

# Brand Guidelines



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Who we are

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## SECTION 01

# Defining our brand

Here we outline the building blocks of the Paystone brand, including who we are, what we stand for, how we communicate, and how we want to be displayed to the world.



# Who we are

Purpose, Mission, Vision  
Brand Values



**Paystone** is a leading  
provider of payment  
processing and customer  
engagement solutions.

**To bring the Paystone brand to life,**  
we've made sure our visual identity remains  
consistent across all experiences. We strive to  
ensure all aspects of our brand are informed by  
our core values to create a sense of cohesion  
for our clients, employees, and partners.



# Our Values

Our beliefs about how business should be done

01

## Think People First

- We start with the question, "Is this something our customers will love?"
- We empower people to grow and win together.
- We're driven to improve lives.

02

## Solve Impactful Problems

- We seek simple solutions to complex problems.
- We uncover the data that makes better decisions.
- We discover solutions that seem like magic.

03

## Build a Better Future

- We think big - for us and our clients.
- We create the future we want to live in.
- We define the rules as the category leader.



## SECTION 02

# Design Elements

In which we outline best practices for the use of the Paystone brand assets and offer useful examples.



# Logos

- Primary Logos
- Clear space and sizing
- Avatar
- One colour usage
- Incorrect logo usage



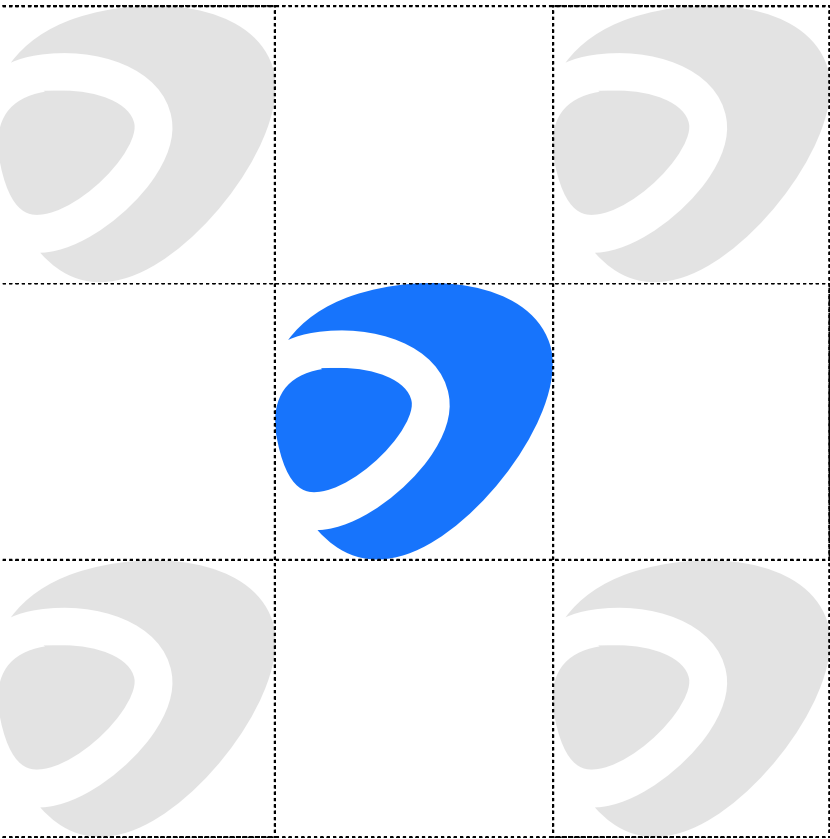
## Primary Logos

We are very proud of our logo, and we require that you follow these guidelines to ensure it always looks its best. Our logo combines a simple, modern wordmark with the Paystone icon.

LOGO SPACING



AVATAR SPACING



Clearspace and sizing

To protect the clarity and visual integrity of the logo, always maintain a clear space around it. The space between the mark and the wordmark functions as a guide to the minimum clear space.

The Paystone logo should never be smaller than 80 px in digital format or 20 mm in print. The Paystone icon should never be smaller than 15px in digital format or 5 mm in print.

