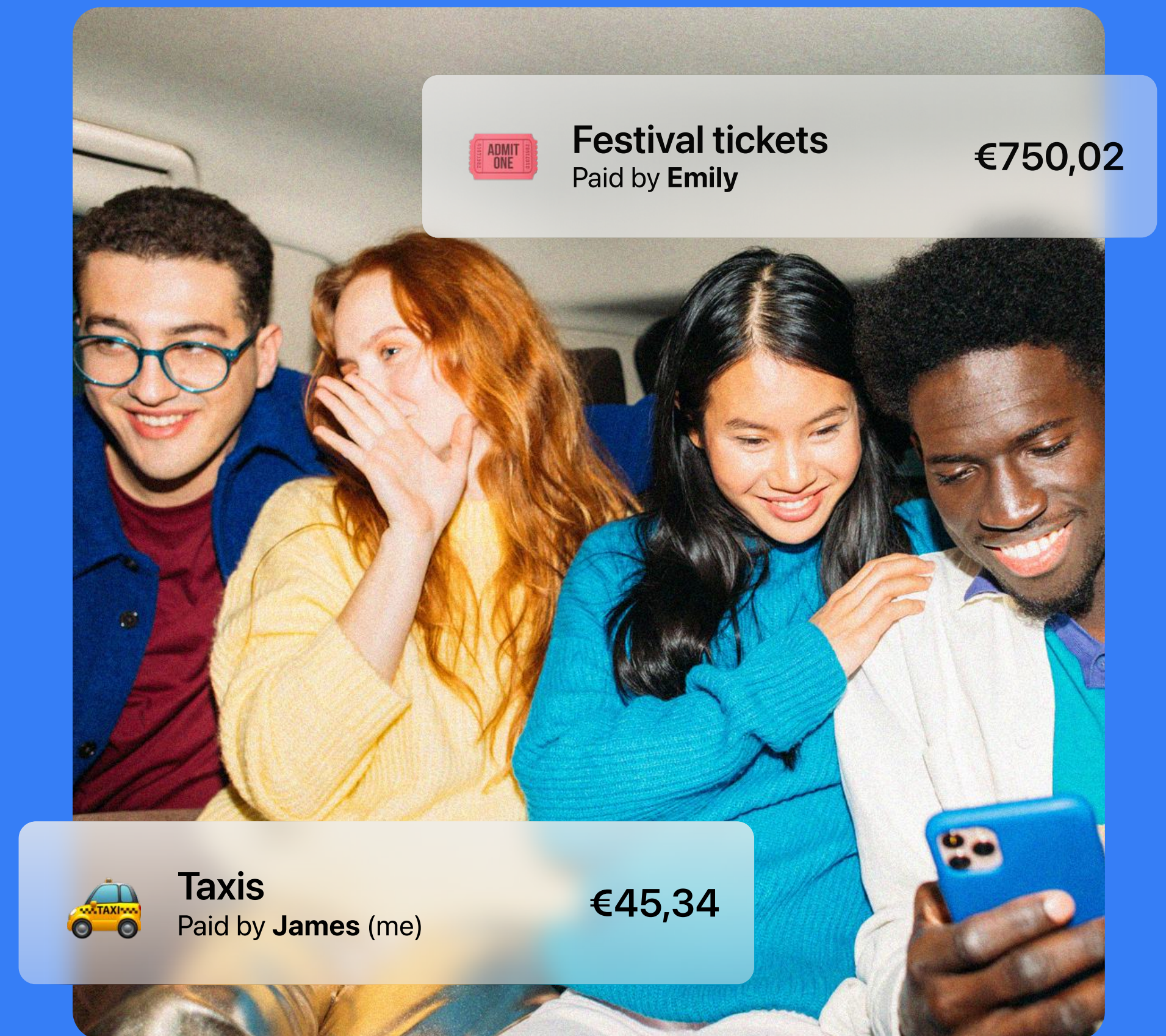


tricount Guidelines

Logo, colors, photography style



Our brand

tricount exists to make sharing expenses simple, fair, and transparent. Whether it's group trips, daily shared costs, or spontaneous nights out, we remove the stress and awkwardness from managing money with others. By turning messy, uneven splits into clear, reliable overviews—**completely free and without limits**—tricount helps people stay organized, avoid confusion, and focus on enjoying time together.

