# Brand Guidelines

Using our brand identity

payright

# Contents

# Welcome!

Welcome to Payright's brand guidelines. Here you'll find everything you need to know about how to use the Payright brand; the do's and dont's for how it all looks, and details on how we tell people who we are and what we do.

Using our brand correctly and consistently is extremely important to us, so we ask that you check and stick to these guides when speaking about Payright.

Grab a hot drink, a snack, and let's go!

# Toolkit

There's more to our brand than just a logo. It's a bunch of different things, including colours, type, brand assets, the images we use and even the way we speak. All together, these show our personality and what Payright stands for. Using everything in our brand toolkit consistently makes it easier for people to recognise us and builds their trust.

Here's what's in our toolkit.
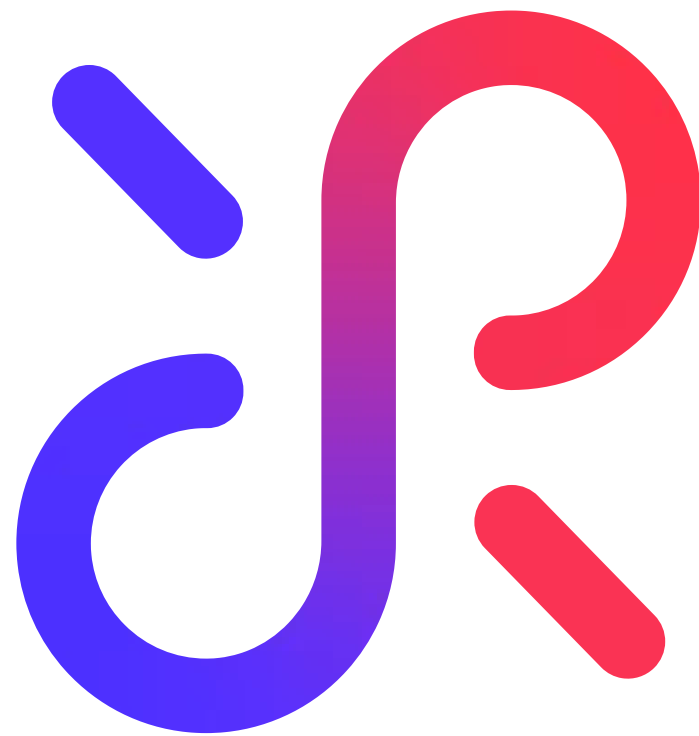
Logo



Colour
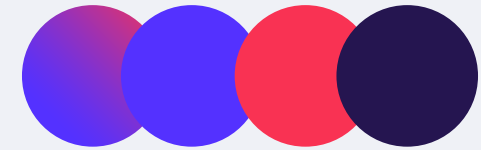


Type

Let's go

Devices

Logo

# Logo
## Our logo

**Our logo has two main parts: the Infinity symbol and our Wordmark. It represents infinite solutions, opportunity, and excitement.**

Logo

| Infinity symbol | Wordmark |

# Logo
## Our logo

**Our logo comes in six colour ways, depending on how it's being used.**

**Primary Logo**
The primary logo lockup is the preferred version of our logo. Use this version of the Payright Logo whenever possible.

**Corporate Logo**
Used in corporate settings such as on letterhead and invoices. We use this on pale backgrounds.

**Secondary logos (used on rare occasions)**
**Mono**
Used when production of third-party guidelines don't allow colour.

**Top Tip**
Do not use logo with tagline. The 'buy now pay later' message should be clear in headline or copy that accompanies the logo.

