

Rrush Brand & Visual Identity **Presentation**

Risk-Free Instant Payments,
Even Without Data



Project

Brand & Visual Element Design

Year

2025

Project

Coaching and Leadership

Creative Direction

Cruxage Solutions, Ltd.

Client

Rush

About

Rush is more than just a wallet. It's a movement toward financial inclusion and digital freedom. We're on a mission to revolutionize how people pay, especially in underserved and unconnected communities. Built with reliability, accessibility, and simplicity in mind, Rush empowers you to take control of your finances right from your phone.

Location

Nigeria

Vision Statement

To become Africa's leading decentralized digital payment network, enabling financial inclusion, economic empowerment, and cashless living for every household.

Mission Statement

To democratize digital payments by creating a secure, instant, and data-free payment system accessible to everyone regardless of location, network, or device.

Instant

Seamless

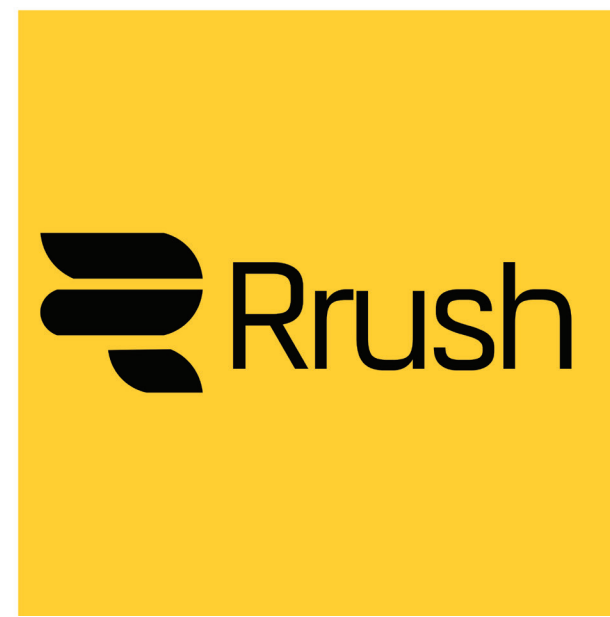
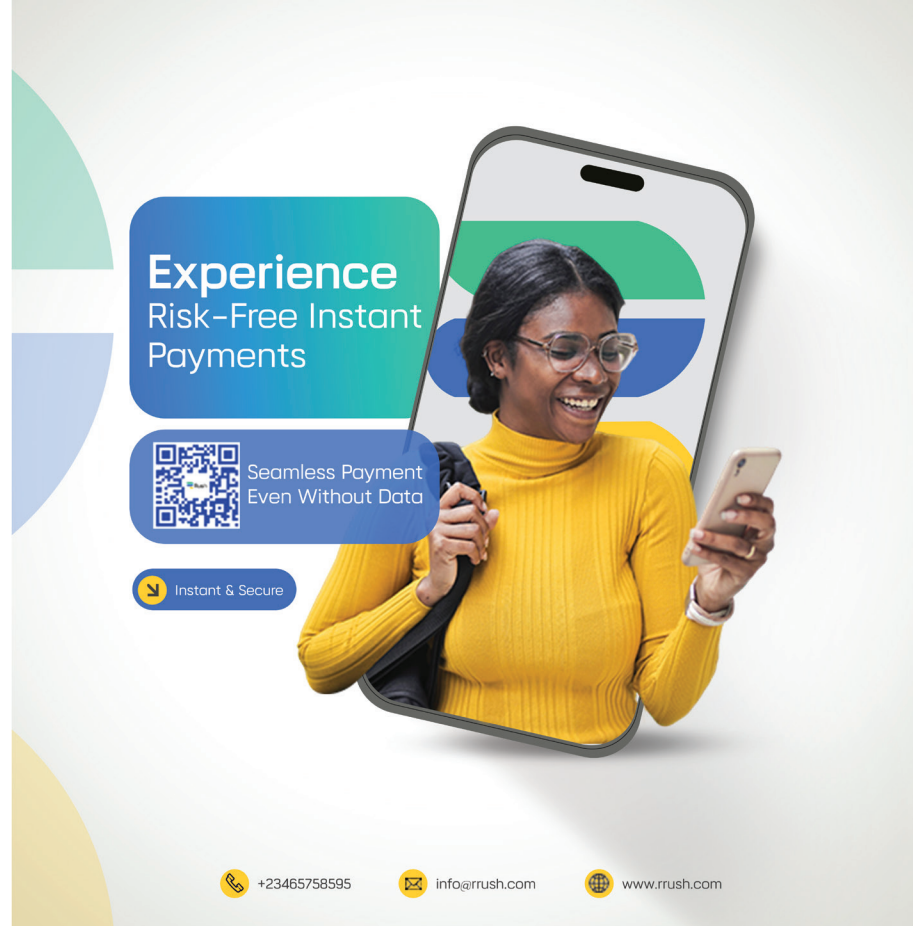
Accountability

