

ipaymy

# Brand Style Guide



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# About ipaymy

ipaymy is a financial technology company focused on building payment solutions for small businesses. Our stack of payment technology products enables businesses everywhere to optimize their accounts receivable and accounts payable operations with ipaymy's easy-to-use, yet powerful all-in-one business payments platform.

# The Logo



**ipaymy**

## 01 The Logo: Exclusion zones and minimum size



To maintain the integrity and consistency of our brand, it is crucial that our logo is used appropriately by adhering to established exclusion zones that must be observed whenever our logo is used.

The exclusion zone is the width/height of the “a” in the logo and has to be applied on all sides. Any other design elements should avoid this space around the logo.



The width of the logo should be **78mm** (for print) and **220px** or larger (for digital) or larger to ensure optimal legibility

## 01 The Logo: Variants

We have created variants of our logo to support a wide range of applications while ensuring a minimum contrast ratio for legibility and readability.

The full-coloured versions are to be used against light backgrounds, and the white versions are to be used against dark backgrounds.



White Background

Light Background

Dark Background

## 01 The Logo: Do's and Don'ts

The standard ipaymy logo, featuring a lowercase 'i' with a teal dot, followed by 'paymy' in a dark blue sans-serif font.

Do use the logo in the standard configuration. Colour/white logo may be used accordingly to fit visuals produced.

The ipaymy logo with the letters 'paymy' in orange, crossed out with a diagonal orange line.

Do not use logo colours outside the specified variations

The ipaymy logo with 'ipay' on one line and 'my' on the line below, crossed out with a diagonal orange line.

Do not use logo compositions outside the specified variations

The ipaymy logo where the letters are stretched horizontally, crossed out with a diagonal orange line.

Do not distort the logo

The ipaymy logo with a drop shadow and a thick orange outline, crossed out with a diagonal orange line.

Do not apply effects like shadows or outlines on the logos

The ipaymy logo in dark blue on a dark grey rectangular background, crossed out with a diagonal orange line.

Do not use the full-colour logos against dark backgrounds

The ipaymy logo in white on a light blue rectangular background, crossed out with a diagonal orange line.

Do not use the reversed logos against light backgrounds

Using our logo consistently and correctly ensures brand recognition and promotes brand recall. Avoid modifying or misrepresenting our logo as shown in the following examples.



# Colour Palette



## 02 Colour Palette: Primary and Secondary

This colour palette features three primary colours—Munsell Blue, Midnight, and Rising Orange.

Munsell Blue conveys **professionalism and reliability**, Midnight reflects **intellect and trust**, while Rising Orange adds **optimism and approachability**. These are complemented by secondary colours: Harbor Teal, Cool Mint, and Crayola Orange. Harbor Teal brings **depth and stability**, Cool Mint offers a refreshing balance, and Crayola Orange enhances **warmth and energy**. Together, the palette creates a visual identity that is **trustworthy, vibrant, and confidently modern**.

|                      |                                                    |                     |                                                     |                       |                                                   |
|----------------------|----------------------------------------------------|---------------------|-----------------------------------------------------|-----------------------|---------------------------------------------------|
| <b>Munsell Blue</b>  | Hex: #00A1AB<br>RGB: 0 161 168<br>CMYK: 100 4 0 34 | <b>Insight Teal</b> | Hex: #2a6373<br>RGB: 42 99 115<br>CMYK: 85 50 43 17 | <b>Midnight</b>       | Hex: #00253C<br>RGB: 0 37 60<br>CMYK: 100 38 0 76 |
| <b>Rising Orange</b> | Hex: #FF7E00<br>RGB: 255 126 0<br>CMYK: 0 51 100 0 | <b>Cool Mint</b>    | Hex: #C6DDE3<br>RGB: 198 221 227<br>CMYK: 13 3 0 11 | <b>Crayola Orange</b> | Hex: #FF6000<br>RGB: 255 96 0<br>CMYK: 0 62 100 0 |

