

## Purpose

Implementing corporate branding, guidelines and templates creates a cohesive “look and feel” to all of PayPros’ assets, including but not limited to: websites, flyers, brochures, stationary, business cards, tradeshow, PowerPoint presentations, videos and demos.

Our brand should be recognizable not just by the logo, but by the overall colors and design used to create a sense of mood and feeling around our image.

## Contents

Logos, Usage and Spacing .....	2
Color Palette .....	3
Logos and Color Palettes for Verticals.....	4
Fonts .....	5
<b>Collateral</b>	
The PayPros Look.....	6
Corporate Marketing Templates.....	7
Partner Marketing Templates.....	8
Video Templates .....	9

### Contacts

**Tracey Neikirk, Corporate Graphic Designer**  
tneikirk@paypros.com, 919.335.0092

**Richard Livingston, Corporate Marketing Manager**  
rlivingston@paypros.com, 919.463.7632

“Marketing without  
design is lifeless,  
and design without  
marketing is mute.”

**Von R. Glitschka**  
Principal of Glitschka Studios

## Logos, Usage and Spacing

Developer-facing only: “Software Differentiation Through Payment Innovation”

Merchant Facing, or mixed audience: Do not use a tag.

Agent Channel only: “Your Payment Professionals”

The space around the PayPros logo should be that equal to half the height of the P.



**PayPros®**

◀ PayPros corporate logo.

**PayPros®**

◀ Reflected logo.

**PayPros®**  
*Software Differentiation  
 Through Payment Innovation*

◀ PayPros logo with partner tagline.

*Software Differentiation  
 Through Payment Innovation*

◀ Partner tagline without logo.

**PayPros®**  
*Your Payment Professionals*

◀ PayPros logo with agent tagline.

*Your Payment Professionals*

◀ Agent tagline without logo.

## Color Palette

The following colors and all shades of black are the only colors to be used in PayPros collateral. Varying tints and opacity may also be used.

### SHADES OF BLACK/GRAY - The Chrome Palette



### Colors used in corporate collateral



**Corporate Blue**  
C = 85 Hex #1b75bc  
M = 50 R = 27  
Y = 0 G = 117  
K = 0 B = 188



**The Chrome Palette**  
Black and all shades of Gray  
to create a “chrome” effect.

### Colors used in developer facing collateral



**Gold**  
C = 0 Hex #ed9d19  
M = 40 R = 237  
Y = 100 G = 157  
K = 5 B = 25



**The Chrome Palette**  
Black and all shades of Gray  
to create a “chrome” effect.

### Colors used in merchant facing collateral



**Maroon**  
C = 40 Hex #7c1948  
M = 99 R = 124  
Y = 48 G = 25  
K = 30 B = 72



**The Chrome Palette**  
Black and all shades of Gray  
to create a “chrome” effect.

### SECONDARY COLORS use as needed



**Green**  
C = 85 Hex #009d4b  
M = 12 R = 0  
Y = 98 G = 157  
K = 1 B = 75



**Yellow**  
C = 2 Hex #ffeb3e  
M = 2 R = 255  
Y = 86 G = 235  
K = 0 B = 62



**Purple**  
C = 73 Hex #6155a4  
M = 77 R = 97  
Y = 0 G = 85  
K = 0 B = 164



**Red, also Vet Red**  
C = 0 Hex #cf171f  
M = 100 R = 207  
Y = 100 G = 23  
K = 15 B = 31

**The Secondary Colors** are to be used as needed in graphic elements, charts, infographics, etc. when more colors are needed to enhance the design of the collateral. However, these should not be used as a Main Color.

## Logos and Color Palettes for Verticals

The following colors and all shades of black are the only colors to be used in each of PayPros' verticals. Varying tints and opacity may also be used.

**The Secondary Colors** on the previous page can be used as needed in graphic elements, charts, infographics, etc. when more colors are needed to enhance the design of the collateral. However, these should not be used as a Main Color.

### Colors used in Vet collateral



#### Vet Red

C = 0    Hex #cf171f  
M = 100   R = 207  
Y = 100   G = 23  
K = 15    B = 31



#### The Chrome Palette

Black and all shades of Gray  
to create a "chrome" effect.

### Colors used in Legal collateral



#### Corporate Blue

C = 85    Hex #1b75bc  
M = 50   R = 27  
Y = 0    G = 117  
K = 0    B = 188



#### The Chrome Palette

Black and all shades of Gray  
to create a "chrome" effect.

