GP webpay branding manual

!oudmark

Content

01
Brand
symbol

Base of the brand

Brand symbol

Company's main brand symbol is the main visual element in all branding materials.

We used a stylized representation of a successful payment transaction. The geometry is very easy and minimalistic and can be used in any scale - large or small.

Basic appearance is the symbol in green and blue color on a contrasting background.

Basic brand symbol appearance

Brand symbol

Basic brand symbol colour versions

Safe zone & minimal size

The logo is a part of the logotype. If you use the logo separately, don't put anything visually difficult near to it. Less is more :-)

Respect the minimum size of the logo: 16px height is the minimum pixel size, but it's only for iconography. Ideally start from 32px height on retina screens. In print materials, minimum size should be 6mm of height.

In exceptional branding materials you can use the logo without any safe zone and fill the entire area on the product - to create a unique branding texture.

Safezone

X   X

X   X   X

X

X   X

6 mm / 16 pixels
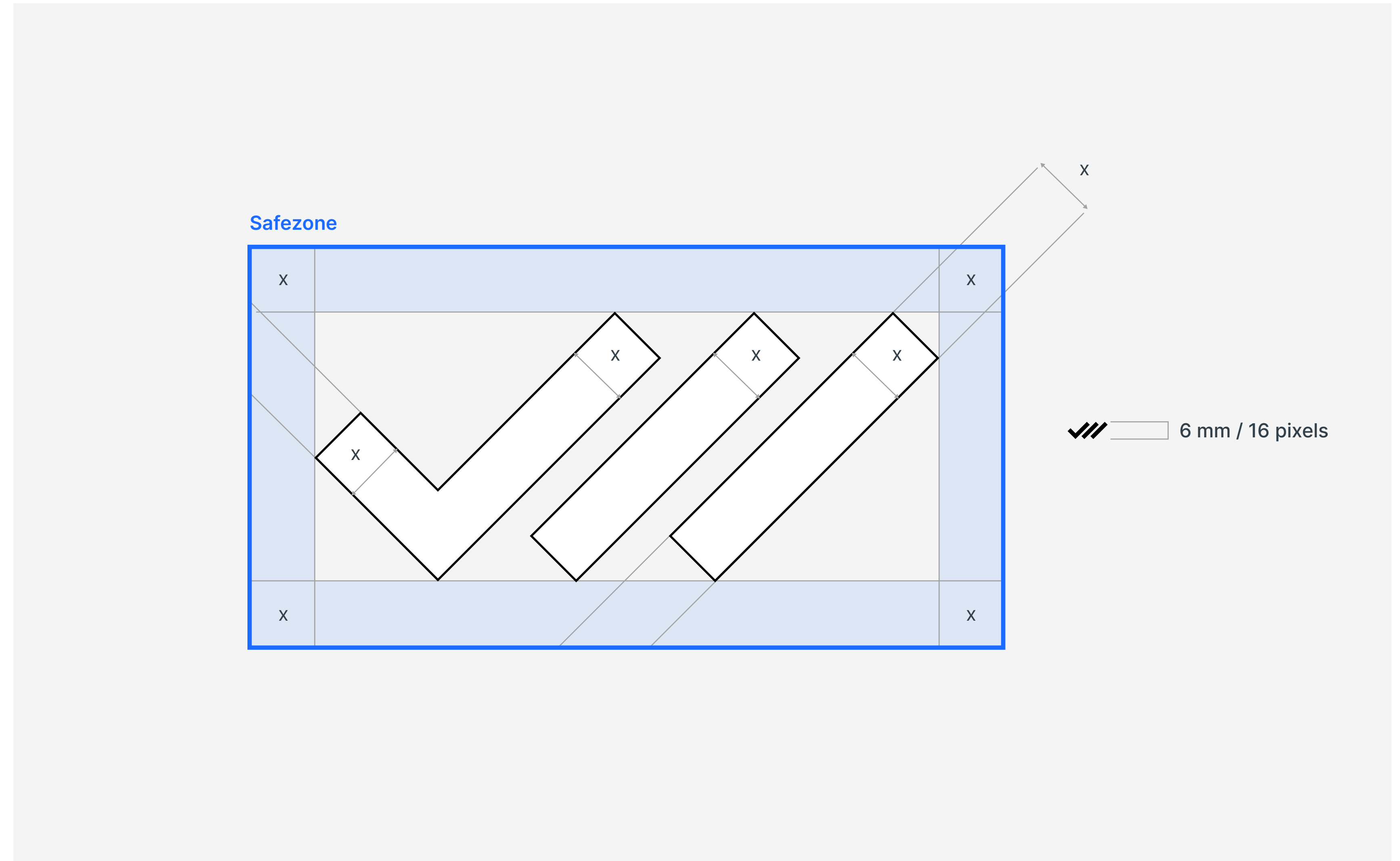
Safe zone of the symbol and its minimal size

