

Brand Guidelines



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01

Core Brand Identity

Colour Scheme

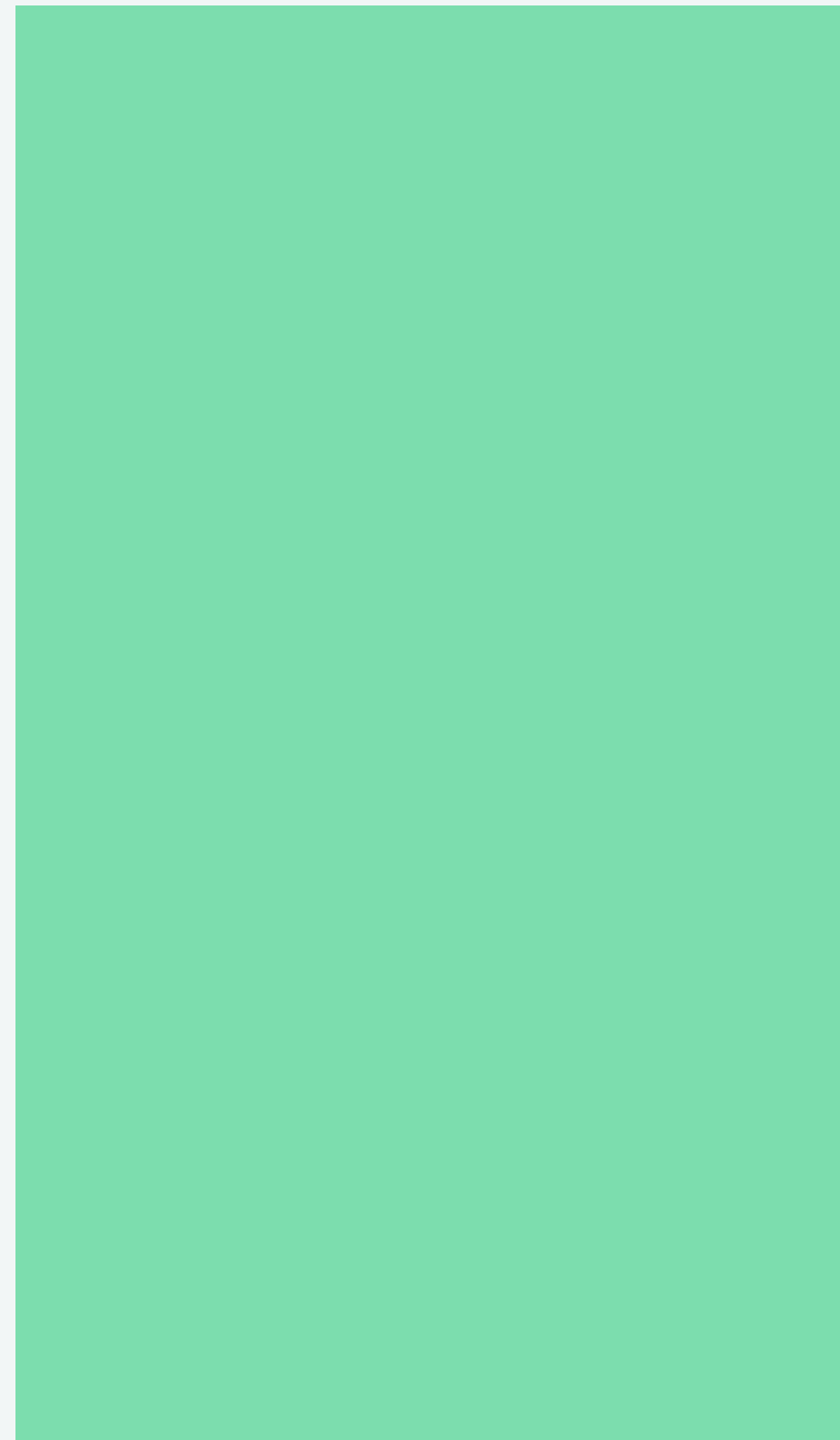
Typography

Brand Arrow & Dash

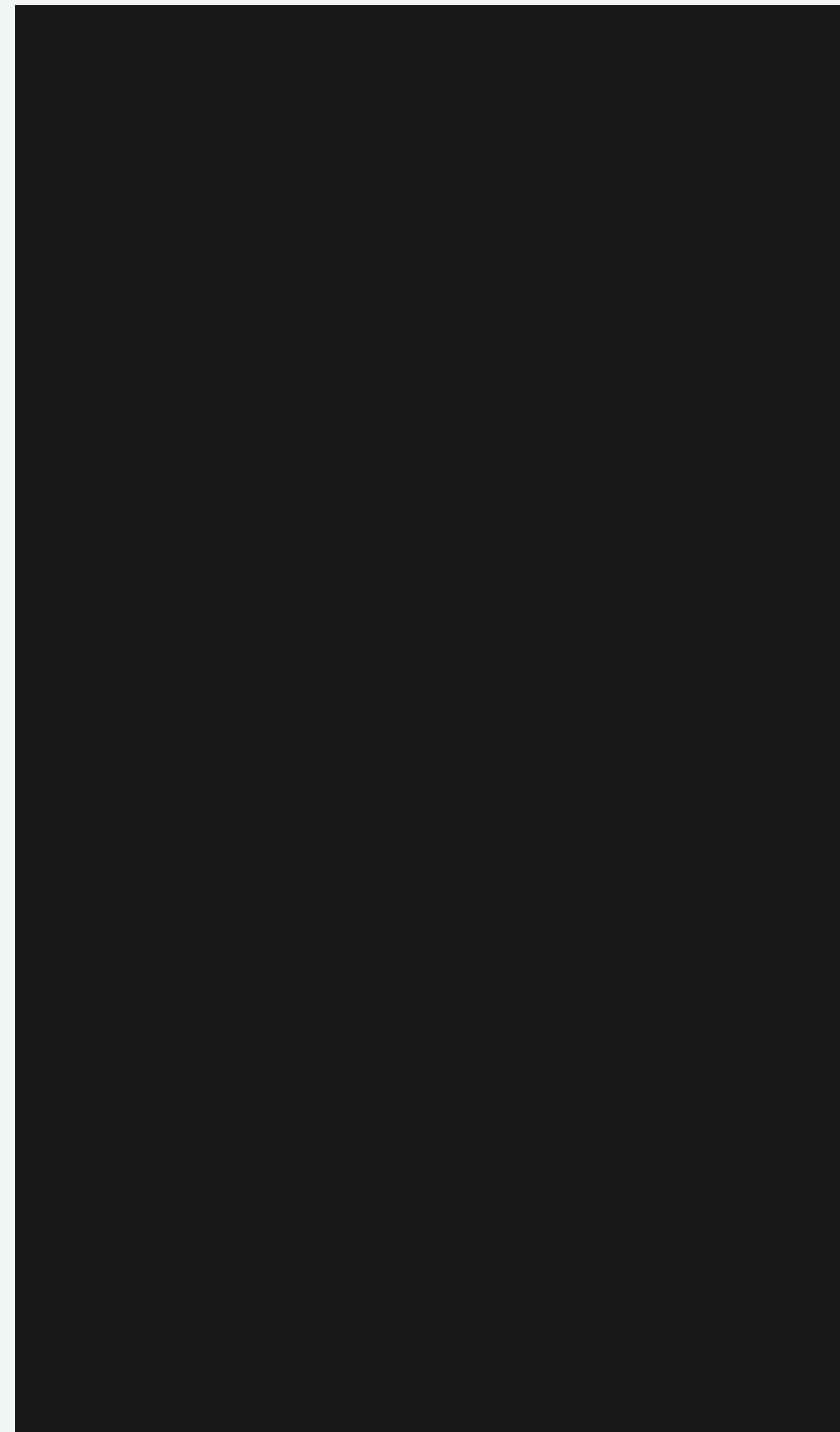
3D Graphic Elements

Colour Scheme Core Brand Identity

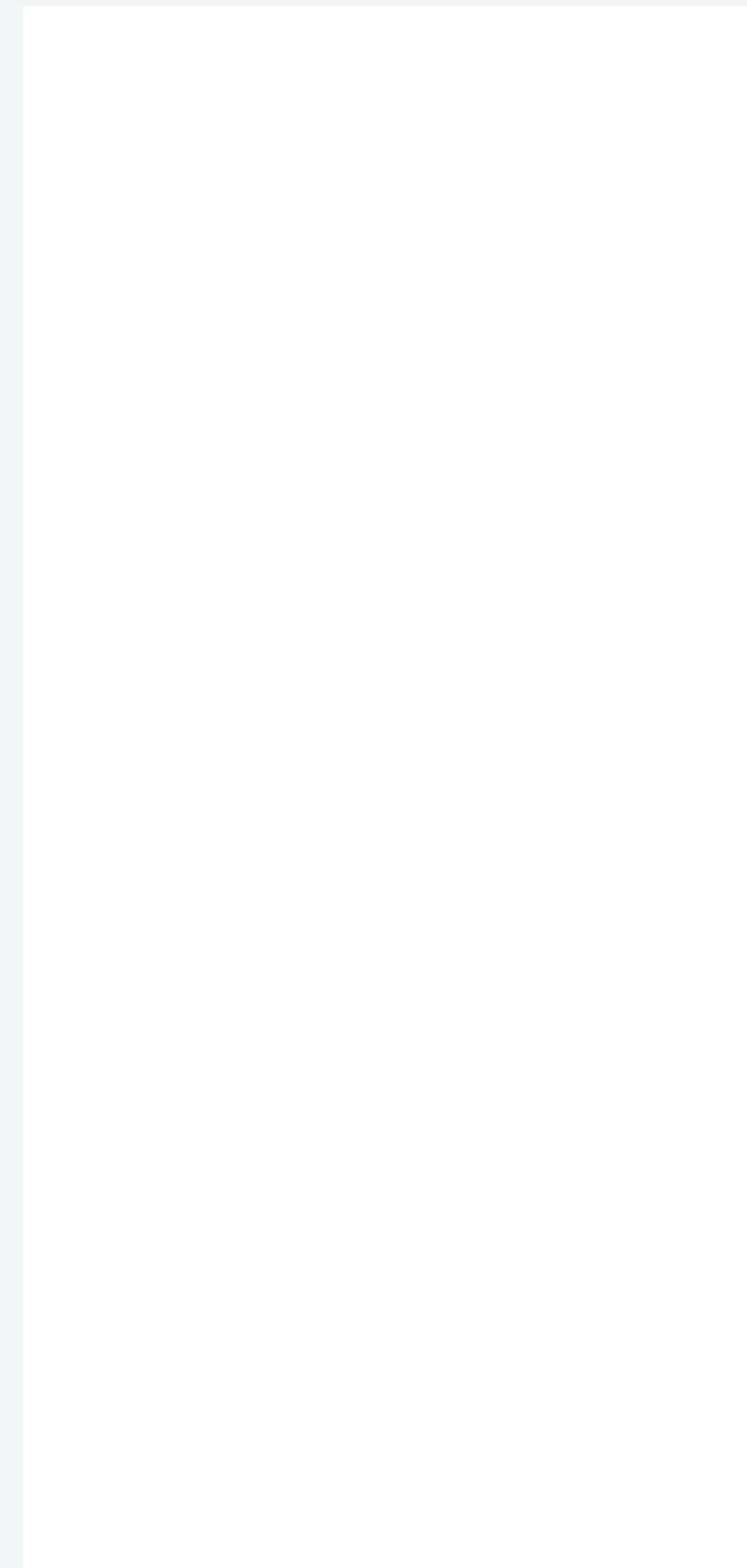
Primary Colours & Usage %



Mint Green
#7CDDAE
PANTONE 338 C/U



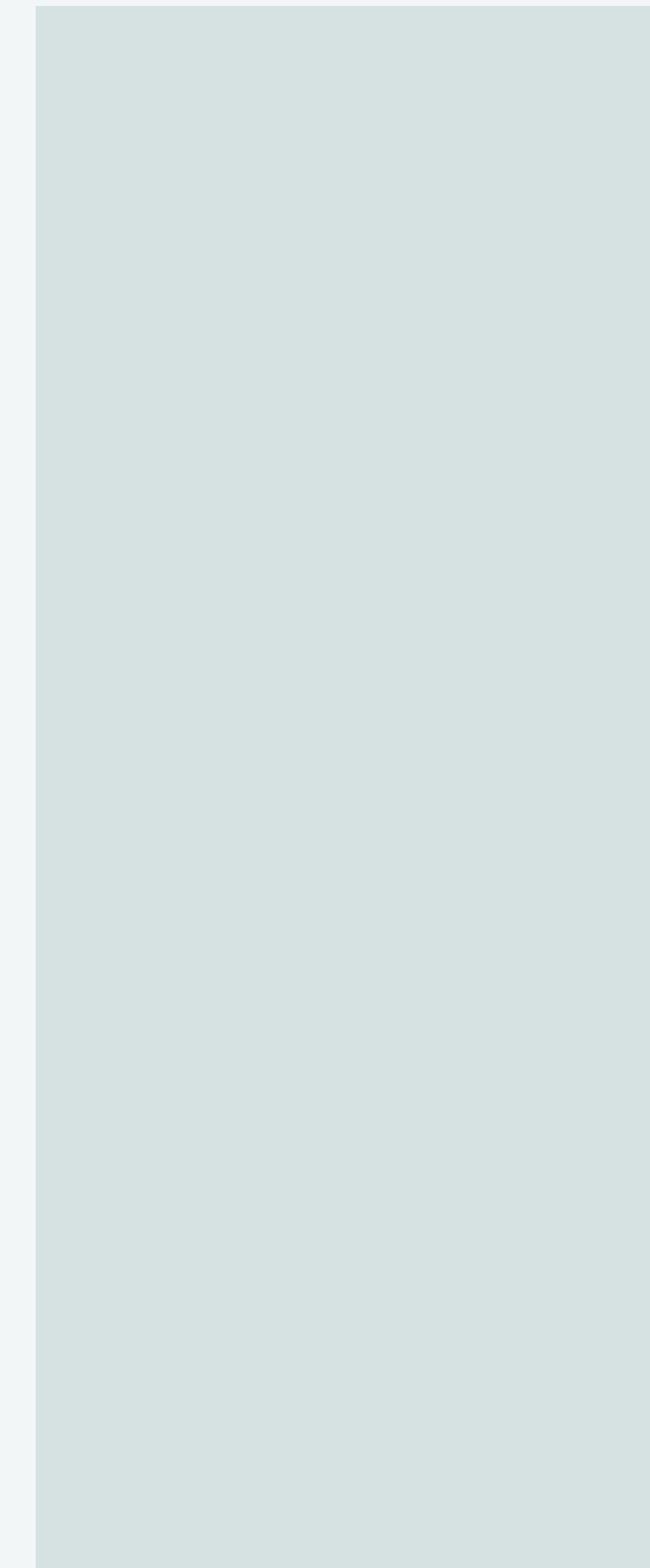
Charcoal Black
#181818
PANTONE Black 3 C/U



