epay

Guidelines **BRAND**

epay

Colors

Dark ORANGE
CMYK 0 75 100 0
RGB 233 78 72
Pantone 166 C

Light ORANGE
CMYK 0 50 100 0
RGB 243 146 0
Pantone 151 C

Dark BLUE
CMYK 100 85 5 0
RGB 45 46 131
Pantone 2738 C

Light BLUE
CMYK 85 50 0 0
RGB 29 113 184
Pantone 2727 C

#2D2E83
#0066CC
#E94E1B
#F39200
#0083FF
#53C2C9
#7E94E9
#7BDEE7

Maximum clear space

Minimum clear space

epay

epay

Push that button!

01

logo

Our primary logo comprises of two elements – the Brand Symbol & the Logotype.
It is a simple mark that has a strong visual impact to increase brand visibility and recognition on key touchpoints. The interlocking squares represent making a connection between brands and consumers.

glossy

Used on white backgrounds.

flat

Only to be used when printing logo at the smallest size.

monochrome

"The code is more what you'd call 'guidelines' than actual rules." –Hector Barbossa

DON'T

- ❌ horizontal/vertical skewing
- ❌ moving logomark
- ❌ changing logo colors
- ❌ using only type
- ❌ rotating

writing rules

A standardised way of writing "epay" in all written media is just as important for a uniform brand identity as the consistent use of the logo, colours, fonts and images.

epay is **always** written in **lower case** lettering, never in upper case letters or with the "e" as an uppercase letter. This also applies as the beginning of a sentence, if you are using Microsoft Office automatic capitalization for this word can be deactivated.

epay is always written in lower case letters as a domain name. epay is never hyphenated.

Word combinations including the name epay are always written without a hyphen. epay is always written without an article. Below are some general examples do's and don'ts for writing "epay".

✅ epay directly offers all mobile top up services.
❌ Epay directly offers all mobile top up services.
❌ EPAY directly offers all mobile top up services.
❌ ePay directly offers all mobile top up services.

✅ www.epayworldwide.com
❌ www.Epayworldwide.com

✅ epay directly offers all mobile top up services.
❌ e-pay directly offers all mobile top up services.

✅ epay terminal
❌ epay-terminal

✅ epay directly offers all mobile top up services.
❌ The epay directly offers all mobile top up services.

logo usage

In this section you will find all information and regulations regarding the correct use of the epay logo.

1. clear space

A minimum clear space rule has been devised to ensure no other graphic elements appear too close to the epay logo. This will ensure legibility and that it is treated consistently and with integrity.

The minimum clear space is defined by the half size of the letter "e" of the epay logo.

