

Payward Brand Guidelines



A brand identity that represents
a parent company striving for
clarity, innovation and access



Logo

Wordmark

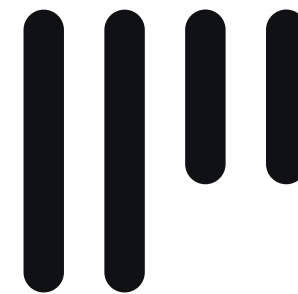
PAYWARD

This is the Payward wordmark.
This the default and most common logo to use.



Logo

Symbol



This is the Payward symbol. We use this in the context where Payward is a given. Such as an avatar on Payward's social channels, Payward events, website and foot notes on print material.



Logo

Full Wide

This is the full logo for use when the Payward brand is introduced or featured within a third party environment, such as press or as a sponsor of an event. Use the wide or tall state so that the brand is legible depending on the context.



Logo

Lockups





Color

Primary Pallete



#101114	#464646	#686B82	#F7F7FA	#FFFFFF
Used for text	Used for backrgounds	Used for text	Used for backrgounds	Used for text over dark backgrounds or imagery



Typography

Headline font

Financier

Used only for headlines.
Above is an example of how text sizes are scaled.

Heading 1

96/80

Heading 2

88/78

Heading 3

56/56



Typography

Secondary font

Söhne

Used for Sub headlines and paragraphs.
Above is an example of how text sizes are scaled.

Heading 1

36/44

Heading 2

28/36

Heading 3

24/32

Heading 4

20/28

Body 1

18/26

Body 2

16/24

Body 3

14/20



Brand Expression



The brand is expressed predominantly black which allows the logo to stand out. This is the recommended approach, but a requirement.



Brand Expression

Presentations

Payward Brand Guidelines

10

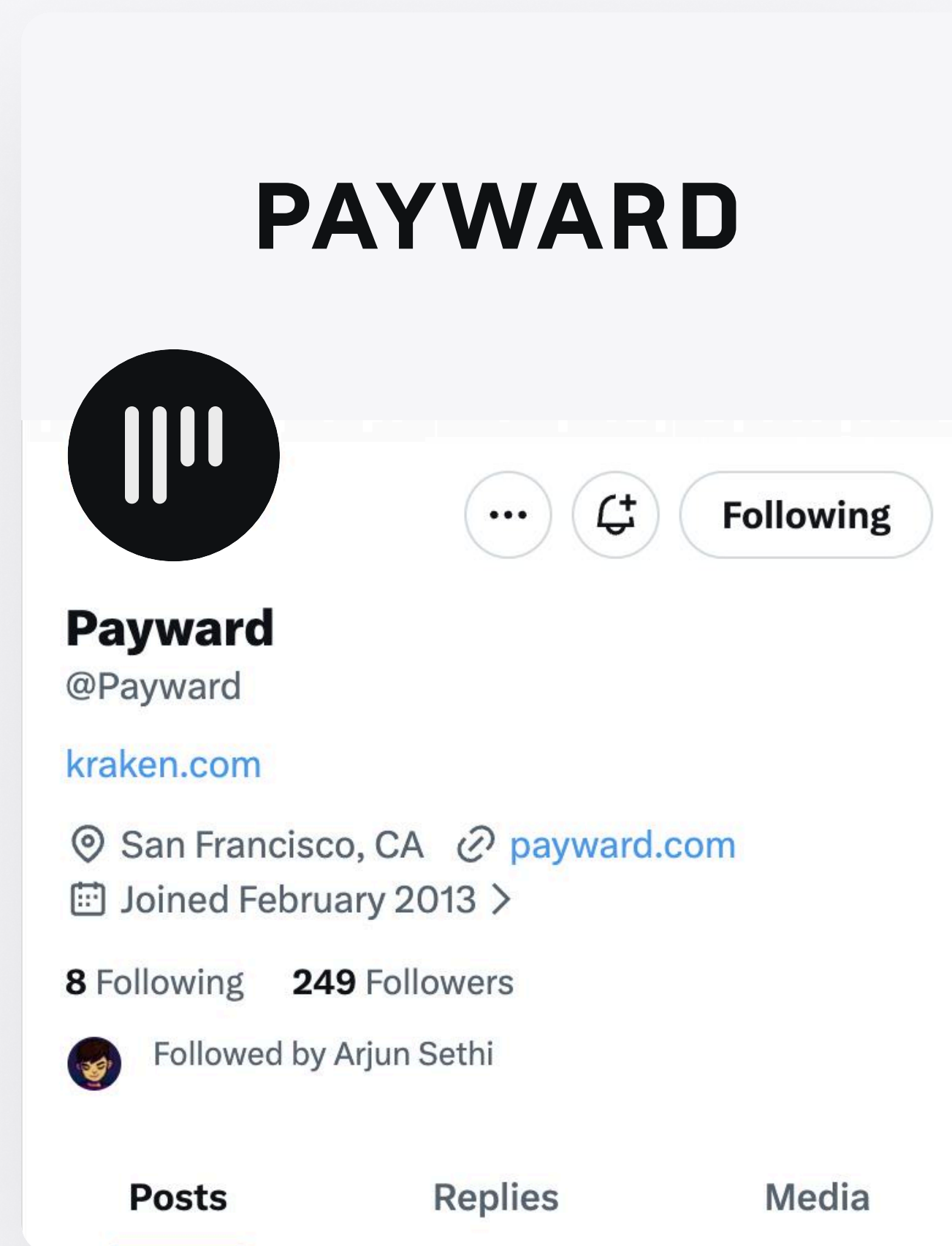
PAYWARD





Brand Expression

Social



Only the Payward logo symbol should be used as the avatar to ensure legibility and recognizability across platforms. Hero imagery will evolve over time, but should always stand for clarity, innovation and access.



PAYWARD