Our brand is built on five core values: **simplicity**, by creating intuitive tools that anyone can use; **fairness**, by ensuring everyone pays their fair share; **transparency**, through clear tracking of who paid what; **reliability**, by being a dependable solution users can trust; and **togetherness**, because tricount is ultimately about helping people connect and share life's moments more freely.

01

tricount logo

Our logo

The tricount logo reflects our mission to simplify shared expenses, with the “+” and “–” symbols subtly integrated to represent adding and settling costs within groups. Its clean, balanced design conveys clarity and fairness—key values of the tricount experience. Always use the logo in its original form, with proper spacing, to maintain consistency and impact.

tricount
by bunq

tricount by bunq

Logo colors



tricount
by bunq



tricount
by bunq



tricount
by bunq

Always use the white tricount logo on the tricount blue background for primary applications.

Approved combinations:

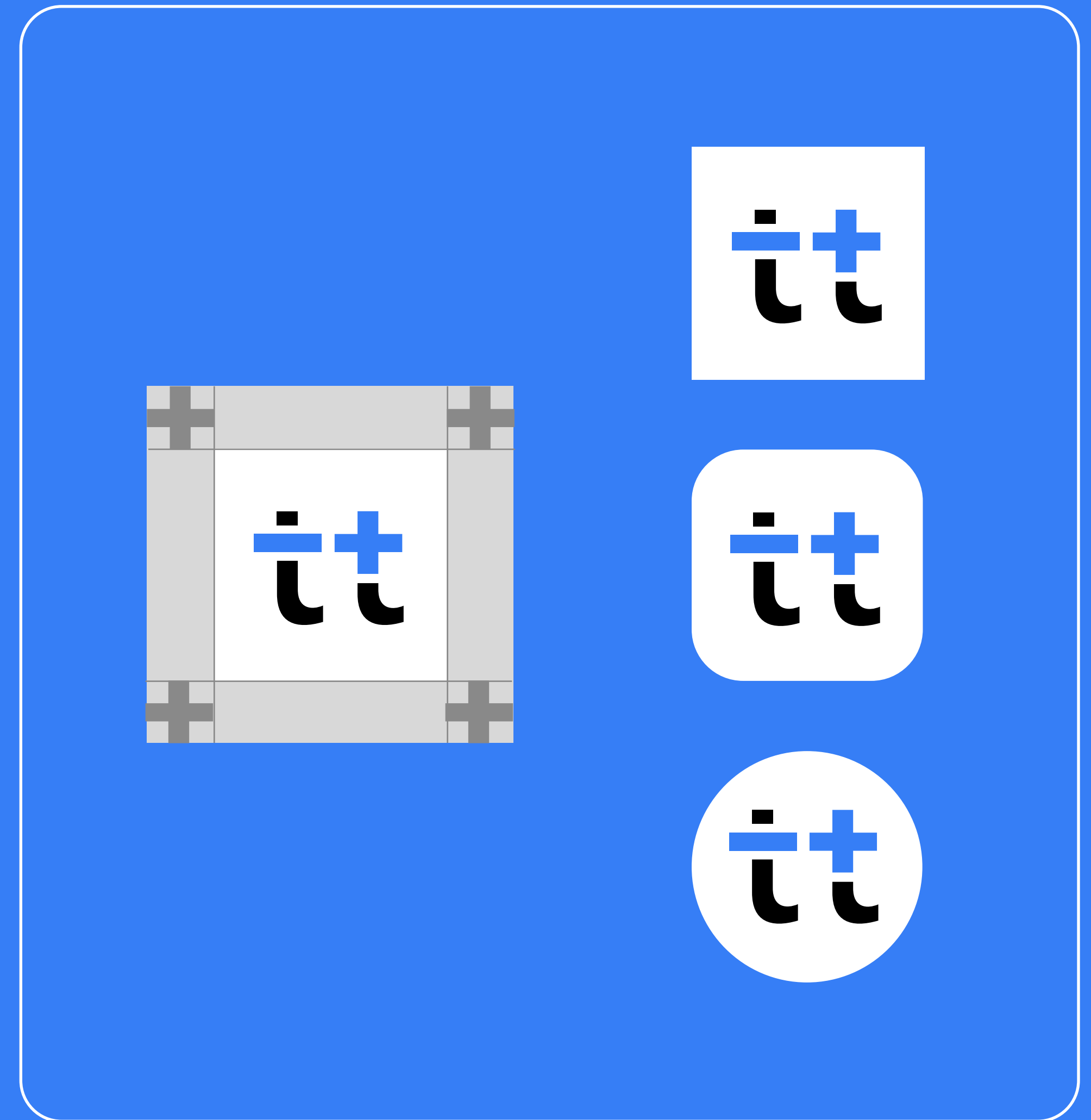
- White logo on tricount blue
- Black logo on white
- White logo on black