2. epay logo with partners

Before placing a partner logo, please always check whether it has been approved by the partner. The epay logo in the instance whereby epay is identifying a partnership(s) means the epay logo is slightly larger than the partner logos. If this is not possible by objection then balancing the logo sizes is advised.
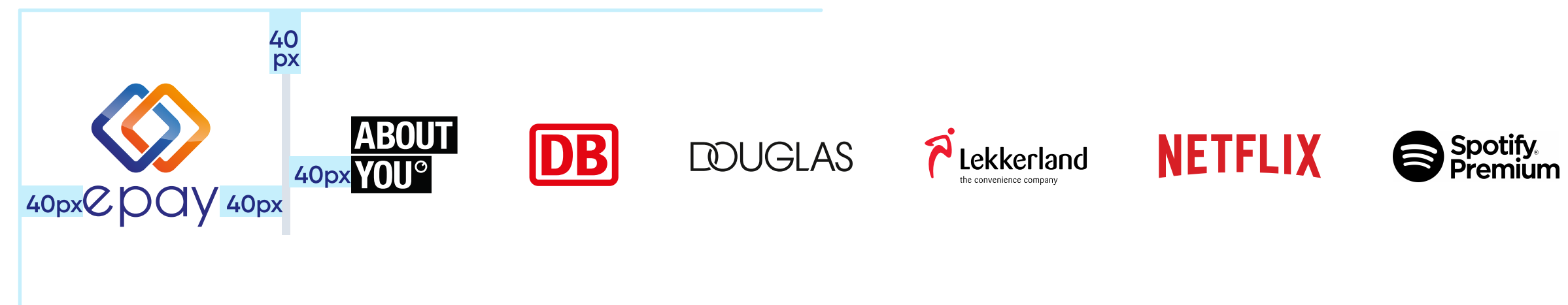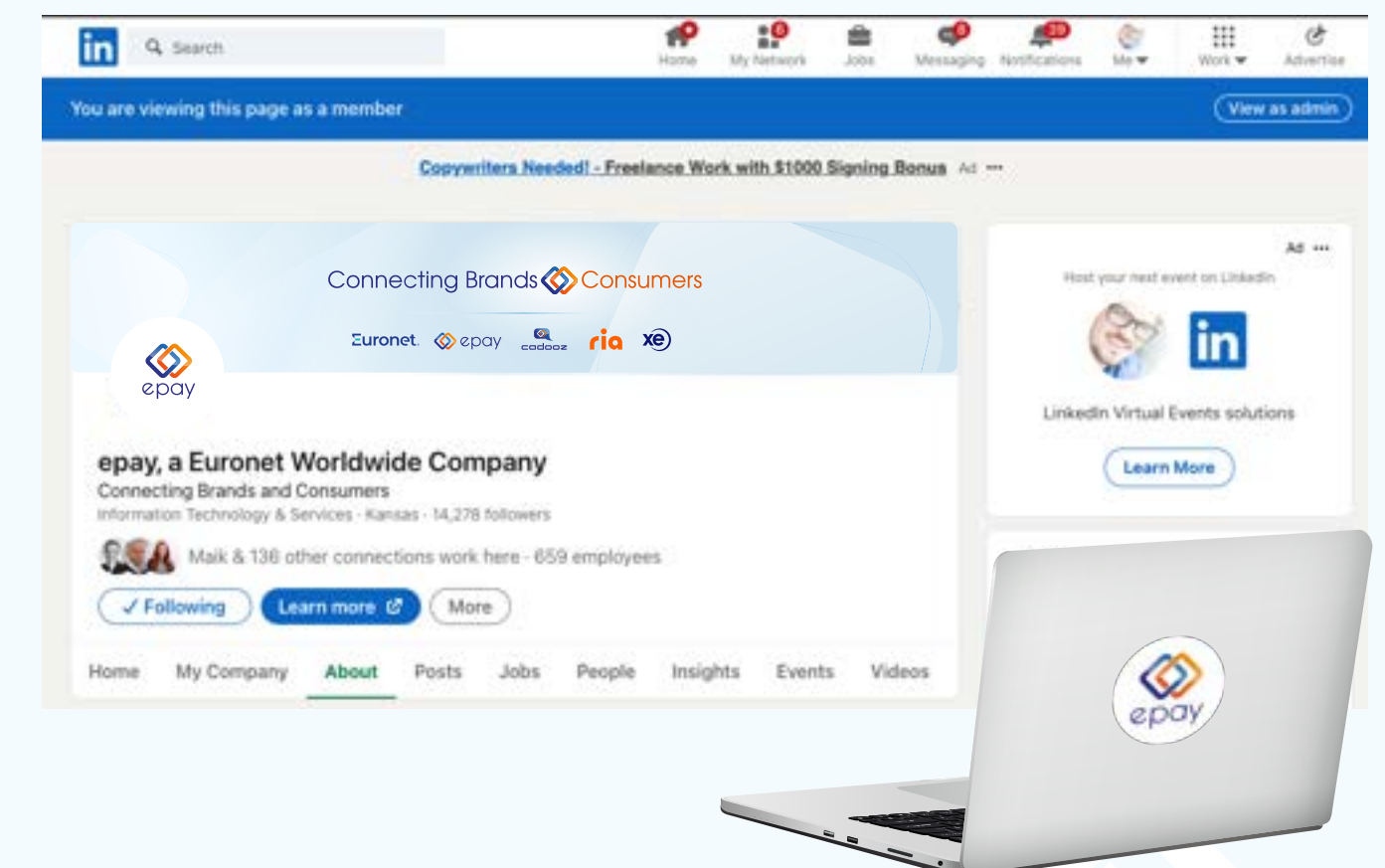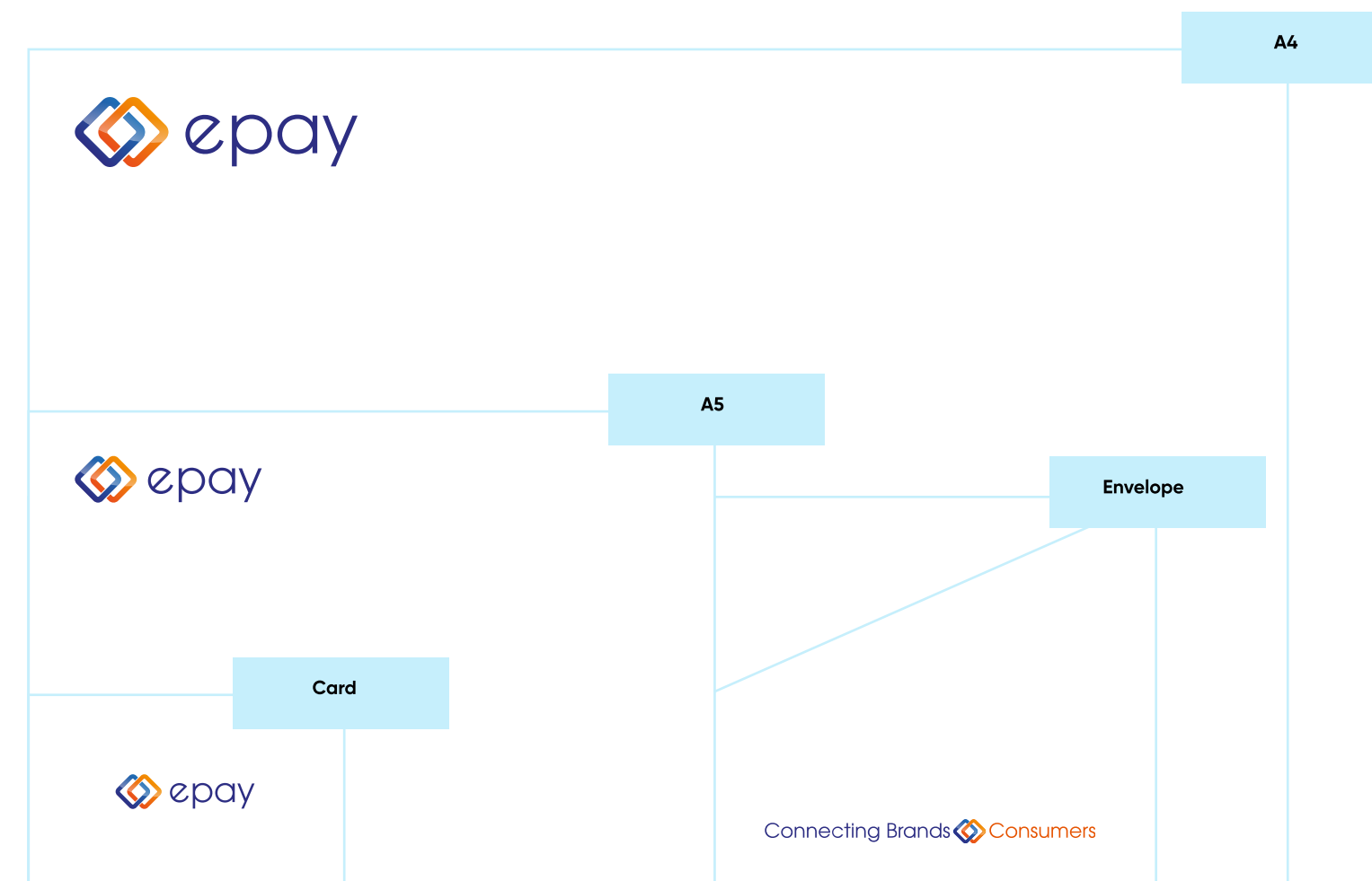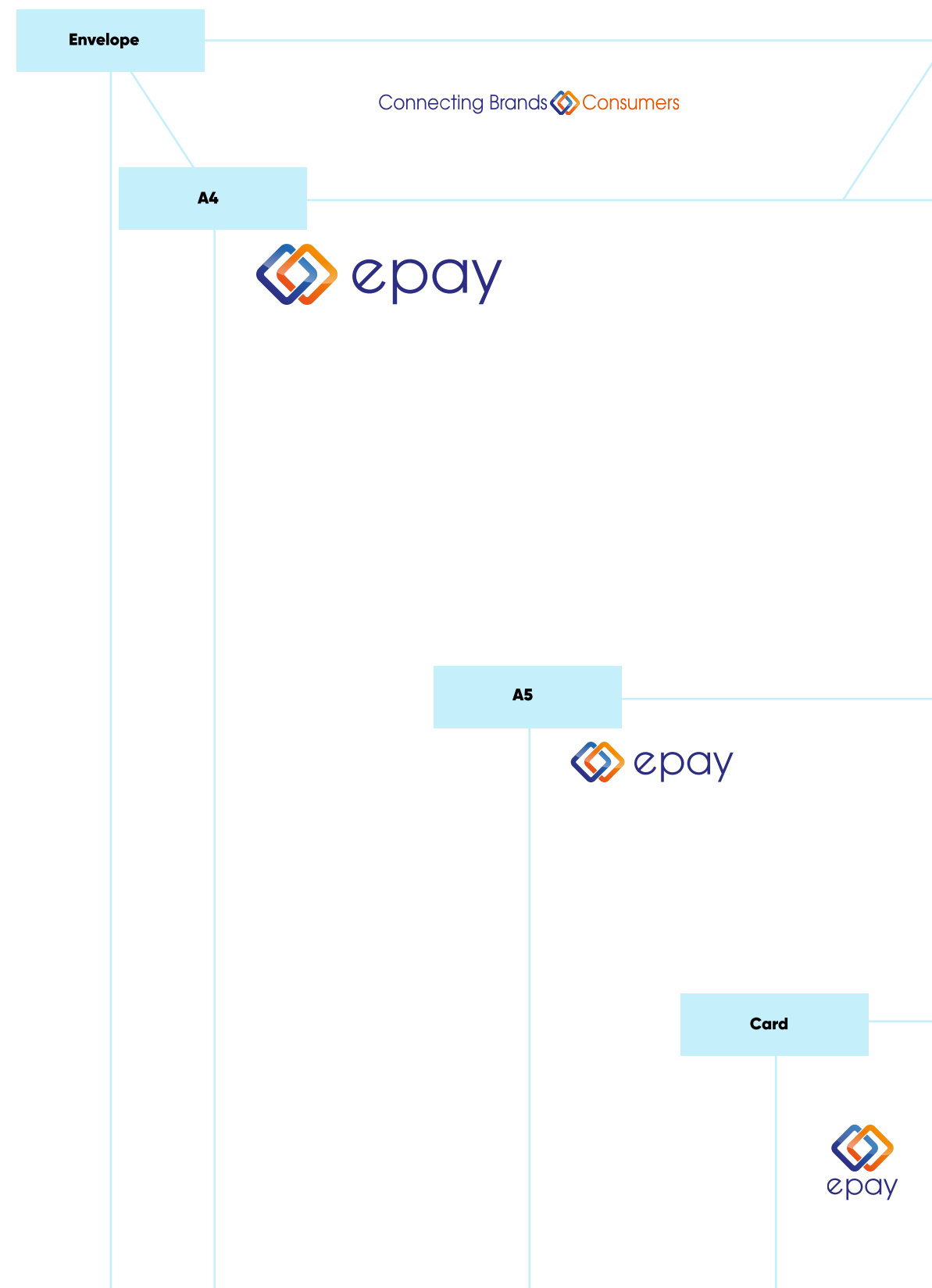
3. placement