Logo minimum size

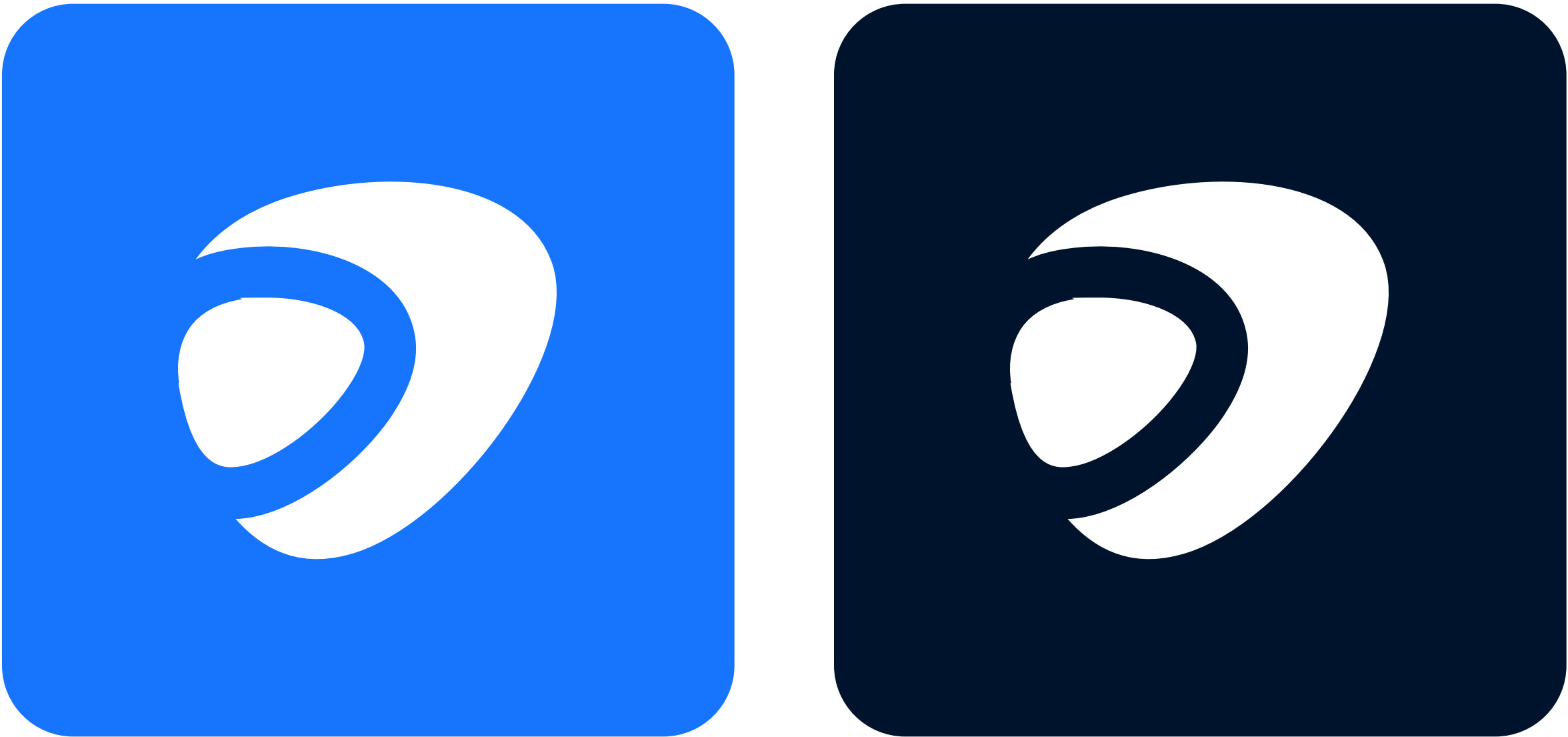
80px wide, approx.



Icon minimum size

25px height, approx.





