

!inverse 



Montserrat

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Colors





Montserrat

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Colors



Concept

Element	Description
Color Scheme	The logo uses a deep purple as the primary color, which symbolizes creativity, luxury, and ambition—qualities essential for a disruptive fintech company. The lighter purple shades add balance and sophistication.
Typography	The use of a modern, sans-serif font conveys clarity, approachability, and innovation, aligning with the company's mission to change the financial narrative.
Rotated 'i'	The rotated letter 'i' in "Inverse" highlights the brand's commitment to changing the narrative and offering a new perspective. This creative element makes the logo memorable and reinforces the brand's innovative approach.
Symbol	The geometric star-like symbol on the right side of the logo suggests direction and guidance, reinforcing the idea of navigating and transforming financial transactions. Its dynamic shape represents movement and progress.

Minimalistic

Clean Design

The clean, minimalistic design ensures the logo is easily recognizable and versatile across different media and applications.

