



Brand Guidelines

Basic Brand Manual 2022

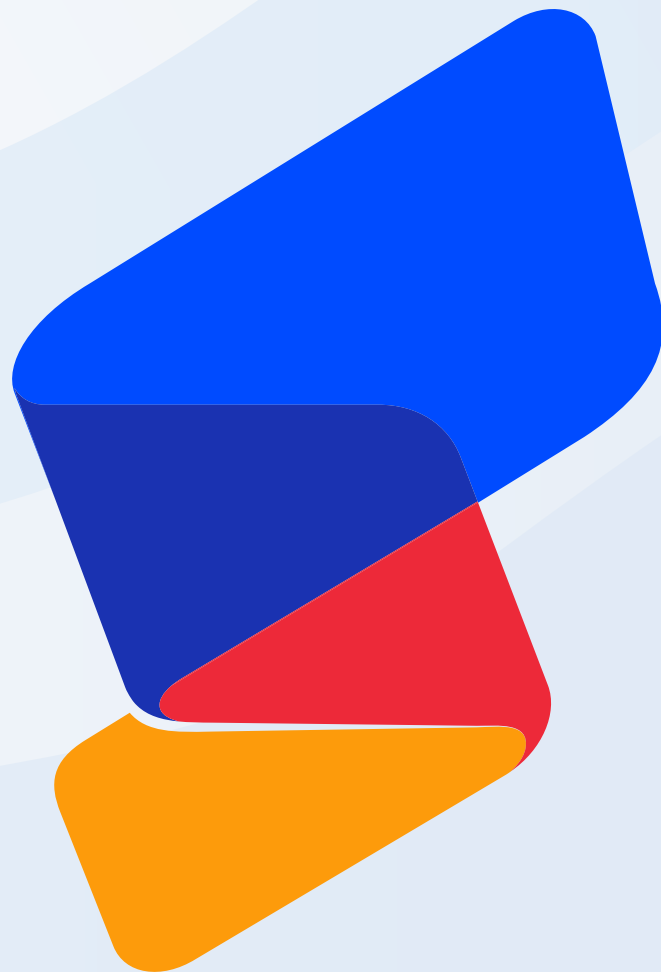




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Logo

PaySoon



Invert Logo on Dark Background





PaySoon **Glyph**



PaySoon **App Icons**





Logo Usage

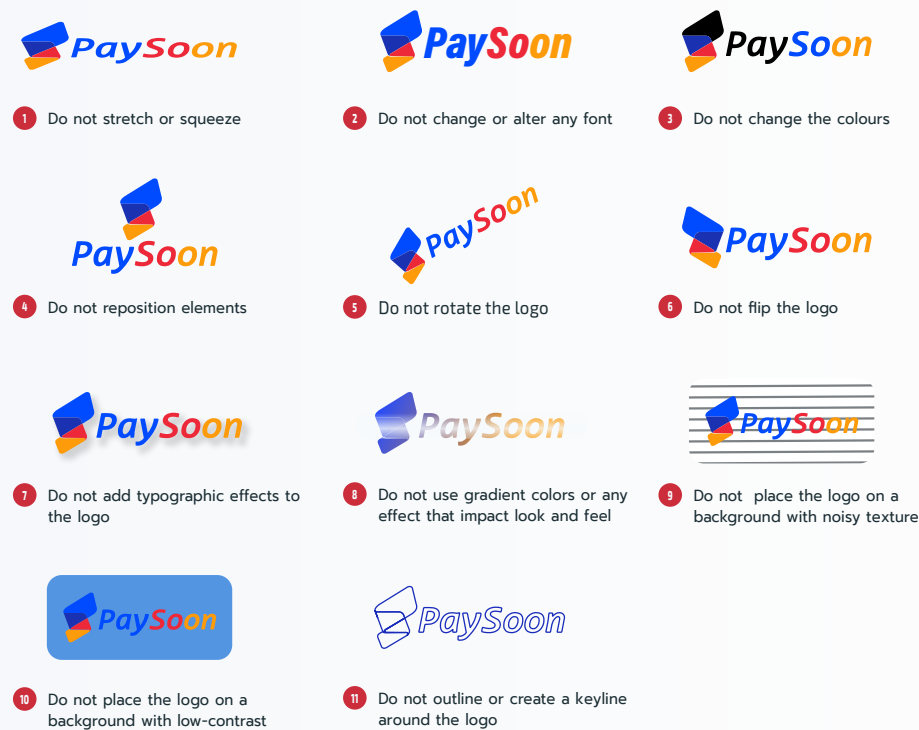
✓ Do's



When used Text-Type

✓ PaySoon ✓ PaySoon

✗ Don'ts



When used Text-Type

✗ Pay Soon ✗ Pay Soon



Color

PaySoon

*Primary Color***Blue**

HEX: #004BFF
RGB: R0 G75 B255

Amber

HEX: #FD9B0B
RGB: R253 G155 B11

Dark Blue

HEX: #1A32B1
RGB: R26 G50 B177

Yellow

HEX: #FFD600
RGB: R255 G214 B0

*Secondary Color***Cornflower Blue**

HEX: #728CDE
RGB: R114 G140 B222

Red

HEX: #ED2939
RGB: R237 G41 B57

Gray

HEX: #DAE6F3
RGB: R218 G230 B243

Orange

HEX: #F6640A
RGB: R246 G100 B10





Primary Color

Blue

CMYK: C100 M76 Y0 K0

Pantone: 662CS

Amber

CMYK: C2 M38 Y100 K0

Pantone: 1375C

Dark Blue

CMYK: C100 M89 Y38 K34

Pantone: 2766C

Yellow

CMYK: C4 M11 Y100 K0

Pantone: 109C

Secondary Color

Cornflower Blue

CMYK: C43 M34 Y0 K0

Pantone: 7452C

Red

CMYK: C0 M100 Y71 K4

Pantone: 199CS

Gray

CMYK: C7 M4 Y0 K0

Pantone: 656C

Orange

CMYK: C0 M66 Y100 K0

Pantone: 1505C



Typography

PaySoon



Font
Prompt

Bold

Semibold

Medium

Regular

Light

1 2 3 4 5 6 7 8 9



Thank You

Website: paysoon.net

Facebook: PaySoon