Generally use our horizontal logo for print projects and in the digital area. In case of limited space where the vertical logo is more visible, exceptions may be made.

The colorful epay logo may only be placed on a light, calm background. If the background is dark, the white logo should be used. In case of an unquiet background, the logo is underlaid. This means that a single-color, light diamond is placed under the logo.
The same applies to the extensions logos (please see section 4 of this document).

Envelope

Connecting Brands Consumers

A4

epay

A5

epay

Card

epay

A4

epay

A5

epay

Envelope

Card

epay

Connecting Brands Consumers

New Zealand's leading innovator in electronic prepaid payments.

Connecting brands and consumers.

Connecting Brands Consumers

epay, a Euronet Worldwide Company
Connecting Brands and Consumers

Example

4. collaboration

A best practice picture is created to communicate a successful collaboration. Here, the epay logo is placed on the left and the partner logo on the right. In the center, the solution or product is placed in focus and, at best, shows the application for the customer.
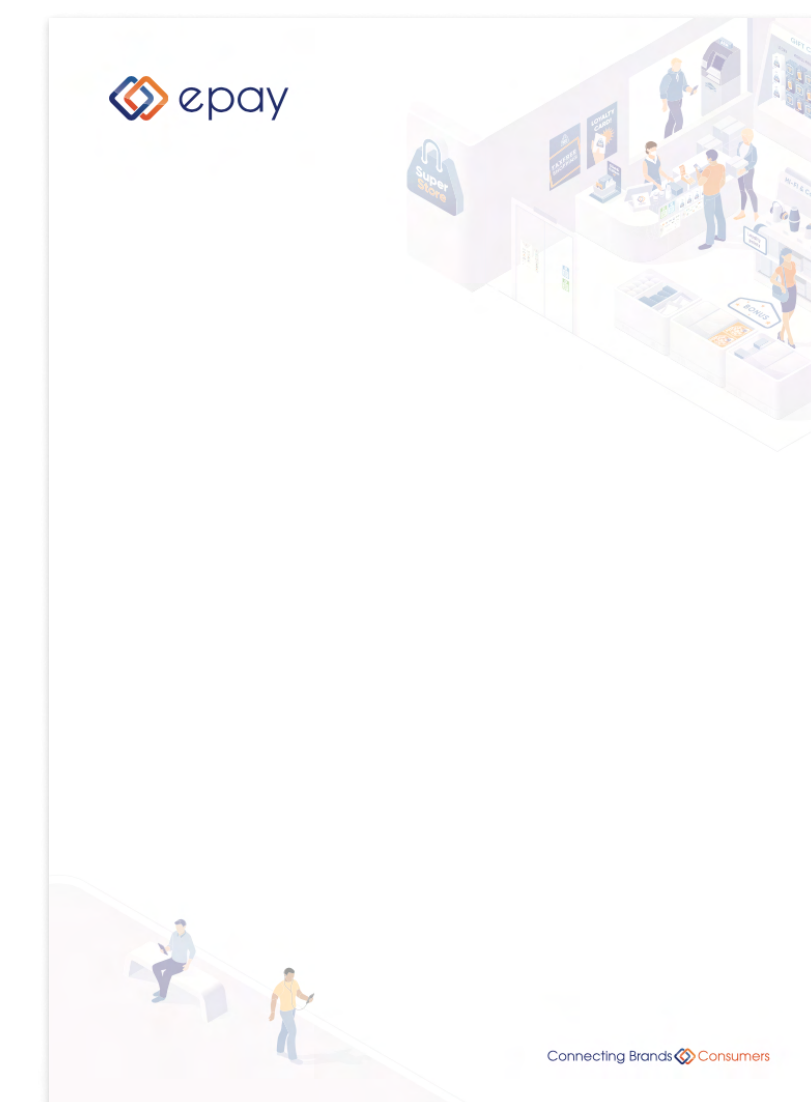
04 **logo extentions**