**Primary Logo Lockup**



**Corporate Logo**
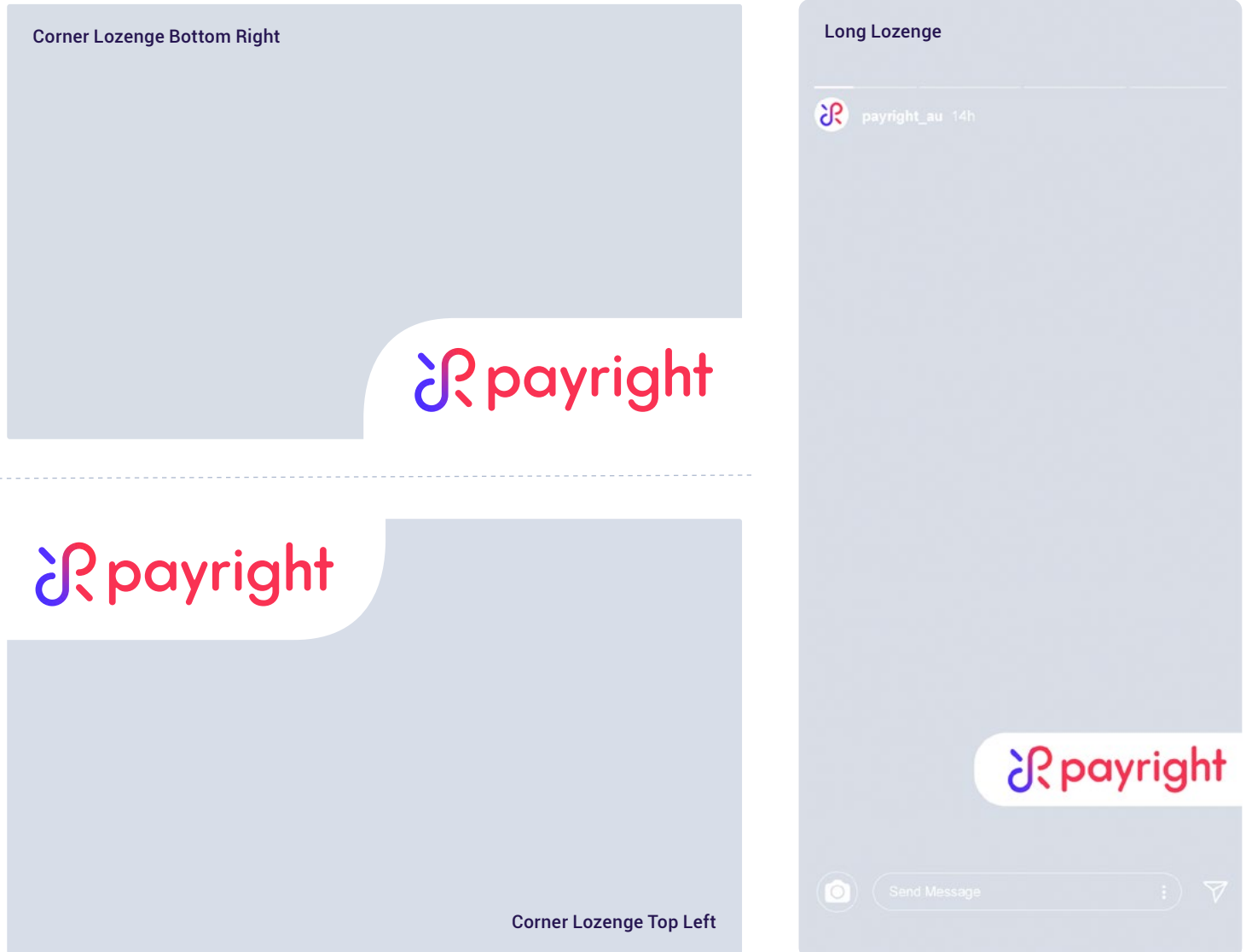


**Mono on Negative**

# Logo
## Lozenge Lock Up

**Our primary logo lock up comes in two different layouts: the Corner Lozenge and the Long Lozenge. The Corner Lozenge is the preferred option.**

**Corner Lozenge**
The Corner Lozenge should always be placed in the corner, either on the bottom right or on the top left of the artwork. This is the preferred option

**Long Lozenge**
If using the Corner Lozenge means that the Payright logo cannot be clearly seen, or that there will not be enough clear space around it, the Long Lozenge can be used instead. The Long Lozenge should always be anchored to the either the left or the right side of the artwork, but never to the top or the bottom.

