

# PAYFORT BRAND GUIDELINES

2017



# LOGO



## LOGO COLORS

The logotype should always contrast with the background. There are 2 versions of the logotype to ensure simplicity and readability in all printing processes and digital needs.

Creating the most innovative payment process to provide services that create value for our merchants and customers.

### *Full Color*

The full color – positive logotype is considered the preferred version, and should be used wherever possible.

### *Monochrome*

When there are a limited number of colors available for reproduction, or the quality of colors is questionable, choose the monochrome version. No other colors besides black or white should be used.

#### FULL COLOR - POSITIVE



#### MONOCHROME - NEGATIVE



## LOGO SPACE

Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.

The clear space around the logotype on all sides should be equal to the height of the “FORT ICON” for maximum readability and impact.

## MINIMUM SIZE

To preserve readability, the logotype should never be printed smaller than .833” and should never appear at less than 60 pixels in digital formats.



## LOGO ARABIC

In arabic, the logtype will require a different visual treatment.  
Please refer to these guidelines when displaying it.



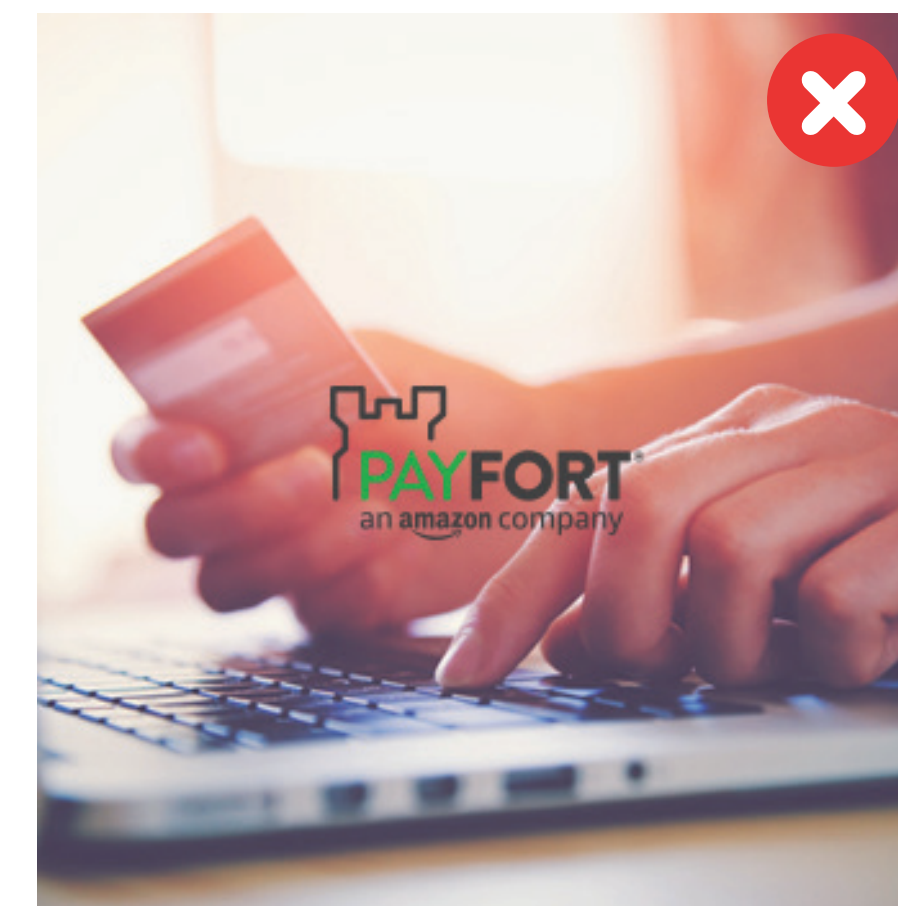
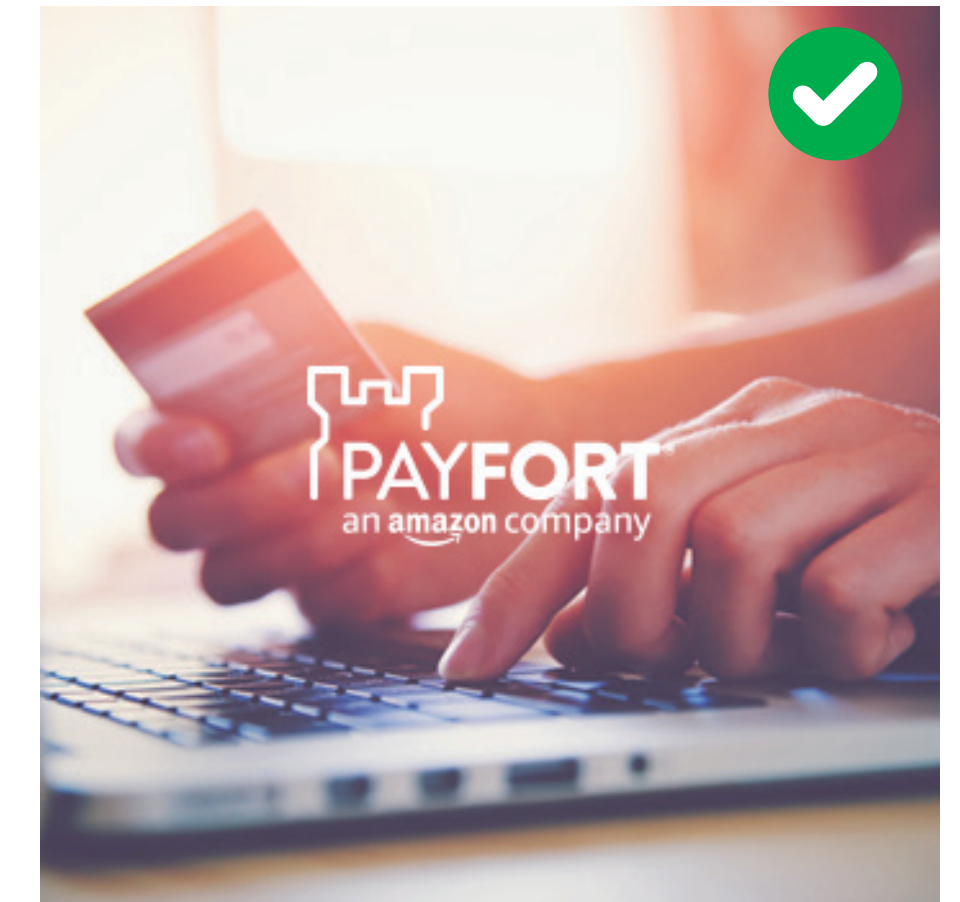
## IMPROPER USES