**Avatar**

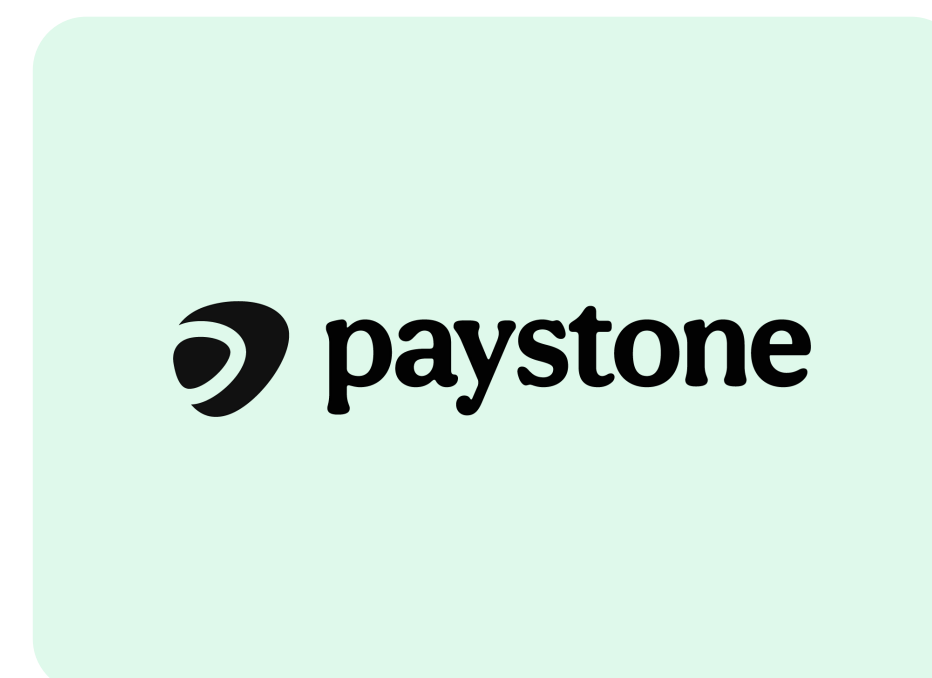
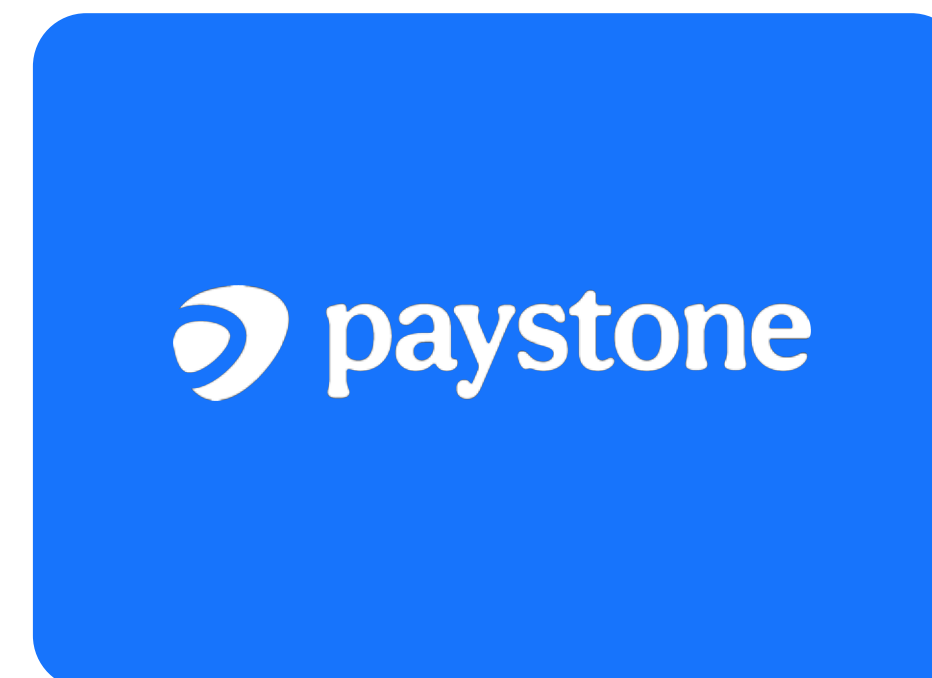
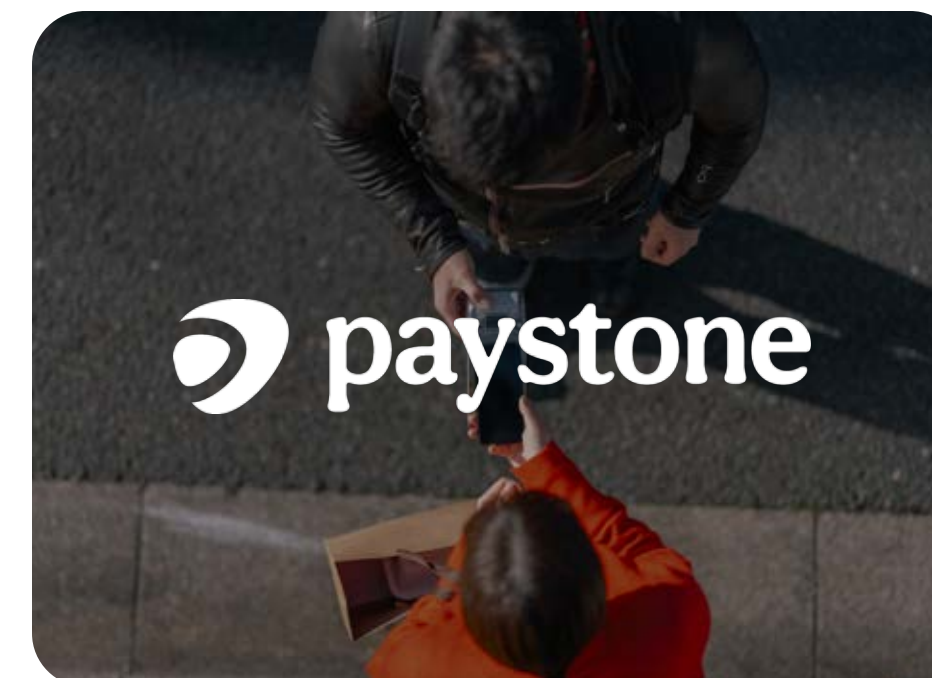
Our avatar contains our symbol. It represents us on multiple platforms from app icon to social media proile icon.



## One-colour use

The one-colour logo should be used only on photographs and colour backgrounds within the Paystone colour palette.

The one-colour logo should be only on black and white colourways.