## 02 Colour Palette: Application

ipaymy



**Fetch Payments**  
**Easier.**

Simplified and automated collections with **Fetch**

ipaymy



**Fetch Payments**  
**Better.**

Offer more ways to pay, at low cost with **Fetch**

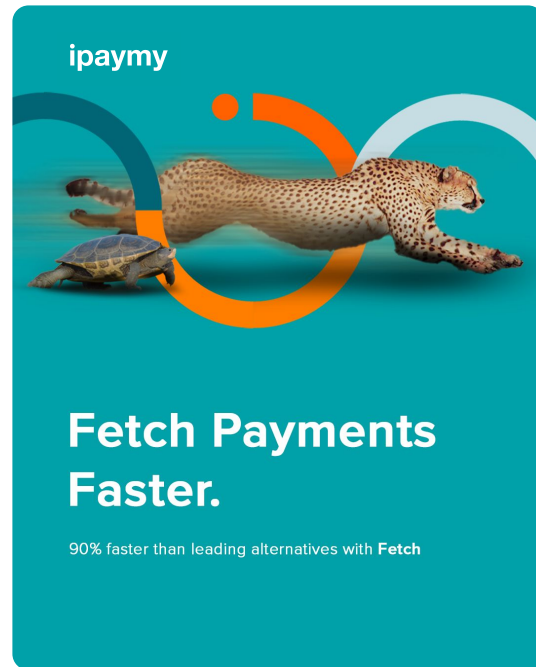
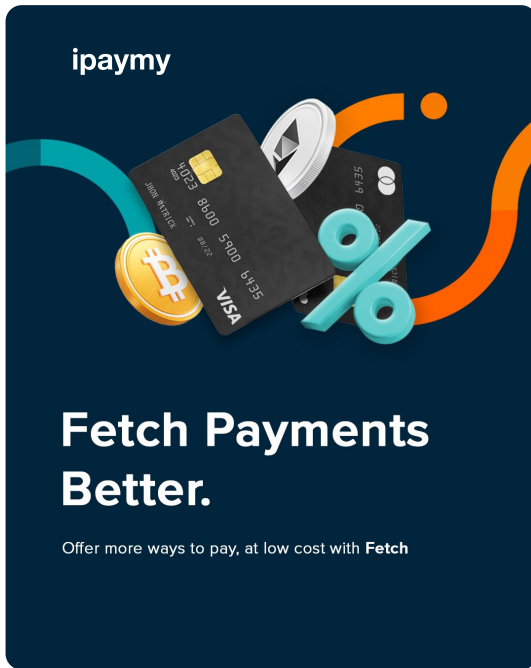
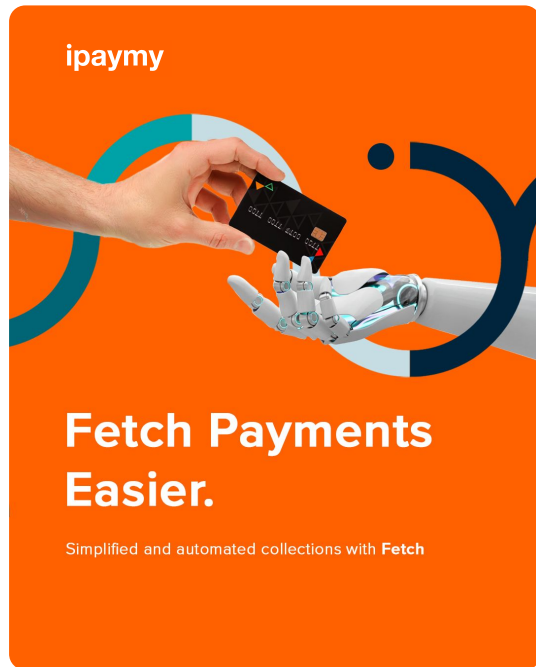
ipaymy



**Fetch Payments**  
**Faster.**

90% faster than leading alternatives with **Fetch**

## 02 Colour Palette: Application



# Typography

## 03 Typography: Fonts

Together with the brand colours, typography plays an important role in tying together the visual look and feel of our brand. This creates consistent visual representation for our messages across all our collaterals.