The logotype cannot be altered or redrawn in any other way.

Consistent presentation of our corporate identity is critical to maintaining a quality image in the market and websites.

Our signature mark, which consists of the PAYFORT logotype and the fort element, has been precisely crafted to enhance our brand presentation.

As such, its usage will be restricted, and only authorized by specific request of PAYFORT's Marketing department.



## LOGO TAGLINE

When the logotype is paired with our tagline, the same guidelines for clear space apply.



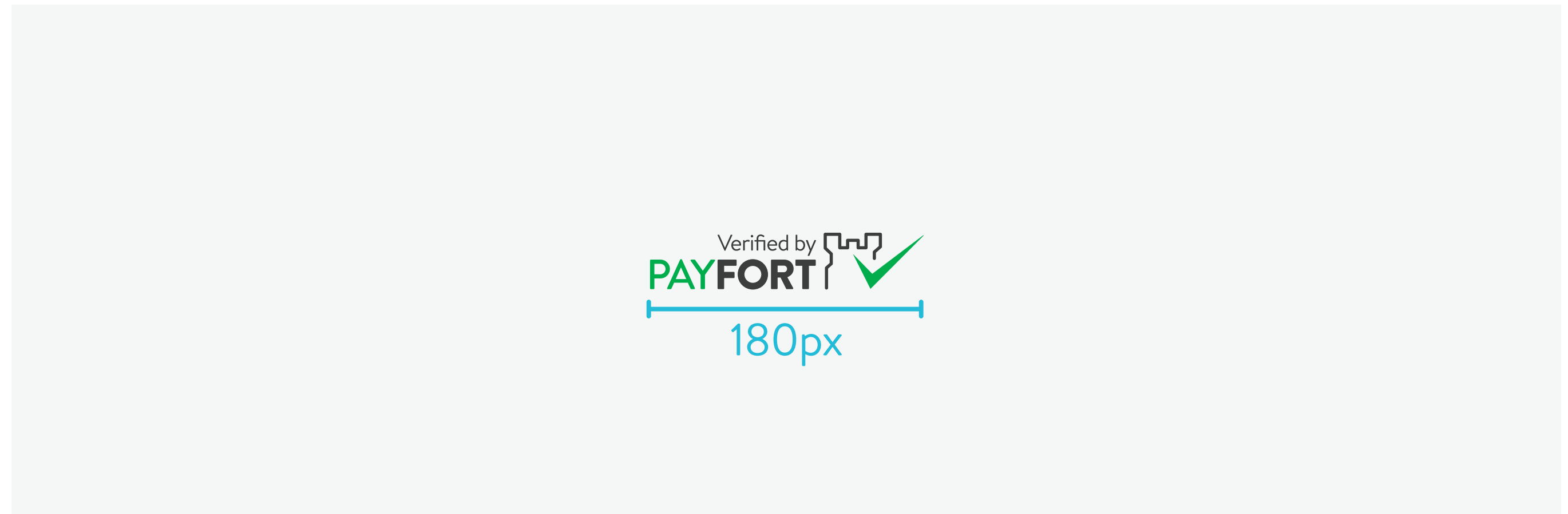


## VERIFIED BY PAYFORT ICON



## MINIMUM SIZE

To preserve readability, the icon should never appear at less than 180 pixels in digital formats.

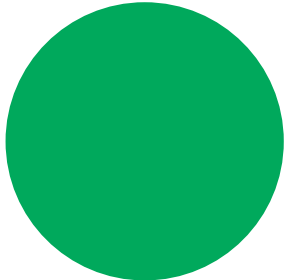




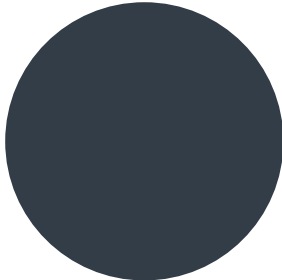
# BRAND COLORS

## PRIMARY

PAYFORT Green (PANTONE 354 U), PAYFORT Black (PANTONE 432 C) and Pure White (#FFFFFF) are the primary brand colors.



PANTONE 354 U  
HEX - #00a75c  
RGB - 0, 167, 92



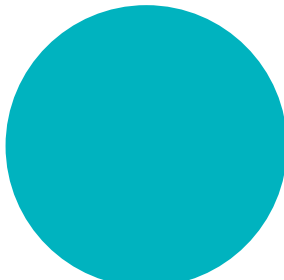
PANTONE 432 C  
HEX - #333d47  
RGB - 51, 61, 71



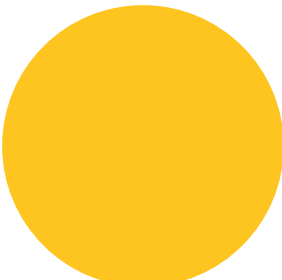
HEX - #ffffff  
RGB - 255, 255, 255

## SECONDARY

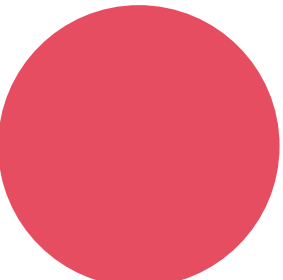
Teal Green, Yellow, Red and Indigo are our secondary brand color which can be used to compliment the Website, presentation, reports, blog articles, infographics and iconset.



