



THE OPERATING SYSTEM FOR ROTATING SAVINGS.

Every contribution. A bigger story.

A brand built around the people, purpose
and clarity behind every savings circle.

BRAND STRATEGY + VISUAL STORYTELLING

Identity direction, ten campaign stories and a
connected world of brand applications.

Prepared for the owner of CircleSave



CONTRIBUTIONS • REMINDERS • PAYOUT TURNS

**Small contributions.
Bigger possibilities.**

Give your savings circle a clear plan.



[circlesave.app](#)

The operating system
for rotating savings.

[Create a circle →](#)

One recognisable brand. Many stories worth telling.

The recommendation

Keep the recognisable CircleSave symbol and colours. Build a clearer verbal and visual system around them, then use everyday objects to tell the human stories behind group saving.

PRESENTATION STATUS

A concept for client review. New copy, layout rules and application mockups are proposals for development.

This is a brand concept presentation. Final artwork masters, product screens and release exports form the next production stage.

01 Strategic foundation

Positioning, audience, purpose and voice.

02 Identity system

Logo, colour, type, graphics and imagery.

03 Storytelling campaign

Ten distinct stories using one visual template.

04 Brand in use

Digital, outdoor, stationery and merchandise.

Make the human purpose visible.

The design should communicate both why people save together and how CircleSave helps organise the round.

THE HUMAN TRUTH

Every contribution has a purpose.

School fees. A business idea. A family milestone. The images express possible ambitions, without promising a financial outcome.

THE PRACTICAL TENSION

One person carries the details.

Contribution records, dates and payout turns can be scattered across a group. The organiser needs an understandable shared view. [1, 2]

THE CREATIVE ANSWER

Emotion, followed by clarity.

A memorable metaphor attracts attention. A plain explanation connects that feeling to a useful product benefit.

From “another finance tool” to “a clearer way to run our circle.”

Design inference from the published product story; this is a positioning recommendation, not a measured customer insight.

Start with the organiser. Keep the whole circle in mind.

Audience	What they need to understand	Message direction
Organisers Primary audience	How to coordinate contributions, dates and turns with less repeated follow-up.	Keep every round clear.
Members Secondary audience	What is due, whose turn comes next and where their contribution goes.	Know your next step.
Community connectors Distribution hypothesis	How to explain the service to an existing group in language people recognise.	Bring your people. Keep your circle.

Audience hypotheses to validate: prioritise actual organisers and members in the first client discovery conversations.

The operating system for rotating savings.

A clearer way to organise the circle you already trust.

For people who run savings circles, CircleSave brings structure to the contributions, records and turns around an existing group. The brand should make that coordination feel calm, familiar and easy to explain.

PROPOSED CAMPAIGN LINE

Save together. Stay organised.

The operating-system descriptor was supplied for this project. The supporting proposition and campaign line are proposed.

THREE BRAND COMMITMENTS

Respect the circle

People and their relationships come first.

Show the next step

Use simple words and visible structure.

Stay close to reality

Explain the service without overstating the outcome.

The tradition stays. The organising evolves.

About CircleSave

Savings circles begin with people who trust one another. Every round represents a commitment, and every turn can support something that matters.

CircleSave brings a clearer structure to the details around that commitment: contributions, reminders, records and payout turns. Members keep their relationships and pay one another directly. [2]

Our proposed story celebrates the circle people already value, while making the organising feel easier to follow.

Mission, vision and narrative language are creative proposals for the owner to refine and approve.

PROPOSED MISSION

Make the round clearer.

Help existing savings circles organise each round with clarity and consideration.

PROPOSED VISION

More confidence in the circle.

A future where group saving feels understandable and manageable for the people who take part.

Values people can recognise in the experience.



Clarity

Use dates, labels and actions people can understand.



Community

Show the people and purpose behind the round.



Simplicity

Explain one useful idea at a time.



Accountability

Make commitments and records easier to follow.



Respect

Discuss payment difficulties with dignity.



Continuity

Build on the saving traditions people already use.

Warm enough to trust. Clear enough to act on.

Principle	Write like this	Avoid
Practical	See what is due this round.	Optimise your collective fiscal ecosystem.
Respectful	A reminder for the next contribution.	Stop letting careless members ruin your circle.
Encouraging	Bring your existing group onto CircleSave.	Your current way of saving is broken.
Grounded	Early signals can help organisers check in.	Never experience a missed payment again.