# Incorrect logo usage

 **DO NOT**  
crop the logo




 **DO NOT**  
Do not use the wordmark  
without the icon




 **DO NOT**  
change the  
transparency of the logo



 **DO NOT**  
use different effects  
on the logo




 **DO NOT**  
not use different  
colours in the logo



 **DO NOT**  
distort the logo




 **DO NOT**  
re-create using any other  
typeface




 **DO NOT**  
rotate any part of the logo



 **DO NOT**  
stack the avatar on top of  
the wordmark



 **DO NOT**  
change the size or position of the  
avatar and wordmark





# Colours

- Primary Palette
- Secondary Palette
- Colour Range
- Relative Usage
- Colour in Type
- Colour Pairings

# Primary Palette

Our primary brand colors are blue and dark blue. They are used to provide simplicity, clarity and consistency across brand communications.

## Primary Colours

Azar Blue

HEX: 1874FD  
RGB: 24, 116, 253  
CMYK: 79, 49, 0, 0  
PANTONE: 2727 C

Onyx Blue

HEX: 061E42  
RGB: 6, 30, 66  
CMYK: 100, 85, 45, 52  
PANTONE: 289 C

## Colour Range

When additional tonal variation is required, tints of our core palette may be used in combination with the full-strength values.

Use these colour proportions in any layout or collateral design sparingly.

### Primary

|             |                  |
|-------------|------------------|
| Primary 950 |                  |
| Primary 900 | Onyx Blue        |
| Primary 800 |                  |
| Primary 700 |                  |
| Primary 600 |                  |
| Primary 500 | Azar Blue        |
| Primary 400 |                  |
| Primary 300 |                  |
| Primary 200 |                  |
| Primary 100 | Light Blue Shade |
| Primary 50  |                  |

|               |                 |
|---------------|-----------------|
| Secondary 950 |                 |
| Secondary 900 |                 |
| Secondary 800 |                 |
| Secondary 700 |                 |
| Secondary 600 |                 |
| Secondary 500 |                 |
| Secondary 400 | Ruby Red        |
| Secondary 300 |                 |
| Secondary 200 |                 |
| Secondary 100 | Light Red Shade |
| Secondary 50  |                 |

|               |                   |
|---------------|-------------------|
| Secondary 950 |                   |
| Secondary 900 |                   |
| Secondary 800 |                   |
| Secondary 700 |                   |
| Secondary 600 |                   |
| Secondary 500 |                   |
| Secondary 400 |                   |
| Secondary 300 | Emerald Green     |
| Secondary 200 |                   |
| Secondary 100 | Light Green Shade |
| Secondary 50  |                   |

## Secondary Colours

### Ruby Red

HEX: FF5851  
RGB: 255, 88, 81  
CMYK: 0, 77, 54, 0  
PANTONE: 178 C

### Emerald Green

HEX: 87EDB7  
RGB: 44, 224, 128  
CMYK: 70, 0, 67, 0  
PANTONE: 7479 C

### Light Red Shade

HEX: FFEFEB  
RGB: 255, 241, 235  
CMYK: 3, 1, 0, 1

### Light Green Shade

HEX: E0FAEC  
RGB: 148, 72, 93  
CMYK: 11, 0, 9, 0

### Light Blue Shade

HEX: E1EDFF  
RGB: 148, 72, 93  
CMYK: 11, 0, 9, 0

## Secondary Palette

The supporting secondary colour palette is designed to provide creative flexibility and should be used sparingly relative to the primary colours. The colours are complementary to the primary palette and were chosen to add warmth and energy to the brand.