We primarily use **Proxima Nova** for titles, headers, and subtitles; **Roboto** is mainly used for body copy.

### Header

# Proxima Nova

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo  
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1234567890!@#\$%

Proxima Nova Regular  
Proxima Nova Semibold  
Proxima Nova Bold

### Body Copy

# Roboto

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1234567890!@#\$%

Roboto Regular  
Roboto Bold

**H1**

Proxima Nova Bold

**Your credit card  
accepted everywhere**

**H2**

Proxima Nova Semibold

**Easily use your card to make and  
receive payments**

**Body copy**

Roboto Regular

Are you a small business owner or an entrepreneur? With ipaymy you can easily use your personal or business credit cards to pay your business expenses too.

# Visuals



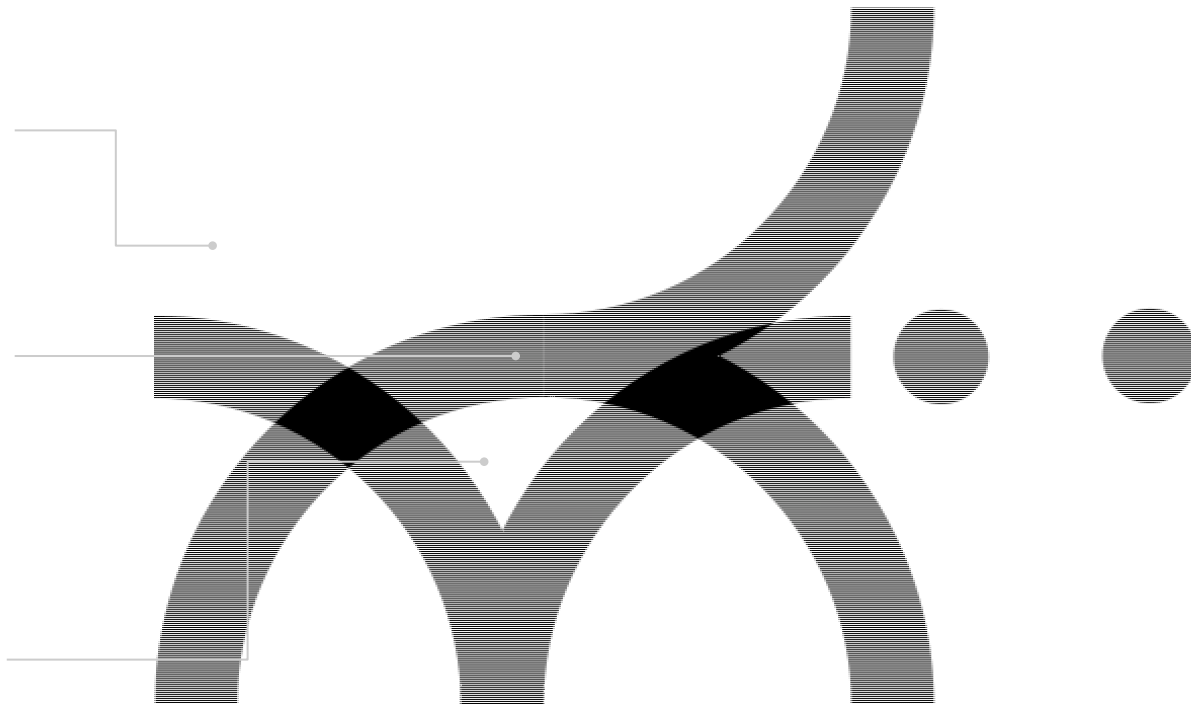


## 04 Visuals: Distinct Brand Asset

The smooth flow of movement between segments symbolizes ipaymy's comprehensive all-in-one solution for business that effectively and intelligently optimise cash flow management and modernity of the ipaymy.

