RAYL
Payment Processing Reinvented

Official Brand Guide

August 2021

Purpose of this Guide

- To establish guidelines for the use, look & feel for the RAYL® parent brand and child brands (e.g., RAYL.Apptive) including logos, icons, images and taxonomy

- To establish the RAYL common look & feel across our marketing communications & product GUI

- To establish the RAYL target audiences and associated messaging guidelines

- To establish the RAYL brand and messaging guidelines for Products and Investor Relations use

- To establish the RAYL News brand guidelines

RAYL Branding

1. As a startup with a short, strong, memorable brand name, we must focus our resources to build awareness and recognition of the RAYL brand name. As we properly use our brand name and consistently deliver on our promises, our positive brand equity will grow like wildfire among our target audiences.

2. RAYL (parent name) is tied to its child product names, e.g., RAYL.Pay, RAYL.Apptive, RAYL.ApptivePro, etc.

   - However, once the Full name (RAYL.Apptive) has been used at the beginning of a piece of communication, the Short name may be used when continuing to refer to the child product (Apptive).

   - With our software GUI, such as for Apptive, in order to protect our copyright, we include the full brand name in logo format at the top of each page as RAYL or RAYL.{Child name} as appropriate. (see Slide 5)

3. The RAYL Color Palette reinforces our brand by giving it personality and versatility in design. By changing the color combination, we create a new feel for each product, portal, profile, or other marcom piece, while maintaining a consistent look and feel for our brand. Product branding will tie to corresponding Gear Icon colors.

4. RAYL is not purely an IT play in our markets. Human elements are used to connect our technology to our audiences. A Brand Image Library has been created to support our needs when creating materials so that we can maintain a consistent look and feel across all materials.

Logos: Corporate

Full-color logos are our Primary brand representation

White logo versions may Only be substituted for the full-color logos when there is a dark background

For use in Investor materials

For Social media profiles

Favicon logo for Tabs

For Social media profiles

Logos: Products

Full-color logos are the Primary option. White versions may Only be substituted when there is a dark background

RAYL NEWS Logos

Full-color logos are our Primary brand representation, but B/W and grayscale versions are optional based on news material and background.

Abbreviated logos may be used in place of full-sized logos are too large to suite their application. E.g., in the corner of a video viewing window, etc.

White logo versions may Only be substituted for the full-color logos when there is a dark background
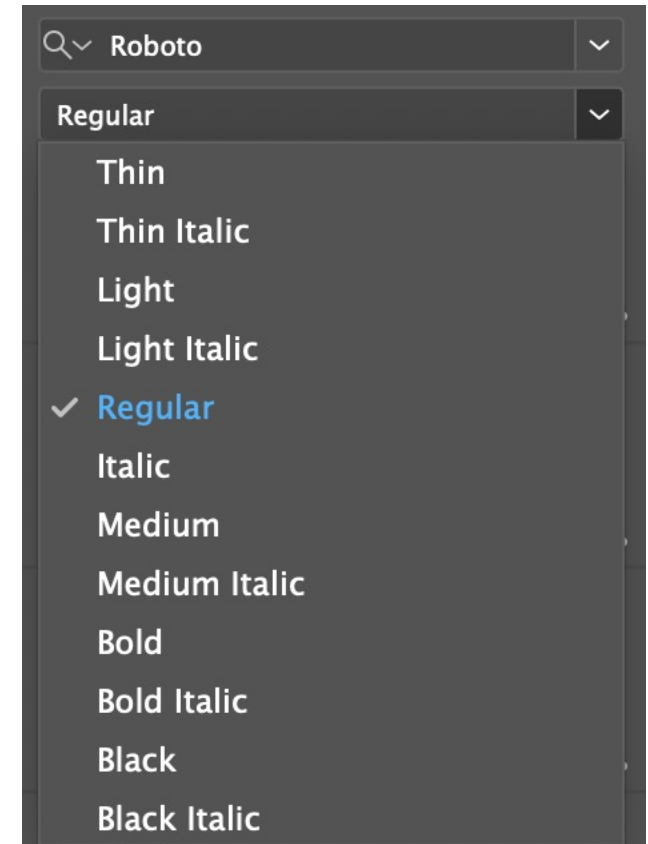
Official Font: ROBOTO

ROBOTO is RAYL's approved Font Family and may be downloaded Free via web search

- Clean, stylish and smart while simultaneously professional and friendly, Roboto is the default font for Android and Chrome OS, and is the font of choice in Google's Material Design system. Roboto is simple and highly readable, for web and mobile uses.

