

trustap

Media Kit

Trust in every transaction.

Trustap is a payment protection platform built on a simple belief: every transaction should be safe for everyone involved.

Our mission is to make every transaction safe and profitable by creating a trustworthy digital environment for marketplaces and ecommerce platforms worldwide. Through secure fund-holding, dispute prevention, and seamless checkout experiences, we empower merchants to thrive and instil the confidence needed for marketplace buyers and sellers to transact without prior trust.

Trustap is headquartered in Cork, Ireland, with offices in Dublin, Barcelona, Zagreb and New York

Conor Lyden —
Founder and CEO at Trustap



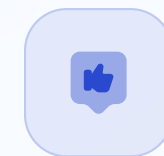
Let's tell the story together.

Whether you're announcing a partnership, pitching to press, or creating content, Trustap's marketing team is here to help you get it right.



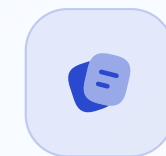
Press Release Review

We'll review and refine your announcements before they go out.



Social Media Engagement

Tag us and we'll amplify your posts to our network.



Marketing Templates

Ready-to-use templates for social, email, and blog announcements.



Best Practices Advice

Expert guidance on messaging Trustap's value to your audience.



Co-Marketing Opportunities

Collaborate with us on campaigns, features, and joint content.

Marketing & Press Support: marketing@trustap.com

Logotype

Trustap logo

The logo's deep blue color symbolizes trust and security, aligning with the brand's mission to provide safe and dependable solutions. Consistent use of the logo across all platforms and marketing materials is essential to maintain brand recognition and integrity. The logo should always be displayed as a unified wordmark without modifications.

Minimum print size

The minimum recommended use size of the logo on printed materials must not be less than 50 mm.

Minimum digital size

The minimum recommended use size of the logo on digital media must not be less than 130 px.

[Download the Trustap logo](#)

The trustap logo



trustap

wordmark

minimum size



trustap

130px



trustap

50mm

Logotype

Some logo don'ts

In case you're curious, here are some examples showing how not to use the trustap logo.

To make sure you always correctly reproduce the logo, just follow the tips in this guide.



Don't rotate



Don't box in the logo



Don't distort



Don't use drop shadow



Don't change the colours



Don't use a stroke around the logo

Colours

Primary colours

Our brand's primary colour palette is built around four core colors that reflect our identity and values.

White:

It allows our other colors to stand out and ensure readability and focus across all brand materials.

Deep Blue:

Our primary brand color, symbolizing trust, stability, and professionalism. This vibrant blue establishes a strong visual presence, creating a sense of reliability and confidence.

Soft Lavender:

It adds a sense of approachability and balance, complementing the more intense colors while contributing to a visually appealing, friendly brand image.

Dark Charcoal:

Our grounding color provides depth and contrast to the overall palette. It enhances readability when used with lighter colors.

White

HEX: #FFFFFF
RGB: 255 255 255
CMYK: 0 0 0 0

Deep Blue

HEX: #2949CE
RGB: 41 73 206
CMYK: 92 82 0 0
PANTONE: 2728 C

Soft Lavender

HEX: #d7ccfb
RGB: 215 204 251
CMYK: 14 22 0 0
PANTONE: 263 C

Dark Charcoal

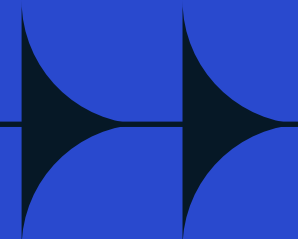
HEX: #061826
RGB: 6 24 38
CMYK: 88 75 56 71
PANTONE: 296 C

01



Social Templates

trustap



Logotype

Partnership lockup

Our partners are essential to our success, and the partner lockup serves as an effective way to showcase these valuable relationships.

Use the height of the “t” letter as your clear space between the logos and divider.

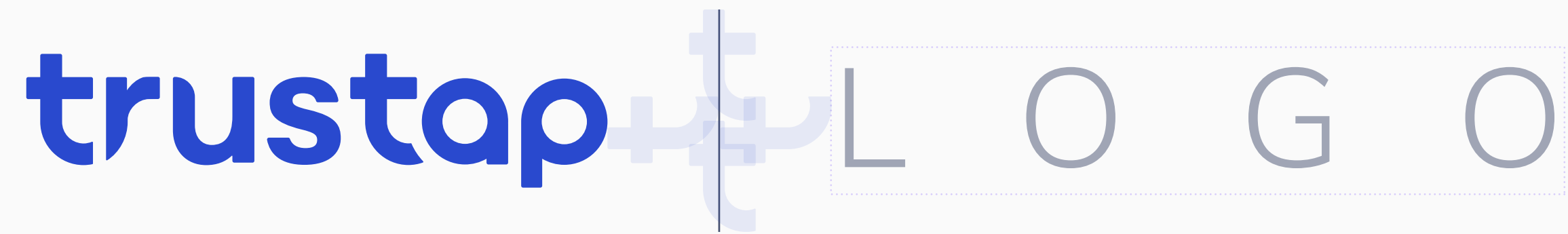
The divider should be double the height of the “t” letter.

Stroke thickness = 1pt

Colour=#465070

Both logotypes should look visually equal in size.

The recommended clear space must never be reduced, but it can be increased. The lockup can be extended with multiple partner logotypes to the right.



Partner Announcement Template

[Download template](#)

Light Background



Partner Announcement Template

Light Background

trustap

L O G O

Partner Announcement Template

Dark Background, white logo

trustap

L O G O

Marketing & Social Content 17

Not a copywriter or social media expert? Don't worry, we've got your back...

Here are some helpful examples to get you started on thinking about announcing your partnership with Trustap. Please note these are guidelines only, please edit to align with your business and to ensure the messaging resonates with your audience.

Pre-launch: [Email](#) / [Social copy](#)

Launch Day: [Email](#) / [Social copy](#) / [Blog](#)

Press Release support

When mentioning your partnership with Trustap in a social media post, be sure to tag us! Don't forget to follow us to stay updated on all the latest Trustap news and updates.

LinkedIn: [@Trustap](#)

X: [@TrustapPayments](#)

Facebook: [@Trustap](#)

Instagram: [@trustappayments](#)

trustap

Trust in Every Transaction.

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