

Brand Proposal for **PressPay**

Client Name: PressPay

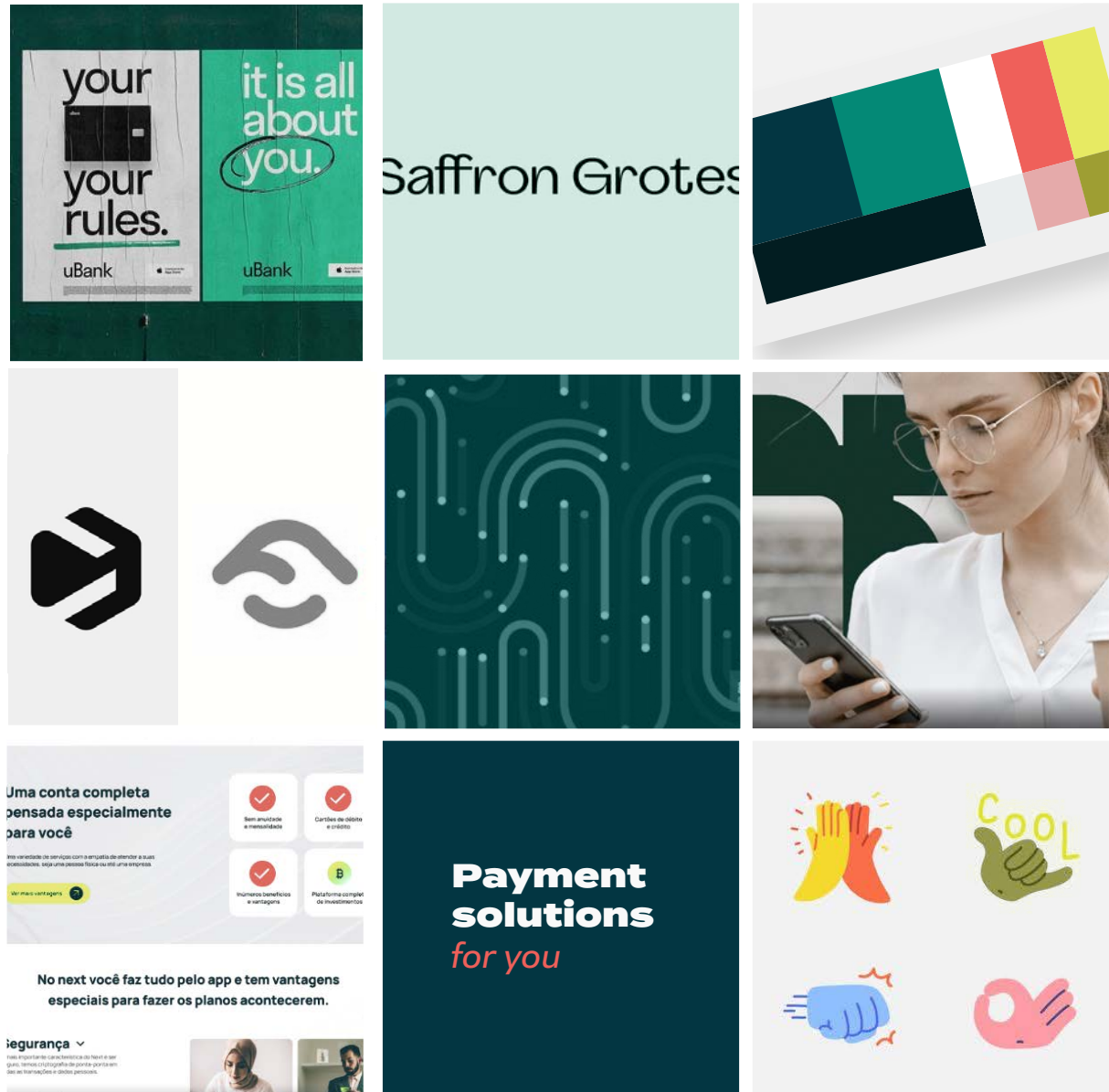
Version: 03

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Moodboard

The direction of the brand was based on the moodboard shown on the right. Following a modern, high-tech look and feel.



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Logotype

 **PressPay**

 **PressPay**



Primary logo

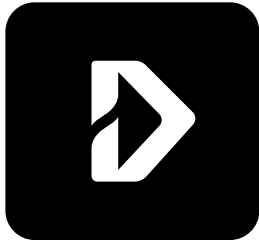
COMBINATION MARK LOGO

In this option the logo is changed to a combination mark logo, where the word and submark are integrated. The symbol is modified by making the play symbol more evident. A gap is added to make it unique to the brand.

