

T O R R O

Brand Guidelines

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Mission Statement

Why we do what we do and what are we trying to achieve?

Our mission is to empower the financial journey of the next generation. We aim to help young people aged 16-25 get the best start on their finances by offering a wide range of opportunities and plans for all types of various situations. We want to help students get the most out of their finances through university and beyond by supporting them each step of the way and giving them our best advice as to how to manage their money effectively in order to reach their full potential.

With a focus on cultivating financial independence and focus across this generation of young adults we want to ensure each young person we will provide tailored solutions, personalised guidance and accessible tools in order to build a strong foundation to their financial well-being.

Core Values

Authentic

We strive to do what's best for our target audience and put their needs first in understanding the financial struggles that come with many of the students today along with assisting them with a solid foundation of advice.

Innovative

We aim to keep up with our ever evolving target audience by changing the way we do things based on the most recent trend or simply just understanding our customers needs and adapting accordingly for what the future brings for them.

Community

At our core is our customers, our purpose is to assist them with their finances and build a trustful relationship to ensure their finances are secure. No two members of our community are the same, we aim to accommodate each customer with the same amount of respect and assistance required.

Trustworthy

It is crucial to us that each and every customer has trust in us to deliver the best banking experience possible to them. We want to ensure we can build a trustworthy and meaningful relationship with each one of our customers.

Secure

It is our number one mission to keep customers funds safe and secure, this is why we take all the security measures possible to ensure each person has a safe account with us. We aim to keep our security systems regularly reviewed to ensure the maximum measures are being taken for our customers.

Tone of Voice

Our tone of voice provides core elements on how we showcase our personality to our customers.

Youthful

Vibrant, energetic and relatable. Showcases humour and colloquial language conveying authenticity and understanding.

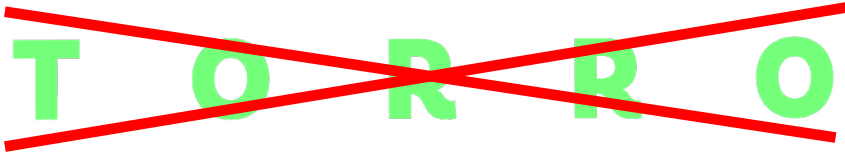
Supportive

Providing guidance and assistance in a non-condescending tone. Creating a sense of trust and comfort making customers feel understood and valued.

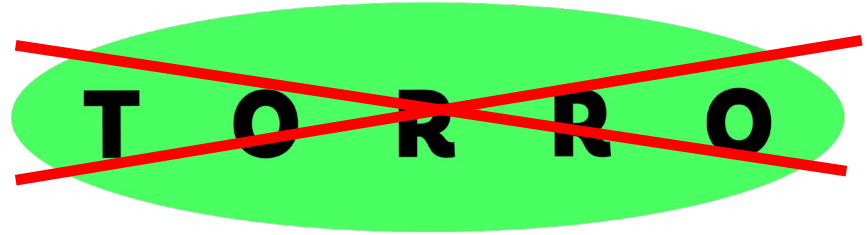
Approachable

Enjoyable to hear, easy to understand and not judgmental.

How not to use the Logo



Do Not alter the logo colours or use unapproved colour formats.



Do Not alter the logo colours or use unapproved colour formats.



Do Not squish or skew the logo in any way.

We care a lot about how our brand appears in the world. Above are some examples of errors that should be avoided when using the logo. Only use the supplied files, avoid making adjustments to the logo

