



FinPal[®]

Brand Framework

v2.7

June 2024

Brand Framework

FinPal[®] Brand Framework is an essential set of guidelines and principles for implementing our brand consistently across all mediums.

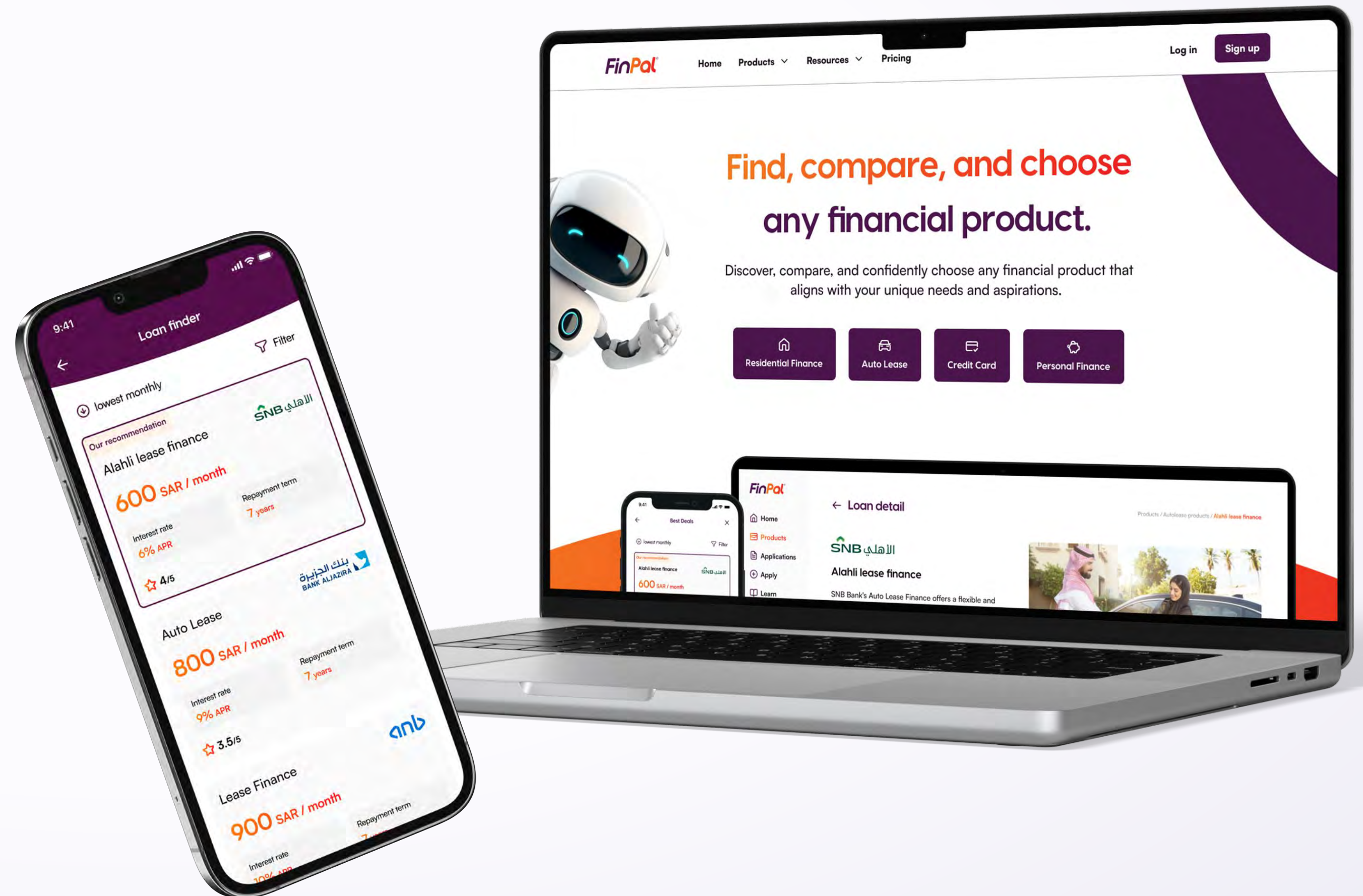
Our brand reflects our commitment to empowering individuals and promoting transparency in financial decision-making. These guidelines detail specifications about our logo, color palette, typography, visual style, and other graphical elements, along with their application across digital platforms.

Whether you are a designer, marketer, or partner, it's vital to adhere to these guidelines to maintain brand consistency, recognition, and effective communication of our brand personality.

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What is FinPal®?

FinPal® is a comprehensive end-to-end digital financial offer aggregator platform.



Our Mission

Our goals, and core values.

Our mission is to empower individuals and help them make smart financial decisions by providing a one-stop-shop for all banking products through our finance offer aggregator service.

تتمثل رسالتنا في تمكين الأفراد ومساعدتهم على اتخاذ قرارات مالية مستنيرة من خلال توفير متجر شامل لجميع خدماتنا ومنتجاتنا المالية.

Our Vision

Our beacon of inspiration, illustrating our aspirations and the impact we strive to make in the world.

Our vision is to improve accessibility and inclusivity of financial products and turn lending into a radically simplified and seamless experience.

تحسين توفر المنتجات المالية الشاملة وتحويل الإقراض إلى تجربة مبسطة وسلسة.

Our Purpose

Encapsulating our reason for being and providing an inspiring call to action.

Our purpose is to become a reliable partner for our customers, to help them take control of their financial future and to improve their overall well-being. We want to be a positive force in people's lives and help them reach their goals and aspirations.

أن نصبح شريكًا موثوقًا لعملائنا يساعدهم على تخطيط مستقبلهم المالي وتحسين رفاهيتهم العامة، وأن يكون لنا تأثير إيجابي في حياتهم ونساعدهم في الوصول إلى أهدافهم وتطلعاتهم.

Tagline

Brand slogan.

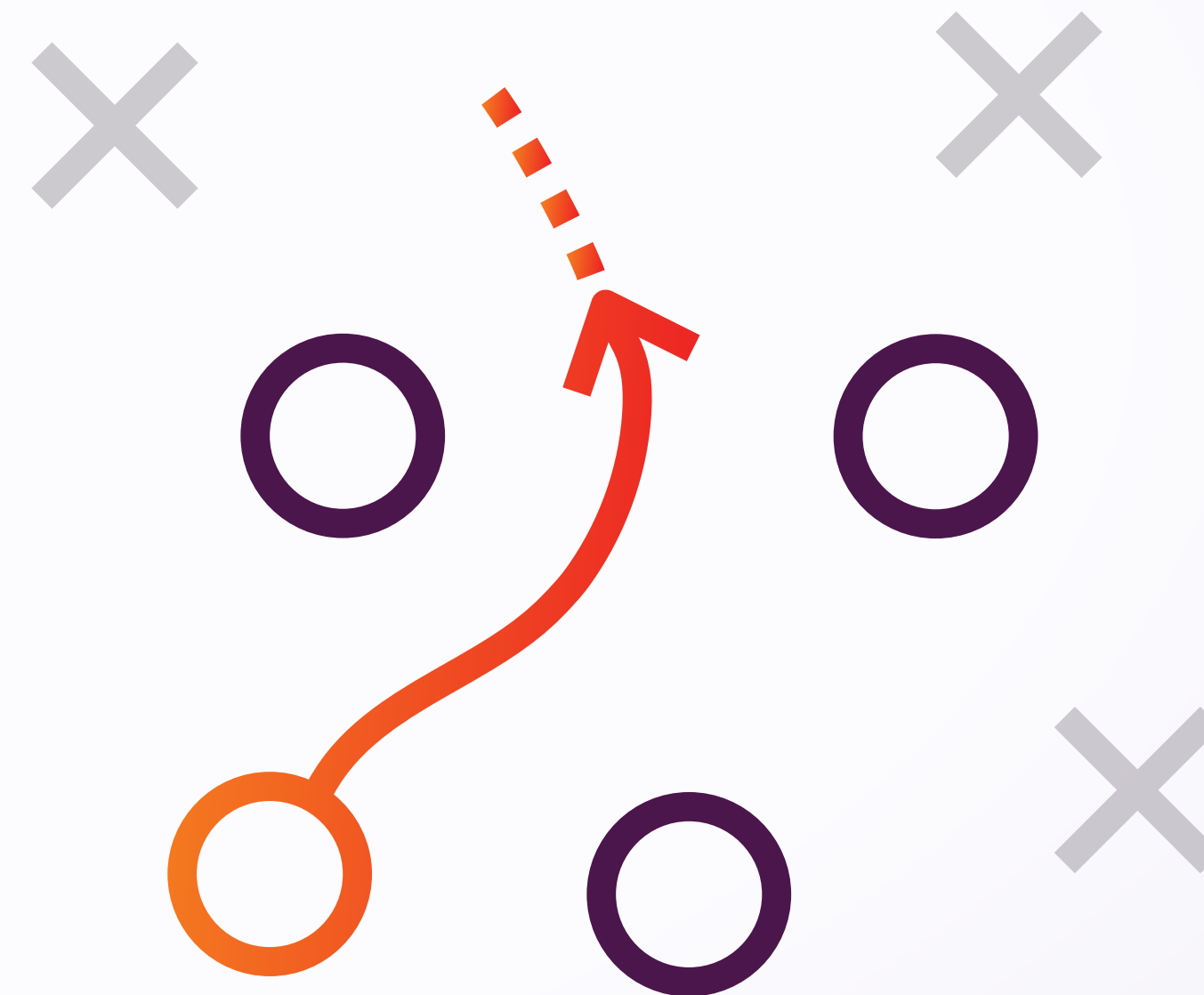
Intelligent Finance

التمويل الذكي

Intelligent Finance

Brand Values

A high-level guide with a set of strategic principles and tactics for developing and maintaining our brand identity.



Brand Promise

What FinPal® stands for and what customers can expect from it.

- Empower people to help them make smart financial decisions.
- Improve accessibility and inclusivity of lending products.
- Provide maximum transparency.
- Provide a personal approach.
- Provide a high level of expertise and advocacy.
- Build a culture of innovation and excellence.

- تمكين العملاء من اتخاذ قرارات مالية ذكية.
- تعزيز توفر وشمولية منتجات الإقراض وتسهيل الاستفادة منها.
- تعزيز شفافية الخدمات، والمنتجات، والمعاملات.
- التعامل مع العملاء وفق احتياجات كل منهم.
- تزويد العملاء بخبرات موثوقة ودعم راسخ.
- تأسيس ثقافة تتبني الابتكار والتميز.

Value Proposition

Why a customer should choose FinPal® over the competitors.

- *Provide a radically simplified lending experience that is fast, transparent, and convenient.*
- *Provide direct reach to all banks and financial institutions through one seamless and hassle-free process.*
- *One-stop-solution for all banking products.*

- تقديم تجربة إقراض بسيطة، وسريعة، وشفافة، ومريحة.
- توفير الوصول المباشر إلى جميع البنوك والمؤسسات المالية عبر عملية واحدة سلسلة بخطوات بسيطة.
- حل شامل لجميع المنتجات المصرفية.

Personality

A set of characteristics, shaping how we communicate and connect with our audience.

<i>Advisory</i>	<i>Humble</i>	<i>Transparent</i>
<i>Considerate</i>	<i>Honest</i>	<i>Islamic</i>
<i>Knowledgeable</i>	<i>Supportive</i>	<i>Neat</i>
<i>Simple</i>	<i>Clean</i>	<i>Direct</i>
<i>Patient</i>	<i>Approachable</i>	<i>Fair</i>
	<i>Semi-formal</i>	

استشارية	متواضعة	شفافة
مُراعية	صادقة	إسلامية
مُطلّعة	داعمة	أنيقة
بسيطة	نظيفة	مباشرة
صبورة	ودودة	مُنصفة
	شبه رسمية	

Market positioning

Unique image in the minds of our customers.

- *Reliable and trustworthy alternative to traditional banking institutions.*
- *Catering to people who are looking to make rational financial decisions.*
- *People who don't like to deal with banks and prefer a quicker and more customer-centric approach.*

- *بدیل موثوق للمؤسسات المصرفية التقليدية.*
- *يفي بمتطلبات من يرغبون في اتخاذ قرارات مالية عقلانية.*
- *يناسب من لا يرغبون في التعامل مع البنوك ويفضلون نهجًا أسرع وأكثر تركيزًا على العملاء.*

Reason to Believe

A proof point convincing our audience that we can deliver on our promise.

