



Brand Guidelines

October 2020 | V2.1





Who we are

Brand name

SlimPay is always written with a capitalized "S" and "P" to ensure a consistent identity in all usage. This is the only acceptable spelling.

Of course, there are exceptions:

- ✓ In the rare cases of a capitalized phrase or title, you may style it as "SLIMPAY".
(Example: SUBSCRIBE TO SLIMPAY)
- ✓ In URLs, please use all lower case.
(Example: www.slimpay.com)

SlimPay

Slimpay
slimpay
slimPay



Logo & Symbol



Color versions

The only logos & symbols available for any use are the following ones:

- ✓ **Black logos** should be used on light backgrounds.
- ✓ **White logos** should be used on dark backgrounds.



Using with images & patterns

Only overlay the logo on images or patterns if contrast is high enough. We use the gradient overlays to ensure visibility of the logo.

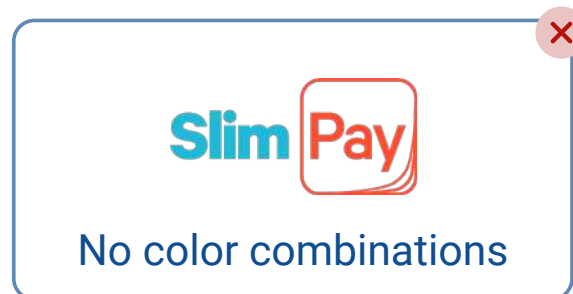
Always be sure that the logo is strongly visible. When in doubt, don't use complex images or patterns.



Logo & Symbol

Incorrect uses

Consistent use of SlimPay logo & symbol in all print, broadcast and web is not only important to the integrity of the brand, but also to prevent fraud when other parties attempt to assume our identity. The logo is a fundamental piece of the branding initiative and, as such, should never be compromised.



Logo & Symbol

Safety zone

A safety zone around the logo ensures visibility and impact. The minimum safety zone around a logo is exactly the size of the "S" in SlimPay's logo. The same principle applies to the symbol.

Be sure not to put text, content, partner logos in this area, and also to consider this safety zone when the logo or symbol is near the edge of your materials.





Color palette

Using the primary

The primary palette of SlimPay is composed of the following tints.
Be sure to use the colors with care:

- ✓ **Blue** is our main color, used for all digital texts and headers.
- ✓ **Black** only for official print documents such as contracts, invoicing and emails.
- ✓ **Orange** for accentuation, buttons and links.
- ✓ **Cerulean** also for accentuation, if **Orange** is already used.
- ✓ **Grey & Light Grey** for generic backgrounds.



BLUE

HEX: #184287
RGB: 35 67 131
CMYK: 100 80 15 0
PANTONE: 7687 C



CERULEAN

HEX: #22B8D6
RGB: 34 184 214
CMYK: 70 0 15 0
PANTONE: 3115 C



ORANGE

HEX: #FF4E31
RGB: 255 78 49
CMYK: 0 80 77 0
PANTONE: 171 C



GREY

HEX: #C4D6ED
RGB: 196 214 237
CMYK: 27 10 0 0
PANTONE: 2707 C



LIGHT GREY

HEX: #F0F9FF
RGB: 240 249 255
CMYK: 7 0 0 0
PANTONE: 656 C

Color palette

Secondary colors

The secondary color palette is based on shades of tints of the primary color palette.

These alternative tints could be used in case of assets requiring an differentiating color language, such as scheme, diagrams...

	Blue	Orange	Cerulean	Grey
90%	#195497	#ff5f45	#38bfda	#cadaef
80%	#3367a3	#ff715a	#4ec6de	#d0def1
70%	#4c7aae	#ff836e	#64cde2	#d6e2f2
60%	#668dba	#ff9583	#7ad4e6	#dce6f4
50%	#7fa0c5	#ffa698	#90dbea	#e1eaf6
40%	#99b3d1	#ffb8ad	#a7e3ef	#e7eff8
30%	#b2c6dc	#ffcac1	#bceaf3	#edf3fa
20%	#ccd9e8	#ffdcd6	#d3f1f7	#f3f7fb
10%	#e5ecf3	#ffedea	#e8f8fb	#f9fbfd

Color palette

Gradient

Our gradient palette consists only of two colors: blue and cerulean. It is only used for backgrounds to support an illustration or titles.



