AFFINIPAY®

Brand Guidelines

2020 Version 1.0

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Message from our Founder

From day one our goal has been simple—to provide easy-to-use payment technology for professionals. As your payment partner, our team is dedicated to providing you with the highest levels of personal service and payment expertise.

For more than a decade we've built a trusted reputation as the preferred solution for more than 100,000 professionals. Combining an unsurpassed customer experience, our proprietary technology, and our commitment to innovation, we've become one of the fastest-growing financial technology companies in the country.

Thank you for trusting AffiniPay with your transactions.

-Amy Porter, Founder and Executive Chairman of the Board of Directors

AffiniPay Solutions

It should be noted that AffiniPay is the parent company to four other fantastic brands. Each brand has it's own unique style and graphical elements but the mission and core values remain the same. If working with LawPay, AffiniPay for Associations, CPACharge or DesignPay please use their individual brand guidelines for guidance on how to design and present those brands.

Guide Purpose

The AffiniPay brand is more than our logo and colors. It is who we are and how we would like to be viewed by our clients, partners, and employees.

This guide will help to familiarize you with AffiniPay's core brand elements to assist you in designing and producing dynamic and powerful communications while still allowing degrees of flexibility.

We have an opportunity to establish a vibrant brand in the minds of all people who interact with our products, services, and people. By providing consistent, positive brand experiences for our audiences we can create an identity that makes them comfortable with entrusting us with their livelihood and working with and for them to create innovative products and solutions.

01 Introduction

Our Purpose / Our Promise
Core Values

Our Purpose

To transform the way professionals get paid

Our Promise

Payment solutions professionals love

Core Values

MAKE-IT-COUNT

In every aspect of our work, we have a unique opportunity to continue building a GREAT company

YES!

Finding solutions that drive the business forward; figuring out what we can do, not what we can't

Creating a positive and unexpected experiences for customers, partners, and colleagues

"A brand's strength is built upon its determination to promote its own distinctive values and mission."

Jean-Noel Kapferer

02 Identity

Primary Logo
Logo Integrity
Unacceptable Usage
Color Palette

Primary Logo

AffiniPay's logo is the most visible element of our identity: a universal signature across all communications. It is a guarantee of quality that unites our product, partners, and marketing communications.

The logo is made up of two elements: the **mark** and the **logotype**.

The **logotype** should never be used without the **mark**.

The **mark** can be used as a standalone graphic when needed.

Logo

Mark

Logotype

Logo Integrity

Logo Colors

When using our logo, contrast is important. Use full color on light or white backgrounds and the white logo on dark backgrounds. A gray-scale logo is also acceptable if color is not available.

Clear Space

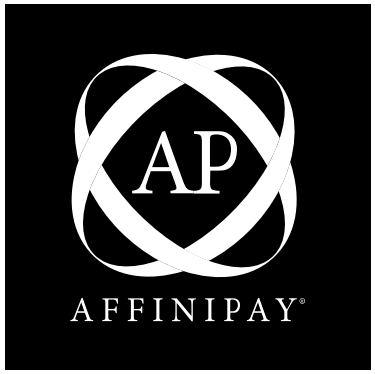
Just like people do, our logo needs some personal space —free of type, graphics, and other elements that might cause visual clutter— to maximize the recognition and impact of our identity. For any easy guide you can use the first **A** in AffiniPay to measure the clear space needed. This is also just a recommended space, there will be cases in which this can be broken based on design needs.

Minimum Size

1.25in or 90px

Stacked Logo

Sometimes the standard horizontal logo just won't do. So in those cases we have an alternate stacked logo that may be used when needed. The logotype should always be below the AffinityMark. Proper colors, clear space and size apply.

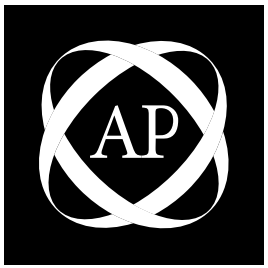


Minimum Size

.33in or 24px

AffinityMark

The main mark for the AffiniPay brand is known as the AffinityMark. In certain cases the AffinityMark can be used as a stand alone graphic to represent our brand. This should primarly be used for in-house designs and collateral where the mark is known. For ads and client-facing collateral the AffiniPay logotype is required.



Unacceptable Usage

To maintain the integrity of the AffiniPay logo, and to promote the consistency of the brand, it is important to use the logo as described in this guide. The examples shown illustrate possible misuses of the AffiniPay logo that should be avoided.

DO NOT rearrange the logo elements.