- *We have a team of experts from the fintech world who are dedicated to challenging the status quo.*
- *We disclose our business model to our customers so they can see we are not trying to hide anything.*
- *We create a highly competitive environment where banks need to work to win their customers, not the other way around.*

- نمتلك فريق خبراء في التكنولوجيا المالية هدفهم تحسين وتغيير الوضع الراهن للأفضل.
- نُطلع عملائنا على نموذج أعمالنا بمنتهى الشفافية ليتأكدوا أننا لا نخفي عنهم شيئاً.
- نخلق بيئة تنافسية تحتاج فيها البنوك إلى أن تجتهد لكسب عملائها، وليس العكس.

Emotional Benefits

The positive feelings and associations that customers experience when they interact with our brand.

Feeling of support

Empowerment

Trust and safety

Peace of mind

Being understood

الشعور بالدعم

التمكين

الثقة والأمان

راحة البال

أن تكون مفهومًا

Point of Difference

What sets us apart from the competitors.

- *We offer a fully digital experience,*
- *We are supported by one of the biggest business groups in the country, providing us with years of knowledge and expertise from both a business and banking perspective.*
- *Through our network of companies, we provide comprehensive and high-quality services that go beyond financing cars, making the experience even more convenient and hassle-free.*

- *نقدم تجربة رقمية من الألف إلى الياء.*
- *تدعمنا واحدة من أكبر مجموعات الأعمال في الدولة، مما يوفر لنا سنوات من المعرفة والخبرة من منظور الأعمال التجارية والمصرفية.*
- *من خلال شبكة شركائنا، نقدم خدمات شاملة ذات جودة عالية تتجاوز مجال تمويل السيارات، مما يجعل التجربة تتسم بمزيد من الراحة.*

Logos

Our visual identity is thoughtfully crafted to be neat and highly intuitive. This minimalistic and clean aesthetic lends itself to the honesty and transparency we promise our customers, providing them a sense of trust and safety while interacting with our brand.

A 3D rendering of the FinPal logo, featuring the word "FinPal" in a bold, italicized, sans-serif font. The letters are dark grey with a metallic sheen and a slight shadow beneath them, giving the logo a three-dimensional appearance. A registered trademark symbol (®) is located at the top right of the "l".

Main Logo

Designed with versatility in mind, our logo is crafted to fit various contexts and applications.



FinPal[®]

FinPal[®]

FinPal[®]

FinPal[®]

Symbol

Our unique “FP” Symbol embodies the abstract concept of our brand — finance and partnership. The “F” formed by negative space presents an inherent sophistication and creativity, perfectly complementing our minimalistic yet intelligent brand image.





NBFS Logo

FinPal[®] operates under the legal umbrella of the National Business Financial Services Company. For any official or legal communications, it's necessary to represent both the NBFS and FinPal[®] logos to ensure the correspondence upholds the integrity and formal recognition of our business structure.



NBFS شركة خدمات الأعمال الوطنية المالية
National Business Financial Services Co.

NBFS شركة خدمات الأعمال الوطنية المالية
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NBFS شركة خدمات الأعمال الوطنية المالية
National Business Financial Services Co.

NBFS

NBFS

NBFS

NBFS

Usage

Do's and don'ts of applying the logo and symbol in various contexts.

Allow clear space

Allow for sufficient clear space around the logo to maintain visibility and avoid crowding.



Allow clear space around logo



Don't deprive the logo of space

Don't use symbol and logo together

The symbol alone can stand as a condensed representation of our brand, especially when space is extremely limited. On the other hand, using it in combination with logo creates unnecessary noise which goes against our principle of clean and minimalistic aesthetic.



The symbol can be used alone



Don't use logo and symbol at the same time

Usage

Do's and don'ts of applying the logo and symbol in various contexts.

Don't alter colors

It's essential not to modify or add colors to the logo as it may change the viewer's perception of the brand and emotional response of our customers.



Use only defined logo color combinations



Don't alter any colors in the logo

Don't alter the logo

It's essential not to modify the logo in any way - including changes to its colors, proportions, orientation, elements or special effects such as shadows, etc.



Maintain the integrity of the logo



Don't alter the design of the logo

Usage

Do's and don'ts of applying the logo and symbol in various contexts.

Maintain logo visibility

Avoid using the logo on busy, patterned, or similarly colored backgrounds that could compromise its visibility.



✓ Darken the background to maintain visibility



✗ Don't place logo on busy images or patterns



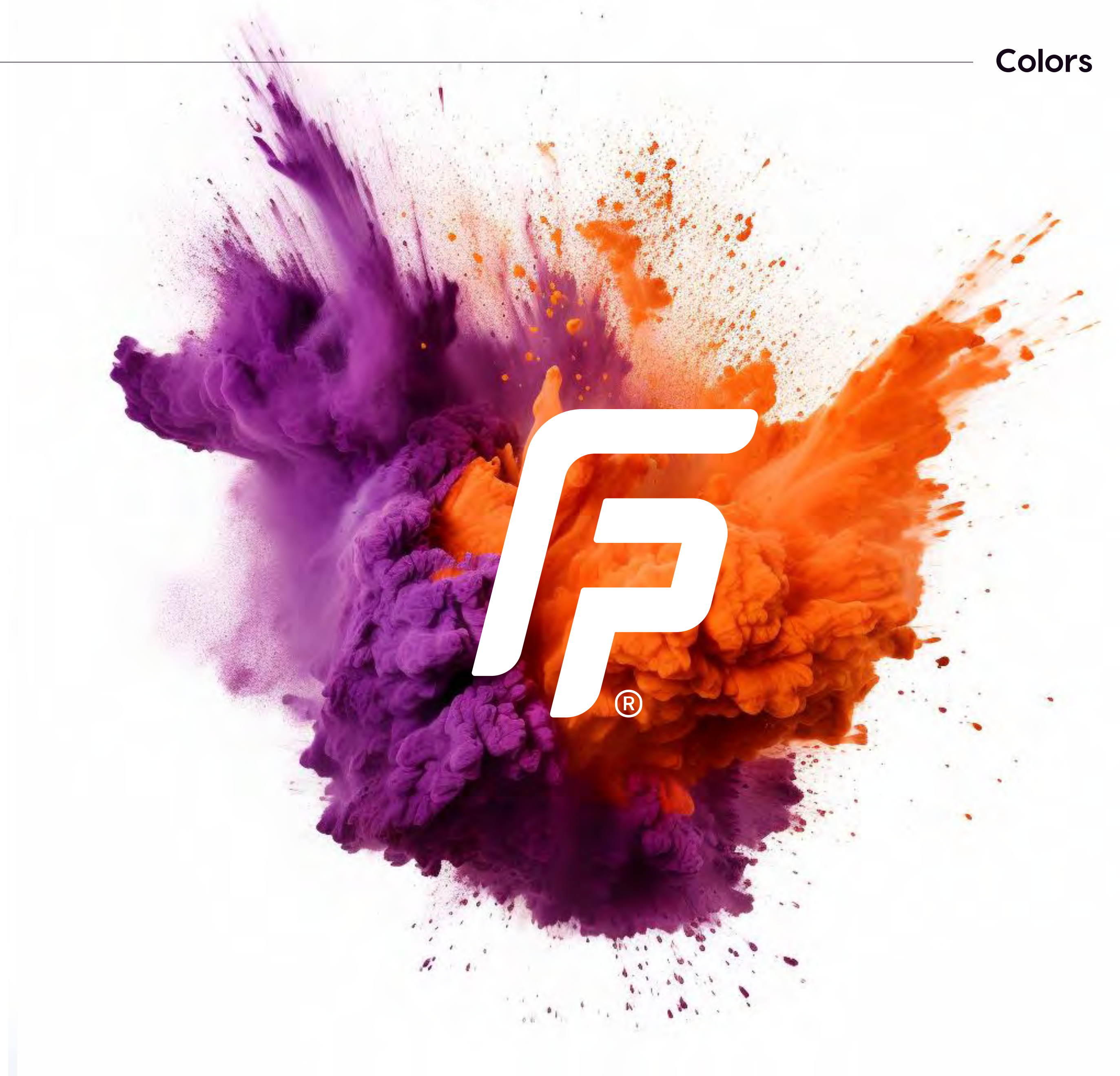
✓ Choose logo color for better contrast and legibility



✗ Avoid low contrast combinations

Colors

Color plays a strategic role in our visual identity, serving as a powerful communication tool carrying strong symbolic connotation. Respecting our color palette is crucial for maintaining consistency and enhancing brand recognition.



Main Colors

Our color palette combines a strong, trustworthy base (Deep Purple) with highlights of innovative energy accents (Orange Gradient), creating a distinctive and meaningful identity that encapsulates our brand promise and distinguishes us from the competition.

Deep Purple

Primary

#4B164B

CMYK (75,100,38,37)

Midnight

#140717

CMYK (1,6,0,91)

Orange Gradient

Accent

linear-gradient (90deg, #F47F20 0%, #EC2024 100%);

White

#FFFFFF

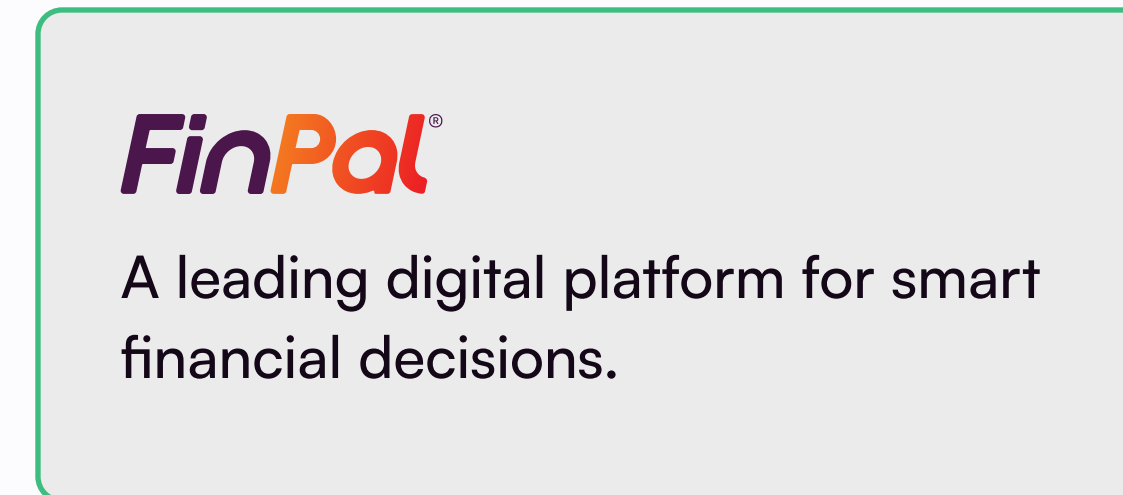
CMYK (0,0,0,0)

Usage

Learn how color brings our identity to life and learn what to avoid.

Ensure maximum contrast

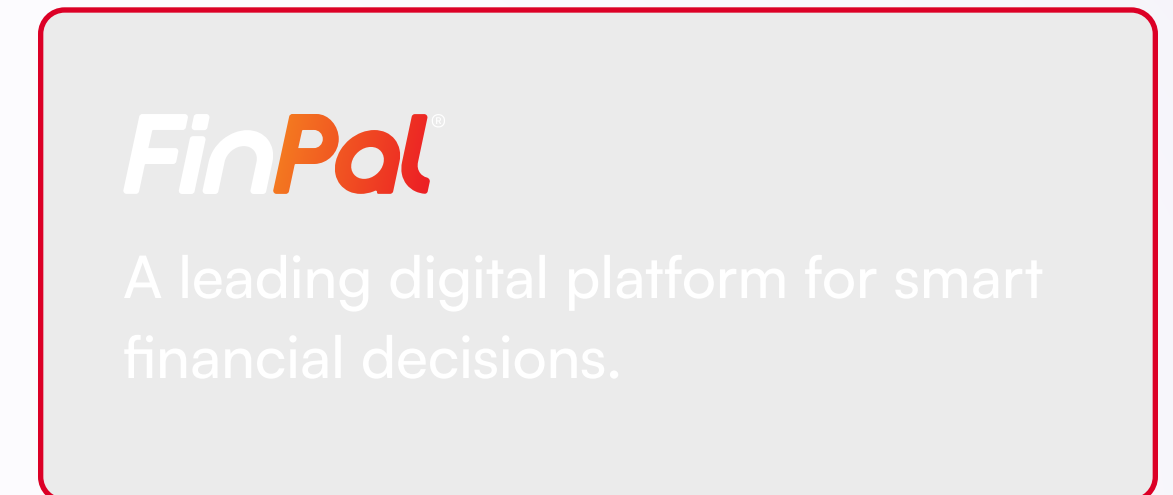
When choosing colors for text, it's crucial to enhance readability and provide an inclusive experience for everyone.



