

Brand Guidelines


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**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.

Core Values

Everything starts with the customer.

Helping businesses succeed is the reason we exist. Everything we do, from our solutions to our service, is focused on making merchant life easier.

Build from the heart.

We create solutions that have a direct, everyday impact. Our projects start with good intentions and result in people-focused solutions.

Trust your team and be accountable.

We seek to be part of something larger than ourselves. We do our best to support each other, deliver on our commitments, and work together to achieve big things.

Challenge conventional thinking.

Just because everyone does it one way doesn't mean we do, too. We welcome new opinions and challenge the impossible to create the best solutions for our merchants.

Be adaptable and embrace change.

We never feel threatened by change — we get excited about it. Our industry is constantly evolving, and we seek to be a driving force in that evolution.

Stay humble and drive social good.

Success and responsibility go hand in hand. We're committed to promoting social change and the greater good through our community initiatives and inclusive corporate culture.

Paystone Logo

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.



The blue Paystone logo, pictured left, is our primary logo. It should be used only on white or very light-coloured backgrounds.

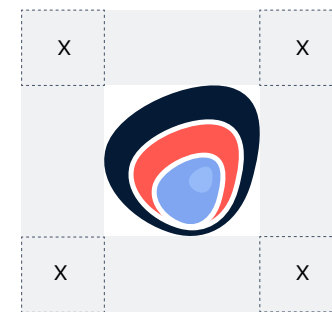


The reversed Paystone logo is our secondary logo. It should be used only on dark backgrounds.

[Download Logos](#)

Logo Spacing and Size

The logo and the icon's exclusion zone is equal to half the height of the icon (marked as X in the diagram).



Minimum Size



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

Icon

We use the icon on its own only in cases where the Paystone brand has already been established or for other creative reasons approved by the design team. While the icon can exist without the wordmark, the wordmark should never exist without the icon.



The Paystone icon should be used only on white and light-coloured backgrounds.



The secondary icon **with a white outline** should be used on all dark and coloured backgrounds.

Minimum Size



The Paystone icon should never be smaller than 16 px in digital format or 5 mm in print.

Logo Misuse

It is important that the appearance of the logo remain consistent. The logo should not be misinterpreted, modified, or added to. No attempt should be made to alter the logo in any way. Its orientation, colour, and composition should remain as indicated in this document — no exceptions.



DO NOT
rotate the logo.



DO NOT
use the wordmark without the icon.



DO NOT
stack the logo.



DO NOT
distort the logo in any shape or form.



DO NOT
apply shadows or other effects.



DO NOT
use the secondary logo on light
backgrounds.



DO NOT
outline or create a keyline around
the logo.



DO NOT
use a logo with poor resolution.

Colour Palette

Our primary colour palette is used across all brand communications. When additional tonal variation is required, tints of our core palette may be used in combination with the full-strength values. Our secondary colour palette is used to create accents and visual contrast.