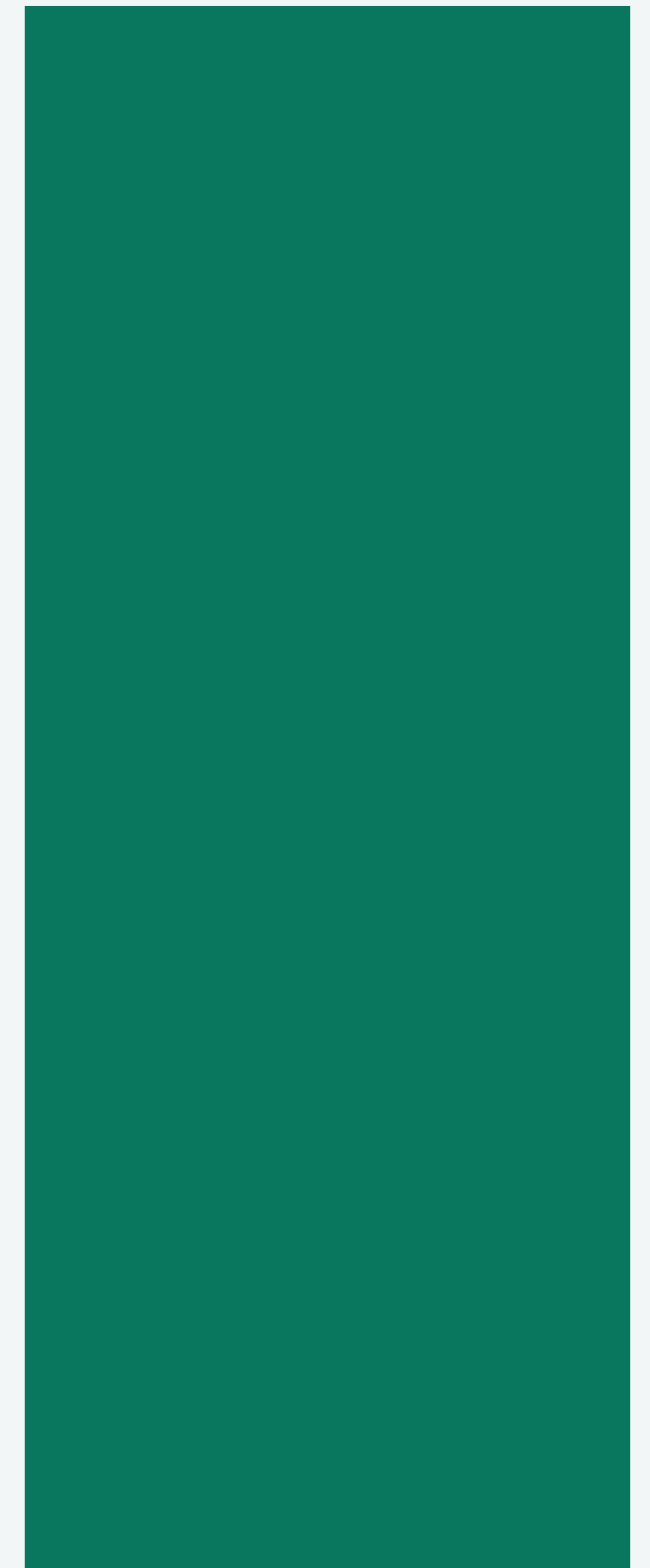
Absolute White
#FFFFFF



Soft Orchid
#D597DC
PANTONE 529 C/U



Soft Ash
#D7E2E2
PANTONE 5315 C/U

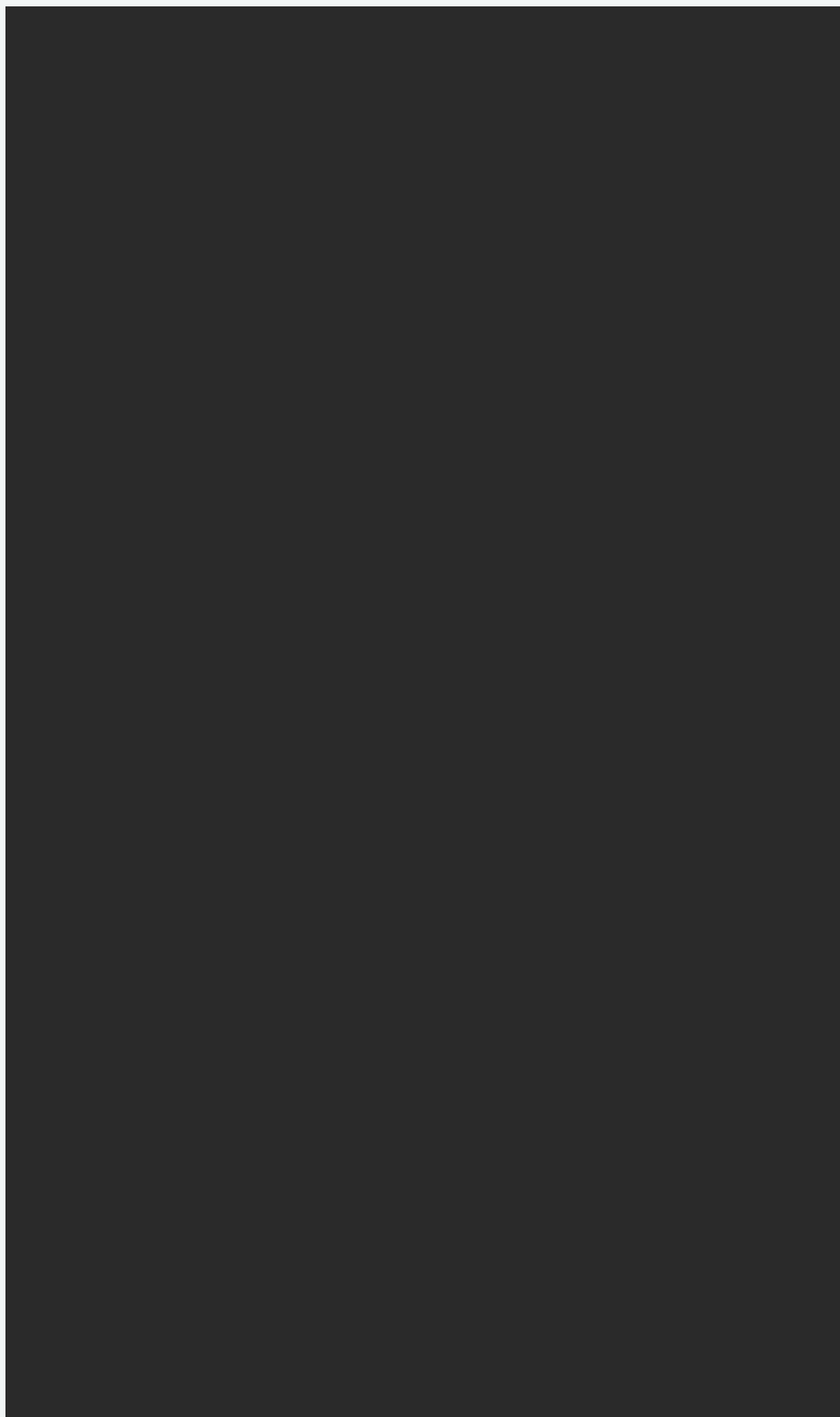


Pine Teal
#08785F
PANTONE 3298 C/U

Brand Facelift

Colour Scheme Secondary

Secondary - Colour shades for backgrounds



Graphite Grey
#2B2B2B
PANTONE 447 C/U



Charcoal Navy
#1C2A3A
PANTONE 289 C/U



Deep Teal
#014D4E
PANTONE 7476 C/U



Eggplant Purple
#3F2A4D
PANTONE 2627 C/U

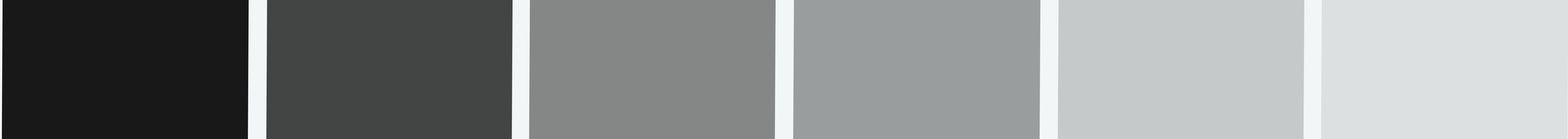


Deep Brand Green
#1EAF89
PANTONE 2242 C/U

Colour Scheme

Core Brand Identity

Secondary Colours & Shades



#181818 #181818 - 80% #181818 - 50% #181818 - 40% #181818 - 20% #181818 - 10%



#D7E2E2 #DEE7E7 #E4EBEB #EFF3F3 #F9FCFC #FFFFFF



#08785F #0F9773 #1EAF89 #3DBE95 #5CCDA2 #7CDDAE

Brand Facelift

Typography Core Brand Identity

Primary Typeface - Ginka

Digital and physical use - Titles, subtitles and body text

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%&*)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%&*)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%&*)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%&*)

Secondary Typeface - Figtree

Digital use only - subtitles and body text

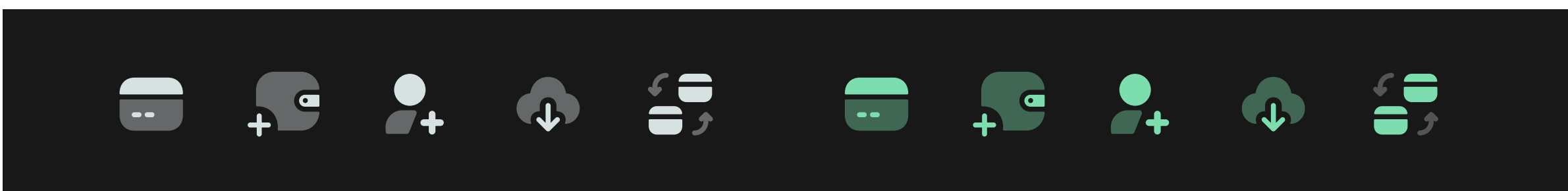
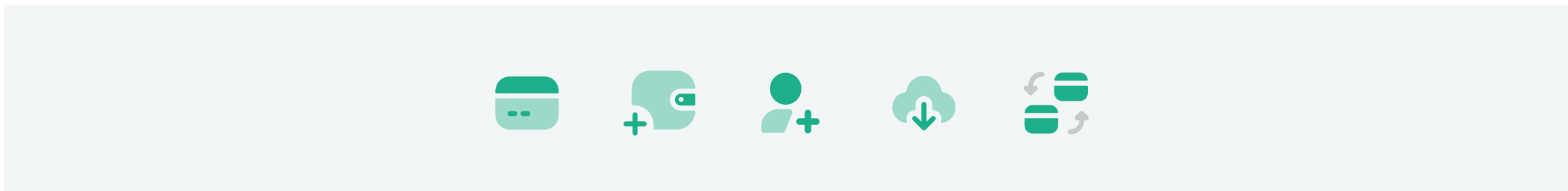
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%&*)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%&*)

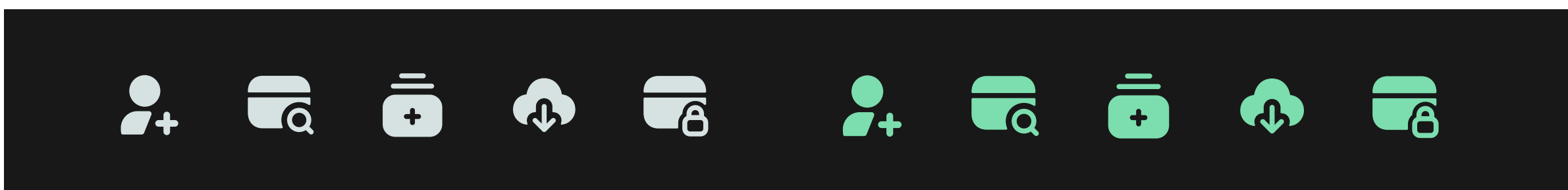
Iconography | Numbering Core Brand Identity

Iconography

Bulk - two colours (green shades - #1EAF89 on light, #7CDDAE on dark)