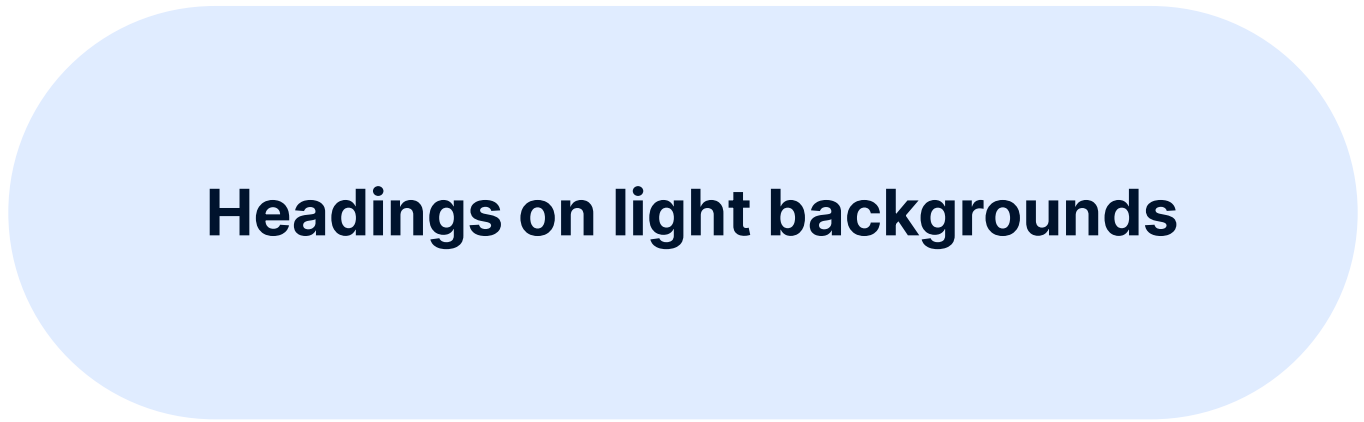

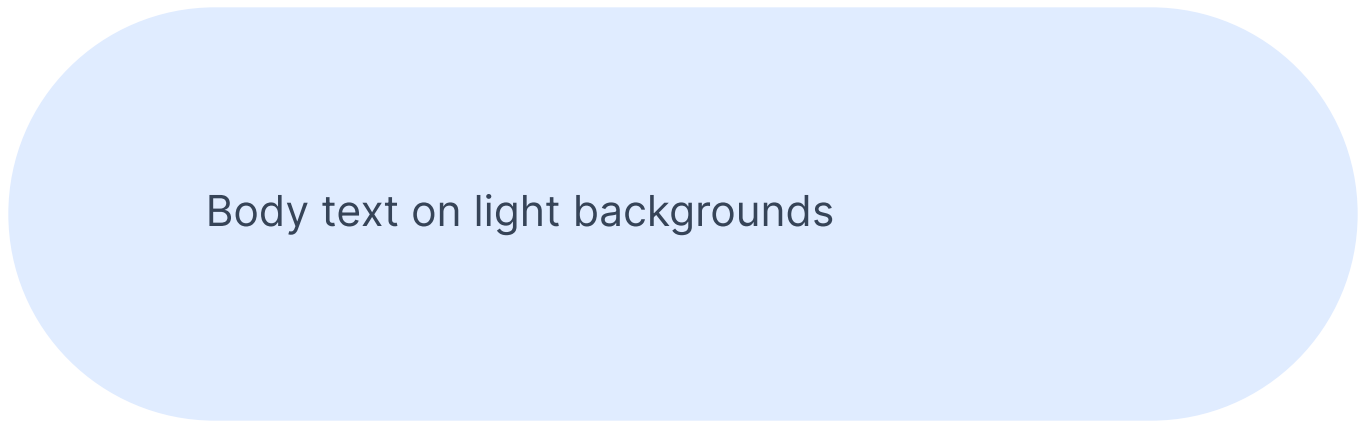

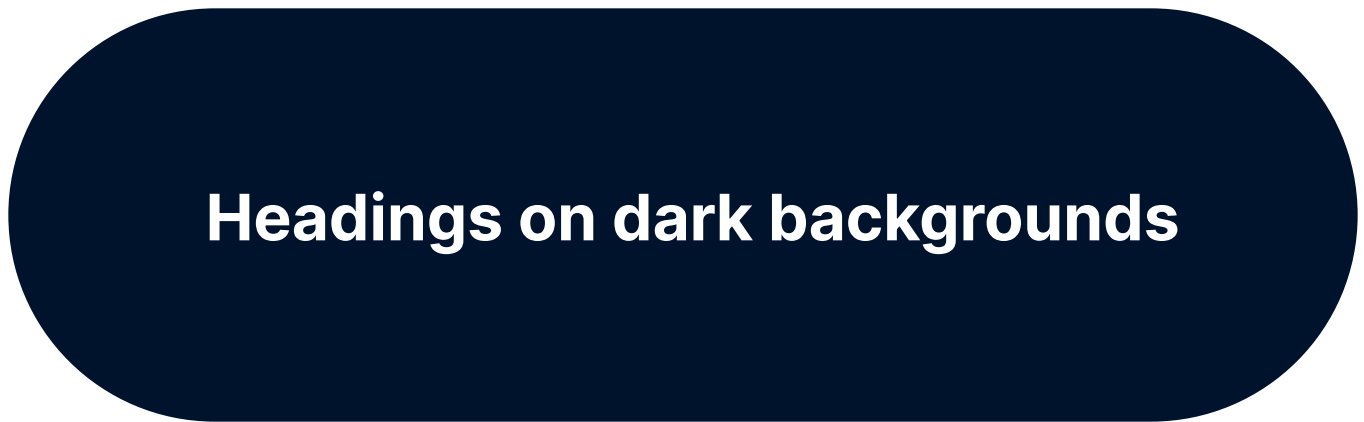

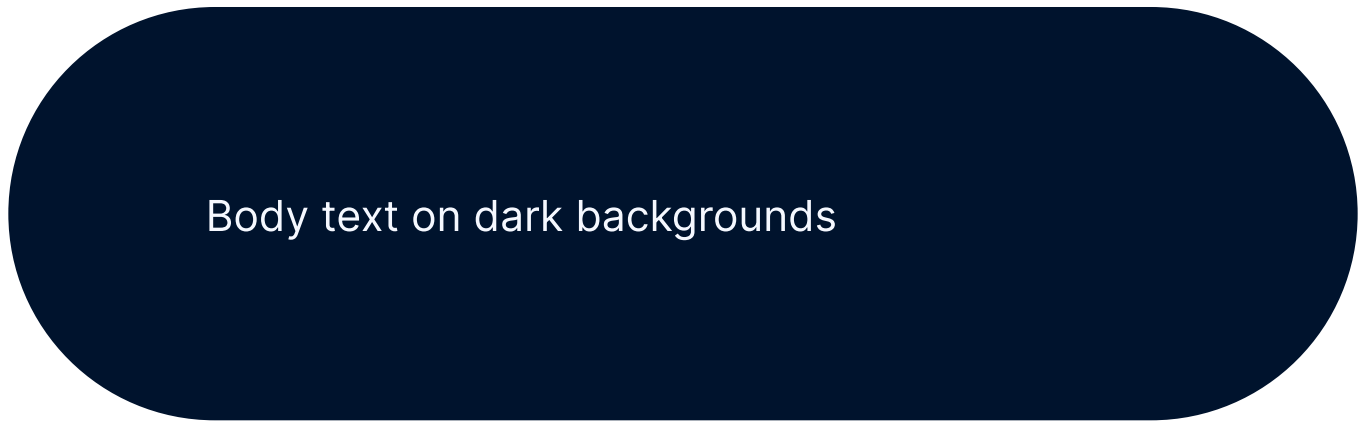
# Relative Usage

Refer to this chart for a general sense of how often to utilize specific palettes in the colour system. This is a simplified visualization, so **use your best discretion if variation is needed.**



# Colour in Type

Our type palette is based on our brand palette to bring continuity from our brand colours to our typography. It creates an additional contrast between headings and supporting copy.