The snapping connection between the segments also showcases strong stability and structure at the back end that's connected which we can't necessarily see, which symbolizes ipaymy's reliability and trustworthiness.

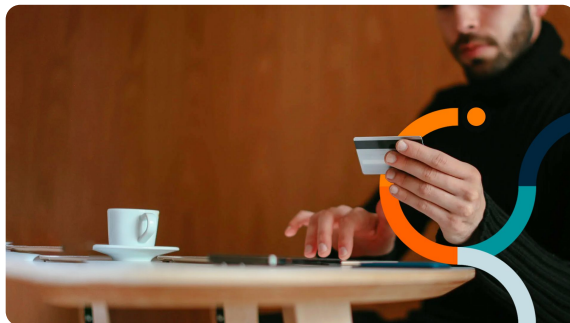
Flow is also flexible and allows you to connect branches which showcases ipaymy being future-forward by continually evolving and adapting to latest technology and practices.



## 04 Visuals: Distinct Brand Asset Application



Our Distinct Brand Asset (DBA) is applied across all collaterals for greater expression of our brand identity. Variations of the DBA are paired here with the logo and imagery.



## 04 Visuals: Iconography



Automation



Bank



Binance



Bitcoin



Bitcoin Lightning



Buyer



Cards



Collections



Corporate



Digital Cashflow



Discount



Ethereum



Invoice



Money (Digital)



Money Transfer



On Time



Invoice Paid



Payment Processing



Payment



Receipt



Received Payment



Reward



Secure



Seller



SME



Tether



USD Coin



Virtual Card



Wallet (Digital)



Wallet

## 04 Visuals: Iconography (Reversed)



Automation



Bank



Binance



Bitcoin



Bitcoin Lightning



Buyer



Cards



Collections



Corporate



Digital Cashflow



Discount



Ethereum



Invoice



Money (Digital)



Money Transfer



On Time



Invoice Paid



Payment Processing



Payment



Receipt



Received Payment



Reward



Secure



Seller



SME



Tether



USD Coin



Virtual Card



Wallet (Digital)



Wallet

## 04 Visuals: Imagery

The key imagery will center around SMEs and businesses, models wearing corporate attire or semi-formal attire, and usage of laptops/tablets to effectively communicate that ipaymy is targeted towards SMEs and businesses.

It is important to note that any images featuring people should have a natural, authentic feel, capturing a slice of real-life scenarios to resonate with our audience. Avoid use of models or images that are too informal or casual in setting and attire.