Use contribution, round and turn consistently.
Let the product explanation do the reassuring.

A clear hierarchy for every channel.

Layer	Recommended language	Role
Brand descriptor	The operating system for rotating savings.	Explain the category and ambition.
Campaign line	Save together. Stay organised.	Make the promise easy to remember.
Plain explanation	Organise contributions, reminders and payout turns.	Connect the brand to a practical job.
Trust explanation	Members pay each other directly.	Explain where the money goes. [1, 2]
Action	Create a circle.	Give the organiser one clear next step.

UK direction: Keep your savings circle clear.

Nigeria direction: Keep your ajo organised.

Build recognition around the mark already in use.



SUPPLIED LOGO ARTWORK



A circle with a distinct upper-right green element.

Preserve the circular geometry, white separation, blue-to-cyan fill and green shape. Keep CircleSave with a capital C and S.

The existing logo is retained. Symbol meaning here is a creative reading, not a documented account of the original designer's intent.

Give the logo space to be seen.



PROPOSED CLEAR SPACE: X

Let x equal one quarter of the symbol height in the chosen lockup. Keep text, edges and other marks outside that margin.



Use a light field.
For dark images, use a light
holding panel.

Working minimums

- Complete supplied lockup: 180 px wide digitally or 35 mm in print.
- Symbol alone: 32 px digitally or 8 mm in print; inspect at final size.
- Do not stretch, rotate, recolour or add effects to the master.

These are proposed use rules. Derive final lockups, small-size variants and any one-colour version from the original vector master.

Recognisable blue. A brighter supporting rhythm.



#166A98

CircleSave blue

Primary identity



#09A8CA

Bright cyan

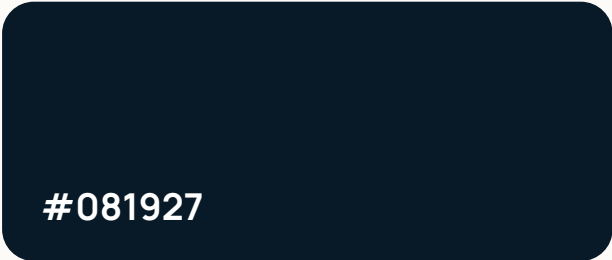
Energy and accents



#5FA21B

CircleSave green

Selective highlights



#081927

Deep navy

Text and contrast



#E9F6FA

Pale cyan

Calm surfaces

#FCFBF8

Warm white

Campaign canvas

Blue is sampled from the supplied wordmark. Cyan and green are point samples within the logo gradients. Navy, pale cyan and warm white are proposed extensions; confirm final values from the vector source.

Use contrast deliberately.

A digital-first colour system that keeps the message easy to read.

Keep the round clear.

White on blue | 5.92:1

Keep the round clear.

Navy on cyan | 6.33:1

Keep the round clear.

Navy on green | 5.66:1

Keep the round clear.

Blue on white | 5.92:1

Use these combinations for text. Treat cyan and green on white as decorative accents unless the final text pairing passes a contrast check.

Calculated from the listed solid sRGB values. WCAG 2.2 AA text thresholds: 4.5:1 for normal text and 3:1 for large text. [5] Pair colour with labels and icons when showing status.

A modern voice
with room to breathe.

Manrope

Aa Bb Cc 0123456789

One proposed family across campaigns, presentations and digital content. Rounded forms bring warmth; firm headline weights keep the message direct.

DISPLAY

Every turn matters.

HEADLINE

Keep the next one clear.

BODY

Simple details. A clear next step.

LABEL

CONTRIBUTIONS / REMINDERS / TURNS

Working campaign scale at 1080 px wide: headline 64-80 px, supporting copy 28-32 px, footer 22-26 px. Reflow for each format and check on a phone.

Manrope is a proposed font direction, sourced from the Google Fonts repository. [6] The existing wordmark is artwork; do not recreate it by typing.

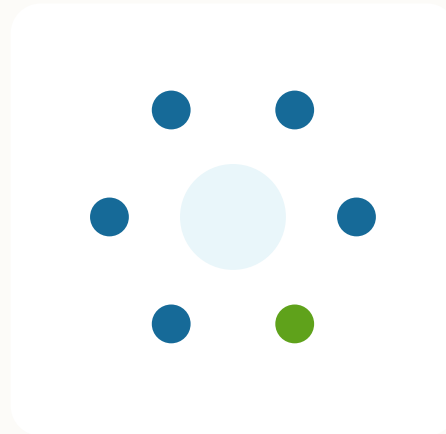
Circles, arcs and clear intervals.