- Any form of the Roboto family may be used for your specific purposes →
  - When in doubt, ask Steve Fowler or Nicholas Jeffery.
  - Slides: When creating slides, take care not to create text <16pt for readability
    - Use the RAYL DECK TEMPLATE PPTX file to make life easier and so that RAYL presentations all conform to our brand guide.
    - Check the "Layout" option located next to "New Slide" or R-click a slide preview to select the right slide layout configuration for your needs – there are several including Title, Bullets, Images, Blanks, Dividers, and more.

RAYL Color Palette

Hex Code # 102A87

00B3DD

EC481A

FF9D00

FFEC00

00DAD1

4B5B9E

A9DFEF

FCF0DC

67BECC

5968A5

D1F1FA

A8E0E8

E7EAF2
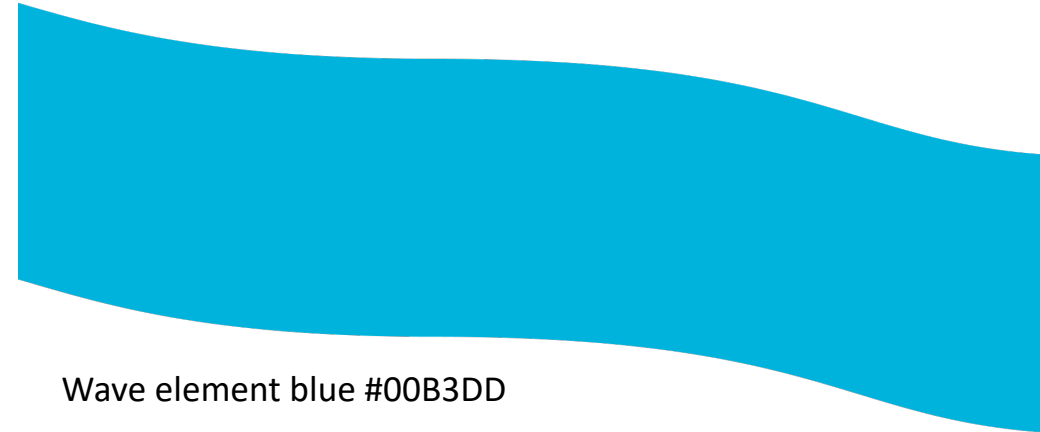
CAF0F5

000000

989898

FFFFFF

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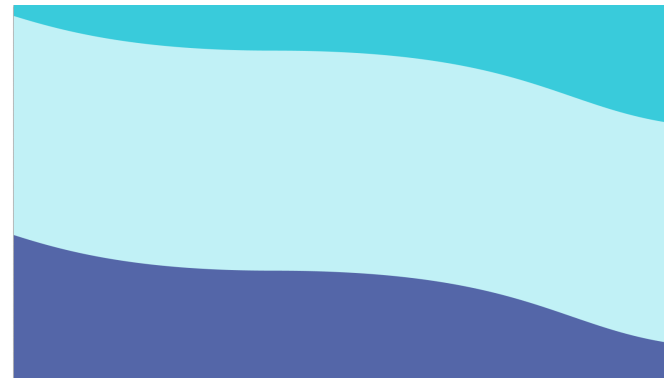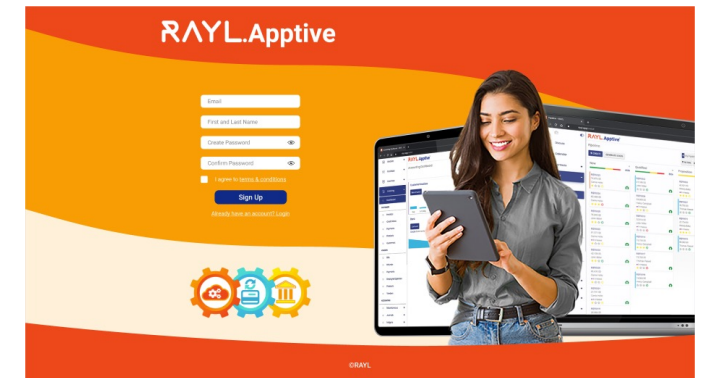
Background "Waves"

- A key graphic element to the RAYL brand design is the "wavy train rail" as seen on our cover art, collaterals, deck template and throughout RAYL.com.
- Waves are colored, stacked, layered, flipped, reversed, and stretched in order to create the desired effect.
- Wave colors must use the RAYL Color Palette. (Slide 8)
- Colors are also used to differentiate PRODUCTS based on the 2-color combo represented on each Product Gear.
- Colored waves are used to differentiate between our Business and Investor social media accounts. (Slides 13, 15)

Wave element blue #00B3DD

Ex. of how Waves can be layered within a frame to create a RAYL background.

Ex. of how Apptive's Gear Colors are applied to waves for the Apptive Portal.