FinPal
A leading digital platform for smart financial decisions.



Ensure contrast between content and background



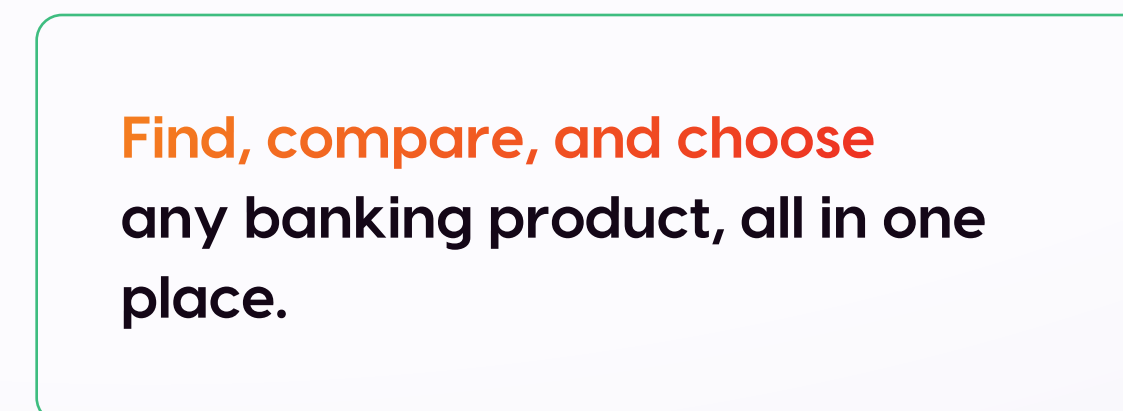
FinPal
A leading digital platform for smart financial decisions.



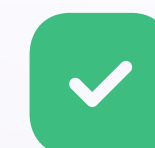
Don't use low contrast combinations

Accent for highlights

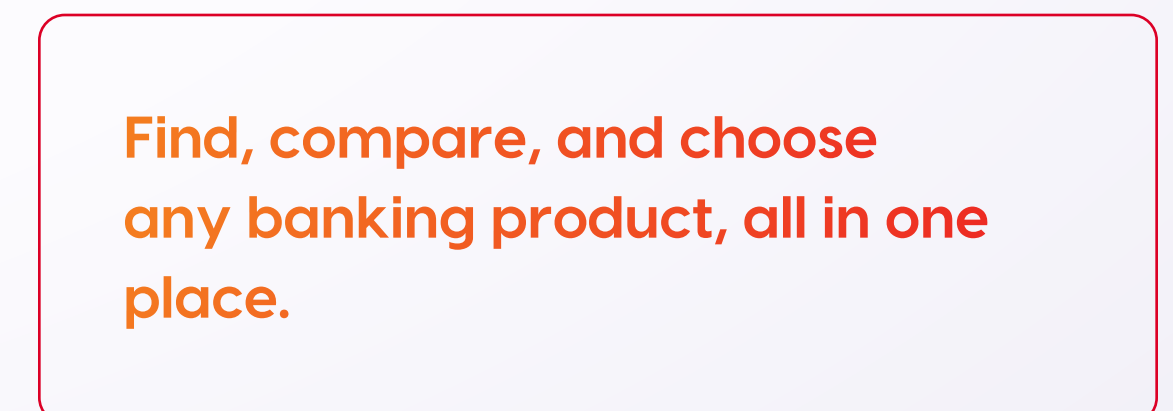
The orange gradient symbolizes enthusiasm, creativity, and success, reflecting our commitment to innovation and customer-centric approach. We use it to highlight important information, adding vibrancy and dynamism to our identity.



Find, compare, and choose
any banking product, all in one place.



Use accent color to highlight important information



Find, compare, and choose
any banking product, all in one place.



Avoid overusing the accent color

Typography

For headlines and titles, we use a combination of Visby and Montserrat typefaces offering a clean and modern geometric form which reflects our commitment to clarity, simplicity, and directness. The bolder weights give a sense of authority and decisiveness, which resonates with our mission to empower individuals to make smart financial decisions. To accommodate for differences in character size, word length and grammar in arabic, we use Montserrat-Arabic.

Aa

أب

Aa

أب

Visby

Headline

Title

Short message

Satoshi

Our mission is to **empower individuals** and help them make smart financial decisions by providing a one-stop-shop for all banking products through our finance offer aggregator service.

Our vision is to improve accessibility and inclusivity of financial products and **turn lending into a radically simplified and seamless experience.**

Our purpose is to become a reliable partner for our customers, to help them take control of their financial future and to improve their overall well-being. We want to be a positive force in people's lives and help them reach their goals and aspirations.

IBM Plex Sans Arabic

تتمثل رسالتنا في تمكين الأفراد ومساعدتهم على اتخاذ قرارات مالية مستنيرة من خلال توفير متجر شامل لجميع خدماتنا ومنتجاتنا المالية.

تحسين توفر المنتجات المالية الشاملة وتحويل الإقراض إلى تجربة مبسطة وسلسة.

أن نصبح شريكًا موثوقًا لعملائنا يساعدهم على تخطيط مستقبلهم المالي وتحسين رفاهيتهم العامة، وأن يكون لنا تأثير إيجابي في حياتهم ونساعدهم في الوصول إلى أهدافهم وتطلعاتهم.

Montserrat-Arabic

العنوان الرئيسي

العنوان

رسالة قصيرة

Photography

The right photograph can provide comfort, evoke trust, and inspire action. Every photograph we use should convey our brand's core values of empowerment, transparency, inclusivity, and simplicity.



General Guidelines

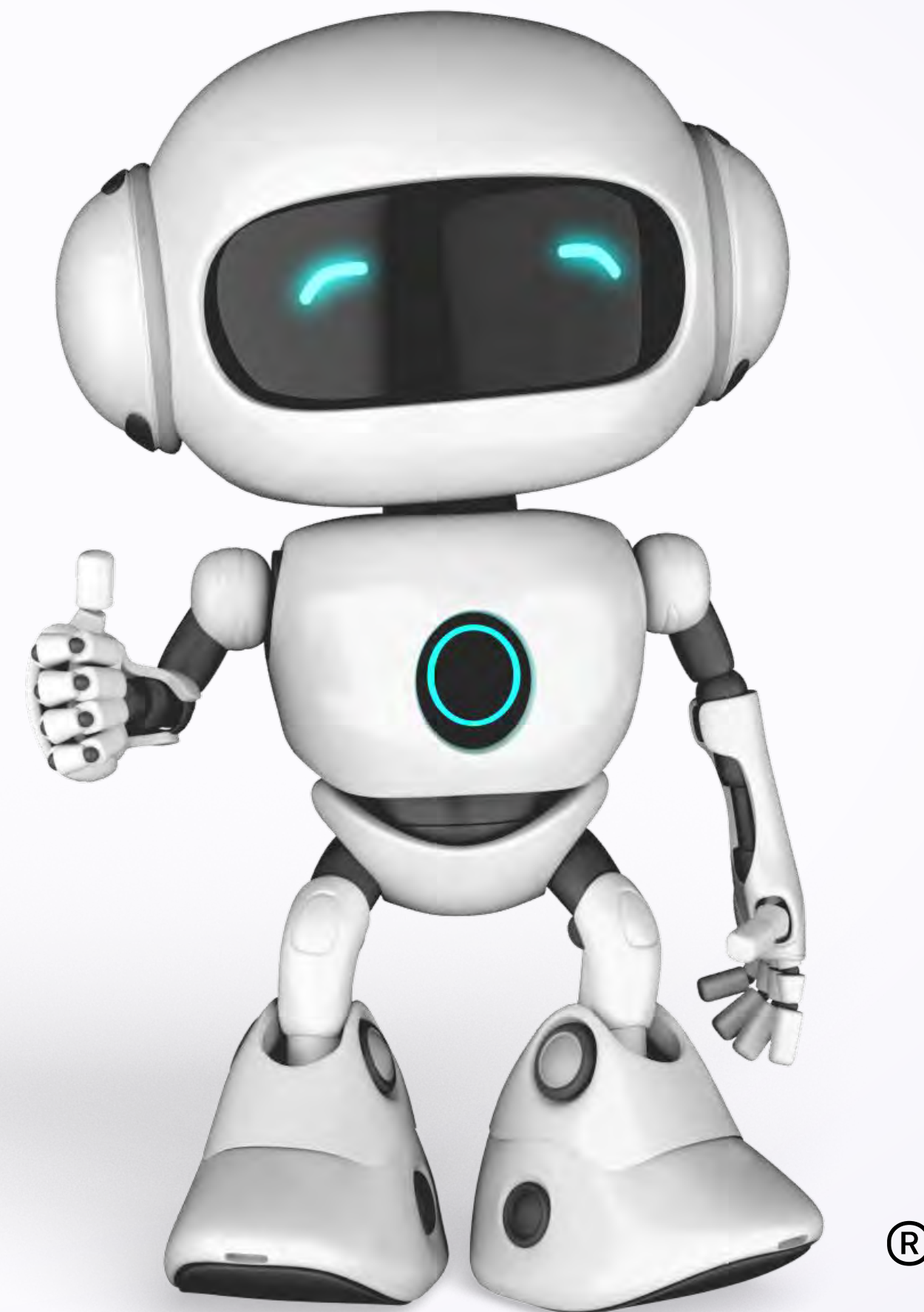
Guidelines for photography that aligns with our brand values and communicates our message.

Style and composition	Simplify the scene and choose a simple background to draw attention to the subject. Shots should be composed to inspire trust and confidence.
Subjects	Use a diverse range of models that represent our broad customer base to showcase inclusivity. This includes people of different ages, genders, races, and cultures.
Action	Capture people on their journey of financial decision-making. This could include people using their smartphones for banking, paperwork related to banking, etc.
Lighting and colors	Use soft, natural light whenever possible to create a sense of comfort, and honesty. Subtly incorporate brand colors into the photography.
Authenticity	Aim to capture authentic moments that represent real-life situations. Avoid using imagery that feels staged or artificial. The post-processing should be kept minimal and clean to maintain a natural and honest look.

النمط والتكوين	الهدف أن يتسم المشهد والخلفية بالبساطة لإبراز الموضوع. يجب أن يكون هدف تكوين اللقطات بث الثقة.
الموضوعات	استخدم مجموعة متنوعة من العارضين / العارضات يمثلون قاعدة عملائنا العريضة لإظهار الشمولية من مختلف الأعمار، والأجناس، والأعراق، والثقافات.
أثناء العمل	التقط صور الأفراد في رحلتهم نحو اتخاذ القرارات المالية، أي خلال استخدام هواتفهم الذكية في الأعمال المصرفية، والأعمال الورقية المتعلقة بالخدمات المصرفية، وما إلى ذلك.
الإضاءة والألوان	استخدم الضوء الطبيعي الناعم كلما أمكن لإضفاء إحساس بالراحة والصدق. ادمج ألوان العلامة التجارية بسلاسة في عملية التصوير الفوتوغرافي.
الأصالة	هدفنا التقاط لحظات حقيقية تمثل مواقف من الحياة الواقعية. تجنّب استخدام الصور التي تبدو مُرتبة أو مصطنعة مع إبقاء المعالجة اللاحقة نظيفة وفي حدها الأدنى لتبقى الصور طبيعية وصادقة.

Meet Finty!

Our mascot is an essential aspect of our identity, humanizing our image and serving as the face of our brand across various applications.



