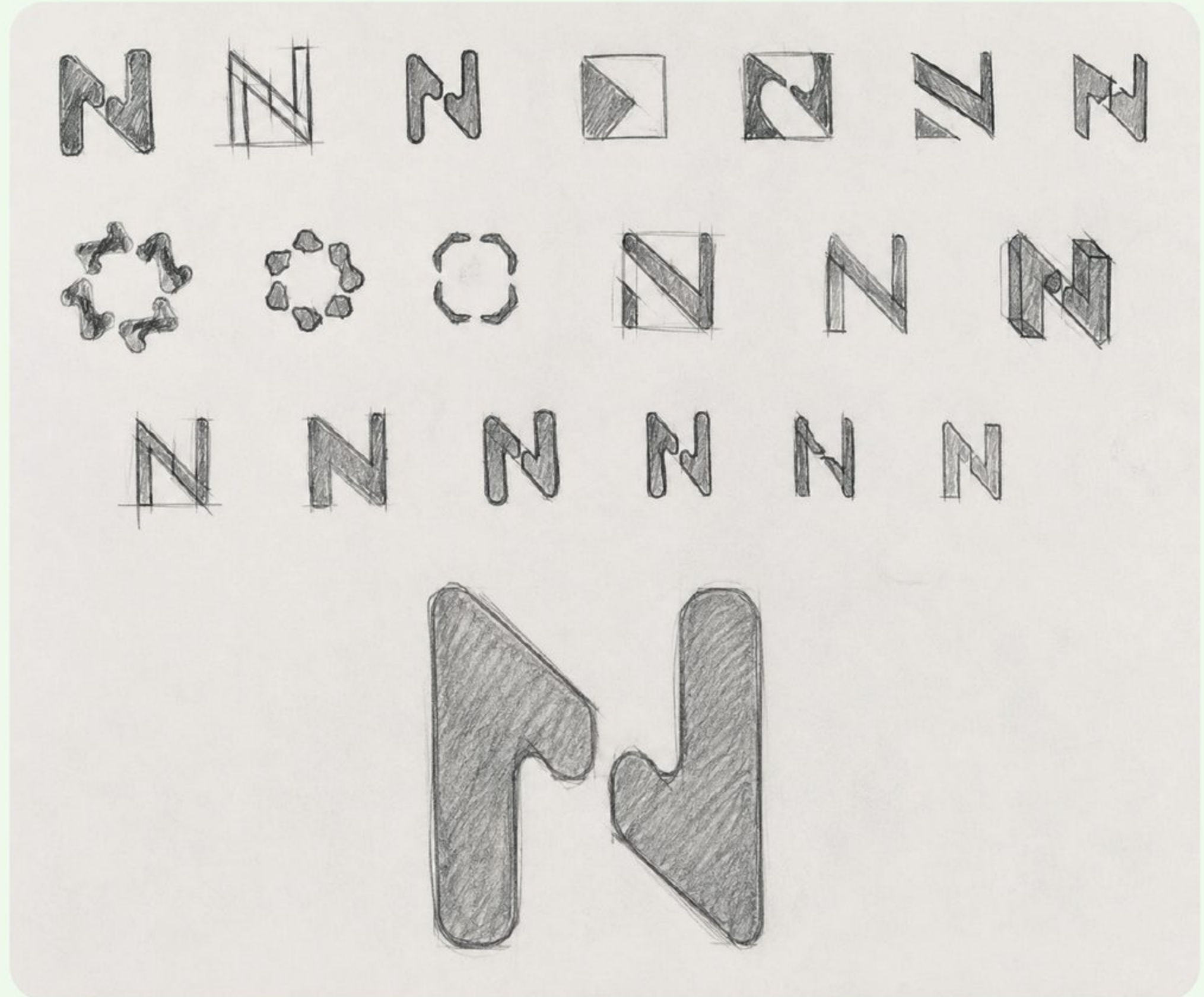
Total duration: about 4 weeks.



An exploration, not a lucky guess

One letter, explored every way.

The whole search revolves around a single constraint: the symbol had to stay a legible "N," without ever turning harsh or restless. Early directions pushed too hard — angular Ns, boxed in, too rigid for a brand meant to soothe. Sketch after sketch, the form softened and simplified, held to the five principles throughout: stay clear, stay calm, stay a node. Until the final form: two volumes that meet.