### Colors used in Vacation Rentals collateral



#### Corporate Blue

C = 85    Hex #1b75bc  
M = 50   R = 27  
Y = 0    G = 117  
K = 0    B = 188



#### Gold

C = 0    Hex #ed9d19  
M = 40   R = 237  
Y = 100   G = 157  
K = 5    B = 25



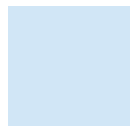
#### Yellow

C = 2    Hex #ffeb3e  
M = 2   R = 255  
Y = 86   G = 235  
K = 0    B = 62



#### The Chrome Palette

Black and all shades of Gray  
to create a "chrome" effect.



#### Light Blue

C = 16    Hex #d1e4f6  
M = 4   R = 209  
Y = 0    G = 228  
K = 0    B = 246



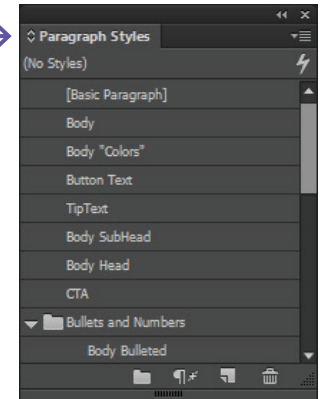
#### Light Gold

C = 6    Hex #edc9a7  
M = 21   R = 237  
Y = 34   G = 201  
K = 0    B = 167

## Fonts

**Adobe InDesign Styles:** Below are “Paragraph Styles” used in Adobe InDesign software with examples. These styles have been created in the templates to be used by designers to keep the design of collateral consistent in look and feel. The designer selects the text to apply a style and clicks on the style. The style (font, size, color, etc.) is then applied to the text. The headline color (for example) can be changed in the entire document; one need only change the “Style” and all the text with that style will be changed. Otherwise, the designer will have to change each headline individually.

**For Designers:** Use Caecilia and Franklin Gothic. Franklin Gothic is a standard font already preloaded on your PC. Caecilia is a free font that can be downloaded from: <http://www.fontyukle.net/en/1,Caecilia> or email [tneikirk@paypros.com](mailto:tneikirk@paypros.com). Paragraph and Character Styles have been created in the templates. Examples are below:



Screenshot of the “Paragraph Styles” window used in Adobe InDesign.

# Main Head: Caecilia Heavy

The main head should be in the main document color. The size can be adjusted a little smaller if needed.

## Body Head: Caecilia Bold

The body head should be in the main document color

### Body SubHead: Caecilia Bold

Body SubHead: Caecilia Bold - 70% Black

Body SubHead: Franklin Gothic Demi Condensed - 70% Black

The body subhead can be created using 2 different font options and should be in the main document color or 70% Black.

## Bullet SubHead: Caecilia Bold - 70% Black

Body: Franklin Gothic Book - Black

- Body Bulleted: Franklin Gothic Book, to color of the bullet should be changed to match the main document color.
  - Body Bulleted 2: Franklin Gothic Book
    - Body Bulleted 3: Franklin Gothic Book

