



Mini BrandBook



The PayRetailers Mini Brand Book allows advertisers and journalists to create communication pieces and to implement our brand properly. In these guidelines you will find the logo as PNG and in all its versions, typographies, color guides as well as some photo examples and logo applications.

Logotype / Isotype



[Download Logotype](#)



[Download Isotype](#)

Typography

Main type ▼

Hepta

ABCÇDEFGHIJKLMNNOQRSTUVWXYZ
abcçdefghijklmñopqrstuvwxyz
0123456789.:;#@*!¿?+-()

[Download Hepta](#)

System type ▼

Arial

ABCÇDEFGHIJKLMNNOQRSTUVWXYZ
abcçdefghijklmñopqrstuvwxyz
0123456789.:;#@*!¿?+-()

[Download Arial](#)

Colour guides

P072C

C100 M80 Y0 K0
R0 G27 B169
HEX #001BA9

P123C

C0 M16 Y89 K0
R249 G195 B47
HEX #F9C32F

P2935C

C100 M60 Y0 K0
R0 G39 B249
HEX #0027F9

WHITE

- ▶ The blue P072C and the yellow P123C are the main brand-colors and will therefore predominate in the applications.
- ▶ The yellow P123C will primarily be used for details, CTAs, and differentiation elements.
- ▶ The blue P2935C will primarily be used in digital environments and as a secondary color.
- ▶ White will be used for informational content with rich text.

Photo examples



Download photos

Thank you!

Contact us ► press@payretailers.com