Corner Lozenge Bottom Right

Long Lozenge

payright_au 14h

payright

payright

Corner Lozenge Top Left

payright

Send Message

# Logo
## Usage

**In short, legibility is key. So always follow these two rules.**

**Clear Space**
Make sure there is at least the X height of our wordmark around the logo at all times.

**Minimum Size**
For print, our minimum logo width is 25mm. For digital, it's 75px.

### Clear Space



P=X

### Minimum Size

**Print**



25mm

**Digital**



75px

# Logo
## Lozenge Usage

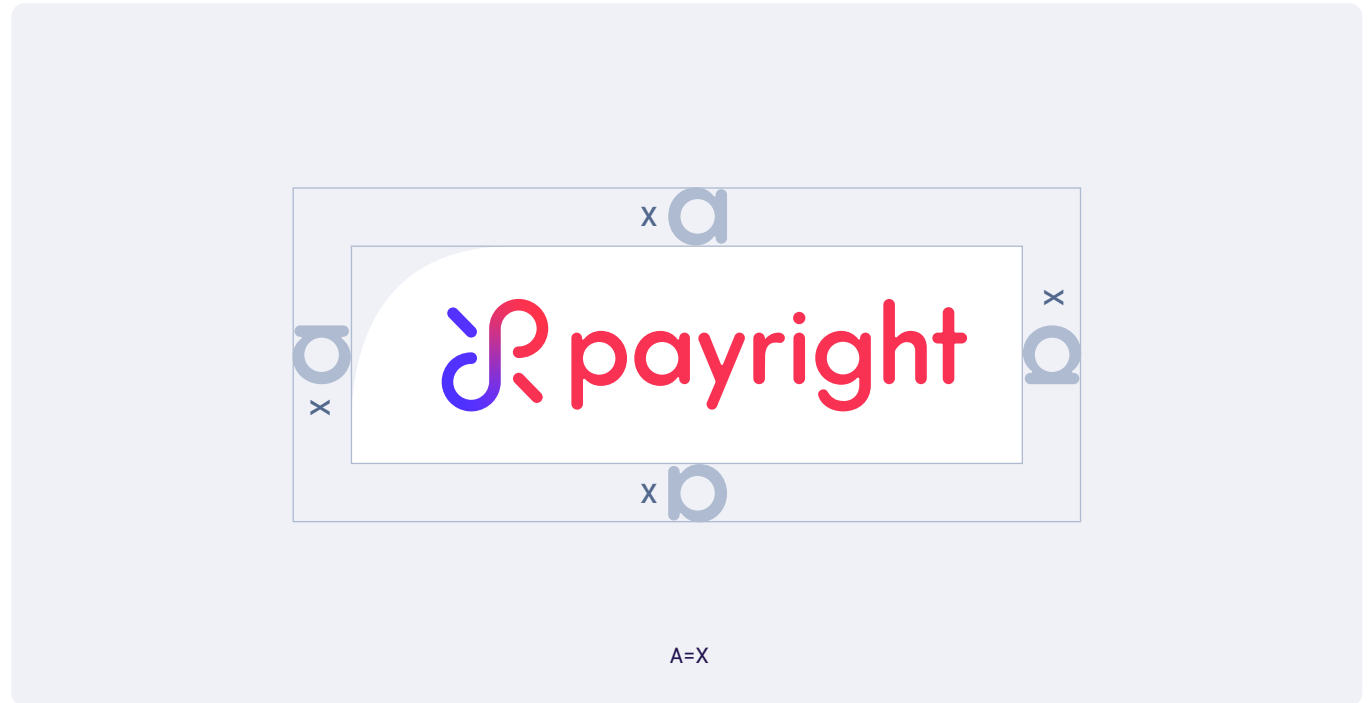**In short, legibility is key. So always follow these two rules.**

**Clear Space**
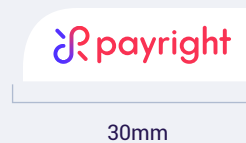Make sure there is at least the X height of our wordmark around the logo at all times.

**Minimum Size**
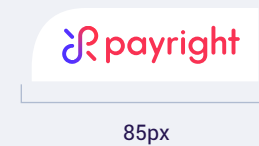For print, our minimum logo width is 30mm. For digital, it's 85px.

## Clear Space

x a

x a

x d

x p

A=X

## Minimum Size

### Print

30mm

### Digital

85px

# Logo
## Co-Branding

**If we are working on a co-branded promotion with you, we may need to lock our logo up with your logo. In these instances, balance and consistency are key. Because all our valued Partners have different sizes and shapes for their logos, we avoid using them in the Lozenge Lock up, and instead use layouts such as the examples to the right.**

**Horizontal partner logos**
When partner logos are wider than they are tall, align them centrally with the Payright logo. Ensure the height of the logo is 80% of the Payright logo.
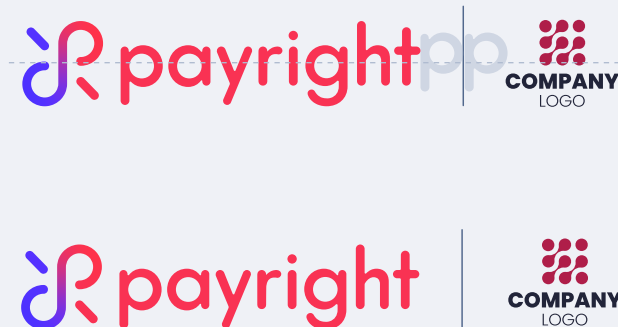
**Vertical partner logos**
When partner logos are taller than they are wide, align them centrally with the Payright logo. Ensure the height of the logo is 90% of the Payright logo.

