

Place & Pay

media

Brand Guidelines

01 Logo

Place & Pay

Logo variations

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Horizontal logo

This logo is our most frequently used design. It features a smaller icon size compared to the vertical version. Can be used with or without tagline.

Below, you will find a blank space that should remain free of any images or objects. Please ensure it is always kept clear.



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Vertical logo

This logo is used when we have limited horizontal space or we have a center aligned layout of design. Below, you will find a blank space that should remain free of any images or objects. Please ensure it is always kept clear.



Icon only logo

This logo is used when space is limited or for secondary branding purposes. Below, you will find a blank space that should remain free of any images or objects. Please ensure it is always kept clear.



Logo Sizes & Colors

Minimal size

To ensure your logos maintain their clarity and readability, make sure to use vertical logos at a minimum width of 80 pixels and horizontal logos at a minimum width of 145 pixels.

For icon logo it is 34 px. This will help keep your brand looking sharp and professional across all platforms.



Normal size

Logo is 250 px wide. In this case it is totally visible and readable.



Logo on different backgrounds

The main idea is to keep the contrast with the background. Do not use logo with low contrast because it will lose readability.



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Logo Do & Dont's

Don'ts of the logo

On the right are the most common mistakes to avoid when using the logo. The key principle is to maintain consistency and prevent any alterations.

Logo correct usage

To maintain a consistent brand image, the logo should be used appropriately.

Avoid altering the standard logo appearance. Ensure it remains clearly visible and maintain adequate blank space around it.

Use only the standard colors and avoid any changes.

Adjust the logo to match the text alignment; for instance, use the horizontal logo for left-aligned text, rather than the vertical one.



Do not move the icon



Do not change the color



Do not change the font



Do not change space



Do not rotate



Do not outline



Do not stretch the logo



Do not drop shadow



Do not neglect blank space

02 Fonts

Place & Pay

Font & Hierarchy

Poppins

Poppins is a popular, open-source geometric sans-serif typeface published by the Indian Type Foundry in 2014. It features clean, near-monolinear, circular letterforms, making it highly readable for both web and print, with 18, 9, or more styles ranging from Thin to Black. Supporting both Latin and Devanagari scripts, it is a versatile, modern choice for branding and headings.

Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0
! @ # \$ % ^ & * () _ + *

ExtraBold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0
! @ # \$ % ^ & * () _ + *

Poppins Bold,
38 pt

Online usage for H1

Poppins SemiBold,
22 pt

Online usage of font for H2

Poppins Bold,
14 pt

Online usage of font for H3

Poppins ExtraBold,
12 pt

Online usage of font for H4

Poppins Regular,
8 pt

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation.

Poppins ExtraBold,
48 pt

Font hierarchy global

Poppins Regular,
30 pt

Subheading are smaller and lighter

Poppins Bold,
24 pt

Smaller headings are bold but smaller in size

Poppins ExtraBold,
18 pt

Paragraph heading

Poppins Regular,
14 pt

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation.

03 Colors

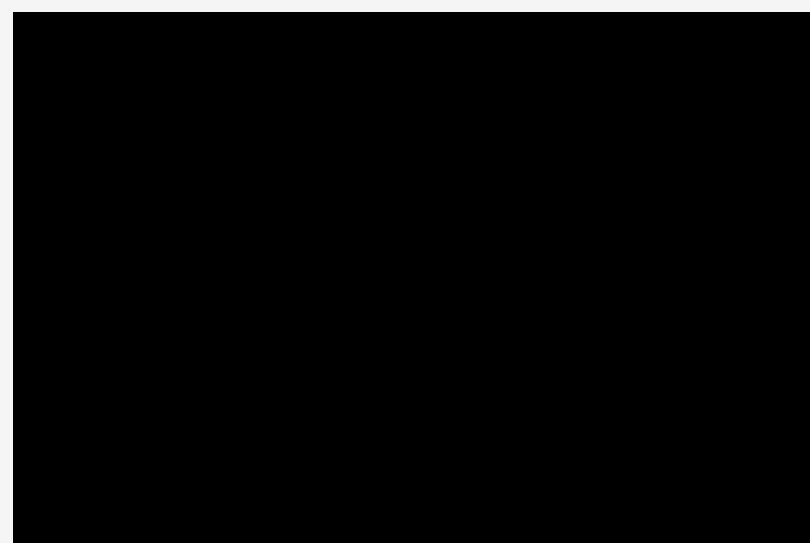
Place & Pay

Brand Colors

Colors of the Brand

Black conveys elegance, sophistication, and authority. It adds a sense of strength and timelessness, making the logo look premium and professional. It serves as a strong base that allows other colors to stand out.

Green represents growth, harmony, and sustainability. It is associated with nature, innovation, and freshness, making it ideal for brands that value progress and eco-consciousness.



Thamar Black

HEX #000000
RGB 0, 0, 0
CMYK 0, 0, 0, 100



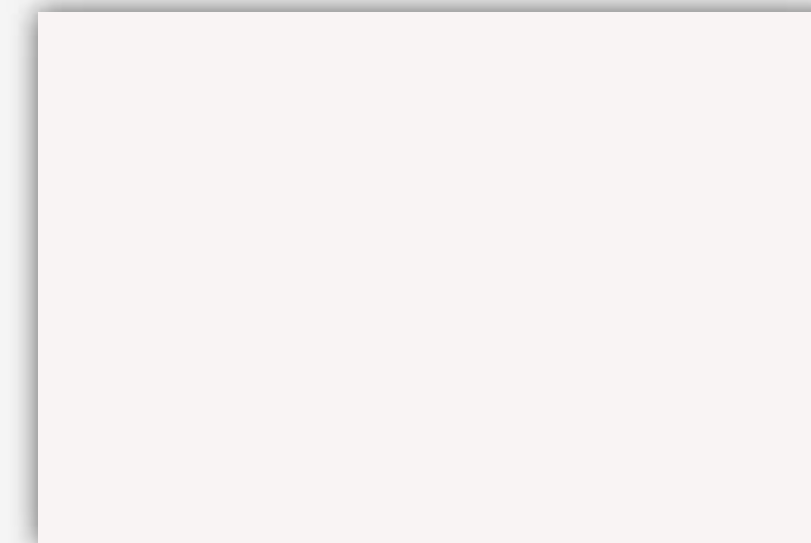
Pico Void

HEX #202954
RGB 32, 41, 84
CMYK 88, 68, 32, 21



Red Orange Juice

HEX #FF4F47
RGB 255, 79, 71
CMYK 2, 70, 57, 0



Abalone

HEX #FFFFFF
RGB 249, 244, 244
CMYK 3, 3, 2, 0

Thank You

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