Use the idea of a round to organise the design, as well as decorate it.



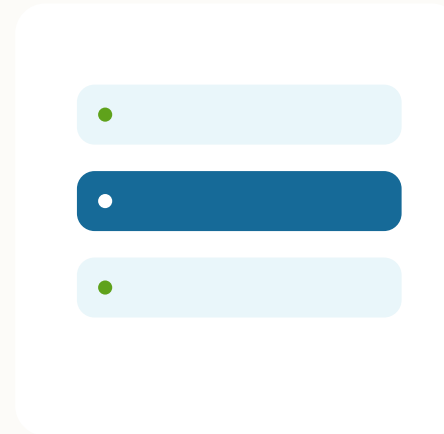
Open arcs

Suggest movement through a round.



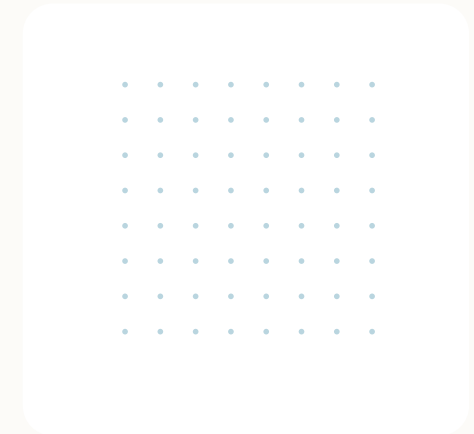
Turn markers

Give a sequence a readable rhythm.



Rounded panels

Keep related content together.



Quiet dot fields

Add texture with restraint.

Keep imagery expressive and information orderly.

Status illustrations are design language only. Match labels and confirmation states to the actual product before release.

Pictures that carry the story.



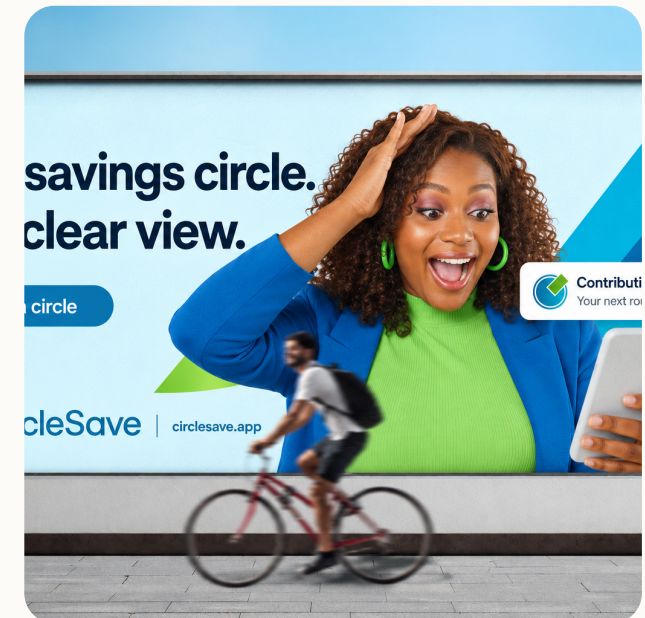
Tactile metaphors

Paper, cotton, wood and everyday objects. One image expresses one useful idea.



People with purpose

Natural gestures and credible settings. Show participation, agency and connection.



A consistent world

Warm light, calm space and familiar blue, cyan and green accents.

Shown imagery is AI-assisted concept artwork. Any future customer stories, testimonials or documentary photographs need authentic source material and agreed use.

One template. A familiar signature.

01 Identity

Logo and short feature strip at the top.

02 Story

A brief headline with one blue emphasis.

03 Picture

A single sculptural metaphor on the right.

04 Explanation

One sentence links the picture to the product.

05 Action

Website, category descriptor and one CTA.



The supplied reference anchors the direction. For the ten-design campaign, replace the hashtag with useful supporting copy and standardise the action as Create a circle.

Ten stories. One CircleSave.

A balanced collection: human ambition, practical clarity and confidence in how the service works.