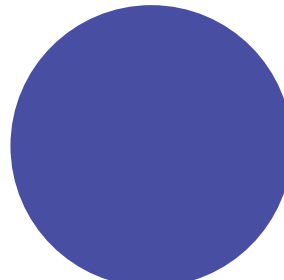
PANTONE 7466 C  
HEX - #00b2be  
RGB - 0, 178, 190



PANTONE 7548 C  
HEX - #ffc908  
RGB - 255, 201, 8



PANTONE 199 U  
HEX - #e54c60  
RGB - 229, 76, 96



PANTONE 2738 U  
HEX - #484da2  
RGB - 72, 77, 162

# GRADIENTS

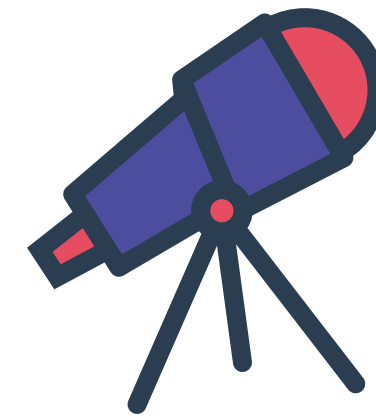
In general, the gradient should flow from dark in the bottom right of the object to bright in the top left. However, in cases where directionality or focus is needed, the bright can be placed in any of the four corners and flow to dark in the opposite corner.



## ICONOGRAPHY

Icons are flat with main shade combination of 2 or 4 secondary colors in any order for unique and vibrant look along with black outline.

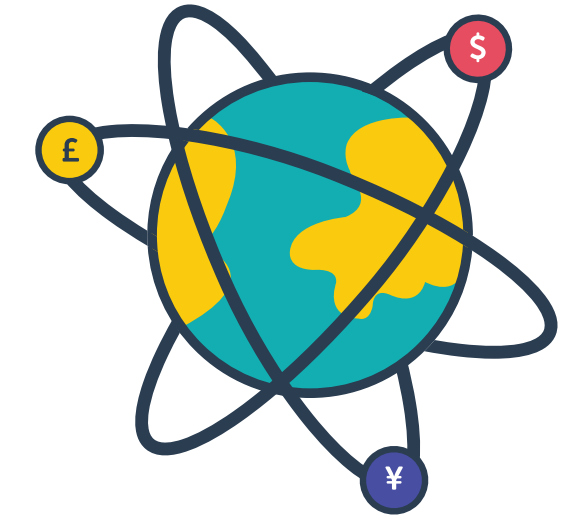
They should always be shown as front or side views, never at an angle (including 3/4 views) or in a 3d style.