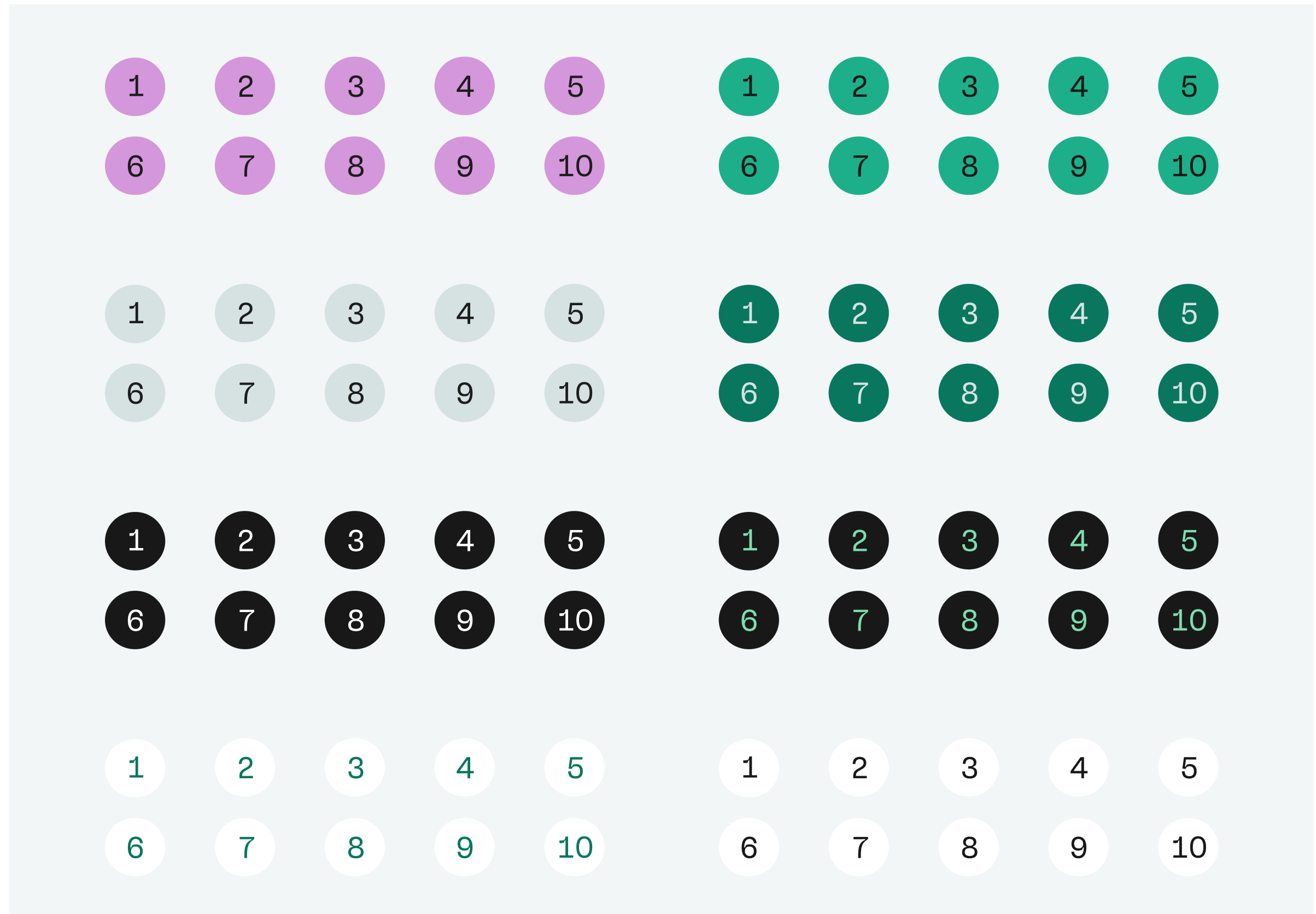


Bulk - one colour



Numbering

Multi - colour application



Brand Arrow & Dash Core Brand Identity

Core Brand Element - Arrow

Full element

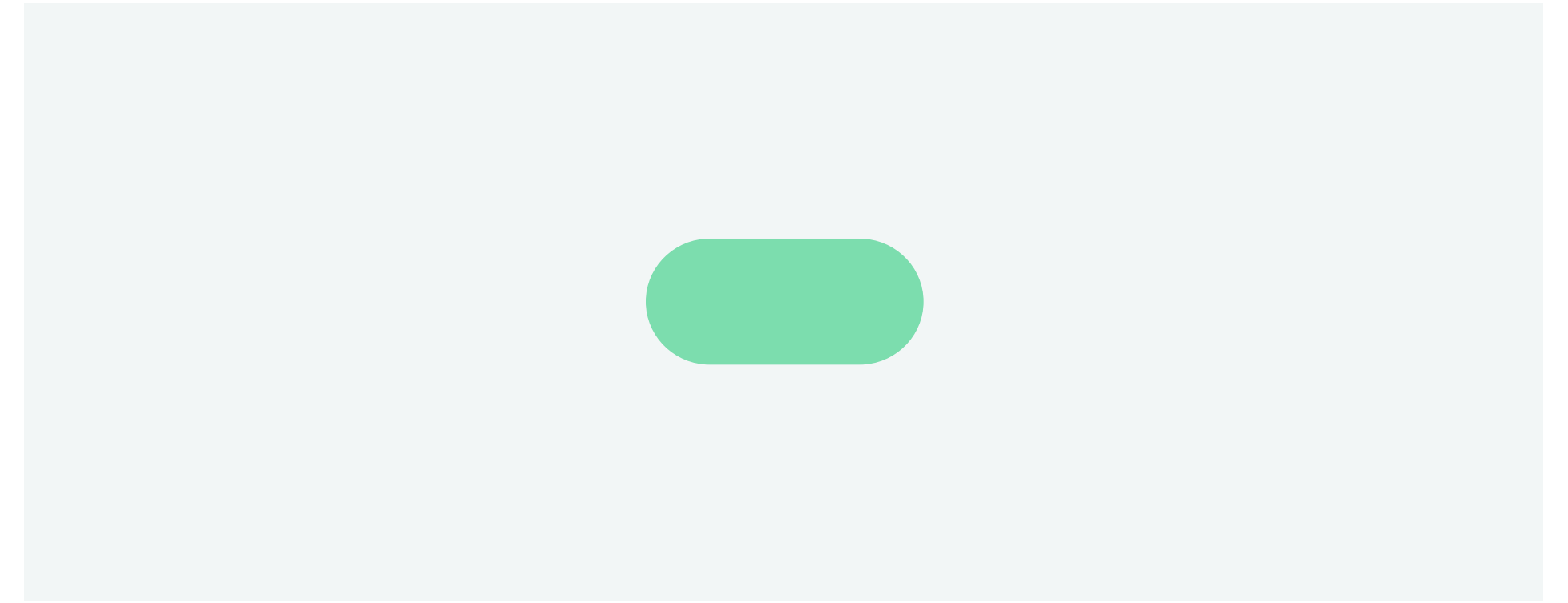


Angled position to be used mainly in corners



Core Brand Element - Dash

Full element

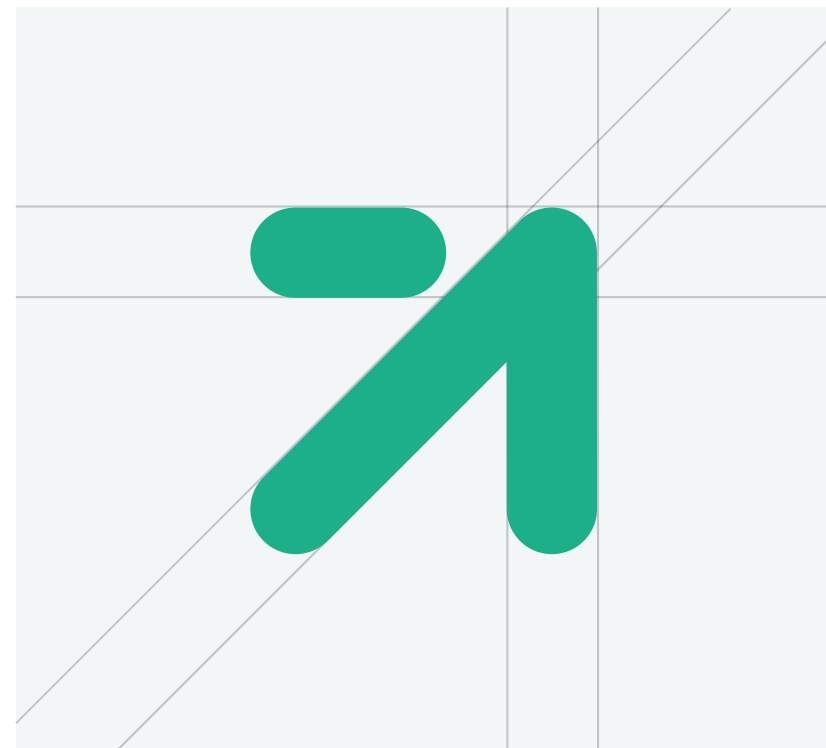


Positioning and rotation guidelines

Upright



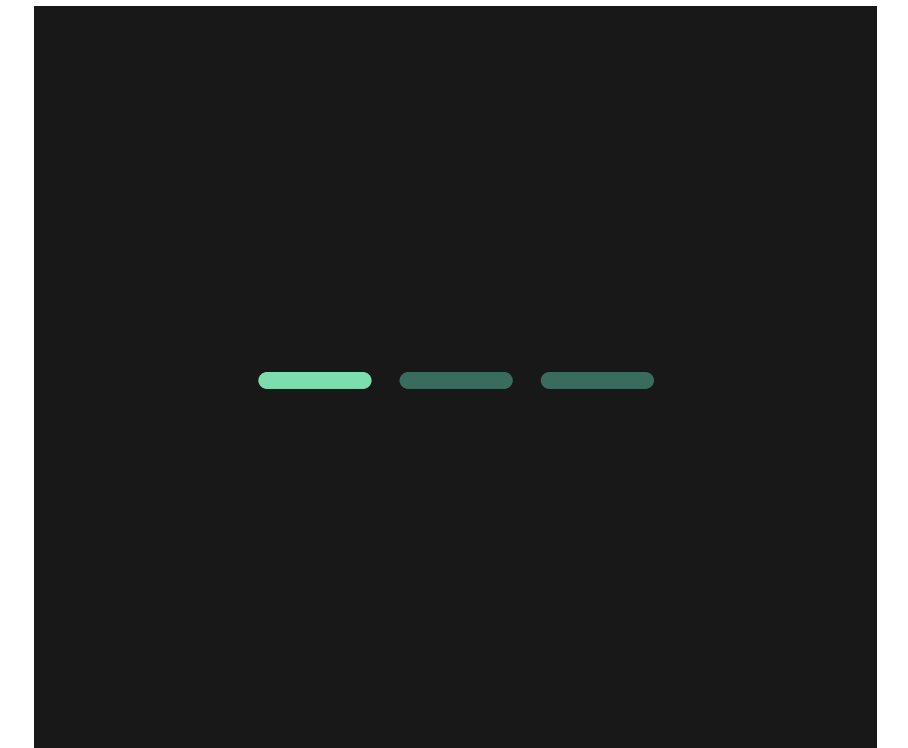
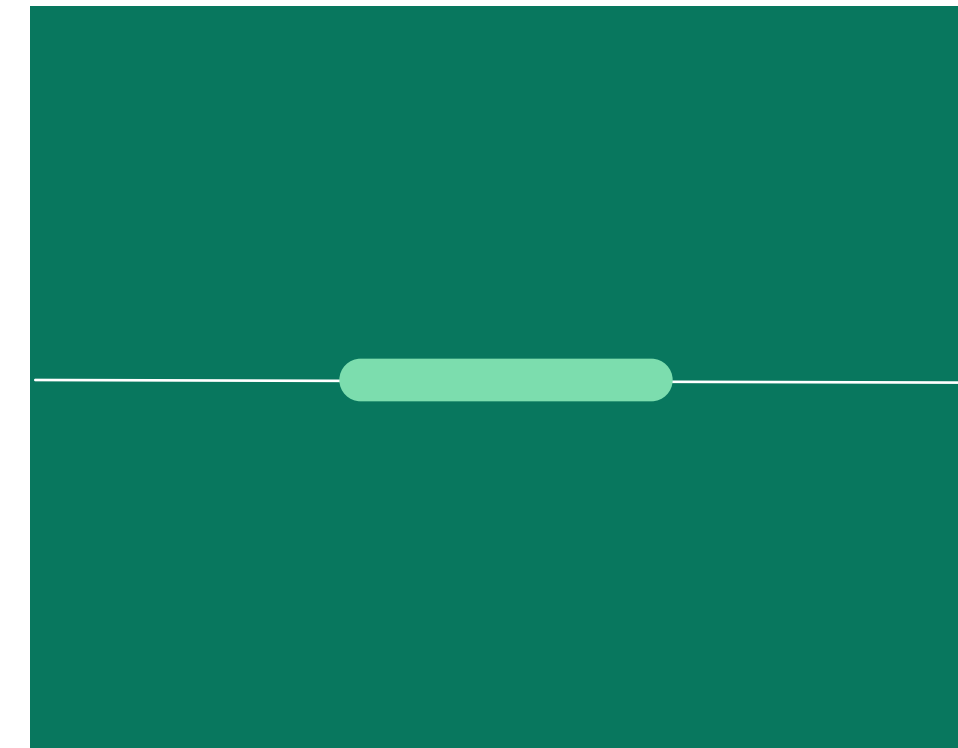
Diagonal



