



DEBT DECODED

C A N A D A

ORIGINAL DIRECTIONAL MARK · BRAND STANDARDS

Money clarity
without **spreadsheets.**

Media + financial education for everyday Canadians · August 2026

A mark for the moment the complicated becomes clear.



Debt Decoded Canada makes everyday debt, spending, credit and money behaviour easier to understand without shame, hype or complicated systems.

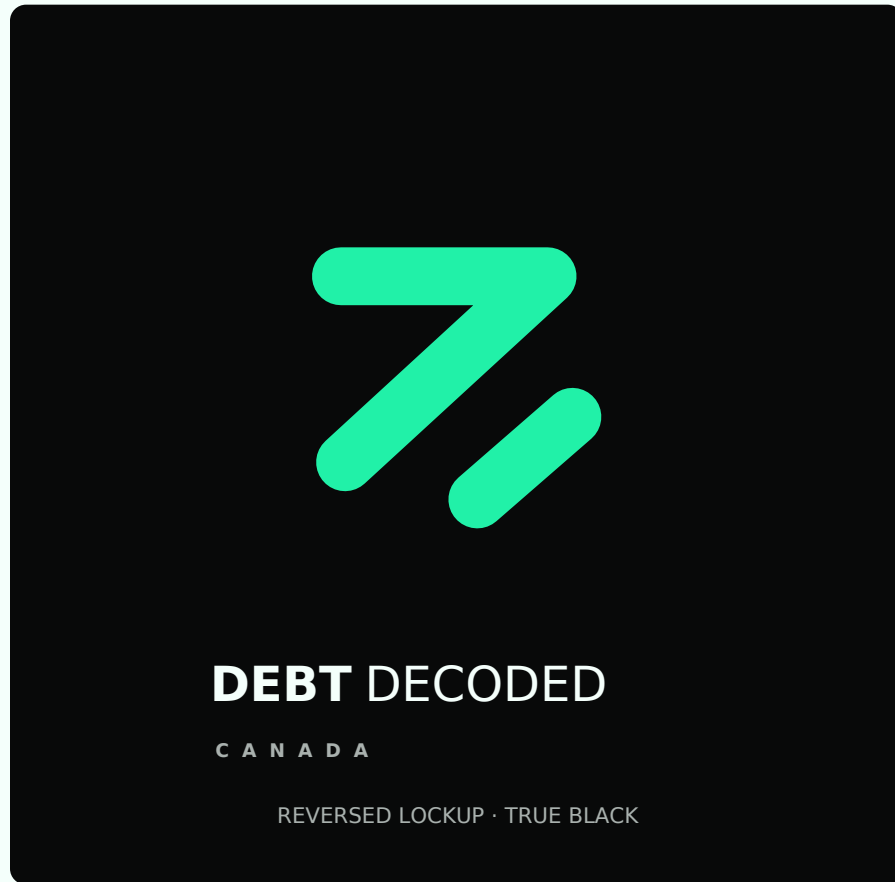
POSITION TODAY

A media and financial education brand. Not a lender, advisor, insolvency service or live financial app.

FUTURE AMBITION

A calm, privacy-minded money-clarity platform shaped with real Canadians. Future tools are labelled research, vision, prototype or potential until genuinely launched.