CAMPAIGN STORY 01

Small contributions. Bigger possibilities.

Give your savings circle a clear plan.

THE VISUAL STORY

A paper staircase rises into an open book and graduation cap.

WHY IT BELONGS TO CIRCLESERVE

Links everyday contributions to a meaningful ambition, while the copy stays focused on planning.

PRIMARY AUDIENCE

New organisers



CONTRIBUTIONS • REMINDERS • PAYOUT TURNS

Small contributions. Bigger possibilities.

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The operating system
for rotating savings.

[Create a circle →](#)

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STORYTELLING CAMPAIGN / CONCEPT ARTWORK

CAMPAIGN STORY 02

Trust brings you together. Clarity keeps you aligned.

Keep contributions and payout turns in view.

THE VISUAL STORY

Individual cotton strands become a strong, woven circle.

WHY IT BELONGS TO CIRCLESERVE

Shows that the relationship already exists.
CircleSave adds visible coordination around it.

PRIMARY AUDIENCE

Established circles



CONTRIBUTIONS • REMINDERS • PAYOUT TURNS

Trust brings you together. Clarity keeps you aligned.

Keep contributions and payout turns in view.



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STORYTELLING CAMPAIGN / CONCEPT ARTWORK

CAMPAIGN STORY 03

A gentle reminder. A clearer round.

Help your circle remember what is due and when.

THE VISUAL STORY

Calendar pages curl into a bell with a green clapper.

WHY IT BELONGS TO CIRCLESERVE

Connects the idea of time with a considerate prompt, without framing members as a problem.

PRIMARY AUDIENCE

Busy organisers + members



CONTRIBUTIONS • REMINDERS • PAYOUT TURNS

A gentle reminder. A clearer round.

Help your circle remember what is due and when.



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STORYTELLING CAMPAIGN / CONCEPT ARTWORK

CAMPAIGN STORY 04

Every turn matters. Keep the next one clear.

Make the payout order easy to follow.

THE VISUAL STORY

Two people pass a baton along a curved track.

WHY IT BELONGS TO CIRCLESERVE

The relay expresses sequence and shared responsibility. The supporting line explains the rota benefit.

PRIMARY AUDIENCE

Organisers + members



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STORYTELLING CAMPAIGN / CONCEPT ARTWORK

CAMPAIGN STORY 05

Keep the details out of guesswork.

Keep contribution records clear for your circle.

THE VISUAL STORY

Scattered paper resolves into a neatly opened ledger.

WHY IT BELONGS TO CIRCLESERVE

Makes a practical organising problem visible without needing an invented dashboard.

PRIMARY AUDIENCE

Organisers using manual records



CONTRIBUTIONS • REMINDERS • PAYOUT TURNS

Keep the details out of guesswork.

Keep contribution records
clear for your circle.



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for rotating savings.

Create a circle →

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STORYTELLING CAMPAIGN / CONCEPT ARTWORK

CAMPAIGN STORY 06

Same people. A clearer way forward.

Bring your existing group onto CircleSave.

THE VISUAL STORY

Different chairs gather around one shared table.

WHY IT BELONGS TO CIRCLESERVE

Signals inclusion and continuity. People keep their circle while the details become more organised.

PRIMARY AUDIENCE

Existing savings groups



CONTRIBUTIONS • REMINDERS • PAYOUT TURNS

Same people. A clearer way forward.

Bring your existing group
onto CircleSave.



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STORYTELLING CAMPAIGN / CONCEPT ARTWORK

CAMPAIGN STORY 07

Less chasing. Room to breathe.

Bring contributions, reminders and turns into one clear view.

THE VISUAL STORY

A megaphone blossoms into a blue flower.

WHY IT BELONGS TO CIRCLESERVE

Transforms repeated prompting into a calmer image. The promise is less administrative friction, not a guaranteed result.

PRIMARY AUDIENCE

Organisers doing the follow-up



CONTRIBUTIONS • REMINDERS • PAYOUT TURNS

Less chasing. Room to breathe.

Bring contributions, reminders and turns into one clear view.



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STORYTELLING CAMPAIGN / CONCEPT ARTWORK

CAMPAIGN STORY 08

Your money. Your people.

Members pay each other directly.
CircleSave keeps the round organised.

THE VISUAL STORY

A plain token passes directly between two hands.