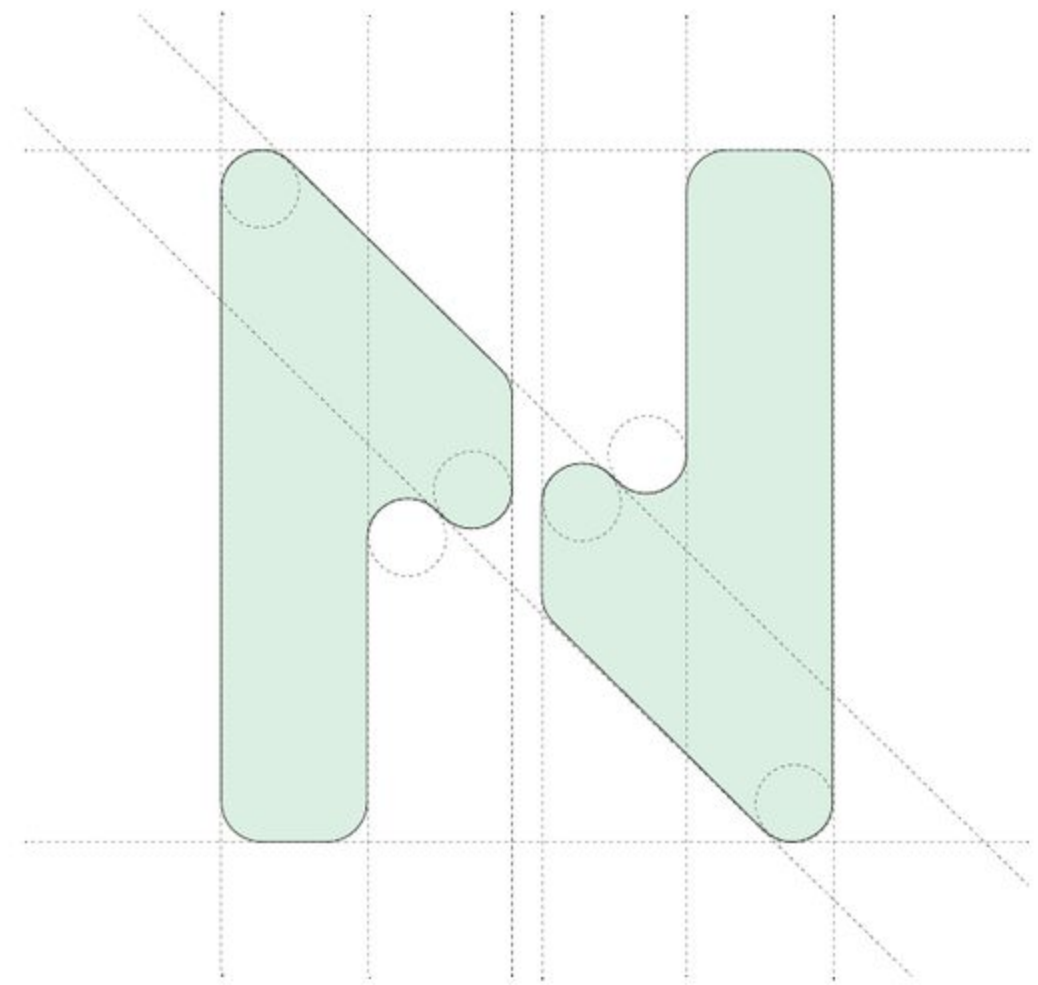
Construction

The symbol we kept

An “N” made of two volumes that meet — the idea of a node, true to the name Nodel (from node, a point of connection). Simple, stable, and meaningful without shouting it.

The construction logic

Once the form was found, we regularised it on a grid: consistent proportions and radii, so the symbol holds at every size. It's this invisible rigour that makes a brand “look expensive” without anyone knowing why



Shrunk to icon size, the symbol reads instantly as an “N.” The node idea shows at scale; the essentials stay legible when small. A mark that works at both sizes, exactly as the brief required.