Angled



Versatile element for multiple uses - e.g. carousel slider



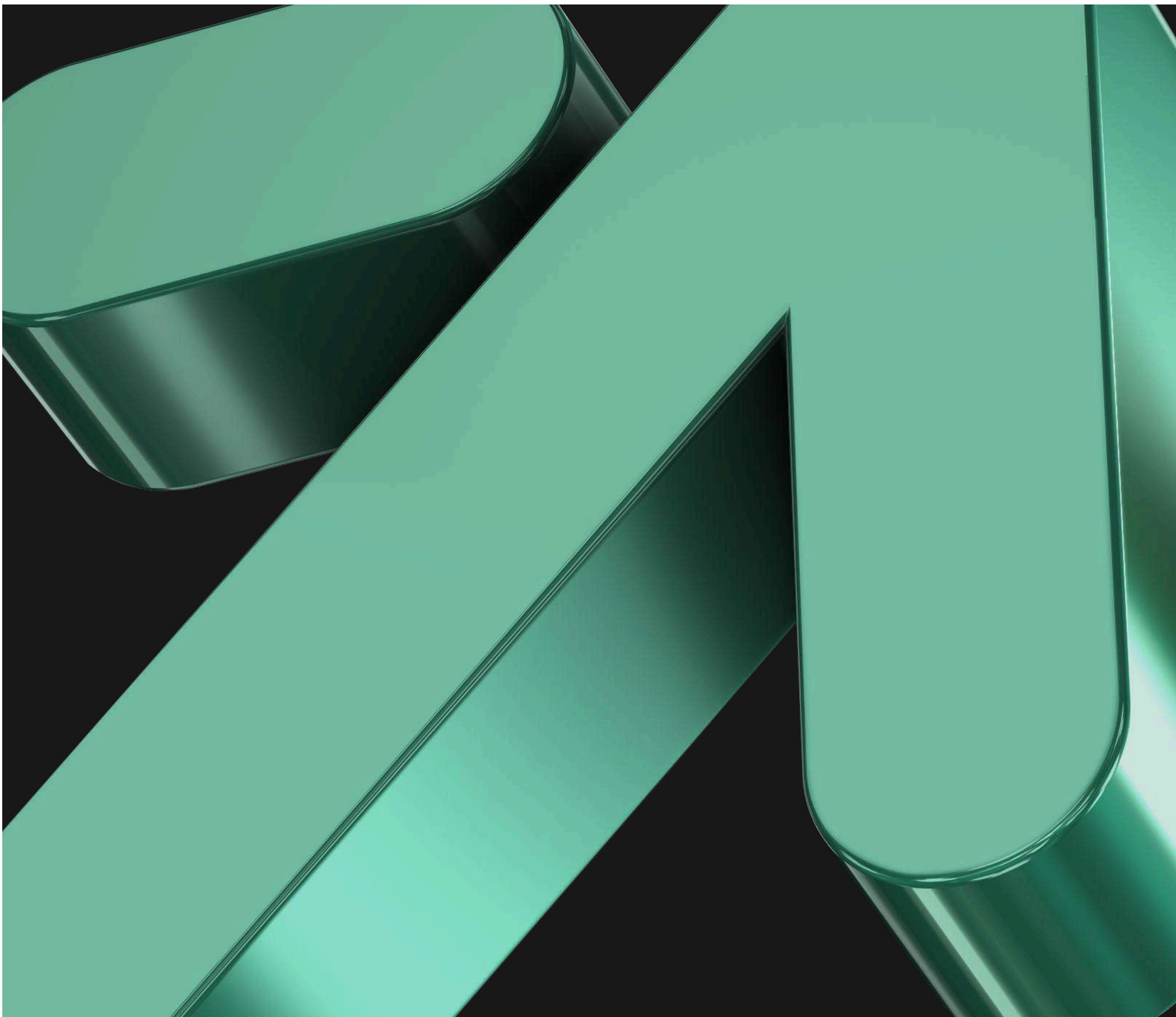
3D Graphic Elements Core Brand Identity

Primary 3D Graphic element - Standalone

Use as a single element



Use as a scalable element | Full bleed