Characteristics

Finty leverages advanced technology and in-depth financial knowledge combined with the approachability and understanding of a trusted friend. He is a trusted guide for our customers, empowering them to finance intelligently.

<i>Knowledgable</i>	<i>Finty has an unrivaled understanding of the global financial landscape and he is able to collect and analyze a vast amount of information in matter of seconds.</i>
<i>Approachable</i>	<i>With Finty, financial advice is never intimidating or complicated. He always communicates in simple, easy-to-understand language, making financial products accessible to everyone.</i>
<i>Empowering</i>	<i>Finty provides tailored insights, tools and guidance navigating people towards the best financial offers available on the market.</i>
<i>Transparent</i>	<i>Finty is programmed for maximum honesty and transparency. He provides clear information about all available financial offers, helping people understand the benefits and potential risks associated with each option.</i>
<i>Patient</i>	<i>No matter how complex the financial situation, Finty remains patient and supportive.</i>
<i>Adaptive</i>	<i>Finty is capable of learning and adapting to financial behavior and preferences of his customers.</i>

Usage

By consistently using our brand character across all touchpoints, we provide a unified and engaging experience strengthening our brand identity and building trust and connection with our customers.

<i>Website</i>	<i>On our website, Finty guides the customers towards the best financial offers available.</i>
<i>Social Media</i>	<i>Finty defines our voice on social media. Posts, replies, and messages should all reflect the character's humility, honesty, and considerate nature. Even in a limited word count, our brand persona should shine through.</i>
<i>Content</i>	<i>Whether it's blog posts, articles, or videos, Finty should be present. The content should be advisory and knowledgeable, providing helpful financial information in a transparent and considerate manner.</i>
<i>Customer Service</i>	<i>Finty should be the first point of contact during customer service interactions, guiding the conversation and redirecting to solution or customer service representatives.</i>

Copywriting

An overview of our brand voice, writing style, and core copywriting principles.



Voice

Voice is the reflection of the personality and character of our brand, it's the distinct style that makes our communication recognizably ours.

Our voice is Empowering, Honest, Knowledgeable, Approachable, Supportive and should represent a friend who is genuinely interested in helping people make better financial decisions.

صوتنا تمكيني، وصادق، ومُطَّع، وسلس، وداعم، كما لو كنا صديقًا يهتم حقًا بمساعدة الآخرين على اتخاذ قرارات مالية مستنيرة تحقق ما يتطلعون إليه بأفضل الطرق وأسرعها.

Tone

The mood and emotional quality of our communication.

The tone should remain consistently semi-formal, clear, and humble. It should provide a sense of assurance, trust, patience and inspire our customers to make smart decisions.

يجب أن تكون النبرة شبه رسمية، وواضحة، ومتواضعة تفيض إحساسًا بالاطمئنان، والثقة، والصبر، وتلهم عملائنا لاتخاذ قرارات ذكية تعود عليهم بالنفع وتحقق ما يتطلعون إليه.

Copy Principles

The rules we follow to shape our messages to resonate with our audience.

<i>Simplicity</i>	<i>Use direct, clear, and simple language to describe complex financial processes or offerings. The message should be understandable by a person with minimal financial background. Avoid the use of overly technical terms. Instead, use everyday language and metaphors to explain complex financial terms and conditions.</i>
<i>Transparency</i>	<i>Always be transparent about processes, costs, and terms. Use honesty as a tool to build trust.</i>
<i>Empathy</i>	<i>Show understanding and respect for the challenges faced by the customers.</i>
<i>Guidance</i>	<i>Use an active voice, maintain a positive tone, and focus on the customers' aspirations and goals.</i>

استخدم في وصف العمليات أو العروض المالية المعقدة لغة مباشرة، وواضحة، وبسيطة بحيث يفهم الرسالة من لديه الحد الأدنى من المعلومات المالية. تجنّب المبالغة في استخدام المصطلحات التقنية واستخدم اللغة اليومية والتشبيهات المبسطة لشرح الشروط والأحكام المالية المعقدة.	البساطة
الترم دائماً بالشفافية بشأن العمليات، والتكاليف، والشروط: الصدق مفتاح الثقة.	الشفافية
أظهر أننا نفهم ونحترم أي صعوبات قد يواجهها العملاء.	التعاطف
استخدم صوتاً نشطاً بنبرة إيجابية مع التركيز على تطلعات العملاء وأهدافهم.	التوجيه

Usage

Learn how keep copy clear, concise and consistent across all communications.

Hierarchy

A well-maintained copy hierarchy guides the readers through our content effectively and intuitively. To ensure immediate attention to key information, we use bolder weights for all headlines, titles, or to emphasize particular phrase or points that need to stand out. Standard body copy is written in regular, maintaining a clear and efficient hierarchy of information.

Intelligent Finance

Find, compare, and choose any banking product, all in one place.



Guide the reader's attention to important information first

Intelligent Finance

Find, compare, and choose any banking product, all in one place.



Steer clear of inconsistent text hierarchy

Usage

Learn how keep copy clear, concise and consistent across all communications.

Stylization

Title case is our default stylization. We also use capital case for names of individuals, places, things or organizations. Standard punctuation is used everywhere except for buttons.

**Radically Simplified
Lending Experience.**



Use title case for headlines

**Radically simplified
lending experience.**



Don't sentence case for headlines

People who admire Diesel are
sure to like FinPal.



Use capital case for names of things, places or people

People who admire diesel are
sure to like finpal.



Never use lower case for FinPal or other names

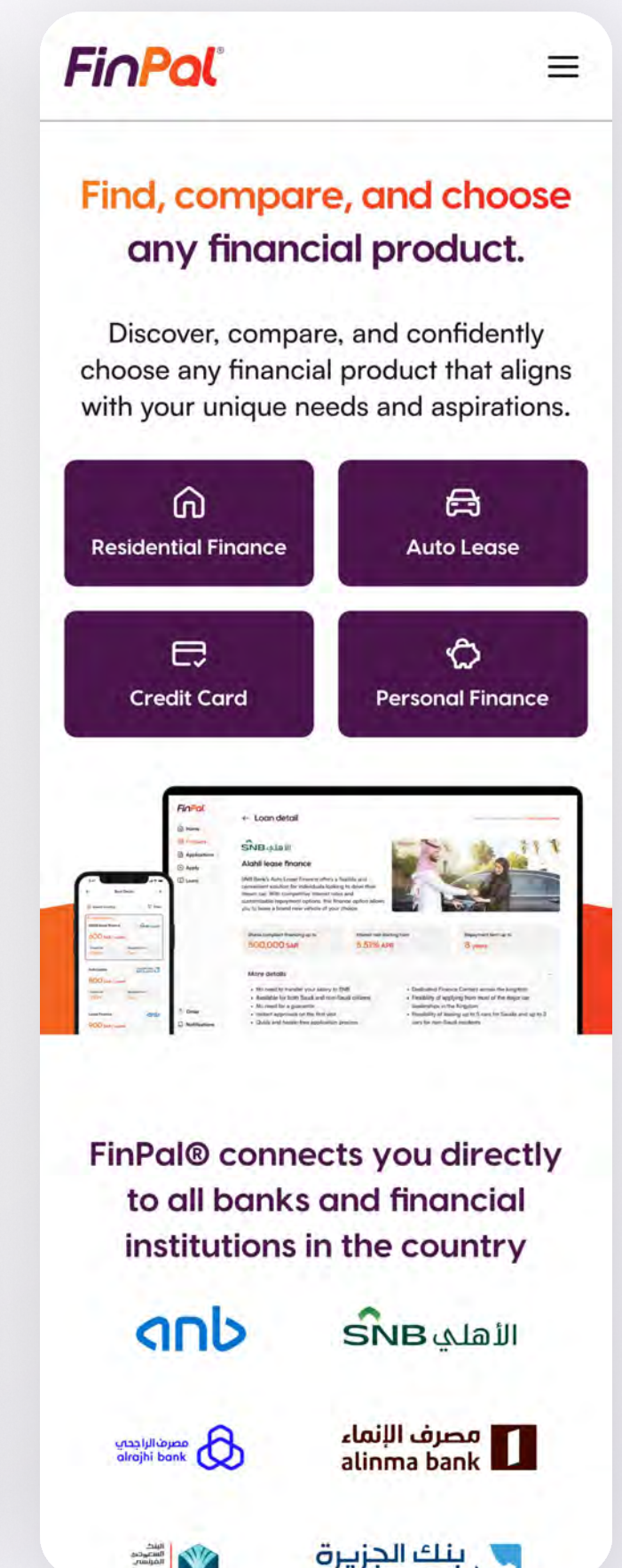
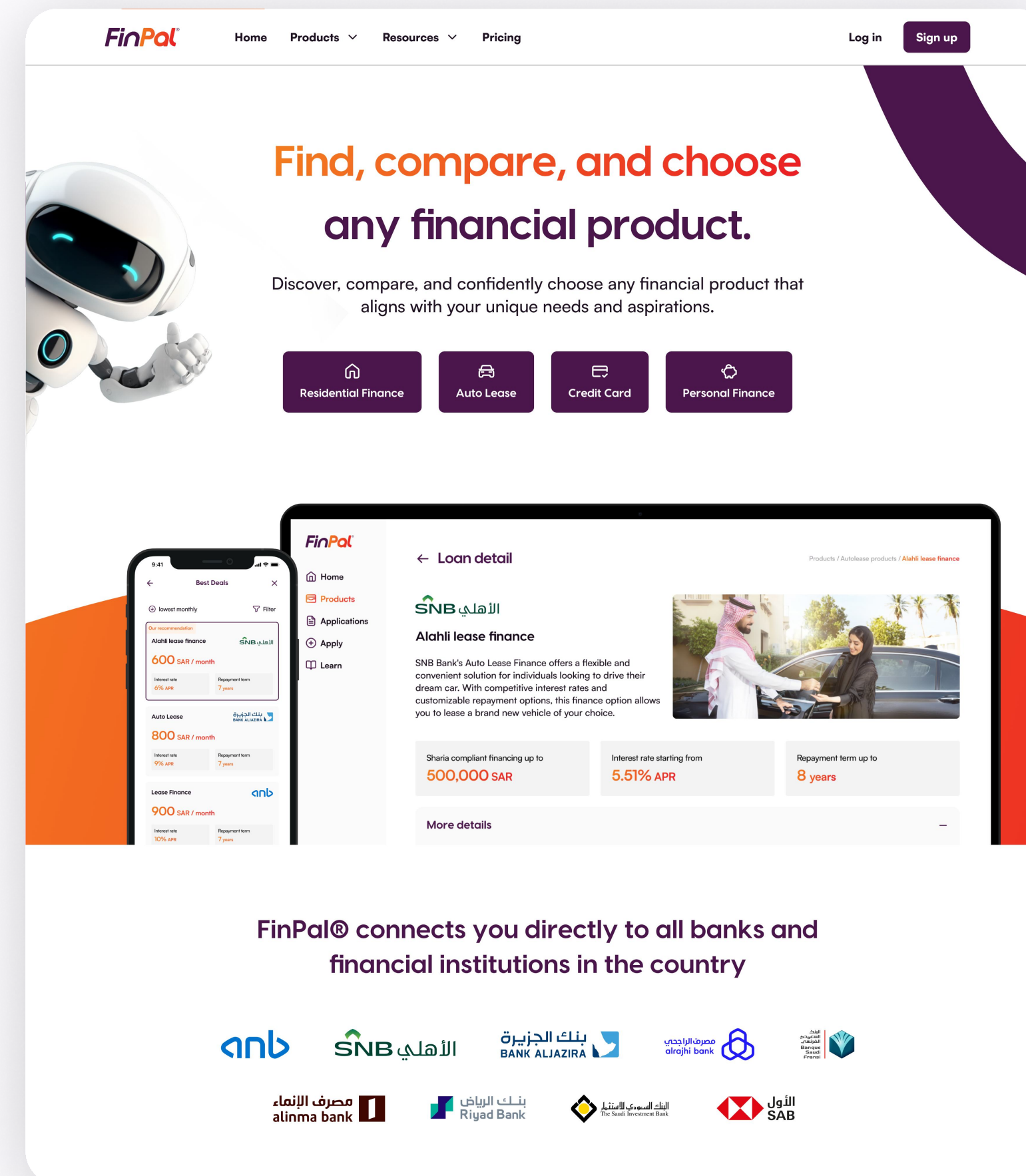
Digital Framework

The foundation for how we communicate with our audience and shape our brand's representation and engagement in the digital space.