DISCOVER



ONE PAGE CHECKOUT



GLOBAL PAYMENTS



## COLOR COMBINATION

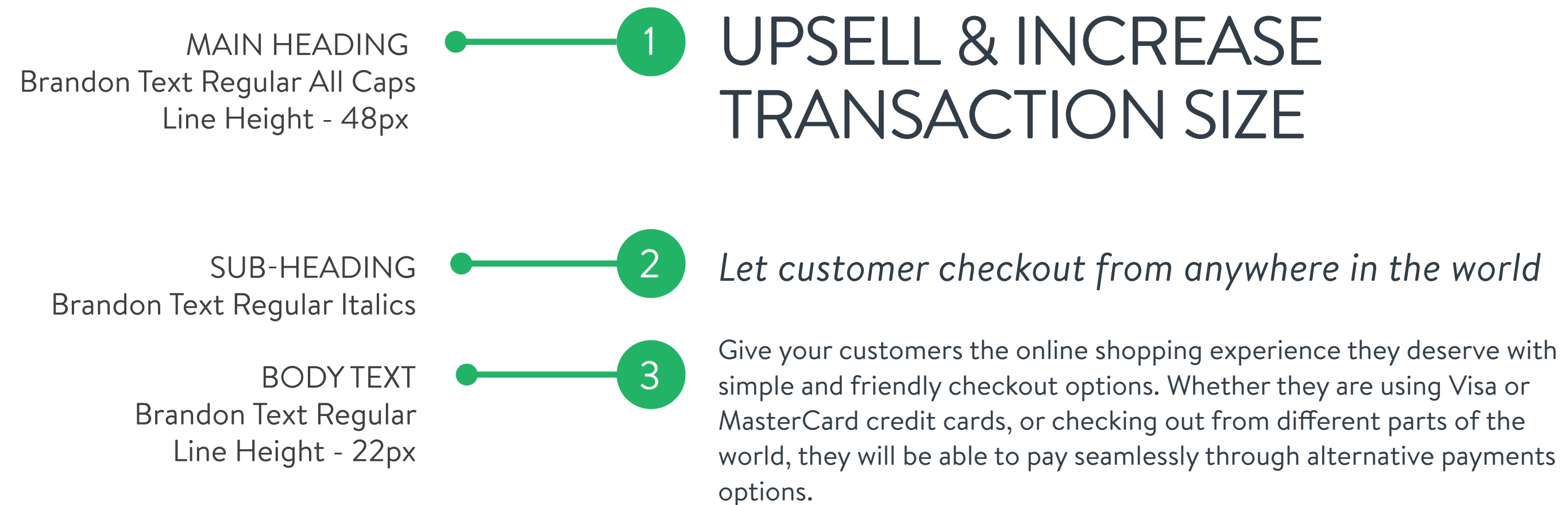
Always try to use the secondary colors to create custom icons in any combination but in the sequences showed on the right hand side. For example please refer the Iconset on top right hand side.



# FONTS

Creating hierarchy within typography is key for emphasizing the most important messages. There should never be more than three weights and/or four sizes of type used in a single design.

## TYPOGRAPHY LAYOUT / ENGLISH



# FONTS

Creating hierarchy within typography is key for emphasizing the most important messages. There should never be more than three weights and/or four sizes of type used in a single design.