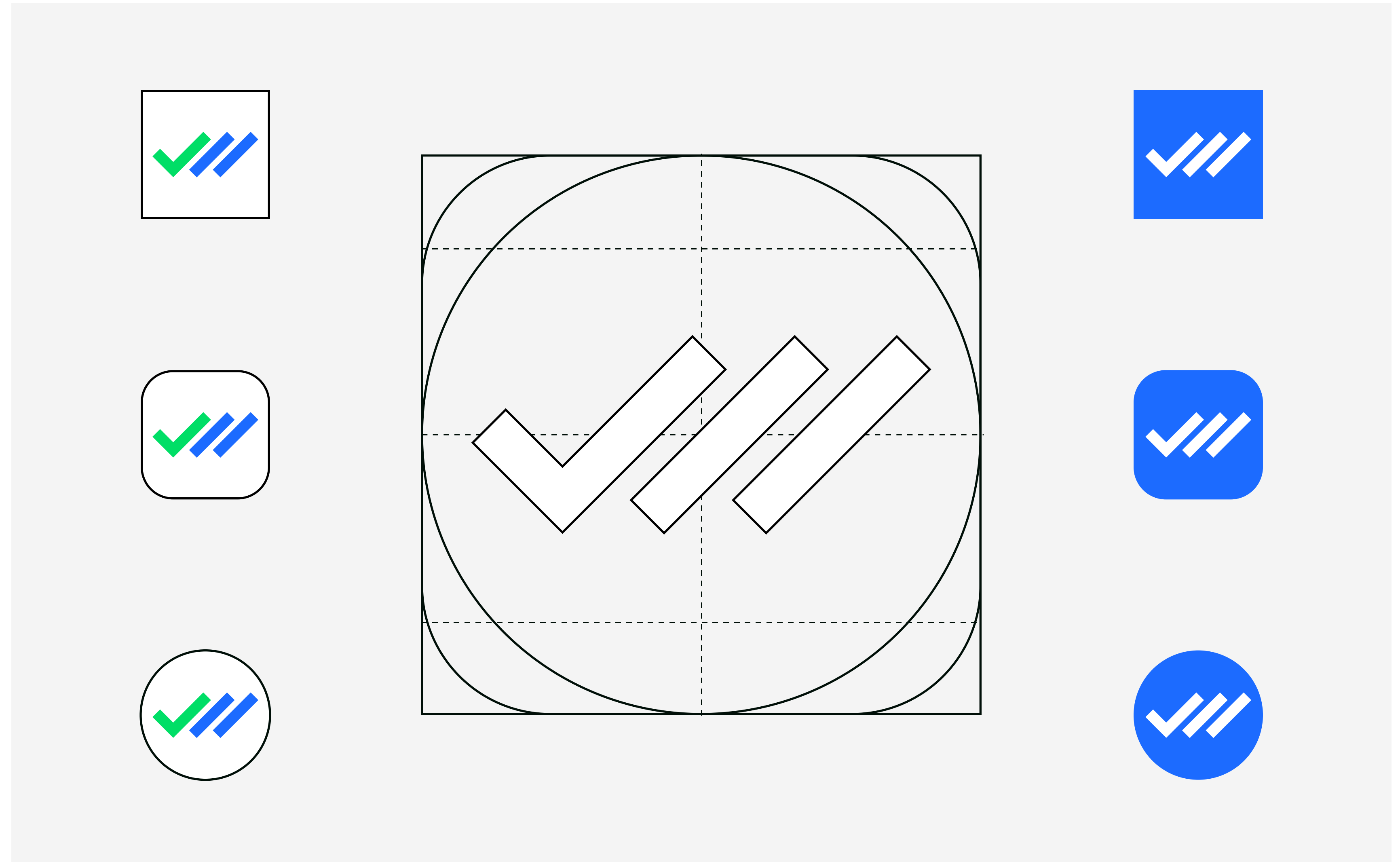# Animation concept
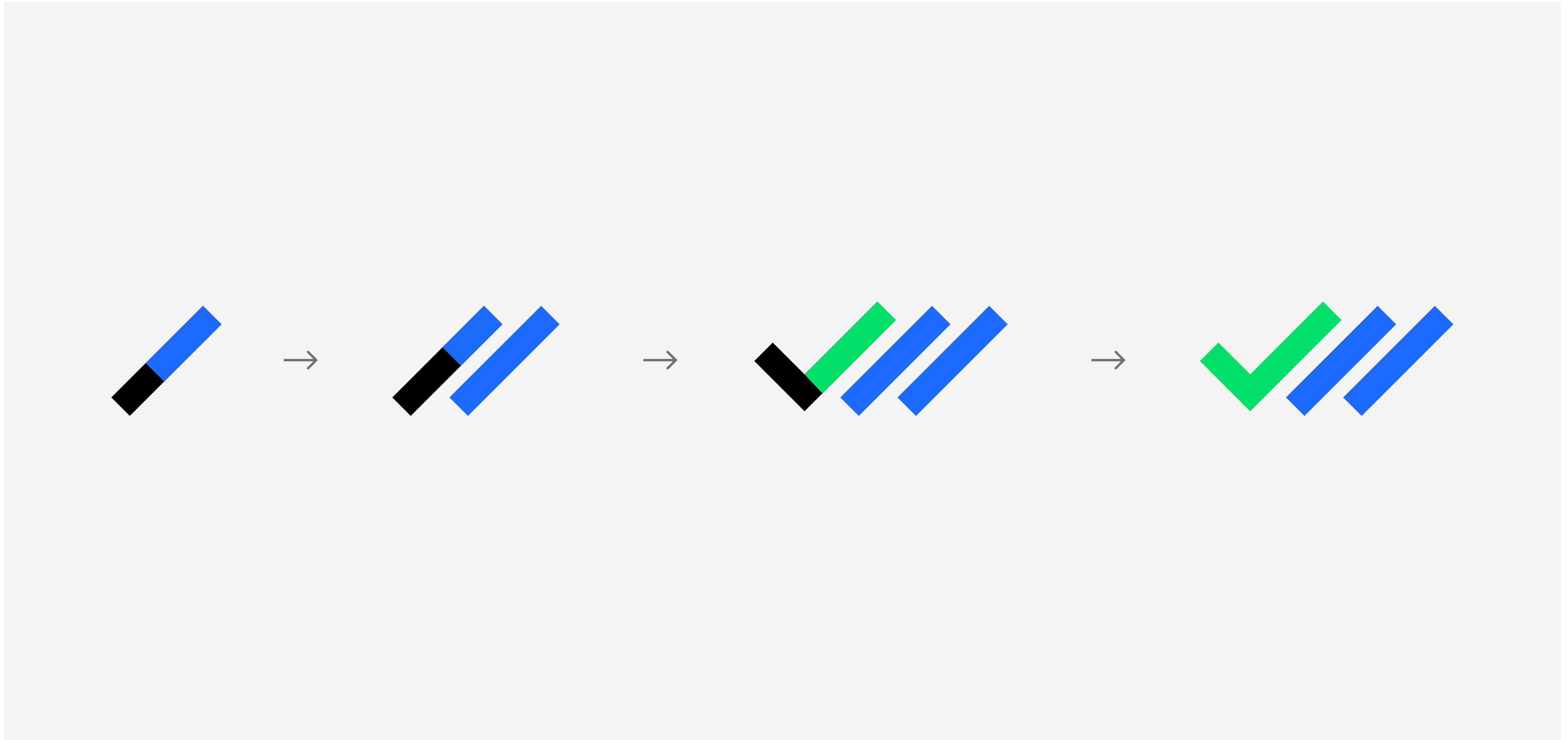
Animation example in steps

