



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.

»»» Logo applications



..... Wrong ✘



Correct ✔

Download logo

►►► Typography

Main
type ►

Hepta

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ABCÇDEFGHIJKLMNNOPQRSTUVWXYZ
abcçdefghijklmnñopqrstuvwxyz
0123456789.:,;#@*!¿?+-()

System
type ►

Arial

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ABCÇDEFGHIJKLMNNOPQRSTUVWXYZ
abcçdefghijklmnñopqrstuvwxyz
0123456789.:,;#@*!¿?+-()

Colour guides

PBlue072C

C100 M80 Y0 K0
R0 G27 B169
HEX #001BA9

P2935C

C100 M60 Y0 K0
R0 G39 B249
HEX #0027F9

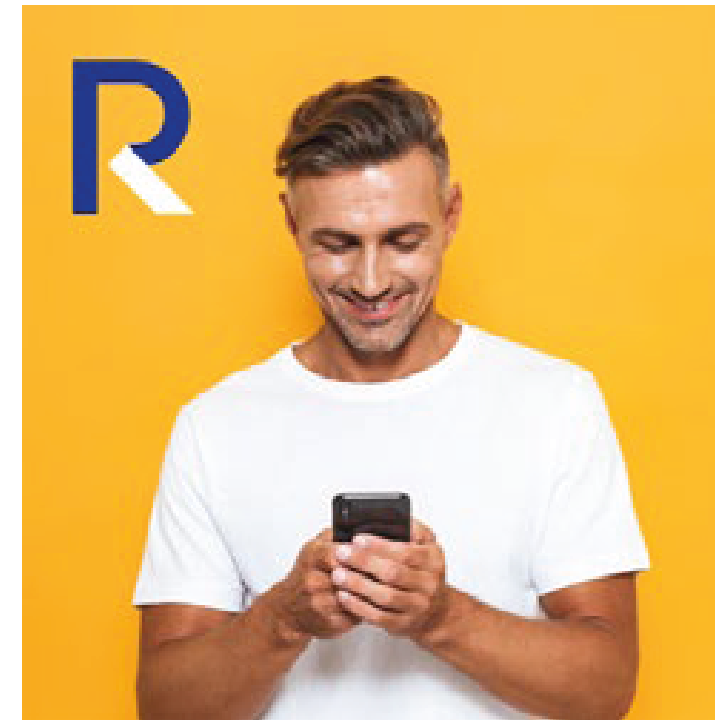
P123C

C0 M16 Y89 K0
R249 G195 B47
HEX #F9C32F

The color implementation should use the proportions of these lines.

- ▶ Blue is used for the 2 principal colors.
- ▶ White must be used in long text pieces.
- ▶ Yellow is used for details, CTAs and differentiation items.

▶▶▶ Photo examples





Thank
you

Contact us >>> press@payretailers.com