16px - 32px - 64px - 128px



A system, not a logo

We didn't deliver a logo, but a system: a standalone symbol for small formats (favicon, app icon), a full logotype for everything else. The “N” is drawn identically in both — that consistency is what keeps a brand recognisable everywhere, on any surface.

The logotype — a custom letterform, derived from a geometric sans-serif base: tightened width, closed “e”, each letter was redrawn on a grid: consistent proportions, matching radii, tuned alignments. The rounded terminals echo those of the symbol, so the word and the mark speak the same language. The logotype isn't a typed font, but a constructed form, specific to the brand.

 Nodel

Typography

Arial, for everything else — an engineering choice as much as a stylistic one. Arial is preinstalled on every system, with no download or webfont: the interface renders identically on every device, with no external dependency and no risk of font substitution. For a finance app where reliability comes first, that robustness is itself a brand value. The functional type serves the message; it never competes with the logo.

Regular

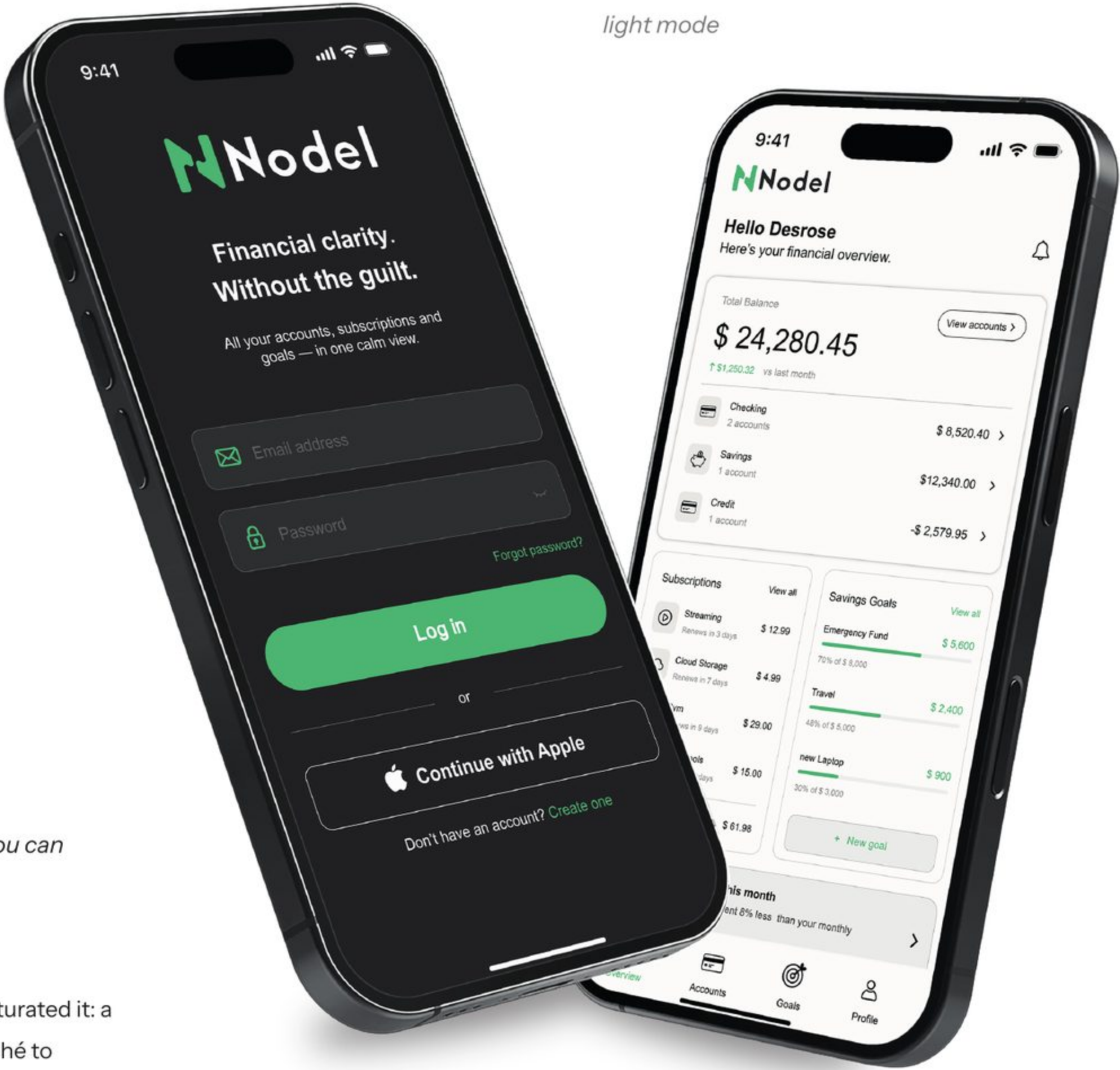
Bold

Black

a a a

dark mode

light mode



Colours

- Green (accent)** — the only point of colour — the signature.
- White** — the primary background, the breathing room.
- Nero** — text, dark backgrounds, signature objects (card, watch).

Three values, not one more. Restraint is the message: a palette you can recite from memory is a palette under control.

The green, reasoned

Green signals stability and financial health. But we deliberately desaturated it: a vivid green would have evoked trading and gains — precisely the cliché to avoid. Muted and deep, it evokes a calm bank instead. Colour signs the brand — it doesn't carry it, and it appears only last, once the form is validated in black and white

#4ba972

Green

#ffffff

White

#2a2a2a

Nero

- Brand in context

Alive, on every surface

An identity doesn't stop at the logo. We deployed it across a fintech's real touchpoints — from the digital product to the physical object — to prove it holds everywhere.

Debit card — a fintech's signature object: a clean front, dark, with green as a single touch.