DO NOT use non-approved colors.

DO NOT rotate logo.

DO NOT add drop shadows.

DO NOT stretch logo.

DO NOT create a logo lock-up with text.

DO NOT change proportions of logo elements.

DO NOT outline the logo.

Main Color Palette

These are the core colors that give us our personality and reinforce our brand values. By predominantly sticking to these colors, all materials will be consistent. Along with the primary colors different tones of each color are permitted to expand the available color palette.

Blue
RGB: 0, 58, 112
CMYK: 100, 71, 10, 47
Hex: #003a70
Pantone: 654C

100%
80%
60%
40%
20%

Light Green
RGB: 147, 201, 14
CMYK: 48, 0, 92, 0
Hex: #93c90e
Pantone: 2292C

100%
80%
60%
40%
20%

Green
RGB: 0, 132, 61
CMYK: 96, 2, 100, 12
Hex: #00843d
Pantone: 348C

100%
80%
60%
40%
20%

Light Blue
RGB: 68, 143, 222
CMYK: 68, 34, 0, 0
Hex: #418fde
Pantone: 279C

100%
80%
60%
40%
20%

Orange
RGB: 252, 76, 2
CMYK: 0, 73, 98, 0
Hex: #fc4c02
Pantone: 1655C

100%
80%
60%
40%
20%

Grey
RGB: 124, 126, 127
CMYK: 25, 18, 15, 51
Hex: #7c7e7f
Pantone: 425C

100%
80%
60%
40%
20%

Secondary Color Palette

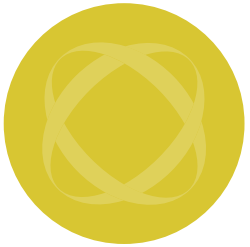
These are the core colors that give us our personality and reinforce our brand values. By predominantly sticking to these colors, all materials will be consistent. Along with the primary colors different tones of each color are permitted to expand the available color palette.

Red

RGB: 184, 26, 35

CMYK: 19, 99, 89, 10

Hex: #b81a23

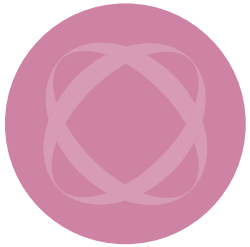


Yellow

RGB: 223, 201, 14

CMYK: 17, 14, 95, 1

Hex: #dfc90e



Pink

RGB: 211, 134, 168

CMYK: 17, 57, 13, 0

Hex: #d386a8

Purple

RGB: 109, 71, 215

CMYK: 78, 76, 0, 0

Hex: #6d47d7

Teal

RGB: 117, 191, 170

CMYK: 57, 2, 40, 0

Hex: #75bfaa

Brown

RGB: 108, 61, 41

CMYK: 36, 70, 76, 50

Hex: #6c3d29

"Typography is an art.
Good typography is Art."

Paul Rand

03 Typography

Primary Font
Primary Web Font
Substitute Fonts

Primary Font

AffiniPay has one primary font for print material, online ads, and any marketing material needed. That font is **Avenir.** Our guidelines allow for any weight to be used as the designer sees fit. While kerning and tracking are allowed you should never distort or alter the font by adding strokes or extra lines.

Avenir

Light: Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Book: Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Roman: Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Medium: Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Heavy: Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Black: Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Numbers: 0 1 2 3 4 5 6 7 8 9

Primary Web Font

For our websites we use a similar but more web-friendly font called **Muli.** This font is to be used for all of our brand websites. This is set in our code so it should never be a major issue but if you ever come across odd fonts on any of our sites please contact the web team.

Muli

Regular: Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Black: Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Substitute Fonts

Modern advances in font technology have made universal font freedom way easier. But there will always be strange situations in which the AffiniPay fonts may not be available. In these cases go with Arial or Helvetica. PowerPoint and other presentation software are sometimes cases where this may happen.

Arial & **Helvetica**

"Design is the art of planning, and it is the art of making things possible."

Paula Scher

04 Graphic Elements

Iconography
Secondary Graphics
Imagery
Applicatons
AffiniSwag

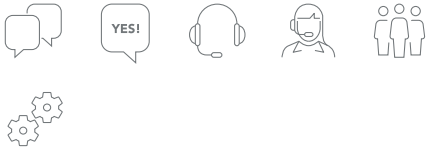
Iconography

Examples of approved icons that can be displayed in any of the AffiniPay colors. Additional icons can be created if need be but should maintain the same look as the examples provided. Custom icons can also be created for specific collateral pieces such as infographics and emails.

