



PayCompass

THE OFFICIAL BRAND BOOK



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Primary Logo

Logo Orientation: Stacked
Color Variation: Yellow/White (Primary)

Logo orientation is utilized throughout the brand on marketing materials with a black/dark background.



Secondary Logo

Logo Orientation: Horizontal
Color Variation: Yellow/White (Primary)

Logo version is utilized throughout the brand for narrow scaling on marketing materials with a black/dark background.



Primary Logo: Version II

Logo Orientation: Stacked

Color Variation: Yellow/Black (Secondary)

Drop Shadow: 35% Opacity

Logo version is utilized throughout the brand on marketing materials with a white/light background.



Secondary Logo: Version II

Logo Orientation: Horizontal
Color Variation: Yellow/Black (Secondary)
Drop Shadow: 35% Opacity

Logo version is utilized throughout the brand for narrow scaling on marketing materials with a white/light background.



Tertiary Logos

Version III

Logo Orientation: Stacked
Color Variation: White (Tertiary)
Drop Shadow: 35% Opacity

Logo version is utilized throughout the brand on marketing materials with a single color imprint.



Version IV

Logo Orientation: Stacked
Color Variation: Black (Tertiary)

Logo version is utilized throughout the brand on marketing materials for cobranding or single color imprint.



Version V

Logo Orientation: Stacked
Color Variation: Yellow (Tertiary)
Drop Shadow: 35% Opacity

Logo version is utilized throughout the brand on marketing materials for cobranding or single color imprint.



Tertiary Logos



Version III

Logo Orientation: Horizontal
Color Variation: White (Tertiary)
Drop Shadow: 35% Opacity

Logo version is utilized throughout the brand for narrow scaling on marketing materials with a single color imprint.



Version IV

Logo Orientation: Stacked
Color Variation: Black (Tertiary)

Logo version is utilized throughout the brand for narrow scaling on marketing materials with a single color imprint.



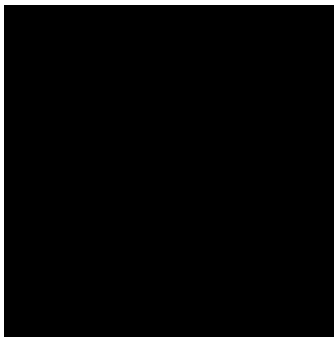
Version V

Logo Orientation: Horizontal
Color Variation: Yellow (Tertiary)
Drop Shadow: 35% Opacity

Logo version is utilized throughout the brand for narrow scaling on marketing materials with a single color imprint.



Primary Color Palette



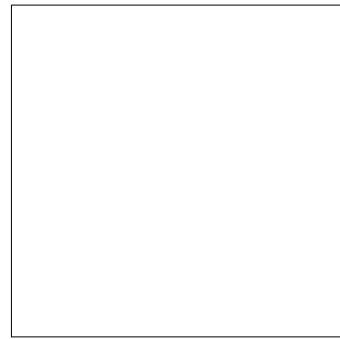
HEX# **000000**

PANTONE:
Black 6 C



HEX# **FFC20D**

PANTONE:
Medium Yellow C



HEX# **FFFFFF**

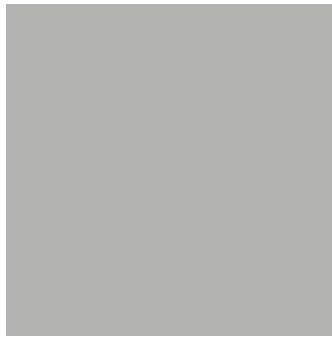
PANTONE:
000C White

Secondary Color Palette



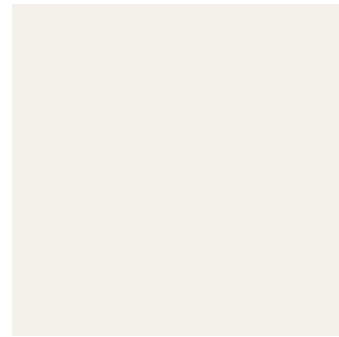
HEX# **9B7B53**

PANTONE:
874 C



HEX# **B2B4B2**

PANTONE:
421 C



HEX# **F1EDE8**

PANTONE:
Warm Gray 1 C

Primary Typeface

Sommet (Regular)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Sommet (Bold)

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz**

Sommet (Black)

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz**

Secondary Typeface

Avenir (Medium)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Avenir (Heavy)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Avenir (Black)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Pattern #1

Version I

Primary Variation

Color Variation: White on Black

Opacity: 10-20%

Version II

Secondary Variation

Color Variation: White on Yellow

Opacity: 80-100%

Version III

Tertiary Variation

Color Variation: Black on Warm Grey

Opacity: 13-20%

Pattern #2

Version I

Primary Variation
Color Variation: White on Black
Opacity: 5-20%

Version II

Secondary Variation
Color Variation: Black on Yellow
Opacity: 12-100%

Pattern #3

Version I

Primary Variation

Color Variation: White on Yellow

Opacity: 80-100%

Version II

Secondary Variation

Color Variation: White on Black

Opacity: 5-20%

Pattern #4

Version I

Primary Variation
Color Variation: Black to Yellow
Opacity: 100%

Version II

Secondary Variation
Color Variation: White to Yellow
Opacity: 100%

Version III

Tertiary Variation
Color Variation: Brown on White
Opacity: 100%



Primary Icons



Secondary Icons