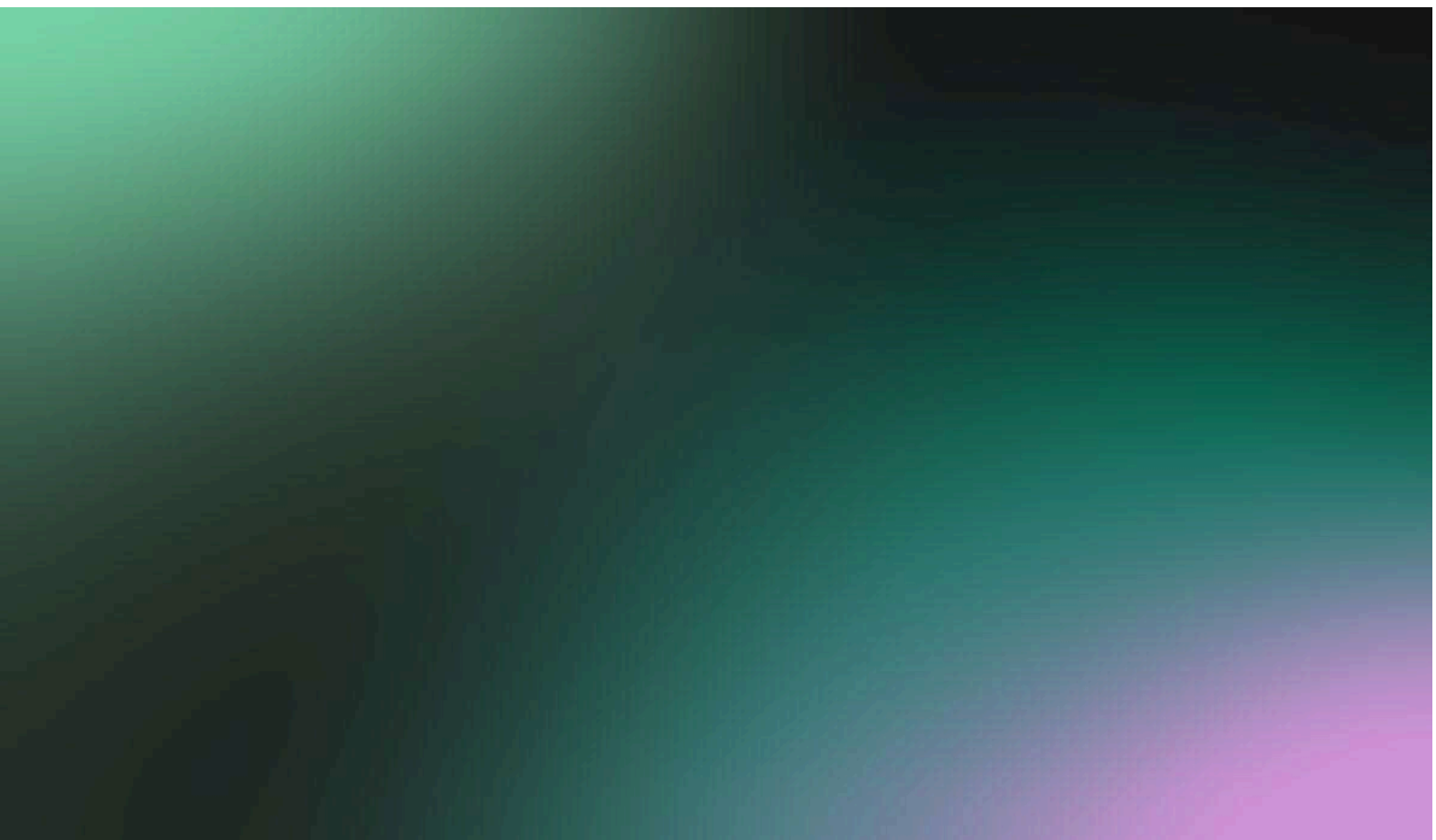
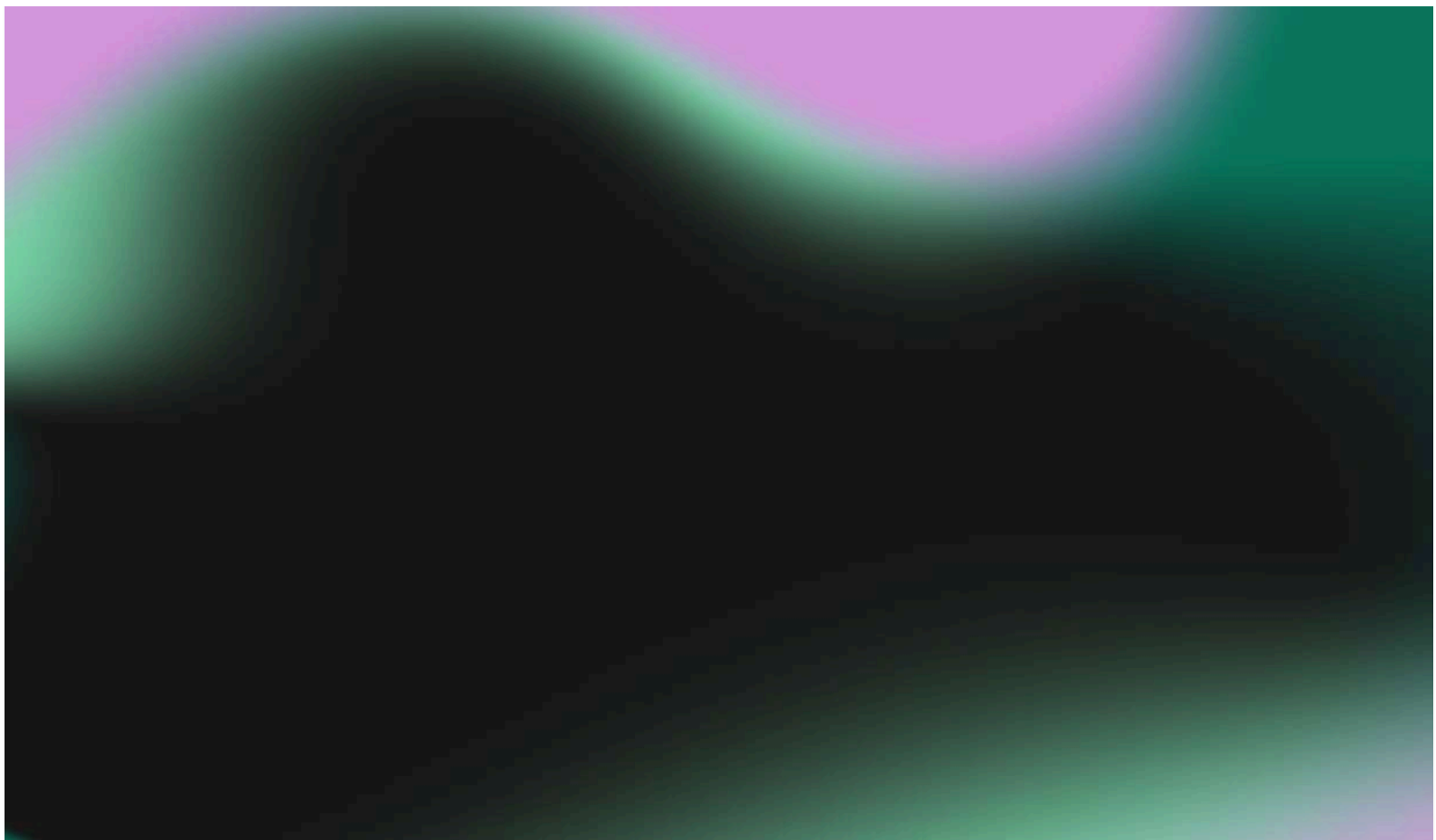
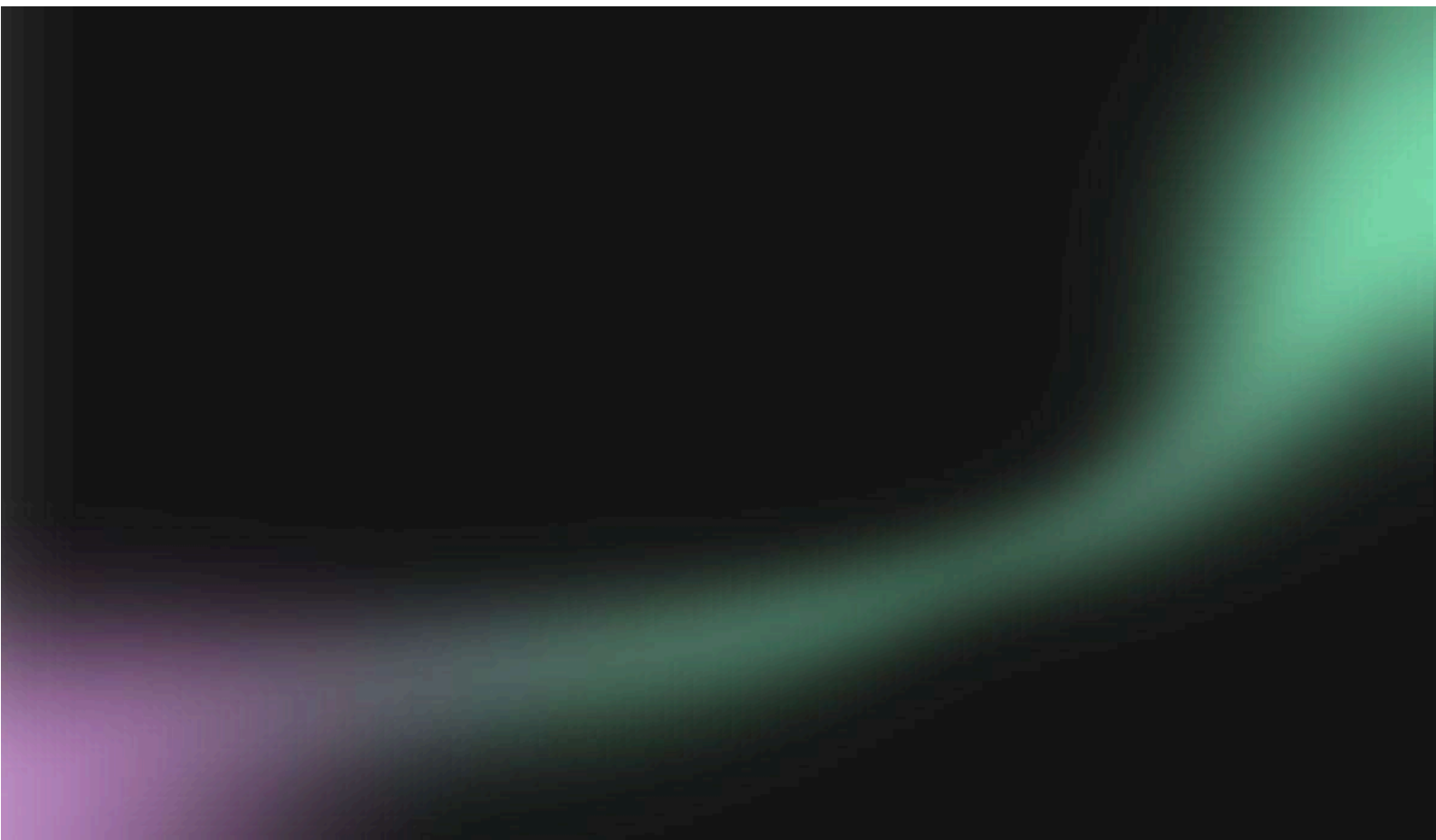
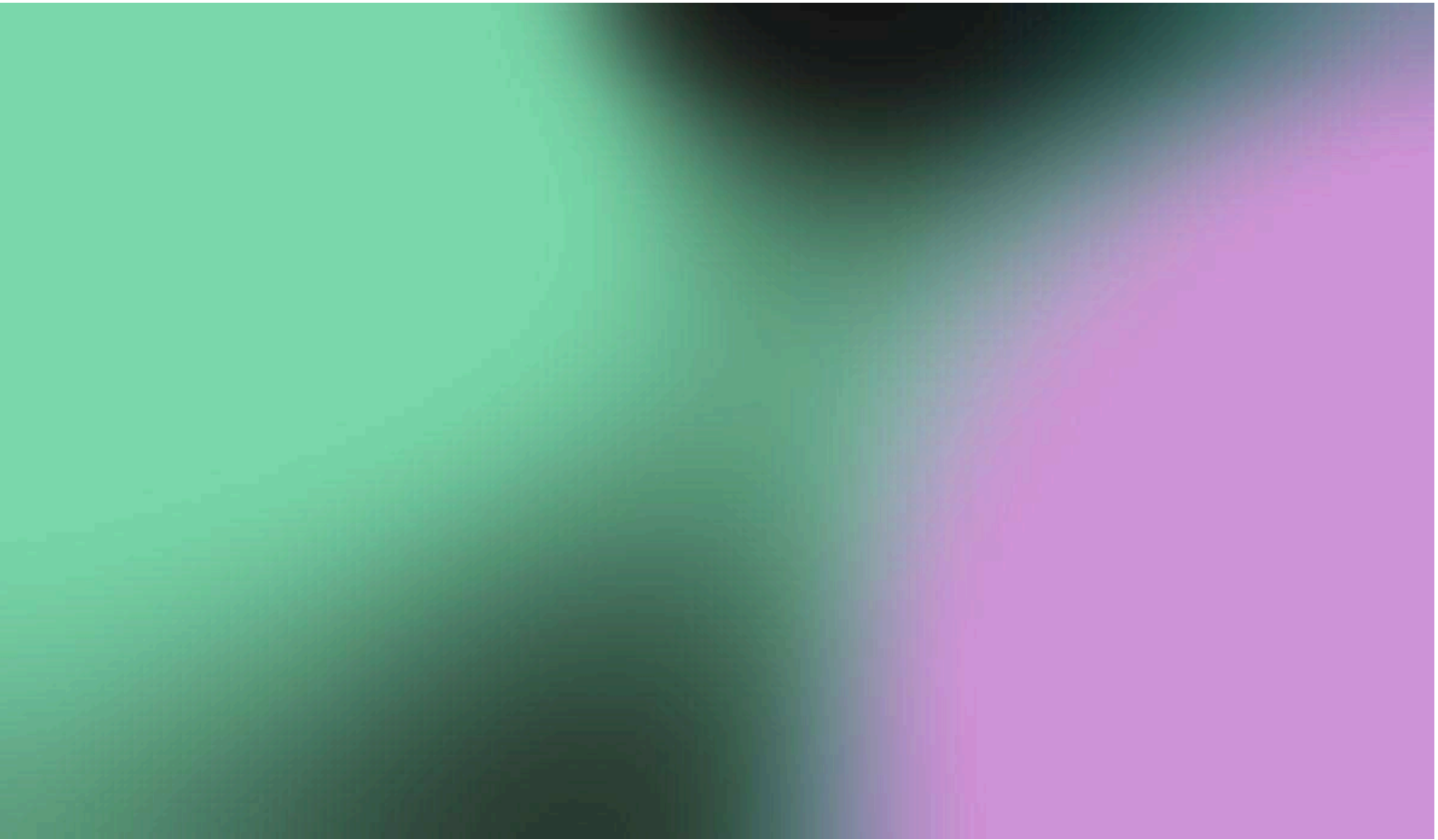
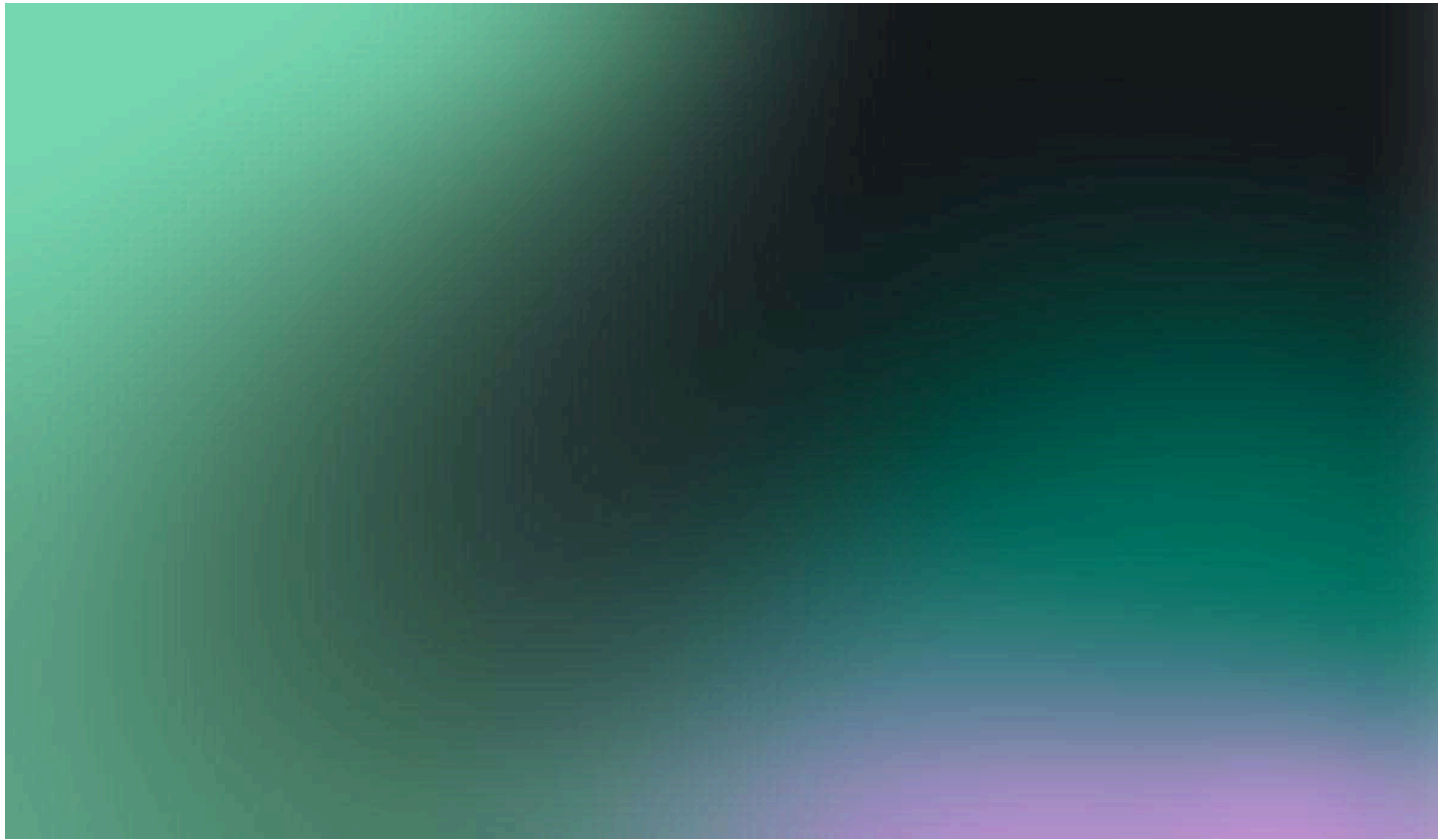
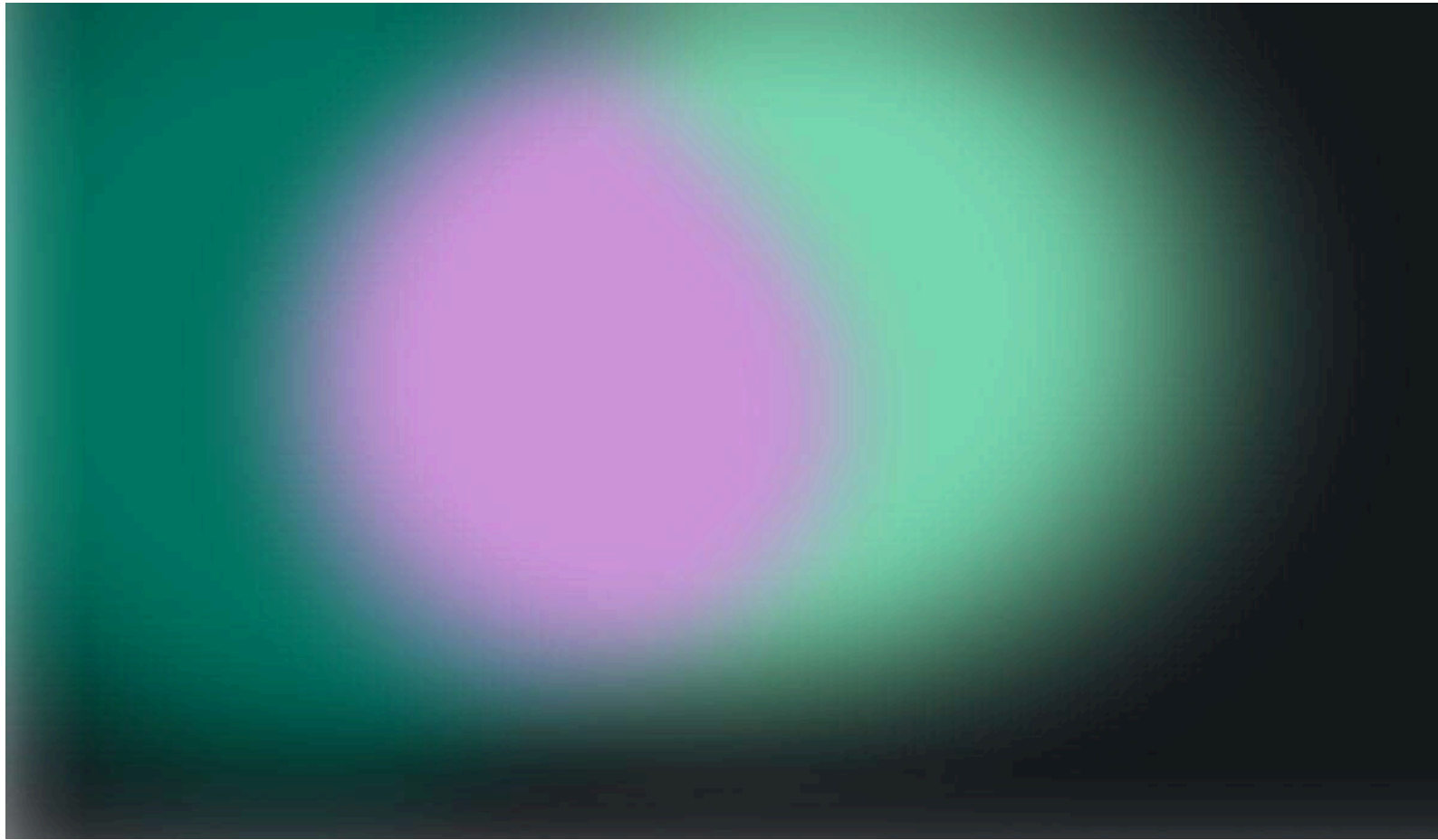