|   |   |
|---|---|
|    |    |
|    |    |
|  |   |
|  |  |



# Colour pairings

There are many ways to bring a diversity of expression to the brand through different colour pairings but there are also certain expressions of colour that may weaken NiceJob’s brand identity. Refer to the following guide for some things to follow and to avoid when using colour.

Do use primary colours together



Do use tints of a single secondary colour together



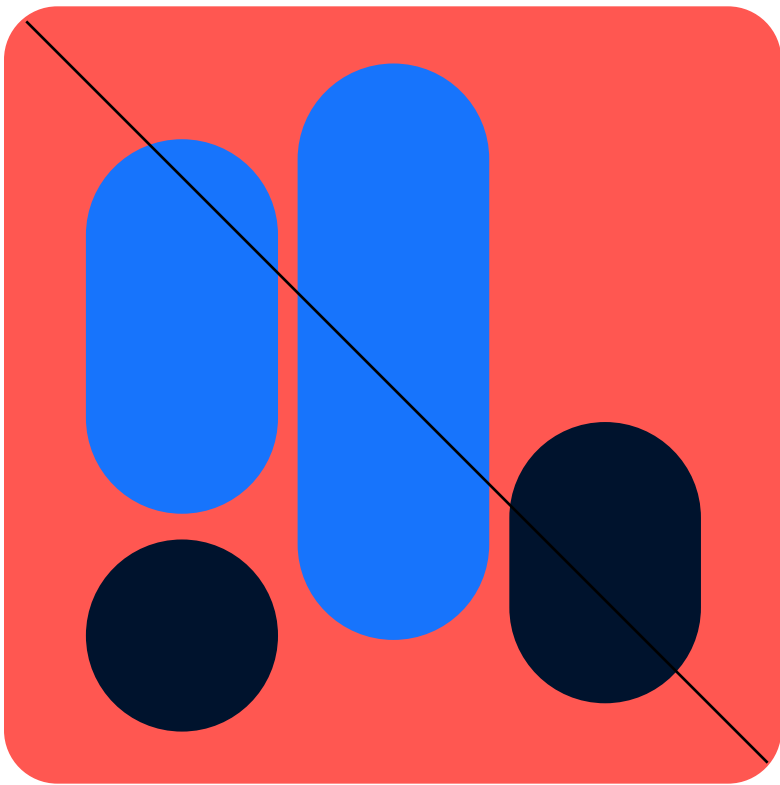
Do use primary and secondary colours together (refer to relative usage)