Website Guidelines

A range of design concepts that align with the FinPal® brand identity showcasing the suggested look and feel of websites related to FinPal®. These examples serve as inspiration and guidelines for creating websites that effectively convey the essence of FinPal®, creating consistent and cohesive online experience.

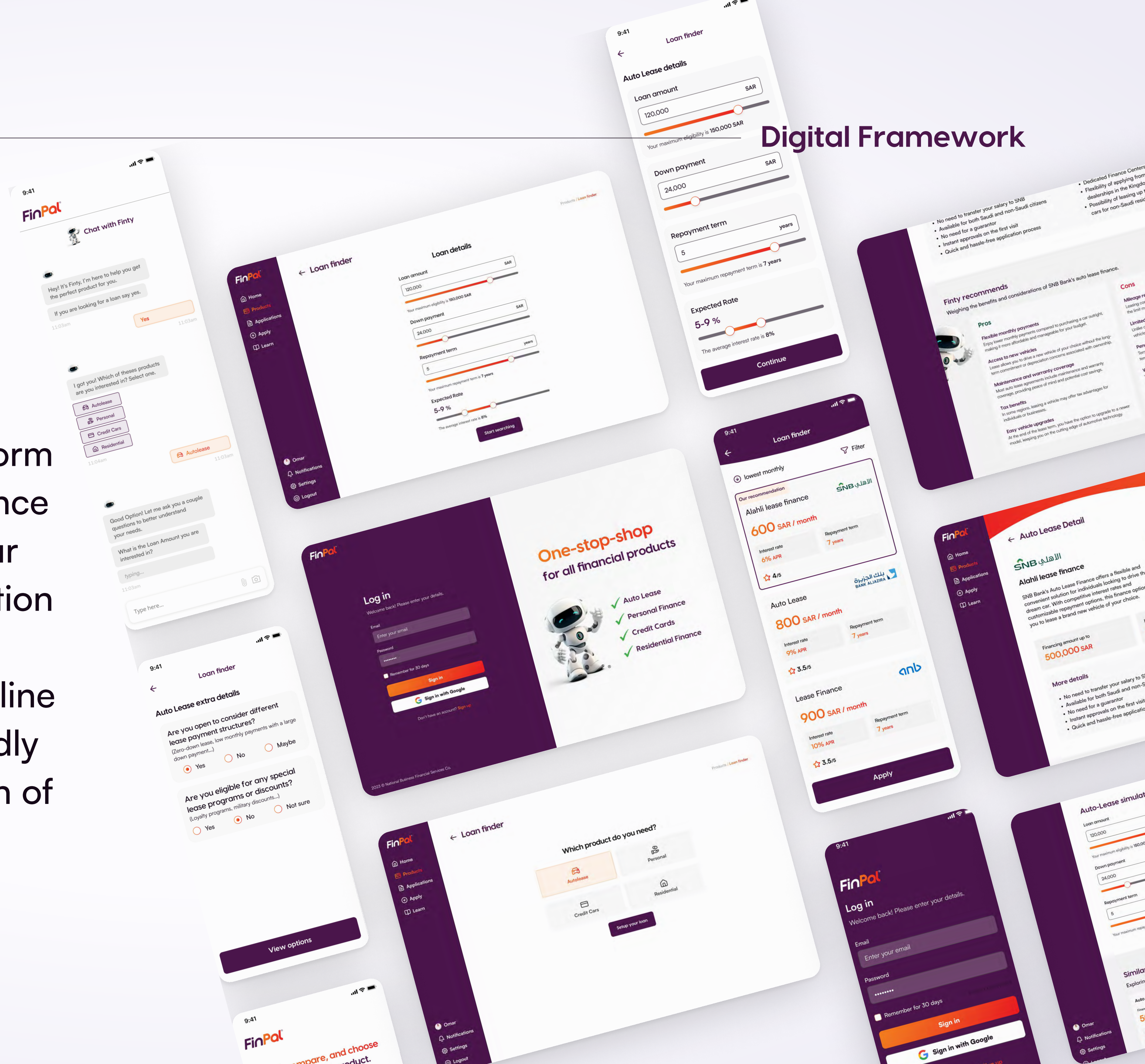




Digital Framework

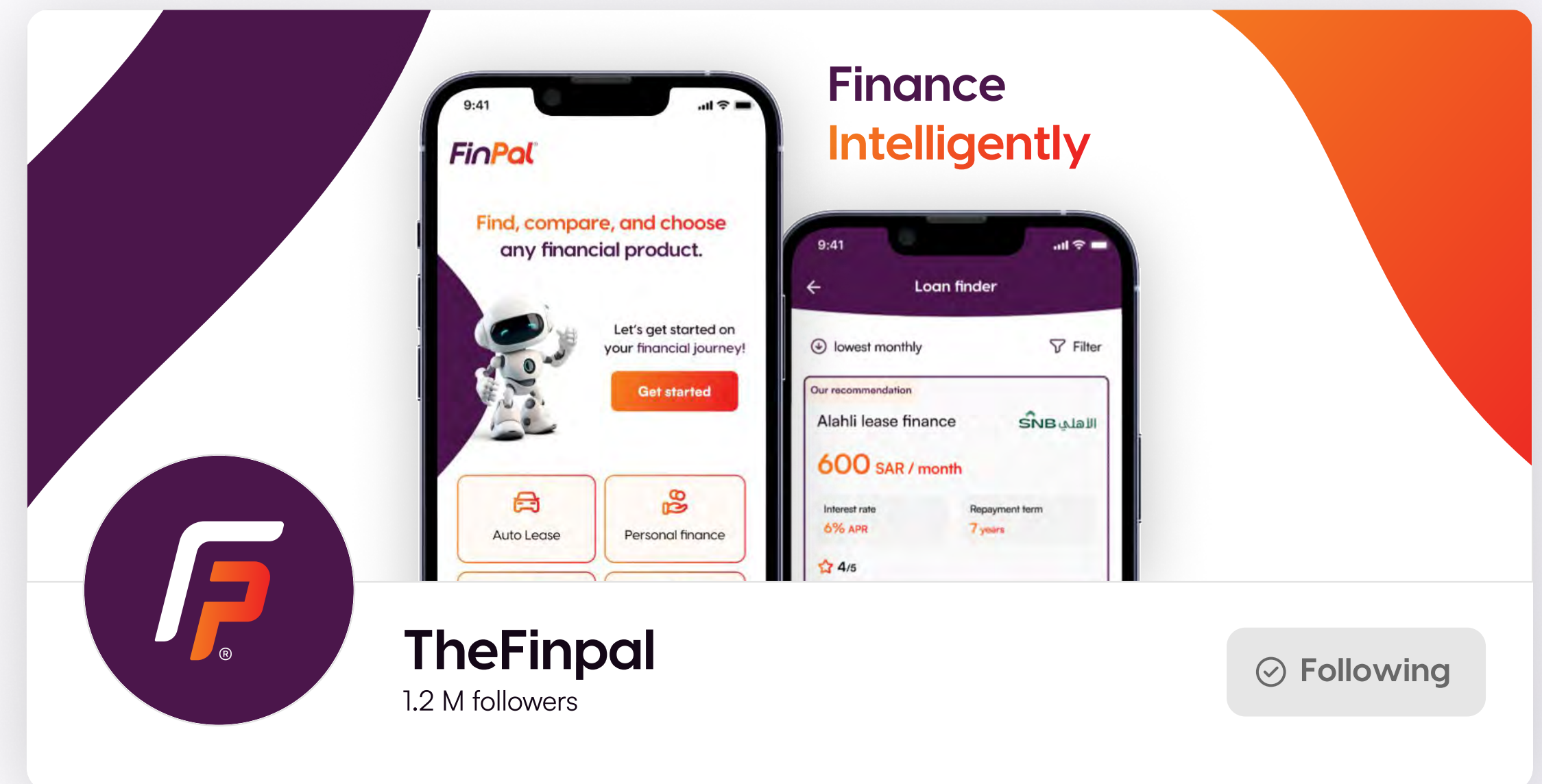
Platform Guidelines

The look, feel, and usability of our platform has a direct impact on the user experience and, consequently, the perception of our brand. These examples serve as inspiration creating interfaces that respect accessibility standards, ensuring our online platform interface is not only user-friendly and accessible, but also a true reflection of our brand identity.



Social Media Profiles

Our profiles are designed to effectively communicate our brand identity, captivate our audience, and foster meaningful connections. From profile visuals to engaging bio descriptions, we ensure that every element aligns with our brand and creates a compelling and cohesive online presence.