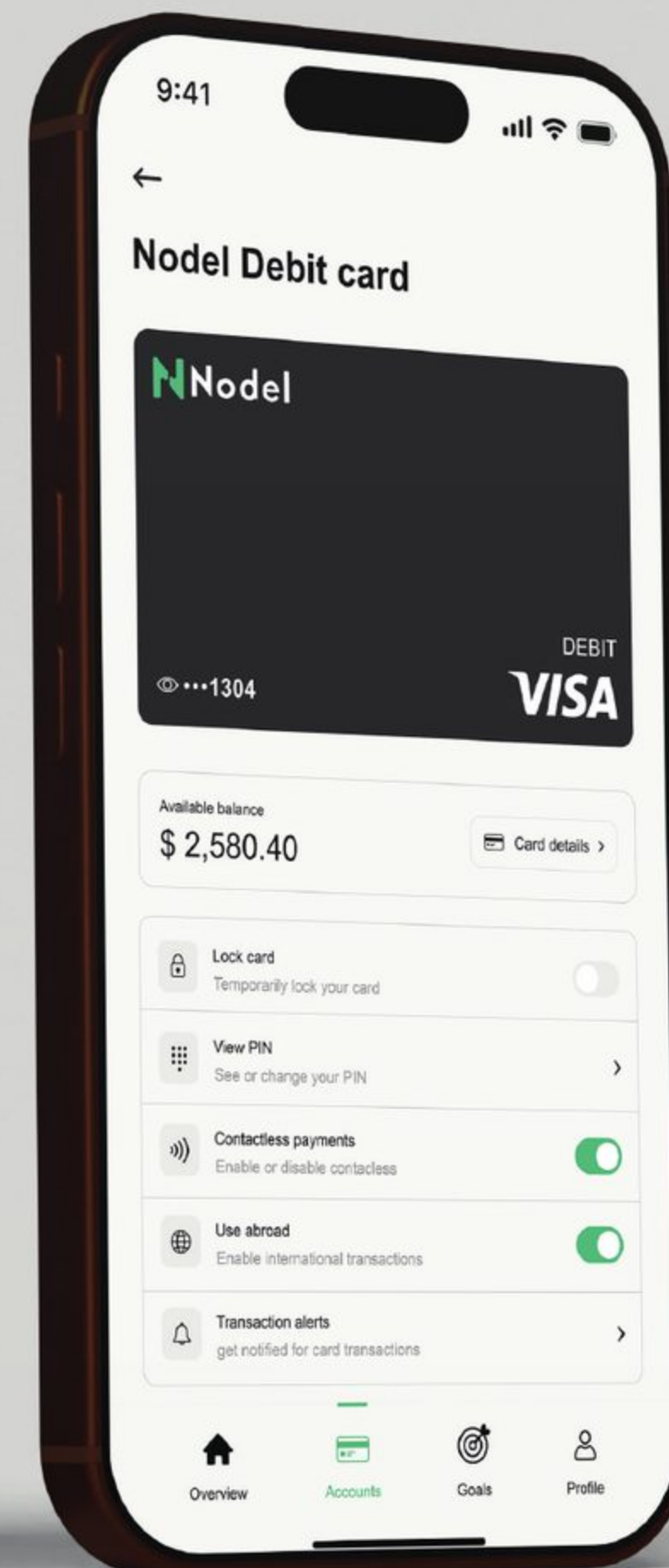
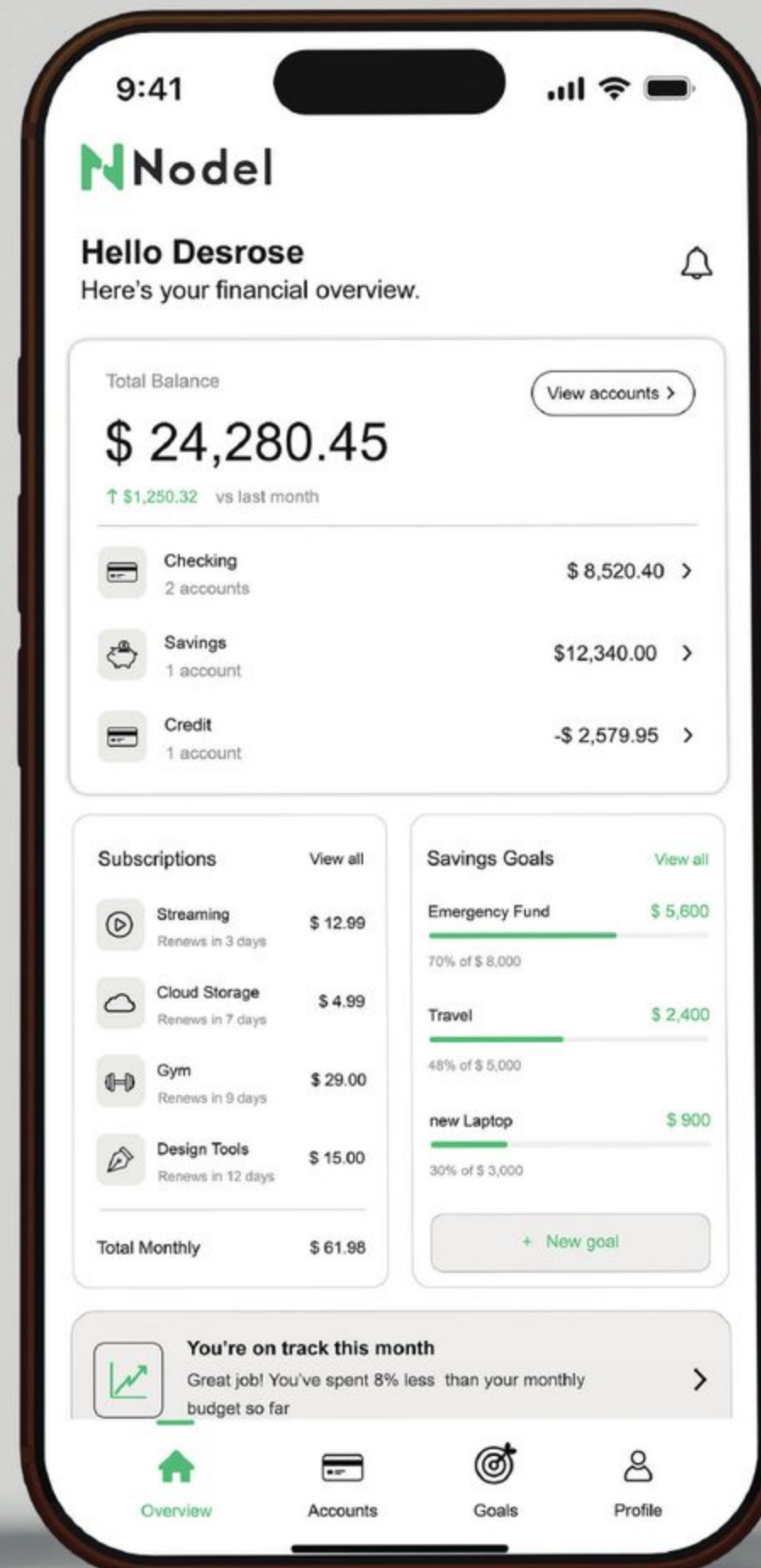
