



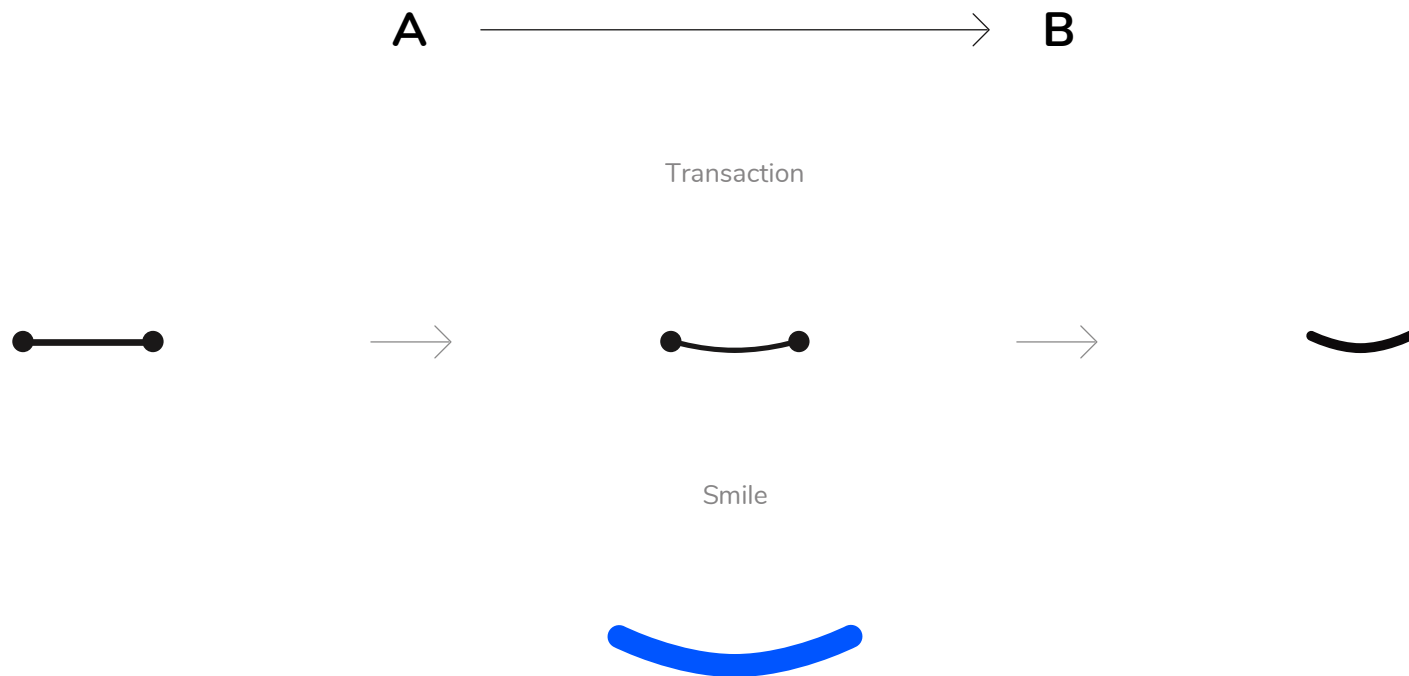
payme.sk branding manual

version 1.0

00 Contents

01 Basic idea	3
02 Basic branding	4
03 Product icon	6
04 Safe zones	8
05 Colours	10
06 Typography	11
07 Bad use of brand	13
08 Visuals	14

01 Basic idea



The idea of the logo comes from the straight line of “transaction” drawn from subject A to B, which is bent by payme to create a “smile”

02 Basic branding

payme.sk


payme


pay
me


p


02 Basic branding



payme

The logo consists of the word "payme" in a white, lowercase, sans-serif font. Below the text is a white curved line, resembling a smile, that starts under the 'a' and ends under the 'e'.



payme

The logo consists of the word "payme" in a blue, lowercase, sans-serif font. Below the text is a blue curved line, resembling a smile, that starts under the 'a' and ends under the 'e'.



payme

The logo consists of the word "payme" in a black, lowercase, sans-serif font. Below the text is a black curved line, resembling a smile, that starts under the 'a' and ends under the 'e'.



payme

The logo consists of the word "payme" in a white, lowercase, sans-serif font. Below the text is a white curved line, resembling a smile, that starts under the 'a' and ends under the 'e'.

02 Basic branding



pay
me

The logo consists of the words "pay" and "me" stacked vertically in a white, lowercase, sans-serif font. Below the text is a white curved line, resembling a smile or a checkmark.

pay
me

The logo consists of the words "pay" and "me" stacked vertically in a blue, lowercase, sans-serif font. Below the text is a blue curved line, resembling a smile or a checkmark.

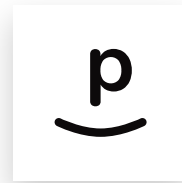
pay
me

The logo consists of the words "pay" and "me" stacked vertically in a black, lowercase, sans-serif font. Below the text is a black curved line, resembling a smile or a checkmark.

pay
me

The logo consists of the words "pay" and "me" stacked vertically in a white, lowercase, sans-serif font. Below the text is a white curved line, resembling a smile or a checkmark.