WHY IT BELONGS TO CIRCLESERVE

Clarifies the service model: members transfer to one another, while the software organises the round. [1, 2]

PRIMARY AUDIENCE

People asking where the money goes



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STORYTELLING CAMPAIGN / CONCEPT ARTWORK

CAMPAIGN STORY 09

Notice the wobble. Start the conversation.

Early signals can give organisers time to check in.

THE VISUAL STORY

A hand reaches towards one slightly tilted domino.

WHY IT BELONGS TO CIRCLESERVE

Positions an early signal as a chance for a private check-in. It does not promise to prevent a missed payment.

PRIMARY AUDIENCE

Organisers monitoring the round



CONTRIBUTIONS • REMINDERS • PAYOUT TURNS

Notice the wobble. Start the conversation.

Early signals can give organisers time to check in.



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STORYTELLING CAMPAIGN / CONCEPT ARTWORK

CAMPAIGN STORY 10

The tradition stays. The organising evolves.

Bring ajo, esusu or susu into a clearer shared view.

THE VISUAL STORY

A familiar abacus flows into a clear circular glass ribbon.

WHY IT BELONGS TO CIRCLESERVE

Bridges a valued saving practice and a contemporary way to organise it, with local language kept visible.

PRIMARY AUDIENCE

Community-led savings circles



CONTRIBUTIONS • REMINDERS • PAYOUT TURNS

The tradition stays. The organising evolves.

Bring ajo, esusu or susu into a clearer shared view.



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STORYTELLING CAMPAIGN / CONCEPT ARTWORK

Stories 01-05: ready-to-refine captions.

01 SHARED GOALS

A contribution can be part of a bigger plan. Bring your people and your agreed savings rhythm together. Create a circle at circlesave.app.

02 TRUST + CLARITY

Your circle begins with trust. A clear view of contributions and payout turns helps everyone follow the plan. Create a circle at circlesave.app.

03 REMINDERS

One round. Several busy lives. Keep contribution dates easier to remember with a clearer plan and considerate reminders. Explore CircleSave at circlesave.app.

04 PAYOUT TURNS

Every person has a place in the order. Make the next payout turn easier to follow, round after round. Create a circle at circlesave.app.

05 CLEAR RECORDS

Was it recorded? Who is due? Make contribution details easier to follow in one organised place. Explore CircleSave at circlesave.app.

Proposed supporting copy. Pair each caption with its matching design. Use the relevant market landing page and confirm live feature wording before publication.

Stories 06-10: ready-to-refine captions.

06 EXISTING GROUPS

You already have your people. Bring your existing savings circle onto CircleSave and keep the round easier to follow. Get started at circlesave.app.

07 ORGANISER RELIEF

Your circle is about people, not endless follow-up. Bring the details of each round into a clearer view. Create a circle at circlesave.app.

08 DIRECT PAYMENTS

Members pay each other directly. CircleSave helps organise the round and never holds the pot. Understand how it works at circlesave.app.

09 EARLY CONVERSATIONS

When a pattern changes, a quiet check-in can matter. CircleSave describes early signals to help organisers notice and respond. Learn more at circlesave.app.