02

Visual Language

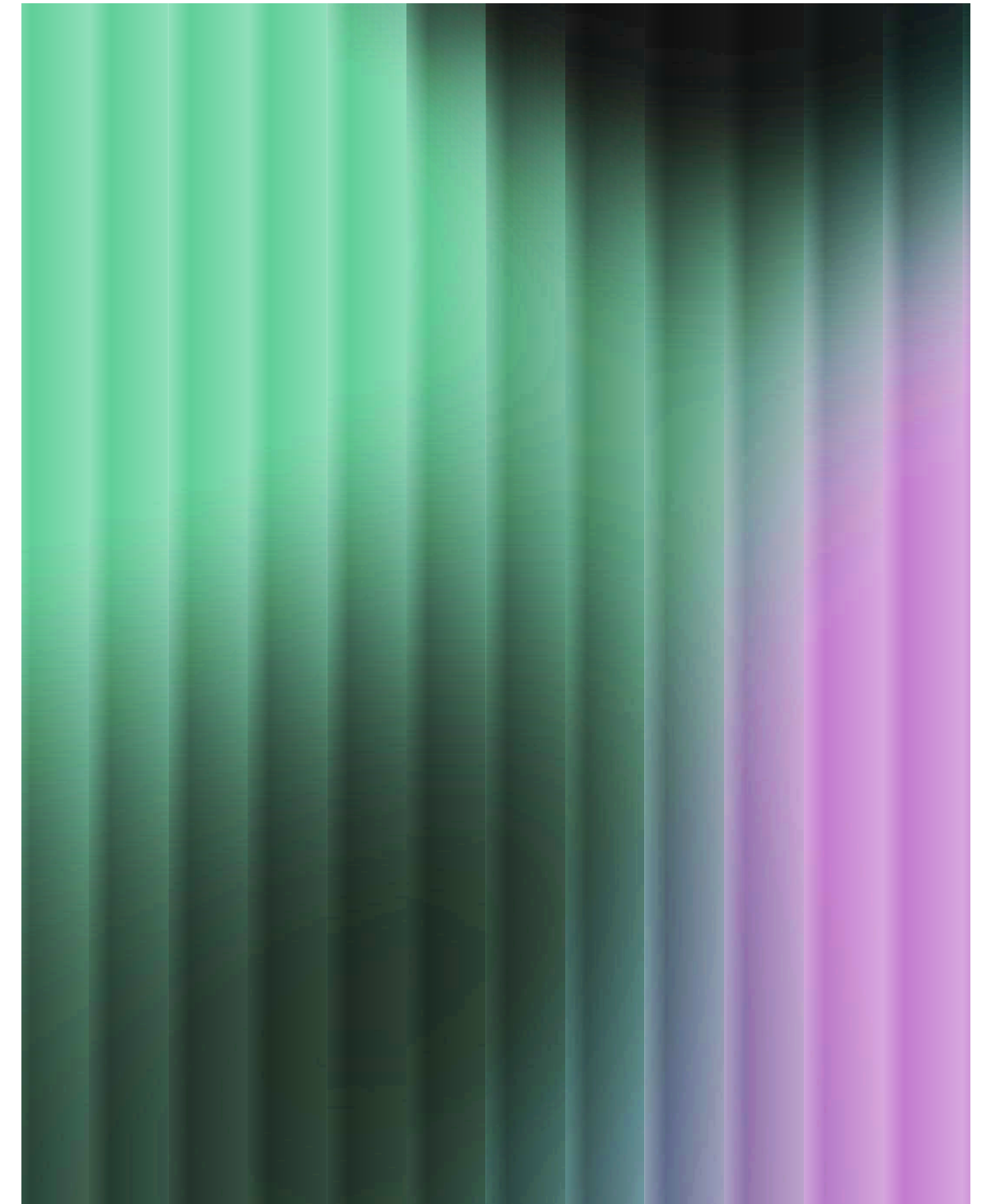
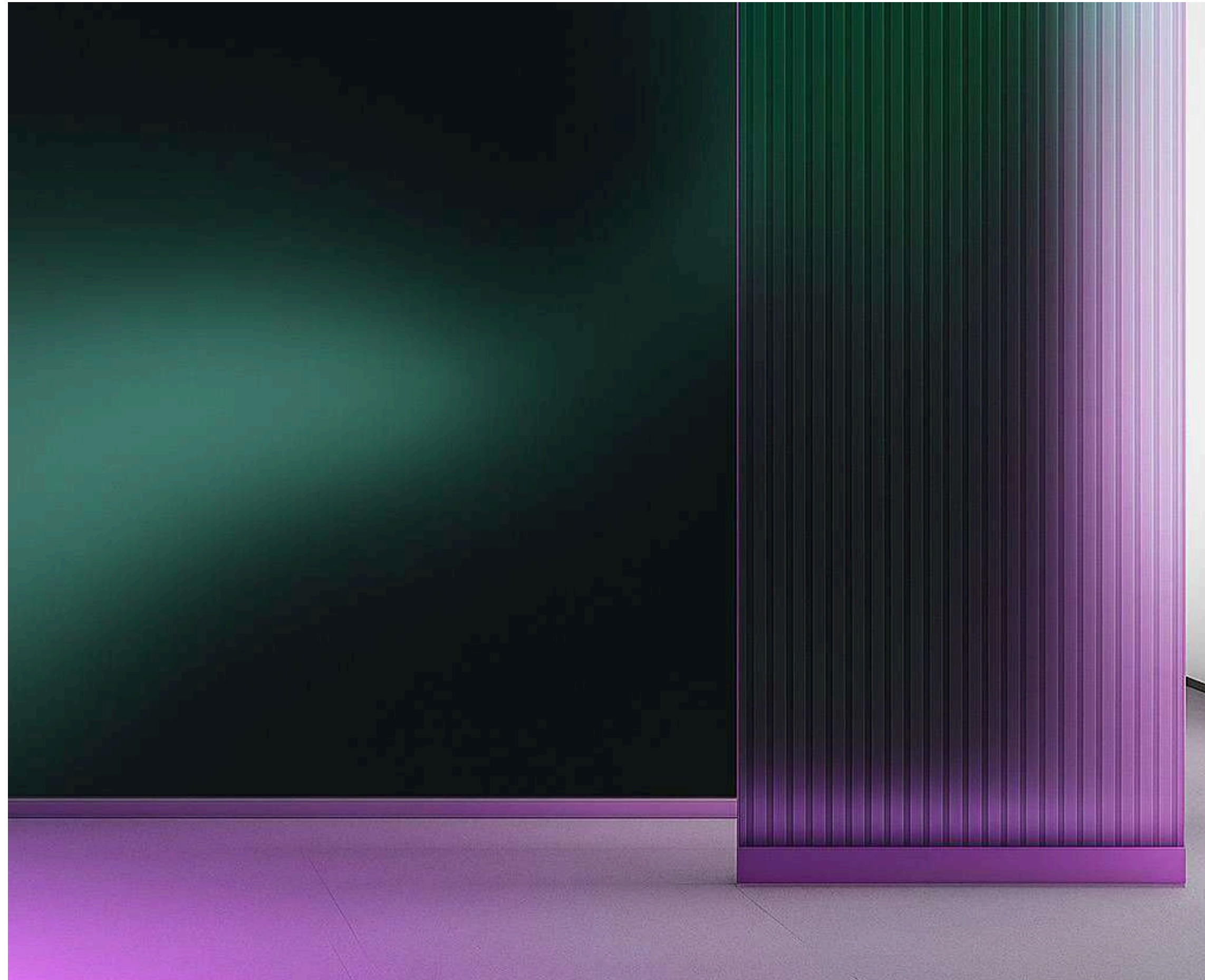
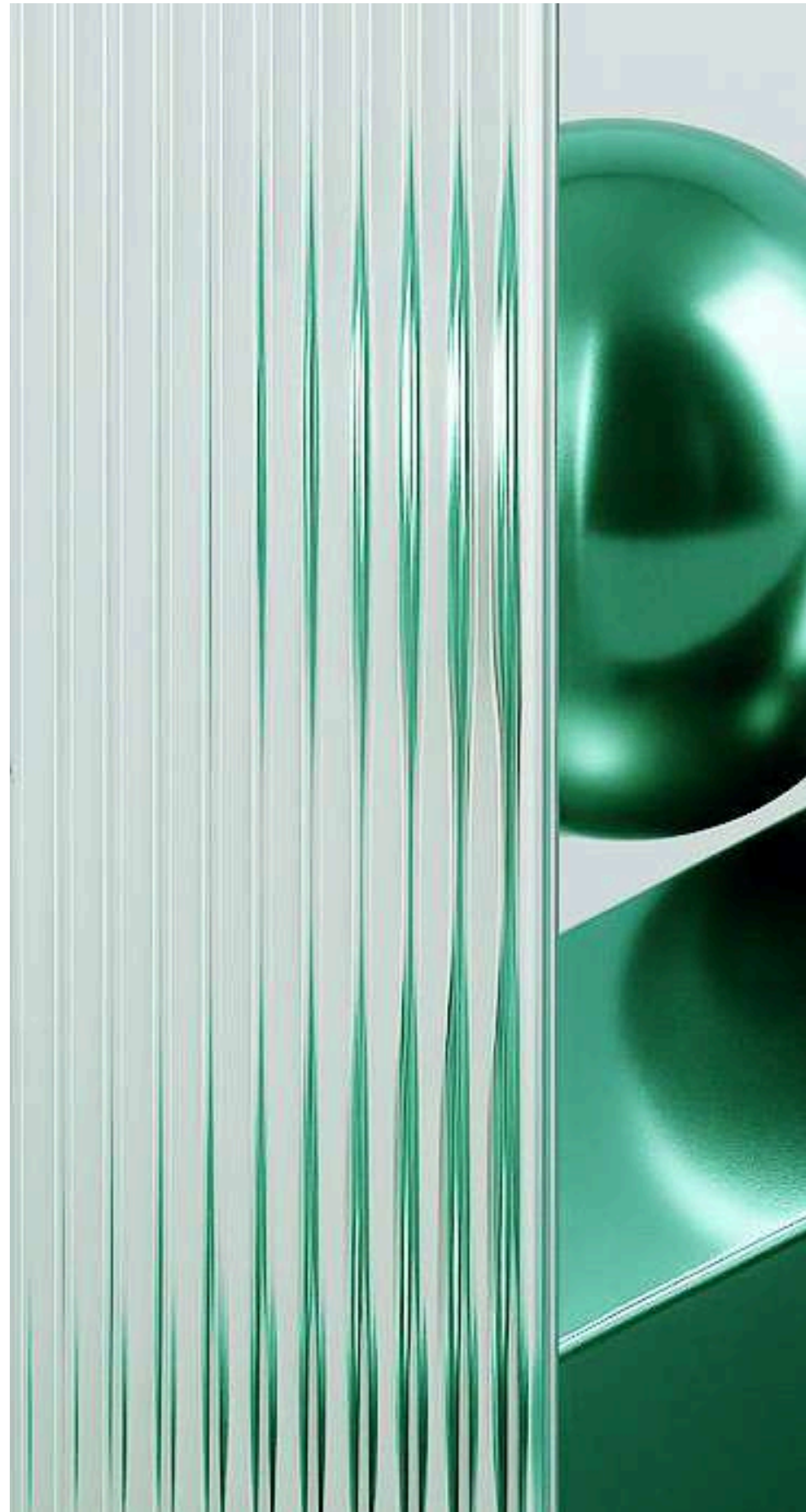
Gradient Styles
Refracted Glass
Metallic Texture
Imagery
Image Treatment