In this section you can see how to use and place the "Connecting Brands & Consumers" logo extention and the "powered by epay" logo.

claim

Our claim is an accompanying element which has found its place especially on letterhead or in our PPT.

we drive the **payment journey of the future**

Examples

logo extentions 2

powered by epay

The "powered by logo" is placed on own epay products or on cooperation products.
Please use the full colour logo. Only if the artwork is printed in greyscale or 2c then use the monotone logo.

Example
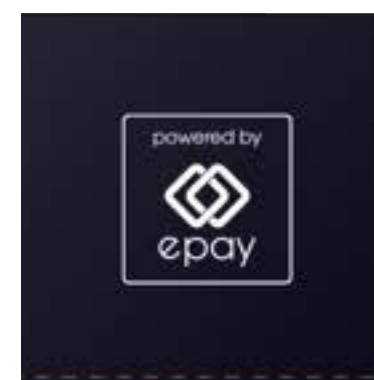
colors

In this section you will find the epay color palette and how to display the colors as a gradient.

primary

#E94E1B
epay dark orange

#2D2E83
epay dark blue

epay light orange
#F39200

epay light blue
#0066CC

Dark ORANGE
CMYK 0 75 100 0
RGB 233 78 72
Pantone 166 C

Light ORANGE
CMYK 0 50 100 0
RGB 243 146 0
Pantone: 151 C

Dark BLUE
CMYK: 100 95 5 0
RGB: 45 46 131
Pantone: 2738 C

Light BLUE
CMYK 85 50 0 0
RGB 29 113 184
Pantone: 2727 C

gradient

You can use gradients to highlight headings or make a colored background more exciting.

#0066CC
#2D2E83

#F39200
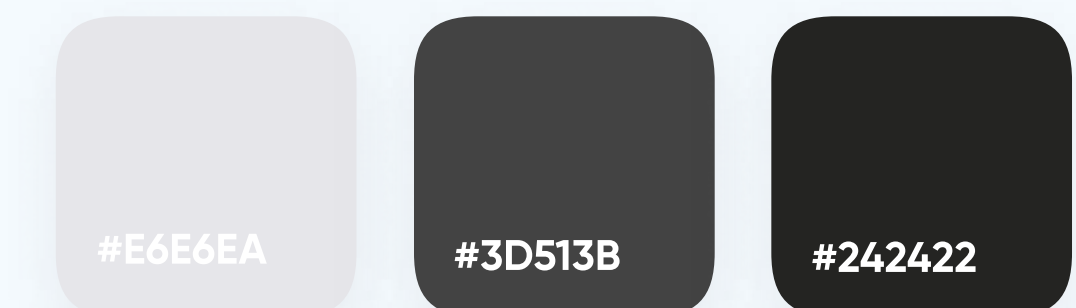**#E94E1B**

#53C2C9
#0083FF

#7BDEE7
#7E84E9

secondary

Secondary Colors, as the name suggests, are not to be used as main colors and are only to be used specifically to highlight something.

#D1F1FB

#70C62D

#F64646

shades of grey

These shades of grey are to be used, for example for texts or for monochrome representations.