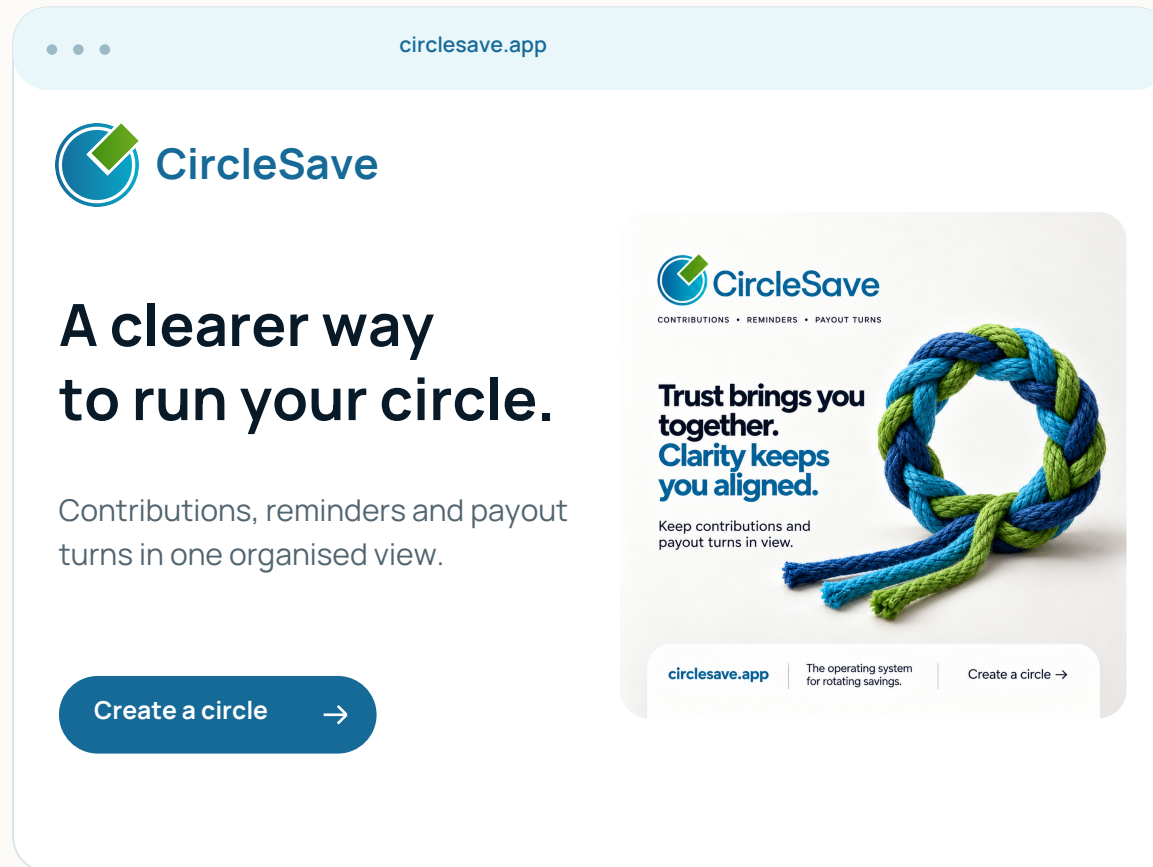
10 TRADITION + TODAY

Ajo, esusu or susu: the practice is familiar. Give the organising a clearer shared view while keeping your people at the centre. Visit circlesave.app.

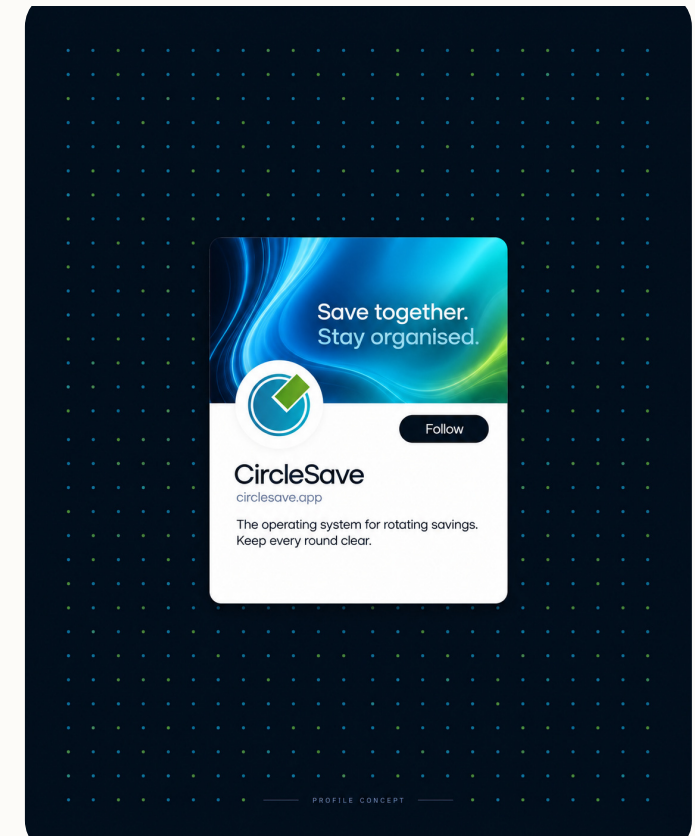
Proposed supporting copy. Pair each caption with its matching design. Use the relevant market landing page and confirm live feature wording before publication.

A connected digital presence.

Carry the same story, colour and voice from the social feed to the website.