Secondary Logo

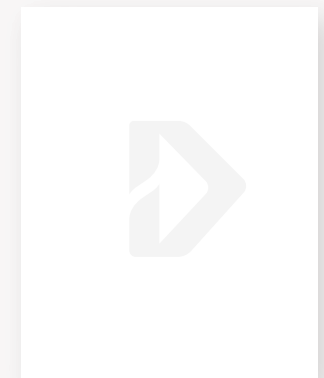
SUB-MARK LOGO

The submark changes to match the main logo.



Notes:

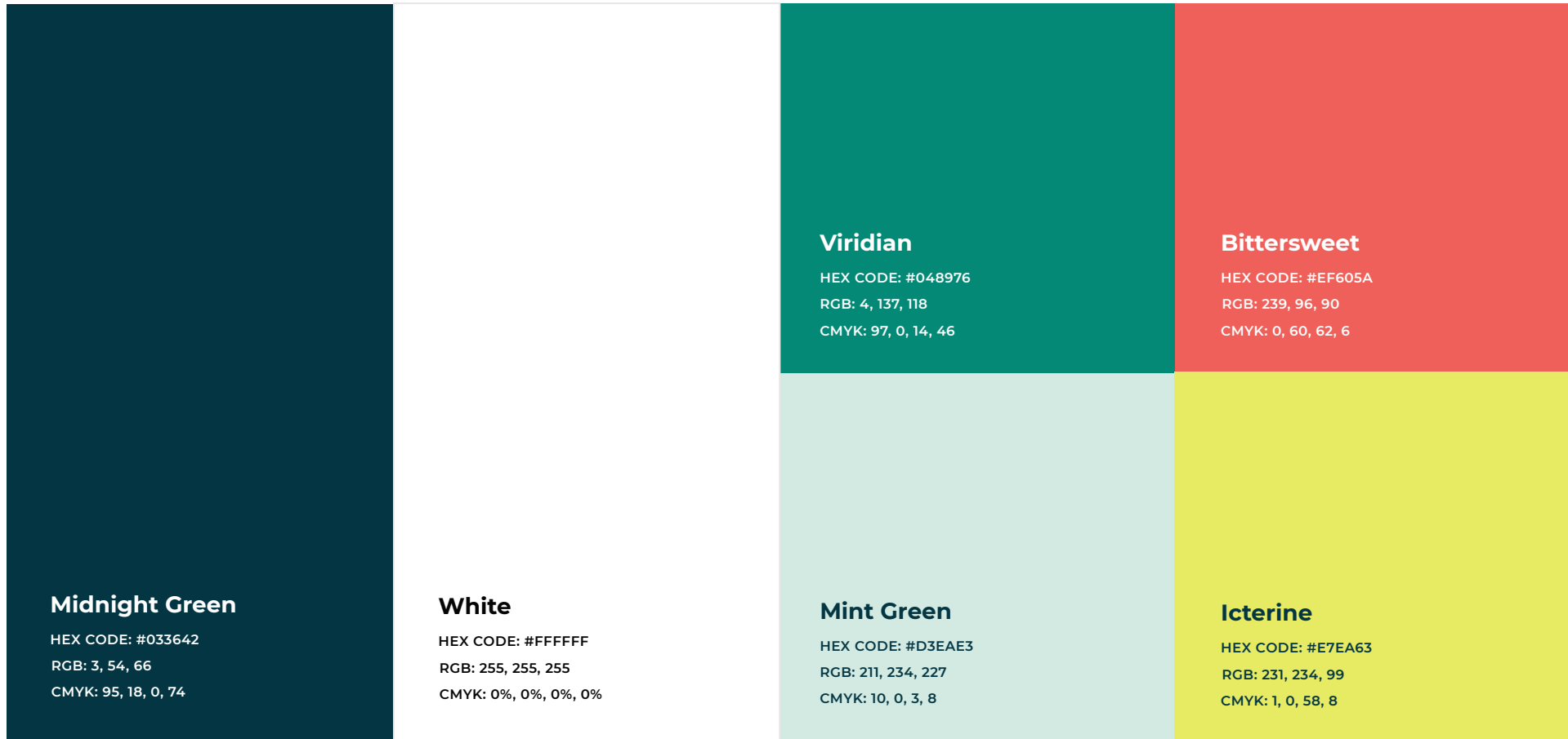
This logo is meant to be used when the original logo doesn't work well due to size or format. It is based on the original logo concept therefore, consistent with your brand. It is ideal for smaller placements.