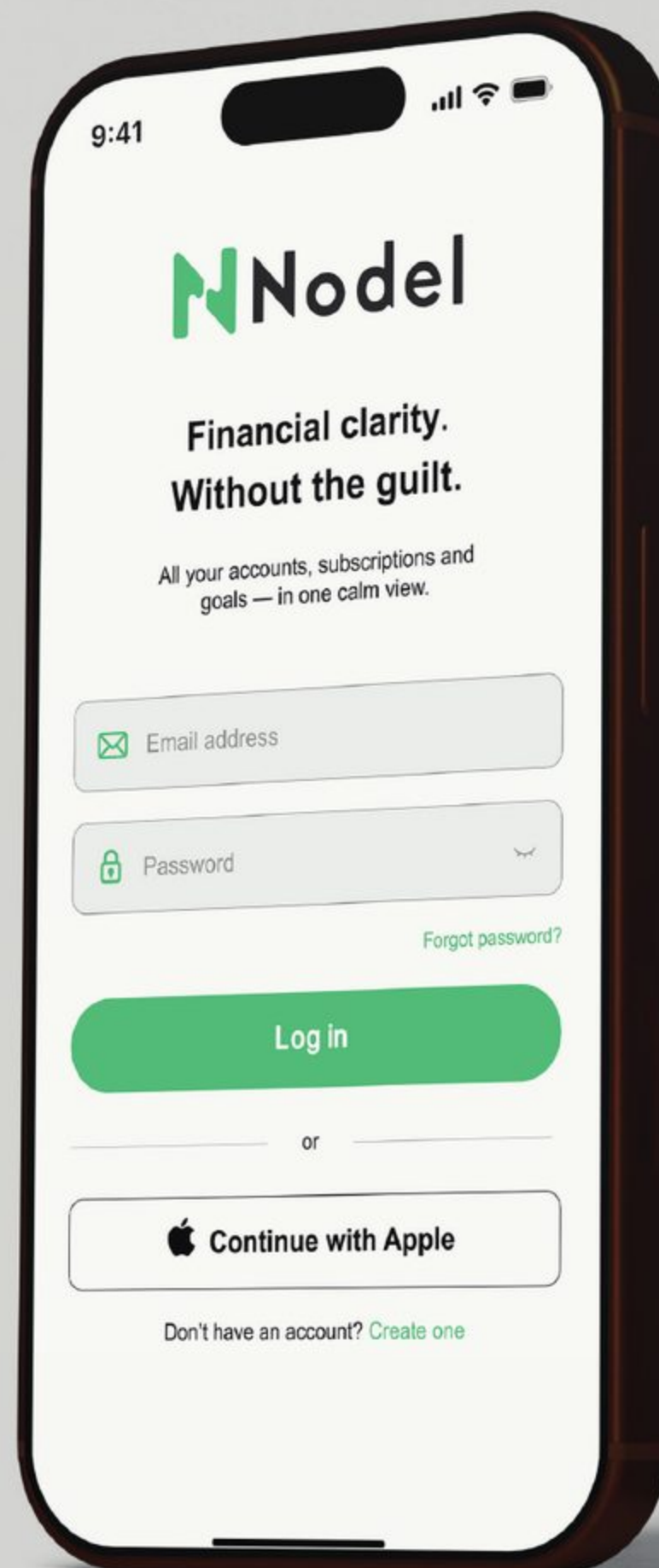
App — the brand's calm lives inside the interface: space, a rare green accent, hierarchy in the information.