GRADIENT
BLUE TO CERULEAN
ANGLE: 45°



Fonts



Font family

The consistent use of fonts from the same family will effectively establish the SlimPay identity.

The **Roboto** font family should be used in all print assets, all broadcast, web applications, and product-related features.

Roboto Font

<https://fonts.google.com/specimen/Roboto>

Roboto Light for body copy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Roboto Regular for body copy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Roboto Medium for title

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Roboto Bold for highlights

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890



Icons & Illustrations

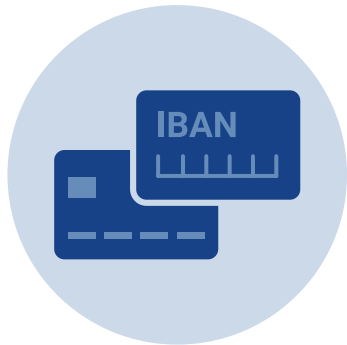
Icons

Icons can be used to illustrate any content.

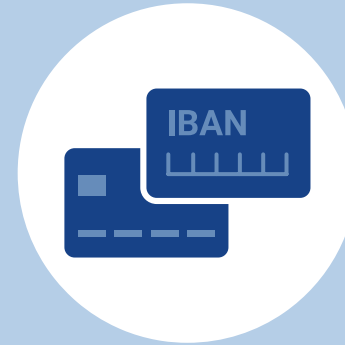
The icon's dominant color is 100% blue and details are 60% blue.

Find all the icons on the **Confluence** Marketing Brand Resources page:

<https://slimpay.atlassian.net/wiki/spaces/MAR/pages/10614801437/Brand+Resources>



On white background, they are accompanied with rounded grey background.



On colored background, icons with white background must be used.

Icons & Illustrations

Illustrations

Icons are typically smaller and simpler than illustrations in usage.

Please make sure to respect the sizing for illustrations, which are intricate and with more colors.

All SlimPay colors can be used to make an illustration.

Find all the icons on the **Confluence** Marketing Brand Resources page:

<https://slimpay.atlassian.net/wiki/spaces/MAR/pages/10614801437/Brand+Resources>