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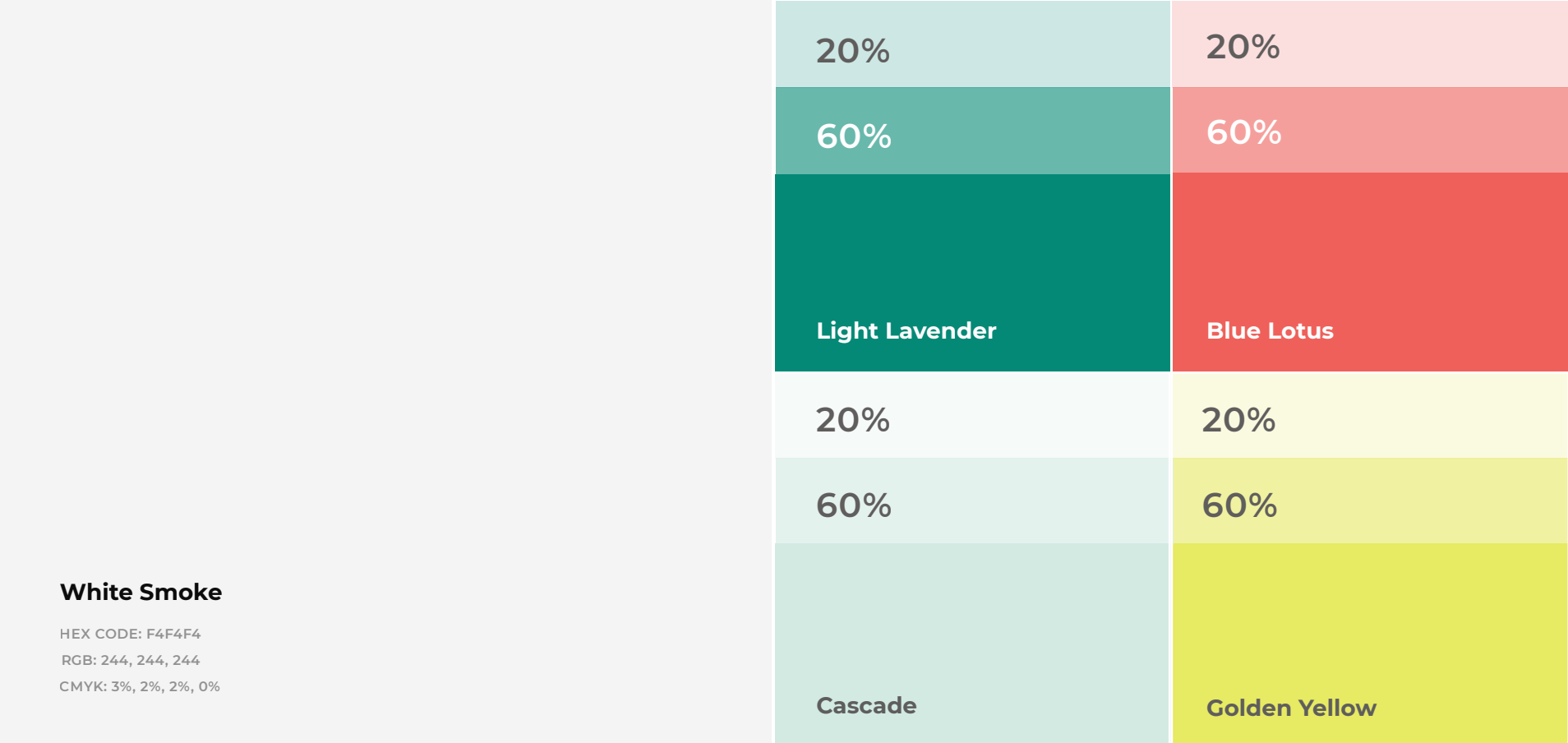
Color Palette

Primary Colors



The core color palette is grounded in green tones to convey notions of security, authenticity, and growth. Complemented by lime and salmon, these two colors are employed in a highly saturated manner to resonate with one of the brand's primary target audience: high-risk industries. While green anchors the brand in concepts of safety and security, salmon and lime give and edge of courageous and intrepidness. These 2 are reserved exclusively as pop or accent colors.