Icons

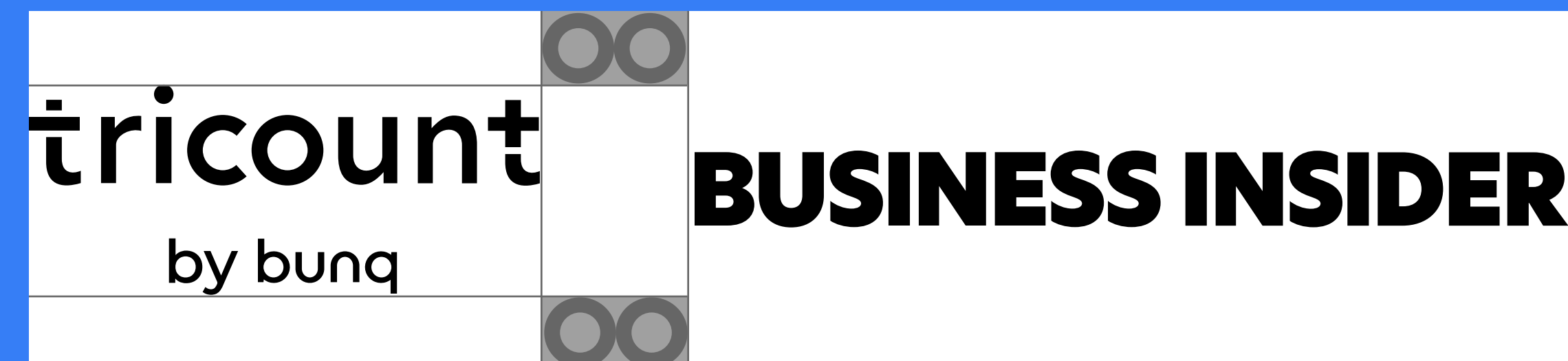
The tricount icon is a simplified version of our logo, optimized for clarity and recognition across all devices.

Padding: Leave clear space around the icon equal to the width of the “+” symbol in the logo.

Do not alter, stretch, or add shadows or effects to the icon.



Logo spacing



Maintain clear space equal to the height of the “o” in tricount on all sides. For co-branding or collaborations, double the spacing (2× “o” height) to ensure visual balance.

Logo size

To ensure legibility and brand consistency, always scale the tricount logo proportionally.

Minimum width:

- **Horizontal logo:** 150 px (for digital) / 20 mm (for print)
- **Stacked logo:** 120 px (for digital) / 15 mm (for print)

Always maintain clear space around the logo equal to the height of the “o” in tricount.

