



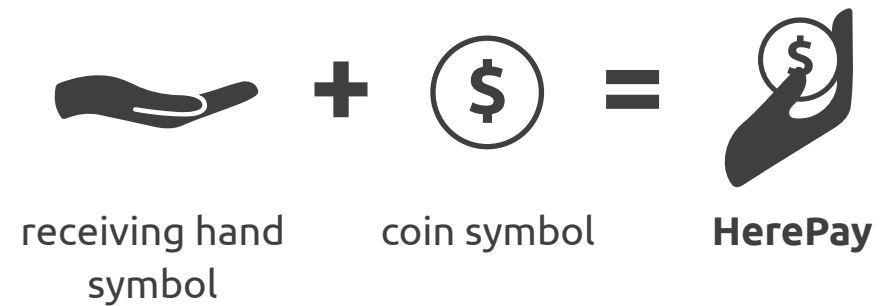
Brand Guidelines

Brand Identity Manual

Logo

Components

HerePay logo comprises of two elements which are the symbol and the logo type. The logo symbol is a combination of a 'receiving hand' icon and a coin to form a complete logo.



Logo

Logomark

Logotype



Logo

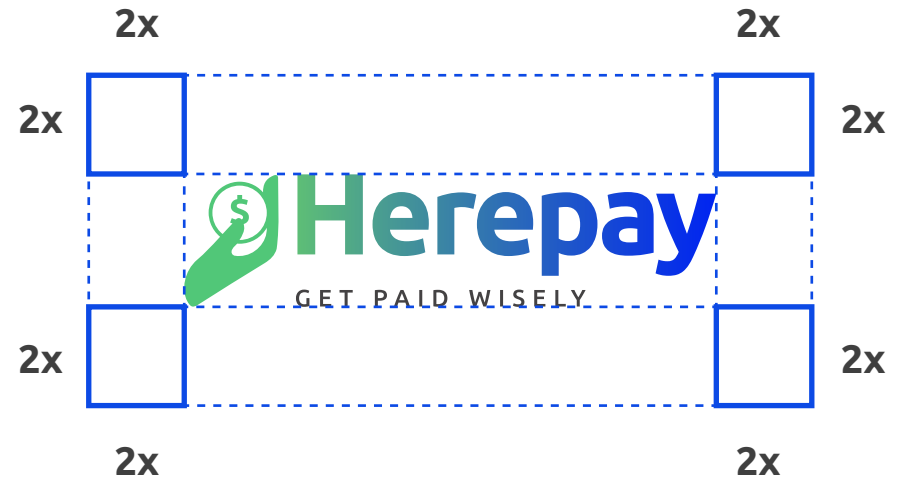
Logo

Exclusion Zone

The exclusion zone refers to the area around a logo, specifying the amount of designed clear space or containing no other graphic or text that can surround the logo.

Elements that infringe on this space will be breaking the brand guidelines.

The exclusion zone for the logo is 2x on each side of our logo.

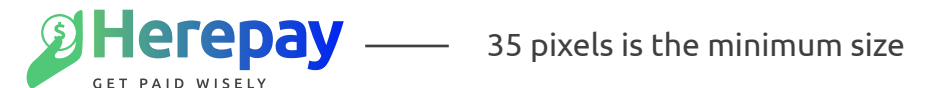


Logo

Size

To ensure visibility and legibility, logos should never be presented in sizes smaller than the requirements shown on next page.