Secondary Colors



For the secondary color palette, a new neutral color is introduced. When required, the shades from the primary color palette, at 60% and 20% saturation, will be employed to keep the brand's look and feel consistent.

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Typography

Typography

PRIMARY FONTS

The main font selected is a grotesque sans-serif, complemented by an open type font ideal for screens and print.

Notes:

Both fonts are available in Google fonts and have an open source license.
If by any reason these fonts are not available the following fonts can be used:

Body Grotesque for Headings
Open Sans for subheadings & body text.

Bricolage Grotesque for Headings

Inter Bold for Subheadings

Inter Regular for body text. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

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Patterns

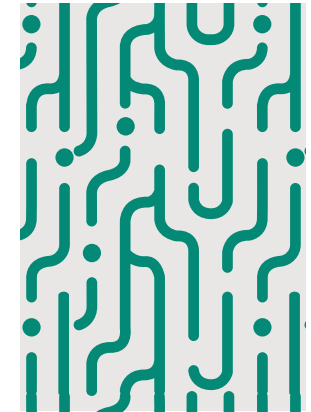
Brand Patterns

SUPPORTING GRAPHICS

A pattern is introduced to complement the brand's assets. These are designed with curved lines simulating high-tech, circuit board and networks.

Notes:

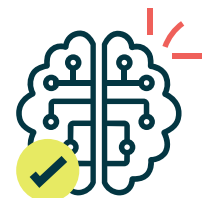
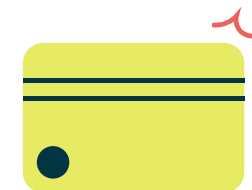
Brand patterns help us create eye catching layouts that stay consistent with the brand without relying only on the logo. They bring depth to the brand identity and they can be used for different materials such as presentations, flyers, posters, website, etc.



Iconography

SUPPORTING GRAPHICS

Icons were designed to provide the brand with a distinctive visual identity, setting it apart from competitors while establishing a meaningful connection with the target audience.



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Photography

Brand photography

When photographs are needed, they need to be simple, clean and aligned to the brand's message. They can be focusing on the person and context (image 2 & 3), transparent image on a brand color background (Image 1), or a close up relevant to the topic where it is being used (image 4).

Notes:

Images should be adjusted based on the intended audience and the specific customer segment that is being addressed.



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Brand in use



Financial Efficiency Through AI Innovation

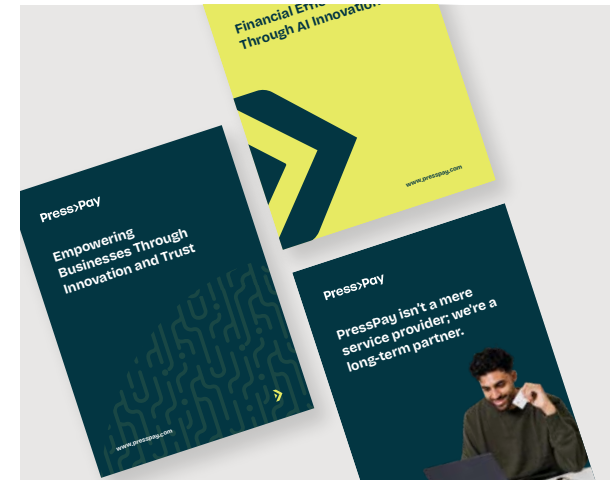


Our AI-driven operational processes dramatically lower costs.



We offer unique solutions for high-risk industries.

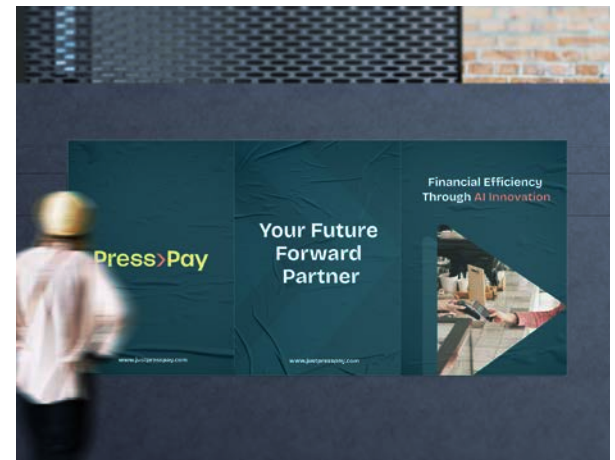
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Thank you