Brand Image Library

Here is a library of images we can use for marketing, training materials, etc. Contact Steve Fowler for original files, new colorations, sizes, resolutions, or to provide a specific image not shown here.

Specific Apptive screens can be requested

Brand Image Library

Here is a library of ILLUSTRATIONS and icons we can use for marketing, training materials, etc. Contact Steve Fowler for original files, new colorations, sizes, resolutions, or to provide a specific image not shown here.

Market Messaging targeting RAYL Product Users

Headline options:

- RAYL Productivity, Payment & Profit maximization suite.

- RAYL. The new Business Super App Platform.

- New RAYL Super Platform. Power to the merchants!

- Power to the Merchants!

- Empowering Merchants and SME like never before

- Transform your business with RAYL

- Reinventing the gold standard for business capability

- TBD more…

Basic Description, 120 characters:

- RAYL is a FinTech company offering small-to-medium businesses an integrated suite of productivity and financial tools

Additional Description (A):

- RAYL Innovations is a FinTech company providing an integrated trifecta of business productivity, payment, and financial solutions on a single, interoperable platform for SME business owners and merchants.
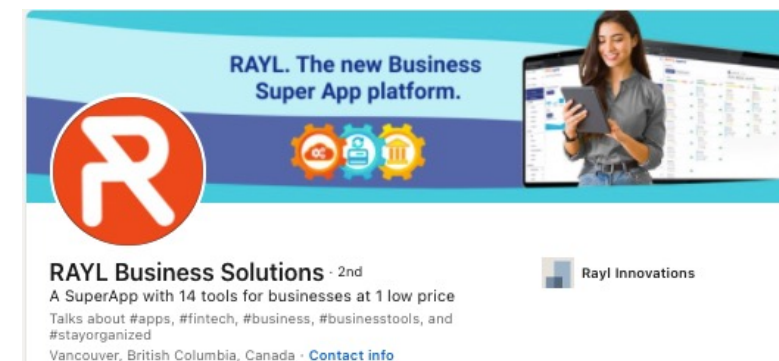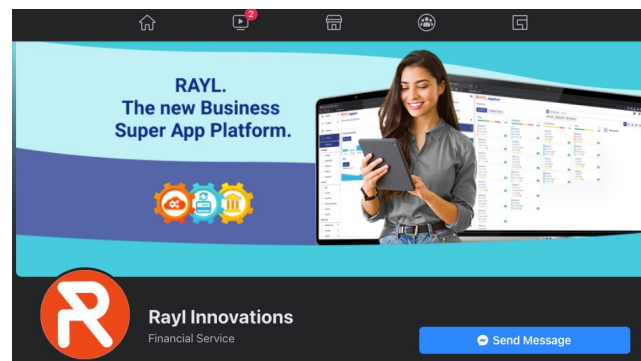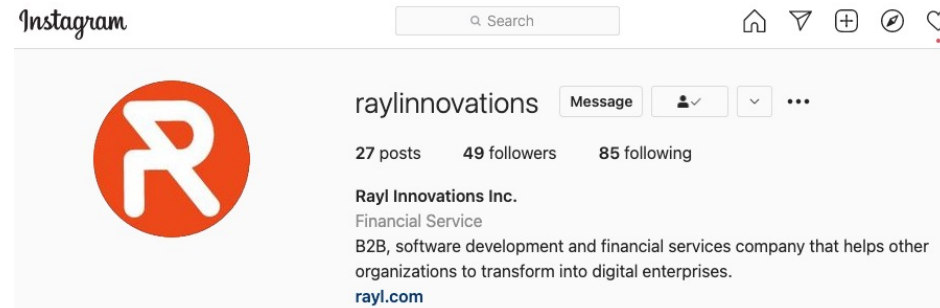
Additional Description (B):

- RAYL Innovations is a FinTech company delivering a market-defining solution that empowers merchants and SME around the globe with a Super Platform consolidating Operations, Payments and Capital tools with more unity, intelligence, automation, flexibility and fairness than ever before.

Additional Description (C):

- RAYL Innovations Inc. ("RAYL") is a Canadian, Vancouver-based FinTech company founded in 2020. RAYL offers business a suite of management application solutions for SME business owners and merchants through RAYL.Apptive and RAYL.ApptivePro. The company is building an ecosystem to provide integrated payment processing and financial solutions. RAYL can add tremendous value to businesses by bundling indispensable productivity applications, merchant payment solutions and financial services all in one integrated, big-data-driven, interoperable platform with a unique pricing strategy.

Social Media Profiles targeting RAYL Product Users

Market Messaging targeting RAYL Investors

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Social Media Profiles targeting RAYL Investors