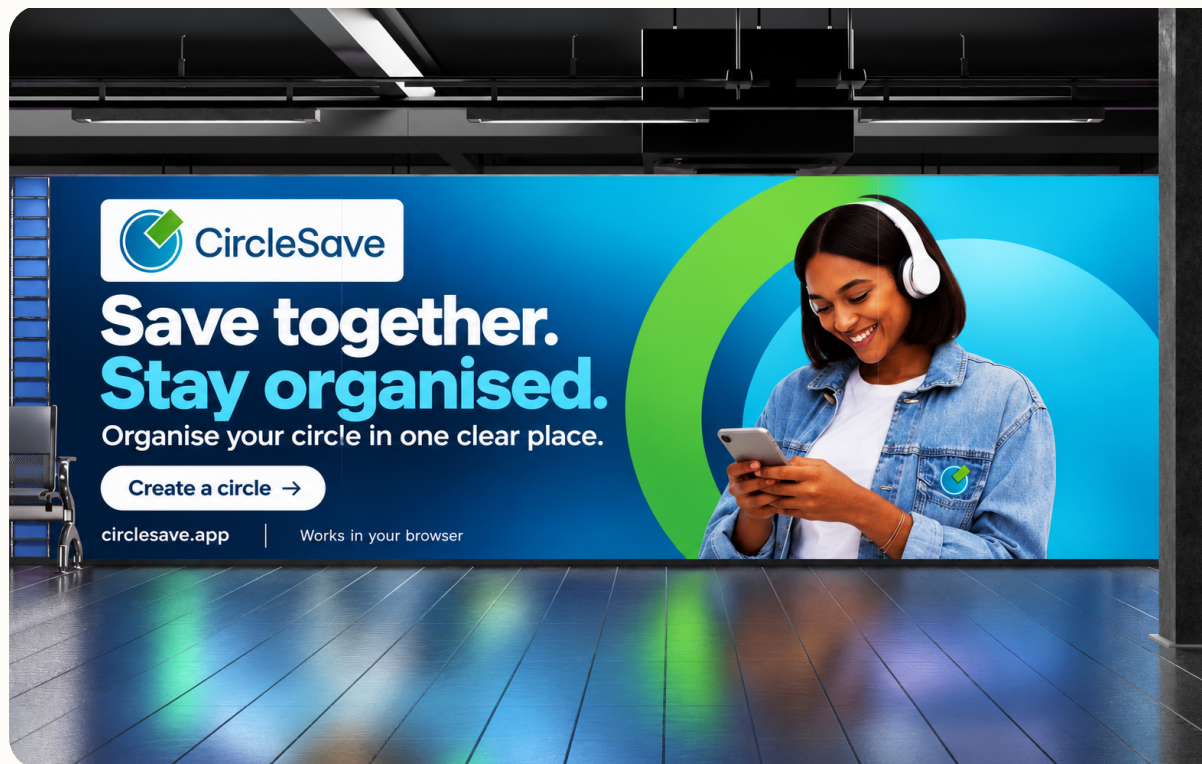
WEBSITE CONCEPT



SOCIAL PROFILE CONCEPT

Illustrative brand applications, not released website or social-account screens. Use the supplied master logo in production; the typed masthead illustrates placement only.

Make the benefit readable at a distance.



One headline. One picture. One destination.

Shorten the supporting copy for distance viewing. Keep the website prominent and the logo on a clean field.

Concept visualisations for outdoor and event settings. Confirm location, production size, viewing distance and any permissions before commissioning a placement.

A recognisable identity in the physical world.



Signage explorations only. These visualisations do not depict operating CircleSave premises. Use the approved vector mark and review materials, lighting and colour samples with the fabricator.

Small objects. Consistent recognition.



CircleSave

circlesave.app

Save together. Stay organised.



Envelope, canvas bag and simple contact-card direction. Use confirmed contact details; do not invent staff names, addresses or credentials.

The same brand, worn with confidence.



Keep the full-colour mark on a clean patch or light holding shape where needed. Proof embroidery and print at actual size before producing a batch.

Adapt the story. Keep the hierarchy.