Secured

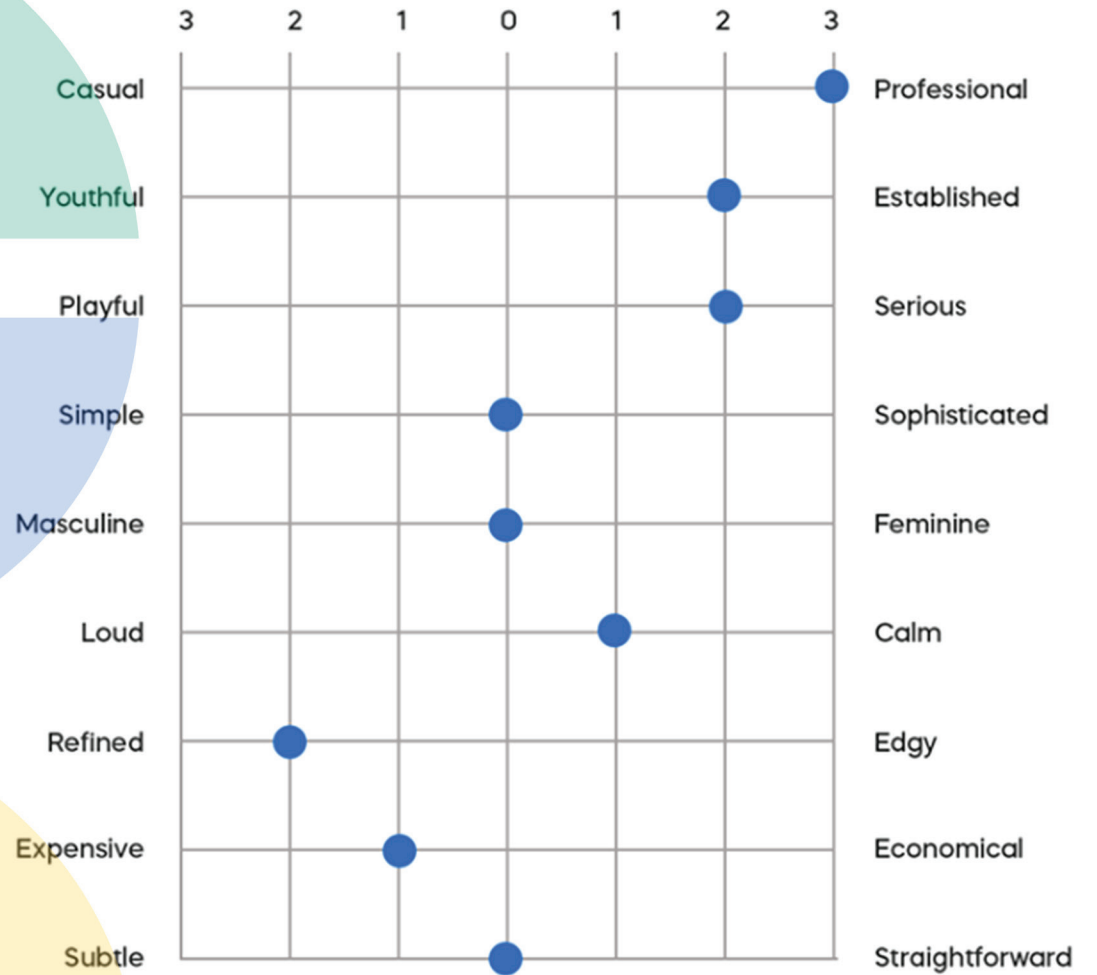
Reliable

MOODBOARD



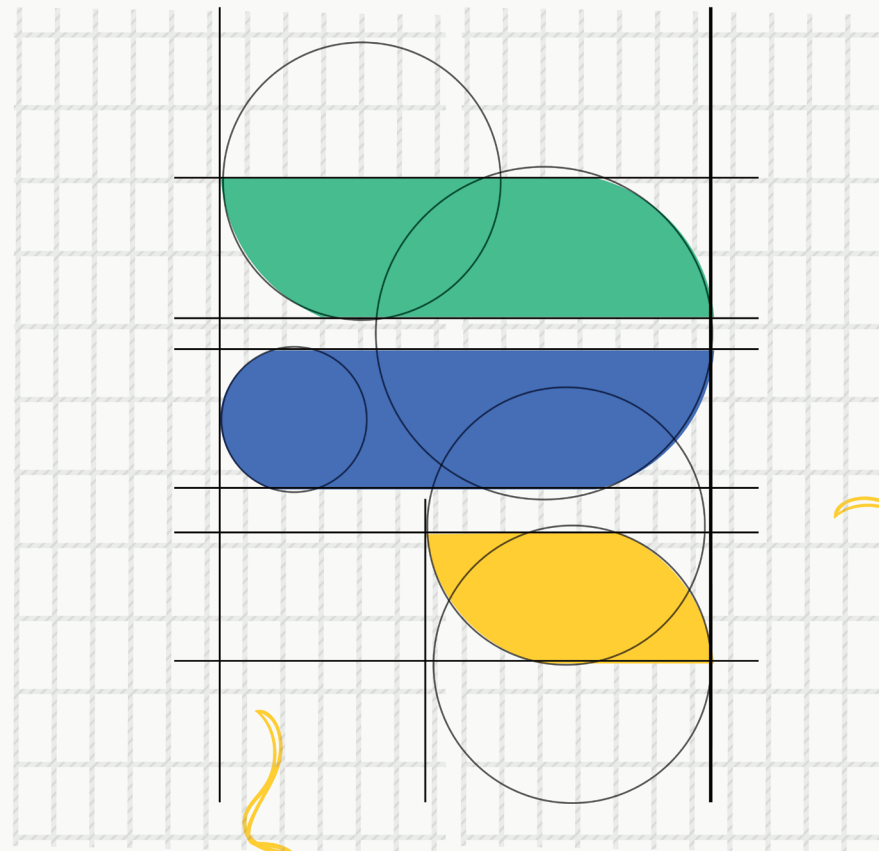


Brand Character



Logo Concept

- Sense of Motion
- Equity & Community
- Ballance



The cut-out edges are made to give the simplistic wordmark a sophisticated appearance

Rush customised wordmark is made in minimal style but with bold weight.

Rush is drawn simplistically from a bold stand point to quickly reflect instant, secure and style. The lettermark combines a rounded-curved edges as positive spacing on the lettermark to indicate a sense of motion and quality



Sapphire

Blue Green Gradient

Colour Palette

#041F54

#066CEB + #3EF58E

cobalt

Navy Blue

Screaming Green

Yellow

#0760CE

#066CEB

#3EF58E

#FFCD34

Nero

White

#1D1D1D

#FFF

Typo- graphy

Santech Font family

The Santech font family is a sans-serif typeface designed by Faldy Kudo and published by XdCreative. It's available in 14 styles and offers family package options, with individual styles. The font features 466 glyphs, including Unicode variants, and OpenType features like small caps, alternates, and ligatures.