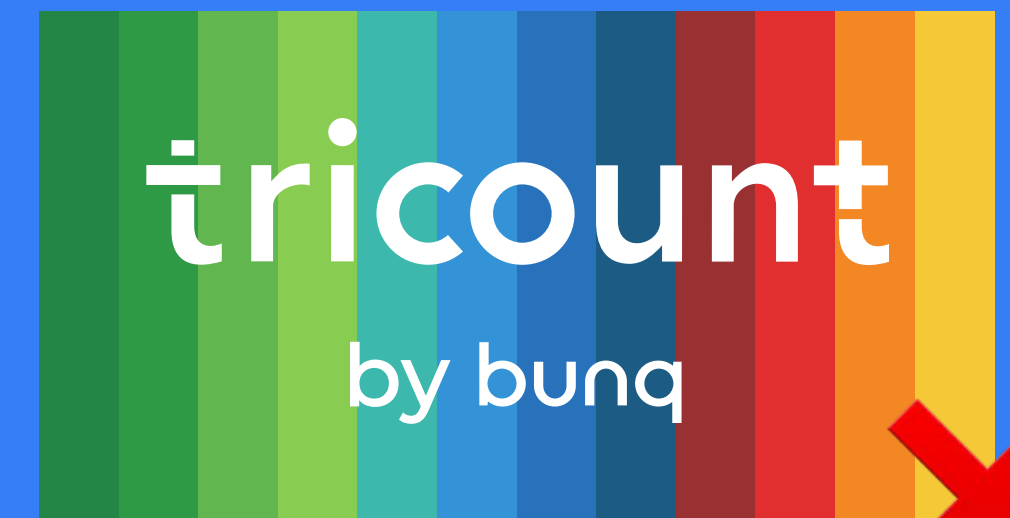
tricount by bunq

tricount by bunq

tricount
by bunq

tricount
by bunq

Incorrect usage



Do not place the logo on busy images, rotate, stretch, or change its colors. Avoid low-contrast backgrounds and unapproved color combinations. Always maintain clarity and brand consistency.

02

tricount colors

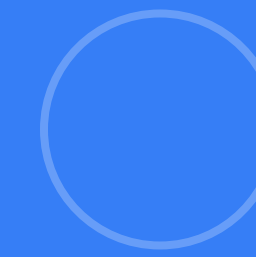
Our colors

tricount's primary brand color is tricount blue, representing clarity, trust, and simplicity. Use it prominently in all brand communications.

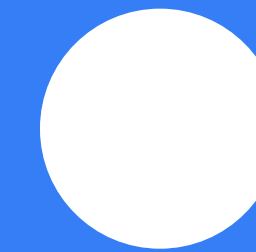
Primary: tricount blue (#377EF7)

Secondary: white (#FFFFFF) and black (#000000) for contrast and legibility

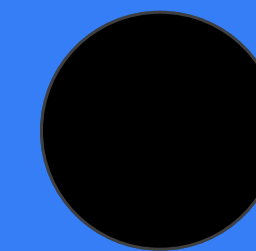
Always ensure sufficient contrast and avoid using unapproved color combinations.



HEX: #377EF7
CMYK: 78, 49, 0, 3
PANTONE: 2727 C // PMS Solid Coded
Opacity: 100%



HEX: #FFFFFF
CMYK: 0, 0, 0, 0
Opacity: 100%



HEX: #000000
CMYK: 40, 30, 30, 100
Opacity: 100%

Color usage

Use tricount blue as the dominant brand color across all materials. Pair it with white or black for text and accents to ensure readability and visual clarity. Avoid using unapproved colors or low-contrast combinations that reduce accessibility. Maintain consistency to strengthen brand recognition.



04

typography

Font & pairings

tricount uses Montserrat as its primary typeface to ensure a clean, modern, and friendly tone across all brand communications.