**Fixed Horizontal**



**Fixed Vertical**

# Logo
## Things to avoid

**Here are some things to avoid when using our logo:**



X Don't put our logo on any of our secondary colours.



X Ensure there is always a gradient presence with the logo or BG.



X Ensure all elements of the logo are present and balanced.



X Don't manipulate the logo in any form.



X Don't change the colour of our logo outside of the supplied assets.



X Don't skew the logo in any way.



X Don't apply the logo in low contrast situations



X Don't apply drop shadows or similar effects



X Don't apply the logo over complex backgrounds or images that diminish the presence of the logo

# Colour Palette

# Colour
## Overview

**Payright colours are future facing, selected to be bright, energetic, and fun, just like our customers.**

Our primary colour palette consists of the Payright Gradient, Ultraviolet, Raspberry and Eggplant.

GRAPE

GRADIENT

ULTRAVIOLET

RASPBERRY

EGGPLANT

TEAL

GRAPE

GREY 1

GREY 2

GREY 3

GREY 4

# Colour
## Breakdown

**Primary Colour**
Our primary colour – and what we want to be recognised for – is the Payright Gradient. This gradient is taken from our logo and forms the majority of the colours that we use in our communications.

**Secondary Colours**
Our secondary colours are present in our logo and gradient. They are used in communication across the board as well, however they are used as supportive colours to help navigation and call out information, such as in call to action buttons, bubble assets, and copy.

**Tertiary Colours**
These colours are to be used sparingly, and only as accents, such as when there are detailed charts or all colours have been used and exhausted.

**Neutral Colours**
These colours are used to break up layouts and to create subtle depth.

### TOP TIP
You may notice our CMYK differs in tone to our RGB colours. These colours have been selected based on how they look when used in an asset. Ensure you are using the appropriate colour breakdown listed on this page for your asset.

For example, when creating a digital only asset, use **HEX** or **RGB**. When creating a print asset, use the **CMYK** breakdown.

## Primary Colour

PAYRIGHT GRADIENT
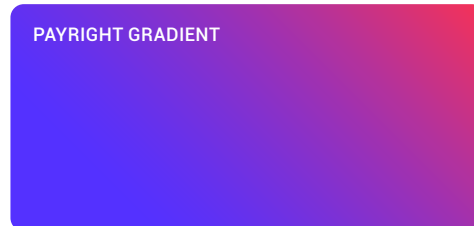
## Secondary Colours

**ULTRAVIOLET**

CMYK: 91/73/0/0
RGB: 84/49/255
HEX: #5431FF

**RASPBERRY**
PMS: 1785C / 1785U
CMYK: 0/97/55/0
RGB: 249/50/83
HEX: #F93253

**EGGPLANT**
PMS: 274C / 2765U
CMYK: 93/97/23/42
RGB: 36/0/80
HEX: #240050

## Tertiary Colours

**TEAL**
PMS: 319C / 2226U
CMYK: 61/0/23/0
RGB: 68/207/210
HEX: #44CFD2

**GRAPE**
PMS: 2077
CMYK: 74/95/0/0
RGB: 137/53/192
HEX: #8935c0

## Neutral Colours

**GREY 1**
CMYK: 4/3/1/0
RGB: 239/241/246
HEX: ##EFF1F6

**GREY 2**
CMYK: 14/8/4/0
RGB: 215/221/231
HEX: #D7DDE7

**GREY 3**
CMYK: 31/20/9/0
RGB: 175/187/208
HEX: #AFBBD0

**GREY 4**
CMYK: 75/58/26/6
RGB: 82/104/141
HEX: #52688d

# Colour
## Gradient

**Gradients help create a sense of mood and occasion. They can be used for all parts of the brand aside from our everyday retail offers.**

We use a linear gradient from point A to B. With our colour gradient split 60/40 in favour of Ultraviolet.

Remember our gradient is always the hero, so should be most prominent in all communications.