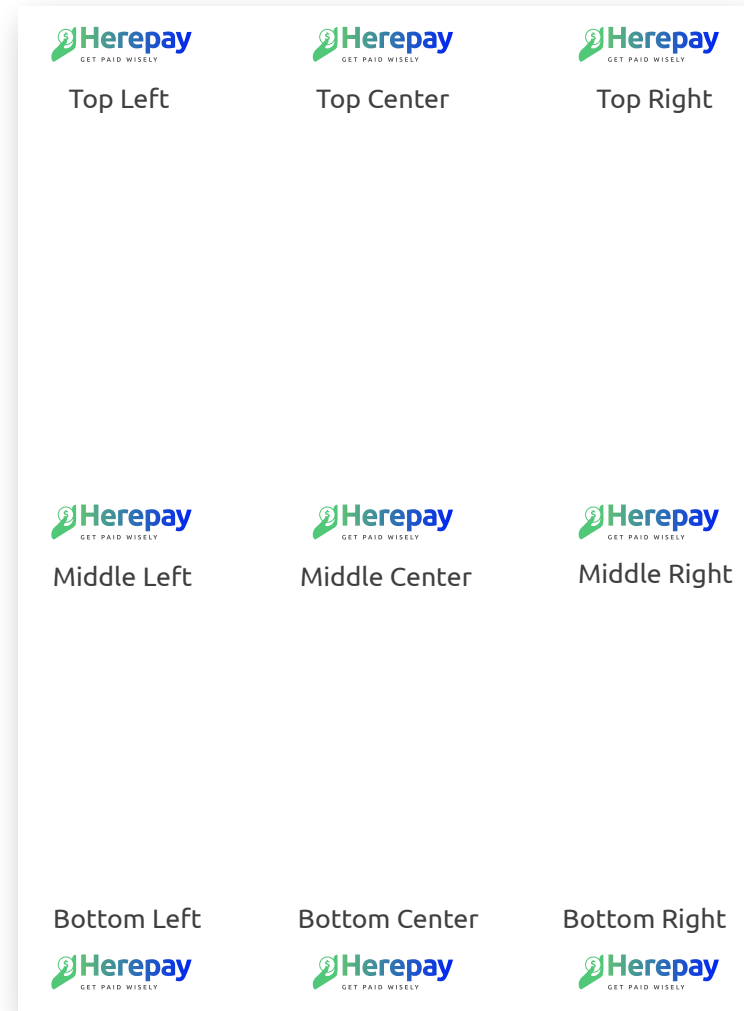
35 pixels is the lowest **minimum size** for our logo.



Logo

Placement

To ensure consistency make sure to use the logo in certain areas of every canvas or page.



Logo

Variations

The logo is available in Horizontal and Vertical.



Horizontal logo



Vertical Logo

Logo

Logo On Backgrounds

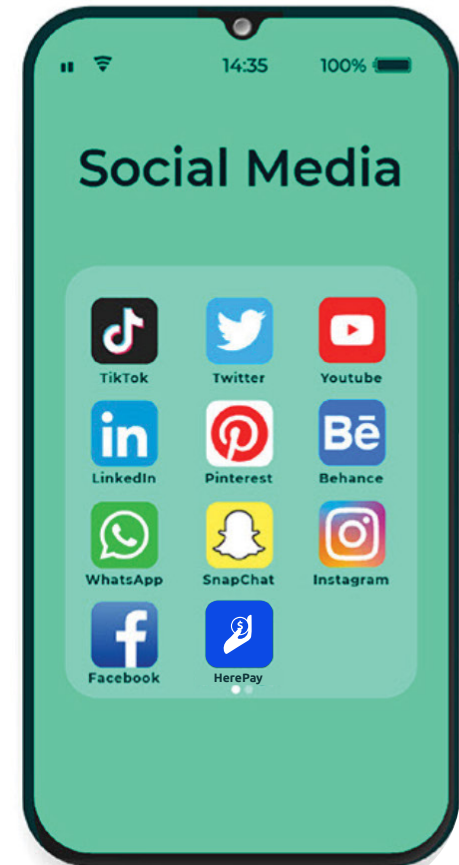
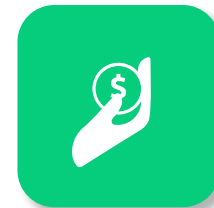
Here you will find a detailed view on how to use The **HerePay** logo on backgrounds.



Logo

Logo Icon & App Icon

Logomark is used for small scale icon



Colour Palette

About

Our colour palette consist of 3 colours following Emerald, Blue and Grey

Hex Code #51C878	Emerald	Hex Code #0C4AE5	Blue	Hex Code #444243	Dark Grey
R 81 G 200 B 120	C 64 M 0 Y 72 K 0	R 17 G 24 B 229	C 86 M 72 Y 0 K 0	R 68 G 66 B 67	C 67 M 61 Y 58 K 44
90%		90%		90%	
70%		70%		70%	
50%		50%		50%	
30%		30%		30%	
10%		10%		10%	

Typography

The Typeface Family

Only one font styles are used for the logo,
typeface family: **Ubuntu**

Ubuntu



Typography

When to Use

Ubuntu Bold is the primary font used for the logotype/logo wording

Ubuntu (Bold)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

TUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()

When to Use

Ubuntu Regular is to be used for all other forms of standard body text, ranging from: stationery, website design, brochures and all forms of general correspondence

Ubuntu (Regular)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

TUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()