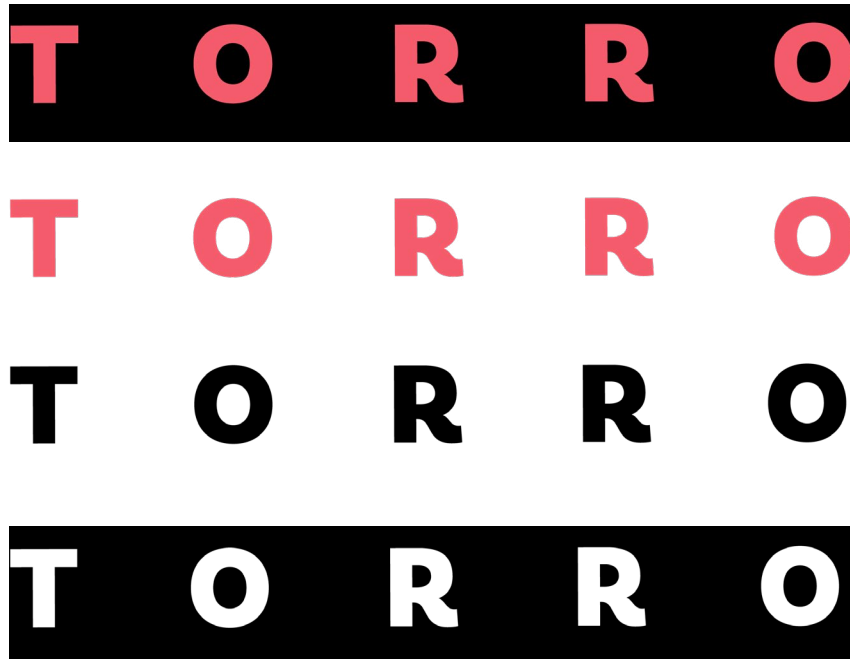


Do Not alter the typeface to italics or a different typeface.



Do Not outline the logo or create a keyline around the logo.

How to use the Logo



The logo should only be used in these 4 variations.

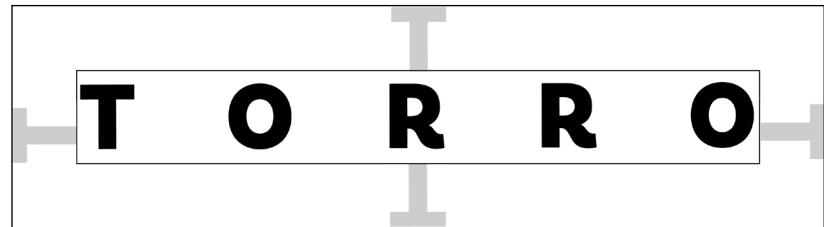
The typeface for the logo is Basic Sans Black.

Logo Spacing

Minimum Clear Space

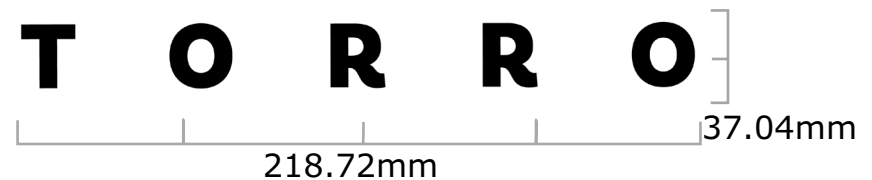
To ensure maximum recognition and protection of the brand it is important to ensure that no graphics or other logos are too close to the logo.

To do this we take the 'T' from the logo and place it around the border



Logo Sizing

Below is the size of the logo, it should remain this size across all digital and printed material.



Typography

Headline Typeface (H1-H5)

Basic Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!#\$%&'()*+,-./

Both typefaces are to be used consistently throughout print and digital settings across all Torro media.

Headline typeface is Basic Sans Bold

Body copy typeface is Niveau Grotesk Regular

Subheading typeface is Niveau Grotesk Medium

Body Copy Typeface

Niveau Grotesk Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!#\$%&'()*+,-./

Subheaders Typeface (H6)

Niveau Grotesk Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!#\$%&'()*+,-./

Colour Palette

Our colours showcase our authenticity, supportiveness and friendliness to our customers. Each colour should be used through all graphic elements.