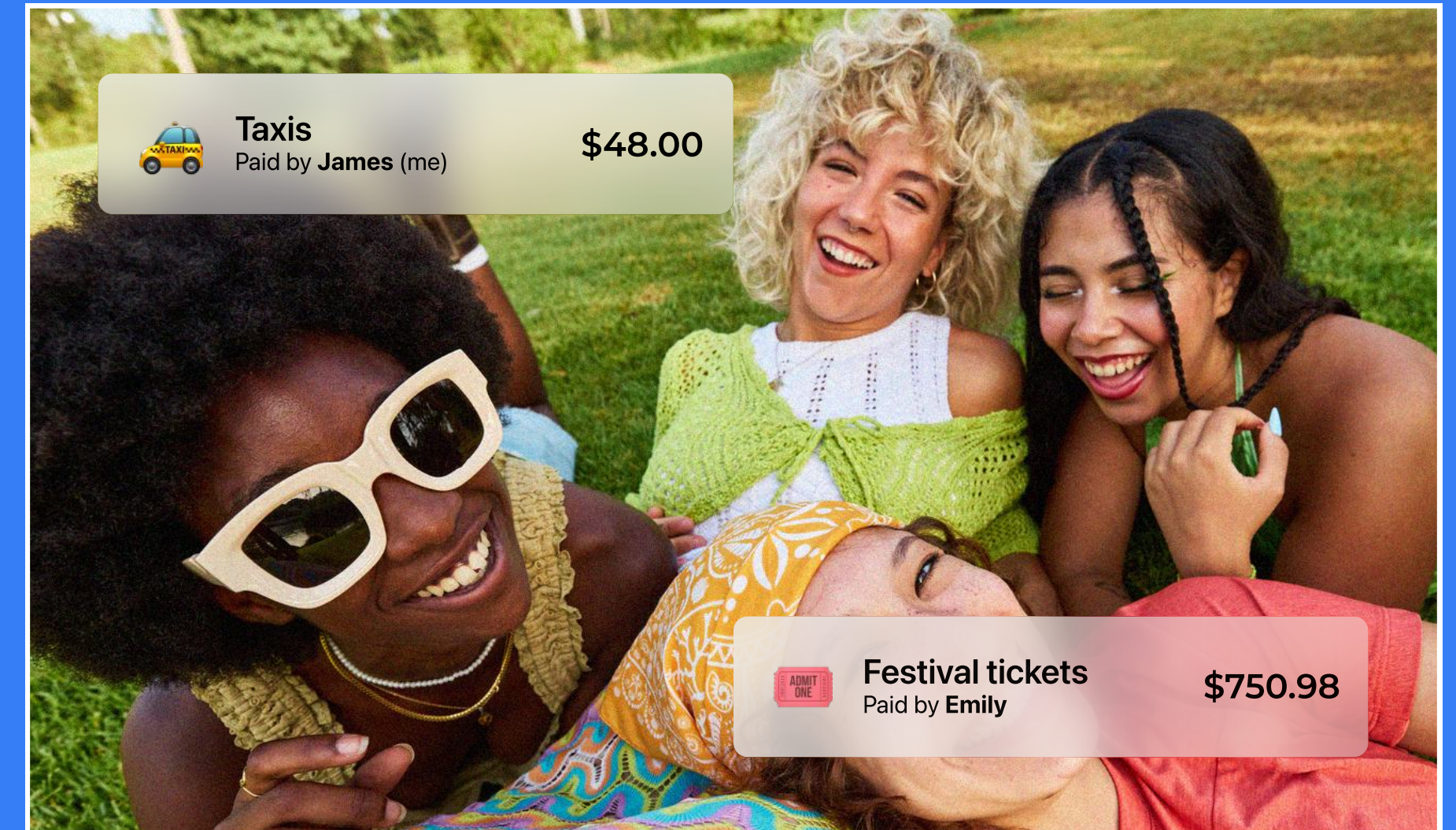
Line height: Always between 130%–150% for optimal readability

Pairings:

- Bold titles paired with Regular body text

Maintain a clear visual hierarchy by ensuring a strong contrast between headings and supporting text.

[Download link](#)



**Split expenses
effortlessly with tricount.**

tricount by bunq

03

photography style

Real-life moments!

Use bright, natural lighting and clean compositions that reflect real-life moments and human connection. Focus on genuine interactions—friends splitting bills, groups traveling, or shared everyday experiences. Avoid overly staged or artificial setups. Images should feel authentic, inclusive, and relatable, reinforcing tricount's role in everyday life.

