Taboj

PERSONAL FINANCE

A PAGE FROM THE LEDGER

Coffee	−24 MAD
Payday	+8,000 MAD
Groceries	−185 MAD

BRAND LINE

Money, in your words.

Log an expense the way you’d say it. Ask where the money went, and get an answer you can check against your entries.

THE MARK

The raised shoulder is a ledger tab. Follow the T down and it curls into the j at the end of Taboj.

The working palette

Use the app’s forest ink on paper in daylight and its pale green on night surfaces.

Taboj

Primary lockup

Taboj

Dark lockup

CORE COLORS

Forest
#235440

Paper
#F5F4EE

Ink
#1E3029

Pale sage
#E1EDDA

Night
#151D19

Night primary
#B7D8A9

LOGO IN USE

Leave a quarter of the symbol’s height clear on every side. Use the full logo at 96 px wide and above. For smaller spaces, use the symbol alone, down to 16 px.

TRANSACTIONS & CHARTS

Use the existing chart colors in sequence. Label every series. Pair expense ink with a minus sign and income with a plus.

How Taboj sounds

Use the person’s own words for a purchase. Add the amount and category when you confirm it.

TYPE IN THE APP

Where did it go?

Georgia Regular for editorial headlines and large totals.

Coffee for 24 MAD

System sans for entries, amounts, and controls.

WRITING IN PRACTICE

Confirm the entry.

Give the saved amount and its destination.

Put the number first.

Answer a spending question with the total and period.

Ask one short question.

If the amount is missing, ask “How much was it?”

CHAT EXAMPLE