## TYPOGRAPHY LAYOUT / ARABIC

زد من المبيعات  
وارفع حجم الشراء

1 MAIN HEADING  
Helvetica Neue LT Arabic / 55 Roman  
Line Height - 48px

اسمح لعملائك بالدفع من أي مكان في العالم

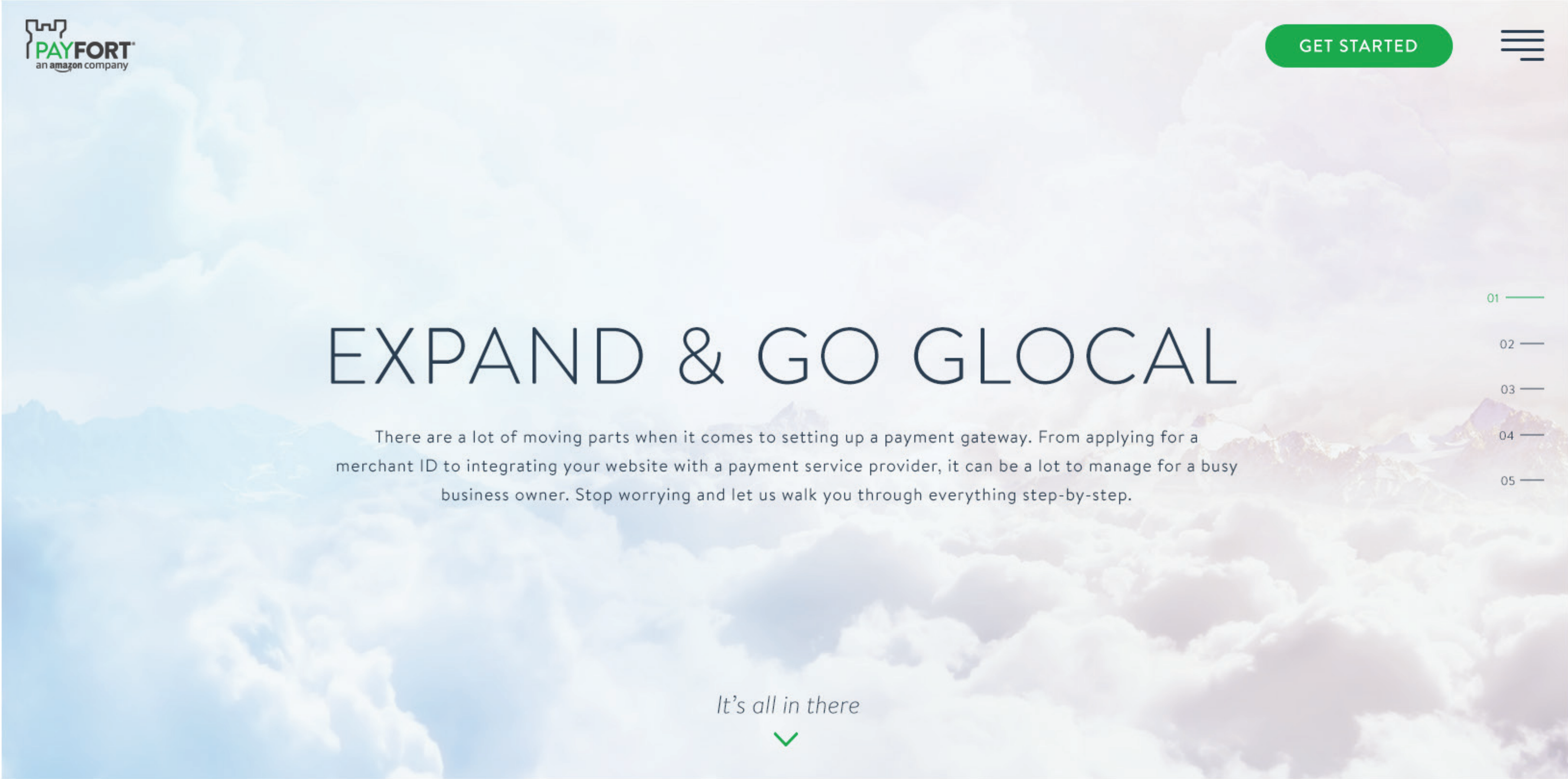
2 SUB-HEADING  
Helvetica Neue LT Arabic / 55 Roman

يمكنك تقديم تجربة التسوق الإلكتروني التي يستحقها عملائك مع خيارات الدفع السهلة والمبسطة . سواء أراد العميل الدفع من أي مكان في العالم ببطاقة الماستر كارد أو الفيزا، فسيمكنهم الشراء بكل سلاسة مع خيارات الدفع البديلة التي نقدمها.