Symbol in icon & socials

The brand symbol will be mainly used in avatar pictures, which are usually set to a circle or square image in social feeds.

We use maximum size of the symbol that fits almost entire circle = the edges almost touch the circle. Never use smaller sizes. Larger is allowed according to the idea of creating texture image of the symbol.
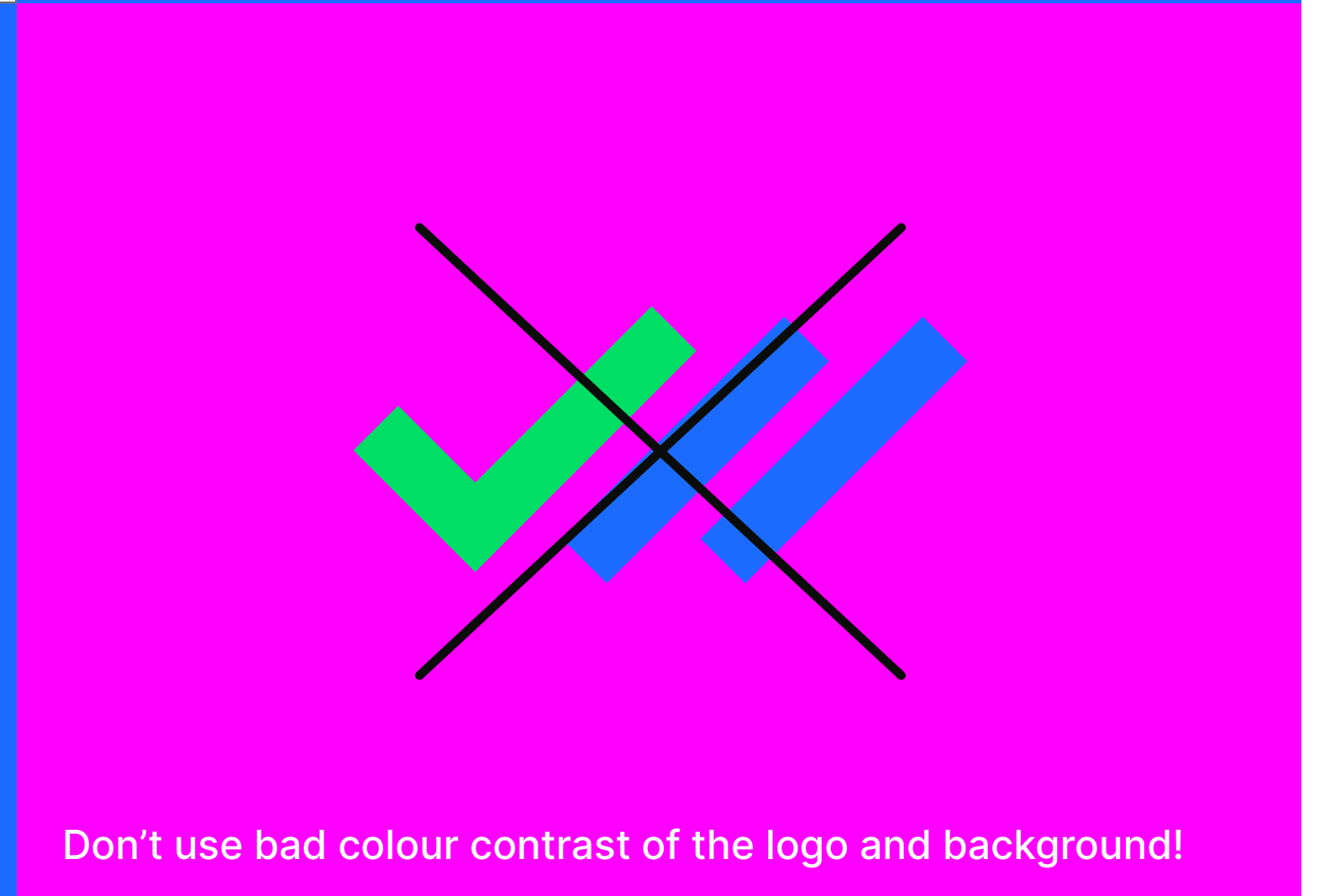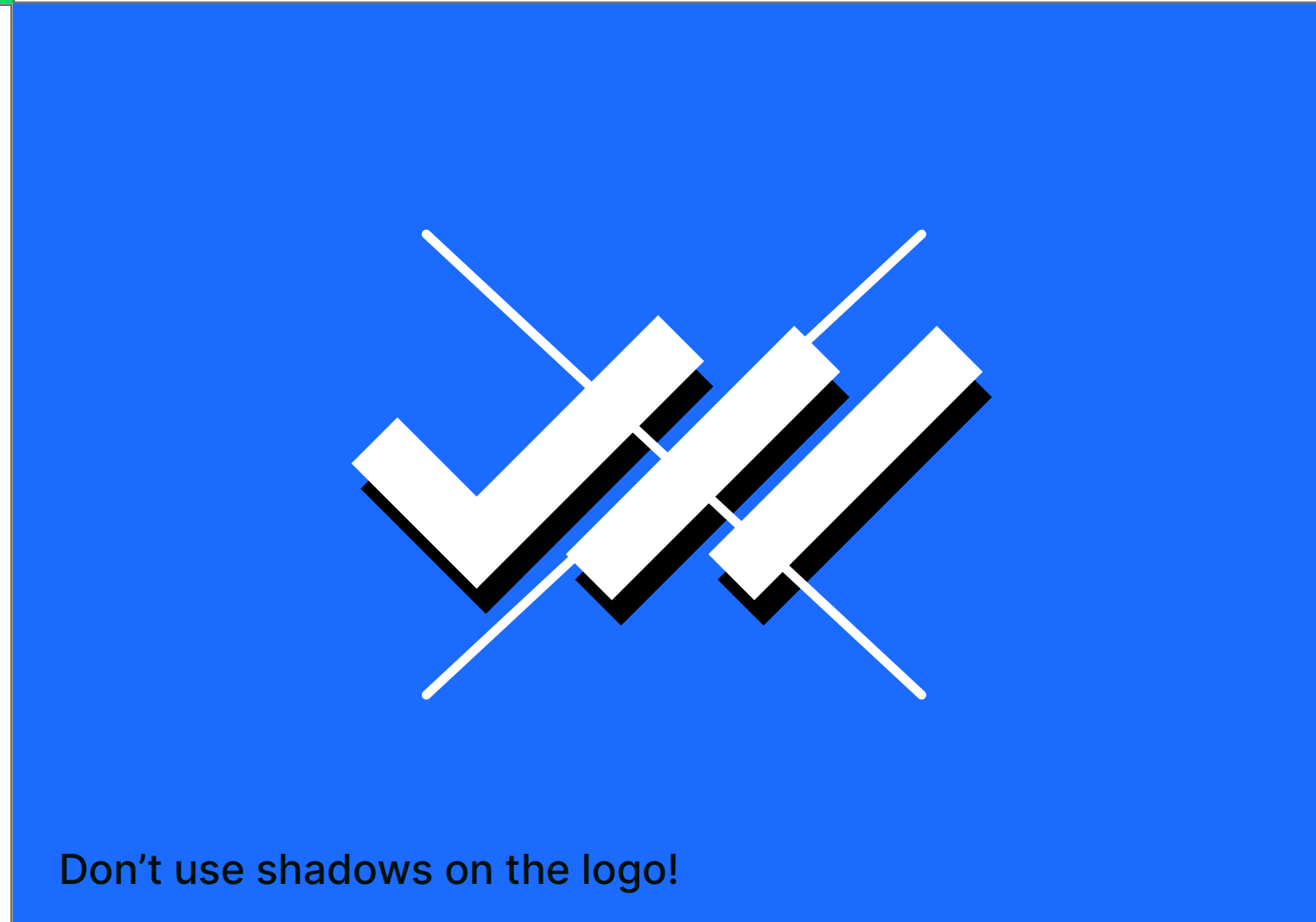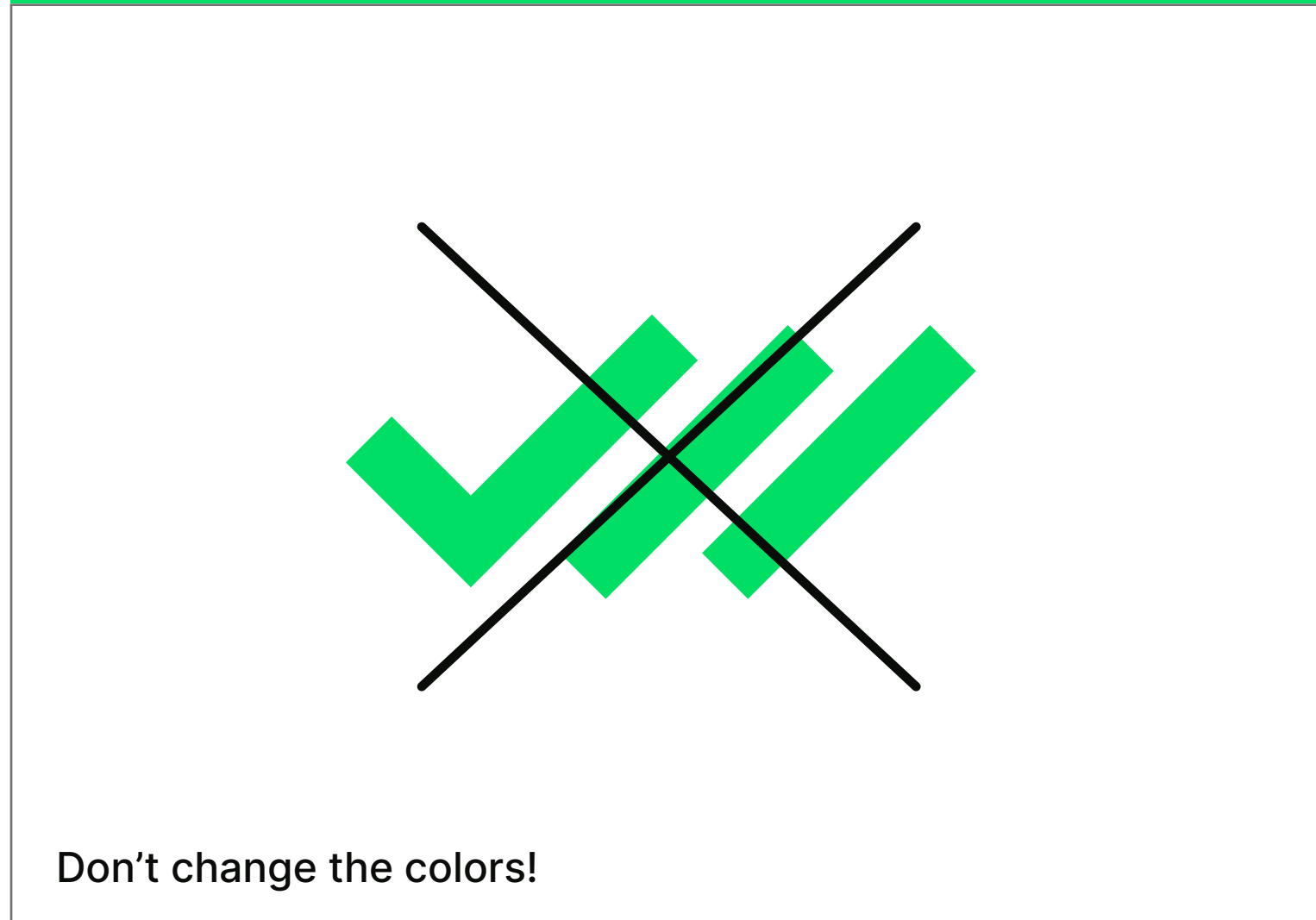