



TransferPay logotype usage guidelines

1.1 Logo



TransferPay's logo consists of the word "Transfer" and the word "Pay". In addition, it is completed with an isotype on the left side that identifies the brand. The colour of the logo is always the same in all the elements and two different colours cannot be combined.

TRADE MARK AND GRAPHIC SYMBOLS

1.2 Safe area

The safe area around the logo is determined by the size of the letter "a": the safe area is equal to the size of the letter "a" multiplied by 2, like in the example below. The safe area can also be determined by half the size of the isotype.



TRADE MARK AND GRAPHIC SYMBOLS

1.3 Sizes

In order for our logo to always be easily visible, a minimum logo size is established. The logo cannot be smaller than 20 mm width or 100 px. The maximum logo size is not limited, although the logo cannot exceed 40% of the whole layout space.

The minimum size of a print trade mark - 20 mm width



The minimum size of the trade mark in electronic form - 100 px



TRADE MARK AND GRAPHIC SYMBOLS

1.4 Examples of inappropriate use

1.



Don't change the logo proportions.

2.



Don't change the logo colour.

3.



Don't change the position.

4.



Don't combine two colours.

5.



Don't change the size of separate objects.

6.



Don't use shadows.

7.



Don't use the coloured logo on a bright background or photos.



8.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin a nulla rhoncus, pharetra est ac, **TransferPay**. Vestibulum cursus faucibus mi, nec semper lacus. Quisque arcu dui, lacinia

Don't use the logo in a text.

9.



Don't use gradients on the logo.

TRADE MARK AND GRAPHIC SYMBOLS

1.5 Logo colour use

ORIGINAL LOGO



BLACK LOGO



WHITE LOGO



WHITE LOGO



ORIGINAL LOGO



WHITE LOGO



The TransferPay logo can be in white, black, or original (red) colour. The logo and the isotype always go in the same colour, two different colours cannot be combined. If the colour of a layout is colourful or its colours match that of the logo, the white or the black logo must be used, as shown in the example.

TRADE MARK AND GRAPHIC SYMBOLS

1.6 Colours



PANTONE P 52-15 U

CMYK 0 88 73 9

RAL RAL3020

RGB 194 82 81

HEX C25251

Colour tones



100%



80%



60%



40%



20%

Gradient





In case you want to get more information about the usage of the Paysera logo, please contact with us directly via email at info@transferpay.uk.