Gradient Styles Colour Application



Refracted Glass Texture - 3D assets/ physical applications

Refracted glass application examples



Brand Facelift

Metallic Texture - 3D assets/ physical applications

3D metallic objects



Metallic material for stands/ platforms



Imagery Visual Language

In-house photography

Candid, lively, in action



Stock images

Lively, candid

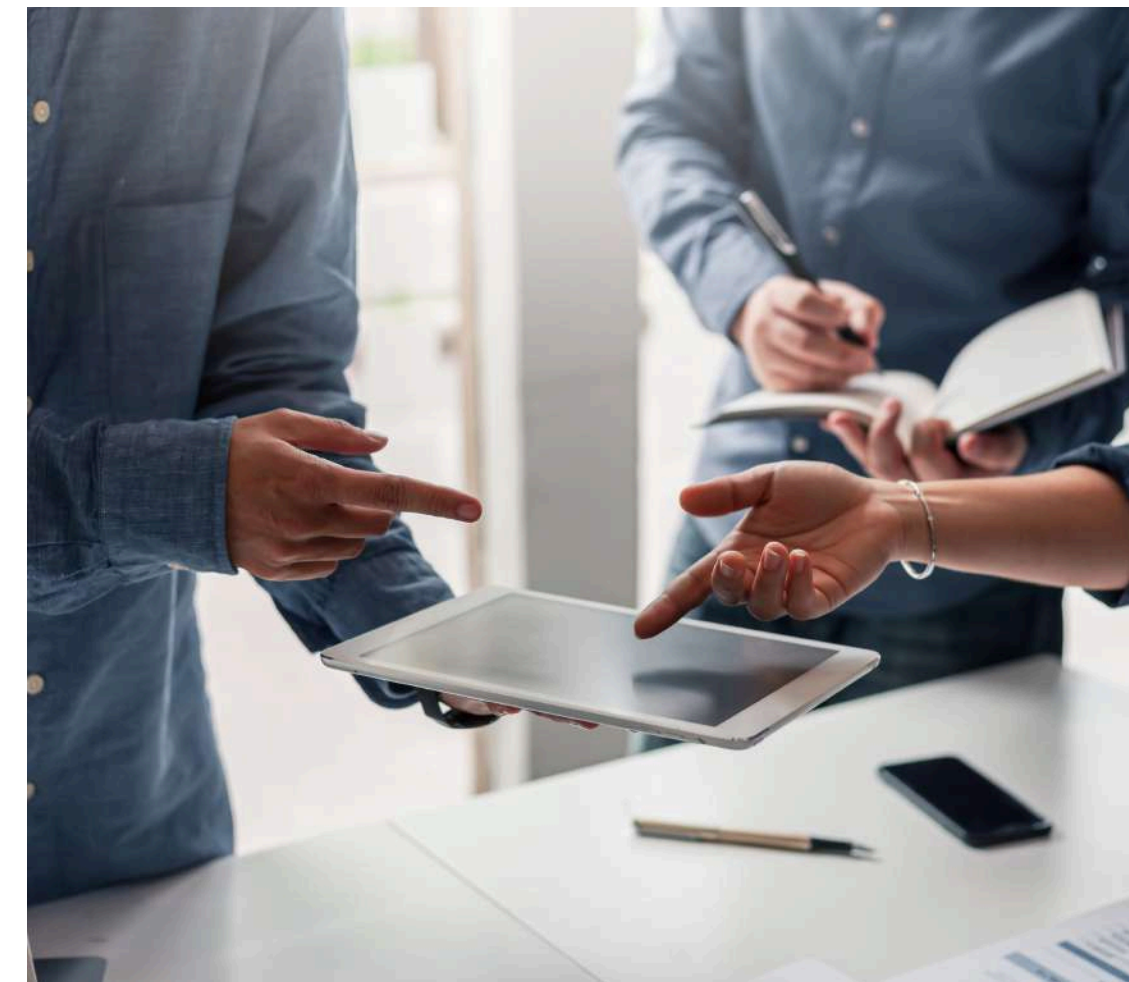


Image Treatment Visual Language

Promotional Images
Reflecting brand colours in imagery



Brand Facelift

03

Social Media

Posts with Graphic Elements

Carousels

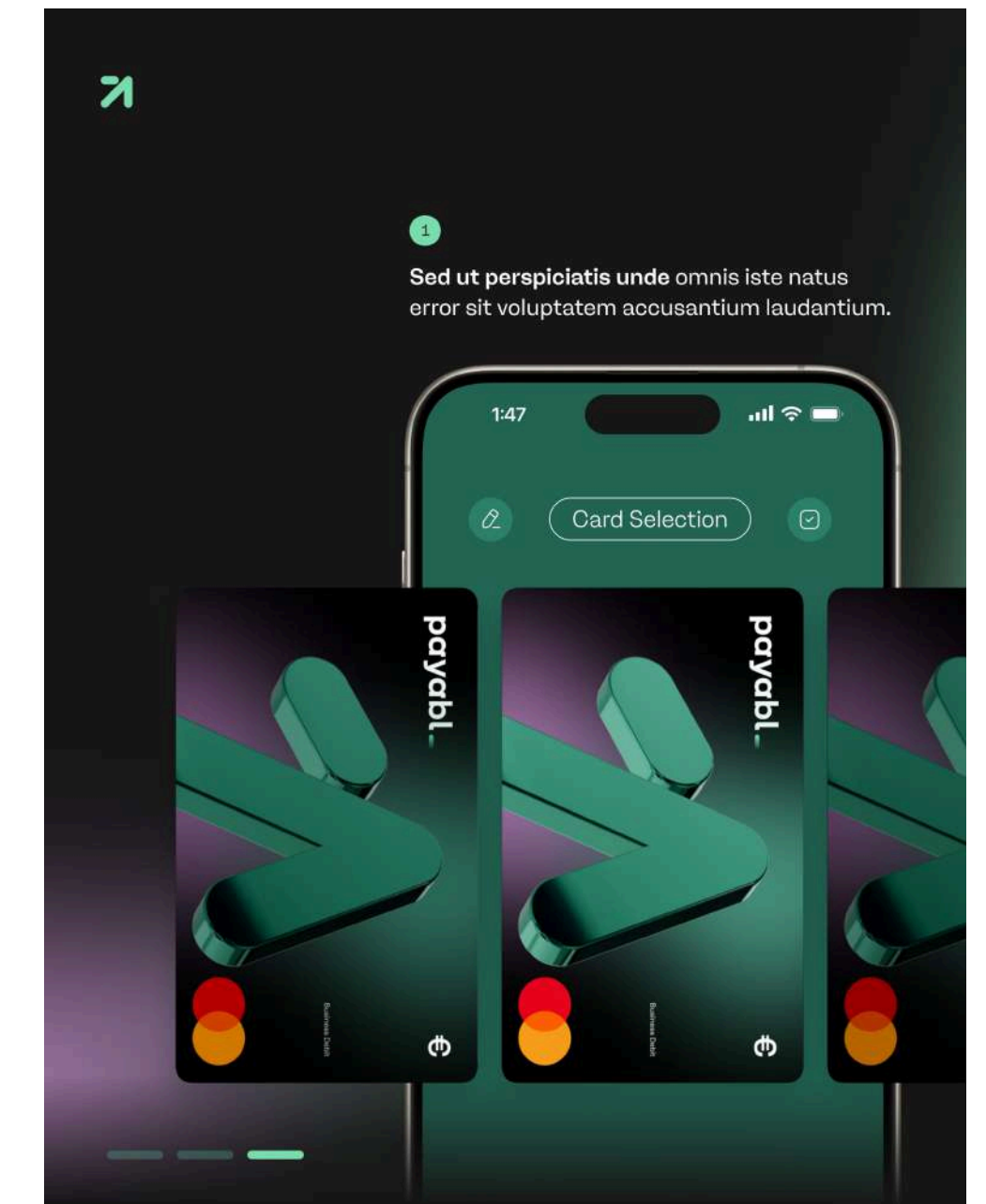
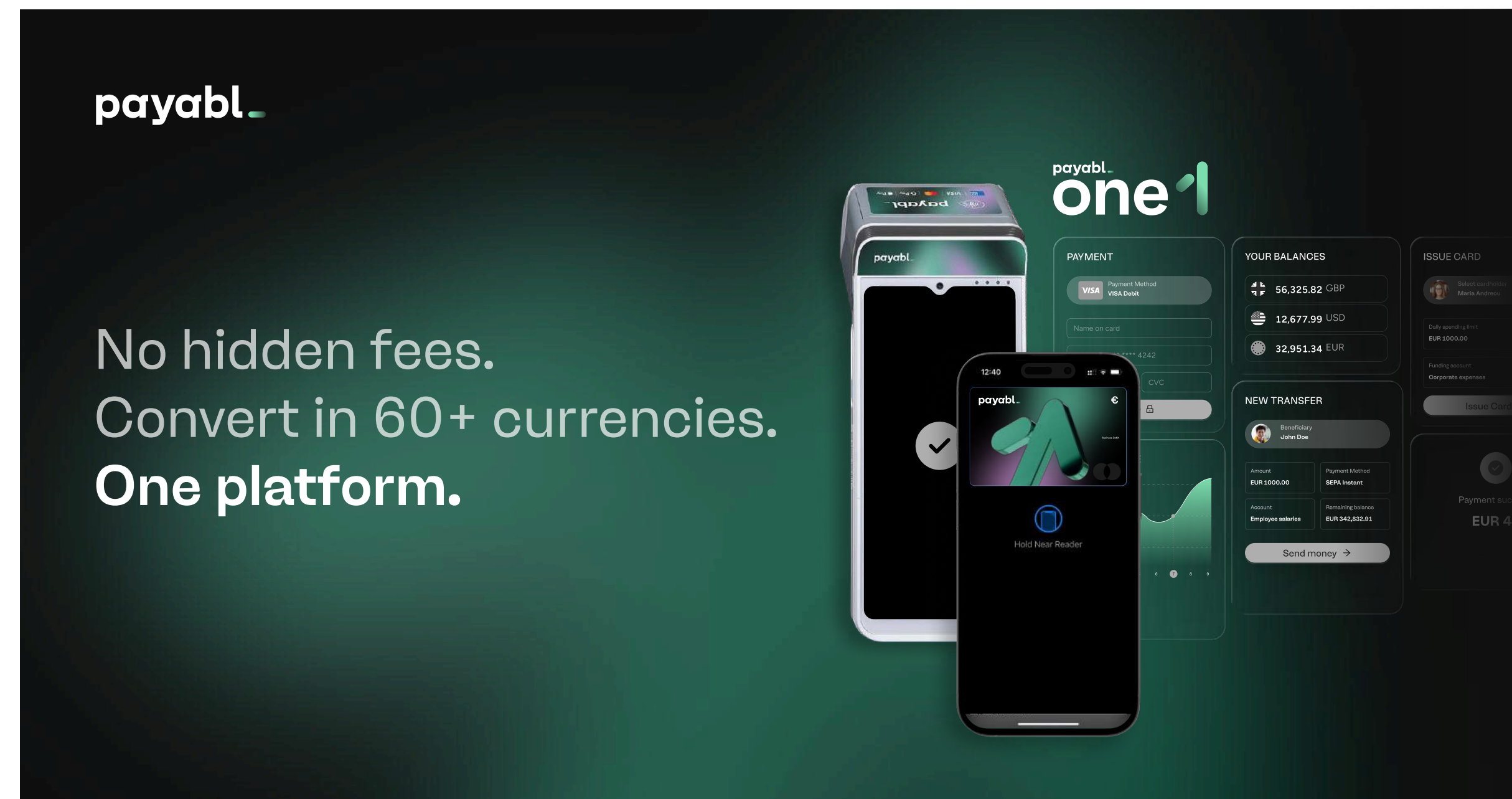
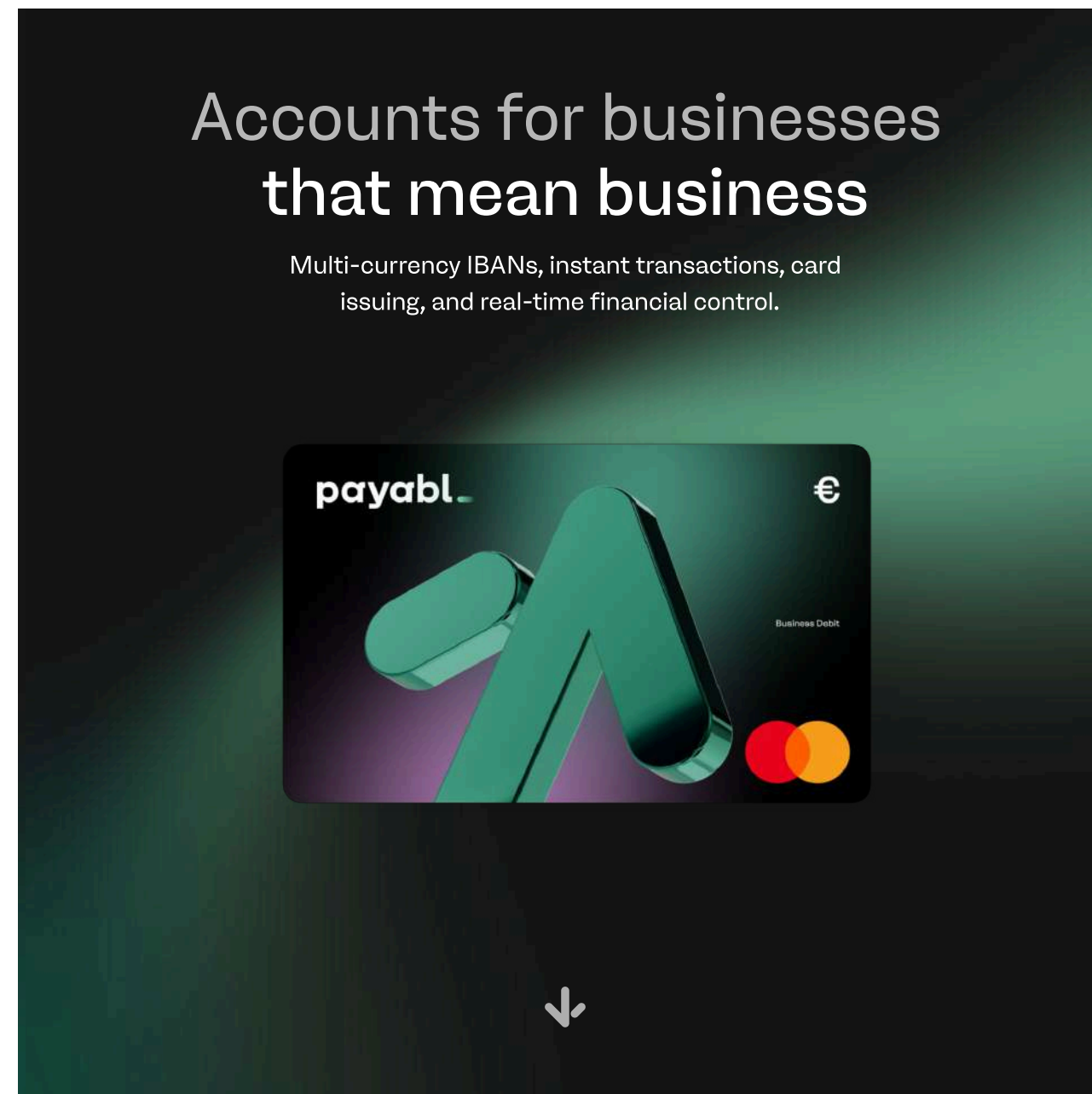
Branded Covers

Collaborations

Posts With Graphic Elements Social Media

Banners with graphic elements

Application of text and graphics




Carousels Social Media

Carousel Posts

payabl. → payabl. → payabl. → payabl. → payabl.

The real cost of bad checkout

Why do shoppers really abandon carts?

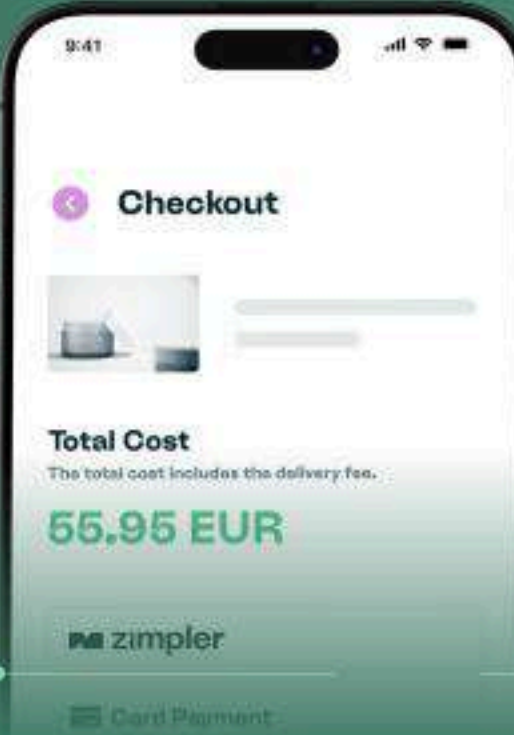


- #1 reason for drop-off: unexpected shipping costs
- Shoppers want price clarity upfront