### Digital Gradient Colours
Ultraviolet: RGB: 84/49/255
Raspberry: RGB: 249/50/83

**ULTRAVIOLET**
RGB: 84/49/255
HEX: #5431FF

**RASPBERRY**
RGB: 249/50/83
HEX: #F93253

### Print Gradient Colours
Ultraviolet: RGB: CMYK: 76/85/0/0
Grape: CMYK: 74/95/0/0
Raspberry: CMYK: 0/97/55/0

**ULTRAVIOLET**
CMYK: 91/73/0/0

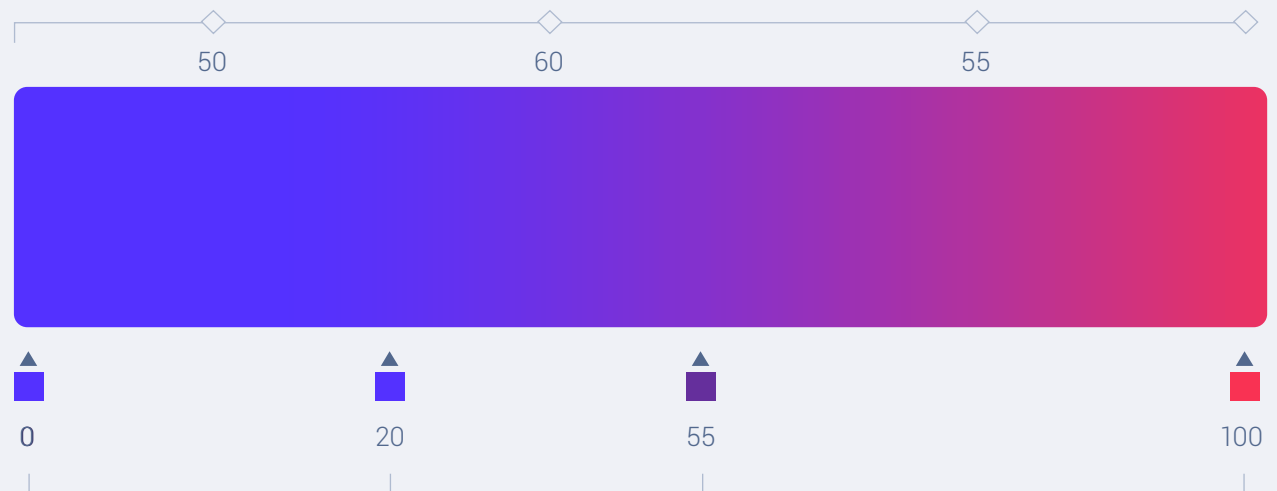**GRAPE**
PMS: 2077
CMYK: 74/95/0/0

**RASPBERRY**
PMS: 1785C / 1785U
CMYK: 0/97/55/0

## Digital

60

0          20                    100

## Print

50          60          55

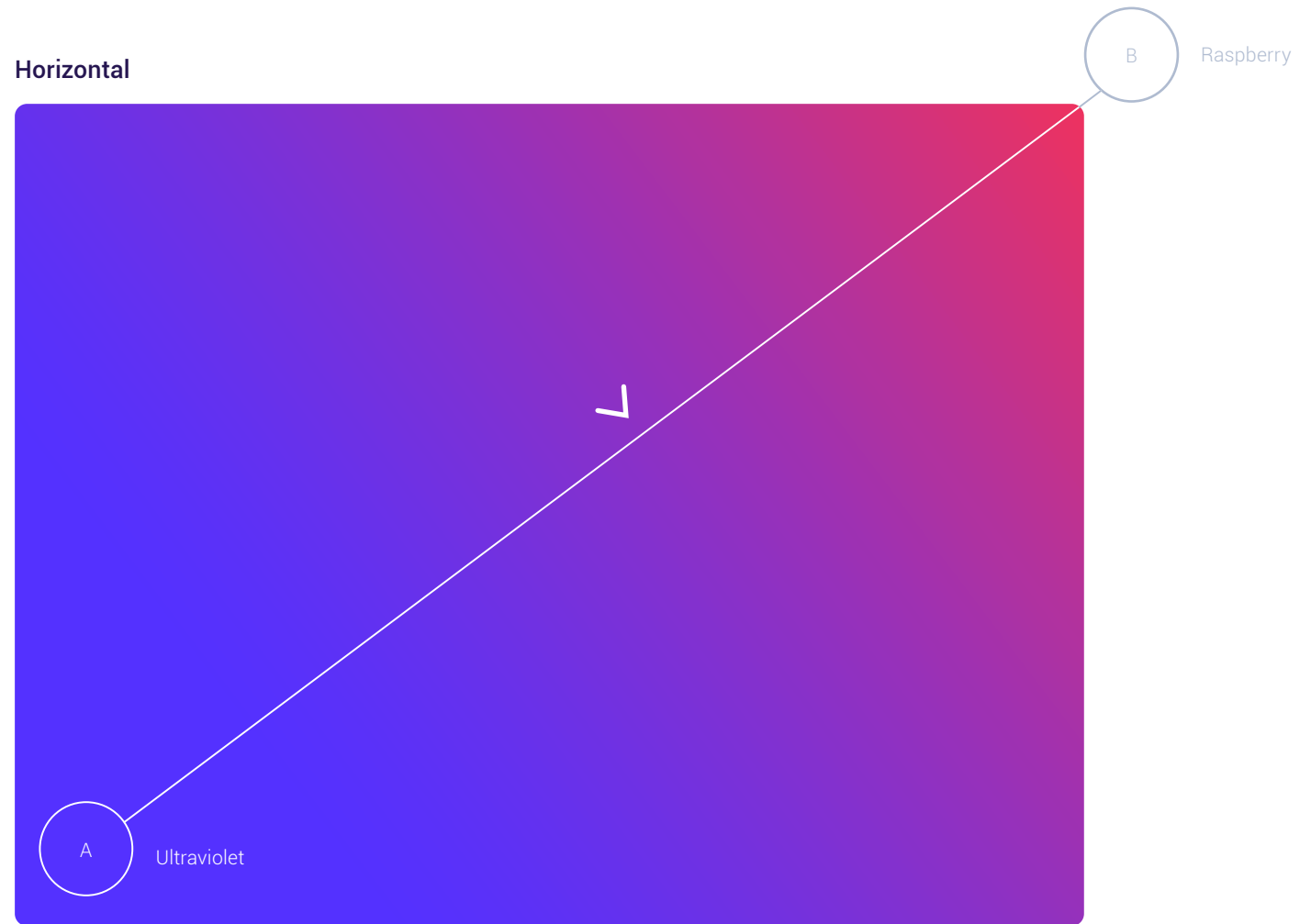0          20          55          100

# Colour
## Gradient Application

**We use a linear gradient from Point A to Point B with our colour gradient split 60/40 in favour of Ultraviolet.**

In horizontal and square applications, point A to point B is at a 45° angle. We overshoot point B past the top right corner to ensure our Raspberry does not get too bright.

**Horizontal**



B    Raspberry

A    Ultraviolet