ipaymy

**Are you a small  
business owner  
or entrepreneur?**

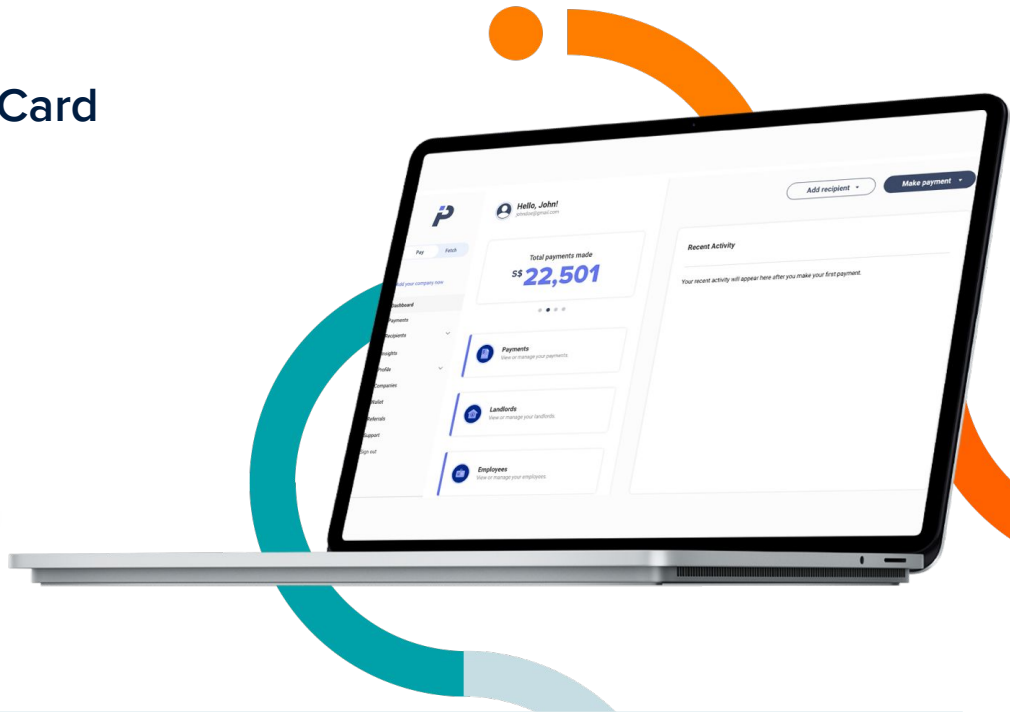
With ipaymy you can easily use  
your personal or business credit  
cards to pay your business  
expenses too.



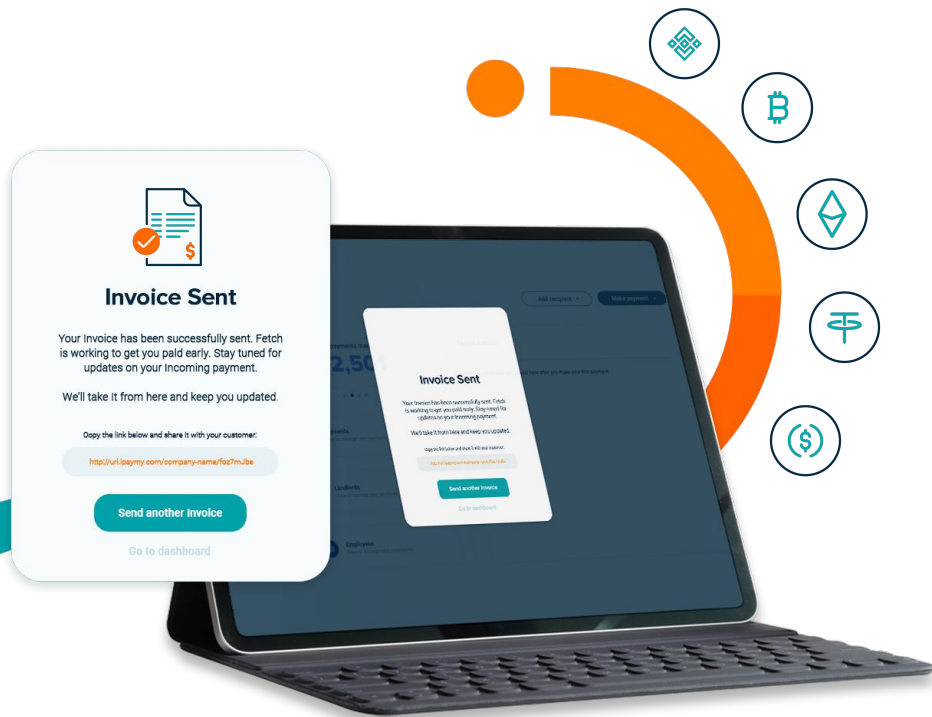


Credit Card

Fetch UI



## 04 Visuals: Graphic Assets



Invoice Sent



## 04 Visuals: Deck Template



## 04 Visuals: Print Collaterals





# Thank You

For more information, please contact the ipaymy team.