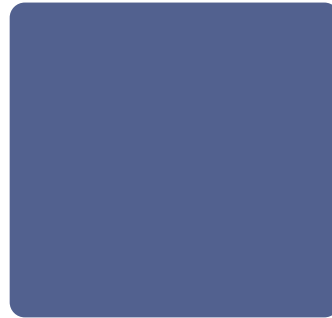
Primary Colour

R245 G92 B108

C0 M62 Y56 K4

PMS 184 C

Hex: #F55C6C



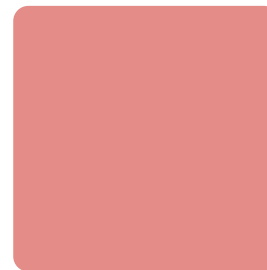
Secondary Colour

R82 G97 B143

C43 M32 Y0 K44

PMS 7673 C

Hex: #52618f



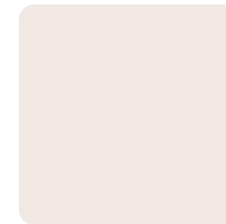
Accent Colour

R230 G141 B137

C0 M39 Y40 K10

PMS 486 C

Hex: #E68D89



R242 G232 B228

C0 M4 Y6 K5

PMS 7604 C

Hex: #F2E8E4



R13 G13 B13

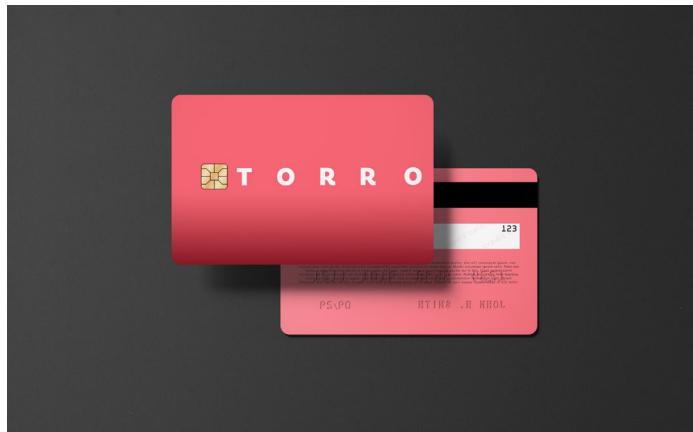
C0 M0 Y0 K95

PMS Black 6 C

Hex: #0D0D0D

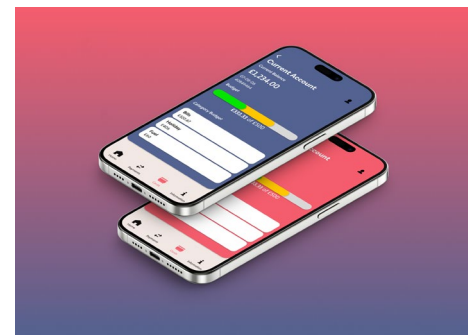
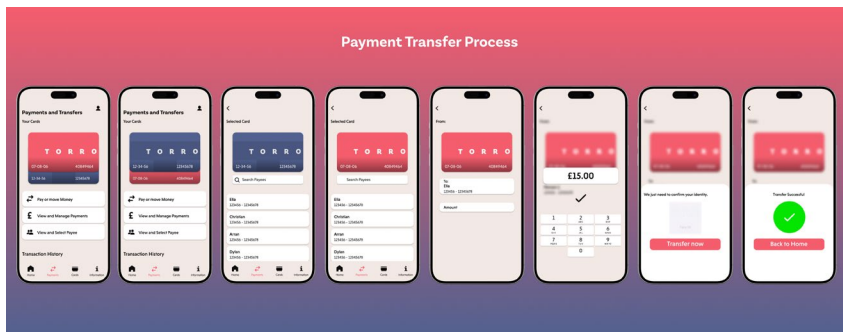
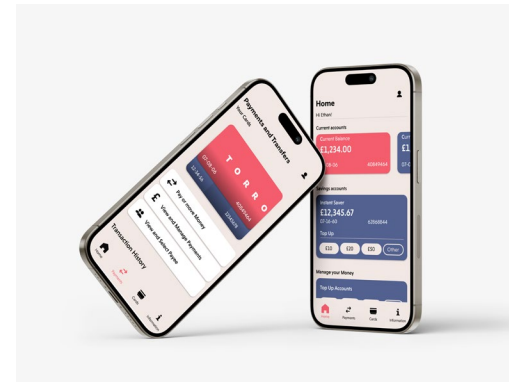
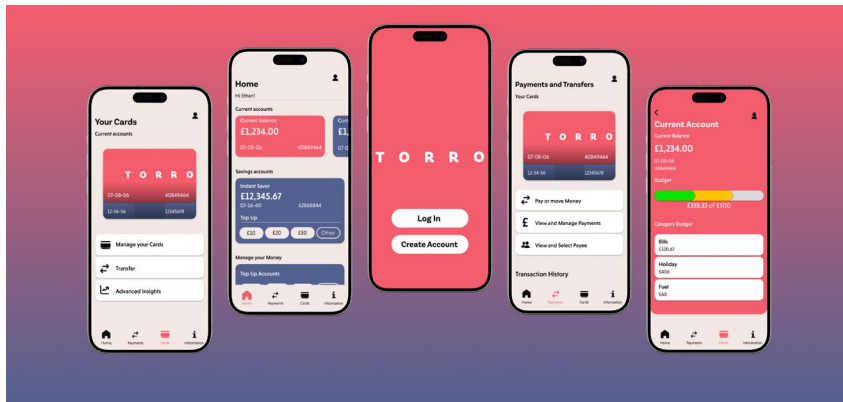
Products