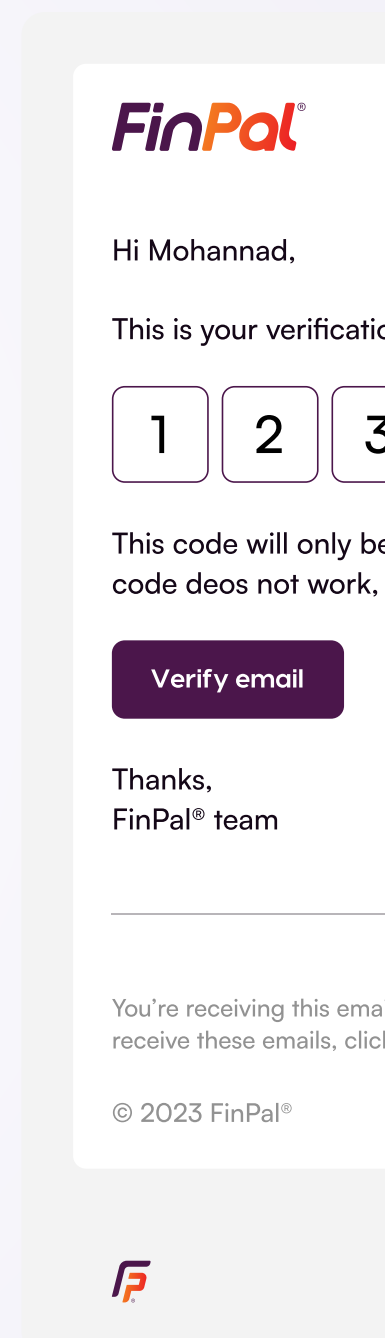
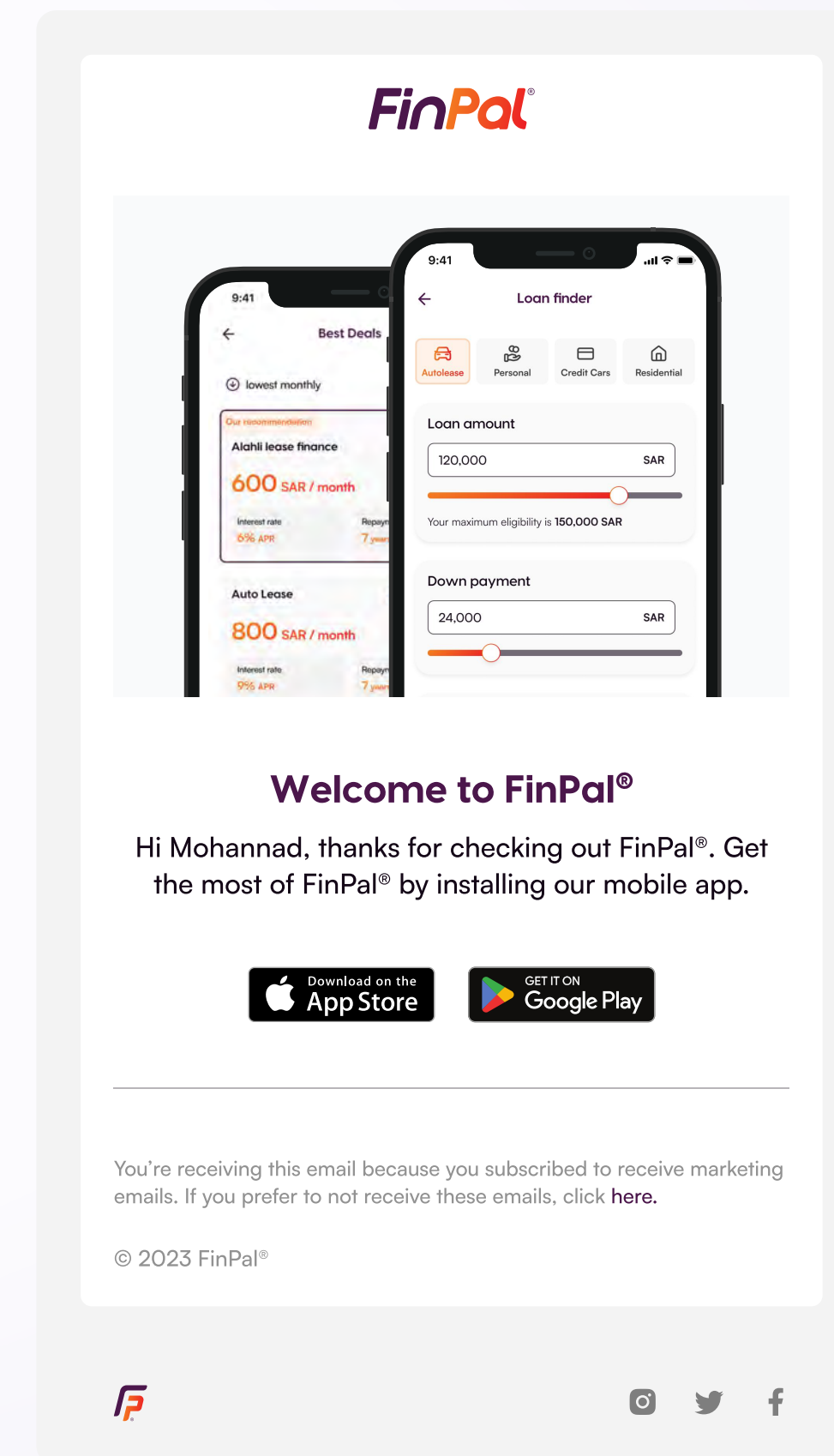
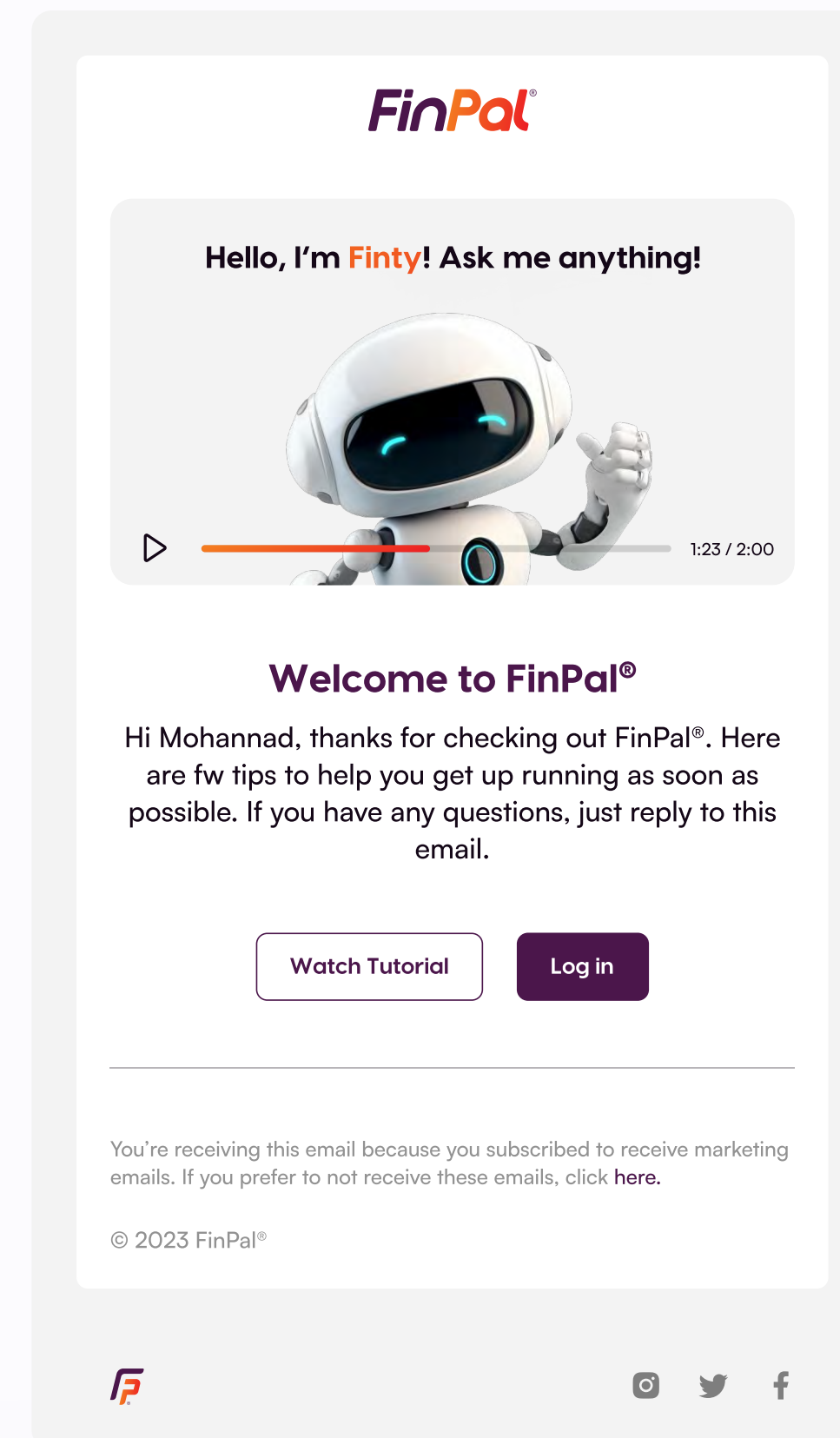
Social Media Templates

A collection of professionally designed templates defining look and feel and providing inspiration for visually stunning and attention-grabbing content aligned with our brand's aesthetics and messaging.



Email Templates

Email templates designed to captivate, inform or deliver valuable content to our customers.



Email Signature

Streamlining our formal online communication and using unified email signature ensures our brand is present every email we send.



Mohannad O. Mahjoub <mmahjoub@thefinpal.com>

To: You



Thu 26/01/2023 05:30

Dear Customer,

At FinPal, we're excited to offer you an exclusive opportunity to unlock your financial potential. As a valued member of our community, you'll receive personalized financial consultation and special interest rate discounts on selected products.

Access your account now to explore our range of financial solutions and take control of your financial future with FinPal. If you have any questions, our dedicated customer support team is here to assist you.

Thank you for choosing FinPal as your trusted financial partner. We look forward to helping you achieve your goals.

Best regards,

The FinPal Team



Mohannad O. Mahjoub

Managing Director

✉ mmahjoub@thefinpal.com

☎ (+966) 8004420020

📱 (+966) 8004420020

📍 1432 Jeddah 21431

www.thefinpal.com

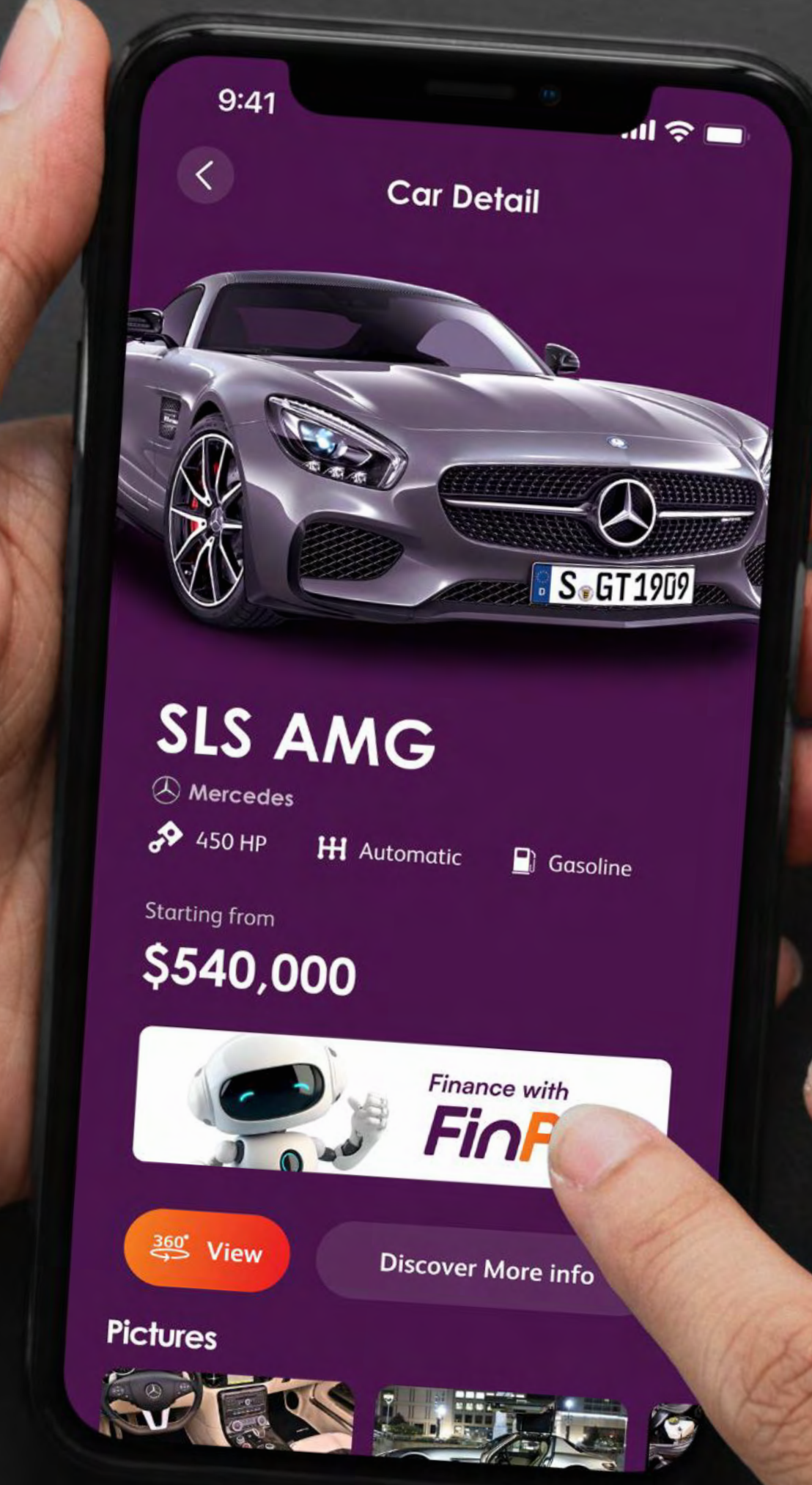


NBFS شركة خدمات الأعمال الوطنية المالية
National Business Financial Services Co.

The content of this email is confidential and intended for the recipient specified in message only. It is strictly forbidden to share any part of this message with any third party, without a written consent of the sender. If you received this message by mistake, please reply to this message and follow its deletion, so that we can ensure such a mistake doesn't occur in the future.

Finance with FinPal®

Streamlining the finance application process with FinPal®.



Button

Finance with FinPal[®] button allows any third party to offer its users a clear and accessible way to kick-start their financing process.



Banner

Our banner represents the availability of our services on any third party website, platform or application. It serves as a recognizable and trustworthy indicator that users can access and explore a wide range of financing solutions provided by FinPal[®].