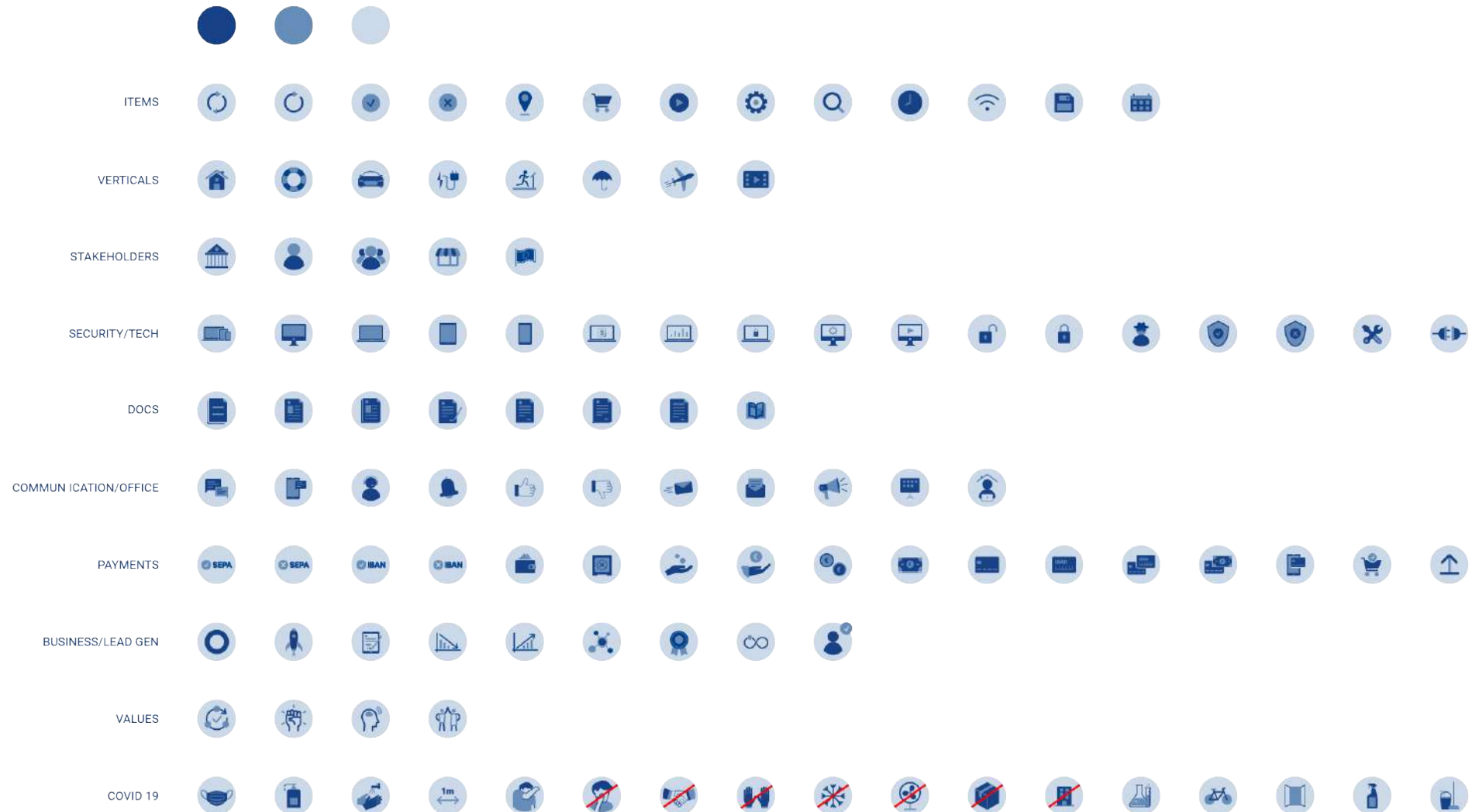
On white background, they are accompanied with rounded light grey background.



On colored background, illustrations with white background must be used.

Iconset

<https://slimpay.atlassian.net/wiki/spaces/MAR/pages/10614801437/Brand+Resources>



Illustrations set

<https://slimpay.atlassian.net/wiki/spaces/MAR/pages/10614801437/Brand+Resources>





Imagery

Duotone

Images can be found on our blogs, website, white papers — typically treated as hero visuals or cover images. All images used in this manner must be in duotone in the following colors:
Blue, orange and cerulean.

- ✓ Blue: #00142b to #0284ff.

https://duotone.shapefactory.co/?f=0284f-f&t=00142b&q=_



- ✓ Orange: #00142b to #ff4e31.

https://duotone.shapefactory.co/?f=f-f4e31&t=00142b&q=_

- ✓ Cerulean: #00142b to #22b8d6.