# Colour
## Gradient Application

**We use a linear gradient from Point A to Point B with our colour gradient split 60/40 in favour of Ultraviolet.**

In horizontal and square applications, point A to point B is at a 111° angle. We overshoot point B past the top right corner to ensure our Raspberry does not get too bright.

**Vertical**



A — Ultraviolet

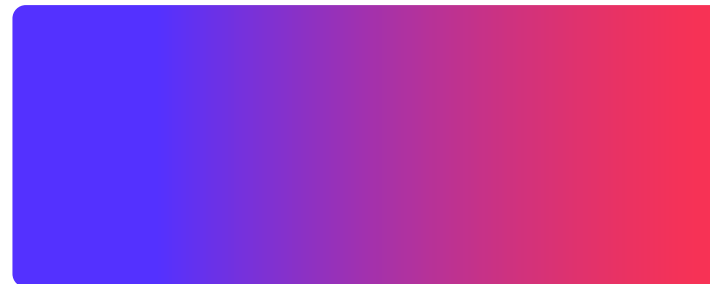B — Raspberry

# Colour
Things to avoid

Gradients can be easy to overcook. Following the guides opposite will help ensure we remain consistent and on brand at all times.

X Ensure the Ultraviolet is at 60%.

X Don't vary the use of gradient.

X Don't change the orientation of the gradient.

X Don't use a radial gradient.

X Don't use other brand colours in the gradient.

X Don't use dark oppressive colours in the gradient.

Type

# Typeface
## Overview

Our primary typeface is
**Quicksand.**

# ABC ~ QUICKSAND

Our secondary typeface is
**Roboto family.**

# abc ~ Roboto family

# Type
## Primary Typface

Our primary typeface is Quicksand.