Primary

ONYX BLUE

#051B35

RGB 5, 27, 33

CMYK 94, 67, 41, 48

Pantone 289C

RUBY RED

#ff5851

RGB 255, 89, 82

CMYK 0, 77, 55, 0

Pantone 178C

AZAR BLUE

#80a6f2

RGB 150, 186, 250

CMYK 66, 25, 0, 0

Pantone 659C

Secondary

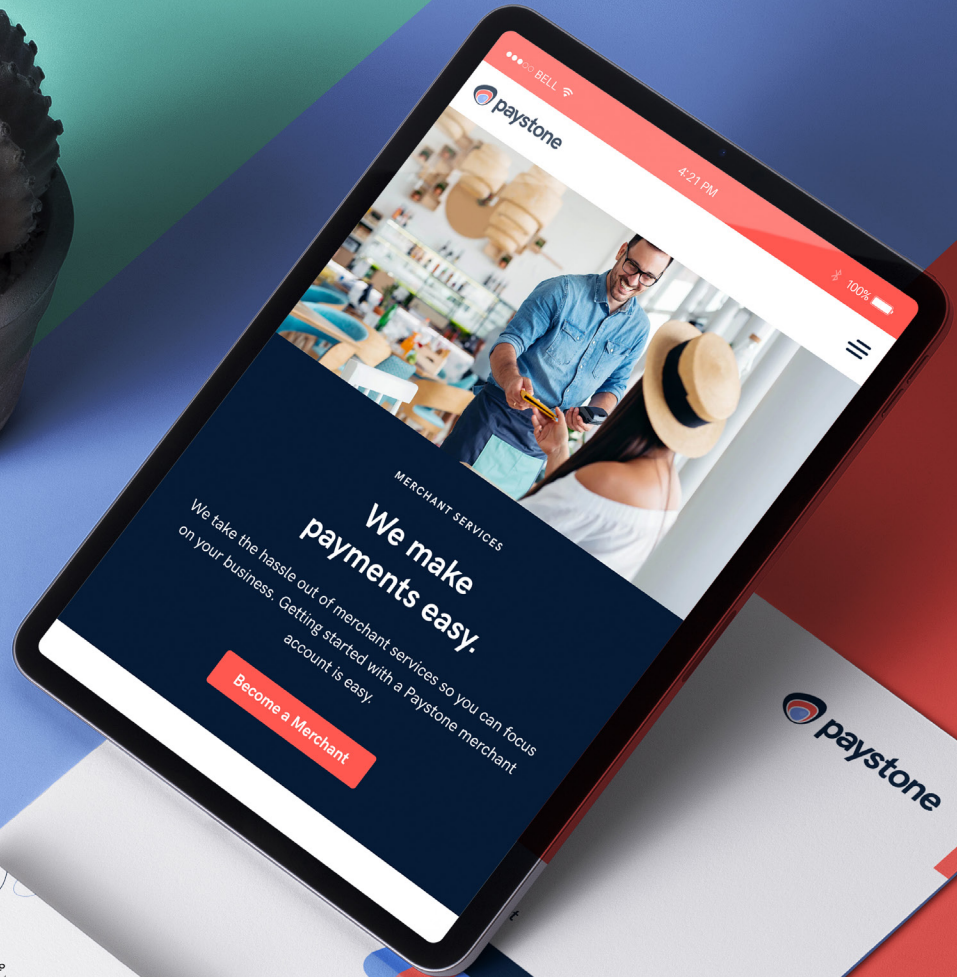
EMERALD GREEN

#77d9c7

RGB 119, 217, 199

CMYK 48, 0, 29, 0

Pantone 3248C



Typography

The identity of Paystone is reinforced through clear and consistent use of its choice of typeface, HK Grotesk. In instances when HK Grotesk is not available, we use the typeface Lato.

HK GROTESK

Aa

**AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz**

HK Grotesk / Bold / 700

**AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz**

HK Grotesk / Semibold / 400

**AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz**

HK Grotesk / Regular / 300

**AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz**

HK Grotesk / Light / 100

LATO

Aa

**AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz**

Lato / Bold / 700

**AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz**

Lato / Semibold / 400

**AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz**

Lato / Regular / 300

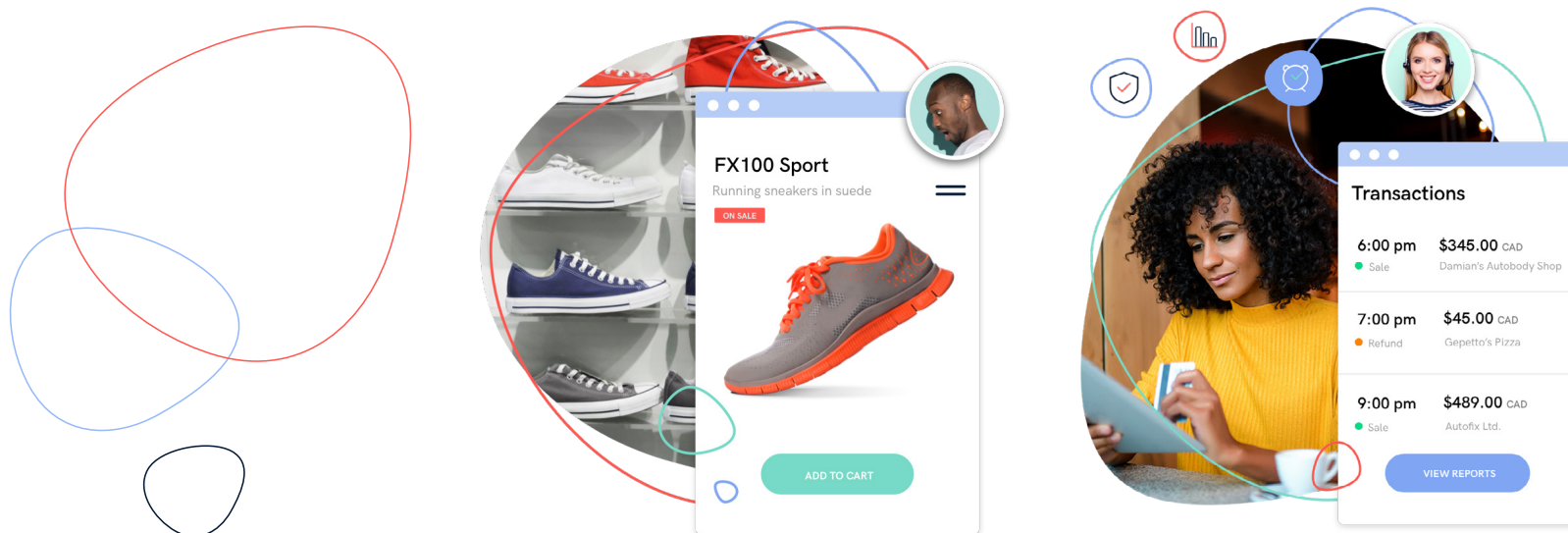
**AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz**

Lato / Light / 100

Graphic Elements

Our branding incorporates graphics and motifs that capture the essence of Paystone. Abstract stones represent creativity and play. We use abstract illustrations that can represent the identity or value of the product: ie: for example, e-commerce could be conveyed by displaying an abstract UI of the product and a user's reaction to it (see below).

These are only three examples of how our brand identity can be illustrated. By using vector and photographic graphics to build visual identity, the possibilities are endless.



MEDIA ASSET ENQUIRIES

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