Surprise fees = No sale

- Forced accounts drive shoppers away
- They want fast, guest-friendly checkout


Sign-ups kill sales



Security matters

73% prefer safety over speed

Only 25% think fraud is their job

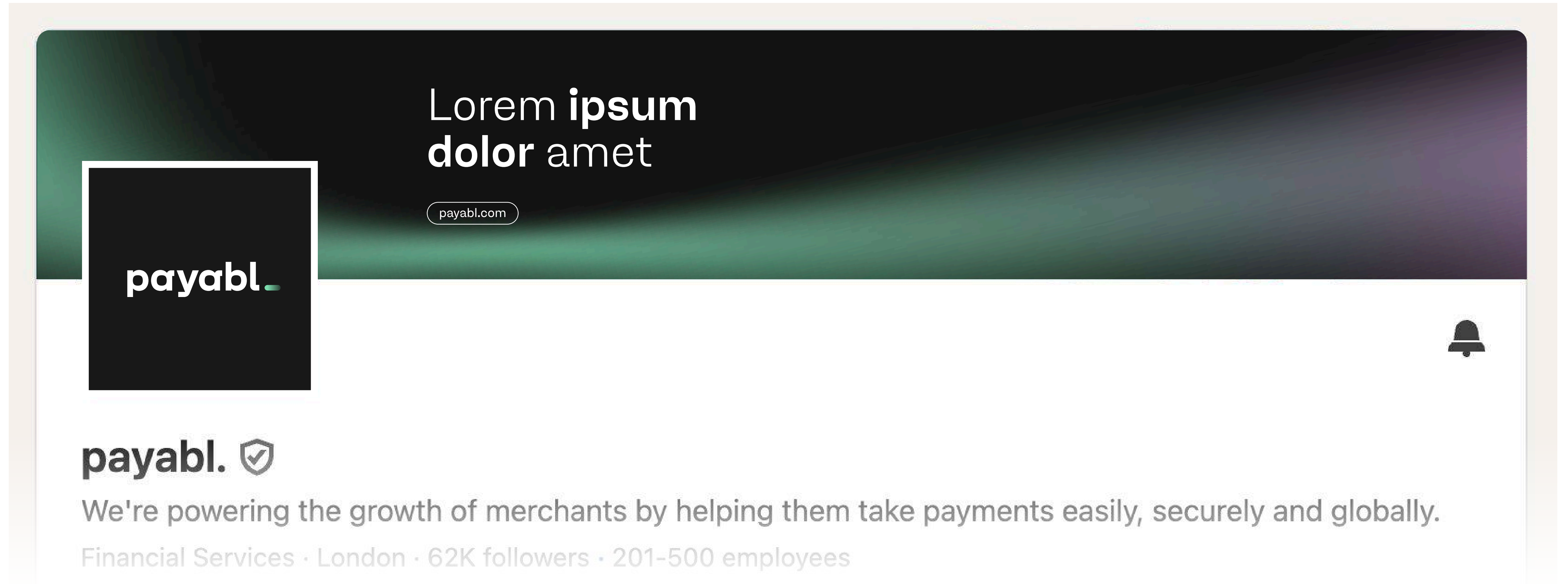


payabl.com/state-european-checkouts

Branded Covers Social Media

Linkedin Covers

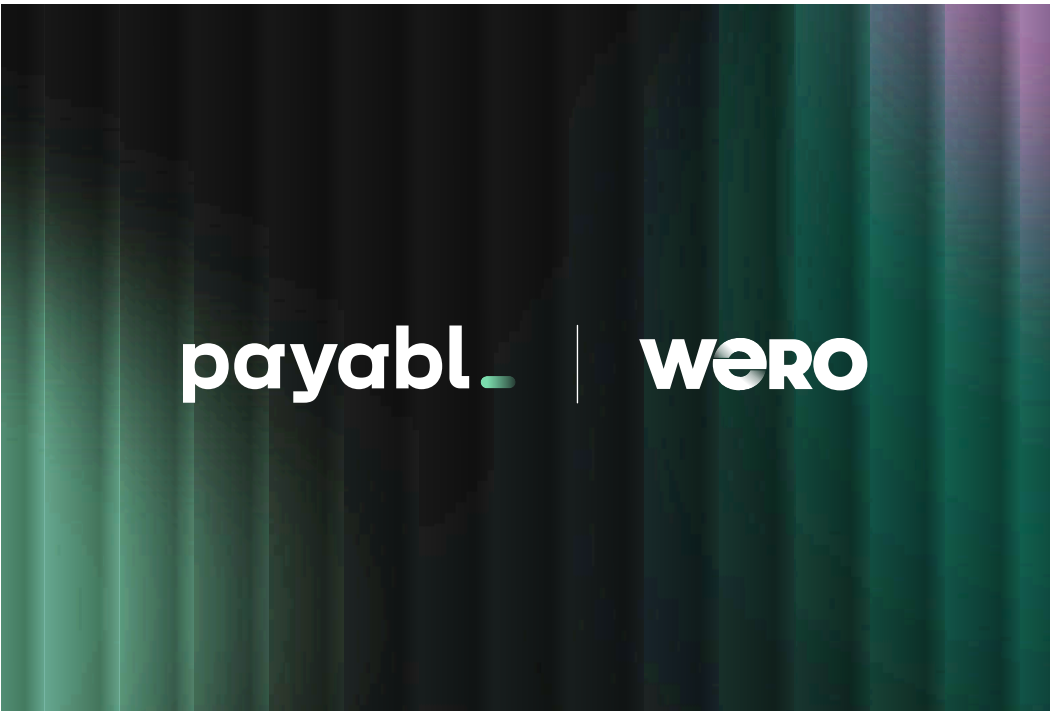
For employees as well as company page



Brand Facelift

Collaborations Banners

Gradient
Branded gradient/ light leaks as background



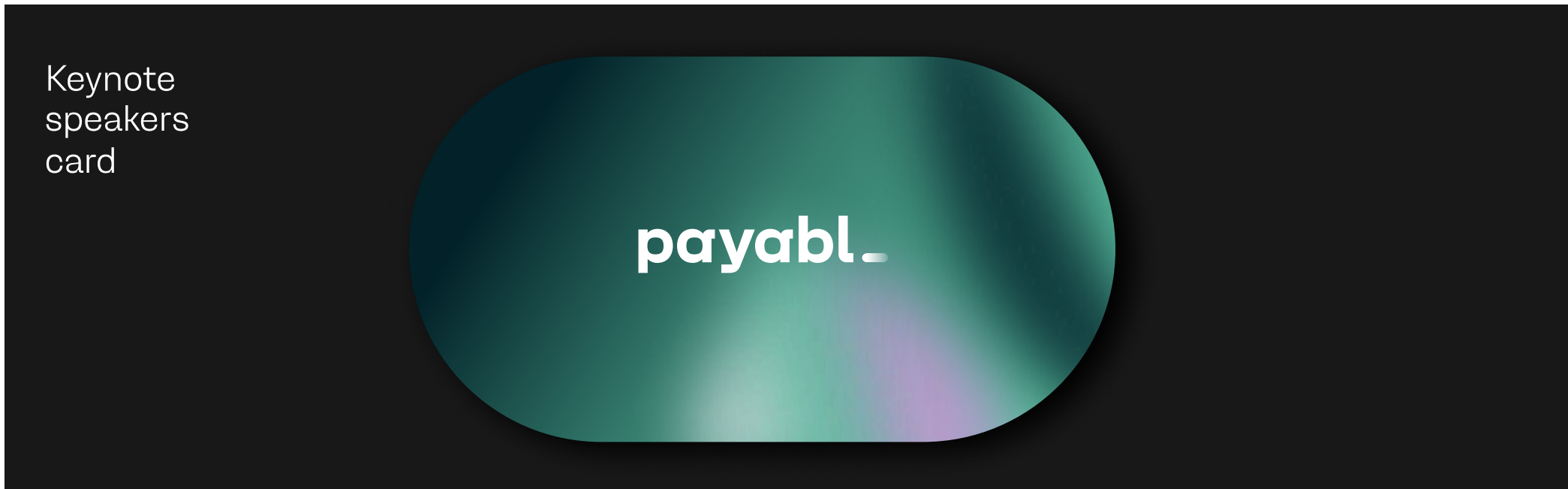
Brand Facelift

04

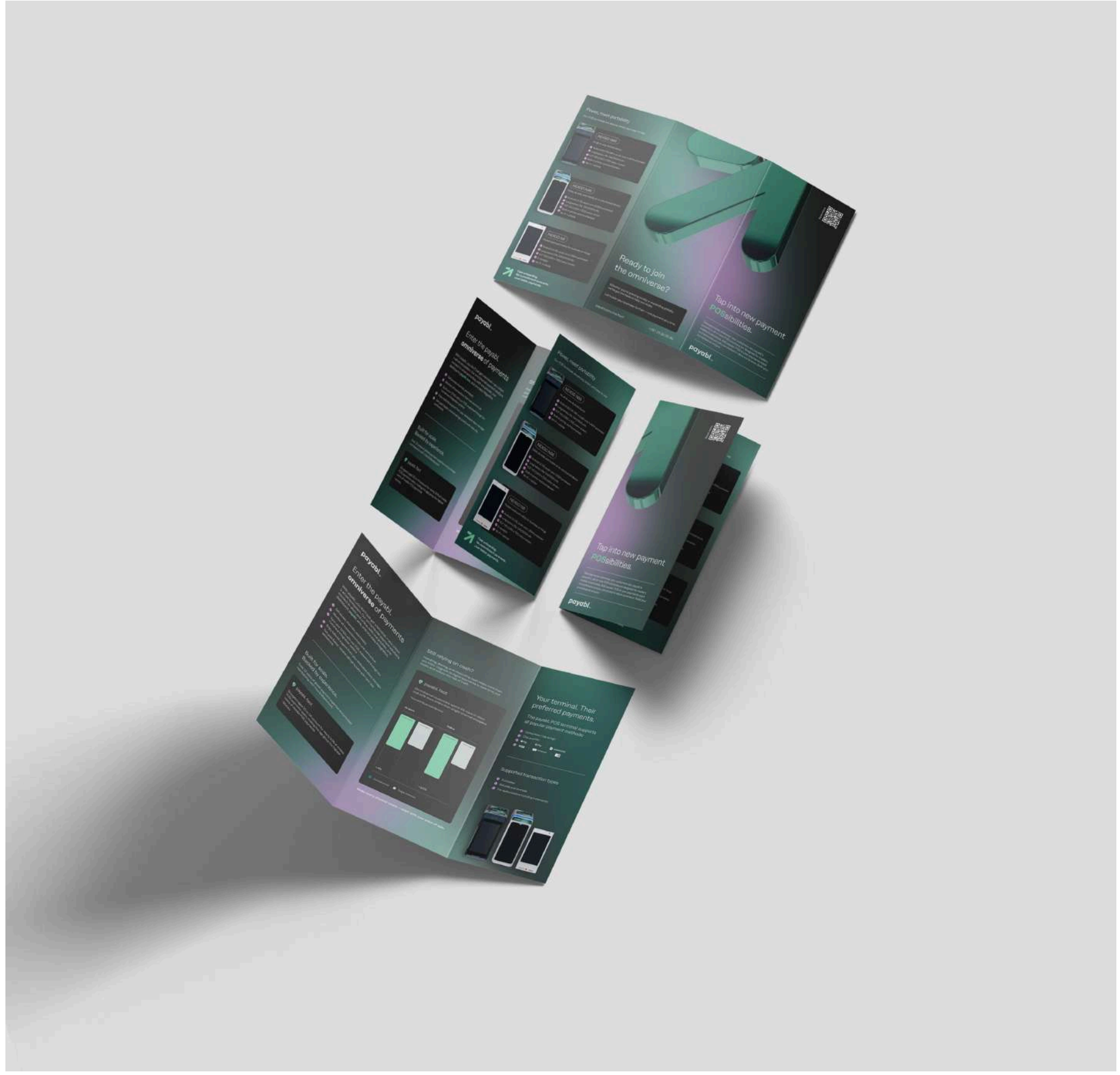
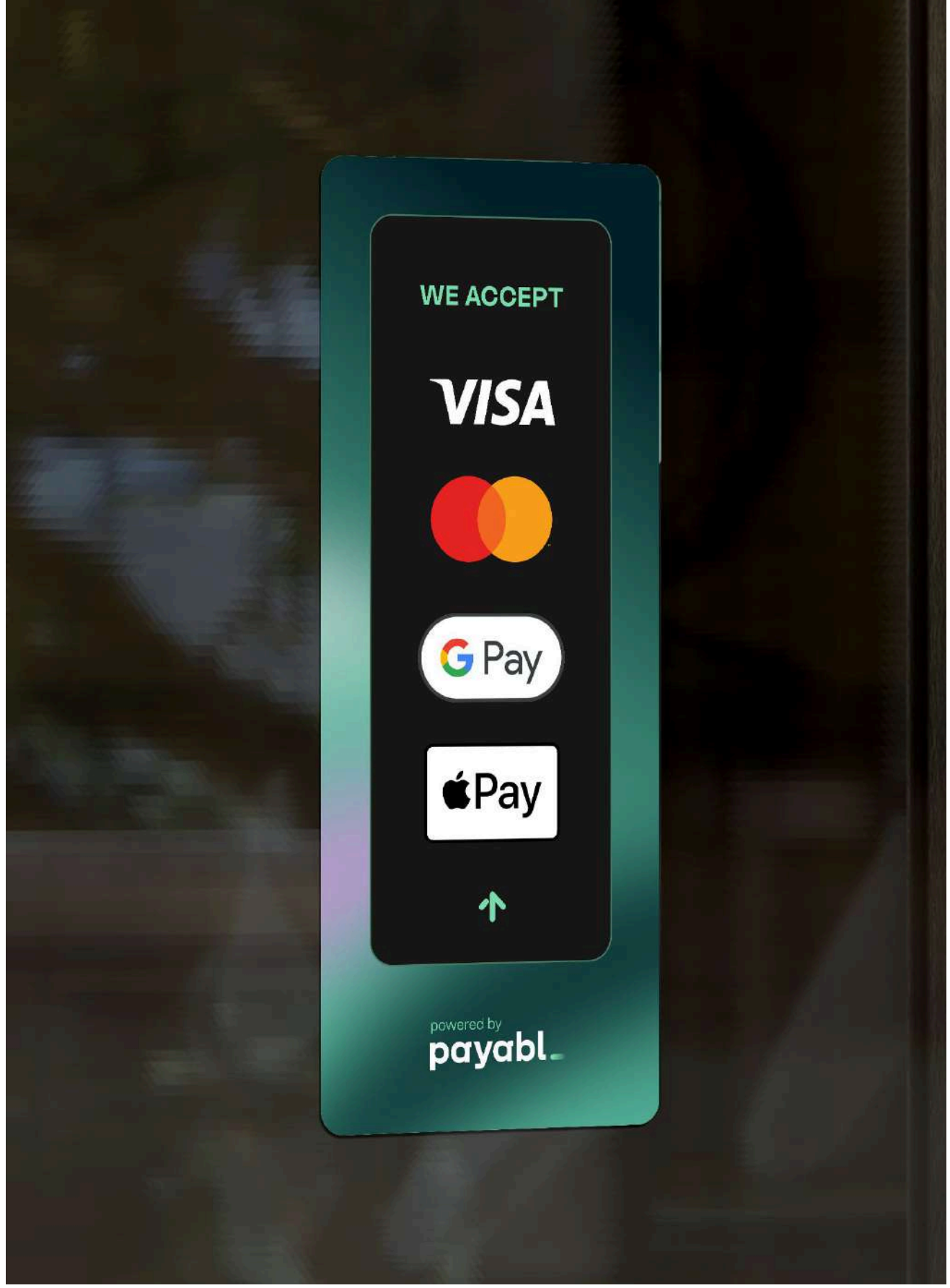
Brand Presence

Merchandise
Physical Payment Assets

Merchandise Brand Presence



Physical Payment Assets Brand Presence



Brand Facelift