3 BODY TEXT  
Helvetica Neue LT Arabic / 55 Roman  
Line Height - 26px



# DESIGN SAMPLES - APPROX. COLOR RATIO USAGE



10%

30%

60%



DESIGN SAMPLES - GRADIENT BACKGROUND & ICONSET

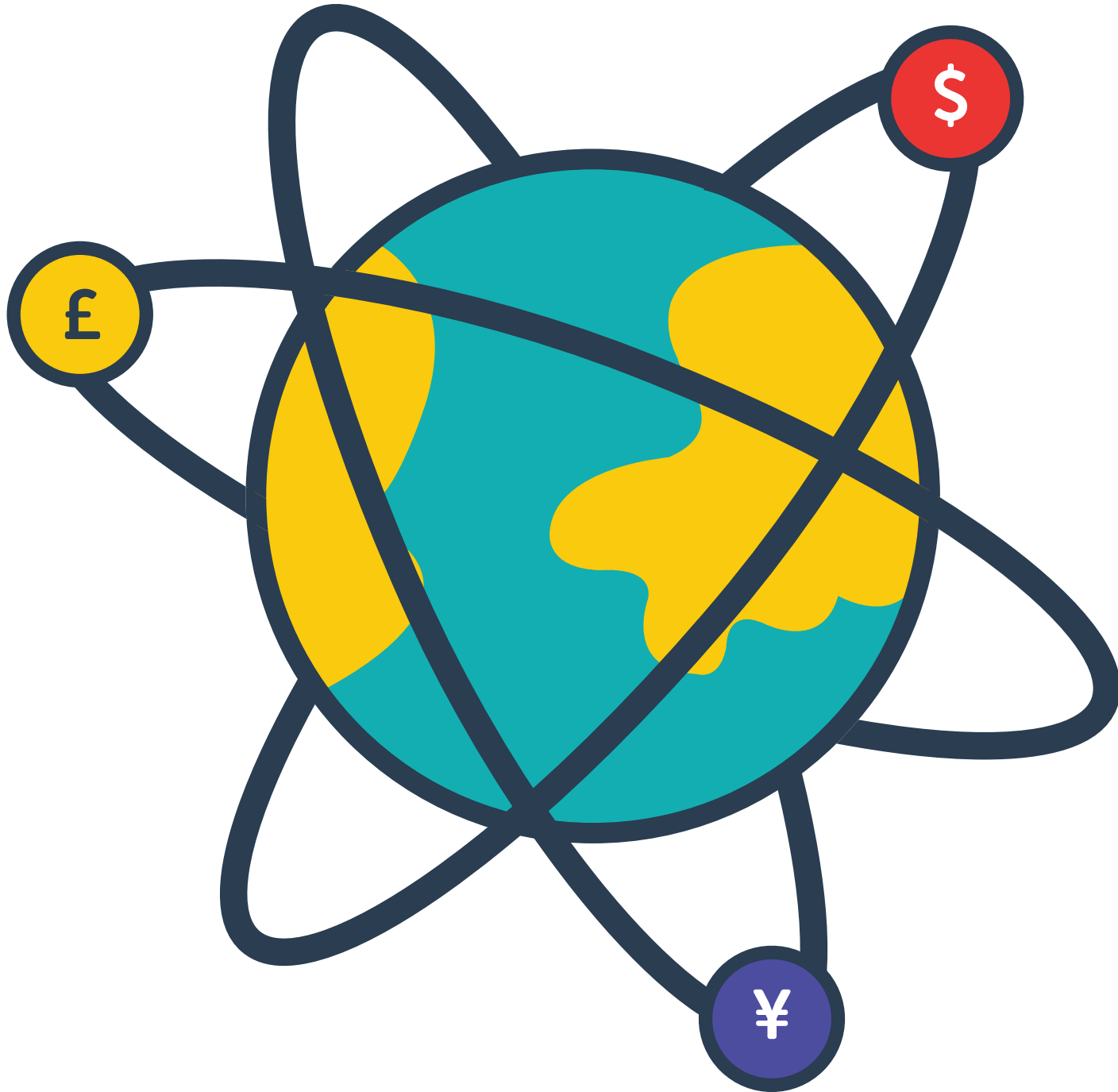
# WE UNDERSTAND EACH ORGANIZATION IS DIFFERENT!

E-commerce website, Mobile application, retail business or wearable. Doesn't matter how you connect with your customers! Our solution gives you the ability to customize your payment stack and reach all your customers.





# DESIGN SAMPLES - APPROX. COLOR RATIO USAGE



## GO GLOBAL!

The days of only selling locally are over. Turn your business into an international one. Sell to anyone, anywhere, anytime. Increase the number of customers you are reaching by accepting credit card payments globally with more than 80 currencies.

[LEARN MORE](#)



# LOGO

FULL COLOR - POSITIVE



MONOCHROME - NEGATIVE



## LOGO ARABIC LOGO

In arabic, the logtype will require a different visual treatment.  
Please refer to these guidelines when displaying it.

FULL COLOR - POSITIVE

The image shows the Arabic word 'تقسيط' (Taqseet) in a stylized font. The letters are black, except for the middle 'ق' (Qaf) which is green. The logo is centered on a light gray background.

MONOCHROME - NEGATIVE

The image shows the Arabic word 'تقسيط' (Taqseet) in a stylized font. The letters are white, except for the middle 'ق' (Qaf) which is green. The logo is centered on a dark gray background.

THANK YOU