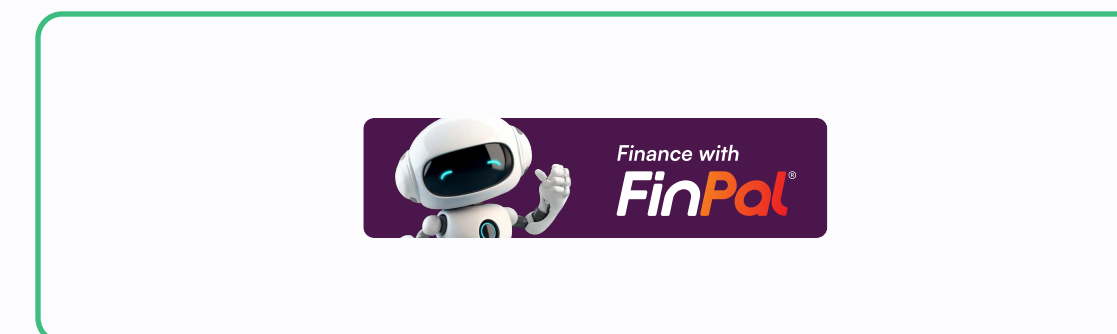
The FinPal logo, featuring the word "FinPal" in a stylized font with "Fin" in purple and "Pal" in orange, followed by a registered trademark symbol.

Usage

Appropriate application of FinPal® buttons and banners.

Use the provided assets

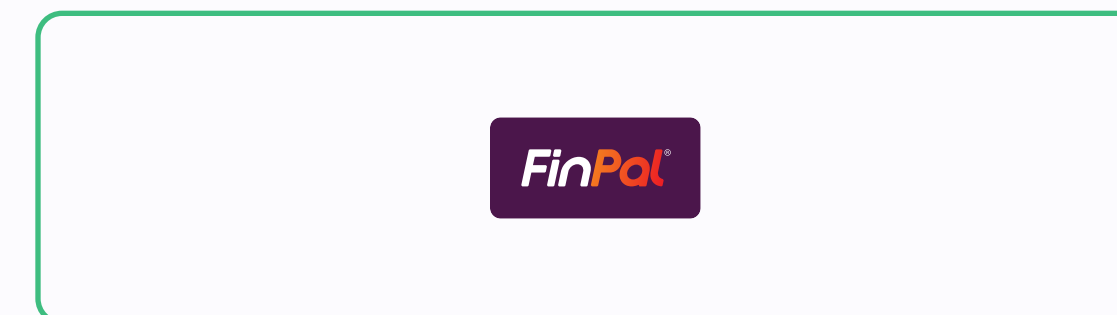
Consistent asset design ensures that our services are instantly recognizable across various digital platforms, including websites, social media, and digital ads.



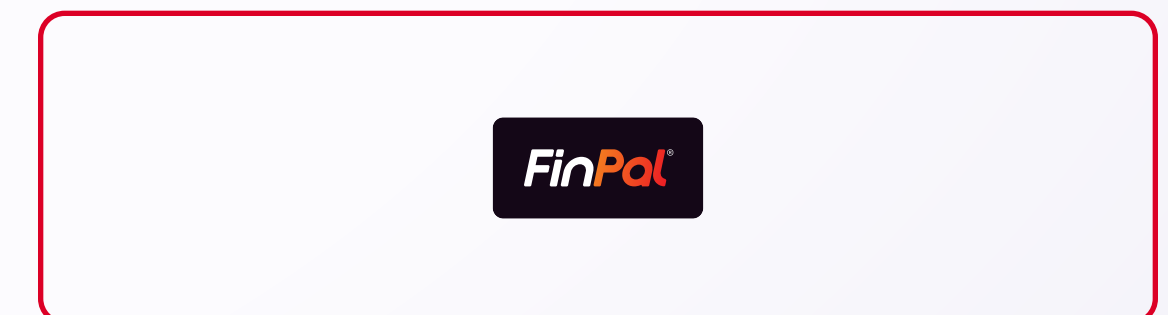
Use the provided buttons



Don't create custom versions of the buttons



Use the provided banners



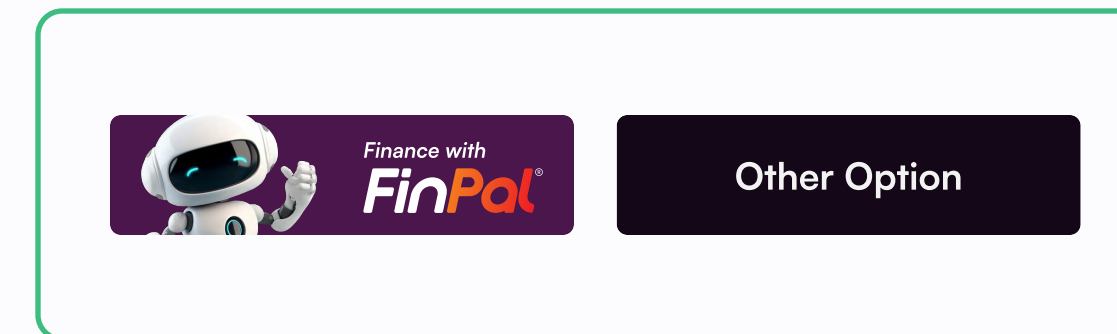
Don't create custom versions of the banners

Usage

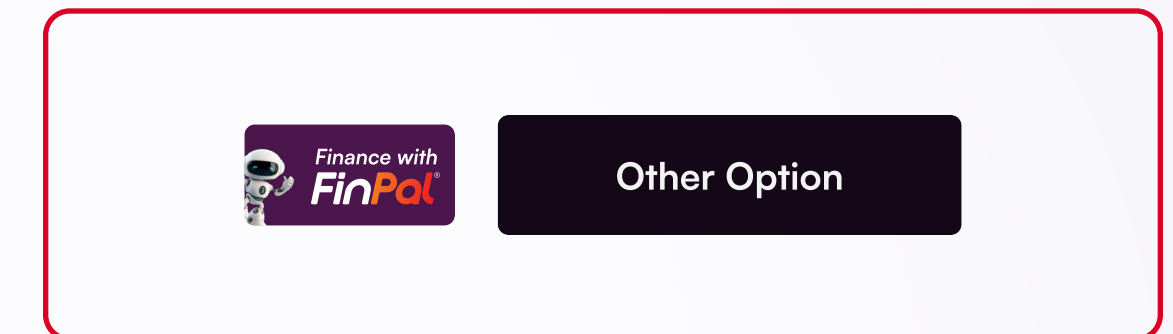
Appropriate application of FinPal® buttons and banners.

Button size

Uniformity in button sizes is an important part of maintaining consistency, a key principle of effective digital design.



✓ Ensure all options are given equal emphasis



✗ Avoid inconsistent sizes of buttons

Background contrast

The FinPal® buttons and banners are designed with accessibility standards and considerations in mind.



✓ Choose the right asset to create a good contrast and legibility



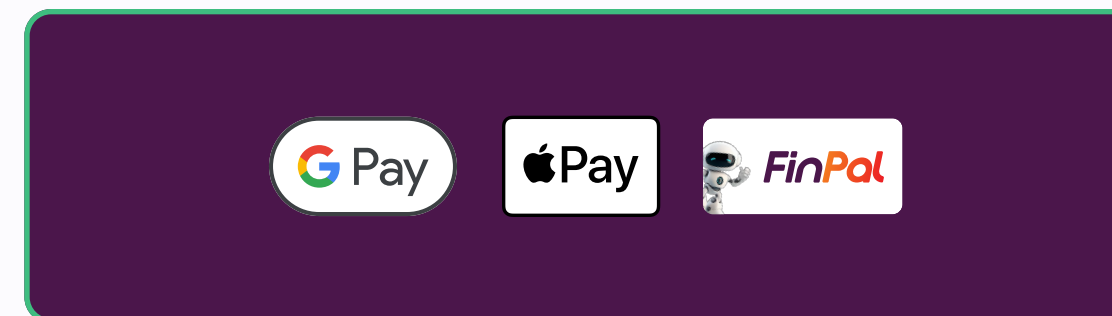
✗ Avoid low contrast combinations

Usage

Appropriate application of FinPal® buttons and banners.

List FinPal® as a payment option

Use the FinPal® finance mark to indicate FinPal® as a payment option.



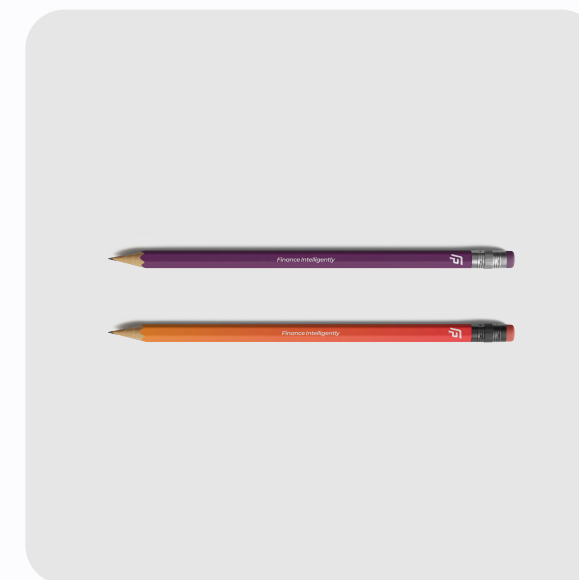
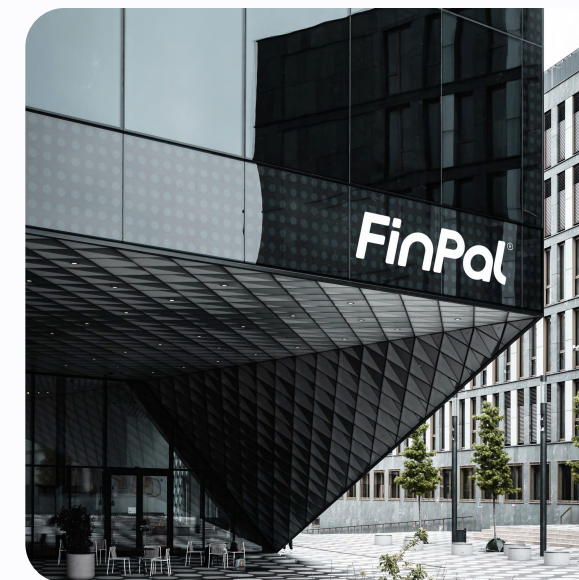
Use banner to indicate FinPal® availability



Avoid using only text to indicate availability

Brand Expression

Application in various real-world scenarios and to different items, providing a tangible sense of how the FinPal® brand identity looks and feels in different contexts.







About FinPal®
FinPal® is a comprehensive end-to-end digital financial offer aggregator platform.

Mission
Our goals, and core values.

Our mission is to empower individuals and help them make smart financial decisions by providing a one-stop-shop for all banking products through our finance offer aggregator service.

Vision
Our beacon of inspiration, illustrating our aspirations and the impact we strive to make in the world.

Our vision is to improve accessibility and inclusivity of financial products and turn lending into a radically simplified and seamless experience.

Purpose
Encapsulating our reason for being and providing an inspiring call to action.

Our purpose is to become a reliable partner for our customers, to help them take control of their financial future and to improve their overall well-being. We want to be a positive force in people's lives and help them reach their goals and aspirations.

Tagline
Intelligent Finance



Nasional Business Financial Services Company | One Pair
| Capital: 3.000.000.000.000 Rupiah | Tax Number
4030094884 | Main Building: MAJIC Asset Center, KIP
Nakas District | Second Floor | Jakarta 13522 - 2101

FinPal®
Intelligent Finance



Mohammad O. Mahjoub
محمد ع. محجوب
Managing Director
المدير الإداري

✉ mm@thefinpal.com
☎ +966 12 345 6789 (Ext: 0101)
📱 +966 12 345 6789
🌐 www.thefinpal.com

FinPal®





Invoice

Bill to

Customer Name
Malikiyah Street, Riyadh,
Kingdom of Saudi Arabia

INVOICE # FP-5002
INVOICE DATE 20/07/2023
P.O. # SAU-2023-001
DUE DATE 05/08/2023

Services description	Duration	Unit Price	Total
Consultancy Services <ul style="list-style-type: none"> Business Strategy Consultation Market Research and Analysis Project Management Consulting 	3 months	10,000 SAR	30,000 SAR
Talent Services <ul style="list-style-type: none"> Talent Acquisition and Hiring 	1 months	8,000 SAR	8,000 SAR
Technology Services <ul style="list-style-type: none"> Software Development IT Infrastructure Setup and Support 	6 months	15,000 SAR	90,000 SAR

Subtotal: 128,000 SAR
Taxes (VAT 5%): 6,400 SAR
Total Amount Due: 134,400 SAR

Terms and Conditions:

- The services mentioned in this Purchase Order are provided as per the agreed-upon scope and duration.
- Any changes to the scope of work must be agreed upon in writing by both parties.
- All fees mentioned are exclusive of any applicable taxes, which will be added as per Saudi Arabian tax regulations.
- Client shall make the payments within the specified due dates to avoid any delays in project delivery.
- This Purchase Order is valid for acceptance until 05/08/2023.