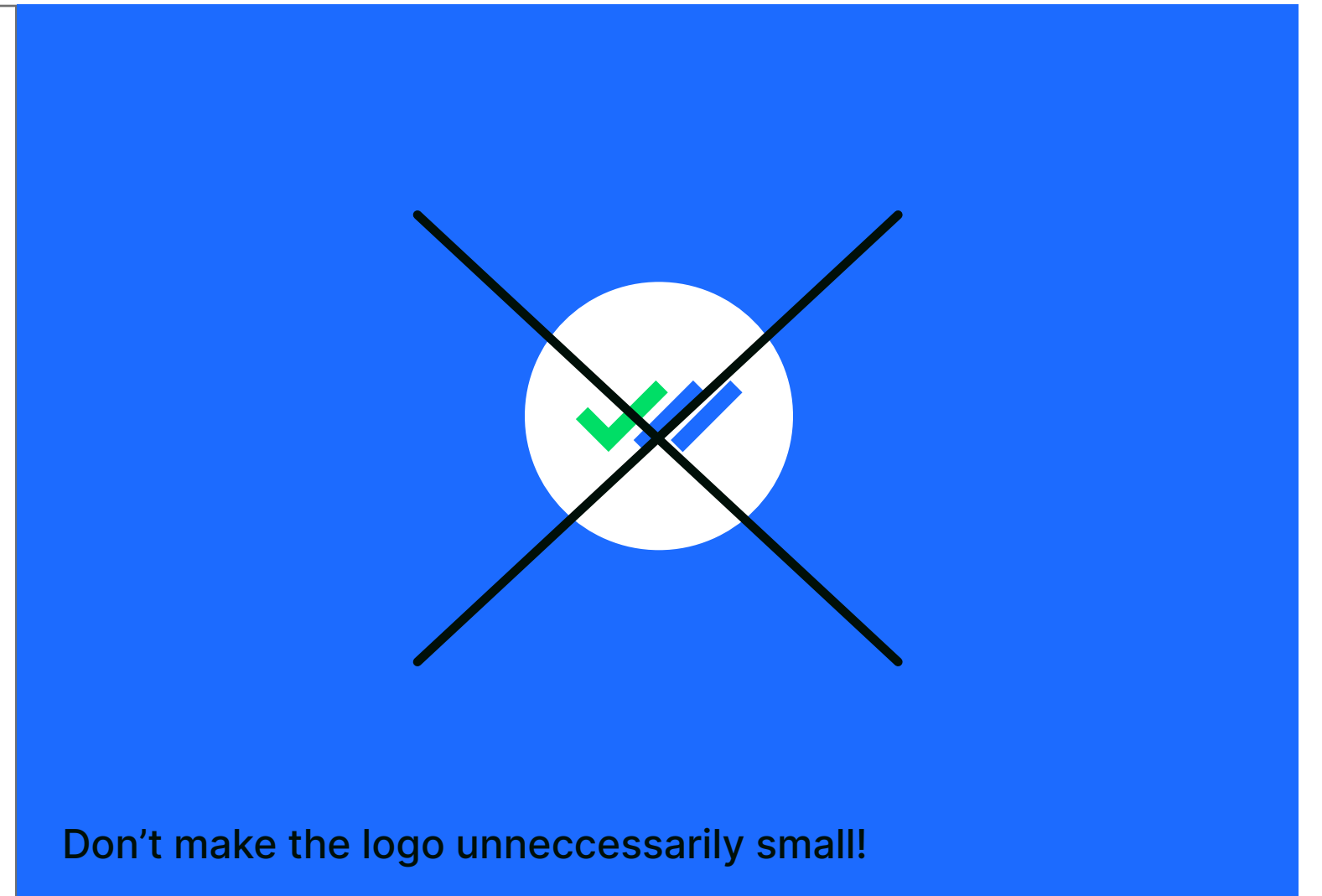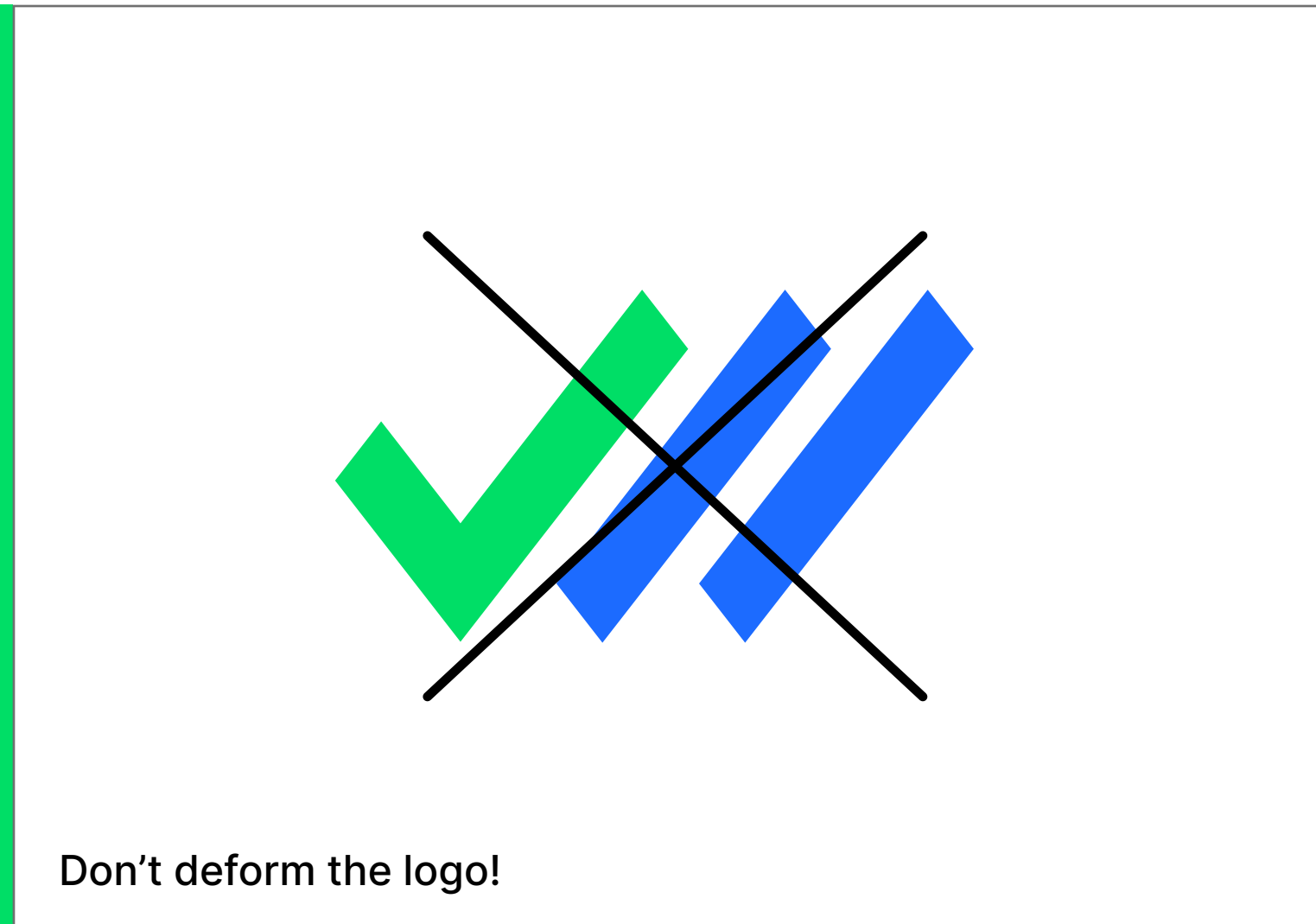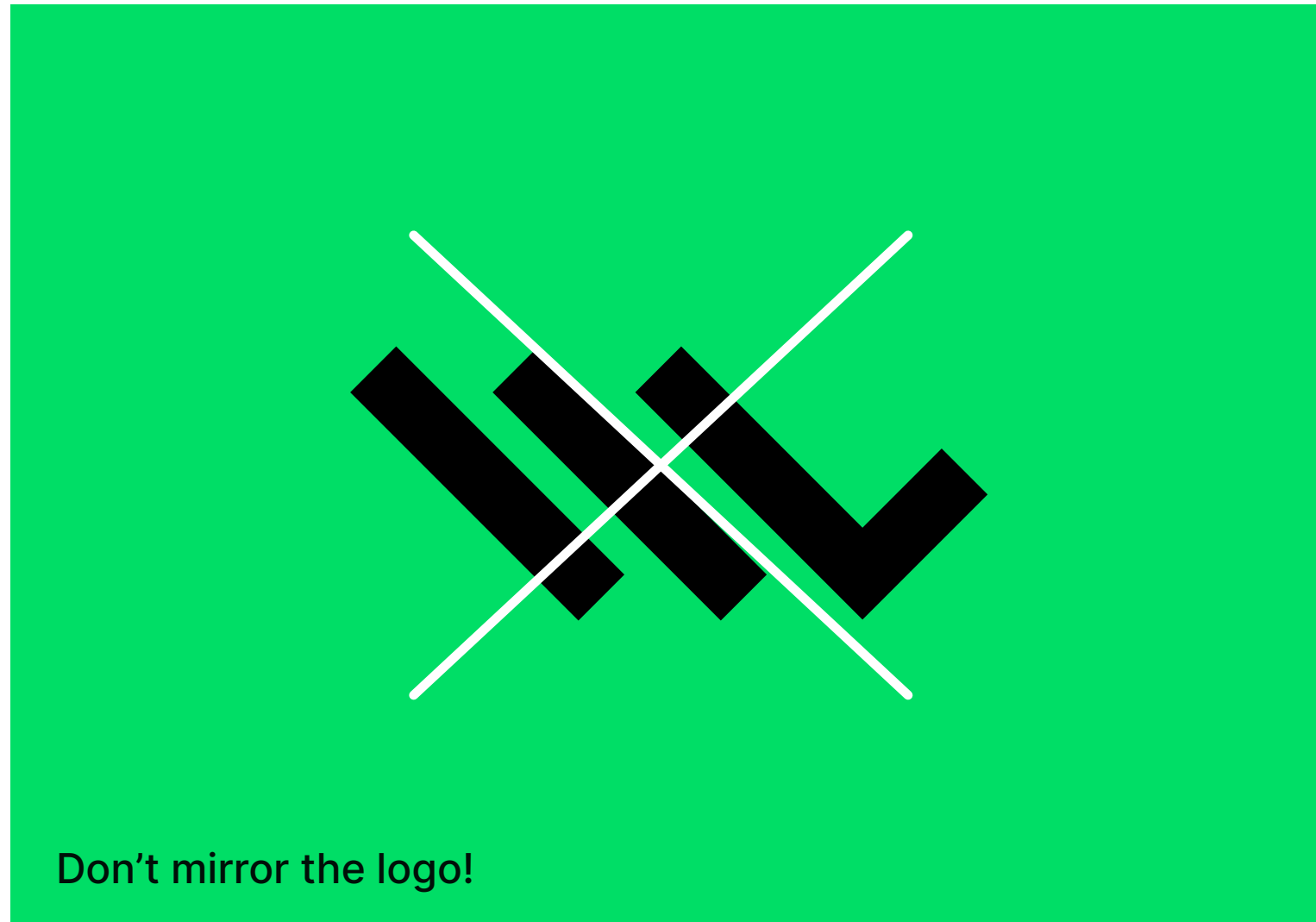
Primary use only the green symbol on black background, in specific cases we can use inverted or black&white version (only in a need of separation from the basic brand visuals).