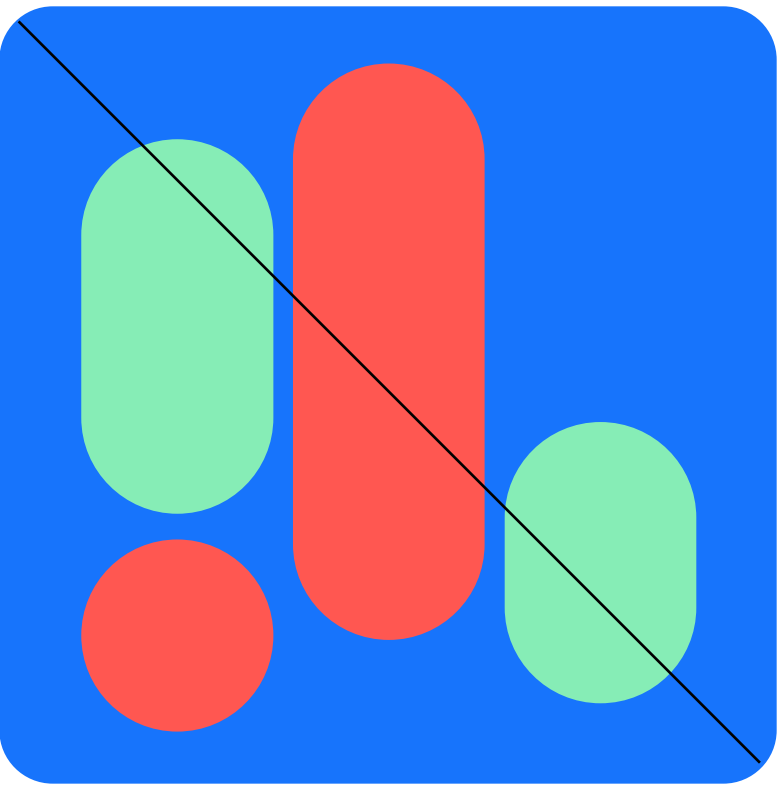
Do use primary and secondary colours on secondary light shades



Do not use primary colours over colourful backgrounds



Do not use secondary colours over colourful backgrounds





# Typography

- Brand Fonts
- Ideal Typestack
- Example Pairings
- Typesetting headlines
- System fallbacks



# Brand Fonts

## Bogart

Bogart is our brand typeface for headings. It’s uniqueness, playful and bold character makes this a perfect typeface for making a statement.

Aa Bb Cc Dd Ee Ff Gg Hh Ii  
Jj Kk Ll Mm Nn Oo Pp Qq  
Rr Ss Tt Uu Vv Xx Yy Zz  
1234567890

## Inter

Inter our brand typeface for reading sub-headings, supporting copy, longer form and product UX.

Inter is a workhorse. Whether used at large or small sizes, Inter maintains great readability.

[Download Inter >](#)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj  
Kk Ll Mm Nn Oo Pp Qq Rr Ss  
Tt Uu Vv Xx Yy Zz  
1234567890

| Category       | Typeface | Weight             | Size | Line height |
|----------------|----------|--------------------|------|-------------|
| Heading 1      | Bogart   | Semi Bold          | 56px | 64px        |
| Heading 2      | Bogart   | Semi Bold          | 48px | 56px        |
| Heading 3      | Bogart   | Semi Bold          | 32px | 40px        |
| Heading 4      | Inter    | Bold               | 24px | 32px        |
| Subheading     | Inter    | Bold               | 20px | 24px        |
| Paragraph_Hero | Inter    | Regular            | 20px | 32px        |
| Paragraph      | Inter    | Regular            | 16px | 24px        |
| Text CTA       | Inter    | Bold               | 16px | 24px        |
| Caption        | Inter    | Regular            | 13px | 16px        |
| Title          | Inter    | Bold<br>(All caps) | 14px | 16px        |

Ideal Typestack

Title

Inter Bold All Caps, 14/16

H1

Bogart Semibold, 56/64

Paragraph Hero

Inter Medium, 20/32

CTA

Inter Semibold, 16/24

H2

Bogart Semibold, 48/56

Sub heading

Inter bold, 20/24

Paragraph

Inter regular, 16/24

Text CTA

Inter Bold, 16/24

PAYMENT SOLUTIONS

Accept payments any way  
you want with Paystone.

Say hello to better payment processing for small businesses,  
large-scale enterprises, and everyone in between.

Start free

Merchant  
services you  
can count on.

Hassle-Free Compliance

Get up to \$150, 000 more in protection than  
regular PCI, and reduce the time spent  
confirming compliance by 60%.

Learn more →

“Our sales grew from  
\$2.8M in member  
sales, to \$11.5M in  
four years.”

Tyler Pendleton  
Company

H3

Bogart Semibold, 32/40

Attribution

Inter Bold/Regular, 16/24

Example Pairings



**Give your customers the ability to easily  
recommend your business to their friends and  
family with our referral program software.**



There is a nice flow,  
and no widows

**Give your customers the ability to easily  
recommend your business to their  
friends and family with our referral program  
software.**



This text is quite uneven,  
and there is a widow

## Typesetting Headlines

Consider the shape of a  
block of text. It's an  
important consideration  
when setting headlines.

**System Fallbacks**

When our brand fonts are not supported, default to these fonts. They are open source and can be used across web and email for free.

Email

- Use Helvetica Neue for email



Grow your business with us today

Get more Referrals by sending automated, personalized, and customizable Referral invites to your customers via email.

What really sets Paystone apart?



Competitive pricing

More value for less money. Paystone starts at \$75/month USD. Whether you have a large business or just starting out, Paystone offers plans to get the most value for the price.



Smart review campaigns

Paystone uses automated email and text message campaigns to help meet your goals. We know how important a great customer experience is, so will follow-up but never pester your clients.



Visually enhanced reviews

Get more out of every review by turning them into customer stories. You can add photos, comments, and tags to your reviews and watch your customer engagement soar!

An easier way to grow your business.

