

# Filo Brand Identity Documentation

## Name

Since the app is about financial literacy and financial management tool for Overseas Filipino Workers (OFW). I want to play with the following words and abbreviations:

Words	Abbreviations
Financial Literacy	Fin Lit, FL
Financial Tool	FT
Overseas Filipino Worker	OFW, OF, OFILW, FILWO, FILOW

I then noticed that Financial Literacy and Filipino have 3 common letters: **F - I - L**. Thus I decided to include those 3. As per the rest of the letters, I debated whether or not to go with W-O or O-W. Filwo sounds awkward, so I chose Filow. I ultimately decided to drop the W for 2 reasons:

1. Simplicity
  - Filow and Filo sound the same.
  - The less letters the better
2. Hope
  - W stands for “Worker”. But my hope is that Overseas Filipinos transition from being workers to being entrepreneurs providing jobs for others.

# Logo

I thought of the money tools that are uniquely Filipino, at least from what I know, and I remember a bamboo coin bank.



Because bamboo grows abundantly in the Philippines, people have learned to use it in different ways. As a water float, a coin bank, and as a house post turned into a coin bank. In the east, there is such a thing called “Lucky Bamboo”. Though it is technically not a bamboo, it definitely looks like one, and according to Feng Shui it is believed to bring abundance.



For the actual logo design, I naturally started with typeface inspired ones. As I was scribbling, I kept thinking of the famous FedEx arrow. Ever since I learned the story about

negative space design, I have been on the lookout for negative space logos and they never fail to amaze me. I eventually challenged myself to create my own for this project.

I initially just placed a bamboo icon inside a circle, then to a square to see 2 different possibilities of the overall shape.



That's when I noticed that space in between the top and bottom half of the bamboo can be the lower line for a capital F. So then I moved the bamboo silhouette lower to give a space for the upper line of a capital F.



Which naturally made me see that the top to the bottom bar that was formed on the right side. I thought that was perfect to create the silhouette of the letter I, the 2nd letter in Filo. But because a capital I doesn't seem so obvious. I incorporated a white circle on the top right to make it look like a small letter 'i'. That made it perfect as it doubles as a symbol of a coin being put into the bamboo.



Color Palette

Since green is the most associated color with money, I knew I want that to be my primary color. I also wanted to incorporate brown (old bamboo and earth color) and blue (for the sense of security). But since I want green to be the dominant color, I decided to settle for a bluish-green shade instead.

I searched online for a bamboo-inspired color palette and I found this.



This is exactly what I was hoping to make and the exception of the dark green. I want it to be closer to black to be used for text.

# Typography

Since I'm designing for an Android app, I decided to use the Material Design guidelines for typography.

Scale Category	Typeface	Font	Size	Case	Letter spacing
H1	Roboto	Light	96	Sentence	-1.5
H2	Roboto	Light	60	Sentence	-0.5
H3	Roboto	Regular	48	Sentence	0
H4	Roboto	Regular	34	Sentence	0.25
H5	Roboto	Regular	24	Sentence	0
H6	Roboto	Medium	20	Sentence	0.15
Subtitle 1	Roboto	Regular	16	Sentence	0.15
Subtitle 2	Roboto	Medium	14	Sentence	0.1
Body 1	Roboto	Regular	16	Sentence	0.5
Body 2	Roboto	Regular	14	Sentence	0.25
<b>BUTTON</b>	Roboto	Medium	14	All caps	0.75
Caption	Roboto	Regular	12	Sentence	0.4
OVERLINE	Roboto	Regular	10	All caps	1.5

I pretty much followed what's in the guideline with few exceptions. One obvious one is skipping the use of H1 to H3 as they are too big for a mobile screen. So I treated H4, H5, H6 as my H1, H2, and H3. I used Roboto for the main typeface and for my H1 and H2 I used Lato. I went with bold for my Lato fonts since Lato is thinner than Roboto.