It injects a sense of fun and vibrancy to everything that we do. Using this font brings our brand idea 'Unbank Yourself' to life. Would you see this font on a bank? We bet you probably won't!

**Download Quicksand**

**Quicksand Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890- !@$%&*()**

**Quicksand Semi-bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 -!@$%&*()**

Quicksand Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890- !@$%&*()

Quicksand Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 -!@$%&*()

Quicksand Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890- !@$%&*()

# Type
## Secondary Typface

Our secondary typeface is the Roboto family and used for large amounts of texts such as Terms and Conditions, and body copy in Pitch Decks and Reports. It has a large family for family for long form documents, and legal needs.

### Weights
As a rule, we use Roboto Light and Regular as our as our secondary typefaces. Italics should not be used.

### System Font
Arial is our system font. It is primarily used for email and is also our substitute for when Quicksands and Roboto is not available due to licensing or compatibility.

**Download Roboto**

**Secondary Typeface**

**Roboto Bold**
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**
**abcdefghijklmnopqrstuvwxyz**
**1234567890 !@$%&*()**

**Roboto Medium**
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**
**abcdefghijklmnopqrstuvwxyz**
**1234567890 !@$%&*()**

Roboto Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@$%&*()

Roboto Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@$%&*()

**System Font**

**Arial Bold**
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**
**abcdefghijklmnopqrstuvwxyz**
**1234567890 !@$%&*()**

Arial Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@$%&*()

Arial Narrow
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@$%&*()

# Brand
# Devices

# Brand Devices
## The pipes

**Our pipes are two lines and colours intertwining. Only one of the colours is the gradient colour and the other either raspberry or ultraviolet. Negative pipes can also be used, and can run over or through the bubble Brand Device.**

**The bends are 90°. They must be seen to flow in and out of a design with a start and finish position.**

### Gradient
When applying gradient on the line, make sure that the gradient is short to avoid muddy transition colours.

### Line thickness
On an A4 artboard to be 3.5 points. Scale up and down according to design asset sizes. All lines must be set to have rounded ends.