Sign-in — “Financial clarity. Without the guilt.” Nodel's reassuring tone, from the very first screen.

Notification (watch & lock screen) — the brand in a real moment — good news, discreet, readable at a glance.

Business card — the identity carried into the physical, front and back.







- What we chose not to do

Saying no, to protect the brand

An identity is defined as much by what it refuses as by what it keeps. Some directions were appealing — but appealing doesn't mean right. Here are three directions we set aside, not for lack of ideas, but because they betrayed the brand.

The star from the start

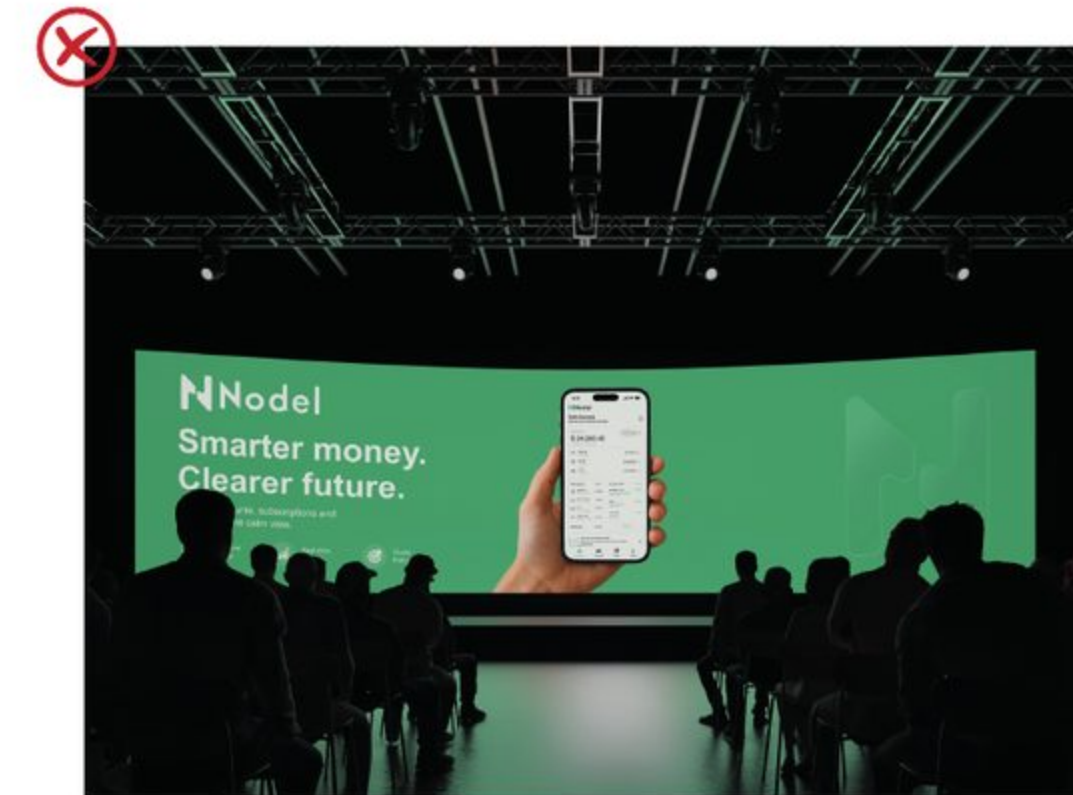
Our very first symbol. Restless and sharp, it fell apart at small sizes. Set aside because it shouted “energy” where Nodel had to whisper “calm.”

The conference launch

A spectacular staging — giant screen, packed room. Impressive, but false: a young, discreet fintech doesn't introduce itself in an arena. The setting told the story of a loud brand. Set aside because it contradicted restraint, the core of the brief.

The saturated, dynamic backgrounds

Glowing waves, vivid greens, halo effects. Beautiful in themselves, but they drowned the brand and spoke a language of agitation. Set aside because, at Nodel, calm comes from emptiness — not from effect



Nodel

“A symbol that says calm and reliable in a single gesture — and stays legible down to 16 px.”

Nodel stands out not by shouting louder, but by staying clear while others get restless. It's the conviction Desrose Studio brings to every project: a brand doesn't need to make noise to be noticed — it needs a right idea, defended by a reason, and held all the way through.