03 Product icon



04 Safe zones

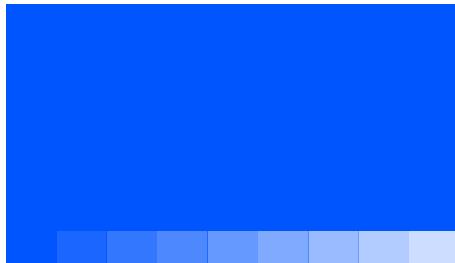


Safe zone of the basic logo symbol

04 Safe zones



05 Colours



Blue smile

Main product colour

RGB 0/85/255

HEX #0055FF

PANTONE Process Blue

CMYK 100/50/0/0*

*On all printed materials please use primary PANTONE colour, CMYK print cannot exactly provide such a rich colour, so use CMYK only as a limited exception (f.e. small productions)



Just White

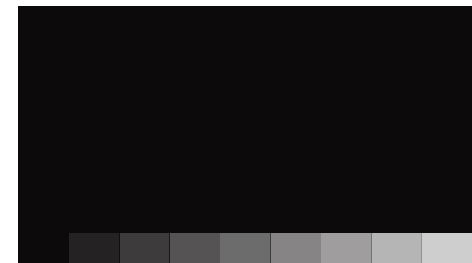
Backgrounds or as a negative colour

RGB 255/255/255

HEX #FFFFFF

PANTONE White

CMYK 0/0/0/0



Dark smile

Use it for default text

RGB 13/10/11

HEX #0D0A0B

PANTONE Black

CMYK 0/0/0/100

Nunito Family

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

(ěščřžýáíé) 0123456789

Available typefaces (*please avoid using):

Nunito ExtraLight

Nunito Light

Nunito Regular

Nunito SemiBold

Nunito Bold

Nunito ExtraBold

Nunito Black*

The primary font is used on all unique print or digital materials such as website, except for standard MS Office documents or e-mail platform (system font only)

06 Typography

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

(ěščřýáíé) 0123456789

Available typefaces (*please avoid using):

Arial Regular

Arial Bold

Arial Black*

Arial Narrow*

Arial Narrow Bold*

07 Bad use of brand



Never rotate the logotype!



Never use other colours!



Never use colour logotype on the not-adjusted photo!



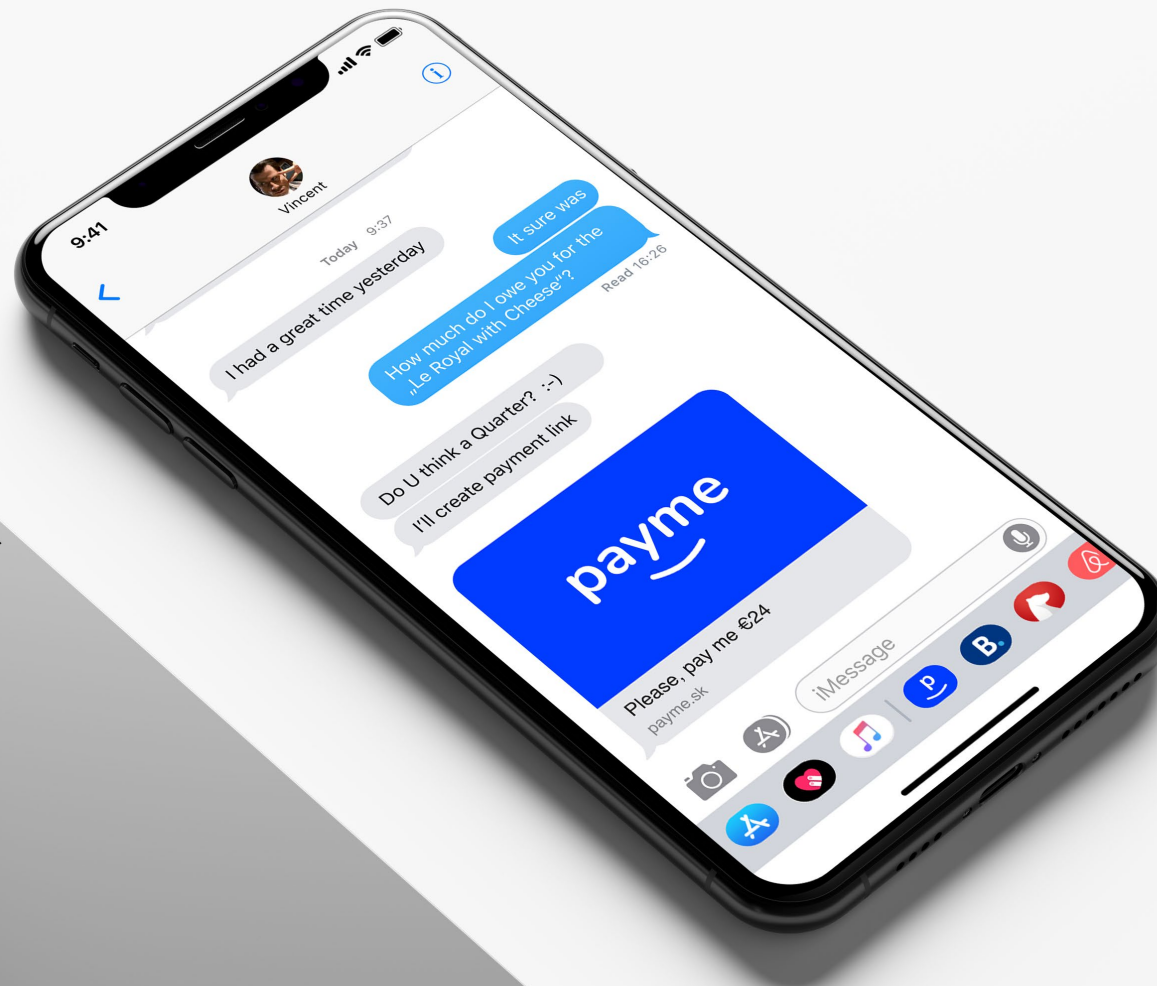
Never use the logotype without a smile!

Bad examples how not to use the brand on any materials

08 Visuals



Large app icon showcase



08 Visuals

payments
made with
a smile :-)

easy URL payments with

payme.sk

BELVEDERE
ROAD SE1

Promo billboard showcase

created by
loudmark