# PayPros

## Branding

### Corporate Guidelines

For PayPros Internal Use ONLY

## The PayPros “Look”



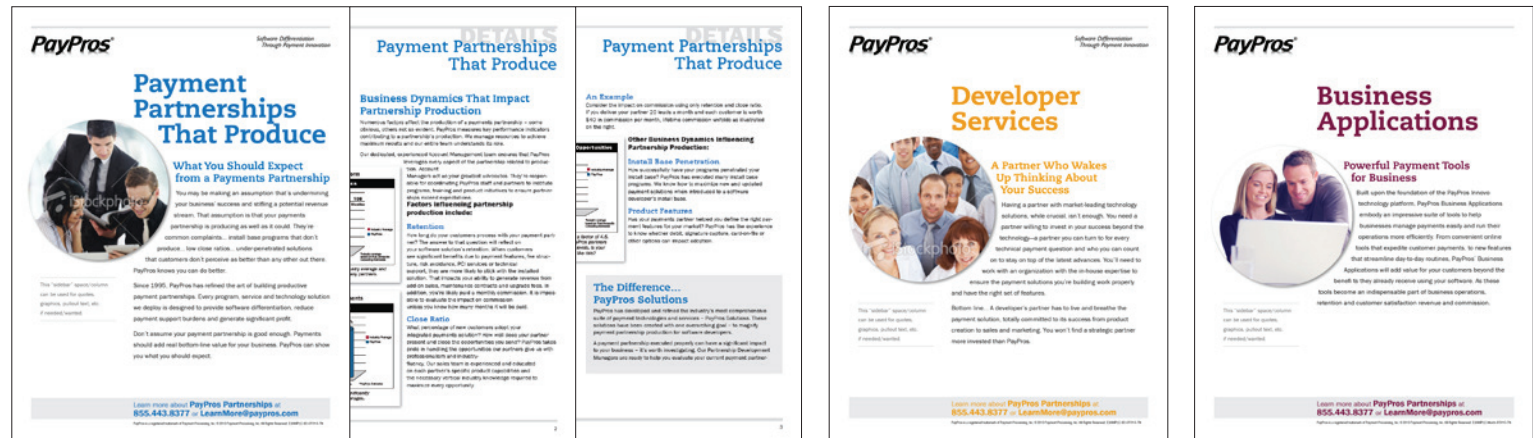
# PayPros

# Branding

## Corporate Guidelines

For PayPros Internal Use ONLY

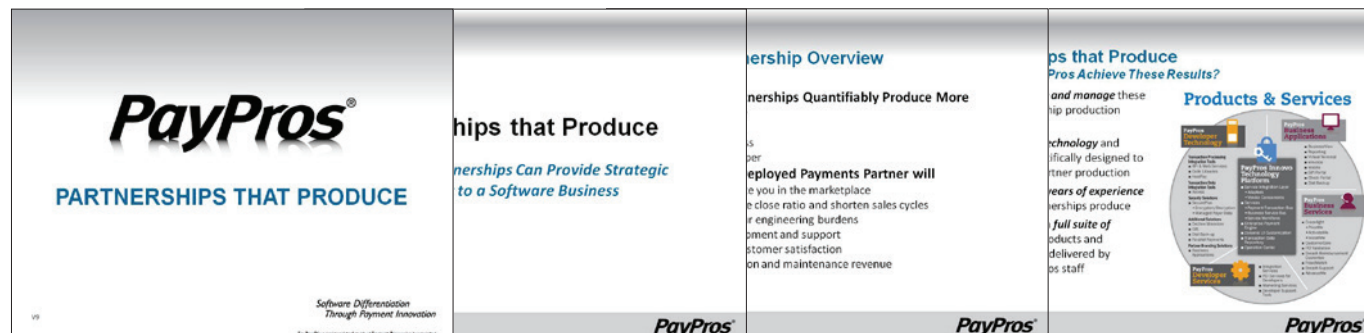
## Corporate Marketing Templates



Corporate Brochure pgs. 1-3

Developer-Facing Corporate Brochure

Merchant-Facing Corporate Brochure



PowerPoint Presentations

**Note:** Templates will be added as needed.



# PayPros Branding

## Corporate Guidelines

For PayPros Internal Use ONLY

## Partner Marketing Templates

To be used by Partner  
Marketing for print  
collateral needs.



## Merchant-Facing Corporate Brochure/Flyer

The partner/merchant logo can be placed on the document in the area noted or be left blank. The main color of the document can be based on our merchant maroon or can be changed to a corresponding color chosen from our palette. The sidebar, call-to-action, copy, column layout, photos and graphics may be customized. The size of the photos can be adjusted and more may be added. There are 3 pages included in the template.

**Note:** Templates will be added as needed.



## Video Templates

To be used by companies producing videos for PayPros.

A .psd and/or .ai file(s) will be sent containing the text and logos to be used.

When using different shades of black, use what shows up best from the background and be consistent. Only use 2-3 varying shades, including white.

Backgrounds can consist of the actual video (preferred), black or PayPros corporate blue (see pg. 3).

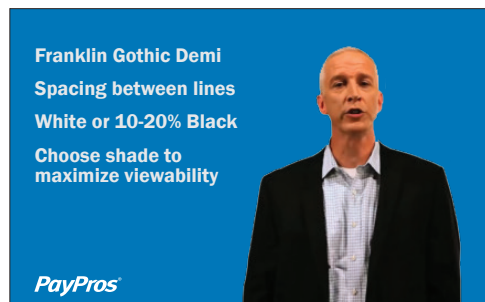


**Open Plate** - Should contain the logo (white or black) and the video title in white or 10-20% Black.



**Logo** - In lower third in white with some transparency based on viewability.

**Nameplates** - Create and place nameplates like the 2 examples above. Name = Caecilia 85 Heavy in White to 10% Black. Company and other info = Franklin Gothic Demi in 20-30% Black and 6-8 point sizes smaller than the name.



**Bullet points (list)** - Create and place bullet points like the 2 examples above. Franklin Gothic Demi in white or a previously used shade of black with lots of spacing between each bullet point.



**End Plate** - Should contain the logo (white or black) and phone number and Web address in white or 10-20% Black.