#E6E6EA

#3D513B

#242422

typography

Our fonts are an essential part of our corporate identity.
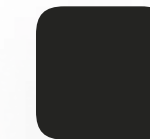Here you will find an overview of the fonts used and the associated regulations.

text color

#2D2E83   **#0066CC**

Use our blue gradient for
headlines to highlight them

#E94E1B

Our orange tone is for sublines or
to emphasize certain text sections

#242422

For the body text use our black

fonts

Typography is an important aspect of our brand identity. There are two fonts available. The Century Gothic font is licensed by the Office package and is usable for all employees. The Gilroy font requires an additional license and cannot be used free of charge.

Century Gothic
office apps

Regular

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890(!@#€%&*=+-,.-"<?;)

Bold

**AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890(!@#€%&*=+-,.-"<?;)**

Gilroy
web and print

Light

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890(!@#€%&*=+-,.-"<?;)

Regular

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890(!@#€%&*=+-,.-"<?;)

Medium

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890(!@#€%&*=+-,.-"<?;)

Bold

**AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890(!@#€%&*=+-,.-"<?;)**

epay

iconography

Here you can find an overview of the used icons and illustrations.

flat icons

Icons can be colored in our color palette. We have a large database of icons.
If you need more, please contact your marketing specialists.
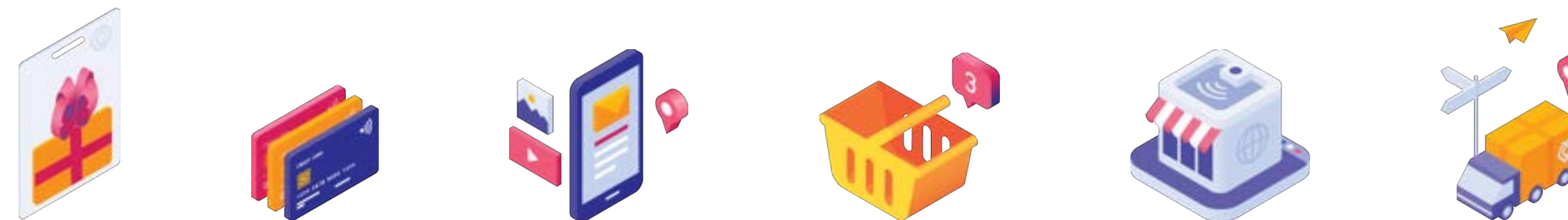
Examples

iconography 2

illustrations

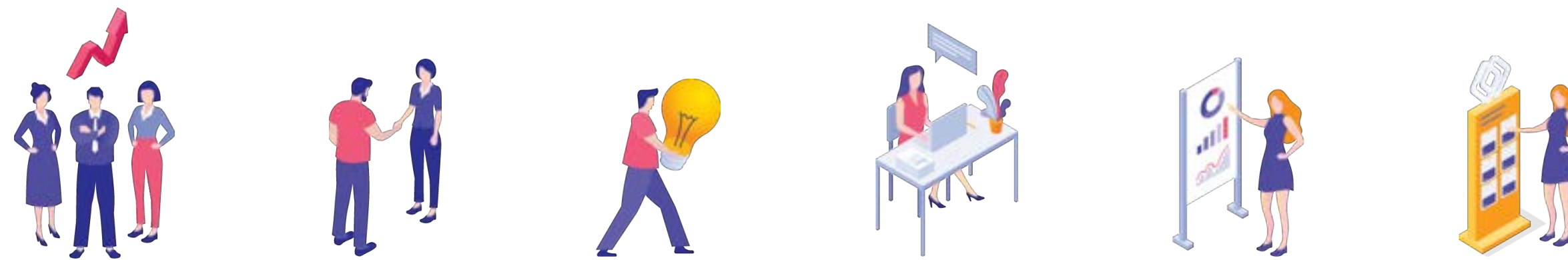We have a large database of illustrations. If you need more, please contact your marketing specialist.

Examples

Examples

Examples

imagery

Photographs add depth to an article and are very useful in conveying meaning. They are also attractive to the eye and are easy to scan, breaking up the page in an interesting way.