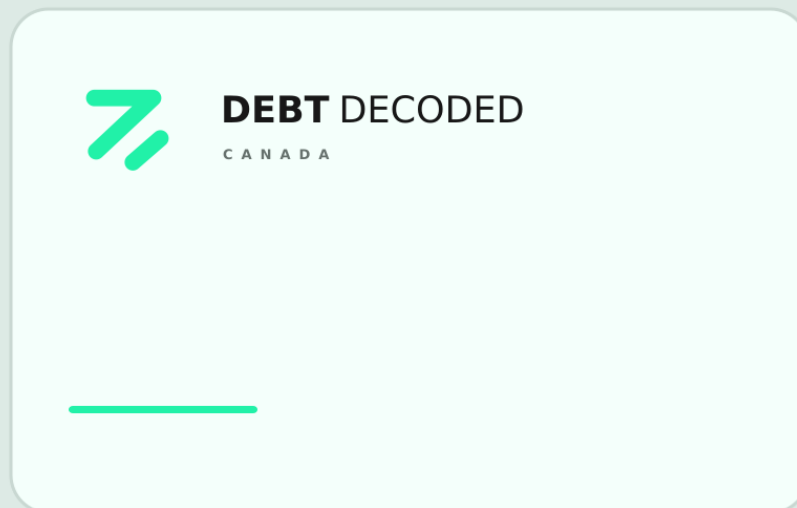
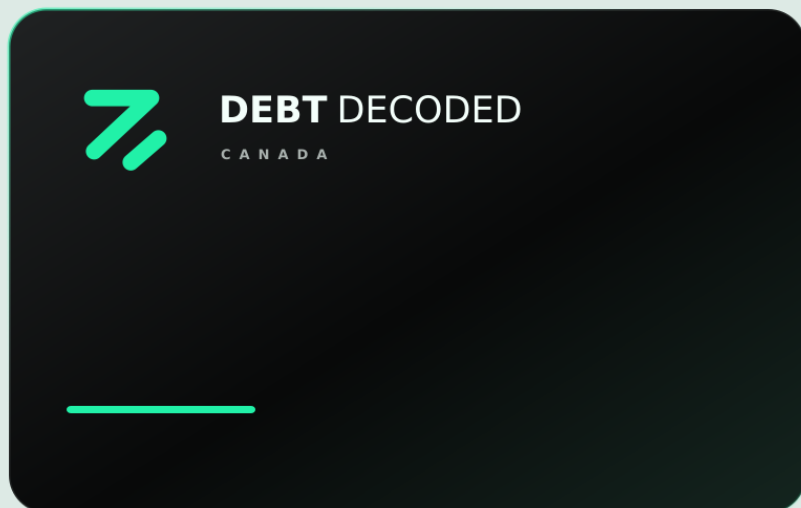
The original directional mark



One continuous forward stroke and one independent parallel stroke express clarity, progress and momentum. The open geometry stays distinctive at very small sizes without needing a container.

Designed to feel worth carrying.

PREMIUM SMALL-SURFACE APPLICATION



DESIGN STUDY · NO PRODUCT AVAILABILITY CLAIM

The mark remains recognizable at small scale, in dark or light physical finishes.

Rich, not loud.

Snow White and True Black carry the experience. Tiffany is reserved for the signal, calls to action, focus and progress. Deep Green adds authority without becoming corporate blue.

Snow White

#F4FFFB

Tiffany

#21F1A8

Dark Grey

#171717

True Black

#080909

Muted Grey

#A9B1AE

Deep Green

#0D4A36

Human before perfect.

Manrope

PRIMARY · HEADLINES · BODY · FUNCTIONAL UI

Instrument Serif

EDITORIAL EMPHASIS · USE SPARINGLY

PHOTOGRAPHY

Candid Canadian home life. Natural texture. Real tables, papers, transit, groceries and quiet conversations. Keep faces safely cropped and preserve negative space for editorial typography.

AVOID

Stock smiles, distress theatre, dashboards, floating coins, calculators as clichés, crypto styling and fake app screens.

Clarity is the design system.

01 Editorial, not SaaS

Use visual chapters, large type and one focal idea per screen.

02 Motion, not gimmicks

Reveal meaning. Do not loop every icon or hijack scrolling.

03 Education, not advice

Separate general explanations from decisions requiring qualified help.

04 Future, not fictional

Never imply the app, dashboard, pricing or product metrics exist before launch.

RICH, NOT LOUD · HUMAN, NOT GENERIC · CLARITY, NOT COMPLEXITY