https://duotone.shapefactory.co/?f=22b-8d6&t=00142b&q=_





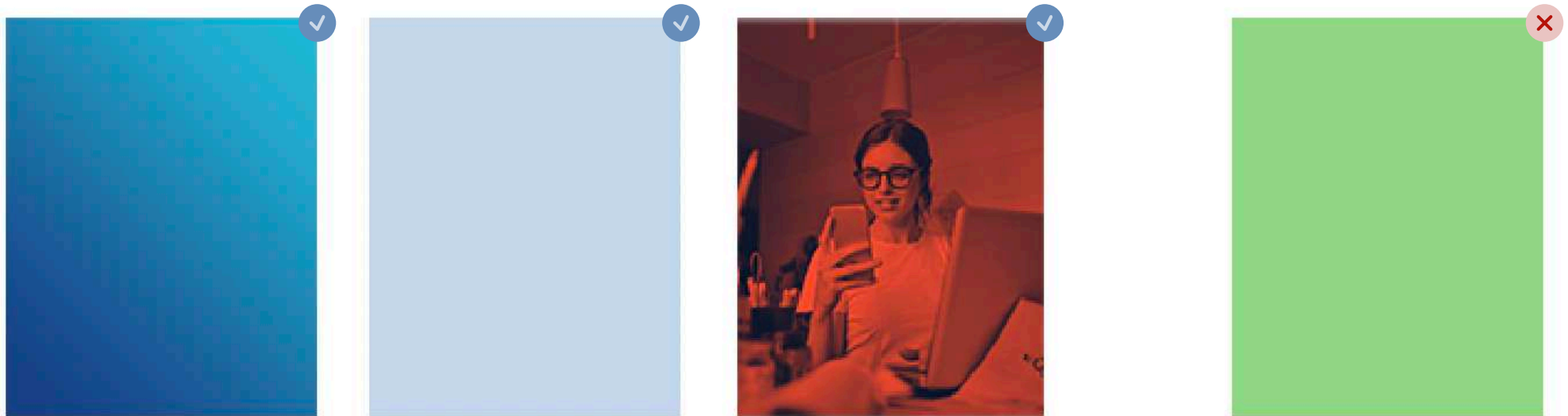
Design system

Backgrounds

Backgrounds and shapes could be composed of an authorized solid color, gradient, pattern or image.

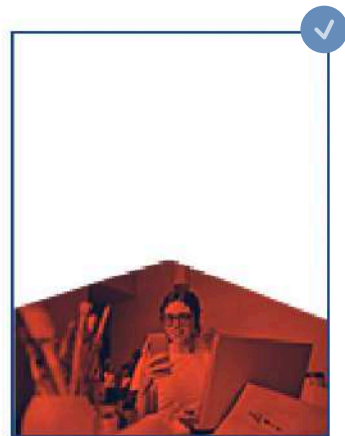
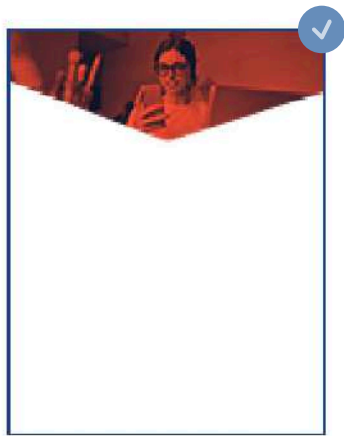
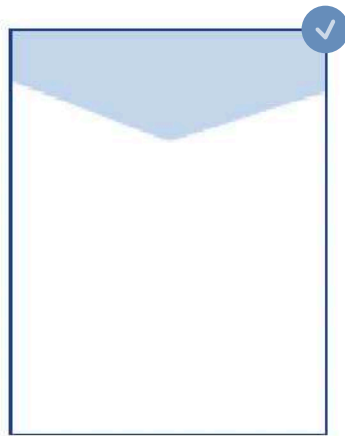
Backgrounds, except when in full usage, must be bevel shaped to create dynamic and less linear and conventional layouts.

Exception can be found in slides, where you have more freedom to design.



Design system

Shapes





Resources

Library

Find all the resources below on the **Confluence** Marketing Brand Resources page:

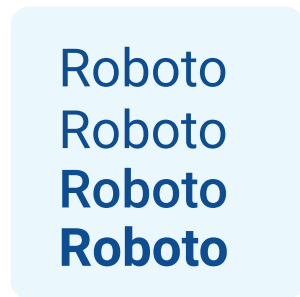
<https://slimpay.atlassian.net/wiki/spaces/MAR/pages/10614801437/Brand+Resources>



Logos



Icons



Fonts



Pattern

Mail signature

Be sure to use the official mail signature.

You can copy-paste this pre-made template:

<https://slmp-website-content.s3.amazonaws.com/signature/Mail-signature-GEN.html>

His Airness Michael Jordan

GOAT of NBA

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[SlimPay.com](https://slimpay.com) | [Twitter](#) | [Facebook](#) | [Linkedin](#)





If you have any questions, please contact the Marketing Team