What makes a good photo? Here are some points:

- a clearly recognizable main motif
- are correctly exposed (not overexposed)

- appealing in perspective
- properly aligned

- are sharp or deliberately play with blurring

variable placement and format options

Make sure that the distance between the images is always the same and that the images do not overlap. The corners should be scaled proportionally.

rounded corners **26px**

GENERAL ADVICE

Before using photography, you should consider the message: What do you want to communicate? (for example showing how epay is connecting brands and consumers).
What message should the photo contain to meet the users' needs? (such as a consumer looking at games or listening to music)

- Only buy new images if there is no suitable existing one
- Pay attention to image licenses/rights if you buy images or reuse already purchased ones
- Use images that can be associated with the service/product
- Prefer images where aspects of the service/ product could be retouched if necessary
- Use pictures with happy people, who fit the target group/addressee
- Use photos with natural light and colors
- Do not use black and white images

You can license images from various stock materials, e.g. Adobe Stock or Pexel.

imagery 2

images with text

Make sure that the main motif is not impaired in the image message and that the text doesn´t overlap.

Lorem ipsum dolor

font: Gilroy / Century Gothic
font style: bold
color: white

black or dark blue gradient
for the lower third

imagery 3

CONSIDER

Please don't use images like these as they don't fit our image guidelines, among other things, they look too posed, are overexposed, are placed against an unnatural background, or the image composition looks odd. Note the points listed above to get a good image.

imagery 4

heroes

Suitable graphics for Heroes are meaningful images that show the product or solution in use or reflect the target group. The images should comply with our guidelines (see above).

Please always use only one Hero and not several next to each other. A hero is the main graphic and is placed alone.
If several are placed next to each other, the effect of the single hero is lost.
Here you can find examples of heroes placed side by side just for this purpose.

Exceptions can be made if people are introduced in the picture, for example speakers at an event or colleagues.
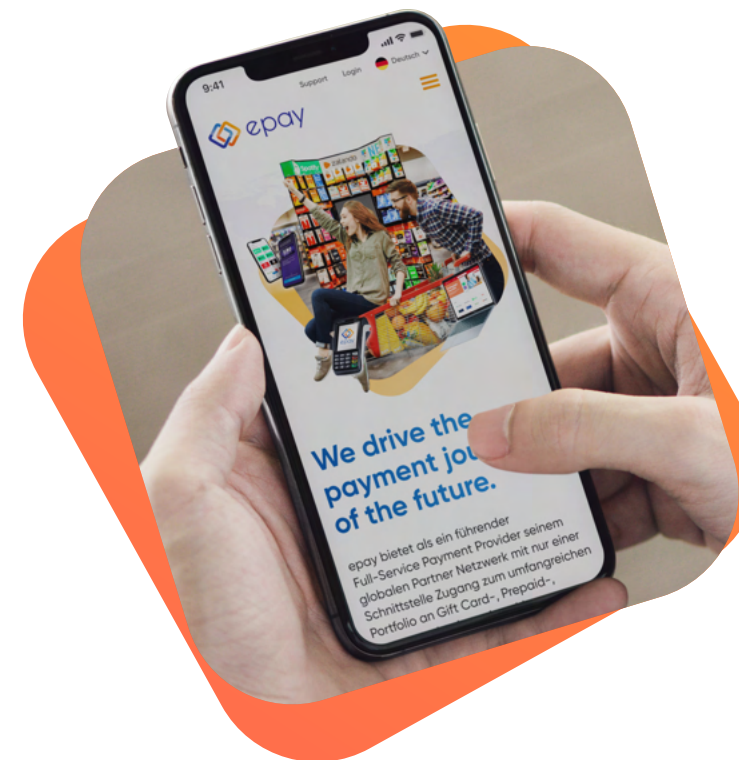
ANY QUESTION?

Contact us:
marketing@epayworldwide.com