Ad

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
WXYZ

!@#\$%^&*()_+123856789

Imagery





Make Payment Without Data

Experience Seamless and Secure Transactions with Rush, Even Without Data



17

Insights to Lead More Transactions



Scan Here



To Pay

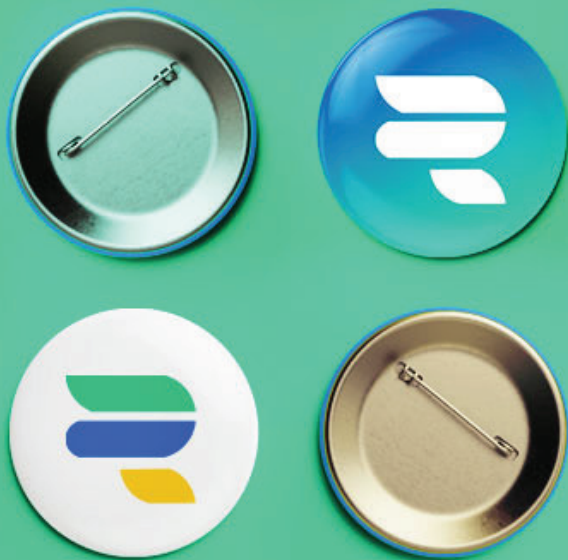


CASHLESS PAYMENT ACCEPTED HERE



Code with your mobile





No Data? NO PROBLEM!

Experience
Risk-Free Instant
Payments



Seamless Payment
Even Without Data

Instant & Secure



Instant Payments

Say goodbye to long wait times and hello to instant gratification. With Rush, your payments are processed in real-time, whether you're paying in-store or online.



Creative Ideas

Whether you're buying airtime, paying for groceries, or sending money to family, Rush's sleek interface makes it easy. Simply scan a QR code or tap using NFC & you're done.



Universal Acceptance

Rush is accepted across thousands of retail locations, vendors, and online platforms, with more merchants joining daily.



+23465758595



info@rush.com



www.rush.com



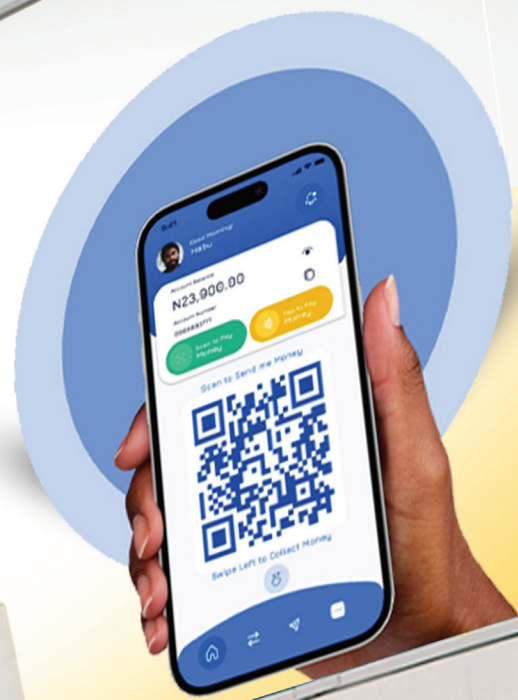
Experience
Risk-Free Instant
Payments



Seamless Payment for all
your Shopping Needs



Even Without Data



BACK



This ID Card is an official documentation
of Rrush and relates only to the
identity of the person described,
it is therefore not transferable

Loss must be reported
immediately

If found, kindly call
info@rrush.com



Sadeeq Abubakar
FOUNDER/CEO

FRONT







Experience Risk-Free Instant Payments



Seamless Payment for all
your needs



No Data?
NO PROBLEM!



Experience
Risk-Free Instant
Payments



Seamless Payment
Even Without Data

Instant & Secure

Instant Payments

The app is designed to help you pay bills and make instant payments.

It's fast, easy, and secure. You can pay bills and make instant payments.

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Experience Risk-Free Instant Payments



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MOCKUP AND APPLICATION





Thank
You