DEVIDER

ROUNDABOUT

GAP

CRISS CROSS

BEND
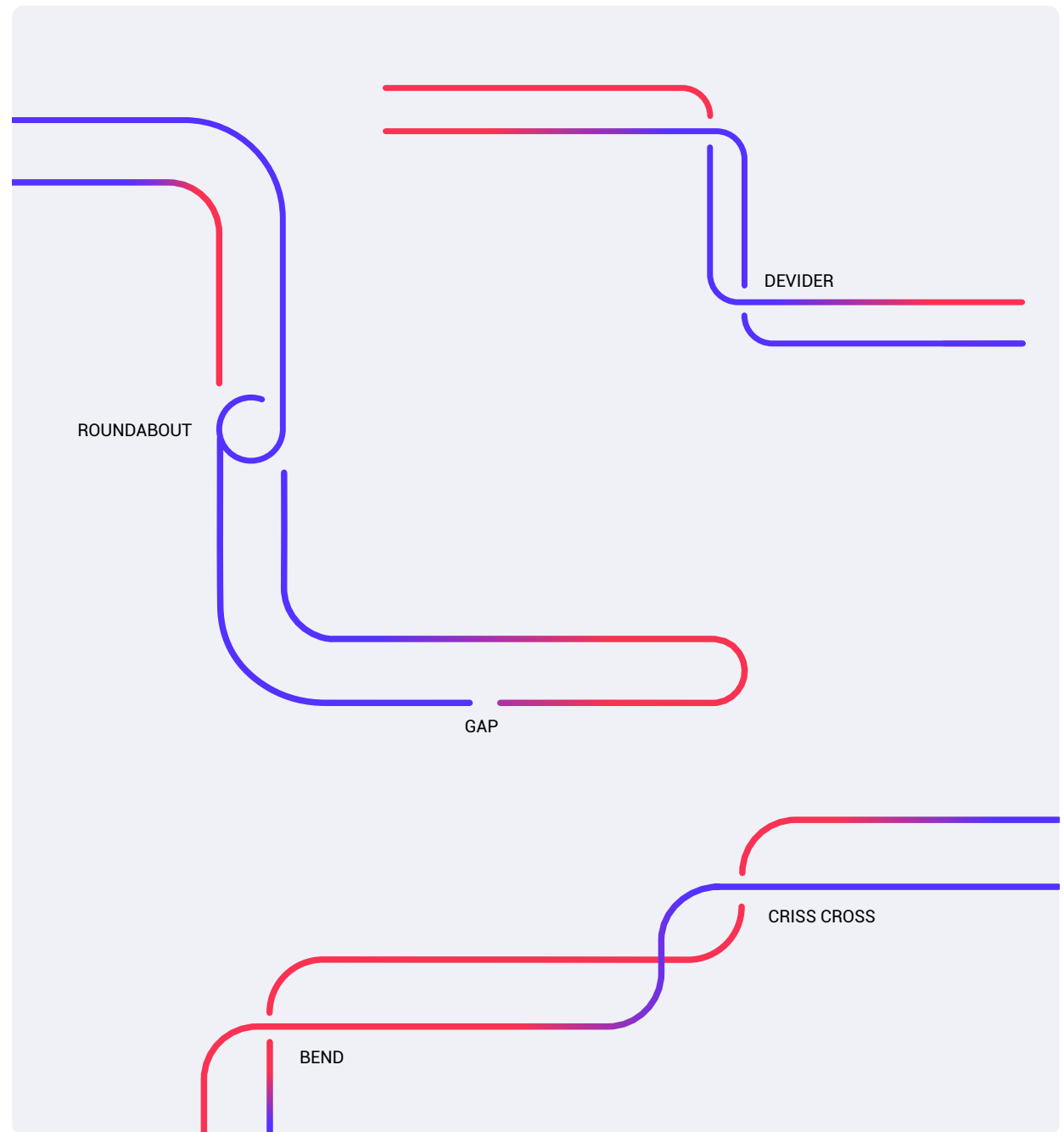
# Brand Devices
## The bubble

**The bubble is used to house imagery or call out information. Application should be clean, simple, and, most importantly, must compliment the content.**

**Placement**
Can be used in four different directions.

**Usage**
Used to house images or call out important information. Images must come out of the bubble to create extra dimension.

When using the bubble for call out text, our reversed Payright logo can be used inside this shape as oppose to the lozenge lockups.

The bubble must always be in a solid colour and not be in our gradient.

**Interaction with Pipe Device**
The Pipe device can be applied to interact with the subject in the image. It can appear to weave into or over the shape.

Receive a
Stratco gift card up to

# $1000*

when you buy now
pay later with
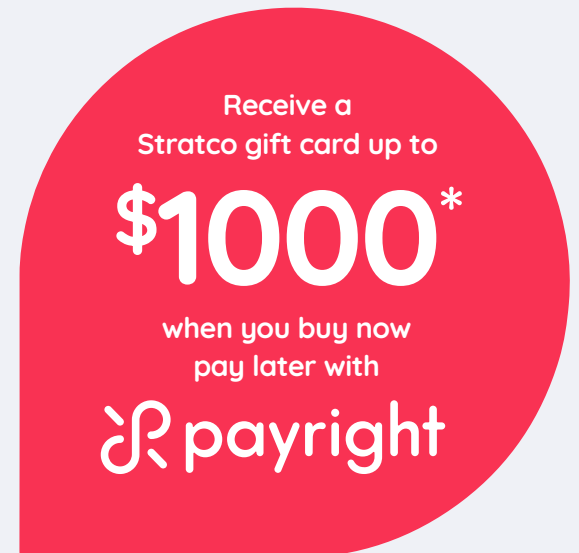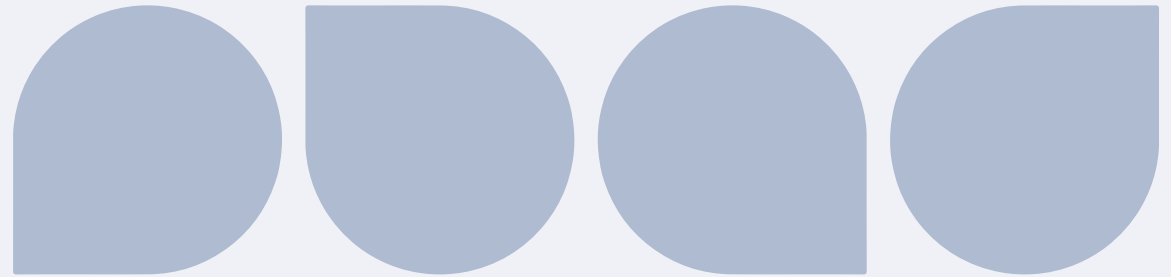
**payright**

# Thanks

**If you have any questions,
please contact the marketing team:**

marketing@payright.com.au