شركة خدمات الأعمال الوطنية المالية | شركة ذات المسؤولية المحدودة من شخص واحد |
رأس المال 3,000,000 ريال سعودي مدفوع بالكامل | الرقم التجاري 4030494884 | المقيم الرئيسي مركز ماسك أفانت، طريق
الملك عبد العزيز | 8491 - حي النهضة | الدور الثاني | جدة 23523 - 2151
www.thefinpal.com



FinPal®

Building/Signage

FinPal®

F-01

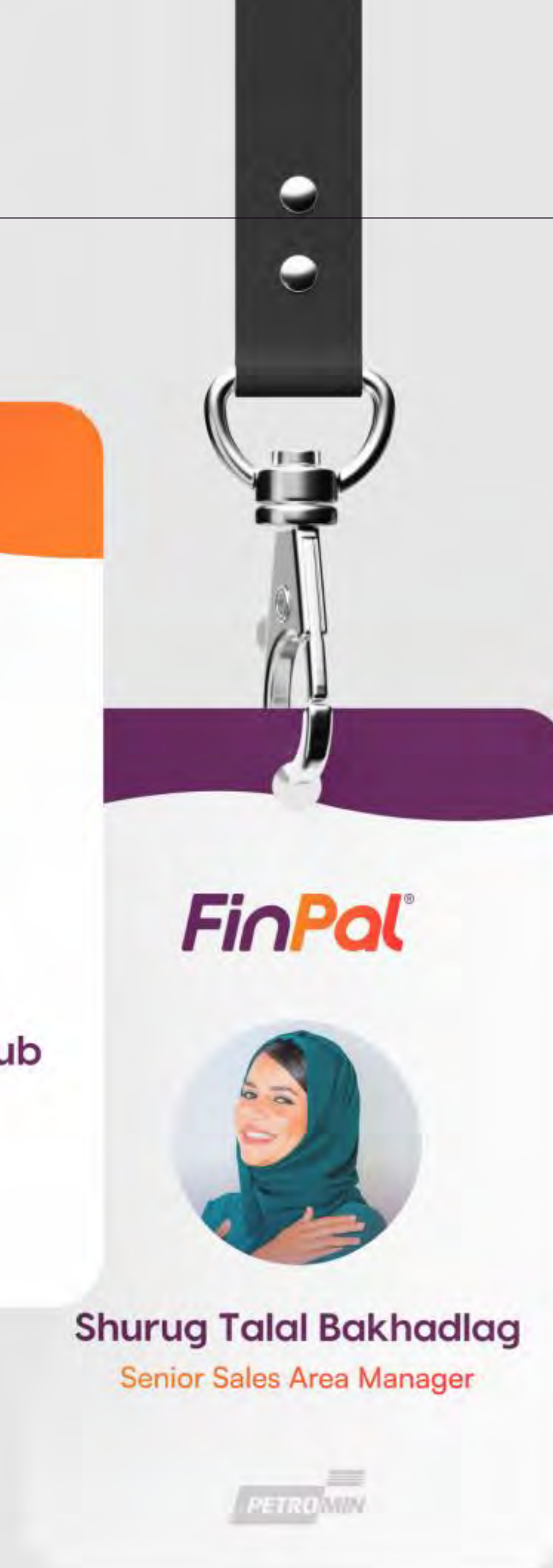
- ↳ Finance Department
- ← Accounting Department
- ↙ Marketing Department



FinPal®

Storefront Sticker





FinPal[®]

Paper Cup



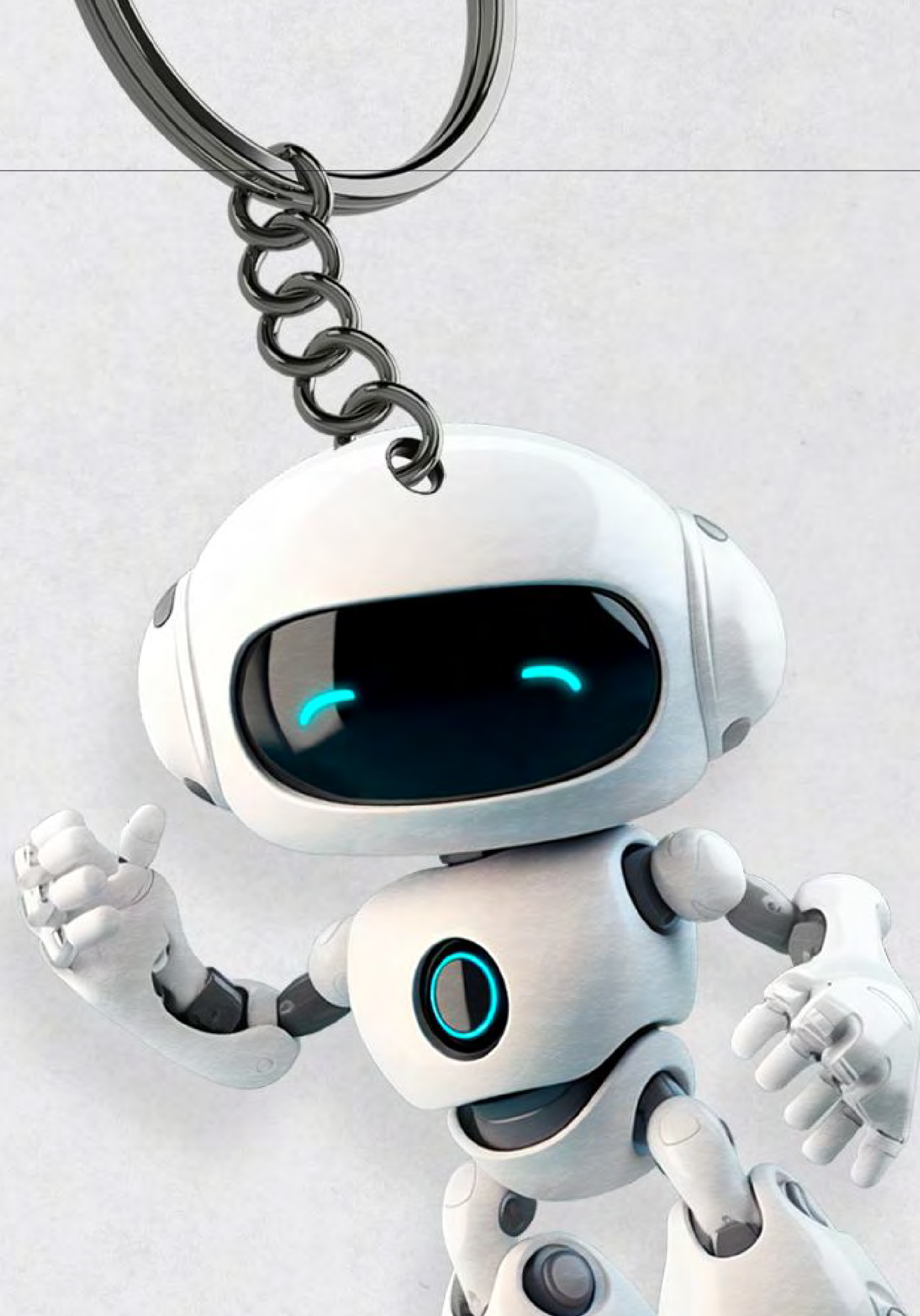
FinPal®

Pencil



FinPal[®]

Finty Keychain



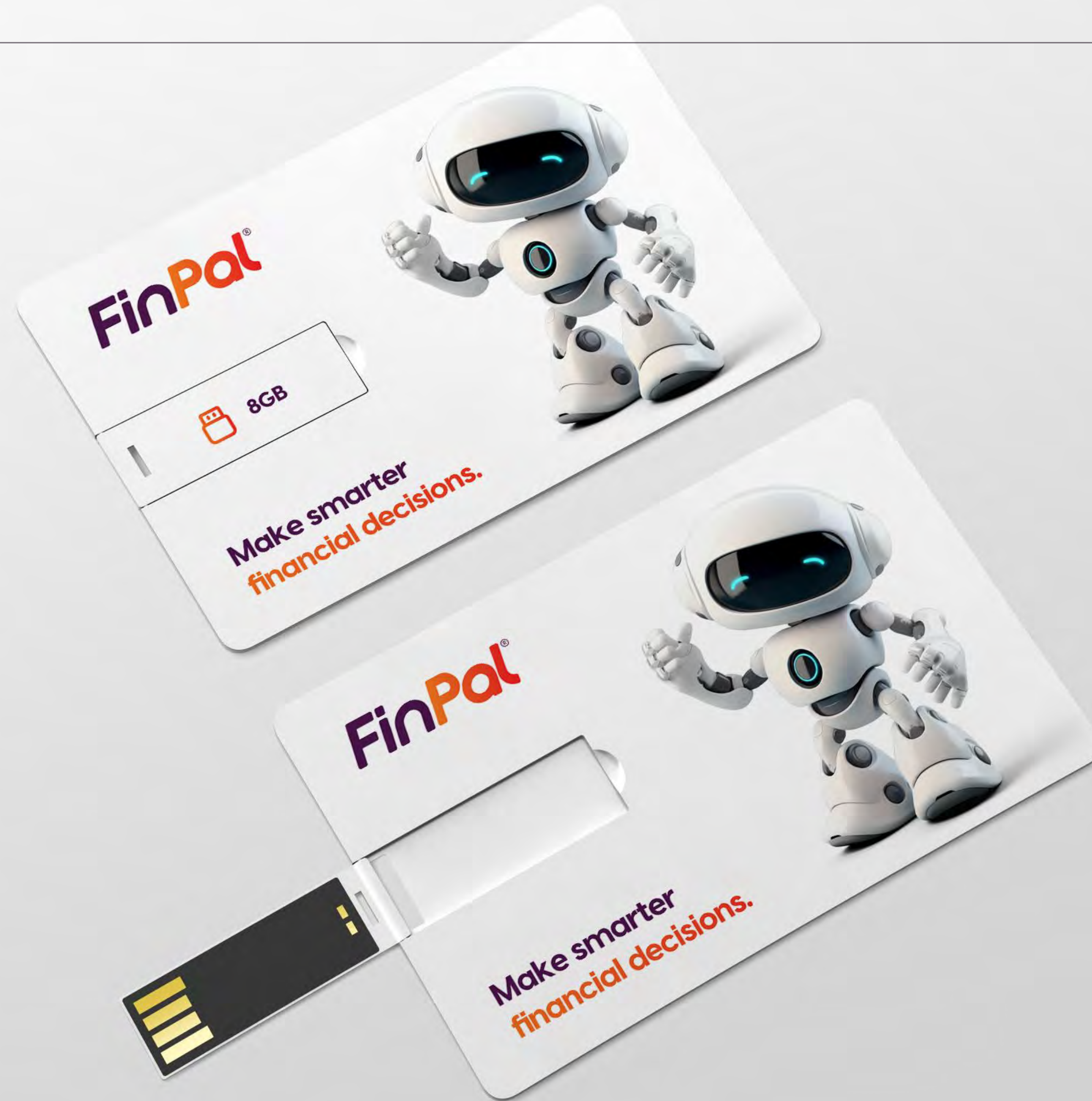




FinPal®

Tote Bag





FinPal®

Sticker





FinPal®

Football Shirt



FinPal®

Hat



FinPal®

Car Wrapping





FinPal®

JANUARY

MON	TUE	WED	THU	FRI	SAT	SUN
				01	02	03
04	05	06	07	08	09	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

February

MON	TUE	WED	THU	FRI	SAT	SUN
				01	02	03
04	05	06	07	08	09	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

MARCH

MON	TUE	WED	THU	FRI	SAT	SUN
				01	02	03
04	05	06	07	08	09	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31







World-class digital design,
user experience & branding.

FinPal® Brand Framework

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www.thefinpal.com

June 2024

FinPal®