Our products is the primary way our customers interact with our brand, primarily with their bank cards



App

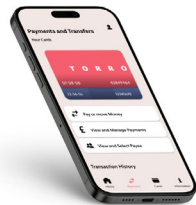
Our app is the main point where our customers interact with us.



Landing Page

A hand holds a smartphone displaying the Torro mobile app. The app interface is white with a blue header bar. The main content area is divided into two sections: a top section with a red background and white text, and a bottom section with a blue background and white text. The top section displays 'Torro' in large white letters, followed by '100% OFF' in smaller white letters, and '100% OFF' in even smaller white letters. The bottom section displays 'Torro' in large white letters, followed by '100% OFF' in smaller white letters, and '100% OFF' in even smaller white letters. The background of the slide is a solid blue color.

What do we Offer?



Toro provides students with a robust set of financial tools and services to manage their finances effectively. With user-friendly mobile apps and online platforms, students can easily track spending and monitor their financial health. Our low or no-fee accounts and student-friendly perks minimize financial stress while educational resources and personalized guidance help build healthy money habits. Prioritizing accessibility, affordability, and financial literacy, Toro empowers young adults to take control of their finances and achieve their goals confidently.

Products

At Torro, we're your trusted partner on the path to financial empowerment. With our savings account, we offer competitive interest rates to help your savings grow effortlessly. But that's just the start. We understand your unique financial needs, which is why we provide a variety of tailored card options, whether you're a rewards seeker, cashback enthusiast, or a student new to finance. Plus, we offer personalized guidance through in-person or online consultations. Your success is our success.



**When
you succeed,
we succeed.**

Book an Appointment



Book an in-person consultation

Book a phone call consultation

Customer Testimonials



*Love this bank! Easy app, great customer service. Highly recommend for young adults! - Sarah, 20.



"Fantastic app, financial education focus. Best bank for young adults!" - Emily, 22.



*Switched to this bank for college, no-fee accounts, awesome perks. 5 stars! - Alex, 19



"Impressed by their commitment to young adults. Solid savings, helpful consultations. Recommend!" - Jacob, 19.

About Us

Our Mission

Our mission is to empower the financial journey of the next generation. We aim to help young people aged 16-25 get the best start on their finances by offering a wide range of opportunities and plans for all types of various situations. We want to help students get the most out of their finances through university and beyond by supporting them each step of the way and giving them our best advice as to how to manage their money effectively in real world situations. *© RBC Royal Bank*

With a focus on cultivating financial independence and focus across this generation of young adults we want to ensure each young person we will provide tailored solutions, personalised guidance and accessible tools in order to build a strong foundation to their financial well-being.

Our Values

Authentic

Innovative

Community

Trustworthy

Secure

Emergency Help

Lost and Stolen Cards

Report Unknown Transaction

Card held by AT&T

Financial Help

Having financial difficulties

I need financial advice

Learn about new savings accounts

TORRO

Get in Touch






Book an in-person appointment

Book an online appointment

Chat with us

Find your nearest branch

We're here to help



Advanced Insights into your spending



Manage your money and cards effectively however you want



Secure transfers with a quick and easy process

Set a budget and we'll help you stick to it