Start free

Presentations

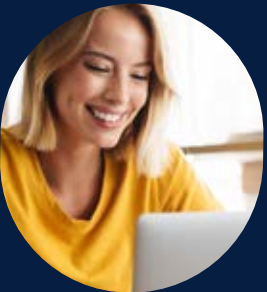
- Use Inter for Headings and body text for Google Slides presentations

To add Inter to your Google slides, simply click on **More fonts** in the font dropdown menu and select Inter.



Paystone Marketing kick-off presentation

March 20, 2023



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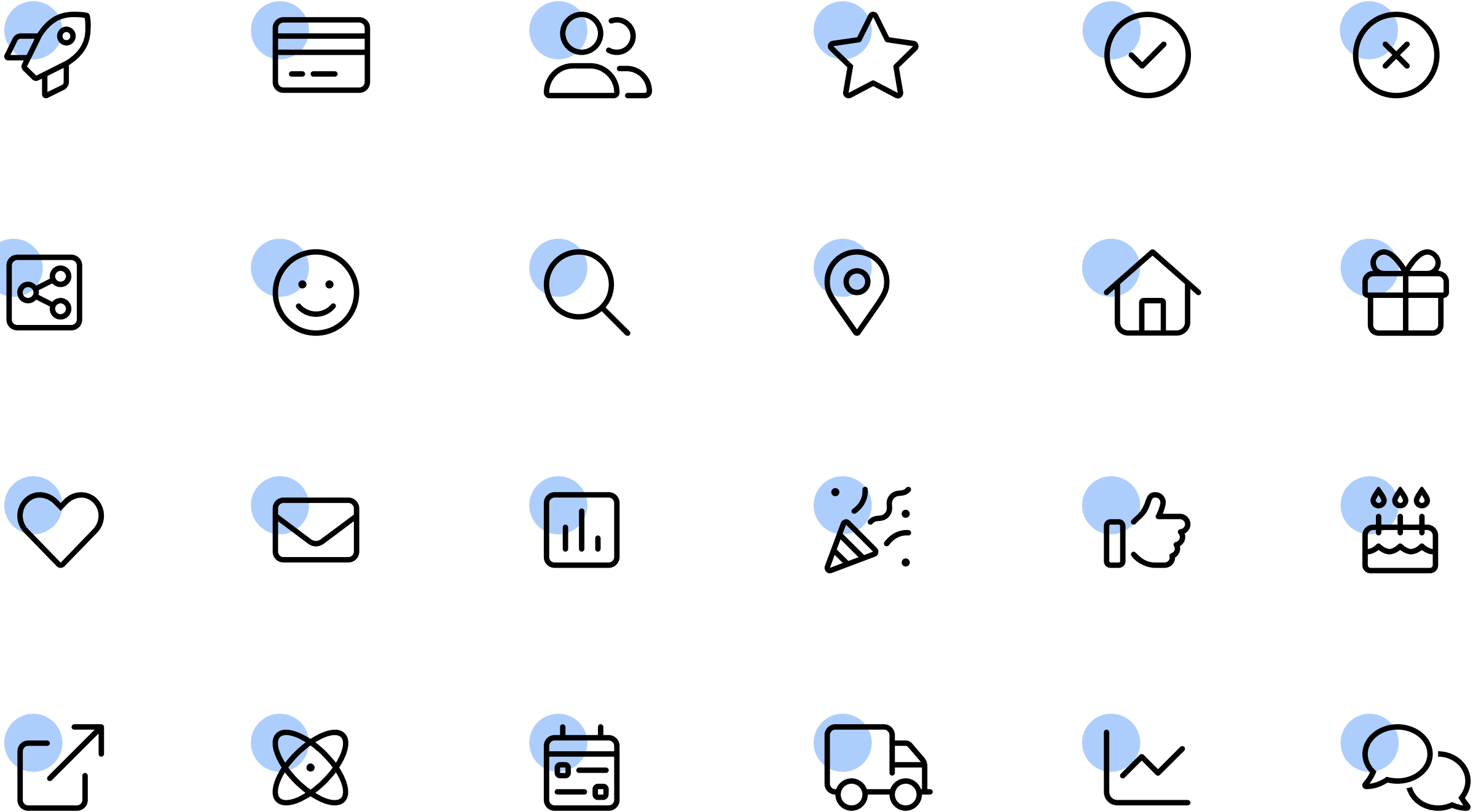


# Iconography

# Iconography

Paystone icons are used across different brand touch points from marketing to environment to product.

They provide symbolism, conceptual clarity and visual interest in simplistic shapes and forms.





# Photography



## Photography

Just like our Paystone brand personality, our photography should be authentic, inspirational, and inclusive. It should make our customers feel empowered and inspired.

**Lifestyle:** candid, aspirational, inclusive, alludes to collaboration, confident, productive, clear, focused, empowering, diverse.

**Technology:** The end user photography can express engagement with a device — the portal to their interactions with the Paystone brand.





[paystone.com](https://paystone.com)