Working format	Suggested canvas	Adaptation rule
Square feed	1080 x 1080 px	Use the master arrangement; keep one metaphor and a short headline.
Portrait feed	1080 x 1350 px	Add breathing room vertically; protect headline and CTA from the picture.
Story / vertical video	1080 x 1920 px	Stack identity, headline, picture and action. Check placement overlays.
Carousel	1080 x 1350 px per frame	One idea per card. Start with the story and finish with the action.
Web / outdoor / print	Placement-specific	Recompose for the viewing distance; build text and logos as live/vector artwork.

Suggested production canvases, not a guarantee of platform acceptance. Confirm the current placement specifications and safe areas before export. Current concept images are 1254 x 1254 px; rebuild larger formats from approved masters.

Let the picture tell the story.

A proposed 15-second motion adaptation for the first campaign story.

00-03 SEC

01

The commitment

A blue-edged paper strip starts to curl.

03-07 SEC

02

The possibility

The strip builds into steps and opens into a book.

07-11 SEC

03

The explanation

Small contributions. Bigger possibilities.
Give your circle a clear plan.

11-15 SEC

04

The action

CircleSave lockup, descriptor and Create a circle.

Soft material sounds. Measured movement. Clear holds for reading.

This is a motion treatment, not a produced video. Maintain text contrast, include captions where needed and respect reduced-motion preferences in interactive placements.

Launch as a coherent story sequence.

Stage	Stories to lead with	What to learn
01 Recognition	01 Shared goals + 10 Tradition	Can a new viewer explain what CircleSave is for?
02 Relevance	02 Trust + 06 Existing groups + 07 Relief	Does an organiser recognise their own situation?
03 Product clarity	03 Reminders + 04 Turns + 05 Records	Can viewers connect each visual to a useful benefit?
04 Confidence + action	08 Direct payments + 09 Early conversations	Can viewers explain the money model and identify the next step?

Measure the journey: message comprehension, qualified visits, setup starts, completed circles and first-round use. Agree success targets after a baseline exists.

What this concept establishes. What production should deliver.

INCLUDED IN THIS PRESENTATION

A complete creative direction.

- Brand platform and voice.
- Logo-use proposals and working palette.
- Typography and graphic language.
- Ten storytelling campaign concepts.
- Captions, application mockups and rollout logic.

NEXT PRODUCTION STAGE

Build the approved brand kit.

- Original vector logo and approved lockups.
- Editable campaign layouts with live text.
- Final colour, type and spacing specifications.
- Format-specific image and print exports.
- A shared asset folder with naming and version rules.

Handoff standard

Rebuild the chosen layouts from approved assets. Preserve the logo master, proof text and imagery, and export for the exact placement.

Generated artwork is the visual reference for development. Editable design source files and print-ready vector assets are not included in this PDF.

Four decisions to move the brand forward.

1 Approve the direction

Retain the existing identity and develop the tactile storytelling system.

2 Choose the lead market

Prioritise the UK, Nigeria or a specific community for the first release.

3 Select the launch stories

Recommended first set: 01 Shared goals, 06 Existing groups and 08 Direct payments.

4 Confirm product and production inputs

Agree current feature wording, original logo masters, approved screenshots and the final delivery scope.

A concept grounded in the product.

[1] CircleSave main website

<https://circlesave.app>

Product description, joining, direct member payments and forthcoming payment initiation.

[2] About CircleSave

<https://circlesave.app/about>

Existing savings traditions, coordination problems and the role of records.

[3] CircleSave Nigeria

<https://circlesave.app/ng>

Local vocabulary and existing-group messaging.

[4] CircleSave support

<https://circlesave.app/support>

Circle setup context: people, amount, frequency and payout order.

[5] W3C WCAG 2.2: Contrast

<https://www.w3.org/WAI/WCAG22/Understanding/contrast-minimum.html>

Reference for solid-colour text contrast thresholds.

[6] Google Fonts: Manrope

<https://github.com/google/fonts/tree/main/ofl/manrope>

Source for the proposed typeface direction.

Reviewed 18 October 2026. Product descriptions are first-party claims, not independently tested performance evidence. Supplied PNG logos and visual references anchor the identity; AI-assisted campaign and application images are illustrative concepts. New strategic language and guidelines require owner approval.

CIRCLESERVE

Save together. Stay organised.



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Give every round a clearer story.

THE OPERATING SYSTEM FOR ROTATING SAVINGS.

circlesave.app

BRAND STRATEGY / IDENTITY DIRECTION / STORYTELLING CAMPAIGN