Security

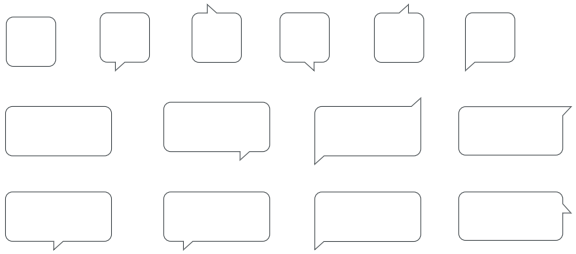
Time

Support

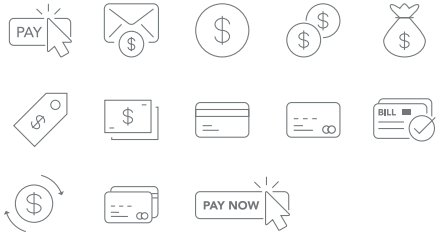


Technology

Speech Bubbles

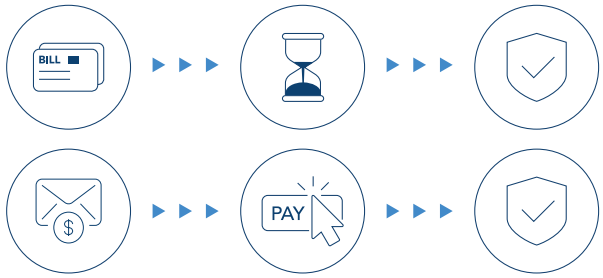


Money



Business

Files



Secondary Graphics

Besides the AffiniPay standard logo and AffintyMark we have a few secondary graphics that can be used with AffiniPay collateral. These graphics are to be used to enhance the brand or pinpoint a specific idea. These graphics can typically be used throughout all the brands with brand specific colors.

Pay Button

Being that we are a payment company, this icon comes quite in handy for numerous design purposes.

IOLTA Shield

Compliances is very important to all of our brands so we have a shield graphic to represent that in our designs.

Payment Pattern

Patterns can add a nice background or coverup for white space. We have a pattern for those cases seen below.

Card Brands

Besides our own graphics is is also important to remember to use the latest logos for all of our payment partners as well.

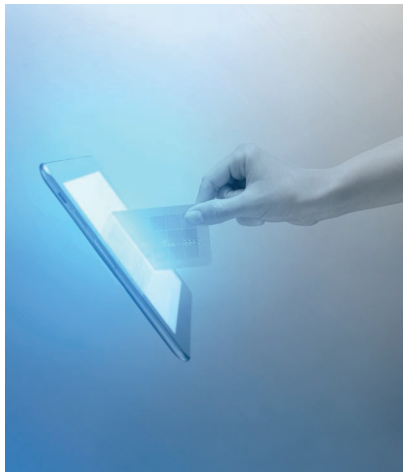
Imagery

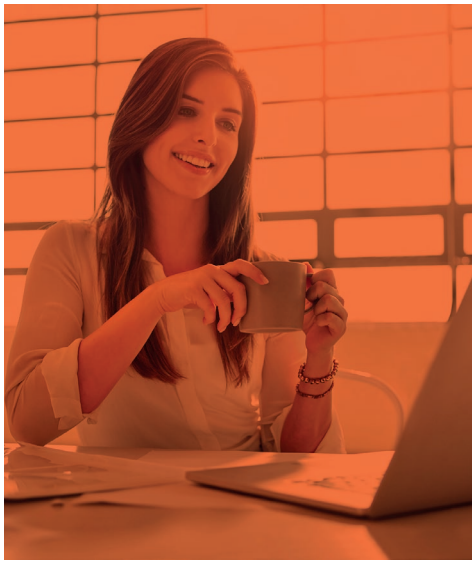
Photography is a powerful and dynamic tool. However used incorrectly can cause serious problems to a brand. When deciding what type of imagery to use for AffiniPay keep a few things in mind:

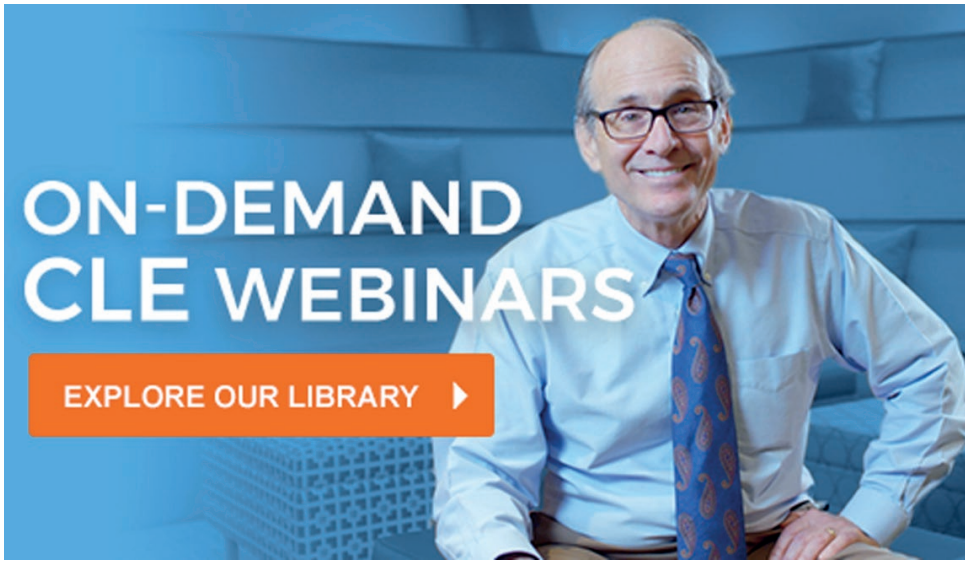
- Vibrant & clear
- Never pixelated
- Technology focused
- People focused

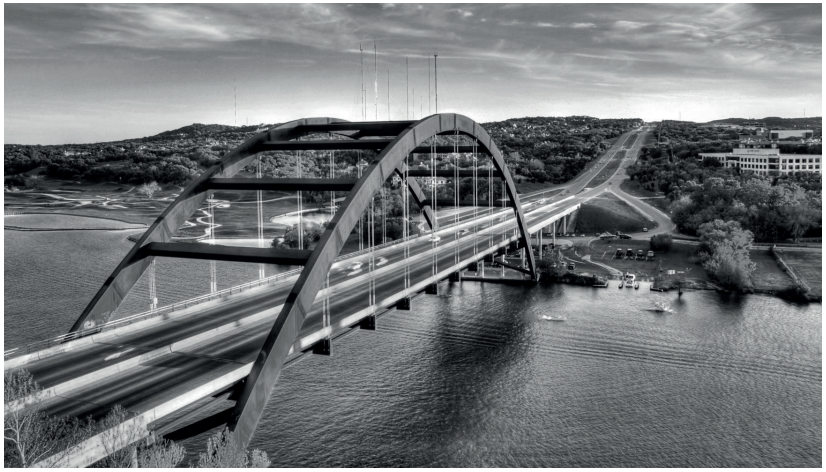
Stylized Imagery

Color stylized images and altered images are also allowed in our brand. These applications should be used at the designers discreation and never overused. The key is to provide a unique colorful image without losing quality or readabilty. Same goes for black and white images.





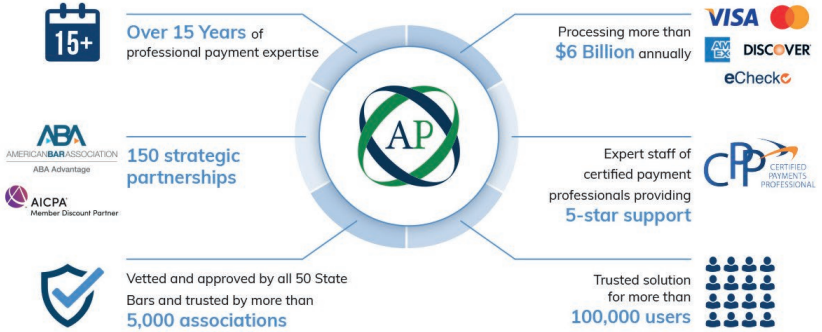




Application

All of AffiniPay's marketing communication should respect the rules outlined in this guide. Websites, print materials, and cleint facing collateral should:

- Be clear, clean, and refined
- Be organized effeciently
- Have a sense of purpose
- Be surprisingly great!
- Stay on brand!



AFFINISWAG

Here at AffiniPay we love swag. Who doesn't? While you should always base swag designs on our core brand elements, swag does provide an opportunity to work outside the box a bit and have some fun with colors, fonts, and layouts that you may not want to attempt with client facing collateral. Here are some examples.

Thank You!

We appreciate you taking the time to read over the AffiniPay Brand Guidelines. If you have any additional questions about the AffiniPay brand please do not hesitate to contact us, we would love to hear from you!

Contact Information

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AP
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