Use the same size / image of the logo in all social media avatars and materials. Changing avatar for special purposes is allowed.

Brand symbol in a circle

Never do!

Don't mirror the logo!

Don't deform the logo!

Don't make the logo unneccessarily small!

Don't change the colors!

Don't use shadows on the logo!

Don't use bad colour contrast of the logo and background!

What you should never do with the logo

02
Brand
logotype

Another version of the brand

Full brand logotype

The full brand logotype is used to promote the whole name of the company.

It consists of a symbol and the name GPwebpay, created from primary typography of the company - DM Sans Bold.

Single line full logotype

Full brand logotype

Basic single line logotype colour versions

Safe zone & minimal size

GPwebpay |————————————| 6 mm / 16 pixels
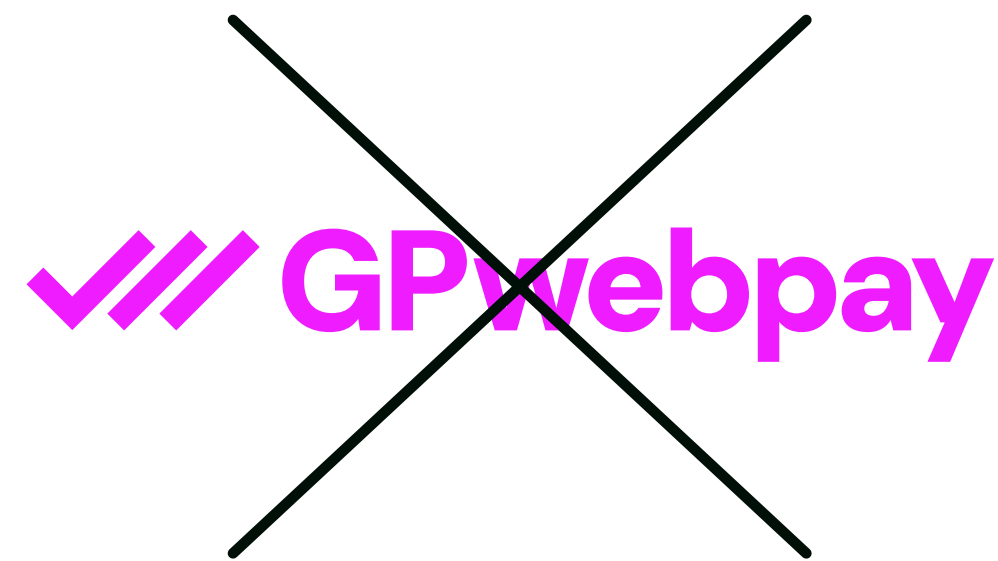
Safe zone & minimal size

Never do!

Don't deform the logotype!

Never use different colour for the symbol in full logotype!

Don't use full logotype as a social avatar!

Don't change the colors

Don't use bad colour contrast of the logo and background!

Never split the logotype

What you should never do with the logotype

03
Typography

Fonts & the use of them in materials

Primary headline font

The main branding is constructed around primary typography of DM Sans typeface. We use the Bold type in branding specifically.

This typography is from Google Fonts library, it's free and digitally optimised. It goes with all Latin symbols.

The font is used on all main promotional headlines only.

Ideally, use a bold font for headlines and a regular font for body text.

DM SANS

ABCDEFGHIJKLMNOPQRSTUVW
XYZabcdefghijklmnopqrstuvwxy
zĚŠČŘŽÝÁÍÉÚÚěščřžýáíéúů12345
67890!?@#$~&*(=)%:;.,

Primary typography

Font styles

DM Sans Thin

Ag

DM Sans Extra Light

Ag

DM Sans Light

Ag

DM Sans Regular

Ag

DM Sans Medium

Ag

DM Sans SemiBold

Ag

DM Sans Bold

Ag

DM Sans ExtraBold

Ag

DM Sans Black

Ag

All font styles

04
Colours

Basic brand colours & how to use them

Primary brand colours

We use three basic colours for simple colouring. Cobalt blue, Amplify green and White.

Basically the main use is a white background with color elements on top. The second version is blue background with white elements. Another version is green background and black elements.

In some cases we can expand colouring to use those three colours in a combination with some highlighted or extended colours. But mainly in digital forms, such as e-shops and special promotion materials.

Try to use all colour codes precisely to keep all materials at the same quality.

Never use multiple types of print on one page (f.e. print some elements in PANTONE and leave the rest in HEX colour in Office document).

Cobalt Blue

RGB 28/107/255

Hex #1C6BFF

CMYK 90/30/0/0

PANTONE 2727 C

Amplify Green

RGB 0/222/102

Hex #00DE66

CMYK 60/0/71/0

PANTONE 7479 C

Clear White

RGB 255/255/255

HEX #FFFFFF

CMYK 0/0/0/0

PANTONE White

Basic brand colours to be remembered at all time!

Background colours

We use background colors as complementary, for the background. Ideal are combinations in contrast.

The first usage is a smoky white background combined with cobalt blue and amplify green.

Another option is to use natural grey in combination with white or cobalt blue. We avoid using it in combination with amplify green due to readability issues.

The last option is the dark tone. Ideally used in combination with all basic colors.

Smoky white

RGB 236/237/244

Hex #ECEDF4

CMYK 3/3/0/4

PANTONE 656 C

Neutral grey

RGB 180/185/197

Hex #B4B9C5

CMYK 9/6/0/23

PANTONE 5295 C

Dark tone

RGB 39/31/48

HEX #271F30

CMYK 19/35/0/81

PANTONE 276 C

Basic background colours

05
Basic
stationary

Basic brand materials that defined the company visual language

Basic company materials

Basic materials are created to fit primary branding colours combined in certain contrast.

All printing should be done with PANTONE colour profile as the CMYK does not provide such a solid and bright colour.

The premium materials are mostly on a black paper with foils or 3D lacquer.

Showcase of the basic company branding materials

Company materials

Showcase of the basic company branding materials

Company materials

Showcase of the basic company branding materials

Web

Stamping & Embossing / Debossing of the logo on premium materials

E-mail signature

Light and dark theme of the company signature

Thank you for your attention